



# SHOPFRONT & SIGNAGE DESIGN GUIDE

October 2018 Rev 1





## The Vision

Once the hub of the world's cotton trade, The Royal Exchange Manchester is now an eclectic collection of luxury retailers, premium high street brands and best in class independent boutique shops playing a key role in Manchester's thriving shopping and lifestyle culture.

The Royal Exchange Manchester is a Grade II Listed Building, situated in the heart of the city looking out onto St Ann's Square. It is set within Manchester's bustling retail heart in close proximity to a number of iconic stores. There are also cultural attractions as well as an eclectic mix of restaurants, cafés and bars nearby.

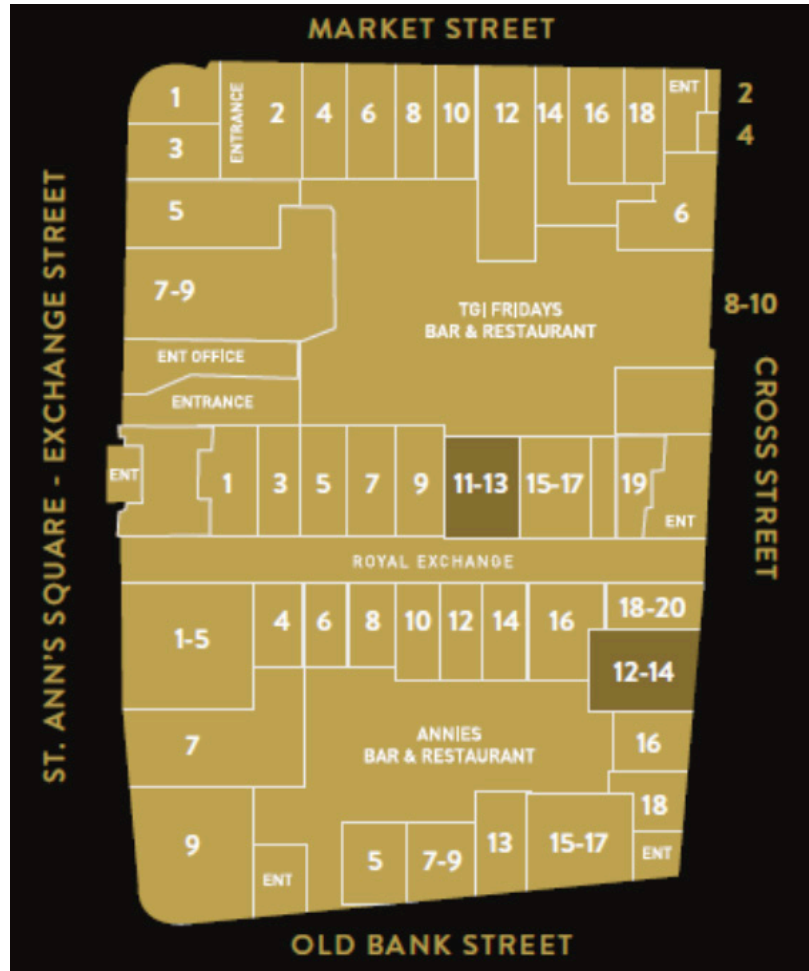
The city centre location makes it easily accessible, with Piccadilly Station and Victoria Station only a 10 minute walk away.

Whether it's designer fashion, bespoke jewellery, beauty or gifts, The Royal Exchange has it all on one level.





# Mall Plan





## Contacts

Our team are here to offer you advice and guidance on all aspects of the approval process. All shopfits and refurbishments will require design and technical approval. Please get in touch to begin the process:

### Prosper Lead for Design Approval

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# Approval Process

## Design Approval (See Page 5)

- **LANDLORD INSTRUCTION**  
Landlord to provide instruction and tenant contact details
- **TENANT DESIGN BRIEFING MEETING**  
Prosper to issue invitation to tenant and chair Concept Design meeting
- **CONCEPT DESIGN SUBMISSION**  
Tenant to prepare initial design and submit to Prosper
- **CONCEPT DESIGN REVIEW**  
Prosper reviews Concept Design, providing details of any amendments required. Ultimately Prosper will issue Landlord approval of the Concept Design
- **FULL DESIGN SUBMISSION**  
Tenant to prepare full Detailed Design Submission and issue to Prosper for review
- **FULL DESIGN REVIEW**  
Prosper to review full Detailed Design and provide details of any amendments required to the tenant. On completion of any amendments Prosper will issue the Landlord's Detailed Design Approval and notify Avison Young and the Centre's Building Manager

## Technical Approval (See Page 6)

- **TECHNICAL DESIGN SUBMISSION**  
Tenant to submit the Technical Design to Avison Young. Avison Young and specialists, if required, will review the Technical Submission
- **TECHNICAL DESIGN APPROVAL**  
Avison Young will provide details of any amendments required. On completion of any amendments Avison Young will confirm the Landlords Technical Design approval and notify the Centre's Building Management team
- **STATUTORY NOTICES**  
Tenant to apply and obtain:  
- Advertising Consent  
- Listed Building Consent  
- Planning Permission (if applicable)  
Copy of Initial notice or Reference Number to be submitted to Avison Young
- **BUILDING REGULATIONS**  
Tenant to apply and obtain Building Regulation Approval
- **LEGALS**  
Avison Young to issue approved drawings/specifications to Landlord to form part of the Licence for Alteration.  
  
No works to start on site until the Licence for Alteration is legally complete.

## Fit-Out (See Page 7)

- **PRE-START MEETING**  
Pre-Start meeting to be arranged with the Building Manager and Avison Young
- **TENANT TO COMMENCE SHOPFITTING WORKS**  
Work reviewed on site by the Centre's Building Manager, Avison Young & Prosper for compliance with Licence for Alteration.
- **SITE REVIEW ON COMPLETION**  
Avison Young or Prosper for Technical or Design depending on the nature of the snagging.
- **CONSENT TO TRADE CERTIFICATION**  
Avison Young to review works on completion to ensure works are carried out in accordance with the licence for alterations
- **UNIT OPENS FOR TRADE**
- **FINAL DOCUMENTATION**  
Tenant to issue the following to Avison Young:  
- Complete "As Built" drawings  
- Statutory Approvals & Final Certification





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# Design Approval

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## Concept Design Submission list of required documents\*

- Photographs of the existing demise
- Outline general arrangement plan/s
- Shopfront elevation with main signage
- Visuals (if available) or examples of similar fitouts
- Indication of proposed materials, including flooring, walls, ceilings and key elements
- Any additional drawings or visuals which help explain your concept

## Detail Design Submission list of required documents\*

- Detailed general arrangement plan/s
- Detailed shopfront elevation
- Signage contractor's drawing (including sections and dimensions)
- Detailed internal elevations
- Detailed sections (where applicable)
- Reflected ceiling plan
- Floor finishes plan, including floor junction details
- Finishes plan or schedule
- Furniture, Finishes and Equipment specifications (photographs to be included as well as specifications)
- Hoarding graphic proposal and construction drawings (where applicable)
- Scope of works

\* Note: Not all of these documents will always be required. However, Prosper may call for additional information if the case requires it





# Technical Design Approval

## Technical Design Submission list of required documents\*

### Statutory Approvals:

- Copy of application for Building Regulations and Initial Notice
- Copy of application for Listed Building Consent and Decision Notice where applicable
- Copy of application for Planning Permission and Decision Notice (where applicable)
- Copy of application for Consent to Display Advertisements and Decision Notice (where applicable)

### Drawings and documentation (please include a drawing issue sheet):

- General Arrangements Fit Out Plans
- Proposed electrical, mechanical, cold/hot water, services and drainage layout and specifications (where applicable) including details of the link to the main centre alarm
- Proposed fire alarm and detection details and specifications
- Proposed HVAC and smoke extract layout details and specifications (all where applicable) including details of links to any existing centre systems
- Proposed fire strategy plan, detailing fire-rated walls, emergency lighting, signage, fire doors, lobbies etc
- Scope of works. Specification detailing proposed works
- Structural Alterations plans (where applicable)

### Additional information required for food and beverage units only:

- Gas installation layout and details (where applicable)
- Fire suppression system details
- Kitchen extract system details, including grease/ odour filtration
- Grease management system details

\* Note: Not all of these documents will always be required. However, Avison Young may call for additional information if the case requires it





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# Pre-Start Fit Out & Open for trade

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## Prior to start on site checklist

- Contractors Health & Safety Documents
- Contractors Insurance
- Contractors Programme

## Pre-start meeting

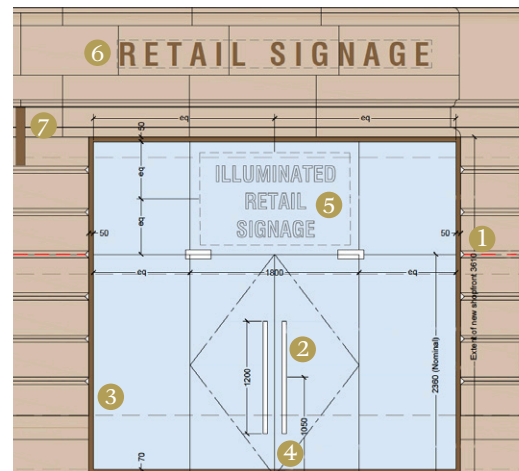
- Attendance at a pre-start site meeting to discuss and agree management issues on how the works will be undertaken on site
- Contractor to undertake the Royal Exchange site induction

## Tenant's Responsibilities

- Compliance with Asbestos Regulations
- Obtaining Food Premises Licence (if needed)
- Obtaining Alcohol Premises Licence (if needed)
- Any specific License required for proposed use. Such as PPL or PRS Licence for Music









## Signage

Illuminated signage to be positioned behind the glass shopfront.

Signage zones vary depending on unit location (dashed line in fig 1 shows an indicative signage zone). Guidance will be provided to new tenants on a one to one basis. Tenants shall not vary these details.

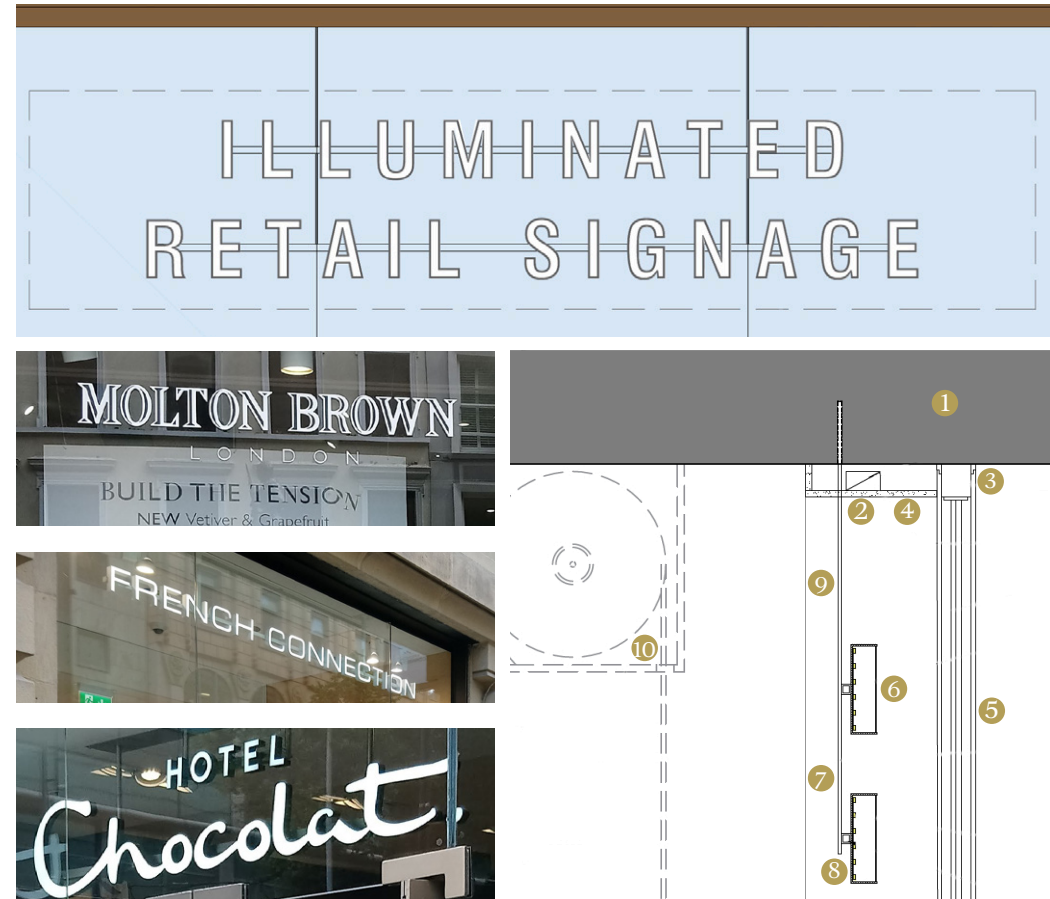
No other type of signs will be permitted and glazing films and shopfront vinyls are not permitted.

No permanent structures or bulkheads are permitted immediately behind the glazing.

- 1 Existing masonry structure
- 2 Indicative position of LED power units for signage
- 3 Aluminium anodised bronze slim frame shopfront
- 4 Paint finished plasterboard
- 5 Clear glazing
- 6 Internally illuminated aluminium anodised silver letters with white semi transparent perspex to front face. Letters fixed back to horizontal rods behind
- 7 Vertical and horizontal aluminium rods 15 mm ø, supported from existing structure above. Rods to be aligned with glazing joints where possible and painted in a colour to make them as inconspicuous as possible
- 8 LED lighting to individual letters - tenant to confirm specification.
- 9 Horizontal aluminium rods running behind letters
- 10 Tenant fitted security roller shutter

## Main Signage

Fig 1





## Signage

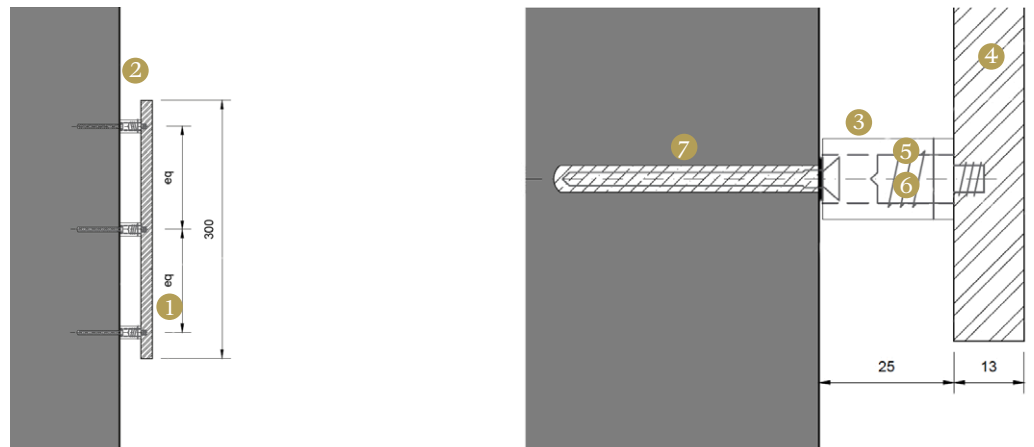
External Building Signage formed of aluminium individual letters with anodised bronze finish, 13mm thick. Letters to be located above the shopfront at centre of the string course as shown.

Consider the opportunity to use this signage as a separate approach of introducing your store to customers. Strict guidelines have been formulated in relation to signage locations, heights, and setting out for all existing tenants. These requirements have been put in place by the Landlord to ensure uniformity and consistency.

New tenants will receive guidance and their proposal will be approved on a one to one basis.

- ① 250mm - 300mm high bronze lettering
- ② Existing sandstone string course
- ③ Cover spacer to be aluminium anodised bronze
- ④ 13mm thick aluminium anodised bronze lettering
- ⑤ Female locator - turns to pull letter in and locks in place
- ⑥ Threaded male locator
- ⑦ 3-4mm screw fixing into existing masonry wall

## *External Building Signage*





## Signage

### *Projecting Sign*

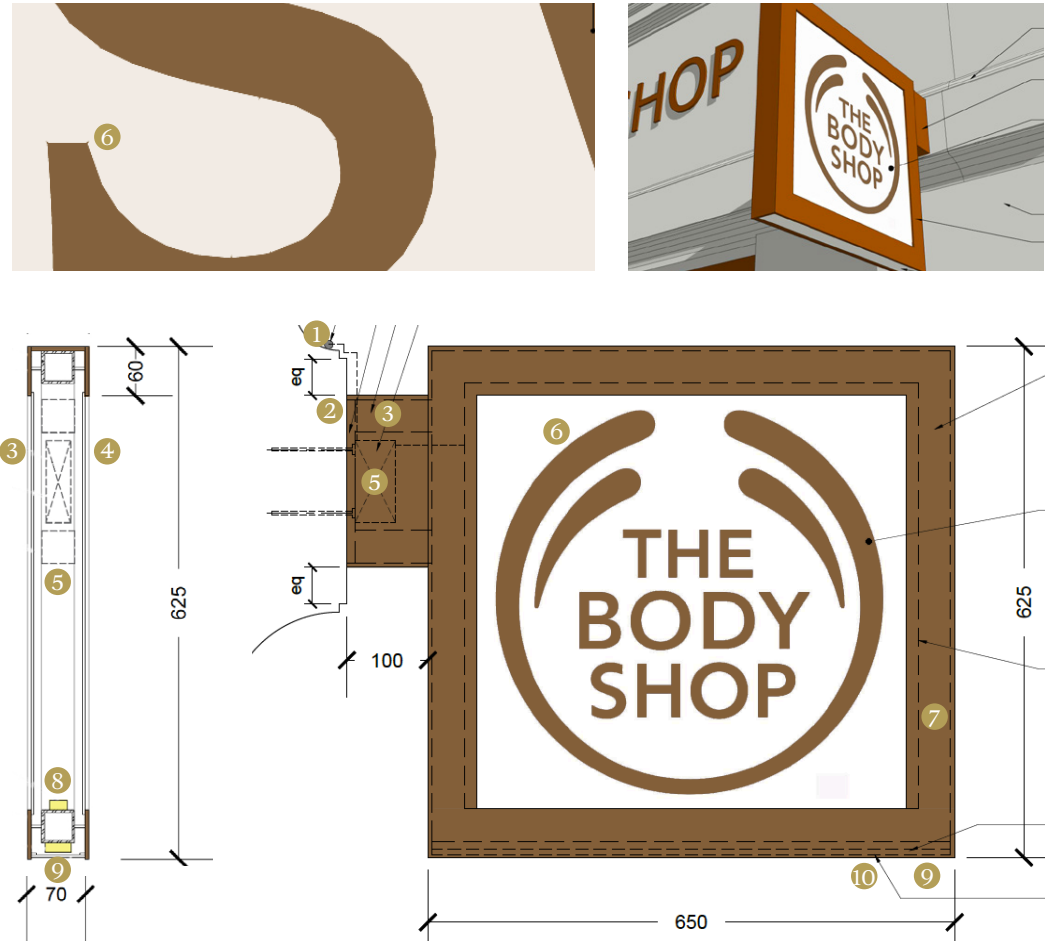
Existing projecting signs are constructed in metallic bronze plate frame with white perspex acrylic panel and internal LED lighting.

Tenant retail signage / logo in cut vinyl applied to the surface of the perspex panel. All panels to keep a clear surround of 20mm either side of text and 50mm for large graphic elements.

Where not otherwise specified fill colour to the vinyl for the projecting sign letters or logo to be:

- Vinyl solid fill - Colour RGB: 130,97,64

- ① Bronze/copper finish conduit for power supply to sign, to run along top of existing masonry band. Electrical contractor to detail location of cable routes and provide cable samples for approval
- ② Aluminium plate, screw fixed to existing sandstone band. Centred vertically on existing band
- ③ Fully welded aluminium anodised bronze cover plates, fixed over aluminium sub frame
- ④ Aluminium sub frame
- ⑤ LED power units for lights concealed within sign support arm
- ⑥ Retail vinyl signage / logo applied on 'white' semi transparent perspex, internally illuminated from behind.
- ⑦ Dashed outline of aluminium subframe behind bronze facing
- ⑧ 4000k LED strip light for internal illumination
- ⑨ 3000k LED strip light to underside of sub frame
- ⑩ Semi transparent perspex sheet to underside of LED lighting





## Arcade Shopfront

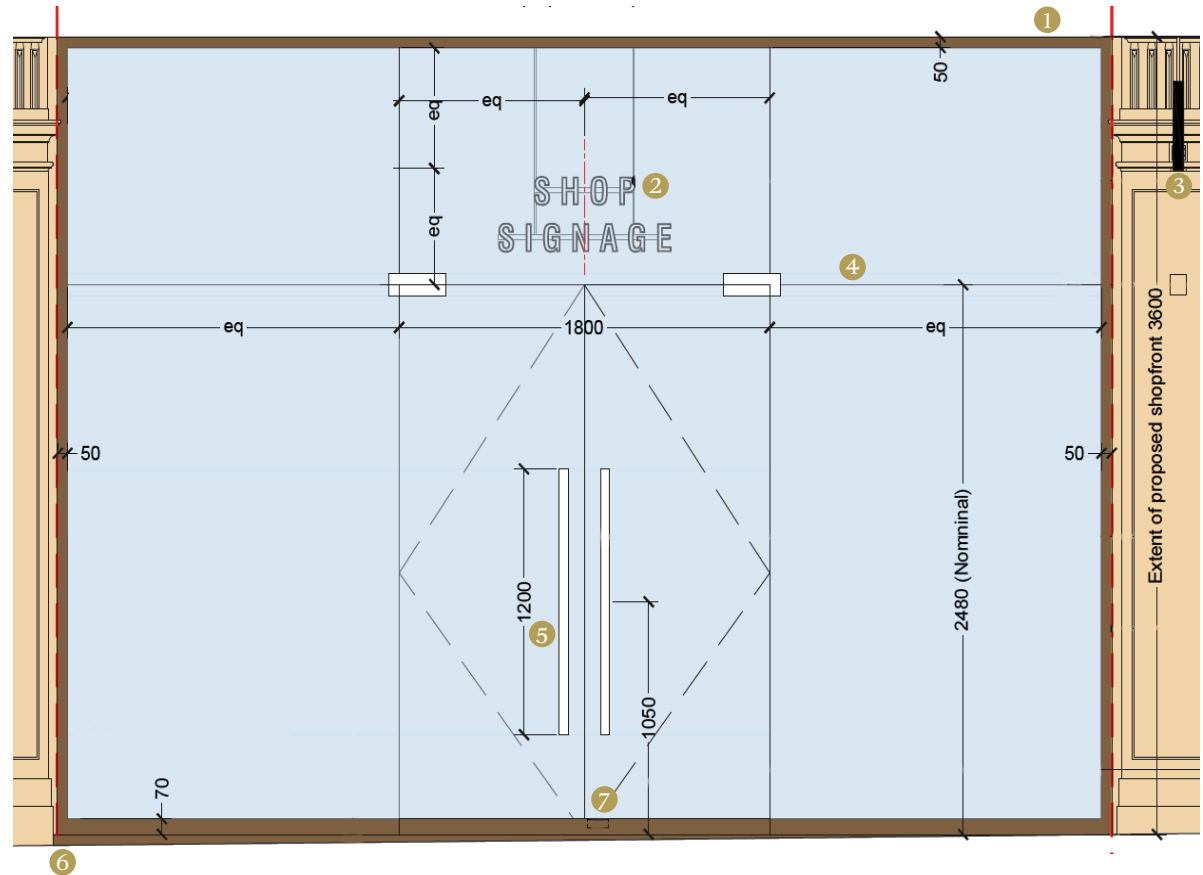
*Main*

New shopfronts to the internal Arcade should be a slim-frame, single-glazed, laminate clear float glass. If however a double-glazed shopfront is required, the inner pane should be toughened glass, and the outer pane laminate. Shopfront glazing to be butt-jointed vertically with silicone sealant joints. Glass-to-glass joints to be in clear silicone, and glass-to-channel joints in black silicone. Shopfront glazing to be designed to span vertically for the full height of the shopfront without transoms.

Shopfront framing to be a proprietary aluminium alloy framing system with a face width of 50mm and an anodised bronze finish. The colour of the framing should match the bronze signage. A new internal bulkhead should be formed to line with the top of shopfront.

Doors to be manual, hinged frameless glass door leaves in 12mm clear toughened glass, with manual patch-fitting lock at low level and tubular steel pull-handles. All locks and rails to be bronze anodised. The doors should be easy to operate and in accordance with Approved Document Part M. Shopfront drawings and specifications to be submitted for approval.

- ① Head of proposed shopfront to line with new ceiling level
- ② Illuminated signage behind glass shopfront (refer to page 14 for further details)
- ③ Proposed 520 x 500 x 70mm internally illuminated blade sign
- ④ Head of door/glazing division to line through mall with timber column detail
- ⑤ Stainless steel pull handle 30mm  $\varnothing$  (Nominal)
- ⑥ Anodised bronze shopfront to match new external shopfront
- ⑦ Door lock to be installed in bottom rail

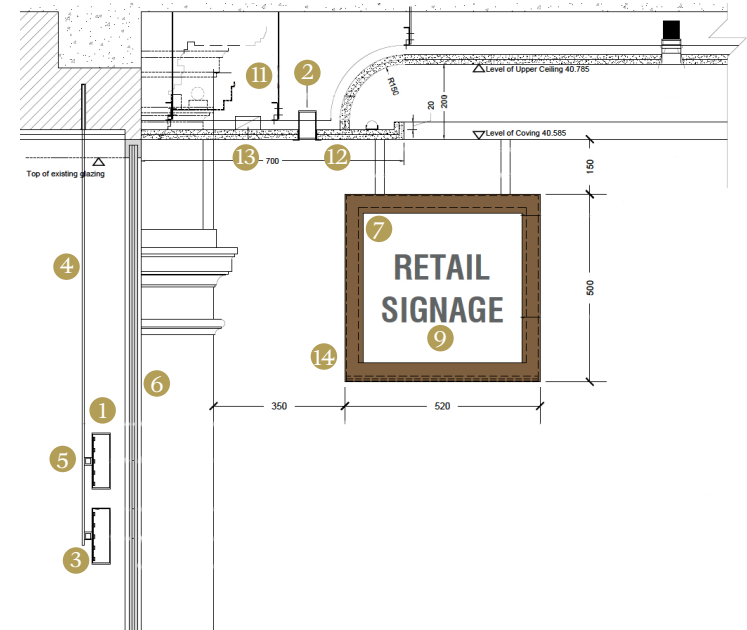
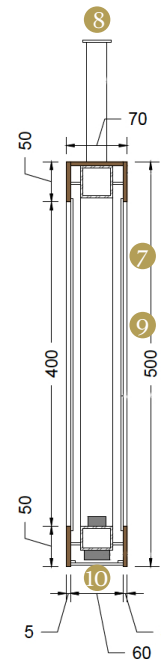




## Arcade Signage

*Projecting*

- 1 Aluminium anodised silver letters with opaque/white perspex to front face. Powder coated aluminium colour to be confirmed
- 2 Type F light fitting 250mm from face of pilaster
- 3 Signage to be internally illuminated with LED lights. Send specification of signage and LED power units for Approval - detail to be agreed with Prosper
- 4 Vertical and horizontal aluminium rods 15 mm  $\phi$ , supported from existing structure above. Align rods with joints in glazing where possible and painted in a colour to make them as inconspicuous as possible
- 5 Horizontal powder coated aluminium rods running behind letters
- 6 Glazing
- 7 Existing 520 x 500 x 70mm internally illuminated blade signage, with integrated lighting sign to be supported from the soffit as indicated. Finish in aluminium anodised silver frame. Tenant colour and sample to be provided for approval.
- 8 Powder coated aluminium support frame, colour to match main sign
- 9 Retail vinyl signage / logo applied on 'white' semi transparent existing perspex, internally illuminated from behind. Outline to letters 2mm wide Colour RGB: 156,134,94 Solid fill RGB: 130,97,64 (See page 11)
- 10 LED strip light to underside of sub frame. Internal down light to illuminate the existing pilaster
- 11 Existing structure to be retained and made good where necessary
- 12 Plasterboard covered ceiling to detail & specification
- 13 Indicative position of driver for sign. Location to be agreed with architect prior to installation
- 14 Dashed outline illustrating the aluminium sub frame



prosper

Produced by Prosper on behalf of The Royal Exchange Manchester.  
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