

31 January 2025

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Manchester City Council
Town Hall
Albert Square
Manchester
M60 2LA

Dear Sir/Madam

APPLICATION FOR ADVERTISEMENT CONSENT ON BEHALF OF CUT AND CRAFT FOR 38 MOSLEY STREET, MANCHESTER, M2 3AZ – PP: 13738597

With reference to the works recently approved under reference 140274/LO/2024, to assist the use of the ground floor and basement to part of the aforementioned site as a restaurant, please find enclosed the corresponding application relating to the signage required.

In addition to the completed forms and certificates, the required application fee of £235 having been paid electronically at the time of submission, the application is accompanied by the following documents:

- Drawing AC23 – P08 – Site Location Plan;
- Drawing AC23 – P09 – Site Plan;
- Signage – Elevations;
- External Entrance Signage;
- Window Signage.

As set out within the application drawings, the application seeks consent for:

- A brass plaque to the right of the main entrance onto Mosley Street (using existing holes);
- A matching brass plaque to the left of the door onto York Street (using existing holes);
- A private entrance brass plaque to the right of the door onto York Street (using existing holes);
- Internal window signage – two to Mosley Street (either end of the restaurant) and one to York Street.

As officers will appreciate, the signage has been kept to a minimum and uses materials that hark back to the original use of the building as a bank, as well as being directly comparable to The Bond signage already in place. The brass plaques are also of a minimal size, using existing holes. In this way, there is considered to be a continuity as well as a cohesiveness of design approach.

As the plaques adjacent to the doors have a restricted size and are not prominent within the streetscene they do not announce the use of the site, meaning that additional signage is required. This comprises internal signage sandwiched between the windows and internal glazing, comprising thin boxed units constructed in the same material as the signage at the entrances (to provide a continuity of materials and appearance). Following initial comments, the box signs have been slimmed down and the previously

proposed legs removed, so that they fit between the windows and appear freestanding. A more muted colour is also proposed.

It is not proposed that this signage should be duplicated for each window, but rather one located at the western end of the main façade onto Mosley Street, towards the entrance, and another at the eastern end, so that it is visible when travelling north along York Street (opposite). A single window sign is proposed on York Street, towards the southern corner so that it should be visible to people travelling west along Mosley Street as well as south along York Street, in this way reducing the signage required within this elevation.

The signs comprise the same brushed metal finish as the plaques to further emphasise the traditional and historic use of the building, as well as being sympathetic and in-keeping with it. The design approach is also deemed more discreet than various solutions found for other Listed Buildings within the city. Whilst design may be a subjective manner, it is suggested that the slim internal lit boxes sandwiched between glazing are more sympathetic than say the large pink neon signage at Lucky Cat. They are also readily removed and the window frames repaired, if ever required in the future.

The signage has also been modified from that initially considered prior to the submission of the application, with not only the aforementioned changes incorporated but also the signage above the door onto York Street removed, with information signs of restricted size being proposed using existing holes.

Given that a considered and sympathetic approach has been taken that respects the character and appearance of the host Listed Building, being very much in-keeping with its vernacular, it is trusted that it will be supported. As it also takes a considered approach to the views available from the surrounding Conservation Area whilst seeking to achieve the objectives of such signage (to announce the use), it is trusted that officers will also conclude that an appropriate solution is proposed.

In the first instance I look forward to the application being registered, and then to progressing it with the Officer to whom it is allocated.

Yours faithfully
On behalf of Moorside Planning



Matthew Pardoe
Director