

The background of the entire page is a close-up photograph of green palm fronds. The fronds are long, slender, and pointed, creating a dense, layered pattern of green against a dark background. The lighting highlights the texture and veins of the leaves.

KAMPUS MANCHESTER

COMMERCIAL UNITS SIGN ZONING

BLOCK C, E & F

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Purpose of the Document

This document sets out the signage strategy for commercial units at Kampus, Manchester.

The Site

Design Approach

This strategy provides a consistent approach to commercial signage across the Kampus estate; it shows clearly defined locations for commercial signage whilst offering tenants the opportunity to be creative and add individual branding to the units.

The diagrams in this document indicate the location and type of commercial signage that is permitted for blocks C, E and F. In summary:

Projecting signage

- Defined locations for each unity
- Support bracket integrated into facade, with cable conduit for lighting
- Standard detail - specified parameters, but flexibility for individual design.

Shopfront /window signage, for example

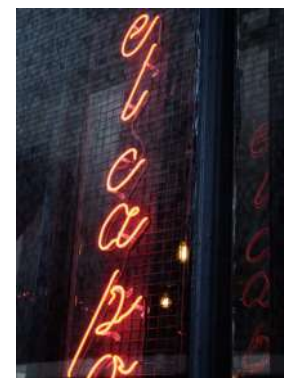
- Vinyl or similar
- Signwriting and / or creative imagery or text
- Internally mounted neon or lightboxes.

In general, the following approach will be taken

- All commercial signage will be subject to landlord approval
- No externally mounted signage will be permitted, other than in the locations defined in this document and to the prescribed detail
- Shopfront . window signage must not cover more than 30% of the glazed area, but individual designs may be subject to review on their own merits (so this coverage may be exceeded in some instances).
- Any temporary signage within the estate e.g. A-boards will be subject to landlord approval.
- Whilst all commercial signage will be designed by the individual tenants to their particular style of brand, a selection of precedent images has been included in this document to illustrate the intended approach.



LOCATION PLAN



SURROUNDING CONTEXT



CGIs



Flow Diagrams

Block C

These diagrams show the expected pedestrian flows in relation to the retail / F&B façades.

Peak hours are expected to be in the evening with a lot of the scheme's activity taking place within the main courtyard 'urban jungle'. Heavy traffic will come from the north of the site from Piccadilly Station and Manchester City Centre.

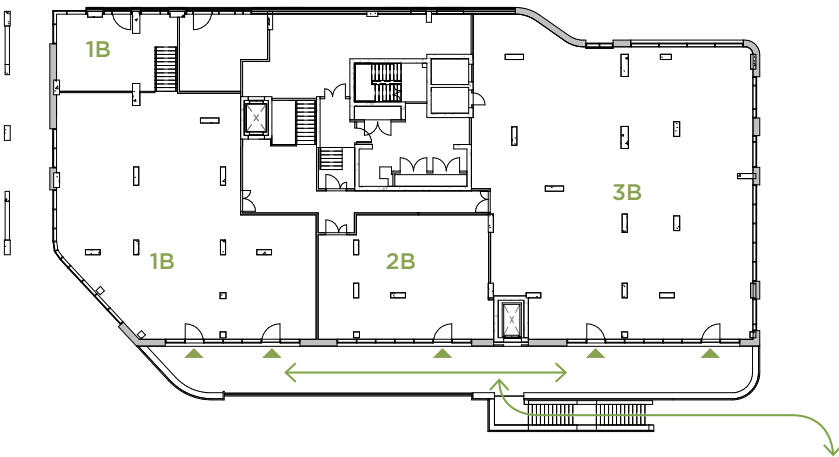
Through adopting an interesting landscaping approach, it is hoped that pedestrian's will be encouraged down into the courtyard space via the stairs adjacent to Block C.

Block E/F

Block E and F are situated on prominent pedestrian corners with the north, east and south facade sitting on Minshull Street, Aytoun Street and Chorlton Street respectively.

With this in mind, it is predicted that the majority of pedestrian traffic will come from these directions. Routes into the internal courtyard will be encouraged through the same strategy as Block C.

A separate commercial signage strategy will be provided for the two listed buildings.



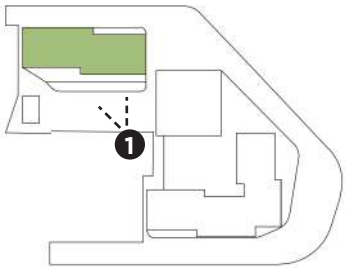
FIRST FLOOR PLAN - BLOCK C



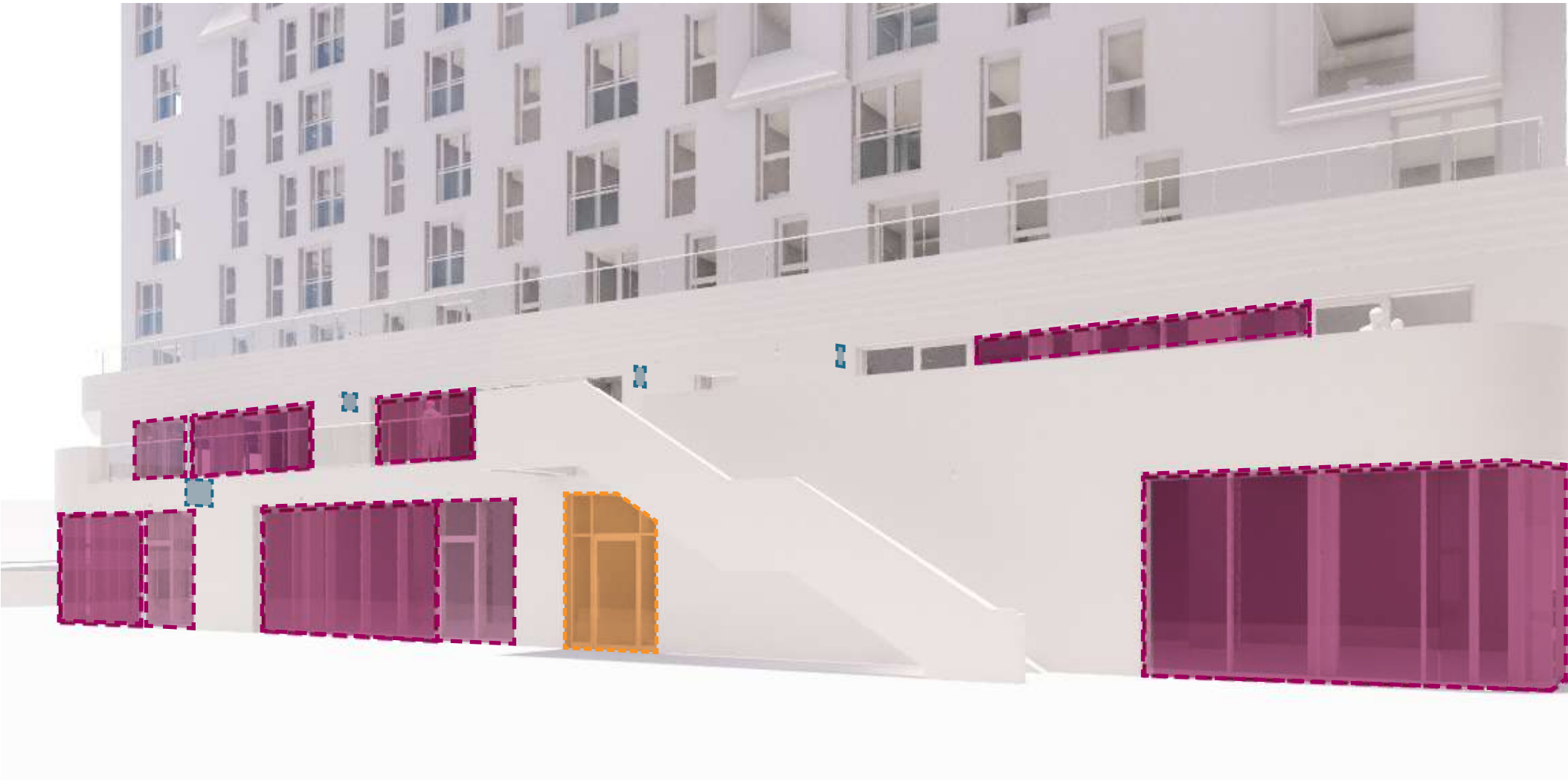
GROUND FLOOR PLAN

View 01 | Internal Courtyard

KEY

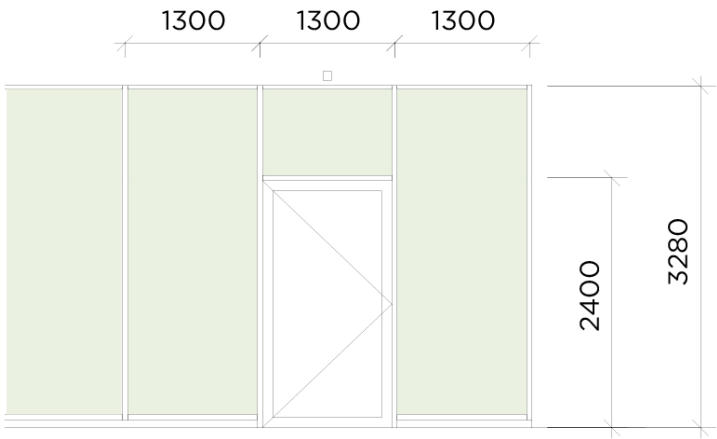


- Commercial shopfront / window signage
- Projecting or commercial signage
- Entrance or management space

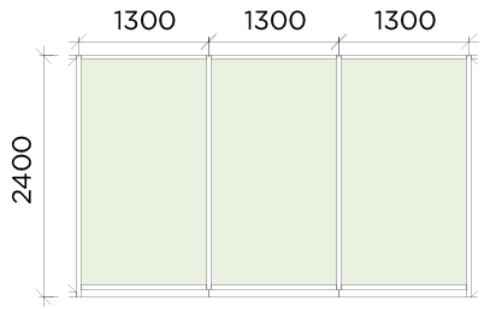


Commercial Shopfront / Window Signage

Consists of applied vinyl graphics directly onto glazing and/or internally hung signage.



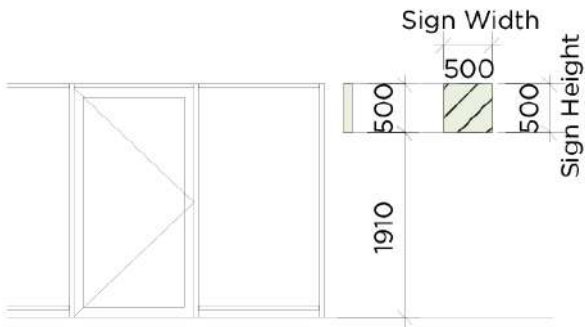
TYPICAL BLOCK C SHOPFRONT DIMENSIONS
GROUND FLOOR



TYPICAL BLOCK C SHOPFRONT DIMENSIONS
FIRST FLOOR

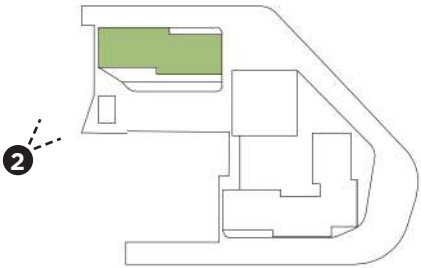
Projecting Commercial Signage

Signage with provisions for lighting included.

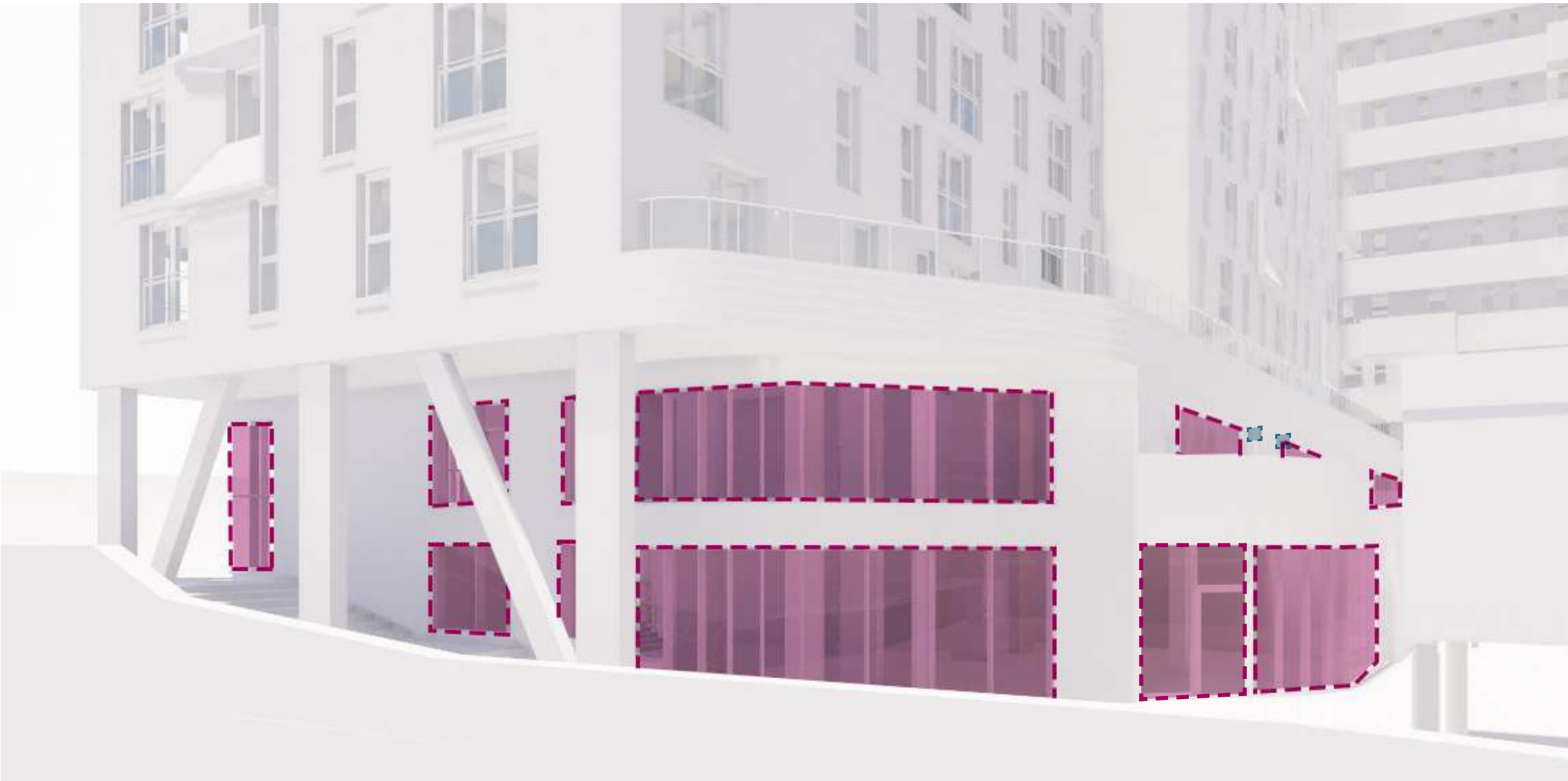


TYPICAL BLOCK C PROJECTING SIGN
500X500MM

KEY

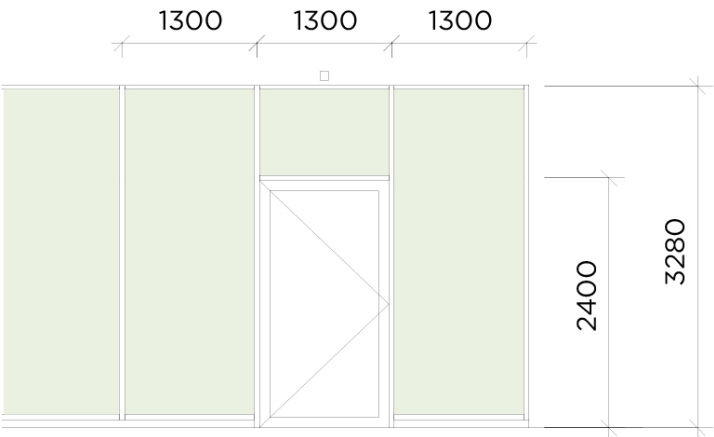


- Commercial shopfront / window signage
- Projecting or commercial signage
- Entrance or management space

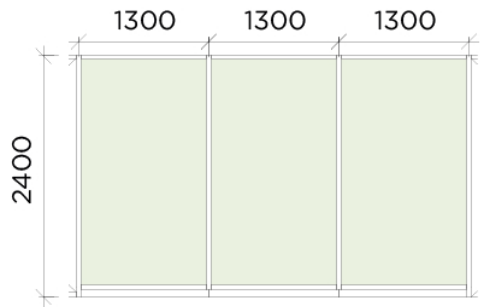


Commercial Shopfront / Window Signage

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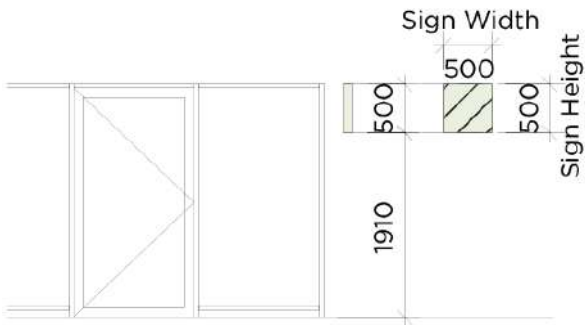
TYPICAL BLOCK C SHOPFRONT DIMENSIONS
GROUND FLOOR



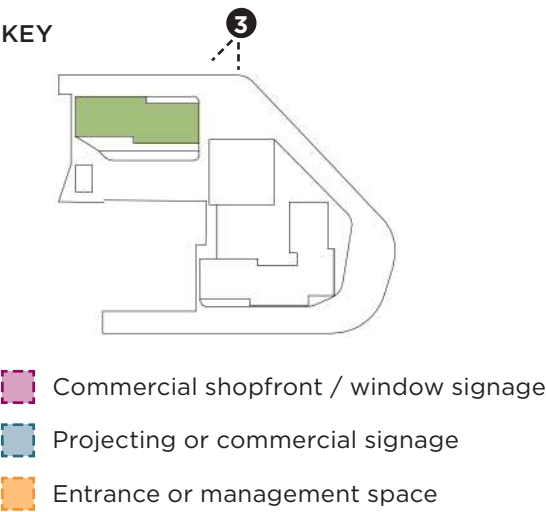
TYPICAL BLOCK C SHOPFRONT DIMENSIONS
FIRST FLOOR

Projecting Commercial Signage

Signage with provisions for lighting included.

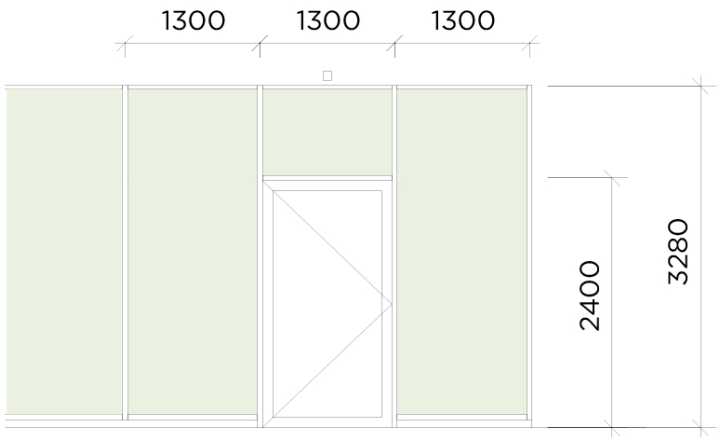


TYPICAL BLOCK C PROJECTING SIGN
500X500MM

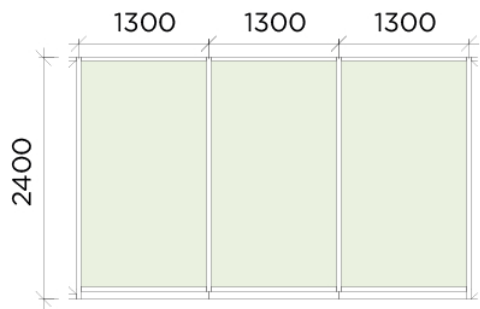


Commercial Shopfront / Window Signage

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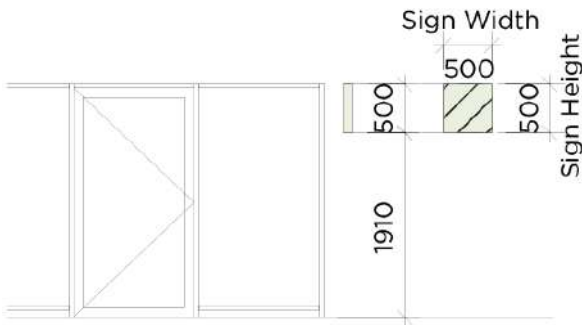
TYPICAL BLOCK C SHOPFRONT DIMENSIONS
GROUND FLOOR



TYPICAL BLOCK C SHOPFRONT DIMENSIONS
FIRST FLOOR

Projecting Commercial Signage

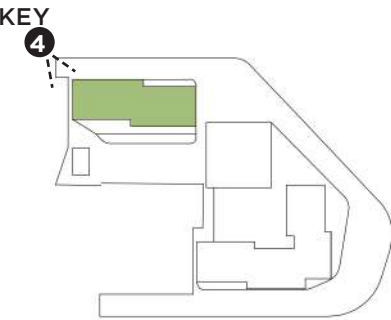
Signage with provisions for lighting included.



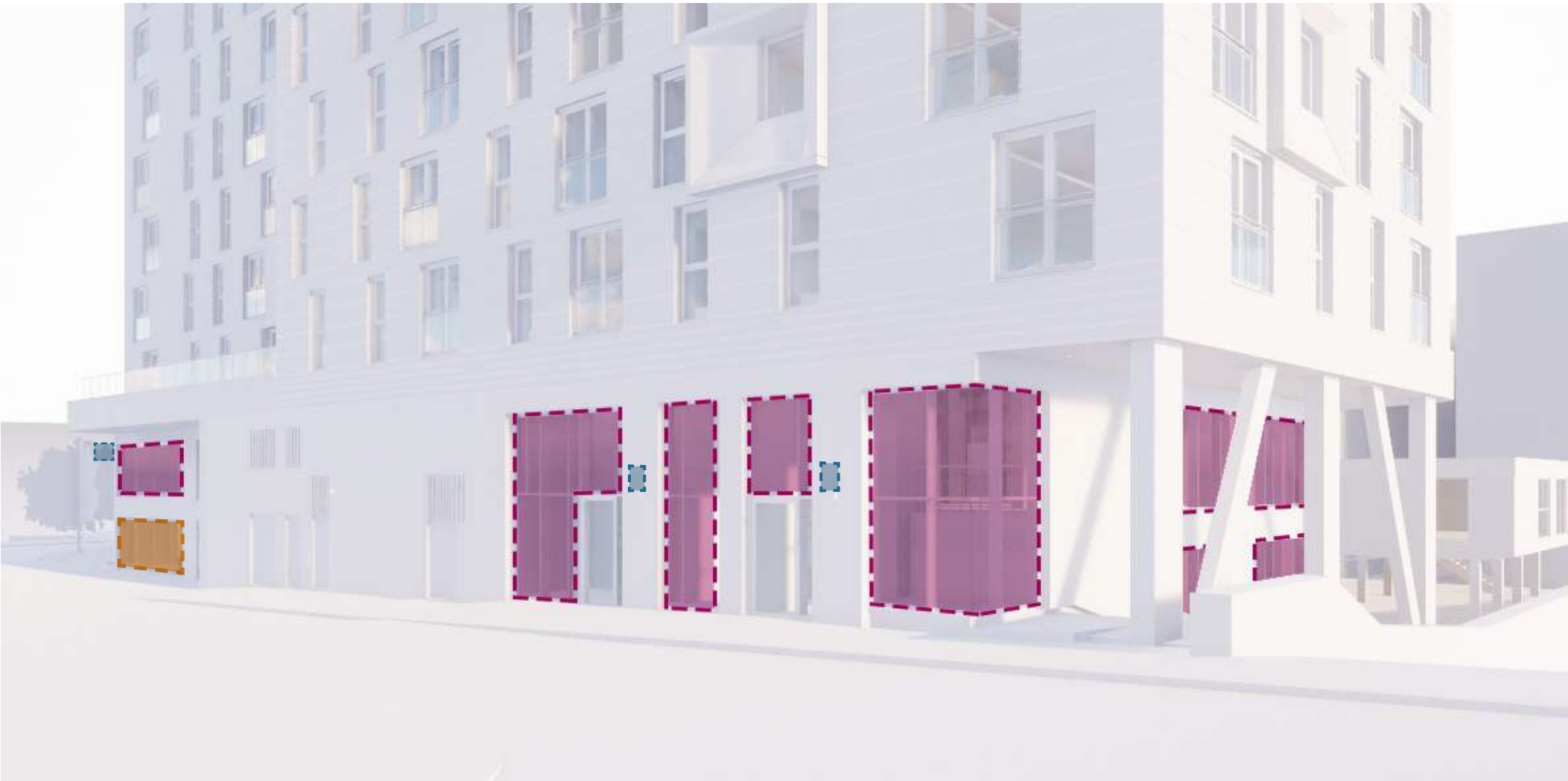
TYPICAL BLOCK C PROJECTING SIGN
500X500MM

Residential Entrance Zone Opportunities

The zone for Block C residential entrance to contain applied window graphics such as vinyl, hanging internal sign or projecting sign on the external facade.

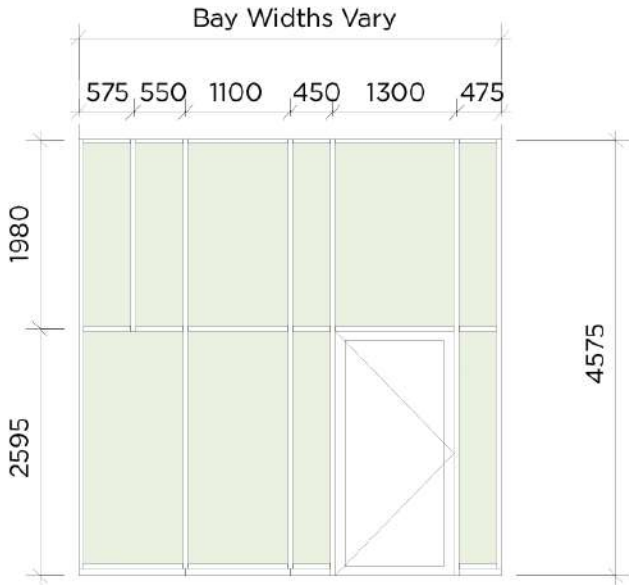


- Commercial shopfront / window signage
- Projecting or commercial signage
- Entrance or management space

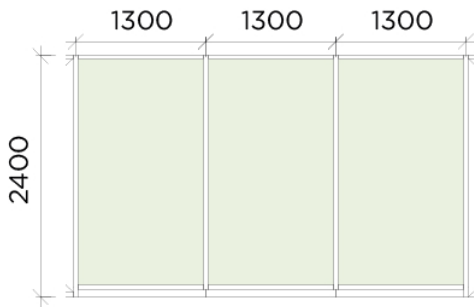


Commercial Shopfront / Window Signage

Consists of applied vinyl graphics directly onto glazing and/or internally hung signage.



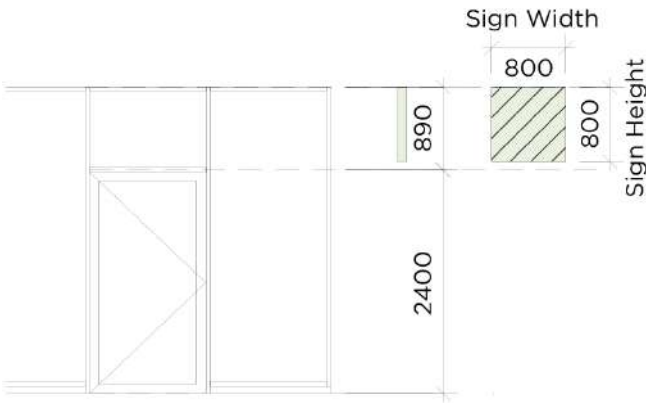
TYPICAL BLOCK C SHOPFRONT DIMENSIONS
GROUND / FIRST FLOOR



TYPICAL BLOCK C SHOPFRONT DIMENSIONS
FIRST FLOOR

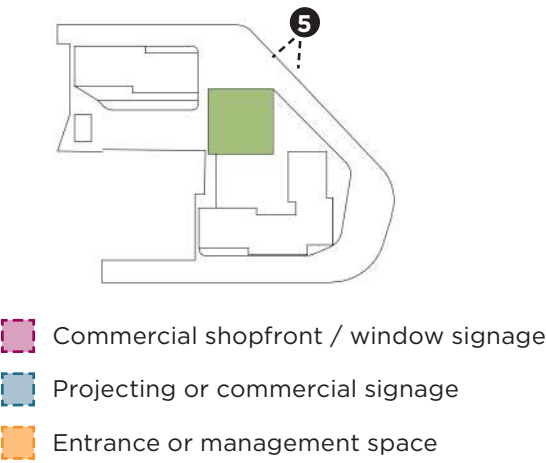
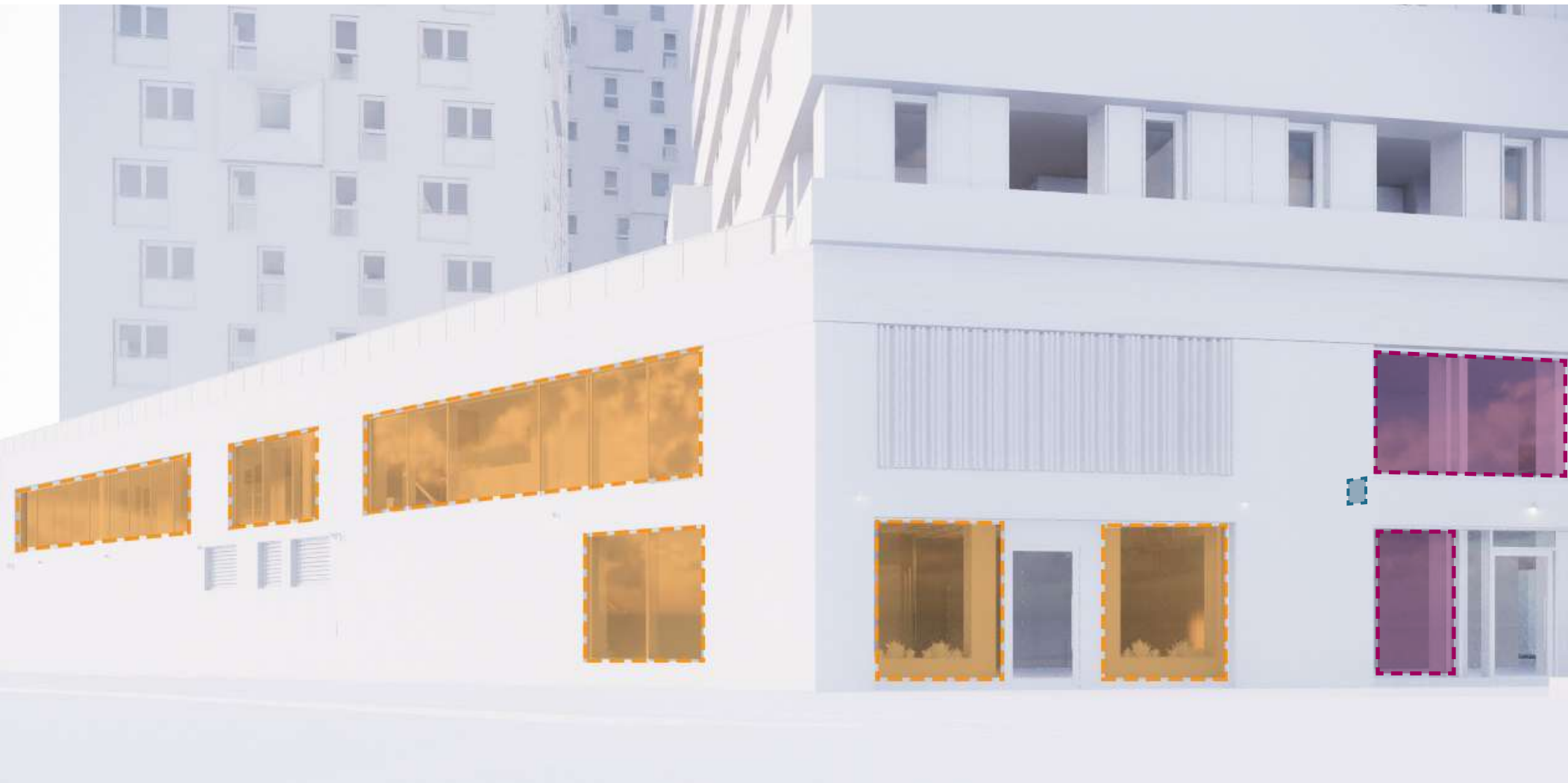
Projecting Commercial Signage

Signage with provisions for lighting included.



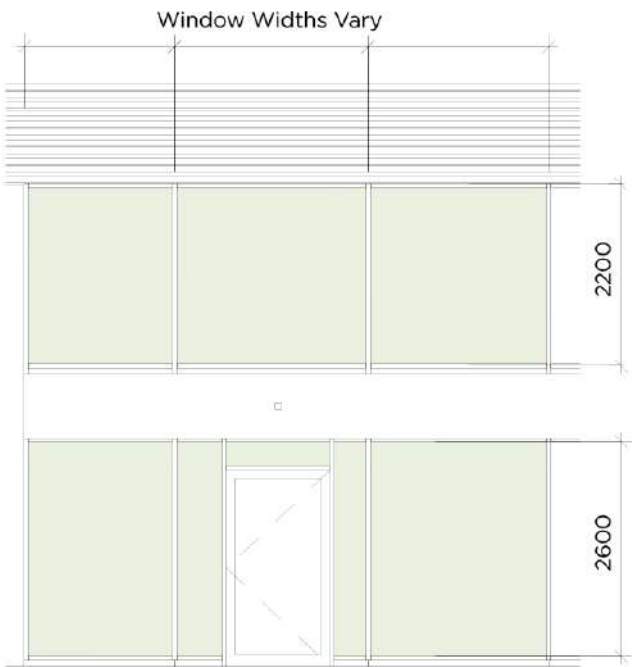
TYPICAL BLOCK C PROJECTING SIGN
800X800MM

KEY



Commercial Shopfront / Window Signage

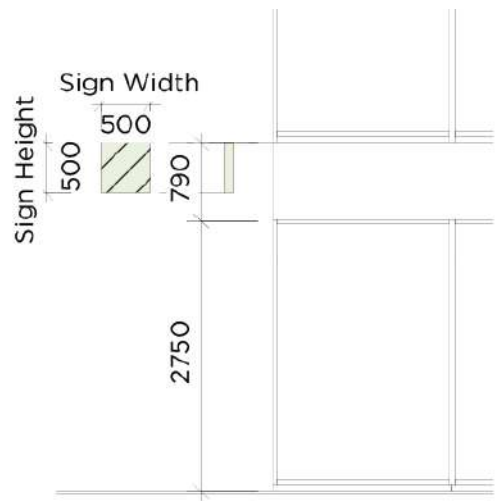
Consists of applied vinyl graphics directly onto glazing and/or internally hung signage.



TYPICAL BLOCK E SHOPFRONT DIMENSIONS
GROUND / FIRST FLOOR

Projecting Commercial Signage

Signage with provisions for lighting included.



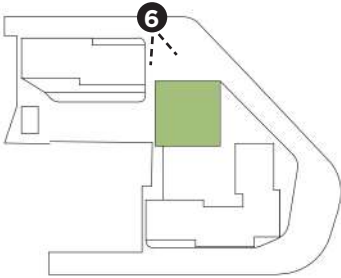
TYPICAL BLOCK E PROJECTING SIGN
500X500MM

Residential Entrance Zone Opportunities

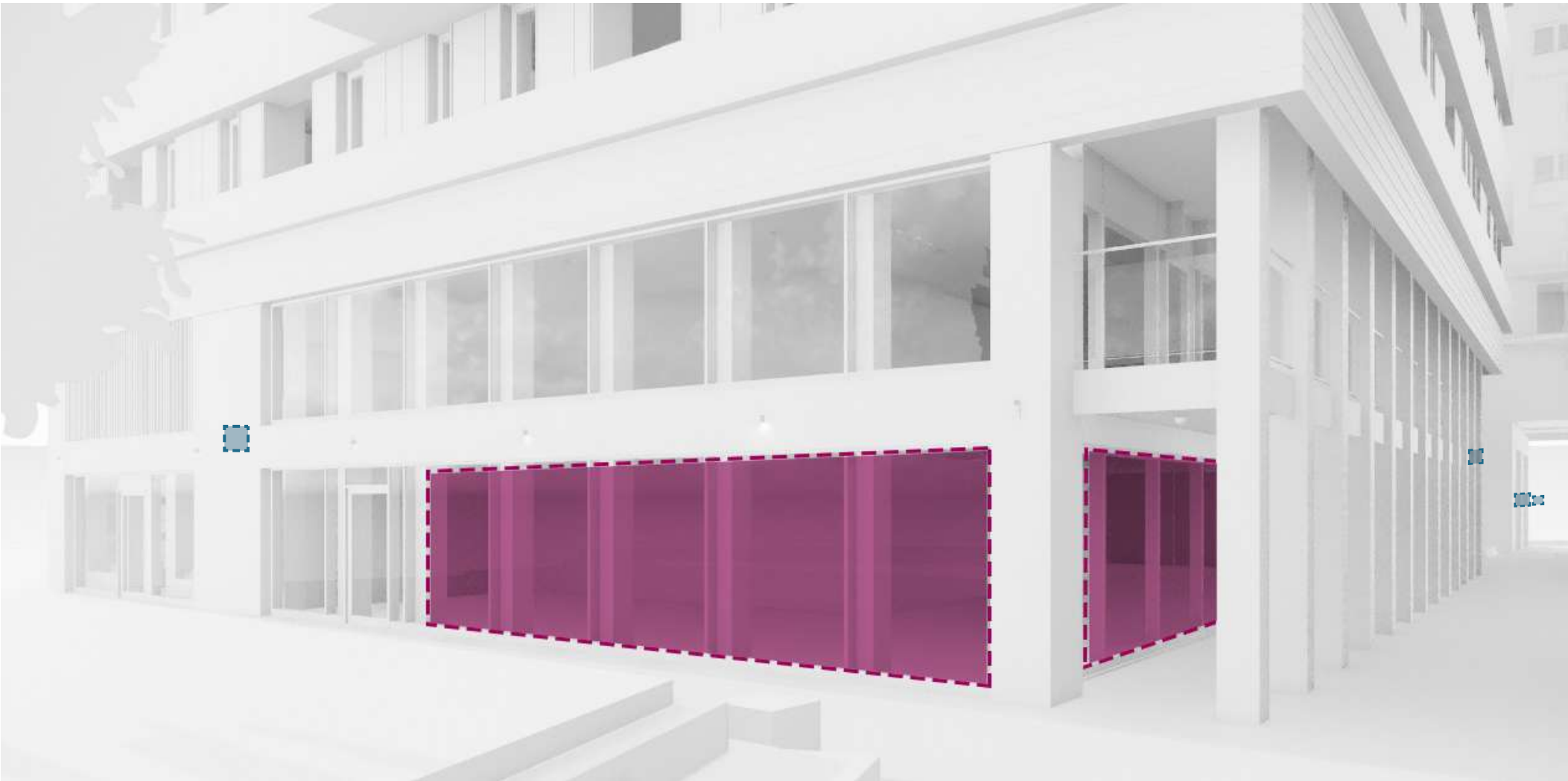
The zone for Block E residential entrance / marketing suite to contain applied window graphics such as vinyl, hanging internal sign or projecting sign on the external facade

View 06 | Aytoun / Minshull Street Entrance

KEY

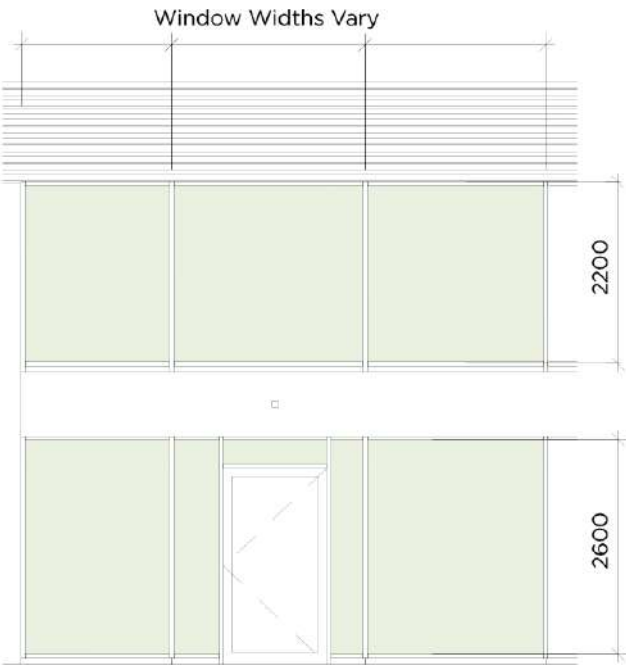


- Commercial shopfront / window signage
- Projecting or commercial signage
- Entrance or management space



Commercial Shopfront / Window Signage

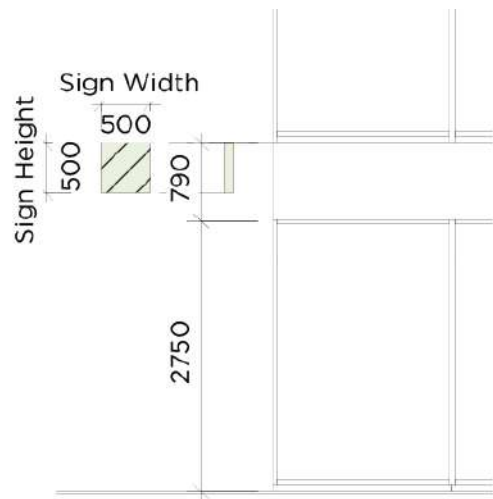
Consists of applied vinyl graphics directly onto glazing and/or internally hung signage.



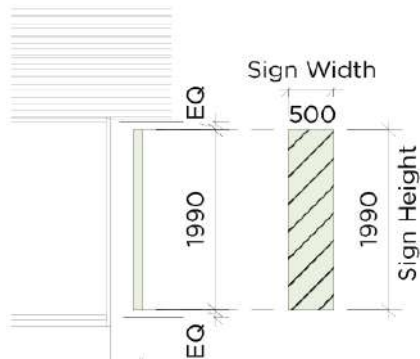
TYPICAL BLOCK E SHOPFRONT DIMENSIONS
GROUND / FIRST FLOOR

Projecting Commercial Signage

Signage with provisions for lighting included.



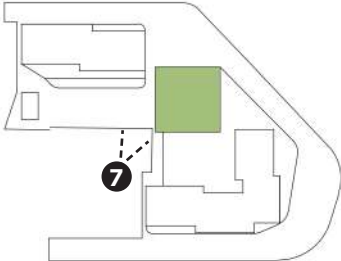
TYPICAL BLOCK E PROJECTING SIGN
500X500MM



TYPICAL BLOCK E PROJECTING SIGN
500X1990MM

View 07 | Internal Courtyard

KEY





 Commercial shopfront / window signage



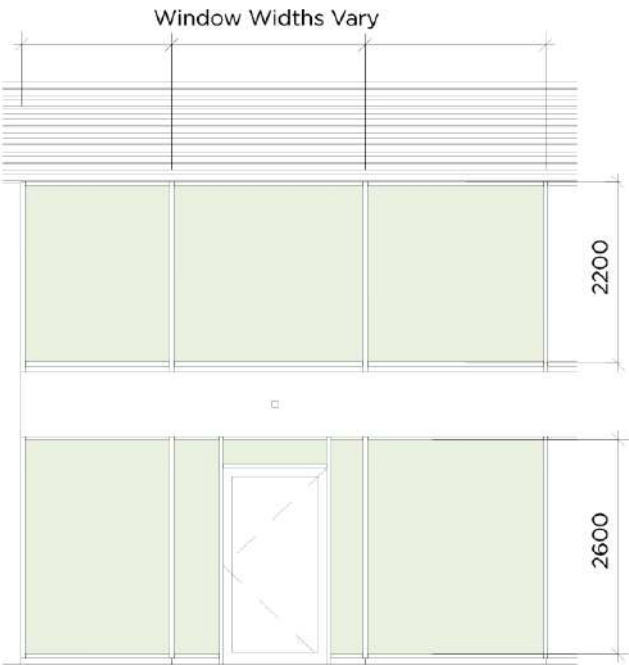
 Projecting or commercial signage



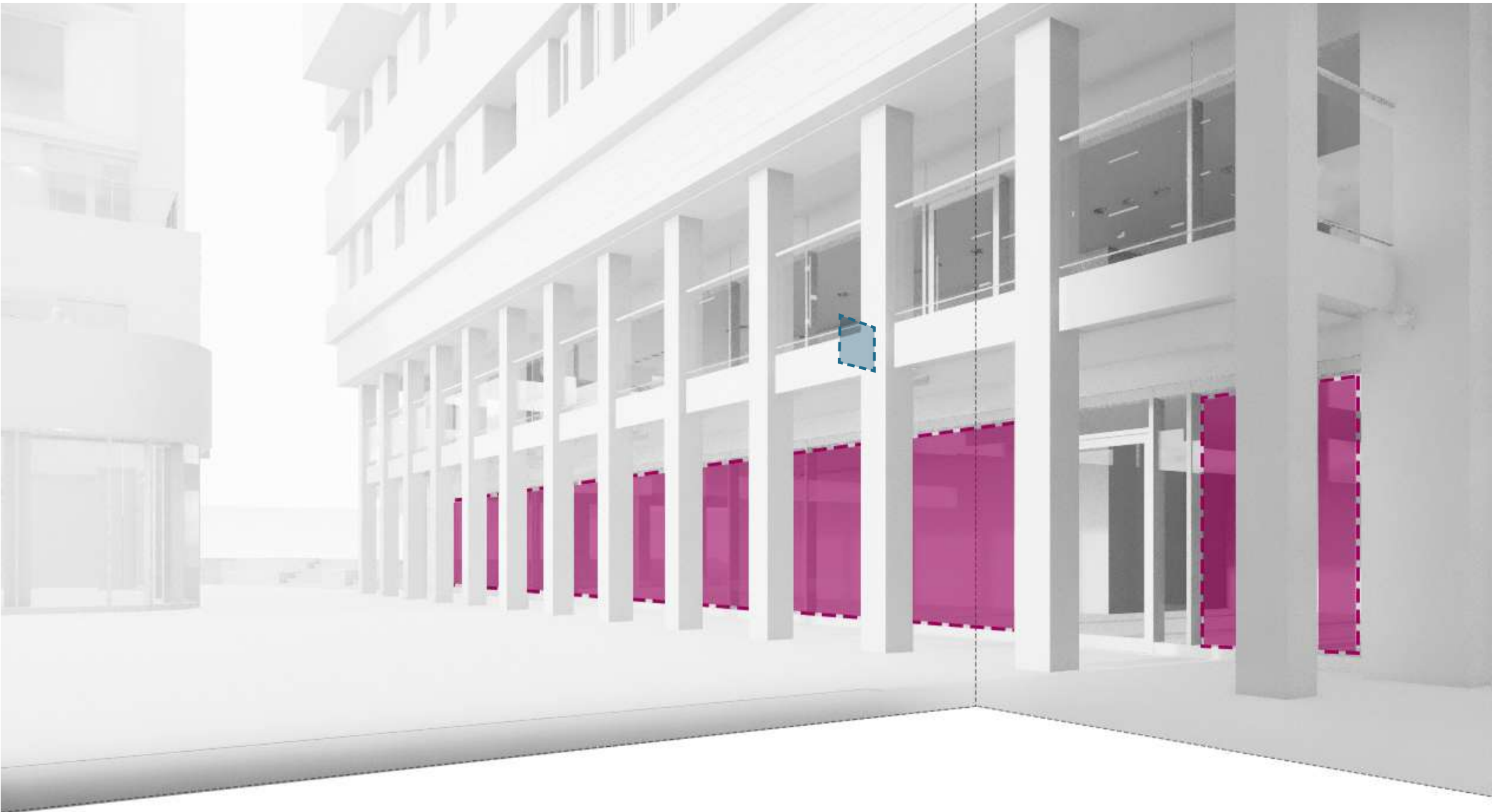
 Entrance or management space

Commercial Shopfront / Window Signage

Consists of applied vinyl graphics directly onto glazing and/or internally hung signage.

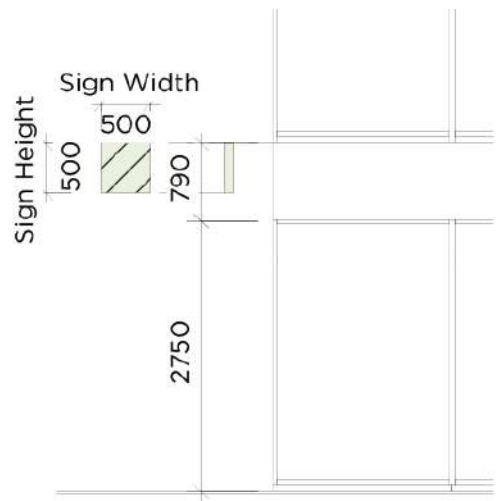


TYPICAL BLOCK E SHOPFRONT DIMENSIONS
GROUND / FIRST FLOOR



Projecting Commercial Signage

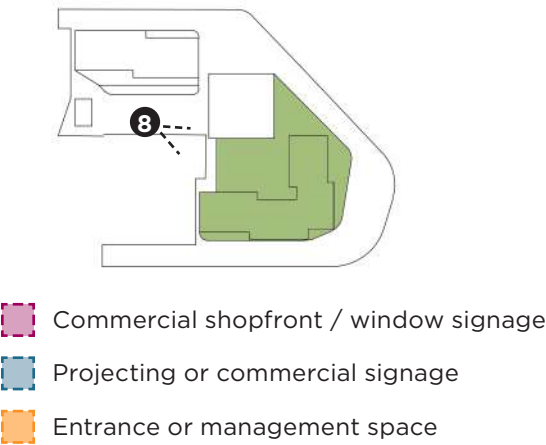
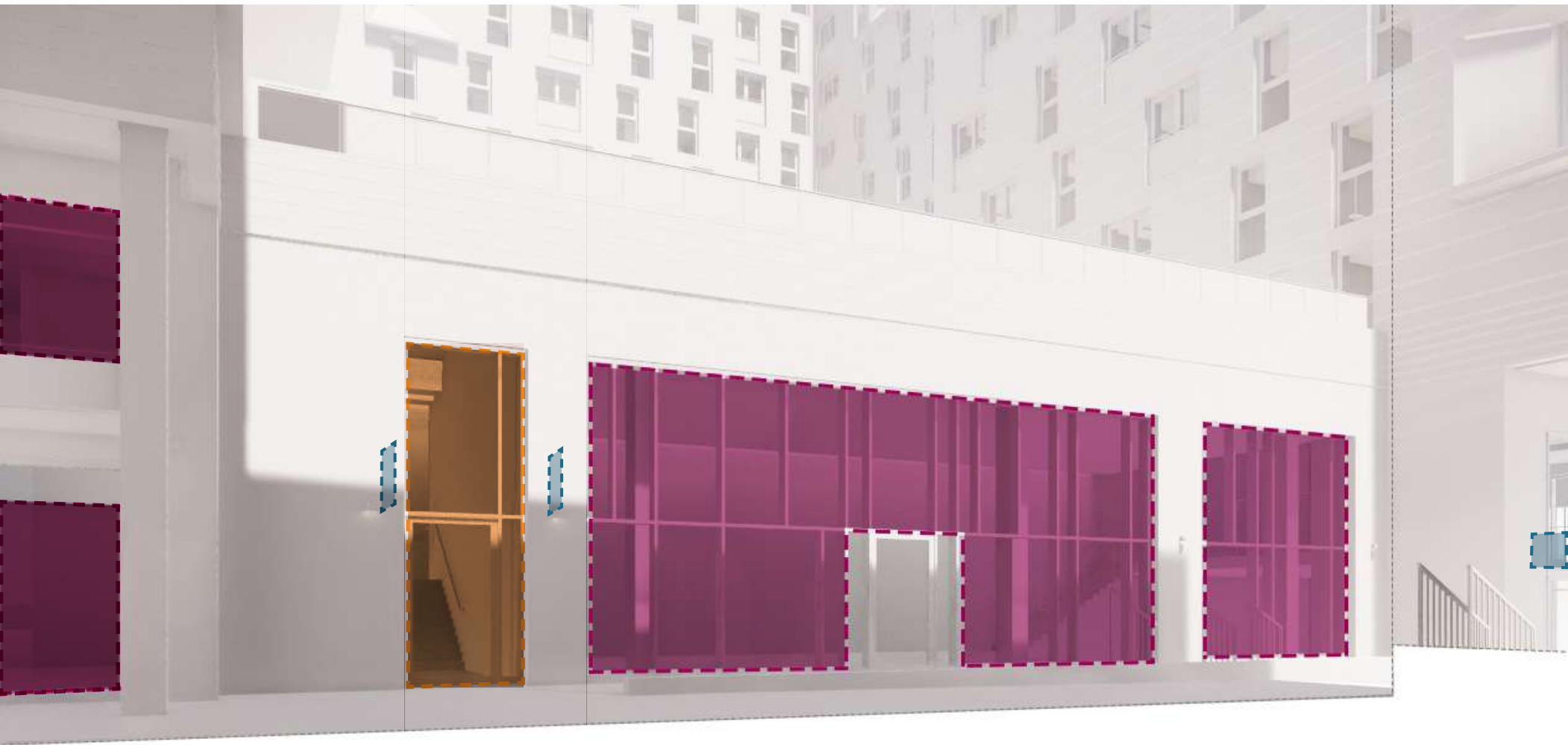
Signage with provisions for lighting included.



TYPICAL BLOCK E PROJECTING SIGN
500X500MM

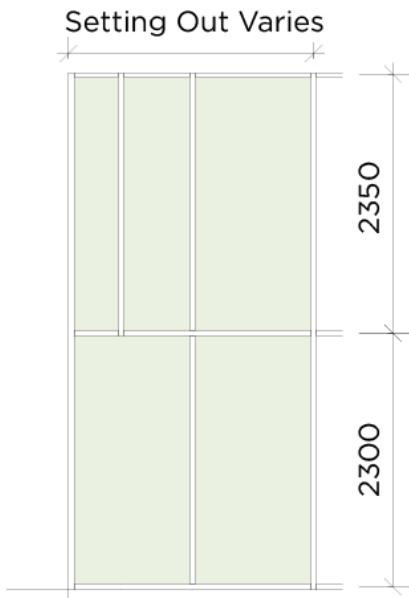
View 08 | Internal Courtyard

KEY



Commercial Shopfront / Window Signage

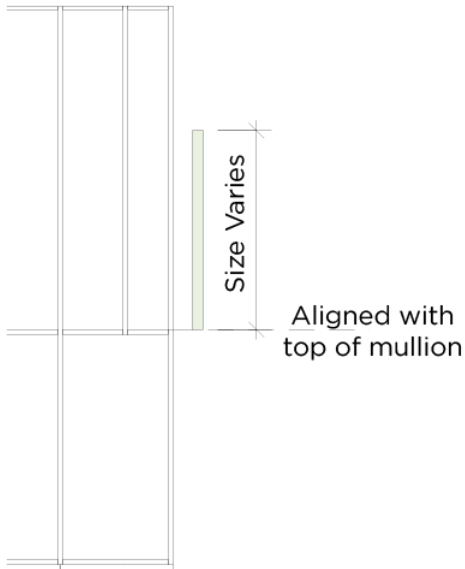
Consists of applied vinyl graphics directly onto glazing and/or internally hung signage.



TYPICAL BLOCK F SHOPFRONT DIMENSIONS
GROUND / FIRST FLOOR

Projecting Commercial Signage

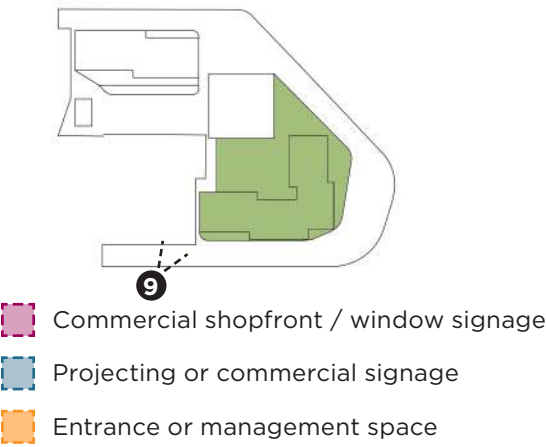
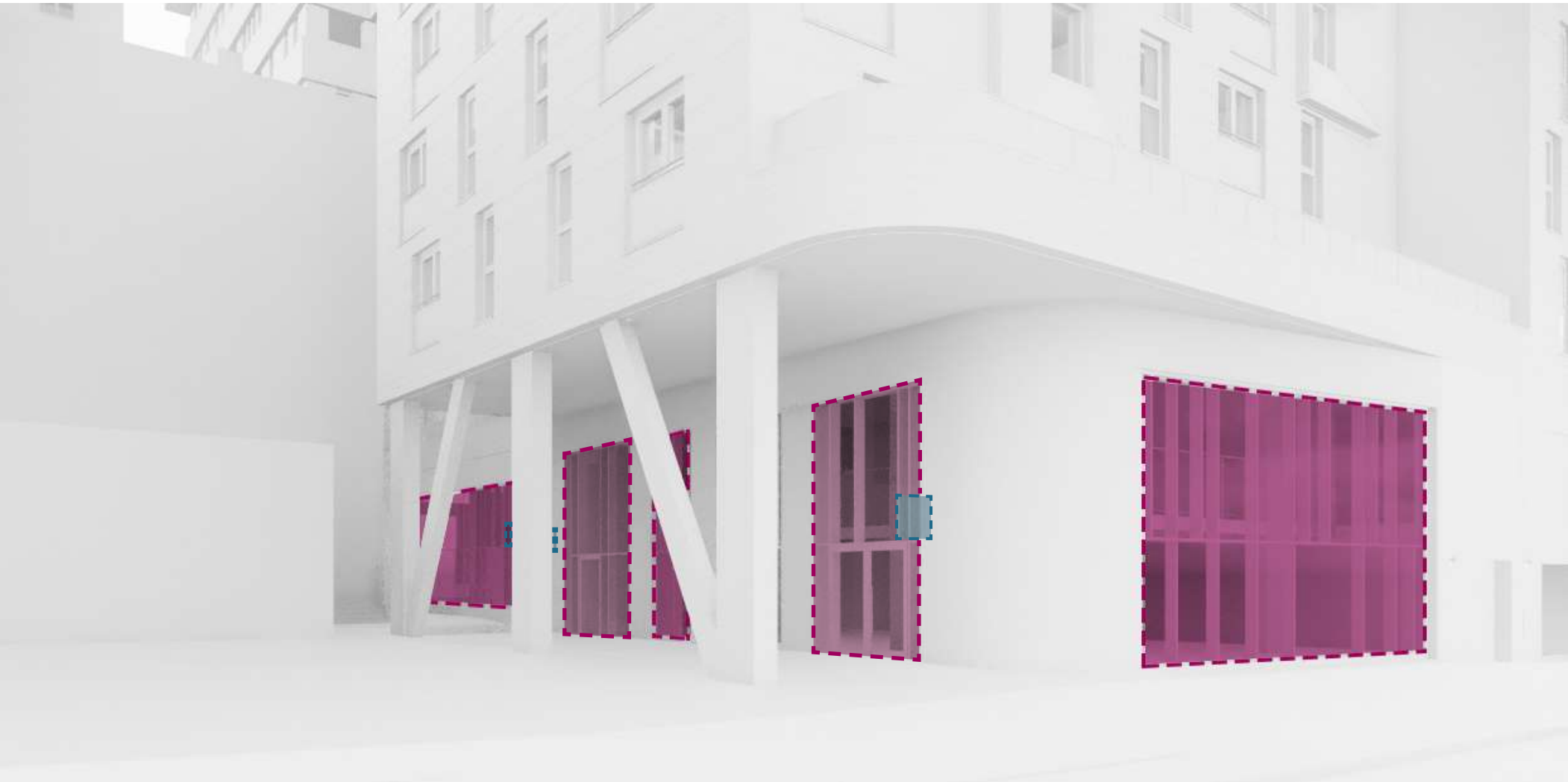
Signage with provisions for lighting included.



TYPICAL BLOCK F PROJECTING SIGN
VARIED DIMENSIONS

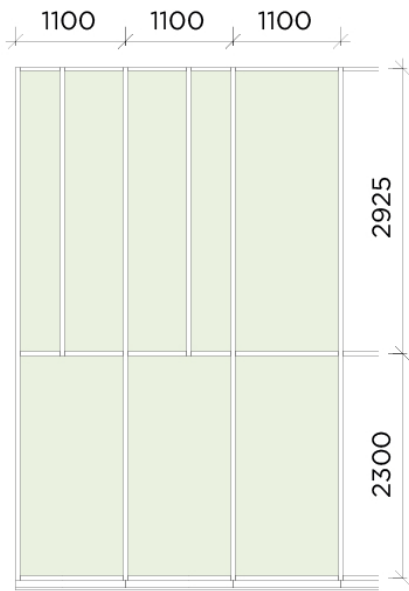
View 09 | Chorlton Street Entrance

KEY



Commercial Shopfront / Window Signage

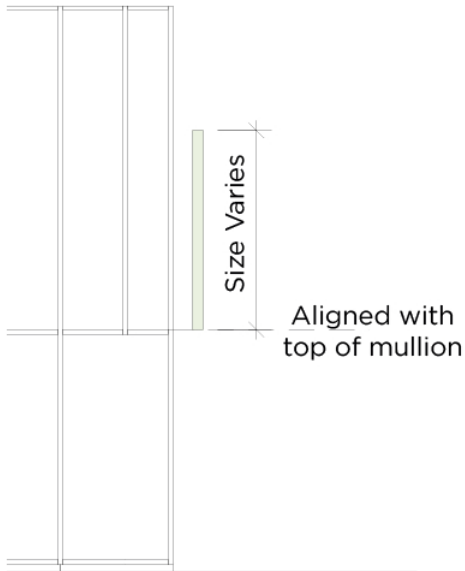
Consists of applied vinyl graphics directly onto glazing and/or internally hung signage.



TYPICAL BLOCK F SHOPFRONT DIMENSIONS
GROUND / FIRST FLOOR

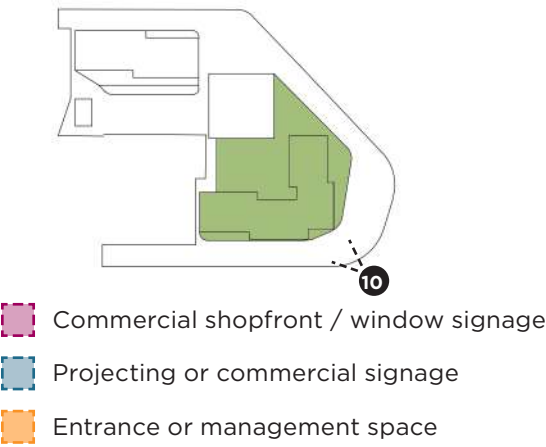
Projecting Commercial Signage

Signage with provisions for lighting included.



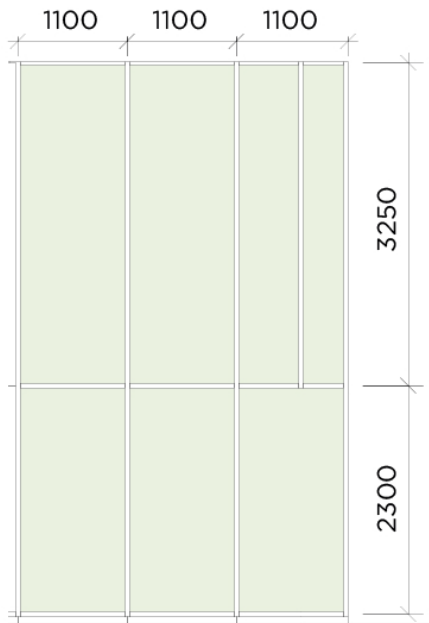
TYPICAL BLOCK F PROJECTING SIGN
VARIED DIMENSIONS

KEY



Commercial Shopfront / Window Signage

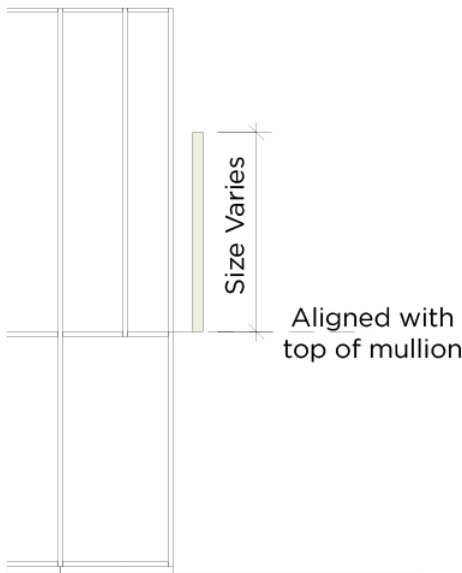
Consists of applied vinyl graphics directly onto glazing and/or internally hung signage.



TYPICAL BLOCK F SHOPFRONT DIMENSIONS
GROUND / FIRST FLOOR

Projecting Commercial Signage

Signage with provisions for lighting included.

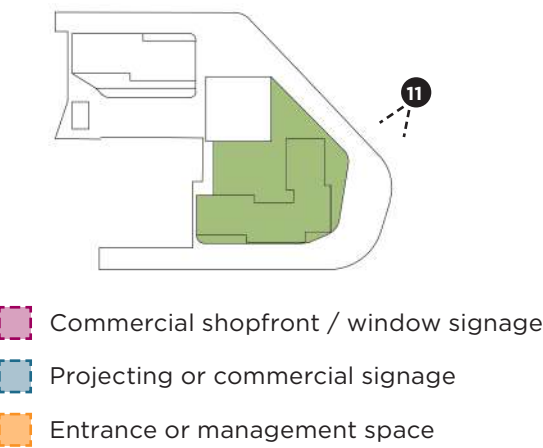


TYPICAL BLOCK F PROJECTING SIGN
VARIED DIMENSIONS

Residential Entrance Zone Opportunities

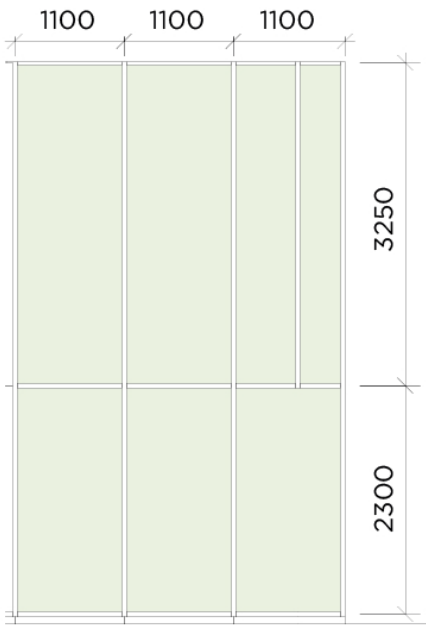
The zone for Block E residential entrance / marketing suite to contain applied window graphics such as vinyl, hanging internal sign or projecting sign on the external facade.

KEY



Commercial Shopfront / Window Signage

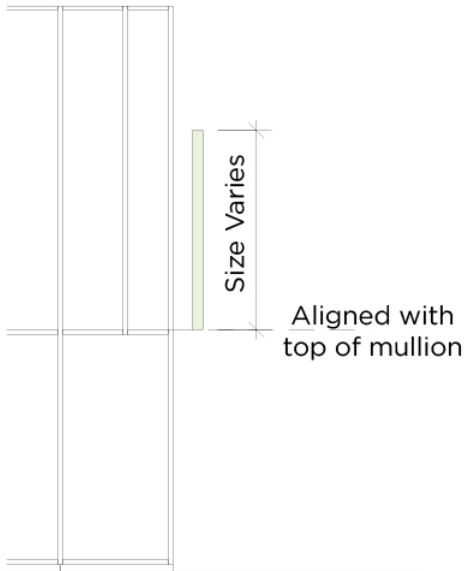
Consists of applied vinyl graphics directly onto glazing and/or internally hung signage.



TYPICAL BLOCK F SHOPFRONT DIMENSIONS
GROUND / FIRST FLOOR

Projecting Commercial Signage

Signage with provisions for lighting included.



TYPICAL BLOCK F PROJECTING SIGN
VARIED DIMENSIONS

Precedent Study | Window branding examples of vinyl application



Precedent Study | Examples of internal hanging neon signs

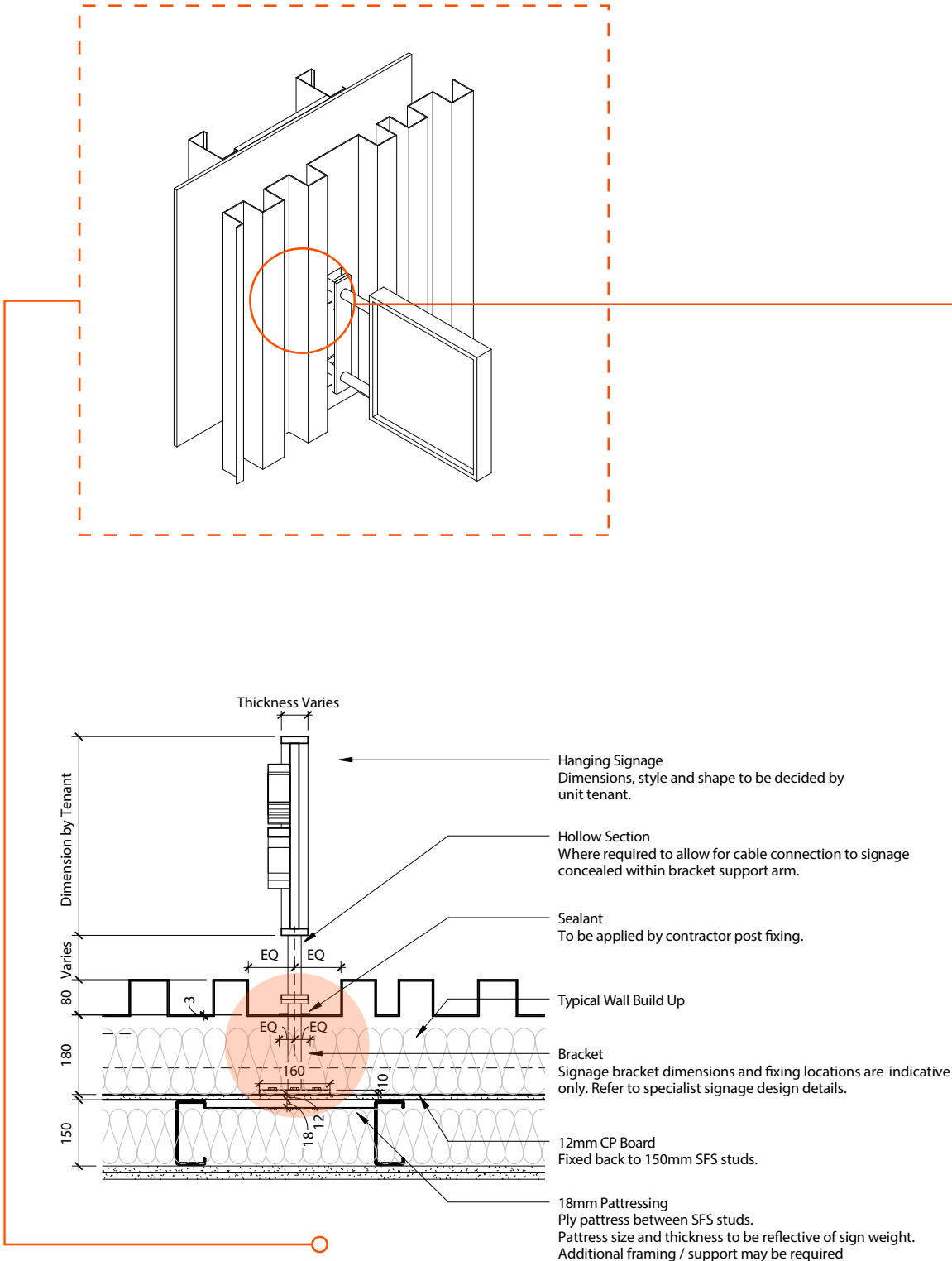


Precedent Study | Examples of projecting signage

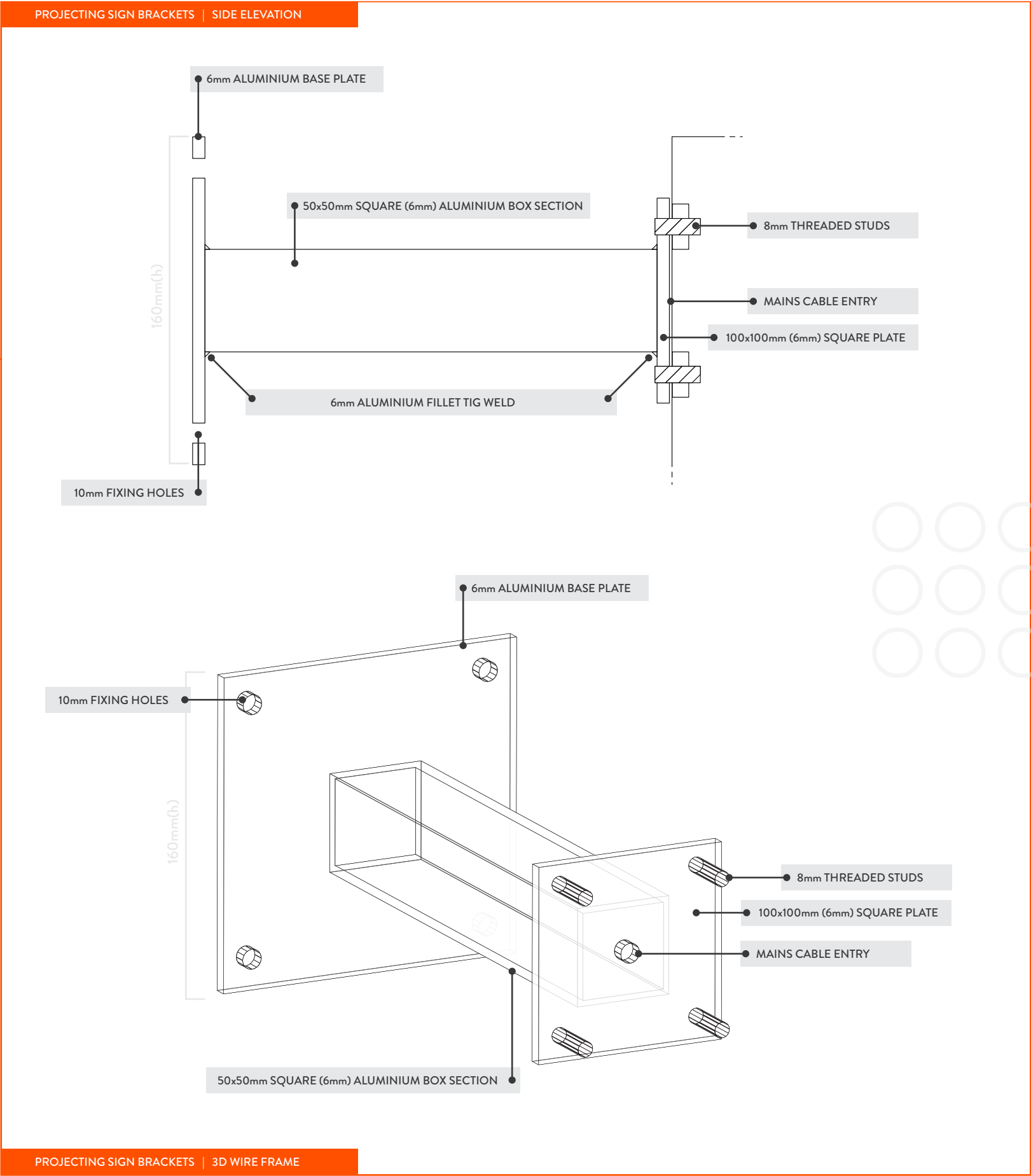


Projecting Sign – Bracket Drawings

A projecting bracket has been integrated into the facade on key locations to allow tenants to affix their own branded sign whilst coordinating with the overall elevational design.



Example of indicative sign detail plan



*BRACKET QUANTITY DEPENDENT ON SIGN DIMENSIONS

