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PLANNING
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FOI ACT

03 December 2007

Dear Emily

Re ; The Northern –Ex The King-Oldham Street,Manchester-
084997/AO/2007

Further to our recent telephone conversation regarding the original signage scheme proposed for the above and the changes you would like to see I have had the chance to discuss this further with our client and they have in turn asked me to apply for the signs indicated on the revised scheme attached.

This particular business has been through a difficult trading period over the years resulting in our client finding a new operator with new ideas and money to invest to prevent the business from shutting down and being boarded up etc.

The scheme our client feels is minimal and a vast improvement to the clutter of signage to both Oldham Street and Tib Street as photos attached and goes a long way to improve the general look of the building and in fact results in a reduction of signage from our original proposals.

Generally speaking they have gone along with all your requests with exception to the projecting sign which they wish to retain as they feel this is an important sign which helps to identify the building and thus promote the business when approaching from each direction on Oldham Street even though this is not the elevation to which the main entrance is located.

We are not aware of any external projecting signage suitable for this type of application that has a 30mm wide extrusion that would suit these premises bearing in mind this is a 3 storey building and any signage needs to have some impact to be viable and worthwhile, surely you don't expect every business in this area to have exactly the same common type of projecting sign – say like a shopping mall- as that would prevent the opportunity to create an individuality or style

I have tried to deal with each of the 7 comments raised in your letter below individually.

1. We have provided elevation detail for both Oldham Street and Tib Street and have marked them accordingly as requested.

2. We have provided large cross section drawings of each signage element showing their relationship to the building with exception to the sign written detail which when we contacted your office were advised would not be necessary.

3. We have omitted signage from the rear elevation and so have not provided drawings showing how it relates to Tib Street.

4. The sign written lettering to the front elevation has been carried out by a professional sign writer and was given 2 coats using a suitable exterior quality paint. This will stand up to the rigours of everyday conditions in a busy city and as such should not require any maintenance.

   Furthermore our client is duty bound to maintain the building and review the condition etc every 5 years as part of their contract with the lessee, which means the building and works will not fall into disrepair as long as it is trading.

5. large scale drawings of each element of signage are enclosed

6. details of the external flood lighting and lantern together with their relationship to the building are enclosed.

   The flood lights are proposed to wash the building in light to draw the attention of the public but also throw some light onto the sign written lettering and advertise the business.

   This is a large frontage and 3 storeys high and therefore it is felt that suitable flood lighting is required create the right effect.

   The fittings proposed are only 250w fittings which give a warm light and not a cold harsh white light and fit in with the general design of the signage.

7. Finally the other unit on Tib Street is part of the same building and is owned by Punch Taverns.

   They are not entirely sure what this unit is to be used for but it will be utilised by the lessees who are operating the pub.

   I have been asked to inform you that once it is decided what this unit will be used for, a change of use application if required will be submitted at the appropriate time.

We have changed the signage on Tib Street from Internally lit fascia signs to externally lit and non illuminated individual letters mounted onto the existing plywood fascia.

In doing this we have met your requirements we feel in just about all areas and in doing so have improved the general look of the building and reduced the number of signs from our original application and greatly reduced the number and clutter of signs that were in position prior to the development taking place.

We hope the attached is acceptable and that you will be able to reach a positive conclusion

Any other questions please don't hesitate to contact me

Yours sincerely

Alan Kennedy