

# CASTLEFIELD VIADUCT

PLANNING PERMISSION 131621/FO/2021

CONDITION 11

REV -



Revisions:

| Revision | Date     | Description           | Author | Checked | Approved |
|----------|----------|-----------------------|--------|---------|----------|
| -        | 13/12/21 | For submission to LPA | IA     | MC      | IA       |
|          |          |                       |        |         |          |
|          |          |                       |        |         |          |

# 0 INTRODUCTION

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## Planning Condition 11:

*“Before development commences a signage strategy for the site shall be submitted to and agreed in writing by the City Council as local planning authority. The development shall be carried out in accordance with the approved details.*

*Reason - In the interests of visual amenity to enable careful attention to signage details is required to protect the character and appearance of this building in accordance with policies SP1 and DM1 of the Core Strategy.”*

## Response Summary:

The detailed graphic design of the Signage Strategy is currently being worked out.

To discharge this condition, the following are being submitted:

- the materials for signage on the viaduct (corten steel boards and Aluminium Composite Boards over the palisade fencing)
- the dimensions of these interventions
- the locations of these interventions
- details for both the corten boards and the ACM boards, showing the fixings and how they interact with the environment around them
- the NT Brand Guidelines to give reassurance about visual tone and accessibility

# 1

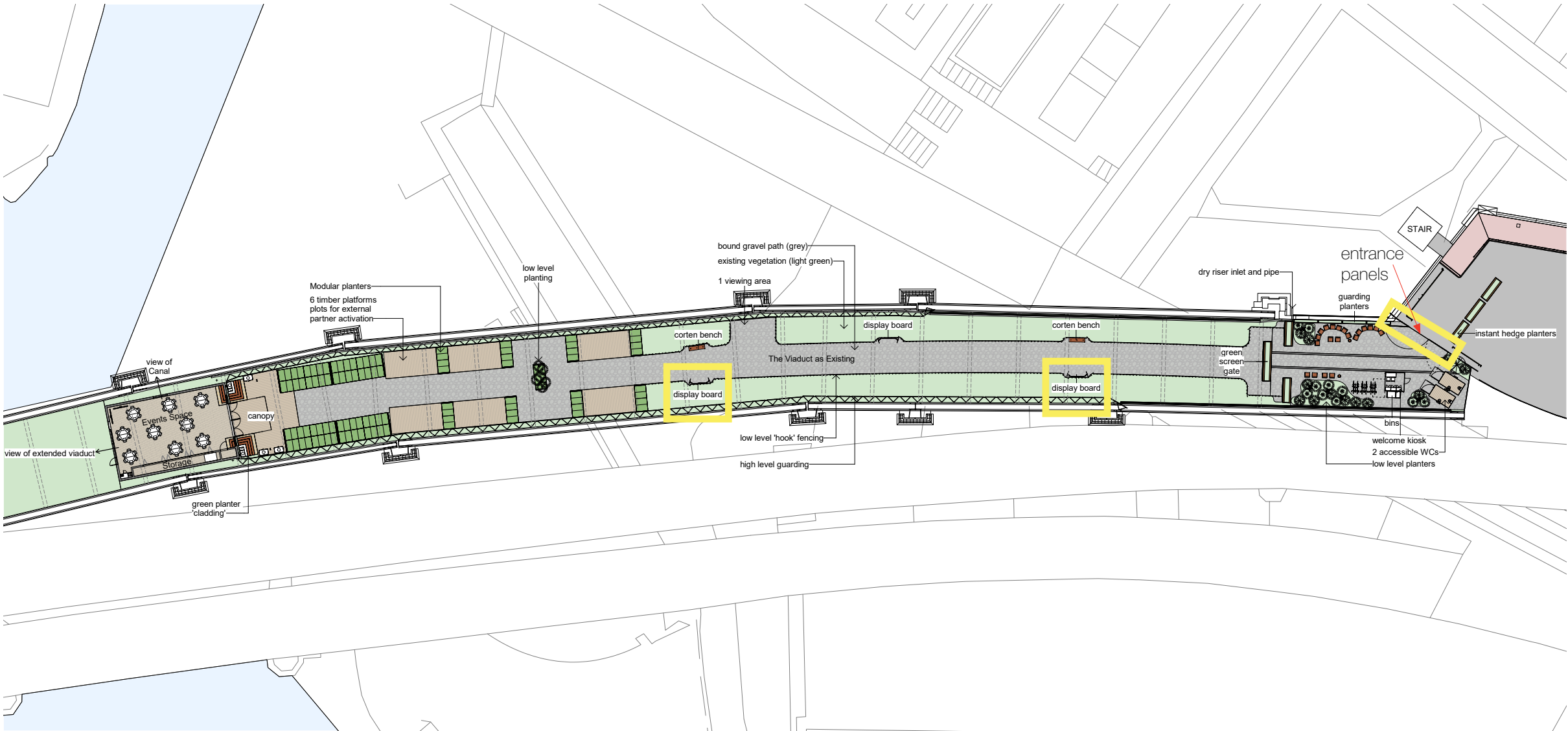
# SIGNAGE STRATEGY

The signage and interpretation strategy currently in development for the Viaduct will set out the overarching themes which will be explored creatively, the prompts and questions that will be used to gain insights and feedback from the public, and the creative approach that will be taken to the graphic design and content to be used in the display boards which have been detailed in the overarching masterplan. This on-site signage will work within the National Trust brand guidelines and the material palette detailed in the Design and Access Plan for the site. The strategy more widely will also consider how to direct and encourage visitors to pre-book onto tours for the site and generate high levels of awareness across the city, neighbouring communities and key city stakeholders.

The following pages show details of the signage boards along the viaduct and the graphic panels at the site entrance.

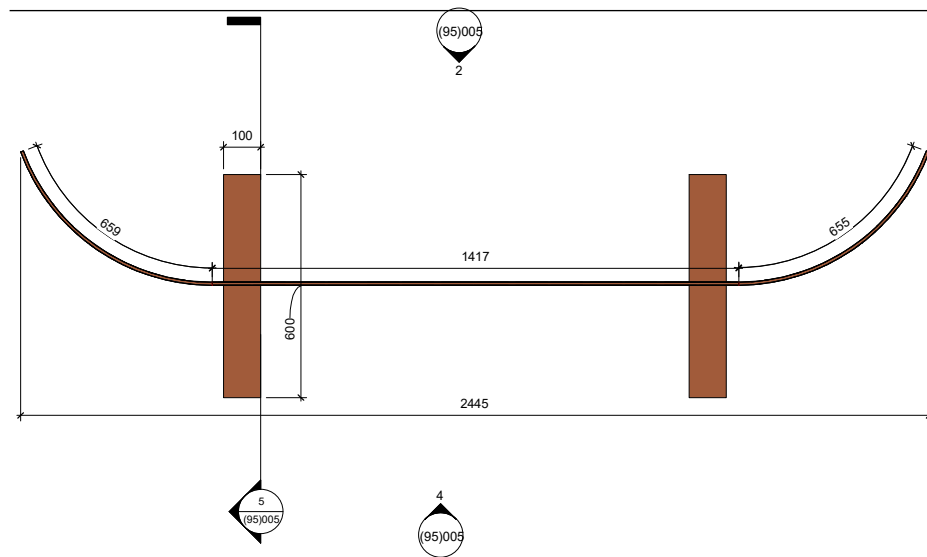
A summary of the National Trust brand guidelines will also be included, with the full guidelines available at the following link:

<https://brandcentre.nationaltrust.org.uk>

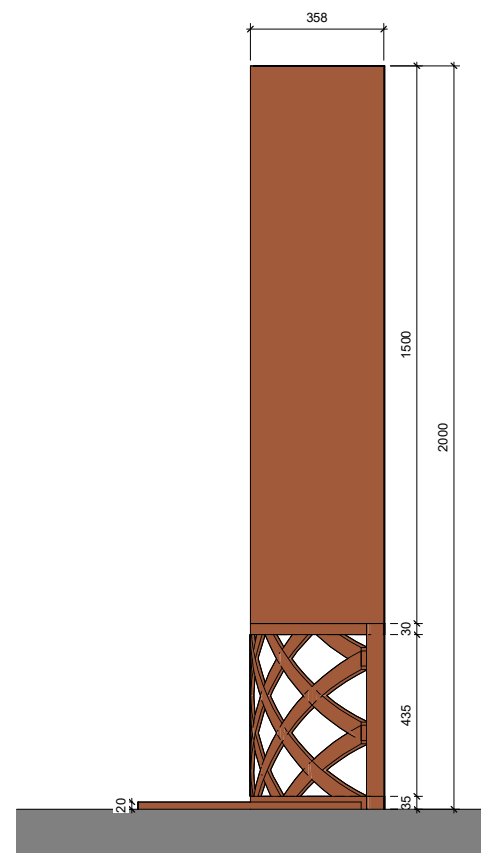


Locations of display boards along the viaduct and entrance panels highlighted in yellow

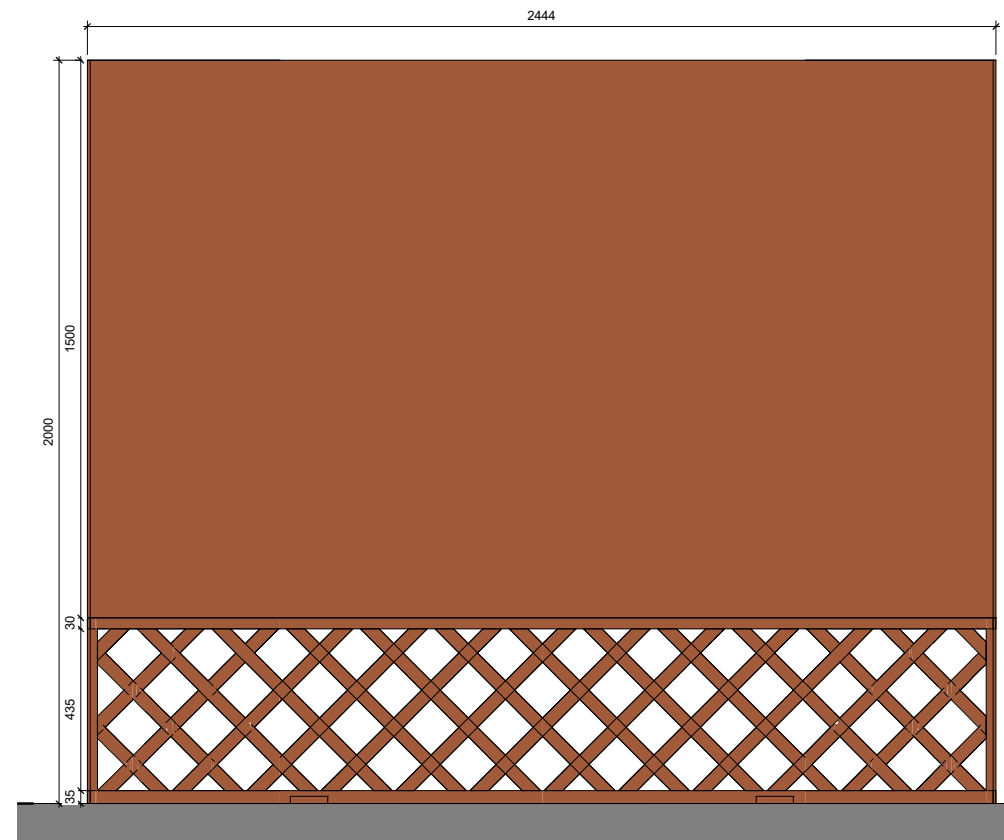
## 1



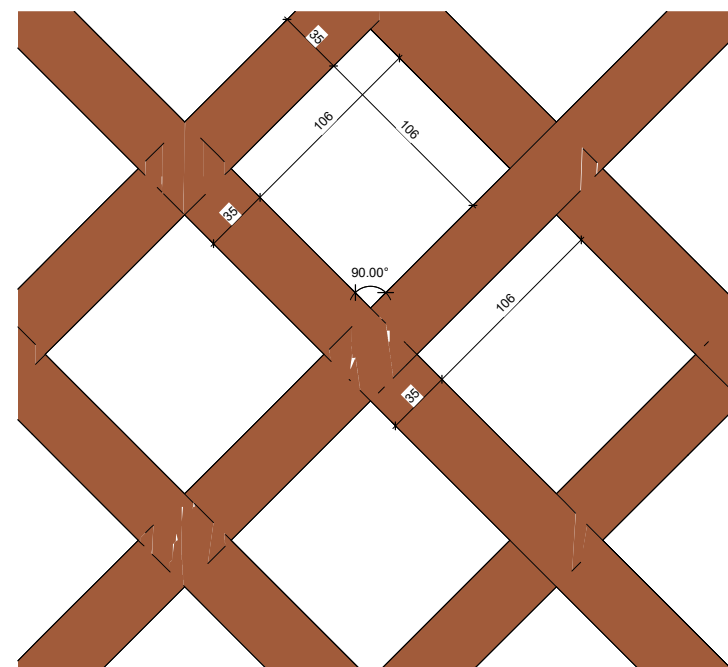
**1 (95) Display Board - Plan**  
1 : 10



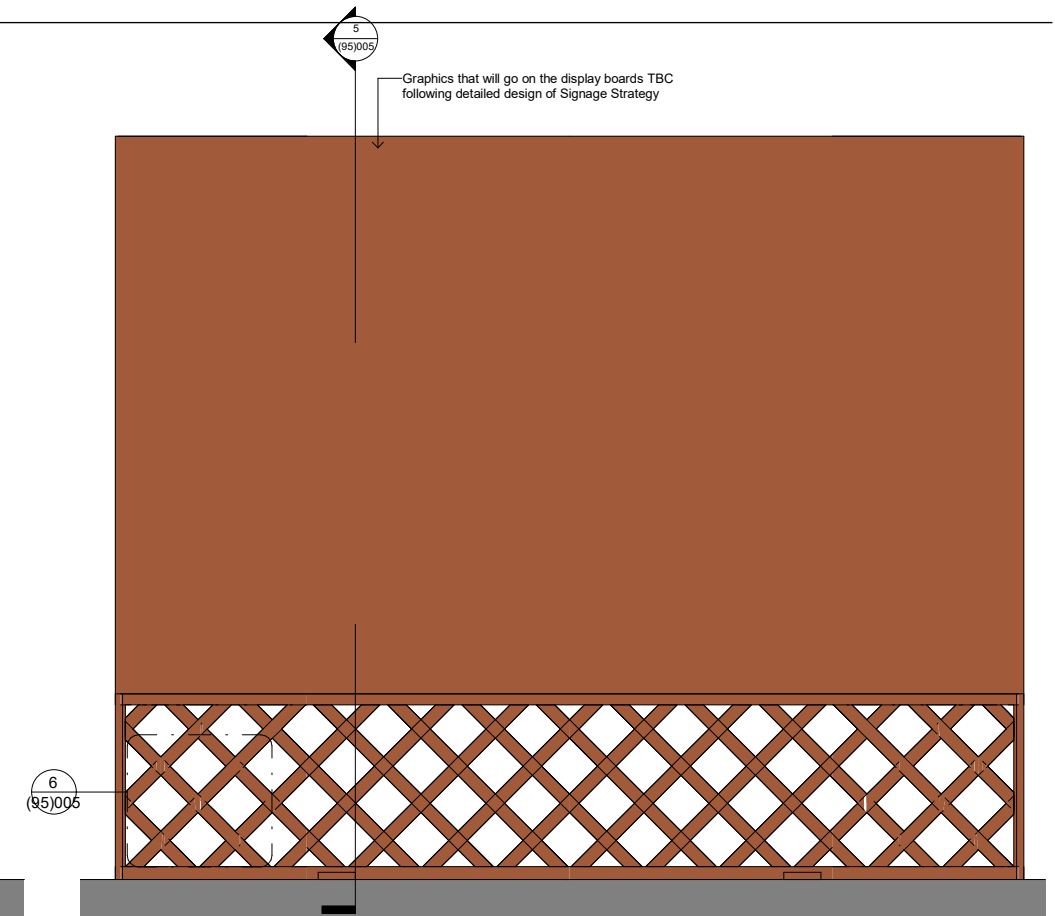
**5 (95) Display Board - Section**  
1 : 10



**2 (95) Display Board - Front Elevation**  
1 : 10

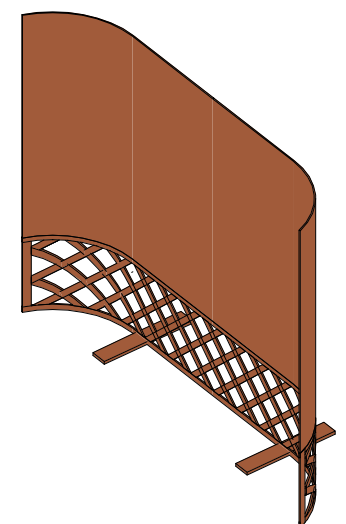


**6 (95) Display Board - Lattice Structure**

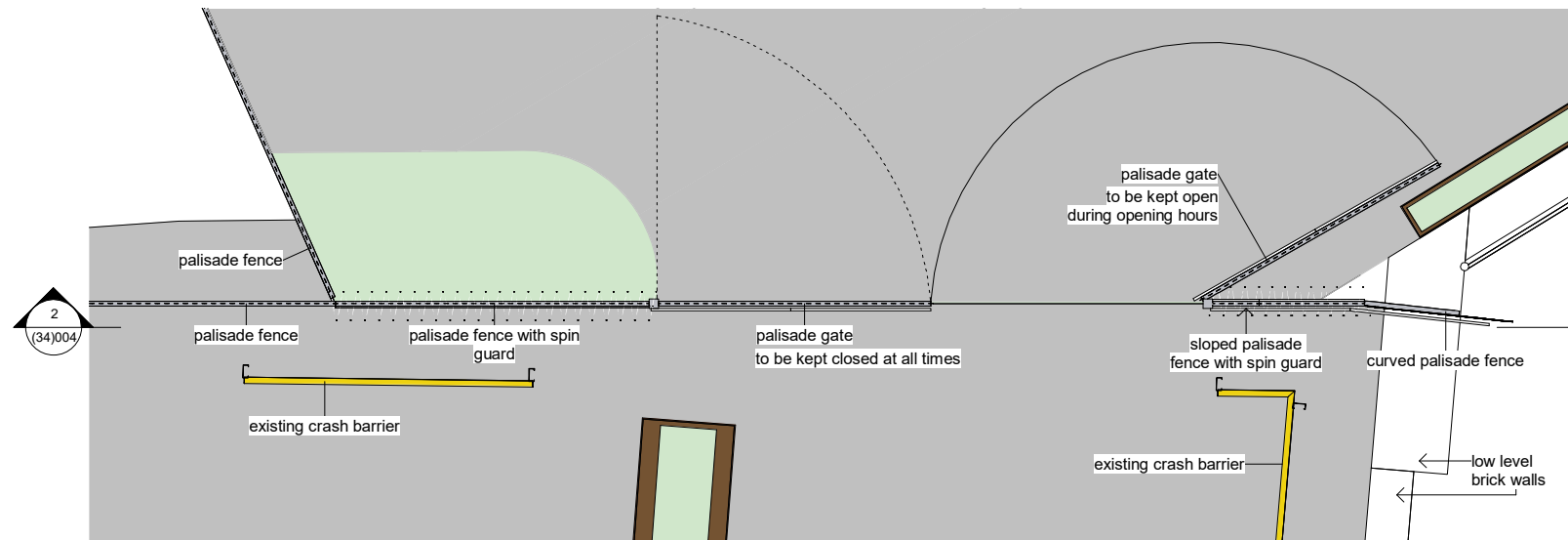


**4 (95) Display Board - Back Elevation**  
1 : 10

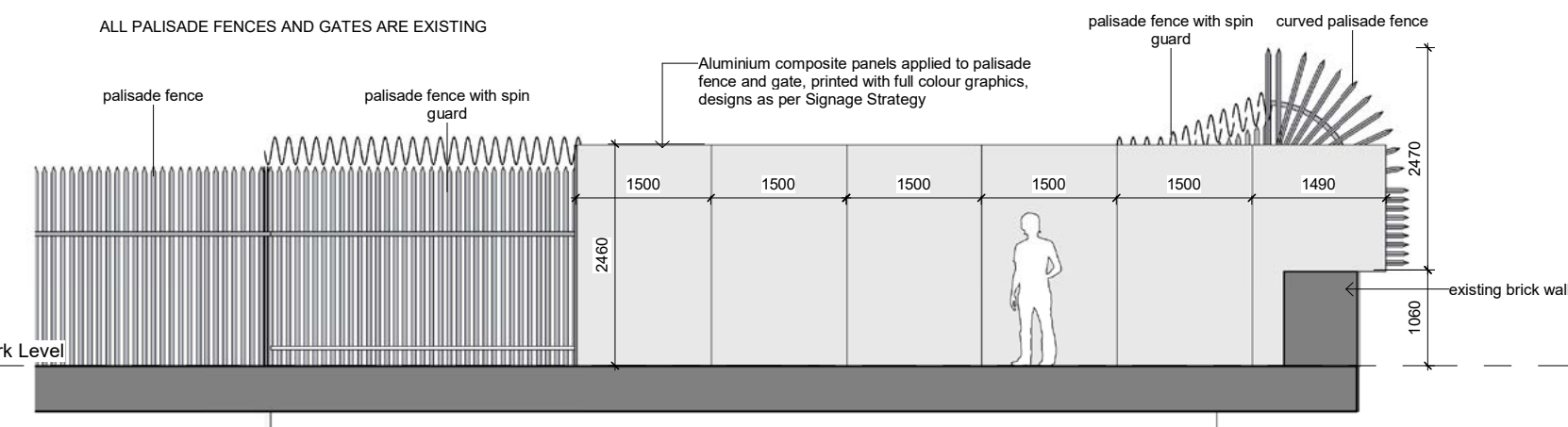
The display boards are to be corten finish and freestanding. The feet at the base will be covered with loose ballast to help conceal them. The final dimension of the feet may be altered slightly to ensure stability.



**3 (95) Display Board 3D View**



**1 (34) Entrance Fence Plan**  
1 : 50

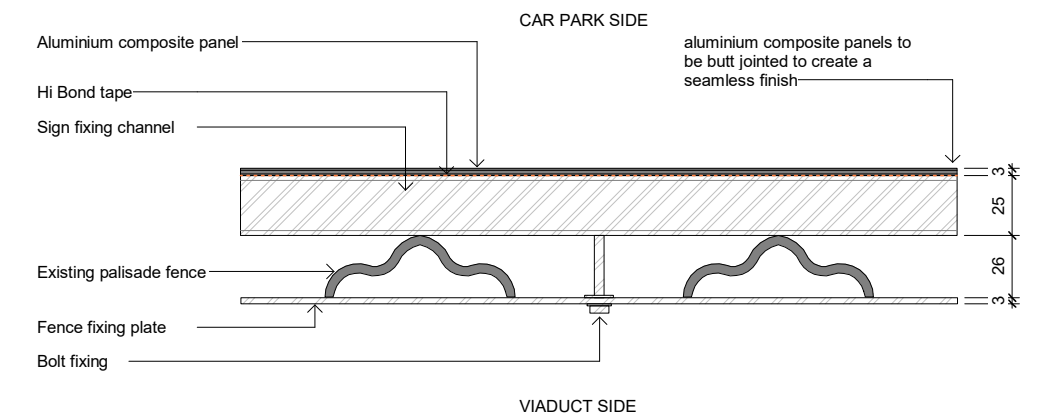


**2 (34) Fence Dressing Elevation (Gate Closed)**  
1 : 50

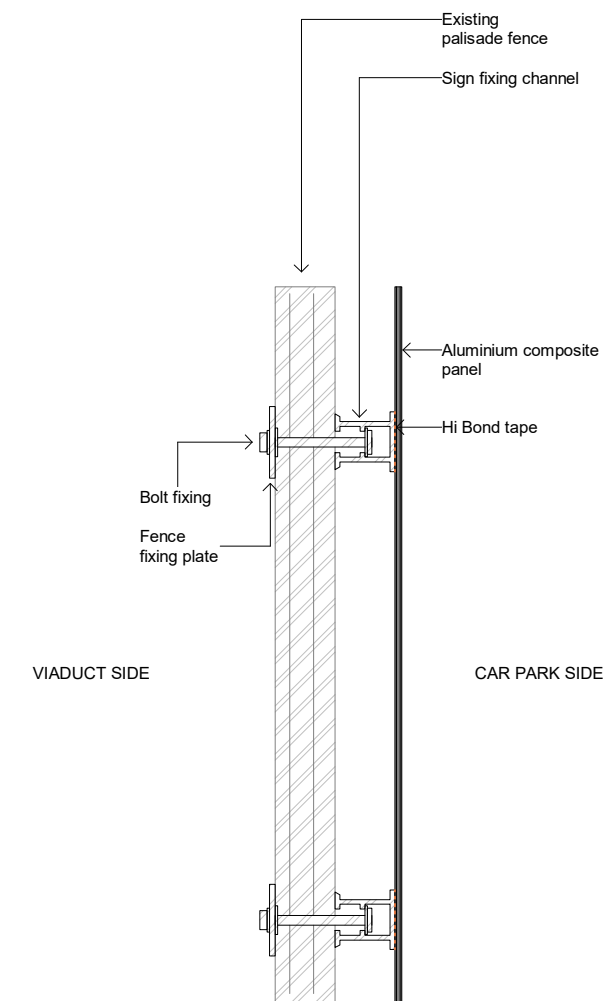
The existing palisade fence and lockable gate are to be retained. They will be covered with Aluminium Composite Boards, which will be printed with full colour graphics.

The detailed graphic design for the graphics is currently being worked out as part of the Signage Strategy.

The Aluminium Composite Boards will be fixed to the existing palisade fence and gate with a bolt system that will allow them to be removed at the end of the pilot scheme.



**3 (34) Fence Fixing - Plan Detail**  
1 : 2



**4 (34) Fence Fixing - Section Detail**  
1 : 2

# 1 NATIONAL TRUST BRAND GUIDELINES

The following few pages are excerpts from the National Trust brand guidelines, to give reassurance about visual tone and accessibility.

The full guidelines are available at the following link:

<https://brandcentre.nationaltrust.org.uk>

Introduction

Elements

Application

Resources

Identity principle 1

Flexibility

Today, our brand identity has to work in many different situations and formats, so it has inbuilt flexibility. It can be discreet or bold, serious or fun, and can sit alongside castles, inner city terraces or wild coastlines.

Just a few examples of how our flexible identity works

Our Brand Guidelines



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## Identity principle 2

# Accessibility

When we say ‘for everyone’, we mean it. Font size, format, language, colour contrast, who we’re representing in images – they all matter to us because they help people understand, enjoy and feel welcome at Trust places.

Attingham Park, Shropshire

Our Brand Guidelines

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Identity principle 3

Quality

We take our responsibility to protect very seriously, and have an attention to detail that applies to everything we do. Your skilful use of our brand identity helps build our reputation for quality. Thank you for handling it with care.

Powis Castle and Garden, Powys

Our Brand Guidelines

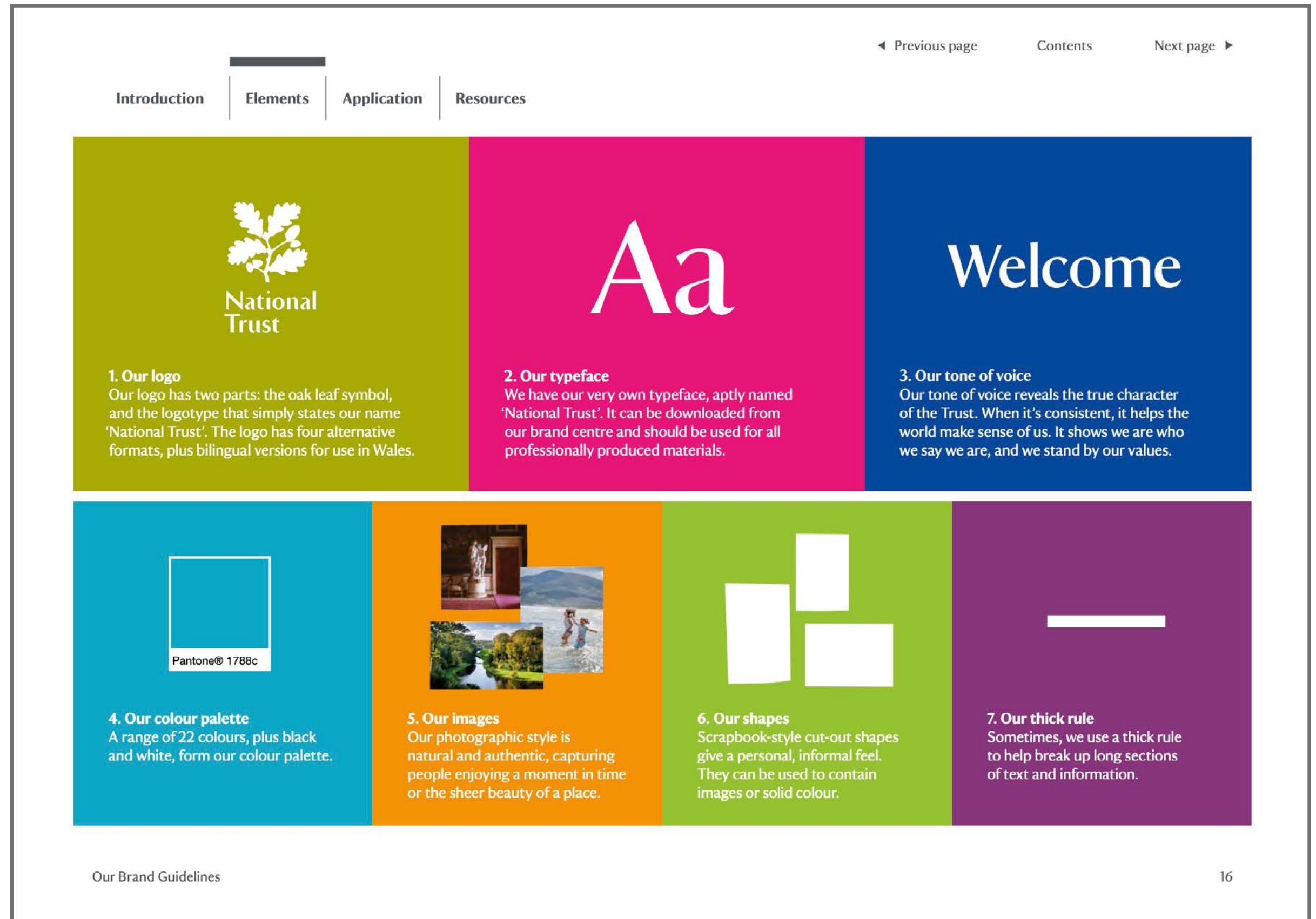


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## Typeface family

Our typeface family has four members:

- National Trust Display for headlines
- National Trust Bold for visual emphasis and as an alternative for headlines
- National Trust Regular for body copy
- National Trust Italic for emphasis, foreign words and the titles of books, pictures and so on (see page 40 for a quick style guide).

It can be downloaded from the National Trust brand centre at [brandcentre.nationaltrust.org.uk](https://brandcentre.nationaltrust.org.uk).

### Typesetting guidance

- Use the typeface in sentence case, and aligned left (or justified left), not aligned right (or justified right).
- Ideally, set National Trust Display with 110% leading.
- Ideally, set National Trust Bold, Regular and Italic with 120% leading.

### Using Arial

We use Arial as an alternative when it's not possible to use our own typeface. For instance, when we are creating a Word or PowerPoint document with people from another organisation, they won't have access to our typeface (unless they are professional designers). For the same reason, we use Arial for all email correspondence.

### Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

---

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

---

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

---

### Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Our Brand Guidelines

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# 1 NATIONAL TRUST BRAND GUIDELINES

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## Signs

We have a standard, mandatory approach to our core welcome and orientation signage at our pay-to-enter and outdoor places. This sets a consistent, high-quality standard that offers our visitors reassurance: ‘See a National Trust sign; trust that you’re in a place that’s well loved and cared for’. You can find details about these mandatory guidelines on Acorn in the following documents:

- *Pay-to-enter signage principles*
- *Outdoors signage principles*

Signs are usually the first thing a visitor will encounter, so it’s all the more important they create a brilliant first impression. This is why we place such emphasis on the quality of materials and production, as well as simple maintenance to keep signs free from dirt and weeds.

Functional

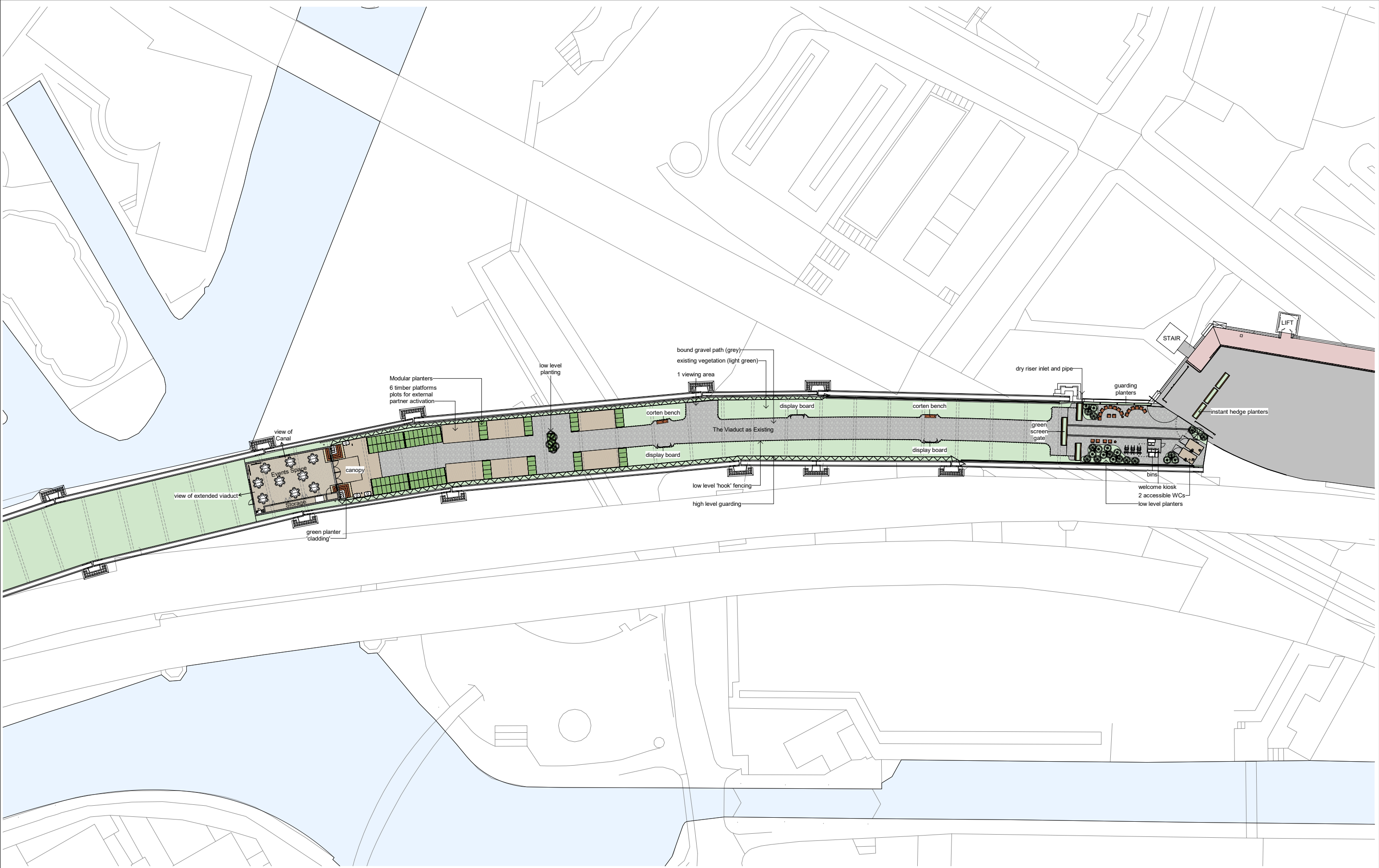


Clockwise from top left: our threshold sign at Cape Cornwall and a welcome and orientation sign at Chirk Castle, Wales; two examples of black and white signs at pay-for-entry properties; wooden and black and white fingerposts for outdoors and pay-for-entry properties respectively; our much-loved omega sign.

Our Brand Guidelines

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# TWELVE ARCHITECTS DRAWINGS



**CDM Issues - Significant/Residual Hazards:**

All designers involved in this drawing are to ensure that all foreseeable Significant Hazards relating to this drawing are indicated below.

Significant Hazards are not necessarily those that result in the greatest risks, but those that are:

- Unlikely to be obvious to a competent contractor or other designers;
- Unusual;
- Likely to be difficult to manage effectively.

As a design and building project, the Main Contractor is deemed to be a designer under the CDM Regulations as well as the Client, Architect, Engineer or subcontractors. This risk schedule is not a design risk assessment of a full and complete risk schedule and should not be deemed as such. Copies of the designer's risk assessment along with risk schedules are to be available from the Main Contractor's site office upon request.

| Hazard                  | Description              | Measure/Location/Reference |
|-------------------------|--------------------------|----------------------------|
| Fall from height        | <input type="checkbox"/> |                            |
| Falling objects         | <input type="checkbox"/> |                            |
| Hazardous materials     | <input type="checkbox"/> |                            |
| Uncontrolled substances | <input type="checkbox"/> |                            |
| Site transport          | <input type="checkbox"/> |                            |
| Crushing/entrapment     | <input type="checkbox"/> |                            |
| Hazardous operations    | <input type="checkbox"/> |                            |
| Confined spaces         | <input type="checkbox"/> |                            |
| Noise                   | <input type="checkbox"/> |                            |
| Dust                    | <input type="checkbox"/> |                            |
| Vibration (HAV)         | <input type="checkbox"/> |                            |
| Manual handling         | <input type="checkbox"/> |                            |
| Asbestos                | <input type="checkbox"/> |                            |
| Others                  | <input type="checkbox"/> |                            |

**Notes:**

1. Do not scale from this drawing.  
2. Dimensions are in millimetres (mm) unless otherwise stated.  
3. This drawing is to be read in conjunction with all relevant Architectural, Civil, Structural and Service Engineer's drawings, schedules and specifications.

**Key:**

| Rev. | Date     | Description                                           | Dm | Chkd | Appd |
|------|----------|-------------------------------------------------------|----|------|------|
| A    | 15/10/21 | Design development revisions                          | IA | MC   | IA   |
| B    | 22/10/21 | Changes to WCs, guarding, dry riser pipe, water butts | IA | MC   | IA   |
| C    | 10/11/21 | Post survey adjustments, design development           | IA | MC   | IA   |
|      |          |                                                       |    |      |      |
|      |          |                                                       |    |      |      |
|      |          |                                                       |    |      |      |
|      |          |                                                       |    |      |      |
|      |          |                                                       |    |      |      |

**Key Plan:**

Issue Status:

**STAGE 4**

Project Title:  
**The National Trust  
Castlefield Viaduct**

Drawing Title:  
**Stage 4 Masterplan**

Scale @ A1:  
**1:300**

Date:  
**22/09/21**

Drawn:  
**IA**

Checked:  
**MC**

Approved:  
**MC**

Job No.:  
**122019**

Drawing No.:  
**(GA)001**

Revision:  
**C**

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Fixing details to be checked and approved by specialist subcontractor.

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