Design & Access Statement

This site has recently changed hands and will be sympathetically refurbished internally and there is a need for external branding to signify the business.

We are proposing a small set of internally illuminated housename letters above the main entrance doorway (Sign A). These letters will replicate and replace the similar letters to the neighbouring doorway (currently reading "COTTONOPOLIS" – see photos). These letters are required as during the hours of darkness, which as a predominantly night-time business will be a large proportion of the trading time, there is nothing to signify that this is the entrance to the venue. The letters will be scaled to fit the area and will be fixed using runner bars fixed into the sides of the door casing, thus keeping the fixings discreet. As these letters will be recessed slightly into the doorway, then this will be a much less obtrusive method of signage both when illuminated and when not in use. The letters will be manufactured from stainless steel with a gentle internal warm white illumination. In line with the Shopfront & Signage Design Guide (SSDG), Sign A will be located below first floor cill level, will not project out from the front face of the building and will not conceal or obscure any elements of the building. This sign will be the main signage that will identify the business and more importantly the main entrance. With such a large shopfront with no external lanterns or similar, this is an essential location for the sign. The method of illumination for these letters will via LED through/back light as suggested in the SSDG.

We are also proposing a small set of metal housename letters fixed to the stone fascia band to the corner of the building (Sign B). These letters will have a high quality gold-leaf finish. Due to the size of this site, there needs to be a some branding presence to inform existing customers where the site is, and also to attract new customers. Without this branding (however subtle), people will struggle to identify the site and business will be adversely affected. The letters will be installed on curved runner bars to limit the amount of fixing holes into the building (there would need be just 6-8 fixings to secure everything. These letters will be manufactured from the best quality materials and will give a prestigious appearance to the building. These letters will be manufactured with the highest quality gold leaf finish. This will enhance the appearance of the Listed Building in line with the SSDG. The letters will sit within the existing features and will not obscure any of the building's features in line with the SSDG. The document also states that *"…individually cut letters…would generally be acceptable in all circumstancesI".*

There are currently two existing projecting globe light signs either side of the curved corner of the building. These were installed in 2024 and replaced some square internally illuminated box signs to the same locations that were in position between 2017 and 2024. We are proposing to revert to the 2017-2024 sign to these locations with two new square internally illuminated projecting signs with fret cut detail and gentle warm white internal illumination (Sign C).As previously stated, this is a large site which spans two major roads, so signs are required here to give people notice of the venue's location when approaching from either direction. As we are reverting back to the size, materials and style of the signs that were in position for 7 years previously and are much more suitable for a prominent listed building than the existing garish globe light signs, we would hope that these signs would be supported. With adherence to the SSDG, the proposed projecting signs; will have a minimum ground clearance of 2.4m, will be limited to 0.75m2 in size, will be limited to one per elevation and will be positioned at fascia level.

Sign D is various secondary gold-leaf detail to the windows and the glass transom above the main entrance. These will be subtle, secondary text which will look very traditional once installed. The finish of the lettering will be almost identical to traditionally gilded lettering, so a high quality

appearance will highlight the building's large windows. They will also be removable should the need arise down the line. The SSDG does reference the suitability of displays within windows when external signage opportunities are limited; "*a good window display can often be the most effective measure to attract customers into the premises*".

Sign E is a new large panel sign fitted to the existing blocked-up window to the far right hand side of the building. This is the only suitable place on the building for a sign board and with its location being on the furthest part of the large building front, it will be ideally situated to attract customers from Tariff St. Three is currently a signwritten logo to this area and our new sign board will cover this plywood panel to give a more presentable and professional finish.

Overall, we feel that the design of this signage scheme is in keeping with the host building and surrounding area.