PPG 15 - WRITTEN JUSTIFICATION OF

PROPOSED SIGNAGE

LOCH FYNE RESTAURANT

Ye olde Cock
848 Wilmslow Road
Disbury
Greater Manchester
M20 2RN

Architect: PNW Design Ltd
London House
Lower Mortlake Road
Richmond
Surrey
TW9 2LL

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Introduction

This written justification appraises the proposed signage at the Ye Olde Cock Inn on Wilmslow Road Didsbury

It is proposed to introduce a Loch Fyne Seafood Restaurant within the ground floor of the building.

Therefore a signage proposal relating to the new occupancy is necessary.

Existing Signage

The existing signage is all to the east elevation and comprises of the following:-

- Internally illuminated projecting sign at first floor level.
- "Ye Olde Cock Inn" sign and symbol sign over the main entrance doors.
- Externally illuminated projecting sign at first floor level.
- 2 Number blackboard signs at ground floor level.
- Notice boards adjacent to the main entrance.
- Temporary banner sign at second floor level.
- Temporary banner sign below bay window.

Proposed Signage

It is proposed to replace these existing with new signs as follows.

- Internally illuminated projecting sign at first floor level to be replaced with externally illuminated face fixed sign board. Sign board to read "Loch Fyne Seafood Bar & Grill" See Sign 1: on drawings for details.
- "Ye Olde Cock Inn" sign and symbol sign over the main entrance doors to have the letters surrounding the symbol sign removed. The symbol sign of the cockerel to remain in place. See Sign 3: on the drawings for details.
- Externally illuminated projecting sign at first floor level is to have the sign board removed and replaced with a new sign board reading "Loch Fyne Seafood Bar & Grill" to each side. See Sign 4: on the drawings for details.
- 2 Number blackboard signs at ground floor level are to be removed.
- Notice boards adjacent to the main entrance are to be removed and a menu box installed. See Sign 5: on the drawings for details.
- Temporary banner sign at second floor level is to be removed.
- Temporary banner sign below bay window is to be removed.

- A new face fixed sign board to read "Loch Fyne at the Olde Cock" is proposed at first floor level. See Sign 2: on the drawings for details.

Exterior Lighting

There is existing flood lighting at eaves level. Many of the light fittings have failed and it is therefore proposed to replace these light fittings with new flood light fittings.
Please refer to the drawings for the precise positioning.

Miscellaneous

There is an accretion of elements to the East elevation which it is proposed to remove as part of the refurbishment.
As follows:

- 2 number satellite dishes
- Radiant heaters
- Trailing wires
- Cigarette bins

The existing hanging baskets and planting troughs to the east elevation are tired and will be reappraised.

Conclusions

All the signs proposed are traditional hand painted signs with hand painted lettering and ogee perimeter mouldings.
The size and positioning of the signs has been carefully judged to sit with the existing features of the building.
They are of a traditional nature and will suit the character of this listed building.