

Canopy and Signage Application for 19 Mason Street side entrance
Manchester

Design & Access Statement
September 2022 - P03

LIND | STUDIO

0.0 Planning Advice

This P02 proposal previously submitted took into consideration feedback received by Planning Technician Gerry Reilley on the 23rd August 2022 in relation to the originally submitted proposals. The following adjustments were then made:

- The original timber entrance doors are now retained
- Brass letter plate and number above door introduced
- Projecting sign reduced overall by 25% to lessen impact on street scene
- Projection of canopy reduced by 100mm to lessen impact on street scene

Furthermore, the materiality of the proposed canopy, signage and letter plate was been changed to aged brass to pick up on detailing found around the main entrance at 19 Mason Street.

Following further feedback received on the 16th September 2022, the following changes have been made to this P03 proposal:

- The projecting sign has been omitted and instead a wall mounted plaque introduced to the LHS of the entrance door. The wall mounted plaque is further reduced in size to the previous iteration to reduce impact on the street scene.

1.0 Introduction & Context

The proposal involves the redesign of 19 Mason Street ground floor side entrance, to include the introduction of a new canopy and sign.

The site is located on Mason Street, located within the New Cross Regeneration Area. The building is not listed, and it is not located in a Conservation Area.

2.0 Use / Amount

The proposals involve changes to the appearance of the ground floor side entrance and the inclusion of an external canopy and building sign.

3.0 Layout & Scale

The elevational treatment is limited to the ground floor side entrance frontage, leaving the remaining ground and upper floors of the elevation unchanged.

The proposed canopy has been designed to be subservient to the existing building, extruded only enough to provide shelter from the rain. On the advice of the LPA, the proposed canopy has been reduced in scale to lessen the impact on the streetscene.

4.0 Appearance

The canopy follows the curvature of the brick arch above, forming a subtle insertion aimed at enhancing the historic feature. Aged brass effect metal is proposed for both canopy and sign, forming a coherent scheme which will complement the brick building, picking up on detailing found at the main entrance of 19 Mason Street.

The existing folding security gates will be retained and painted black. The existing timber doors will also be retained, with the introduction of an aged brass letter plate.

5.0 Signage

The proposed sign takes precedent from the original John Swift Fruit Merchant tiled signage above the main entrance on the corner of 19 Mason Street. The arrow shaped logo is re-interpreted in the side entrance sign, pointing towards the entrance way.

The proposed signage intends to be both sophisticated and subtle in appearance, with all lettering remaining unimposing on the frontage. See drawing al(05)0003-P02 for full details.

Following advice from the LPA, the proposed sign has been further reduced in size to lessen the impact on the streetscene, and also is now proposed to be wall mounted flat to the wall instead of projecting.

6.0 Access

The application will not affect access to the development.