

Porcelanosa – Water Street, Manchester M3 4JU
21029 Proposed Signage and Façade Colour Design Statement– Place 54 Architects

Introduction

This document has been prepared in support of an application by Porcelanosa Group for the proposed signage and façade colour for the site located at Water Street, Manchester, M3 4JU. Porcelanosa own the site and building which is their showroom for the region.

The site

The building has a frontage on Egerton Street with vehicular access from Water Street. The delivery entrance is on the south east side of the building.

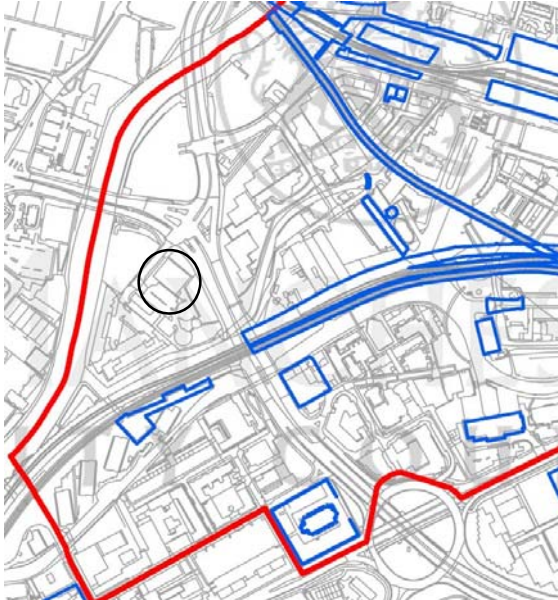
Location Plan 21029 (P)011

Porcelanosa showroom circled in black



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Conservation Area



The building is located within Castlefield conservation area shown a red outline pictured on the left. The Porcelanosa showroom is circled.

Existing buildings elevations



Existing North West elevation



Existing South West elevation



Existing North East elevation



Existing South East elevation

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Existing Advertisement

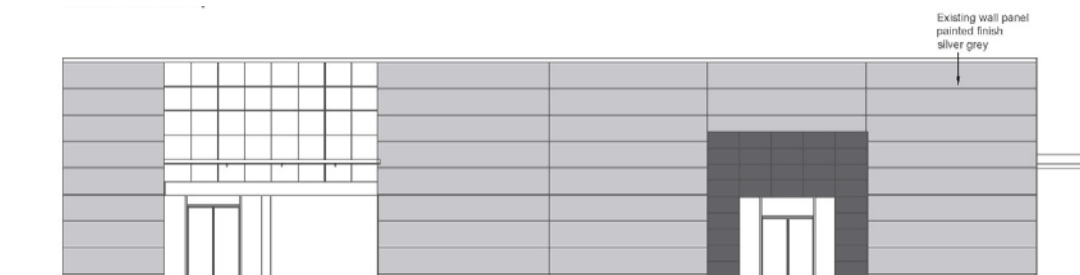
There are two black illuminated PORCELANOSA signs on the building. One sign with 1.3m high lettering is on the top right corner of the south east elevation fronting Egerton Street and the second PORCELANOSA sign also with 1.3m high lettering and on the top left corner of the north west elevation.

There is a black sign reading, TILES BATHROOMS KITCHENS HARDWOOD on the north east elevation with 1.1m high lettering.

Existing elevations-

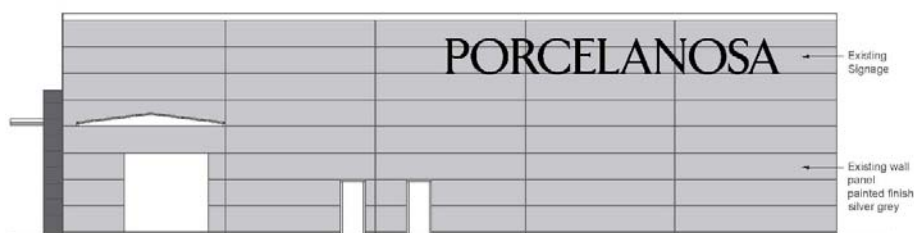


Existing North East elevation

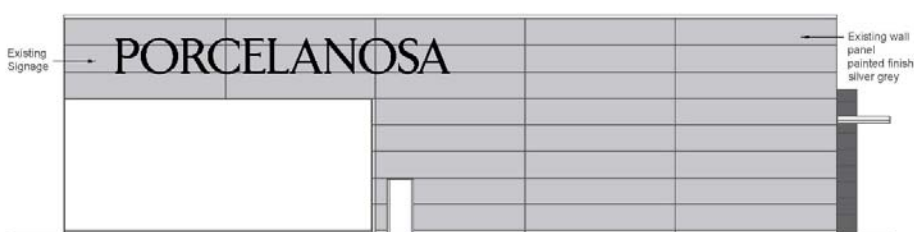


Existing South West elevation

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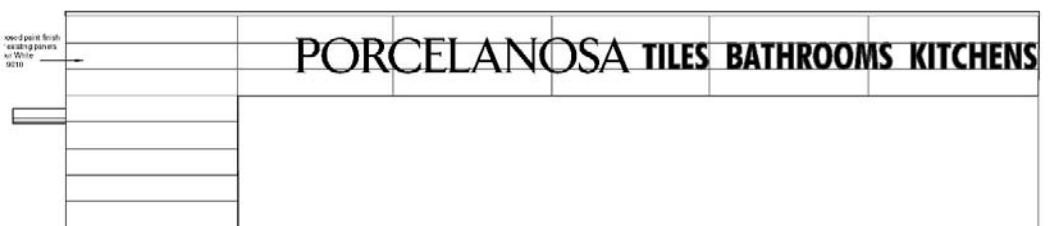
Existing South East elevation



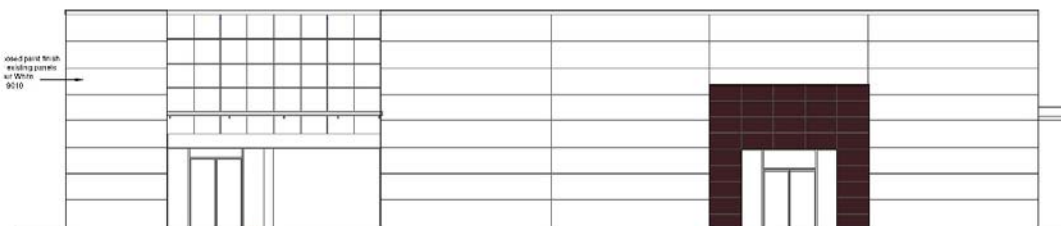
Existing North West elevation

Previous Planning Applications

A previous planning application was made, 126698/FO/2020, which was approved for new signs and new ventilated façade elevations. The approved elevations are pictured below.



Approved North East elevation



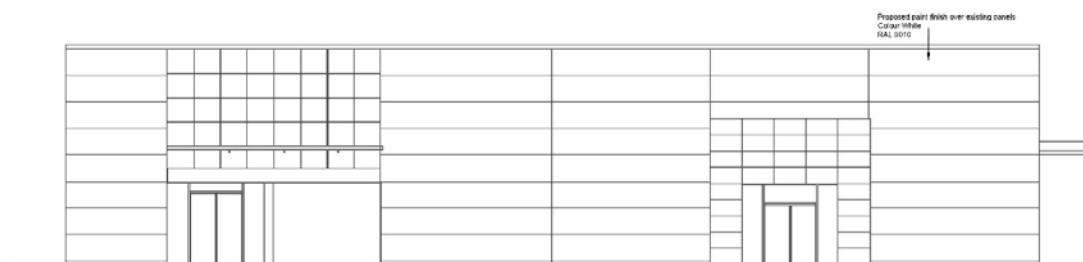
Approved South West elevation



The current application is for advertisement consent for the repositioning of signs. The PORCELANOSA sign is proposed to be repositioned on the north east elevation to the top left corner. The TILES BATHROOMS KITCHENS HARDWOOD sign on the existing north east elevation will be removed. Instead, another sign is proposed in the top right corner of the north east elevation above the glazing reading TILES BATHROOMS KITCHENS which will be 1.1m in height. The PORCELANOSA sign will remain in the same position on the south east elevation. The PORCELANOSA sign located on the north west elevation will be removed due to the close proximity to the block of flats opposite.

Proposed North East elevation

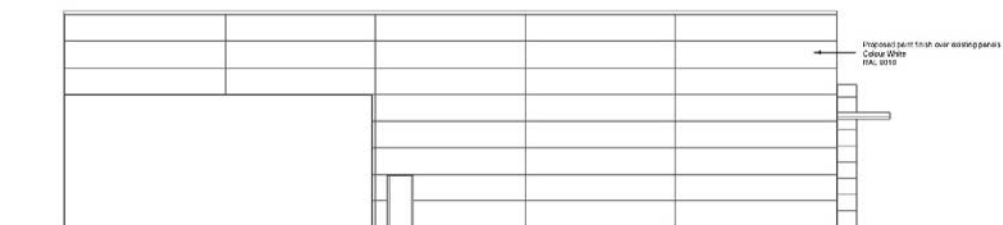
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Proposed South West elevation



Proposed South East elevation



Proposed North West elevation

The proposed letters for the PORCELANOSA signs on north east and south east elevations are 1.3m high and the top of the lettering is 7.4m from ground level. The overall length of the PORCELANOSA signage is 12.6m. The TILES BATHROOMS KITCHENS signage are 1.1m high located on the north east elevation has an overall length of 16.9m. On the north east elevation there is a gap of 5m between the PORCELANOSA sign and the TILES BATHROOMS KITCHENS sign.

The signage is created from individual letters, and the design is appropriate to both the scale and design of the building and the location adjacent to a busy highway and reflects Porcelanosa's commitment to high quality design in their products and buildings. Proposed elevations are illustrated on drawing 21029(P)102 and 21029(P)103.

Proposed changes to elevation colour and finish

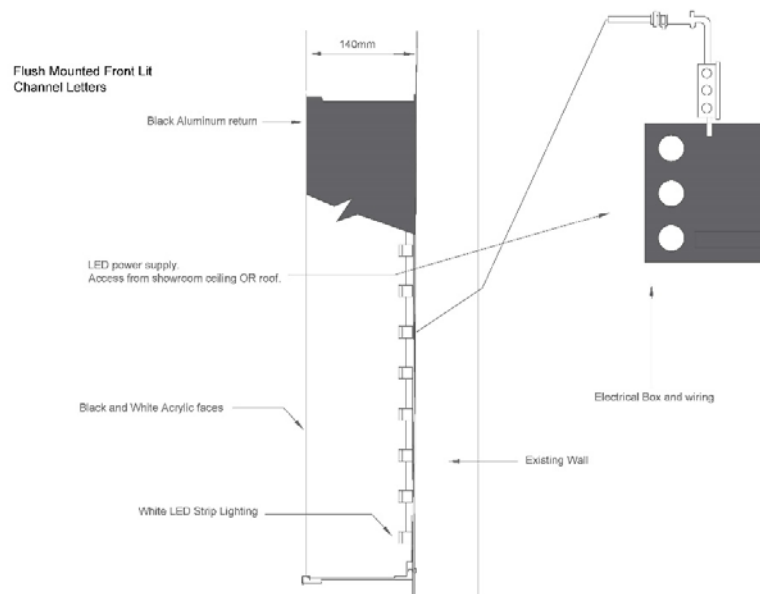
The existing wall panels will be retained as existing, and the colour will be changed with new paint finish. The wall panels and all edging and joint cover trim existing colour silver grey is proposed to change to white colour RAL 9010.

Details of signage

The signage is created from individual cut letters in black aluminium opaque reveal, the face is made from acrylic coloured black in the daytime and back lit white during the night. The signage is illuminated by LED with:

- Illuminance levels (cd/m2): 180 cd/m2
- Uniform and static lighting (no blinks)
- LED temperature colour: 10000°K
- Illuminance efficiency (lm/W): 80-110 lm/W

Signage details are illustrated on drawing 21029(P)105.



The images below demonstrate the change between day and night.



Conclusion

The high quality design and installation of signs and elevation improvements will have no detrimental impact to the townscape and conservation area, but will be sympathetic to and enhance the townscape and conservation area.