REGENERATION AREAS

In the context of 'City Pride', a series of area-based initiatives are being promoted to deliver comprehensive and sustained economic and social regeneration. They address at a local level the strengths and weaknesses identified in the City Pride prospectus. Strengths include Manchester's potential to develop as an international regional capital, its strong manufacturing tradition, its airport and its regional service sector role. Weaknesses include extensive dereliction, high levels of unemployment and poverty and poor housing conditions.

The initiatives include ones to regenerate areas of the Regional Centre and areas containing deprived communities in the City. In the case of areas such as Chorlton, the aim is to identify the action required to maintain the quality of successful parts of the City. Over the medium term, Manchester's regeneration priorities will focus on the area based initiatives set out below.

EAST MANCHESTER

East Manchester is the largest regeneration area within the UK comprising 1,100 hectares. It is one of the UK's most deprived areas and has been recognised at the national and regional level as in need of comprehensive regeneration. To support and co-ordinate this activity New East Manchester Ltd (NEML) has been formed, as a public/private sector company and will seek to secure the successful regeneration of the area and its sustainability into the future. Key elements of the strategy to regenerate East Manchester are set out below.

(i) Sportcity - Sportcity, positioned centrally in East Manchester, includes a district centre and a cluster of international sporting facilities, including the new City of Manchester Stadium, and will be supported by other related facilities, including leisure, retail and hotel uses, and potential for other commercial uses. This will provide venues to host major events, including the Commonwealth Games. The district centre in Sportcity will consolidate and improve existing shopping provision across East Manchester. It will provide shopping facilities to meet the needs of existing and new residents which combined with other initiatives will draw investment and spending into the area. High quality shopping provision is an essential component in the creation of a sustainable community.

(ii) Central Park - Central Park is made up of a number of key strategic development sites and provides the opportunity for a major high quality business park. It will become one of the major employment areas in the region. It will provide a flexible range of buildings to service the life cycle of businesses, from incubators and start-up units, medium and larger/flexible business space. It is well served by Oldham Road, heavy rail, the proposed Oldham/Rochdale Metrolink line and has good access via Oldham Road to the M60 and onwards to Manchester International Airport.

(iii) Ancoats and New Islington - The area to the north-east of the City Centre along the Rochdale and Ashton Canals and adjoining the Eastlands development is home to a number of architecturally and historically very important derelict and underused Georgian and Victorian warehouses and mill buildings, which the City Council plans to bring back into use by working closely with the private sector. In Ancoats Conservation Area the aim is to create an urban village, combining a residential community with thriving businesses and commercial ventures. The success of this programme will benefit the nearby community of Miles Platting, which currently contains most of the housing in the area. The adjacent New Islington area is characterised by low rise, low density unpopular local authority housing. It has been designated a Millennium Community under the Government's Millennium Communities Initiative. The type of development will include increasing the density of development, the mix of uses and the range of tenure.
NORTH MANCHESTER
A key initiative within this area involves the redevelopment of Harpurhey District Centre, the aim of which is to secure viable and sustainable proposals to transform the image of the centre and to safeguard and improve retail and community facilities. Housing development and urban renewal will continue to be promoted, including targeted environmental improvement schemes which will improve the physical appearance of the area to increase demand and reduce turnover*.

Cheetham and Broughton
Four separate but inter-related development programmes are planned for Cheetham and Broughton, to the north of the City Centre: economic regeneration; physical development of the area; a local opportunities scheme and a crime reduction and community programme. One of the most significant proposals will be the restructuring of Cheetham Hill District Centre. An extensive study of the regeneration corridor which runs from the site of the International Stadium at Eastlands through Queens Road, Elizabeth Street to Bury New Road, Broughton and to the Lowry Centre at Salford Quays has suggested the possibility of links with activities in Cheetham and Broughton as well as other regeneration areas along its route.

Moss Side And Hulme
Working with local public and private sector partners, the City Council plans to build on the success of initiatives already underway in the area immediately south of the City Centre, reinforcing links between Moss Side/Hulme and the City Centre, particularly the Castlefield, Pomona and Knott Mill areas. It is keen to exploit the area's proximity to the City Centre, Manchester Airport and the City's main higher education establishments and medical institutions, to attract inward investment and to ensure that local people benefit from the jobs created. Since the successful City Challenge bid in 1992, over £200 million has been invested in Hulme with outstanding results. Following the end of City Challenge in 1997, the Moss Side and Hulme Partnership was set up to deliver a comprehensive programme of social, economic and environmental benefits in the wider area of Moss Side and Hulme. This will include the conclusion of the improvements to the Alexandra Park Estate, the Princess Road Strategy to improve and enhance the business opportunities along this prominent stretch of one of the major radial routes into the City, and major investment to tackle the environmental and physical problems of the older housing area to the east of Princess Road. Major opportunities for commercial development in Hulme are the High Street and the redevelopment of Birley Fields. Private investment is also continuing with the development of further quality housing in the area.

Wythenshawe
Wythenshawe is formed mainly by a series of housing estates built between 1926 and 1964 and now suffers from high levels of unemployment, poverty and deprivation. However, the area has considerable potential due to its proximity to Manchester Airport and the motorway network and because of the availability of suitable sites for attracting inward investment. Significant investment has already taken place with the development of a number of business parks and the construction of new private housing. The regeneration programme will focus on the refurbishment of Wythenshawe Civic Centre to meet modern requirements and enhance its attractiveness for shoppers; improvements to the Sharston Industrial Estate which will capitalise on its superb location in relation to the motorway network; and on widening and promoting the range of heritage and leisure activities offered at Wythenshawe Park. These initiatives will be underpinned by a transport strategy which aims to improve accessibility to centres of employment, to the Civic Centre and to Wythenshawe Hospital as well as encouraging more sustainable transport modes, including Metrolink, for work and leisure journeys. The regeneration programme will capitalise on these assets to increase competitiveness, make substantial improvements in housing, shopping
and leisure facilities, match local employment opportunities with the needs of the unemployed and generally raise living standards for local people.

**Stockport Road Corridor**

As a major gateway to the City Centre, the Stockport Road Corridor is well placed to attract business investment. The City Council aims to build upon the area's strong entrepreneurial culture and ethnic diversity; increase private sector investment; improve housing and promote training, education and leisure opportunities for local people.

**Chorlton**

Chorlton is a successful and sustainable part of the City and the Council means to keep it that way. There is concern though about the effect that the opening of the new Trafford Centre at Dumplington will have on Chorlton's main shopping centre and the Council is working together with the local community, businesses and local interest groups to formulate a plan of action. Based on the belief that better management, co-ordination and a focusing of the area's resources will pay dividends, the programme will focus on Chorlton's particular strengths, its diverse economic base and the growing number of specialist shops and cafe bars, while addressing the needs of residents, improving environmental conditions and supporting the development and growth of the area.

**City Centre**

Within the framework provided by the policies in the Manchester Plan (and prior to this the City Centre Local Plan), the Council has been pursuing successful regeneration programmes in the City Centre for a number of years with a wide range of partners and current programmes are addressing a variety of different issues in various parts of the City Centre as indicated below. The most significant regeneration area in the City Centre, though, is the bomb damaged area and the strategic objectives for this area are also set out below.

(i) **Northern Quarter** - This area of the City Centre which lies to the east and west of Oldham Street between Piccadilly and Swan Street/Great Ancoats Street, was in decline for a number of years. With new investment, much of which has been grant assisted, it is now becoming once again a vibrant, creative community in its own right. The area contains cafe bars, music venues, stylish apartments and alternative shopping. This new activity has enabled many of the fine buildings in this part of the City Centre to be restored. The aim is to continue this regeneration and to make it self sustaining. This will be assisted by the opportunity presented for the development of the strategically located Smithfield site, which will also provide for improved linkages with surrounding areas of the City Centre and Ancoats.

(ii) **Piccadilly** - This is a major gateway into the City Centre and is an area of great potential, although it has not attracted investment on a significant scale in recent years. However, a strategy is now in place to deliver radical improvements and regeneration schemes for Piccadilly Station, Piccadilly Gardens and the Rochdale Canal Basin with the latter transformed for residential and leisure uses. Improvements to pedestrian linkages will enhance the route between Piccadilly Station and the core of the City Centre.

(iii) **Great Northern** - This initiative will unlock a large part of the City Centre which has remained underused and isolated for many years, Building on the success of the Bridgewater Hall and the G-Mex Centre, an International Convention Centre, together with these and other visitor facilities, will effectively create a 'convention quarter'. New activity in the area will be maximised with major new leisure and retail development within the Great Northern Warehouse complex. High quality environmental improvements will consolidate the whole area and reintegrate it back into the City Centre.
(iv) **Crown Square** - This area of the City Centre lies between Deansgate and the River Irwell, with Bridge Street to the north and Quay Street to the south. It is now the subject of a regeneration strategy which seeks substantial redevelopment to provide new accommodation for existing uses and bring new activity into the area to enliven it. This will be sustained by much improved pedestrian access.

(v) **Castlefield** - the regeneration of this historic area of Manchester, with its visitor attractions, attractive new housing and commercial activity, has been successfully pursued over a number of years. It is a prime example of what can be achieved, although there remain opportunities to bring more active uses into the area, develop vacant sites and buildings, and further improve the environment. The Council wishes to ensure that Castlefield is properly integrated with the City Centre and the wider area with improved pedestrian linkages being very important.

(vi) **The Bomb Damaged Area** - Following the bomb explosion in 1996 the City Council and the Government established a public and private sector Task Force (Manchester Millennium Ltd) to develop and manage a recovery strategy which would both drive forward the rebuilding programme and give impetus to the continued regeneration of the wider city area. A high profile international design competition was launched to provide cutting edge, creative ideas for the rebuilding of the area. From this a 'Masterplan Framework' has emerged. Whilst the urban design competition was directed at a particular part of the City Centre where the damage and need for rebuilding was greatest, this area cannot be dealt with in isolation. The Council has therefore prepared Supplementary Planning Guidance (SPG) which sets out the wider planning context within which the redevelopment of the bomb damaged area will take place. The SPG is based on policies in the Manchester Plan and the principles of the Guide to Development in Manchester. These are amplified for specific sites in the new circumstances following the bomb, with the benefit of the substantive elements of the Masterplan Framework. The Council adopted the Supplementary Planning Guidance on 4 April 1997 and applicants for planning permission will be expected to demonstrate how their proposals address the issues that it covers.

In terms of implementing the Masterplan, a number of strategic objectives have been established and these are set out briefly below:

**Restoration and Enhancement of the Retail Core**

This strategic objective seeks to reinforce the City Centre as the retail heart of the region by the timely restoration of retail floorspace destroyed by the bomb and the creation of a wider range of shopping opportunities. Two projects lie at the core of achieving this objective: the redevelopment of Shambles Square for a quality retail scheme, anchored by the new flagship Marks and Spencer store; and the remodelling and reconfiguration of the Arndale Centre.

**Stimulation and Diversification of the City's Economic Base**

The aim of this strategic objective is to secure investment and development of leisure and cultural activities to broaden the interest and attraction of the City Centre. It also seeks to maximise the impact of the rebuilding plans to underpin the economic vitality of the regional capital, in particular by the direct creation of jobs. Four projects lie at the core of achieving this objective, namely: the Corn Exchange; the Royal Exchange; the Printworks; and the Ramada.

**Development of an Integrated Transport Strategy**

The development of an integrated transport strategy is essential in underpinning the success of the City Centre. The key objectives are:

- ensuring accessibility by all modes and users, including disabled people;
- removing through traffic from the City Centre, by the completion of the Inner Relief Route;
- providing sufficient, quality short-stay parking, which is well signed;
- encouraging greater use of public transport - Metrolink, rail and bus;
- providing a safe and pleasant environment for pedestrians and cyclists.
An integrated package of measures in being developed to deliver these objectives.

Creation of a Quality City Core Fit For the 21st Century

The physical regeneration of the City Centre is to take place within a framework of an overall ‘greening’ and enhancement in the quality of the public realm. A series of new public squares, improved streetscapes and major open spaces is therefore being implemented. Throughout the City Centre a high quality and highly accessible pedestrian friendly environment will be created, including both new streets and the total upgrading of existing streets.

Integrated Management and Security Strategy

The continued development of the core area and the wider City Centre must be underpinned by strong, sustainable management arrangements, if competitiveness is to be maintained and enhanced. The city centre must be safe, secure, clean and accessible and widely perceived as such. This will be achieved through partnership working, and the development of a strong client focus to agree service standards, to deliver and monitor services on the ground.

Creation of a Living City by Increasing the Residential Population of the City Centre

The repopulation of the City and the creation of sustainable neighbourhoods is a core objective of the City Council. The renewal programme seeks to build on the inherent strengths of the City Centre as an attractive place to live by creating opportunities within the core area for potential housing investment; improving the quality of infrastructure and the quality of the public realm, and reinforcing strategic links with other parts of the City Centre to promote such investment.

Co-ordination, Delivery and Promotion of the Rebuilding Programme

The rebuilding of Manchester City Centre is a major and complex undertaking. The programme as a whole is an amalgam of many and varied individual projects, spearheaded by the private sector in some respects and the public sector in others - all contained within a single masterplan concept. The projects are closely interrelated, linked by a variety of new developments including a transport strategy which penetrates the whole masterplan area. Successful delivery of City Centre rebuilding schemes depends crucially, therefore, on effective co-ordination and strategic management of the planning, design, procurement, construction and cost control elements of the extensive programme of works being taken forward in central Manchester.

Creation of a Distinctive Millennium Quarter

The aim of this strategic objective is to bring together an integrated package of initiatives to create a distinctive Millennium Quarter based on the historic core of the City Centre. The Quarter lies in the northern part of the City Centre and is defined by Corporation Street to the east, Todd Street/Victoria Station approach/Hunts Bank to the north, the River Irwell to the west, and Cateaton Street/Cannon Street to the south. The strategy is to create a distinctive flagship visitor centre called the 'Urbis Centre' which will sit within a new green precinct, the 'City Park', creating a green, pleasant and largely traffic-free area around the Cathedral.

OBJECTIVE

R1 To secure the renewal and regeneration of areas of the City in a holistic way which provides new employment opportunities, a wider range of quality housing and supporting facilities, and a substantially improved environment.
POLICY
R1.1 The Council will pursue an area-based regeneration strategy working with the local communities, public sector agencies, the private and voluntary sectors and Central Government in order to achieve a holistic approach to dealing with economic, social and environmental problems. The Council will ensure that regeneration programmes maintain and create sustainable communities, and that they improve the quality and range of facilities in the City Centre for all who use it.

REASON
There is a need to take a holistic area-based approach to regeneration in order to achieve an integrated way of dealing with a wide range of social, economic and environmental issues. The Council is committed to maintaining existing, and creating new, sustainable communities in partnership with all sections of society such as community groups, business and the voluntary sector. An important aspect of the area-based regeneration programmes is the integration of the most deprived communities in Manchester back into the economically successful and vibrant Regional Centre.

The Council is working closely with a wide variety of interests to ensure that the regeneration and renewal of the City Centre achieves improvements to the range and quality of facilities and, in particular an enhancement of the retail core, the stimulation and diversification of the economic base, the development of an integrated transport strategy, improvements for pedestrians and cyclists, and the creation of a high quality public realm and public spaces.