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**ITV Plc.**

**Quay Street and Water  
Street Development  
Framework**

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# Contents

1. Project Summary
2. Introduction
3. Policy Context and Strategic Fit
4. Site History
5. 2006 Development Framework
6. 2012 Development Framework
  - Site Analysis
  - Core Development Principles
  - 2012 Masterplan
  - Accordance with Planning & Regeneration Policy
  - Delivery Strategy
7. Framework Options and Phasing

Appendix A: Accordance with Planning & Regeneration Policy Mandates

# 1. Project Summary

# Project Summary

## **A Remarkable Opportunity for 'Best in Class' Regeneration**

ITV Plc's Core Manchester City Centre site offers a remarkable and immediate opportunity to lead the next phases of regeneration of Manchester City Centre and deliver "best in class" mixed use development. At approximately 13 acres, and vested in one principal (ITV) ownership, the site presents a critical mass of land, readily available to deliver comprehensive redevelopment.

## **Location at the Heart of the Regional Centre**

The strategy presented in this document ensures that the opportunity to redevelop the site will be handled in a way that complements rather than competes with established regeneration initiatives. This will ensure that the full potential for adding to the City Centre's existing function as the principal driver of economic growth in the City Region is realised.

## **Utilising Positive Site Adjacencies as a Catalyst for Regeneration**

The prospect of early delivery is amplified by the site's positive adjacencies to a number of the City Centre's most successful and distinctive urban neighbourhoods. The principles set out in this Framework have been designed to capture that success, bleeding into the edges of the site in the first instance, and then acting as a catalyst to the wider, comprehensive regeneration of the site.

To its north is Spinningfields, an exemplar of City Centre economic regeneration and the largest City Centre office scheme in the UK.

To the south is Castlefield, an established residential district, set within the City's legacy industrial infrastructure and buildings, and infused with leisure, retail and heritage attractions.

To the east of the site is the St John Street district, a successful mixed use district characterised by high quality Georgian buildings used as residences and space for professional businesses including legal, accountancy and medical professions.

Immediately beyond St John Street is the south Deansgate area - home to high quality boutique retailing, leisure attractions and the City Centre's conference facilities, which rival any other facilities in the UK.

Whilst the site itself does not contain any designated heritage assets, this is an area that is rich in history and character setting it apart and providing a unique selling point to promote development and regeneration.

This Development Framework provides a positive and appropriate response to its context. It sets out a series of principles and a strategy, which is sufficiently flexible to be able to respond to opportunities in the market place as they arise. This will facilitate the early delivery of a new mixed-use, sustainable City Centre neighbourhood which is accessible, has a distinctive sense of place and offers life and vitality at all times through the year, day and night.

## **Commercial Positioning: A Hierarchy of Office Typologies**

At the heart of the document is a strategy to deliver a mix of uses. Firstly, a hierarchy of office typologies are presented, delivering approximately 1 million sq. ft of new floorspace offering a range of accommodation and price points that will appeal to a broad selection of occupier requirements.

There are three broad typologies:

(i) Grade A, highly specified, new build office space with large floor plates and suitable for regional headquarters. We are confident that this type of space is capable of being delivered in the medium term. It will bleed into the site from Spinningfields and capitalise on the success of that district. However, this document advocates a flexible approach which will enable the site to respond to market requirements in light of the current shortage of anchor tenant requirements in the marketplace, combined with an increasing quantum of Grade A floorspace.

# Project Summary

(ii) High quality refurbished office space positioned in terms of price and specification to capture a significant proportion of typical Manchester City Centre take up. Manchester City Centre Office Market statistics for 2011 show an increasing take up of refurbished space of less than 10,000 sq. ft. This is more than 3 quarters of total take up – and a significant increase proportionally compared to the period of 2007 – 2010. Refurbished accommodation aimed at a different market requirement to new build office space can come forward concurrently and is quicker and less complex to deliver. It can deliver early investment and provide stimulus to further regeneration.

(iii) A typology that is akin to an extension of the existing St John Street District. Leveraging proximity to the critical mass of high value medical and legal consultants / barristers located in and around the John Street area, there is a clear opportunity to extend the footprint of such uses across St John's Gardens, into the heart of the scheme. The extended "Harley Street of the North", will appeal to growing local businesses as well as new start ups, inward investors and businesses who wish to take on long leasehold tenures.

## **A 'Prime' Residential District**

Drawing on its proximity to Castlefield, there is an opportunity to deliver an extended 'prime' residential district offering best in class accommodation. This type of use has the potential to establish early phases of development and investment in the site, which will facilitate its wider regeneration by contributing towards the funding of high quality public realm and infrastructure. The residential offer will be anchored by conversion of the majestic Bonded Warehouse. This imposing building will form a centrepiece of the site, focused on a significant new public space.

## **A Connected Neighbourhood**

Due to its recent history of use as television studios, the site is impenetrable and acts as a barrier to movement and key pedestrian desire lines within this part of the City. Fundamental to the Masterplan and at the heart of the principles for this site, is the idea of re-connecting it both functionally and physically to adjoining City Centre districts, and ensuring it is fully integrated with the existing network of streets and spaces.

As the site comes forward and public realm is delivered, the potential for powerful new retail and leisure circuits to evolve is tangible, offering a range of day time and night time uses providing local facilities for existing and new City Centre residents, office workers / businesses and visitors. The scheme is capable of supporting a range of complementary amenities such as a small foodstore, pharmacy, doctor's surgery, dentist, crèche, dry cleaner, gym etc. as it becomes established. This is likely to prove highly desirable / advantageous as residents in existing development adjoining the site currently have very little convenience provision within walking distance.

Drawing on the site's adjacencies, including MOSI, a world class visitor attraction forecast to exceed 1 million visitors in 2012, and other visitor attractions, retail and leisure uses, clear opportunities are presented to harness footfall by improving permeability and accessibility into the site. The opening up of the ITV site presents the opportunity to connect a number of Manchester's most significant heritage / tourism assets.

## 2. Introduction

# Introduction

ITV Plc's Manchester City Centre land holdings offer a remarkable opportunity for major and comprehensive regeneration of a site 'closed off' to the public for many years, to take place in a way which will integrate it both functionally and physically into surrounding city centre districts and offer "best in class," mixed use, sustainable development with a true sense of place.

The site is exceptionally well positioned in terms of Manchester City Centre, one of the key economic drivers for the North of England, and, a location that has witnessed a remarkable transformation over the last 10-15 years as a centre for business and the knowledge economy, conferencing, urban living, visitor attractions, cultural facilities, leisure and retailing.

A number of other special site characteristics which define the opportunity can be identified:

**A critical mass of land ownership vested in ITV** – The 13.2 acre site is principally within one ownership (ITV). In preparing this document, ITV has worked in close collaboration with Manchester City Council, who also have a land ownership interest in the Framework Area.

**Adjacency to the established commercial core of Spinningfields** - Spinningfields is located immediately to the north of the site and supports some 4.6 million square feet of mixed use floorspace. It is the largest city centre office scheme in the UK<sup>[1]</sup>, and home to a prestigious range of tenants, including Bank of New York Mellon, Barclays, Pinsent Masons and the North West Head Quarters of RBS.

**Proximity to Castlefield** – there is an opportunity to create improved connections through the site between Manchester's most established and unique city centre residential district, located immediately to the south of the site, and, the city centre core / Spinningfields to the north. Through providing these connections, and capitalising on the natural synergies that will exist between the two areas, the potential to create a range of complementary public uses, supported by a critical mass of high quality new development, is tangible.

[1] [www.spinningfields-manchester.com](http://www.spinningfields-manchester.com)



Figure 2.1: 2012 Project Study Area

# Introduction

**Linkages to the John Street area and South Deansgate** – immediately to the east of the site is the John Street area, which provides high quality residential uses and, on St. John Street, Georgian Terraces which are utilised by a range of professional services functions including lawyers, medics and accountancy practices. Proximity to this area provides the site with a significant early opportunity to build on its success through the creation of strong pedestrian linkages and the expansion of office and other complementary uses.

**Neighbouring heritage assets** – proximity to MOSI/former Liverpool Road Station, the adjoining viaducts and other transport infrastructure, as well as the siting of the Bonded Warehouse on site, offer fantastic potential to create a distinctive experience in this part of the city centre through appropriate site masterplanning.

**Proximity to high quality retail / leisure amenity** – ranging from world class visitor attractions including Museum of Science and Industry (MOSI), Ryland's Library and the People's History Museum to leisure offerings at the Great Northern, niche retailing at South Deansgate and at Castlefield and cultural assets such as Manchester Opera House.

**The City Centre's Principal East-West Route** – the site bounds Quay Street to the north which is the city centre's main east-west route and provides direct connections between the site and world class institutions, cultural and conference facilities.

**Excellent Transport connections** – the site has direct connectivity to the City's Inner Ring Road and the M62, M61, M60 motorway. Manchester City Centre is also a public transport hub providing accessibility to a range of modes of sustainable transport including rail, bus and tram services.

**Riverside frontage** – site frontages onto the River Irwell can be utilised to create highly desirable, distinctive and attractive riverside development in a manner that positively addresses the wider opportunity to regenerate the Irwell Riverside Corridor.

The remainder of this document sets out a Regeneration Framework which will guide the future development of the site in a manner that translates the opportunities presented by the site's characteristics into a range of positive economic, social and environmental benefits for Manchester.

It sets out to position the project and provide a range of masterplanning and development principles that will ensure redevelopment and reuse of the site takes place. These principles have been developed with the following points in mind:

- To be sufficiently flexible and adaptable to be deliverable in order to allow for adaptation in the light of changing market dynamics over time and to ensure any significant occupier requirements can be addressed as they emerge;
- At the same time to be appropriate in terms of town planning – offering exceptional design, public spaces, sustainable development and achieve a vital and viable new city centre destination;
- To complement rather than compete with the City Council's wider regeneration / development initiatives in order to ensure that key points of difference come to the fore; and,
- To maximise the positive public benefits flowing from the project.

It has been prepared, in close collaboration with Manchester City Council, by ITV Plc and their multidisciplinary advisory team:

- Drivers Jonas Deloitte – Planning Consultancy
- Jones Lang La Salle – Development Strategy
- EPR Architects – Masterplanning
- KM Heritage – Heritage Advisor
- Gardiner and Theobald – Cost Planning
- Waterman Boreham – Transport Strategy
- Buro Happold – Engineering Feasibility

### 3. Policy Context & Strategic Fit

## Policy Context & Strategic Fit

This Development Framework has been worked up in collaboration with Manchester City Council to ensure that it capitalises on the opportunity to deliver a range of policy priorities for Manchester City Centre and the City Region as a whole, as well as Central Government's 'Pro Growth' agenda.

### Plan for Growth:

At the national level, the Government's 'Plan for Growth' confirms that Local Planning Authorities should prioritise growth and jobs and put in place Development Plans that are pro-growth and promote the delivery of the commercial development, vital infrastructure and housing that the country needs in suitable and viable locations.

More recently, the Government has published the 'Unlocking Growth in Cities' paper which recognises the specific role of cities (and city centres) as engines of economic growth, critical to the country's economic recovery.

### Manchester Independent Economic Review and the Greater Manchester Strategy

The Greater Manchester Strategy (GMS) sets out a joint, working strategy between the Greater Manchester Authorities (AGMA). It is the high-level response to the Manchester Independent Economic Review (MIER) which was prepared by a group of independent economists, and identifies priorities that will enable the Manchester City Region to pioneer a new model for sustainable economic growth, based around a more connected, talented and greener City Region where the prosperity secured is enjoyed by many.

MIER highlights that the Manchester City Region has the scale and density to grow rapidly and become an economic powerhouse:

*"Manchester's size and potential makes it pre-eminent amongst the cities of the North and a natural complement to the Southeastern 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 does have a route to long-term growth that would make a meaningful difference to the UK as a whole – not least as an exemplar for other agglomerations with effective governance frameworks and the size, potential and single-mindedness to drive forward their own economic growth.*

*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."*

Accordingly, the Greater Manchester Strategy sets out its vision / objectives for the City Region as:

- "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;
- An area with GVA levels to match those of London and the South East.

It then provides the strategy to achieve this through building a bigger agglomeration of skilled jobs, amenities and successful places. Important themes are:

*Highly skilled* - increase the proportion of highly skilled people in the City Region.

## Policy Context & Strategic Fit

*Attracting talent* – attracting, retaining and nurturing the best talent. Prospects for economic growth are closely tied to the ability to attract and retain the most talented individuals. As such, it is critical to focus efforts on attracting talent and improving the marketing of the City Region's attractiveness as a location to live, study, work, invest and do business. In particular, there are strategic objectives linked to increasing the number of knowledge workers and decision-makers, innovative entrepreneurs and high net worth individuals living and working in the City Region.

*Transport* – significantly improve transport connectivity into and within the City Region. Continued and sustained economic growth will be a function of the relative ease by which people are able to travel to work, education, retail or leisure. A key strategic objective is to improve access from residential areas to key education and employment areas, particularly the Regional Centre and town centres, Trafford Park and other strategic employment sites.

*Housing market* – creating quality places to meet the needs of a competitive City Region. Within the City Region there is a need to focus on improving the match between the housing 'offer' and the aspirations of existing and potential new households, and ensuring that housing policy is linked to attracting and retaining the best talent and moving towards a low carbon economy, as well as improving life chances in deprived communities. In accordance with this objective, it will be necessary to transform the quality of the City Region's residential offer so that it is known as a place where people of at all levels of the market, including the highly skilled and talented, will choose, and can afford, to live and invest.

*Sense of place* – building the City Region's sense of place. The GMS identifies that perception of a place starts with the quality of life and experience for people who call the City Region home and for those who work or visit here. The first priority is therefore to deliver a stronger City Region experience and a better quality of life through excellence in public services, an improved public realm, higher levels of tree cover and green space, an ever improving cultural offer. The continued development and improvement of the Regional Centre is another strategic objective, for example through support of programmes that will increase the "buzz",

such as major events, cultural infrastructure and an improvement in the quality of the public realm.

The scale and nature of the opportunity involving the ITV landholdings is such that substantial contributions to achieving the objectives of the Greater Manchester Strategy can be achieved.

### Greater Manchester Local Economic Assessment

The Greater Manchester Local Economic Assessment (LEA) produced by New Economy identifies that following strong growth over the past decade, Greater Manchester today is one of the fastest growing City Regions in Europe, and in economic terms is the leading regional city in the UK. Greater Manchester accounts for over 40% of the GVA for the North of England and is central to the nation's growth strategy and to the Government's objective to counter-balance the economic draw of London and the South-East. Greater Manchester also falls within the top 20% largest economies (by GVA) in the European Union.

Greater Manchester's economic growth has been driven by the large-scale, rapid expansion of the service sector, particularly financial and professional services. This sector has contributed 45% of all GVA growth across Greater Manchester over the decade prior to the recession, rising even higher in the conurbation core, making the conurbation a centre for financial and professional services of national significance. Higher Education (driven by the strength of GM's universities), health and retail are also important and growing sectors, with the specialist and high-value biotechnology and life sciences sub sectors seeing strong growth alongside public sector employment. There are a large number of high growth firms, with 40% of the North West's high-growth firms located in GM in 2009.

The City Region has inevitably been hit by the recession over the past few years and has experienced losses in jobs and GVA since 2008. However, these declines are slightly less than for the UK as a whole, and latest forecasts from the Greater Manchester Forecasting Model (GMFM) estimate that Greater Manchester will match UK growth rates in the medium term.

# Policy Context & Strategic Fit

GMFM forecasts that growth will continue to be driven by financial and professional services, which will further cement the role and importance of the conurbation core to Greater Manchester's economic growth. New growth sectors, such as the creative and digital industries and life sciences are also concentrated in the conurbation core.

## **Manchester City Centre as a Principal Driver for Economic Growth**

Manchester City Centre is the principal driver of the North West economy, supporting over 3 million people and generating over a half of the North West's GVA. It has benefited from phenomenal growth over the past ten years. The economic health, vitality and competitiveness of the regional centre continues to be crucial to the long term success of the regional economy.

Manchester's recent economic growth has been driven by the sustained growth of key sectors particularly:

- financial and professional services
- culture and the arts;
- media and creative industries;
- leisure and retail;
- research, development and higher education; and
- tourism and the service sector.

Reflecting the picture for Greater Manchester as a whole, the financial and professional services sector has seen by far the greatest growth and is now the largest employer in the city centre. Over 50 international banks are represented in the city, and nearly 63,500 people are working in this sector in the city centre

Manchester now has Europe's second largest media hub and the Region's digital and creative sector is growing faster than anywhere else in the UK, outside of London

It is home to the largest cluster of ICT activities and companies outside of London and employment in this sector has increased by 50% over the last decade, more than five times the national average.

The science and innovation base is strong, at the heart of which is Manchester University which is increasingly becoming recognised as a world class centre for research, a status reinforced by the Nobel Prize winning discovery of Graphene. Manchester is also recognised as a world-class biotech cluster with a host of global pharmaceutical and health care companies, including Astra Zeneca which is headquartered in the region and along the Corridor arising from the universities and hospitals.

Nearly 6,000 people are working in the education sector in the city centre. Other growth sectors identified provide significant numbers of jobs in the city centre include health (nearly 3,000 jobs), tourism and leisure (over 14,000 jobs) and retail (over 11,000 jobs).

The ITV site is ideally located to support growth in a number of these sectors and to accommodate new buildings which can keep pace with the demands of the market. As stated elsewhere, it can also provide an environment and setting for a range of development typologies and business which complement and can be differentiated from other existing and emerging locations - such as Spinningfields, NOMA and First Street.

Manchester City Centre plays a fundamental role in helping to build a modern, sustainable and competitive economy, based on high-value knowledge-intensive activity. It is the gateway to Manchester and the wider city-region for many potential investors, new residents and visitors, and so its role in providing a positive image and framework for inward investment (in its many guises) cannot be underestimated. In the past decade the city centre attracted an estimated £2bn of investment and created some 45,000 jobs. It is vital that this success continues, not only for the huge contribution it makes to the prosperity of the wider city-region and overall national economic prosperity, but to help reduce the £30bn gap between the North of England's Gross Value Added and that of the average for England as a whole. Indeed, accelerated economic growth is required if the city centre is to play its part in helping the Manchester City Region to reduce the disparity in productivity and prosperity with London and the South East.

# Policy Context & Strategic Fit

An important challenge is for the benefits of Manchester City Centre/the City Region's growth to be spread across the City to reduce economic, environmental and social disparities, and to help create inclusive sustainable communities.

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 and north 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.

Continued economic success, and provision of a range of economic development uses in the city centre, including retail, leisure, entertainment and cultural and tourism facilities 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 Community Strategy

The city centre as the primary engine of economic growth and opportunity is key to the successful implementation of Manchester's Community Strategy which provides an overarching framework for the regeneration of the whole city and has three core aspirations:

- Reaching full potential in education and employment
- Individual self-esteem and mutual respect
- Neighbourhoods of choice.

The Development Framework area will yield job opportunities for residents of Manchester.

In addition, the Development Framework will deliver a neighbourhood of choice through its quality of design and uses, public realm, sense of place

and recognition of the contribution of the historic environment. It will deliver complementary facilities/amenities for an already significant and growing number of city centre residents and other users - in terms of retail, leisure, community facilities as well new public space and pedestrian connections that will physically and functionally link together city centre districts.

## Manchester's Core Strategy

Manchester's emerging Core Strategy has now been significantly progressed and has been material to the consideration of this Development Framework.

The Vision set out in the Core Strategy contains within its aims that by 2027 Manchester 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;
- The knowledge based economy flourishes within an entrepreneurial community, characterised by a fully skilled, inclusive working population;

Meeting the challenge of climate change at the forefront of environmental initiatives and improvements and continuing to deliver sustainable development and a more effective Green Infrastructure:

- A City with an increased and sustainable healthy population and a community which both benefits from and drives the City's productivity upwards;
- 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 good range of accessible public services, retail and local facilities;
- A City which is supported by transport infrastructure which provides sustainable and efficient links locally, within the City, and more widely, between the Regional Centre and workers across the City Region. It

## Policy Context & Strategic Fit

will also have strong national and international connections made possible by its world class airport;

- A City defined by excellence in urban design and environmental quality, where its distinctive historic environment is understood, valued, cared for and its potential fully realised;
- 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 and opportunities for sport across the City
- An international destination for tourism and culture.

As well as promoting office development, the Core Strategy identifies that the city centre will also be the focus for culture and leisure within the City Region. As such, it encourages proposals that will improve cultural facilities and facilities for business visitors. There is recognition of the importance of hotel use to the City Centre, including in relation to underpinning the extremely successful conference market.

The Core Strategy identifies the need for new housing within the Regional Centre, to support sustainable economic growth and the regeneration of inner areas as well as to address demographic needs. It notes that, in particular, the City Centre will see some of the most intensive development of housing (in the form of high quality apartments), with an expected minimum of 16,500 new units from 2010-2027.

### Other Policy Drivers

**Sustainable Development:** Through the introduction of a new National Planning Policy Framework, which is in the process of being drafted and considered by Central Government, the intention is to put in place a powerful presumption in favour of Sustainable Development where the Government's clear expectation is that the default answer to development and growth should be "yes."

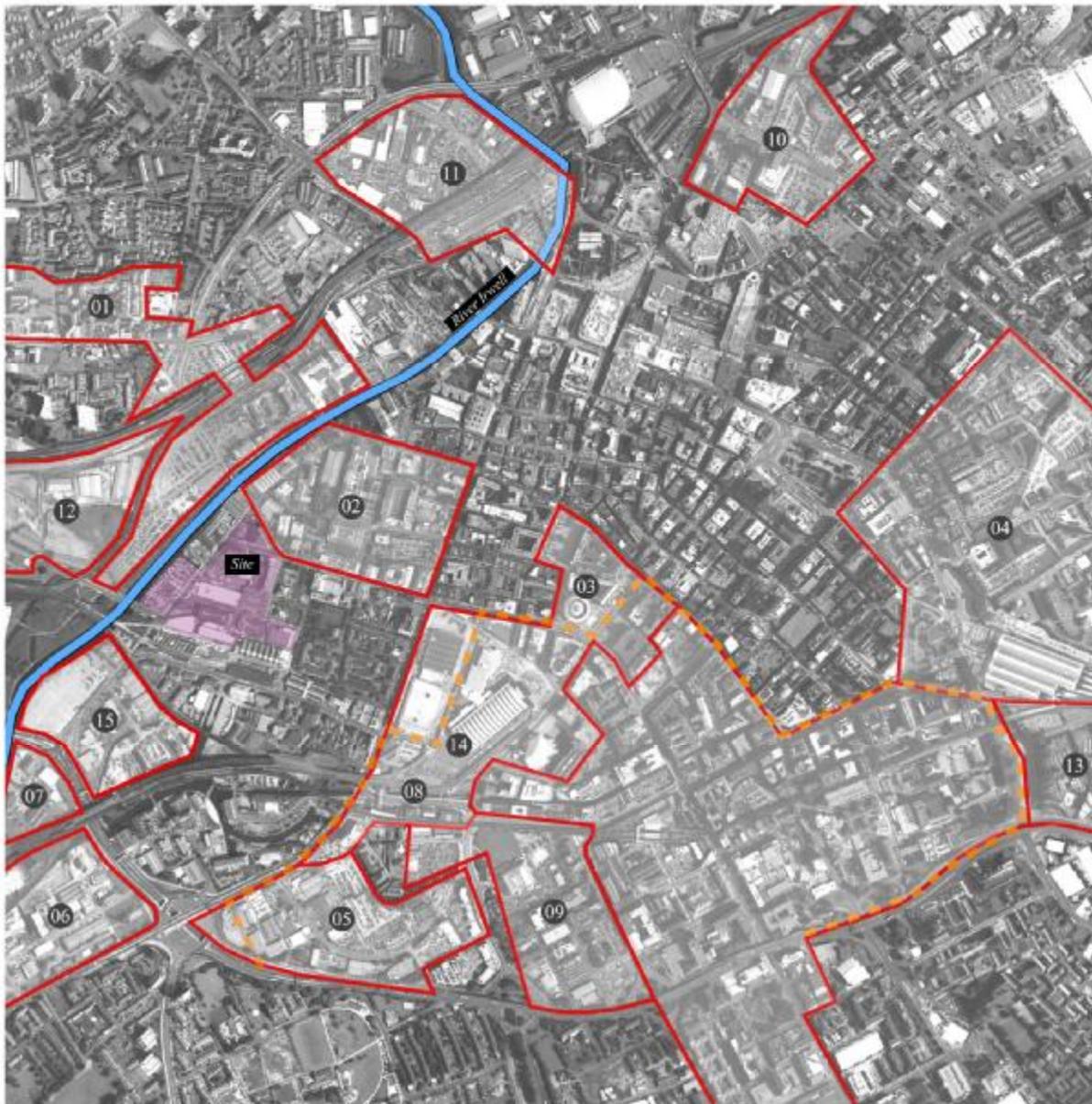
Policy at all levels highlights the need to promote sustainable communities, where people want to live and work and which meet the needs of existing and future residents, promote community cohesion, are sensitive to the environment, and contribute to a high quality of life.

**Efficient Use of Land:** The proposals will result in the re-use of a strategically located, previously developed site and will promote a mixed use, vibrant development and a multitude of other benefits associated with the re-use of land in urban areas.

**Irwell City Park:** The potential of the River Irwell to act as a vital link between the many different initiatives, and to knit together Manchester and Salford, is recognised via the Irwell City Park Planning Strategy. The aim is to establish the Irwell City Park (ICP) as a new and exciting urban park, through the restoration of the River Irwell. This will act as a catalyst to attract new waterfront development and activities, and will link neighbourhoods and communities within the Regional Centre.

A further assessment of the contribution of the Development Framework to a range of policy objectives is provided at Appendix A to this document.

# City Centre Regeneration Context



City Centre Regeneration Sites

- 01 *Salford Central (English cities Fund)*
- 02 *Spinningfields*
- 03 *St Peter's Square*
- 04 *Piccadilly Public Realm Strategy*
- 05 *Great Jackson Street*
- 06 *Saint George's*
- 07 *Vie*
- 08 *Whitworth Street West*
- 09 *First Street*
- 10 *NOMA*
- 11 *Greengate*
- 12 *Middlewood Locks*
- 13 *Mayfield*
- 14 *Manchester Central Interchange*
- 15 *Water Street*
-  *The Corridor*

Figure 5.2 City Centre Regeneration Sites

# City Centre Regeneration Context

NOMA	Spinningfields	Civic Quarter
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The NOMA Masterplan will build on investment already secured for the wider City Centre North area including the £26 million redevelopment of Victoria Station, the new Chetham's School of Music, the National Football Museum and other initiatives over the longer term. The investment of £130 million by the Co-op in its new head Office and the phased release of its estate - 20 acres of readily assembled land within a single ownership, presents the opportunity to transform a previously under-used district of the City Centre and to act as a catalyst to the delivery of around 4 million square feet of mixed use development. It is an opportunity to drive forward the City's competitive offer as a principal destination for inward investment in employment, retail and leisure. The development as a whole aims to bring new businesses and new jobs to the City – including major head offices and office occupants.

Spinningfields is a new commercial quarter, which has improved connectivity between Deansgate, the Central Business District and St. Peter's Square. It supports some 4 million square feet of premium commercial floorspace and is home to a prestigious range of tenants, including Bank of New York Mellon, Barclays, Pinsent Masons and RBS. Spinningfields also provides a prime residential offer at Leftbank and an exceptionally high quality public realm. Spinningfields has subsequently provided an extension of the City Core: the newly developed retail element at The Avenue features a variety of high end fashion retail while a range of restaurants and bars complement the commercial and retail uses. The Magistrates and Crown Court are also located within this area, as is the People's History Museum.

The Civic Quarter area is home to one of the finest collections of civic buildings in the UK and internationally recognised conference facilities at Manchester Central. Transformation works are now under way, which will not only refurbish the Civic estate through £177m of public investment by will also create the opportunity for significant additional, high quality commercial floorspace. Indeed, the redevelopment of Elizabeth House is on site following a pre-let to KPMG. Proposals to redevelop St Peter's Square will create a new public space of international significant that will become a symbol for the city and will provide a catalyst for new private sector investment. These proposals, together with wider public realm enhancements will also enhance the setting of the City Council's key heritage assets.



16 Co-operative Head Quarters, NOMA



Spinningfields Aerial



St. Peter's Square Proposals

# City Centre Regeneration Context

## First Street

First Street is located at an important point of entry into the City Centre from the airport and from the south. The approved First Street Regeneration Framework is primarily concerned with a creating “a sense of place”, to help it become the heart and commercial focal point of a wider neighbourhood, which would include Whitworth St. West, Deansgate & Oxford Road Stations, Knott Mill, and the Oxford Road Corridor. The Masterplan proposes a commercially-led mix of uses, targeted at growth markets such as ICT, healthcare and R&D. A new cultural hub will comprise a culture centre with two theatres, five cinema screens, galleries, restaurants and an outdoor performance space, as well as a 4-star hotel and will provide a new home for the Library Theatre and contemporary Cornerhouse cinema, retail, hotel and residential accommodation.



First Street North Proposals

## Piccadilly Gateway

There has been significant positive change in the Piccadilly area, and the next phase of improvements will be linked to a number of influences. The future of the London Road Fire Station will be critical over the next few years; the comprehensive redevelopment of this site is also key to the exploitation of the Manchester University’s Estate around Sackville Street. Other developments in the Piccadilly area, such as the Nobles site and Gateway House, will create opportunities for new hotel accommodation and commercial floorspace that will continue the ongoing regeneration of the Piccadilly area.



Piccadilly Gateway House Proposals

## Victoria Station

Victoria Rail Station, Manchester’s second principal rail and Metrolink Station is undergoing a £26 million refurbishment programme, as part of the Northern Hub initiative led by Network Rail. Facilities at the northern edge of the City Centre will be enhanced, ensuring that the Regional Centre continues to provide high quality business and transport facilities that cater for projected economic growth. The programme will enable the creation of a world class rail gateway, with a new roof, new Metrolink platforms, improved ticket and retail facilities and improvements to public realm. The wider Northern Hub initiative will see additional tracks,, electrification of major routes and cuts to journey times, boosting the region’s economy by £4.2 billion. These works will complement planned developments in the wider area, including NOMA and the redevelopment of the adjacent Fish Dock site.



Victoria Station Fish Dock Proposals

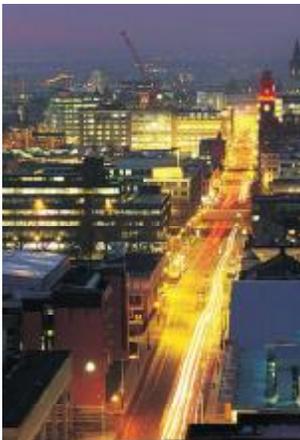
# City Centre Regeneration Context

The Corridor	Salford Central	Greengate
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Manchester's universities and hospitals are centred around an area of the City Centre known as the Corridor. The Corridor Partnership between Manchester's Universities, Central Manchester Hospital Trust and the City Council was established in recognition of the importance of research and innovation, and the synergies which come from institutional collaboration, with the aim to deliver massive investment in new facilities. The comprehensive plan will see the 600 acres of the Corridor emerge as a world class location for science, technology, innovation and creativity. The Corridor is currently home to 55,000 workers, generating £2.8 billion GVA; 43% of this activity is within knowledge based sectors. Over the next decade GVA is expected to grow to £4.7 billion, with an additional 20,000 jobs created. Plans include the expansion of the Science Park, a new biomedical centre and the redevelopment of the BBC site on Oxford Road.

Salford Central is a 50.4 hectare area focused around Chapel Street and Salford Central Station. The adopted Development Framework seeks to guide comprehensive regeneration of the area, with the aim of diversifying its economic base and encouraging new activity through the creation of new high quality commercial and residential properties, leisure uses, dramatic public spaces and new connections to the heart of the City Centre. Salford City Council granted Planning Permission for the mixed use redevelopment of 18 hectares in 2010, including up to 197,010 square metres of office space, 24,255 square metres of commercial spaces and up to 849 new dwellings. Delivery is intended to be phased over a 10 to 15 year timeframe. The scheme seeks to build on the success of Spinningfields and to extend the Regional Centre into an under-used part of Salford.

Greengate is a 32 acre area of vacant and underused land and buildings, located within the historic core of Salford and close to Manchester Victoria Station. In 2007, Salford City Council adopted the Exchange Greengate Planning Guidance, which envisages a combination of high quality commercial and residential properties with leisure uses, dramatic public spaces and new waterside environments. An important aspect of the plans for Greengate is to address the physical barriers of the River Irwell and the viaducts of the former Exchange Station, which have divided Salford and Manchester, to act as a catalyst for a new phase of cross city regeneration that will help to consolidate the regional centre's European status.



Oxford Road – The Corridor



Salford Central Proposals



Greengate Proposals

## Complementing wider City Centre Regeneration

The site has a unique blend of characteristics which provide a further and remarkable opportunity for the city centre to continue its regeneration and drive economic growth across the City Region. The site is capable of securing investment and delivering early phases of regeneration in the short term. This in turn can act as a catalyst to further investment and regeneration over a 15-20 year period, delivering a 'best in class' mixed use development.

There are no ownership constraints to delivery; the site is vested principally within one single ownership and will be fully vacated in the short term. The site is located at the heart of the city centre, the principal driver of economic growth in the City Region, and has the advantage of a gateway location. It is immediate accessibility to the Inner Ring Road and has good public transport connections. It also has natural and man made assets - the River Irwell, the Industrial Character of the Castlefield Conservation Area and the imposing Bonded Warehouse, which offer the opportunities to provide a distinctive new district in Manchester.

Importantly, the site is strategically located adjacent to some of Manchester City Centre's most successful districts and as such there is a clear opportunity for that success to bleed into the edges of the site. The site is located between Spinningfields, one of the largest and most successful regeneration schemes in the country, and the city centre's most established and sought after residential district of Castlefield. The site is also adjacent to the St John's Garden / South Deansgate district, which provides niche retailing and professional business practises as well as a linkage through the city centre's international conferencing offer. On top of this, the site is immediately adjacent to MOSI, a world class visitor attraction with visitor number forecast to approach 1 million / annum. The phasing strategy reflects this opportunity, i.e. there is a clear opportunity for best in class, mixed use development to establish itself from the edges in early phases of development, into the heart of the site over the medium to longer term.

The commercial positioning of this Development Framework will ensure that that the proposals will complement rather than compete with the existing city centre regeneration initiatives and that key points of difference can come to the fore. It is essential that the commercial

strategy is both flexible and adaptable in relation to the site, maximising the prospect of delivery in response to dynamic market conditions. In line with this approach, the potential to deliver a hierarchy of different office typologies has been identified. This includes Grade A floorspace, building on the success of Spinningfields and the continuing demand for further space and forecast growth in the financial and professional sectors. The site equally provides opportunities to provide good quality refurbished / Grade B+ standards which sit well with the current Manchester Office market take up figures and will complement the proposition of Spinningfields and other emerging commercial led mix use regeneration schemes. There is perhaps an unrivalled opportunity in the city centre to deliver office space, aimed at small niche financial, legal, medical, professional practises as an extension to the existing, successful St John Street area.

Whilst the strategy is commercially led, the Development Framework also identifies the opportunity to establish a highly sought after residential offer at this location. There are a variety of factors to support this proposition including the site's adjacency to Castlefield, its environment - River frontages, heritage character - and its proximity to a wide range of retailing, cultural and leisure facilities, places of employment and transport connections. Residential development at the site would assist in attracting and retaining talent and will support the wider economic growth, community and regeneration objectives for the city centre.

The presence of such powerful adjacencies also creates the opportunity to establish important new connections and pedestrian circuits between generators and attractors of pedestrian activity - be it the leisure, cultural and residential offer of Castlefield, the business and retailing environment at Spinningfields or the niche retailing and conferencing offer of South Deansgate. Over time, a vibrant, mixed use and connected new city centre district. It will have city centre quality development and occupiers, a distinctive sense of place and excellent public realm and amenities serving local communities and the city centre as a whole.

## 4. Site History

# History

In the late 18th Century, the study area comprised largely open ground with the exception of Quay Street and a group of buildings associated with the unloading of goods from the river. The only notable building in the area was St John's Church, and the only notable urban development was the group of streets – St John Street, Camp Street and Tickle Street.

By the start of the 19th Century, the construction of Bridgewater Street had been commenced from Deansgate towards the river, and Charles Street extended westwards from the Church to link with Water Street. Further building plots had been laid out to the south of Tickle Street. Liverpool Road had been created by 1813, and the riverside further populated by wharf buildings. Streets and houses spread steadily westwards from Deansgate.

The 1830s saw the arrival of the railways. The land between Liverpool Road and Charles Street provided the site for the terminus of the Liverpool and Manchester Railway, which opened on 15 September 1830. The L&MR station was the terminus of the world's first passenger railway in which services were hauled by steam locomotives to a regular timetable.

Passenger services were transferred to the new Victoria Station from 4 May 1844 and the Liverpool Road site was turned into a goods yard under the ownership of the London and North Western Railway. An iron viaduct (an early girder-frame structure) was constructed to provide access to Byrom Street Warehouse; it was soon followed by the Grape Street Warehouse, which sits today on the southern edge of the Granada site and is now known as the Bonded Warehouse.

The Salford & Manchester Junction Canal Act was passed in July of 1836 and work began on the new canal the following year.



Figure 3.1: Historical Mapping

The canal linked the River Irwell with a short branch of the Rochdale Canal extending northwards from its main route to the south parallel with Whitworth Street. It comprised an open section (to the west of what was St John's Churchyard and is now St John's Garden) and a tunnelled section, which exists today beneath the Great Northern Warehouse. The formerly open part of the canal has been heavily altered and filled in and the entrance portal beneath Water Street has been blocked off.

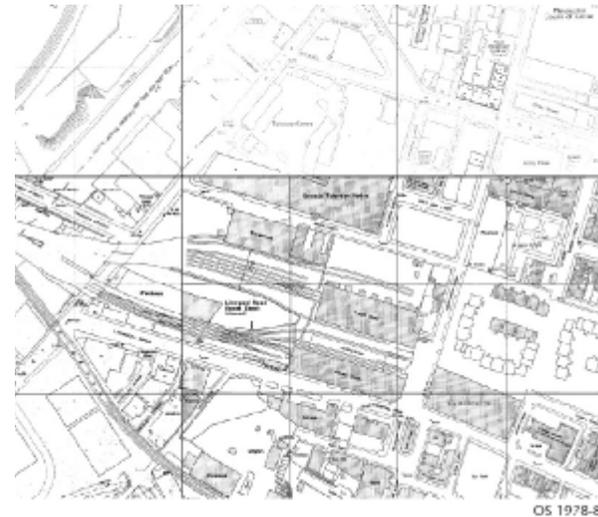
At the start of the 20th Century, the area was divided north to south by the axis of Camp Street and Grape Street (formerly Charles Street) and north to south by Lower Byrom Street. To the south of Grape Street was the railway goods yard and Liverpool Road Goods Station, to the north the warehouses around the canal basin.

Terraces of houses were located to the east of Atherton Street, Great John Street and Little John Street. St John's Church was demolished in 1931 and enemy action during the Second World War caused considerable damage in this part of Manchester; however, and despite the clearance of some housing to the east of Atherton Street, the post-war scene remained largely as it had been up to the 1930.

In March 1955 the Manchester Corporation Town Planning Committee were asked to approve the use of a 4 acre site at Quay Street to be used as a commercial television studio for use by the Bernstein Granada Organisation. Another site had also been suggested for use for the new studios in New Bailey Street, Salford. The New Statesman reported in February of that year that "Theirs (The Bernstein brothers) will be the first television service in Britain that has never had to function in makeshift surroundings, in studios adapted from disused theatres or warehouses, with offices or dressing-rooms miles of draughty corridor away from the studios".

Today, the Bonded Warehouse provides a focal point and heritage asset within a site which is otherwise largely devoid of heritage significance. With the exception of the adjoining viaducts, it does not contain any designated heritage assets, a feature which was confirmed following a review of the site in 2003 by English Heritage.

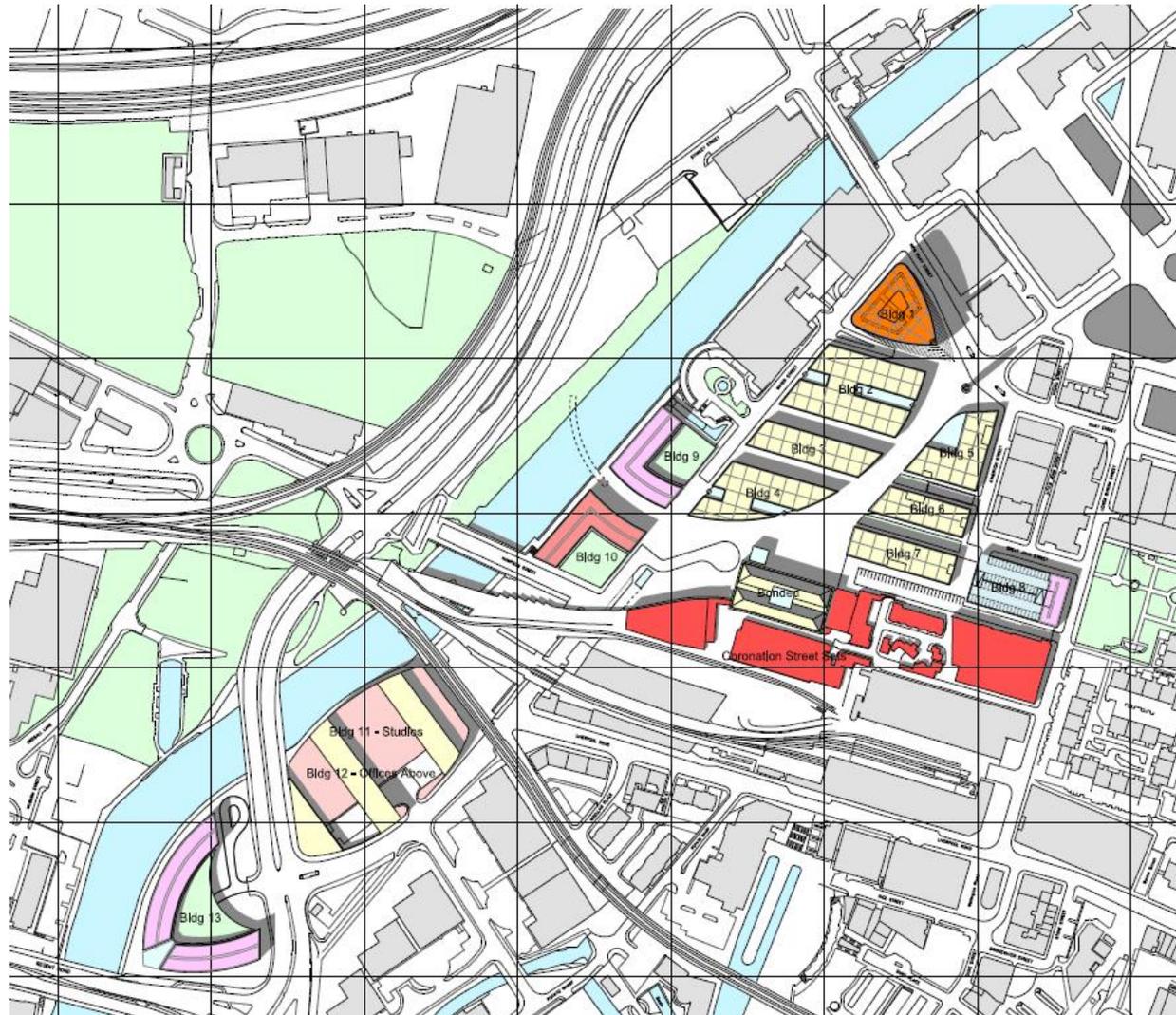
In 2006, Planning Permission and Listed Building Consent was granted for the restoration and refurbishment of the Bonded Warehouse to provide open plan, flexible office accommodation. The approved scheme included a number of significant alterations to the building including the introduction of a new entrance feature and the insertion of a central atrium.



*Bonded Warehouse*

## 5. 2006 Development Framework

## 2006 Masterplan



In 2006, a Masterplan and Development Framework for the site was endorsed by Manchester City Council following five years of collaborative working with ITV plc. Many of the original masterplanning and development principles, identified through that rigorous process, remain entirely appropriate and have provided the foundation for the masterplanning principles presented in this document. Changes in context however dictate the need for a revised development strategy that is flexible, capable of being delivered in phases, and, responsive to current market dynamics. In addition, the 2012 version has been prepared to ensure that the proposals **complement rather than compete** with current City Centre regeneration initiatives, which have evolved and changed since 2006.



## 2006 Area Schedule

Building	No. of storeys (inc. Ground floor)	Approximate numbers of residential units	Residential use	Commercial use	Mixed use
			GEA (sq m)	GEA (sq m)	GEA (sq m)
1	40			41,460	41,460
2	10			30,700	
3	9			13,680	
4	8			15,600	
	Existing Coronation St. lot		Not considered as part of 2006 scheme		
	6 - Existing Bonded Warehouse			14,385	
	Existing Stage 2 building		Not considered as part of 2006 scheme		
	Existing Starlight Theatre		Not considered as part of 2006 scheme		
	Existing arches below Starlight		Not considered as part of 2006 scheme		
5	10				14,350
6	8			9,200	
7	5			6,500	
8	7 (multi storey car park - 650 spaces)				
9	15	269	20,300		
10	15	269	20,300		
<b>Total</b>		<b>538</b>	<b>40,600</b>	<b>131,525</b>	<b>55,810</b>

Figure 4.1 2006 Mix of Uses

## 6. 2012 Development Framework

# Site Analysis

## Introduction - A Strategic Site

The introductory paragraphs to this document explain the strategic importance of this site and its unique combination of characteristics, which together represent a remarkable opportunity for comprehensive, mixed-use regeneration:

- 13.2 acres, largely in a single (ITV) ownership.
- Gateway location.
- Immediate access to the Inner Ring Road (IRR).
- Excellent public transport accessibility.
- Adjacency to Spinningfields.
- Proximity to Castlefield, the St. John Street area, south Deansgate and the Conference Quarter.
- Riverside frontages.
- Neighbouring MOSI – world class visitor attraction and designated heritage asset, with visitor numbers forecast to exceed 1 million in 2012.
- Sits within the Castlefield Conservation Area.
- Listed Buildings adjoin the site, including: the Grade I Listed former Liverpool Road Station; Grade II Listed Victoria and Albert Hotel (now a Marriott Hotel); and Grade II Listed former Atherton Street School (now Gt. John Street Hotel).
- No designated heritage assets within the study area.
- Historic use of the site has closed it off to pedestrian movement. There is an opportunity, and need, through redevelopment and reuse to create important new physical and functional connection to surrounding city centre districts.

The remainder of this section of the document provides a more detailed analysis of the site and its context today.



Figure 5.1 The 2012 Study Area

## The 2012 Study Area

The 2012 study area incorporates land bounded by Lower Byrom Street to the East, Quay Street to the North, the River Irwell to the west and the Museum of Science and Industry (MOSI) to the south of the site.

Excluded from the study area, but immediately adjoining the site boundary and located to the west of Water Street, with frontages onto the River Irwell, are the existing Manchester Marriott Victoria and Albert Hotel and the disused Albert Shed.

The Marriott is an established, high quality 4 star city centre hotel situated within the former Victoria and Albert Warehouse (Grade II Listed). The redevelopment and reuse of the ITV site will complement the hotel and Listed Building through the well considered masterplanning of the site and as a consequence of synergies between hotel use and the wider mix of uses proposed. The masterplanning response will enhance the hotel's setting by opening up the ITV site and defining an edge to Water Street that provides greater life and activity on those streets as well as a better urban form.

The Albert Shed site, whilst not considered directly within this Regeneration Framework, is an important development site in its own right and, as such, its redevelopment should come forward in a manner that provides an appropriate response to the wider planning and regeneration context explained in this document. In considering the form of development appropriate for this site, there are a number of important factors that the Local Planning Authority would take into account, including:

- The site is highly prominent and located at an important gateway into Manchester via New Quay Street which connects directly to Trinity Way forming part of the Inner Ring Road.
- It falls within the Castlefield Conservation Area and forms part of the immediate setting of the Grade II Listed Victoria and Albert Warehouse and Grade II Listed Lock.

- It has riverside frontage, and falls within Irwell City Park (ICP). It must therefore respond to the requirements of the ICP regeneration strategy and associated Planning Guidance.

Taking the above into account, the proposed use of the site should be of a form that is capable of delivering contextually responsive and high quality development, which will complement the wider regeneration of the ITV site, Salford Central and the ongoing enhancement and completion of Spinningfields. The site is prominent and has an important relationship to its context on all sides. It will need four high quality elevations responding to the River Irwell, New Quay St (a vehicular gateway), Water St (the elevation facing the city centre) and the southern elevation facing the Castlefield Conservation Area and associated Listed Buildings. It is important that the design addresses the River Irwell, providing active frontages and pedestrian linkages to the riverside as well as public realm improvements to the riverside walkway and the upper end of Water Street.



*Victoria and Albert Marriott Hotel*

# Transport Connectivity

Regeneration of the site for a mix of uses would promote highly sustainable patterns of transport with accessibility by bus, metro and rail to all commuting destinations in the City Region, Manchester Airport, the regional centres of the Midlands and North, and London, from a choice of interchanges within 10 minutes walk or 5 minutes free bus shuttle.

It would encourage linked trips by foot between the site and the wide array of cultural, residential, research, shopping and meeting places and commerce in the City Centre, again reducing reliance on the car, polluting emissions and congestion, and saving energy, cost and time.

## Manchester International Airport

Within the UK, Manchester Airport offers the largest network of destinations served outside of London.

With an existing network of domestic services unrivalled by any other UK airport, Manchester airport is able to offer direct daily services to many European capital cities complemented by a comprehensive network of secondary cities within Europe.

The ability to offer multiple frequencies of services by a number of airlines to all European capital cities ensures the business community in the North West of England has excellent air service connections operated by airlines offering the most competitive air fares.

The long haul network available from Manchester rivals many available from some European capital cities.

## Rail Transport

Manchester Piccadilly is a world-class transport interchange, which provides high quality waiting, shopping and business facilities for rail passengers. Piccadilly Station is the main rail hub for the North West, with frequent and rapid services throughout the

day and evening (with a service approximately every 20 minutes until 2015) between Manchester and London with average journey times of only 2 hours 10 minutes.

Manchester Victoria Station is a major regional interchange, serving destinations to the north and east of Manchester, including direct services to Liverpool (approximately a one hour journey time) and Leeds (approximately 1 hour 30 minutes journey time). It also has a Metrolink stop.

The Station is currently the subject of a significant level of investment, which will transform it into a transport interchange suitable for the 21st Century. The Northern Hub - a Network Rail project that will deliver £530m of targeted investment to transform Northern England's rail network, stimulating economic growth - will divert many rail services to Victoria Station and as such the Station will become a vital arrival and departure point to the City.

One of the key projects proposed is the Ordsall Chord, a new viaduct which will connect Manchester's Victoria, Oxford Road and Piccadilly Stations, and Salford Central Station (a five minute walk from Quay Street). This investment is intended to help ease a rail bottleneck to the south of Piccadilly and enable faster, more frequent services to run across the North of England, by allowing services to run via Victoria. It will reduce journey times between Manchester Airport and Newcastle, Middlesbrough, Hull and Scarborough, as well as to Leeds and Liverpool. Funding for the Ordsall Chord was confirmed in March 2011 and it is due to be operational by Winter 2016 / 2017.

The Ordsall Chord proposals have recently been subject to a first stage of public consultation, which will be used to inform the detailed design. Land within the Study Area may be required on a temporary basis in order to service the delivery of the Ordsall Chord. This constraint is accounted for within the proposed phasing strategy set out in this document.

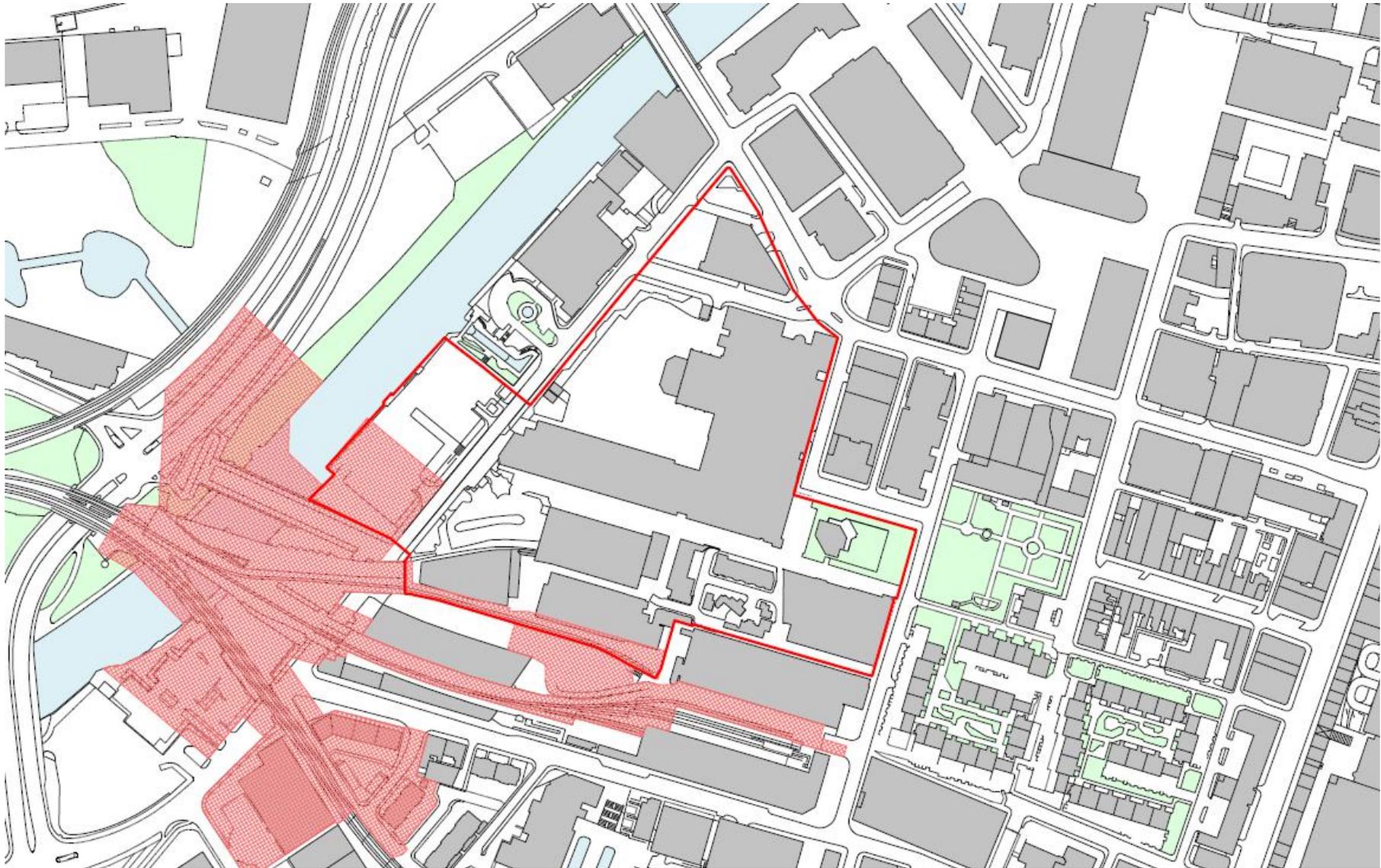


Figure 5.4 Ordsall Chord – Safeguarded Land



INDICATES SECTION 42D CONSULTEEs, This includes land which may be permanently or temporarily required for the works or which is affected in such a way as may give rise to a claim or compensation (Interpreted from 'the network rail ordsall chord order - S42 consultation pack - Appendix A Maps')

The Trans-Pennine Express line links all major cities in the North of England (and Scotland) including Newcastle, Liverpool and Hull. For instance, there are 46 services to Liverpool and 62 to Leeds every day. Trains to Birmingham run every half hour and Manchester Airport benefits from up to 8-9 services an hour, with services operating 24 hours a day.

Oxford Road Station is within 10 minutes walk of Quay Street. Oxford Road carries a number of local commuter services, particularly from south Manchester. Residential areas such as East Didsbury and Mauldeth Road are linked along this railway line. Oxford Road also provides direct and frequent services throughout the day and into the evening to Manchester Airport, Leeds, Liverpool, Newcastle and Nottingham.

Manchester City Centre is at the heart of the most comprehensive commuter rail network in England outside London and the south east and frequent services operate to a wide range of local destinations delivering over 18,000 passengers to the City Centre between 7.30 and 9.30 am each weekday morning.

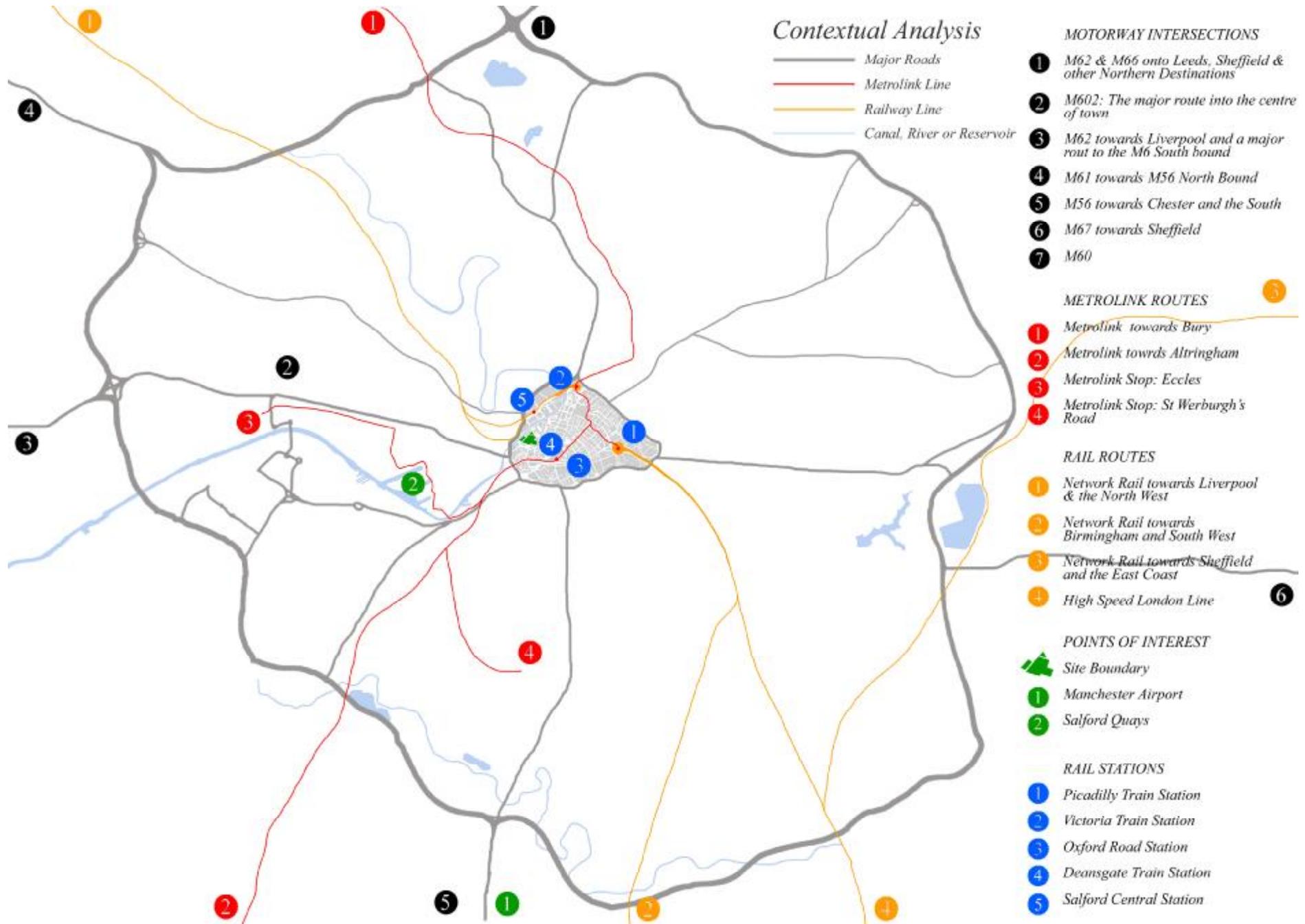


Figure 5.5 Wider Transport Connectivity

## **Metrolink**

Metrolink transports on average 7 million passengers a year to and from the City Centre. Both Deansgate railway station and Deansgate-Castlefield Metrolink Stop are within 5 minutes walk of the ITV complex. During peak periods 10 trams run each hour, with 5 per hour in the off peak. Lines run to Altrincham, St Werburgh's Road, Eccles, MediaCity:UK and Bury. With the exception of St Werburgh's Road, each destination connects directly with Piccadilly, while all destinations with the exception of Eccles/MediaCity:UK connect directly with Victoria Station.

The Manchester Metrolink service links areas where people live to areas where people work. Metrolink provides a popular commuter option, which penetrates the City Centre within easy reach of Quay Street. Proposals to expand the network to Manchester Airport, East Didsbury, East Manchester and Ashton-under-Lyne, and Rochdale will mean that in the future even more people will be using the tram to access City Centre jobs.

The Metrolink system is extremely popular with commuters, shoppers and tourists. Routes generally operate until midnight during the week and 1am at weekends.

Following the completion of the proposed Phase 3 extensions, Metrolink will provide enhanced access throughout the conurbation.

## **Bus Travel**

Metroshuttle, the free City Centre bus, provides a regular and efficient service connecting the major transport hubs of Piccadilly, Victoria and Shudehill Interchange, as well as the major shopping, cultural, heritage and business quarters. Launched in 2002, Metroshuttle carries a total of 1.5 million passengers annually across the city. Metroshuttle buses link people to employment and leisure opportunities within the central business district, including Spinningfields.

Metroshuttle means local employers can be sure that their staff can get to work easily by public transport. Services often provide the final stage of a journey to work, which means commuters can enjoy flexible local interchange at no additional cost when they arrive in the city.

The City Council is committed to pursuing the policies set out in the Second Local Transport Plan that seek to secure improvements in four shared priorities; air quality, congestion, modal shift and road safety. Experience has demonstrated that, as with Metrolink, car users who traditionally would not use buses are happy to use Metroshuttle. Modal shift from car to public transport, helps to limit congestion, cuts emissions and contributes to clean air targets.

Metroshuttle routings will be revised to ensure that the site is fully connected to this unique service (to be confirmed with TfGM).

The City Council will work with future developers and occupiers to produce innovative travel to work plans in order to encourage staff to use public transport and to help the City and the Region achieve its targets for environmental improvements.

# Pedestrian Connections

The existing use of the site as television studios has caused it to be closed off to the public. Redevelopment and re-use of the site will open it up, creating huge potential for new physical and functional connections between City Centre districts, linking existing and newly created public spaces as well as a wide range of complementary residential, employment, retail, cultural facilities, conferencing, hotel, leisure uses and visitor attractions.

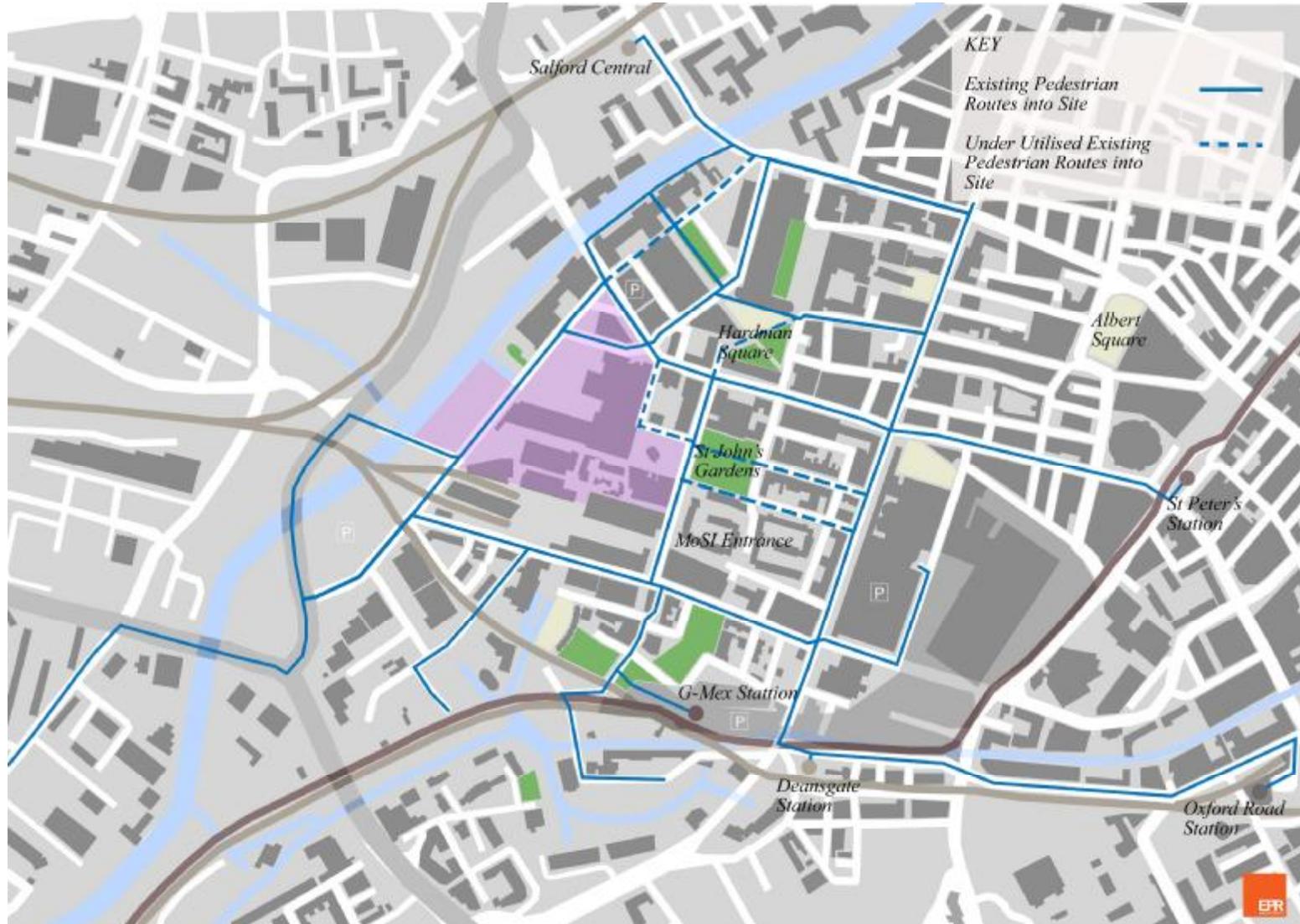


Figure 5.6 Existing Connections and Linkages

## Existing Public Open Space

**Public Open Space.** Pockets of public open space provide respite for residents, visitors and workers, and give the area character. The St. John Street Gardens is a key green public open space which was built on the location of the former St. John's Church and graveyard.

The Irwell City Park is becoming an increasingly used recreation route. This will further increase as improvements to the route are undertaken. It links the site to Salford Quays including MediaCity:UK and Salford.

Spinningfields also features Hardman Square which is regularly used for "pop-up" events, including an outdoor cinema and for relaxation during the summer months.

Castlefield features key public open spaces, including St. Mary's Gardens beside the White Lion and fronting Liverpool Road. This space leads to the Roman Fort and Granary, a reconstructed fort denoting the former Roman settlement on the site. The Castlefield events arena is located to the south of Liverpool Road. This space is used for both recreation and public events such as concerts.

One of the most well utilised forms of public open space in the area are the routes created by the area's industrial heritage. The paths and towpaths alongside the River Irwell, leading to the Manchester Ship Canal, the Bridgewater Canal in Castlefield, and the spaces beneath the railway viaducts are frequented by recreational users including pedestrians, runners and cyclists, visitors wishing to experience the industrial heritage of the area, and residents accessing home, work and amenity.

Opening up the ITV site will provide links between these public spaces, particularly Spinningfields and Castlefield, St. John Street Gardens and the River Irwell. This will help to create a sense of place and bring the complementary uses together.



*Castlefield Events Arena*



*Hardman Square, Spinningfields*

## Heritage Context

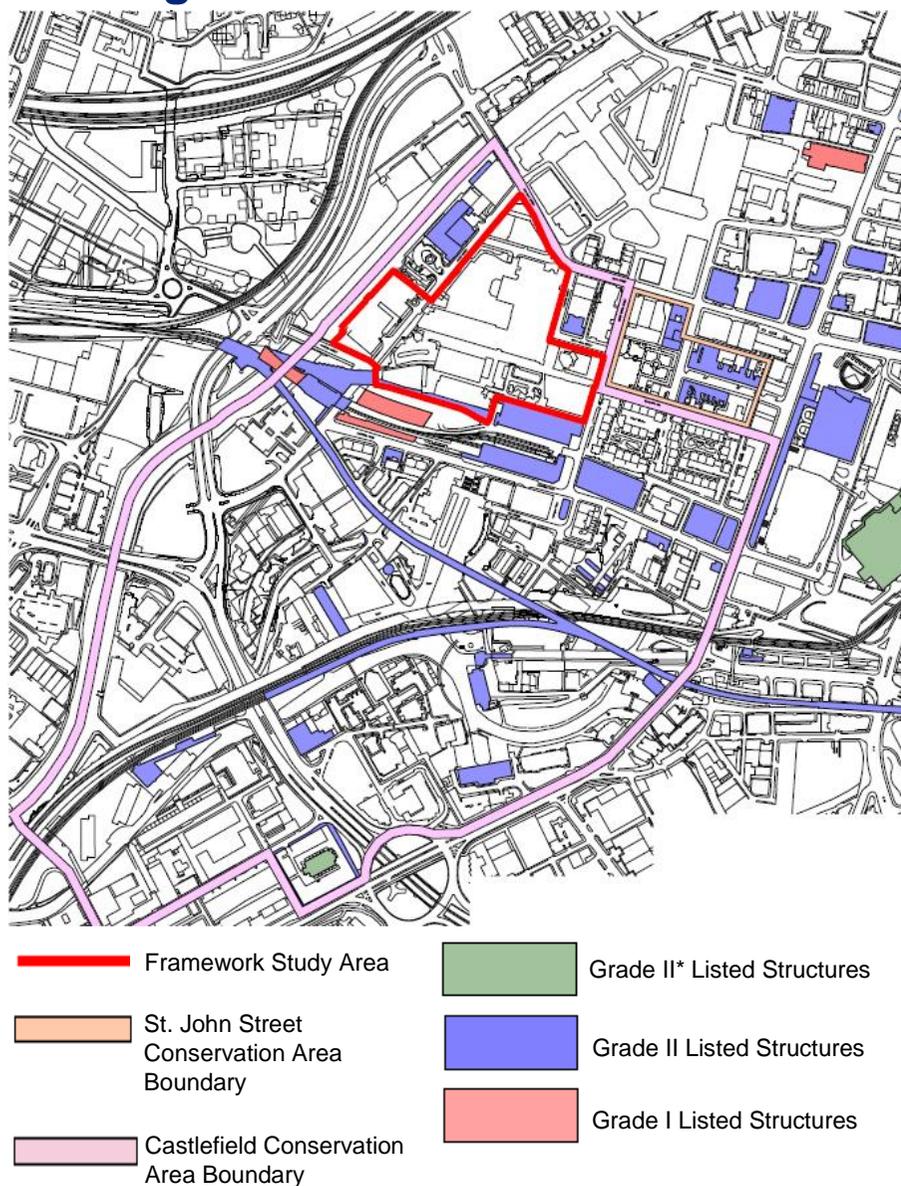


Figure 5.7: Listed Buildings and Conservation Areas

The site falls entirely within the Castlefield Conservation Area, which is one of the largest Conservation Areas in Manchester. Today, uses in Castlefield are directed towards leisure, tourism and residential including a number of conversions of warehouses to residential use. Guidance for the area encourages new development that incorporates a mix of uses.

The Castlefield Conservation Area embraces a range of historic priorities and other assets, which collectively represent the development of transportation within Manchester. This includes a network of canals with associated warehouses built along the River Irwell and the Bridgewater Canal, the latter of which was replaced in importance by the railway, including the world's first passenger railway station on Liverpool Road.

Today, the main characteristic of the Castlefield Conservation Area is the wealth of evidence of the industrial revolution and its corresponding buildings and infrastructure. The canal basins and wharves, coupled with the railway viaducts, result in an unique multi-level environment. The variety of building materials is wide, with stone, brick and slate used extensively, alongside the cast-iron columns supporting the railway viaducts and the iron lattice beams of the viaducts themselves.

The site is also in the immediate setting of the listed buildings of the MOSI complex and the Victoria and Albert warehouses, and as such its development will have a direct effect on the character and appearance of the Castlefield Conservation Area and these listed buildings.

The listed and unlisted buildings in the vicinity of the site, and their relationship to one another and the Castlefield Conservation Area collectively illustrate the development of this part of Manchester. They tell us a good deal about how the City evolved during the 19th and 20th Centuries, about the transformation of the older City by social and economic change and lifestyles in various periods, by the rise and fall of industry as a major force and about the effect this had on the historic building stock and urban grain. The railway heritage of the MOSI site has important communal value: the railways are a central element of modern British history and of social life since the early 20th Century.

## Heritage Context

In terms of heritage significance, the Granada site currently detracts from the character and appearance of the Castlefield Conservation Area. This is by virtue of the lack of coherence and visual quality in large areas of the site: the large western car park, the jumble of the studio buildings, the bland brick box of the Coronation Street internal set, etc. It forms a large and impenetrable block in an important part of the Conservation Area close to the City Centre, and does not relate to its surroundings. The site also detracts from the heritage significance by virtue of its appearance and layout, and by not having a positive relationship with the surrounding parts of the Conservation Area.

The site is adjacent to the John Street Conservation Area, which is a small area centred around the only surviving Georgian terrace street in central Manchester. The designated area is bound by Lower Byrom Street, Quay Street, Byrom Street, Artillery Street, Longworth Street and Camp Street. Today it is the location of a range of professional offices, including legal and medical professions.

Within the John Street Conservation Area, on the eastern side of Atherton Street facing Great John Street is the Grade II Listed 'St John's College Of Further Education', a late 19th Century school which has been converted to become the Great John Street Hotel.



*Water Street*



*Studio Building*

## Site Description

The site is the current home of ITV's Manchester Regional Head Office, accommodating office functions, production and filming functions and staff car parking.

The two storey Globe and Simpson building is located on the northern edge of the site, on land bounded by Quay Street, Water Street and New Quay Street. It is currently used by ITV as a business service centre.

There is a small, triangular parcel of vacant land, immediately to the north of Globe and Simpson building, which is in the ownership of Manchester City Council.

Land located on the western side of Water Street is leased and operated by NCP and is used for car parking. An entrance lock to the River Irwell is located between the car parking lots and the Marriott Hotel.

Along the southern boundary of the site are viaducts that were historically rail routes to Liverpool Road Station. The centre piece of the site, the existing Bonded Warehouse building, is located directly adjacent and upon part of these viaducts, where the ITV Granada site ownership ends.

The existing buildings on site have been developed over the last 50 years to meet the growth requirements of television production. They include the Granada House office building; a selection of studio facilities; the Coronation Street sets; Starlight Studio Tours (now closed); the Victorian Bonded Warehouse; the Globe & Simpson building; and elements of the railway viaduct leading to the Lower Byrom Street Warehouse.

The density of the site is significantly lower than that of neighbouring sites and, with the exception of Granada House, the height of buildings is also lower.

Granada House is an 10 storey office building, which was completed in 1956. The exterior of the building features light grey granite walls and glazing.



*Granada House Office Building*



*Globe and Simpson Building*

Also visible from outside the site is the Victorian Bonded Warehouse, which is currently unused. The Bonded Warehouse is a 5 storey building, which was constructed in red brick in the 1880s or 1890s. It was originally a terminal for goods transported by train to and from Manchester.

The ground and first floors and the third - fifth floors were historically used for storage, and the second floor, which was constructed above the railway viaduct level to match the deck of the train carriages, was used as the main loading and unloading area. On this floor the locomotives passed through the building and a tall floor to ceiling height allowed for access. The ceiling construction is brick vaulted, which would prevent sparks from the locomotive engines penetrating the building.

The construction of the Bonded Warehouse is substantial and suggests vast quantities of goods were stored here. The ground and first floors have brick columns that are acting as above ground foundations. They are approximately 2.4m x 3.2m in size and support a cast iron and a riveted steel column and beam structural system.



*Bonded Warehouse, Studio and Car Parks fronting Water Street*



*View above Coronation Street Lot*

The Coronation Street lot, which is a ¾ size outdoor set, and various low scale stage set buildings are located to the east of the Bonded Warehouse. The purpose built studios provide large internal studio spaces and smaller studios for uses such as post-production.



*Coronation Street Lot*



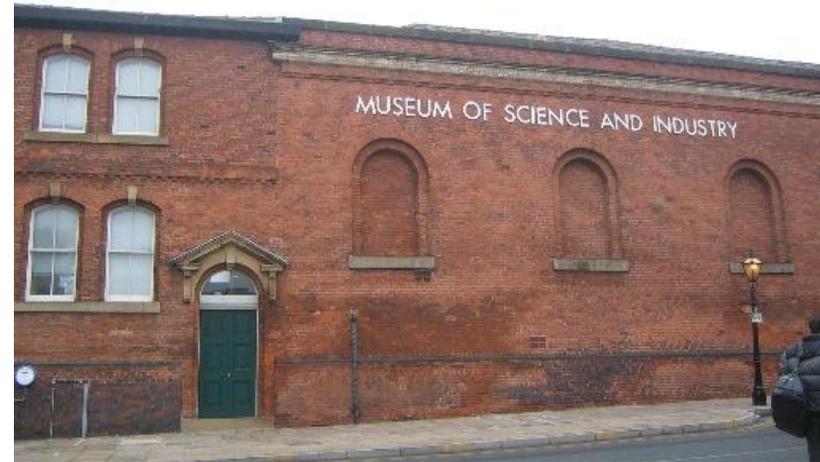
*Side of Bonded Warehouse and studio building*

Set upon the railway viaduct and directly to the south of the Bonded Warehouse is another stage set building (Stage 2), and to the west the glazed viaduct arches that front an area of car parking at grade level. This area of car parking fronts onto Water Street to the west with direct access through security gates, which are now permanently closed.

The boundary treatment along Water Street consists of a series of small security buildings, a toilet block and turnstile entrances. Above the arches on the viaduct is the Starlight Theatre, which was once part of the Granada Tours visitor attraction but is currently unused.



*View across car park to security gates and Bonded Warehouse*



*MOSI Exterior Wall on the south east corner of the site*

Other features of the site include the red brick exterior wall of MOSI on the south east corner of the site and elements of the a railway viaduct, which leads to Lower Byrom Street Warehouse.

The majority of the site is devoid of heritage significance and aesthetic value. Whilst the Bonded Warehouse is undoubtedly a 'heritage asset' it has been considered for Listing relatively recently by English Heritage, and as a consequence has not been designated.



*Set building and car parking fronting Water Street*

# Core Development Principles

# Core Development Principles

The 2006 Development Principles were the product of extensive debate, analysis and collaborative working between Manchester City Council, ITV Plc and other stakeholders. The Principles established remain largely applicable in 2012 and continue to act as a foundation for this revised Framework.

To ensure that high quality, **mixed use development** is brought forward in a way which is **fully integrated both functionally and physically with the rest of the city centre**, including the adjoining Spinningfields development.

To deliver a new, distinctly urban part of the city centre that builds on Manchester's robust urban blocks and encourages a **mix of developments, including commercial, residential, retail, amenity and leisure uses** that combine to create a **distinctive sense of place**, ensuring life and vitality on weekdays and evenings.

To respond to the area's 'gateway' status at a **key entry point to the city centre** from the south west.

To **provide for a range and mix of residential accommodation** needed to ensure that a **vibrant new neighbourhood** can emerge.

**Exploit the area's locational advantages** in terms of its proximity to the CBD, public transport nodes, the inner relief route and pedestrian connectivity to all parts of the city centre.

To **protect and enhance the character of the Conservation Area** and build upon the unique heritage assets which define the special character of Castlefield.

To **take maximum advantage of the waterside setting** of the sites along the River Irwell as well as other physical features, such as the railway viaducts which help to define the character of the area.

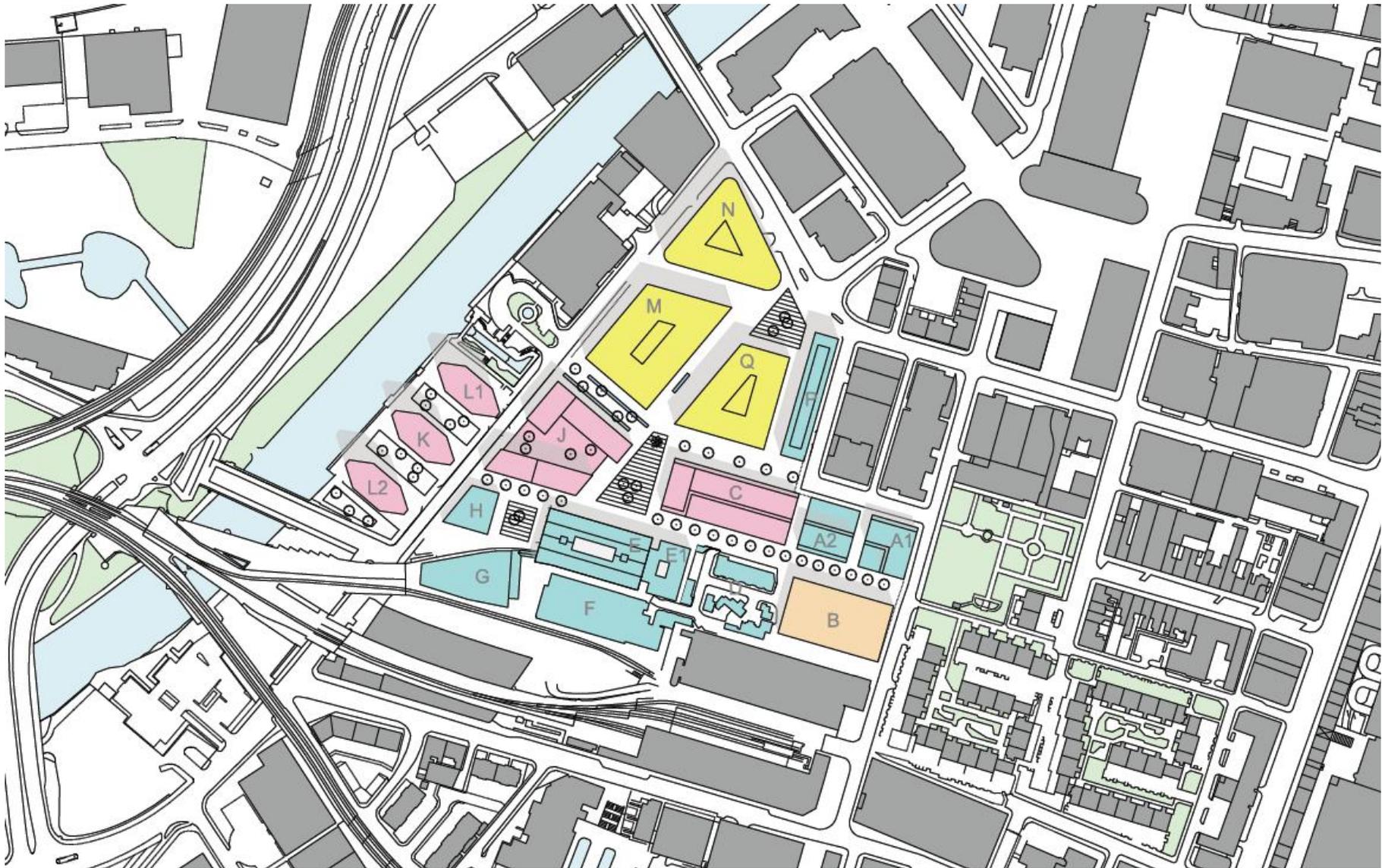
Provide **important new areas of high quality public realm** which offer increased opportunity for **permeability** through this currently private area, with **important new linkages** between Castlefield and Spinningfields and the wider central area.

Ensure that the area is **fully accessible** to all and create a **safe and secure environment** using the principles of "Secured by Design."

To secure a **sustainable development**, both by maximising its locational advantages and proximity to public transport nodes, and through building design (Ecohomes and BREEAM ratings).

# 2012 Masterplan

# Illustrative Masterplan



Predominantly Commercial Occupancy



Predominantly Residential Occupancy



Mixed Use/Leisure Occupancy



Multi Storey Car Park

## Urban Design Principles

The continuing success of Manchester City Centre's regeneration combined with the study area's adjacencies to the successful Spinningfields, Castlefield and Great John Street / South Deansgate districts means it is well placed strategically to deliver lasting regeneration and to act as a catalyst to the regeneration of neighbouring sites.

The Urban Design Principles have been developed to capture this opportunity and promote a Masterplan comprised of a series of identifiable public spaces interlinked by pedestrian priority avenues.

The northern most part of the core site at the junction of Water Street and New Quay Street, presents an exciting opportunity to create a strong visual profile on to Quay Street in place of the current small scale Globe & Simpson building.

There is clear potential to create a reference building in this broad location within the core site, to act as a marker at a key route into the city. A comprehensive development is encouraged, potentially involving road closure of a short length of Quay Street to optimise this development area at a nodal point within the city.

Presently the 2 storey Globe & Simpson building is dwarfed by the imposing mass of new buildings on the northern edge of the site, comprising Spinningfields and Left Bank which create a new scale to development in this location.

Given the core site's strategic location at the intersection of a major east / west route linking Manchester and Salford, and the potential to create a new north / south axis through the site and into Spinningfields, there is an opportunity for a landmark building of high quality which might appropriately be located on this part of the site.

Manchester City Council wishes to use development of the site to create new areas of high quality public realm. This might be arranged so as to create a sweeping axis in and through Spinningfields, providing essential connectivity. There is an opportunity to form a central focus within the site, available for external events as well as informal recreation and interaction and acting as a new setting for the imposing Bonded Warehouse building. The conversion and restoration of this building provides the opportunity for a contemporary new use residential/mixed-use development, and creation of an appropriate link to the Castlefield heritage area just to the south. The Bonded Warehouse and associated public realm will form a centrepiece within the site, exuding character and contributing to the creation of a distinctive sense of place.

Redevelopment of existing buildings on the southern boundary offers the opportunity to secure the rejuvenation and partial exposure of the railway arches, with a new sense of place and vitality being injected through creation of public frontage uses to the archways.

The opportunity to capitalise on these existing features of the site will give a distinctive, multilayered character that encompasses past, present and future.

The western part of the core site comprises riverside plots where development should be designed to capitalise on the high environmental qualities offered by a waterside setting, including the historic interest of the river lock and, to the south, the railway viaducts. The convergence of these features gives a unique opportunity for a development of quality and character, which maximises views back to the city centre and provides enhanced public access to the river edge.

## Scale and Massing

The strategic location of the site offers scope for a significant building, located at Plot N (the existing Globe and Simpson site) to act as a symbolic reference and a marker at this entrance to the city.

The mass of buildings should then step down from this point, with a gradation of heights running south toward the Bonded Warehouse and the core of heritage buildings focussed in Castlefield.

Indicative building heights are shown on the Masterplan framework ranging from 10 storeys (buildings M & Q) to 6 storeys adjacent to the Bonded Warehouse and the Coronation Street sets. Greater scale and massing is achievable on the riverside plots, taking advantage of the setting provided by the River Irwell.

The purpose of this document is not to be prescriptive about the exact scale and massing of future development on the site, but to indicate an appropriate building envelope within which future proposals will come forward. The detailed design of future development will be dictated by both market conditions and the need to ensure an appropriate response to town planning considerations such as visual impact, townscape and microclimate.

## Mix of Uses

A broad mix of uses is required in order to ensure a diversity of development, range of building styles, distinctive sense of place and to inject activity and vitality into the city centre throughout the day and evening. At the heart of this strategy is a mix of uses focused on employment, residential and complementary ground floor retail activity which will provide amenities for visitors to, and occupiers of, this district. The site has potential to support a range of complementary leisure uses which provide a means of extending dwell time and generating footfall and activity into the site. Alternative options for this area of the site will evolve over time and are therefore reflected in the schedule as part of an overall 'mixed use/leisure occupancy' at this stage.

Building	No. of Storeys (incl. ground floor)	Approximate no. of residential apartments	Residential Use GEA (sq. m.)	Commercial Use GEA (sq. m.)	Mixed Use GEA (sq. m.)
A1	7	45	3,378	563	
A2	7	31	2,328	388	
B	6 (new multi-storey car park – 575)				
C	6	55	4,126	812	338
D	Existing Coronation Street Lot		(42)		3,105
E	7 – Existing Bonded Warehouse (includes new extension to the east)		78	10,170	5,208
F	Existing Stage 2 Building		(30)		2,840
G	Existing Starlight Theatre		(36)		1,310
G1	Existing Arches below Starlight				715
H	2				1,080
J	8	153	11,572		395
K	24	200	15,065		500
L1	16	130	9,825	500	
L2	12	95	7,205	500	
M	10			29,505	1,110
N	20			47,390	650
P	10 – Existing Granada HQ Building				9,387
Q	10			21,845	1,145
<b>Total</b>		<b>787 (895)</b>	<b>63,669</b>	<b>101,503</b>	<b>27,783</b>



Figure 5.10 Sketch of central space looking towards the Bonded Warehouse

# Public Realm

## Vision

The Vision for the proposed Masterplan is for a coherent, phaseable, high quality urban environment, focused around an exemplary public realm that enhances the setting of the river, embraces the site's heritage and keys into the wider character and success of surrounding areas such as Spinningfields, the St John Street / South Deansgate area and Castlefield.

The exclusive nature of the constituent parts making up the site – particularly the relationship with the River Irwell and the presence of the imposing Bonded Warehouse – all make for a quite distinct development, an exceptional place to live, to work and to visit.

## Connectivity of the Public Realm

The Masterplan proposals realise the opportunity for a high quality public realm that is integrated with the existing network of streets and public spaces. There is a real opportunity to connect into St John's Gardens, an existing space that currently suffers from the impenetrable nature of the ITV site to its west; the space is not currently on a thoroughfare of any sort.

Equally, direct connectivity into Spinningfields to the north and Castlefield to the south will be paramount to the success of the Masterplan. Making the River Irwell more accessible and a more desirable piece of the city's public realm will also be extremely desirable.

The Masterplan proposals also enhance the setting of the River Irwell, creating an accessible pedestrianised river frontage, active and vibrant in nature; a desirable place to relax and appreciate one of the new district's assets, the riverside public realm.

## Public Realm

The public realm, or spaces between buildings, is currently variable in its quality throughout and immediately adjacent to the site, in part due to the lack of a cohesive strategy, but also due to the existing predominance of undefined edges. This creates a feeling that the open spaces within this area of Manchester are born out of the unwanted, or are, residual spaces.

The Masterplan proposals have been developed with the carefully considered location of public spaces defining a broad framework for the regeneration of the ITV Granada site. The proposals firmly acknowledge the importance of placing public realm at the heart of city life and it is believed that through high quality design, these spaces will complement and enhance the character of Manchester through the creation of a new and identifiable yet complementary district. As such the design of the public realm will be critical to the long term economic and social regeneration of this new district.

# Public Realm

Key elements that will contribute towards the design of the public realm and create the area's sense of place will include:

## Landscaping Treatment

Landscaping is essential to create attractive and user friendly spaces. This includes both hard landscaping, such as paving materials and soft landscaping, including trees and planting. These elements can be used to create a sense of hierarchy to the spaces and the routes that connect them, and are also important in place making.

## Materials

The use of an agreed palette of materials will help define the hierarchy of streets and spaces within the district, enhance the setting buildings, reflect the importance of civic facilities and identify pedestrian priority areas.

## Street Lighting

This should be given proper consideration to ensure adequate levels of lighting are provided to create a secure and safe place to pass through, whilst not causing light pollution to the surrounding area.

## Street Furniture

Street furniture will be selected to complement the lighting and architecture, and should help create a distinctive and consistent identity for the development. The use of local and environmentally friendly materials can assist in minimising the visual intrusion of street furniture, which should be located so as not to impact on pedestrian movement or create clutter.

## Signage

A signage strategy will be produced to ensure a consistent and co-ordinated approach across the development, helping to reinforce the identity of the new district.

## Public Art

Art is an important element in contributing towards a coherent and stimulating sense of place and identity within the wider public realm. There is an opportunity for the new public spaces to 'host' public art on both a temporary and permanent basis.

Supporting the principle and providing the potential to house public art within the public realm will engage local residents, businesses and visitors, as well as providing an opportunity for local skills and talent to be encouraged, developed and celebrated.

## Public Realm – Precedent Images



# Connectivity and Linkages

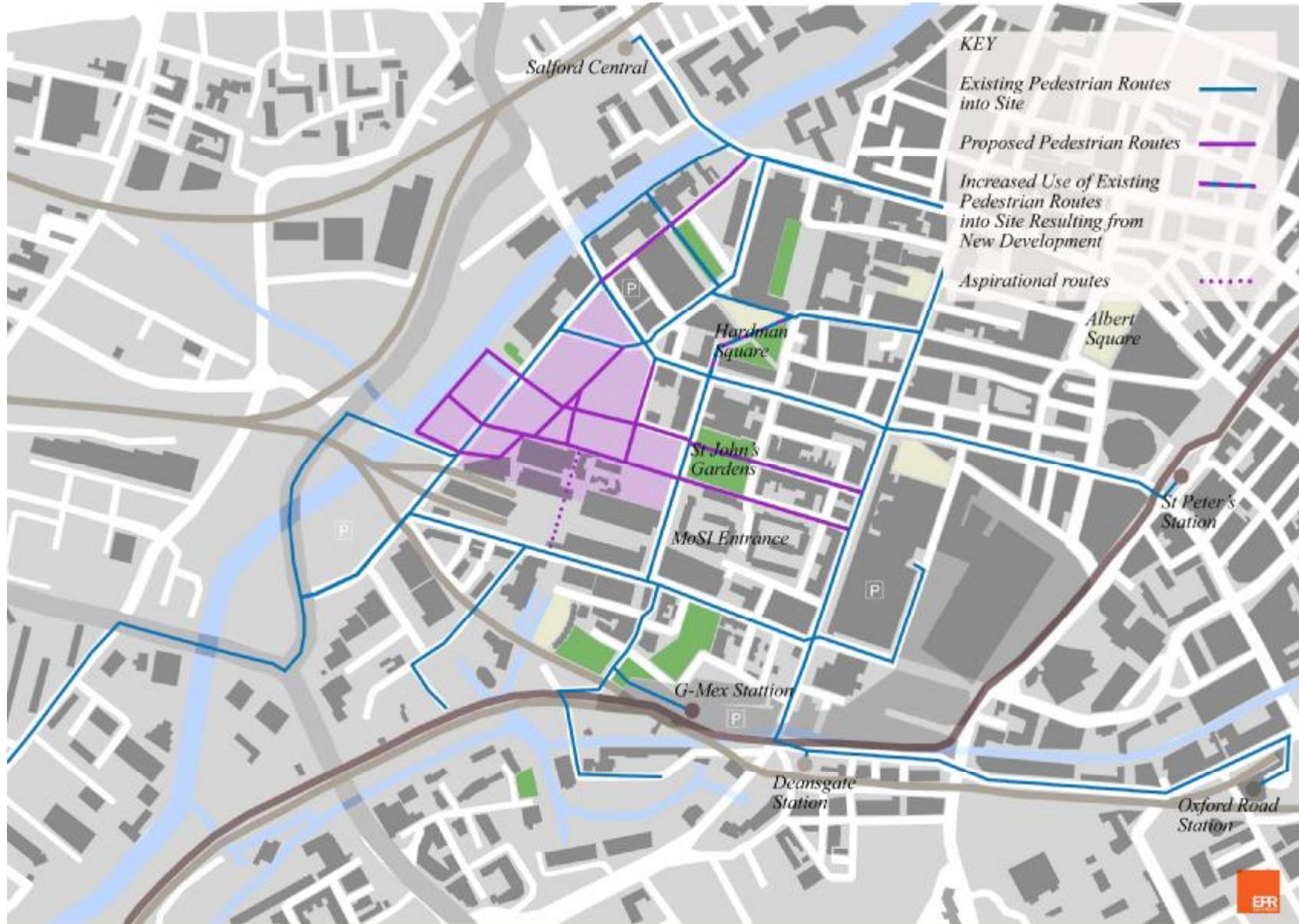


Figure 5.11 Increased Use and Aspirational Pedestrian Routes

# Relationship to the Historic Environment

## Opportunities

The site has enormous potential to provide new development that considerably improves the circumstances of the heritage assets described above. Appropriate new development can unlock the edges of the site, and thus permit the Listed Buildings within the MOSI complex and the non-designated Bonded Warehouse to be better appreciated and enjoyed in a new way. There is an opportunity to create meaningful space around these structures and to create linkages and routes across the site. Creating such connections will enhance the Conservation Areas and improve permeability.

Most importantly, new development will enhance the Conservation Areas by providing built form where a large gap exists at present. It can define an edge to Water Street and Quay Street that provides greater life and activity on those streets, as well as better urban form. This will enhance the setting of the Victoria and Albert warehouses and the Great John Street Hotel. Within the new development, meaningful public space can be created, linked by streets that in turn connect to the wider street network.

The Conservation Areas and their listed and unlisted buildings will benefit from the economic and social outputs of a redevelopment scheme.

# Delivery Strategy

# Introduction

In line with the 2006 Masterplan, the 2012 vision for the site is to create a new mixed use, sustainable city centre neighbourhood which is accessible, has a distinctive sense of place, and offers life and activity 24 hours of the day, 7 days a week and 365 days of the year. This will be achieved in part through re-adoption of the development principles which were discussed at length and endorsed in the 2006 Framework. In addition, a delivery strategy is required which plays to the site's strengths in terms of its natural assets and adjacencies as well as complementing, rather than directly competing, with the city centre's wider regeneration initiatives and objectives.

At the heart of the strategy is the delivery of a mix of uses focused on employment, residential and leisure, together with complementary ground floor retail activity which will provide amenities for visitors to, and occupiers of, this district, as well as to local residents and other city centre users in adjoining districts.

## **Commercial Positioning**

The site offers a significant opportunity to deliver a "best in class" mixed-use development. It has a critical mass of ownership vested in ITV and adjacencies to the established commercial core of Spinningfields and mixed-use residential/commercial St John Street district. It is in close proximity to high quality retail / leisure amenity in and around Castlefield and southern Deansgate as well as neighbouring heritage assets (most notably MOSI). It also benefits from direct connectivity to the City's inner ring road and the M62, M61, M60 motorway network.

Each of these factors offer the ability to promote an early regeneration of the site.

Equally, of critical importance, in order to ensure that the proposals complement rather than compete with other regeneration initiatives, is that the delivery strategy must ensure that key points of difference come to the fore. This includes capitalising on the site's key adjacencies to Spinningfields, St John Street and south Deansgate as well as Castlefield.

Given the site's scale and also that a finite number of use classes and occupational requirements exist, the need for such differentiation must also be achieved by ensuring that the Framework proposals are sufficiently flexible in terms of key development parameters such as use, mix, massing, footprint etc. This is in order to allow for adaptation in the light of changing market dynamics over time and to ensure any significant occupier requirements can be addressed as they emerge.

As described in the remainder of this section, this Framework provides a set of development principles that provide a clear basis for delivering a scheme that successfully utilises the opportunities provided by the vibrant surrounding districts, is grounded in market reality and is appropriate in terms of the City Council's town planning and regeneration objectives.

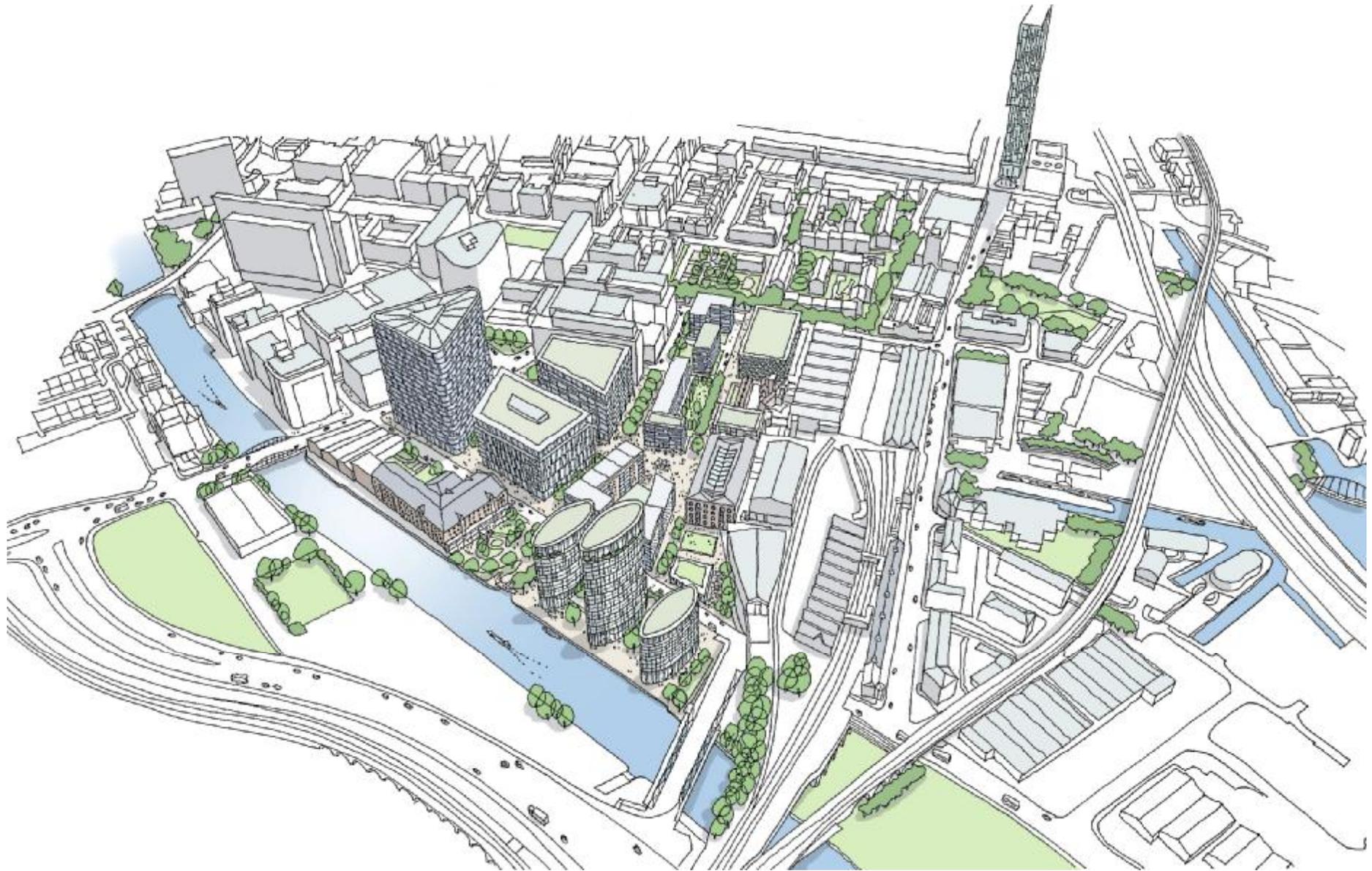


Figure 5.12 Masterplan Sketch Overview

# A Hierarchy of Office Typologies

From an office perspective the site is perhaps uniquely placed to offer three distinct and highly complementary building typologies. In turn this will allow the scheme to appeal to an extremely broad selection of occupier requirements at any one time. We estimate that more than 5,000 direct jobs (plus indirect multipliers – supply chains, construction employment etc.) will be created through the delivery of the scheme.

## **New Build / High Value**

As Spinningfields nears capacity there is a clear opportunity to capture “over spill” Grade A office demand, through the creation of strong pedestrian thoroughfares and high quality public realm, which will link across Quay Street into the heart of the site.

As individual phases are delivered, the site will extend and enhance the life and brand leading credentials of the UK regions’ premier financial centre, Spinningfields.

We envisage two or three large floorplate, highly specified office buildings being developed to target headquarter-type requirements in the financial and professional services sectors. Rents are likely to operate in the region of £25 - £29.50 per sq ft. The corresponding blue chip tenant line up will generate significant numbers of high value KBI jobs by capturing both indigenous and inward investment demand.

That recorded, and on a cautionary note, whilst at this moment in time we are confident that the quantum of large-scale office development envisaged in the Concept Masterplan is deliverable across the medium term, the combination of a lack of a significant tenant anchor and the ever increasing quantum of competing Grade A office space within the City Centre’s development pipeline indicates that it would be sensible to build in a degree of flexibility (specifically in regard to use and massing). This is to ensure that key plots can quickly respond to the ever changing requirements of the real world marketplace. Please refer to Figures 5.13 to 5.15



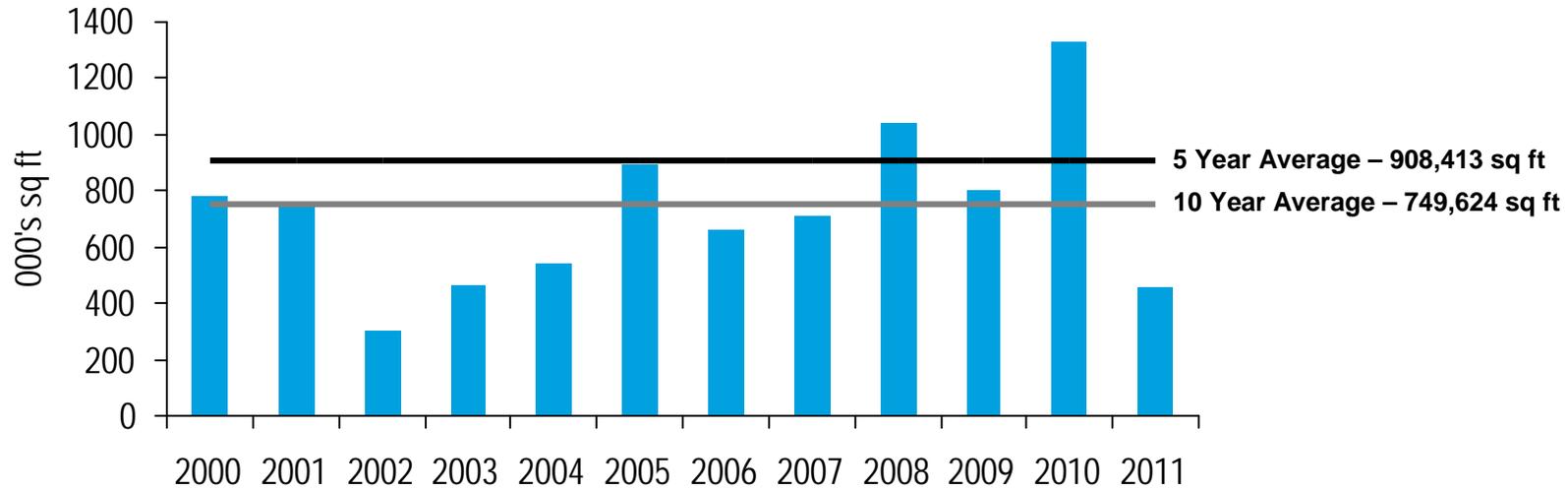
*Spinningfields*



*3 Hardman Street, Spinningfields*

# Average Manchester Central Office Take Up

## All Grades



## Grade A Only



***Average annual Grade A take-up typically fills 1 – 2 buildings***

Figure 5.13 Average Manchester Central Office Take Up

# Office Development Pipeline

## Significant Standalone Buildings



100 Lincoln Square  
154,000 sq ft



Axis  
74,000 sq ft



Elisabeth House  
300,000 sq ft



Landmark  
230,000 sq ft



Greengate  
160,000 sq ft

## Major Mixed-use Schemes



Up to 500,000 sq ft



Up to 1,000,000 sq ft



Up to 750,000 sq ft



Up to 1,000,000 sq ft



Up to 1,500,000 sq ft

Figure 5.14 Manchester Office Development Pipeline

# A Hierarchy of Office Typologies

## Refurbished / Complementary

Located alongside a cluster of proposed Grade A offices sits the in situ ITV Manchester Granada House office building, which will be vacated from mid-2013.

We envisage that this building will be refurbished to Grade B+ standards in order to complement and add to the overall proposition of Spinningfields and the adjacent new buildings. This sits well in terms of the Manchester Office Market take up analysis provided overleaf, which indicates a propensity for less than 10,000 sq. ft refurbished space.

This office typology will offer smaller floorplates, short to medium term leases, a rental profile in the region of £18 - £20 per sq ft and strong speed to market credentials. A comprehensive refurbishment can be delivered in 12 – 15 months, as opposed to 24 months for new build.

The revamped building will appeal to different occupier markets in terms of second tier financial and professional service providers, creative media and ICT companies, as well as business support functions and will therefore be able to come forward alongside the neighbouring Grade A phases.



*Five New York Street*



*City Tower*



*The Pinnacle, King Street*



*The Exchange, Three New York Street*

# Manchester Office Take-up by Size Band

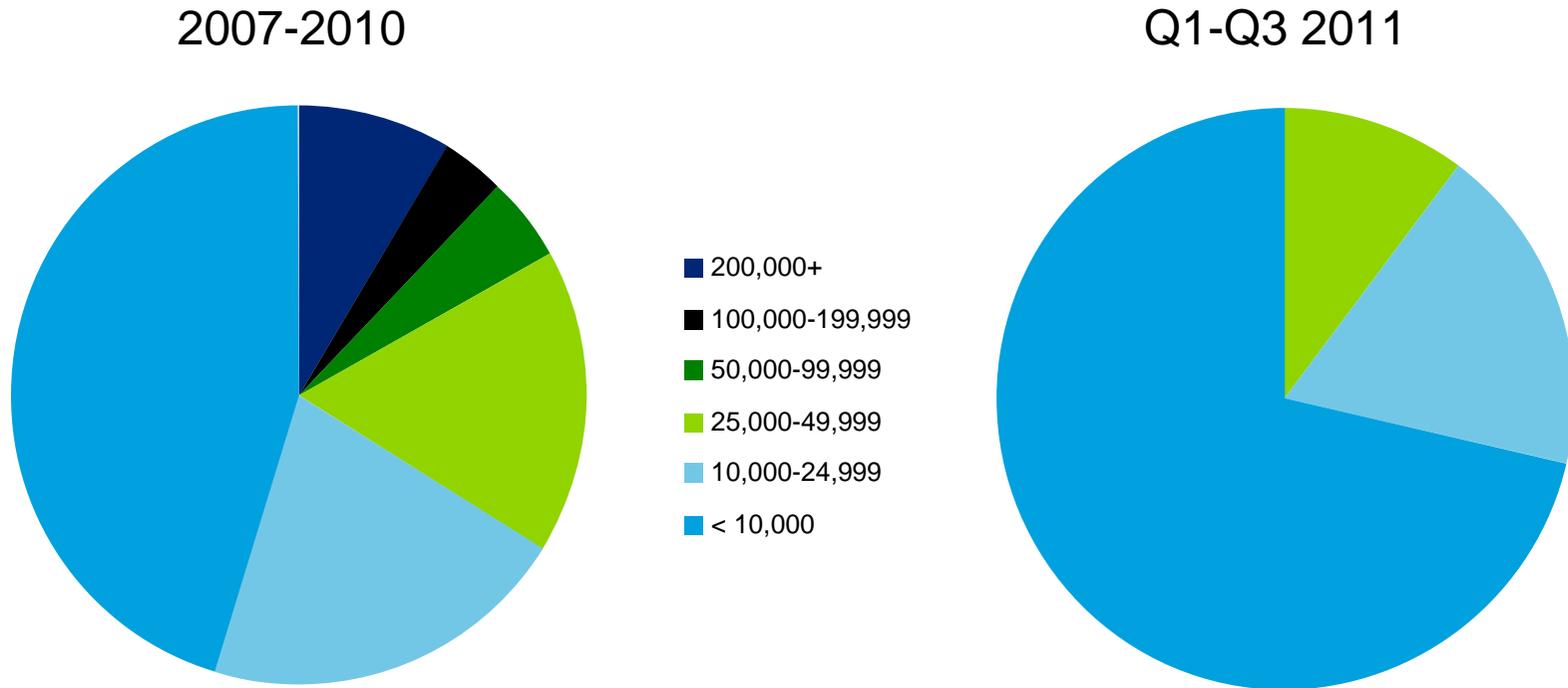


Figure 5.15 Manchester Office Take-up by Size Band, 2007-2010 and Q1-Q3 2011

# A Hierarchy of Office Typologies

## Independent Focused - John Street District

There is an opportunity to extend the successful and distinctive John Street district into the site. This can be achieved through a mixed use zone, which offers 'best in class' residential accommodation combined with an extension of the John Street professional services offer.

Leveraging proximity to the critical mass of high value medical and legal consultants / barristers located in and around the John Street area, there is a clear opportunity to extend the footprint of such uses across St. John's Gardens, past the 5 star Great John Street Hotel and into the heart of the new scheme.

The extended "Harley Street of the North" will appeal to growing local businesses as well as new start-ups and inward investors. Importantly, it will offer both leasehold and long leasehold tenure; we foresee the ability to purchase units as being particularly attractive to this target market.



*St. John's Gardens*



63 *Great John Street Hotel*



*St. John's Gardens*



*St. John Street Georgian Terraces*

# Residential

The site is located in a “prime” residential location. Adjacent high value developments include Leftbank (Spinningfields), Bauhaus and Rossetti Place, with numerous other examples in the Castlefield basin and south Deansgate area. The proximity of the site to these well established residential districts presents an excellent opportunity to deliver an early phase of development, thereby creating an extended residential district.

The residential offer will be anchored by the majestic Bonded Warehouse, which will be refurbished and extended to provide best in class residential accommodation akin to Century Buildings and Chepstow House. The future scheme will set a new benchmark for how “exemplar” City Centre residential development is defined in both a local and regional context.

Future new build residential phases will be characterised by high quality elevations, generous dimensions, competitive parking ratios and high-end specifications. Over time, as a critical mass of development is delivered, we envisage that the location will become the address of choice for young to middle aged professionals, empty nesters and high net worth individuals who presently have limited choice (i.e. under supply) at the top end of the residential market.



*Bauhaus, Little John Street*



*Leftbank, Spinningfields*



*Chepstow House, near Bridgewater Hall*



*Century Buildings, Parsonage Gardens*

# Residential

The aspirational ethos which underpins our vision, juxtaposed with the “life-style” benefits that result from the site’s unrivalled location and the inherent quality of the Bonded Warehouse and neighbouring listed buildings (MOSI and the Victoria & Albert Hotel), provides for a generational opportunity to further advance Manchester’s overall residential proposition. In turn, this will stimulate economic growth through the attraction and retention of individuals and families with significant amounts of disposable income.

The residential proposals are required to add to the life, vitality and 24/7 use of the area and are integral to the delivery of a new sustainable city centre neighbourhood district.

The residential proposals will facilitate the wider regeneration of the site. They will contribute towards the funding of high quality public realm and other infrastructure, which will unlock the wider site. As such, they can act as a catalyst for the regeneration and delivery of the City Council’s wider economic development objectives.



*Rossetti Place, Lower Byrom Street*



*Castlefield Conversions*



*Number One Deansgate*



● Location of ITV Site

Figure 5.17 Prime Residential Locations – Manchester City Centre

## Retail / Leisure Uses

The site is located adjacent to Manchester's Museum of Science and Industry (MOSI), a world class visitor attraction and one of the North West's leading tourist destinations.

In 2010 visitor numbers topped 600,000 despite the Lower Byrom Street Warehouse being closed for refurbishment. This building has now reopened and houses the Revolution Manchester Exhibition, which explores six themes including Transport Revolutions, Computer Age, Engineering, Energy, Cottonopolis and Structure of Matter. MOSI forecast in excess of 1 million visitors in 2012.

Based on the 2010 visitor numbers, MOSI identify their key audiences as being:

- Families with children < 12 years
- School children and students
- Individual adults / adult groups
- National and international tourists
- Business / corporate visitors

There are clear opportunities to harness this footfall by improving permeability and accessibility between MOSI, the site and the wider neighbourhood.

In the first instance this will be facilitated by the wholesale demolition of the redundant studios and out buildings and thereafter the potential addition of temporary pedestrian routes across the cleared site.

Over time, as development comes online and phases of high quality public realm are delivered, we envisage that powerful new retail and leisure circuits will evolve. This will help to tie together a number of presently self contained retail / leisure destinations, delivering significant benefits and opportunities beyond the immediate site boundary.



*Museum of Science and Industry*

# Leisure Adjacencies



*Bridgewater Canal*



*MOSI*



*People's History Museum*



*John Rylands Library, Deansgate*



*Hardman Square, Spinningfields*



*Castlefield Events Arena*



*The Great Northern*

## Retail / Leisure Uses

Daytime footfall will increase between the key cultural anchors of Castlefield, MOSI, the People's History Museum and the John Ryland's Library. This in turn will enhance pedestrian flows through Hardman Square, The Avenue and back towards the city's prime retail core. In addition, improved east-west connections will help to tie the site back to the existing leisure uses at Great Northern Warehouse and the niche retail offer along southern Deansgate. A family focused food and beverage proposition could be developed at the heart of the site in order to extend dwell time.

A similar night time circuit will link the ever improving leisure offer at Spinningfields, the Opera House on Quay Street, the renowned Great John Street Hotel, those established food and beverage uses along Liverpool Road and on into Castlefield.

In addition it is important to recognise that, though satisfying the retail / leisure demand created by increased visitor footfall represents a major opportunity, it will also be prerequisite to adequately service the day to day requirements of the scheme's office tenants and residential occupiers. The inclusion of amenity in the form of a small foodstore, pharmacy, doctor's surgery, dentist, crèche, dry cleaner, gym etc. is likely to prove highly desirable / advantageous as residents in existing developments such as Rossetti Place, Leftbank, St. John's Gardens and further afield in Castlefield currently have very little convenience provision within walking distance.

The site has the potential to support a variety of complementary leisure uses which would provide a means of extending dwell time and generating footfall and activity into the site. Alternative options for this area of the site will evolve over time and are therefore reflected in the 2012 Masterplan as part of an overall 'mixed use/leisure occupancy' at this stage.

As part of the mixed use offer, the site would be an excellent location for a hotel. Its rich character and industrial / media heritage would lend itself to a unique and highly attractive new hotel offer for the city centre.

On a broader scale, Manchester is a leading destination for retail and sports, as well as conference and exhibitions, due to the draw of Manchester Central and the M.E.N Arena.

Manchester's range of attractions are supported by good transportation links, including Manchester Airport, which is the UK's fourth largest airport. This combination fuels the need for hotel provision in Manchester City Centre.



*Coronation Street Lot*

# 7. Framework Options and Phasing

## Indicative Phasing

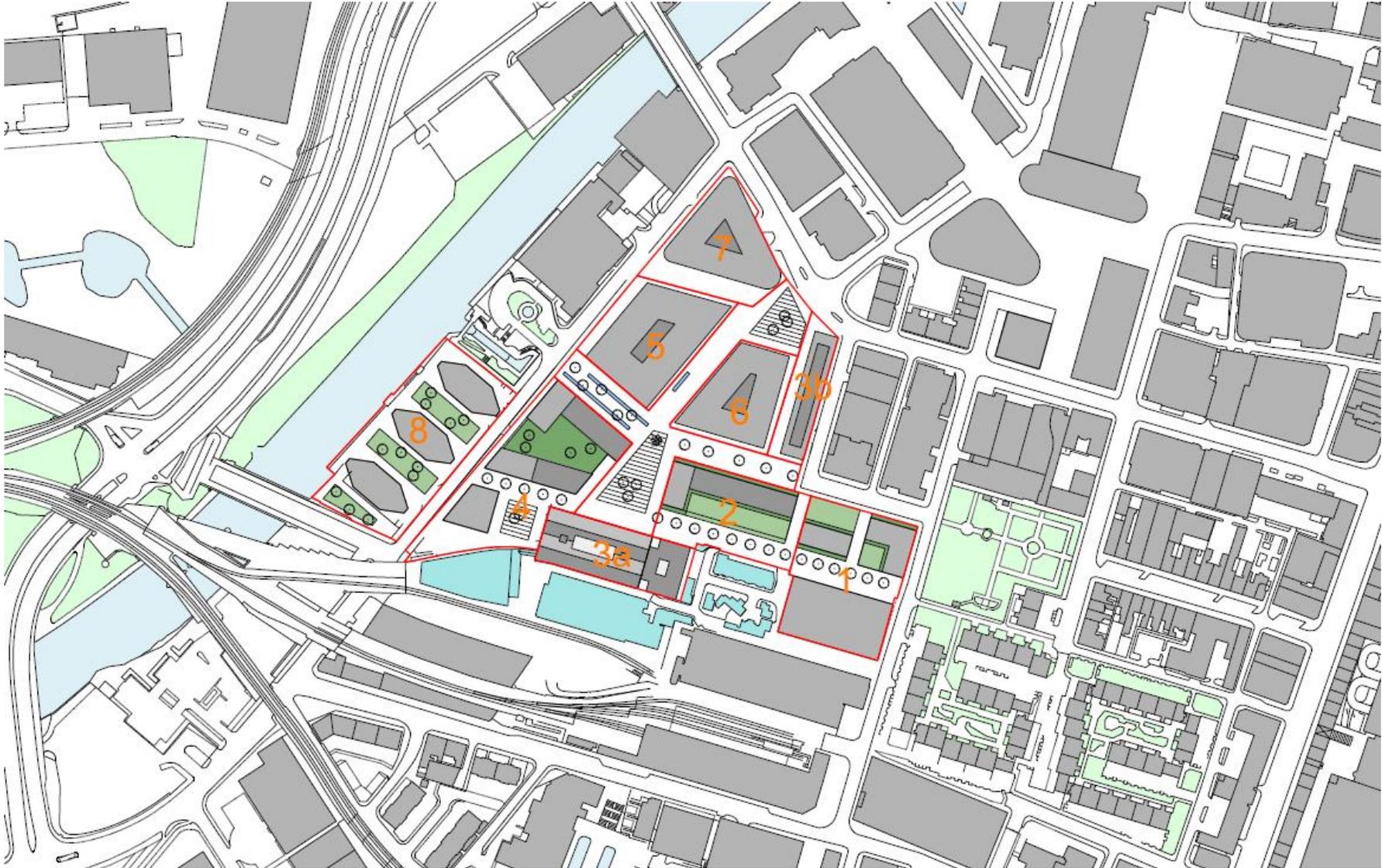


Figure 6.1 Indicative Phasing Plan

# Phasing

This Framework provides a vision for the redevelopment of a key regeneration site in Manchester City Centre. The quantum, layout, design, massing and inter-relationship of the overall mix of uses has been formulated in response to our analysis of the key strengths and opportunities of the site, as well as the current market conditions. It provides the optimal basis for potential commercial and residential developers to take the site forward and deliver a successful regeneration scheme on this important strategic site.

The Concept Masterplan allows for a series of “manageable” phases to be sequenced in any number of ways in response to market conditions. Commercial credibility and scheme viability are core themes throughout.

Importantly, emphasis has been placed on ensuring that key infrastructure and public realm interventions can also be phased. This will ensure that the development cashflow does not have to bear significant upfront costs before development proceeds are returned. This is essential in today’s challenging financial climate.

On a building by building basis, the truly mixed-use nature of the Masterplan will enable simultaneous development to occur on a number of frontages. In so doing, this will allow the scheme to generate early momentum and a corresponding critical mass of occupiers, residents and visitors.

All new build development plots benefit from inherent flexibility and have been designed to accommodate various use typology footprints. This will allow them to adapt to changing market dynamics throughout the life of the project. Similarly, the Masterplan is capable of flexing both vertically (i.e. more / less massing) and horizontally (i.e. more / less land take). These design characteristics further mitigate risk and will help to drive forward development.

## Short Term Temporary Uses

The in situ studios and outbuildings will need to be demolished relatively early on in the phasing programme in order to open up the site.

The cost of this demolition work is expected to run into the millions of pounds and we envisage a need for future stakeholders to be able to offset this cost via the generation of short term temporary income.

Appropriate short term temporary uses, to be considered on a case by case basis would include:

- Secure car parking
- Advertising
- Use of existing studios / sound stage
- Events spaces for weekend markets and other uses.
- Office use within Granada House

There may also be scope to include “pop-up” retail and leisure uses in order to drive footfall early on in the phasing programme. Such uses are becoming increasingly common in the city centre, for example ‘pop up’ retailing at the Triangle Shopping Centre and ‘pop up’ leisure uses at Spinningfields including ice skating, ten pin bowling, an outdoor cinema and the Oast House.

# Appendix A: Accordance with Planning & Regeneration Policy Mandates

# Planning and Regeneration Policy

The Development Framework proposals positively address and deliver a range of regeneration policy priorities. A number of the key policy themes are highlighted in the following table.

Key Regeneration Objectives	Policy Document(s)	Framework Contribution
<p><b><i>“Manchester City Centre is the driver of economic growth”</i></b></p> <p>Manchester’s emerging Core Strategy identifies the City Centre as the gateway to Manchester and the wider City Region for many potential investors, new residents and visitors. The City is critical to achieving Manchester’s economic objectives to increase productivity, grow the market and labour force, attract investment, improve skills and provide businesses with the right support. A range of economic development uses, including retail, leisure, entertainment and cultural and tourism facilities will be encouraged in the City Centre to support this growth.</p>	<ul style="list-style-type: none"> <li>§ National Planning Policy Framework</li> <li>§ North West Regional Spatial Strategy</li> <li>§ Greater Manchester Strategy</li> <li>§ Manchester Core Strategy</li> </ul>	<p style="text-align: center;"><b>Ü</b></p> <p>The Framework provides a set of development principles that will enable the delivery of more than 100,000 sq m of commercial floorspace. It establishes a flexible approach to delivery, with a strategy that promotes a range of high quality office typologies (please refer to the Delivery Strategy below) and is therefore capable of responding to a range of market conditions and requirements. The proposals are positioned to ensure that they complement rather than competes with regeneration across the City Centre. It is estimated that the commercial space alone will generate more than 5,000 direct jobs.</p>
<p><b><i>“Creating quality places to meet the needs of a competitive City Region”</i></b></p> <p>New housing is needed to support sustainable economic growth and regeneration of inner areas, as well as to address identified demographic needs in the coming years. Policy plays a key role in ensuring that the housing offer is of the right quality and mix to attract and retain the best talent and there is an identified need to focus on improving the match between the housing ‘offer’ and the aspirations of existing and potential new households. There is also a need to ensure that housing policy is linked to improving life chances in deprived communities. Manchester City Centre will see some of the most intensive development of housing.</p>	<ul style="list-style-type: none"> <li>§ Greater Manchester Strategy</li> <li>§ Greater Manchester Housing Strategy</li> <li>§ Manchester Core Strategy</li> <li>§ City Centre Strategic Plan</li> </ul>	<p style="text-align: center;"><b>Ü</b></p> <p>The importance of contributing towards Manchester City Centre’s mix and quality of housing to ensure it meets the aspirations of existing and potential households is a critical component of the Framework. The site is exceptionally well placed to create a new neighbourhood of choice, delivering a high quality extension of the well established residential district of Castlefield and the premium residential developments of Rossetti Place, Bauhaus and Leftbank, in a location adjacent to a range of employment, retail and leisure opportunities. The residential offer will be anchored by the sensitive conversion of the striking Bonded Warehouse, and will contribute to the creation of a distinctive sense of place.</p>
<p><b><i>“Attract, retain and nurture the best talent”</i></b></p> <p>The Greater Manchester Strategy identifies that prospects for economic growth are closely tied to the ability to attract and retain the most talented individuals. It is therefore critical to focus on attracting talent and improving the marketing of the City Region’s attractiveness as a location to live, study, work, invest and do business. To support this aim, residential, retail, leisure, culture and public realm offer must be co-ordinated to deliver a synergy that will attract and retain the most qualified, talented and innovative workers.</p>	<ul style="list-style-type: none"> <li>§ Greater Manchester Strategy</li> <li>§ Manchester Core Strategy</li> <li>§ City Centre Strategic Plan</li> </ul>	<p style="text-align: center;"><b>Ü</b></p> <p>The Development Principles focus on the provision of a high quality, mixed use development, which will bring together commercial, residential, retail, amenity and leisure uses to create a vibrant new neighbourhood of choice. It will build on the special character of the Castlefield Conservation Area and its magnificent heritage assets, to create a distinctive sense of place and a neighbourhood that will be attractive to the most qualified, talented and innovative workers.</p>

# Planning and Regeneration Policy

Key Regeneration Objectives	Policy Document(s)	Framework Contribution
<p><b><i>“Creation of inclusive sustainable communities”</i></b></p> <p>The continued economic success of Manchester City Centre is essential to creating opportunities and benefits for local residents; an important challenge is for the benefits of growth to be spread across the City to reduce economic, environmental and social disparities, and to help create inclusive sustainable communities.</p>	<ul style="list-style-type: none"> <li>§ Greater Manchester Strategy</li> <li>§ Manchester Core Strategy</li> <li>§ City Centre Strategic Plan</li> </ul>	<p style="text-align: center;">ü</p> <p>The Development Principles support the comprehensive regeneration of this key City Centre site, opening it up to Manchester as a new place to live, work and play, and enabling new pedestrian connections to other areas of the City. Delivery of the scheme will create a full range of highly accessible job opportunities open to local people, both during the construction stage and once the new uses are operational.</p>
<p><b><i>“Manchester is the focus for cultural activity and creativity in the North of England”</i></b></p> <p>Manchester City Centre will be the focus for culture and leisure within the City Region; proposals that will improve cultural facilities and facilities for business visitors will be encouraged, including the provision of new hotels.</p>	<ul style="list-style-type: none"> <li>§ Manchester Core Strategy</li> <li>§ City Centre Strategic Plan</li> </ul>	<p style="text-align: center;">ü</p> <p>The site is located adjacent to MOSI, a world-class visitor attraction, and adjacent to the Castlefield Conservation Area. The opening up of the site represents a considerable prospect for improving permeability and accessibility to these attractions, and for harnessing the footfall they create to establish powerful new retail and leisure circuits through the area.</p>
<p><b><i>“Irwell City Park will be an exciting and unique waterfront location”</i></b></p> <p>The restoration of the River Irwell will act as a catalyst to attract new waterfront development and activities, as well as linking neighbourhoods and communities within the Regional Centre.</p>	<ul style="list-style-type: none"> <li>• Irwell City Park Planning Strategy</li> </ul>	<p style="text-align: center;">ü</p> <p>The Framework recognises the potential contribution of the site to the delivery of Irwell City Park. The Development Principles provide for the creation of new pedestrian connections to the River Irwell and linkages to adjoining areas of the City Centre, such as Spinningfields, Castlefield, St. John Street and south Deansgate. The delivery of high quality public realm will run in tandem with the redevelopment of the site and enhance the attractiveness of these new pedestrian routes.</p>
<p><b><i>“Effective use of land”</i></b></p> <p>Planning policies should respond to local circumstances and market signals to enable the delivery of more development in suitable and viable locations. Plans should set out a clear strategy for allocating sufficient land which is suitable for development, taking account of the needs of the residential and business community. Policies should also make the most effective use of land by promoting mixed use developments that create more vibrant places, and encourage multiple benefits for the use of land in urban areas.</p>	<ul style="list-style-type: none"> <li>§ Plan for Growth</li> <li>§ National Planning Policy Framework</li> <li>§ Greater Manchester Strategy</li> <li>§ Manchester Core Strategy</li> <li>§ City Centre Strategic Plan</li> </ul>	<p style="text-align: center;">ü</p> <p>The approach set out within the Development Framework has been developed in accordance with these objectives. It provides a set of Development Principles that will enable the delivery of a vibrant mixed use development on a strategically important, previously developed site. The Principles have been developed so that they can be adapted in response to the identified needs of the City Centre, as well as current market conditions.</p>

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