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14th August 2020

Dear Chris,

Re: External Signage Application for 11 St James Square, Manchester, M2 6DN

Proposals

This application is for the proposed external signage on the south and west façade of 11 St James Square, Manchester. Following your initial feedback in our phone conversation last week, we have taken the opportunity to revise the signage application in line with our discussions and hope they meet your approval by creating a high-quality signage proposal which is suitable in the building's context. The signage proposal is described on drawing (90)003 Revision A. The proposals include:

- One back illuminated projecting logo sign on the west elevation (type 1),
- One non illuminated projecting letter sign over the main entrance with adjacent logo (type 2/3).
- One high level back illuminated logo sign (type 4) – relocated to the lower brick band on the southern façade.
- One internally illuminated projecting signage box (type 5) relocated to have a direct relationship with the main entrance.

Following your feedback on our initial proposals we have omitted the two previously indicated high level 'back illuminated' projecting letter signs and one illuminated logo from the St James' Square façade.

The application includes:

- Site Location and block Plan.
- Existing Elevations
- Proposed Elevations including proposed signage.
- The proposed signage specification.

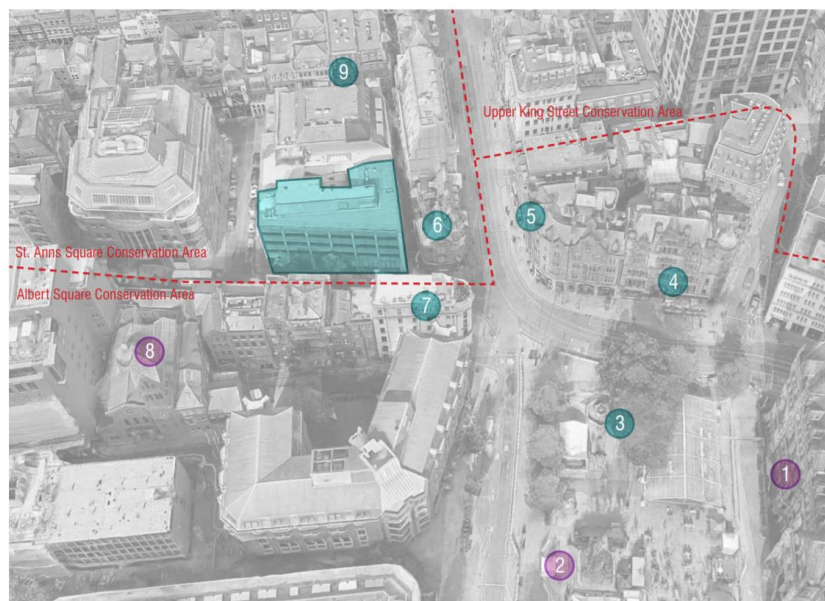
Design & Heritage

The building is located on the southern edge of the St. Ann's Conservation area. John Dalton Street forms the boundary between the St. Anns conservation area to the north and Albert Square conservation area to the south. The conservation area townscape analysis notes that John Dalton Street has been the subject of more significant redevelopment in comparison to more sensitive parts of the conservation area, although its orthogonal grid pattern is typical. The building shares the 'typical Manchester characteristic of acknowledging the corners of buildings, usually for an entrance ... built on street corners'. Due to its city centre location, there are a number of listed buildings and structures in the surrounding area which are described below:

Listed Buildings

Due to its city centre location, there are a number of listed buildings and structures in the surrounding area, most notably the Town Hall, which are listed below:

- 1 Manchester Town Hall
Grade I Listed
- 2 Albert Memorial
Grade I Listed
- 3 Jubilee Fountain and Various Statues
Grade II Listed
- 4 Northern Assurance Building
Grade II Listed
- 5 1-7 Princess Street
Grade II Listed
- 6 Anglia House
Grade II Listed
- 7 No. 1 Albert Square
Grade II Listed
- 8 RC Church of St Mary (The Hidden Gem)
Grade II* Listed
- 9 Various King Street
Grade II listed



Conservation / Listed Building Diagram : Diagram local conservation areas and nearby listed buildings.

The design is proposed to be gold Polyester powder coated aluminium projecting signs fixed to the brickwork to give a high-quality appearance. The position of the type 1 sign on John Dalton Street is located to help break up the existing large area of brickwork. It is set back from John Dalton Street therefore not visible in long range views until close up to the building. Signage proposals 2,3 and 5 will signify the residential entrance whilst fitting in with the style of adjacent shopfronts. The removal of the high-level projecting letter signage makes the scheme more subtle and in keeping with the conservation area context.

I trust the information supplied is satisfactory.

Yours Sincerely,

Andrew Chapman

Brewster Bye Architects