



Studio Power

Signage Strategy

Waterhouse Gardens, Manchester

This document has beed produced for Manchester City Council on the Waterhouse Gardens development on Trinity Way.

This document focuses on the design proposal of the signage for the retail units across the whole development.

Introduction

Precedent

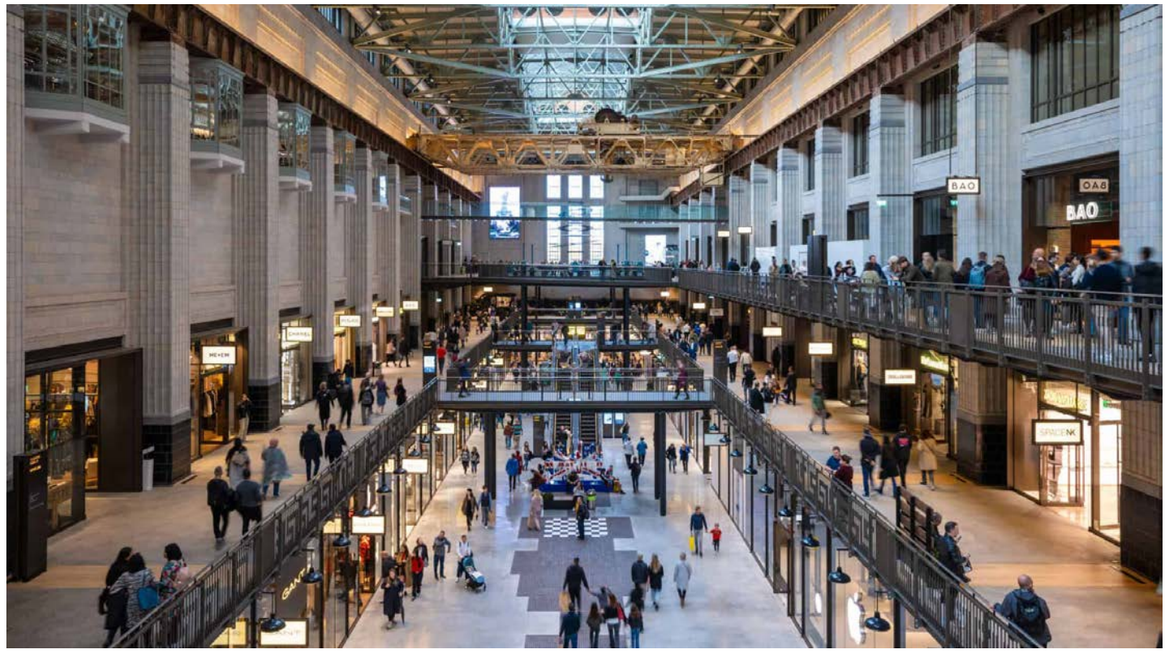
The design for Waterhouse Gardens takes precedent from the signage in Battersea Power Station in London. In this development, the signage design is consistent throughout the whole central atrium.

The signage imitates a picture frame design which can be illuminated. The frame matches the colour of the curtain wall frame used in the shop front and the industrial aesthetic of the Battersea Power Station.

Waterhouse Gardens' proposal aims to use a similar strategy. A rectangular format is to be proposed which can be illuminated. The material colour of the signage is to match the curtain walling and window frames to ensure consistency across the whole development.



Cutting Square, Ancoats



Battersea Power Station

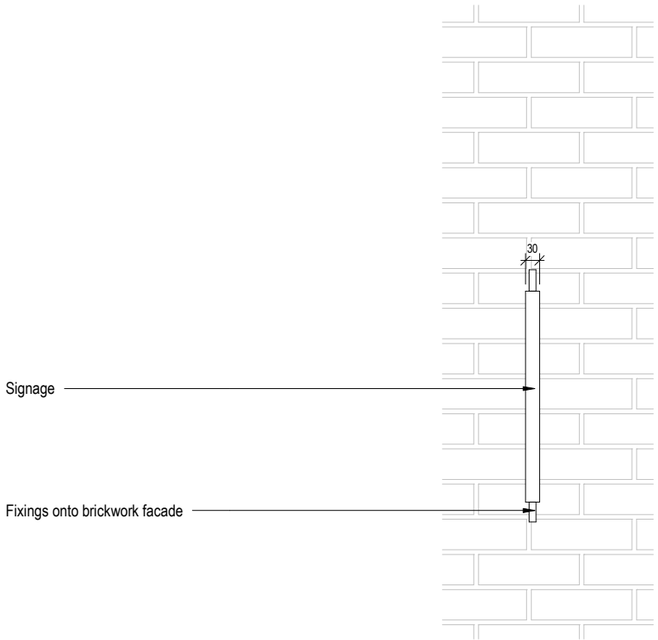


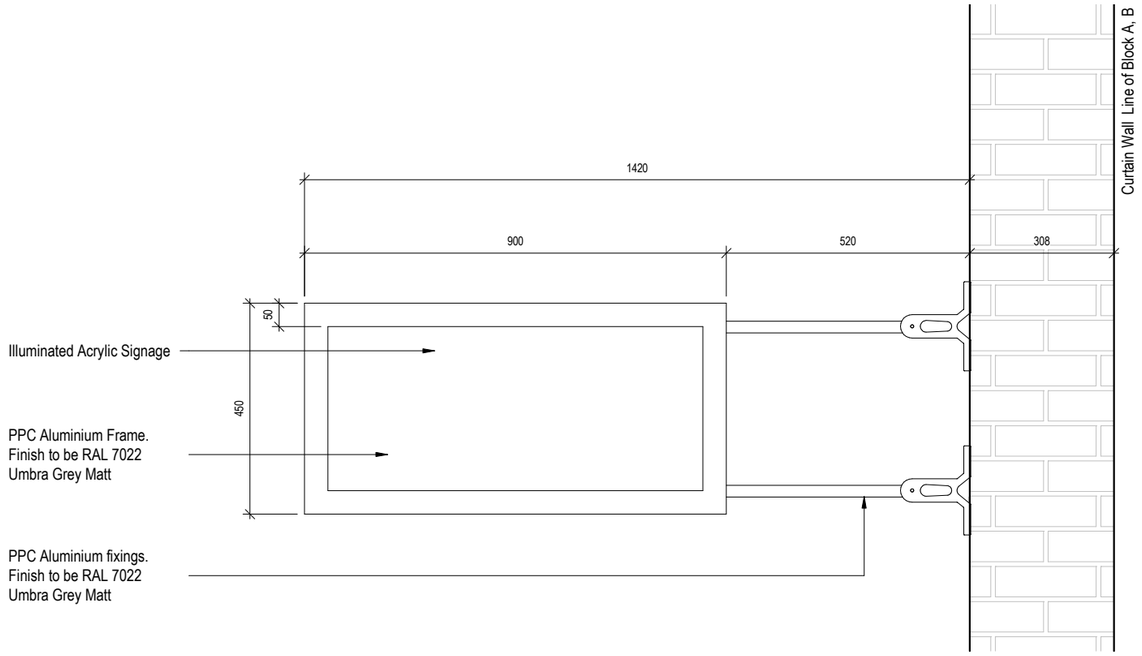
Coal Drops Yard

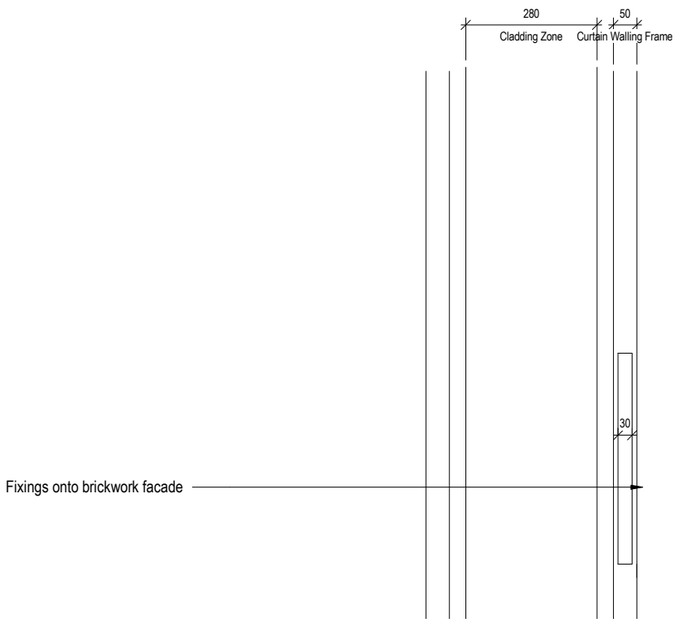


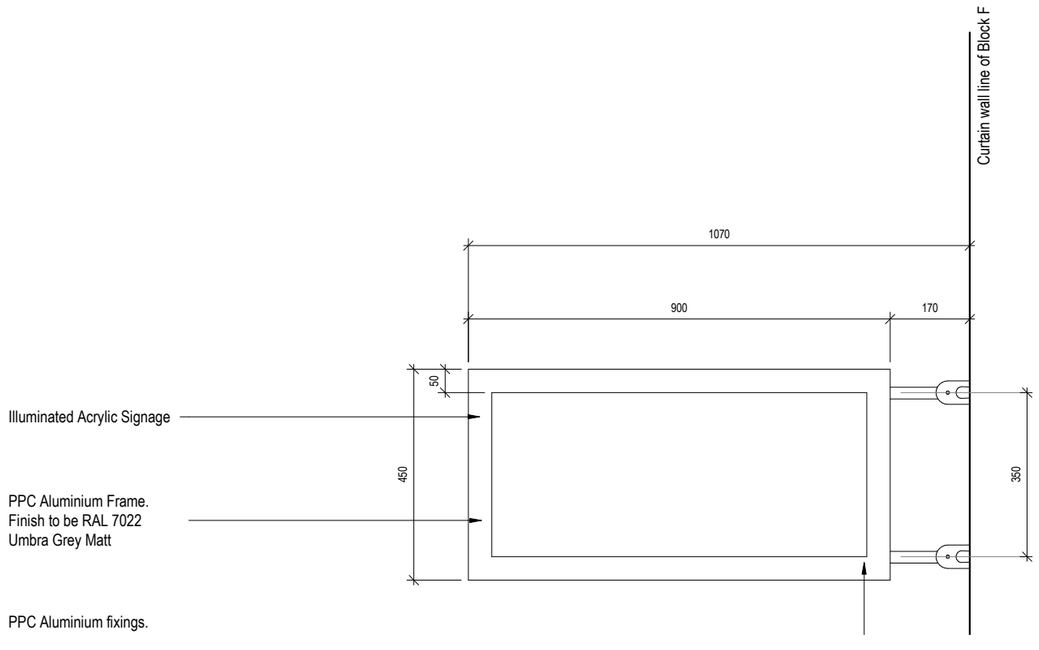
Battersea Power Station

Signage Fixing Details







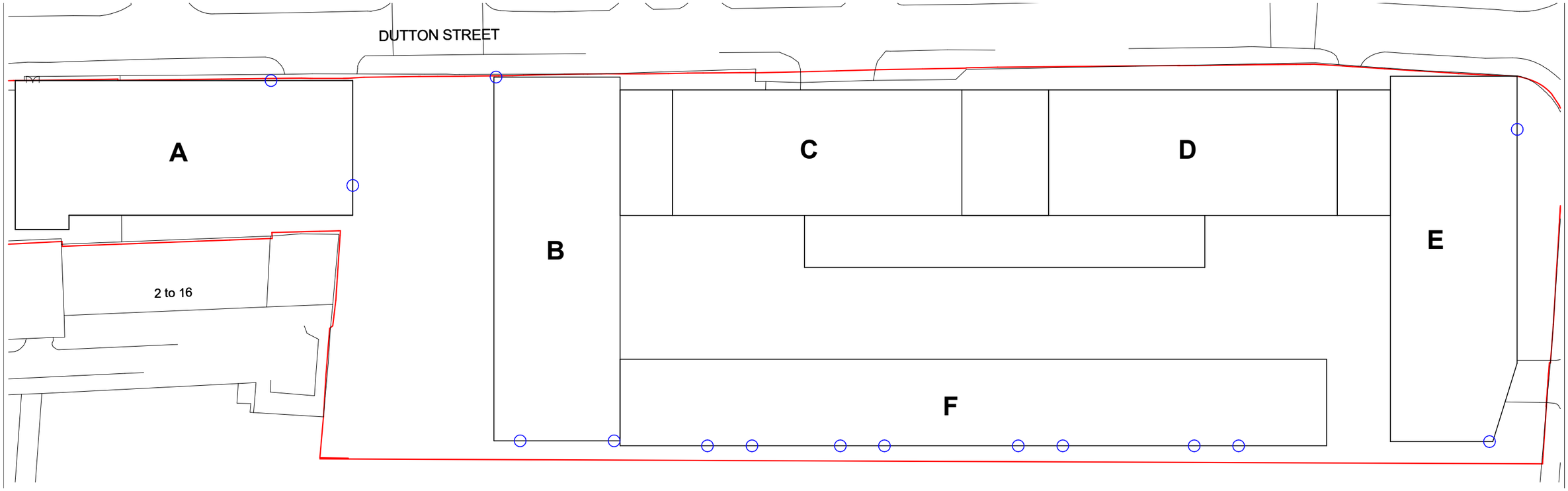


Signage Locations

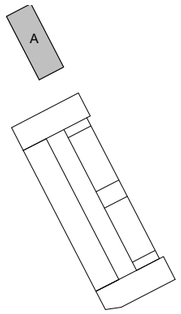
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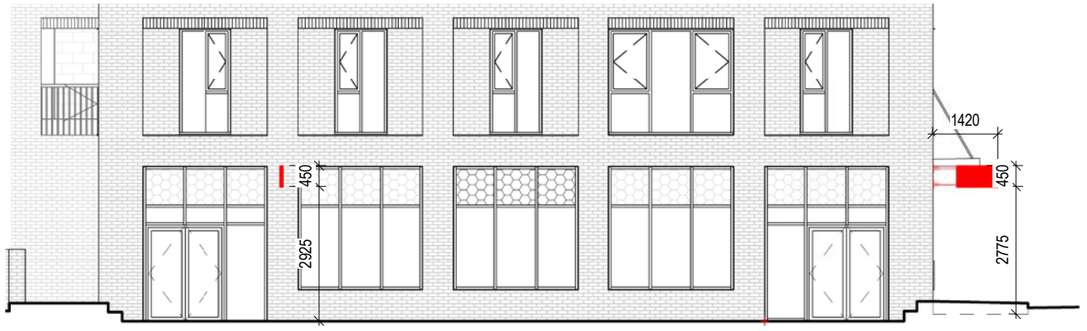
Proposed location of Signage

All signage (excluding projecting signs as set out within this document) must be located behind the glazing and all clear glazing must be retained.



Block A - Signage Locations



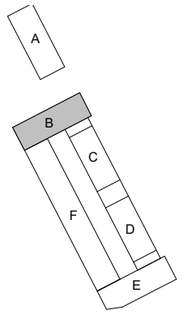


2 | Block A - Signage Consent
1 : 100



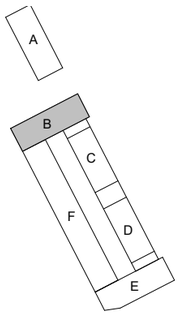
1 | Block A - Dutton Street Elevation - Signage Consent
1 : 100

Block B - Signage Locations



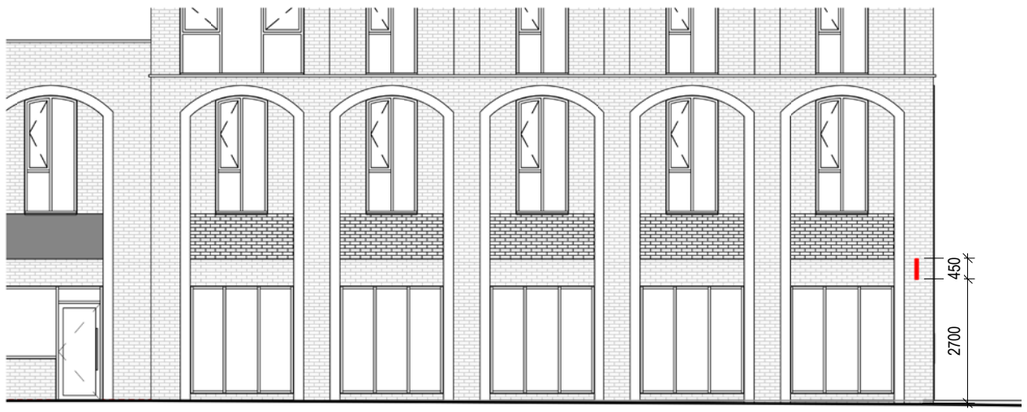


Block B - Signage Locations



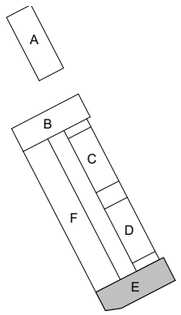


3 | Block B - Avenue
1 : 100



1 | Block B - Dutton Street - Signage Consent
1 : 100

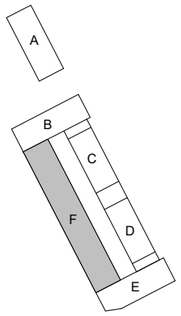
Block E - Signage Locations

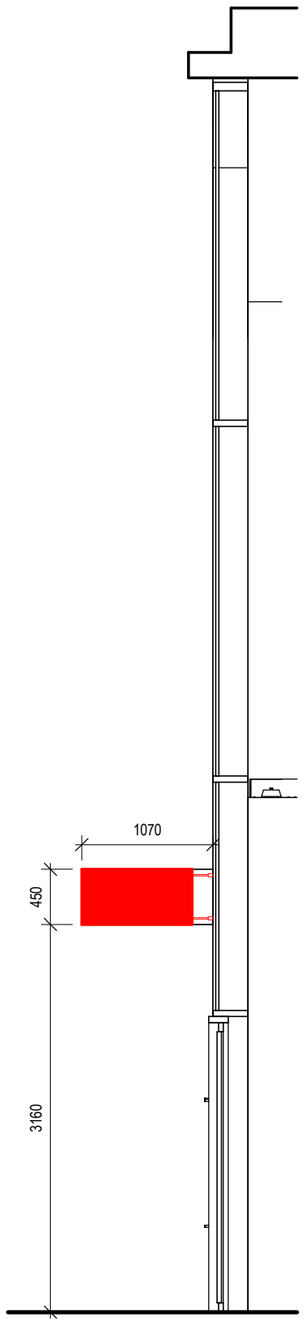


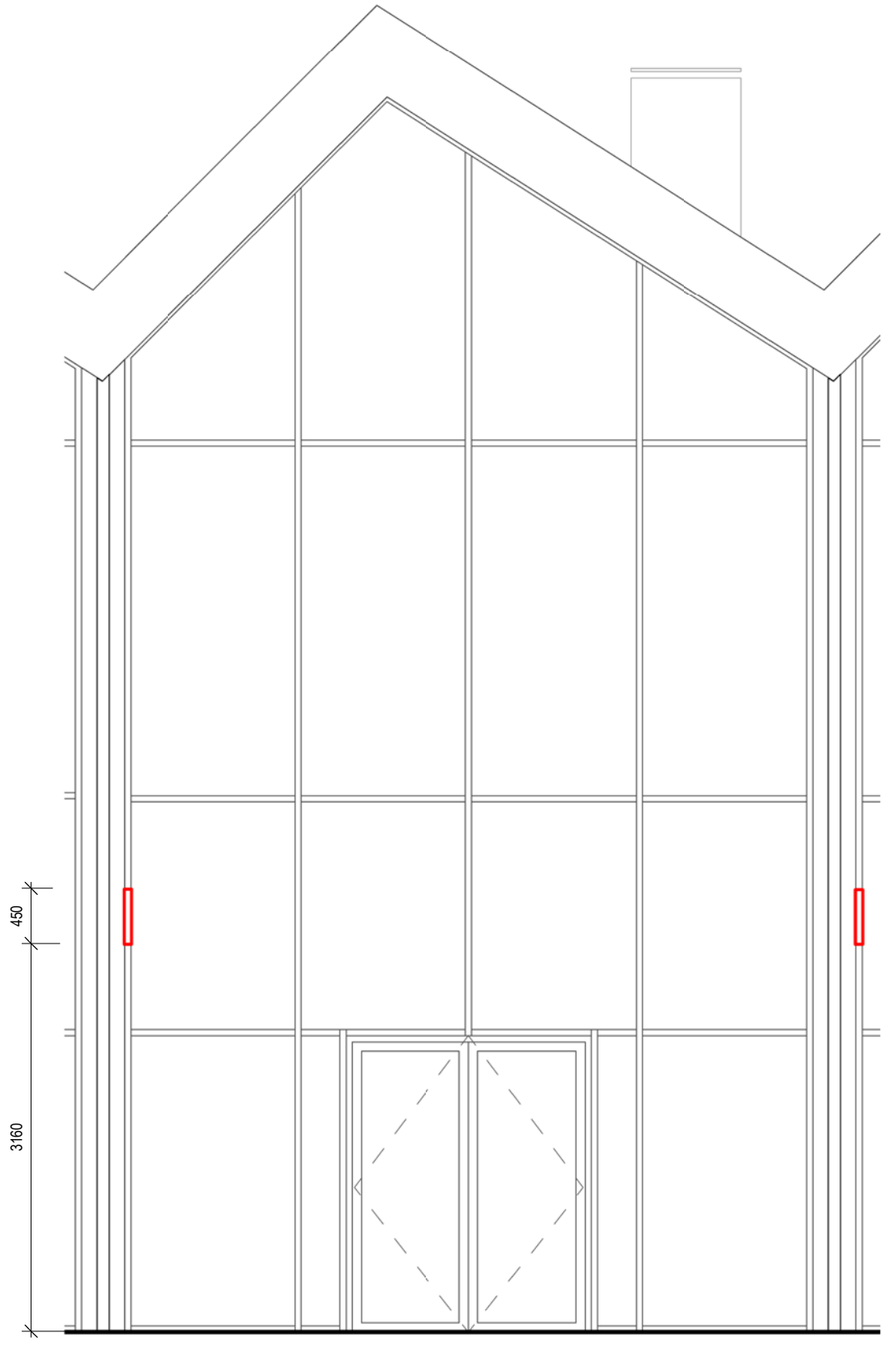




Block F - Signage Locations







Block F - Signage Locations

