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Pivot+Mark
48-52 Baldwin Street
Bristol, UK

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Design and Access Statement

Introduction:

This application is for advertisement consent for new signage at Unit 9, University Green, 124 Oxford Street, Manchester, M13 9RD

Unit 9 is part of the wider recently refurbished University Green building.

Context:

This application has been submitted to gain consent to display advertisement behind the existing glazing as well as the door protection hoops.

This application has been submitted in accordance with Local core strategy 2012- 2027, National Policy Framework (July 2021).

AWW have been appointed to prepare architectural layouts and interior design for Unit 9 located on 124 Oxford Road, Manchester M13 9RD. See appendix 1 for existing external photographs.

The Alliance Manchester Business School (AMBS) development is the refurbishment and reconfiguration of the existing AMBS buildings and University Precinct on Booth Street West. The development will make better use of the existing floor space, which has in part become redundant or unfit for modern day teaching or commercial purposes and will include reorganising the space to provide new teaching and administrative facilities and a Learning Space that meets the needs and ambition of the University into the 21st Century.

University Green is bounded by Oxford Road to the east, Booth Street West to the north, public realm to the south and Higher Cambridge Street and the new MBS Hotel and Executive Education Centre to the west.

The ground floors of the buildings have been remodelled to provide a revitalised retail offer for students and local communities and will open up the building facades and provide a more attractive setting at street level. Public realm improvements include pavement widening, as well as delivering other highways improvements to support Transport for Greater Manchester's Cross City Bus Package proposals. This will enhance the local environment for pedestrians, cyclists and public transport users.

Design:

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

- New illuminated signage behind the existing glazing of the shop front
- New branding applied to glazing within existing door protection hoops
- New vinyl decoration applied to entrance doors and glazing panels.

The proposed signage follows guidance set out The University Green tenants guide and is in line with existing signage treatment to neighbouring units.

The proposed application complies with relevant local and national policy. Through its high-quality choice of materials and modern design that is in keeping with the recent refurbishment of the wider site.

As the proposed alterations are in keeping with neighbouring developments, they respect the character of the local area and as such will cause no harmful impact to any neighbouring developments.

Appendix 1

Unit 9, University Green, 124 Oxford Road - existing external photos



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