

Proposed New Signage.

Portman Dental Care
31 Booth Street
Manchester
M2 4AW

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28036

Prepared for:
Portman Dental
The Port
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1.0 Context

The Portman Dental practice at 31 Booth Street, Manchester, is a Grade II listed building. The practice proposes to replace the existing signage with 2 No. Non illuminated projecting signs (1 on each elevation). A new Clinicians sign & Opening hours sign to each side of the main entrance, these would consist of acrylic name plaques. The practice would also be replacing various existing window vinyl graphics with new vinyl graphics (as shown on the proposed drawing).

2.0 Amount of Development

Installation of:

1. 2 No. non illuminated projecting signs
2. 1 No. Clinicians sign.
3. 1 No. Opening hours sign.
4. Window vinyl graphics.

3.0 Layout

The relationship between buildings within and outside the application site will not change and there will no impact on the amenities of neighbouring properties.

4.0 Scale

Portman Dental have looked at the physical context of each practice, adjusting the design accordingly and generally, where possible, making new signs smaller and reducing the amount of signs to reduce clutter.

5.0 Landscaping

There are no proposals for landscaping.

6.0 Appearance

The appearance is appropriate for its location, using similar or the same materials as existing properties in the same location.

The signage has a good contrast between lettering and background and incorporates bold non-serif fonts for ease of legibility.

7.0 Access

No change to the access to the property is proposed. The door and surround to the entrance are colour contrasted and comply with DDA requirements.

8.0 Conclusion

On the basis of the drawings submitted with the application and above assessment, we consider the proposals are appropriate in planning terms, sympathetic to the building and surrounding environment and not detrimental. We believe it should be supported by the Local Planning Authority.