



Former BBC Site, Oxford Road Strategic Regeneration Framework

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Executive Summary

This Strategic Regeneration Framework (SRF) has been prepared to guide the future redevelopment of former BBC site and adjoining land at Oxford Road in Manchester City Centre (“The Site”), a strategic employment location and regeneration priority in the context of the economic growth objectives of the Manchester City Region. Its principal purpose is to set out the reasons for defining this site as a strategic economic priority and to provide the rationale and spatial strategy for delivering positive regeneration of The Site over a 10-15 year time frame.

To succeed in an increasingly challenging global environment, it is imperative that Manchester capitalises on its key opportunities for growth. The Site is at the heart of one of the City Region’s principal assets and opportunities to grow and diversify its economic basis - ‘The Corridor Manchester’ This area is Greater Manchester’s (GM) central business and education district, critical to the flow of people, goods and ideas through the GM area. It has been identified as providing the opportunity to accommodate a workforce of 77,000 and generate £4.8 billion GVA to 2020¹, achieved in part by a series of capital investments of £3 billion, and is critical to delivering some of the key aims of this strategy for the future growth of GM as clearly defined in the GM Strategy (GMS).

GMS provides GM’s strategy for responding to the current economic challenges to secure a competitive and successful City Region by focusing on:

“...creating the conditions that make GM a destination for investment, in consolidating the existing business base and in securing a much higher growth rate in key sectors where we have the assets and advantages to succeed nationally and internationally

Key to this is supporting sectors where GM has a competitive advantage and leveraging assets to grow those sectors further. Health and life sciences, financial and professional services, education and advanced manufacturing are critical assets, and the clustering of existing institutions and businesses working in these sectors in The Corridor Manchester make it a primary location for GM’s future employment growth.

The SRF is necessary in order to provide a co-ordinated strategy for what is the key development opportunity site within Manchester Corridor. It is essential that this strategy provides a platform for realising the investment potential of The Site based on an understanding of market opportunities nationally and internationally. In addition, this strategy should take into account emerging sectors of the economy in science and technology based businesses.

At just over 4 hectares in size, The Site’s key attributes make it a remarkable opportunity for comprehensive, employment-led mixed-use regeneration and the only site with such characteristics on the Corridor:

- A site that is primarily within a single ownership, and which is cleared and ready for development.
- Exceptional transport connections: The Site is within a short walking distance of two of the City’s major rail hubs, Piccadilly and Oxford Road stations, its expanding Metrolink network via St. Peter’s Square, and a key bus corridor (Oxford Road). All three forms of transport have significant amounts of committed investment to improve the capacity and quality of its services.

¹ Corridor: Manchester, Strategic Vision to 2020 website

- In addition, High Speed Rail 2 (HS2) to Manchester will significantly strengthen the connectivity of Manchester Corridor to Manchester Airport, London and mainland Europe and will act as a platform for the wider commercial and regeneration plan for the area.
- Proximity to the City Centre Core / Civic Quarter: The Site is positioned towards the northern end of Oxford Road, within close proximity to the established City Centre Core which contains its principal civic and core office functions.
- Proximity to the heart of Manchester's knowledge economy: the wealth and range of knowledge-intensive research institutions and businesses operating in the Corridor provides a clear competitive advantage in terms of expanding and enhancing the City Centre's economic activity outwards from its core areas along the Oxford Road axis.
- Other land use adjacencies: access to Oxford Road's diverse range of cultural and leisure facilities and its burgeoning student population.
- Oxford Road frontage/ Gateway location: Oxford Road is both a destination and major arterial route into the City Centre; The Site is at a gateway location to and from the city centre core.

It follows that there will be a significant opportunity cost, should commercially led mixed use development not be promoted on this site. Based on a notional scheme, we have calculated the potential for more than 6,000 FTE jobs to be created at this site. In addition, the opportunity to generate high added value jobs based around the knowledge sector means that there is huge potential for The Site to generate a significant flow of revenue into the local economy (GVA) and with that a wider range of indirect jobs and multiplier effects.

To support the delivery of economic objectives, the redevelopment of The Site must come forward in a form which delivers a high quality, vibrant development which creates a new sustainable, urban neighbourhood with a distinctive sense of place and which is functionally and physically connected to the wider area.

The vision for Study Area is as follows:

“To create a high quality, commercially-led mixed use development which maximises The Site’s employment generation in a manner that contributes to the City’s knowledge economy and in doing so leverages The Site’s location within the Corridor, proximity to major institutions and exceptional accessibility by a range of means of transport. In order to support this principal use of The Site, its redevelopment must create an environment that is sustainable, distinctive, vibrant, incorporates well-designed and managed public realm/ civic spaces, and which is fully integrated into the wider neighbourhood.”

The purpose of this document is not to prescribe a form of development, as inevitably there will be many different options and combinations of development which could take place on The Site that will achieve the important economic and place-making objectives. However, this document identifies a series of development and urban design principles that it will be necessary for developers to address in bringing forward detailed applications proposals for The Site.

This document identifies the following as appropriate uses for The Site, in line with the above overarching vision:

- Offices – The Site has been an established employment site within Manchester for decades and has a unique combination of locational characteristics which mean that The Site can re-invent itself in a manner that will result in a distinctive, forward thinking, and sustainable commercially-led redevelopment that will respond to demand for office accommodation over the next 10 – 15 years. The Site needs to be commercially positioned to appeal to a range of commercial occupiers that are distinct from the Grade A office space occupiers that will be a principal target for competing development pipeline schemes including NOMA, Spinningfields as well as the commercial scheme proposed adjacent to St Peter’s Square. The Site’s proximity to major institutions and proximity to bus corridors, Metrolink Interchanges and principal rail nodes means that The Site is ideally suited to a wider range of corporate occupiers and high added value businesses within forecast opportunity growth sectors including opportunities from business services

related to Medical Device/Technology companies, wider science and technology, healthcare, and digital and creative industries. The Universities world class research programmes e.g. Graphene and the increasing propensity for commercialisation of that research will provide further significant downstream opportunities in relation to The Corridor. The strategy for The Site needs to be sufficiently flexible and phased, provide a scheme that maximises The Site's high profile, and is suitably positioned in terms of pricing to allow it to effectively compete.

- Cultural facilities and public spaces – A cultural attractor within the scheme would significantly enhance the attractiveness of the scheme to occupiers offering the types of business services referenced above. This would generate footfall, extend dwell time and contribute towards identification of The Site as a new City Centre destination. It would also assist in anchoring a range of small format retail and leisure uses complementary to the scheme as a whole. Civic or public spaces will also be necessary to encourage movement through The Site, establish east-west linkages and create a distinctive sense of place.
- Supporting uses:
 - Institutional Accommodation - The Site's proximity to the Universities and Hospitals, its scale and the quality of its location represents an opportunity to meet the commercial accommodation requirements of those institutions. This could also be extended to include accommodation for independent providers e.g. private healthcare and potentially a private hospital, or, private Universities / training facilities which offer degree level practical courses in subject areas where there is otherwise a gap in provision.
 - Hotel – The Site is of sufficient scale to accommodate a hotel product which has a market positioning and operational characteristics that would complement the city centre's wider offer and most importantly, the wider development objectives for The Site. This would assist in meeting local corporate demand for hotel rooms.
 - Retail – The Site is not suitable for a large format foodstore; however, there is potential to incorporate small format, amenity retail, including convenience provision. The new uses will be supported by the quantum of new accommodation provided on the site as well as the existing critical mass of adjoining land uses. The offering is likely to be focused on the site's end users student, graduate, and young professional market that will be interested in fashion, leisure and lifestyle retailing, as well as independent food and beverage offerings. This retail offer should be targeted towards creating a sense of place and a distinctive offer that is appealing to target office occupiers.
 - Residential Accommodation – There is an opportunity to include an element of high quality residential accommodation as part of The Site's redevelopment, ensuring that such provision contributes to The Site's sense of place and vitality and supports the wider development objectives, i.e. to establish a commercially led scheme.

Any proposal for student residential accommodation on the site would be considered by the Council as local planning authority in the context of Core Strategy policy H12 and would need to satisfy the criteria in that policy. In addition for this site, given its particular importance within a strategic employment location proposals for student residential accommodation would need to be accompanied by a detailed justification demonstrating that:

a) release of a modest part of the site for student accommodation would support delivery of the wider site as a strategic employment location; and b) the type of student residential product proposed would have clear points of difference, in terms of the wider market, so as not to adversely impact on existing provision. If not checked in this way, the result would be too significant an opportunity cost concerning the overriding potential of this strategic employment location. In addition, the analysis in Section 2 of this document has identified that there is an oversupply of purpose built student accommodation and that there is a need to carefully manage the supply of new student residential accommodation. The City Council's approach to the delivery of new purpose-built student residential accommodation is as set out in Core Strategy Policy H12.

It is recognised that due to the size of The Site, it may be delivered in a series of manageable phases over the next 10 – 15 years that can be sequenced in any number of ways in response to market conditions. If the scheme is phased, it will be essential to demonstrate that the initial phases of development will facilitate development of

knowledge-based industries on The Site, and that any initial phases are commercially-led. It is essential that The Site's initial phases of development do not come at an opportunity cost in this regard.

The current situation however is a cleared site which is being partially used as a surface car parking. The environmental appearance of The Site is being improved via interim uses and site treatments are being implemented in advance of development proposal coming forward within the 10-15 year time frame outlined in this document.

The planning status of this document following its adoption will be as a material consideration in determining all planning applications relative to The Site. Whilst it does not form part of the Development Plan, it has been prepared to be consistent with the adopted policies of the Council's up-to-date Core Strategy.

1 Introduction

- 1.1 This Strategic Regeneration Framework (SRF) has been prepared to guide the future redevelopment of former BBC site and adjoining land at Oxford Road in Manchester City Centre (“The Site”), a strategic employment location and regeneration priority in the context of the economic growth objectives of the Manchester City Region. Its principal purpose is to set out the reasons for defining this site as a strategic economic priority and to provide the rationale and spatial strategy for delivering positive regeneration of The Site over a 10-15 year time frame.
- 1.2 Section 2 of this document provides the strategic context underpinning identification of The Site as a strategic economic priority. To succeed in an increasingly challenging global environment, it is imperative that Manchester capitalises on its key opportunities for growth. The Site is at the heart of one of the City Region’ principal assets and opportunities to grow and diversify its economic basis - ‘The Corridor Manchester.’ This area is Greater Manchester’s (GM) central business and education district, critical to the flow of people, goods and ideas through the GM area. It has been identified as providing the opportunity to accommodate a workforce of 77,000 and generate £4.8 billion GVA to 2020², achieved in part by a series of capital investments of £3 billion, and is critical to delivering some of the key aims of this strategy for the future growth of GM as clearly defined in the GM Strategy (GMS).
- 1.3 The SRF is necessary in order to provide a co-ordinated strategy for what is a key development opportunity site within Manchester Corridor. It is essential that this strategy provides a platform for realising the investment potential of The Site based on an understanding of market opportunities nationally and internationally. In addition, this strategy should take into account emerging sectors of the economy in science and technology based businesses.
- 1.4 At just over 4 hectares, The Site represents one of only two large development sites available within Manchester Corridor, alongside First Street. It is therefore also one of only two sites capable of delivering the economic growth outcomes that this area is uniquely positioned to deliver. Section 3 of the document identifies The Site’s numerous other locational attributes and positive adjacencies to adjoining land uses which underpin the extent of the opportunity for strategic economic development. In the same way, these attributes also highlight that there would be a significant opportunity cost if an alternative vision for The Site was progressed. The Site’s key attributes can be summarised as follows:

A critical mass of land ownership vested in single ownership: the scale of the opportunity, in terms of site area, is significant in the context of Manchester Corridor and is further underlined by the fact that much of the site is within a single ownership, and has already been cleared and prepared for development.

Exceptional transport connections: The Site is within a short walking distance of two of the City’s major rail hubs - Piccadilly and Oxford Road stations, its expanding Metrolink network via St. Peter’s Square and a key bus corridor (i.e. Oxford Road). All three forms of public transport have significant amounts of committed investment to improve the capacity and quality of services.

St Peter’s Square is already a main hub within the City’s expanding Metrolink network. In 2014, the City’s Second City Crossing is scheduled to open. This will substantially increase the capacity of the network (an extra 45 trams per hour running through St Peter’s Square).

² Corridor: Manchester, Strategic Vision to 2020 website

Piccadilly Gardens and St. Peter's Square are a short walk from The Site and provide a seamless interchange between the different transport modes. This ensures that The Site is highly accessible and connected to destinations across GM and beyond.

The Northern Hub is a Network Rail project that will deliver £530m of targeted investment to transform Northern England's rail network and improve connectivity. A key proposal is the Ordsall Chord, a new viaduct to connect Manchester's Victoria, Oxford Road and Piccadilly Stations, and Salford Central Station, enabling faster, more frequent services to run across the North of England. Improved services will include two new fast trains per hour between Manchester Victoria and Liverpool; six trains an hour between Leeds and Manchester (as opposed to four now); a reduction in journey time of 10 minutes between Leeds and Manchester; a reduction in journey time of 10-15 minutes between Liverpool and Manchester; a new direct service through Manchester City Centre to Manchester Airport, and faster journey times to Hull, Newcastle and the North East.

The Bus Priority Package will deliver both the Leigh-Salford-Manchester busway and the Cross City Bus schemes, improving bus travel to and across the City Centre for communities to the north, west and south of GM including Leigh, Atherton, Middleton and Parrs Wood. The Package will provide easier access to new and existing job opportunities, education and health facilities along Oxford Road and the City Centre and increase the number of passengers able to travel to their destination in one journey without having to change buses. More than 8 miles of bus lanes will be provided along existing roads, and some sections of road, for example on Oxford Road, will be closed to general traffic. During the day there will be at least four buses an hour between Leigh and Manchester, and four buses an hour between Atherton and Manchester, meaning there will be a minimum of eight buses an hour between Tyldesley and Manchester along the guided busway between Leigh and Ellenbrook.

High Speed Rail 2 (HS2) from Birmingham to Manchester will significantly strengthen the connectivity of Manchester Corridor to Manchester Airport, London and mainland Europe and will act as a platform for the wider commercial and regeneration plan for the area.

Proximity to the City Centre Core/ Civic Quarter: The Site is positioned towards the northern end of Oxford Road, within close proximity to the established City Centre Core which contains its principal civic and core office (financial and professional) functions. It is therefore well positioned to act as a 'stepping stone' in the extension of city activity along Manchester Corridor feeding out of the core area. The Civic Quarter contains an internationally significant cluster of historic buildings (including Grade I and II Listed Buildings), important civic spaces and a number of world class conferencing, cultural and leisure uses. Significant public sector and infrastructure improvements including the Town Hall Complex and Central Library refurbishment, the re-design and transformation of St. Peter's Square and the expansion of the Manchester Central complex are being implemented. This level of investment has already begun to act as a catalyst for new private and third party investment with the redevelopment of Elizabeth House in particular to create a new 250,000 sq. ft. office building, currently on site, as well as a number of other projects in the planning pipeline.

Proximity to the heart of Manchester's knowledge economy: the wealth and range of knowledge-intensive and research institutions (e.g. University of Manchester, Manchester Metropolitan University and Central Manchester University Hospital NHS Foundation Trust) and businesses operating in the Corridor provides a clear competitive advantage in terms of expanding and enhancing the City Centre's economic activity outwards from its core areas along the Oxford Road axis. In addition to the extensive clustering of facilities which already exist, this is further reinforced by the University of Manchester's announcement that it has committed to invest £1 billion over the next 10 years to create a world class campus for staff and students as part of its Estate Master Plan.

Other land use adjacencies: The Site also benefits from access to Oxford Road's diverse range of cultural and leisure facilities, including the Palace Theatre, Cornerhouse (until it relocates to First Street along with the Library Theatre Company), Manchester Aquatics Centre, Whitworth Art Gallery, Contact Theatre, The

Royal Northern College of Music, Capitol Theatre, the Holden Gallery, the new Art and Design Gallery, The Manchester Museum and Manchester Academy, as well as its burgeoning student population. There is great potential for The Site to support commercially viable ground floor activity and complementary cultural / leisure facilities that would support wider economic development, leveraging off the existence of the footfall and activity that the existing facilities provide.

Oxford Road frontage / Gateway Location: Oxford Road is both a destination and major arterial route into the City Centre. In addition, The Site is located at a gateway to and from the city centre core. The configuration of The Site means it has a considerable length of frontage onto Oxford Road and is therefore extremely well placed to attract commercial occupiers who require presence onto a major thoroughfare. This applies particularly to those end users who would be attracted by the significant amounts of passing trade, either on foot or via public transport.

- 1.5 Based on these factors, The Site is extremely well located to capture emerging opportunities for major employment generating development which will increasingly gravitate towards the Corridor. This will only happen on the basis that suitable space is made available, complemented by planned measures already in place to ensure that the area becomes a genuinely high quality new city centre neighbourhood.
- 1.6 Section 4 of this document focuses on the Development Principles and Urban Design Principles required to effectively integrate The Site into its surrounding context and to maximise the flow of positive economic, social and environmental benefits for Manchester arising from the redevelopment of The Site.
- 1.7 Notwithstanding the separate ownership of sites in the area, it will still be important to achieve a comprehensive approach to development. Whilst it is recognised that a single redevelopment proposal may not be possible, it will nonetheless be essential to ensure that any individual scheme does not undermine a comprehensive approach to redevelopment across land within separate ownership and therefore that the site is 'future proofed' in this regard. A comprehensive approach to the site will maximise the scale and benefits of the opportunity and offer the greatest degree of flexibility and scale for a commercially-led mixed use development.
- 1.8 The concluding part of this document, Section 5, identifies a delivery strategy for The Site, in terms of consideration of current and forecast opportunities that would support the City Council's and GM's strategic priorities in respect of this site. The strategy is not intended to be prescriptive, but provides a clear response to The Site's clear economic policy mandates.
- 1.9 This document has been prepared by Deloitte Real Estate on behalf of Manchester City Council and is intended to become a focus for consultation with the site landowners and other key stakeholders.
- 1.10 The planning status of this document following its adoption will be as a material consideration in determining all planning applications within and adjoining the SRF area. Whilst it does not form part of the Development Plan, it has been prepared to be consistent with the adopted policies of the Council's up-to-date Core Strategy.

2 Strategic Policy Context

2.1 The Site has been identified as a strategic employment opportunity based on its locational attributes and relationship to the economic growth priorities for Manchester City Region. To put this into context, the remainder of this section highlights key areas of existing and emerging GM and Manchester policy which emphasises The Site's strategic importance.

GMS 2013-2020 (2013)

- 2.2 The GMS (GMS) provides a joint working strategy between the GM (GM) local authorities for achieving sustainable economic growth across the City Region.
- 2.3 It was originally prepared in 2009 as a response to the Manchester Independent Economic Review (MIER) – the most robust analysis ever undertaken of a city, led by global experts. It identified priorities to enable the Manchester City Region to pioneer a new model for sustainable economic growth based around a more connected, talented and greener City Region where the prosperity secured is enjoyed by many.
- 2.4 The Association of GM Authorities (AGMA) is now consulting on an update to the 2009 GMS, which aims to review and refresh the strategic approach to growth in the Manchester City Region taking into account the current global, national and local economic challenges. These challenges include a “...*rapidly changing global economic context, the rise of new economies on the world stage and the relative decline of the West.*”
- 2.5 Despite the global recession, GM's economy has been shown to be more robust and continues to generate £48 billion GVA, some 4% of the national economy. It remains, as original identified in MIER, the UK city outside of London most likely to be able to increase its long-term growth rate, to access international networks and enjoy strong connections to the rest of the world.
- 2.6 GMS 2013-2020 sets out an approach to help GM reach its full potential and succeed in becoming a net contributor to the national economy.
- 2.7 In a financial climate where access to funding is restricted and the emphasis is on value and flexibility, GM's strategy for exploiting this potential needs to be focused on developing a “*clear, spatial and sectoral understanding of occupier demand, both now and in the future.*”
- 2.8 GMS 2013-2020 identifies that:

“The route to growth lies in creating the conditions that make GM a destination for investment, in consolidating the existing business base and in securing a much higher growth rate in key sectors where we have the assets and advantages to success nationally and internationally.”

- 2.9 A critical element of this is that GM must build on the benefits of its agglomeration economy to capitalise on the assets in the ‘Manchester Corridor’, the central business and education district, and “...*one of the world's largest clusters of health research, practice and commercial development...home to Manchester's Universities, hospitals, science park and innovation centre.*”
- 2.10 Its assets include:

- Significant expertise in key enabling technologies, such as nano-technology, micro and nano-electronics, advanced materials and biotechnology, which can be employed to produce the next generation of industrial products.
- Significant trans-locational capacity, including people, organisations and networks, surrounding the research excellence, which allow the idea to be taken from lab to market.
- World-leading specialisms in healthcare innovation and advanced materials, including the development of a £61 million Graphene Hub – a global growth opportunity.

2.11 It is home to some of GM's key sectors, which are identified as:

- Health and Life Sciences
- Financial and Professional Services
- Creative and Digital
- Education
- Sport
- Culture and Heritage
- Advanced Manufacturing, including Low Carbon Technologies.

2.12 Science and technology, research and development are at the heart of Manchester's plans for growth, with the strategy focused on how its public, private and academic institutions can act collectively to translate its exceptional science and technology assets into economic output for Manchester and the UK.

2.13 In order to leverage these assets and grow them further, there are some critical actions that the AGMA will pursue, including:

- Identify land for development of commercial and industrial space that offers flexibility of use and cost efficiency, supported by the infrastructure required to help business grow and flourish. Failure to provide appropriate sites in areas where the market wants to invest risks GM losing development and investment to other areas.
- Employ a cohesive, structured and evidenced approach to attracting and growing businesses.
- Work with GM's firms to help them expand, working with the grain of their strategic plans to build bespoke initiatives in markets and sectors where GM firms have comparative advantages and existing assets and business.
- Develop a market-facing investment strategy, which includes the creation a portfolio of sites which are attractive to investors, meet developer requirements and drive investment in priority areas for growth and regeneration.
- Continued investment in infrastructure and GM's strategic transport network.
- Develop an evidenced understanding of the science and technology assets required by a changing global market and focus on core research strengths to meet the needs of that market and maximise economic impact.

- Bring public, private and academic institutions together to commercialise research and development at pace and scale.
- Further improve the reputation and perception of the City as a place to invest and visit and create a distinctive sense of place through the quality of GM's business, cultural and lifestyle offer.
- Creation of a differentiated business environment in GM driven by the needs of local, national and international employers in order to attract and support growing businesses with the greatest growth potential.
- Extend and deepen the international trade, investment and connectivity of GM's businesses, building on existing links and assets.
- Make improved use of international assets, including Manchester Airport, its international brands, and the trading and investment of GM-based large firms. Key sectors where GM has a comparative advantage and which need to be exploited and accelerated are identified above at paragraph 2.11.
- In relation to the internationalisation of its assets, GM must at least maintain its existing level of activity in the markets of Europe and USA and develop robust and tailored arrangements to radically increase international activity with the growth markets of China, India, Brazil and United Arab Emirates.

GM Growth Plan (2012)

2.14 The GMGP identifies that Manchester has been performing well in the context of a weak national economy, but that it could achieve a significantly higher sustainable growth rate, and thereby contribute more effectively to the UK's economic performance. In particular, GMGP recognises the need to maximise agglomeration effects:

“Agglomeration effects – the positive spill overs of productivity and skills that exist in densely-populated urban areas – play an important part in the dynamics of growth. The key characteristics of a City for improved economic performance include a sufficiently large pool of skilled workers, transport and communications connections, trade or investment links with other growing cities, and suitable housing and amenities.”

- 2.15 GMGP further identifies that many of the key growth sectors for Manchester identified above are particularly agglomeration sensitive.
- 2.16 Manchester Corridor, as identified in the GMS and Core Strategy (below) represents a key strategic opportunity for capturing emerging opportunities for major employment generating development because it possess key attributes that are required to improve economic performance. As such, it is critical that The Site is protected so that medium to long term opportunities for economic growth and job creation are not lost at the expense of a short term gain.

Manchester Core Strategy (2012)

- 2.17 The adopted Manchester Core Strategy sets out the City Council's Vision for Manchester to 2026, along with the planning policies that provide the framework for delivering that Vision. The Vision is for a flourishing knowledge-based economy, based on the strength of the Regional Centre and Manchester Airport.
- 2.18 It provides a spatial strategy for growth, which supports the key priorities as identified in the GMS 2013-2020, identifying that Manchester will be the driver of the City Region economy due to the location of key assets in Manchester City Centre.

- 2.19 Policy EC1 Employment and Economic Growth in Manchester directs future employment growth to the Regional Centre and Manchester Airport, with Manchester City Centre expected to provide 33 hectares of employment land in a range of B Use Classes over the plan period.
- 2.20 The primary focus for B1 office development will be Manchester City Centre, with encouragement given to the Manchester Corridor as a strategic location, because of its critical assets including the higher education facilities, hospitals and health / medical research facilities. The site is recognised in this context as a major employment area.
- 2.21 Policy EC2 Existing Employment Space protects existing employment land, where it continues to be viable and compatible with adjoining uses. This policy recognises that there has been increasing pressure on employment space for alternative uses, but that it is of critical importance that quality employment land is retained and enhanced to support the growth strategy set out in the Core Strategy.

The Corridor Manchester

- 2.22 Manchester Corridor Strategic Vision to 2020 identifies the huge importance of this area to the growth prospects of Manchester and the wider City Region.
- 2.23 In addition, it identifies The Site as the largest development site and as a significant opportunity for the on-going regeneration and development of the area for a commercially-led mixed use development that brings business together with the traditional University and Hospital focus on the Corridor.
- 2.24 The Partnership is now half way through a £3 billion development phase. The 2011/2012 Review identified that the Corridor now generates £2.8 billion, which is 22% of the City's GVA. 55,000 people are employed on the Corridor, which represents 18% of the City's workforce, and it is home to 72,000 students. 43% of activity on the Corridor is in the knowledge-intensive sectors, which represent the key growth priorities for GM. This is a much higher proportion than the national and regional averages (22% and 21% respectively).
- 2.25 Further significant investment is committed and planned, in line with the growth priorities for GM, which will enable the Corridor to meet the strategic aims to 2020, to generate £4.8 billion GVA and support a workforce of 77,000.
- 2.26 The Corridor Manchester Partnership has provided a breakdown of past, committed and future investment planned by each of the Corridor institutions, as summarised below:

Completed and Current Investment

Institution	Project	Investment
Central Manchester Hospitals	Site Transformation Project, including Saint Mary's Hospital, Manchester Royal Eye Hospital, Manchester Royal Infirmary and Royal Manchester Children's Hospital	£600 million
	CityLabs Biomedical Centre	£TBC
Manchester City Council	Town Hall Complex Regeneration	£185 million
	St. Peter's Square Public Realm	
Manchester Metropolitan University	Business School and Student Hub	£75 million

Institution	Project	Investment
	Art and Design Faculty	£35 million
	Science and Engineering	£51 million
	Law School	£15 million
University of Manchester	Ten new buildings and refurbishments, including the Alan Gilbert Learning Commons	£750 million
TOTAL		£1.711 billion

Committed Investment

Institution	Project	Investment
Manchester City Council / Library Theatre Company / Cornerhouse	First Street: HOME Cultural Facility	£25 million
Manchester Metropolitan University	Birley Fields Campus	£134 million
	Student Union	£10 million
	Hollings and Library Consolidation	£11.5 million
Transport for GM	Second City Crossing / St. Peter's Square	£TBC
	Cross City Buss Package	£54 million
Manchester Science Park	Manchester Science Park Expansion	£TBC
University of Manchester	Manchester Engineering Campus	£200 million
	Manchester Business School	£45 million
	School of Law	£29 million
	University Library Refurbishment	£11 million
	Student Union	£2 million
	Simon Building	£12 million
	National Graphene Institute	£61 million
	Michael Smith Building, Additional Offices	£1 million
	Jodrell Bank	£11 million

Institution	Project	Investment
	Teaching Block	£32 million
	Samuel Alexander & Mansfield Cooper Building	£11 million
	Whitworth Art Gallery	£15 million
TOTAL		£664.5 million

Future Investment

Institution	Project	Investment
Central Manchester Hospitals	Central Manchester site	£50 million
University of Manchester	University Estate Masterplan Phase 2, including further work at: <ul style="list-style-type: none"> • Faculty of medical and Human Sciences and Life Sciences • Faculty of Engineering and Physical Sciences • Faculty of Humanities 	£400 million
TOTAL		£450 million

2.27 This investment has in turn been a catalyst for private investment, including:

- **Civic Quarter:** Grade A commercial office schemes at St. Peter’s Square, with the construction of the £50 million One St. Peter’s Square building following a partial pre-let to KPMG and the recently submitted planning application for redevelopment of 77/79 Mosley Street and Century House for a new building comprising office use. This investment provides a unique opportunity to stimulate the regeneration of surrounding areas of the City Centre, including its southern approaches, and will work to further transform the perception of Oxford Road as a major business destination.
- **First Street:** together with HOME, committed development at the 20 acre site includes a new 4-star hotel, premium residential accommodation and First Street South, a 250,000 sq. ft. building with a mix of retail leisure and hotel uses.

Summary - Scale of the Opportunity

2.28 It is clear from an analysis of strategic policy how critical the Manchester Corridor is in relation to GM’s growth priorities to 2020. It is already a significant contributor in terms of GVA, employment and investment into identified growth sectors.

2.29 The committed and future development of each of these institutions is also geared towards the growth of the knowledge economy and the sectoral activity identified in GMS 2013-2020, delivering new and expanded research, education and health facilities that will generate investment, employment and revenue for GM

- 2.30 GMS identifies the need to exploit this further, by ensuring that the gap between knowledge and production is bridged, and that innovations developed in GM are taken to the market place in GM. The right employment space in the right location is critical to achieving this.
- 2.31 In order to inform the scale of this opportunity in the context of The Site, we have produced an estimate of the direct employment outputs of The Site³, set against a notional scheme (broadly based on work produced by Feilden Clegg Bradley in November 2009) for a commercially driven, mixed use development. Based on that notional scheme, the direct employment outputs (FTE) are 6,262 jobs.
- 2.32 This notional scheme has purely been referenced to provide an indication of the quantum of built form that the site could deliver, and therefore the number of job outputs that could be created. Any scheme which is submitted will however be considered on its own merits and in accordance with the key principles established in this Framework.
- 2.33 This increase in jobs relates well to the opportunities identified in the Manchester Independent Economic Review and which are being translated into the GMS. Manchester already generates £48 billion GVA, some 4% of the national economy; however, according to the GMS, there is much more to be achieved.
- 2.34 Based on the identified opportunity to generate high added value jobs based around the knowledge sector at the Site and the scale of this opportunity there is huge potential for The Site to generate significant levels of revenue into the local economy (GVA) and with that a wider range of indirect jobs and multiplier effects.
- 2.35 Clearly, if The Site were to come forward for anything other than commercially led mixed-use development then this also provides an indication of the extent of the opportunity cost.

Other Strategic Policy Drivers

University of Manchester 20/20 Vision

- 2.36 The document identifies that since the foundation of the University in 2004, it has gathered a formidable track record in the commercialisation of research with 1,600 invention disclosures and 17 new companies formed, attracting £173 million in third-party investment. In addition, it has commenced transformation of the campus through the largest capital investment programme ever undertaken by a UK University and achieved a 70% growth in visitors to our public places, including the Manchester Museum, the Whitworth Art Gallery, the John Rylands Library and the Jodrell Bank Discovery Centre.
- 2.37 Moving forward, the growth and success of the University will have a crucial role to play in terms of strengthening GM's economic base. It is therefore essential that the delivery strategy for The Site complements the University's objectives. The University's 20/20 Vision contains a number of important objectives which should form part of the context for The Site's development strategy:

World-Class Research

- 2.38 The University will be one of the top 25 research universities in the world, where internationally-leading researchers produce research of the highest significance and impact. It will be recognised for its interdisciplinary research, for training outstanding researchers and giving parity of esteem to discovery, application, knowledge transfer and impact.
- 2.39 A key aspect of this objective is to ensure that the University's work has impact beyond academia and yields economic, social and cultural benefits, whenever the opportunity arises. This can be achieved through a focus on:

³ Calculated by reference to: HCA and Drivers Jonas Deloitte (2010), "Employment Densities Guide", 2nd ed.

- becoming the partner of choice for business and other external organisations through the quality and focus of its research, and the efficiency of its outward interfaces;
- identifying the University's key external relationships and managing them strategically for the long-term benefit of the research agenda;
- building on how Manchester's heritage, image and population can give its research a distinctive identity and attract knowledge-based investment to the city;
- creating impact, through impact plans for individual researchers and research groups, promoting academic mobility outside the higher education sector and capitalising on business relations activity;
- demonstrating impact through case studies and improving the capture of impact;
- ensuring parity of esteem for impact-generating translation and knowledge transfer activities;
- commercialising research wherever appropriate, through a balanced approach of spinning-out, licensing and sale of intellectual property activities, and introducing support for student and alumni enterprises;
- ensuring that its work contributes to societal challenges and, where relevant, drawing on alliances with stakeholder groups.

2.40 Clearly, the role of the University in terms of leading and commercialising research, as well as knowledge transfer, can deliver opportunities for organisations seeking close locational and functional links with the UoM and MMU.

Social Responsibility

2.41 The University will contribute to the social and economic success of the local, national and international community by using its expertise and knowledge to find solutions to the major challenges of the 21st Century, and by producing graduates who exercise social leadership and responsibility.

Quality People

2.42 To position the University as an exemplary employer and a destination of preference for all staff, both nationally and internationally, to enable it to become one of the leading universities in the world by 2020.

World Class Estate

2.43 To provide a world-class estate which meets the needs of The University of Manchester in 2020. This includes ensuring that the estate and buildings meet the University's teaching and learning, research, academic and social needs and that the estate creates a genuine sense of place. A key aspect of the strategy relates to the consolidation of the University to the south of Mancunian Way, and associated release and disposal of land to the north.

An International Institution

2.44 The University will be a truly international institution, with a global reach in its research, teaching and social responsibility.

Environmental sustainability

2.45 To embed environmental sustainability as a key priority across the full range of our activities.

2.46 Each of these objectives and credentials underline and support the credentials of Manchester's Corridor as a focus for economic growth.

Manchester Metropolitan University

2.47 Manchester Metropolitan University's (MMU) roots in higher education date back to 1824; it was awarded university status in 1992 and is part of the largest higher education campus in the UK and one of the most

extensive education centres in Europe. It is the largest campus-based undergraduate university in the UK, with a total student population of more than 37,000 and is considered to be the University for World Class professionals, with an emphasis on vocational education and employability

- 2.48 MMU is committed to a strong future through a £350 million programme of investment in buildings and facilities.
- 2.49 The growth and success of MMU is also critical to the strengthening of GM's economic base and, again, it is essential that the delivery strategy for The Site complements MMU's objectives.
- 2.50 The arrival of the current Vice Chancellor in 2005 paved the way for a radical examination of MMU's mission, values and strategic objectives. In 2007, MMU published its 2007-2020 Strategic Plan, which set out a framework of strategic imperatives to provide an appropriate platform to enable it to realise its overarching ambitions. An important factor in this was to understand specific markets and to be sufficiently flexible and responsive to adapt to changing market needs.
- 2.51 MMU's Corporate Strategy 2012-2017 was published in 2012 to set out the high level goals and ambitions over the next five years.

2020 Vision: Institutional Strategic Plan 2007-2020

- 2.52 The 2007-2020 Strategic Plan identifies the University's ambitions for its core academic business (learning and teaching, research, scholarly activity and academic enterprise) at a relatively high level. Associated plans that define the infrastructure (estate, services, HR and financial structures, etc) within which delivery of core business develops sit alongside it.
- 2.53 The 2020 Strategic Plan was set within the broader context of the creation of a 'free market' in higher education and a drive for universities to differentiate themselves and develop strengths to ensure their future good standing and economic viability.
- 2.54 MMU's 2007-2020 Strategic Plan contains a number of important objectives which should form part of the context for The Site's development strategy:

Learning and Teaching

- 2.55 Central to the University's mission is the provision of a high quality learning environment for its students that will equip them with skills to enable them to remain effective lifelong, independent learners and able to make a significant contribution in their subsequent employment.
- 2.56 Specifically, MMU will establish a learning environment that positions students and their success at the focus of activity, offers learning opportunities informed by research, scholarship, enterprise and employability; and, contribute towards the development of a knowledge-enriched national economic and social infrastructure.

Research

- 2.57 MMU's strategy on research had led it to support both its established and emerging research areas and increase the quality and quantity of its research portfolio.
- 2.58 Looking forward, it will continue to increase numbers registered for higher degrees by research and develop further links with employer organisations to provide postgraduate and continuing professional development. It will also continue to strengthen the links with professional bodies and employer organisations to promote better opportunities for postgraduate employment

Academic Enterprise

- 2.59 MMU will make its significant contribution to the development of the national economy by investing in knowledge and higher skills that will underpin the UK's ability to hold a prominent position in world markets.
- 2.60 MMU regard the development of entrepreneurial skills and enterprise activities as an important contributor to that aim. Additionally, 'third stream' activities, including Academic Enterprise, comprise a principal element in MMU's aim to diversify income stream
- 2.61 For example, it will capitalise on research, development and investigative activities to exploit opportunities arising from knowledge generation.

Estates Rationalisation

- 2.62 Measures include a £250 million capital programme running until 2011/12 and an estate's consolidation strategy.

Market Position

- 2.63 MMU will establish itself as the University for world class professionals and will develop Academic Enterprise and other Third Stream activity.

Infrastructure

- 2.64 Delivery of a £248m capital development programme align with the Manchester Oxford Road Corridor objectives, which will allow MMU to operate on three major sites and benefit from significant improvement in efficiency.

All Saints Masterplan

- 2.65 Creation of five new buildings within the existing campus. Central to the concept is the creation of a pedestrianised core around Grosvenor Square and along the axis of Lower and Upper Ormond Street, giving a direct connection into the new Art & Design Faculty and Chatham Building.

Manchester Metropolitan University Corporate Strategy 2012-2017

- 2.66 MMU's Corporate Strategy 2012-2017 confirms the Mission of the University to become the UK's leading university for world class professionals.
- 2.67 It sets out a number of objectives in support of this Mission, which are also important in the context of the delivery strategy for the Site, including:

Student Experience

- Embed MMU in local, city and regional communities as an open and accessible partner for positive social and economic change.
- Offer leading edge courses and learning opportunities that are enriched by research and scholarship while being oriented towards employability, professionalism and enterprise.

Research

- Build on the success of the Research Assessment Exercise in 2008 and increase MMU's research profile.
- Continue to increase the numbers and proportion of staff actively engaged in world class research.

- Deliver research that has real impact on current and future global challenges.
- Ensure that educational and scholarly activities of MMU are enriched through its interdisciplinary and multidisciplinary research activity.
- Form partnerships that are mutually beneficial to maximise research performance on a regional, national and global level.

Innovation

- Exploit MMU's research and expertise to benefit the economic and social base of the UK and the region.
- Continue to support the development of an enterprise and entrepreneurial culture throughout MMU and embed a wide scale acceptance of individual responsibility for the generation of income.
- Ensure that educational and scholarly activities of MMU are enriched through its enterprise and innovation activities and that students can develop their entrepreneurial skills.

International

- Build international strategic partnerships for research, teaching and knowledge transfer.
- Raise the university's international profile

Institutional Sustainability

- Provide a high quality physical environment.
- Minimise our environmental impact and greenhouse gas emissions from the University's estate and business activities by reducing energy consumption and our total carbon impact.

Student Accommodation

2.68 GM has the largest student population in Europe with 100,000 people studying at a number of Higher Education institutions, of which 26,000 are international students.

2.69 Until recently, student accommodation in the City was largely concentrated in neighbourhoods close to the Wilmslow Road Corridor. However, the year on year increase in students choosing to study in the City during the last decade, together with a thriving apartment rental market and large bespoke student apartment developments has helped facilitate a northward shift towards the city centre and city centre fringe area. As part of that trend, there has also been a significant increase in the numbers of international students choosing to reside in the city centre within the high-spec apartment market which offers easy access into high quality services and facilities that are on offer within the Regional Centre.

2.70 In total, seven schemes comprising 1840 units have been delivered in the period since 2009. These comprise:

- 520 bed spaces in the Student Castle, City Centre;
- 119 bedrooms at The Arch Bar, Hulme;
- 614 bedrooms at Former Ducie Court, Moss Side;
- 416 bedrooms at 482/506 Moss Lane East, Moss Side;
- 10 bedrooms at Renshaw House, Ardwick;
- 81 bedrooms at Hartley Hall, Whalley Range;
- 58 bedrooms Piccadilly Point, City Centre; and

- 22 residential units at 20 Hulme Street, City Centre.

2.71 A further 129 units have planning permission including:

- 68 units at Jabez Clegg, Portsmouth Street, Ardwick; and
- 59 units at Plymouth Grove/Birch Lane, Longsight.

2.72 MMU has also recently submitted a Reserved Matters application for an additional 1171 units at Birley Fields in Hulme as part of the campus development - of which 730 units represent new provision and 441 are replacement for accommodation elsewhere.

2.73 In addition, there are a number of other applications that are awaiting determination that would result in a further 456 units. These include 359 units at First Street which will be high-spec accommodation aimed in particular at the international student market.

2.74 The growth in bespoke private student accommodation already appears to be having an impact on traditional student halls, with both MMU and UoM reporting a decline in demand from first year students for their own managed student blocks. This has led to concerns expressed by the Universities in relation to the potential for high levels of vacancy within traditional halls.

2.75 In addition, there is a potential for the rapid haemorrhaging of students from existing student neighbourhoods and an increase in vacancy levels as well as the flat-lining of rents in some traditional student areas to the south of the City, which suggests that demand for student accommodation is beginning to thin. Whilst in some areas, this could result in a positive shift towards more balanced neighbourhoods with an increased provision of family housing, the City Council has identified the risk of a different scenario prevailing in areas where the housing market is struggling. When coupled with recent welfare reform measures, these trends could result in HMOs previously occupied by students becoming available to let to single room rate applicants with a different tenant profile to students.

2.76 The potential impact of increases in tuition fees and other controls introduced on publicly funded places and Student Visas has the potential to exacerbate the oversupply of student accommodation through a reduction in total student numbers, including foreign students, and may result in an increasing propensity for students to live at home and commute to University to save money. The precise effect of the changes at this stage is not clear and is the subject of further monitoring.

2.77 In response to the increased pressure from private sector developers, Manchester City Council has developed Core Strategy *Policy H12: Purpose-Built Student Accommodation* in recognition of the need to carefully manage the provision of new purpose-built student residential accommodation and to avoid an oversupply of accommodation in the planning pipeline compared to identified demand.

2.78 The policy sets out a criteria-based approach to assessing planning applications for new purpose-built student accommodation, which is supported where it meets relevant criteria in order to assist in encouraging students to choose managed accommodation over HMO's. Under the stated criteria, particular priority will be given to schemes that are part of the University's own development plans or which are being progressed in partnership with the Universities. In addition, criteria are set to ensure that schemes are only progressed in appropriate locations that meet the Council's regeneration priorities.

2.79 The overriding aim of Policy H12 is to ensure that only schemes which deliver community and regeneration benefits and which meet a genuine need will continue to be supported, to protect the future sustainability of all affected neighbourhoods.

- 2.80 Most recently, a report to Manchester City Council's Neighbourhoods Scrutiny Committee, dated 5 February 2012 supported the continued application of Policy H12, subject to keeping it under review, as a tool for managing the on-going potential for oversupply of bespoke mainstream student accommodation. It confirms that bespoke student housing in the City Centre and Fringe needs to be carefully managed, and key regeneration initiatives that deliver identified outcomes may be required. It recognises that demand remains for a quality product, particularly for international students at key regeneration sites in the City and City Fringe areas.
- 2.81 In addition, the Council's policy approach to new private purpose-built student accommodation, as set out in Policy H12, has been supported within two appeals of decisions to refuse applications for new private purpose built student accommodation (Appeal References APP/B4215/A/12/2180719 and APP/B4215/A/12/2186476). In both cases the Inspector identified the lack of quantitative need for further purpose-built student bedspaces. The Council's case was supported by further evidence of the significant pipeline of new purpose-built student bedspaces, which stands at an overall supply of 3,142 bedspaces. The Universities also provided evidence in relation to the impact of the Student Number Control cap which restrict the numbers of students we can recruit with grades lower than ABB (the Universities can still recruit as many students as we like with grades higher than ABB).

Retail Context

GVA Retail and Regeneration Impact Study

- 2.82 The Council appointed GVA in 2011 to consider the extent to which new city centre food store development could support the Community Strategy and Strategic Regeneration Frameworks, contribute to regeneration of the wider area and the deliverability of development at each site. Nine sites were considered within the assessment on the basis of the scale of site required for a development of this nature and known owner / developer interest, including The Site.
- 2.83 In relation to regeneration impacts, the GVA Study found that the development of a foodstore at the BBC site would result in an opportunity cost related to an alternative higher density employment use on The Site, given its location within the Corridor Manchester, where there is the greatest potential for growth including significant jobs, over the next few years. The Site is strategically located to benefit from key commercial drivers which would result in the creation of more and more higher quality jobs related to knowledge-based industries and advanced manufacturing'. The Study concluded that the priorities for foodstore development are at First Street and Central Retail Park.
- 2.84 The Study was endorsed by Manchester City Council's Executive Committee in March 2012 following a period of landowner and wider public consultation between December 2011 and January 2012. It will now be for individual landowners with development proposals to address the Council's analysis in the Study. It is a material consideration when planning applications are considered for convenience retail developments within the City Centre and clearly also a material consideration in assessing the extent to which convenience retailing should be capable of forming part of the appropriate development mix for this site.

3 The Framework Area

Site Analysis - A Strategic Site

- 3.1 Expanding upon the key strategic characteristics of The Site explained in the introduction to this document, the following points provide an overview of The Site's attributes that contribute to a remarkable opportunity for comprehensive, employment-led, mixed-use regeneration:
- Ownership – The Site is primarily within a single ownership, facilitating ease of redevelopment in a beneficial, comprehensive manner.
 - Scale – at just over 4 hectares, The Site represents a significant opportunity to deliver a co-ordinated regeneration offer that will play an important role in stimulating further economic growth, investment and job creation within the Manchester Corridor area.
 - The Site has been largely cleared of its existing buildings and therefore a significant element of the enabling works that would be required to precede any development on The Site has been completed.
 - Prominent gateway site into and out of the existing City Core.
 - Excellent public transport accessibility.
 - Easy access to the Inner Ring Road (IRR) and onwards to the strategic highway network.
 - Proximity to the City's civic, conferencing facilities and commercial heart.
 - Proximity to the heart of Manchester's knowledge economy, with the wealth and range of knowledge-intensive institutions and business operating in the Corridor providing a clear competitive advantage to expand and enhance the City Centre's economic activity.
 - Access to Oxford Road's diverse range of cultural and leisure facilities, including the Palace Theatre, Cornerhouse (until it relocates to First Street along with the Library Theatre Company), Manchester Aquatics Centre, Whitworth Art Gallery, Contact Theatre, The Royal Northern College of Music, The Manchester Museum and Manchester Academy, as well as its burgeoning student population, which allows great potential for The Site to leverage off the existence of the footfall and activity that these facilities provide.
 - Riverside frontage (River Medlock).
 - Oxford Road frontage – i.e. significant frontage onto a major City Centre artery creating opportunities to attract commercial occupiers who will thrive in highly active locations.
 - No designated heritage assets within the study area.
- 3.2 The remainder of this section of the document provides a more detailed analysis of The Site and its context.

Framework Study Area

- 3.3 The Framework Study Area is approximately 4 hectares and is bound by Oxford Road to the west, the River Medlock and Princess Street (leading to Upper Brook Street) to the east, the elevated Mancunian Way (A57(M)) to the south and Charles Street to the north.
- 3.4 The Study Area comprises of a number of parcels of land within different ownerships, as listed below.

Former BBC site

- 3.5 The former BBC site lies to the north of the Study Area. In early 2012, Planning Permission was granted for the demolition of the existing BBC complex on The Site and demolition was completed during 2012. The Site is currently being partly used as a temporary surface car park.
- 3.6 The Site was originally assembled in 1969, to enable the construction of a new BBC complex that would consolidate its existing Manchester property portfolio onto one City Centre site. The complex was completed in late 1975 and opened in 1976. It provided space for the BBC Studios, offices, surface car parking and ancillary buildings. New Broadcasting House, the main building fronting Oxford Road, was a modernist glass and concrete slab block.
- 3.7 Currently this part of the Study Area is impermeable and acts as a physical barrier due to the nature of the former operations on The Site; there is a considerable opportunity to strengthen linkages between the Corridor and the City Centre, as well as neighbourhoods to the east and west (for example Ardwick and Hulme).

Manchester Technology Centre

- 3.8 To the south of the Study Area lies a Bruntwood-owned site, which is occupied by two buildings that comprise the Manchester Technology Centre. This site lies immediately adjacent to the former BBC site and is important to include within the Study Area for contextual and urban design purposes. These buildings remain in active office use (occupiers including the National Computer Corporation). Commercial units are located at the ground floor of the building fronting Oxford Road and are occupied by Tesco Express which opened during September 2012 and a financial services unit. There is an area of surface car parking to the rear of the Manchester Technology Centre.

Manchester City Council-owned land

- 3.9 To the south east of the Study Area there is a parcel of land owned by Manchester City Council. This comprises a small roundabout and land bounding the Mancunian Way.

History

- 3.10 Development along the Oxford Road corridor initially focused around residential development in the later Georgian period with Grosvenor Square as its central focus. Industrial development focused around the River Medlock with a variety of small scale manufacturers following the river's course. The expansion of the railway network during the 19th Century saw the construction of the main trans-Pennine route as a viaduct skirting the south of the city centre, with new stations at Knott's Mill, Oxford Road and London Road.
- 3.11 Expansion of Manchester's economy saw the development of significant shipping and packaging warehouse and offices to the north of The Site, establishing the classic Manchester block scale. The post war period saw the construction of the Mancunian Way elevated motorways and the establishment of the BBC Studios compound. The creation of the BBC site in 1969 to allow the construction of a major new complex including New Broadcasting House, closed off a number of historic streets within The Site, most significantly York Street. The complex was completed in 1975 and inaugurated in June 1976.
- 3.12 The BBC made the decision to relocate to new premises at MediaCity:UK in Salford given that New Broadcasting House had reached its economic life, and disposed of the Oxford Road site in 2011.

Transport and Accessibility

- 3.13 The Framework Study Area is within a highly networked location positioned within close proximity to Manchester City Centre. Regeneration of The Site for a commercially-led mix of uses would promote highly

sustainable patterns of transport with accessibility across GM and to the regional centres of the Midlands and the North, and London, by bus, rail and Metrolink from a choice of interchanges all within 10 minutes walk.

- 3.14 It would encourage linked trips by foot between The Site and the wide array of educational, cultural, residential, research, shopping and meeting places and commerce in the City Centre, again reducing reliance on the car, polluting emissions and congestion, and saving energy, cost and time.

Rail Transport

- 3.15 Manchester Oxford Road Station is within a five minute walk of the Framework Study Area. It provides direct and frequent services throughout the day and into the evening to Manchester Airport, Leeds, Liverpool, Newcastle and Nottingham. It is also an important local commuter station carrying a number of services, particularly from South Manchester. Residential areas such as East Didsbury, Burnage and Mauldeth Road are linked along this railway line.
- 3.16 Manchester Piccadilly Station is located within a 10 minute walk of the Framework Study Area. It is a world-class transport interchange, which provides high quality waiting, shopping and business facilities for rail passengers. Piccadilly Station is the main rail hub for the North West, with frequent and rapid services throughout the day and evening (with a service approximately every 20 minutes until 2015) between Manchester and London with average journey times of only 2 hours 10 minutes.

Northern Hub

- 3.17 The Northern Hub is a Network Rail project that will deliver £530m of targeted investment to transform Northern England's rail network, stimulating economic growth. The proposals are projected to deliver over £4bn worth of wider economic benefits to the region and potentially create up to 30,000 new jobs.
- 3.18 One of the key projects proposed is the Ordsall Chord, a new viaduct which will connect Manchester's Victoria, Oxford Road and Piccadilly Stations, and Salford Central Station for the first time.
- 3.19 This investment is intended to help ease a rail bottleneck to the south of Piccadilly and enable faster, more frequent services to run across the North of England, by allowing services to run via Victoria. It will reduce journey times between Manchester Airport and Newcastle, Middlesbrough, Hull and Scarborough, as well as to Leeds and Liverpool. Funding for the Ordsall Chord was confirmed in March 2011 and it is due to be operational by Winter 2016 / 2017.
- 3.20 The Ordsall Chord will connect Oxford Road Station to Manchester Victoria Station, a major regional interchange, serving destinations to the north and east of Manchester, including direct services to Liverpool (approximately a one hour journey time) and Leeds (approximately 1 hour 30 minutes journey time).
- 3.21 The Ordsall Chord proposals have recently been subject to a first stage of public consultation, which will be used to inform the detailed design.
- 3.22 In addition, the Northern Hub includes proposals to improve Oxford Road Station. A key aspect of these proposals is the extension of the existing platforms to six car length and improvements to the approach tracks on either side of the station, which will mean that longer more frequent trains can be operated through the station.
- 3.23 Manchester City Centre is at the heart of the most comprehensive commuter rail network in England outside London and the south east and frequent services operate to a wide range of local destinations delivering over 18,000 passengers to the City Centre between 7.30 and 9.30 am each weekday morning.

HS2

- 3.24 The delivery of a HS2 station alongside Manchester Piccadilly will have a substantial positive impact on driving forward a wider commercial and regeneration plan for Manchester Corridor.
- 3.25 The Government has stated that its initial preference for a city centre station in Manchester is to construct a new HS2 station alongside the existing mainline station at Manchester Piccadilly, which already serves a dense network of routes across northern England and inter-city services to the Midlands, London, Scotland and elsewhere.
- 3.26 HS2 itself will allow enhanced connections to London and Europe and bring increased capacity of this train corridor to meet future demand. HS2 will be connected to the Continent through a link to HS1 (High Speed 1) and the Channel Tunnel. This makes direct rail services possible from stations served by high speed trains to key European destinations including Paris, Brussels and Amsterdam. HS2 will build on the success of HS1, which has already transformed travel between the UK and the Continent.
- 3.27 Journey times will be significantly reduced: Manchester would be 41 minutes from Birmingham and only 1 hour 8 minutes from London, almost halving the current average rail journey times. The proposed Manchester Airport HS2 station would be 32 minutes from Birmingham and 59 minutes from London.
- 3.28 The HS2 platforms would be parallel to and immediately alongside the existing mainline station at Manchester Piccadilly, therefore significantly enhancing its role as a transport hub. Locating a station at Piccadilly would allow easy connections with regional rail services to places such as Salford, Stockport and Bolton. The HS2 project will allow the creation of a bigger station at Piccadilly with better facilities and links with existing services, including existing Metrolink and bus services that form part of Manchester's extensive public transport network.
- 3.29 The delivery of a HS2 station at Manchester Piccadilly will enhance Manchester Corridor's appeal to the increasing range of occupiers operating in a global market place that require national and international connectivity. Indeed, this is a factor that is particularly pertinent in relation to the science and technology / digital and creative industries and other growth sector opportunities that have been clearly identified in relation to Manchester Corridor. Initial estimates suggest that development on and around the new Station could support over 3,000 housing units and almost 30,000 jobs. In short, The Site has the potential to capitalise on this future accessibility and investment and it will play a key role in strengthening connectivity between the Corridor as a whole and the major new international transport node at Piccadilly.

Metrolink

- 3.30 In recent years, prior to the commencement of current network expansion initiatives, the Metrolink System has been carrying approximately 20 million passenger trips per annum to and from the City Centre and is extremely popular with commuters, shoppers and tourists.
- 3.31 The Study Area is located within a short walk of St Peter's Square Metrolink Stop. The presence of a Metrolink Stop at St. Peter's Square offers easy access to business, civic, conferencing, leisure and cultural facilities in and around St Peter's Square, including the Central Library, Manchester Town Hall Complex and Manchester Central. It also provides a close link to the many events held in Albert Square, such as the Christmas Markets, and connections with taxi and bus facilities in the area.
- 3.32 Tram services generally operate until midnight during the week and 1am at weekends. During peak periods 10 trams run each hour, with 5 per hour in the off peak. Lines run to Altrincham, St Werburgh's Road, Didsbury, Eccles, MediaCity:UK, Droylsden, Rochdale and Bury. With the exception of St Werburgh's Road, each destination connects directly with Piccadilly Station, where national train connections can be made.

- 3.33 Already an important Metrolink interchange, St. Peter's Square is anticipated to become the busiest tram stop on the Metrolink network when the Second City Crossing becomes operational, expected to be by 2016. The proposed Second City Crossing will run through St. Peter's Square, and will provide new linkages between Deansgate-Castlefield Metrolink stop and the northern edge of the City Centre at Corporation Street. It will provide passengers with the ability to easily interchange between tram services from all parts of Manchester and also provide additional capacity on the network to support further proposed extensions.
- 3.34 The layout of St Peter's Square is proposed to change significantly. Two island platforms will be introduced, one serving the northbound direction and one serving the southbound direction, with each platform dedicating a platform face to either services operating on the existing city centre crossing route or the Second City Crossing route. The redevelopment will remove traffic from Mosley Street, St. Peter's Square and part of Dickinson Street, to make it a pedestrian, cycle and tram only environment. Accordingly, the existing one way restriction on Dickinson Street between Back George Street and George Street will be reversed.
- 3.35 The existing stop in St Peter's Square will be relocated to the northern end of the Square, near the Mosley Street/Princess Street junction and the existing tracks will be realigned between the One St. Peter's Square development and Central Library. This will provide the opportunity to create a major civic space which has recently been the subject of an international design competition, enhance the setting for the Cenotaph, and provide a new stop for Metrolink users.
- 3.36 In addition, there are proposals to expand the network to Manchester Airport, East Manchester and Ashton-under-Lyne which will mean that in the future even more people will be using the tram to access City Centre jobs. Following the completion of these proposed Phase 3 extensions, Metrolink will provide enhanced access throughout the conurbation.

Bus Travel

- 3.37 Oxford Road is a key bus corridor, being one of the most heavily used bus routes in Europe and accommodating routes to areas across GM.
- 3.38 A series of measures are being progressed with the aim of improving the environment on Oxford Road, whilst at the same time promoting increased use of public transport. Of particular significance to The Site is the Bus Priority Package to be delivered by Transport for GM (TfGM). This scheme comprises of two formerly separate proposals for the Cross City Bus and the Leigh-Salford-Manchester busway. Funding has been secured for both projects which TfGM will now deliver as one package.
- 3.39 It aims to improve bus travel between Leigh, Atherton, Middleton and Parrs Wood and across Manchester City Centre, and will increase the number of passengers who will be able to travel to their destination in one journey, removing the need to change services within Manchester City Centre.
- 3.40 The proposals will provide improved links to the City Centre for communities to the north, west and south of GM, giving easier access to new and existing job opportunities, education and health facilities along Oxford Road, within the City Centre, and within the Chapel Street regeneration area in Salford. Proposals specific to the Oxford Road Corridor include:
- A bus, hackney carriage (taxi) and cycle only section on Oxford Road between Hathersage Road and Grosvenor Street, including widening the pedestrian footways and introducing segregated cycle lanes on the carriageway.
 - Complementary measures for general traffic on Upper Brook Street to help manage traffic flow.
 - Improved pedestrian crossing along Upper Brook Street in order to improve access between Ardwick and Oxford Road.

- On Lloyd Street and Cambridge Street, measures to reduce traffic speeds and give pedestrians and cyclists greater priority.
- 3.41 Work on the Bus Priority package will commence in late 2012, and all phases of the scheme will be fully operational by 2015.
- 3.42 Metroshuttle, the free City Centre bus, provides a regular and efficient service connecting the major transport hubs of Piccadilly, Victoria and Shudehill Interchange, as well as the major shopping, cultural, heritage and business quarters. Launched in 2002, Metroshuttle carries a total of 1.5 million passengers annually across the City, linking people to employment and leisure opportunities.
- 3.43 Metroshuttle means local employers can be sure that their staff can get to work easily by public transport. Services often provide the final stage of a journey to work, which means commuters can enjoy flexible local interchange at no additional cost when they arrive in the City.
- 3.44 There are a number of Metroshuttle stops located in close proximity to the Study Area on Oxford Street, including at Oxford Road Rail Station and in front of Manchester Metropolitan University's All Saints building. These stops are serviced by the No.2 Metroshuttle, which connects to Castlefield, Spinningfields and Manchester Victoria Rail Station. There is also easy transfer to Metroshuttle routes No.1 and No.3 at various points on the route, providing wider access across the City Centre.

Existing Pedestrian Connections

- 3.45 The pedestrian experience around the Study Area is currently dominated by the road, although the pavement on Oxford Road immediately in front of the former BBC site opens out to a boulevard street scale including semi-mature tree planting. Whilst it is a very busy vehicular route, this stretch of Oxford Road is an important and well used north-south pedestrian link adjacent to the Study Area, in and out of the City Centre throughout the day and into the evening.
- 3.46 There are no other north-south linkages through the Study Area, whilst Upper Brook Street to the east of the area is principally a vehicular route.
- 3.47 Charles Street is a well used, but relatively undistinguished, east-west linkage between Oxford Road and Princess Street. It provides inactive ground floor frontages, particularly to the former BBC site, which is completely impermeable.
- 3.48 Aside from Charles Street, there is currently a lack of east-west connections through the Study Area. This gives the impression of very poor connectivity in terms of the route between Piccadilly Station to the east of The Site, Oxford Road Station to the west, and the new development at First Street further to the west.

Existing Cycle Connections

- 3.49 There are a number of designated cycle routes around the Study Area, although the quality and safety of routes at present can be poor.
- 3.50 There is easy access from the Study Area to National Cycling Route 6, which provides a mainly off-road route between Manchester City Centre and Manchester Airport.
- 3.51 There is also an 'Oxford Road' commuter route, providing access from Piccadilly Station and the City Centre, past the Study Area to destinations including the universities, teaching hospitals, Rusholme, Fallowfield, Withington West Didsbury and Didsbury. Large proportions of this route, including the majority of Oxford Street and Oxford Road, are either on road routes with cycle or bus lanes or off road.

Open Space

- 3.52 Public spaces make an important contribution to the City and the way that it functions, by creating a high quality environment, sense of place, and vibrant neighbourhood.
- 3.53 The Study Area does not currently provide any public open space of any discernible quality. There is a small landscaped area to the rear of the Bruntwood site but this is unused and does not act as a positive addition to the Study Area.
- 3.54 There is therefore an opportunity to include public open space / civic space as part of The Site's redevelopment. This should link with the proposed public realm enhancement works on Oxford Road which include traffic calming and widening, and help better integrate The Site into the Corridor and wider City Centre through establishing east-west linkages. The creation of high quality public space will significantly add value to the development of The Site.
- 3.55 It will be important that the public realm proposals link with existing public spaces in the Corridor area to provide a network of public areas, for example Cavendish Square (Sackville Square) and St. Peter's Square.

Heritage

- 3.56 The Study Area is not located within a Conservation Area, but lies just to the south of the Whitworth Street / Princess Street Conservation Area.
- 3.57 This Conservation Area was established in recognition of the presence of fine Victorian and Edwardian buildings erected between 1850 and 1920. The buildings reflect the historical importance of the textile industry in Manchester, being designed to be larger than those built before in response to the growing need for warehousing and with considerable architectural characteristics. Commercial activity is considered to be appropriate in the Conservation Area, and further development in this direction will be encouraged.
- 3.58 There are no Listed Buildings located within the Framework Study Area; however, there are a number of Listed Buildings within its vicinity. These include the Palace Theatre (Grade II), Palace Hotel (Grade II*) and Oxford Road Station (Grade II) located on the junction of Oxford Street and Whitworth Street. The Palace Hotel's clock tower forms a clear visual marker from a significant distance from its location on Oxford Road.
- 3.59 There is a row of grand, 6 to 8 storey Listed Buildings on Whitworth Street, including Bridgewater House (Grade II), which can be seen through gaps in the building line along Charles Street.
- 3.60 Listed Buildings in close proximity to the Framework Study Area are listed below in order of street name:

Oxford Street

- Palace Theatre, Grade II
- Oxford Road Station, Grade II
- Churchgate House, Grade II*
- St. James's Buildings, Grade II
- Palace Hotel, Grade II*
- Number 61, Grade II

Whitworth Street

- Bridgewater House, Grade II
- Regency House, Grade II
- India House, Grade II*
- Lancaster House, Grade II*

Whitworth Street West

- The Ritz Dance Hall, Grade II

Harter Street

- Number 2, Grade II
- Numbers 12-14, Grade II

3.61 The creation of the BBC complex also led to the closing off of a number of historic streets within the wider area, including most significantly York Street.

Site Surroundings

- 3.62 The Framework Study Area is located in an architecturally mixed area of the City Centre, where Listed Buildings are sited in close proximity to buildings of an extremely limited quality.
- 3.63 The Mancunian Way fly over creates a barrier between the Study Area and the main University campuses further south that weakens the north to south visual linkages between the City Centre and the rest of the Oxford Road Corridor. There are a number of car parks and sports pitches located under the Mancunian Way along The Site's southern boundary. Overall, the appearance is of a fragmented and poorly landscaped urban grain.
- 3.64 To the east of the Princess Street boundary is the former UMIST campus, which is now known as the Sackville Street campus of the University of Manchester. Two new residential blocks of 12 storeys front the River Medlock and face The Site.
- 3.65 Princess Street bridges the River Medlock, a tributary of the River Irwell, which The Site fronts on to. Oxford Road to the west of the Study Area has a mixture of uses and buildings. Manchester Metropolitan University's All Saints campus is located along the stretch of Oxford Road running from the Study Area northwards; the John Dalton building lies almost opposite and slightly north of the Study Area. Immediately opposite the Study Area is the 4-5 storey Grade II Listed Building housing the Dancehouse Theatre, which also accommodates a range of ground floor retail uses. There are also a number of hotels within the immediate vicinity of The Site on Oxford Road, including the Palace Hotel and a new Holiday Inn Express.
- 3.66 To the north of the Study Area, Charles Street has a mix of building heights and uses, including a number of public houses and bars to the eastern end. A network of streets connects between the railway viaduct and an area of land that is currently used as a surface car park. The historic York Street runs north to south between the car park and The Site. As a result of this surface car park, there are no pedestrian connections to the north of The Site other than via Princess Street to the east.

4 The 2013 Framework

Introduction

- 4.1 To support the delivery of economic objectives, the redevelopment of The Site must come forward in a form which delivers a high quality, vibrant development which creates a new sustainable, urban neighbourhood with a distinctive sense of place and which is functionally and physically connected to the wider area.
- 4.2 The purpose of this document is not to prescribe a form of development, as inevitably there will be many different options and combinations of development which could take place that will achieve the important economic and place-making objectives. However, it is important to identify a series of principles that it will be necessary for developers to address in bringing forward detailed applications proposals.
- 4.3 In particular, the single ownership and cleared part of the site should not be developed in isolation but as part of a comprehensive approach to development which includes the adjacent sites identified as being within the scope of this study. Whilst it is recognised that a single redevelopment proposal may not be possible, it will nevertheless be essential to ensure that any individual scheme does not undermine a comprehensive approach to redevelopment across the different land ownerships and therefore that the site is 'future proofed' in this regard. A comprehensive approach to the site will maximise the scale and benefits of the opportunity and offer the greatest degree of flexibility and scale for a commercially-led mixed use development.
- 4.4 As set out in detail in Section 5 Delivery Strategy below, the realistic timescales for implementation of the 2013 Framework are a 10 – 15 year programme. Given that The Site has now been cleared, alternative interim uses will need to be considered.

The Vision

- 4.5 The vision for Study Area is as follows:

“To create a high quality, commercially-led mixed use development which maximises the site’s employment generation in a manner that contributes to the City’s knowledge economy and in doing so leverages the site’s location within the Corridor, proximity to major institutions and exceptional accessibility by a range of means of transport. In order to support this principal use of the site, its redevelopment must create an environment that is sustainable, distinctive, vibrant, incorporates well-designed and managed public realm/ civic spaces, and which is fully integrated into the wider neighbourhood.”

Development Principles

- 4.6 Development should come forward in a manner that has strong functional and physical connections with adjoining land uses and takes advantage of the location’s unique attributes, in line with the following key principles:
 - Create a high quality, predominantly commercial, sustainable landmark development, with a primary address and frontage facing onto and thereby reinforcing The Site’s key frontages.

- Positively improve east-west linkages across The Site in order to establish effective connections with the wider area.
- Create enhanced public pedestrian connections and active frontages along Charles Street and Brancaster Road thereby improving the permeability and access into and through The Site.
- Complement and support the future introduction of the Bus Rapid Transport (BRT) system along Oxford Road, allowing for potential BRT drop-offs and interchanges to serve points of access into First Street and the University of Manchester.
- Improve pedestrian and public transport linkages in and near to The Site to promote better use of strategic bus, rail and Metrolink services.
- Provide a legible framework of linked public spaces.
- Create a positive response to the River Medlock frontage, improving its visibility from the surrounding area and exploring sustainable concepts for its integration into a site-wide landscape and ecology strategy.
- The Framework should provide a variety of buildings with a unified public realm.
- The adjacency of The Site to the University of Manchester Campus at Sackville Street and the Manchester Metropolitan University Campus at Grosvenor Square creates unique opportunities for educational uses – in terms of meeting the future accommodation requirements of those institutions. To be clear, this does not include student residences, but does relate to those institutions teaching and training requirements. This type of use would be acceptable, as part of a wider range of supporting uses (please cross refer to paragraphs 4.30 – 5.31 and 5.44 – 5.46 for further detail). Primary or ancillary knowledge based activities within The Site will help cohere and link the higher educational estates, reducing severance and promoting multiple physical and economic connections to adjacent residential neighbourhoods.
- Where appropriate, buildings should provide active retail frontages onto Oxford Road and Charles Street to improve pedestrian amenities and promote east-west connections.
- Access, servicing and parking should be consistent with the wider Oxford Road transport initiatives which aim to reduce traffic along Oxford Road and promote a modal shift to increased use of public transport.
- New developments must be of a high quality in terms of buildings and public spaces to match and signify the importance of this key strategic site within the area's knowledge based economy.

Urban Design Principles

- 4.7 As an extension to the Development Principles, and taking those principles to a more granular level of analysis relative to The Site and its context, it is considered that the following matters could be taken into account in bringing forward detailed proposals for The Site in a form which maximises its regeneration opportunity. It is however recognised in setting out these principles, that it is not the intention of this document to present a detailed masterplan for The Site.
- Enhancing the Oxford Road gateway – by introducing a form of development that establishes a strong boulevard-like frontage onto Oxford Road and enhances The Site's presence onto Oxford Road through the sense of scale, critical mass of activity and architectural quality associated with new buildings. The positioning of buildings, active uses and public spaces should encourage ease of movement through The Site from Oxford Road.
 - Establish a vehicular movement/ servicing strategy for The Site which complements the Council's strategy for reducing use of Oxford Road by car, and encouraging a modal shift to more sustainable forms of transport through improving bus facilities, and implementing environmental enhancements.
 - The Site's key frontages, in particular Oxford Road, offer the primary address and clearest potential to establish commercially-led development which reinforces the role of Oxford Road within the Corridor as a major economic engine. Should it be possible to demonstrate that residential development can support and assist in facilitating the wider commercial development objectives for The Site, then we would

expect such uses to naturally gravitate towards the rear of The Site away from the principal road frontages and adjacent to the River Medlock.

- Establish east-west linkages through The Site in order to better connect Oxford Road, First Street, Charles Street, Princess Street, as well as Piccadilly Station and its environs.
- As well as establishing a new east-west linkage through The Site, there is an opportunity to enhance Charles Street, an existing east-west linkage, which the former use of The Site turned its back on. This can be achieved by creating a strong building line to Charles Street which addresses the townscape vacuum that currently exists, establishes activity at the ground floor and generates footfall.
- North-south linkages will also provide alternative and beneficial connections linking Charles Street/ Princess Street and the Village/ Piccadilly areas of the City Centre with the universities on Oxford Road.
- There is an opportunity for the street grid established within The Site to refer to its historic context and urban grain e.g. in re-establishing a north-south connection it may be possible to reference York Street (a former street identified on the map regressions up until the point at which obliterated by the former New Broadcasting House).
- The Site does offer scope for landmark buildings potentially involving a building or buildings of scale (height). A tall building or buildings could act as a powerful beacon of regeneration in the context of a site that is visually disconnected from the City Core and the universities due to the existence of the railway viaduct to the north and the Mancunian Way fly over to the south. The design of such a building would have to be of the highest architectural quality and be designed to address the assessment criteria for tall buildings identified in English Heritage and CABI's *Guidance on Tall Buildings*.
- The distribution of land uses and buildings on The Site will need to carefully consider the noise and other environmental effects resulting from proximity to the heavily trafficked Mancunian Way. The southern boundary of The Site will require careful design in this regard to mitigate the potential user amenity issues.
- To create a high quality urban environment with a coherent public realm and public space strategy that can be phased over time as the different elements of The Site are developed. Given that all of the buildings have been demolished on the Former BBC part of the Study Area, this effectively represents a 'blank canvas' - a real opportunity to use The Site's natural and unique attributes to make the best use of The Site and generate the maximum long term economic and social regeneration benefits.
- To focus on enhancing the river setting and frontage, creating a distinct sense of place and identity, and linking into the surrounding area including Oxford Road.
- To design the public realm appropriately for the variety of occupiers and users of The Site. The careful siting of food and drink uses and other nodes of activity will have an important role to play in creating attractive public spaces which maximise the opportunity for footfall and greatly enhance the character and vibrancy of the framework area as a whole.
- To integrate the public realm with the existing network of streets and public spaces to increase permeability of The Site, and in particular to enhance east-west pedestrian connections.
- To establish smaller scale reception spaces at key road junctions to mark entrances to The Site and encourage pedestrian routes through The Site.
- To improve accessibility of The Site for all users, and to enhance movement and circulation within and around The Site.
- To secure the upgrading of the small roundabout at the rear of The Site on Manchester City Council land, a key ambition of the Council. It is proposed to replace this with a signal controlled junction at Princess Street.
- To ensure legible pedestrian routes for permeability of The Site, which should be carefully designed to ensure such routes are safe, legible and attractive and therefore generate maximum levels of footfall.
- It is recognised that car parking will be required commensurate with the requirements of end users. Surface car parking will generally not be acceptable as a long term car parking solution for The Site given its City Centre location and distinctly urban character. The topography of The Site may lend itself to undercroft car parking in certain areas (where that can be effectively integrated into the design of the building) and the scale of The Site is such that there may be opportunities to accommodate multi-level car parking.

- To require that emerging proposals are supported by a Travel Plan which promotes the enhancement of public transport, cycling and walking provision and connectivity.
- To regenerate The Site and provide cutting edge, modern and flexible floor plates to attract suitable office occupiers.
- To provide day and night activity to ensure a vibrant neighbourhood that is complementary to the surrounding leisure and cultural offer.
- Landscaping is important to create attractive and user friendly spaces. Hard landscaping, such as paving materials and soft landscaping, including trees and planting, can be used to create a sense of hierarchy to the spaces and the routes that connect them. The use of an agreed palette of materials will help define the hierarchy of streets and spaces within the district, enhance the setting of buildings, and identify pedestrian priority areas.
- Street lighting should be given proper consideration to ensure adequate levels of lighting are provided to create a secure and safe place to pass through and use, whilst not causing light pollution to the surrounding area.

5 Delivery Strategy

Introduction

- 5.1 In the preceding sections of this document, we have identified a vision for The Site which is focused on a commercially-led development, incorporating a complementary wider mix of uses. That mix of uses should support The Site's overall commercial potential and result in a vibrant and sustainable City Centre development which is accessible, functionally and physically connected to the wider Corridor area, has a distinctive sense of place and offers life and activity into the evening and at weekends, i.e. beyond office hours, 365 days a year.
- 5.2 The commercially-led, employment generating focus for The Site has been informed by the GMS and the City Council's adopted planning policy and regeneration plans and programmes for the area which identify the potential of the Corridor to generate significant levels of added value employment growth in the period to 2020. To put this into context, the Corridor area currently employs a 55,000 strong workforce (18% of the City's total workforce) and generates £2.8 billion revenue (22.5% of the City's gross value added). Over 40% of the activity on the Corridor is knowledge intensive, almost double the national average. The regeneration programme for this area is to ensure that by 2020, the Corridor generates £4.8 billion GVA and supports a workforce of 77,000. The Site has a key role to play in this regard. It represents one of the principal development opportunities within the Corridor area.
- 5.3 In order for The Site to fulfil its potential and maximise its beneficial economic outputs, it is essential that a delivery strategy is provided which recognises The Site's strengths and key attributes identified in this document.
- 5.4 Given that macro economic conditions continue to have an impact on the rate of demand for commercial floorspace in the City, and in particular new build Grade A floorspace, it is necessary to adopt a realistic view of timescales (i.e. a 10 – 15 year programme) for the delivery of a commercially led scheme and establish a framework that can be delivered in phases and which is inherently flexible and therefore capable of responding to market requirements for employment space over time. This flexibility is maximised through the comprehensive approach to the development of The Site, which is adopted in this document.
- 5.5 The delivery strategy also recognises that providing a wider mix of uses which support the creation of a distinctive and vibrant neighbourhood and mutually reinforce the overall attractiveness of The Site to future occupiers is essential. This may include an element of non-commercial use where that can be delivered in a manner that supports the primary objective of delivering good quality, value-added commercially-led development. Alternative non-employment or low-value employment uses, even where it can be demonstrated that they are deliverable in the short term, should not come forward at this site. Allowing The Site to come forward in that way would represent a significant opportunity cost (see paragraph 2.31) in view of The Site's potential to generated highly beneficial, added value employment uses.
- 5.6 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 with time as the property market and economic conditions alter.

Primary Use - Offices

- 5.7 The Site has been an established employment site within Manchester for decades and has a unique combination of locational characteristics which mean that The Site can re-invent itself in a manner that will result in a distinctive, forward thinking, and sustainable commercially-led redevelopment. There is an opportunity to offer something new and innovative to the market place that has clear points of difference from other offerings in the City. Redevelopment of The Site in this manner will maximise its value for The Corridor, the City and City-Region. To promote any other form of development at this site would represent a significant opportunity cost to the City.
- 5.8 It is extremely difficult to predict the precise levels of demand for office accommodation, even in the short term, due to a wide range of influencing factors – the economy, competing schemes, complementary schemes / investments coming to fruition etc. It is even more difficult to predict over a 10 to 15 year period – the reality is that circumstances will change. Different opportunities can and will appear during this time period. This site is exceptionally well positioned to capture those.
- 5.9 Economic Forecasting for GM and the range of potential opportunities for this site provide a clear indication that a commercially led scheme will be deliverable within these timescales. Indeed, it is against those opportunities that the masterplanning and positioning of The Site should take place in order to support a redevelopment of The Site that is viable and maximises benefits to the City.
- 5.10 Looking forward, the macro economic conditions are expected to improve and economic forecasting for GM indicates significant economic and population growth. The GM Forecasting Model, produced by Oxford Economics, states that with a net increase of over 30,200 employees, Manchester is forecast to experience significant employment growth (+10%) between 2012 and 2018, outstripping both regional (+4%) and national (+6%) projections. This trend is expected to continue post 2018, resulting in an additional 8,900 employees (+13%). The growth will be driven by business services, predominantly the office based sector, which accounts for approximately two thirds of the net employment increase to 2018 (66%) and beyond (65%). Business services is a broadly defined category which covers the full range of office based services described below in this section of the report.
- 5.11 It is well documented within the Strategic Documents adopted by the City Council in relation to key regeneration projects elsewhere in the city core, that take up of office space has reduced in recent years. Demand for Grade A office space has reduced significantly and current requirements are tending to be driven by lease expiries as oppose to new entrants into the market place.
- 5.12 Moving forward however, it is anticipated by the majority of local office agents that demand will return such is the appeal of Manchester as a place to locate. It is also a fact that Manchester City Centre has a limited supply of Grade A floorspace readily available, as identified in 'UK Key Cities – Office Trends 2013' report published by Deloitte Real Estate, and that new development will be required in order to satisfy this demand and ensure Manchester can compete with other Regional Centres.
- 5.13 The UK Key Cities report also highlights that: *“Demand for Grade A space has been relatively resilient which, combined with a constrained supply pipeline, has led to a 3% increase in prime rents during 2012. Rents at the year end stood at £30.00 per sq. ft, taking rents back to a level not seen since the beginning of 2008.”* Rents have remained static in other key cities - including Birmingham and Leeds - £27.50 and £24.00 per sq. ft respectively.
- 5.14 However, it should be recognised in relation to The Site that there are a range of established competitor locations which are significantly progressed and will be vying to satisfy market requirements e.g. undeveloped plots at Spinningfields, Greater St Peter's Square, NOMA, Greengate, and Salford Central.

- 5.15 This means that in the short term, attracting headline rent occupiers within the financial and professional services sector will be a significant challenge. New schemes in that sector are traditionally associated with the City's office core and have driven the success of regeneration projects such as Spinningfields over the last 10 to 15 years.
- 5.16 The Site therefore needs to be commercially positioned to appeal to a different set of commercial occupiers and could for example target a different category of Corporate Occupier to the Financial and Professional Services Firms. The Site has already proved successful in this regard.
- 5.17 Located within Bruntwood's land ownership, the Manchester Technology Centre is currently occupied by the National Computer Corporation, a Corporate Occupier with a successful and expanding business. This type of end user represents an excellent fit with this site – located close to the Universities, employing many of its Graduates who are able to access The Site easily and cost effectively through its range of public transport options.
- 5.18 In the same way, opportunities are likely to arise over the 10 to 15 year timescale from business services already prevalent in the Corridor and identified as sector growth opportunities in the GMS - dedicated to for example Medical Device/Technology companies (Medtech), wider science and technology (including for example Technology Media Telecommunications (TMT), R&D Industries, certain forms of Advanced Manufacturing, technical advisory businesses), healthcare, digital and creative industries, education, sport and culture and heritage.
- 5.19 The Site has the potential to attract science and technology commercialisation activities over a 10 to 15 year timescale. In doing so, it is important that this SRF positions The Site in the short to medium term to complement schemes that are coming forward in the Corridor and wider City including Manchester Science Park, Graphene Innovation Centre, University of Manchester Innovation Centre, Technopark. The Site does not have the proximity to the healthcare institutions of Citylabs which is necessary in order to establish laboratory and wet lab space of the bio sector.
- 5.20 With reference to Graphene (an advanced new material discovered by a Nobel prize-winning team in the University of Manchester), commercialisation of this product is likely to come forward during the next 5 to 10 years i.e. within the life of this strategy, and with that is the prospect of opportunities for additional technology space. With regard to the commercialisation process, the Graphene Innovation Centre is due to be launched in 2013. It is also possible that the presence of Graphene research in the Corridor could attract one or more global technology companies either to engage in the commercialisation processes or benefit from the international profile of such activities.
- 5.21 In addition to Graphene, Section 2 of this report highlights the University of Manchester's focus on World Class research and track record in terms of the commercialisation of that research. It highlights the Universities formidable track record since 2004 in the commercialisation of research with 1,600 invention disclosures and 17 new companies formed, attracting £173 million in third-party investment.
- 5.22 Manchester is clearly recognised as a 'hub' for creative, digital and media industries. This fact is supported by continuing demand levels in this sector and represents an important opportunity for this site. Other locations for this type of business exist – broadcast and media companies are well served already by Media City:UK. Sharp and First Street will offer accommodation targeted at end users in this sector who require new build space. Secondary space is provided in the Northern Quarter and Castlefield – the former being popular in particular due to its slightly 'edgy' character and range of independent traders. It is often that type of environment where this sort of occupier will want to locate – there are numerous examples of the same in London, Shoreditch etc. The key for the subject site will be the manner in which its individual components and design can be put together in a way that will appeal to target occupiers in this sector.

- 5.23 With this range of opportunities, and the likely timescales involved, the strategy for The Site needs to be sufficiently flexible and phased. The challenge also needs to be met in terms of establishing a quality of scheme that is maximised and appropriate to this high profile site, whilst at the same time capable of being positioned in terms of pricing etc. that will allow it to compete. In addition, we have begun to outline in the place making and general attractiveness of The Site, its range of supporting uses and quality of public space is going to be a critical factor in the ability to attract occupiers and successful delivery of the scheme.
- 5.24 The scheme should also embed itself firmly within the context of its wider neighbourhood and position itself to provide appropriate physical and functional linkages to that neighbourhood. This will be essential if The Site is to fully contribute to the wider regeneration of Manchester Corridor.
- 5.25 As such, it is essential that this framework considers the role that including other appropriate uses might play in terms of facilitating a commercially-led development of The Site and creating a vibrant new City Centre development.

Place Making - Cultural Facilities & Public Spaces

- 5.26 A feature of Manchester Corridor is its existing range of cultural/sporting uses. This includes the Palace, Dancehouse and Contact Theatres, University-run venues such as The Academy and Manchester Museum, Manchester Aquatics Centre and committed proposed cultural facilities at First Street, including the relocated Cornerhouse and Library Theatre. These uses generate footfall and considerable levels of activity and undoubtedly make Manchester Corridor a more attractive place to locate within.
- 5.27 It follows that establishing a cultural attractor within the scheme – a theatre, auditorium, performance spaces etc. would significantly enhance the attractiveness of the scheme to occupiers offering the types of business services referenced above. A cultural facility would generate footfall, extend dwell time within The Site, contribute towards the identification of The Site as a new City Centre destination, and would assist in anchoring a range of retail and leisure uses that were also complementary to the scheme as a whole.
- 5.28 There are multiple ways in which this type of facility could potentially be integrated into the scheme design – for example, a free standing building, performance areas incorporated into the public space, or, as in the case of Kings Place, Kings Cross in London, cultural facility actually incorporated into the heart of a commercial building.
- 5.29 The development principles identify the need to incorporate new civic spaces into The Site in order to encourage movement through The Site, establish east-west linkages and create a distinctive sense of place, conducive to occupiers and other end users. In order to attract occupiers within identified sectors, typically employing graduates and a younger audience, it is clear that a ‘non-mainstream’ approach is required. In this case, there is a need and opportunity to do something creative and interesting, in terms of the design and function of a public space within the scheme, in order to boost demand. Employers and their employees alike, particularly in relation to the target businesses, would undoubtedly be attracted to a location that incorporated these features.

Supporting Uses

Institutional Accommodation

- 5.30 The Site’s proximity to the Universities and Hospitals, its scale and the quality of its location represents an opportunity to meet the accommodation requirements of those institutions. To be clear, this does not include student residences (which are not considered to be an appropriate use for this site – see below) but does relate to those institutions teaching and training requirements. This type of use would be acceptable, as part of a wider range of supporting uses. It would be a complementary use in relation to Manchester Corridor’s overall objectives and the wider development strategy for The Site.

5.31 Institutional accommodation could also be extended to include accommodation for independent providers. This could include private healthcare, potentially a private hospital, or private universities / training facilities which offer degree level practical courses in subject areas where there is a gap in provision at the Universities. This type of accommodation already exists in the City – for example Futureworks at St Peter’s Square which offers courses in Audio and Sound Engineering, TV and Film, Games Design and Development and Computer Generated Images / Animation.

Hotel

- 5.32 In recent years, several hotel developments such as the Holiday Inn Express on Oxford Road, have come forward in and around Oxford Road attracted to the location’s public transport accessibility, proximity to Manchester’s conference facilities and a range of leisure and cultural uses juxtaposed between the Universities and the City’s civic functions and the generally high levels of footfall in the area.
- 5.33 Evidence has demonstrated that local corporate demand is high in the area and that there are periods of frustrated demand as a result of large events taking place in the City.
- 5.34 The Site is of sufficient scale to accommodate the introduction of a hotel; however, only on the basis that its operational and other characteristics would support the wider development objectives for The Site.
- 5.35 A hotel use would add to the range of uses and activity on The Site beyond core office hours and would generate footfall that could support other complementary uses. With the right occupier and quality of development, it would have a natural synergy with the proposed employment uses.

Retail

- 5.36 The number of University employees and students as well as existing established office occupiers, generates significant pedestrian numbers along the Oxford Road frontage of The Site as well as along the perimeter of the rest of The Site. Through establishing a permeable and well connected site with high quality and active public spaces and a critical mass of usage, it will be possible to capitalise on existing levels of footfall and sustain a retail offer that is small format, focused on amenity provision and clearly positioned to support the wider vision for The Site.
- 5.37 The Site is not a mainstream destination but could incorporate a retail offering, akin to the Northern Quarter which is largely focused on Independent and Regional traders who will be attracted to the student, graduate, young professional market who will typically be interested for example in fashion, leisure / lifestyle retailing and independent food and beverage offerings.
- 5.38 It is therefore considered important that the scheme provides an environment where regional and independent traders can be given flexible terms in a supportive environment where they can be successful and flourish.
- 5.39 The Site is not suitable for a large format foodstore, but could accommodate small format convenience provision supported by the significant quantum of new commercial accommodation that could be accommodated on this site. This has been clearly established in the GVA Manchester Retail and Regeneration Impact Study which states that:

“the development of a foodstore at the BBC site would result in an opportunity cost related to an alternative higher density employment use on The Site given its location within Manchester Corridor Manchester where there is the greatest potential for growth including significant jobs over the next few years. The Site is strategically located to benefit from key commercial drivers which would result in the creation of more and higher quality jobs related to knowledge-based industries and advanced manufacturing.”

5.40 The scheme's retail offering will have an important role in raising its profile by creating a sense of place, increasing footfall, providing active frontages and a form of use that can spill out onto and animate the public realm. The quality and predominantly independent character of uses have an important bearing on the creation of a distinctive scheme that is appealing to target occupiers.

Residential Accommodation

5.41 Manchester City Centre's residential market is relatively healthy. Whilst 2 to 3 years ago there may have been an oversupply of accommodation coming to the market relative to demand, the relative absence of new build activity over the past 2 to 3 years has meant that this imbalance has been rectified. The rental market in particular has strengthened and high levels of demand and competition for properties has resulted in price increases for prime apartments, and a nil-void position.

5.42 Against this context, and taking into account that the development pipeline is not substantial, there will be an opportunity to incorporate market residential property into the scheme during the life of this Framework. The residential offering will need to be high quality, adding to sense of place and vitality, and, will be required to support the wider development objectives i.e. to establish a commercially led scheme. In this regard, it will be essential for any planning application coming forward on The Site, including residential use to demonstrate the contribution made to those wider objectives. This may include financial contributions and/or delivery of public realm or necessary infrastructure improvements in relation to the wider site that will support the delivery of employment uses.

5.43 This approach is consistent with the adopted Core Strategy which notes that proposals for residential development in this area will be supported where they contribute to the delivery of investment, economic regeneration and new employment.

Student Residential Accommodation

5.44 The Site is viewed as a strategic employment location in the context of the GMS and Manchester Corridor and there will be significant opportunity cost if The Site's potential in this regard is not maximised through an employment-led development.

5.45 In addition, the analysis in Section 2 of this document has identified that there is an oversupply of purpose built student accommodation and that there is a need to carefully manage the supply of new student residential accommodation in relation to changing patterns of demand. The City Council's approach to delivery of new purpose-built student residential accommodation is set out in Core Strategy Policy H12.

5.46 Student residential accommodation will only therefore be considered where the criteria set out in Policy H12 can be satisfied and in this case where a detailed justification can be provided to demonstrate that: a) release of a modest part of the site for student accommodation would support delivery of the wider site as a strategic employment location; and b) the type of student residential product proposed would have clear points of difference, in terms of the wider market, so as not to adversely impact on existing provision.

Phasing

5.47 This document provides a vision for the comprehensive regeneration of The Site and provides a framework against which applications for Planning Permission will be assessed and considered.

5.48 It is recognised, due to the size of The Site that it may be delivered in a series of "manageable" phases that can be sequenced in any number of ways in response to market conditions.

5.49 It has been clearly established in this document that the development of The Site offers significant potential for a commercially-led scheme to be delivered over the next 10 – 15 years. If the scheme is phased, it will be essential to demonstrate that the initial phases of development will work to facilitate and act as a further

catalyst to the development of knowledge-based industries on The Site. It is essential to ensure that those initial phases do not come at an opportunity cost in this regard. As such, there is a clear preference in favour of establishing a first phase of development that is predominantly commercial, and only incorporates alternative uses where it can be clearly evidenced that there is demonstrable need for that alternative use, which would support the overall objectives of this Framework.

- 5.50 It is anticipated that key infrastructure and public realm interventions can also be phased. This will ensure that the development cash flow does not have to bear significant upfront costs before development proceeds are returned. This is essential in today's challenging financial climate.

Interim Temporary Uses and Site Treatment

- 5.51 Prior to their demolition, the former BBC buildings would have provided a strong product for business incubation as an interim use while longer term development proposals were being formulated.
- 5.52 The current situation however is a cleared site which is being partially used as a surface car parking. The environmental appearance of The Site is being improved via interim uses and site treatments are being implemented in advance of development proposal coming forward within the 10-15 year time frame outlined in this document.
- 5.53 The strategy adopted at First Street provides a clear point of reference in this regard.
- 5.54 Clearly, there will be a cost associated with the design and implementation of a package of interim works to generate an acceptable appearance. On this basis, an element of surface car parking would be acceptable, subject to design detailing and supporting highways technical justification, in order to generate value.
- 5.55 With that car parking proposal, we would expect to see a wider strategy for the interim treatment of The Site which would include public realm enhancements including green space, and the provision of multi-functional space that can be used for events and pop-up uses on a temporary basis.
- 5.56 The Oxford Road frontage, with its substantial levels of footfall presents a prime opportunity to generate the type of temporary pop-up uses that have been successfully delivered at Spinningfields for example.
- 5.57 Proximity to the Universities provides the opportunity to accommodate University led events and fairs for example.

Appendix A Planning and Regeneration Policy Summary

Policy Document	Policy Level	Key Priorities / Growth Sectors	Policy Reference / Basis
GMS 2013-2020	Sub-Regional		
GM Local Economic Assessment	Sub-Regional	<p>Key growth sectors include:</p> <ul style="list-style-type: none"> • Financial and professional services • Higher education • Health • Retail • Creative and digital industries • Specialist / high-value biotechnology and life sciences sectors <p>These sectors are 'agglomeration sensitive', and derive above average productivity benefits from being located in or near a big City.</p> <p>As such the conurbation core of Manchester City Centre will be increasingly important to GM as a whole in driving economic growth.</p>	<p>Produced by the Commission for the New Economy, the LEA identifies that GM is one of the fastest growing City Regions in Europe.</p> <p>The GM Forecasting Model is used to forecast future growth sectors.</p>
Manchester: Knowledge Capital	Sub-Regional	<p>Realise Manchester's full economic potential as a truly world class Knowledge Capital, recognising a prime opportunity to transform the prospects of Manchester and the wider region.</p> <p>Build on the key pieces already in place to transform Manchester into a premier destination for knowledge generation, transfer and commercial application.</p> <p>Focus on innovation and competitiveness of Manchester's companies and GM as a place.</p>	<p>Initiative and partnership of GM's universities, local government, trade associations and leading businesses.</p>
Manchester Core Strategy	Local	<p>Manchester to become a successful, sustainable and accessible City, which also supports the wider City Region, with a growing</p>	<p>Core Strategy Vision to 2026</p>

Policy Document	Policy Level	Key Priorities / Growth Sectors	Policy Reference / Basis
		knowledge-based economy driven by the strength of the Regional Centre and Manchester Airport.	
		Manchester City Centre to be the key location for employment growth, with 33 hectares of new employment floorspace over the plan period to 2026.	Policy EC1 Employment and Economic Growth
		Oxford Road Corridor is a strategic location for employment growth in B1a high density offices. Other economic development uses will be encouraged in the City Centre where the support the development of a vibrant employment location.	Policy CC1 Primary Economic Development Focus: City Centre and Fringe
		High quality apartment development will be supported at this location, but only as part of an employment-led scheme and if the scale of residential use would ensure that the economic uses are maximised.	Policies CC3 Housing and CC7 Mixed Use Development
		Development that contributes towards improving pedestrian safety and air quality, as well as increasing scope for accessible public realm improvements will be supported.	Policy CC5 Transport
		Large-scale development schemes will be welcomed in the City Centre; such schemes should be developed within an approved development framework.	Policy CC8 Change and Renewal
		New buildings need to be of the highest standards in terms of appearance and function, and should contribute towards the preservation or enhancement of any nearby heritage assets.	Policy CC9 Design and Heritage
		New development should incorporate high standards of accessibility to buildings and spaces across the City Centre.	Policy CC10 A Place for Everyone

Policy Document	Policy Level	Key Priorities / Growth Sectors	Policy Reference / Basis
		<p>A criteria-based policy will be applied in relation to applications for new student residential accommodation, which seeks to prioritise schemes which are in locations that complement the City Council's regeneration plans and programme, where a demonstrable need for the types of bed spaces proposed has been identified and where the proposed scheme addresses neighbourhood management issues.</p>	<p>Policy H12 Purpose-Built Student Accommodation</p>
<p>The Manchester Way: Manchester Community Strategy</p>	<p>Local</p>	<p>Improve the quality of life for residents and communities in the City.</p> <p>A world class City, as competitive as the best international cities.</p> <p>A Knowledge Capital driving education and employment.</p>	
<p>Manchester City Centre Strategic Plan</p>	<p>City Centre</p>	<p>Manchester City Centre will be at the front rank of cities in Europe and the world, by focussing on strengthening the economic performance and competitiveness of the City and improving access to employment opportunities.</p> <p>The international significance of Manchester's growing knowledge economy and the importance of Manchester Corridor Manchester to this are recognised – the profile and performance of this strategic employment location are critical in driving the long-term economic competitiveness of the City, its Region and the North of England.</p> <p>Key priorities for Corridor Manchester include:</p> <ul style="list-style-type: none"> • Working with partners to ensure high quality, coherent and co-ordinated regeneration; • Capturing potential for local residents and broader economic growth; 	

Policy Document	Policy Level	Key Priorities / Growth Sectors	Policy Reference / Basis
		<ul style="list-style-type: none"> Improving the public realm, new residential and commercial space; Developing pivotal sites; and, Integrating economic and development linkages with First Street. 	
Corridor: Manchester Strategic Vision to 2020	City Centre	<p>Generate further economic growth and investment in the knowledge economy for the benefit of the Manchester City Region.</p> <p>Build on the unique advantage of the wealth of knowledge intensive organisations and businesses operating in Manchester Corridor.</p>	Manchester Corridor Partnership brings together Manchester City Council, the University of Manchester, Manchester Metropolitan University and the Central Manchester University Hospitals NHS Foundation Trust to build on the partners' investments in the 243 hectare Corridor area.
Manchester City Centre South Strategic Development Framework – Manchester Corridor: Manchester	City Centre	<p>The SDF re-iterates the core objective of Manchester Corridor Manchester Partnership to maximise the economic potential of Manchester Corridor area by harnessing the investment being made by key institutions, stimulating future improvement and growth at key locations, and by capturing economic benefit for disadvantaged local residents.</p> <p>The Framework Study Area is identified as a “Key Development Site”, which presents a <i>‘major opportunity to radically improve connections to the east and between the university campuses.’</i></p>	Developed by Manchester Corridor Manchester Partnership and launched in March 2008.

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