

WATER STREET Strategic Regeneration Framework

DECEMBER 2010

AECOM



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View of SRF area looking
east towards city centre

01 Executive Summary

The Water Street Strategic Regeneration Framework (SRF) provides a framework to inform the much needed comprehensive mixed-use regeneration of a major zone of the City Centre at a prominent point of entry to it. The SRF combines into one masterplan the existing Manchester Industrial Estate; the concrete works; residential development currently under construction at Potato Wharf; and surface car parking adjacent to the River Irwell.

The development proposals to bring about the regeneration of this area are borne out of a vision to create a vibrant mixed use community within a revitalised area of the City which at the same time will, importantly, provide the missing link and connectivity between the City Centre including Castlefield, the currently somewhat isolated, St George's Island, and Central Salford.

Such integration will be reinforced by new areas of attractive public realm where commercial occupiers, residents and visitors alike will want to visit, spend time and move through to adjoining areas.

For many years, the area has been in decline and suffered from a lack of investment. It is previously developed, underutilised, and has a poor quality of public realm and lack of townscape that is not in keeping with the quality of the Castlefield Conservation Area.

The redevelopment proposals show how this area can be transformed to maximise regeneration benefits for Castlefield and enhance the amenity and accessibility to adjoining communities, whilst complementing the City Council's wider regeneration objectives.



View of Water Street SRF area from west



Sketch view from southeast

New residential development will address the River Medlock with a new pedestrian route extending from Potato Wharf up to the River Irwell.

Key Principles

A series of key principles underpin the Vision for the regeneration of the area:

- **sense of place** – a distinctive new destination for Manchester that adds to its unique character and is welcoming, inclusive, neighbourly, interesting and attractive and which properly caters for the functions which it will accommodate into the future.
- **mix of uses** - the proposals will be truly mixed-use encompassing commercial and residential development and taking into account necessary supporting uses.
- **character** - a proposal that recognises Castlefield's distinct identity and richness of character and creates a place that is distinctive – responding in particular to its heritage assets, canal basins and reinstating sections of the Rivers Medlock and Irwell into the City.
- **public realm** - an exceptional public realm, creating a new city centre destination, transforming the immediate settings of Listed structures and the character of this part of the Conservation Area.
- **connectivity** – the creation of a well connected and revitalised City Centre district that will open up linkages to Castlefield, the City Centre and the relatively isolated St George's Island.
- **sustainability** – a site wide strategy that addresses all aspects of sustainability, achieving the right balance between social, environmental and economic objectives and providing an appropriate framework for the ongoing design, construction and operation of the development.
- **ongoing benefits** - a new high quality destination which will act as a catalyst for further regeneration in Castlefield, and which will complement regeneration strategies for the Regional Centre and inner areas of Manchester and Central Salford.

02 Introduction

The SRF will guide investment in major development, public realm and infrastructure in the Water Street area over the next 5 to 10 years. A coordinated approach to investment, design and implementation in this historic area of the City Centre will ensure its potential to support the economic growth in the City and the Castlefield basin. It will ensure that proposals coming forward can be managed in a comprehensive and coherent manner; whilst complementing the City's strategies for regeneration and maximising the environmental, social and economic benefits to the City's inhabitants.

In context, the site forms part of the Castlefield Conservation Area, which sits to the south western edge of the City Centre. Over the past 15-20 years, the Castlefield basin has successfully been transformed into a vibrant mixed use quarter of the City, incorporating housing, offices, studios and a variety of bars and restaurants. The diversity and rich mix of uses, combined with world class heritage and modern buildings provide an environment in Castlefield that sets it apart in character from the rest of the City Centre.

Further afield, key regeneration initiatives, such as Spinningfields, Vie, St George's Island and Middlewood Locks provide the wider context in which the SRF will fit. The redevelopment of Water Street will enhance the economic potential of surrounding areas, improving the connectivity and permeability between some major regeneration initiatives in the south of the City.

In essence, the Water Street SRF area presents a unique opportunity to complement the renaissance of the Castlefield area and contribute to the economic growth of the wider City Centre.

The SRF is focused on a significant area of underutilised, previously developed land bounded by River Irwell, Dawson Street, the Cheshire Lines and Manchester and Altrincham viaducts. It is situated at an important gateway to the City



The SRF area is at one of the important gateways into the city centre.
View looking south past Granada car park towards Potato Wharf

Centre and is located within the south western extent of the Castlefield Conservation Area. The area forms an important part of the City's industrial heritage and presents a major development opportunity with the potential to further unlock Castlefield's potential as a successful mixed-use quarter of the City Centre.

The SRF area is somewhat disconnected from the heart of the Castlefield Conservation Area, the City Centre, and surrounding communities both physically and also in terms of its character and function. It is currently occupied by light

industrial sheds, a concrete plant and vacant sites which create a bland and undefined appearance and seriously compromise the quality of the environment. The presence of such economic uses on the site has been a contributing factor in the lack of development activity on the site. To the west of Water Street, and adjoining the River Irwell, are high profile sites that are currently used for car parking as part of ITV's operational estate. Consequently, the site has not significantly contributed to the wider City Centre regeneration and has not fulfilled its significant economic potential as part of Castlefield's renaissance.



The river Medlock seen from the west. The masterplan will restore the river setting and improve access.

Background to the SRF

The SRF seeks to place the Water Street site into context and understand its relationship within the wider regeneration framework that guides the redevelopment of both Castlefield and the south of the City Centre. The investment in the Water Street area will seek to strengthen the economic potential of Castlefield and the adjoining regeneration areas that have been identified as priorities for strategic intervention.

The Water Street SRF area provides the natural extension to the existing Castlefield area and offers the opportunity to provide a strategic role in connecting the wider growth areas to the south west of the City, with the existing core of the City Centre.

The area of land that forms the Water Street SRF has been in steady decline, as an economically viable area of the wider City Centre, for more than two decades. The land is now predominantly in three ownerships namely Big Yellow, ITV/Granada and Crosby Lend Lease with the City Council having a freehold interest in the Big Yellow long leasehold element.

The three ownerships are quite distinct. The Crosby Lend Lease holding, which lies between the viaduct and the River Medlock, incorporates a concrete batching plant and has been partially redeveloped with high quality apartments; the Big Yellow holding, between the River Medlock and Water Street, comprises a tired 1970s industrial estate; and the ITV/Granada Land lying between Water Street and the River Irwell is open land used for operational car parking to their nearby Television Studios and Administrative offices.

The combined holding represents an important area at the edge of the City Centre with the potential for sensitive redevelopment to transform it into a vibrant economically viable destination with new public open space and linkages to adjoining communities.

The Big Yellow and Crosby Lend Lease holdings were the subject of detailed residential led masterplan proposals in 2007 which whilst generally well received by local residents and statutory consultees were “of their time”. Those proposals were subject to extensive stakeholder consultation during 2007/08, including 18 months of dialogue with English Heritage and CABE, and public consultation events also held in October 2007, November 2007 and July 2008. The subsequent economic downturn has resulted in a review of these proposals to produce a masterplan that provides an appropriate response to current financial / economic conditions and a regeneration framework for the area that is deliverable.

The SRF is to guide investment for development, public realm and infrastructure renewal for the Water Street area and to ensure that it is designed, implemented and managed in a comprehensive and coordinated manner through collaboration between the constituent landowners – Big Yellow, ITV/Granada, and Crosby Lend Lease and Manchester City Council. Land owning stakeholders have continued to collaborate in the formulation of these proposals which are now presented to the City Council on a consensual basis with all parties resolved to bringing about comprehensive and coordinated approach to redevelopment within the framework area.

Regeneration Rationale

The site has an extended frontage to the River Irwell and contains one of the few remaining open sections of the River Medlock, which is currently hidden away and underutilised as a natural resource. The SRF area presents a unique economic and regeneration opportunity. It is situated on the edge of a successfully functioning area of the City Centre and sits in the midst of a number of proposed and completed regeneration initiatives. The area has the potential to release a key strategic and gateway site that will transform the southern approach of the City Centre and contribute to unlocking of the potential of the River Medlock – which contains one of the few remaining open sections of the river and is currently underutilised as a key natural resource.

Due to its location within the city centre, the site offers significant potential to provide a range of mixed-use development opportunities, ranging from leisure and tourism facilities, such as hotels, to commercial and residential development. Against this vision the SRF provides a vision for the area to create:

- (i) a sustainable mixed use urban quarter with high quality contemporary buildings designed to the highest standards and new riverside public spaces and high quality public realm which will better integrate the Rivers Medlock and Irwell into the new quarter for public benefit;
- (ii) a mix of uses that supports economic growth, social cohesion as well as community and regeneration objectives;
- (iii) integration with Castlefield, the River Medlock, the River Irwell, and the rest of the city centre – there has been very little investment within the main heart of Castlefield beyond the viaducts that enclose the SRF area, in recent years. Redevelopment of the SRF area presents the opportunity to establish a new destination within

Castlefield and a critical mass of vibrant city centre quality uses that will facilitate the next round of investment within the Castlefield area as a whole;

- (iv) an energy efficient, sustainable urban quarter with a range of commercial, residential and retail uses, and community facilities – to create a distinctive place that is vibrant at all times and provides opportunities for working, living, shopping, community use, leisure and recreation;
- (v) transformation of the public realm through the creation of high quality, accessible public spaces which maximise the potential for a stunning waterside environment using an open section of the River Medlock (which throughout the city centre is largely culverted) as well as addressing the River Irwell in a manner which complements the objectives of the Irwell City Park initiative; and
- (vi) a high density of development that fully takes advantage of its location in relation to strategic road, rail, bus and Metrolink connections and leverages the opportunity to dramatically increase pedestrian footfall through the SRF area and connect to local business and residential communities beyond.

To realise this potential, and in order for the site to contribute to wider City Centre regeneration objectives, the area requires a strong and commercially viable mix of City Centre quality uses, that can be delivered in phases and which provide sufficient flexibility to take into account both current and future market conditions. The area must positively contribute to the historical character and heritage of the Castlefield Conservation area and complement the vibrant mix of uses that characterise the Castlefield basin. By contributing to the vibrant mix of uses and economic generators that comprise the local economy in the Castlefield area, the Water Street SRF has the potential to significantly contribute to the economic growth of the regional centre as a whole.

This needs to be combined with high quality public realm which utilises and embraces key assets on the site, for example the Rivers Medlock and Irwell, the containing Listed Viaducts and the Canal Basins.

In addition, strong connections should be created between the site and the wider city centre including Left Bank, Liverpool Road and Spinningfields, as well as to the proposed Manchester Central Interchange and the conference quarter beyond. The conference quarter is being masterplanned to create improved pedestrian linkages through to the City's Civic Quarter and Oxford Road Corridor which are a major focus for investment and in turn link to the existing city core. This range of Council masterplanning initiatives will result in the progression of the city centre and development activity southwards towards the SRF site. Connections through to Castlefield, and on to St George's are equally important both to generate activity and movement into the site throughout the day and week and to maximise the flow of regeneration benefits that can be realised.

The SRF area is bounded in part, to the east and north, by Grade II Listed viaducts. The height and proximity of development immediately adjacent to these viaducts is an important constraint and has been the subject of extensive consultation with English Heritage. The proposals in this document represent a scale and massing relationship that is appropriate and reflects an agreed position with English Heritage – otherwise, the site does not contain any Listed structures which is notable in the context of the Castlefield Conservation Area. The site is therefore relatively unconstrained by heritage issues in terms of the potential to secure major investment that can deliver positive outcomes for local communities.

In the other direction, linkages through the site to the River Irwell will complement planned investment of Irwell City Park which will provide pedestrian connections and regeneration

along the River Irwell / Ship Canal, which at this point offers the potential to provide a strategic linkage to Media City which is also a major focus for new investment.

Once the SRF is approved, it will provide a framework within which more detailed proposals for development of Water Street can be developed, and against which planning applications can be considered.

This SRF would kick start a process of investment in the transformation of the now semi-derelict part of the City Centre. The SRF would trigger the design of detailed proposals for the early phases of development, combining:

- a revitalised area which links to the Castlefield Conservation Area and St George's;
- increased economically sustainable business opportunities in the area; and
- support for the major investment in the ITV estate to the north and the world class assets of the Science and Technology Museum and Spinningfields beyond.

Document Structure

The remainder of the SRF document provides:

- an introduction to the Project Partners;
- analysis and appraisals of the study area's context;
- an evaluation of the study area;
- an explanation of the guiding development principles, with illustrative material, to establish a comprehensive framework for future development.



Aerial photograph of SRF area (taken prior to construction of Phase 1 of Potato Wharf)

03 Key Parties

Project Partners

Big Yellow Self Storage Company (BY)

BY is a publicly listed company which develops, owns and operates modern self storage centres throughout the UK for personal, business and leisure storage and is one of the leading self storage operators in the UK. It is the owner of the long leasehold of the Manchester Industrial Estate, to the west of the River Medlock and bounded by Water Street, which forms a significant component of the SRF area. It currently operates 360,000 sq m in over 60 stores. BY owns the long leasehold of the Manchester Industrial Estate.

BY has identified that there is a growing demand for self-storage facilities from both business and residents in Manchester City Centre and a gap in provision for such a facility, which can be addressed at the Water Street site. This demand is supported by the rapid economic and population growth in recent years, and is driven, in part, by future growth in this industry derived from SMEs choosing self-storage as an innovative and cost effective method for handling stock.

ITV/Granada

ITV Granada owns the land to the west of Water Street adjacent to the River Irwell. This land is currently utilised as surface car parking as part of ITV's operational estate and is located on the edge of the masterplan area on a main approach to the City and interface with the River.

Crosby Lend Lease (CLL)

CLL owns land to the east of the River Medlock known as Potato Wharf. Crosby has been associated with superior, innovative British homebuilding for over 80 years and has been a pioneering force in the city living revolution which has transformed many urban centres over the last decade. CLL has developed a number of schemes in Manchester city centre.

Manchester City Council (MCC)

MCC own a narrow strip of land fronting Water Street and Dawson Street together with the freehold reversionary interest in the Manchester Industrial Estate.

The SRF proposals have been brought forward in collaboration with the City Council with a view to ensuring that this SRF supports the revitalisation of the Left Bank Area of the City Centre and Castlefield Conservation Area in a way that complements existing and proposed developments in adjacent areas of the City Centre and connects to the local communities.

Collaborative Approach

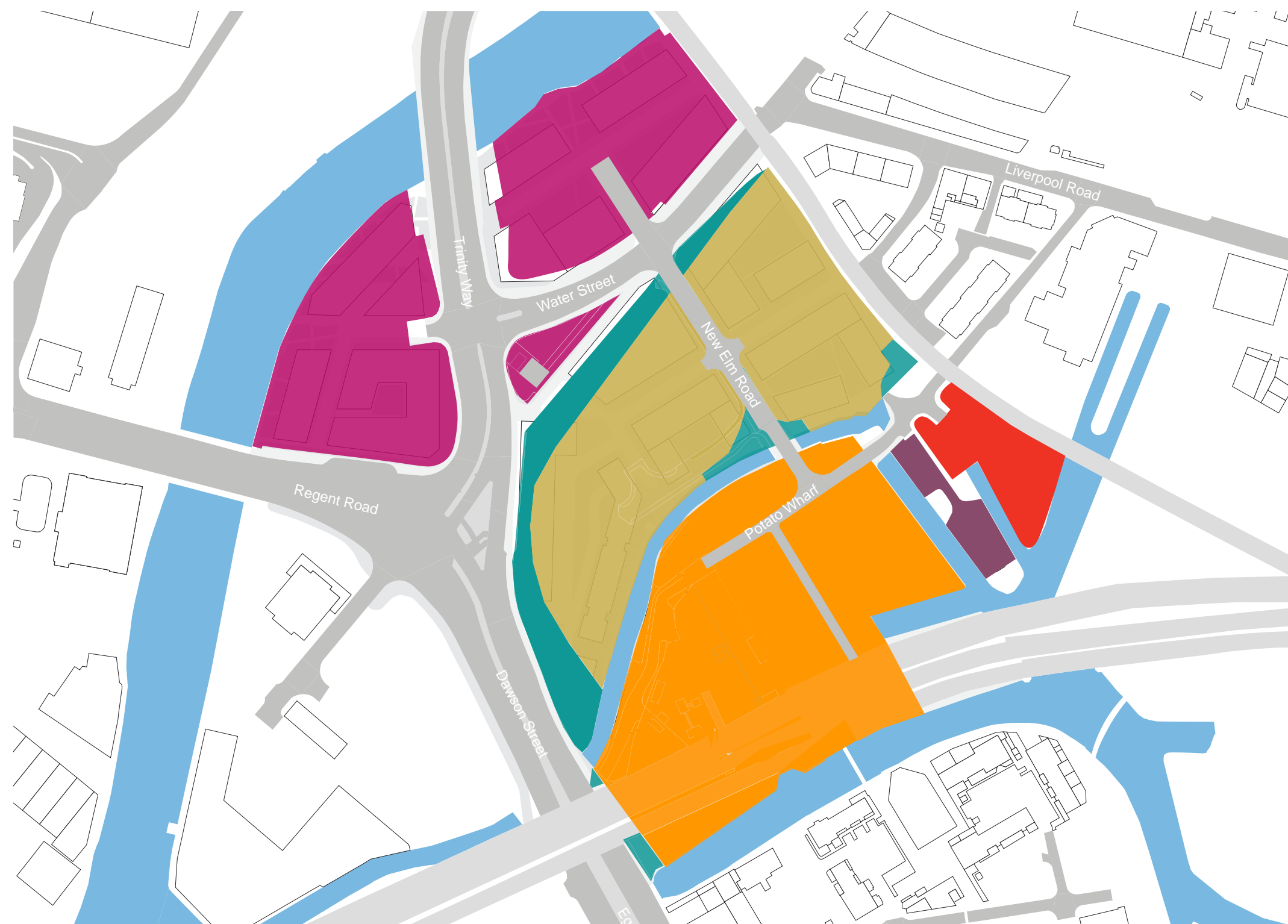
The land owning partners have consulted throughout the formulation of these proposals in order to ensure redevelopment is brought forward within the framework area through a comprehensive coordinated approach.

The Professional Team

In preparing the SRF, BY has been supported by a high calibre professional team comprising:

- AECOM – masterplanners and urban designers,
- Jones Lang LaSalle – commercial advisers;
- Drivers Jonas Deloitte – Planning, Development and Sustainability advisors.

- Big Yellow Group
- Granada Properties Ltd
- Crosby Lendlease
- Youth Hostel Association
- British Waterways
- MCC



SRF site plan showing land ownership

04 Context

A Global Perspective

The success and future of sustainable growth of the UK economy is intrinsically linked to global competition and the nature of modern businesses operating on an international stage. The competition for the award of new contracts, supplier and buyer markets has opened up considerably over the past 20 years. The ability for Manchester to contribute in this highly competitive market will be driven by the quality, distinctiveness and presentation of its offer.

The presence of an international airport, with excellent connectivity to the city centre, has aided businesses in increasing trade in overseas markets. Manchester Airport is the global gateway to northern England accommodating over 100 airlines, offering direct flights to around 200 destinations, including its role as a Gateway to the Americas, Europe and the rest of the world, and connects over 22 million passengers each year.

Accordingly, the Airport has the potential to play a significant role in this long term economic growth; increasing worldwide connectivity which is vital for trade and in assisting the city regions' existing and potential innovators who will drive future economic growth and competitiveness as well as catering for an expanded visitor destination and leisure market.

In recent years, Greater Manchester has hosted numerous events that place it at the forefront of global and national sporting and cultural life, through the Commonwealth Games, two internationally known Manchester football teams, through international Cricket, supporting new world performances at the Manchester International Festival, the reputation of its universities and world renowned success of the Halle Orchestra, to name but a few.

The opportunities through leisure, tourism and conferencing are being pursued and acknowledged by Manchester's rank as the best UK city, outside London, for retailing, media and leisure amenities and for its lively city environment. Large

requirements currently in the market will take up a significant portion of the City's available Grade A accommodation when they come to fruition. Once they do, they will put the spotlight on the development pipeline. Development pipeline has come to an abrupt end and without any new office schemes due to complete after 2010, developers with planning permission will be well placed to address what will be a long-term under supply of floor space.

The Regional Context

The Regional Spatial Strategy (RSS) for the North West places considerable emphasis on urban regeneration and concentrating employment as well as housing development towards the regional centre of Manchester, in order to focus regeneration where benefits will be maximised.

The RSS advises that plans and strategies should ensure that the Regional Centre of the Manchester City Region continues to develop as the primary economic driver, providing the main focus for business, retail, leisure, cultural and tourism development in the City Region.

Of relevance to the Water Street SRF, the RSS seeks to direct proposals and investment in a way that will:

- encourage investment and sustainable development in the Regional Centre and surrounding inner areas;
- secure improvements, including the enhancement of public transport links, which will enable the inner areas and the northern part of the City Region to capture growing levels of investment and reduce sub-regional disparities;
- attract and retain new population in order to support economic growth;
- focus environmental improvements where they are most needed and will have the greatest benefit to facilitate the sustainable development of the Regional Centre and Inner Areas.

The RSS expresses a vision that by 2025 the Manchester City Region will be:

"A world class city region at the heart of a thriving North"

- one of Europe's premier City Regions, at the forefront of the knowledge economy, and with outstanding commercial, cultural and creative activities;
- world class, successfully competing internationally for investment, jobs and visitors; an area where all people have the opportunity to participate in, and benefit from, the investment in and development of their city;
- an area known for, and distinguished by, the quality of life enjoyed by its residents; and
- an area with GVA levels to match those of London and the South East.

The North West is the first region to prepare an integrated Regional Strategy (RS2010) for consultation, bringing together issues of environmental, social and economic development into one strategy. There are four main strands which underpin the Strategy:

- capitalising on the opportunities of moving to a low carbon economy and addressing climate change;
- building on sources of international competitive advantage and regional distinctiveness;
- ensuring the right housing and infrastructure for sustainable growth; and
- releasing the potential of our people and tackling poverty.

The Strategy identifies the challenge of boosting productivity to ensure Manchester competes as effectively as other areas in the UK and ensuring that high quality housing is provided in areas that people want to live and which is available to levels of the market.

City Region Governance

“Manchester’s size and potential makes it pre-eminent amongst the cities of the North and a natural complement to the South eastern power house of the UK economy. It has essential economic assets: scale, connectivity and, in the University of Manchester, an international seat of learning of the highest quality. Whilst London will remain the UK’s largest regional economy, the UK is going to need all the areas of growth possible in the coming period....

Manchester is probably the UK city outside London most likely to be able to increase its long term growth rate, to access international networks and enjoy strong connections to the rest of the world. However, it is currently punching below its weight given its size. We believe this is an opportunity: the city has the potential to grow faster and to continue to reinvent itself and regain its historical dynamism.”

(Manchester Independent Economic Review - page 7)

The devolution of power and resources at the sub-regional level through the formation of the Manchester City Region has created an exciting opportunity to achieve greater levels of investment. The Manchester City Region is the key driver of the North West economy, with a vast, local labour market, supporting over 3 million people, with around 7 million in the North West region as a whole.

The City Region has benefitted from phenomenal growth over the past ten years and is the fastest growing city region outside of London, generating over half of the North West’s total economic output and 5% of the UK’s total. Approximately, 65 FTSE 100 companies now have a presence in Greater Manchester and around 40% of the North West’s Top 500 companies are also based here.

The economic health, vitality and competitiveness of the Regional Centre continues to be crucial to the long term



Piccadilly Gardens



Manchester Town Hall



Beetham tower with Hulme Arch Bridge

"Manchester's city centre has undergone a remarkable transformation over the last decade. High quality new buildings and strong urban design have helped create a distinctive and emphatically contemporary city centre which embodies the wholesale renaissance which is swiftly evident to the increasing numbers of visitors flocking to Manchester. There is a discernable buzz about the city – a sense of confidence and ambition, and a bolstering of the already strong pride in being Mancunian."

"This re-making of our city centre has already brought many benefits to Manchester and its surrounding city-region. We have worked hard to ensure balanced development, and shaped growth to make sure that there is compatibility of supply with demand in all retail, commercial, residential and leisure ventures. We have sought out and captured new investment, thereby retaining market dynamism, and ambitious but realistic objectives are being delivered through a wide range of effective partnerships with city centre stakeholders"

(Sir Richard Leese, City Centre Strategic Plan 2009-2012,

success of the (sub) regional economy. As it continues to expand it will play a key role in creating the conditions for investment, growth and innovation through the construction of modern, sustainable and competitive business locations and neighbourhoods of choice.

The key policy objectives to drive this success are established in the document 'Prosperity for all: The Greater Manchester Strategy' which sets out the strategic priorities up to 2020. The focus is on innovation, skills, competitiveness and the increase in productivity that can be brought about. The role of the strategy is to support the city as a dynamic entity, to ensure that wealth creation is equally distributed and that transition to a low carbon economy is central to decision making.

The emerging Greater Manchester Spatial Strategy will seek to spatially articulate the aspirations of the Greater Manchester Strategy. It will provide a spatial framework to guide policy and investment decisions over the long term and will

continue to recognise the Regional Centre as the key driver of economic growth in both the City Region and the North West.

The continued growth of the City Region, with Manchester at its core, is founded on two key themes, firstly to increase productivity levels to ensure sustainable economic growth and the second is to ensure that all parts of the City Region, with a focus on its people as a priority, benefit from the opportunities of a stronger economy.

Inner Areas of Manchester and Salford

As well as the regional and national dimension, the city centre's success is also critical to addressing the long-standing and deep-rooted challenges of social exclusion faced by many Manchester residents, in particular those in the inner areas immediately on its periphery. Continued economic success is therefore fundamental to creating opportunities and benefits for local residents and the challenge is to translate the sustained economic growth and competitiveness of the city centre into real quality of life benefits for all residents.

The Amion Sustainable Communities Report identifies concentrations of deprivation within certain areas of Manchester City Region including at the heart of the conurbation within central Manchester. These areas in particular demonstrate persistently high levels of extreme worklessness, rate commonly in excess of 75% above the Manchester City Region average. Worklessness is a particularly significant marker of deprivation as it signals social isolation and a lack of opportunity which is often passed down the generations.

One of the most important factors identified in the report for bringing about change in deprived neighbourhoods, and of particular relevance to the Water Street project given its relationship to inner areas of Manchester and Salford, is the statement that: "GVA Growth performance in surrounding areas – this has positive effects, both in promoting the chances of improvement and in limiting the probability of decline."

The Sustainable Community Strategy

The Manchester Way is the city's Sustainable Community Strategy. The city centre is the primary engine of economic growth and is key to the successful implementation of this strategy. The framework for the city's approach to delivering sustainable economic growth across Manchester is being delivered to improve economic, social and environmental foundations.

The aspiration is to create a world class city with a wealthier, happier community and to achieve its vision by 2015. Focusing on sustainable economic growth that supports environmental quality, the key headline policy objectives to deliver a "Successful City" through the following three key priority themes are:

1. creating neighbourhoods of choice;
2. employment and education; and
3. raising esteem and ambition.

Underpinning the thematic pillars is the objective for Manchester become a "Green City".

Manchester's Core Strategy

The draft Manchester Core Strategy will, when adopted, provide the overall strategic context for future development within Manchester City Centre. The Proposed Option Consultation Draft, published in November 2009, sets out policies which will shape growth within the City. The document sets out an overarching vision for Manchester that by 2027 it will be:

- a successful sustainable City in the front rank of cities in Europe and the world;
- a City with a growing economy driven by the strength of the Regional Centre and Manchester Airport which supports a successful City Region;
- meeting the challenge of climate change through being at the forefront of environmental initiatives and improvements and continuing to deliver sustainable development;

- a City with neighbourhoods where people choose to live all their lives because they offer a wide range of quality housing and an attractive environment;
- a City where the knowledge based economy flourishes with an entrepreneurial community, and
- a City with an increased and sustainable population and a community which both benefits from and drives the City's productivity upwards.
- a City where residents and visitors regularly enjoy a network of quality open spaces, parks and river valleys, enriched with biodiversity, which provide recreational routes from the City Centre to surrounding districts.
- an international destination for tourism and culture with the Sport City area of the Regional Centre a national attraction for leisure and recreation.

The Core Strategy Preferred Option identifies the city centre as the main focus for employment and job growth within the City and Greater Manchester, with the majority of growth anticipated in business services. The SRF area, within Leftbank is identified as one of the areas offering greatest potential.

Irwell City Park Planning Guidance

The guidance sets out the intention to establish the Irwell City Park as an exciting and unique waterfront location within the Regional Centre. The guidance seeks to create dramatic public open spaces, new waterside environments and connections between local neighbourhoods and business.

Two parcels of land within the development area adjacent to the River Irwell, are identified as falling within 'Zone 4: Castlefield' of the Irwell City Park. The guidance identifies the need for improvements to the existing sections of riverside walkway are required and that the north western edge of the SRF area, adjoining Water Street and the railway viaducts, could be an appropriate location for a public space.



Manchester Airport



Manchester Civil Justice Centre



University of Manchester



Exchange Square



Museum of Science and Industry

City Centre Regeneration

The SRF site forms a key point of entry to the City Centre at its south-western extent. The redevelopment of this site would dramatically improve the perception and image of this area and announce the City Centre as a vibrant place to invest.

- A sensitively designed mixed use scheme will act as a regeneration catalyst and bring new investment into the Castlefield area. Currently this site forms a gap in the urban fabric of an expanding city centre in the Western quarter. The introduction of a critical mass of residential and business population would reinvigorate the area, create day and night time activity and play an important role in filling and strengthening the void in activity.
- A market demand driven commercial content planned to augment and serve the large space uses in the city centre, at Spinningfields and further west at Media City will add to the overall “commercial offer”. The smaller nature of the commercial space within the SRF will facilitate a greater representation of SME occupiers and aid the overall commercial property product offer within the city centre.
- The development would strengthen the opportunity for future regeneration along the River Irwell at key site frontages, such as at Granada, as the opportunity arises. Improvements and investments in the vicinity would support and create a stimulus to attracting additional investment on the western fringes of the Regional Centre.
- A legacy of Manchester’s industrial heritage is the lack of river frontages which can be opened up and access to green, high quality public open space in close proximity of the city centre. The SRF area has the unique opportunity to provide a different kind of public space for residents, where south and west facing areas can be created to provide amenity space edged with commercial and leisure activity.

- The Water Street area has the potential to open up links from Salford Quays to the city centre by improving the walkways/towpath along the Shipping Canal and River Irwell building upon the Irwell City Park aspirations which seek to improve the public realm along this route. Even in its current condition the Shipping Canal is an important recreation route, particularly between Salford Quays and Regents Road.
- Current waterside access in the locality is restricted in many places, overrun with vegetation and feels unsafe to pedestrians and cyclists. The creation of a canal orientated recreation loop linking the Shipping Canal, the Bridgewater canal near Old Trafford and White city and incorporating River Irwell and Castlefield areas would dramatically improve linkages and footfall in this part of the City.

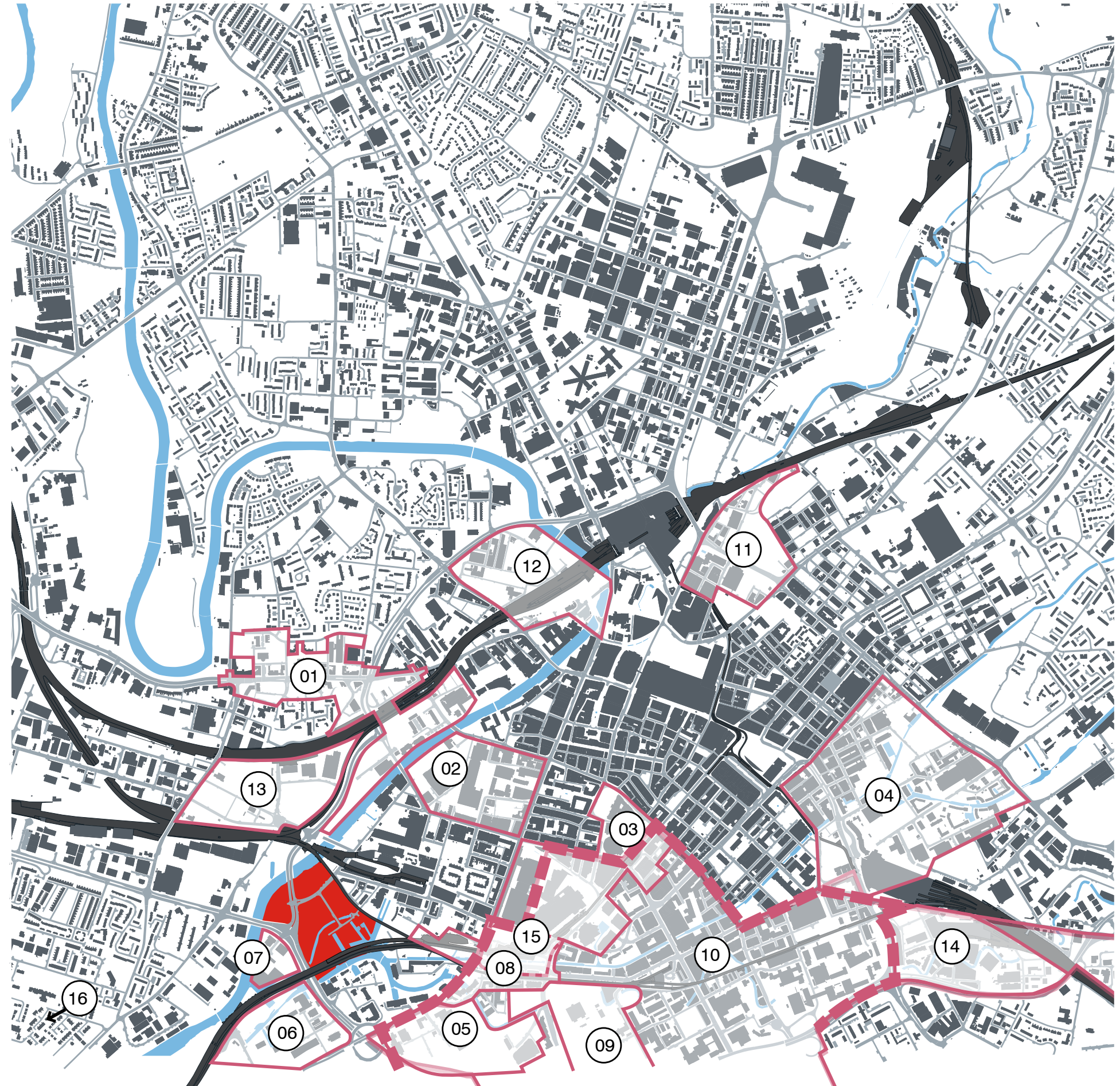
Manchester contains a number of other major projects that are transforming the city and helping to reposition Manchester as an urban centre. The following is a summary of the key schemes:

- **Salford Central** – Salford City Council has made a resolution to grant planning permission for a mixed-use development on an 18 hectare site in Salford known as ‘Salford Central.’ The proposals include up to 197,010 sq. m of office space, 24, 255 sq. m of commercial spaces and up to 849 dwellings. Delivery of the application proposals is intended to be phased over a 10 to 15 year timeframe. The application seeks to build on the success of the Spinningfields development in Manchester and to extend the Regional Centre into an under-used part of Salford.

It is proposed that value captured from this commercial development will be used to subsidise non-viable development along Chapel Street and to improve the public realm and environment on Chapel Street and in Salford’s historic core.

- **Spinningfields** – a new commercial quarter lying in close proximity to the SRF site which supports some 4 million sq ft of new commercial floorspace has been created by a partnership between Allied London and Manchester City Council. Spinningfields is one of the most successful regeneration schemes in the country. It has created a high quality public realm and improved the commercial offer within the city. It has subsequently provided an extension of the city core, and improved the connectivity between Deansgate, the CBD and St Peter’s Square.
- **St Peter’s Square** - This initiative is centered on Manchester City Council’s major programme of investment to upgrade their customer focused services and staff working environments within the Town Hall extension and Central Library together with a major revamp of St Peter’s Square following an international design competition. The St Peter’s Square area has a significant amount of interest from investors in commercial development. The area contains one of the finest collections of civic buildings within the UK and is home to Manchester’s successful and internationally recognised conference facilities at Manchester Central.
- **Great Jackson Street** – The Great Jackson Street Development Framework, published in March 2007, seeks to create a new high-density quarter of Manchester with a vibrant and sustainable mix of uses, whose economic viability is driven by ‘knowledge capital’; comprising high quality urban architecture that enriches the city’s public realm and establishes its reputation for design excellence in building. Great Jackson Street, along with First Street, is a key development area which seeks to unlock the southern gateway and expand the city centre.
- **St George’s and Vie** – Significant residential development focused at St George’s Island and Vie development south of Dawson Street has taken place over the last 5-10 years and the area now has a well established residential

- City centre regeneration sites**
- SRF Site ■
 - Salford Central (English Cities Fund) (01)
 - Spinningfields (02)
 - St. Peter's Square (03)
 - Piccadilly Public Realm Strategy (04)
 - Great Jackson Street (05)
 - Saint George's (06)
 - Vie (07)
 - Whitworth Street West (08)
 - First Street (09)
 - The Corridor (dashed outline) (10)
 - Cooperative Complex Regeneration Strategy (11)
 - Greengate (12)
 - Middlewood Locks (13)
 - Mayfield (14)
 - Manchester Central Interchange (15)
 - Media City (16)



community.

- **Whitworth Street West** – Whitworth Street West is an area which has suffered from a lack of high quality or sustained investment. The Whitworth Street West Development Framework, published in September 2008, seeks to encourage well integrated and connected development opportunities which are needed to form a crucial economic and physical bridging point between the established city core and emerging growth areas on the periphery of the city centre.
- **First Street** – a Masterplan for First Street was published in September 2007. It seeks to revitalise an underutilised area of the city; reconnecting it with the city centre and utilising its strategic transport links. It provides a planned extension to extend the city core and will become a new gateway to Manchester city centre. A 20 acre site with 1.8 million sq ft of offices, around 1500 homes and 350,000 sq ft of retail and leisure space is envisaged in the approved development framework. The first phase of development is complete, with the transformation of the former BT building at Grand Island to form One First Street, providing 175,000 sq. ft of Grade A office space, which the City Council will now occupy for a three period whilst the Town Hall is being refurbished. A programme of new public realm works is about to commence to support onward development.
- **The Corridor** – Centred on Oxford Road, the Corridor represents a partnership between Manchester's Universities, Central Manchester Hospital Trust and the City Council to deliver massive investment in new facilities in the context of a comprehensive plan that will see it emerge as a world class location for science, technology, innovation and creativity.
- **Cooperative Complex Redevelopment Strategy** - This strategy relates to the transformation of the Cooperative's



St Peter's Square



First Street



Mayfield



Greengate



Great Jackson Street



buildings, land and local infrastructure across a 20 acre site to unlock the potential of that part of the city. The vision for the site involves attracting new business and new jobs in a diverse, mixed economy and to bring new major office occupants and head offices to Manchester.

- **Greengate** – Greengate is located in Central Salford in an area bounded by Trinity Way, the River Irwell, Chapel Street, Victoria Bridge Street and Blackfriars Road. The area's thirteen hectares of vacant and under used land and buildings will be transformed into a distinctive mixed use urban quarter, helping to consolidate the Regional Centre's European status.

The transformation will combine high quality commercial and residential properties with leisure uses, dramatic public spaces and new waterside environments. New urban forms will be interwoven with existing architecture and streetscapes to create an area that is both distinctly modern and heritage rich.

- **Middlewood Locks** – Outline planning permission has been granted for a mixed use development to include residential (23, 217 sq m) (Class C3) and commercial uses (17,154 sq m) (Class B1) at Middlewood Locks. The site adjoins the masterplan area in Salford on the opposite side of the River Irwell.
- **Mayfield** – A Strategic Regeneration Framework and Masterplan has been prepared for the 20 acre Mayfield site bounded by the Mancunian Way, Fairfield Street and London Road. The documents seek to establish guiding principles for the future of Mayfield and show how this largely neglected area of the city centre can act as a catalyst for further investment.

- **Manchester Central Interchange** - A new interchange is proposed by GMPTE linking Deansgate railway station and the GMEX Metrolink. The Manchester Central Interchange will be based around the expanding Metrolink system and the Second City Crossing which is planned to run between Manchester Central and Victoria via Cross Street.

The new facility represents a major investment which is likely to transform investment patterns in this part of the city centre providing first class accessibility for business and visitors alike.

- **Media City.** - Media City is a purpose built home for the creative and digital industries, which will accommodate 2,500 BBC staff being relocated from London. The first phase of development is well advanced and involves the development of 36 acres of land in Salford Quays, with the potential for development of up to 200 acres in future phases. The first phase also includes around 65,000 square metres of office space, 23,000 square metres of studio space including the largest High Definition studio in Europe, a hotel, apartments and a public park. An extension to Metrolink and new stop to service Media City is scheduled to be operational from Summer 2010.



The Corridor



First Street Masterplan

Historic Context

The SRF area falls within the Castlefield Conservation Area. Castlefield was originally developed as a Roman fort, from which it derived its name - i.e. 'castle in the field'. The fort site was selected as a location due to its elevated position and the protection offered by the Rivers Medlock and Irwell. Over time, a village (or Vicus) emerged within the heart of what is Castlefield today to supply the needs of the Roman soldiers. Little above ground remains of this fort continue to exist today.

In the 1720s, the River Irwell became navigable providing access to Liverpool via the River Mersey. Throughout the remainder of the 18th Century, Castlefield became the hub of a canal network including the Bridgewater and Rochdale Canals, and associated with this new infrastructure, warehouses emerged.

In the 19th Century, Manchester became the fastest growing city in the world. The canals could not keep pace with Manchester's economic growth prompting the construction of the railways, the product of which is the massive viaducts which enclose the site today.

A large number of warehouses were also built in the area to supply the needs of the rapidly growing population of Manchester, the fastest growing city in the world in the 19th Century. In addition to warehouse construction, a number of other industrial buildings were developed that exploited the site's access to the Rivers Medlock and Irwell; hence the dye works, abattoir and paper mill seen on the 19th Century maps. These rivers, exploited in the past, now present a natural resource and opportunity for the area. Residential development had been introduced by 1849, with terraces of houses grouped along the western end of Water Street and along Dawson Street, together with amenities such as a bowling green and a local pub.

A revival of interest in Castlefield during the last 15 years, together with the urban renaissance of Manchester City Centre, has led to a significant level of investment in the refurbishment of buildings. Warehouses have been converted to flats, offices, galleries and studios. The world's first passenger railway station at Liverpool Road is now home to the internationally renowned Museum of Science and Industry, for which further major investment and expansion is under way.

In contrast to this trend, the zone of the Conservation Area covered by the SRF has, to date, largely been left out. At the present time, this part of the Conservation Area is very much disconnected both physically due to the surrounding viaducts but also in terms of its character - light industrial sheds, a concrete plant and vacant sites which have no relationship, in their design or siting, to the Castlefield Conservation Area. They create a bland and undefined appearance, seriously compromising the quality of the environment and disrupting the established urban grain established by earlier phases of development in Castlefield.

In line with this characteristic, the SRF area does not contain any Listed buildings other than the Grade II viaducts which define its southern and eastern boundaries. The main clusters associated with the Castlefield Conservation Area are located around the Liverpool Road Station complex and beyond the Cheshire Lines Viaduct within the heart of the Conservation Area.

The main defining aspects of the Conservation Area as they relate to the SRF area are the enclosing Grade II Listed viaducts – the Manchester South Junction and Altrincham Viaduct running at the north to south and the three viaducts running east to west: the continuation of the Manchester South junction and Altrincham viaduct; and, two pieces of the two Cheshire Lines Committee Viaducts.



The map of 1832 (above) shows an extensive area of industrial activity across a large swathe of the southern part of the city. This was interspersed with wharves and yards, particularly associated with building materials and manufacturing. To the south the line of the Rochdale Canal ("Tunnel" in the Map) which was being built at the time that the map was being drawn.

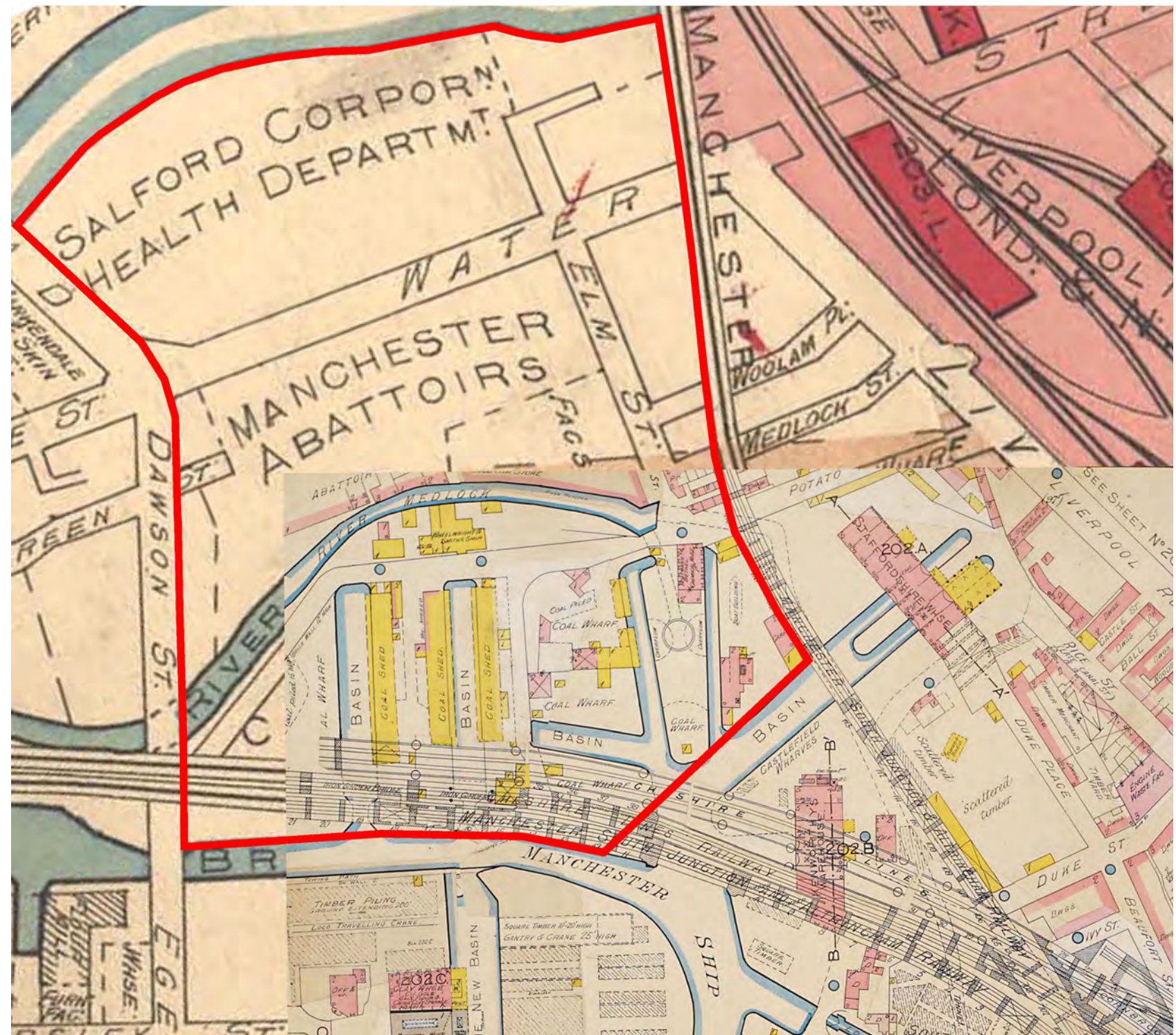


OS map of 1956 showing development edging Water Street

This is a view shared through consultation with English Heritage, who view the viaducts as dominant and positive features: “These viaducts provide the dominant character to this part of the Conservation Area.”

The presence of the viaducts means that the site is both visually contained and physically segregated from the heart of the Conservation Area. The relationship of the redevelopment proposals to the Listed viaducts in terms of the effect on their settings and the overall character of the Conservation Area is therefore a key heritage and design consideration.

The presence of the canal basins associated with the Bridgewater Canal, to the south of the River Medlock, are also of historic significance, a legacy of this busy industrial area in the 18th and 19th Centuries. The setting of existing canal arms as well as potential to re-open a previously in-filled canal arm, represents an opportunity for the masterplanning of the area.



Goad's Map of 1889

The 1889 Goad's fire insurance plan of Castlefield shows the first Cheshire Lines railway adjoining the Manchester South Junction and Altrincham Railway.

The SRF area's history can be tracked through analysis of a sequence of maps:

- 1761: Construction of the waterways in the area of Potato Wharf.
- 1787 - 1800: According to Green's Map the site remained completely rural.
- 1832: The site was crossed by two roads, traceable as Potato Wharf and Elm Street.
- 1848: Altrincham Railway constructed along the Eastern Boundary.
- 1895: Liverpool Road Station developed and Cheshire Lines Viaduct constructed introducing massive scale.
- 1909: Little change from 1908 and 1950.
- 1970: Site cleared and redeveloped as Castlefield Industrial Estate.
- 2002: Construction of the Inner Relief Road

The area of Potato Wharf began to be developed with the construction of the waterways in the late 1700's. The opening of the Rochdale Canal in 1796 created a formal cross route from Castlefield through Ancoats and reinforced the separation between the north and south areas. The industrial complex surrounding the Bridgewater Canal terminus at its junction with the River Medlock at Knott Mill was a country suburb of Manchester surrounded by fields.

The map of 1800 indicates the speed of development in Manchester at this time. In twenty-five years the area has become more densely built up.

The first edition of the OS Map of 1848 shows continuing increases in density of development related to industrial and transport usages. The urbanisation of the subject site is

established by 1848.

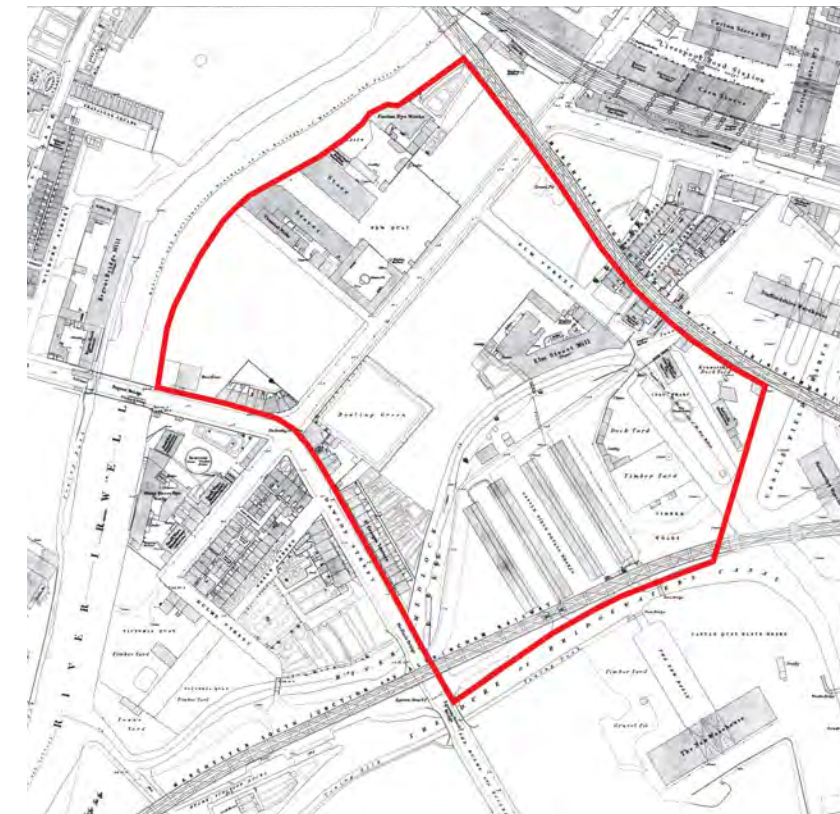
To the east, a dock yard and timber wharf are shown. Around the site there was a paper mill to the north (Elm Street), a cotton warehouse to the north-east (Staffordshire and Kenworthy Warehouses), a coal wharf to the east, and a slate wharf to the south (crossed Bridgewater Canal).

The 1889 Goad's fire insurance plan of Castlefield shows the first Cheshire Lines railway adjoining the Manchester South Junction and Altrincham Railway. Built in 1877, it was running into Central Station (now 'Manchester Central' exhibition centre) crossing Deansgate on another bridge; a continuation of the huge viaduct system across Castlefield.

The vast industrial complex referred to above, was beginning to change character due to the introduction of the railways and particularly Central Station, which was built over the Manchester and Salford Junction Canal. Although a number of the large factories, foundries and mills had been replaced by housing, commercial and leisure uses, the area surrounding Castlefield's basins continues its original character of warehouses sheds and wharfs. The site changed function, becoming specialised in storage of coal (three coal sheds and four coal wharfs are shown).

The 1932 map shows the railway viaduct fully developed: a third railway viaduct was constructed in 1893 by W. Scott, engineer, (CLC 1893; marked in blue on the map) as addition of the Cheshire Lines 1877 running into the Central Station.

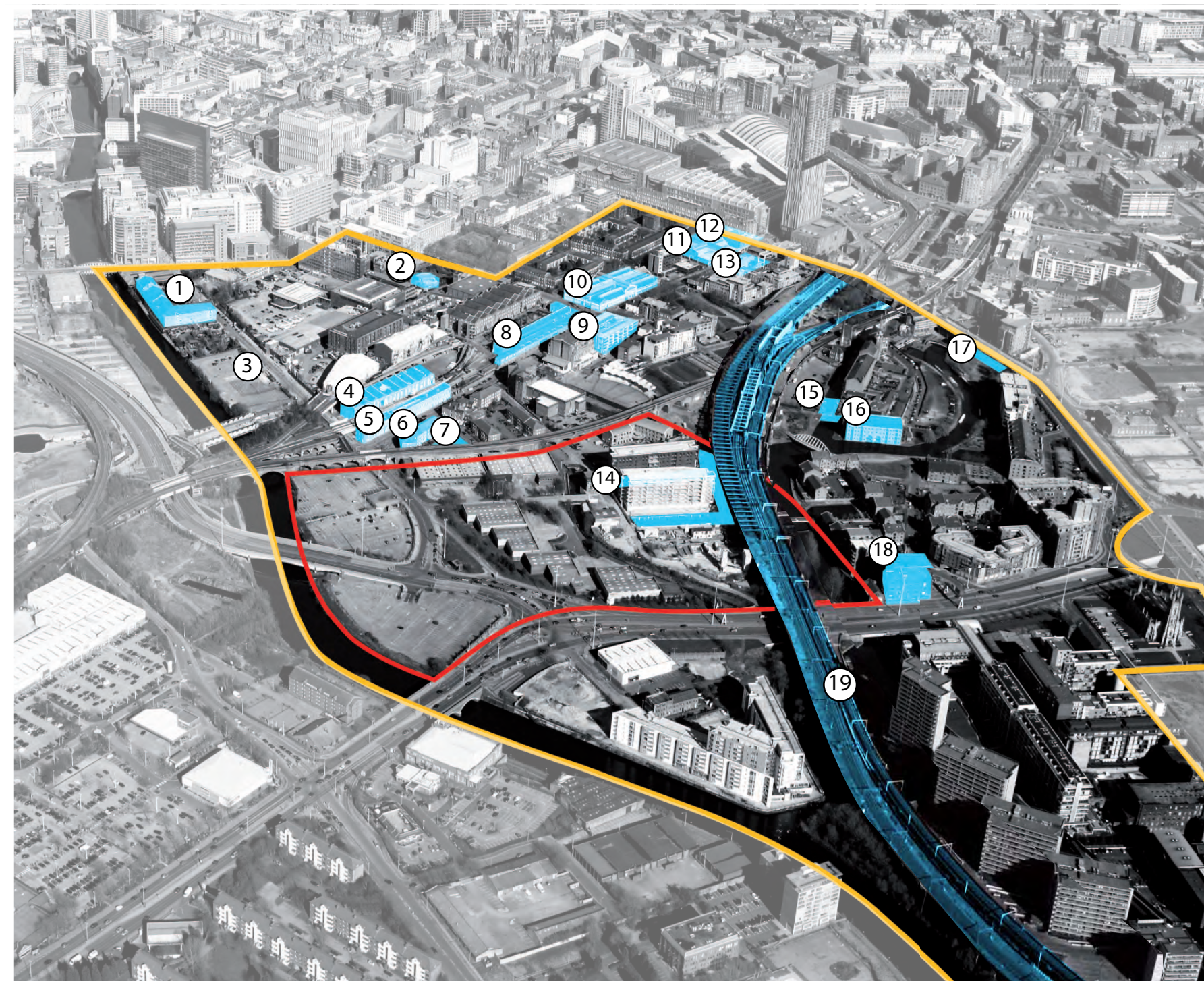
By the 1960s, the Potato Wharf area was run down and many parts of the canal were unnavigable. It was during the 1960's that many industrial buildings around the site were demolished, including the earliest warehouse in the area, the Grocers Warehouse, which has since been partially reconstructed.



First OS map of 1849 with SRF area overlaid



Listed viaducts at south of SRF area



- Castlefield Conservation Area
- Site Boundary

Listed Buildings within Castlefield Conservation Area

1. Victoria Warehouse, Albert Warehouse (Grade 2)
2. St John's college of Further Education (Grade 2)
3. Warehouse (Grade 2)
4. Old Railway Warehouse (Grade 1)
5. Liverpool Road Railway Station Master's House (Grade 1)
6. No. 125 Liverpool Road (Grade 2)
7. No 123 Liverpool Road (Grade 2)
8. Power Hall - Museum of Science and Industry (Grade 2)
9. Former St Matthew's Sunday School (Grade 2)
10. Museum of Science and Industry (Grade 2)
- 11 Former Market Hall (Grade 2)
12. No. 322-330 Deansgate Free Library (Grade 2)
13. No. 29-41 Liverpool Road (Grade 2)
14. Bridgewater Canal Basin (Grade 2)
15. Hulme Junction Locks (Grade 2)
16. Merchants Warehouse (Grade 2)
17. No. 2 and 4 Chester Road (Grade 2)
18. Former Canal Flour Mills (Grade 2)
19. Viaduct (Grade 2*)

05 The SRF Study Area

Location

The SRF area is located at a key point of entry into Manchester City Centre from the motorway network, via Regent Road. The majority of the site and its principal frontages to Regent Road, Dawson Street and Water Street currently lack any townscape value.

The development is in a highly sustainable location with a wide range of facilities readily accessible by sustainable modes of transport. Combined with this, the potential for travel by foot and cycle to and from the site is high, with a wide variety of important destinations situated within an acceptable walking or cycling distance (according to central Government published standards) of the site.

The site is located at a pivotal location which links and connects routes to Manchester City Centre and Castlefield. The River Irwell also provides a direct cycle and pedestrian link to Salford Quays and Media City, the route of the Bridgewater Canal provides a direct and popular pedestrian and cycle, and canal boat link to Manchester United Football Club. The Rochdale Canal extends from the Bridgewater Canal on the southern edge of the study area, and provides a direct pedestrian and cycle link from St George's Island, past Deansgate Station to Oxford Road.

The development is currently segregated from the city centre and it will be necessary for the proposals to physically link the site with the city centre through providing a number of legible pedestrian and cycle route connections.

As a general observation, it is noted that the vast majority of the city centre falls within two kilometers walk from the site, including all the main railway stations, a variety of Metrolink and bus stops, the retail core and its traditional commercial core as well as Spinningfields and the heart of Castlefield itself. These destinations are also accessible by cycle.

The majority of the site lies within approximately 800 metres of Deansgate Railway Station, and this can therefore be considered a prime destination for trips by foot or cycle which are then to continue by rail.

G-MEX Metrolink station is located on a raised viaduct immediately north of Whitworth Street West and adjacent to Deansgate railway station, forming an interchange. It is proposed that these elements be formally linked to create a new Manchester Central Interchange which will also accommodate the requirements of the City's expanding Metrolink system.

A number of frequently served bus stops are in close proximity to Potato Wharf, located on Water Street / New Elm Road and Liverpool Road (two stops). The Water Street / New Elm Road and Liverpool Road / Science Museum stops lie within at least 250 metres of the majority of the development.

The wider Castlefield area already has a substantial residential population and also provides a number of leisure destinations (bars and restaurants) which are easily accessible from the site.

The Study Area

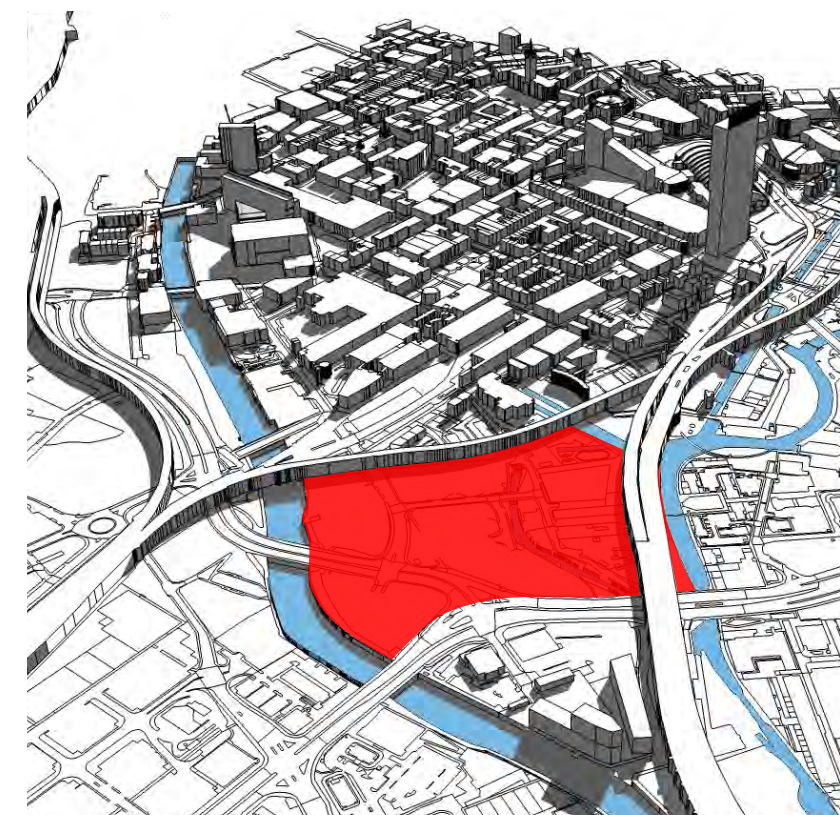
The study area is focussed on the south-western, largely underutilised segment of the Castlefield Conservation Area. The study area's southern boundary is formed by Regent Road and Dawson Street. These are heavily trafficked dual carriageways which connect the site to the city's Inner Ring Road and beyond to the regional and national motorway network. Regent Road is a key point of entry into Manchester City Centre and the site is highly prominent from its Salford approach. The study area's lack of townscape at this frontage currently detracts from this point of entry into the city centre.

Beyond the SRF's southern boundary is a residential community centred on St George's Island. Over the last 10

years, there has been significant residential development in this area - for example Urban Splash's Box Works scheme to the east of the viaduct, and the Vie residential development to the west of the viaduct.

The eastern boundary of the site is formed by the Cheshire Lines and Manchester and Altrincham viaducts. These visually contain the site from the heart of the Castlefield Conservation Area beyond which is characterised by its range of residential, office, leisure, retail and community uses. There is an existing bridge linkage which physically connects this part of the Conservation Area to the SRF area through the viaduct.

The northern boundary of the SRF area is framed by the Manchester and Altrincham viaduct. Linkages into the SRF area through this viaduct do exist including via Potato



3D view of SRF area seen in context of city centre, waterways and viaducts

Wharf. Immediately to the north of the viaduct are a range of residential, light industrial and business uses beyond which is Liverpool Road and the highly significant Museum of Science and Industry which is centred on a complex of Grade I Listed station buildings associated with the world's first passenger train service.

The western boundary of the site is formed by the River Irwell, which is dissected by an arm of the Inner Ring Road. The River Irwell forms the boundary between the cities of Manchester and Salford. Immediately facing the study area on the Salford bank of the Irwell is a consented scheme at Middlewood Locks. This is proposed to be a mixed use residential and commercial scheme.

The main positive influences on the site are the surrounding Grade II Listed viaducts and the waterways. The site provides an important part of the setting of these structures and opportunities for views of them should be capitalised upon in the masterplan.

However, the site has a number of negative aspects:

- The dated industrial estate and derelict buildings that characterise part of the site have no townscape or architectural merit, are bland and seriously detract from the environment and a key approach to Manchester City Centre.
- The siting of these building makes no reference to the area's historic grain and the existing public realm is of very poor quality. Current uses offer little by way of services, facilities or public space for the existing and emerging communities within the area.
- The prominent frontage of the site to Water Street is currently characterised by a green verge containing a substation, below which are various utility services. This is in need of improvement.



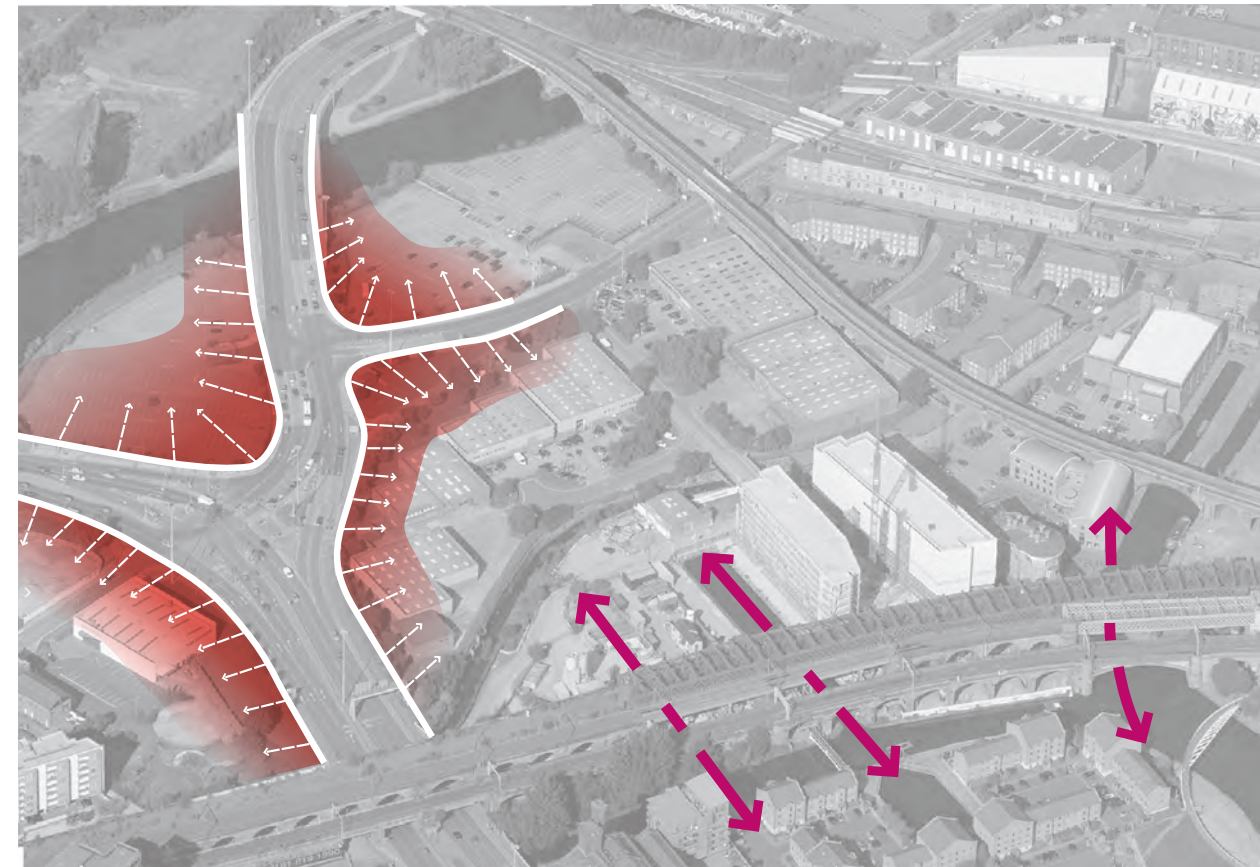
- The SRF areas to the west of Water Street and the Inner Ring Road are currently utilised for surface car parking. This part of the site is located immediately adjacent to the River Irwell and is a main point of entry into the City Centre. The openness of the site means that traffic dominates and strategic views are not visually framed.

The River Medlock runs through the site and while it is a key asset, it is currently barely perceptible due to being sunken significantly below site level. Access to the river is currently very difficult due to steep walls on either side. Significant amounts of vegetation also screen the river and the river bed itself is in need of improvement, cleaning and management.

Infrastructure Constraints and Opportunities

The site is heavily characterised by the transport infrastructure that edges it; the rail viaducts running along the eastern and southern edges and also the busy dual carriageways extending along the western edge of the site.

While these physical structures act as constraints on the site, they can also serve to contain it in a positive sense. Such island sites can benefit from developing their own character by virtue of their physical separation from the surrounding cityscape. The masterplan proposes to overcome some of this physical separation by creating new linkages into the wider context and providing new frontages to buffer internal areas from the traffic dominated environment.



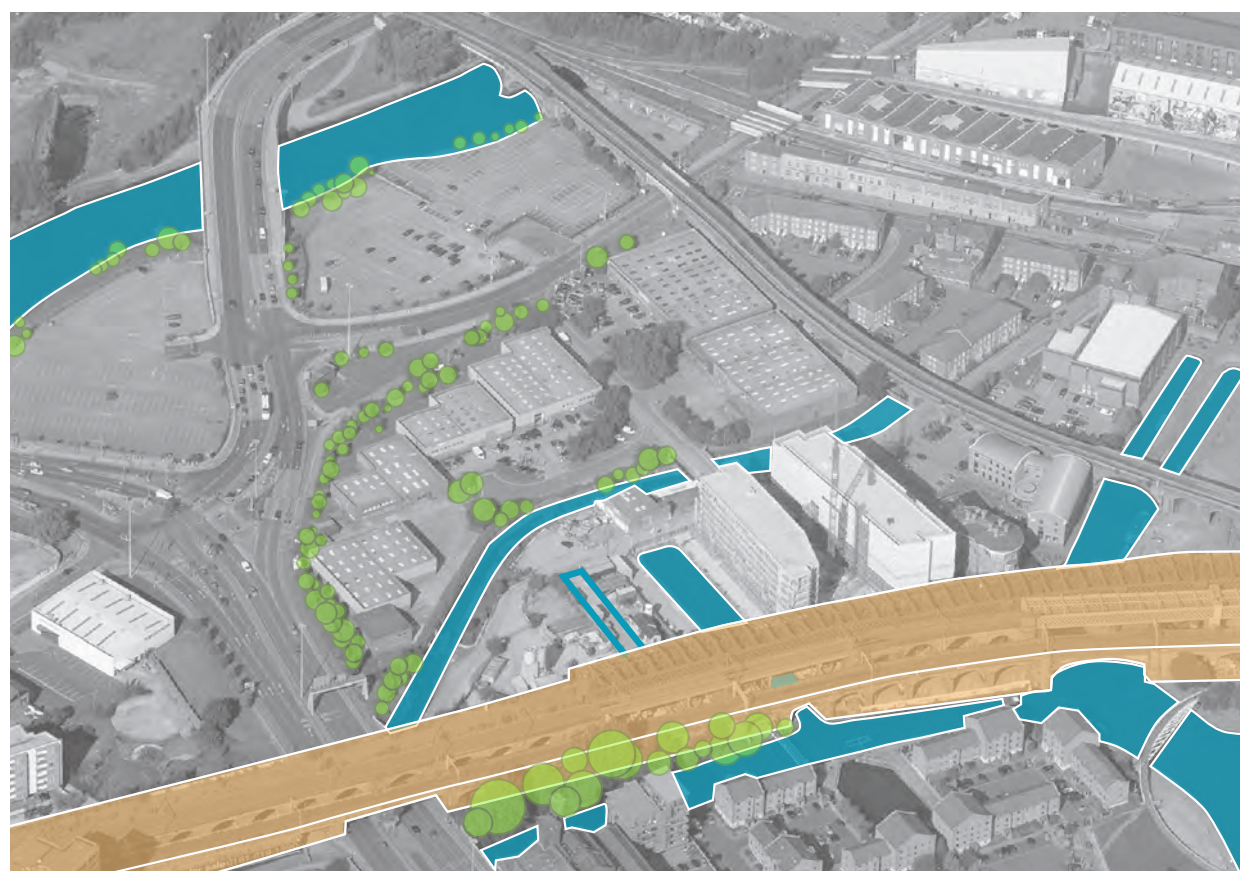
Traffic dominated environment

The SRF masterplan should create a new human-scaled streetscape sheltered from busier roads as well as improved physical / visual accessibility for the viaducts and canal.



View across junction looking southeast

Busy road corridors dominate this part of the conservation area. High-quality building frontages are required to frame new streetscapes.



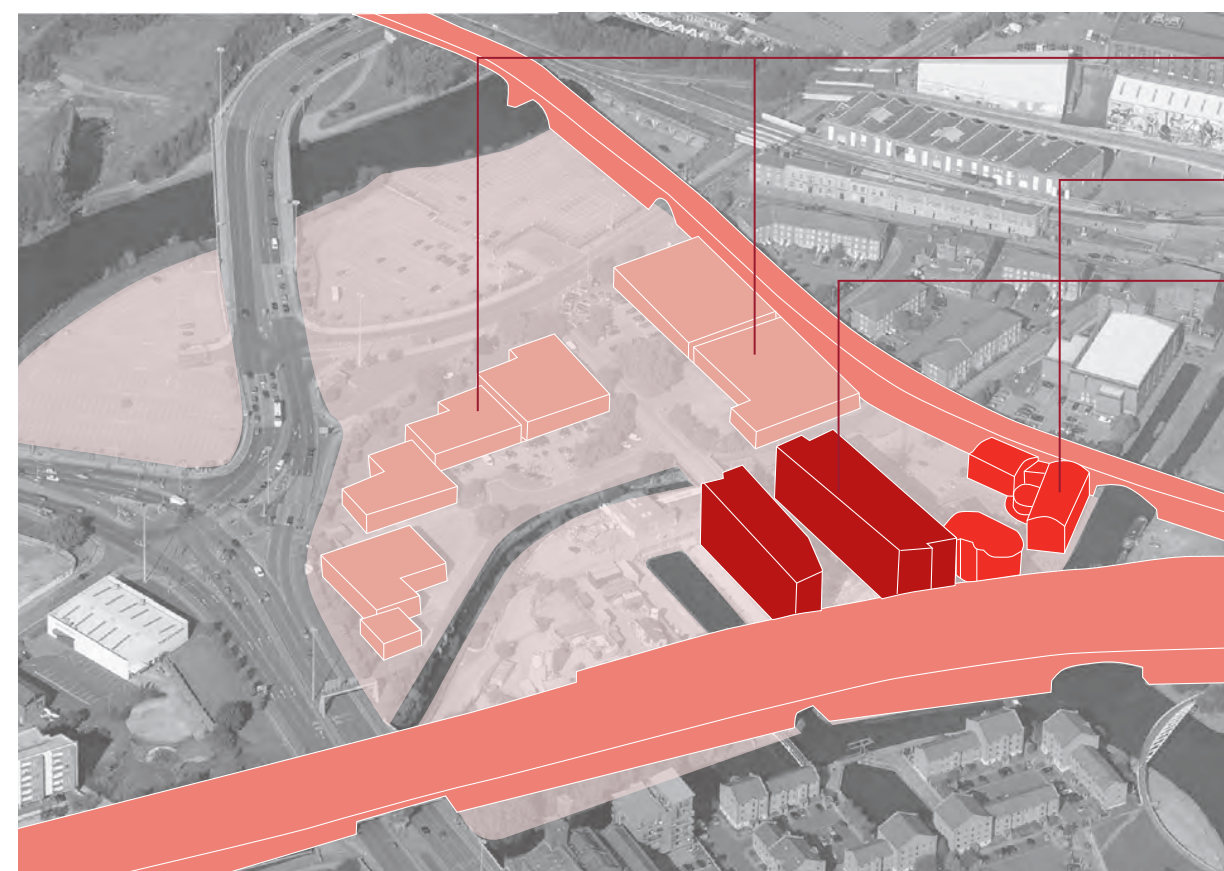
Waterways need to be redefined and made more accessible

Waterways

The Rivers Irwell and Medlock are significant assets for the site and defining elements within the Conservation Area, but also represent physical barriers given their high freeboards and lack of waterside access.

The SRF should lead to improved accessibility to the river edges with upgraded footpaths and new public open space. New residential development will bring the necessary sense of enclosure and overlooking for the waterways to be better integrated into the setting.

The setting for the Bridgewater canal will also be improved with new open space and landscape treatment together with the reinstatement of a canal basin.



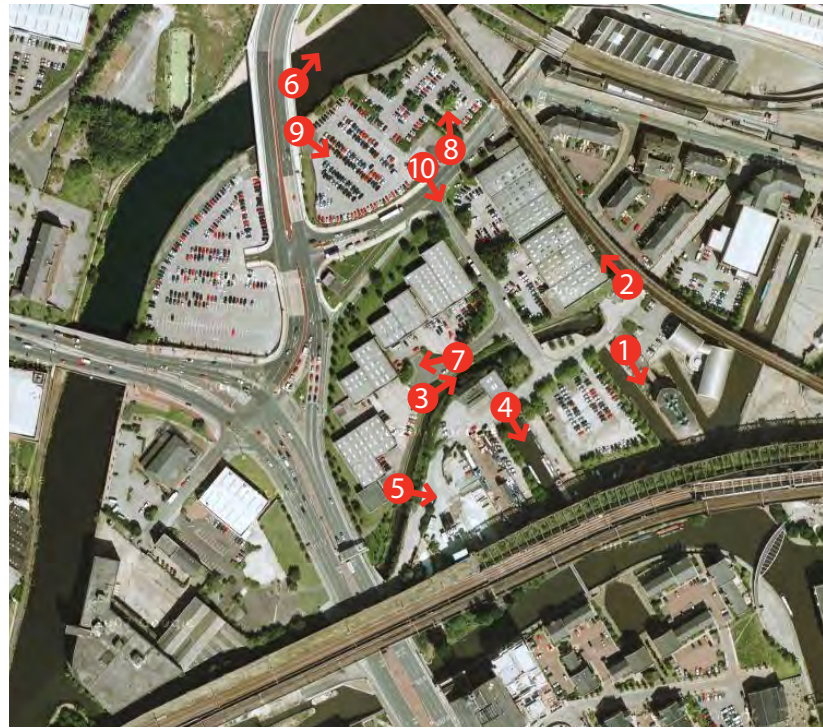
Under-developed land: the masterplan should establish a mix of uses to create a new urban quarter and bring previously developed land into new use to enhance this part of the conservation area.

Building Heights

With the exception of the recently constructed first phase of Potato Wharf, existing structures on the site consist of one or two-storey industrial units of little architectural merit and which provide very little spacial enclosure of the site.

A significant part of the SRF area is underdeveloped, including the large surface car parking fronting onto the River Irwell.

Appropriately-scaled development is required to create the necessary degree of enclosure to the area's open spaces and to bring a more urban character to the viaducts' setting. There is also an opportunity to use scale in such a way as to mark a prominent point of entry into the City Centre.



Framed views of the viaduct and visual access to the waterways should be maintained and improved. The masterplan seeks to create an improved setting for waterways and viaducts.

The waterways represent a significant opportunity for exploiting a key asset on the site through sensitive development and improved access.

The listed viaducts and canal basins are of significant historical value and provide a key visual amenity for the area.



View looking east from road bridge over Irwell with Granada car park to right



Low quality industrial buildings provide a poor setting for listed structures and contribute to ill-defined public realm.



View of Granada car park site looking northeast from Water Street



View looking south over Granada car park



View from northern part of site looking south towards Potato Wharf and viaduct.

05 The SRF Masterplan

Masterplan Approach

The intention is to create a masterplan which provides a comprehensive regeneration framework for the redevelopment of the area, in a mutually supportive way whilst, at the same time, allowing sufficient flexibility to enable the site to develop over time and adapt accordingly.

The illustrative masterplan shows one of the number of ways in which the site could be developed over time and explains the overall intent for the transformation of the site to create a vibrant, mixed use quarter of distinctive urban grain, high quality public realm and to provide a new setting for waterways and Listed structures.

The masterplan has been conceived around a number of key urban design principles that seek to integrate it more fully into the city fabric and to create a defined sense of place through carefully considered development.

The SRF identifies the need for a high quality public realm that adds significantly to the Conservation Area and responds to the historic urban grain of the area. To achieve this, a new streetscape must be established around pedestrian-focussed linkages, providing improved connectivity to the surrounding context and the city centre. The need for well lit, safe pedestrian routes is a key concern in the Castlefield area and is an important element in the strategy for this area.

The masterplan will bring improved access and amenity to both river edges. It also proposes to reinstate a previously in-filled arm of the Bridgewater Canal adjacent to the Listed viaducts and to enhance their setting.

Mix of Uses

The land use strategy is for a truly mixed use development creating a new distinctive destination for Manchester, encompassing employment/commercial and residential development as well as supporting community uses.

Development within the SRF will emerge as a vibrant, active and

coherent local area with a distinctive character, appropriate scale of buildings and a fine grain and network of thoroughfares which bisect and surround the site - namely Regent Road, Dawson Street, Water Street and the Inner Ring Road – as well as new thoroughfares created within the site.

New commercial development of high quality, contemporary architecture is planned to include a mix of different employment/commercial types including offices, work space, hotel, self storage, auto mobile showrooms, medical/healthcare and education. The SRF will importantly provide flexibility for future change in terms of both the overall framework and building types.

Residential development is proposed to the edge of the Rivers Irwell and Medlock and a new arm of the Bridgewater Canal, taking advantage of the attractive waterside setting and re-defining those waterways. The 'outer' commercial buildings will contain and provide noise attenuation to the residential buildings by acting as an acoustic 'buffer' to traffic noise. A multi storey car park is proposed to be sited east of new Elm Road adjacent to the viaduct. In addition, there is potential for surface car parking beneath along the south-east boundary of the site, which would serve residential development at Potato Wharf.

The clustering and grouping of buildings also has the benefit of helping to address wind and acoustic mitigation measures relative to the central riverside walkway.

The Water Street SRF's commercial offer reflects a wide range of characteristics that would make it extremely attractive to a variety of occupiers. It offers a site that has all the benefits of a City Centre location, is visually prominent from the Inner Ring Road and Salford approaches to the City Centre, and is highly accessible by foot, cycle, public transport or cars. There is significant potential for the appearance of the area to be transformed through creation of high quality buildings set within river side public realm - an environment that has potential to prove highly attractive to occupiers. The SRF will create improved pedestrian and public transport linkages to Spinningfields, Castlefield, the City Centre core, the Conference

Quarter, Oxford Road, First Street, ITV, Central Salford / Media City all of which are in close proximity. It proposes a mix of residential and community uses that will be mutually supportive to commercial occupiers and the site is situated within close proximity to well established and popular City Centre residences at St George's Island and Castlefield as well cultural, leisure and retail uses.

The commercial floorspace delivered at Water Street will be dictated to a certain extent by market conditions. However, the site's location is such that it is unlikely to be geared towards traditional Grade A floorspace aimed at the financial and professional services sector or company headquarters which are well catered for as part of established regeneration programmes at Spinningfields, the Co-operative development, First Street, St Peter's Square and in the City Core. A Government / Civil Service campus such as that proposed at Mayfield is also unlikely as Water Street does not have the same level of access to Piccadilly Railway Station and high speed rail linkages to London and Manchester Airport.

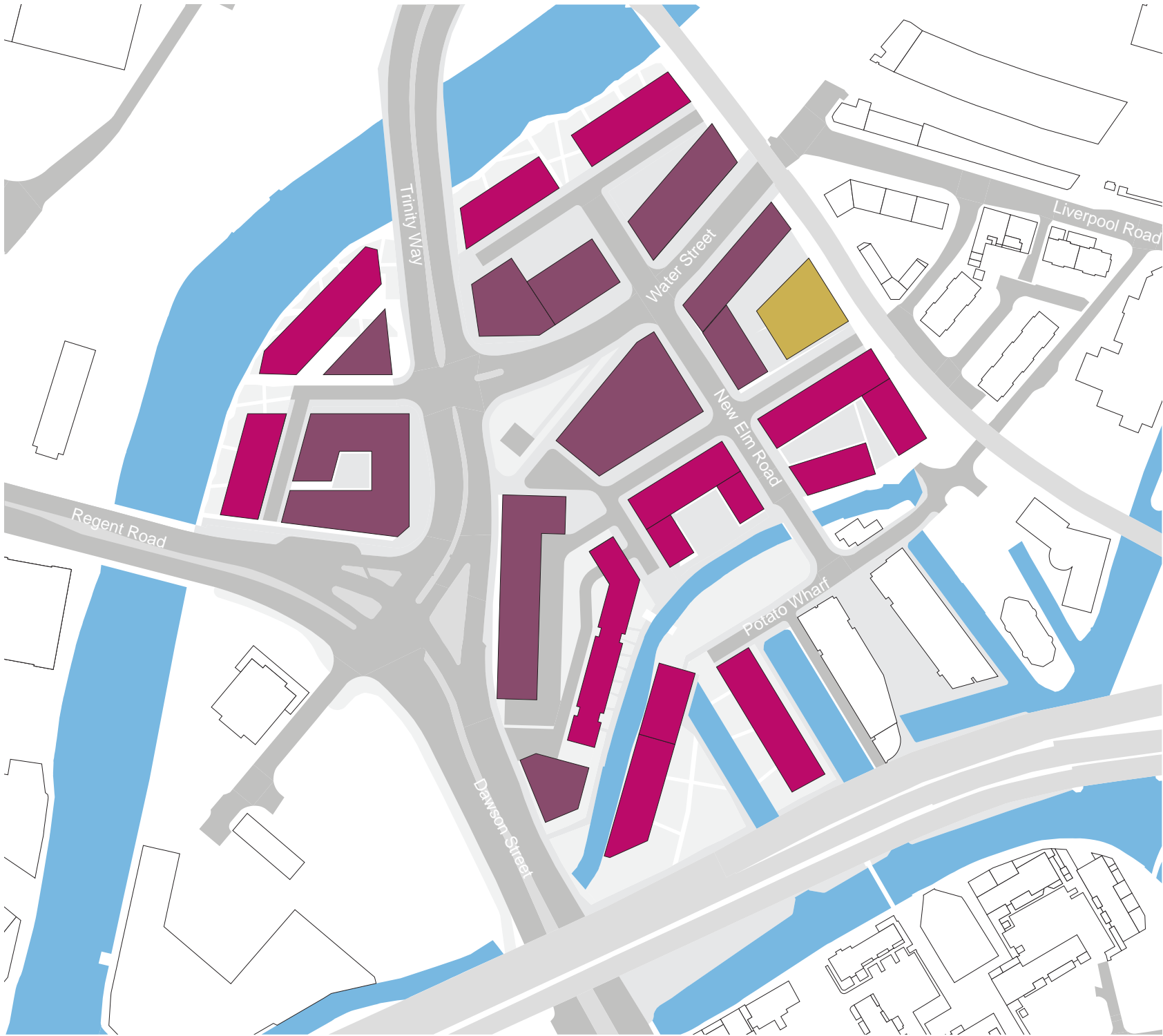
The offer is more likely to be aimed at attracting occupiers that complement established City Centre uses and would sustain the blue chip occupiers that Spinningfields et al have both attracted and continue to target. These will be occupiers who would fulfil a valuable and much needed support role and who would otherwise not be able to locate in the City Centre. They would thrive and greatly benefit from a City Centre location and the proximity to its established businesses, public transport and other infrastructure. A good example of this is Big Yellow, who as described in section 3 of this report have identified a growing demand for self storage facilities from both businesses and City Centre residents. The Water Street site offers the opportunity for competitively priced commercial accommodation to be made available on flexible leasing/purchase structures, specifically designed to attract small and medium sized enterprises, and generate entrepreneurial activity. It will provide an affordable 'close to centre' offer, for which there is an identifiable demand. It will generate a market in the City for occupiers who would otherwise look to out of town locations around the M60 ring and create additional economic activity and job creation in the Regional Centre.

Mix of Uses

The regeneration of the Water Street area is envisaged to provide the following approximate quantum of development:

Residential:	52,500 to 61,250 sq m
Commercial/Employment:	
Offices:	29,000 to 30,000 sq m
Self Storage:	1,500 to 3,000 sq m
Workspace:	2,000 to 5,000 sq m
Automobile Showrooms:	1,500 to 5,000 sq m
Medical / Healthcare:	1,500 to 5,000 sq m
Education:	1,000 to 5,000 sq m
Hotel:	5,000 to 10,000 sq m
Car parking:	3,000 to 5,500 sq m
Total:	97,000 to 129,750 sq m.

- Commercial
- Residential
- Car parking



Masterplan concept for land use distribution

Layout and Scale

The scale of the buildings proposed within the masterplan has been carefully conceived, including the heights of buildings in relation to the setting of the Listed viaducts. This approach takes into account extensive consultation which took place with English Heritage during 2007/8.

The Listed viaducts are a major positive contributor to the setting of the site. The geometry and alignment of buildings and streets through the site, together with the scale of development, frames new streetscape and seeks to maximise opportunities for views through to the viaducts.

The residential blocks closest to the viaducts are conceived as between five and seven storeys to provide an appropriate height relationship and to tie in with the adjacent 8-storey Phase 1 Potato Wharf residential development already constructed.

The arc of proposed commercial buildings which sweep along Dawson Street and Water Street are proposed to be of a scale which is capable of providing an appropriate architectural response for this key point of entry to Manchester City Centre terminating the vista from the main approach road to the city from the M602 (Regent Road) and acting as a gateway to the Left Bank/Granada/Spinningfields areas of the city centre.

The scale of buildings along the heavily trafficked edges of the site provide an environmental buffer to residential buildings at a more intimate scale (three to five storeys) within the heart of the site. The residential buildings provide a distinctly human scale environment defining the River Medlock and a new green, river park at the heart of the site.

To the west of Water Street and the Inner Ring Road, high quality, contemporary commercial buildings front onto Regent Road, Water Street and the Inner Ring Road, similarly providing an environmental buffer to residential development

adjoining the River Irwell. This area of residential development has the possibility of increased scale, upwards of eight storeys whilst defining the edge of the River Irwell and providing an appropriate setting to new walkways and public space associated with the Irwell City Park Initiative.

Public Realm, Landscape and the Rivers

A key concept of the public realm design is to capitalise on the opportunity to create a unique public space in Manchester, centred on a rejuvenated River Medlock. The vision is to create an accessible public space 24 hours a day.

Such a space will be in contrast to new, predominantly hard spaces, for example at Exchange Square, Spinningfields Square, and Hardman Square in the city centre.

Whilst Manchester is well served by a range of excellent parks (35 in total within Manchester Central Parks area), all within easy access of the city centre, there is a need for a high quality public space located on the doorstep of the recently expanded living and working communities.

There is potential for the ground floors of a number of blocks to be animated with a range of commercial spaces, responding to their location within the masterplan. This should result in the creation a lively urban environment for both workers, residents and visitors interacting on a daily basis.

The landscape frontage to Water Street will also be enhanced and public realm design for this area aims to create an appropriate setting for the new development, and seeks to shield the substation to lessen the visual impact of it on the area.

The site would benefit from places that are sheltered, at a human scale and orientated to provide comfort. In relation

to comfort, the masterplan should be developed to assist sunlight penetration into the public realm. The effects of the proposals on the wind environment in terms of pedestrian comfort and safety should also be tested through accurate modelling as landscape design consisting mitigating wind conditions, should that be necessary through screening.

Maximising personal safety throughout and minimising opportunities for crime and other anti social behaviour are also important considerations, which will be taken fully into account.

Passive surveillance will also be further achieved through increasing foot fall through the site, generated by people living and working in the development and those moving through it into the wider Castlefield area.

Overall, the intention would be for public realm proposals to create conditions for visitors to linger longer within the external environment – places for residents, workers, visitors and people passing through to sit out, meet and relax.

Access and Car Parking

The traffic regime is intended to be clear, efficient and offer a balance between requirements for car access on one hand and a desire to restrict vehicle access around certain parts of the site on the other. The masterplan will propose vehicle restrictions such as a section of one-way movement along Potato Wharf in order to remove the possibility of ‘rat-running’ through the site (with motorists using the route as an alternative to navigating the often busy and signalised Water Street and Liverpool Road junction).

Illustrative Masterplan

The illustrative masterplan shows the overall intent for the transformation of the site to create a vibrant, mixed-use quarter with a distinct urban grain, high quality public realm and a new setting for waterways and Listed structures. The masterplan shows one of a number of ways in which the site could be developed over time; the buildings shown here are indicative only of the overall intent.

- A** High quality residential development edging River Medlock (3-5 storeys) with improved river access
- B** New pedestrian-priority link connecting Potato Wharf to River Irwell with improved river access
- C** Residential 'ribbon' fronting onto River Irwell
- D** Commercial development lining main thoroughfares
- E** New public space at Potato Wharf fronting onto River Medlock
- F** Reinstated Canal Basin and improved landscape setting to viaduct
- G** Improved landscape setting to substation site on Water Street
- H** Improved linkages and streetscape into surrounding context
- I** Proposed multi-storey car park
- J** Proposed Self storage facility



SRF Illustrative Masterplan

Improved links to surrounding context and city centre

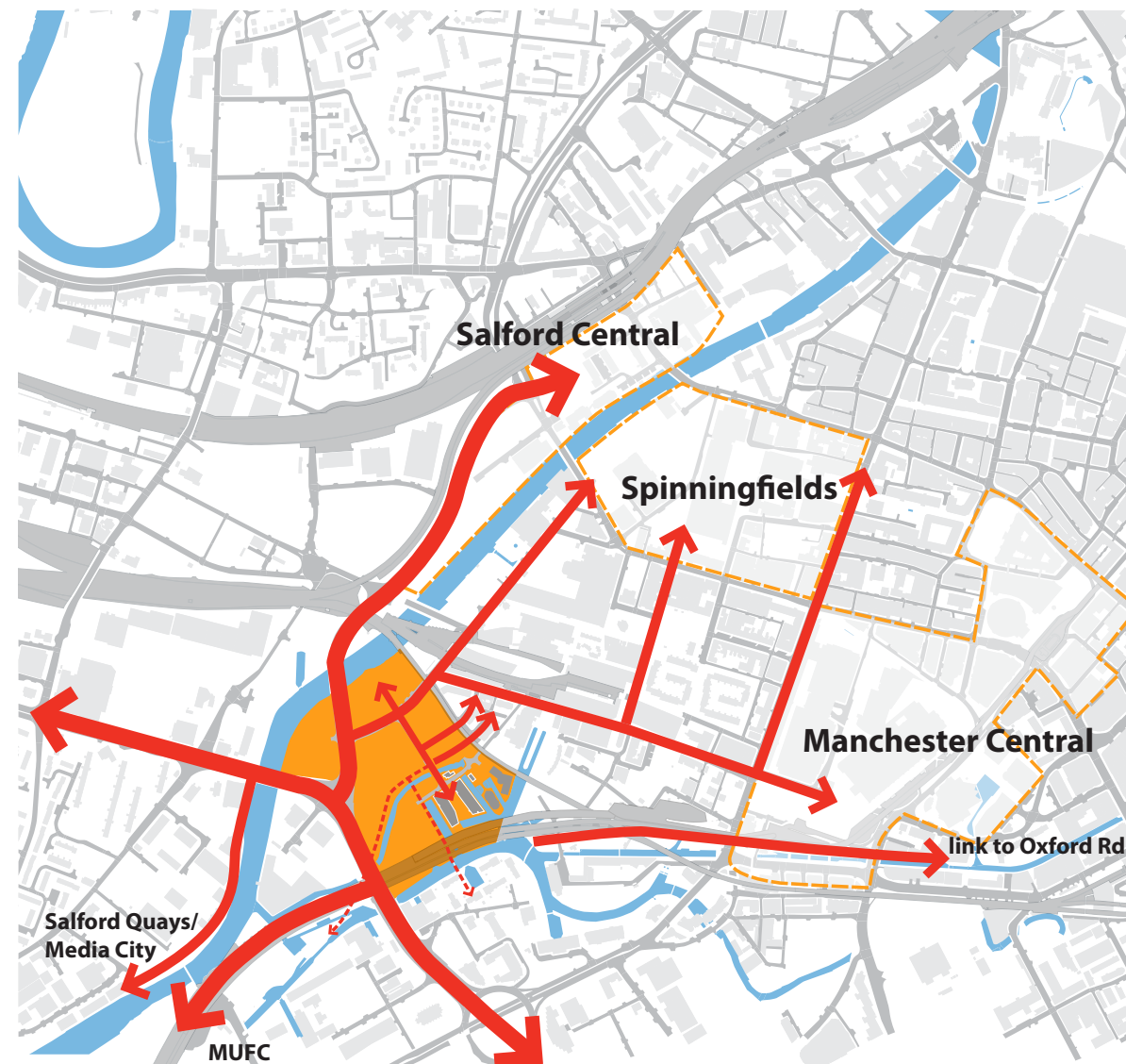
The masterplan proposes a network of streets and public spaces which will replace the currently uneven and poor quality roads and footpaths and create permeability through the site and improve connections to surrounding areas. The proposed network of streets and spaces will be designed to manage vehicular, cycle and pedestrian traffic through the careful design of shared routes and surfaces, ensuring pedestrian priority is maintained and to ensure that pedestrians are not at risk from unexpected vehicular movements.

The main streets of the scheme, including an important new north/south connection connecting Potato Wharf to the River Irwell, will establish an arrangement for the development which extends the urban grain of adjacent pieces of the city through the site. As referred to earlier in this document, the new routes through the scheme

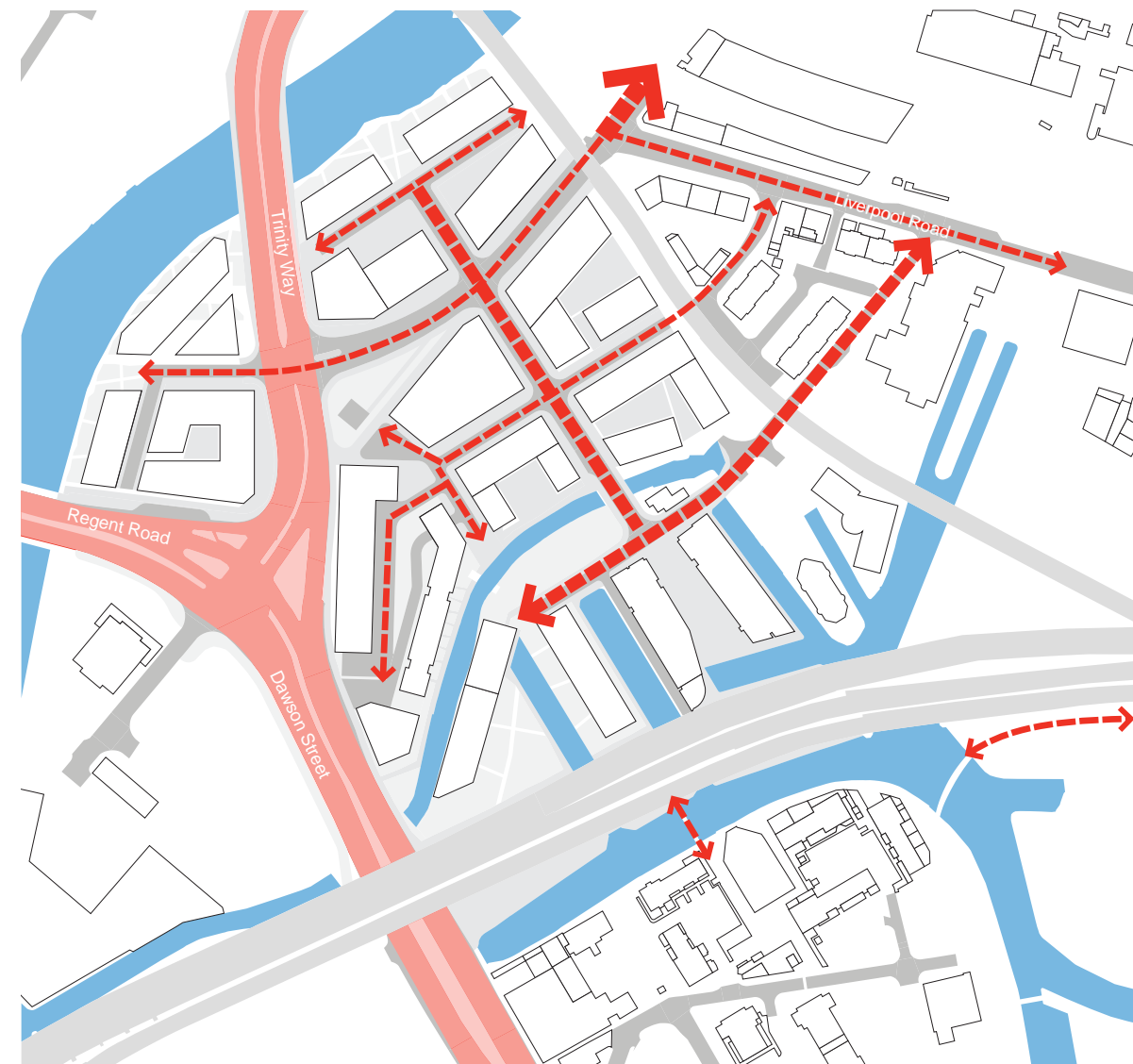
and connections to the Irwell will unlock the potential to open up links from Salford Quays/Media City to the city centre and create an attractive recreation route.

Improved north-south linkages will connect to an existing bridge beneath the viaducts crossing the Bridgewater Canal. This bridge connection is currently closed off. The intention will be for its reinstatement to provide an attractive route into the heart of Castlefield and the canal towpath which provides a well used direct pedestrian linkage to the residential community at St George's Island.

The masterplan arrangement establishes new linkages from the heart of the scheme into existing routes – Potato Wharf and Woollam Place which provide connections to Liverpool Road and into Spinningfields via Lower Byrom Street and up to Manchester Central Interchange, which is set to become a major focus for investment capitalising on improved public transport infrastructure and connections and further investment in the Conference and Civic Quarters.



Proposed wider linkages to central Manchester and Salford Quays

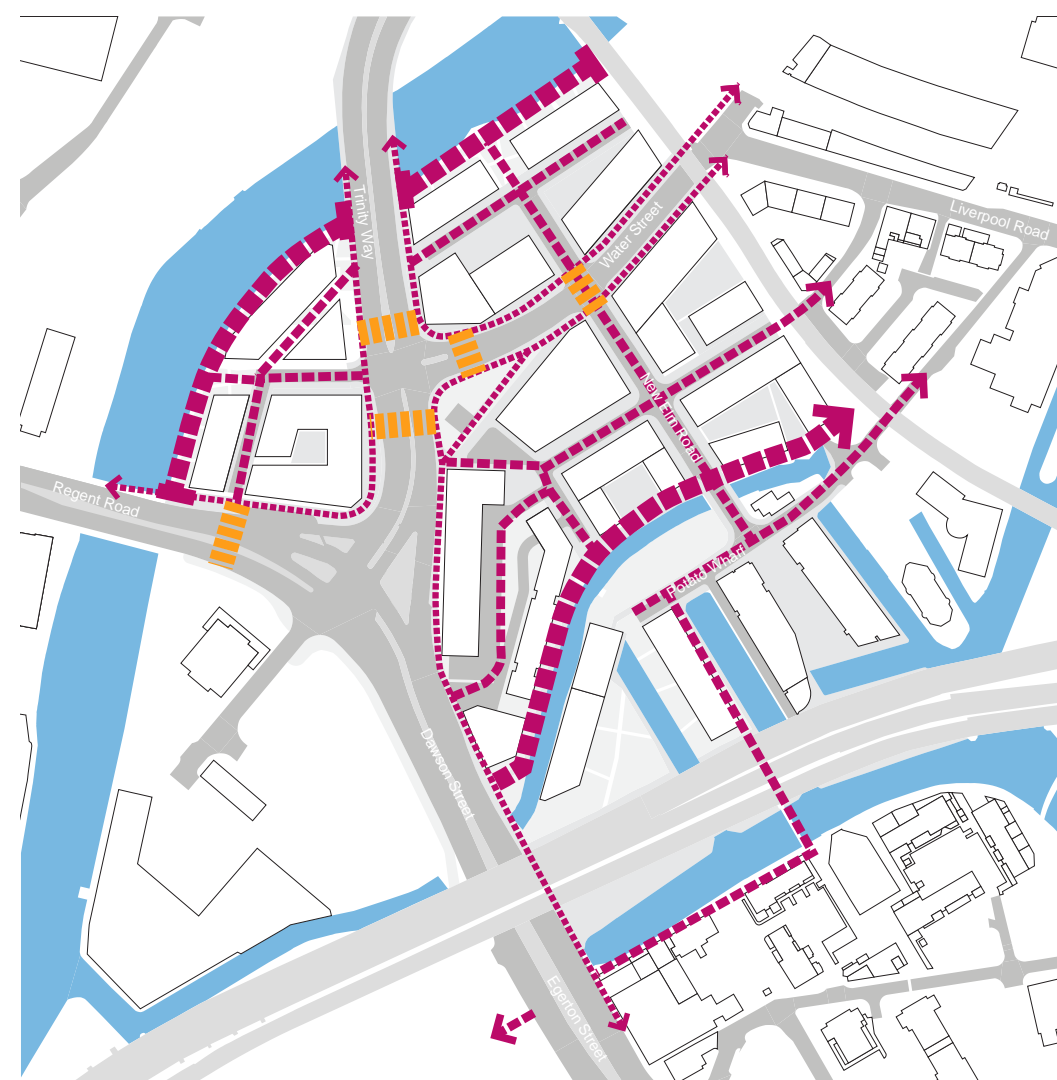


Proposed Street Hierarchy - Vehicular

- Strategic Road
- - - Primary Street
- . . . Secondary Street

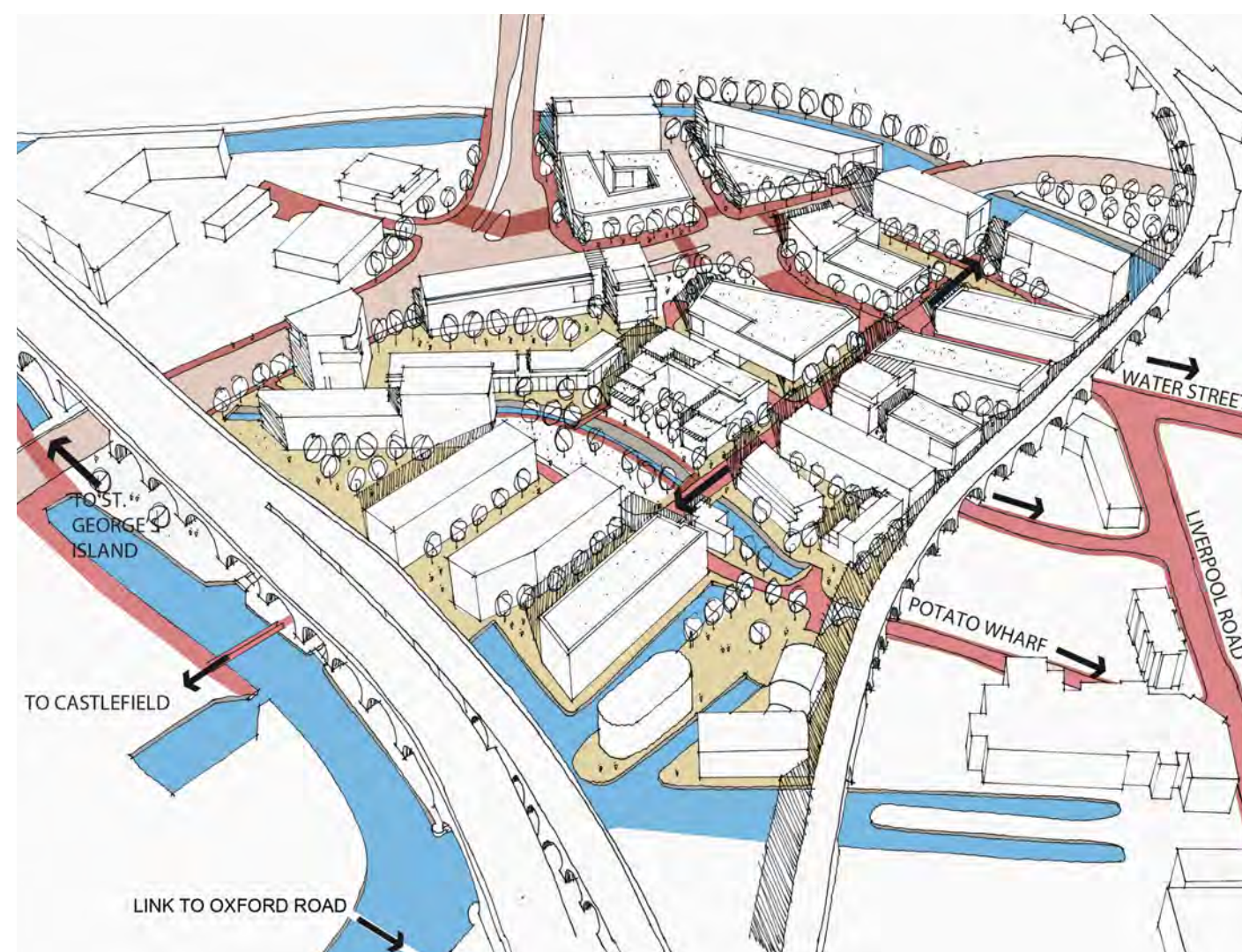
A new pedestrian-priority streetscape

An active streetscape, with frequent pedestrian and vehicle movements shall allow the smooth transition, both from one characterful city district to another and from the surrounding streets of the city, to shared streets and spaces within. These streets will be part of a more coherent urban environment, being lined with active building frontages – where the activity and life within the building is visible through windows and doors onto the street.



Potential locations for new/improved crossings

-  River Walk
-  Shared Surface
-  Pedestrian Walkway
-  New/ Improved crossing

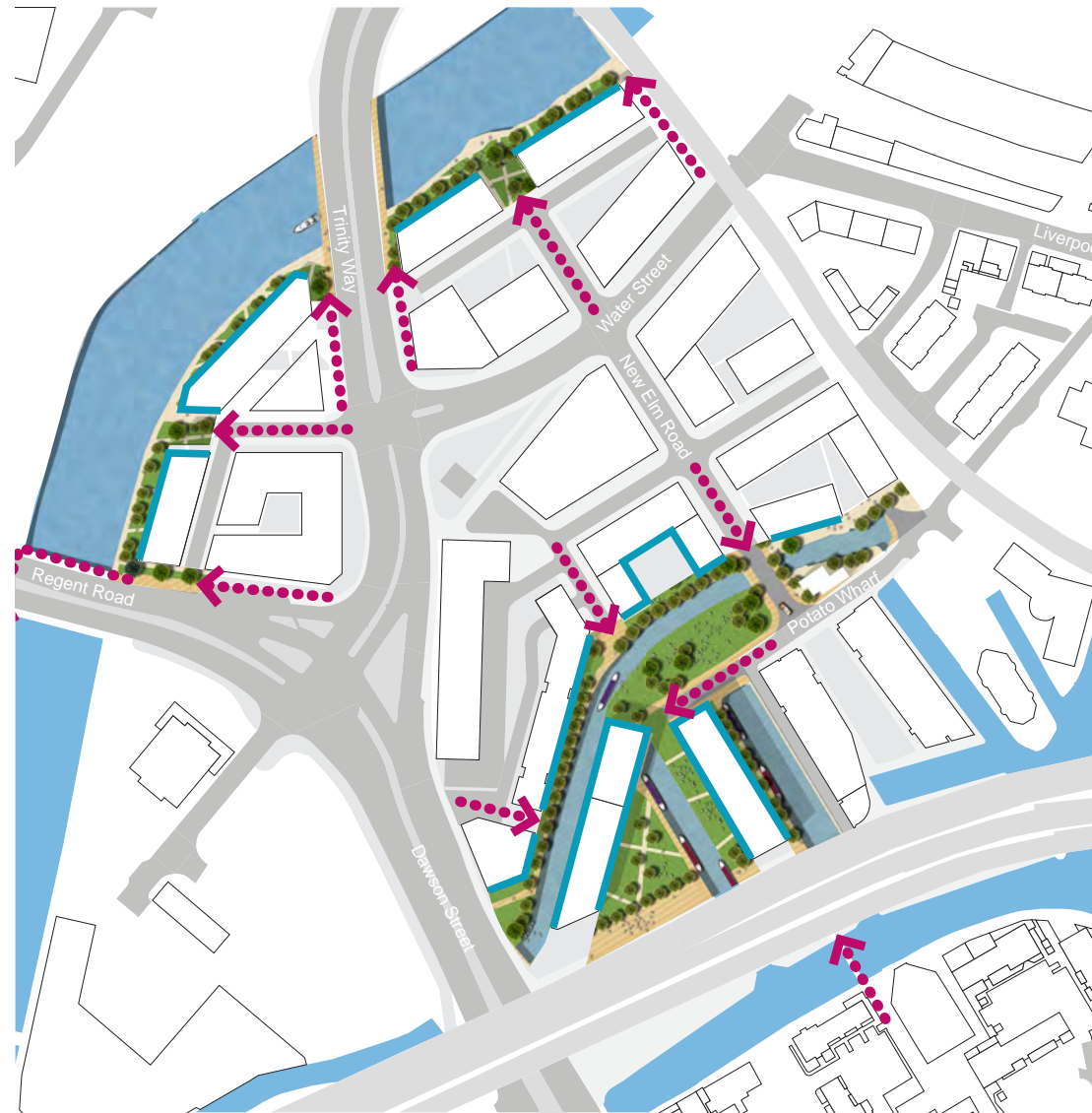


View from southeast: Improved links within the site and into surrounding areas.

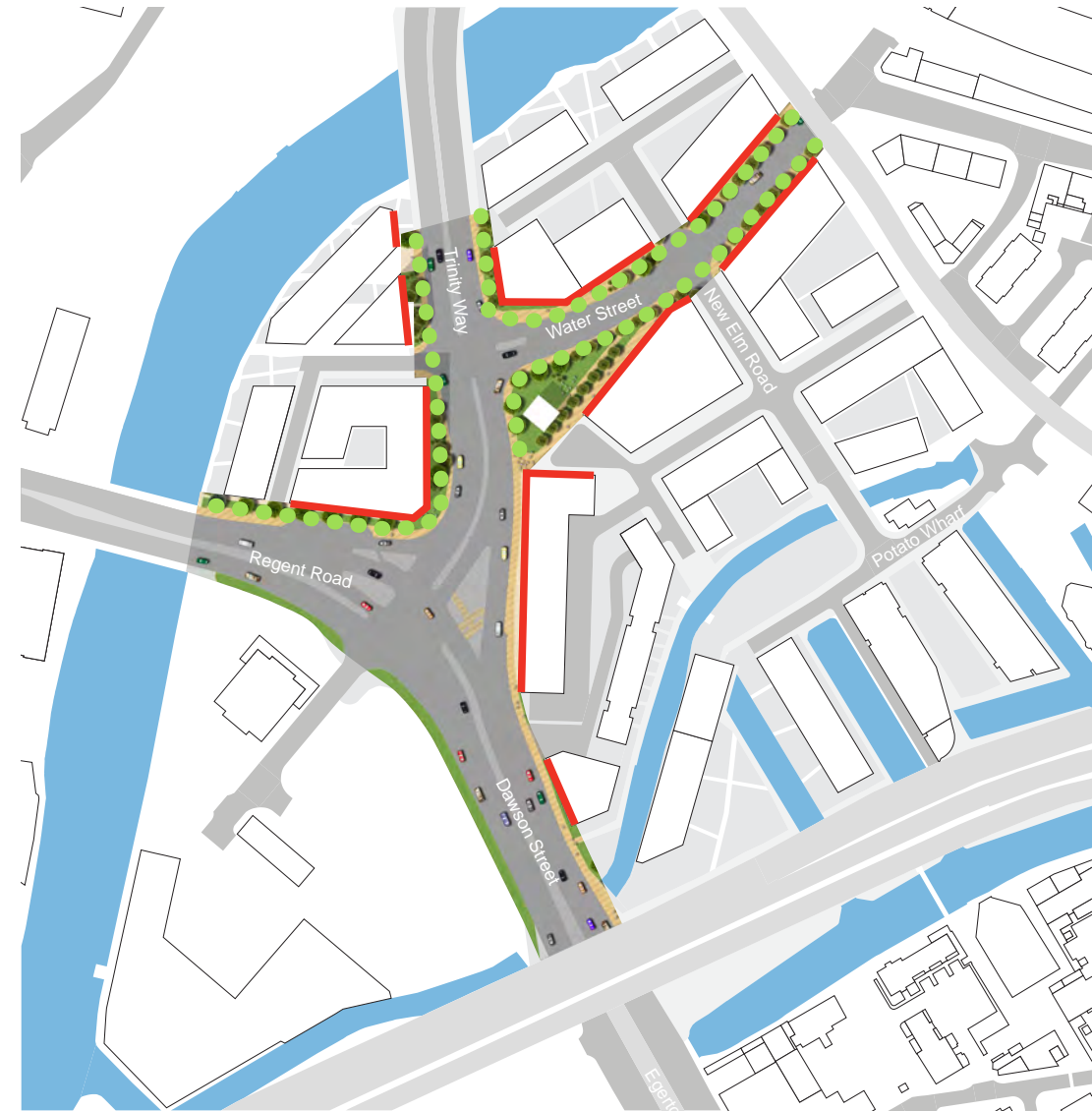
New frontages to address waterways and streetscape

Residential development is proposed to better define and integrate the river edges into the larger setting. New routes to and along the riverfronts will be created together with a new landscaped public space overlooking the Medlock.

The strategy is for commercial space to line the edges of Water Street, Regent Road and Dawson Street to provide a buffer to the interior of the site and also to bring an appropriate urban scale to this gateway location.



Key frontages to re-define waterways



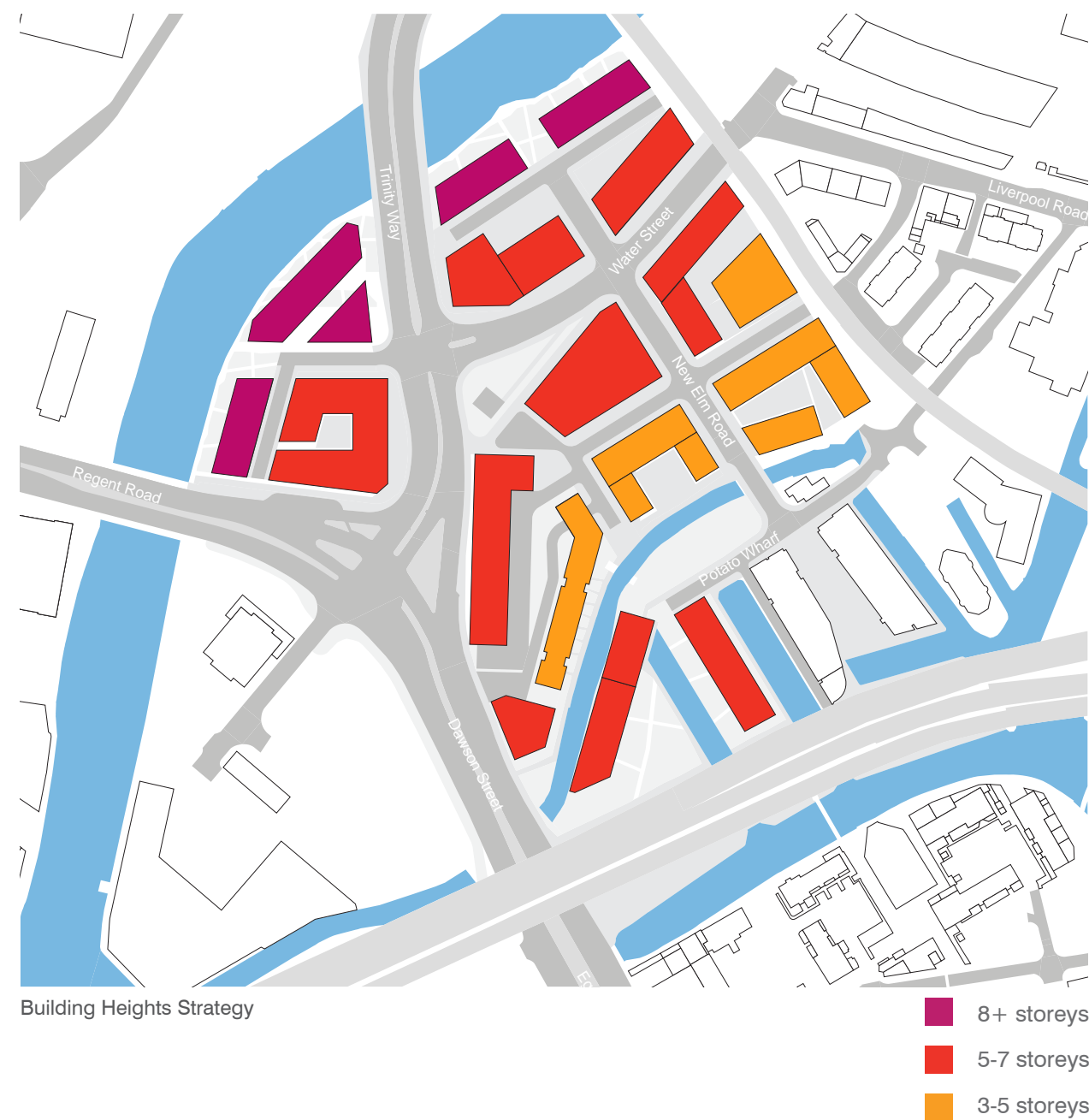
Key building frontages to address primary streets

Height Strategy

The site around Water Street is currently poorly defined in large measure because of the general lack of built form. The SRF masterplan proposes a height strategy that responds to constraints and opportunities within the site and introduces an urban character to the area that is appropriate relative to current market conditions.

At the north of the site, taller residential buildings are considered appropriate to the scale of the River Irwell, particularly given the northern aspect. Massing then steps down to allow sunlight to reach into interior spaces within development parcels.

A similar massing applies south of Water Street; medium-height commercial buildings form a strong built edge to busy road frontages, with lower-scaled residential buildings stepping down towards the Medlock.



Away from the Listed viaducts there is no particular constraint to the height of buildings within the masterplan area. In particular, the building blocks either side of Trinity Way, adjacent to its junction with Dawson Street and Regent Road are capable of accommodating additional height in order to mark important vistas and an important part of entry to the City Centre.



Indicative Massing Views

These sketch views provide an impression of the general scale of development envisaged by the SRF masterplan together with the resulting quality of its urban grain in relation to improved public realm and seen in the context of waterways and viaducts on the site.



View from North West:

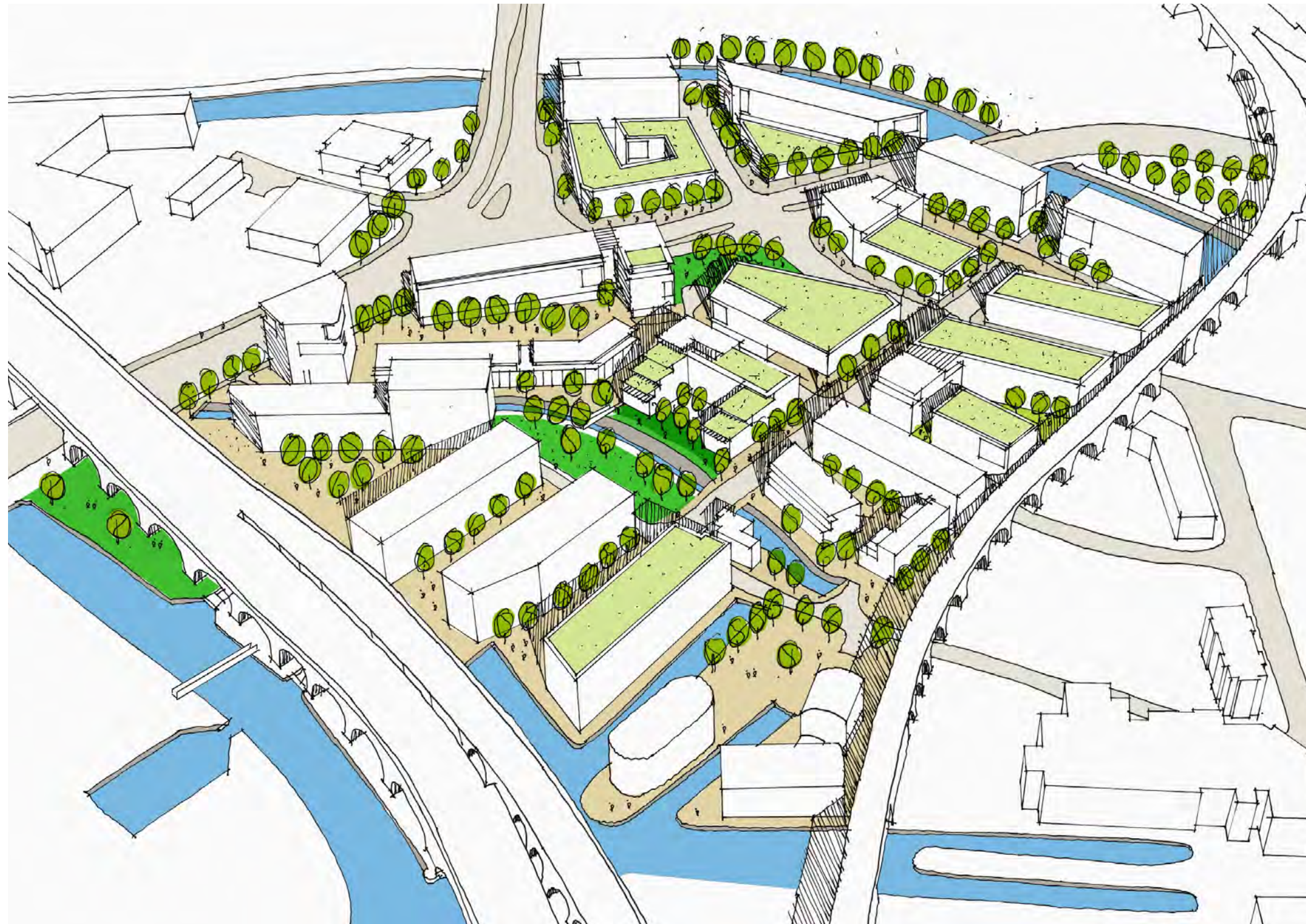
Residential development is envisaged to line the River Irwell, with mixed use commercial space framing a new streetscape around Water Street



Reference images for the range of residential buildings in the SRF

Appearance

The architectural response will be to create high quality, distinctive contemporary new buildings. The outer blocks will be designed as a family of buildings to provide a high quality, contemporary and cohesive architectural response at a key gateway to the city centre. The blocks adjacent to the viaduct would provide an appropriate contextual response to the listed structures.



Sketch view from southeast

New residential development will address the River Medlock with a new pedestrian route extending from Potato Wharf up to the River Irwell.



07 Sustainability

Manchester is the original modern city. It provided the blueprint for the contemporary urban experience by shaping trade, technology and politics. Indeed, Manchester's entrepreneurship and its radicalism helped to shape the modern world.

The global economic transformation that followed the industrialisation of Manchester and other major UK cities has delivered improved quality of life and wealth to billions around the world. However, it has simultaneously eroded the natural resources on which economic activity and human survival rely. The global population now lives beyond its environmental limits, consuming natural resources at a greater rate than is able to be sustained by the regenerative capacity of the planet.

The emergence of climate change and global resource depletion as issues for urgent action has brought a challenging new dimension to the role of property and the built environment. Reducing emissions, creating the conditions for a step change in resource efficiency and adapting cities to the unavoidable impacts of climate change have become frontline concerns.

It is these concerns that have led to the development of Manchester's Climate Change Action Plan (CCAP): an ambitious manifesto for low-carbon transition. The CCAP focuses to a large extent on the urgent task of reducing the City's contribution to UK emissions by promoting 'low carbon living' to reduce emissions by at least 41% (equivalent to 1.3 million tonnes) by 2020. It also plans to capitalise on the opportunities that this will provide for improved quality of life and prosperity. Another essential strand of the CCAP is to adapt the built environment to a changing climate.

The SRF Masterplan Area holds a strategic position at the confluence of key routes into and around the city as well as its anchoring position at the south-west corner of the city centre.



Green infrastructure - green walls

Therefore, the redevelopment of this site would potentially make a catalytic contribution to realising wholesale redevelopment of the wider area. This important role requires a comprehensive and thoughtful approach to the long-term sustainability of the area. This will be achieved using the design principles outlined below.

Sustainable Design Principles

Consideration of sustainable design principles at concept stage is crucial to ensure that the needs of all users are met throughout the lifetime of the buildings, whilst contributing to the Government's priorities for sustainable development and Manchester's aspirations for low-carbon transition.

An important principle of the SRF is to set appropriate sustainability goals across all activities in a way that will achieve the right balance between social, environmental and economic objectives and in order to provide an appropriate framework for the ongoing design, construction and operation of the development.

Potential Masterplan Energy Strategy

As noted in the introduction to this section, Manchester City Council is deeply committed to its emerging CCAP and achieving significant emissions reductions by 2020. A key strand of this policy is the exploration of a decentralised city centre energy network. The SRF Masterplan Area could play an important role through the development of a SRF wide energy strategy.

The complementary mix of uses proposed for the area makes it ideally suited for the consideration of a decentralised energy network. By connecting buildings of different use together via an energy loop, it would be possible to diversify heating and cooling loads. This would enable large scale low and zero energy technologies to be installed, providing increased on-site carbon savings and potentially facilitating the path towards the Government's target for carbon zero development by 2019. As well as diversifying heating and cooling loads there could be a site-wide approach to renewables including:

- Biomass (Wood Chip) Boilers
- Combined Cooling, Heating and Power systems
- Solar Photovoltaics (PV)
- Ground Source Heat Pumps (GSHP)
 - Solar Domestic Hot Water (Solar DHW)

The Team will also explore the potential for connecting to Manchester's proposed deep geothermal energy network in an attempt to reach Manchester City Council's aim for at least 20% of final site energy demand to be met by on-site renewable technologies.



Green infrastructure - green roofs

08 Employment Benefits

Manchester's Labour Market

The SRF proposals will create a new focus for high value economic activity in the City Centre. The impacts of new job growth are significant and there is a real opportunity to increase prosperity and raise community ambitions. Moreover, the role of large development projects is crucially important to providing conditions that will drive economic growth in the medium to long term.

Manchester's labour market has suffered with the onset of the recession. New employment opportunities are scarce and the latest figure for unemployment in Manchester District currently stands at 5.7%. Across the wider metropolitan area, unemployment is 5.0%. Both these figures are higher than the regional and national averages at 4.6% and 4.1 respectively . There is a clear role for the SRF proposals to play in creating new employment opportunities across Manchester that will contribute to closing the gap with the regional and national unemployment averages.

Employment Growth

The scale of development will have strong, lasting beneficial impacts on Manchester's labour market. Based on the likely floorspace that the proposed masterplan can accommodate, an assessment can be made to provide an initial estimate of the likely number of jobs that can be accommodated on site, and of which, the likely proportion of jobs that are additional or 'new' jobs.

The indicative masterplan provides the following floorspace ranges by land use (shown in Table 1). We have taken the midpoint as the basis for the calculation of gross direct jobs. We then apply employment densities to each land use to arrive at the total number of jobs that could be accommodated on site which is the Gross Direct Impact. Table 2 below provides the employment density assumptions.

Land Use	Indicative Masterplan Floorspace Range	Mid Point Floorspace
Residential	52,500 sq m to 61,250 sq m	56,875 sq m
Commercial (Office)	29,000 to 30,000 sq m	29,500 sq m
Commercial (Hotel)	5,000 to 10,000 sq m	7,500 sq m
Commercial (Other)	4,500 to 15,000 sq m	9,750 sq m
Automobile Showrooms	1,500 to 5,000 sq m	3,250 sq m

Table 1 Schedule of indicative floor areas by land use

Use	Floorspace	Employment Density Assumption	Total Employment Capacity On Site / Gross Direct Impact
Office	29,500 sq m	1 job per 20 sq m	1,475
Hotel	214 rooms	0.8 job per room	171
Other	9,750 sq m	1 job per 32 sq m	305
Show-rooms	3,250 sq m	1 job per 90 sq m	36

Table 2: Gross Direct Employment Impact from Commercial uses

The self storage element of the proposals is likely to create in the order of 1,500 to 3,000 sq. m and five further jobs. Total gross employment impact will therefore be in the order of 1,992. In assessing employment additionality and arriving at the net additional jobs created, we have considered the following factors:

- **Leakage effects** - the proportion of benefits that will accrue outside of Greater Manchester. In this instance, the likelihood of the new employees residing outside of the Manchester Metropolitan area. We have applied a leakage rate of 15%.
- **Displacement effects** - considers the extent to which new employment growth accommodated by the SRF Proposals would be derived from a relocation of employment elsewhere in the Greater Manchester area. For the purpose of estimating employment additionality in this case, we have applied a displacement rate of 60%.
- **Substitution effects** – in this instance there is no intervention in the property market (often through public funding) and therefore the substitution effects are not applicable here.
- **Multiplier effects** – further economic benefits associated with additional local income, local expenditure and long term development effects. In this instance there will be indirect employment creation from demand generated in supporting supply industries. In addition, the increased aggregate level of income in the Greater Manchester economy further generates employment demand and aggregate household expenditure increases. These are induced employment impacts. We have applied a multiplier rate of 1.4 to reflect both indirect and induced multiplier effects.

09 Implementation and Phasing

This SRF provides a vision for the comprehensive regeneration of this part of Castlefield and a series of agreements and consents will be required to ensure its successful implementation.

For the SRF to be translated into reality, there is an acceptance that the various landowners or developers must take the lead in delivering individual developments on a site by site basis. The development and design principles set out in the SRF would be material considerations when detailed planning applications are assessed. The applications would still be subject to full planning assessments.

The proposals and benefits identified in the SRF should not, however, be viewed as definitive since the development will take a number of years to complete and over time economic conditions will inevitably change as will the aspirations and priorities of the individual landowners.

It is likely that the initial phase of the development of the SRF area will focus on the existing Manchester Industrial Estate. It is envisaged that this phase will incorporate the development of a new self storage facility as well as commercial uses on adjoining sites, which are likely to front Water Street and Dawson Street. However, at the current time and in view of continuing uncertain economic conditions, it is not possible to be more specific as to which types of use will be developed in the initial phase as a greater marketing exercise will need to be undertaken to establish occupier and residential demand once the SRF document has been approved.

Approval of the SRF document will clearly create the basis upon which all commercial and residential developer interest can be assessed and progressed, which will ultimately lead to the redevelopment of this key strategic area.

10 Consultation

The SRF has been prepared by Big Yellow in collaboration with the major landowners, ITV/Granada and Crosby Lend Lease, together with Manchester City Council and their professional consultants. It represents the evolution of residential-led masterplan proposals subject to extensive stakeholder consultation during 2007/8, including a wide range of statutory and technical consultees, Council Members, the public and local business community.

This stakeholder consultation process included a significant amount of public consultation during two day events held in October 2007, November 2007 and July 2008.

In preparing this SRF, the responses of technical consultees during 2007/2008 - including Environment Agency, Greater Manchester Police Architectural Liaison, Natural England, Greater Manchester Ecology Unit, Greater Manchester Archaeology Unit, as well as Officers of the City Council's Highways, Planning, Development Control, Sustainability and Environmental Health departments - have been taken into account.

Regular meetings over an 18 month period in 2007/8 took place with English Heritage. Their principal concern has been the effect of proposals on the setting of the adjoining Listed viaducts (considered to be the principal defining heritage assets in relation to the study area).

In developing this masterplan, English Heritage's comments in relation to previous iterations of the masterplan have been fully taken into account, particularly in relation to height of

buildings immediately adjoining the viaduct, on land to the east of the River Medlock. The heights of buildings associated with this version of the masterplan are significantly lower than the previous version. Further consultation has taken place with English Heritage during the preparation of this SRF and their comments have been taken into account.

Design review comments of CABA, in relation to the previous versions of the masterplan, have been taken into account in developing the SRF. In their letter dated 14 November 2007, they urged for a masterplanning approach which provided: a bold gesture at a prominent entrance into Manchester; proposals that stem from the character of the area; high standards of energy efficiency and environmental design; and, they supported the principle of a park at the heart of the scheme.

11 Next Steps

Once the SRF is finalised, it will form an agreed framework and material planning consideration within which more detailed proposals for development of Water Street can be developed and brought forward as appropriate by stakeholding land owners in consultation with Manchester City Council.

The SRF will trigger a process of investment and transformation, reconnecting the area with the City Centre and Castlefield and providing the opportunity for economically sustainable businesses growth.

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