THE HIVE

SIGNAGE DESIGN STRATEGY

September 2026

Prepared on behalf of

GROSVENOR OEI LIMITED

CONTENTS

1.0	Introduction
2.0	Entrance Signage
3.0	Corner Identification
4.0	Arcade Wayfinding
5.0	Retail Strategy
6.0	Conclusion
7.0	Appendix - Design Drawings



Image - CGI view of Lever Street elevation

1.0
INTRODUCTION

1.1 Purpose

1.11 This Signage Strategy document has been prepared by OMI Architects on behalf of Grosvenor OEI Limited in order to discharge a Planning Condition No.8 on approved application (ref: 143714/FO/2025) located at an existing building known as The Hive on Lever Street (numbers 47, 49 & 51) within the Northern Quarter of central Manchester.

1.12 The document sets out the location, type and design of signage elements, typically at ground level, to assist building identification, orientation and demarcation of entrances as well how this strategy also links with separate retail occupiers to ensure a considered and coherent approach to the visual impact of signage.

1.13 As outlined in the original application Design & Access Statement, the design of the building has, historically, added to issues of orientation and arrival at the building. The works, currently underway, are driven by the need to resolve these existing issues and the signage strategy is identified as an additional and complementary process.

1.2 Background

1.21 The building known as The Hive is a seven storey, concrete frame, 80,000sqft office building that was developed by Argent to designs by 5 Plus Architects which opened in 2009.

1.22 As a result of an existing tenant vacant a portion of the ground floor the works now underway consist of the re-ordering of the ground to create a single building entrance and welcome space within the centre of the Lever Street elevation (i.e. No. 49 Lever Street).

1.23 The project has been considered an opportunity to assess and update existing signage and wayfinding throughout the building to complement the architectural and interior design.

1.24 The signage design has been developed with Grosvenor OEI Limited as landlord, X&Why as occupier and flex office provider, Mammal as branding agency and signage designers as well as existing and future ground floor occupiers.





Image - Mock-up view of entrance (above) and 3D drawings of signage (below)

2.0
ENTRANCE SIGNAGE

2.1 Illuminated Building Signage

2.11 The existing entrance 'portal', formally the entrance to Arts Council England is to be refurbished and re-used as part of the on-going works. This element provides a modestly successful visual signal of the entrance location by protruding from the glazing line. However, due to its set back nature further visual cues are seen as necessary.

2.12 The portal provides a support structure and existing power supply from which to install an illuminated sign stating 'The Hive' in the newly developed graphic identity.

2.13 This 500mm high lettering is stud mounted to the top of the existing portal and with powder coated aluminium framed extruded letters with an opal acrylic face. The extruded nature allows the back-lighting to be concealed and the acrylic provides a soft diffusion of the light (max. 800 Lux).

2.2 Building Address Identification

2.21 Whilst the illuminated signage will successfully identify the building entrance from medium distance it is proposed that a small building identifier and address sign are included on the two columns closed to the entrance.

2.22 These discreet signs will reinforce the building identity as well as assisting those arriving at the building.

2.23 The signage will be formed in white acrylic with an anti-vandal coating adhered to the concrete with 'The Hive' lettering being 150mm high and the building address lettering being 50mm high.



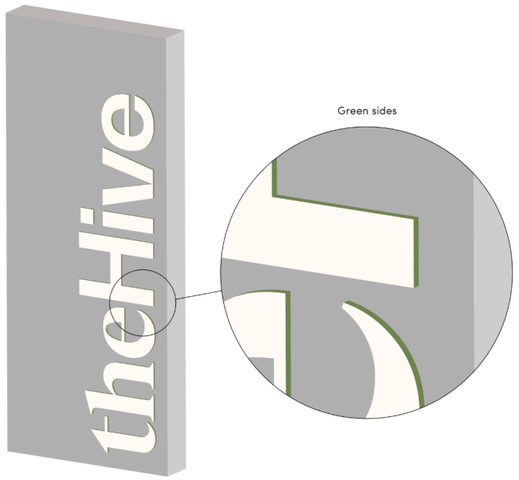








Image - Proposed column signage (above), existing 'Arcade' signage (below left) and proposed (below right)

3.0
CORNER IDENTIFICATION

3.1 Column Signage

3.11 Having consideration to the length and uniformity of the Lever Street elevation, in addition to the central signage identified in sections 2.1 & 2.2 it is proposed that elements of building identification are included on the concrete columns located at the junctions of Lever Street and Warwick and Faraday Streets.

3.12 These signs acknowledge that many people approach from the west side of Lever Street, particularly from the south where any centralised signage is likely to lack full legibility from a medium distance oblique view.

3.13 This 700mm wide and 3,000mm high lettering is orientated on its side and utilises the same graphic identity as elsewhere. As with the signage indicated in Section 2.2 the lettering will be formed in white acrylic with an anti-vandal coating adhered to the concrete

4.0
ARCADE WAY-FINDING

4.2 Orientation & Retail Occupiers

4.21 The space known as The Arcade runs between and Warwick and Faraday Street. This space provides a pedestrian route through the site and includes external seating, access to tenant amenity and also access to independent retail occupied units in this area.

4.22 To assist general way-finding, allow for retail occupiers location to be identified and also reinforce the use of 'The Arcade' as part of The Hive name signage is proposed at the north and south access points into the space.

4.23 Unlike the existing sign, this will take the form of an 1,000mm wide and 2,950mm high translucent acrylic panel, finished with an anti-vandal coating, fixed to the concrete column through spacers to create a stand-off and relief. The panel will allow for a list of amenities and tenants and will be easily altered to suit changing tenants as necessary, while complementing the character of the original architecture.





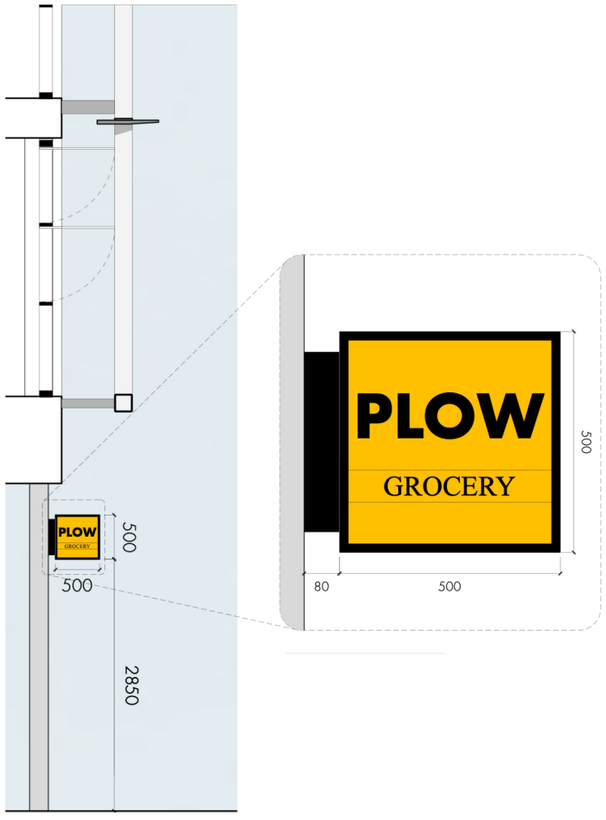


Image - Mock-up of retail 'bus-stop' sign (top left and right) and existing signage (bottom left)

5.0
RETAIL STRATEGY

5.1 Lever Street & The Arcade

5.11 As part of the on-going alteration works a retail unit is being formed at the southern end of the Lever Street elevation. A tenant to operate this unit as a 'deli' has been identified and, to assist there visibility from the public realm external signage is required.

5.12 It is proposed to replace an existing 'bus-stop' style illuminated signage fixed to the concrete columns (max. 800 Lux). This will be formed of the same materials as the illuminated signage identified for the main entrance signage in section 2.1.

5.13 This projecting sign will be like-for-like with the existing being 500mm x 500mm on face and 40mm wide. This signage type is easily adapted for changing tenants or branding and can also be utilised in other locations (for example The Arcade) to create a coherent and consistent approach to retail signage.

5.14 It is also proposed for three of the windows on Faraday Street to be completely covered in plain blacked-out vinyl. This accounts for less than 15 percent of the overall glazing of the commercial unit. No vinyl will be appplied externally.

6.0
CONCLUSION

6.2 Identity, Orientation & Way-finding

6.21 Through a thorough analysis of the existing issues with visibility and orientation both a signage strategy has been developed that assists the on-going architectural alterations that will vastly improve the legibility and ease of access to the building addressing a long-standing issue.

6.22 The branding takes the opportunity of the current works to refresh and re-identify the building and uses a simple and clear set of signage elements and a consistent font and colour that ensures the signage does not detract, confuse or over-complicate the building and the wider area / streetscape.

6.23 As required, the approaches set-out in this overall design strategy will be followed by separate advertising consent applications in due course.

7.0
APPENDIX - DESIGN DRAWINGS