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Unit 6, Cross Street, The Royal Exchange, Manchester
Heritage and Design & Access Statement - External Signage

Records

Issue and approval schedule

Issue P1	Name	Signature	Date
Prepared by:	Dan Perry	DCP	29.11.2022
Reviewed by:	David Perkin	DP	29.11.2022
Approved by:	David Perkin	DP	29.11.2022

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Issue	Date	Status	Description	By	Checked	Approver
P1	29.11.2022	Issued	Issued for Listed Building Application	DCP	DP	DP

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Introduction

Introduction

This Heritage and Design & Access Statement supports the application for new external signage for Unit 6, Cross Street which forms part of the Royal Exchange Building in Manchester. This report explores the surrounding context of the building and existing condition. The proposals are described and alterations are assessed on their impact to the historic fabric.

Project description

Shop roll out for Insomnia Cookies at the Royal Exchange in Manchester. AWW have been appointed to prepare architectural layouts and interior design for a vacant unit located on Old Bank St, Manchester M2 7AE.

Site

Manchester Royal Exchange, a Grade II listed building (listing entry: 1200826), is located in the heart of Manchester City Centre.

Manchester Royal Exchange is one of Manchester's most iconic buildings located within the City's commercial and retail core. The ground floor is predominately in use for retail, the upper floors as office accommodation and part of the building as a theatre.



Heritage statement

Introduction

This application is for new signage to existing shop front at Manchester Royal Exchange Unit 6 Cross Street, M2 7AE

The Retail Unit 6 is part of the Grade II listed “Royal Exchange” Building (Listing number SJ8384398442) and is within the St Anns Square conservation area in the centre of Manchester.

Context

This application has been submitted to gain consent for new external signage . Following its use as a Bank for many years, the retail unit has now been leased by a new tenant who requires alterations to the existing signage to fit their branding to meet their business needs. See external & internal photo page 5.

This application has been submitted in accordance with Local core strategy 2012- 2027, National Policy Framework (July 2021) and Royal Exchange Manchester Shop front & Signage Design Guide. (October 2018)

Recent Planning History

A review of Manchester City Council’s online planning application register has been under taken and reveal that the site has had the following planning applications in the last ten years.

Application Number: 119954/LO/2018

Description of application/proposal: LISTED BUILDING CONSENT for internal strip out works and external modifications to the unit.

Decision: Approved 5 September 2018

Application Number: 098809/LO/2012/C1 & 098808/AO/2012/C1

Description of application/proposal: Listed building consent for replacement of existing 2 x fascia signs and ATM sign.

Decision: Approved 5 September 2018

Planning Policy Context

Manchester Core Strategy 2012 -2027 (adopted 11th July 2012)

Relative policy’s:

Policy CC 9:

“Design and Heritage

Design of new buildings will need to be of the highest standard in terms of appearance and function. The standards and guidance explained in other LDF policies should be the basis for the approach to design, with particular attention to be given to the City Centre context and character.

Development in Manchester City Centre should preserve or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments.

The Council will support high density and mixed use development in the City Centre, but developers must recognise the specific design challenges that must be overcome to ensure complementarity of function and form. New development must support the range of uses the Council expects in the City Centre and contribute to a coherent and integrated physical environment.”

This policy require that any proposals that are put forward reserve or enhance heritage assets. The proposals within this application will preserve the historic fabric whilst bringing the Retail Unit back in to use.

Policy EN 1 - Location 1 City Centre Character Area

Design Principles and Strategic Character Areas

Location 1 Cite Centre Character Area Key points:

“Developers will be expected to consider the City’s heritage and continue the rich pattern of activity in the core area.”

“While there will be opportunities to create landmark buildings, developments should also contribute positively to the experience of all at street level.”

Policy EN1 set outs opportunities for good design and that any proposals should consider the city heritage. The proposals sets forward contribute to the rich pattern of activity in the core area through its retail use. Whilst also contributing positively to street level experience .

Heritage statement

Planning Policy Context Continued

Policy EN 3

“Heritage

Throughout the City, the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of its districts and neighbourhoods, including those of the City Centre.

New developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment, the character, setting and accessibility of areas and buildings of acknowledged importance, including scheduled ancient monuments, listed buildings, registered parks and gardens, conservation areas and archaeological remains.

Proposals which enable the re-use of heritage assets will be encouraged where they are considered consistent with the significance of the heritage asset.”

Policy EN3 Encourage the re-use of heritage assets, whilst preserving and enhancing the historic environment and character. The proposals for Unit 6, Cross street. Look to re-use the heritage assets whilst preserving the external facade.

National Planning Policy Framework

[27th March 2012 - Updated 20th July 2021]

Relative Section:

16. Conserving and enhancing the historic environment

Paragraph 195

“Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset’s conservation and any aspect of the proposal.”

Paragraph 195 states that the local planning authority should identify and access the particular significance of any heritage asset through available evidence to minimise any conflict between heritage assets and the proposal. The documents and drawings submitted with the application show that the historic fabric will be preserved.

Paragraph 202

“Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.”

Paragraph 202 shows that when the proposal will lead to any less than substantial harm to the a heritage assets, then the harm should be weighed against the public benefits. The external works to Unit 6 will cause negligible harm to the historic assets. The works will secures it re-use and a retail space, providing public benefits including creating jobs in the local area and enhancing the street with its active frontage.

Heritage statement

Assessment

This Heritage statement supports the application for Listed building consent and advertisement consent for the following at Unit 6 Cross Street, Royal Exchange, Manchester:

- New heritage fixed signage fixed to the existing wall at high level
- New branding applied to the existing illuminated high-level signage

The proposed signage follows guidance set out within “The Royal Exchange Manchester Shop front & Design Guide” and is in line with existing signage treatment to neighbouring units. The proposals within this application will have a negligible impact upon the historic building fabric.

The proposed application complies with relevant local and national policy. For reasons above it is considered that the proposed signage is in keeping with neighbouring developments, and respect the historic character of the local area and as such will cause no harmful impact to the Royal Exchange Building or the wider St Ann square conservation area it forms.

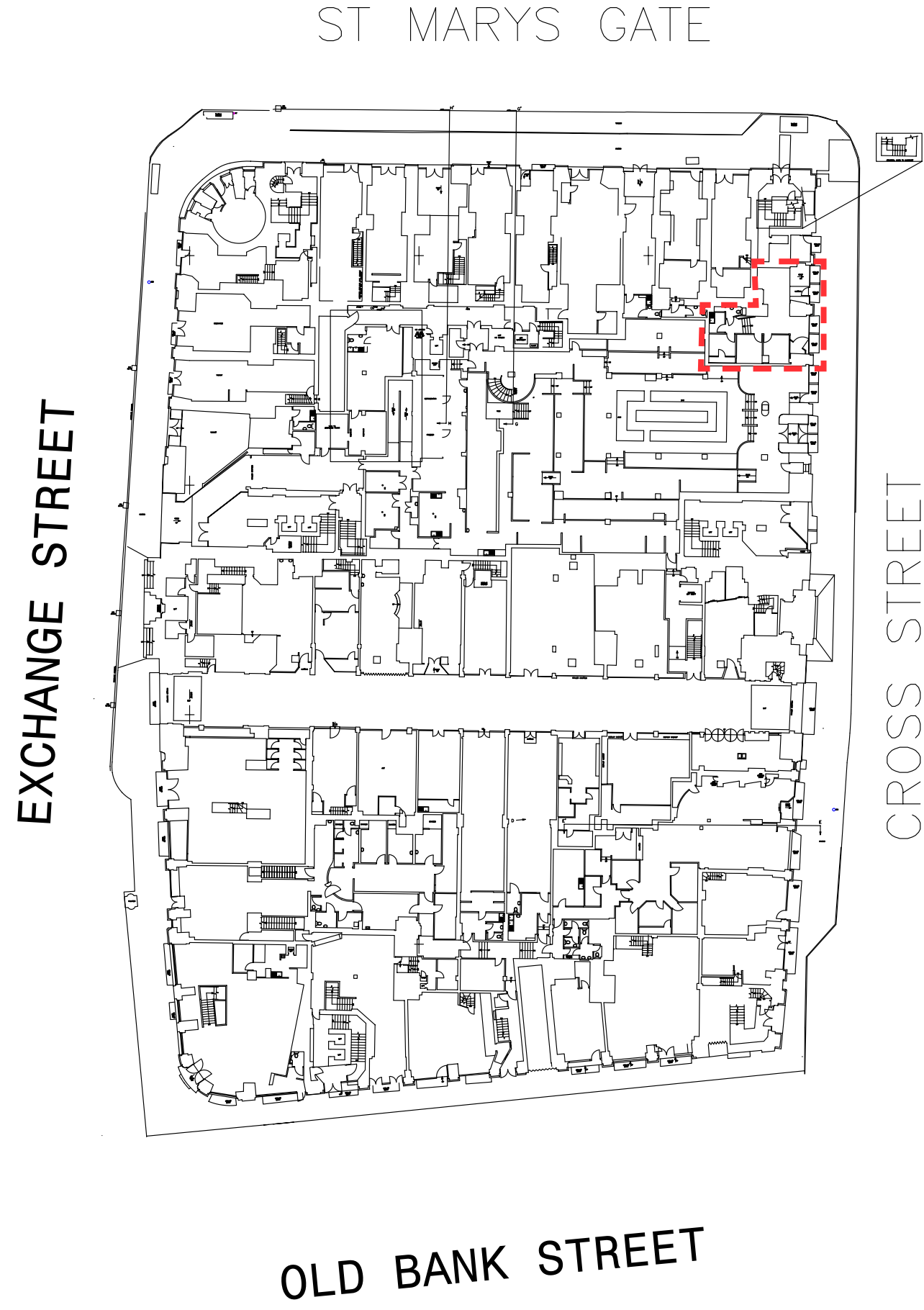
Site Location



Existing Building

Context

The surrounding area comprises a mix of commercial uses. The Arndale Shopping Centre is located to the north-east of the site and Deansgate to the west. St Mary's Gate is located immediately to the north of the site, Cross Street to the immediate east, Old Bank Street to the south, and Exchange Street to the west. The area contains high quality retailing and several restaurants. The site is located within St Ann's Square Conservation Area.



Exterior Photos



Manchester Royal Exchange

Elevations



Existing Elevation



Proposed Elevation

Existing Elevation

The existing ground floor is vacant following its previous tenants departure.

The recently updated shop front entrance doors and glazing is in good condition, the glazing I covered in a vinyl Signage see image external images.

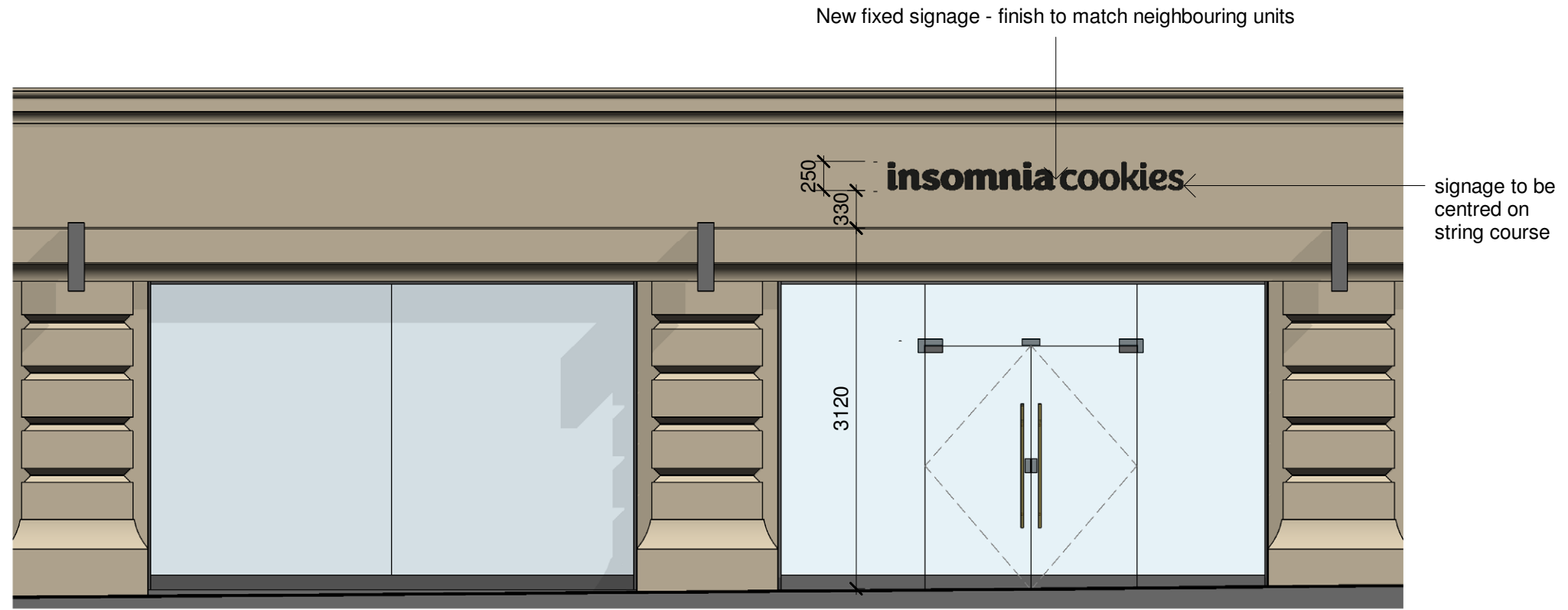
Proposed Elevation

The proposed elevation updates the facade to include new signage incorporating the tenants branding. The signage is in-line within neighbouring developments at Manchester Royal Exchange.

Signage Information

Proposed Signage Scheme

The proposed signage will consist of new vinyl artwork applied to the existing illuminated high level signage and a new fixed sign above the entrance door. The Signage follows The Royal Exchange tenant design guide.



Signage - size & design



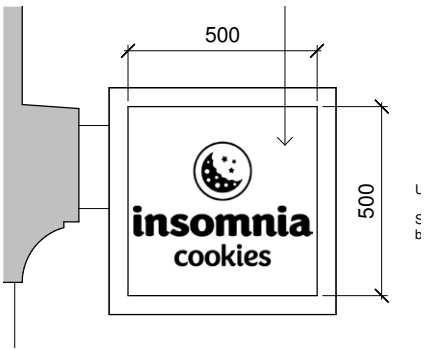
Proposed fixed sign

Location: Above store front

Type: Heritage anodised aluminium bronze finish fixed sign

Thickness: 13mm

Fixing: Fixed to exiting stone work with 9mm cover spacer with aluminium anodised bronze finish to match sign



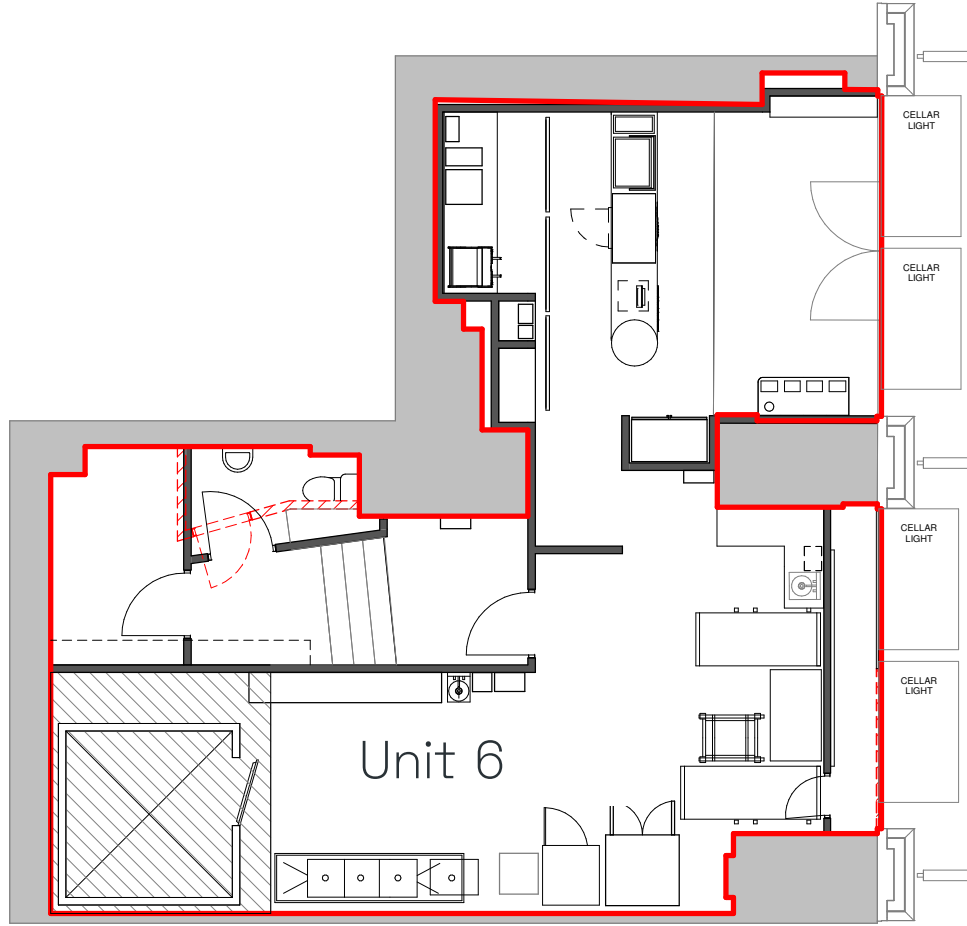
Proposed back illuminated signage

Location: Located on rear partition wall to new display window

Type: Existing overhead Signage with new artwork.

Logo specification: Logo Colour - RGB 0,0,0 Background fill - RGB 130,97,64 (In-line with "The Royal Exchange Manchester Design Guide")

Access



Proposed Ground Floor Plan

Entrance

Access

Pedestrian

The existing pedestrian access is from the pedestrian path that runs along Cross Street this access will be unchanged.

Cycles:

There existing public cycle spaces that serve the area on the opposite side of cross street.

Deliveries:

There is loading only designated area of the shared surface/enlarged pavement area that is outside unit 6.

Summary

Summary

The proposal for new signage at Unit 6, Cross Street at the royal exchange building in Manchester. Will allow the Retail Unit to be occupied and run by the new tenant bring the unit back in to use.

The proposed signage follows the guidelines set out in the Royal Exchange Manchester Shopfront & Signage Design Guide. (October 2018). The new signage is in-line with the neighbouring units that have been recently refurbished and fit into the local retail context.

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