

Arndale Arcade – Canada Goose – 15 New Cathedral Street, Manchester**DESIGN AND ACCESS STATEMENT for Advertisement Consent****1. Introduction**

This application seeks approval on proposed displayed advertisement at 15 New Cathedral Street, M1 1AD Manchester.

The proposed commercial advert is composed by:

- Main signage consisting of “Canada Goose” logo made of 3D white resin lettering with black painted stainless-steel return to be installed on the internal bulkhead behind the glazed wall façade.
- New coloured disk logo to be installed to internal bulkhead wall
- New internal ceiling mounted and floor mounted spotlights to illuminate the coloured disk logo

The advertisement would replace the existing one in all its locations (main signage and secondary signage) without altering the integrity and the character of the elevation.

Photo of site current



Render of proposed advertisement



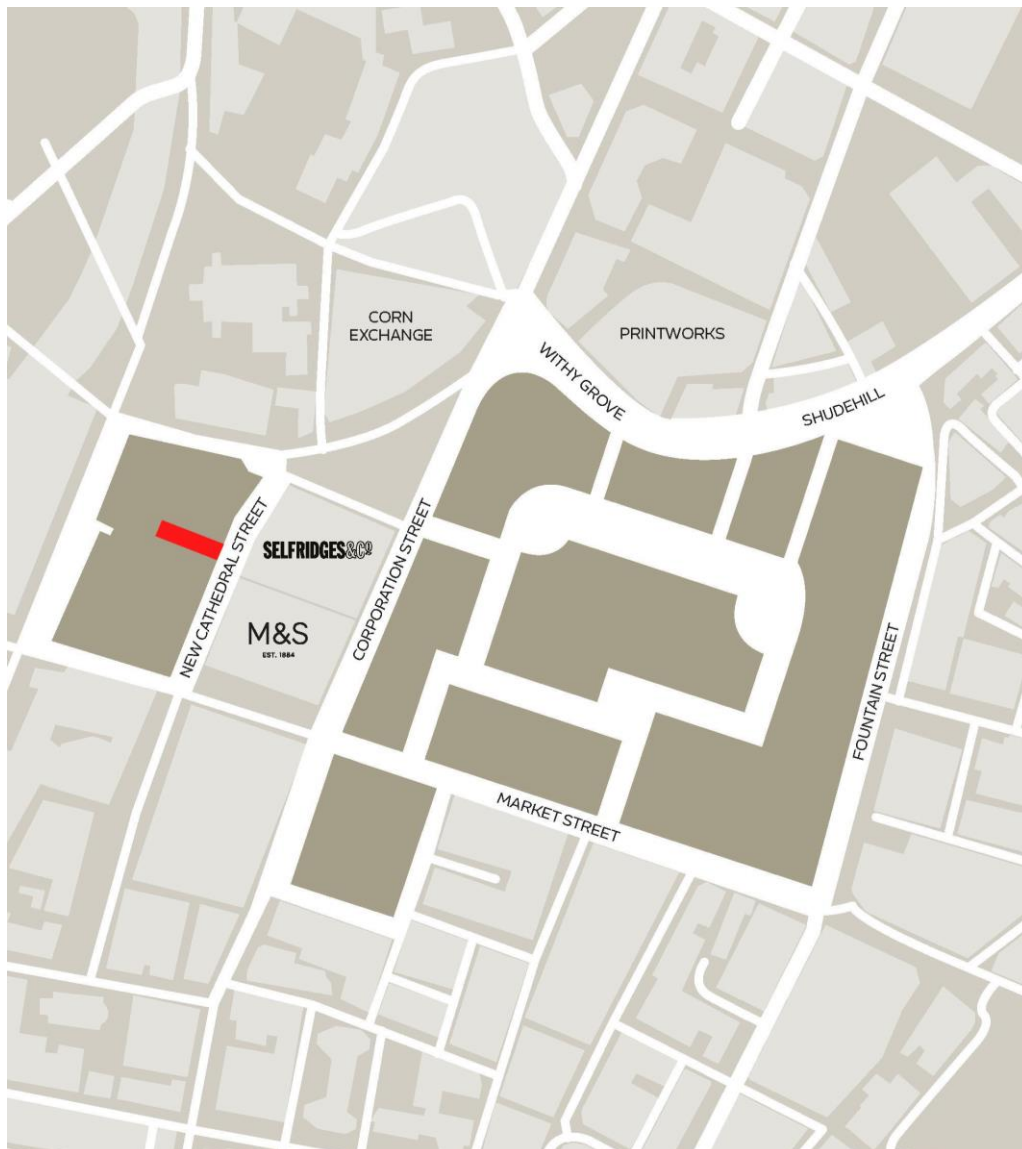
2. Site and surroundings

New Cathedral Street is a pedestrianised retail street in the city centre and it serves as a conduit between St Ann's Square and Exchange Square being two of the foremost public squares in Manchester. St Ann's Square being a prime shopping destination and exchange square with its bars and restaurants and its adjacency to the Printworks and the Arndale centre being a shopping and entertainment hub.

The street is home to the Manchester branch of Marks and Spencer and Selfridges (east side), and Harvey Nichols, the largest Ted Baker and Hugo Boss stores outside London, Lacoste, Louis Vuitton, Reiss, Henri Lloyd, Massimo, Zara and Burberry (west side).

The street and buildings that stand today were all built as part of the rebuilding since the 1996 IRA bombing of the city centre. The block of buildings to the west are on the site of the former Victoria Street and Victoria Buildings, which were aligned differently.

Cathedral Street is an older street to the east of the cathedral and further to the north.

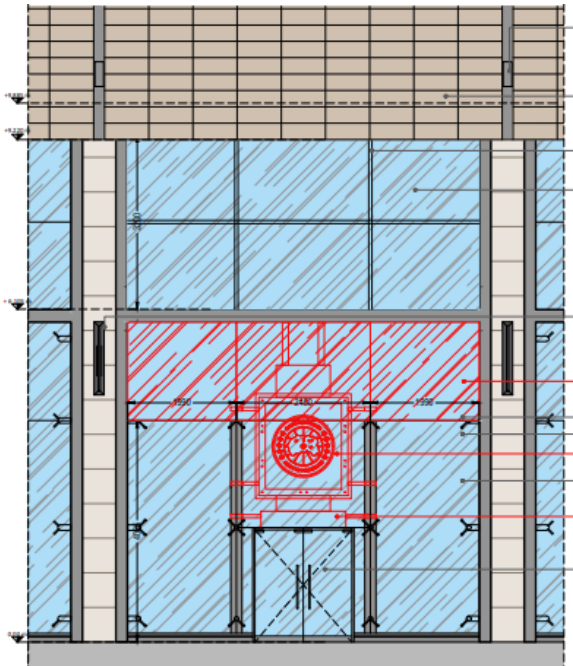


Site and surroundings

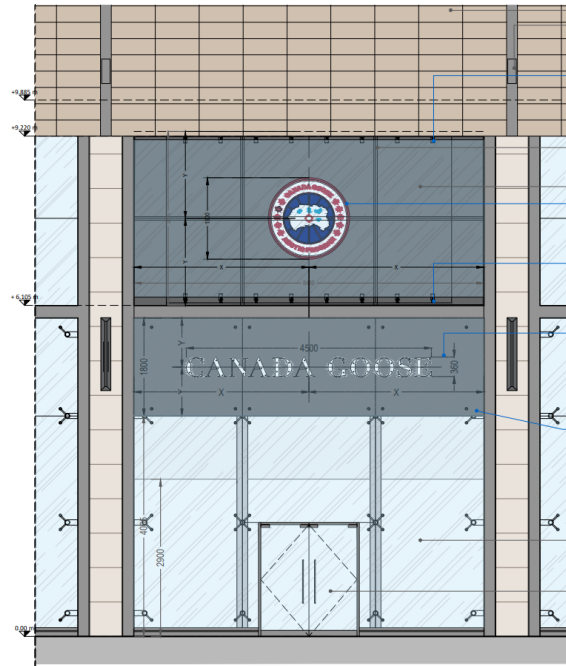
3. The proposed commercial advert

- Painted black bulkhead panel panel with “Canada Goose” logo lettering applied behind existing glazed wall façade
- Existing internal sign box logo to be removed and replaced with new disk logo

Existing façade



Proposed façade



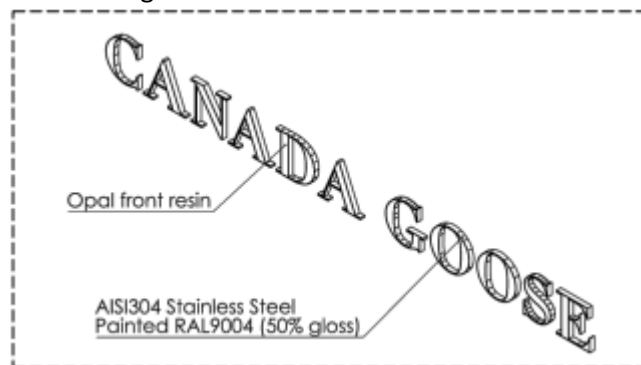
4. The Proposed Adverts

As previously mentioned, the proposed adverts consist of a 3D front-lit main signage logo and a secondary disk logo installed to internal wall

Main signage

Canada Goose logo, 3D front-lit lettering fitted to the painted internal bulkhead wall behind glazing wall.

3D Lettering

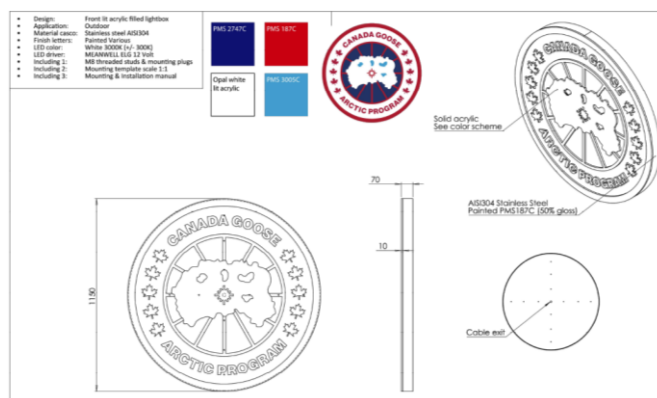


Example of front-lit lettering



Secondary Signage

Canada Goose disk logo, 3D illuminated by ceiling and floor mounted spotlights, fitted behind the glass façade



Policy Context and National Planning Policy Framework 2012

This section of the report sets out local and national policy and guidance relevant to the proposals to which this report relates.

Section 23 of the National Planning Policy Framework (NPPF) sets out how planning policies should be positive, promote competitive town centre environments and set out policies for the management and growth of centres over the plan period. To this effect, local planning authorities should define the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary frontages in designated centres and set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town.

5. Conclusion

In our opinion, the proposed signage has a positive impact on the existing building envelope and they are in the same direction of the previously approved ones. The proposal is in line with the centre's design criteria which include: feature display at first floor to be boldly lit, the 3D signage to be internally illuminated at ground floor and 70% visibility through the shopfront.

London, 13th May 2022

Fabrizio Sabbatini

