Pall Mall

External Signage & Wayfinding

Stage 1 Report - Draft 10

Nov 2025

PLACE MARQUE

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PLACE
MARQUE

01
The Site



01
The Site

Arrival

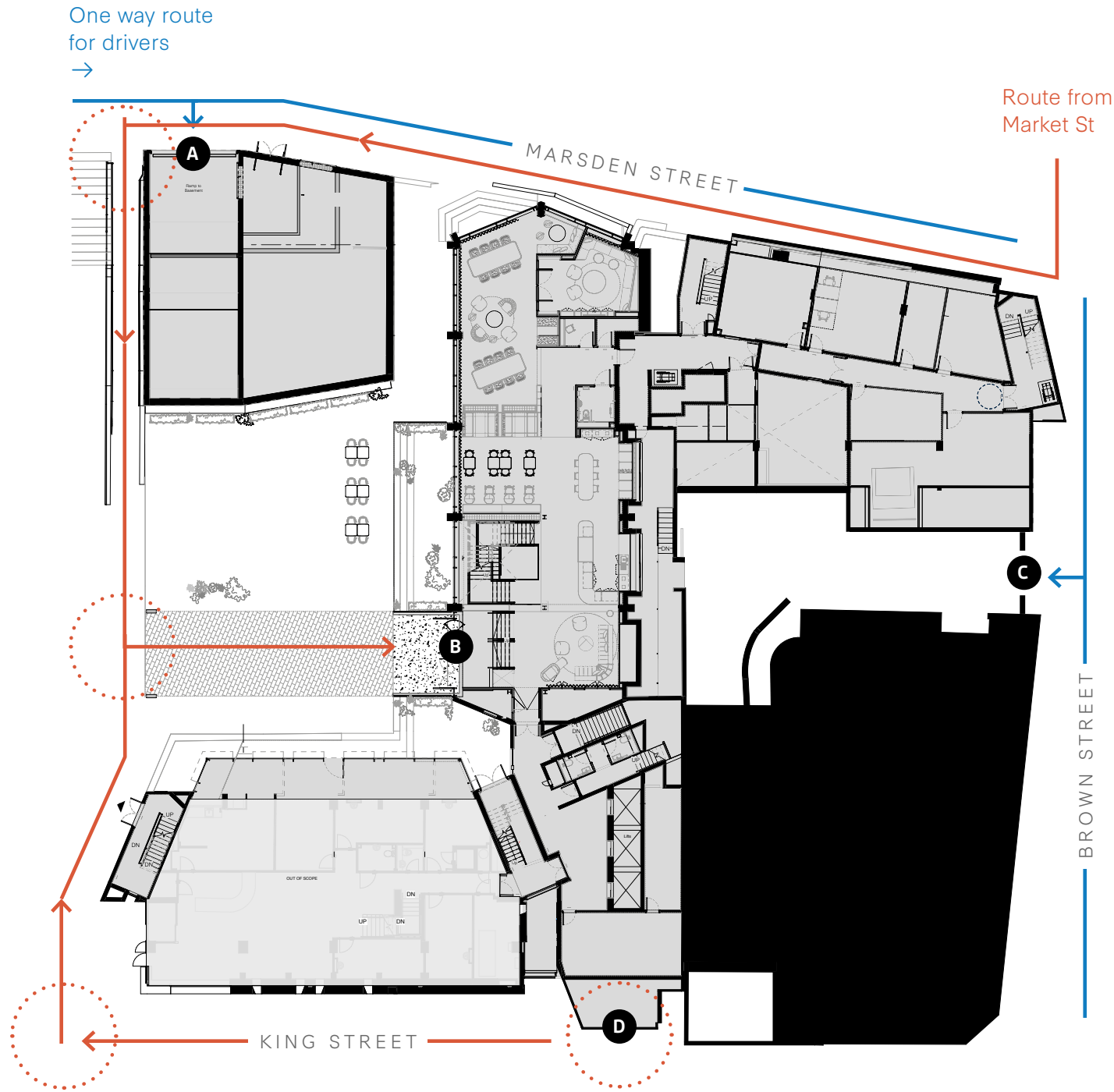
The current main entrance to Pall Mall (D) located on King Street, is to change as part of the refurbishment works. The new entrance (B) is tucked away from the main thoroughfare, so signage is needed on the approach from Marsden and King Street to bring people into the courtyard space.

The diagram here shows the routes users take to gain access to the building. Also marked on the plan here are the multiple arrival points, these will each need to be clearly signposted.

Key Arrival Points

- **A** Access to car park for drivers and cyclists
- **B** Main Entrance to Pall Mall and F&B
- **C** Delivery entrance
- **D** Food & Beverage Entrance

- Pedestrian Route
- Vehicular Route
- Key decision points



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01
The Site

There are currently a number of existing signs fixed to the exterior walls of Pall Mall.

As part of the refurbishment of the building, the name has changed from ‘Pall Mall Court’ to ‘Pall Mall.’ The existing signs will need to be removed as part of this scheme and updated to the correct name and will follow the guidelines as set out in the Bruntwood toolkit.

The plan here shows the location of the existing signs on the building. The following pages explain the proposed action for these signs.



Existing sign location plan

01
The Site



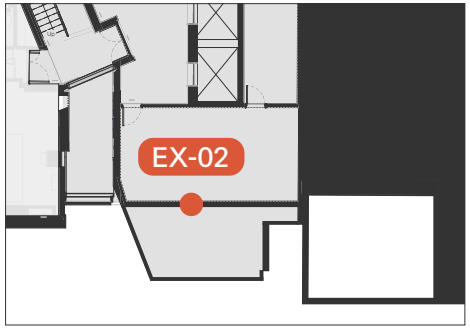


EX-01

Location Stepped access to entrance on King Street

Sign Type Individual letters fixed to building face

Action Remove existing and replace (L-02)





EX-02

Location Canopy at entrance on King Street

Sign Type Individual letters fixed to building face

Action Remove





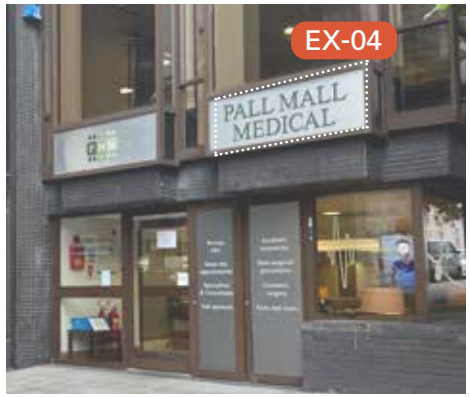
EX-03

Location West face of Pall Mall tower seen on approach

Sign Type Individual letters fixed to building face

Action Remove existing and replace (L-01)





EX-04

Location Canopy above entrance to Pall Mall Medical

Sign Type Vinyl lettering on frosted glass

Action Leave as is

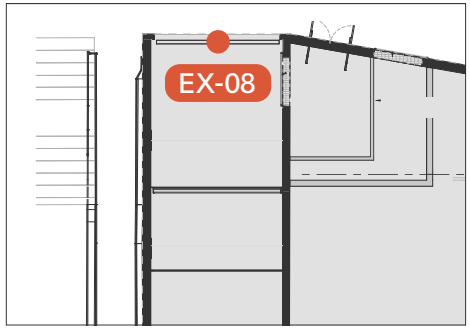
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01
The Site

















EX-05

Location Canopy above entrance to Pall Mall Medical

Sign Type Vinyl lettering on frosted glass

Action Leave as is

EX-06

Location Building face to the left of Pall Mall Medical

Sign Type Wall mounted sign with individual letters

Action Leave as is

EX-07

Location Fire Escape on West Elevation

Sign Type Wall mounted sign with direct to surface print

Action Remove

EX-08

Location Entrance to car park on Marsden Street

Sign Type Wall mounted sign with direct to surface print

Action Remove existing and replace (L-07)

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01
The Site









EX-09

Location Entrance to Pall Mall on Marsden Street

Sign Type Individual letters fixed to building face

Action Remove

EX-10

Location East face of Pall Mall building on Brown Street

Sign Type Individual letters fixed to building face

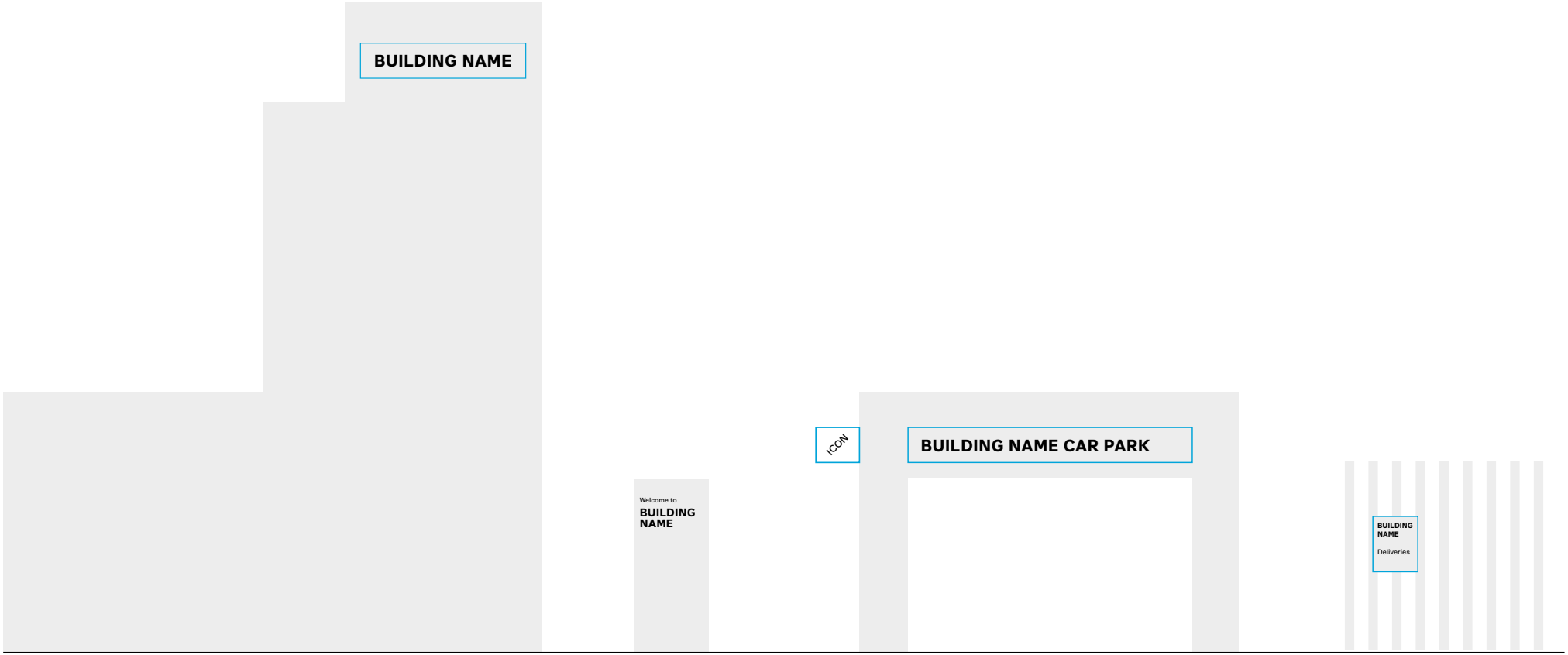
Action Remove existing and replace (L-08)

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02
Sign Functions



02
Sign Functions



EX 01
High Level Gateway
Announce building name on approach

EX 02
Totem
Direct visitors to the main entrance

EX 03
Car Park Entrance
Announce arrival to car park for drivers and cyclists

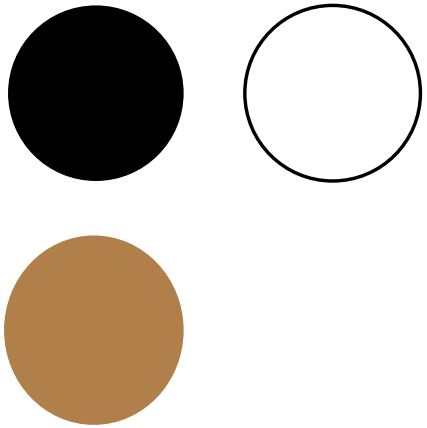
EX 04
Deliveries Access
Information sign about access to delivery point

03
Visual Identity

03
Visual Identity

Colour

The colour palette has been taken from the Bruntwood signage and wayfinding toolkit. This palette is recognisable across Bruntwood buildings and helps to reinforce the brand.



Typeface

Synthese is the primary typeface within the Bruntwood brand identity and should be used in all signage applications across all Bruntwood spaces.

This typeface is functional with a clear and legible appearance making it ideal for signage.

Aa

Synthese
Light / Regular

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04
Sign Family

04
Sign Family

PALL MALL

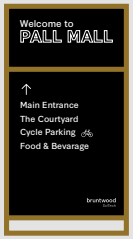
EX 01

High Level Approach



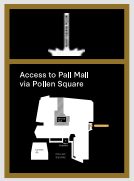
EX 02a

Building Approach



EX 02b

Building Approach



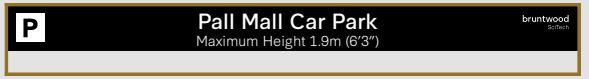
EX 02c

Building Approach



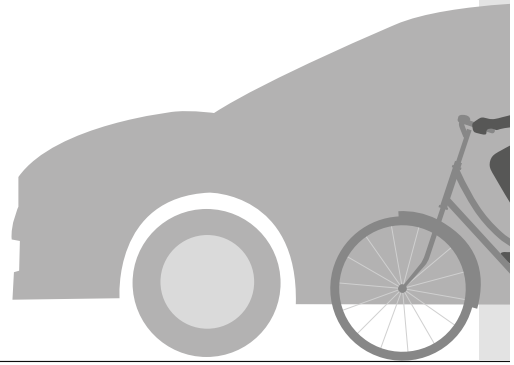
EX 03

Information Sign



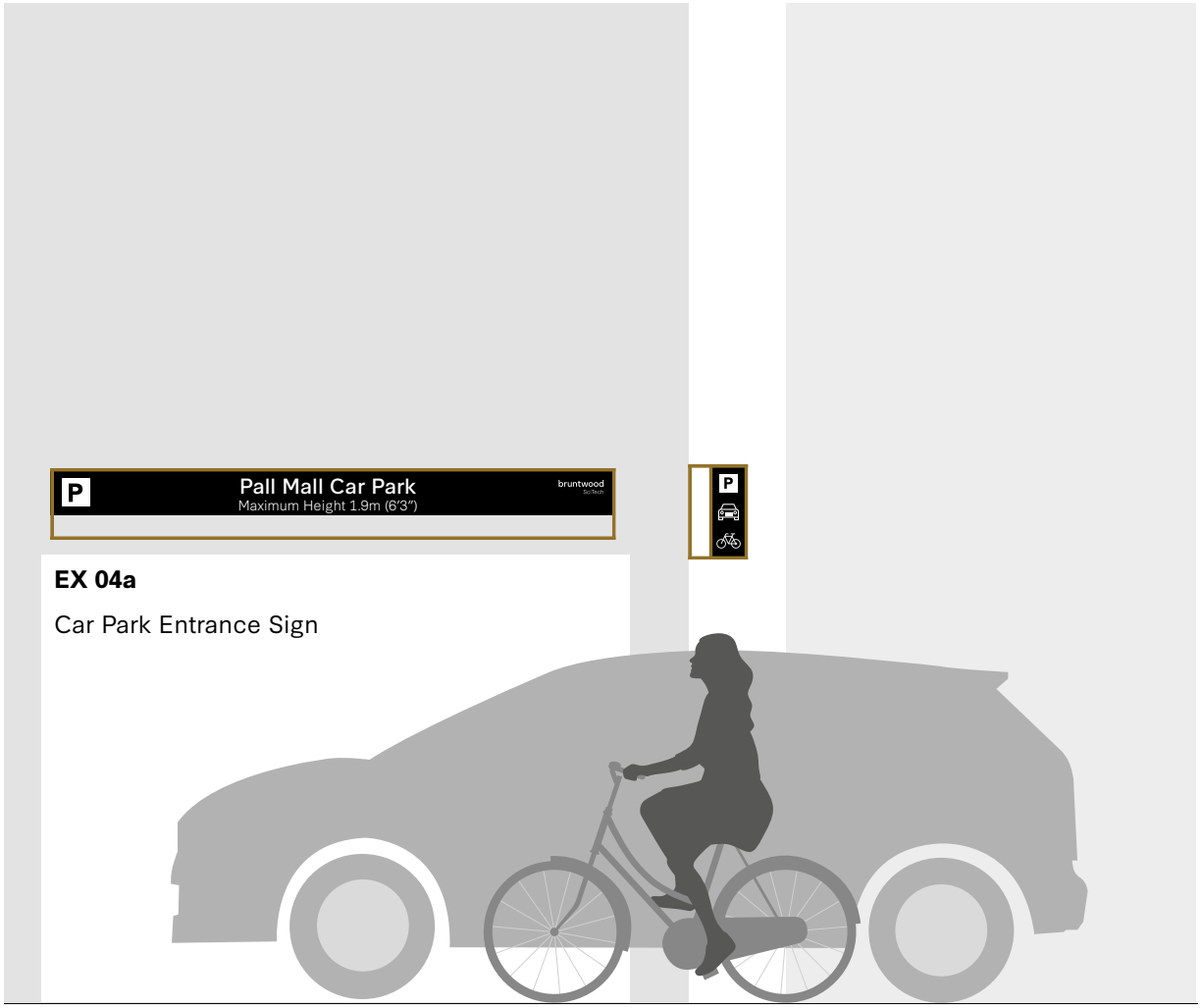
EX 04a

Car Park Entrance Sign



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04
Sign Family



EX 04a

Car Park Entrance Sign

EX 04b

Car Park Approach Sign

05
Sign Locations

05
Sign Locations

Location Plan

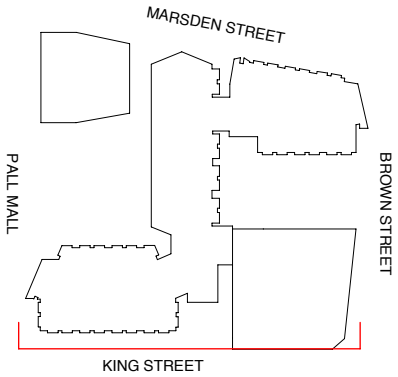
The plan here shows the proposed location of each external sign. The following pages show these signs in further detail.

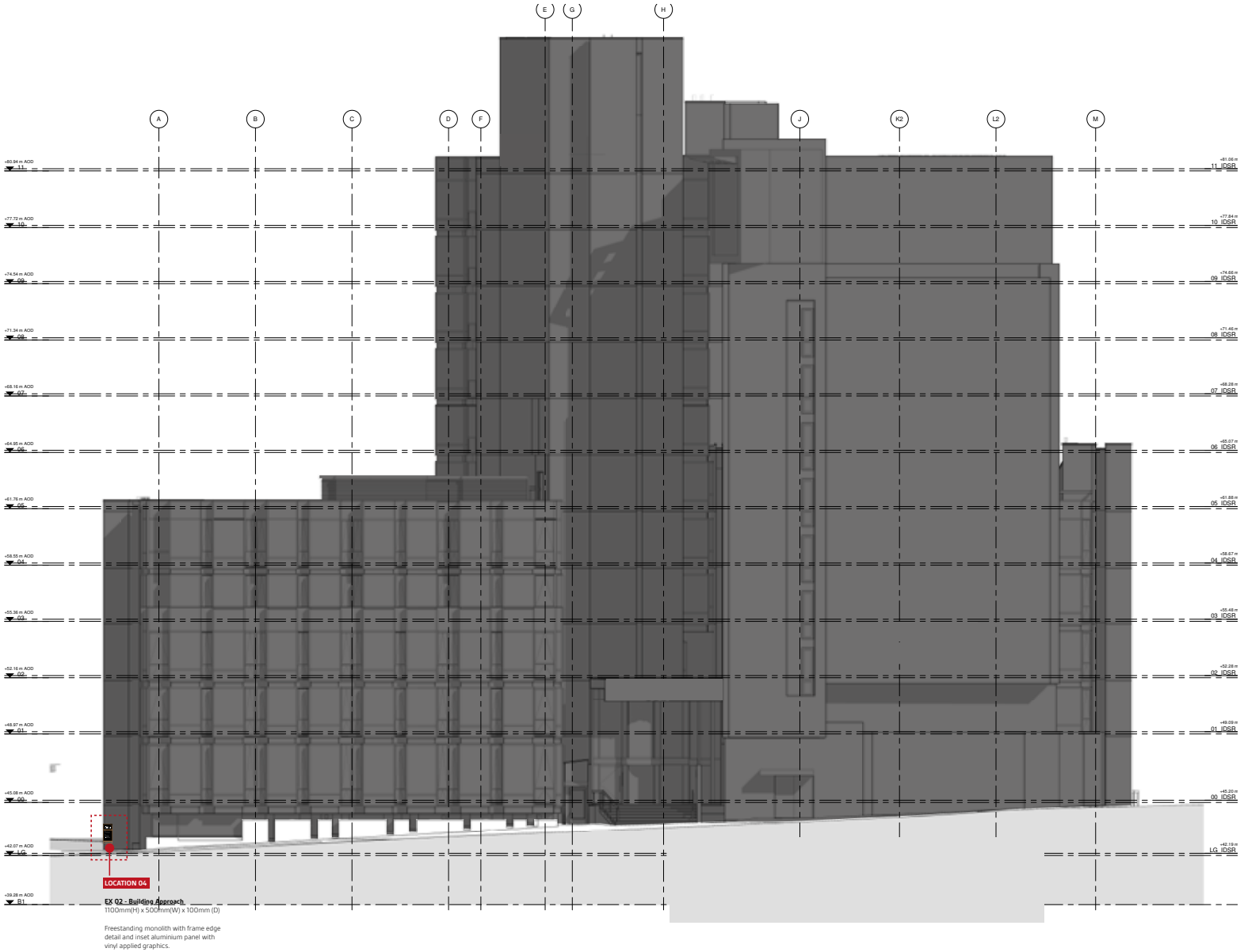


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05
Sign Locations

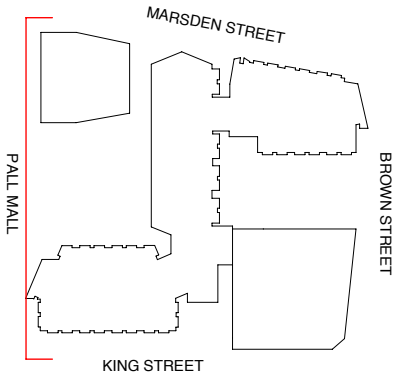
South Elevation

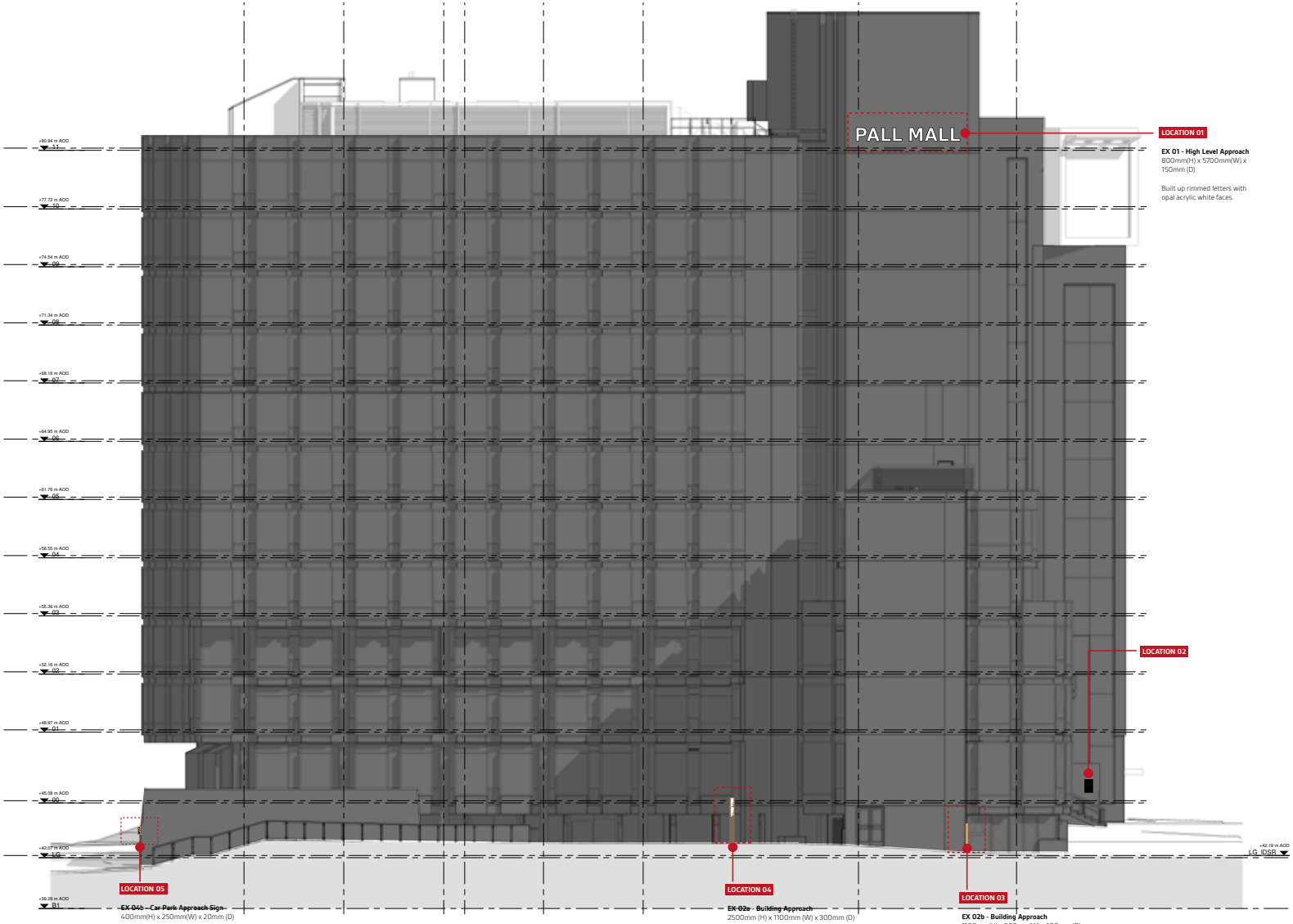




05
Sign Locations

West Elevation

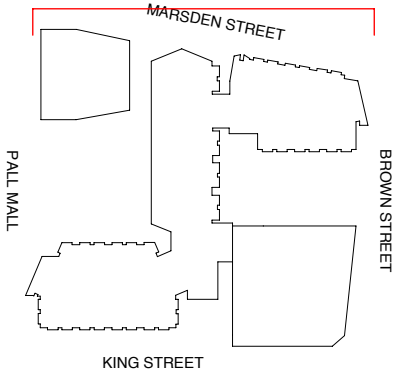


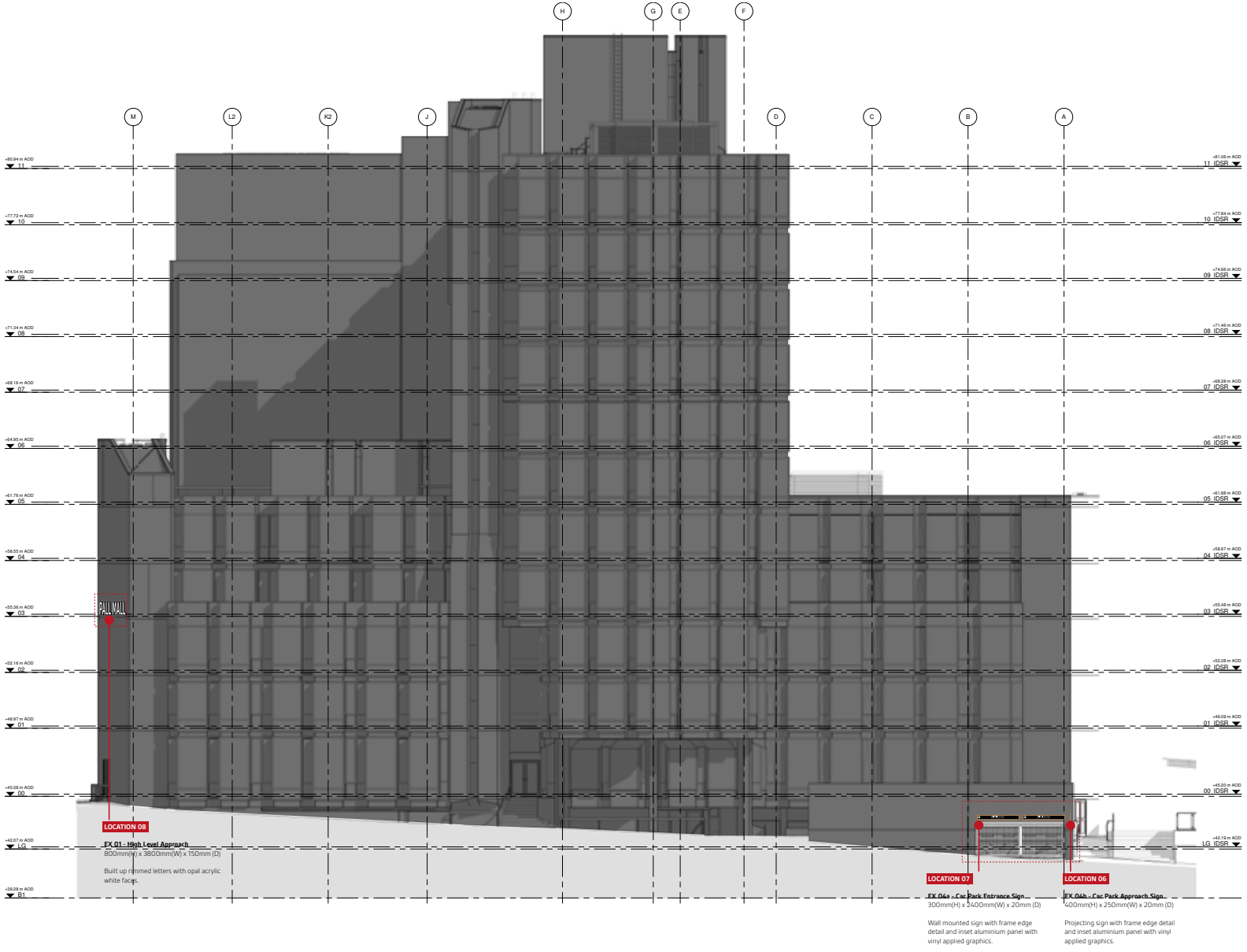


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05
Sign Locations

North Elevation

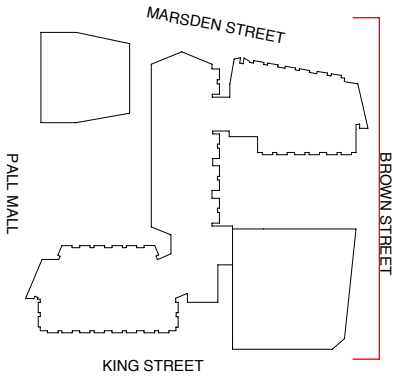


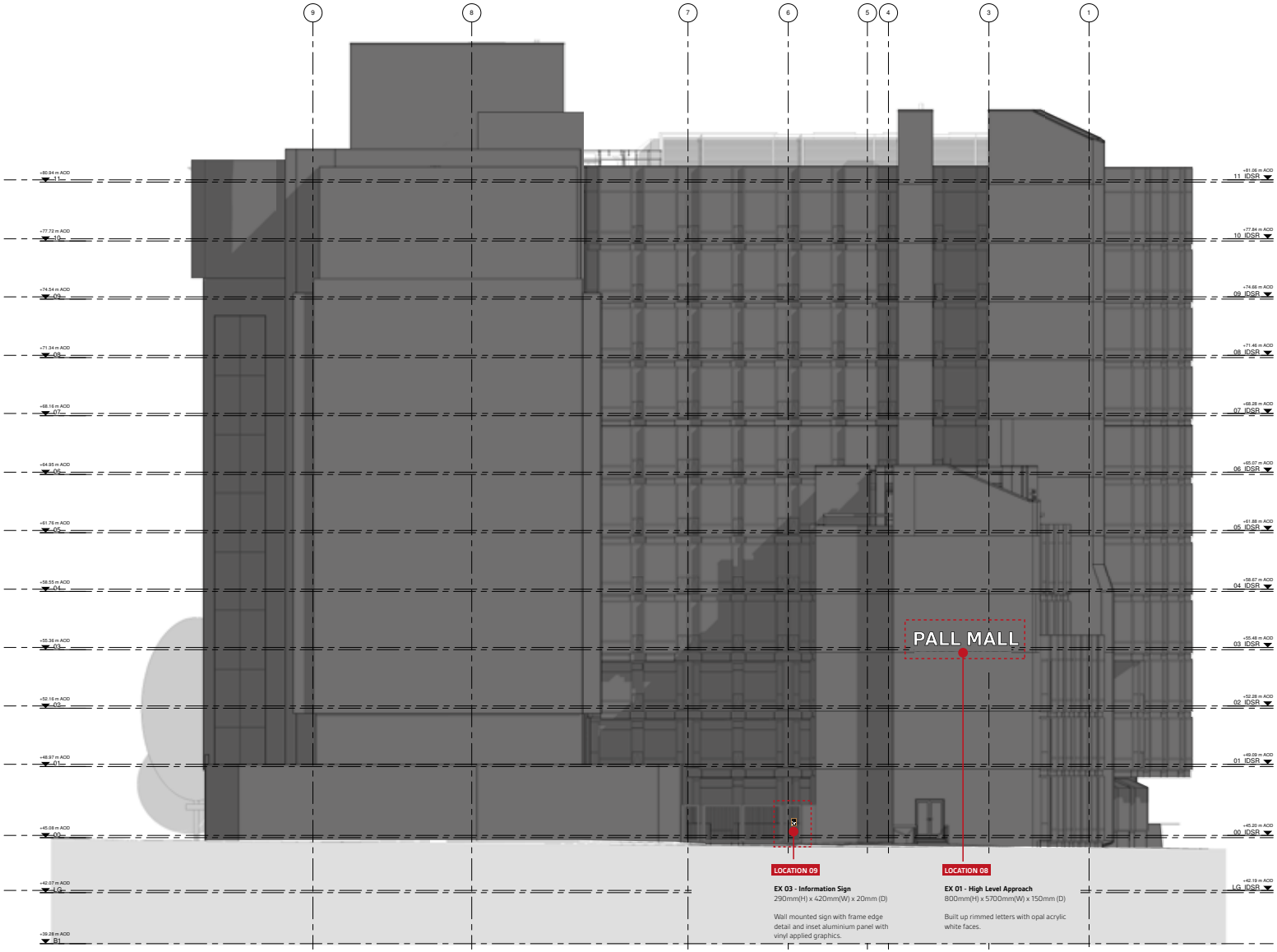


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05
Sign Locations

East Elevation

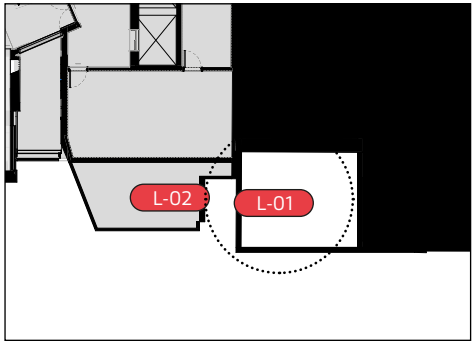


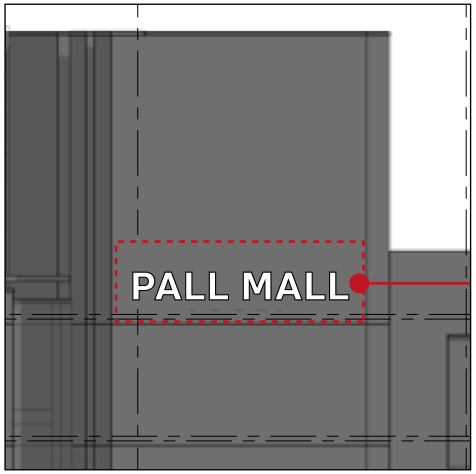


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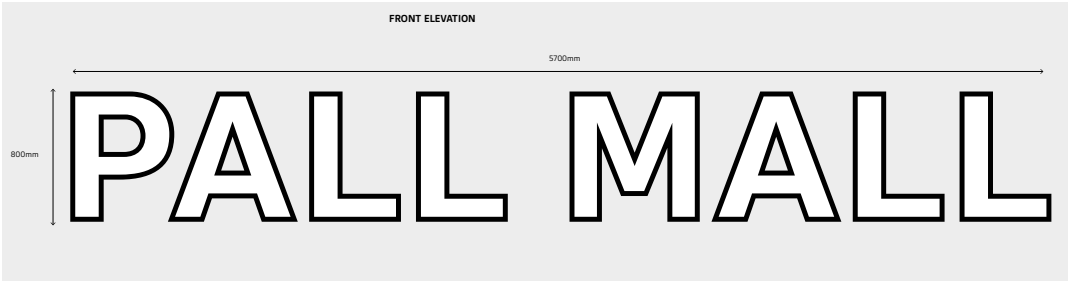
05
Sign Locations

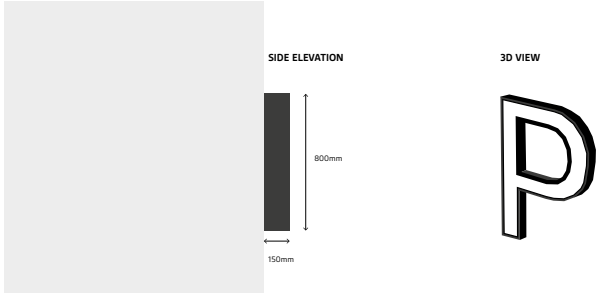
Location 01
Sign Type EX 01 - High Level Gateway









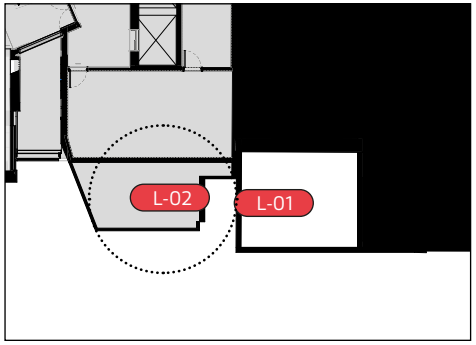


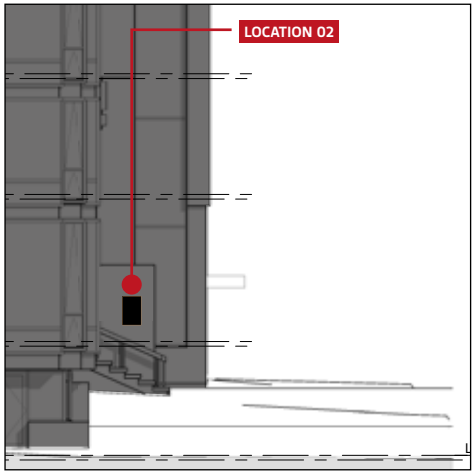
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PLACE MARQUE +

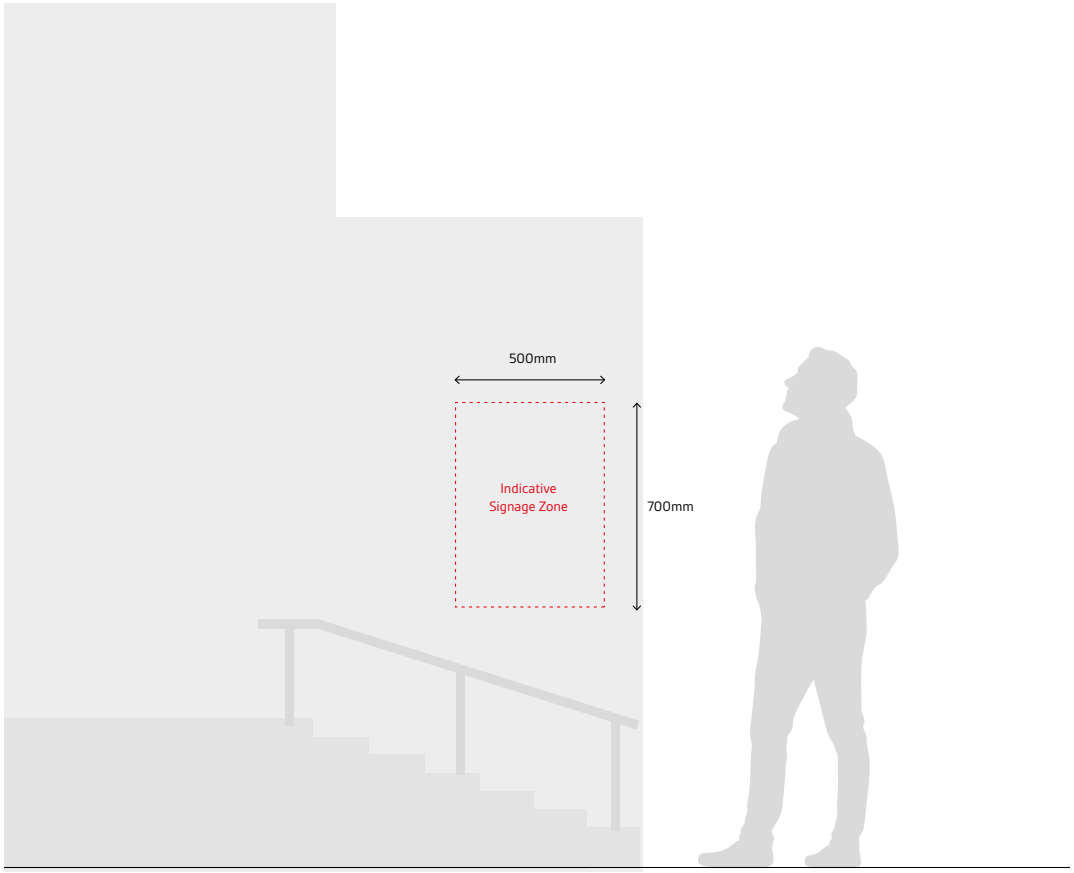
05
Sign Locations

Location 02
Sign Type Sign design to be developed







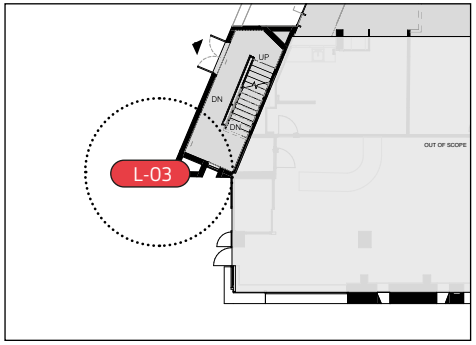


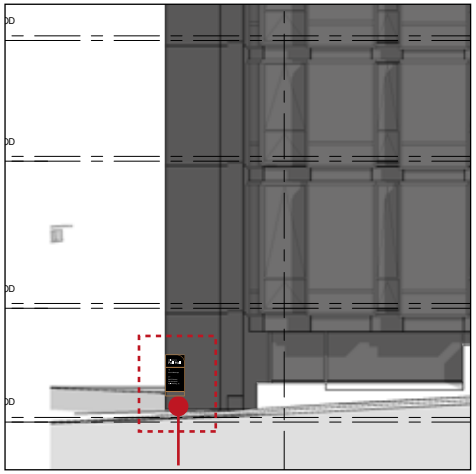
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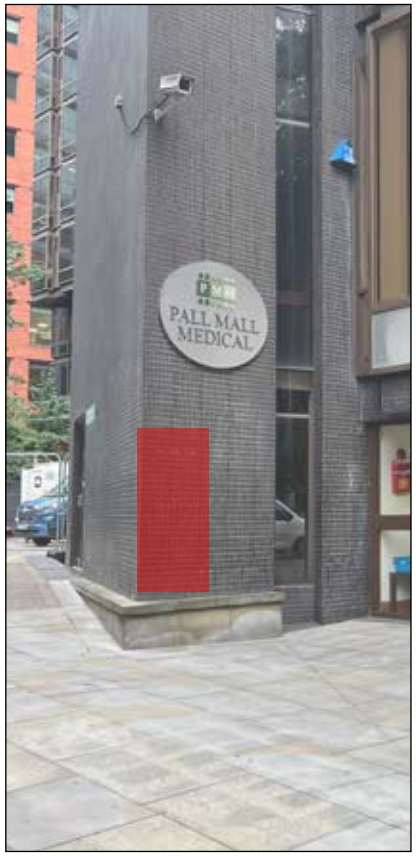
PLACE MARQUE +

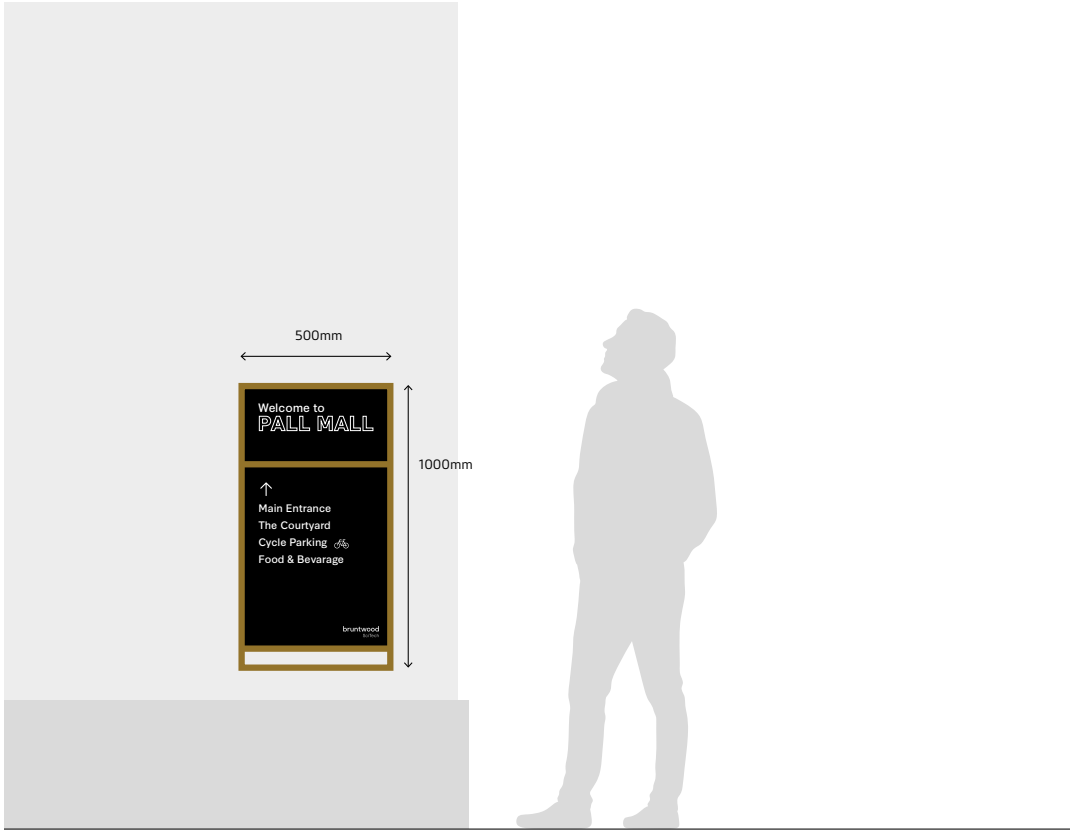
05
Sign Locations

Location 03
Sign Type EX 02b - Building Approach







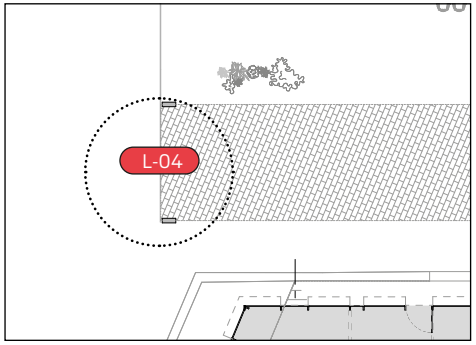


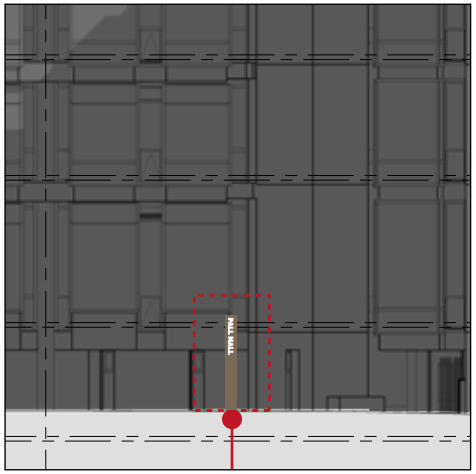
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05
Sign Locations

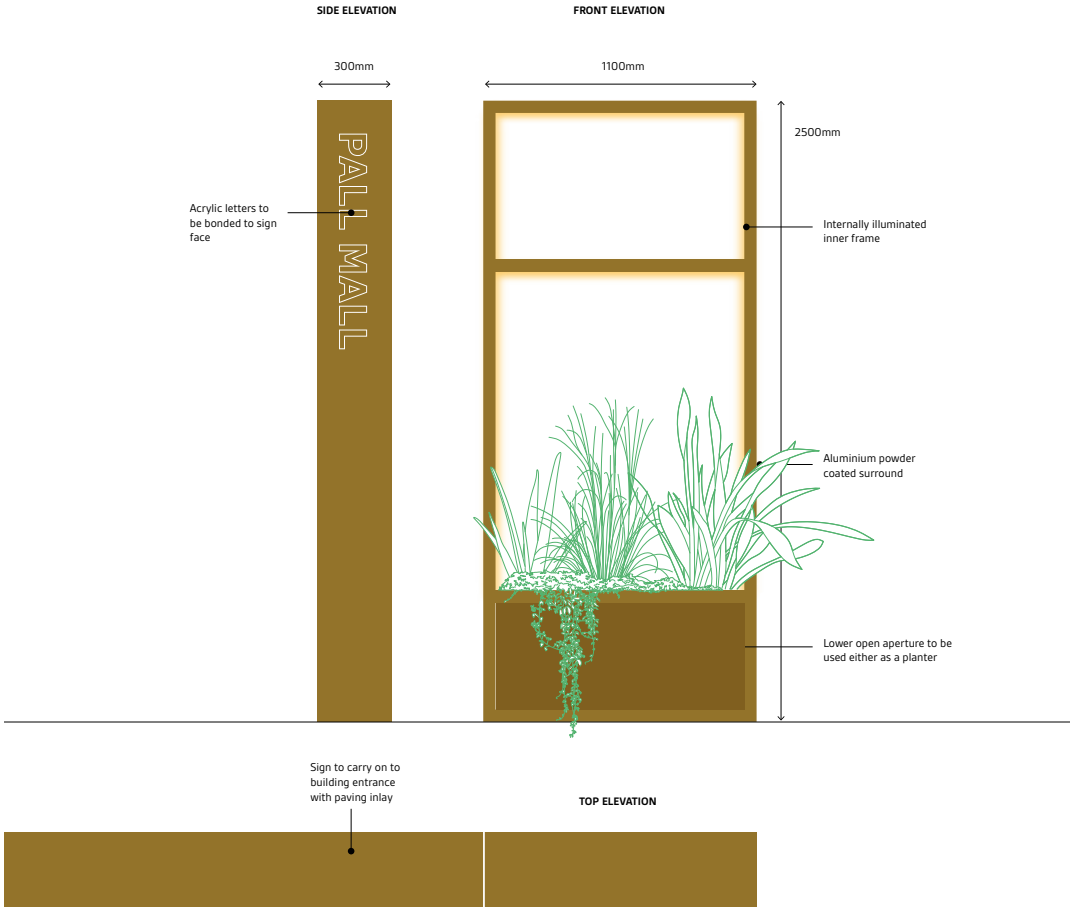
Location 04
Sign Type EX 02 - Building Approach







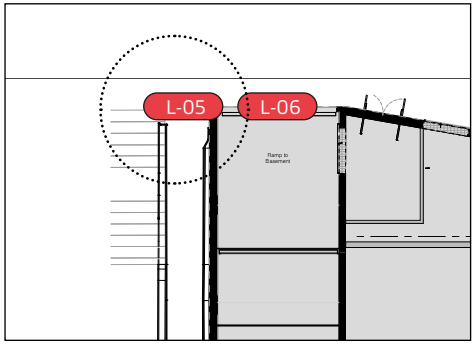
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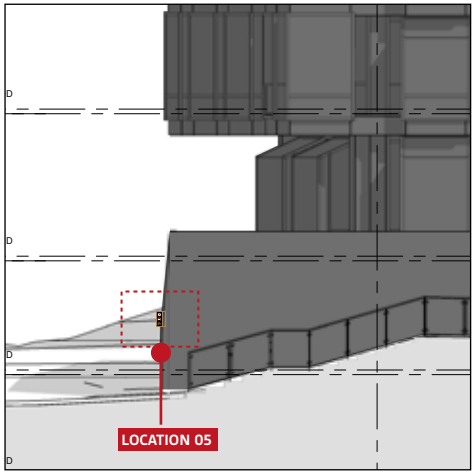


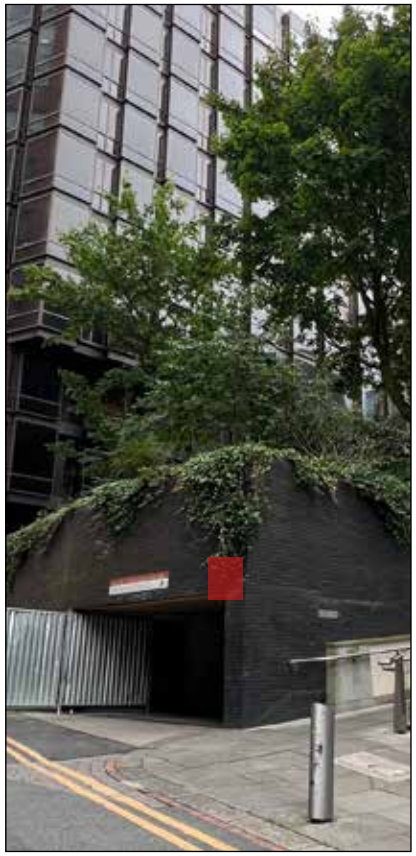
PLACE MARQUE

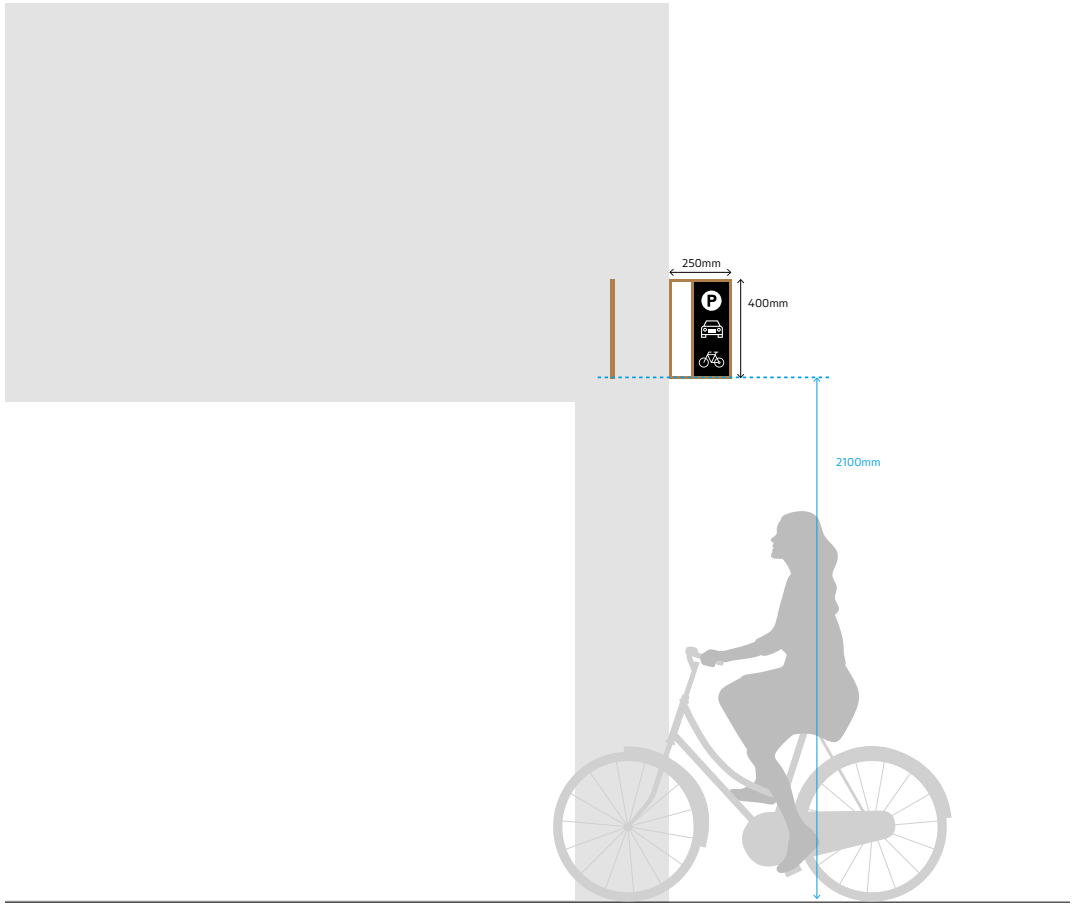
05
Sign Locations

Location 05
Sign Type EX 04b - Car Park Approach







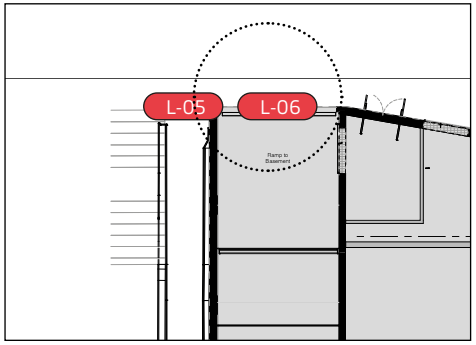


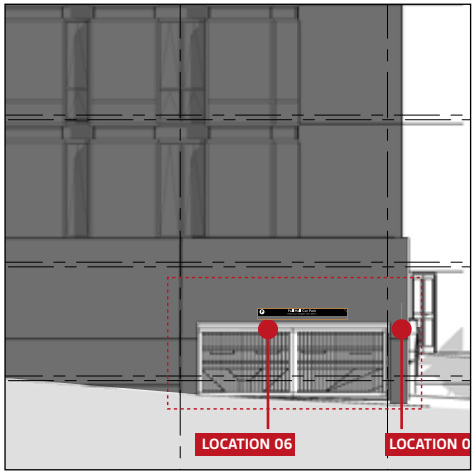
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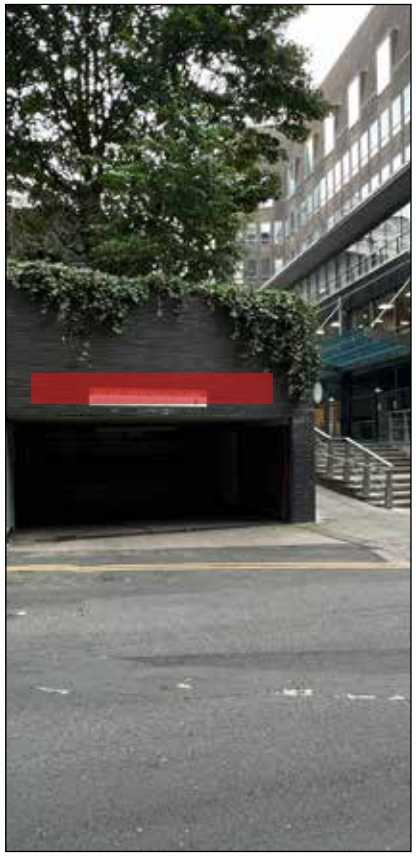
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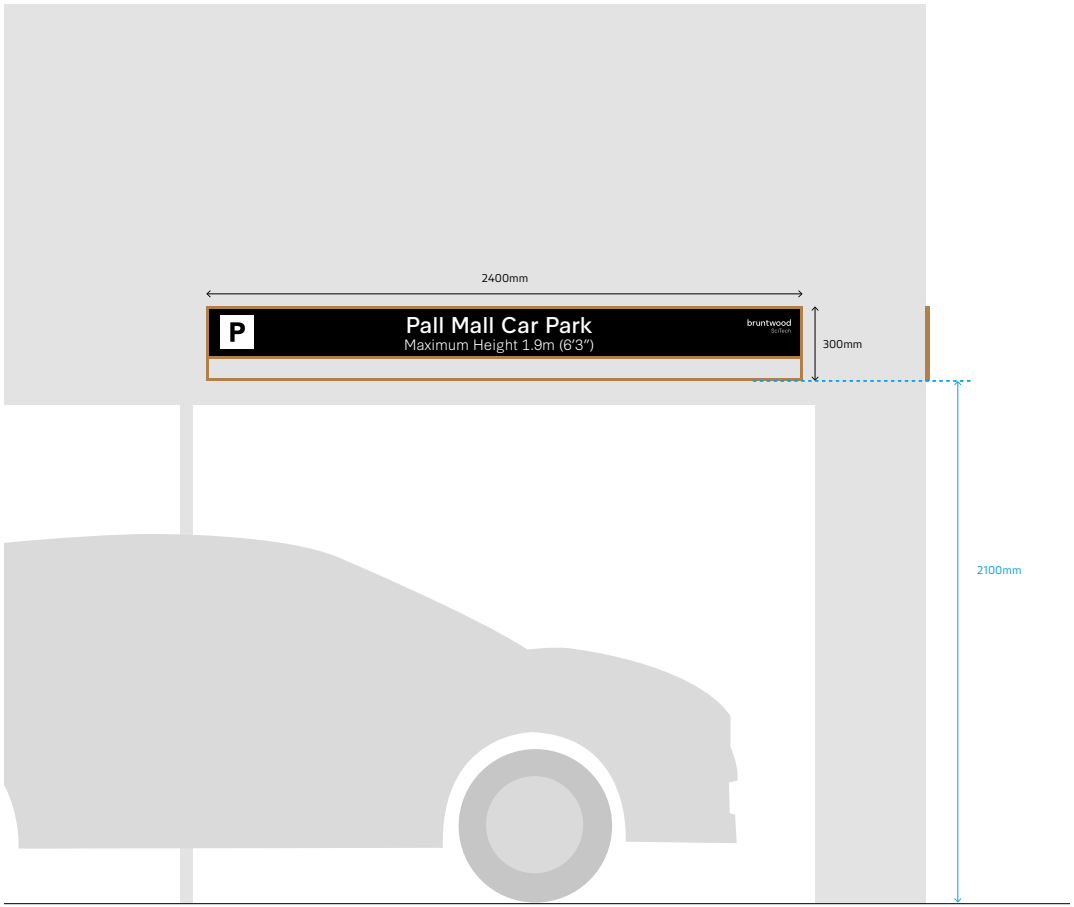
05
Sign Locations

Location 06
Sign Type EX 04a - Car Park Entrance







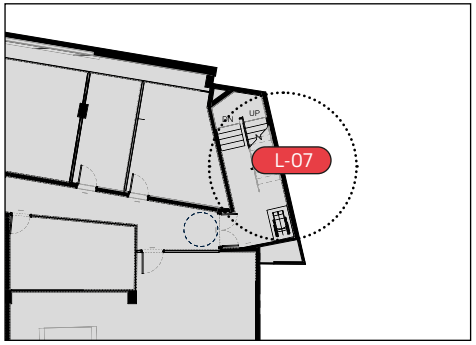


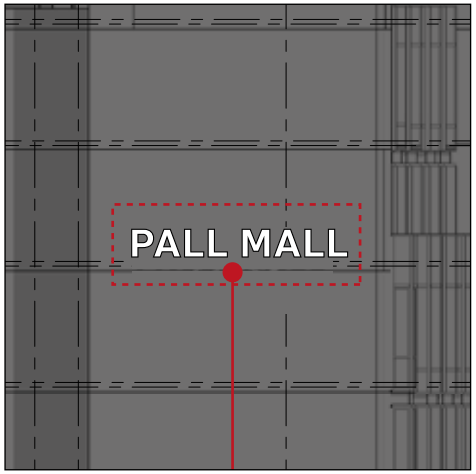
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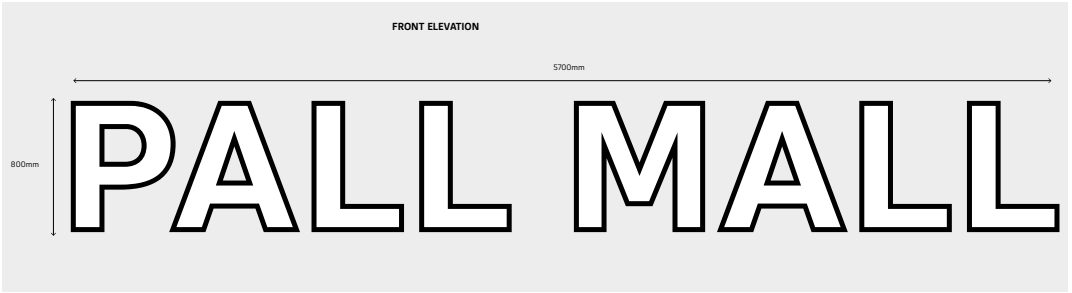
05
Sign Locations

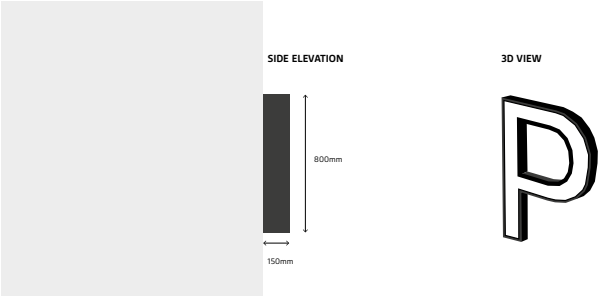
Location 07
Sign Type EX 01 - High Level Gateway









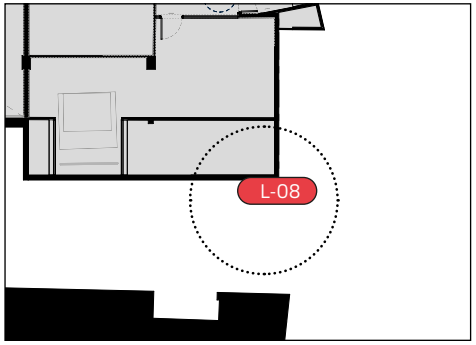


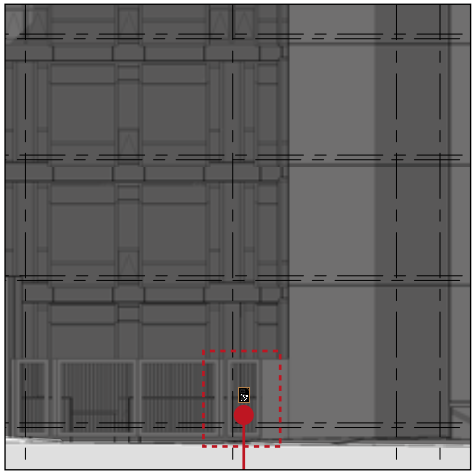
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PLACE MARQUE +

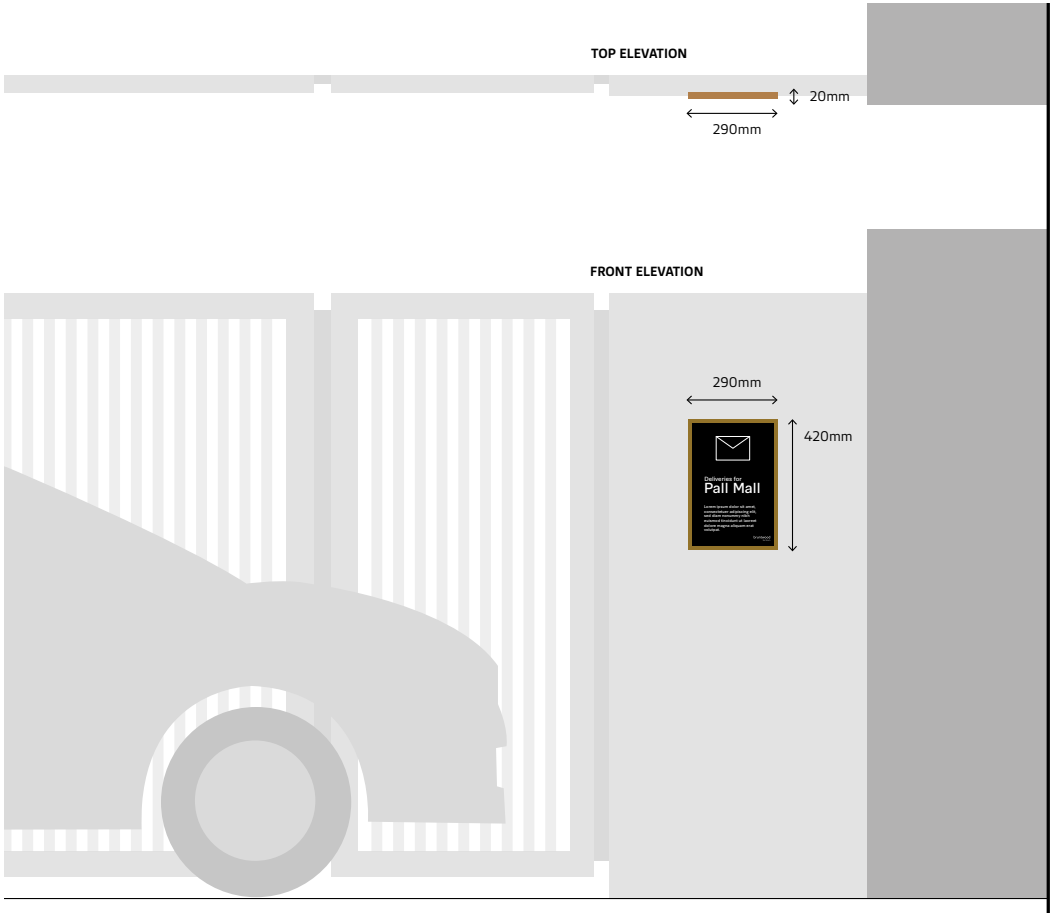
05
Sign Locations

Location 08
Sign Type EX 03 - Information Sign









Scale *1:200 @ A4*

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Condition 7D: Signage

Reference,

Internal Signage Report PDF
External Signage Report PDF

Site operatives engaged with the work will have a proven track record of working on listed buildings and will be inducted into the site culture committed to preserving the historic features

Existing signage will be removed from the building using hand tools drills from tube and clip scaffolding, the arrangement for scaffold ties will be to the previously agreed methodology as detailed within the condition 11 submission

The area will be inspected and a photographic record will be made of the area

Care will be taken not to disturb the mosaic tiles .

The new signage will be installed following removal of the old signage, to an approved scheme. See attached.

Internal Signage Report PDF
External Signage Report PDF

The area adjacent the new signage will be inspected and a photographic record maintained.

Mosaics repairs if required will be completed in accordance with the detail below. Existing mosaics reclaimed from other areas, subject to demolition will be used to complete repairs.

Mosaic Repairs

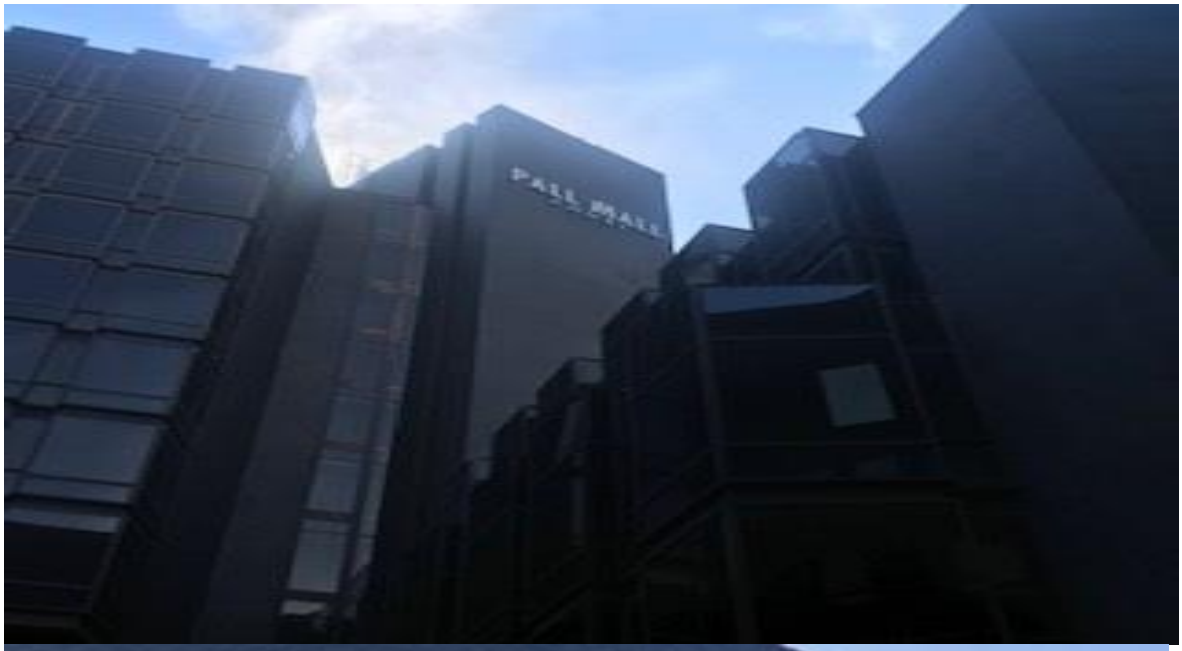
Any damage to the existing façade will be completed using the existing and previously removed mosaics, The mosaics will fixed to the structure using heritage putty with a colour matched heritage lime grout. The image below shows the arrangement for repairs.



If there is any doubt relating to mosaic repairs works will be stopped heritage consultants will be advised and a solution will be agreed before works can progress.

Wayfinding signage internally will be installed sympathetically in accordance with internal signage report using hand held tools (Cordless Drills etc) . Care will be taken to avoid damage the surrounding area.

Existing Signage to be Replaced





Drawing Reference List

6911 SRA ZZ XX DR A 20200 General Arrangement North Elevation

Revision: P08

6911 SRA ZZ XX DR A 20201 General Arrangement East Elevation

Revision: P08

6911 SRA ZZ XX DR A 20202 General Arrangement South Elevation

Revision: P08

6911 SRA ZZ XX DR A 20203 General Arrangement West Elevation

Revision: P07

6911 SRA ZZ XX DR A 20204 General Arrangement Elevation Returns 1 of 2

Revision: P02

6911 SRA ZZ XX DR A 20205 General Arrangement Elevation Returns 2 of 2

Revision: P04

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Pall Mall - Incoming Occupier Signage Guidelines - October 2025

This document sets out the signage requirements, as stipulated by Manchester City Council, for incoming occupiers of the ground floor of Pall Mall. These guidelines must be adhered to with signage proofs sent to Bruntwood SciTech for approval prior to proceeding with installation.

1. Signs should be located at ground floor level
2. Clear glazing must be retained
3. Individual letter signs must be used
4. Signs must be located behind glazing
5. Projecting signs must have a 30mm depth