

CIRCLE SQUARE BLOCKS 5&6 + 7&8

SIGNAGE & OUTDOOR SEATING STRATEGY

OCTOBER 2023



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

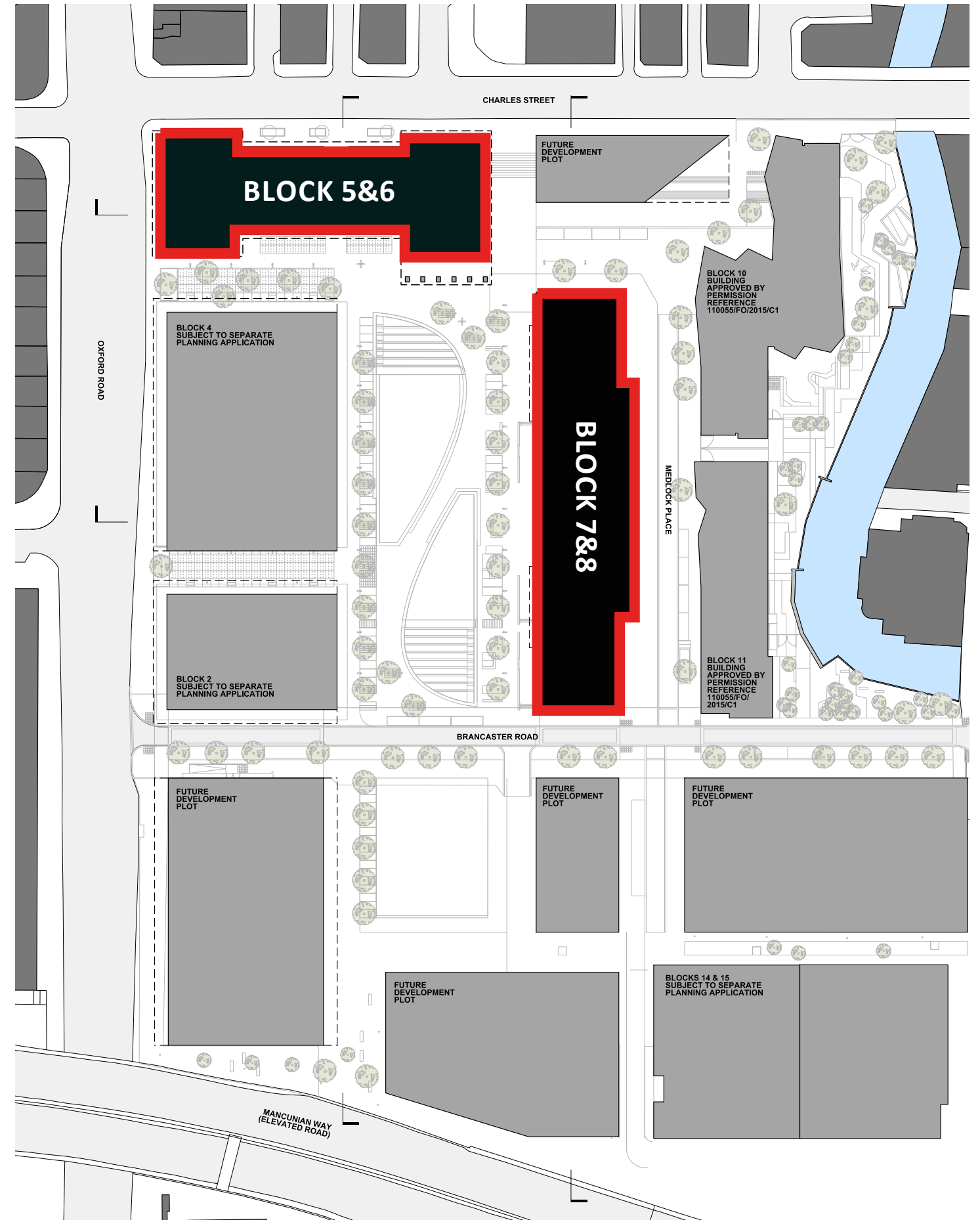
Blocks 5&6 + 7&8, also known as VITA Living North + East, are private rental residential buildings and form a significant part of the development. The buildings have mixed-use Ground and Mezzanine levels consisting of retail units and private amenity space for the tenants. The entrances to these retail 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

VITA Living

Designed to exceed the expectations of professionals living in the city, Vita Living 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

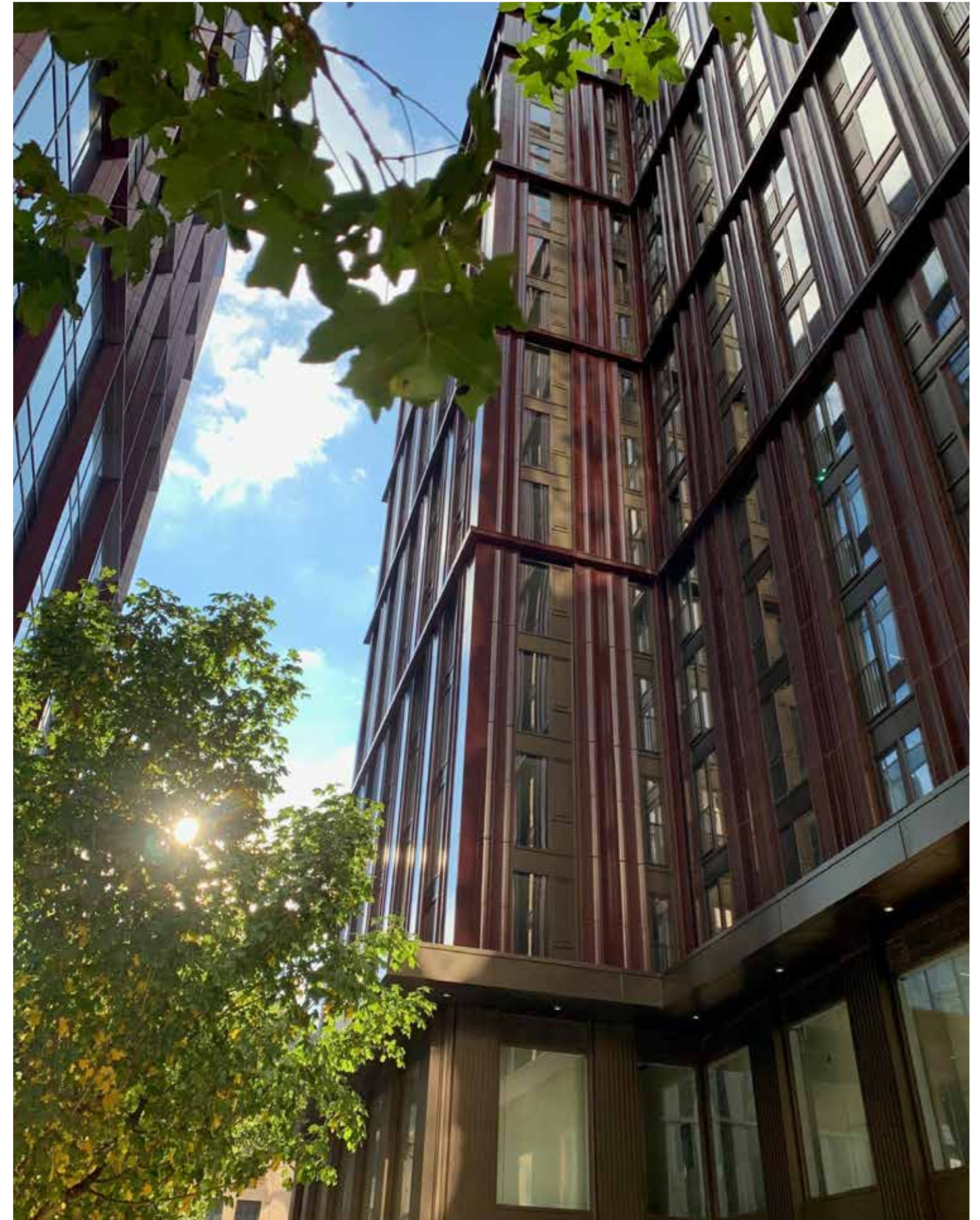
The tenant will then be responsible for obtaining planning permission and discharging conditions (where required). Copies of permissions and discharge notices should be submitted to the landlord prior to work commencing.

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.



3 - DESIGN OPPORTUNITIES - OUTDOOR SEATING

Design

The design of outdoor seating areas should compliment 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.

