

Porcelanosa – Water Street, Manchester M3 4JU
21029 Heritage 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

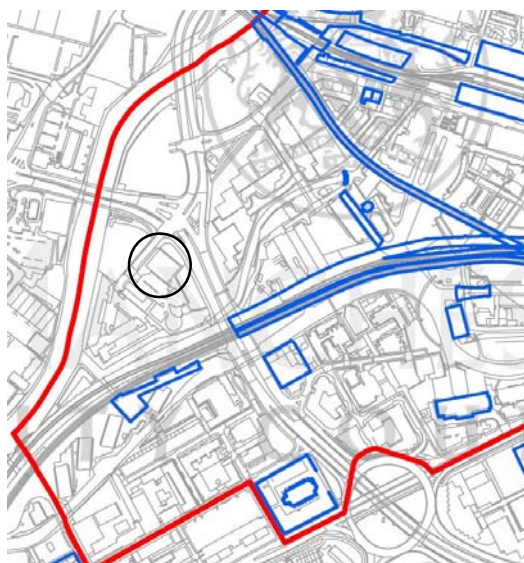
The building has a frontage on Egerton Street with vehicular access from Water Street. The delivery entrance is on the south east side of the building.

Location Plan 21029 (P)011

Porcelanosa showroom circled in black



Conservation Area



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

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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.

Current application for Advertisement Consent

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.

The proposed letters for the PORCELANOSA sign are 1m 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 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.



Existing South East, North East Elevations
(From left to right)



Proposed South East, North East Elevations

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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.

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.