Zerum Consult
4 Jordan Street
Manchester
M15 4PY
-
0161 667 0990
www.zerum.co.uk

5th October 2018

For the attention of Ms J Atkinson
Manchester City Council,
Planning Department,
PO Box 532,
Town Hall,
Albert Square,
Manchester
M60 2LA

Dear Jennifer,

LISTED BUILDINGS AND CONSERVATION AREAS ACT 1990 AND TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS 2007
APPLICATIONS TO DISPLAY ADVERTISEMENT AT EXPRESS BUILDINGS, MANCHESTER, M4 5DL
REFERENCES PP-07276397 AND PP-07274358

Please find enclosed a listed building consent application and advertisement application seeking consent to display internally illuminated lettering above the main entrance way to the building at the Grade II* Listed Express Buildings, Great Ancoats Street, Manchester. The applications have been submitted via the Planning Portal on behalf of the applicant, Wittington Investments (Properties) Limited and comprise:

- Completed planning application forms;
- Site Location Plan with the application boundary edged in red;
- A planning application fee of £132 (PP-07274358) and £0 for the associated Listed Building consent (PP-07276397);
- Extract from the previously submitted Heritage Statement produced by SLHA, within this Cover Letter;
- Design and Access Statement covered within this Cover Letter; and
- The following drawings:-
  16-100-A822-A - Proposed External Signage Great Ancoats St Entrance Elevation
  16-100-A823-A - Proposed External Signage Great Ancoats St Entrance Details

THE PROPOSAL

This application follows on from the recently approved signage and listed building consent applications (ref: 119394/AO/2018 and 119395/LO/2018). This application seeks consent to install a back-lit sign above the main entrance to the building on Great Ancoats Street. The main entrance doors are located within a deep, double-height recess in the building façade, which are accessed up a flight of steps. The proposed sign will span both entrance doors and will be located within the recess. As such, it will only be visible when viewing the building directly adjacent to the main entrance; the sign will not be visible from oblique angles.

The installation of the sign will result in the replacement of a glass panel with a blackened steel panel. The glass proposed to be replaced is non-original to the listed building and was to be replaced as part of the previously consented refurbishment of the building (refs: 118001/FO/2017 and 118002/LO/2017). Mirrored chrome letters, reading 'EXPRESS', are proposed to sit proud of the blackened steel panel, which will be back-lit through small holes in the panel. Beneath the word 'EXPRESS' in smaller font will be 'BUILDING'. The word 'BUILDING' will not be illuminated. It will be formed by cutting out the letters from the steel panel. Behind the letters will be another plate of blackened steel so that the letters will have the appearance of being recessed into the panel.

DESIGN & ACCESS STATEMENT

Amount: This proposal is for a single additional sign to the building above the primary entrance into the building. The sign contains 15 individual letters in two words.

Use: This sign will help identify the building and its primary entrance for building users and visitors, improving the legibility of the primary frontage of the building with enhanced wayfinding on Great Ancoats Street.

Appearance: This proposed sign will utilise the historic aesthetic of the building's signage. The font chosen is 'chairdrobe- bold'. This matches that of the previously-approved signage and also that of the historic art-deco lettering that previously existed on the building. This helps to ensure that the identity and branding of the building remains historically appropriate and unified.

The illuminated aspect of the sign will be at a maximum level of 600cd/m^2. This will match the approved levels of the previous signage application. These levels were agreed to be acceptable following correspondence with the highways department at Manchester City Council during the determination of the, now approved, previous signage applications. Tubular light fixings will be housed within the steel paneling. Perforated holes behind the chrome lettering will allow light to shine through, backlighting the letters to provide illumination. The blackened steel back paneling replaces a non-original glazed panel. The blackened steel matches the existing paneling used throughout the building's facade to break up its glazed elements.

Layout: The sign is to be located above the primary entrance of the building.

Scale: The full length of the installed steel panel, which houses the lighting element of the sign will be 1.17 meters high and 3.52 meters wide; the bottom of the panel will be 3.66m above ground level. The steel panel will span the width of the double doorway into the building. The facia sign is to be installed with the top of the highest letters being 4.59 meters above pavement level. Some of this height is due to the ground floor of the building being elevated above pavement level.

The mirrored chrome letters forming 'EXPRESS' will protrude a maximum of 60mm from the face of the steel panel and will be 475mm tall by around 190mm wide.

The 'etched' letters comprising 'BUILDING' will be 75mm tall by around 35mm wide. The top of the letters will be 3.99m above ground level.

Landscaping: There is no requirement to consider landscaping as part of this application.

Access: Given the nature of the listed building proposals, access considerations are not relevant.

HERITAGE STATEMENT

The Daily Express Building is a nationally important example of a purpose built 1930s Modernist/Art Deco newspaper office and printing works, designed by the renowned architect Sir Owen Williams in 1935. The building's special architectural and historic interest has been recognised through its statutory designation as a Grade II* listed building. The building is a positive contributor to the character and appearance of the Ancoats Conservation Area due to its architectural and historic interest. The building underwent major alterations and extensions during the 1990s, which removed the majority of original internal and external historic building elements/decorative schemes except for the structural concrete frame and staircases. Although replaced in the early 1990s, the exterior curtain-walled elevations of the building, which replaced the original curtain-walling with the same design are of a high significance. (SLHA, October 2017).

The approved main façade and lifting boom signage sought to replicate the original building signage. This was to enhance the aesthetic of the building and respect its heritage by retaining the word 'Express' within the building's branding and by choosing signage in keeping with the building's architecture and historic signage typology. This application seeks permission for a further sign to provide wayfinding to the main building entrance and to strengthen the buildings' identity. It will use the same historic font and will complement the previously approved building signage.

The sign will not result in the loss of the historic fabric of the building. Although the curtain walling is of high significance, it is not considered that the removal of panels in the small area above the main doors will cause significant harm to the building. Further, the removal of the 1990's façade in this location had been approved in principle as part of the original refurbishment consent. The colour of the replacement panel and nature of the proposed signage is in keeping with the architecture and design of the building and other signage, and as such it is considered to be acceptable.

I trust the enclosed is satisfactory to allow you to register the applications and I look forward to receiving acknowledgement of registration. Should you wish to discuss the proposals or have any queries please do not hesitate to contact me.

I look forward to hearing from you in due course.

Yours sincerely,



Diane Ellis
Associate Director

Encs

Supporting Application Documents