

Planning Statement

2600: Henry Royce Institute - University of Manchester

Initial Proposal North Elevation:

The initial proposal that was submitted 02/08/2023. A split decision was made on the application due to an excessive amount of flex face signage being used for University of Manchester 1824 (UoM) and Henry Royce Institute (HRI) logos on the north elevation. Taking into consideration the feedback from Manchester City Council a decision was made to split the sign in half, keeping half (UoM logo northwest elevation) on a flex face and turning the Henry Royce institute logo into an individual letter sign, fixed directly into the cladding.

When designing the revised HRI logo, the designers were faced with a number of issues relating to the coordination of the lettering against the cladding design on the building, the building has a number of decorative glass joints running vertically on each elevation. Initially, it was assumed these joints could be avoided by repositing the text, but upon final review of the scheme, the project team was made aware that it would not be possible to fix directly into the cladding as the weight would massively compromise the cladding and its structural integrity.

This meant the individual HRI (northeast elevation) sign would have to be mounted on holding rails, this would lead to the sign losing its visual indemnity as the area would appear congested with holding rails, intricate/delicate lettering and dots, and joints within the cladding. (text thickness 100/150mm and dots 75mm and the proposed holding rails would vary from 75mm to 100mm). Even if a suitable design could have been agreed, the glass joints could not support fixings as previously specified, resulting in the sign's structural integrity being compromised due to limited fixing points.

New Proposal North Elevation:

The new sign will be "ROYCE" running vertically down the northeast elevation with lettering rotated 90degrees anti-clockwise ("R" on its back at the bottom) as per the Henry Royce Institute brand guidelines. The individual letters will be mounted onto holding rails which are powder coated (RAL to match existing cladding). The new design omits any doubt over fixings or loss of visual indemnity by avoiding all decorative glass joints. No changes have been made to flex face sign on the northwest elevation.

Initial proposal East Elevation:

Considering the inability to fix into glass joints on the north elevation (although this was previously approved), a review of the east elevation was undertaken, and it was noted that both "ROYCE" and the flex face signs would also fail to secure adequate fixings.

New proposal East Elevation:

The new proposal remains the same in principle in terms of sign types such as ("ROYCE" individual letter and UoM flex face) but to combat the insufficient support – the sign will be moved slightly up and to the left, allowing for a more secure fixing.

Rails: all rails and fixing throughout the proposal will be painted RAL9006 to match the colour of the existing cladding.