

220 Chapel Street, Salford M5 3LE

Heritage Statement in support of Advertisement Application

The premises the subject of this application were formerly occupied by a Betting Shop with fascia signs.

The proposed new signage reflects the new usage as a school of electronic music to which this is the new principle entrance.

The new signs are designed to blend with the existing black polished stone cladding of this part of the existing building, and consists of

- powder coated aluminium composite in black
- discrete lettering, in internally illuminated acrylic; the main text in white and subsidiary text in red
- internal illumination is to a relatively low level and is static

The proposed signs cover extend the full width of the two elevations, including the 'chamfered' corner elevation, as indicated on the drawings submitted, the dimensions being marked up on the 3D visualisation included as part of the application.

Once in position it is anticipated that the new signs will have sufficient visual impact to achieve their purpose without dominating the building, which has considerable 'presence' in its own right; and are considerably more discreet than the signs they replace. They are considered fully compatible with the Conservation Area location of the premises, in that

- they do not introduce any new colour in any significant areas; the existing building is clad in white/off-white stone, with the band of black polished stone referred to above, which the signs will abut; the small text in red is minimal in extent;
- they do not significantly affect the shape or profile of the building as viewed from any angle.