

## First Street, Manchester Development Framework 2015



# Contents

Executive Summary	1
2 Introduction and Background	4
3 Strategic Context	9
4 Development Areas	19
5 General Development Principles	30
6 Conclusions	33

# Executive Summary

- 1.1 First Street has already witnessed success with the 180,000 sq ft Number One First Street office building becoming fully occupied during 2014, combined with the recently completed cultural and leisure destination at First Street North. The UK's first Melia Inside hotel and HOME: a unique centre for international contemporary art, theatre, film and books now sit alongside major new leisure facilities and new public realm at First Street North.
- 1.2 The opportunity now exists to build on this platform and create a true neighbourhood of choice: where a new residential community can sit alongside further major employment-generating uses and complement the high quality cultural and leisure offer.
- 1.3 The updated First Street Development Framework was created in 2012. At that time, the UK was slowly emerging from recession. Whilst occupier demand for office space did exist with named requirements in the market, the translation of those requirements to completed deals and construction getting underway were scarce. Similarly, whilst demand for residential accommodation was becoming increasingly high, mortgage availability was at an all-time low as was access to commercial credit and only one residential scheme was under construction in the city centre (135 units at Bengal Mill, Ancoats).
- 1.4 The First Street Framework at that time sought to underpin delivery of the First Street North concept that has recently completed, and to counterbalance that at First Street South with an integrated anchor destination, including hotel, foodstore, student accommodation and car parking, which would create an anchor and physical draw through the entire First Street area, with a key aim being the creation of conditions for further investment in the First Street Central office product.
- 1.5 The UK has officially been out of recession since third quarter 2012, and 2014 saw economic conditions markedly improve. Investment in UK property is increasing, with Manchester being one of the key leading regional cities witnessing investment as an alternative to an overheating London market.
- 1.6 2014 saw record demand for office accommodation across the city centre. There are now four major office schemes under construction which will deliver almost 900,000 sq ft of Grade A floorspace. Significant pre-lets have been secured for a number of these schemes, and further major requirements are actively being pursued.
- 1.7 Alongside this, the residential sector has seen a major shift in focus and delivery with the advent of a growing Private Rented Sector (PRS) in the UK.
- 1.8 In 2013, in response to an increasing recognition of a crisis in housing delivery in the UK, the Government set up a PRS Taskforce to promote a bigger and better private rented sector and increase the supply of new homes. Since then, a number of funding initiatives have been launched, including Build To Rent and the PRS Housing Guarantee scheme, alongside the creation of the Best Practice PRS Design Guide by the Urban Land Institute UK in April 2014, which has helped the UK to understand the PRS concept and what distinguishes it, both physically and in investment terms, from other forms of residential accommodation. PRS is now a well-defined concept and has the potential to meet an increasing demand from the population for rental accommodation as a long-term occupier choice.
- 1.9 There are now over 1,500 residential units under construction in the city centre, mostly benefiting from Build To Rent funding, but with demand, aligned to a rapidly growing population, for significantly more. Manchester City Council has a stated objective to deliver 55,000 new residential units across the city by 2025. The city centre has a critical role to play in meeting this demand as the regional centre and economic hub of the North West.

- 1.10 The opportunity that First Street presents lies in its intrinsic location both within the City Centre of Manchester, and as part of The Corridor.
- 1.11 The Corridor has continued to grow in the period since the last First Street Development Framework was created. Manchester Metropolitan University's (MMU) Birley Campus, an environmentally responsible health and education campus offering shared community facilities, social enterprise and student accommodation, was opened in 2014. MMU's new Business School, and Art and Design Faculty buildings have opened. The University of Manchester has completed its new Learning Common Building. Citylabs - a 100,000 sq ft biomedical centre of excellence – has been completed and is fully let. And the RIBA award-winning refurbishment and extension of the Whitworth Art Gallery opened in February 2015.
- 1.12 Moreover, there has been a rapid development and expansion of the advanced materials sector, which is set to put Manchester at the heart of this new global industry - the greatest concentration of advanced materials facilities exists in The Corridor.
- 1.13 The £235m Sir Henry Royce Institute for Materials Research and Innovation, a new national research and innovation centre in advanced materials, has recently been announced to be located within The Corridor. The Institute was launched in the Chancellor's Autumn Statement 2014 with the express intention of enabling the UK to grow its world-leading research base in advanced-materials science, which is fundamental to all industrial sectors and the national economy. It is expected to be delivered by 2018.
- 1.14 The Sir Henry Royce Institute will be located in the vicinity of the newly opened National Graphene Institute on Booth Street and the planned Graphene Engineering Innovation Centre (GEIC) at the University of Manchester. In total, funding of some £335m has been spent or committed to research into and commercial development of graphene and other advanced materials within The Corridor.
- 1.15 As Manchester's economy grows, so the opportunity for First Street to respond to that growth potential increases. As the city is more able to attract and retain the best talent, in both traditional sectors such as Financial and Professional Services, but also in new and growing sectors such as media and creative industries and advanced materials, the opportunity to create a neighbourhood where that talent can live, work and experience the very best in the city's cultural offer becomes clearer.
- 1.16 As set out in more detail in the following chapters of this Framework, the right set of circumstances now exists to drive the next phase of development at First Street forward.
- 1.17 This Framework document has therefore been prepared with this context in mind, and is supported by an updated masterplan for the area.
- 1.18 Long-standing opportunity sites to the west of Medlock Street and along Cambridge Street have been incorporated into the First Street Framework area for the first time, allowing a fully integrated approach to development in the area.
- 1.19 This 2015 Framework therefore seeks to build upon the key achievements to date, embedding the core principles established in the preceding Frameworks to ensure that development within the First Street area meets current requirements and opportunities driven by a growing economy and population, and helps to deliver a neighbourhood of choice within this key gateway location within the City Centre.
- 1.20 As previously, the Development Framework divides the area into four principal Development Areas: First Street North, First Street Central, First Street South and the First Street Creative Ribbon.
- 1.21 Consultations with key local stakeholders has allowed First Street Central to be expanded to include a number of opportunity sites west of Medlock Street, including the Little Peter Street car park, the City Road West office building, and the Premier Inn hotel. This builds on the success of the letting of Number One First Street and the impending delivery of Number Six First Street by allowing the First Street Central office concept to integrate more fully with the areas surrounding Knott Mill.

- 1.22 It also allows for the creation of a clearer connection between the First Street area and Great Jackson Street to the west. The Great Jackson Street Development Framework was revised in January 2015 to address the perceived difficulty in delivering the large floorplate commercial offices that had been proposed in an earlier (2007) Framework. Great Jackson Street is now envisaged to form a new residential neighbourhood which benefits from the amenity value of its riverside location and its connections to the city centre and to other local amenities such as First Street, Hulme Park and the Castlefield Basin. Bringing the sites west of Medlock Street into the First Street masterplan area creates an opportunity to deliver regeneration across the Southern Gateway that is cohesive and connected across the whole area.
- 1.23 The integrated anchor destination previously envisaged at First Street South has been updated with an exceptional opportunity to reinforce the surrounding residential community with a new residential neighbourhood of genuine scale, located within the First Street mixed use area, with amenities on the door-step that cannot be matched in any other part of the city centre. This community will be set around a re-instated traditional grid street pattern that will facilitate enhanced north-south and east-west connections through the site and the surrounding areas. This is further enhanced by the inclusion of new development sites to the north and south of Macintosh Mills within the First Street South Development Area.
- 1.24 Commercial opportunities, such as a local foodstore, may still be achievable within First Street South. However, provision of any such facility will be driven by market opportunities. The opportunities for such major foodstore investment have changed since 2012, but so have the dynamics of the economy and the local area which presents a significant opportunity that must be responded to.
- 1.25 This Framework update reinforces the overarching approach to public realm, accessibility, movement and circulation, urban design and architecture that has been successfully defined within previous iterations of the Framework document.
- 1.26 The development capacity of First Street has been revised since the 2012 Framework was produced, reflecting changing economic circumstances. Additional development land is now included in the Framework area.
- 1.27 This updated Framework demonstrates how proposed development activity in each of First Street North, Central, South and the Creative Ribbon, when combined with a site wide public realm and accessibility/movement strategy, will deliver comprehensive regeneration and a fully integrated new city centre neighbourhood.

# 2 Introduction and Background

## Purpose of this Document

- 2.1 This Development Framework Update has been prepared in relation to the First Street neighbourhood of Manchester City Centre. The purpose of this document is to update the development principles set out in the current First Street Development Framework, endorsed by Manchester City Council (“the Council”) on 25 July 2012.
- 2.2 This updated Framework has been prepared in response to changing market conditions and development objectives. It is supported by an updated masterplan for the area, prepared by Fletcher Priest Architects on behalf of Ask Real Estate Ltd and Manchester City Council.
- 2.3 If endorsed by the Council, the planning status of this document will be as a material consideration in the determination of all planning applications relative to the Framework Area. Whilst it does not form part of the Development Plan, it has been prepared to be consistent with national policy objectives and the local Development Plan.

## First Street – Key Characteristics and Opportunities

- 2.4 First Street offers a unique development opportunity in the city centre, combining further major office development, with a cultural and leisure offer alongside significant residential development, and is ideally located to assist in the future growth and regeneration of surrounding areas by improving connections and meeting future development needs.
- 2.5 Historically, the First Street area has been defined by the Mancunian Way to the south, Medlock Street to the west, Cambridge Street to the east, and Whitworth Street West to the north.



Figure 2.1: First Street Development Framework Masterplan Area 2012

- 2.6 The opportunity now exists to widen the masterplan area as new development opportunities have materialised that have the capacity to enhance the economic contribution of the area, creating a focus and hub for what is already becoming a vibrant and distinctive mixed-use neighbourhood.
- 2.7 The First Street development area has been expanded to incorporate the long-standing development opportunity sites on the western side of Medlock Street, including the Little Peter Street car park, City Road West office accommodation and the Premier Inn hotel.
- 2.8 In addition, two development sites to the north and south of Macintosh Mills (Store 23A of the Macintosh Mills complex and the former Salvation Army site) are also now included in the Framework area, allowing a more comprehensive approach to masterplanning for the area and improving opportunities to integrate First Street with the surrounding neighbourhoods to the east and south.



Figure 2.2: First Street Development Framework Masterplan Area 2015

- 2.9 First Street sits at a key node between Manchester’s Civic Quarter with its landmark civic buildings and world-class conference facilities; the creative hub of Knott Mill; the knowledge industry and education engine room of The Corridor, within which it sits at its north-western corner; and the long-established residential community of Hulme that is also home to Manchester Metropolitan University’s new Birley Campus.
- 2.10 It benefits from excellent transport links via railway stations at Deansgate and Oxford Road, access to the tram network at Deansgate/Castlefield Metrolink Station and bus corridors along Deansgate and Oxford Road. These connections will be further enhanced by ongoing and planned enhancements including the redevelopment of Oxford Road station as part of the Northern Hub initiative; Transport for Greater Manchester’s planned improvements of the Oxford Road bus corridor and the refurbishment and expansion of Deansgate/Castlefield Metrolink station, which will soon accommodate a direct tram link to Manchester Airport.

## Previous First Street Development Frameworks

- 2.11 A Development Framework to guide the regeneration of First Street was originally endorsed by Manchester City Council in 2005, in response to a requirement for significant additional Grade A office space in Manchester City Centre. This Framework was updated in 2007, again focusing on the potential on the supply of Grade A office space.
- 2.12 The 2010 First Street Development Framework, prepared in November 2010 and endorsed in March 2011, provided a new direction for First Street. Rather than focussing solely on the delivery of office accommodation, it re-focussed plans on successful “place making”. It had been recognised that, to be successful, First Street needed to embed itself firmly within the context of its wider neighbourhood and position itself to provide services, facilities and accommodation for that wider neighbourhood.
- 2.13 Given the scale of the regeneration opportunity, the 2010 Framework took a zonal approach to the potential distribution of land uses across the neighbourhood. It promoted a number of core development principles and directions but was, by design, sufficiently flexible to allow the stakeholders to be pro-active in attracting new investment and respond positively to a changing, and increasingly price sensitive, occupier marketplace.
- 2.14 These principles have continued to underpin the strategy for the area and are carried through into this updated Framework. It also introduced a number of early interventions:
- Establishing a cultural hub;
  - Redeveloping and integrating Oxford Road Station area;
  - Refining the commercial office offer; and
  - Delivering an integrated anchor destination.
- 2.15 The final intervention, for an integrated anchor destination, has been updated within this latest Framework with an intention to create a new residential neighbourhood of choice which responds to an already-

growing residential community along Cambridge Street and the planned new neighbourhood at Great Jackson Street, and to the need for significant new levels of residential accommodation in the city centre to meet the objectives of the Manchester Growth Strategy. It also responds to the opportunity that the First Street location delivers, at the gateway between the region's economic hub of the City Centre and The Corridor where the diversification of Manchester's economy is going to be most acutely witnessed in the coming years.

## The 2012 Development Framework

2.16 Updated in March 2012 and endorsed by the Council's Executive on 25 July 2012, this version of the Framework sought to refine and mature the nature of the development opportunities that existed within the neighbourhood; to demonstrate how, with the aid of careful urban design and land use planning, the development opportunities offered by First Street could be encouraged and promoted to deliver maximum economic impact across both the core development area and its wider neighbourhood.

2.17 The 2012 Framework identified three distinct development areas of First Street, incorporating four of the character zones identified in the 2010 Framework. In addition, it introduced an East-West Creative Ribbon between Oxford Road and Little Peter Street. Each is summarised briefly below:

**First Street North** – a new cultural hub for Manchester, accommodating an iconic integrated cultural facility to accommodate the Greater Manchester Arts Council (GMAC), surrounded by complementary, leisure, amenity, hotel and commercial activities surrounding a new public square creating a genuinely unique, colourful and vibrant place.

**First Street Central** – a new office destination targeted at a range of commercial occupiers, particularly those seeking the benefits of a central and highly accessible city centre location, competitively priced to help distinguish the accommodation from other locations in the city centre.

**First Street South** – a second significant anchor to the development, acting both as a distinctive gateway to the site from the south and also a destination in its own right. In order to create the critical mass of activity required, the area incorporated a mix of retail (food and local amenity), hotel/restaurant facilities, student accommodation, car parking and a mix of educational/recreational and community uses.

**Creative Ribbon** – a unique opportunity was identified to build on the existing cluster of cultural and creative businesses around Knott Mill and Whitworth Street West, and the new cultural hub to be delivered within First Street North to create a new distinctive cultural district of the city centre. The four key components of the quarter were; Oxford Road Station and Existing Cornerhouse Cinema site; Cambridge Street/River Street; Little Peter Street; and Whitworth Street West.

2.18 The Framework also provided general guidance on public realm, accessibility, movement and circulation, urban design and architecture, development capacity and development quantum:

**Public realm, accessibility, movement and circulation** – reinforced the requirement for public realm and linkages to be used as a mechanism for creating a sense of place across the First Street area, connecting all the development components. The Framework sought to promote and respect the existing street pattern except where it limited development potential whereby bold new interventions were proposed. The focus was on improved north-south connections through the site from Whitworth Street West to Hulme and east-west connections along Chester Street and River Street.

**Urban design and architecture** – identifies commercial office development as being the dominant use across First Street with leisure, hotel, cultural, retail and residential uses complementing and underpinning this offer.

**Development Capacity and Quantum** – The 2012 Framework sought to respond to market changes by proposing lower density development but still comprising 2.1 million sq ft of floorspace, 48% of which would be for

commercial uses. The remainder of floorspace would comprise retail/leisure/hotel use (18%), residential/student/key worker accommodation (10%), civic/cultural/amenity space (4%) and 22% of the site for the use of car parking/ other. This floorspace analysis excluded the Creative Ribbon, including Little Peter Street car park, which was still undergoing analysis and the reduced floorspace from earlier iterations of the Framework was largely due to a reduction in scale and massing of the proposed office buildings within First Street Central.

- 2.19 A key and underlying urban design theme within the 2012 Framework was that delivery should take place in a co-ordinated and balanced fashion. Creating a cohesive urban environment would enable transformational change across and within First Street and secure a balance of appropriate land and building uses in order to lead to an integrated neighbourhood setting able to provide and sustain amenities, jobs, pedestrian footfall and, crucially, a “sense of place”.

## Progress to-date

- 2.20 Significant progress has been made already in delivering the vision for First Street first outlined in the 2010 Framework, refined in 2012 and now updated again to reflect Manchester’s economic and population needs in 2015.
- 2.21 First Street North is now complete and open with the major new cultural facility HOME as its key anchor, the first Melia Hotel in the UK outside of London, Manchester’s first Vita Student development, multi-storey car-park, a range of ancillary food and drink opportunities and new public spaces, including a new public square.
- 2.22 The first phase of First Street Central was the creation of Number One First Street: new office accommodation formed from the refurbishment of the former BT Exchange building. Number One First Street is now fully let following lettings to major national occupiers including Autotrader, Jacobs and Ford Credit Europe, between them bringing 940 jobs to the city centre with the potential for another 200 jobs over the next three years, illustrating how First Street has successfully addressed its target

market of occupiers seeking accommodation with all the benefits of being within the city centre with the offer of flexible accommodation at a price-point more akin to an out-of-centre development.

- 2.23 The public square created to the south of HOME will form an important public space within the city centre, complementing the surrounding cultural uses. First Street itself, put in place in 2009, provides a north-south route leading through the site from First Street North to First Street South. A new east-west route has been created linking Medlock Street to Cambridge Street via HOME and the surrounding uses at First Street North.
- 2.24 Symbolically, and importantly for the place-making that underpins First Street, the naming strategy for the streets and public spaces within First Street was confirmed in September 2014. The new public square at First Street North has been renamed Tony Wilson Place, in honour of the legendary co-founder of Factory Records and the Hacienda nightclub which was located opposite First Street on Whitworth Street West. The other streets and squares through the site have similarly been named after famous and influential Manchester figures, including James Grigor OBE, Jack Rosenthal, Annie Horniman and Isabella Banks.
- 2.25 Together, these projects are beginning to illustrate not only the viability of First Street as a mixed use neighbourhood setting, but also the advantages of this type of approach. Moving forward, making sure that uses across the site remain balanced and coherent will be a central component of future success.
- 2.26 In addition to these recent successful developments there remains ongoing demand for office space within First Street, with significant pre-lets to major international companies expected imminently.

## 2015 Development Framework Vision

- 2.27 The concept of creating a neighbourhood of choice, with the core First Street area forming the cultural and commercial hub which would stimulate regeneration within the wider area, was established in the 2010 Development Framework, refined in the 2012 Update and which remains

a strong concept. This 2015 update seeks to build upon that success and deliver the next phase in First Street's regeneration.

City Council to deliver this priority scheme in a manner that is complementary to the City's important strategic economic and regeneration objectives

- 2.28 The complete letting of Number One First Street has demonstrated the success of the commercial office product offered at First Street and signifies strong demand for additional floorspace.
- 2.29 As forecasters predict a continuing buoyant economic outlook, it is essential that First Street is able to deliver the development necessary to meet a further uplift in this demand. To do so, it must adapt to current economic, social and spatial conditions.
- 2.30 Long-standing opportunity sites to the west of Medlock Street and along Cambridge Street have been incorporated into the Framework area for the first time, allowing a fully integrated approach to development of the First Street neighbourhood.
- 2.31 This 2015 Framework therefore seeks to build upon what has worked to-date, embedding the principles established in the preceding Development Frameworks in an updated Framework which ensures that development within the extended First Street area meets current requirements and helps to deliver a neighbourhood of choice within this key gateway location at the southern edge of Manchester City Centre.

## Report Contributors and Acknowledgements

- 2.35 This document has been prepared by Deloitte Real Estate on behalf of Ask Real Estate Ltd. The revised masterplan has been prepared by Fletcher Priest Architects.

## Project Partners

- 2.32 First Street has been delivered to date by Ask Real Estate Ltd in partnership with Manchester City Council.
- 2.33 In May 2015, the site was acquired by PATRIZIA Immobilien AG - a leading real-estate investment services provider managing approximately €15.5billion of assets across Europe.
- 2.34 PATRIZIA has taken control of First Street and will be able to leverage its financial strength and expertise to accelerate the delivery of the scheme. Ask Real Estate's expertise and knowledge of the scheme will be retained in their continuing role as development managers. Both PATRIZIA and Ask will continue to work in partnership with Manchester

# 3 Strategic Context

3.1 This updated Development Framework has been prepared to respond to changes in the economic climate since 2012 and to deliver development which meets the strategic policy and regeneration objectives of the Partners. This section considers the economic, planning policy and spatial context within which this update is being prepared.

## Economic Context

3.2 Manchester is a national engine of economic growth with a growing population now standing at nearly 515,000<sup>1</sup>, sitting at the heart of a conurbation of nearly 3 million people in the north of England.

3.3 The latest release of the Greater Manchester Forecasting Model (GMFM), prepared by Oxford Economics, was issued in January 2015. It confirmed that Greater Manchester is a vital component of the UK Economy: it is home to a population of 2.7 million people, provides 1.4 million jobs and makes an annual contribution of £54.7 billion GVA.

3.4 Manchester itself continues to account for a significant proportion of Greater Manchester jobs and GVA, with 27.7% (up from 26.6% in 2013) and 29.3% (up from 28.7% in 2013) respectively.

3.5 Manchester's economic success has historically been driven by its growing role as the leading professional and business service centre outside of London, global connectivity through Manchester International Airport and business and leisure visitors, with Manchester the third most visited city in the UK.

3.6 More recently the city, recognising the dynamics of global market changes, has invested heavily in new sectors of growth – advanced manufacturing, biotechnology and life sciences. Working closely with The University of Manchester, the city has created new opportunities for sustained future growth, including the development of a global network of alliances and partnerships throughout the world.

3.7 The March 2015 update to the New Economy Greater Manchester Key Facts highlights the key sectors of the Greater Manchester economy and their contribution towards the annual Greater Manchester GVA of £56 billion.

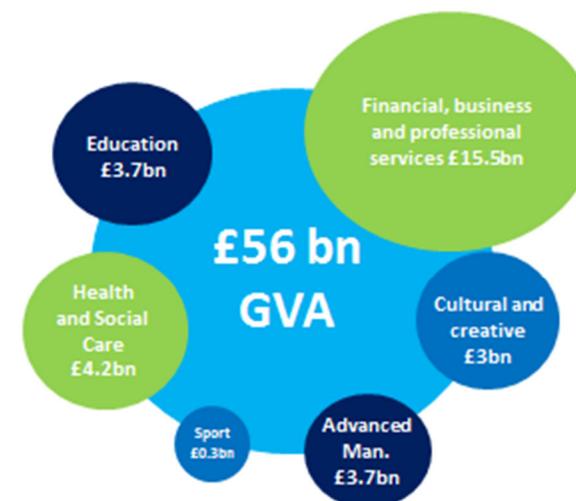


Figure 3.1: Greater Manchester Economic Outputs (Source: GM Key Facts, March 2015)

- **Financial, Business & Professional Services:** Outside of London, Greater Manchester is the UK's main centre for this sector, employing 324,000 people and generating £15.5 billion of GVA annually.

<sup>1</sup> Manchester Population is 514,400, Source: Greater Manchester Key Facts, March 2015 – ONS Census 2011.

- **Health & Social Care:** Employs 177,000 people generating annual GVA of £4.2 billion.
  - **Creative & Digital:** Greater Manchester has the UK's largest cultural & creative cluster outside London, employing 62,000 people and generating GVA of £3.0 billion each year. Key assets include MediaCityUK (home of the BBC & ITV) and The Sharp Project.
  - **Education:** Employing 116,000 people, and creating annual GVA of £3.7 billion. Greater Manchester is home to four universities; Manchester University, Manchester Metropolitan University, the University of Salford and the University of Bolton,
  - **Advanced Manufacturing:** Manufacturing as a whole employs nearly one-in-ten residents in Greater Manchester. Around 54,000 people are working in advanced manufacturing, which generates £3.7 billion of GVA every year.
  - **Sport:** Employing 17,000 people and generating annual GVA of £0.31 billion. As well as big clubs like Manchester United and Manchester City, the area is home to major sporting companies such as Adidas and Umbro and national organisations such as British Cycling.
- 3.8 The Visitor Economy is also of critical importance to the city and Greater Manchester. There are over one million international leisure visitors to Greater Manchester every year and Manchester is the UK's third most popular city for international visitors, after London and Edinburgh. The Lowry in Salford is the most visited attraction with 842,000 visitors per annum, followed by the Museum of Science and Industry, with 677,000 visitors. The tourism economy is worth £7 billion per annum to Greater Manchester. Conferences and business events generate £823 million annually for the Greater Manchester economy, supporting nearly 22,500 jobs.<sup>2</sup>

<sup>2</sup> Source: Greater Manchester Key Facts, March 2015

## **Economic Growth**

- 3.9 Manchester City Centre and the Regional Centre are drivers for the key economic growth sectors outlined above, principally because they are home to a critical concentration of key assets.
- 3.10 These include world class universities, a strong professional and financial services sector, hospitals, cultural, leisure and sporting attractions, strong transport accessibility and access to skilled labour.
- 3.11 The GMFM provides a summary outlook for Greater Manchester between 2014 and 2034 of growth in the order of:
- 128,000 more people.
  - 109,000 net new jobs.
  - £17 billion higher GVA.
- 3.12 The Regional Centre is expected to experience GVA growth greater than 3%, which compares favourably to the North West average of 2.53% and the UK average of 2.78%.
- 3.13 Manchester's GVA is forecast to grow by 2.8% per annum between 2014 and 2024, rising to over £72 billion<sup>3</sup>, in-line with the UK average.
- 3.14 Growth in the Region and the City Centre could be further bolstered by the One North and Northern Powerhouse initiatives. The One North proposition – led by the key northern cities of Manchester, Liverpool, Leeds, Newcastle and Sheffield, and published in July 2014 – sets out to create a coherent transport plan across the North that seeks to ensure that the North is a destination of choice for investors and dynamic counterweight to the London and South East economy.
- 3.1 In the 2014 Autumn Statement, the Coalition Government reiterated its commitment to help lay the foundations for a Northern Powerhouse to rival the economic strength of London. Manchester will have an elected Mayor by 2017, with responsibility for the £300m Greater Manchester

<sup>3</sup> Source: New Economy, Manchester Key Facts, March 2015

Housing Growth Fund, launched on 2 July 2015, devolved and consolidated transport and health budgets and strategic planning powers. A further £7 billion will be made available to build the Northern Powerhouse. The Government also published The Northern Powerhouse: One Agenda, One Economy, One North report in March 2015 outlining the transport strategy for the North, bringing together central and local government, the national transport agencies and Local Enterprise Partnerships behind a single joined up vision.

3.2 The key growth sectors are expected to be in the private sector, comprising information and communications technologies (ICT), professional services, administration, accommodation and food, and arts employment (providing 44,000 new jobs in Manchester and Salford – Figure 3.3).<sup>4</sup>

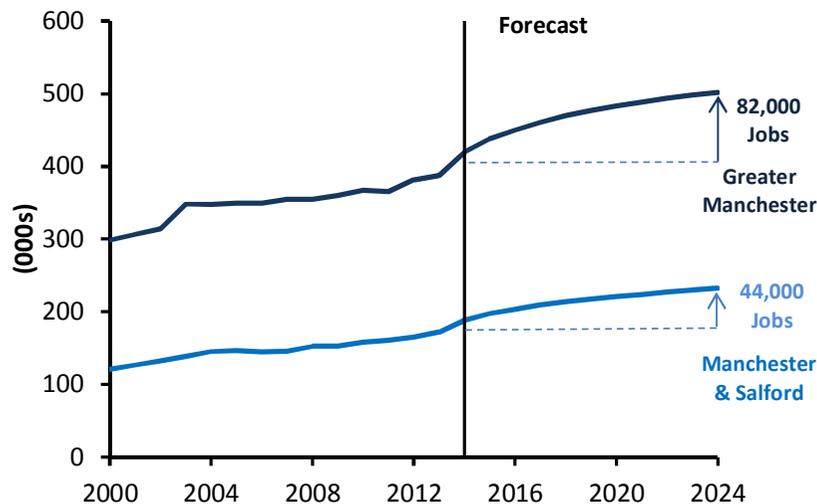


Figure 3.2: Key Business Services: ICT, Professional Services, Administration, Accommodation & Food, and Arts Employment. Source: Oxford Economics

3.3 Research undertaken by Deloitte Real Estate in June 2015 indicates that there is high occupational demand for high quality office accommodation, which has risen for the second successive year. 2014 saw the second highest level of take-up in Manchester City Centre on record, with approximately 1.33 million sq ft transacted, over 40% above the 10-year average. Strong transactional activity is expected to continue, with 2015 Q1 figures exceeding those recorded at the same time last year.

3.4 A third of office space transactions in 2014 were attributed to the financial and legal sectors, highlighting Manchester's ongoing strength in the professional services industry. Two of the largest transactions of 2014 were at First Street with Autotrader taking over 60,000 sq ft and Ford Credit Europe an additional 24,750 sq ft floorspace at Number One First Street.

3.5 Delivery of One St Peter's Square in late 2014 increased the availability of Grade A office space from a historic low of 150,000 sq ft; however availability still stands at only 250,000 sq ft, under half its peak in 2009. Low levels of supply combined with high levels of transaction activity during 2014 has produced demand for new space, with a number of significant space requirements known to exist in the marketplace.

3.6 First Street, supported by its mix of uses delivered to date including world class cultural facilities and public realm, and its positioning within The Corridor area of Manchester, is ideally placed to attract businesses within key growth sectors that will add significant value to the economic base of Manchester. This includes the Telecommunications, Media and Technology sector (TMT) including cultural and creative industries, and science and technology. This is in addition to opportunities within Manchester's already well established financial and professional services, particularly occupiers who are looking for value driven commercial accommodation with the accessibility and amenity of a city centre location that First Street can provide. Number One First Street is fully let demonstrating the success of its market positioning and the need for quality, flexible floorspace at a price-point which allows it to complement more traditional city centre commercial floorspace – adding an entirely different product to the mix of city centre accommodation.

## Commercial Floorspace Supply and Demand

<sup>4</sup> Source: Oxford Economics. Greater Manchester Forecasting Model, January 2015

3.7 Without investment in further floorspace, there is a real danger that occupiers will take up floorspace in other locations outside of the city centre and Greater Manchester. The opportunity will also be missed to accommodate more of the occupiers, such as Autotrader and Ford Credit Europe, who want to move into the city centre from other out-of-centre locations across the UK.

### Supporting Economic Growth

3.8 The Manchester Independent Economic Review (the most robust analysis ever undertaken of a city, led by global experts) recognised that continuing to attract and retain the knowledge workers and innovative entrepreneurs that will fuel economic growth within Manchester and the wider City Region it is a critical element within Greater Manchester's growth strategy.

3.9 Prospects for economic growth are closely tied to the ability to attract and retain the most talented individuals and, as such, it is critical to focus efforts on improving the marketing of the City Region's attractiveness as a location to live, study, work, invest and do business.

3.10 The Greater Manchester Strategy (which provides a joint working strategy between the Greater Manchester and local authorities for achieving sustainable economic growth) supports this principle, recognising the need to make Greater Manchester an investment destination of choice.

3.11 Creating high quality places is seen as critical to its success – neighbourhoods must be able to attract and retain the diverse labour market required to support GM's growth objectives.

3.12 It is clear the City Centre has an important role to play in this regard. The rise of the 'knowledge economy' has made the unique qualities of cities desirable again. As places of interaction and ideas, innovation naturally flourishes in cities, where like-minded people inspire each other and where aspiring entrepreneurs can easily find capital and workers.

3.13 This is equally as true for cities as a place to live and experience. City centre populations have increased more rapidly than the national average in recent years – a trend that is forecast to continue as young, affluent,

educated workers are increasingly congregating in urban neighbourhoods (see Figure 3.3).

City living is a reality: Increase in city centre populations, 2001-2011



Source: UK Census

N.B. Figures represent changes in the parliamentary constituency covering the city centre. London and Bristol had more significant city centre populations in 2001

Figure 3.3: Increase in city centre population, 2001-2011 (UK Census)

3.14 Manchester's population growth increased by nearly 18% (+77,700) between 2003 and 2013, which is more than double the UK average over the same period. This is a higher level than Greater London (14%) and Inner/Central London (17%) and reflects Manchester's transformation over the last 20 years into a vibrant European City. Indeed, Manchester is recognised as the fastest-growing metropolitan authority in England. This reflects the fact that Manchester is seen as a desirable place to live and that it is creating the economic opportunities to attract and retain people.

3.15 In terms of the age profile of this rapidly increasing population, it can be seen that Greater Manchester has a younger age profile than is found nationally, and this is most notable in Manchester where more than 50% of the population is under 30. The average age of Greater Manchester

residents is just under 38 – slightly below the average age of almost 40 across England and Wales. In Manchester, 26% of residents are under the age of 20.

3.16 Manchester has a higher than Greater Manchester average of working-age resident population (classified as 20-64): 65% compared to 58-60%. The largest population groups are in the age bands that are typically considered to fuel economic growth; the largest age band growth identified in the 2011 Census was in the 20-24 age band, which increased by 41,400 (25%). The 25-29 age band also witnessed a significant increase of just under 30,000. This sector of the population creates demand for new lifestyle choices that offer access to City Centre employment and amenities, transport networks, all in well-managed accommodation built for that purpose.

3.17 There are a number of driving factors behind the shift to increasing numbers of people living in city centres, including:

- **Quality of accommodation** - there are a growing number of options to live more centrally as residential property is developed in the heart of Manchester, for example former mill buildings and warehouses.
- **Proximity to a vibrant mix of cultural, sport, leisure and entertainment uses** – the cities are where people can find the activities, bars, restaurants and shops that suit their lifestyles.
- **Immigration and Globalisation** – the UK is increasingly host to international talent, which wants to locate in cosmopolitan cities.
- **Working practices** – the rise of flexible working, mobile and cloud computing and self-employment reinforces the need for central meeting points. This heralds the spread of a new relationship with the office, where some people mix and match their work time between desk, break out spaces, home and public shared spaces. There is also an increasing desire for people to live close to their place of work, reducing journey times and creating more flexible work-life arrangements.

- **Sustainability** – growing concerns around sustainability and the rising cost of car ownership are bolstering the trend for city centre living, which enables walking, cycling and public transport use. Transport times and related carbon emissions are reduced.
- **Reinvigoration of cities** – there is significant political will to reinvigorate cities and to bring footfall to city centres, with increasing focus on supporting the most dynamic, collaborative conurbations.
- **Transport improvements** – new tram lines and enhanced rail and bus services make city centres even more accessible; workers shift away from the car and towards public transport and cycling.

### ***Residential Supply and Demand***

3.18 Manchester is at the beginning of another surge of economic and population growth. Its population is expected to increase by 100,000 by 2030, and this together with well documented trends and changes in household formation will fuel an increase in demand for accommodation. An additional 60,000 new homes over the next twenty years (3,000 per annum) are expected to be required and need to be planned for.

3.19 Demand is a mixture of both first time buyers and professionals moving into the city, as well as an influx of people relocating or purchasing second homes. This has been in response to commercial draw of the city centre, driven by the diversification of the Manchester economy with an increasing focus on the creative, cultural and technological industries combined with the more established large companies and financial institutions.

3.20 Residential development activity in 2014 was at its highest level in five years; however, construction levels were still lower than the 2002-2012 annual average and significantly lower than the 2006 peak, when over 4,000 units were delivered.

### Manchester: residential development pipeline

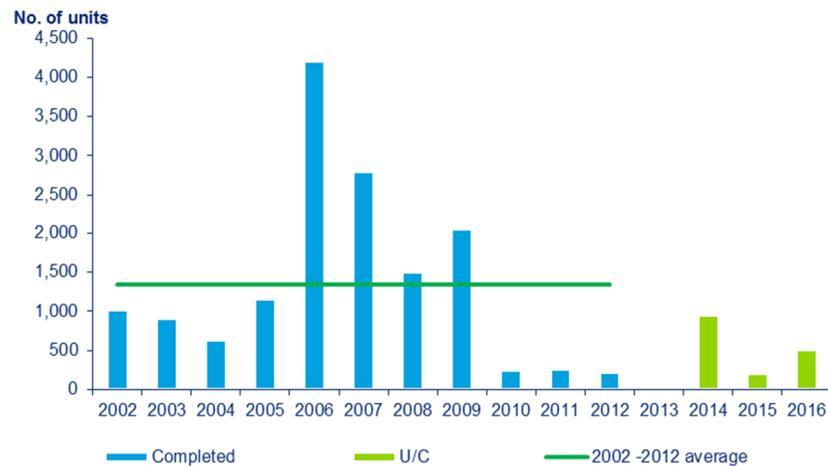


Figure 3.4: Manchester Residential Development Pipeline, Source, Deloitte Manchester Crane Survey 2014

- 3.21 This would suggest that there is further scope in the development pipeline for an increase in residential development activity moving towards housing supply targets in support of the city's economic growth trajectory.
- 3.22 The planned development pipeline provides an encouraging indicator of projected future growth. At the end of 2014, over 6,800 units were either subject to planning approval or live planning applications in the Manchester City Centre and Fringe and Salford Fringe areas.
- 3.23 Demand for rented accommodation has soared in recent years, especially in the City Centre. With first-time buyers struggling to secure mortgages many young people are, in practice, shut out of owner-occupation. Those who historically would have bought are entering (or remaining) in the private rented sector.
- 3.24 These supply and demand factors have led to strong annual increases in rental levels in recent years with significant growth points experienced around and just prior to the summer student intake.

- 3.25 The rental sector has already been boosted by the HCA's Build to Rent (BTR) initiative, for which Manchester was allocated funding for 2,329 of the 9,955 dwellings nationwide in the second round of funding; the highest of any city outwith London. The BTR market is therefore expected to remain resilient.
- 3.26 Private Rented Sector (PRS) is set to become increasingly important, reflecting the trend towards this type of tenure both in Manchester and nationally. It is a form of development that, if done well, can assist in both dealing with supply issues as well as raising the bar in terms of the problems around management, maintenance and lack of flexibility.
- 3.27 Given First Street's strategic location incorporating new cultural facilities, employment opportunities, adjacent to the Civic Quarter of Manchester and the residential community of Hulme, and within The Corridor, it is the natural place to play a significant role in satisfying this demand for new dwellings to support population and economic growth and is an attractive option for PRS investors.
- 3.28 A range of domestic and international investors have expressed an interest in First Street as a location to deliver new PRS products to the market. First Street's neighbourhood setting offers many of the ingredients sought in terms of location, scale, accessibility to public transport and employment, and access to a lifestyle that incorporates leading cultural and arts facilities. Importantly, the area also benefits from a natural link into the neighbouring educational institutions and is part of The Corridor, and is therefore attractive to the post-graduate and young professional market.
- 3.29 First Street provides an opportunity to deliver a flagship PRS scheme for Manchester city centre, setting the bar for future proposals to come to the market. In doing so, it can create the neighbourhood of choice where graduates, young professionals and workers want to live, retaining talent within the city and supporting its economic growth.

- 3.30 A high-quality, well-managed PRS product can also deliver significant benefits to the First Street neighbourhood, delivering flexible solutions to meet the neighbourhood's changing housing needs and aspirations.

## Strategic Policy Context

### Stronger Together: Greater Manchester Strategy (2013)

- 3.31 The Greater Manchester Strategy was originally prepared in 2009 as a response to the Manchester Independent Economic Review (MIER). It identified priorities to 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.
- 3.32 The Association of Greater Manchester Authorities (AGMA) approved an update entitled Stronger Together: Greater Manchester Strategy 2013-2020 (GMS 2013) in November 2013, which reviews and refreshes the strategic approach to growth in the Manchester City Region taking into account the current global, national and local economic challenges.
- 3.33 Despite the global recession, Greater Manchester's economy has been shown to be more robust and continues to generate £48 billion GVA, some 4% of the national economy. It remains, as originally identified in MIER, the UK city outside of 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.
- 3.34 GMS 2013-2020 sets out an approach to help Greater Manchester reach its full potential and succeed in becoming a net contributor to the national economy. Greater Manchester needs to:

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*“...anticipate the demand for flexible working space, advanced and low carbon technology, access to research and development, science and innovation to ensure that Greater Manchester is in a position to exploit its assets and meet the demands of the global economy.”*

- 3.35 In order to compete, Greater Manchester needs to:

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*“...develop a clear, spatial and sectoral understanding of occupier demand, both now and in the future, in relation to commercial, industrial and residential development. Our offer must be based on an understanding of the offer required and the creation of investment destinations that are responsive to market demand.”*

- 3.36 With the success of Number One First Street and First Street North – which has created a new destination for residents and workers within the city, together with domestic and international visitors – First Street is already making a significant contribution to Manchester's profile and competitiveness.
- 3.37 First Street is ideally located to address occupier demand in Manchester's growth sectors, creating a unique business location supported by a vibrant cultural sector and urban residential neighbourhood.
- 3.38 The opportunity now exists to build on that success and ensure that development of future phases of First Street are responsive to market demand whilst delivering the quality of development needed to ensure that it becomes the neighbourhood of choice envisaged, responding to the continued trend of a rise in City Centre living and flexible commercial floorspace.
- 3.39 Through supporting the continued regeneration of First Street, a number of GMS 2013 key growth priorities will be met, including:

GMS 2013 Growth Priorities	First Street
Reshaping our economy to meet new, global demands	✓
Revitalising our town centres	✓
Creating spaces and places that will nurture success	✓
Stimulating and reshaping our housing market	✓
Crafting a plan for growth and infrastructure	✓
Building our global brand	✓
Supporting business growth with a strong integrated offer	✓
Improving our international competitiveness	✓

### Manchester Core Strategy (2012)

- 3.40 The adopted Manchester Core Strategy sets out the City Council's Vision for Manchester to 2026, along with the planning policies that provide the framework for delivering that Vision. It was adopted on 12 July 2012, two weeks prior to the 2012 First Street Framework being endorsed.
- 3.41 It provides a spatial strategy for growth, which supports the key priorities as identified in the GMS 2013-2020, identifying that Manchester will be

the driver of the City Region economy due to the location of key assets in Manchester City Centre and the Regional Centre.

- 3.42 The vision is for a flourishing knowledge-based economy, based on the strength of the Regional Centre and Manchester Airport. Economic growth will continue to be driven by knowledge based industries including digital and creative sectors, financial and business services, biotechnology, engineering and environmental technologies.
- 3.43 Manchester will be 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.
- 3.44 As a unique neighbourhood of choice, First Street will contribute strongly to a wide range of Manchester's strategic policy objectives, including delivery of new housing to the City Centre, as part of a viable employment-led location which can positively respond to the identified economic growth sectors detailed above.

### Manchester Residential Growth Prospectus (2014)

- 3.45 The Manchester Residential Growth Prospectus (approved by the Council's Executive on 18 June 2013) has been developed with the aim of providing the development industry and other key stakeholders with a clear message regarding the City's ambitions for future housing growth.
- 3.46 The key message of the document is that Manchester is open for business in terms of housing development and that the Council is keen to work proactively with its partners to increase the pace of housing delivery.
- 3.47 Six principles inform the document:
- Building more new homes - with a growing population there is a need to provide high quality homes for sale and rent to meet future demand.

- Creating pathways to home ownership – the aim to deliver more homes with mortgage products people can afford to buy, enabling them to play a bigger role in the City’s economy.
- Developing a quality private rented sector (PRS) – good quality, well managed accommodation to rent makes an important contribution to the city’s housing – accounting for over half of all economically active households in the city centre and fringe.
- Bringing empty homes back into use – while housing is in short supply homes cannot stay empty.
- Ensuring that the Council’s planning framework and policies provide the appropriate support for residential growth.
- Developing a strong sense of place and high quality neighbourhoods – sustainable neighbourhoods require much more than new housing development.

3.48 The 2015 First Street Development Framework aims to guide development to directly contribute to the objectives set out in the Prospectus.

## Spatial Context

3.49 The area immediately around First Street has seen significant development activity since the 2012 Framework was endorsed:

**Cambridge Street:** Renaker is currently on-site developing 282 residential apartments within a 28-storey and 21-storey development on the eastern side of Cambridge Street, adjacent to Macintosh Mills. Works commenced in October 2014 and are scheduled for completion in 2016. The development will regenerate this key vacant site and facilitate a new linkage between Oxford Road Station and First Street, helping to deliver the concept of the creative ribbon through this part of the neighbourhood.

**Axis, Albion Street:** Planning permission was granted in November 2014 for a 27-storey tower accommodating 123 apartments for open market sale adjacent to Deansgate/Castlefield Metrolink station and Deansgate Locks.

The development will add to the residential population of the area, directly north of First Street. Construction is expected to commence in 2015.

**Whitworth Street West:** Plans are emerging for further residential development along the Whitworth Street West corridor. Interspersed with cultural uses along Whitworth Street West, development will drive footfall through the area and drive demand for ancillary uses in the area.

3.50 Transport infrastructure within Manchester city centre has also been subject to significant improvements, which will not only dramatically improve accessibility to the City Centre and to First Street, but also generate complementary regeneration benefits:

**Victoria Rail Station:** Manchester’s second principal rail and Metrolink Station is undergoing a £44 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.

**HS2:** In January 2013, the UK Government announced its commitment to Phase 2 of High Speed Rail 2 (HS2). The delivery of HS2 by 2033 is expected to provide a huge economic boost to the cities of the North of England. The proposals for HS2 stations at Manchester Piccadilly and Manchester Airport provide major opportunities for stimulating economic growth and regeneration in the surrounding areas.

**Oxford Road:** Transport for Greater Manchester (TfGM) announced plans in November 2014 to introduce a bus priority corridor along Oxford Road, together with Dutch-style cycle lanes.

**Oxford Road Station:** has been identified as a key redevelopment, regeneration and transport opportunity within The Corridor and surrounding area including First Street. The City Council is working in partnership with Network Rail to explore the potential for redevelopment of and around the station, in order to take advantage of the opportunities brought about by the Northern Hub works and the vacation of the Cornerhouse buildings by GMAC in spring 2015. Redevelopment will

improve connectivity to the area, including the potential for new links to First Street, and act as a catalyst for the wider regeneration of the city centre. The Council and Network Rail are currently considering tenders for project teams to take the development forward.

**Metrolink:** planned extensions to the network were completed in mid-2014, with new lines linking the City Centre to Manchester Airport, Ashton under Lyne, Oldham, Rochdale and East Didsbury. Once refurbishment is complete the Airport line will terminate at Deansgate/Castlefield Metrolink Station adjacent to First Street. The Second City Crossing is also scheduled to open in 2017 and will greatly increase capacity across the city centre network as well as bringing significant improvements to Deansgate Castlefield station. A further extension to Trafford Park is now planned.

### ***Manchester Place***

- 3.51 Manchester Place is a partnership and strengthened alliance between Manchester City Council and the Homes and Communities Agency, which has been established to help provide a major stimulus to residential development in the City.
- 3.52 The Manchester Place partnership will create a pipeline of development-ready sites to help the City meet its ambitious new homes target as set out in the adopted Core Strategy and draft Residential Growth Prospectus.
- 3.53 It will work with investors, developers and others who wish to support high quality housing across the City to ensure there are sufficient opportunities.
- 3.54 Key tasks for Manchester Place include working with landowners to get sites ready for development, assembling land where necessary, and using the land resources and market intelligence of the partners to produce a coordinated response to government initiatives encouraging house-building.

## **Complementing City Centre Regeneration**

- 3.55 The regeneration of the First Street area has been an ambition of the Council for over 10 years, and subject to Development Frameworks to deliver that vision since 2005. Since endorsement of the 2011 Framework, which introduced the concept of creating a new neighbourhood of choice to this area of the city centre, real progress has been made in delivering meaningful regeneration of the area. We are now seeing the realisation of the vision refined in the 2012 Framework; First Street North has created a new cultural hub and a new destination within Manchester City Centre, drawing people to the area.
- 3.56 Number One First Street is fully let and demonstrates the success of its market positioning and the continued need for quality, flexible floorspace at a price-point which allows it to complement more traditional city centre commercial office floorspace.
- 3.57 The opportunity now exists to build on this success and deliver a truly outstanding flagship urban neighbourhood for Manchester City Centre.

# 4 Development Areas

- 4.1 The 2012 Framework identified four Development Areas: three well defined zones within the “core” First Street area – First Street North, Central and South – and a more loosely defined Creative Ribbon linking Oxford Road to the east and Little Peter Street to the west. The Framework outlined the key role and function of each of these areas, appropriate development activity and a set of urban design criteria providing a framework for future proposals. Delivery milestones for each area were also identified.
- 4.2 This updated Framework maintains the same approach to the adopted document, providing an update on progress to-date in each area and explaining where proposals have evolved and changes to the previous Framework are appropriate.

## First Street North

- 4.3 First Street North comprises the northern part of the First Street site; bounded by Whitworth Street West to the north, Medlock Street to the west, Cambridge Street to the east and First Street Central to the south.



**Figure 4.1: First Street North within Wider First Street Masterplan Context**

- 4.4 The 2012 Framework envisaged that this would form a new cultural hub for the First Street neighbourhood, the city and the region. First Street North recently completed, and officially opened in May 2015, realising this ambition. It is widely recognised, and has been reported locally and nationally, as a tremendous success,
- 4.5 Underpinning the vision for the area is the development of HOME, the £25 million cultural facility that accommodates Greater Manchester Arts Centre (GMAC), the merged Cornerhouse and Library Theatre Company. HOME incorporates two theatres, large-scale rehearsal space, 5 art cinemas, 5,282 sq ft gallery space and high quality café and bar.



Figure 4.2: HOME – Opened May 2015

4.6 HOME forms the centre-piece of this cultural hub, complemented by a range of complementary uses comprising:

- **Vita** completed in September 2014, bringing a new standard of wholly self-contained, high-quality student accommodation to Manchester. All 274 studios were fully let on completion and the development is now occupied.
- **Melia Inside Hotel** to the west of HOME is the first Melia Hotel in the UK outside of London, bringing 208 4-star hotel rooms to the city together with restaurant, bar and conference facilities, accommodated within an impressive 11-storey building.
- **Amenity “retail” space** within a dedicated pavilion building and within a glazed extension to the Number One building, providing space for independent and national retailers and food and drink operators. Sainsburys recently opened in the pavillion and Pizza Express will shortly join them in the Number One extension. A number of

independent leisure and retail operators will be announced over the coming months.

- These developments are served by a new **700-space Q-Park** multi-storey car park clad in an impressive gold façade. The car park also opened in May 2015.



Figure 4.3: First Street North Under Construction, October 2014

- 4.7 These buildings are set around Tony Wilson Place, an impressive new public space created in front of HOME, providing a stage for outdoor performances, open air screenings and a range of events and activities which will bring a new vitality to First Street.
- 4.8 Together these developments have brought visitors to the area, creating a true 24-hour cultural neighbourhood and new offer to the city centre, delivering on the vision set out in the 2012 Development Framework and demonstrating the success of the key principles set out in that in delivering real regeneration to this area of the city.

## First Street Central

- 4.9 First Street Central comprises the central east-west core of the First Street area, immediately south of First Street North and bounded, in 2012, by Medlock Street to the west and Cambridge Street to the east.



Figure 4.4: First Street Central Within Wider First Street Masterplan Context

- 4.10 Following detailed consultations between the Council and key stakeholders, a number of development opportunity sites to the west of Medlock Street, comprising the Little Peter Street car park, the Premier Inn hotel and the City Road West office development between these two sites, have been incorporated into the First Street Framework.
- 4.11 This represents an exciting opportunity to extend the First Street commercial offer and will secure redevelopment of these long-standing opportunity sites as part of an integrated city centre district. The new plots will provide capacity to increase the commercial floorspace for First Street by circa. 112,380sq. m highlighting the significance of the opportunity they present. Their inclusion will maximise development along a key street frontage and approach into Manchester City Centre

from the south, including from the Airport. The proposals will remove of gap sites including the Little Peter Street car park.

- 4.12 The uplift in economic conditions and increased investor confidence also allows for the delivery of higher density development; whereas the 2012 Framework envisaged buildings between 6 and 8 storeys in height, development of between 7 and 11 storeys is now considered sustainable and deliverable, whilst maintaining the focus on public realm and landscaping of the very highest quality which is so central to the First Street offer.
- 4.13 The 2012 Development Framework proposed First Street Central as a new office destination targeted at a range of commercial occupiers, particularly those seeking the benefits of a central and highly accessible city centre location, but crucially competitively priced, to distinguish the accommodation from other locations in the city centre.
- 4.14 The first phase of development in First Street Central, Number One First Street, was completed in March 2009. It provides 180,000 sq ft of flexible modern floorspace sandwiched between two significant areas of public realm; Tony Wilson Place to the north and James Grigor Square to the south.
- 4.15 Number One First Street is now fully let. The major national occupiers secured demonstrate the success of the First Street concept and price-point; Autotrader, Ford Credit Europe and Jacobs Engineering Group are all new occupiers to the city centre and represent true inward investment to the city, which would not have been secured without First Street's unique offer.



Figure 4.5: Number One First Street

### Key Role and Function of First Street Central

- 4.16 The key principles underpinning the 2012 Framework are carried forward to ensure that the distinguishing characteristics of First Street Central are retained and the success to-date built upon.
- 4.17 This business location will appeal to a wide range of commercial occupiers, particularly those seeking the benefits of central and highly accessible city centre location but without the specific needs of the high value corporate professional and financial services sector.
- 4.18 First Street's enormous locational and accessibility advantages (particularly in terms of public transport provision) over competing "out of town" office locations combined with its "smart" affordable office product will attract genuine inward investors to the city centre in growth sectors such as Information and Communications Technology (ICT), healthcare,

R&D industries, technical advisory businesses as well as small and medium sized blue chip private sector firms.

- 4.19 Building types and sizes will, as far as possible, deliver a product which is flexible, with low capital costs and low operational costs for occupiers. Buildings will be of exemplar sustainability status offering occupiers an outstanding working environment at competitive rents together with life cycle operational costs at a significant discount to traditional air conditioned offices.

### Appropriate Development Activity

- 4.20 Fundamental to the success of First Street Central as a business destination will be the delivery of robust, flexible and generously proportioned commercial office buildings that are capable of occupation by a single end user or multiple tenancy arrangements. These buildings should be aimed specifically at price sensitive occupiers including those in the health, education, creative industries, ICT and service sectors. Contact centre operators, for example, should be encouraged to locate in this environment as opposed to out of town business park locations.
- 4.21 Large floorplates that are capable of being efficiently split into much smaller spaces are the most economical way to achieve this flexibility. First Street Central, owing to its scale and regular geographical layout, provides an opportune city centre environment within which to deliver such buildings. To be efficient and competitively priced the office buildings would comprise floorplates of between 22,000 and 26,000 sq ft, capable of sub division, or potentially connection, to accommodate the needs of very large occupiers.
- 4.22 The 2012 Framework identified capacity for up to 1 million sq ft gross of office accommodation located within seven definable "city blocks". It is now clear that a far greater quantum of floorspace can be accommodated within the First Street area, demonstrated by the success of Number One First Street, the ongoing upturn in the economy and projected demand for office floorspace within the city centre. In addition, floorspace capacity is increased by inclusion of the sites to the west of Medlock Street including

the Little Peter Street car park, the site of the City Road West office complex and the Premier Inn hotel.

- 4.23 Consequently, this framework masterplan envisages around 2.2 million sq ft of commercial office floorspace within First Street Central; a quantum that will ensure that First Street becomes a strategic employment zone within the City Centre and is able to satisfy demand for its unique commercial offer, complementing the traditional central office district.

## Urban Design Criteria and Framework

- 4.24 Fletcher Priest Architects has evolved the masterplan originally prepared in partnership with Townshend Landscape architects, to provide an updated land use framework for the area that incorporates the sites to the west of Medlock Street.
- 4.25 The critical urban design criteria which underpin the land use framework, and which should be considered as material considerations in the determination of all planning applications are:
- The need to deliver robust low capital cost commercial office buildings that are flexible in nature, capable of easy sub division/expansion, with generous floorplates.
  - Delivery of contemporary well designed medium height buildings (7-11 storeys) which are naturally ventilated and where car parking provision is by way of shared use of on-site multi-storey options rather than bespoke, and expensive, basement car park solutions.
  - The encouragement of active ground floors where possible for all buildings, with an emphasis on strong north/south and east/west pedestrian links with First Street, Medlock Street and Wilmott Street in particular.
  - Attention to maximising sun path activity and noise mitigation measures in all individual building design.
  - A commitment to the highest sustainability (BREEAM) standards through innovative building design promoting low energy use and low operational costs to occupiers.

- The promotion of interaction within and between buildings through effective use of roof terraces and shared ground floor foyers where practical.
- Appropriate façade treatments, particularly in respect of the key “Medlock gateway” frontage, which recognise the prominence and landmark status of the site in the context of an arrival point to the city centre.

- 4.26 First Street Central has the capacity and flexibility to respond positively to the operational needs of occupiers looking for innovative and inexpensive city centre office space. The existing Number One office building has already established the area as a credible business location. The completion of the cultural hub at First Street North will help make this area a location of choice for commercial occupiers. It is critical that these early successes are built upon and the critical mass of commercial occupiers secured to ensure that this employment area can thrive.
- 4.27 Delivery of the scale and type of buildings set out above will be critical to the creation of substantial employment opportunities at First Street and therefore to the long term success of the wider neighbourhood. The stakeholders are committed to the ongoing establishment of First Street Central as a dynamic new city centre business address which forms the “commercial heart” of First Street and provides vital employment.

## Delivery Milestones

- 4.28 Ask Real Estate Limited is in advanced discussions to agree a pre-let with a major international organisation to take approximately 50,000 sq ft of floorspace at Number Six First Street.
- 4.29 A planning application for this building, which will be circa 235,000 sq ft in size overall, was granted planning July 2015, with construction scheduled to commence in October 2015 and completion in early 2017.
- 4.30 This will mark a true milestone in the realisation of the First Street Central concept – the new build element to be delivered with a significant pre-let secured.

4.31 Other major organisations have also expressed an interest in locating at First Street Central.

## First Street South

4.32 First Street South (FSS) has seen the biggest shift in focus from the 2012 Framework and subsequent development proposals, reflecting the changing economic and strategic focus outlined in Section 2 of this document.

4.33 The 2012 Framework envisaged an integrated anchor destination at the southern end of the site, an intervention carried forward from the 2010 Framework.

4.34 In order to create a critical mass of activity at First Street, it was deemed necessary for development at First Street South to be significant in scale, mixed in nature and sufficiently appealing to entice visitors into this area of the site. To achieve this, a number of uses were to be incorporated including food and local amenity retail, hotel/restaurant facilities, student accommodation, and car parking – creating an “integrated anchor destination”.

4.35 The proposals to emerge from the 2012 Framework comprised the development of a total of almost 500,000 sq ft floorspace, accommodated within a single mixed-use, multi-layered structure. The proposals accommodated a 70,000 sq ft foodstore, over 350 student bedspaces and a 120-bed hotel, together with ancillary car parking and retail space. An application for planning permission was submitted in June 2012 but remains undetermined.

4.36 The changing economic context in the UK and locally within Manchester has led to a refresh of the First Street South opportunity, which is now considered to be a prime opportunity for significant new residential accommodation. Whilst a foodstore of the scale envisaged in the 2012 Framework is no longer shown on the indicative masterplan proposals, it remains possible that such a use could form part of the First Street delivery plan. Such an opportunity would however be driven by market opportunity and will therefore be kept under review.

4.37 What is now recognised as an unmissable opportunity is the chance to respond to the significant growth in demand for residential accommodation, which has created a significant shortfall in supply which threatens to constrain the city centre’s economic growth. This has been coupled with renewed investor interest in residential development, including the emergence of PRS as a new investment vehicle for investors who would traditionally invest in commercial development.

4.38 The provision of a quality residential offer at First Street would enhance and reinforce the wider neighbourhood and provide a striking platform for investment across that neighbourhood – providing footfall and spending power to support the leisure and cultural uses elsewhere in First Street.

4.39 A shift of focus towards residential-led development at First Street South is complemented by the incorporation of the development sites fronting onto Cambridge Street, to the north and south of Macintosh Mills (Store 23A Macintosh Mills and the former Salvation Army site). By including these sites as part of a comprehensive and integrated residential-led proposal, First Street seamlessly weaves in to the surrounding urban fabric, reinforcing the existing and emerging residential community along Cambridge Street and creating a critical mass residential community that can generate support for, as well as benefit from, the cultural, leisure and retail facilities throughout the area.

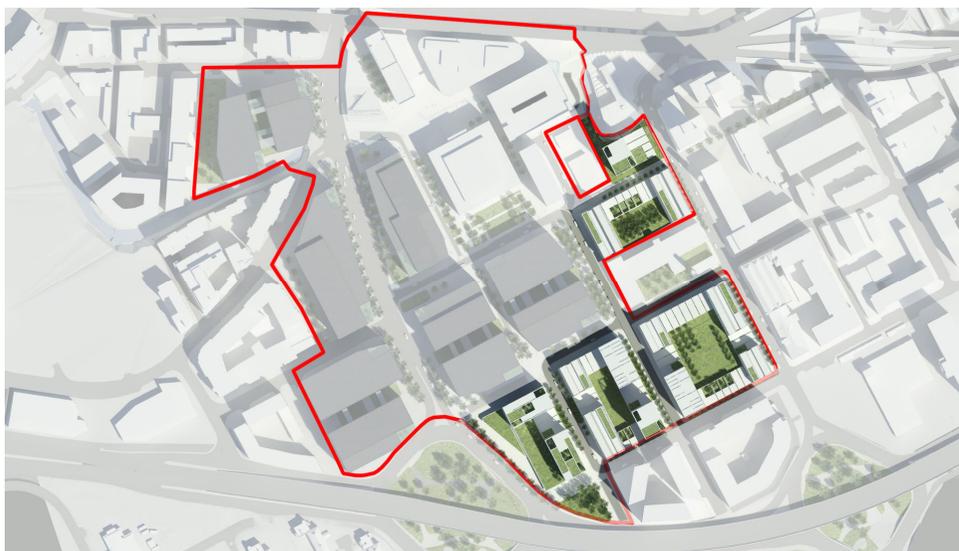


Figure 4.6: First Street South within Wider First Street Masterplan Context

## Key Role and Function of First Street South

- 4.40 With this objective in mind, Fletcher Priest Architects has prepared an updated land use framework for the area comprising a mix of low, medium and high rise housing set within a reinstated traditional grid pattern. Inclusion of the Cambridge Street sites, to the north and south of Macintosh Mills will connect First Street South directly to the Creative Ribbon and provide a more organic, fluid sense to the development zones across the neighbourhood. This will allow the residential area to integrate with the commercial, cultural and creative areas both within and surrounding First Street.
- 4.41 This is an opportunity to deliver a truly outstanding residential area, a neighbourhood of choice, which is distinctive and attracts the best talent who want to live in a vibrant urban environment with access to the cultural and employment opportunities offered by First Street and its surrounding areas, including The Corridor.
- 4.42 Extensive high-quality public realm and landscaping will run through the entire development; delivering the sense-of-place that underpins the whole

First Street development and also providing the optimum conditions for delivery of a bespoke, high quality PRS scheme.

- 4.43 Active frontages, particularly at the southern end of First Street itself and the eastern end of River Street, where viable will provide a mix of independent, niche and national retailers, cafes, coffee shops and restaurants to create a true sense of neighbourhood and community.
- 4.44 New and enhanced connections will be created through the area. First Street will be extended to create a new north-south connection. Similarly, a well-defined residential streetscape will be introduced along the length of Cambridge Street – something which is currently lacking, particularly as one travels south towards the Mancunian Way. This will encourage people to use this route and importantly re-integrate Hulme with the City Centre. Further north-south linkages will be created along Wilmott Street, linking the residential area directly into the heart of First Street North and its cultural and recreation facilities.
- 4.45 East-west linkages will also be created along Hulme Street and Chester Street, integrating the area with other residential areas to the east and critically connecting into The Corridor.

## Appropriate Development Activity

- Development in First Street South should comprise a mixture of low, medium and high rise residential accommodation comprising a suitable mix of townhouses and apartments of different sizes. The individual phase/s of development should be brought forward in a manner which directly responds to market demand. Individual phases may therefore provide a mixture of apartments and townhouses, or one or the other.
- A critical mass of dwellings will be required to create a true urban neighbourhood, and to meet planning policy requirements for higher density development to be located in the city centre; however, density should not be delivered at the expense of public realm and open space of a sufficient scale and quality to satisfy the requirements of the First Street offer.

- Car parking should be provided at levels reflecting the site's excellent accessibility by a variety of modes of transport, particularly public transport.
- Active frontages should be provided along key street frontages where viable, providing flexible space than can be marketed at a range of independent and national retailers and ancillary food and drink occupiers.
- Development will be residential-led, providing an appropriate mix of houses and apartment types and sizes to ensure that a vibrant, stable community can be delivered.
- Development should form distinct residential blocks, reinstating the original grid settlement pattern of the area and creating legible routes through the site from north-south and east-west linking First Street to surrounding areas.
- Development along Cambridge Street and adjacent to Macintosh Mills must take its cue from the existing heritage assets in this area, conserving and enhancing the special characteristics and history of the area.
- Buildings should form a clearly defined street wall, with residential uses brought down to ground level and with non active uses (such as car park entrances and refuse stores) being minimised. Private and communal residential entrances should be used to provide activity, animation and passive surveillance to street edges as much as possible, consistent with the mixture of dwelling sizes and typologies within the area.
- Streets within First Street South should be treated as familiar environments that support a mixture of pedestrian, cycle and vehicle through movement. Measures should be taken to carefully manage the degree of vehicle access to minimise negative impacts on residents and visitors.
- First Street South should be characterised by generous street landscaping, including linear tree planting and robust high-quality hard surface materials for pavements and carriageways.
- Large scale tree planting should help provide a landscaped buffer to the highway edges of First Street South to the west and south.
- Clearly defined landscaped public open space should be provided to create informal recreational amenity for residents in locations that can be used without disturbing the residential amenity of immediate neighbours.
- The interface between residential buildings and the streets should be carefully designed to provide suitable ground floor privacy zones for residents together with clearly defined communal and private residential entrances.
- All units within First Street South should be provided with appropriate levels of private and communal amenity space, potentially including gardens, courtyards, balconies or terraces. Communal amenity space should be secure and only accessible by residents of the building or plot in which it is located. Courtyards and gardens may be located on an elevated level above communal parking structures.
- First Street South should be predominantly residential in nature, but may be supported with other ancillary uses, including local shops, restaurants and social infrastructure as deemed necessary and viable.

## Urban Design Criteria and Framework

4.46 The critical urban design criteria which underpin the land use framework, and which should be considered as material considerations in the determination of all planning applications are:

- First Street South should form a coherent urban district that responds to and reinforces the existing character and pattern of development in the area, as well as the emerging character and quality being generated within the wider First Street site.
- The structure of First Street South should consist of linear gridded streets that deliver a continuation of the historic patterns of development to the east and north, and which help encourage through movement to the west and south, overcoming severance created by the scale and dominance of highway infrastructure.

The typology of residential development may include apartments, houses, maisonettes and duplexes. Where possible, dwelling types should be located within buildings to support active ground floor conditions. If other ancillary uses are provided, these should be located in positions where anticipated footfall and microclimatic orientation are most likely to encourage success. The typology of built form may include perimeter courtyard blocks, linear buildings, freestanding taller buildings and town houses. These typologies may be combined to create hybrids that respond to site specific conditions.

- First Street South will consist of a mixture of lower, medium and taller buildings. The distribution of height will respond to the need for good levels of sunlight and daylight to dwellings, amenity spaces and public open spaces, as well as the opportunities to create strategic views to and from particular buildings. The massing of buildings within First Street South should be varied to provide visual interest to streets and to the skyline of the development as a whole. Breaks and gaps in elevations should be created to allow glimpsed views between streets and private courtyard landscaping.
- Car parking may be provided on street, on plot, or in undercroft structures. Where undercrofts are provided, careful treatment of the edges will be needed to minimise negative impacts on the street edges. On-plot provision will also be needed for secure covered cycle parking, and for refuse storage.
- Buildings in First Street South should use a range of materials that are complementary to the surrounding existing areas as well as the emerging context elsewhere within the wider First Street development. These may include the use of brick and other robust self-finished materials.

## Delivery Milestones

- 4.47 It is envisaged that a first phase of development would be designed and planning permission secured during 2015 / early 2016 to allow a start on site during 2016 and delivery within the next two years.

## Creative Ribbon

- 4.48 The area from Oxford Road along Whitworth Street West and through the First Street North site to Knott Mill and Castlefield provides a rich and diverse cultural and creative offer, from large cultural attractions (e.g. the Palace Theatre) to a range of smaller independent businesses. The completion of First Street North provides the cultural hub that will anchor this quarter.
- 4.49 This area is regarded by the stakeholders as critical in providing an east-west connection from First Street through to Oxford Road Station at one end and Knott Mill/Castlefield at the other, to fully integrate the neighbourhood into the wider city centre. This east-west connection is starting to be realised via CS Developments' apartment scheme on Cambridge Street which for the first time since the First Street concept was conceived, will facilitate a connection through this site from the east. This will provide crucial connectivity through and within the area, and help to integrate the First Street neighbourhood into the surrounding area.
- 4.50 The Creative Ribbon has the potential to be a vibrant and diverse area, attracting people into the area with improved access, walkways, animation and open space as well as new cultural and entertainment facilities.

## Key Role and Function of First Street Creative Ribbon

- 4.51 The First Street redevelopment provides a unique opportunity to build on the existing cluster of cultural and creative businesses and facilities and the new cultural hub to further grow the creative business sector and establish First Street as a new distinctive creative and cultural district of the city centre.
- 4.52 Its location on the fringe of the City Centre means that there is potential for commercial space to be provided at more affordable rents and on more flexible terms in many other parts of the centre, encouraging emerging and expanding cultural and creative businesses. The area contains a number of important undeveloped sites that could offer the

opportunity to house semi-permanent and temporary (pop-up) type space which would add to the creative mix and diversity.

### **Appropriate Development Activity**

- 4.53 Activity would focus on refurbishment, new build and semi-permanent spaces. Crucial to the success of the area will be better connectivity, the opening up of new routes and more public spaces.
- 4.54 Three key components have been identified as providing the greatest opportunity to maximise the creative potential within the area. At this stage, each of these proposals are potential options to be further explored and will be subject to demand and market testing which could present different opportunities for the sites.

### ***Oxford Road Station and Existing Cornerhouse Site***

- 4.55 In August 2014, Manchester City Council and Network Rail issued an Invitation to Tender for an investment/development partner to redevelop Oxford Road railway station, the former Cornerhouse buildings and surrounding land to create an enhanced railway station and new mixed use development, together with new areas of public realm and improved pedestrian linkages. Critical to the plans will be reorienting the station.
- 4.56 Development will reorient the station to address Whitworth Street West, creating new visual and physical connections to the First Street site. CS Developments' apartment scheme will create a continuation of that connection, drawing pedestrians towards First Street. Plans for Cambridge Street/River Street (below) will continue this east-west connection, creating a new legible route from the station directly to the cultural hub at First Street North.

### ***Cambridge Street/River Street***

- 4.57 This area has the greatest potential to support new activity along the creative spine, given its scale and the opportunity to create better linkages from Oxford Road Station and Whitworth Street West.

- 4.58 The vision for this area is to provide a cluster of small creative businesses, potentially using temporary/semi- permanent structures. The use of the temporary structures or 'cabins' would provide low cost accommodation that would drive demand and accelerate activity, and provide the catalyst to develop the creative cluster, which would enable the flexible re-use of the cabins around the First Street site as development continues.
- 4.59 Many of the artists, workshops and studios formerly housed in the Hotspur Press building have now relocated to a facility at 95 Greengate in Salford. Hotspur Press is therefore now subject to developer interest for potential residential development that could retain some of the existing Hotspur Press buildings. This should be explored with consideration for the development compatibility with the surrounding creative uses, linkages to First Street South and the creation of a new east-west linkage between Oxford Road station and First Street North.

### ***Whitworth Street West***

- 4.60 Whitworth Street West runs through the heart of the Creative Ribbon and will be critical to providing overall connectivity, permeability and sense of place. New public realm will be provided along the street to create a consistent character.
- 4.61 The railway arches have been opened up to include a stage entrance for HOME, together with a meeting room and multi-media education and training facility, and for use by independent businesses. This has animated the arches, particularly along the section bordering First Street North and Cambridge Street/River Street areas, attracting people into the site, generating new activity and strengthening flows into the area.
- 4.62 The opening up and reuse of the railway arches will strengthen connectivity and improve permeability through the First Street neighbourhood, together with enhancing the cultural identity of the area, and providing the catalyst for developing associated cultural assets.

4.63 This area will be a key link to First Street and its legibility as an area of cultural activity will be crucial to driving pedestrian footfalls and flows through to First Street itself.

## Delivery Milestones

4.64 Works as part of the Northern Hub plans at Oxford Road Station, in widening and lengthening the platforms, may generate some short term uncertainty for the Creative Ribbon at its eastern most length. However, the long term benefits of these works for this area, and First Street in general, are significant and to be welcomed.

4.65 Work on the Northern Hub scheme will widen the viaduct along Whitworth Street West. This will create opportunities between Oxford Road Station and Medlock Street for new retail and business activity post 2019 when works are due to complete.

4.66 The railway arches numbers 77. 76. 75. 74 and 73 are to be redeveloped post 2019 when the Northern Hub works are completed. Network Rail will refurbish arches 77 and 76 for commercial use and HOME will create a new Stage Door entrance and educational facilities in arches 75, 74 and 73.

4.67 In the short term, completion of Renaker's residential scheme on Cambridge Street will deliver part of the 'missing link' connection between Oxford Road Station and First Street. This will improve footfall and help to stimulate interest in investment in the Creative Ribbon from those who can see the benefit in being exceptionally well connected to the Oxford Road and in close proximity to the existing and emerging creative and cultural hub at Knott Mill and First Street North.

# 5 General Development Principles

## Public Realm, Accessibility, Movement and Circulation

- 5.1 A critical ambition of the 2010 and 2012 Frameworks for First Street was the delivery of high quality, co-ordinated public realm spaces, linkages and connections to support improved accessibility to, and through, the First Street neighbourhood for pedestrians, cyclists, public transport and road borne vehicles. It highlighted the importance of the public realm and connectivity to and across the area to creating a sense of place for the neighbourhood.
- 5.2 Whilst recognising the importance of the car the Framework reflected the fact that the First Street neighbourhood was an integral part of the city centre and as such it is not an environment that should be dominated by the car. Accordingly the Framework sought to promote a realistic approach to vehicular management and integration and attempted to mitigate the potential negative impacts of the car.
- 5.3 It promoted that pedestrian and cycle activity should take priority over vehicular activity wherever possible with traffic calming measures introduced as necessary to ensure that pedestrian and vehicular conflicts do not arise.



Figure 5.1: First Street

- 5.4 These principles remain at the core of the First Street proposals. The updated masterplan prepared by Fletcher Priest Architects reinforces these principles, particularly through the revised proposals for First Street South: previously proposed was a large single urban block incorporating an integrated anchor unit; now traditional street blocks, reinstating the original street grid are proposed between pedestrian-scale residential developments.
- 5.5 The incorporation of the development sites to the north and south of Macintosh Mills also presents an opportunity to re-create a traditional streetscape along Cambridge Street, which is currently lacking via the surface level car parking that lines Cambridge Street by the former Salvation Army site. This will enhance this important north-south connection between Hulme and the city centre.
- 5.6 First Street, Medlock Street, Wilmott Street and Cambridge Street form the principle north-south connections within the neighbourhood, with the

former being extended to link directly into Hulme as part of the revised First Street South proposals. Whitworth Street West, Hulme Street, Chester Street and River Street are the primary east-west connections.

- 5.7 An exciting opportunity has emerged, along the line of Wilmott Street to create a safe, desirable and powerful pedestrian/cycle route from the residential community of Hulme, under the Mancunian Way through First Street to the heart of First Street North and the city centre beyond.
- 5.8 The River Street connection is vital in reinstating important links with the Oxford Road Corridor and the growth opportunities it presents.



Figure 5.2: Pedestrian Routes and Connections

- 5.9 The primary vehicular entrances to First Street are off Medlock Street and Cambridge Street. These access points are connected by Chester Street, Hulme Street, River Street and Wilmott Street, forming a robust primary circulation system within the area.
- 5.10 It will be crucial that First Street is fully integrated with the wider city centre transport strategy, including exploring the introduction of metro shuttle facilities and adequate provision for taxis.

- 5.11 The metroshuttle bus in particular offers a high quality public transport service capable of effectively connecting the First Street neighbourhood with the rest of the city centre's primary public transport network.



Figure 5.3: Vehicular Access and Circulation

## Urban Design and Architecture

- 5.12 As with previous Frameworks, whilst a strong urban design vision for First Street is established, and in particular the three distinct development areas of First Street North, Central and South; it is not prescriptive in defining a particular architectural style for specific buildings, as this is best left to individual architects working within the auspices of the Framework. Within the price constraints set by the location and type of end product envisaged the objective will always be to secure high quality contemporary buildings that achieve the highest possible architectural standards.

## Development Capacity

- 5.13 The 2012 Framework, whilst emphasising a zonal approach to the development of First Street also set out an estimate of the overall quantum and mix of uses that the site could accommodate, equating to

approximately 2.1 million sq ft of floorspace. This was a reduction of around 500,000 sq ft from the 2010 Framework, largely resulting from a reduction in scale and massing of the proposed office buildings that were to occupy First Street Central.

- 5.14 This 2015 Framework still envisages that commercial office development will be the dominant use across First Street with leisure, hotel, cultural, retail and residential uses complementing and underpinning this offer.
- 5.15 The success of Number One First Street, an uplift in economic projections, and the inclusion of the Medlock Street and Cambridge Street sites, have all been considered. The output of this updated analysis is that significantly more commercial floorspace can be accommodated within First Street Central which will create a business location of choice to complement the traditional city centre offer.
- 5.16 The updated masterplan for First Street South reduces the quantum of retail floorspace proposed within the area and significantly increases the amount of residential development proposed. This responds to the recent resurgence in Manchester City Centre’s residential market and provides an opportunity to create a truly distinctive neighbourhood of choice at First Street.
- 5.17 The table below outlines the potential development quantum in each area of First Street. The Creative Ribbon is not included as further detailed analysis is required to determine the appropriate development quantum in this area.

Hotel				
Civic, Cultural, Amenity	73,300		73,300	2
Car parking/other	224,600		224,600	6
Total (sq ft)	597,000	2.24m	1.02m	3.86m

Figure 5.4: Development Quantum

## Overarching Masterplanning Framework

- 5.18 This updated Framework and indicative masterplan seeks to build upon the success to-date in delivering significant regeneration to First Street. First Street North has brought a new cultural hub of national significance to Manchester, anchoring the whole area and catalysing development within First Street and the surrounding neighbourhood.
- 5.19 The updated masterplan re-focusses First Street South to provide residential-led development, which will deliver a new neighbourhood of choice in the area. It also proposes an increased quantum of commercial development at First Street Central.
- 5.20 The Framework demonstrates how proposed development activity in each of First Street North, Central, South and the Creative Ribbon, when combined with a site wide public realm and accessibility/movement strategy, will deliver a comprehensive scheme and a fully integrated new city centre neighbourhood.

Use	FSN	FSC	FSS	Total	%
Office		2.24m		2.24m	58
Residential/Student	92,300		977,000	1.07m	27
Retail, Leisure,	206,800		44,670	251,470	7

# 6 Conclusions

- 6.1 The preparation of this updated Framework for First Street represents a major new milestone in the evolution of First Street.
- 6.2 The economic conditions exist to witness a significant push forward into the next phases of the regeneration of the area, focussed on creating a neighbourhood of choice that offers facilities, amenities and living conditions that are unrivalled anywhere else in the city centre.
- 6.3 Significant demand has been shown to exist for the First Street office concept. The first planning permission for new build office development within First Street during Q3 of 2015 represents a truly remarkable achievement, representing the catalytic effect that the creation of a true destination can have. First Street North has proven to be this catalyst, adding not just unique cultural and leisure facilities that will be a significant draw to national and international visitors, but also creating the right conditions for investment to thrive within: major new public spaces, carefully planned routes and connections and an innovative architectural approach that is distinctive and marks First Street out as a unique location, unlike any other in the city.
- 6.4 This Framework lays the foundations for substantive progress to be made over the coming months in building on the successful transformation of First Street to date.



# Appendix A: First Street Updated Masterplan



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