LADT



CAMPFIELDS TEMPORARY SIGNAGE | Design and Access Statement - 10/04/2025

REVISION A

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Introduction

The Campfield Buildings are a significant and historical piece of Architecture within Manchester.

The Grade II listed buildings received planning permission in early 2024 for restoration and conversion to a new tech, media and creative industries hub.

The signage is important to signify a new function for the buildings and attract a new generation to participate and enjoy in these spaces. It is required to highlight access points for the building user groups and ensure ease of access.

As part of the launch event for the Campfields Buildings the client is requesting to install marketing signage to the building on a temporary basis. This is critical to advertise the new uses of the building and let the public know that the buildings are now open.

There are a number of different types of sign that are being proposed that are outlined in this document.



Site Character

Castlefield Conservation Area:

- The Castlefield area has evolved over a very long period of time, reflected in its varied architecture. Diversity of form and style and insertion of modern materials sit alongside the industrial and decorative historic fabric.

- Although the variety of building materials used in Castlefield is very wide, it tends to be more rugged and industrial in character than in other parts of Manchester. Stone, red brick and slate are used extensively, and of course the intricate cast-iron and glass frames of the Campfield Market buildings.

- The predominant material palette is dominated by red brick to much of the streetscape both in the modern development on Tonman Street and the older terraces on the southern side of Liverpool Road.

- The dominating nature of the Campfields Buildings adds varied shades of grey/blue in the immediate vicinity of the Conservation Area, both in the paintwork and picked up in the decoration and detailing on adjacent buildings













Signage in Locality

Castlefield Conservation Area:

- Castlefield is an area of Manchester that is characterised by its unique historical sites, museums and industrial character. It is an area widely used by both residents and tourists to the city.

- The predominance of visitors to the area means that the signage and wayfinding is an important necessity to highlight attractions and locations of interest and enhance people's visitor experience.

- There is a variety of signage style, colour and design to be found across the Conservation Area. Ranging from the more traditional directional post signage to large format flags and banners mounted on the Museum of science and Industry

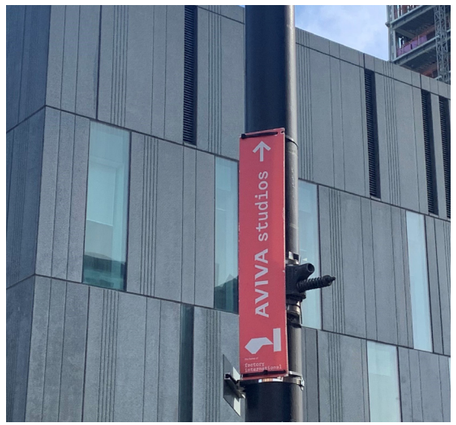
- In terms of temporary signage, there is a prevalence of transitional signs surrounding the Museum of Science and Industry, both on the building and adjacent lam posts, that advertise events, openings and exhibitions.















Marketing Signage

Lower Campfields- Temporary







CAMPFIELD

CAMPFIELD HOUSE

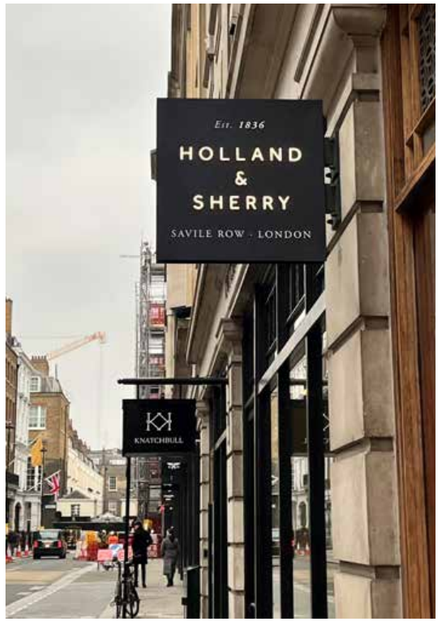
Temporary Signage

Proposals

1. Flag Banner Sign

The proposal is for double sided fabric banner signs to be mounted to the upper level of the facade. They will be mounted on a projecting metal bracket system.

The flag banner sign will be in place for the duration of 3 months for the launch event.







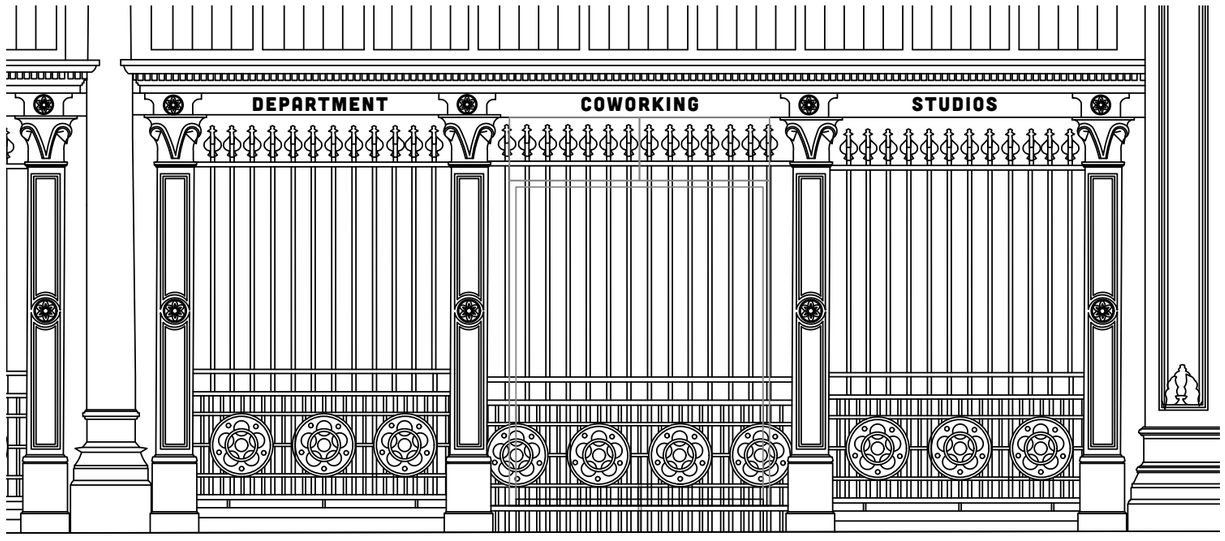
Temporary Signage

Proposals

2. Fin Sign

The proposal is for double sided metal fin sign (non illuminated) to be mounted to the lower level blockwork on the facade. They will be mounted on a simple small projecting metal bracket.

The fin sign will be in place for the duration of 3 months for the launch event.





Temporary Signage

Proposals

3. Brand Works

The proposal is to place temporary vinyl words with cut-out letters, to the bays at Ground Level, in the run up to and during the launch. The vinyl letters will be removable with no impact to the building fabric.

The brand words will be in place for the duration of 3 months

The proposed words are below:

DEPARTMENT
WORKSPACE
COWORKING

PREMIUM OFFICES
STUDIOS
MEETINGS & EVENTS

EXCHANGE
TECH ACCELERATOR
WORKSHOPS

Liverpool Road

* Permanent building signage is shown for context, but is being submitted under a separate planning application.



INVENTORY WORDS
- plot cut vinyl black lettering

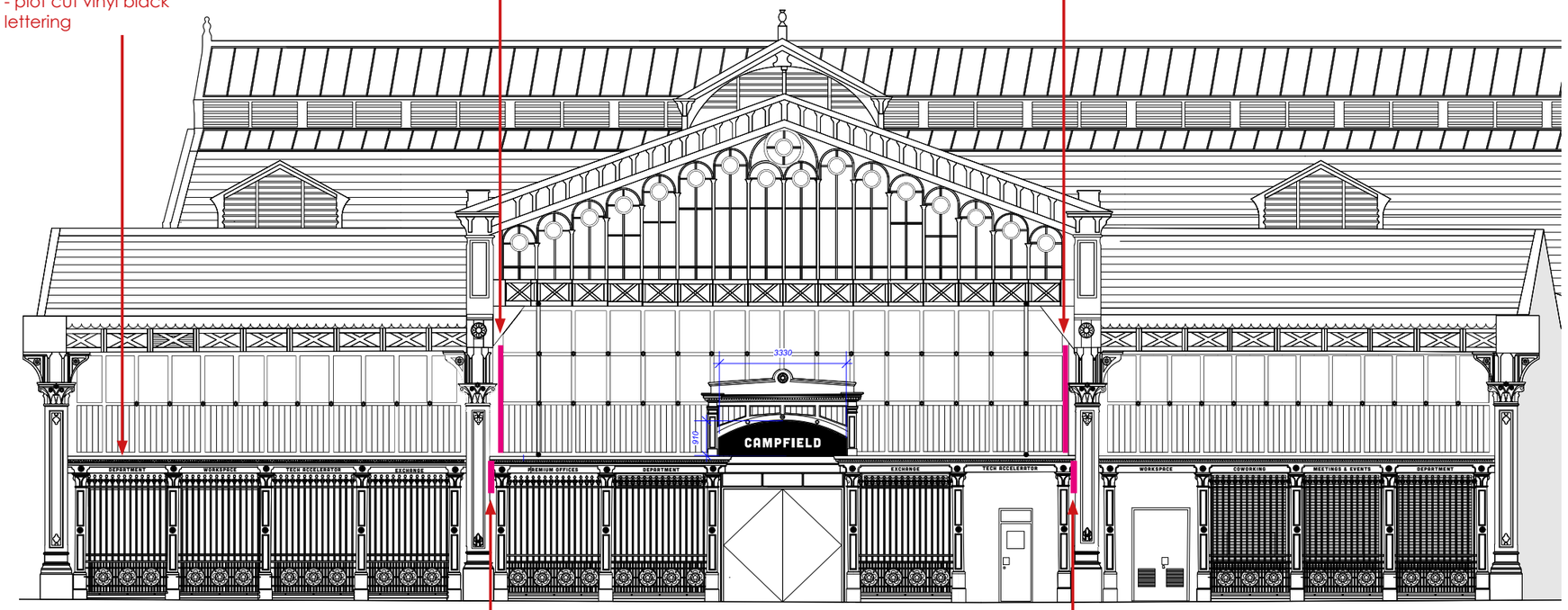
PROJECTING FLAG BANNERS x 2
Hanging banner signs. Approx size: 1,500mm wide x 2,500mm hgh.

Lower Byrom Street

* Permanent building signage is shown for context, but is being submitted under a separate planning application.

PROJECTING FLAG BANNERS x 2
Hanging banner signs.
Approx size: 1,500mm wide x 2,500mm high.

INVENTORY WORDS
- plot cut vinyl black lettering



PROJECTING FIN SIGNS x 2
Sign to be black metal with White text. Artwork and size approx 500mm x 500mm. Projecting bracket attached to existing brickwork.

Marketing Signage

Upper Campfields- Temporary







CAMPFIELD STUDIOS

CAMPFIELD STUDIOS

Temporary Signage

Proposals

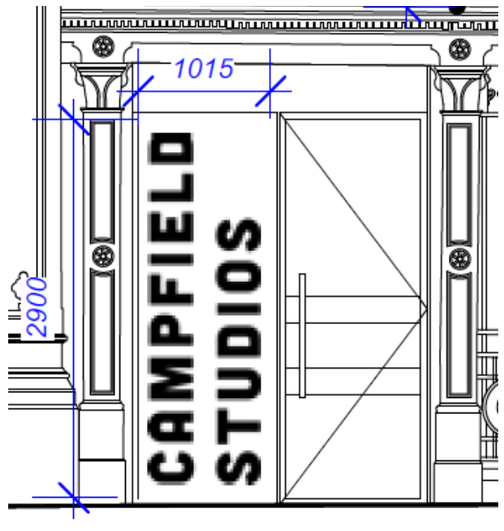
1. Flag Banner Sign

The proposal is for double sided fabric banner signs to be mounted to the upper level of the facade. They will be mounted on a projecting metal bracket system.

The flag banner sign will be in place for the duration of 3 months for the launch event.







Side Panel to Barton Street entrance door

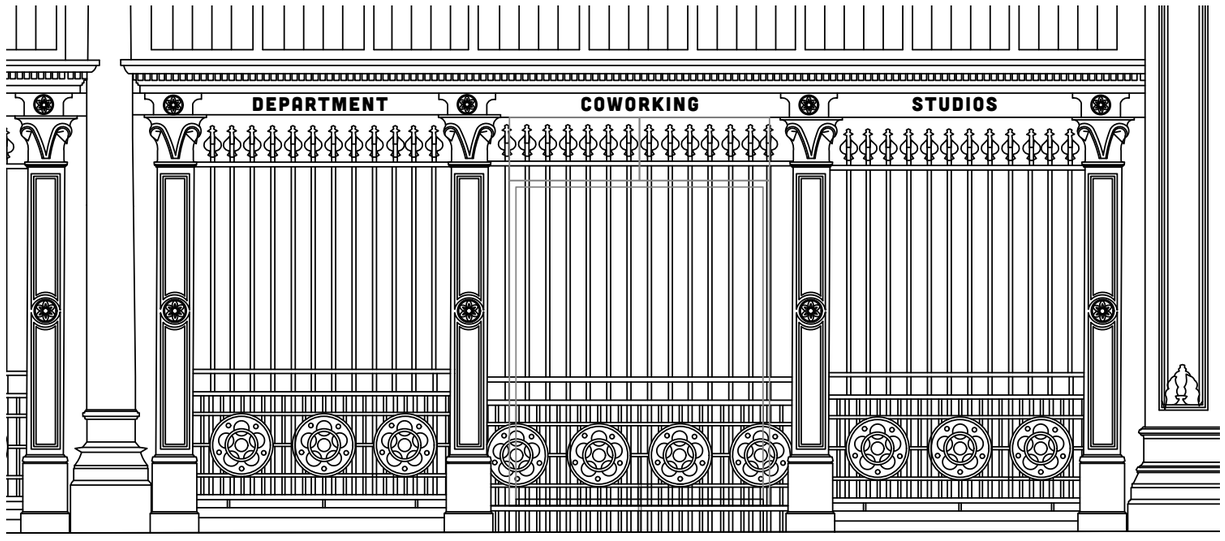
Temporary Signage

Proposals

2. Window vinyl to inside of glazing

We proposed to emphasis the entrance door to Barton Street, with a single vinyl within the side panel to the new glazed door.

On this facade there is no arched overpanel to the entrance doors (which is the location we have used on the other facades across both buildings) so we need to highlight which of the doors along the facade is to be used for entry.





Temporary Signage

Proposals

3. Brand Works

The proposal is to place temporary vinyl words with cut-out letters, to the bays at Ground Level, in the run up to and during the launch. The vinyl letters will be removable with no impact to the building fabric.

The brand words will be in place for the duration of 3 months

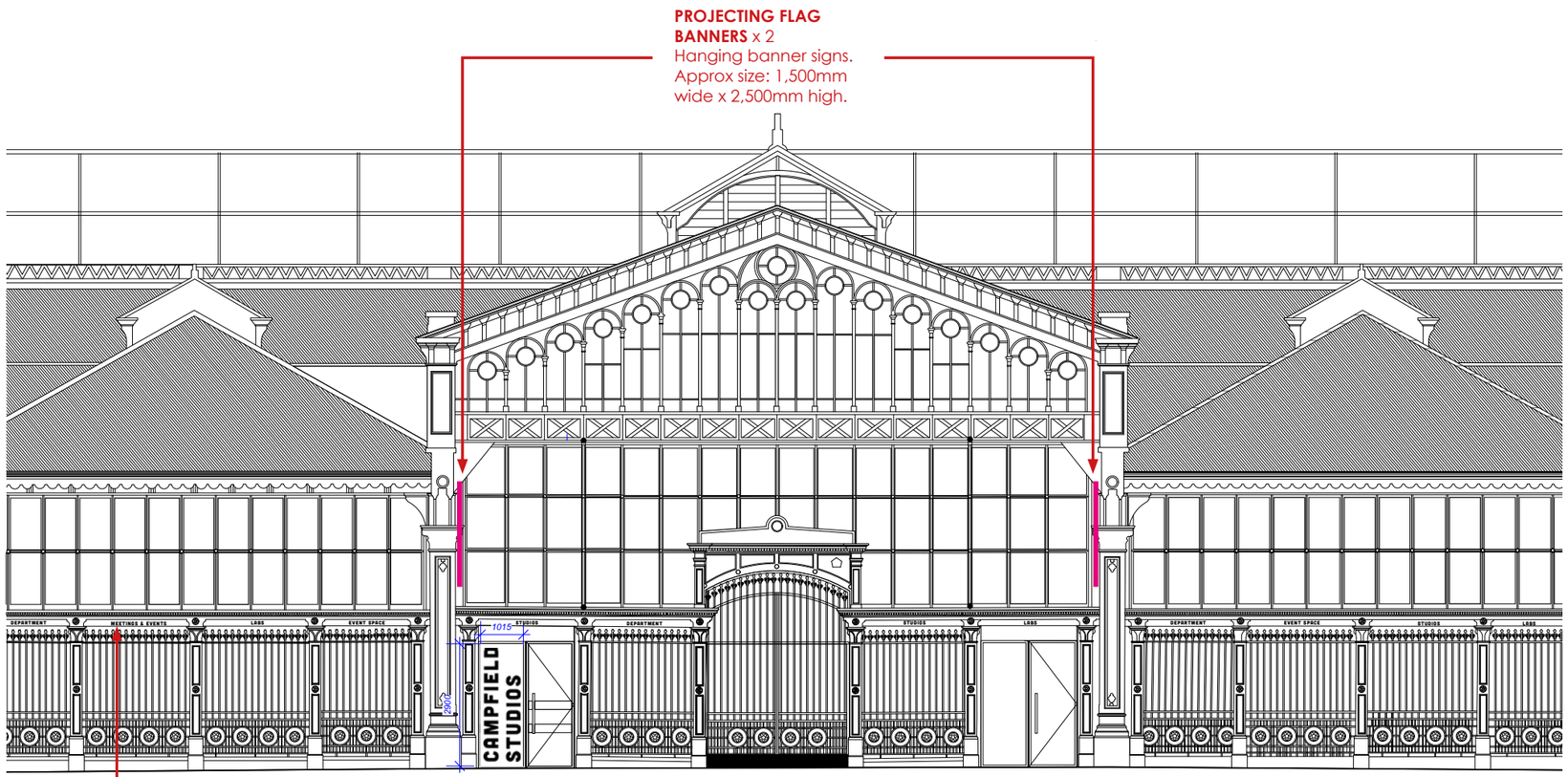
The proposed words are below:

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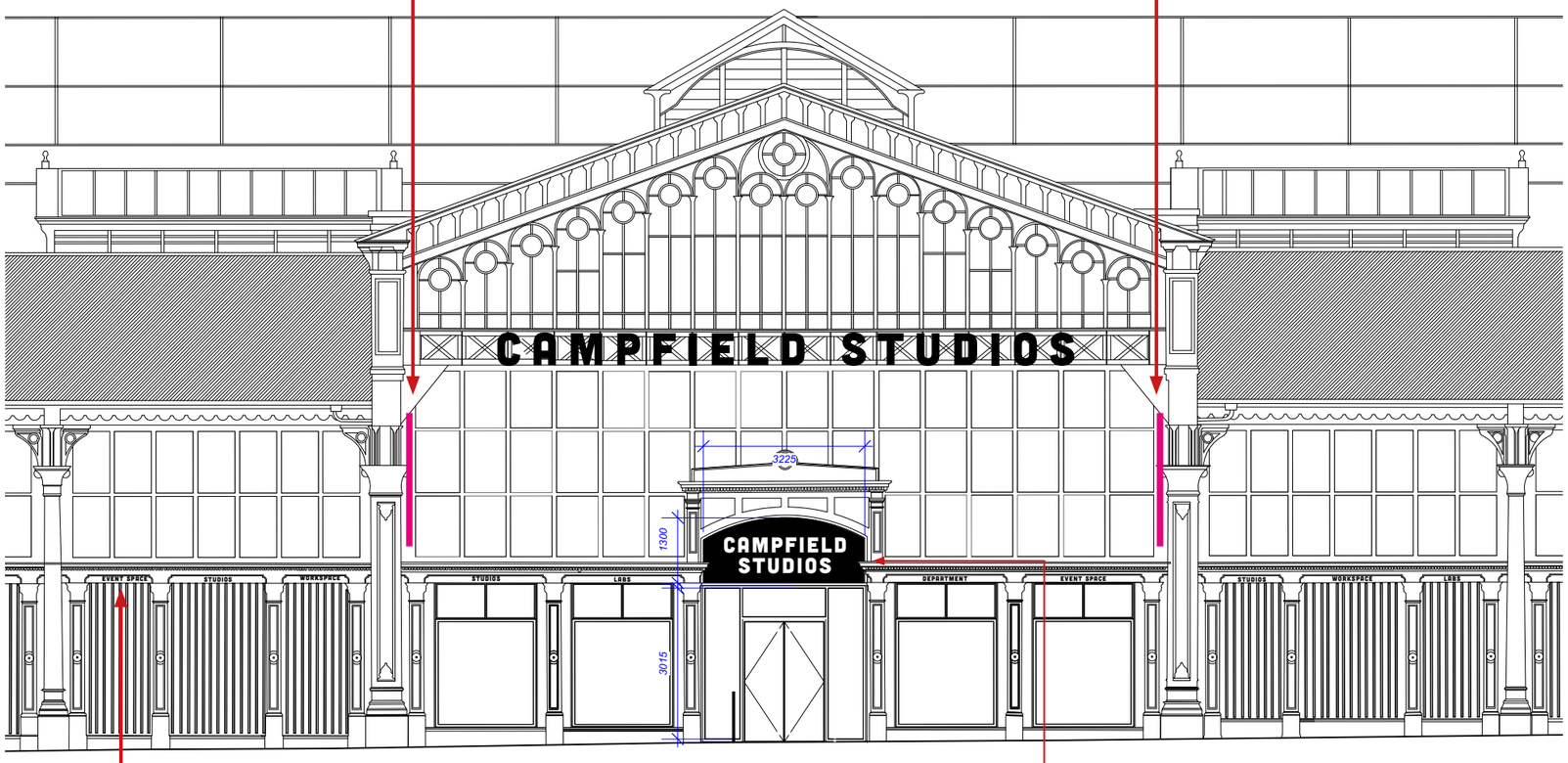
Barton Street



Liverpool Road

* Permanent building signage is shown for context, but is being submitted under a separate planning application.

PROJECTING FLAG BANNERS x 2
Hanging banner signs.
Approx size: 1,500mm wide x 2,500mm high.



INVENTORY WORDS
- plot cut vinyl black lettering

ENTRANCE SIGNAGE
3D illuminated letter cut out signage mounted on black back panel

Fixing Details

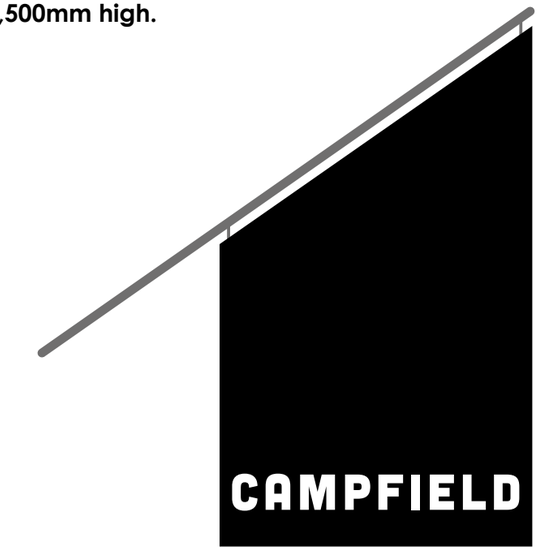
Campfields - flag banners

PROJECTING FLAG BANNERS

Hanging banner signs. Approx size: 1,500mm wide x 2,500mm high.

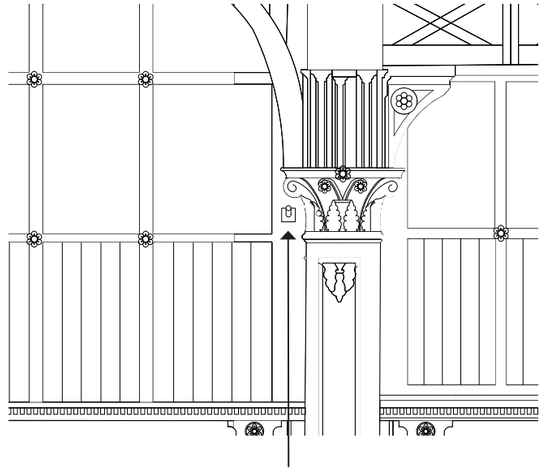


Precedents



Double sided fabric banner with printed text





30 degree angled flag pole bracket. Bracket, fixings and pole to be PPC RAL 1013 Oyster White to match painted timber facade
Mounted to timber surround.

Projecting hanging pole flag banners, to highlight CAMPFIELD + CAMPFIELD HOUSE

Black with White text.
Artwork and size approx 1,500mm x 2,500mm.
Projecting bracket attached to existing timber.

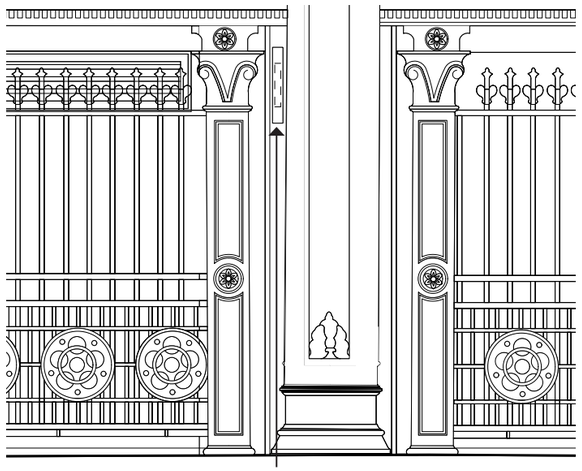
Campfields - fin signs (non illuminated)

PROJECTING FIN SIGN
Lower Byrom Street & Byrom Street



Precedent





Bracket for projecting fin signage to be fixed back to painted blockwork behind the railings and avoiding columns.



T - bracket. Exposed and painted screw fixings.

PPC RAL 7021 Black Grey to match painted blockwork

Projecting wall signs, to highlight Department + Campfield and Exchange + Campfield

Sign to be black metal with White text.
Doubel sided.
Artwork and size approx 500mm x 500mm.
Projecting bracket attached to existing brickwork.



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