



1.1 Introduction

This Heritage, Design and Access Statement addresses the applications for planning approval and listed building consent being made for the inclusion of an external building signage installation, proposed to the front Princess Street elevation of Eastern building, adjacent to the proposed building entrance.



Current photograph taken during construction phase showing new replica stone band, on which the signage is proposed. Below it, new masonry courses and a new stone plinth.

2.1 Location

The proposed building signage location is the right hand side pier of the central bay to 40-42 Eastern building frontage. Mounted centrally to the new replica stone band, approximately 1.8m above the footway.

2.2 Design

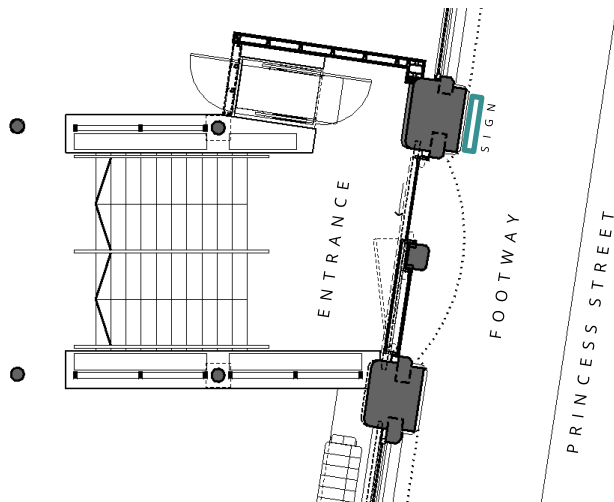
The design of the sign is proposed as five individual letterforms and a full stop, read as the word "f o r t y ." with a cap height of 170mm, installed to stand off the new replica stone band.

The six characters will be laser cut from 5mm thick aluminium sheet and powder coated RAL 9005 black. Each letterform will be fabricated with at least two long dowel rods to the rear face (full stop will only require a single dowel) and resin fixed into the new stone to a depth of two thirds, providing a stand-off effect.

The positioning and stand-off of the letterforms beneath the proposed external downlight fitting installed above, will create a deliberate silhouetting effect on the stone and masonry during the hours of darkness.

2.3 Access

The sign is proposed to sit approximately at, or just above head height for most people. It will be visible to all when located and the sign contrasts suitably with the stone façade. The sign is also located on the same side of the bay as the automatic sliding door.



Proposed location of façade mounted building signage



Proposed location of signage on stone band, to the right hand side of the entrance



Building entrance section and elevation, showing height of proposed installation

3.1. Justification statement

The scale and location of the proposed signage has been carefully considered and consultation with MCC was sought prior to the application being made. Following a meeting attended on May 18th with both Conservation and Planning officers, the detailed proposal presented here is informed by that review of the concept.

The proposed building signage installation is limited to a single sign on the right hand side of the entrance in order to limit intrusive drilling work to the building fabric, rather than providing one either side of the entrance as is the case in other examples, such as 52 Princess Street, referenced on the right of this page. The stand-off design proposed is also intended to portray a light touch that is sensitive to and acknowledging of the building's age and listed status.

Furthermore, the right hand side of the entrance has been selected due to the severe damage that had been caused to the stone and masonry in this location by previous non consented works to alter the appearance of the ground floor level façade. The stone band is an entirely new replica piece and as such the holes required to insert the resin fixed dowels will not be made into original fabric.

The proposal makes the application for black powder coated metal signage. The branding design provided to us by the client for web and print applications is dark blue and red. We felt that this was not suitable for the building signage, considering the palette of materials that makes up the façade. We believe that the neutral tones and simple use of elegant metalwork lettering, rather than a solid, flat face design using print or vinyl is more aesthetically acceptable and befitting of the building.

To address more recent feedback received from MCC following the pre-application advice, the building signage follows the design of the branding and marketing work done by another consultant for the client. The full stop is seen as an important device in the brandmark and should not be omitted for building signage purposes.

Similarly, introducing an underline or rail to the letterforms would significantly modify the brandmark. Because the intention is to have a stand off from the facade, metal dowels would still be required to fix and secure the individual elements into the stone, even if a rail were present.



Precedent signage example showing colour, scale, stand-off and silhouetting



Client branding for the building in red



Existing building signage, 52 Princess Street