

Signage Strategy - Kampus

Summary

This submission addresses **part (a) of planning condition 28** of application number 115570/FO/2017 Minshull House and Minto & Turner Building, Former Manchester Metropolitan University, Aytoun Street Campus, Chorlton Street, Manchester, otherwise referred to in this document as “Kampus”.

Planning Condition 28

In relation to the commercial units the following details shall be submitted and agreed in writing before the first occupation of the units.

(a) A signage strategy

(b) A layout and design for any outside furniture and associated fixtures and fittings

Reason – In the interests of visual amenity to enable careful attention to signage details and the level of visual clutter associated with any external seating is required to protect the character and appearance of the building in accordance with policies SP1 and DM1 of the Core Strategy.

Scope

Kampus is a mixed use residential led development. The apartments are operated as Build to Rent and the operator, Native, has a 24/7 presence on site and is also responsible for estate management which includes enforcing the terms of individual commercial leases in relation to signage.

Each commercial tenant at Kampus is provided with the enclosed Commercial Signage Guide, which defines the signage strategy for the scheme, and is intended to ensure tenants develop commercial signage proposals that sit comfortably with the design of the buildings and outdoor spaces, whilst offering flexibility for individual branding and design. The Guide includes specific requirements for both Minshull House and Minto & Turner, reflecting their listed building status and which is coordinated with the approved drawings.

It is a requirement of the commercial leases that tenants in the listed buildings comply with the rules and guidance set out in this Guide, and the landlord has the ability to update the guidance in the interests of good estate management. If a tenant wishes to install any signage which is not in accordance with the Commercial Signage Guide, they must obtain both landlord consent and statutory approval beforehand.

To date, all commercial tenants in the listed buildings at Kampus have obtained either listed building consent or specific advertisement consent for their signage proposals, which are also in accordance with the Commercial Signage Guide. Any future installations would comply with the Guide and / or obtain separate approval.

We request that planning condition 28(a) is discharged on this basis of this strategy.

The following table summarises the consented signage to date; photographs of each installation are also enclosed for reference.

Unit No.	Tenant	Application Reference	Photo References
G3 (Minshull)	Madre	134236/LO/2022	A, B, C and D
G4.2 (Minshull)	Redlight	135841/LO/2022	E, F and G
G4.1.1 (Minshull)	Great North Pie	133442/AO/2022	H and I
G4.1.2 (Minshull)	Barkside	133643/LO/2022 33664/AO/2022	J, K, L and M