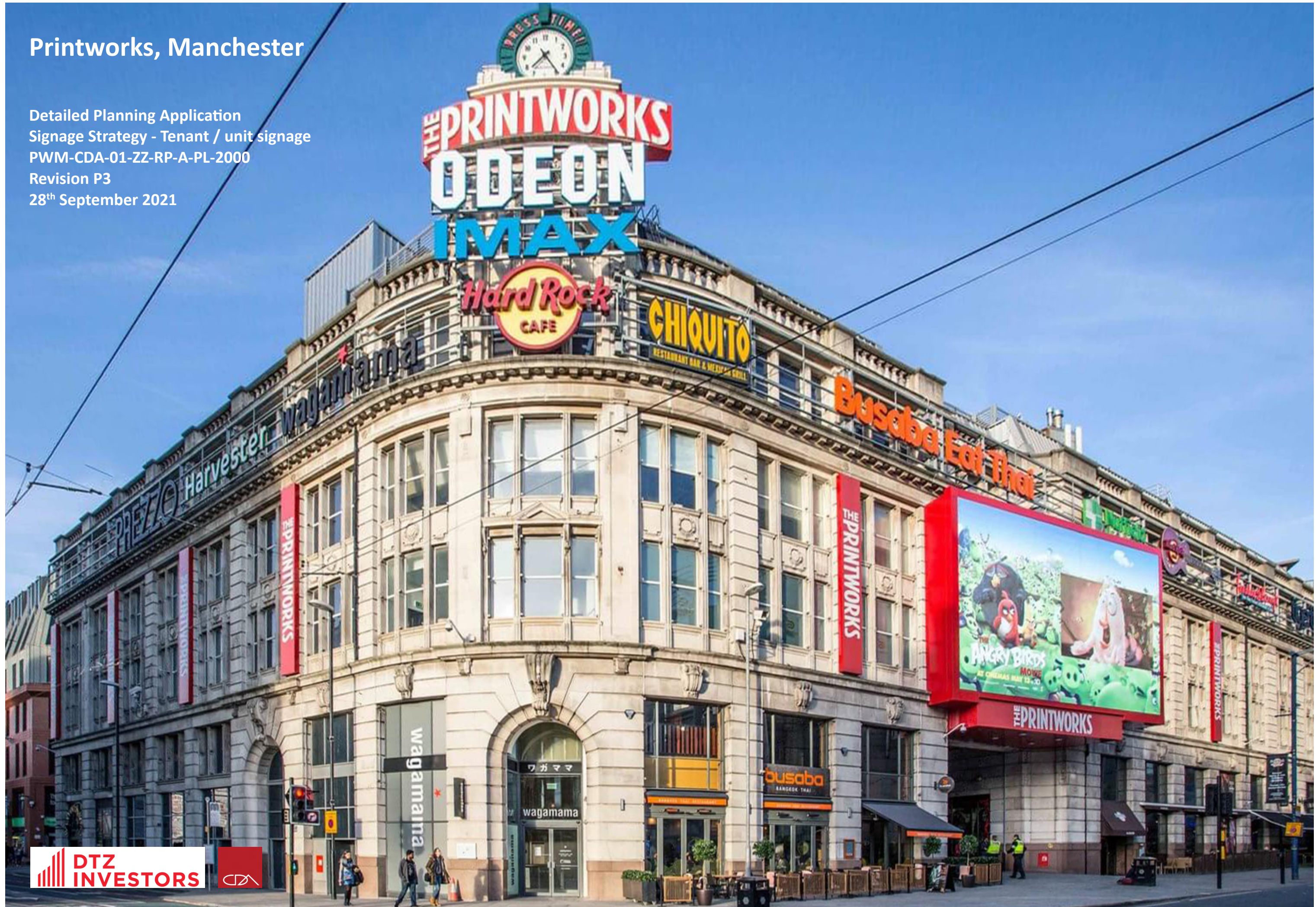


# Printworks, Manchester

Detailed Planning Application  
Signage Strategy - Tenant / unit signage  
PWM-CDA-01-ZZ-RP-A-PL-2000  
Revision P3  
28<sup>th</sup> September 2021



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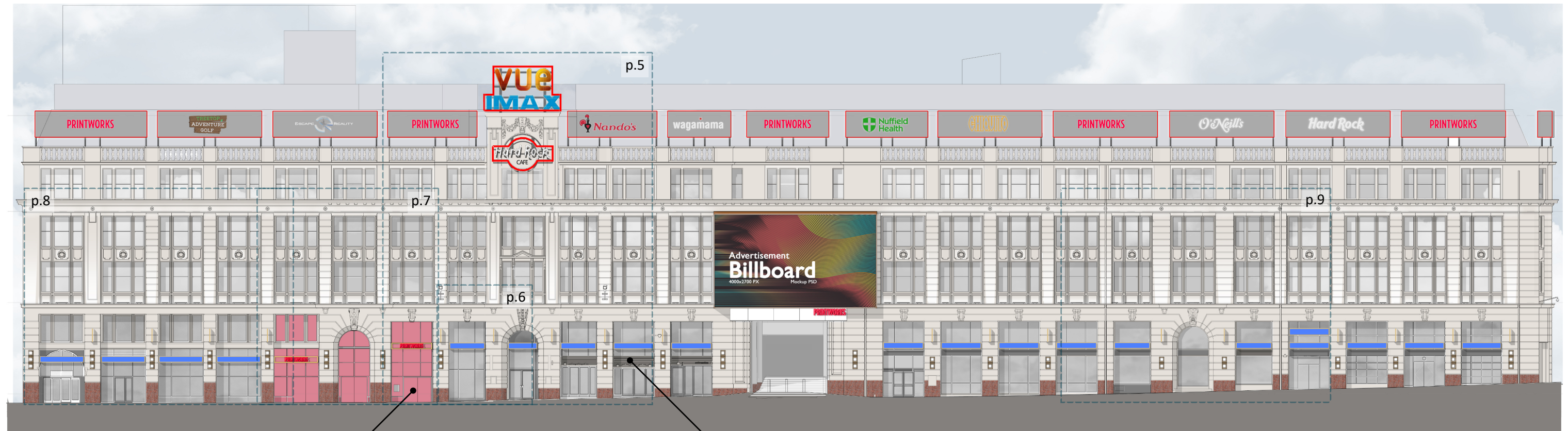
**Introduction**

This document illustrates the signage strategy and control that each individual tenant must comply with in all future advertisement consents. This strategy aims to achieve a consistent appearance, provides a recognisable identity to Printworks tenancies, and respects the historic elements of the building. The design of each unit’s branding, signage, and graphic is the responsibility of the individual tenant, subject to Local Authority planning approvals and Landlord’s consents. This document also includes proposals for Printworks’ branded signage which have previously been approved as part of the main works consent and are included here to show the overall signage composition for the external elevations.

Tenant signage will be subject to separate formal advertisement consents by individual tenants but should conform to the strategy established by the principles contained in this brochure and agreed through planning consent. The intention is that this strategy will apply to all future tenant signage and not be enforced retrospectively to existing tenant signage already agreed and in place.

This approval and design guide provides tenants with the rules that the landlord requires all tenants to comply with for the location, size, detail, material, colour, and primary fixing arrangements for the ground floor signage frames on Corporation Street (and return frontage), Withy Grove, and Dantzic Street.

The tenant will be responsible for procuring, fabricating and installing the frames in accordance with this approval and design guide. Tenants will also be responsible for their sign content and graphics but these must be contained by the frames as per this guide. This aspect will be subject to further separate planning advertisement consents by the tenants, and which will also require landlords approval.



Landlord's window film:  
Extent shown in pale red.  
Installed to conceal existing back of house areas  
(Graphic indicative only)

Future alterations to shopfront and/or awnings at this unit  
to co-ordinate levels with other units on Withy Grove and  
setting out of stonework coursing

### Withy Grove and Corporation Street

#### (Heritage facades)

Existing stonework elevations give a consistent elevation backdrop to the ground floor unit shopfronts. Intent of proposed signage strategy is to align signage zones with this context.

Shopfronts are set between stone pilasters and recessed from the building line. Stonework at ground floor units features heavily profiled horizontal coursing above the base treatment.

The existing ground floor window heights step at the elevation's curved corner between Corporation Street and Withy Grove and a number of arched bays are included along the elevation. Window bays are typically broken horizontally by inclusion of a solid horizontal feature.

Sign positions available to ground floor units are shown in false colours to highlight positions:

- High level signage is given a red outline
- Window signs shown in solid blue
- Window films shown in solid green
- Window sign and Projecting sign frames shown in yellow

General principles of setting out:

Window signs along Withy Grove are positioned at internal slab level to maximise potential for live frontages.

Window signs along Corporation street are lowered so they are offset below the existing stone details at these bays.

Projecting blade signs are at a consistent level along both elevations.

Tenant window film is only permitted at upper portions of window bays, above horizontal breaks.

On heritage stonework elevations: all tenant's proposed works to be contained to shopfront screens. Fixing or placement of new items to the heritage stonework is not permitted. The exception to this is projecting signs only as shown.