

Manchester Fort *Draft*

2020s Vision

Consultation report

August 2019

nuveen

A TIAA Company



Turley



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Executive Summary

Nuveen, the owners of Manchester Fort Shopping Park are considering the long-term future of the site. A recent public consultation has provided Nuveen feedback on their proposed vision for the site contained within a draft Development Framework, document. Overall, the feedback received supports the ideas and principles presented in the draft Development Framework.

The draft Development Framework puts forward a plan to safeguard the long-term future of Manchester Fort Shopping Park. Its purpose is to establish guiding principles for future development of the site. If endorsed by Manchester City Council, the Development Framework will become a material consideration in the determination of future planning applications relating to the Shopping Park.

Nuveen is committed to ongoing consultation with the local community and local stakeholders. The recent public consultation undertaken on the draft Development Framework provided the community with an opportunity to comment on the draft document in an early stage of its preparation. A second more focused period of consultation will take place at a later stage to provide the local community and stakeholders with a second opportunity to provide feedback.

Nuveen's public consultation was widely publicised via correspondence with local stakeholders, c.2000 leaflets distributed to the surrounding community, a dedicated project website, a schedule of social media posts and posters in community venues.

To provide local residents and stakeholders with the opportunity to find out more and to comment on the initial draft document, two public consultation events were held at Manchester Fort Shopping Park in July 2019.

A number of feedback channels were live during the consultation period, including a project email address, a Freepost address, Freephone telephone number and online form on the project website. Feedback forms were also available at the consultation events. A feedback period of three weeks was provided after the first event (Monday 8th July 2019 to Monday 29th July 2019). During that time a total of 52 pieces of feedback were received.

A summary of the feedback is as follows:

- + 91% of respondents either strongly agreed or agreed that they support the plans to introduce new flexible retail space, an expanded food and drink offer, a hotel and a cinema.
- + 87% either strongly agreed or agreed that they support the plans to extend the usage of Manchester Fort Shopping Park to contribute to the evening economy.

- + 94% of respondents strongly agreed or agreed that they support the plans to enhance the look and feel of the park whilst providing better accessibility for pedestrians.

Respondents were also asked to provide any additional comments they had. These detailed ideas and comments have been grouped and reported under five primary themes in Section 6 of this report.

Nuveen is grateful to all those who took the time to provide feedback and comments at the initial stage of consultation.

Figure 0.1
Framework document



Introduction

This Consultation Report has been produced by Turley on behalf of Nuveen following an initial period of consultation on the draft Development Framework for Manchester Fort Shopping Park.

This Report provides a detailed summary of the activities undertaken by Nuveen and a summary of the responses received during the consultation.

Project context

Manchester Fort is the largest shopping park of its kind in Greater Manchester. It is important to both the people and economy of North Manchester through its retail offer, its social contribution and the jobs that it provides.

As a result of changing shopping behaviours, the owners of the site are now considering the future of the Shopping Park and are looking to re-vitalise the site and provide a more diverse experience to help ensure future success.

Site

Manchester Fort Shopping Park is located at the strategic intersection of Cheetham Hill Road and Queens Road. This is a gateway location and is the main arterial route into the City Centre from North Manchester.

The site is also highly accessible by bus and Metrolink with the Queens Road station within walking distance.



Figure 1.1
Site Location
Plan

Manchester City Council's Consultation Requirements

The draft Development Framework is considered by Manchester City Council ('MCC') as a Supplementary Planning Document ('SPD'). MCC's Statement of Community Involvement (SCI) (adopted in 2018) sets out its expectations for public consultation in the production of SPDs. As the draft Development Framework is considered an SPD, the guidelines set out in MCC's SCI have been followed.

MCC's expectations consist of three stages of consultation as outlined below:

Initial preparation stage: MCC's suggested activities include hosting workshops and meetings for people in the area, and summarising and addressing the feedback received during these activities.

Formal consultation stage: The formal consultation period lasts for at least four weeks. During this time, copies of the draft document are made available at Central Library and on MCC's website. Stakeholders on MCC's Planning Policy database and the Duty to Co-operate bodies are notified, alongside other appropriate consultation methods for the document. All feedback is then considered and modifications are made to the draft document in response where necessary.

Adoption: Once the SPD has been endorsed by MCC's executive it is considered formally adopted and a material planning consideration. The final SPD will be available to view on MCC's website alongside an adoption statement.

The consultation activities outlined in this report represent the '**initial preparation stage**' of consultation on a SPD. This stage is not a statutory requirement and, as a result, the stage of consultation held by Nuveen is voluntary and considered 'informal'.

The purpose and structure of this report

The report has been produced to inform those with an interest in the regeneration of Manchester Fort Shopping Park and the feedback received as part of Nuveen's informal consultation on the draft Development Framework.

It provides an overview of the consultation activities undertaken and includes a summary of the feedback received in response to the consultation alongside a response from Nuveen to the comments.

Consultation Methods

A range of consultation methods were used to inform stakeholders, local residents and the wider area of the public consultation. These methods and activities are summarised in this section.

The methods of consultation undertaken included:

- + Engaging with local stakeholders with correspondence and at meetings.
- + Publicising the consultation with a consultation website, social media, website and leaflets.
- + Holding two public events at the Shopping Park
- + Feedback channels (Freepost, Freephone, email and online form).

Engaging with key stakeholders

Key local stakeholders were identified and contacted via email to notify them of the proposed vision. The identified stakeholders are included in Table 3.1.

The email contained details of the public exhibition event and an introduction to the plans. The Cheetham Hill and neighbouring ward councillors were also invited to a private briefing.

A meeting took place with the Cheetham Ward councillors on Friday 21st September 2018 and Thursday 4th July 2019. An additional meeting took place with the Crumpsall Ward councillors on Wednesday 17th July 2019.

A copy of the email is available at Appendix 1.

Table 3.1 Identified stakeholders

Identified Stakeholders
Cheetham Ward councillors
Crumpsall Ward councillors
Harpurhey Ward councillors
Piccadilly Ward councillors
Executive Member for Environment, Planning and Transport
Executive Member for Housing and Regeneration
MP for Blackley and Broughton
MP for Manchester Central
Mayor of Greater Manchester
Manchester Local Enterprise Partnership
Manchester Chamber of Commerce
Manchester Growth Company

Consultation with Transport for Greater Manchester and Manchester City Council Highways

During the preparation of the Development Framework, the vision for the Shopping Park was discussed with Transport for Greater Manchester (TfGM) and Manchester City Council Highways (MCCH). The purpose of this was to discuss the findings of initial highways feasibility works undertaken by Curtins on behalf of Nuveen and inform the preparation of the Development Framework. In order to achieve this, the study considered the impacts of traffic generated on the local road network and to determine whether there is scope for bringing forward Nuveen's vision for the Shopping Park.

The initial Feasibility Study was issued to TfGM and MCCH in August 2018 via email. Initial comments and feedback were received (via email correspondence on 10 September 2018) requesting additional data and clarification of a number of points. TfGM and MCCH comments were partially addressed in the submission of a letter issued in October 2018. The need to undertake traffic surveys at the busiest time of the year (pre-Christmas) was also requested. These surveys were undertaken in December 2018 and a further response provided in January 2019. The further response also commented on the feasibility of introducing a secondary access.

A number of more detailed comments were received from TfGM and MCCH in July 2019. This included accepting comments regarding the secondary access. The remaining points raised are considered to be appropriate for detailed planning applications. As the proposals become more developed and detailed over time, further discussions will be held with TfGM/ MCC and due considerations will be readily addressed within any subsequent Transport Assessment work. The purpose of this work will be to ensure that there are no adverse highway impacts associated with the vision for Shopping Park.



**MANCHESTER
CITY COUNCIL**



**Transport for
Greater Manchester**

Engaging with Manchester City Council officers.

During the preparation of the draft Development Framework, meetings took place on Thursday 12th July 2018 and Friday 21st September 2018 with the Neighbourhood Manager for Cheetham, Crumpsall and Higher Blackley. The purpose of the meetings was to discuss the role of the Shopping Park in North Manchester, outline the proposed vision and to work collaboratively to ensure that the principles of the draft Development Framework maximised the opportunities presented.

Meetings also took place on Monday 9th July 2018, Monday 26th November 2018 and Tuesday 7th May 2019 with Manchester City Council planning officers. The purpose of the meetings was to explore and agree the principles of the vision and the scope of the community consultation.

Manchester
City Council



Consultation website

A consultation website was created at - www.manchesterfort2020svision.co.uk.

The website included the following information:

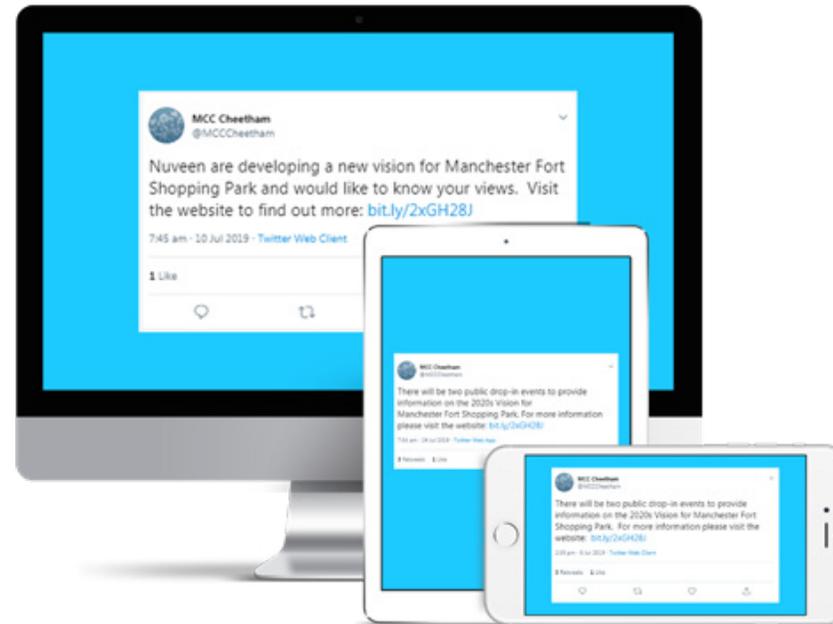
- + A copy of the draft Development Framework document;
- + An introduction to the draft Development Framework and future plans;
- + An introduction to Nuveen;
- + Details of the site location;
- + An online feedback form;
- + Details of the public exhibition events; and
- + The contact details of the project team.

The website was live from Monday 8th July 2019. Between Monday 8th July and Monday 29th July the website received a total of 238 page views from 168 individual users.



Social media

The consultation was publicised through Manchester City Council's Cheetham neighbourhood twitterfeed @MCCCheetham to c.800 users.



Posters and publicity

Posters and leaflets including details of the public exhibition events were provided to the Neighbourhood Manager for Cheetham, Crumpsall and Higher Blackley and distributed across the local community. Posters were also displayed in key areas around the Shopping Park.

A version of the poster was also produced in Urdu at the request of a local Crumpsall ward councillor in order to engage as many people as possible in the community.

A copy of both posters is available at Appendix 2.



Leaflet distribution

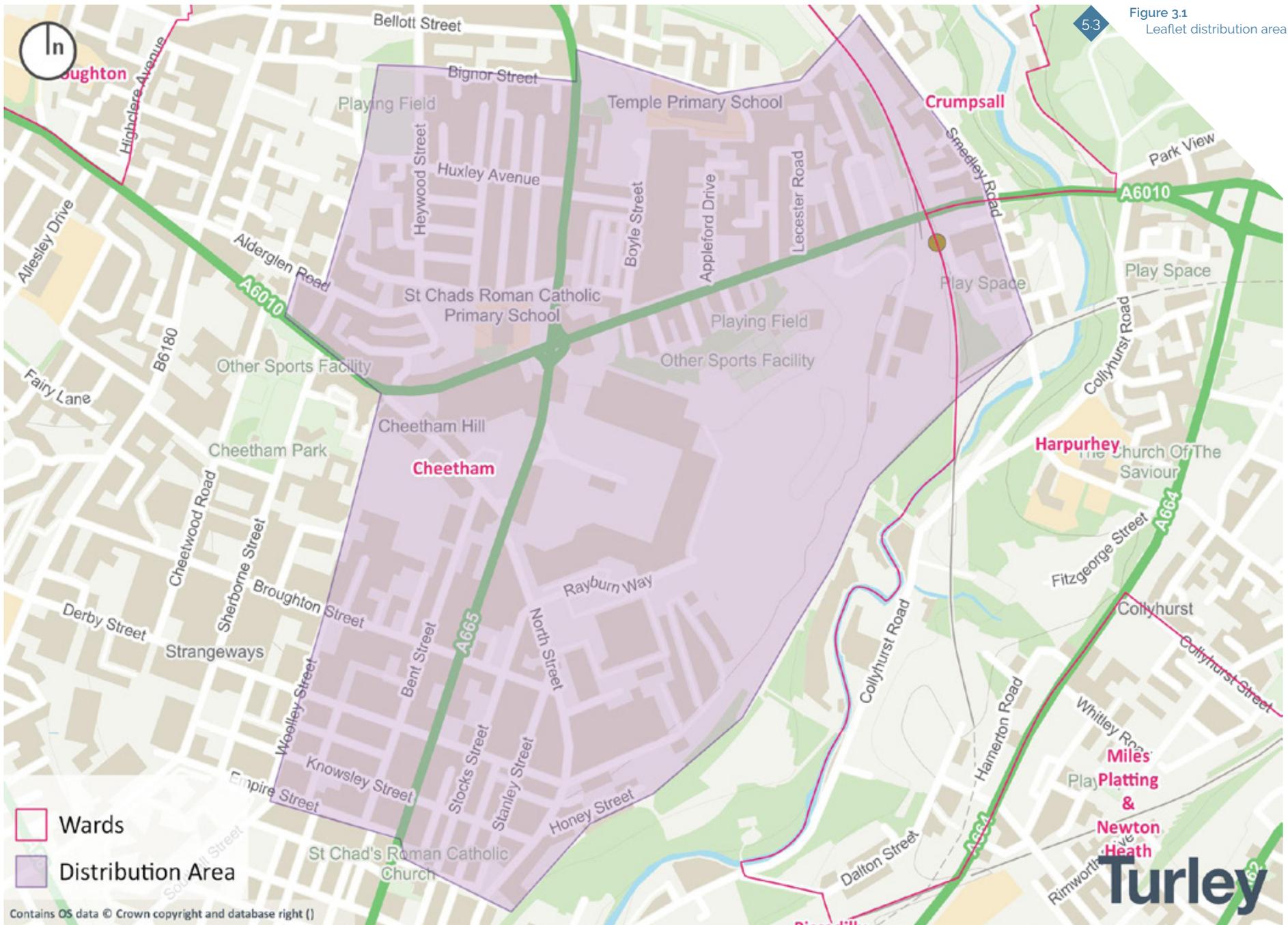
To advertise the draft Development Framework and publicise the consultation, an information leaflet was distributed to properties within close proximity to the Shopping Park. The leaflets were distributed to c.2000 properties by a private distribution company on Monday 8 July 2019. The distribution area is shaded in purple at Figure 3.1.

The information leaflet provided an introduction to the draft Development Framework, including:

- + The purpose of the draft Development Framework;
- + Details of the public exhibition;
- + Details of the consultation website where the plans can be viewed and commented on;
- + The contact details for the project team; and
- + A Freepost tear-off feedback postcard.

A copy of the leaflet can be found at Appendix 4





High street brands
at Manchester Fort



Public exhibition events

Two public exhibition events were held on Monday 15 July 2019 between 4.00pm – 8.00pm and Saturday 20 July 2019 between 11.00am – 2.00pm in the Management Suite of Manchester Fort Shopping Park.

The first exhibition started in the afternoon and ended in the evening and the second exhibition was held on a Saturday. This was to ensure that the events were accessible to as many people as possible. There were a total of c.23 attendees across both events.

At the exhibition, the project team were available to answer questions about the draft Development Framework.

A series of exhibition banners were displayed containing the following information:

- + An introduction to the Development Framework and the consultation process;
- + An explanation of the purpose of a Development Framework and the impact on future planning applications;

- + Details of the Shopping Park and its current use;
- + The challenges and opportunities for the site;
- + The long-term vision for the Shopping Park;
- + Future development principles;
- + Details of next steps for the Development Framework including a call for feedback on the plans; and
- + A summary of the potential benefits of future development.

A copy of the exhibition banners can be found at Appendix 6.

Feedback forms were provided and attendees were encouraged to complete them.

A copy can be found in appendix 4.

Feedback channels

Throughout the consultation, a number of feedback and contact channels were available. These were publicised on all consultation publicity and on the project website.

These channels were established to allow respondents to submit their feedback or ask questions using a format which suited them. The following contact channels were active:

- + Freephone – 0808 168 8296
- + Email – manchesterfort@turley.co.uk
- + Freepost – C/o Turley, Freepost RTEH-HCTJ-RRBK, Turley, 1 New York Street, Manchester, M1 4HD

Feedback was also enabled through the following channels:

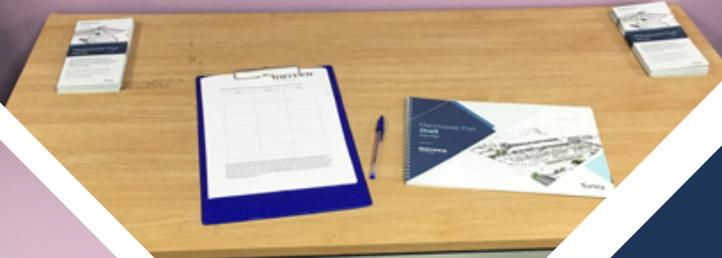
- + Freepost tear-off feedback postcard.
- + An online feedback form available to complete on the consultation website
- + A feedback form available at the consultation events

The feedback period was open from Monday 8th July 2019 to Monday 29th July 2019. This gave respondents a reasonable amount of time to register their feedback.

The following section of this report summarises the feedback received in response to the consultation.



Images from consultation events.



04

Feedback analysis

This section of the report sets out a summary of the feedback received during the consultation period.

During the consultation, a total of 52 pieces of feedback were received. These were submitted via feedback form through the following formats:

Received at drop-in session – 11

Returned via post – 38

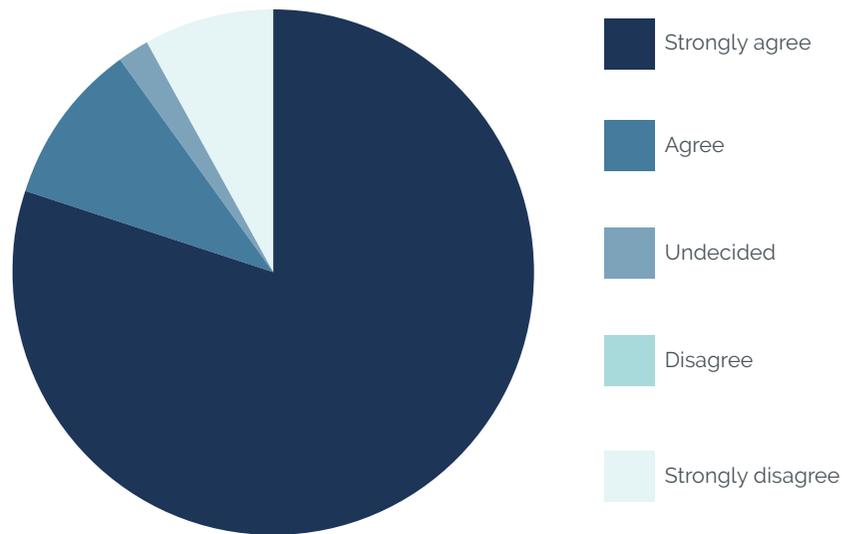
Online feedback form – 3

The feedback was organised under three questions and responses across all formats rated their answers on a Likert scale from strongly agree to strongly disagree. Respondents were asked to state whether they were answering as a local resident, business owner or other. All of the feedback received under the different formats has been analysed as a whole.

A full analysis of responses is provided over the next few pages.

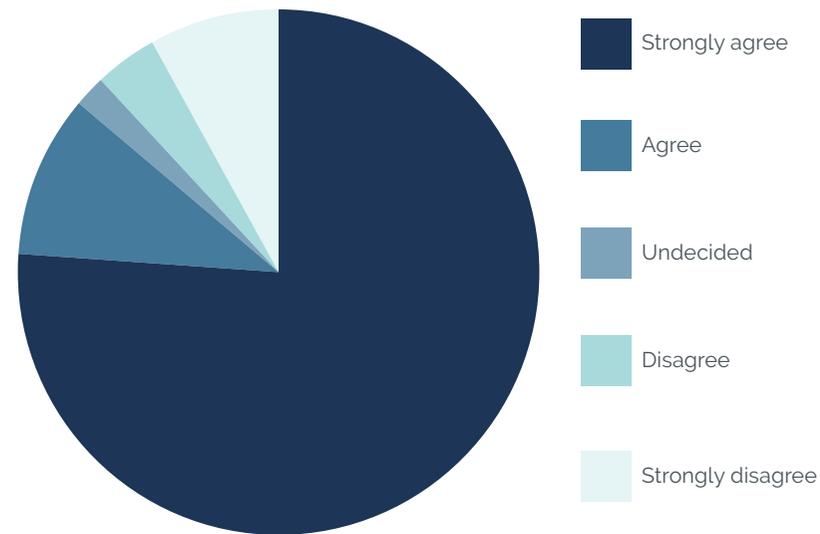
Q1. I support plans to introduce new flexible retail space, an expanded food and drink offer, a hotel and a cinema.

In total 52 responses were received to this question. Of the 52 responses received, an overwhelming majority of respondents, 81% (42), strongly agreed that they support the plans. 10% (5) agreed, 2% (1) were undecided and 8% (4) strongly disagreed.



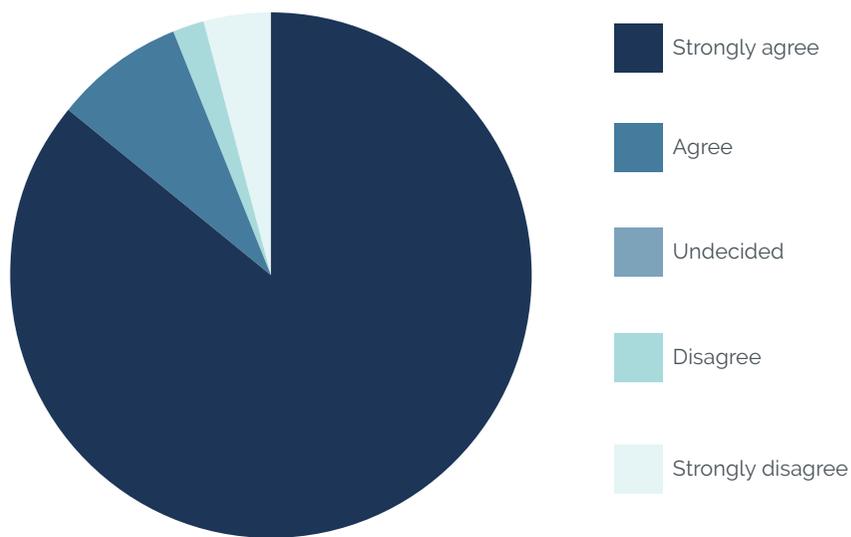
Q2. I support plans to extend the usage of Manchester Fort Shopping Park to contribute to the evening economy.

Of the 52 responses received, an overwhelming majority of respondents, 77% (40), strongly agreed and 10% (5) agreed. 2% (1) were undecided, 4% (2) disagreed and 8% (4) strongly disagreed.



Q3. I support plans to enhance the look and feel of the park whilst providing better accessibility for pedestrians.

51 responses were received in response to this question. Of the 51 responses received, an overwhelming majority of respondents, 86% (44), strongly agreed and 8% (4) agreed. 2% (1) disagreed and 4% (2) strongly disagreed.

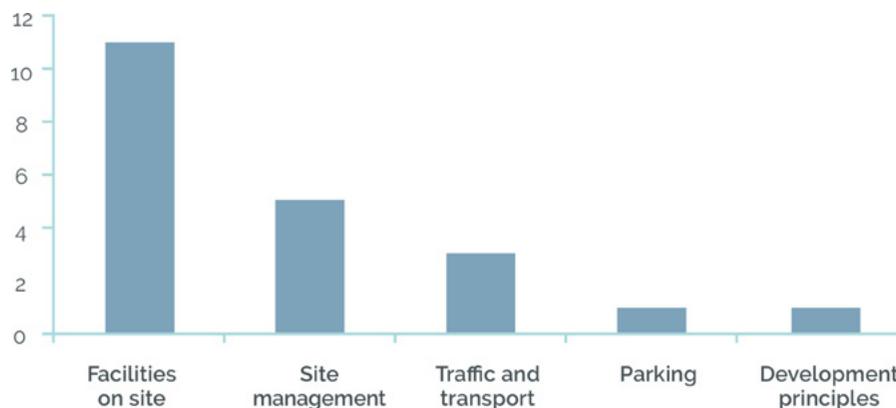


Q4. Do you have any further comments on our proposals?

The fourth question asked respondents to provide any further feedback in response to the consultation.

The comments received covered a variety of themes, these have been analysed and the frequency of each theme is included in the graph below.

All comments received during the consultation have been considered and a response provided. This is summarised in Section 5.





4.1

4.3

4.2

4.4

Figure 4.1
Enhancing planting

Figure 4.2
Creating a vibrant family space

Figure 4.3
Enticing retail frontages

Figure 4.4
Creating linked spaces

Applicant's response

The comments received are considered as a whole for both ease of reporting and clarity of response. In order to report the feedback clearly and consistently, the comments received are grouped according to five commonly occurring themes:

- Facilities on site
- Site management
- Traffic and transport
- Parking
- Development principles

Many supportive comments were received during the consultation process which are provided below:

"These plans will benefit the community if they go ahead"

"Great ideas, hoping this is approved"

"I think that it is a great idea as during the day Manchester Fort is a very busy vibrant place but empty practically at night/ early evening"

"Looking forward to the end result"

"The sooner the better"

"Sooner the better"

"I feel this is the right approach it should be lively ...for kids and families, the place will lighten up with greenery"

"The introduction of entertainment such as a cinema is a welcomed idea that we need more of"

"Good luck we all deserve it in Cheetham Hill"

"Looking forward to more evening entertainment"

"I support the plans for improvement and making the park look better"

"Very happy about the new plans"

"Can't wait"

"Thanks and good luck with the plans - make it interesting and creative to be different from Trafford Centre"

"This area need hotel, cinema and bars so it will be an excellent idea"

"Cinema wow it will be great"

Table summarising respondent comments and applicant response relating to facilities on site

Theme	Representative comments	Applicant's response
Concerns regarding proposed facilities	"Not sure about hotel"	There is a gap in the market for hotel accommodation in North Manchester. Our analysis has demonstrated a limited provision of budget hotels outside of Manchester City Centre. The Shopping Park provides an ideal location for a hotel as it is already an established destination and holds a prominent gateway location on the strategic intersection of Cheetham Hill Road and Queens Road. Furthermore, we are aiming to diversify the Shopping Park and increase evening activity and a hotel will encourage visitors to spend longer on site and help to enhance the evening economy.
	"I have lived in Cheetham Hill all my life and can tell you now that a cinema will not work."	<p>Market research and testing have established that the introduction of a multi-screen cinema is a viable proposition for the Shopping Park. Cinema-going remains a highly popular leisure activity in the UK and analysis of the cinema market demonstrates that there is continued room for growth.</p> <p>North Manchester is currently underserved and a notable gap exists in the cinema market. The provision of cinemas across Manchester is focused in the City Centre and at out-of-centre locations to the South and East of the city. Whilst cinemas in the City Centre are accessible, the City Centre performs a much broader role. Just in the way that many of the retailers represented on the Shopping Park are represented in the City centre, leisure attractions can be replicated in order to enhance choice and provide customers with different types of visits for their convenience.</p>
	"Getting rid of B&Q will not be a good idea."	<p>As the retail market has evolved the Shopping Park has evolved from its original role as a bulky goods shopping destination. The Shopping Park now predominantly caters to high street brands including H&M, Boots, M&S Food and Nike. This evolution has been a successful as it is now the largest shopping park of its kind in Greater Manchester.</p> <p>As shopping behaviours continue to change the Shopping Park must continue to adapt to remain resilient and successful. The remnants of the large bulky goods stores, including B&Q, provide largely dead frontage diluting the appeal of the Shopping Park and the quality of place.</p> <p>During the preparation of the vision, it has been identified that the bulky goods nature of B&Q is currently of a format that no longer works for B&Q or the retail nature of the park. The vision thereby provides an opportunity to respond to identified market constraints which indicate that units with small or medium floor areas are required to attract prospective tenants. The vision seeks to build on identified market opportunities through a simple sub-division or remodeling of the existing bulky goods unit. This would create smaller, more flexible units capable of accommodating new tenants and helping to deliver an overall enhanced retail offer. The opportunity also exists to make much more of the space through a comprehensive redesign of this section of the Shopping Park.</p> <p>The bulky goods offer currently occupies a large floorplate and reconfiguring this will allow us to deliver the site's full potential providing a broader range of retail and leisure opportunities to reflect evolving consumer expectations.</p>

	<p>"Do not need more shops or food retailers"</p>	<p>Despite the continued success of the Shopping Park, the UK retail market is becoming increasingly complex and is in a fragile state. With shops being the dominant use for the Shopping Park it is vulnerable to these changes. This is becoming more relevant as more people choose to shop online.</p> <p>The Development Framework seeks to secure the long term prosperity of the Shopping Park to ensure it continues to play its important social and economic role for the area. The introduction of new uses which diversify the offer will have a broader appeal and encourage visitors to spend more time at the Shopping Park.</p> <p>These enhancements could be achieved without any increase in retail floorspace, particularly with the reconfiguration of the remaining bulky goods offer which occupies a large floorplate. Any material increase in floorspace will be judged against the relevant local and national planning policy.</p>
	<p>"What happened to the LIDL store which was supposed to be opening? We need more fresh and frozen food supermarkets not fashion wear! Or another fast food outlet."</p>	<p>The draft Development Framework seeks to set out a long-term vision for the future of the Shopping Park. Therefore, no specific operators or retailers have been chosen. The overall aim is to diversify the uses at the Shopping Park in order to give it wider appeal and ensure its success into the future. However, The Shopping Park will remain a predominantly retail shopping destination.</p> <p>Given the important role of the Shopping Park in North Manchester, the opportunity exists to provide a complementary convenience food retail offer. The introduction of this offer helps to further align the ambitious vision of the park with the anticipated growth of the area as a result of the Northern Gateway initiative. Its introduction would be in an accessible location and provide a much-needed amenity offer aligned with the needs of residents. Creating an environment that meets the needs of local residents is crucial to the success over the park and North Manchester over the coming years.</p>
Evening economy	<p>"No night clubs and bars please..."</p> <p>"Strongly disagree for alcohol sale in the Manchester Fort in evenings."</p>	<p>We do not envision the Shopping Park as a destination for a night club. Alcohol sale may occur but as part of an enhanced food and beverage offer. The addition of new leisure uses is aimed at driving further footfall and enhancing the Shopping Park's evening offer. The development principles set out in the draft Development Framework outline that a suitable management regime will be adopted to mitigate against any prospective anti-social behaviour from the enhanced food and drink offer.</p>
Suggestions new facilities	<p>"Addition of small retail units on the site"</p> <p>"Would like more indoor play areas in Cheetham Hill for children"</p> <p>"Bowling would be good. Bowling/gym"</p>	<p>We are still at the vision stage of developing plans for the future of the Shopping Park. These suggestions are welcomed and have been noted.</p>

Table summarising respondent comments and applicant response relating to traffic and transport

Theme	Representative co	Applicant's response
Traffic	<p>"Although I am happy with these new proposals I am also very concerned regarding the increased volumes of traffic this will generate. At present it is very difficult to get in/out of our drive onto Queens Road due to the amount of traffic, especially at peak periods and week-ends, will there be provision made for this?"</p> <p>"Traffic is presently horrendous, no consideration has been given to local residents"</p>	<p>A preliminary Highways Feasibility Study has been undertaken and identified that in the absence of an increase in retail floorspace, the introduction of leisure uses will have no material impact on the highway network. This is mostly due to the expected increases in traffic movement being spread into non-peak times, as a result of extending the operating time of the park and expanding the evening economy.</p> <p>Future planning applications will also need to be accompanied by an appropriate Transport Assessment, which demonstrates that proposals would not cause severe impact on the highway network.</p>
Transport and access	<p>"New routes for buses and buses not using side streets."</p>	<p>Noted. The feasibility and operation of present and future bus routes are the responsibility of operators.</p>
	<p>"I would like to see more entrance and exits to the car park"</p>	<p>The introduction of a secondary access at the site has been explored as part of the vision. The Highways Feasibility Study demonstrates that providing secondary access via a one-way inbound road into the park alongside the recent McDonald's development would be severely detrimental to the overall vision of the Shopping Park and would also have negative impacts on the pedestrian safety of customers as a result of increased traffic volumes through the McDonald's car park.</p>

Table summarising respondent comments and applicant response relating to site management

Theme	Representative comments	Applicant's response
Noise and anti-social behaviour	<p>"Would like it to be quiet in the evenings we live right next door"</p> <p>"As long as where drink is concerned it doesn't become a magnet for late night nuisance and anti-social behaviour"</p> <p>"I am concerned about the level of noise this will create, particularly the cinema with the location being very close to our dwellings, what provision can be made for this?"</p> <p>"These plans will ruin the area but also attract more homeless people and anti-social behaviour. The main village of cheetham hill has seen this."</p>	<p>The Shopping Park's primary function will remain as a retail shopping destination. The addition of leisure uses is intended to complement the principal retail function and enhance the Shopping Park's appeal, increasing the time that visitors stay. A suitable management regime will be expected to be adopted to mitigate against any prospective anti-social behaviour and to protect amenity for nearby residential areas.</p>
Specific management concerns	<p>"Cleaning of surrounding areas needed to take away littering"</p> <p>"I would like to see more ... [car park] attendants"</p>	<p>These are specific management issues which will be shared with the management company. Draft Development Framework.</p> <p>A suitable management regime will be developed at a later stage. At this stage we are addressing the long-term vision for Shopping Park.</p>

Table summarising respondent comments and applicant response relating to parking

Theme	Representative comments	Applicant's response
Parking	"Provision for parking needs to be addressed."	The preliminary Highways Feasibility Study shows that capacity exists in the car park at times when it is likely to experience the greatest increase in demand. Future planning applications will also need to be accompanied by an appropriate Transport Assessment, which demonstrates that sufficient car park provision exists to accommodate the anticipated increase in demand.

Table summarising respondent comments and applicant response relating to development principles

Theme	Representative comments	Applicant's response
Size of the site	"Provision for parking needs to be addressed."	The size of the Shopping Park site is intended to stay same. The draft Development Framework is setting out a vision for how to maximise the potential of the existing site giving it wider appeal and securing its success into the future.



Summary profile of respondents

In addition to the questions and comments provided, the feedback form asked respondents to share information about themselves and their relationship with Manchester Fort.

Of the 52 respondents who answered this question, the majority, 87% (45) were local residents. 8% (4) were local business owners, 6% (3) identified themselves as 'other'.

From the responses received that provided address details, the approximate originating location of the responses are identified on figure 5.1 on the following page.

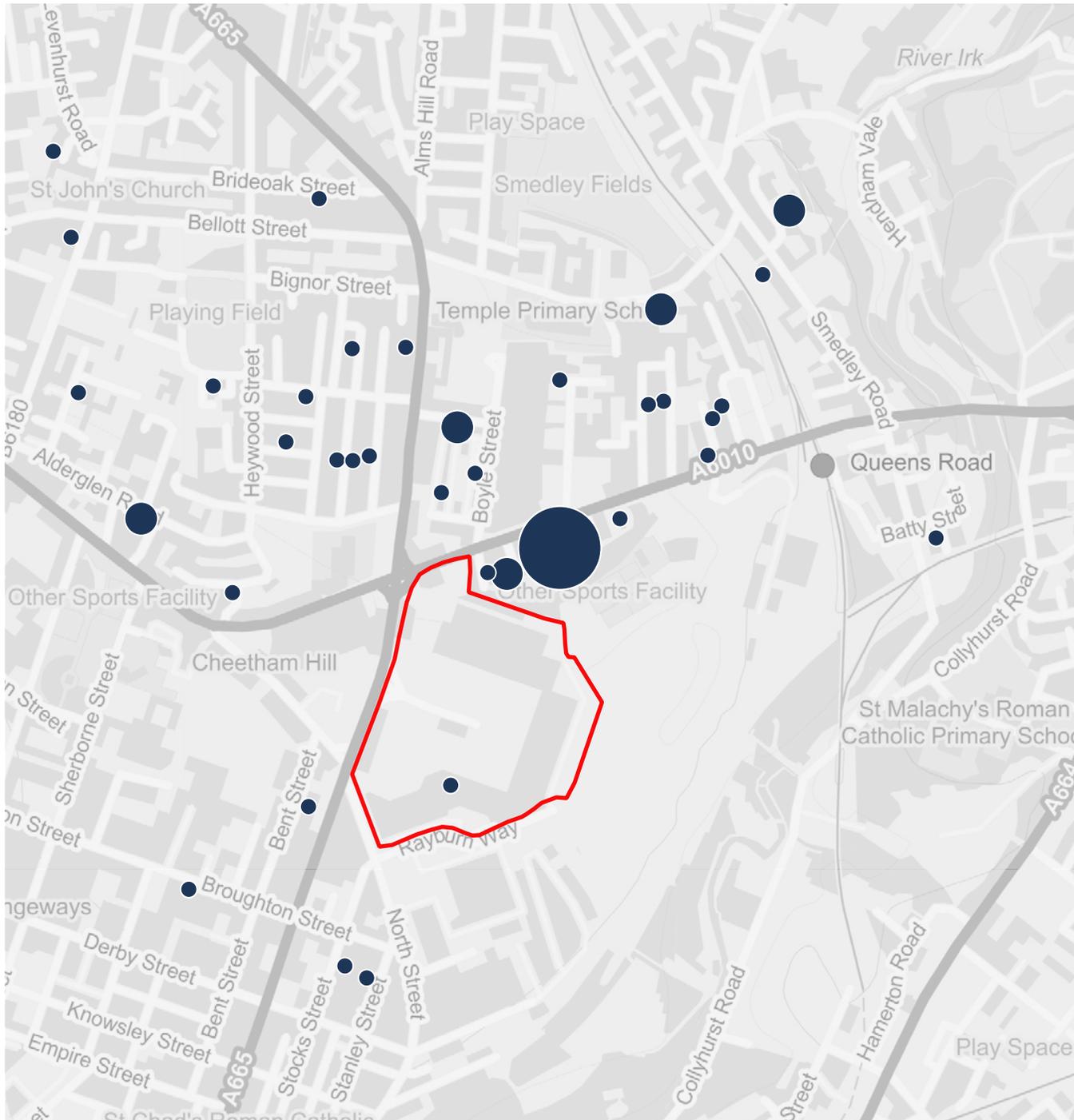
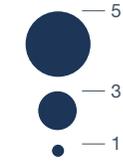


Figure 5.1
Respondent location

Number of responses per postcode:



One additional response was received from postcode BL9.

Points illustrate local postcode areas and not specific property addresses.

Conclusion and next steps

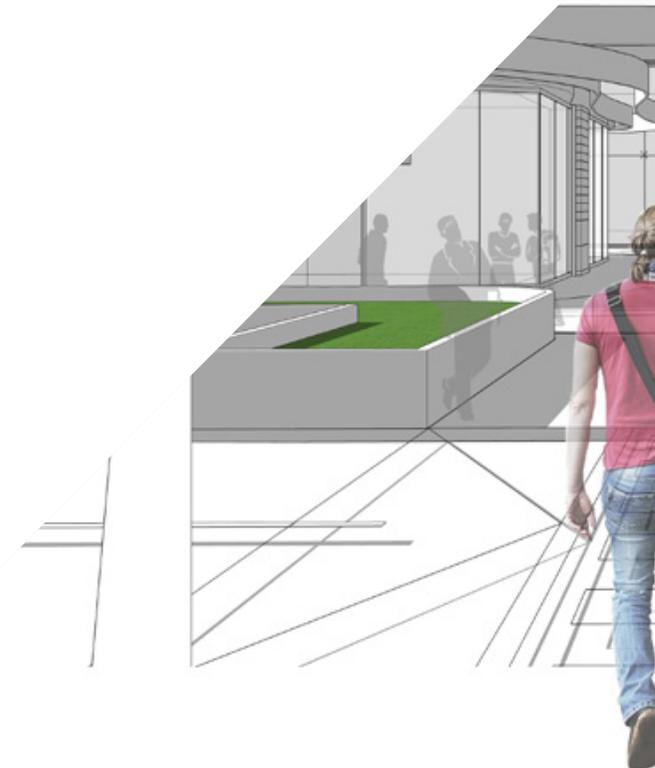
Nuveen are grateful for all the feedback received during the initial stage of public consultation on the draft Development Framework for Manchester Fort Shopping Park. This report provides a summary of all the feedback received and an early consideration of that feedback.

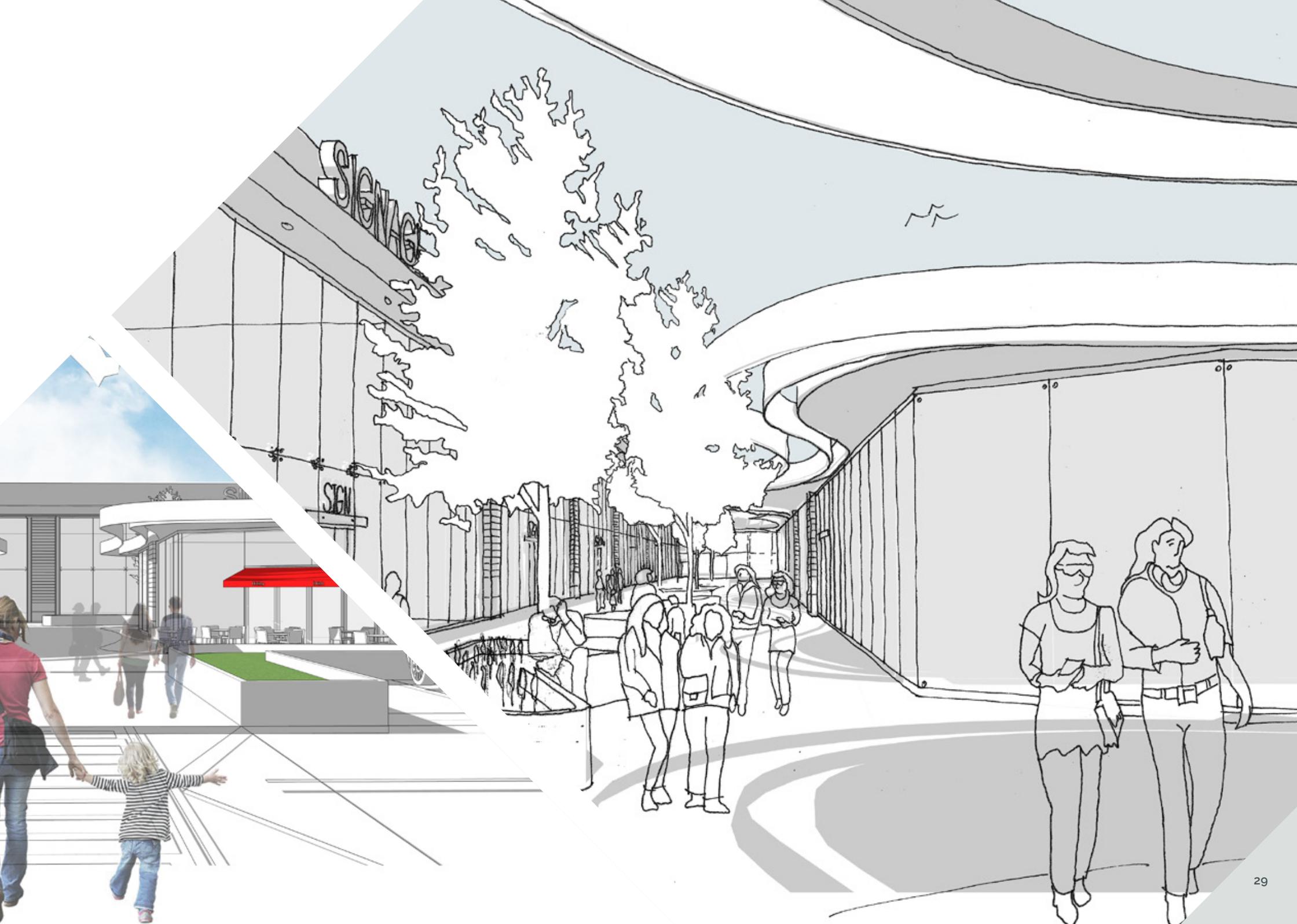
In summary, this report demonstrates that, of those that responded to the public consultation, there is considerable support for plans to regenerate the Shopping Park.

A number of detailed comments were received and these have been grouped and reported under five primary themes including Facilities on site, Traffic and transport, Site management, Parking and Development principles. These comments and ideas provide the project team with valuable input and areas of consideration for the Development Framework.

The next step in the process is to seek endorsement from the Council's Executive for a further period of public consultation on the draft Development Framework. This stage would be led by the Council and provide residents and stakeholders a further opportunity to comment.

Nuveen are committed to ongoing consultation with interested parties including neighbours, local residents and stakeholders and will continue to engage on any future planning applications.





Appendix 1: Councillor email

Dear Councillors

I am writing to you on behalf of Nuveen to notify you of the forthcoming public consultation on the Manchester Fort Shopping Park Draft Development Framework. I would like to take this opportunity to offer a briefing with you to discuss the proposals.

Nuveen is the owner of Manchester Fort Shopping Park, Manchester's premier retail park. They are preparing a Development Framework for the Park which will establish guiding principles for future development on the site. Nuveen's ambition is to provide a more diverse experience by replacing the bulky goods offer with more flexible and modern retail space, an expanded food and beverage offer, a new cinema and a hotel. This has the potential, over the longer term, to extend the offer available to local community, expand the evening economy and provide additional employment opportunities.

The Development Framework is currently in its draft state, and we are seeking feedback from residents and stakeholders on the plans before finalising the document for submission to Manchester City Council Executive. If this is endorsed by the Executive, the Council will then undertake its own formal consultation on the document before considering it for adoption.

For more information please visit our website www.manchesterfort2020svision.co.uk.

Invitation to a briefing

We would welcome the opportunity to meet with you, show you the plans and answer any questions that you may have. Please contact me on 0161 233 7702 or email on jack.boyce@turley.co.uk to arrange a briefing.

Alternatively, we will shortly be contacting local residents to invite them to our two public exhibition events. You can find a copy of the leaflet attached. You are invited to attend either of these events which are taking place on:

Venue: Management Suite, Manchester Fort Shopping Park (Located between Mothercare and B&Q)

Date: Monday 15 July

Time: 4.00pm-8.00pm

Date: Saturday 20 July

Time: 11am- 2.00pm

We will be encouraging feedback from all interested parties during a consultation period between Monday 8 July and Monday 29 July 2019. The feedback captured throughout this time will directly inform the final version of the document submitted to the Council for adoption.

If you have any questions or require further information, please do not hesitate to contact me.

Yours sincerely

Appendix 2: Consultation posters

nuveen
A TIAA Company

مانچسٹر فورٹ (Manchester Fort)
2020 کا وزن

اپنی رائے کا اظہار کریں

Nuveen مانچسٹر فورٹ شاپنگ پارک کے مزید معلومات کے لیے براہ کرم ہماری ویب سائٹ پر لیے ایک نئے ترقیاتی فریم ورک پر کام کر رہا ہے جو اس سائٹ کے لیے ایک نئے طویل مدتی وزن کو تشکیل دینے کی کوشش کرنا ہے۔

www.manchesterfort2020svision.co.uk

یا ہم سے رابطہ کریں:



manchesterfort@turley.co.uk



0808 168 8296



C/o Turley
Freeport RTEH-HCTJ-RRBK
Turley, 1 New York Street,
Manchester M1 4HD

میں مزید کیسے جان سکتا ہوں؟

ترقیاتی فریم ورک کو مانچسٹر سٹی کے کونسل ایگریٹو کے پاس جمع کروانے سے پہلے ہم دو عوامی نمائشیں منعقد کر رہے ہیں۔

عوامی نمائشیں

مقام: مینجمنٹ سوئٹ، مانچسٹر فورٹ شاپنگ پارک
(Mothercare اور B&Q کے درمیان واقع)

بروز: پیر 15 جولائی

بوقت: شام 4 بجے سے رات 8 بجے تک

یا

بروز: ہفتہ 20 جولائی

بوقت: صبح 11 بجے سے دوپہر 2 بجے تک

ان نمائشوں میں، پلانز کو ڈسپلے کیا جائے گا اور پروجیکٹ ٹیم کے اراکین آپ کے سوالات کا جواب دیں گے اور آپ کی آراء کے حصول کے لیے دستیاب ہوں گے۔

nuveen
A TIAA Company

Manchester Fort
2020s Vision

Have your say

Nuveen has been working on a new Development Framework for Manchester Fort Shopping Park which seeks to establish a new long-term vision for the site.

For more information please visit our website www.manchesterfort2020svision.co.uk
Or contact us:



manchesterfort@turley.co.uk



0808 168 8296



C/o Turley
Freeport RTEH-HCTJ-RRBK
Turley, 1 New York Street,
Manchester M1 4HD

How can I find out more?

Before we submit a planning application to Manchester City Council we are holding two public exhibitions.

Public exhibitions

At: **Management Suite, Manchester Fort Shopping Park**
(Located between Mothercare and B&Q)

On: **Monday 15 July**

From: **4.00pm-8.00pm**

or

On: **Saturday 20 July**

From: **11.00am-2.00pm**

At the exhibitions, the plans will be on display and members of the project team will be available to answer your questions and capture your feedback.

Appendix 3: Consultation Website



Nuveen has been working on a new Development Framework for Manchester Fort Shopping Park which seeks to establish an exciting new long-term vision for the site.

Who is Nuveen?

Nuveen is one of the biggest investment management companies in the world with over 120 years' experience. They have a large portfolio of global investments, including Manchester Fort Shopping Park.

About Manchester Fort

Manchester Fort is the largest shopping park of its kind in Greater Manchester. It successfully serves the local community and significantly contributes to the economy of north Manchester.

As a result of changing shopping behaviours, the owners of the site are now considering the future of Manchester Fort and are looking to re-vitalise the site and to diversify the experience to help ensure the park's longevity.

The site

Manchester Fort Shopping Park is located at the intersection of Chesham Hill Road and Queens Road. At present the Shopping Park is mostly occupied by high street brands including Boots, New, Argos and H&M. There is a limited food and beverage offer including a McDonald's.



What are the plans for Manchester Fort?

Over the longer term, to provide a more diverse experience – this has the potential to include more flexible retail space, an expanded food and beverage offer, a new cinema and a hotel. Nuveen also propose making enhancements to the public realm in and around the Park making it more useable and inviting for pedestrians.

As a major employer for the area, the redevelopment will also provide additional employment opportunities.



Flavour images of proposed enhancements.

How can I find out more?

Before we submit a planning application to Manchester City Council we are holding two public exhibitions.

About Manchester Fort

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Manchester Fort Shopping Park is located at the intersection of Chesham Hill Road and Queens Road. At present the Shopping Park is mostly occupied by high street brands including Boots, New, Argos and H&M. There is a limited food and beverage offer including a McDonald's.



Expanding the evening economy

Manchester Fort currently only caters for the daytime economy. The introduction of a new cinema and expanded food and drink offer, this will enhance the appeal of the destination into the evening. The hotel will also help to maintain evening activity, and help enhance the provision in north Manchester.

What is the purpose of the Development Framework

The Development Framework will establish guiding principles for future development of the site. Once approved by Manchester City Council it will become material consideration in the determination of planning applications on site. It will provide clarity and a long-term vision which can inform and encourage significant local investment.

expanded food and beverage offer, a new cinema and a hotel. Nuveen also propose making enhancements to the public realm in and around the Park making it more useable and inviting for pedestrians.

As a major employer for the area, the redevelopment will also provide additional employment opportunities.



Flavour images of proposed enhancements.

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Located between Mothercare and B&Q

On: Monday 15 July

From: 4.00pm-8.00pm

or

On: Saturday 20 July

From: 11.00am-2.00pm

At the exhibitions, the plans will be on display and members of the project team will be available to answer your questions and capture your feedback.

You can also view the document by clicking here

Have your say

If you would like to provide feedback, please click here for our online feedback form

Alternatively you can also contact us in the following ways:

manchesterfort@turley.co.uk

0800 168 8296

C/o Turley
Frespool, RTH-HCTJ-RBKB
Turley, 1 New York Street,
Manchester M4 4HD

nuveen
A TIAA Company

Appendix 4: Feedback Form

nuveen
A TIAA Company

Manchester Fort

2020s Vision

Have your say

We welcome your feedback on the draft Development Framework. We would be grateful if you could complete the questions below.

You can also complete this form online at www.manchesterfort2020svision.co.uk or provide feedback via email to manchesterfort@turley.co.uk. Please ensure that all comments reach us by **Monday, 29th July 2019**

I support plans to introduce new flexible retail space, an expanded food and drink offer, a hotel and a cinema.

Strongly agree Agree Undecided Disagree Strongly disagree

I support plans to extend the usage of Manchester Fort Shopping Park to contribute to the evening economy.

Strongly agree Agree Undecided Disagree Strongly disagree

I support plans to enhance the look and feel of the park whilst providing better accessibility for pedestrians.

Strongly agree Agree Undecided Disagree Strongly disagree

Do you have any other comments?

I am responding as a:

Local resident Local business owner Local councillor

Other

Name

Email

Address

Postcode

If you would like to be kept updated about the development please tick here

The information you provide will be used only for the purpose of keeping you informed about Manchester Fort Shopping Park and for understanding public opinion on the project. It will be stored securely until completion of the project, after which this information will be deleted. Your information will only be shared with third parties for the express purpose of keeping you informed of the proposals and with Nuvveen and Manchester City Council, where there is a legal obligation to do so. It will not be forwarded to any other third parties. You can contact us at any time to request the deletion of your information. Please contact us at manchesterfort@turley.co.uk

Appendix 5: Leaflet



Manchester Fort Shopping Park
C/o Turley
Freepost RTEH-HCTJ-RRBK
Turley, 1 New York Street,
Manchester M1 4HD

Why have I received this leaflet?

This leaflet has been sent to you by Nuveen to provide you with information about the Draft Development Framework for Manchester Fort Shopping Park.

We are in the process of developing our plans and we would like to know what you think before we submit them to Manchester City Council.

How can I find out more?

Before we submit the Development Framework to the Manchester City Council Executive we are holding two public exhibitions.

Public exhibitions

At: **Management Suite, Manchester Fort Shopping Park**
(Located between Mothercare and B&Q)

On: **Monday 15 July**
From: **4.00pm-8.00pm**

or

On: **Saturday 20 July**
From: **11.00am-2.00pm**

At the exhibitions, the plans will be on display and members of the project team will be available to answer your questions and capture your feedback.

You can also view and comment on the plans on our website by visiting:

www.manchesterfort2020svision.co.uk

Contact Us

If you would like to comment, please tear off the feedback postcard and return to the Freepost address provided.

Alternatively you can also contact us in the following ways:



manchesterfort@turley.co.uk



0808 168 8296



C/o Turley
Manchester Fort Shopping Park
Freepost RTEH-HCTJ-RRBK
Turley, 1 New York Street,
Manchester M1 4HD



nuveen

A TIAA Company



Artist impression of future park layout

Manchester Fort

2020s Vision

Nuveen has been working on a new Development Framework for Manchester Fort Shopping Park which seeks to establish a new long-term vision for the site.

This leaflet provides you with more information about the vision, invites you to find out more at a public exhibition and lets you know how you can provide feedback.

Turley

Manchester Fort is the largest shopping park of its kind in Greater Manchester. It successfully serves the local community and significantly contributes to the economy of north Manchester.

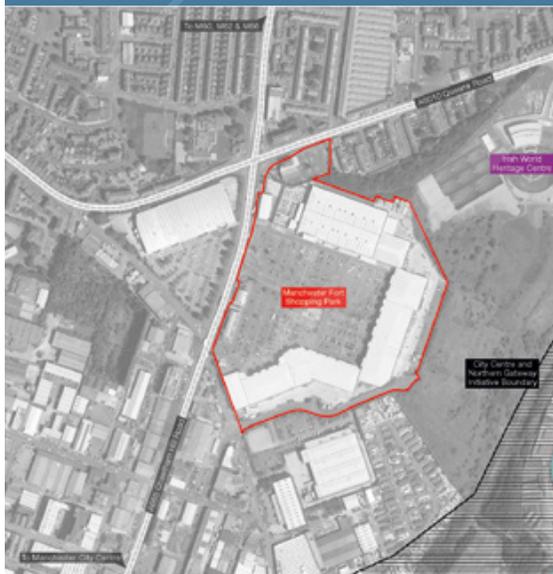
As a result of changing shopping behaviours, the owners of the site are now considering the future of Manchester Fort and are looking to re-vitalise the site and to diversify the experience to help ensure the park's longevity.

About the owner

Nuveen is one of the biggest investment management companies in the world with over 120 years' experience. They have a global portfolio of investments, including Manchester Fort Shopping Park.

The site

Manchester Fort Shopping Park is located at the intersection of Cheetham Hill Road and Queens Road. At present the Shopping Park is mostly occupied by high street brands including Boots, Nike, Argos and H&M. There is currently a limited food and beverage offer.



What is the purpose of the Development Framework?

The Development Framework will establish guiding principles for future development of the site. Once approved by Manchester City Council it will become a material consideration in the determination of planning applications relating to the site. It will provide clarity and a long term vision which will inform and encourage significant future investment.

What are the plans for Manchester Fort?

Over the longer term, to provide a more diverse experience – this has the potential to include more flexible retail space, an expanded food and beverage offer, a new cinema and a hotel. Nuveen also propose making enhancements to the public realm in and around the Park making it more useable and inviting for pedestrians.

As a major employer for the area, the redevelopment will also provide additional employment opportunities.

Flavour images of proposed enhancements.



Enticing retail frontages



Creating a vibrant family space



Enhancing planting

Expanding the evening economy

Manchester Fort currently only caters for the daytime economy. The introduction of a new cinema and expanded food and drink offer will extend the appeal of the destination into the evening. The hotel will also help to maintain evening activity, and help enhance the provision in north Manchester.

Have your say

You can provide feedback at the public exhibition; more details are included within this leaflet. You can also provide feedback by completing this feedback postcard and returning it to the project team free of charge.

Please ensure that all comments reach us by **Monday, 29th July 2019.**

I support plans to introduce new flexible retail space, an expanded food and drink offer, a hotel and a cinema.

Strongly agree Agree Undecided Disagree Strongly disagree

I support plans to extend the usage of Manchester Fort Shopping Park to contribute to the evening economy.

Strongly agree Agree Undecided Disagree Strongly disagree

I support plans to enhance the look and feel of the park whilst providing better accessibility for pedestrians.

Strongly agree Agree Undecided Disagree Strongly disagree

Do you have any other comments?

I am responding as a:

Local resident Local business owner Local councillor

Other

Name

Email

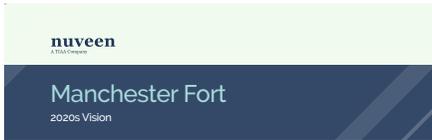
Address

Postcode

If you would like to be kept updated about the development please tick here

The information you provide will be used only for the purpose of keeping you informed about Manchester Fort Shopping Park and for understanding public opinion on the project. It will be stored securely until completion of the project, after which this information will be deleted. Your information will only be shared with third parties for the express purpose of keeping you informed of the proposals and with Nuveen and Manchester City Council, where there is a legal obligation to do so. It will not be forwarded to any other third parties. You can contact us at any time to request the deletion of your information. Please contact us at manchesterfort@turley.co.uk

Appendix 6: Exhibition banners



Welcome

We welcome you to this exhibition to find out more and have your say on the future proposals for Manchester Fort Shopping Park.

Nuveen, the Shopping Park's owners, are sharing their initial ideas for the long-term, future development of the site.

The 2020s Vision that we are working on puts forward a plan to safeguard the long-term future of the Shopping Park. Our initial ideas are provided in a draft 'Development Framework'. Copies of the draft document are available for you to view at the exhibition.

Have your say

We are committed to consulting on our early stage plans and listening to the views of the local community. All feedback will be considered in shaping the final Development Framework before we submit the document to Manchester City Council.

We have set up a number of ways to provide feedback:

Please ensure all feedback is submitted by Monday 29th July.

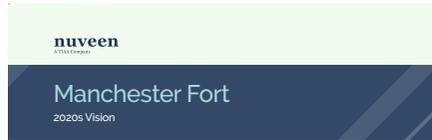
Completing a feedback form at the event today

Emailing us: manchesterfort@nuveen.co.uk

Drop-in: Manchester Fort, Phoenix BLDG, HCT, 188B, C/O Turley, 1 New York Street, Manchester, M1 4HD

Visiting the website: www.manchesterfort2020svision.co.uk

Thank you for visiting the exhibition.



A regeneration opportunity for North Manchester

Nuveen is looking to continue its long term investment and is committed to ensuring that the Shopping Park plays its part in the continued regeneration, revitalisation and growth of North Manchester.

The Shopping Park is positioned in an area of the City which is set to experience significant transformation. The Shopping Park is surrounded by a number of regeneration initiatives, all of which are shaped and delivered through a Development Framework approach.

What is a Development Framework?

A Development Framework is a document that outlines the blueprint for future development of a site.

For the Development Framework to gain weight in the planning process, the document must be consulted on and formally adopted by Manchester City Council.

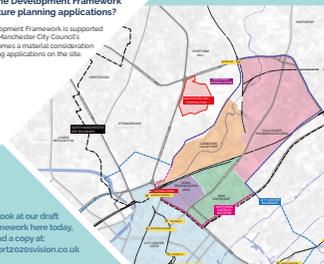
What does the Development Framework cover?

The Development Framework sets out the long-term vision and guiding principles for the site. It does not cover detailed design and it is not a planning application.

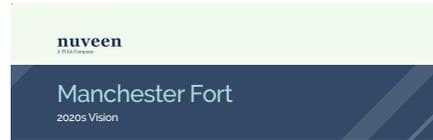
How could the Development Framework influence future planning applications?

If the draft Development Framework is supported and adopted by Manchester City Council's Executive, it becomes a material consideration for future planning applications on the site.

Surrounding Regeneration Initiatives



Please take a look at our draft Development Framework here today, or download a copy at: www.manchesterfort2020svision.co.uk

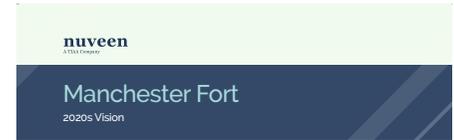


The Shopping Park today

Manchester Fort is the largest shopping park of its kind in Greater Manchester. It is important to both the people and economy of North Manchester and beyond, both in terms of its retail offer, its social contribution and the jobs that it provides. Here are some facts which tell you why:



The Shopping Park currently supports 'high street' brands such as Next, H&M, Boots and M&S Food presented in a retail park format. There are a few remaining 'bulky goods' retailers on the site including B&Q and Halfords to the north of the site. These units are remnants of the original vision for the site back in the early 2000s. It also offers a limited food and drink offer which largely supports day-time shoppers.



The challenges and opportunities

Recent changes in shopping behaviours present a significant threat to all retail centres, including those as successful as Manchester Fort. The future of the site is being explored to proactively address these challenges, and to maximise the site's full potential and contribution to North Manchester.

What are the challenges?

The B&Q Warehouse and Halfords units do not support the retail offer and character as a whole and result in a stark ground floor with limited engaging activity along the northern edge of the Shopping Park. The units are inconsistent in terms of appearance, profile and customer appeal.

The B&Q and Halfords units form a barrier to pedestrian connectivity for communities to the north of the Shopping Park and offer limited landscaping opportunities.

The Shopping Park mainly caters for daytime shopping with a limited leisure offer, opportunity for community use and has a limited evening offer.

With shops the dominant use, the Shopping Park is vulnerable to changes in market behaviour. This is becoming more relevant as more people choose to shop online.

What are the opportunities?

Providing an enhanced and broadened offer: This could include a new cinema and expanded food and drink offer to extend the appeal of the destination into the evening. A new hotel would also help to maintain evening activity.

Permeable frontages: The Shopping Park's scale and frontage adjacent to the main routes into the City along Cheetham Hill Road and Queens Road provides an opportunity to reinforce the importance of a well-designed attractive environment and create a gateway of significance.

Public realm: Introducing areas of landscaping and usable high quality public space which will help to raise the quality of the environment and achieve a more distinct sense of place.

Connectivity: Improved pedestrian connections to Cheetham Hill and Queens Road and the nearby residential neighbourhoods.

Scale and visibility: A landmark could be created, which signposts the Shopping Park and celebrates its success and contribution to the North Manchester area. This is proposed through the prospect of creating a building of height as the location for the new hotel.

Challenges and opportunities diagram



The vision

"The creation of a balanced, cohesive shopping and leisure experience, which integrates effectively with its surroundings, has 'life' throughout the day and evening, and is appealing and accessible to all sections of the communities which it serves."

Our ideas for the future are:

- A comprehensive remodelling of the northern section of the Shopping Park to provide more flexible retail formats and ones which support the remainder of the Park;
- Introduction of new uses which diversify the offer, have a broader appeal and encourage visitors to spend more time on the park (week times), including a cinema, food and drink outlets and a hotel;
- Making more of the site's gateway location on a key route into the City Centre;
- Creating a more inviting and usable pedestrian environment.



Partner Images
 • Entertainment
 • Creating a vibrant family space
 • A building of exciting retail formats with public space
 • A new cinema
 • A new hotel

Future development principles

Following a review of the opportunities and challenges we have determined a number of underlying development principles. These development principles will guide the term future development of the Shopping Park.

The plan below illustrates how areas of the site could be redeveloped in line with the principles. The plan is used as a guide only. No detailed plans are to be submitted at this stage.

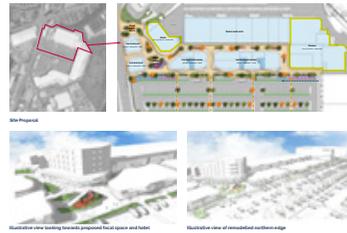
The design principles are explored further below:

An integrated shopping and leisure destination

- Retail to remain the predominant use with the flexibility to remodel the existing provision to introduce new retailers
- The introduction of a cinema to encourage an active evening economy
- A new hotel and enhanced food and drink offer
- The height and scale of any new development should be appropriate for the Shopping Park with the junction of Cheetham Hill and Queens Road acting as a gateway
- New high-quality public realm notably in the northern area of the site
- An emphasis on high-quality design for all forthcoming proposals

Access and parking

- A traffic assessment has concluded that there will be no significant impact on traffic and parking
- It is anticipated that any increase in traffic is likely to be outside of peak hours
- Future development proposals should look at ways of encouraging sustainable travel. This could be through cycle parking and use of employee travel plans.



Site Proposed

Illustration view looking towards proposed retail space and hotel

Illustration view of enclosed northern edge

Next steps

Your feedback

Please complete a feedback form at the exhibition today or contact us with your comments.

Please ensure your feedback reaches us by the 29th July, 2019.

Comments and feedback received during the public consultation will be reviewed by Nuveen before the document is finalised for submission to the City Council.

Timeline

The timeline below shows the next stages of the project.

- ◆ **July 2019** - Initial public consultation on the draft Development Framework and vision
- ◆ **August 2019** - Feedback considered and Development Framework finalised.
- ◆ **Early Autumn** - Submission of the Development Framework to the City Council and the City Council's own formal public consultation on the document.
- ◆ **Future** - Endorsement of the Development Framework as a material consideration for future planning applications on site.

Outcomes and delivery

The proposed vision and long-term future development proposals for the site will bring a number of significant social, environmental and economic benefit outcomes which will continue to assist the regeneration of North Manchester. This includes significant numbers of new jobs during construction and to support the new leisure uses on the site and improved public realm. These benefits are detailed in full in the draft Development Framework document.

In terms of the long-term future delivery of the proposals, Nuveen will bring forward development proposals in accordance with the agreed vision in the Development Framework subject to endorsement by the City Council Executive. They will continue to work closely with the City Council, local stakeholders and local communities in developing detailed proposals.



Turley

1 New York Street
Manchester
M1 4HD

Contact

Jack Boyce
Jack.Boyce@turley.co.uk

Turley