

Blocks A & B - Jersey Wharf

External Signage

October 2025

SECOND ISSUE

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Introduction

This document has been prepared by PRP in support of the discharge of the planning condition 43 relating to external signage.

The proposed signage strategy provides a coordinated approach to building identification and way-finding across the development. The scheme includes a number of projecting signs positioned outside of each commercial premise to ensure clear visibility from the main approach routes.

This replaces the signage previously proposed to be fixed to the curtain walling system, as updated under the recently approved non-material amendment (Ref: 143373/NMC/2025).

In addition, discreet client branding signs are proposed at each entrance to signal the main residential entrance and to provide subtle, consistent branding that identifies the operator of the building. All signage will be implemented prior to first occupation.

Blocks A and B

The site plan below identifies the proposed locations of the two types of external signage for Jersey Wharf.

Each commercial premises will be provided with a single projecting sign positioned adjacent to it's principal entrance to ensure clear visibility for pedestrians and street users.

The client branding signs are located adjacent to the primary entrance points to the residential areas of the building, providing subtle identification of the building operator.

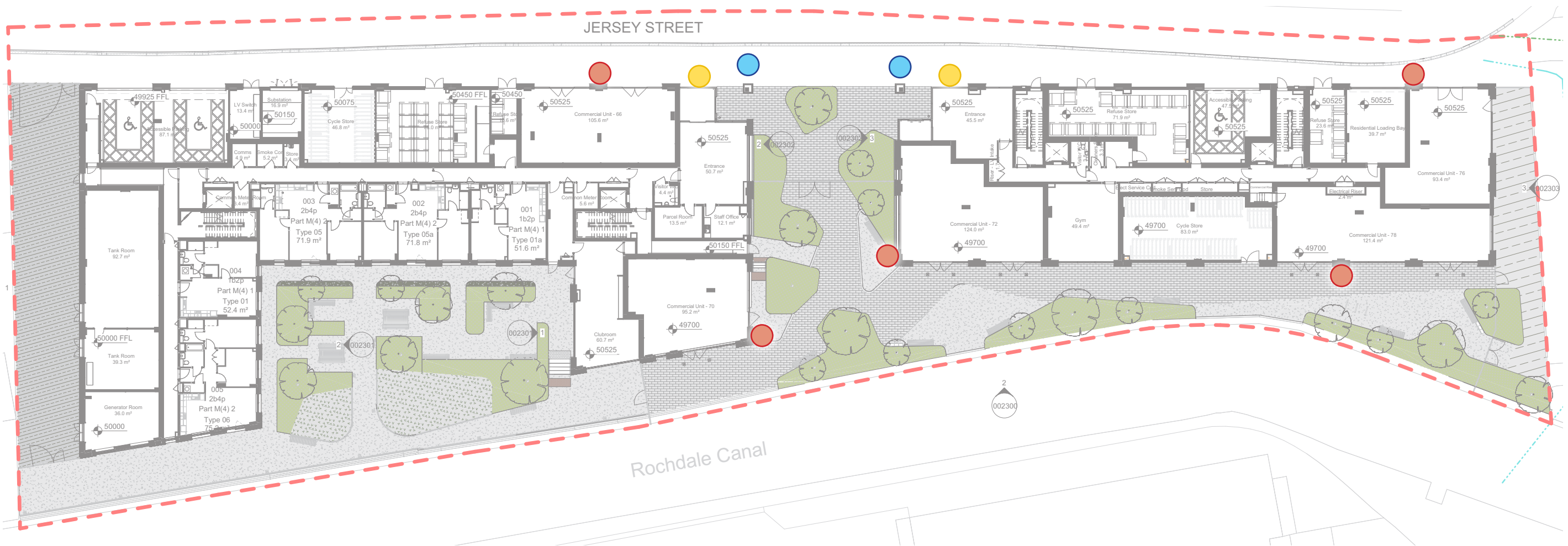
The placement of all signage has been carefully considered to maintain a coherent appearance across the development and to minimise visual impact on the surrounding street-scape.



● Example of proposed projecting signage



● Example of Manchester Life branded signage



-  Indicates location of projecting commercial signage
-  Indicates location of Manchester Life brand Signage
-  Indicates location of Building name Signage

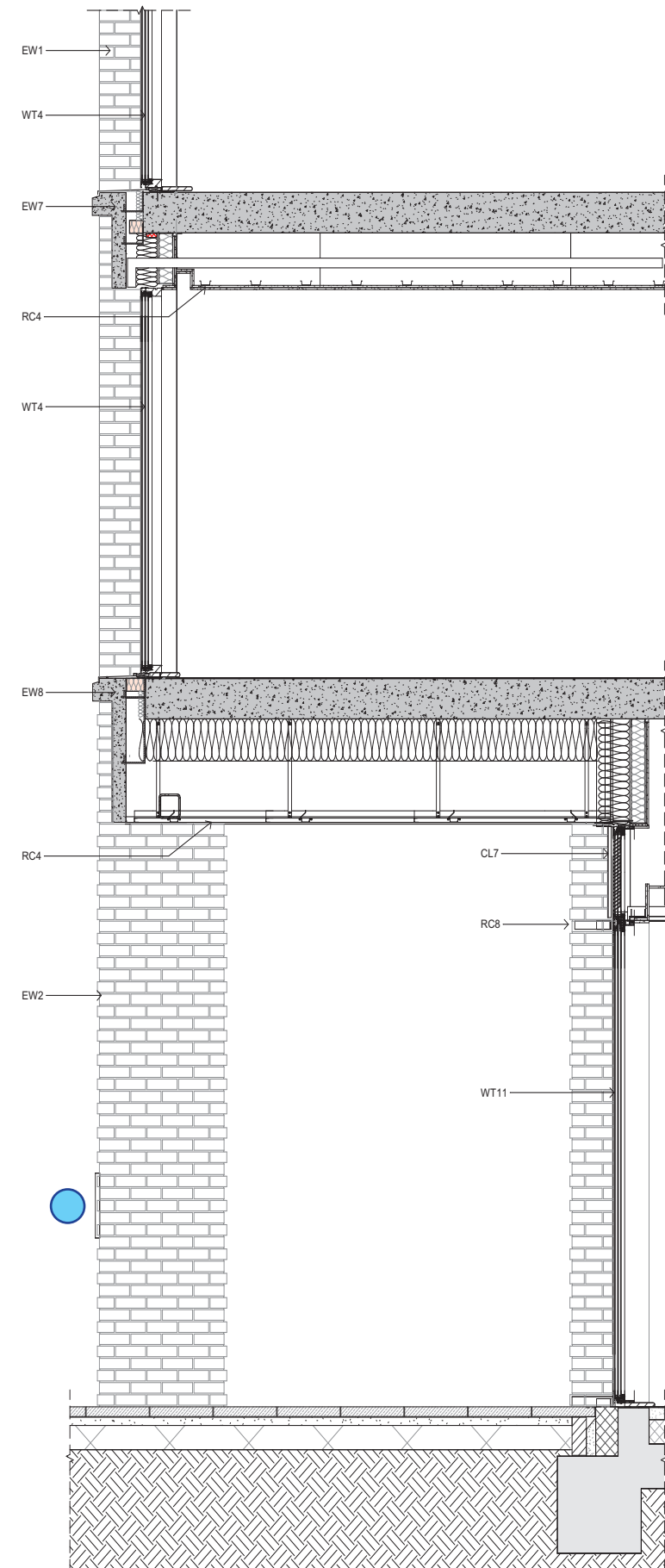
Entrance Signage

Blocks A and B

The following drawings illustrate the design and integration of the proposed external signage at the Block A entrance to Jersey Wharf. This drawing formed part of the recently approved non-material amendment application (Ref: 143373/NMC/2025) and demonstrate how the building name entrance sign and client branding signage are coordinated with the building's façade and materials.

The bay study and accompanying section highlight the relationship between the signage, cladding system, and entrance recess, ensuring that the signage is proportionally balanced, visually well-integrated, and does not appear obtrusive or out of place within the overall entrance design.

Only Block A is illustrated, as the corresponding entrance to Block B is identical in design and detailing (so both blocks have the identical sign), with the arrangement mirrored to suit the building layout.



Entrance Signage

Blocks A and B

The adjacent image presents an updated visualisation of the Block A entrance bay, illustrating the proposed signage in context.

The visual demonstrates how the entrance building name sign and client branding signage relate to the building's materials and tones. This updated image offers a clearer understanding of the final design intent and confirms that the proposed signage remains appropriately scaled and visually cohesive within the overall entrance composition.



The colour of entrance signage will be powder coated to match the same colour as the cladding:

Block A Interpon D2525 Sable Y2304I

Block B Interpon D2525 Stone Effect Y4316I

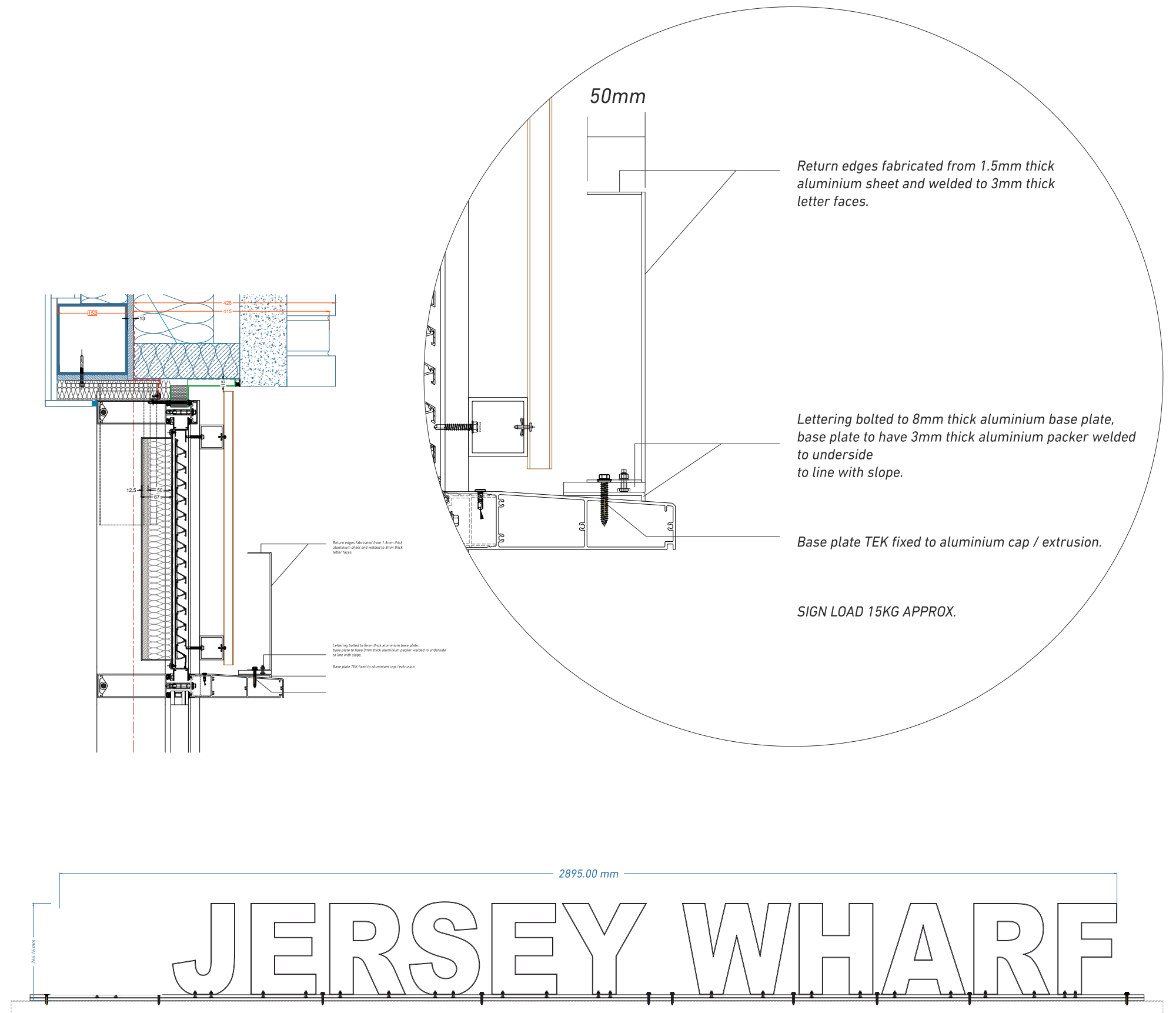
Return edges of both signs will be in the same colour RAL 8019 Grey/Brown.



Building Entrance Signage

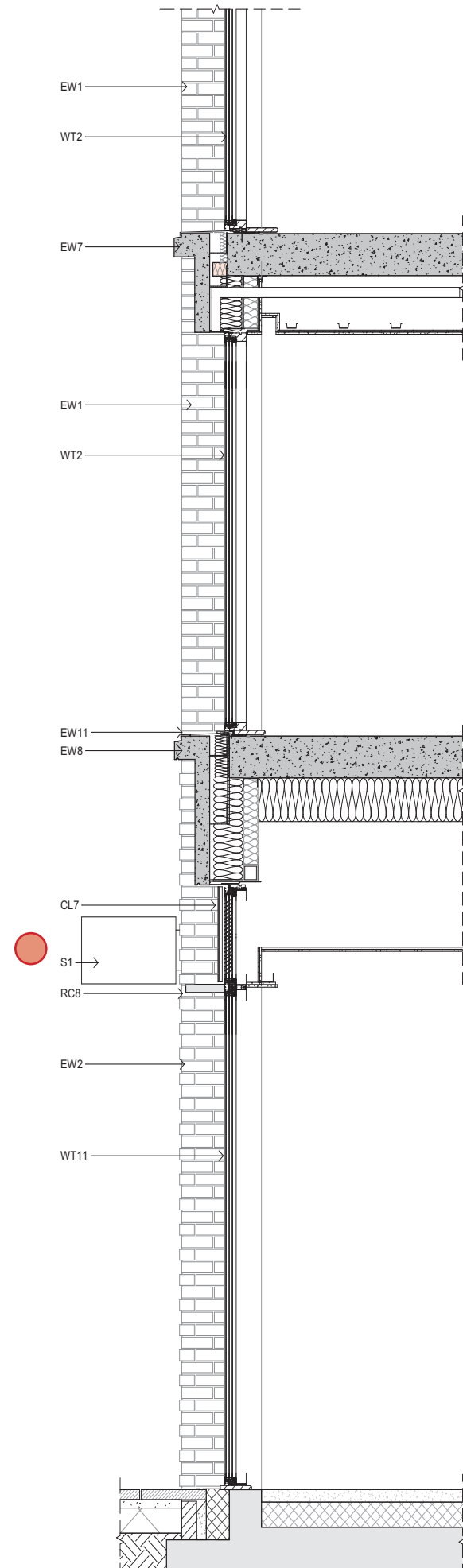
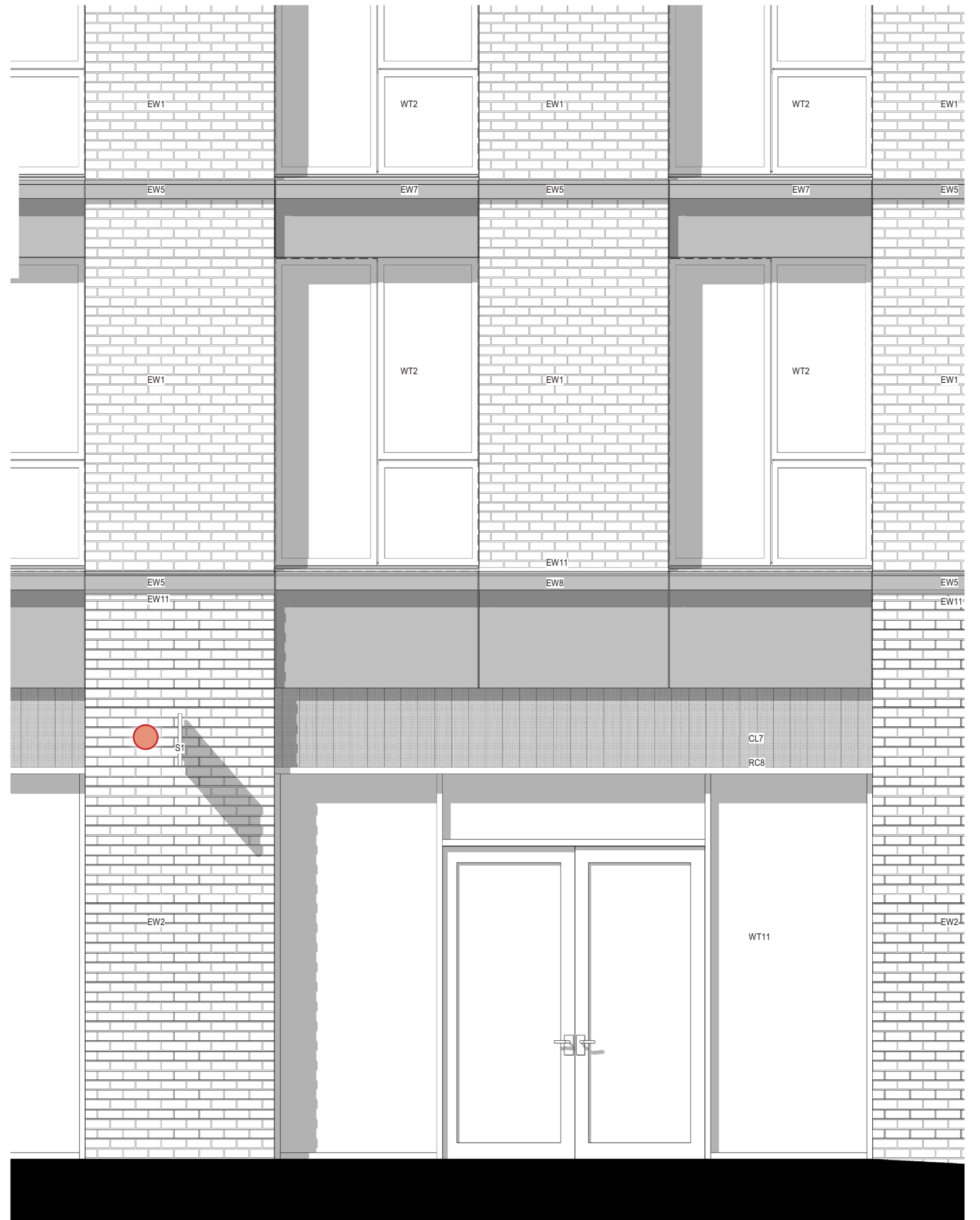
Detailed Drawing

Details of the building entrance sign opposite have been prepared by the specialist signage sub-contractor Norsign.



Projecting Signage

Block A



Projecting Signage

Detailed Drawing

Details of the projecting sign opposite have been prepared by the specialist signage sub-contractor Norsign.



Example of proposed projecting signage

Colour in RAL 7016 (Anthracite Grey) with white text.

