

Commercial Signage Guide

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Introduction

Kampus is a new garden neighbourhood in the heart of Manchester. The estate includes a mix of new and old buildings offering high-quality apartments for rent, amenity spaces for residents and a mix of commercial uses arranged around landscaped gardens next to the Rochdale Canal.

This guide is intended to help tenants develop commercial signage proposals that sit comfortably with the design of the buildings and outdoor spaces at Kampus, whilst offering flexibility for individual branding and design, and address Local Authority requirements.

General Guidance

This document sets out the approach to commercial signage across the Kampus estate and describes the location and type of signage that has been included in the approved design; it includes general guidance, plus some specific information for each of the buildings.

In the context of this guide “signage” should be taken to include: any signs, branding, graphics, flags, banners, window art or logos, or any other displays or promotional material, which would be visible from the outside of your unit or within your designated Outdoor Seating Area (“OSA”).

Please also familiarise yourself with the parts of your lease which relate to signage, branding and promotional material. It is also a requirement of your lease that you comply with any rules or guidance set out in this guide, which may be updated from time to time in the interests of good estate management and / or to address the requirements of the Local Authority.

It is your responsibility to present specific signage proposals as part of the process of obtaining landlord’s approval for your fit-out before any signage is installed.

Please note the following general guidance:

- All signage is subject to landlord approval prior to installation.
- You are responsible for any relevant planning, listed building consent or advertising consent required for your specific signage proposals.
- No externally mounted signage is permitted, other than in locations defined by the landlord and to an approved detail.
- Projecting signs must be no more than 40mm in thickness.
- Shopfront window signage should not cover more than 20% of the glazed area (although individual designs may be subject to review on their own merits).
- Any temporary signage proposals within the estate e.g. A-boards or banners will be subject to landlord approval.
- If you have proposals which fall outside of the scope of this guide, please get in touch – we are happy to consider creative proposals that will make a positive contribution to Kampus.
- If signage is to be illuminated, power must be taken from the power supply to your unit. The standard detail for protecting signage to North Block (block C), Stack (block E) and South Block (block F) includes a conduit for wiring to be drawn and connected to your supply.

Please get in touch (see **Contact Details**) if you have any questions.

North Block

This guidance for North Block should be read in conjunction with the separate document “Commercial Units Signage Zoning Block C E and F” by Chapman Taylor Architects.

North Block is a new building with red-brick elevations, subtle detailing, and occasional “pixels” around feature windows. The ground and first floor commercial spaces feature full-height shopfront glazing and glazed doors, surrounded by dark, profiled-metal cladding.

Signage for North Block can include the following:

- Projecting signage in defined locations for each unit (in accordance with a standard detail).
- Internally mounted signage behind glazing, for example, neon or lightboxes.
- Vinyl, signwriting or similar to glazed areas.

Stack

This guidance for Stack should be read in conjunction with the separate document “Commercial Units Signage Zoning Block C E and F” by Chapman Taylor Architects.

Stack is a former university building that has been completely refurbished and increased in height by three storeys. The façade has the appearance of “Corten” steel, with “concrete” banding to echo the earlier 1960s façade spandrels, with both inset and projecting balconies. The commercial spaces at ground and first floor feature full-height glazing and glazed doors, with dark, profiled-metal cladding.

Signage for Stack can include the following:

- Projecting signage in defined locations for each unit (in accordance with a standard detail).
- Internally mounted signage behind glazing, for example, neon or lightboxes.
- Vinyl, signwriting or similar to glazed areas.

South Block

This guidance for South Block should be read in conjunction with the separate document “Commercial Units Signage Zoning Block C E and F” by Chapman Taylor Architects.

South Block is a new building with red-brick elevations, subtle detailing, and occasional “pixels” around feature windows. The ground floor commercial spaces feature full-height shopfront glazing, surrounded by dark, profiled-metal cladding.

Signage for South Block can include the following:

- Projecting signage in defined locations for each unit (in accordance with a standard detail).
- Internally mounted signage behind glazing, for example, neon or lightboxes.
- Vinyl, signwriting or similar to glazed areas.

Minto & Turner

Minto & Turner is a grade-2 listed former canal warehouse; elevations are original red-brick, with contemporary architectural additions, including new windows, shopfronts, and timber doors.

The following signage types have been allowed for in the approved scheme:

- A door-mounted sign above the entrance door to units F1/G1.
- Internally mounted signage behind glazing, for example, neon or lightboxes.
- Vinyl, signwriting or similar to glazed areas.

Other types of signage can be proposed and may be approved by the landlord but would also be subject to statutory approval because this is a listed building.

Minshull House

Minshull House is a grade-2 listed former canal warehouse; elevations are original red-brick, with contemporary architectural additions, including new windows, projecting canopies and timber doors.

The following signage types have been allowed for in the approved scheme:

Unit G3

- Lightweight sign* to the overhead entrance canopy on Little David Street.
- Lightweight sign* to the two panels above shopfront glazing on Chorlton Street.
- Internally mounted signage behind glazing, for example, neon or lightboxes.
- Vinyl, signwriting or similar to glazed areas.

Unit G4

- Lightweight sign* to the panels above new glazing to archway on Little David Street.
- Lightweight sign* to the overhead entrance canopy on Little David Street.
- Lightweight sign* to new fascia panel above unit doors to garden elevation.
- Internally mounted signage behind glazing, for example, neon or lightboxes.
- Vinyl, signwriting or similar to glazed areas.

Unit G5

- Lightweight sign* to new fascia panels above glazed doors to garden elevation.
- Sign in specified location attached to profiled-metal cladding to new-build extension.
- Internally mounted signage behind glazing, for example, neon or lightboxes.
- Vinyl, signwriting or similar to glazed areas.

*Lightweight signs must be bonded or adhesively fixed to the metal panels; mechanical fixings are not permitted. Please provide details for approval.

Other types of signage can be proposed for Minshull House and may be approved by the landlord but would also be subject to statutory approval because this is a listed building.

Outdoor Seating Areas (“OSA”)

You must comply with the specific terms of your licence for any OSA. As with building signage, it is your responsibility to present your signage proposals for approval by the landlord, and obtain any relevant consents, before signage is installed.

Postal Addresses

The signage design for your unit must include a proposed location and format for your unit address, which your solicitor will confirm. This is a legal requirement.

Signage for Events, Promotions and Advertising

Please contact Native to discuss and seek approval for any signage relating to events, promotions, or advertising. In general, 3rd party advertising or promotion will not be permitted.

Temporary Signage During Fit-Out

Please submit proposals for temporary signage, hoardings, or internal screening along with your fit-out proposals for approval. Builder's advertising boards are not permitted. Please also refer to the Commercial Fit Out Guide.

Installation and Maintenance

If you need to install and / or maintain your signage from the common areas, or any parts of Kampus that might impact on residents, other operators, or the public, please contact Native to obtain a permit to work. You will be required to provide a specific risk assessment and method statement, plus evidence of appropriate insurance cover, before any work can proceed.

Approvals and Consents

Please make sure you have allowed sufficient time to obtain the necessary approvals and / or consents before signage is installed.

Any signage necessary to obtain Building Control approval for your fit-out, such as glazing manifestation, or internal fire-escape signage, prior to occupation is your responsibility.

You may be instructed by the landlord to remove any unapproved signage and make-good at your own expense.

In relation to both Minto & Turner and Minshull House, notes that it is an offence to carry out work to a listed building without Listed Building Consent.

Contact Details

Signage proposals, or any technical or design queries, should be submitted to the landlord's Estate Manager, Native, in the first instance. Native is based in the management office, which is on the first floor of Stack, office hours are:

- 08:30 to 17.30 Monday to Friday
- 09:30 to 1pm Saturday
- 10:00 to 1pm Sunday
- 10:00 to 1pm Bank Holidays

The reception desk can be contacted 24/7 on 0161 546 1340.