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**FSP** Architects & Planners Ltd

# PPG15 STATEMENT

In Respect of Proposed Sign to Business Centre at Royal Mills: Ancoats
Application No 085496/LO/2008

*This statement should be read together with the application by Messer's Icon Display on behalf of Avanta Management Services, 1 Hammersmith Grove, London, W6 0NB*

## Building Historical Background

The Royal Mills (McConnel & Kennedy) cotton mill site dates from the late 18th Century and represents one of the most important ranges of spinning mills as it developed over the subsequent 150 years.

The buildings remaining on site date from 1819/20 (Old Sedgwick Mill) with subsequent major additions (New Sedgwick Mills) and alterations in the 1860's and further reconstruction and new mills in the pre-WWI 20th Century period (Paragon & Royal Mills).

The Sedgwick Mills are built in traditional open textured hand-made Cheshire clay bricks whilst Royal and Paragon are built in smooth red dense "Accrington" type engineering quality bricks.

A full "PPG15" Statement in respect of the general refurbishment and conversion works carried out over the past 5 years was prepared by Mr Steve Little – local and industrial historian – and was lodged with Manchester City Council as part of the various LBC and PP applications, submitted by FSP Architects & Planners Ltd on behalf of ING RED Ltd. For a fuller understanding of the industrial/archaeology and history of the buildings, we refer the reader to these documents.

The recent refurbishment of the Old & New Sedgwick Mills included the part of Royal Mill forming the main entry archway off Redhill Street, to which the proposed Business Centre sign is to be attached. The archway leads to the central internal glazed atrium space where the reception of the Business Centre is located. The Business Centre does not have a direct street frontage and its internal location therefore reasonably requires street frontage identification and signage in order for it to be identified by visitors to the Mill. The sign is functionally necessary as way finding to locate a major space user of the Mill; it is not merely or gratuitous advertising.

## Signage Format & Design

The design of the proposed sign reflects the pattern of those used previously on this site for similar purposes i.e. a 90° projection bar with hanging vertical free standing signage panel.
The projecting panel will obscure les if any of the building surface than a flat mounted sign and is appropriate where the relevant entry is approached along Redhill Street, parallel to rather than perpendicular to the face of the building.

- The graphics of the sign reflect the measuring tape motif used on other Royal Mills signage and branding employed for the site and the wording"BUSINESS CENTRE ENTRANCE" is simple and clear.

- The fixing of the sign to the face of the brickwork will be by means of mechanical or resin anchor bolts and the drilling of the fixing plate and hence the spacing of the drillings into the brickwork should be pre-made and measured so that they are drilled into the mortar joints and not into the actual brick faces. ( The hard red brick would be difficult to drill, prone to shatter and difficult to make-good once the sign is removed and the fixings would need to be repaired.)
  (The fixers may consider using a short angled suspension rod or cable located into the brick joint above the main fixing plate and secured to the horizontal "swing bar". This would reduce pull-out loading on the main plate fixing as done for the nearby marketing suite sign).

**Providing these recommendations are respected, there is no reason why the installation of this sign should not be capable of complete reversal and any subsequent making-good should not disfigure or damage the retained fabric of Listed Building.**

**Summary**

***As has been pointed out elsewhere, the works recently carried out to the mills including the proposed installation of this sign, will make the commercial reoccupation and use of this listed building more practical, and in the long term, will assist in the continued preservation and protection of the mill.***