

ML edit

We are updating our signage to the property in various locations on the property see supporting documentation. Currently, we have a wooden sign above the bay window, a hanging sign over the pavement and another wooden sign further down Queen Street next to the hairdressers. These signs have been on the property many years and are in disrepair, adversely affecting the business and the Southwell shopping area.

We want to improve the look of our building and therefore improve the look of the whole street in keeping with Southwell's quality and local aesthetics.

We want our signs to have a sense of quality with a modern nod to the historical aspect of our building which was once a Blacksmiths. We want our signs to engage with our clients by giving a greater understanding of where to enter the building. The position of our current signs misleads our clients as to what is our entrance, and we want to ensure that all of our clients have ease of accessibility.

We want to update the signs and their positions to achieve this.

1. As you can see this is currently our main sign. It sits above part of the building that has no entrance. The door to the right-hand side of the building is the entrance to the hairdressers not Pinders and can mislead and new clients or those accessibility difficulties.





We propose to put our strapline and web address here (See other document) to give our clients an understanding of what we are about and information that they need to access information about our services as well as a physical understanding that the building is still part of Pinders.

2. As you can see from our current entrance there is nothing to say that this is the way in to Pinders as the sign is above the window as shown above. We propose to use the existing metal handrail as a mount for the new Pinder sign, enabling everyone to understand what the building is and where to enter. We have fitted a replacement handrail in front of the window to ensure that all out clients can access the building with ease. (insert new photo ne signage)



- 3.

As you can see from the positioning of the sign on the end of the building, we yet again have an issue with accessibility. The position of the current sign indicates that the door in the courtyard could be the way in.



That door is inaccessible, and we need to let our clients know that the building is Pinders, but it isn't the way in. We want to remove the current sign and put our strapline "Our Focus is You" over the bay window, indicating to the community of Southwell that we are here to care for them. We would like to place a Pinders sign high on the left hand side of the building. This is a homage to the age and heritage of the building as it draws its inspiration from the Ghost signs that would have adorned local buildings at the time when it was a blacksmith.

On the front of the street the classic style bracket sign would be replaced with a new one and our strapline and web address added underneath to mirror the information on the signage on the right hand side of the main entrance. (insert new photo)



We feel that the changes would not only reflect the heritage of the building but fit well with the classic and quality feel of the town that we are passionately part of.