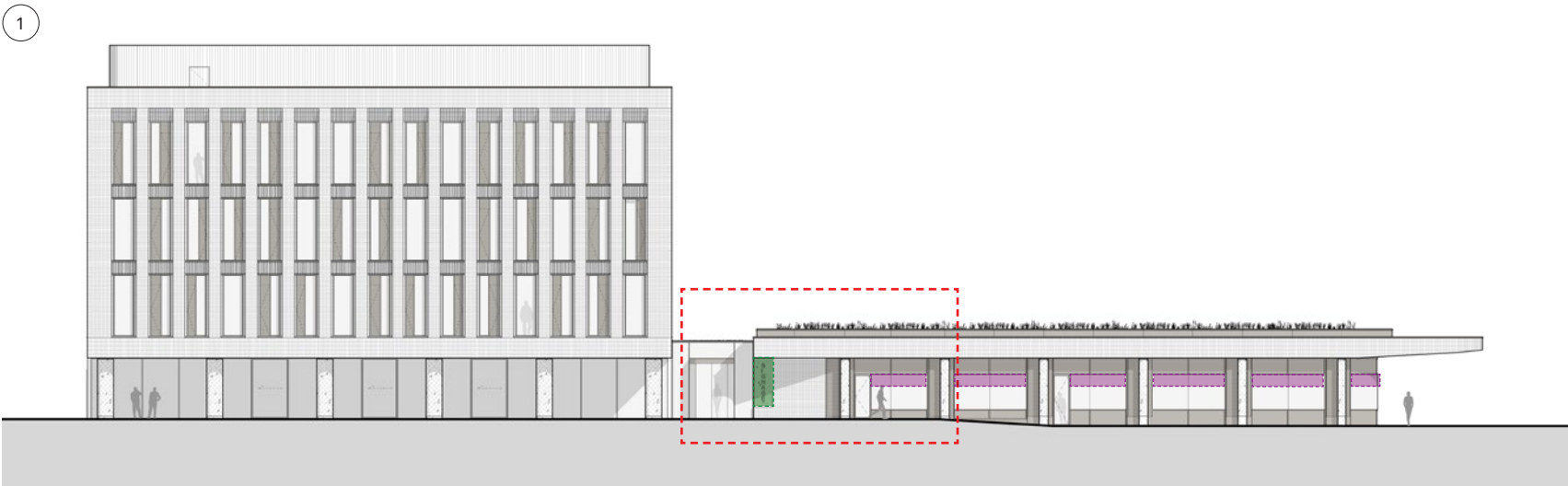
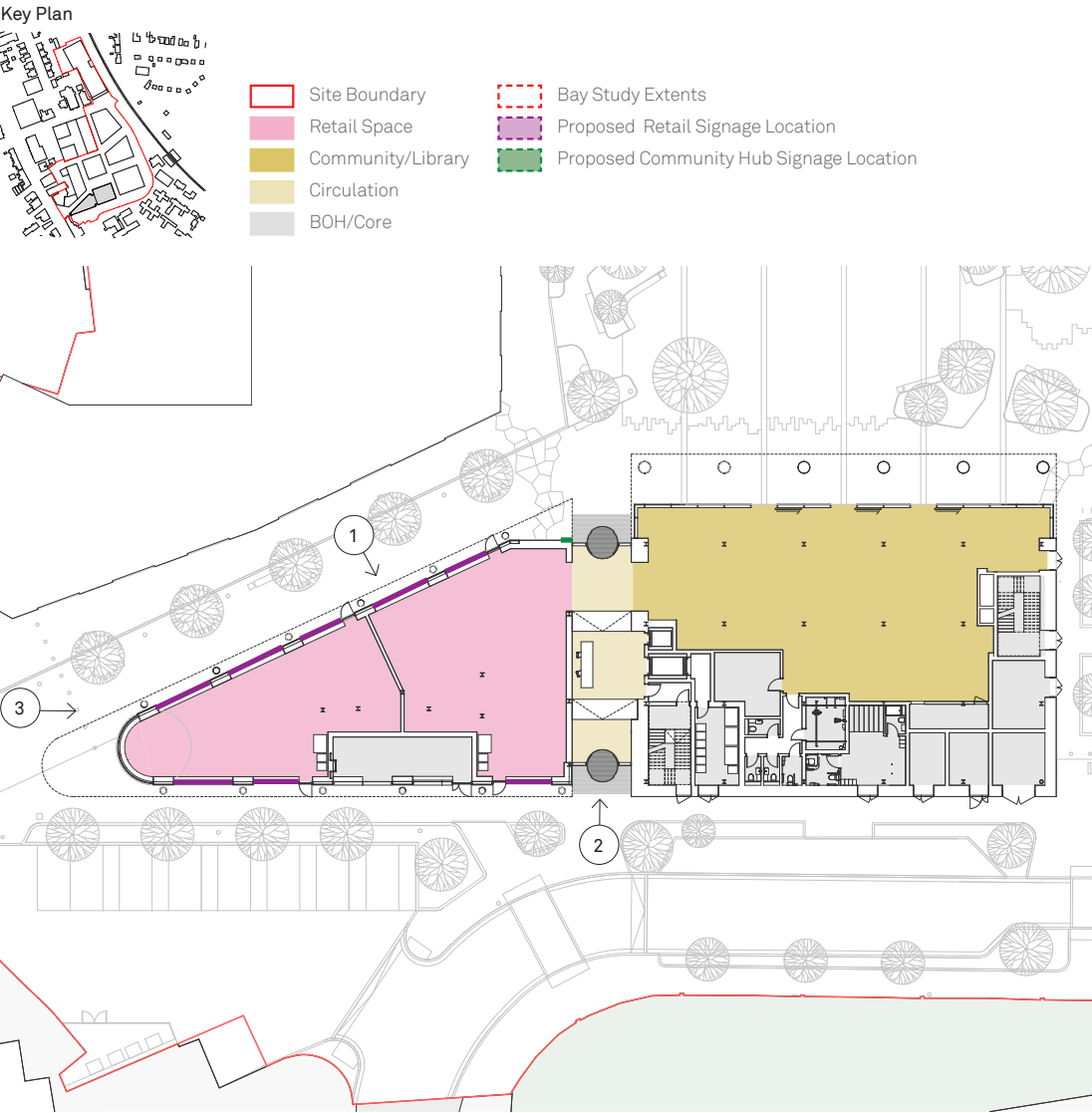


11.0 Shop Front Signage Strategy

11.1 Plot A - Community Hub Signage Strategy

The following pages outline the proposed signage strategy for Plot A, subject to detailed design and unit occupants. The plans (below) and elevations (right) show proposed possible areas for signage for both the community hub and retail units. The proposed retail locations are consistent for both units to ensure a harmonious visual style across the plots and to avoid visual clutter. Signage on every window may not be required, considering the retail hub is proposed to be split into just 2 units, but is allowing for future occupants and design flexibility.



11.2 Plot A - Community Hub
Signage Strategy

Concrete Signage Panel

The concrete embossed panel adjacent to the connection allows for feature signage for the community hub as well as access control.

Retail Unit Signage

The proposed signage strategy for the individual retail units is simple illuminated lettering signage installed behind the glazing at the top of the window for a consistent and clear visual quality, as well as allowing for flexibility for each unit and also future occupants.



Plot A Retail Hub Bay Study outlining the proposed signage locations alongside illustrative precedents



1 Embossed Concrete



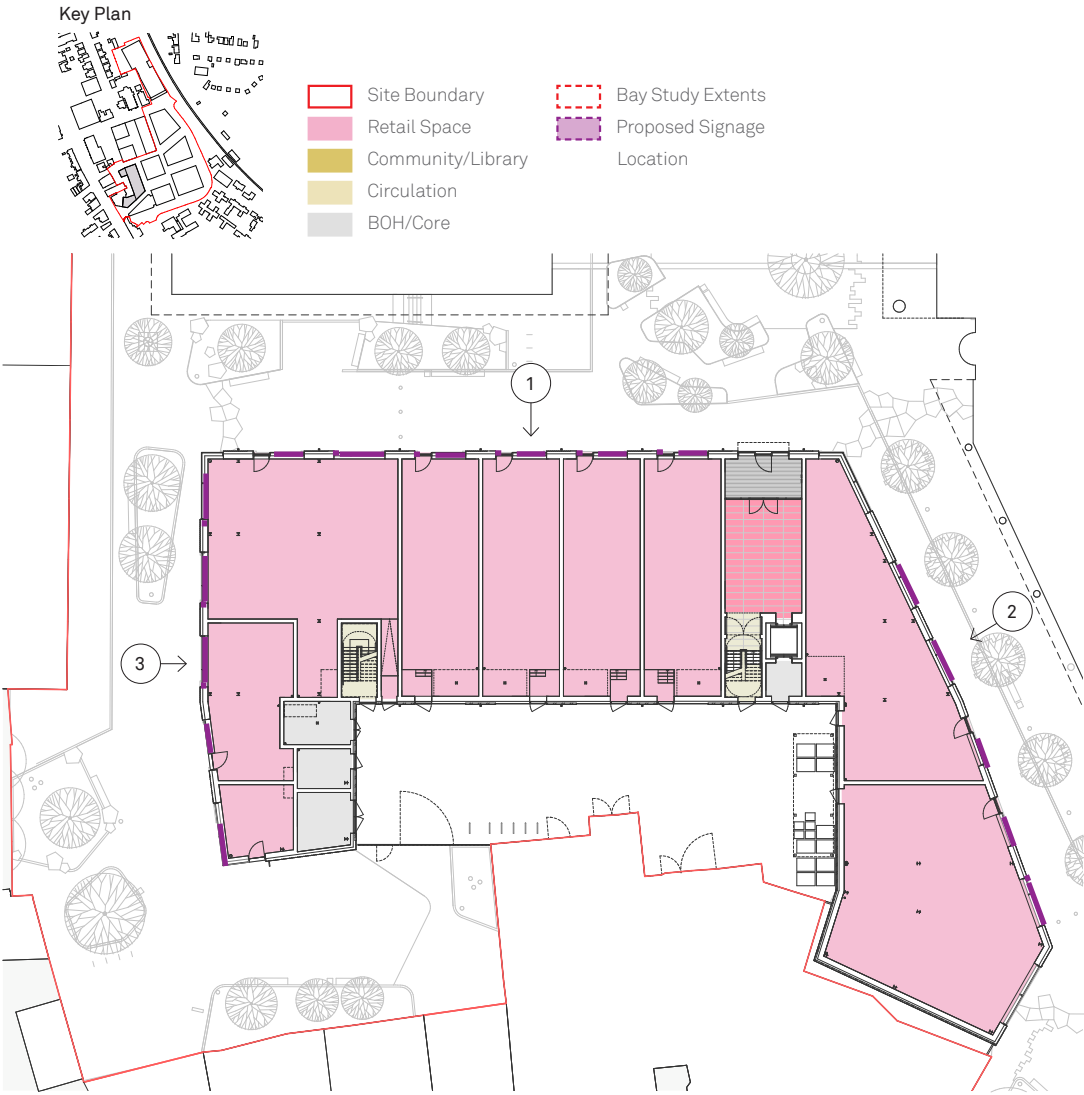
1 Embossed Concrete



2 Illuminated Signage

11.3 Plot B - Commercial Hub Signage Strategy

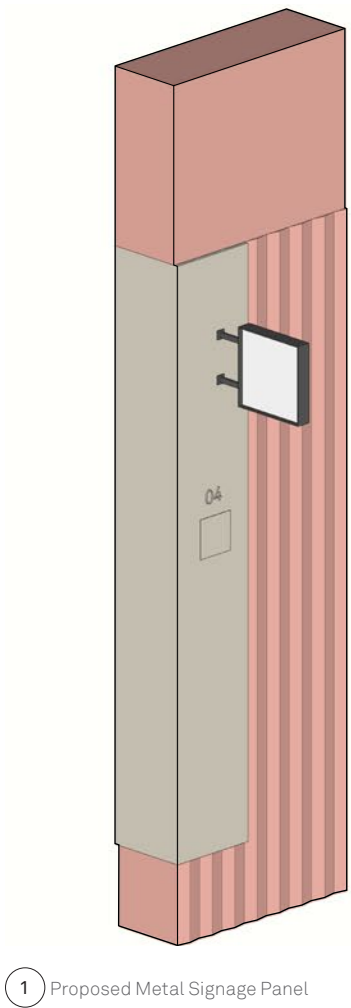
The following pages outline the proposed signage strategy for Plot B, subject to detailed design and unit occupants. The plan (below) and elevations (right) show proposed possible areas for signage for retail units. The proposed retail locations are consistent for all units to ensure a harmonious visual style across the plots and to avoid visual clutter. Signage on every window may not be required, but the strategy allows for future occupants and design flexibility.



11.4 Plot B - Commercial Hub
Signage Strategy



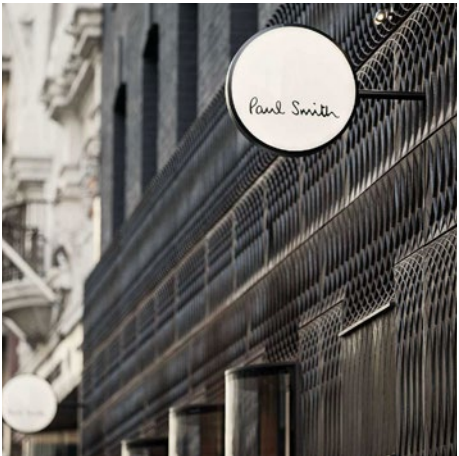
Plot B Bay Study outlining the proposed signage locations alongside illustrative precedents



1 Proposed Metal Signage Panel



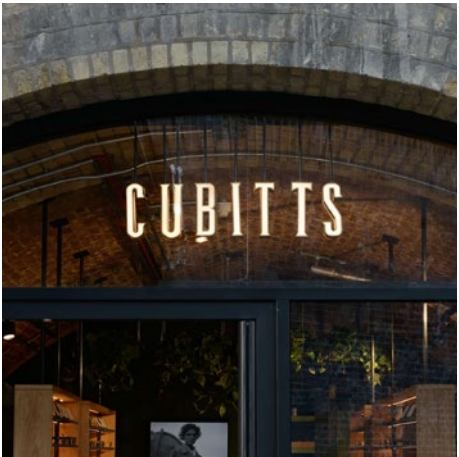
1 Projecting Signage



1 Projecting Signage



2 Illuminated Interior Signage



2 Illuminated Interior Signage

Projecting Signage

Projecting signage positioned on the metal side panel will positively add to the streetscape as a design feature and wayfinding tool. A consistent design and quality across all signs will be needed to ensure that the shopfronts avoid feeling cluttered and distracting. With Plot B in particular, the projecting signage will add to the mews-like design at an appropriate scale and bespoke look and feel.

Metal Side Panel

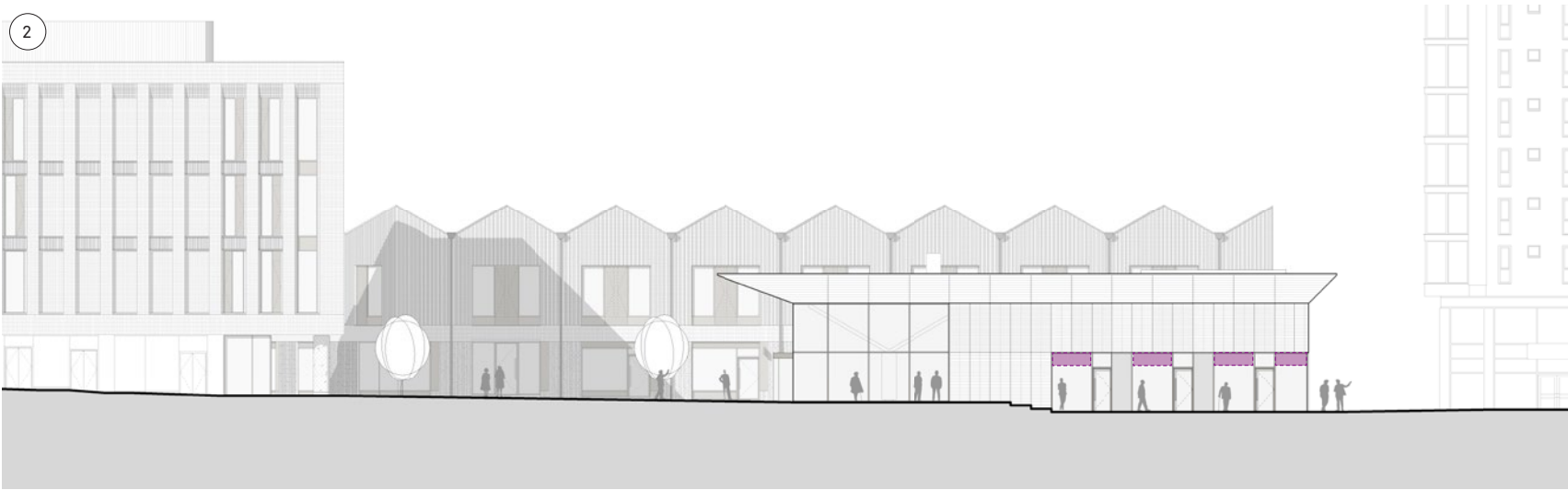
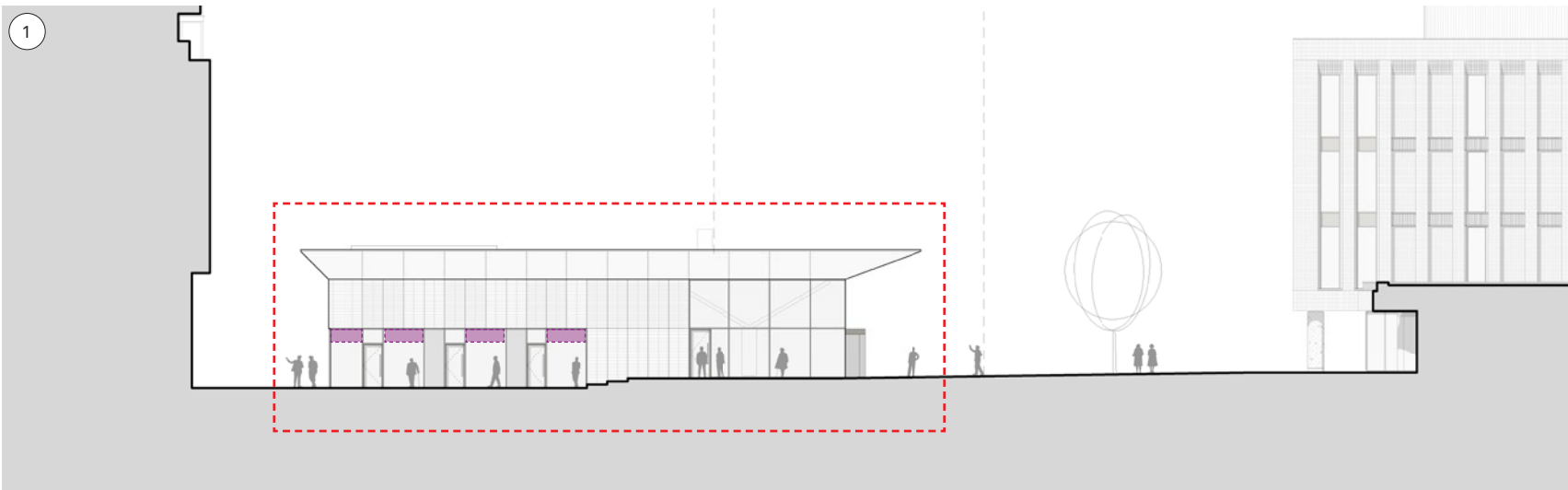
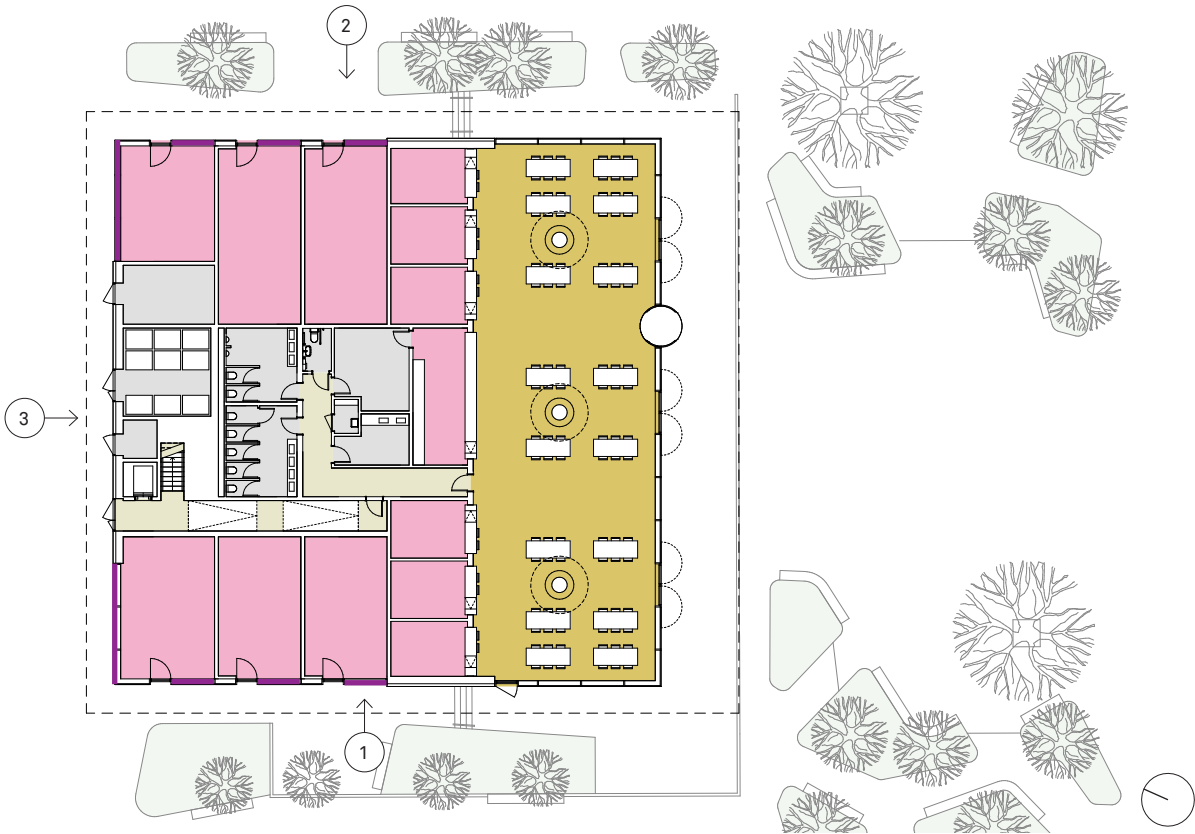
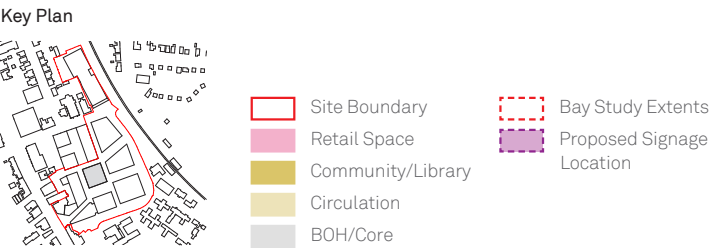
The metal panels to the side of shop entrances can also be used for small plaques/signs and access control for the unit occupant.

Main overhead signage

The signage strategy proposes each unit contains its main signage to behind the glazing and to the top of the window, allowing for both flexibility and consistency across the units. Signage should be of an appropriate scale and not overly large to ensure a clear visual hierarchy and to not overwhelm the facade.

11.5 Plot C - Market Hall Signage Strategy

The following pages outline the proposed signage strategy for Plot B (Market), subject to detailed design and unit occupants. The plan (below) and elevations (right) show proposed possible areas for signage for the retail units. The proposed retail signage locations are consistent for all units to ensure a harmonious visual style across the plots and to avoid visual clutter. Signage on every window may not be required, but the strategy allows for future occupants and design flexibility.



11.6 Plot C - Market Hall
Signage Strategy



1 Interior Illuminated Signage



1 Interior Illuminated Signage



CGI - Proposed Market

The proposed strategy for the market hall retail units is simple signage installed behind the curtain walling. This is in line with the proposed signage for the market itself (feature illuminated lettering to interior soffitt - pictured left) and will therefore create a consistent and clean aesthetic quality across all units and will not detract from the visual impact of the market canopy.

Illuminated lettering (pictured left) installed behind the glazing as primary signage will furthermore contribute to creating a safe and positive streetscape at night.



Plot C Bay Study outlining the proposed signage locations alongside illustrative precedents

12.0 Conclusion

The proposal will deliver a complete transformation to Prestwich Village centre.

The detail set out in this document for the full planning components will see the most significant transformational change with the provision of new public buildings which include the Community Hub (Plot A), Retail & Leisure Building (Plot B) and Village Market Hall (Plot C).

The new Travel Hub is the enabler to allow for the delivery of later outline planning components (plots D, E & F) within the masterplan but is included as part of the full planning application.

The public realm will be transformed with a sequence of new hierarchy of streets and spaces with the new Village Square as centrepiece to the masterplan.

The proposal will transform the Village Centre into a people first place with regenerative and sustainable placemaking at its core.



Simple, elegant design.