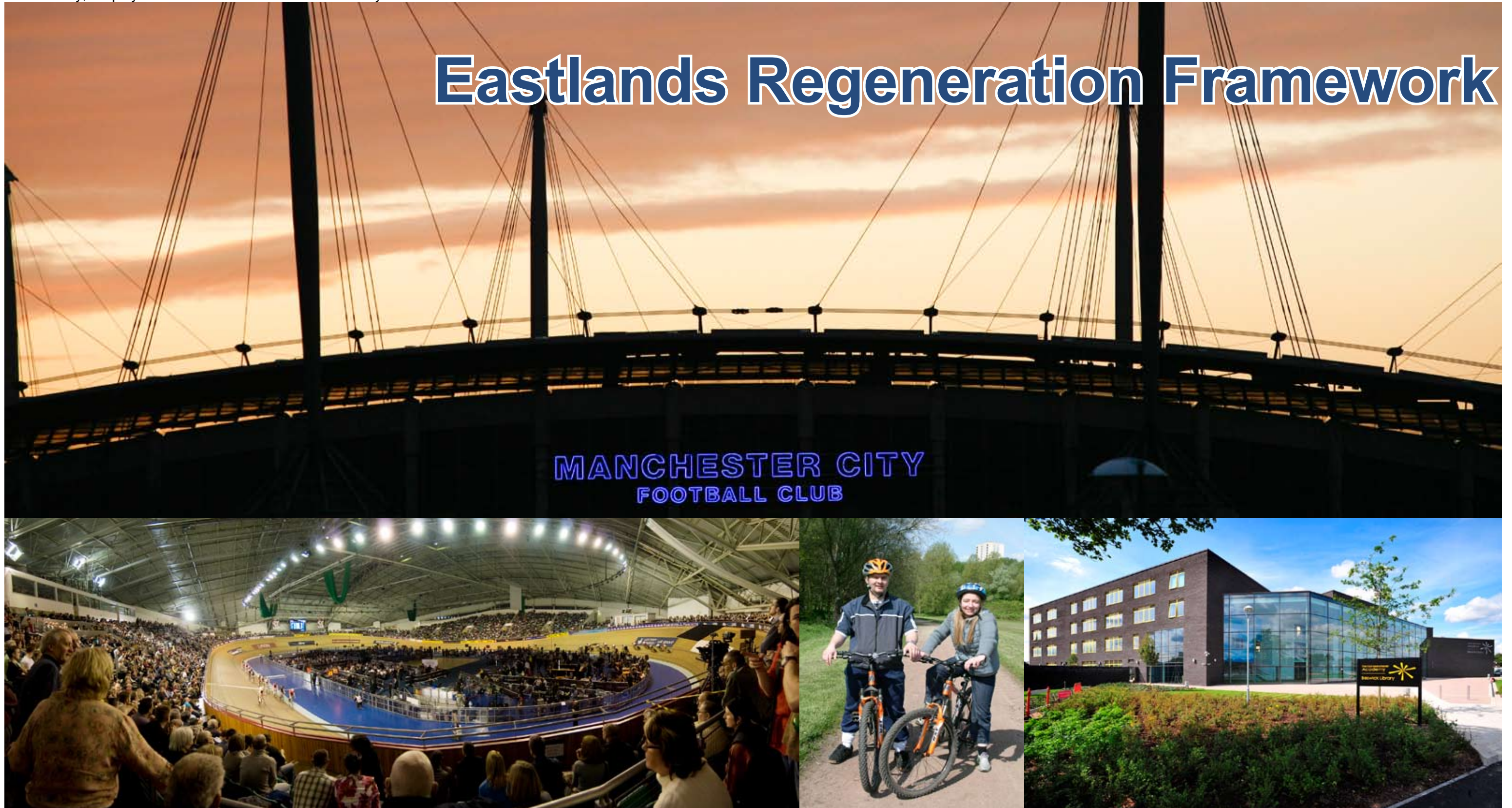


Eastlands Regeneration Framework



DRAFT FOR CONSULTATION



MARCH 2011





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Foreword

In March 2010 I, along with Sir Richard Leese, Leader of Manchester City Council and Garry Cook, the Chief Executive of Manchester City Football Club, signed a Memorandum of Understanding (MOU) that committed each partner to work together to create a transformational plan for the area around the City of Manchester Stadium.

A Joint Development Board was formed between the three parties that has collectively harnessed the respective strengths of each of the partners: the parties’ land ownerships, the Council and New East Manchester Ltd’s track record in regeneration and access to public funding; and Manchester City Football Club’s commercial leverage with brand partners and its track record of investment in all aspects of the Club’s development.

The commitment of Manchester City Football Club to East Manchester encouraged New East Manchester Ltd to undertake a mini-review of the existing 2008-2018 East

Manchester Strategic Regeneration Framework to ensure that the benefits flowing from this partnership were recognised and maximised.

Working with Urban Strategies, New East Manchester Ltd has taken the lead on this review and has developed this document – the Eastlands Regeneration Framework – to help not only to guide a wide range of actions and activities that will emerge within the Eastlands area immediately adjacent to the City of Manchester Stadium and provide a robust framework for responding to planning applications, but also to help guide future investment priorities in the surrounding areas that neighbour Eastlands.

It is a draft document that will be subject to consultation with residents, businesses and landowners in and around the City of Manchester Stadium.

Once approved by New East Manchester Ltd, Manchester City Council and Manchester City Football Club the Eastlands Regeneration Framework will shape our priorities and actions over the coming years, helping to add considerable momentum to the very significant transformation of East Manchester that has already been achieved over the last 15 years and enabling businesses, local residents and visitors to benefit from future investment opportunities.



Simon Bate
Chair,
New East Manchester Ltd
March 2011



1 Introduction

This regeneration framework has been prepared by Urban Strategies Inc. at the request of New East Manchester Ltd in the light of the need to bring forward regeneration plans for Eastlands following the Memorandum of Understanding signed on 12th March 2010 between Manchester City Football Club, New East Manchester Ltd and the Council.

The brief for this regeneration framework requested a document that was compliant with the 2008-2018 New East Manchester Strategic Regeneration Framework, local, regional and national planning policy.

Public and stakeholder consultation on the contents of this document was authorised by Manchester City Council's Executive on 16th March 2011 and the board of New East Manchester on 4th April 2011.

This document is intended to supplement the 2008-2018 East Manchester Strategic Regeneration Framework, particularly in relation to Eastlands and its immediate environs. Following consultation, any revised final version of this document will be considered for endorsement by Manchester City Council as a material consideration for development control purposes and by New East Manchester Ltd as a guide to the regeneration of Eastlands and its environs within East Manchester.



2 A Vision for Eastlands

This regeneration framework sets out a future vision for Eastlands that builds on the extensive and successful investment in sports facilities and neighbourhood regeneration undertaken in East Manchester over the past 15 years. It represents guidance for the next generation of private and public investment that will realise the overall ambitions for Eastlands and the wider East Manchester area:

- To confirm and expand the area's role as a national and international destination
- To strengthen the area's focus on sports and recreation
- To increase community access to sports facilities
- To develop the area's accompanying leisure and entertainment provision
- To provide a full range of employment opportunities
- To strengthen the connections of the area with the rest of the city
- To undertake the regeneration in a way that supports Manchester's Green City programme

Eastlands is a large area of formerly heavy industrial land that is midway through a dramatic transformation. The electricity and gas generating plants and coal mines which characterised the site have been replaced by a complex of world class sporting facilities brought forward for the 2002 Commonwealth Games. Mill buildings along the canal have been reinvented as residential and commercial accommodation. The tired housing estates of the wider area have been steadily rejuvenated and augmented with new housing. Central Park has provided new office space to the north and new educational facilities have been added throughout the area. Collectively these initiatives have set a clear new direction for East Manchester. Property values are increasing and there have been improvements in social indicators of employment, education and health across East Manchester.

The next phase of development for Eastlands is crucial to driving economic success for the wider East Manchester area.

At the core of this next generation of investment are the emerging opportunities for Openshaw West, the area to the south and east of the City of Manchester Stadium. Subject to due diligence work which is still underway, this new regeneration framework promotes the replacement of a large area of derelict industrial land with a modern development which focuses primarily on new football and community facilities. The scale of this proposal should stretch across Eastlands, beneficially impacting a range of adjacent development sites, for which the complex's flagship brand quality and design opportunities should provide a substantial uplift.

To the immediate north and west of the Openshaw West site are undeveloped sites around the City of Manchester Stadium. Development of the 'collar site' immediately east of the stadium will be stimulated by the major public sector investment to remediate the site which is now underway to prepare it for development.



Development of the sites to the north of the 'collar site' across the Ashton Canal should follow with a complex of commercial uses and structured parking. Over the medium- to long-term, commercial development opportunities should emerge on the western and northern side of the stadium in particular, which provided they are commercially deliverable plans and thereby able to support the relocation of the existing sporting facilities, will facilitate the further expansion of the East Manchester employment base.

The existing sports facilities should be relocated over time to create a new cluster or community hub in the heart of the East Manchester community on Grey Mare Lane within Beswick, optimising access to the existing community facilities on Grey Mare Lane, anchored by The East Manchester Academy, the new Beswick Library and St Brigid's RC Primary School.

The Velodrome has recently been expanded with the construction of the soon to be opened Indoor BMX Arena. Further expansion of cycling activity is anticipated with the linked development of cyclo-cross and related activities in Clayton Vale, transforming the eastern part of Eastlands into a world class Velopark that will bring together elite and performance athletes along with local residents who wish to enjoy the experience of using these world class facilities.

The comprehensive development of the Eastlands Estate will have a positive impact on a much wider area. There are potential development sites available for private residential, commercial, hotel and ancillary retail development in Clayton, along the Ashton New Road and on the Alan Turing Way corridor with the visibility, accessibility and scale to extend the impacts of this transformation.

To the north of Phillips Park stretches a large area of vacant or under-used industrial land and buildings up to the new Central Park development for which a new future with modern employment, media and green industry activity is envisaged. Increased levels of activity in Eastlands will provide a more favourable environment for development in the Holt Town area to the west. The park and heritage area around Clayton Hall offers a distinct urban environment that can capitalise on increased visitation.

This regeneration framework provides the guidance necessary to guide this next round of investment to deliver the maximum benefit for East Manchester and the city as a whole. It provides a description of the general use, design, character and phasing of each of the principal initiatives and surrounding opportunities, as well as guidance to secure their optimal development.



3 Eastlands: The Strategic Context

3.1 THE CITY OF MANCHESTER: A PREMIER DESTINATION

Eastlands is a remarkable success and sits within the wider transformation of Manchester, the original modern city, now the regional capital for England's North West and recognised as one of Europe's most exciting and dynamic cities. With a diverse population of almost half a million people, the City of Manchester is located at the heart of Greater Manchester, the largest conurbation outside of London. The Greater Manchester sub-region, which has a resident population of over 2.5 million and a combined GVA of £42 billion, accounts for over a third of the North West's economic output.

Manchester's competitive position is underpinned by a number of key assets, including:

SIGNIFICANT AND GROWING LEISURE AND TOURISM SECTOR

The importance of leisure and tourism to the Manchester economy is increasing, underlining the significance of the opportunities presented by Eastlands with its great potential to become a truly sustainable destination with a range of commercial and visitor facilities. Greater Manchester currently welcomes some 93.4 million visitors a year, and Manchester is the second most popular city in England after London for international visitors. The latest



Spinningfields



Bridgewater Hall



Central Manchester

THE CITY OF MANCHESTER: A PREMIER DESTINATION

research indicates that the tourism industry in Manchester was worth approximately £1.74 billion in 2008 and £5.52 billion across the Greater Manchester conurbation. In the lead up to the 2002 Commonwealth Games, Manchester saw a step change in the range and quality of cultural and leisure facilities in the city, which include the Manchester Evening News Arena, the Bridgewater Concert Hall, Urbis, a major extension to the City Art Gallery and Manchester Central, the premier conference and exhibition facility in the North of England, attracting a number of major conferences. The city is also home to the world's first festival of original work by international artists – the innovative Manchester International Festival. Eastlands represents an opportunity to build on these attractive assets and anchor the tourism industry in Manchester.

THRIVING REGIONAL CENTRE AND NATIONAL DESTINATION

Manchester City Council has driven the physical and economic renewal of the regional centre through the development and implementation of a strategic framework for sustained regeneration, investment and service improvement to ensure that Manchester maintains its position as the nation's leading regional centre and that it can successfully compete as an international investment location and visitor destination.

DYNAMIC PRIVATE SECTOR

With a thriving private sector, the city is a leading business location and has been recognised as the best British city to locate a business in after London in the recently published European Cities Monitor report. Sixty-five of the FTSE 100 companies now have a presence in the Manchester City Region, and approximately 40% of the North West's Top 500 companies are based here.

MOBILE AND SKILLED WORKFORCE

The Manchester City Region offers a high quality and growing workforce of some 6.4 million within an hour's drive of the city. There is access to a pool of skilled people across a wide range of industries, and 100,000 students in five Higher Education Institutions across Greater Manchester.



University of Manchester



Piccadilly Basin



MANCHESTER INTERNATIONAL AIRPORT

Manchester’s airport is the UK’s third largest and the primary gateway for the north of England, serving 200 destinations worldwide. Direct flights serve all of Europe’s major cities and the airport provides long haul routes to North America, the Middle East, Asia and Australasia. At present the airport serves about 22 million passengers a year, forecast to rise to 50 million by 2030.



Manchester International Airport

MANCHESTER - SPORTS CAPITAL OF THE UK

Manchester’s pre-eminence in football is represented by the presence of two of the leading teams in England, Europe and the world, with two other Premier League football teams located elsewhere in the Manchester City Region. Other major sports such as rugby league, rugby union and cricket have a significant presence. Eastlands is home to the National Cycling Centre and has established itself as the home for the British Cycling Team, a position which will be further strengthened with the opening of the Indoor BMX Arena. The latter will bring benefits to Philips Park, such as increased activity and recreational opportunity. Investment in new football facilities and other sporting infrastructure around the City of Manchester Stadium will be matched by the creation of a significant cluster of community-accessible sports and recreational facilities, creating a unique sports corridor along the length of Alan Turing Way.

EXTENSIVE TRANSPORTATION NETWORK

Manchester is within 2 hours drive time of some 15.6 million people. With four mainline stations, the city is well connected to the national railway network and the existing commitments to the extended Metrolink system will provide excellent public transport links across the conurbation. Direct links to Eastlands will become operational in 2012.

All of these factors combine to position Manchester as one of Europe’s premier business, sporting, leisure and tourism destinations. Because of its many locational and market attributes, there is a great opportunity to enhance this position through investments that improve the tourism offer, which include new visitor attractions and facilities that will broaden Manchester’s appeal to visitors. Eastlands is ideally located just minutes from Manchester city centre, and has the right foundation to help Manchester realise the full potential of its sports, leisure and tourism industry and broader economic and social development.



3.2 EAST MANCHESTER: A DISTRICT OF OPPORTUNITY

Eastlands is at the heart of East Manchester, which is the focus of a consistent, long-term strategy for regeneration, led by New East Manchester Ltd. This area of the city was once home to traditional manufacturing industries on which the wealth of Manchester was founded. In the second half of the 20th century, much of the area's economic base was decimated by successive economic recessions and intensive competition from increasingly global markets. This left the area with a significant amount of brownfield land, vacant and underused buildings along with a low-value, low demand housing market in a poor physical environment.

New East Manchester Ltd has been guided by successive Strategic Regeneration Frameworks (SRFs), the current one being the 2008-2018 East Manchester Strategic Regeneration Framework. The SRF sets out a long-term, integrated regeneration strategy for East Manchester. Consistent with the SRF, New East Manchester Ltd has focused on the physical, economic, and social transformation of the area, delivering an agenda for restructuring the area and supporting the community so that East Manchester and its residents can make a more effective contribution to the economy of the wider city region. Since the establishment of New East Manchester Ltd, the spiral of economic and social decline has been

reversed with employment and people now returning to East Manchester.

Key achievements within East Manchester include:

RESTRUCTURING THE HOUSING MARKET

From a position of virtually no new housing development in 2000, there has been a steady stream of new developments in communities such as Beswick and New Islington. Nearly 5,000 new homes have been completed in the past decade, adding considerably to the range and quality of the existing stock. The neighbourhoods immediately surrounding Eastlands are a significant opportunity for accommodating further residential growth.

EMPLOYMENT AND INVESTMENT

Over 3,000 new jobs have already been created within East Manchester in the last 10 years. A number of regionally significant assets have been developed, which are now realising their potential to attract further investment and employment. Eastlands is among these major assets, which are helping to transform the image of East Manchester as a place to invest, and which has the potential to offer significant new employment opportunities for local residents.



Pre Commonwealth Games



2009



EDUCATION

Significantly improved educational facilities and outcomes are one of the East Manchester success stories. New East Manchester Ltd and Manchester City Council have driven the transformation of the primary and secondary school offer within East Manchester to create a 21st century learning environment.

East Manchester has now reached a turning point – the area has been stabilised and foundations laid that will enable it to make a significant contribution to the sustained growth of the city region economy going forward. Building on a strong foundation, New East Manchester Ltd, working with the City Council and other stakeholders, will continue to support long-term renewal and focus on the outstanding requirements which must be addressed in order to develop East Manchester as a sustainable place in which to work, invest, live and play.

Eastlands is a strategic priority site for New East Manchester Ltd and Manchester City Council. It represents one of the largest physical and economic regeneration opportunities in the UK and its future development will play a critical role in underpinning the ongoing transformation and creation of a new economic base for East Manchester, allowing the area to make a significant

contribution to the city region economy. It also has a critical role to play in creating the sense of place which can help change perceptions of East Manchester even further as a place to invest and in promoting further regeneration across the eastern side of the city.



Beswick Housing



The East Manchester Academy and the Beswick Library

3.3 THE PLANNING POLICY CONTEXT

The planning policy context for Eastlands includes the North West Regional Strategy, saved policies from the Unitary Development Plan (UDP) for the City of Manchester and the emerging Core Strategy which is set to replace elements of the UDP. Also of relevance at a national level are Planning Policy Statement 1 – Delivering Sustainable Development and Planning Policy Statement 4 - Sustainable Economic Development.

The Regional Strategy stresses the need to focus development in a way that promotes regeneration (DP2, DP6) and also underlines the potential for growth through culture and tourism, particularly through the region's sporting assets (W1, W6, W7). Eastlands lies within the regional centre, and as such also benefits from policies that support investment in leisure, retail, culture and tourism (MCR1, MCR2).

The relevant saved key policies in the UDP, EM1 and EM11, are clear that leisure and ancillary uses would be appropriate at Eastlands as part of a mixed use development which includes the existing international sports facilities.

Policy EM11 specifically identifies Sportcity (Eastlands) which includes the District Centre as a major focus for regeneration activity on previously developed land. It

acknowledges that Sportcity (Eastlands) is located in a strategic position at the heart of East Manchester with excellent infrastructure and proposed transport links to the city centre, adjacent areas and national motorway network. Policy EM11 further states that within Sportcity (Eastlands), development will be permitted which include international sports facilities and mixed use along Alan Turing Way. The area fronting the Alan Turing Way adjacent to the City of Manchester Stadium is suitable for a mix of uses including a hotel, leisure and other commercial uses.

The emerging Core Strategy builds on the aforementioned policies and reaffirms Eastlands as lying within the North West's regional centre for finance, commerce, retail, culture and leisure.

Along with the district centre, Eastlands is identified as a focus for major national and regional sporting events. It is a growing destination with further opportunities for significant employment creation vital to local people and in adding value to the city region.

The emerging Core Strategy further identifies Eastlands as one of the key locations for major employment growth where development proposals should:

- Have regard to climate change resilience demonstrating how CO2 emissions will be minimised

- Ensure design makes the best possible use of a site or building in terms of efficient use of space, etc

Policy EC3 of the Core Strategy states that in relation to the regional centre development for employment generating uses will be appropriate providing that:

- They are in locations which are well connected by sustainable transport
- The scale and type of office development does not undermine delivery of employment space in the city centre
- It also states that the regional centre is an appropriate location for large leisure uses for which city centre sites are unsuitable

Within the context of the regional centre, housing is also identified as an appropriate use although it should complement the development of mixed-use employment areas.

Aside from the general policies relating to the regional centre, the Core Strategy also includes a specific policy relevant to Eastlands.

Policy EC7 identifies Eastlands as a Strategic Employment Location, the heart of which is the City of Manchester Stadium, the Eastlands District Centre and the Velodrome,



but also includes the Openshaw West site and surrounding environs.

Policy EC7 goes on to state that it is suitable for a major sports and leisure visitor destination with ancillary commercial, retail and hotels. Developments will be expected to show how development of the area will:

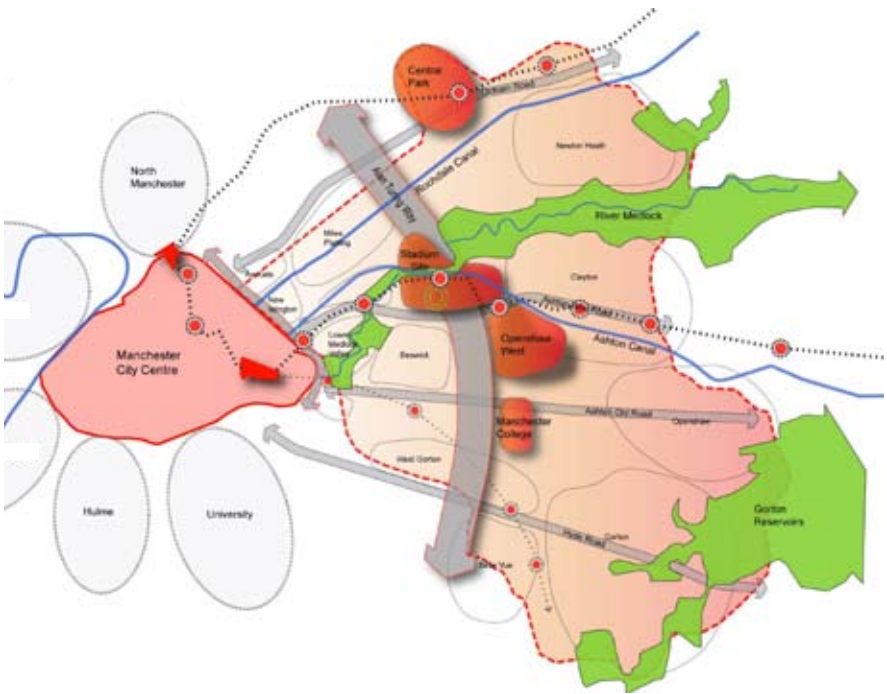
- Support the continued social, economic and physical regeneration of East Manchester
- Place design at the heart of any scheme delivering flagship design
- Consider wider design and layout objectives taking advantage of important frontages such as Alan Turing Way and Ashton New Road
- Set out the scale of land uses proposed as part of the comprehensive development of the proposal
- Ensure the site is accessible to the East/ North Manchester communities by a choice of sustainable and public transport
- Take advantage of the existing infrastructure on site and proposed improvements, such as Metrolink and digital infrastructure
- Ensure opportunities to employ residents of the local communities are established with key partners
- Acknowledge the importance of waterways and canals such as the Ashton Canal in creating a sense of place and attracting investment

- Have regard to flood risk through the Manchester-Salford-Trafford Strategic Flood Risk Assessment

The vision is to broaden the activities in the area to ensure development opportunities secure the wider regeneration of the surrounding area and deliver maximum benefits for the community.

Policy EC7 recognises that while further sites will come forward over the plan period, there are two sites which are currently the focus for development:

- The land around the City of Manchester Stadium, including the 'collar site' to the east that provides an opportunity for a leisure visitor attraction of national significance alongside associated developments. Key to delivering such a development will be a landmark design that will create a sense of place but will also ensure integration with the surrounding community. Appropriate development will be predominantly tourism/ leisure based with office and food and drink with ancillary retail required to support the principal uses.
- The Openshaw West site in the context of this overall vision can become a new focus primarily for sports related development and new community facilities which would be entirely complementary to the wider



The Manchester Context

vision for the development of Eastlands as a major tourism/leisure destination

The emerging Core Strategy recognises that Eastlands, as an area of key strategic importance, extends beyond the stadium and other existing sporting/ leisure developments. The Core Strategy anticipates that sites around the stadium, not only those identified above but also land, for example to the north of the stadium and adjacent to Openshaw West, will present opportunities to secure further regeneration benefits, for the benefit of East Manchester as a whole.

4 Ambitions for Eastlands: Creating a High Profile Urban Place

The vision for Eastlands must be to continue the transformation of a former heavy industrial area into an attractive and unique urban place of the highest quality, attracting internationally renowned high-profile sports, entertainment, leisure and commercial uses.

The strategic development ambitions for Eastlands can be summarised as follows:

- Expand a World-Class Sports Destination
- Introduce Destination Leisure and Recreation Facilities
- Capitalise on Regeneration Investment
- Support Manchester's Green City Initiatives
- Create a Distinctive Sense of Place
- Deliver Improved Social and Economic Outcomes

4.1 EXPAND A WORLD-CLASS SPORTS DESTINATION

Eastlands is already home to nationally and internationally significant sports facilities.

An opportunity exists to enhance this role through investment primarily in football and community facilities at Openshaw West.

The existing cycling facilities at the Velodrome are already undergoing expansion with the construction of the new

Indoor BMX Arena and potential also exists for cyclo-cross to be established in Clayton Vale, thereby creating a world class Velopark and confirming Eastlands as the home of British Cycling.

In keeping with the existing policy framework and the emerging Core Strategy, the on-going development of sports facilities at Eastlands will:

- Ensure the greatest possible community access to sports facilities compatible with their high-performance training functions
- Expand the range of world class opportunities for the training of high-performance athletes
- Recognise the connections between redevelopment of the Openshaw West site and the City of Manchester Stadium
- Create a new hub of community and sports facilities along Grey Mare Lane in Beswick focused on land adjacent to The East Manchester Academy and Beswick Library
- Continue expansion of the full range of cycling-related activities to create a world class Velopark
- Protect the long-term expansion potential of the City of Manchester Stadium



Manchester City Football Club



Velopark

4.2 INTRODUCE DESTINATION LEISURE AND RECREATION FACILITIES

The development of a destination leisure and tourism attraction is a key component of the overall strategy for securing the comprehensive development of Eastlands and represents an opportunity to introduce to Manchester an internationally distinctive concept in leisure provision. This should set new standards in terms of content, scale and customer experience, maximising the opportunity for local people to benefit from the future success of the site.

A successful destination leisure and tourism attraction at Eastlands will:

- Be internationally distinctive in content and scale and will be set firmly within the context of the wider Eastlands facilities and the objectives of the East Manchester Strategic Regeneration Framework, the City Council's existing and emerging planning policy framework and regional and national planning policies
- Be differentiated from but complementary to the offer in the city centre and from a regional scale leisure development
- Offer an exciting experience that caters for all, including families, underpinned by a unique vision
- Generate a significant number of additional visitors to Eastlands per annum

- Offer a mix of world-class content that will animate the site throughout the day and night-time, year-round
- Consolidate Eastlands' role as a destination of national and international significance

4.3 CAPITALISE ON REGENERATION INVESTMENT

East Manchester in general and Eastlands in particular have been the recipient of a significant and sustained regeneration investment programme over the past decade that is now yielding measurable social, economic, educational and health benefits. Moving forward, existing and committed investment in and around Eastlands will be leveraged in accordance with the following guiding objectives:

- Expand upon the great legacy of the Commonwealth Games and existing facilities
- Ensure the investment in new football and other sporting facilities promotes and supports the emergence of a community-based sports and recreation hub in East Manchester
- Capitalise on Metrolink investment by focusing development around transport nodes and promoting transport accessibility through pedestrian networks
- Build on and support neighbouring regeneration activity
- Provide a step change in the provision of local employment opportunities and amenities



Ajax Amsterdam Arena



Tourism and Leisure Attractions

4.4 SUPPORT MANCHESTER'S GREEN CITY INITIATIVES

The comprehensive development of Eastlands will contribute significantly in bringing Manchester into the “ecological age” in response to Manchester’s Climate Change Call to Action and ‘Green City’ ambitions. An Environmental Sustainability Framework has been developed to support the vision for Eastlands. Consistent with the themes and objectives set out in the framework, development in Eastlands will:

- Reinforce the health and fitness focus of Eastlands by facilitating pedestrian and cyclist movement and community access to sports and recreation facilities
- Use valleys and canals as green infrastructure
- Promote the use of public transport
- Showcase best practices in green design and technology, including green roofs, living walls, innovative materials, water and waste management techniques
- Introduce energy-efficient technology, including combined heat and power (CHP) facilities, where possible
- Lead in the areas of environmental quality and natural resource stewardship

Eastlands also has the particular potential to lead in the provision of innovative waste management, water, and energy strategies. New development should prioritise the establishment of coordinated strategies for minimising waste and conserving resources. The implementation of infrastructure that will support longer-term objectives for waste and resource management at both site-specific and area-wide scales should be considered in the planning and delivering of projects.



Manchester Metrolink



Green Parking Structure, Miami



Delft University of Technology Library



4.5 CREATE A DISTINCTIVE SENSE OF PLACE

Eastlands will become a unique place where sporting activities at all levels and destination leisure activity is combined with community accessible facilities that contribute to neighbourhood regeneration objectives. A unique mix of employment and residential uses should transform the area, complemented by a full range of ancillary and appropriately scaled supporting retail uses. Particular development principles should include:

- Establish a high-quality, multi-functional public realm network that defines a distinctive character for both Eastlands and the surrounding communities
- Address the desirability for a new bridge linking Openshaw West to the rest of the stadium site
- Create a high quality address that is represented by appropriate landscaping and streetscaping to provide a competitive environment for office and employment space along Alan Turing Way
- Take full advantage of the potential for commercial development opportunities on the eastern, northern and western sides of the stadium
- Celebrate natural heritage and local amenities such as Philips Park, Ashton Canal, Clayton Vale, and the Medlock Valley
- Develop new north/ south green linkages through Eastlands where opportunity permits

- Establish a clear urban movement hierarchy capable of supporting new uses while sensitively incorporating parking and existing road and rail infrastructure
- Focus on Metrolink stations as important addresses and high-quality urban places of higher density
- Introduce public art which reinforces Eastlands' unique identity within East Manchester and Manchester as a whole and communicates its importance as a place for community and sport
- Appropriately integrate ancillary retail, office and residential uses to maximise their mutually supportive potential
- Ensure Eastlands can act as a catalyst for the ongoing regeneration of surrounding districts
- Reinforce linkages to the city centre and surrounding neighbourhoods, such as Holt Town, Clayton, Beswick, Openshaw and Miles Platting
- Develop creative solutions for addressing infrastructure challenges, such as the proximity of the gasometers, associated pipelines and existing road and rail infrastructure



Engaging the Water's Edge, Berlin



Chelsea Embankment, London

4.6 DELIVER IMPROVED SOCIAL AND ECONOMIC OUTCOMES

The 2008-2018 East Manchester Strategic Regeneration Framework (SRF) was developed with an explicit recognition that the physical transformation of neighbourhoods must be accompanied by related activities that directly impact on the quality of life of East Manchester residents and improve their social and economic prospects.

The SRF set out a series of objectives and tasks for public sector partners to deliver if the wide ranging ambitions set out for the 10-year period covered by the SRF were to be achieved. The key outcomes that the SRF set were as follows:

- That education results in East Manchester schools consistently match and exceed national averages
- That even more dramatic reductions in the levels of crime and anti-social behaviour that have been realised to date would be secured
- That all adults, both young and old, have the aspirations, skills and confidence to be engaged and succeed in the labour market and that significant progress would be made in tackling the long-standing

high levels of worklessness that have been prevalent in the area

- That significant improvements would be made in terms of the overall health and well-being of all residents
- That all residents actively contribute to vibrant and cohesive communities by valuing their neighbourhood and neighbours

The SRF recognised that such outcomes would only be secured if interventions are designed and delivered in a manner that understands the complexity of many residents' lives and the challenging issues which contribute to poor performance, such as the direct and indirect impacts of alcohol and drugs on individuals and families; the impact of household and personal debt; the mental health of a significant proportion of residents; the need to provide diversionary activities through art, culture and sporting endeavours that engage, stimulate and motivate residents, particularly younger residents; and the need to put in place preventative actions to ensure families are not put at risk.

The Eastlands Regeneration Framework will provide significant opportunities for advancing the agenda for improving social and economic outcomes across East Manchester, including:



- Through the creation of a high quality sporting and leisure offer that is accessible not only to elite and performance athletes but also to local schools and local residents helping to improve health and well being outcomes across East Manchester
- Through the creation of employment opportunities
- By increasing and linking together green space across East Manchester
- By acting as a major catalyst for driving forward and encouraging the retention of existing residents and attracting new working households to live in the wider East Manchester area

The Eastlands Regeneration Framework will be rooted within the existing SRF approach to securing improved social and economic outcomes across East Manchester. The reach and impacts of the physical transformation of Eastlands and the surrounding areas that will benefit from the next generation of investment will be profound, contributing very significantly to the long-term ambitions of reversing the social and economic decline of the area which affected East Manchester in the latter half of the 20th century.



5 A Strategic Framework for Eastlands

5.1 THE OPPORTUNITY

Eastlands presents up to 80 hectares of opportunity. It is distinguished by remarkable natural and industrial heritage features, and significant Metrolink network investment, with three new stations being established – Eastlands City Stadium, Velopark and Clayton Hall – that can service Eastlands. Existing facilities are clustered north of the junction of Ashton New Road and Alan Turing Way, bordering on the neighbourhoods of Beswick, Clayton, Openshaw, Miles Platting and extending north to the historic Philips Park.

When this area was selected as the site of the 2002 Commonwealth Games, significant land remediation was undertaken and Eastlands underwent a major transformation as the City of Manchester Stadium, the

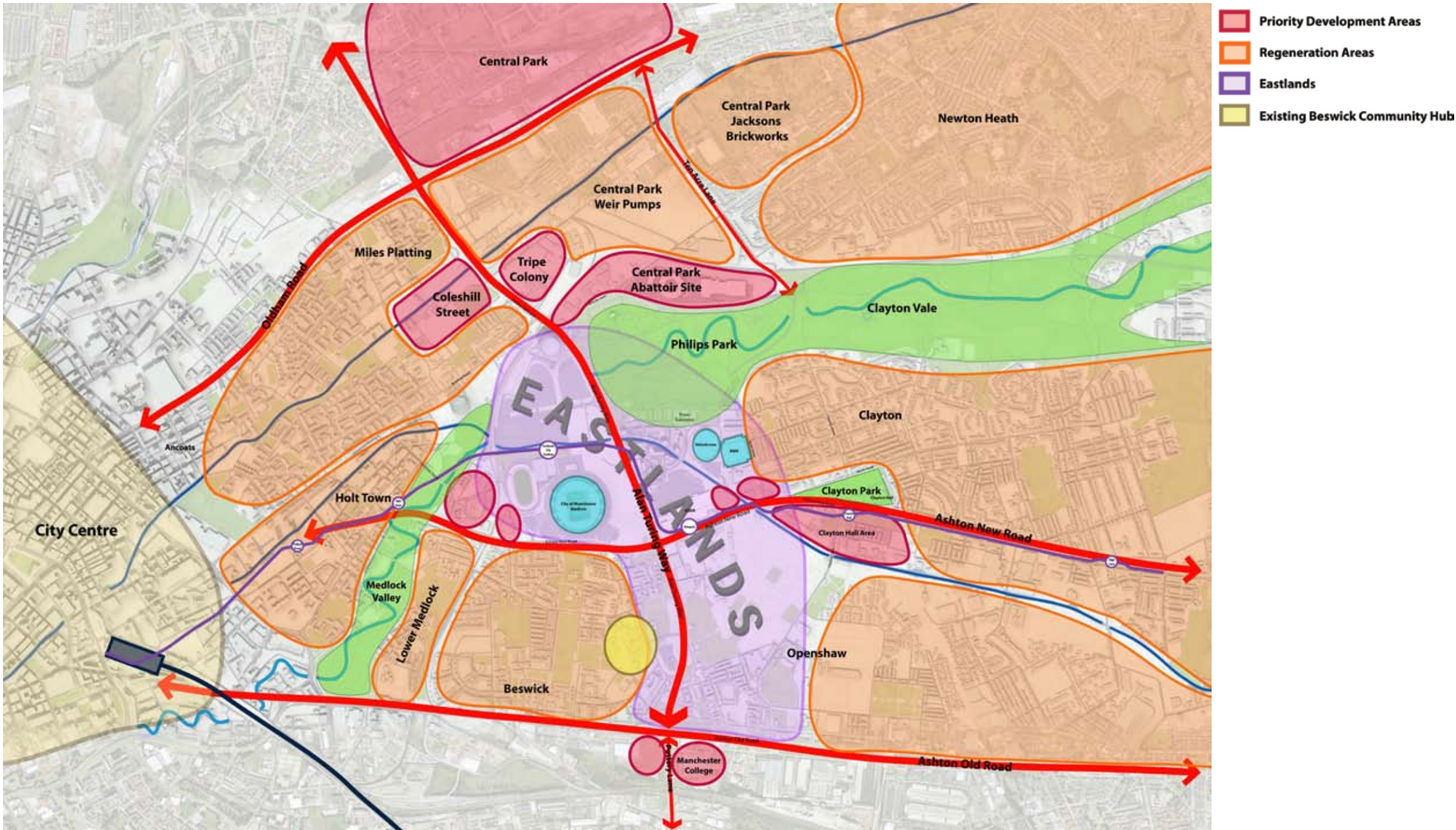
Regional Tennis Centre, the Velodrome and the National Squash Centre were constructed. The new Indoor BMX Arena is nearing completion. Major development opportunities exist around the stadium on vacant and underutilised sites. New housing and retail uses have also been established in the period since the Commonwealth Games. The large area of vacant land in Openshaw West presents a huge opportunity for the southwards expansion of the sports character of Eastlands, re-using a former, difficult to develop, industrial area for which extensive sports activities are an optimal use. Transformation of this great, centrally-located rectangle of land will spread beneficial effects widely across adjoining areas.

The Eastlands area of influence extends well beyond its current boundaries. Great potential exists to embrace the natural landscape of the Medlock Valley, the listed Phillips

Park and the built industrial heritage of viaducts and canals to build a network for cycling, walking and running. This potential is significant in Clayton Vale, but also exists throughout East Manchester and should be explored to extend opportunities and to better integrate Eastlands into the fabric of the community.

With a strong foundation in place, Eastlands is now set to play a much enhanced role, again as a key driver in a competitive and prosperous city region, but with a sharper private sector led focus of investment and activity for a full range of world-class sports facilities and a sustainable variety of complementary entertainment, leisure, recreation, appropriately scaled ancillary retail, residential and other uses.





Eastlands Context

6 Eastlands: Proposed Uses

The regeneration framework for Eastlands recognises its distinct urban structure. At its core are the City of Manchester Stadium, the associated sports facilities and the new opportunity presented by the Openshaw West site. Surrounding the core sites are a number of adjacent areas that will be beneficially impacted by the development of the core area. At a larger scale, the regeneration of Eastlands will have beneficial impacts across East Manchester.

Proposals for the Openshaw West site when they emerge should sit within a wider Eastlands area to maximise their potential to stimulate development on the undeveloped areas around the stadium. Major opportunities exist on Alan Turing Way and Ashton New Road and should be seen to be part of the wider regeneration framework, given that their development potential will be greatly increased by the rise in activity generated by new sports and community investments. Most significant are the stadium collar site, immediately east of the stadium, the existing car parks to the north of the stadium, and in the medium to longer term on the western side of the stadium.

The influence of significant new investment in the core and adjacent sites will have a spread effect on surrounding

districts, such as the Beswick area, directly south of the City of Manchester Stadium, Holt Town to the immediate west, the Clayton Hall area to the immediate east and the industrial areas in Central Park to the north.

THE OPENSHAW WEST SITE

Due diligence is still underway and subject to the satisfactory completion of this work this regeneration framework promotes the Openshaw West site as a location primarily for a range of football facilities for Manchester City Football Club and community facilities. It is anticipated that this due diligence work will be completed in the autumn of 2011. The opportunities for associated commercial development generating employment opportunities should also be evaluated.

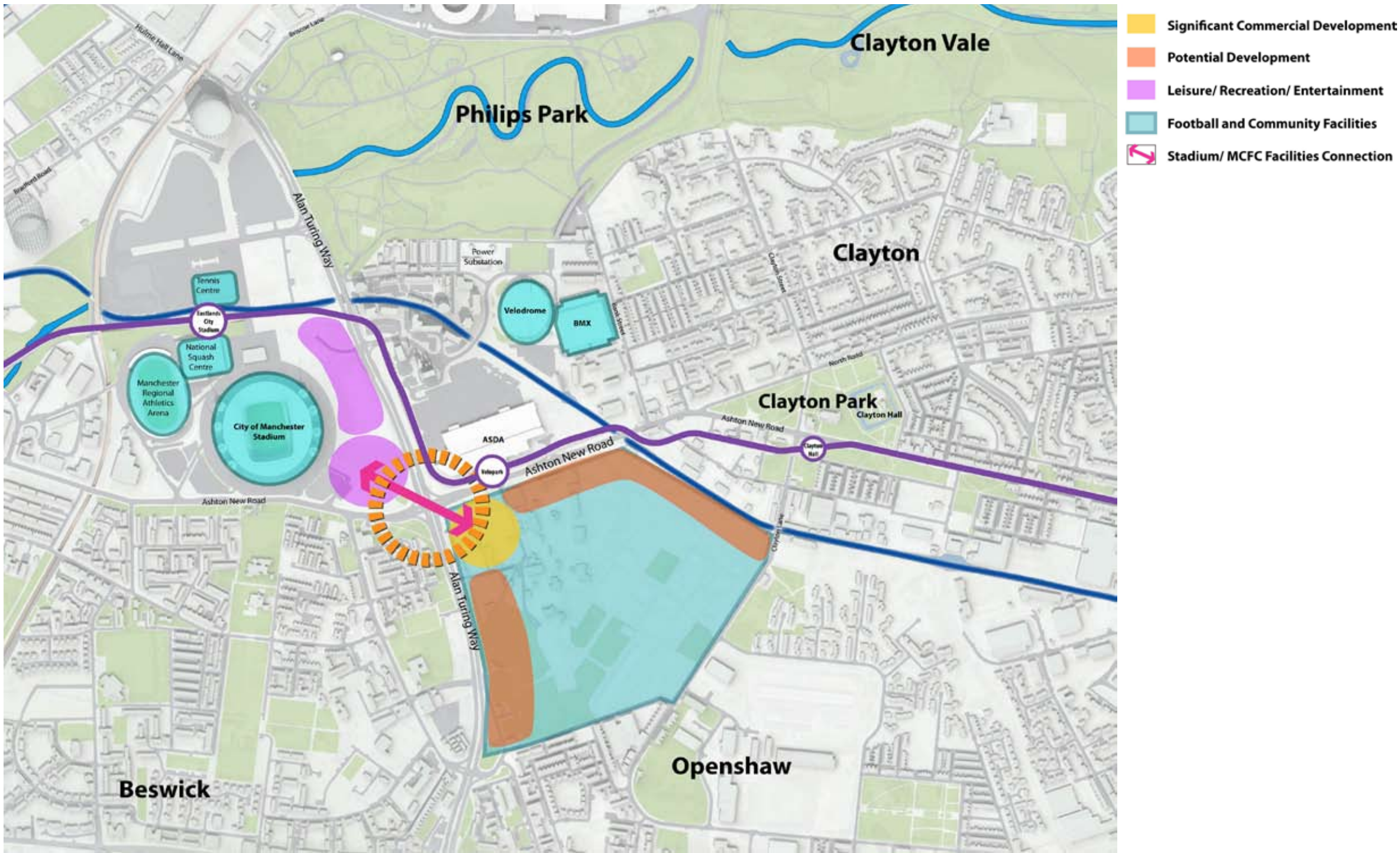
The development of this large area of derelict and underused land to the south and east of Alan Turing Way and Ashton New Road for such purposes should be of such a scale that its energy and impact must be carefully directed to maximise its benefits for the site, the Eastlands area and the wider East Manchester context.

On the site itself, the development of football and community facilities should be located and arranged to



Openshaw West

best advantage with respect to existing and potential developments and significant features. Once determined, the size and scale of the Club's proposals should reflect optimal treatment of the site's edges. The former industrial site at Openshaw West is larger than Phillips Park and the stimulative power of that image transformation should be extended across Eastlands. The sense of a high quality, highly sustainable, green, modern quarter of the city, benefitting from potential new investment, should be strongly communicated to the outside world.



Core Sites

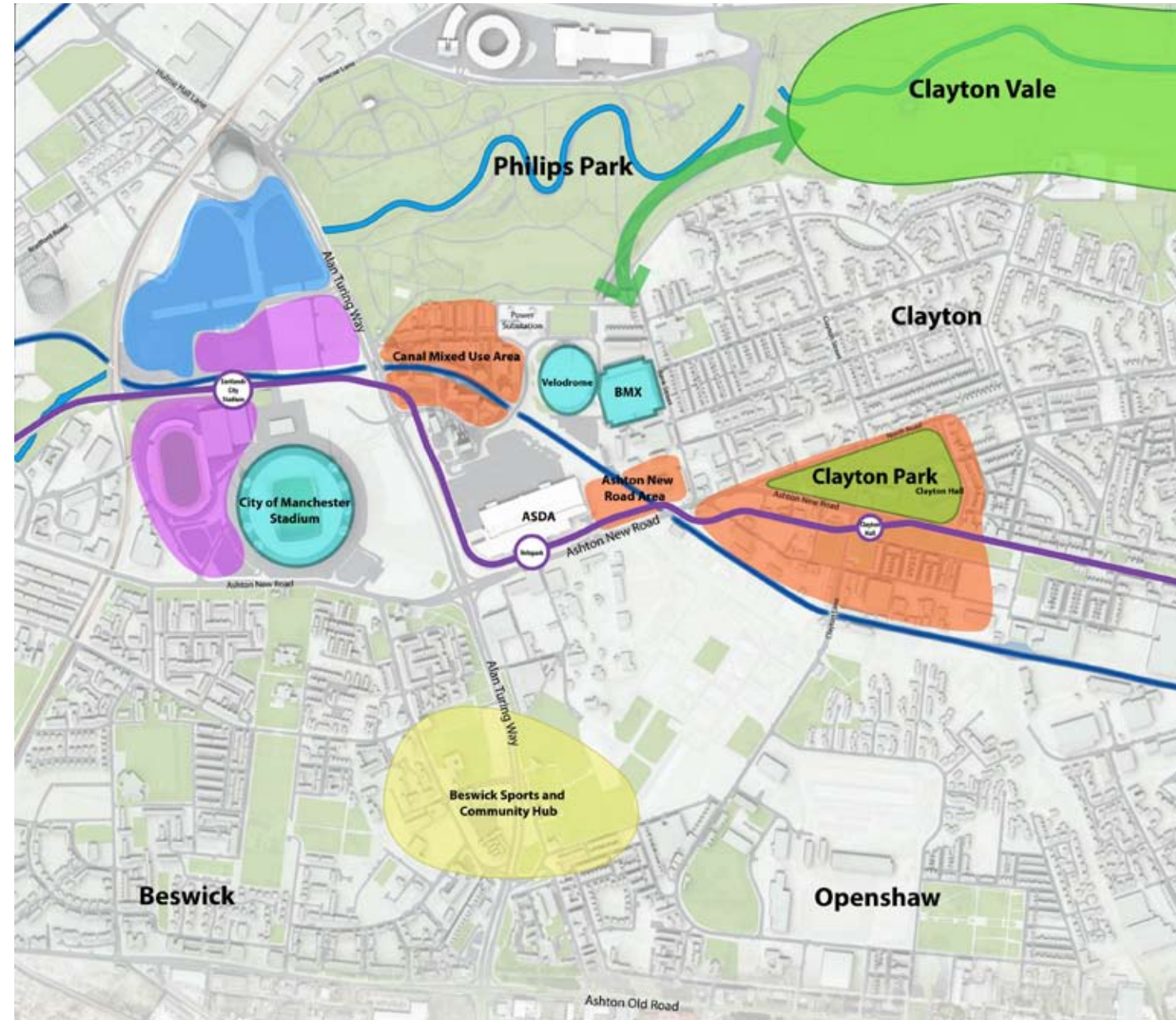
PROPOSED USES

THE STADIUM EASTERN 'COLLAR SITE'

The large 'collar site' south and east of the stadium has frontages on two major roads and is directly opposite Openshaw West. It should be occupied by a significant, well-designed building that can act as a link across the major junction, to enable a physical and functional connection across the streets. A direct above-grade link should be examined as this could offer a unique design opportunity and respond to the desirability of connecting Openshaw West, and the range of facilities envisaged, with the rest of the Eastlands site. The 'collar site' is an appropriate high visibility, high accessibility location for a major leisure, recreational and entertainment facility with an appropriate mix of other uses that can feed off and complement the activity generated by the stadium and new facilities on Openshaw West, while delivering significant regeneration benefits, including employment opportunities, for East Manchester.



Stadium Eastern 'Collar Site'



Adjacent Areas

NORTH AND WEST OF THE STADIUM AREA

Detailed proposals must protect the long-term expansion potential of the City of Manchester Stadium. The area to the west and north of the stadium presents commercial development opportunities, either for the Club itself or for third parties.

The canal and Metrolink line and station provide a distinct and attractive design and development opportunity, perhaps of smaller scale and texture than exists to the south and east at the 'collar site' or the potential sites to the west of the stadium.

To the north of the canal are large parking areas serving the sports facilities. Their redevelopment would require some degree of parking replacement, potentially in multi-storey car parks.

More significantly, development of the area is heavily influenced by the presence of gas holders and gas supply lines to the north and west of the parking lots. In the longer-term these facilities may be relocated, providing an excellent, highly visible opportunity for a range of commercial development activity.

The potential for substantial commercial development opportunities on sites currently occupied by low-density

sports buildings such as the athletics arena and the squash and tennis centres should be explored. Provided commercially deliverable plans emerge that are capable of supporting the relocation of these facilities, the opportunity should also be explored to enhance the scale of the sports and community hub centered on Grey Mare Lane area of Beswick. The relocation of sports facilities would provide large flexible sites on the western side of the stadium for a wide range of high activity uses at Eastlands, while ensuring the re-located facilities benefit from improved accessibility and synergies with other community uses in the immediate vicinity.

VELOPARK

The new Indoor BMX Arena represents another opportunity for significant improvement. In combination with the Velodrome it establishes the foundation of a world class Velopark in the eastern section of Eastlands, something that should be augmented by the proposed cycling connections to Phillips Park and the development of Clayton Vale as a world class cyclo-cross facility. This investment also provides a frontage onto Bank Street, which could be a stimulus for wider improvement to this residential area. Bank Street is the connection between Eastlands and Clayton and between Openshaw West and the Clayton Vale cyclo-cross opportunity. It and the adjacent viaduct should be re-imaged as a 'green street' to take advantage of that potential.



BMX Racing



Rotterdam Skatepark

THE BESWICK SPORTS & COMMUNITY HUB

The investment in football facilities on the east side of Alan Turing Way, between Ashton Old and New Roads, and the investment already made in the new East Manchester Academy and Beswick Library on Grey Mare Lane, represent transformative investments in the heart of East Manchester. Significant public land ownership exists in this area, presenting the opportunity to strengthen and build upon the existing community cluster centred on the academy. Many of the sports facilities currently located to the west and north of the City of Manchester Stadium should, over the longer-term, be relocated with a focus on maximising community access to these facilities and interaction between them. The cluster would be centred in Beswick on Grey Mare Lane, extending south towards Ashton Old Road and to sites to the east of Alan Turing Way.

CLAYTON HALL AREA

A significant opportunity exists to the east of Openshaw West, around Clayton Hall.

A vision for this area would include all the lands between the canal and Ashton New Road as far east as the new

Clayton Hall Metrolink station. That station will form an important part of the access provision to the Openshaw West site. Such a vision would connect the existing village, the wonderful but under-visited Clayton Hall, the canal and the associated open space areas, all as a part of a much larger, mixed-use green vision for this section of East Manchester.

Opportunities to deliver further development and regeneration between Ashton New Road and the canal in a manner that fully supports and complements the wider vision for Eastlands should be explored. A design and development plan, targeted at hotel, retail uses of an appropriate scale and residential uses benefiting from the area's expanding sports, recreational, tourism and hospitality uses, should also be considered. The presence and environmental quality of the Ashton Canal and its bordering uses should be improved in the way characteristic of Manchester's established canal districts.

OPENSHAW

The Openshaw neighbourhood, one of the most isolated and fragmented districts in East Manchester, will now be provided with much better frontage along Clayton Lane.

Care must be taken in its design and landscaping not to make this the 'back door' of the football and community facilities but rather a good quality address street. The long-term future of the industrial areas in Openshaw fronting Clayton Lane should also be reconsidered in the light of the Club's investment.

BEYOND EASTLANDS

The potential MCFC investment in Eastlands represents a major new impetus to the re-positioning and re-imaging of East Manchester initiated by the Commonwealth Games and the regeneration of Beswick, Miles Platting and the Ashton Canal corridor. To maximise the benefits of this investment, New East Manchester Ltd and its partners should consider some actions at the broader scale of East Manchester. Those actions can be categorised as follows:

i) Alan Turing Way

The significance of Alan Turing Way as a principal axis of quality and investment in East Manchester will be considerably augmented by the development of Openshaw West. The design of the site and of other new developments at Eastlands should emphasise its transformational character. The anticipated installation



of open access high-speed broadband along this axis suggests other opportunities should emerge along the length of Alan Turing Way. Emphasis should be placed on employment and commercial uses that can take best advantage of this potential connectivity. Behind the immediate quality frontage desired, the axis offers large, relatively inexpensive sites that could house the media, communications and digital design industries that are increasingly being attracted to the region.

At the southern end of Alan Turing Way, large under-utilised sites exist at the Pottery Lane junction with Ashton Old Road. Their future should be considered in the light of Alan Turing Way's enhanced role. The expansion of Manchester College out to Pottery Lane suggests the potential for an employment hub taking advantage of improved access, technology and visibility.

ii) Metrolink Stations

If Alan Turing Way is the north/ south axis, then the Ashton Metrolink line is the east/ west equivalent. The new line represents a very substantial investment and it is essential that the development patterns of East Manchester be managed to take best advantage of the accessibility and image it represents.

As indicated earlier, the Clayton Hall Metrolink station should become the centre of a development hub that is brought forward as a result of the development of the Club's investment opportunity at Openshaw West. A comprehensive re-imaging should be undertaken to accommodate associated commercial, hospitality and higher quality residential development that is fully integrated with and provides major benefits to the neighbouring communities in Clayton and Openshaw.

The Eastlands City Stadium and Velopark stations are already surrounded by significant development and their role will be augmented by future development at Eastlands. Attractive, clear pedestrian routes from the stations to major destinations need to be developed, using the canal corridor wherever possible.

iii) Holt Town

Holt Town station should be treated as the focus for any development in that area. If the potential for early comprehensive residential redevelopment has been delayed by the recession, other forms of development should be considered. Given the area's proximity to the city centre and adjacency to Eastlands, the canal corridor

and Metrolink, the development strategy for the Holt Town area should be reconsidered in the event of a major destination attraction being located at Eastlands. There are other lands in the immediate area, such as the industrial land on the edge of Holt Town, which should be expected to become prime development opportunities within the context of a new vision for Eastlands.

iv) Central Park

At the north end of the Alan Turing Way axis, the success of the Sharp Building's conversion to business incubator space for creative and digital media companies and the demand for sites in Central Park indicate the beneficial impacts of improved infrastructure. A wider strategy would consider the potential of under-used sites in the Ten Acres Lane area, extending south to the abattoir site.

The Coleshill Street frontage of Miles Platting on the Rochdale Canal also offers similar large-scale opportunities, and again should be largely dedicated to non-residential development.

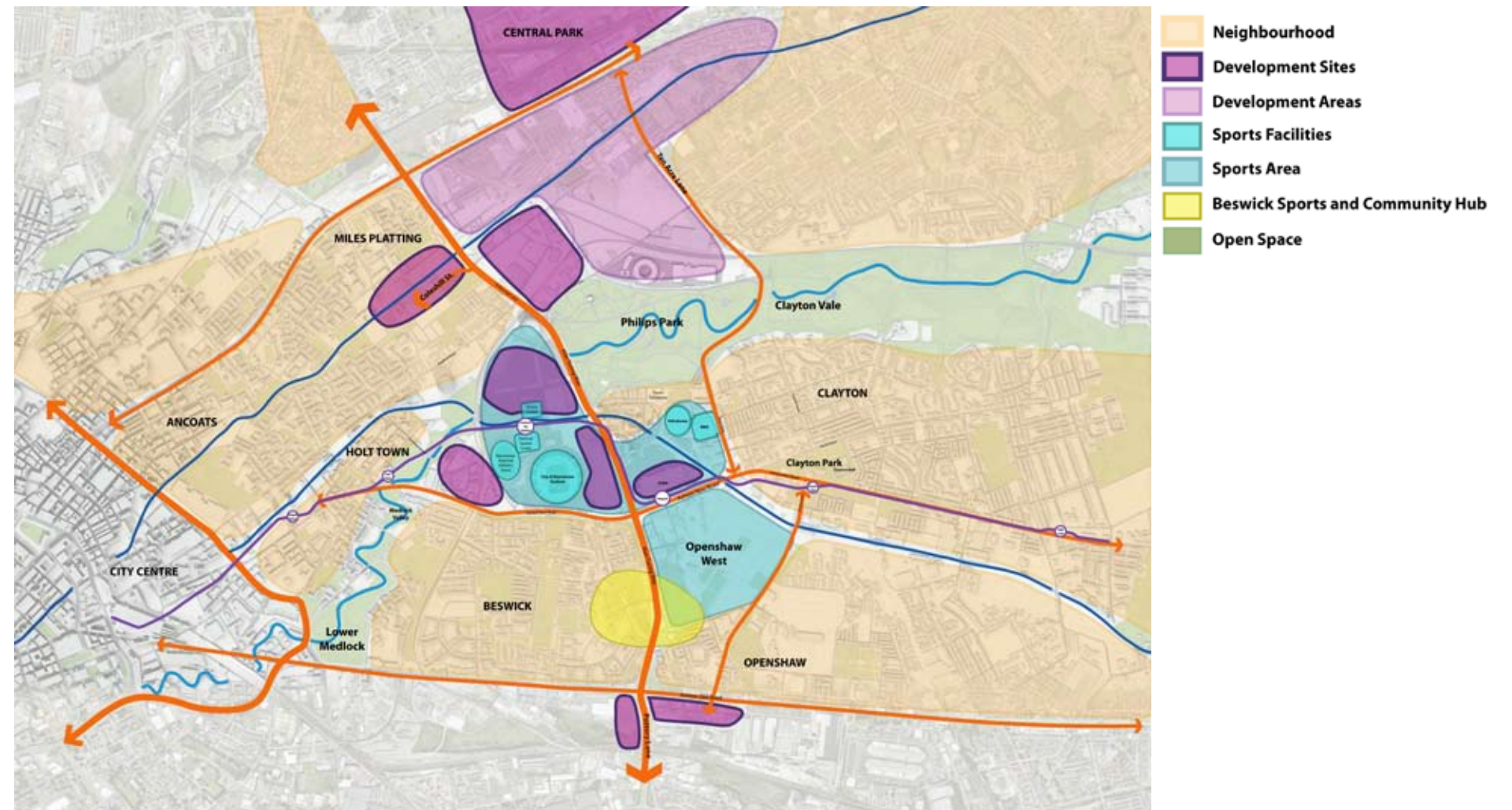


7 The Design Directions for Eastlands

Previous sections have laid out the strategic land use objectives for Eastlands. This section describes the desired urban design and open space directions for the area and its sub-districts.

RE-IMAGING EASTLANDS

Realising the vision for Eastlands requires solutions for addressing the challenges of its industrial heritage and locational constraints. Significant public sector investment has already been made to remediate the collar site, and additional investment may be required to support land remediation and site preparation for other areas of former industrial land. Design solutions are necessary for creating an enhanced street image of the new Eastlands, for establishing an efficient and attractive circulation network between facilities for vehicles, cyclists and pedestrians, and for addressing the physical infrastructure and natural heritage features that currently isolate the facilities at Eastlands from nearby neighbourhoods. To support high-quality, desirable places and destinations, Eastlands must also overcome the problems caused by large, isolated facilities, with large surface parking provision and a road circulation network designed primarily for large events and commuter traffic.



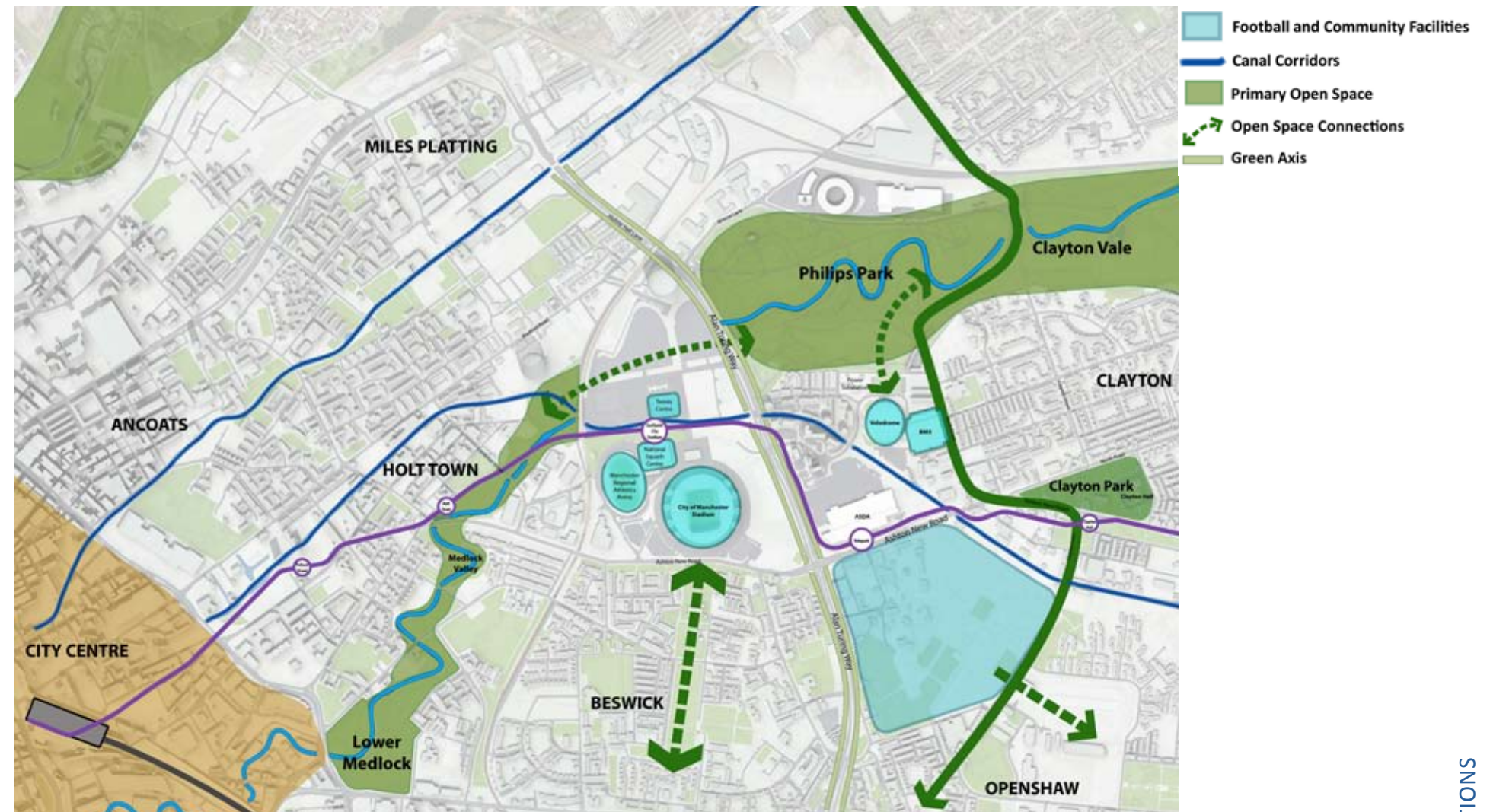
Urban Structure

OPEN SPACE STRUCTURE

Eastlands features good parks and natural assets and development investment in the area should work with these assets to increase their visibility and accessibility. The River Medlock valley runs right through the site and development of the car park area north of the stadium should provide a strong green pedestrian and bicycle linkage as well as acknowledge in landscape terms the river buried in a culvert below. The proposal for the cyclo-cross park in Clayton Vale provides the opportunity to link that area directly to the Velopark and improve activity and amenity in the eastern sections of Phillips Park. Development in Holt Town should support the restoration of the river valley landscape and trail system.



Pittsburgh Riverfront



Open Space Structure

East/ west open space linkages in Eastlands are relatively strong. North/ south linkages are weak. The potential green corridor from Ashton New Road to Ashton Old Road through Beswick should be created in the process of area regeneration, linking the stadium and associated sports facilities to neighbourhoods to the south. The emerging football and community facility proposals for Openshaw West represent a huge green presence in the middle of Openshaw, to which the somewhat isolated industrial and residential districts to the east and south should respond in their future design.

In keeping with the East Manchester Sustainability Framework and the City's overall tree strategy, the principal streets of Eastlands – Alan Turing Way, Ashton New and Old Roads and Oldham Road – should benefit from a tree-planting and landscape programme to emphasise the 'green' character of the area. Landscaping along Alan Turing Way in association with new site development can develop its character as a unique green axis through the heart of Eastlands, linking the many sports and recreational facilities and commercial development opportunities.

A new north-south 'greenway' street could also be established along the axis of Ten Acres Lane/ Bank Street/ Clayton Lane.

CORE SITES

The Ashton New Road frontage, and in particular the corner opposite the stadium, is probably the most important frontage of the site. It is the public face of the emerging proposals for football facilities and the point of contact with the City of Manchester Stadium, other sporting facilities, Metrolink, ASDA and associated developments. The corner should be designed as one unified element, ensuring maximum linkage to the stadium site and future adjacent investments. Building architecture, landscaping, pedestrian movement and special features must make this into a place, not just a road junction.



Parc De Bercy, Paris

ALAN TURING WAY

The Alan Turing Way frontage is the next most visible of the site frontages. The City of Manchester Stadium and other investments have already established this route as an axis of quality and that character must be continued south of Ashton New Road, forming a continuous link of quality and confidence from Oldham Road to Ashton Old Road. This frontage should feature good landscaping, contributing to the creation of a 'green axis' and communicating a sense of what lies in the site, well-made entrances to the stadium and sports facilities, and appropriately designed buildings within the Openshaw West development. Any over-street connection should be designed with architectural flair to celebrate the experience, not as a merely functional pedestrian bridge.



Grand Canal Square, Dublin

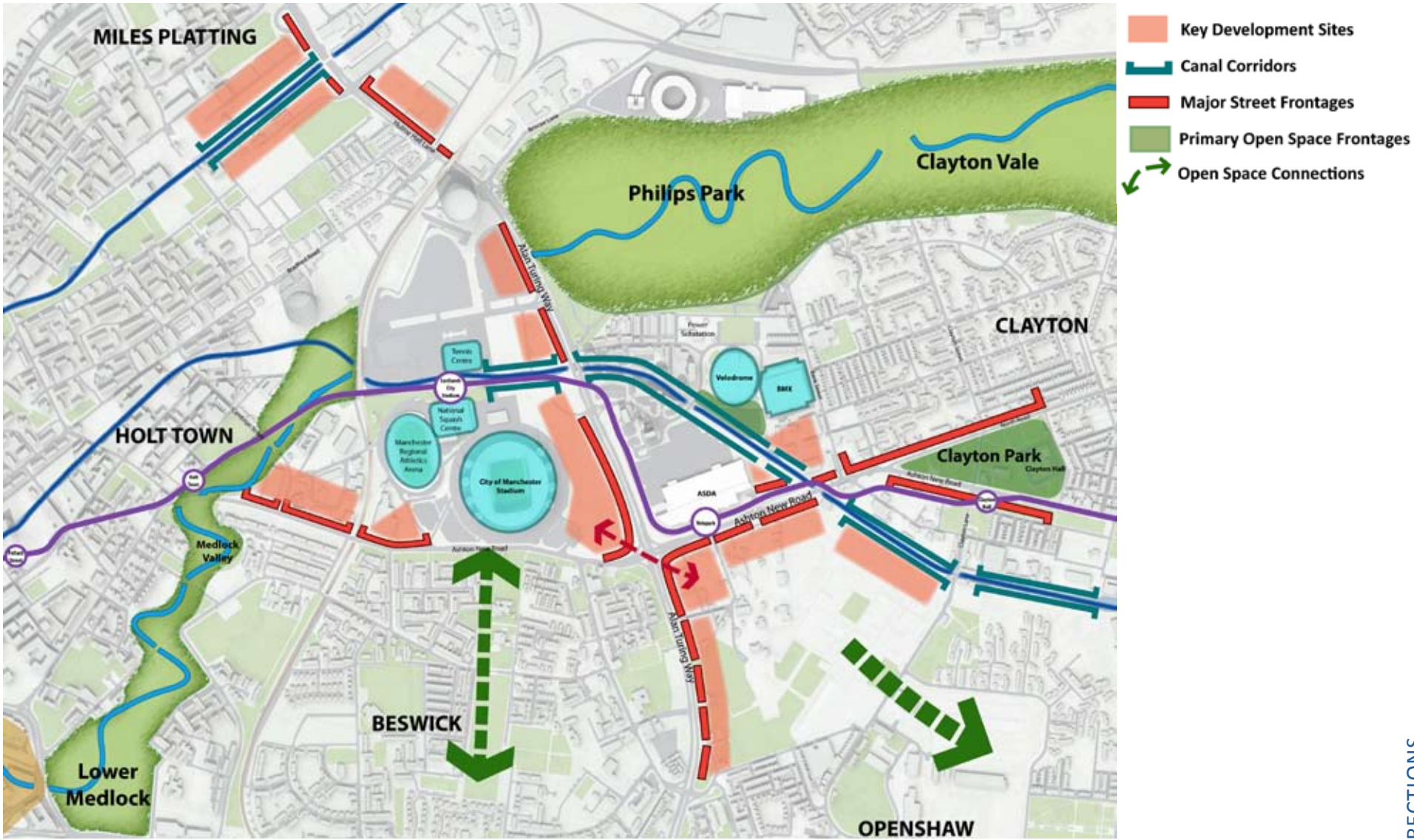


CLAYTON HALL

The area around Clayton Hall, the park, local shops and the coming Metrolink station all present a great opportunity to establish the area as an ‘urban village centre’, given the proposals for Openshaw West and other Eastlands initiatives. The area on either side of Ashton New Road where the bridge crosses the canal presents a unique design opportunity to provide for a gateway transition between this village and the major facilities to the west. It is important that the canal be opened up to play the beneficial role in this area, as canals have in other Manchester districts.

OPENSHAW WEST

The scale of the Openshaw West opportunity should establish an entirely new eastern frontage along Ashton New Road, promoting wherever possible positive benefits into the wider Clayton area north of the canal, providing premium development opportunities and significantly raising the quality of the environment for any adjacent residential development.



Urban Design Structure

8 Implementation Plan

8.1 PHASING

This regeneration framework proposes a series of interventions which will build on the successes achieved in East Manchester to date. The comprehensive development of Eastlands will require the development of a robust phasing and commercial plan and the objective should be to have this in place for the autumn of this year and for this to be the subject of periodic review.

8.2 MAXIMISING THE BENEFITS

The initiatives outlined in the Eastlands Regeneration Framework are aimed at capitalising on and completing another round of major investment in large-scale development opportunities. The impacts of each initiative must be carefully managed to result in optimal outcomes for the Eastlands area, and for all of Manchester.

Reflecting the objectives of New East Manchester to create an attractive and unique urban place of international repute and a district making a unique contribution to Manchester with its high-profile sports, entertainment, leisure and commercial uses, planning obligations in the form of Section 106 and other agreements will be used

to ensure the vision for Eastlands is achieved. Planning obligations may include the provision of community and social infrastructure, employment initiatives, transport improvements, public realm enhancement and related benefits.

Investments of the scale proposed in this framework will bring important benefits to the local area. As the various proposals move forward and further work is undertaken to detail development schemes, discussions on the potential Section 106 obligations will be undertaken to ensure the best outcomes for the area.

8.3 NEXT STEPS: DIRECTIONS FOR ACTION

The Eastlands Regeneration Framework establishes an overall vision and approach for moving forward with the next stage of development in this key district of East Manchester. Transformational major investments are anticipated and their beneficial impacts must be optimally directed. What follows is a short list of immediate actions that will build on this momentum and set New East Manchester Ltd and its partners on the path to delivering the vision:

1. New East Manchester Ltd to lead on the consultation of the Eastlands Regeneration Framework with residents, key land owners and developers along with other key stakeholders
2. New East Manchester Ltd and its partners should endorse the regeneration framework for the area and identify the more detailed immediate actions and the longer-term work necessary for its implementation. The regeneration framework should be refined and detailed as individual actions, projects and initiatives are prioritised.
3. The partnership already established between Manchester City Football Club, New East Manchester Ltd and Manchester City Council should advance the regeneration framework, coordinate actions, set up an overall timetable, develop a common business plan and allocate action responsibilities
4. The partnership should identify strategic site acquisitions, open space initiatives, sports and recreation investments and other complementary



strategic undertakings in the area to maximise the benefits of the new football facilities and other recent public investments

- 5. New East Manchester Ltd should coordinate development of the planning and design guidance framework within which implementation can take place
- 6. New East Manchester Ltd, within the context of any Greater Manchester proposals, should explore the potential for development incentive techniques and tools, such as Tax Increment Financing, and for creating a customised programme for the East Manchester situation which can be used to promote development in the immediate vicinity of new transport facilities



