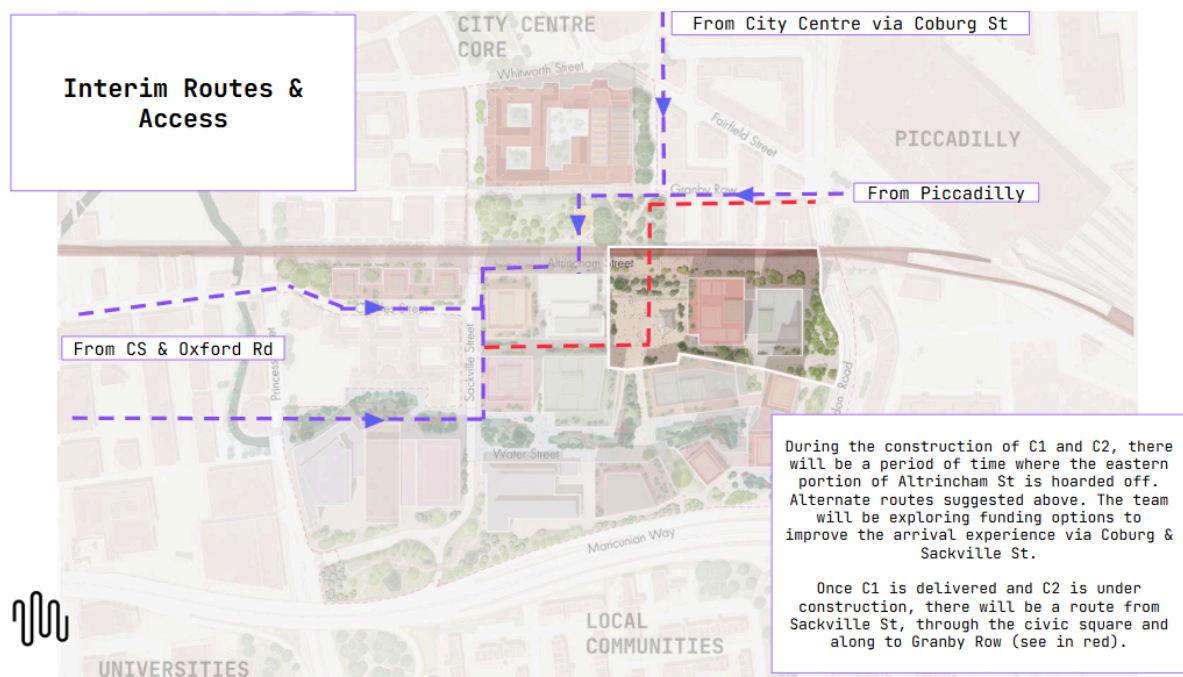


Plot C Placemaking

Plot C Brand Identity

The Plot C buildings are designed around creating a destination and place for the community and customers to utilise. The placemaking strategy focuses on creating a vibrant and inclusive destination by curating a balanced mix of commercial food and beverage, retail uses and community space. The development will prioritise high quality, independent and experienced led operators where possible, alongside established brands to foster an activated ground floor. The placemaking strategy will strive to increase footfall, support local businesses and complement the wider Vision for Sister and Manchester.



Illustrative Masterplan, Plot C Site Boundary in white

Early Activation

During the construction of Plot C, we will prioritise maintaining and enhancing the site's accessibility to ensure it remains an activated destination. A robust connectivity strategy will be in place, ensuring seamless pedestrian and cycle routes throughout the area. Clear wayfinding will be implemented to guide visitors safely around construction zones, reinforcing accessibility to key destinations such as Renold and other activated areas. By keeping

these spaces open and encouraging public use, we will sustain the vibrancy of the site, minimising disruption while fostering a sense of continuity and connectivity throughout the development process.

Throughout the construction of Plot C, Renold will remain open to the public including the cafe, exhibition and events spaces. Alongside this, outdoor spaces will remain open to the public and the local community, including Vimto Park and the courtyard area outside Pariser and Renold.

In the phasing strategy, C1 has been prioritised for delivery, this is because this stage sees the early delivery of the large civic square as well as a portion of Altrincham St. The civic square will be open to the public 24/7 and has the potential to host makers markets, fitness classes, outdoor concerts etc. An events management strategy has been developed and submitted as part of this application. It is anticipated that a further detailed events management strategy will be submitted to Manchester City Council as local planning authority, as part of a future condition discharge application.

Marketing & Social Media

During and post-construction of Plot C it is pivotal that a strong brand presence is built through social media and PR. From the public consultation, interest will be built around the delivery of Plot C and the local community will be kept up to date with plans and events that Sister is hosting.

Community

The design for C1 and C2 revolves around inviting the public into the building. Following in the footsteps of the Renold Building, Plot C will remove the barriers to entry by incorporating publicly accessible areas into the design, this includes the lower ground floor (accessible from the square) and the upper ground floor (accessible from Altrincham St and the 'Manchester Room'). The 'Manchester Room' is a public facing, community led space designed to be welcoming and accessible to all. It aims to host a variety of community events and serve as a flexible environment where students, residents, and visitors can study, read, or meet with colleagues and friends. The space is intended to support connection, creativity, and community engagement.