

Former Boddingtons' Brewery Site, Manchester
Strategic Regeneration Framework

April 2015

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Executive Summary

Introduction – A Strategic Opportunity

- 1 This Strategic Regeneration Framework (SRF) has been prepared to guide the future development of the Former Boddingtons' Brewery Site ("The Study Area") as a basis for achieving a quality and form of development that maximises the opportunity for this area to become an attractive and sustainable mixed use neighbourhood. This SRF is an update to the existing 2007 SRF document.
- 2 Promoting a mixed use approach to the site, including commercial and residential uses, will unlock the site's ability to play its part in the future economic growth and prosperity of Manchester and the wider City Region. In addition to a commercial offer that is deliverable and adds value to the Regional Centre's existing and planned offer, it is evident that the site presents an opportunity to play a more important role than previously envisaged in meeting Manchester's identified demand for new homes.
- 3 The site benefits from excellent connectivity within a Central Manchester location. A number of key regeneration projects are located within close proximity. The Study Area is adjacent to the NOMA regeneration project, which is anchored by The Co-operative Group's occupation of 1 Angel Square and is now moving forward under the direction and funding of the Joint Venture with Hermes.
- 4 To the west of the site is the Greengate regeneration area in Salford, which is a 32 acre area of vacant and underused land and buildings, located within the historic core of Salford and close to Manchester Victoria Station. The mixed-use proposals for Greengate envisage a combination of high quality commercial and residential properties with leisure uses, dramatic public spaces and new waterside environments.

- 5 Victoria Station, to the south, is also the subject of improvement. Manchester's second principal rail and Metrolink Station is undergoing a £26 million refurbishment programme, as part of the Northern Hub initiative led by Network Rail. Facilities at the northern edge of the City Centre will be enhanced, ensuring that the Regional Centre continues to provide high quality business and transport facilities that cater for projected economic growth.
- 6 To the south of Victoria Station is the New Victoria site which is an area of 2.5 acres of surplus land immediately adjacent to the Station under the control of Muse Developments. Masterplan proposals for the site propose a mixed use residential and commercial scheme, new public realm and active uses.
- 7 The wider Strangeways area immediately adjacent to the Study Area is recognised as a location for business with a range of small to medium size companies operating across a range of sectors. Historically the Strangeways area has been a home for entrepreneurialism stemming from its origins as a home for immigrants arriving in Manchester who set up business in the area.
- 8 The Study Area is located within Manchester City Centre's northern fringe. The City Centre is relatively compact and therefore the site is within walking distance of its many retail, employment, leisure, cultural and entertainment opportunities. The City Centre represents the central employment hub and economic driver for Manchester, as well as the wider Greater Manchester Region. There are a wide range of employment opportunities across a variety of sectors.

Economic and Market Context

- 9 The wider economic and market context for Manchester and the North West has moved on since the adoption of the original 2007 Framework for the site.
- 10 The preparation of this SRF reflects the current and projected economic indicators, which demonstrate continued strong population and household

growth in Manchester. This growth is projected to continue to 2024, and beyond. Manchester in particular has a higher than the Greater Manchester average proportion of working-age resident population (classified as 20-64) at 65% compared to 58-60% and higher than national and Greater Manchester average household formation record at 22% increase compared to 7.5% and 8% respectively. The population within the city of Manchester's is expected to increase by 39,000 to 2024.

- 11 The national economy has begun a new growth cycle and Manchester is in the first stages of another surge in economic growth. Between 2014 and 2024, it is forecast that Manchester will have 43,000 net new jobs and contribute £67 billion to GVA (a 3.1% increase per annum). Key growth sectors include those where Manchester already has a strong offer and / or the assets to support further growth, including ICT, professional services, scientific and technical activities, accommodation and food, arts employment and real estate activities. Recent industry analysis has identified that there is also an opportunity to increase the growth of the textile manufacturing industry by a further 15,000 jobs by 2020; this is particularly significant for the Greater Manchester economy, as its wholesale and retail trade is considered to be within the top three employment growth sectors (in absolute terms) to 2024.
- 12 Market intelligence indicates that the City Centre and City Centre Fringe will continue to expand northwards and eastwards, with a further dramatic increase in 20-39 year old workers driven by an increase in higher paid business and professional services employment. New housing will be required in order that the City can sustain its economic growth projections. Provision of that housing within attractive new neighbourhoods with access to public transport and the City Centre's offer will equally be important in order that the City can attract and retain the talent that will further support economic growth. Meeting the specific needs of this growing population and changing demographics is a key challenge for the City and it is recognised that there will be requirements for both owner-occupied and build to rent accommodation across a range of typologies, although predominantly apartment led development within the City Centre and City Centre fringe.

A Need for an Updated Vision

- 13 It is clear from economic and market signals that Manchester has been transformed from the city that existed at the time of the previous Framework in 2007. In the intervening period a wide range of changes have taken place economically, politically and in terms of policy. This has all facilitated a change in emphasis for the City and has driven the requirement for increased provision of business space and residential accommodation.
- 14 In 2013, Manchester City Council published a Draft Residential Growth Prospectus (2013), which was prepared in recognition of the critical relationship between housing and economic growth, and informed by the requirement established within the Manchester Core Strategy for an additional 60,000 new homes by 2027. Under delivery in recent years means that the average annual requirement is for 3,959 residential units. The Prospectus recognised that there is an urgent requirement to build more new homes for sale and rent to meet future demands from the growing population and identifies the northern fringe of Manchester City Centre as a location where a significant number can be delivered. The prospectus looks to address undersupply and in particular the development impasse that had until recently been evident in recent years in the City across all house types and tenures.
- 15 There is a pressing need for new homes in the city centre; however, equally there is a need to establish neighbourhoods of choice that will support the future economic growth of the City. Through the adoption of appropriate development and urban design principles for the area, the Boddingtons' site has the potential to play a greater part of the City's quality of life offer.
- 16 The economic growth of the City is vital. Manchester is the driver behind the wider Greater Manchester and North West economy and represents an exemplar for a developing Regional City that seeks to compete on a national and international scale. Over the years, much as been achieved in terms of attracting new businesses, events and investment through to

delivering wholesale transformation to create highly successful spaces such as Spinningfields which is the commercial heartland of the City.

- 17 A unique combination of locational characteristics mean that The Study Area can re-invent itself in a manner that will result in a distinctive, forward thinking and sustainable mixed use development. 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.
- 18 The overall commercial strategy for the Study Area is to focus on delivering a product that will respond to the existing strong textile business base, and the flow of highly qualified graduates within this sector, for example flexible workspace / incubator units and grown-on space. This type of space would also be suitable and attractive to other target growth sectors, for example smaller professional services firms, creative industries, architects requiring office or studio workspace.
- 19 The provision of high quality office accommodation may be seen as aspirational for a number of the local businesses, especially in the textiles and distribution industries which predominately occupy business units, looking to grow but remain in the area. The provision of appropriate commercial floorspace will cater for this growth. The Study Area can also be expected to deliver hotel, retail and leisure sectors that could play a significant part in the Study Area. The Framework provides a detailed justification for highlighting the appropriateness of these uses within the Study Area.

An Opportunity to Act as a Catalyst

- 20 The Study Area is within the sole ownership of Deansgate Securities LLP and is available for wholesale redevelopment. The Study Area represents one of the largest parcels of land in the wider Strangeways area and, when development on the site comes to maturation, would act as a catalyst for development in the wider area.
- 21 This could manifest itself in different ways. The scheme could encourage developers to consider the Strangeways area of Manchester's Northern

Fringe and demonstrate that delivery of major schemes in the neighbourhood is possible. Other than the Green Quarter there are few examples of wholesale regeneration in this part of Manchester. Establishing a critical mass of people and development in the area could provide the impetus for others to consider investing in the area.

- 22 The Study Area has the potential to provide a gateway from the City Centre to the wider Strangeways area. The development of the site will encourage the expansion of the City Centre further northwards and help to deliver investment to a part of the city which has traditionally been largely ignored by developers, potentially galvanising development in the wider area.

A Uniquely Positioned Site

- 23 The Study Area is a cleared site on the northern fringe of Manchester City Centre, which has important locational benefits and the capacity for wholesale regeneration.
- 24 Its position within the northern fringe is a significant advantage as this part of the City is seen as a focus for new 'neighbourhoods of choice' and the strategic location for increased residential growth. A number of planning applications have been submitted for residential sites in this area in 2015 and there are frameworks in place advocating increased residential development in similarly located areas including Ancoats and New Islington.
- 25 It is crucial therefore that this site contributes an appropriate amount of residential accommodation to help Manchester meet its requirement for growth. The site's excellent credentials have been set out within the Framework with the key benefit being its proximity to Manchester City Centre.
- 26 The Study Area benefits from excellent links to public transport and is within walking distance of Victoria Station which includes mainline rail connections across the North of England and Metrolink services that connect with a wide range of locations in Greater Manchester.

- 27 Shudehill Interchange is also within 600m of the site allowing bus connections across Manchester and the wider Greater Manchester region.
- 28 The Study Area is also well connected to the Inner Ring Road via Trinity Way (A6042) to the south-west of the site. This orbital route represents the main roadway circumnavigating Manchester City Centre and allows easy connection with the western and southern parts of the City Centre as well as the Corridor and the campuses of Manchester University and Manchester Metropolitan as well as allowing connection to Salford and MediaCity:UK.
- 29 The Study Area benefits from being located in close proximity to the River Irwell Corridor and the River Irk Valley. Both sites have been designated for improvements and have adopted planning guidance in place to facilitate this change. There are other natural green spaces which are easily accessible from the Study Area, including St. Michael's Flags and Angel Meadows, Lower Irk Valley, Heaton Park, Lower Medlock Valley and Philips Park.
- 30 As mentioned earlier within this Executive Summary and in greater detail within the SRF, the site benefits from its position in close proximity to a number of key regeneration projects including NOMA, Victoria Station, Greengate and New Victoria.

An Under Utilised Asset

- 31 The recession has constrained opportunities on the site with the previous vision rendered redundant, in common with a large number of sites nationwide that were earmarked during this period.
- 32 This has left the site underutilised. The site is currently used as a surface car park operated by Total Car Parks and accommodating 852 spaces. The car park is enclosed largely by securing fencing with a gated entrance off Great Ducie Street. The only significant development in the Study Area was the construction of a seven storey, 200 bed Travelodge Hotel which is located at the junction of Francis Street and Great Ducie Street. This was

approved in April 2010 (Planning Application Reference: 092523/FO/2010/N1).

- 33 In its current format as a secured surface car park the Study Area does not contribute well to the connectivity of the wider area. Pedestrian connections through the site are restricted even though the site includes frontages along Great Ducie Street and New Bridge Street that potentially allow access towards the wider Strangeways employment area to the North and regeneration sites including NOMA and the Green Quarter to the East.
- 34 Pedestrian connections to the city centre can be made via pedestrian crossing points at the junction of Great Ducie Street and Trinity Way. This links to Victoria Street which eventually becomes Deansgate.
- 35 As above, the primary vehicle movements in the Study Area are restricted due to its current operation as a car park. The positioning of the site with key frontages onto main arterial routes into the City Centre is an advantage with the site also possessing strong connectivity to the Inner Ring Road.
- 36 The frontages along two of the main arterial routes in the area - Great Ducie Street and New Bridge Street - are great potential assets. However in their current format they are poorly articulated due to the presence of security fencing around the majority of the site. The other frontage for the Study Area is Dutton Street on the eastern boundary which is a side street with low footfall fronting onto low quality industrial units.
- 37 The Study Area in its current format is devoid of active frontages that positively interact with the streetscape or pedestrians. The only example of an active frontage is on Great Ducie Street where the Travelodge Hotel located. This technically falls outside of the Study Area boundary.
- 38 The Study Area's prominence at the cross roads between these major arterial routes into the City Centre (Great Ducie Street and Trinity Way / New Bridge Street) provides an opportunity for the inclusion of a landmark building to signal the arrival at Manchester City Centre. However, in its

current form as a surface car park, the Study Area does not contribute to producing a memorable destination for travellers using these main routes.

- 39 It is clear that the site has been underutilised since the onset of the recession and this Framework sets out a vision for its reintegration to the Manchester economy allowing it to play a more active role.

A New Direction for the Site

- 40 This SRF promotes a genuinely mixed use approach to the site that will deliver 50% of the proposed development as residential floorspace with the balance picked up as commercial and other non-residential uses including car parking, hotel, leisure and retail.
- 41 The key point is that the modern day Manchester has developed to have different aspirations and priorities for future growth compared to the situation back in 2007 - the emergence of increasing the provision of housing alongside commercial development is a strategic priority.
- 42 The Study Area can, and should, contribute to delivery on this priority and this is reflected within the ambitions of this Framework to include a 50% split between residential and commercial uses on the site.
- 43 The provision of commercial floorspace is important to promote an aspirational identity for the Study Area and the wider Strangeways area as one which can accommodate new businesses and also support the growth ambitions of local companies.
- 44 The commercial elements within the Study Area will be predominately focused on office development and also promoting the use of ground floor units at the base of buildings either for retail service space or for business incubator accommodation. The commercial offering will be tailored to ensure that it supports existing businesses within the Strangeways area whilst providing space for new businesses looking to locate in the area.
- 45 Standalone commercial buildings would provide flexible space that would be suitable for occupiers potentially within the textile and fashion industry,

or alternatively occupiers within other sectors seeking higher occupational densities on larger floorplates. The final design of the buildings could be formed as a more traditional office building or something more flexible, allowing collaboration; it is anticipated that this would be driven by demand.

- 46 A commitment to active management of the estate is essential to create a true sense of place and foster a community where collaboration between businesses can take place. The management of the estate is an important element to its future success with a more 'hands on' role required from a developer in order to create the conditions that appeal to prospective occupiers. This will allow the former Boddington's Brewery Site to stand out as a commercial space in Manchester City Centre.
- 47 The provision of residential units as part of the scheme will contribute towards meeting the required housing needs in the Manchester Core Strategy and support the future growth of the City.
- 48 It will introduce a critical mass of people in the Strangeways area, which is predominately commercial in nature. This will help support commercial elements brought forward as part of the Study Area as well as existing and future businesses in the wider Strangeways area. Additionally, this will encourage more active uses into the evening which will improve security in the area through increased surveillance.
- 49 The former Boddingtons' Brewery Site has been a part of Manchester's history since the early 1800s. Over time the Brewery changed in a number of ways through the modernisation of facilities, the overall expansion of business and the exploration of new markets. The development timeline for the Brewery in its original form ended in 2005 when production was stopped on site and the buildings were demolished.
- 50 This SRF outlines new principles for the site and a new vision for a truly mixed use area that combines a high quality design with targeted commercial provision which would attract new tenants to the area and provide aspirational office space for the existing businesses in the Strangeways area.

- 51 The site can be brought back into active use – through mixed use development - and play a full part in the Manchester economy once again. This document sets out the justification for that vision.

1 Introduction

- 1.1 This introductory section sets out the purpose of this updated Framework, replacing as it does the 2007 adopted document.

Purpose of the Report

- 1.2 This Strategic Regeneration Framework (SRF) (“The Framework”) relates to the site of the former Boddingtons’ Brewery (“The Study Area”), which sits between a number of key regeneration areas, including NOMA, Strangeways and Victoria Station at the northern fringe of Manchester City Centre.
- 1.3 This document will provide a framework to guide new development on the site, which is both acceptable in planning terms and capable of being delivered.
- 1.4 The document has been prepared on behalf of Deansgate Securities LLP by Deloitte Real Estate with input from AHR Architects.

2007 Framework

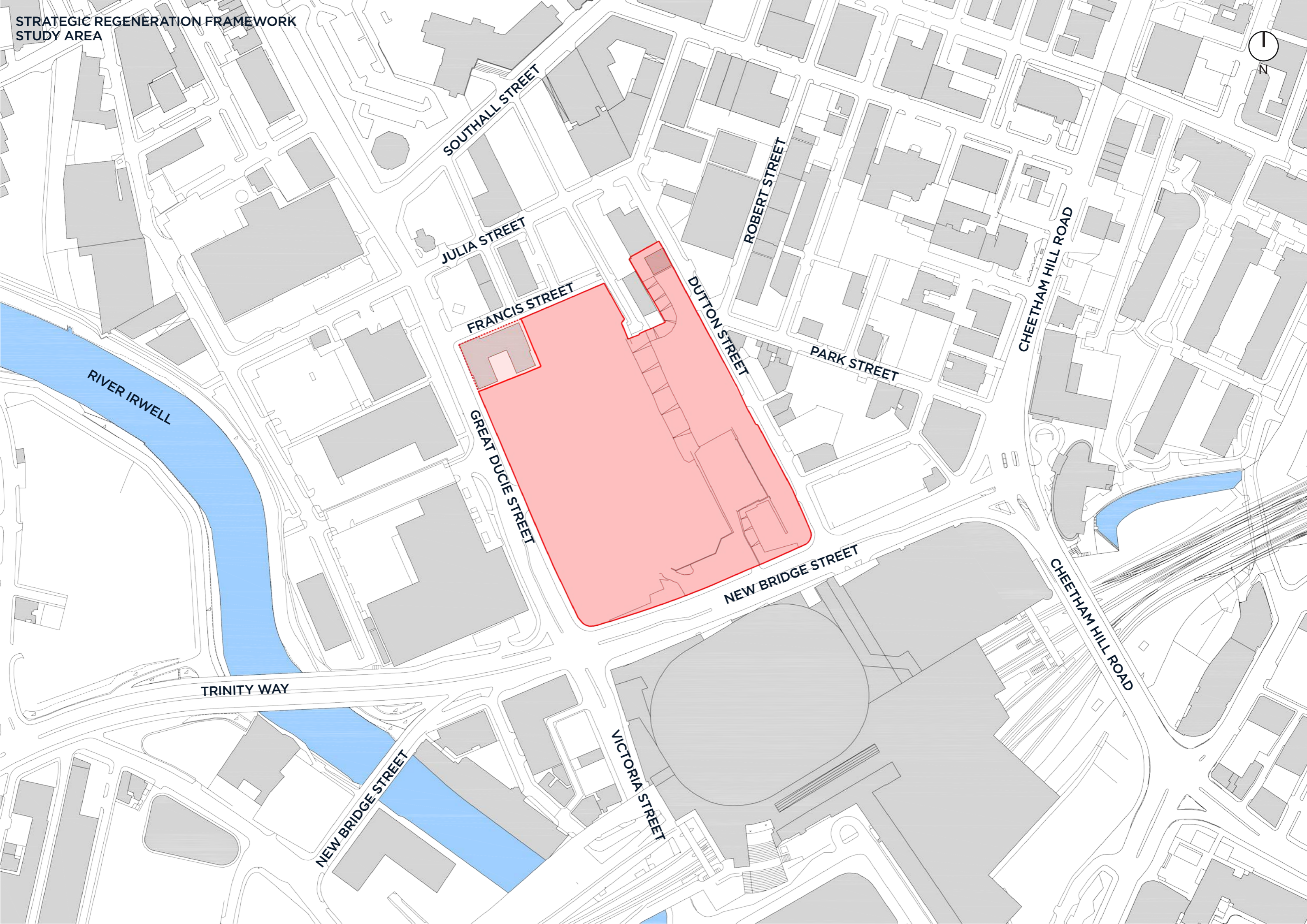
- 1.5 A Strategic Regeneration Framework was previously prepared for the Study Area and was endorsed by Manchester City Council’s Executive Committee in October 2007.
- 1.6 Prior to the preparation of the SRF Manchester City Council set out a number of established development principles. These can be summarised as follows:
- The site should be considered within the development of a wider area for comprehensive redevelopment.

- Redevelopment will need to demonstrate significant economic development to the City that both compliments existing activity within the City Centre and approves major employment opportunities for local people.
- The design quality of the scheme should seek to achieve a distinctive identity with primary frontages among Cheetham Hill Road, Trinity (New Bridge Street) and Great Ducie Street.
- The scale and massing needs to reflect the topography of the site and the primary frontages. Equally, street frontages at ground floor level will be expected to encourage active users.
- Linkages within the surrounding areas should be improved and will be essential for physical and functional integration.
- Parking and servicing will be provided away from the main road frontages and it is anticipated that existing vehicular access points will be utilised.

- 1.7 A number of delivery constraints were highlighted in an economic assessment which was prepared as part of the SRF. It was considered that whilst the area was not in major decline its reliance on wholesale and distribution made it vulnerable to market changes and that in general an over representation of low value adding industrial sectors limited the potential of the area to contribute towards the expansion of the Manchester economy.

- 1.8 In addition, it was recognised that the then Manchester Evening News Arena (now the phones4U Manchester Arena) provided a major contribution to the City Centre however it acted as a notable physical barrier that needed to be overcome for investment to be driven into this part of the City.

- 1.9 It was clear that wholesale investment was required to counter the negative image in the area.



SOUTHALL STREET

JULIA STREET

FRANCIS STREET

GREAT DUCIE STREET

DUTTON STREET

ROBERT STREET

PARK STREET

CHEETHAM HILL ROAD

TRINITY WAY

NEW BRIDGE STREET

NEW BRIDGE STREET

VICTORIA STREET

CHEETHAM HILL ROAD

RIVER IRWELL

Changing Economic and Policy Context

- 1.10 Manchester operates in a different economic reality when compared to the period in which the original 2007 Framework was prepared. The considerable passage of time has brought change to both the economic and policy context to the city and the wider region. This has necessitated a change in strategy for the site so that it is correctly aligned to deliver the most appropriate growth for the city.

A Resurgent Economy

- 1.11 The 2007 global recession crippled the global financial system and severely restricted development opportunities. This was the context in which the original framework for the Boddingtons' site was adopted. The UK economy emerged from a double-dip recession in October 2012 and has continued to grow.
- 1.12 The UK GDP grew by 2.7% in 2014 representing an increase from the growth realised in 2013 (1.3%) and also the fastest rate of growth since 2007. Similarly, unemployment has consistently fallen with figures to the end of November 2014 highlighting a 58,000 drop to 1.91million persons.
- 1.13 This national growth is reflected at the local level with Manchester's population growth increasing by nearly 18% (+77,700) between 2003 and 2013¹, which is more than double the UK average over the same period. This is a higher level than Greater London (14%) and Inner / Central London (17%) and reflects Manchester's transformation over the last 20 years into a vibrant European City. Indeed, Manchester is recognised as the fastest-growing metropolitan authority in England.
- 1.14 The RBS Regional Growth Tracker for Q4 of 2014 was released in February 2015. This outlined that the North West economy had experienced 3.1% year on year growth, which was the best performance outside of London.

¹ Source: ONS, Census 2011

- 1.15 It is clear that in development terms there has been a resurgence during 2014 which marked the return of large scale residential development to Manchester City Centre and £992million worth of office investment during the calendar year. This represents a record, double that which was invested in 2013².
- 1.16 A combination of a growing national economy, reduction in unemployment, a growing local population and a return of development to the city clearly demonstrates an economy currently in a strong position and capable of accommodating further growth.

A New Policy Direction

- 1.17 Since 2007, a number of key documents have been adopted that set out a different direction for Manchester (a full detailed policy analysis is provided in Section 2).
- 1.18 The Greater Manchester Strategy (2013) outlines a strategic approach to growth in the Manchester City Region taking into account the current global, national and local economic challenges. In order to compete, Greater Manchester needs to develop a concise understanding of current and future occupier demand across the commercial, industrial and residential sectors. Thereafter the region's offer must be based on this understanding and the creation of investment destinations has to be tailored to meet the region's pressing needs and support its future growth.
- 1.19 The Manchester Core Strategy (2012) sets the agenda for Manchester and stresses the need for commercial and residential development to be delivered to support the city's growth. The Core Strategy sets out that approximately 60,000 new dwellings will need to be provided in Manchester between March 2009 and March 2027. North Manchester will accommodate around 20% of new residential development, equating to approximately 11,840 residential units with higher density schemes permitted closer to the City Centre. The City also envisages that

² <http://www.manchestereveningnews.co.uk/business/office-investment-2014-hit-record-8635943>

commercial uses should be focused in the City Centre and the City Centre Fringe with office based development seen as the optimum fit for the area.

- 1.20 The Draft Residential Growth Prospectus (2013) was prepared in recognition of the critical relationship between housing and economic growth. There is an urgent requirement to build more new homes for sale and rent to meet future demands from the growing population. The prospectus looks to address undersupply and in particular the development impasse, that had until recently been evident in recent years in the City across all house types and tenures.

A Renewed Aspiration for Manchester

- 1.21 Manchester has an aspiration to be seen as a quality place to live through providing high quality places that attract people to work, live and socialise within the city. The continued growth of the city as a destination for tourism and its ability to attract world class and unique entrants to its retail and restaurant sectors ensures that it is at the 'cutting edge'.
- 1.22 Another key aspiration for Manchester is to increase the retention and attraction of graduates. The region already scores highly in this regard - a recent report by the Higher Education Career Services Unit in February 2015 highlighted that the North West in general has a strong record in retaining students, with 66% of those who studied in the region staying on after graduation.
- 1.23 Combatting 'brain drain' is a crucial part of regional economic policy to redress geographic imbalance. The retention of graduates is crucial as it allows skills developed in the city's universities to be directly transferred to the industries operating in the city. Employers require a large pool of qualified staff for their future workforces, and graduates play a large part in this.
- 1.24 In order for Manchester to remain an attractive place to live, including to these groups, it requires high quality developments to come forward to provide accommodation and services that complement or contribute to the city's growth.

- 1.25 This includes providing high specification office accommodation for growing businesses but also suitable and accessible residential development to house prospective employees.

Study Area Today

- 1.26 The Boddingtons' Brewery site was an important Manchester business that had a long standing affiliation with the area; the brewery has its roots in the eighteenth century. Located within the Strangeways neighbourhood of Manchester the Brewery was one of the UK's largest producers in the 1990s however suffered decline during the 2000s. This eventually led to the closure of the Brewery in 2005 and the site was sold to developers. The site was cleared for development however no start was made and it is currently accommodating a well-used temporary car park, with a Travelodge hotel in the north-western corner of the site.
- 1.27 In its current form the site is available and can accommodate wholesale regeneration - it is well placed to contribute to the continued economic growth of Manchester:

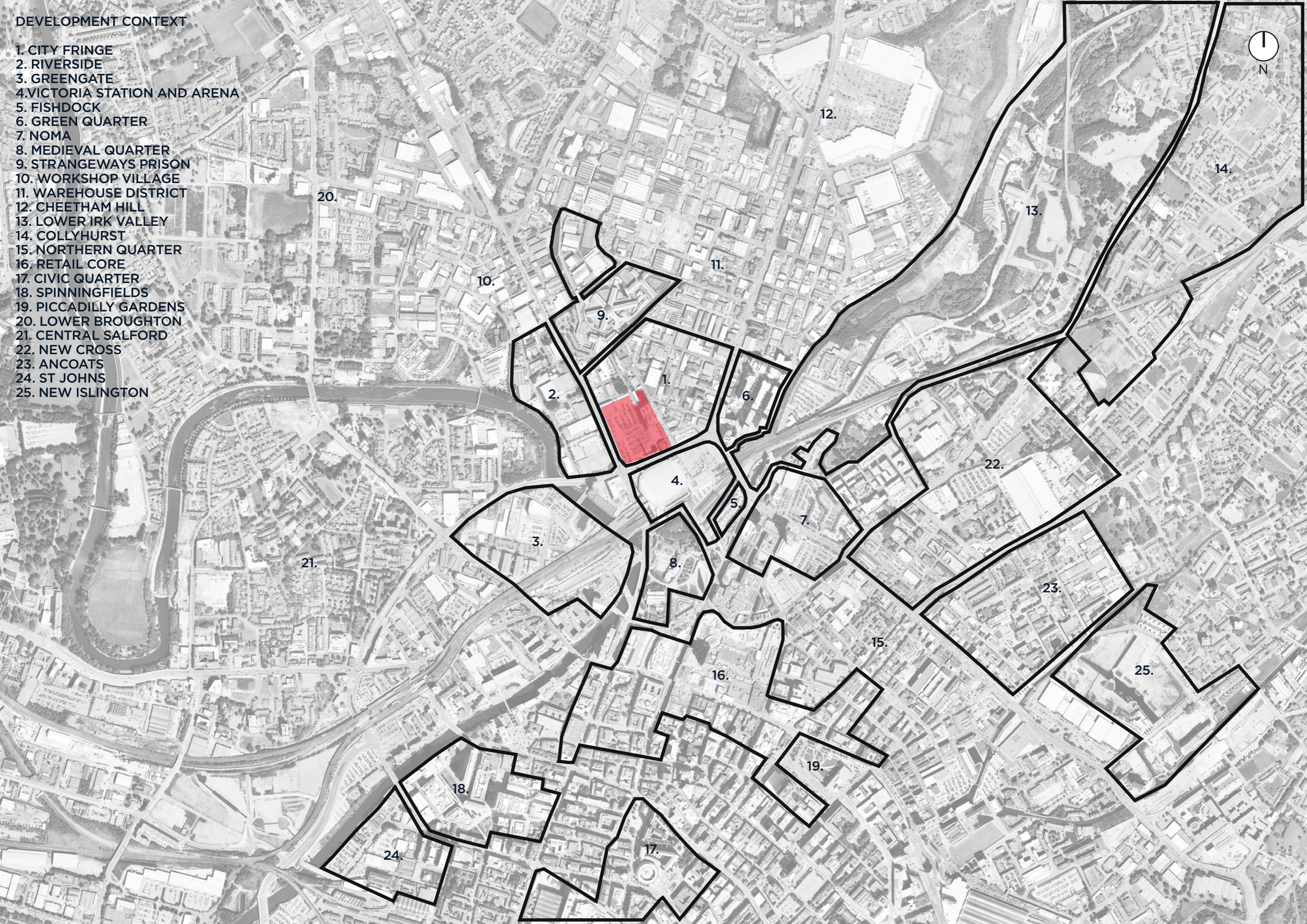
Proximity to a thriving City Centre: the Study Area is located immediately adjacent to the City Centre's ever expanding employment offer, its diverse range of amenities, its outstanding retail and leisure offer and its expanding cultural offer. Over the last twenty years Manchester has been transformed into one of the most vibrant cities in Europe. It offers a range of bars, restaurants, cafes, galleries, theatres, sporting and entertainment destinations. It has a cultural and leisure buzz that attracts a wide variety of workers, residents, students and visitors.

The Study Area is likely to be attractive to those who want to live within a short walk, cycle or bus/tram ride from the City Centre (rather than right in the heart of this activity).

Key projects on the doorstep: the Study Area is in an ideal location to capitalise on some of the most exciting projects in Manchester, both in the short and the long term. The Study Area is adjacent to the NOMA regeneration project, which is anchored by The Co-operative Group's

DEVELOPMENT CONTEXT

- 1. CITY FRINGE
- 2. RIVERSIDE
- 3. GREENGATE
- 4. VICTORIA STATION AND ARENA
- 5. FISHDOCK
- 6. GREEN QUARTER
- 7. NOMA
- 8. MEDIEVAL QUARTER
- 9. STRANGWAYS PRISON
- 10. WORKSHOP VILLAGE
- 11. WAREHOUSE DISTRICT
- 12. CHEETHAM HILL
- 13. LOWER IRK VALLEY
- 14. COLLYHURST
- 15. NORTHERN QUARTER
- 16. RETAIL CORE
- 17. CIVIC QUARTER
- 18. SPINNINGFIELDS
- 19. PICCADILLY GARDENS
- 20. LOWER BROUGHTON
- 21. CENTRAL SALFORD
- 22. NEW CROSS
- 23. ANCOATS
- 24. ST JOHNS
- 25. NEW ISLINGTON



occupation of 1 Angel Square and is now moving forward under the direction and funding of the Joint Venture with Hermes.

To the west of the site is the Greengate regeneration area in Salford, which is a 32 acre area of vacant and underused land and buildings, located within the historic core of Salford and close to Manchester Victoria Station. The site is envisaged as a combination of high quality commercial and residential properties with leisure uses, dramatic public spaces and new waterside environments. In 2013, Planning Permission was granted for the Pinnacle development, comprising 467 apartments, and Salford City Council has invested £13.3million into new public realm at Greengate Square. Additionally, in March 2014, Salford City Council adopted an updated Greengate Regeneration Strategy outlining that Greengate will unlock around £400 million of investment over the next 15 years creating around 5,000 jobs and a minimum of 1,800 new residential units.

Victoria Station, to the south, is also the subject of improvement. Manchester's second principal rail and Metrolink Station is undergoing a £26 million refurbishment programme, as part of the Northern Hub initiative led by Network Rail. Facilities at the northern edge of the City Centre will be enhanced, ensuring that the Regional Centre continues to provide high quality business and transport facilities that cater for projected economic growth. The programme will enable the creation of a world class rail gateway, with a new roof, new Metrolink platforms, improved ticket and retail facilities and improvements to public realm.

Exceptional Transport Connections: As long distance commuting continues to become more costly and time consuming, central locations such as the Study Area will become increasingly attractive locations for both working and living due to their ease of access to employment opportunities and also to public transport. The Study Area is extensively served by good transport links and high quality existing infrastructure.

Significant investment in the City's public transport infrastructure will ensure it is better connected and has the capacity to grow. In particular, it is worth emphasising the site's proximity to Victoria Station, which is the subject of significant public investment in the form of the Northern Hub.

One of the major elements of the Northern Hub investment is the delivery of the Ordsall Chord, which by winter 2016 will provide a direct linkage between Victoria, Oxford Road and Piccadilly Rail Stations, further enhancing the strength of public transport connections across the City.

The Study Area has easy access to the Victoria Station, which provides access to both Metrolink and mainline rail services serving destinations across Greater Manchester and the North of England.

Additionally, the Study Area has excellent access to the city's Inner Ring Road and important arterial routes heading out to the M60 and the wider motorway network.

Natural Environment: the Study Area benefits from being located in close proximity to the River Irwell Corridor, which provides opportunities for leisure and recreational activities (and will itself be subject to comprehensive regeneration, which will seek to maximise the contribution and use of this natural environment). A range of natural green spaces are easily accessible from the Study Area, including the Lower Irk Valley, St. Michael's Flags and Angel Meadows. Further afield, Heaton Park, Lower Medlock Valley and Philips Park are accessible via the public transport network.

Available Land: arguably one of the most important aspects to this opportunity is to bring a key vacant site back into active use with an added incentive that comprehensive regeneration would act as a catalyst for development in the wider area. This could manifest itself in different ways. The scheme could encourage developers to consider the Strangeways area of Manchester's Northern Fringe and demonstrate that delivery of major schemes in the neighbourhood is possible. The provision of high quality office accommodation may also be seen as aspirational for a number of the local businesses, especially in the textiles and distribution industries which predominately occupy business units, looking to grow but remain in the area.

The Study Area site represents one of the few sites that is cleared and has the capacity for wholesale regeneration bringing a number of opportunities

that will benefit the Study Area and also have the potential to galvanise development in the wider area.

Expansion of City Centre: developing the site could provide encouragement for the further expansion of the City Centre northwards away from the traditional core. This has a benefit of introducing growth to new areas of the city which are in need of improvement. The development of the Green Quarter and NOMA demonstrate that there is already potential in the Northern Fringe near The Study Area.

Opportunity for Landmark Corner Development: The development could provide an opportunity to deliver a landmark building on a key corner of the site, with the most logical position being the corner of Great Ducie Street and Trinity Way (New Bridge Street). This will help create a more positive image of the area on a key intersection accessing the City Centre.

Supportive Planning Policy Framework: The Study Area lies within the Regional Centre as identified in Manchester Core Strategy and envisaged within Strangeways Local Plan as an employment-led mixed use area. It is clear that there is support for the regeneration of the site.

- 1.28 It should also be noted that the Study Area is not without constraints for future development to overcome. The presence of the phones4U Manchester Arena to the south of the site is an obvious constraint acting, in conjunction with Victoria Station to its rear, to obstruct movement from the site and the wider area into Manchester City Centre.
- 1.29 The Study Area includes a challenging topography that a developer would need to overcome. There is a significant drop in levels from the western to eastern boundary of the site.
- 1.30 In its current form as a surface car park the Study Area does not add to the character of the wider area and can be argued to detract considerably. The wider area is largely comprised of poor quality, low rise industrial units housing a number of low value-adding businesses. There are also a number of derelict and vacant buildings in the area.

- 1.31 On balance, it is considered that the opportunities outweigh the potential constraints. This Framework seeks to provide a thorough justification for the site.







Structure

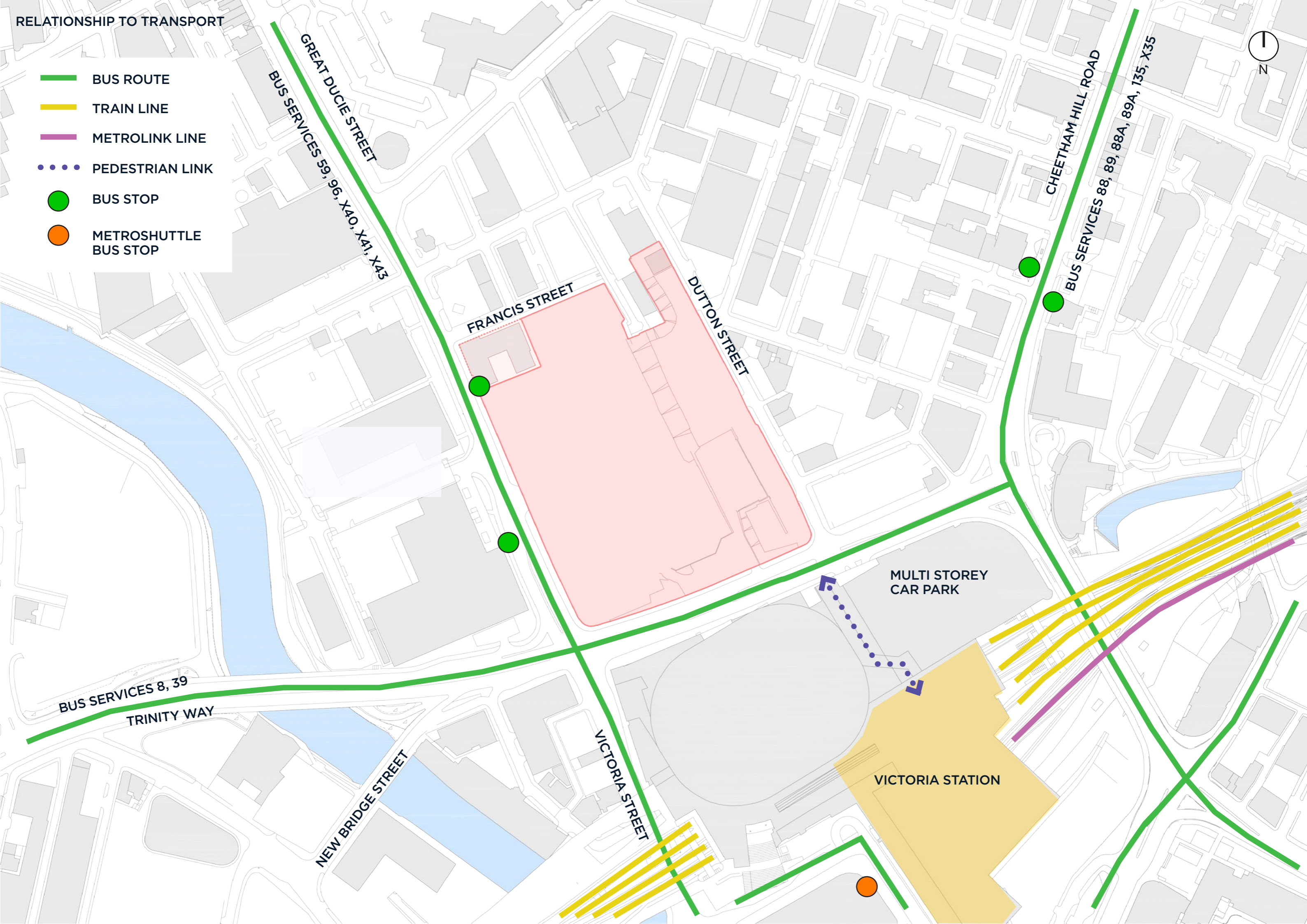
- 1.32 Having set the context, the remainder of this Framework is structured as follows:
- Section 2 – Outlines the compatibility of the proposals for the Study Area in the context of existing Planning Policy.
 - Section 3 – Explains the economic drivers in the wider region and how this impacts the Study Area.
 - Section 4 – Sets out how development of the Study Area fits into the wider regeneration context for Manchester.
 - Section 5 – Provides an analysis of the Study Area as existing as well as constraints and opportunities from the surrounding land uses.
 - Section 6 – Describes the Core Development and Urban Design Principles.
 - Section 7 – Highlights the Delivery and Phasing strategy for the Study Area.

Planning Status

- 1.33 This document will initially be submitted to the Executive of Manchester City Council with the aspiration that it be endorsed for consultation.
- 1.34 A consultation process will then take place to explain the plans for regeneration of the Study Area and how these fit into the wider area. The comments will be taken into account and an updated version of the Framework will be submitted to the Executive for adoption by the Council.
- 1.35 Following adoption, the framework would become a material consideration in the determination of planning applications for the Study Area.

RELATIONSHIP TO TRANSPORT

-  BUS ROUTE
-  TRAIN LINE
-  METROLINK LINE
-  PEDESTRIAN LINK
-  BUS STOP
-  METROSHUTTLE BUS STOP



GREAT DUCIE STREET
BUS SERVICES 59, 96, X40, X41, X43

FRANCIS STREET

DUTTON STREET

CHEETHAM HILL ROAD
BUS SERVICES 88, 89, 88A, 89A, 135, X35

BUS SERVICES 8, 39
TRINITY WAY

NEW BRIDGE STREET

VICTORIA STREET

MULTI STOREY
CAR PARK

VICTORIA STATION

Report Contributors and Acknowledgements

- 1.36 This report has been prepared by Deloitte Real Estate on behalf of Deansgate Securities LLP with input from AHR Architects and in consultation with Manchester City Council.

2 Planning Policy Context

- 2.1 This section provides analysis of the key elements of policy in order to properly position the site and identify key priorities that support the re-balancing of the development mix and the new Illustrative Masterplan.

Policy Context

- 2.2 The Planning Policy context for Manchester has developed considerably since the adoption of the previous Former Boddingtons' Site Development Framework in 2007. A number of key local and regional documents set out a new direction for Manchester that highlight its place within the wider economy and identify a clear need for the city to help support the economic development of the region whilst also accommodating the need for additional housing to support the required growth.

Northern Powerhouse (December 2014)

- 2.3 In the 2014 Autumn Statement, the Coalition Government re-iterated a commitment made during August 2014 to help lay the foundations of a Northern Powerhouse to rival the economic strength of London. Following on from the City Deal of 2011 and the announcement in November 2014 that Greater Manchester will have a directly elected Mayor by 2017, with responsibility for a £300m housing investment fund, a devolved and consolidated transport budget and strategic planning powers, a further £7 billion was announced to build the Northern Powerhouse.
- 2.4 Key aims for the budget will be connecting the North to create a focus and channel investment of £6 billion on roads to reduce congestion, introducing new modern trains and 20% more capacity to end overcrowding, developing HS3 to make east-west travel faster, and doubling the number of northern cities to benefit from the Government's superfast broadband programme. Funding will also be targeted at the North's strengths in

science, with major new investments in this sector across the North, including the new Sir Henry Royce Materials Research Institute based in Manchester (with satellite centres in Leeds, Liverpool and Sheffield). A £78 million funding commitment was made to The Factory Manchester, a major new exhibition and theatre space, which will provide a permanent home for the Manchester International Festival.

One North (July 2014)

- 2.5 Northern Powerhouse was the Government's response to One North, a strategic proposition for transport in the North, led by the cities of Leeds, Liverpool, Manchester, Newcastle and Sheffield. One North is itself an initial response to the challenge set out by Sir David Higgins in his report HS2 Plus – for the cities to come together to develop a coherent strategic transport plan, integrating HS2 with the existing rail network and transforming connectivity across the North.
- 2.6 The guiding principles of One North include:
- Delivering higher levels of productivity and greater competitiveness through designing a programme of transformed connectivity for the North, which will help to reinvigorate the North economy and thereby grow the national economy.
 - A multi-modal vision for both logistics and personal travel – steps need to be taken to improve the reliability and resilience of the road network and the capacity and connectivity of the rail network.
 - Rail is the strongest growing means of travel and the network will have an increased role to play in the decades to come. Investment is required to achieve greater capacity and transformed connectivity.
 - Maximising value by prioritising investment that delivers the best overall return to the taxpayer in terms of net national growth.
 - For a proposition that is transformational in intent, major capital expenditure is required. HS2 and the North's interconnected City Regions will together make the North a new destination of choice for mobile international businesses.

- 2.7 To become an economic powerhouse, the North will require:
- Optimisation of strategic highway capacity.
 - A very high quality (fast and frequent) intercity rail network.
 - City regional rail networks that provide additional capacity needed to sustain city centre growth.
 - A digital infrastructure that offers real-time information, improved ticketing, greater network resilience, more capacity for growth and faster connections between key centres.
 - Building HS2 early – HS2 is a key catalyst for northern city regeneration.
 - A new trans-Pennine route could also deliver a new integrated east-west rail freight capability, linking the major port estuaries and north-south rail routes.
- 2.8 The One North proposition seeks to ensure that the North is a destination of choice for investors and a dynamic counterweight to the London and South East economy.

Greater Manchester Strategy

- 2.9 The Greater Manchester Strategy 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 prosperity is enjoyed by many.
- 2.10 The Association of Greater Manchester Authorities (AGMA) approved an update entitled Stronger Together: Greater Manchester Strategy 2013-2020 (GMS 2013-2020) in November 2013, which reviews and refreshes the strategic approach to growth in the Manchester City Region taking into account the current global, national and local economic challenges. Stronger Together is the sustainable community strategy for the Greater Manchester City Region.

- 2.11 Despite the global recession, Greater Manchester's economy has been shown to be robust and continues to generate £48 billion GVA, some 4% of the national economy. It remains, as originally 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.

- 2.12 GMS 2013-2020 sets out an approach to help Greater Manchester reach its full potential and succeed in becoming a net contributor to the national economy. Greater Manchester needs to:

“...anticipate the demand for flexible working space, advanced and low carbon technology, access to research and development, science and innovation to ensure that Greater Manchester is in a position to exploit its assets and meet the demands of the global economy.”

- 2.13 In order to compete, Greater Manchester needs to:

“...develop a clear, spatial and sectoral understanding of occupier demand, both now and in the future, in relation to commercial, industrial and residential development. Our offer must be based on an understanding of the offer required and the creation of investment destinations that are responsive to market demand.”

- 2.14 The vision and objectives for the Study Area have been driven by, and will clearly support and align with, the overarching programmes being promoted by the City Region via GMS 2013-2020. Delivering appropriate housing supply to meet the demands of a growing economy and population, adjacent to a major employment centre and in a well-connected location, will assist in the promotion of sustained economic growth.
- 2.15 Through supporting new mixed used development on the Study Area site, with a focus on providing both quality jobs and homes in Manchester's northern fringe, there is the potential to create a safe, sustainable, healthy area where people wish to live and work. There is an opportunity to provide strengthened, high quality connections between the City Centre, the Study Area as part of the City Centre Fringe and the surrounding

regeneration areas including some of the more deprived communities of North Manchester.

- 2.16 The regeneration of the Study Area will meet a number of GMS 2013's key growth priorities, including:

GMS 2013 Growth Priorities	The Study Area
Creating spaces and places that will nurture success	✓
Stimulating and reshaping our housing market	✓
Crafting a plan for growth and infrastructure	✓
Supporting business growth with a strong, integrated offer	✓

- 2.17 In order to create the conditions for growth to ensure that the Manchester City Region achieves its full potential, a Greater Manchester approach to meeting future housing and employment land requirements will be developed taking into account viability, strategic fit, transport and other infrastructure implications of the demand for growth.
- 2.18 Recognising the challenges in meeting demand for new housing given past under-delivery, market difficulties, rising energy bills and the need to retro-fit existing stock with the ability to improve its performance, the Strategy states that the City Region will continue to drive new thinking and innovation to ensure that Greater Manchester offers existing and potential residents a place to live that meets their expectations and which they can afford.
- 2.19 The Study Area is ideally located to dually contribute towards the provision of housing and commercial space to meet demands of a growing economy and population.

Manchester Core Strategy (2012)

- 2.20 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.
- 2.21 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 and the Regional Centre.
- 2.22 The Vision is for a flourishing knowledge-based economy, based on the strength of the Regional Centre and Manchester Airport. Economic growth will continue to be driven by knowledge based industries including digital and creative sectors, financial and business services, biotechnology, engineering and environmental technologies.
- 2.23 Manchester will be a City with neighbourhoods where people choose to live all their lives because they offer a wide range of quality housing and an attractive environment.
- 2.24 The Study Area falls partially within the defined Regional Centre as set out in Policy EC3 and also within the City Centre Fringe, on the boundary with the designated City Centre, as outlined within Policy CC1. Additionally, the Strangeways employment area is directly to the north.
- 2.25 The Study Area has the potential to contribute strongly to a wide range of Manchester's strategic policy objectives as summarised below:
- Policy SP1 Spatial Principles:** the Regional Centre will be the focus for economic and commercial development, retail, leisure and cultural activity, alongside high quality city living. Beyond these areas, the emphasis is on the creation of neighbourhoods of choice, providing high quality and diverse housing around district centres, which meet local needs, all in a distinct environment. The majority of new residential development in these neighbourhoods will be in the Inner Areas, defined by the North, East and Central Manchester Regeneration Areas. It is noted that the River Valleys, including the Irk, and the City Parks, are particularly important; access to these resources will be improved.

Policy EC2 Existing Employment Space: the City Council will seek to retain and enhance existing employment space and sites. Alternative uses will only be supported on sites allocated accordingly or where it can be demonstrated that the existing use is unviable, incompatible with adjacent uses, unsuitable having regard to the Strategic Flood Risk Assessment, or, on balance the proposals offer greater benefits in terms of vision and spatial objectives. There should be provision of a range of business space, types, sizes, quality and cost; leaving land vacant is not considered to be an efficient use of land.

Policy EC3 The Regional Centre: Employment generating uses will be promoted within the Regional Centre, taking advantage of the commercial assets of the core of the conurbation and the opportunities to provide accessible employment to Manchester residents. New housing to complement the development of mixed use employment areas will be supported.

Policy EC4 North Manchester: North Manchester is expected to provide approximately 14 hectares of employment land over the plan period. The key development opportunity is recognised as the City Centre Fringe areas of Strangeways and Collyhurst, where office (Use Class B1a) led mixed use development will be promoted. The significant existing employment and economic development located in Strangeways, Collyhurst, Cheetham, Manchester Fort Retail Park and North Manchester Business Park will be retained. Development that has regard to key transport infrastructure and connecting major employment opportunities to residential neighbourhoods in North Manchester will be promoted.

Policy CC1 Primary Economic Development Focus: City Centre and Fringe: the City Centre and the City Centre Fringe are respectively expected to accommodate 33ha and 25ha of office or similar employment development. Within these areas a variety of high quality accommodation types, sizes and footplates will be encouraged to boost investment by local, national and international businesses. The City Centre and Fringe will be considered a suitable location for the consideration of high density building and commercially led mixed use schemes. The focus for employment growth will be in B1a high density

offices with particular encouragement given for such developments in the City Centre North extending into Strangeways and Collyhurst.

Policy H1 Overall Housing Provision: approximately 60,000 new dwellings will be provided for in Manchester between March 2009 and March 2027. New residential development should take account of the need to contribute to creating mixed communities by providing house types to meet the needs of a diverse and growing population. The design of a scheme should contribute to the character of the local area. All proposals should make provision for usable amenity space, parking of cars and bicycles and prioritise sites close to high frequency public transport routes.

Policy H3 North Manchester: over the lifetime of the Core Strategy North Manchester will accommodate around 20% of new residential development, equating to approximately 11,840 residential units. Priority will be given to family housing and other high value, high quality development where this can be sustained. High density housing will be permitted within or adjacent to the parts of North Manchester that fall within the Regional Centre as part of mixed use schemes as well as along high frequency public transport routes.

Policy H8 Affordable Housing: the City Council's affordable housing policy applies to all residential development on sites of 0.3 hectares and above or where 15 or more units are proposed. New development will be expected to contribute to the City-wide target for 20% of new housing provision to be affordable – this target is a starting point for negotiation.

The proportion of affordable housing units will reflect the type and size of the development as a whole; and where appropriate provision will be made within Section 106 agreements to amend the proportion of affordable housing in light of changed economic conditions. The final provision of affordable housing will be calculated by reference to any financial viability assessment or other material considerations that indicate that intermediate or social rented housing would be inappropriate.

Policy C10 Leisure and the Evening Economy: new development and redevelopment that supports the evening economy and supports a

balanced and socially inclusive evening / night-time economy will be permitted, subject to considerations of cumulative impact, residential amenity and balance.

Policy EN1 Design Principles and Strategic Character Areas: the Study Area forms part of the part of the Central Arc Character Area. The opportunity exists for development on a large scale using innovative urban design solutions.

Policy EN2 Tall Buildings: proposals for tall buildings will be supported where it can be demonstrated that they are of excellent design quality, are appropriately located, contribute positively towards sustainability and place-making and will bring significant regeneration benefits. Suitable locations will include sites within and immediately adjacent to the City Centre with particular encouragement given to non-conservation areas and sites that can be easily served by public transport nodes.

Policy EN4 Reducing CO₂ emissions by Enabling Low and Zero Carbon Development: where possible new development and retrofit projects must be located and designed in a manner that allows advantage to be taken of opportunities for low and zero carbon energy supplies.

Policy EN6 Target Framework for CO₂ reduction from low or zero carbon energy supplies: new development will be expected to make a contribution to the Council's carbon reduction requirements by meeting the targets set out in the Core Strategy as a minimum.

Policy EN14 Flood Risk: development should preferably be directed away from sites at the greatest risk of flooding and a site specific Flood Risk Assessment is required for any development proposals on sites greater than 0.5 hectares within Critical Drainage Areas.

Policy T2 Accessible areas of opportunity and need: the pattern of development will be actively managed to ensure that new development is located to ensure good access to the City's main economic drivers, is easily accessible by walking, cycling and public transport, and provides a level of car parking that reflects the highly accessible nature of the location, as well as the realistic requirements of the users.

North Manchester Strategic Regeneration Framework (2004, 2012)

- 2.26 The North Manchester Strategic Regeneration Framework was originally adopted by Manchester City Council in 2004 following extensive consultation with local communities and provided a framework for six Wards to the north of Manchester City Centre, including Blackley, Charlestown, Moston, Crumpsall, Cheetham, Harpurhey and Collyhurst. Under this framework, the Study Area fell entirely within Collyhurst.
- 2.27 The 2004 Framework recognised that North Manchester was confronted with an array of challenging and inter-related economic, social and physical issues, but that it had many strengths and new opportunities that could be exploited to re-position North Manchester to take advantage of the economic change and prosperity from the City and wider region.
- 2.28 The 2004 Framework identified that North Manchester's location, on the doorstep of the City Centre, which was itself undergoing a dramatic renaissance with new employment, retail, leisure, cultural, sporting and infrastructure facilities being delivered, and in close proximity to good and improving public transport connections, meant that it could play a critical role in the drive to create a highly competitive economy through the delivery of high quality urban living. Equally, the on-going success of the City Region would bring benefits to the communities of North Manchester through the generation of easily accessible employment opportunities.
- 2.29 The 2004 Framework established a series of key principles and objectives for the North Manchester framework area. Of particular relevance to the Study Area are:

Strengthening North Manchester's role as a residential area – the role and future of North Manchester within the City and wider City Region is as a primarily residential area. Whilst a number of employment areas provide important job opportunities for local residents, the future success of North Manchester will be directly linked to the creation of sustainable urban neighbourhoods. In creating the conditions for private sector investment, the Framework outlines a strategy for restructuring and reinvigorating North Manchester's housing market, which focuses on four key areas:

- The People
- The Economy
- The Physical Environment
- Implementation

Securing Accessible Employment – North Manchester accounts for approximately 20% of the city’s total population however unemployment levels in North Manchester average 7.5%. Nevertheless, the North Manchester SRF highlights that whilst much of area close to the city centre is dominated by clothing businesses – importers, wholesalers and manufacturers - there are increasing numbers of hi-tech service sector companies beginning to move to the area. A key objective is to support sustainable employment areas that can positively contribute to the economy.

2.30 The vision for North Manchester was to

“...to create a series of high quality sustainable communities, each providing a broad range of living facilities and services that meet the life demand of existing and new residents.”

- 2.31 At the heart of this vision is quality of life and choice, with a focus on providing a wide range of housing choice in terms of tenure, value and size, supported by high quality amenities including public realm.
- 2.32 The importance of providing first class connections to and from North Manchester was recognised, with the aim to further strengthen the area’s excellent connections to opportunities in the City Region using existing infrastructure, for example proximity to the highway network and Metrolink. Neighbourhoods within North Manchester should each have a cluster of shops and services within walking distance.
- 2.33 The 2012 Framework update maintained the original vision of the 2004 Framework, whilst focusing on a refreshed set of Core Objectives in response to on-going consultation with the local communities. It recognised that the 2004 Framework shaped a period of significant improvement across North Manchester, which placed it in a much

stronger position to take advantage of the opportunities presented by the strong Greater Manchester economy.

- 2.34 Successes included new house building and housing market renewal in some neighbourhoods; private sector investment, particularly in new housing; delivery of Central Park and new high quality commercial floorspace; enhancements of the Cheetham and Harpurhey District Centres, together with a new retail development at Queens’ Road in Cheetham; investment in parks and green spaces, including Heaton Park, one of the largest parks in the country that now attracts more than 2 million visitors per year; and, completion of community and infrastructure projects such as new primary schools, health centres and the M60.
- 2.35 The on-going successful regeneration activity in adjacent neighbourhoods including East Manchester and Salford is also noted, in terms of the arc of employment opportunities presented to North Manchester residents.
- 2.36 There continues to be a significant opportunity for North Manchester to take advantage of, and support, the growth of the Greater Manchester economy. Given the forecast population and employment growth to 2034, it is clear that significant numbers of new homes will be needed and North Manchester is exceptionally well positioned to contribute towards this with high quality residential neighbourhoods within easy reach of jobs in the City Centre.
- 2.37 The 2012 Framework Core Objectives include:
- Improve the quality of housing and neighbourhoods, promote housing growth.
 - Fully exploit opportunities for economic development.
 - Connect North Manchester residents to opportunities throughout Greater Manchester and beyond.
 - Create vibrant District and Local Centres that provide accessible services and a strong sense of place.

- Develop a strategy for schools investment that meets current needs and plans for future population growth – the greatest need is currently in Cheetham and Charlestown, whilst there will also be a need to take account of large-scale regeneration schemes in the Lower Irk Valley and Collyhurst.
- Helping North Manchester residents access jobs created across Greater Manchester.
- Ensure that North Manchester communities are safe and welcoming.
- Encourage and support residents in North Manchester to live healthy and active lives.

2.38 In the City Centre Fringe Area, development should contribute to the growth of Manchester City Centre. A mix of uses, including commercial, employment, leisure and residential, is encouraged, together with complementary services such as retail and healthcare.

2.39 Whilst Cheetham Hill and City Centre North will be the focus for local commercial development, a new Local Centre will be created in Collyhurst and further commercial uses (in particular shops) should be provided close to housing areas provided that they do not become so large that they attract visitors from beyond the local area or create amenity issues.

2.40 The role of the valuable green spaces and corridors in North Manchester will be protected and enhanced. The 2012 Framework recognises that this is one North Manchester's greatest assets and to continue improving there will be a focus on: realising the full potential of Heaton Park; maximising the impact of the River Irk through enhancement of walking and cycling routes and river frontage; and, maximising links between individual neighbourhoods through the range of amenity spaces.

City Centre North Strategy

2.41 The City Centre North covers over 71 hectares of land north of the retail and commercial core of Manchester City Centre with Victoria Station at its heart. It is home to NOMA and a large quantity of other sites and operations which together make an important commercial location.

2.42 The City Centre North is a concept and vision of a defined location with an image of complementary roles and functions. These include:

- a destination
- a gateway
- a strategic commercial location
- historic and cultural treasures
- a family-friendly role

2.43 The area is rich in historic buildings, cultural venues, natural assets (including the River Irwell) and has all the ingredients to be one of the most accessible, sustainable and competitive areas of the city.

2.44 The southern part of Strangeways, including the former Boddingtons' Brewery site, is within the City Centre North strategy area.

Strangeways Local Plan (2009)

2.45 The Strangeways Local Plan seeks to address the economic and physical issues of the area across a 10-15 year period. The former Boddingtons' Brewery site is situated within the City Fringe area of the Local Plan.

2.46 Strangeways is described within the Local Plan as an area that already makes an important contribution to employment in Manchester – it hosts the city's highest concentration of business outside the city centre. Most of the businesses are classified as small businesses that benefit from the low cost-base.

2.47 Another key advantage of the Strangeways area is its favourable transport links with the main arterial roads of Bury New Road / Great Ducie Street and Cheetham Hill Road servicing the area. Additionally, its proximity to the City Centre and Victoria Station are obvious benefits.

2.48 Whilst the area is not in major decline there is a concern that its reliance on wholesale and distribution businesses means that it is susceptible to decline due to market changes such as direct marketing and e-commerce.

- 2.49 The area's overall image is industrial with poor quality units. This image limits the ability of Strangeways to interact positively with the City Centre and benefit from the spread of development away from the centre.
- 2.50 The broad vision for Strangeways is for it to be a key employment, cultural and training destination in proximity to the city centre accommodating a broad range of business activities.
- 2.51 More specifically, the Study Area falls within the 'City Fringe' neighbourhood as designated in the Strangeways Local Plan. The overall vision for this neighbourhood is that it be redeveloped as an employment-led, mixed use and vibrant neighbourhood contributing to the revitalisation of the City Centre North.
- 2.52 Some of the key actions to facilitate this ambition included:
- To create a vibrant employment-led mixed use neighbourhood attractive to a range of business occupiers but catering specifically for the needs of growing indigenous firms.
 - To develop complementary leisure and retail facilities including hotels, cafes, bars and restaurants.
 - To allow a limited amount of supporting residential development where it can be demonstrated that it is necessary to enliven the area throughout the day and evening provide a genuine mixed-use environment, and ensure commercial remuse can be available for the target markets.
 - Create a landmark building on the corner of Trinity Way and Great Ducie Street that draws people into the heart of the scheme.
 - To develop buildings of an appropriate scale and height to define a City Fringe neighbourhood with taller buildings occupying the Trinity Way frontage.

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

Draft Residential Growth Prospectus

- 2.55 Recognising the critical relationship between housing and economic growth, Manchester City Council is in the process of preparing a Residential Growth Prospectus (approved in draft by the Council's Executive Committee on 18 June 2013). The starting point is the urgent need to build more new homes for sale and rent to meet future demands from the growing population. It looks to address undersupply and in particular the development impasse, that had until recently been evident in the 'downturn' years across all house types and tenures in the City.
- 2.56 The Prospectus sets out how the Council proposes to work in order to encourage accelerated housing growth and guide the delivery of stable and attractive neighbourhoods offering quality housing that will retain and attract those people who are fundamental to creating economic success / wealth. It has been developed with the aim of providing the development industry and other key stakeholders with a clear message regarding the City's ambitions for future housing growth.
- 2.57 Six principles inform the Housing Prospectus:
- Building more new homes – with a growing population there is a need to provide high quality homes for sale and rent to meet future demand.
 - Creating pathways to home ownership – the aim to deliver more homes with mortgage products people can afford to buy, enabling them to play a bigger role in the City's economy.

- Developing a quality private rented sector (PRS) – good quality, well managed accommodation to rent makes an important contribution to the City’s housing, accounting for over half of all economically active households in the city centre and fringe.
- Bringing empty homes back into use – when housing is in short supply there is yet further emphasis upon tackling empty properties.
- Ensuring that the Council’s planning framework and policies provide the appropriate support for residential growth.
- Developing a strong sense of place and high quality neighbourhoods – sustainable neighbourhoods require much more than new housing development.

2.58 A key aspect of the Council’s supporting interventions is to ensure that the local planning framework provides the appropriate support for residential growth. Housing is one of the key Spatial Objectives of the adopted Core Strategy and through this the City Council aims to provide for a significant increase in high quality housing at sustainable locations and the creation of high quality neighbourhoods with a strong sense of place.

2.59 Within the context of the promotion of a range of financial mechanisms by Government that are aimed at increasing housing delivery, the Council is keen to attract major investors, prioritise site release and where possible help secure sites already assembled, target financial products to enable home ownership, assist marketing and deliver a pipeline of priority locations for housing development.

2.60 A range of City Fringe locations have been put forward as strong and appropriate locations for future resident growth where the conditions are right for development to come forward promptly.

2.61 The Study Area is also a City Fringe location that sits on the edge of the City Centre between Strangeways and NOMA. As well as linking adjoining City Fringe areas of NOMA and Strangeways, the Framework area can be

seen as having a critical role in providing the quality of development and environment to enable successful connections between the site and the employment and leisure opportunities of the City Centre. In addition, the Study Area presents a significant opportunity to contribute towards the delivery of a new mixed-use neighbourhood in its own right.

3 Economic Drivers

Economic Analysis

- 3.1 In developing an identity for an area it is important to understand the wider economic narrative for Manchester and Greater Manchester to inform the requirements for growth.
- 3.2 This section describes key aspects of the economic and market context today, which demonstrate that the future investment in, and regeneration of, the Study Area is deliverable and can successfully contribute towards these important strategy priorities

Key Drivers

- 3.3 Manchester is a national engine of economic growth with a population of nearly 515,000³, sitting at the heart of a conurbation of 3 million people in the north of England. The City's economic success has historically been driven by its growing role as the leading professional and business service centre outside of London, global connectivity through Manchester International Airport and business and leisure visitors, with Manchester the third most visited city in the UK.
- 3.4 More recently the city, recognising the dynamics of global market changes, has invested heavily in new sectors of growth – advanced manufacturing, biotechnology and life sciences – and working closely with The University of Manchester, has created new opportunities for sustained future growth, including the development of a global network of alliances and partnerships throughout the world.

³ Manchester Population is 514,400, Source: Greater Manchester Key Facts, July 2014 – ONS, Census 2011.

- 3.5 Creative and Digital also continues to be a key sector; Greater Manchester has the UK's largest cultural & creative cluster outside London, employing 65,000 people and generating GVA of £3 billion each year⁴. Key assets include MediaCityUK, at Salford Quays in the Regional Centre (home of the BBC and ITV) and The Sharp Project, located at Central Park off Oldham Road to the north east of the Study Area.
- 3.6 The July 2014 update to the New Economy Greater Manchester Key Facts highlights the key sectors of the Greater Manchester economy and their contribution towards the annual Greater Manchester GVA of £54.7 billion:

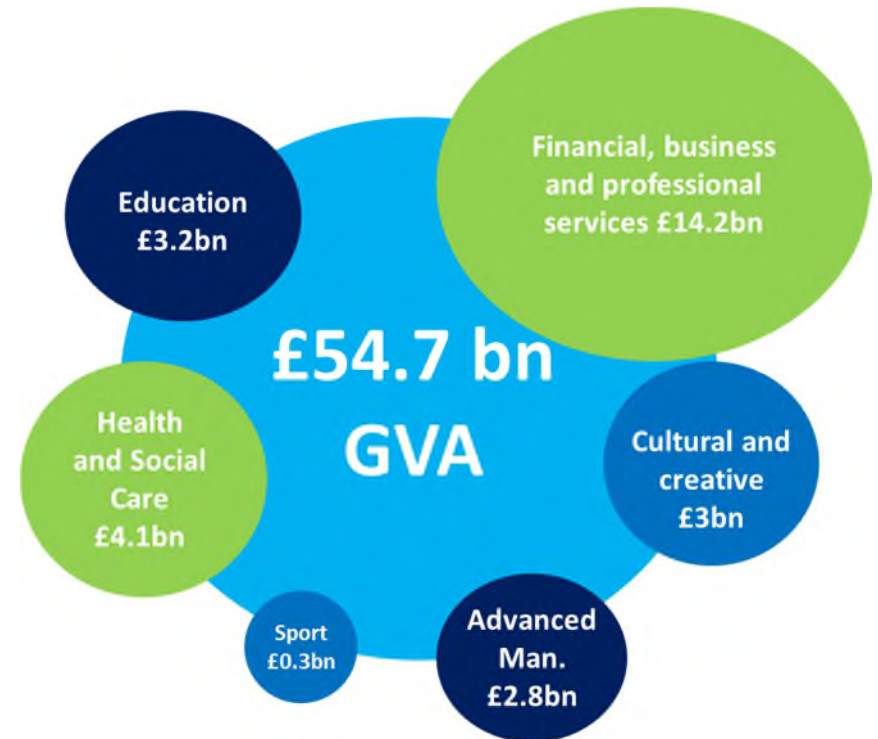


Figure 3.1: Greater Manchester Economic Outputs (Source: GM Key Facts, July 2014)

- 3.7 The latest release of the Greater Manchester Forecasting Model (GMFM), prepared by Oxford Economics, was presented during November 2014. It

⁴ Source: Greater Manchester Key Facts, July 2014.

confirmed that Greater Manchester is a vital component of the UK economy: it is home to a population of some 3 million people, provides 1.4 million jobs and makes an annual contribution of £54.7 billion GVA.

- 3.8 The RBS Regional Growth Tracker for Q4 of 2014 was released in February 2015. This noted that the North West economy had experienced a 3.1% year on year growth which was the best performance outside of London.
- 3.9 The service sector was at the forefront of growth in the region however wholesale and retail sectors also performed strongly. The Tracker suggests that this growth will continue into 2015 and highlights the existence of an 'entrepreneurial' spirit within the North West with the region 'home to a thriving Media, IT and computing industry'. The Tracker also highlights a 'renaissance in the property and commercial real estate sectors' with a number of new builds on the horizon.
- 3.10 Manchester itself continues to account for a significant proportion of Greater Manchester jobs and GVA, with 27.7% (up from 26.6% in 2013) and 29.3% (up from 28.7% in 2013) respectively. Business and public services continue to dominate the Greater Manchester labour market, representing 26% and 25% of employment respectively.⁵
- 3.11 Reflecting this phase of economic growth, Manchester's population growth increased by nearly 18% (+77,700) between 2003 and 2013⁶, which is more than double the UK average over the same period. This is a higher level than Greater London (14%) and Inner / Central London (17%) and reflects Manchester's transformation over the last 20 years into a vibrant European City. Indeed, Manchester is recognised as the fastest-growing metropolitan authority in England. This reflects the fact that Manchester is seen as a desirable place to live and that it is creating the economic opportunities to attract and retain people.
- 3.12 As noted in the New Economy Greater Manchester Growing Population Briefing Note, in spatial terms, the strong population growth in the core

⁵ Source: Annual Population Survey, Oxford Economics

⁶ Source: ONS, Census 2011

indicates the success of the City Centre regeneration initiatives and suggests that outlying fringes areas have significant, untapped potential to host more population growth through the adoption of policies that differentiate the offer of these locations from the core.⁷

- 3.13 In terms of the age profile of this rapidly increasing population, Greater Manchester has a younger age profile than is found nationally, and this is most notable in Manchester itself where more than 50% of the population is under 30⁸. The average age of Greater Manchester residents is just under 38 – slightly below the average age of almost 40 across England and Wales. In Manchester, 26% of residents are under the age of 20.
- 3.14 The largest increases are also being witnessed in the age bands that are typically considered to fuel economic growth, i.e. those at University-leaving age and above. Across Greater Manchester, the largest age band growth identified in the 2011 Census was in the 20-24 age band, which increased by 41,400 (25%). The 25-29 age band also witnessed a significant increase of just fewer than 30,000. This sector of the population creates demand for new lifestyle choices that offer access to City Centre employment and amenities, transport networks in well-managed accommodation built for that purpose. In addition, Manchester has a higher than Greater Manchester average of working-age resident population (classified as 20-64): 65% compared to 58-60%⁹.
- 3.15 Since 2001, Greater Manchester experienced a larger level of household growth than the average across England and Wales, as well as the North West (both at 7.5%), with an 86,000 extra households equating to an 8% increase. Of the ten Greater Manchester authorities, Manchester recorded by far the highest rate of household growth with a 22% increase (37,500 extra households).¹⁰

⁷ Source: New Economy, Briefing 24: Greater Manchester's Growing Population – Census 2011, September 2012

⁸ Source: New Economy, Census 2011 – First Release: Age Band Analysis

⁹ Source: New Economy, Census 2011 – First Release: Age Band Analysis

¹⁰ Source: New Economy, Census 2011 – First Release: Household estimates

3.16 The most recent Integrated Greater Manchester Assessment of Planning and Housing Evidence Base (IGMA Planning and Housing) published by New Economy in May 2014 identified that there are just over 1 million households across Greater Manchester and that of these households, 60% are owner-occupiers, 0.5% are shared owners, 22% are social-rented households and 16% are private renters (the remainder live in other forms of accommodation). This is broadly comparable with the England and Wales average, aside from a higher proportion of private and social rented tenure in Manchester, with the breakdown as follows:

- Owned outright or with mortgage – 37.8%
- Shared ownership – 0.7%
- Social-rented – 31.6%
- Private-rented – 28.4%¹¹

3.17 Between the 2001 and 2011 Census there was a 62.6% increase in private-rented accommodation with Greater Manchester and this pattern is expected to continue. The growth was particularly pronounced in Manchester, with an 85% increase from 31,424 private-rented households in 2001 to 58,170 in 2011¹². This reflects a number of factors, including a significant increase in population and household numbers, reduction in owner-occupied tenure and more use of the private-rented sector for those on lower incomes.

3.18 In terms of new residential development, IGMA Planning and Housing notes that increasing Greater Manchester housing supply is critical to meeting the demands of the growing workforce and population. It identifies that currently Greater Manchester is not delivering enough homes annually to meet either population or household growth projections; completion rates fell consistently from 2008-12 and reached a low of just under 3,400 in 2011-12 (Figure 3.2).

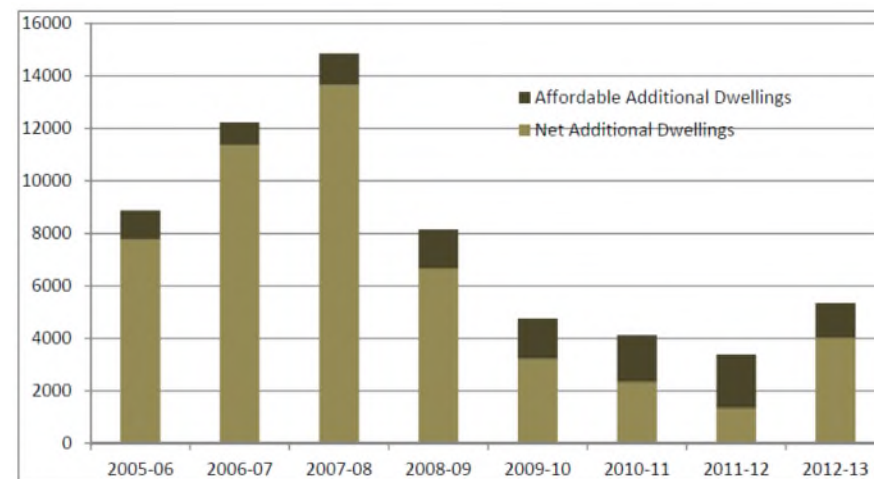


Figure 3.2: Net Housing Completions 2005/6 to 2012/13, Source: DCLG

3.19 Constraints on development and mortgage finance, along with the availability of public funding to support housing development, significantly slowed the pace of new housing delivery and the growth of the wider housing market following the peak of 2007/8. The number of new homes being delivered in Manchester has reduced from over 5,000 in 2007/8 to fewer than 1,000 in 2011/12.

3.20 However, there was a significant rise during 2012/13, to 1,756 completed units. These included a number of previously stalled schemes, 8 in total with 6 of those assisted by the Government's Get Britain Building initiative, together with 525 bespoke student residential units (with student residential counting towards the completion target for the first time).¹³

3.21 Manchester City Council's 2013 Annual Monitoring Report (AMR 2013) identifies that completions for 2012/13 remain significantly lower than the Core Strategy target and that there is now an average annual requirement of 3,959 residential units per annum over the remaining period of the plan (2014-2027).

¹¹ Source: Census 2011

¹² Source: Census 2011

¹³ Source: Manchester City Council, Annual Monitoring Report 2013

3.22 As a consequence of reduced delivery and completion rates over recent years, occupancy rates are at high levels fuelled increasingly by the private rented sector (availability rates in the City Centre have been quoted recently at just 5%) and there is a significant level of pent up demand for new housing which will further fuel accelerated levels of housing delivery over the coming years. There is a significant mismatch at present between supply and demand of suitable accommodation to meet the needs of a growing population and workforce. This has historically resulted in fast increasing rents.

3.23 The economic downturn also had a significant effect on average house prices; following a peak in house prices towards the end of 2007, house prices in Greater Manchester are showing some signs of rising, but are still some way off their peak. The latest statistics from the Land Registry show that house prices are increasing and that there has been some movement in the market: Manchester experienced a 14% increase in house sales in 2013 compared to 2012 and similarly 2.3% increase in average price¹⁴.

3.24 This partially reflects a stronger position in terms of mortgage finance, with first-time buyers driving the market forward in 2013 as improved economic conditions and the introduction of Government schemes such as Help to Buy have provided opportunities to enter the home-ownership market.

3.25 The national economy is about to begin – indeed, arguably has begun - a new growth cycle. While Manchester, because of its diversified and expanding business base, has been relatively resilient over these last few years during the economic downturn, the City is at the beginning of another surge of economic and population growth.

3.26 The GMFM provides a summary outlook for Greater Manchester between 2014 and 2034 of growth in the order of:

- 128,000 more people;
- 109,000 net new jobs; and,
- £17 billion more GVA.

¹⁴ Source: HM Land Registry Aggregated Price Paid Postcode data: sales figures from website

3.27 The Regional Centre is expected to experience GVA growth greater than 3%, which compares favourably to the North West average of 2.53% and the UK average of 2.78%.

3.28 Manchester's GVA is forecast to grow by 3.1% per annum between 2014 and 2024, rising to £67 billion¹⁵; 43,000 additional jobs are forecast by 2024, representing a much higher rate of growth than elsewhere in the UK.

3.29 The key growth sectors are expected to be in the private sector, comprising ICT, professional services, administration, accommodation and food, and arts employment (providing 44,000 new jobs in Manchester and Salford – Figure 3.3).¹⁶

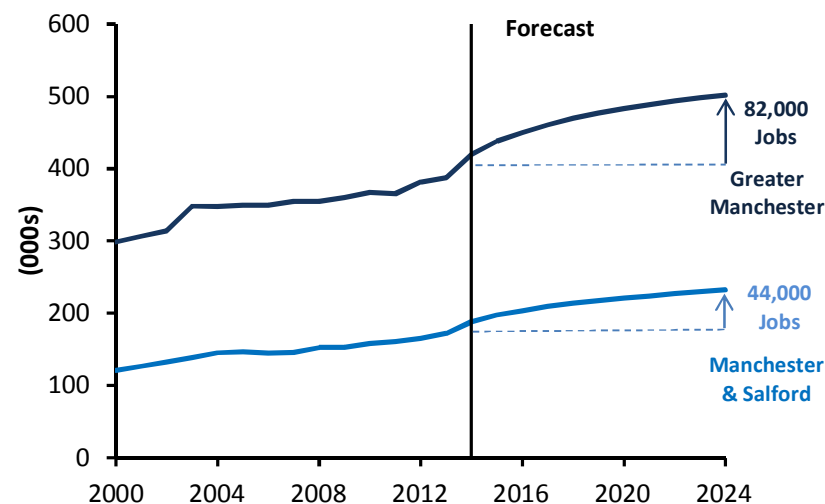


Figure 3.3: Key Business Services: ICT, Professional Services, Administration, Accommodation & Food and Arts Employment, Source: Oxford Economics

3.30 The top 10 employment growth sectors (in absolute terms) in Greater Manchester to 2024 are expected to be:

- Professional, scientific and technical activities.

¹⁵ Source: New Economy, Manchester Key Facts, July 2014

¹⁶ Source: Oxford Economics, Greater Manchester Forecasting Model, November 2014

- Administrative and support services.
 - Wholesale and retail trade.
 - Construction.
 - Accommodation and food service activities.
 - Transportation and storage.
 - Information and communication.
 - Real estate activities.
 - Arts, entertainment and recreation.
 - Other service activities.
- 3.31 Alongside the first two sectors listed above, Arts, Entertainment and Recreation and Real Estate Activities are also expected to see a more than 20% increase in jobs on current figures¹⁷.
- 3.32 As noted in the most recent Integrated Greater Manchester Assessment Introductory Context: Growth and Reform Evidence Base¹⁸, this is a baseline situation where trends continue without intervention; there is potential for further significant progress in job creation, for example, if the HS2 Piccadilly development can be accelerated.
- 3.33 Whilst population forecasts vary, the latest GMFM projects a population increase in Manchester of 39,000 by 2024. This, together with well documented trends and changes in household formation, will fuel an increase in demand for accommodation. An additional 60,000 new homes to 2027 (more than 3,000 per annum) are expected to be required and need to be planned for (as established in the adopted Manchester Core Strategy Policy H1 Overall Housing Provision).

¹⁷ Source: *Integrated Greater Manchester Assessment: Economy Evidence Base, May 2014*

¹⁸ Source: *New Economy, May 2014*

- 3.34 It should also be noted that the latest AMR 2013 recalculates the annual completion target to take into account completions since the commencement of the plan in 2012, which results in a slightly higher average of 3,959 residential units per annum to 2027.
- 3.35 Manchester has clearly already demonstrated its ability to successfully accommodate and absorb a significant number of new residential units within a relatively short period of time to respond to economic growth. With few new starts in the last 5 years, occupancy rates are now very high in the City Centre. It is essential that the city maximises the new opportunities for growth and investment to avoid being left behind.
- 3.36 Recent market intelligence has indicated that the City Centre and its Fringe will continue to expand northwards and eastwards and:
- There will be a further dramatic increase in 20-39 year old workers, who supported much of the City's housing growth in the most recent growth cycle.
 - The 43,000 additional jobs forecast by 2024 will provide another surge in the growth of the City's economy.
 - The increase in higher paid business and professional services employment, which supported the growth of the young professional group in the City, will be sustained over the next ten years.
- 3.37 Market demand for new housing to meet the specific needs of a growing population and changing demographics, means that there is a requirement for a mixed portfolio of both owner occupier and rented housing.

Market Context and Analysis

UK Residential Market Overview

- 3.38 The economy's recent expansion has been stronger than expected providing an encouraging sign that recovery is underway. This upturn in economic activity, coupled with the Government's recent initiatives to

assist house builders and buyers, has had a positive impact upon the housing market, contributing towards a general rise in buyer demand. The most recent figures published by the Land Registry (November 2014) show an annual increase in the average house price in England and Wales of 7.7% to £177,377. Prices in London remain significantly higher than the regions with figures for the North West showing a lower than average annual increase of 4.5% with an average price of £112,642 (Figure 3.4). The Manchester average annual increase is slightly higher at 5.1%¹⁹.

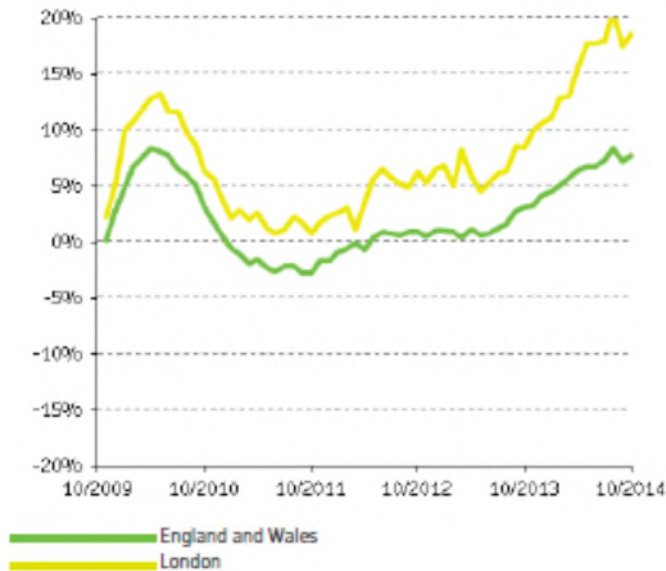


Figure 3.4: Average Annual Change in Residential Prices, Source: Land Registry 2014

¹⁹ Source: Land Registry, House Price Index, November 2014



Figure 3.5: Recorded Monthly Sales England and Wales, Source: Land Registry 2014

3.39 The number of property transactions has also increased over the last year: from May 2013 to August 2013 there was an average of 71,463 sales per month. In the same months during 2014, the figure was 80,596²⁰ (Figure 3.5).

Manchester City Centre and Fringe Residential Market

Supply

3.40 Whilst residential development is at its highest level in five years, with 1,426 units under construction, this total is still lower than 2002-2012 annual average and significantly lower than the 2006 peak, when over 4,000 units were delivered. This would suggest that there is further scope in the development pipeline for an increase in residential development activity moving towards housing supply targets in support of the City's economic growth trajectory.

²⁰ *Ibid.*

Manchester: residential development pipeline

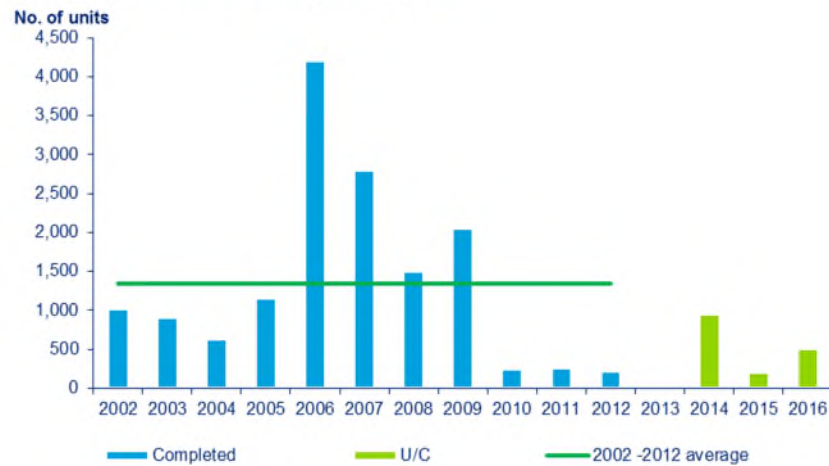


Figure 3.6: Manchester Residential Development Pipeline, Source, Deloitte Manchester Crane Survey 2014

- 3.41 Development activity in Manchester City Centre and Fringe, and Salford Fringe, has been predominantly supported by the Government's Get Britain Building (GBB) and Build to Rent (BTR) funds, with privately funded, speculative development only recently starting to show signs of recovery. Stalled sites within the City Fringe have particularly benefitted from Government funding.
- 3.42 The City Fringe market area has seen remarkable change over recent years as a result of both market-led growth and regeneration initiatives. The rapid expansion in apartments has led to an increase in the number of people living and working within its boundaries and this growth has resulted a continuous and on-going expansion of the 'City Centre' market into the Fringe, for example at Green Quarter, Ancoats and New Islington, Sharp Street and Central Salford.
- 3.43 Research undertaken by Deloitte Real Estate in support of the 2014 Manchester Crane Survey provides the following insight into the Manchester and Salford supply and development pipeline (excluding student residential schemes) and funding mechanisms:

Residential Completions 2014 – three schemes:

- Nuovo, Northern Fringe – 166 apartments – GBB.
- Islington Wharf Mews, Northern Fringe – 29 apartments, 17 houses – GBB.
- Vimto Gardens, Salford Fringe – 83 apartments, 14 townhouses – GBB.

Residential Starts 2014 – four schemes:

- Extension of 88-92 Princess Street, City Centre – 35 apartments.
- Potato Wharf Phase 2, Castlefield – 102 apartments.
- ONE Greengate, Salford Fringe – 497 apartments – BTR.
- Town Hall Berkeley Square, Salford Fringe – 125 apartments.

Residential Continuing Construction 2014 – five schemes:

- One Smithfield Square, Northern Quarter – 77 apartments – GBB.
- The Point Phase 4, Northern Fringe – 38 apartments – GBB.
- Royal Mills, Northern Fringe – 48 apartments – GBB.
- Alto, Salford Fringe – 327 apartments.
- Lowry Wharf, Salford Fringe – 80 apartments.

- 3.44 Collectively these ten schemes will deliver 1,426 dwellings by Q1 2016, with two thirds due to be completed by early 2015.
- 3.45 The above analysis demonstrates that the City Centre and Fringe market is predominantly characterised by apartments. Following the high of 2006 and subsequent economic downturn in 2007 / 8 the market was starved of new City Centre apartment developments. However, in 2011 new schemes started to be developed including Eastbank (Ancoats, Northern Fringe) which comprises 30 two and three bedroom townhouses and 45 one and two bedroom apartments. The first of the townhouses were released in May 2011 and all were reserved within a couple of weeks. All bar five of the apartments were sold after the initial launch.

- 3.46 On the back of this success, a number of mothballed schemes re-commenced with the assistance of the Homes and Community Agency (HCA) and New East Manchester and have completed or will imminently, including Nuovo, Royal Mills, Islington Wharf Mews and The Point within the Ancoats and New Islington area of the City Fringe. Take-up for each of these schemes has been very strong.
- 3.47 In the wider City Centre market there are two live development: Potato Wharf Phase 2 (Lend Lease), which is expected to complete in Spring 2015; and, CS Developments (Manchester) Ltd new build scheme at Cambridge Street (282 apartments), which has commenced with enabling works.
- 3.48 In Salford, Muse Developments has completed construction on Vimto Gardens in Chapel Street; an area that is undergoing significant regeneration. The scheme launched with success in July 2014.

Pipeline Supply

- 3.49 Despite the relative lack of newly started projects during 2014, the planned development pipeline is an encouraging indicator of projected future growth. Planning application activity gives an indication of potential future construction activity. Not since the peak of 2006/7 has the volume of applications for residential units been so high. In the first nine months of 2014, Planning Permission was sought for over 3,000 units in the Manchester City Centre and Fringe and Salford Fringe areas.
- 3.50 Research suggests that there are currently 18 projects throughout the City Centre and Fringe with extant Planning Permissions or live residential applications, which could come forward over the next few years.
- 3.51 Table 3.1 highlights a selection of the key schemes, which could deliver up to 6,802 units:

Table 3.1: Extant Planning Permissions and Live Planning Applications (as at December 2014)

Scheme	Units	Scheme	Units
Manchester		Salford	
Chester Road / Bentinck Street	162	Wilburn Street	491
Orange Grove	35		
Albion Street	172	Greengate	497
1 Water Street	301	Middlewood Locks	2,000
Brunswick Neighbourhood	444	Silivan Way	327
Dantzie Street North	344	Land at Derwent Street	64
Hulme Hall Street	44	Derwent Street / South Hall	308
Ellesmere Street	71	Salford Central	849
Tariff Street	91		
Millers Wharf	144		
Angel Gardens (NOMA)	458		
Total	2266		4,536

3.52 Further schemes in the residential pipeline include:

- **Manchester Life:** the phase one programme will see more than 830 homes delivered in Ancoats and New Islington, with the first two residential applications scheduled for submission during Spring 2015.

3.53 The scale of projects in the planning pipeline is significant. They are focused on medium to high density schemes. Many are billed as being for the Private Rented Sector (PRS), which is seen as a key focus for delivery of a significant proportion of the stated 55,000 new homes that the city requires. The rental sector has already seen a boost in investment from the HCA's BTR initiative, for which Manchester was allocated funding for 2,329 of the 9,955 dwellings nationwide in the second round of funding – the highest of any city outside of London. The BTR market is expected to remain resilient.

3.54 PRS is set to become increasingly important, reflecting the trend towards this type of tenure both in Manchester and nationally. It is a form of development that, if done well, can assist in both dealing with the supply issue as well as raising the bar in terms of the problems around management, maintenance and lack of flexibility.

3.55 It is clear that there is significant development interest and activity in the residential development sector, with a significant number of new schemes at the pre-planning stage, and due to be submitted as applications for Planning Permission in the short term.

3.56 Given the extensive land assets available, the existence of a number of development-ready sites in close proximity to the City Centre and key transport nodes, and the potential of positively affecting North and East Manchester Communities through the development of these areas, the northern City Fringe is set to play a significant part in satisfying the identified pent up demand for new dwellings, which is required in order to support population and economic growth.

Residential Typologies and Target Markets

3.57 Traditional apartment schemes with some lower density town housing continue to be the key focus for the City Centre and Fringe. The residential schemes outlined above reflect a range of typologies coming forward in the Manchester market, and as identified above, there has been a significant shift in Manchester towards the private-rented tenure. Recent Planning Permissions incorporate the following typologies:

- Fully serviced apartment products.
- Apartment schemes targeted at the private rental market, with communal and concierge facilities.
- Apartment schemes, targeted at first time buyers, which actively promote initiatives such as Help-to-Buy and mortgage assistance.
- Premium apartment schemes, targeted at the owner-occupier market.
- A limited number of townhouse properties for sale.

3.58 Residential development in the City Centre and Fringe will continue to be aimed at the significant and growing young professional group in the 20-39 age group, who are keen to be located in close proximity to employment and lifestyle opportunities on offer in the City Centre.

Local Employment Market

3.59 Our analysis of the local employment market in the vicinity of the Study Area has identified a number of existing businesses. Our findings are in line with the commentary on the area provided within the Strangeways Local Plan which highlights the dominance of textile businesses, wholesalers and distributors amongst other small businesses.

3.60 Broadly, the uses in the area include:

- Clothes/Fashion retailers
- Textile businesses
- Distributors
- Wholesalers

- Electronic Shops
 - Restaurants
 - Small manufacturers
 - Jewellers
- 3.61 It is clear that within the area there is a large number of clothing and textile related trades ranging from small scale retailers to wholesale distributors. This include businesses such as Celebration Village, a specialist wedding store, and Figure Clothing, a fashion design company selling high quality, on-trend styles as well as developing styles of their own. Additionally, Mode International is located in the study area – a leading wholesaler supplier to retailers since 1965.
- 3.62 Strangeways has historically been a centre for entrepreneurship and for businesses starting in the city. The adaptability of Strangeways can be attributed to its historical development as a location for immigrant communities since the 19th Century. The succession of immigrant families arriving at Victoria Station, settling into the Cheetham area and gradually moving northwards up Cheetham Hill Road as communities have grown more prosperous, has bred an aspirational agenda in the area.
- 3.63 The sense of opportunity and ambition is still tangible and provides a strong antidote to the challenges of Strangeways today.
- 3.64 This is informed by a brief reflection on recent history - at the end of the 19th Century the area became increasingly commercial, with the development of workshops, breweries and factories replacing the residential areas as communities moved outwards to Cheetham and Broughton.
- 3.65 Throughout the 20th Century, the area consolidated its role as an employment area with the manufacture and distribution of textiles being the key industry. As manufacturing declined, the area has continued to focus on textiles with more emphasis on distribution and warehousing, supplying not only the city centre, but also retailers across the United Kingdom and Ireland.
- 3.66 The entrepreneurial spirit and up scaling of businesses historically present within Strangeways, in particular within the textiles and clothing industry, is still evident in the wider industry today. Manchester based online clothing retailer 'Boohoo' started as a small family business based from a market stall and over a number of decades transformed into one of the most valuable clothing retailers when it floated on the Stock Exchange raising £240million - it employs approximately 500 people. The majority of this growth has occurred since 2006 with the advent of online retailing and more effective distribution networks.
- 3.67 More recently a report by the Alliance Project was published in February 2015 on the potential for repatriating textiles business to the UK²¹. This highlighted the resurgence in the textiles industry within the UK. According to the report, the UK textile industry is worth £9 billion to the economy and is experiencing year-on-year export and domestic growth. Government figures show that in 2013 alone 5,000 new jobs were created in textile manufacturing in the UK.
- 3.68 The report highlights that there are already established markets for UK textiles manufacturing, finding that there are £9bn textiles currently annually manufactured here with the industry supporting 90,000 to 100,000 employees in firms within key areas of the UK.
- 3.69 Furthermore, there is a thriving and world class textile manufacturing base in the UK that is investing and growing, with new markets coming on-line all the time.
- 3.70 Much of the supply chain for the textiles industry is predominately micro-size companies who are responsible for much of the post-recession growth in the UK. There are also increasingly favourable conditions for companies in the UK with the traditional benefits for companies locating 'off-shore' decreasing.

²¹ http://neweconomymanchester.com/stories/1933-the_alliance_project

- 3.71 The Alliance report considers that a further 15,000 jobs in UK textile manufacturing could be created by 2020, making a total of 20,000 since 2013.
- 3.72 Additionally, there is an established skillset within the Manchester area to support further textile industries growth. For example, Manchester Metropolitan University offers specialist courses in textiles including the 'Textiles in Practice (BA)' degree which teaches a number of core pathways offering the opportunity to either specialise or combine the disciplines of print, weave, knit and embroidery. Recent graduates have secured employments at a number of established fashion houses including Paul Smith and ASOS as well as practicing as independent designers.
- 3.73 It is clear that there is potential within the textile and clothing industry to accommodate highly profitable companies that can create employment opportunities. The key traits to success, as demonstrated by BooHoo, are technical ability, creative flair, a wide reaching distribution network and a strong grasp of the benefits of e-commerce. The existing Strangeways area is uniquely positioned as it already includes a wide number of businesses involved in distribution and clothes retailing. Additionally, due to its connectivity with the city centre, businesses in Strangeways can source staff with creative and technological skills from Manchester City Centre.
- 3.74 The employment provision within the Former Boddingtons' Brewery SRF should complement the existing businesses in the area through providing aspirational accommodation to help facilitate the transition for small scale businesses and start-ups. These businesses will require affordable accommodation with good links to the existing distribution and textile knowledge in Strangeways.
- 3.75 Equally, the provision of new commercial floorspace should attract new occupants to the Study Area. These might be creative industries looking for cost-effective space or more traditional office occupiers. It is important that a wider provision of office typologies is provided.

Office Market Commentary

- 3.76 The Study Area does not fall within the established office core of Manchester City Centre, nor is it considered to be a strategic employment location. As such, the employment offer on the site is not considered to be capable of supporting the type of new Grade A office floorspace that is being developed in locations such as Spinningfields, St Peter's Square and the established Central Business District, which are targeted at high value and professional services firms (as identified in the Manchester Core Strategy).
- 3.77 Similarly, the Manchester Core Strategy identifies that there are other strategic employment locations (including within the City Centre Fringe) where the growth of other key economic sectors, such as life sciences, biotechnology and creative and digital, will be targeted as a result of their existing strengths, opportunities and locational advantages, for example:
- The Corridor (Oxford Road Corridor, Great Jackson Street and First Street) – characterised by the redevelopment of major institutions, including the Universities and Hospitals.
 - Piccadilly – opportunities for stimulating further economic growth and regeneration arising from the proposed HS2 development and Europe-wide transport connections this would deliver.
 - Birley Fields / Manchester Science Park – to complement and provide business development to large employers on The Corridor.
- 3.78 Notwithstanding the above, the Study Area has been identified within adopted planning policy as an employment location for a number of years and to date it has failed to gain any traction with potential occupiers.
- 3.79 The Study Area could, however, attract the type of office occupier that would require easy access to the range of public transport modes in close proximity, including access to Rail and Metrolink services at Victoria Station, as well as being adjacent to the Inner Ring Road. Occupiers within this category could potentially include those in the insurance, financial services, healthcare, overseas banking and energy

sectors. Companies operating in these sectors typically require higher occupational densities on larger floorplates.

3.80 The Peninsula building, delivered as part of the residential-led Green Quarter development on Cheetham Hill Road, is a good example of successful delivery of this type of offer within the northern City Fringe. It is a 149,000 sq.ft, ground plus 12 storey office building, with circa 12,000 sq.ft. floorplates. The building was initially constructed following a substantial pre-let of seven floors to an employment law firm.

3.81 This type of offer is, however, being proposed elsewhere across the Regional Centre, notably at NOMA and New Victoria, which also fall to the northern edge of the City Centre:

NOMA – the Co-operative Group's 20 acre estate offers a significant opportunity to deliver a mixed-use development anchored by the Co-operative Group's new Headquarter building (1 Angel Square). A planning application for two new Grade A office buildings on a cleared development plot to the north of Miller Street (and adjacent 1 Angel Square) is now being progressed with a likely submission date of Summer 2015. 2 Angel Square is expected to provide 150,000 sq.ft. of office floorspace. 3 Angel Square is expected to provide approximately 250,000 sq.ft. (GIA) of office floorspace, with circa 22,000 sq.ft. floorplates. The office mix will be targeted at major occupiers.

3.82 **New Victoria** – a proposed mixed use scheme located adjacent to Victoria Rail Station, being developed by Muse Developments in partnership with Network Rail. The concept proposals demonstrate the potential to accommodate 500,000 sq. ft. net of commercial office space, with floorplates in excess of 20,000 sq. ft. The site could also accommodate new residential development and associated car parking.

3.83 Rather than replicating this offer, the SRF seeks to differentiate the site by putting forward a strategy that is about creating a mixed use development that will deliver a meaningful level of employment-generating floorspace, which is based on the strengths and opportunities of the Study Area and surrounding areas, as well as identified target growth sectors.

3.84 The narrative focuses on delivering a product that will respond to the existing strong textile business base, and the flow of highly qualified graduates within this sector, for example flexible workspace / incubator units and grown-on space. This type of space would also be suitable and attractive to other target growth sectors, for example smaller professional services firms, creative industries, architects requiring office or studio workspace.

3.85 Recent data indicates that there continues to be strong demand for units 5,000 sq.ft. or smaller. The Deloitte Manchester Crane Survey published in October 2014 identified that transactions of this size accounted for more than 25% of floorspace (Figure 3.7). The most recent figures published by the Manchester Office Agent Forum, for transactions during Q1 2015, highlights lettings of a total of 95,930 sq.ft. of floorspace comprising units under 5,000 sq.ft., representing 30% of the total space let.

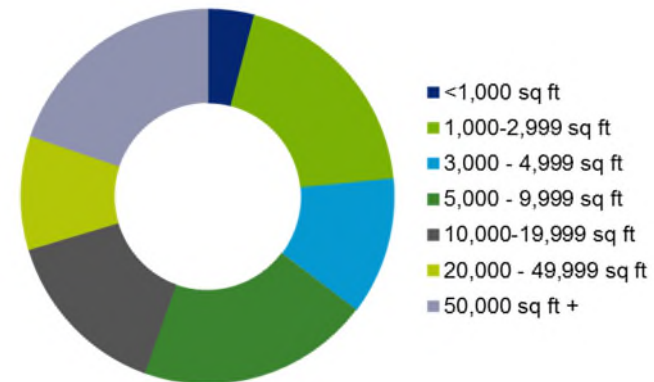


Figure 3.7: Manchester Office Market Take-Up by Size, Source: Deloitte Real Estate

3.86 An important factor in the ability to attract occupiers will be the quality of place-making and the nature of the environment created across the wider Study Area, which will need to be delivered in accordance with the principles identified in Section 6 of the SRF. For example, enhanced connectivity with the City Centre and around the site will be critical, as will

the creation of new public realm and green space. The mix of lower floor uses should incorporate retail and leisure elements, which will help to create activity and provide opportunities for collaboration. St Georges, to the west of the City Centre, provides an example of this type of environment. The opportunity to provide flexible leasing arrangements will also be a key element in ensuring the site is appealing to potential occupiers.

- 3.87 Taking into account the above analysis, the commercial strategy for the site is based upon attracting smaller and start-up businesses to establish themselves within the studio and workshop spaces within the residential blocks (with appropriate leasing policies to support this type of offer), thereby contributing towards the creation of vibrant mixed use location. Development and progression within this space would encourage businesses to follow a natural pathway towards taking larger premises within one of the commercial buildings, as the business develops and accommodation needs change.
- 3.88 It is therefore clear that the Study Area is capable of supporting the more easily phaseable and deliverable, smaller floorplate office blocks as indicated on the illustrative Masterplan, alongside the workspace units incorporated within the residential blocks.
- 3.89 However, it should be noted that the illustrative Masterplan is indicative and it does not preclude other forms of employment-generating development within the Study Area should demand arise.

Hotel, Retail and Leisure Market

- 3.90 It is evident from the above that the Study Area can make a significant contribution as an employment and residential site. In addition to supporting the existing textiles and clothing industry in the area, the hotel, retail and leisure sectors could play a significant part in the Study Area.
- 3.91 These sectors benefit when customers have additional discretionary income traditionally associated with more favourable economic periods. The latest Deloitte Consumer Tracker for the fourth quarter of 2014

highlights that an improving labour market and falling inflation is having a pronounced effect on consumer spending patterns with discretionary spending reaching a three year high.

- 3.92 The Tracker demonstrates that falling prices for essentials, including food, energy and petrol are freeing more disposable income for discretionary and big ticket purchases. It considers that in the first Quarter of 2015 consumers plan to spend more on discretionary categories than a year ago and a recovery in disposable incomes in 2015/16 seems like to shift consumers to more expansionary spending behaviours and to drive growth in more discretionary categories.

Hotels

- 3.93 A number of key trends in the wider Manchester economy highlight the potential in the hotel sector.
- 3.94 Manchester has a growing reputation for hosting world-class events within the city. The city has two Premier League football clubs which both attract large crowds and enjoy an international presence. Further, other sporting events have taken place in the city in 2014 at a national and international scale, the likes of which are set to continue / be repeated. These include:
- World Taekwondo Grand-Prix event – October 2014.
 - The Manchester City Games – May 2014.
 - Rugby League's Super League Magic Weekend – May 2014.
 - The BUPA Greater Manchester Run – May 2014.
- 3.95 Manchester also has a reputation for delivering high quality conferences that attract attendees from across the country and internationally. Manchester has regularly held the Labour Party Conference which returned most recently to the city in September 2014. Other conferences held in the city during 2014 included the inaugural EMEA Aerotropolis Conference in July, the Chartered Institute of Housing Conference in June and the Annual Hotel Conference in October.

- 3.96 New Economy's Manchester Monitor released in February 2015 highlights the continued success in the hotel sector with occupancy rates in December 2014 recorded at 75.6% compared to 72.0% the previous year. Weekend occupancy in the city centre reached 86.2%, a 0.9 percentage point increase on the December 2013 figure. At three separate points in December 2014 at least 98% occupancy across the city often when a combination of events took place in the city.
- 3.97 The full year data for 2014 confirmed the highest annual occupancy level to date with the city centre reaching an annual occupancy rate of 79% in 2014; a 2 percentage point increase on 2013. This clearly demonstrates the strength in the sector and highlights that there are already 780 new hotel rooms expected to become available in 2015.
- 3.98 It should also be noted that there is an existing Travelodge on site fronting Great Ducie Street highlighting the appropriateness of the location. It is considered that potential further hotel space could be accommodated in addition to this provision.

Retail

- 3.99 Manchester is the heart of the Greater Manchester economy and is the commercial hub of the North West. According to PMA's PROMIS Retail Report (February 2015) the primary retail area attracts customers from across the city as well as areas east of the city including Oldham, Rochdale and rural areas in the Pennines.
- 3.100 The city's retail provision is amongst the best in the country including a number of department stores, fashion and quality lifestyle stores, mainstream multiples and discounters as well as independent 'cutting' edge fashion and youth-orientated shops.
- 3.101 Vacancy rates across Manchester City Centre stood at 10.4%, below the Retail PROMIS average and a marked fall on the level recorded in January 2013. The level of take-up between January 2013 and October 2014 was 10.2% of units, above the PROMIS average.
- 3.102 There has been a noticeable contraction of retail from areas outside the primary shopping area including previously high-end streets The Avenue (Spinningfields) and King Street. These streets are now increasingly occupied with restaurant operators including a number of new entrants to the Manchester market including Fazenda and Iberica in the Avenue.
- 3.103 The overall impression of Manchester's retail scene is positive with a low rate of vacancy and increased level of take-up registered. Another pattern is the specialised nature of retail where location is becoming increasingly important for certain occupiers.
- 3.104 The Study Area can accommodate a relatively modest amount of retail with the most appropriate format being ground floor commercial units to supplement residential and commercial uses. The influx of residential accommodation as well as commercial occupants will provide a suitable market to encourage occupiers to locate in the area, principally to serve the 'locally generated' needs.

Leisure

- 3.105 Leisure encompasses a wide range of uses ranging from small-scale gyms and entertainment venues to sport stadiums and bespoke leisure destinations such as the Chill Factor(e) at Trafford Park.
- 3.106 There are two large scale leisure complexes within Manchester – the Printworks, which accommodates a Nuffield Health and Wellbeing Centre, an Odeon cinema and associated retail units and the Great Northern which includes an AMC Cinema, a Lifestyle Fitness gym and a number of restaurant and retail units.
- 3.107 Nationally there has been considerable growth in the leisure industry with a focus on healthy lifestyles leading to increased number of gyms being opened. PureGym, one of the UK's largest chains, was founded in 2009 with four sites and has growth to hold a portfolio of 90 gyms nationwide in 2015 with aspirations to have 250-300 UK gyms by 2020.

3.108 The Study Area could, as part of its commercial offering, include a gym. The site benefits from strong connections with main arterial routes – Cheetham Hill Road and Great Ducie Street – bordering the site. The potential influx of new residents living on site as well as office workers and residents from the Green Quarter, plus those from forthcoming residential development at NOMA may be attracted to the area.

Role of the site

3.109 In the context of the economic rationale provided in the above paragraphs it is clear that the site truly has the potential to be a mixed use development. The Study Area can provide both residential and commercial accommodation that is required to support Manchester's future growth. Its location on the edge of the City Centre ensures that it is ideally located to be an attractive proposition for a developer.

3.110 Manchester is a national engine of economic growth. The City's economic success has historically been driven by its growing role as the leading professional and business service centre outside of London.

3.111 In order to sustain growth within Manchester the city needs to ensure that adequate accommodation is available for businesses to grow into and for future workers to live in. Residential accommodation in particular has to be located in the most suitable areas that allow the best connections to the major employment sites in the city centre as well as access to the integrated transport system that connects Greater Manchester.

3.112 The site is located within Manchester City Centre's Northern Fringe which has been identified within the Draft Residential Growth Prospectus as a key area to focus housing growth. It is also located within close proximity to a number of key transport facilities that allow widespread connectivity throughout the region including the newly refurbished Manchester Victoria Station which provides mainline rail connections across the North, and also with the Metrolink system providing access to much of Greater Manchester.

3.113 Other comparable sites within the Northern Fringe are already the subject of residential growth or have policy in place that encourages residential development. Examples of this would include the adoption of the Ancoats and New Islington Strategic Regeneration Framework in October 2014 and the application for Planning Permission which was submitted in December 2014 for 458 residential units within 'Plot L' development in NOMA.

3.114 The Study Area has the same key benefits that other Northern Fringe sites enjoy: strong connections to the City Centre, good transport links and an availability of land.

3.115 Despite these strong drivers, it is not proposed that the site be completely allocated for residential development. The site also has the potential to contribute commercially. It is clear from existing policy that the wider Strangeways area has a historic connection to the textiles and clothing trade as well as wider entrepreneurialism.

3.116 It is considered that a commercial strategy should promote a wide range of uses within the Study Area with the use of ground floor retail units as part of residential or commercial blocks the preferred method. Other uses that may be appropriate for this edge of city centre site could include hotels, gyms or multi-storey car parks.

3.117 Additionally, aspirational office accommodation for small businesses looking for a space to build their business should be located on site. This will attract businesses in the City Centre that may be looking for more reasonably priced accommodation but also provide opportunity for local textile and clothing businesses in the Strangeways area. These businesses may want to develop in the local area and benefit from its existing locational, 'cluster' advantages.

Conclusion

3.118 The evidence provided in the preceding sections demonstrates the need for both commercial and residential uses on this important site.

- 3.119 Housing development across Manchester and that whilst there are a number of schemes in the pipeline the demand for housing is considerable. The site's location within the City Centre Northern Fringe is important as it represents the most suitable location within Manchester City Centre for residential development.
- 3.120 It is further considered that the site can accommodate more residential development than set out within the existing 2007 Former Boddingtons' Brewery Strategic Regeneration Framework. The national economy is emerging from a recession that has largely constrained house building in the City and in order to support future economic growth high quality and suitable located accommodation is required.
- 3.121 Sir Richard Leese commented at the Insider North West Residential Property Breakfast Seminar in August 2014 that Manchester was practically 'full' with monthly void rates in the city centre running at approximately 4% and that about 4,000 new properties needed to be built each year. This figure is above the requirement set out in the Manchester Core Strategy, which was adopted in 2012, highlighting the swift change in economic fortunes for the city.
- 3.122 Without adequate investment in residential accommodation future economic growth may be compromised due to a lack of suitable residential accommodation to house prospective staff. It is considered that the Study Area, which benefits from proximity to the city centre and is situated within the strategically important Northern Fringe, can be better utilised to help meet this need.
- 3.123 In addition, within Manchester it is clear that there are other more appropriately located and successful employment sites that can be relied on to deliver wholesale commercial floorspace. These are detailed in the sections above. The reduction in commercial floorspace for the Study Area, compared to what is set out in the existing Framework, will not compromise the wider economic success of the city nor constrain the availability of employment space in Manchester. Rather, it will deliver a truly sustainable, mixed use solution.
- 3.124 The site can still accommodate commercial uses however it is crucial that the strategy for the site takes in account its location and the market. It is considered that uses such as office space, hotels, gyms and retail units could be accommodated on the site.
- 3.125 Developments within the Study Area would command a reduced rental rate compared to the city centre and this would attract a number of operators looking for a foothold in the Manchester City Centre market but unable to afford prime rents. This will also encourage the spread of the city centre northwards complementing the existing NOMA and Victoria Station developments and achieving much needed investment to this part of the city.
- 3.126 The Study Area is uniquely placed to be a true mixed-use area dually contributing to meeting the city's residential shortfall and providing a specific commercial offering that will be attractive to those seeking to benefit from strong connections to the central business district.

4 Regeneration Context

- 4.1 The existing Former Boddingtons' Brewery Development Framework written in 2007 represented a different time in Manchester's development and since this a large number of regeneration sites have moved on. Many of these sites are critical to the overall economic growth and success of Manchester.
- 4.2 A key area of opportunity within Manchester City Centre is the Northern Fringe which is increasingly viewed as a focus for development and household growth. Manchester City Council has an overall vision to create 'neighbourhoods of choice' in the Northern Fringe and has partnered with several other groups to facilitate this.

Manchester Life

- 4.3 Manchester Life is a partnership between Manchester City Council and Abu Dhabi United Group, the privately owned investment company that also owns Manchester City Football Club. It has been formed to accelerate the transformation of the two emerging East Manchester neighbourhoods of Ancoats and New Islington.
- 4.4 Phase One of the programme provides for the delivery of more than 830 predominantly privately rented homes, which will strengthen Manchester's economic growth trajectory by providing much needed residential units.
- 4.5 The prioritisation of Ancoats and New Islington builds on the significant investment in these areas to date, including the completion of the Metrolink extension, the advent of new healthcare facilities, a free primary school due to open in New Islington in September 2015 and the remodelling of Central Retail Park on Great Ancoats Street.
- 4.6 These services together with the high quality, environmentally sustainable

homes that are planned as part of the scheme, will enable the area to quickly become an established and desirable neighbourhood for those living and working in Manchester.

- 4.7 Manchester Life Development Company, a joint venture between the two partners will be established to oversee the development. Following the completion and approval of Phase One development plans, construction work is expected to begin next year. All of the land which is required for Phase One of Manchester Life has been assembled, allowing immediate progress.
- 4.8 The multi phased Manchester Life initiative foresees investment of up to £1 billion over the next 10 years, with provision for further multiple investors. It will expand the residential market on the eastern fringe of the city, providing a platform for the delivery of more than 6,000 new homes.
- 4.9 The transformation of Ancoats and News Islington, which has already commenced and will be further accelerated by the Manchester Life initiative, has the capability to act as a catalyst for the wider regeneration of the areas to the north and east of Manchester City Centre; being located directly adjacent to Ancoats, the Study Area can be seen as a prime future growth location.

Manchester Place

- 4.10 Manchester Place is a partnership and strengthened alliance between Manchester City Council and the Homes & Communities Agency, which has been established to help provide a major stimulus to residential development in the City.
- 4.11 The Manchester Place partnership will create a pipeline of development-ready sites to help the City meet its ambitious new homes target as set out in the adopted Core Strategy and draft Residential Growth Prospectus.
- 4.12 It will work with investors – such as Manchester Life – developers and others who wish to support high quality housing across the City to ensure there are sufficient opportunities.

- 4.13 Key tasks for Manchester Place include working with landowners to prepare sites for development, assembling land where necessary, and using the land resources and market intelligence of the partners to produce a co-ordinated response to Government initiatives encouraging house-building.
- 4.14 Both the Ancoats & New Islington and Collyhurst regeneration areas are designated as two of the first Investment Action Areas and a priority for public and private sector investment that can work to unlock residential growth. The Study Area, also located in the City Northern Fringe, is a similar opportunity.
- 4.15 In addition to the aforementioned groups involved in development in the Northern Fringe there are a number of developer led schemes which have had a significant impact in the area.

NOMA

- 4.16 The NOMA Masterplan builds on investment already secured for the wider City Centre North area, including the £26 million redevelopment of Victoria Station, the new Chetham's School of Music, the National Football Museum and other initiatives over the longer term.
- 4.17 The investment of £130 million by the Co-operative Group in 1 Angel Square, its new Head Office, and the phased release of its estate - 20 acres of readily assembled land within a single ownership - presents the opportunity to transform a previously under-used district of the City Centre and to act as a catalyst to the delivery of around 4 million square feet of mixed use development.
- 4.18 In June 2014 the Cooperative Group announced a joint venture with Hermes Real Estate to progress the scheme, which will incorporate a mix of uses, including homes, offices, shops, leisure, cultural and tourist facilities, all linked by a series of public spaces. NOMA will offer a different, but complementary, proposition to the existing provision in the City and will be guided by the three core objectives as set out in The Co-operative Complex Regeneration Framework 2010 update document: place making

and job creation, supporting businesses and supporting local communities.

- 4.19 The first phase of the scheme is centred around 1 Angel Square, a BREEAM "Outstanding", 350,000 sq. ft., award-winning building that houses 4,000 staff. The Co-operative Group relocated to the building from its historic properties in the wider Listed Estate adjacent in February 2013.
- 4.20 Work on 1 Angel Square provided a £17m boost to the regional economy, with more than 50% of the workforce used in its construction based within Greater Manchester and providing more than 30 apprenticeships.
- 4.21 Alterations to the Inner Ring Road have also been completed, reducing Miller Street to two lanes and introducing a one-way system that significantly improves traffic flow and connects the site with the rest of the City Centre.
- 4.22 A European Regional Development Fund (ERDF) grant of nearly £7m has been secured towards the public realm across the site, with Phase 1 at Angel Square complete and Planning Permission secured for Phases 2 and 3. This will see the creation of a new public square and associated retail units adjacent to New Century Hall and House as well as streetscape improvements within the Listed Estate.
- 4.23 Planning Permission has been granted for the development of a new hotel, incorporating the Grade II Listed City Buildings on Corporation Street, and for the refurbishment of the Grade II Listed Hanover and E Block Buildings to provide high quality office space with complementary ground floor uses, on Corporation Street and Federation Street.
- 4.24 Around 100,000 sq. ft. of floorspace is let to small businesses and artists across the Listed Estate under flexible contracts, helping to create activity and interest in the area. Castlefield Gallery has taken space in Federation building, which provides workshop and exhibition space for new and emerging artists.
- 4.25 A wider estate management and events strategy is being implemented to create further activity and income across the estate. This includes works to

the existing advertising hoardings and car parking provision, as well as installing 3G football pitches and a programme for pop-up retail units, all due to be delivered as interim uses for the sites.

- 4.26 Concept design work for the redevelopment of Old Bank Building, Redfern, Holyoake, Federation and Dantzig Buildings, to accommodate a mix of uses, has commenced. New Century House has benefited from the first phase of a programmed refurbishment following vacation by the Co-operative Group staff.
- 4.27 A planning application for the development of 458 residential apartments (known as Angel Gardens) together with amenity uses and basement car parking, ground floor commercial floorspace including shops, restaurants and cafes, as well as public realm and landscaping works, on a strategic plot at the junction of Rochdale Road and Swan Street / Miller Street was submitted in December 2014.
- 4.28 The scheme will incorporate a series of eight storey perimeter blocks, together with a 34 storey tower located at the prominent junction of Miller Street and Rochdale Road. The proposals have been designed to provide a defined street edge to Miller Street, Rochdale Road and Angel Street
- 4.29 A planning application is also being progressed for the site located between 1 Angel Square and Angel Gardens, which will incorporate two new office buildings together with public realm and basement car parking, to be known as 2 and 3 Angel Square.
- 4.30 A fundamental aspect of these two schemes (and of the completed 1 Angel Square) is to maximise opportunities to enhance connectivity from the City Centre, through the NOMA estate, and beyond to the communities to the north, with the delivery of high quality new development that incorporate new public realm and active frontages.

Green Quarter

- 4.31 The Green Quarter is a residential-led mixed use district brought forward by developer Lend Lease situated on the edge of Manchester City Centre

fronting Cheetham Hill Road. In total there are 1,433 apartments within the development.

- 4.32 The principle for the development of the Green Quarter is set out within the consented Green Quarter Masterplan which was granted Permission in June 2004 and the subsequent revisions made as detailed phases came forward. The masterplan included provision for a 9,000sq. m, 200 bed hotel, 13,804sq.m of offices, retail and restaurant space, car parking, greenspace and residential accommodation.
- 4.33 The proposed hotel and office accommodation have been delivered with the hotel now operated by Park Inn and the office building, Peninsula, completed and operational. Peninsula currently has occupants for ten out of its twelve floors housing companies including Laterooms and Peninsula Building Management.
- 4.34 There have been six residential phases developed since August 2002:
- Block 1 was granted Permission in November 2002
 - Blocks 2 and 3 were granted Permission in February 2004
 - Further applications for Blocks 2 and 3 were approved in May 2005 to incorporate 10 additional apartments
 - Block 4 was granted Permission in February 2005
 - Block 6 was granted Permission in October 2006.
 - Block 5 was granted Permission in December 2006.
- 4.35 In June 2014 it was reported that the Green Quarter had fully sold out with sales benefitting from the introduction of the Government's Help to Buy Scheme. The popularity of the site demonstrates the demand for residential accommodation within the City Centre Northern Fringe and that sites in this part of the City can contribute to meeting the housing requirement for Manchester.

Transport Infrastructure Improvements

- 4.36 The Study Area benefits from strong public transport connections - this section provides an overview of the significant investment programmes that are currently underway in respect of all modes of public transport serving Manchester City Centre.
- 4.37 These programmes will not only result in additional capacity, extended coverage and improved service across all modes, but will play a fundamental role in supporting the continued, sustainable economic growth of the Manchester City Region.

High Speed Rail

- 4.38 In January 2013, the UK Government announced its commitment to Phase 2 of High Speed Rail 2 (HS2). The completion of HS2 in circa 2033 is expected to provide a massive economic boost to the cities of the North of England.
- 4.39 The scheme will provide essential additional capacity across the rail network, shorten journey times between Britain's major population centres, boost the economy and create thousands of jobs. The scheme also has the potential to provide a catalyst, which can attract further investment into Greater Manchester by creating a new gateway into the regional centre and boost investor confidence in the area.
- 4.40 HS2 will allow enhanced connections to London and Europe and deliver 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.
- 4.41 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.

- 4.42 The proposals for HS2 stations at Manchester Piccadilly and Manchester Airport provide major opportunities for stimulating economic growth and regeneration in the surrounding areas. These world-class transport nodes would connect Manchester businesses to the Europe-wide high speed network, providing multi-modal connectivity to the region and beyond.
- 4.43 At the same time, the Northern Hub rail schemes will bring additional capacity to the classic rail services at Piccadilly Station, by means of two new platforms, and improve services and connectivity to and from the city.
- 4.44 The Government also recently announced the potential for HS3, a high-speed rail link between Manchester and Leeds, which would cut journey times from 50 minutes to 30 minutes. The proposals could help to create a northern powerhouse, allowing cities across the north to compete collectively on a global scale.
- 4.45 The Government, working with Transport for the North, will now produce a comprehensive transport strategy for the region. The strategy will include options, costs and a delivery timetable for a HS3 east west rail connection. An interim report is scheduled for publication during March 2015.

Northern Hub

- 4.46 The Northern Hub is a programme of improvements for rail services, which are forecast to provide £4 billion of benefit to the wider Northern economy and in practical terms reduce journey times between Leeds and Manchester by 10 minutes and allow for six trains per hour between the two cities rather than four. It will also allow for faster trains to Sheffield, Newcastle and the East Midlands from Manchester.

Victoria Station regeneration

- 4.47 Victoria Rail Station, Manchester's second principal rail and Metrolink Station, is undergoing a £26 million refurbishment programme, as part of

the Northern Hub initiative led by Network Rail. Facilities at the northern edge of the City Centre will be enhanced, ensuring that the Regional Centre continues to provide high quality business and transport facilities that cater for projected economic growth.

- 4.48 The programme will enable the creation of a world class rail gateway, with a new roof, new Metrolink platforms, improved ticket and retail facilities and improvements to public realm. The wider Northern Hub initiative will see the installation of additional tracks, electrification of major routes and cuts to journey times, boosting the region's economy by £4.2 billion.
- 4.49 These works are planned to be completed during 2015.

Second City Crossing

- 4.50 The forthcoming Second City Crossing is designed to reduce congestion and improve capacity on the network within Manchester City Centre. Construction has begun on the Second City Crossing which is scheduled to open fully in 2017 and will substantially increase the capacity of the network (an extra 45 trams per hour running through St Peter's Square). This will include the laying of new track and the construction of a new stop at Exchange Square which could be open by winter 2015.
- 4.51 The plans also include the upgrading of Deansgate-Castlefield Metrolink Station and the relocation of St Peters Square. These changes will create a more attractive environment for passengers but also allow for a more efficient operation through these key interchanges. Deansgate Castlefield is envisaged as a major hub within the network and is a subject to a design scheme by SimpsonHaugh and Partners to include a mini park and other green landscaping. The new station will interact better with its surroundings and allow for ease of movement into the city. Construction on this station has begun and is due to be completed in the coming year.
- 4.52 The St Peter's Square stop is being relocated towards the Art Museum near Manchester Town Hall as part of the wider improvements for public realm in St Peters Square. The new design includes an 'island' style platform that will allow for four trams to pass through at any time. This new

station is due to open in 2017 in conjunction with the Second City Crossing.

Cross City Bus

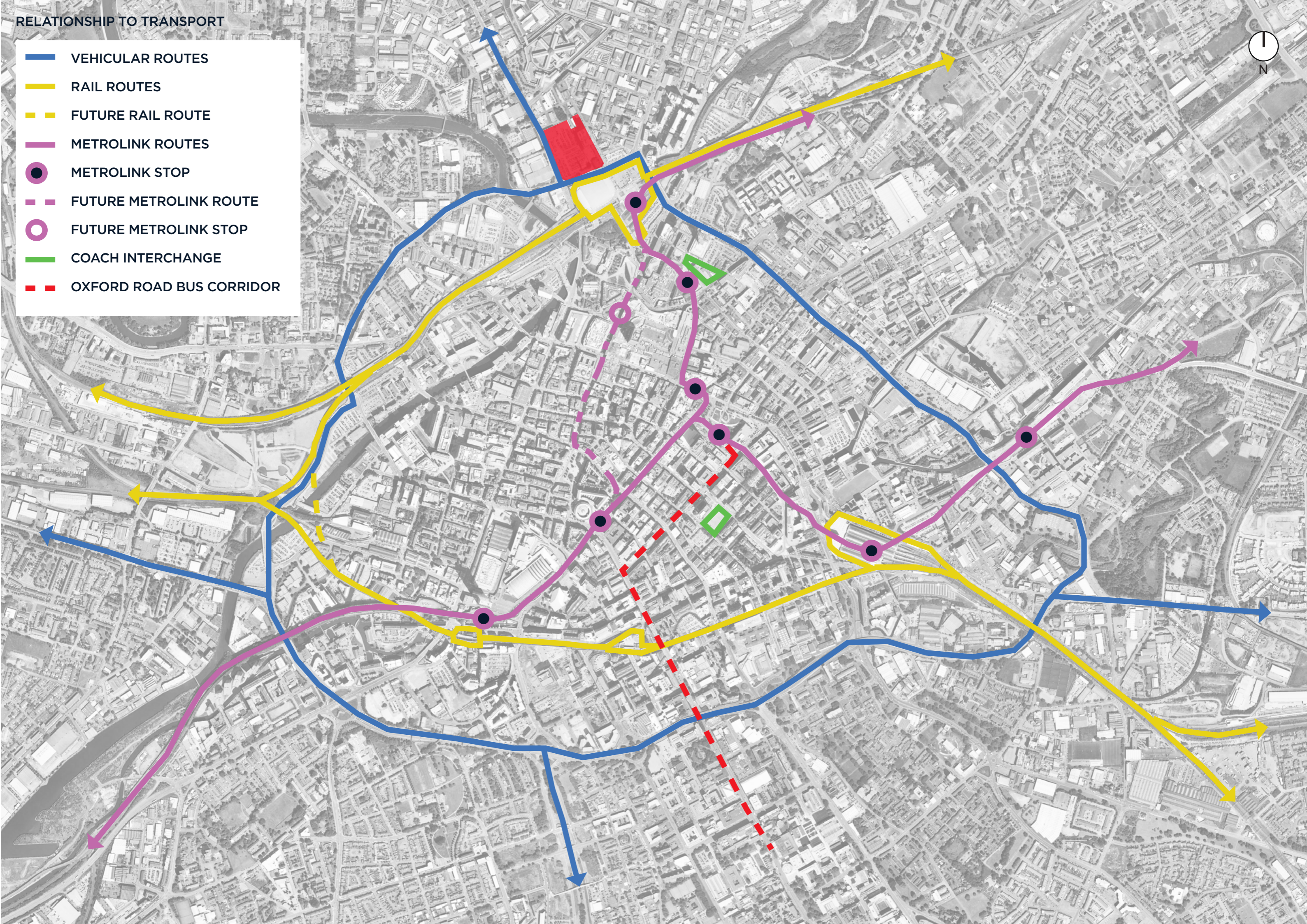
- 4.53 The £54.5 million Cross City Bus is to be delivered by Transport for Greater Manchester (TfGM). The objective is to significantly improve bus travel into, and across, Manchester City Centre.
- 4.54 This scheme comprises of two formerly separate proposals for the Cross City Bus and the Leigh-Salford-Manchester Busway. Funding has been secured for both projects which TfGM is now delivering as one package branded Cross City Bus.
- 4.55 The package will:
- Allow faster, more reliable and more punctual bus services on an improved network.
 - Improve routes to key destinations such as employment, education, health, leisure and retail centres.
 - Make travel simpler by helping passengers to get to their destination in a single bus journey, removing the need to change services within Manchester City Centre.
 - Open up access to the wider public transport network through better bus links.
- 4.56 It aims to provide improved links to the City Centre for communities to the north, west and south of Greater Manchester, 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.
- 4.57 There will also be benefits for cyclists, pedestrians, residents, businesses, and motorists along the routes, including:

- More new and improved cycle lanes, with advance stop lines along all routes. On some routes, 'Dutch-style' cycle lanes will allow cyclists and buses to pass each other more safely.
- Improved road layouts and traffic signals, and some new localised parking and loading restrictions, to help cut down traffic congestion and delays.
- New and upgraded pedestrian (and in some cases cycle) crossings along each of the routes to improve safety.
- Enhancements to the local environment, including the removal of general traffic along part of Oxford Road, which will reduce harmful emissions and improve the local atmosphere.

4.58 Work commenced in late 2012 with the project due to become fully operational during 2015.

RELATIONSHIP TO TRANSPORT

- VEHICULAR ROUTES
- RAIL ROUTES
- FUTURE RAIL ROUTE
- METROLINK ROUTES
- METROLINK STOP
- FUTURE METROLINK ROUTE
- FUTURE METROLINK STOP
- COACH INTERCHANGE
- OXFORD ROAD BUS CORRIDOR



City Centre Regeneration

4.59 A number of key employment-led schemes are in development within proximity of the Study Area.

Greengate

Greengate is a 32 acre area of vacant and underused land and buildings, located within the historic core of Salford and close to Manchester Victoria Station. In 2007, Salford City Council adopted the Exchange Greengate Planning Guidance, which envisages a combination of high quality commercial and residential properties with leisure uses, dramatic public spaces and new waterside environments. In 2013 Planning Permission was granted for the Pinnacle development, comprising 467 apartments, and Salford City Council has invested £13.3million into new public realm at Greengate Square.

In March 2014, Salford City Council adopted an updated Greengate Regeneration Strategy outlining that Greengate will unlock around £400 million of investment over the next 15 years creating around 5,000 jobs and a minimum of 1,800 new residential units.



Corn Exchange

One of Manchester's most distinctive buildings, the Corn Exchange has not fulfilled its potential with various regeneration initiatives put forward to improve its performance failing to arrest its decline. Many of these schemes failed to deal with underlying issue: that the Corn Exchange had failed to be positioned correctly within the Manchester retail market.

In 2012 a Strategic Regeneration Framework was adopted outlining a new vision for the Corn Exchange to become a restaurant destination with a range of independent operators which was enacted by a subsequent planning application approved in 2013. The new Corn Exchange is due to open in Summer 2015 and will include fourteen unique restaurant outlets with a hotel planned for the upper levels.



Corridor Manchester

Manchester's universities and hospitals are centred on an area of the City Centre known as the Corridor. The Corridor Partnership between Manchester's Universities, Central Manchester Hospital Trust and the City Council was established in recognition of the importance of research and innovation, and the synergies which come from institutional collaboration, with the aim to deliver massive investment in new facilities. The Corridor is currently home to 55,000 workers, generating £2.8 billion GVA; 43% of this activity is within knowledge based sectors.

Over the next decade GVA is expected to grow to £4.7 billion, with an additional 20,000 jobs created. Whilst large-scale development opportunities are limited within this location, plans include the expansion and intensification of Manchester Science Park, which is supported by a Masterplan and Strategic Development Framework. Similarly, the former BBC Oxford Road site represents an opportunity for commercial-led mixed use development with prospects for business services related to these growth sectors.



Millennium Quarter

The Millennium Quarter was based on the original core of the City. The main principle was to create a distinctive flagship visitor attraction placed within a new green precinct creating a pleasant and largely traffic-free area around Manchester Cathedral.

The vision has largely been implemented with the flagship touristic attraction, Urbis, currently home to the National Football Museum which is one of Manchester's most popular tourist destinations attracting approximately 500,000 visitors per year. Additionally, the quarter is complemented by the Printworks which is a popular mixed-use leisure destination incorporating restaurants, bars and a cinema.

The Millennium Quarter will continue to grow with the conclusion of the refurbishment of the Corn Exchange in 2015 and the opening of the Exchange Square stop as part of the Second City Crossing which is earmarked for completion in late 2015, early 2016.



NOMA

The NOMA Masterplan builds on investment already secured for the wider City Centre North area, including the £26 million redevelopment of Victoria Station, the new Chetham's School of Music, the National Football Museum and other initiatives over the longer term.

The investment of £130 million by the Co-operative Group in its new head Office and the phased release of its estate - 20 acres of readily assembled land within a single ownership, presents the opportunity to transform a previously under-used district of the City Centre and to act as a catalyst to the delivery of around 4 million square feet of mixed use development.

In June 2014 the Cooperative Group announced a joint venture with Hermes Real Estate to progress the scheme and have been able to bring forward plans for a number of new developments including large scale office and residential schemes and public realm improvements across the estate.



Victoria Station

Victoria Rail Station, Manchester's second principal rail and Metrolink Station is undergoing a £26 million refurbishment programme, as part of the Northern Hub initiative led by Network Rail. Facilities at the northern edge of the City Centre will be enhanced, ensuring that the Regional Centre continues to provide high quality business and transport facilities that cater for projected economic growth.

The programme will enable the creation of a world class rail gateway, with a new roof, new Metrolink platforms, improved ticket and retail facilities and improvements to public realm. The wider Northern Hub initiative will see additional tracks, electrification of major routes and cuts to journey times, boosting the region's economy by £4.2 billion.

These works, which are planned to be completed by 2015, will complement planned developments in the wider area, including the Cooperative Group's NOMA development.

The New Victoria site is an area of 2.5 acres of surplus land immediately adjacent to the Station. Masterplan proposals for the site propose mixed use development including residential and office use, as well as new public realm and active uses.



- 4.60 In addition to schemes in the City Centre a number of employment-led sites are delivering on jobs within the wider Manchester metropolitan area. These include:

Manchester Science Park

- 4.61 Manchester Science Park (MSP), owned by Bruntwood, based within the Manchester Corridor, is one of Greater Manchester's principal assets and represents an important opportunity to grow and diversify its economic base. It is Manchester's 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"*.
- 4.62 MSP is now 90% occupied and the continued demand from occupiers seeking to locate there has triggered the development of Masterplan proposals and an expansion / intensification strategy that seeks to transform the site from a suburban business park to an iconic, urban science park.
- 4.63 It is already an important contributor in terms of GVA, employment and investment into identified key growth sectors for Greater Manchester and it has a number of attributes that provide it with the foundations to become a world-class science park.
- 4.64 In 2014 a new Masterplan for Manchester Science Park was adopted setting out proposals that will take MSP forward from this strong foundation to become world-class. Of critical importance is the need to increase the quantum of available space and in so doing create the quality of environment and amenities that re-positions the current MSP offer to meet the requirements of both existing customers and future national and international occupiers.
- 4.65 The creation of new employment opportunities is a key element of the MSP Masterplan proposals, which will provide a significant increase in floorspace at a major employment location.

- 4.66 The total employment on the site following completion of the MSP Masterplan proposals has been estimated at 5,500 Full Time Equivalent jobs. This is a potential increase of 3,750 Full Time Equivalent jobs over the 10 year implementation of the Masterplan.
- 4.67 There is a significant opportunity to share the benefits of new job creation with the surrounding neighbourhoods and thereby contribute towards the regeneration objectives of the Central Manchester Strategic Regeneration Framework update, to address the relatively high levels of unemployment and worklessness in Manchester.
- 4.68 A key element to the MSP masterplan is the 60,000ft² 'Heart of the Park' – a hub building and innovation centre offering top of the range facilities to start-up businesses looking to locate at MSP. This scheme, granted Planning Permission in August 2014, will represent the first new build development on the site in 15 years.

Airport City

- 4.69 Airport City is an £800million development on land near Manchester Airport led by a joint-venture including Argent, Manchester Airport Group, Beijing Construction Engineering Group, Carillion PLC and the Greater Manchester Pension Fund.
- 4.70 The Airport City development forms part of Manchester Airport's Masterplan to 2030 and will be the first of its kind in the UK. It will compete with successful airport cities across Europe including Amsterdam, Frankfurt and Barcelona. Manchester's new Airport City aims to attract inward investment and provide new employment opportunities – further enhancing the city's growing status as a major European business location.
- 4.71 The essential concept for Airport City is a high-quality business destination, an advanced manufacturing district and a location for hotels and other support services for Manchester Airport. At the centre of the district is a major transport hub served by Metrolink and rail and by numerous local and regional bus services. All the employment areas are

within easy walking distance of the hub and the airport terminals, while new connections will facilitate movement across the M56 spur.

- 4.72 Airport City is a high-value, high-intensity district with a strong identity and presence, easily accessible and highly visible it will form the core of the Enterprise Zone. It is designed to attract national enterprises that can take advantage of the location in the heart of the North West and of the UK and the international connectivity provided by the airport

Central Park

- 4.73 Central Park is a large scale business park delivered by developers ASK and Goodman in East Manchester accommodating 60 hectares of employment uses. A wide range of uses are encouraged within Central Park supporting the creation of a sustainable employment destination. The site is designated as an employment site within the Manchester Core Strategy.
- 4.74 The aspiration is to attract creative and media businesses to the area alongside more traditional manufacturing companies. Central Park offers the potential for a range of accommodation types from low to high density floor-plates across a variety of building sizes.
- 4.75 The principle for Central Park is set out within its masterplan that includes planning permission for 1.4 million sq. ft. of Grade 'A' office space attracting a range of global businesses including T-Mobile, BP, Nike, Esure and Fujitsu who have a significant presence on site accommodating 175,000 sq. ft of office space and employing 90 staff.
- 4.76 One Central Park is the site's 100,000 sq. ft centre for business enterprise, training and academic excellence. The building features a pioneering collaboration between Manchester and Salford Universities, Manchester Science Park and MANCAT and is recognised as a place where industry and academia meet to development cutting edge products.

- 4.77 Additionally, Greater Manchester Police are based at Central Park in a bespoke Command Headquarters Building that was completed in April 2011 and covers 242,000sq ft.

- 4.78 Another key element to Central Park is the Sharp Project which is Manchester's independent hub for the creative and digital industries and entrepreneurs. It has been developed by members of the city's creative sector with the support of Manchester City Council which owns the site.

- 4.79 The Sharp Project aims to nurture small businesses with an emphasis on the specialisms of animation, CGI and visual effects. When complete the Sharp Project will offer almost 200,000 sq. ft of accommodation, from a single shipping container to a 15,000 sq. ft sound stage. It will also host a 4,000 sq. ft music studio and a motion capture studio. Tenants already in place include web design companies, independent producers, post-production and CGI companies, IT networks and IP lawyers.

- 4.80 Central Park enjoys excellent transport connections including a dedicated Metrolink stop on the Rochdale to East Didsbury line which allows quick access to the City Centre including direct links to Victoria Station.

Eastlands

- 4.81 Eastlands lies within East Manchester and includes at its centre the Etihad Stadium as well as the Velodrome and the Beswick Community Hub. The site has been identified within the Manchester Core Strategy as an employment location.
- 4.82 The site is in excess of 80 hectares and will accommodate 40-45 hectares of new development and is considered to be an appropriate location for major sports and leisure visitor attractions with complementary commercial, retail and hotel development.
- 4.83 The vision is to broaden the activities in the area to ensure development opportunities secure the wider regeneration of the surrounding area and deliver maximum benefits for the community.

- 4.84 The area has been transformed in recent years following considerable investment from Manchester City Football Club and Manchester City Council which has led to the opening of their world-class Football Academy and Training Centre in 2014 as well as the expansion of the Etihad Stadium itself.
- 4.85 The Beswick Community Hub is developing with the Connell Sixth Form Centre opening in September 2014 and Planning Permission granted for a new sport health and science research facility – the Manchester Institute of Health and Performance. Additionally, the East Manchester Leisure Centre, which includes a new swimming pool and fitness suite, opened for use by the community in November 2014.
- 4.86 In conjunction with new development, transport links to the area have been vastly improved through the extension of the Metrolink system towards Ashton-under-Lyne which includes stops in Holt Town, Etihad Stadium and Velopark servicing the area. The Ashton-under-Lyne line allows ease of access to the City Centre as well as connecting Eastlands with Manchester Piccadilly.

Conclusion

- 4.87 It is clear that there are a wide range of well-located strategic employments in the Manchester metropolitan area in addition to the forthcoming and existing commercial offering in Manchester City Centre.
- 4.88 The increasing vitality of the City Centre and the presence of consistent economic growth mean that there is a strategic objective to increase the delivery of housing in fringe areas. This requirement is identified in planning policy within the adopted Manchester Core Strategy.
- 4.89 In order for the growth that Manchester is currently experiencing to continue it is crucial that an adequate supply of accommodation is provided in accessible areas.
- 4.90 In the context of the aforementioned examples demonstrating the number of appropriate employment sites across the City it can be considered that

the Study Area could make an adjusted contribution to the future development of Manchester.

- 4.91 The site's location within close proximity to the City Centre and a number of key commercial sites, including the Corn Exchange and NOMA amongst others, means that the Study Area could accommodate a material amount of residential accommodation, increasingly this from the 2007 dated concept.
- 4.92 This requirement for additional housing is in keeping with strategic objectives set by Manchester City Council through various Strategic Regeneration Frameworks and also through the Draft Residential Growth Prospectus.
- 4.93 Allowing additional residential units on the Study Area, in tandem with the inclusion of commercial elements, would be a positive use of the site that would allow it to fully contribute to the continuing success of Manchester.

5 Site Analysis

Site Analysis – A Strategic Site

- 5.1 The Study Area represents a key strategic site in Manchester which benefits from high accessibility to the City Centre and a position within the emerging City Centre Northern Fringe.
- 5.2 There are a number of factors that highlight the Study Area's potential to contribute towards the further economic growth of Manchester.

Ownership

- 5.3 The Study Area is under the control of Deansgate Securities LLP who are engaged in identifying a future for the site that will allow it to fully contribute to the Manchester economy.

Northern Fringe Priority for the City

- 5.4 The importance of the site's location within the Northern Fringe of the city centre should not be underestimated. A number of key documents and regeneration projects have been earmarked within this strategically important area - these include applications at NOMA and the adopted Ancoats and New Islington Neighbourhood Development Framework.
- 5.5 The Study Area clearly demonstrates the same potential as the aforementioned developments / sites. The Northern Fringe is seen as a location for delivering Neighbourhoods of Choice within Manchester City Centre and the Study Area can contribute to this through delivering a mixed-use site that could act as a catalyst for wider regeneration.

Scale

- 5.6 The Study Area is approximately 0.38 hectares and can accommodate a large quantum of floorspace through re-development. It is considered that the floorspace could be accommodated within a number of buildings, including well-located taller elements.
- 5.7 Development sites of this scale that also include a wide range of favourable development conditions, including proximity to both the city centre and green spaces, are in short supply within Manchester – further highlighting the unique opportunity that this presents.
- 5.8 The opportunity provided by the Study Area is particularly enticing due to the impact that a fully delivered, mixed use scheme could have on this part of Manchester, potentially galvanising further development in an area which has previously been relatively devoid of investment.

Availability

- 5.9 The Study Area is within sole ownership and, although currently occupied by a surface car park, could be brought forward for development in the near future given appropriate planning and economic conditions.

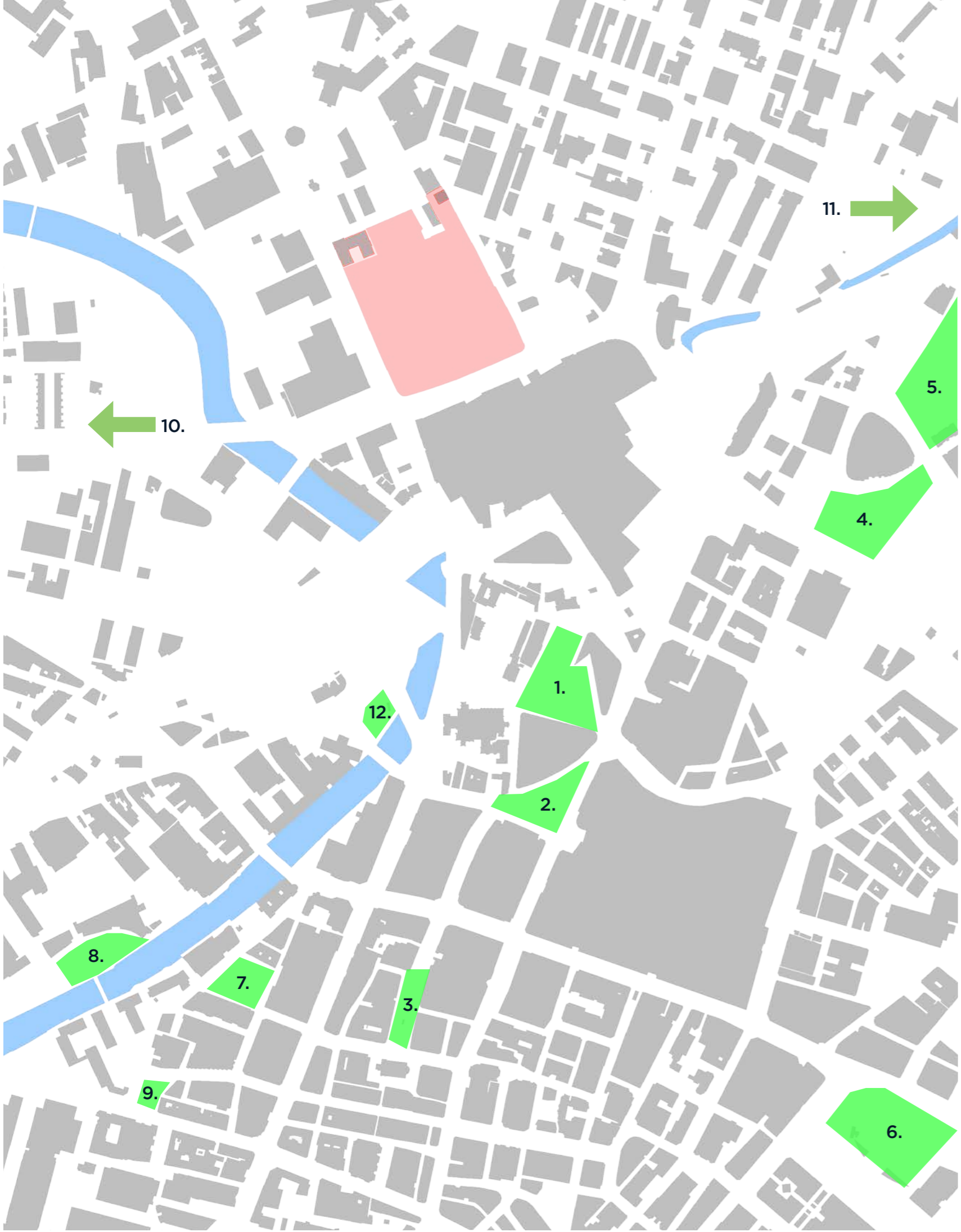
Accessibility

- 5.10 The Study Area benefits from excellent links to public transport and is within walking distance of Victoria Station which includes mainline rail connections across the North of England and Metrolink services that connect with a wide range of locations in Greater Manchester
- 5.11 Shudehill Interchange is also within 500m of the site allowing bus connections across Manchester and the wider Greater Manchester region.
- 5.12 The Study Area is also well connected to the Inner Ring Road via Trinity Way (A6042) to the south-west of the site. This orbital route represents the main roadway circumnavigating Manchester City Centre and allows easy connection with the western and southern parts of the City Centre as well

PUBLIC REALM & AMENITY SPACE



- 1. CATHEDRAL GARDENS
- 2. EXCHANGE SQUARE
- 3. ST ANNS SQUARE
- 4. ANGEL SQUARE
- 5. ST MICHAEL'S FLAGS AND ANGEL MEADOW
- 6. PICCADILLY GARDENS
- 7. PARSONAGE GARDENS
- 8. THE LOWRY
- 9. TRINITY SQUARE
- 10. PEEL PARK & GREEN GROSVENOR PARK
- 11. LOWER IRK VALLEY
- 12. GREENGATE SQUARE



as the Corridor and the campuses of Manchester University and Manchester Metropolitan University, as well as allowing connections to Salford and MediaCity:UK.

Proximity to the City Centre

- 5.13 The Study Area is located in close proximity to Manchester City Centre with all its retail, employment, leisure, and entertainment opportunities.
- 5.14 This includes the Arndale Centre which is 0.37 miles from the site and represents the retail core for Manchester City Centre - including a wide range of department stores, food retailers, restaurants and independent and national chain retailers.
- 5.15 Other key retail areas within a similar distance include New Cathedral Street which houses a range of high end designer retailers, the Royal Exchange and St Ann's Square including retail units aimed at the 'independent' market and Piccadilly Gardens which houses Debenhams and Primark amongst others. It is clear that a wide range of retailers are accessible from the Study Area.
- 5.16 In addition to retailers, a variety of restaurants are found within the City Centre including national and international chains within the Arndale Centre and the Printworks for example. Additionally, the forthcoming Corn Exchange refurbishment will deliver a revitalised asset that will be occupied by smaller, yet distinctive restaurant businesses that will create a unique dining environment within close proximity to the Study Area.
- 5.17 The Printworks represents a significant city centre leisure and entertainment hub accommodating an Odeon Cinema and a Nuffield Health and Wellbeing Centre. The Royal Exchange Theatre is also within the vicinity of the Study Area as well as various other smaller scale entertainment and leisure opportunities.
- 5.18 The City Centre also represents the central employment hub for Manchester, as well as the wider Greater Manchester region. There are a wide range of employment opportunities across a variety of sectors.

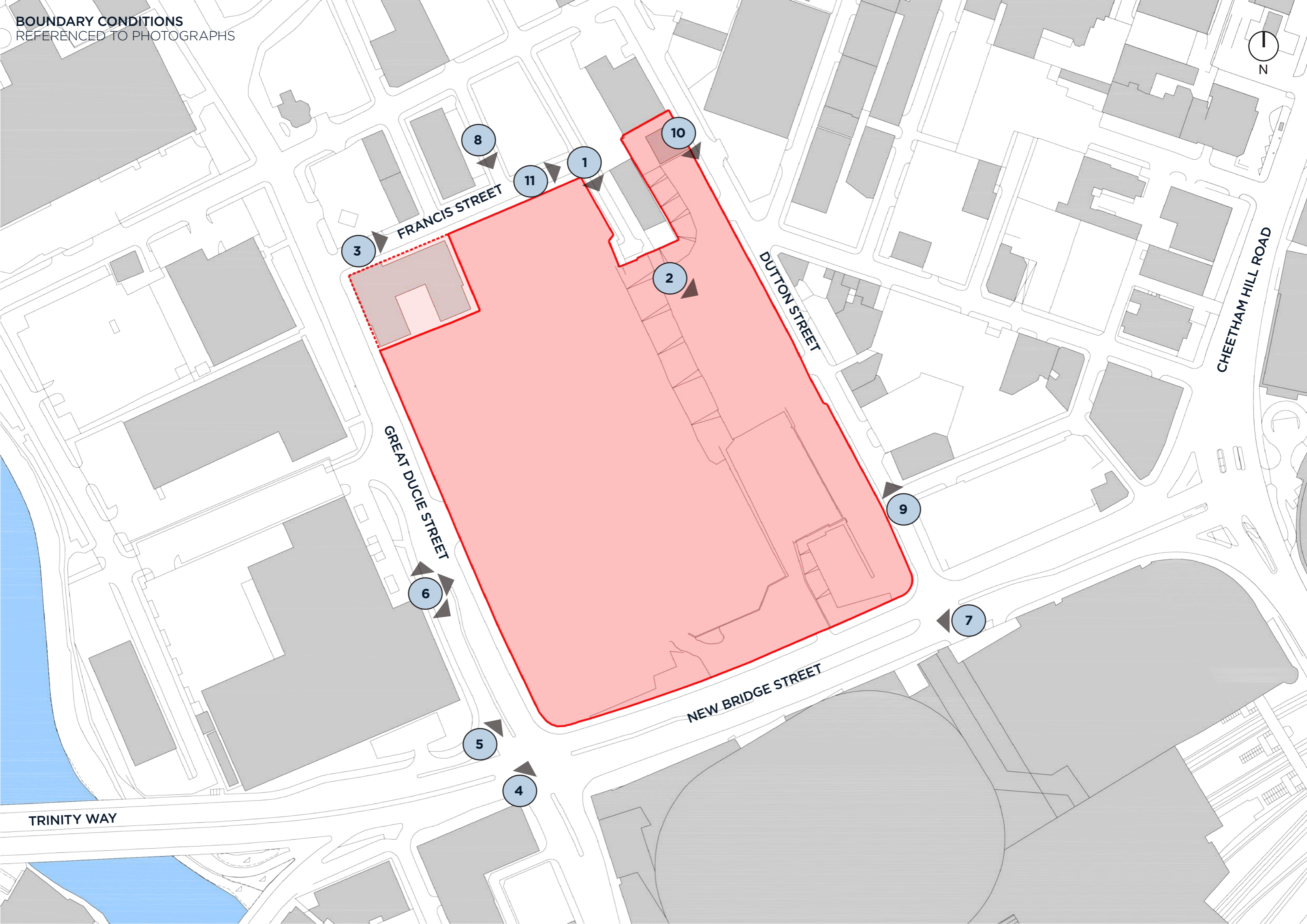
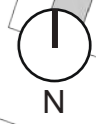
Green Space

- 5.19 The Study Area benefits from being located in close proximity to the River Irwell Corridor and the River Irk Valley. Both sites have been designated for improvements and have adopted planning guidance in place to facilitate this change.
- 5.20 A range of natural green spaces are easily accessible from the Study Area, including St. Michael's Flags and Angel Meadows, Heaton Park, Lower Medlock Valley and Philips Park.

Multiple Benefits on Site

- 5.21 There is potential to deliver a truly mixed use scheme on the Study Area site to bring a wide range of benefits to the local area and Manchester as a whole.
- 5.22 The Study Area is anticipated to include a fifty : fifty split between commercial and residential uses. The provision of commercial floorspace is important to promote an aspirational identity for the Study Area and the wider Strangeways locality as one which can accommodate new businesses and also support the growth ambitions of local companies.
- 5.23 The provision of residential units as part of the scheme will contribute towards meeting the required housing needs in the Manchester Core Strategy and support the future growth of the City.
- 5.24 The commercial elements within the Study Area will be predominately focused on office development and also promoting the use of ground floor units at the base of buildings either for retail space or for business incubator accommodation. The commercial offering will be tailored to ensuring that it supports existing businesses within the Strangeways area whilst providing space for new businesses looking to locate in the area.
- 5.25 It will also introduce a critical mass of people into the Strangeways area, which is otherwise predominately commercial in nature. This will help

BOUNDARY CONDITIONS
REFERENCED TO PHOTOGRAPHS



- 1: North boundary on Francis Street
- 2: East boundary on Dutton Street
- 3: West boundary on Francis Street
- 4: South boundary on Trinity Way
- 5: South boundary on Great Ducie Street
- 6: West boundary on Great Ducie Street
- 7: South boundary on New Bridge Street
- 8: North boundary on Francis Street
- 9: East boundary on Dutton Street
- 10: North boundary on Francis Street
- 11: North boundary on Francis Street

FRANCIS STREET

GREAT DUCIE STREET

DUTTON STREET

NEW BRIDGE STREET

TRINITY WAY

CHEETHAM HILL ROAD



View 1 – Charter Street



View 3 – Francis Street



View 2 – Dutton Street from upper car park



View 4 – Great Ducie Street New Bridge Street corner



View 5 – Great Ducie Street New Bridge Street corner



View 6 – Great Ducie Street



View 7 – New Bridge Street looking west



View 9 – Dutton Street looking north



View 10 – Dutton Street looking south



View 8 – Newcombe Street



View 11 – Francis Street

support commercial elements brought forward as part of the Study Area as well as existing and future businesses in the wider Strangeways area.

- 5.26 Additionally, this will encourage more active uses into the evening which will improve security in the area through increased surveillance and create a truly sustainable development solution.

Framework Study Area

- 5.27 The Study Area sits within the City Fringe neighbourhood of the Strangeways Local Plan (2009) and reflects the previous land covered by the brewery.
- 5.28 The Study Area is bounded by Dutton Street, New Bridge Street, Great Ducie Street and Francis Street. The site currently includes a Travelodge hotel which was granted Planning Permission in 2010.

Site History

- 5.29 The Strangeways area has a prominent place in Manchester's past includes traditionally housing an immigrant population on their arrival into the city.
- 5.30 Immigrant families arriving into Victoria Station would settle and do business in the Strangeways area and would gradually move northwards up Cheetham Hill Road as communities have grown more prosperous.
- 5.31 As with much of Manchester towards the end of the 19th Century, Strangeways became a more commercial district featuring the development of workshops and factories replacing residential areas.
- 5.32 Throughout the twentieth Century the area consolidated its role as an employment area with them manufacture and distribution of textiles becoming a key industry.
- 5.33 The Boddingtons' Brewery site has been part of Strangeway's history since 1778 where it was founded by grain merchants Thomas Caister and

Thomas Fray. The brewery was established on the eve of the Industrial Revolution when the growth in population in the local area, which was becoming increasingly commercial, facilitated a market for locally brewed beer.

- 5.34 Henry Boddington began to work at the brewery in 1832, was made partner in 1848 and soon after become sole owner of the company. This transformed Boddingtons and during the 1870s and 1880s a significant expansion strategy was put into action. By 1877 Boddingtons had become the biggest brewery in Manchester.
- 5.35 The Strangeways Brewery was once again expanded after the Second World War and (the then) state-of-the-art brewing equipment was installed. In the post-war period, Boddingtons fought off several attempts to take over the brewery. Members of the family continued to run the business until 1989. In October of that year, the brewing section of the business was purchased by the Whitbread Beer Company.
- 5.36 A considerable amount of investment was committed to the Strangeways site to increase production from 200,000 to 600,000 barrels in 1994 servicing a national distribution network of over 7,000 pubs.
- 5.37 Whitbreads brewery section was purchased by InterBrew UK (now InBev) in 2000 – this represented the start of a decline for the site and in 2005 it was closed.

Historic Map Regression



Figure 5.1: Historic Map 1813



Figure 5.2: Historic Map 1824



Figure 5.3: Historic Map from 1908



Figure 5.4: Historic Map from 1920

Site Conditions

- 5.38 The Study Area includes a number of physical conditions that provide opportunities and constraints for the area.

Topography

- 5.39 The Study Area has a challenging topography with an approximate 20m change in levels between the eastern and western boundary of the site. This is manifested as a 'cliff' towards the eastern boundary of the site.
- 5.40 Both of the sections created by the different levels are flat with no further material changes in topography.

Linkages and Connectivity

- 5.41 In its current format as a secured surface car park, the Study Area does not contribute well to the connectivity of the wider area. The aforementioned topography of the site provides an additional barrier to good connectivity.
- 5.42 Pedestrian connections through the site are restricted and whilst the site includes frontages along Great Ducie Street and New Bridge Street access towards the wider Strangeways employment area to the north and regeneration sites including NOMA and the Green Quarter to the east are capable of significant improvement.
- 5.43 Pedestrian connections to the city centre are currently made via pedestrian crossing points at the junction of Great Ducie Street and Trinity Way. This links to Victoria Street which eventually becomes Deansgate.
- 5.44 The primary vehicle movements into the Study Area are restricted due to its current operation as a car park. The positioning of the site with key frontages onto main arterial routes into the City Centre is an advantage with the site also possessing strong connectivity to the Inner Ring Road.

- 5.45 Internally the site does not have a defined layout due to its current use. The layout of the site is further complicated by the changes in topography on the site.

Edges and Active Frontages

- 5.46 The site benefits from frontages along two main arterial routes into Manchester; Great Ducie Street and New Bridge Street. However in their current format they are poorly articulated due to the presence of security fencing around the majority of the site. The other frontage for the Study Area is Dutton Street on the eastern boundary which is a side street with low footfall fronting onto low quality industrial units
- 5.47 The Study Area in its current format is essentially devoid of active frontages that positively interact with the streetscape or pedestrians. The only example of an active frontage is on Great Ducie Street where a Travelodge Hotel located. This technically falls outside of the Study Area boundary.

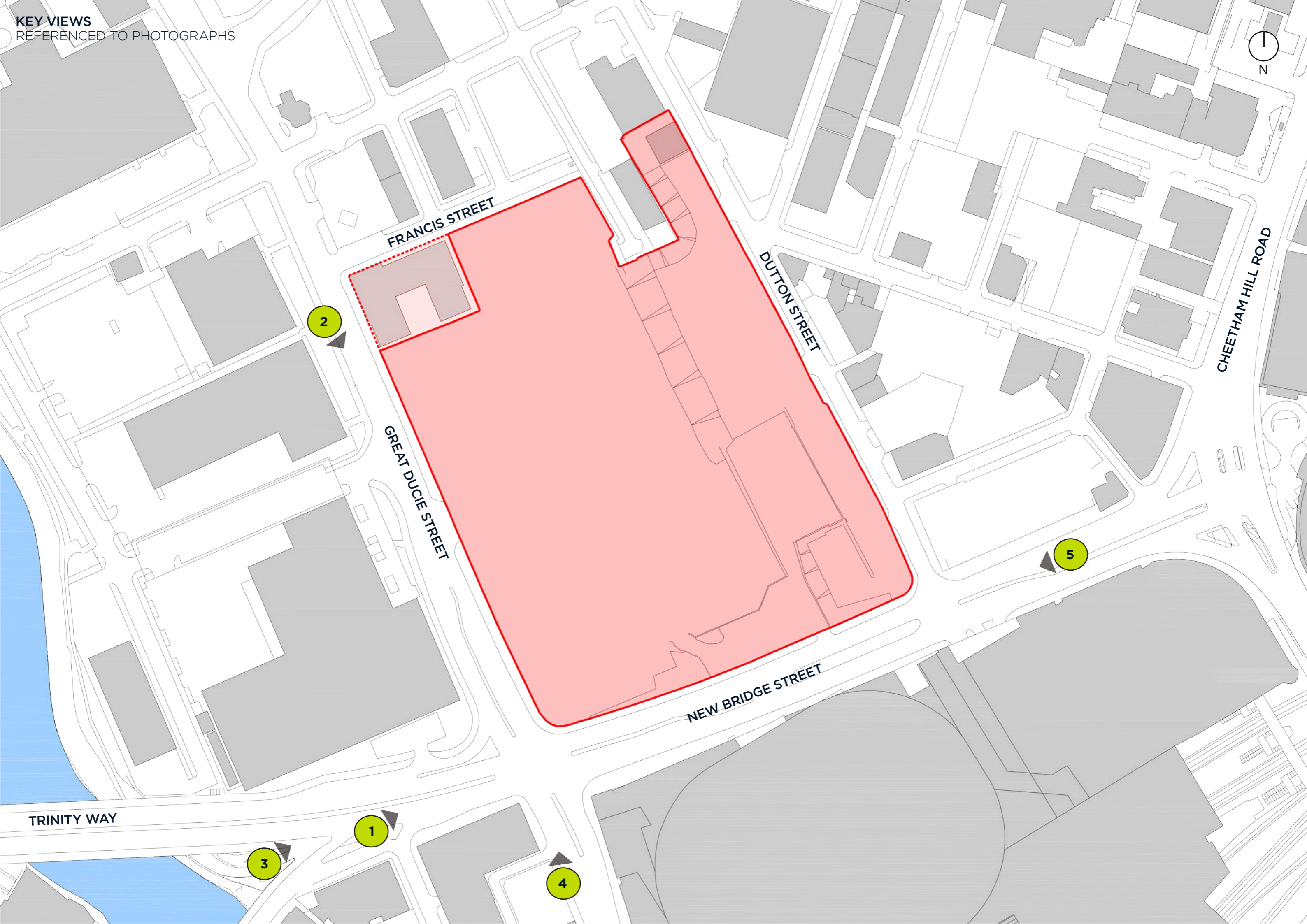
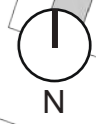
Gateway Location

- 5.48 The Study Area is located in a prominent location at the cross roads between two major arterial routes into the City Centre (Great Ducie Street and Trinity Way / New Bridge Street). This provides an opportunity for the inclusion of a landmark building to signal the arrival at Manchester City Centre.
- 5.49 However, in its current form as a surface car park the site does not contribute to producing a memorable destination for travellers using these main routes.

Views and Vistas

- 5.50 Due to the changes in levels within the Study Area it is difficult for a view of the entire site to be gained from any angle. Furthermore, the site's location on the edge of the City Centre means that it is largely screened from views into it by the phones4U Manchester Arena.

KEY VIEWS
REFERENCED TO PHOTOGRAPHS



FRANCIS STREET

DUTTON STREET

CHEETHAM HILL ROAD

2

GREAT DUCIE STREET

5

NEW BRIDGE STREET

TRINITY WAY

3

1

4



View 1 – Bridge Way looking east



View 3 – New Bridge Street looking east



View 5 – New Bridge Street looking west

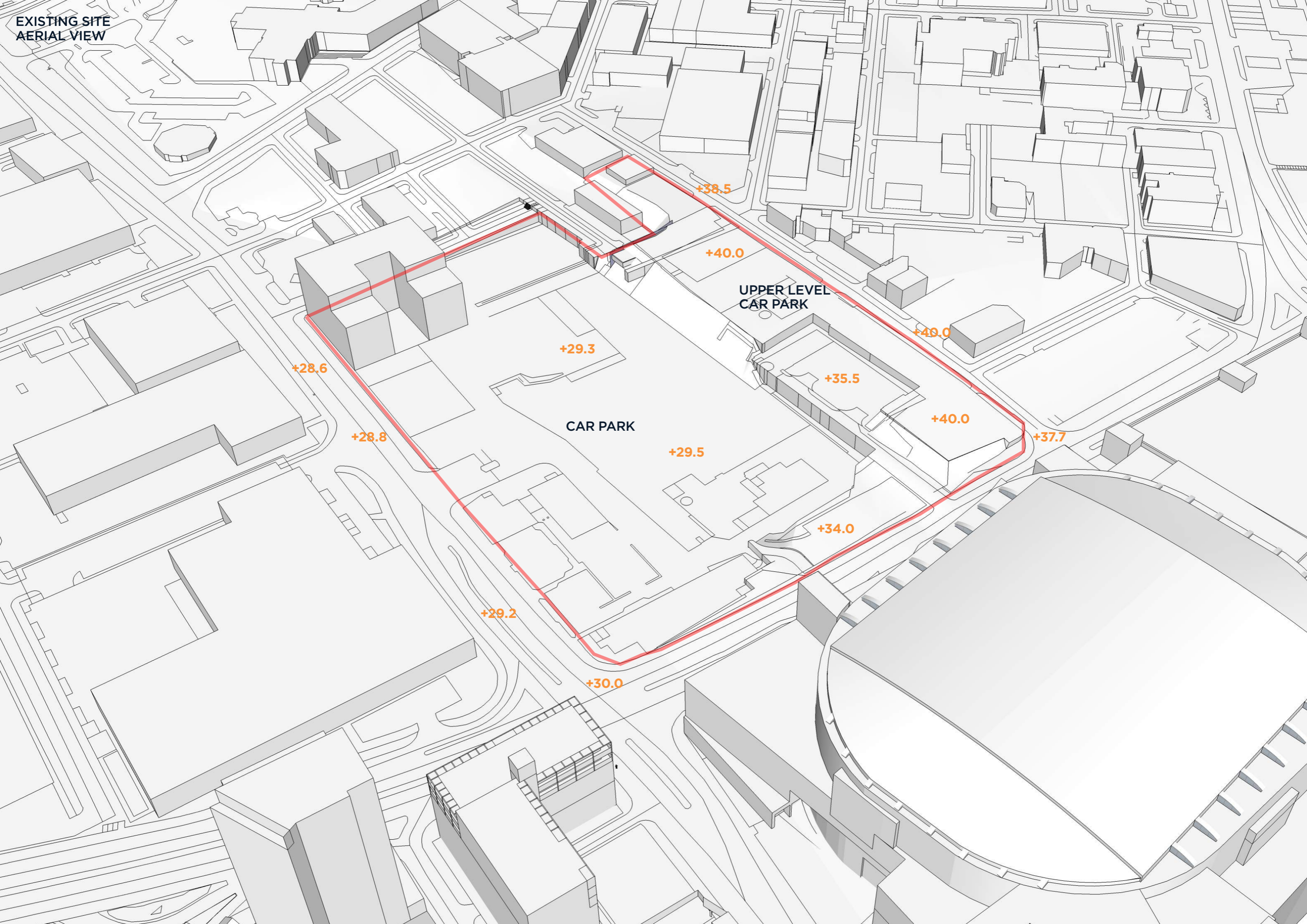


View 2 – Great Ducie Street looking south



View 4 – Victoria Street

EXISTING SITE
AERIAL VIEW



5.51 In any case, the site is of sufficiently poor quality that the consideration of the impact caused by development on views into the site is unlikely to be a significant issue.

5.52 There are only two views that include the site that are potentially of any value:

Dutton Street

- This view overlooks the higher section of the site towards Manchester City Centre and Salford. The view is currently obstructed by the presence of security fencing and reduced in quality due to the presence of a surface car park in the immediate vista.
- Within Manchester this takes in views of the phones4U Manchester Arena, a Premier Inn and a number of architectural insignificant taller buildings.
- Within Salford the long-range view takes in a number of higher rise buildings associated with the regeneration of the Chapel Street Corridor and a glimpse of Salford Cathedral.

5.53 This view is of low quality and any future development is unlikely to detract from it - there is obvious potential to improve this.

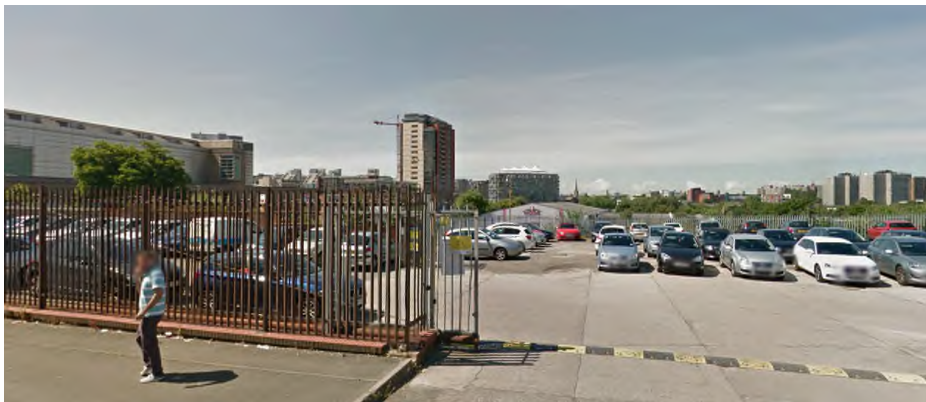


Figure 5.5 - View looking west towards Manchester and Salford (Google Street View July 2014)

Great Ducie Street

- This view overlooks the lower section of the site and illustrates the change in levels in the Study Area .
- The view is currently is obstructed by the presence of security fencing and reduced in quality due to the presence of a surface car park in the immediate vista as well as the untidy cliff between the two levels on the Study Area.
- This view takes in the Green Quarter development and the phones4U Manchester Arena.

5.54 This view is also of low quality and any future development is unlikely to detract from it - there is obvious potential to improve this.



Figure 5.6 - View looking east towards Green Quarter (February 2015)

Microclimate

- 5.55 Any planning applications for new taller buildings proposed within the Study Area would need to be accompanied by a microclimate study that considers the impact of the structure in terms of overshadowing particularly of existing and proposed residential development and public spaces, and which confirms that these would not have an unacceptable impact.
- 5.56 A safe and comfortable wind climate is also integral to the success of any new development area.
- 5.57 As such, any planning application(s) for new taller buildings would need to be accompanied by a study that assesses the wind microclimate that would be created to identify any potential impacts on sensitive receptors and appropriate mitigation measures.
- 5.58 Heavy traffic volumes are located on the main arterial routes including Great Ducie Street and New Bridge Street / Trinity Way. This could result in a relatively unfavourable microclimate in terms of noise pollution, fumes and odours associated with the operation of the road network. Likewise, the frequent tram and train services associated with Victoria Station could be a nuisance.

Existing Land Uses

- 5.59 The site is currently used as a surface car park operated by Total Car Parks and accommodating 852 spaces. The car park is enclosed largely by securing fencing with a gated entrance off Great Ducie Street.
- 5.60 A seven storey, 200 bed Travelodge Hotel is located in the corner of the site at the junction of Francis Street and Great Ducie Street. This was approved in April 2010 (Planning Application Reference: 092523/FO/2010/N1).

Statutory Designations

- 5.61 The Study Area falls partially within the defined Regional Centre as set out in Core Strategy Policy EC3 and also within the City Centre Fringe, on the

boundary with the designated City Centre, as outlined within Core Strategy Policy CC1. Additionally, the Strangeways employment area is directly to the north.

Flood Risk

- 5.62 The site partially falls within Flood Zone 2 as designated by the Environment Agency's Online Flood Map; however the remainder of the site falls within Flood Zone 1.
- 5.63 The site's designation within Flood Zone 2 means that the land is assessed as only having between a 1 in 100 and 1 in 1,000 annual probability of river flooding (1% – 0.1%), by the Environment Agency. Additionally, development has taken place in the north west of the site with the erection of a Travelodge; this occupies land designated as Flood Zone 2. The proposals on this land and mitigation methods were considered appropriate by the Council.

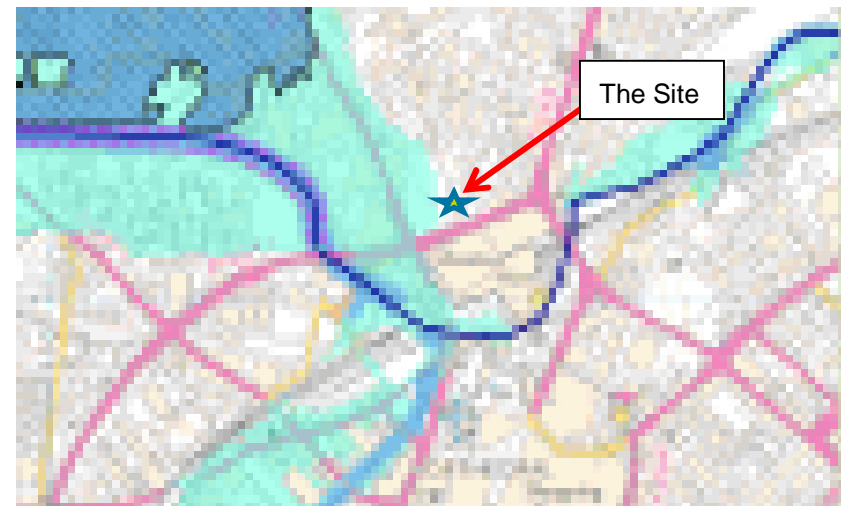


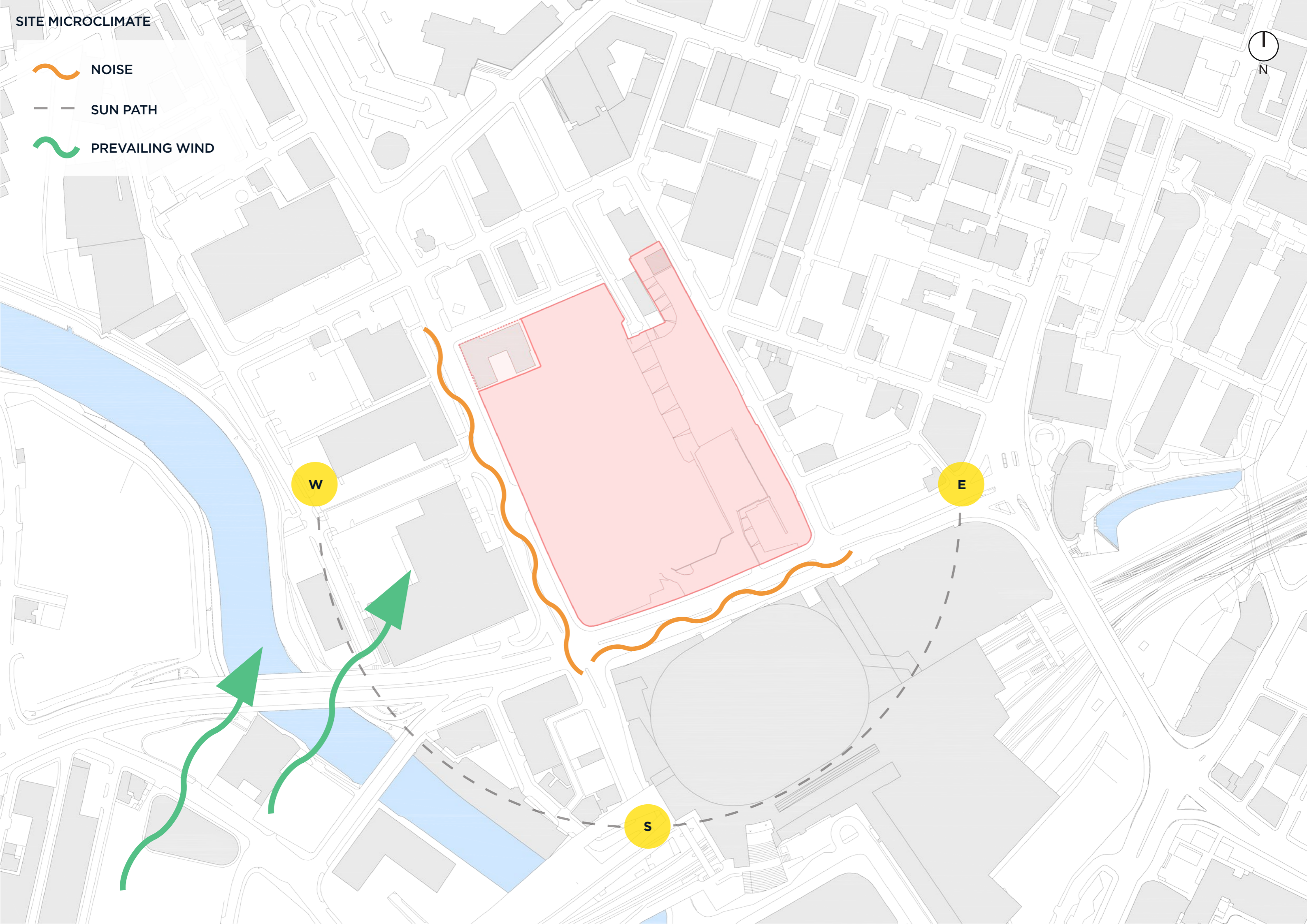
Figure 5.7 - Flood Risk from Environment Agency website

SITE MICROCLIMATE

NOISE

SUN PATH

PREVAILING WIND



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

Historic Environment

5.65 The site does not fall within a Conservation Area (CA), with the nearest CA being the Cathedral Conservation Area approximately 200m to the south; however the phones4U Arena is a significant obstruction to views to or from this area.

5.66 There are no Listed Buildings on the site however there are nine within the immediate vicinity. It is considered that the development of the site is highly unlikely to have an adverse impact on the setting of these Listed Buildings, many of which are centred on HMP Strangeways and a bridge over the River Irwell

- Former Synagogue (Grade II) 1208420
- Victoria Station including concourse to rear with restaurant and booking ticket hall (Grade II) 1254725
- Stephenson Bridge (Manchester) (Grade II) 1392489
- Stephenson Bridge (Salford) (Grade II) 1393868
- Middle Bridge (Grade II) 1392488
- North Bridge (Grade II) 1392698
- Manchester Parcel Post Office (Grade II) 1389630
- Gatehouse of Strangeways Gaol (Grade II) 1254670
- Boys Prison Block of Strangeways Gaol (Grade II) 1254635
- Main Prison Block of Strangeways Gaol (Grade II) 1254636 & The Tower of Strangeways Gaol (Grade II) 1254672

- Springfield and Overbridge Mills (Grade II) 1386167

Planning History

5.67 A number of planning applications had previously been approved for the site with one permission currently extant (albeit temporary in nature):

Application Reference	Address	Description	Status
104637/FO/2014/N1	Former Site Of Boddingtons' Brewery Great Ducie Street Cheetham Hill Manchester M3 1PU	Retention of existing surface level car park (852 spaces) for a further temporary period of 2 years	Approved March 2014
096759/FO/2011/N1	Former Site Of Boddingtons' Brewery Great Ducie Street Manchester M3 1PU	Retention of surface level car park (852 spaces) approved under application ref 089991/FO/2009/N1 for a further temporary period of two years	Approved October 2011
092523/FO/2010/N1	Part Of Former Boddingtons' Brewery Site Bounded By Great Ducie Street And Francis Street Cheetham Manchester	Proposed erection of a part six/part seven storey building to form a 200 bedroom hotel with ground floor reception area, meeting rooms, restaurant and bar with associated staff accommodation, storage, servicing and boundary	Approved April 2010

Application Reference	Address	Description	Status
		treatments, following demolition of the existing buildings	
089991/FO/2009/N1	Former Site Of Boddingtons' Brewery Great Ducie Street/New Bridge Street Cheetham Manchester M3 1PU	Retention of surface level car park (852 spaces) for a further temporary period of two years	Approved August 2009
083596/AOH/2007/N1	Former Boddingtons' Brewery Great Ducie Street Cheetham Manchester M3 1PU	Erection of 4 no. internally illuminated advertisement hoardings including 33 metre high tower incorporating three x 9m square panels at junction of New Bridge Street/Great Ducie Street	Approved October 2007
081221/FU/2006/N1	Former Site Of Boddingtons' Brewery At Junction Of Great Ducie Street And New Bridge Street Cheetham	Creation of surface public car park (852 spaces) following clearance of the site with exception of 2 no. warehouse buildings on corner of site facing Great Ducie Street and chimney for temporary	Approved June 2007

Application Reference	Address	Description	Status
		two year period	

Transport and Movement

5.68 The site benefits from excellent public transport connections as well as close proximity to Manchester City Centre. The site is also located near two main arterial roads to North Manchester; Great Ducie Street (A56) and Cheetham Hill Road (A665).

Existing Vehicular Movement Patterns

- 5.69 As described above the site is located at the corner of Great Ducie Street, a major arterial road, and New Bridge Street (A6042) which connects with Cheetham Hill Road to the north and Trinity Way to the south.
- 5.70 These roads represent major routes accessing North Manchester and link up with the Inner Ring Road that circumnavigates Manchester City Centre. These roads naturally accommodate high capacities of traffic, especially during peak hours. As part of the Travelodge planning application (see Paragraph 5.10) a Transport Statement was prepared by AECOM which describes the existing road network with regard to Great Ducie Street.
- 5.71 This sets out that Great Ducie Street links Manchester City Centre to areas to the North of Manchester including Salford, Prestwich, Whitefield and Bury as well as the M60. A bus lane is in operation on the southerly direction which is in operation Monday to Friday 0700-1300 and 1600-1900.
- 5.72 Similarly, New Bridge Street connects traffic from Trinity Way with Cheetham Hill Road, and vice versa, representing a major route for vehicles accessing or arriving from North Manchester.

5.73 A review of accident data as part of the Travelodge application's Transport Statement considered that the local highway network did not constitute a risk that would prejudice the development of that site.

Existing Pedestrian / Cycle Movement Patterns

5.74 The site is bounded by pavements on the Great Ducie Street and New Bridge Street frontages which allow pedestrian access around the exterior of the site. However, in its current form as a privately run car park, there is no accessibility across the site.

5.75 Pedestrians are within a walking distance of Manchester City Centre with its wide range of retail, leisure, employment and entertainment facilities. The Arndale Shopping Centre and the city's retail core are approximately 500m walk from the site. Additionally, the Greengate Embankment regeneration area in Salford is within walking distance of the site. Greengate is envisaged as a mixed-use area featuring retail, employment and leisure space.

5.76 Pedestrian footways are of ample width along the local road network surrounding the site and there is suitable provision of pedestrian crossings along Great Ducie Street, in particular pelican crossing facilities with pedestrian refuge islands are in place at the junction of Great Ducie Street, Trinity Way and New Bridge Street.

5.77 The site's location close to the City Centre provides access to a number of cycle routes. This includes a traffic-free cycle route along the River Irwell which links into a traffic light route to National Cycling Route 6.

Public Transport

Rail

5.78 The site is within 200m of Victoria Station which allows access mainline rail across the North of England including major cities of Liverpool, Leeds and Newcastle.

5.79 Additionally, the site is within a kilometre of Salford Central station which also allows connection to a number of stations within Great Manchester including Bolton, Blackpool and Wigan.

5.80 Manchester Piccadilly is within one mile of the station and includes links to London, Birmingham, Reading, Bristol, Norwich, Sheffield and the South Coast as well as Glasgow and Edinburgh.

Metrolink

5.81 The nearest Metrolink stop is at Victoria Station. This interchange allows access to a number of destinations including: Rochdale, Oldham, Chorlton, Didsbury, Bury, Prestwich, Sale and Altrincham.

5.82 The Metrolink provision within Victoria is being improved as part of the Second City Crossing improvements which is intended to reduce congestion in the City Centre. This will include the provision of a new station at Exchange Square linking Victoria through to St Peter's Square.

5.83 As part of the wider Victoria Station improvements the stop will be completely redesigned and expanded to provide additional platforms and tracks. This will provide a much bigger, brighter and better Metrolink stop in addition to accommodating the new Second City Crossing and wider network expansion.

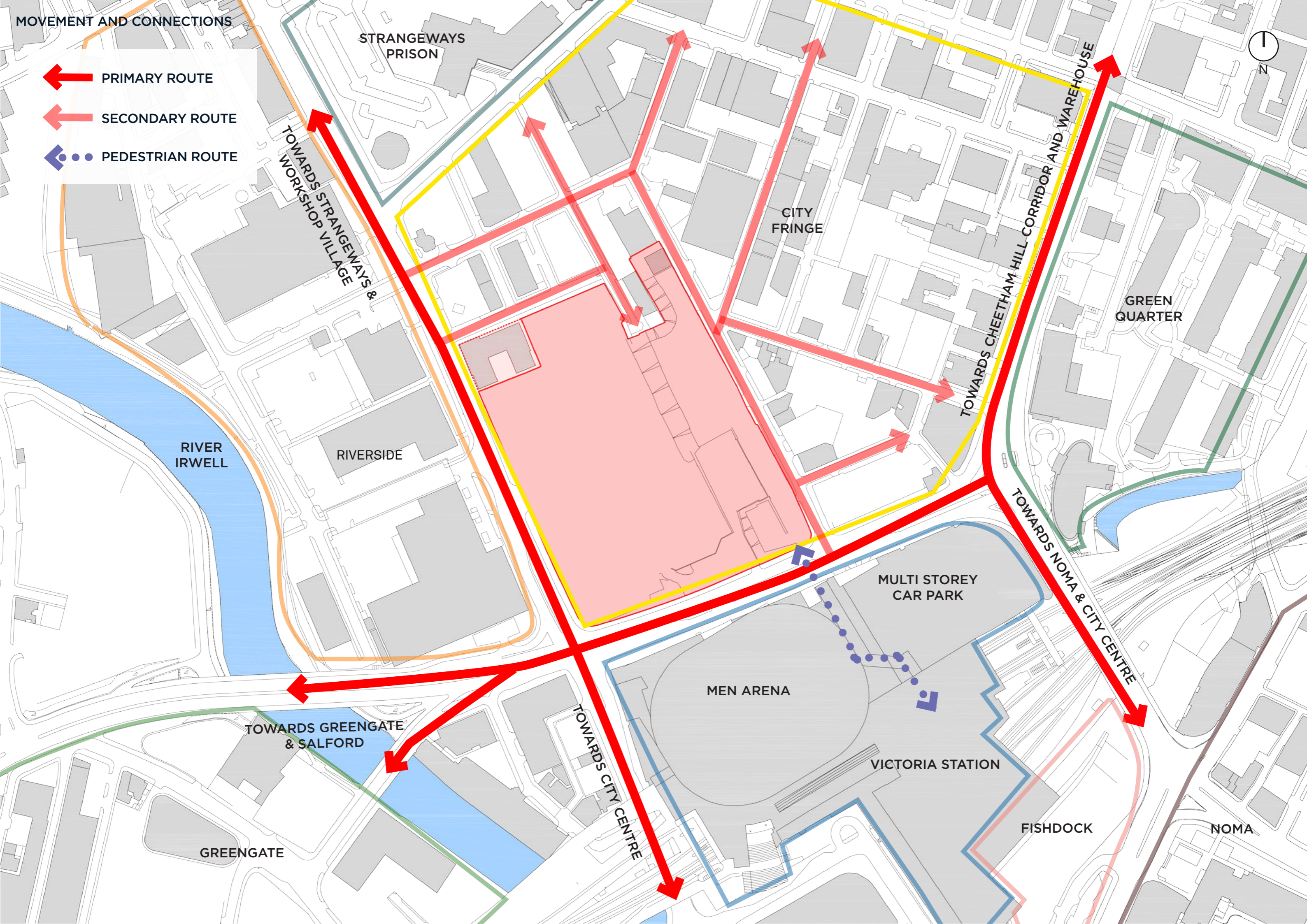
Bus

5.84 The closest major bus interchange to the site is Shudehill Interchange approximately 1km from the site. This provides bus services across Greater Manchester and to other locations within the City Centre. These destinations include Bolton, Bury, Whitefield, Irlam, Warrington, Cheetham Hill, Eccles, Rochdale, Blackley and Middleton amongst others.

5.85 There are individual bus stops located on Great Ducie Street adjacent to the site that provides access towards and from Manchester City Centre. These stops service destinations including Blackburn, Nelson and Oldham amongst other locations.

MOVEMENT AND CONNECTIONS

- ← PRIMARY ROUTE
- ← SECONDARY ROUTE
- PEDESTRIAN ROUTE



STRANGEWAYS PRISON

CITY FRINGE

GREEN QUARTER

RIVER IRWELL

RIVERSIDE

MULTI STOREY CAR PARK

MEN ARENA

VICTORIA STATION

FISHDOCK

NOMA

GREENGATE

TOWARDS GREENGATE & SALFORD

TOWARDS CITY CENTRE

TOWARDS STRANGEWAYS & WORKSHOP VILLAGE

TOWARDS CHEETHAM HILL CORRIDOR AND WAREHOUSE

TOWARDS NOMA & CITY CENTRE



Car Parking

- 5.86 The existing site is occupied by an 852 space car park which will not be available in the long term, although it could be retained in part during the early phases of construction and during site preparation. It is anticipated that as part of the masterplan for the Study Area that a multi-storey car park could be provided offering approximately 500 spaces and that a number of the proposed buildings on the site could include car parking spaces as part of the development.
- 5.87 In the surrounding area there are a number of other car parks operating in the area:

Car Park	Number of Spaces	Distance from Site	Opening Hours
Surface Car Parks			
Park Street	87	0.1km	7 days a week, 24 hours
Greengate	220	0.45km	7 days a week, 24 hours
Multi-Storey Car Park			
Phones4U Arena (multi-storey car park)	958	0.40km	7 days a week, 24 hours

Surrounding Land Uses

- 5.88 The site's location within the City Centre's Northern Fringe ensures that there are a wide range of uses in the vicinity.
- 5.89 To the north of site beyond the existing Travelodge is HMP Strangeways which occupies a significant amount of land and is a major employer in the area. The prison building is a notable historic landmark with the 71-metre tower and Gatehouse prominent features that are Grade II listed.

- 5.90 The exterior boundaries of the prison are designed in line with modern prison practice including an impenetrable high-security wall and other features to ensure containment.
- 5.91 To the south of the site fronting New Bridge Street lies the phones4U Manchester Arena (previously the Manchester Evening News Arena). This 21,000 capacity arena is Manchester's premier concert and live event venue attracting up to 1,000,000 visitors per year.
- 5.92 In 2015 there are 76 shows in the calendar from 22nd January until the end of December highlighting its popularity as well as the wide range of events that take place at the venue. Its reputation means that the venue has hosted the biggest names in live entertainment including U2, The Rolling Stones, Madonna, Lady Gaga, Pavarotti and a record-breaking 2010/2011 residency by local comedian Peter Kay during which all 200,000 tickets for his four week residency were sold within one hour.
- 5.93 In addition to live music, the venue has also staged some of the biggest events in the UK sporting calendar including several 2002 Commonwealth Games' events, the 2012 Olympic basketball warm-up match between team USA and GB, the 2008 FINA World Swimming Championships and international boxing bouts involving Mike Tyson, David Haye, Joe Calzaghe and local champions Ricky Hatton and Amir Khan.
- 5.94 The phones4U Manchester Arena has also played a key part in the city's rich musical heritage with historic shows by local bands Take That, Oasis, Elbow, New Order, James, Happy Mondays, The Charlatans, Noel Gallagher's High Flying Birds, M People, Doves, The Inspiral Carpets, The Verve, Simply Red and The Courteeners.
- 5.95 The connections to the arena are to be improved as part of the Victoria Station improvements featuring a new fully accessible footbridge into the arena directly from the station.
- 5.96 Across the River Irwell the developing Greengate area in Salford which will deliver a combination of high quality commercial and residential properties with leisure uses, dramatic public spaces and new waterside

environments. In 2013 Planning Permission was granted for the Pinnacle development, comprising 467 apartments, which is under construction, and Salford City Council has invested £13.3million into new public realm at Greengate Square.

5.97 Greengate is one of the key focuses for regeneration along the River Irwell in Salford. Subsequently, in March 2014, Salford City Council adopted an updated Greengate Regeneration Strategy outlining that Greengate will unlock around £400 million of investment over the next 15 years creating around 5,000 jobs and a minimum of 1,800 new residential units.

5.98 Excluding the aforementioned specific land uses the surrounding uses around the Study Area are predominately industrial with a variety of low-rise units housing a wide range of businesses. A brief walkover survey was conducted in January 2015 covering the City Fringe and Riverside neighbourhoods as designated within the Strangeways Local Plan which represent the surrounding areas for the Study Area. The survey revealed the following types of business in the area:

- Wholesale Retailers
- Distribution Providers
- Clothing retailers including specialist event retailers
- Automotive Parts
- Car Audio Centres
- General retailers selling a wide range of goods from supplements to smoking accessories
- Cafes and Restaurants
- Banks
- Jewellers
- Snooker Hall
- Salons
- Rock Climbing Centre

- IT Services
- Private Hire Taxi
- Electronics
- Betting Shops
- Car Wash
- Homeware stores

5.99 Despite the industrial nature to the surrounding area there are signs of increased residential activity in the area in keeping with other developments in the Northern Fringe. A number of permissions have been granted in the local area over the past ten years, some of which have already delivered in the case of the Green Quarter. This clearly demonstrates that the wider area can accommodate increased residential development.

Application Reference	Address	Description	Status
13/63524/FUL	Land Bounded By Greengate, New Bridge Street, Gorton Street And The River Irwell, Salford	Erection of a mixed use development comprising two buildings (31 and 19 storeys) to include 497 residential apartments and 543 sq.m of commercial space (use classes A1, A2, A3 & B1)	Approved – June 2014. Construction in progress.
12/61649/OUT	Land To The East Of Springfield Lane Salford	Outline application with all matters reserved for a foodstore (A1 Retail) and up to 40 dwellings with associated car	Approved - September 2013. No start on site.

Application Reference	Address	Description	Status
		parking	
082191/FO/2007/N1	Block 5 Green Quarter On Land Bounded By Fernie Street/ Lord Street And Hornbeam Way Cheetham Hill Manchester	Erection of 14/17/20 storey building comprising 168 no. 1 and 2 bedroom apartments with 2 levels of basement car parking (88 no. spaces) with vehicular access from Fernie Street. Associated landscaping (revisions to previous planning approval ref 079338/FO/2006/N1)	Approved – May 2007. Construction complete.
079338/FO/2006/N1	Land Bounded By Cheetham Hill Road/Lord Street/Redbank And Scotland (Green Quarter, Block 5) Cheetham Hill Manchester	Erection of new 13/19 storey residential building to include 158 no. 1 and 2 bedroom apartments with 2 levels of basement car parking (86 no. spaces) with access from Fernie Street and associated landscaping	Approved – December 2006. Construction complete.
078851/OO/2006/C1	12 Mirabel Street Manchester M3	OUTLINE APPLICATION with all matters reserved for - Erection of an 11	Approved – July 2006. Construction

Application Reference	Address	Description	Status
	1PJ	storey building (plus basement and ground) comprising 33 no. 2 bedroom apartments, 6 no. duplex apartments (floors 1 to 11), retail at ground floor (Use Class A1) and basement car park	Complete.
077806/FO/2005/N1	Green Quarter, Block 6 Land Bounded By Cheetham Hill Road Lord Street Redbank And Scotland Cheetham Hill, Manchester	Erection of one 14 storey block and one 15 to 18 storey block to form 345 no. apartments with 465sqm of commercial floorspace (class A1, A2, B1, D1 and D2) with 232 car parking spaces and associated landscaping	Approved – October 2006. Construction Complete.
05/51524/OUT, 05/51525/OUT, AND 05/51317/OUT	Land To The East And North Of Springfield Lane Adjacent To The River Irwell Salford	Various options for residential and retail development: Outline application for the erection of 540 flats and 4029 sq.m. of retail/commercial	Approved January 2005 – but no start on site.

Application Reference	Address	Description	Status
		space (Option 1)	
		Outline application for the erection of 555 flats and 2437sq.m of retail/commercial space (Option 2)	
		Outline application for the erection of 469 flats, a 171 bed hotel and 3407 sq.m. of retail/commercial space (Option 3)	
04/49525/OUT	Springfield Lane Business Centre Springfield Lane Salford	Outline planning application for the demolition of existing buildings and use of land for residential purposes (178 apartments) and commercial use (515 sq. m. of office space) (re-submission of planning application 04/48916/OUT)	Approved January 2005 - but no start of site.

Opportunities and Constraints from surrounding uses

- 5.100 The surrounding areas around the Study Area site provide a number of opportunities and constraints that any future development would need to take account of.
- 5.101 The phones4U Manchester Arena is the dominant use to the south of the Study Area occupying much of the New Bridge Street elevation opposite the site. The venue creates opportunities for the site as well as providing a significant constraint.
- 5.102 The presence of the phones4U Manchester Arena, and Victoria Station to the rear, act as a major obstruction to connectivity between Manchester City Centre and the Study Area forcing pedestrians to walk around via Victoria Street or Cheetham Hill Road. However, the economic benefits of the site being located adjacent to the venue are considerable. As described above the venue attracts approximately 1 million visitors per year.
- 5.103 The influx of people to the area during events provides a significant opportunity to local businesses ranging from restaurants catering for people requiring food before or after an event to hotels providing accommodation for those who do not live locally. The Study Area's location makes it a prime candidate to accommodate such uses and, as demonstrated in Section 3, a clear market exists in the city for these types of businesses.
- 5.104 The wider area surrounding the Study Area is predominately low-rise industrial units housing a wide range of businesses. However, the architectural quality of the built environment is decidedly poor with the existing industrial units not contributing towards promoting a positive character for the area. There are a number of vacant or derelict buildings and units throughout the surrounding area that further detract from the character.
- 5.105 The lack of continuity in the layout for units surrounding the site creates issues for connectivity within the wider area. Whilst good east-to-west links

exist in the surrounding areas connecting Cheetham Hill Road with Southall Street the presence of a large number of industrial units makes navigation through the surrounding areas difficult with a pedestrian having to make a series of deviations from what would be the optimum route.



Figure 5.8 - View West from New Bridge Street



Figure 5.9 - View South from Great Ducie Street

- 5.106 In summary, the surrounding areas provide considerable constraints to the development of the Strangeways area as a whole. The current makeup of existing low-rise, often poorer quality industrial units combined with the amount of dereliction and vacancy in the area does not promote a positive image for the area.
- 5.107 The Study Area is currently used as a surface car park which similarly does not promote a positive image or contribute to improving connectivity within the area. However, the potential for wholesale regeneration on the site can have a significant impact on the wider area through acting as a catalyst for further development in the longer term. As development in the City Centre continues it is considered that there will be developers and businesses that will look for opportunities outside the traditional core.
- 5.108 The wider Strangeways area is well located to accommodate future growth due to its location adjacent to both Salford and Manchester. The introduction of new development at the Study Area site could demonstrate to other developers that the Strangeways area is a viable location for new schemes.
- 5.109 Development at the Study Area could include a landmark new corner building as part of the scheme. The prominent corner of New Bridge Street and Great Ducie Street would be the preferred location as set out in the masterplan. The creation of a prominent landmark on a key intersection and entrance to Manchester City Centre, as well as adjacent to one of Manchester's most popular entertainment venues, would improve the character of the area. Additionally, the inclusion of a taller element would help visually merge the Study Area with the City Centre and encourage further high density development in the area.

Community Provision

- 5.110 The wider Strangeways area includes a number of community facilities that are available for the public.

Green and Open Space

- 5.111 The nearest green resource to the Study Area is the River Irwell; a 39 mile watercourse which has its source at Irwell Springs on Deephaw Moor, Lancashire and discharges into the Manchester Ship Canal. The River Irwell is one of the region's major watercourses and is located within proximity of the Study Area. The river is accessible with towpaths and can be used recreationally for walking or for water based activities including rowing.
- 5.112 A joint Supplementary Planning Guidance Document – The Irwell City Park - prepared by Salford, Trafford and Manchester Councils was adopted in March 2008. This sets out a vision for the creation of an Irwell City Park – a new city centre place which will provide quality public open space and will reconnect Manchester, Salford and Trafford. The aspiration is that the river will no longer be the forgotten periphery but will become part of the heart of Manchester, Salford and Trafford ensuring that it makes a significant contribution to the physical, economic and social life of the emerging integrated city regions.
- 5.113 The plan intends to improve linkages to the River Irwell and accessibility along its banks through providing essential infrastructure including upgraded cycleways and public spaces to encourage greater use of this valuable environmental asset.

Lower Irk Valley

- 5.114 The River Irk is another major watercourse in Manchester with its source in Royton and discharging into the River Irwell near Manchester City Centre. This point is located approximately 500m east of the site and is readily accessible to the public.
- 5.115 The Irk Valley Local Plan was adopted by Manchester City Council in 2010 setting out a comprehensive strategy to realise the value of the Irk River Valley as an important natural landscape within Manchester. The Local Plan considers that the restoring, protection and promoting the Irk Valley

will assist in creating physical, socially and environmentally sustainable communities.

5.116 The Local Plan features Area Action plans for specific stretches of the river corridor with the closest to the Study Area being the 'Lower Irk Valley link'. The aspiration for this section of the river is that it should be a gateway into the park system linking the city centre to the river valley. The primary focus is to create a Green Chain and continuous cycle and pedestrian link from Victoria Station to Smedley Dip.

5.117 An over-arching objective for the area is to better link the existing five major existing open spaces in the area as well as other sites that can be brought into the public open space use.

Angel Meadow

5.118 The Angel Meadow area is steeped in the history of Manchester. Previously known as a notorious slum Angel Meadow is now better known as one of Manchester City Centre's remaining green spaces situated to the north of the Cooperative's NOMA development.

5.119 Angel Meadow has benefitted from public funding to improve and maintain its setting including receiving National Lottery Heritage grant funding to regenerate the previously neglected space. This scheme is largely complete.

5.120 Angel Meadow is being retained as part of the NOMA Masterplan which includes improved public open space on the estate around 1 Angel Square, the Cooperative's Headquarters. The public realm has been designed by architects Mecanoo and incorporates 75 different indigenous species, seating and York stone paved walkways connecting the site with the wider NOMA estate.

Health Facilities

5.121 The site benefits from proximity to a number of major health facilities. These include University Dental Hospital Manchester (1.6 miles),

Manchester Royal Infirmary (2.02 miles), Manchester Royal Children's Hospital (2.02 miles) and the Manchester Eye Hospital (2.02 miles).

5.122 More locally the nearest GP practice is located within the City Health Centre located within the Arndale Centre (0.37 miles). This is also the base for Manchester City Centre's twenty-four hour walk in clinic. The Trinity Medical Centre in Salford is also a short distance from the site (0.38 miles).

5.123 A range of other health facilities including dentists, physiotherapists and opticians are found within the local area with a significant provision within Manchester City Centre.

Educational Facilities

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

5.125 A number of specialist schools are also present in the wider area including Chetham's School of Music and the Royal Northern College of Music.

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

Leisure Facilities

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

5.128 A wide range of private leisure facilities including gyms and studios are available within and around Manchester City Centre. Facilities are also available at a number of the higher education providers described in this section.

6 Core Development & Urban Design Principles

Introduction

6.1 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 that could deliver the vision for the Study Area. It is important to identify a series of principles at the outset; however, that will be a material consideration in future planning applications for the Study Area, whether in whole or part, thereby ensuring that proposals come forward in a fully integrated and carefully coordinated manner. This is critical to ensuring that development is founded on a set of principles that will allow the full potential of this strategic regeneration opportunity to be maximised for Manchester and the City Region.

Core Development Principles

6.2 The following Core Development Principles lie at the heart of the Framework Proposals for the Study Area:

6.3 As part of a mixed use agenda for the Study Area opportunities for a range of uses should be sought that combine to create a distinctive sense of place and neighbourhood, ensuring life and vitality on weekdays and evenings. The aspiration for the area is to include a 50% split between commercial²² and residential uses.

²² Within the context of this SRF, commercial means a meaningful employment offer as specified in Paragraph 6.4, which could also include the following uses A1 (Retail), A2 (Financial and Professional Services), A3 (Restaurant and Café), B1 (Office), C1 (Hotel), D1 (Non-Residential Institutions), D2 (Assembly and Leisure) or car parking.

6.4 The analysis of the economic and regeneration context of the Study Area, as set out within the preceding sections of this Framework, has identified that whilst the site is not considered to be a purely commercial destination, it has significant potential to provide a meaningful level of employment-generating commercial floorspace through the progression of an employment strategy that is based on the strengths and opportunities of the Study Area and its immediate surroundings, as well as identified target growth sectors.

6.5 The strategy must provide a clear basis from which the Study Area can develop to accommodate a product that differentiates the offer from other existing and emerging office and workspace locations within the City Centre and Fringe, such as Spinningfields, Civic Quarter, NOMA, Manchester Corridor, Northern Quarter and St. Johns, whilst not precluding the site from delivering a more traditional office product if demand arises.

6.6 Analysis has demonstrated that there is a strong existing business base within the vicinity of the Study Area, which is dominated by textile businesses, wholesalers and distributors supplying markets in Manchester and across the wider UK and Ireland. Recent industry analysis has identified that there is an opportunity to increase the growth of the textile manufacturing industry by a further 15,000 jobs by 2020; this is particularly significant for the Greater Manchester economy, as it wholesale and retail trade is considered to be within the top three employment growth sectors (in absolute terms) for Greater Manchester to 2024.

6.7 Growth can be supported by the flow of highly qualified graduates from the range of fashion and textile courses offered by Manchester Metropolitan University's School of Art, which include specialist courses that consider textile processes and techniques. Further development of this industry will complement the wider focus on materials science for Greater Manchester, which has been propelled by the discovery and on-going development of graphene.

Accommodation Schedule

Block	Height	Residential GEA (m ²)	3 Bed	2 Bed	1 Bed	No. of Apartments	Office Building GEA (m ²)	Office Units/Leisure/Retail GEA (m ²)	Hotel GEA (m ²)	No. of Hotel Rooms	Parking GEA (m ²)	Car Spaces
A	G + 9	7423	0	54	45	99	-	2279	-	-	1227	54
B	G + 9	7617	0	54	45	99	-	-	-	-	-	-
C1	G + 10	-	-	-	-	-	10120	-	-	-	-	-
C2	G + 10	-	-	-	-	-	9915	-	-	-	-	-
D	G + 31	21820	30	146	111	287	-	950	-	-	-	-
E	G + 8	6824	0	48	40	88	-	2077	-	-	1507	64
F	G + 8	6824	0	48	40	88	-	-	-	-	-	-
G	G + 12	8332	11	66	22	99	-	2062	-	-	2372	98
H	G + 12	8493	0	88	11	99	-	-	-	-	-	-
I	G + 11	-	-	-	-	-	-	-	12360	272	-	-
J	G + 22	12201	0	120	22	142	-	158	-	-	-	-
K	G + 8	-	-	-	-	-	-	-	-	-	12600	406
L	G + 7	-	-	-	-	-	-	-	6265	200	-	-
TOTAL		79534	41	624	336	1001	20035	7526	18625		17706	622

Use	GEA (m ²)
Residential	79534
Office Building	20035
Office Units/Leisure/Retail	7526
Hotel	18625
Parking	17706
Overall GEA (m²)	143426

- 6.8 The employment strategy for the illustrative Masterplan is therefore predicated on delivering flexible workspace units that are designed to meet the requirements of occupiers within the fashion and textile industry, but which could also be suitable for a range of employer types including ancillary uses that would support the growth of this industry and a vibrant mixed-use neighbourhood. Workspace suitable for start-up and / or smaller businesses will be incorporated within the lower floors of the residential blocks, to form part of a horizontally layered, mixed use environment where each use will support the wider blend and act as a catalyst for further activity.
- 6.9 The illustrative Masterplan also incorporates standalone commercial premises shown over two blocks with larger floorplates, one fronting New Bridge Street and the second to the north. This floorspace is likely to form a later phase as demand for workspace grows. The buildings could provide grow-on space for existing businesses located within the Study Area and / or floorspace for new businesses seeking to locate in a locality that will become increasingly attractive and appealing as it is developed.
- 6.10 Again, the building would provide flexible space that would be suitable for occupiers potentially within the textile and fashion industry, or alternatively occupiers within other sectors seeking higher occupational densities on larger floorplates. The final design of the buildings could be formed as a more traditional office building or something more flexible, allowing collaboration; it is anticipated that this would be driven by demand.
- 6.11 This should represent a genuine commercial offering that will provide employment opportunities that develop the Manchester and local economy. The commercial offering could be brought forward as ground floor retail units, office start up space or as bespoke office premises geared towards providing flexible floorspace for businesses.
- 6.12 The Study Area will include residential elements. These must include a range and mix of accommodation in a high quality and well managed environment that will ensure the emergence of a vibrant new neighbourhood that is an attractive place to live. It is considered that townhouses may be appropriate along longer frontages to promote an improved streetscape.
- 6.13 Residential development within the Study Area should be designed to provide a product and environment that will be fit for purpose in the long-term and attractive to potential residents in terms of the quality, size, layout and sustainability of accommodation. It should be designed to stand the test of time, in terms of construction, materials and appeal to people looking for homes in the future. In this regard, detailed design of the future developments will need to take into account any emerging or adopted residential space standards.
- 6.14 The Study Area can also accommodate an additional hotel, provided that there is a confirmed operator in place and the operational and other design characteristics support the wider development objectives for the site.
- 6.15 New independent businesses will seek to locate in the area. The wider Strangeways area should become a hub for new businesses looking for affordable space with the Study Area at its heart, harnessing the growth potential created by Manchester's higher education facilities and growing population to drive development in the wider area.
- 6.16 Flexible leasing strategies should be used where appropriate to encourage a mix of uses in the area involving start-up businesses and independent operators, as well as established operators. The early phases of residential development will be used to cross-fund these initiative and delivery of public realm and pedestrian connections into the City Centre to encourage occupiers to locate within the Study Area.
- 6.17 New buildings should be designed to support active streets and frontages. Along key vehicular edges this may be in the form of ground floor active commercial uses, which could include social and evening uses such as retail (Use Class A1) and restaurants and cafés (Use Class A3) provided that such uses are managed in a way that does not conflict with residential amenity. Equally, ground floor units may also include office space aimed at start-up businesses (Use Class B1) or even uses such as gyms or crèches (Use Class D1 or D2).

PUBLIC SPACES

-  GATEWAY SQUARE
-  PLAZA
-  TIERED GARDENS
-  AVENUE
-  PRIVATE AMENITY SPACE
-  LANDSCAPE BUFFER



GREAT DUCIE STREET

NEW BRIDGE STREET



AVENUE LOOKING TOWARDS MULTI-STOREY CAR PARK



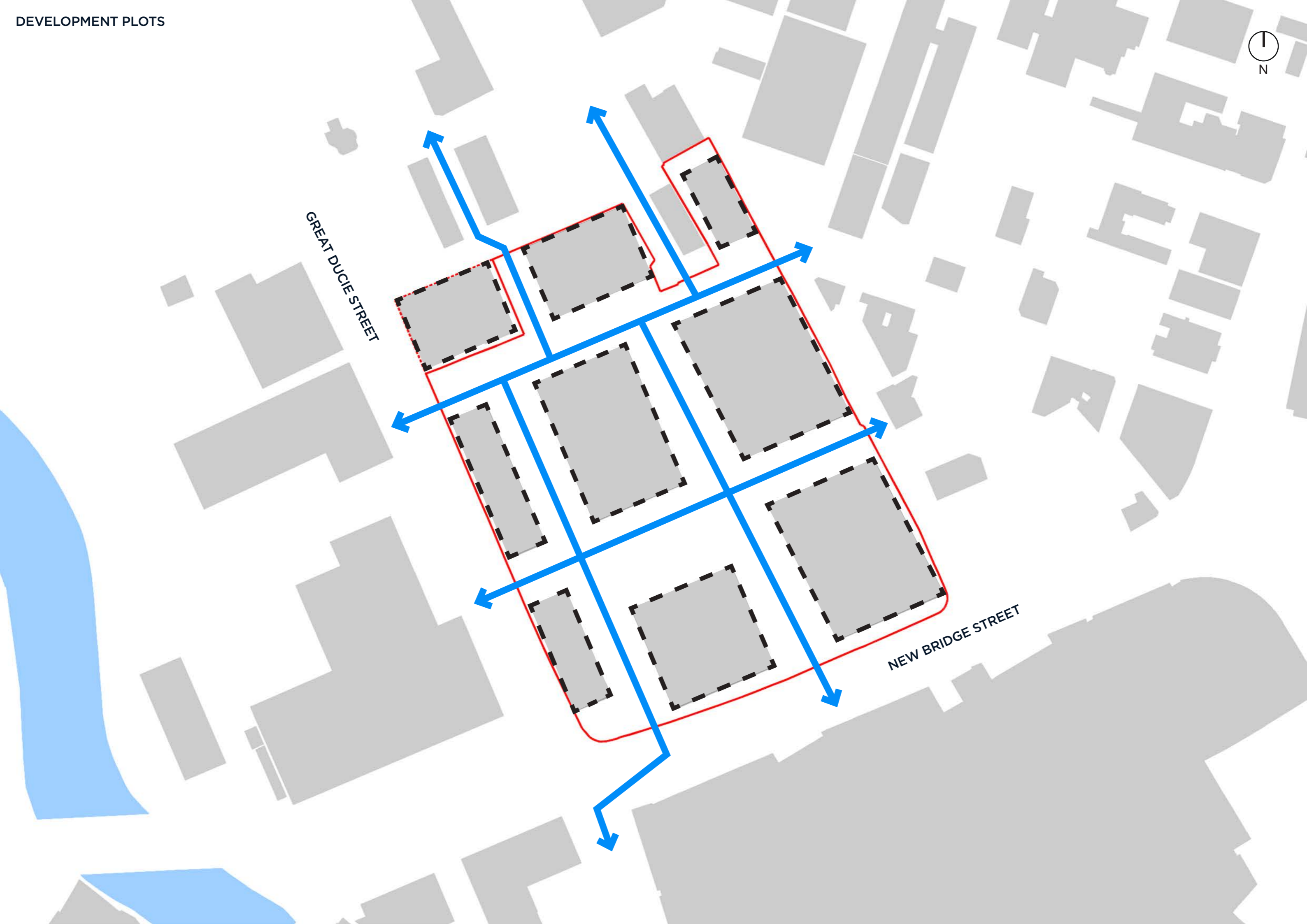
- 6.18 Where commercial uses are not appropriate or indeed there are concerns regarding viability, active frontage may be achieved through the position of residential front doors, which will provide enhanced animation to the street scene or some small-scale amenity around central public spaces.
- 6.19 New developments must be of a high quality in terms of buildings and public spaces to match and signify the importance of this key opportunity site. The key for the Study Area is to encourage a true sense of place through adopting a wholesale approach to place-making. This should manifest itself in the creation of durable, accessible and well-designed spaces that enhance the character of the Study Area.
- 6.20 To improve pedestrian connectivity within, as well as to and from, the Study Area there will be a particular focus on creating and enhancing walking routes along key pedestrian lines to effectively connect the Study Area into surrounding neighbourhoods, including the creation of a direct, legible connection between the City Centre and the wider Strangeways area, with routes to the north linking in with the Green Quarter, the River Irwell and NOMA beyond.
- 6.21 The pedestrian environment along major roads, including pedestrian crossing facilities, should be enhanced. Environmental buffer zones should be provided to mitigate the adverse environmental conditions of these heavily trafficked routes. It is considered that residential uses could be set back from the Great Ducie Street and New Bridge Street frontages to reduce the impact of noise on residential amenity. Measures should include tree planting and greening to the edges of the Study Area.
- 6.22 Principles that improve linkages between the site and other key regeneration sites will be encouraged. These key sites may include Greengate, the Corn Exchange, NOMA, the Green Quarter and the City Centre amongst others.
- 6.23 The introduction of pedestrian 'super crossings' on major routes to facilitate enhanced routes along key pedestrian key lines will be encouraged, for example across Trinity Way / Great Ducie Street to link the City Centre into the Study Area.
- 6.24 The site's location within close proximity to the Inner Ring Road (Trinity Way) should be carefully considered – addressing issues including noise, air quality and other microclimate matters should be an important factor of detailed design.
- 6.25 New areas of open space or public realm treatments will be included that can contribute to sense of place and encourage movement through the Study Area. New areas of public realm will provide amenity for residents and employees.
- 6.26 In order to attract occupiers within identified sectors, typically employing graduates and younger workers, it is clear that a 'non-mainstream' approach is required. In this case, there is potential 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.
- 6.27 Enhanced connections to the network of formal and informal public spaces, green spaces and natural landscapes close to the Study Area should be provided to ensure that new residents and employees have access to a wide range of recreational opportunities.
- 6.28 New cycle routes should be provided through the Study Area, to connect to and enhance existing routes. New residential and office development should incorporate cycle parking facilities and public cycle parking should also be provided within new public realm.
- 6.29 New development proposals should be accompanied by an appropriate car parking strategy, which allows the potential demand generated by future residents to be met, whilst considering the promotion of alternative sustainable forms of transport. The car parking strategy for the Study Area will involve the provision of ground floor or undercroft spaces wrapped within the buildings on site in a manner that does not create dead spaces. A multi-storey car park will be accommodated on site to cater for all surplus demand.

DEVELOPMENT PLOTS

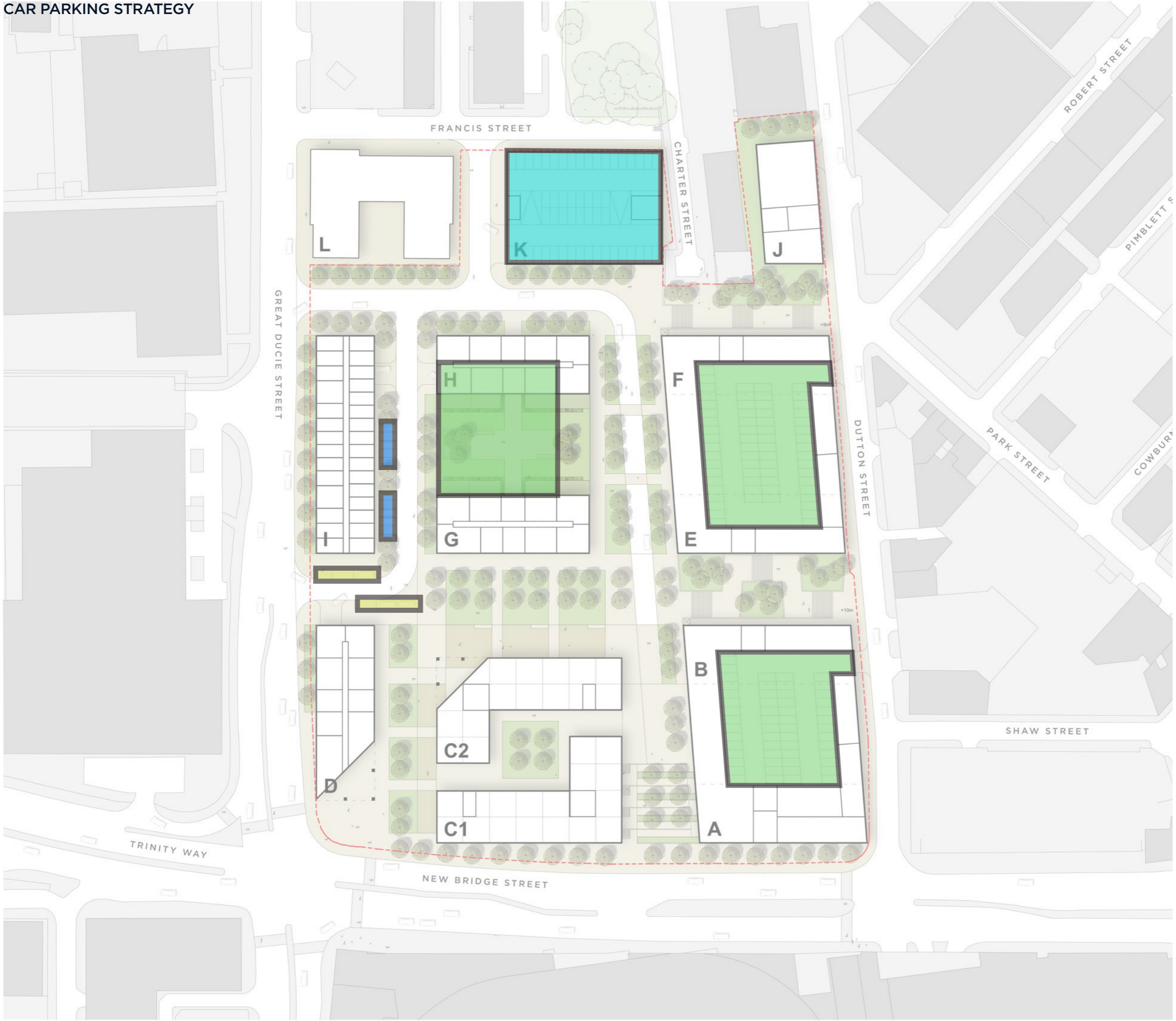


GREAT DUCIE STREET

NEW BRIDGE STREET



CAR PARKING STRATEGY



-  MULTI-STOREY PARKING
-  PODIUM PARKING
-  SURFACE PARKING
-  DROP-OFF PARKING

- 6.30 Regeneration of the Study Area should promote a sustainable development, including through maximisation of its locational advantages and proximity to public transport nodes, as well as through building design.
- 6.31 Architectural diversity is encouraged to create a neighbourhood that is varied in character and which contributes towards the creation of a neighbourhood with a strong sense of place.
- 6.32 Developments along the New Bridge Street elevation will have to consider their relationship with the phones4U Manchester Arena and, where necessary, implement appropriate mitigation methods.
- 6.33 Access and Servicing for the Study Area should be appropriately planned to reduce any potential impact on residential amenity; it should take account of any transport implications that may arise from deliveries or servicing vehicles.
- 6.34 Designs will allow accessibility for all and create a safe and secure environment using the principles of “Secure by Design.”

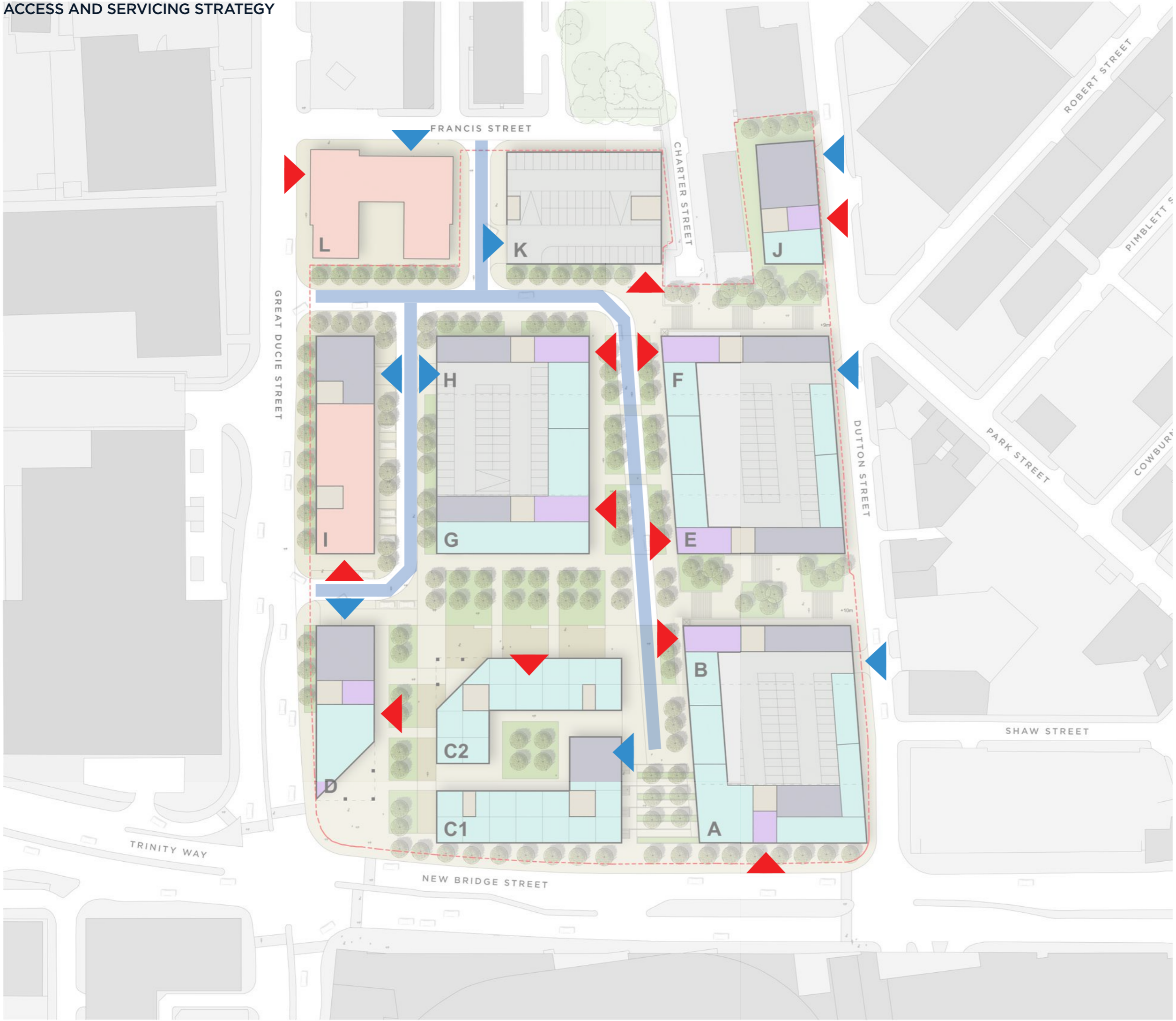
Urban Design Principles

- 6.35 New development should be informed by the development principles established in this framework and the Illustrative Masterplan, which demonstrates how the development principles could be delivered.
- 6.36 The development will be mixed use featuring a 50% split between commercial and residential. Residential provision within the Study Area will be predominantly apartment-led, given the City Centre Fringe location and expected target demographic. It is considered that a townhouse typology could also be incorporated at certain locations where this can sensibly respond to the form of surrounding development plots as well as the character and density of surrounding neighbourhoods.
- 6.37 Development should be designed to position the residential offer as a distinctive product that will be attractive to professionals, who seek high quality accommodation that is in close proximity to the cultural, leisure, retail and sporting offer of the City Centre offer and which comprises a mix of appropriate and well-managed uses that are suitable for a successful residential neighbourhood.
- 6.38 Protection of residential amenity will be a high priority and care should be taken to ensure that ground and lower floor uses are appropriate for a residential neighbourhood, avoiding the introduction of inappropriate late night uses.
- 6.39 The Leftbank apartments within Spinningfields, for example, provide a precedent of how high quality residential units can be developed within a mixed used area that features strong links to City and Regional Centre. These apartment blocks include ground floor units that encourage activity at the base of the building and promote activity in the wider area.
- 6.40 Commercial development will form an important part to the future of the Study Area. A number of commercial typologies should be considered to allow for a full range of uses on the site accommodating a range of businesses.
- 6.41 Workspace typologies that are considered appropriate for the Study Area include:
 - Bespoke office premises.
 - Flexible workspaces.
 - Workshops.
 - Business incubator units.
 - Live/Work units.
 - Standalone ground floor office units.

ACTIVE FRONTAGES



ACCESS AND SERVICING STRATEGY



-  PEDESTRIAN ENTRANCE
-  SERVICE ENTRANCE
-  PROPOSED SERVICE ROUTE

AERIAL VIEW LOOKING BACK TOWARDS CITY



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TOWER D FROM TRINITY WAY



6.42 In addition to office accommodation the following uses are considered appropriate for the Study Area in line with the aspiration for a mixed use neighbourhood:

- Small-scale retail units (A1 – Retail).
- Financial and professional services, including estate agents (A2 – Financial and Professional Services).
- Restaurants and cafés (A3 – Restaurants and Cafés).
- Hotel (C1 – Hotels).
- Health related facilities and crèches (D1 – Non Residential Institutions).
- Gyms and studios (D2 – Assembly and Leisure).

6.43 In line with attracting new independent and start-up businesses to the Strangeways area commercial accommodation should be designed to be as flexible as possible. Flexible workspace will allow for effective collaboration within and between companies; however, it also allows for a start-up culture to be established within the Study Area, which is crucial to encourage new businesses within the identified target sectors.

6.44 This is supported by a recent trend in Manchester for the creation of new (or refurbishment of existing) buildings that are capable of accommodating a range of businesses. Recent precedents include the Hive in the Northern Quarter and Granada House at St Johns, both of which are home to a mix of businesses.

6.45 St. George's, part of the Castlefield area of Manchester, also provides a useful precedent of successful integration of retail, restaurant and café, and commercial workspace within the lower floors of new-build residential apartment blocks. The developments here include Urban Splash's Timber Wharf and Boxworks – which both accommodate commercial space occupied by a mix of tenants, including Urban Splash; St. George's Island

– with Hodder and Partners Architects at the ground floor of Block 1; and, Moho Building – home to a restaurant, bar and small convenience store.

6.46 A key element to attracting the type of start-up and independent businesses within the target sectors is providing a sense of place through a mix of uses and building and public realm design that contributes towards the creation of an area with a different and independent feel.

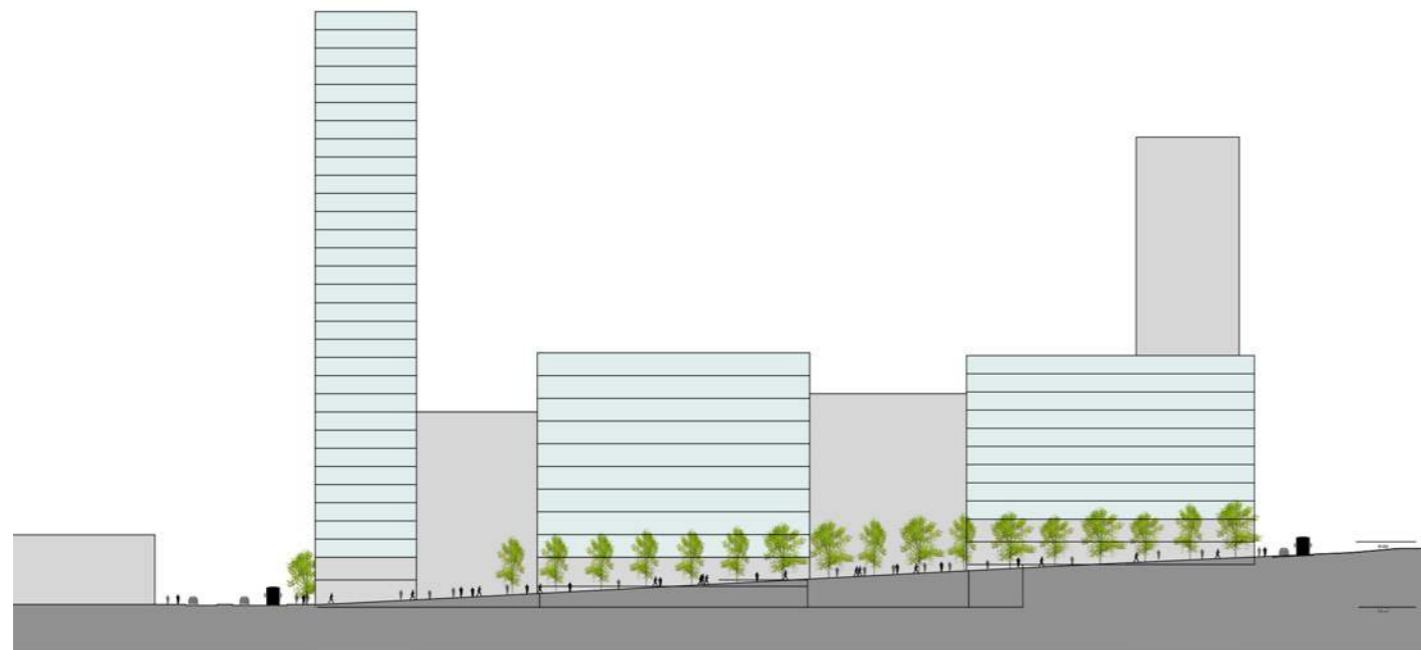
6.47 The scale of building form should respond to the surrounding areas both with regard to height and massing, with the change in levels across the site being an important consideration and providing an opportunity for an increase in storey height at the lower level.

6.48 The illustrative sections and elevations provide an indicative height for development plots across the Study Area, ranging upwards from ground plus eight storeys and working with the topography of the site.

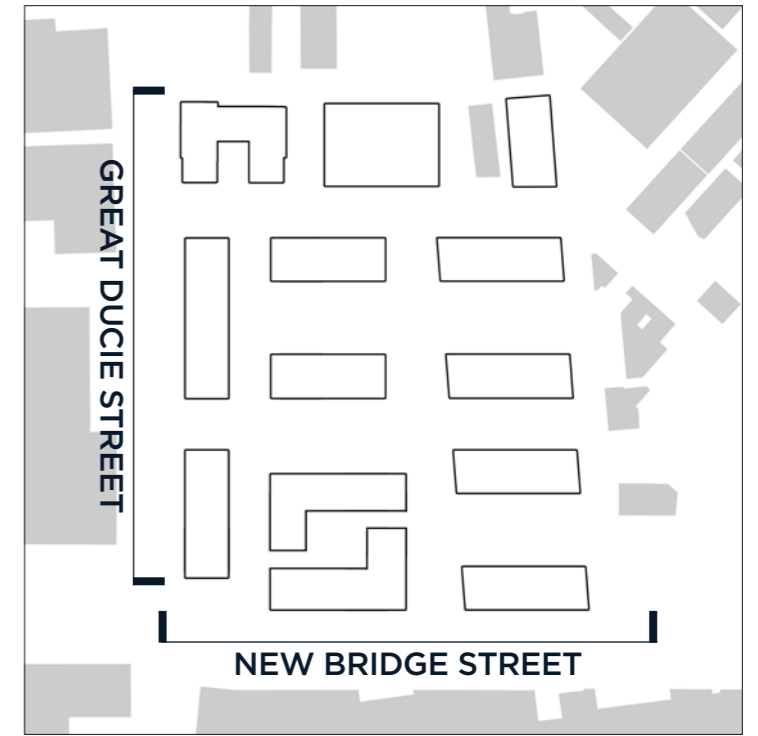
6.49 The Study Area is of sufficient size to accommodate wide spaces between the building plots, which provide scope for high quality place-making measures to be incorporated, and therefore provide an environment that is appropriate for buildings of this scale and density.

6.50 The Study Area has a number of locational advantages that make it an appropriate location for tall buildings. It is a gateway site located on key routes into Manchester City Centre and the presence of well-designed tall buildings could make a positive impact on the quality of the skyline that would help to visually merge the area with the City Centre. Taller buildings at either end of the site could also provide punctuation to the lower building levels and provide focal points for future regeneration.

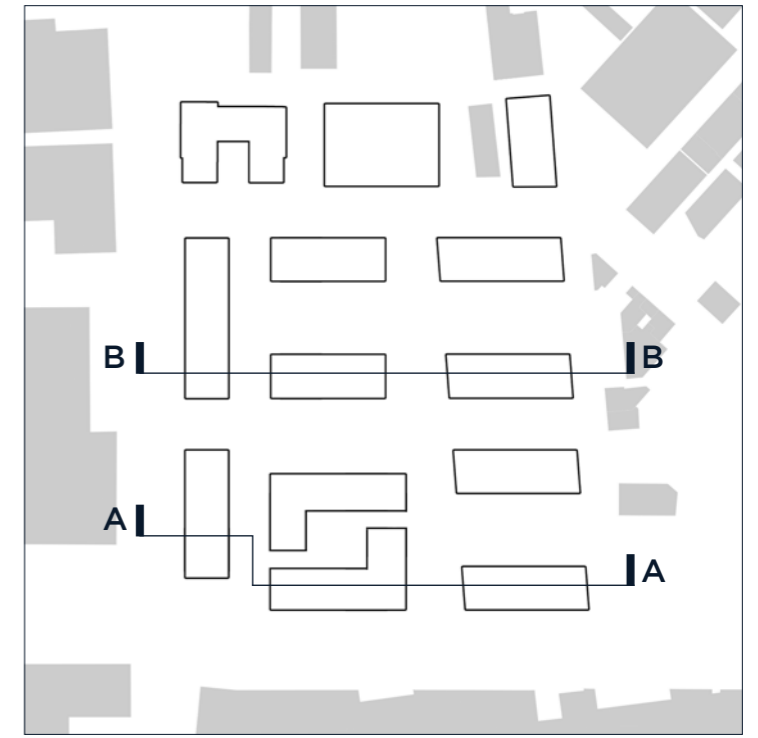
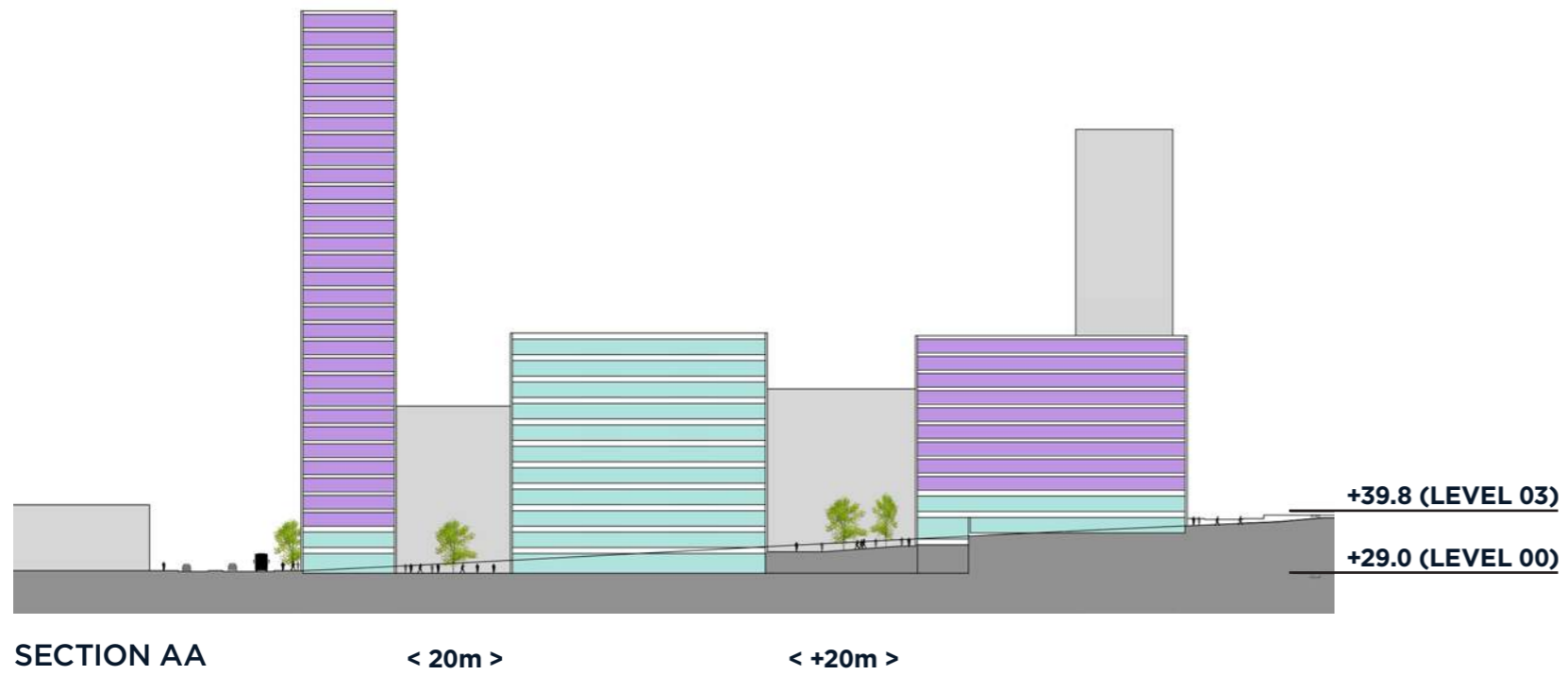
6.51 The prominent corner of New Bridge Street and Great Ducie Street is considered to be a gateway site that could accommodate a landmark tall building, which would respond positively to the height of the existing residential buildings on Mirabel Street.



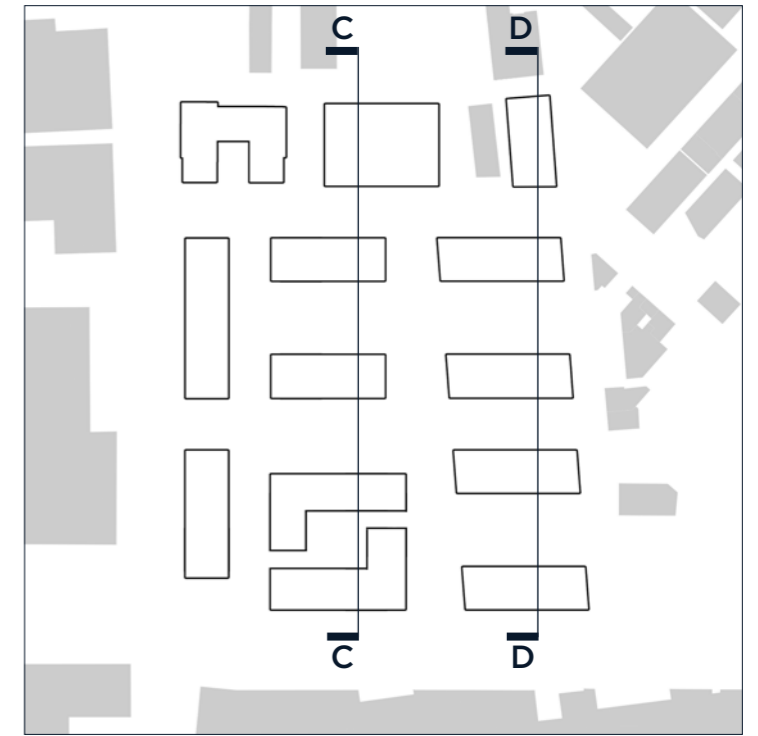
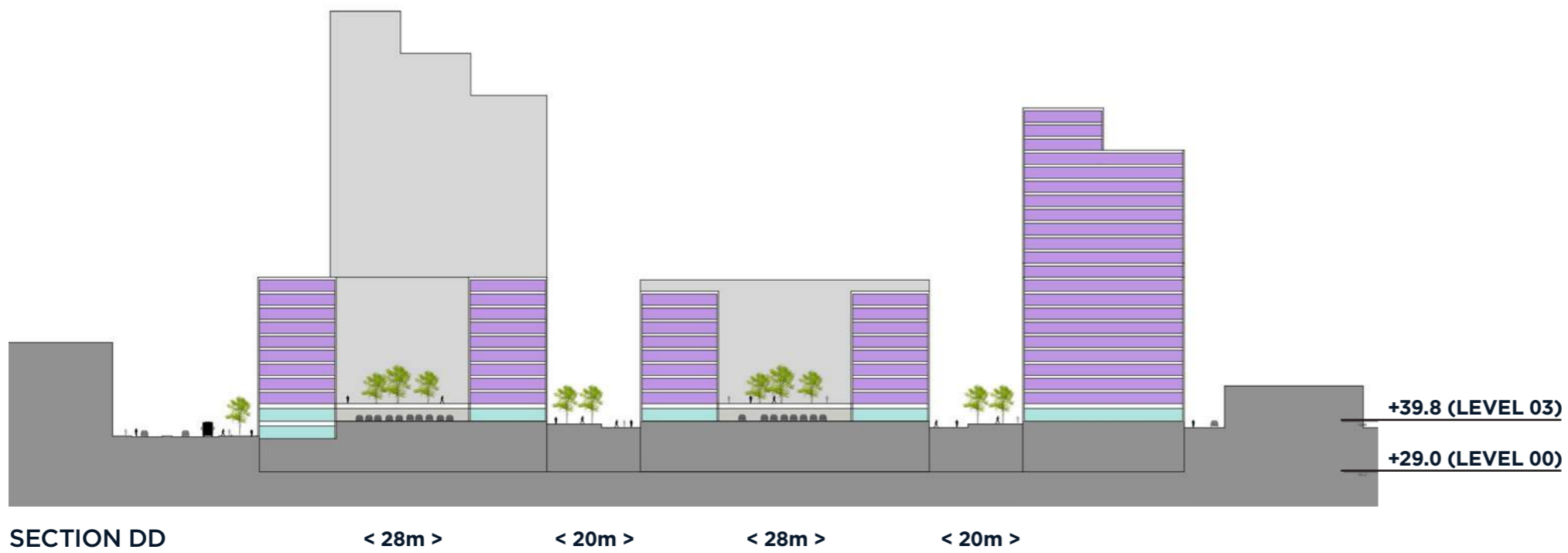
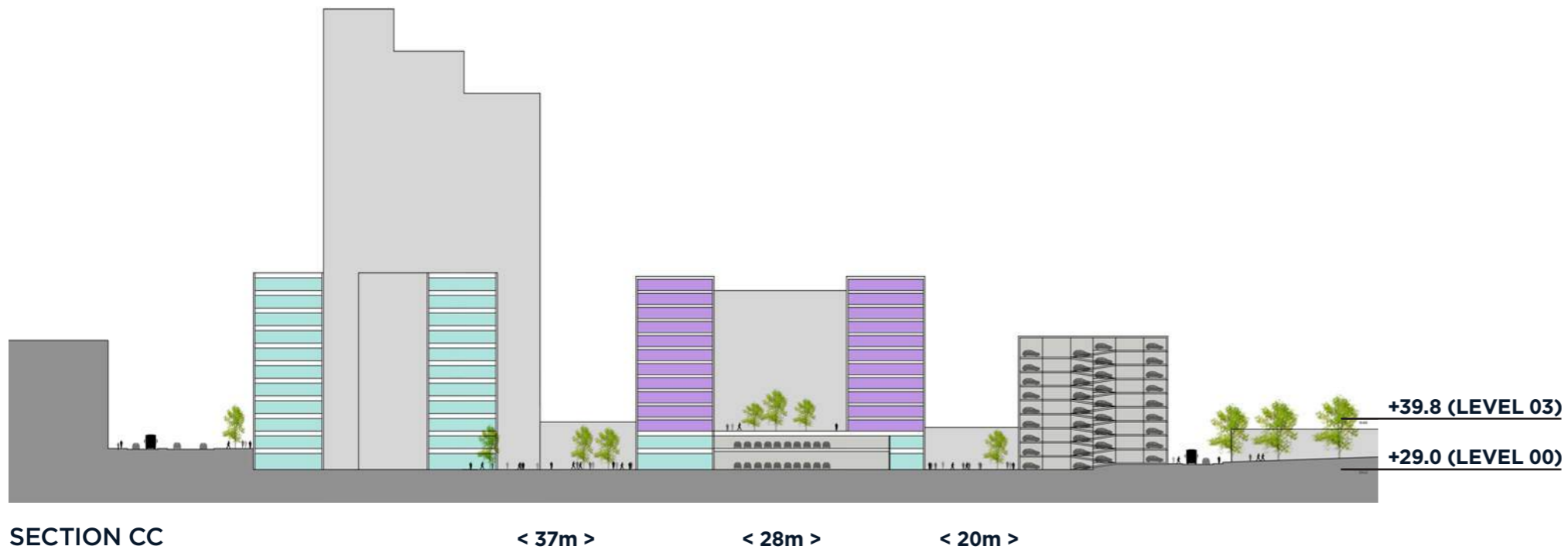
ELEVATION ALONG NEW BRIDGE STREET



ELEVATION ALONG GREAT DUCIE STREET



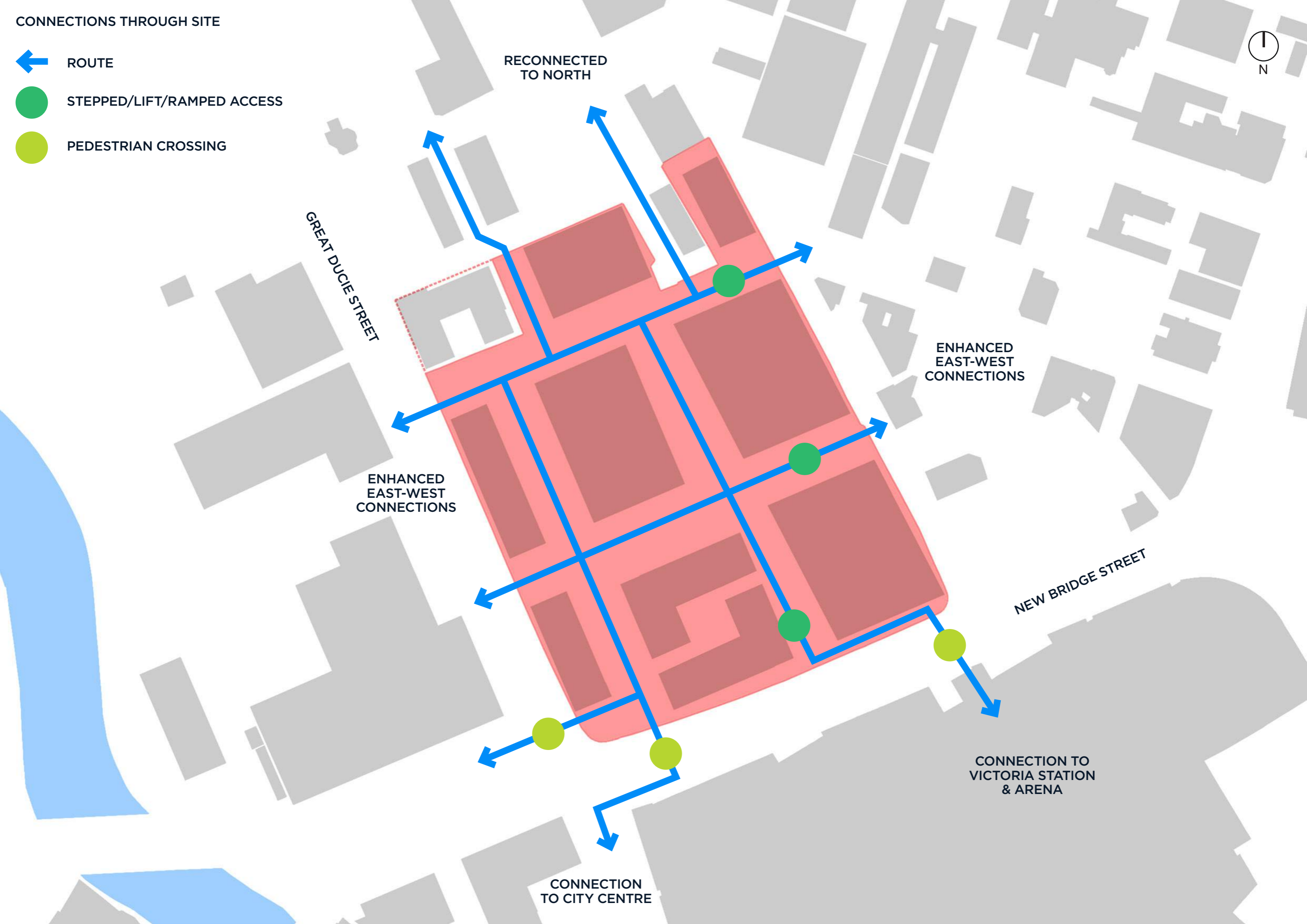
- Residential
- Office/Leisure/Retail
- Hotel
- Parking
- Circulation / Cores
- Back of House / Plant



- Residential
- Office/Leisure/Retail
- Hotel
- Parking
- Circulation / Cores
- Back of House / Plant

CONNECTIONS THROUGH SITE

-  ROUTE
-  STEPPED/LIFT/RAMPED ACCESS
-  PEDESTRIAN CROSSING



RECONNECTED TO NORTH

GREAT DUCIE STREET

ENHANCED EAST-WEST CONNECTIONS

ENHANCED EAST-WEST CONNECTIONS

NEW BRIDGE STREET

CONNECTION TO VICTORIA STATION & ARENA

CONNECTION TO CITY CENTRE

- 6.52 A number of key vistas reinforce this location as suitable for a taller building:
- Approaching from the City Centre along Victoria Street
 - Approaching along Trinity Way from the west
 - Approaching along Great Ducie Street from the north, marking a new gateway to the City Centre.
- 6.53 The junction of Dutton Street with Robert Street and Park Street could also accommodate a taller building, to mark the northern edge of the development and provide a focus for future regeneration of the underdeveloped areas of 'City Fringe' immediately to the east. An axial vista from the Park Inn Hotel on Cheetham Hill Road along Park Street forms a strong and direct visual connection from the Green Quarter to the site through the underdeveloped areas between the two.
- 6.54 Taller buildings could be accommodated only on the basis that proposals are able to robustly satisfy the firmly established criteria for assessing the merits of tall buildings within national and local planning policy guidance including English Heritage and CABE's Guidance on Tall Buildings. In assessing tall buildings, this means that particular emphasis will be placed on:
- Ensuring that microclimatic effects in terms of wind and sunlight / daylight, do not have an adverse effect on the safety, comfort or amenity of the area.
 - Proposals for tall buildings will need to be sustainable. In terms of energy use, the City Council's policy standards will be expected to be properly addressed and where possible surpassed.
 - Landmark buildings will need to be of the highest architectural quality and have a positive relationship to the City's skyline.
 - Understanding any effects on the historic environment through a visual impact analysis and assessment of verified key views.
 - They should contribute to the legibility of the area, and the provision of public space and high quality public realm.
 - The design needs to be credible and therefore demonstrably deliverable.
- 6.55 Where the ground floor is intended to contain commercial or retail uses, it should be level with the street where possible and incorporate appropriately proportioned transparent glazing to promote street life and provide visual interest for pedestrians.
- 6.56 One of the key constraints within the Study Area is the significant topographical change in levels across the site. Any proposed design approach should have consideration for how the scheme will allow ease of access across the site and in particular that access is achievable by all including those with disabilities.
- 6.57 Re-establishing connections through the Study Area into the wider area will be important. The Illustrative Masterplan seeks to integrate stronger north-south connections within the Study Area to facilitate movement between the Strangeways Employment Area to the North and the City Centre to the south. Additionally, opening up east to west movements will increase footfall into the wider area and ensure that the Study Area can interact fully with its surroundings. The development should be designed so that movements are clearly legible and accessible by all providing an efficient network across the Study Area linking into the wider area.
- 6.58 An appropriate landscaping scheme that creates a positive and welcoming character should be included as part of any development. This should be linked to a legible public realm strategy to create spaces that can be used by residents and visitors to the area. This approach will pay dividends in creating an environment attractive to both residential and commercial occupiers.
- 6.59 Mitigate the poor quality pedestrian environment currently created by the proximity of the Study Area to both Great Ducie Street and New Bridge Street through planting and other environmental improvements.
- 6.60 The New Bridge Street and Great Ducie Street frontages are considered to be key gateways into the Study Area, given their position within the street hierarchy and their importance in accessing the City Centre. A range of uses will be considered appropriate for both streets, including A1 (retail),

A2 (Financial and Professional Services) A3 (restaurant and café), D1 (assembly and leisure), D2 (non-residential institution) and B1 (office).

6.61 Improvement of the townscape and pedestrian environment of the Great Ducie Street and New Bridge Street frontages commensurate with its role as a gateway into the Study Area and on a key route into the City Centre, with a focus on:

- Introducing high quality frontages with attractive uses to encourage full integration of the Study Area with the City Centre and to draw people in.
- Ensuring that the design of new development contributes towards the creation of a gateway into the Study Area and the City Centre.
- Encouraging non-residential uses at the lower floors to create a noise barrier for the rest of the Study Area behind.

6.62 These links should extend to the City Centre via the existing public highway system. Improvements to the key junction with Trinity Way (New Bridge Street) and Great Ducie Street are advocated and these should form a new focal point for encouraging movements both from the City Centre to the Study Area and vice versa. Strong connections are crucial for creating a neighbourhood which is attractive to occupants.

6.63 New development should create an environment where the amenity of residents and the environment within the site with regard to privacy, microclimate, noise, refuse management, safety and vehicular movement for example are maximised.

6.64 Storage for refuse should be enclosed and contained within the perimeter blocks avoiding any impact on key elevations and the street frontage.

6.65 Development should have regard to the accessibility needs for all users including those with disabilities. Where necessary the design should specifically cater for these groups of people to ensure ease of access.

USES - LEVEL 01



- Residential
- Office/Leisure/Retail
- Hotel
- Parking
- Circulation / Cores
- Back of House / Plant



USES - LEVEL O3

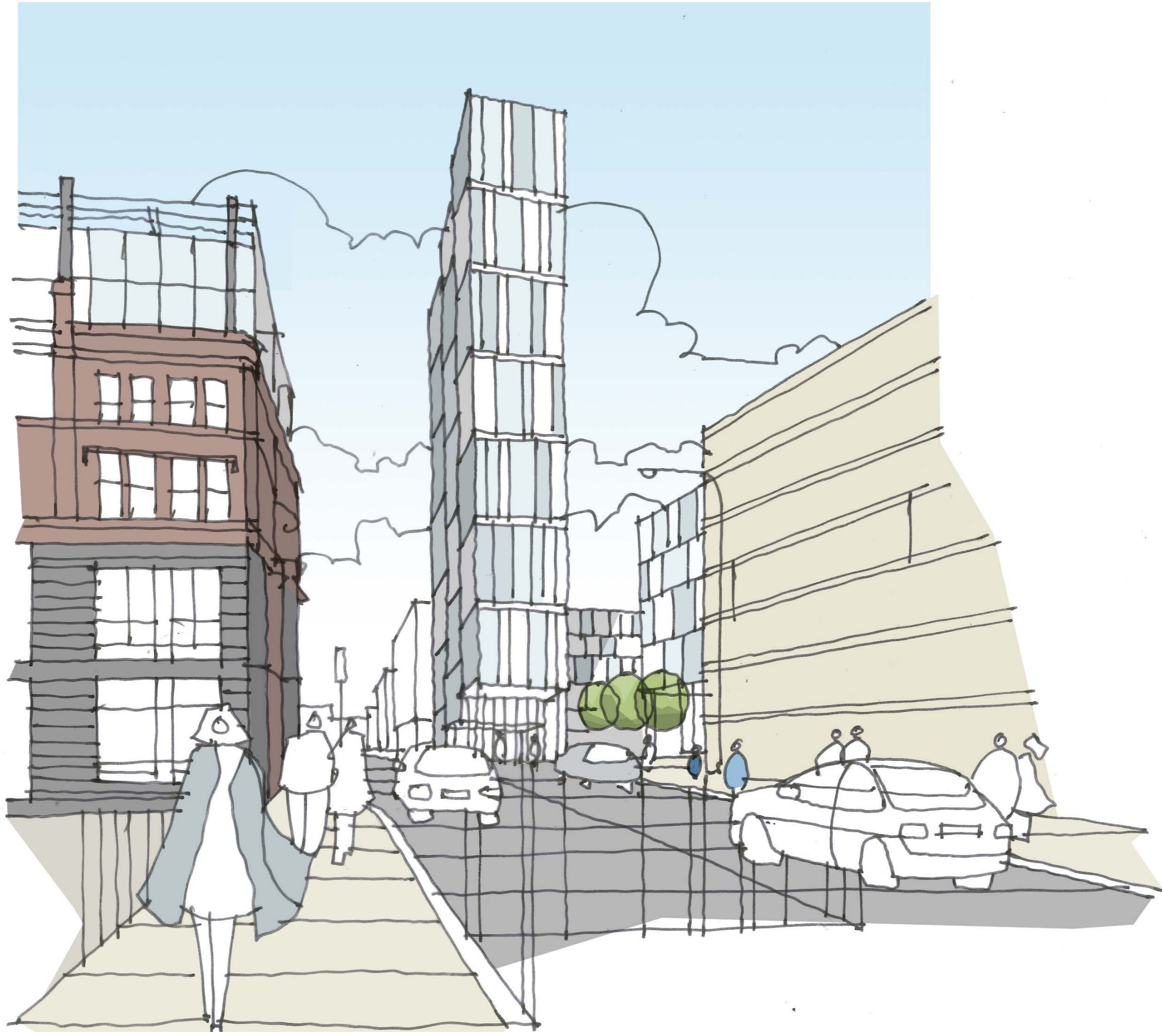


- Residential
- Office/Leisure/Retail
- Hotel
- Parking
- Circulation / Cores
- Back of House / Plant





TOWER D FROM VICTORIA STREET



7 Delivery and Phasing

Introduction

- 7.1 In the preceding sections of this document, a vision has been identified for the Study Area which is focused on a truly mixed use development. That mix of uses should support the Study Area's overall potential and result in a vibrant and sustainable Northern Fringe development which is accessible, functionally and physically connected to the Strangeways 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.
- 7.2 The 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 locality to generate significant levels of added value employment growth particularly within the fashion and textiles industry (an employment growth sector) in the period to 2020 and beyond. Manchester is at the heart of the conurbation and drives economic growth for the region. It requires adequate residential accommodation and commercial provision to drive growth further and the Study Area represents a key strategic site that can contribute towards meeting both elements.
- 7.3 In order for the Study Area to fulfil its potential and maximise its beneficial economic outputs, it is essential that a delivery strategy is provided which recognises the Area's strengths and key attributes as identified in this document.
- 7.4 Given that macro-economic conditions continue to have an impact on the rate of demand for commercial floorspace and residential accommodation in the City, it is necessary to adopt a realistic view of timescales (i.e. a 8 - 10 year programme) for the delivery of a mixed use scheme, and establish a flexible framework that can be delivered in phases and is therefore

capable of responding to market requirements, especially for employment space, over time.

- 7.5 The delivery strategy recognises that providing a wider mix of uses to support the creation of a distinctive and vibrant neighbourhood and mutually reinforce the overall attractiveness of the Study Area to future occupiers is essential. This will include an even split between residential and commercial elements that align with the primary objective of delivering good quality, value-added, sustainable development.
- 7.6 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 over time as the wider context, property market and economic conditions alter.

Offices and Workspace

- 7.7 The Study Area is considered suitable for accommodating workspace that could potentially cater for those with connections to the surrounding Strangeways area and existing business base, including within the fashion and textile industry, as well as a range of business occupiers that would support these types of uses or other target growth sectors. A unique combination of locational characteristics mean that the site can re-invent itself in a manner that will result in a distinctive, forward thinking, and sustainable mixed use development.
- 7.8 It is not possible to predict the precise levels of demand for office and commercial accommodation, even in the short term, due to a wide range of influencing factors – the local and national economy, competing schemes, complementary schemes / investments coming to fruition etc. However, it is clear that the Study Area is exceptionally well positioned to capture the opportunities that the wider surrounding area, the City Centre and regional economy create.
- 7.9 As identified elsewhere within this SRF, Manchester continues to create a range of economic opportunities that will attract and retain the most talented people. However, it is also clear 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, St Peter's Square, NOMA, Greengate and Salford Central.

- 7.10 In accordance with the Core Development Principles outlined in Section 6, the site is considered to have the potential to attract businesses indigenous to the locality, with start-ups and smaller businesses within the fashion and textile industry looking to capitalise on the cheaper rental costs in Strangeways compared to the City Centre. Alternatively, it could also be attractive to a range of occupiers seeking higher occupational densities over larger floorplates. In delivering the Masterplan, workspaces should be designed to meet the needs of potential occupiers, as well as ancillary supporting functions, which may include space for collaboration and creative working. The key for the Study Area 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 these sectors.
- 7.11 With this range of opportunities, and the likely timescales involved, the strategy for the Study Area 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 and rental levels that will allow it to compete.
- 7.12 In addition, the range of supporting uses and quality of public space is going to be a critical factor in the ability to attract occupiers and ensure the successful delivery of the scheme.
- 7.13 As such, it is essential that this SRF considers the role that including other appropriate uses might play in terms of facilitating a commercially-led development of the Study Area and creating a vibrant new City Centre development.

Residential

- 7.14 Analysis in the preceding sections of this framework suggests that there is further scope in the development pipeline for an increase in residential

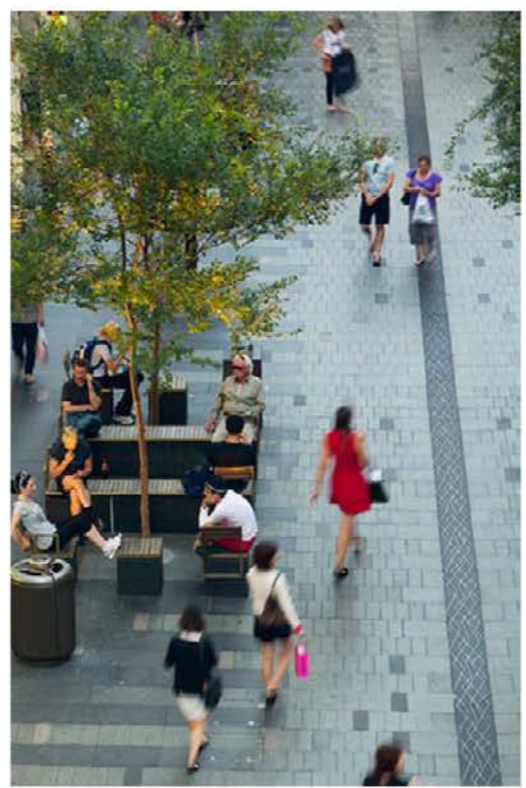
development activity moving towards housing supply targets in support of the City's economic growth trajectory.

- 7.15 It is clear that there is significant development interest and activity in the residential development sector, with a significant number of new schemes at the pre-planning stage, and due to be submitted as applications for Planning Permission in the short term.
- 7.16 The Study Area is located within the Northern Fringe, a strategically important area for delivering the housing growth that Manchester needs, as identified within the adopted Core Strategy and supporting development frameworks. For example, a planning application for the residential development of a site within the NOMA Masterplan was submitted in December 2014 and phase one of the Manchester Life programme is scheduled to be submitted during Spring 2015.
- 7.17 It is crucial therefore that this site contributes a degree of residential accommodation to help Manchester meet its requirement for growth. The site's excellent credentials have been set out within the Framework with the key benefit being its proximity to Manchester City Centre.
- 7.18 The residential offering will need to be high quality, adding to sense of place and vitality. In this regard, it will be essential for any planning application coming forward within the Study Area that includes residential use to demonstrate the contribution made to those wider objectives, for example through cross-funding and delivery of public realm or necessary infrastructure improvements that will support the delivery of employment uses.
- 7.19 The largest population increases in Manchester are being witnessed in the young professional age bands, i.e. those at University-leaving age and immediately above. Across Greater Manchester, the largest age band growth identified in the 2011 Census was in the 20-24 age band, which increased by 41,400 (25%). The 25-29 age band also witnessed a significant increase of just less than 30,000. This sector of the population creates demand for new lifestyle choices that offer access to City Centre

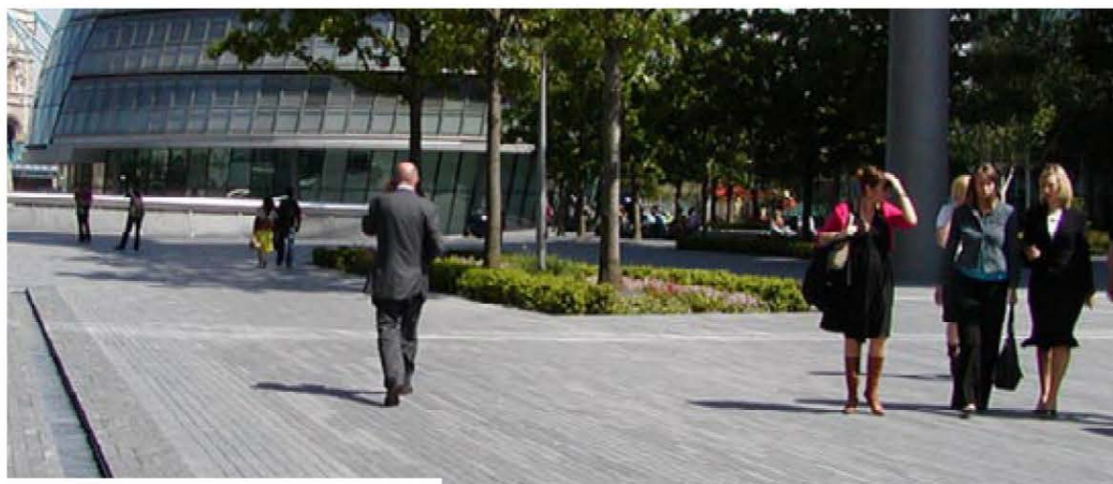
BUILDING PRECEDENTS



PUBLIC REALM PRECEDENTS



PUBLIC REALM PRECEDENTS



employment and amenities, transport networks in well-managed accommodation built for that purpose.

- 7.20 Given the location of the Study Area and the type of employment uses being proposed, it is considered that the most appropriate residential typology is therefore predominantly apartment-led, with some scope for inclusion of townhouses.
- 7.21 These typologies – townhouses and residential apartment blocks – are common in many of the new developments within the City Centre and are prevalent across the City Centre in general demonstrating their popularity.
- 7.22 This approach is consistent with the adopted Core Strategy and the Draft Residential Growth Prospectus.

Supporting Uses

Hotel

- 7.23 The framework demonstrates that there is a market for further hotel development in Manchester. The Study Area locality includes a Travelodge directly adjacent to the land for redevelopment.
- 7.24 Evidence has demonstrated that local corporate demand is high and that there are periods of frustrated demand as a result of large events taking place in the City.
- 7.25 The Study Area is of sufficient scale to accommodate the introduction of an additional hotel; however, only on the basis that the operational and other design characteristics support the wider development objectives for the site.
- 7.26 An additional hotel would add to the range of uses and activity on the Study Area 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 and Leisure

- 7.27 In order to create a truly mixed use development there is a requirement to include appropriate ancillary retail and leisure uses within the Study Area, which can be accommodated within the ground floor units to the proposed commercial and residential blocks to help create active frontages
- 7.28 These uses will come forward as the residential blocks are developed, to ensure that there are occupiers and demand for the services.

Management

- 7.29 An important element to the future success of the former Boddington's Brewery Site is to promote an active management of the estate. The aim should be to create a sense of place and provide a community for occupiers from various creative sectors to cluster and collaborate.
- 7.30 The management of the estate will be essential and a 'hands on' approach needs to be adopted for the concept to work. The developer will need to provide and manage thoughtful ancillary breakout / collaboration space although this could be run in partnership with a leisure occupier based on the site.
- 7.31 In addition, attention needs to be paid to the management of the ancillary commercial offering including attracting the right mix of leisure occupiers to complement the workspace occupiers. The mix of operators for leisure units needs to be carefully crafted to embrace high quality independent leisure operators that will appeal to the target audience for the commercial workspaces.
- 7.32 Similarly, the management of the estate should include a proactive approach to public realm which needs to be maintained to a high standard and will help create a safe and secure place where people will be comfortable to live, work and play.

Phasing

- 7.33 The size and topography of the Study Area necessitates that it will need to be delivered in a series of “manageable” phases that can be sequenced in response to market conditions. Delivery of the regeneration is likely to be phased over the next 10 years, guided by the principles established within this document.
- 7.34 The Phasing Plans that accompany this SRF demonstrate how the Core Development Principles could be delivered in a series of phases. However, the indicative Masterplan may change over time as thinking develops, opportunities come forward and detailed design work is progressed.
- 7.35 The initial phases of development should be designed to facilitate and act as a further catalyst to the development of both future phases and also potentially the wider Strangeways area.
- 7.36 It is likely that the early phases of development will include residential blocks, together with some workspace and ancillary retail and leisure uses, to enable the cross-funding and delivery of some of the key place-making measures including public realm and pedestrian linkages.
- 7.37 Given the constraint of the Study Area's topography, it is considered that blocks to the north eastern area, which will partially sit on the higher part of the site, would come forward as an initial phase. This would also enable the delivery of new connections between the upper and lower sites through the installation of lifts and steps.
- 7.38 The development of the Multi-Storey Car Park will also form an early phase, in order to ensure that an appropriate level of car parking to meet demand from residential occupiers can be provided.
- 7.39 As these initial phases are delivered, new public realm and infrastructure will be created and the occupation of parts of the site can help to act as a catalyst for further demand and activity. This could include further residential development, such as the proposed landmark building to the

south west of the Study Area, and the proposed new hotel.

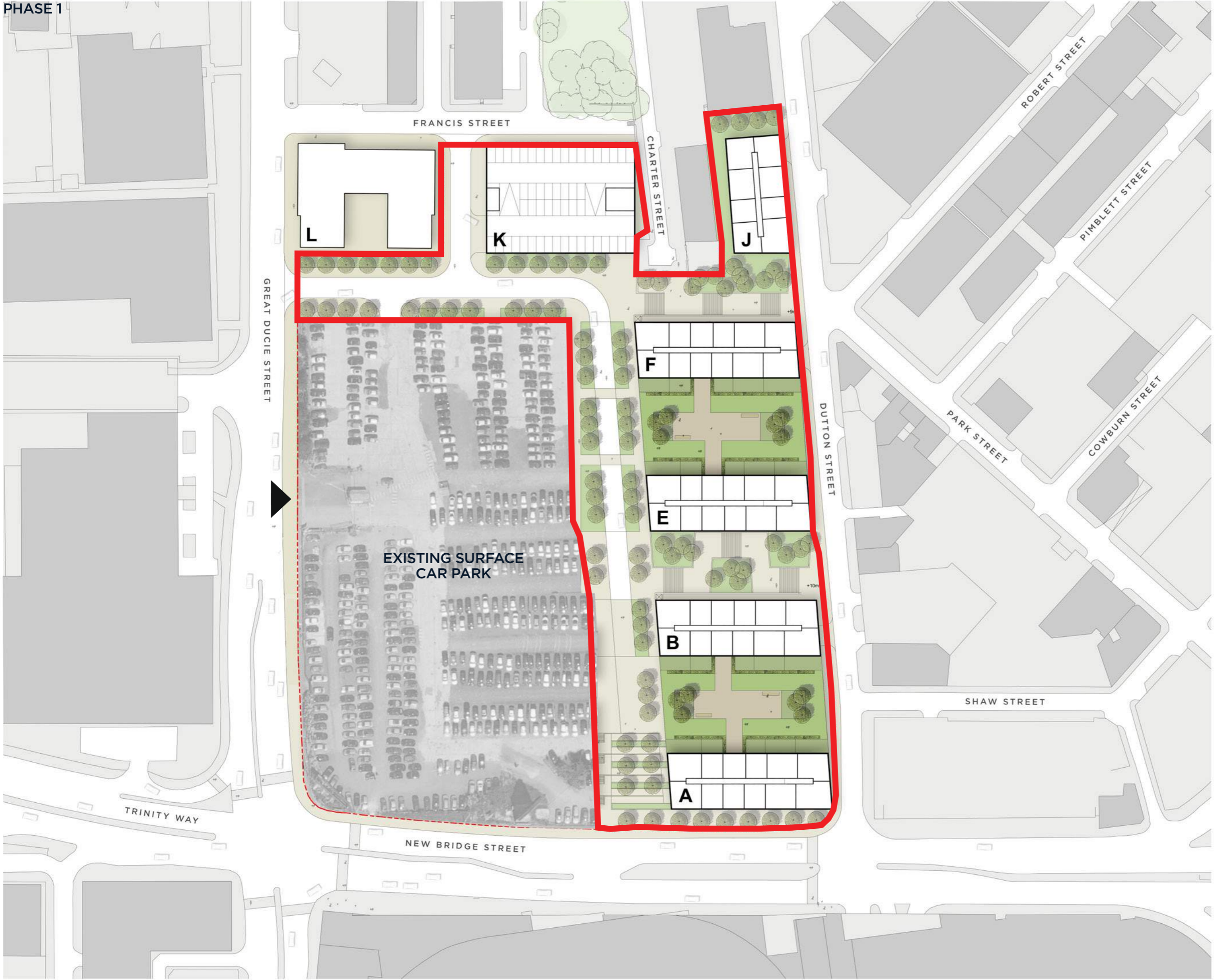
- 7.40 It is anticipated that key infrastructure and public realm interventions can also be phased. This will ensure that the development cash flow does not have to bear significant upfront costs before development proceeds are returned. This is essential in today's challenging financial climate to ensure viability.
- 7.41 Standalone commercial premises are likely to form a later phase of development, which will be dependent upon demand. These are shown on the illustrative Masterplan as two buildings, which could be more easily phased than a single office building; however, this does not preclude an alternative form of development should demand arise.

Interim Temporary Uses

- 7.42 The Study Area is in temporary use as a surface car park, with the Planning Permission currently in place until March 2016. It is proposed to retain an element of temporary surface car parking within the Study Area throughout construction of initial and interim phases.
- 7.43 However, as development is brought forward, it is considered that there is an opportunity to enhance the environmental appearance of the temporary car parking use within the Study Area through interim site treatments. This will be critical to ensuring that this temporary use does not sterilise the longer-term comprehensive regeneration
- 7.44 The strategy adopted at First Street provides a clear point of reference in this regard.
- 7.45 Clearly, there will be a cost associated with the design and implementation of a package of interim works to generate an acceptable appearance, which could be cross-funded by receipts from the temporary car park.
- 7.46 With this car parking temporary solution, we would expect to see a wider strategy for the interim treatment of the Study Area which would include an improved car park provision, 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.

Proximity to the City Centre and the 4phonesU Manchester Arena provides the opportunity to accommodate markets and other temporary pop-up events provided that they are complementary to the residential uses coming forward.



EXISTING SURFACE
CAR PARK

L

K

J

F

E

B

A

FRANCIS STREET

CHARTER STREET

DUTTON STREET

ROBERT STREET

PIMBLETT STREET

PARK STREET

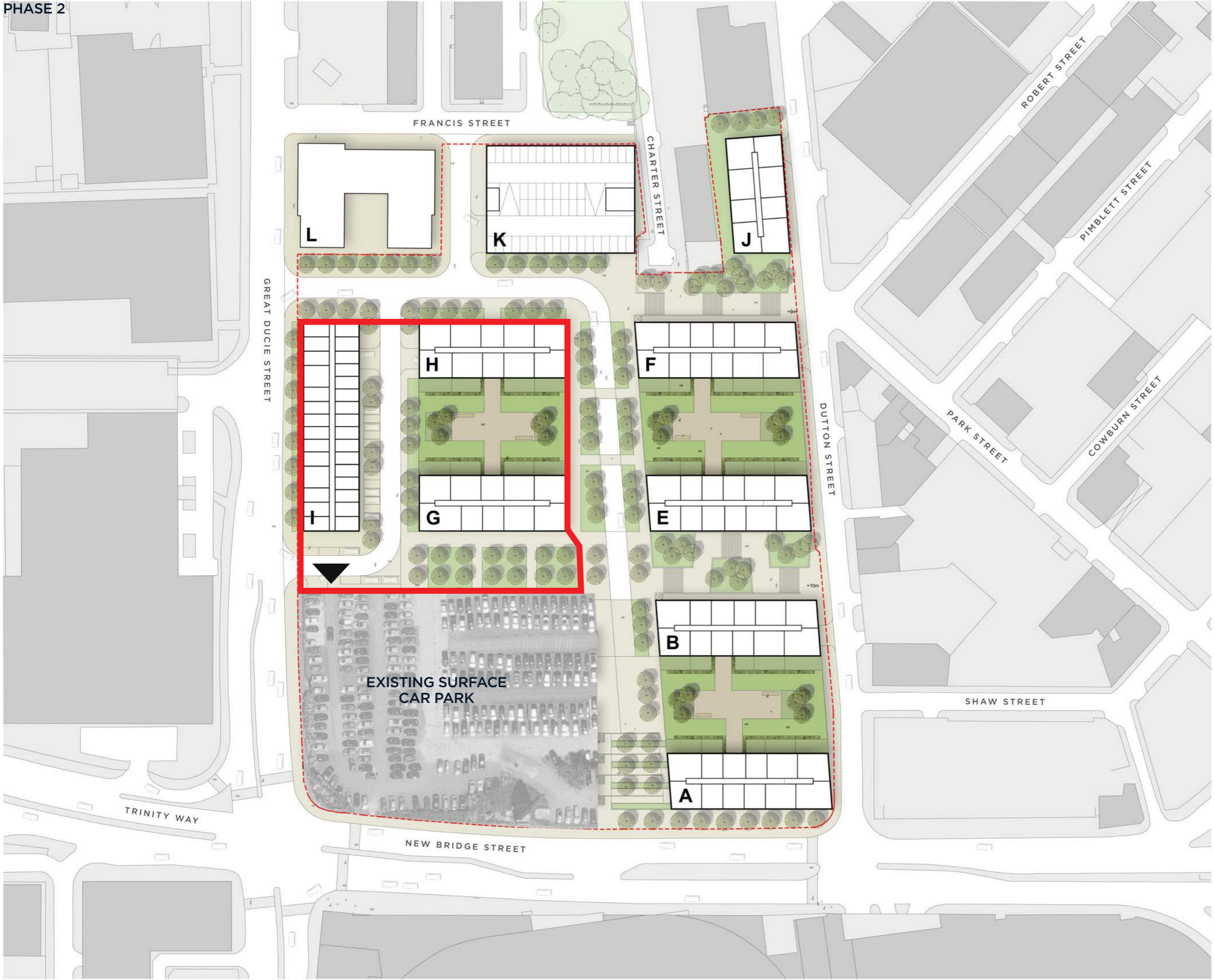
COWBURN STREET

SHAW STREET

NEW BRIDGE STREET

GREAT DUCIE STREET

TRINITY WAY





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