Manchester Metropolitan University

Design and Access Statement

Planning Presentation –
Phase 2

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0.1
Introduction

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0.1 Introduction

0.1.1 Manchester Metropolitan University has several large scale building and public realm projects which collectively underpin the University's strategy – the Road to 2030.

A key component of this strategy is to retain our commitment to on-campus education, the student experience and research, via the delivery of a range of projects to deliver a safe, accessible and connected civic campus. These will include new developments and facilities, refurbishment, conserving heritage assets, and improving the public realm and green spaces.

Alongside the building projects, the University has developed a brand strategy which articulates the importance for the Manchester Met brand to be consistently applied across its buildings and for the experience of all who interact with the University at any of our numerous touch points to come away with the same positive experience.

Currently while the footprint of the University is considerable with 25 buildings across the city, there is no clear marker/indicator of when you cross into our campus from Oxford Road and other key entry points into the city.

Through the introduction of new buildings and refurbishment of existing ones, it has become apparent there are inconsistencies in how and where we apply the University brand to enhance wayfinding and the ability of all our visitors, staff and students to be able to navigate their way across the city and onto campus.

Rather than take a piecemeal approach to rectifying this, we have decided to implement a holistic appraisal of our entire estate which will bring in the following projects, while applying the principles which underpin both our brand strategy and overarching University strategy.

These projects include;

- Estates Master plan Investment Programme – a c.£380m investment
- Public realm - £8m
- Wayfinding strategy – introduction of new vibrant branded wayfinding totems
- Building entrances signage – review and update of all new and existing building entrances

0.2
Context

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0.2 Context

0.2.1 The Site

The “University Realm” that makes up Manchester Metropolitan University campus is something all staff, students and visitors experience. It is one of the Universities greatest assets. The public realm contributes to its users well-being and a key part of that experience if creating a distinctive sense of place, unique to Manchester Metropolitan’s identity.

In 2018 the University commissioned a comprehensive audit of the estate masterplan, this document addressed current constraints, objectives and key opportunities to guide the principles and strategies of the University’s masterplan. As part of these works the campus signage and wayfinding was reviewed with key observations including:

- Campus boundary is weakly defined
- Poor gateway markers and lacking a strong identity
- A huge variety of signs that are inconsistent
- Key entrances are difficult due to lack of signage impact
- Wayfinding to be improved with coherent strategy
- Poor sense of place.

0.2.2 Consultation

Following this piece of work, Placemarque were commissioned by the University to carry out a wayfinding audit and develop a strategic approach for wayfinding and signage delivery across the estate.

Placemarque carried out consultation workshops with the following user groups:

- Digital, Smart Campus and Wayfinding
- Access, Facilities Management & Security
- Student Experience, Wellbeing & Mental Health
- Infrastructure & Maintenance Workshop

Feedback from user groups influenced the design delivery of a Wayfinding Context and Operational Manual. Both Documents were delivered in 2020.

The designs proposals set out in this report follow the wayfinding strategy and design principles established in the Wayfinding Operational Manual.

> **“The campus should be vibrant and the University should feel like a space within the wider city and a destination in its own right.**
>
> *Student Experience, Wellbeing & Mental Health Workshop*

> **“The University currently lacks an arrival point and signage is terrible.**
>
> *Access, Facilities Management & Security Workshop*

> **“I’m interested to see how the campus can be up sold to the wider area and how the campus connects to the city and community.**
>
> *Digital, Smart Campus and Wayfinding Workshop*

0.2 Context

0.2.3 Evaluation

Key Observations:

- Variety of signs layouts
- Campus boundary is weakly defined
- Not coherent with present MMU brand
- Not coherent with wayfinding signage strategy
- Poor visibility at key gateways
- Illegible scales for viewing distances
- Piecemeal approach to existing signage
- As the campus has developed the positioning of some signs have become redundant.
- Low visibility and contrast levels

Key Principles:

- Improve campus identity and create strong thresholds
- Improve outward facing edges of the campus
- Create a consistent and identifiable campus
- Unify the material palettes
- Define University owned buildings
- Use consistent branding
- High level signs to work in conjunction with low level wayfinding signs and building identifier signs to build a strong sense of place
- Strengthen connection to Birley and All Saints

0.2 Context

Existing Signage Plan
Scale 1:500 @ A4

Key

- Existing high level university Identifier
- Existing low level university identifier
- Existing building entrance signage
- Outward facing edges
- Key approach viewpoints

0.2 Context

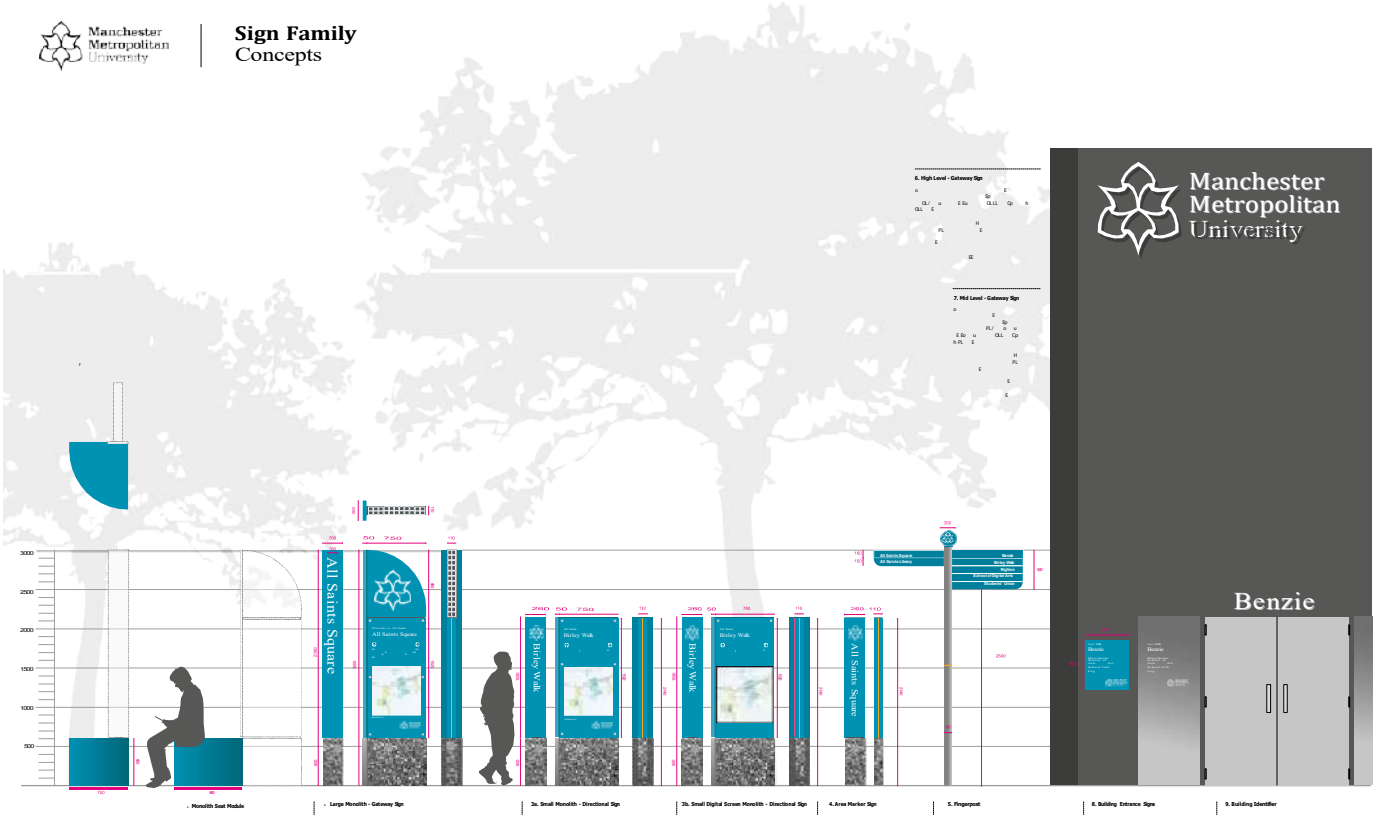
0.2.4 Design

In an increasingly competitive higher education sector, the need for Manchester Metropolitan University to stand out is essential; one of the ways to communicate this is through effective branding. An important aspect to the appeal of a University campus is the quality of its built environment.

Manchester Metropolitan University's Brand Guidelines set out rules for the application of graphic devices such as logo, colour and typography, and the Wayfinding Manuals further give specific guidance on how the brand should be applied to buildings and external spaces with the introduction of a consistent sign family.

The University brand can be seen as a series of interventions that are experienced by its users, each intervention being a touch point or opportunity to express the brand values and identity.

When implemented the combination of effective wayfinding and external branding will help to present University spaces as a more welcoming and legible place to visit and work in. A branded environment creates an impression of cohesion and community, especially important to new or overseas students who may be away from home for the first time. Branding is also essential to build awareness of Manchester Metropolitan's estate amongst the local Manchester community.



0.2 Context

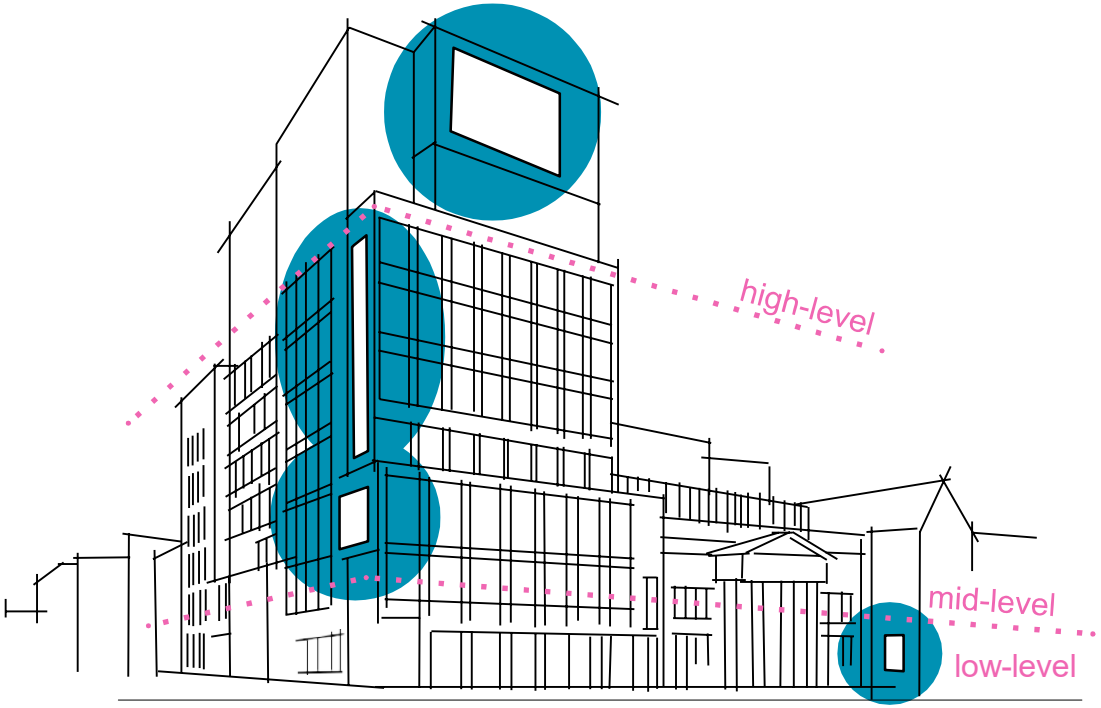
The purpose of University identifiers is to distinguish University buildings amongst others in the city skyline, to build a consistent and visually cohesive environment within the University estate. Through implementation of the wayfinding strategy the University will develop a distinctive sense of place and improved welcome for University users and the wider community.

University Identifiers should be used at high-level primarily, this type of sign should be located on building facades that can be seen from key approach routes and in the wider city skyline. There are specific locations where University Identifiers are seen at mid and low level along key approach and campus gateways.

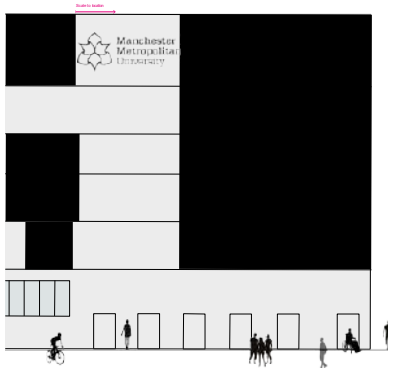
Typically seen from a significant distance this sign type, should feature the primary logo layout. However if the architecture of the building restricts the use of this layout, alternative arrangements have been identified below.

The University identifiers should always provide a high contrast and be legible from a distance. The backing panels for the signs should consider the buildings colour palette to appear integrated into the environment.

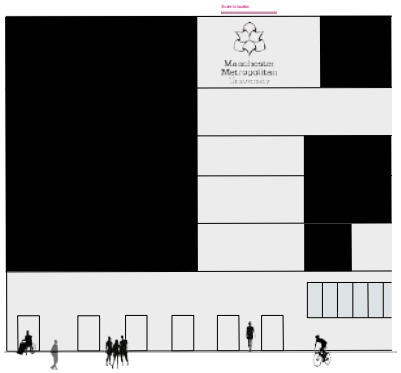
As the campus is accessible 24/7 high-level signage should be lit where possible to have an impact at night and through all seasons. The options illustrated below are the four approved layout options for University identifiers.



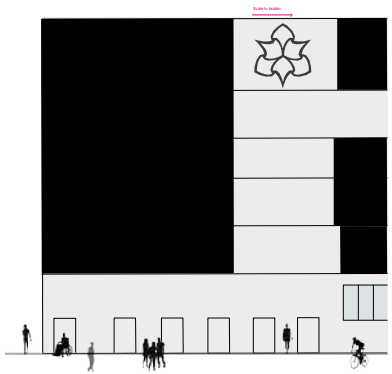
Option 1 - Primary Logo



Option 2 - Secondary Logo

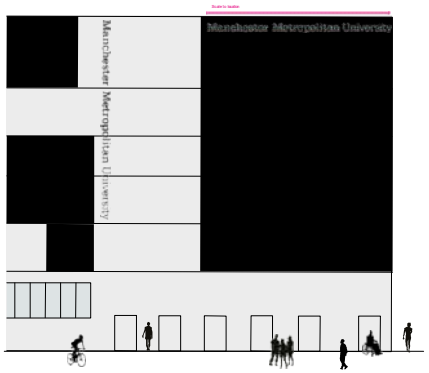


Option 3 - Isolated Spade



This option should only be used where linear text is in close proximity. To give context to the spade device. Avoid using in isolation

Option 4 - Linear Text



0.3
Sign Locations

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0.3 Sign Locations

0.3 Sign Locations

Overall Proposed Sign Location Plan
Scale 1:500 @ A4

Key

- Existing University Identifier Signage
- Phase 1 University Identifier Signage
- Phase 2 University Identifier Signage
- Building Reference
- Outward facing edges
- Key approach viewpoints
- Building Entrances
- Photo location viewpoint

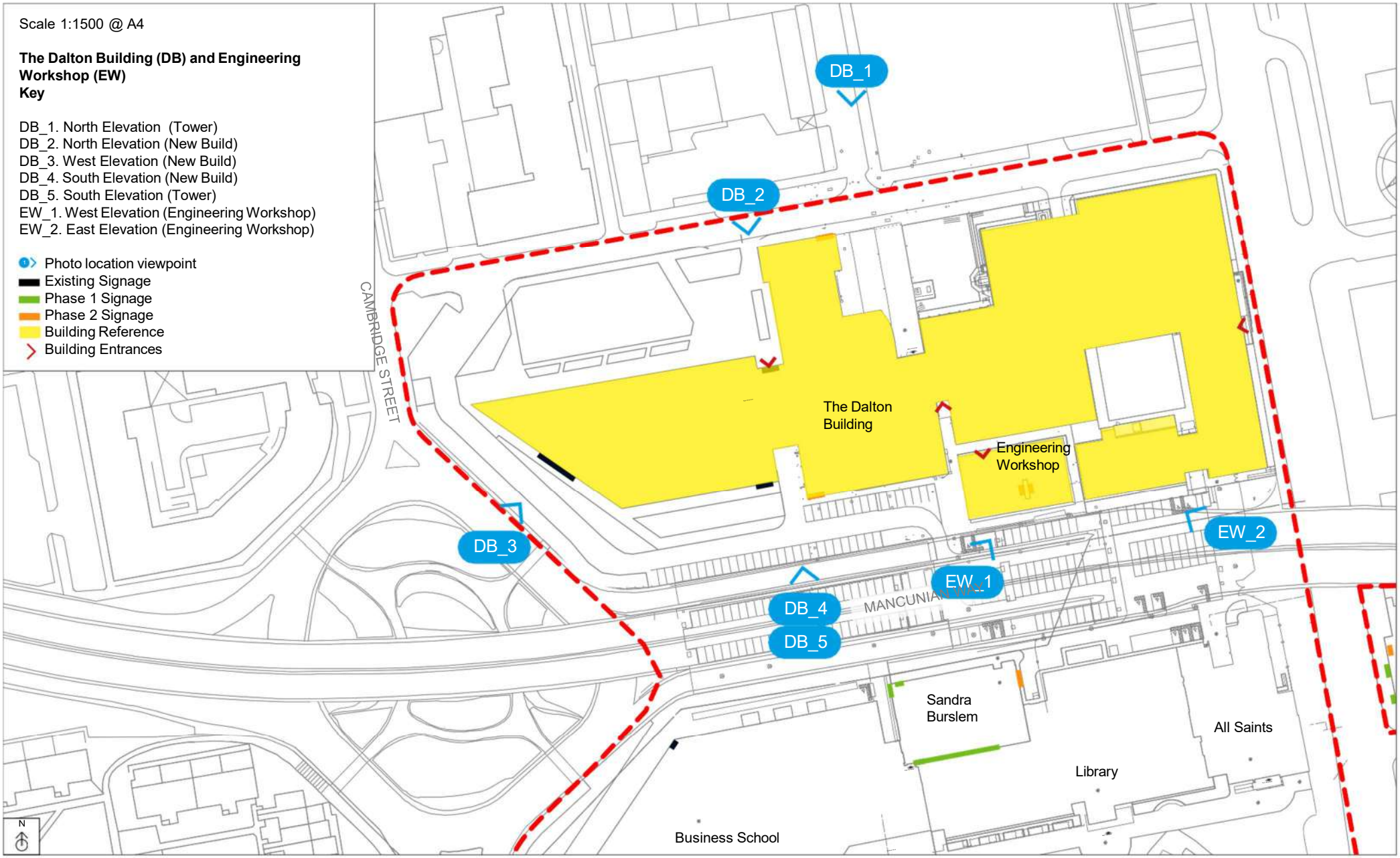
0.3 Sign Locations

Scale 1:1500 @ A4

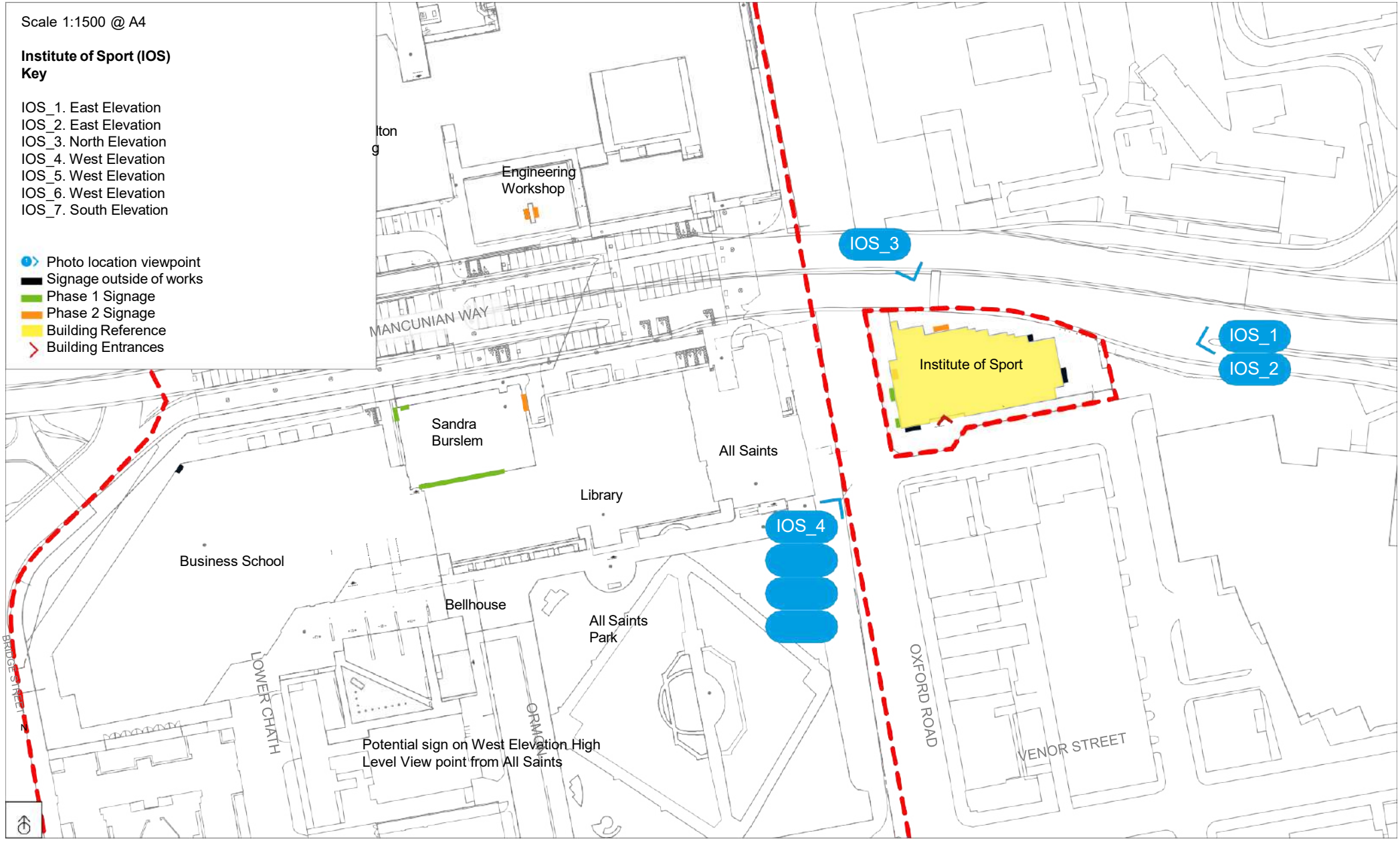
The Dalton Building (DB) and Engineering Workshop (EW)
Key

DB_1. North Elevation (Tower)
DB_2. North Elevation (New Build)
DB_3. West Elevation (New Build)
DB_4. South Elevation (New Build)
DB_5. South Elevation (Tower)
EW_1. West Elevation (Engineering Workshop)
EW_2. East Elevation (Engineering Workshop)

Photo location viewpoint
Existing Signage
Phase 1 Signage
Phase 2 Signage
Building Reference
Building Entrances



0.3 Sign Locations



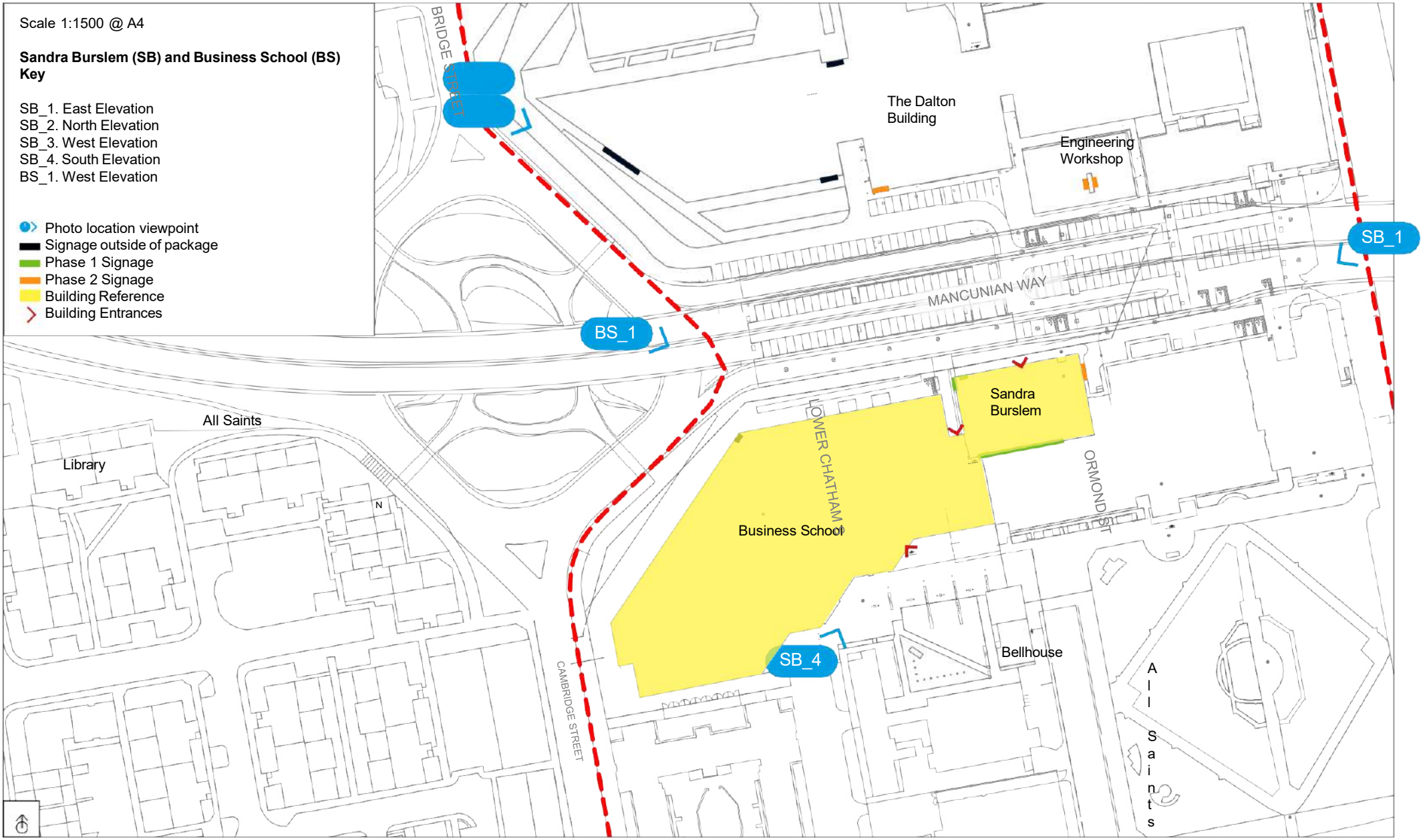
0.3 Sign Locations

Scale 1:1500 @ A4

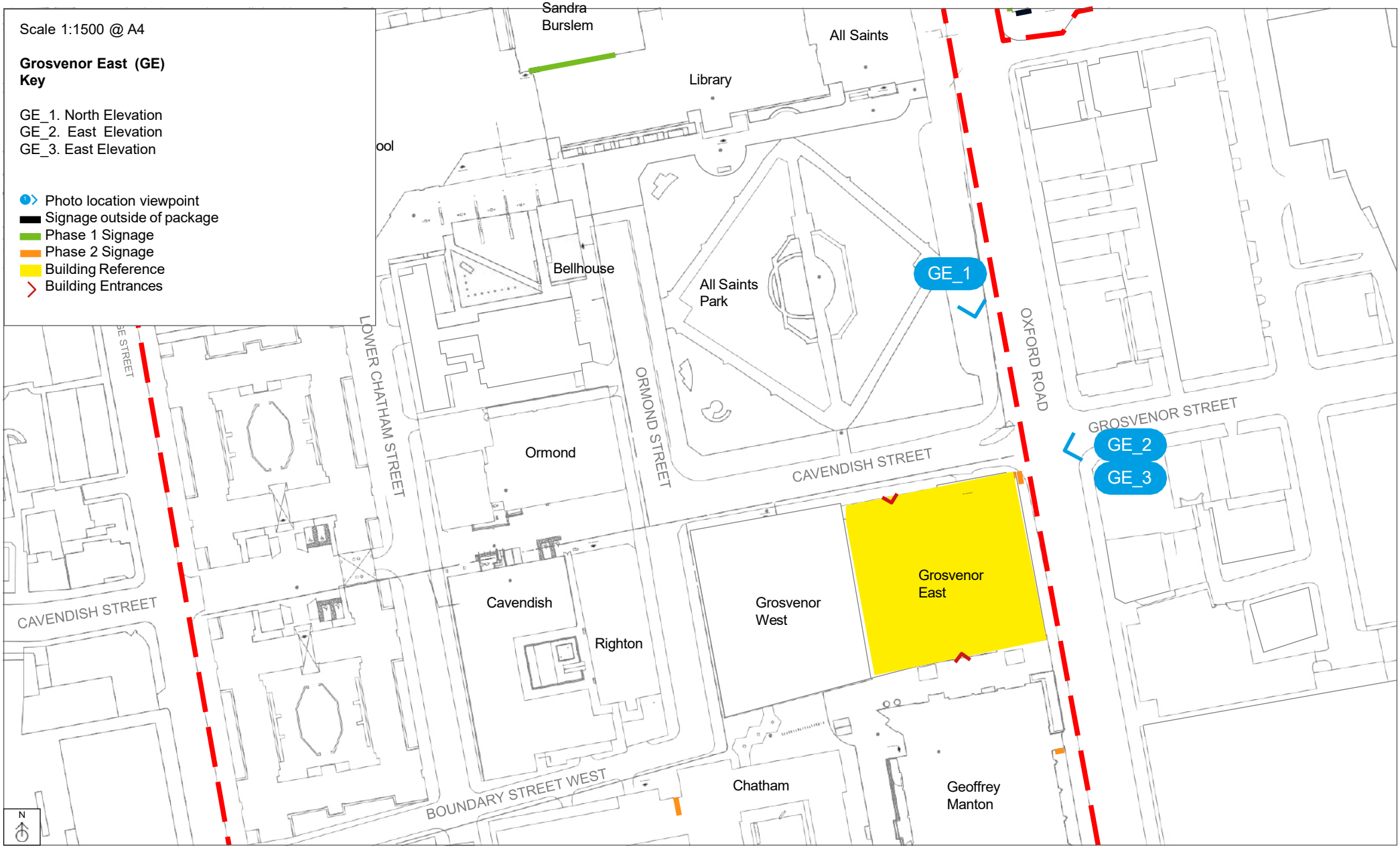
Sandra Burslem (SB) and Business School (BS) Key

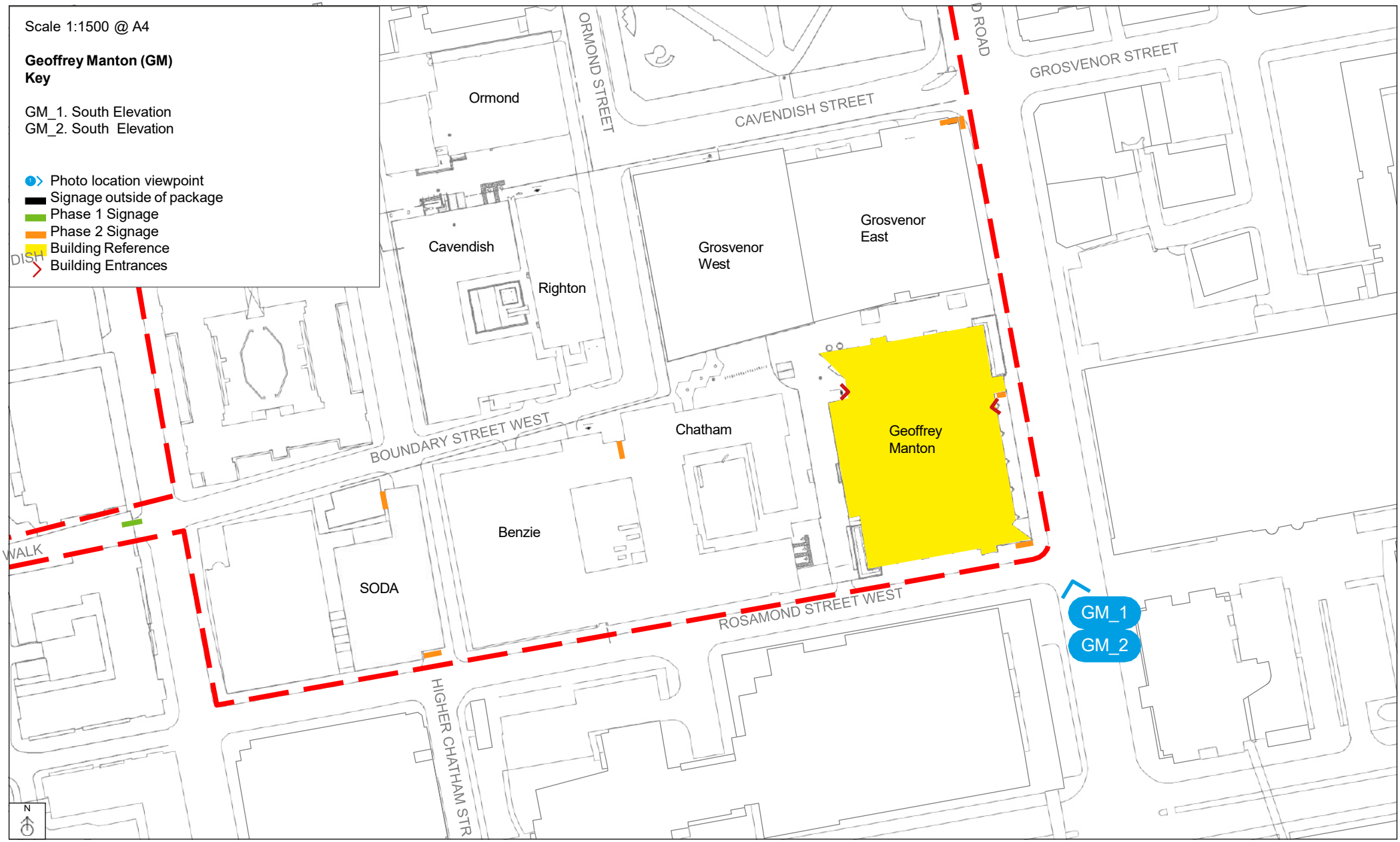
SB_1. East Elevation
SB_2. North Elevation
SB_3. West Elevation
SB_4. South Elevation
BS_1. West Elevation

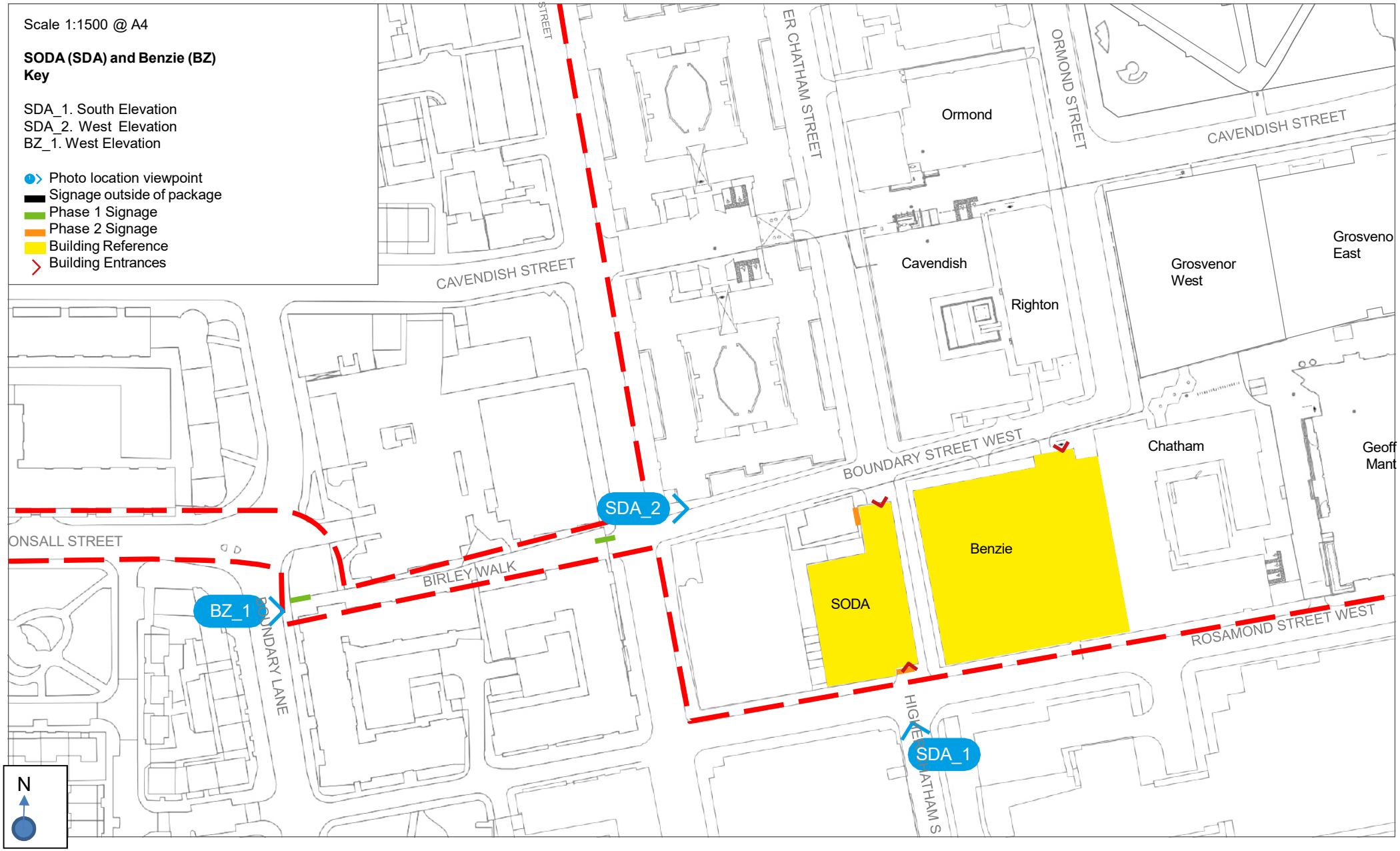
Photo location viewpoint
Signage outside of package
Phase 1 Signage
Phase 2 Signage
Building Reference
Building Entrances



0.3 Sign Locations




Scale 1:1500 @ A4
Geoffrey Manton (GM)
Key
GM_1. South Elevation
GM_2. South Elevation
Photo location viewpoint
Signage outside of package
Phase 1 Signage
Phase 2 Signage
Building Reference
Building Entrances
Ormond
ORMOND STREET
CAVENDISH STREET
GROSVENOR STREET
Cavendish
Righton
Grosvenor West
Grosvenor East
Geoffrey Manton
Chatham
Benzie
SODA
BOUNDARY STREET WEST
ROSAMOND STREET WEST
HIGHER CHATHAM STR
GM_1
GM_2
N

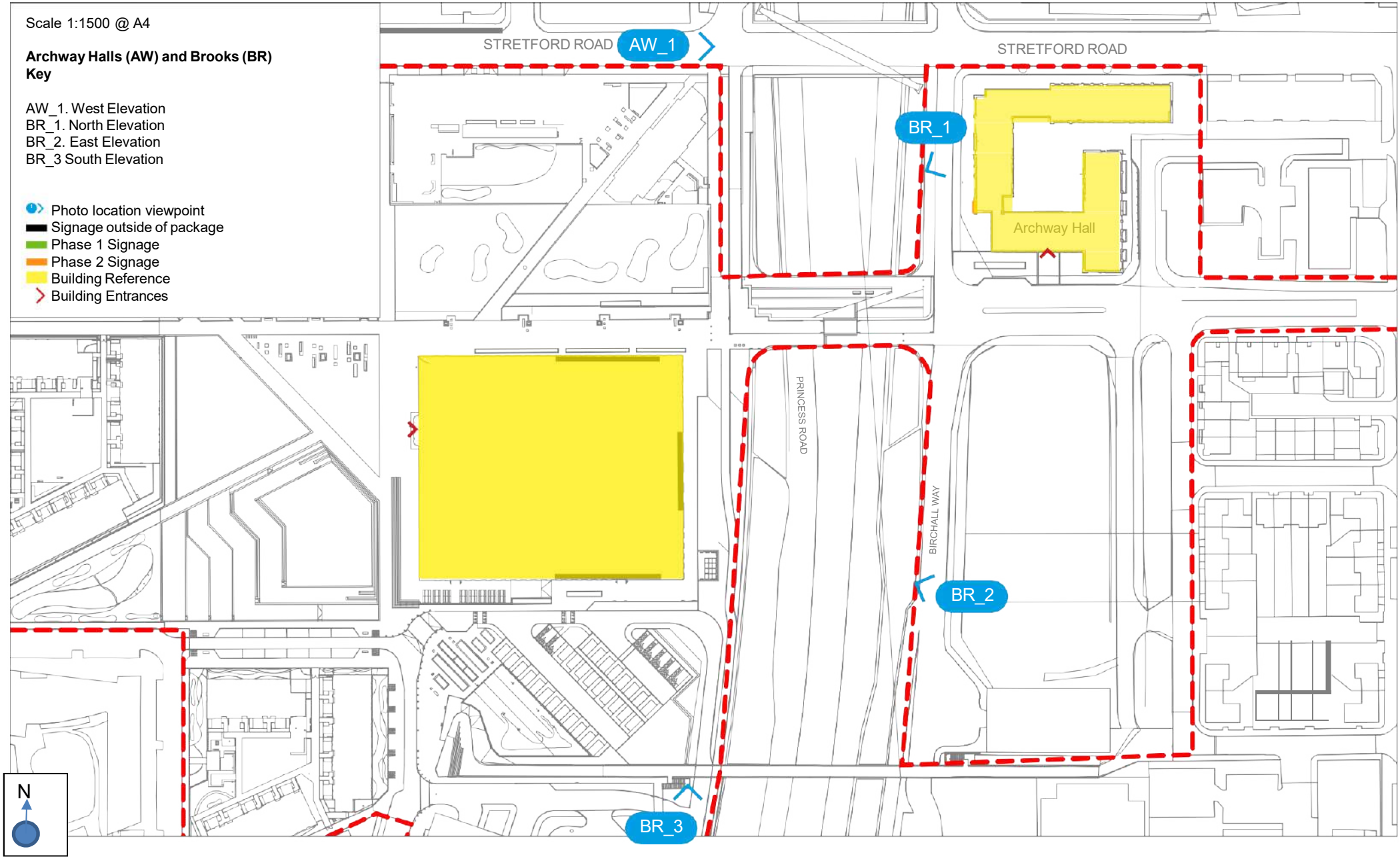

Scale 1:1500 @ A4
SODA (SDA) and Benzie (BZ) Key
SDA_1. South Elevation
SDA_2. West Elevation
BZ_1. West Elevation
Photo location viewpoint
Signage outside of package
Phase 1 Signage
Phase 2 Signage
Building Reference
Building Entrances
CAVENDISH STREET
ER CHATHAM STREET
ORMOND STREET
Ormond
Cavendish
Righton
Grosvenor West
Grosveno East
Chatham
Geoff Mant
BOUNDARY STREET WEST
ROSAMOND STREET WEST
BIRLEY WALK
BOUNDARY LANE
ONSALL STREET
SODA
Benzie
SDA_1
SDA_2
BZ_1
N

Scale 1:1500 @ A4

Archway Halls (AW) and Brooks (BR) Key

AW_1. West Elevation
BR_1. North Elevation
BR_2. East Elevation
BR_3 South Elevation

Photo location viewpoint
Signage outside of package
Phase 1 Signage
Phase 2 Signage
Building Reference
Building Entrances



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0.4
Design Proposals

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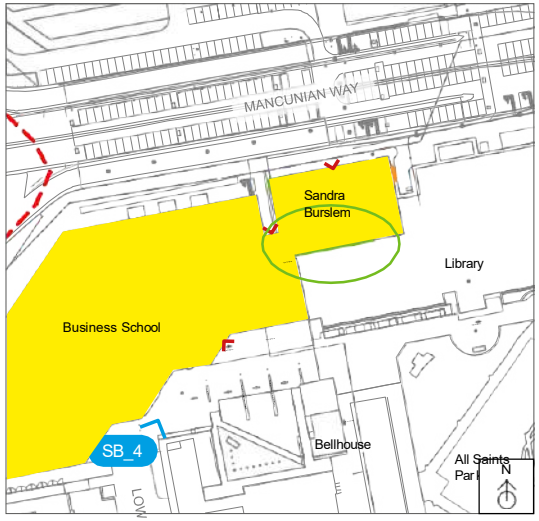
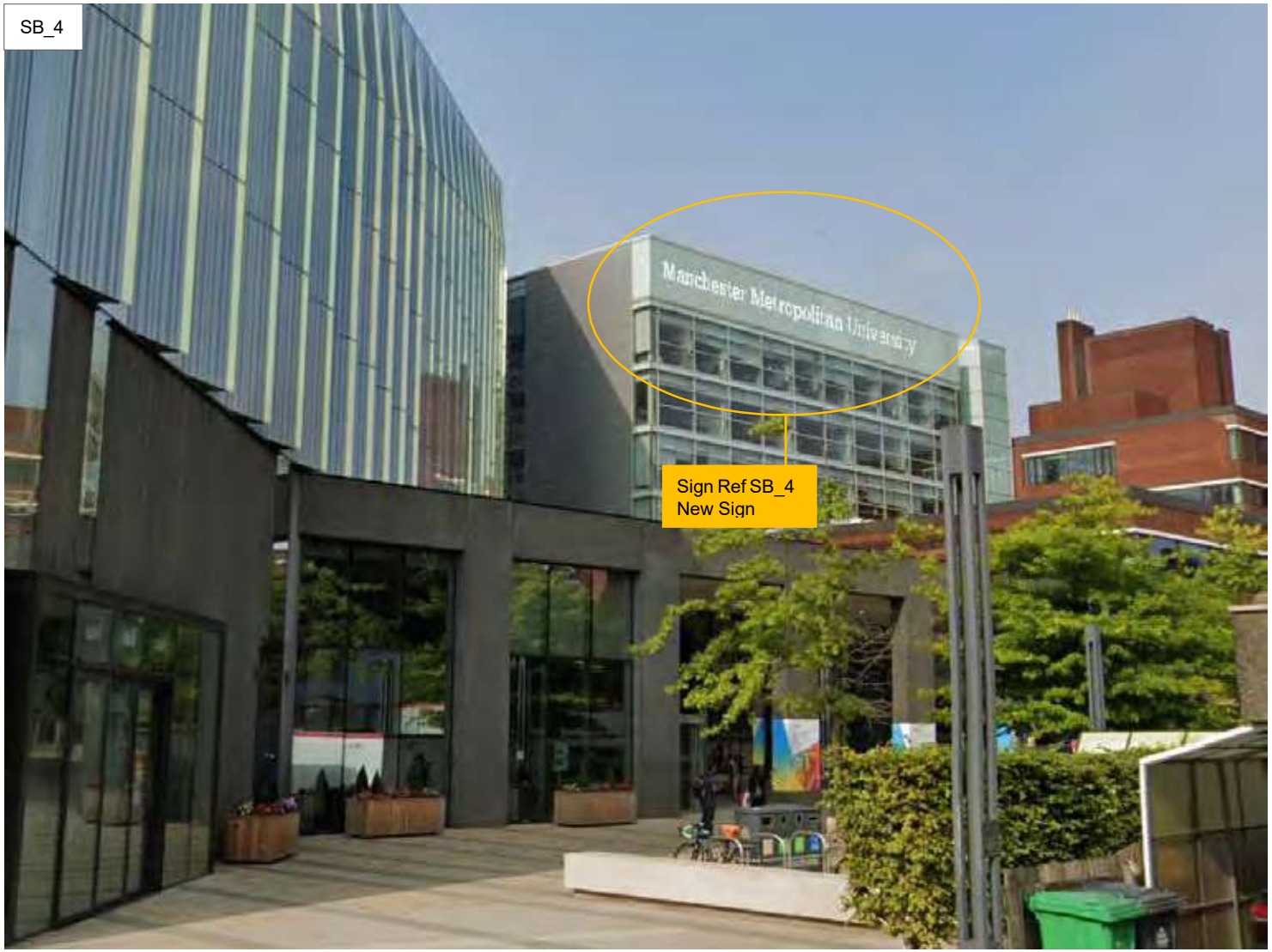
0.4 Design Proposals

Phase 2



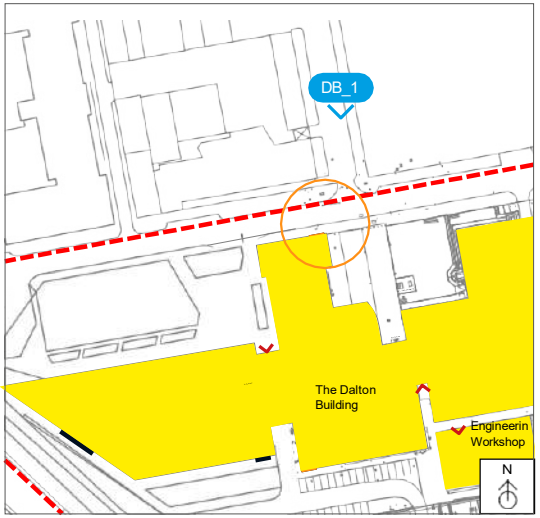
3. Existing Photograph Reference. View point from Lower Chatham Street. SB_4: Remove sign

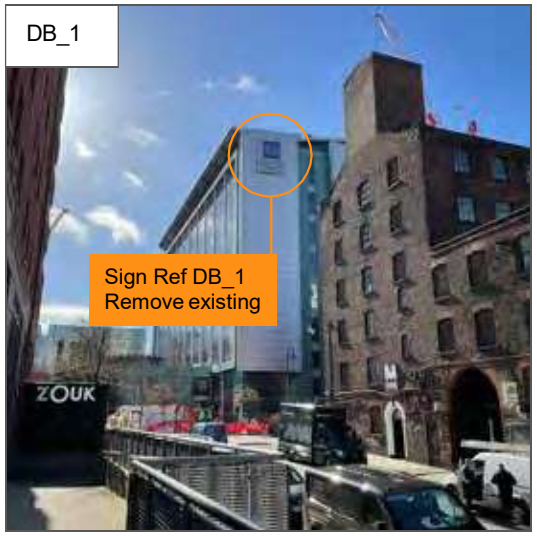


5. Sandra Burslem
Proposed Photograph Montage. View point from Lower Chatham Street. SB_5: New Horizontal university text to building West Elevation
White vinyl “Manchester Metropolitan University” text in Serifa Medium and Regular.

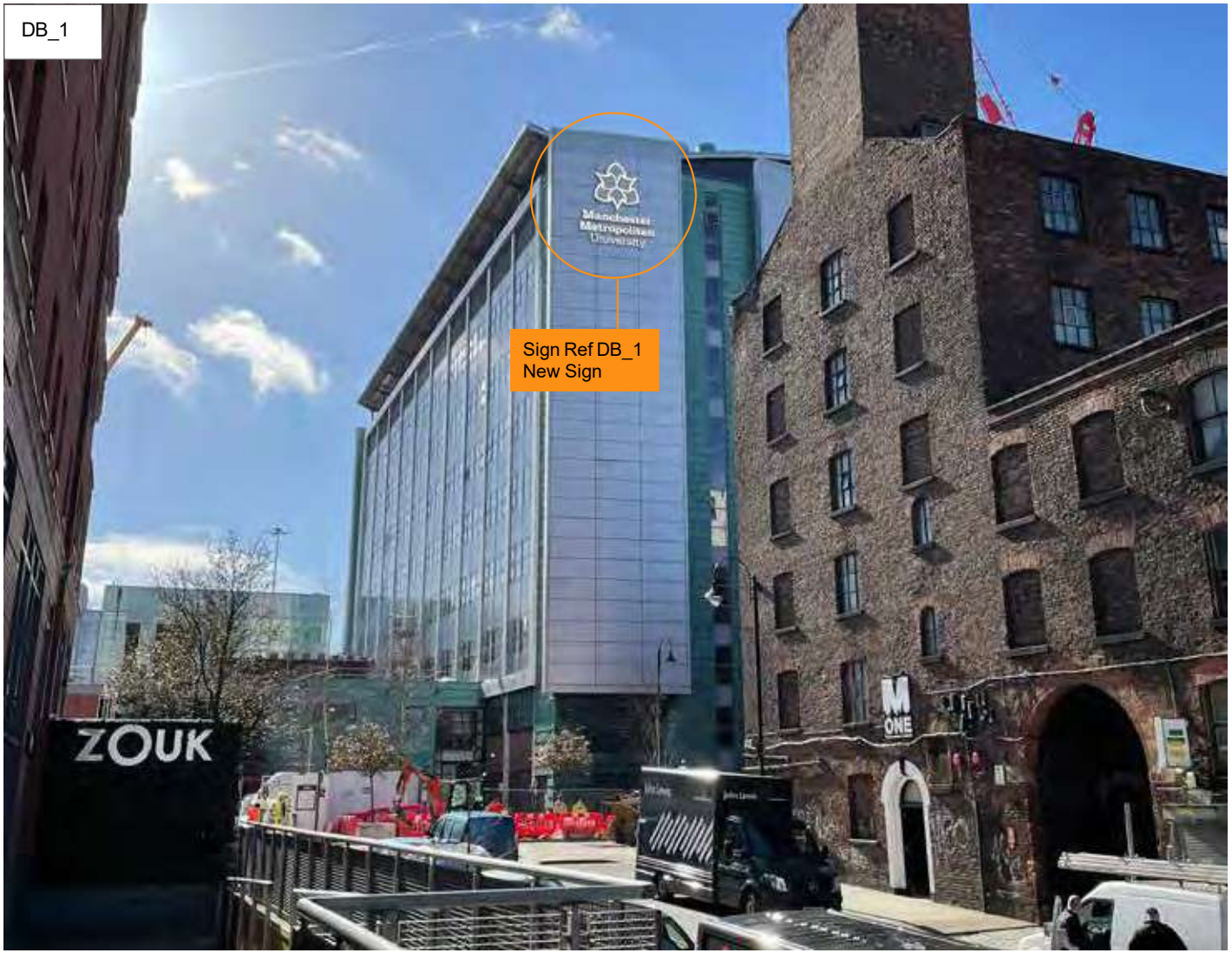
0.4 Design Proposals

Phase 2





1. Existing Photograph Reference. View point from Lower Ormond Street



1. The Dalton Building (Tower)
Proposed Photograph Montage. View point from Lower Ormond Street. DB_1: New secondary university logo on North Elevation

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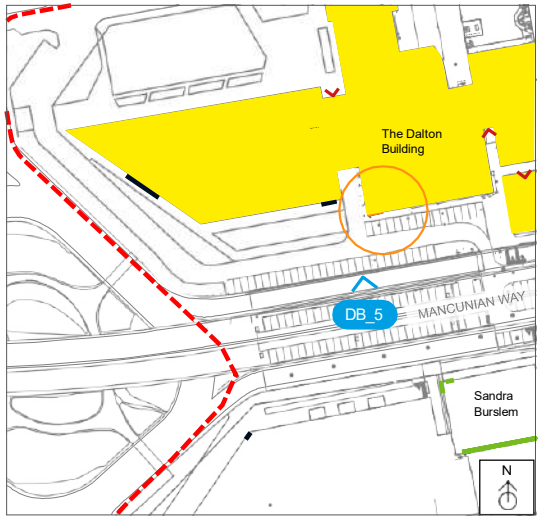
0.4 Design Proposals

Phase 2

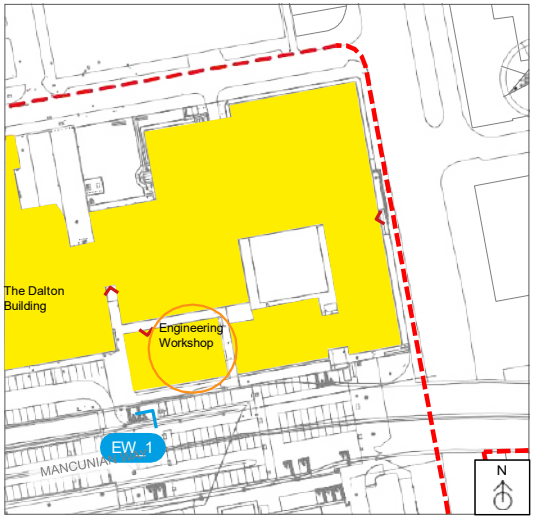


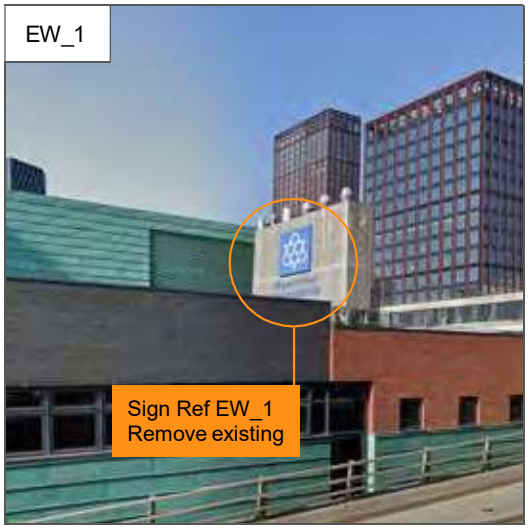
2. Existing Photograph Reference. View point from Mancunian Way

2. The Dalton Building (Tower)
Proposed Photograph Montage. View point from Mancunian Way. DB_5: New secondary university logo on South Elevation
Aluminium backing plate to match colour of building facade. Built up Aluminium powder coated white logo detail. Fixed to building facade.
Potential location for halo illumination

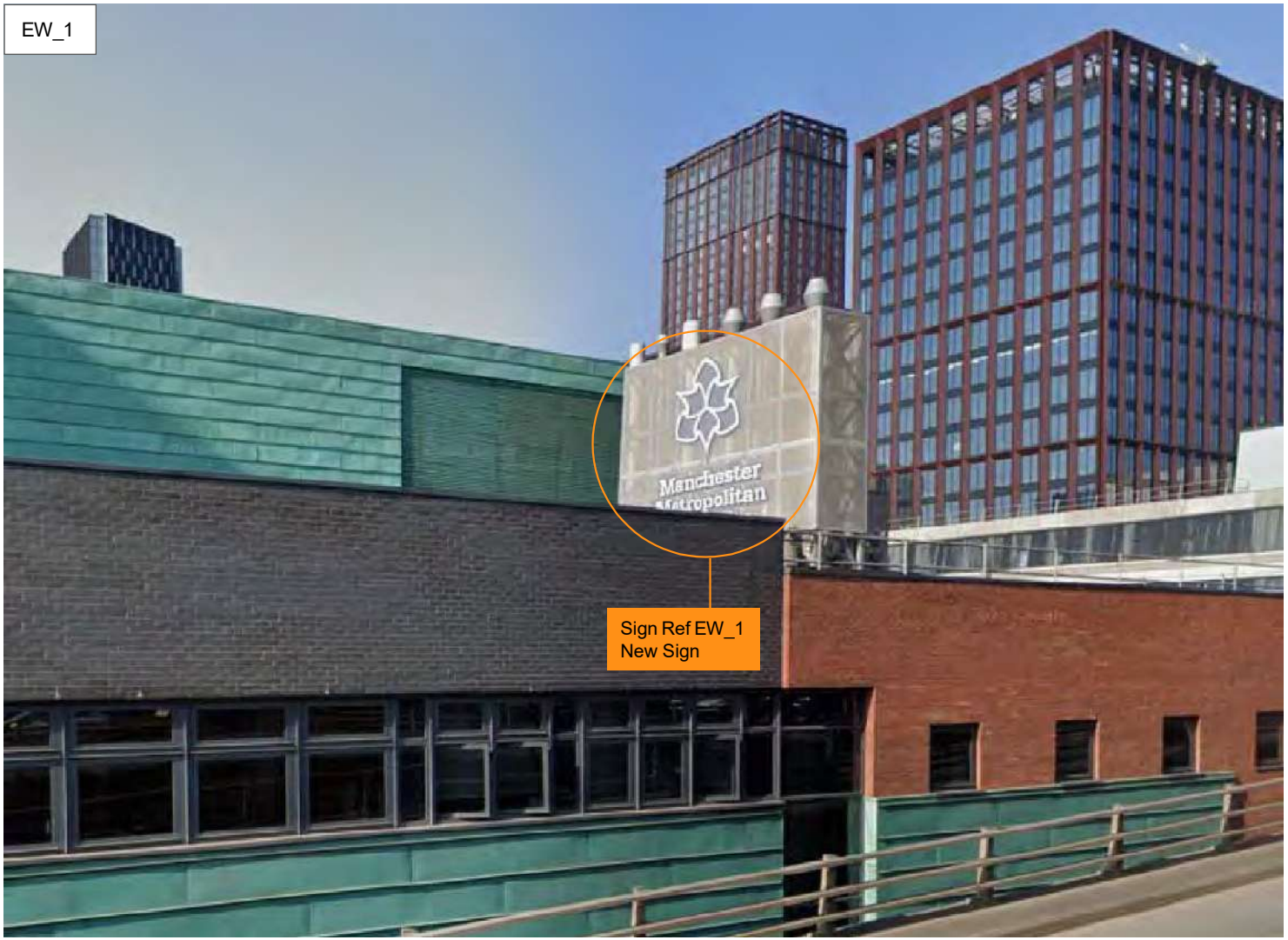
0.4 Design Proposals

Phase 2





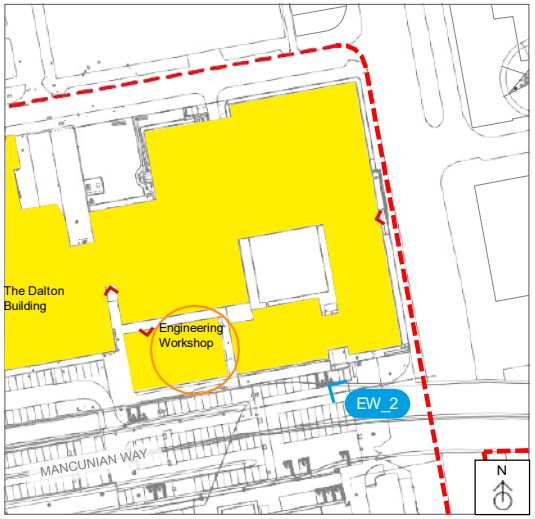
3. Existing Photograph Reference. View point from Mancunian Way



3. Engineering Workshop
Proposed Photograph Montage. View point from Mancunian Way. EW_1: New secondary university logo on West Elevation
Aluminium backing plate to match colour of building facade. Built up Aluminium powder coated white logo detail. Fixed to mesh panels.

0.4 Design Proposals

Phase 2

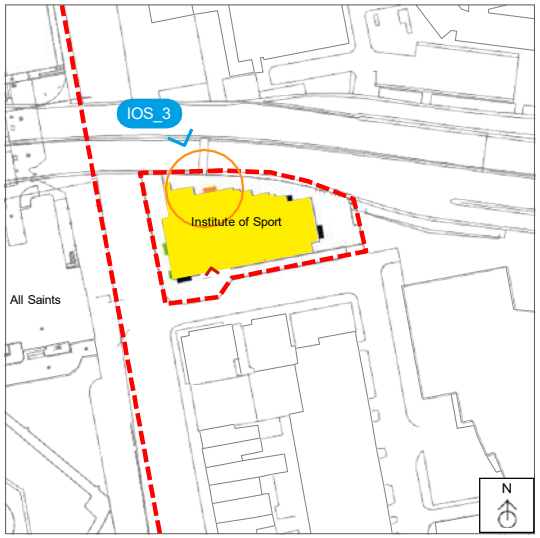


4. Existing Photograph Reference. View point from Mancunian Way

4. Engineering Workshop
Proposed Photograph Montage. View point from Mancunian Way. EW_1: New secondary university logo on West Elevation
Aluminium backing plate to match colour of building facade. Built up Aluminium powder coated white logo detail. Fixed to mesh panels.

0.4 Design Proposals

Phase 2

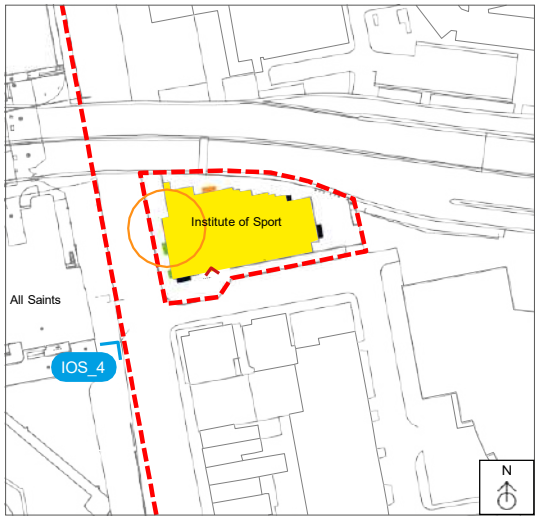


5. Existing Photograph Reference. View point from Mancunian Way Eastbound

5. Institute of Sport
Proposed Photograph Montage. View point from Mancunian Way. IOS_3: New primary university logo on North Elevation
Aluminium backing plate to match colour of building facade. Built up Stainless Steel logo detail. Fixed to building facade.

0.4 Design Proposals

Phase 2

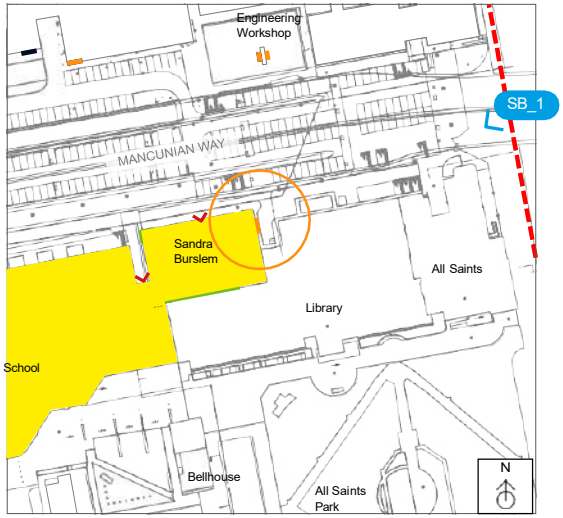


6. Existing Photograph Reference. View point from All Saints

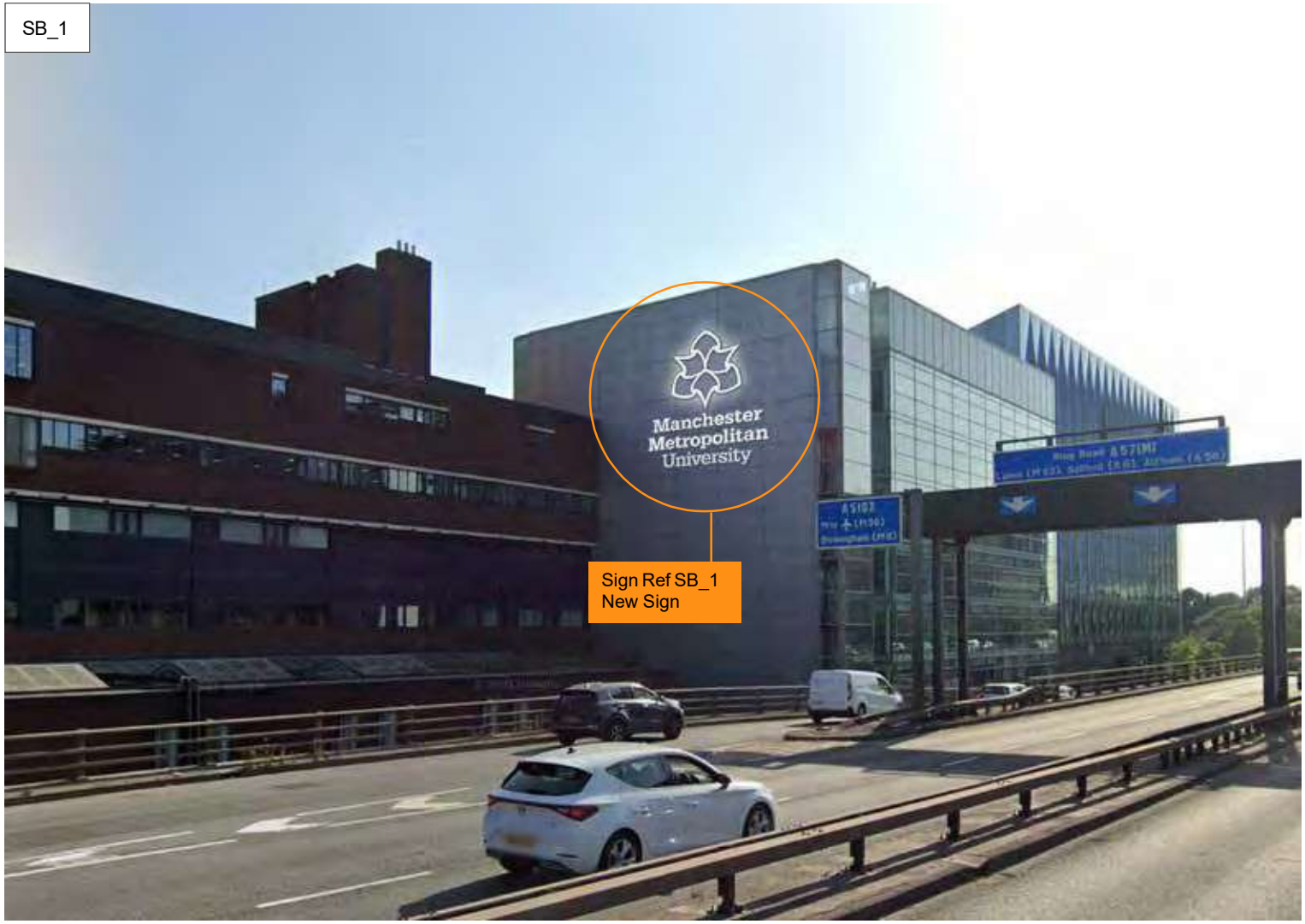
6. Institute of Sport
Proposed Photograph Montage. View point from All Saints. IOS_4: New primary university logo on West Elevation
Aluminium backing plate to match colour of building facade. Built up Stainless Steel logo detail. Fixed to building facade.

0.4 Design Proposals

Phase 2



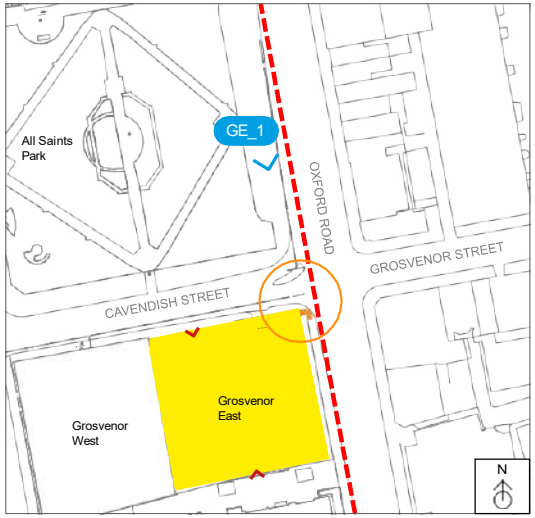
7. Existing Photograph Reference. View point from Mancunian Way Westbound



7. Sandra Burslem
Proposed Photograph Montage. View point from Mancunian Way Westbound. IOS_4: New secondary university logo on East Elevation
Aluminium backing plate to match colour of building facade. Built up Aluminium powder coated white logo detail. Fixed to building facade.
Potential location for halo illumination

0.4 Design Proposals

Phase 2

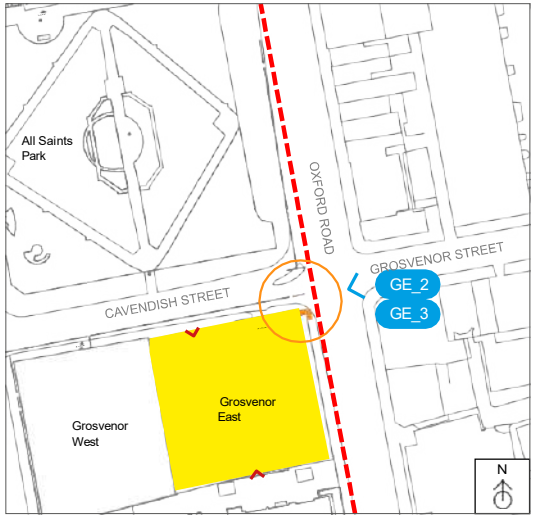


8. Existing Photograph Reference. View point from Oxford Road

8. Grosvenor East
Proposed Photograph Montage. View point from Oxford Road. IOS_4: New primary university logo on North Elevation
Aluminium backing plate to match colour of building facade. Built up Aluminium powder coated white logo detail. Fixed to building facade.
Potential location for halo illumination

0.4 Design Proposals

Phase 2

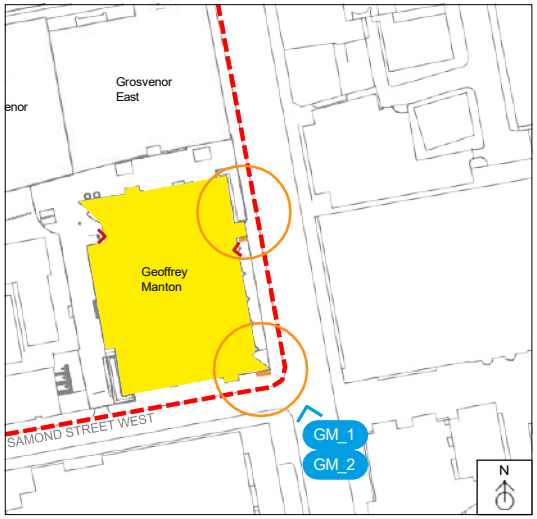


9. Existing Photograph Reference. View point from Grosvenor Street

9 & 10. Grosvenor East
Proposed Photograph Montage. View point from Grosvenor Street. GE_2: New Vertical university text to building East Elevation Fret Cut “Manchester Metropolitan University” text in Serifa Medium and Regular in building cladding.
GE_3: New spades icon on East Elevation Aluminium backing plate to match colour of building facade (copper). Built up Aluminium powder coated white logo detail. Fixed to building facade. Potential location for halo illumination

0.4 Design Proposals

Phase 2

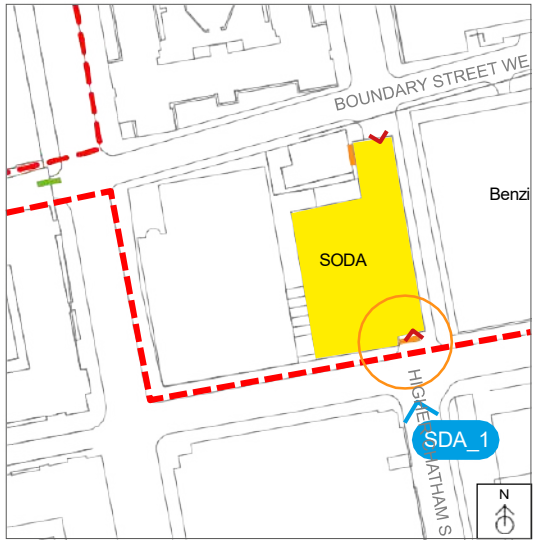


11. Existing Photograph Reference. View point from Oxford Road

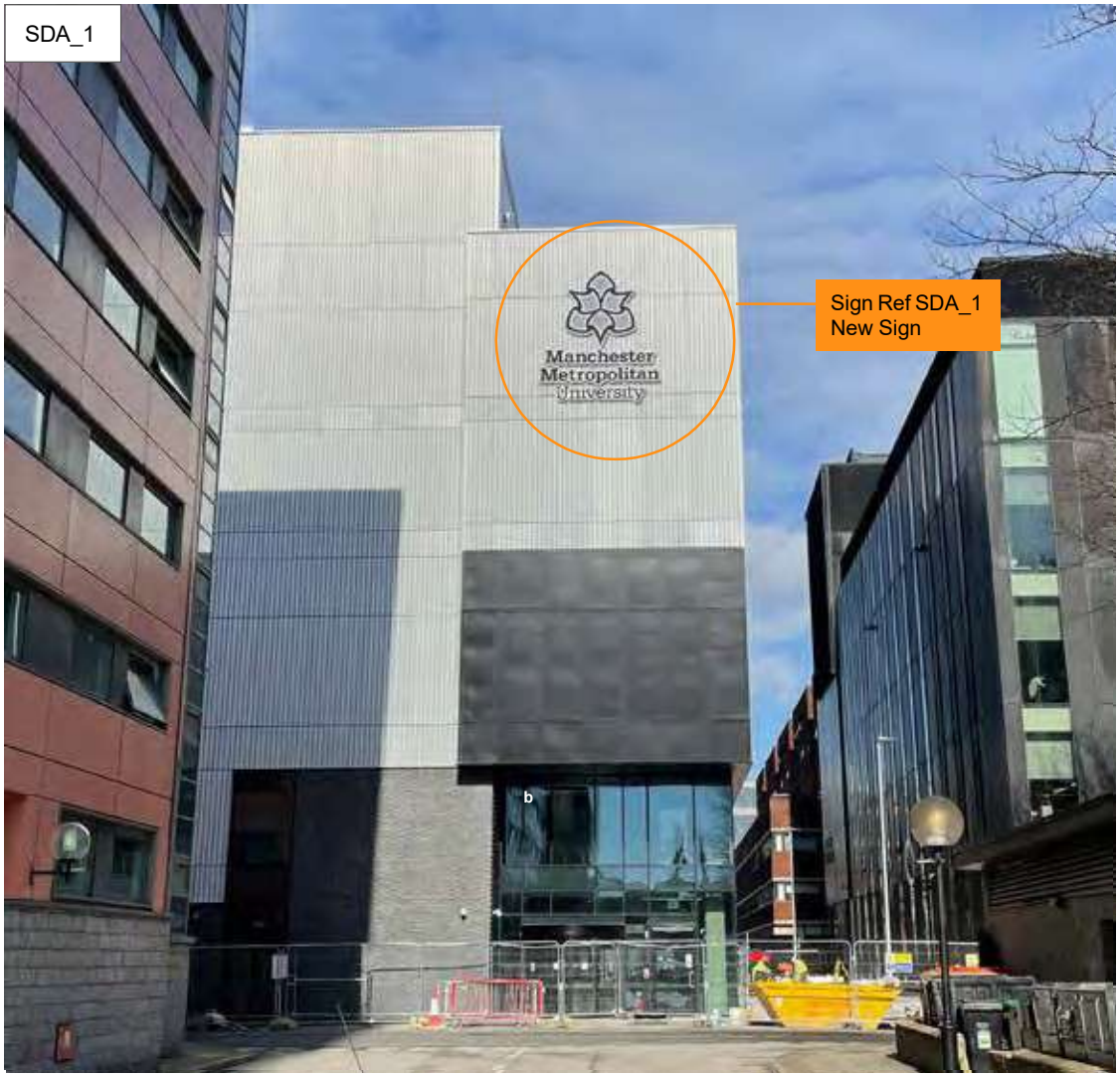
11 & 12. Geoffrey Manton
Proposed Photograph Montage. View point from Oxford Road. GM_1: New secondary university logo on South Elevation. Stainless Steel backing plate. Built up Aluminium powder coated white logo detail. Fixed to building facade.
GM_2: New Vertical university text to building East Elevation. Built up Stainless Steel letters “Manchester Metropolitan University” text in Serifa Medium and Regular.

0.4 Design Proposals

Phase 2



13. Existing Photograph Reference. View point from Higher Chatham Street

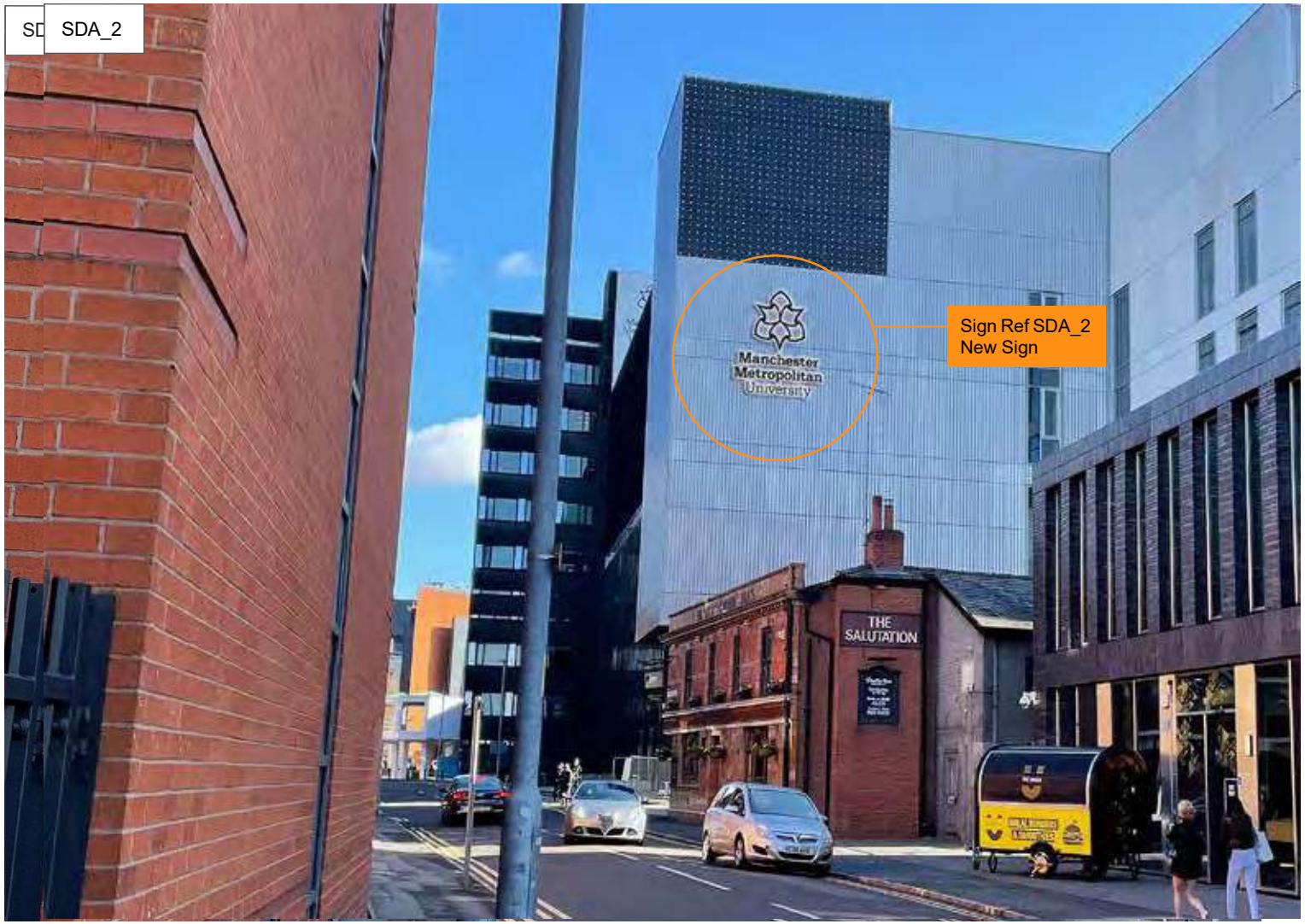


13. SODA
Proposed Photograph Montage. View point from Higher Chatham Street. SDA_1: New secondary university logo on South Elevation. Aluminium backing plate to match building facade. Built up Aluminium powder coated black logo detail. Fixed to building facade. Potential location for halo illumination

0.4 Design Proposals

Phase 2

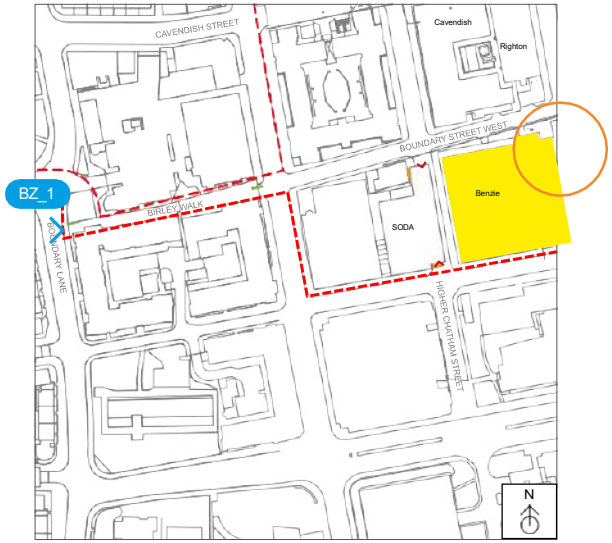
14. Existing Photograph Reference. View point from Boundary Street West

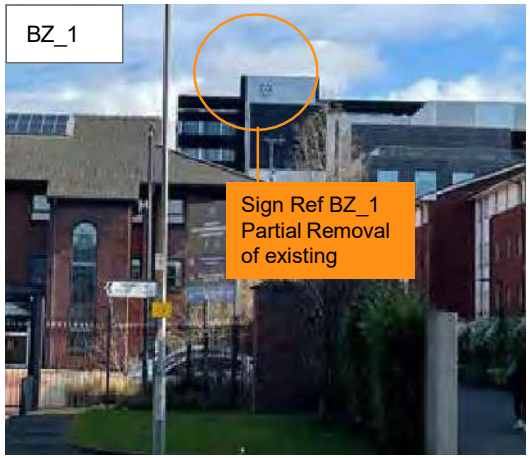


14. SODA
Proposed Photograph Montage. View point from Boundary Street West. SDA_2: New secondary university logo on West Elevation. Aluminium backing plate to match building facade. Built up Aluminium powder coated black logo detail. Fixed to building facade. Potential location for halo illumination

0.4 Design Proposals

Phase 2



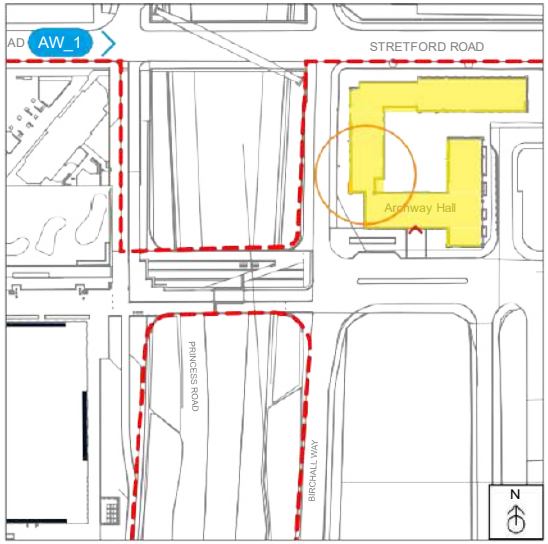


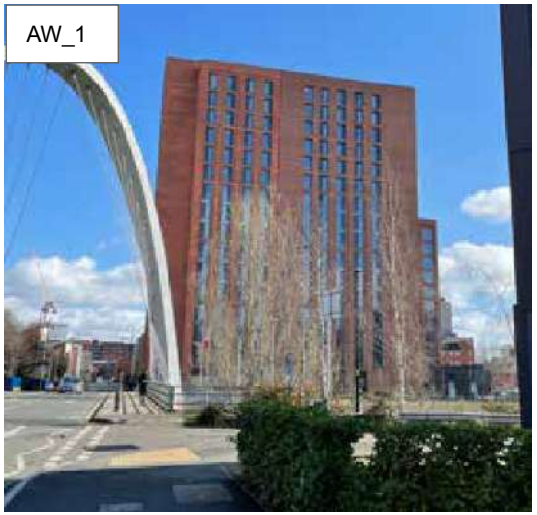
15. Existing Photograph Reference. View point from Boundary Lane

15. Benzie
Proposed Photograph Montage. View point from Boundary Lane. BZ_1: Retain existing spade icon add text to create new primary university logo on West Elevation. Aluminium backing plate to match building facade. Built up Aluminium powder coated black logo detail. Fixed to building facade.

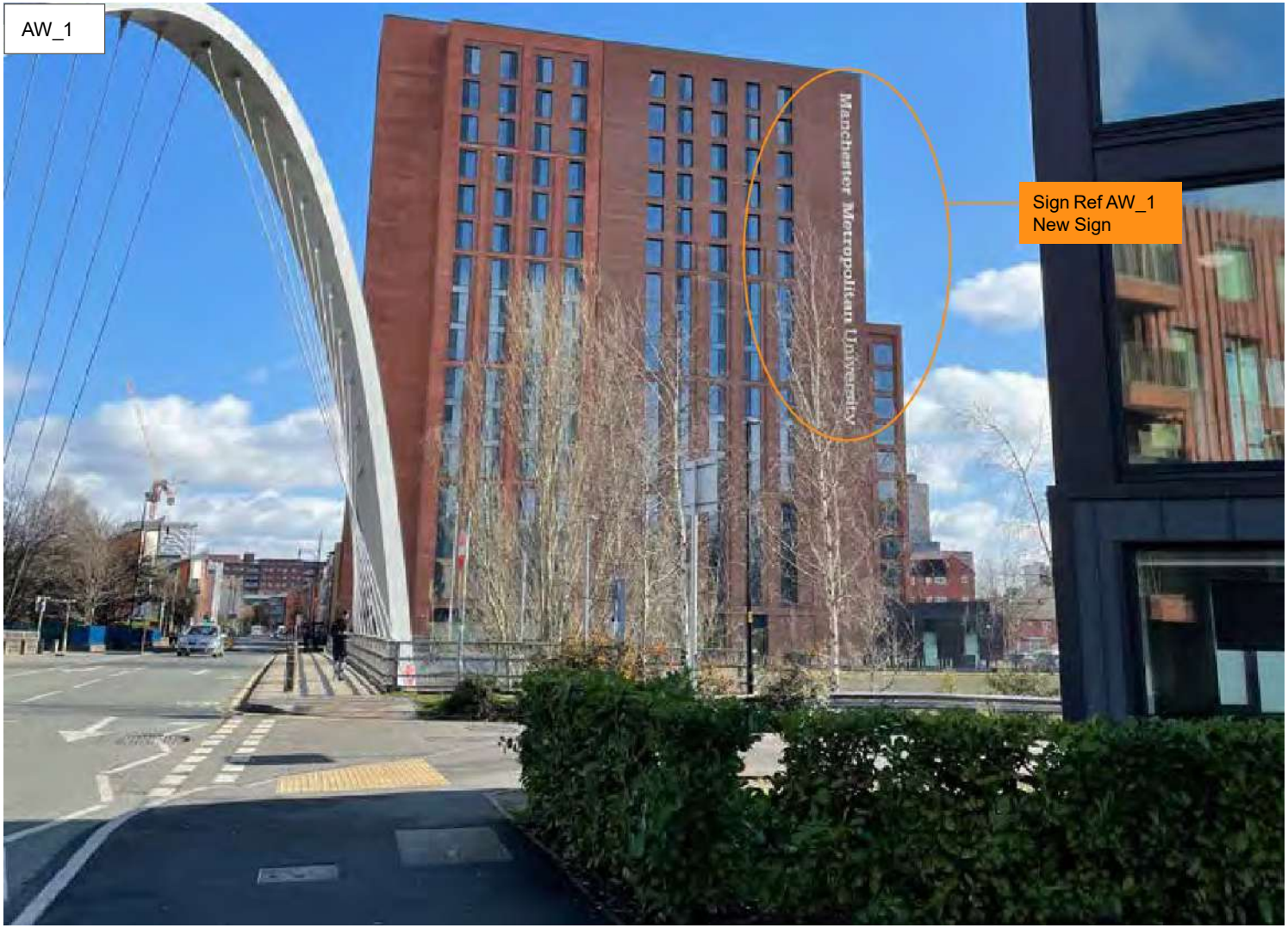
0.4 Design Proposals

Phase 2





15. Existing Photograph Reference. View point from Stretford Road



15. Archway Halls
Proposed Photograph Montage. View point from Stretford Road. BZ_1: New Vertical university text to building West Elevation. Built up Stainless Steel letters to match bridge detail “Manchester Metropolitan University” text in Serifa Medium and Regular.

PLACE
MARQUE
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