



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, above the proposed building entrance.

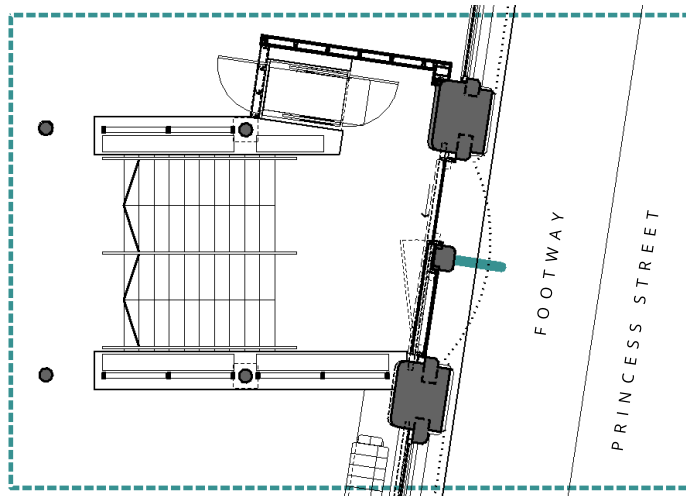


Current photograph taken during construction phase showing redundant alarm box and ongoing stone repairs to central stone column

2.1 Location

The proposed building signage location is central to 40-42 Eastern building frontage, mounted to the central stone column, 3.2m above the footway at the upper ground floor level and above the new entrance.

The projecting bay windows of the upper levels 02 and 04 sit directly above the proposed location, indicated by the dotted line on the plan below.



Proposed location of projecting façade mounted sign

2.2 Design

The design of the sign is proposed as a single cantilevered form of continuous width, height and depth (900 x 250 x 100mm). Two polyester powder coated metal fascia's in RAL 9011 graphite black will clad an internal aluminium hollow square section frame with discreet fixings to the top and bottom faces.

The frame will be mounted to the stone column central to the building entrance with suitable anchor fixings through a wall plate, which will be concealed by the fascia's. White vinyl graphics displaying the proposed building name will be applied to each side of the finished sign.



Proposed left elevation showing cantilever from stone column

2.3 Access

The sign is proposed to sit at upper ground floor level, 3.2m above the footway and main building entrance. At this height the installation will not present an obstruction or opportunity for vandalism to people at street level.



Building elevation and section showing height of proposed installation

3.1. Justification statement

The application recognises that the design of the sign does not necessarily comply with the guidance set out by Manchester City Council, in regards to the length of projection and overall depth of the sign.

The design has been informed by the relationship of the façade to Princess Street and in particular the relief of the frontage. It was felt that the sign should extend a minimum of 600mm beyond the overall building line and over the footway to provide adequate visibility and prominence, to reflect the building's scale and presence.

The stone column that is proposed as the fixing point is recessed approximately 300mm back from the main building line either side of the central bay and this has informed the overall length of 900mm. Indeed the building line at second and fourth floor level, directly above the proposed signage location, steps out even further to form the central bay window feature.

A signage contractor has been appointed to develop a detailed design. In order to achieve the desired projection, a cantilevered, lightweight structural frame is required from a wall plate connection to the stone column.

The minimum size of this frame is formed from 38 x 38mm square hollow aluminium sections. 30mm deep pressed pans are required either side to clad the frame and this results in an overall depth of 100mm. We feel that the overall dimensions of 900 x 250 x 100mm are proportionate to the overall signage design and will provide a balanced and visually legible wayfinding device, whilst the low 250mm height allows for a minimal and sensitive interface with the building fabric.

The sign is not proposed to be internally illuminated. It shall receive a vinyl artwork installation of white vinyl lettering displaying the proposed building name "forty" applied to each fascia.

The design has taken inspiration from the style and installation method of a series of projecting signs from nearby buildings on Portland Street (113 Portland Street, 127 Portland Street) which the design team believe to be successful. It is noted that the dimensions of these signs too, differ from the standard MCC guidance, in order to achieve the desired aesthetic.



Existing building signage, 113 Portland Street



Existing building signage, 127 Portland Street