

Signage Strategy - Kampus

Executive Summary

This document is submitted with reference to Planning Condition 27a of application number 112034/FO/2016/C2 known as Kampus, Aytoun Street, Manchester and addresses planning condition 27(a) relating to the signage strategy.

Planning Condition 27a

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, have a 24/7 presence on site and are 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 attached Commercial Signage Guide, 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. In addition, the tenants of the commercial units within the new build buildings are provided with the separate document 'Commercial Units Signage Zoning Block C, E and F' which is required to be read in conjunction with the Commercial Signage Guide.

It is a requirement of the commercial leases that tenants in the new build buildings comply with the rules and guidance within these documents, and the landlord has the ability to update these in the interests of good estate management.