



Paul Butler Associates

Planning, Development & Heritage Consultants

6 March 2023

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

FAO Emily Booth

20.1456

Dear Emily

Eastern House, 40-42 Princess Street, Manchester, Manchester, M1 6DE - Applications for Signage

Please find enclosed applications relating to the above site. The works comprise the installation of a projecting sign and an advertising vinyl to the glazed doors. Both adverts display the word 'forty' which is the building's address. The works require advertisement consent and Listed Building Consent.

Listed Building Consents (LBCs) 130043/LO/2021 and 130044/LO/2021, and Planning Permission 130099/FO/2021 were approved by Manchester City Council on 7 September 2021 and enable the comprehensive refurbishment and re-use of the Listed Buildings as mixed use office and gym 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 projecting sign'.

'Installation of projecting sign and window vinyl advert'.

Schedule of Documents

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

- Design and Access Statement by Bridge Architects.
- Heritage Statement by BB Heritage.
- Photographs of affected areas (refer to Design and Access Statement)

The applications are also supported by the following submitted plans:

- Location Plan (Ref: al(79)100_p01)
- Existing Plans and sections (Ref: al(04)111) – Note that this is the 'as-built' proposed office entrance plan relating to the broader project.
- Proposed Building Signage (Ref: al(79)101_p01)

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Application Proposals

The signage proposals consist of two main elements; a projecting sign above the building's reinstated main entrance, via which the office space within the building will be accessed, and a decal sign on the glazed panel adjacent to the building's sliding door. Both adverts illustrate the word 'forty' which will be the brand name of the development and is also the building's address.

A design justification is contained within the Design & Access Statement prepared by Bridge Architects, and the heritage impact of the proposal is assessed within the Heritage Statement prepared by BB Heritage. The following is noted:

- The projecting sign is of a modest size, and its incorporation negates the need for façade signage which would potentially have a greater impact upon the Listed Building and Conservation Area.
- The projecting sign is not proposed to be internally illuminated thereby reducing potential impact during the hours of darkness.
- The projecting sign will be coloured in monochrome black and white, therefore sensitive to the surrounding character and context.
- The projecting sign is 900mm in length, but due to it being located on a recessed section of stonework, it only projects 600mm from the outer face of the Listed Building, which reduces its prominence.
- With regards to the decal signage, this carries the proposed 'forty' logo but it also acts as a safety decal to prevent pedestrians from colliding with the glazing.
- the installation of a lightning protection system, and the installation of a generator which will be enclosed with a plant screen.

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.

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



Don Murphy MPLAN MRTPI
Director