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Executive Summary

1. First Street has long been a regeneration priority for Manchester City Council and after many years of positive development is now well established as a destination within Manchester City Centre.
2. First Street is divided into four principal Development Areas: First Street North, First Street Central, First Street South and the First Street Creative Ribbon.
3. This 2018 iteration of the Framework updates the development principles for First Street Central. First St Central will remain the focus for commercial office development within the masterplan. First Street is now an established commercial office location, with an ecosystem of high quality occupiers emerging within No.1 and No.8 First Street. In order to capitalise on this popularity and respond to ongoing demand for Grade A office floorspace in the City Centre, a higher scale and density of office accommodation in the central part of the masterplan is now feasible. This could be combined with additional hotel floorspace, which would support Manchester's continued growth in popularity as a visitor destination, and add to the offer at First Street.



Figure 1.1 - First Street Development Areas

Superseded Frameworks & progress to-date

4. The original Framework for First Street was endorsed in 2005 and, more recently, a substantive update took place in 2012 as the UK began to emerge from the global economic downturn and local economic conditions began to improve. The First Street Framework at that time sought to underpin delivery of the First Street North concept that has recently completed, and to counterbalance that at First Street South with an integrated anchor destination, including hotel, foodstore, student accommodation and car parking. This would create an anchor and physical draw through the entire First Street area, with a key aim being the creation of conditions for further investment in the First Street Central office product.
5. In 2015, the Framework was updated and sought to build upon the key achievements to date, embedding the core principles established in the preceding Frameworks to ensure that development within the First Street area continues to meet current requirements and the opportunities driven by a growing economy and population, and helps to deliver a neighbourhood of choice within this key gateway location within the City Centre. Principally this Framework incorporated a number of additional sites to the west of Medlock Street into the Framework Area and proposed the introduction of residential elements into the First Street South area.
6. Since the 2012 and 2015 iterations, a considerable amount of development has been delivered at First Street including:
 - First Street North is now complete and open with the major new cultural facility HOME as its key anchor, the first Melia Hotel in the UK outside of London, Manchester's first Vita Student development, multi-storey car-park, a range of ancillary food and beverage units and new public spaces, including a new public square.
 - The first phase of First Street Central was the creation of new office accommodation at Number One First Street which is now fully let following lettings to major national occupiers including Autotrader, Jacobs and Ford Credit Europe, between them bringing c.1,000 jobs to the City Centre. This illustrates how First Street has successfully addressed its target market of occupiers seeking accommodation with all the benefits of being within the City Centre with the offer of flexible accommodation at a price-point more akin to an out-of-centre development.

- Building from the success of Number One First Street, proposals for a new office building – No.8 First Street – were approved in May 2016. No.8 First Street will deliver 170,000 sq ft of Grade A BREEAM Excellent office accommodation over six floors, with unrivalled 26,000 sq ft, largely column free floorplates, offering flexible layouts and generously proportioned office space. Construction of the building is due for completion in late 2018 with a pre-let to Gazprom and Odeon Cinemas already secured.
 - Planning Permission was granted for No.11 First Street – a 624 apartment, built-to-rent development – in June 2016. This is located within the First Street South area and construction is expected to commence during 2018.
 - The public square created to the south of HOME forms an important public space within the City Centre, complementing the surrounding cultural uses. First Street itself, put in place in 2009, provides a north-south route leading through the site from First Street North to First Street South. A new east-west route has been created linking Medlock Street to Cambridge Street via HOME and the surrounding uses at First Street North.
 - Symbolically, and importantly for the place-making that underpins First Street, the naming strategy for the streets and public spaces within First Street was confirmed in September 2014. The new public square at First Street North has been renamed Tony Wilson Place, in honour of the legendary co-founder of Factory Records and the Hacienda nightclub which was located opposite First Street on Whitworth Street West. The other streets and squares through the site have similarly been named after famous and influential Manchester figures, including James Grigor OBE, Jack Rosenthal, Annie Horniman and Isabella Banks. A statue of German philosopher Friedrich Engels – who spent time in Manchester – was erected in Tony Wilson Place in July 2017.
8. Manchester is one of the fastest growing cities in Europe. By 2025, in excess of 600,000 people are expected to live in the city, up by 7.6% on the 2015 estimate . Employment growth of 8.9% is forecast in Manchester between 2016 and 2025 (and 14.1% in the period 2016 to 2036). This growth rate is forecast to add 35,200 jobs to the Manchester economy, taking the total employment level towards 430,000 in 2025.
 9. Manchester has one of the largest office centres outside of central London with slightly in excess of 19 million sq ft of total floor space. This compares with Birmingham at 18 million sq ft and Leeds at 12.3 million sq ft. The Manchester office market remains highly competitive, building on the strength of the local economy and the desire for businesses to want to locate here combined with a growing population.
 10. Continued strong uptake of office space has led to a shortage of Grade 'A' office space as demand outstrips supply. The Manchester Office Agents Forum consider that with only c.160,000 sq. ft. of Grade A accommodation presently available, 2018 will present great opportunities to capitalise on the constrained supply of quality office accommodation.
 11. First Street's unique location within both the City Centre and Corridor Manchester, and the mix of uses delivered to date including world class cultural facilities and public realm, mean it is ideally placed to attract businesses within key growth sectors that will add significant value to the economic base of Manchester. This is evidenced by the caliber of lettings secured at No.1 and No.8 First St to-date.
 12. The regeneration of the First Street area has been an ambition of the Council for almost 20 years, and has been subject to Development Frameworks to deliver that vision since 2005. Since the endorsement of the 2010 Framework, which introduced the concept of creating a new neighbourhood of choice in this area of the City Centre, real progress has been made in delivering meaningful regeneration of the area. We are now seeing the realisation of the vision refined in the 2012 and 2015 Frameworks; First Street North has created a new cultural hub and a new destination within Manchester City Centre, drawing people to the area.

Strategic Context

7. Over a thirty year programme of transformation, Manchester has become recognised as one of Europe's most exciting and dynamic cities. With a diverse population that exceeds half a million people, the City of Manchester is located at the heart of GM, the largest conurbation in the UK outside of London.
13. However, in order to fully realise First Street's potential contribution to the continued growth and regeneration of Manchester City Centre the masterplan needs to build upon its success to-date and the clear

popularity of the location, to maximise the commercial offer within the area, and the demonstrated need for more office space in the City Centre.

2018 Framework Update

14. The 2018 First Street Development Framework Update has been prepared in response to this evolving strategic context. It represents an evolution to the 2015 Framework Update, building upon the continued successful delivery in the area.
15. The proposed changes within the 2018 Framework are focused on the First Street Central area, together with amendments to the proposals for the sites to the north and south of MacIntosh Mills in First Street South.



Figure 1.2 - First Street Central

16. First Street is now an established office location, demonstrating the success of its unique locational attributes within the City Centre and adjacent to the Corridor Manchester and distinctive offer of large, flexible floorplate Grade A office floorspace. Lettings secured to-date have created a critical mass of quality occupiers, fueling further demand and setting the conditions for exponential growth in the area.

17. The popularity of First Street as a distinctive destination within the City Centre has increased in recent years. Established occupiers like HOME, VITA, and Melia Inside Hotel have attracted a critical mass of people to the area. This has been supplemented by the popularity of recent food and beverage and leisure operators at First Street. This include Junkyard Golf, Indian Tiffin Room, Wood, Kettlebell Kitchens, and The Gas Works.
18. Development within and in the vicinity of the masterplan area – at Whitworth Street, River Street and within the Great Jackson Street Framework – have extended the City Centre core southwards, bringing First Street closer into the heart of the city.
19. There is a finite amount of land within the City Centre to deliver the commercial floorspace needed to support Manchester’s growth agenda. In light of these conditions, there is a need to revisit the development parameters and density assumptions for First Street Central.
20. Further analysis has therefore been undertaken on Plots 9 and 10 of the masterplan, which indicates that greater scale and density of office accommodation can be delivered on these plots. This will ensure that First Street can meet the level of demand in the area and maximise its contribution to the City’s economic growth.
21. An increase in scale and density will respond to the emerging spatial context around First Street and create a powerful visual and functional connection between the edge of the City Centre and its core. The quality of place-making emerging at First Street also supports greater density in the area.
22. Specific operator demand has been identified for a hotel within First Street, which would complement the Melia Inside offer at First St North. There is an opportunity to incorporate this into one of the commercial office buildings on Plots 9 or 10 of First Street Central, thereby ensuring that the primary commercial office function of this part of the masterplan is not diluted.
23. This provision would broaden the offer within First Street with a complementary use and could help unlock commercial office development.
24. The development sites on Cambridge Street, north and south of MacIntosh Mills, are also now considered to be suitable for commercially-led mixed-use development.

25. This Framework update reinforces the overarching approach to public realm, accessibility, movement and circulation, urban design and architecture that has been successfully defined within previous iterations of the Framework document.
26. The development capacity of First Street has been revised since the 2015 Framework Update was produced, reflecting changing economic circumstances.
27. The right set of circumstances now exists to support the next phase of development at First Street and to maximise its contribution to the City Centre's growth. This updated Framework demonstrates how proposed development activity in each of First Street North, Central, South and the Creative Ribbon, when combined with a site wide public realm and accessibility/ movement strategy, will deliver comprehensive regeneration and a fully integrated new City Centre neighbourhood.

1 Introduction and Background

Purpose of this Document

- 1.1 This Development Framework Update has been prepared in order to update the development principles set out in the current First Street Development Framework, endorsed by Manchester City Council (“the Council”) on 4 November 2015.
- 1.2 This updated Framework has been prepared in response to changing market conditions and the emerging development context. It is supported by an updated masterplan for the area, prepared by 5-Plus Architects on behalf of Ask Real Estate Ltd and Manchester City Council. The revised content of the Framework reflects discussion with the Lead Developer, Ask Real Estate as the landowner, and Manchester City Council.
- 1.3 Following consultation, and if endorsed by the Council, the planning status of this document will be as a material consideration in the determination of all planning applications which relate to the Framework Area. It will supersede the 2015 First Street Development Framework in this regard. Whilst it does not form part of the Development Plan, it has been prepared to be consistent with national policy objectives and the local Development Plan.
- 1.4 This framework outlines the vision and principles for development in the area. Development proposals within the SRF area will be required to go through further detailed consultation and design process prior to planning applications coming forward. Planning applications must demonstrate that proposals have been fully assessed against the policies within Manchester City Council’s adopted Development Plan and other material considerations.

First Street – Key Characteristics and Opportunities

- 1.5 First Street sits at a key node between Manchester’s Civic Quarter with its landmark civic buildings and world-class conference facilities and an established office destination centred on St Peter’s Square; and the knowledge industry and education engine room of Corridor Manchester

and near to the long-established residential community of Hulme, which is also home to Manchester Metropolitan University’s Birley Campus.

- 1.6 It benefits from excellent transport links via railway stations at Deansgate and Oxford Road, access to the tram network at Deansgate/Castlefield Metrolink Station and bus corridors along Deansgate and Oxford Road. These connections are being further enhanced by ongoing and planned enhancements. Works to Deansgate/Castlefield Metrolink station completed in 2017 as part of the Second City Crossing to create a more efficient and expanded station offering. Improvement works to the Oxford Road bus corridor to reduce the influence of private motor vehicles and encourage public transport use have been implemented. In the future, the redevelopment of Oxford Road station as part of the Northern Hub initiative will improve mainline rail routes.
- 1.7 First Street offers a unique development opportunity in the City Centre, combining further major office development, with a cultural and leisure offer alongside new residential development. It is also ideally located to support the future growth and expansion of the City Centre as well as wider regeneration objectives by improving connections and meeting future development needs.
- 1.8 Historically, the First Street area has been defined by the Mancunian Way to the south, Medlock Street to the west, Cambridge Street to the east, and Whitworth Street West to the north.



Figure 1.1: First Street Development Framework Masterplan Area 2012

Street North, First Street South, and the Creative Ribbon remain unchanged from the 2015 Update.



Figure 1.2: First Street Development Framework Masterplan Area 2015 and 2018

- 1.9 In 2015, there was an opportunity to widen the masterplan area as new development opportunities materialised that have the capacity to enhance the economic contribution of the area, creating a focus and hub for what is already becoming a vibrant and distinctive mixed-use neighbourhood.
- 1.10 Therefore, the First Street development area was expanded within the 2015 Framework Update to incorporate the long-standing development opportunity sites on the western side of Medlock Street, including the Little Peter Street car park, City Road office accommodation and the Premier Inn hotel.
- 1.11 In addition, two development sites to the north and south of Macintosh Mills (Store 23A of the Macintosh Mills complex and the former Salvation Army site) were included in the Framework area, allowing a more comprehensive approach to masterplanning for the area and improving opportunities to integrate First Street with the surrounding neighbourhoods to the east and south.
- 1.12 The 2018 Framework Masterplan Area retains the same boundary as the 2015 Framework. This update is undertaken to address changes to proposals within the First Street Central area only, specifically on Plots 9 and 10 of the masterplan. The development principles outlined for First

Previous First Street Development Frameworks

- 1.13 A Development Framework to guide the regeneration of First Street was originally endorsed by Manchester City Council in 2005, in response to a requirement for significant additional Grade A office space in Manchester City Centre. This Framework was updated in 2007, again focusing on the potential on the supply of Grade A office space.
- 1.14 The 2010 First Street Development Framework, prepared in November 2010 and endorsed in March 2011, provided a new direction for First Street. Rather than focusing solely on the delivery of office accommodation, it re-focused plans on successful “place making”. It had been recognised that, to be successful, First Street needed to embed itself firmly within the context of its wider neighbourhood and position itself to provide services, facilities and accommodation for that wider neighbourhood.
- 1.15 Given the scale of the regeneration opportunity, the 2010 Framework took a zonal approach to the potential distribution of land uses across the neighbourhood. It promoted a number of core development principles and directions but was, by design, sufficiently flexible to allow the stakeholders to be pro-active in attracting new investment and

respond positively to a changing, and increasingly price sensitive, occupier marketplace.

1.16 These principles have continued to underpin the strategy for the area and are carried through into this updated Framework. It also introduced a number of early interventions:

- Establishing a cultural hub;
- Redeveloping and integrating Oxford Road Station area;
- Refining the commercial office offer; and
- Delivering an integrated anchor destination.

The 2012 Development Framework

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

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

- **First Street North** – a new cultural hub for Manchester, accommodating an iconic integrated cultural facility to accommodate the Greater Manchester Arts Council (GMAC), surrounded by complementary, leisure, amenity, hotel and commercial activities surrounding a new public square creating a genuinely unique, colourful and vibrant place.
- **First Street Central** – a new office destination targeted at a range of commercial occupiers, particularly those seeking the benefits of a central and highly accessible City Centre location, competitively priced to help distinguish the accommodation from other locations in the City Centre.
- **First Street South** – a second significant anchor to the development, acting both as a distinctive gateway to the site from the south and also a destination in its own right. In order to create

the critical mass of activity required, the area incorporated a mix of retail (food and local amenity), hotel/restaurant facilities, student accommodation, car parking and a mix of educational/recreational and community uses.

- **Creative Ribbon** – a unique opportunity was identified to build on the existing cluster of cultural and creative businesses around Knott Mill and Whitworth Street West, and the new cultural hub to be delivered within First Street North to create a new distinctive cultural district of the City Centre. The four key components of the quarter were; Oxford Road Station and Existing Cornerhouse Cinema site; Cambridge Street/River Street; Little Peter Street; and Whitworth Street West.
- The Framework also provided general guidance on public realm, accessibility, movement and circulation, urban design and architecture, development capacity and development quantum:
- **Public realm, accessibility, movement and circulation** – reinforced the requirement for public realm and linkages to be used as a mechanism for creating a sense of place across the First Street area, connecting all the development components. The Framework sought to promote and respect the existing street pattern except where it limited development potential whereby bold new interventions were proposed. The focus was on improved north-south connections through the site from Whitworth Street West to Hulme and east-west connections along Chester Street and River Street.
- **Urban design and architecture** – identifies commercial office development as being the dominant use across First Street with leisure, hotel, cultural, retail and residential uses complementing and underpinning this offer.
- **Development Capacity and Quantum** – The 2012 Framework sought to respond to market changes by proposing lower density development but still comprising 2.1 million sq ft of floorspace, 48% of which would be for commercial uses. The remainder of floorspace would comprise retail/leisure/hotel use (18%), residential/student/key worker accommodation (10%), civic/cultural/amenity space (4%) and 22% of the site for the use of car parking/ other. This floorspace analysis excluded the Creative Ribbon, including Little Peter Street car park, which was still undergoing analysis and the reduced floorspace from earlier iterations of the Framework was largely due to a reduction in scale

and massing of the proposed office buildings within First Street Central.

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

The 2015 Updated Development Framework

- 1.20 The concept of creating a neighbourhood of choice, with the core First Street area forming the cultural and commercial hub which would stimulate regeneration within the wider area, was established in the 2010 Development Framework, refined in the 2012 Update and remains a strong concept. The 2015 update sought to build upon that success and deliver the next phase in First Street's regeneration.
- 1.21 The complete letting of Number One First Street demonstrated the success of the commercial office product offered at First Street and signifies strong demand for additional floorspace.
- 1.22 As forecasters predicted a continuing buoyant economic outlook, it was considered essential that First Street was able to deliver the development necessary to meet a further uplift in this demand. To achieve this proposals for the area had to adapt to current economic, social and spatial conditions.
- 1.23 Long-standing opportunity sites to the west of Medlock Street and along Cambridge Street were incorporated into the Framework area for the first time, allowing a fully integrated approach to development of the First Street neighbourhood.
- 1.24 The 2015 Framework introduced an intention to create a new residential neighbourhood of choice which responds to an already-growing residential community along Cambridge Street and the planned new neighbourhood at Great Jackson Street, and to the need for significant new levels of residential accommodation in the City Centre to meet the objectives of the Manchester Growth Strategy. It also responds to the opportunity that the First Street location delivers, at the gateway between the region's economic hub of the City Centre and Corridor

Manchester where the diversification of Manchester's economy is going to be most acutely witnessed in the coming years.

- 1.25 The 2015 Framework built upon what had worked to-date, embedding the principles established in the preceding Development Frameworks in an updated Framework which ensures that development within the extended First Street area meets current requirements and helps to deliver a neighbourhood of choice within this key gateway location at the southern edge of Manchester City Centre.

Progress to-date

- 1.26 Significant progress has been made already in delivering the vision for First Street.
- 1.27 First Street North is now complete and open with the major new cultural facility HOME as its key anchor, the first Melia Hotel in the UK outside of London, Manchester's first Vita Student development, multi-storey car-park, a range of ancillary food and beverage units and new public spaces, including a new public square. A range of national and independent operators have moved into the area to create a varied and vibrant leisure destination.
- 1.28 The first phase of First Street Central was the creation of new office accommodation at Number One First Street which is now fully let to major national occupiers including Autotrader, Jacobs and Ford Credit Europe, between them bringing c.1,000 jobs to the City Centre, illustrating how First Street has successfully addressed its target market of occupiers seeking accommodation with all the benefits of being within the City Centre with the offer of flexible accommodation at a price-point more akin to an out-of-centre development.
- 1.29 Building from the success of Number One First Street, proposals for a new office building – No.8 First Street – were approved in May 2016. No.8 First Street will deliver 170,000 sq ft of Grade A BREEAM Excellent office accommodation over six floors, with unrivalled 26,000 sq ft, largely column free floorplates, offering flexible layouts and generously proportioned office space. Construction of the building is due for completion in late 2018 with a pre-let to Gazprom and Odeon Cinemas already secured.
- 1.30 In First Street South, Planning Permission was granted for No.11 First Street – a 624 apartment, built-to-rent development – in June 2016. It is expected that construction will commence during 2018.

- 1.31 The public square created to the south of HOME forms an important public space within the City Centre, complementing the surrounding cultural uses. First Street itself, put in place in 2009, provides a north-south route leading through the masterplan area. A new east-west route has been created linking Medlock Street to Cambridge Street via HOME and the surrounding uses at First Street North.
- 1.32 Further public space is provided at James Grigor Square to the south of One First Street. James Grigor Square provides a pocket of tranquility with green landscaping and planting, and acts as a welcoming gateway to First Street when approaching from Wilmot Street.
- 1.33 Symbolically, and importantly for the place-making that underpins First Street, the naming strategy for the streets and public spaces within First Street was confirmed in September 2014. The new public square at First Street North has been renamed Tony Wilson Place, in honour of the legendary co-founder of Factory Records and the Hacienda nightclub which was located opposite First Street on Whitworth Street West. The other streets and squares through the site have similarly been named after famous and influential Manchester figures, including James Grigor OBE, Jack Rosenthal, Annie Horniman and Isabella Banks. A statue of German philosopher Friedrich Engels – who spent time in Manchester – was erected in Tony Wilson Place in July 2017.
- 1.34 Place-making is not restricted to public squares and streets, and extends to the wider high-quality feel of First Street. The high-quality feel is supported by strong design and superior architecture, setting the precedent any future developments to be of the utmost quality.
- 1.35 Together, these projects are beginning to illustrate not only the viability of First Street as a mixed use neighbourhood, but also the advantages of this type of approach. Moving forward, making sure that uses across the site remain balanced and coherent will be a central component of future success.
- 1.36 In addition to these recent successful developments there remains ongoing demand for office space within First Street, with significant pre-lets to major international companies expected.

2018 Development Framework Vision

- 1.37 The focus of the 2018 Framework is to update the development principles for the First Street Central area of the masterplan only – proposals for First Street North, First Street South, and the Creative

Ribbon remain unchanged. Plots 9 and 10 of the masterplan are expected to form the next phase of development in the area and have been subject to further viability and design analysis.

- 1.38 First Street is now an established office location, demonstrating the success of its unique locational attributes and distinctive offer of large, flexible floorplate Grade A office floorspace. Lettings secured to-date have created a critical mass of quality occupiers, fueling further demand and setting the conditions for exponential growth in the area.
- 1.39 The popularity of First Street as a distinctive destination within the City Centre has increased in recent years. Established occupiers like HOME, VITA, and Melia Ininside Hotel have attracted a critical mass of people to the area. This has been supplemented by the popularity of recent food and beverage and leisure operators at First Street. This include Junkyard Golf, Indian Tiffin Room, Wood, Kettlebell Kitchens, and The Gas Works.
- 1.40 Development within and in the vicinity of the masterplan area – at Whitworth Street, River Street and within the Great Jackson Street Framework – have extended the City Centre core southwards, bringing First Street closer into the heart of the city.
- 1.41 There is a finite amount of land within the City Centre to deliver the floorspace needed to support Manchester’s growth agenda. In light of these conditions, there is a need to revisit the development parameters for First Street Central.
- 1.42 Further analysis has therefore been undertaken on Plots 9 and 10 of the masterplan, which indicates that greater scale and density of office accommodation can be delivered on these plots. This will ensure that First Street can meet the level of demand in the area and maximise its contribution to the City’s economic growth.
- 1.43 Contextually, an increased scale of building within First Street Central will respond to the emerging spatial context within and around First Street where the emerging datum of buildings has significantly increased since the 2015 Framework was endorsed.
- 1.44 Specific operator demand has been identified for a hotel within First Street, which would complement the Melia Ininside offer at First Street North. There is an opportunity to incorporate this into one of the commercial office buildings on Plots 9 or 10 of First Street Central,

thereby ensuring that the primary commercial office function of this part of the masterplan is not diluted.

- 1.45 The development sites on Cambridge Street, north and south of MacIntosh Mills, are also now considered to be suitable for commercially-led mixed-use development.
- 1.46 This provision would broaden the offer within First Street with a complementary use and could help unlock commercial office development.

Project Partners

- 1.47 First Street has been delivered to date by Ask Real Estate Ltd in partnership with Manchester City Council.
- 1.48 In May 2015, the First Street estate was acquired by PATRIZIA Immobilien AG.
- 1.49 Ask Real Estate and the Richardson Family acquired Plots 9 and 10 from PATRIZIA in January 2018. Ask Real Estate and the Richardson Family will continue to work in partnership with Manchester City Council and PATRIZIA to deliver this priority scheme in a manner that is complementary to the City's important strategic economic and regeneration objectives.

Report Contributors and Acknowledgements

- 1.50 This document has been prepared by Deloitte Real Estate and the revised masterplan has been prepared by 5-Plus Architects on behalf of Ask Real Estate and Manchester City Council.

2 Strategic Context

2.1 This updated Development Framework has been prepared to respond to changes in the economic climate since 2015 and to deliver development which meets the strategic policy and regeneration objectives of the Partners. This section considers the economic, planning policy and spatial context within which this update is being prepared.

Economic Context

2.2 Manchester's increasingly buoyant economy continues to benefit from growth in Financial and Professional Services and is being further strengthened and diversified by high added value growth in key sectors such as creative and digital, science and innovation, culture, sport and tourism.

2.3 Manchester has a population of 541,300¹, which is growing, and lies at the heart of a conurbation extending to nearly 3 million people. Population growth in recent years has been particularly evident in a younger 20-35 years demographic, which is attracted to Manchester's lifestyle and increasing employment opportunities, and this in turn is driving further economic growth and enhanced productivity.

2.4 Economic growth has also been supported by Manchester's expanding international connections, centres of excellence in research and higher education, and investment in transport infrastructure, which has deepened labour markets.

2.5 Prospects for economic growth are closely tied to the ability to attract and retain the most talented individuals. It is therefore critical to focus

efforts on improving GM's attractiveness as a location to live, study, work, invest and do business.

2.6 The Manchester Strategy 2016-25 identifies a clear vision for Manchester's future, where all residents can access and benefit from the opportunities created by economic growth.

Manchester: A Growing City

2.7 Over a thirty year programme of transformation, Manchester has become recognised as one of Europe's most exciting and dynamic cities. With a diverse population now easily more than half a million people, the City of Manchester is located at the heart of GM, the largest conurbation outside of London. The GM sub-region, which has a resident population of over 2.78 million and a combined Gross Value Added (GVA) of £62.8 billion, accounts for around two fifths of the North West's economic output². In 2016, almost one third of the £62.8 billion of GVA generated in GM was produced in the City of Manchester³.

2.8 Manchester is one of the fastest growing cities in Europe. By 2025, in excess of 600,000 people are expected to live in the city, up by 7.6% on the 2015 estimate⁴. Employment growth of 8.9% is forecast in Manchester between 2016 and 2025 (and 14.1% in the period 2016 to 2036). This growth rate is forecast to add 35,200 jobs to the Manchester economy, taking the total employment level towards 430,000 in 2025. In addition, a significant proportion of forecast employment growth is expected to occur in sectors with higher than average GVA. GVA is expected to increase by 21.8% to 2025 with a 45.2% change forecast from 2016 to 2036. During this period, GVA

¹ Manchester City Council, 2016 Mid-Year Estimate, http://www.manchester.gov.uk/download/downloads/id/19261/a02a_2016_mye_for_manchester_report.pdf. Accessed 20 December 2017

² Office for National Statistics, Regional Gross Value Added (Income Approach) tables (released 20 December 2017), <https://www.ons.gov.uk/file?uri=/economy/grossvalueaddedgva/datasets/>

[regionalgrossvalueaddedincomeapproach/current/gvareferencetables2.xls](http://www.manchester.gov.uk/download/downloads/id/24745/city_centre_strategic_plan.pdf). Accessed 11 January 2018

³ Office for National Statistics, *ibid*.

⁴ Manchester City Council, City Centre Strategic Plan 2015-2018, http://www.manchester.gov.uk/download/downloads/id/24745/city_centre_strategic_plan.pdf. Accessed 20 December 2017

across GM is forecast to rise by an average of 2.26% per year, increasing to over £82.8 billion by 2036⁵.

- 2.9 Manchester's enhanced economic performance has been underpinned by a move from its traditional manufacturing and industrial role towards a service-based, high growth economy. Importantly, it is this sector of the economy that provides a large proportion of the high skilled and high productivity jobs in the national economy.
- 2.10 Manchester's current and future competitive position is underpinned by a number of key economic assets as set out below.



Thriving City Centre and national destination – Over the last 20 years, MCC has driven the physical and economic renewal of the City Centre through the development and implementation of strategic frameworks for sustained regeneration, investment and service improvement to ensure that Manchester maintains its position as the nation's leading Regional Centre and that it can successfully compete as an international investment location and visitor destination.

Given Manchester's economic growth, its universities and buoyant leisure and cultural sector, it is perhaps not surprising that the largest population increases are being witnessed within the age bands that are typically considered to fuel economic growth i.e. those at university leaving age and above. Across GM, the 2011 Census identified that the 20-24 age band experienced the greatest level of growth. The 25-29 age band also witnessed a significant increase of just fewer than 30,000 over the same period⁶. Growth in this sector of the population has resulted in demand for new lifestyle choices that offer access to City Centre employment, amenities and transport networks together with well-managed accommodation built for that purpose.



Trend in Businesses Looking for Agglomeration Benefits – Increasingly businesses are looking for benefits from agglomeration. Business sectors which are influenced by agglomeration (where

⁵ Greater Manchester Combined Authority, Greater Manchester Forecasting Model: Summary of outputs (2017 update), http://www.manchester.gov.uk/download/downloads/id/25330/i14_greater_manchester_forecasting_model_2017_-_manchester.pdf. Accessed 11 January 2018

⁶ Manchester City Council, Public Intelligence 2011 Census, http://www.manchester.gov.uk/downloads/download/5154/public_intelligence_2011_census. Accessed 20 December 2017

⁷ European Investment Monitor 2017, Ernst and Young

entrepreneurs, companies, new start-ups and talented workers from disparate economic growth sectors are keen to cluster in locations which can provide business and networking opportunities) are attracted to locations where there are deep labour markets offering an exceptional range of highly qualified and skilled staff. Manchester's existing business base ensures that it is in prime position to attract such companies that benefit from clustering.



Dynamic private sector – With a thriving private sector, the city is a leading business location and remains a top place in Europe for foreign direct investment outside of London⁷. Sixty-five FTSE 100 companies now have a presence in GM, and around 40% of the North West's Top 500 companies are based in the city⁸.



Accessibility - Manchester has continued to invest significantly in its transport infrastructure, delivering major improvements in terms of accessibility to the regional centre. This effectively stretches and increases the capacity of its travel to work area (and therefore pool of labour), and enhances connectivity between businesses. It also makes the City Centre easier to get around and a better place in which to live.

Manchester Piccadilly is Manchester's primary railway station and currently provides connections nationwide. In the future, Manchester Piccadilly may be significantly extended through the development of a new integrated station to accommodate High Speed 2 (HS2) and Northern Powerhouse Rail (NPR).



Manchester International Airport – Manchester's airport is the third largest in the UK and the primary gateway for the north of England, serving over 200 destinations worldwide. Direct flights serve all of Europe's major cities and the airport provides long haul routes to North America, the Middle East, Asia and Australasia. At present the airport serves about 26 million passengers a year, forecast to rise to 45 million by 2030⁹.

⁸ Savills, Spotlight: Manchester Office Market (September 2013), <http://pdf.euro.savills.co.uk/uk/office-reports/manchester-office-market-spotlight---sept-2013.pdf>. Accessed 12 January 2018

⁹ Manchester Airport Group, 'Secretary of State for Transport sees work begin on Manchester Airport's £1 billion transformation programme' (21 July 2017), <http://mediacentre.manchesterairport.co.uk/secretary-of-state-for-transport-sees-work-begin-on-manchester-airports-1-billion-transformation-programme/>. Accessed 11 January 2018.



Mobile and skilled workforce – The Manchester City Region offers a high quality and growing workforce of some 7.2 million within an hour’s drive of the city¹⁰. There is access to a pool of skilled people across a wide range of industries, and 99,000 students in five Higher Education Institutions across GM.



Employment and workspace - The rapidly diversifying Manchester economy is driving the need for a diverse workplace offer. This creates opportunities for workplace provision to be integrated into mixed-use neighbourhoods across a range of scales and types. Good neighbour uses, which complement a residential offer, are already being encouraged across the city.



Culture, leisure and tourism – The importance of culture, leisure and tourism to the Manchester economy is increasing, underlining the significance of the city’s existing and growing asset base.

Manchester’s image as a cultural city that attracts regional, national, and international events is a sign of its increasing importance in this sphere.

Manchester’s cultural, tourism and leisure sector continues to grow significantly, a feature of a service-based high-growth economy. In recent years, this has been boosted by significant investment in new world class facilities and events, such as the Whitworth Art Gallery and the forthcoming Factory Manchester in St John’s (which will become a permanent home for the Manchester International Festival) to name but a few, which have become recognised globally.

Such investments have sustained and opened new domestic and overseas markets, giving Manchester its status as the third most visited city in the UK by international visitors (after London and Edinburgh), with the city experiencing a 21% rise in the number of international visits since 2005¹¹. This growth in the visitor economy has been underpinned by, and acted as a catalyst for, a significant increase in the supply of visitor accommodation within the City Centre over the last decade.

¹⁰ Invest in Manchester, Workforce, <https://www.investinmanchester.com/why-manchester/workforce>. Accessed 11 January 2018

¹¹ Manchester City Council, Report to the Economy Scrutiny Committee: Manchester’s Visitor Economy (12 October 2016),



Manchester: A Sport City – Manchester’s pre-eminence in football is represented by the presence of two of the leading teams in England, Europe and the world. The city is also home to the National Cycling Centre and has established itself as the home for the British Cycling Team. Additionally, the National Squash centre has developed as a global centre of excellence, the GB Water Polo Team uses the pool facilities at Beswick, and the GB Taekwondo team is based at Ten Acres Lane. The Manchester Institute of Health and Performance (MIHP) in Beswick is the home of the English Institute of Sport and the facilities within that complex are world leading. Other major sports such as rugby league, rugby union, and cricket have a significant presence across the conurbation.



A growing Creative Sector - the digital and creative economy is now an increasingly important feature of the city economy and has been the fastest growing in recent years. There is a significant core hub of businesses clustered within the City Centre and east of Manchester and Salford Quays.

The latest information from the ONS (December 2017) highlights that in terms of growth between 2015 and 2016 in broad industry groups, information and communication was the strongest growing industry in the UK (6.05%) outside the services and manufacturing sectors¹².

This sector is important as, for the first time, occupiers in this sector were the more active business group for take-up in Manchester, accounting for one-third of all deals and 29% of space let in 2017¹³.

Commercial Floorspace Supply and Demand

- 2.11 Manchester has one of the largest office centres outside of central London with slightly in excess of 19 million sq ft of total floor space. This compares with Birmingham at 18 million sq ft and Leeds at 12.3 million sq ft. The Manchester office market remains highly competitive, building on the strength of the local economy and the desire for businesses to want to locate here combined with a growing population.
- 2.12 Deloitte’s Manchester Crane Survey – published in January 2018 reporting on 2017 – highlights that there was 1,509,092 sq. ft of office accommodation under construction within the City Centre. Another

http://www.manchester.gov.uk/download/meetings/id/21584/6_manchesters_visitor_economy. Accessed 20 December 2017.

¹² Office for National Statistics, op. cit. Accessed 11 January 2018.

¹³ Regional Cities Office Market Report (Knight Frank, 2018)

observation was the amount of development that is now being commenced speculatively without a pre-let established; this highlights the demand in the market and the confidence of developers that Manchester's economy can support future space.

- 2.13 The total pipeline of schemes with planning permission likely to start during 2018 or early 2019 totals just under 3.5 million sq. ft. However, this is not guaranteed as there will be considerable development hurdles to overcome prior to starting on site.
- 2.14 Knight Frank's Regional Cities Office Market Report (2018) highlights that prime rents remained stable in the city at £34.00 per sq. ft. and consider that prime rents in 2018 will reach £37.00. This is significant as it highlights demand from occupiers, confidence in Manchester as a location, and constrained supply.
- 2.15 The latest figures from the Manchester Office Agents Forum ('MOAF') released in January 2018 and reporting on 2017 as a whole highlight that 1.2m sq. ft. of space was leased across 271 transactions, which was well above the 10-year average. Manchester's popularity as an office destination was underpinned by the Government Property Unit signing up to a 156,200 sq. ft pre-let at 3 New Bailey; the largest pre-let in central Manchester for more than a decade. In Q1 2018 other notable deals included Irwin Mitchell taking 33,400 sq. ft and CBRE 11,300 sq. ft in One St Peter's Square.
- 2.16 These figures demonstrate the continued investor appetite for office floorspace in Manchester where there is strong occupier market. The strong uptake of office space has led to a shortage of Grade 'A' office space as demand outstrips supply¹⁴. MOAF consider that with only c.160,000 sq. ft. of Grade A accommodation presently available, 2018 will present great opportunities to capitalise on the constrained supply of quality office accommodation.
- 2.17 The picture is similarly positive for viewing Manchester as a place to invest with £2bn worth of office investment transactions within the past 3 years and over £700m in 2016 alone. Some of the most notable transactions during H2 2017 were Aviva Investors agreeing to forward fund 2 New Bailey for £108m and Schroders' purchase of 1 Spinningfields for £203m, the largest single asset sale in the region on record¹⁵. However, there have also been transactions on less prominent

and more complicated office buildings; for example Castlebrooke Investments acquired the Grade II Listed CIS Tower for £66m in May 2017 and Marshalls purchased the City Road Offices near First Street in October 2017.

- 2.18 First Street occupies an excellent location, sitting within both the City Centre and Corridor Manchester. This is supported by the mix of uses delivered to date, including world class cultural facilities and public realm. Ultimately, this means First Street is ideally placed to attract businesses within the key growth sectors that will add significant value to the economic base of Manchester. This is evidenced by the caliber of lettings secured at No.1 and No.8 First Street to-date.
- 2.19 This is in addition to opportunities within Manchester's already well established financial and professional services, which accounted for 25% of take-up in 2017¹⁶, and particularly occupiers who are looking for value driven commercial accommodation with the accessibility and amenity of a City Centre location that First Street can provide. Number One First Street is fully let and No.8 First Street currently 45% pre-let prior to completion, demonstrating the success of its market positioning and the need for quality, flexible floorspace at a price-point which allows it to complement more traditional City Centre commercial floorspace – adding an entirely different product to the mix of City Centre accommodation.
- 2.20 Without investment in further floorspace, there is a real danger that occupiers will take up floorspace in other locations outside of the City Centre and Greater Manchester. The opportunity will also be missed to accommodate more of the occupiers, such as Autotrader and Ford Credit Europe, who want to move into the City Centre from other out-of-centre locations across the UK.

Residential Supply and Demand

- 2.21 The residential offer envisaged in the 2015 Framework remains unchanged in this update.
- 2.22 Manchester's on-going economic and population growth will continue to drive the need for new high quality residential accommodation across a range of tenures.

¹⁴ Office Market Pulse Manchester Q4 (Lambert Smith Hampton, 2018)

¹⁵ Regional Cities Office Market Report (Knight Frank, 2018)

¹⁶ *ibid*

- 2.23 The Deloitte Crane Survey 2018 highlights that, in total, 1,784 units were delivered in 2017 (compared to 1,113 units delivered during 2016) which is marginally higher than the pre-recession average 1,777 units per annum. The Crane Survey also highlights that across 41 schemes there are 11,135 units that are currently under construction in the city, highlighting the attractiveness of Manchester as a place to live. However, despite this, there has not been a significant impact in terms of closing the supply gap that has built up due to historic undersupply. However, this is likely to change in the coming years as more schemes complete.
- 2.24 The growing strength of the residential market is underpinned by the city's resilient economic growth, investment in infrastructure and employment sector diversification. Retail, leisure and world class cultural institutions based in the City Centre support the lifestyle aspirations and focused growth on City Centre living.
- 2.25 Demand is a mixture of first time buyers and professionals moving into the city, as well as an influx of people relocating or purchasing second homes.
- 2.26 Demand for rented accommodation has soared in recent years, especially in the City Centre. With first-time buyers struggling to secure mortgages many young people are, in practice, shut out of owner-occupation. Those who historically would have bought are entering (or remaining) in the private rented sector.
- 2.27 Build to rent will continue to be important, reflecting the trend towards this type of tenure both in Manchester and nationally. It is a form of development that, if done well, can assist in both dealing with supply issues and raising the bar around quality management, maintenance and flexibility.
- 2.28 Given First Street's strategic location incorporating new cultural facilities, employment opportunities, adjacent to the Civic Quarter of Manchester and the residential community of Hulme, and within Corridor Manchester, it is the natural place to play a significant role in satisfying this demand for new dwellings to support population and economic growth and is an attractive option for PRS investors and developers wanting to deliver units for open-market sale.
- 2.29 A range of domestic and international investors have expressed an interest in First Street as a location to deliver new PRS products to the market. First Street's neighbourhood setting offers many of the ingredients sought in terms of location, scale, accessibility to public transport and employment, and access to a lifestyle that incorporates leading cultural and arts facilities. Importantly, the area also benefits from a natural link into the neighbouring educational institutions and is part of Corridor Manchester, and is therefore attractive to the post-graduate and young professional market.
- 2.30 First Street provides an opportunity to deliver flagship residential development in Manchester City Centre, setting the bar for future proposals to come to the market. In doing so, it can create the neighbourhood of choice where graduates, young professionals and workers want to live, retaining talent within the city and supporting its economic growth.
- 2.31 A high-quality, well-managed PRS product can also deliver significant benefits to the First Street neighbourhood, delivering flexible solutions to meet the neighbourhood's changing housing needs and aspirations.

Strategic Policy Context

National Planning Policy Framework

- 2.32 The National Planning Policy Framework (NPPF) is a material consideration in the determination of planning applications and articulates the priorities of The Plan for Growth¹⁷ within planning policy. The NPPF introduces a 'presumption' in favour of sustainable development and supports proposals that are in accordance with policies in an up-to-date Development Plan. Sustainable development is about positive growth which supports economic, environmental and social progress for existing and future generations.
- 2.33 In March 2018 the Government announced consultation on an updated NPPF. This consultation closed in May 2018 and it is expected that a final version may be available during summer 2018.

The Greater Manchester Strategy

- 2.34 The Greater Manchester Strategy (GMS) is Greater Manchester's overarching strategy which has set the strategic framework for policy

¹⁷ HM Treasury/ Department for Business, Innovation and Skills, March (2011)

development across GM since 2009. It was updated in July 2017. This is the third Greater Manchester Strategy and it builds on the substantial progress made since the first was published in 2009 and the most recent refresh in 2013.

- 2.35 The Greater Manchester Strategy sets out a very clear vision for the city region. It states that:

"Our vision is to make Greater Manchester one of the best places in the world to grow up, get on and grow old: A place where all children are given the best start in life and young people grow up inspired to exceed expectations; A place where people are proud to live, with a decent home, a fulfilling job, and stress-free journeys the norm, but if you need a helping hand you'll get it; A place of ideas and invention, with a modern and productive economy that draws in investment, visitors and talent; A place where people live healthy lives and older people are valued; A place at the forefront of action on climate change with clean air and a flourishing natural environment; A place where all voices are heard and where, working together, we can shape our future."

- 2.36 The strategy for achieving this vision is structured around 10 priorities, reflecting the life journey:

- Priority 1: Children starting school ready to learn;
- Priority 2: Young people equipped for life;
- Priority 3: Good jobs, with opportunities for people to progress and develop;
- Priority 4: A thriving and productive economy in all parts of Greater Manchester;
- Priority 5: World-class connectivity that keeps Greater Manchester moving;
- Priority 6: Safe, decent and affordable housing;
- Priority 7: A green city-region and a high quality culture and leisure offer for all;
- Priority 8: Safer and stronger communities;
- Priority 9: Healthy lives, with quality care available for those that need it; and
- Priority 10: An age-friendly city-region.

- 2.37 The priorities set out within the updated GM Strategy continue to build on the twin themes of 'People and Place in GM' which formed the basis for previous versions of the document. It sets out to achieve the vision contained within the document through new approaches which are

shaped and driven by communities themselves. By harnessing the strengths of Greater Manchester's people and places, the GM Strategy aims to create a more inclusive and productive city-region where everyone, and every place, can succeed. It builds on the work that has been done in previous strategies around reforming public services and growing the economy, with an increased focus on ensuring that the people of Greater Manchester can all benefit from economic growth and the opportunities it brings throughout their lives.

- 2.38 The GM Strategy provides the high level framework for action based on a robust evidence base and the results of public consultation. More detailed plans, developed and led by city-region-wide partnerships, set out the specific actions, interventions and investment required to deliver the GM strategic priorities and achieve the GM vision. These plans include:

- 2.39 **Transport 2040** which sets out a vision for "World class connections that support long-term, sustainable economic growth and access to opportunity for all" and seeks to address the four critical transport challenges of supporting sustainable economic growth, improving quality of life, protecting the environment and developing an innovative city region. Organised by spatial themes and supported by a five-year delivery plan, the strategy takes a long-term view of transport requirements across GM and the wider North and highlights the priority interventions needed to meet those requirements. A City Centre Transport Plan is being developed for consultation, and will sit below the 2040 strategy.

- 2.40 **The Greater Manchester Investment Strategy**, which supports the implementation of the GM Strategy through investment to create and safeguard jobs, primarily through loans to support the recycling of funding in order to maximise the impact of investment over several funding cycles.

- 2.41 The establishment of a second **GM Transport Fund** to underpin an integrated whole-system approach to the management of the GM transport network and the delivery of Greater Manchester's transport priorities is being proposed.

- 2.42 **The Climate Change and Low Emissions Implementation Plan**, which sets out the steps that will be taken to become energy-efficient, and investing in our natural environment to respond to climate change and to improve quality of life.

- 2.43 **The Greater Manchester Work and Skills Strategy**, setting out the GM approach to delivering a work and skills system that meets the needs of GM employers and residents.
- 2.44 **The Northern Powerhouse Strategy**, which identifies skills, science and innovation and the development of a collaborative approach to promoting the Northern Powerhouse¹⁸ to foreign investors as priorities for further work by Northern Cities and Government.
- 2.45 **The Greater Manchester Growth Strategy** is set within the context of the above plans and demonstrates how the opportunities provided by HS2 and Northern Powerhouse Rail will be maximised for the benefit of businesses and residents within the city and across GM. The Growth Strategy emphasises the importance of HS2 and NPR to the city and the city region, highlighting the significant growth and jobs benefits that these programmes can bring, and demonstrating how the opportunities will be maximised for the benefit of businesses and residents within the city and across GM.

Manchester Core Strategy (2012)

- 2.46 The adopted Manchester Core Strategy sets out the City Council's Vision for Manchester to 2026, along with the planning policies that provide the framework for delivering that Vision. It was adopted on 12 July 2012, two weeks prior to the 2012 First Street Framework being endorsed.
- 2.47 It provides a spatial strategy for growth, which supports the key priorities as identified in the GMS, identifying that Manchester will be the driver of the City Region economy due to the location of key assets in Manchester City Centre and the Regional Centre.
- 2.48 The vision is for a flourishing knowledge-based economy, based on the strength of the Regional Centre and Manchester Airport. Economic growth will continue to be driven by knowledge based industries including digital and creative sectors, financial and business services, biotechnology, engineering and environmental technologies.

¹⁸ The Northern Powerhouse is "a proposal to boost economic growth in the North of England by the 2015-15 coalition government in the United Kingdom, particularly in the 'Core Cities' of Manchester, Liverpool, Leeds, Sheffield, Hull and Newcastle. The proposal is based on the benefits of agglomeration and aims to reposition the British economy

- 2.49 Manchester will be a City with neighbourhoods where people choose to live all their lives because they offer a wide range of quality housing and an attractive environment.
- 2.50 As a unique neighbourhood of choice, First Street will contribute strongly to a wide range of Manchester's strategic policy objectives, including delivery of new housing to the City Centre, as part of a viable employment-led location which can positively respond to the identified economic growth sectors detailed above.

Residential Growth Strategy (2016)

- 2.51 Recognising the critical relationship between housing and economic growth, Manchester City Council has approved a Residential Growth Strategy which seeks to deliver a minimum of 25,000 new homes in a ten-year period between 2016 and 2025. This policy framework aims to ensure that there is the right quality, mix and type of housing in the right locations to meet demand and changing demographics, develop neighbourhoods of choice and improve equality amongst the city's residents in terms of housing choice, quality and affordability in order to develop strong communities.

Housing Affordability Policy Framework (2016)

- 2.52 The Residential Growth Strategy has been strengthened and refined by the development of the Housing Affordability Policy Framework which seeks to explicitly link household income to the provision of new homes across the city. This is to ensure that residents who are on or below the average household income for Manchester have access to decent and secure homes. The policy recommends that the City Council aims to deliver between 1,000 and 2,000 new affordable homes in Manchester each year.

Manchester Residential Quality Guidance (2016)

- 2.53 The Manchester Residential Quality Guidance document was endorsed in December 2016 and aims to ensure that high quality, sustainable housing that meets the needs of the city and its communities will be built.

away from London and the South East." (Department for Transport, *The Northern Powerhouse: One Agenda, One Economy, One North*, March 2015)

2.54 Prospective developers and their design teams bringing forward sites for residential development within the First Street area must demonstrate that the scheme will deliver accommodation of the very highest quality that complies with the guidance. Proposals that do not comply with this guidance must provide a compelling justification, based on evidence and options analysis, in order to avoid refusal. This approach underpins the Council's aspiration to encourage the delivery of the highest quality range of residential development, which will contribute to sustainable growth and help establish Manchester as a world class city.

Spatial Context

2.55 The site's location at the edge of Manchester City Centre and within Corridor Manchester – a key growth area within the city – is advantageous.

Corridor Manchester

2.56 In March 2018 Manchester City Council endorsed a new Strategic Spatial Framework. This accompanies the Corridor Strategic Vision to 2025 and identify the spatial principles that should support the strategic themes and objectives set out in that document.

2.57 Over the next ten years, committed and planned investment in Oxford Road Corridor will further re-inforce its status as one of the most distinctive and remarkable innovation districts in Europe. Between 2015 and 2025, committed and planned investment of the major institutions alone is estimated at £2.6 billion.

2.58 Key completed projects in Corridor Manchester include:

- First Street North, including the HOME Cultural Facility, Melia Ininside Hotel, Vita Student Residential Apartments, Multi-storey Car Park and retail units, office accommodation.
- Manchester Metropolitan University (Manchester Met) - Birley Fields campus, Business School, New Faculty of Art and Design and new Student Union.
- Royal Northern College of Music (RNCM) – refurbishment and expansion.
- University of Manchester (UoM) – National Graphene Institute, Alan Gilbert Learning Commons, James Chadwick Building, Simon Building and University Place, expansion and refurbishment of The Whitworth.

- Manchester Science Partnerships (MSP) – Citylabs 1.0.
- Manchester University Hospitals NHS Foundation Trust (MFT) – investment in new hospitals.
- Cross City Bus Package.
- Phase 1 of Hatch, Bruntwood's new retail and leisure pop-up space located under the Mancunian Way, which provides four food and beverage outlets and five retail units to be offered on flexible and affordable licences with business planning support.

2.59 In addition, significant levels of committed investment and carefully considered development plans are already in place to further advance and fuel the growth and development of the area.

- Manchester Met's Phase II Masterplan, which will further enhance the offer in respect of science and engineering, art, media, design, culture and sport, public realm and student accommodation.
- UoM Masterplan projects including works relating to biomedicine, student experience, public realm and bringing a Listed Building back into use. In addition, the UoM Masterplan includes:
 - National Graphene Institute (recently completed), Graphene Engineering Innovation Centre (GEIC) (under construction) and Sir Henry Royce Institute – Advanced Materials.
 - Manchester Engineering Campus Development (MECD) – Engineering (under construction).
 - Redevelopment of the Alliance Manchester Business School – Business, Financial & Professional Services (under construction).
 - University of Manchester Students' Union and Manchester Academy music venues.
- Expansion of MSP and Citylab campuses, including the creation of Citylabs 2.0 and 3.0 on the MFT estate, and Circle Square; these assets will continue to grow as the key interface between science, academia and business, providing connection points between different activities and communities.
- Nuffield Private Hospital and commercial sites within the MFT estate – Healthcare and Medical Technology Innovation.

- Circle Square, a strategic regeneration site on Oxford Road being developed by the Select Property Group and Bruntwood. The masterplan for the site includes 1.2m sq ft of commercial office space, 1,700 new homes and 100,000 sq ft of ground floor retail and leisure space for shops, studios, bars and restaurants, and large amounts of green space.
- 2.60 First Street's location in Corridor Manchester creates opportunity to facilitate greater physical connections with the businesses and institutions that are located within it. It also presents an attractive proposition for potential occupiers who may want benefit from being at a mid-point between the city and Corridor Manchester.

Development within the vicinity of First Street

2.61 In the years since the 2015 Framework Update, emerging developments in and around First Street – including the aforementioned schemes on Whitworth Street West and within the Great Jackson Street Framework Area – have created a powerful visual and functional connection between the edge of the City Centre and its core. This has drawn First Street into the City Centre core.

2.62 Key schemes include:

- **No.1 Cambridge Street:** Renaker has completed 282 residential apartments within a 28-storey and 21-storey development on the eastern side of Cambridge Street, adjacent to Macintosh Mills. The development will regenerate this key vacant site, helping to deliver the concept of the creative ribbon through this part of the neighbourhood.
- **Axis, Albion Street:** Planning permission was granted in November 2014 for a 27-storey tower accommodating 123 apartments for open market sale adjacent to Deansgate/Castlefield Metrolink station and Deansgate Locks. The development will add to the residential population of the area, directly north of First Street. Construction started in 2017.
- **Deansgate Square:** Planning permission was granted in June 2016 for the Deansgate Square development which comprise of 1,508 across four buildings with heights of 36, 44, 50, and 64 stories. Construction commenced in late 2016.
- **UNITE, Great Marlborough Street:** In October 2017, approval was granted for a 30-storey student accommodation block to the east of First Street. This will include 573 student beds.

- **Viadux, Albion Street:** In June 2017, approval was granted for a 40-storey residential tower and a 14-storey office building on land between the Beetham Tower and Manchester Central. This will provide 375 apartments and almost 32,000 sq m Grade A office floorspace.
 - **River Street:** Planning permission was granted in March 2018 for a 32-storey student accommodation block that would replace a partially demolished concrete frame building near the Mancunian Way. In total, 807 student beds will be provided.
 - **Crown Street:** In May 2018 an application was submitted for 664 apartments at Crown Street which is located near to Deansgate Square. These will be accommodated within two 21-storey and 51-storey towers.
 - **Great Northern:** In March 2018, planning permission was granted for the comprehensive remodelling of the Grade II* Listed Great Northern complex and Deansgate Terraces to remove the existing MSCP in the Warehouse and provide 141 high-quality apartments, new public realm, and over 2,500 sq. m. of new commercial space to add to the retained Casino and F&B operations currently on site.
- 2.63 Transport infrastructure within Manchester City Centre has also been subject to significant improvements, which will not only dramatically improve accessibility to the City Centre and to First Street, but also generate complementary regeneration benefits:
- **Victoria Rail Station:** Manchester's second principal rail and Metrolink Station has been subject to a £44 million refurbishment programme, as part of the Northern Hub initiative led by Network Rail. Facilities at the northern edge of the City Centre will be enhanced, ensuring that the Regional Centre continues to provide high quality business and transport facilities that cater for projected economic growth.
 - **HS2:** In January 2013, the UK Government announced its commitment to Phase 2 of High Speed Rail 2 (HS2) with construction starting during 2017. The delivery of HS2 by 2033 is expected to provide a huge economic boost to the cities of the North of England. The proposals for HS2 stations at Manchester Piccadilly and Manchester Airport provide major opportunities for stimulating economic growth and regeneration in the surrounding areas.
 - **HS3:** Also known as Northern Powerhouse Rail this scheme is a concept proposed by Government in 2014 to create high-speed rail

links that connect major cities in the North of England, including Manchester. This would have similarly, or potentially greater, transformative impact on Manchester's economy as HS2.

- **Oxford Road:** Improvement works to Oxford Road forms a key part of the wider £122 million Bus Priority Package – a five-year programme announced by Transport for Greater Manchester in 2014 that set out to deliver quicker and more reliable bus journeys for thousands of people each day. These works completed in September 2017.
- **Metrolink:** an expanded Metrolink network will deliver new and enhanced connections across the City. The Second City Crossing line opened to the public in February 2017, increasing the capacity of the network (an extra 45 trams per hour running through St Peter's Square) alongside improvements to the St Peter's Square and Deansgate-Castlefield Metrolink stations and the addition of a new station at Exchange Square. Additionally, construction work on the Metrolink network expansion to Trafford Park and the Port of Salford commenced in early 2017.
- **Princess Road Junction:** Further enhancements to the road network are progressing at the southern end of First Street. Part-funded by a £5m grant from central government, Manchester City Council and Transport for Greater Manchester are overhauling the junction between Princess Road and Mancunian Way. The overall objective is to increase capacity, improve management of traffic flows, and create a safe environment for vulnerable users (pedestrians and cyclists) in line with the Greater Manchester 2040 Transport Strategy.

Complementing City Centre Regeneration

- 2.64 The regeneration of the First Street area has been an ambition of the Council for almost 20 years, and has been subject to Development Frameworks to deliver that vision since 2005. Since endorsement of the 2010 Framework, which introduced the concept of creating a new neighbourhood of choice to this area of the city centre, real progress has been made in delivering meaningful regeneration of the area. We are now seeing the realisation of the vision refined in the 2012 and 2015 Frameworks; First Street North has created a new cultural hub and a new destination within Manchester City Centre, drawing people to the area.
- 2.65 However, in order to fully realise First Street's potential contribution to the continued and growth and regeneration of Manchester City Centre

the masterplan needs to be adaptive to changes in the market. It is also critical to build upon existing successes and the clear popularity of the location.

- 2.66 Number One First Street is fully let and demonstrates the success of its market positioning and the continued need for quality, flexible floorspace at a price-point which allows it to complement more traditional City Centre commercial office floorspace.
- 2.67 The first phases of First Street, and surrounding large scale developments at Owen Street, Whitworth Street and Cambridge Street have created powerful visual and functional connections with the core of the city and effectively expanded the City Centre and created a strong platform for further added value regeneration.
- 2.68 The opportunity now exists to build on this success and deliver a truly outstanding flagship urban neighbourhood for Manchester City Centre.

3 Development Areas

- 3.1 The 2015 Framework Update identified four Development Areas: three well defined zones within the “core” First Street area – First Street North, Central and South – and a more loosely defined Creative Ribbon linking Oxford Road to the east and Little Peter Street to the west. The Framework outlined the key role and function of each of these areas, appropriate development activity and a set of urban design criteria providing a framework for future proposals. Delivery milestones for each area were also identified.
- 3.2 This updated 2018 Framework maintains the same approach to the adopted document, retaining reference to the same defined zones. This section provides an update on progress to-date in each area and, solely for the First Street Central zone, explains where proposals have evolved and changes to the previous Framework are appropriate.

First Street North

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

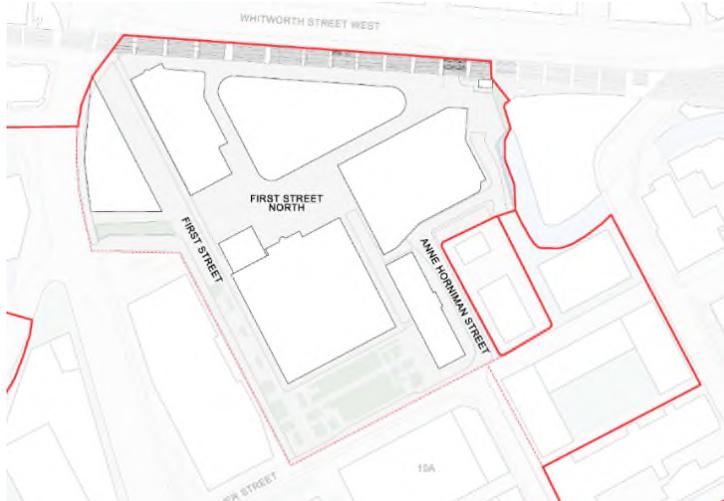


Figure 3.1: First Street North within Wider First Street Masterplan Context

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



Figure 3.2: HOME – Opened May 2015

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

- **Vita** completed in September 2014, bringing a new standard of wholly self-contained, high-quality student accommodation to Manchester. All 274 studios were fully let on completion and the development is now occupied. The ground floor is partially occupied by a restaurant – Laundrette.
- **Melia Inside Hotel** to the west of HOME is the first Melia Hotel in the UK outside of London, bringing 208 4-star hotel rooms to the city together with restaurant, bar and conference facilities, accommodated within an impressive 11-storey building.
- **Amenity “retail” space** within a dedicated pavilion building and within a glazed extension to the Number One building, providing space for independent and national retailers and food and drink operators. The Pavilion is currently occupied by Sainsburys, the Indian Tiffin Room, and Junkyard Golf. Pizza Express operates within the Number One extension. Other food and beverage operators within First Street include Wood, Kettlebell Kitchens, and The Gasworks Brewery with space still available for new leisure and retail operators as the development continues to mature.
- These developments are served by a new **700-space Q-Park** multi-storey car park clad in an impressive gold façade. The car park also opened in May 2015.

- 3.7 These buildings are set around Tony Wilson Place, an impressive new public space created in front of HOME, providing a stage for outdoor performances, open air screenings and a range of events and activities which will bring a new vitality to First Street. A statue of German philosopher Friedrich Engels – who spent time in Manchester – was erected in Tony Wilson Place in July 2017.
- 3.8 Together these developments have brought visitors to the area, creating a true 24-hour cultural neighbourhood and new offer to the City Centre, delivering on the vision set out in both the 2012 and 2015 Development Frameworks. These demonstrate the success of the key principles set out in that in delivering real regeneration to this area of the city.

First Street Central

- 3.9 First Street Central comprises the central east-west core of the First Street area, immediately south of First Street North and incorporating the sites on the western side of Medlock Street.



Figure 3.4: First Street Central within Wider First Street Masterplan Context

- 3.10 As part of the 2015 Framework Update, and following detailed consultations between the Council and key stakeholders, a number of development opportunity sites to the west of Medlock Street, comprising the Little Peter Street car park, the Premier Inn hotel and the City Road office development between these two sites, were incorporated into the First Street Framework. These plots increased capacity for commercial floorspace in First Street by circa 112,380 sq m, maximised development along a key street frontage and approach into Manchester City Centre from the south, including from the Airport, and sought to remove gap sites including the Little Peter Street car park. These plots remain within the 2018 Framework Update without change.
- 3.11 The 2015 Development Framework proposed First Street Central as a new office destination targeted at a range of commercial occupiers, particularly those seeking the benefits of a central and highly accessible City Centre location, but crucially competitively priced, to distinguish the

accommodation from other locations in the City Centre. As the popularity of First Street as a commercial destination has grown and it has been drawn further into the City Centre core, the area has been able to attract interest from an ever wider pool of commercial occupiers.

- 3.12 The first phase of development in First Street Central, No.1 First Street, was completed in March 2009. It provides 180,000 sq ft of flexible modern floorspace sandwiched between two significant areas of public realm; Tony Wilson Place to the north and James Grigor Square to the south.
- 3.13 No.1 First Street is now fully let and a significant proportion of No.8 is pre-let to Gazprom and Odeon in anticipation of its completion in late 2018. The major national occupiers secured demonstrate the success of the First Street concept and price-point; Autotrader, Ford Credit Europe and Jacobs Engineering Group are all new occupiers to the City Centre and represent true inward investment to the city, which would not have been secured without First Street's unique offer.

Plots 9 and 10

- 3.14 The next phase of development within First Street Central is expected to be within Plots 9 and 10 of the masterplan. Manchester's ongoing economic growth and continued investor confidence, as evidenced within Section 2, also creates the opportunity to deliver higher density development in this part of the masterplan.
- 3.15 Following further analysis, it is considered that buildings of up to 17 storeys on Plots 9a and 10a and 12 storeys on Plots 9b and 10b is considered sustainable and deliverable. This height increases the density of office provision within First Street Central, thereby maximising the potential benefits to be derived from the site and meet the identified demand for offices in a highly sustainable and commercially attractive location.
- 3.16 An increase in scale and density will respond to the emerging spatial context around First Street and create a powerful visual and functional connection between the edge of the City Centre and its core. The approach maintains the focus on the provision of public realm and landscaping of the very highest quality which is so central to the First Street offer.
- 3.17 There is occupier demand for a hotel in First Street that would complement the Ininside Melia Hotel. This could be accommodated on

the upper levels of a building within Plots 9 and 10, above the primary commercial office use on the site. This would support local and city-wide objectives for growth and could unlock associated commercial office development. This approach is well evidenced in Manchester, including the Tomorrow Building at Media City (office and hotel), Beetham Tower (hotel and residential) and the Alliance Business School Executive Education Centre (education and hotel).



Figure 4.5: Number One First Street

Key Role and Function of First Street Central

- 3.18 The key principles underpinning the 2015 Development Framework are carried forward to ensure that the distinguishing characteristics of First Street Central are retained and the success to-date built upon.
- 3.19 This business location will appeal to a wide range of commercial occupiers, particularly those seeking the benefits of central and highly accessible City Centre location but without the specific needs of the high value corporate professional and financial services sector.
- 3.20 First Street's enormous locational and accessibility advantages (particularly in terms of public transport provision) over competing "out of town" office locations combined with its "smart" affordable office

product will attract genuine inward investors to the City Centre in growth sectors such as Information and Communications Technology (ICT), healthcare, R&D industries, TMT, technical advisory businesses as well as small and medium sized blue chip private sector firms.

- 3.21 Building types and sizes will, as far as possible, deliver a product which is flexible, with low capital costs and low operational costs for occupiers. Buildings will be of exemplar sustainability status offering occupiers an outstanding working environment at competitive rents together with life cycle operational costs at a significant discount to traditional air conditioned offices.
- 3.22 Development should seek to create a business ecosystem within First Street. Providing additional height and density to the office accommodation at Plots 9 and 10 in this zone will support economic growth, complement other office buildings in the area, and create space for businesses already based in First Street to potentially grow into.
- 3.23 As with any ecosystem, supporting uses will be critical – these include the existing retail and leisure operators that have chosen to locate in First Street and having appropriate car parking on site, as provided by the existing Q-Park. Further hotel facilities would complement the primary office function of this part of the masterplan.

Appropriate Development Activity

- 3.24 Fundamental to the success of First Street Central as a business destination will be the delivery of robust, flexible and generously proportioned commercial office buildings that are capable of occupation by a single end user or multiple tenancy arrangements. These buildings should be aimed specifically at price sensitive occupiers including those in the health, education, creative industries, ICT and service sectors. Contact centre operators, for example, should be encouraged to locate in this environment as opposed to out of town business park locations.
- 3.25 Large floorplates that are capable of being efficiently split into much smaller spaces are the most economical way to achieve this flexibility.
- 3.26 First Street Central, owing to its scale and regular geographical layout, provides an opportune City Centre environment within which to deliver such buildings. To be efficient and competitively priced the office buildings would comprise floorplates of between 22,000 and 26,000 sq ft, capable of sub division, or potentially connection, to accommodate the needs of very large occupiers.

- 3.27 The 2015 Framework identified capacity for up to 2.2 million sq ft gross of office accommodation located within seven definable “city blocks”. It is now clear that a greater quantum of floorspace can be accommodated within the First Street area, demonstrated by the success of Number One First Street and No.8 First Street, the ongoing strength in the Manchester economy and projected demand for office floorspace within the City Centre.
- 3.28 Consequently, the 2018 Framework Update masterplan envisages around 2.47 million sq ft of commercial office floorspace within First Street Central; a quantum that will ensure that First Street is strengthen its position as a strategic employment zone within the City Centre and is able to satisfy demand for its unique commercial offer, complementing the traditional central office district.
- 3.29 Inclusion of a hotel within one of the plots would allow diversification and potential unlocking of development without supplanting potential office space.
- 3.30 There may be an opportunity to introduce flexible commercial, retail and leisure uses along the Wilmott Street frontage of First St Central, extending the commercial spine from First Street North through the area, enhancing linkages to the residential communities to the south. The viability of this would need to be demonstrated in terms of occupier demand and its ability to interact positively with the provision of generous and high quality public realm along this route.
- 3.31 Commercially-led mixed use development also may be appropriate on the Premier Inn site on Medlock Street. Alternative uses, including residential, will only be deemed appropriate where they are demonstrated to facilitate delivery of commercial office floorspace, which should remain the predominant use on the plot; and where they meet the Council’s planning and regeneration policies and objectives, and complement the emerging context in this part of the area.

Urban Design Criteria and Framework

- 3.32 5Plus Architects have evolved the 2015 Framework Update masterplan to reflect the increase in height and density for office accommodation within Plots 9 and 10 and the potential for including hotel accommodation. This further analysis of these plots is included as an Appendix to this Framework.

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

- The need to deliver robust low capital cost commercial office buildings that are flexible in nature, capable of easy sub-division or expansion, with generous floorplates.
- Delivery of contemporary well designed medium height buildings (up to 17 storeys) which are naturally ventilated and where car parking provision is by way of shared use of on-site multi-storey options rather than bespoke, and expensive, basement car park solutions unless deemed necessary for operational purposes.
- Where a mix of uses within a building is proposed, how these interact in the architectural expression and operational management must be addressed within any detailed planning application.
- The encouragement of active ground floors where possible for all buildings, with an emphasis on strong north/south and east/west pedestrian links with First Street, Medlock Street and Wilmott Street in particular.
- Attention to maximising sun path activity and noise mitigation measures in all individual building design.
- A commitment to the highest sustainability standards (BREEAM) through innovative building design promoting low energy use and low operational costs to occupiers.
- The promotion of interaction within and between buildings through effective use of roof terraces and shared ground floor foyers where practical.
- Appropriate façade treatments, particularly in respect of the key “Medlock gateway” frontage, which recognise the prominence and landmark status of the site in the context of an arrival point to the City Centre.
- Flexible commercial, retail and leisure uses along Wilmott Street frontage that interacts positively with generous and high quality public realm along this route.

3.34 First Street Central has the capacity and flexibility to respond positively to the operational needs of occupiers looking for innovative and inexpensive City Centre office space. The existing No.1 and emerging No.8 First Street have already established the area as a credible business location. The completion of the cultural hub at First Street

North and the increasing number of food and beverage and leisure operators choosing to locate here will help make First Street a location of choice for commercial occupiers. It is critical that these early successes are built upon and the critical mass of commercial occupiers secured to ensure that this employment area can thrive.

3.35 Delivery of the scale and type of buildings set out above will be critical to the creation of substantial employment opportunities at First Street and therefore to the long term success of the wider neighbourhood. The stakeholders are committed to the ongoing establishment of First Street Central as a dynamic new City Centre business address which forms the “commercial heart” of First Street and provides vital employment.

Delivery Milestones

3.36 As construction progresses towards completion on No.8 First Street by the end of the year is it anticipated that further pre-lets on the building may be secured.

3.37 It is considered that planning applications for Plots 9 and 10 will come forward when there is sufficient occupier interest. However, it is envisaged that an application for the first of these plots will come forward as early as summer 2018 in light of significant occupier demand in the Manchester market.

3.38 This will mark a further milestone in the realisation of the First Street Central concept.

First Street South

3.39 The development focus for the First Street South (FSS) zone was altered significantly through the 2015 Development Framework Update. The 2012 Framework envisaged an integrated anchor destination at the southern end of the site, an intervention carried forward from the 2010 Framework.

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

- 3.41 The changing economic context in the UK and locally within Manchester led to a refresh of the First Street South opportunity, which is considered to be a prime opportunity for significant new residential accommodation, as part of a mix of uses in this part of the Framework area. Originally, a large foodstore was envisaged in the 2012 Framework but is no longer shown on the indicative masterplan proposals. Whilst unlikely to come forward in the current retail climate such an opportunity would however be driven by market opportunity and will therefore be kept under review.
- 3.42 It was recognized that there was an unmissable opportunity to respond to the significant growth in demand for residential accommodation, which has created a significant shortfall in supply which threatens to constrain the City Centre's economic growth. This has been coupled with renewed investor interest in residential development, including the continued growth of PRS as a new investment vehicle for investors who would traditionally invest in commercial development.
- 3.43 The provision of a quality residential offer at First Street would enhance and reinforce the wider neighbourhood and provide a striking platform for investment across that neighbourhood – providing footfall and spending power to support the leisure and cultural uses elsewhere in First Street.
- 3.44 This aspiration is being partially realised through planning permission for 624 PRS apartments within First Street South, granted in June 2016.
- 3.45 The sites to the north and south of MacIntosh Mills, are also suitable for commercially-led mixed use development, and where it meets the Council's planning and regeneration policies and objectives, and complement the emerging context in this part of the area.

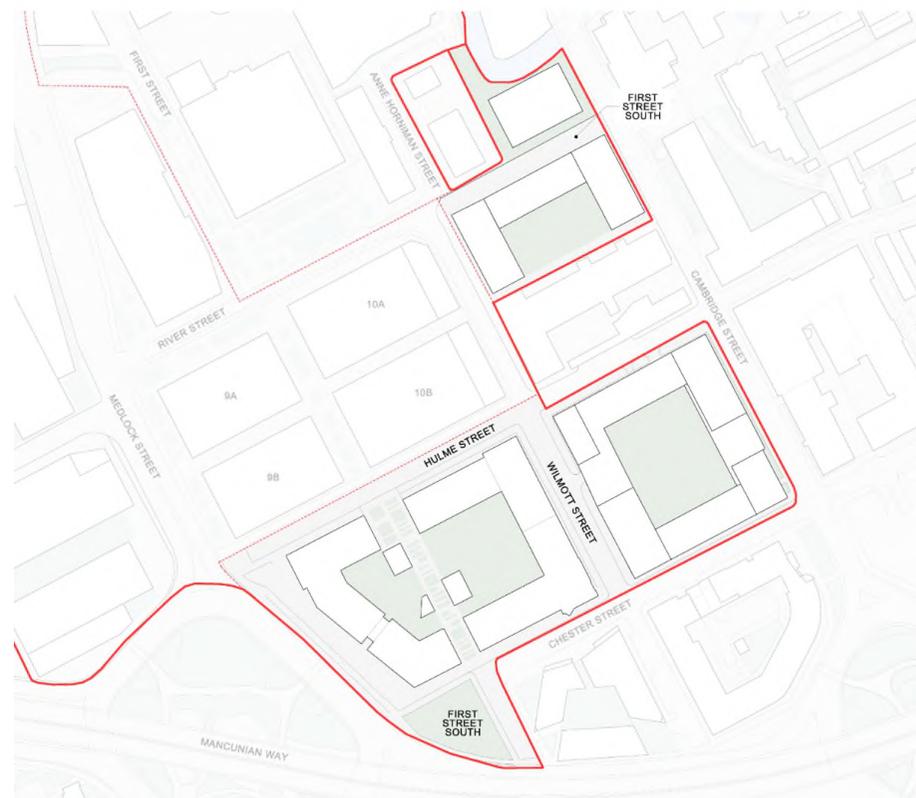


Figure 3.6: First Street South within Wider First Street Masterplan Context

Key Role and Function of First Street South

- 3.46 With this objective in mind, as part of the 2015 Update Fletcher Priest Architects prepared an updated land use framework for the area comprising a mix of low, medium and high rise housing set within a reinstated traditional grid pattern. Inclusion of the Cambridge Street sites, to the north and south of Macintosh Mills will connect First Street South directly to the Creative Ribbon and provide a more organic, fluid sense to the development zones across the Framework area. This will allow the regeneration area to integrate with the commercial, cultural and creative areas both within and surrounding First Street.
- 3.47 This is an opportunity to deliver a truly outstanding residential area, a neighbourhood of choice, which is distinctive and attracts the best talent who want to live in a vibrant urban environment with access to the

cultural and employment opportunities offered by First Street and its surrounding areas, including Corridor Manchester.

- 3.48 Extensive high-quality public realm and landscaping will run through the entire development; delivering the sense-of-place that underpins the whole First Street development and also providing the optimum conditions for delivery of further development.
- 3.49 Active frontages, particularly at the southern end of First Street itself and the eastern end of River Street, where viable will provide a mix of independent, niche and national retailers, cafes, coffee shops and restaurants to create a true sense of neighbourhood and community. These active frontages will not only animate the street scene, but will also increase passive surveillance along this key route and as a result provide public safety benefits.
- 3.50 New and enhanced connections will be created through the area. First Street will be extended to create a new north-south connection. Similarly, a well-defined residential streetscape will be introduced along the length of Cambridge Street – something which is currently lacking, particularly as one travels south towards the Mancunian Way. This will encourage people to use this route and importantly re-integrate Hulme with the City Centre. Further north-south linkages will be created along Wilmott Street, linking the area directly into the heart of First Street North and its cultural and recreation facilities.
- 3.51 East-west linkages will also be created along Hulme Street and Chester Street, integrating the area with other residential areas to the east and critically connecting into Corridor Manchester.

Appropriate Development Activity

- 3.52 Appropriate development activity in First Street South shall comprise:
- Residential development in First Street South should comprise a mixture of low, medium and high rise residential accommodation comprising a suitable mix of townhouses and apartments of different sizes. The individual phase/s of development should be brought forward in a manner which directly responds to market demand. Individual phases may therefore provide a mixture of apartments and townhouses, or one or the other.
 - Commercially-led mixed use development is considered appropriate for the sites fronting onto Cambridge Street.

- A critical mass of dwellings will be required to create a true urban neighbourhood, and to meet planning policy requirements for higher density development to be located in the City Centre; however, density should not be delivered at the expense of public realm and open space of a sufficient scale and quality to satisfy the requirements of the First Street offer.
- Car parking should be provided at levels reflecting the site's excellent accessibility by a variety of modes of transport, particularly public transport.
- Active frontages should be provided along key street frontages where viable, providing flexible space than can be marketed at a range of independent and national retailers and ancillary food and drink occupiers.
- Residential led development should provide an appropriate mix of houses and apartment types and sizes to ensure that a vibrant, stable community can be delivered.
- Development should form distinct blocks, reinstating the original grid settlement pattern of the area and creating legible routes through the site from north-south and east-west linking First Street to surrounding areas.
- Development along Cambridge Street and adjacent to Macintosh Mills must take its cue from the existing heritage assets in this area, conserving and enhancing the special characteristics and history of the area.

Urban Design Criteria and Framework

- 3.53 The critical urban design criteria which underpin the land use framework, and which should be considered as material considerations in the determination of all planning applications are:
- First Street South should form a coherent urban district that responds to and reinforces the existing character and pattern of development in the area, as well as the emerging character and quality being generated within the wider First Street site.
 - The structure of First Street South should consist of linear gridded streets that deliver a continuation of the historic patterns of development to the east and north, and which help encourage through movement to the west and south, overcoming severance created by the scale and dominance of highway infrastructure.

- Buildings should form a clearly defined street wall, with active uses brought down to ground level and with non-active uses (such as car park entrances and refuse stores) being minimised. Commercial, and private and communal residential entrances should be used to provide activity, animation and passive surveillance to street edges as much as possible, consistent with the mixture of dwelling sizes and typologies within the area.
- Streets within First Street South should be treated as familiar environments that support a mixture of pedestrian, cycle and vehicle through movement. Measures should be taken to carefully manage the degree of vehicle access to minimise negative impacts on residents and visitors.
- First Street South should be characterised by generous street landscaping, including linear tree planting and robust high-quality hard surface materials for pavements and carriageways.
- Large scale tree planting should help provide a landscaped buffer to the highway edges of First Street South to the west and south.
- Clearly defined landscaped public open space should be provided to create informal recreational amenity for residents in locations that can be used without disturbing the residential amenity of immediate neighbours.
- The interface between residential buildings and the streets should be carefully designed to provide suitable ground floor privacy zones for residents together with clearly defined communal and private residential entrances.
- All residential units within First Street South should be provided with appropriate levels of private and communal amenity space, potentially including gardens, courtyards, balconies or terraces. Communal amenity space should be secure and only accessible by residents of the building or plot in which it is located. Courtyards and gardens may be located on an elevated level above communal parking structures.
- First Street South should comprise a mix of commercial and residential uses, but may be supported with other ancillary uses, including local shops, restaurants and social infrastructure as deemed necessary and viable. The typology of residential development may include apartments, houses, maisonettes and duplexes. Where possible, dwelling types should be located within buildings to support active ground floor conditions. If other ancillary uses are provided, these should be located in positions where

anticipated footfall and microclimatic orientation are most likely to encourage success. The typology of built form may include perimeter courtyard blocks, linear buildings, freestanding taller buildings and town houses. These typologies may be combined to create hybrids that respond to site specific conditions.

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

Delivery Milestones

- 3.54 As referenced in earlier in this section the first step in realising this residential-led vision for First Street South was achieved in June 2016 with the approval of a 624 apartment PRS scheme.
- 3.55 Future development in First Street South is likely to come forward in the coming years.

Creative Ribbon

- 3.56 The area from Oxford Road along Whitworth Street West and through the First Street North site to Knott Mill and Castlefield provides a rich and diverse cultural and creative offer, from large cultural attractions (e.g. the Palace Theatre) to a range of smaller independent businesses. The completion of First Street North provides the cultural hub that will anchor this quarter.

- 3.57 This area is regarded by the stakeholders as critical in providing an east-west connection from First Street through to Oxford Road Station at one end and Knott Mill/Castlefield at the other, to fully integrate the neighbourhood into the wider City Centre. This will provide crucial connectivity through and within the area, and help to integrate the First Street neighbourhood into the surrounding area.
- 3.58 The Creative Ribbon has the potential to be a vibrant and diverse area, attracting people into the area with improved access, walkways, animation and open space as well as new cultural and entertainment facilities.

Key Role and Function of First Street Creative Ribbon

- 3.59 The First Street redevelopment provides a unique opportunity to build on the existing cluster of cultural and creative businesses and facilities and the new cultural hub to further grow the creative business sector and establish First Street as a new distinctive creative and cultural district of the City Centre.
- 3.60 Its location means that there is potential for commercial space to be provided at more affordable rents and on more flexible terms in many other parts of the centre, encouraging emerging and expanding cultural and creative businesses. The area contains a number of important undeveloped sites that could offer the opportunity to house semi-permanent and temporary (pop-up) type space which would add to the creative mix and diversity.

Appropriate Development Activity

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

Cambridge Street/River Street

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

- 3.64 The vision for this area is to provide a cluster of small creative businesses, potentially using temporary/semi- permanent structures. The use of the temporary structures or 'cabins' would provide low cost accommodation that would drive demand and accelerate activity, and provide the catalyst to develop the creative cluster, which would enable the flexible re-use of the cabins around the First Street site as development continues.
- 3.65 Many of the artists, workshops and studios formerly housed in the Hotspur Press building have now relocated to a facility at 95 Greengate in Salford. Hotspur Press is therefore now subject to developer interest for potential residential development that could retain some of the existing Hotspur Press buildings. Development will provide linkages to First Street South and the creation of a new east-west linkage between Oxford Road station and First Street North.
- 3.66 In February and May 2018 initial public consultation took place on emerging proposals for the building. An application for the redevelopment of the site was submitted to the Council in July 2018.

Whitworth Street West

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

Delivery Milestones

- 3.71 Works as part of the Northern Hub plans at Oxford Road Station, in widening and lengthening the platforms, may generate some uncertainty for the Creative Ribbon at its eastern most length. However, the long term benefits of these works for this area, and First Street in general, are significant and to be welcomed.
- 3.72 Work on the Northern Hub scheme will widen the viaduct along Whitworth Street West. This will create opportunities between Oxford Road Station and Medlock Street for new retail and business activity when works are complete, which is not expected before 2020.
- 3.73 The railway arches numbers 77, 76, 75, 74 and 73 are to be redeveloped after Northern Hub works are completed. Network Rail will refurbish arches 77 and 76 for commercial use and HOME will create a new Stage Door entrance and educational facilities in arches 75, 74 and 73. Section 106 funding will be explored to support the redevelopment of arches 74 and 75.

4 General Development Principles

Public Realm, Accessibility, Movement and Circulation

- 4.1 A critical ambition of previous Frameworks for First Street was the delivery of high quality, coordinated public realm spaces, linkages and connections to support improved accessibility to, and through, the First Street neighbourhood for pedestrians, cyclists, public transport and road borne vehicles. It highlighted the importance of the public realm and connectivity to and across the area to creating a sense of place for the neighbourhood. This aspiration remains the same in the 2018 Framework Update.
- 4.2 Whilst recognising the importance of the car, the Framework reflects the fact that the First Street neighbourhood is an integral part of the City Centre and as such it is not an environment that should be dominated by the car. Accordingly the Framework promotes a realistic approach to vehicular management and integration and attempted to mitigate the potential negative impacts of the car.
- 4.3 It promoted that pedestrian and cycle activity should take priority over vehicular activity wherever possible with traffic calming measures introduced as necessary to ensure that pedestrian and vehicular conflicts do not arise.



Figure 4.1: First Street

- 4.4 The updated masterplan prepared by Fletcher Priest Architects as part of the 2015 Framework Update reinforced these principles, particularly through the revised proposals for First Street South: previously proposed was a large single urban block incorporating an integrated anchor unit; now traditional street blocks, reinstating the original street grid are proposed between pedestrian-scale residential developments. These principles remain at the core of the First Street proposals today.
- 4.5 The incorporation of the development sites to the north and south of Macintosh Mills also presents an opportunity to re-create a traditional streetscape along Cambridge Street, which is currently lacking via the surface level car parking that lines Cambridge Street by the former Salvation Army site. This will enhance this important north-south connection between Hulme and the City Centre.

- 4.6 First Street, Medlock Street, Wilmott Street and Cambridge Street form the principle north-south connections within the neighbourhood, with the former being extended to link directly into Hulme as part of the revised First Street South proposals. Whitworth Street West, Hulme Street, Chester Street and River Street are the primary east-west connections.
- 4.7 An opportunity has emerged, along the line of Wilmott Street to create a safe, desirable and powerful pedestrian/cycle route from the residential community of Hulme, under the Mancunian Way through First Street to the heart of First Street North and the City Centre beyond. These connections should be facilitated by enhancements to the junction roundabout at Princess Road and Mancunian Way, which should mitigate this significant barrier to movement between Hulme and the City Centre. Flexible commercial uses, interacting positively with generous and high quality public realm, could further enhance this route.
- 4.8 The River Street connection is vital in reinstating important links with the Oxford Road Corridor and the growth opportunities it presents.



Figure 4.2: Pedestrian Routes and Connections

- 4.9 The primary vehicular entrances to First Street are off Medlock Street and Cambridge Street. These access points are connected by Chester Street, Hulme Street, River Street and Wilmott Street, forming a robust primary circulation system within the area.

- 4.10 It will be crucial that First Street is fully integrated with the wider City Centre transport strategy, including exploring the introduction of metro shuttle facilities and adequate provision for taxis.
- 4.11 The metroshuttle bus in particular offers a high quality public transport service capable of effectively connecting the First Street neighbourhood with the rest of the City Centre’s primary public transport network.



Figure 4.3: Vehicular Access and Circulation

Urban Design and Architecture

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

Development Capacity

- 4.13 Table 4.1 below outlines the potential development quantum in each area of First Street. The increased density of commercial office floorspace in First Street Central returns quantum to those envisaged in

the Framework before they were reduced in response to the challenging economic climate in the 2010 update to the Framework. The Creative Ribbon, potential alternative uses on the Premier Inn and Cambridge Street sites, and flexible commercial units on Wilmott Street are not included as further detailed analysis is required to determine the appropriate development quantum in these areas.

strategy, will deliver a comprehensive scheme and a fully integrated new City Centre neighbourhood.

Use	FSN	FSC	FSS	Total	%
Office		2,470,000		2,470,000	59%
Residential/Student	92,300		977,000	1,069,300	26%
Retail, Leisure, Hotel	206,800	72,500	45,000	324,300	8%
Civic, Cultural, Amenity	73,300			73,300	2%
Car parking/other	224,600			224,600	5%
Total (sq ft)	597,000	2,542,500	1,022,000	4,161,500	

Table 4.1 - 2018 Framework Update Quantum

Overarching Masterplanning Framework

- 4.14 This updated Framework and indicative masterplan seeks to build upon the success to-date in delivering significant regeneration to First Street. First Street North has brought a new cultural hub of national significance to Manchester, anchoring the whole area and catalysing development within First Street and the surrounding neighbourhood.
- 4.15 The updated masterplan proposes an increased quantum of commercial development at First Street Central. This builds on amendments in 2015 which brought in additional sites to the west of Medlock Street in the masterplan area and promoted more residential uses within First Street South.
- 4.16 The Framework demonstrates how proposed development activity in each of First Street North, Central, South and the Creative Ribbon, when combined with a site wide public realm and accessibility/movement

5 Conclusions

- 5.1 The preparation of this updated Framework for First Street represents an evolution rather than revolution in the continued regeneration of First Street.
- 5.2 The 2015 Framework Update was prepared in the context of improving economic conditions that would allow a significant push forward into the next phases of the regeneration of the area, focused on creating a neighbourhood of choice that offers facilities, amenities and living conditions that are unrivalled anywhere else in the City Centre.
- 5.3 The 2018 Framework Update provides a further refinement of the vision for First Street, focusing on the First Street Central area, in light of the sustained improvement in Manchester's economy. In particular, this responds to growing demand for new office accommodation within the city. It also reflects the potential for complementary hotel accommodation to be included within First Street Central.
- 5.4 Significant demand has been shown to exist for the First Street office concept. Number One First Street is fully occupied and No.8 First Street currently 47% pre-let with construction due to complete in late 2018. First Street North has proven to be this catalyst, adding not just unique cultural and leisure facilities that will be a significant draw to national and international visitors, but also creating the right conditions for investment to thrive within: major new public spaces, carefully planned routes and connections and an innovative architectural approach that is distinctive and marks First Street out as a unique location, unlike any other in the city.
- 5.5 Furthermore, with on-going development in adjoining regeneration areas – most notably centred on the Great Jackson Street Framework Area and developments on Whitworth Street West – and the emergence of

the St Peter's Square as a commercial hub mean that there are increased opportunities for increasing synergies with the wider City Centre. There is an opportunity to deliver change that creates a powerful visual and functional connection between the edge of the City Centre and its core.

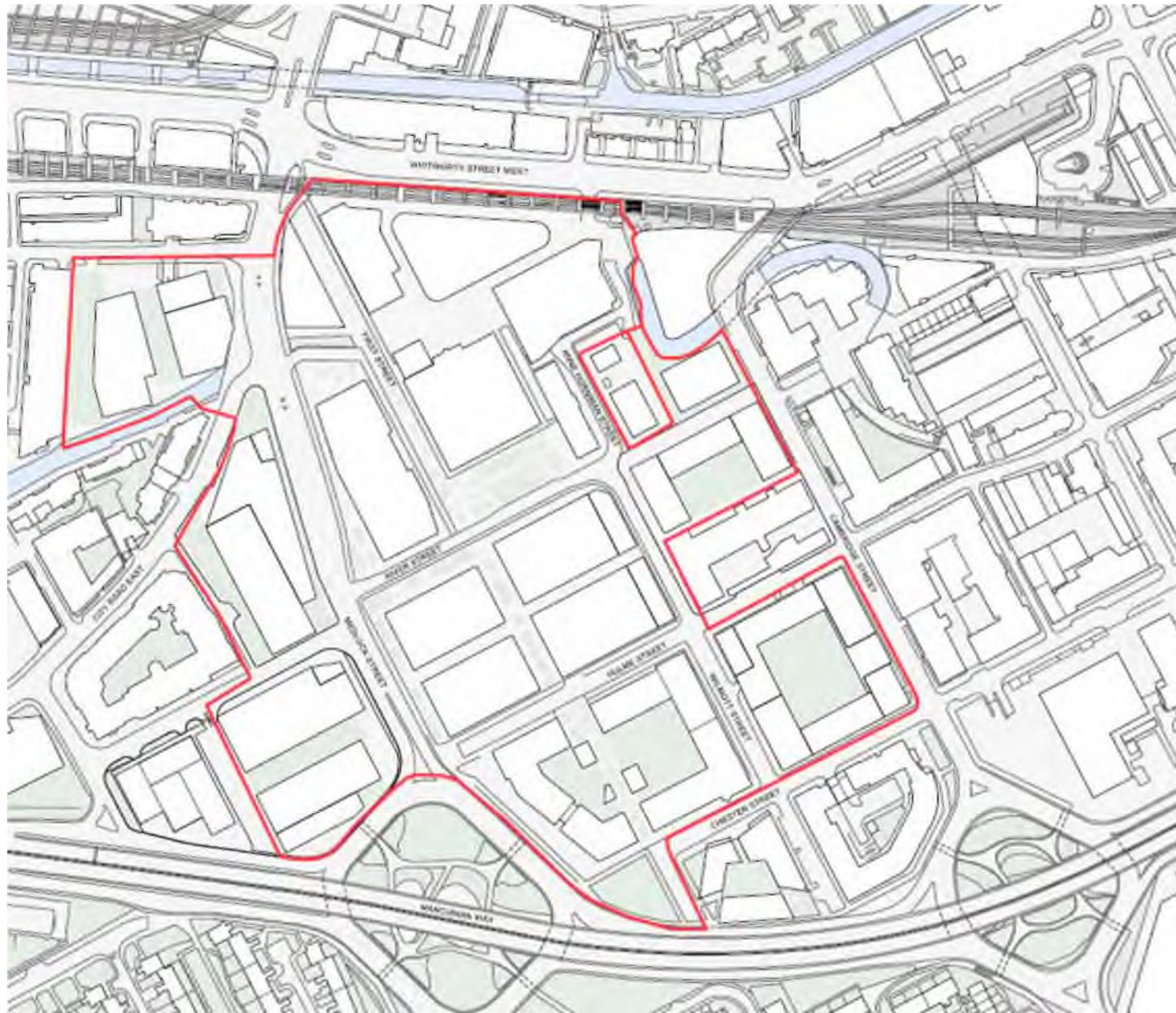
- 5.6 This Framework lays the foundations for substantive progress to be made over the coming months in building on the successful transformation of First Street to date.



Appendix A: 2015 First Street Masterplan



Appendix B: 2018 First Street Masterplan





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