



Paul Butler Associates

Planning, Development & Heritage Consultants

25 May 2023

Mrs Julie Roscoe
Manchester City Council
Planning
PO Box 532
Town Hall
Manchester
M60 2LA

FAO Jennifer Atkinson

20.1456

Dear Jennifer

Fretrade Exchange, 37 Peter St, Manchester M2 5GB - Applications for Signage

Please find enclosed applications relating to the above site. The works comprise the installation of over-entrance and side-elevation signs and an advertising vinyls to ground floor glazing. The signs display the building's new 'Fretrade' brand, whilst the vinyls have been inspired by elements of the building's heritage. The works require advertisement consent and Listed Building Consent.

Listed Building Consents (LBC) 133282/LO/2022 and Planning Permission 133119/FO/2022 were approved by Manchester City Council on 26 July 2022 and enable the comprehensive refurbishment and re-use of the Listed Building for mixed use office and commercial space. The conversion and repair works are well underway, with the branding exercise now at a point where these approvals can be applied for.

The descriptions of development are as follows:

'LISTED BUILDING CONSENT for Installation of illuminated over-entrance sign and non-illuminated sign to side elevation, along with window vinyls'.

'Installation of illuminated over-entrance sign and non-illuminated sign to side elevation'.

Schedule of Documents

In addition to this letter, the applications are supported by the following documents:

- Design and Access Statement by MLA Architects.
- Heritage Statement by Stephen Levrant Heritage Architecture.
- Indicative Signage Brochure prepared by Persona Tile Ltd.
- Photographs of affected areas (refer to Design and Access Statement)

The applications are also supported by the following submitted plans:

- Location Plan (Ref: AR(SK)100).
- Existing South and East Elevational Plan (Ref: AR(10)022 Rev 1).

31 Blackfriars Road, Salford, Manchester M3 7AQ

t. 0161 835 3530 e. pba@paulbutlerassociates.co.uk w. www.paulbutlerassociates.co.uk

Company no. 3398456. Registered in England and Wales as Paul Butler Associates Ltd

- Peter Street Existing South and West Elevation (Ref: AR(PL)116).
- Proposed South and East Elevational Plan (Ref: AR(99)023 Rev 1).
- Proposed Building Signage Elevation and Section (Ref: AR(PL)117 Rev B).
- Detail of illuminated above-entrance sign prepared by Persona Tile Ltd.

Application Proposals

The signage proposals consist of three main elements; a 'Freetrade' sign above the building's main entrance which will sit upon a signage shelf (Approved by virtue of consents 133282/LO/2022 and 133119/FO/2022); a 'Freetrade' at a 90 degree angle to the rendered side elevation adjacent to the main entrance; as well as a variety of decal signs to ground floor windows facing Peter Street, and to the historic central entrance (now fully glazed with doorway no longer in use).

The main adverts illustrate the word 'Freetrade' which will be the brand name of the building and is also the building's address. The window decals illustrate an 'F' to the windows, and a lion's head logo to the central entrance, which is to be the building brand logo, and which references a decorative stone feature above the central door.

Further information is contained within the Design and Access Statement by MLA Architects, and the Signage Design Brochure prepared by Persona Tile Ltd. The following is noted:

- The 'Freetrade' branding references the building's more-recently given name, which itself references the former Grade II* Free Trade Hall, now the Radisson Edwardian Hotel on the opposite side of Peter Street.
- As is noted below, whilst the above-entrance sign is proposed to be internally illuminated, the illumination will be low level.
- The signage will be white in colour, therefore sensitive to the surrounding character and context.
- The decal vinyl signage will be white in colour, meaning it is subtle, and does not distract from the building's architectural features.

Heritage Statement

The Heritage Statement prepared by SLHA and approved as part of the main LBC and Planning Consent is resubmitted in support of this application. This sets out the relevant policy which has not changed in the intervening period, as well as setting out the history and significance of the Listed Building. This Statement had considered the proposed entrance proposals (Refer to Section 7.4) including the proposed signage zones and had found the proposals to be acceptable.

The submitted Heritage Statement confirms that the signage is not considered to cause any harm to the Listed Building.

The signage is essential to the commercial operation of the approved scheme and is regarded as acceptable in terms of design and heritage impact as well as impact upon amenity. In this regard,

the scheme accords with policies CC9, EN3, and DM1 of the 2012 Manchester Core Strategy as well as the relevant national NPPF policies.

Lighting Statement

The lighting designer has confirmed that the relevant candela scale measurement for the above-entrance external sign is 56 cd per m². Due to the sign being 'front face illumination' the 5 mm acrylic will reduce the measurement down by 40 cd per m² to 16 cd per m². This is sufficient for twilight and evening illumination externally and is the UK industry standard.

We trust that the submitted information is sufficient to enable the validation of the submitted applications. Should any further information be required, please do not hesitate to get in touch.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Don Murphy', with a stylized flourish at the end.

Don Murphy MPLAN MRTPI
Director