

REPORT TO ASSETS AND OPERATIONS COMMITTEE

MARKET HALL SIGNAGE



Report Reference A-21-09
Meeting Date 27th September 2021
Agenda Item 7b
Prepared by Town Centre and Marketing Officer

1.0 BACKGROUND

Any future redevelopment of the market hall is a long-term project. There are smaller more immediate improvements that can be made to improve the kerb appeal of the building, drive footfall for the market traders and possibly encourage new traders when the market has vacancies. This was a recommendation from the 2017 NABMA Consultancy Report.

2.0 IMPROVED SIGNAGE

It is envisaged that a traditional hand painted sign visible both from Princess Street and as you walk up from King Street would encourage shoppers. This would be simple but eye catching with the Market Hall logo and possibly the wording "Established 1964". Guidance would be given by the chosen signwriter in terms of size. This would be fixed to the market hall by a wrought iron bracket. It is envisaged the sign would be fixed above the Market Hall letters.

It has been difficult to get costs from suppliers or illustrations, but current costs for a traditional 'swing sign' are as below. Where possible we have shown examples of signwriters previous work. Cheshire Brush and Damian Whyatt signs have also provided costs for two separate hand painted boards (approx. 1m x 0.5m) that could be, with the appropriate permissions obtained, placed on the side brick walls on either entrance of Silk Mill Street to help signpost people up Silk Mill Street

Option	Style	Cost	Installation
Design Print Create	Gold metal on black metal	£634 (exc.bracket)	Included
Cheshire Brush	Hand painted	£850 (incl. bracket)	No
Cheshire Brush	Additional signs	£450	No
Vintage Signs	Hand painted	£1,275	Included
Damian Whyatt Signs*	Hand painted	£620 (incl. bracket)	Included
Damian Whyatt Signs*	Additional signs	£950	Included
Iron by Design	Wrought Iron Bracket	£250	Included

The Damien Whyatt signs are not wood but GRP (fibreglass) which does not blister, split or rot.

Other ideas being explored for longer term features to draw attention to Silk Mill Street is a wrought iron arch on either end of Silk Mill Street with wording 'Welcome to Knutsford Market Hall'.

3.0 DECISIONS REQUIRED

Members should review the costs and provide direction on the installation of a new sign.

ANNEX A: EXAMPLE SIGNS

Design Print Create



Cheshire Brush



Vintage Signs



Damian Whyatt Signs

