HALLÉ ST PETER'S

Deloitte.

Information in support of Application for Consent to Display Advertisements and Listed Building Condition 9 (Approval 098780) Discharge.
External Signs.

Justification

The proposed signs to the main north entrance are required to promote the new identity and use of the building. We are keen to make it clear that this is the Hallé's new second home particularly as at their main base, the Bridgewater Hall, they regularly experience people struggling to find and identify the building despite its size, clear signage and iconic status.

The signs to the main north entrance are also used to distinguish it from the other entrances, which only have small stainless steel plates directing visitors to the main entrance. At present without any signs in place there have already been a number of visitors who have struggled to find the main entrance.

The lower level signs are required because the stainless steel lettering is at such a height that it could be missed by visitors in close proximity to the building. This is particularly true as many of the visitors are expected to be children and young people. We have suggested two lower level signs in order to maintain the existing symmetry of the entrance.

We believe that the proposed signs to the main north entrance are proportional to the size of the building and the tower entrance itself. The signs have been designed to be sympathetic to the building, working with the architecture and ironwork around the doorway whilst at the same time being a clearly modern addition to distinguish the new use of this building.

Sign Specification and Fixings

The lettering will be stainless steel, fixed with nickel plated stand off locators like the one below. The distance between the back of the individual letters and the wall will be 15mm. The stainless steels plates will be drilled and screw fixed to the wall with feature 15 mm dia caps. The upstand of the cap is 5mm. The small signs will have 4 no. fixings and the 1000m wide ones will have 6 no.



PLANNING AND BUILDING CONTROL
- 7 MAR 2013