

AYTOUN STREET CAMPUS

A MANCUNIAN DISTRICT LIKE NO OTHER

**STRATEGIC
REGENERATION
FRAMEWORK**

A MANANC

DISTRICT

NO OTH

UNIAN

LIKE

ER.

A proverbial melting pot...

Some red brick mills from the 1800s, a couple of semi brutalist 1960s offices, some buildings from the 80s with later additions from the 90s and 2000s chucked in for good measure.

Introduction

1.1 This Strategic Regeneration Framework ("SRF") has been prepared to guide the future redevelopment of the Manchester Metropolitan University ("MMU") Aytoun Street Campus in Manchester city centre ("the Site") – a site whose potential in terms of creating a new residential led neighbourhood as a key location at Piccadilly Gateway and the focus of future major regeneration renewal through the delivery of HS2 renders it a strategic regeneration priority in the context of the economic growth objectives of the Manchester City Region.

1.2 The site is located within the Piccadilly area of Manchester city centre and covers an area of 2.09ha. It currently comprises the former buildings of the MMU Aytoun Street Campus and the Euro Car Park surface car park, bounded by Auburn Street, Aytoun Street, Whitworth Street, Chorlton Street, and the Rochdale Canal.

1.3 The Aytoun Street Campus was once the site of the College of Commerce which became part of Manchester Polytechnic in 1970 and MMU in 1990. As part of the delivery of MMU's 2020 Vision, which seeks to redevelop and consolidate the University into two new learning districts, the Aytoun Street Campus is now completely vacant.

1.4 The purpose of the SRF is to demonstrate how the Site will be comprehensively regenerated within the context of surrounding proposals and priorities and explain how the proposals will respond to and successfully integrate with Manchester City Council's strategic economic and regeneration objectives.

1.5 At the heart of the strategy is the delivery of a mix of uses focused on residential and leisure (including hotel and apart hotel uses) together with complementary ground floor retail activity which will provide amenities for visitors to, and occupiers of this Site.

1.6 Redevelopment of the Site provides a unique opportunity to secure the next phase of this area's transformation, building upon initiatives which have already secured improvements to Piccadilly Gardens and Piccadilly Station and the surrounding environs but which have yet to deliver the full potential of the area, particularly as new opportunities emerge from the plans to deliver HS2 to Manchester and as part of the University of Manchester's plans to vacate their North Campus.

The Opportunity

1.7 The SRF proposals will create a new hip, vibrant and creative mixed use residential led neighbourhood, richly enhancing the townscape and integrating the Site with the surrounding area, transforming the environment and appearance of this important gateway with buildings of distinct architectural quality, as well as through provision of new public streets, squares and active commercial and leisure uses at ground floor level.

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

1.9 The redevelopment of the Aytoun Street Campus will make a substantial contribution to the local economy

1.10 New housing will help to meet needs of those looking for homes in close proximity to Manchester city centre. This will assist in building a strong economy on several levels through the creation of employment during construction along with permanent employment from the proposed uses and delivering a new city centre neighbourhood to live in that will help support the creation and retention of talent to the city, particularly the graduate market.

1.11 The existing MMU campus has been used by a single occupier since the redevelopment of the site in the 1960's. This has created a solid mass of buildings with very little pedestrian permeability for both staff/students of the campus and the general public. A key objective for the redevelopment is to create greater accessibility with the creation of several new routes and spaces. Redevelopment of the site will open it up for the first time in 50 years, reconnecting it with the surrounding streetscape. There are clear opportunities to harness the huge footfall generated by the proximity to Piccadilly Station and the existing leisure uses along Canal Street by improving permeability and accessibility between the Site and the wider area.

1.12 The Site has the potential to support a variety of complementary leisure uses which would provide a means of extending dwell time and generating footfall and activity into and around the Site.

1.13 Ground floor cafes, restaurants, bars, and small retail uses are envisaged. There is an opportunity to incorporate weekend markets into the public realm. The retail offer will be targeted towards creating a sense of place and a distinctive offer.

1.14 The exclusive nature of the constituent parts making up the Site particularly the stretch of Canal frontage and the Listed Buildings make this site very distinct. The Minto & Turner building and Minshull House are the perfect setting for sensitive conversion to vibrant bars and restaurants, trading from 19th century listed warehouses, spilling out onto Little David Street. When combined with new architecture, the Listed Buildings have the potential to add a layer of complexity to the Site that will enable the SRF proposals to add to the rich grain of this part of the city centre.

1.15 The redevelopment will target independent, quirky operators. The hotels

facilities (bars/restaurants) will be available for public and local residents to use. Importantly these uses will provide animation and amenities for visitors to, and occupiers of the Site as well as to local residents and other city centre users in adjoining districts.

1.16 The uses proposed for the Aytoun Street Site would complement and revitalise the leisure uses along Canal Street. It is clear that trading conditions along Canal Street have been difficult. The Street was once famed for its high quality restaurant offer and independent bar scene but this has been in decline for the past few years with chain bar operators taking over more and more space squeezing out smaller occupiers. Investment in more successful bars has tended to gravitate towards other parts of the City Centre such as the Northern Quarter.

1.17 A quarter of businesses in the Village are within the hotel and restaurant sector, representing an opportunity to benefit from increased footfall and new spending visitors. The proposed mix of uses at Aytoun Street, will help revitalise Canal Street, attracting people back to the area and raising perceptions.

1.18 Alongside the resurrection of the Origin site to at the southern end of Canal Street and the redevelopment of the London Road Fire Station, the regeneration of the Aytoun Street Campus at the northern end of Canal Street, will help the Village enhance its appeal to its existing customer base and a wider market. Moreover it will deliver a new forward looking vibrant neighbourhood close to the heart of the city centre.

Background

1.19 MMU has implemented proposals for the consolidation of its estate. The opportunity for the University to withdraw from a number of sites in Manchester is a result of the successful delivery of their 2020 Vision has seen the University consolidate into two new learning

districts, broadly based around the existing academic centres at All Saints in Manchester and at Crewe. The University's commitment to rationalise its estate into two versatile and sustainable campuses is part of a plan to improve efficiency and raise standards.

1.20 Within Manchester the intention has been to unify MMU into one central campus, to bring the Didsbury, Hollings, Aytoun and Elizabeth Gaskell campuses together with the existing All Saints campus to create one sustainable, central learning environment. MMU has been working with Manchester City Council over the last 24 months to review the implications for the University's estate within Manchester of creating the new learning district in Manchester.

1.21 In September of this year, the new Birley Campus was opened, accommodating the Institute of Education and the Faculty of Health, Psychology and Social Care from the former Didsbury and Elizabeth Gaskell Campuses. The Aytoun and Hollings Campuses have already been accommodated within All Saints, in the new Business School and in the refurbished Cavendish Building. The North West Film Archive has relocated into the refurbished Central Library.

1.22 As a result of the delivery of this £350m programme of investment by MMU, the Aytoun Street Campus has been vacated. This SRF will enable the University to dispose of the Aytoun Street Campus in a manner that is commercially deliverable, and which not only supports the University's corporate objectives, but also makes a significant contribution to the long term economic growth of the city, its residential growth and place making ambitions.

Introduction

Economic Context

1.23 Manchester is a national engine of economic growth with a population of more than 500,000, sitting at the heart of a conurbation of 3 million people in the north of England. The City'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. 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 – and working closely with The University of Manchester, has created new opportunities for sustained future growth, including the development of a global network of alliances and partnerships throughout the world.

1.24 Manchester City centre is the largest driver of employment growth in the North West and is at the centre of its economic, social and cultural life.

1.25 The city centre has undergone significant change over the last decade with the rise of city centre living and the majority of new jobs in the City having been created here. It is and will remain the largest driver of employment growth in the North West and the most significant focus for cultural activity and creativity in the north of England.

1.26 Reflecting this phase of economic growth, Manchester's population growth increased by 20% between 2001 and 2011 (based on Census figures). 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. The expanding opportunities in professional and business services sectors and the type of demographic that has significantly fuelled that growth (24-39

years), combined with the ever increasing attraction of the city as a place to live and work has been reflected in the patterns of growth in the housing market: between 2001 and 2011. During this time, the number of residential units in the city centre grew by over 10,000 (262%).

1.27 The national economy is now at the start of a new growth cycle. While Manchester, because of its diversified and expanding business base, has been relatively resilient over these last few years during the economic recession, the city is at the beginning of another surge of economic and population growth.

1.28 Manchester's GVA is forecast to grow by 43% between 2011 and 2023, a higher growth rate than the 34% projected nationally. 50,000 additional jobs are forecast by 2023, representing a much higher rate of growth than elsewhere in the UK; and of these an additional 30,000 jobs are expected in business and related services.

1.29 As a result, Manchester's 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. Moreover, household projections and demographic trends suggest that the demand for apartments is likely to be considerable. This is evidenced by information from the Greater Manchester Forecasting Model (GMFM). The GMFM found that all Greater Manchester districts are forecast to experience population growth from 2007 to 2032. However, this growth is particularly strong within the two cities of Manchester and Salford, which account for 1-in-2 net additional residents in the forecast.

1.30 At the same time household numbers are forecast to grow year-on-year across the conurbation, with a quarter of the household growth within the City of Manchester, (which

also accounts for over 40% of the region's growth in households). Combined with this population and household growth is an anticipated fall in Manchester's household size between 2011 and 2026 from 2.3 people to 2.2 people. This will fuel an increase in demand for accommodation.

1.31 However, the recently refreshed Greater Manchester Strategy (2013) acknowledges that at the moment, Greater Manchester is not delivering the housing that it requires:

Greater Manchester has seen a dramatic decrease in new housing completions since the peak of the housing market in 2007 – new supply is running at around 3,000 per annum rather than the 9,000-10,000 we need (across Greater Manchester). A lack of available mortgage finance and difficulties in accessing development funding (problems common across the country) are the key barriers to overcome. Each passing year of underdelivery adds to the pressure on the existing housing supply, making it more difficult for new and existing households to find and afford homes that fit their needs and aspirations¹.

1.32 The Strategy recognises the need to make Greater Manchester an investment destination of choice. Creating high quality places is seen as critical to its success - neighbourhoods must be sufficiently attractive to attract and retain the diverse labour market required to support GM's growth objectives.

1.33 Following on from the above, Manchester's Core Strategy (2012) identifies that there is a need to deliver new residential development in the City centre to satisfy demand that has built during recent years as new residential development activity has subsided. The Strategy recognises that, since the early 1990s, housing has become an increasingly significant component of the city centre². This trend is set to continue as the Core Strategy acknowledges that the city

centre will see the most intensive development of housing in the City. Key locations for residential development include Piccadilly where the Site is situated (Policy CC3).

1.34 The drive to provide new residential development is reflected in Manchester City Council's draft Residential Growth Prospectus published in June 2013, which recognises the urgent need to consider measures that can be taken to accelerate the pace of housing deliver in the city given the critical relationship between employment and housing growth, the importance of a vibrant construction sector, and a successful housing market, to widen economic performance. The Report to the Executive Committee (June 2013) stated:

Performance of the economy of the region and sub region

An efficient and well-functioning housing market is essential for the economic wellbeing of the City and delivery of the Greater Manchester Strategy. If Manchester is to meet forecast population and employment projections there is an urgent requirement to increase the supply of good quality housing and support residents to own their own home.

Reaching full potential in education and employment

The delivery of the housing opportunities identified in the Prospectus will have major economic benefits for the City and for Greater Manchester as a whole. If housing delivery is accelerated jobs will be created across the supply chain and the development cycle, providing a positive impact on the performance of the local economy and the availability of local employment.

Neighbourhoods of Choice

The Prospectus is designed to create high quality neighbourhoods of choice across the City. The Prospectus sets out how it is proposed to work to accelerate housing growth at the same time as delivering

attractive and successful neighbourhoods where increasing numbers of people will choose to live, close to employment opportunities, public transport and all the other attractions of a successful and growing city.

1.35 Market demand for new housing to meet the specific needs of a growing population and changing demographics, means that there is demand for a mixed portfolio of both owner occupier and rented housing within the Study Area. As part of the rented element, there are real opportunities to capture new markets in the private rented sector, this is also reflected the City's residential Growth Strategy.

1.36 Privately rented accommodation now comprise 65% of the city centre residential stock and availability rates in the city centre have been quoted recently at just 5%. Following a period of significant growth since 1998 rental values have remained fairly constant over the last 12 months, and are higher than anywhere else (on average) in the city centre and fringe areas.

1.37 The private rented sector (defined as the open market private rented sector within this report) plays a valuable role in meeting housing demand and has increased the overall supply of dwellings at a time when growth in housing numbers is required. Occupiers can use it as a stepping stone to home ownership by saving for a deposit whilst in rented accommodation. It also allows for skill mobility and facilitates the labour market in an increasingly international business context.

1.38 The private rented sector provides lubrication to the sales market allowing it to function efficiently by allowing home owners to rent where required, thus improving the utilisation of housing stock, reducing voids and pressure on housing supply. The government has recognised, as demonstrated through a number of recent funding initiatives, the importance of the private rented sector to

react flexibly to market conditions, whilst offering quality accommodation and choice to households.

1.39 Located in a highly accessible location in the Piccadilly area Manchester city centre, the Aytoun Street Site can play a critical role in terms of meeting the City's housing needs. The Piccadilly area of the city centre has all the attributes that mean it can act as a major focus for population growth over the next 10 years including:

Access to the biggest employment hubs within the city centre including the creative hub of the Northern Quarter;

The nearby Civic Quarter and the City Core - i.e. the traditional Central Business District and Piccadilly itself;

Proximity to the cultural, leisure and arts facilities including the Cornerhouse, Palace Theatre, Manchester Art Gallery; Central Library and the Northern Quarter with its independent arts and crafts scene;

The city centre's prime retail area on its doorstep with high street names on Market Street coupled with independent retailing in the Northern Quarter;

Access to restaurants bars and nightlife across a range inspections including the adjacent village and nearby Northern Quarter;

Access to the biggest public transport hub in the city centre with the main line Piccadilly Station, Metrolink connections at both Piccadilly Station and Piccadilly Gardens; the Piccadilly Gardens Bus Interchange and a network of cycle and walking routes creating access to places of work across the conurbation and increasingly across the North and wider UK as the opportunities for high-speed rail are introduced at Piccadilly.

Introduction

Site Context

1.40 The Aytoun Street Site is in an important “gateway” location within Manchester city centre, lying around 200m from Piccadilly Station – the major gateway to the City and also a regional transport hub – it therefore plays a crucial role in defining the image and perception of the city centre (Figure 1.1 below). However, presently the Site does not link in with surrounding buildings, routes and spaces.

1.41 It is uninviting and almost impossible to walk through. It acts as yet another block between Piccadilly Station and the commercial core of the City to the west. The redevelopment of the Site presents a real opportunity to address this.

1.42 Development of the site will seek to extend the vibrancy of Canal Street southwards. It will help Piccadilly Station feel like it is part of the city centre. The Site will act as a stepping stone to link the city centre with the University’s North Campus – in short, it seeks to create a place where people want to be.

1.43 The Piccadilly Area has undergone its own transformation over the past decade involving significant levels of public and private sector investment. Major redevelopment schemes have taken place at Piccadilly Gardens, Piccadilly Basin and Piccadilly Station. In addition to this, Piccadilly Place has been successfully delivered immediately to the west of the SRF Site.

1.44 The area has strong links to the Capital and to other regional centres. These links are set to further strengthen with the arrival of HS2. The arrival of HS2 into Manchester will be the catalyst for a ‘once-in-a-century’ opportunity to transform and regenerate the eastern side of the city. This is reflected in the HS2 Manchester Piccadilly SRF which seeks to transform the area around Piccadilly Station in preparation

for and response to the opportunities created by the development of HS2. The starting point is to create a world-class transport hub and arrival point to the City.

1.45 Aytoun Street provides the most direct link between Piccadilly Station and the west of the city centre, but it is underused by pedestrians due to the lack of active street frontages.

The blockages to movement created by large city blocks bounded by private car parking and the uninviting and uninspiring public realm that is around the Site. The SRF site is on an important route between parts of the Piccadilly Gateway, for example between Piccadilly Gardens and Piccadilly Place. It also lies on the west/east route from Oxford Road to Piccadilly and on to the Piccadilly Basin. Piccadilly Place delivered a direct link from Piccadilly Gardens along Aytoun Street to Piccadilly Station, incorporating a pedestrian bridge from Aytoun Street to the top of Station Approach along with public open space with some animation provided by the presence of the ground floor cafe/restaurant in the Hilton Double Tree Hotel. There is an urgent and major opportunity to build on this earlier investment and develop further significant activity-generating uses on and around Aytoun Street.

1.46 The presence of vacated buildings on the Site now has an increasingly unwelcoming and negative effect on what should be important routes around the Piccadilly Gateway area, and between the area and other parts of the city centre. The continued presence of vacant buildings therefore undermine attempts to encourage further investment in the area.

1.47 In this context, the Site can be seen to hold a crucial and pivotal location in terms of establishing further viable links between the Piccadilly Station and important areas within the city centre, helping to integrate the Piccadilly area with the commercial core,

and substantially improve the quality of this important gateway route from the Station into the heart of the city centre.

1.48 The key characteristics of the Aytoun Site which define the opportunity include the following:

Excellent transport connections

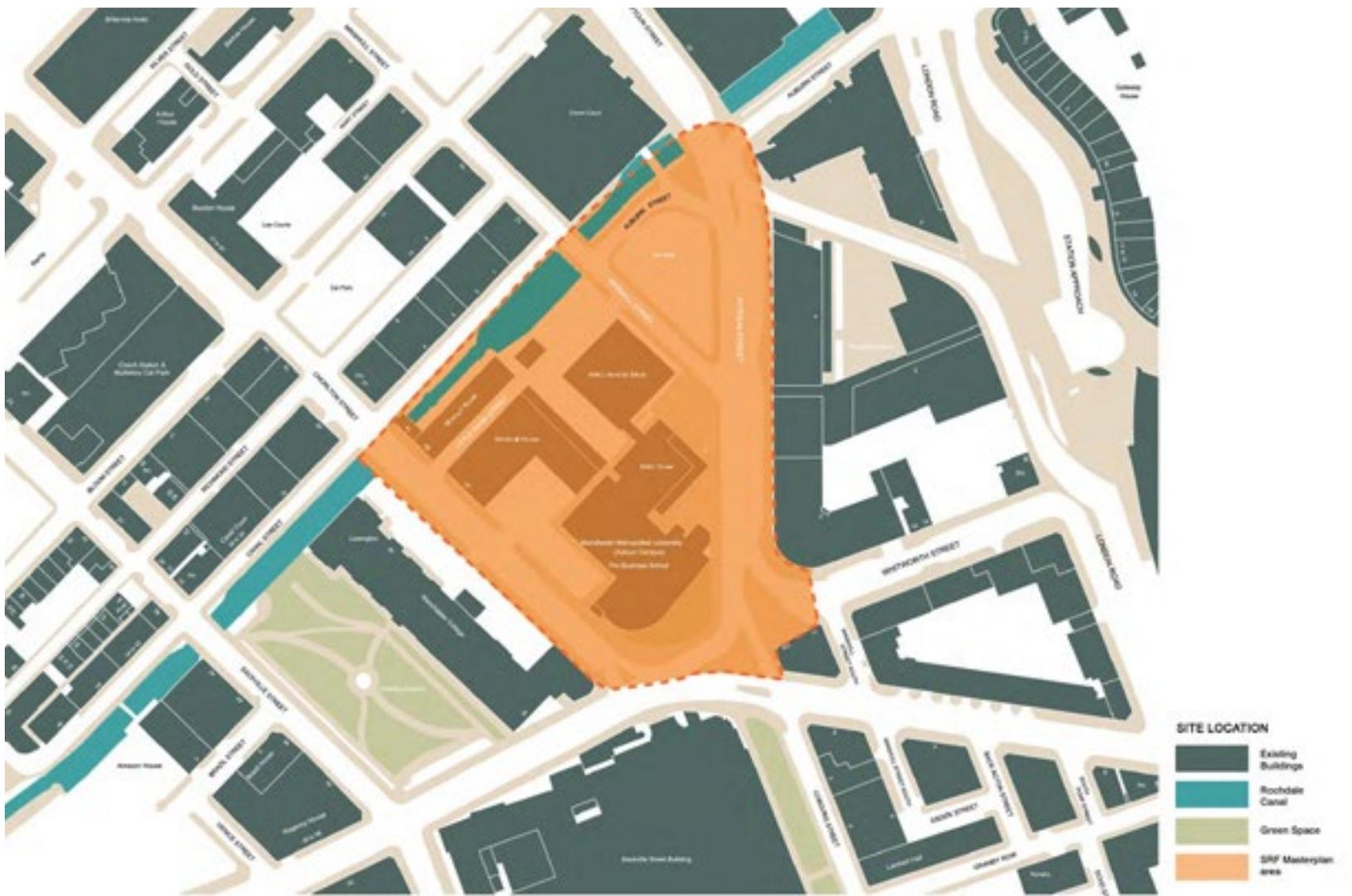
The site is extremely well located in terms of public transport linkages. Manchester city centre is at the heart of the most comprehensive commuter rail network in England outside London and the south east and frequent services operate to a wide range of local destinations delivering over 18,000 passengers to the city centre between 7.30 and 9.30 am each weekday morning. Manchester Piccadilly, the city’s main rail station offers high speed connections to London and is adjacent to the site.

It also provides a seamless interchange between the different transport modes. The Metrolink (tram) also offers services to surrounding districts from Piccadilly Station and Piccadilly Gardens and the free “Metro shuttle” service which connects Piccadilly Station to key destinations around the City by bus operates from the top of Station Approach and passes directly by the site.

The Site also plays an important connecting role for pedestrians. It is located on a key pedestrian route to and from the Piccadilly Gateway area to the commercial core of the city centre to the west.

The site has direct connectivity to the City’s Inner Ring Road and the M62, M61, M60 motorways. Additionally, the proposed plans for High Speed 2 will place a new Manchester terminus at Piccadilly on the doorstep of the Site which provides a unique selling point for any developer.

Figure 1.1: The SRF Site



Introduction

Heritage Context

The site is not located within a Conservation Area although is adjacent to the Whitworth Street Conservation Area. Proposals will therefore need to consider the impact on setting of the Conservation Area and seek to maximise the opportunity to reconnect the site into the Conservation Area and the significant vista along Whitworth Street. The site contains two Grade II Listed Buildings: Minshull House and the Minto & Turner Building, which front Chorlton Street and are separated by a single track cobbled street called Little David Street. The refurbishment and reuse of these buildings presents a real opportunity to enhance the positive impact they have on the surrounding area;

Proximity to the heart of Manchester's knowledge economy and Civic Quarter

The site is located less than 10 minutes from the Oxford Road Corridor and its wealth of knowledge-intensive and research institutions (e.g. University of Manchester, Manchester Metropolitan University and Central Manchester University Hospital NHS Foundation Trust).

The businesses operating in the Corridor provide a clear competitive advantage in terms of expanding and enhancing the city centre's economic activity outwards from its core areas along the Oxford Road axis. In addition to the extensive clustering of facilities which already exist, this is further reinforced by the University of Manchester's announcement that it has committed to invest £1 billion over the next 10 years to create a world class campus for staff and students as part of its Estate Masterplan.

The Civic Quarter contains an internationally significant cluster of historic buildings (including Grade I and II Listed Buildings), important civic spaces and a number of world class conferencing, cultural and leisure uses. Significant public sector and infrastructure

improvements including the Town Hall Complex and Central Library refurbishment, the re-design and transformation of St. Peter's Square and the expansion of the Manchester Central complex are being implemented; and,

Other land use adjacencies (Figure 1.3 below)

There is a significant and established residential population in the vicinity of the Site. This includes within the grand converted historic warehouses that line Whitworth Street, the Hub at Piccadilly Place, the Grand and Mercury Buildings on Aytoun Street as well as numerous developments immediately north of Piccadilly Station up to (and beyond) Great Ancoats Street. The Site is located at the north eastern end of Canal Street (the Village).

The defining quality of Canal Street lies in it being the home of the Lesbian, Gay, Bisexual and Transgender community, containing many special services and resources and, of course, the night time and leisure scene for which it is world-famous. The Canal Street area is home to one of the most concentrated clusters of independent small businesses in the city centre, and also has a long-standing and very diverse residential component.

China Town is located to the west of the site; it is a small but very well defined area lying at the geographical heart of the city centre. The area contains many restaurants, shops and small businesses, as well as significant levels of housing.

The Northern Quarter is located a short distance to the north of the Site. It is popular for its numerous bars and cafes as well as its mix of niche retailing including music and clothes shops. The area is also known as a home to the creative industries, in particular fashion design, with various designers, agencies, and clothing wholesalers populating its back streets as well as other occupiers in Telecommunications, Media and Technology (TMT) sectors.

The Site is also within close distance of existing retail and leisure destinations in the city centre including the Primary Shopping Area of Market Street. There is great potential for The Site to support commercially viable ground floor activity and complementary cultural / leisure facilities that would support wider economic development, leveraging off the existence of the footfall and activity that the existing facilities provide. The proximity to these highlighted districts adds to the attraction of Site which is likely to be fuelled particularly by the primary 24 to 39 year old age group which has tended to dominate the residential sector in the city centre.

1.49 Based on these opportunities the SRF seeks to deliver a high quality and contextually responsive scheme – blending contemporary architecture with refurbished and restored Listed Buildings and high quality spaces and improved linkages.

1.50 By adopting this approach, the delivered development will act as a catalyst to the wider regeneration of this quarter of the city centre.

1.51 The remainder of this document is organised as follows:

Section 2 of this document describes the Site and provides an overview of its historic use;

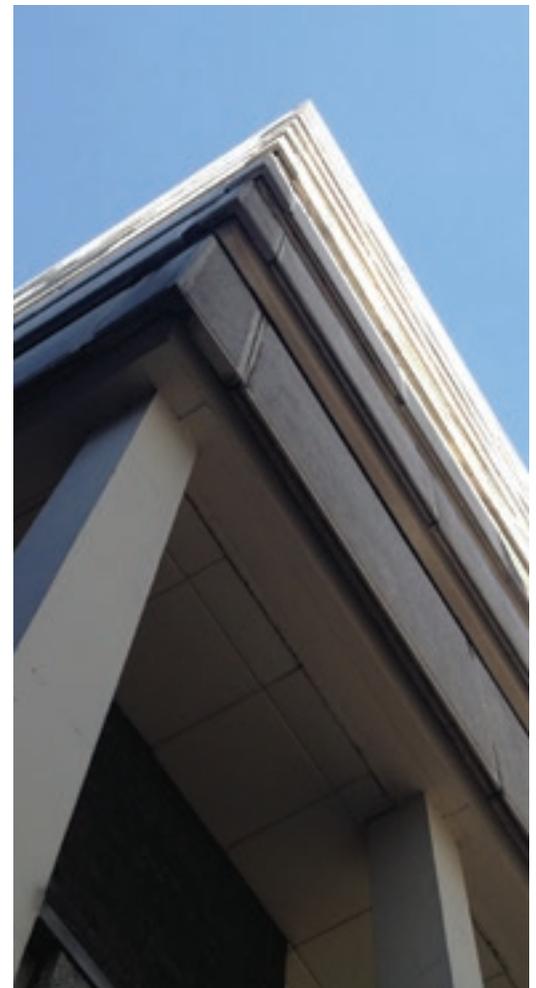
Section 3 identifies the strategic planning and regeneration context against which the framework proposals have been considered;

Section 4 provides a detailed site analysis;

Section 5 sets out the framework for the redevelopment of the Site. This includes the core development principles which will guide future works on the Site; and Section 6 sets out the delivery strategy for redevelopment of the Site.

1.52 The planning status of this document following its adoption will be as a material consideration in determining all planning applications relative to the Site. Whilst it does not form part of the Development Plan, it has been prepared to be consistent with the adopted policies of the Council's up-to-date Core Strategy.

1.53 This document has been prepared in consultation with Manchester City Council by Deloitte Real Estate on behalf of Capital & Centric Developments Ltd and Henry Boot Developments Ltd with input from Hurd Rolland Partnership, Stephen Levrant: Heritage Architecture and AECOM. It is intended to become a focus for consultation with adjacent site owners and other key stakeholders.



Introduction

Figure 1.2 Walk Times from the Site

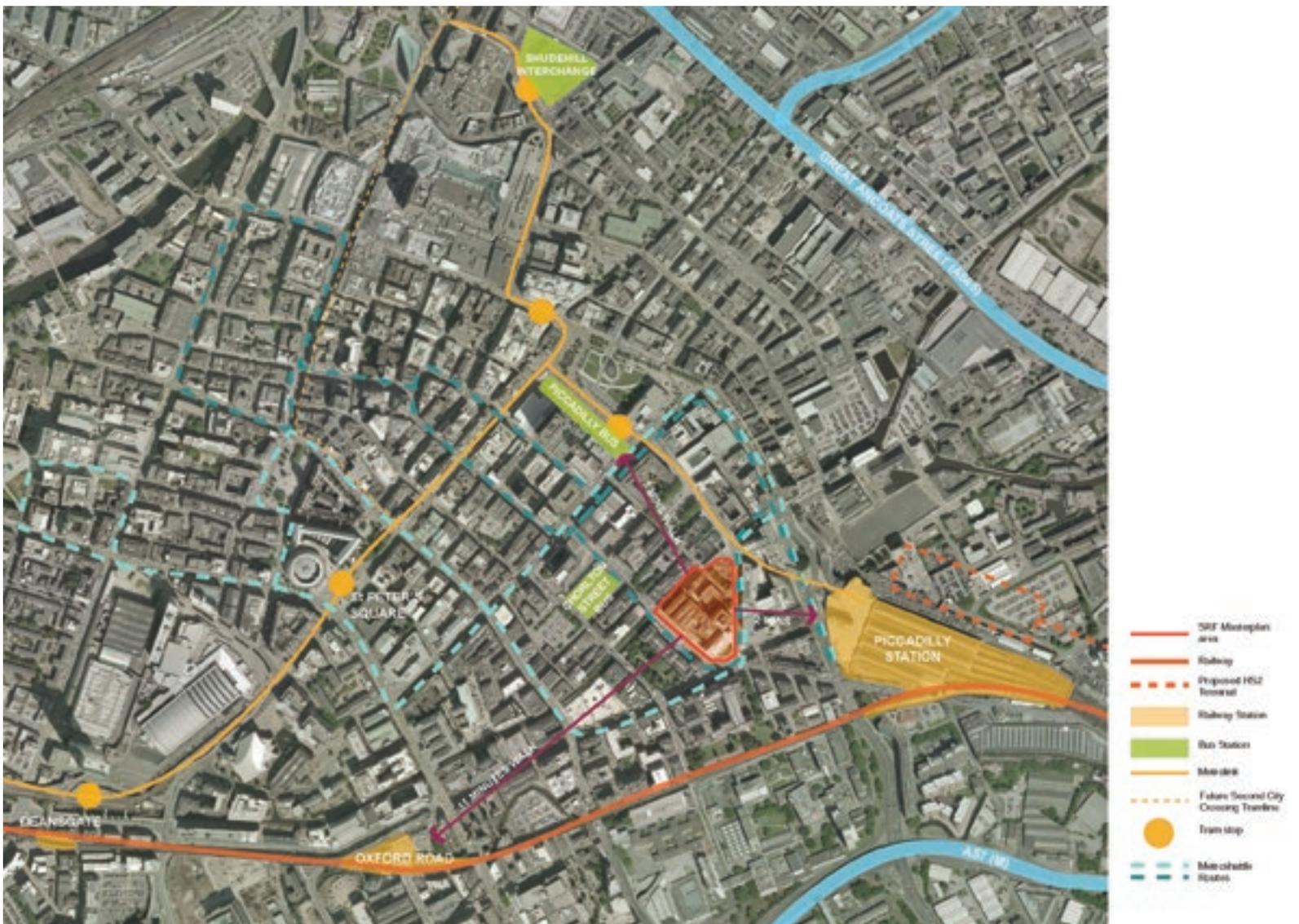


Figure 1.3: SRF Site Context



Policy Context and Strategic Fit

Introduction

2.1 This section of the SRF sets out relevant policy guidance, both at a national and local level. It also provides an overview of other regeneration projects in the city centre and an understanding of how the redevelopment of this Site will help meet the wider objectives of the Council.

2.2 These include the HS2 Regeneration Framework area, Mayfield, The Corridor (including the Civic Quarter and First Street), the Former BBC Site and North Campus.

2.3 Commentary of the SRF proposals accordance with key policy mandates can be found at Appendix A

National Policy National Planning Policy Framework

2.4 The national policy framework for the development of the site is provided within the National Planning Policy Framework ("NPPF") published in March 2012

2.5 The overarching aim of the NPPF is to achieve sustainable development by satisfying the economic, social and environmental dimensions as set out by the Framework (paragraph 7). The NPPF goes on to advise that these roles should not be undertaken in isolation, because they are mutually dependent. Therefore, to achieve sustainable development, economic, social and environmental gains should be sought jointly and simultaneously.

2.6 In the context of both plan-making and decision-taking the NPPF sets a presumption in favour of sustainable development, which requires that development proposals that are found to be in accordance with the Development Plan should be approved without delay (paragraph 14).

2.7 The document states that the policies

included in paragraphs 18 to 219 (taken as a whole of the document) constitute the Government's view of what sustainable development in England means in practice for the planning system.

2.8 The NPPF states that within the overarching roles that the planning system ought to play, a set of core land-use planning principles should underpin both plan-making and decision-taking.

2.9 The NPPF recognises the importance of town centres and directs planning policy to be positive and promote competitive town centre environments. It is important that local plans allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres. The NPPF acknowledges the important role that residential development can play in ensuring the vitality of centres and sets out the measures that should be utilised to significantly boost the supply of new housing.

2.10 The redevelopment of the Aytoun Street Site will come forward in full accordance with the key tenants of national planning policy. The regeneration of the Site will:

NPPF Key Tenants

Develop an underutilised, previously developed site to provide a high-quality mixed use development including new housing to meet local needs as well as facilities for both visitors to and users of the city centre. This would assist in building a strong economy on several levels through the creation of employment during construction along with permanent employment from the proposed uses and creating places to live that will help support the creation and retention of talent to the city, particularly the graduate market.

Develop a key site in a prominent location that is located within one of the City Council's existing major regeneration priority areas to

an exceptionally high standard.

Facilitate sustainable development and contribute to wider sustainability and health objectives. Located in a highly accessible location in close proximity to Piccadilly Station, the Metrolink network and the bus network it will give people a real choice about how they travel.

Improve pedestrian linkages within and around the Site, thereby improving connections to and from other key regeneration areas across the city centre.

Enhance the appearance of the Site within the street scene and ensure that the character and setting of heritage assets is enhanced.

Local Policy Stronger Together: Greater Manchester Strategy 2013

2.11 The Greater Manchester Strategy, Stronger Together, is the sustainable community strategy for the Greater Manchester City Region. It was originally prepared in 2009 as a response to the Manchester Independent Economic Review (MIER) – the most robust analysis ever undertaken of a city, led by global experts. 2.12 MIER identified Manchester as the best placed city outside London to increase its long term growth rate based on its size and productive potential. The vision for Greater Manchester is that by 2020, the City Region will have pioneered a new model for sustainable economic growth based around a more connected, talented and greener City Region, where all its residents are able to contribute to and benefit from sustained prosperity and a high quality of life.

2.13 The Strategy sets out a programme of vigorous collective action based on reforming public services and driving sustainable economic growth to deliver prosperity for all. The GMS states that the region must anticipate

changes in global demand and put in place the economic conditions that position Greater Manchester to succeed. Under the banner of Creating the Conditions for Growth, it states:

We must ensure that our offer is informed and driven by investor demand, offering value-based, flexible workspaces that meet the changing demands of investors in locations where the market wants to go. We must put in place the technology offer to support innovation in business products and service delivery across the public and private sectors, supporting the development of creative clusters and centres of research and development. We must build on the benefits of our agglomeration economy to strengthen our Regional Centre, extending it to the east and west, and capitalise on the assets in the 'Manchester Corridor', our central business and education district, critical to the flow of people, goods and ideas through the Greater Manchester area.

2.14 By supporting development of the Aytoun Street Site, a number of the GM Strategy's key growth priorities will be met, including:

GM Strategy Growth Priorities	Aytoun Site
Revitalising our town centres	✓
Creating the spaces and places that will nurture success	✓
Stimulating and reshaping our housing market	✓
Improving connectivity locally, nationally and internationally	✓
Supporting business growth with a strong, integrated offer	✓

Manchester Core Strategy Development Plan Document (2012)

2.15 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. The Vision is for a flourishing knowledgebased economy, based on the strength of the Regional Centre and Manchester Airport.

2.16 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.

2.17 Key policies which will oversee the development of the Aytoun street Campus include:

Core Strategy Policy

Policy SP1 Spatial Principles
Details the key spatial principles which will guide the strategic development of Manchester to 2027. The policy states that the Regional Centre of Manchester will be the focus for economic and commercial development, retail, leisure and cultural activity, alongside high quality city living.

Policy EC1 Employment and Economic Growth in Manchester Directs future employment growth to the Regional Centre and Manchester Airport, with Manchester city centre expected to provide 33 hectares of employment land in a range of B Use Classes over the plan period.

The primary focus for B1 office development will be Manchester city centre, with encouragement given to the Manchester Corridor as a strategic location, because of its critical assets including the higher education facilities, hospitals and health / medical research facilities.

Policy EC 3

Regional Centre

States that within the development for employment generating uses including offices and other commercial development will be encouraged. Office developments will be appropriate providing that they are in locations which are well connected by sustainable transport to both the city centre and residential areas.

Housing will also be an appropriate use within the Regional Centre, although this should complement the development of mixed use employment areas. Subject to site and location details, the Regional Centre will generally be a location where higher density residential development is appropriate.

Policy CC1

Manchester City Centre

The city centre is a strategic economic location and focus of employment growth in the City and City Region. The city centre is expected to accommodate 33ha and the city centre Fringe 25ha of office or similar employment development. Within the city centre and the fringe a variety of high quality accommodation types, sizes and foot-plates will be encouraged to boost investment by local, national and international businesses. The city centre and fringe will be considered a suitable location for the consideration of high density buildings and commercially led mixed use schemes.

The focus for employment growth will be in B1a high density offices and the Council will give particular encouragement and support for such development in a number of locations including Piccadilly.

Policy CC3 City

Centre Housing

The city centre will see the most intensive development of housing in the City. It is expected that a minimum of 16,500 new units will be provided from 2010-2027. Key locations

Policy Context and Strategic Fit

for the residential development include Piccadilly. Residential development in the city centre will comprise apartment schemes. The Council will encourage accommodation of a high standard which offers accommodation which is large enough to suit a range of occupants, in terms of both the number of rooms and their size.

Policy CC 4

Visitors - Tourism, Culture and Leisure
Confirms the city centre will be the focus for culture and leisure in the City Region. Proposals to improve the appearance, use and accessibility of all cultural and visitor attractions and associated facilities will be supported. The improvement of facilities for business visitors will also be supported. New hotel development which contributes to the quality of the city centre hotel offer will be supported.

Policy CC 5

Transport
States that developments which improve pedestrian safety, improve air quality and increase the scope for accessible public realm improvements will be supported. This will be an important consideration in the development of the Aytoun Street site.

Policy CC 6 City

Centre High Density Development
Confirms the city centre development will generally be high-density. It is a location where land should be used to maximise its efficiency. The appropriate scale, massing and height of development in the city centre will significantly exceed what is appropriate elsewhere in the City.

Policy CC 7

Mixed Use Development
States that the city centre presents the most viable opportunities for mixed-use development, and in general these will be promoted as a means of using land as

efficiently as possible. Active ground floor uses (shops, food and drink and leisure) will be appropriate in locations which have an established public function, or as part of a development which will create such an environment.

Policy CC 8

Relates to Change and Renewal across the city centre
The City Council has identified the types of development and approach to development which is considered most likely to deliver the vision for the city centre and development which reflects elements of this will generally be supported. The approach to development, and redevelopment, in the city centre will welcome large-scale schemes. Developments which make significant contributions to the city centre's role in terms of employment and retail growth or which improve the accessibility and legibility of the Centre will be supported, subject to the proposal's impact on key aspects of the City's heritage and character. New development should fully exploit opportunities to contribute to the improvement of the city centre in terms of character and function. These considerations are essential in relation to the development of the SRF site.

Policy CC 9

Design and Heritage
States that the design of new buildings will need to be of the highest standard in terms of appearance and function. Development in Manchester city centre should preserve or enhance the heritage assets that have been identified, including listed buildings and conservation areas. This is of particular relevance to the Site given the heritage assets within it's the defined boundaries and in close proximity.

Policy CC 10 A

Place for Everyone
Highlights that the city centre should develop as a location which appeals to a wide range

of residents and visitors. Development which promotes this objective will be supported, particularly through uses which increase the diversity of activity in the city centre, with an emphasis on family-oriented activity and high standards of accessibility to buildings and across spaces in the city centre.

Policy H1 Overall Housing Provision

High density developments (over 75 units per hectare) are appropriate in both the city centre and parts of the Regional Centre given the accessible location. Within the city centre there will be a presumption towards high density housing development, within mixed use schemes which contribute towards regeneration initiatives or niche housing markets by providing sustainable, well designed accommodation which meets the needs of workers moving to Manchester. The city centre is also an appropriate location for purpose built student accommodation.

Policy EN 2 Tall Buildings

The Policy defines 'Tall Buildings' as buildings which are "substantially taller than their neighbourhoods and/or which significantly change the skyline". Proposals for tall buildings will be supported where it can be demonstrated that they:

are of excellent design quality;

are appropriately located;

contribute positively to sustainability;

contribute positively to place making, for example as a landmark, by terminating a view;

or by signposting a facility of significance;

will bring significant regeneration benefits.

Policy EN3
Heritage

States that the Council will encourage development that is complementary to and takes advantage of the distinct historic and heritage features. New development must be designed to support the Council in preserving or where possible, enhancing the character, setting and accessibility of areas and buildings of acknowledged importance. This is of particular relevance to the Site given the heritage assets within the defined boundaries.

Policy T2

Accessible Areas Of Opportunity And Need States that the Council will actively manage the pattern of development to ensure that new development in the city centre provides a level of car parking which reflects the highly accessible nature of the location, as well as the realistic requirements of the users of the development. Proposals should have regard to the need for disabled and cycle parking, in line with the minimum parking standards contained in Appendix B of the Core Strategy.

Manchester Unitary Development Plan (1995)

2.18 Alongside the adopted Core Strategy, the Council has 'saved' a number of policies from its Unitary Development Plan (UDP) against which applications for planning permission will be considered. The Site falls within UDP City Centre Small Area 17. UDP Policy RC20 (Area 17) relates to the area formed by Princess Street, Whitworth Street, Portland Street and Aytoun Street in Manchester city centre. The policy sets out a detailed set of observations and objectives for the area with the following extracts directly relevant to the Site:

"Princess Street has an important function as a radial route whilst to a lesser extent Aytoun Street and Chorlton Street also have important traffic roles. Opportunities to improve the frontages to these routes need to be carefully handled.

"To improve the general environment of the area, site treatment should aim to improve the setting for existing buildings to include elements of incidental open space and to establish attractive relationships between buildings and open areas.

"Additional incidental open space and improved canal side access need to be part of the general environmental improvement of the area."

Manchester City Centre Strategic Plan

2.19 The Manchester City Centre Strategic Plan (published in 2009) presents a vision for the city centre and sets out the strategic action required to work towards achieving this over the period from 2009 – 2012. The Plan identifies the contribution that each district should make to the city centre and recognises the key role of the city centre in providing a positive image and framework for inward investment. The Piccadilly Gateway has attracted investment in its regeneration and infrastructure. Given Piccadilly's huge footfall – as a major gateway to the city and also a regional transport hub – the area is critical not only to the city's functionality but also in forging perceptions about Manchester and the city-region. Piccadilly continues to attract investment and is a desirable office location. The area is identified as one of ongoing regeneration where the emphasis is on improvements to the perception of Piccadilly as a key Gateway to the city centre from Piccadilly Station.

2.20 The redevelopment of the site will seek to complement existing uses in the area and make a significant contribution towards the objectives contained within the Strategic Plan.

Manchester Residential Growth Prospectus
2.21 Recognising the critical relationship between housing and economic growth, the City Council is in the process of preparing a Residential Growth Prospectus. The draft prospectus sets out how the City Council

proposes to work in order to encourage accelerated housing growth and guide the delivery of stable and attractive neighbourhoods offering quality housing that will retain and attract those people who are fundamental to creating wealth.

2.22 As part of the Council's response to the current market conditions, a Draft Housing 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. 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.

2.23 The Draft Prospectus has been developed in the context of population and household forecasts that suggest by 2031 there will be a need for some 47,000 households across Greater Manchester³. Six principles inform the document:

Building more new homes – with a growing population we need to provide high quality homes for sale and rent to meet future demand.

Creating pathways to home ownership – we 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.

Policy Context and Strategic Fit

Bringing empty homes back into use – while housing is in short supply we cannot allow homes to 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. The City Council’s objective is to ensure the right mix of facilities and good management that creates more high quality neighbourhoods of choice.

2.24 The starting point for the Prospectus is the urgent need to build more new homes in order to provide high quality housing for sale and rent to meet future demand from the growing population of the City. The Prospectus looks to address undersupply and in particular the development impasse, that had until recently been evident in recent years in the City across all house types and tenures.

2.25 A key aspect of the City Council’s supporting interventions is to ensure that the local planning framework provides the appropriate support for residential growth. Housing is one of the key Spatial Objectives in the Core Strategy and through this the Council aims to provide for a significant increase in high quality housing at sustainable locations throughout the City and the creation of high quality neighbourhoods with a strong sense of place. The character of the City’s residential pipeline lends itself to the delivery of a new quality private rented sector (PRS) in the city centre and fringe.

2.26 Within the context of the promotion of a range of financial mechanisms by Government that are aimed at increasing housing delivery, the City Council is keen to attract major investors, prioritise site release and where possible help secure sites already assembled,

target financial products to enable home ownership, assist marketing and deliver a pipeline of priority locations for housing development. target financial products to enable home ownership, assist marketing and deliver a pipeline of priority locations for housing development.

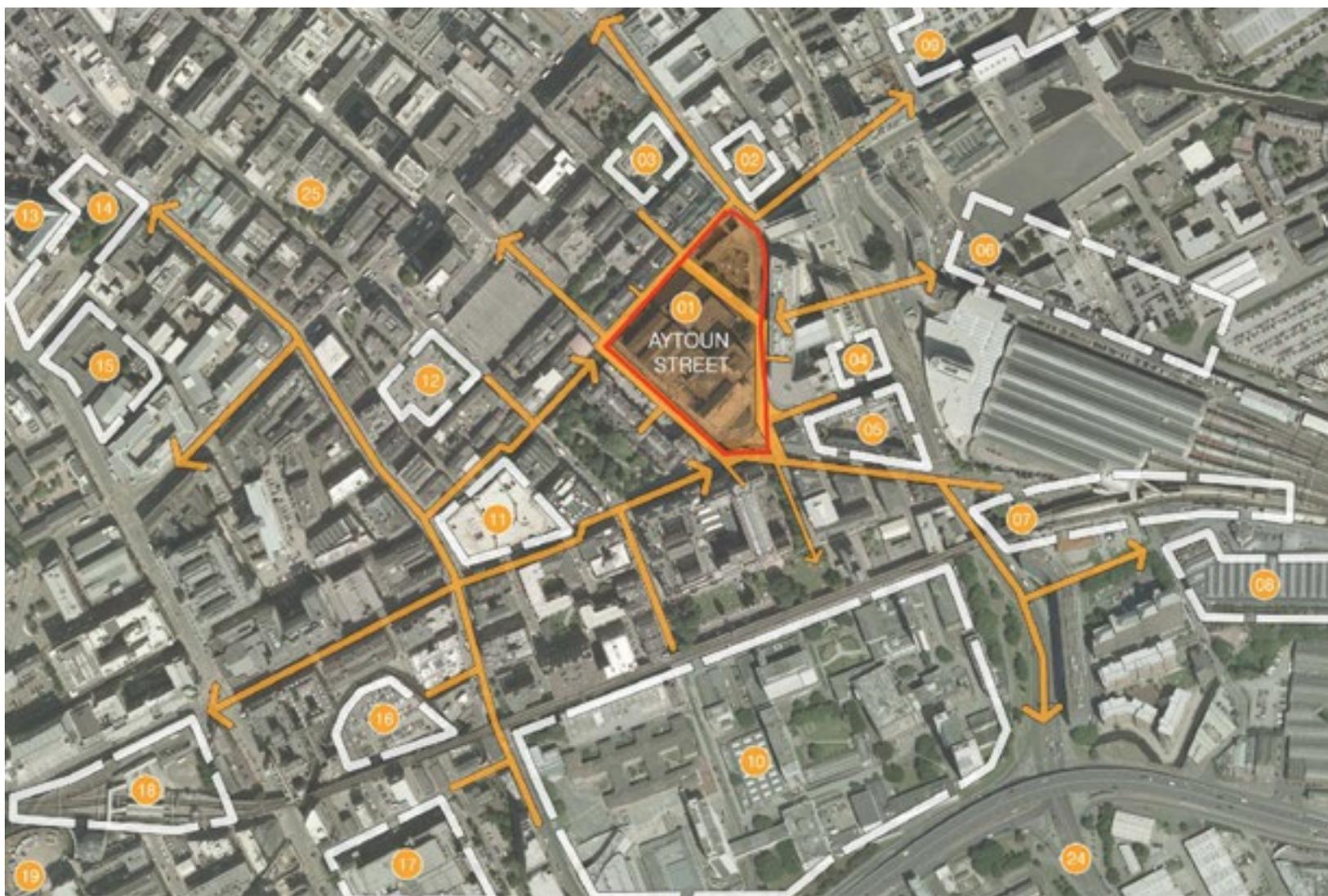
Manchester Place

2.27 Manchester Place is the recently announced partnership between Manchester City Council and the Homes and Communities Agency (HCA) which aims to create a pipeline of development-ready sites to help Manchester deliver its housing targets. Manchester Place will work with investors and developers and others who wish to support high quality housing across the city to ensure there are sufficient opportunities. Where justified, this could include providing access to HCA funding.

2.28 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 both the Council and HCA to produce a co-ordinated response to government initiatives encouraging house-building. Receipts from land sales will be recycled for housing and associated developments supporting growth.

2.29 An annual investment plan will identify priority areas for public and private sector investment which can unlock residential growth. These will be designated as Investment Action Areas, including the city centre.

Figure 2.1: Regeneration Context



- | | | |
|--|------------------------------|------------------------------|
| 1 SRF Masterplan area | 9 Piccadilly Basin | 18 Northern Hub improvements |
| 2 Former employment Exchange - 306 bed Holiday Inn Hotel | 10 North Campus | 19 First Street |
| 3 Westminster House car park pilot | 11 Origin (unbuilt) | 20 King Street |
| 4 Motel One | 12 Sackville Street car park | 21 Picadilly Gardens |
| 5 London Road Fire Station | 13 Town Hall redevelopment | 22 The Northern Quarter |
| 6 High Speed Two terminal | 14 St Peter's Square | 23 New Islington |
| 7 Northern Hub Transport improvements | 15 One St Peter's Square | 24 Southern Gateway |
| 8 Mayfield Station | 16 Future development plot | 25 Chinatown |
| | 17 Former BBC site | |

Policy Context and Strategic Fit

Wider Regeneration Context

2.30 The area encompasses a number of regeneration frameworks which are identified below and illustrate the wider physical and functional connections the Aytoun Street Campus will benefit from (Figure 2.1 above). These are summarised below.

HS2 Manchester Piccadilly

2.31 In January 2013, the UK Government announced its commitment to Phase 2 of High Speed Rail 2 (HS2). The delivery of HS2 in around 2033 should provide a massive economic boost to the cities of the North of England. HS2 will provide essential additional capacity across the rail network, shorten journey times between Britain's major population centres, boost the economy and create thousands of jobs.

2.32 The scheme also has the potential to provide a catalyst which can attract further investment into Greater Manchester by creating a new gateway into the regional centre and boost investor confidence in the area. Specifically, the proposals for HS2 stations at Manchester Piccadilly and Manchester Airport provide major opportunities for stimulating economic growth and regeneration in the surrounding areas.

2.33 The HS2 Manchester Piccadilly SRF was published in draft format in August 2013 and reported to the

Executive in September 2013, in order to respond to the opportunities presented by HS2 and the Northern Hub. The Framework proposes significant changes in the vicinity of the station and also sets out preferred options for the design and functionality of the station itself.

2.34 The SRF builds on work to update the regeneration framework for the Mayfield area. The starting point for the SRF is the once-in-a-century opportunity provided by HS2 and the Northern Hub to create a world class transport hub and arrival point into the city, and to transform the eastern side of the city centre by defining a unique sense of place and new districts and providing key linkages between East Manchester and the city centre. The size and scale of the area – approximately 140 acres – also means it is one of the largest regeneration opportunities within the city centre.

2.35 A number of key themes have informed the proposals within the SRF. These are:

Maximising the opportunity – using the catalyst of HS2's arrival to create a new gateway and extend the boundaries of the city centre eastwards to the inner ring road and beyond.

Place making – creating a new district focussed around the station and a new

Boulevard with public spaces, streets and buildings that generate activity and promote city pride.

Townscape integration – an area with its own character but also a seamless extension of the city centre which facilitates new routes and better connections.

Neighbourhoods of choice – a diversity of neighbourhoods that attract people to live, work and socialise in.

Transport connectivity - creating proposals that capture the potential for Piccadilly Station to be one of the world's great transport buildings which can capitalise on the area's unique location on the doorstep of one of Europe's largest multimodal transport interchanges.

Market viability – defining proposals that offer a clear vision to investors and which are flexible and able to adapt to changes in demand.

A new public park connecting Mayfield Park and the Medlock Valley.

2.36 The Aytoun Street Site is located within a few minutes' walk from the HS2 SRF boundary and on a key route between the city centre and Piccadilly Station. The delivery of a HS2 station at Piccadilly will enhance the Site's appeal to the increasing range of occupiers operating in a global market

Figure 2.2 HS2 Manchester Piccadilly Masterplan



1 HS2	7 East Village	14 Etihad Campus
2 Existing Piccadilly Station	8 Piccadilly Central	15 East Manchester
3 New civic arrival space	9 Piccadilly Heights	16 Ardwick
4 New shared concourse and air rights development	10 Mayfield	17 University
5 Tall buidlings mark arrival of HS2 into Manchester City Centre	11 New Northern Hub platforms	18 Sackville Gardens
6 Piccadilly North	12 Piccadilly Gardens	19 London Road Fire Station
	13 New Islington	20 Holt Town

place that require national and international connectivity.

2.37 Initial estimates suggest that development on and around the new Station could support over 3,000 housing units and almost 30,000 jobs. In short, the Site has the potential to capitalise on this future accessibility and investment and it will play a key

role in strengthening connectivity between the city centre as whole and the major new international transport node at Piccadilly.

Mayfield

2.38 A Strategic Regeneration Framework (SRF) was first adopted for the site in 2010. Mayfield occupies a 20 acre site adjacent to Piccadilly

Station, and sits within the Eastern Gateway area of the city centre. The area is bounded by the Inner Relief Road (Mancunian Way) to the south, Fairfield Street to the north and London Road to the west (Figure 2.3 below).

2.39 Mayfield is viewed as a logical extension of, and a natural progression for the growth of Piccadilly, and the city centre.

2.40 An updated SRF presents Mayfield as a distinctive new urban quarter that defines a key gateway into Manchester and extends the high quality environment of the city centre. Enhancing connectivity beyond the confines of the site would act as a catalyst to maximise wider regeneration benefits and provide amenities and facilities for adjacent communities. The SRF has been drawn up in the context of the wider regeneration of the Piccadilly area brought about by the opportunities presented by HS2 and the Northern Hub rail schemes.

Policy Context and Strategic Fit

2.41 The Mayfield scheme forms part of the overall development proposals for the Piccadilly area, a site of 140 acres in total. The potential upgrades to Piccadilly Station, the opportunities presented by the Northern Hub development strategy and HS2 would together create major physical and economic regeneration benefits for the city as a whole and the Piccadilly area in particular. The proposals for both sites are integrated and connections between the two sites will be significantly enhanced.

2.42 The Mayfield SRF includes and supports efforts to secure the re-use and refurbishment of the London Road Fire Station; important historic asset. The Mayfield SRF states that the successful regeneration of the Fire Station is critical to creating the conditions for comprehensive transformation of the Mayfield area. Clearly there is an opportunity for the redevelopment and refurbishment of the Aytoun Street Site to provide a critical stepping stone, connecting core city centre areas and activities to the Mayfield Area, which is currently very peripheral but clearly has a significant amount of future development potential.

Figure 2.3 Mayfield SRF Masterplan



North Campus

2.43 The North Campus is a key regeneration area which is recognised with The Corridor vision and also the HS2 Manchester Piccadilly Strategic Regeneration Framework. The Aytoun Street Site is adjacent to the University of Manchester 'North Campus' which has been declared surplus to the University's requirements following its announced £1 billion investment to create a single campus on Oxford Road.

2.44 The Corridor vision recognises the North Campus as an employment site. The 2013 Strategic Regeneration Framework for HS2 Manchester Piccadilly highlights that the station should incorporate and promote clear and vibrant connections to neighbouring areas including Mayfield, North Campus and Piccadilly Central.

2.45 Within the SRF it is stated that a development strategy has been produced for the University of Manchester's North Campus.

2.46 The area will be a mixed use district with a focus on knowledge industry research-related activity. Located southwest of Piccadilly Station and west of London Road from the Mayfield Strategic Regeneration Framework; the area will benefit directly from the advent of HS2 and its proximity to the integrated transport hub.

The Corridor

2.47 The Aytoun Street Site is situated in a key location on the principal route connecting Piccadilly Station to The Corridor. The Corridor Vision 2020 presents the ambition for the future of the Corridor, a strategically important economic driver for the City, which has the most significant concentration of knowledge-based assets and potential for growth in the UK today.

2.48 Corridor Manchester is the first partnership of its kind in the UK, bringing together Manchester City Council, the University of Manchester, Manchester Metropolitan University and the Central Manchester University Hospitals NHS Foundation Trust to build on the partners' investments in the 243 hectare Corridor area, which runs south from St Peter's Square to Whitworth Park along Oxford Road.

2.49 The Partnership also recognises the significant potential that exists to extend the benefits of this economic growth to the neighbourhoods immediately surrounding the Corridor, including Ardwick, Rusholme, Moss Side and Hulme. These are some of the most deprived neighbourhoods in the UK; however, they are also vibrant and diverse communities with a great deal to offer to the economic and cultural life of the City.

2.50 The Corridor's Strategic Vision to 2020 sets out the focus of the Corridor

Partnership, with the key task being to generate further economic growth and investment in the knowledge economy for the benefit of the City Region, building on the unique advantage of the wealth of knowledge intensive organisations and businesses operating in the Corridor.

2.51 The vision includes objectives to:

Improve connections between the Corridor Area and the local communities to the east and west.

Turn the main Oxford Road / Oxford Street Boulevard into a green boulevard linked to the city core via the redesigned St Peter's Square.

Provide landscaped routes for pedestrians and cyclists.

Be a place of quality employment, skills training and education at all levels.

2.52 The Corridor Vision recognises that 43% of activity within the area is in knowledge-intensive sectors, which is much higher than the national (22%) and regional (21%) averages. The University of Manchester is one of the pivotal Corridor Partners. Its world class academics lead cutting edge research programmes in a range of fields which in turn has produced many of the high value businesses in the Corridor today.

Policy Context and Strategic Fit

2.53 The Corridor Partnership has identified that by 2020 the Corridor will generate £4.8 billion GVA and supports a workforce of 77,000, achieved in part by a series of capital investments in the area predicted to be worth £2.5 billion. Significant investment that has already been committed or planned in the Corridor Manchester area includes:

Civic Quarter, containing a number of world class facilities, characterised by many of Manchester's most significant landmark buildings and civic facilities, including internationally recognised conference facilities at Manchester Central, the Town Hall and Central Library refurbishment, the redesign of St. Peter's square, the expansion of the Manchester Central complex and the construction of the £50 million One St. Peter's Square building. The Civic Quarter Regeneration Framework provides a basis for the regeneration of the area which is framed by Deansgate to the west; Peter Street, Mount Street and Lower Mosley Street to the north; Portland Street, Oxford Street and Lower Mosley Street to the east; and, Whitworth Street west to the south.

First Street: First Street is located at an important point of entry into the city centre from the Airport and from the south. The approved First Street Development Framework is primarily concerned with a creating "a sense of place", to help it become the heart and commercial focal point of a wider neighbourhood, which would include Whitworth St. West, Deansgate & Oxford Road Stations, Knott Mill, and the Oxford Road Corridor. The Masterplan proposes a commercially-led mix of uses, targeted at growth markets such as ICT, healthcare and R&D.

A £500 million investment by Central Manchester University Hospitals NHS Foundation Trust, including Saint Mary's Hospital, Manchester Royal Eye Hospital,

Manchester Royal Infirmary and Royal Manchester Children's Hospital.

A new 100,000 sq. ft. biomedical centre at the former Royal Eye Hospital site, namely Citylabs.

Manchester Metropolitan University: a new £75 million Business School and Student Hub, redeveloped Faculty of Art and Design building, and the new Birley Campus in Hulme.

Manchester Science Park: Masterplan to double the Corridor site.

§ An £8 million extension to the Whitworth Art Gallery and park.

2.54 These projects provide the foundation and stimulus for the area to support further economic growth into the future.

Former BBC Site

2.55 The SRF guiding the future redevelopment of the former BBC site and adjoining land at Oxford Road in Manchester city centre will also impact on the Aytoun Street Site regarding linked connections and benefits from proposed development. At just over 4 hectares in size, the Site's key attributes make it a remarkable opportunity for comprehensive, employment-led mixed-use regeneration and the only site with such characteristics on the Corridor. The SRF was endorsed by MCC at the 23 October 2013 Executive Committee.

2.56 Appropriate uses identified for the former BBC site include:

Offices – The former BBC site has been an established employment site within Manchester for decades and has a unique combination of locational characteristics which mean that the site can re-invent itself in a manner that will result in a distinctive, forward thinking, and sustainable commercially-led redevelopment that will respond to demand

for office accommodation over the next 10 – 15 years. The site's proximity to major institutions and proximity to bus corridors, Metrolink Interchanges and principal rail nodes means that the site is suited to a wider range of corporate occupiers and high added value businesses within forecast opportunity growth sectors including opportunities from business services related to Medical Device/ Technology companies, wider science and technology, healthcare, and digital and creative industries. The Universities world class research programmes e.g. Graphene and the increasing propensity for commercialisation of that research will provide further significant downstream opportunities in relation to The Corridor.

Cultural facilities and public spaces – A cultural attractor within the scheme would significantly enhance the attractiveness of the scheme to occupiers offering the types of business services referenced above. This would generate footfall, extend dwell time and contribute towards identification of The Site as a new city centre destination. It would also assist in anchoring a range of small format retail and leisure uses complementary to the scheme as a whole. Civic or public spaces will also be necessary to encourage movement through the site, establish east-west linkages and create a distinctive sense of place.

Summary

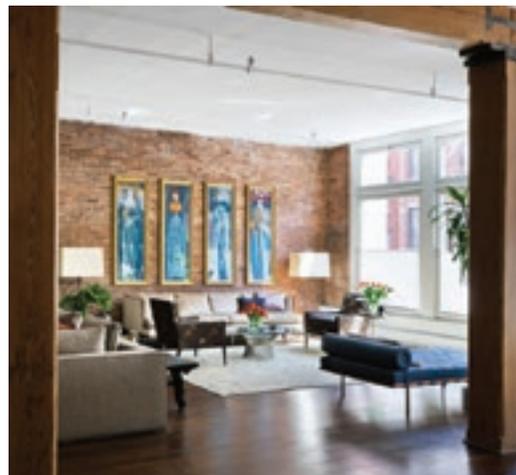
2.57 In the context of the significant levels of investment and regeneration that has already taken place and which is planned, the Aytoun Street Site holds a pivotal location in terms of spreading activity beyond the Piccadilly/ London Road axis, and substantially raising the profile of Aytoun Street as a high quality link from the Piccadilly Station to the south side of Piccadilly Gardens and towards other central areas such as Chinatown, Canal Street and onto the Civic Quarter and the Corridor.

2.58 In contrast, the existing presence of the vacant buildings has an unwelcoming and negative effect on this important gateway link with the city centre core and would undermine attempts to build on and encourage further investment in the area. This site therefore forms a very important element in the regeneration of the Piccadilly area.

2.59 The regeneration of the Site is consistent with both national and local planning policy and the City Council's economic development and regeneration plans. The site has a unique blend of characteristics which provide a remarkable opportunity for the city centre to continue its regeneration and drive economic growth across the City Region.

2.60 The nature of the uses proposed for the Site will add to the City's overall offer and would greatly assist the regeneration of the whole city centre in terms of its function, expansion, activity and integration.

2.61 There are no significant ownership constraints to delivery and the site is vacated. It is located at the heart of the city centre, the principal driver of economic growth in the City Region, and has the advantage of a gateway location. It has immediate accessibility to the Inner Ring Road and good public transport connections.



Site Analysis

Introduction

3.1 The Site presents a unique opportunity to deliver a project which can really support the delivery of the growth in the city centre economy and reinstate this gateway site to its former glory and to provide a significant positive contribution to Manchester.

3.2 The Site currently comprises MMU's vacated Aytoun Street Campus and the Euro Car Park surface car park, bounded by Auburn Street, Aytoun Street, Whitworth Street, Chorlton Street, and the Rochdale Canal.

3.3 Given its status as the Regional Transport Hub, Piccadilly is one of the most important points of entry into the city – a gateway route. The experience of pedestrians entering the City from Station Approach and Piccadilly is critical in terms of shaping first impressions of the City and the wider City-Region.

3.4 In its current condition, it is without question that the site currently detracts from this experience. The site has been vacated and a number of the buildings are in a state of poor repair. This is further exacerbated by the fact that the Listed Buildings on site, whilst clearly possessing historic merit, lie vacant. This means they do not provide the positive contribution they should as a focal points in the street scene, nor do they generate the activity levels that would truly allow their value to the City to be appreciated and enjoyed. At a very basic level, it is essential that the Listed Buildings are brought back into active use in order to secure their long term future

The Site

3.5 The site is located within the Piccadilly area of Manchester city centre and covers an area of 2.09ha. It currently comprises MMU's Aytoun Street Campus and the Euro Car Park surface car park, bounded by Auburn Street, Aytoun Street, Whitworth Street, Chorlton Street, and the Rochdale Canal.

3.6 Whilst the site has most recently comprised the Aytoun Street Campus of MMU, historically the Site was once a canal basin running southwards from the Rochdale Canal with the canal spur running between warehouses lining Chorlton Street and Minshull Street. A number of the smaller buildings on the Site are warehouses that would have been associated with this historic use.

The Buildings

Minshull House is a Grade II Listed building. It is listed for its architectural and historic interest as well as its group value alongside the Minto and Turner Building and the adjacent listed canal structures. Historic mapping illustrates how the building was constructed on the west side of the Banktop/ Bridgwater Trust Coal Wharf and that the canal basin came up to the rear of the building until the 1950s when it was in-filled and the land developed. The canal warehouse is L-shaped in plan and has a full width jettied upper floor to the rear (east) side, which would have over sailed the canal basin. The former vehicular entrance, on Chorlton Street, which would have allowed access into the building for loading purposes, is still visible as are the other former entrances on the north side of the building, facing Little David Street. Many of the original openings, including the windows, have been altered and the former elliptical arched entrance to Chorlton Street has been converted as an entrance stairwell providing access to the raised ground floor of the building. The removal of render from the front façade has resulted in damage to the brick and stone work. The interior of the building has been substantially altered to accommodate the university's facilities and office space. However, the internal cast-iron and wrought iron frame is still largely present. The building was most recently in use by the North West Film Archive as part of the MMU Library services. Little David Street separates the building from the Minto & Turner building, and is currently blocked off to the public. The rear

façade, facing the amenity block and former canal basin, has a corrugated metal partly cantilevering extension at first floor level with the original cast iron columns still in place. The courtyard formed by the L-shape of the building is currently used as a car park, with some grassed areas and hedges.

Minto & Turner Also Grade II Listed, the Minto & Turner property is a 19th Century four storey red brick warehouse with a sandstone façade to the Chorlton Street Elevation, and is flanked by a two storey brick lockhouse. The building is intact and retains many original fixtures and fittings. The building sits alongside the canal and marked the entrance into the former canal basin that would have run along the east end of the building. The rear elevation is gabled and has 'MINTO & TURNER LTD' mounted across the top. The elevation on Little David Street, facing Minshull House, features a red-painted cast iron fire escape and pulleys/ winches, and a more recent roll-down security shutter. The side overlooking the canal also has a cast-iron fire escape and wall ties, and the façade meets the tow path at its basement level. The Chorlton Street façade retains honeycomb grills to the basement windows, with white painted casement windows on the other levels. MMU Library The main elevation curves round Aytoun Street to Chorlton Street, and is clad with powder-coated aluminium panels. The five-storey library has horizontal coloured glass panes in the lower storeys, and a brise soleil at 3rd floor level, and a glazed circulation core to the North West corner. The building was completed in 1994 to a design by MBLA Architects and links to the 1960s amenity block at first floor level, and an open courtyard is formed at the North East corner of the property with the tower. It currently attracts litter and graffiti due to its vacant status. The older part of the library is a two storey brick and concrete construction, with a light coloured brick plinth and slight overhang at first floor level.

MMU Amenity & Tower Block The tower block is part of the 1960s MMU development and is twelve storeys high in a stark and Brutalist style representative of its era. The elevation has alternating horizontal bands of concrete and glazing, with white steel vertical elements creating a grid pattern. The ground and first floor are slightly recessed creating a colonnade behind the vertical steel

structure, and is clad with brick in contrast to the concrete. The North East side of the building creates part of a courtyard, with Minshull House and the Amenity Block, which is currently used for car parking. The Amenity Block is four storeys in height and clad for the most part in dark brown brick, and capped with grey concrete. The elevations are broken up with sections and strips of recessed

glazing, and the lower ground level is used for car parking. Architecturally and in urban design terms, the Amenity Block is poor – in the way it addresses the Rochdale Canal, the lack of active street frontages and its overt horizontal fenestration and lack of relief in its elevations.

Figure 3.1: Existing Buildings on the Site

MMU University



MMU Amenity Building



1960s Tower Block



Minto & Turner



Minshull House



Site Analysis

3.7 In addition, the SRF site includes the Euro Car Park (ECP) site accessed off Auburn Street. The car park provides approximately 50 pay and display car parking spaces, with a bank of trees lining the Minshull Street boundary. The southern section of the site is formed by public highway and includes isolated pedestrian islands at the junction of Aytoun Street and Whitworth Street. The present highway arrangement is somewhat convoluted and provides a difficult route for pedestrians to navigate.

3.8 The lack of activity and use of the site and the detrimental effect it has on townscape both in terms of the appearance of the buildings in their own right and the harmful effect it has on the setting of the adjacent buildings creates a negative impression.

3.9 In terms of the wider area, there is a diverse mix of uses within walking distance of the site.

3.10 To the east is located the Piccadilly Place development; a mixed-use development incorporating Grade A office space, apartments, cafés and a Hilton Double Tree Hotel, set around a pedestrian linkage to Piccadilly Station.

3.11 The Malmaison Hotel at the Joshua Hoyle Building is situated to the east of the Site, whilst to the north the Crown Courts at Minshull Street are situated on the opposite side of Minshull Street. The Crown Court building is Grade II* Listed and the Joshua Hoyle Building is Grade II Listed).

3.12 The Grade II* Listed London Road Fire Police Station is located to the south east of the site. The Fire Station is an important landmark in this area of the city and widely considered to be one of Manchester's finest buildings. It has been largely vacant since 1986 and its condition has deteriorated over that period. It has been on English

Heritage's Buildings at Risk Register since 1998. Its redevelopment into a hotel/leisure destination is a critical component to the ongoing regeneration of the Piccadilly area. It is highlighted as a key component of the wider Mayfield Regeneration Framework and its regeneration will act as a significant catalyst to the wider regeneration of the area including the Aytoun Street Campus.

3.13 Educational facilities including the Shena Simon Sixth Form College on the western side of Chorlton Street within a Grade II Listed Building. Named after Shena Simon, a politician and educational reformer, the College caters for 16-19 and offers a full range of A levels and is well known for its excellent performing arts and music courses. It has industry standard media facilities including rehearsals rooms, recording studios and IT suites. The building also has two theatres that host performances that are open to the public. Should the College ever vacate this building, its reuse for a hotel or similar mixed use development incorporating leisure facilities would complement the redevelopment of the Aytoun Street Campus and the London Road Fire Station.

3.14 The University of Manchester occupies the substantial Grade II Listed Sackville Street Building, which, before the merger with the University in 2004, was UMIST's "Main Building". The Great Hall seats around 300 people for theatre-style meetings, lectures and exams. The building is also home to Joule Library (which holds major collections in science, engineering and technology) and the Manchester Astronomical Society as well as numerous offices, laboratories, lecture theatres and exam halls.

3.15 There is an established residential population on this side of the city centre. Apartments and student accommodation are also located to the south east of the site within converted buildings on Whitworth Street/

Fairfield Street. To the north of the site, along Aytoun Street, there are a number of housing developments including Chinese Housing Association accommodation, apartments by Taylor Woodrow (Mercury Building) and The Grand.

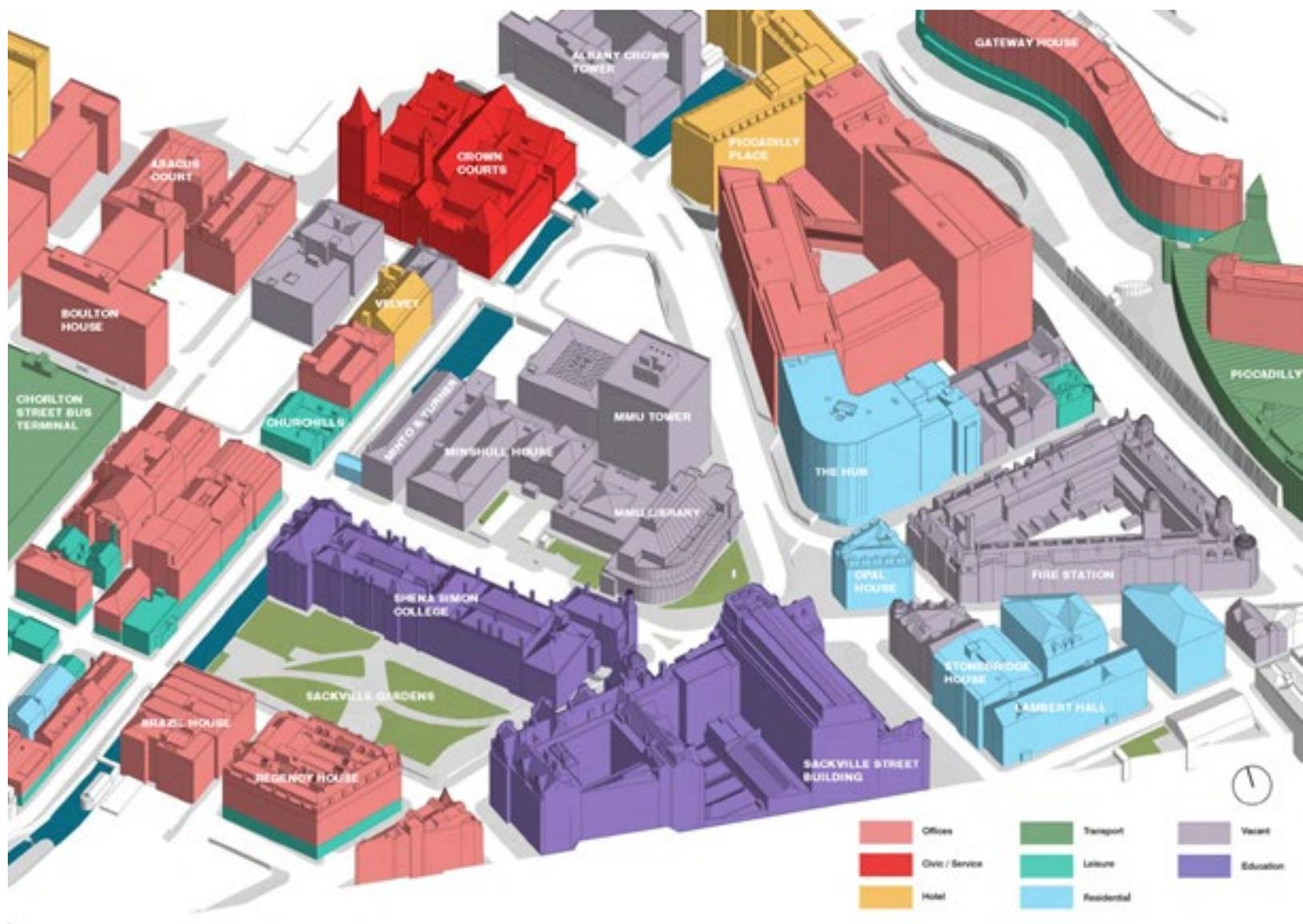
3.16 The route of the Rochdale Canal from east to west past the northern boundary of the Site forms part of the Cheshire Ring Canal Route, which is used by both narrow boats (private use) and some light commercial traffic. It connects Castlefield and the Bridgewater Canal to the west with the Rochdale and Ashton Canal Basin to the east. Although this part of the Canal is not designated as a Conservation Area it is clearly an important heritage asset.

3.17 The tow path along the side of the Minto & Turner building is inaccessible to the public, restricting the pedestrian access at the level of the canal. There are two bridges crossing the Canal in the immediate vicinity to the site, at Minshull Street and Chorlton Street; between these bridges is Lock no. 86 (also Listed) and the canal widens, as the canal basin used to fall within the site.

3.18 The buildings fronting the canal reflect the varied smaller uses associated with the waterway such as yards, warehouses and merchants houses. The Village bars and restaurants are located across the Canal along Canal Street to the north/north west of the Site.

3.19 To the north east of the site, the Canal is largely hidden from view by a boundary wall on its Auburn Street frontage as it emerges from the Aytoun Street bridge. Concealing the Canal environment in this way is a product of a time when the Canals were not viewed as a city centre amenity and an enhancing townscape feature, but rather as an unattractive commercial necessity.

Figure 3.2: Surround Buildings and Uses



Site Analysis

Figure 3.3: Surrounding Buildings



Whitworth Street



Aytoun Street



Minshull Street

Figure 3.4: Surrounding Buildings



Chorlton Street



Canal Street

Site Analysis

3.20 In addition to the regeneration activity that has already taken place in and around the site, recently approved development schemes include:

The Former Employment Exchange, Aytoun Street: Located in close proximity to the north eastern corner of the site, the former employment exchange building remained vacant for at least 18 years and had fallen into a state of disrepair. It has recently been demolished following the grant of planning permission for the construction of 306 bedroom, 4-star hotel with a ground floor restaurant. The development includes improvements to the public realm, highways and the Rochdale Canal. The hotel would operate as a Holiday Inn with the ground floor restaurant occupied by an independent operator. The consented development also includes improvements to the public realm and surrounding highway including the addition of a new layby immediately to the front of the hotel entrance on Aytoun Street. In order to create the layby the proposals include the widening of the existing pavement along Aytoun Street adjacent to the proposed building frontage.

Motel One, London Road – Located to the east of the site, immediately opposite Piccadilly Station with frontages to London Road and Whitworth Street, construction has commenced on the site for a 330-bed hotel to be operated by Motel One. The 14-storey hotel, the façade of which will comprise large floor-to-ceiling glazed panels for each bedroom, is scheduled to open summer 2015.

Yotel, 12-16 Piccadilly – Planning permission has been granted for erection of a twenty storey building and conversion of adjacent Grade II Listed Building to create 258 bedroom hotel, above ground floor bar and ancillary accommodation.

Gateway House, Piccadilly South – has permission for refurbishment of the building, which will deliver a 182 suite apart hotel above ground floor commercial space, along with retention of existing parking and retail space within the basement and erection of new eight storey office building connected to Gateway House by bridge link and erection of new three storey gym following demolition of an existing single storey building on Ducie Street (it is however noted that the future of the redevelopment of Gateway House may change due to the proposals set out in the HS2 Manchester Piccadilly framework which outlines the site as the location of a high speed rail terminal).

3.21 The above developments, along with the proposals for the reuse of the London Road Fire Station, highlight the popularity of the area for new hotels, and its clear emergence as something of a hospitality hub for the City.

Site Analysis

Site Connections and Accessibility

3.22 The existing MMU campus within the SRF area has been used by a single occupier since the redevelopment of the site in the 1960's. This has created a solid mass of buildings with very little pedestrian permeability for both staff/students of the campus and the general public.

3.23 A key objective for the redevelopment is to create greater accessibility with the creation of several new routes and spaces. Figure 3.5 below shows open spaces and public realm across the city centre. Redevelopment of the Aytoun Street Campus will open up the site, reconnecting it with the surrounding streetscape.

3.24 Both north-south and east-west connections will reintroduce pedestrian movement into and through the site. These are indicated (in blue) on Figure 3.6 below. These routes build on historical routes along

Little David Street and Fish Pond Lane (refer to the historical maps below) and also the historical line of the in-filled canal spur. The existing vehicular route along Minshull Street which separates the Euro Car Park site from the MMU campus site would also offer the potential for pedestrianisation in order to create a stronger link between these two redevelopment sites.

3.25 With the exception of Sackville Gardens to the west of the site, the immediate site context is not well served in terms of usable public open space. Public space is restricted to the canal towpath (that which is open and accessible) and the key pedestrian route (which is vehicular restricted) along Canal Street. A new central courtyard has been created as part of the adjacent Piccadilly Place development, but this functions more as a light well than a usable public space.

3.26 Within the SRF Site there is a great opportunity to create new, high quality areas of open public realm. These have been indicated in yellow on Figure 3.6 below and form key spaces along the proposed pedestrian routes into and through the site. The nature and use of these spaces is to be determined in more detail but the intention would be that these spaces are open, landscaped appropriately and usable throughout the day for a variety of outdoor uses.

3.27 Two key points are also identified to the east of the SRF area along Aytoun Street where pedestrian crossing points are currently difficult or restricted.

3.28 The route through the Piccadilly Place development is an important and busy link to and from Piccadilly Station but currently at the junction with Aytoun Street this is a confusing and convoluted pedestrian crossing point. There is also no clear direction to connect to and from Canal Street and the surrounding

Figure 3.5: Site Analysis:
Public Realm and Open Space Analysis

areas beyond. As described in more detail below, there are proposals to reduce the width of Aytoun Street which will in turn reduce the traffic flow along this street. As part of this package it is intended that a new simplified crossing facility could be provided where the pedestrian is given priority over the vehicle. Adjacent to this crossing point and the canal frontage, an area of pedestrianisation and public realm improvement has been identified in order to improve the canal frontage in this location and also the setting of the adjacent Grade II* Listed Crown Court.

3.29 In addition a second pedestrian crossing point has been identified for possible improvement – at the south east corner of the SRF area. Given the road reduction which could be possible along Aytoun Street, this area would similarly be simplified and the pedestrian given priority. This crossing point would help improve links between the southern end of the SRF area and the adjacent Grade II* Listed Fire Station, the University’s North Campus development area and Piccadilly Station.



Site Analysis

Building Line & Active Frontages

3.30 The two existing Listed Buildings within Site and the proposed new pedestrian connections into and through the site begin to create a defined building area for redevelopment. The diagram below notes (in purple) an indicative building line along the site perimeter which is not already defined by an existing listed building or identified public space opportunity.

3.31 Where possible, an element of active ground floor frontages to all key pedestrian routes and along the site perimeter are considered to be beneficial to the successful redevelopment of the Site.

3.32 The canal frontage is also of great importance. Currently, the stretch of the Rochdale Canal across from Canal Street is used as a private car park and is not easily accessible to the public. There are no active frontages or uses which populate this area and the canal-side environment and frontage is of poor quality. The creation of a new public space along the Canal and the upgrade and reconnection of the canal towpath into the surrounding urban context is therefore a key design requirement.

3.33 Figure 3.7 below indicates the sun path. When more detailed proposals are developed the impact of proposed building heights within the SRF area will be analysed. The location of areas identified as opportunities for new public realm have been informed by the movement of the sun around the site – i.e. key public spaces are proposed to be positioned to the south and west aspects of the site in order to enjoy midday, afternoon and evening sunshine. The location of the two listed buildings within the SRF site are also of benefit in terms of allowing for afternoon and evening sunshine to penetrate into the central areas of the site.

Landscape Strategy

3.34 As discussed above, a number of new key routes and public spaces have been identified within the SRF area.

These are indicated on the diagram below. The location of these has informed a notional building line which begins to sub divide the site into a number of redevelopment zones, which will be described in more detail in Section 4. The landscape strategy for the SRF is shown Figure 3.8 below and is proposed as follows:

1) The Rochdale Canal Frontage – The frontage to the Rochdale canal that the SRF site enjoys is to be upgraded and brought back into use as a vibrant, busy “street” frontage, similar to Canal Street opposite. This will be a fully pedestrianised space consisting of high quality hard landscaping. Pedestrian access will be possible along this canal stretch from Aytoun Street to Chorlton Street, with a level change to the south of Minshull Street (due to the reduction in levels down to towpath level). This will provide a key aspect where the new uses proposed within the site will front onto. It will also enhance the setting of the Grade II* Listed Crown Court, the Listed elements of the Rochdale Canal and the Grade II Listed Minto & Turner building.

2) Little David Street – Little David Street is currently a private, gated delivery route between Minto & Turner and Minshull House. This narrow street is a “hidden gem” within the site, with a cobbled surface defined either side by the two Listed industrial buildings. It is simple, utilitarian and of a historic character. It offers the potential for an interesting, high quality new pedestrian street into the site; evoking the Victorian character of the time when it was constructed. It is the intention that with the redevelopment of the Listed buildings within the site, that this area becomes a hive of activity but which retains its charming character.

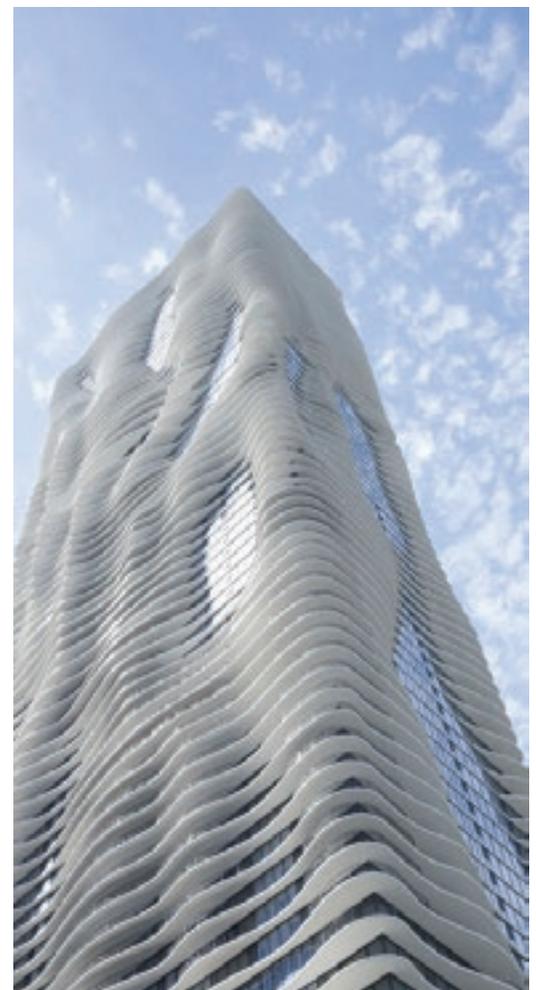
3) Minshull Square – Adjacent to Minshull House along Chorlton Street, an open space exists which is currently used for car parking. It is intended that this area becomes pedestrianised to create a new public open space to enhance the frontage of the Listed Minshull House. It is envisaged that a number of new openings would need to be formed within the façade of Minshull House to create an open active frontage onto this space. This will complement the open areas outside the adjacent Listed Shena Simon College providing a much needed public space along Chorlton Street. It is also considered that given the large area proposed on the diagram below, that a suitably designed pavilion building would be appropriate within this space – further adding to the active uses at ground floor level.

4) Little David Square – At the centre of the SRF site area and running perpendicular to the Rochdale canal, is “Little David Square” a new public space proposed along the line of the former canal spur. This space will enjoy building frontage on three sides with the canal forming the fourth side of the space. Whilst performing a spatial separation between the existing and new buildings proposed, this space will act as the focal point of the redevelopment. It is anticipated that within the landscape design, reference will be made to the former route of the canal spur, which once existed here.

5) Semi Private / Resident’s Space – As residential use will no doubt form a key part of the redevelopment of the site, a key area has been identified at the south of the SRF area where a resident’s courtyard is proposed. It is expected that this will be semi-private connected to the surrounding new public spaces and routes but separated for security and privacy reasons. The exact size and shape of this space is to be defined, but the inclusion of this space is important to the overall landscape strategy.

6) Pedestrianised Minshull Street – As part of the possible improvements to the Highway, the stretch of Minshull Street identified in figure 3.7 is considered to be suitable for full pedestrianisation with vehicular access restricted to resident access, deliveries and servicing. The pedestrianisation of this stretch of road will help to link the MMU and Euro car parks site as one. Access along the Canal frontage will also be improved.

3.35 Aytoun Street and Chorlton Street also form a key part of the proposed landscape strategy – it is intended that these roads could be reduced in width as part of possible future highway works and this will allow an enhanced pedestrian environment to be created, to include the creation of tree-lined boulevards to both streets.



Site Analysis

Figure 3.7: Site Analysis:
Building Line & Active Frontages



Figure 3.8: Site Analysis:
Landscape Strategy



Site Analysis

Heritage + Townscape Context

Historic mapping and images -
SRF site highlighted in blue



1848

By the mid- 19th Century the site had been developed for industrial use; the site is known as Banktop/ Bridgewater Trust Coal Wharf and contains a canal basin through the centre off of the Rochdale Canal. The Minto Turner building is illustrated but Minshull House has not yet been constructed (footprint of an earlier building is illustrated). St George's Foundry is shown to the east of the site and houses are present on the bridge over the canal.



1891

By the end of the 19th Century Minshull house has been constructed. Another notable change is the clearance of the site to the south-west side of Chorlton Street.



1908

This map from the beginning of the 20th Century provides a snap-shot of the wider context to the site; the site is still in industrial use, with a further wharf added to the north. The Courts building is labelled to the north of the site and the industrial use to the area to the east of the site can be seen. To the west and south of the site are new educational buildings. The tramway infrastructure is also shown for the first time.



1922

By the mid-1920s the site is now in part ownership by Manchester Corporation. A timber yard is shown to the south side of the site. Industrial uses still continue to the area west of the site, although the area adjacent to Aytoun Street has been cleared – presumably to accommodate the new road alignment. The educational uses to the south and west of the site have been extended.



1944

This photo illustrates the Minto and Turner Building and Minshull House in the mid-1940s. The large arched entrance to Minshull House can be appreciated as can the sense of enclosure to the street frontage. The tower of the Court building can be seen in the distance.

Site Analysis



1944

This photo from the mid-1940s illustrates the former canal basin that fronted the west elevations of the Minto & Turner Building and Minshull House before it was infilled.



1944

This photo from the mid-1940s provides a view across the site: the south elevation of Minshull House is seen to the left. The canal basin and open nature of the site, which is in contrast to the 5+ storey buildings that surround the site, can be appreciated.



1951

By the 1950s not much has changed within the site. Minshull House is labelled as a Warehouse and is L-shaped in plan. Further clearance has taken place to the site adjacent to Aytoun Street, on the west.



1955

This photo from the mid-1950s illustrates the west and north elevations of the Minto & Turner building from Canal Street. The former dwelling building that was on the bridge over the canal can also be seen.

Site Analysis



1969

This map from the end of the 1960s illustrates the radical transformation that occurred on the site from 1962 onwards. The canal basin has been infilled and the site has been redeveloped for educational use. The alignment and footprint of the new buildings do not relate to the form of the site and appear incongruous. Minshull House is still labelled as being in use as a Warehouse.



1970

This photo from the early 1970s shows that the west elevation of Minshull House was rendered at some point - this is evident today by the damage that has been done to the brickwork in removing it.

Heritage Assets

3.36 As described above, the SRF Site contains two Grade II Listed Buildings: Minshull House and the Minto & Turner Building, which front Chorlton Street and are separated by a single track cobbled street called Little David Street.

3.37 Although the site is not within a Conservation Area, the boundary of the Whitworth Street Conservation Area is adjacent to the site. Listed Buildings within the immediate environs of the Site are:

Grade II* London Road Fire Station

Grade II* Courts

Grade II Shena Simon VI Form College

Grade II Sackville Street Building (UMIST)

Grade II Rochdale Canal boundary walls and lock structure (x3 listings)

Grade II Churchill Public House

Grade II No.39 Chorlton Street

3.38 The designated Heritage Assets within the Site and in close proximity are detailed in Figure 3.9.

3.39 The Whitworth Street Conservation Area was designated in September 1974, and was bounded by Oxford Street, Portland Street, Abingdon Street, Bloom Street, Chorlton Street, Cobourg Street and the Piccadilly to Oxford Road railway viaduct. It was extended in June 1985 to include an area bounded by Whitworth Street, London Road and the above viaduct.

3.40 The historic street layout and the relationship between built form and open space defines the overall framework of an area. Within this framework, the fine grain of the townscape, including sizes of plots and building lines, are important in establishing the pattern and density of development.

3.41 The grain and shape of the layout of the area surrounding the Aytoun Street Site is the result of the continuing development of Manchester's industrial, educational and commercial sector. The prevailing use of the buildings in and around the area of analysis is commercial, educational, leisure, transport and retail use. These features make the area of analysis a dynamic and vital centre within the wider city centre.

3.42 The physical character of the Whitworth Street Conservation Area derives from the fine Victorian and Edwardian buildings erected between 1850 and 1920, which strongly reflect the historical importance of the textile industry in the city. The architecture related to the textile industry remains largely intact, although its association with its original industrial purposes has progressively declined since the cotton slump of the 1920s.

3.43 The area is bisected by the Rochdale Canal, completed in 1801, which gently flows downhill from north-east to south-west through a series of locks. The relationship with the canal, which has contributed to the expansion of commerce, marked an important step in the historical development of the area. Today, the original role of the Canal is superseded; giving prominence to the environmental quality of the water front, which still plays a determinant role on the character of the area.

3.44 The Conservation Area has a very strong legibility with Princess Street and Whitworth Street as the main thoroughfares. The first has a compact appearance resulting from the uniform scale of the buildings, colours, and building type. The latter has a strong vertical emphasis resulting from the combination effect of height, bulk and silhouette of its variegated buildings.

3.45 With regard to open spaces, three categories of routes, based on scale, level of enclosure and function are defined.

3.46 The large redeveloped plots of Piccadilly Place and the convergence of road, rail and tram networks signal a marked change in character and space of the area outside of the Conservation Area boundary and within which the SRF site is placed.

Protection of the Heritage Assets

3.47 Due to the statutory status of the Listed buildings within the Site they are subject, principally, to the Planning (Listed Buildings and Conservation Areas) Act 1990 and the National Planning Policy Framework (NPPF), as well as local planning policies. Any proposals to alter the fabric of the buildings will require Listed Building Consent prior to the commencement of any works.

3.48 Minshull House and the Minto & Turner building are Listed not only for their architectural and historic interest but also for their group value. This part of the Site can still be appreciated and understood as a grouping of industrial buildings which is a significant part of the evolution of Manchester's industrial history and a characteristic of this area. The buildings are therefore a significant part of the streetscape along Chorlton Street.

3.49 Due to the former industrial use of the site it has the potential for below ground archaeology which would be assessed as part of detailed plans to redevelop the site.

3.50 Due to the substantial alteration of the interior of Minshull House there is scope for proposing internal reordering and alteration. Further detailed assessment of the significance of the interior (and exterior) of the building will be undertaken before any proposals for internal alteration are developed in order to ensure significant historic fabric and or fixtures and fittings are not removed. Removal of significant historic fabric from a Listed Building could result in an adverse impact on the special interest and significance which if

Site Analysis

deemed as being of “substantial harm” (under the NPPF) poses a planning risk. In the case of Minshull House, the original cast and wrought iron frame should be retained.

3.51 The southern annexe of Minshull House is part of the Listed building and proposals for redevelopment of the building should not be isolated to the main body of the building.

3.52 The Minto & Turner Building survives largely intact and is therefore of rarity value. Whilst there is scope for internal reordering, fixtures and fittings such as the principal staircase with decorative iron work, cast iron columns, timber floors, teagles, loading bay doors and windows will seek to be retained. As stated above, detailed assessment of the significance of the interior (and exterior) of the building will be undertaken before any proposals for internal alteration are developed in order to ensure significant historic fabric and or fixtures and fittings are not removed.

3.53 Proposals for the redevelopment of Minshull House and the Minto & Turner Building will resist significant alteration and extension of the external expression of the building as this may result in adverse impacts on the heritage significance of buildings which would not be acceptable in heritage or planning terms, unless comprehensively justified and balanced by substantial and significant public benefits, in accordance with the NPPF.

3.54 Due to the potential for below ground archaeology, the redevelopment of the site will need to be informed by an Archaeological Desk Based Assessment (DBA).

3.55 In addition, redevelopment of buildings within the site could affect the setting of the Grade II Listed Minshull House and Minto & Turner Building and the character and appearance of the adjacent Whitworth

Street Conservation Area. Justification will be provided as part of any planning application submission to demonstrate a thorough understanding of the significance of the Listed buildings affected, including the significance of their settings, which will then inform an impact assessment. English Heritage guidance is used to test a proposal’s impact on the setting of a Listed building and if it is demonstrated that a proposal will result in an adverse impact on the setting thorough and convincing justification will need to be provided which states why the proposed development is necessary and that the harm to the significance of the Listed building is outweighed by substantial public benefits.

Figure 3.9: Heritage Assets



Site Analysis

Contribution made to the character of the area by greenery and green space

3.56 The area is characterised by a densely built urban environment and thus little space is left for trees and green areas. Greenery (e.g. trees) and green space provide a contrast to the solid built forms (e.g. to the south of Piccadilly train station, on the north-east corner of Fairfield Street and London Road, or the junction of Whitworth Street, Fairfield Road and Aytoun Street) or assist in landscaping areas of hard-standing (e.g. the ECP car park).

3.57 Sackville Gardens, to the west of the area of Site provides a notable area of green space and amenity value, although within the wider area this is an uncharacteristic feature. The architectural and historic qualities of the buildings and prevalent/ traditional building materials

3.58 In the Whitworth Street Conservation Area there are seventy-three buildings of which more than half are Listed (Grade II And Grade II*). The majority of the Listed buildings are commercial warehouses built between the 1860s and 1910s. They constitute the predominant building type in the area and are intimately connected with Manchester's past position as the centre of manufacture and of trade of cotton goods. They are important individually, for the typology and/or style they display, but they also contribute all together to the wider cityscape.

3.59 The rest of the Listed buildings are represented mainly by educational buildings, the Shena Simon College and the Institute of Science and Technology, and by office buildings, the former Refuge Assurance Offices and the St James's buildings.

3.60 Along the principal thoroughfares the façades are ornate with a particular richness of detail, while the rear elevations are, in most cases, left without any decoration and are purely utilitarian. An exception to this is the

four impressive facades in terracotta, faience and Accrington brick in the London Road Fire Station.

3.61 The predominant materials seen in the Conservation Area are red brick, ashlar sandstone and brown, buff, yellow terracotta. The elevations are generally decorated with terracotta friezes and modillioned cornices. Different forms of embellishments include geometric panels and wreaths in carved terracotta or stone.

3.62 Generally, slate is used to roof the buildings, though many are too high, or their roofs are too gently pitched, for this to be seen from ground level. However, turrets, cupolas and elaborated shaped gables can be seen from a distance, contributing to the skyline. As such any 'tall buildings' proposed for the site will need to consider their impact on the roofscape of Heritage Assets.

3.63 Windows, like those of most Manchester buildings of this period, are predominantly the vertical sliding-sash type. They occur singly, but are more often seen in pairs, threes, or occasionally in groups of four. They are often surmounted by curved wrought-iron railings or moulded architraves with triple keystones.

Entrances to buildings

are marked by visible and ornate doorways in chamfered corners or by round headed central archways.

3.64 Within the area outside of the Conservation Area, the architectural and historic qualities of the buildings are not prevalent, although through the use of brick and stone dressings the buildings within the site can be read and understood as being historic.

Form, setting and character of the public realm

3.65 The roads were originally paved with

stone setts. These have either been replaced by or covered with tarmac, but in some minor streets the setts are still exposed. Manchester was famed for the quality of its setts and the care with which they were laid. Most footpaths have been repaved in tarmac and few kerbs are original; most were of granite, subsequently replaced with concrete, but a few, particularly on secondary back streets, may be seen in their original cast-iron form, worn out by the passage of time and cart wheels.

3.66 Street lighting was originally provided by gas lamps, which would have been installed at the time the area was first developed. None of the original cast-iron lamp standards remain, and all present day street lighting is provided by a range of electrical fittings on steel or concrete poles.

3.67 The historic street layouts have been altered to accommodate modern traffic needs and the form of the public realm within the area of analysis in particular has been dictated by the prominence given to the roadways and tramlines; associated safety rails and road signs therefore clutter the public realm in this area.

Skyline, vistas and views

3.68 The commercial warehouses are the distinctive element in the Conservation Area streetscape. The great height of the warehouses which can be appreciated along Princess Street and Whitworth Street, give the area its most obvious physical character of a canyon-like atmosphere. Their monumental scale and sometime exuberant architectural style dominate the skyline. The sense of majesty and scale is not achieved by the use of the classical orders but rather by height and massing.

3.69 The skyline is characterised by outstanding landmarks such as the lantern of the Shena Simon's tower on the corner

of Whitworth Street and Chorlton Street, the elaborated slender Baroque spire of Lancaster House, the tall square clock-tower pilastered and banded of the Palace Hotel (former Refuge Assurance Offices), the Hose Tower of London Road Fire Station and the chimney of the former electricity power station in Winsor Street.

3.70 Elaborate gables, turrets, cupolas, tall chimneys, domed roofs and windows as viewed from Piccadilly contribute to the dense and rich appearance of the Conservation Area.

3.71 The Conservation Area being dense and compact prevents any significant views of vistas from afar. The vistas of the Conservation Area, approached from a distance along Princess Street from the north and the south clearly show the dense and compact urban grain of the area. The view of the Conservation Area when approached from the west is marked by the outstanding commercial warehouses from the Edwardian era. The imposing row of these high buildings almost blocks the sun and gives a canyon-like appearance. The solidity and the architectural details displayed by the buildings convey prosperity and confidence to the area.

3.72 Of greatest importance within the area of analysis are the views of the former Fire Station building looking north and south along London Road, east and west along Fairfield Street and east and west along Whitworth Street (east). The sheer scale and prominence of the Fire Station building within its island site ensure that it commands the views identified. Modern development to the north (Piccadilly Place) and to the east (Piccadilly station tower) act as backdrops to the building allowing the elaborate architectural forms of the building to be read.

3.73 In addition to the views highlighted on the Figure 3.8 above, English Heritage have also

confirmed that the following viewpoints are also important in heritage terms and should be considered as the design of the proposals is developed further:

The junction of Wyre Street and Fairfield Street

Whitworth Street, between the junctions with Oxford Road and Atwood Street

Junction of Minshull Street and Portland Street

The junction of Aytoun Street and Chatham Street

Transport and Accessibility

3.74 The site is located in a highly networked location positioned within Manchester city centre. with accessibility by bus, Metro and rail to all commuting destinations in the City Region, Manchester Airport, the regional centres of the Midlands and North, and London, from a choice of interchanges within 10 minutes' walk or 5 minutes free bus shuttle.

3.75 The site is well positioned to take advantage of the exceptional public transport connectivity and its regeneration for a mix of uses would promote highly sustainable patterns of transport. There is significant potential for the majority of trips to and from the site to be via non-car modes providing access to all people by all modes of travel. The proximity to multiple public transport nodes; Piccadilly Rail and Metrolink Station, Chorlton Street Coach Station and Parker Street Bus/Metrolink hub mean that the site has an extensive choice of accessible transport options (Figure 3.9 below).

3.76 Improvements to the public realm will also help encourage sustainable transport modes such as cycling and walking. The site redevelopment would encourage linked trips by foot between the site and the wide array of cultural, residential, research, shopping and meeting places and commerce in the city centre, again reducing reliance on the car,

polluting emissions and congestion, and saving energy, cost and time.

3.77 Vehicular access, although viable and achievable, ideally should be focused on disabled access and servicing, rather than general traffic movements. This reflects the wider city centre transport strategy produced in 2010.

Pedestrian Connections

3.78 The site is located in the Piccadilly Gateway area. It benefits from a significant amount of footfall. At the north eastern end, it connects Piccadilly Station to Piccadilly Gardens and the commercial core of the city centre (along Aytoun Street). It also connects Piccadilly Station to the Oxford Road Corridor, including Oxford Road Station and the university campuses (along Whitworth Street). However, there is also currently a conflict between pedestrian routes in and around the site and busy vehicular routes including Aytoun Street (which in some sections comprises a four lane highway), Auburn Street, Piccadilly and London Road.

3.79 There are established footways around the site as is common in mature city environments. The footway widths and quality of the public realm is reasonable; an improvement scheme in 2008 introduced an expanded public realm area and street trees to the south east of the site.

3.80 Although not essential to deliver the core principles of the Aytoun Street development, there is significant opportunity to enhance and expand footway widths and improve the quality of the public realm through improved materials, street furniture and landscaping creating less of a focus on the movement of vehicular transport.

3.81 A number of pedestrian crossing points could also be improved – this includes the crossing from Piccadilly, through Piccadilly

Site Analysis

Place and along Aytoun Street toward Piccadilly Gardens. Canal Street to the north of the site is now partly pedestrianised and attracts a large number of pedestrian movements within the general vicinity. It should however be noted that the redevelopment of the Site could be implemented without these works taking place.

Highway Access

3.82 Aytoun Street is currently a wide one-way street guiding vehicular movement in a northbound direction running parallel to the proposed Site. North of its junction with Auburn Street, the two western lanes (adjacent to the Courts) have been converted to tram-only tracks with a kerbed median between the general carriageway and the track. The two (northbound) lanes are open to general traffic and buses, and carry high volumes of traffic routing to Portland Street, Piccadilly and the Northern Quarter.

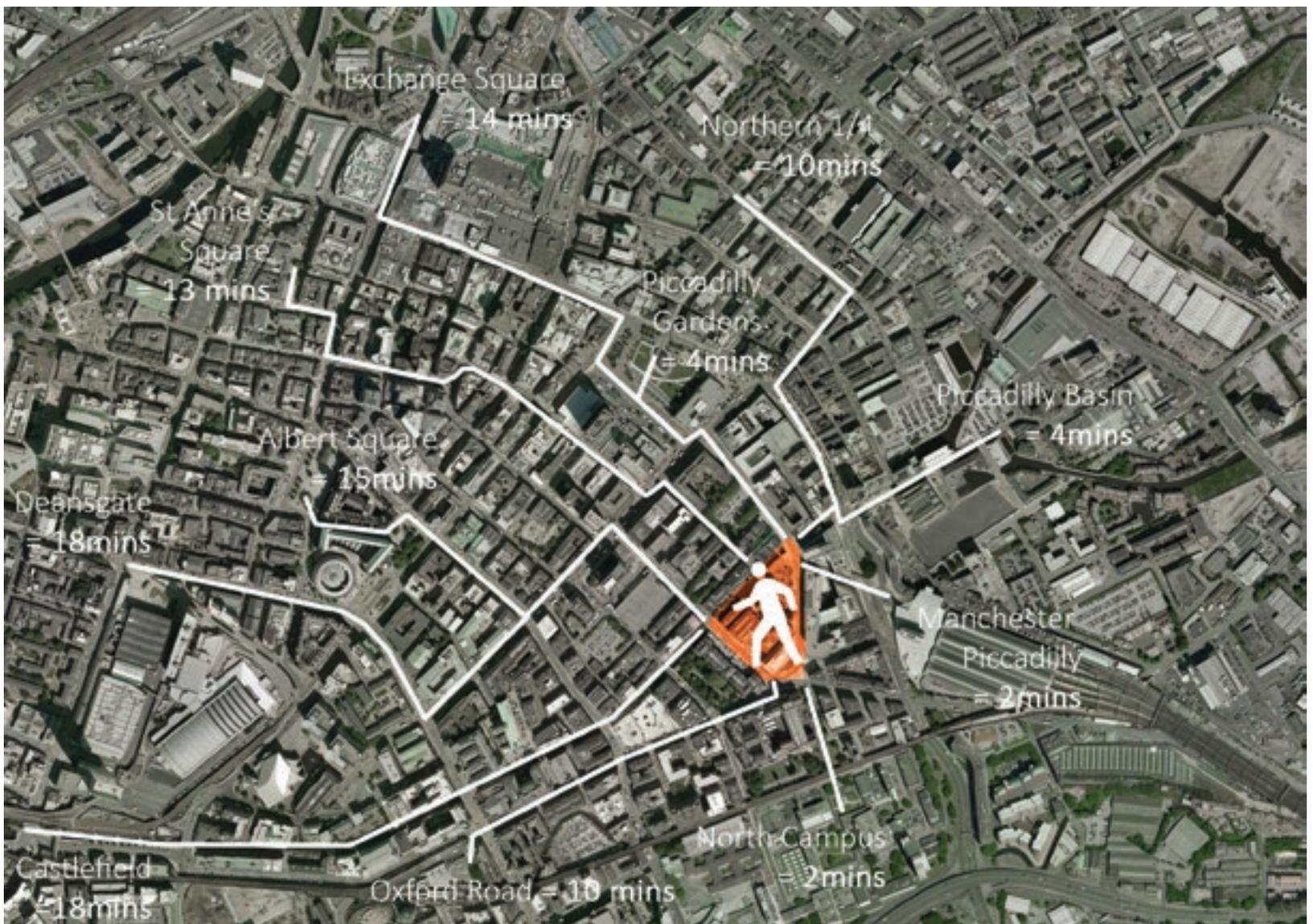
3.83 Chorlton Street is one-way in a southbound direction from its junction with Bloom Street. The majority of traffic using this route is connected with local car parks, notably the Chorlton Street multi-storey car park and through traffic from the central business district. Chorlton Street is signalised at its southern end with Fairfield Street/

Whitworth Street and controls the traffic from the west routing on to Aytoun Street. The signals at Aytoun Street/Fairfield Street control the right turn for buses and incorporates a pedestrian crossing.

3.84 Minshull Street is a relatively narrow two-way route and provides access to two sets of surface car parks and secure access to the Crown Courts.

3.85 As a result of a banned right turn at the Fairfield Street/London Road signal junction, all drop-off traffic for Piccadilly Station from the south must complete the short loop using Minshull Street South as a one way connector (southbound) back onto Fairfield Street. This allows drop-off traffic to continue back through the London Road junction in an easterly direction.

Figure 3.10: Proximity to Transport Connections and Hubs



Site Analysis

Rail Transport

3.86 Manchester Piccadilly Station is located within a 2 minute walk of the Site. It is a world-class transport interchange, which provides high quality waiting, shopping and business facilities for rail passengers. Piccadilly Station is the main rail hub for the North West, with frequent and rapid services throughout the day and evening (with a service approximately every 20 minutes until 2015) between Manchester and London with average journey times of only 2 hours 10 minutes.

3.87 Manchester Oxford Road Station is within a 10 minute walk of the Site. It provides direct and frequent service throughout the day and into the evening to Manchester Airport, Leeds, Liverpool, Newcastle and Nottingham. It is also an important local commuter station carrying a number of services, particularly from South Manchester. Residential areas such as East Didsbury, Burnage and Mauldeth Road are linked along this railway line.

Bus Connections

3.88 Chorlton Street Coach Station is approximately 200m from the site. The main bus station at Parker Street (Piccadilly Gardens) is under 400m, both provide local or national services to a wide number of destinations.

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

3.90 Metroshuttle means local employers can be sure that their staff can get to work easily by public transport. Services often provide

the final stage of a journey to work, which means commuters can enjoy flexible local interchange at no additional cost when they arrive in the City.

3.91 Metroshuttle stops are located immediately adjacent to the site on Aytoun Street. These stops are serviced by the No.2 Metroshuttle, which connects to Castlefield, Spinningfields and Manchester Victoria Rail Station and the No.3 which connects to Portland Street, St Peters Square, Oxford Street, Spinningfields and Salford Central.

Metrolink

3.92 The Site is located within a short walk of Piccadilly Train Station's Metrolink Stop. The Metrolink network consists of six lines which radiate from Manchester city centre and terminate at Altrincham, Ashton-under-Lyne, Bury, Didsbury, Eccles, and Rochdale.

3.93 Tram services generally operate until midnight during the week and 1am at weekends. During peak periods 10 trams run each hour, with 5 per hour in the off peak. With the exception of Bury and Rochdale, each destination connects directly with Piccadilly Station, where national train connections can be made.

3.94 Since 2008, Transport for Greater Manchester have been delivering a £1.5 billion investment programme that will see the Metrolink network triple in size. This next phase will see key stops in the city centre transformed and a new Second City Crossing (2CC) built to enable more tram services to run through the heart of the city centre as the network expands.

Accessibility improvements

3.95 Future public transport improvements in and around Manchester include; the Cross City Bus Corridor, the Northern Hub (linking Piccadilly to Victoria) and HS2. All will serve to enhance the accessibility of both the Site

and the wider Regional Centre. Each is considered below:

Cross City Bus Corridor

3.96 The Cross City Bus Corridor is a £54.5m investment which will significantly improve bus travel into, and across, Manchester city centre. The scheme is expected to be completed as a whole by 2015, but certain sections will be completed before then.

3.97 This investment will, for the first time, make the operation of cross-city services practicable, with bus priority measures along the east-west Portland Street and north-south Princess Street corridors providing the links from Oxford Road in the south with the Middleton Corridor in the north and the A580 to the west. They also complement the proposed Metrolink expansion in terms of the plans for Second City Crossing. Portland Street is the major bus route into the city centre and therefore the provision of bus priority along this corridor will result in significant benefits to buses serving the area. Bus lanes are proposed in both directions on Portland Street and a northbound contra flow bus lane will be introduced on Princess Street between Portland Street and Cross Street. Complementary measures have been included in the package to cater for displaced traffic.

Northern Hub

3.98 The Northern Hub is a Network Rail project that will deliver £530m of targeted investment to transform Northern England's rail network, stimulating economic growth. The proposals are projected to deliver over £4bn worth of wider economic benefits to the region and potentially create up to 30,000 new jobs.

3.99 One of the key projects proposed is the Ordsall Chord, a new viaduct which will connect Manchester's Victoria, Oxford Road and Piccadilly Stations, and Salford Central Station for the first time.

3.100 This investment is intended to help ease a rail bottleneck to the south of Piccadilly and enable faster, more frequent services to run across the North of England, by allowing services to run via Victoria. It will reduce journey times between Manchester Airport and Newcastle, Middlesbrough, Hull and Scarborough, as well as to Leeds and Liverpool. Funding for the Ordsall Chord was confirmed in March 2011 and it is due to be operational by Winter 2016 / 2017.

3.101 The Ordsall Chord will connect Oxford Road Station to Manchester Victoria Station, a major regional interchange, serving destinations to the north and east of Manchester, including direct services to Liverpool (approximately a one hour journey time) and Leeds (approximately 1 hour 30 minutes journey time).

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

HS2

3.103 As discussed above, the delivery of a HS2 station alongside Manchester Piccadilly will have a substantial positive impact on driving forward a wider commercial and regeneration plan for Manchester.

3.104 The Government has stated that its initial preference for a city centre station in Manchester is to construct a new HS2 station alongside the existing mainline station at Manchester Piccadilly, which already serves a dense network of routes across northern England and inter-city services to the Midlands, London, Scotland and elsewhere.

3.105 HS2 itself will allow enhanced connections to London and Europe and bring

increased capacity of this train corridor to meet future demand. HS2 will be connected to the Continent through a link to HS1 (High Speed 1) and the Channel Tunnel. This makes direct rail services possible from stations served by high speed trains to key European destinations including Paris, Brussels and Amsterdam. HS2 will build on the success of HS1, which has already transformed travel between the UK and the Continent.

3.106 Journey times will be significantly reduced: Manchester would be 41 minutes from Birmingham and only 1 hour 8 minutes from London, almost halving the current average rail journey times. The proposed Manchester Airport HS2 station would be 32 minutes from Birmingham and 59 minutes from London.

Highway Interventions and Improvements

3.107 As part of the SRF process, AECOM have undertaken a desktop analysis of the local highway network to inform the masterplan process and ascertain whether improvements can be made to the network adjacent to the Site. Key considerations have focused on the opportunity to greatly enhance the public realm and environment for nonvehicular access.

3.108 Broadly the site sits within the long established city centre grid pattern, characterised by historic buildings and relatively narrow streets. This means that a number of the streets around the site are restricted to one-way access for both safety and legibility. Whitworth Street to the south of the site provides a major east west corridor to the southern side of the city centre; its alignment is shadowed by the more recently constructed Inner Relief Route (IRR) as both roads link the major radials to the south. Aytoun Street itself is a wide one-way connector with significant public transport throughput. It also provides a primary link to the Piccadilly Basin and Northern Quarter car parks from the A6 and A34.

Short / Medium Term (0-20 years)

3.109 The Desktop Analysis indicated that in the short to medium term, the following interventions are possible:

Widen footways on all highway surrounding the site; Aytoun Street, Whitworth Street, Auburn Street and Chorlton Street.

Close access to Aytoun Street from Whitworth Street- create larger pedestrianised public realm space.

Reduce Aytoun Street to one lane north bound.

Auburn Street to be allocated for access only to car parking in the Piccadilly Basin and Northern Quarter.

Prioritise cycling and public transport access to Aytoun Street.

3.110 All of the above measures reinforce the City Centre Transport Strategy and the Greater Manchester LTP3 which aims 'to reduce the impact of traffic on city centre streets and increase the scope to public realm works and enhance pedestrian access (paragraph 7 of the Transport Strategy for Manchester city centre). The narrowing of carriageway and the consequent reduction in capacity would help to reduce through traffic. This should lead to traffic redirecting to the Inner Relief Route to access car parks close to the periphery of the city centre. The priority would be for the carriageway to be for access-only, public transport and wider cycle lanes.

Site Analysis

Long Term (20 years plus)

3.111 Development in Manchester city centre is fast moving and dynamic, there are ambitious plans to completely remodel the area around Piccadilly Station with the likely introduction of the HS2 terminal within a 20-30 year horizon. This will introduce a quantum change in land development opportunity, and redevelopment and regeneration is likely to begin well in advance of the projected completion of HS2.

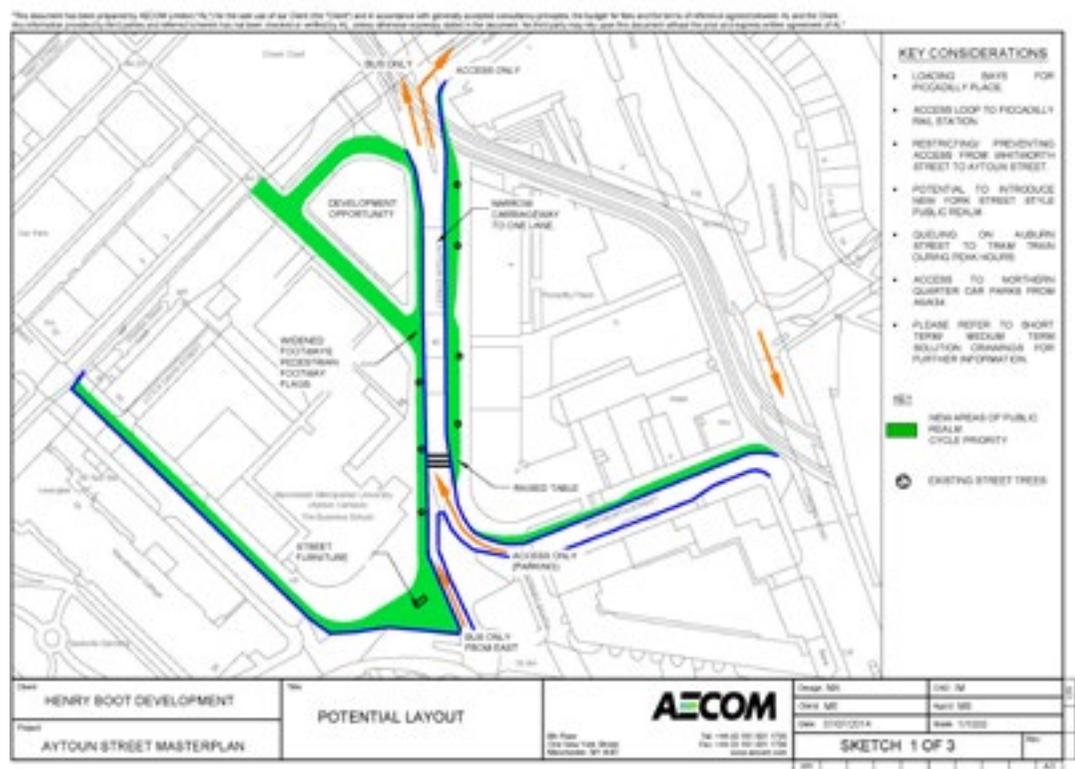
3.112 There are two significant areas bordering the Aytoun Street Site which will probably be developed in the medium to long term independent to the HS2 scheme:

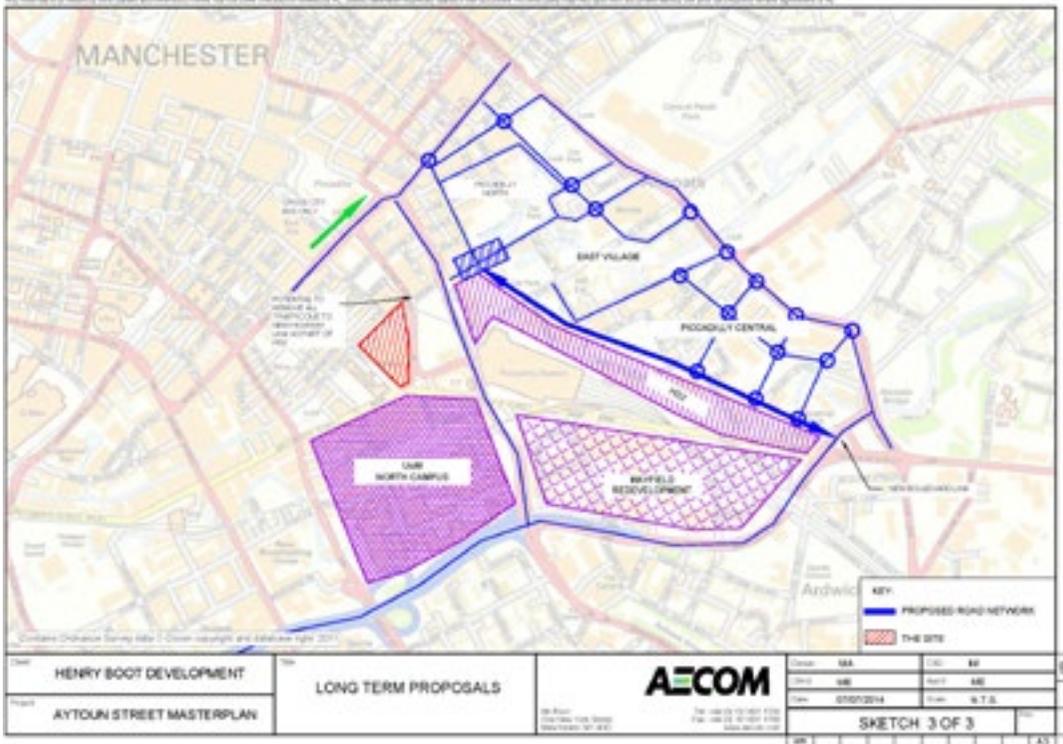
University of Manchester North Campus

Mayfield Depot Site

3.113 Further plans within the HS2 Strategic Regeneration Framework provide a robust strategic vision to regenerate the areas immediately to the north and west of the station area. This includes the creation of a new street alignments and a boulevard alongside the proposed terminal building. The positive implications of these new streets are that the highway network is better linked for access to Piccadilly Basin and the Northern Quarter. Therefore Auburn Street and Aytoun Street are likely to experience a reduction in pressure as access links for general traffic. As a result there is potential for both Aytoun Street and Auburn Street to ultimately be fully pedestrianised alongside the existing tram alignment between Piccadilly Station and Piccadilly Gardens.

Figure 3.11 Short/Medium and Long Term Highway improvements





The Framework

4.1 This Chapter of the SRF sets out the framework for the redevelopment of the Site. It includes providing details on the core development principles which will guide future works on the Site. An overarching aim of the SRF is to deliver a scheme that looks like it has developed organically rather than one which has been dropped into the middle of the city. It should look like each element has regard to every other building and space within the site, as well as to the immediate site context. The SRF seeks to craft a new neighbourhood within the city - a sustainable, exciting and deliverable development and which nestles into this emergent and vibrant part of Manchester city centre.

Core Design Principles

4.2 To support the delivery of economic objectives, the redevelopment of the Site must come forward in a form which delivers a high quality development which creates a new sustainable neighbourhood with a distinctive sense of place and which is functionally and physically connected to the wider area.

4.3 At the heart of the strategy is the delivery of a mix of uses focused on residential and leisure (i.e. hotel or apart hotel), together with complementary ground floor retail and leisure activity which will provide amenities for visitors to, and occupiers of, this neighbourhood, as well as to local residents and other city centre users in adjoining areas. An element of workspace may also be incorporated subject to market demand but this would be very much ancillary to the predominantly residential and leisure uses proposed.

4.4 The purpose of this document, however, is not to prescribe a form of development, as inevitably there will be many different options and combinations of development which could take place that will achieve the important place-making objectives that the Site demands. However, it is important to identify a series of principles that should

be addressed in bringing forward detailed planning application proposals. The following Core Design Principles lie at the heart of the Framework Proposals for the Aytoun Street Campus Suite.

Relationship to the city context and streetscape contribution

The new development should create active frontages at street level enlivening the public realm towards Chorlton Street, Whitworth Street and Aytoun Street.

The new development should be designed to be attractive to end users and create a critical mass of activity which will make a significant contribution towards improving the vitality and viability of this area of the city centre and surrounding areas.

The development should enhance the permeability of the area, creating cross-site pedestrian routes. It should positively improve linkages across the Site in order to establish effective connections with the wider area, particularly around key public spaces and pedestrian desire lines - it should seek to ensure that new development helps to contribute to a walkable, pedestrian-friendly environment.

The architectural form of development should emphasise the walkability of the site and relationship to the city centre and associated amenities.

Parking provision should be minimised, with an emphasis on controlled parking and simple drop-off points.

Alignment of new building blocks along existing streets should be to the back of the pavement line, to enhance the linear character of the streetscape. The development should seek to address the Whitworth Street / Aytoun Street junction at the southern end of the site (subject to addressing any underground

services or ownership issues).

The height of new development should be interdependent with the other criteria, architectural design quality and impact within selected important views. Due to the nature of the existing urban grain and contemporary and emerging development along Aytoun Street, there is scope for development of greater height to the south and south-east of the site.

Entrances to the site should be clearly articulated, using corner blocks stepping up to greater height to mark entrances.

At the south eastern corner of the Site, the potential for either a lightweight structure, or a cantilevered building should be explored to strengthen this corner and create a defined street edge along Whitworth Street. The viability of such an intervention will however be dependent on the resolution of ownership constraints and/or any physical constraints in terms of below ground services.

Contribution to the historic environment

Redevelopment of the site should seek to improve the setting and appearance of the Listed buildings on the site, as well as secure their long term future through active reuse.

The proposals should demonstrate that it will not have an adverse visual impact on the setting of the identified heritage assets from either inward or outward looking views.

Particular attention should be given to the expression of the development in views into the site from Minshull Street, Whitworth Street, Chorlton Street and Aytoun Street.

Particular attention should be given to development either side of the Grade II Listed Buildings within the site, in acknowledging the expression of these buildings and to enhance their setting.

The development should demonstrate enhancement of the adjacent Whitworth Street Conservation Area by the form of development on the site and its architectural quality.

Development should create a positive response to the Rochdale Canal, improving its visibility from the surrounding area and exploring sustainable concepts for its integration into a site-wide landscape strategy.

Architectural quality

New developments must be of a high quality in terms of buildings and public spaces to match and signify the importance of this gateway site.

The architectural style should be clearly contemporary, although taking influence in terms of proportions, materiality and elevation rhythms from the adjoining building styles (i.e. clear verticality).

The overall design should demonstrate that it contributes to the varied architectural character of the area, and is specifically adapted to its context.

Buildings with individual expression and vitality will be supported.

Monolithic / uniform blocks should be avoided by careful articulation of elevations and expression of corners which manipulate verticality.

Proposals should seek to work with the topography of the Site.

The expression and animation of the roofscape / skyline is particularly important, as the site will be viewed from a range of short and medium range views around the city.

Services such as lift towers and ventilation or heating ducts should contribute positively to the articulation of the skyline.

Inspirations should be evident from the existing colour palette and use of materials such as brick and stone should be considered. The employment of appropriate materials, to disaggregate the mass of blocks and provide coherent texture, should be explored and a strategy produced to demonstrate the range of materials.

The colour palette of materials must avoid jarring or strident use of unrelieved panels of colours and avoid conflict with other nearby buildings.

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

Transport & Highways

Improve pedestrian and public transport linkages into and near to the Site to promote better use of strategic bus, rail and Metrolink services.

Access, servicing and parking should be consistent with the wider transport initiatives which aim to reduce traffic within the city centre and promote a modal shift to increased use of public transport.

Sustainability & Management

New buildings within the SRF area should of course achieve as a minimum the energy performance standards in the building regulations - but should aspire to achieve higher levels where achievable.

No specific standards are confirmed in this document however developers would be commended for aiming to achieve high quality sustainability standards such as BREEAM "excellent".

On site power generation, given the city centre context, is problematic so as an alternative, the design focus for new and refurbished buildings should be based on aiming to

reduce energy use by incorporating high levels of insulation, utilise recovery of waste heat where possible, incorporate high levels of energy efficiency and adopt high standards for the use of sustainable building products where practical.

The site is ideally located for residents, visitors and workers to access city centre transport public transport connections – Metrolink being accessible from Piccadilly Station.

Alternative modes of transport however should be allowed for – primarily cycling facilities. The incorporation of new public routes into and through the site will also benefit pedestrian connections to key transport infrastructure.

The public realm delivered as part of the scheme will require a suitable ongoing management regime to ensure upkeep and safety across the site.

The Framework

Indicative Development Proposals

4.5 Based on the site analysis undertaken and detailed in Section 3 of this SRF; and the design framework established above, a number of redevelopment studies for the site have been completed.

4.6 These are included for guidance to demonstrate how proposals for the site could come forward.

4.7 From the site analysis and the introduction of the new public routes which bisect the site, the SRF area can be split into three distinct development zones, as follows (Figure 4.1):

Zone A

The canal frontage and listed buildings;

Zone B

The area east of Minshull Street; and,

Zone C

The area south of the proposed new street "Fish Pond Lane".

4.8 It is anticipated that these three zones may well come forward as separate phases (see section 5 below). These proposals are independent of and can be brought forward without the requirement for the adjacent highway works to Aytoun Street, Minshull Street and Chorlton Street being completed (i.e. these improvements could be completed as a fourth phase independent of the redevelopment works of zones A to C).

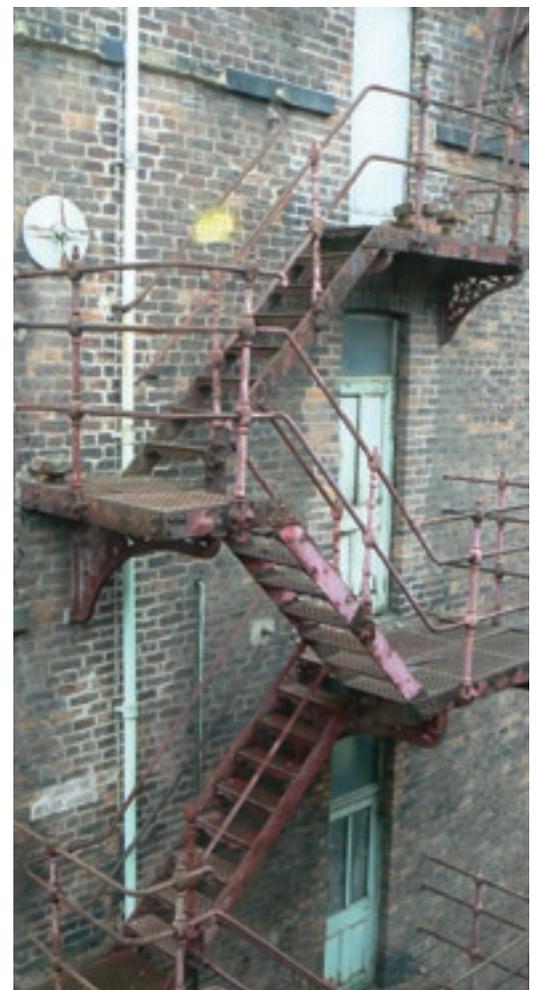
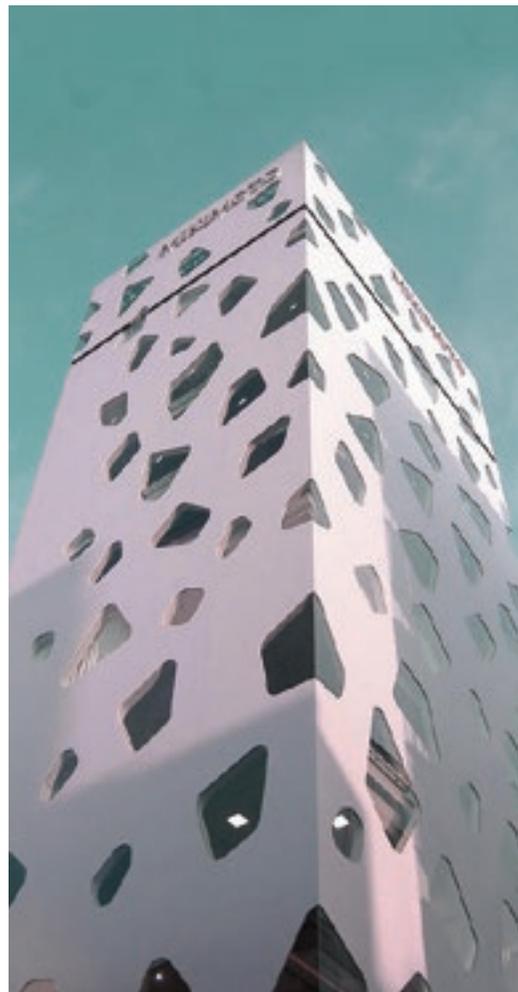
Figure 4.1 Development Zones



4.9 Two options are included below which propose indicative building footprints to illustrate how the site could be redeveloped. These have been developed with regard to the design principles established above.

4.10 A key driver for the redevelopment has been the extent of retention of the existing buildings within the site. It is clear that the two Listed Buildings within the site will be retained and fully brought back into use; however it may also be feasible and beneficial to retain other existing buildings – such as the existing 12 storey tower block.

4.11 This SRF does not set out a preferred option but both are included as illustrative examples below:



Site Analysis

Retention Option (Figure 4.2)

4.12 In addition to retention of the Grade II Listed Buildings within the site; this option would seek to retain the existing 1960s tower (structure only) and re-clad/re-glaze this to provide for a complete facade enhancement and refurbishment. The adjacent amenity block could also be retained. The structure of both of these is considered to be suitable for retention and redevelopment (for example for use as a hotel). A vertical extension to these structures of 1 to 2 storeys is considered to be possible given the strength of the existing concrete structural frames.

4.13 Within the area identified as "Zone A" above, the two Listed Buildings would be fully refurbished with a mix of uses being proposed, most likely leisure and residential, but possibly workspaces.

4.14 Extensions or additions to these buildings may be required to facilitate an appropriate refurbishment and change of use (the detail to be developed as part of any future application for Planning & Listed Building Consent).

4.15 A new public space would be created - "Little David Square" to the north east of Minshull House and opposite a new mixed use building of 10 to 15 storeys is proposed, with an active frontage to the new square and to Minshull Street.

4.16 The canal frontage and Little David Street would be upgraded and re-landscaped.

4.17 A new public space - "Minshull Square" - is proposed to the south of Minshull House and within this a two storey pavilion building for leisure or retail use is proposed to further enhance the vitality of this new space.

4.18 Within the area designated above as "Zone B" a new 10 to 15 storey building is proposed consisting of a mix of uses most

likely residential or hotel use with an active frontage at ground level.

4.19 A new linking public space would be created adjacent to the Rochdale Canal frontage allowing for an improved connection between the remainder of the SRF site and Piccadilly Place to the east.

4.20 Within "Zone C" at the south of the site, the existing 12 storey 1960s tower would be retained and potentially extended at roof level (by an additional two storeys).

4.21 The adjacent Amenity Block between the tower and Chorlton Street could also be retained and extended. The remainder of this zone would consist of an L-shaped building footprint along Chorlton Street and Aytoun Street/Whitworth Street.

4.22 This building would range in height from 10 to 15 storeys potentially with a step down in massing adjacent to the listed Minshull House. On the assumption that this building is predominantly residential, a central semi-private residents courtyard would be created between the new buildings to the south and the retained buildings to the north.

4.23 Given the Site's strategic location close to Piccadilly there is an opportunity for a landmark building of high quality which might appropriately be located on southern part of the site.

4.24 This is identified within this development option at the corner of Whitworth Street/Chorlton Street and Aytoun Street. On the assumption that this building is of the highest design quality (i.e. designed to satisfy the requirements of national guidance such as the CABI and English Heritage's "Guidance on Tall Buildings, 2007") a 'tall building' (up to 31 storeys) in this location could be judged to be appropriate.

4.25 This would be predominantly residential use with active leisure and retail use at ground floor level; plus the potential for leisure uses at mid and/or high level.

4.26 At the south eastern corner of the Site, the potential for either a lightweight structure, or a cantilevered building will be explored to strengthen this corner and create a defined street edge along Whitworth Street (as noted above dependent on the resolution of ownership constraints and/or any physical constraints in terms of below ground services).

4.27 In summary, this option looks to retain all elements on the site which are suitable for refurbishment, redevelopment and extension to provide a range of new uses. This option has the benefit in being quickly deliverable, specifically "Zones A and C" given the large amount of building re-use being proposed.

Figure 4.2 Indicative Masterplan Retention Option



The Framework

New Build Option (Figure 4.3)

4.28 For this option the proposals for “Zones A and B” are identical to the retention option described above.

4.29 Within “Zone C” this area would be fully cleared of all existing buildings. This allows for a more comprehensive redevelopment of this part of the site.

4.30 As indicated on Figure 4.6 below, a new urban block would be created bounded by a new pedestrian street “Fish Pond Lane” and by Aytoun Street, Whitworth Street and Chorlton Street. This building would be predominantly residential in use with active ground floor leisure / retail uses to all surrounding streets where practical. Generally this block would be circa 10 to 15 storeys in height potentially with a step down in massing adjacent to the listed Minshull House.

4.31 For this option, there is also the opportunity for development of a new tall building – to be located either on the corner of Whitworth Street / Chorlton Street (as per the retention option) or on the current site of the 12 storey 1960s tower block.

4.32 On the assumption that this was of the highest design quality (as above) a tall building of up to 31 storeys could be judged to be acceptable.

4.33 In summary this options looks to propose a comprehensive redevelopment of the site be removing all existing buildings and structures with the exception of the two Listed Buildings on the site. A range of new uses is proposed – predominantly leisure and retail at ground level with residential use above (as with the retention option).

4.34 This option has the benefit of providing a widened central new pedestrian street – “Fish Pond lane” – to further improve connectivity between Chorlton Street and Aytoun Street.

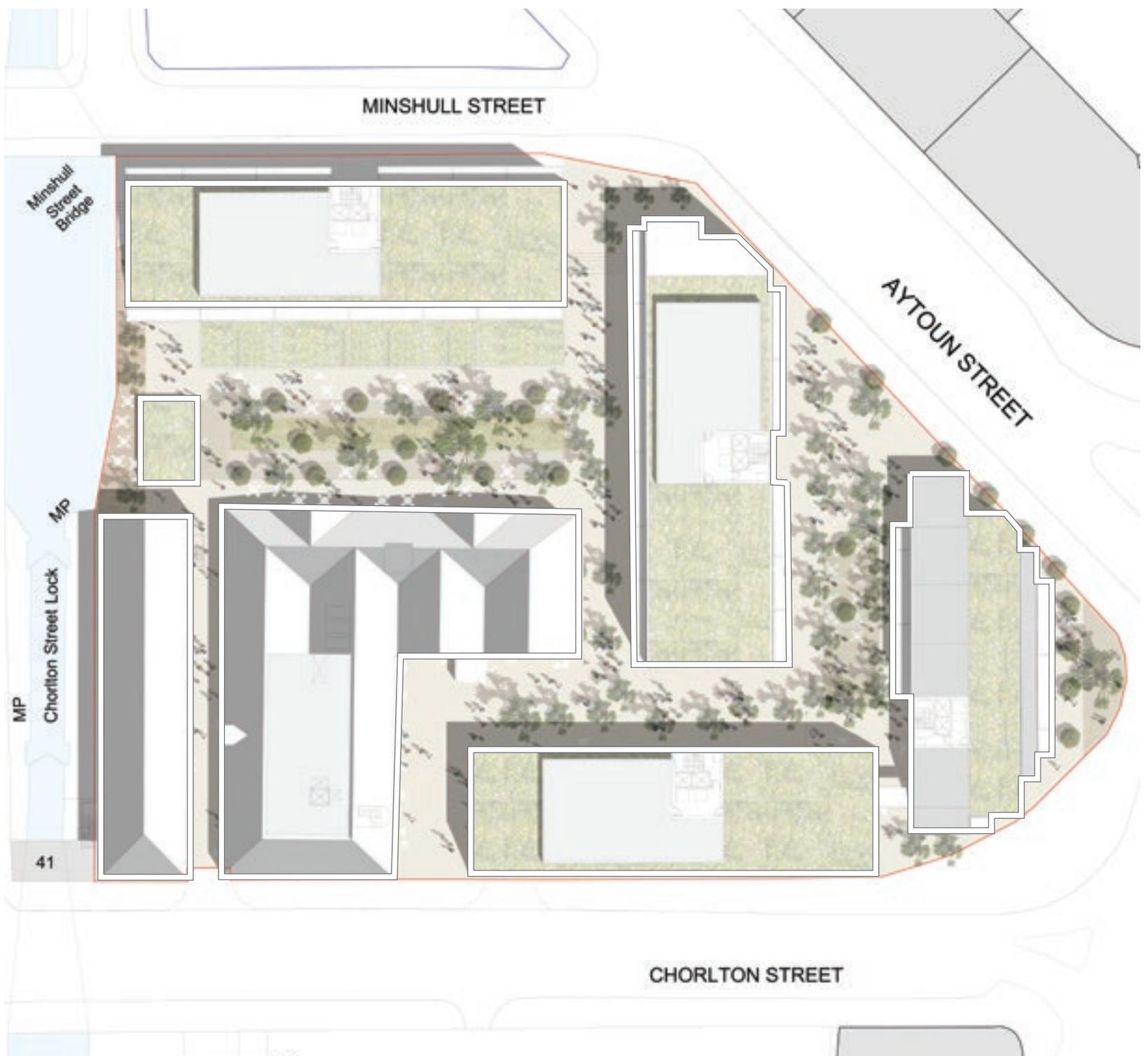
Building Height and Massing

4.35 In general, the approach to building height and massing within both development options above has been developed to respond to the proximity of the Grade II Listed Buildings within and adjacent to the site; the proximity of the adjacent Conservation Area and lastly the proximity of the Grade II* Listed Crown Court and Fire Station.

4.36 The suitable provision of open streets and public spaces within and adjacent to new building zones has also been developed to enhance the setting of these key heritage assets.

4.37 Generally, new buildings are proposed to range from 10 to 15 storeys in height which is considered to be suitable given the central city centre location and the precedent set by surrounding new developments (e.g. Piccadilly Place). As the emerging masterplan is developed, opportunities for taller buildings may well be considered and the feasibility of these developed further. Any ‘tall building’ will need to be of the highest design quality and subject to full assessment contained under the terms of local policy contained within Manchester’s Core Strategy and in national policy provided by CABE and English Heritage’s Guidance on Tall buildings.

Figure 4.3 Indicative Masterplan New Build Option



Delivery Strategy

5.1 The proposed development of the Aytoun Street Site will make a significant contribution to achieving the key objectives for the Piccadilly area. It will:

Mark a key gateway / arrival site for Manchester with a quality landmark development, creating a positive first impression of the city;

Enhance linkages between the city core and Piccadilly;

Encourage the use of the area's transport assets, namely both Piccadilly Station and the Piccadilly bus/Metrolink interchange, which are both located close to the site; and,

Represent a significant further investment to the area, building upon recent successes, which will further strengthen Piccadilly Gateway's role in underpinning the economy of the city centre.

5.2 The continuing success of Manchester city centre's regeneration combined with the Site's adjacency to Piccadilly (including the proposals to accommodate the arrival of HS2), means it is well placed strategically to deliver lasting regeneration and to act as a catalyst to the regeneration of neighbouring sites.

5.3 The Design Principles in Chapter 4 have been developed to capture this opportunity and promote a Masterplan comprised of a series of zones. The mix of residential and commercial/leisure uses with ground floor active retail frontages and the new areas of public open space was defined early on as appropriate to the site both in terms of generating activity to enliven the new city block but also generate value to secure redevelopment of this vacant site and responding to market demand.

5.4 Importantly these uses will provide animation and amenities for visitors to, and

occupiers of the Site as well as to local residents and other city centre users in adjoining districts.

5.5 The exclusive nature of the constituent parts making up the Site particularly the stretch of Canal frontage and the Listed Buildings make for a quite distinct development, an exceptional place to live, to work and to visit.

A Flexible Approach

5.6 It is recognised that due to the size of the Site, it may be delivered in a series of manageable phases that can be sequenced in any number of ways in response to market conditions.

5.7 As outlined in the previous section indicative Masterplans have been prepared to sit alongside this Framework to demonstrate how development principles within this SRF could be delivered. The indicative Masterplans may change over time as thinking develops, opportunities come forward and detailed design work is progressed. At this stage, they clearly demonstrate a high quality solution to the regeneration of the site in accordance with key development principles.

5.8 In the spirit of a 'framework', some of the strategic principles of the SRF are more definitive but other aspects are only indicative. Aspects such as pedestrian connections and the protection of the heritage assets are more fixed to ensure that the wider heritage and public realm objectives can be satisfied. Other aspects such as height, footprint and architectural language will benefit from an evolution that adds richness, quality, modulation and a degree of diversity.

5.9 One of the concept masterplan options includes the retention of the MMU Tower Block should there be firm market interest in retaining this building. It is important to note that should any existing non-listed building be

retained, it would be subject to a comprehensive external refurbishment so that its appearance remained in keeping with the principles guiding the wider redevelopment of the Site.

5.10 Importantly, emphasis has been placed on ensuring that key infrastructure and public realm interventions can also be phased. This will ensure that the development cashflow does not have to bear significant upfront costs before development proceeds are returned. This flexibility is essential in today's challenging financial climate. On a building by building basis, the truly mixed-use nature of the Masterplan will enable simultaneous development to occur on a number of frontages. In so doing, this will allow the scheme to generate early momentum and a corresponding critical mass of occupiers, residents and visitors.

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

5.12 The emerging vision for the surrounding highway network is supported by policies within the Transport Strategy for Manchester city centre. These look to support public realm enhancements and improved pedestrian access with the desire to shift through-traffic from city centre streets out to the Inner Relief Road. It is important to note that the suggested changes to the highway and public realm adjacent to the Site are not essential to the delivery of the masterplan concepts, however narrowing carriageways, widening footways and integrating cycle facilities into

the streetscape will all help contribute to a much improved local highway network.

5.13 Longer term vision for the wider area surrounding Piccadilly will create additional opportunity to reimagine the local streetscape. New developments and the potential for the HS2 terminal construction will be exciting additions to the city which will further enhance the attractiveness of the Aytoun Street site.

Uses

5.14 At the heart of the strategy is the delivery of a mix of uses focused on residential and leisure (including hotel and apart hotel uses) together with complementary ground floor retail activity which will provide amenities for visitors to, and occupiers of this site. The proposals will deliver a new city centre block teaming with activity and interest.

5.15 Should there be interest in other appropriate city centre uses that can generate similar levels of activity then they will also be considered subject to accordance with local planning policy.



Delivery Strategy

Residential

5.16 Manchester is a rapidly growing city with one of the highest population growth rates in the UK twinned with a strong economic resurgence post-recession. Both of these factors combined mean that significant investment in housing is required and, as importantly, it is required to be in the most suitable locations. The city centre is the biggest source of jobs in the region and developments that service its needs in terms of providing suitable accommodation will be supported.

5.17 There are many examples of residential developments within a short walk of the site (for example, the Hub at Piccadilly Place, The Grand and Mercury buildings on Aytoun Street and converted warehouses on Whitworth Street), with numerous other examples in the Northern Quarter and Eastern Gateway area. The proximity of the site to these established residential districts presents an excellent opportunity to deliver an early phase of development.

5.18 Whilst 2 to 3 years ago there may have been an oversupply of accommodation coming to the market relative to demand, the relative absence of new build activity over the past 2 to 3 years has meant that this imbalance has been rectified. The rental market in particular has strengthened and high levels of demand and competition for properties has resulted in price increases for prime apartments, and a nil-void position.

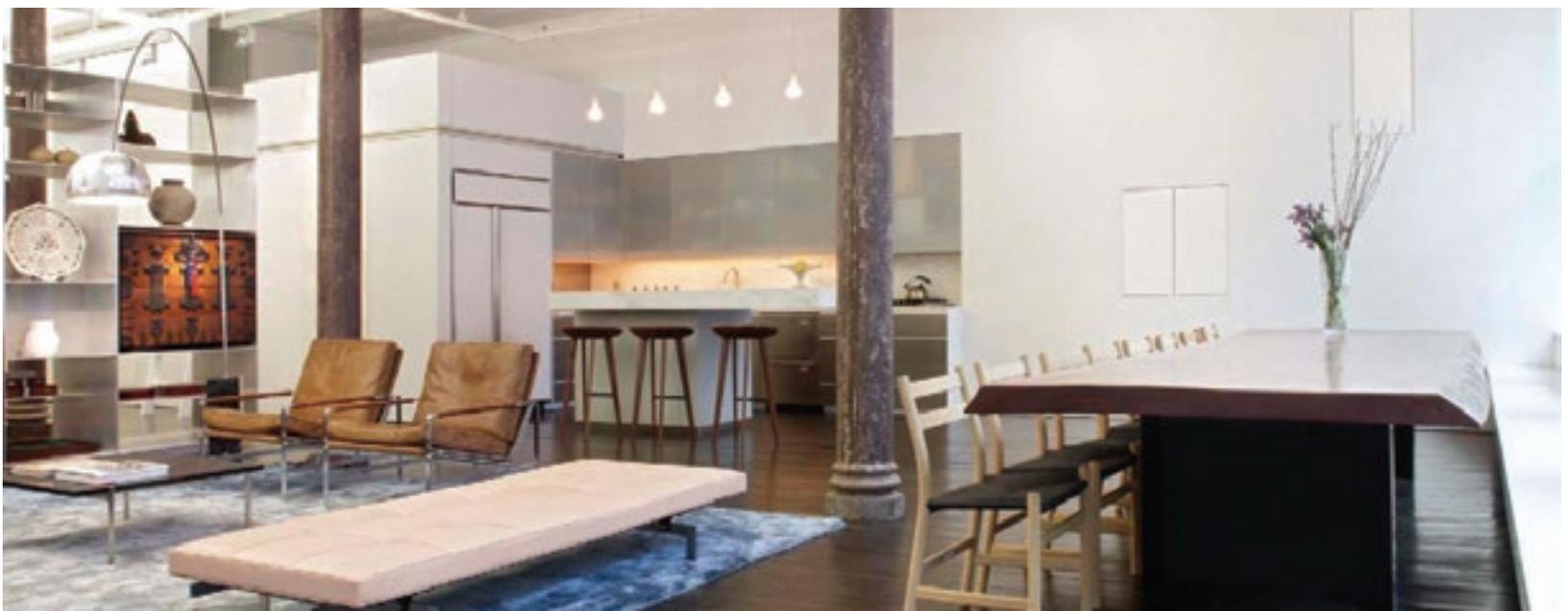
5.19 The proposals will add to the life, vitality and 24/7 use of the area which are integral to the delivery of a new sustainable city centre neighbourhood district.

5.20 Any proposal for student residential accommodation on the site would be considered by the Council as local planning authority in the context of Core Strategy policy H12 and would need to satisfy the criteria in that policy.

5.21 The importance of contributing towards Manchester city centre's mix and quality of

housing to ensure it meets the aspirations of existing and potential households is a critical component of the SRF. The Site is exceptionally well placed to create a new neighbourhood of choice, in a location adjacent to a range of employment, retail and leisure opportunities. The residential offer will benefit from the Canal side location which will contribute to the creation of a distinctive sense of place.

5.22 This approach is consistent with the adopted Manchester's Core Strategy which notes that proposals for residential development in this area will be supported where they contribute to the delivery of investment, economic regeneration and new employment.



Retail / Leisure / Hotel / Offices

5.23 There are clear opportunities to harness the huge footfall generated by the proximity to Piccadilly Station and the existing leisure uses along Canal Street by improving permeability and accessibility between the site and the wider area. The site has the potential to support a variety of complementary leisure uses which would provide a means of extending dwell time and generating footfall and activity into the site.

5.24 Ground floor cafes, restaurants, bars, and small retail uses are envisaged. There is an opportunity to incorporate weekend markets into the public realm. The retail offer should be targeted towards creating a sense of place and a distinctive offer. These types of uses would complement the redevelopment of the London Road Fire Station as a mixed use leisure and hotel destination.

5.25 The Minto & Turner building and Minshull House are the perfect setting for sensitive conversion to vibrant bars and restaurants,

trading from 19th century listed warehouses, spilling out onto Little David Street. They could also accommodate ground floor retail uses. At the upper levels they could be occupied by offices or put to residential use. When combined with the new architecture, the Listed Buildings have the potential to add a layer of complexity to the Site that will enable the SRF proposals to add to the rich grain of this part of the city centre.

5.26 As part of the mixed use offer, the site would be an excellent location for a hotel/ apart hotel. Its proximity to Piccadilly being a highly attractive factor for hotel operators which can be seen in the number of existing and planned hotels in the immediate area. On a broader scale, Manchester is a leading destination for retail and sports, as well as conference and exhibitions, due to the draw of Manchester Central and the Phones 4u Arena. Manchester's range of attractions are supported by excellent transportation links, including Manchester Airport, which is the UK's fourth largest airport. This combination fuels

the need for hotel provision in Manchester city centre.

5.27 Given the proximity to Piccadilly Station the site would be an attractive option for office workspaces/incubation offices. These may also be accommodated subject to demand.



Appendix A – Accordance with Planning and Regeneration Mandates

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

Key Regeneration Objectives	Policy Document(s)	SRF Contribution
<p>“Manchester city centre is the driver of economic growth” Manchester’s emerging Core Strategy identifies the city centre as the gateway to Manchester and the wider City Region for many potential investors, new residents and visitors. The City is critical to achieving Manchester’s economic objectives to increase productivity, grow the market and labour force, attract investment, improve skills and provide businesses with the right support. A range of economic development uses, including retail, leisure, entertainment and cultural and tourism facilities will be encouraged in the city centre to support this growth.</p>	National Planning Policy Framework Greater Manchester Strategy Manchester Core Strategy	✓
<p>“Creating quality places to meet the needs of a competitive City Region” New housing is needed to support sustainable economic growth and the regeneration of inner areas, as well as to address identified demographic needs in the coming years. Policy plays a key role in ensuring that the housing offer is of the right quality and mix to attract and retain the best talent and there is an identified need to focus on improving the match between the housing ‘offer’ and the aspirations of existing and potential new households. There is also a need to ensure that housing policy is linked to improving life chances in deprived communities. Manchester city centre will see some of the most intensive development of housing.</p>	Greater Manchester Strategy Greater Manchester Housing Strategy Manchester Core Strategy City centre Strategic Plan Residential Growth Prospectus	✓
<p>“Attract, retain and nurture the best talent” The Greater Manchester Strategy identifies that prospects for economic growth are closely tied to the ability to attract and retain the most talented individuals. It is therefore critical to focus on attracting talent and improving the marketing of the City Region’s attractiveness as a location to live, study, work, invest and do business. To support this aim, the residential, retail, leisure, culture and public realm offer must be co-ordinated to deliver a synergy that will attract and retain the most qualified, talented and innovative workers.</p>	Greater Manchester Strategy Manchester Core Strategy City centre Strategic Plan	✓

Key Regeneration Objectives	Policy Document(s)	SRF Contribution
<p>"Creation of inclusive sustainable communities" The continued economic success of Manchester city centre is essential to creating opportunities and benefits for local residents; an important challenge is for the benefits of growth to be spread across the City to reduce economic, environmental and social disparities, and to help create inclusive sustainable communities.</p>	Greater Manchester Strategy Manchester Core Strategy City centre Strategic Plan	✓
<p>"Manchester is the focus for cultural activity and creativity in the North of England" Manchester city centre will be the focus for culture and leisure within the City Region; proposals that will improve cultural facilities and facilities for business visitors will be encouraged, including the provision of new hotels.</p>	Manchester Core Strategy City Centre Strategic Plan	✓
<p>"Effective use of land" Planning policies should respond to local circumstances and market signals to enable the delivery of more development in suitable and viable locations. Plans should set out a clear strategy for allocating sufficient land which is suitable for development, taking account of the needs of the residential and business community. Policies should also make the most effective use of land by promoting mixed use developments that create more vibrant places, and encourage multiple benefits for the use of land in urban areas. The approach set out within the Development Framework has been developed in accordance with these principles. It provides a set of development principles that will enable the delivery of a vibrant mixed use development on a key strategic site, which can be adapted in response to the current market conditions and identified needs for the city centre.</p>	National Planning Policy Framework Greater Manchester Strategy Manchester Core Strategy City Centre Strategic Plan	✓

A PARTNERSHIP BETWEEN

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