

**Manchester City Council
Report for Resolution**

Report To: Executive – 10 March 2010
Subject: Mayfield: Strategic Regeneration Framework
Report of: The Chief Executive

Summary

This report seeks to: inform the Executive of the outcome of the public consultation process, with local businesses, residents, and statutory and non-statutory organisations; and to seek the Executive's approval and endorsement of the Strategic Regeneration Framework (SRF) for the Mayfield area which will provide a redevelopment strategy to support the regeneration and renaissance of this area.

Recommendations

The Executive is recommended to:

1. Note the comments received from local businesses, residents and other stakeholders, and the Council's response as summarised in this report;
 2. Agree that further work should be undertaken to address potential future parking requirements and options to manage this; and
 3. Authorise the SRF to be amended in light of the comments contained in the report, following consultation with the Chair of the Executive, and to approve the concept, vision and regeneration principles set out in the Framework with the intention that it is taken into account by the Planning and Highways Committee when determining future detailed planning applications relating to this area.
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Wards Affected:

City Centre

Community Strategy Spine	Summary of the contribution to the strategy
Performance of the economy of the region and sub region	The scale and potential of development within this area will provide a major focus for new investment and the growth of jobs. The civil service campus alone will be 50,000 sq m and would provide the catalyst for further investment and employment in the area. It is estimated that the campus could have the potential to generate £90M of GVA.
Reaching full potential in education and employment	The campus has the potential to accommodate around 5,000 jobs, and create an additional 2,600 jobs. The SRF will seek to maximise local employment from this initiative.
Individual and collective self esteem – mutual respect	
Neighbourhoods of Choice	The SRF will provide the opportunity to deliver appropriate additional facilities and ensure surrounding communities can benefit from the scheme.

Full details are in the body of the report, along with any implications for:

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

Financial Consequences – Revenue

There will be a requirement for the Council to expend resources to support the business and planning process. These will be funded through existing budgets.

Financial Consequences – Capital

None at present although there will be a need for public investment to help support the creation of new public realm and strategic linkages both within and through the area. A further report will be brought back to the Executive in due course setting out any financial implications.

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Background documents (available for public inspection):

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

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- *Mayfield Strategic Regeneration Framework Pre-consultation Draft*

- Report to the Executive, 16 December 2009

All held on file in Room 318.

1. Introduction

- 1.1 Mayfield occupies a 20 acre site adjacent to Piccadilly Station, and sits within the Eastern Gateway area of the City Centre. The area is bounded by the Inner Relief Road (Mancunian Way) to the south, Fairfield Street to the north and London Road to the west. The area lies in close proximity to the Higher Education Precinct, the Corridor Manchester, London Road, Ardwick and New East Manchester, including the New Islington and Ashton Canal Corridor initiatives.
- 1.2 The vision for Mayfield is to create a new commercially-led, mixed-use urban quarter of local, regional and national importance. For Manchester it would extend the high quality environment that already characterises the city centre, introduce a major new park, enhance connectivity and maximise wider regeneration benefits. For Central Government, Mayfield would be a flagship development, incorporating a pioneering highly sustainable and highly accessible office campus, aimed at setting new standards for the Civil Service estate, facilitating a major local and national relocation programme and delivering significant operational efficiencies and benefits.
- 1.3 In December 2009, The Executive received a report setting out proposals for a strategic regeneration framework for the Mayfield area. The Framework is intended to provide the spatial context that is capable of accommodating the future growth of the regional centre, and will enable this area to be brought forward for redevelopment in a way that complements existing developments in adjacent areas within the city centre.
- 1.4 This Framework was endorsed, in principle, by the Executive Committee subject to a public consultation exercise, which has recently been concluded. British Rail Board (Residuary)/ OGC have also undertaken a public consultation exercise on the Mayfield SRF proposals and the partners will work together to ensure the issues arising from this are taken into account.

2. Responses

- 2.1 Manchester City Council received a total of 9 responses from residents, local businesses and other organisations during the public consultation period, which closed on 5 February 2010. The responses are summarised below:
 - Total responses received: 9
 - Responses from Statutory Bodies and Public Bodies: 3
 - Responses from landowners: 2
 - Responses from local businesses and residents: 4

2.2 Car Parking

The question of additional car parking provision for the 5,000 workers at the proposed campus was raised.

- Several responses raised the issue of a perceived problem with commuter parking in residential/business areas of Ardwick, and the worry that the proposed Mayfield development and land bridge might exacerbate this.
- Concern was expressed that without sufficient additional provision of car parking, the proposed footbridge over the Mancunian Way might lead to Mayfield workers parking at Ardwick Green North, and then travelling on foot to the campus.
- An intention to object to the proposed Framework was expressed, if resident parking is not to be enforced in the Ardwick Green area, and another asked whether there would be any changes to local residential roads.
- One local business suggested that a solution to this potential problem, might be to provide a "major incentive" for people to use public transport to commute to the campus.

2.3 *Preservation of the Red Plaque*

- It was requested that the red plaque (on the corner of London Road and Fairfield Street) commemorating a demonstration march in 1931, should be preserved.

2.4 *Land-ownership*

- Several pieces of land-ownership information given in the consultation document were disputed.
- One land-owner had not been named as a land-owner within the document.
- A request was made for engagement in the planning process, by both landowners.
- The point was raised that the prospective allocated use of the sites shown in the Framework has too narrow a scope, and should be widened to allow for more mixed-use development.
- The lack of clarity on the timescale for delivery of the Masterplan was raised as a point of concern.

2.5 *Statutory Consultees and Public Consultations*

The Ramblers' Association (RA) were supportive of:

- The proposed riverside park
- The designated "quiet" areas north of the Medlock
- The concept of a park as a green corridor giving a continuation of the Medlock Valley into the City.
- The proposed improvements to road crossings

- The location of the proposed Mayfield site, in relation to pedestrian and public transport
- The proposed clean-up of the river
- The concept of creating both natural and landscaped areas within the park
- The proposed connections between Ardwick and Chancellor Place

The RA made some suggestions and requests:

- Requests that there should be a trial period of 24-hour open access to all parts of the park, with subsequent consultation, instead of the proposed gating of the North sections after dark.
- Requests that the trees planted in the park should be native
- Recommends the use of green roofs on buildings
- Recommends using the green land-bridge option for the pedestrian/cycle bridge
- Requests that user access along each riverbank should not be less than 3 metres wide

Network Rail

- The fact that the consultation document refers to the Hub Study assumes that Network Rail has had dialogue with the developer, in terms of operational requirements.
- Two platforms at Piccadilly Station have been factored into the proposed plans.
- Detailed discussions have taken place between Network Rail and the developer.
- There is an agreed "green line" between the developer and Network Rail to protect future rail expansion plans
- Concern was raised that the artist impression appears to show the access from the ramp to the operational railway as being severed. Network Rail advise that if they continue to use this as an access point, then consultation and comments from their Maintenance Team would need to be sought.

English Heritage

- Support the vision outlined in the Framework document, particularly the inclusion of the London Road Fire Station.
- Advise of the importance of resolving uncertainty around the issue of the expansion of Piccadilly Station.
- Recommend that the baseline heritage assessment is extended to cover the whole masterplan area.

3. Response to the Comments

3.1 Car Parking

One of the major attractions of the Mayfield area is its proximity to the region's busiest transportation interchange. The site benefits from almost unrivalled access to trains, trams and buses and the regeneration strategy envisages that the majority of those who work here will utilise public transport. Indeed, this is an essential component of the sustainability strategy for the area.

However, it is important to recognise that the displacement of car parking to fringe areas of the city centre can and does have an adverse impact on the lives of local communities. Therefore, the partners involved in this process need to further develop the transport strategy for the area to address this issue fully and properly.

3.2 English Heritage

The only element of the site that is within a conservation area is the former London Road Fire Station (LDFS) and the only listed structures on the site are the LRFS and the Star and Garter Public House. The strategy positively recognises the importance of these structures and the contribution that they make to the area and as the scheme evolves, all key heritage issues will be fully and properly addressed.

3.3 Working with Other Landowners

There are currently a number of landowners within the area that have operational businesses. The partners are working with these landowners and occupiers to ensure that they are both included in the development of the framework process and that their businesses can be protected if their land ownerships are to be subsequently developed.

4. Conclusion

- 4.1 Under the auspices of the SRF, the partners will work closely with the other local landowners to bring forward a range of high quality, mixed-use and well connected development opportunities, which will deliver new expansion and growth opportunities for the City and complement recent success made in establishing the city centre as the driving force of the regional economy.
- 4.2 The Mayfield SRF provides the City with a strategy to support major regeneration opportunities in the area. Other planned commercial investments in the area will create significant economic, social and environmental benefits.
- 4.2 The context within which the Mayfield SRF is being developed is fully consistent with the Council's regeneration objectives for the city centre. New and planned redevelopments here will play a major role in driving the city centre economy.
- 4.3 The intention is that in the light of the comments contained in this report and those received by BRBR, the Mayfield SRF will be amended. Detailed recommendations appear at the front of the report.

5. Key Policies and Considerations

(a) Equal Opportunities

- 5.1 A key aim of the SRF is to capture the significant employment opportunities will be created from the development of the campus. In addition, there is a commitment to ensure that design standards will comply with the highest standards of accessibility.

(b) Risk Management

- 5.2 A risk management strategy will be developed for those projects being undertaken or managed by the Council, which will be continually monitored to enable the Council to respond to risks throughout the lifetime of the project concerned.

(c) Legal Considerations

- 5.3 If adopted by the Executive, the Mayfield SRF will not form part of the Council's Development Plan but would be a material consideration when development control decisions are made.

