



# **Great Jackson Street Development Framework**

## 2018 Update

May 2018

# Contents

Executive Summary	3
1 Introduction	5
2 Great Jackson Street Development Framework	7
3 2018 Framework Evolution	11
4 Masterplan and Development Matrix	26
Appendix 1: Development Framework Evolution Drawings and Diagrams	27
Appendix 2: Strategic Context	28

# Executive Summary

This Development Framework has been prepared in order to guide the future comprehensive regeneration of the Great Jackson Street area of Manchester City Centre. It updates the 2007 and 2015 Development Frameworks, which have been previously endorsed by Manchester City Council, following a further design review of the proposed masterplan.

There is an important opportunity to build upon the positive momentum established through the delivery of Renaker's Owen Street development to create a high quality residential led neighbourhood at a key point of entry into the City Centre. This neighbourhood has an essential role to play in supporting Manchester's growth, productivity and quality of life. This is in line with Manchester City Council's and Greater Manchester's strategic objectives.

Since 2015, following determination of the Owen Street planning application, Renaker (a major landowner within the Framework area) has been progressing detailed feasibility studies into the design and delivery strategy of their further sites within the Development Framework area. This has been done as

part of a comprehensive exercise relating to the Development Framework area as a whole.

As a consequence of this review, it is proposed to further amend the masterplan design for the Development Framework in order to enhance the quality of the neighbourhood and maximise the regeneration outcomes of future development.

The site is strategically positioned adjacent to some of Manchester's priority regeneration areas as well as established neighbourhoods. It has the ability to form strong physical and functional connections with those areas, in order to support their continued development and success.

The Development Framework vision remains consistent with the 2015 endorsed version of the document. This is to 'create a vibrant, safe, secure and sustainable community.' In addition, the key development and urban design principles remain.

The design evolution of the masterplan principally relates to creation of an enhanced format of high density development, which will enable the provision of a higher level of public realm and will improve the quality of the residential environment. In this regard, the three main components of the revised design are:

- Maximising separation distances between buildings.
- Increasing the quantum and variety of public spaces within the Development Framework area and improving pedestrian connections

through a linked sequence of those public spaces.

- Enhancing sunlight and daylight penetration into the site.

The key proposals that have developed from the 2015 Framework principles are set out in full within Section 3 of this document and include:

- Building on the success of Owen Street, create a series of robustly tested tall buildings located around the perimeter of the site, in line with the agreed locations in the 2015 Framework. This would provide a strong visual profile and a dynamic marker from key viewing corridors including main City Centre approaches from the south.
- Create a larger network of pleasant, landscaped and naturally secure streets throughout the site to enhance the amenity of future residents, as well as strengthen connections with Hulme Park, adjoining neighbourhoods, adjoining regeneration areas, and the wider City Centre.
- Create fully accessible public and private spaces, as part of a distinctive and broader place-making strategy. This will be essential in terms of supporting high density forms of development. as well as improving the amenity for the communities that are proposed to be formed within this area. New public realm will continue to incorporate well-designed hard and soft landscaping, open up the River Medlock, and establish successful linkages back to Hulme Park. Hulme Park is a major public

resource with the potential to be much better utilised and enjoyed by City Centre residential communities in addition to the Hulme based residential communities.

In line with the 2015 Framework principles, this update also provides additional information in Section 3 in relation to the following:

- Creating a residential-led neighbourhood environment which accords with the principles set out within the Manchester Residential Quality Guidance. In addition, the new residential f
- Development should provide a range of sizes and typologies which caters for demand from an increasingly diverse population in the City Centre.
- Replacing the existing public surface car parking with an underground public car park, subject to ground conditions. As development plots come forward, sensitively incorporating basement or undercroft parking to the residential blocks to avoid compromising active frontages.
- Providing ground floor active uses along key routes and public open space, to increase activity and footfall and deliver community and social infrastructure to support new residents.
- Incorporating a high quality palette of materials, consistent with the quality of buildings and public realm established through the Owen Street development.

# 1 Introduction

## Document Purpose

- 1.1 Manchester City Council originally endorsed a Development Framework for Great Jackson Street in 2007, based on a mix of residential and commercial uses. This was subsequently updated in 2015 in order to establish a set of development principles appropriate to the creation of a new, more focused residential-led neighbourhood and community in this part of the City Centre.
- 1.2 Planning Permission was then granted in July 2016, in line with the principles of the 2015 Development Framework, for a major residential led development at Owen Street. Development has now progressed on site, providing a major catalyst to regeneration and commitment to the creation of this new community.
- 1.3 Renaker is a significant landowner within the Framework area. Since 2015, following determination of the Owen Street planning application, Renaker has been progressing detailed feasibility studies into the design and delivery strategy of their further sites within the

area, with careful consideration to the wider Framework strategy. This review has led to an updated proposed strategy for the comprehensive regeneration of the Great Jackson Street Development area.

- 1.4 The updated proposals are in line with the key development and urban design principles set out in the 2007 and 2015 Frameworks. They evaluate the form of development so that the overall quality of the proposed residential neighbourhood is improved and regeneration outcomes are maximised in line with the City Council's strategic objectives. The Development Framework has also been reviewed in response to the changing market context.

## Development Framework Area

- 1.5 The Development Framework area is generally triangular in shape and is bounded by the Mancunian Way to the south, Chester Road to the north and the River Medlock, Garwood Street and River Place to the east. The site is located within the southwestern part of Manchester City

Centre, adjacent to Castlefield to the west, Hulme to the South, the First Street Framework area to the east and Knott Mill, as well as the recently upgraded Deansgate Transport Interchange, to the north.

1.6 Current land uses include:

- street and below street level car parking;
- light industrial units / warehousing; and
- other commercial uses.

1.7 The area includes a significant proportion of land that is readily available for redevelopment.

1.8 Full details of the site conditions are included in the 2007 and 2015 Frameworks and are therefore not repeated in detail within this document.

1.9 Please cross refer to Appendix 1: Site Location Plan.

### Framework Status

1.10 If adopted, the Great Jackson Street Development Framework Update 2018 will act as planning guidance and form a material consideration to be considered by the Local Planning Authority in the determination of future planning applications. In addition, the principles set out within this document have further weight given that they have been drafted to be

consistent with national planning policy and the Local Development Plan.

### Development Framework Update Structure

1.11 The remainder of this Document is structured as follows:

- Section 2: provides details of the 2007 and 2015 Frameworks.
- Section 3: details the 2018 Framework design proposals.
- Section 4: includes the Framework Masterplan and Development Matrix.
- Appendix 1: includes the accompanying plans and development matrix.
- Appendix 2: includes the strategic site context.

# 2 Great Jackson Street Development Framework

## Great Jackson Street Development Framework 2007

### 2007 Vision

2.1 The 2007 Development Framework aimed to create “A new high-density quarter of Manchester with a vibrant and sustainable mix of uses, whose economic viability is driven by ‘knowledge capital’; comprising high quality urban architecture that enriches the city’s public realm and establishes its reputation for design excellence building”.

### 2007 Key Principles

2.2 The Framework was based on a mix of functions with a generally 50/50 split between residential (to the north of the site) and commercial space along the Mancunian Way, terminating with a landmark building on the Crown Street site. This landmark addressed the Chester Road intersection, in order to establish the positive perception associated with a thriving urban district at a key node and point of entry.

2.3 It defined a strategy for scale, massing and mix of uses that also signals the site as a significant point of entry in to the City Centre. It established a scale of development that would have a positive impact outside its immediate locality and also mark the site as a new, vibrant City Centre neighbourhood.

2.4 In particular, as a symbol of the regeneration of the area, sites for tall buildings were identified, including a site for a ‘very tall’ building towards the north of the site.

2.5 The sequence of distinctive buildings (including Bridgewater House) and mix of uses continuing north-east along Chester Road was intended to enhance the journey into the City Centre by creating a coherent and active frontage.

2.6 The Framework defined a hierarchy of open space and routes to create a new high quality public realm with safe and attractive links to Castlefield, Oxford Road and the City Centre.

2.7 Please cross refer to Appendix 1: 2007 Great Jackson Street Framework.

### **Progress Since 2007**

2.8 Within the 2007 Framework it was envisaged that the area would help to meet demand for large floorplate (1500sq m) office accommodation, in particular to meet the specific needs of knowledge-based industries.

2.9 Although a number of planning applications were subsequently approved in line with the 2007 Framework, primarily for residential schemes, these were not implemented and no new commercial-led development came forward at all. In addition, other initiatives subsequently emerged in and around the City Centre. Competing office locations have been identified and, in some cases, delivered within areas such as St Peter's Square, NOMA, Mayfield, St John's, Circle Square, Spinningfields, Corridor Manchester and First Street, together with an increasing tendency and demand for City Centre living. Manchester's growth and diversification in terms of economy and population, combined with an absence of housing delivery during the economic downturn and increasing population translating as demand for City Centre living, has resulted in a need to build thousands of new homes.

2.10 Changing market conditions and the evolution of Manchester's strategic regeneration plans with regard to the location of large floorplate commercial office led to the requirement to revisit and update the Great Jackson Street Development Framework, based on the creation of a residential led neighbourhood.

### **Great Jackson Street Development Framework 2015**

#### **2015 Vision**

2.11 The 2015 Development Framework sought:

*“to create a vibrant, safe, secure and sustainable community with a range of dwelling types that provide an attractive place to live, ranging from one, two and three bed apartments to two or three storey houses with front doors onto the street or gated gardens. Development proposals should provide an appropriate level of shared/amenity space to serve the needs of the residential community being created and consideration should be given to the provision of commercial space at ground/first floor levels in key locations where it will be attractive to small businesses such as cafes, shops, launderettes or gyms which will serve the residents and encourage footfall around and through the development”.*

## 2015 Key Principles

- 2.12 Alongside the requirement to create a new residential neighbourhood of choice, a critical part of the underlying rationale to the 2015 Framework update was to increase the height and density of buildings in key locations to reflect the site's location at a key gateway to the City Centre, and also to facilitate an increased quantum and quality of public space. The Framework identified a series of small, medium and large public and private spaces throughout the area. The amount of public space to be brought forward per development site was directly linked to the density of development. For example, where there was opportunity to bring forward significant proportions of public space such as adjacent to the River Medlock, or, where public space is required for link through routes, it was considered acceptable to bring forward higher density development by increasing height.
- 2.13 Coupled with this, the urban grain sought to respect the historic Victorian street pattern and provide new vehicle and pedestrian access routes through the site connecting to the wider City network and also creating an internal pedestrian friendly environment. At ground floor commercial uses are encouraged to serve the

residential community and to create active frontages.

- 2.14 Please cross refer to Appendix 1: 2015 Great Jackson Street Framework.

### Progress since the 2015 Update

- 2.15 Significant progress has been made in delivering the vision for Great Jackson Street as identified in the 2007 and 2015 Frameworks:
- Planning permission was granted in July 2016 for four residential towers at **Owen Street** (Ref: 111719/FO/2016/C1). The scheme will provide 1,508 residential units split across the four towers, with a maximum height of podium plus 62 floors. The scheme started on site in 2016 immediately following the grant of Planning Permission.
  - A 13 storey residential-led development (Ref: 115591/FO/2017) was granted planning permission in June 2017 on the land bound by Chester Road and the Bridgewater Viaduct. The development includes 53 apartments and a ground floor commercial unit.
- 2.16 A further planning application on behalf of DeTrafford Estates was approved at Planning Committee in February 2018 by Manchester City Council on land bounded by Great Jackson Street for the demolition of existing buildings and the construction of three residential buildings which range in height of 32, 26 and 18 storeys to create

399 residential units, 50 retirement units and 675 sq. m of commercial floorspace (Planning Ref: 116850/FO/2017).

## Ownership

- 2.17 The Framework seeks to work within the existing ownership boundaries and the form of development has been defined to allow delivery of standalone proposals that will each contribute towards the goal of delivering a sustainable and high quality neighbourhood.
- 2.18 Renaker is a significant landowner within the Framework area. This, combined with Renaker's track record of delivery, demonstrates the ability for large scale projects to come forward quickly, within an identified phasing programme and without the need for lengthy land assembly processes.
- 2.19 The site therefore has an immediate key role to play in allowing Manchester to deliver its ongoing strategic growth and regeneration objectives.
- 2.20 The site's pattern of ownership and spatial characteristics naturally divides it into a series of development plots of different sizes.
- 2.21 Please cross refer to Appendix 1: Development Plots.

# 3 2018 Framework Evolution

## Opportunities and Constraints

3.1 The Framework is strategically located at a main point of entry into the City Centre from the south. Development of Owen Street is currently on site, however the remainder of the Framework area is primarily used as a surface level car park and light industrial units, which do not reflect the site's prominent location and also means that permeability through the site is poor, and there are little to no active frontages within the Framework area.

3.2 The redevelopment of the Framework area provides the opportunity to regenerate this underutilised site to create a new residential led neighbourhood of choice. There is an opportunity to introduce a scale and form of development appropriate to its gateway location.

3.3 The Framework area does not currently include any public space, Renaker's Owen Street proposals will deliver a major new

area of public space adjacent to the River Medlock, and there is a significant opportunity to create further public spaces within the Framework area for people to relax, play in and enjoy.

3.4 Complementing this should be a series of further public spaces and landscaped routes connecting to, and interacting with, the River Medlock and Manchester's wider green and blue infrastructure network, including Hulme Park.

3.5 Please cross refer to Appendix 1: Constraints Plan and Opportunities Plan.

## Framework Evolution

3.6 The 2015 Framework Vision to create 'a vibrant, safe, secure and sustainable community' remains, as do the key development concepts.

3.7 The proposed evolution of the Development Framework set out within this document relates to the form of development, with the

	aim of improving the quality of the residential environment and public spaces.		
3.8	<p>The key areas of change from the 2015 Framework relate to:</p> <ul style="list-style-type: none"> <li>• reinforcing previously identified opportunities for height;</li> <li>• greater separation between buildings; and,</li> <li>• increased quantum and variety of public space.</li> </ul>		<p>and Chester Road approaches. This analysis was used to locate specific sites that could accommodate tall buildings to act as a landmarks and emphasise the site’s gateway function and location. This analysis has been re-visited, and in line with the analysis, the scale of the buildings at the identified strategic locations has been reviewed.</p>
		3.12	<p>Please cross refer to Appendix 1: Height at Strategic Points.</p>
3.9	<p>These are discussed in detail below.</p>	3.13	<p>Sites were identified around the perimeter of the Framework area addressing the key views. Building heights then step down within the centre of the Framework area and towards Bridgewater House.</p>
<p><b>Reinforcing Previously Identified Opportunities for Height</b></p>			
3.10	<p>Building on the Owen Street scheme, this Development Framework review has focused on alternative models of higher density development to deliver a successful and sustainable neighbourhood community, based on levels of residential amenity and delivery of the key components of residential quality, such as quantum of public realm.</p>	3.14	<p>This has been the starting point of the massing analysis undertaken as part of this update. The sites identified for height and scale remain the same as identified in the 2015 Framework and are reinforced. A number of options have been tested as a result of which the creation of landmark buildings in key locations and an overall update to the composition of buildings in the Framework area is proposed to provide buildings with a strong visual profile, which will act as a marker at a key route into the City. Through redevelopment there is an</p>
3.11	<p>The 2015 Framework includes a detailed tall building study. This identifies locations for tall buildings based on key views within the City Centre from Deansgate, St Peter’s Square/Mosley Street, the Mancunian Way</p>		

- opportunity to improve the legibility of the site and to create a more appropriate response through a new scale of development.
- 3.15 A review of the strategic points has identified that development of a greater height can be accommodated on the Mancunian Way / Chester Road corner of the site. This prominent corner signals the entrance to the Framework area and the City Centre and demands a quality building of scale to reflect this.
- 3.16 Elsewhere around the perimeter of the Framework area the scale of buildings has been reviewed to ensure that the building form and mass is reflective of the site's location on two arterial routes into the City Centre and also to ensure that the scale is appropriate at the identified strategic points. A ribbon of tall buildings is proposed fronting the Mancunian Way across Plot D then stepping down within Plot G (please refer to Appendix 1 for Development Plots).
- 3.17 Building height should then adopt the same approach as the 2015 Framework. New development should carefully consider the height of the adjacent buildings and spaces. Buildings should step down in height towards the centre of the Framework area and respond to Bridgewater House. Throughout the Framework area a variety of building heights are required to ensure a varied and stimulating built landscape.
- 3.18 Future planning applications for tall buildings will need to demonstrate compliance with Historic England's advice on tall buildings and the Council's tall building policies.
- 3.19 Please cross refer to Appendix 1: Development Sketches.
- Greater Separation between Buildings**
- 3.20 The requirement for high density development in this strategic gateway location should be designed in a way that maximises residents' quality of life.
- 3.21 The relationship between the buildings has a significant impact on amenity issues such as overlooking and daylight and sunlight. The 2015 Framework included distances of 9m – 15m between buildings. This is far shorter than the typical 20 metres for back to back distances between buildings and could result in reduced levels of daylight and sunlight, privacy / overlooking and a feeling of over crowdedness.

3.22 A review of the Framework has sought, therefore, to increase the separation between buildings. A back to back separation of c.20m is proposed where higher density developments are located. The positioning and orientation of buildings and locations of internal rooms can have a significant impact on issues such as overlooking and daylight and sunlight. The final distancing between buildings will be considered as the detailed design for each development plot comes forward. Where lower density development is proposed it is reasonable to reduce back to back distances, although a minimum of c.15m will be sought.

3.23 Please cross refer to Appendix 1: Building Separation and Orientation.

### **Increased Quantum and Variety of Public Space**

3.24 A key component of the 2015 Framework is the creation of public spaces for use by existing surrounding residents and the new residential community to be created, with private amenity space also provided for residential blocks as necessary. Two large areas of public spaces were proposed in Plot A and Plot C, with smaller more intimate

spaces and thoroughfares provided throughout the Masterplan.

3.25 This Development Framework update increases the overall quantum of public space by 87% or 16,800sqm and through the orientation and greater separation of buildings, will enhance sunlight penetration into those spaces for the benefit of new and existing residents.

3.26 The terraced riverside public realm currently being brought forward as part of the Owen Street (Plot A) development extends to c.2880 sqm. In addition, Crown Street (Plot C) will provide in excess of c.1800sqm of green park space for the benefit of new and existing residents and the wider public. This will include grassed lawns, high quality street paving and furniture, trees and planting. This large space will be supported by landscaped pedestrian linkages that will be wide enough to include segregated cycle ways and shared pedestrian/ vehicle routes in an attractively landscaped environment. These in turn will provide improved connection to the neighbouring communities and the wider blue and green areas around Hulme Park and the River Medlock.

- 3.27 This, combined with a requirement for details of an overall place-making strategy and proper consideration of supporting infrastructure requirements, will support, and in turn be facilitated by, an increase in the overall quantum of development as indicated in Section 4 as a result of the proposed increased densities. This quantum of development will also spread the cost of future maintenance and management requirements across the site to a significant population, ensuring high quality maintenance of the public realm and affordability to residents. Public realm management in the short term will be the responsibility of the land owner as each development plot is brought forward, and each associated public space is delivered. The long term plan is to provide a single overriding public realm management company. This is facilitated as two thirds (by area) of Great Jackson Streets development plots are under a single ownership. The maintenance of the remaining one third will remain the responsibility of each landowner/developer but with time, as others contribute to the development of Great Jackson Street, it is envisaged that an overriding management company would form to provide an holistic service with regards to the wider public realm up keep,
- that will provide a high quality single point of responsibility. The adopted road network will remain the responsibility of the City Council.
- 3.28 Please cross refer to Appendix 1: Public Space Plan and Public Square Study.
- Greater Sunlight and Daylight Penetration**
- 3.29 This Framework update seeks to create larger more usable public space to be available to both residents and visitors. Inherent to this is the creation of space that benefits from sunlight throughout the day.
- 3.30 A shading analysis has been undertaken to inform the layout of the revised Masterplan and location of public space.
- 3.31 Please cross refer to Appendix 1: Sunlight Study.
- 3.32 The shading assessment has resulted in a large singular area of public realm in Plot C, this will include hard and soft landscaping for people to relax, enjoy and play in. This is supported by a series of public thoroughfares and smaller landscaped areas throughout the Framework area. A key benefit of the public space strategy is that it will form part of a sequence of public spaces

connecting the Development Framework area and the wider City Centre to Hulme Park. This Park provides an expanse of open space, leisure and entertainment space for residents of Manchester City Centre to enjoy, and will also provide a stronger integration of the Hulme community with the City Centre.

- 3.33 Provision for private defensible amenity space for lower density development plots and town houses should also be provided.

### Design and Development Concepts

- 3.34 The following development and urban design principles are largely consistent with the 2015 Framework, however, they have been reviewed and updated to take into account the overall Framework evolution.

### Residential Quality, Mix and Typologies

- 3.35 The 2015 Framework identified that Great Jackson Street should come forward as a residential community which benefits from the amenity value gained by its location adjacent to the River Medlock. This continues to be the case and has been strengthened by the Owen Street development. This is now coming forward

and will deliver a major riverside public space which is well connected to the remainder of the Masterplan and adjoining areas.

- 3.36 The economic and market analysis set out in Appendix 2 highlights an identified need for high quality, well managed apartments across a range of sizes and typologies that cater for an increasingly diverse population in the City Centre.

- 3.37 New residential development within the Framework area must demonstrate that the scheme will deliver a high quality as demanded by the Manchester Residential Quality Guidance (RQG).

- 3.38 In order to create a sustainable mixed community for the area, a range of accommodation types should be brought forward. The location and proposed density of development within this updated Development Framework, continues to lead towards 1, 2 and 3 bed apartments. The overall mix of apartments will be justified per plot based on market demand; however, a maximum of 33% 1 bed apartments should be sought. Opportunities to introduce Town Houses, with their own front doors and defensible space, will be used as an

- alternative means of creating active frontages and encouraging safe and well animated public realm.
- 3.39 Residential amenity will be an important consideration in ensuring that the Great Jackson Street Development Framework area can become a neighbourhood of choice. New development should create an environment where the amenity of residents and the environment within the area with regard to privacy, microclimate (wind, sunlight, daylight, overshadowing), noise, refuse management, safety and vehicular movement for example are maximised. This will need to be tested and demonstrated through specific studies that are prepared and issued in support of detailed applications as they come forward pursuant to the Development Framework.
- Mix of Uses**
- 3.40 The 2015 Framework identified that consideration should be given to commercial uses at the ground floor. Ground floor active uses should be provided along key routes and onto areas of public open space to increase activity and footfall throughout the Development Framework area.
- 3.41 As an extension to this, there is a need for each development phase to consider and make allowances and provisions for delivering the social and community infrastructure necessary to support the new residents and ensure a sustainable neighbourhood is created. The required level of provision within each scheme will be assessed by the City Council as part of the planning application process.
- 3.42 In relation to retail and leisure uses, the intention is not to provide a retail destination, as the City Centre’s Primary Retail Areas fulfil this role. In order to provide a long-term, sustainable residential development, there will be a need to ensure a convenience offer which includes an attractive range of amenities in order to satisfy the immediate needs of the surrounding and new resident population - such as morning workouts, evening drinks and daily necessities.
- 3.43 Potential ground floor uses could include retail and leisure uses such as restaurants, cafes and local convenience stores, as well as amenity facilities to support the primary residential use, such as a residents’ lounge, gym, flexible working space and health care facilities - such as doctors, dentists, crèche.

The offer should be entirely consistent with the high quality environment with a distinctive sense of place.

3.44 The provision of active ground floor uses should be linked to a clear commercial strategy, justification and an occupier management proposal.

3.45 Flexible leasing strategies should be used in recognition that the market is dynamic and will potentially change significantly over the next five years as technology changes and new disrupters enter the retail, leisure and office sectors.

3.46 This emphasis would clearly work well with the amenity requirements of a new residential community. This will preclude any nightclub-type uses or other potentially anti-social night-time uses beyond 11pm.

### **Access, Movement and Linkages**

3.47 As identified in the 2007 and 2015 Framework, the site is in a highly accessible location. It is within walking distance of the City Centre's vibrant economic, civic and leisure offer and is easily accessible by car and public transport. The regeneration of Great Jackson Street will create a network of

streets throughout the site, strengthening linkages to the City Centre.

3.48 Please cross refer to Appendix 1: Strategic Site Linkages

### **Vehicular Access**

3.49 The Mancunian Way which is part of the City's Inner Ring Road and Chester Road which is a major vehicular route into the City Centre from the south border the site. Primary access to the Framework area will be via the Mancunian Way with vehicular exits onto Chester Road. Great Jackson Street has the potential to become a one way street providing the main thoroughfare. Access to individual plots will be off a series of smaller, more intimate landscaped streets.

### **Servicing**

3.50 Servicing will take place via the internal road network. Dedicated servicing areas will be provided as part of the shared streetscape. Servicing times will be agreed to avoid residential amenity issues.

3.51 Please cross refer to Appendix 1: Servicing Plan.

### **Pedestrian and Cycle Linkages**

- 3.52 The pedestrian environment along major roads such as The Mancunian Way and Chester Road is currently poor. Environmental buffer zones should be provided to mitigate the adverse environmental conditions of these heavily trafficked routes.
- 3.53 In order to improve connectivity there will be a focus on creating new routes through the site that link to the wider pedestrian network. A network of pleasant landscaped and naturally secure streets is to be created, terminating at areas of public squares and connecting to the surrounding regeneration areas including First Street, Corridor Manchester, Castlefield, Hulme and the wider City Centre. As part of the proposals, a new riverside (River Medlock) pedestrian route is provided. This celebrates open sections of this often culverted waterway and provides an attractive amenity route between the site and First Street.
- 3.54 Hulme Park is located directly south of the Great Jackson Street Framework area across the Mancunian Way. There is an opportunity to extend the pedestrian linkages created through the site across the existing bridge

to Hulme Park thereby providing City Centre residents with direct access to Hulme Park and the play and leisure facilities it has to offer.

- 3.55 As identified in the 2015 Framework, the connection to the existing bridge over the Mancunian Way will be improved by creating a legible connection terminating at a discrete landscaped area connecting to the wider network of streets and public realm.
- 3.56 It is proposed to create a new cycle path through the site connecting to the existing pedestrian bridge across the Mancunian Way.
- 3.57 Please cross refer to Appendix 1: Site Linkages Plan and Green and Blue Network / Public Space Linkages Plan.

### **Car Parking**

- 3.58 As Great Jackson Street comes forward for redevelopment, the current surface level car parking will be replaced. Residents and businesses moving into the area will require the provision of alternative forms of car parking and there will be a concurrent loss of commuter car parking options. Whilst the Core Strategy does not set maximum parking standards for the City Centre, it

requires all developments to provide appropriate levels of car parking, with each development considered on a case by case basis. The Manchester Residential Quality Guidance should be referenced in this regard. This Guidance recognises that there are a number of variables that impacts on the provision of car parking within the City Centre and reiterates that within the City Centre developments should provide an appropriate level of car parking taking into consideration site constraints.

3.59 As identified in the 2015 Framework car parking will be provided for residents in basement or undercroft parking to the residential blocks. New car parking will be sensitively incorporated into the new development so as not to compromise active frontages and not to detract from key public routes and spaces. On street car parking shall be minimised and limited to short stay / visitor bays.

3.60 The amount of car parking provided on site will need to, as far as possible, service the anticipated demand for car parking arising from the development. The exact number of car parking spaces will be confirmed as each development plot comes forward. This should take into account the accessibility of

Great Jackson Street, construction methods, site specific constraints and other measures to support sustainable travel behaviour i.e. the provision of high levels of secure cycle parking, electric charging points for cars, and car clubs.

3.61 Please cross refer to Appendix 1: Car Parking Plan.

**Public Car Parking**

3.62 The Framework area currently accommodates 466 publically accessible car parking spaces that will be lost as development comes forward. A strategy is proposed to assist in addressing the loss of surface car parking spaces anticipated in the area as regeneration proposals come forward.

3.63 Given the site’s location on the Inner Ring Road, it presents an opportunity to provide car parking that will support the regeneration of the site and the wider area including Corridor Manchester and the Great Northern, Manchester Central and Castlefield Quay.

3.64 To satisfy this requirement, an underground public car park is proposed beneath the

public realm in Plot C, subject to further geotechnical analysis.

- 3.65 A key part of the car parking strategy, which we consider provides a model for all City Centre car parking, is the intention to optimise use and benefit through the smart and flexible management of the spaces. This will maximise the ability for spaces to meet the local need from residents, commuters and leisure users in an economical way without overprovision.

### **Cycle Parking**

- 3.66 New residential and commercial development should incorporate secure cycle parking facilities. The number of cycle parking spaces should be considered on a case by case basis for each development. Visitor / public cycle parking should be integrated within new public realm. Further guidance on cycle parking is provided within the Manchester Residential Quality Guidance.

### **Electric Vehicle Charging**

- 3.67 New areas of car parking should be future proofed to allow electric vehicle charging to come forward, in line with demand, in the future. This means ensuring that the

proposals are future proofed in terms of the power available to service this requirement.

### **Place Making**

- 3.68 The site's gateway location and the density of development demands that new development must be of a high quality to signify the importance of this area, whilst ensuring that a high quality neighbourhood is created for residents to experience and enjoy.

### **Public Realm**

- 3.69 The area currently provides limited public amenity space and the quality of the urban realm is generally poor. There is a significant opportunity to create areas of usable landscaped spaces. Where possible, public spaces should be fully accessible to the public and private spaces should also be created to support residential development as appropriate.
- 3.70 The strategy should include well-designed public realm, incorporating hard and soft landscaping proposals, which will help to establish and enhance connections, as well as address microclimate issues and mitigate noise and other impacts of traffic arising

from the proximity of The Mancunian Way and Chester Road.

3.71 Opportunities for soft landscaping and pockets of green space, trees and planting should be maximised where possible. In addition, it is important that connections to both existing and proposed green and blue infrastructure are promoted through the design – central to this is enhancing the relationship with the River Medlock and connections to Hulme Park.

3.72 Future planning applications will be required to include full details of landscaping proposals for that phase that fit into the wider Framework public realm proposals.

### Historic Environment

3.73 Bridgewater House is Grade II Listed and is the only building of historical significance in the Framework area. Proposals should seek to preserve, and where possible enhance, the setting of Bridgewater House as well as to facilitate and secure its future sustainable re-use. This Framework seeks to step down development plots towards Bridgewater House and provides sufficient space between Bridgewater House and adjacent plots. Enhancements to the public realm around Bridgewater House should also be

considered to improve the immediate setting of the building.

3.74 The site is not within a Conservation Area, however, the Castlefield Conservation Area borders the site to the west. Applications for tall buildings will need to be supported by a Visual Impact Assessment that includes key views from the Castlefield Conservation Area.

### Active Frontages

3.75 Wherever possible there should be active street frontages and the public should have access to the ground floor of buildings, particularly around key public spaces and pedestrian routes, to promote street life and enhanced activation to the street scene. This also has the added benefit of natural surveillance. This may be in the form of ground floor active commercial uses or, where commercial uses are not appropriate, active frontages can still be maximised through good design e.g. the position of residential front doors and windows.

3.76 Where the ground floor is intended to contain commercial or retail uses, it should be level with the street where possible and incorporate appropriately proportioned

transparent glazing to promote street life and provide visual interest for pedestrians.

- 3.77 It is unavoidable in some instances that undercroft parking will result in the need for ground floor level ventilation louvers. These should be minimised as far as possible and located in discrete areas away from the main public routes. Where this is not possible, ventilation louvers should be well designed and in keeping with the high quality design of the building and surrounding public realm.

## **Environment and Sustainability**

### **Sustainable and Safe Environment**

- 3.78 As set out within national and local planning policy, including the National Planning Policy Framework and Manchester Core Strategy, new development should be sustainable, accessible to all and designed so as to provide a welcoming and safe environment, that contributes to Manchester's commitment to achieving Zero Carbon by 2050.
- 3.79 Regeneration of the site should promote a sustainable development, including through the maximisation of its locational

advantages and proximity to public transport nodes, as well as building design.

- 3.80 Development should be designed to create a safe and secure environment using the principles of 'Secure by Design'.

### **Improved quality and sustainability of housing stock**

- 3.81 This Framework seeks to ensure that new housing meets the needs of the city in terms of quality, design and sustainability, with reference to the Manchester Residential Quality Guidance.

### **Waste Management**

- 3.82 Compliance with Manchester City Council's 2016 Waste Management Strategy and reference to the Manchester Residential Quality Guidance will be required.

### **Drainage**

- 3.83 An appropriate robust and sustainable drainage strategy will need to be developed, in order to address flood risk issues and in particular critical surface water drainage requirements. Maintenance access to the River Medlock will continue to be provided.

- 3.84 In developing the drainage strategy, consideration should be given to the incorporation of Sustainable Urban Drainage Systems and their future management, the cost of which will be covered by the proposed development's maintenance regimes.
- 3.85 Sustainable Drainage Systems provide an opportunity to manage the quantity and quality of surface water entering the drainage network or watercourse whilst contributing positively to the amenity value and biodiversity of Great Jackson Street.

3.88 The proposed tall buildings on the perimeter of the site are visible throughout the City Centre and also on the approach to the City. They are landmark buildings that signalise the regeneration of the area. Therefore the materiality approach is likely to be different from that of those buildings located within the rest of the Framework area and importantly, materiality should be appropriate for the form of the buildings. The application of materials is also important in the sense that they should also be simply detailed, limited in palette, robust, high-quality and easily maintained.

### **Appearance**

- 3.86 The site's prominent gateway location and the location of tall buildings demands high quality architectural solutions. Materials used must be durable with a long design life to ensure that a high quality design and finish is maintained.
- 3.87 In order to create a new neighbourhood the palette of materials should be complementary whilst providing the required diversity to create a unique sense of place and for each plot to stand out in their own right.

3.89 The Owen Street proposals include buildings with a strong, simple silhouette using a combination of coloured, fritted and clear double glazed unitised panels. This development sets a new benchmark of quality and animation for the Framework area and the City.

3.90 The lower buildings and town houses should have a clear relationship with the existing context including Bridgewater House. Taller buildings will typically be lighter weight in construction, will take reference from relationships with adjacent buildings, key vistas, and may develop individual expressions / identities.

- 3.91 Architectural detailing and construction methods should be considered at an early stage, this detailing will be fundamental to the success and appearance of new development and will set a precedent for further development in the surrounding areas.
- 3.92 Corresponding landscape proposals should come forward alongside proposals for buildings. The landscaping proposals should include a range of hard and soft landscaping treatments appropriate to the area. Hard landscaping solutions should be robust and durable. Soft landscaping should be carefully considered to create welcoming and usable spaces throughout the year.
- 3.93 Please cross refer to Appendix 1: Materiality Precedent Images.

# 4 Masterplan and Development Matrix

- 4.1 The Framework evolution has resulted in a revised form and density of development than that endorsed in 2015. Visualisation 01, and Indicative Visualisation 02.
- 4.2 The primary vision of creating a residential neighbourhood of choice remains and is reinforced through the updated Masterplan. The review of heights within the Framework area and the requirement to increase residential amenity and increase the quantum of public space has led to fewer buildings and a resultant increase in density of development.
- 4.3 Please cross refer to Appendix 1: Masterplan Ground Level, Masterplan Lower Level, Masterplan Upper Level, Indicative
- Development Matrix**
- 4.4 The table in Appendix 1 provides indicative approximate heights and unit / floorspace breakdown. The heights and figures presented are indicative and will be subject to testing, in terms of relationship to heritage assets, microclimate and effect on residential amenity as part of future planning applications.
- 4.5 Please cross refer to Appendix 1: Development Matrix.

# Appendix 1: Development Framework Evolution Drawings and Diagrams



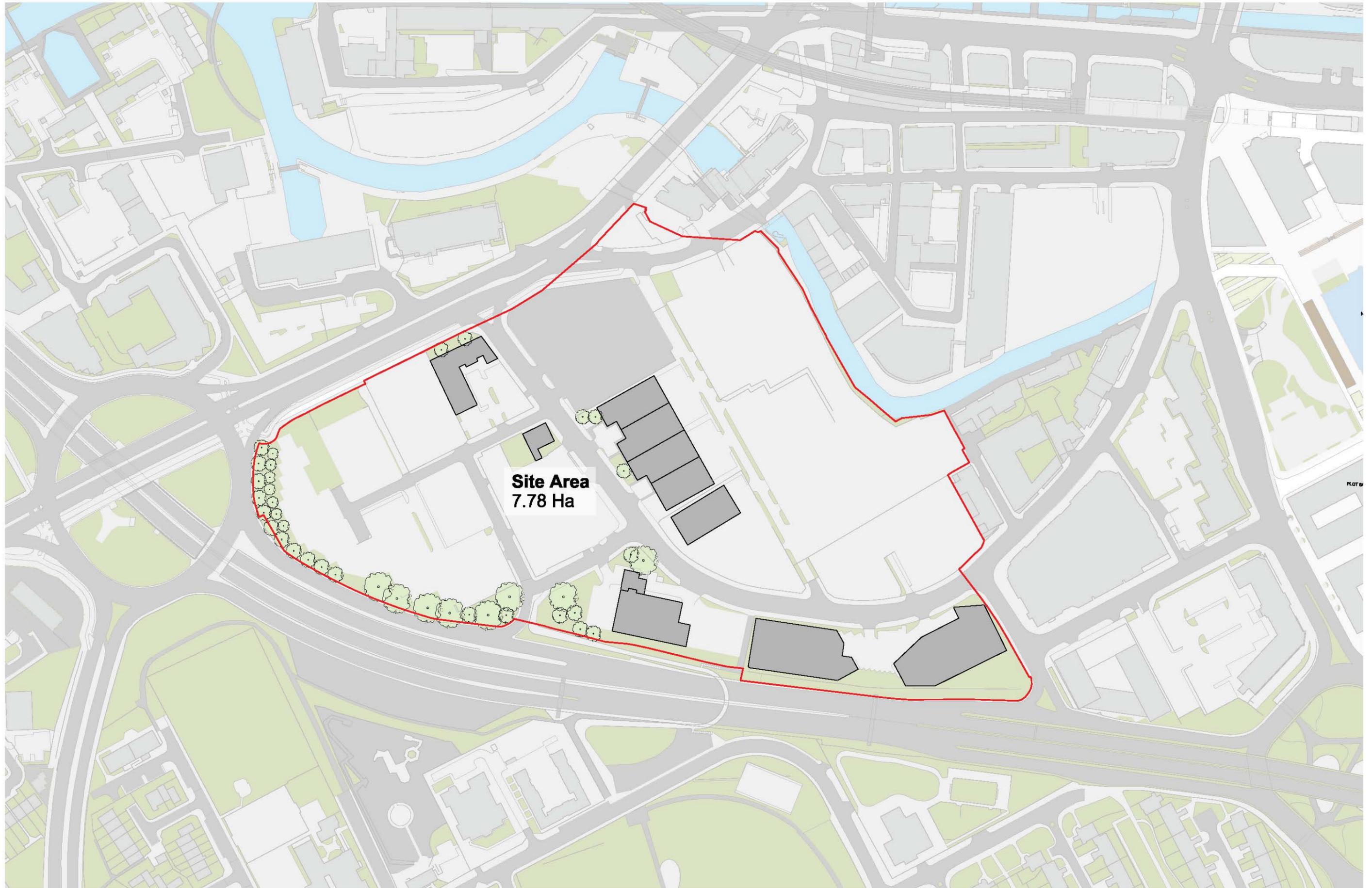
**simpsonhaugh**



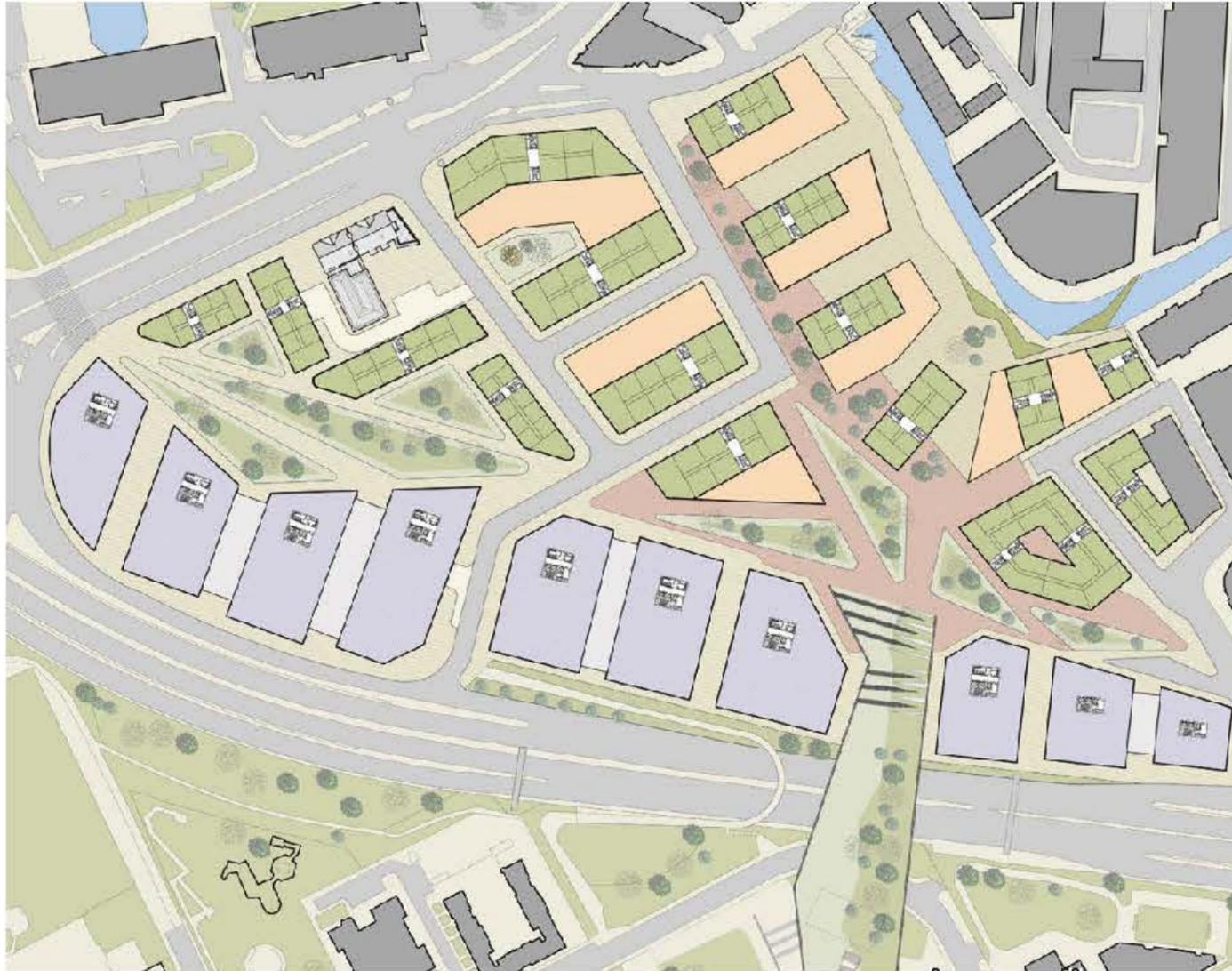
## Great Jackson Street - Manchester

FRAMEWORK EVOLUTION | 23 AUGUST 2017

7357-MP-A-RP-001 | REVISION 03



**Site Area**  
**7.78 Ha**



2007 Framework - Masterplan drawing



2007 Framework - Massing image

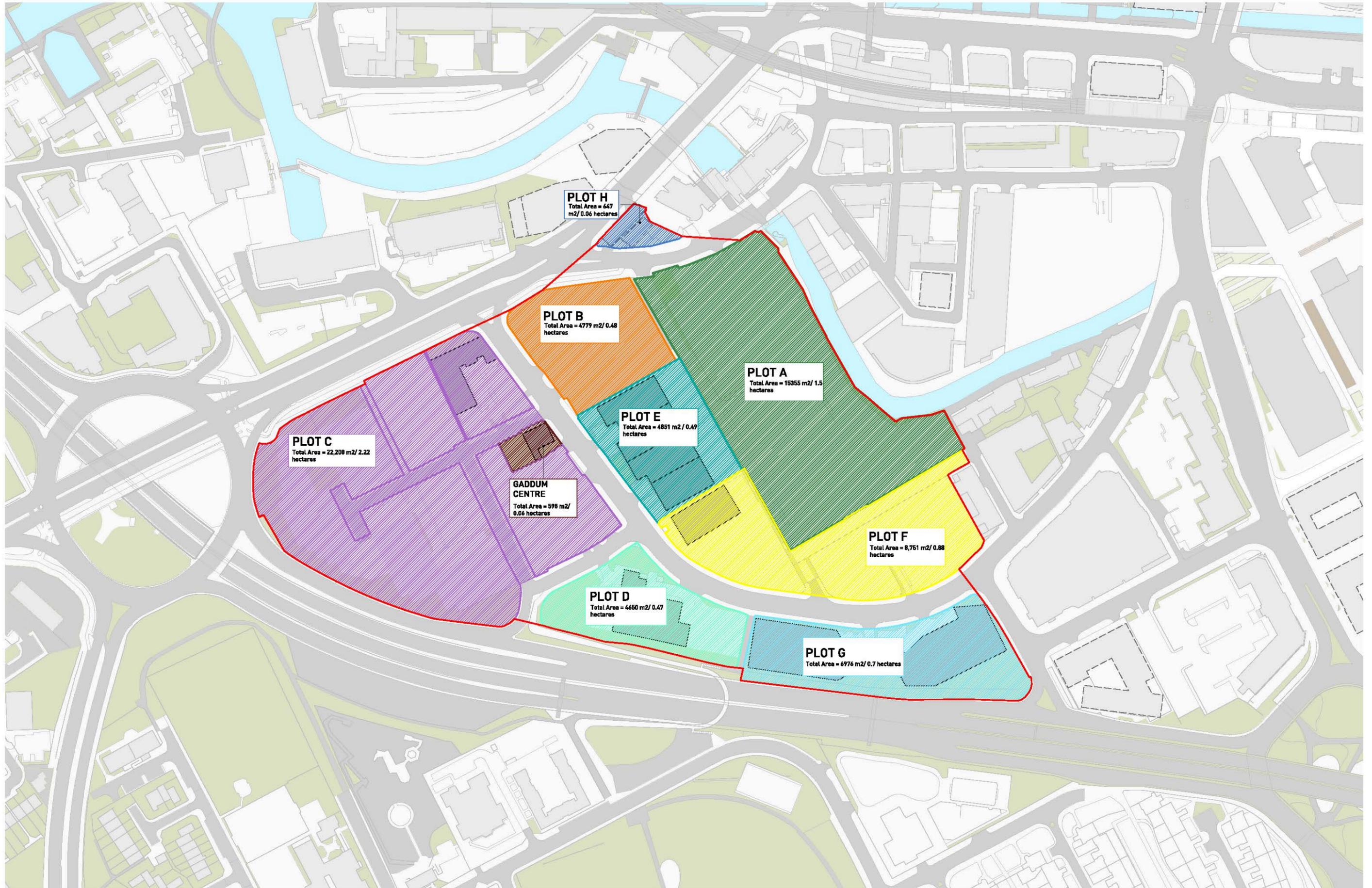


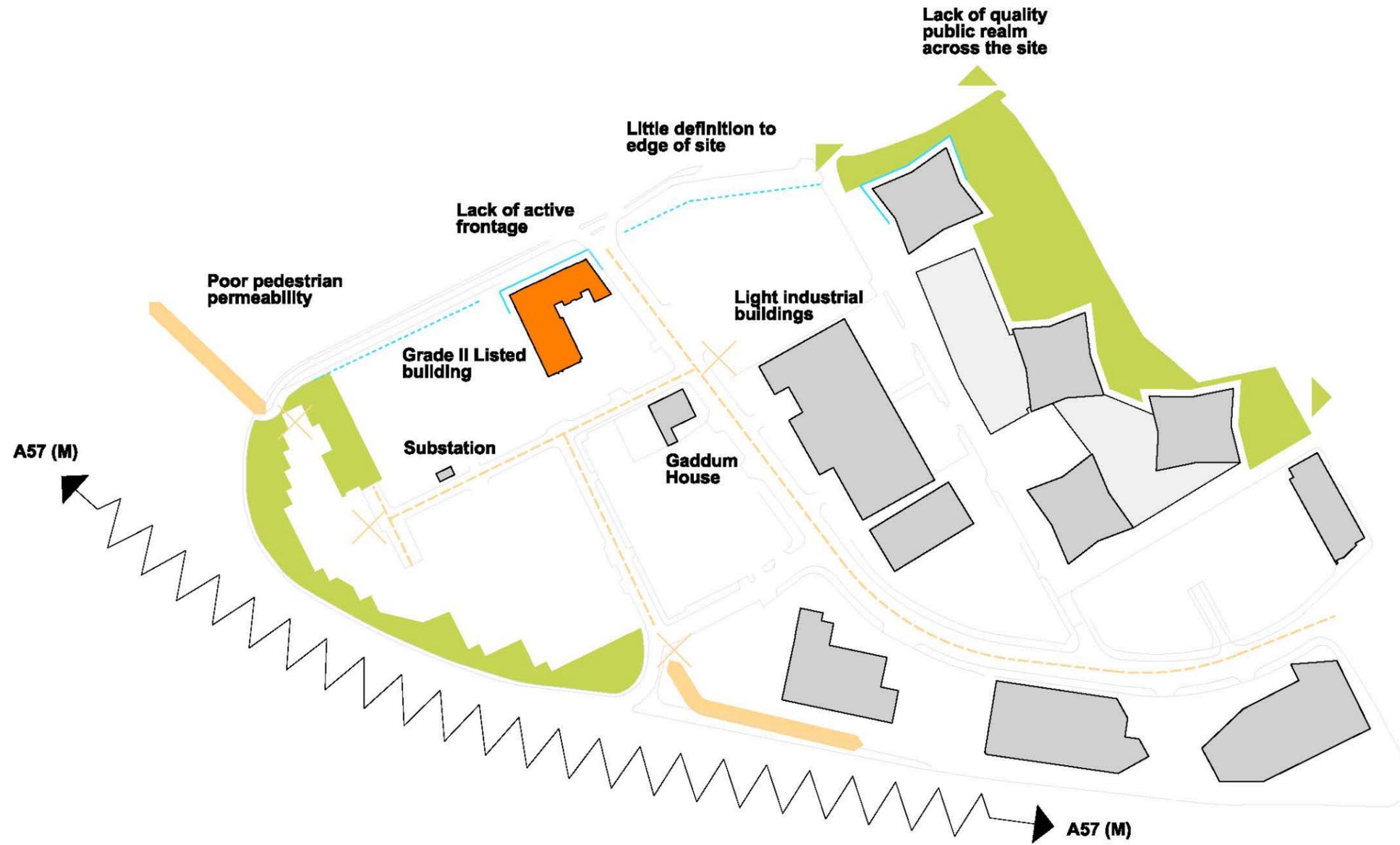
2015 Framework - Masterplan drawing

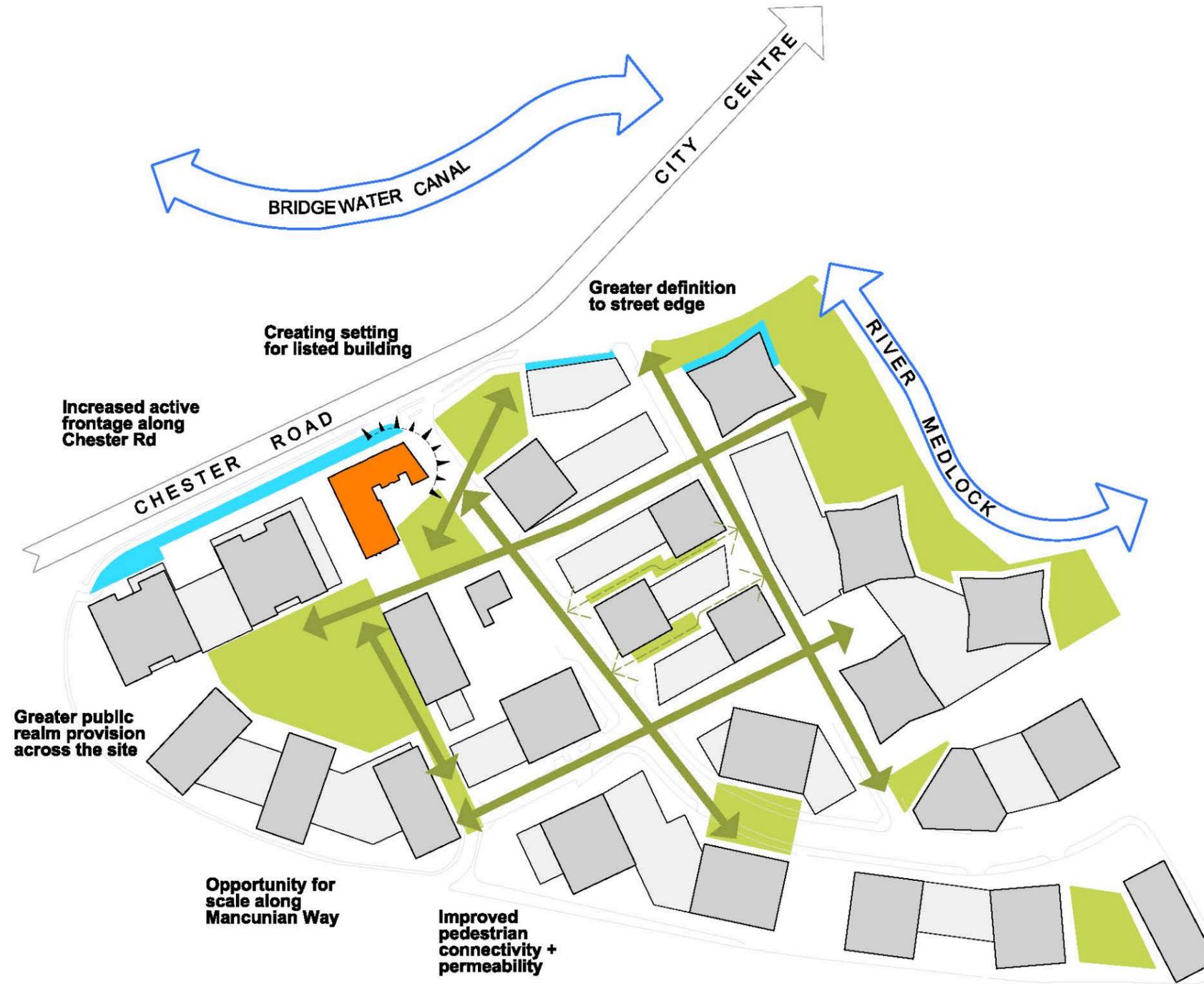


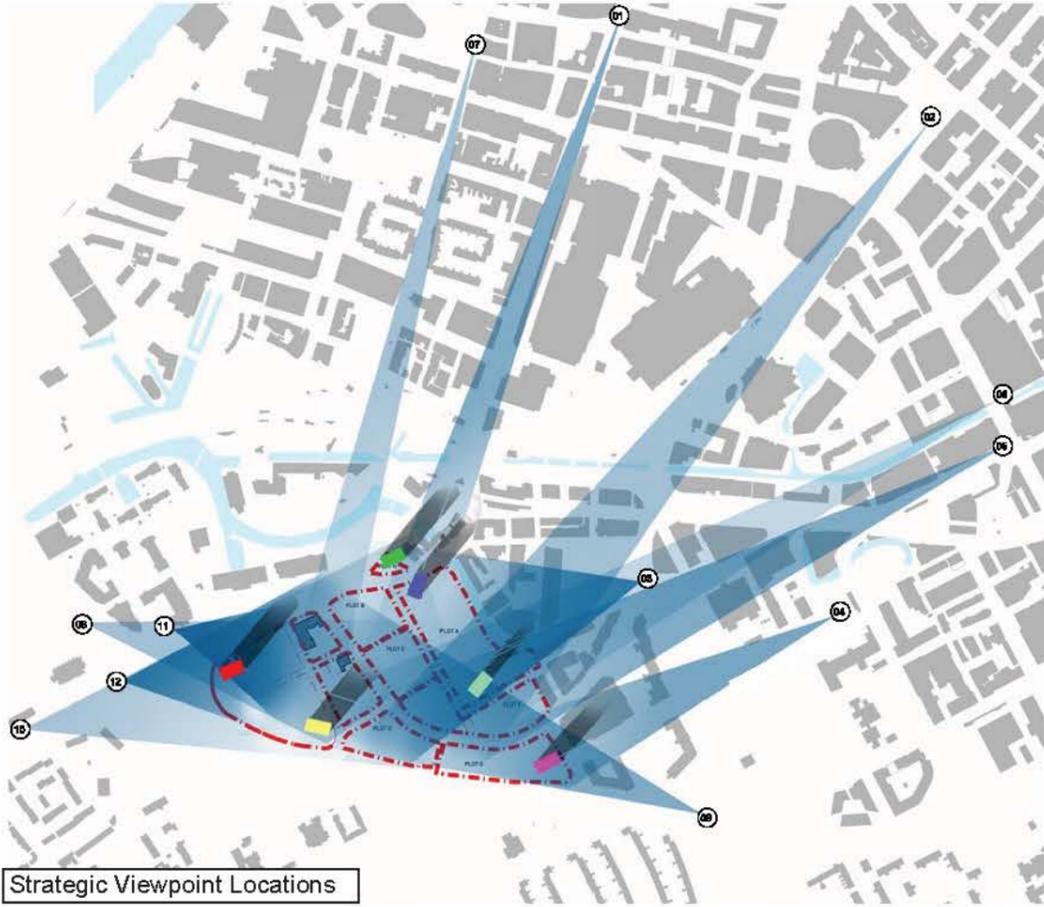
2015 Framework - Massing image



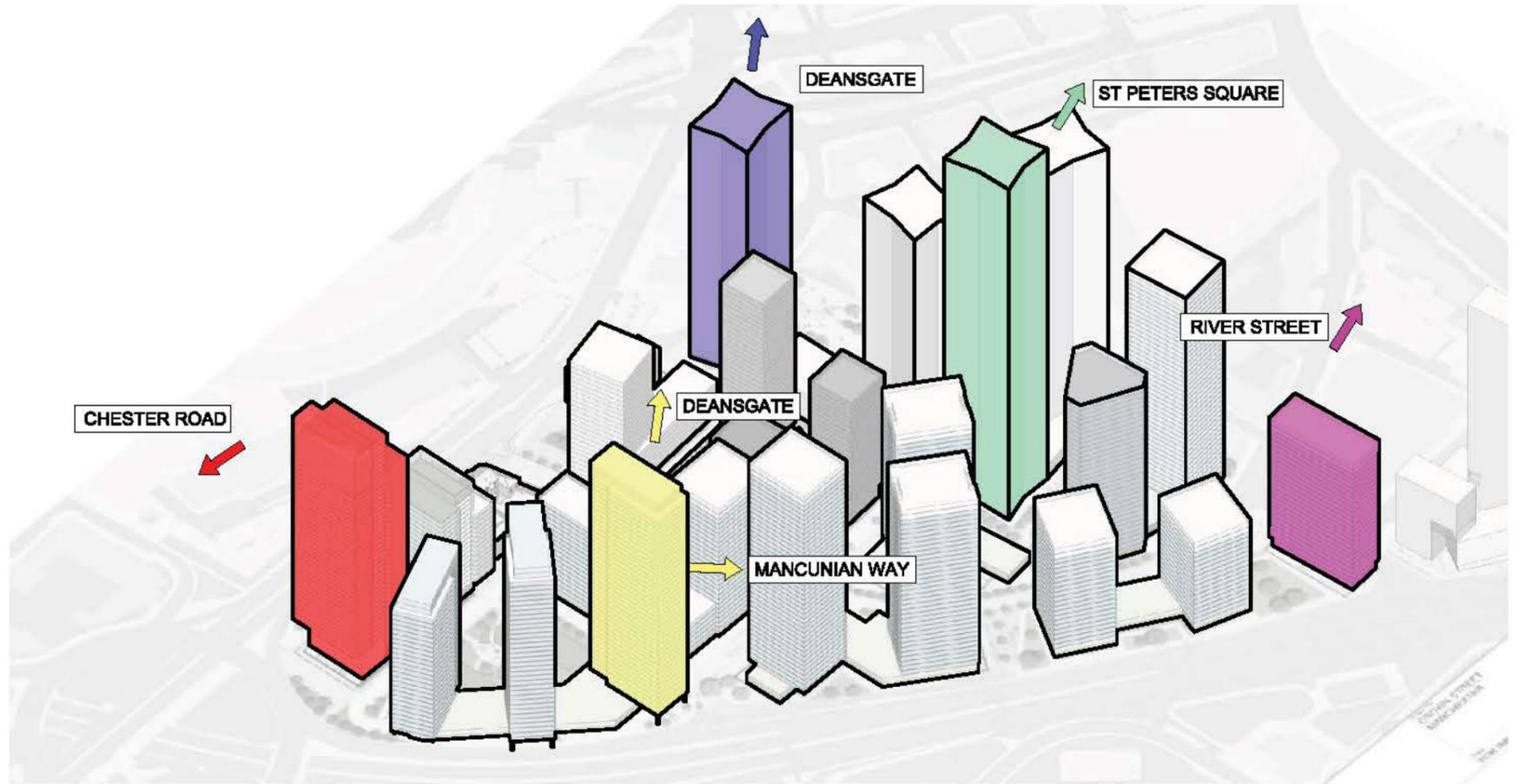
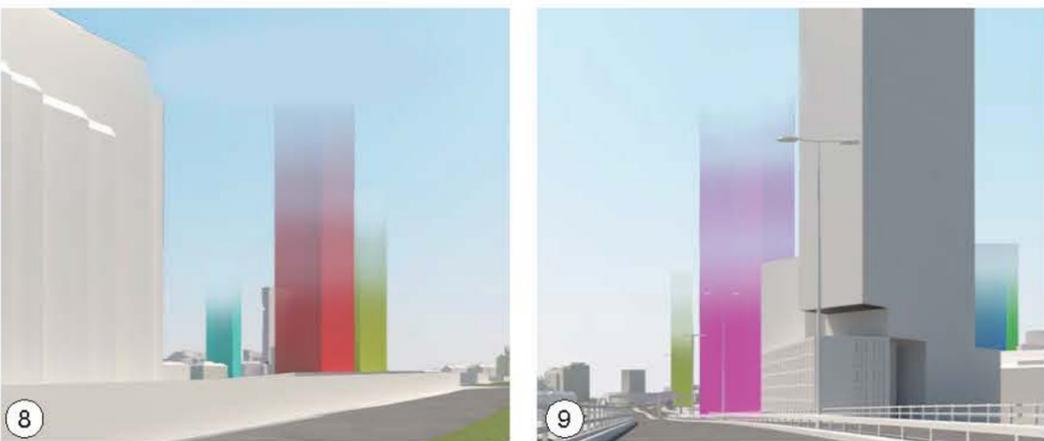
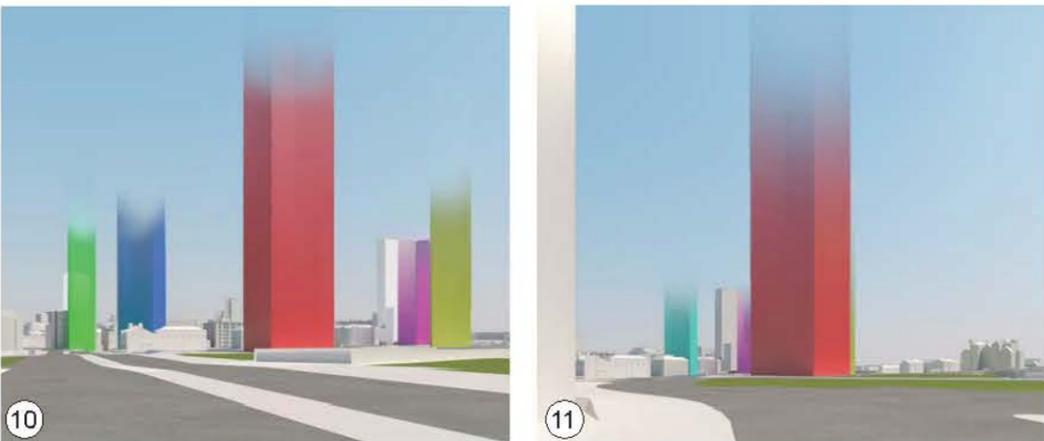
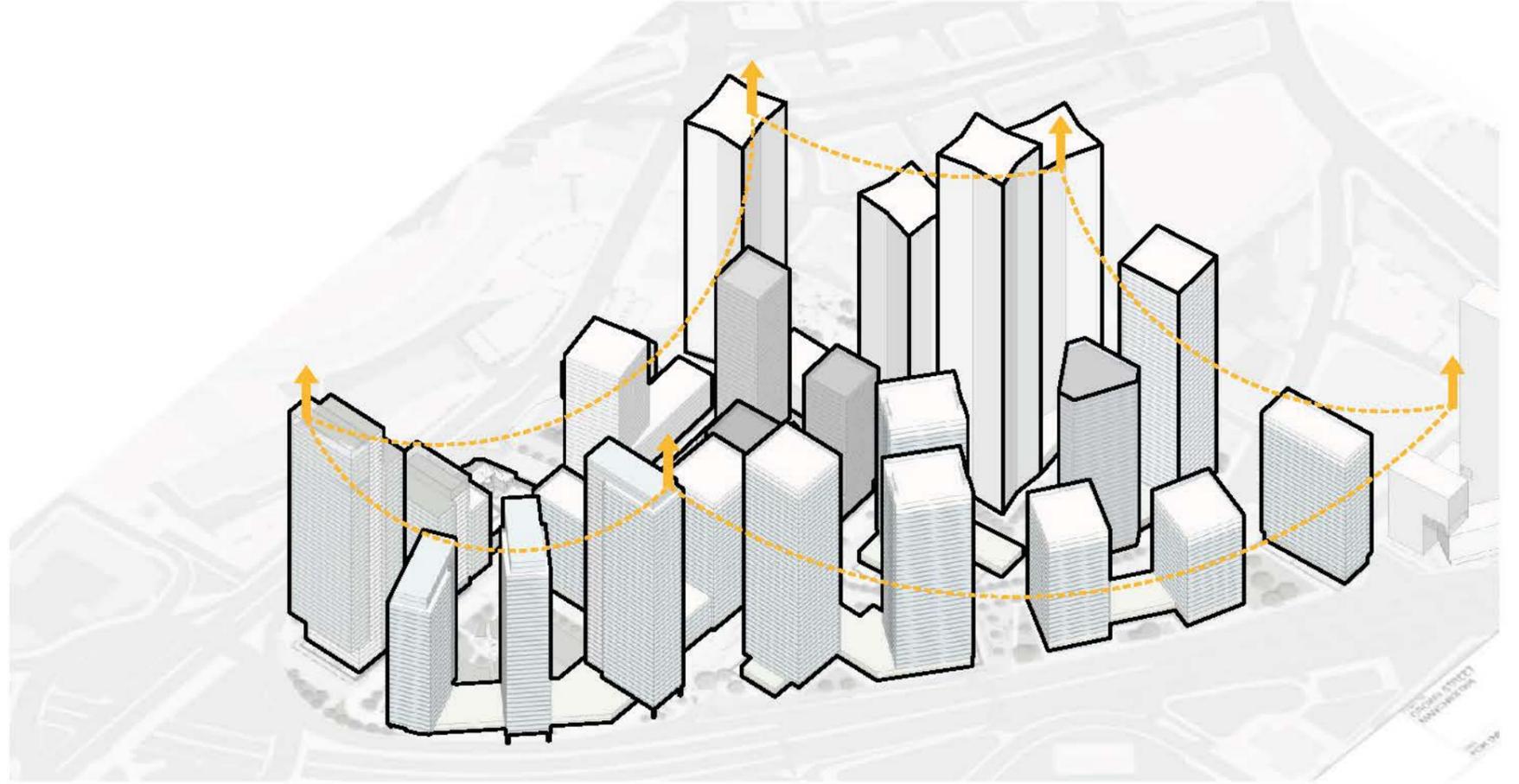


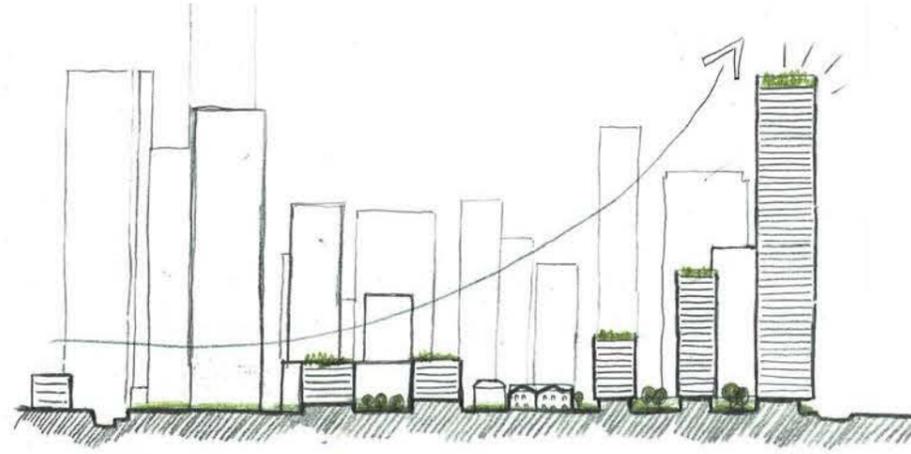
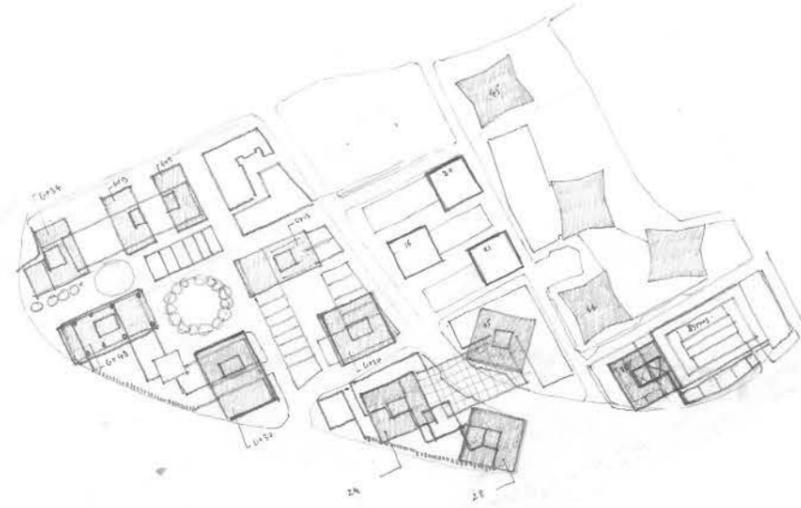




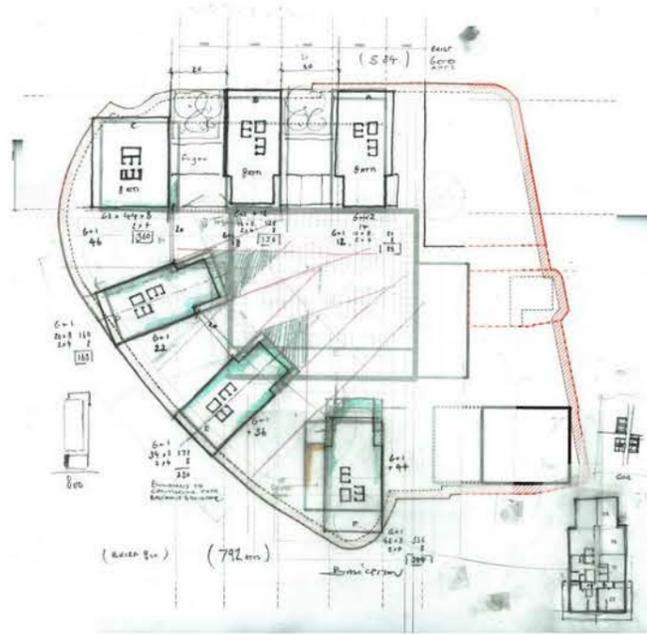


Strategic Viewpoint Locations

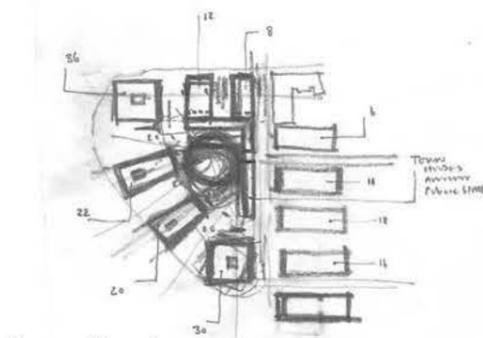




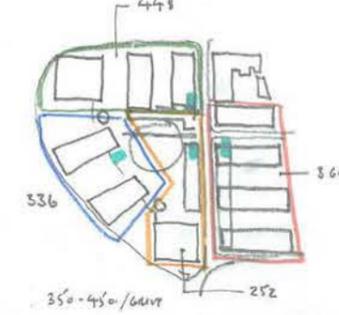
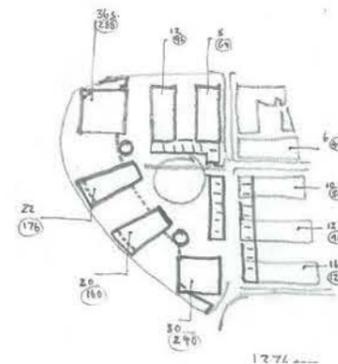
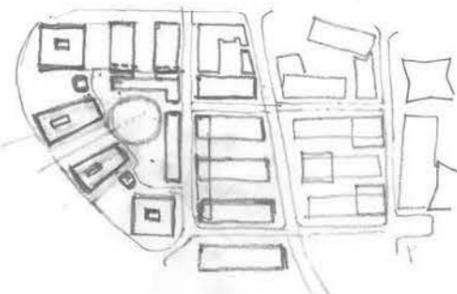
Great Jackson Street Masterplan  
Concept Section



Great Jackson Street Masterplan  
Concept Plan



Crown Street  
Development Sketches







Small / Medium size square study

Medium - Small size squares in Manchester  
Scale 1:2000



Shambles



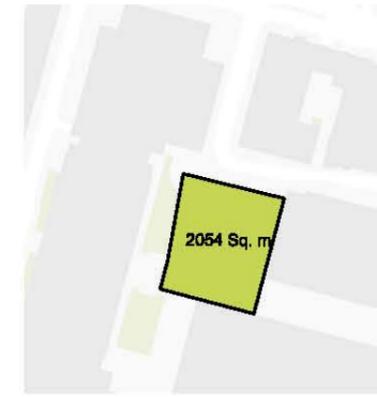
St Ann's Place



Crown Square



Owen Street



Large square study

Large squares in Manchester  
Scale 1:2000



Albert Square



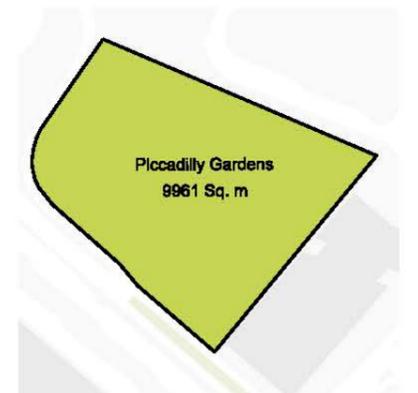
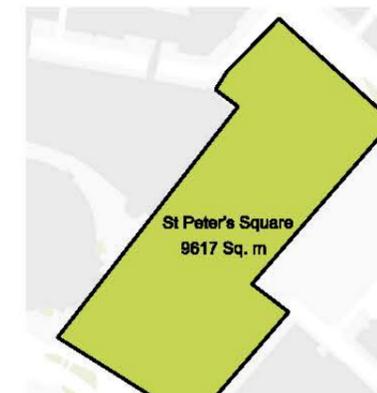
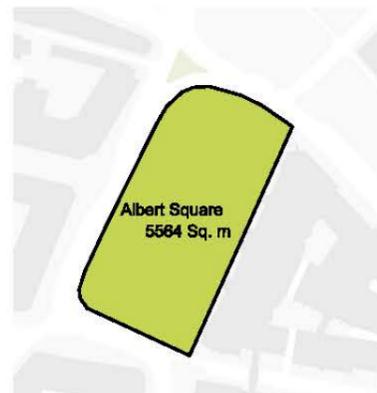
Crown Street



St Peter's Square

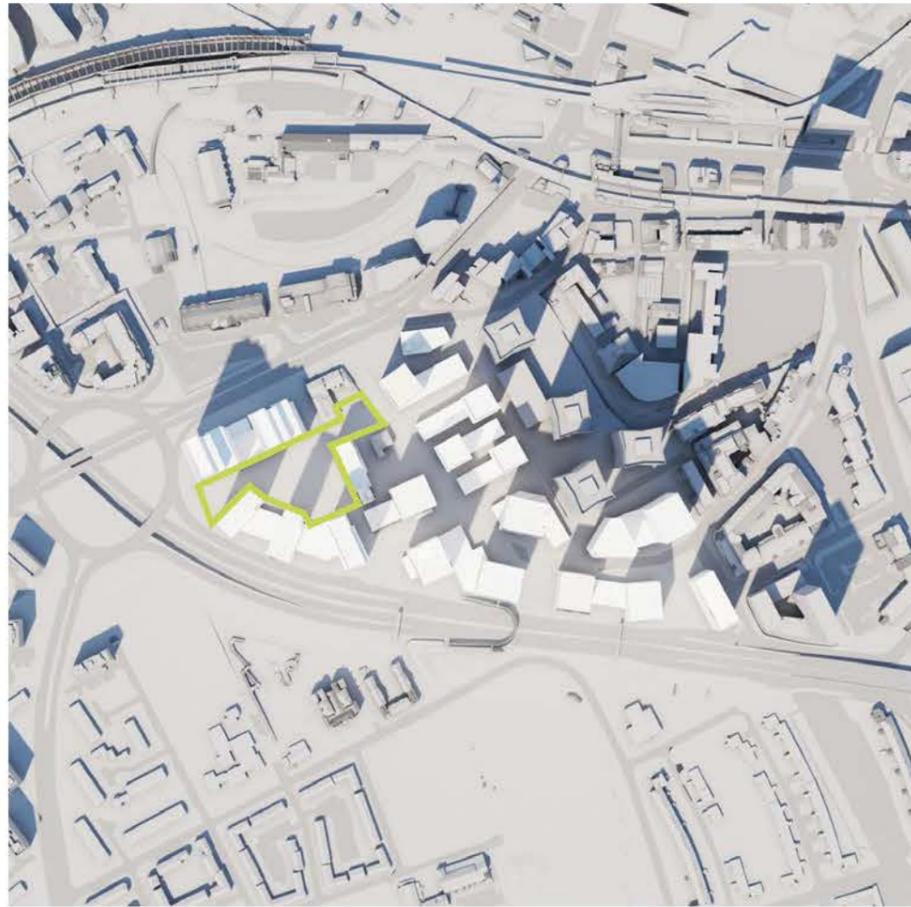


Piccadilly Gardens

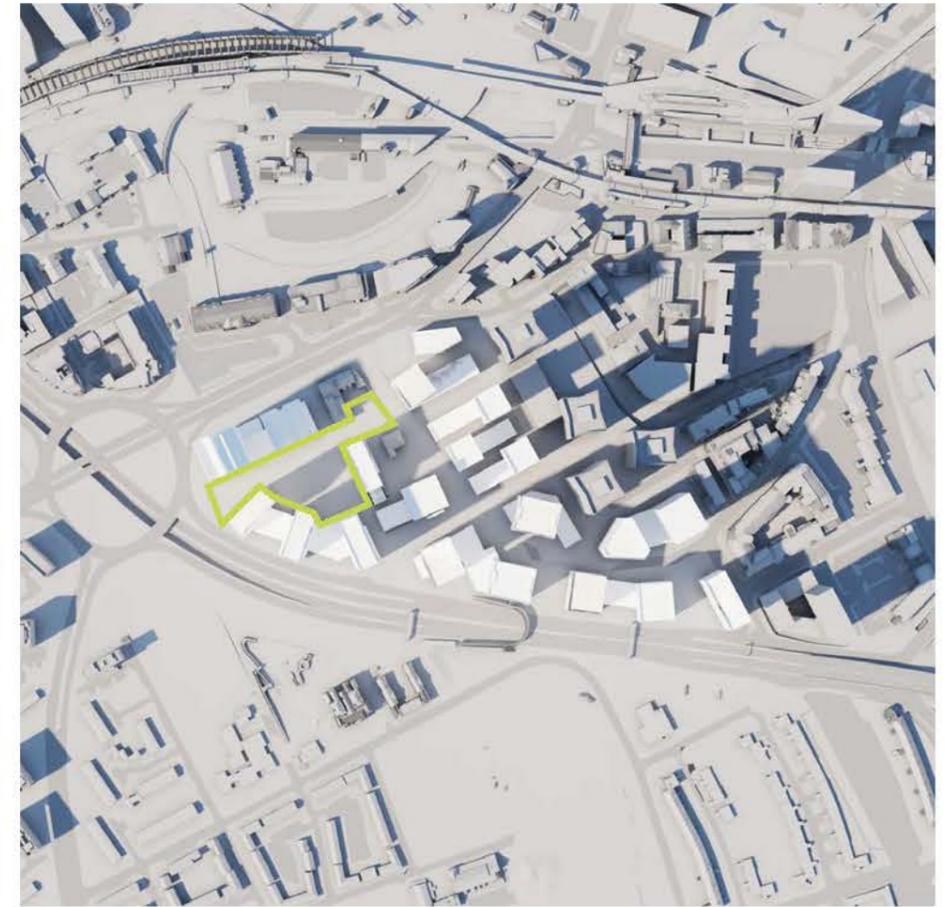




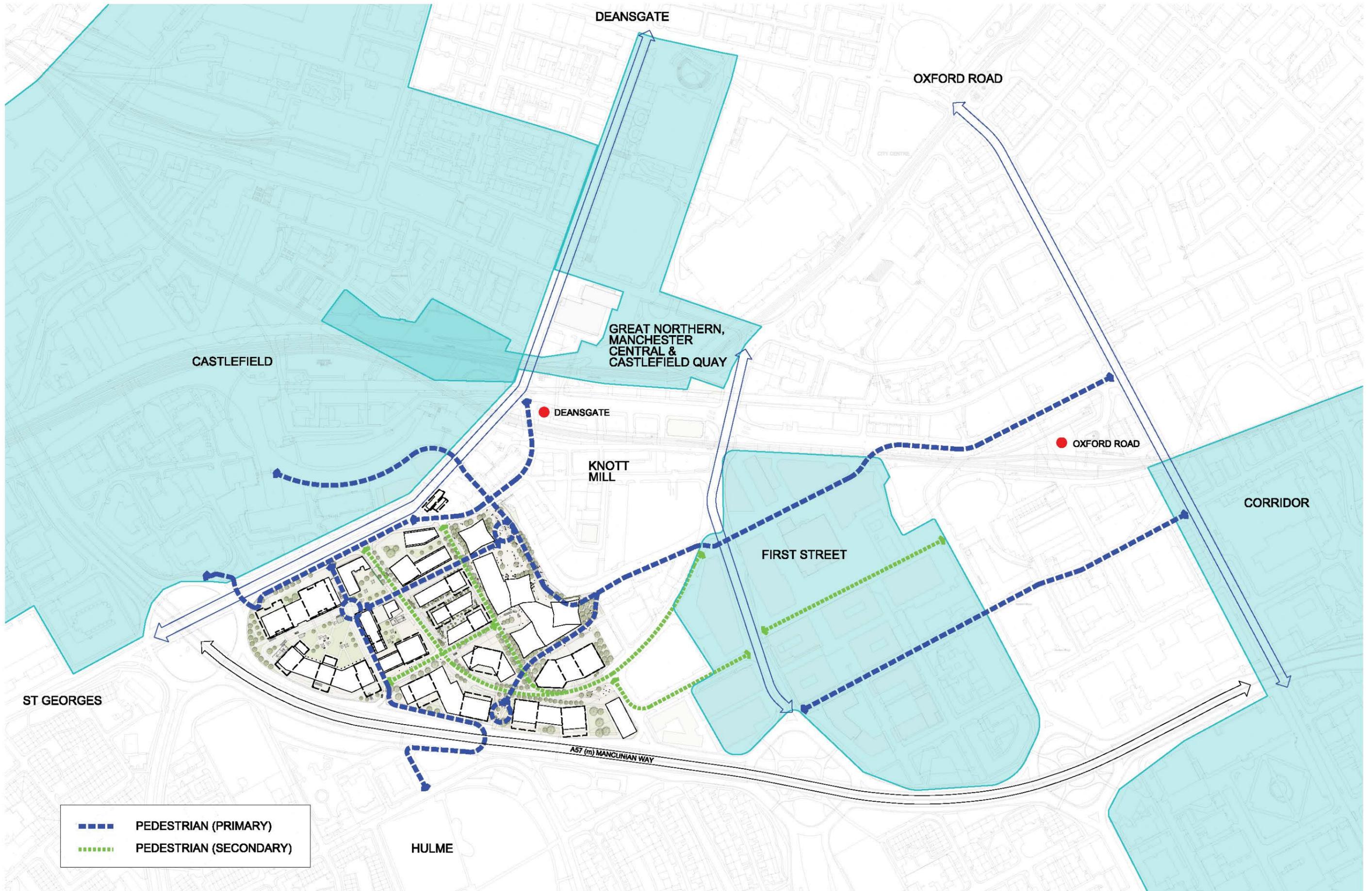
12:30

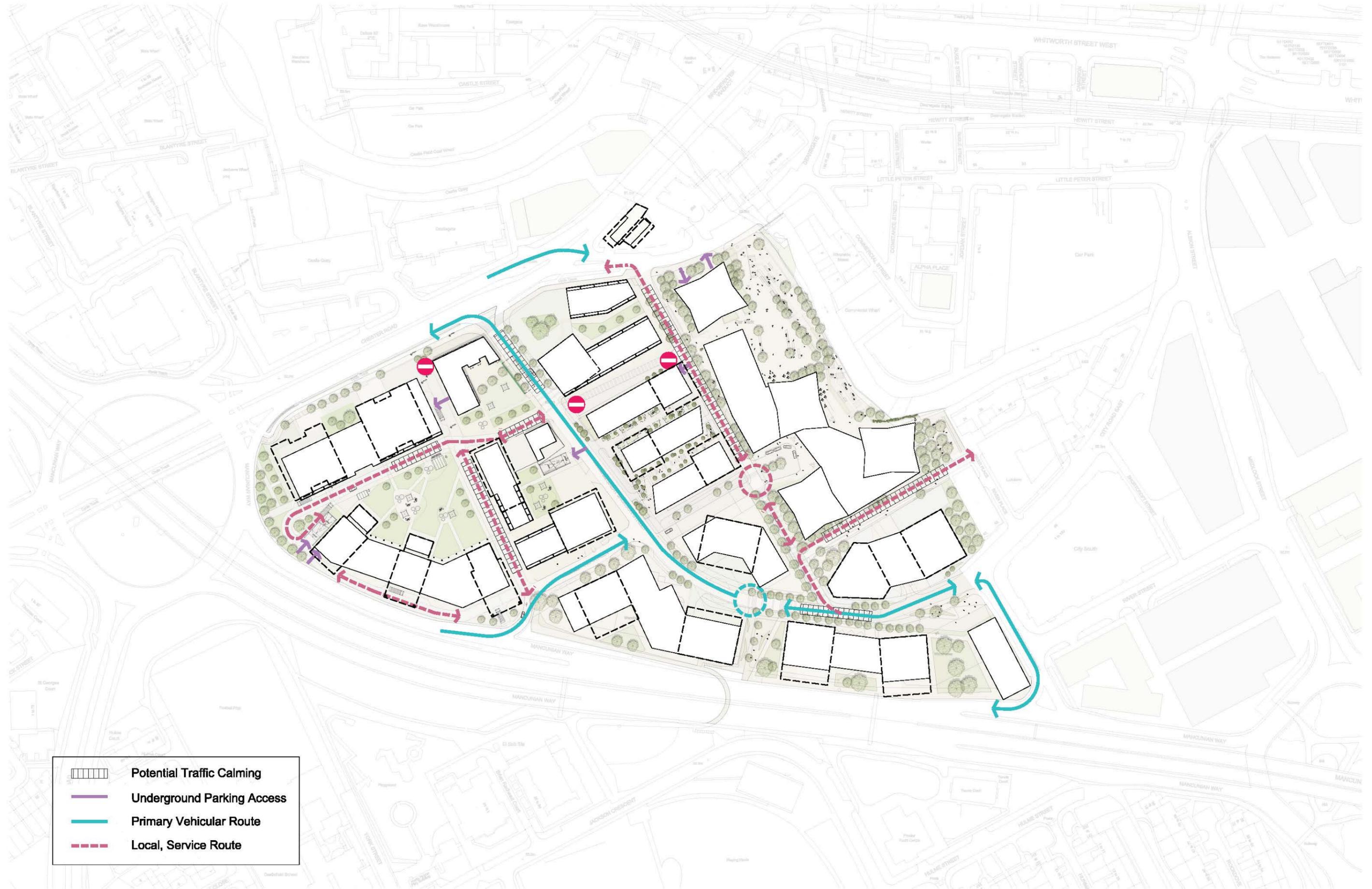


14:00

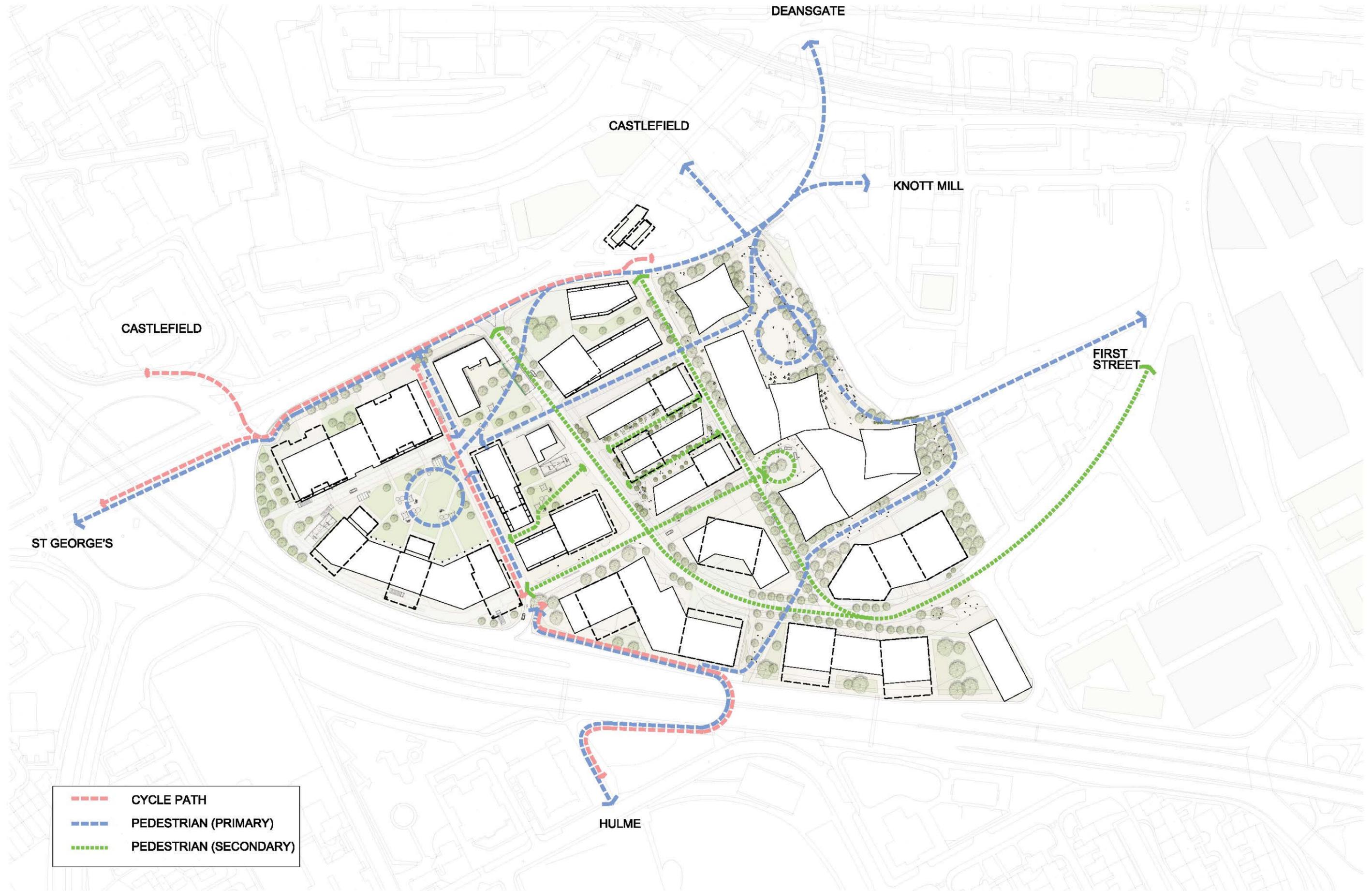


15:45

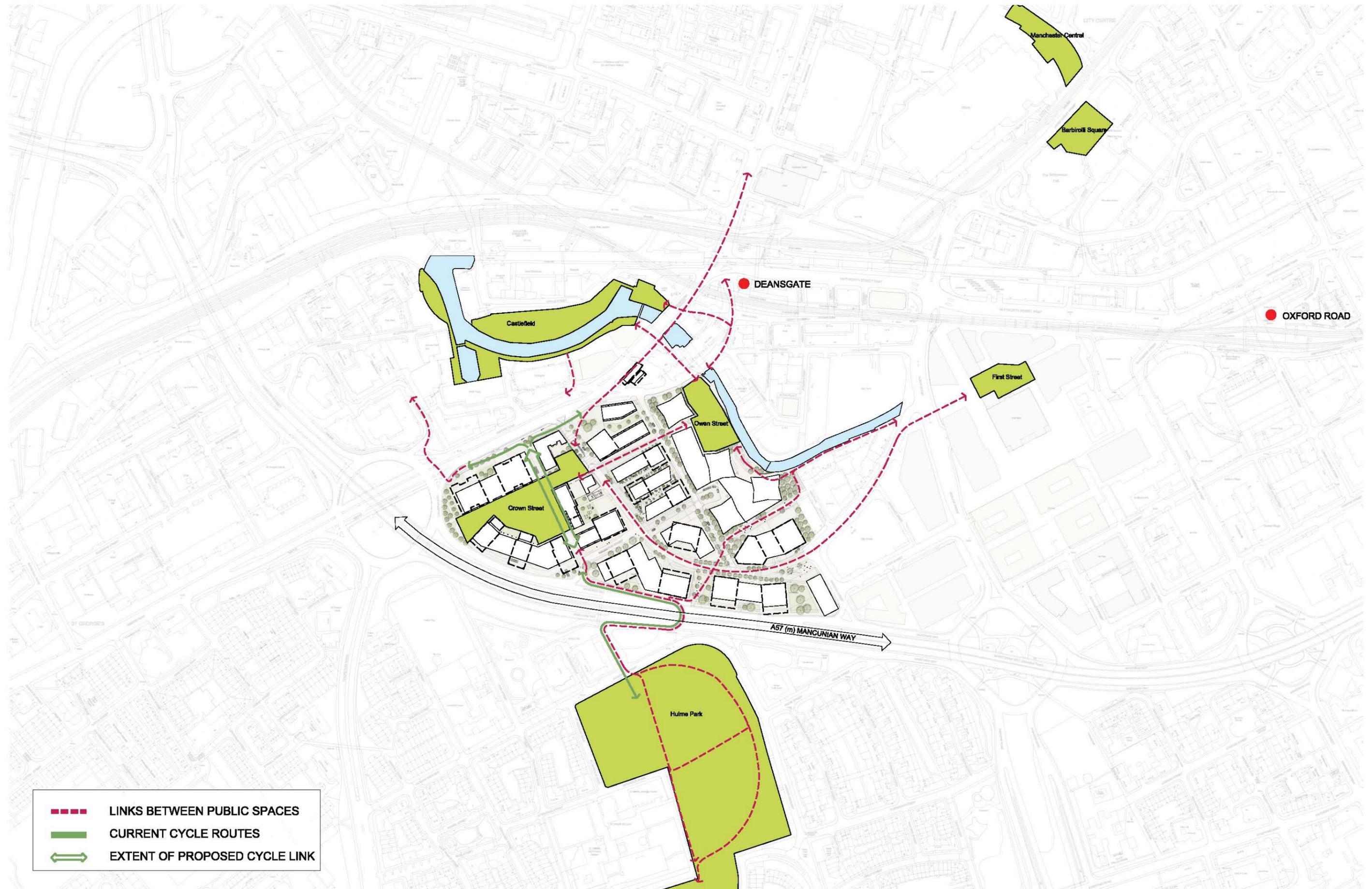




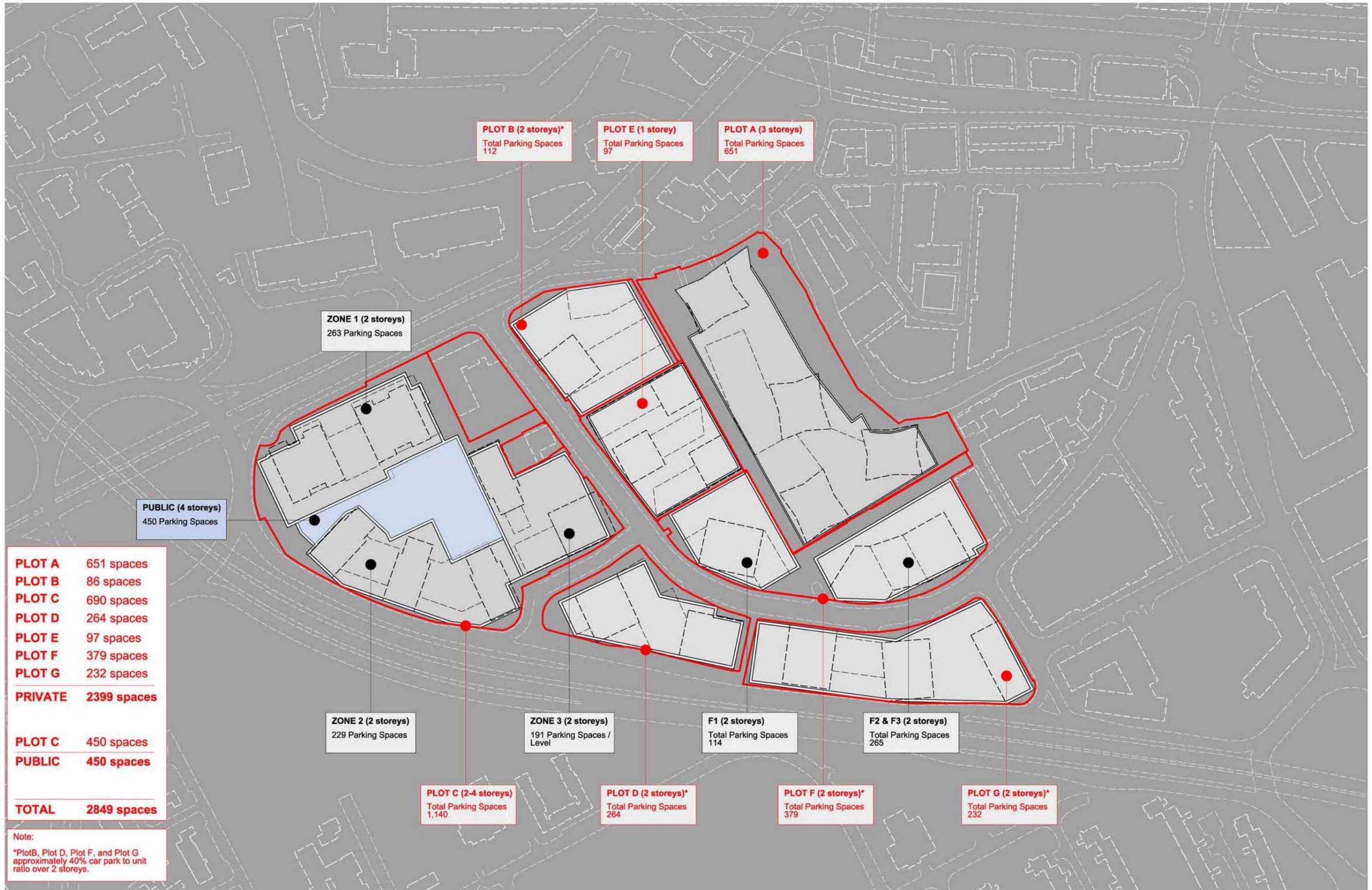
-  Potential Traffic Calming
-  Underground Parking Access
-  Primary Vehicular Route
-  Local, Service Route



- CYCLE PATH
- PEDESTRIAN (PRIMARY)
- ... PEDESTRIAN (SECONDARY)

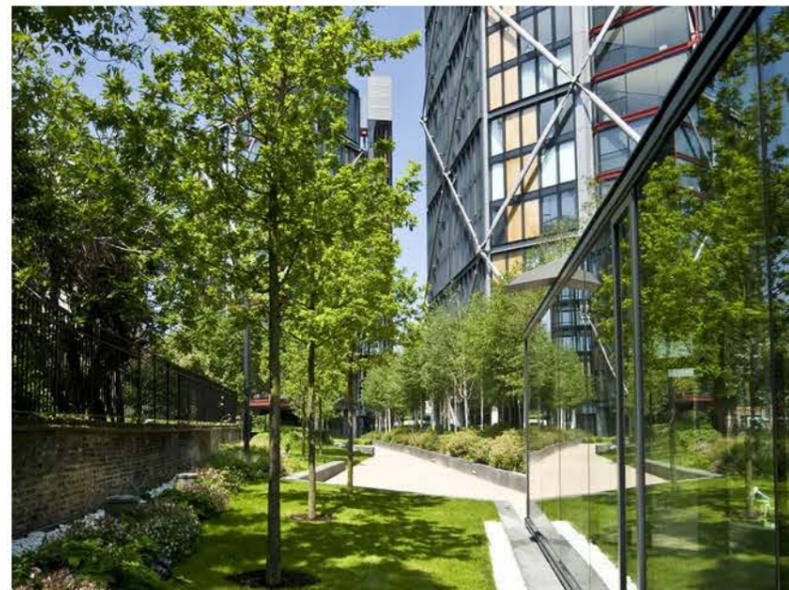
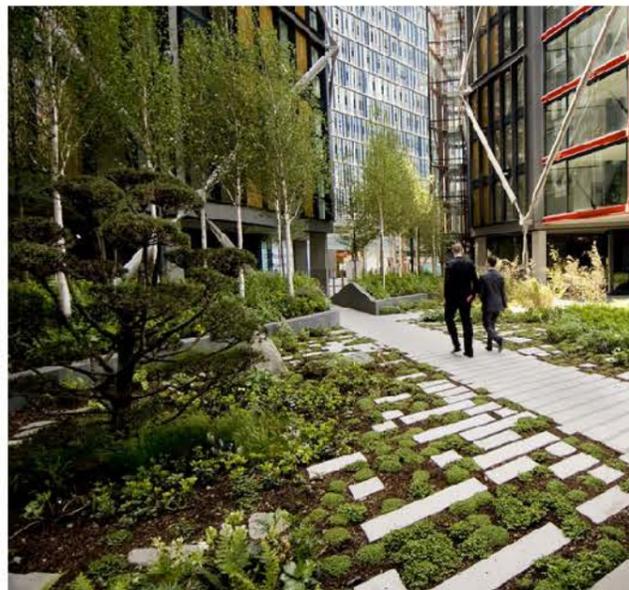
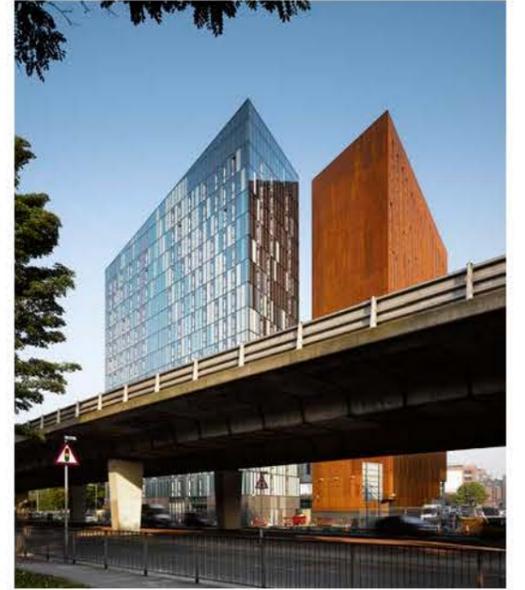


- LINKS BETWEEN PUBLIC SPACES
- CURRENT CYCLE ROUTES
- ⇄ EXTENT OF PROPOSED CYCLE LINK



<b>PLOT A</b>	651 spaces
<b>PLOT B</b>	86 spaces
<b>PLOT C</b>	690 spaces
<b>PLOT D</b>	264 spaces
<b>PLOT E</b>	97 spaces
<b>PLOT F</b>	379 spaces
<b>PLOT G</b>	232 spaces
<b>PRIVATE</b>	<b>2399 spaces</b>
<b>PLOT C</b>	450 spaces
<b>PUBLIC</b>	<b>450 spaces</b>
<b>TOTAL</b>	<b>2849 spaces</b>

Note:  
 \*Plot B, Plot D, Plot F, and Plot G approximately 40% car park to unit ratio over 2 storeys.











**KEY**



**Committed Development**

Solid grey massing illustrates already committed or built development within the study area



**Framework Proposal**

Translucent blue buildings illustrate suggested Framework massing



**KEY**

**Committed Development**

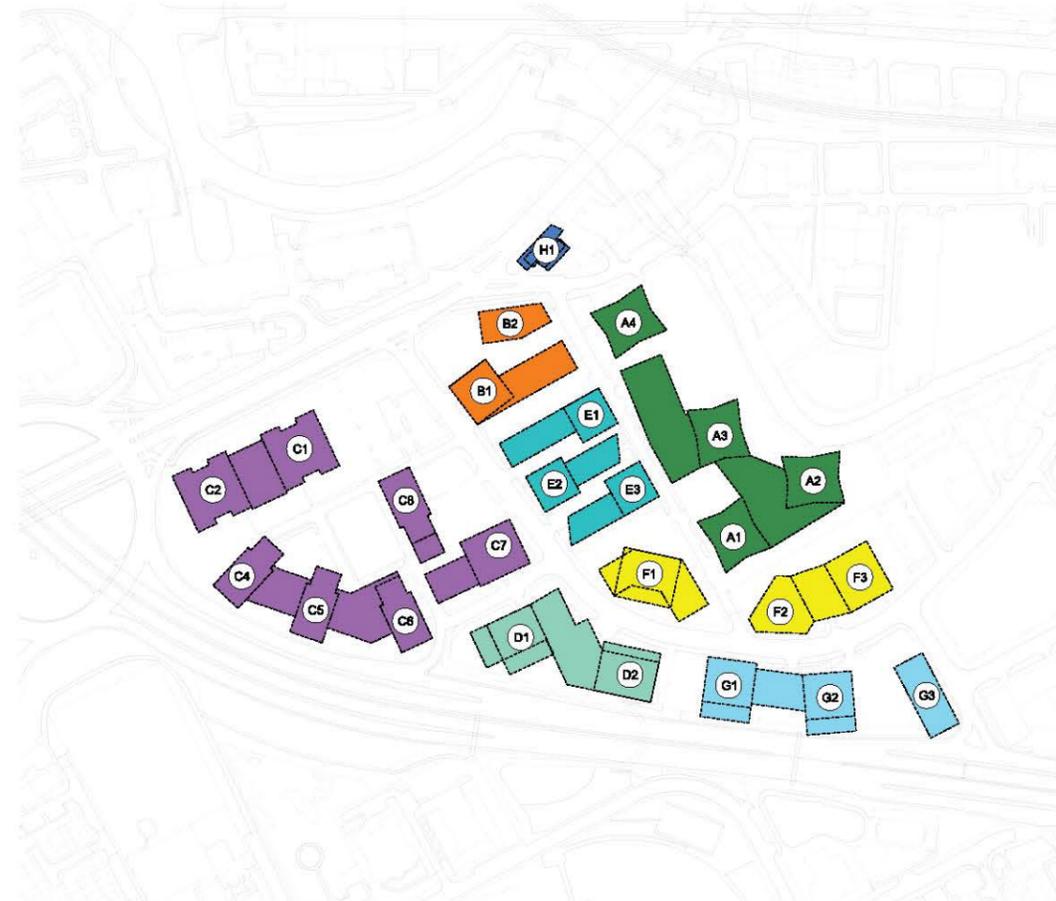
Solid grey massing illustrates already committed or built development within the study area



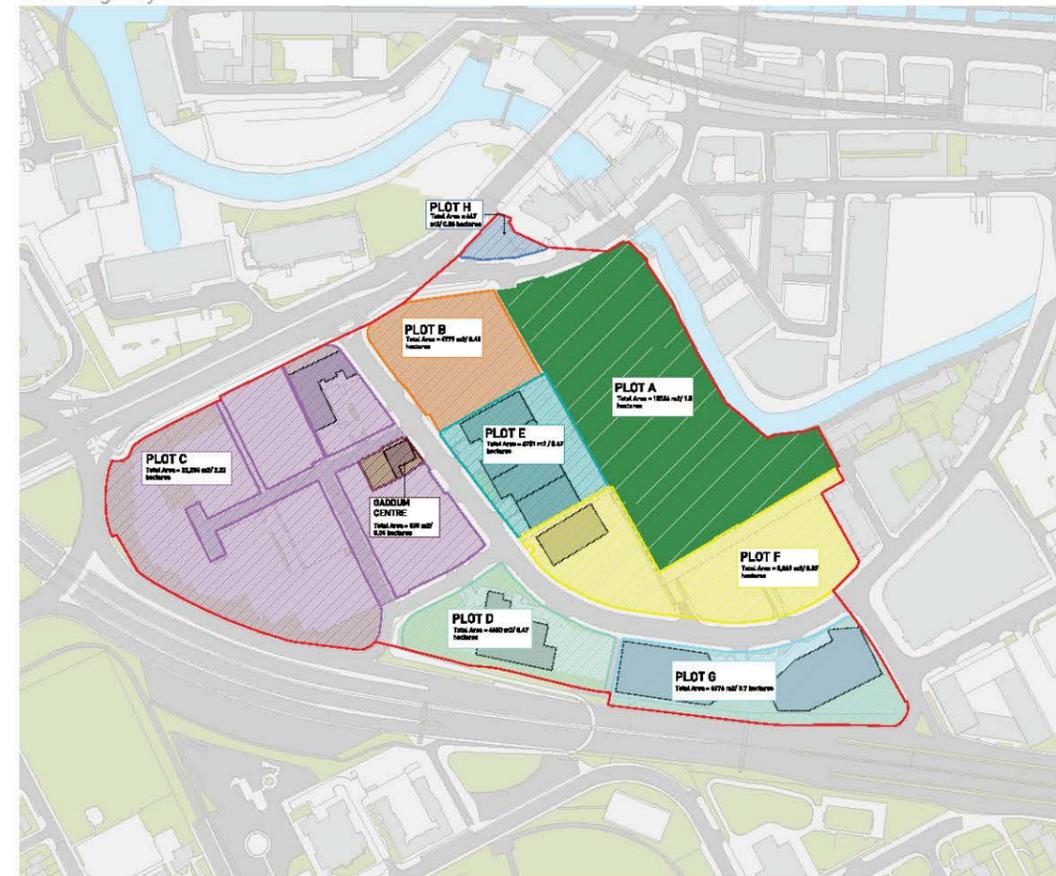
**Framework Proposal**

Translucent blue buildings illustrate suggested Framework massing





Building Key Plan



Plot Key Plan

Zone	Site Area (Hectare)	Public Space (Hectare)	Public Space (%)	Storeys (Total)	Storeys (Resi.)	Townhouses	Units	Density (Unit/Hectare)	Typical Floorplate (GEA m <sup>2</sup> )	GEA (m <sup>2</sup> )	GEA (ft <sup>2</sup> )
<b>Plot A - Owen Street (Under Construction)</b>											
Tower A1				64	58		496		754	43,732	
Tower A2				50	43		386		754	32,422	
Tower A3				37	30		276		754	22,620	
Tower A4				44	32		350		754	24,128	
Podium				2						7,695	
<b>Total</b>	<b>1.54</b>	<b>0.88</b>	<b>57</b>			<b>0</b>	<b>1508</b>	<b>979</b>		<b>130,597</b>	<b>1,405,746</b>
<b>Plot B</b>											
B1				18	18	13	144		689	12,399	
Podium				7	5		75		1,457	7,285	
B2				2	5	6	40		634	3,170	
<b>Total</b>	<b>0.48</b>	<b>0.21</b>	<b>44</b>				<b>278</b>	<b>579</b>		<b>22,854</b>	<b>246,006</b>
<b>Plot C - Crown Street</b>											
Z1											
C1				22	19		172		1,137	18,511	
C2				50	47	7	478		1,137	48,876	
Podium				2	2				NA	6,003	
Z2											
C4				31	29		224		738	21,153	
C5				39	37	0	288		616	27,055	
C6				46	44		344		0	32,220	
Podium				2					NA	5,720	
Z3											
C7				27	25	16	236		0	23,660	
C8				21	19		150		0	14,285	
Podium									NA	2,194	
<b>Total</b>	<b>2.22</b>	<b>1.28</b>	<b>58</b>				<b>1,892</b>	<b>852</b>		<b>199,676</b>	<b>2,149,313</b>
<b>Plot D</b>											
D1				44	42	0	356			35,658	
D2				38	36	0	329			31,392	
Podium				2	0	0	0			5,577	
<b>Total</b>	<b>0.47</b>	<b>0.13</b>	<b>28</b>				<b>685</b>	<b>1457</b>		<b>72,627</b>	<b>781,761</b>
<b>Plot E</b>											
E1				32	27	0	154		471	16,457	
E2				18	17	8	98		471	9,042	
E3				26	25	5	147		471	12,914	
<b>Total</b>	<b>0.49</b>	<b>0.22</b>	<b>45</b>				<b>399</b>	<b>814</b>		<b>38,413</b>	<b>413,480</b>
<b>Plot F</b>											
F1				33	31		283		1,606	29,484	
F2				35	33		282		2,306	26,433	
F3				46	44		374		2,306	37,356	
Podium				2	0		0		N/A	4,516	
<b>Total</b>	<b>0.87</b>	<b>0.55</b>	<b>63</b>				<b>939</b>	<b>1079</b>		<b>97,789</b>	<b>1,052,601</b>
<b>Plot G</b>											
G1				23	21		210		849	17,829	
G2				19	17		170		849	14,433	
Podium				2	0		0		2852	5,704	
G3				27	25		200		810	20,250	
<b>Total</b>	<b>0.7</b>	<b>0.33</b>	<b>47</b>				<b>580</b>	<b>829</b>		<b>58,216</b>	<b>626,637</b>
<b>Plot H - Deansgate South (Planning Approved)</b>											
H1						13	53			5,707	
<b>Total</b>	<b>0.06</b>	<b>0.008</b>	<b>13</b>				<b>53</b>	<b>883</b>		<b>5,707</b>	<b>61,430</b>
<b>Development</b>											
Plot by Plot	<b>6.83</b>	<b>3.61</b>	<b>53</b>				<b>6,334</b>	<b>927</b>		<b>625,880</b>	<b>6,736,973</b>
Site Wide*	<b>7.78</b>	<b>3.61</b>	<b>46</b>				<b>6,334</b>	<b>814</b>		<b>625,880</b>	<b>6,736,973</b>

\*Site wide is calculated based on the total development site area ie including access roads

# Appendix 2: Strategic Context

## Economic and Market Context

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.

Manchester has a population of 530,000, 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.

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.

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 the City Region's attractiveness as a location to live, study, work, invest and do business. In this regard, a key priority is the delivery of high quality residential accommodation, consistent with the requirements of Manchester's Residential Quality Guidance, and located within neighbourhoods of choice.

Finally, the One Manchester Strategy 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**

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 Greater Manchester, the largest conurbation outside of London. The Greater Manchester sub-region, which has a resident population of over 2.73 million and a combined GVA of £56 billion, accounts for two fifths of

the North West's economic output. In 2015, over one third of the £56 billion of Gross Value Added (GVA) generated in Greater Manchester was produced in the City of Manchester.

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 7.6% on the 2015 level. Employment growth of 11% is forecast in Manchester between 2014 and 2024 (and 16.1% in the period 2014 to 2034), exceeding both Greater Manchester and national forecasts. This growth rate is forecast to add 42,600 jobs to the Manchester economy, taking the total employment level towards 430,000. 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 36% to 2024 with a 73% change forecast from 2014 to 2034 rise by 2.8% per year between 2014 and 2024, increasing to over £72 billion.

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. Manchester's economy is continuing to strengthen and diversify with strong high added value growth forecast in Science and

Innovation, Creative and Digital, Advanced Manufacturing, as well as Culture, Tourism, Sports and Leisure sectors.

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 Manchester City Council 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 Greater Manchester, 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 period. 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.

**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 London<sup>1</sup>. Sixty-five of the FTSE 100 companies now have a presence in the Manchester City Region, and approximately 40% of the North West's Top 500 companies are based here.

**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.

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 UK's third largest airport 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 40 million by 2040.

**Mobile and skilled workforce** – The Manchester City Region offers a high quality and growing workforce of some 6.4 million within an hour's drive of the city. There is access to a pool of skilled people across a wide range of industries, and 100,000 students in five Higher Education Institutions across Greater Manchester.

**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.

**A significant and growing culture, leisure and tourism sector** – 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.

---

<sup>1</sup> European Investment Monitor 2017, Ernst and Young

Manchester's cultural, tourism and leisure sector continues to grow significantly, a feature of a serviced 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 Manchester International Festival to name but a few, which have been 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, behind London and Edinburgh, with the city experiencing a 21% rise in the number of international visits since 2005. 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.

**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. Other major sports such as rugby league, rugby union, cricket, cycling, water polo, taekwondo and squash have a significant presence across the conurbation.

### Residential Supply and Demand

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.

Whilst the number of new units under construction continued to grow in 2016, with 6,963 units on site (up from 2,982 in 2015, as reported in the Deloitte Crane Survey February 2017), the historic undersupply in previous years means that there remains a significant shortfall against the Manchester Residential Growth Strategy (2016) target to provide 25,000 new homes in a ten-year period between 2016 and 2025.

1,113 units were delivered during 2016, which was the seventh year of under delivery against the 2002-2008 average of 1,777 units per annum, exacerbating undersupply against strategic targets. However, delivery of 2,658 units is anticipated, with a strong construction pipeline from 2018-2020 and a further 14,000 units with planning permission, will contribute towards addressing the shortfall.

As outlined above, 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.

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.

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.

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.

Given Great Jackson Street's strategic location, it is a natural place to play a significant role in satisfying this demand for new dwellings to support population and economic growth.

The 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 postgraduate and young professional market.

### **The National, Sub-Regional and Local Planning Policy Context**

This section summarises important policy documents that have been adopted or endorsed since the 2015 Framework and key policies that have been considered and relate directly to the correct interpretation of this guidance.

### **The Greater Manchester Strategy**

The Greater Manchester (GM) Strategy sets out a very clear vision for the City Region. It states that:

*“By 2040 Greater Manchester will be one of the world's leading city regions, reaping the benefits of sustainable and inclusive growth across a thriving Northern economy. It will be ever more self-reliant, connected, dynamic, inclusive, digitally-driven, productive, innovative and creative. A destination of choice to live, work, invest and visit, Greater Manchester will be known for the high levels of happiness and quality of life our people enjoy. No one will be held back, and no one will be left behind: all will be able to contribute to and benefit fully from the continued success of Greater Manchester.”*

The priorities set out within the GM Strategy have been developed around the twin themes of 'Strong

People in GM' and 'GM: A Strong Place'. The asset-based approach set out within the strategy underpins each of these themes. GM partners will drive growth and productivity by focusing on the things that GM is good at, and has the potential to be even better at: GM will invest in the conurbation's key growth sectors and specialisms, highlight global market opportunities to promote those strengths, and Manchester will build on the diverse assets across the City Region to ensure that places become attractive environments in which to live, work and invest. The people of GM are the biggest asset and the strategy recognises and builds on the strengths of residents, families and communities, providing high quality, integrated and effective public services to ensure that everyone can meet their full potential. The GM Strategy is currently being refreshed.

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, as identified below, have been developed and led by City Region-wide partnerships. These set out the specific actions, interventions and investment required to deliver the GM strategic priorities and achieve the GM vision.

The **draft Greater Manchester Spatial Framework (GMSF)**, which will enable an informed, integrated approach to be taken to strategic development planning across the City Region. The purpose of the

GMSF is to enable GM to manage land supply across the City Region in the most effective way to achieve the vision set out in the GM Strategy, based on a clear understanding of the role of places and the connections between them. Built on a robust analysis of projected employment growth, including a sectoral analysis of key growth sectors, and an assessment of demographic change and the housing requirements arising from such change, the GMSF will provide a clear perspective of land requirements, along with the critical infrastructure – transport, digital, energy, water and waste – required to support development. The GMSF is currently being reviewed and will be refined prior to going out to consultation. .

**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.

The **Greater Manchester Investment Strategy**, which supports the implementation of the GM Strategy through investment that supports business expansion

and job creation, primarily through loans that can be recycled to multiply and maximise the impact of investment.

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

The establishment of a new programme to support investment in the **cultural offer of Greater Manchester**, to support the promotion of GM locally, nationally and internationally, to contribute to improving the skills and employability of GM residents and to support the development of strong and inclusive communities and improved quality of life and wellbeing for GM residents.

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

The **GM Internationalisation Strategy**, setting out how GM will elevate international trade and investment performance, attract and retain the international talent the economy needs, and make sure that GM maximises its international potential as a

gateway to the North and supports the whole of the UK in achieving its post-Brexit ambitions.

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.

The **Northern Powerhouse Strategy**, which identifies skills, science and innovation and the development of a collaborative approach to promoting the Northern Powerhouse to foreign investors as priorities for further work by Northern Cities and Government. It identifies how investment will be made to transport infrastructure to improve connections between northern cities to ensure that the North is known as a place to start and grow a business, to help rebalance the economy with London and the South East.

### **Residential Growth Strategy (2016)**

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.

### **Manchester Residential Quality Guidance (2016)**

The Manchester Residential Quality Guidance (RQG) document endorsed in 2016 aims to ensure high quality, sustainable housing that meets the needs of the City and its communities will be built.

Prospective developers and their design teams bringing forward sites for residential development within the Great Jackson Street Development Framework area, must demonstrate that the scheme will deliver accommodation of a very high quality that addresses the RQG.

Proposals that do not comply with the RQG must provide a compelling justification, based on evidence and options analysis, in order to avoid refusal.

This approach underpins the City 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.

### **Regeneration Context**

Great Jackson Street forms a key part of the regeneration initiatives in the south of Manchester City Centre. Development of this area will extend high

quality connections to the City Centre, to residential communities in Castlefield and Hulme, whilst also providing key support to adjacent Framework areas such as First Street, Corridor Manchester and Great Northern Manchester Central and Castlefield Quay. Central to this is the desire to improve access to green spaces for people living in the City Centre. This will ultimately result in series of public spaces, which will include soft landscaping and enhanced connections between the City Centre and Hulme Park.

Great Jackson Street will act as a key driver of the City continuing economic and residential growth. It will support Manchester's Residential Growth Strategy by providing a high quality neighbourhood where people will choose to live, with City Centre housing choices to meet identified growing demand.

The area around Great Jackson Street has witnessed significant development activity in recent years and will continue to grow in accordance with adopted regeneration frameworks.

**Corridor Manchester** covers a 243-hectare area running south from St Peter's Square to Whitworth Park along Oxford Road, overlapping with the core of Manchester's Central Business District. It brings together public and private sector partners committed to bringing forward new investment to generate further economic growth in the knowledge economy.

The Corridor Partnership published a Strategic Vision to 2025 in 2016, which highlights the need to continue to support committed future investment, as well as the future growth potential of its institutional partners in delivering research, innovation, commercialisation, skills, academic excellence and incubation facilities.

Corridor Manchester's Strategic Vision to 2025 is for this area to be:

*"Manchester's cosmopolitan hub and world-class innovation district, where talented people from the city and across the world learn, create, work, socialise, live and do business; contributing to the economic and social dynamism of one of Europe's leading cities."*

The Strategic Vision also highlights the need to support the private sector in terms of high value added and high growth companies.

Whilst the focus is on knowledge industries, this growth will be supported by key place-making objectives in terms of public realm, diversifying and uplifting the quality and range of uses around retail, food, drink, cultural, sport and housing.

A number of new developments are currently underway within Corridor Manchester, including:

- Graphene Engineering Innovation Centre – the second Graphene-dedicated building, which will deliver 90,000 sq ft of floorspace.
- Manchester Business School Executive Education Centre – a £50 million project, which will deliver a 210 bed 4\* Crowne Plaza hotel, 116 Staybridge Suites and educational and conferencing facilities.
- Manchester Business School Precinct Refurbishment - £82 million refurbishment of the Business School and retail precinct, which will provide an additional 45,000 sq ft of education floorspace and 12,300 sq ft of retail floorspace.
- Manchester Engineering Campus Development - £350 million development that will become home to the University of Manchester's four engineering schools and two research institutes from the Faculty of Engineering and Physical Sciences.
- Circle Square – new community including almost 700 homes and 700 studios for student accommodation, over 27,000 sq ft of Grade A office floor space, multi-storey car park and one of the largest green spaces in the City Centre.
- Mabel Tylecote Redevelopment – a new 96,000 sq ft Arts, Media and Culture facility on Oxford Road.

Other developments in the pipeline with Planning Permission include a Nuffield Health facility, the next phase of CityLabs and the Sir Henry Royce Institute.

Great Jackson Street is identified within the Corridor Manchester Framework as a key site where additional development land is readily available to enhance north south connections in the City. There is an identified opportunity to provide high quality residential development to support the growing industries within the Corridor.

The **First Street** Framework was endorsed in 2015, this identified four separate areas: First Street North, First Street Central, First Street South and the First Street Creative Ribbon, which links the neighbourhood to Oxford Road. First Street has emerged as Manchester's most vibrant new neighbourhood. Recent and continuing development has provided the area with an innovative blend of culture, leisure, retail and office space, all within a perfectly-located destination rich in major amenities with excellent connectivity.

The First Street development is located at a prominent gateway position, at one end of Corridor Manchester, marking the entrance to the city centre from the airport and the south. It is one of Manchester's most visible, exciting and unique development opportunities and will become a distinctive new neighbourhood within the city. The vision for the 20 acre site is to continue the development delivery, providing a quality

cultural visitor destination alongside targeted commercial space, retail, hotel and residential accommodation.

First Street North sits adjacent to Whitworth Street and opposite Little Peter Street. The area is characterised by the HOME development, a £25 million cultural facility that accommodates the Greater Manchester Arts Centre (GMAC) and the merged Cornerhouse and Library Theatre Company. HOME additionally incorporates two theatres, large scale rehearsal spaces, 5 art cinemas, over 5,000 sq. ft of gallery space and a high quality café and bar.

First Street North has become a primary visitor destination. In addition to retail and leisure amenities, it is also the home of the Melia Ininside hotel. Opening in May 2015 it is the first Melia Hotel in the U.K. outside of London. The 11 storey, 208 bedroom hotel offers 4 star accommodation alongside a bar and restaurant. In keeping with the vision of a mixed used neighbourhood, First Street North also encompasses the Vita serviced accommodation development providing 247 residential studios providing high quality living space in close proximity to the Universities. The area is supported by the newly constructed car parking facility, which provides 700 vehicle spaces for visitors and residents.

The First Street Strategic Regeneration Framework outlines First Street South as an ideal development

opportunity to deliver an outstanding sought after residential neighbourhood.

First Street South will link amenities through the delivery of extensive and high quality public realm to enhance the neighbourhood and deliver a true sense of place.

The Creative Ribbon covers the area from Oxford Road along Whitworth Street West and through the First Street North site to Knott Mill and Castlefield. It offers the opportunity to further grow the creative business sector and establish First Street as a new distinctive creative and cultural district of the City Centre. This area is regarded 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.

The Development Framework is expected to be updated in 2018 in relation to Little Peter Street. The focus of the Framework update will be to provide a residential community in order to respond to the market and support Manchester's growth objectives. Residential uses at First Street will enhance and reinforce the wider neighbourhood and complement the commercial, cultural and leisure uses at First Street North, providing the footfall and spending power to support these facilities.

Great Jackson Street is located directly west of First Street and provides a clear opportunity to bring forward quality residential development, providing a legible connection between First Street and Castlefield.

A Strategic Regeneration Framework was prepared in 2016 to guide the future reconfiguration, re-development and re-positioning of the **Great Northern, Manchester Central and Castlefield Quay** sites. The Framework seeks to deliver a critical mass and mix of high quality City Centre uses that will combine in order to create a distinctive sense of place as well as life and vitality on weekdays, in the evenings and at the weekend. There is a focus on delivering a high quality mix of uses that will support the sensitive and long term reuse of the site's key heritage assets including the listed buildings and viaduct.

The SRF also proposes buildings of scale which complement the existing (Beetham Tower) and emerging context of tall buildings in the area. This will assist in connecting the site back to the core of the City Centre and will continue the process of expanding that core southwards.

The surrounding regeneration context as detailed in the relevant development frameworks, positions Great Jackson Street in a key location to fill in an existing gap in the regeneration profile of the south of the City Centre. There is a clear opportunity to provide a form

of development that will link to and support other regeneration initiatives in the City.

The location of Great Jackson Street to the south of Great Northern, Manchester Central and Castlefield Quay extends the City Centre further. There is an opportunity to continue the language of high quality tall buildings expanding the City Centre further south. It provides the opportunity to create landmark buildings that signal the southern entrance to the City.

In addition to the surrounding endorsed Regeneration Frameworks, Great Jackson Street is a key connector to residential communities in Hulme and Castlefield.

**Castlefield** is an established residential community to the west of the site. It sits within the Castlefield Conservation Area and includes a range of converted former warehouses to residential use and other supporting uses such as bars and restaurants. The area includes a number of features including listed buildings, the Rochdale Canal and Bridgewater Canal. Alongside the residential community Castlefield also includes a number of leisure facilities, such as Castlefield bowl that regularly hosts outdoor live music events and the Museum of Science and Industry, one of Manchester's most visited tourist attractions.

**Hulme** is a residential community to the south of Great Jackson Street. The area has previously undergone regeneration and has changed significantly

in the last 20 years. Hulme Park was created in 1999 and provides an expanse of open space including play facilities, sport pitches hosts and a range of community events throughout the year.

Hulme High Street has experienced investment, with the covered market being converted to larger retail outlets and a new street market. The District Centre is now thriving.

In addition, Birley Fields, Manchester Metropolitan University's world-class centre for Education and Health Professionals and Community Campus, is an award-winning development that includes a state-of-the-art learning and teaching environment and student homes. Birley Fields includes a series of open spaces and pedestrian connections that links Hulme to the City Centre via Hulme Park. Central to the proposals for Great Jackson Street is to continue these linkages through the City to Hulme.

The regeneration of Great Jackson Street and the expansion of the City Centre southwards will support enhanced functional and physical connections to Hulme and act as a further catalyst for regeneration.

# Deloitte.

## Real Estate

Other than as stated below, this document is confidential and prepared solely for your information and that of other beneficiaries of our advice listed in our engagement letter. Therefore you should not, refer to or use our name or this document for any other purpose, disclose them or refer to them in any prospectus or other document, or make them available or communicate them to any other party. If this document contains details of an arrangement that could result in a tax or National Insurance saving, no such conditions of confidentiality apply to the details of that arrangement (for example, for the purpose of discussion with tax authorities). In any event, no other party is entitled to rely on our document for any purpose whatsoever and thus we accept no liability to any other party who is shown or gains access to this document.

© 2018 Deloitte LLP. All rights reserved.

Deloitte LLP is a limited liability partnership registered in England and Wales with registered number OC303675 and its registered office at 2 New Street Square, London EC4A 3BZ, United Kingdom.

Deloitte LLP is the United Kingdom member firm of Deloitte Touche Tohmatsu Limited ("DTTL"), a UK private company limited by guarantee, whose member firms are legally separate and independent entities. Please see [www.deloitte.co.uk/about](http://www.deloitte.co.uk/about) for a detailed description of the legal structure of DTTL and its member firms. Real estate services regulated by RICS.