



OSBORNE YARD SIGNAGE STRATEGY IN RELATION TO CONDITION 32

Introduction

This Signage Strategy is in relation to condition 32 of planning application 127971/FO/2020 for the erection of a 6 storey building to form 90 residential apartments at 269-275 Oldham Road, M40 7PS. The purpose of this signage strategy is to discharge condition 32, to illustrate the design intent, materiality, and lighting approach for external signage across the development.

Objectives

The signage strategy has been developed to ensure legibility, material consistency, and minimal visual clutter, in keeping with the architectural character and planning context of the site.

Signage Types

1. Externally Illuminated Projected Lettering

- Dimensions: 2600mm x 250mm x 100mm projection
- Finish: Powder-coated aluminium in RAL 7008 (Khaki Grey)
- Mounting: Individual letters with concealed rear fixings
- Illumination: Concealed backlighting, compliant with ILP Guidance Note 01/21, ensuring minimal impact on neighbouring properties, the public realm, and the night-time environment
- Locations: Drawing Ref. 2075-ABWA-ZZ-ZZ-DR-A-(12)-0035, *Types 1, 2, and 3*

2. Unlit Aluminium Plaques

- Dimensions: 250mm x 250mm x 10mm
- Finish: Powder-coated aluminium in RAL 7008 (Khaki Grey)
- Mounting: Concealed rear fixings on masonry or metal substrate
- Locations: Drawing Ref. 2075-ABWA-ZZ-ZZ-DR-A-(12)-0035, *Types 4 and 5*

Design Rationale

- Ensures legibility through clear typeface and appropriate scale for both pedestrian and vehicular users
- Maintains material consistency with the approved architectural palette
- Minimises visual clutter through restrained dimensions and concealed fixings
- Respects planning context by controlling luminance, directionality, and hours of operation to avoid light pollution



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This approach ensures the signage is both functional and sympathetic to its surroundings, supporting wayfinding without detracting from the architectural integrity of the development.

Implementation & Monitoring

Arca and CERT Property will oversee the installation of the signage which will be installed during the work for completion of the scheme prior to occupation.

