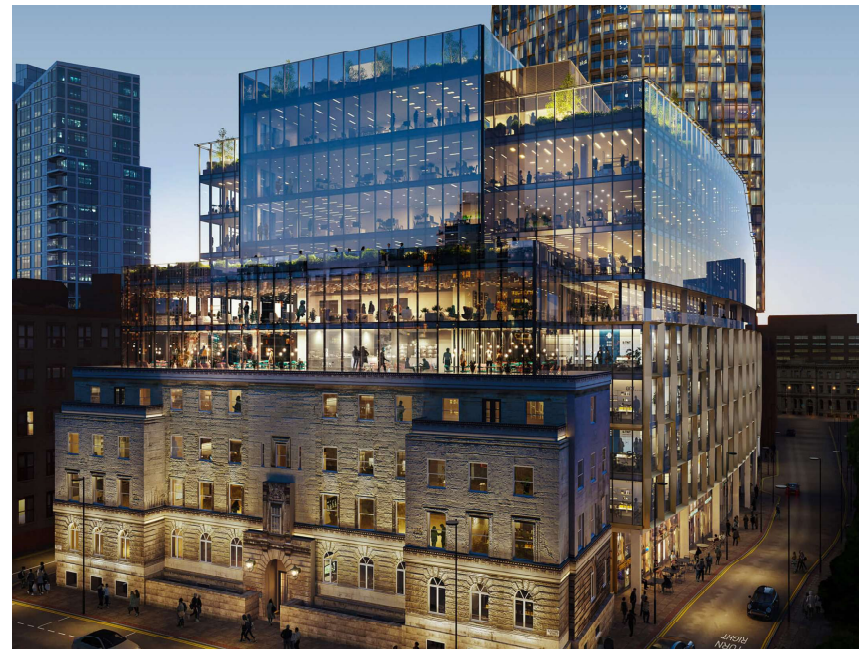


ST. MICHAEL'S

Shopfront & Signage Design Strategy



Rev - 29.07.2024

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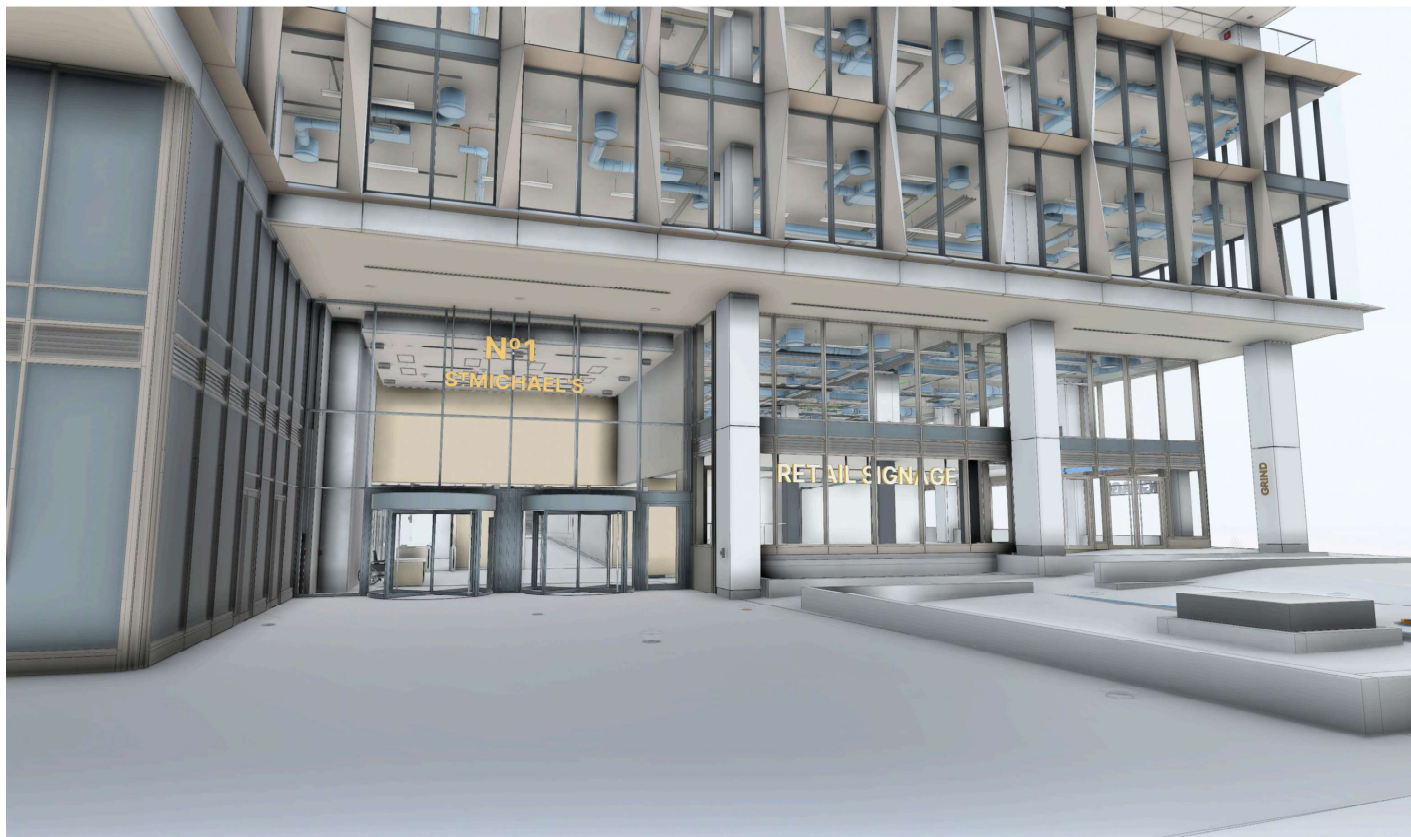
INTRODUCTION & PURPOSE OF THIS GUIDE



St. Michaels is a new mixed-use development bordered by Jacksons Row, Bootle Street, and Southmill Street in Manchester. While St. Michaels is not on a major road, it is encircled by smaller streets that can attract foot traffic. The majority of the lower levels of the development contain active frontages covering about 90% of the site's perimeter. These frontages include low-level retail and tenant spaces, as well as ground floor entrances to the office development. Level 10 incorporates a new restaurant, with its entrance located on the ground floor on Jacksons Row.

This guide has been produced to aid tenants, their designers and contractors, in designing and fitting out shopfronts and signage to retail units, office and restaurant entrances. It should be read in conjunction with all other landlord specifications, leases and associated documents, and should be distributed to all designers and contractors involved in the design or execution. This guide also outlines the procedure for obtaining landlord approval for tenant's works, which must be obtained prior to carrying out works.

SHOPFRONT & SIGNAGE DESIGN GUIDANCE



1. This guidance aims to ensure that the signage for shopfronts, restaurants, and building entrances is of a uniform design, promoting consistency.
2. The intent is to remove visible fittings, wiring, and other equipment on the facades while maximizing active frontages and shopfront glazing to allow views into the interiors.
3. The signs are designed with strict guidelines to maintain consistency across the building.

The main elements of the signage strategy include:

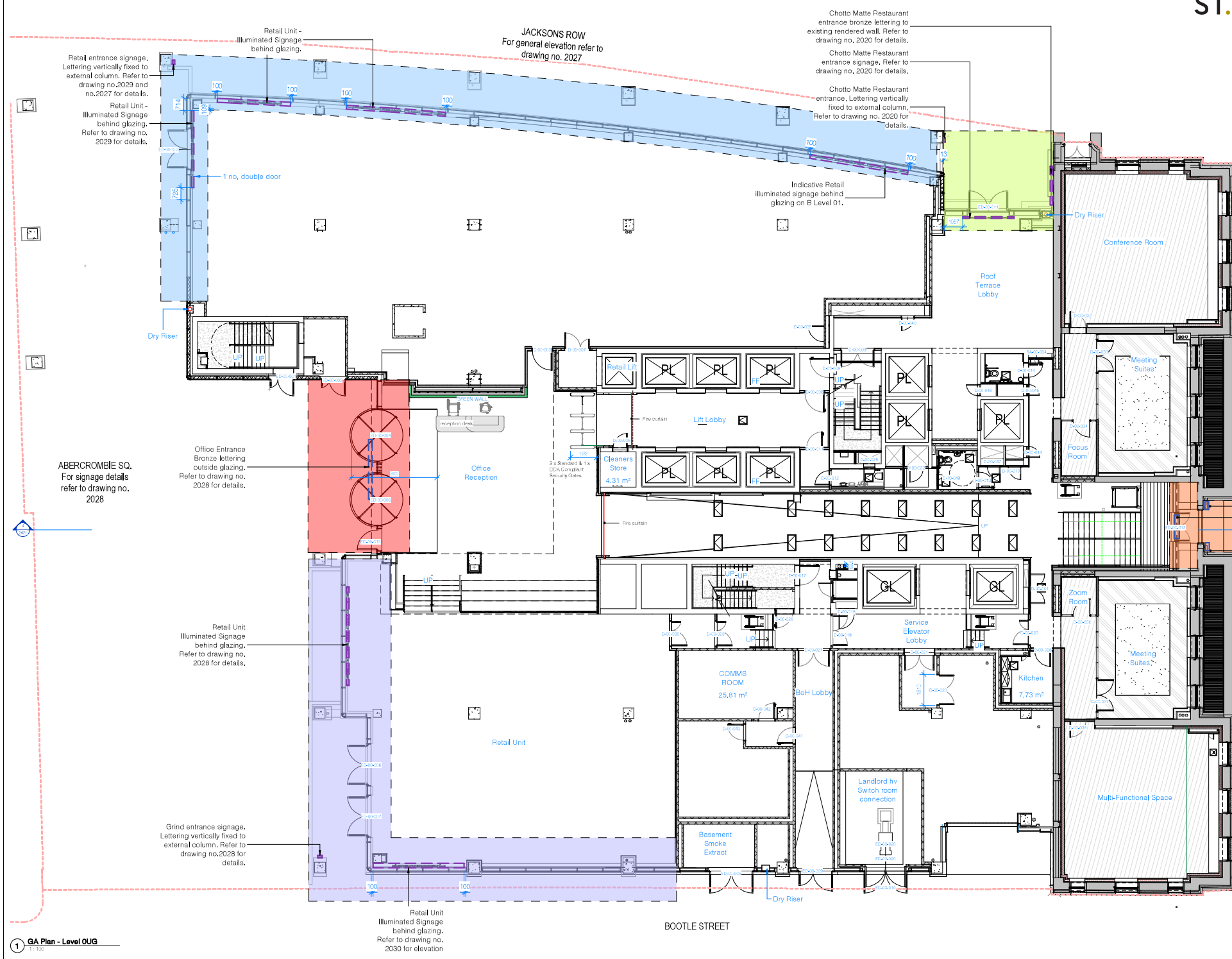
- *Internally illuminated signage:* Designed for tenants occupying retail units and for the ground floor entrance of the Level 10 restaurant. These signs are to be fixed behind the glazing, minimizing any fittings to the glazing. Tenants are not permitted to vary these details, and no other signs will be allowed. All wiring, lighting drivers, etc., must be concealed within the sign.
- *Anodized bronze lettering:* Pin-mounted to the existing rendered cheek wall and external GRC columns, primarily designed for the ground floor entrance to the Level 10 restaurant and retail units. These individual letter signs will be managed and installed by the landlord to ensure uniformity and consistency.
- *LED screen signage strategy:* The restaurant on Level 10 comprises two LED screens – an outdoor LED screen for the terrace and one indoor LED screen on the Southmill Street elevation, both facing outward. These would be attached to/ behind the curtain wall mullions.
- *Externally hung bronze lettering:* Office entrance signage will be attached outside of the glazing, suspended on stainless steel rods. The anodized bronze lettering is designed to match the anodized anoloc bronze 543 building façade panels.
- *Manifestation on the glazing:* Signage strategy for the secondary office entrance through the former police station building, in the form of the StM logo manifestation on the glazing of the entrance door. Any mandatory manifestation to the glazing subject to Client agreement.

APPROVAL PROCESS

The landlord's consent will be required for all tenant shopfronts and signage. Tenants should submit drawings and details to the landlord for approval, and details to be submitted and timescales for approval should be in accordance with the Agreement for Lease.

Tenants should follow the guidance within this Signage and Shopfront Design Strategy. This guide is intended to form an approved document of the subject applications for Planning Permission. Therefore if these guidelines are adhered to, further consent will not be required by the tenant for the signage described in the guide. The tenant should submit details in relation to each shopfront or signage, specifying the exact system, colour, finish to the planning authority, or to satisfy any other conditions as necessary.

If the tenant considers that it is not possible to follow the guide, they should forward their alternative proposals to the landlord and obtain landlord approval for their proposals. Subject to landlord confirmation and approval, the tenant must then submit applications for Planning Permission or Advertisement consent, as necessary for the works.



Overall Signage Key

- Restaurant Entrance Jacksons Row St
- Office Entrance Abercrombie Sq
- Retail Storefront Unit Jacksons Row St & Abercrombie Sq
- SMB Main Entrance Signage Southmill Street
- Retail Storefront Unit Abercrombie Sq & Bootle St
- Tenant Signage Zone (maximum extents)
- Landlord Signage Zone (maximum extents)

Note:

Refer to dwgs, 2019, 2020, 2026-2030, 3078, 3079 and 3085-3088 for further signage strategy information

'Inter' font used for all external signage as per St. Michael's Brand Crib sheet. Internal signage lighting colour and font as per tenant branding requirements.

Landlord signage plaque on existing SMB Main Entrance. Refer to drawing no.2028

Landlord signage STM logo on SMB Main Entrance. Refer to drawing no.2028 and 3080 for door details.

Landlord signage plaque on existing SMB Main Entrance. Refer to drawing no.2028

PC2	Issue for Planning	2024.07.22
PC1	Planning signage	2024.07.23
Rev	Details	Date



+BOWMER KIRKLAND

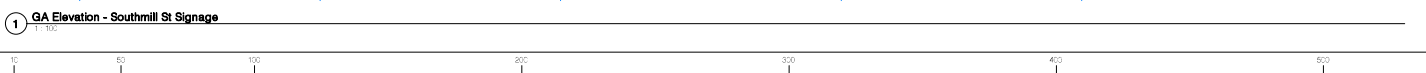
Project: St. Michael's

Job number: 0601

Status: STAGE 4

GA Plan - Overall Signage Strategy

Scale:	As indicated	Drawn by:	HOD
Drawing number:	A1		
Year:	2019		
Drawing number (B5 version):	63068-HOD-ZZ-ZZ-DR-A-2019		
Current revision date:	2024.07.22	Revision:	P02



P02	Issue for Planning	2024.07.22
Rev.	Issue for planning review	2024.04.22
	Details	Date

	
Project	
St. Michaels	
Client number	
0601	
Status	
STAGE 4	

Title	
Signage Strategy - Sheet 4	

Scale	Drawn by	
As indicated	HOD	
© A1		
Drawing number		
2026		
Drawing number BS protocol		
63068-HOD-ZZ-ZZ-DR-A-2026		
Current revision	Date	Revision
2024.07.22	P02	

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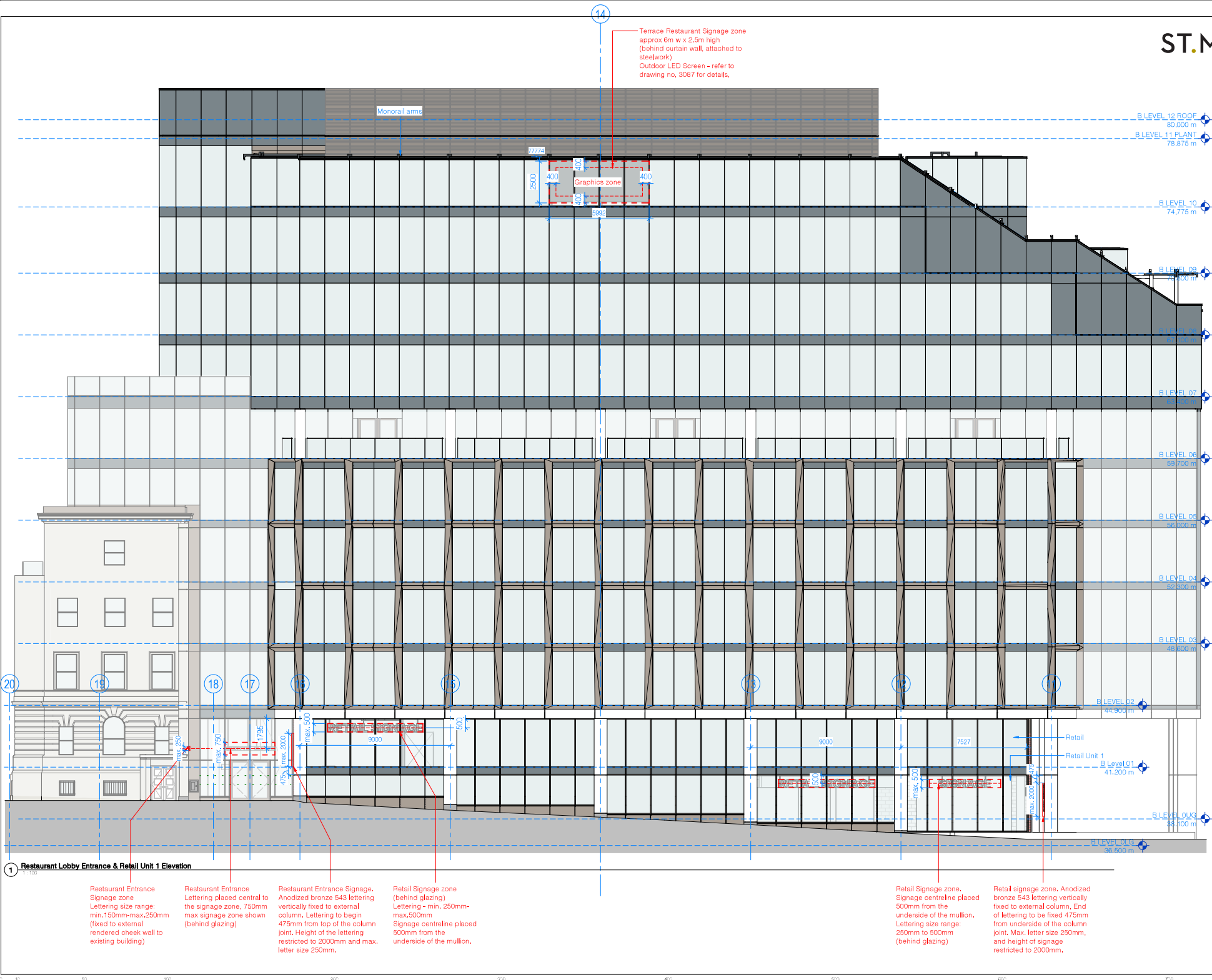
hodder+partners
 6

Key

- Glazing Manifestation Location
Note: Semi-transparent dots proposed unless otherwise agreed between tenants, Local Authority and Building Control
- Extents of possible signage zone (Indicative lettering only)

Note: 'Inter' font used for all external signage as per St. Michael's Brand Crib sheet.

Internal signage lighting colour and font to suit tenant branding requirements.



P03	Issue for Planning	2024.07.22
P02	Issue for planning review	2024.04.22
P01	For Final Comments	2023.03.25
Rev	Details	Date

ST.M + BOWMER KIRKLAND

Project: St. Michaels

Location: 0801

Status: STAGE 4

Scale: 1:100

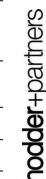
Author: [Name]

Checker: [Name]

Reviewer: [Name]

Approver: [Name]

As indicated	As indicated
A1	A1
Drawing number	2027
Drawing number (BIS protocol)	63068-HOD-ZZ-ZZ-DR-A-2027
Current revision date	2024.07.22
Revision	P03

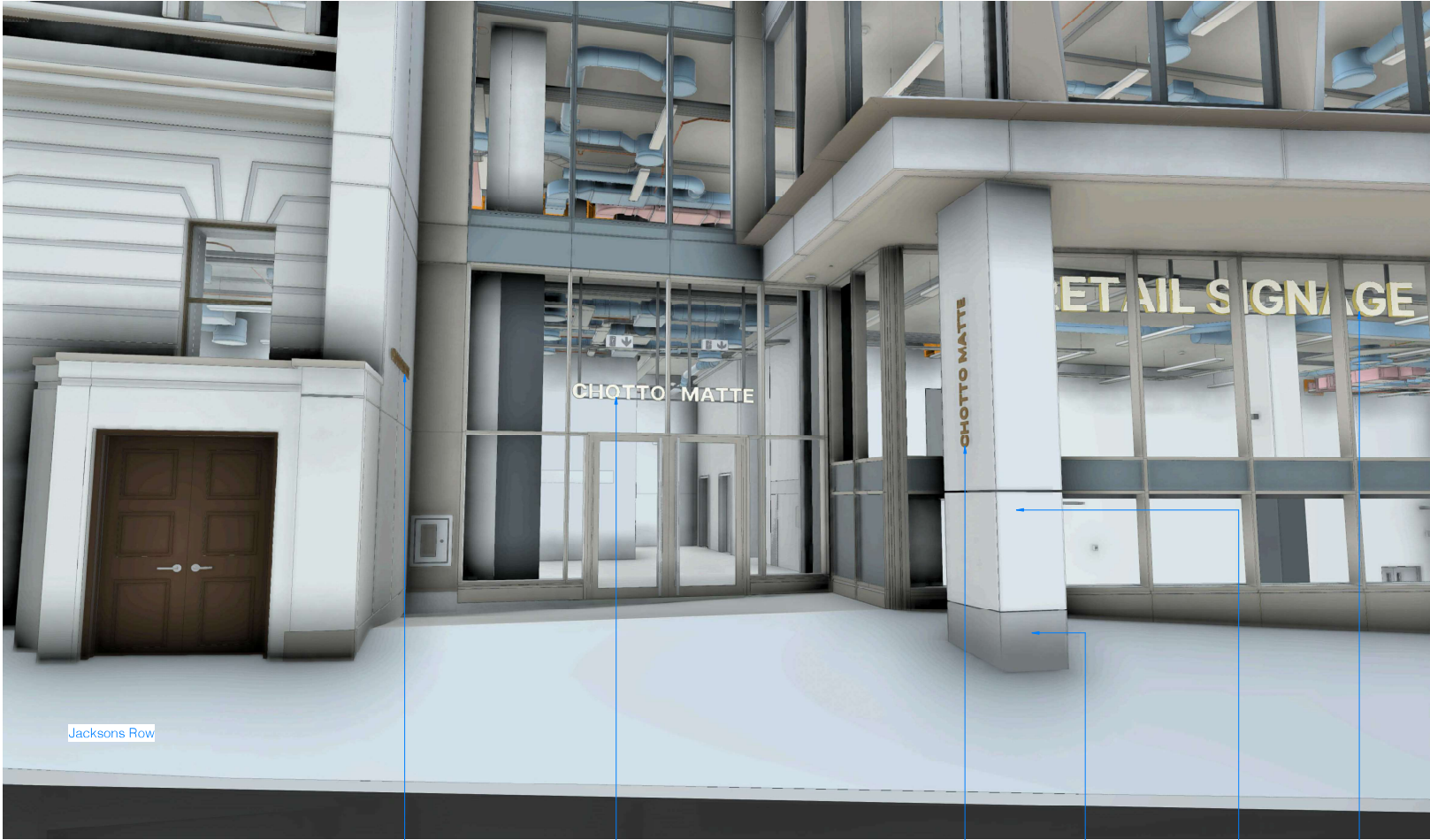


Note:

'Inter' font used for all external signage as per St. Michael's Brand Crib sheet.

Internal signage lighting colour and font to suit tenant branding requirements.

Refer to drawing no.2020 for details.



Jacksons Row

Restaurant signage - bronze lettering fixed to external rendered cheek wall to existing building. Refer to drawing no.2020 for details. Indicative text only shown

Restaurant Entrance signage centrally aligned to Entrance door. Refer to drawing no. 2020 for details. Indicative text only shown

Restaurant entrance signage vertically fixed to external GRC column. Anodized bronze lettering with max. height 2m and max. letter size 250mm. Refer to drawing no. 2020 for details.

Stainless steel plinth to external column

GRC External column

Retail storefront signage. Max. letter size 500mm. Indicative text only shown

PC1 Reviewing signage
Rev: Details
Date: 2024.07.29

ST

M

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KIRKLAND

Project

St. Michaels

Client

0001

Status

STAGE 4

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File

Restaurant Entrance Perspectives

Scale

drawn by

HOD

Sheet

A1

Drawing number

3088

Drawing number (BSP)

63068-HOD-ZZ-ZZ-DR-A-3088

Current revision date

2024.07.09

Revision

P01

Key

- Glazing Manifestation Location
Note: Semi-transparent dots proposed unless otherwise agreed between tenants, Local Authority and Building Control
- [] Extents of possible signage zone (Indicative lettering only)

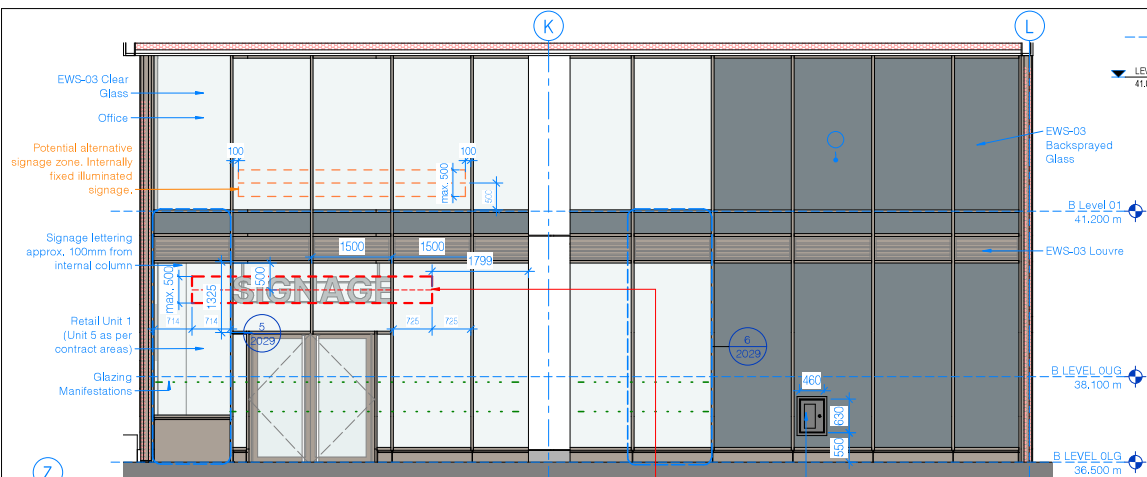
Note: 'Inter' font used for all external signage as per St. Michael's Brand Crib sheet.

Internal signage lighting colour and font to suit tenant branding requirements.

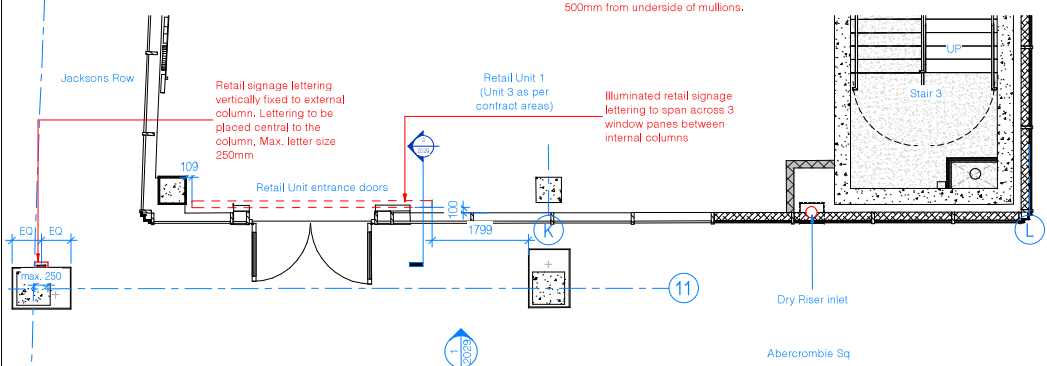
Retail Internally illuminated signage attached to existing structure



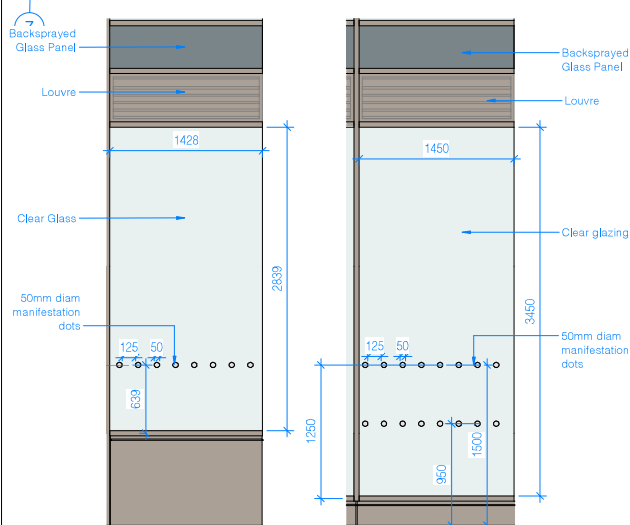
Precedent image: Illuminated signage



1 Retail Unit 1 Elevation (Unit 3 as per contract areas)

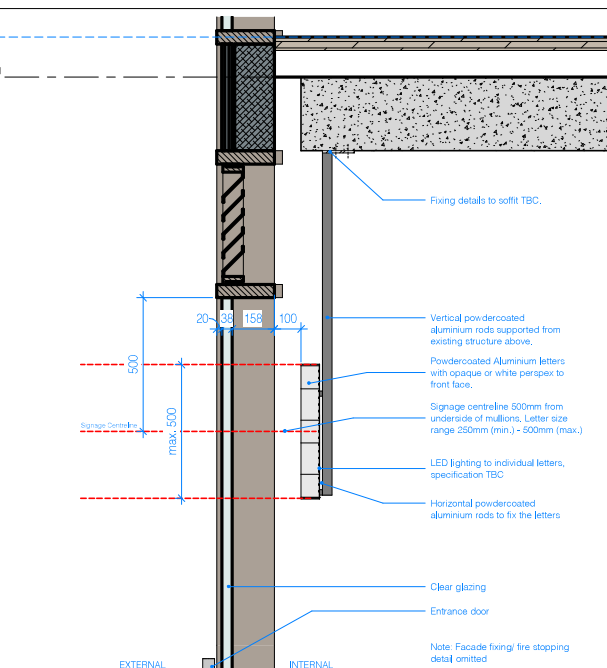


2 Retail Unit 1 (Unit 3 as per contract areas) GA Plan



5 Panel Type 06

6 Panel Type 07



3 Retail Entrance Illuminated Signage

PC3	Issue for Planning	2024/07/22
PC2	Issue for planning review	2024/04/22
PC1	For Final Comments	2023/03/24
Rev.	Details	Date

ST.M	+BOWMER KIRKLAND
Project:	St. Michaels
Client:	
Ref:	0801
Stage:	STAGE 4

Title: Signage Strategy - Retail Storefront (3 of 3)	
Scale:	As indicated
Drawn by:	HOD
Drawing number:	0801
Drawing number (BSP):	63068-HOD-ZZ-ZZ-DR-A-2029
Current revision date:	2024.07.22
Revision:	P03