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Executive Summary

Background and Context

The Great Ducie Street Strategic Regeneration Framework (SRF) area extends northwards from Manchester's Inner Ring Road adjacent to the Manchester Arena. It wraps around (but does not include) the former Boddington's Brewery Site, which itself is the subject of a Strategic Regeneration Framework.¹

The area presents a prime opportunity for regeneration and has been identified as a priority in a number of previous documents, including the North Manchester Regeneration Framework and Strangeways Local Plan. However, in view of the time that has passed since the publication of these plans and the recent trend of increasing developer interest in the area, there is a need to consider a refreshed Strategic Regeneration Framework.

Traditionally, the area has been a focal point for textiles businesses, wholesalers and distributors; however, today the quality and quantum of the business base in the area has significantly reduced. The consequential lack of investment has resulted in a poor quality local environment.

Whilst there remains a regionally, if not nationally, significant textiles and wholesaling hub within the wider Strangeways area, this is concentrated within the Warehousing District to the north of the framework area. This is where the benefits of business clustering, the affordability of accommodation and the area's other locational advantages, including proximity to both Manchester city centre and also the strategic highways network, all converge. The remainder of

the framework area is considerably mixed in terms of the quality of its environment and business base.

Notwithstanding the above, the site's location immediately at the edge of Manchester city centre adjacent to Victoria Station and the Manchester Arena, positions the SRF area as an outstanding opportunity to further support the positive growth trajectory of Manchester that has been established in recent years. This growth is critical to Manchester's strategic objectives – for example supporting regeneration, inclusive economic growth and enhanced productivity, as well as neighbourhoods of choice where communities can thrive.

As available land within the traditional city centre is filled, a significant amount of recent growth and neighbourhood regeneration has been taking place within adjoining areas. The SRF area is an important opportunity in this regard, underpinned by the fact that it shares many of the city centre's locational advantages in terms of employment opportunities, accessibility to the local, regional and national network of public transport and the lifestyle attraction of the city centre's leisure and cultural uses.

Despite the area's existing condition, it has huge potential from a place-making point of view. The River Irwell presents a major opportunity to provide a highly attractive riverside setting to new development and a focal point for connections through the framework area and back to the city centre.

There is also a significant opportunity to facilitate greater synergies between existing businesses in the framework area, including the increasingly innovative businesses within the traditional textiles and wholesaler sectors, and, emerging businesses that will look to locate in the area. It is considered that the framework area has the potential to be attractive to creative and digital companies of varying sizes looking for a different working environment. Being able to encourage collaboration between these industries would be mutually beneficial.

¹ The Former Boddington's Brewery Strategic Regeneration Framework was endorsed by Manchester City Council at Executive in June 2015.

Overall, the SRF area represents an opportunity to create a genuinely mixed use neighbourhood with a strong sense of place and community, which reflects on the principle set by the former Boddington's Brewery SRF to deliver a maximum of 50% residential accommodation within the SRF area with the balance comprising non-residential uses.

Given the area's existing context, there is an opportunity to significantly increase the density of development in this area, to something that is commensurate to the scale of development within the city centre and that which is emerging around its expanded boundary. This provides a basis for allowing the area to play a fuller role in the growth and enhanced productivity of the city.

New housing should contribute to the city centre's needs in terms of ensuring a balanced housing supply. Given the opportunity to significantly increase land value, over and above existing low quality industrial use through higher density development and residential uses, it will be expected that new developments deliver through planning gain the environmental and infrastructure requirements of the area as well as affordable housing. For these requirements it is imperative that they are factored into the consideration of land values to avoid sterilisation of development and the delivery of regeneration outcomes in the future.

The area's history as a key focus for employment will continue through an increase in the quality and quantum of employment space within this area. Current demand for residential development should be used to support the delivery of infrastructure amenities and commercial floorspace that will facilitate the evolution of the business base in the area.

A key aim with the combination of employment and residential uses will create a place in the city to live and work which is different, standing out from the city centre core and distinct from the adjoining regeneration areas around the city centre's periphery. A key employment focus and opportunity will be to build upon the remaining business base of the area and the adjoining Warehouse District to further establish the textiles industry as a national and ultimately

internationally significant node, but also to encourage diversity and enterprise startups and growth potential.

Other commercial uses that are likely to succeed in the framework area are those that thrive in "different" environments away from the traditional areas of work in the city. These might include enterprising businesses, such as start-ups, but could also include more traditional businesses looking to curate a different environment for their staff.

The area currently includes a significant amount of surface car parking. Whilst this does not represent the optimum long term sustainable use for this area, it does play an important role. Surface car parking will therefore be replaced by new car parking which will be incorporated within development plots and new multi-storey car parks. This will continue to be an appropriate location for some commuter car parking due to the proximity to the inner ring road and the city centre.

The quality of the built environment will be transformed into a first class sustainable community for all. The area's existing and natural built assets will be carefully integrated into future development to create a sense of place and add value. As part of this, there will be a particular focus on the need to create enhanced access to the river, and green infrastructure in particular (as part of a network of public spaces) to augment the existing open spaces of the city centre.

Site-Wide Principles

In addition clear development principles will focus on: an enhanced economic role for the area; providing high quality, sustainable new homes; and contributing to a balanced housing supply. The Framework sets out a number of area wide principles and objectives, summarised below:

- Sustainability and Resilience - all buildings and spaces, and where necessary the provision of new power and infrastructure in the SRF area, shall include provisions to reduce carbon emissions and promote future affordability, adaptability and resilience. Impacts on air quality

- should be managed to the highest standards of best practice during the construction period of all new development.
- Density and Place-Making - Increasing the density of development in cities is crucial to provide sustainable growth, long term economic competitiveness, vibrancy, and the opportunity to incorporate multiple land uses. The appropriate density of urban development should however balance economic viability, urban design strategy and policy objectives. A key component of this will be demonstrating that the quality of contemporary building design with high standards of performance and the quantum of public and private amenity space is sufficient to support the density that is proposed, and will support the vision for the SRF area as set out in this document. In all cases, for all densities of development, it will be a requirement that new public and private spaces are of the highest quality. An indicative heights drawing is included within Appendix B.
 - River Irwell - Development fronting the River Irwell should take full advantage of this natural asset and simultaneously contribute to the improvement of the riverside experience and the creation of a green corridor. This should include provisions within the design of any scheme to allow increased access to the riverside and enhancement to the river as an ecological resource. Development should also contribute to the creation of a connected route that allows better links with Manchester city centre. The creation of an attractive riverside environment is critical to attracting people to live and work in the SRF area.
 - Interface with the Inner Ring Road - The site's location within close proximity to the Inner Ring Road (Trinity Way) should be carefully considered – addressing issues including noise, air quality and other microclimate matters should be an important factor of detailed design. Opportunities to improve the experience along the Inner Ring Road, through incorporating high quality architectural design on the key frontages within the SRF area, will be encouraged.
 - Street Hierarchy - Establishing a clear hierarchy of routes through the area, the improvement of existing pedestrian linkages and the provision of additional ones are key components of addressing its lack of permeability, legibility and ease of movement. Where possible priority should be given to pedestrians over vehicles. This can be achieved through ensuring that vehicles only circulate where needed and that pedestrians can have ease of access to as many parts of the framework as possible. Areas of focus for this dynamic should include the areas closest to the key features, such as the riverside walkway.
 - Active Frontages - New buildings should be designed to support active frontages, particularly around key public spaces and pedestrian desire lines, to promote street life and enhanced animation to the street scene. This may be in the form of ground floor active commercial uses or, where commercial uses are not appropriate, through design e.g. the position of residential front doors.
 - Sustainable and Safe Development - Development should be designed to allow accessibility for all and create a safe and secure environment using the principles of "Secure by Design".
 - Residential Amenity - New development should create an environment where the amenity of all residents and occupiers is maximised with regard to privacy, microclimate, noise, refuse management, safety and vehicular movement for example.
 - Utilities - It is expected that due to the intensification of uses within the SRF area, that there will inevitably be a need for utilities to be relocated or improved. This requirement should be identified as early in the development process as possible and information provided to the Council on utilities within the SRF area, in particular for early phases, within the Planning Application. Applicants will be expected to relocate utilities where development necessitates that this takes place.
 - Access and Movement - The introduction of pedestrian crossings on routes to facilitate enhanced access will be explored to better link the city centre into the SRF area. New cycle routes should be provided

through the SRF area. New residential and office development should incorporate cycle parking facilities and public cycle parking should also be provided within new public realm.

- Character Features - Architectural diversity is encouraged to create a neighbourhood that is varied in character, and which contributes towards the creation of a neighbourhood with a strong sense of place. Whilst it is recognised that the majority of building stock within the SRF area is of low quality there are a number of notable buildings which are of merit. Where possible and practical these buildings should be retained and revitalised to add to the overall character of the SRF area. Landmark buildings of scale will be appropriate within the SRF area, as identified within the masterplan. These proposals will need to be robustly justified in planning, design, and environmental terms.
- Existing Businesses - redevelopment will only be permitted where the developing party has demonstrated a responsible approach to the needs of existing businesses and their relocation where appropriate.

Area Guidance

Within this context, specific guidance is then provided in relation to five identified SRF character areas:

Riverside

Development should facilitate opportunities for improved public realm and the creation of new pedestrian routes that better connect the riverside location to the rest of the SRF area, including through the adjacent former Boddington's Brewery Site. In addition, building placement should be considered to allow for new routes running north-south that offer alternative pedestrian routes from the current solitary route alongside Great Ducie Street.

A number of public spaces are proposed to be delivered within this Character Area. The spaces have been appropriately proportioned in response to the scale of the buildings adjacent to them.

The scale of the buildings is differentiated on a north-south basis. Buildings on the northern half of the site form part of the gradual rise in scale from the proposed Mary Street area whilst buildings nearer to the Trinity Way / New Bridge Street elevation to the south are responsive to the scale of the expanding city centre.

Mary Street

Overall, the principle for development in the Mary Street character area will be commercial-led aside from specific areas where there is a strong rationale for the inclusion of complementary residential accommodation. This is described in further detail within Chapter 7 of this framework.

Development should seek to maximise amenity and accessibility at riverside locations. Development should contribute to the provision of a high quality, attractive destination along the River Irwell.

Where practical, opportunities to re-use higher quality buildings to the north of the Character Area will be encouraged.

The scale of buildings will decrease in height deeper into the Character Area. This will mediate between the low scale existing buildings to the north of the SRF area and the increased scale of buildings within the Riverside Character Area which respond more to the context of the city centre. Scale should also be considered with a view to maximising the amenity of the River Irwell.

Development along Great Ducie Street should maximise opportunities to present active frontages. Commercial units provided at ground floor should be designed to be flexible and cater for a wider range of end occupiers.

Southall Street

Commercial uses will be supported within the Southall Street character area. These will act to graduate between existing commercial uses further east and a

greater concentration of other proposed uses to the south in the former Boddington's Brewery SRF area.

In general, residential-led development will not be considered acceptable within this Character Area unless at the discretion of Manchester City Council as Local Planning Authority.

Development within the Southall Street Character Area will need to be delivered in a way that best integrates with the former Boddington's Brewery site to the south, for example connections are designed to allow permeability throughout the SRF area.

Any proposals within the Southall Street character area must take into account forthcoming development at the adjacent HMP Manchester if these are sufficiently progressed and likely to come forward in the short to medium term.

A number of noteworthy buildings are present within the eastern limits of the Character Area. Where possible these should be retained and re-used for commercial purposes in recognition of their location.

Development should take account of the change of topography across the character area where relevant.

Cheetham Hill Gateway

Development within this Character Area is envisaged to be predominately residential-led rather than commercial. Commercial development at ground floor level may be considered acceptable; however, commercial-led development will not be considered acceptable unless approved at the discretion of the Local Planning Authority.

Development at prominent corners of the Character Area will be suitable for landmark development for buildings of scale. These will need to be designed to the highest quality and respond to the site's context.

Proposals will need to be delivered in a way that best integrates with the former Boddington's Brewery site to the south, for example connections are designed to allow permeability throughout the SRF area.

Cheetham Hill Road and Trinity Way frontages should be designed to present an active frontage. In urban design terms, proposals should deliver an attractive and interesting development that adds interest on this key route.

Development should improve connections through the Character Area facilitating greater permeability between the wider Strangeways area and the former Boddington's Brewery site to the west.

Park Place

As a mixed-use area both residential and commercial uses will be supported within the Park Place character area. These will act to graduate between existing commercial uses further north, and a greater concentration of other proposed uses to the south in the former Boddington's Brewery SRF area.

A number of noteworthy buildings are present within the Character Area. Where possible, these should be retained and re-used for commercial purposes in recognition of their location.

Proposed development should respect Listed Buildings within the Character Area.

Development should facilitate opportunities for improved public realm and the creation of new pedestrian routes that better connect the character area to the rest of the SRF area, the adjacent Lower Irk Valley, and the city centre.

A key public space is proposed to be delivered within the Character Area. This has been located within the illustrative masterplan in order to take into account the creation of new, high quality pedestrian routes. The spaces have been appropriately proportioned in response to the scale of the buildings adjacent to them. These important relationships will need to be retained as detailed proposals come forward.

Delivery

In relation to delivery, the SRF recognises that it is essential that the early phases of development deliver the quality of buildings and spaces, together with the essential infrastructure, that will act as a catalyst and provide a benchmark for future phases of positive change.

In relation to phasing generally, it is considered that the Riverside, Park Place, and Cheetham Hill Corridor Character Areas will generate the most developer interest in the short term given their proximity to Manchester city centre, and based on development enquiries and interest already received. The St Mary's and Southall Street are likely to be longer term phases, given further distance from the city centre, more complex land ownership patterns and in the case of Southall Street, proximity to HMP Manchester.

A possible first phase has been identified in conjunction with land owners, as illustrated within the drawings and diagrams provided at Appendix A. This relates to land owned and occupied by Whispering Smith, the Faith Life Centre and adjoining riverside green space which extends northwards, to west of Mary Street, into land owned by Manchester City Council.

Within this first phase of development, the SRF and associated masterplan identifies the opportunity to deliver height and density including a significant amount of residential accommodation. This will all be combined with high quality public realm and enhanced riverside access and green space. As a gateway, into the SRF area, it is essential that this development sets a benchmark for quality in terms of built environment and place-making. Given the uplift in land value, over and above industrial use, it is also required that this phase of development delivers the necessary infrastructure to support high density development and future proofs the future regeneration of the wider area.

Notwithstanding the fact that this initial phase of development falls into three separate ownerships, any planning application relating to all or part of this site will need to demonstrate how the total and timely development of the entire

phase will be delivered. This can only happen on the basis of collaboration between each of the parties. This is discussed in more detail within Chapter 8.

As the first phase and future phase proposals move forward and further detailed design work is undertaken, discussions on the potential section 106 obligations will take place, in accordance with Manchester City Council's Development Plan policy requirement, to ensure the best outcomes for the area.

In addition to public realm enhancements which have been identified as a key priority for this area, planning obligations may include the provision of social and community infrastructure, affordable housing, employment initiatives, transport improvements, public realm enhancement and related benefits.

In terms of specific issues that will need to be addressed, the SRF provides an indication of what the Council's priorities will be including:

- Improving the waterside environment around the River Irwell.
- Improving connections to the River Irwell and east / west linkages more generally.
- Improving connections into the wider Strangeways area and into Greengate.
- Improving connections into Manchester city centre.
- Relocating existing utilities affected by development sites where necessary and appropriate. Equally, the installation of new utilities may be required which promote smart, sustainable outcomes.
- Place-making including the delivery of public open space or green space, improvement of streetscape along key arterial routes, exploring improved crossing facilities, making space available for public events.
- Supporting infrastructure, for example schools, community facilities, a new neighbourhood centre and convenience offer or highways improvements.

- Wayfinding and signage schemes.
- Healthy living environments including access to leisure, green and blue infrastructure, promotion of walking and cycling, focus on managing and enhancing air quality.
- A strong focus on providing broad appeal high quality market and affordable housing across the rental and sales market.
- A broad workspace offering.
- Local employment initiatives.
- Measures that promote safety and security in addition to a well-designed environment with natural surveillance, such as lighting.
- Retain buildings of character and make the most of natural assets.



KEY

- - - GREAT DUCIE STREET SRF
- - - FORMER BODDINGTON'S BREWERY SRF AREA
- RETAINED COMMERCIAL
- PROPOSED COMMERCIAL
- RESIDENTIAL
- HOTEL
- RETAIL / LEISURE

BODDINGTONS

As per Former
Boddington's Brewery
SRF - April 2015

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Contractor to report any dimensional discrepancies,
errors or omissions prior to commencing on site.

NOTE:

NORTH



Rev	Date	Description
001	30/03/2017	FIRST ISSUE
002	30/03/2017	AMENDMENT TO BUILDING USES AND SOUTHALL STREET
003	30/03/2017	AMENDMENT TO BUILDING USES
004	30/10/2017	BOUNDARY EXTENSION

Project Title
**GREAT DUCIE STREET
NEIGHBOURHOOD DEVELOPMENT
FRAMEWORK
MANCHESTER**

Status
FOR INFORMATION

Drawing Title
**PROPOSED MASTERPLAN -
GROUND FLOOR**

Job No
10101

Scale
1:750 @ A1
1:1500 @ A3

Date
OCT 2017

Drawing No
10101-A-SRF-P-001

Revision
004

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KEY

- - - GREAT DUCIE STREET SRF
- - - FORMER BODDINGTON'S BREWERY SRF AREA
- RETAINED COMMERCIAL
- PROPOSED COMMERCIAL
- RESIDENTIAL
- HOTEL
- RETAIL / LEISURE

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NOTE:



Rev	Date	Description
001	30/03/2017	FIRST ISSUE
002	30/10/2017	BOUNDARY EXTENSION

Project Title
GREAT DUCIE STREET NEIGHBOURHOOD DEVELOPMENT FRAMEWORK MANCHESTER

Status
FOR INFORMATION

Drawing Title
PROPOSED MASTERPLAN - TYPICAL FLOOR

Job No 10101	Scale 1:750 @ A1 1:1500 @ A3	Date OCT 2017
Drawing No 10101-A-SRF-P-002	Revision 002	

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1 Introduction

Introduction – Framework Context

- 1.1 The Great Ducie Street Strategic Regeneration Framework (SRF) area extends northwards from Manchester’s Inner Ring Road adjacent to the Manchester Arena. It wraps around (but does not include) the former Boddington’s Brewery Site, which itself is the subject of a Strategic Regeneration Framework (SRF)². The SRF area is defined in accompanying drawings and diagrams (Figure 1).
- 1.2 The area covered by the Great Ducie Street SRF has a history of entrepreneurship and business start-ups dating back to the 19th Century. As an area, it has traditionally been a focal point for textiles businesses, wholesalers and distributors. However, the quality and quantum of the business base in the Framework has significantly reduced over a number of years. The economic downturn, global industrialisation, and technological changes in this sector, have all had a limiting impact in this regard.
- 1.3 In the modern context, the framework area represents one of the most prominent opportunities to support the continued expansion of Manchester City Centre and deliver regeneration that helps address the City Council’s strategic objectives. It is clear that this is an opportune time to curate a new, more positive, and sustainable vision for the future of the framework area.
- 1.4 The area would benefit significantly from investment which would enhance the quality of the local environment. There is also evidence of anti-social behaviour and counterfeiting taking place from units within the area. MCC and GMP are proactively responding to these issues, working with the local community. However, it should be stressed that the purpose of this Framework is to look to a positive future for the framework area; building a new community and promoting the extension of the city centre.
- 1.5 Whilst there remains a regionally, if not nationally, significant textiles hub within the wider Strangeways area, this is concentrated within the Warehousing District to the north. This is where the benefits of agglomeration, the affordability of accommodation and the area’s other locational advantages, including proximity to both Manchester city centre and also the strategic highways network, all combine.
- 1.6 Currently, the economic utilisation and productivity of the area is low and the quality of the built environment and public realm does not lend itself to major new employment investment in its own right. There is evidence however, of significant developer interest in this area based on a more mixed use approach combining residential and employment and associated supporting uses. This is reflective of Manchester’s positive macro-economic environment and strong investor confidence across the city, combined with the area’s locational attributes.
- 1.7 The framework area’s current condition means that land values are lower in comparison to the rest of the city centre and, as a result, there is an opportunity to create a neighbourhood that is truly special for Manchester. It is anticipated that upon adoption of the SRF there will be an uplift in land value for sites within the framework area, and that this will benefit existing landowners. However, this should not lead to an environment where landowners seek an unreasonable value for their land. The production of this SRF is intended to set a vision for a new neighbourhood in the city and there is an absolute need for any purchaser to factor in the need to fully deliver against the City Council’s

² The Former Boddington’s Brewery Strategic Regeneration Framework was endorsed by Manchester City Council at Executive in June 2015.

- strategic objectives at a city-wide and framework-wide level into any price that is paid. These requirements are set out within this Framework and other planning documents, including the Development Plan.
- 1.8 The City Council will not entertain purchasers who, at the planning stage, state that they are not able to meet the Council's objectives for the area due to the price that was paid for the land. The purchase price must take into account the need to meet the Council's strategic objectives. Equally, the City Council will not take lightly landowners who stall and sit on their sites in expectation that they will achieve a sale price which means that the strategic objectives of the Council cannot be met. In these circumstances the City Council reserves the right to utilise its Compulsory Purchase Order powers to drive forward development.
- 1.9 The need to balance commercial and residential opportunities is a fundamental priority of the strategy presented in this document. This is in recognition of the area's existing use characteristics, the business base of the SRF and wider Strangeways area, and the focus of previous Development Plan policies and successive Regeneration Frameworks³ on employment land.
- 1.10 The SRF area falls into a zone which remains one of the few remaining locations around the immediate periphery of the city centre, as defined within Manchester's Core Strategy (2012), without an SRF. It has recently been documented in the City Council's City Centre Strategic Plan (2016) that Manchester's significant economic and population growth is demanding a re-evaluation of the city centre. This is given its current phase of expansion, the increasingly obvious finite nature of land resources, and a clear desire to prioritise urban regeneration and therefore protect areas of Green Belt around Manchester and the wider conurbation.
- 1.11 There is an increasing urban tendency in the UK, strongly evidenced by the popularity and continued expansion of city centre living. The city centre boundary is effectively already moving beyond the Inner Ring Road into Ancoats and New Islington, Angel Meadow and St George's Castlefield. This is set to continue, indeed it is a strategic priority based on significant unmet need for new homes. If that need is not met, it will have a limiting influence on economic growth and productivity. At the same time, there is an opportunity and need to create successful, high quality and sustainable neighbourhoods which will both allow Manchester's growing and increasingly diverse residents to thrive and participate. In addition, it is a key component in attracting new talent and skills into the city to support its growing and diversifying economy.
- 1.12 The trend in residential development in recent years, as noted in Deloitte's Crane Survey 2017 and 2018⁴, has represented a significant shift, in both pipeline and delivery, towards specifically targeted build to rent residential development. This asset class is targeted at long term institutional investors. This type of accommodation has an important role to play in delivering high quality new housing in Manchester, and it is identified as an important pillar of Manchester's Residential Growth Strategy.
- 1.13 As a balance to that, and noting that the introduction of residential uses will result in a significant land value uplift compared to the existing lower land value employment uses, the SRF presents an opportunity to focus on delivering a wide range of tenures, with a particular emphasis in this location on market housing for sale, and, at the same time, securing the delivery of affordable housing.
- 1.14 The approach will be in line with Manchester's existing Development Plan policy and take into account the emerging Housing Affordability Framework (set out further in subsequent sections of this document).

³ North Manchester SRF (2004 and 2012) & Strangeways Local Plan (2009)

⁴ <https://www2.deloitte.com/uk/en/pages/real-estate/articles/manchester-crane-survey.html>

- 1.15 This SRF area represents an important opportunity to deliver new housing which meets the requirements of a wide range of residents from families, to down-sizers and economically active young people who are driving enterprise and economic growth in the city. This will support population growth and diversification, economic growth and the formation of an inclusive community within a neighbourhood of choice.
- 1.16 The need for regeneration in this area is further underlined by the fact that it contrasts with the immediately adjoining city centre. This is reflected in land use, scale and density of development, and the quality of the built environment. Notwithstanding these factors, the area shares the locational advantages of a city centre location in terms of accessibility to the local, regional and national network of public transport and the lifestyle attraction of the city centre's leisure, cultural and employment uses.
- 1.17 The site is within very close proximity to a number of other strategic regeneration initiatives, including NOMA, Northern Gateway and Greengate in Salford. NOMA represents an important comparison to the SRF area as it has required the re-engineering of the previously four lane Inner Ring Road to overcome the significant obstacle this presents. The severance effect of the Inner Ring Road will similarly need to be addressed in this case, for the area to become truly connected into an expanding city centre and heart of the conurbation.
- 1.18 The framework area benefits from a number of high quality natural assets, notably the River Irwell. This is a key focal point for the Irwell City Park which is further referenced later in this document. There is an opportunity to deliver a masterplan connected around blue and green infrastructure, combined with a major emphasis on high quality place-making. This objective will form a key ingredient in the creation of a healthy, high quality mixed use neighbourhood community.
- 1.19 The site is also within close proximity to the Lower Irk Valley, which is a key edge of city centre location. A vision for the transformation of this area is set by the Lower Irk Valley Neighbourhood Development Framework, endorsed in January 2016.
- 1.20 There is an opportunity to transform the Lower Irk Valley, from an insular, remote location that is functionally and physically disconnected from the rest of the city, into a well-connected, active and fully integrated part of the Regional Centre
- 1.21 This includes significant opportunities to deliver new development set against green and blue infrastructure with strong cycling and pedestrian connections.
- 1.22 The SRF area contains a number of larger land holdings which are in single ownership. Following discussions with landowners and developers, there is the potential to form a meaningful first phase of development which extends from the Inner Ring Road, complements the first phases of investment coming forward within the former Boddingtons SRF area, and would deliver a new urban green space adjacent to the River. This is detailed further within Chapter 8 of this document.
- 1.23 Against this context, there is a need to establish a clear planning framework for the area that will support the right kind of investment, guide future development and shape the market for this area. This means offering transparency over acceptable forms of development whilst offering guidance on what will need to be delivered in order to ensure strategic objectives and Development Plan policy requirements are met and regeneration outcomes maximised.

Framework Structure

- 1.24 This Framework is structured as follows:
- **Chapter 1 – Introduction:** setting the scene for the SRF
 - **Chapter 2 - Vision:** presenting a concise summary of the aspiration for the SRF area

- **Chapter 3 - The Strategic Context:** explaining the economic and strategic context which the vision and guidance for the SRF area has been formulated
- **Chapter 4 – Planning Policy and Regeneration Context:** sets out the Development Plan policies and wider regeneration strategies within which this framework has been designed to sit.
- **Chapter 5: SRF area Context:** Provides an overview of the SRF area’s key social, economic and environmental characteristics.
- **Chapter 6: Site Wide Strategic Framework:** key objectives for the SRF area that are aligned with the overall vision.
- **Chapter 7 – Character Area Guidance:** specific guidance for each Character Area within the SRF area.
- **Chapter 8 – Phasing and Implementation:** explanation of principles for delivery, likely phasing, and an indication of timescales.

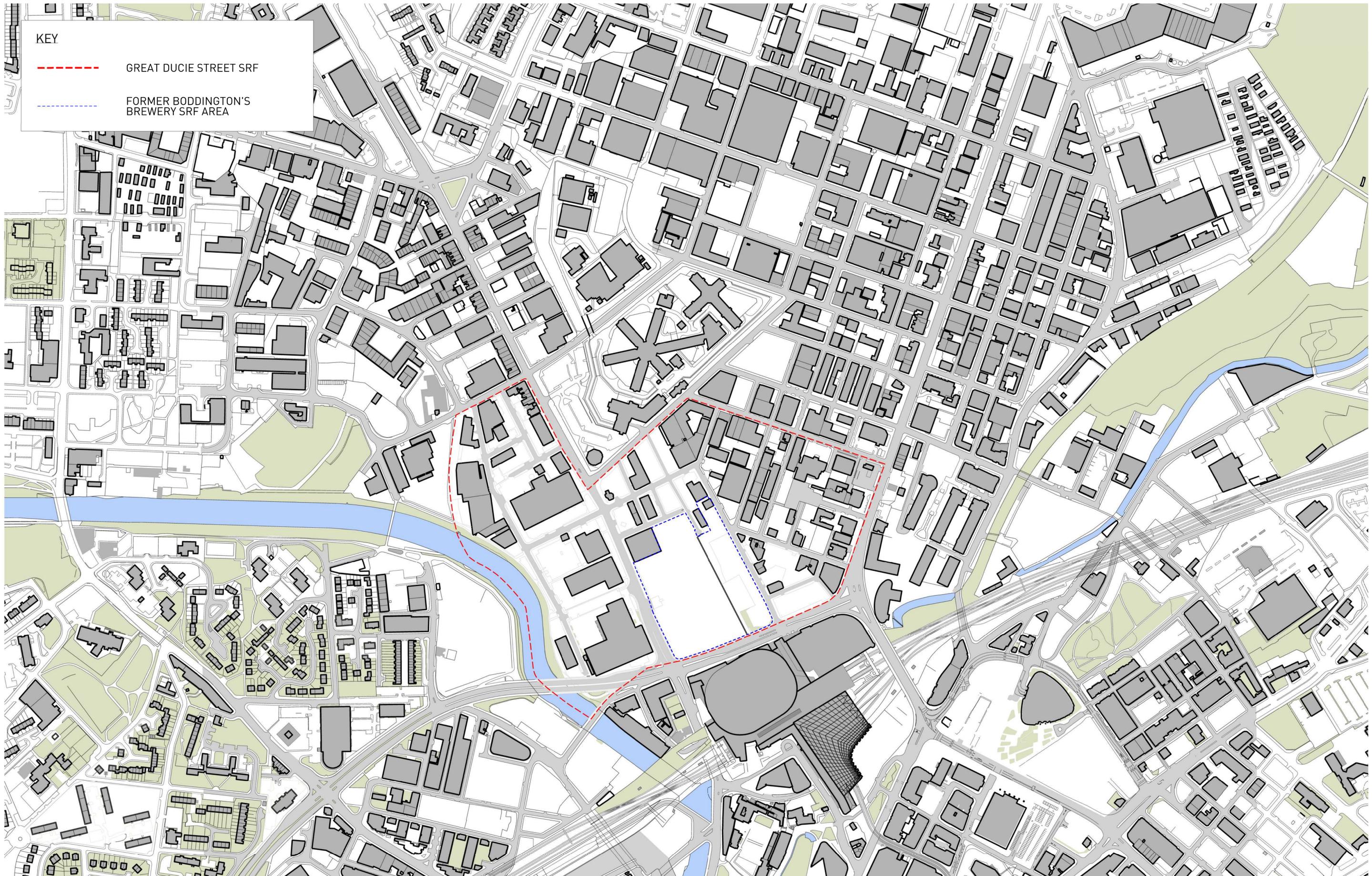
Consultation and Planning Status

- 1.25 This framework has been prepared in the expectation that it will be presented to Manchester City Council’s Executive for endorsement as a basis for public and key stakeholder consultation, including consultation with landowners.
- 1.26 All comments received during formal consultation will be carefully considered and addressed. In addition, the outcome of the consultation process will be summarised and presented to the Executive Committee for their consideration prior to final endorsement of the SRF.
- 1.27 If adopted, the SRF update will form a material planning 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.

Report Contributors

- 1.28 This report has been prepared for Manchester City Council by Deloitte Real Estate. The masterplanning and design inputs to this report as well as the appended diagrams have been provided by SimpsonHaugh and Partners.



KEY

--- GREAT DUCIE STREET SRF

--- FORMER BODDINGTON'S BREWERY SRF AREA

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All dimensions to be checked on site by contractor.
Contractor to report any dimensional discrepancies,
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NOTE:

NORTH

Rev	Date	Description
001	31/01/2017	FIRST ISSUE
002	31/03/2017	Context amended
003	30/10/2017	Boundary Extension

Project Title
GREAT DUCIE STREET
NEIGHBOURHOOD DEVELOPMENT
FRAMEWORK
MANCHESTER

Status
FOR INFORMATION

Drawing Title
EXISTING
LOCATION PLAN

Job No 10101	Scale 1:2500 @ A1 / 1:5000 @ A3	Date OCT 2017
Drawing No 10101-A-SRF-XP-001	Revision 003	

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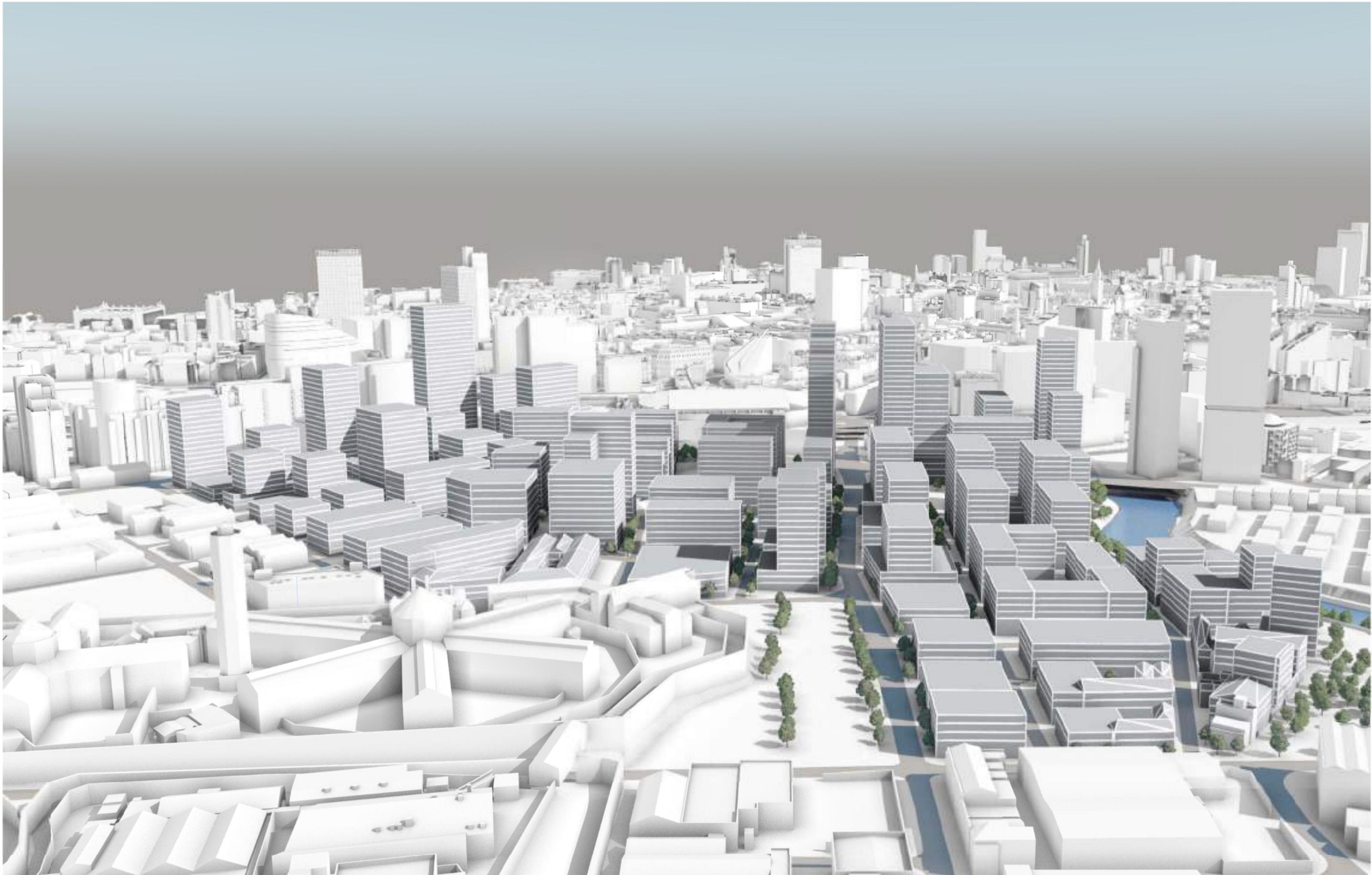
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2 Vision

- 2.1 The SRF envisages the creation of a mixed use neighbourhood with a strong sense of place and community. The aim, consistent with the principle set by the Former Boddingtons Brewery SRF, is to deliver a maximum of 50% residential accommodation within the SRF area with the balance comprising non-residential uses.
- 2.2 Given the site's existing context, there is an opportunity to significantly increase the density of development in this area, to something that is commensurate to the scale of development within the city centre and emerging around the city centre periphery. This provides a basis for allowing the area to play a fuller role in the growth and enhanced productivity of the city.
- 2.3 New housing should contribute to the city centre's needs in terms of ensuring a balanced housing supply. This presents an opportunity to significantly increase land value, over and above existing low quality industrial use. In addition, through higher density development and residential uses, it will be expected that new developments deliver through planning gain all the required environmental and infrastructure requirements of the area as well as the maximum levels of affordable housing supported by Development Plan policy.
- 2.4 It is therefore imperative that such considerations are factored into the assessment of land values when negotiations are being considered. This is essential to avoid a scenario whereby planning restrictions will sterilise investment and development due to unrealistic expectations of value and developer profit. In this scenario, the City Council's position will be that no development is better than substandard development that does not meet this clearly stated objective of the framework.
- 2.5 A key outcome must be the creation of a place for people to live and work in that is different, standing out from the city centre core and distinct from the adjoining regeneration areas around the city centre's periphery.
- 2.6 'Difference' in the SRF area can be manifested through exploring opportunities to deliver a wider range of housing typologies than is usually present within Manchester city centre. Traditionally the city centre is dominated by high density residential apartments and it should be stressed these will play a prominent part in the future of the SRF area. However, in order to create a sustainable and diverse community, a wider range of homes for families and down-sizers for example will be required.
- 2.7 An essential ingredient of the character, life and sense of place of this area will be a focus on continuing its legacy of enterprise and employment. New development will therefore need to demonstrate how it will support the increase in the quality and quantum of employment space within this area. In this regard, the current demand for residential development should be used to support the delivery of infrastructure amenities and floorspace that will facilitate the rebirth of a strong, entirely legitimate business base in the area.
- 2.8 This combination of employment and residential uses will create a place in the city to live and work which is different from the city centre core, and the adjoining neighbourhood regeneration areas, which have a much greater emphasis on housing as the dominant land use.
- 2.9 There is an opportunity to build upon the remaining business base of the area, and the adjoining warehousing district to further establish the textiles industry in this area as a national and ultimately internationally significant node, but also to diversify the business base.

- 2.10 Other commercial uses that are likely to succeed in this district are those that thrive in different environments. These include businesses that promote enterprise, business start-ups, as well as more established business with a range of workspace requirements including for example affordable, flexible workspace, co-working, studios, live/work units, workshops, modern warehousing, and neighbourhood friendly manufacturing premises.
- 2.11 As the area matures and, for example, other parts of the city centre are becoming fully occupied, larger floorplate office buildings, for example non-customer facing office buildings, have the potential to be delivered in this area. The Peninsula office nearby, head office for Peninsula Service Group and occupied by Late Rooms, is an example of successfully delivered and occupied large floor plate office development within a comparable, nearby location.
- 2.12 A limited amount of convenience retail and leisure uses will be brought forward in the SRF area. This will be sufficient to serve the needs of the local population and sustain a community.
- 2.13 The area currently includes a significant amount of surface car parking. Whilst this does not represent the optimum long term sustainable use for this area, it does play an important role. Surface car parking will be replaced by new car parking which will need to be incorporated within individual development plots and new multi-storey car parks, which work positively with the urban design and place-making strategy for the area. The Great Ducie Street SRF area will continue to be an appropriate location for some commuter car parking due to the proximity to the Inner Ring Road and the city centre.
- 2.14 The quality of the built environment will be transformed into a first class sustainable community for all. The vision for this area requires a substantial improvement in the quality of its built environment, delivering transformational change. A significant proportion of the SRF area is dominated by low quality buildings, vacant plots, and dereliction.
- 2.15 The site's existing and natural assets will be carefully integrated into future development to create a sense of place and add value for all. As part of this, there will be a particular focus on the need to create enhanced access to the river and green infrastructure in particular (as part of a network of public spaces) to provide a counterbalance to the harder nature of the city centre.
- 2.16 There is a limited amount of the building stock which worthy of retention. Where possible, these assets can be used positively to add character and distinctiveness.
- 2.17 Geographically, the SRF area can be seen as a part of a wider arc around the northern edge of the city centre – this is more commonly referenced as the Northern Gateway. In its current format, the SRF area represents a barrier to connectivity. In due course the development of this area will help achieve a connected Northern Gateway which stretches from Greengate in Salford through the Lower Irk Valley, New Cross, Ancoats and New Islington, and on towards the Etihad Campus. Improving permeability, in turn boosting connections in the wider area, is an important outcome from regeneration of the SRF area.
- 2.18 In similar vein there are a number of connected greenspaces to which linkages can be improved as a result of regeneration. Enhancing the riverside environment along the River Irwell is an important element, but enhanced linkages can also be achieved through delivering green space (or public open space) within the SRF area that will contribute to creating a route through greenspace in the Northern Gateway. This would also connect in with the Lower Irk Valley that provides access into North Manchester.



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NOTE:

NORTH



Rev	Date	Description
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003	03/11/2017	Updated extent

Project Title
**GREAT DUCIE STREET
NEIGHBOURHOOD DEVELOPMENT
FRAMEWORK
MANCHESTER**

Status
FOR INFORMATION

Drawing Title
**AERIAL MASSING
- VIEW FROM NORTH-WEST**

Job No 10101	Scale	Date FEB 2017
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NOTE:

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Rev	Date	Description
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**GREAT DUCIE STREET
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FOR INFORMATION

Drawing Title
**AERIAL MASSING
- VIEW FROM WEST**

Job No 10101	Scale	Date MAR 2017
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3 The Strategic Context

Manchester: A Growing City

- 3.1 Manchester is the economic focal point for GM and the driving force of the Northern Powerhouse. This is evidenced by Manchester's GVA growth (3.6%), higher than London (3.2%) in 2015. The 2015 GVA figure stands at £56bn.
- 3.2 Increasingly, added value growth is being achieved across diversified sectors of economic growth reflecting a shift from traditional manufacturing to a service based economy. Sectoral growth has been dominated by Business and Professional Services but increasingly is shifting into Advanced Manufacturing, Science and Innovation, Creative and Digital, Health and Social Care, Education and Sport.
- 3.3 Manchester is one of the fastest growing cities in Europe. Population growth is highest within the economically active 20-29 age bands, which is a positive sign of economic confidence and growth. Graduate retention rates are at an all-time high and Manchester now imports more graduates than it exports. Importantly, economic growth is within sectors with higher than average GVA. All of these factors are enhancing productivity levels, and this is creating a strong base against which quality life for citizens can be achieved.
- 3.4 Manchester has a large student population and benefits from having both the University of Manchester and Manchester Metropolitan University as well established higher education facilities with strong national and international reputations. Manchester's graduate

retention rate is 51.2% which is up from 48.2% in the 2014/2015 academic year, an increase from 48.7% in the 2012/2013 academic year. In 2015, Centre for Cities reported that 3.8% of all UK graduates in employment six months after graduation are working in Manchester⁵. This demonstrates the attractiveness of Manchester as a place to live and work. An increasingly young population will help fuel the economy's growth, especially in key sectors within the economy.

- 3.5 At a city level Professional, Financial and Business Services is now the most important economic sector, providing almost 270,000 jobs in the conurbation, generating a GVA of £15.5bn. The level of professional services in Manchester is considerable and reflects the city's role as both a major location for global and national companies and the headquarter location for large regional companies.
- 3.6 A number of significant new leases within the commercial sector highlight that larger firms are looking to locate in Manchester. This includes those consolidating their existing northwest offices, for example Auto Trader's relocation to Number 1 First Street in 2014 to replace seven regional offices, and those relocating from outside of the city including firms from London. Exemplifying this new trend are international law firm Freshfields Bruckhaus Deringer, which took-up 80,000 sq. ft. in English Cities Fund's One New Bailey in 2015, with experts considering this to be an early example of 'north-shoring' from London to Manchester – the relocation of staff and services to locations (typically outside of London) where rents are cheaper, thus saving money. This concept has been best demonstrated in Birmingham where HSBC announced in March 2015 that they would relocate around 1,000 jobs from London to the city.
- 3.7 The Digital and Creative economy is now an important feature of the city economy and has been the fastest growing in recent years. In 2011, the sector as a whole accounted for 45,776 jobs in Greater

⁵ Figure 10 of <http://www.centreforcities.org/reader/great-british-brain-drain/migration-students-graduates/> (Comparison: London 18.7%, Birmingham 3.6%, Leeds 1.5%)

Manchester with approximately 15,000 of these jobs based in Manchester. However, as of 2016 the industry employs around 57,000 in Manchester alone. Looking at the regional picture Greater Manchester has the largest creative and digital clusters in the UK, employing 63,500 people and generating GVA of £3.1 billion each year.

3.8 There is a significant core hub of businesses clustered within the centre and east of Manchester and Salford Quays. The national importance of the sector is increasingly recognised with the development of MediaCity:UK at Salford Quays and associated consolidation of existing activity and growth of BBC, ITV, and Channel 4. The Sharp Project, Space Studios, and Northern Quarter host a range of digital and creative companies which, together with R&D assets along Manchester Corridor, are also seen as important accelerators of growth for GM and the wider north.

Employment 2014	Greater Manchester	Manchester
Digital	28,300	9,700
Creative	26,000	7,400
Total	54,300	17,100
Source: Deep Dive Report, 2016 New Economy		

3.9 In addition to the aforementioned, established creative and technology hubs there are emerging facilities at Circle Square and St John’s through Manchester City Council’s Manchester Tech Hub , which benefits from central government funding.

3.10 Manchester Tech Hub will establish focal points within the city for attracting inward investment from technology businesses improving access to expertise and finance. An announcement was made in December 2016 that Manchester Science Partnerships and Allied London had each been awarded £2m to deliver the Manchester Tech Hub creative and digital workspace Council.

3.11 There is now a growing overlap between the digital sector and business services and financial sector companies, and the new developments have strengthened the city as an attractive location for technology and innovation driven companies.

3.12 Another key pillar of the wider creative sector is the craft economy which, according to research undertaken by the Crafts Council published in October 2014, had a value of £3.4bn nationwide.

3.13 Within this report The Crafts Council estimates there are around 23,000 "micro-businesses" in the crafts sector, mostly consisting of sole practitioners. The report shows that most of the cash the crafts generate for the economy come from craftspeople who are active in high-tech industries such as bio-medicine, science and engineering, contributing an estimated £2.4 billion. The rest of the £3.4 billion comes through the crafts sector itself (£745 million) and creative industries such as fashion, film and architecture (£243 million).

3.14 It is clear that Manchester’s competitive position is stronger than ever and, in addition to the above, underlying attributes further contributing to this are:

Trend in business looking for agglomeration benefits.

3.15 Increasing businesses are looking for benefits from agglomeration. Business sectors which are influenced by agglomeration, (where entrepreneurs, companies, new start-ups and talented workers, from disparate economic growth sectors, are keen to cluster in locations which can provide business and networking opportunities) are

attracted to locations where there are deep labour markets which offer an exceptional range of highly qualified and skilled staff.

- 3.16 Manchester's existing business base ensures that it is in prime position to attract such companies that benefit from clustering. This is particularly prevalent in the TMT industry as evidenced by the continued growth of MediaCity:UK, for example.

Dynamic private sector

- 3.17 With a thriving private sector, the city is a leading business location and has been recognised as the best British city to locate a business after London in the European Cities Monitor report⁶. Eighty 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.

A growing Creative Sector

- 3.18 The Digital and Creative economy is now an increasingly important feature of the city economy and has been the fastest growing sector in recent years. There is a significant core hub of businesses clustered within the centre and east of Manchester and Salford Quays.
- 3.19 Information from the ONS (December 2016) highlights that looking at the growth between 2014 and 2015 in broad industry groups, information and communication was the strongest growing industry in the UK (6.9%). The North West (8.9%) performed strongly in this industry. The business growth in this sector is also evidenced through take-up figures. During 2016, 16% of office take up in Manchester city centre was for Media and Technology Companies compared to only 12% for Professional Services firms.

Mobile and skilled workforce

- 3.20 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.

Accessibility

- 3.21 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.
- 3.22 The Great Ducie Street SRF area is within walking distance of the city centre. Additionally, Metrolink and mainline rail services are available from Manchester Victoria Station, within 5 minutes' walk of the SRF area. This provides access to the regional market, as well as national and international destinations via mainline rail and the airport.
- 3.23 Manchester's primary railway station, Manchester Piccadilly, is approximately 1.7km from the SRF area and allows connections nationwide. In the future, this will 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

- 3.24 Manchester's airport is the UK's third largest 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

⁶ Cushman & Wakefield (2011) European Cities Monitor

Australasia. At present the airport serves about 26 million passengers a year, forecast to rise to 40 million by 2040.

Sport

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

Culture, Leisure, and Tourism

- 3.26 The important of culture, leisure, and tourism to the Manchester economy is increasing, underlining the significance of the city's existing and growing asset base. Manchester's image as a cultural city that attracts regional, national, and international events is a sign of its increasing importance in this sphere.
- 3.27 Manchester's cultural, tourism and leisure sector continues to grow significantly, a feature of a service based high growth economy. In recent years, this has been boosted by significant investment in new world class facilities and events, such as the Whitworth Art Gallery and the forthcoming Factory in St John's (which will become a permanent home for 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.

Emerging Residential and Commercial Trends

- 3.28 Developing socio-economic trends, as described above, are driving changes within how people chose to live and work.

Residential Trends

- 3.29 New lifestyle choices are driving demand for new homes in locations with the characteristics possessed by the SRF area. This is typically edge of city centre locations which are becoming more developed as the city centre expands beyond its traditional core.
- 3.30 In edge of city centre locations similar to the SRF area there are a number of prominent examples where a range of different housing typologies has come forward, illustrating market demand from potential residents. These include:

Chapel Street, Salford

- 3.31 Chapel Street is at the heart of the emerging Greengate district of Salford and has witnessed considerable development in recent years. There are a range of residential typologies coming forward in this part of the city. These include typical apartment developments like the recently completed One Greengate alongside more bespoke residential products like Select Property Group's City Suites, and more established apartment blocks like Citypoint and Fresh Apartments.
- 3.32 However, in addition the English Cities Fund (ECF) have also been developing their Salford Central development area which includes townhouse led development at Timekeeper's Square. This scheme is

nearing full completion and features a wide range of Georgian style townhouses accommodating between 2 and 4 bedrooms. The first phase of development has fully sold out. A similar townhouse-led scheme being brought forward by ECF, Carpino Place, which is almost complete and selling well.

- 3.33 Within the wider Greengate area of Salford, Urban Splash has been developing their hoUSE concept, which utilises modular building techniques, through developing their Irwell Riverside scheme. Urban Splash is pioneering modular building with a number of hoUSE sites under construction within the North of England including at Smith's Dock in North Tyneside and New Islington in Manchester.

Ancoats and New Islington, Manchester

- 3.34 Ancoats and New Islington are key growth areas of Manchester city centre with a large amount of live development sites. In time these will help achieve ambitions for the area to be a neighbourhood of choice. Similar to Chapel Street there are a number of different residential typologies which will be delivered in this part of the city centre. These include mill conversions including the Murrays' Mills redevelopment by Manchester Life Development Company and Warehouse by McCauls.
- 3.35 As mentioned above Urban Splash's first hoUSE development was in New Islington. This is well established within the neighbourhood with residents occupying properties in the first phase.
- 3.36 In addition, there are townhouse style developments like Residenza by Hillcrest which respond well to the lower rise domestic context of Ancoats. Finally, YoHomes! was granted permission in September 2016 for their first residential development – a prototype, technologically advanced scheme which maximises the liveable space in the apartments.

Commercial Trends

- 3.37 The way in which employees and employers want to work is changing and it is important that commercial occupiers and developers are abreast of these emerging trends so that the right products can be brought forward in the right locations.

Centralisation

- 3.38 This trend is delivered within Paragraph 3.6 of this statement, with examples of Auto Trader and Freshfields Bruckhaus Deringer relocating to Number 1 First Street and 1 New Bailey respectively.
- 3.39 The wider trend is that businesses are increasingly looking for a way to, firstly, centralise their large real estate portfolios and bring their employees under one roof which will allow them to benefit from collaborative working and reduce costs.
- 3.40 However, secondly, businesses are also looking for cost effective locations for back of house staff where rents are less high. Examples thus far have been in similar locations to the SRF area – edge of city centre sites with good links to public transport facilities like First Street, New Bailey, or Greengate. As the city centre further develops demand for these type of locations will continue to grow.

Co-Working

- 3.41 According to the London Business Footprint Report prepared by Deloitte in 2015 the arrival of the millennial generation⁷ in the workplace could contribute as much, if not more, to the change in working culture and practices as the baby boomers did in the 1980s and 1990s. Millennials are considered to be more inclined to work for organisations that embrace innovative thinking, encourage creativity, and actively participate in society. The report suggests that these are all elements that can be facilitated by co-working.
- 3.42 The report, only written in 2015, suggests that larger developers are 'tentatively incorporating co-working and flexible office space into their large mixed-use buildings'. It's apparent in 2017 that there is increasing attention from developers to deliver bespoke products aligned to this trend – Allied London's Old Granada Studios and their emerging proposals for Manchester Goods Yards in St John's being good examples. Other developers like Bruntwood have similar ambitions, as illustrated through their recently refurbished, £8mn 'Neo' scheme in Manchester city centre which is specifically designed for co-working.
- 3.43 Major players are now looking at Manchester, with American Co-Working operator – WeWork- said to be looking at three sites within Manchester city centre. The first of these locations was confirmed to be at 1 Spinningfields where WeWork took 60,000 sq. ft. of space in June 2017 and 1 St Peter's Square where WeWork took 40,000 sq. ft. of space in September 2017. It is clear that this trend will only continue to grow in the medium term and space needs to be made available to cater for this future growth.

Start-up Culture

- 3.44 The growth of digital and creative industries combined with changing working patterns of millennials, who are increasingly becoming an important part of the national workforce, has contributed to a growing start-up culture. Increasingly there are new businesses and young leaders who want to deliver their own product.
- 3.45 These businesses need flexible space in which to start their business and to foster connections and collaborations with similar businesses, thus benefitting from agglomeration effects. This is typically found within co-working workplaces.
- 3.46 However, in order to manage the growth of these companies a number of larger developers are seeking to deliver a true 'business ecosystem' within their portfolios. This involves providing incubator space for fledging companies as well as more general co-working facilities. Finally, traditional serviced offices form part of the portfolio to create space for the most successful businesses to move into.

Technologically Advanced Workplaces

- 3.47 There is also an emerging trend for increasing amounts of technology to be incorporated into workplaces. This includes buildings that will be able to manage their own environment and understand what is happening when within the building. This is critical for businesses which have a diverse range of staff under one building who are working on different elements of a job or for those working in increasingly technological fields.
- 3.48 As an example, within the XYZ Building developer Allied London have developed 'The Vault' which is a 20,000 sq. ft. space geared towards the rapidly developing FinTech industry.
- 3.49 The advent of technologically advanced workspaces, that attract technology based and digital businesses, will benefit other companies

⁷ Millennial is the name given to the generation typically born between 1982 and 2004. Also known as Generation Y.

within the wider business ecosystem who may not have the skills in house to get the most out of an increasingly digital business world.

4 Planning Policy and Regeneration Context

National, Sub-Regional, and Local Planning Policy Context

- 4.1 This chapter summarises and cross references the relevant policies that have been considered and relate directly to the correct interpretation of this guidance.

National Planning Policy Framework

- 4.2 The National Planning Policy Framework (NPPF) is a material consideration in the determination of planning applications and articulates the priorities of The Plan for Growth⁸ within planning policy. The NPPF introduces a 'presumption' in favour of sustainable development and supports proposals that are in accordance with policies in an up-to-date Development Plan. Sustainable development is about positive growth which supports economic, environmental and social progress for existing and future generations.

The Greater Manchester Strategy

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

4.4 *"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."*

4.5 The priorities set out within the Greater Manchester (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 GM 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.

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

4.7 These plans include:

⁸ HM Treasury/ Department for Business, Innovation and Skills, March (2011)

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 our 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. Work is expected to begin shortly to review and refresh Manchester City Council's Local Plan, in light of the strategic approach set by the GMSF.

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 to create and safeguard jobs, primarily through loans to support recycling, to maximise the impact of investment over several funding cycles;

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

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

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; and

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.

Manchester Core Strategy (2012)

- 4.8 Manchester's adopted Core Strategy (2012) sets out the City Council's vision for Manchester to 2026, along with the planning policies that provide the framework for delivering that vision. The review of the Local Plan will be an opportunity to consider the most appropriate planning policy for the city, including the Great Ducie Street SRF area.
- 4.9 The SRF area falls partially within the defined Regional Centre as set out in Policy EC3 and also within the city centre fringe, on the boundary with the designated city centre, as outlined within Policy CC1.
- 4.10 The SRF area has the potential to contribute strongly to a number of Manchester's key, strategic policy objectives as summarised below:
- **Policy SP1 Spatial Principles:** the Regional Centre will be the focus for economic and commercial development, retail, leisure and cultural activity, alongside high quality city living. Beyond these areas, the emphasis is on the creation of neighbourhoods of choice, providing high quality and diverse housing around district centres, which meet local needs, all in a distinct environment.

The majority of new residential development in these neighbourhoods will be in the Inner Areas, defined by the North, East and Central Manchester Regeneration Areas. It is noted that the River Valleys, including the Irk, and the City Parks, are particularly important; access to these resources will be improved. New development will maximise the potential of the city's transport infrastructure, in particular promoting walking, cycling, and the use of public transport.

- **Policy EC1 Employment and Economic Growth in Manchester** – the city centre fringe is identified as a key location for major employment growth.
- **Policy EC2 Existing Employment Space:** the City Council will seek to retain and enhance existing employment space and sites. Alternative uses will only be supported on sites allocated accordingly or where it can be demonstrated that:
 - the existing use is unviable in terms of business operations, building age and format;
 - incompatible with adjacent uses;
 - unsuitable having regard to the Manchester – Salford – Trafford Strategic Flood Risk Assessment; or,
 - on balance the proposals offer greater benefits in terms of vision and spatial objectives than the existing use.

There should be provision of a range of business space, types, sizes, quality and cost; leaving land vacant is not considered to be an efficient use of land.

- **Policy EC3 the Regional Centre:** Employment generating uses will be promoted within the Regional Centre, benefiting from the commercial assets of the core of the conurbation and the

opportunities to provide accessible employment to Manchester residents. New housing to complement the development of mixed use employment areas will be supported.

- **Policy EC4 North Manchester:** North Manchester is expected to provide approximately 14 hectares of employment land over the plan period. The key development opportunity is recognised as the City Centre Fringe areas of Strangeways and Collyhurst, where office (Use Class B1a) led mixed use development will be promoted with the potential for offices of regional significance. EC4 also identifies Strangeways Employment Area which adjoins the SRF boundary as an area where flexible employment space alongside support services can support entrepreneurship.
- **Policy EN14 Flood Risk:** promotes the sequential approach of directing away from sites at the greatest risk of flooding, highlights the need for an appropriate flood risk assessment, recognises the need to minimise surface water run-off, including from Sustainable Drainage Systems (SUDS) and appropriate use of Green Infrastructure.
- **Policy EN17 Water Quality:** highlights that with reference to the Manchester-Salford-Trafford SFRA and other relevant documents development should avoid any adverse impact on water quality and, where possible, enhance water quality; minimise surface water run-off from development and associated roads, and maximize the use of appropriate sustainable urban drainage systems; and, development should, where feasible and appropriate, seek to open up culverted or hidden watercourse beneath the site to improve the ecological status of that watercourse.
- **Policy CC1 Primary Economic Development Focus: City Centre and Fringe:** the city centre and the city centre fringe are respectively expected to accommodate 33ha and 25ha of office or similar employment development. Within these areas a variety of

high quality accommodation types, sizes and floorplates will be encouraged to boost investment by local, national and international businesses. The city centre and fringe will be considered a suitable location for the consideration of high density building and commercially led mixed use schemes. The focus for employment growth will be in B1a high density offices with particular encouragement given for such developments in the city centre north extending into Strangeways and Collyhurst.

- **Policy H1 Overall Housing Provision:** approximately 60,000 new dwellings will be provided in Manchester between March 2009 and March 2027. New residential development should take account of the need to contribute to creating mixed communities by providing house types to meet the needs of a diverse and growing population. The design of a scheme should contribute to the character of the local area. All proposals should make provision for usable amenity space, parking of cars and bicycles and prioritise sites close to high frequency public transport routes.
- **Policy H3 North Manchester:** over the lifetime of the Core Strategy North Manchester will accommodate around 20% of new residential development, equating to approximately 11,840 residential units. High density housing will be permitted within or adjacent to the parts of North Manchester that fall within the Regional Centre as part of mixed use schemes as well as along high frequency public transport routes. Cheetham Hill is identified as an area suitable for high density housing as part of mixed use schemes.
- **Policy H8 Affordable Housing:** new development (for all residential developments on sites of 0.3 hectares and above or where 15 or more units are proposed) should contribute to the city-wide target for 20% of new housing provision to be affordable. Developers are expected to use the 20% target as a starting point for calculating affordable housing provision. It is

envisaged that 5% of new housing provision will be social or affordable rented and 15% will be intermediate housing, delivering affordable home ownership options.

- **Policy EN1 Design Principles and Strategic Character Areas:** the site falls within the Central Arc Character Area, highlighting that significant areas of employment are found where this area overlaps with the fringe of the City Centre such as Strangeways which is large, distinctive, entirely industrial area suitable for further employment growth. Opportunities for good design to enhance the overall image of the city should be fully realised, particularly on major radial, orbital and rail routes.
- **Policy PA1 Developer Contribution:** where need arises as a result of development, the Council may seek developer contributions via planning obligations in the following areas, with priority to be assessed on a site by site basis, and a preference for on-site contributions and commuted sum payment where that is not possible:
 - Affordable housing
 - Education
 - Health and wellbeing facilities
 - Community facilities
 - Green infrastructure including open space
 - Public realm improvements
 - Protection or enhancement of cultural heritage or environmental value

- Safety and security
- Training and employment
- Highway improvements
- Climate change mitigation

4.11 The Core Strategy refers to the site location at a high level of detail only. The site falls within the identified North Manchester Regeneration Area and notes the following key challenges:

- High rates of worklessness and the need to target training to employment opportunities.
- Lack of quality in design of the built form and the public realm.
- Need to improve and diversify housing offer.
- Create and make best use of good transport access to job opportunities.

Saved Policies of the Manchester UDP

4.12 A number of Unitary Development Plan Policies remain extant following the adoption of the Core Strategy. The key policies within the UDP of relevance to the SRF area are as follows:

- **Policy CC4 – Environmental Protection:** The Council intends to enhance the character of Cheetham Hill Road, Bury New Road/Great Ducie Street, and the Metrolink line. A high standard of design will be expected from new developments in order to restore the unity and particular character of the roads, and to improve the setting of listed and other important buildings. In

addition, the Council will encourage the conservation and refurbishment of buildings of character and quality.

- **Policy E3** – The Council will upgrade major road routes by encouraging development of the highest quality. The need for a strong edge is acknowledged for Cheetham Hill Road.
- **Policy CC10 – Industrial and Commercial Uses:** The Council will encourage the continued high level of economic activity in Strangeways and lower Cheetham Hill Road areas, recognising particularly the needs of the wholesale trades which dominate these areas. The Council recognises the regional role played by this locality and will pursue policies designed to improve the efficiency of existing businesses (notably wholesale cash and carry and bulk distributive trades), by environmental improvements and better parking and servicing. Permission will be granted for the redevelopment of buildings or sites only where the proposals incorporate sufficient parking and servicing for their own needs, subject to a proper balance of other planning requirements contained in policies expressed elsewhere in the Plan.

Manchester Residential Growth Strategy (2016)

4.13 Notwithstanding the Core Strategy Housing target set in 2012, Manchester City Council is currently targeting the delivery of 2,500 units / annum over the next 10 years as part of its residential growth objectives.

4.14 2017 will be the first year since pre-recession that Manchester has reached this figure. Vacancies in the city centre accommodation are at 4% and despite a growing pipeline (currently 8427 units across 68 sites) there is a significant ongoing need for new homes.

4.15 Manchester is growing and new housing is required to support continued growth and talent retention. As well as supporting growth,

the residential agenda is fundamental to supporting enhanced productivity and therefore reducing the city's dependency, and ensuring that the city's existing productivity gap does not widen.

- 4.16 The majority of housing delivery will need to be through the private sector supported by the public sector. Affordability, a balanced mix of provision (tenures, price points, sizes etc.), high quality management regimes and design quality are all important priorities. Guidance and emerging policy across each of these areas has been published and will need to be carefully considered as part of any housing proposals coming forward, as part of a mixed use development on the site.

Housing Affordability Policy Framework (2016)

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

Manchester Residential Quality Guidance (2017)

- 4.18 The Manchester Residential Quality Guidance document was endorsed in December 2016 and aims to ensure that high quality, sustainable housing that meets the needs of Manchester and its communities will be built. The final version of the guidance was published in March 2017.
- 4.19 Prospective developers and their design teams bringing forward sites for residential development within the framework area must demonstrate that the scheme will deliver accommodation of the highest quality that complies with the guidance. Proposals that do not comply with this guidance must provide a compelling justification,

based on evidence and options analysis, in order to avoid refusal. This approach underpins the Council's aspiration to encourage the delivery of the highest quality range of residential development, which will contribute to sustainable growth and help establish Manchester as a world class city.

Regeneration Context

- 4.20 The Great Ducie Street SRF area has been a long standing regeneration priority for Manchester City Council with the land within the SRF area featuring in a number of existing Council policy documents. The SRF area also falls adjacent to a number of other SRF areas within Manchester and Salford.

North Manchester Strategic Regeneration Framework (2004, 2012)

- 4.21 The North Manchester Strategic Regeneration Framework highlights the importance of this area in contributing to the City's economy, and likewise the benefits to its communities of building easily accessible employment opportunities.
- 4.22 It notes that whilst the regeneration of the city centre did not spread northwards initially, more recent development has helped the city to grow beyond its traditional boundary. The document acknowledges the contribution that the Green Quarter residential development has made to link the city centre with North Manchester.
- 4.23 The 2012 update to the 2004 plan suggests that in the city centre fringe area, development should contribute to the growth of Manchester city centre. A mix of uses, including commercial, employment, leisure and residential, is encouraged, together with complementary services such as retail and healthcare.

- 4.24 From a housing perspective, the framework requires 11,800 units to be delivered by 2027. It is acknowledged that in the short term “the strategy must focus on sites most attractive to the market.”
- 4.25 The city fringe and Strangeways are identified as opportunities for strategic scale employment development; however, it is noted that the Council must ensure that the right types of business space is developed in the most appropriate locations. Coupled with the focus on employment, a major issue is the employment and skills agenda.
- 4.26 Spatial principles for the city fringe include the need to make the most of land available for high density development. Well managed accommodation is required to support the City’s economic growth projections and therefore is needed in this and other areas.
- 4.27 A mix of uses based on office and residential are appropriate, alongside complementary leisure and retail, at a high density and quality.
- 4.28 The fringe is earmarked for fundamental change to the character of the area, and the Council will seek to maximise the use of main road frontages and gateway locations to encourage growth of the city centre, improving connections with the city core through the development of strong, active pedestrian routes.
- 4.29 The SRF emphasises the need to attract high wage earners to this area and encourage quality grow-on space throughout North Manchester.

Strangeways Local Plan (2009)

- 4.30 The Strangeways Local Plan seeks to address the economic and physical issues of the area across a 10-15 year period.
- 4.31 Strangeways is described within the Local Plan as an area that already makes an important contribution to employment in Manchester – it

hosts the city’s highest concentration of business outside the city centre. Most of the businesses are classified as small businesses that benefit from the low cost-base.

- 4.32 Whilst the area is not in major decline there is a concern that its reliance on wholesale and distribution businesses means that it is susceptible to decline due to market changes such as direct marketing and e-commerce. The area’s overall image is industrial with poor quality units. This image limits the ability of Strangeways to interact positively with the city centre and benefit from the spread of development away from the centre.
- 4.33 The broad vision for Strangeways is for it to be a key employment, cultural and training destination in proximity to the city centre accommodating a broad range of business activities.
- 4.34 More specifically, the SRF area falls within the ‘City Fringe’ and ‘Riverside’ neighbourhoods as designated in the Strangeways Local Plan. The overall vision for these neighbourhoods is that it be redeveloped as an employment-led, mixed use and vibrant neighbourhood contributing to the revitalisation of the City Centre North.
- 4.35 Some of the key actions to facilitate this ambition included:

Riverside	City Centre Fringe
To introduce a mix of uses that will create a vibrant neighbourhood complementing the regeneration of the City Fringe neighbourhood and the wider City Centre North area.	To create a vibrant employment-led mixed use neighbourhood attractive to a range of business occupiers but catering specifically for the needs of growing indigenous firms.

Riverside	City Centre Fringe
To increase density of employment within the neighbourhood	To develop complementary leisure and retail facilities including hotels, cafes, bars and restaurants.
To allow a limited amount of supporting residential development where it can be demonstrated that it is necessary to enliven the area throughout the day and evening provide a genuine mixed-use environment, and ensure commercial remise can be available for the target markets.	To allow a limited amount of supporting residential development where it can be demonstrated that it is necessary to enliven the area throughout the day and evening provide a genuine mixed-use environment, and ensure commercial remise can be available for the target markets.
To provide a mix of office floorplates and buildings to ensure choice and flexibility	Create a landmark building on the corner of Trinity Way and Great Ducie Street that draws people into the heart of the scheme
	To develop buildings of an appropriate scale and height to define a City Fringe neighbourhood with taller buildings occupying the Trinity Way frontage

- 4.36 The Local Plan highlights the closure and demolition of the former Boddingtons' Brewery which provides a major development opportunity that can act as a catalyst for regeneration and drive investment from the city northwards.
- 4.37 A key element for the success of Strangeways is to diversify the employment offering whilst facilitating the continued contribution of the textile, wholesale and trade industries.

4.38 It should be noted that the Strangeways Local Plan was prepared in 2009. The planning and economic context of Manchester, and this part of the city centre, has moved on considerably in the intervening period.

City Centre North Strategy (2009)

- 4.39 The City Centre North covers over 71 hectares of land north of the retail and commercial core of Manchester city centre with Victoria Station at its heart. It is home to NOMA and a large quantity of other sites and operations which together make an important commercial location.
- 4.40 The City Centre North is a concept and vision of a defined location with an image of complementary roles and functions. These include:
- a destination
 - a gateway
 - a strategic commercial location
 - historic and cultural treasures
 - a family-friendly role
- 4.41 The area is rich in historic buildings, cultural venues, natural assets (including the River Irwell) and has all the ingredients to be one of the most accessible, sustainable and competitive areas of the city.
- 4.42 The southern part of Strangeways, including the former Boddingtons' Brewery site, is within the City Centre North strategy area.

Manchester city centre Strategic Plan (2015-2018)

- 4.43 The Strategic Plan includes a new city centre boundary that responds to the rapidly evolving economic geography of Manchester city centre. As both the economy and population of Manchester have grown, large scale mixed-use developments incorporating commercial, residential and leisure uses are driving change at its boundaries. The city centre boundary has therefore been extended to recognise the contribution of former 'fringe' areas and their relationship with the city centre.
- 4.44 The expansion of the city centre reflects a key imperative of Manchester's Strategy which is to drive the creation of sustainable neighbourhoods of choice which support economic growth and improve quality of life in these areas.
- 4.45 This extension means that the former Boddington Brewery site will be included within the city centre and will rapidly evolve into a desirable mixed use neighbourhood and a destination in its own right. The former Boddington Brewery site only covers the southern part of the Great Ducie Street SRF Area and this SRF will seek to extend the boundary further in this regard through delivery of development in the form of residential dwellings or new office space.
- 4.46 The SRF area benefits from being in close proximity to a number of other regeneration priorities in Manchester and Salford. Improving synergies between the SRF area and the areas adjacent to it is critical to its future success and developing the Northern Gateway.

Former Boddingtons Brewery Strategic Regeneration Framework (November 2015)

- 4.47 The former Boddingtons site, now known as UX, is seen as an opportunity to act as a catalyst for development in the wider area. The SRF identifies it as the gateway into the wider Strangeways area, encouraging the northwards expansion of the City Centre.
- 4.48 The 2015 update to the 2007 SRF advocates a genuinely mixed use approach, delivering 50% of the proposed development as residential

floorspace with the balance picked up as commercial and other non-residential uses including car parking, hotel, leisure and retail.

- 4.49 The former Boddingtons SRF sets out that commercial floorspace should provide grow-on space for existing businesses in the area. In addition, flexible space suitable for occupiers within the textile and fashion industry, or other sectors seeking larger floorplates should be included.
- 4.50 A range and mix of residential accommodation will be encouraged in a high quality and well managed environment to ensure the emergence of a vibrant new neighbourhood.
- 4.51 The masterplan seeks to enhance permeability, and as part of that, create high quality, legible public realm spaces and pedestrian linkages for the local residential and working community as well as visitors.

Irwell City Park (March 2008)

- 4.52 Irwell River Park was developed in partnership with Manchester City Council and Trafford Metropolitan Borough Council and adopted in March 2008. The SRF area falls within 'Zone 2 – Anaconda' within the Guidance.
- 4.53 The Irwell River Park project is now well underway, transforming an eight kilometre stretch of the Irwell corridor across the regional centre between MediaCity:UK and Peel Park creating the following:
- Connections between employment areas and visitor destinations that will enhance and increase economic activity and help create future employment opportunities.
 - New premier public areas to improve the way it looks and feels, to help attract further investment and enable residents and visitors to enjoy the space.

- A traffic free route from MediaCity:UK to the heart of Manchester and City Centre and beyond.
- Strategic walking and cycling connections across Irwell River Park will continue to be created in the future through the creation of new bridges along the River Irwell and private investment will underpin further investment along the Irwell River Park.

Greengate (March 2014)

- 4.54 The Greengate Regeneration Strategy was adopted by Salford City Council in March 2014 and comprises the area situated on the border of Salford and Manchester. The regeneration of Greengate is expected to unlock around £400 million of investment over the next 15 years, creating around 5,000 new jobs, delivering a minimum of around 1,800 new residential units and creating a vibrant new neighbourhood within the heart of the regional centre.
- 4.55 The strategy seeks to make Greengate an area that will be characterised by outstanding architecture, high quality public spaces, urban art and a distinctive waterside frontage. The Strategy recognises the importance of ensuring that Greengate is fully integrated into surrounding neighbourhoods and areas. Through enhanced links and improved access it will ensure that the rest of the city benefits from the expected level of investment and opportunities that will be created at Greengate in the coming years.
- 4.56 During 2016, Greengate has seen the delivery of 101 Embankment (165,000 sq. ft. office) and One Greengate (497 apartments). With Select Property Groups 'CitySuites' scheme (260 apartments) completing in Q1 2017, Renaker have also commenced construction on Exchange Court (350 apartments) and Norton Court (300 apartments). Consents are also in place for Embankment West (694 apartments) and 100 Embankment (160,000 sq. ft. of office floorspace).

- 4.57 It is widely recognised that Greengate is seen as a regeneration priority for Salford City Council, primarily due to its locational advantages. As well as the commercial and residential development which is committed in the area there is understood to be an aspiration for a cultural offering to be curated within Greengate. This would build upon the existing artistic community using space in the area, with a number of important assets already on the ground including:

Engine: At Engine's ArtWork in Greengate currently, there are over 100 artists working across 55 studio spaces alongside a coffee roaster and a furniture restorer. The venue also has exhibition and project spaces. The business has benefitted from the support of a local developer through the use of a 'meanwhile' site earmarked for future development.

Blueprint Studios: a well-established international brand in the recording industry and the choice of artists from Elbow, the Ting Tings, and American rapper Snoop Dog.

The Eagle Inn: an established and vital ingredient. It is already a sought-out music venue for emerging and established musical talent which has put Greengate and the Collier Street area on the musical map of Manchester.

- 4.58 It is clear that Greengate will form an important part of Salford's regeneration and a vision for an area which is truly mixed-use in nature is emerging. This will help create a neighbourhood of choice.

Lower Irk Valley Neighbourhood Development Framework (January 2016)

- 4.59 The Lower Irk Valley is a key edge of city location that can play a pivotal role in accommodating new residential and commercial development and creating an environment that seamlessly knits the area into the growth and extension of the city centre north and eastwards over the next ten to fifteen years.

4.60 The Lower Irk Valley Neighbourhood Development Framework was approved by Manchester City Council's Executive in January 2016 and aims to guide future comprehensive development in a manner that will realise this area's potential as an important contributor to the long term transformation of the city.

4.61 The NDF has been prepared on the basis of four distinct but interconnected character areas. These defined areas have varying and interlinked opportunities and each area is afforded their own Masterplanning Principles and Framework. In broad terms, this guidance indicates that a higher density apartment led form of development is anticipated in the character areas closest to the city centre, with the density decreasing and becoming lower rise further up the Valley area; however, in overall terms the area is capable of providing a high to medium density of residential accommodation.

4.62 There is an opportunity to transform the Lower Irk Valley, from an insular, remote location that is functionally and physically disconnected from the rest of the city, into a well-connected, active and fully integrated part of the Regional Centre. This is a key driving force behind the masterplan strategy for the four character areas.

4.63 The Framework identifies significant opportunities to deliver new development set against green and blue infrastructure with strong cycling and pedestrian connections. The Framework also identifies nodal points and key routes that are likely to be able to support community facilities, local retail and leisure facilities that will serve the area.

Angel Meadow: A Strategic Update to the NOMA Development Framework (2016)

4.64 This document forms part of a strategic update to the NOMA Development Framework to provide guidance on the future residential led development of land adjacent to Angel Meadow as well as to

identify potential opportunities to support and enhance the existing residential neighbourhood area focused around Ludgate Hill.

4.65 The purpose of the Angel Meadow Strategic Update Framework is to establish a series of development and urban design principles that will inform the future development of this area. These principles aim to ensure that new developments, as well as the evolution of existing developments within the Ludgate Hill neighbourhood, contribute towards the creation of a high quality, sustainable community whilst acting as a catalyst for wider regeneration. This latter point is particularly relevant for Angel Meadow given its key role in providing physical and functional links between the city centre, NOMA, Lower Irk Valley, Collyhurst, and New Cross.

New Cross Framework (2016)

4.66 The proximity of New Cross to the Northern Quarter and the city centre's wider employment, leisure, cultural attractions and transport connections, combined with improving economic conditions, has resulted in a significant increase in development interest and market activity within the New Cross area.

4.67 The economic outlook has continued to strengthen since the adoption of the 2015 NDF. Initially, the main focus of developer attention was on the area of New Cross immediately bounded by the Northern Quarter and Angel Meadow. Each of these adjoining areas have been subject to significant levels of public and private sector investment, and are acting as a positive catalyst for wider transformation of the north and east extended city centre.

4.68 At the time of producing the 2015 NDF, the most detailed guidance was produced in relation to the Northern Quarter and Angel Meadow. A set of 'strategic and coordinating development principles' were established for the other areas of New Cross, with a particular focus on the role of the areas and enhance connectivity between the city centre and communities of north and east Manchester.

- 4.69 Since the New Cross Framework was approved in 2015, there has since been a significant increase in the level of developer interest across the New Cross area. In addition, the City Council has launched wider plans to deliver major residential led development across Manchester's Northern Gateway which comprises of New Cross, Lower Irk Valley, Collyhurst, NOMA, and Angel Meadow which will create a joined up approach to the northern edge of the city centre.

HMP Manchester

- 4.70 HMP Manchester (formerly known as 'Strangeways Prison') originally opened in 1868 and was most recently subject to a significant re-build in the 1990s to create the existing facilities present today. However, a significant amount of the original structures from the Victorian prison have been retained with some awarded Grade II Listed status.
- 4.71 The prison does not fall within the SRF area and subsequently no development principles for it are set out within this document, however it is recognised that it is a significant presence in the area.
- 4.72 It is noted that in 2015 the Government announced an aspiration to replace increasingly dilapidated inner-city prisons with new facilities as part of wider prison reforms. HMP Manchester was not explicitly referenced at this time but considering its age and condition could be seen as a candidate for replacement in the future.
- 4.73 More locally, as part of the devolution agenda promoted through the Northern Powerhouse the Greater Manchester Combined Authority announced in July 2016 that there was commitment to looking into locations for the opening of new prison facilities in the region. This could open up potential for a consideration of whether the existing prison stock could be better utilised.

5 SRF area context

5.1 Economically the SRF area is predominately made up of a wide range of small to medium sized businesses, although there are a number of larger operations. Many of these, despite their scale, are important businesses within their industries.

5.2 Typically, businesses within the SRF area include, but are not restricted to, the following uses:

- Clothes/Fashion retailers
- Textile businesses
- Distributors
- Wholesalers
- Electronic Shops
- Restaurants
- Small manufacturers
- Jewellers
- Religious Establishments

5.3 The SRF area also encompasses a number of surface car parks. Most prominently these include the existing car park on the Former Boddington's Brewery Site and the SIP operated car park within the

Cheetham Hill Gateway Character Area. These two car parks accommodate 1,200 spaces.

5.4 Other public car parks are available in the wider area including the Manchester Victoria multi-storey car park which accommodates 958 spaces and, to the north of the SRF area within the Workshop District, is a surface car park on Park Place which accommodates approximately 60 spaces.

5.5 In August 2015, the Centre for Local Economic Studies prepared an Economic Assessment of the wider Strangeways Business District on behalf of Manchester City Council. This in depth analysis identifies that the key industries in the area are wholesale, textiles, and retail.

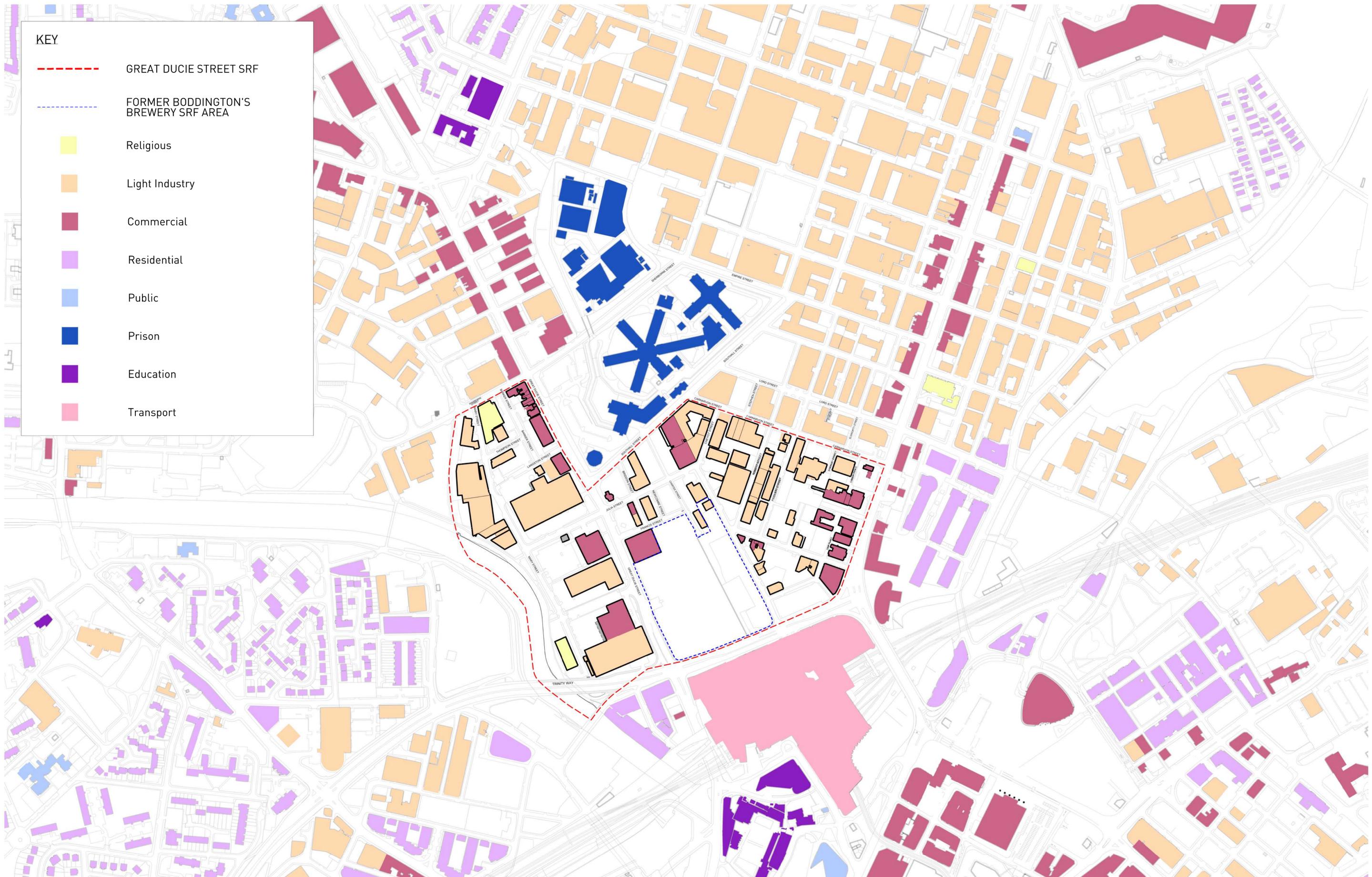
5.6 The wider Strangeways area, predominantly focused on the warehousing district beyond the boundary of this SRF, is described as a nationally prominent centre of fashion wholesale and retail companies. Wholesaling contributes a significant amount to the regional economy – 3.4% of total employment in Manchester (11,400) with concentrations in the Northern Quarter and Strangeways. It provides 36% of employment in Strangeways (over 1700 jobs) – the figure is 4.2% for England demonstrating Strangeways USP (ONS data, 2014 business count).

5.7 Evidence would suggest that retailing is becoming increasingly important and increasingly professionalised, with many businesses displaying characteristics of retail and wholesale sectors. This includes a focus on the sale of clothing, textiles and accessories. Wholesale traders with showrooms and retail as part of their overall offer has the potential to add vibrancy to the area, but requires investment in place-making and public realm to attract people and footfall.

5.8 The presence of the textiles industry in the area is interwoven with the wholesale and retail sectors. Manufacturing output is limited and mainly associated with textiles and wearable apparel.

KEY

- - - GREAT DUCIE STREET SRF
- - - FORMER BODDINGTON'S BREWERY SRF AREA
- Religious
- Light Industry
- Commercial
- Residential
- Public
- Prison
- Education
- Transport



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NOTE:

NOTE:

NORTH



Rev	Date	Description
001	31/01/2017	FIRST ISSUE
002	30/03/2017	AMENDMENT TO DRAWING
003	19/04/2017	AMENDMENT TO KEY
004	30/10/2017	BOUNDARY EXTENSION

Project Title
**GREAT DUCIE STREET
NEIGHBOURHOOD DEVELOPMENT
FRAMEWORK
MANCHESTER**

Status
FOR INFORMATION

Drawing Title EXISTING LAND USES		
Job No 10101	Scale 1:2500 @ A1 / 1:5000 @ A3	Date OCT 2017
Drawing No 10101-A-SRF-XP-002	Revision 004	

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KEY

-  GREAT DUCIE STREET SRF
-  FORMER BODDINGTON'S BREWERY SRF AREA
-  Strangeways Prison
-  Lord Street
-  Workshop Area
-  Former Boddington's Brewery
-  Waterfront
-  Key Route (Great Ducie Street)
-  Gateways



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NOTE:



Rev	Date	Description
001	31/01/2017	FIRST ISSUE
002	30/03/2017	AMENDMENT TO ANNOTATION
003	30/10/2017	BOUNDARY EXTENSION

Project Title
 GREAT DUCIE STREET
 NEIGHBOURHOOD DEVELOPMENT
 FRAMEWORK
 MANCHESTER

Status
 FOR INFORMATION

Drawing Title
 EXISTING
 URBAN CHARACTERISTICS

Job No
 10101

Scale
 1:2500 @ A1 / 1:5000 @ A3

Date
 OCT 2017

Drawing No
 10101-A-SRF-XP-014

Revision
 003

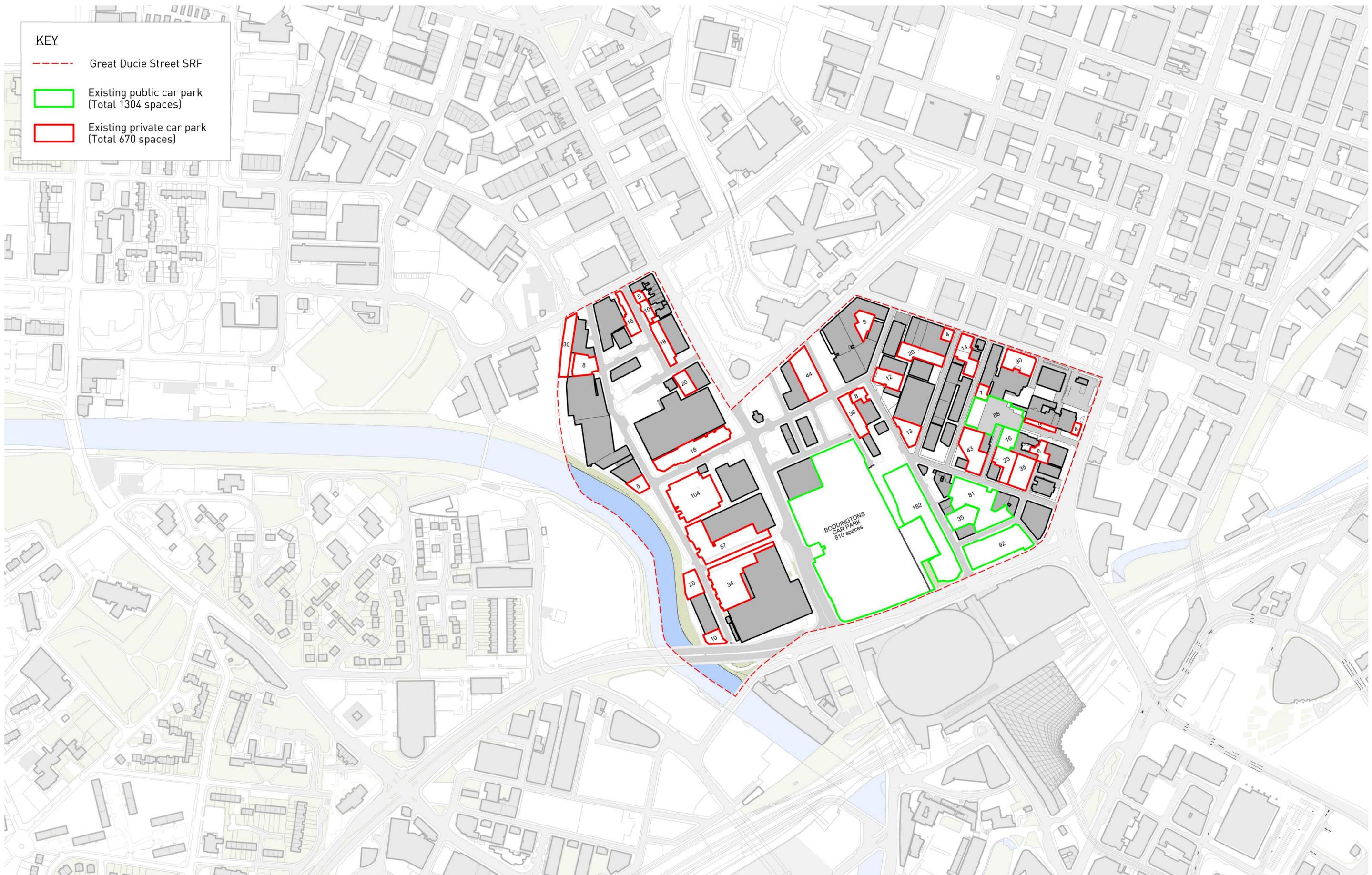
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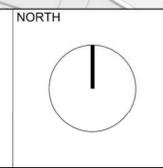
KEY

- Great Ducie Street SRF
- Existing public car park (Total 1304 spaces)
- Existing private car park (Total 670 spaces)



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NOTE:



Rev	Date	Description
001	31/03/2017	First Issue
002	31/31/2017	BOUNDARY EXTENSION

Project Title
GREAT DUCIE STREET NEIGHBOURHOOD DEVELOPMENT FRAMEWORK MANCHESTER

Status
FOR INFORMATION

Drawing Title Existing car parking spaces		
Job No 10101	Scale 1:2500 @ A1 / 1:5000 @ A3	Date OCT 2017
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- 5.9 Evidence suggests that the wholesale sector has diversified and operates across different markets, although it has not moved up the value chain. The clustering of wholesale businesses continue to hold advantages and its growth means it remains a major asset for Manchester, attracting buyers across the UK and internationally.
- 5.10 Despite the presence of a number of nationally important businesses within the wider Strangeways area more generally, there is a mix of quality within the area. The report identifies that changing trading conditions and consumer trends, as well as the role of large supermarkets and chain retailers, has been responsible for some businesses getting into difficulty. This has either led to businesses adapting their operating model, or closing as a result.
- 5.11 Nevertheless, the most successful companies continue to perform well and the report identifies that the particularly strong 'pull' factor for the warehouse district (as defined within the Strangeways Local Plan adopted in 2008 and located to the north of the Great Ducie Street SRF area) as a positive. The Warehouse District is the location of choice for many businesses in the fashion and accessories portion of the textiles business, and also has a prominent position within the UK markets. In addition to the benefits of clustering, the area's excellent transport links are a key factor in its attractiveness for businesses.
- 5.12 The report identifies a number of strengths and weaknesses of the wider Strangeways area.

Strengths

- 5.13 As well as the aforementioned 'pull factors' of the Warehouse District and the wider Strangeways Area's reputation as a national and international fashion wholesale and retail hub the report identifies that the Strangeways Area's diversity of markets and increasing level of exports are strengths.

- 5.14 On the back of this, there is evidence of strong links to the Chinese market through importing, exporting and investment. There is an established, community of Chinese owned businesses within Strangeways. Continued growth is expected as transport links with global economies increase, in particular new direct flights to China.
- 5.15 There is continued business and employment growth within the area despite demanding changes in the market and the impact of the recession. Rents are competitive, but reportedly beginning to increase which can be seen as a sign of success and high quality businesses in the area.

Weaknesses

- 5.16 However, the report also identifies a number of weaknesses. One of these is negative connotations with Strangeways, and the prison as a barrier for growth. This is predominately an issue with image and reputation of the wider area and is confounded by anecdotal evidence of illegal counterfeit trading by some traders.
- 5.17 A common theme is the poor quality of the public realm in the area which in particular harms the opportunities for retailers who want to showcase their produce. The lack of place-making in the area in general is a hindrance to trade.
- 5.18 The report highlights that "connections to the city centre continue to be limited, both physically and psychologically and there is little evidence of spill over activity from the city centre".
- 5.19 There is also an overdependence on the wholesale and retail sector – which is a strength but also a weakness if future market trends impact negatively on the performance of this industry. Similarly, whilst there a fashion cluster is developing it's still only a limited presence within the area.

- 5.20 This is compounded by a threat identified in the report that whilst local businesses and employment have still grown through recession, trading conditions are more difficult than they were, and will remain challenging for some time to come. Furthermore, the report suggests that there is a perceived lack of ambition of growth from some businesses. If this was to become the prevailing attitude then the growth of the fashion district would be undermined.
- 5.21 This echoes informal discussions with local stakeholders held by the authors of this framework, who suggest that whilst the current owners of businesses in the SRF area are successful, there is less appetite for younger generations to take over. This leads to succession planning issues and a question over the long-term future for some businesses.
- 5.22 One of the conclusions of the report, which is relevant to the vision set out in this document, is that there should be significant focus on this area of providing more start-up units and incubators, allowing progression of smaller to larger businesses.
- 5.23 It has been identified that: “the distinctive economic pattern found in the Warehouse District (located to the north of the SRF boundary) becomes increasingly diluted towards the city centre (i.e. the area covered by the SRF), as evidenced through recent market research.” In addition, the lack of any distinct physical or functional linkage to the city centre makes it feel remote. New development activity has the potential to start to re-brand and re-define the area as part of an expanded city centre, all as part of building its brand, its exposure and perceived prominence.
- 5.24 One of the prevalent industries in the SRF area, wholesale and distribution, is likely to change considerably in the coming years due to increases in technology and e-commerce. Deloitte’s Shed of the Future report, published in 2014, looks into emerging trends within the industry and what a modern-day operator would require. The report describes several trends in requirements for this kind of property, both existing and future demands.
- 5.25 Existing demands for warehousing type commercial property include several physical issues. Flexible spaces are important to businesses, meaning they can adapt, for example to the time of year. Being able to increase or decrease floor space when needed can contribute to flexibility.
- 5.26 Another option for companies in an area that houses several of these kinds of businesses, could be to use a consolidation centre. This is when there is a central facility that deals with deliveries for a variety of retailers, these can be of particular benefit when trying to deliver to dense urban locations.
- 5.27 The report sets out that possibly the most important issue to companies is the location. There is a rise in demand for smaller “urban warehouses” close to major conurbations. There is also a significant demand for large, regional distribution centres, though this is set to plateau as more come forward.
- 5.28 With the expected growth in demand from eCommerce it is considered that sustainable locations for future warehouse distribution centres will be essential. Additionally, there is also evidence that smaller businesses are becoming involved in distribution – for example, Etsy (a creative online marketplace) has developed Etsy Wholesale to allow customers to connect with larger companies⁹.
- 5.29 It is imperative that the Great Ducie Street Framework prescribes a vision for the development of the area that complements and, as far

⁹ <https://www.tradegecko.com/blog/e-commerce-is-the-future-of-wholesale-6-reasons-why> (2015)

as possible, supports the continued growth of the wider Strangeways area.

- 5.30 This Chapter provides an overview of the SRF area's land uses and physical environment. This Chapter makes reference to a number of Character Areas within the SRF area – Riverside, Cheetham Hill Gateway, Southall Street, and Mary Street. Further details on these areas are found within Chapter 7 of this framework.

Land Use and Urban Environment

- 5.31 The largest current development opportunity site relates to the former Boddingtons Brewery (now referred to as UX) located on the junction of Great Ducie Street and New Bridge Street. The site is currently occupied by surface car parking and is the subject of a separate SRF.
- 5.32 Within the Great Ducie Street SRF area, there is also an early opportunity for the redevelopment of the plot currently occupied by Whispering Smith on the opposite side of Great Ducie Street, together with adjoining land to the west of Mary Street and adjoining the River Irwell. This site could provide a landmark building and a gateway into the SRF area and deliver a riverside public space and other public enhancements that will dramatically transform the perceptions of the area and act as a catalyst for further positive change. This indicative first phase is discussed further in Chapter 8 of this document.
- 5.33 Further north along Great Ducie Street (A56), beyond the junction with Julia Street, plots will only be available to the west as HM Strangeways prison occupies the land to the east. The western frontage of the street is occupied by one light industrial unit, currently occupied by Shonn Bros, and a range of smaller retail/commercial units with some residential above that are predominantly vacant. There is a clear opportunity to create a new identity in this area by replacing vacant units with new ground floor commercial opportunities with additional residential apartments above to create a critical mass of local population to support these amenities.

- 5.34 Currently, plots located in the Riverside part of the SRF area do not form a relationship with the River Irwell as it is generally occupied by light industrial units set back from Mary Street. These development plots have the opportunity to offer an active frontage to Mary Street and to offer views over the River Irwell and into Salford the west to create a positive relationship with the blue infrastructure.

Existing Land Uses

- 5.35 Specific land uses within the SRF area are predominately industrial with a variety of low-rise units housing a wide range of businesses, as described within the character area descriptions provided in Chapter 8 of this document.

Surrounding Land Uses

- 5.36 The site's location at the northern edge of the city centre ensures that there are a wide range of uses in the vicinity.
- 5.37 To the south of the SRF area fronting New Bridge Street lies the Manchester Arena. This 21,000 capacity arena is Manchester's premier concert and live event venue attracting up to 1,000,000 visitors per year. The venue has hosted music, entertainment and sport events at a local, national, and international level. In November 2016 a £1.5mn Go-Karting complex opened within the basement of the building.
- 5.38 The connections to the arena have been improved as part of the Victoria Station refurbishments featuring a new fully accessible footbridge into Manchester Arena directly from the station.

INSERT: 10101-A-SRF-XP-005 – Existing Physical Barriers

- 5.39 To the north east of the SRF area further into Cheetham Hill, is a continuation of the typical industrial grain that typifies the area. These include further light industrial and warehousing units in a varying range of conditions but also the Manchester Fort Shopping Centre, a retail park with a range of occupiers. HMP Manchester is also located directly adjacent to the north east of the site.
- 5.40 The area to the north west of the SRF area is predominately industrial in nature, with a number of warehousing and light manufacturing businesses alongside car spare parts businesses and haulage yards. The Private White V.C. factory – who manufacture high end clothing - is also located to the north-west of the site. Beyond the industrial area is are traditional residential neighbourhoods categorised by low-rise housing estates.
- 5.41 To the east of the SRF area is the Green Quarter – a residential-led, mixed-use development brought forward by Lend Lease comprising of high-rise apartment buildings, an office building, and a hotel. This long established development includes a degree of open space at its heart and a small number of associated retail units. Beyond this lies the Lower Irk Valley, as described below in this chapter.
- 5.42 To the west of the SRF area, across the River Irwell, is the developing Greengate area in Salford as described within paragraphs 4.54 – 4.58 within this document.

Proximity to Green/Open Space

- 5.43 The SRF area benefits from being located in close proximity to the River Irwell and River Irk. Both river corridors have been identified as major opportunities for improvement and regeneration, which promotes healthy environments within good access to blue infrastructure.
- 5.44 The area generally lacks good quality public space including green spaces. The River Irwell corridor will be the focus for the delivery of

green space and will complement other river focused regeneration strategies (i.e. Northern Gateway focused on the River Irk and Eastlands Regeneration Framework with an area focused around the River Medlock as well as the Ashton Canal). In addition, St. Michael's Flags and Angel Meadow are within accessible walking distance of the SRF area. The city centre's public spaces at Sadler's Yard, Exchange Square, Cathedral Gardens, and the wider Medieval Quarter, are also within easy walking distance.

- 5.45 More widely within North Manchester is Heaton Park, which is Europe's largest municipal park and easily accessible by Metrolink from Victoria Station.

Flood Risk

- 5.46 The site includes land which falls within Flood Zone 2 and land benefitting from Flood Defences, as designated by the Environment Agency Flood Map and illustrated in Figure 5.1 below.
- 5.47 For clarity, the light blue shading represents land that falls within Flood Zone 2, the dark blue line represents a water course, and the hashed dark blue shading represents land benefitting from Flood Defences.
- 5.48 The Environment Agency state that for land within Flood Zone 2 is assessed as having between a 1 in 100 and 1 in 1,000 annual probability of river flooding (1% – 0.1%), or between a 1 in 200 and 1 in 1,000 annual probability of sea flooding (0.5% – 0.1%) in any year.
- 5.49 It is clear from Figure 5.1 that parts of the site falls within Flood Zone 2, with the remaining areas to the east located in Flood Zone 1. Flood Zone 1 is assessed as having a less than 1 in 1,000 annual probability of river or sea flooding (<0.1%).



Figure 5.1 - Flood Zones

5.50 The SRF area also falls within the 'Conurbation Core' Critical Drainage Area as set out within the Greater Manchester Strategic Flood Risk Assessment.

Historic Environment

5.51 The SRF area does not fall within a Conservation Area with the nearest being the Cathedral Conservation Area, which abuts the local

authority boundary with Salford, and Shudehill Conservation Area, solely in Manchester, both located approximately 500m to the south of the site. It should be noted that the Manchester Arena occupies a prominent location and, as such, obstructs views from the city centre.

5.52 With regard to Listed Buildings within the framework area there is only one relevant building of interest – which is the Grade II Listed Former Synagogue on Cheetham Hill Road:

1. Former Synagogue – Grade II – 1208420

5.53 Within the wider area, but outside the framework area, there are a number of other Listed Buildings:

2. Knowsley Hotel – Grade II – 1197784
3. Boys Prison Block of Strangeways Gaol - Grade II – 1254636
4. Gatehouse of Strangeways Gaol – Grade II – 12546470
5. The Tower of Strangeways Gaol – Grade II – 1254672
6. Former Free Library – Grade II – 1389630
7. Roman Catholic Church of St Chad and Presbytery St Chads – Grade II - 1208542
8. Churchyard Walls of Roman Catholic Church of St Chad – Grade II – 1197786



Figure 5.2 – Map of Listed Buildings

Educational Facilities

5.54 There are a wide range of primary and secondary schools within the local area and wider North Manchester. The nearest state primary is located less than one mile from the SRF area. The nearest state secondary school is approximately one and a half miles from the site. Notwithstanding this, as the population increases within the SRF area

in accordance with this strategy, the need for additional school provision within the SRF area will continue to be assessed as part of city-wide provision, and will become a relevant planning consideration, in line with Core Strategy PA1 should a clear need be identified.

5.55 A number of specialist schools are also present in the adjoining city centre including Chetham’s School of Music and the Royal Northern College of Music.

5.56 The SRF area also benefits from proximity to a number of key universities in the region including Manchester University, Manchester Metropolitan University and Salford University. These institutions provide undergraduate and postgraduate courses as well as education courses for the community.

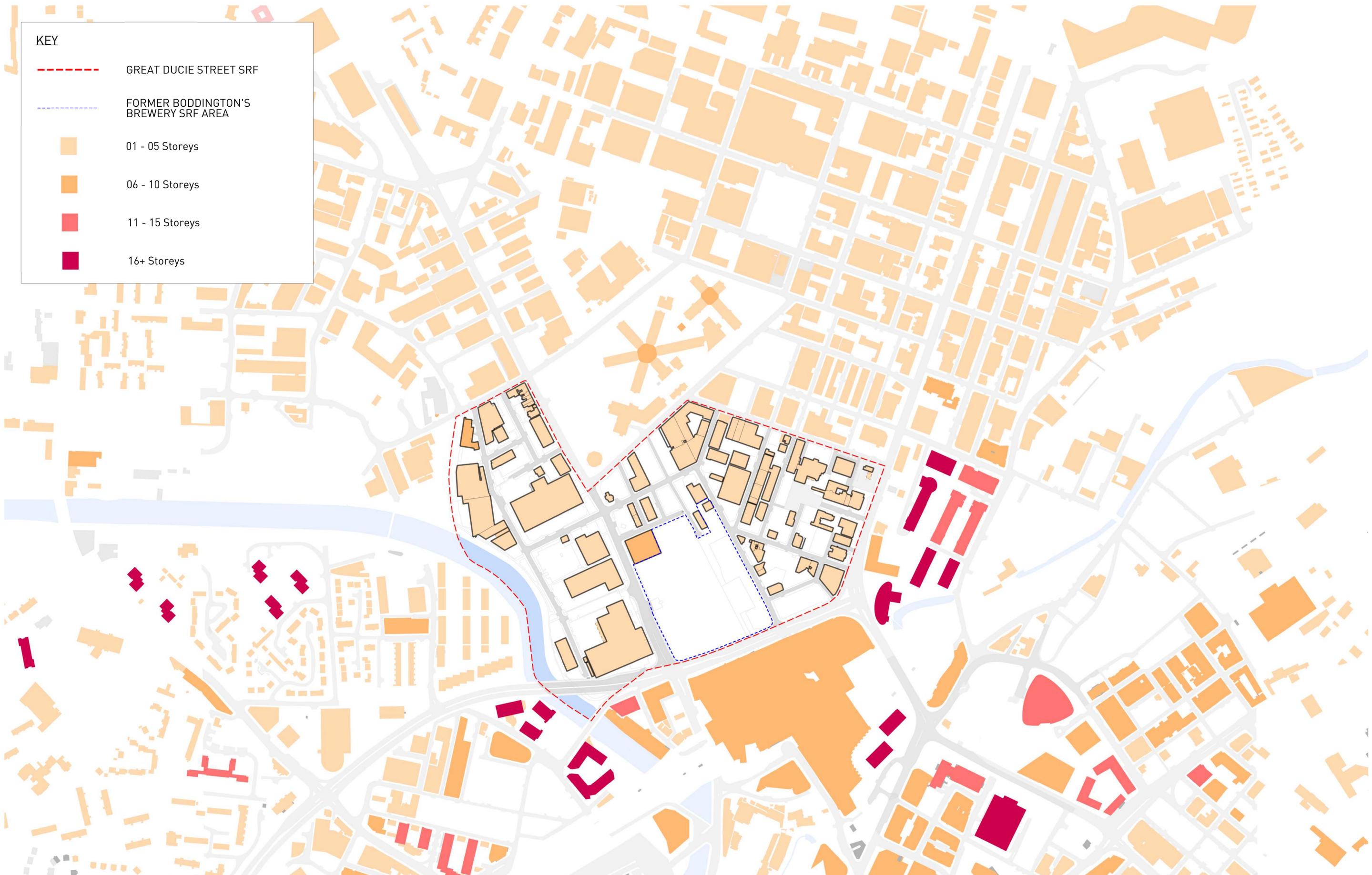
Leisure Facilities

5.57 The site is located approximately 2 miles from the Abraham Moss Leisure Centre in Crumpsall which includes a wide range of facilities that are accessible by all. The site is accessible by public transport include bus and Metrolink with the Abraham Moss site located on site as part of the Bury line.

5.58 A wide range of private leisure facilities including gyms and studios are available within and around Manchester city centre. Facilities are also available at a number of the higher education providers described in this chapter.

KEY

- GREAT DUCIE STREET SRF
- FORMER BODDINGTON'S BREWERY SRF AREA
- 01 - 05 Storeys
- 06 - 10 Storeys
- 11 - 15 Storeys
- 16+ Storeys



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Contractor to report any dimensional discrepancies,
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NOTE:

NORTH



Rev	Date	Description
001	31/01/2017	FIRST ISSUE
002	31/03/2017	CONTEXT AMENDED
003	30/10/2017	BOUNDARY EXTENSION

Project Title
**GREAT DUCIE STREET
NEIGHBOURHOOD DEVELOPMENT
FRAMEWORK
MANCHESTER**

Status
FOR INFORMATION

Drawing Title
**EXISTING
BUILDING HEIGHTS**

Job No 10101	Scale 1:2500 @ A1 / 1:5000 @ A3	Date OCT 2017
Drawing No 10101-A-SRF-XP-003	Revision 003	

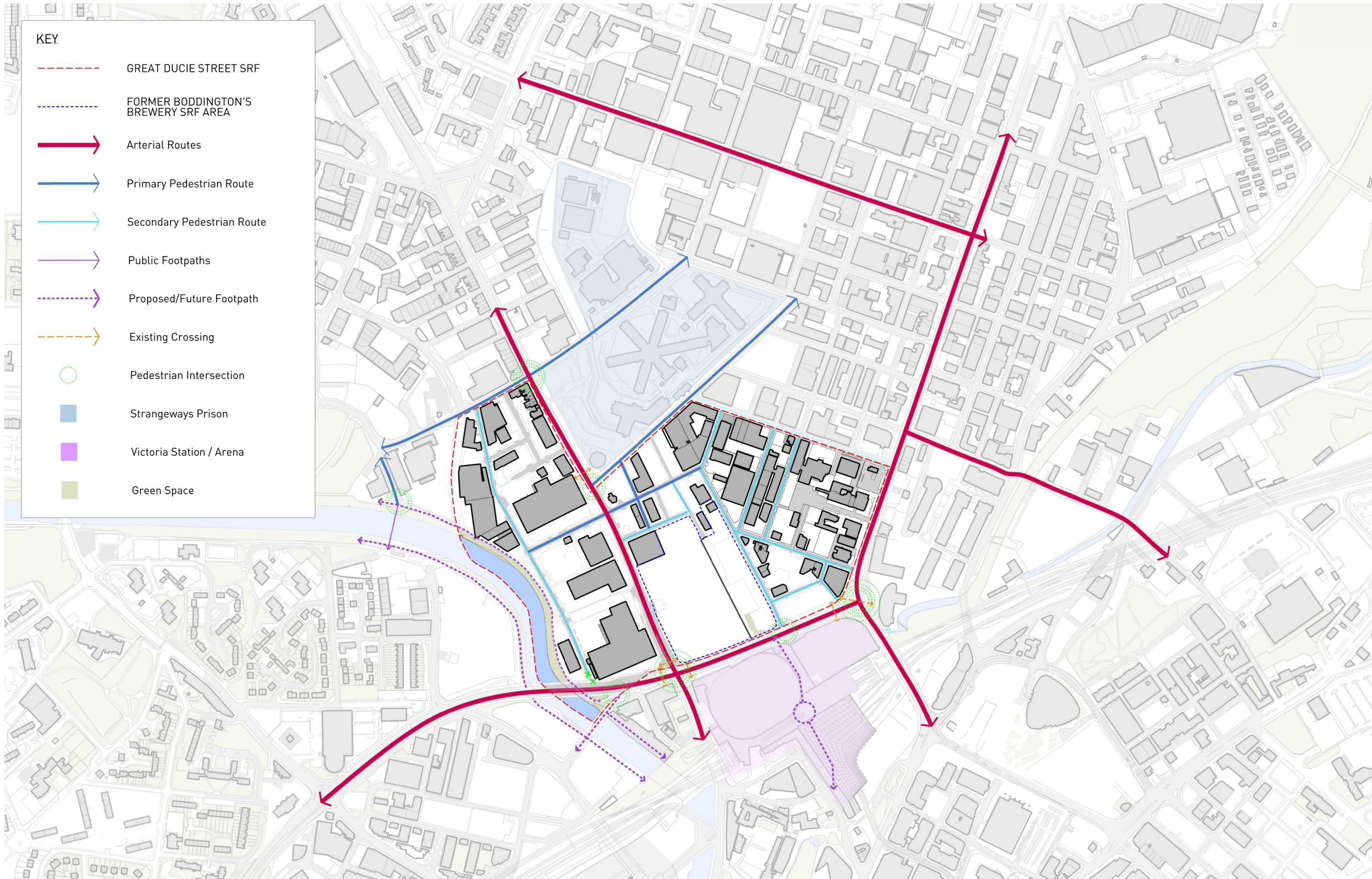
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KEY

-  GREAT DUCIE STREET SRF
-  FORMER BODDINGTON'S BREWERY SRF AREA
-  Arterial Routes
-  Primary Pedestrian Route
-  Secondary Pedestrian Route
-  Public Footpaths
-  Proposed/Future Footpath
-  Existing Crossing
-  Pedestrian Intersection
-  Strangeways Prison
-  Victoria Station / Arena
-  Green Space



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NOTE:

NOTE:

NORTH



Rev	Date	Description
001	31/01/2017	FIRST ISSUE
002	02/02/2017	KEY SYMBOLS AMENDED
003	31/03/2017	CONTEXT AMENDED
004	30/10/2017	BOUNDARY EXTENSION

Project Title
**GREAT DUCIE STREET
NEIGHBOURHOOD DEVELOPMENT
FRAMEWORK
MANCHESTER**

Status
FOR INFORMATION

Drawing Title
**EXISTING
PEDESTRIAN MOVEMENT**

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6 Site Wide Strategic Framework

Key Objectives

An Enhanced Economic Role for the Area

- 6.1 The framework proposes a 50:50 split between residential and non-residential, largely commercial uses, so that a truly mixed-use neighbourhood can be delivered which is vibrant and vital throughout the week.
- 6.2 Higher density mixed use development set within a high quality environment is envisaged. This form of development should significantly increase the quantum and quality of employment floorspace and jobs within this area via replacement of the existing low density, low quality employment uses
- 6.3 As a basic principle, any future redevelopment will be expected to deliver more employment floorspace than exists currently to exploit and expand the Strangeways area's wider commercial base and potential. The proposed masterplan for the framework area has been devised to deliver an estimated 275,000 sq. m of floorspace which is approximately 165,000 sq. m more than has been calculated as the existing figure. In terms of job creation it is estimated that current employment in the SRF area is in the region of 1,500 to 2,000 FTE. The estimated employment yield is in the region of 8,000 to 9,000 FTE jobs.

- 6.4 In this regard, no singular residential development schemes will be permitted unless they are clearly identified as a part of a credible multi-phase scheme within a single ownership (or in the case of multiple land ownerships where a robust and evidenced collaboration agreement is in place relating to the delivery of the whole phase).
- 6.5 The economic future of the SRF area must, as far as possible, support high quality uses within the wider Strangeways Area and add value to Manchester's existing offer.
- 6.6 The employment provision within the Great Ducie Street SRF should complement existing businesses, through providing accommodation to help facilitate the transition for small scale businesses and start-ups. These businesses will require affordable accommodation with good links to the existing distribution and textile knowledge in the wider Strangeways area. This type of accommodation will also be attractive for businesses looking for premises away from the city centre core where rental values are higher. This in turn will blend the wider Strangeways area with an expanding Manchester city centre.
- 6.7 It is well established that digital and creative industries are a growth sector within the Manchester economy and therefore there is an opportunity to encourage provision of facilities and workspace that attracts digital and creative industries. This growth is aligned with trends at a national and international level.
- 6.8 Businesses within this sector are more likely to move to distinctive but different accommodation that offers flexibility in terms of floorspaces available but also presents the opportunity for a business ecosystem to be developed and a sustainable community to be built.
- 6.9 This will necessitate a range of commercial typologies to come forward. Attracting digital and creative industries will allow better connections to be made between established wholesale or textile companies in the wider Strangeways area. With the future of both

these industries increasingly dependent on grasping the opportunities presented by e-commerce these synergies may prove critical.

- 6.10 The SRF area could also accommodate more traditional office buildings for large floorplate occupiers looking for more cost effective rental accommodation or back of house services; however, demand is expected to be limited in this location. In this regard, there are a number of well-placed and more established locations including for example NOMA, Mayfield, Piccadilly, First Street, and Circle Square, as well as the UX site on the Former Boddington's Brewery. There may be greater potential for a more flexible larger workspace product, allowing collaboration. It is anticipated that this would be driven by demand which may arise as a consequence of small business growth, as the business base of the area further develops and matures.
- 6.11 Flexible leasing strategies should be used where appropriate to encourage a mix of uses in the area involving start-up businesses and independent operators, as well as established operators. Flexible terms on leasing agreements will reflect the fact that the wholesaling and textiles sector is dynamic and business models are constantly adapting and changing to new trends described in Chapters 3, 4 and 5.
- 6.12 Applicants bringing forward schemes will be required to present their commercial strategy for securing full occupation of the proposed commercial space. As well as leasing strategies, the early identification of suitable, value added target occupiers should be provided. This could include within initial phases for example, small scale manufacturing and premium 'Made in Britain' brands, as well as the digital and e-commerce occupiers within the fashion and textile industry.
- 6.13 A relatively modest amount of retail floorspace could be appropriate within the SRF area, with the most appropriate format being ground floor commercial units to supplement residential and commercial uses. The influx of residential accommodation as well as commercial

occupants will provide a suitable market to encourage occupiers to locate in the area, principally to serve the 'locally generated' needs.

- 6.14 Consideration has been given to the uses proposed across the SRF area so that an appropriate balance is reached between delivering commercial workspace and introducing new residential, hotel, and retail/leisure uses. These new uses have been introduced to better address the SRF area's strategic location on the northern edge of the city centre. Hotel uses are certainly a possibility along key road frontages reflecting proximity to the city centre and Manchester Arena.
- 6.15 The distribution of these new uses has been focused to the south of the SRF area, with commercial uses maintained towards the north of the SRF area. This is so that uses within the SRF area provide a transition between the mainly commercial uses to the north of the area, and the residential-led developments in-and-around the Greengate area. Residential uses have also been focused towards the south of the SRF area to minimise distances to public transport facilities, such as Victoria Station and Shudehill Interchange.
- 6.16 Residential uses have also been focused to the west of the SRF area, to make maximum use of the natural amenity of the River Irwell. Ground floors of proposed buildings can accommodate retail and leisure uses to activate the proposed riverside pedestrian route.

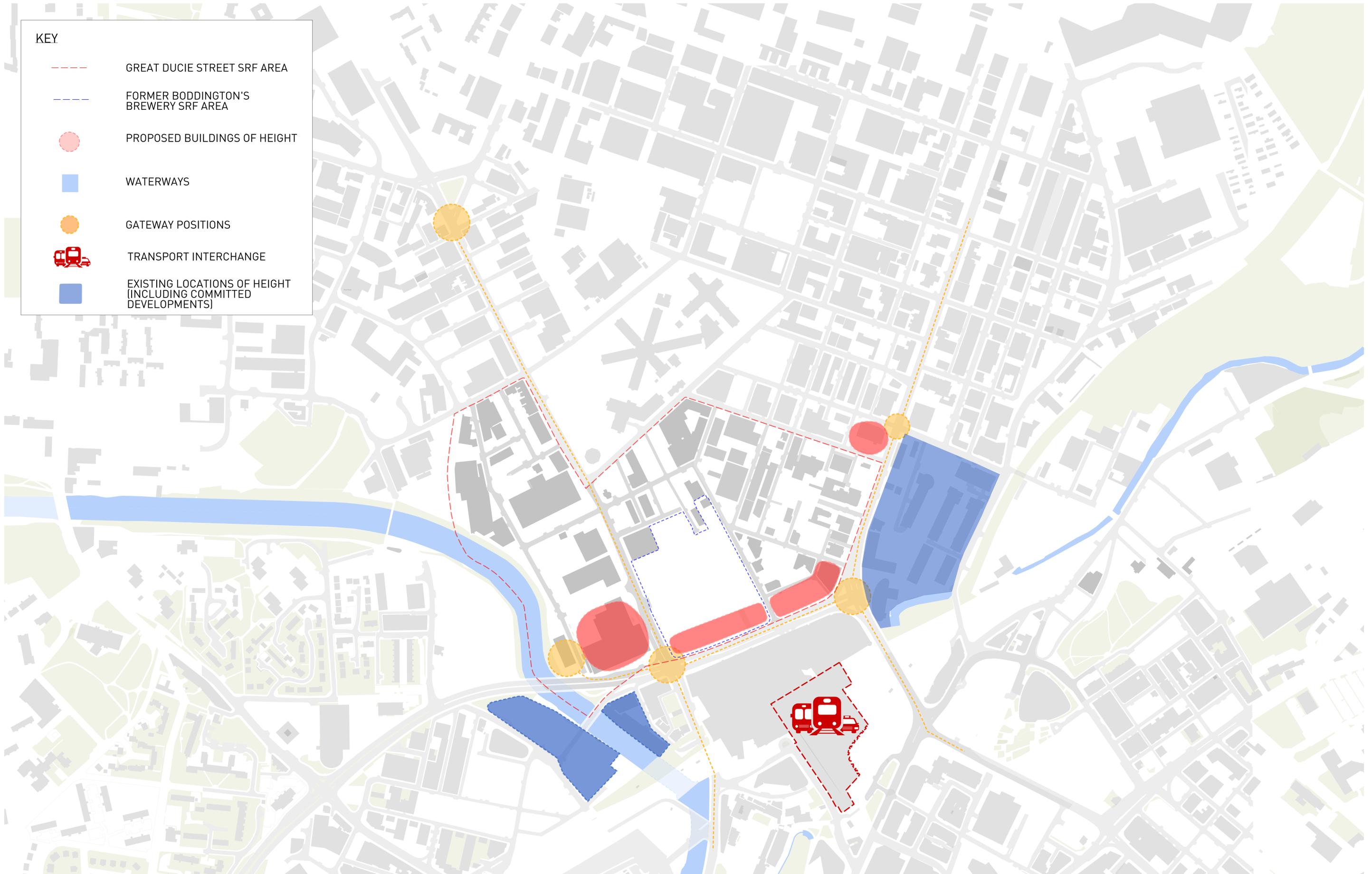
Providing High Quality, Sustainable New Homes, Contributing to a Balanced Housing Supply

- 6.17 A key objective is to diversify the land use within the SRF area as a means of driving regeneration and delivering high quality sustainable new housing. This is essential in terms of addressing the city's vision to be a place where residents from all backgrounds feel safe, can aspire, succeed and live well. It is also of fundamental importance in terms of supporting the city's vibrant, growing and increasingly diverse population. It recognises the need to balance economic

- growth and productivity enhancement with the housing supply to sustain that. It also recognises the need to balance wages and housing costs.
- 6.18 New residential development within the SRF area must therefore demonstrate that the scheme will deliver a finished project of the highest quality that aligns with the requirements of Manchester's Residential Design Quality Guidance seeks. Proposals that do not comply with this guidance and fail to provide compelling justification, based on evidence and options analysis, will be refused.
- 6.19 The proposed density of development in this area, demands the need to provide a significant amount of high quality public and private amenity space to support the local community and the creation of a neighbourhood of choice. The amount of private amenity space should at least meet the requirements of Manchester's Residential Quality Guidance.
- 6.20 New housing should contribute to Manchester's overall needs in terms of ensuring a balanced housing supply. Housing mix and tenures will be assessed on a site by site basis within the SRF area, taking into account up to date Council assessments of housing need and economic viability. It is however, considered that this area represents an important opportunity to diversify Manchester's housing offer and widen choice around the expanding city centre. This will include housing for families, downsizing households, younger age cohorts working in and around the city centre including within the SRF area itself.
- 6.21 A wide range of residential typologies are considered to be appropriate within the SRF area. In particular, the opportunity to bring forward housing appropriate for occupation by a family must be considered within schemes. Single and duplex apartments can be provided as well as townhouse units that could have associated private gardens.
- 6.22 Where ground floor commercial uses are not considered appropriate, active frontages may be achieved through the position of residential front doors, which will provide enhanced animation to the street scene or some small-scale amenity around central public spaces.
- 6.23 The introduction of residential development into an area with existing use values associated with generally low quality employment land, will significantly increase land value. It should therefore be emphasised that the Local Planning Authority will expect all development to contribute 20% affordable housing in line with Core Strategy Policy H8, as well as other environmental and infrastructure requirements deemed to be necessary in planning terms on a site by site basis. It is therefore imperative that such considerations are factored into the consideration of land values when land deals are being formulated within the area. This is essential to avoid a scenario whereby planning restrictions will sterilise investment and development due to unrealistic expectations of value and developer profit. In this scenario, the City Council's position will be that no development is better than substandard development that does not meet this clearly stated objective of the framework.

KEY

-  GREAT DUCIE STREET SRF AREA
-  FORMER BODDINGTON'S BREWERY SRF AREA
-  PROPOSED BUILDINGS OF HEIGHT
-  WATERWAYS
-  GATEWAY POSITIONS
-  TRANSPORT INTERCHANGE
-  EXISTING LOCATIONS OF HEIGHT (INCLUDING COMMITTED DEVELOPMENTS)



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NOTE:



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Project Title
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Drawing Title GATEWAYS AND BUILDINGS OF HEIGHT			
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Building Inclusive Communities

- 6.24 As a mixed-use neighbourhood the SRF area should include the wide range of uses that are key to supporting any successful urban district. In this area, those uses will support the wide range of residents and occupiers that are being targeted. These should include facilities like good schools, health facilities, leisure & cultural facilities, and an appropriate level of retail provision. These can be delivered in bespoke facilities or through taking leases with commercial units.
- 6.25 Delivering residential amenity facilities, where supported by an appropriate commitment to manage these facilities in the long-term, shall be encouraged within residential developments.
- 6.26 Cross relating to the place-making section of this document, creating communities and community pride requires spaces for social interaction, as well as places to relax and retreat from busy urban life. Buildings and spaces should be relevant to those who will occupy them across a broad spectrum of need from: young to old; buyers to renters; families to the elderly; and, single employers to employees.

Sustainability and Resilience

- 6.27 All development in the SRF area shall include measures to reduce carbon emissions and include sustainable features.
- 6.28 Effects on air quality should be managed to the highest standards of best practice during the construction period of all new development. This is a requirement of Core Strategy Policy EN16 which requires developers to take measures to minimise and mitigate the local impact of emissions from traffic generated by the development, as well as emissions created by the use of the development itself, including from Combined Heat and Power and biomass plant. When assessing the appropriateness of locations for new development the Council will consider the impacts on air quality, alongside other plan

objectives. This includes cumulative impacts, particularly in Air Quality Management Areas.

- 6.29 In line with the aspirations of the Manchester Residential Quality Guidance, there will be a requirement for schemes to robustly demonstrate how they have been future proofed to reduce maintenance requirements.
- 6.30 Flood Risk and Surface Water Drainage has been identified as a key issue for development across the framework area that will need to address in a sustainable manner. Future development must include a robust approach to its flood risk and drainage strategy. This should highlight how the proposals will not increase flood risk and have an ambition of reducing the impact of increased surface water drainage on the sewer network. It is preferable that these strategies are devised in conjunction with early engagement with United Utilities.
- 6.31 For relevant sites landowners and developers should seek to acquire riparian rights to discharge direct to water at an early stage of any acquisition.
- 6.32 As part of a robust approach towards a drainage strategy the following points should be implemented, unless site specific constraints mean that this is not possible to create a deliverable scheme:
- Incorporation of sustainable drainage systems – including above ground systems for storage and conveyance of surface water - into development proposals unless there is clear evidence that this would be inappropriate.
 - Direct drainage of surface water into the River Irwell, where appropriate.
 - Incorporating soft landscaping to reduce amounts of hard surfacing.

- 6.33 Considerable investment in supporting infrastructure will be required across the area. As a result of the increased level of development in the area, early phases of development may need to establish whether a Primary Substation is required. Following discussion with the Local Planning Authority, a suitable location for such infrastructure to be delivered in the SRF area would need to be found.
- 6.34 Upgrades to electrical supply services will be needed to support new development and a growing population. A range of power solutions will establish a robust power supply network. This should include consideration of a micro grid across key areas. Sustainable infrastructure solutions will anticipate developments in low carbon supply.
- 6.35 Resilient power and fibre infrastructure and flexible energy sources will ensure smart management of homes, businesses and neighbourhoods and flexible land uses and occupation.
- 6.36 Low carbon homes with low energy and resource demand will be encouraged as basis for future affordability, energy security and efficiency.

Density and Place-Making

- 6.37 In line with existing planning policy there will be an assumption towards delivering high density development that maximises the potential of land within the SRF area without overdevelopment.
- 6.38 In its existing form, the SRF area is vastly underutilised. This SRF including the accompanying masterplan, promotes a significant increase in density. However, this has to be carefully considered to mediate between the general low-scale buildings found to the north of the SRF area, and the taller buildings to the south of the SRF area. An indicative heights drawing is included within Appendix B.

- 6.39 Increasing the density of development in cities is crucial to provide sustainable growth, long term economic competitiveness; vibrancy and the opportunity to incorporate multiple land uses. The appropriate density of urban development should however balance economic viability, urban design strategy and policy objectives.
- 6.40 A key component of this will be demonstrating that the quality of contemporary building design, the high standards of performance, and the quantum of public and private amenity space is sufficient to support the density that is proposed, and will support the vision for the SRF area as set out in this document. In all cases, for all densities of development, it will be a requirement that new public and private spaces are of the highest quality.
- 6.41 A critical component to the success of the SRF area is the inclusion of high quality, durable, accessible and well-designed public spaces that enhance the character of the SRF area. A network of high quality public space is indicated within Appendix A and it is expected that this will be delivered as a whole by future development.
- 6.42 Future development must ensure that the SRF area develops a "sense of place" through intelligent place-making and design. New proposals should enhance the area's image and improve its overall reputation, profile and legibility. This is fundamental to the delivery of a neighbourhood of choice based around a sustainable mix of high quality housing with an expanded employment offer. Through this, there is an opportunity to successfully expand the city's core and strengthen its overall offer both in terms of quality of life and opportunities for residents. In addition, its offer as a location for investment and to do business, building upon its existing fashion and textiles business base, will be enhanced.
- 6.43 New development within the area should improve connections to the city centre, the higher functioning Strangeways Employment Area, Green Quarter, Lower Irk Valley, Greengate, and communities to the north. In improving access to the city centre, there is an opportunity

to also improve accessibility to public transport as well as promoting cycling and walking.

6.44 The pedestrian environment along the Inner Ring Road and other major vehicular routes should be enhanced including, where possible, better pedestrian crossing facilities. Environmental buffer zones should be provided to mitigate the adverse environmental conditions of these heavily trafficked routes. It is considered that residential uses could be set back from the Great Ducie Street and New Bridge Street frontages to reduce the impact of noise on residential amenity. Tree planting and greening should be encouraged throughout the SRF area, including to the heavily trafficked edges; however, this will need to be carefully coordinated around utilities locations.

6.45 Where a tall building is suggested as part of the masterplanning work that has been prepared, it will also be necessary to demonstrate that the proposals are able to robustly satisfy the firmly established criteria for assessing the merits of tall buildings within national and local planning policy guidance. In assessing tall buildings, this means that particular emphasis will be placed on:

- Understanding effects on the historic environment through a visual impact analysis and assessment of verified key views.
- Ensuring that microclimatic effects in terms of wind and sunlight / daylight, do not have an adverse effect on the safety, comfort or amenity of the area.
- Proposals for tall buildings will need to be sustainable. In terms of energy use, the City Council's policy standards will be expected to be properly addressed and where possible surpassed.
- Landmark buildings will need to be of the highest architectural quality and have a positive relationship to the city's skyline.
- They should contribute to the legibility of the area, and the provision of public space and high quality public realm.

- The design needs to be credible and therefore demonstrably deliverable.
- Tall building proposals within key city centre regeneration areas should have clearly identified regeneration benefits. They should act as a catalyst to the positive regeneration outcomes.

6.46 High density residential development can also create challenges in terms of how the practical elements are most effectively accommodated. It will therefore be necessary for all practical elements, such as car parking, cycle parking, waste storage and collection, to be integrated into the development and to comprehensively address Manchester City Council's Residential Design Quality Guidance.

6.47 The design must appropriately mitigate identified environmental impacts on-site and in the immediate vicinity. This will include wind microclimate, surface water drainage and daylight and sunlight effects, to ensure that a high environmental quality for all future users and residents is established.

River Irwell

6.48 Development fronting the River Irwell should take full advantage of this natural asset and simultaneously contribute to the improvement of the riverside experience and the creation of a green corridor. This should include provisions within the design of any scheme to allow increased access to the riverside, and enhancement to the river as an ecological resource. Development should also contribute to the creation of a connected route that allows better links with the city centre. The creation of an attractive riverside environment is critical to attracting people to live and work in the SRF area.

Interface with the Inner Ring Road

6.49 The site's location within close proximity to the Inner Ring Road (Trinity Way) should be carefully considered – addressing issues

including noise, air quality and other microclimate matters should be an important factor of detailed design. Opportunities to improve the experience along the Inner Ring Road, through incorporating high quality architectural design on the key frontages within the SRF area, will be encouraged.

Street Hierarchy

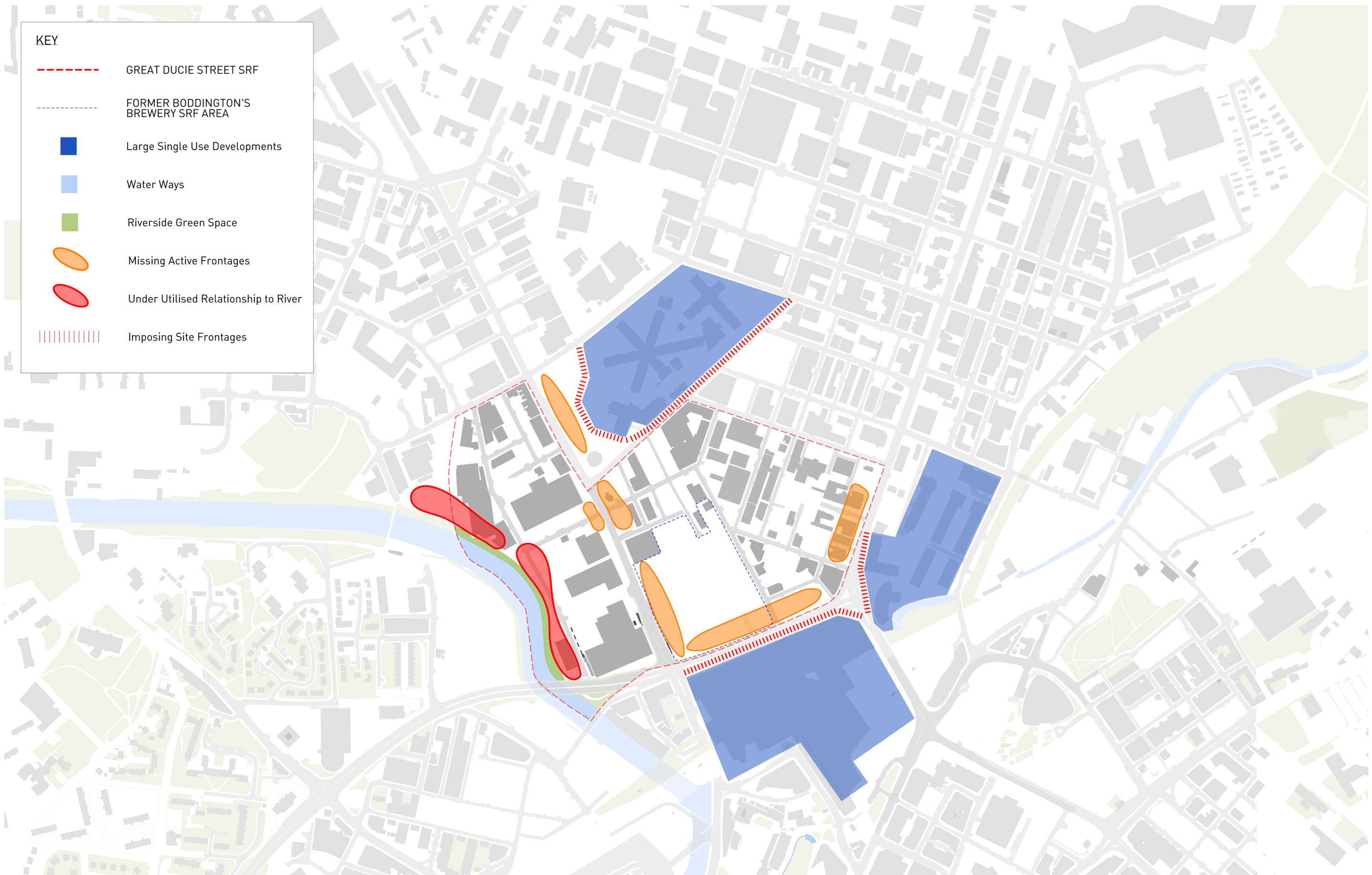
- 6.50 Establishing a clear hierarchy of routes through the area, the improvement of existing pedestrian routes, and the provision of additional ones are key components of addressing its lack of permeability, legibility and ease of movement.
- 6.51 The routes should respond to key pedestrian desire lines and opportunities to create connections. This should be facilitated through the adoption of a series of layouts and treatments based on best practise Manual for Streets principles, including the use of the following street types:
- Road: increased pavement widths, no on-street parking, defined pavement edges / kerb, 2 lane carriageway.
 - Street A – Vehicular Access: standard pavement widths, no on-street parking, defined pavement edges / kerb, 2 lane carriageways.
 - Street B – Pedestrian Priority: shared surface, on-street parking, less defined pavement edges / no kerbs, single lane carriageway.
 - Street C – Pedestrian Only: no vehicles, public realm /amenity space, increased trees and street furniture.
- 6.52 Where possible priority should be given to pedestrians over vehicles. This can be achieved through ensuring that vehicles only circulate where needed and that pedestrians can permeate to as many parts of the framework area as possible. Areas of focus for this dynamic

should include those closest to key features, such as the riverside walkway.

- 6.53 Direct connections across the SRF area will be encouraged, especially those on an east to west basis and routes that link in with riverside walkway.

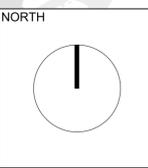
KEY

-  GREAT DUCIE STREET SRF
-  FORMER BODDINGTON'S BREWERY SRF AREA
-  Large Single Use Developments
-  Water Ways
-  Riverside Green Space
-  Missing Active Frontages
-  Under Utilised Relationship to River
-  Imposing Site Frontages



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NOTE:



Rev	Date	Description
001	31/01/2017	FIRST ISSUE
002	31/03/2017	Context amended
003	30/10/2017	DIAGRAM AMENDED AND BOUNDARY EXTENSION

Project Title
**GREAT DUCIE STREET
NEIGHBOURHOOD DEVELOPMENT
FRAMEWORK
MANCHESTER**

Status
FOR INFORMATION

Drawing Title EXISTING UNDER UTILISED FRONTAGES		
Job No 10101	Scale 1:2500 @ A1 / 1:5000 @ A1	Date OCT 2017
Drawing No 10101-A-SRF-XP-007	Revision 003	

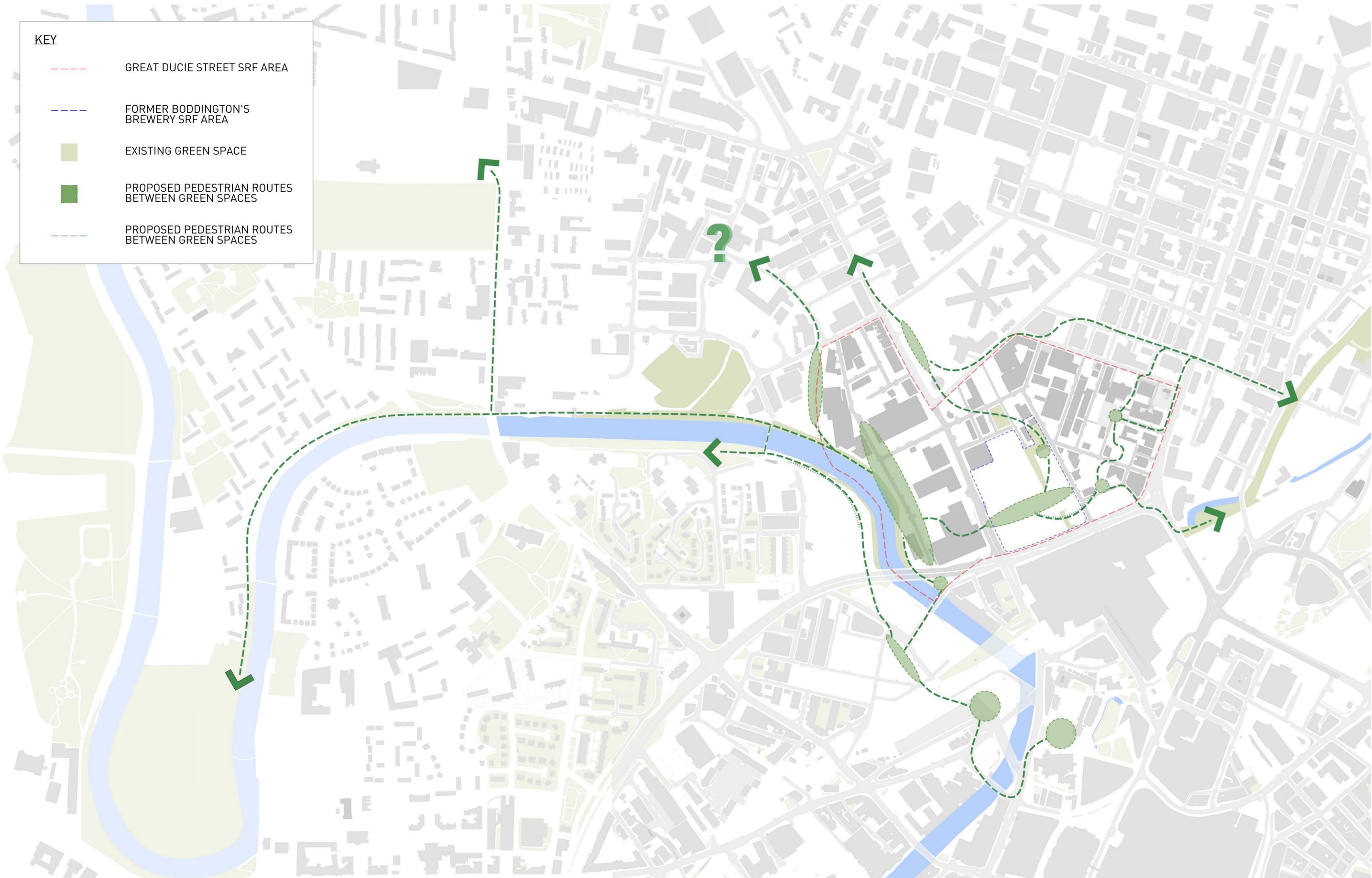
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KEY

- - - GREAT DUCIE STREET SRF AREA
- - - FORMER BODDINGTON'S BREWERY SRF AREA
- EXISTING GREEN SPACE
- PROPOSED PEDESTRIAN ROUTES BETWEEN GREEN SPACES
- - - PROPOSED PEDESTRIAN ROUTES BETWEEN GREEN SPACES



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Rev	Date	Description
001	31/01/2017	FIRST ISSUE
002	02/02/2017	EXISTING GREEN SPACES REMOVED FROM FORMER BODDINGTON'S BREWERY AREA
003	31/03/2017	AMENDMENT TO DIAGRAM
004	30/10/2017	BOUNDARY EXTENSION, AMENDMENT TO DIAGRAM

Project Title
**GREAT DUCIE STREET
NEIGHBOURHOOD DEVELOPMENT
FRAMEWORK
MANCHESTER**

Status
FOR INFORMATION

Drawing Title
GREEN CONNECTIONS AND ROUTES

Job No
10101

Scale
1:3000 @ A1 / 1:6000 @ A3

Date
OCT 2017

Drawing No
10101-A-SRF-XP-010

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004

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Active Frontages

- 6.54 New buildings should be designed to support active frontages, particularly around key public spaces and pedestrian desire lines, to promote street life and enhanced animation to the street scene. This may be in the form of ground floor active commercial uses or, where commercial uses are not appropriate, through design e.g. the position of residential front doors.
- 6.55 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.

Sustainable and Safe Development

- 6.56 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.
- 6.57 Regeneration of the SRF area should promote a sustainable development, including through maximisation of its locational advantages and proximity to public transport nodes, as well as through building design.
- 6.58 Development should be designed to allow accessibility for all and create a safe and secure environment using the principles of "Secure by Design."

Residential Amenity

- 6.59 Residential amenity will be an important consideration in ensuring that the SRF can become a neighbourhood of choice. The detailed site analysis has identified that there are a number of contextual factors that will need to be addressed, including the microclimate issues generated by the proximity of major traffic routes.

- 6.60 The combination of employment and residential uses will need to be carefully designed and managed.
- 6.61 In addition, in accordance with Manchester Core Strategy Policy DM1 Development Management, new development must have regard to a range of specific issues and identify how these will be addressed.
- 6.62 New development should create an environment where the amenity of residents and the environment within the site with regard to privacy, microclimate, noise, refuse management, safety and vehicular movement for example are maximised.
- 6.63 Storage for refuse should be enclosed and contained within the perimeter block, minimising any impact on key elevations and the street frontage.

Land Ownership

- 6.64 Where appropriate the City Council will utilise its ownership of land in the SRF area to deliver against its strategic objectives either alone or, more commonly, in conjunction with a developer in the local area.
- 6.65 Where feasible, developers should seek to maximise land assembly prior to progressing with detailed proposals. The Local Planning Authority will need to take assurances that a site can be brought forward by the Applicant, and that there are no onerous land ownership issues.

Utilities

- 6.66 It is expected that due to the intensification of uses within the SRF area that there will inevitably be a need for utilities to be relocated or improved. This requirement should be identified as early in the development process as possible, and information provided to the Council on utilities within the SRF area, in particular for early phases,

within the Planning Application. Applicants will be expected to relocate utilities where development necessitates that this takes place.

Access and Movement

- 6.67 The introduction of pedestrian crossings on routes to facilitate enhanced access will be explored to better link the city centre into the SRF area. New cycle routes should be provided through the SRF area.
- 6.68 New cycle routes should be provided through the SRF area, to connect to and enhance existing routes. New residential and office development should incorporate cycle parking facilities and public cycle parking should also be provided within new public realm.
- 6.69 Access and Servicing for the SRF area should be appropriately planned to reduce any potential impact on residential amenity. It should take account of any transport implications that may arise from deliveries or servicing vehicles.

Car and Cycling Parking

- 6.70 As the number of people within the SRF area increases, appropriate parking spaces will need to be provided. Details of this will be assessed as applications come forward. These proposals should demonstrate the ability to accommodate the necessary vehicle spaces on a plot-by-plot basis, when assessed against the excellent public transport facilities located within walking distance.
- 6.71 It is proposed that, in addition to the Multi-Storey Car Park (MSCP) being proposed within the redevelopment of the former Boddington's SRF, that additional MSCP spaces will be provided within the SRF area where these cannot easily be accommodated within site boundaries, and also given the appropriateness of this area as an ongoing commuter car parking location.

6.72 As part of the future car parking offer across the SRF area, the provision of charging points for electric cars should be incorporated and future proofed in terms of future developments' power requirements.

6.73 For residential development in the framework area proposals should consider the feasibility of incorporating space for a car club scheme to utilise.

6.74 High quality cycle parking and amenities will be required and sought as part of commercial and residential developments. This will be addressed through the consideration of future development planning applications.

Character Features

- 6.75 Architectural diversity is encouraged to create a neighbourhood that is varied in character and which contributes towards the creation of a neighbourhood with a strong sense of place.
- 6.76 Whilst it is recognised that the majority of building stock within the SRF area is of low quality, there are a number of notable buildings which are of merit. These are identified for each Character Area within Chapter 7. Where possible and practical these buildings should be retained and revitalised to add to the overall character of the SRF area.
- 6.77 Landmark buildings of scale will be appropriate within the SRF area, as identified within the masterplan. These proposals will need to be robustly justified in planning, design, and environmental terms.

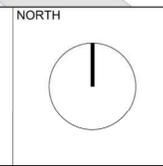


KEY

- GREAT DUCIE STREET SRF AREA
- PROPOSED CHARACTER AREA BOUNDARIES
- BARRIER
- VEHICULAR ROUTES
- PROPOSED RIVERSIDE VIEWS
- ACTIVE FRONTAGE
- PEDESTRIAN ROUTES
- VEHICULAR JUNCTION
- PUBLIC SPACE
- PEDESTRIAN JUNCTION
- SUNPATH
- LANDMARK BUILDING

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NOTE:



Rev	Date	Description
001	06/04/2017	FIRST ISSUE
002	31/10/2017	BOUNDARY EXTENSION

Project Title
GREAT DUCIE STREET NEIGHBOURHOOD DEVELOPMENT FRAMEWORK MANCHESTER

Status
FOR INFORMATION

Drawing Title
PROPOSED SITE ANALYSIS DIAGRAM

Job No 10101	Scale 1:1000 @ A1 1:2000 @ A3	Date OCT 2017
Drawing No 10101-A-SRF-P-100	Revision 002	

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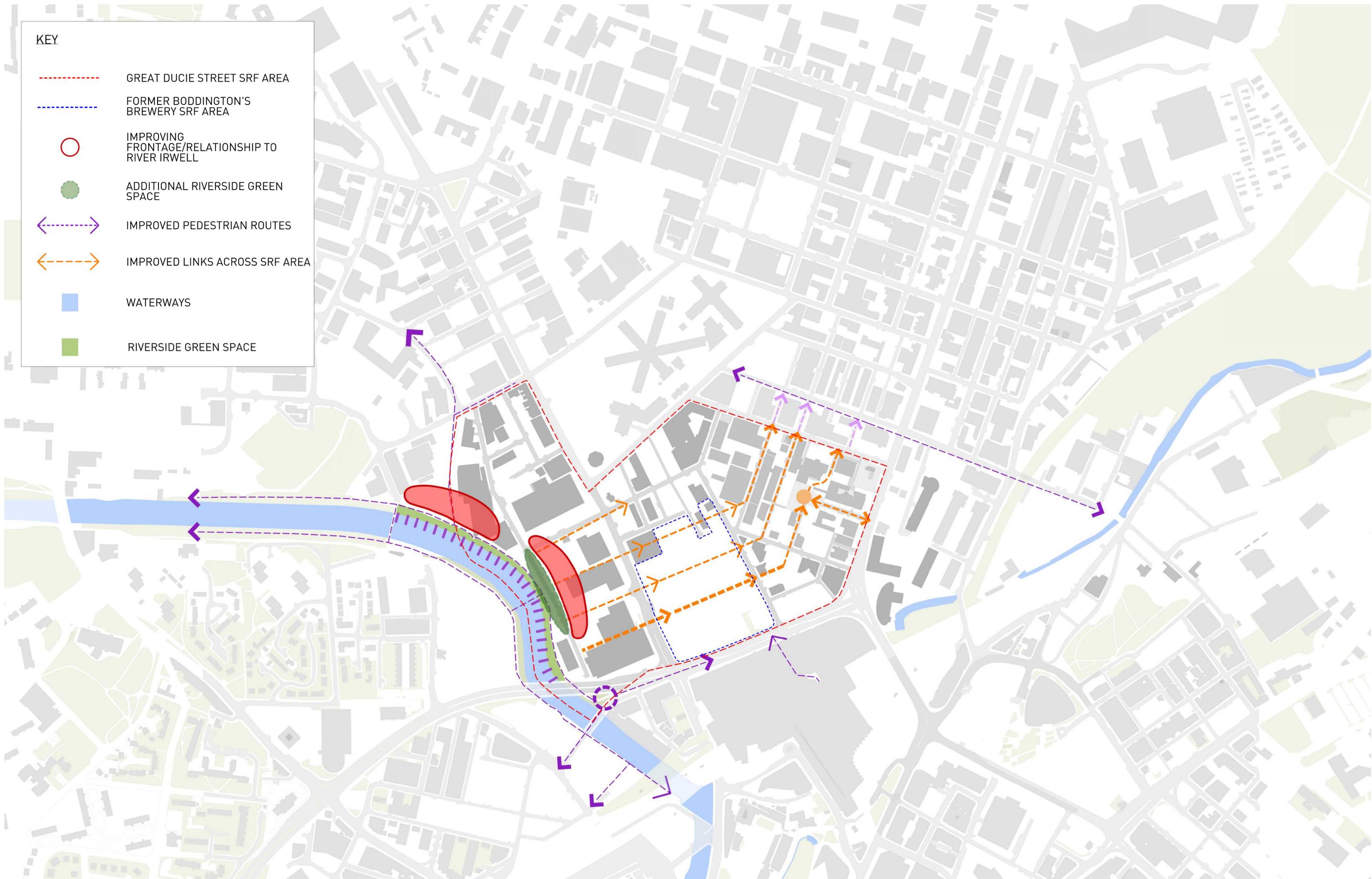
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KEY

- - - GREAT DUCIE STREET SRF AREA
- - - FORMER BODDINGTON'S BREWERY SRF AREA
- IMPROVING FRONTAGE/RELATIONSHIP TO RIVER IRWELL
- ADDITIONAL RIVERSIDE GREEN SPACE
- ↔ IMPROVED PEDESTRIAN ROUTES
- ↔ IMPROVED LINKS ACROSS SRF AREA
- WATERWAYS
- RIVERSIDE GREEN SPACE



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001	31/01/2017	FIRST ISSUE
002	02/02/2017	DIAGRAM AND KEY AMENDED
003	31/03/2017	DIAGRAM AND KEY AMENDED
004	30/10/2017	BOUNDARY EXTENSION, DIAGRAM AMENDED

Project Title
**GREAT DUCIE STREET
NEIGHBOURHOOD DEVELOPMENT
FRAMEWORK
MANCHESTER**

Status
FOR INFORMATION

Drawing Title
**PROPOSED
LINKS AND FRONTAGE**

Job No 10101	Scale 1:2500 @ A1 / 1:5000 @ A3	Date OCT 2017
Drawing No 10101-A-SRF-XP-008	Revision 004	

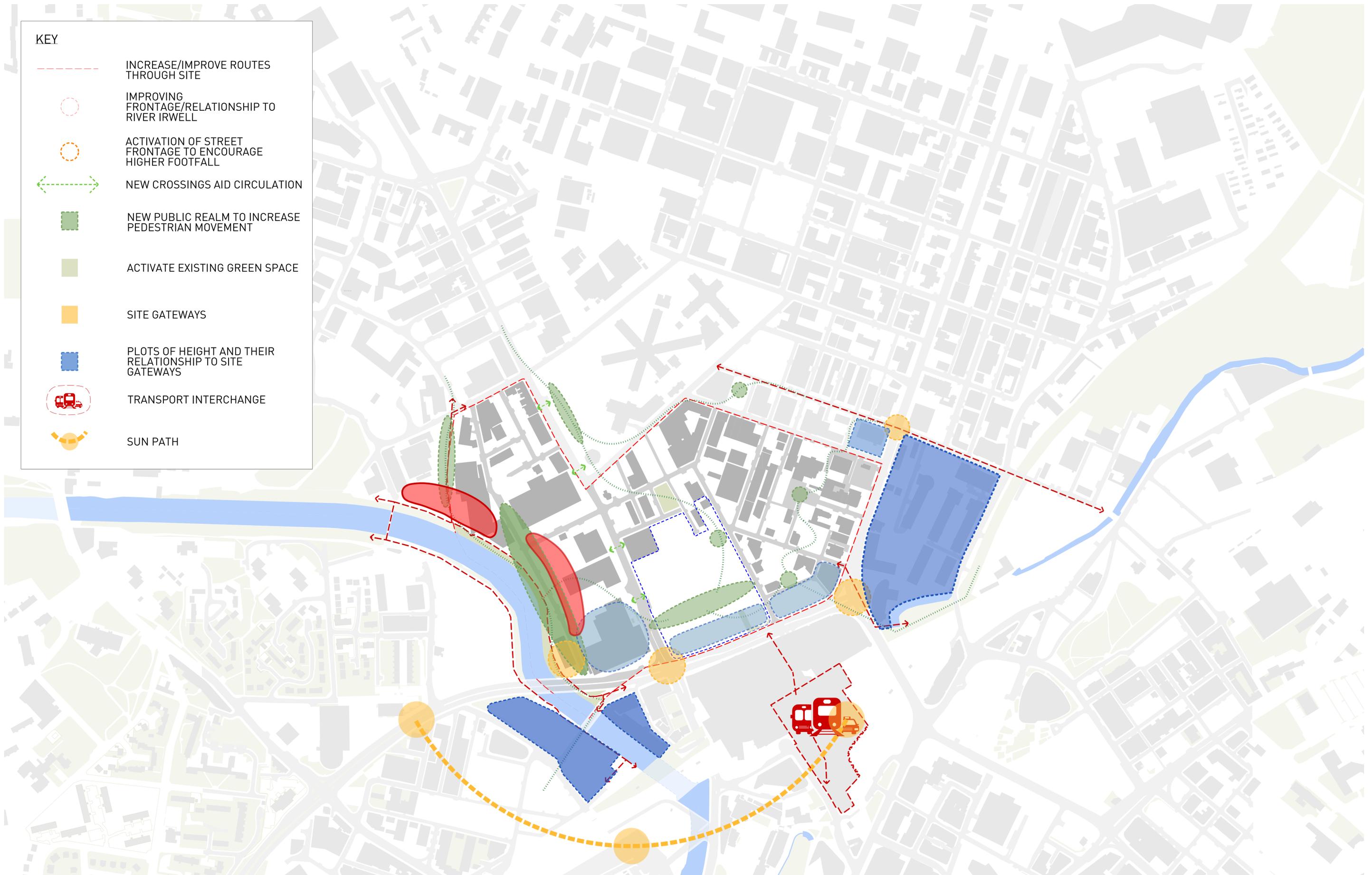
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KEY

-  INCREASE/IMPROVE ROUTES THROUGH SITE
-  IMPROVING FRONTAGE/RELATIONSHIP TO RIVER IRWELL
-  ACTIVATION OF STREET FRONTAGE TO ENCOURAGE HIGHER FOOTFALL
-  NEW CROSSINGS AID CIRCULATION
-  NEW PUBLIC REALM TO INCREASE PEDESTRIAN MOVEMENT
-  ACTIVATE EXISTING GREEN SPACE
-  SITE GATEWAYS
-  PLOTS OF HEIGHT AND THEIR RELATIONSHIP TO SITE GATEWAYS
-  TRANSPORT INTERCHANGE
-  SUN PATH



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Rev	Date	Description
001	31/01/2017	FIRST ISSUE
002	02/02/2017	DIAGRAM AND KEY AMENDED
003	31/03/2017	DIAGRAM AND KEY AMENDED
004	30/10/2017	BOUNDARY EXTENSION

Project Title
**GREAT DUCIE STREET
NEIGHBOURHOOD DEVELOPMENT
FRAMEWORK
MANCHESTER**

Status
FOR INFORMATION

Drawing Title COMBINED OPPORTUNITIES			
Job No 10101	Scale 1:2500 @ A1 / 1:5000 @ A3	Date OCT 2017	
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7 Character Area Development Principles

- 7.1 The SRF area can be broadly divided into five character areas as defined within the diagrams and drawings provided at Appendix A. These are based on their geographical location and the characteristics of the built environment.
- 7.2 The remainder of this chapter describes each character area and also identifies specific urban design and development principles that must be taken into account when bringing forward development proposals.

Riverside

- 7.3 The Riverside character area is defined by the Inner Ring Road (Trinity Way) to the south, Great Ducie Street to the east, Julia Street to the north and the Manchester/ Salford border to the west.
- 7.4 Principal land uses within the area are warehousing and showroom businesses with associated service yards and supporting surface car parks. The area's low rise commercial warehouse premises occupy significant footprints. The plots extend almost the entire width of this area of the Riverside to the west.
- 7.5 To the west of Mary Street there is a continuous section of land bounded to the west by the River Irwell. This land contains a range of uses and site conditions. This includes an industrial unit to the south,

followed by a narrower strip of land that contains a number of mature trees.

- 7.6 This riverside area includes a pedestrian route that runs parallel to the river which offers a route from the city centre to the SRF area via Greengate.
- 7.7 The riverside location provides an amenity for pedestrians using the area, but is not utilised to its full potential owing to a lack of active frontages and natural surveillance along the route. In addition, the large footprint buildings to the east of Mary Street in this area act as barriers for pedestrians who will generally use Great Ducie Street to enter or leave the city centre. As a consequence, the riverside walkway is disconnected from the rest of the Riverside area and potential for footfall along the riverside route is reduced.
- 7.8 Across the Riverside area, there are limited opportunities for pedestrian movements east-west, reducing opportunity for good pedestrian connections into the former Boddington's Brewery SRF area. Pedestrian movements are focused on pavements that border busy vehicular routes. The Riverside area is bordered on its southern edge by Trinity Way (the Inner Ring Road) and to the east by Great Ducie Street. These are both busy distributor roads servicing the city centre, and in their current form act as barriers for pedestrian movements into the Riverside area.
- 7.9 As a character area within close proximity to Manchester city centre there are opportunities to facilitate the expansion of the city centre away from the traditional core. There are also opportunities to improve connections along the River Irwell and, more generally, into the city centre itself.
- 7.10 The SRF area occupies a key location at a gateway into city centre, on an arterial route from North Manchester (Great Ducie Street), and on part of the Inner Ring Road. There is an



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Rev	Date	Description
001	02/02/2017	FIRST ISSUE
002	30/03/2017	UPDATED MASSING

Project Title
**GREAT DUCIE STREET
NEIGHBOURHOOD DEVELOPMENT
FRAMEWORK
MANCHESTER**

Status
FOR INFORMATION

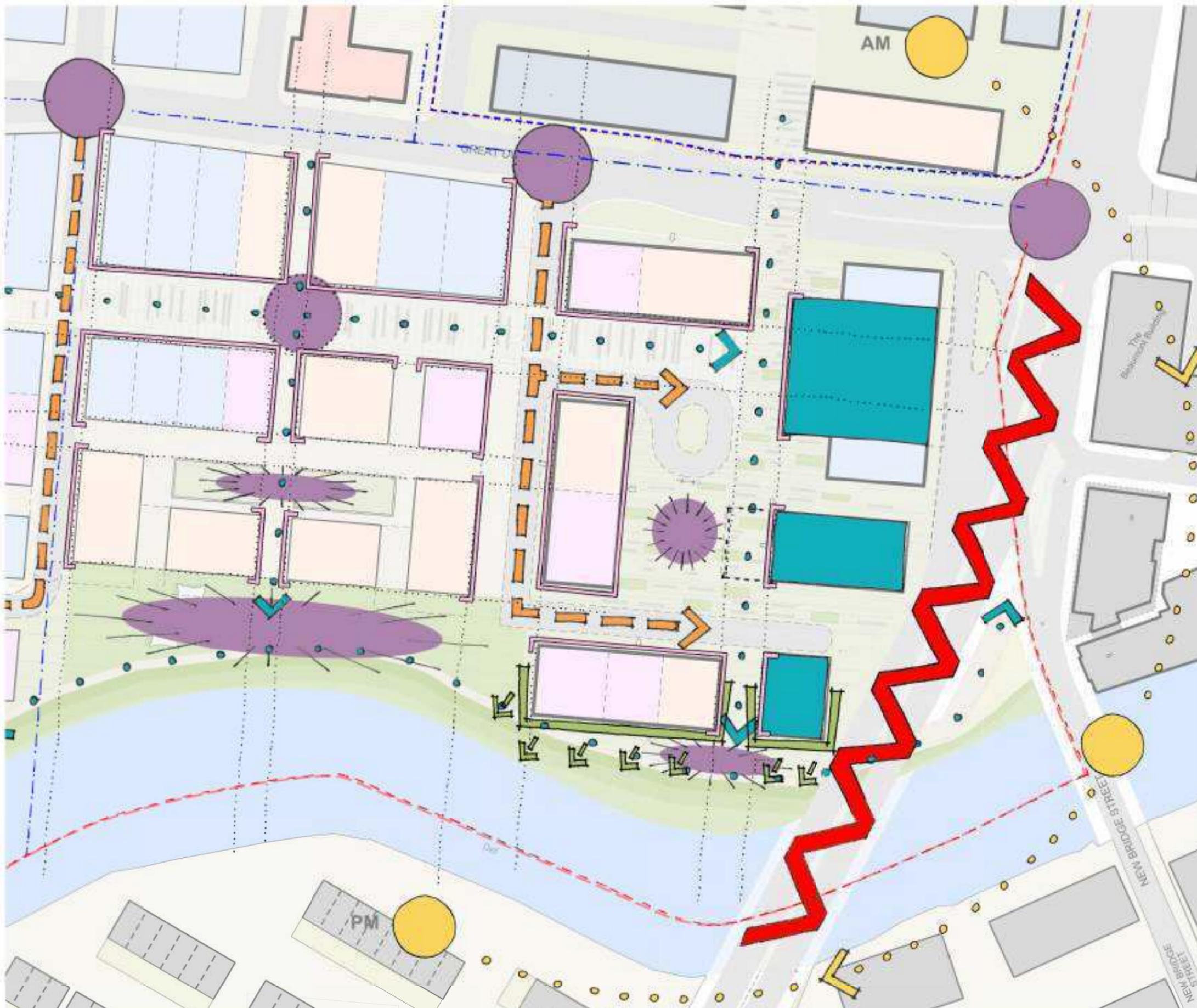
Drawing Title
Riverside Walkway

Job No 10101	Scale	Date MAR 2017
Drawing No 10101-A-SRF-P-006	Revision -	

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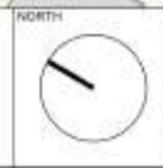
Key

- LANDMARK / GATEWAY BUILDINGS
- VEHICULAR ROUTES
- PEDESTRIAN ROUTES
- PROPOSED CHARACTER
- AREA BOUNDARIES
- SRF BOUNDARY
- ACTIVE FRONTAGE
- SUN PATH
- VEHICULAR JUNCTION
- PEDESTRIAN JUNCTION
- PROPOSED PUBLIC SPACE
- BARRIER
- RIVERSIDE FRONTAGE



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Rev	Date	Description
01		ISSUED FOR PERMIT
02		FOR INFORMATION

Project Title
**GREAT DUCIE STREET
NEIGHBOURHOOD DEVELOPMENT
FRAMEWORK
MANCHESTER**

Status
FOR INFORMATION

Drawing Title
**Zone 1 (Riverside)
Proposed - Analysis**

Job No
10101

Scale
1000@A3

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Drawing No
10101-A-SRF-P-101

Revision
02

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opportunity to deliver high quality redevelopment which could include a number of landmark buildings in key locations.

Specific Urban Design and Development Principles

7.12 Development should facilitate opportunities for improved public realm and the creation of new pedestrian routes that better connect the riverside location to the rest of the SRF area, including through the adjacent former Boddington's Brewery Site. In addition, building placement should be considered to allow for new routes running north-south, that offer alternative pedestrian routes from the current solitary route alongside Great Ducie Street.

7.13 A number of public spaces are proposed to be delivered within the character area. They have been located within the illustrative masterplan in order to take into account the creation of new, high quality pedestrian routes. The spaces have been appropriately proportioned in response to the scale of the buildings adjacent to them. These important relationships will need to be retained as detailed proposals come forward.

7.14 A larger square is proposed directly adjacent to a cluster of buildings that will occupy the southern part of the Riverside area. These buildings respond to the scale of buildings that have either been built, are in construction, or have been approved for development on the opposite side of Trinity Way. Other public spaces respond to the grouping of buildings on the northern portion of the Riverside area as well as the area to the north-west, which offers the opportunity to improve the public realm alongside the River Irwell.

7.15 The scale of the buildings is differentiated on a north-south basis. Buildings on the northern half of the site form part of the gradual rise in scale from the proposed Mary Street area, whilst buildings nearer to the Trinity Way / New Bridge Street elevation to the south are responsive to the scale of the city centre.

7.16 Development at the gateway into the character area at the junction of Trinity Way / Great Ducie Street shall be landmark development of high quality to encourage people into the SRF area. These buildings provide visual markers for both pedestrians and vehicles entering and leaving the city centre.

7.17 Proposals within this Character Area should consider how design and landscaping of a site can reduce surface water discharge as far as possible. This is to reduce pressure on the sewerage system.

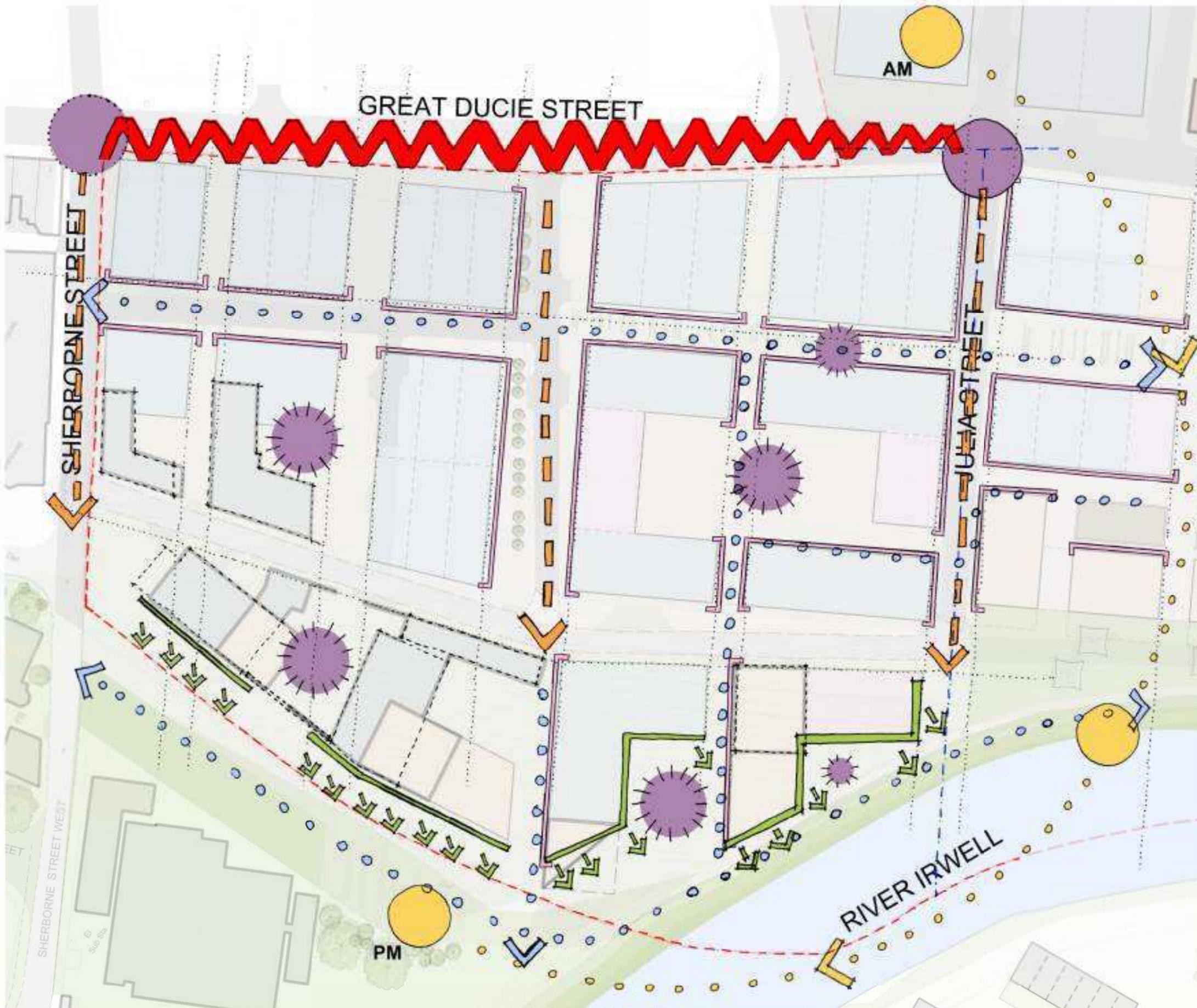
Mary Street

7.18 The Mary Street area is defined by Julia Street to the south, Great Ducie Street to the east, Sherborne Street to the north and the industrial units between Sherborne Street West and the River Irwell. Similar to the Riverside character area, current uses on site are predominantly industrial and showroom retail, with some retail and hot food takeaway fronting onto Great Ducie Street. In addition, there is a Gurdwara Sikh Temple occupying a former commercial premises at the junction of Mary Street and Sherborne Street.

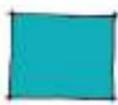
7.19 The scale of buildings across the character area is typically 2 to 4 storeys in height. Currently, the footprint of buildings varies between the northern and southern ends of the character area. The northern end of the character area is characterised by relatively small footprint, low-scale commercial buildings. Conversely, the southern end of the character area centred on Langston Street, includes land plots that accommodate a large footprint commercial premises occupied currently by a wholesale distributor. This plot extends almost the entire width of the character area.

7.20 Between Mary Street and the River Irwell there is a land parcel which accommodates a number of buildings which could be considered for retention, should that opportunity be viable, as they have the potential to add to the character and sense of place of this area. They relate to currently utilised commercial buildings fronting Mary

- Street, including Downtex Mill, which is being used as a nightclub and arts space.
- 7.21 Like Riverside, the Mary Street area does not take advantage of the amenity potential afforded by a riverside location. The lack of active frontages, natural surveillance, the quality of pedestrian and public realm are all consistent features as set out above.
- 7.22 Key opportunities for the Mary Street area include facilitating meaningful connections to the River Irwell, and creating better connections with adjacent character areas, especially Riverside, and therefore into the city centre.
- 7.23 There are opportunities to deliver a wholesale transformation of the area into a commercial-led destination. This could deliver a large amount of floorspace and attract modern business users to the area, whilst providing facilities that could support the wider business base in Strangeways. This should make best use of the best, existing assets within the character area where possible.
- Specific Urban Design and Development Principles
- 7.24 There is an opportunity to introduce a new pedestrian / cycle route which runs northwards from the riverside walkway along the Salford / Manchester boundary, along the history line of the River Irwell prior to the creation of the Anaconda Cut in the 1970s. This route could become a landscaped public space, acting as an extension of the Riverside public realm. There may be opportunities for residential development fronting on to this public square.
- 7.25 Residential-led development elsewhere within this character area will not be considered acceptable unless at the discretion of Manchester City Council as Local Planning Authority.
- 7.26 Development should seek to maximise amenity and accessibility at riverside locations. Development should contribute to the provision of a high quality, attractive destination along the River Irwell.
- 7.27 Where practical, opportunities to re-use higher quality buildings to the north of the character area will be encouraged.
- 7.28 The scale of buildings will decrease in height deeper into the character area. This will mediate between the low scale existing buildings to the north of the SRF area, and the increased scale of buildings within the Riverside character area which respond more to the context of the city centre. Scale should also be considered with a view to maximising the amenity of the River Irwell.
- 7.29 Development along Great Ducie Street should maximise opportunities to present active frontages. Commercial units provided at ground floor should be designed to be flexible and cater for a wider range of end occupiers.
- 7.30 Proposals within this Character Area should consider how design and landscaping of a site can reduce surface water discharge as far as possible. This is to reduce pressure on the sewerage system.



Key

-  LANDMARK / GATEWAY BUILDINGS
-  VEHICULAR ROUTES
-  PEDESTRIAN ROUTES
-  PROPOSED CHARACTER AREA BOUNDARIES
-  SRF BOUNDARY
-  ACTIVE FRONTAGE
-  SUN PATH
-  VEHICULAR JUNCTION
-  PEDESTRIAN JUNCTION
-  PROPOSED PUBLIC SPACE
-  BARRIER
-  RIVERSIDE FRONTAGE



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NOTE:

NORTH



Rev	Date	Description
01	01/10/17	Issue for information
02	01/10/17	REVISED

Project Title
**GREAT DUCIE STREET
NEIGHBOURHOOD DEVELOPMENT
FRAMEWORK
MANCHESTER**

Status
FOR INFORMATION

Drawing Title
**Zone 2 (Mary Street)
Proposed - Analysis**

Job No
10101

Scale
1000@A3

Date
OCT 2017

Drawing No
10101-A-SRF-P-201

Revision
02

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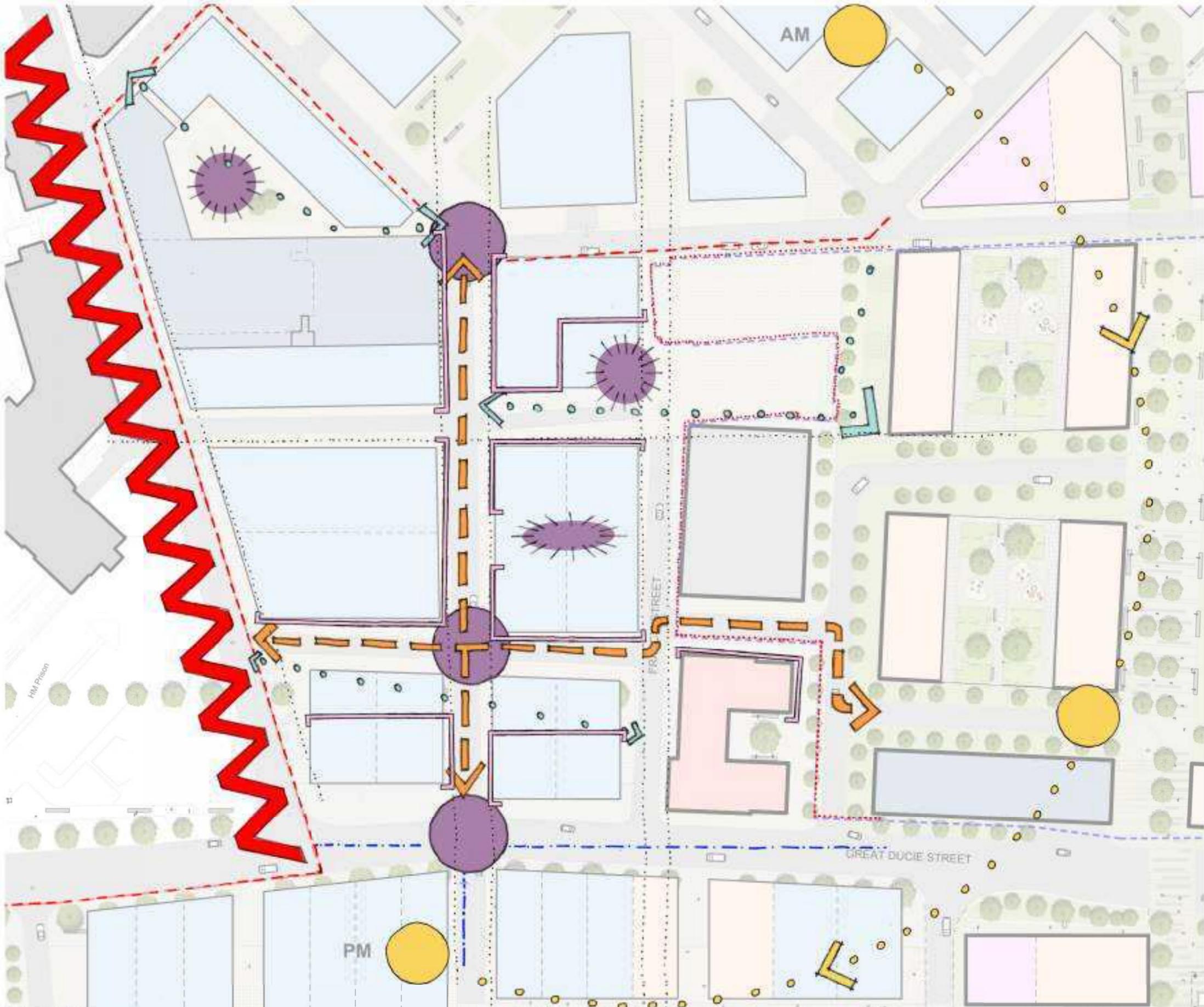
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Southall Street

- 7.31 The Southall Street character area is bounded by Southall Street and Strangeways Prison to the north, Dutton Street to the east, the former Boddington's Brewery site to the south, and Great Ducie Street to the west.
- 7.32 There are a number of buildings in the northern part of the Southall Street area which are worthy of retention or incorporation as part of a new development, should the opportunity be viable. These buildings are largely used for commercial purposes. One exception is the indoor rock climbing facility premises fronting onto Julia Street.
- 7.33 Building plots in this area contrast in size from those found across Great Ducie Street in the Riverside and Mary Street areas with plots defined by a number of existing streets running north-south and east-west.
- 7.34 The character area has a mixture of land uses including commercial properties, a car hire unit and surface car parking. Building plots in the area contrast in size from those found across Great Ducie Street in the Riverside and Mary Street character areas, with plots defined by a number of existing streets running north-south and east-west. Buildings in this area are between typically 2 and 4 storeys.
- 7.35 Despite the number of potential pedestrian routes that could run on existing streets, these offer limited connectivity into surrounding areas. This is principally because of Strangeways Prison, which presents an impermeable frontage which extends across a large area directly to the north of the Southall Street area. Similarly the Former Boddington's Brewery site to the south, which is currently operated as a large surface car park, acts a barrier disconnecting the Southall Street area from the city centre core.
- 7.36 A key opportunity for the character area is to act as a conduit between the Riverside and Mary Street character areas and the wider Strangeways employment area to the north. Through delivery of high quality commercial uses, this connection can be made and help facilitate the integration of the city centre with the Strangeways Area.
- 7.37 Opportunities exist to improve connections between the former Boddington's Brewery Strategic Regeneration SRF area and the character area.
- Specific Urban Design and Development Principles
- 7.38 Commercial uses will be supported within the Southall Street character area. These will act to graduate between existing commercial uses further east, and a greater concentration of other proposed uses to the south in the former Boddington's Brewery SRF area.
- 7.39 In general, residential-led development will not be considered acceptable within this character area unless at the discretion of Manchester City Council as Local Planning Authority.
- 7.40 Development within the Southall Street character area will need to be delivered in a way that best integrates with the former Boddington's Brewery site to the south, for example connections are designed to allow permeability throughout the SRF area.
- 7.41 Any proposals within the Southall Street character area must take into account forthcoming development at the adjacent HMP Manchester if these are sufficiently progressed and likely to come forward in the short to medium term.
- 7.42 A number of noteworthy buildings are present within the eastern limits of the character area. Where possible these should be retained and re-used for commercial purposes in recognition of their location.

- 7.43 Development should take account of the change of topography across the character area where relevant.



- Key**
- VEHICULAR ROUTES
 - PEDESTRIAN ROUTES
 - PROPOSED CHARACTER AREA BOUNDARIES
 - SRF BOUNDARY
 - ACTIVE FRONTAGE
 - SUN PATH
 - VEHICULAR JUNCTION
 - PROPOSED PUBLIC SPACE
 - HARD BOUNDARY



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Rev	Date	Description
01	20/10/17	Issue for information
02	21/10/17	REVISED

Project Title	GREAT DUCIE STREET NEIGHBOURHOOD DEVELOPMENT FRAMEWORK MANCHESTER
Status	FOR INFORMATION

Project Title	GREAT DUCIE STREET NEIGHBOURHOOD DEVELOPMENT FRAMEWORK MANCHESTER
Scale	1000@A3
Date	OCT 2017
Drawing No.	10101-A-SRF-P-301
Revision	02

Project Title	Zone 3 (Southall Street) Proposed - Analysis
Scale	1000@A3
Date	OCT 2017
Drawing No.	10101-A-SRF-P-301
Revision	02

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Cheetham Hill Gateway

- 7.44 The Cheetham Hill Gateway is bounded by Park Street to the north, Cheetham Hill Road to the east, Trinity Way to the south and Dutton Street to the west.
- 7.45 The majority of land within the character area is being used for surface car parking, currently publically available and operated by SiP Parking. There are a number of low rise buildings on site which accommodate a range commercial uses alongside a public house and snooker club.
- 7.46 The site possesses a number of physical constraints as it is bounded by Cheetham Hill Road and New Bridge Street, arterial roads that form part of the Inner Ring Road. Additionally, there is a significant change in topography to the west onto the former Boddington's Brewery site, which makes the character area very disconnected from the rest of the SRF area. The area has better connectivity, however, into the areas immediately north of it to other parts of the city centre, including the Green Quarter and NOMA as well as Victoria Station via the Manchester Arena link.
- 7.47 The Character Area occupies a prominent location at the junction of two major arterial routes into Manchester city centre, and presents an opportunity for landmark development that facilitates the expansion of the city centre away from its traditional core.
- 7.48 There are opportunities to deliver ground floor commercial uses that will provide space for businesses within the Strangeways employment area to the north.
- 7.49 Opportunities exist to improve connections between the former Boddington's Brewery Strategic Regeneration SRF area and the character area.

- 7.50 Opportunities to improve connections between the character area (and the wider Strangeways employment area) and the city centre in general could be explored.

Specific Urban Design and Development Principles

- 7.51 Development within this character area is envisaged to be predominately residential-led rather than commercial. Commercial development at ground floor level may be considered acceptable at the discretion of the Local Planning Authority.
- 7.52 Development at prominent corners of the character area will be suitable for landmark development for buildings of scale. These will need to be designed to the highest quality and respond to the site's context.
- 7.53 Development within the Cheetham Hill Gateway character area will need to be delivered in a way that best integrates with the former Boddington's Brewery site to the south. For example, connections are designed to allow permeability throughout the SRF area.
- 7.54 Development fronting Cheetham Hill Road and Trinity Way should be designed to present an active frontage. In urban design terms, proposals should deliver an attractive and interesting development that adds interest on this key route.
- 7.55 Development should improve connections through the character area facilitating greater permeability between the wider Strangeways area and the Former Boddington's Brewery site to the west.



- Key**
-  LANDMARK / GATEWAY BUILDINGS
 -  PEDESTRIAN ROUTES
 -  PROPOSED CHARACTER
 -  AREA BOUNDARIES
 -  SRF BOUNDARY
 -  ACTIVE FRONTAGE
 -  SUN PATH
 -  VEHICULAR JUNCTION
 -  PROPOSED PUBLIC SPACE
 -  HARD BOUNDARY

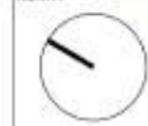
Key Plan



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NOTE

NORTH



Rev	Date	Description
01	01/10/17	Issue for information
02	01/10/17	REVISED PLAN AND BOUNDARIES

Project Title
**GREAT DUCIE STREET
NEIGHBOURHOOD DEVELOPMENT
FRAMEWORK
MANCHESTER**

Status
FOR INFORMATION

Drawing Title
**Zone 4 (Cheetham Hill Road Gateway)
Proposed - Analysis**

Job No	Scale	Date
10101	1000@A3	OCT 2017
Drawing No	Revision	
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Park Place

- 7.56 On the north eastern edge of the masterplan area, the grid of streets bounded by Carnarvon Street Southall Street, Park Street, and Cheetham Hill Road provide an opportunity to promote development which mediates in scale and uses between the warehouse district to the north along Cheetham Hill Road, and the significant redevelopment proposed across the SRF area.
- 7.57 Existing uses in this area include fashion and furniture wholesaling, commercial and office premises, and surface car parking. There is a vacant public house, the Berwick Arms, located on Carnarvon Street. The Booth Centre, a homelessness day centre, is located at the corner of Pinbett Street and Park Street. The Robert Street Hub is a co-working space on Robert Street, highlighting the emerging popularity of the area for entrepreneurialism. These type of businesses will benefit from the fostering of a commercial ecosystem in the wider framework area.
- 7.58 The busy Cheetham Hill Road to the east and the wall of HMP Manchester to the west, both constrain movement around the character area.
- 7.59 Within the area, the rectilinear street grid of the warehouse district is clearly evident. This is a significant contributor to the character of the area.
- 7.60 Generally, the quality of the building stock in the area is low, although there are exceptions. Southall Street is given a distinctive character by the frontage of the Grade II listed Victorian prison building in combination with a range of non-listed four and five storey Victorian buildings opposite. To the east of the character area, the Grade II listed former Synagogue building on Cheetham Hill Road sits within the character area and Park Place, which leads from Cheetham Hill Road into the heart of the character area, is flanked to the north and south by nineteenth century brick built warehouse buildings.

- 7.61 The masterplan seeks to improve the quality and quantity of commercial use in this area, and provide commercial space which will be attractive to existing businesses, helping to retain them in the area, whilst suiting a range of new users. In addition to this, the proposals introduce new residential uses and higher density development as a way of facilitating the improvements in commercial floorspace.
- 7.62 Improvements to the public realm are proposed, aimed at promoting pedestrian routes through the character area, improving footfall. Key to this, is the suggestion that a small public square could be created at the head of Park Place as a key node on the new pedestrian route from the Irwell to the Irk. This space would be at the heart of the new character area.

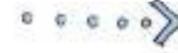
Specific Urban Design and Development Principles

- 7.63 As a mixed-use area both residential and commercial uses will be supported within the Park Place character area. These will act to graduate between existing commercial uses further north, and a greater concentration of other proposed uses to the south in the former Boddington's Brewery SRF area.
- 7.64 A number of noteworthy buildings are present within the character area. Where possible these should be retained and re-used for commercial purposes in recognition of their location.
- 7.65 Proposed development should respect Listed Buildings within the character area.
- 7.66 Development should facilitate opportunities for improved public realm and the creation of new pedestrian routes that better connect the character area to the rest of the SRF area, the adjacent Lower Irk Valley, and the city centre.

- 7.67 A key public space is proposed to be delivered within the character area. This has been located within the illustrative masterplan to take account of the creation of new, high quality pedestrian routes. The spaces have been appropriately proportioned in response to the scale of the buildings adjacent to them. These important relationships will need to be retained as detailed proposals come forward.



Key

-  LANDMARK/ GATEWAY BUILDINGS
-  VEHICULAR ROUTES
-  PEDESTRIAN ROUTES
-  SRF BOUNDARY
-  SUN PATH
-  ACTIVE FRONTAGE
-  PEDESTRIAN JUNCTION
-  PROPOSED PUBLIC SPACE
-  BOUNDARY



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NOTE:



Rev	Date	Description
001	21/10/17	FIRST ISSUE

Project Title
**GREAT DUCIE STREET
 NEIGHBOURHOOD DEVELOPMENT
 FRAMEWORK
 MANCHESTER**

Project File
**Zone 6 (Park Place)
 Site Analysis**

Site No	Scale	Date
10101	1000@A3	OCT 2017
Drawing No	Revision	
10101-A-SRF-P-001	001	

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8 Phasing and Implementation

Delivery Process and Timescales

- 8.1 In order to maximise sustainable, high quality regeneration outcomes set out in this SRF, and for the area to fulfil its potential, it is essential that a delivery strategy is provided which recognises the area's strengths and key attributes as identified in this document.
- 8.2 Given the significant extent of the SRF, it is necessary to adopt a realistic view of timescales for its delivery. It is unlikely, for example, that the SRF would be completed within the current positive economic cycle. It is considered that the full development of the SRF area could take around twenty years; however, there are sites which can be delivered sooner.
- 8.3 There is certainly an opportunity to bring forward - at the very least - a meaningful start to the process. In so doing, it is essential that the early phases of development deliver the quality of buildings and spaces, together with the essential infrastructure, that will act as a catalyst and provide a benchmark for future phases of positive change.
- 8.4 Given the likely regeneration timescales, it is important to recognise that the SRF masterplan is illustrative, and the development and urban design principles set out within this document are there to provide guidance and further information on the Council's expectations. As time passes, market conditions and requirements, especially for employment space, are likely to change and the SRF will evolve and respond to that over time.

- 8.5 It is not the intention to be overly prescriptive. Indeed, it is recognised that the precise form, function and mix of uses appropriate in respect of different buildings within the site will change over time as the wider context, property market and economic conditions alter.

Phasing

- 8.6 In relation to phasing generally, it is considered that the Riverside and Cheetham Hill Corridor character areas will generate the most developer interest in the short term, given their proximity to the city centre, and based on development enquiries and interest already received. The St Mary's and Southall Street are likely to be longer term phases, given further distance from the city centre, more complex land ownership patterns and in the case of Southall Street, proximity to HMP Manchester.
- 8.7 The first phase to be brought forward has been identified in conjunction with land owners, as identified within the drawings and diagrams provided at Appendix A. This relates to land owned and occupied by Whispering Smith, the Faith Life Centre and adjoining riverside green space which extends northwards, to west of Mary Street, into land owned by the City Council. However, this does not preclude other development in the framework area coming forward in the immediate term following the finalisation of this SRF. It is recommended that any detailed proposals being brought forward are discussed with the LPA at an early stage.
- 8.8 Within this first phase of development, the SRF and associated masterplan identifies the opportunity to deliver height and density including a significant amount of residential accommodation. This will all be combined with high quality public realm, and enhanced riverside access and green space. As a gateway into the SRF area, it is essential that this development sets a benchmark for quality in terms of built environment and place-making. Given the uplift in land value, over and above industrial use, it is also required that this

phase of development delivers the necessary infrastructure to support high density development, and future proofs the future regeneration of the wider area. The first phase of development must demonstrate a clear commitment to delivering high quality public realm as part of any proposals to ensure that the most public benefits are gained from this development.

Landowner Collaboration

- 8.9 Notwithstanding the fact that this initial phase of development falls into three separate ownerships, any planning application relating to all or part of this site will need to demonstrate how the total and timely development of the entire phase will be delivered. This can only happen on the basis of collaboration between each of the parties.
- 8.10 In this regard, the SRF has been prepared in order to support the comprehensive redevelopment of the area as a whole, and to provide a framework of development principles that can form a basis for collaboration between landowners and developers. It is recognised that there will be a number of freeholders within the area who may be seeking to achieve significant value from their landholdings. The City Council is keen that, at the early stage of any transaction, detailed negotiation should take place between the freeholder and the potential purchaser. This should be to agree a price that factors in an appreciation of the site’s planning position and also allows the developer to meet the City Council’s objectives. These are set out within this Framework and other planning documents endorsed by the City Council, including the Development Plan. This, for example, includes having a thorough understanding of the City Council’s aspirations for the delivery of high quality architecture, affordable housing provision, and the provision of distinctive public realm in this part of the city.
- 8.11 The City Council’s land ownership has been identified in the masterplan as an opportunity for a riverside public park. This will greatly assist in supporting the scale and value of new development

within the SRF area. This park will need to be delivered as part of phase one (within any first sub phase of development). The City Council has agreed to promote their respective interests in land for development in order to contribute to a comprehensive redevelopment of the site, and upon demonstration that regeneration objectives for the SRF area have been maximised. The City Council will expect to achieve best value for their land as this will enable development within Phase 1, and create a high value environment that will add value to private sector partners.

- 8.12 A key requirement in terms of the release of land within public ownership within the SRF area, will be a demonstration that such development will facilitate the total and timely development of the whole site, and maximise the regeneration outcomes that piecemeal development would not otherwise achieve.
- 8.13 Commercial arrangements between public sector and private sector partners will reflect these requirements, and the importance of ensuring that value capital from individual phases can be deployed where appropriate to support the overall development.
- 8.14 The land agreements will be enshrined within the commercial arrangements outlined above. This will ensure that the maximum control over the comprehensive development is retained by the public sector, with its strategic land interests only released in line with the demonstration of the total and timely development of the site.
- 8.15 In terms of funding and developer contributions, it will need to be agreed by the landowners that future developments coming forward will be required to contribute, on a fair and proportionate basis, to the total costs of delivering public realm and other strategic priorities associated with this SRF.
- 8.16 The formula for calculating the contribution of each landowner to public realm will be based on an assessment of the total cost of delivery, quality benchmarked against appropriate precedent

schemes, with an additional 10% contingency applied and either divided by the Gross Internal Floorspace created by each development, or on the basis of plot size (i.e. land area).

- 8.17 If Gross Internal Floorspace is taken as the basis for distributing costs; and, as the flexible nature of the SRF principles will require the scale of individual proposals to be justified as part of the planning process, equalisation or balancing payments may be required. These would rectify over or under payments as the GIA breakdown shifts, or should the cost public realm as current envisaged prove to be over or underestimated at this stage.
- 8.18 As the sequencing of Phase 1 sub phases may dictate, not all of the public realm may be delivered at once. Developer contributions relating to unimplemented works or contributions to the wider SRF area will be paid to an escrow account which will be managed by an entity to be set up and instructed by the landowners and made up in the form of a full management company. It is likely that a working group would be set up to ensure coordination around public realm, phasing and ongoing masterplanning, as well as handling issues associated with future management and maintenance of the estate and associated service charge levels.
- 8.19 Public realm should be delivered by a contractor agreed by all parties on the basis of cost effectiveness and ability to deliver the required quality standards.
- 8.20 As a point of principle across this first phase and the SRF area as a whole, there are a small number of existing businesses located in the SRF area, the majority of which are owner occupiers. Where existing businesses occupy land identified for potential future development, the acquiring party will be expected to support the relocation of the existing businesses where required.

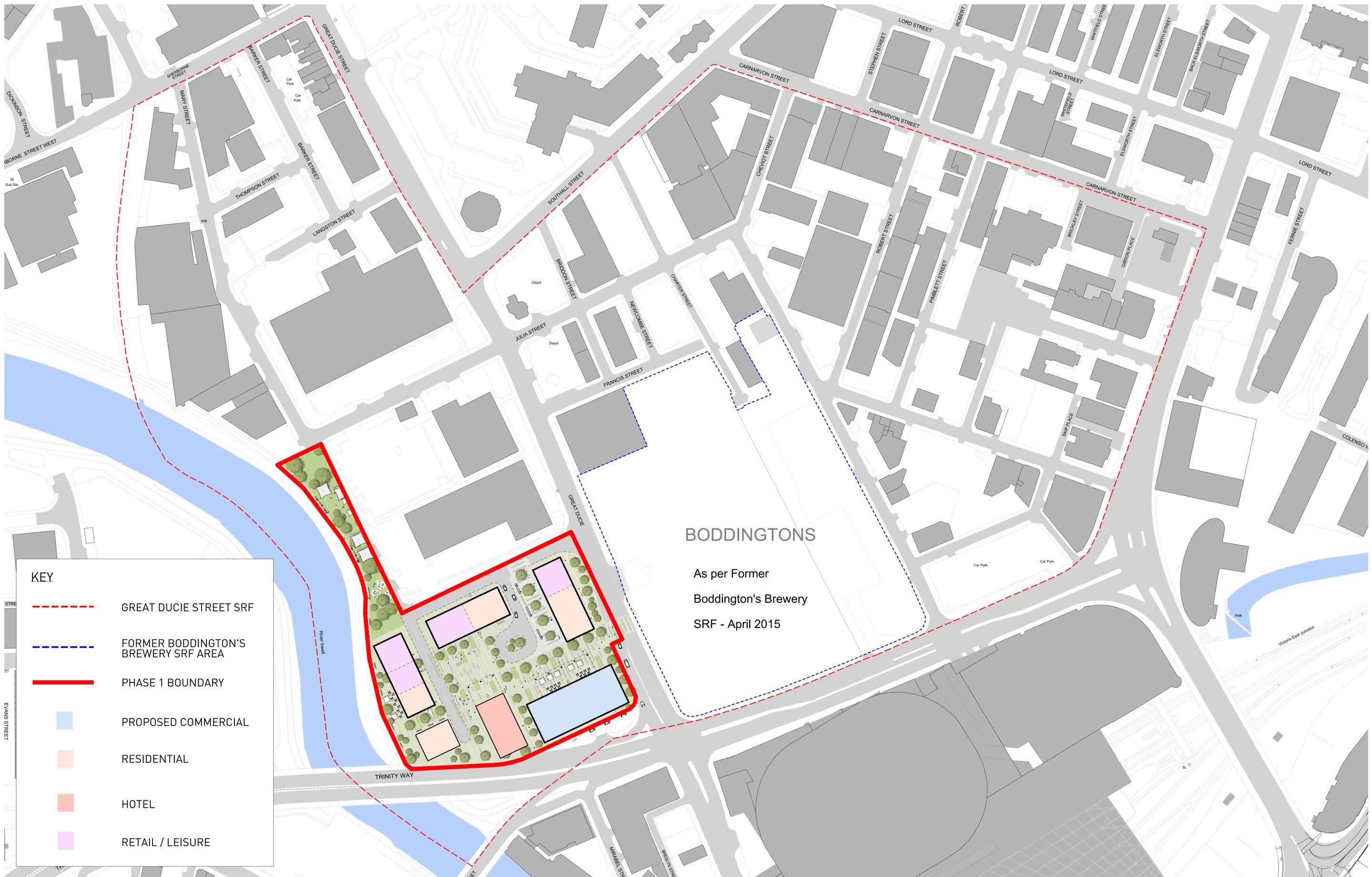
Direction on Developer Contributions

- 8.21 As the first phase and future phase proposals move forward and further detailed design work is undertaken, discussions on the potential section 106 obligations will take place, in accordance with Manchester City Council's Development Plan policy requirement, to ensure the best outcomes for the area.
- 8.22 In addition to public realm enhancements which have been identified as a key priority for this area, planning obligations may include the provision of social and community infrastructure, affordable housing, employment initiatives, transport improvements, public realm enhancement and related benefits.
- 8.23 In terms of specific issues that will need to be addressed, the following provides an initial list.
- Improving the waterside environment around the River Irwell.
 - Incorporation of flood defences.
 - Improving connections to the River Irwell and east west linkages more generally.
 - Improving connections into the wider Strangeways area and into Greengate.
 - Improving connections into Manchester city centre.
 - Relocating existing utilities affected by development sites where necessary and appropriate. Equally, the installation of new utilities may be required which promote smart, sustainable outcomes
 - Place-making including the delivery and management of public open space or green space, improvement of streetscape along key

arterial routes, improving cross facilities where deliverable and appropriate, making space available for public events.

- Supporting infrastructure, for example schools, community facilities, a new neighbourhood centre and convenience offer or highways improvements.
- Wayfinding and signage schemes.
- Healthy living environments including access to leisure, green and blue infrastructure, promotion of walking and cycling, focus on managing and enhancing air quality.
- A strong focus on providing broad appeal, high quality market and affordable housing across the rental and sales market.
- A broad workspace offering.
- Local employment initiatives.
- Parking management.
- Measures that promote safety and security in addition to a well-designed environment with natural surveillance, such as lighting.
- Retain buildings of character and make the most of natural assets.

Appendix A – Phase 1 Plan



BODDINGTONS

As per Former
Boddington's Brewery
SRF - April 2015

KEY

- - - GREAT DUCIE STREET SRF
- - - FORMER BODDINGTON'S BREWERY SRF AREA
- PHASE 1 BOUNDARY
- PROPOSED COMMERCIAL
- RESIDENTIAL
- HOTEL
- RETAIL / LEISURE

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NOTE:

NORTH



Rev	Date	Description
001	30/03/2017	FIRST ISSUE

Project Title
**GREAT DUCIE STREET
NEIGHBOURHOOD DEVELOPMENT
FRAMEWORK
MANCHESTER**

Status
FOR INFORMATION

Drawing Title
**PROPOSED MASTERPLAN
-PHASE 1**

Job No 10101	Scale 1:750 @ A1 1:1500 @ A3	Date OCT 2017
Drawing No 10101-A-SRF-P-007	Revision 001	

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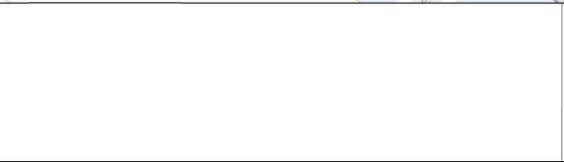
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Appendix B – Indicative Heights Drawing



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NOTE:



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00	12.07.2018	FIRST ISSUE

Project Title
GREAT DUCIE STREET NEIGHBOURHOOD DEVELOPMENT FRAMEWORK MANCHESTER

Status
FOR INFORMATION

Drawing Title
PROPOSED SITE PLAN - BUILDING HEIGHTS

Job No
10101

Scale
 1:750 @ A1
 1:1500 @ A3

Date
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Drawing No
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Revision
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Real Estate

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