



ATELIER.MB

SIGNAGE STRATEGY

1995

REVISION	-
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ARCHITECTURE + HERITAGE

AMAZON HOUSE • BRAZIL STREET
MANCHESTER • M1 3PW

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1.0 INTRODUCTION

1.1 INTRODUCTION

This supplementary Planning report has been prepared by AtMB to support a Planning and Listed Building Consent application in relation to 77-79 Mosley St, Manchester.

The report should be read in conjunction with the full application, including the D&A Statement, Heritage Statement, and drawing pack.

This document summarises a proposed signage strategy, and is to be used to inform future Advertisement Consent Applications.



Mosley St, 1973 - Discrete Projecting Signage.



Mosley St, 1950s Signage Proposals for the Huddersfield Building Society



Mosley St, 1950s Signage Proposals for the Huddersfield Building Society

2.0 SIGNAGE STRATEGY

2.1 SIGNAGE

New signage must be limited to agreed zones to ensure they do not obscure the built form.

These zones have been located in positions which reflect the architectural features of the facade, and how the historic frontage has been used previously.

We have referred to historical imagery when preparing this strategy.

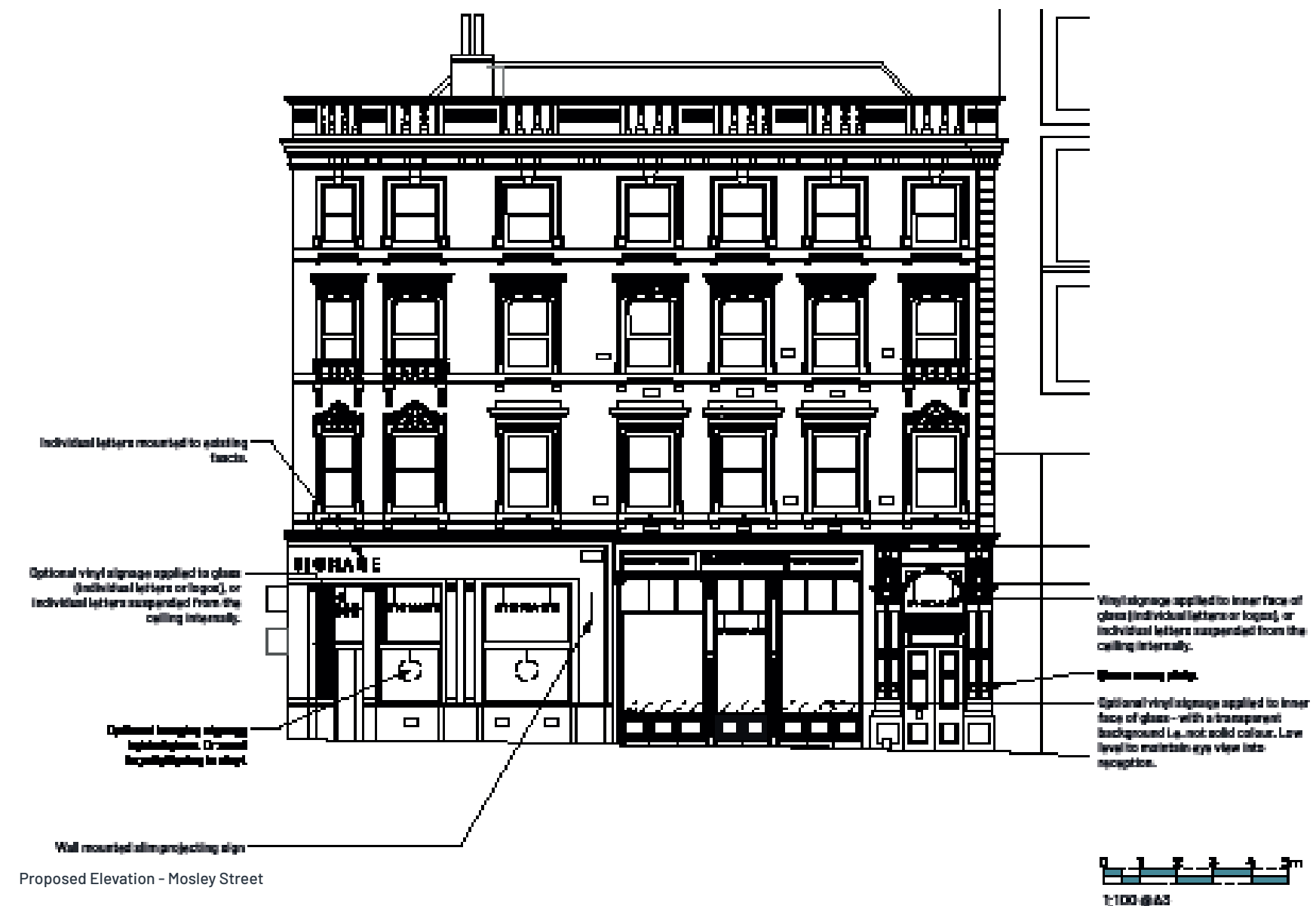
There are three distinct elevational styles/zones at ground floor, and each has been given a different signage zone, to suit the existing proportions and style.



Proposed Elevation Princess Street

The associated Signage Strategy drawings give various options in terms of signage positioning and type. However, the colour and shape of signage may reflect that of the tenants logo.

- Individually or slim bar mounted letters set off from the facade are a clear way to express a brand without over dominating the facade.
- Internally ceiling mounted individual letters or logos can be seen externally, whilst remaining deferential to the historic facade.
- Localised use of vinyl signage applied to the internal face of the glass can also be a successful way to advertise a brand whilst ensuring that the permeability of the glazing is retained.
- There are precedents for secondary projecting signs to be installed on this building. Where possible, existing fixing holes or mortar joints should be used. These should be slim in section, and raised high enough so as to not impact pedestrian activity.





Optional letters mounted externally on a single bar fixed into mortar joints to either side. Alternatively a slim bar could be mounted in place of individual letters. Again, this needs to be able fixed into existing joints.



Proposed Elevation - Back George Street

OLD PLACES • NEW STORIES

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