

Manchester Metropolitan University

Design and Access Statement

Planning Presentation
Draft 1

0.1

Introduction

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



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 is 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

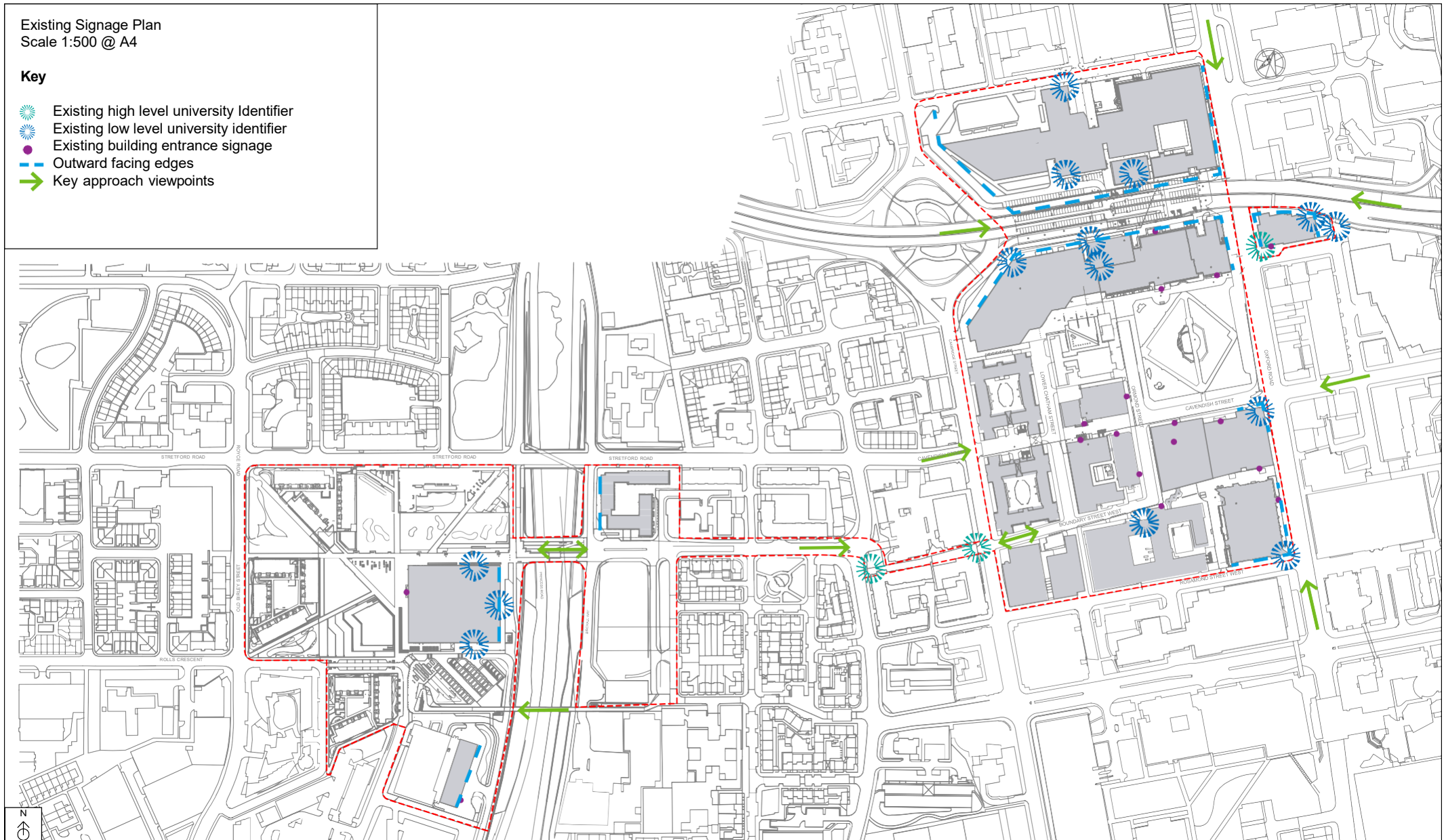


0.2 Context

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



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.

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

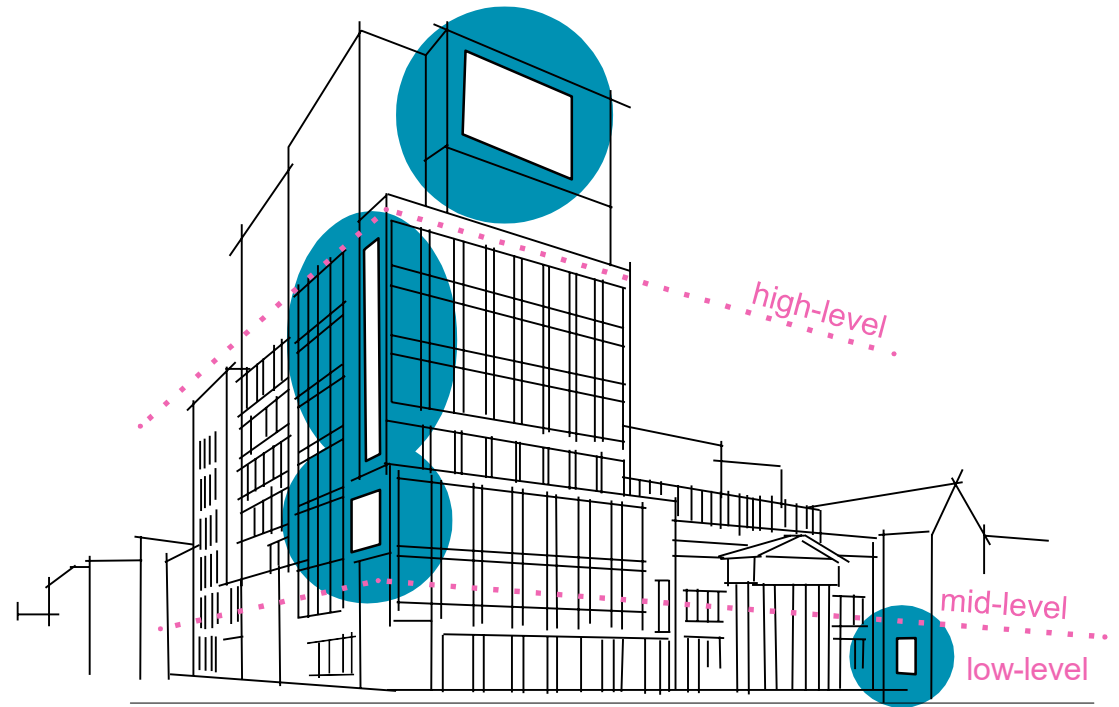
The purpose of University identifiers is to distinguish University buildings amongst others in the city skyline, to build a consistent and visually cohesive environment within the University estate. Through implementation of the wayfinding strategy the University will develop a distinctive sense of place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

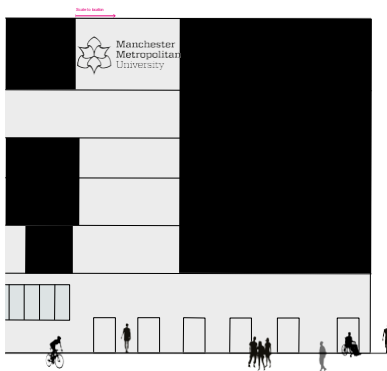
Typically seen from a significant distance this sign type, should feature the primary logo layout. However if the architecture of the building restricts the use of this layout, alternative arrangements have been identified below.

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.

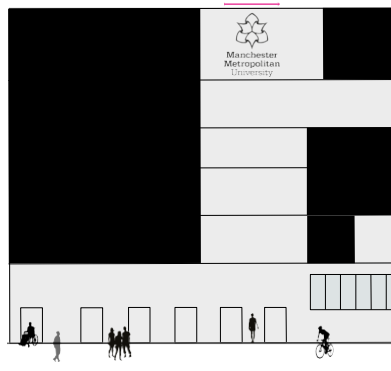
As the campus is accessible 24/7 high-level signage should be lit where possible to have an impact at night and through all seasons. The options illustrated below are the four approved layout options for University identifiers.



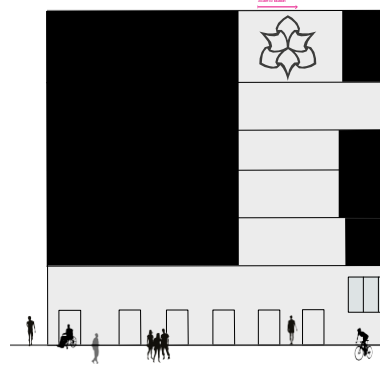
Option 1 - Primary Logo



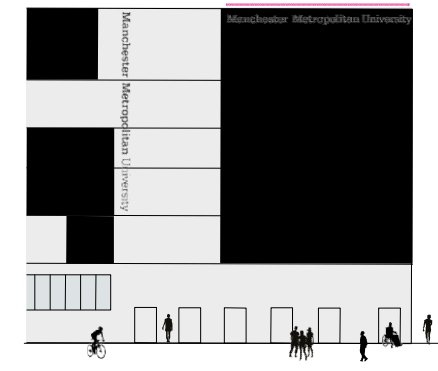
Option 2 - Secondary Logo



Option 3 - Isolated Spade



Option 4 - Linear Text



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

0.3

Sign Locations

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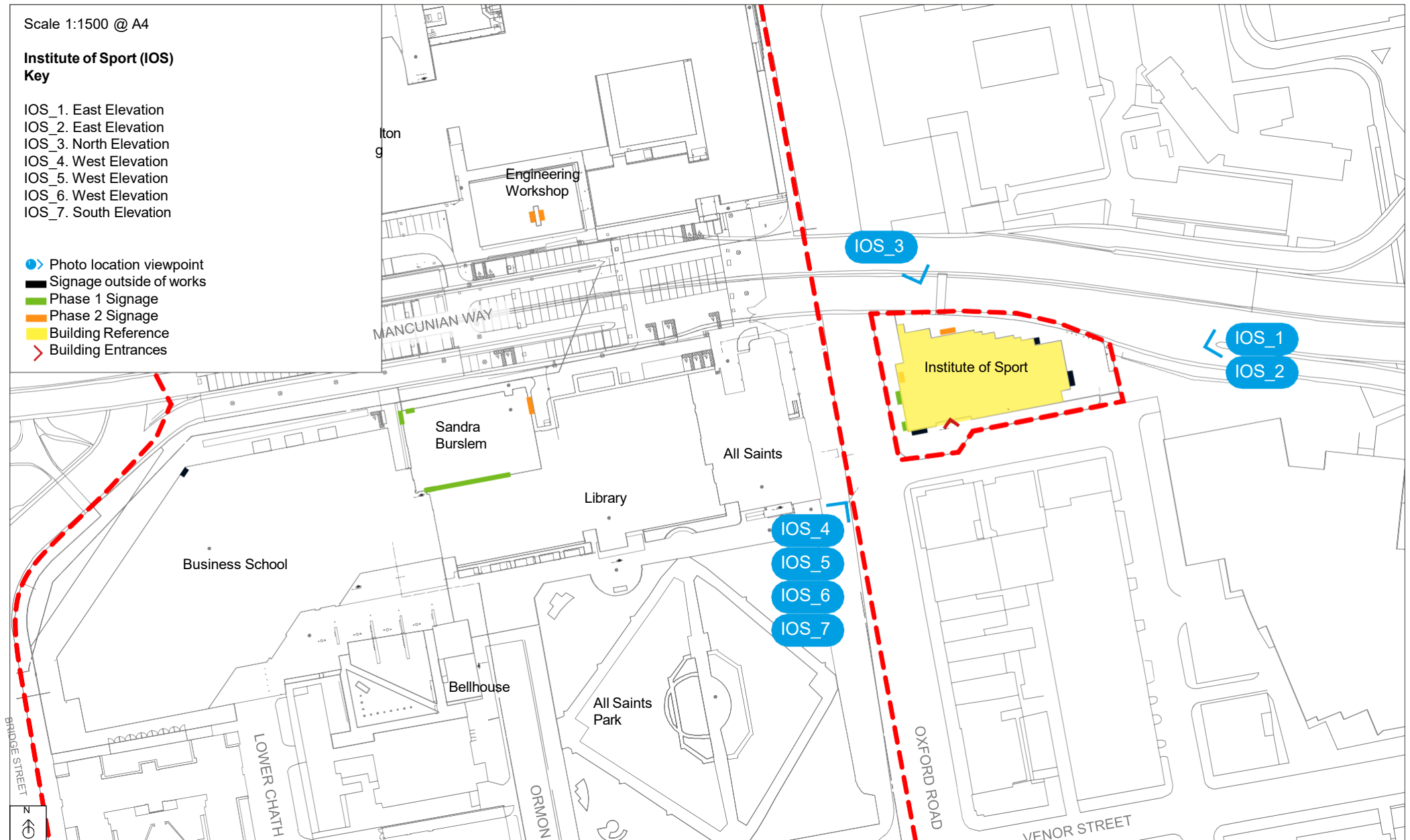
Overall Proposed Sign Location Plan
Scale 1:500 @ A4

Key

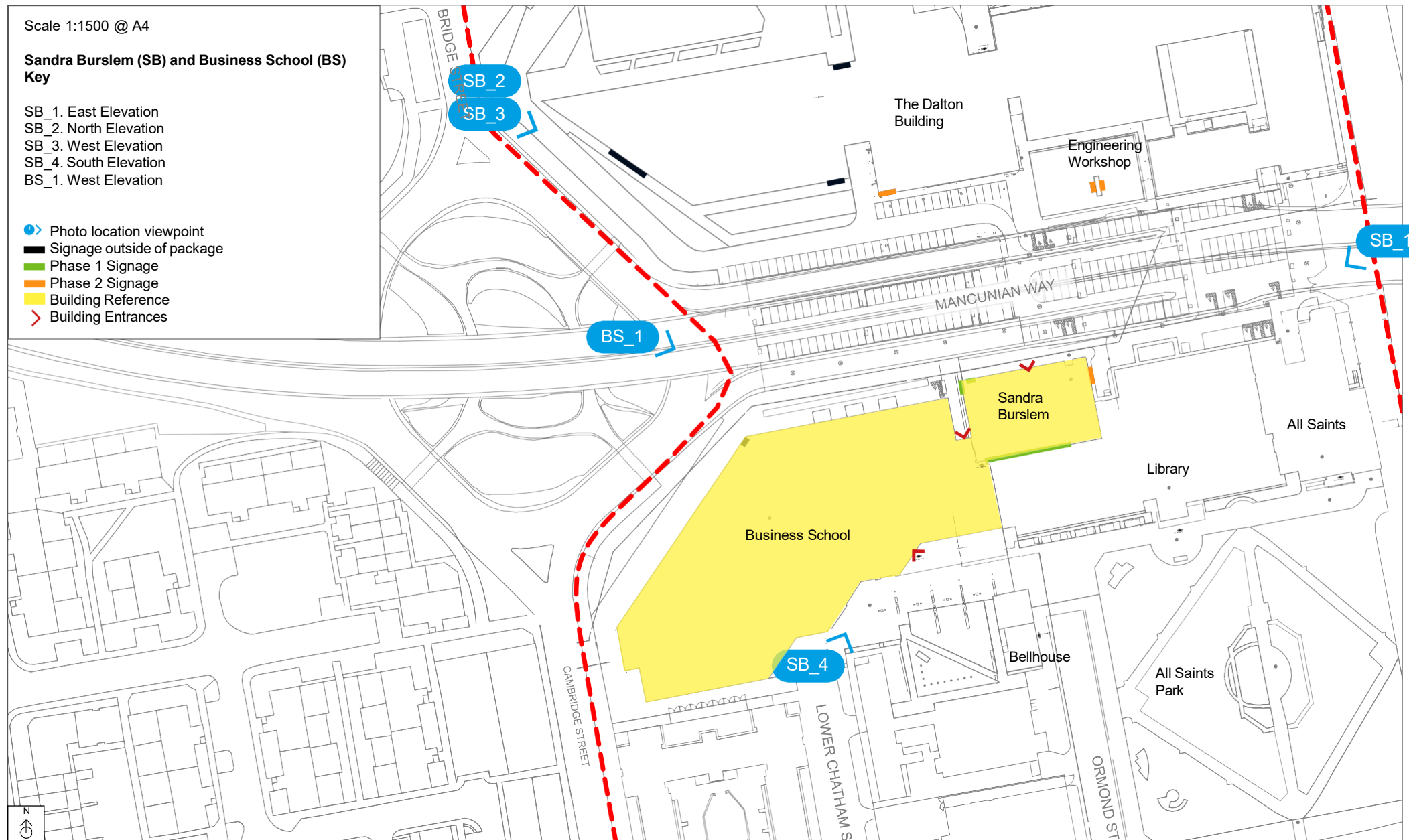
- Existing University Identifier Signage
- Phase 1 University Identifier Signage
- Phase 2 University Identifier Signage
- Building Reference
- Outward facing edges
- Key approach viewpoints
- Building Entrances
- Photo location viewpoint



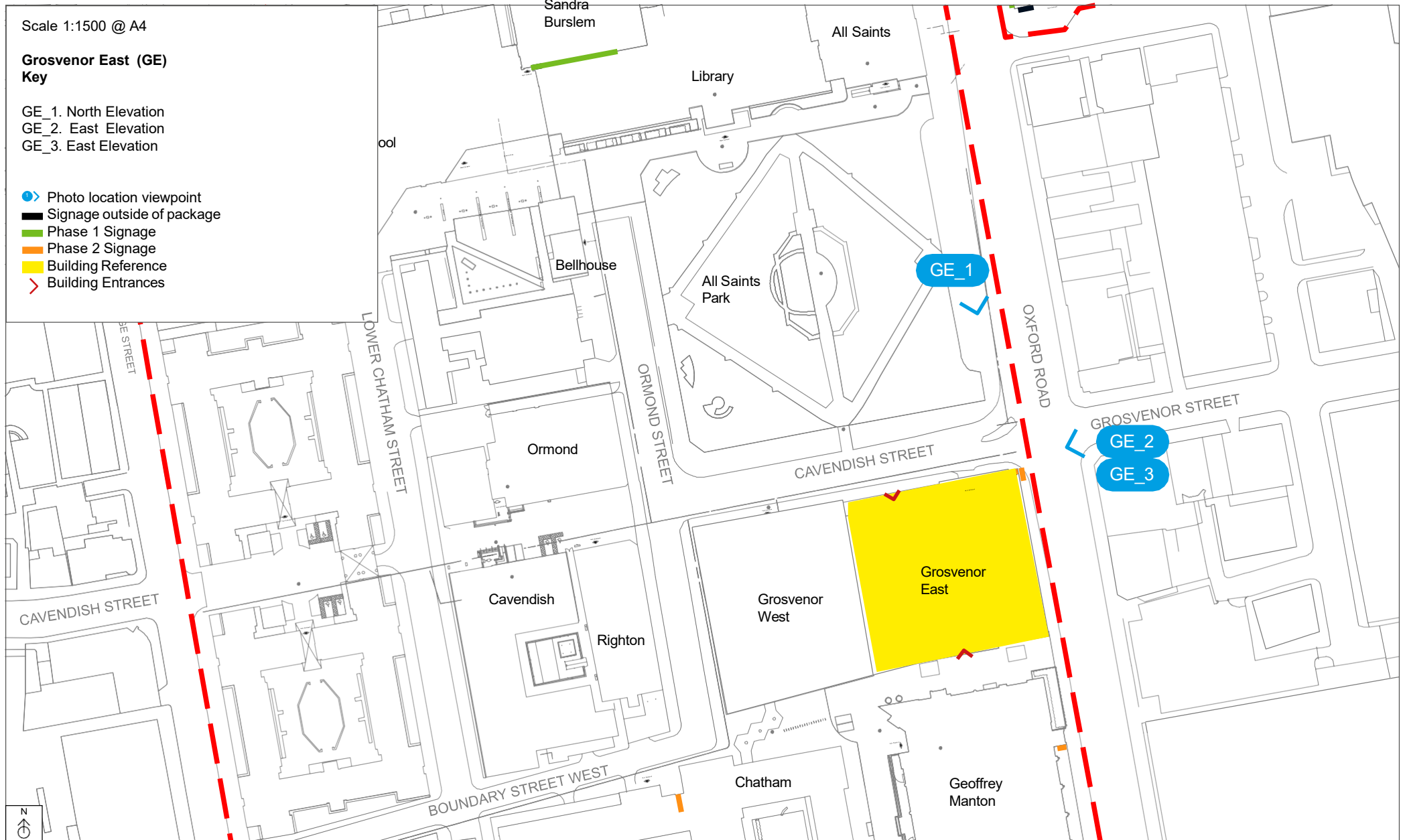
0.3 Sign Locations

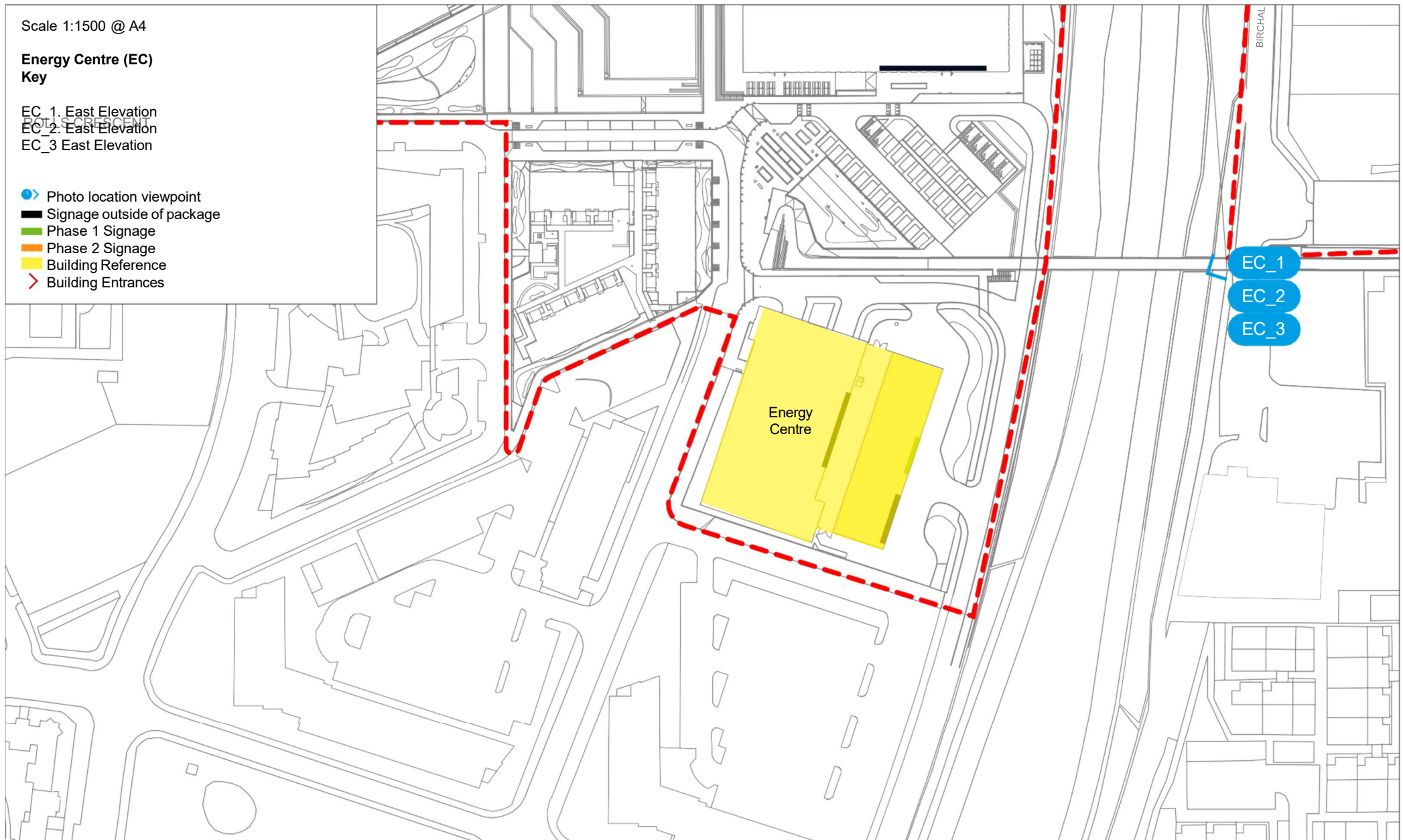


0.3 Sign Locations



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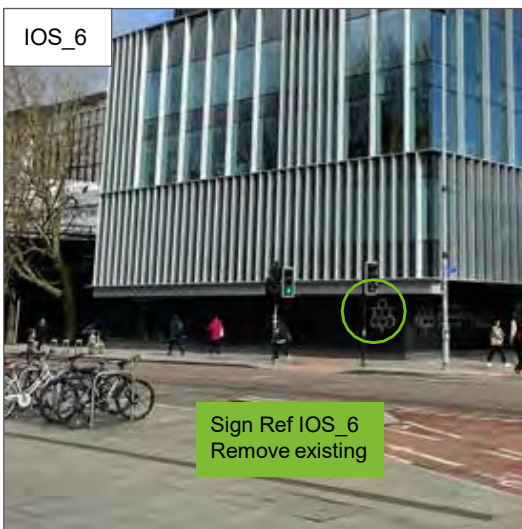
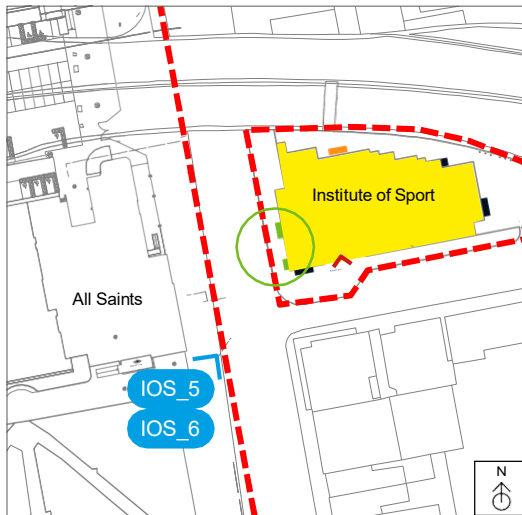


0.4

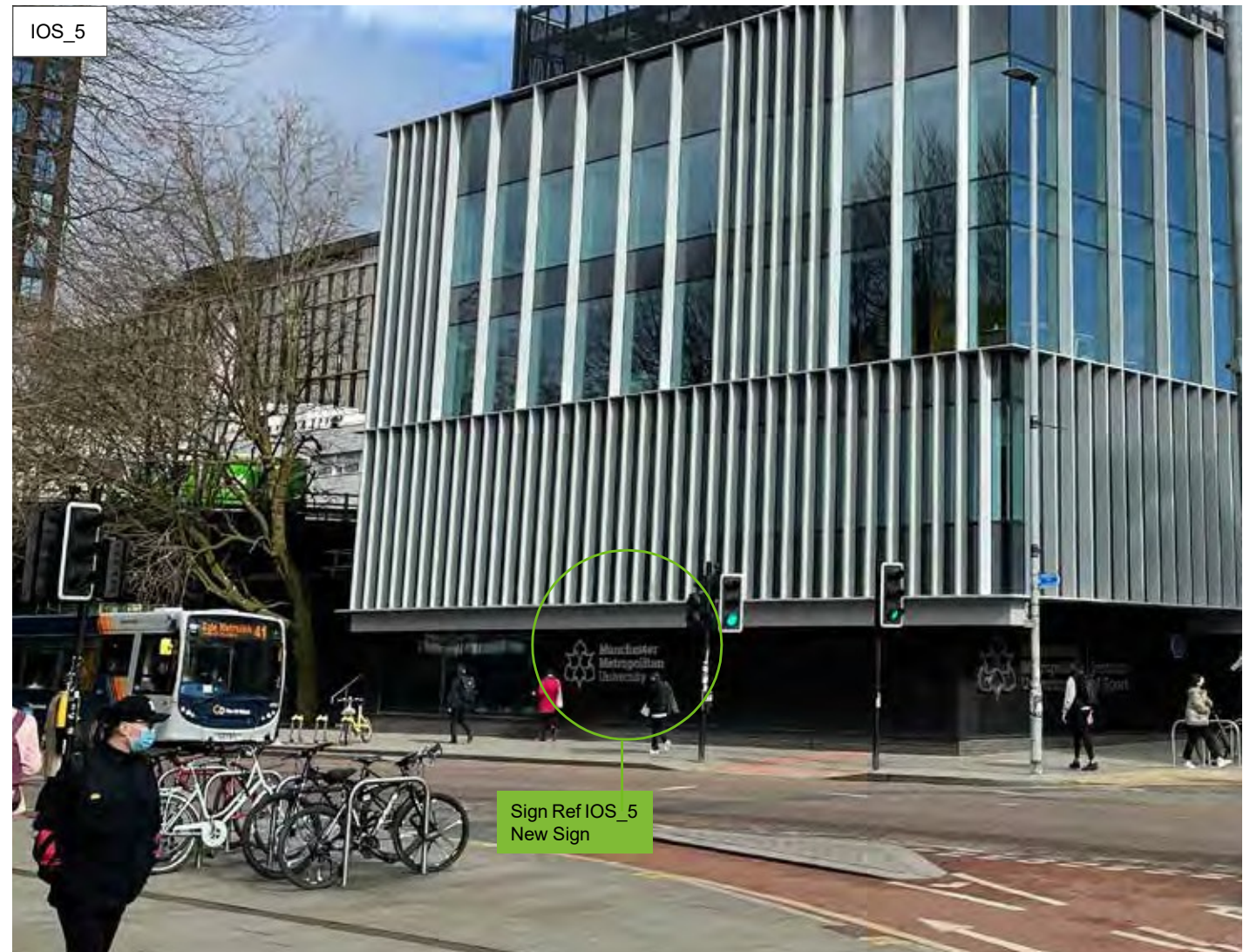
Design Proposals

0.4 Design Proposals

Phase 1



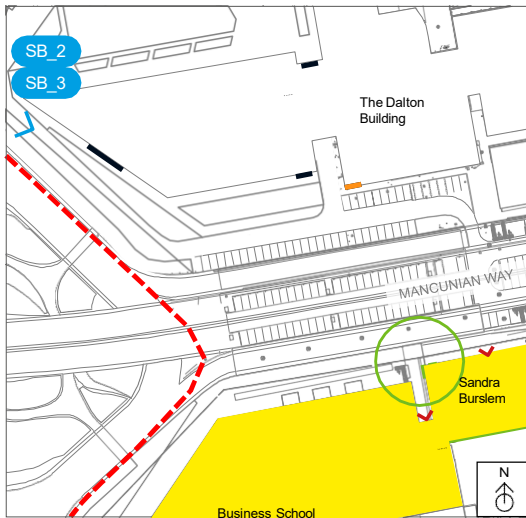
2. Existing Photograph Reference. View point from All Saints. IOS_6: Remove Spade icon on West Elevation Low Level



1. Institute of Sport
Proposed Photograph Montage. View point from All Saints. IOS_5: New primary logo sign on Oxford Road elevation (low level)
Aluminium backing plate to match colour of building facade. Built up Stainless Steel logo detail. Fixed to building facade.

0.4 Design Proposals

Phase 1



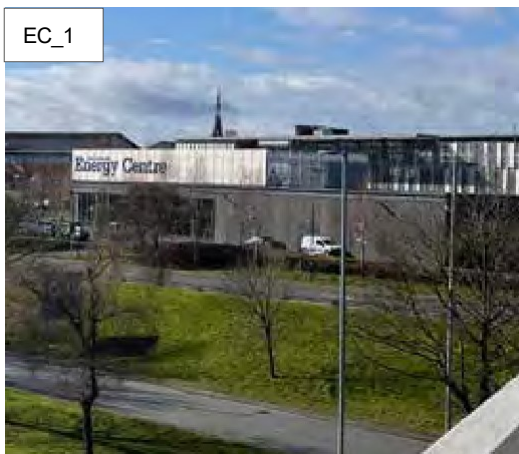
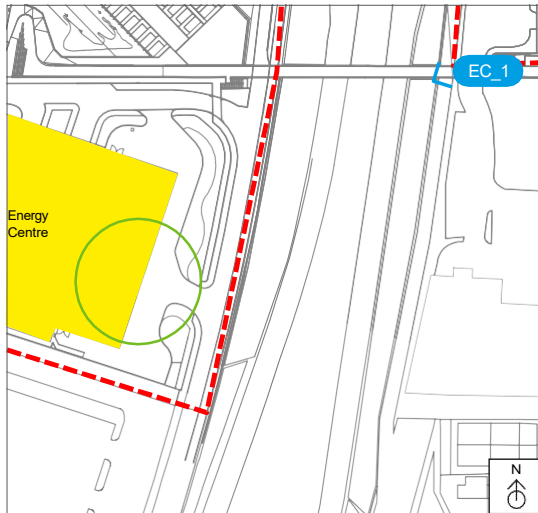
3. Existing Photograph Reference. View point from Cambridge Street. SB_2 Remove sign



4. Sandra Burslem Proposed Photograph Montage. View point from Cambridge Street. SB_3: New Vertical university text to building West Elevation White vinyl "Manchester Metropolitan University" text in Serifa Medium and Regular.

0.4 Design Proposals

Phase 1



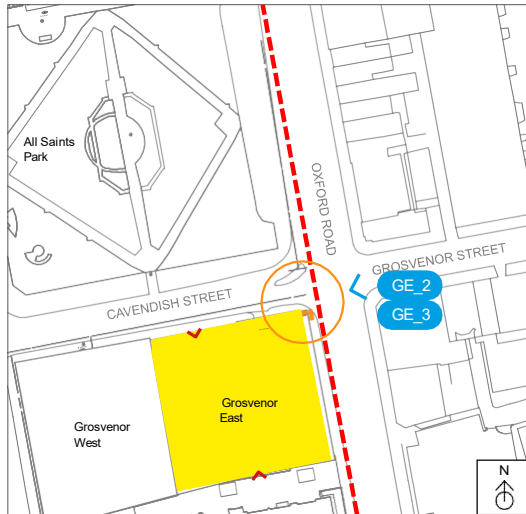
8. Existing Photograph Reference. View point from Epping Walk Bridge

8. Energy Centre

Proposed Photograph Montage. View point from Epping Walk Bridge. EC_1: New primary university logo on East Elevation
Aluminium fret cut primary university logo applied to mesh panels. Colour to match existing signage.

0.4 Design Proposals

Phase 2
Phase 1



8. Existing Photograph Reference. View point from Grosvenor Street



9 & 10. Grosvenor East

Proposed Photograph Montage. View point from Grosvenor Street. GE_2: Phase 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: Phase 1 ew 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



