



The purpose of this guide is to facilitate our retail and F&B Customers' signage design and exposure within No.3 Circle Square and the wider Circle Square context.

The guide provides a common framework for Customers' to design and integrate their specific brand identity within the setting of the overall development experience, whilst ensuring a holistically commercially attractive retail environment.

The guide is to assist Customers in creating the best possible functional, sustainable and attractive scheme design and implementation for their offer.

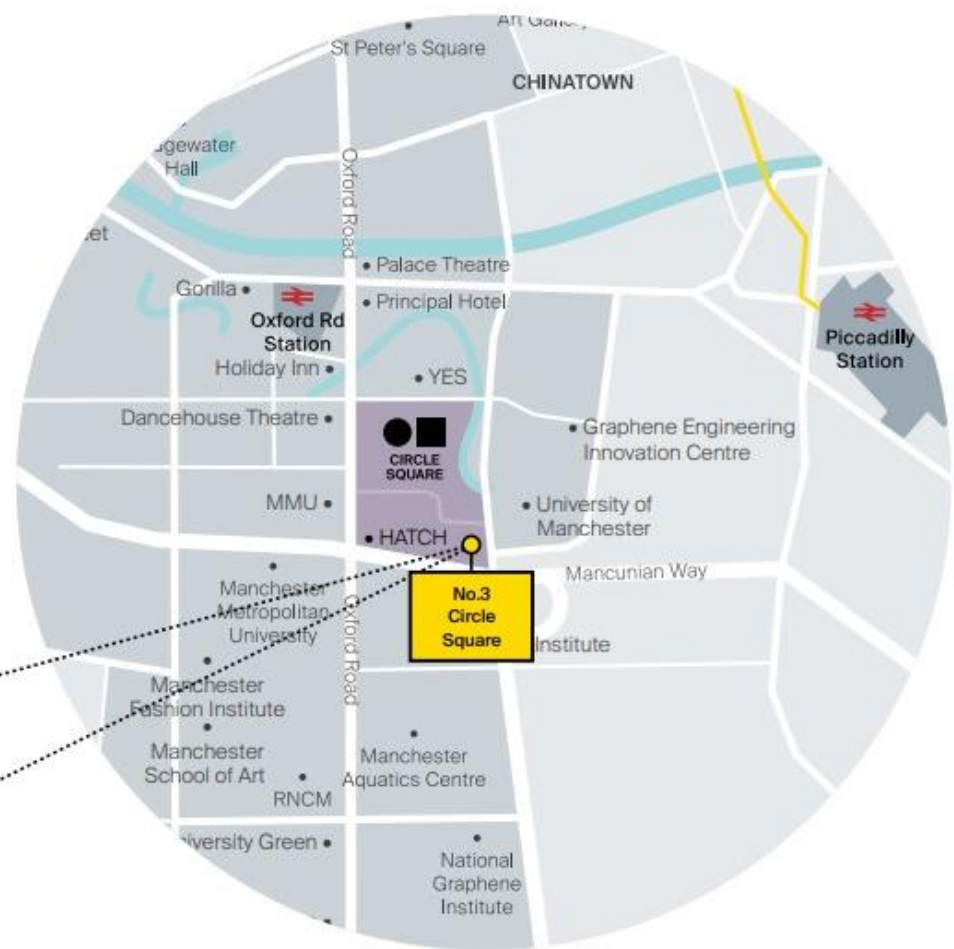


Circle Square- development to date



- Commercial Buildings
- Private Rented Residential
- Student Residential
- MSCP
- Hotel

Circle Square Masterplan

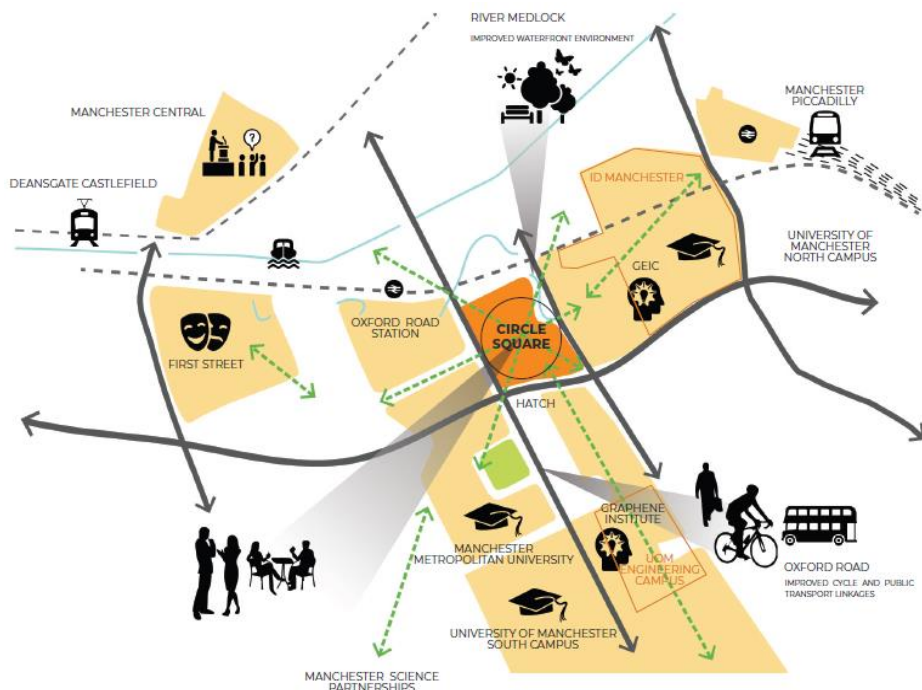


Masterplan

Circle Square is located to the south of Manchester City Centre, and bordered by the bustling Oxford Road throughfare, Charles Street, the River Medlock, Princess Street and the Mancunian Way. It is surrounded by the leading centres of knowledge, art, music and innovation within the city and is strategically positioned on Corridor Manchester, one of the top 5 Innovation Districts in Europe. The development is a joint venture between Bruntwood and Select Property Group.

The site has excellent connectivity to the city centre, access to all forms of public transport and the city's primary road network.

Circle Square is one of Manchester's most significant city centre regeneration projects. It is designed to be a truly mixed-use, vibrant new city centre neighbourhood with a mixture of office buildings, private residential, student accommodation, hotel, leisure and retail all anchored by a new landscaped public realm space for the city.





No.3 Circle Square from Symphony Gardens

No.3 Circle Square

No.3 Circle Square is a fifteen-storey office building totalling approximately 350,000ft² GIA of office and amenity spaces, and independent commercial and F&B units. The building is within the masterplan area and has primary frontages to Symphony Gardens, Newman Street and Princess Street.

The ground floor of the building is designed to provide active frontages. The main reception of the building is located on the corner of Symphony Gardens. Two of the separate commercial units front Newman Street and Princess Street, and the third unit fronts Symphony Gardens. High levels of glazing are designed to encourage visual connection with the ground floor uses.



No.3 Circle Square from Oxford Road looking east



No.3 Circle Square from Nobel Way

Planning Permission/ Advertisement Consent

The Tenant will be responsible for obtaining Planning Permission/ Advertisement Consent and discharging conditions (where required).

Building Control

The Tenant will be responsible for obtaining Building Control approval, and for complying with statutory requirements and current legislation. Copies of all applications and determinations should be supplied to the Bruntwood Project Manager.

Approval Process

Tenants must submit the design information for approval by Bruntwood before proceeding with planning permission or installation of any signage.

Amendments or Alterations

Should the Tenant require to make any amendments/alterations to their approved signage design proposals, following a start on site, drawings and specifications and any further relevant details must be resubmitted in accordance with the process.

Approval must be received from the Landlord prior to commencing any work on site. The Landlord agrees to use all reasonable endeavours to process the Tenant's application for such changes with the minimum possible delay.

Planning permission for the scheme (including the commercial units), is granted on a number of conditions which must be adhered too.

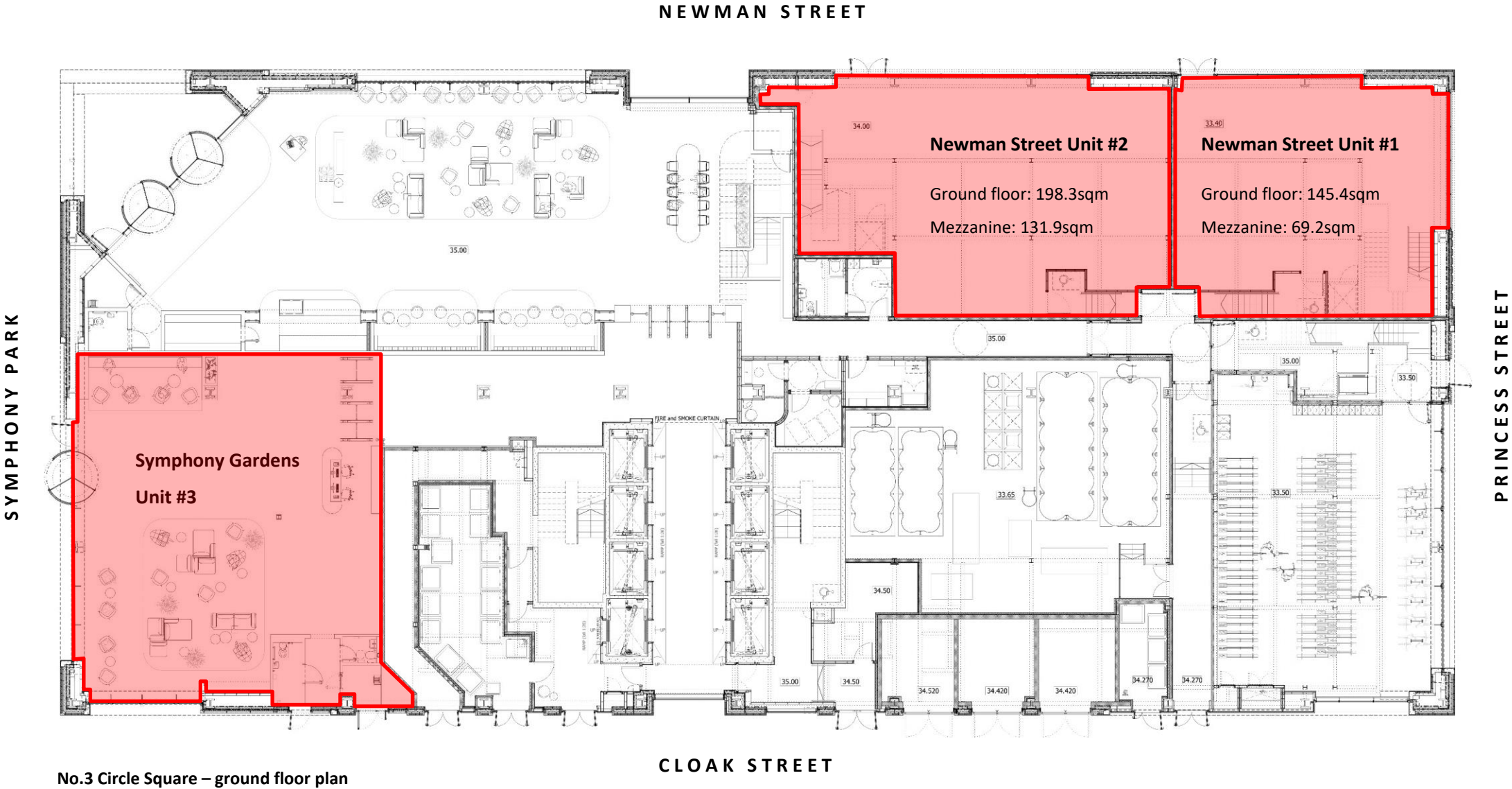
Signage concepts

The guidelines are intended to stimulate innovation, animation and variety in Customer signage design, yet also encourage harmony, consistency and continuity.

Three signage types are identified as follows:

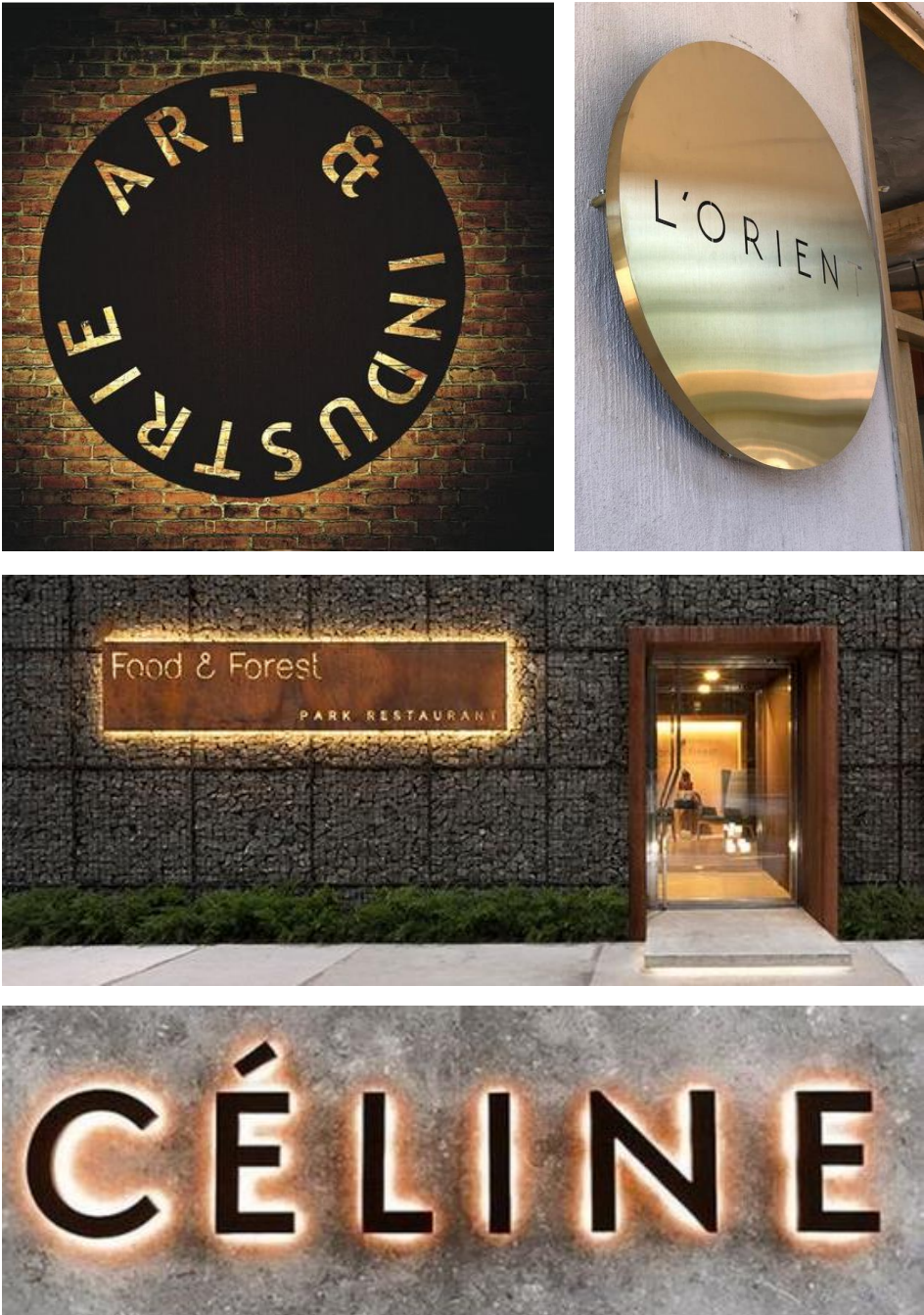
- 1. Primary signage to Commercial Units #1, #2 and #3
- 2. Bus stop signage to Commercial Units #1, #2 and #3
- 3. Manifestation and vinyl glazing applied graphics to Commercial Units #1, #2 and #3

Note that two possible signage scenarios are presented for Unit #3, of which only one is to be implemented.



1A Primary Signage TYPE 1A

PPC Metal Back-lit signage mounted to building facade



Precedent images

Note:
Option for either
Primary Signage Type 1A
OR
Signage Type 1B
to be implemented on Commercial Unit #3.
Use of both sign types is not permitted
Refer to pages 12 and 13 for details

1B Primary Signage TYPE 1B

Illuminated internally suspended signage

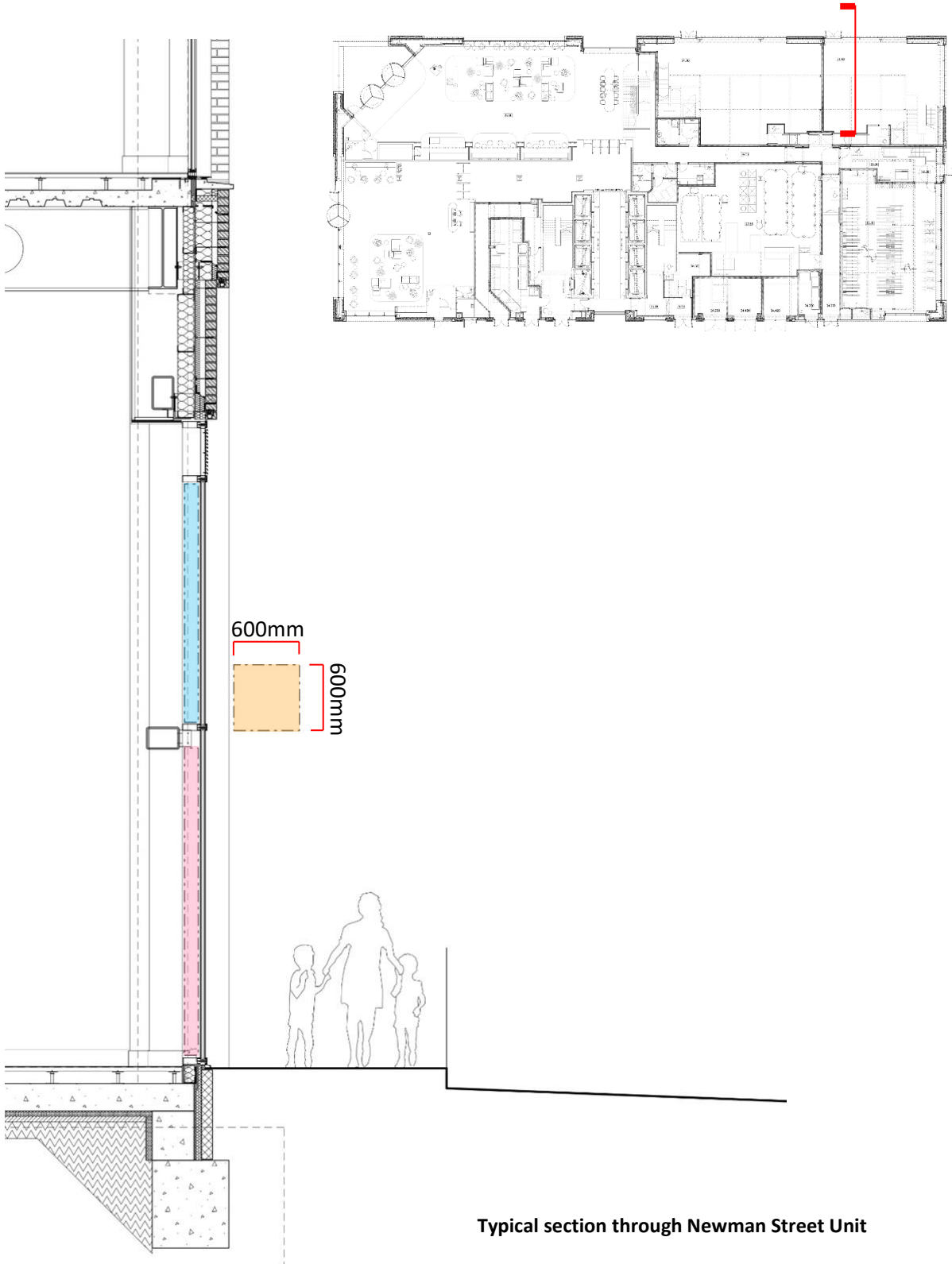


Precedent images

2 Bus Stop Illuminated Signage TYPE 2



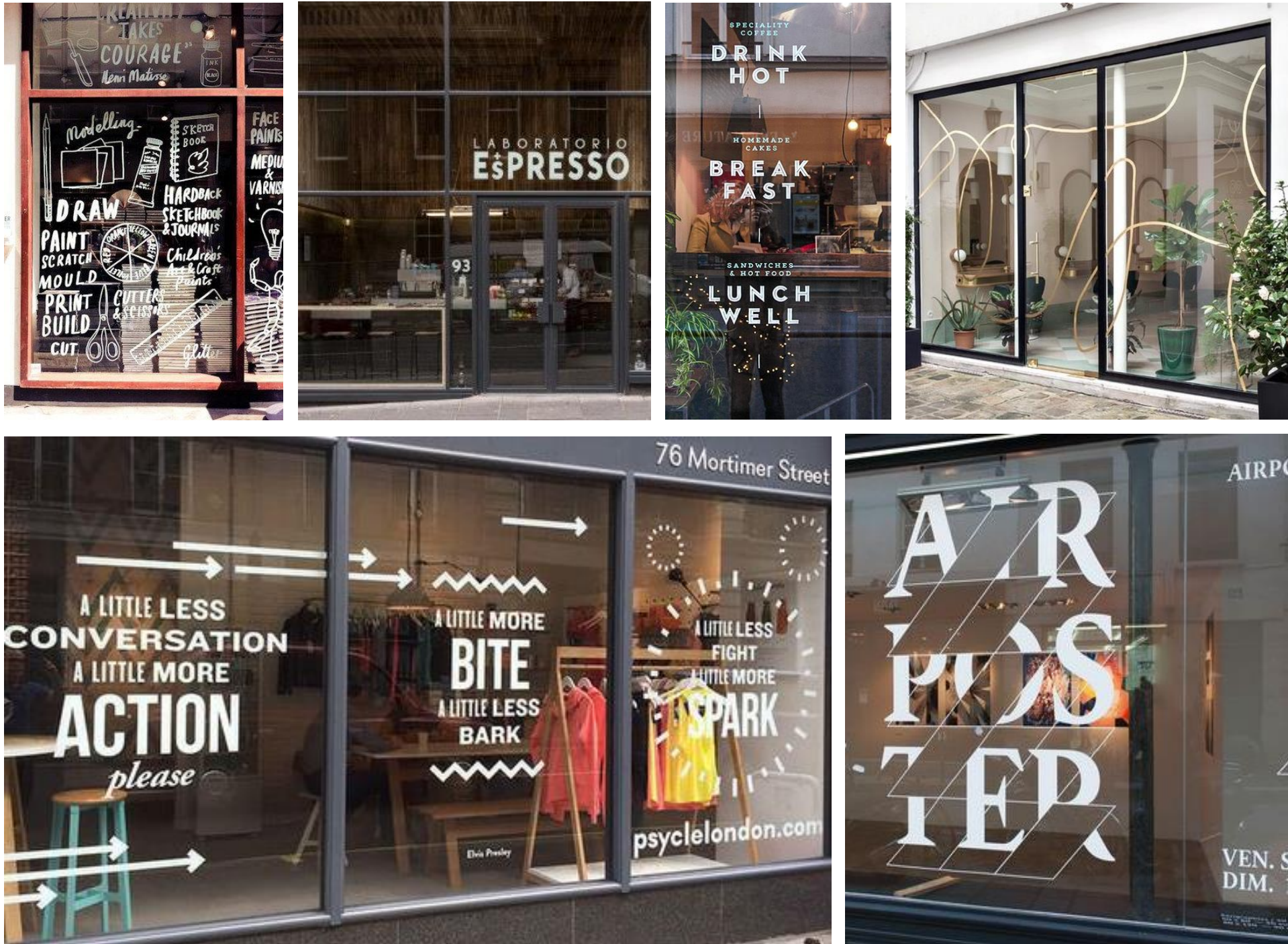
Precedent image



Typical section through Newman Street Unit

- Signage specification:
- Double sided illuminated projecting sign.
 - Sign dimensions: **600mm x 600mm, with a depth of 40mm**
 - Folded aluminium frame.
 - 5mm opal acrylic bonded to inside returns.
 - Aluminium frame to be powder coated:
Manufacturer: Akzo Nobel Powder Coatings Ltd.
Product reference: Interpon D2525, Anodic III.
Colour/ texture: Y2206F - Steel Bronze 1
 - 5mm opal acrylic to be illuminated with Lightsheet.
 - Anti light bleed vinyl graphics to be applied to front face of acrylic.
- Fixing Method:
- 32 x 32 x 3mm aluminium welded box section frame with 6mm fixing plate. Sign to be fixed to wall using screws and rawl plugs through fixing plate. Once sign is in place, folded arm covers to be fixed to frame, PPC to match sign frame.

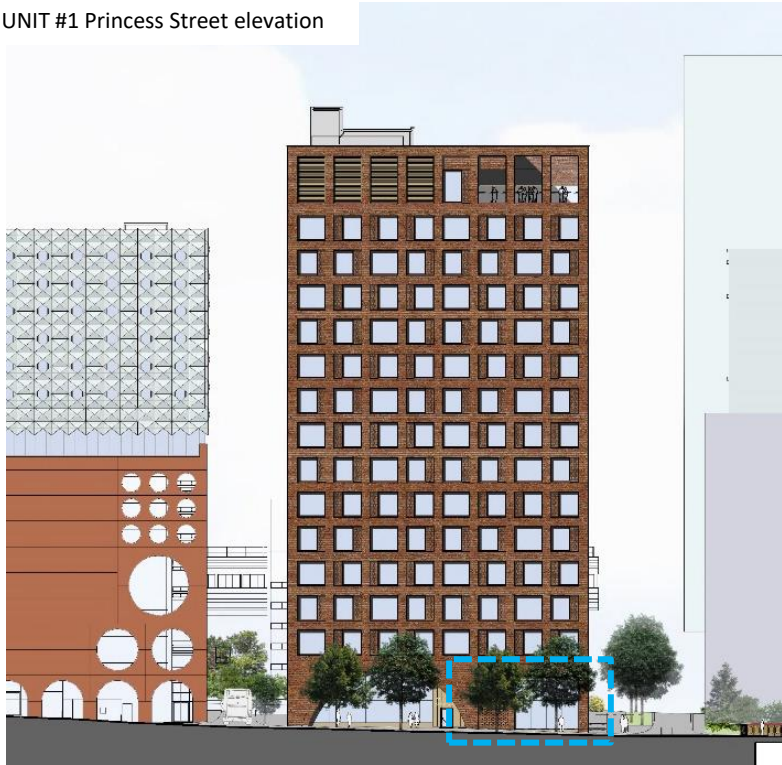
3 Manifestation / Vinyl Applied Graphic Signage TYPE 3 – note obscured area should not exceed 15% of total clear glazed area



Precedent images

4.0 | Shopfront Criteria for Newman Street Unit #1

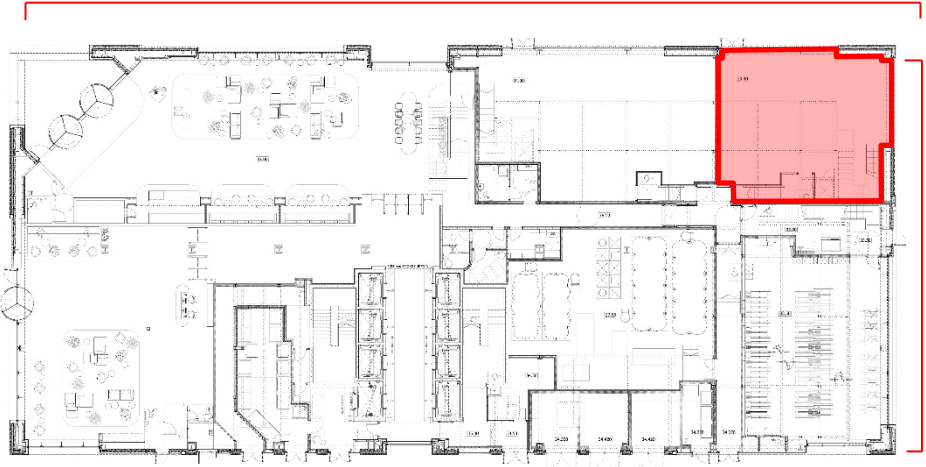
UNIT #1 Princess Street elevation



UNIT #1 Newman Street elevation

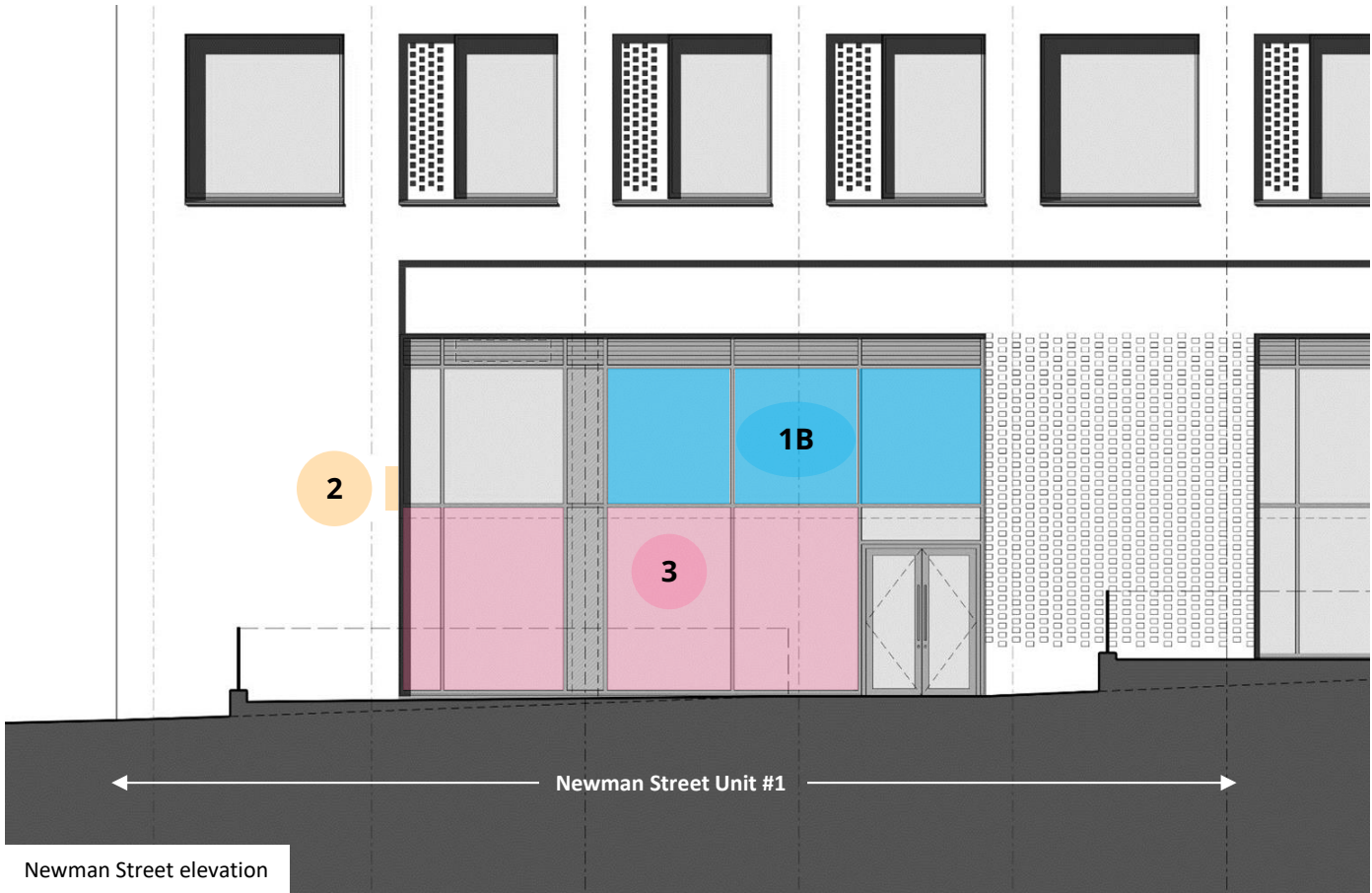


Newman Street elevation



Princess Street elevation

- 1 Primary Signage
- 2 Bus Stop Signage
- 3 Manifestation / Vinyl Applied Graphic Signage

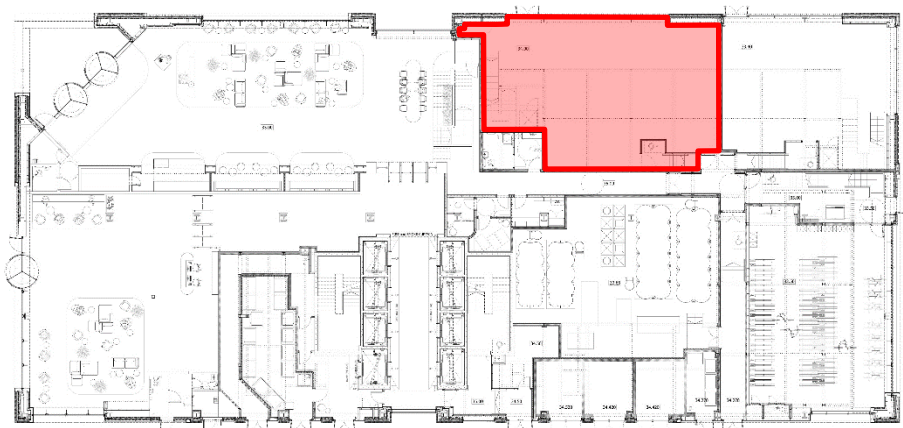


4.0 | Shopfront Criteria for Newman Street Unit #2

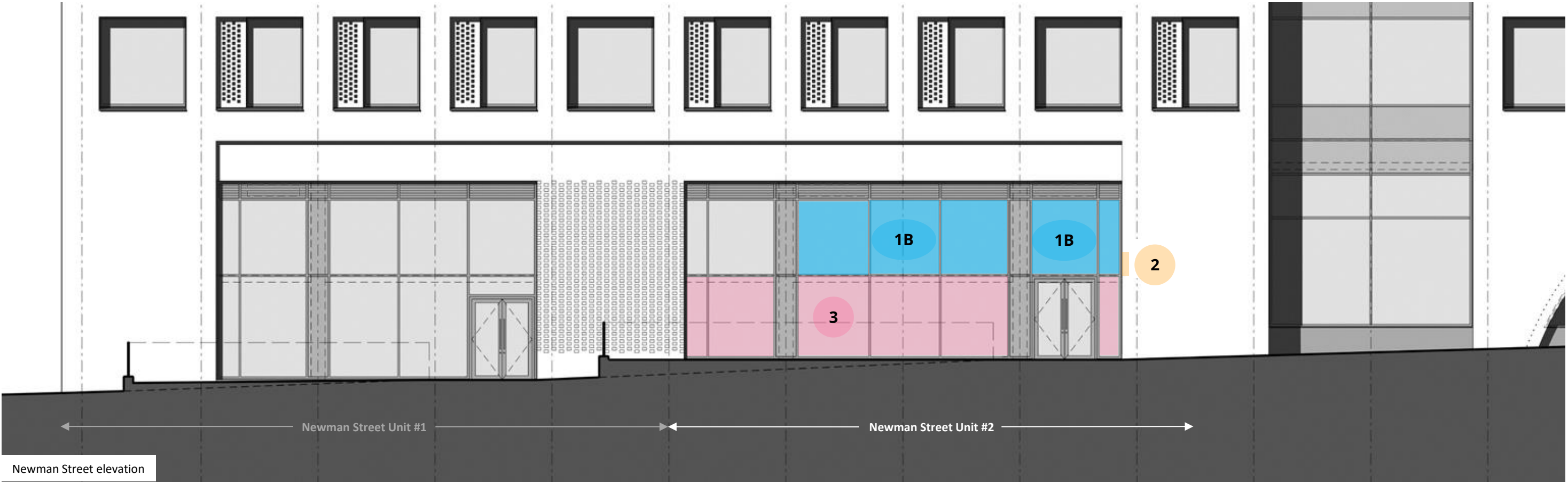
UNIT #2 Newman Street elevation



Newman Street elevation



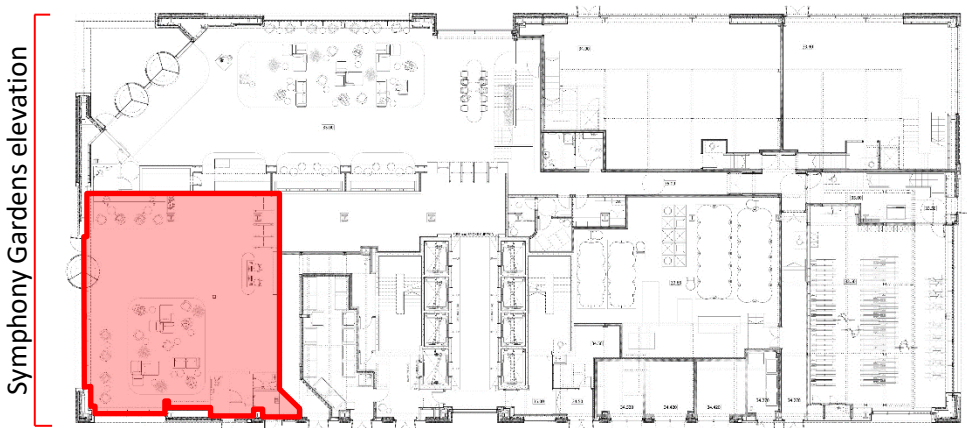
- 1 Primary Signage
- 2 Bus Stop Signage
- 3 Manifestation / Vinyl Applied Graphic Signage



Newman Street elevation

4.0 | Shopfront Criteria for Symphony Gardens Unit #3 – **SCENARIO 1**

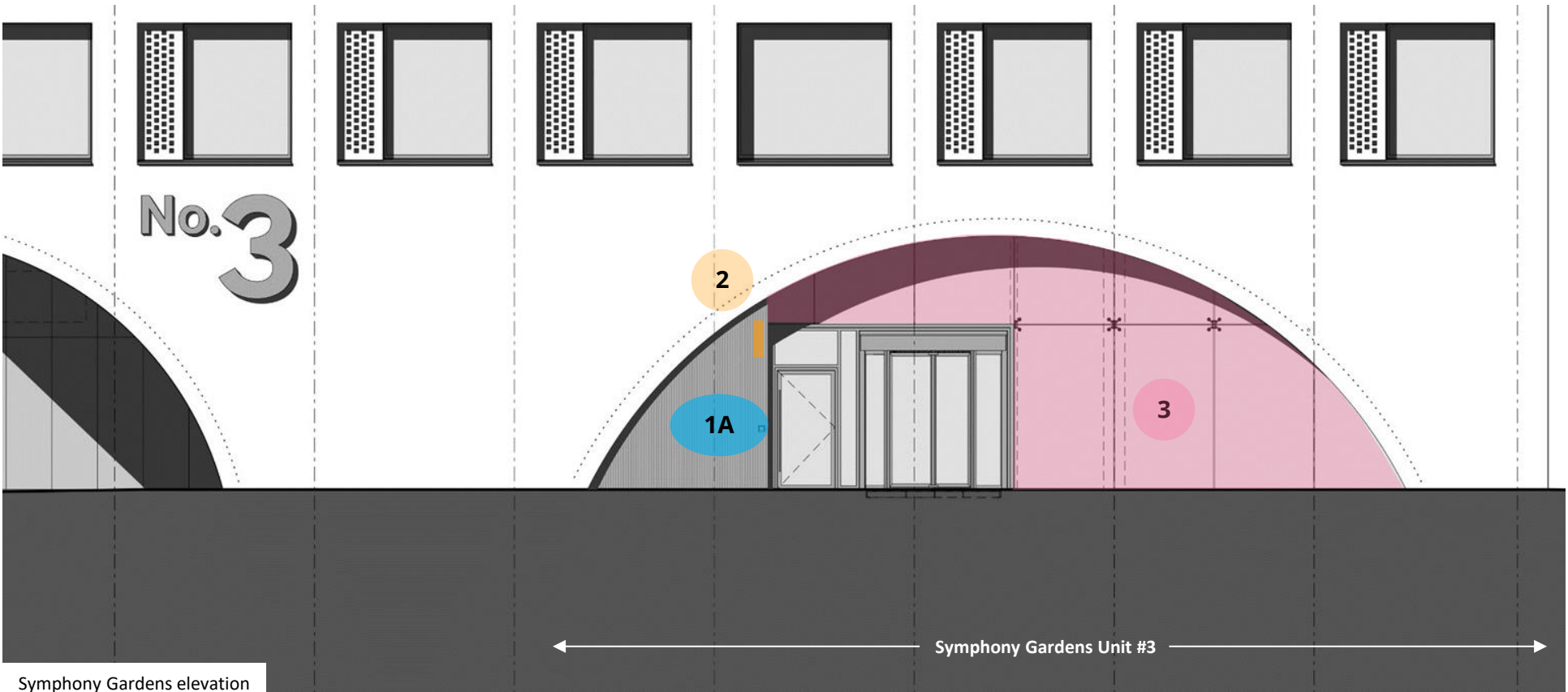
UNIT #3 Symphony Gardens elevation



Symphony Gardens elevation

- 1 Primary Signage
- 2 Bus Stop Signage
- 3 Manifestation / Vinyl Applied Graphic Signage

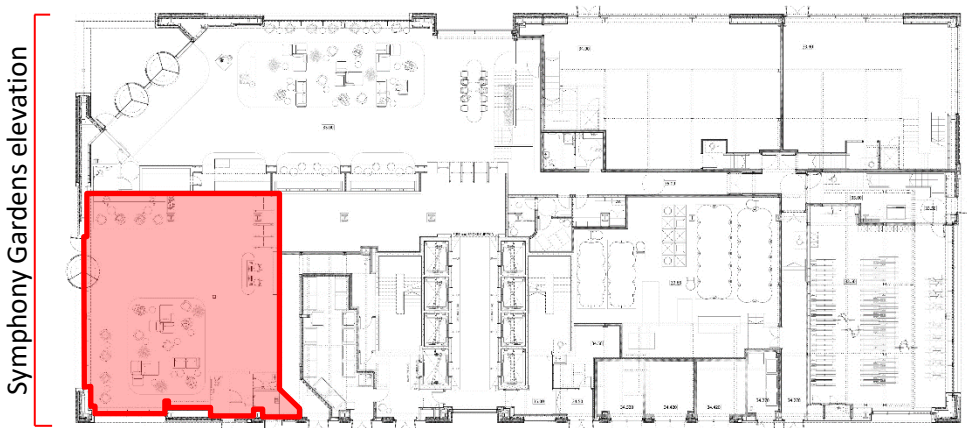
Note:
Signage Type 3 should not obscure more than a maximum total of 15% of the total glazed area to which it relates



Symphony Gardens elevation

Note:
EITHER
Signage Scenario 1
OR
Signage Scenario 2
to be implemented on Commercial Unit #3.
Use of both signage scenarios or amalgamated scenarios is not permitted

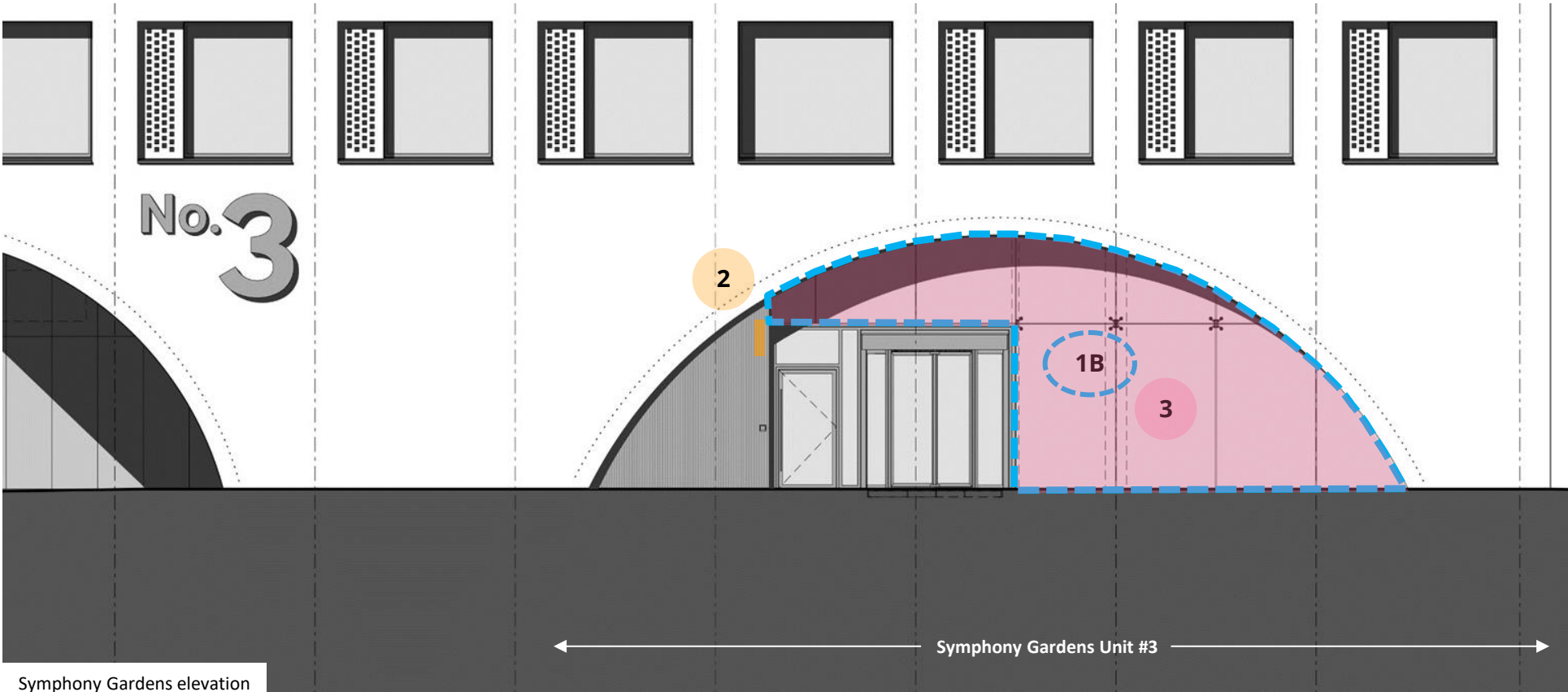
UNIT #3 Symphony Gardens elevation



Symphony Gardens elevation

- 1 Primary Signage
- 2 Bus Stop Signage
- 3 Manifestation / Vinyl Applied Graphic Signage

Note:
Signage Types 1B and 3 should not obscure more than a maximum total of 15% of the total glazed area to which they relate



Note:
EITHER
Signage Scenario 1
OR
Signage Scenario 2
to be implemented on Commercial Unit #3.
Use of both signage scenarios or amalgamated scenarios is not permitted

Symphony Gardens elevation



Symphony Park

Do's and Don'ts

- Repeated use of logos or retailers name will not be permitted.
- Imaginative, unusual and non-traditional signs are encouraged.
- Full unit width fascia signs are not permitted.
- Back lit acrylic box signs are not permitted.
- Manifestation installed externally is not permitted. Manifestation extent should not exceed that illustrated within the design guide.
- Manifestation graphics density/ coverage should not exceed 15% of the total clear glazed area to which it is applied.
- Decals, slogan, brand names, credit card acceptance signs, paper, cardboard, and the like are not to be applied to the shop front.
- All proposed external signs will need to comply with the Building Regulations with respect to surface spread of flame and external illumination and fixed independently back to the main frame of the building. Core drilling, breaking out of pilasters or mechanically fixing to the landlords cladding materials will not be allowed.
- Illuminated projecting banner signs will only be allowed if they conform to the landlords design (see Information Pack) and should contain the tenants company branding logo on both sides in a form approved by the Project Manager.
- Signing will require a separate application for Advertising Consent from the Local Planning Authority.
- If high humidity levels are anticipated within the unit tenants are to make additional provision for ventilation to avoid condensation on display and shop front windows and doors. The Tenant is to provide all shop internal doors, ironmongery, fire lobby doors / shutters and signage as required by statute, the Local Authority, the Fire Officer and the Tenant's Insurers.