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Proposed Signage Proposals
Turquoise Block – PPG15 Statement

This listed building consent application for the addition of signage to the group of buildings known as the Turquoise Buildings follows an earlier approval to convert the said buildings into serviced accommodation for Avanta Properties Ltd. Please refer the planning permission.

After being largely dis-used for many years the proposal to extensively rework these buildings and bring them back into active use is welcome. In accordance with PPG15 this is one of the best ways of ensuring a secure future for a listed building.

However, in order to ensure that the building is economic success, viable and therefore has a secure future it is necessary to add signage to the elevation to advertise its presence to users and visitors alike.

Any additional signage should not hide or destroy historic detail and not be overbearing in relation to the Listed Building or Conservation Area, crucially it should be a reversible intervention and as such when the signage is eventually removed there should be no evidence of its previous attachment. These are principle outlined in PPG15 and Manchester City Councils shopfront design guide.

All the signage in this application adheres to these principles.

1) Sign Type A – Individual letters on the building facade.
This sign announces the building name onto Dale Street in individual stainless steel letters attached to the brickwork band above the ground floor windows via a slim fixing rail attached to the existing brickwork. The fixing rail is coloured to match the existing brickwork and will be fixed to the external wall with suitable screw and plug fixings into the motor bands. The rail ensures minimal fixing into the fabric of the building and hidden cable management. Visually we designed this sign so that the letters were not resting on the brickwork and an oblique view of the sign would enhance this separation.

2) Sign Type B – Steel plates fixed to existing doors
These sit onto existing timber doors directing users away from these fixed doors to the main entrance on China Lane. These sit within the existing panels and are fairly unobtrusive. Fixing will be by way of countersunk screws fixed through the sign into the door.

3) Sign Type C – Vertical fin to loading bay column
This sign indicates the location of the main entrance from both Dale Street and Back Piccadilly. It is fixed to an existing column in the centre of the loading bay with galvanized stell cuffs so that should it be removed, the column will not be damaged. A sign of this nature is important to the scheme due to the narrowness of China Lane obscuring the main entrance from view. We have designed this high quality sign to be as thin as possible out of stainless steel with backlit acrylic letters. Our intention was to design a sign with minimal impact on the existing building whilst advertising the main entrance of the new scheme. The reason the double sided sign has to be a minimum of 75mm thick is so that it is structurally strong enough to support its own weight and resist wind loading when fixed in place. This allows us to achieve a slim elegant design without the need for further external support from wind stays.

4) Sign Type D – Individual letters above main entrance.
The letters to the top of the loading bay frame the new main entrance to the Turquoise Buildings. The galvanised steel individual letters are mounted on new black powder-coated horizontal bars. These bars are intended to be reminiscent of the ironwork which is prevalent around the site. As with A they hide the cable management.