THE ROYAL EXCHANGE, MANCHESTER

SHOPFRONT & SIGNAGE

DESIGN STRATEGY

REVISION B

ISSUED 25TH JUNE 2015

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INTRODUCTION



The Grade-II listed Royal Exchange is one of Manchester's most iconic buildings. Located in the St. Ann's Square Conservation Area, and in the heart of the city's retail and commercial centre, it features a variety of retail and restaurant uses in addition to offices and the Royal Exchange Theatre.

It is planned that the building will undergo a significant programme of refurbishments, inlcuding cleaning, repairs, and shopfronts, signage and lighting.

This document sets out design guidelines for new shopfronts, signage, and lighting, which are intended to be adopted by the Exchange's tenants for all new works.

The document intends to achieve a high level of design in all new works. It aims to provide consistency and uniformity to the building and create a high-quality retail environment, appropriate to the building's architectural quality and significance.



PURPOSE OF THIS GUIDE

This guide has been produced to aid tenants, their designers and contractors, in designing and fitting out shopfronts and signage to retail units at the Royal Exchange, Manchester. It should be read in conjunction with all other landlord specifications, leases and associated documents, and should be distributed to all designers and contractors involved in design or execution.

These design guidelines have been formulated to ensure consistency in shopfront designs, and therefore contribute to creating quality retail standards appropriate to the historic character of the building. They have been formulated on an understanding of the heritage significance of the Royal Exchange, and aim to ensure that the architectural interest of the building is appreciated and ultimately enhanced. The significance of the exchange is explained in the Heritage Assessment and Design & Access Statement which accompany the application.

These guidelines have been prepared within the context of a series of wider refurbishment proposals. They will ensure that new retail developments will be consistent with these wider proposals and the design intent for the building. All new works must be carried out with a sound understanding of these design principles, so that all works are consistent with the building's conservation and the vision for the project.

The designs have been presented and discussed with Manchester City Council's planning and conservation departments.

This guide also outlines the procedure for obtaining landlord approval for tenant's works, which must be obtained prior to carrying out works.

THE ROYAL EXCHANGE



The Royal Exchange is a Grade II-listed structure which forms part of the St Ann's Square Conservation Area. Built between 1866 and 1874, and extended and substantially remodelled between 1914 & 1921, the Exchange was principally a place of assembly for Lancashire textile manufacturers and merchants involved in overseas trade.

The northern half of the Exchange was destroyed in the Manchester blitz in December 1940, and rebuilt as six storeys of offices, which were completed in 1953. In 1975 construction of the Royal Exchange Theatre began.

Following an explosion on Corporation Street in 1996 a programme of repairs was carried out, which included repairs to the masonry façade, and the addition of new structural reinforcement.

Today the building contains retail and restaurant uses, offices, and the Royal Exchange Theatre. There has been a number of recent planning consents granted for works to the building. The evolution of the Royal Exchange and its recent planning history is reviewed in detail in the accompanying Heritage Assessment.

A major refurbishment programme is currently being planned, which will include upgrades to the offices, shops, arcade, theatre, entrances, and façade.

SHOPFRONT & SIGNAGE DESIGN GUIDANCE





Anodised bronze lettering to match new shopfront joinery finish - 300mm max letter height. Font style may vary to match individual retailers design guidelines. Fixed 25mm off face of existing string course.

Signage Zone (shown dashed) - 300mm deep, centered on shopfront bay with 100mm clear from **inside face of existing plaster reveal. Letters** not to exceed/ be positioned outside the 'Signage Zone' dimensions indicated.
Letters to be fixed 30mm off face of existing string course.

Proposed internally illuminated 'Bus stop' type signage fixed to centre of existing masonry column. Refer drawing 383 for details.

Illuminated signage behind glass shopfront. **NOTE: Signage shown for information and general design intent only** - to be covered under separate application by tenants. Signage zone shown dashed. Refer Drawing 383 for indicative detail.

Existing masonry to be cleaned - refer 21.10 Consult documentation

Anodised bronze shopfront to match signage lettering above

Existing Floor Levels to remain

Existing ground line with slope up to shopfronts



This guidance aims to ensure that all new shopfronts and signage are of a uniform design to ensure consistency. All shopfronts to be slim-framed, bronze-finished, with laminated glass. The intent is to minimise fittings, wiring, and other equipment from the façades. No louvres or other external plant will be permitted on shopfronts or façades. The intent is to maximise active frontages and shopfront glazing, and allow views into the interior of retail units. Manifestation details should be submitted to the landlord for agreement.

The main elements of the strategy include:

- External designs for new and replacement shop fronts. There are three variations; one for St. Ann's Square & Exchange Street, one for Old Bank Street, and one for Market Street and Cross Street (refer to drawings 131145.380, 381, & 382). These variations have been to developed to take into account the differences in shopfront heights around the building, resulting from changes in ground levels. The Old Bank Street design reflects the landlord's aspiration that this street will be developed as a restaurant quarter.

- Individual-letter, anodised bronze, fascia signage, to be pin-mounted to the masonry string course above the shopfront. Strict guidelines have been formulated in relation to signage locations, heights, and setting out. These individual-letter signs will be controlled and carried out by the landlord to ensure uniformity and consistency.

- Internally illuminated projecting signs, a maximum of one per shopfront. These signs must contain integrated downlighters as per the detailed drawing 131145.383 (see appendix), and be controlled by the building management. All wiring, lighting drivers, etc., must be concealed within the sign, as shown on drawing 383.

- Illuminated signage internal to the shopfront glazing, and centrally located over the centre of the shopfront. Details as shown on drawings 380-383. Tenants shall not vary these details. No other signs will be permitted, and glazing films are to be avoided. No permanent structures or bulkheads are permitted immediately behind the glazing.

- Roller-shutters must be internally mounted, concealed, dark-coloured, and of a type to give a high level of transparency.

- Arcade shop front designs (both new and replacement)

Specifications and samples for all materials must be provided for landlord approval prior to construction.

APPROVAL PROCESS

The landlord's consent will be required for all tenant shopfronts and signage. Tenants should submit drawings and details to the landlord for approval, and details to be submitted and timescales for approval should be in accordance with the Agreement for Lease.

Tenants should follow the guidance within this Signage and Shopfront Design Strategy. This guide is intended to form an approved document of the subject applications for Listed Building Consent and Planning Permission. Therefore if these guidelines are adhered to, further consent will not be required by the tenant for the signage, shopfronts or arcade lighting described in the Guide. The tenant should submit details in relation to each shopfront/sign, specifying the exact shopfront system, colour, and finish, to the planning authority, or to satisfy any other conditions as necessary.

If the tenant considers that it is not possible to follow the Guide, then they should forward their alternative proposals to the landlord and obtain landlord approval for their proposals. Subject to landlord consideration and approval, the tenant must then submit applications for Planning Permission, Listed Building Consent or Advertisement Consent, as necessary, for the works.

PROJECT TEAM

Role	Company	Contact
Client & Asset Management	Trinity Investment Management, 3rd Floor, One Mortimer Street, London, W1T 3JA	Richard O'Boyle Simon Hoad
Project Managers	21|10 Consult, 5 Parkway, Porters Wood, St Albans, Hertfordshire AL3 6PA	Paul Cackett
Planning Consultants	Corstorphine & Wright, One Mortimer Street, London W1T 3JA	Stephen Barnett
Architect & Heritage Consultant	Corstorphine & Wright, One Mortimer Street, London W1T 3JA	Justin O'Connor
Lighting Consultants	Hoare Lea Lighting, Old Iron Works, 35a Great Clarendon Street, Oxford, OX2 6AT	David Linville-Boud
Quantity Surveyor	Deacon And Jones LLP, 17/18 Haywards Place, London EC1R 0EQ	Robin Fletcher
Mechanical Engineer	Crooks Walker Consulting Ltd., Alberton House, 30 St. Mary's Parsonage, Manchester, M3 2WJ	Rob Wallis
Electrical Engineer	Crooks Walker Consulting Ltd., Alberton House, 30 St. Mary's Parsonage, Manchester, M3 2WJ	Karl Spencer
Structural Engineer	Thomasons Civil & Structural Consulting Engineers, 17 Brewery Yard, Deva Centre, Trinity Way, Manchester, M3 7BB	Heather Mannings
Fire Engineer	Zeta Compliance Services, Innovation House, Discovery Park, Sandwich, Kent CT13 9FF	Jim Golt
Building Control	Approved Design Consultancy Ltd, Approved Design Consultancy Limited, 11 Morston Court, Kingswood, Lakeside, Cannock, WS11 8JB	Paul Sekula
Building Managers	MJ Mapp, 101 Old Hall Street, Liverpool, L3 9BD	Simon Stuart
CDM	CDM Services, Hales Court, Stourbridge Road, Halesowen, West Midlands, B63 3TT	Ian Watson
Letting Agents	Canning O'Neill, 6 Hewitt Street, Manchester, M15 4GB	James Dickinson
	Tushingham Moore, Acresfield, St Ann's Square, Manchester M2 7HA	Stephen Tregenza
	MMX Retail LLP, 4th Floor, 41-43 Maddox Street, London W1S 2PD	David Hobbs
Brand Design	Bert, 52 Princess Street, Manchester, M1 6JX	Chris Garratt
Measured Survey	Survey Operations, Smith Street, Welbourne, Skelmersdale, Lancashire, WN8 8LN	David Birchall

APPENDIX A: DRAWINGS

131145.322	Key Reference Plan
131145.374	Arcade - Shopfront & Signage Details
131145.380	Shopfront & Signage Strategy (Type 1) - St. Ann's Square & Exchange Street
131145.381	Shopfront & Signage Strategy (Type 2) - Market Street & Cross Street
131145.382	Shopfront & Signage Strategy (Type 3) - Old Bank Street
131145.383	Details of Proposed Signage

Must not be copied or reproduced without the consent of the company.

Figured dimensions only to be taken from this drawing. SCALED FOR PLANNING PURPOSES ONLY.
All contractors must visit the site and be responsible for checking all setting out dimensions and notifying the architect of any discrepancies prior to any manufacture or construction work.

NOTES:

NOTES:
1. REFER *HOARE AND LEA LIGHTING* DOCUMENTATION FOR EXTERNAL AND ARCADE LIGHTING PROPOSALS.

2. REFER *21.10 CONSULT* DOCUMENTATION FOR CLEANING AND REPAIR PROPOSALS TO EXTERNAL FACADES.



1 REFERENCE PLAN (SHOWN AT GROUND FLOOR LEVEL)
SCALE 1:250

N

Metres 0 2.5m 5m 7.5m 10m 12.5m
Centimetres 0 1cm 2cm 3cm 4cm 5cm
SCALE 1:250

EXTERNAL WORKS & ARCADE KEY

ST ANN'S SQUARE & EXCHANGE STREET
REFER 330 SERIES DRAWINGS

OLD BANK STREET
REFER 340 SERIES DRAWINGS

CROSS STREET
REFER 350 SERIES DRAWINGS

MARKET STREET
REFER 360 SERIES DRAWINGS

ROYAL EXCHANGE ARCADE
REFER 370 SERIES DRAWINGS

SHOPFRONT AND SIGNAGE DETAILS
REFER 380 SERIES DRAWINGS

Rev	Date	Initial	Notes	Chk
D	25.06.15		Planning Application	JOC
C	12.06.15		Planning Application Draft	JOC
B	01.04.15		Draft for Review	JOC
A	20.11.14		Issued for review	

PLANNING

Client
TRINITY IM

Project
MANCHESTER ROYAL EXCHANGE
EXTERNAL WORKS PLANNING APPLICATION

Drawing Title
REFERENCE PLAN

Drawn	Checked	Paper Size	Scale	Date
JOC	SB	A1	1:250	JUN 2015

Project No.	Drawing No.	Revision
131145	322	D

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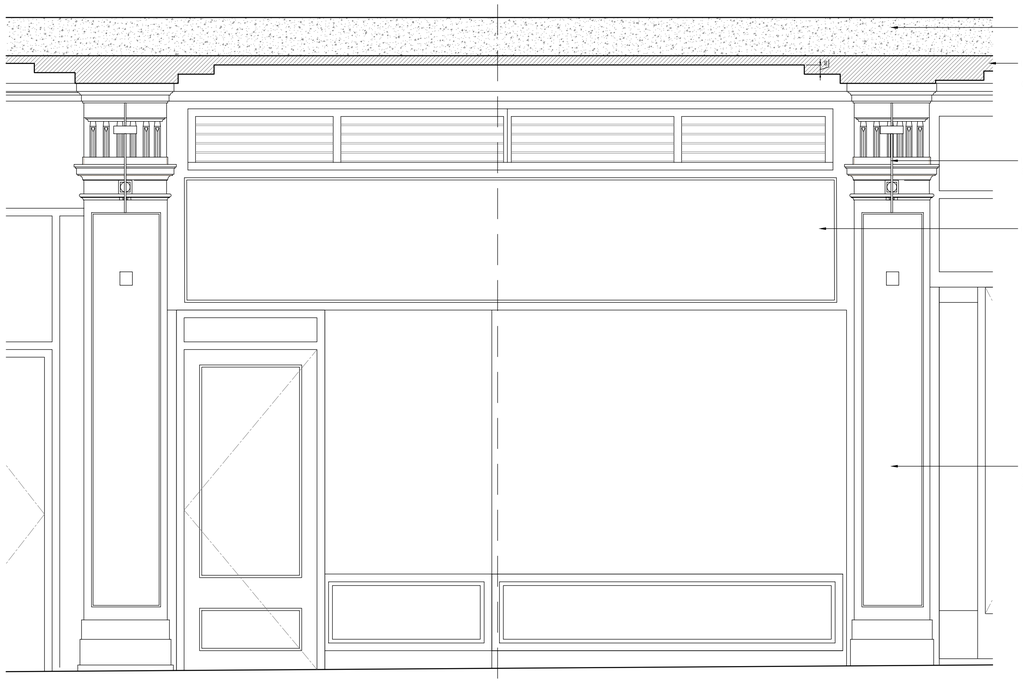
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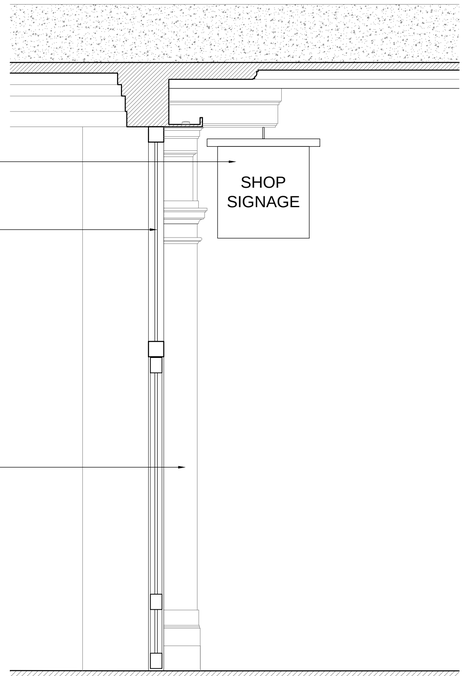
NOTES:

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Centimetres 0 1cm 2cm 3cm 4cm 5cm

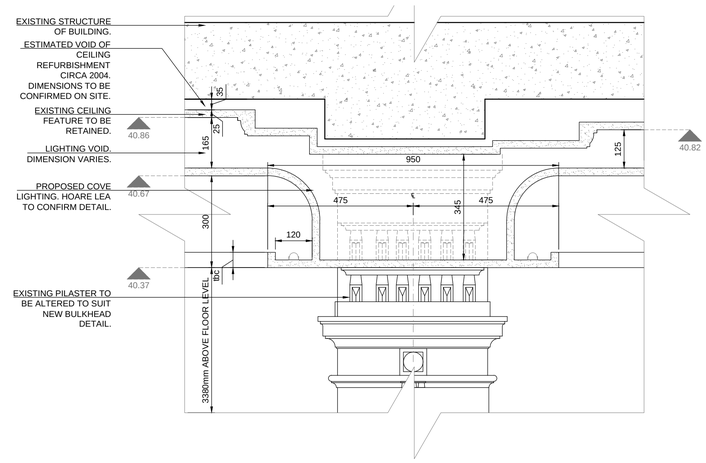
SCALE 1:20



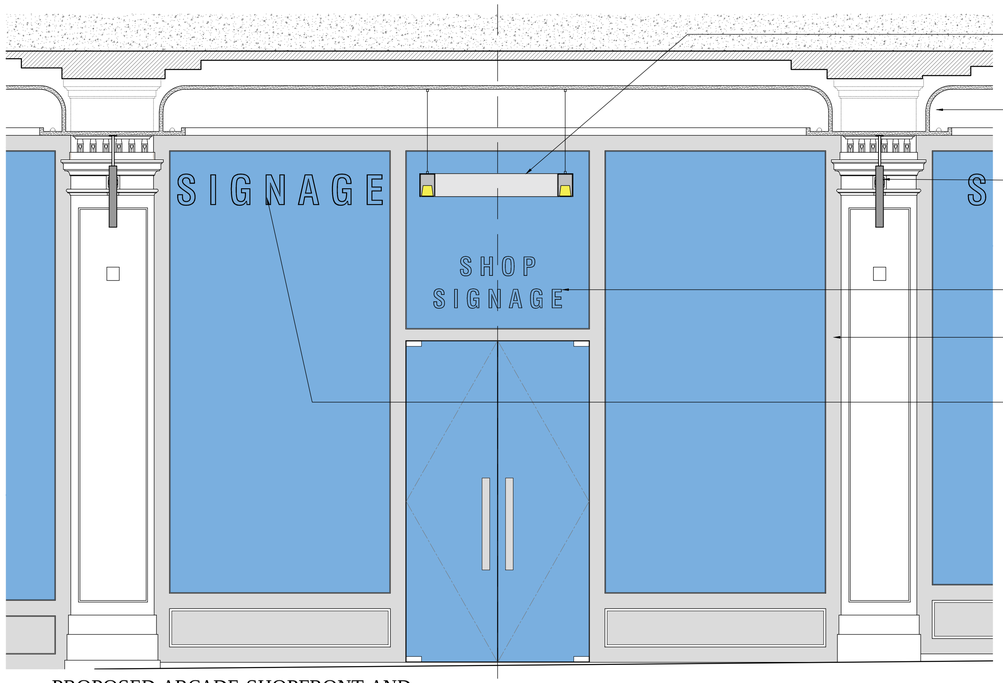
1 EXISTING ELEVATION.
SCALE 1:20.



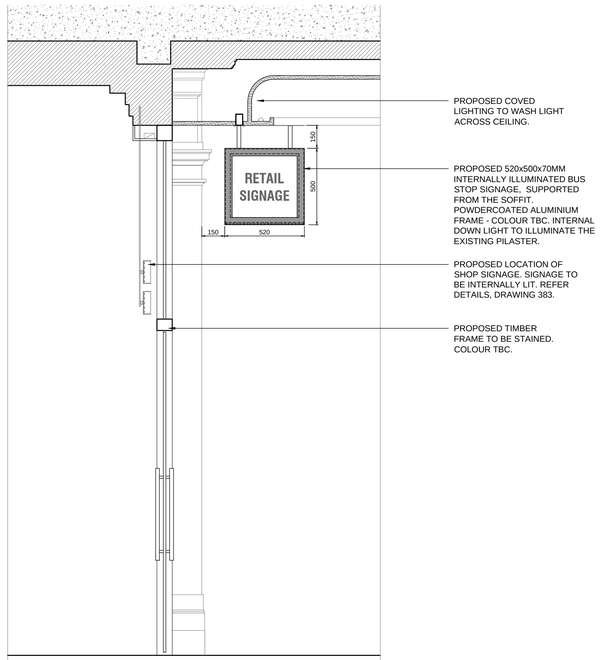
2 EXISTING SHOP SECTION.
SCALE 1:20.



5 PROPOSED BULKHEAD DETAIL.
SCALE 1:10.



3 PROPOSED ARCADE SHOPFRONT AND SIGNAGE STRATEGY - ELEVATION
SCALE 1:20.



4 PROPOSED ARCADE SHOPFRONT AND SIGNAGE STRATEGY - SECTION
SCALE 1:20.

Rev	Date	Initial	Notes	Chk
C	12.06.15	JS	PLANNING APPLICATION	JO'C
B	01.04.15	JS	DRAFT FOR REVIEW	JO'C
A.	09.03.15.	JD.	ISSUE FOR REVIEW	JO'C.

PLANNING

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Project
MANCHESTER ROYAL EXCHANGE
EXTERNAL WORKS PLANNING APPLICATION

Drawing Title
ARCADE - SHOPFRONT & SIGNAGE STRATEGY & PROPOSED BULKHEAD DETAIL

Drawn	Checked	Paper Size	Scale	Date
JD	JO'C	A1	AS SHOWN	APR 2015

Project No.	Drawing No.	Revision
131145	0374	C

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NOTES:



1 TYPICAL EXISTING SHOPFRONT ELEVATION
SCALE 1:25



Anodised bronze lettering to match new shopfront joinery finish - 300mm max letter height. Font style may vary to match individual retailers design guidelines. Fixed 25mm off face of existing string course.

Signage Zone (shown dashed) - 300mm deep, centered on shopfront bay with 100mm clear from inside face of existing plaster reveal. Letters not to exceed/ be positioned outside the 'Signage Zone' dimensions indicated.
Letters to be fixed 25mm off face of existing string course.

Proposed internally illuminated 'Bus stop' type sign - refer drawing 383 for details.

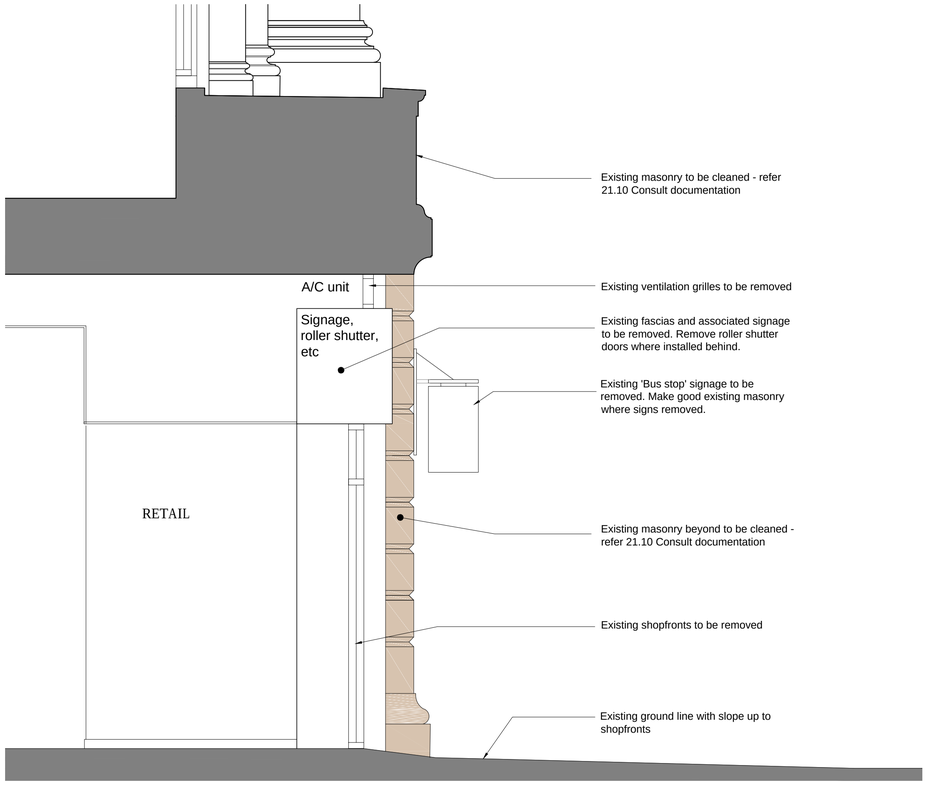
Illuminated signage behind glass shopfront.
Refer Drawing 383 for indicative detail.
Signage Zone (shown dashed) - 650mm deep x 3000mm wide. Centre of signage zone depth to be set 800mm below existing opening as indicated.
Maximum single letter and symbol height = 550mm.

Existing masonry to be cleaned - refer 21.10 Consult documentation

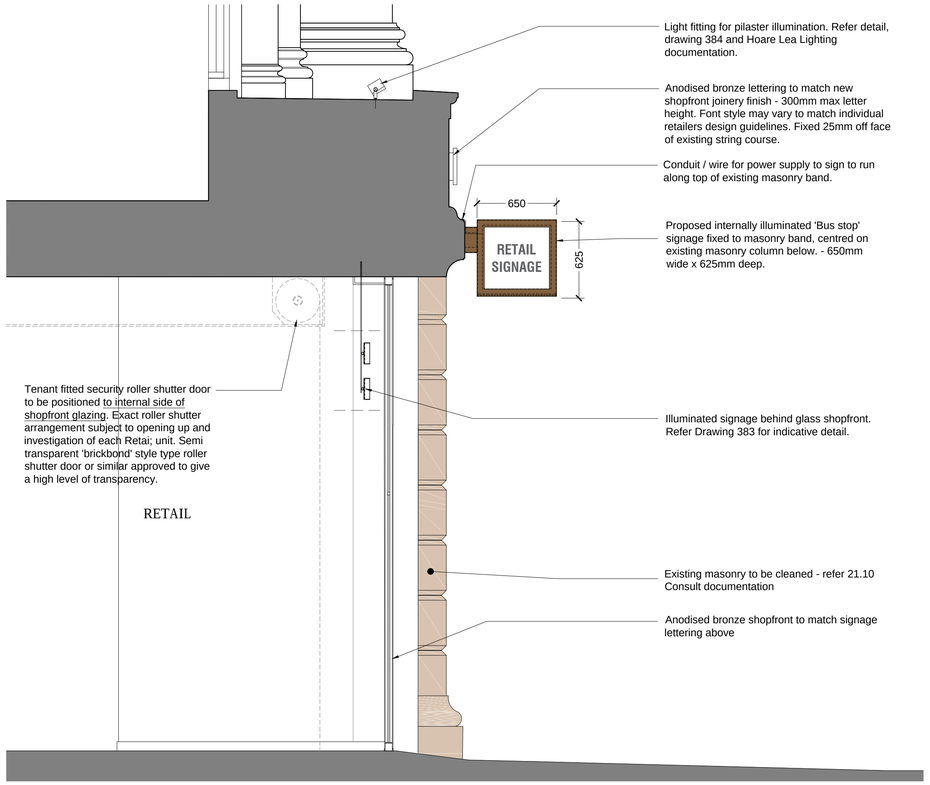
Anodised bronze shopfront to match signage lettering above

Existing ground line with slope up to shopfront

2 TYPICAL PROPOSED SHOPFRONT ELEVATION
SCALE 1:25



3 TYPICAL EXISTING SECTION THROUGH SHOPFRONT
SCALE 1:25



4 TYPICAL PROPOSED SECTION THROUGH SHOPFRONT
SCALE 1:25

NOTE:
1. REFER *HOARE AND LEA LIGHTING* DOCUMENTATION FOR EXTERNAL AND INTERNAL LIGHTING PROPOSALS.

2. REFER *21.10 CONSULT* DOCUMENTATION FOR CLEANING AND REPAIR PROPOSALS TO EXTERNAL FACADES.

Rev	Date	Initial	Notes
C	12.06.15		Planning Application
B	01.04.15		Draft for Review
A	28.10.14		Issued for discussion

PLANNING

Client
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Project
MANCHESTER ROYAL EXCHANGE
EXTERNAL WORKS PLANNING APPLICATION

Drawing Title
SHOPFRONT & SIGNAGE STRATEGY
TYPE 1 -
ST ANNS SQUARE & EXCHANGE STREET

Drawn	Checked	Paper Size	Scale	Date
JOC	SB	A1	1:25	APR 2014

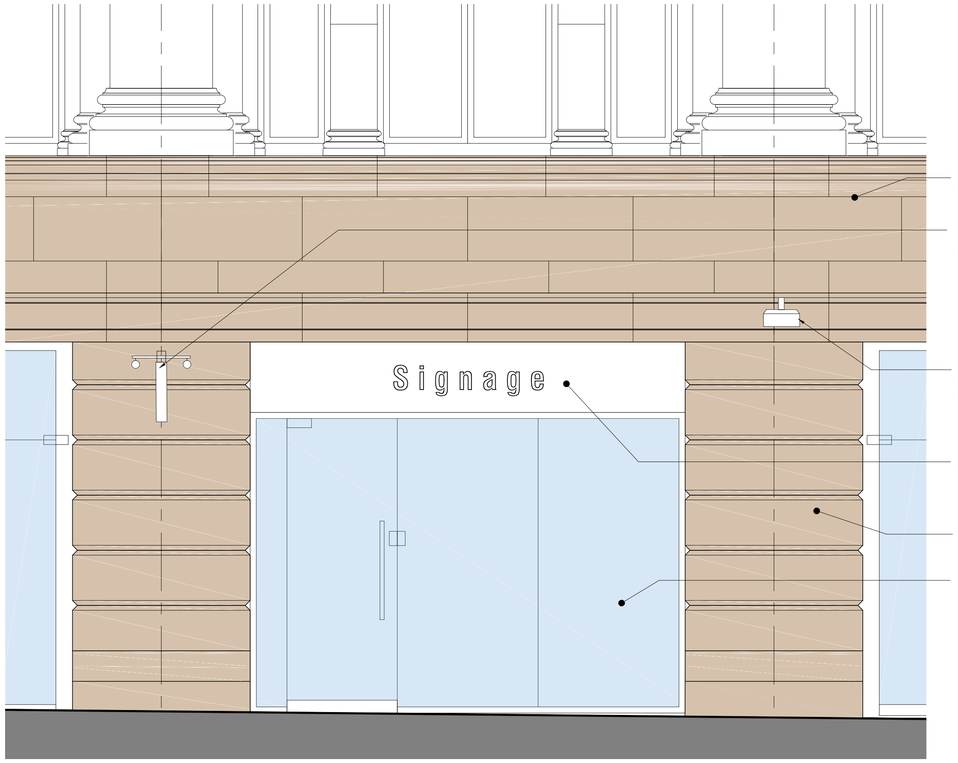
Project No.	Drawing No.	Revision
131145	380	C

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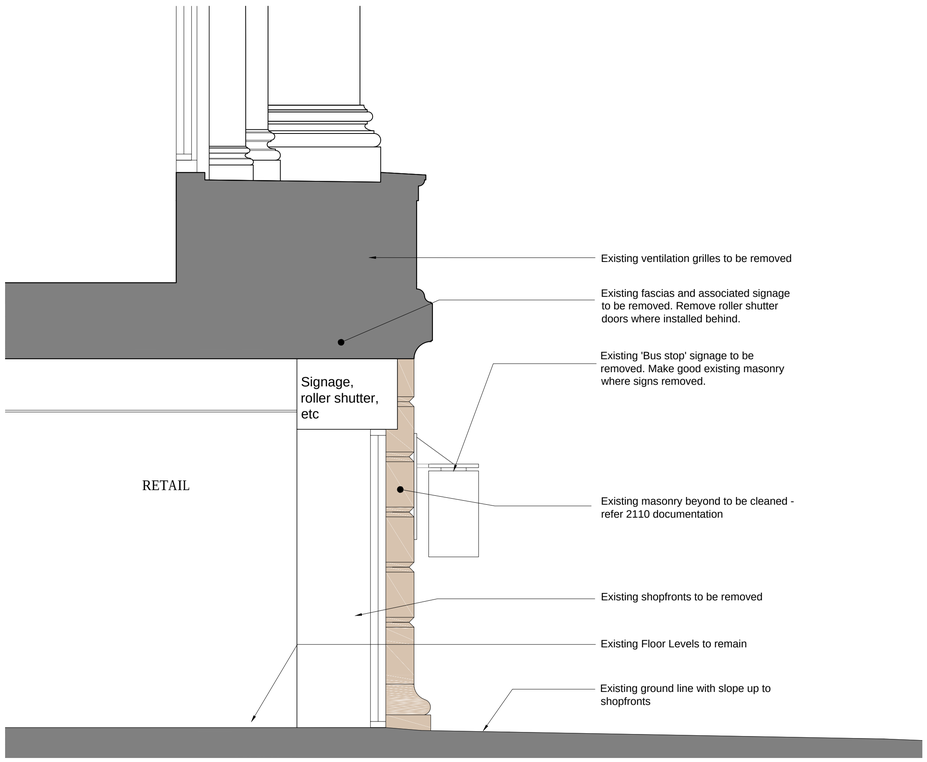
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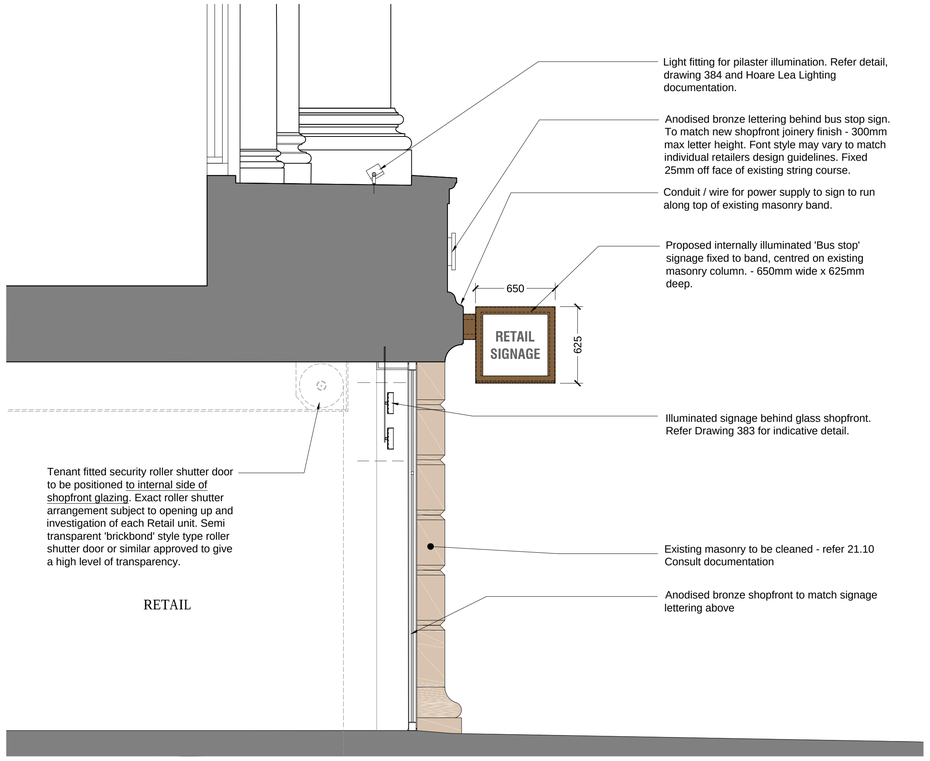
1 TYPICAL EXISTING SHOPFRONT ELEVATION
SCALE 1:25



2 TYPICAL PROPOSED SHOPFRONT ELEVATION
SCALE 1:25



3 TYPICAL EXISTING SECTION THROUGH SHOPFRONT
SCALE 1:25



4 TYPICAL PROPOSED SECTION THROUGH SHOPFRONT
SCALE 1:25

NOTE:
1. REFER *HOARE AND LEA LIGHTING* DOCUMENTATION FOR EXTERNAL AND INTERNAL LIGHTING PROPOSALS.

2. REFER *21.10 CONSULT* DOCUMENTATION FOR CLEANING AND REPAIR PROPOSALS TO EXTERNAL FACADES.

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B	01.04.15		Draft for Review
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PLANNING

Client
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Project
MANCHESTER ROYAL EXCHANGE
EXTERNAL WORKS PLANNING APPLICATION

Drawing Title
SHOPFRONT & SIGNAGE STRATEGY
TYPE 2 -
MARKET STREET & CROSS STREET

Drawn	Checked	Paper Size	Scale	Date
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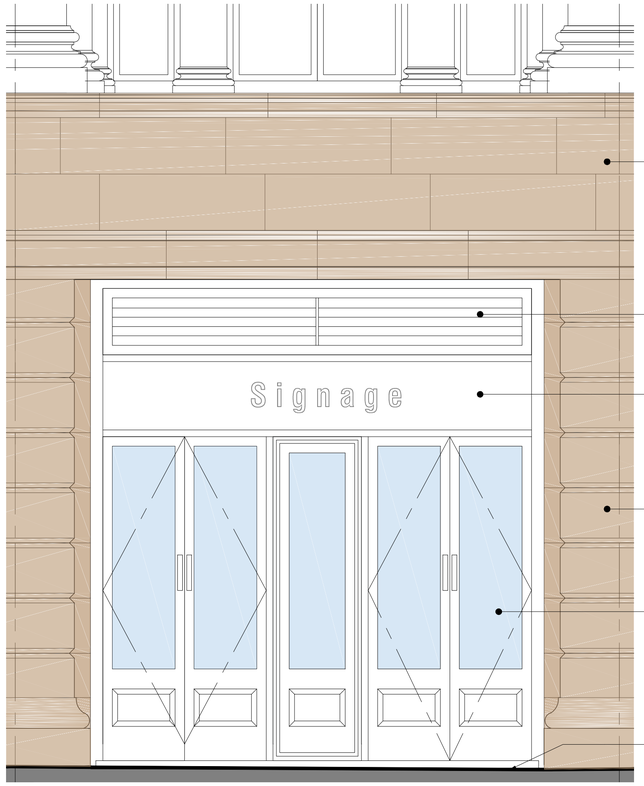
Project No.	Drawing No.	Revision
131145	381	C

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NOTES:



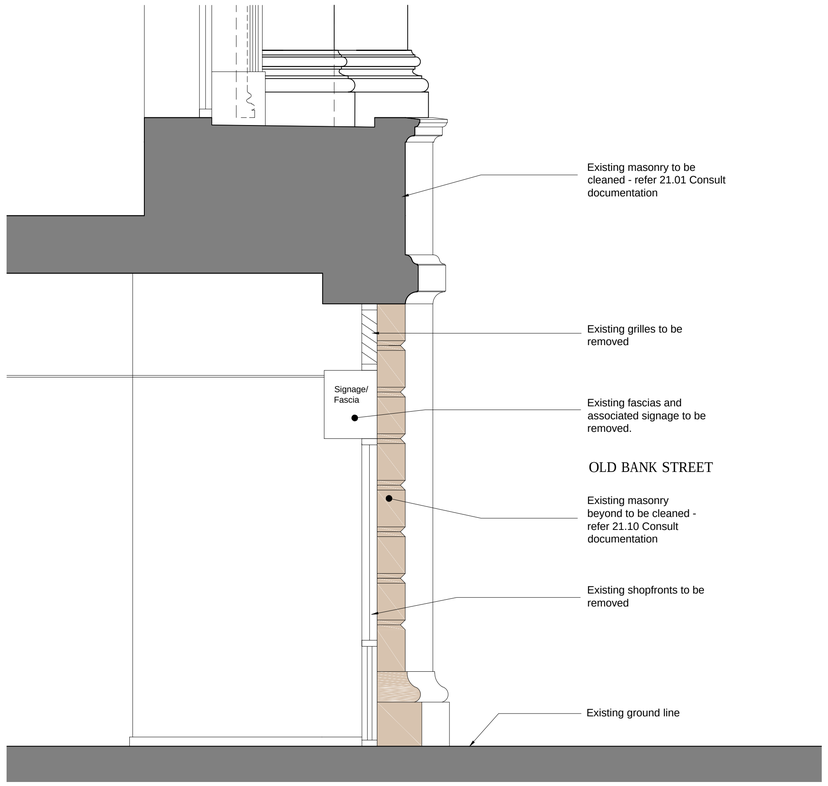
1 TYPICAL EXISTING SHOPFRONT ELEVATION
SCALE 1:25



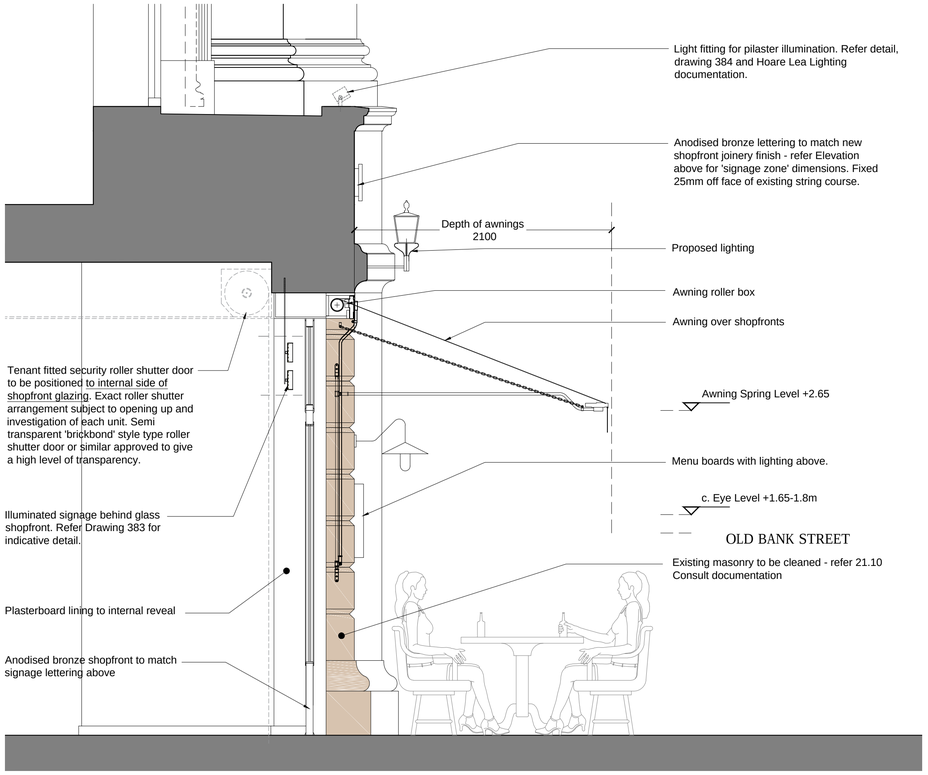
2 TYPICAL PROPOSED SHOPFRONT ELEVATION - AWNING CLOSED
SCALE 1:25



3 TYPICAL PROPOSED SHOPFRONT ELEVATION - AWNING OPEN
SCALE 1:25



4 TYPICAL EXISTING SECTION THROUGH SHOPFRONT
SCALE 1:25



5 TYPICAL PROPOSED SECTION THROUGH SHOPFRONT
SCALE 1:25

NOTE:
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2. REFER *21.10 CONSULT* DOCUMENTATION FOR CLEANING AND REPAIR PROPOSALS TO EXTERNAL FACADES.

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C	12.06.15		Planning Application
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EXTERNAL WORKS PLANNING APPLICATION

Drawing Title
SHOPFRONT & SIGNAGE STRATEGY
TYPE 3 -
OLD BANK STREET

Drawn	Checked	Paper Size	Scale	Date
JOC	SB	A1	1:25	APR 2014

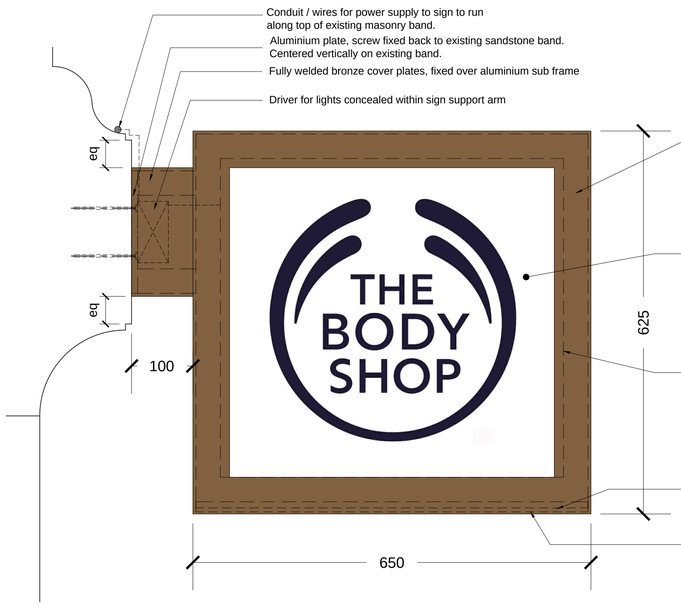
Project No.	Drawing No.	Revision
131145	382	C

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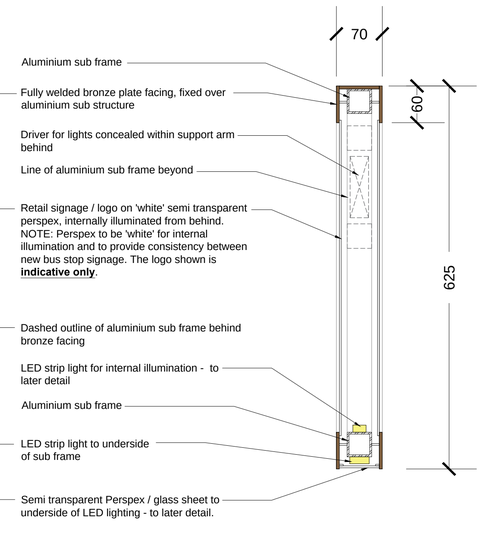
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NOTES:



1 PROPOSED BUS STOP SIGN ELEVATION
SCALE 1:5



2 PROPOSED BUS STOP SIGN SECTION
SCALE 1:5



3 PROPOSED BUS STOP SIGN IMAGE
NTS

DESIGN INTENT SUMMARY:

"DE-CLUTTER THE EXISTING FACADES AND CREATE A UNIFIED AND CO-ORDINATED SHOPFRONT DEVELOPMENT WHILE ENHANCING THE BUILDINGS' HISTORY".

EXTERNAL SHOPFRONTS:
- NEW CONSISTENT BRONZE SHOPFRONT WITH CLEAR GLAZING.

SIGNAGE:
- NEW SIMPLE ANODISED BRONZE LETTERING TO EXISTING MASONRY STRING COURSE. TO MATCH SHOPFRONT FINISH.
- NEW ILLUMINATED SIGNAGE BEHIND GLASS SHOPFRONT.
- NEW SIMPLE, UNCLUTTERED INTERNALLY ILLUMINATED BUS STOP SIGNAGE FIXED TO EXISTING MASONRY.

LIGHTING:
- NEW LIGHTING TO SIGNAGE AND TO EXTERNAL FACADE - REFER HOARE LEA DOCUMENTATION.

GENERAL:
- REMOVAL/RELOCATION OF EXISTING EXPOSED CONDUITS AND WIRING TO FACADE.
- REMOVAL/RELOCATION OF EXISTING SECURITY FIXTURES.
- CLEANING AND REPAIR OF EXISTING MASONRY.

NOTE:
1. REFER *HOARE AND LEA LIGHTING* DOCUMENTATION FOR EXTERNAL AND INTERNAL LIGHTING PROPOSALS.

2. REFER *21.01 CONSULT* DOCUMENTATION FOR CLEANING AND REPAIR PROPOSALS TO EXTERNAL FACADES.



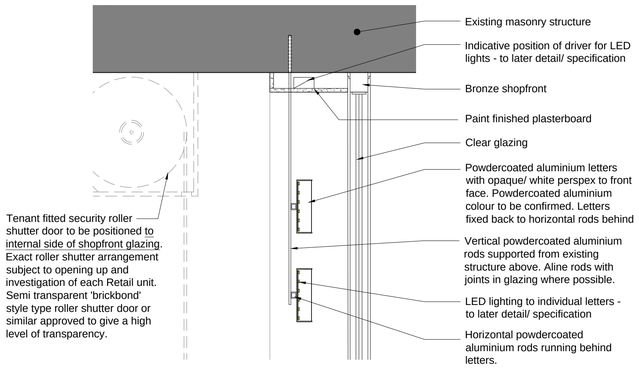
PRECEDENT IMAGES FOR BRONZE LETTERING - Regent Street, London



4 PROPOSED BRONZE RETAIL LETTERING (TEXT SHOWN IS INDICATIVE ONLY)
NOT TO SCALE



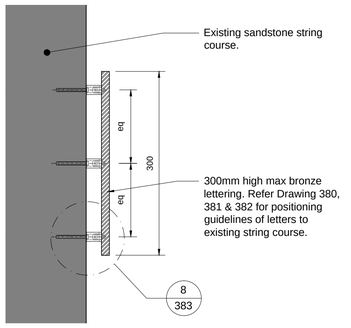
5 PROPOSED INTERNALLY ILLUMINATED SIGN ELEVATION
SCALE 1:10



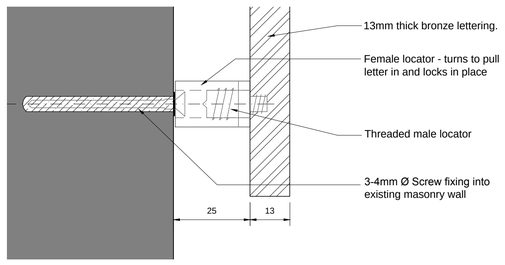
6 PROPOSED INTERNALLY ILLUMINATED SIGN SECTION
SCALE 1:10



PRECEDENT IMAGES FOR ILLUMINATED LETTERING
Starbucks Coffee, St Ann's Square



7 BRONZE LETTERING SECTION
SCALE 1:5



8 BRONZE LETTERING FIXING DETAIL
SCALE 1:1

Rev	Date	Initial	Notes	Chk
C	12.06.15		Planning Application	
B	01.04.15		Draft for Review	
A	28.10.14		Issued for discussion	

PLANNING

Client
TRINITY IM

Project
MANCHESTER ROYAL EXCHANGE
EXTERNAL WORKS PLANNING APPLICATION

Drawing Title
PROPOSED SIGNAGE DETAILS: BUS STOP SIGN, BRONZE LETTERING & INTERNAL SIGNAGE

Drawn	Checked	Paper Size	Scale	Date
JOC	SB	A1	as shown	APR 2014

Project No.	Drawing No.	Revision
131145	383	C

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