Circle Square
Blocks 5&6 + 7&8

Signage & Outdoor Seating Strategy

Rev 06 - January 2025



VITA GROUP

1 - Site and Building Locations

Masterplan
The development of the Former BBC site has been one of the most significant projects Manchester has seen over recent years. The masterplan is a large mixed-use development containing commercial offices, private rental residential, hotel & car park which all sit adjacent to the new piece of public space, Symphony Park.

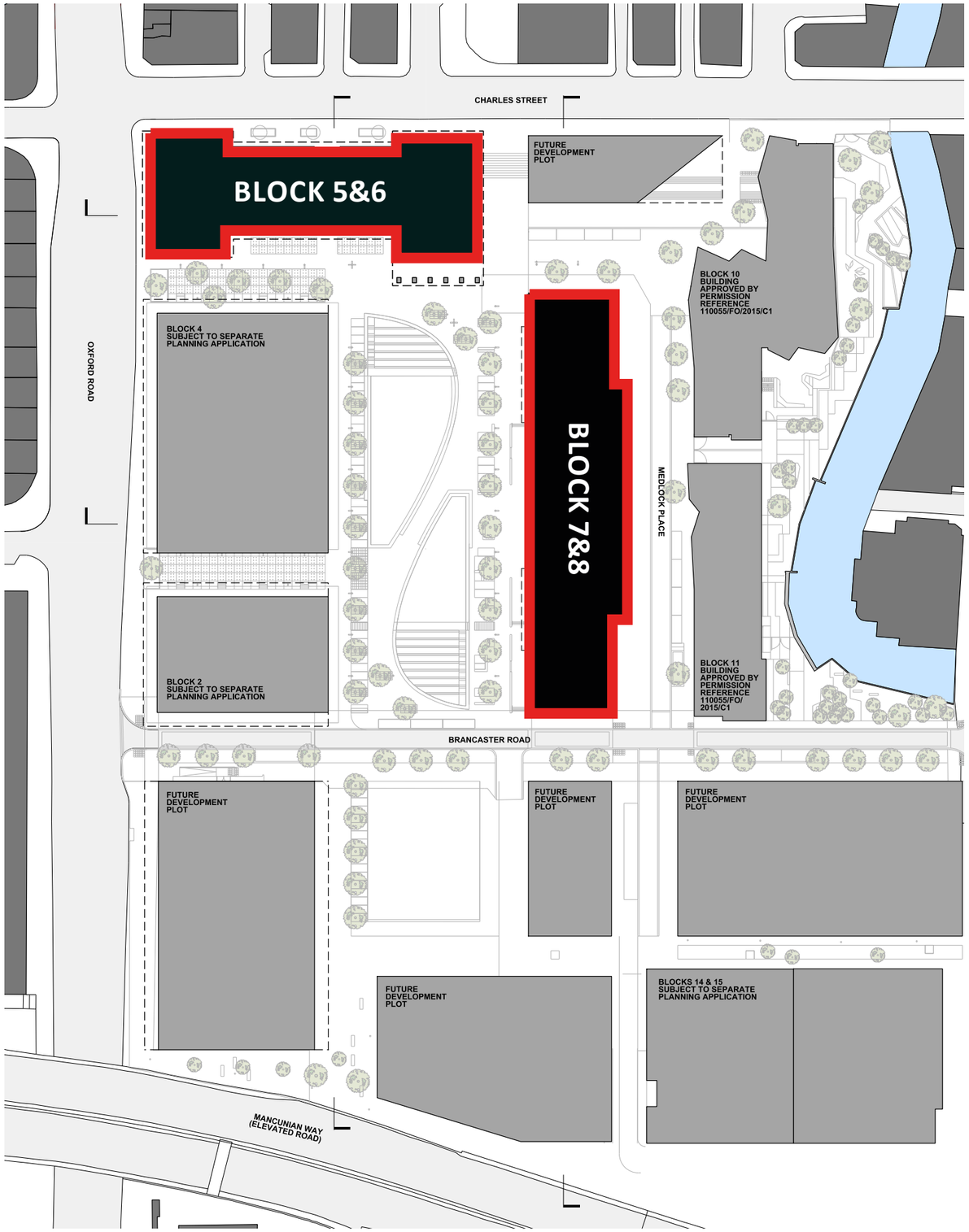
VITA Living
Blocks 5&6 + 7&8, also known as VITA Living North + East, are private rental residential buildings and form a significant part of the development. The buildings have mixed-use Ground and Mezzanine levels consisting of retail units and private amenity space for the tenants. The entrances to these retail units have been designed to activate the new public realm at the heart of the masterplan along with the surrounding roads to provide maximum benefit to the local area.

Although the buildings are strikingly different in appearance, they share a common architectural language at lower level. The strong architectural piers which frame the large areas of glazing create a strong individual language whilst complimenting the other buildings on the site.

This Guide
This guide has been developed to create a framework for the tenants of the retail units to develop their individual signage and outdoor seating proposals within. The intention is to create a harmony across the buildings and the wider masterplan to complement the common architectural language that the buildings share whilst recognising that each retail unit has different opportunities and challenges.

One of the key principles during the development of this document has been to maintain a common language across the masterplan, taking cues from the approved signage strategy (CDN/20/0625) for the commercial buildings (Blocks 2, 3 & 4). This strategy builds upon lessons learnt from the commercial buildings whilst maintaining a level of consistency across the masterplan.





2 - VITA Brand Identity

UHAUS

Designed to exceed the expectations of professionals living in the city, UHAUS leads the way in urban living. High-end furnishings, best-in-class amenity spaces including private dining rooms, co-working spaces, cinemas, lounges, and state of the art gyms, extend the home to create the perfect environment for residents to thrive.

Retail tenants are selected to complement and enhance our brand identity, with an overall assessment of how the service provided can add to the masterplan and enhance the offer to our residential tenants.

Branding and signage are considered at this early stage to ensure that the look and feel of the masterplan is maintained to the benefit of our tenants and the wider community.









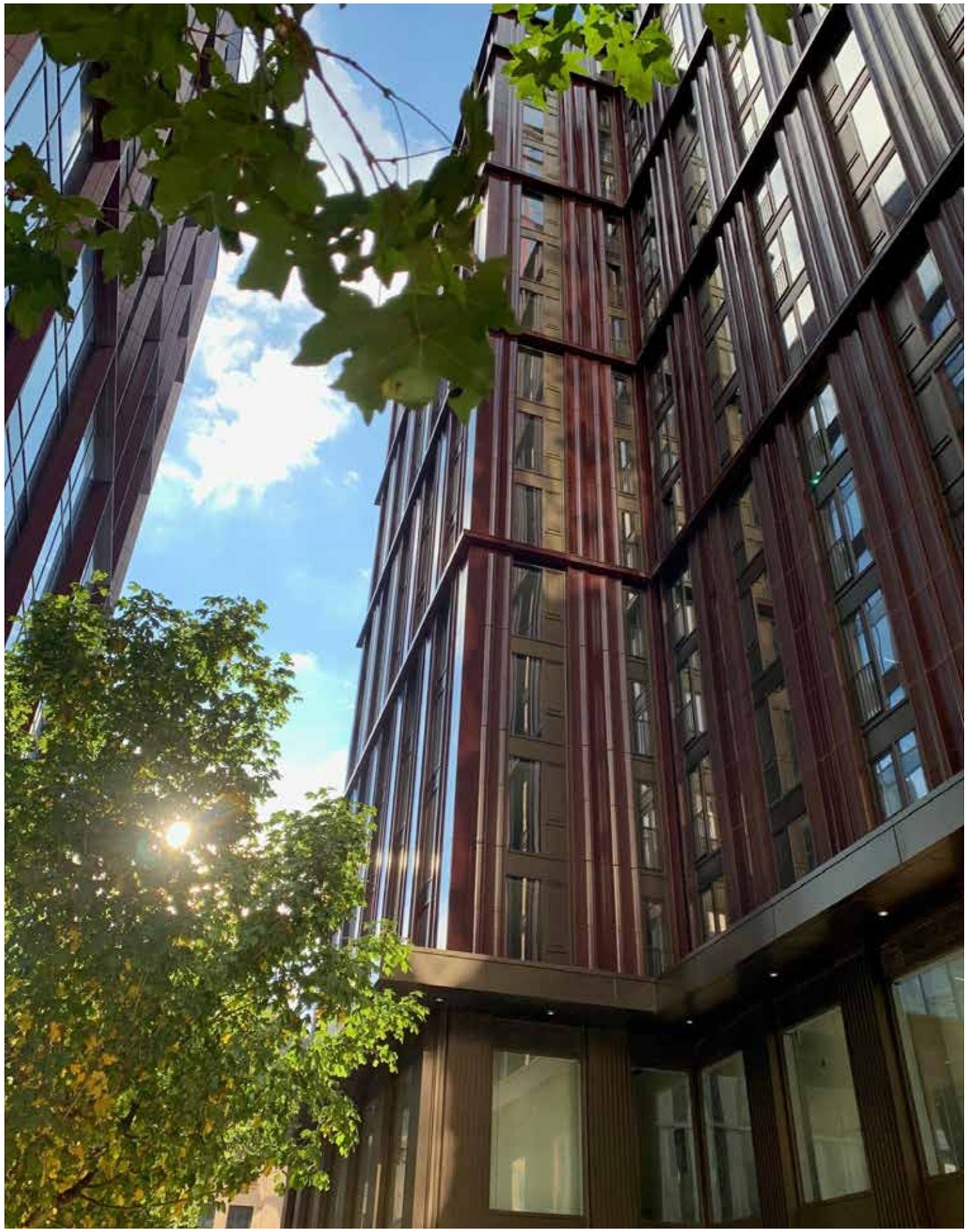
3 - Landlord & Statutory Approvals

Landlord Approval
Before any proposed signage or outdoor seating can be implemented or submitted for statutory approval, the designs must be submitted to and approved by the landlord.

Planning Permission
The tenant will then be responsible for obtaining planning permission, advertisement consent and discharging conditions (where required). Copies of permissions and discharge notices should be submitted to the landlord prior to work commencing.

Building Control
The tenant will be responsible for complying with all relevant statutory requirements including but not limited to Building Control approval. Copies of all approval notices should be submitted to the landlord.

Amendments or Alterations
Should the tenant require to make any amendments/alterations to their approved fit out proposals, drawings and specifications and any further relevant details must be resubmitted in accordance with the above process. Approval must be received from the Landlord prior to commencing any work on site.





4 - Design Opportunities - Signage

Design
This strategy has been prepared to enable individuality and brand identity to be showcased whilst ensuring a common language across the masterplan.











4 - Design Opportunities - Outdoor Seating

Design
The design of outdoor seating areas should complement the buildings' architecture whilst aligning with the brand identity of the individual tenants and their specific requirements. To achieve this high quality, robust materials should be selected to ensure any seating or screening is suitable for the high traffic areas of the masterplan.





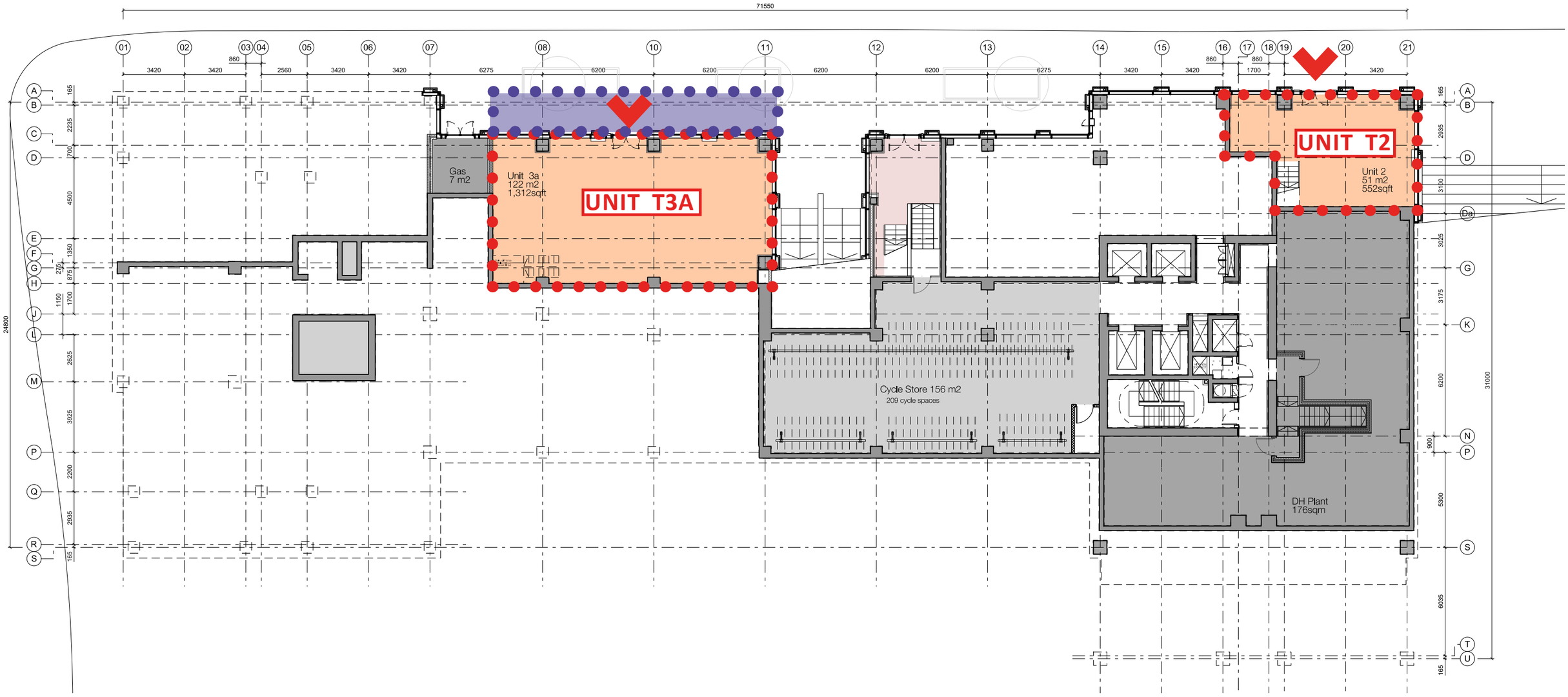




5 - Unit Locations And Entrances - Block 5&6

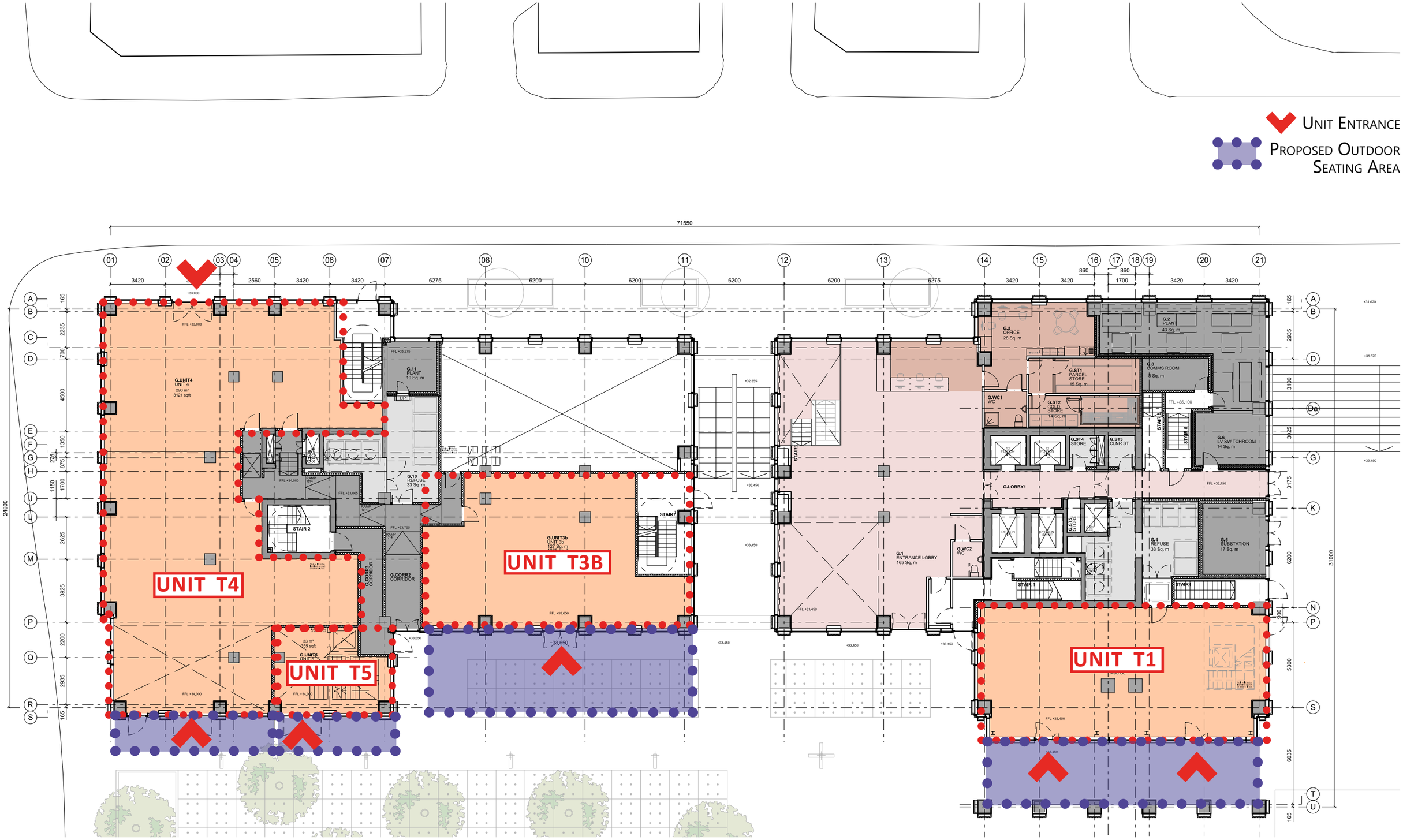
Unit Entrance

Proposed Outdoor Seating Area



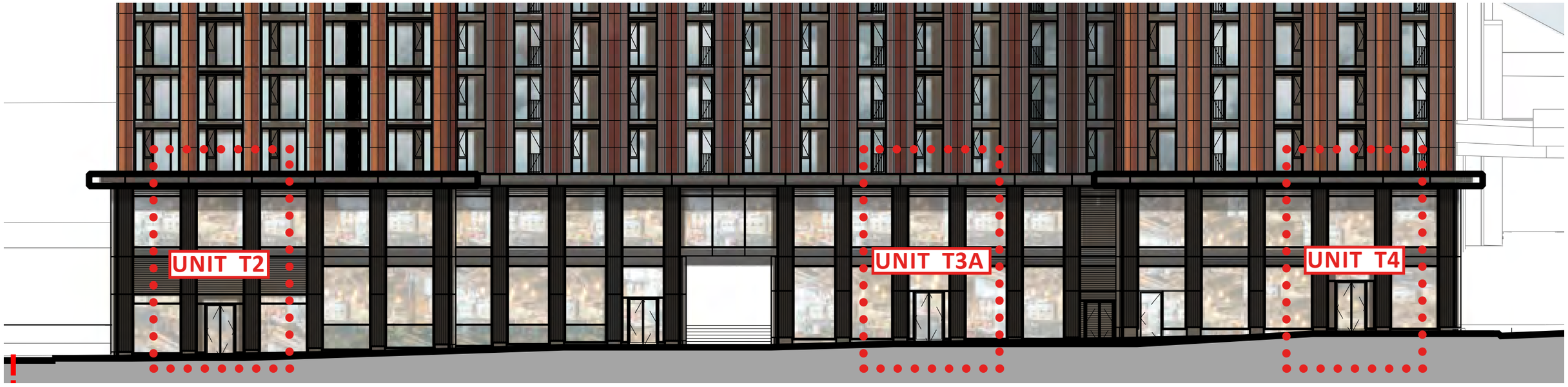
Lower Ground Floor

5 - Unit Locations And Entrances - Block 5&6



Ground Floor

5 - Unit Locations And Entrances - Block 5&6



North Elevation

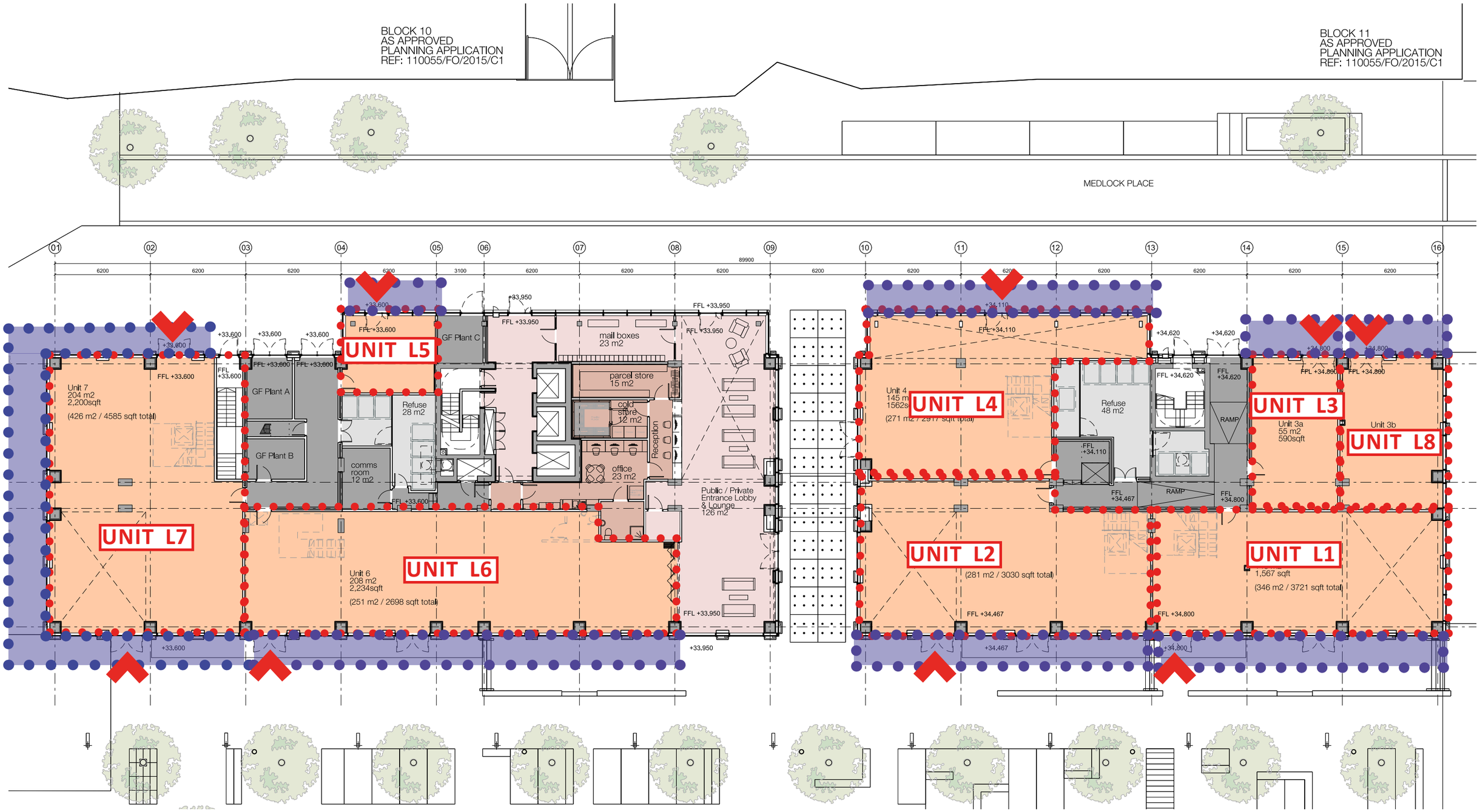


South Elevation

5 - Unit Locations And Entrances - Block 7&8

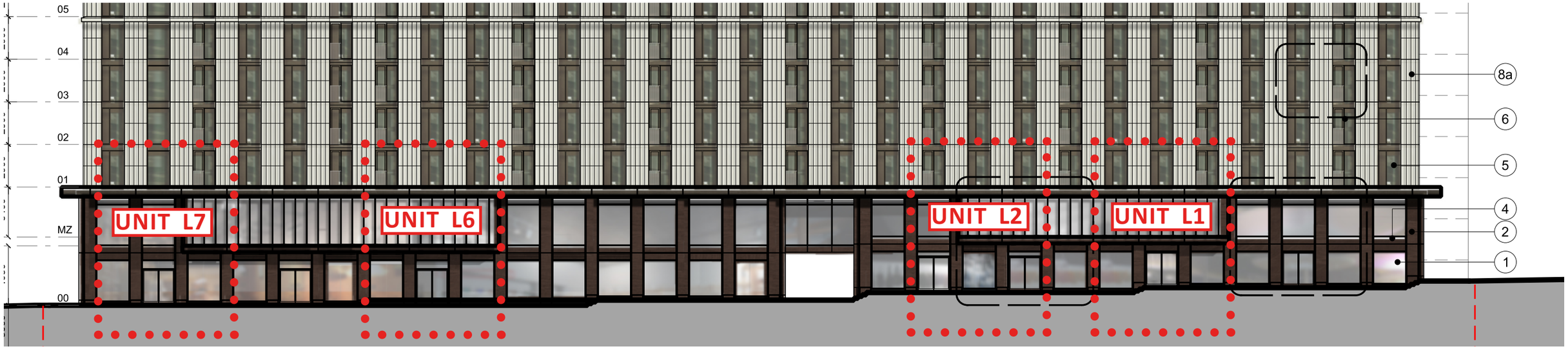
Unit Entrance

Proposed Outdoor Seating Area



Ground Floor

5 - Unit Locations And Entrances - Block 7&8



West Elevation



East Elevation

6 - Acceptable Forms of Signage

Types of Signage
In order to create individuality and brand identity within the overall framework of this strategy, a number of different signage types. Suitable locations and opportunities for these signage types are identified on the following pages.

As all retail units differ in the availability of the below zones and prominence within the site, the tenants can propose amendments to the strategy such as locating the bus stop sign away from a main entrance if this is not the primary elevation for foot traffic. However, these will only be accepted at the discretion of the Landlord if they complement the overall strategy.

We want to encourage the feeling of safety and street level activity within Circle Square and this is best achieved through minimising visual clutter and blank frontages at the front of units. Given this, the use of vinyls will not be permitted except in exceptional circumstances which shall be agreed with the Landlord in consultation with the Local Planning Authority. This must be done before vinyls are installed on the windows of units.

It should be noted that the Council has the ability to prevent the future use of vinyls on a specific ground floor commercial unit, by attaching a condition to a planning permission associated with major redevelopment of that unit.



Primary Signage Zone

Each shop front allows for a primary signage zone which is typically above the main entrance. This zone allows for the primary graphics / brand identity to be displayed adjacent to the main entrance doors to attract the public into the unit.

In certain scenario's units have more than one primary signage zone to ensure branding is visible from the main pedestrian routes through the site.

The locations of these zones are set out on the following pages of this report. Further details of the specifcation and design perameters of the signage are contained within appendices "CS - VITA SIGNAGE SPECIFICATION".



Optional Secondary Signage Zone

Zones for secondary signage will be available for tenants in certain locations. This will allow for maximum creativity of each tenant and allow for individuality.

All secondary signage is required to sit behind the glass with available locations set out on the following pages.

Whilst the strategy identifies zones for secondary signage, the exact locations are subject to the final tenant fit out. Further details of the specifcation and design perameters of the signage are contained within appendices "CS - VITA SIGNAGE SPECIFICATION".



Optional Bus Stop Signage

Bus stop signage has not been included in the base build of the scheme as they can appear unsightly if left unused by the tenants.

However, the option is available for tenants to add them as part of their fit out / signage design. Locations have been set out over the following pages with only one projecting sign allowed per unit allowed.

Further details of the specifcation and design perameters of the signage are contained within appendices "CS - VITA SIGNAGE SPECIFICATION".

7 - Facade Types

Design
The two buildings share a common architectural language at ground and mezzanine floor. The typical condition (facade type 01) consists of large format shop front glazing separated by bronze coloured piers which run full height across the lower two floors.

At key points around both buildings the facade changes (facade type 02) to a more transparent design, with large format glazing separated by 150mm deep vertical and horizontal fins. This cladding either runs full height across the GF & MZ or highlights the cantilevers at MZ level. The metal spandrel panel is replaced by a back painted / opaque glass panel.

A canopy runs around the full perimeter of each building providing weather protection to the public and marking the transition into the residential floors above.

Bespoke Approach
In comparison to the retail units in the commercial buildings there is a greater level of variation in the façades of these buildings. Given this, a bespoke approach has been taken in this strategy whereby each unit has been assessed to understand opportunities and challenges, with the signage strategy responding to this.

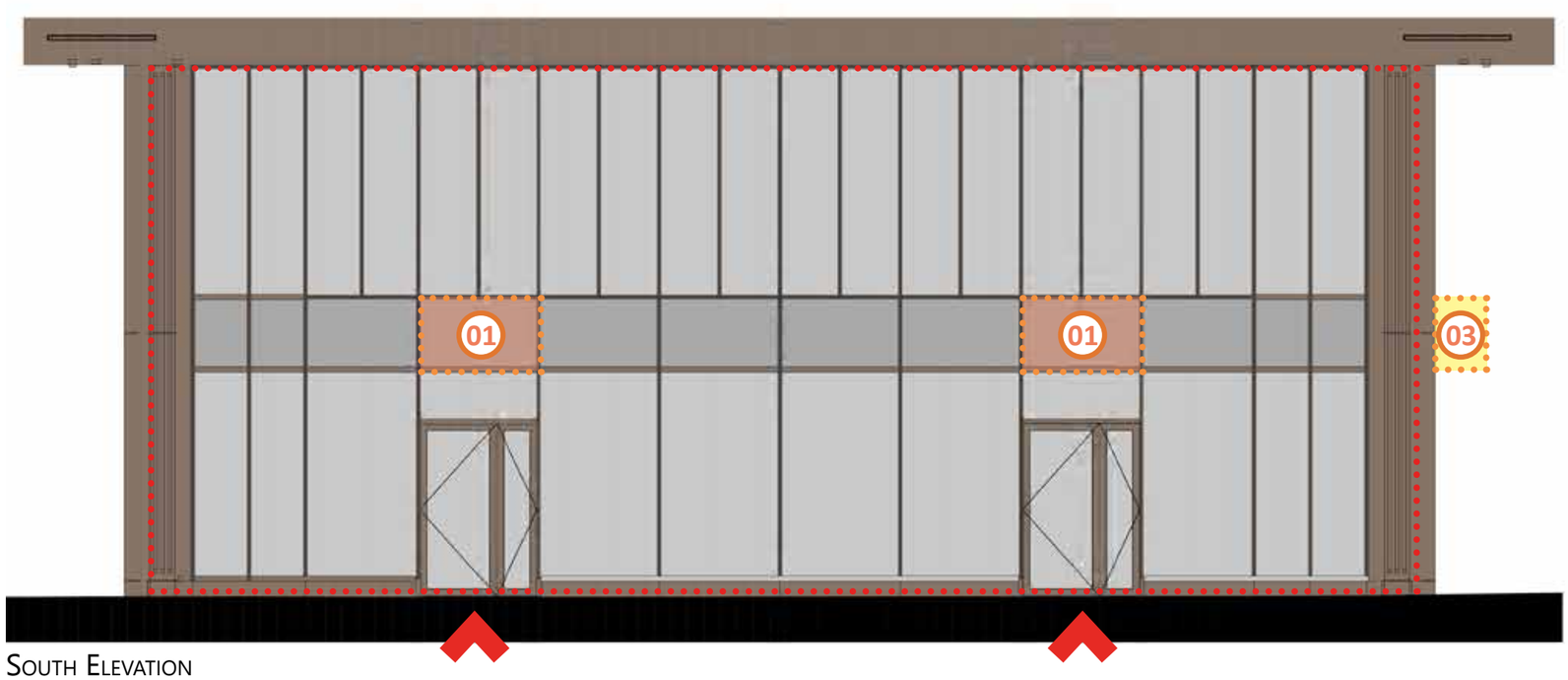


Facade Type 01

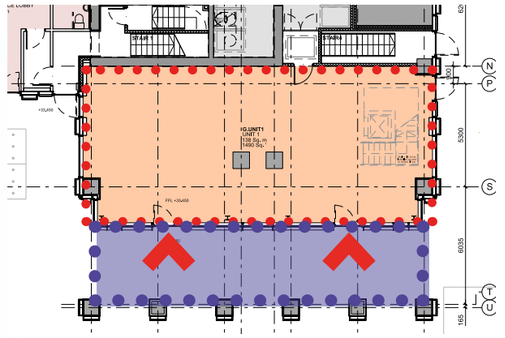


Facade Type 02

8 - Retail Units Strategy - Block 5&6 - Unit T1



South Elevation



Ground Floor Plan

Key

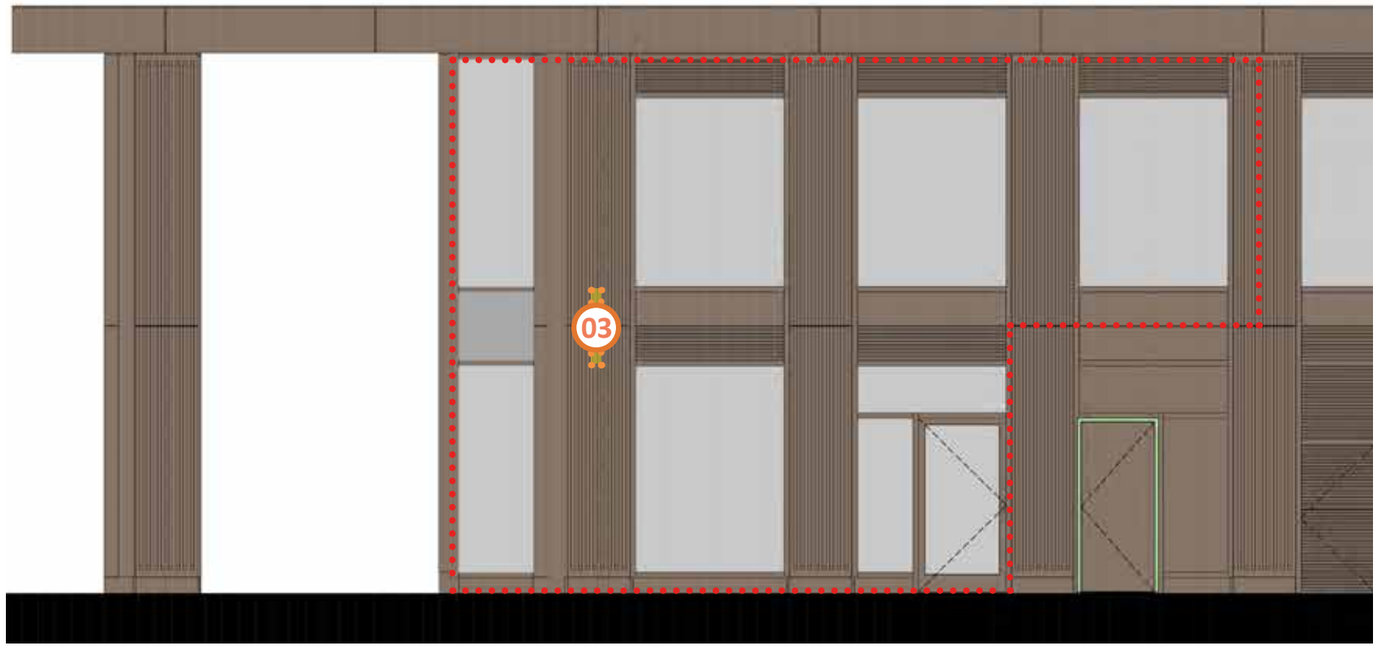
- Unit Entrance
- Proposed Outdoor Seating Area
- Unit Extents
- 01 Primary Signage Zone
- 02 Secondary Signage Zone
- 03 Optional Bus Stop Signage

Description

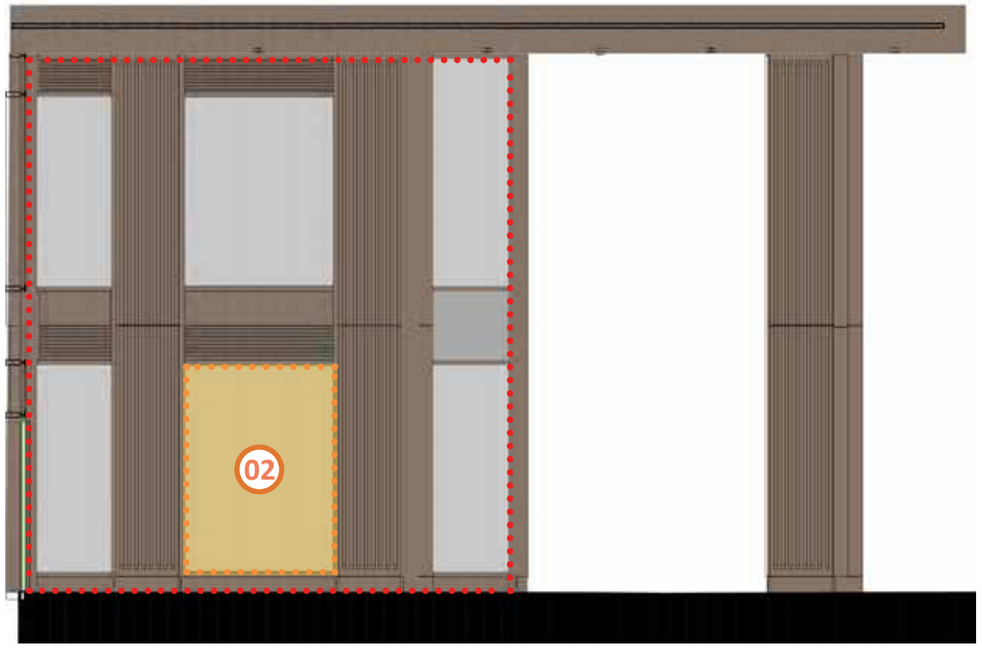
Located at the base of the tower, Unit T1 has 2 entrances that face south onto Symphony Park. The retail unit is set back to create a double height colonnade which provides opportunity for covered external seating for the operator.

Given the façades are obscured by the colonnade, primary signage zones have been included above each entrance door. A secondary signage zone is also provided on the west elevation to provide visibility towards Oxford Road.

The facade behind the primary signage zones is back painted spandrel glass, therefore the signs will need to be installed externally on this unit.



East Elevation



West Elevation

8 - Retail Units Strategy - Block 5&6 - Unit T2

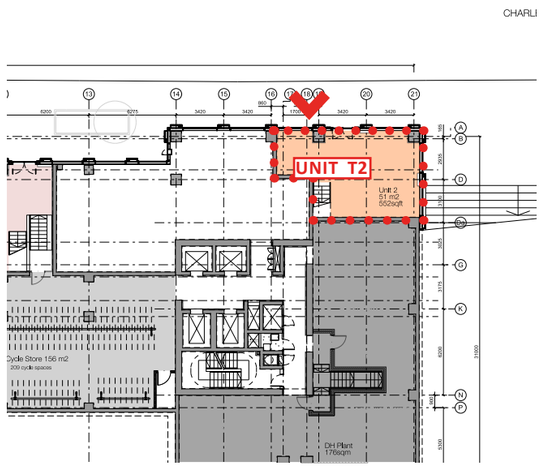
Description

Unit T2 is located on the Lower Ground Floor and has direct access onto Charles St to the North.

This unit differs from others on the scheme in that both the glazed and metal panels above the door are not deemed large enough to accommodate a primary signage zone. Therefore a primary zone has been allocated on the glass adjacent to the entrance doors.

A secondary signage zone has been included on the east elevation to increase visibility along Charles St.

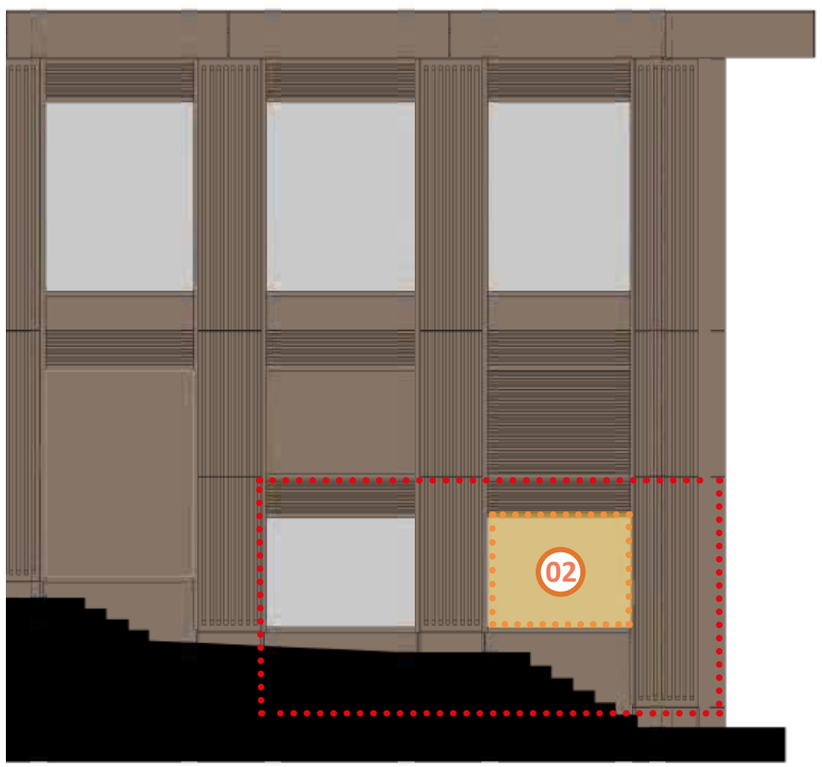
The signage zones are located on transparent glass panels on this unit, therefore the intention is for the signs to be installed behind the glass.



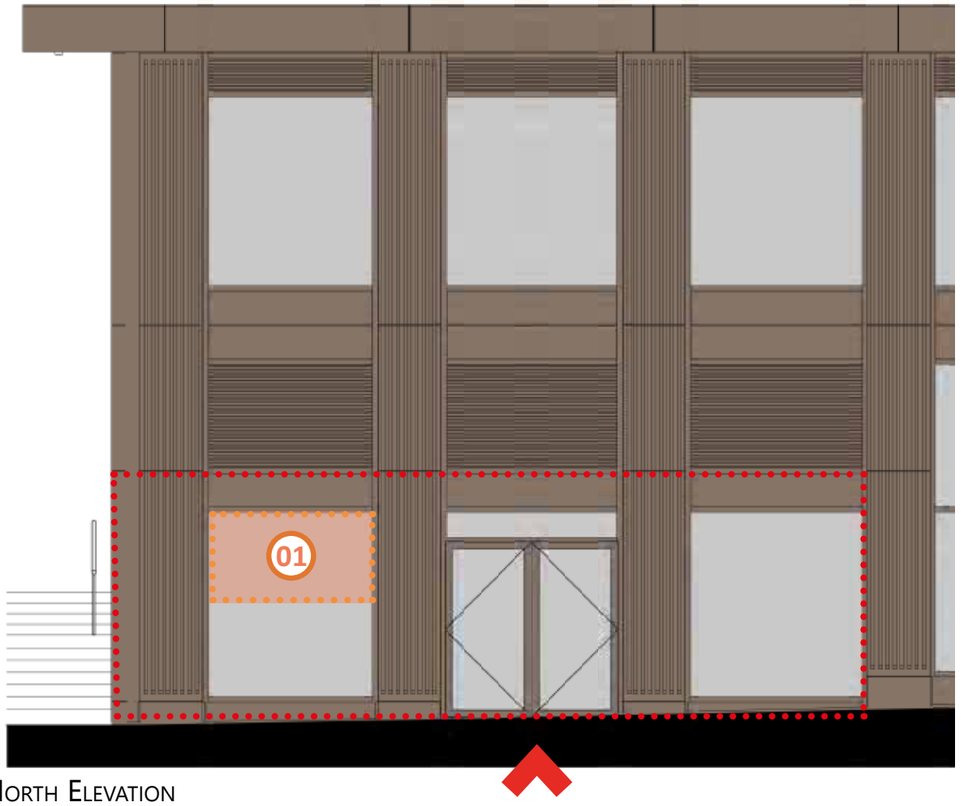
Lower Ground Floor Plan

Key

- Unit Entrance
- Proposed Outdoor Seating Area
- Unit Extents
- 01 Primary Signage Zone
- 02 Secondary Signage Zone
- 03 Optional Bus Stop Signage



East Elevation



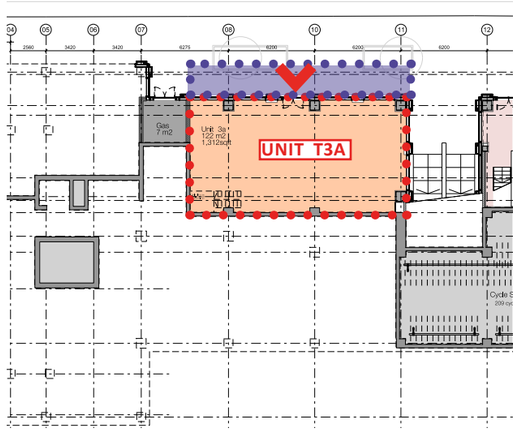
North Elevation

8 - Retail Units Strategy - Block 5&6 - Unit T3a

Description
Located along Charles St and adjacent to the entrance into Block 5&6, Unit T3A is situated on the Lower Ground Floor.

The unit is set back from the public footpath which provides opportunities for external seating. Given the height of the Ground Floor in this location, the primary signage zone has been shown on the glass above the doors with an opportunity for secondary signage adjacent.

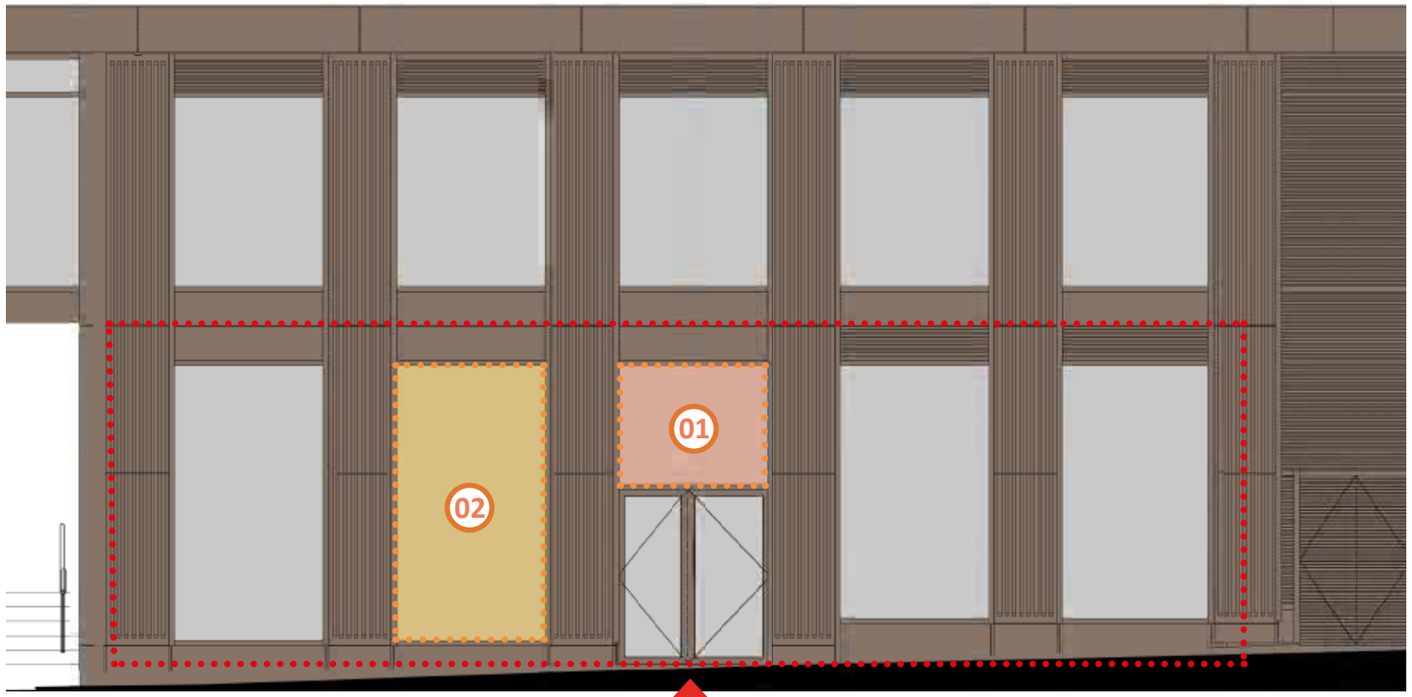
The signage zones are located on transparent glass panels on this unit, therefore the intention is for the signs to be installed behind the glass.



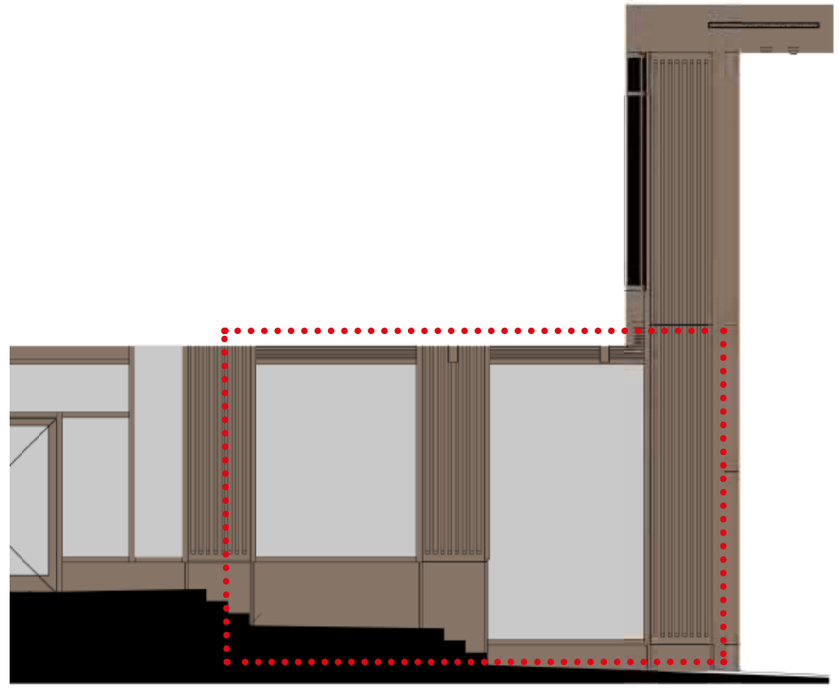
Lower Ground Floor Plan

Key

- Unit Entrance
- Proposed Outdoor Seating Area
- Unit Extents
- 01 Primary Signage Zone
- 02 Secondary Signage Zone
- 03 Optional Bus Stop Signage



North Elevation



East Elevation - Arcade

8 - Retail Units Strategy - Block 5&6 - Unit T3b

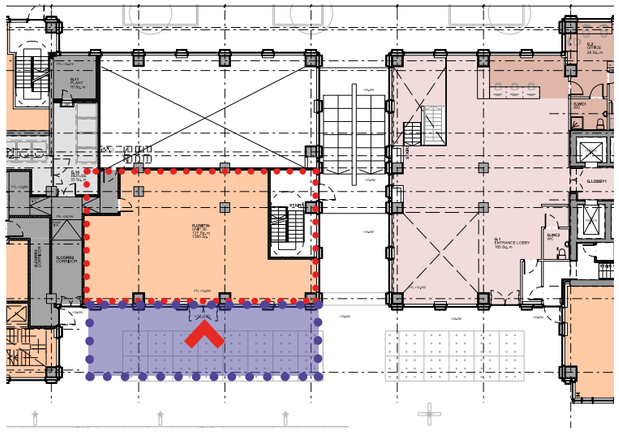
Description
Unit T3b is located on the Ground Floor and faces south onto Symphony Park. The unit is located within the recess of the building form which provides opportunity for external seating.

The proposals for this unit include two brands occupying the space and we have therefore allowed for two primary signage zones, one each side of the entrance.

If the occupancy changes in the future then the primary zone would revert to a single zone above the entrance doors as shown below.

The signage zones are on top of aluminium spandrel panels, therefore any signage would be externally mounted.

An optional bus stop signage zone is shown which could provide opportunities for visibility from Oxford Road.



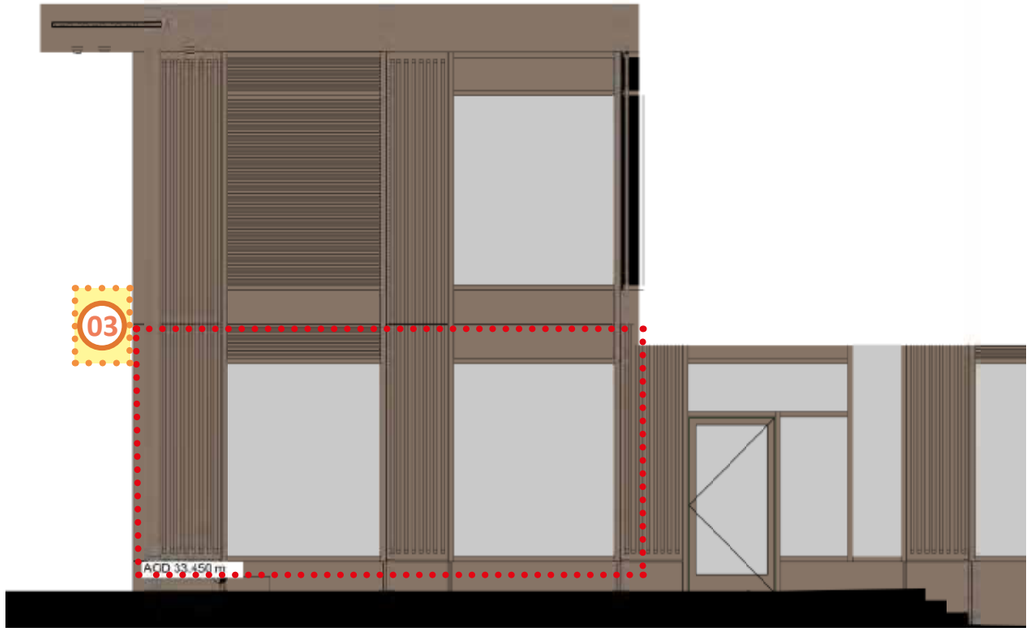
Ground Floor Plan

Key

- Unit Entrance
- Proposed Outdoor Seating Area
- Unit Extents
- 01 Primary Signage Zone
- 02 Secondary Signage Zone
- 03 Optional Bus Stop Signage
- 04 Location of Alternative Primary Signage Zone



South Elevation



East Elevation - Arcade

8 - Retail Units Strategy - Block 5&6 - Unit T4

Description

Unit T4 is one of the largest units in the masterplan and has a presence onto Charles St, Oxford Rd and towards the office buildings. There is a zone available for external seating to the south of the unit.

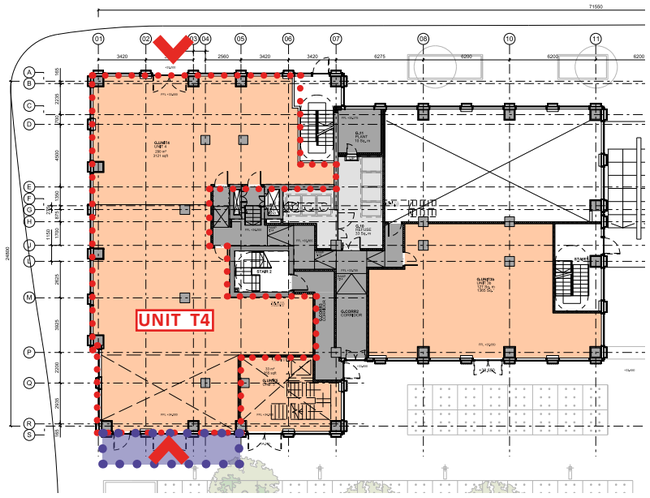
On the west elevation onto Oxford Road there are two signage zones. This is a prominent facade and the two zones are seen as proportionate to the size of the unit / elevation.

A further primary signage zone is shown above the entrance doors on the southern elevation.

All of these signs sit on top of aluminium spandrel panels and would therefore be mounted externally.

Any existing vinyls at Unit T4 should be removed at the point of which a tenant vacates. Any signage for future tenants should follow the principles set out within this signage strategy document.

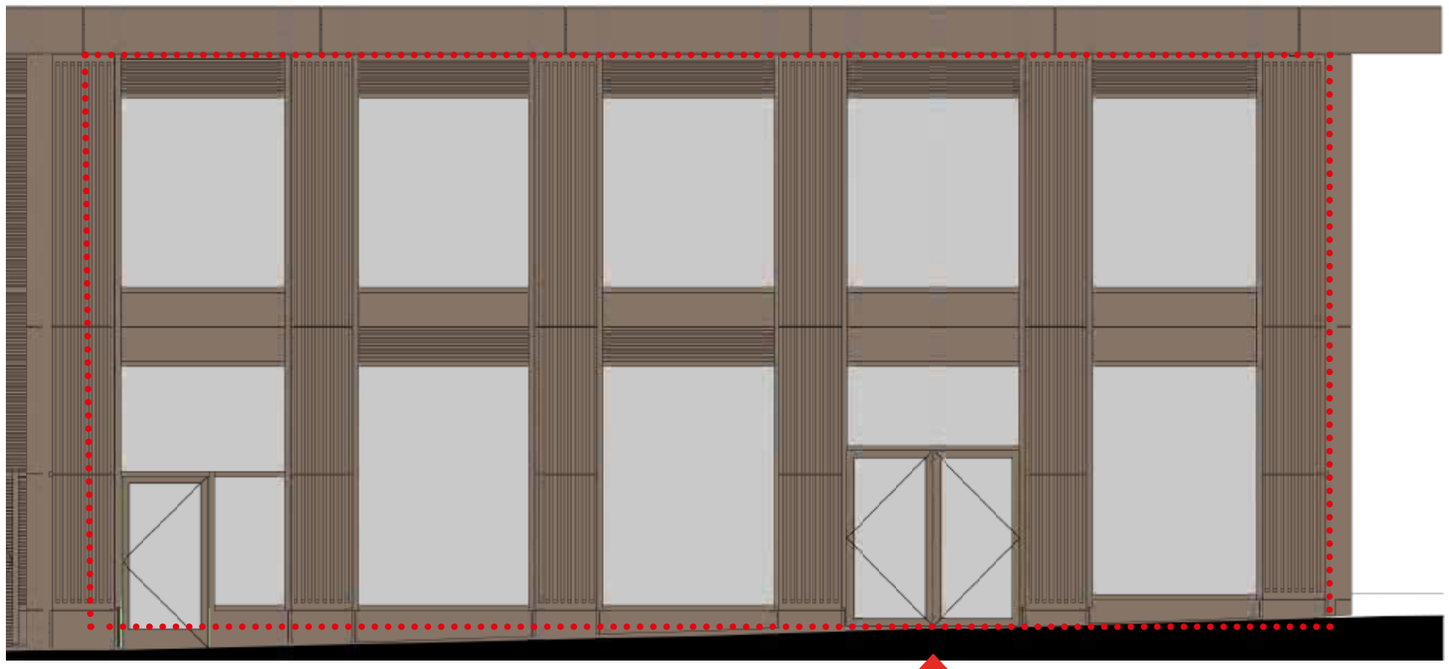
If any major refurbishment takes place of Unit T4 which includes a significant change to the store layout, then a review should take place as to whether the number of existing vinyls can be reduced.



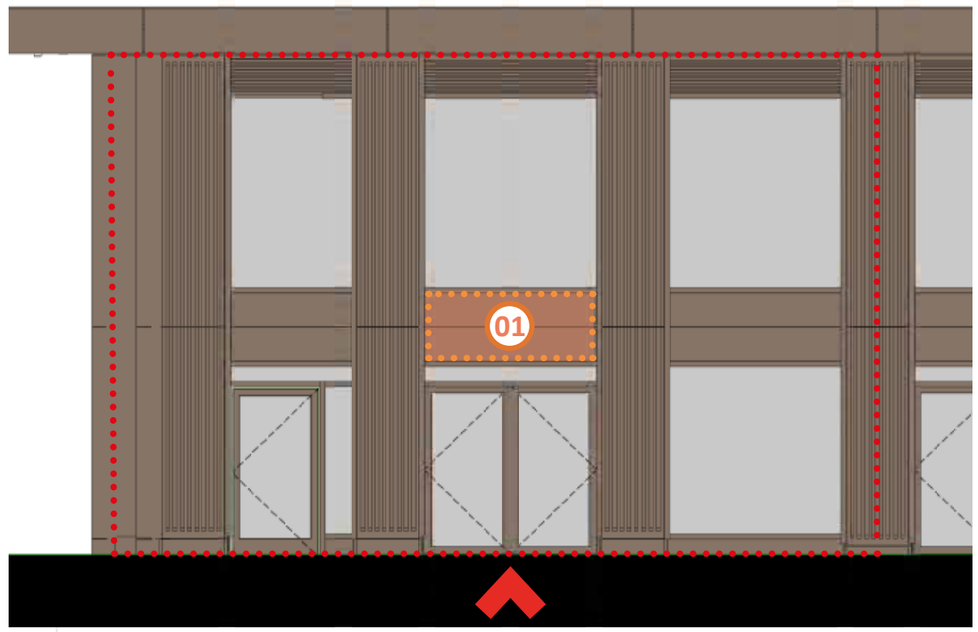
Ground Floor Plan

Key

- Unit Entrance
- Proposed Outdoor Seating Area
- Unit Extents
- 01 Primary Signage Zone
- 02 Secondary Signage Zone
- 03 Optional Bus Stop Signage

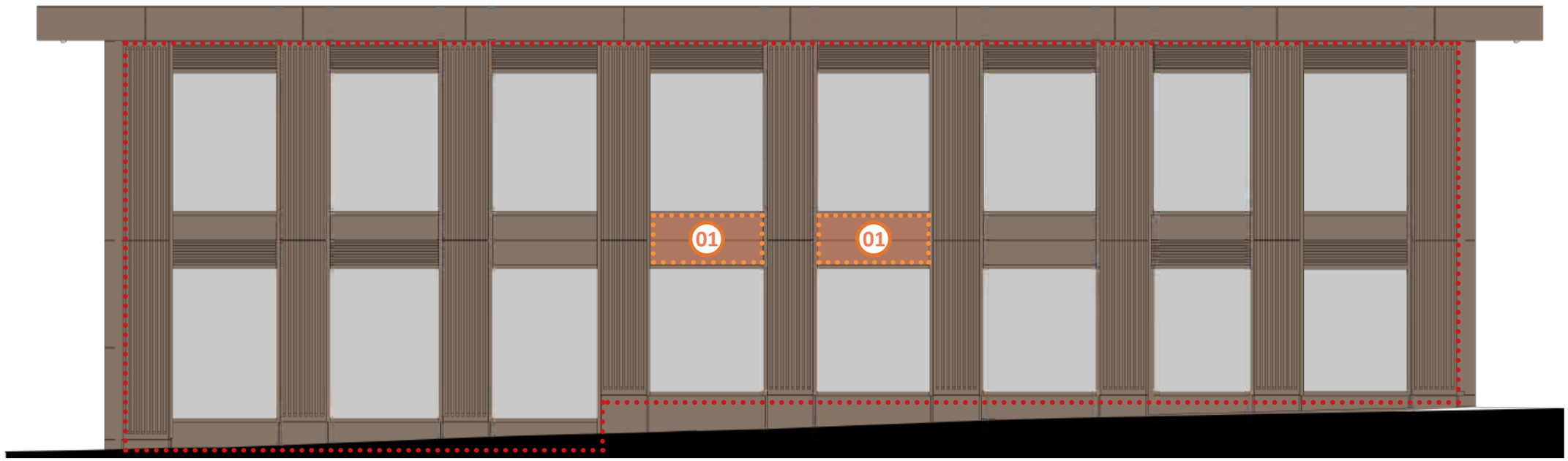


North Elevation



South Elevation

8 - Retail Units Strategy - Block 5&6 - Unit T4 (Continued)



West Elevation

Key

- Unit Entrance
- Proposed Outdoor Seating Area
- Unit Extents
- 01 Primary Signage Zone
- 02 Secondary Signage Zone
- 03 Optional Bus Stop Signage

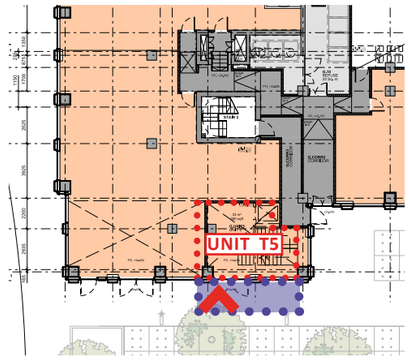
8 - Retail Units Strategy - Block 5&6 - Unit T5

Description
One of the smallest units in the masterplan, Unit T5 sits on the southern elevation of the building and set back from Oxford Road.

A primary signage zone is provided above the entrance doors with an optional bus stop sign providing visibility from Oxford Road.

A secondary zone is included on the return elevation to provide opportunity to increase visibility from Symphony Park.

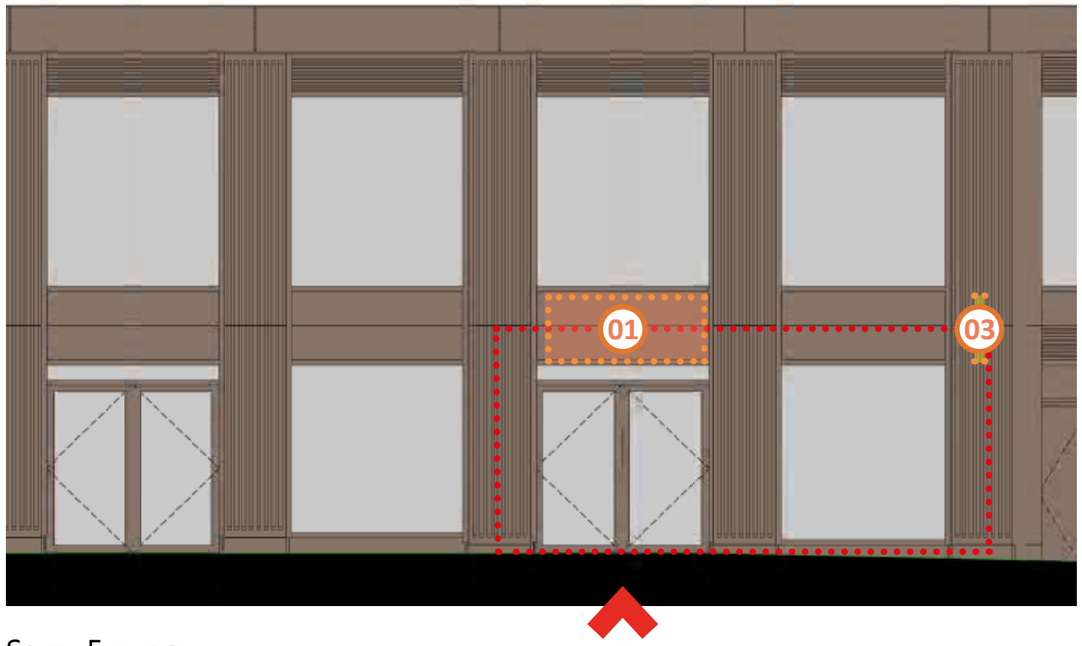
The primary signage zone sits on top of aluminium spandrel panels and would therefore be mounted externally.



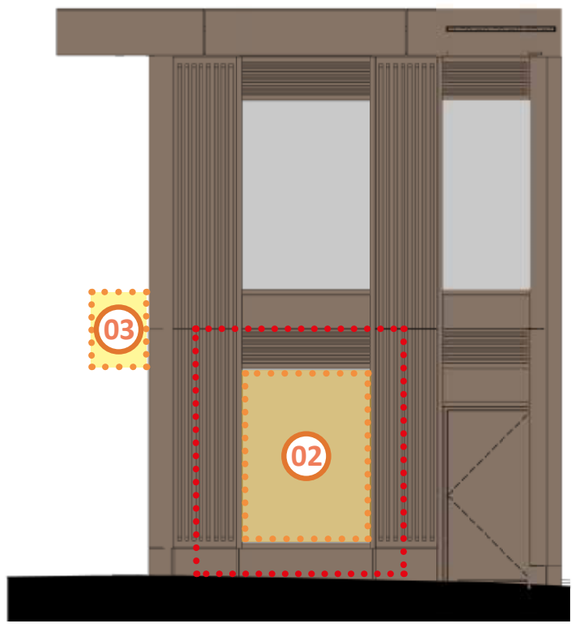
Ground Floor Plan

Key

- Unit Entrance
- Proposed Outdoor Seating Area
- Unit Extents
- 01 Primary Signage Zone
- 02 Secondary Signage Zone
- 03 Optional Bus Stop Signage

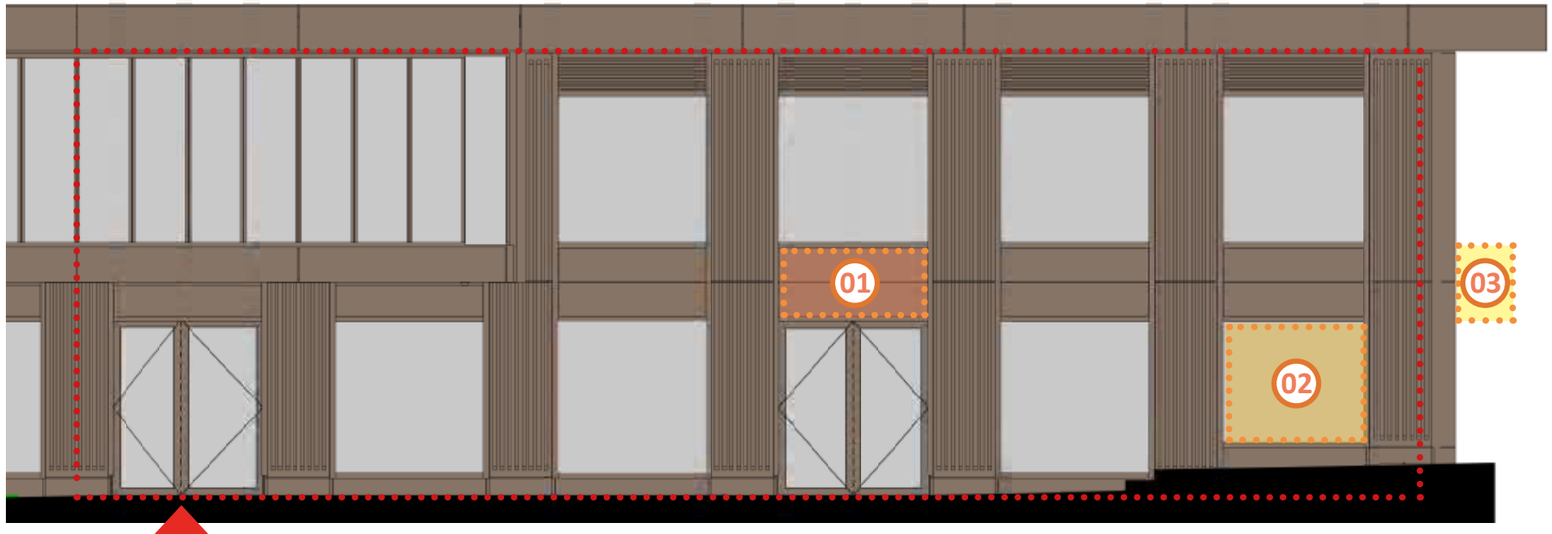


South Elevation

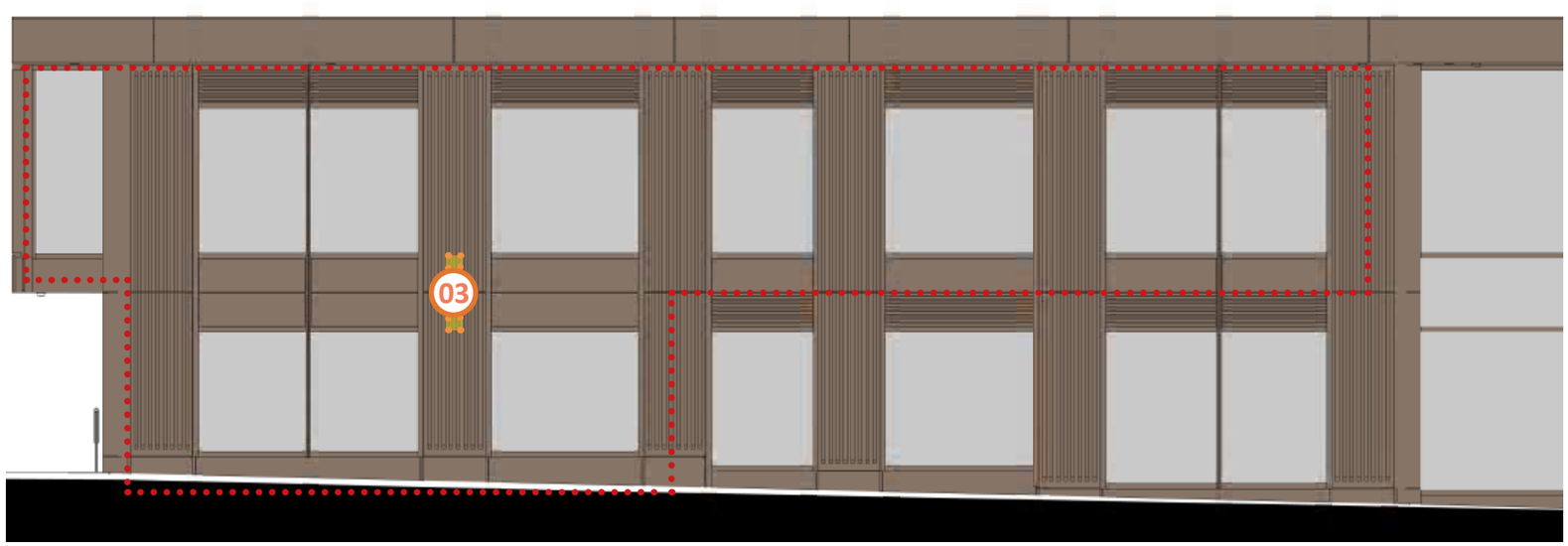


East Elevation

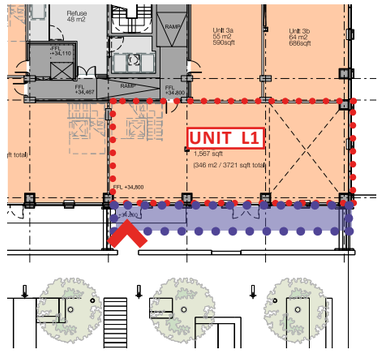
8 - Retail Units Strategy - Unit L1



West Elevation



South Elevation



Ground Floor Plan

Key

- Unit Entrance
- Proposed Outdoor Seating Area
- Unit Extents
- 01 Primary Signage Zone
- 02 Secondary Signage Zone
- 03 Optional Bus Stop Signage

Description
Unit L1 sits on the south west corner and spans across Ground and Mezzanine floors.

A primary signage zone is provided on the western elevation facing onto symphony park. The signage will be applied externally to this unit given the zone is located on an aluminium spandrel panel.

A secondary signage zone along with a bus stop zone have been included to increase the presence onto Symphony Park and Brancaster Road.

Any existing vinyls at Unit L1 should be removed at the point of which a tenant vacates. Any signage for future tenants should follow the principles set out within this signage strategy document.

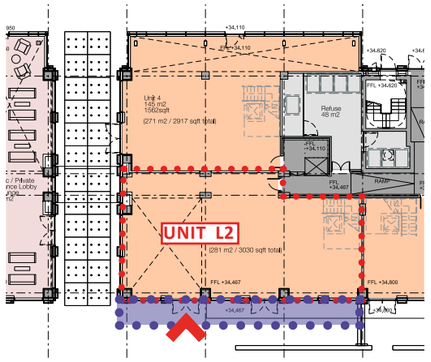
8 - Retail Units Strategy - Unit L2

Description
Located on the west elevation, Unit L2 faces onto Symphony Park and is split across ground and mezzanine floors.

A primary signage zone is created above the entrance doors. Given the length of the facade, an additional secondary signage zone and optional bus stop signs are also included.

Both of these signage zones sit on top of aluminium spandrel panels and would therefore be mounted externally.

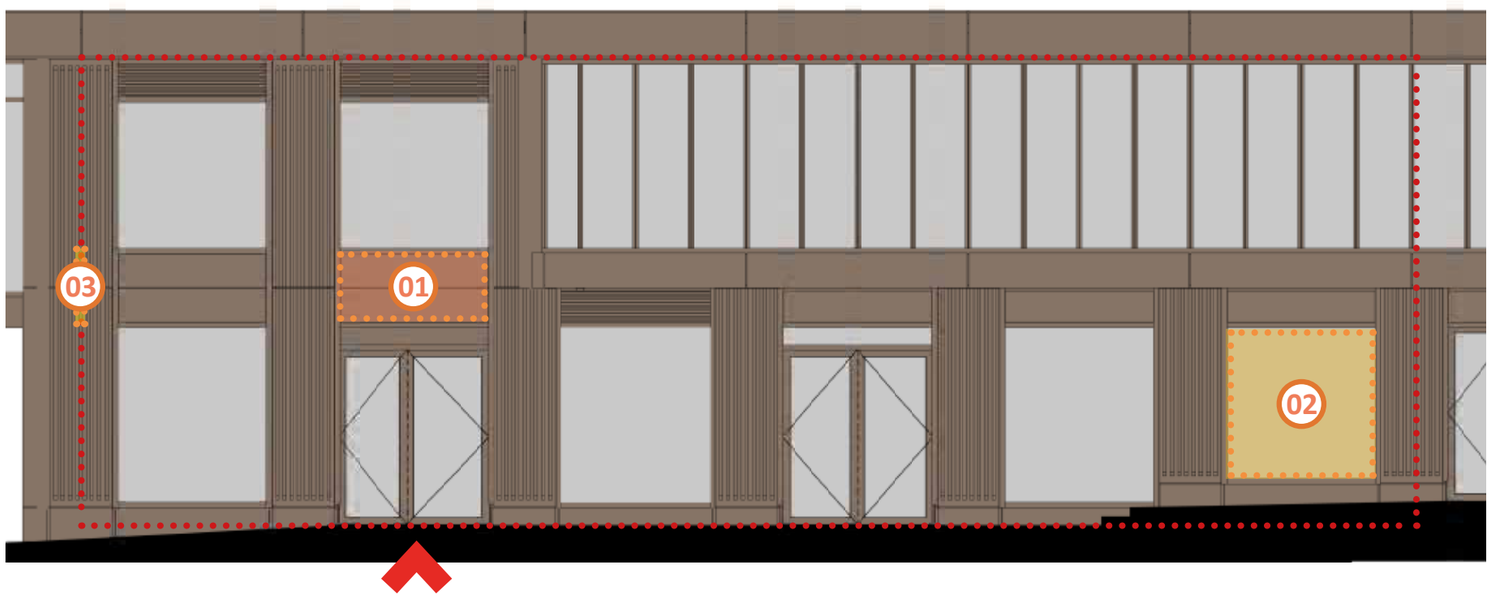
An external seating zone is also available on this unit.



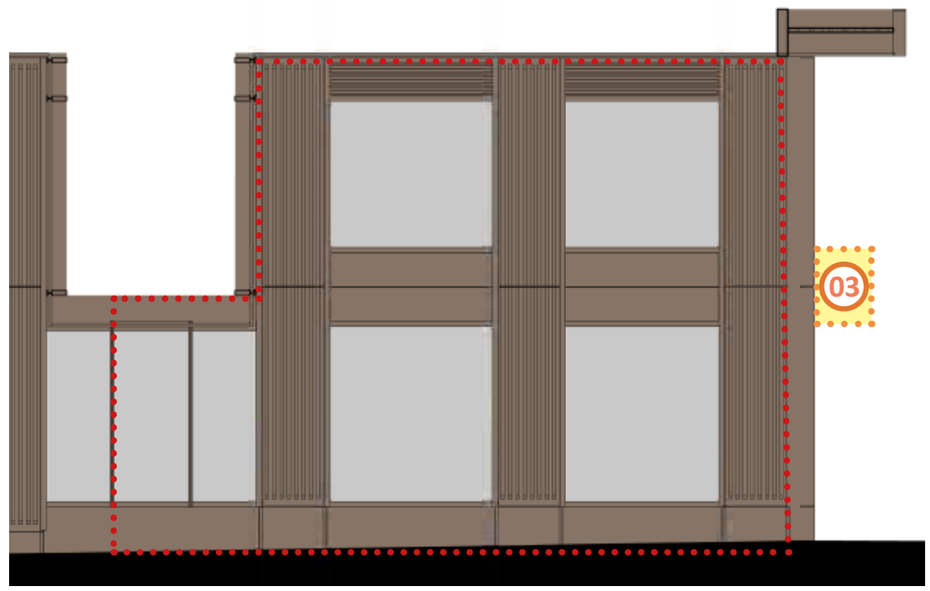
Ground Floor Plan

Key

- Unit Entrance
- Proposed Outdoor Seating Area
- Unit Extents
- 01 Primary Signage Zone
- 02 Secondary Signage Zone
- 03 Optional Bus Stop Signage



West Elevation



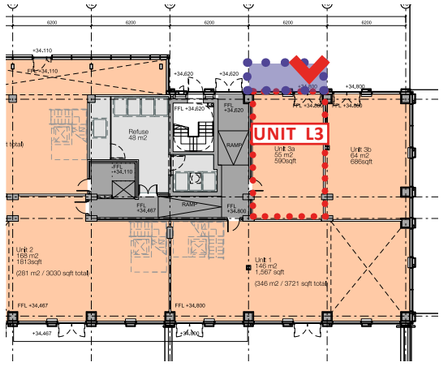
North Elevation (Arcade)

8 - Retail Units Strategy - Unit L3

Description
Unit L3 is located on the east elevation on the ground floor.

The unit it is provided with a primary signage zone and optional bus stop sign.

The signage will be applied externally to this unit given the zone is located on an aluminium spandrel panel.



Ground Floor Plan

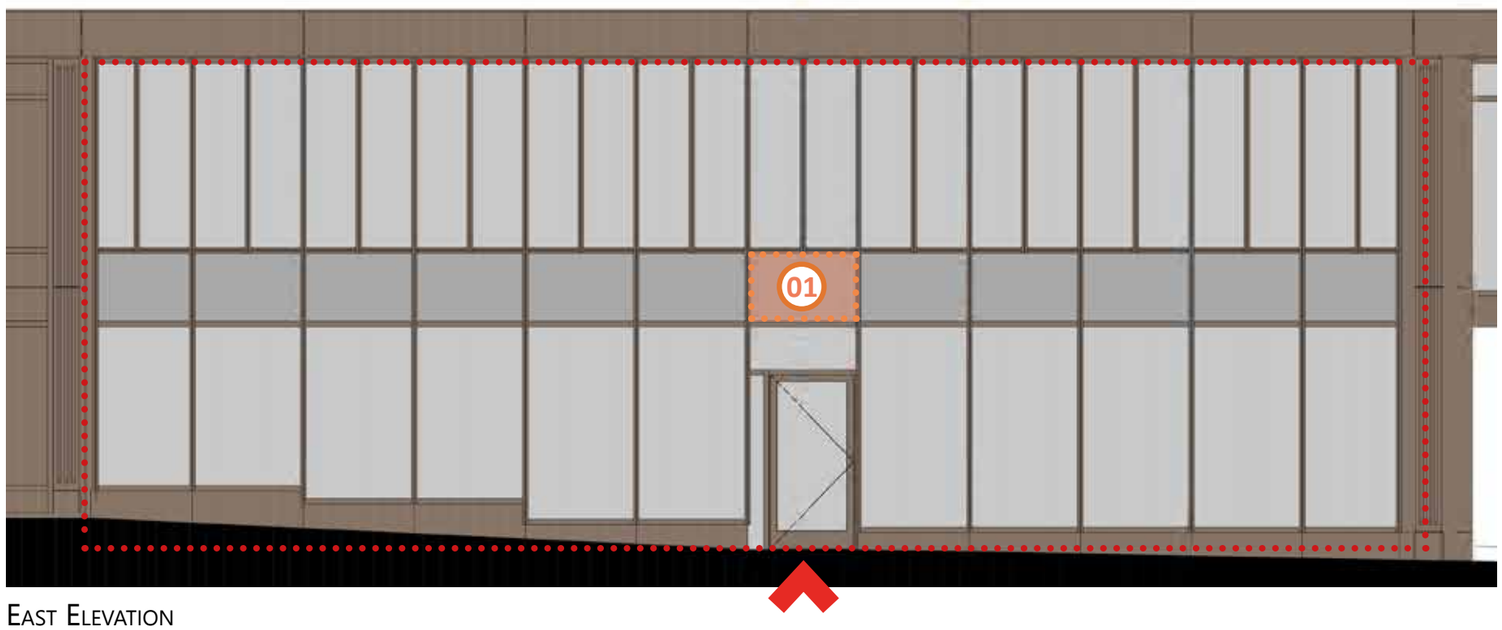
Key

- Unit Entrance
- Proposed Outdoor Seating Area
- Unit Extents
- 01 Primary Signage Zone
- 02 Secondary Signage Zone
- 03 Optional Bus Stop Signage



East Elevation

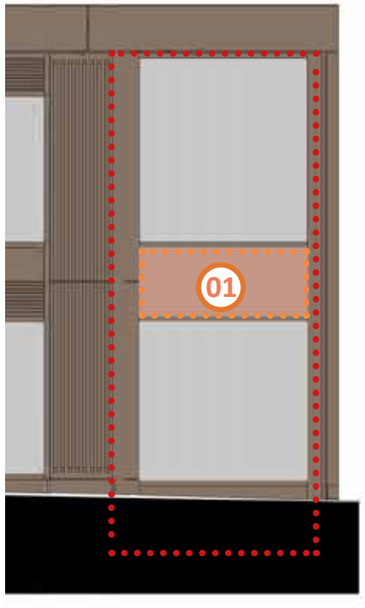
8 - Retail Units Strategy - Unit L4



East Elevation



North Elevation (Arcade)



South Elevation

Key

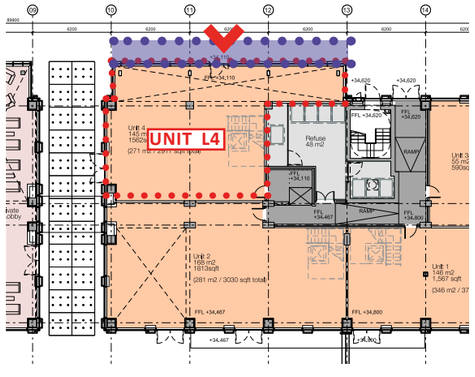
- Unit Entrance
- Proposed Outdoor Seating Area
- Unit Extents
- 01 Primary Signage Zone
- 02 Secondary Signage Zone
- 03 Optional Bus Stop Signage

Description
Located centrally on the eastern elevation, Unit L4 spans across Ground and Mezzanine Level. The facade of this unit is predominantly glazed, broken up by 150mm deep vertical and horizontal fins.

Given the units limited visibility from the main roads around the site, multiple primary signage zones have been included. A zone is provided above the entrance doors with additional zones included on the return elevations to increase visibility from Charles Street and Brancaster Road.

Due to the unique, heavily glazed facade, a bus stop style sign would be difficult to integrate with the architecture and a zone has therefore not been included.

The zones are all on back painted / spandrel glass meaning any signage would need to be applied externally.



Ground Floor Plan

8 - Retail Units Strategy - Unit L5

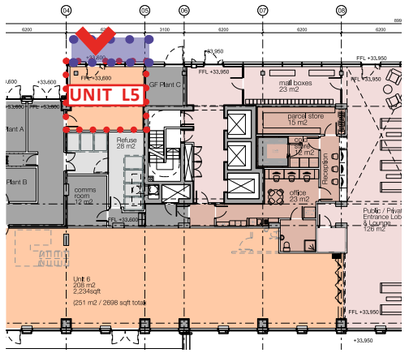
Description

Unit L5 is located on the east elevation at Ground Floor. The facade of this unit is predominantly glazed, broken up by 150mm deep vertical and horizontal fins.

Given the location of this unit, size and unique facade, the primary signage zone has been shown as a band wrapping around the corner of east and north elevations.

Given the unique, heavily glazed facade, a bus stop style sign would be difficult to integrate with the architecture and a zone has therefore not been included.

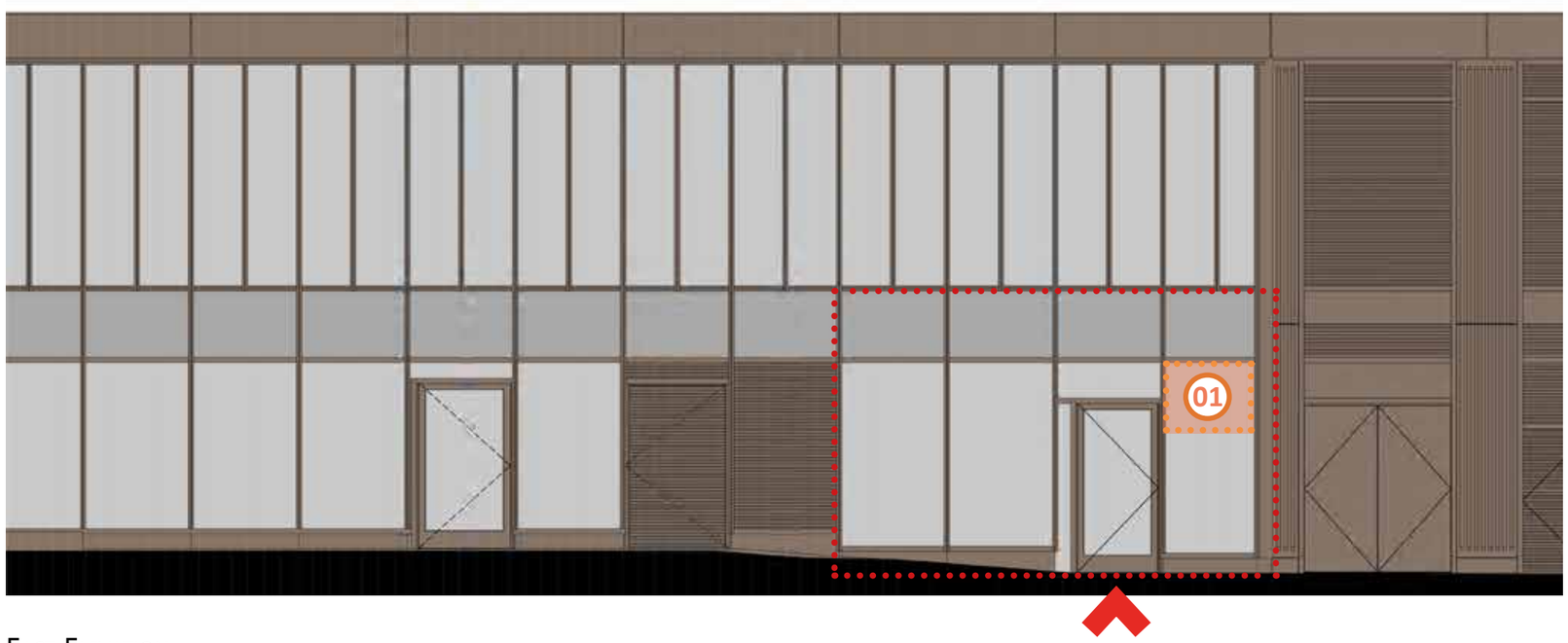
The primary signage zones on the unit are on glazing and it is expected that the signs will be installed behind the glass.



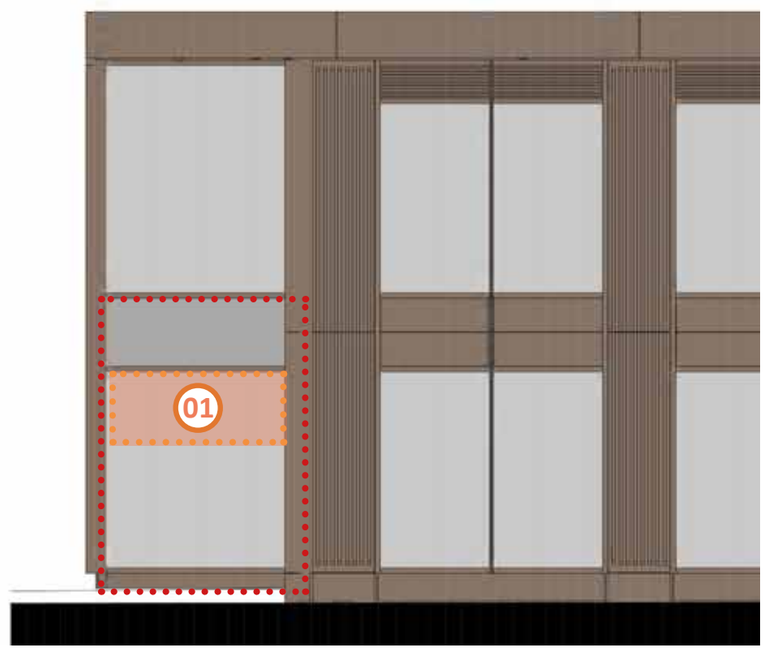
Ground Floor Plan

Key

- Unit Entrance
- Proposed Outdoor Seating Area
- Unit Extents
- 01 Primary Signage Zone
- 02 Secondary Signage Zone
- 03 Optional Bus Stop Signage



East Elevation



North Elevation

8 - Retail Units Strategy - Unit L6

Description

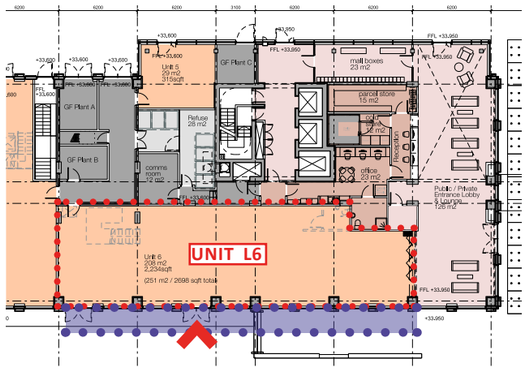
Unit L6 is a large unit which runs along the western facade facing onto Symphony Park at ground floor. Given the length of the facade, two primary and one secondary zones have been included.

The facade conditions on this unit dictate that the signage zones are applied in the glazed area rather than the spandrel zone above due to the cantilevering facade above. The intention is for the signage to be installed behind the glass.

This unit has an outdoor seating area available which runs the length of the unit, facing onto Symphony Park.

Any existing vinyls at Unit L6 should be removed at the point of which a tenant vacates. Any signage for future tenants should follow the principles set out within this signage strategy document.

If any major unit refurbishment takes place which includes a significant change to the store layout, then a review should take place as to whether the number of existing vinyls can be reduced.



Ground Floor Plan

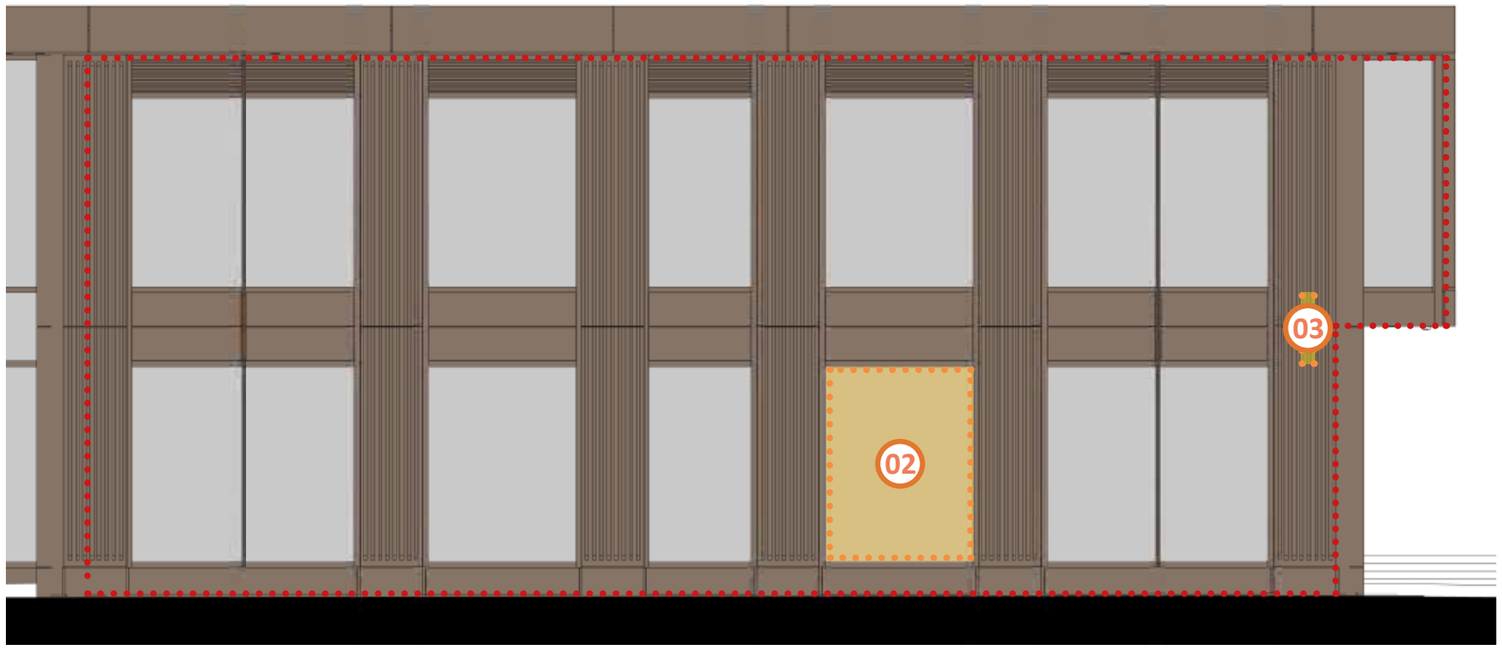
Key

- Unit Entrance
- Proposed Outdoor Seating Area
- Unit Extents
- 01 Primary Signage Zone
- 02 Secondary Signage Zone
- 03 Optional Bus Stop Signage



West Elevation

8 - Retail Units Strategy - Unit L7

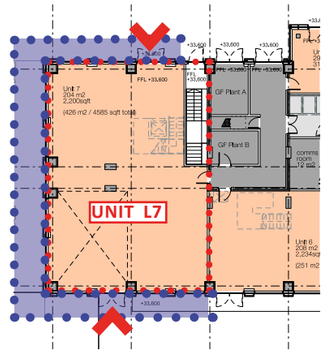


North Elevation

Description
Located at the northern end of the building this unit is split between Ground and Mezzanine Floor. The unit has two main entrances which are located on the east and west façades.

Primary signage zones have been provided above each of the entrance doors with an optional bus stop sign on the north elevation to increase visibility from Oxford Road. A secondary signage zone is included on the North elevation to create a presence towards Charles Street.

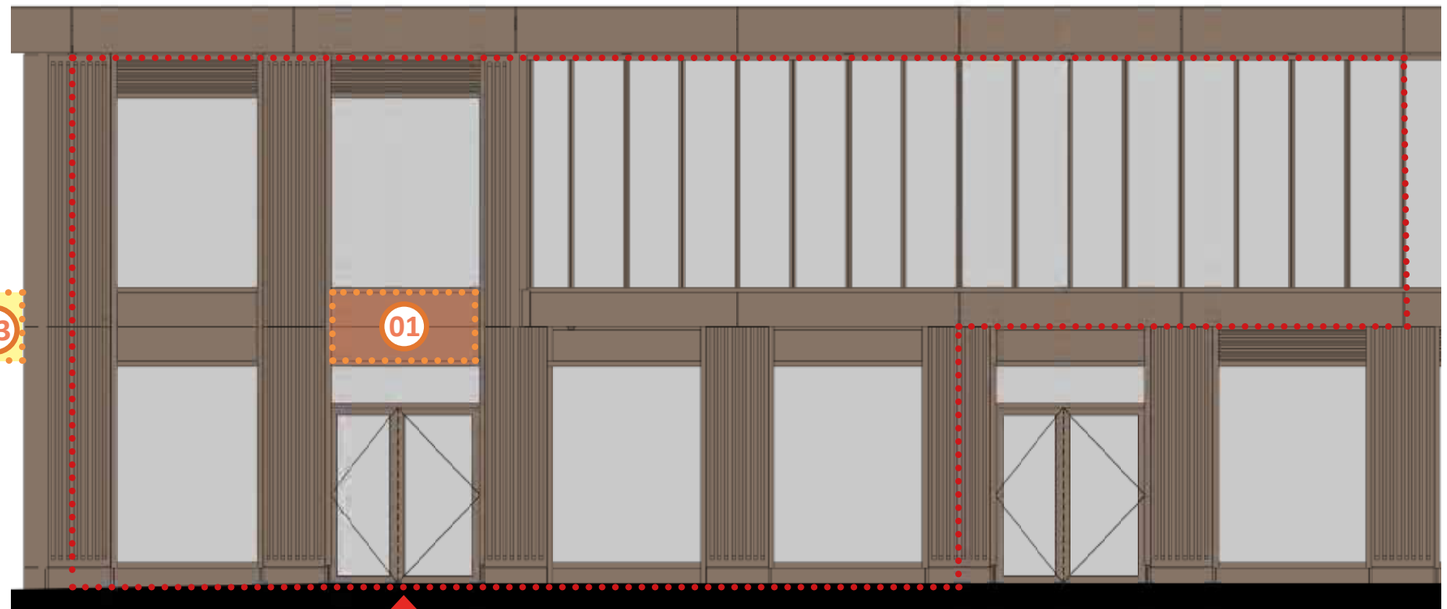
Signage will be placed externally as the zones are on aluminium spandrel panels.



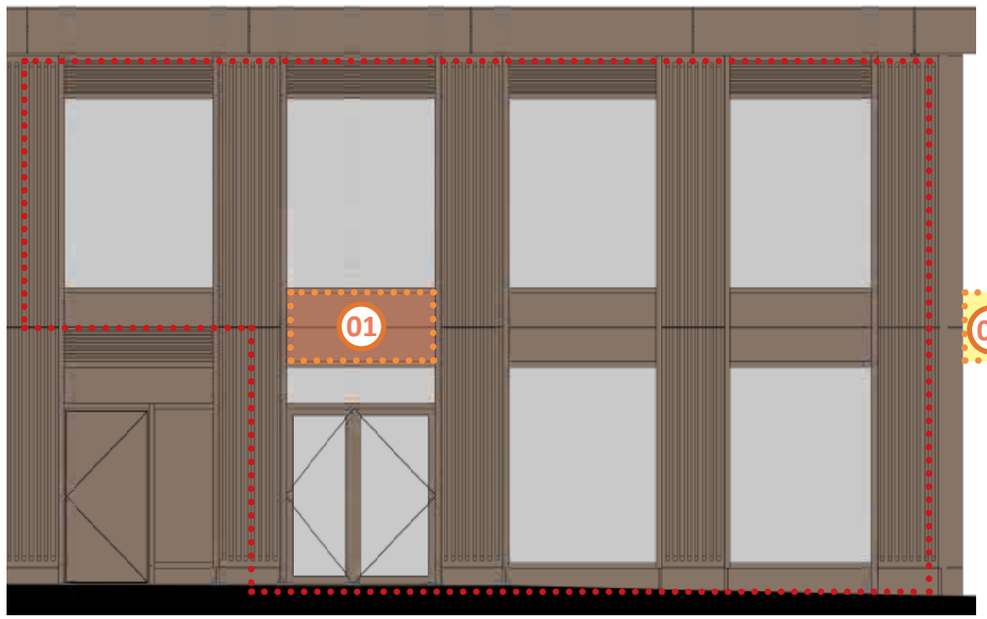
Ground Floor Plan

Key

- Unit Entrance
- Proposed Outdoor Seating Area
- Unit Extents
- 01 Primary Signage Zone
- 02 Secondary Signage Zone
- 03 Optional Bus Stop Signage



West Elevation



East Elevation

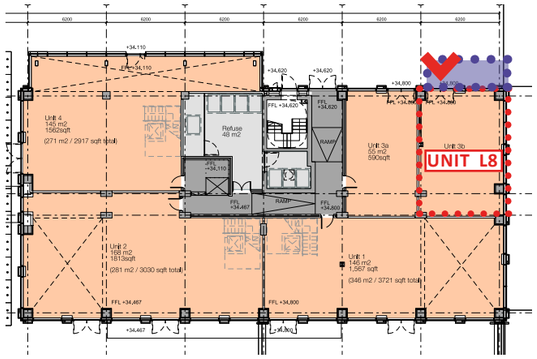
8 - Retail Units Strategy - Unit L8

Description

Located on the south east corner of the building, Unit L8 is a Ground Floor only unit. Primary signage is proposed above the entrance doors with an optional bus stop sign on the southern elevation.

The primary signage zone is positioned on an aluminium spandrel panel and would therefore be installed externally.

Secondary and bus stop signage zones have been provided on the southern elevation to increase visibility from Brancaster Road.



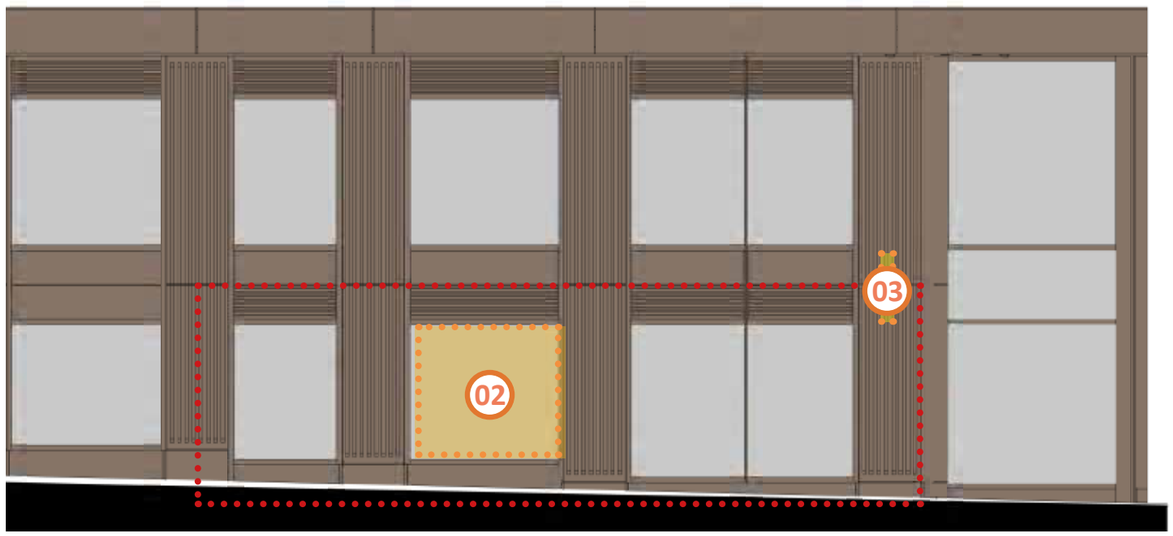
Ground Floor Plan

Key

- Unit Entrance
- Proposed Outdoor Seating Area
- Unit Extents
- 01 Primary Signage Zone
- 02 Secondary Signage Zone
- 03 Optional Bus Stop Signage



East Elevation



South Elevation

10 - Do's & Dont's

- Repeated use of logos or retailers name will not be permitted

- Imaginative, unusual and non-traditional signs are encouraged

- All proposed external signs will need to comply with Building Regulations with respect to surface spread flame and external illumination and fixed independently back to the frame of the building. Core drilling, breaking out of pilasters or mechanically fixing to the landlords cladding materials will not be allowed.

- Innovative illuminated signs of good design are encouraged. No part of the sign may extend beyond the units shop front demise (the permanent building fabric) of the facade.

- Signage will require a separate application for advertisement 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 unit internal doors, ironmongery, fire lobby doors / shutters and signage as required by statute, the Local Authority, the Fire Officer and the Tenant's Insurers.

- When positioned on glazing, all signage will be placed to the inside face of the glass

- A maximum of one projecting bus stop sign is allowed per unit

- For the primary signage, (optional) secondary signage and bus stop signage, a maximum lux levels for any illuminated signage to be 300cd/m

- An active window display rather than the use of vinyls is encouraged

- The aluminium tray that is used for the externally mounted primary signage will be no deeper than 70mm and will be colour matched to the aluminium PPC façade.



