

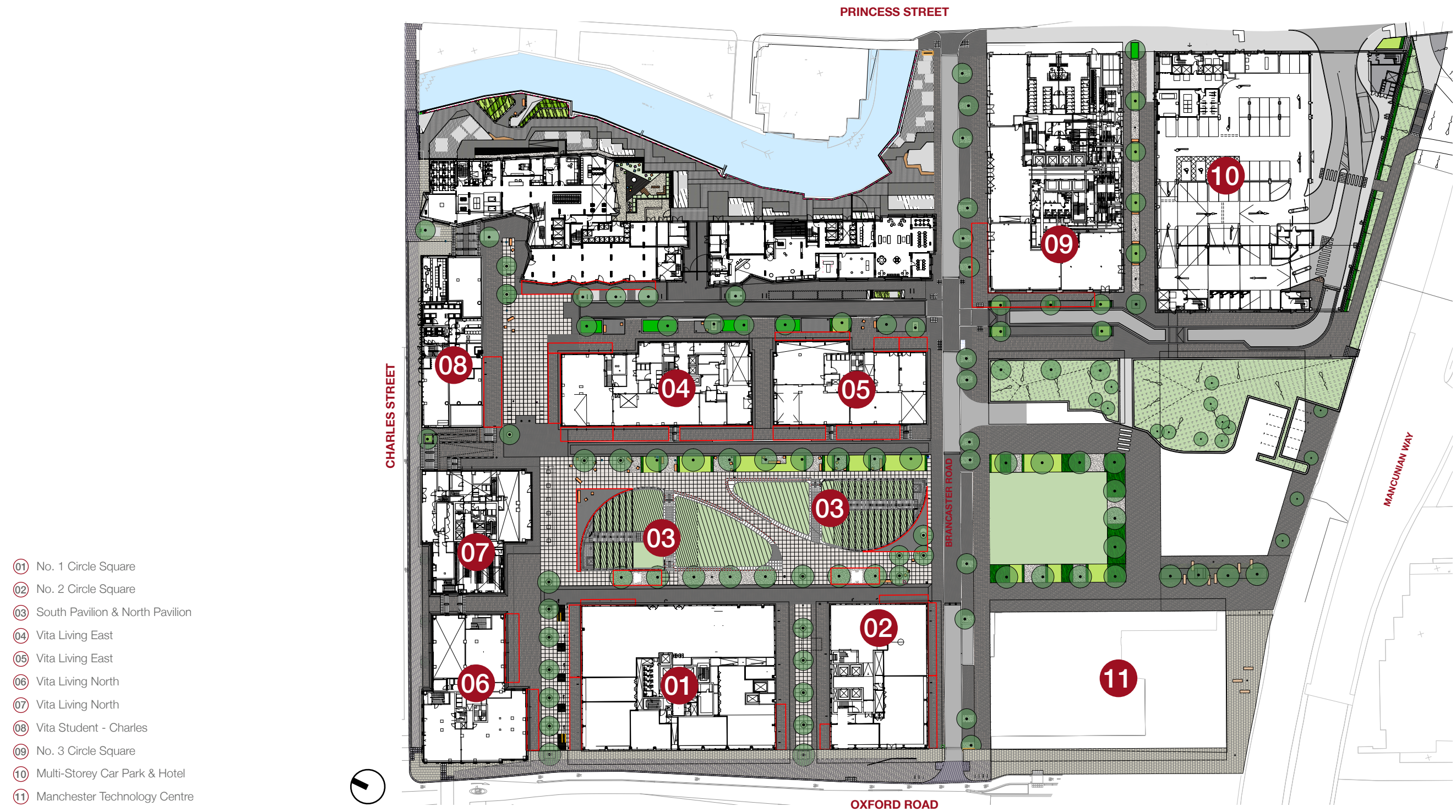
NO 1, NO 2 + NO 3 CIRCLE SQUARE MANCHESTER



bruntwood ●

FeildenCleggBradleyStudios

1.0 INTRODUCTION



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The purpose of this guide is to produce a common framework for our tenants' exposure to our retail offer and to facilitate the retailer signage design. It will enable tenants to design and integrate their brand within our overall development experience in order to offer a commercially attractive retail environment. Throughout the guidelines, we want to stimulate innovation, animation, and variety in tenant design yet also encourage harmony, consistency, and continuity.

This guide will assist tenants in creating the best possible functional, sustainable, and attractive scheme design and implementation for the offer.

Masterplan

The development of the former BBC site is one of Manchester's most significant, city centre regeneration projects. It is designed to be a truly mixed use, vibrant new area of the city with a mixture of commercial office buildings, private rental residential, hotel, leisure and retail – all framed around a new landscaped public space for the city. The creation of new public open spaces, including a centre-piece square, will constitute a significant contribution to the public realm of the city. The development of the site is a joint venture between Bruntwood and Select Property Group.

Buildings 2 and 4 are commercial buildings fronting Oxford Road, supporting Corridor Manchester's strategic positioning as one of the top 5 Innovation Districts in Europe.

Also included is the plot identified as Building 3. Set within the masterplan and landscaping strategy the new 'Pavilion' structure will provide a vibrant new meeting place within the Masterplan. The smaller scale of the structure will link with the larger urban grain giving the space a more human scale.

Building 3 has been developed as an enhanced space within the public realm. The edges of the green fold up to reveal the glazed entrances to draw people down into the space below. The height of the building is kept to a minimum to fully integrate with the public realm and create vibrancy on, in and around.

Buildings No. 1 & 2

The ground floor treatment to both Buildings 2 and 4 have developed a different language to the treatment of the floors above. The fins are less dense with no horizontal definition allowing for an open and active glazed frontage to commercial lobbies, retail and food & beverage areas.

The more permeable ground floor treatment will encourage footfall and activity around the main frontages and public realm spaces. The tall ground to first floor spaces many of which are below expressed cantilevers are designed to encourage movement between Oxford Road and the Green public space. High levels of glazing will encourage visual connections into the ground floor uses as well as opening up views across the site encouraging connectivity.

The ground floor of both blocks provide active frontages on the entire perimeter. The frontages comprise of commercial units and an entrance foyer serving the office floors in each building.

In order to maximise the retail and foyer frontages across the buildings, service and circulation cores are kept central to the plan, the only plant frontage being the incoming service plant rooms for both buildings, which have been combined to minimise the loss of active frontage.

Building No 3

The ground floor of the building relates strongly with the landscape around providing two clear glazed entrances, each extending into their own sub-level space. A void between levels allows views down into the space to allow light to penetrate and a sense of the space to be perceived from ground level.

