PRP

Block C - Eliza Yard

External Signage

October 2025

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Introduction

This document has been prepared by PRP in support of the discharge of planning condition 39 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 which was fixed to curtain walling as updated under the recently approved non-material amendment (Ref: 143435/NMC/2025).

All signage will be implemented prior to first occupation.

Commercial Signage

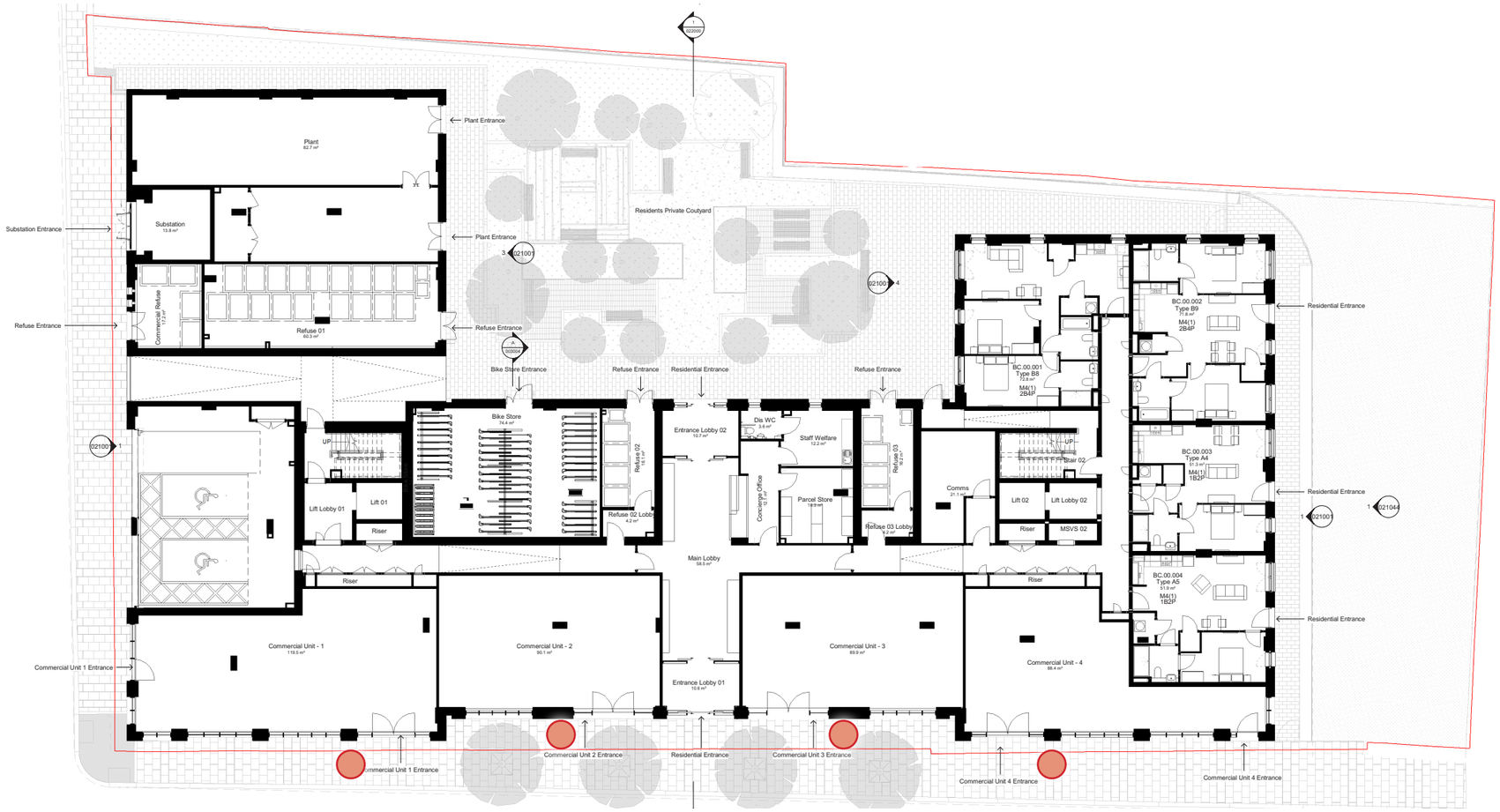
Block C

The site plan below identifies the proposed location of the commercial projecting signage to be installed along the Jersey Street frontage, serving the commercial units located within Eliza Yard. 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.

No additional wall mounted or illuminated signage is proposed for these units at this stage. The design and placement of the projecting signs ensure they are proportionate to the building elevations and contribute to a coherent street-scape along Jersey Street.



Example of proposed projecting signage



Indicates location of projecting signage

Commercial Signage

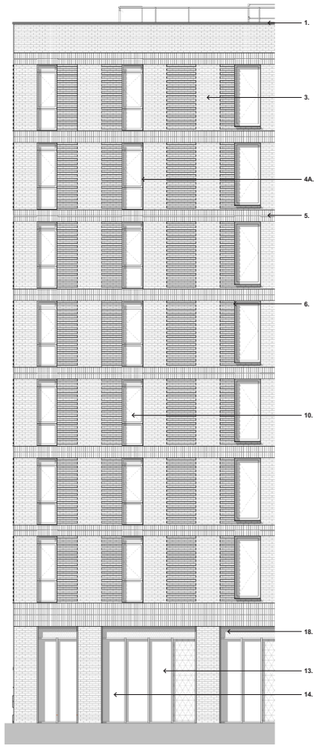
Block C

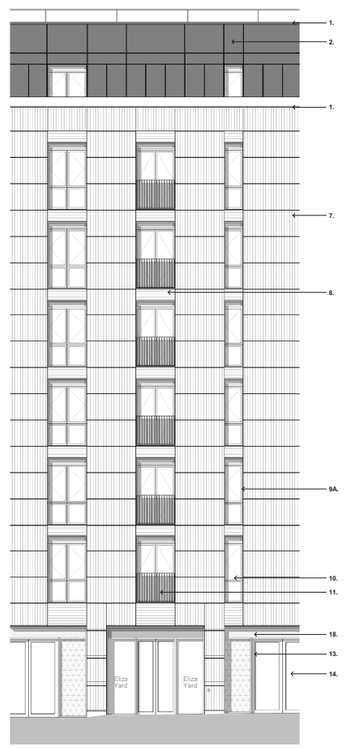
The elevations opposite illustrate the positioning of the proposed projecting signs along the Jersey Street frontage.

The drawings formed part of the recently approved Non-Material Amendment application (Ref: 143435/NMC/2025) and demonstrate the coordinated approach to signage across the wider development.

The signs are modest in scale and proportionate to the building elevations, providing clear identification for each unit without detracting from the overall architectural expression.









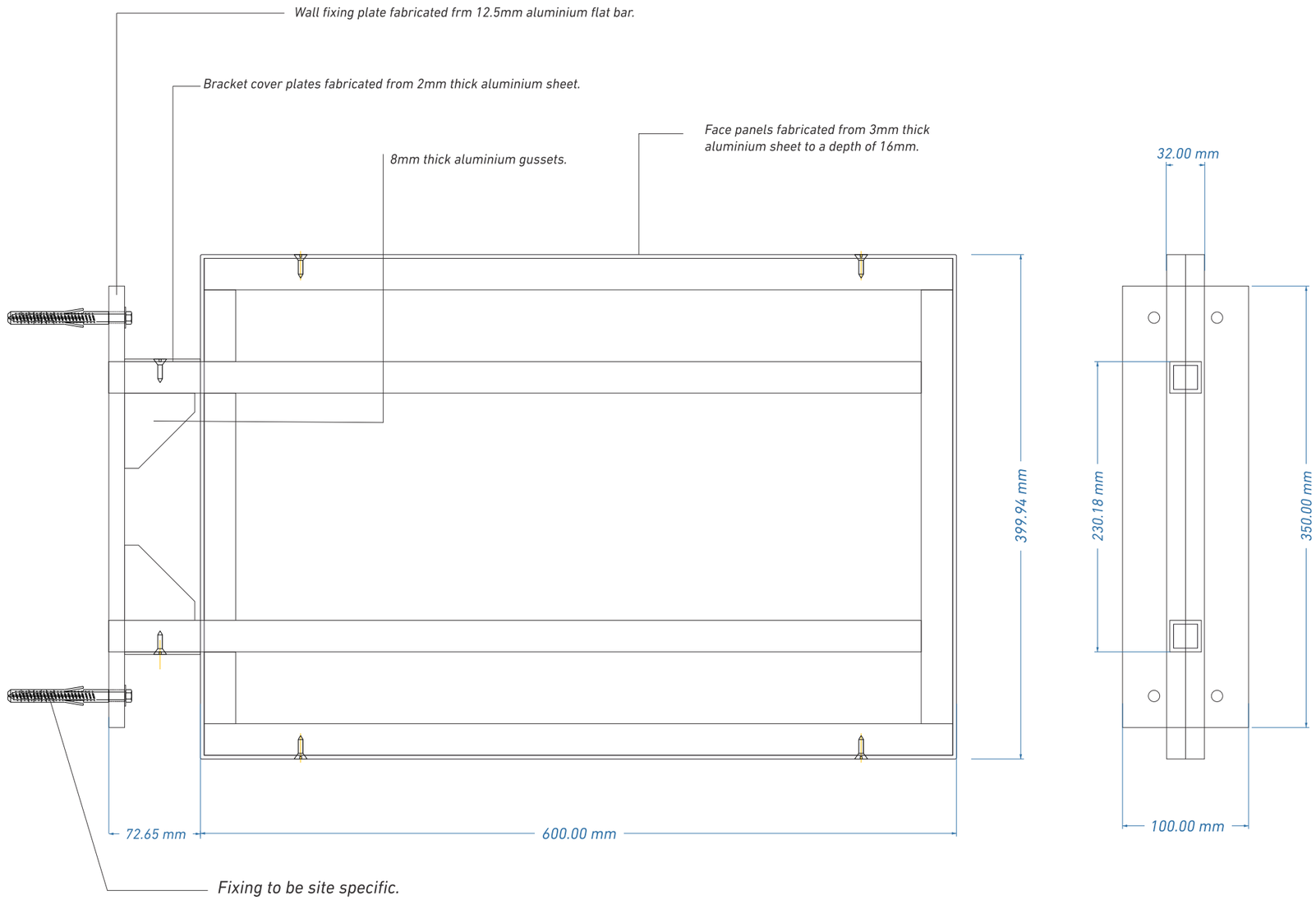
Commercial Signage
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Details of the projecting sign opposite have been prepared by the specialist signage sub-contractor Norsign.



Example of proposed projecting signage

Colour in RAL 7016 (Anthracite Grey) to match curtain walling, with white text.



Building Signage
Block C

The image adjacent presents a visual of the main entrance elevation to Eliza Yard, showing the proposed signage and material treatment in context.

The elevation highlights the distinctive green terracotta and illustrates two projecting signs positioned to provide clear identification for the commercial units either side.

To preserve the integrity of this facade a fritted sign has been applied to the glazing of the main entrance sliding doors to provide the building branding.

This approach avoids the need for a horizontal sign fixed against or in front of the terracotta cladding, ensuring the material remains uninterrupted and visually prominent.

The resulting strategy offers a coherent and visually sensitive signage solution that integrates seamlessly with the overall design of Jersey Wharf opposite.

Entrance screen text on glazing sandblasted to RAL 6004 (blue/green) to match the terracotta cladding.

Eliza Font: Platypi
Yard Font: Vastago Grotesk



Main entrance elevation located on Jersey Street