



CAMPFIELDS SIGNAGE | Design and Access Statement - 04/11/2025

REVISION L

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01. CONTEXT

Site Context
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Building Context

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.

HART have developed signage proposals for the buildings, with the intent to ensure that the new interventions are sympathetic to the existing architecture and historic facades. The proposal has been considered in the overall context of the Castlefield Conservation Area and adjacent listed structures.

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 Context

Castlefield Conservation Area:

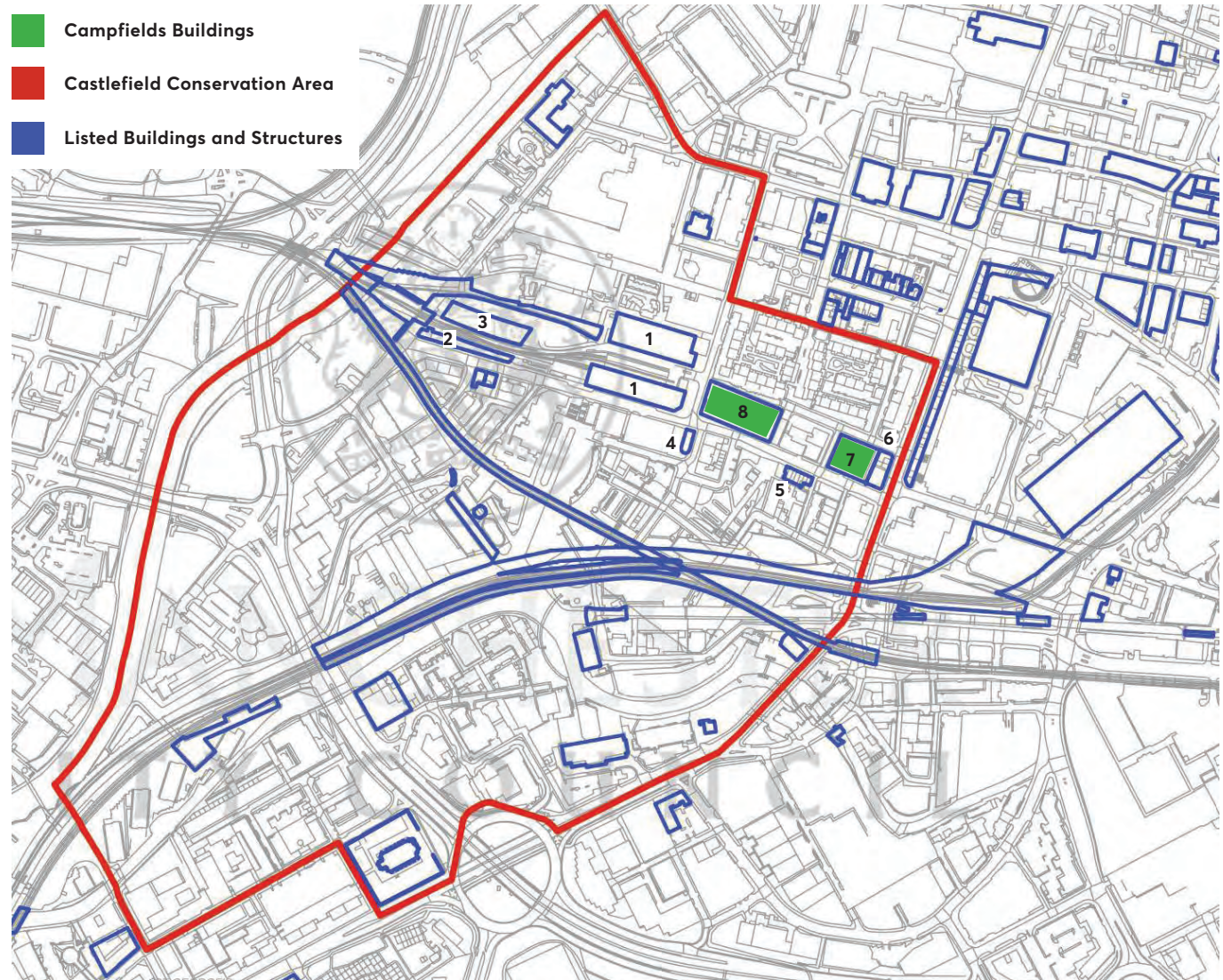
- The Upper and Lower Campfields Buildings are Grade II listed buildings that sit towards the eastern edge of the Castlefield Conservation Area.

- The Castlefield Conservation area is focused on the Roman fort from which it derived its name - i.e. 'castle in the field', as in early settlement.

- The former 'Liverpool Road Station' (now the Museum of Science and Industry, associated warehouses and the Viaduct Railway structures and bridges form an important part of the industrial heritage of the city and are a notable part of the urban context of this location

There are several listed buildings in immediate proximity including but not limited to:

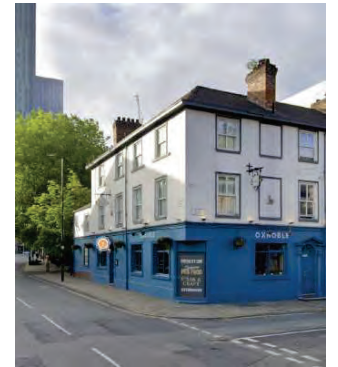
1. The Grade II listed Museum of Science and Industry (MoSI) and The Power hall of MoSI to the west of LC;
2. The Grade I listed Former Liverpool Road Railway Station, Station Master's House; 1830s Station Buildings;
3. The Grade I listed Old Warehouse to North of Former Liverpool Road Railway Station; 1830 Warehouse;
4. The Grade II listed Former St Matthews Sunday School, across from LC also on Liverpool Road;
5. The Grade II listed 29-41 Liverpool Road; A row of 7 garret workshop houses;
6. The Grade II listed Castlefield Information Centre, to the east of UC as well as the Grade II listed K6 Telephone Kiosk in front of the buildings designed by Sir Giles Gilbert Scott in 1935.
7. The Grade II listed Upper Campfields Market Hall
8. The Grade II listed Lower Campfields Market Hall



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.



Building Context

External Facades:

-The exterior elevations to both market halls follow a matching architectural language and proportion.

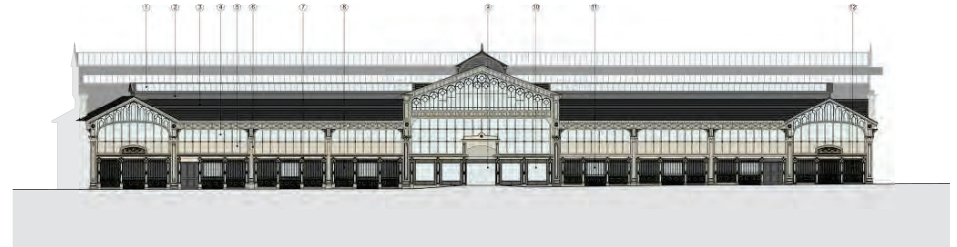
-Lower Campfield ground floor elevations are generally defined by the external cast iron columns and original ornamental railing with modern dark red brick infill walls behind. The large demountable glazed screen forming the entrance off Liverpool Road was installed during the 80s refurbishment of the hall into the Air & Space museum to allow large exhibits to be installed as well as open up views to the public into the exhibitions inside.

-The original ornamental railing to Upper Campfield remains only to its west facade. The rest of the elevations have been infilled with modern corrugated metal sheeting and gates. With the exception of a small vent and a full-height service access hatch from Liverpool Road, the infills are solid.

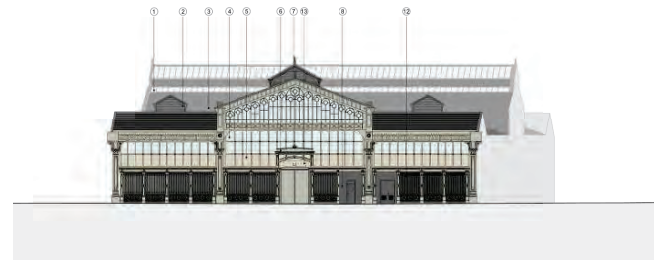
-The ground and first floor of both halls are visually divided by a moulded cornice. The elevation above sits slightly forward of the ground floor external face and is defined by large-paned fixed and louvred glazing. Whilst Upper Campfield is entirely glazed, continuous wood panelling provides raised sills to the Lower Campfield mezzanine level.

-The main entrance to Lower Campfield is the stepped access from Liverpool Road, with side level entrances from Lower Byrom Street and Byrom Street.

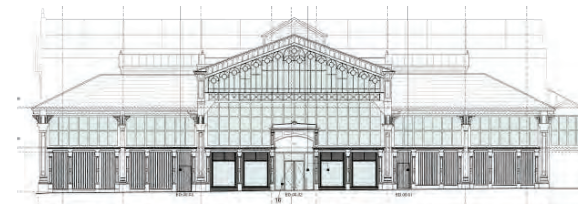
-The main entrance to Upper Campfield is off Liverpool Road with secondary entrances off Barton Street and Tonman Street. The building is also accessible through the arcade connecting it to the Castlefield Information Centre all the way through to Deansgate.



Lower Campfields South
Elevation Proposed



Lower Campfields West
Elevation Proposed



Upper Campfields South
Elevation Proposed

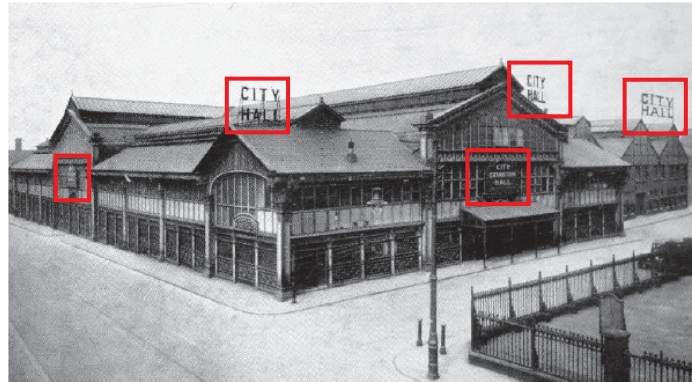
Building Context

Historical Signage Locations

The buildings have housed a number of different uses and it is interesting to understand how signage has been used across different ages to enhance and enliven the use of the function within.



Lower Campfields (junction of Liverpool Road and Lower Byrom Street) 1914:
Large format Building Signage 'City Hall'
Advertising Sign for the internal exhibition 'The Second Northern Colliery and Mining Exhibition'



Lower Campfields (junction of Liverpool Road and Byrom Street) 1928:
Large format Building Signage 'City Hall' to celebrate the completion of the new extension to the building.
New entrance signage to Byrom Street and Liverpool Road elevations



Lower Campfields (Lower Byrom Street) 2015:
Large format Building Signage 'The Museum of Science and Industry Manchester'
Entrance Signage 'Air and Space Hall'

Signage Types

The design of the Campfields Buildings is both ornate and striking, although perhaps not particularly user friendly in terms of hierarchy and scale of entrances

It is of note that the buildings were designed as open-sided market halls, at this time people would have approached the buildings from all sides and there would have been visibility across the spaces to find a specific stall or location.

It is noticable that once the building were enclosed to the sides and occupied by 'City Hall', a proliferation of large signage is apparant on the exterior of the building and above entrance doors (page 8) and a canopy added to Byrom Street to help highlight the entrances.

Our proposals for the building, need to strike a careful balance of highlighting the building and entrances as a means of wayfinding and harmonising with the architectural features and proportions of the facades. We have identified 2 main types of permanent signage for the Campfield buildings. The following pages describe the application of each proposal in relation to the buildings:

1. Building Entrance Door Signage

To highlight locations of entrances for different building functions and users.

2. Building Signage

To name and contextualise the buildings within the surrounding area, as other key buildings have (Museum of Science and Industry).



02.

PERMANENT SIGNAGE

Lower Campfield

Building Signage

Entrance Signage

Elevations

Signage Details

CAMPFIELDS SIGNAGE - Permanent Signage



Reference image : previous building signage



Proposal : Extruded metal letter signage - rail mounted



01 Building Signage

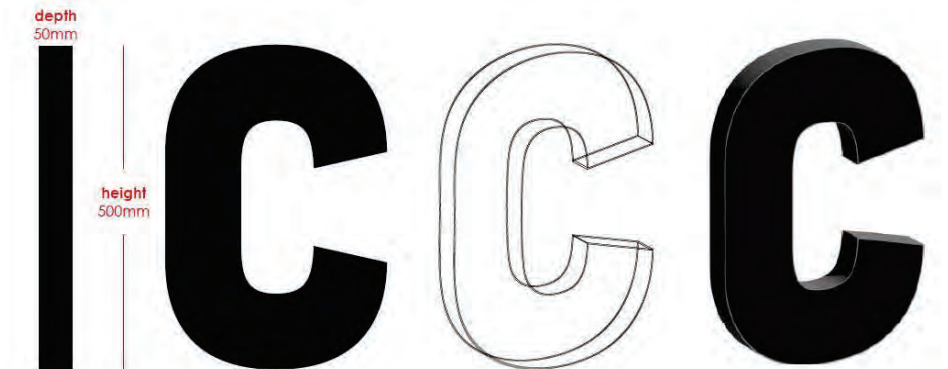
Proposals

1. 'Campfield; Building Signage

We propose to have the name of the building displayed upon the lattice beam datum that was previously used for signage during the occupation of the Museum of Science and Industry.

The proposal is for a similar type of non-illuminated 3D metal letter sign. The individual letters will be rail mounted to minimise fixing points into the existing facade.

The letters will be black faced, with stainless steel to the extruded side, to give definition



CAMPFIELDS SIGNAGE - Permanent Signage



Reference image : over door sign location



Reference image : signage aesthetic

02 Entrance Signage

Proposals

2. Entrance Signage

The proposal is to contain the signage to the entrances to Lower Campfield (Lower Byrom, Liverpool Road and Byrom Street) within the existing solid arched panel above the entrance door.

The proposal is for these to be a low profile 3D illuminated letter cut outs, to be bonded (as individual letters) onto the substrate, painted timber boards, with no visible fixings or wiring

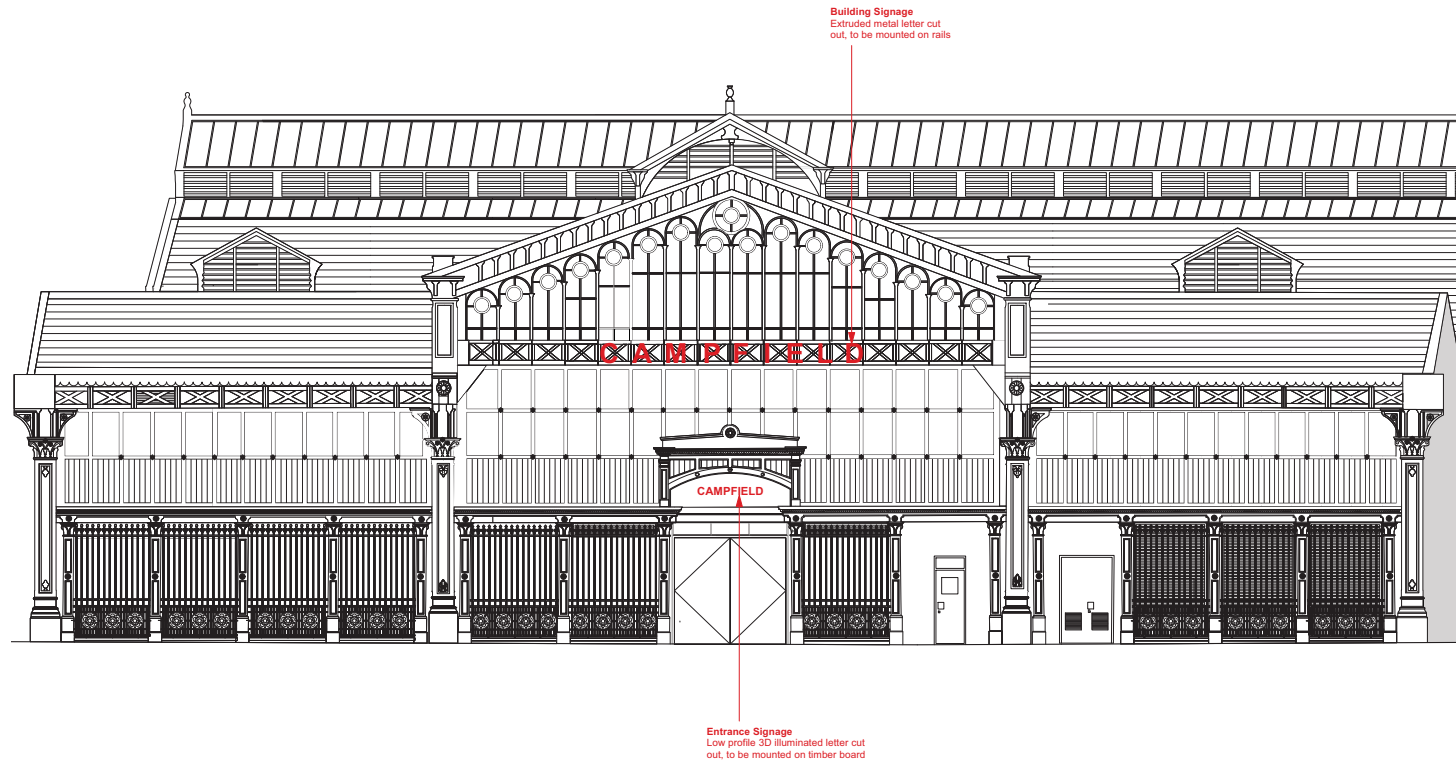
This location was noted as a signage location in the planning application. The heritage impact of a signage addition to this location for all three elevations was deemed to have 'neutral' impact within the Heritage Assessment.

Signage Elevations

Lower Byrom Street

Signage location elevation

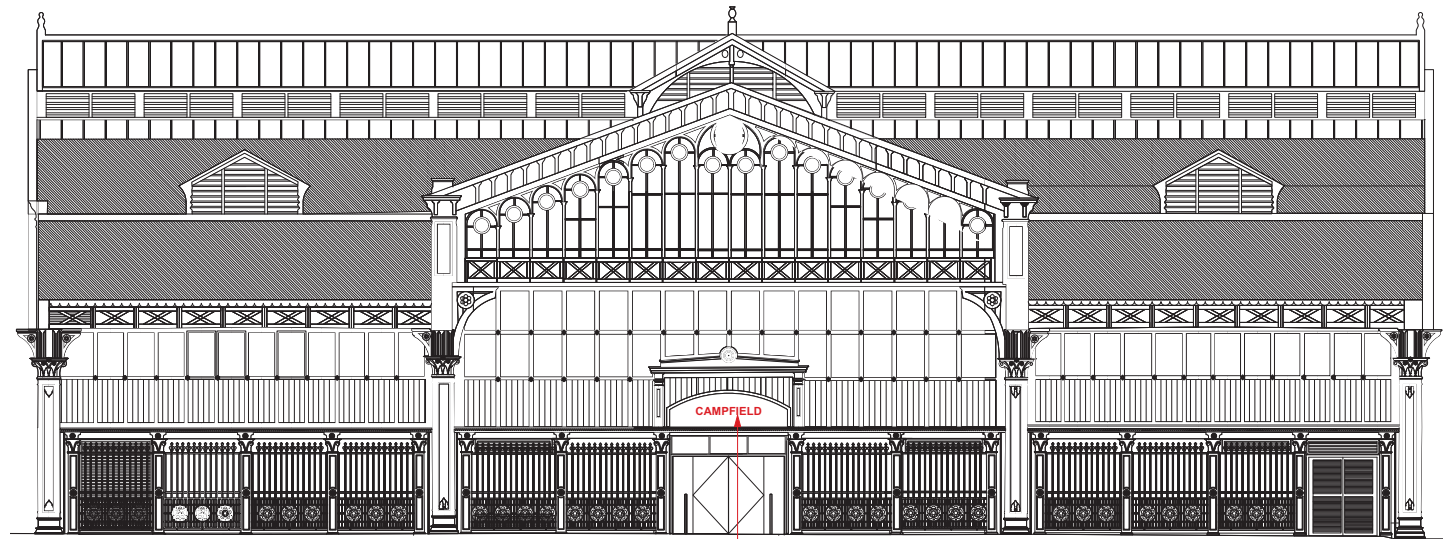
*(red text is not indicative of colour
but to highlight location on drawing)*



Byrom Street

Signage location elevation

*(red text is not indicative of colour
but to highlight location on drawing)*

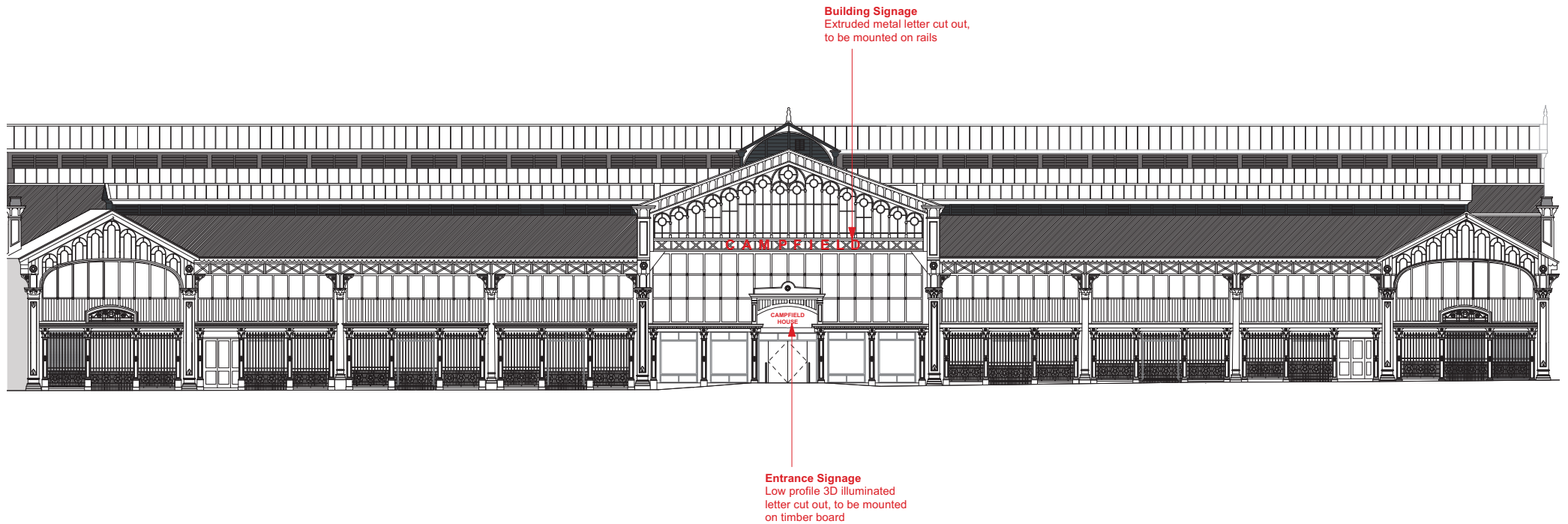


Entrance Signage
Low profile 3D illuminated letter cut
out, to be mounted on timber board

Liverpool Road

Signage location elevation

*(red text is not indicative of colour
but to highlight location on drawing)*



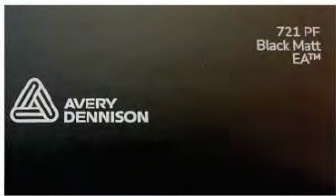
Signage Details

Lower Campfield - Main building sign

(ITEM 2) BUILT-UP NON ILLUMINATED LETTERS / CAMPFIELD - LIVERPOOL ROAD
QUANTITY: 1no. set
OVERALL DIMENSIONS: 5180mm (w) x 500mm (h) x 50mm (d) returns
MATERIAL: Built-up flat faced brushed stainless steel letters (vertical grain) with 19mm black foamex backtrays to suit
PLOT-CUT VINYL: Avery 721 pf black matt - to face of letters only
FIXING SPEC: Letters mounted to 2no. 50mm box section rails - powder-coated to RAL 1013 oyster white (to match building)
NOTES: Vertical 100mm angle fixed to the buildings steelwork frame - 400mm (h) / 40mm fixings area-60mm projecting out from steelwork frame



Brushed stainless steel (vertical grain)



Matt black vinyl



Powder-coated box section rails and angle

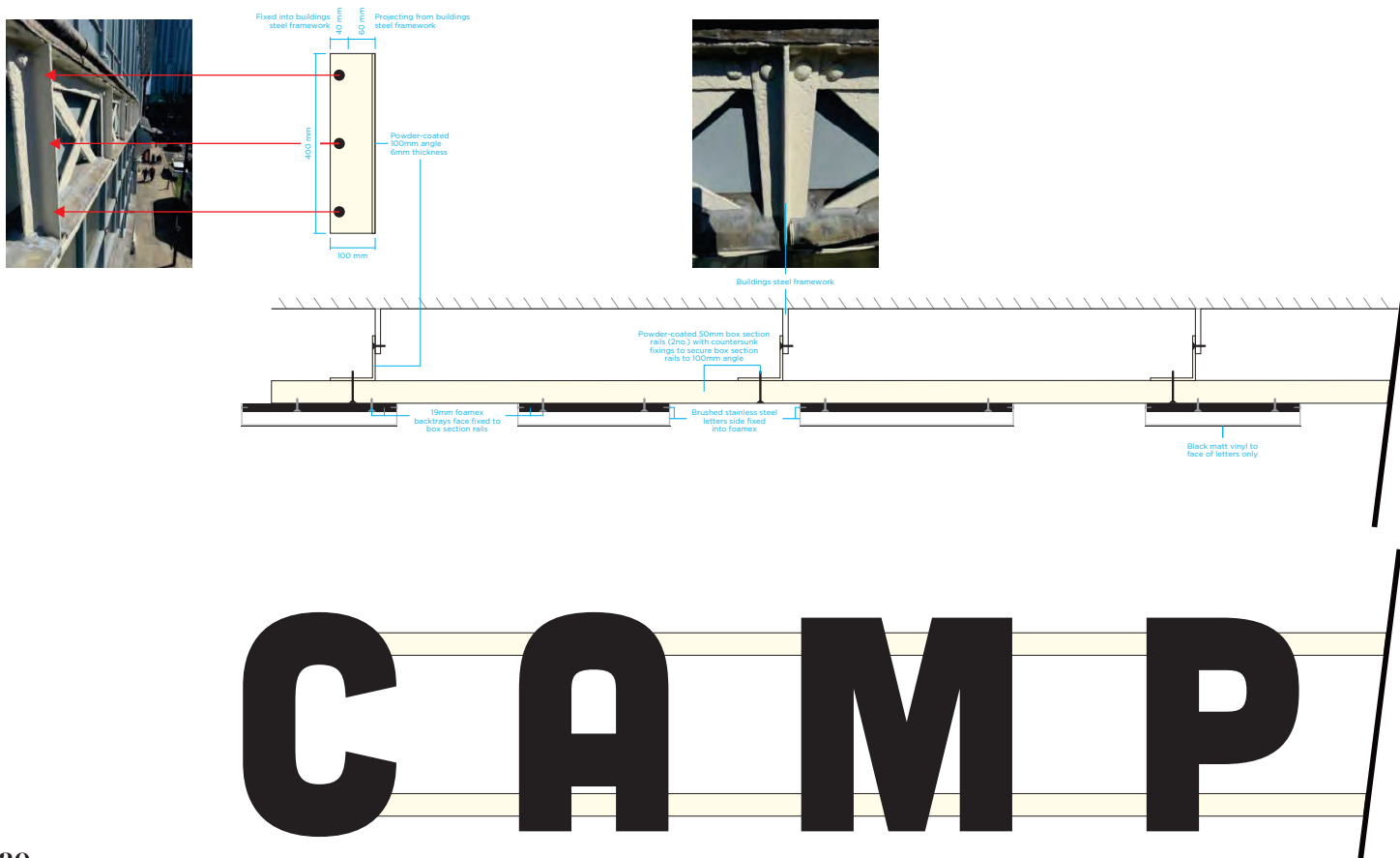


Location - Lower Campfield, Liverpool Road



Lower Campfield - Main building sign

(ITEM 2) BUILT-UP NON ILLUMINATED LETTERS / CAMPFIELD - LIVERPOOL ROAD



Lower Campfield - Overdoor sign

(ITEM 4) BUILT-UP RIMPESS FACE ILLUMINATED LETTERS / CAMPFIELD HOUSE / LIVERPOOL ROAD

QUANTITY: 1no.

OVERALL DIMENSIONS: 1775mm (w) x 558mm (h) x 50mm (d) returns

CAP HEIGHT: 230mm

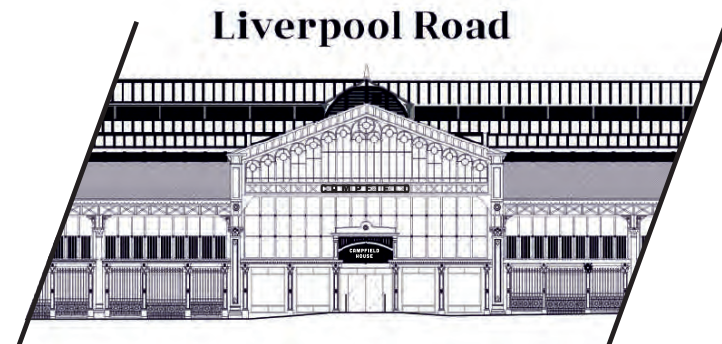
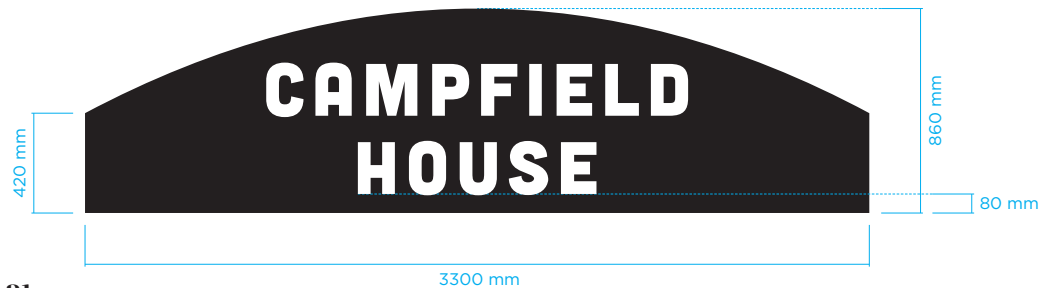
MATERIAL: Built-up rimless letters - powder-coated RAL 9005 jet black (matt) / 5mm opal acrylic to faces with 10mm white foamex backtrays to suit

ILLUMINATION: White 12v LED face illumination

FIXING SPEC: Fixed to existing fascia



Location - Lower Campfield, Liverpool Road



Lower Campfield - Overdoor sign

(ITEM 5A) BUILT-UP RIMLESS FACE ILLUMINATED LETTERS / CAMPFIELD / BYROM STREET

QUANTITY: 1no. set

OVERALL DIMENSIONS: 1985mm (w) x 256mm (h) x 50mm (d) returns

CAP HEIGHT: 256mm

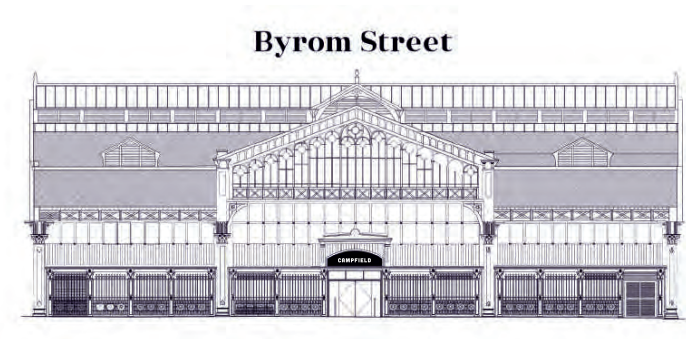
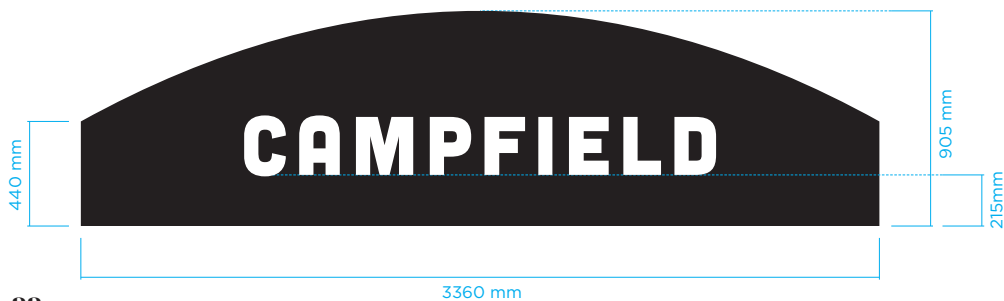
MATERIAL: Built-up rimless letters - returns powder-coated RAL 9005 jet black (matt) / 5mm opal acrylic to faces with 10mm white foamex backtrays to suit

ILLUMINATION: White 12v LED face illumination

FIXING SPEC: Fixed to existing fascia



Location - Byrom Street



Lower Campfield - Overdoor sign

(ITEM 5B) BUILT-UP RIMLESS FACE ILLUMINATED LETTERS / LOWER BYROM STREET

QUANTITY: 1no. set

OVERALL DIMENSIONS: 1985mm (w) x 256mm (h) x 50mm (d) returns

CAP HEIGHT: 256mm

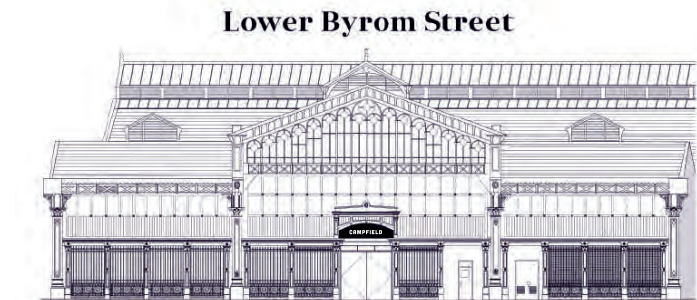
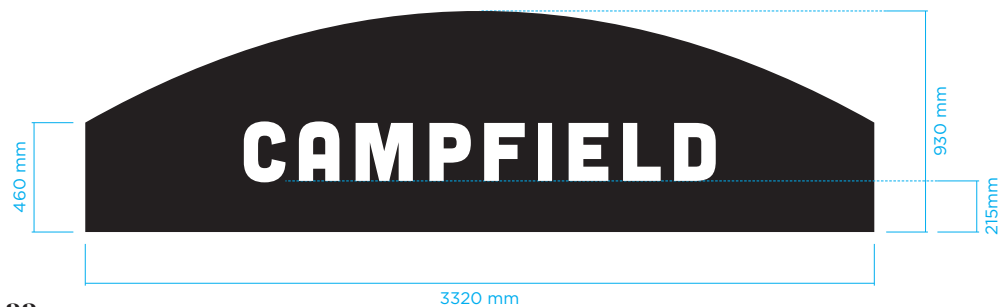
MATERIAL: Built-up rimless letters - returns powder-coated RAL 9005 jet black (matt) / 5mm opal acrylic to faces with 10mm white foamex backtrays to suit

ILLUMINATION: White 12v LED face illumination

FIXING SPEC: Fixed to existing fascia

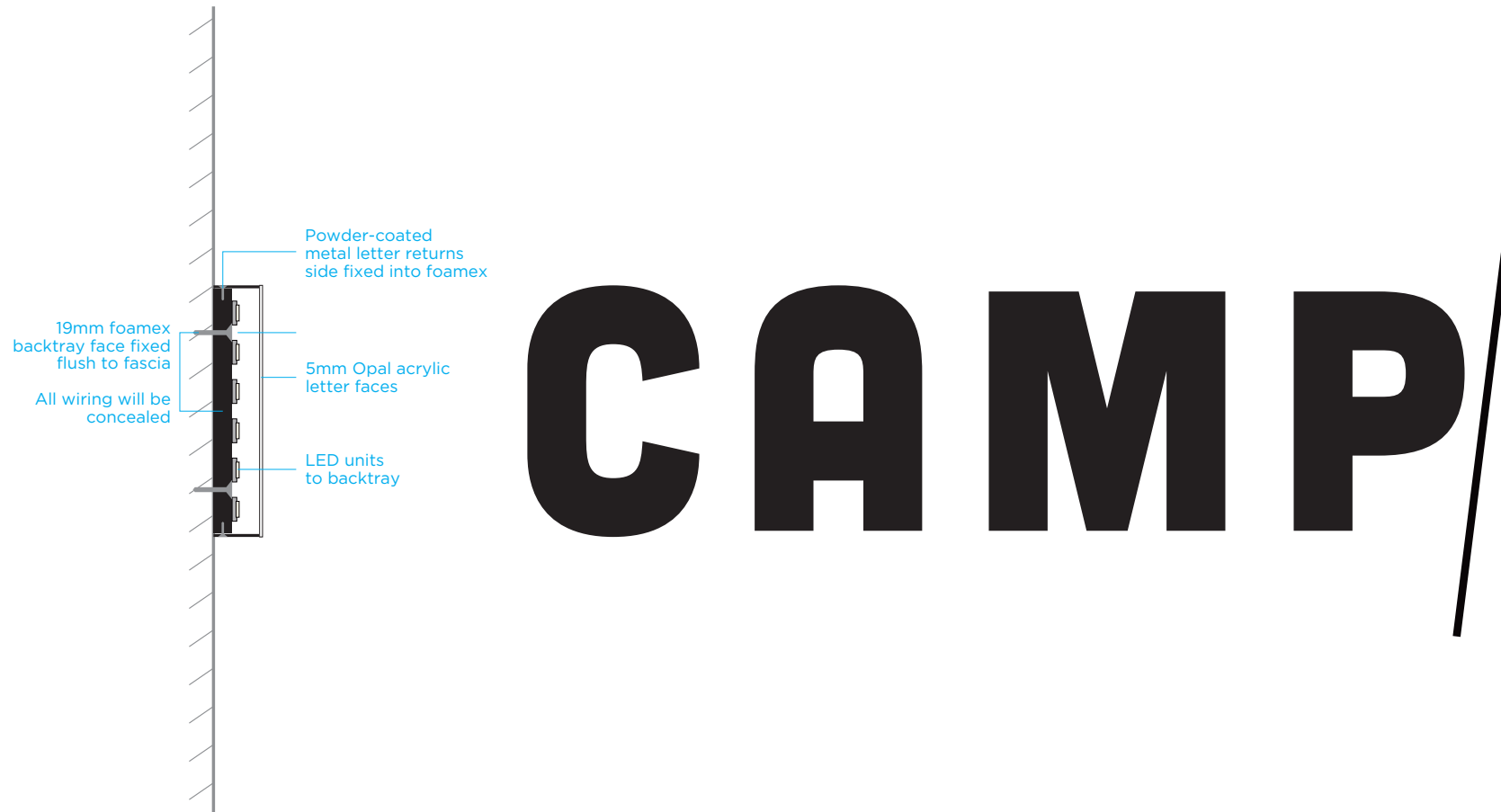


Location - Lower Byrom Street



Lower Campfield - Overdoor sign

(ITEM 3+4+5A+5B) BUILT-UP RIMPESS FACE ILLUMINATED LETTERS / CAMPFIELD STUDIOS / LIVERPOOL ROAD



02.

PERMANENT SIGNAGE

Upper Campfield

Building Signage

Entrance Signage

Elevations

Signage Details

CAMPFIELDS SIGNAGE - Permanent Signage



Reference image : previous building signage



Proposal : Extruded metal letter signage - rail mounted



01 Building Signage

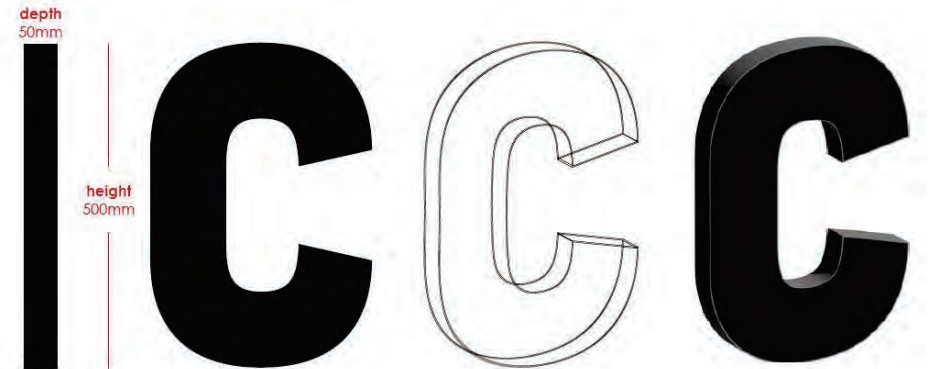
Proposals

1. 'Campfield Studios' Building Signage. Liverpool Road Elevation

The proposal is for the name of the building to be displayed upon the lattice beam datum as per the proposal for Lower Campfields.

The proposal is for a similar type of non-illuminated 3D metal letter sign. The individual letters will be rail mounted to minimise fixing points into the existing facade.

The letters will be black faced, with stainless steel to the extruded side, to give definition



CAMPFIELDS SIGNAGE - Permanent Signage



Reference image : over door sign location

Reference image : signage aesthetic

02 Entrance Signage

Proposals

2. Entrance Signage

It is proposed to install signage to the public entrance door to Liverpool Road.

The proposal is for these to be a low profile 3D illuminated letter cut outs, to be mounted on a new black metal cladding panel.

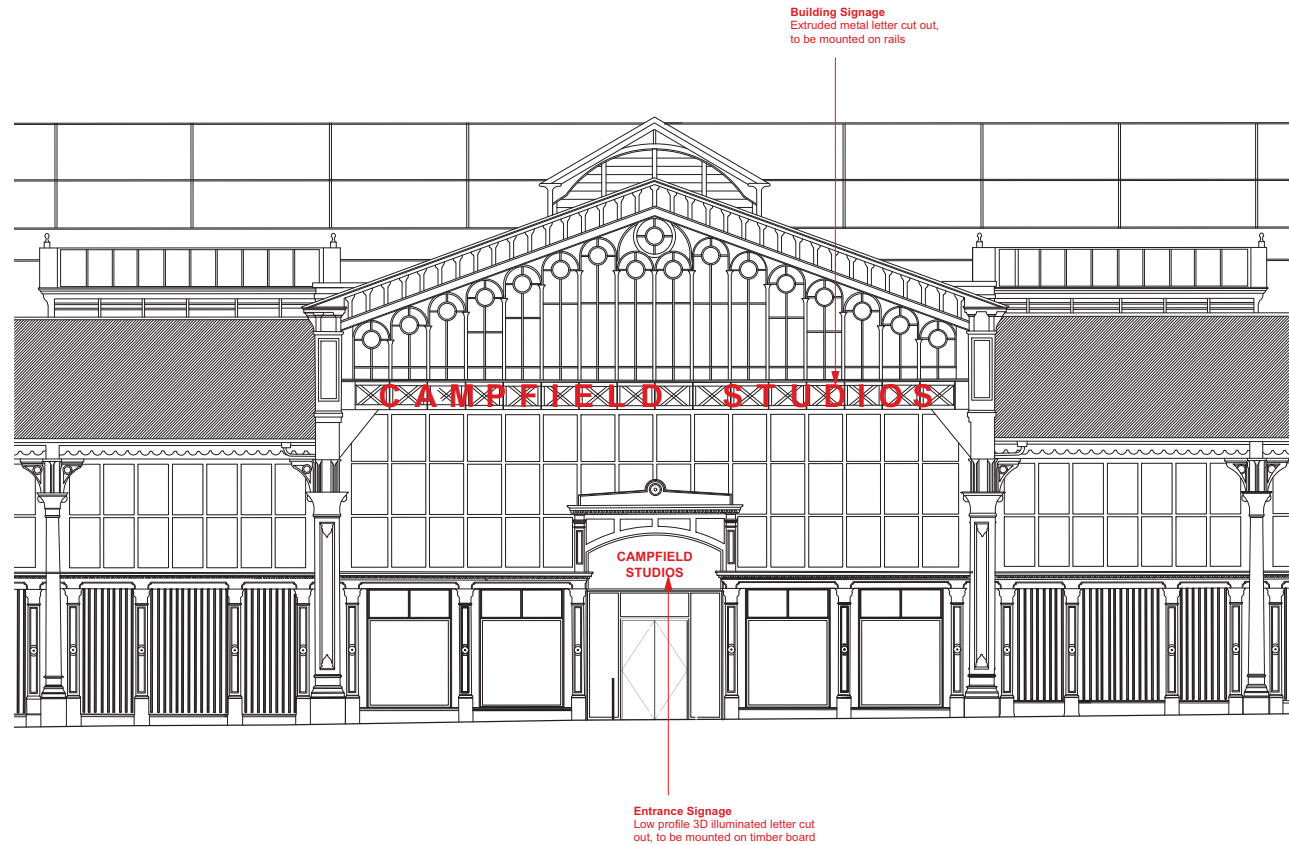
This location was included in the planning application and the heritage impact of a signage addition was deemed to have 'neutral' impact within the Heritage Assessment.

Signage Elevations

Liverpool Road

Signage location elevation

*(red text is not indicative of colour
but to highlight location on drawing)*



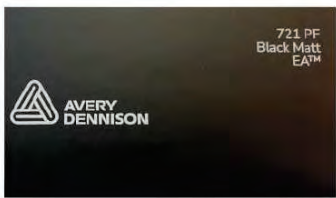
Signage Details

Upper Campfield - Main building sign

(ITEM 1) BUILT-UP NON ILLUMINATED LETTERS / CAMPFIELD STUDIOS - LIVERPOOL ROAD
QUANTITY: 1no. set
OVERALL DIMENSIONS: 9800mm (w) x 500mm (h) x 50mm (d) returns
MATERIAL: Built-up flat faced brushed stainless steel letters (vertical grain) with 19mm black foamex backtrays to suit
PLOT-CUT VINYL: Avery 721 pf black matt - to face of letters only
FIXING SPEC: Letters mounted to 2no. 50mm box section rails - powder-coated to RAL 1013 oyster white (to match building)
NOTES: Vertical 100mm angle fixed to the buildings steelwork frame - 450mm (h) / 40mm fixings area-60mm projecting out from steelwork frame



Brushed stainless steel (vertical grain)



Matt black vinyl



Powder-coated box section rails and angle

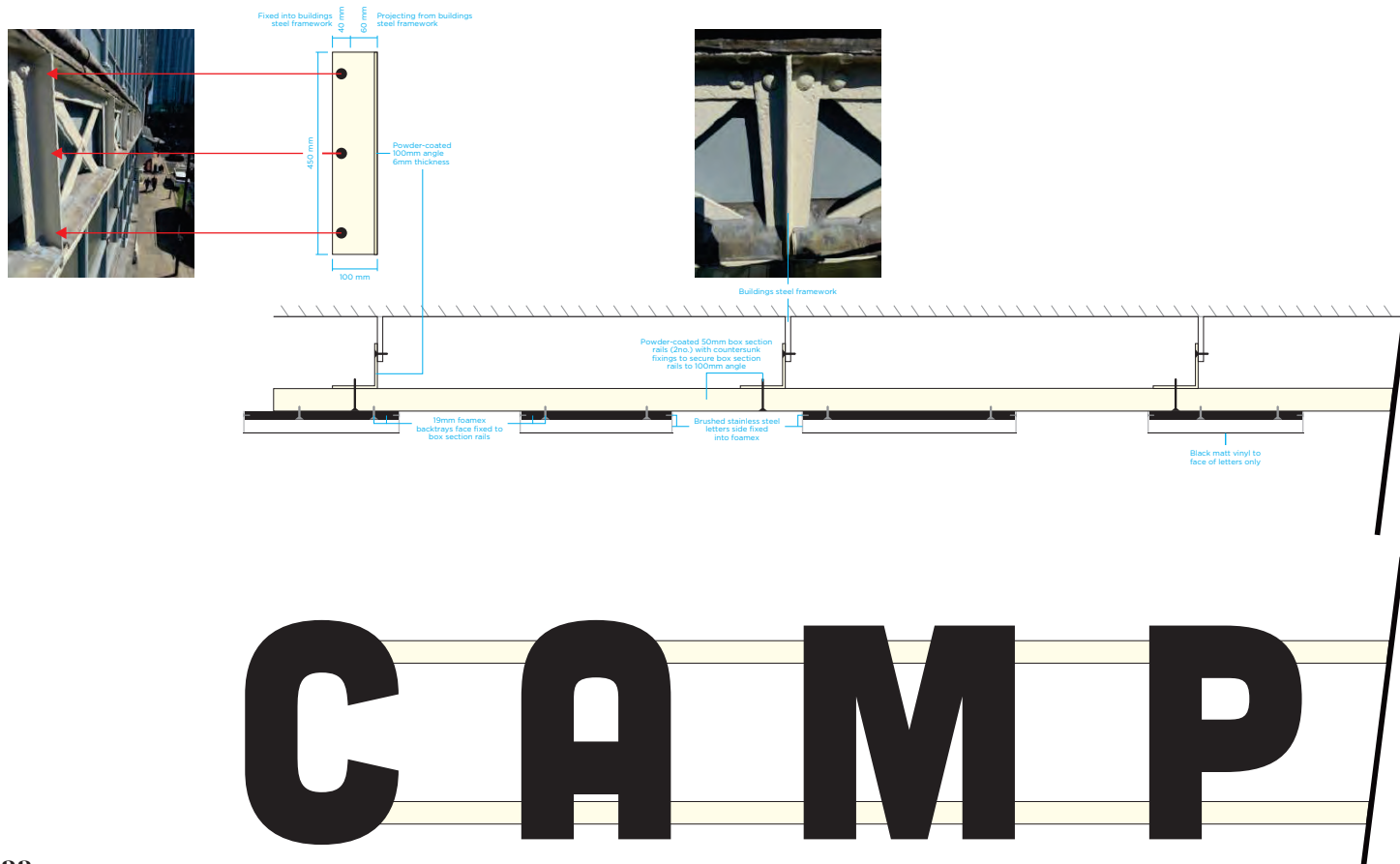


Location - Upper Campfield, Liverpool Road



Upper Campfield - Main building sign

(ITEM 1) BUILT-UP NON ILLUMINATED LETTERS / CAMPFIELD STUDIOS - LIVERPOOL ROAD



Upper Campfield - Overdoor sign

(ITEM 3) BUILT-UP RIMPESS FACE ILLUMINATED LETTERS / CAMPFIELD STUDIOS / LIVERPOOL ROAD

QUANTITY: 1no.

OVERALL DIMENSIONS: 1985mm (w) x 624mm (h) x 50mm (d) returns

CAP HEIGHT: 256mm

MATERIAL: Built-up rimless letters - powder-coated RAL 9005 jet black (matt) / 5mm opal acrylic to faces with 10mm white foamex backtrays to suit

ILLUMINATION: White 12v LED face illumination

FIXING SPEC: Fixed to existing fascia

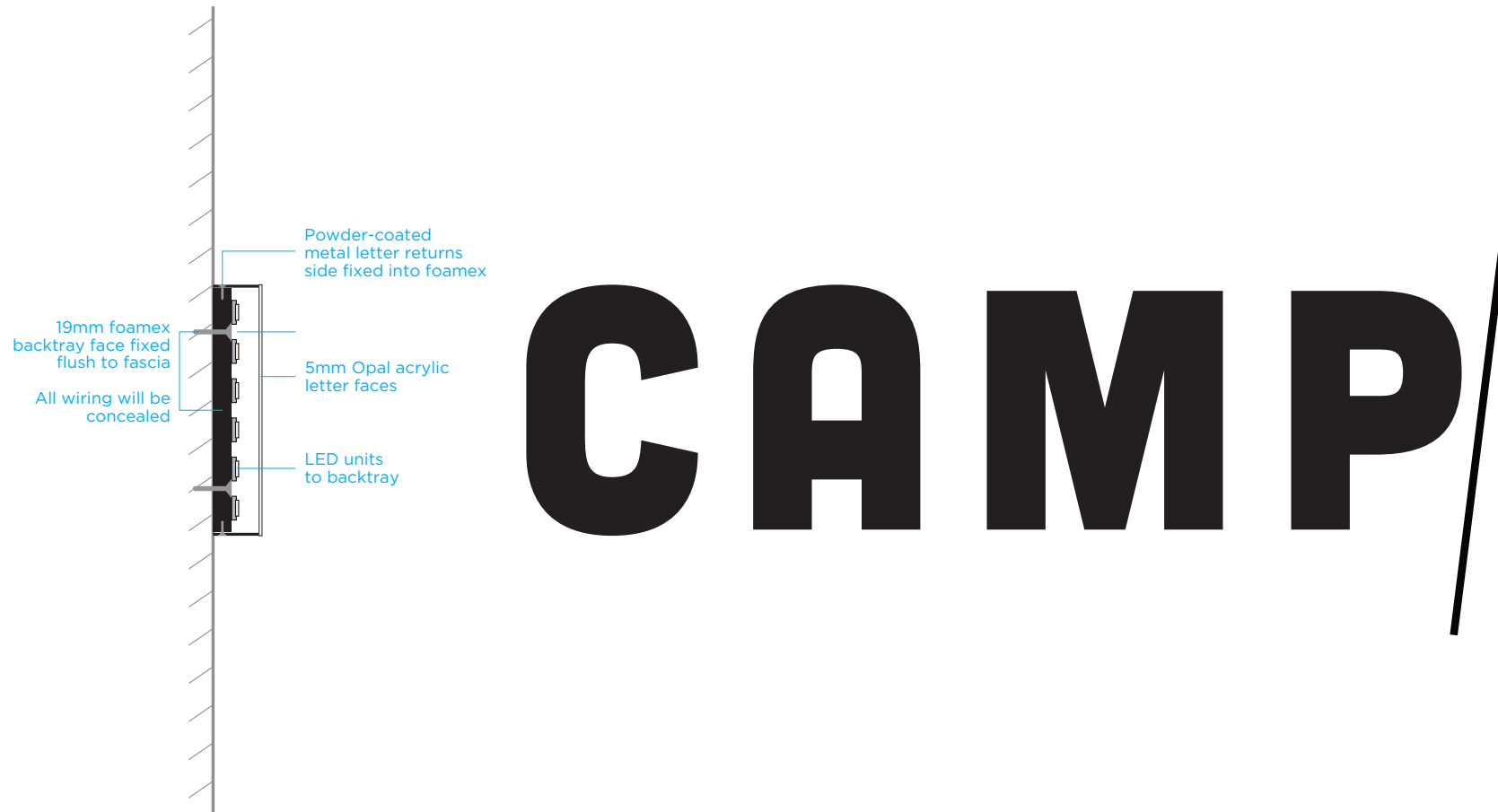


Location - Upper Campfield, Liverpool Road



Upper Campfield - Overdoor sign

(ITEM 3+4+5A+5B) BUILT-UP RIMPESS FACE ILLUMINATED LETTERS / CAMPFIELD STUDIOS / LIVERPOOL ROAD



03.

TEMPORARY SIGNAGE

Lower Campfield

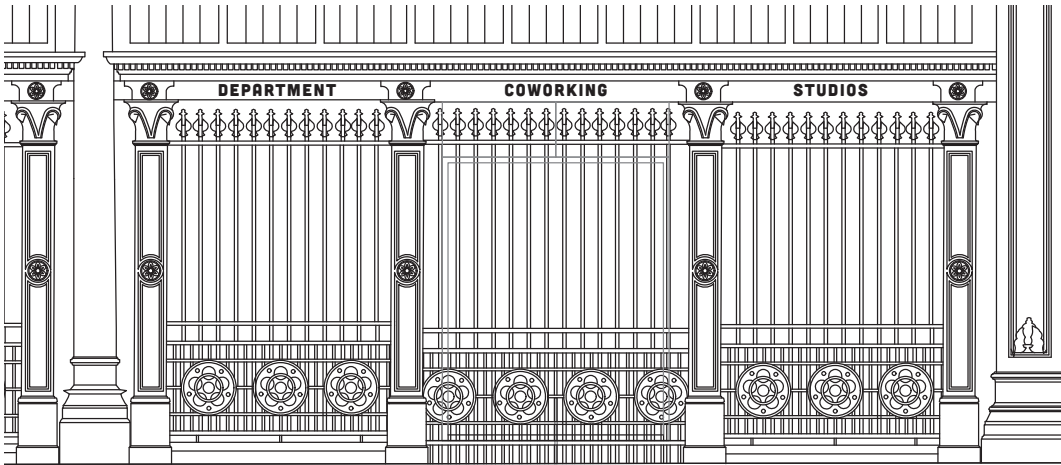
Branding Words

Door Guarding

Lower Byrom Door Signage

Elevations

CAMPFIELDS SIGNAGE - Temporary Signage



Branding Words

Temporary Signage

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 | PREMIUM OFFICES | EXCHANGE |
| WORKSPACE | STUDIOS | TECH ACCELERATOR |
| COWORKING | MEETINGS & EVENTS | WORKSHOPS |



Door Guarding

Temporary Signage

The proposal is for two di-bond signage panels, on either side of each guard rail. They will be mechanically fixed in place, and able to be removed without damaging the guard rail.

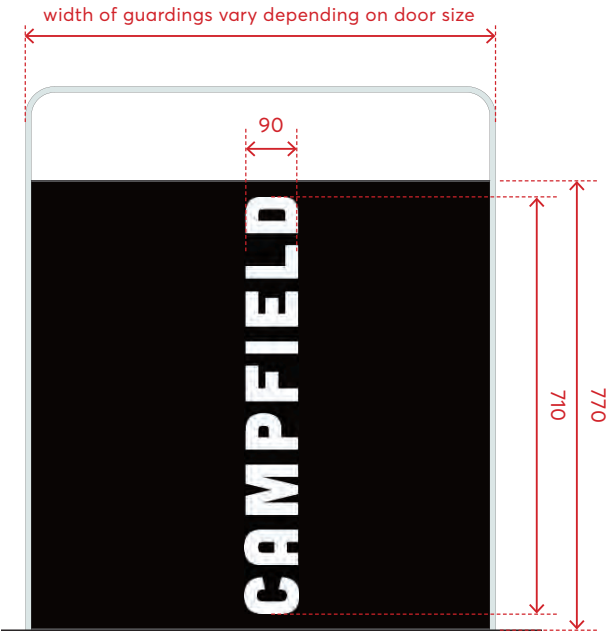
The signage will say 'CAMPFIELD'. The proposal is for a 770mm high di-bond panel, matte black finish, with white lettering. The width of the panel varies, as the width of the guarding varies. The signage is not illuminated, and the font used is Cubano Sharp.



Proposed Location Plan
(Lower)



Visualisation of proposed design



Proposed Artwork



Existing door guarding

Lower Byrom Doors

Temporary Signage

The signage to the exterior of the timber doors on Lower Byrom Street will say 'DEPARTMENT' and 'EXCHANGE'.

The proposal is for a 1000 x 500mm di-bond panel, matte black finish, with white lettering. The signage is not illuminated. The fonts used are Trump Soft Pro Medium for the 'DEPARTMENT' logo and Neue Haas Grotesque Display Black for the 'EXCHANGE' logo.

The method of fixing will be removable and won't damage the door (ie. removable tape or non-permanent adhesive).

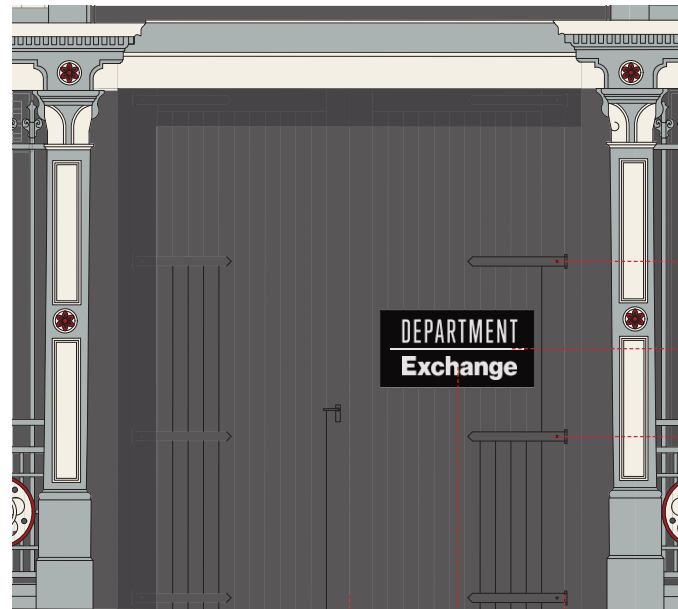


Proposed Location Plan

1000 x 500mm black di-bond signage board



Proposed Artwork



The board will be centred (horizontally) on the right hand door leaf, and centred (vertically) between the hinges

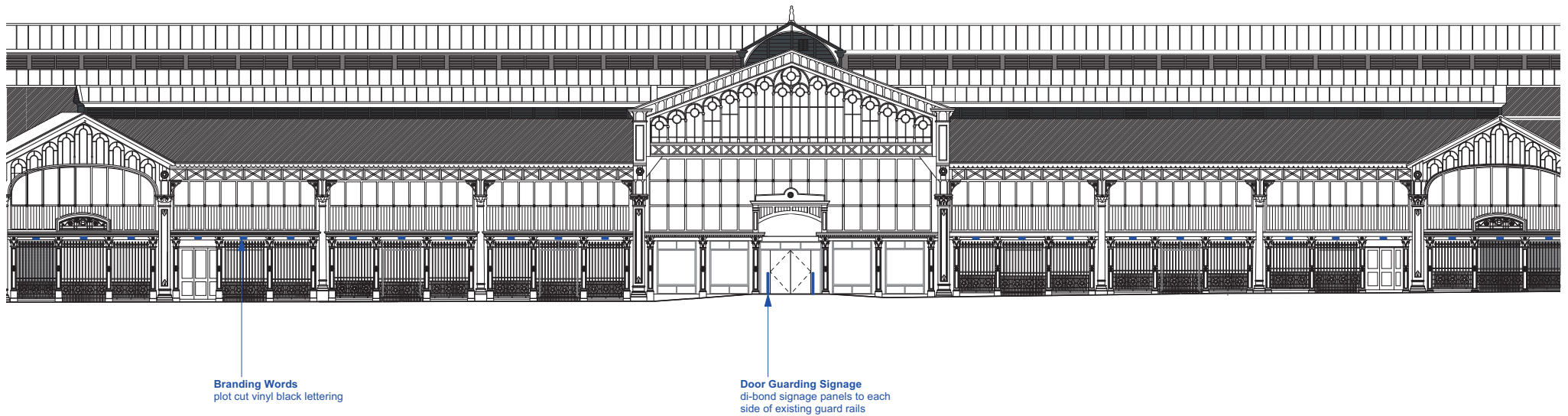
Proposed Detailed Design

Signage Elevations

Liverpool Road

Signage location elevation

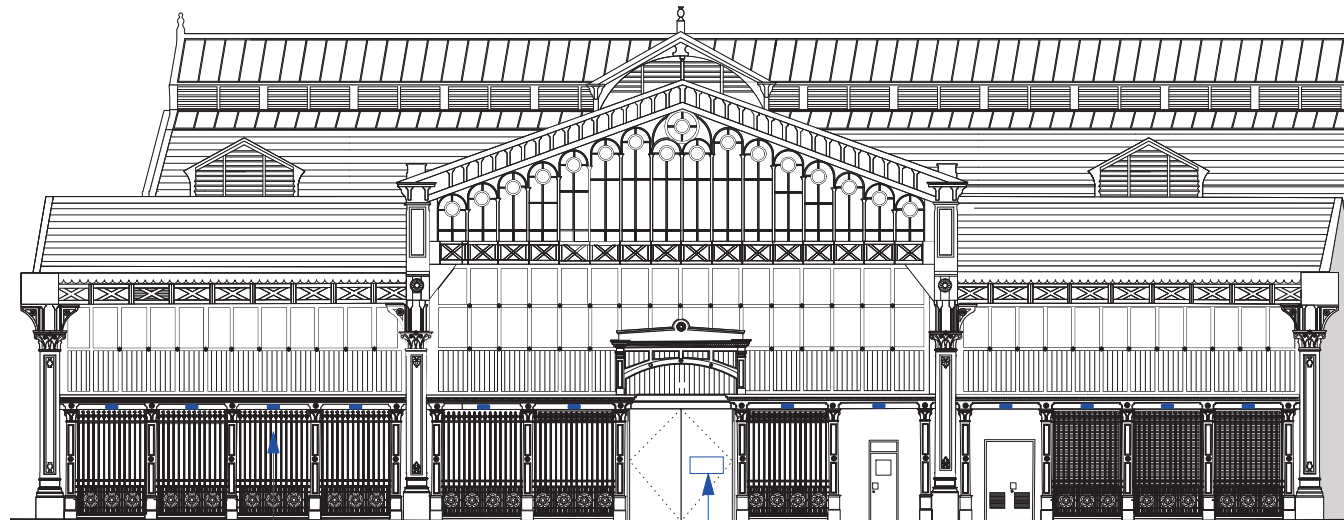
*(blue text is not indicative of colour
but to highlight location on drawing)*



Lower Byrom Street

Signage location elevation

*(blue text is not indicative of colour
but to highlight location on drawing)*



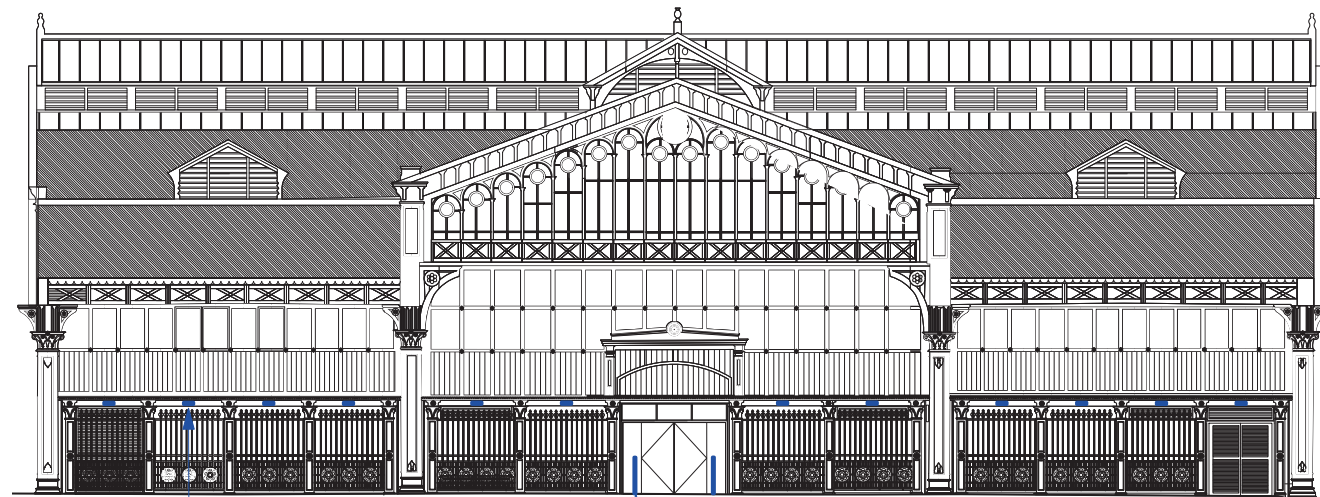
Branding Words
plot cut vinyl black lettering

Door Signage
di-bond panel fixed
to existing door

Byrom Street

Signage location elevation

*(blue text is not indicative of colour
but to highlight location on drawing)*



Branding Words
plot cut vinyl black lettering

Door Guarding Signage
di-bond signage panels to each
side of existing guard rails

03.

TEMPORARY SIGNAGE

Upper Campfield

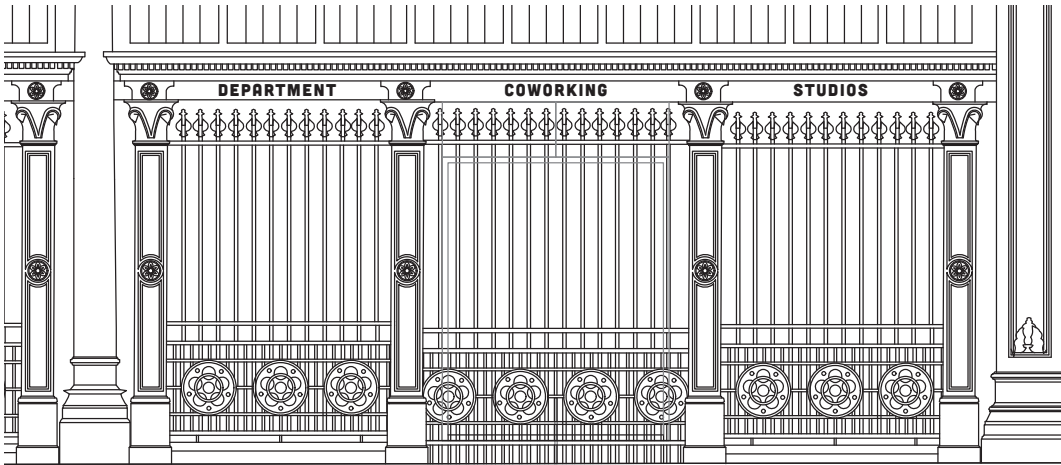
Branding Words

Door Guarding

Window Vinyl

Elevations

CAMPFIELDS SIGNAGE - Temporary Signage



Branding Words

Temporary Signage

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 | PREMIUM OFFICES | EXCHANGE |
| WORKSPACE | STUDIOS | TECH ACCELERATOR |
| COWORKING | MEETINGS & EVENTS | WORKSHOPS |

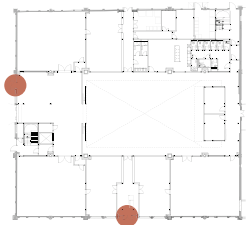


Door Guarding

Temporary Signage

The proposal is for two di-bond signage panels, on either side of each guard rail. They will be mechanically fixed in place, and able to be removed without damaging the guard rail.

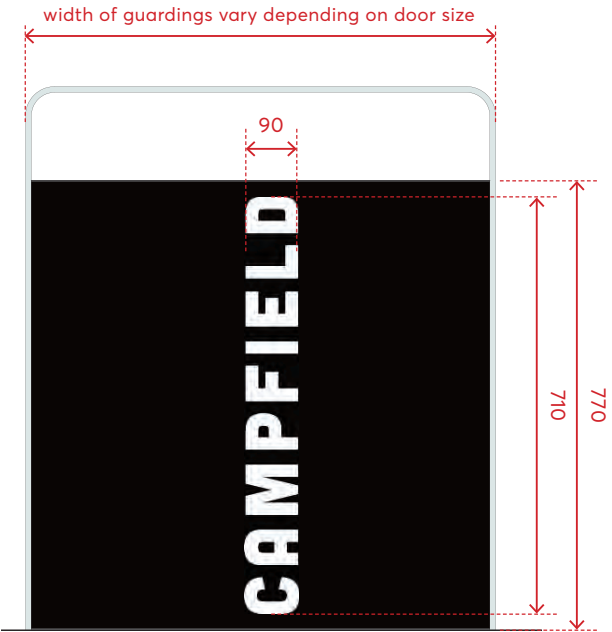
The signage will say 'CAMPFIELD'. The proposal is for a 770mm high di-bond panel, matte black finish, with white lettering. The width of the panel varies, as the width of the guarding varies. The signage is not illuminated, and the font used is Cubano Sharp.



Proposed Location Plan
(Upper)



Visualisation of proposed design



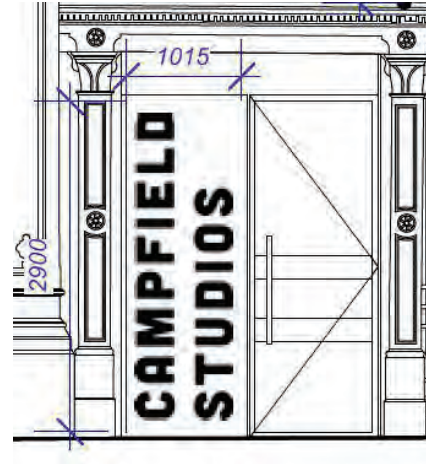
Proposed artwork



Existing door guarding



CAMPFIELDS SIGNAGE - Temporary Signage



Side Panel to Barton Street entrance door

Window Vinyl

Temporary Signage

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

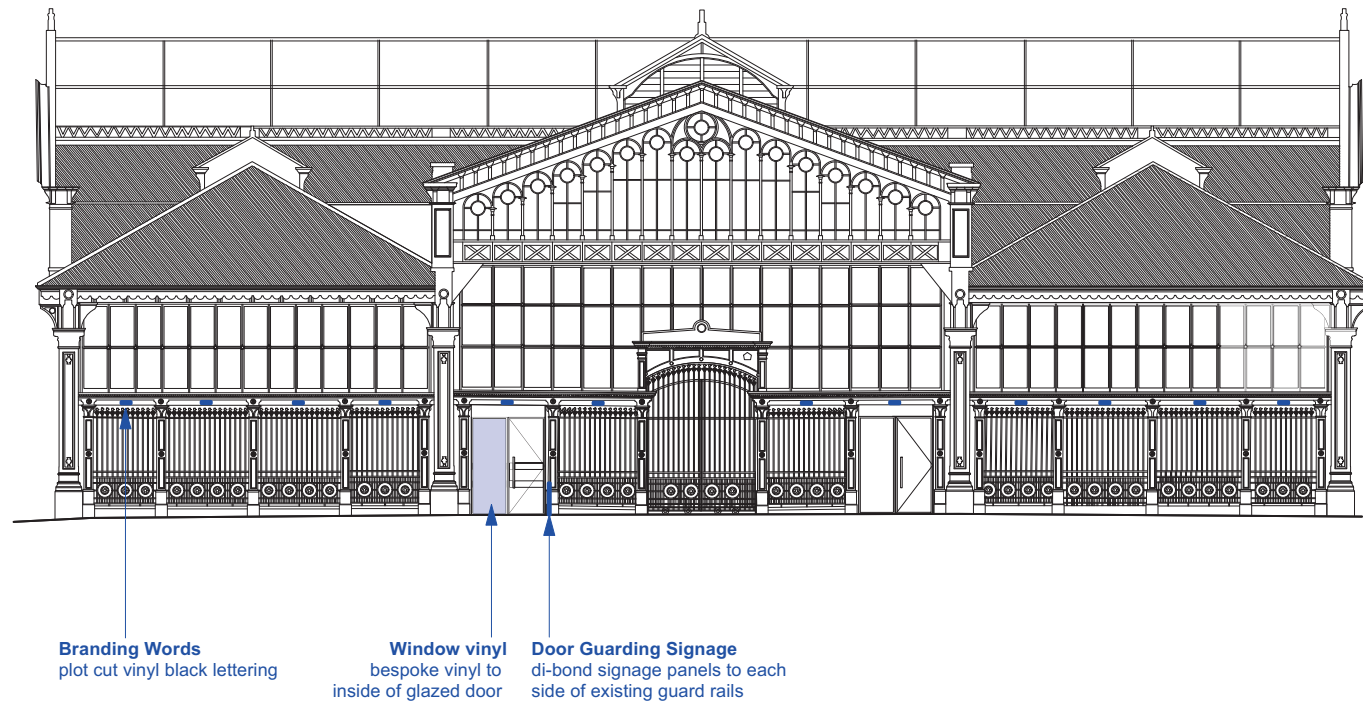
On this facade there is no arched overpanel to the entrance doors (which is the location we have used on the other facades across both buildings) so we need to highlight which of the doors along the facade is to be used for entry.

Signage Elevations

Barton Street

Signage location elevation

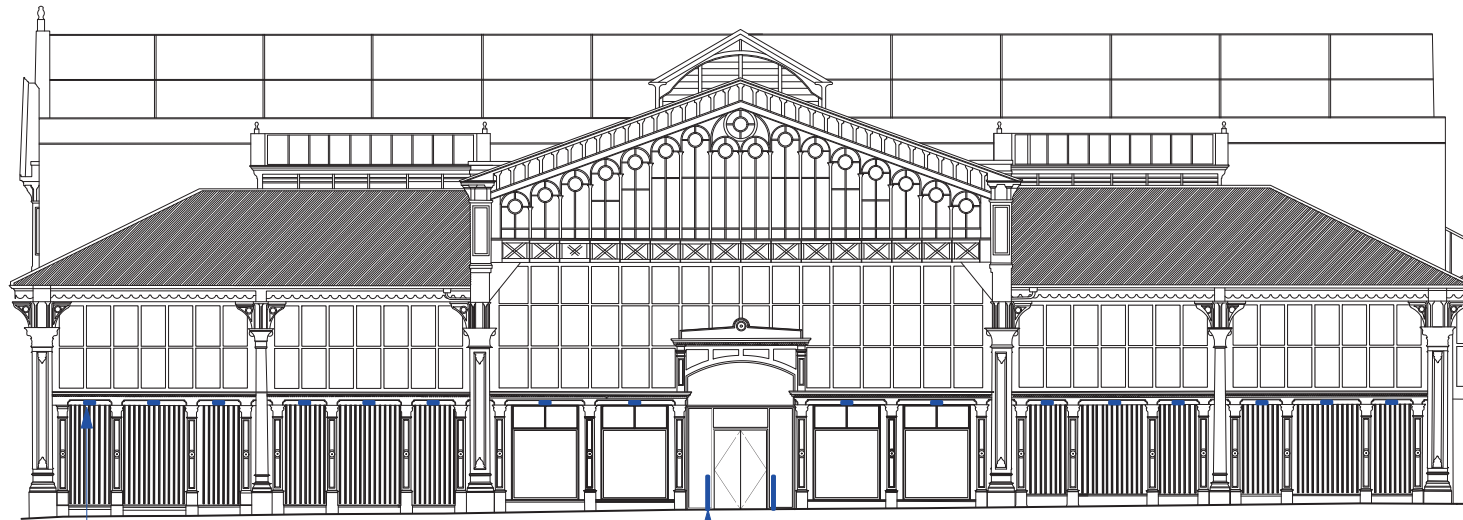
*(blue text is not indicative of colour
but to highlight location on drawing)*



Liverpool Road

Signage location elevation

*(blue text is not indicative of colour
but to highlight location on drawing)*



Branding Words
plot cut vinyl black lettering

Door Guarding Signage
di-bond signage panels to each
side of existing guard rails

