FACEGYM.

HERITAGE STATEMENT

FaceGym – 44 King Street, Manchester, M2 6BA

1. Introduction

This Heritage Statement has been prepared in support of an application for Advertisement Consent relating to 44 King Street, Manchester, M2 6BA.

The proposal comprises the removal/replacement of existing tenant signage and the installation of new FaceGym signage associated with the incoming occupier. The signage proposals are limited to the established shopfront/signage zones and include fascia/brand signage and a projecting sign in the existing shopfront context, together with minor associated vinyl/graphic treatment where shown on the submitted drawings.

2. Site and Heritage Context

The application site is 44 King Street, Manchester. The property is a Grade II listed building and is located within Manchester city centre, within the Upper King Street Conservation Area.

King Street is a prominent commercial street historically associated with Manchester's banking and commercial core. The wider street contains a high concentration of historic buildings, with ground floor retail and commercial uses forming an established and active shopping frontage.

The host building and the wider conservation area are sensitive heritage assets. Accordingly, the signage proposals have been considered in terms of their effect on the special architectural and historic interest of the listed building and the character and appearance of the Conservation Area.

As set out in the Planning (Listed Buildings and Conservation Areas) Act 1990, special regard must be had to the desirability of preserving the listed building, its setting, and any features of special architectural or historic interest. Particular attention must also be paid to preserving or enhancing the character or appearance of the Conservation Area.

3. Description of Proposals

The proposed works comprise:

- Removal/replacement of existing tenant signage
- Installation of new FaceGym fascia/brand signage within the existing shopfront/signage zone
- Installation/replacement of a non-illuminated projecting sign in the existing projecting sign location
- Installation of modest vinyl/graphic wording associated with the FaceGym use, including "Become a Member" messaging where shown on the submitted details
- No alteration to the principal structure, proportions, or architectural composition of the listed building

The proposals are limited in scope and are intended to provide tenant identification while respecting the host building and wider historic streetscape.

4. Impact on Heritage Assets

The proposed signage is considered modest and appropriate in scale, location, and appearance. It has been designed to sit within established signage zones and to avoid unnecessary visual clutter or harm to the architectural character of the building.

The projecting sign is proposed in the existing signage context/location, limiting any additional visual impact on the host building or streetscene. The fascia/brand signage is proportionate to the shopfront and does not obscure, remove, or compete with significant architectural detailing.

The proposed FaceGym branding presents a contemporary but restrained commercial identity suitable for an active retail street. The extent of vinyl/graphic treatment is limited and subordinate to the overall shopfront composition.

No physical alteration is proposed to significant historic fabric beyond normal signage fixing/replacement requirements, and the proposals do not alter the building's form, proportions, upper floors, or principal architectural features.

Overall, the works are considered to preserve the special interest of the Grade II listed building and preserve the character and appearance of the Upper King Street Conservation Area.

5. Planning Policy Context

The proposals have been considered against the relevant provisions of the National Planning Policy Framework (NPPF), which places great importance on conserving and enhancing the historic environment.

The proposals have also been considered having regard to Manchester City Council's heritage and design objectives for conservation areas and shopfront/signage design. The works are minor, visually contained, and compatible with the continued commercial use of the premises.

The proposed signage is therefore considered to comply with the relevant heritage objectives by preserving the significance of the listed building and the character and appearance of the Conservation Area.

6. Conclusion

The proposed signage and associated minor works at 44 King Street are appropriate in scale, design, and siting.

The works will support the continued viable commercial use of the property while preserving the special architectural and historic interest of the Grade II listed building and the character and appearance of the Upper King Street Conservation Area.

The proposals are therefore considered acceptable in heritage terms.