

New Cross

Neighbourhood Development Framework

Volume 1: Main Report, July 2015

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Executive Summary

Introduction – A Strategic Opportunity

This Neighbourhood Development Framework (NDF) has been prepared to guide the future development of New Cross in order to ensure a quality of new development and supporting public realm, highways and other community infrastructure that will result in a safe, accessible, vibrant, distinctive and sustainable residential led neighbourhood where people want to live. The need for this NDF is emphasised by New Cross's proximity to the Northern Quarter and the wider City Centre's employment, leisure, cultural attractions and transport connections. Combined with improving economic conditions, this has resulted in significantly increasing levels of development interest in certain parts of the Study Area.

New Cross is strategically located at the north eastern edge of Manchester City Centre, just beyond the inner ring road. A location plan is provided in section 4 of this document. This area has increasingly become a focus for development activity and residential growth in recent years. To the south, east and west of New Cross are key regeneration priorities that include NOMA and the Ancoats and New Islington neighbourhoods. These are areas that have been subject to significant levels of public and private sector investment, and are acting as a positive catalyst for wider transformation throughout the north eastern fringes of the City Centre, as a key location for residential-led mixed-use development around the boundary of this northern part of the city centre.

There is a pressing need for new homes in the City Centre – the Core Strategy identifies that an additional 60,000 new homes will be required over the Plan Period to 2027. Equally, there is a need to establish neighbourhoods of choice that will support the future economic growth of the City. Through adoption of appropriate development and urban design principles, New Cross has the potential to become a key contributor to the City's quality of life offer. This is an offer that can become a key differentiator in relation to both retaining existing talent as well as attracting the new talent that is required to fuel the City's next wave of economic growth and enhance productivity levels.

These points are reflected within established planning policy objectives, which identify the opportunity to deliver significant levels of new homes within emerging districts around the edges of the city centre as a means of meeting demand arising from a growing population as well as providing a high quality product.

Economic and Market Context

Manchester is a national engine of economic growth and remains critical to the City Region economy – it is the best placed city outside of London to increase its long term growth rate and in order to do so it needs to continue to strengthen and expand its key economic growth sectors and to attract and retain the talent required to meet increased levels of skills demand.

The national economy has now 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 (a much higher rate of growth than elsewhere in the UK) and contribute £67 billion to GVA, with key growth sectors including ICT, professional services, scientific and technical activities, accommodation and food, arts employment, creative and digital industries and real estate activities.

Aligned to this, the current and projected economic statistics demonstrate that there will be continued strong population and household growth in Manchester, which 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 at 65% compared to 58-60% nationally. By 2024, Manchester's population is expected to increase by 39,000 (from the current 514,400).

In light of these factors, whilst there has been an increase in the number of residential completions and market improvement has led to a strengthening of the supply pipeline, it is clear that there remains scope for an increase in residential development activity moving towards housing supply targets in support of the City's economic growth trajectory.

Market intelligence indicates that the City Centre will continue to expand, including 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 and a desire to live close to the lifestyle offer of the City Centre and surrounding amenity. New housing, which may come forward as part of a mix of uses, will be required to meet the specific needs of this growing population and changing demographics and is expected to result in a requirement for both owner-occupied and rented accommodation, primarily comprising apartment schemes.

Study Area Character Zones

Unlike many of the surrounding areas, New Cross has not been the subject of any detailed masterplanning or regeneration intervention and as such there is a clear need to develop a comprehensive strategy to guide its future development.

New Cross as a whole is an area of different characteristics and potentially different paces of opportunity. This framework and the accompanying masterplanning work has therefore been prepared on the basis of three distinct but interconnected zones (identified in this document as Zones A, B and C), with a particular focus at this stage on Zone A. Zone A lies adjacent to the regeneration priority areas of Northern Quarter, NOMA and Ancoats. Proximity to these neighbourhoods and the City Centre means, unsurprisingly, that this area is likely to become an immediate focus of development activity in the short term.

Historically, New Cross derived its name from an area of public space at the centre of four important thoroughfares (Oldham Road, Oldham Street, Great Ancoats Street and Swan Street), which served as a key location for traders and as a hub for social and community activity.

At the beginning of the 19th Century, New Cross largely comprised open ground; however, the area developed throughout the 19th and early 20th century as a distinctive, tightly grained, mixed-use district, with a grid street pattern that has been preserved within portions of the Study Area and serves as one of its key character assets. The north and west parts of the Study Area (Zones B and C) saw larger land uses, including the Oldham Road rail station and gas works, which broke down the traditional urban grain of the City Centre and is reflected in the character and function of the wider area today.

Inclusion of Zones B and C fully connects the Study Area to adjoining neighbourhoods as part of the north eastern City Centre fringe, as well as key regeneration priorities that include Collyhurst and Lower Irk Valley, helping to connect the City Centre and communities of North and East Manchester. Today, Zones B and C continue to be dominated by large, single land uses including Royal Mail and Wing Yip, which make important contributions to local employment. Predominantly commercial in nature, Zone B also accommodates temporary surface car parking and pockets of smaller-scale residential use. Zone C comprises a number of large future development sites, in various stages of clearance, with a range of smaller-scale industrial and commercial uses scattered across the area.

As the boundary of the City Centre naturally extends outwards, due to current and emerging development around the edges of the City Centre, there is increasing pressure on Zone A. It is seen as the natural extension of the Northern Quarter and Ancoats. It has a large number of vacant and underutilised sites and a complicated and fragmented ownership pattern, with ownership primarily being held within the private sector. This area is therefore a priority for establishing a series of development and urban design principles, based on a comprehensive masterplanning review of the area. This is to ensure that its potential as a neighbourhood of choice can be met and to provide a robust development control framework for assessing future planning applications.

Zones B and C are more peripheral areas in relation to the City Centre; however, they will have an essential role to play in connecting New Cross, Ancoats and the City Centre to regeneration priority areas including Collyhurst and Lower Irk Valley. The framework therefore establishes a number of strategic and co-ordinating principles for Zones B and C.

Core Development and Urban Design Principles

Land Uses

Given its location and target demographic, Zone A will accommodate a mix of residential accommodation in a high quality well managed environment. New development will be principally apartment led; however, there will be an

opportunity to integrate townhouses. This provides scope for dwellings with 3 or more bedrooms that are suitable for families and thereby contribute towards adopted planning policy requirements.

Whilst regeneration will be residential-led, opportunities for a mix of uses should be sought that combine to create a distinctive sense of place and neighbourhood, ensuring life and vitality on weekends.

Commercial uses including office / workspace and retail uses will be particularly encouraged along the key frontage of Swan Street, where a range of carefully managed active social and night-time ground floor uses, including retail, restaurants and cafés and bars, have the potential to maximise the locational advantages of being in the City Centre and adjacent to the Northern Quarter. Along the Oldham Road and Rochdale Road frontages and around areas of public space, there is also an opportunity to incorporate commercial and retail uses at lower floors. Community facilities would be considered appropriate uses along Swan Street and Oldham Road, which are interface locations with existing residential communities.

Addressing the Inner Ring Road

A key issue to consider in relation to Zone A is the severance effect and other environmental constraints created by the presence of the Inner Ring Road (IRR), which runs to the south of Zone A along Swan Street and also through the heart of Zone A along Addington Street.

The team has reviewed work previously commissioned by the Homes and Communities Agency, with two of those options (Options 1 and 5) undergoing further interrogation as part of this study. Two potential masterplan options have been prepared to allow a review of the relative merits of each.

Whilst the study has identified that Option 5, which would involve re-alignment of the IRR, would have benefits, the cost, difficulty and disruption to the highway network that would be involved including effects in capacity would be considerable. As such, it has been concluded that at this point in time, the masterplanning benefits in relation to this Study Area in isolation are not sufficient to outweigh the costs.

As demonstrated within this piece of work, there remains potential to deliver a successful masterplan, aligned to the central objective of creating an attractive and successful neighbourhood, under the status quo option. This would be secured through the incorporation of a range of carefully planned mitigation measures to address the issues arising from the proximity of the IRR. In addition, the junction at Rochdale Road and Addington Street could be restricted to southbound traffic turning into Zone A, creating a less constrained and more efficient development site, as well as effectively diverting a portion of traffic flows away from the eastbound section of the IRR onto Thompson Street or outwards to towards the Intermediate Ring Road. This could also produce advantages for bus passengers on Rochdale Road bus services if the inbound section of Rochdale Road south of Thompson Street was bus only/bus priority.

Creating a Sense of Place

Despite the prevalence of surface car parks and other underutilised sites, which do not contribute positively towards the local townscape, Zone A has a number of key character features that should be retained for the contribution that they make to the area's sense of place and local distinctiveness. These include both designated and non-designated heritage assets as well as the area's urban grain.

Whilst the urban grain and historic grid of Zone A has been eroded, it is still very evident and distinctive. Re-instating and re-asserting that grid will relate well to the clearly evident grid pattern of adjoining character areas. This will create a sense of place and strong connections to adjoining districts. It will result in a sense of continuity across the City Centre's north eastern fringe.

Creating a sense of place within Zones B and C will to some extent be more challenging due to the absence of character features within those areas. Where such assets do exist, for example the railway viaducts to the west and the Listed pub on Rochdale Road, those assets should be celebrated. There will need to be a strong emphasis on good design and place making within Zones B and C in order to create that sense of place needed to establish successful and sustainable neighbourhoods.

Street Hierarchy

There is a convoluted network of vehicular routes through Zone A, making it confusing to navigate, and excessively controlled in terms of one-way systems and 'no entry' signs, which have been introduced to avoid rat running. In short, there is no street hierarchy. The overall effect is an environment that is not legible or conducive to ease of pedestrian movement.

An essential component of this framework is to establish a clear hierarchy of routes through Zone A, which respond to the key pedestrian desire lines and opportunities to create connections. This should be facilitated through the adoption of a series of layouts and treatments based on best practice Manual for Streets' principles. The street hierarchy will incorporate four street types incorporating vehicle priority routes, shared surface solutions, street parking and pedestrian only environments.

Through establishing such a clear street hierarchy, as a development requirement, there is an opportunity to significantly enhance connections through Zone A, as well as between the area and adjoining neighbourhoods.

Public Realm and Amenity

The Study Area provides no existing public amenity space and the quality of the urban realm is poor. It is essential that Zone A has a public space and a heart as part of its place-making strategy. This should provide a community focus and a high quality amenity space for residents, employees and visitors. It is clear that this type of facility is fundamental to the delivery of a sustainable development that meets the needs and demands of the local community, a point that extends to the broader place making and environmental improvements advocated in this document.

The strategy should incorporate well-designed public realm and tree planting, which will help to establish and enhance connections, as well as addressing microclimate issues and mitigating noise and other impacts of traffic arising from the proximity of the IRR.

Zone A is also well located in terms of a range of nearby amenity resources, accessible on foot and by Metrolink and the place-making strategy should seek to maximise connectivity to these resources.

By creating strong east west connections, as proposed through the area, there is an opportunity to better link New Cross to open space assets at Cotton Fields Park, Angel Meadows and the Lower Irk Valley for example.

Connectivity and Pedestrian Environment

The quality of the pedestrian environment and experience within Zone A, and on the primary vehicle movement around its four perimeters, is currently poor, with heavily trafficked and noisy routes that provide little mitigation. Swan Street acts as a physical and psychological barrier to pedestrian movement.

A critical element of the Masterplan will be a focus on creating and enhancing walking routes along key pedestrian lines to effectively connect the Study Area into surrounding neighbourhoods. Direct, legible, walkable connections will be created between the Northern Quarter and Collyhurst, as well as east to west routes. Environmental buffer zones will be provided to mitigate adverse environmental conditions, together with removal of superfluous street signage and clutter

Without these key routes, it will be extremely difficult to establish a sustainable neighbourhood of choice and ensure that the broader regeneration potential of New Cross extends outwards to adjoining communities such as Collyhurst and the Lower Irk Valley, by providing, strong pedestrian friendly connections back to the City Centre.

Developer Contributions

As emphasised from the outset, the purpose of this document is: "to ensure a quality of new development and supporting public realm, highways and other community infrastructure that will result in a safe, visually attractive, accessible, vibrant and distinctive residential led sustainable neighbourhood where people want to live."

This approach is in line with the approach set out in national planning policy (National Planning Policy Framework) and is consistent with the principle of sustainable development which lies at its heart.

The design objectives and development principles set out in this document clearly reflect and respond to the requirements of national planning policy and it is essential that they are delivered in full.

It follows therefore that in order to secure a sustainable future for the New Cross area and deliver a neighbourhood of choice, the Local Planning Authority will utilise all reasonable resources and mechanisms to secure appropriate financial contributions from landowner/developers which will allow public realm and other community infrastructure to come forward in tandem with the delivery of development sites. This approach is essential in order to achieve quality outcomes for the neighbourhood and will actually underpin the vitality and viability of the area.

Swan Street Interface

The perimeter of Zone A has a high prevalence of gap sites and presents a disjointed, rather inconsistent frontage. In particular, one of the area's biggest issues is the quality of the townscape, public realm and uses across the Swan Street northern frontage. This is the key interface between the Study Area and the Northern Quarter and it is highly prominent from the IRR. Its lack of quality is highlighted by the investment and improvements that have taken place on the Northern Quarter side.

However, the New Cross side is the south-facing side of the street and from a microclimate point of view could become a very attractive active frontage with external seating areas and tree planting, which will enhance the street environment. The Masterplan therefore establishes a series of urban design principles that will help to create the right type of environment along Swan Street.

The combination of a range of existing buildings, together with the fragmented ownership pattern, means that the Swan Street frontage presents a particular challenge in terms of securing urban renewal that can ensure that it provides the quality of environment that is commensurate to its gateway status.

At present, whilst there are dedicated pedestrian and cycle crossing facilities at the main signal controlled junctions, given the heavily trafficked nature of these arterial routes the pedestrian environment is poor and there is limited mitigation. There is no crossing across Swan Street along the key desire line from Zone A and on the main arterial routes of Oldham Road and Rochdale Road, crossings are often located away from pedestrian desire lines.

Combining Development Plots and Car Parking Strategy

From a development point of view, the fragmented nature of Zone A and size of the individual development plots is likely to be an impediment to high quality, viable developments. In addition, it will limit the ability to deliver sensible car parking arrangements. It is not considered that the cost of delivering basement car parking would result in affordable car parking spaces without seriously prejudicing overall development viability.

This characteristic highlights the advantages of combining plots in Zone A and, as such, several opportunities have been identified, working with a considered street hierarchy for the area. The bigger plots would provide room for car parking, which would be wrapped within the building in a way that avoids dead frontage and retains the street pattern and hierarchy. There may also be a requirement for a Multi-Storey Car Park (MSCP) to deliver an appropriate level of car parking to serve the development and a preferred location is identified.

Due to the restrictive nature of the plots within Zone A, there is a limit to the car parking capacity that can be appropriately achieved and this is a further consideration in determining the scale and density of residential development.

Height and Density

The height and density strategy for Zone A has been developed in response to detailed contextual appraisals, including economic and development analysis to inform use and quantum. The starting point has been the retention and reinforcement of the historic street grid pattern in Zone A. By repairing the urban grain, there is an opportunity to create a pedestrian friendly, permeable neighbourhood with a strong character and sense of place.

Within Zone A, three distinct character areas have been developed within which to consider height and massing. These can be defined as: a) the edges to Rochdale Road and Thompson Street; b) the heart of the site; and, c) the edges to Oldham Road and Swan Street sweeping into Mason Street.

The Rochdale Road and Thompson Street character area relates to the frontage blocks on what are wide, vehicular dominated routes. Generally this part of the site is less sensitive in terms of its relationship to designated heritage assets. There are already a series of tall buildings within and on the boundary of this character area that form strong features within the skyline, including Skyline Central, CIS Tower and 1 Angel Square.

It is the part of the Masterplan that is most likely to be able to accommodate higher density development, and potentially any further feature buildings, but only on the basis that proposals can robustly satisfy established criteria for assessing the merits of tall buildings within national and local planning policy and guidance.

The Oldham Road / Swan Street / Mason Street character area is of a different nature and considered to be more sensitive in heritage terms, due to the location of Listed Buildings and Conservation Area boundaries. A careful approach is therefore required in terms of the scale and massing of new development here, to ensure that it is capable of enhancing the settings of these heritage assets.

There is a clear eight storey benchmark datum that runs through the City Centre Northern Fringe from NOMA to Ancoats and New Islington, which is reflected in the planning history of Zone A. On the Oldham Road side buildings sit between three and seven storeys and on the Northern Quarter side of Swan Street, buildings generally sit at four storeys.

In townscape terms, the Ancoats side of Oldham Road presents a series of extended frontages (as part of smaller-scale buildings) and the scale and massing of new development needs to respond to this urban grain to achieve enhanced permeability and connectivity. Oldham Road is, however, of a sufficient width to accommodate a slight increase in height.

In urban design terms, lower to medium scale buildings would be appropriate along the southern and eastern borders of Zone A to avoid overshadowing in the heart, where amenity space should be located along key pedestrian desire lines.

A general maximum height of eight storeys along the Oldham Road / Swan Street / Mason Street sweep is therefore established. There may be scope to accommodate a slightly taller building on Swan Street adjacent to the junction of Swan Street / Rochdale Road / Shudehill to bridge the step up in height. The step down in height along Mason Street from Rochdale Road is necessary to bridge the difference between the highest points to the lower scale, and to respond appropriately to the retained four storey non-designated assets.

Within the heart of Zone A, the scale and density is informed by the critical requirement to retain and reinforce the narrow street grid pattern, which dictates that the buildings here must be of lower height to create an attractive pedestrian environment. This area, where new public realm is proposed, is considered to be the most appropriate location for lower scale townhouse and duplex type residential accommodation.

Zone A Illustrative Masterplan

An Illustrative Masterplan has been prepared for Zone A, which demonstrates how the development principles identified within the Neighbourhood Development Framework (and summarised within this document) could be delivered.

Zones B and C

As set out above, a set of strategic and coordinating development principles are established at this stage for Zones B and C. These can be summarised below:

- Zones B and C offer a number of large development sites suitable for residential or commercial-led mixed use development.
- They provide an opportunity to facilitate development of a scale that will support delivery of place-making objectives and key community

infrastructure, in order to help create a new neighbourhood of choice that has a strong relationship with adjoining areas.

- Zones B and C also offer the potential to consolidate a number of larger development plots along with vacant and underutilised sites to establish a number of strategic development opportunities and character areas that will help facilitate new development.
- Key local employers including Royal Mail and Wing Yip will remain in the area; however, there will be opportunities to introduce residential and commercial mixed use development. It is noted that new residential uses in this area will need to be appropriately integrated and safeguarded in amenity terms with those existing commercial uses.
- The railway viaducts along the edge of Zone C present a significant opportunity for new commercial and retail uses, which would create activity and vitality to support new residential and mixed use development. Increasing activity in this location could also form an important first step in creating new connections through to the Lower Irk Valley.
- Zones B and C have a particularly important role to play in enhancing connectivity between the City Centre and communities to the north, east and west of the study area.
- There are a number of priority gateway locations within Zones B and C, including the foot of Gould Street (which adjoins NOMA and Lower Irk Valley) and at the junction of Rochdale Road and Thompson Street (where the proximity of the Grade II Listed Marble Arch Inn and Skyline offer a sense of landmark buildings).
- Informed by these gateways, key pedestrian intersections have been identified to act as connecting points for new and enhanced pedestrian routes through the Study Area and beyond to the City Centre, Collyhurst and the Lower Irk Valley. These intersections may be appropriate locations for future commercial and / or retail provision that would support residential development.
- The development of vacant and underutilised sites in Zones B and C should seek to strengthen Rochdale Road as a key corridor, which effectively connects the City Centre to neighbourhoods in North Manchester,
- The scale of new building form should generally respect the eight storey datum established in respect of Zone A; however, this is not intended to be prescriptive and proposals will be judged on their planning merits in line with local and national planning policy guidance; giving due regard to the importance of good design in the built environment as an essential component of achieving sustainable development.

1 Introduction

Purpose of the Report

- 1.1 This Neighbourhood Development Framework (NDF) relates to the New Cross neighbourhood area (“The Study Area”), situated within the north eastern edge of the City Centre.
- 1.2 This NDF has been prepared to guide the future development of New Cross, ensuring that opportunities for residential and commercial development are maximised and that development is brought forward in an appropriate manner to create a quality of new development and supporting public realm, highways and other community infrastructure that will result in a safe, accessible, vibrant, distinctive and sustainable residential-led neighbourhood where people want to live

Study Area – Key Characteristics and Opportunities

- 1.3 Creating neighbourhoods of choice is essential if the City is to attract and retain the range of talent that will be essential in terms of fuelling the next wave of economic growth and enhanced productivity.
- 1.4 The northern edge of the City Centre has all the attributes that mean it can act as a major focus for population growth over the next 10-15 years:

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 provision and 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, drive or bus/tram ride from the City Centre, rather than in the heart of this activity, as well as businesses seeking affordable workspace.

Adjacency to the City’s Northern Quarter: the Northern Quarter has been a major success story of recent years and has transformed into a retail and leisure destination focused on the independent sector. The area has a unique character and offering and has attracted a growing residential community and employment opportunities within increasingly important growth sectors of the City economy. It is particularly popular with Small and Medium Enterprises, Design Agencies and other occupiers in Telecommunications Media and Technology (TMT) sectors. Proximity to this district will add further to the attraction of New Cross, the growth of which is likely to be fuelled by the primary 20 to 39 year old age group which is one of the fastest growing age groups and has been seen to dominate the residential sector in the City Edge locations.

Key projects on the doorstep: the Study Area is in an ideal location to capitalise on some of the most exciting projects in Manchester. It is adjacent to the NOMA regeneration project, anchored by The Co-operative Group’s occupation of 1 Angel Square, which will see further phases of mixed use development brought forward under new Joint Venture arrangements with Hermes Real Estate. To the east lie Ancoats & New Islington, which through the newly established Manchester Life Joint Venture will see an acceleration of transformational change building on significant regeneration activity that has already taken place; for example, the delivery of high quality new residential development and enhanced neighbourhood infrastructure, including high quality public spaces such as Cutting Room Square, New Islington Marina and Cotton Field Park.

The Collyhurst and the Lower Irk Valley neighbourhoods lie to the north and are also the subject of substantial regeneration activity and investment to deliver significant numbers of new homes in support of the City’s Residential Growth Strategy. A comprehensive Masterplan for Collyhurst was endorsed by Manchester City Council’s Executive Committee in October 2014, providing for the delivery of new residential development, a

new neighbourhood centre, as well as the refurbishment of existing stock. The connection between the Study Area and neighbourhoods in the north and east of the City remains critical to the success of regeneration, with the potential to establish a direct and accessible route to the employment and leisure opportunities of the City Centre.

Exceptional Transport Connections: as long distance commuting continues to become more costly and time consuming, central locations such as New Cross will become increasingly attractive destinations due to their ease of access to employment opportunities and public transport nodes. 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 through the delivery of the Northern Hub programme. This includes 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.

New Cross has easy access to the Shudehill Interchange, providing access to both Metrolink and bus services serving destinations across Greater Manchester. Rochdale Road, which borders the Study Area, forms part of the Cross City Bus Package, a £54.5m investment package that will significantly improve bus travel on key arterial routes into and across Manchester.

In addition, 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 (Zone C in particular) benefits from being located in close proximity to the Lower Irk Valley, 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 also easily accessible from the Study Area, including St. Michael's Flags and Angel Meadow, Cotton Field Park, as well as Heaton Park and Philips Park via the Metrolink network.

Available Land: Zones B and C of the study area contain a significant number of vacant and underutilised sites and a number of large previously-developed land parcels, which present opportunities for large-scale development and the provision of core infrastructure. The land ownership profile of the Study Area is fractured, although significant potential exists to consolidate and assemble development plots as part of a place-making agenda. There are also a significant number of potential development plots within Zone A, although these are typically of a smaller scale. However, the density of the urban grain and configuration of these plots leaves scope for opportunities to combine two or more in some cases, whilst maintaining the historic street grid pattern.

Historic Grid Pattern and Character Buildings: within Zone A, there is a clear opportunity to retain and reinforce the historic powerful grid pattern and to establish a clear street hierarchy that makes key connections to surrounding neighbourhoods, including Ancoats, the Northern Quarter, NOMA and Angel Meadow, and Collyhurst and the Lower Irk Valley. This part of the Study Area also contains some key buildings with heritage significance (for example the Grade II Listed former Police and Ambulance Station and the former Midland Bank), as well as a number of cultural and built environment value (for example the Swan Buildings and a number of Victorian warehouse and early 20th Century industrial buildings). There is an opportunity to utilise and incorporate these buildings into the Masterplan in a way that will help to create and reinforce a sense of character and place.

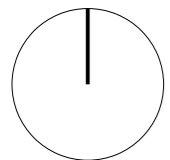
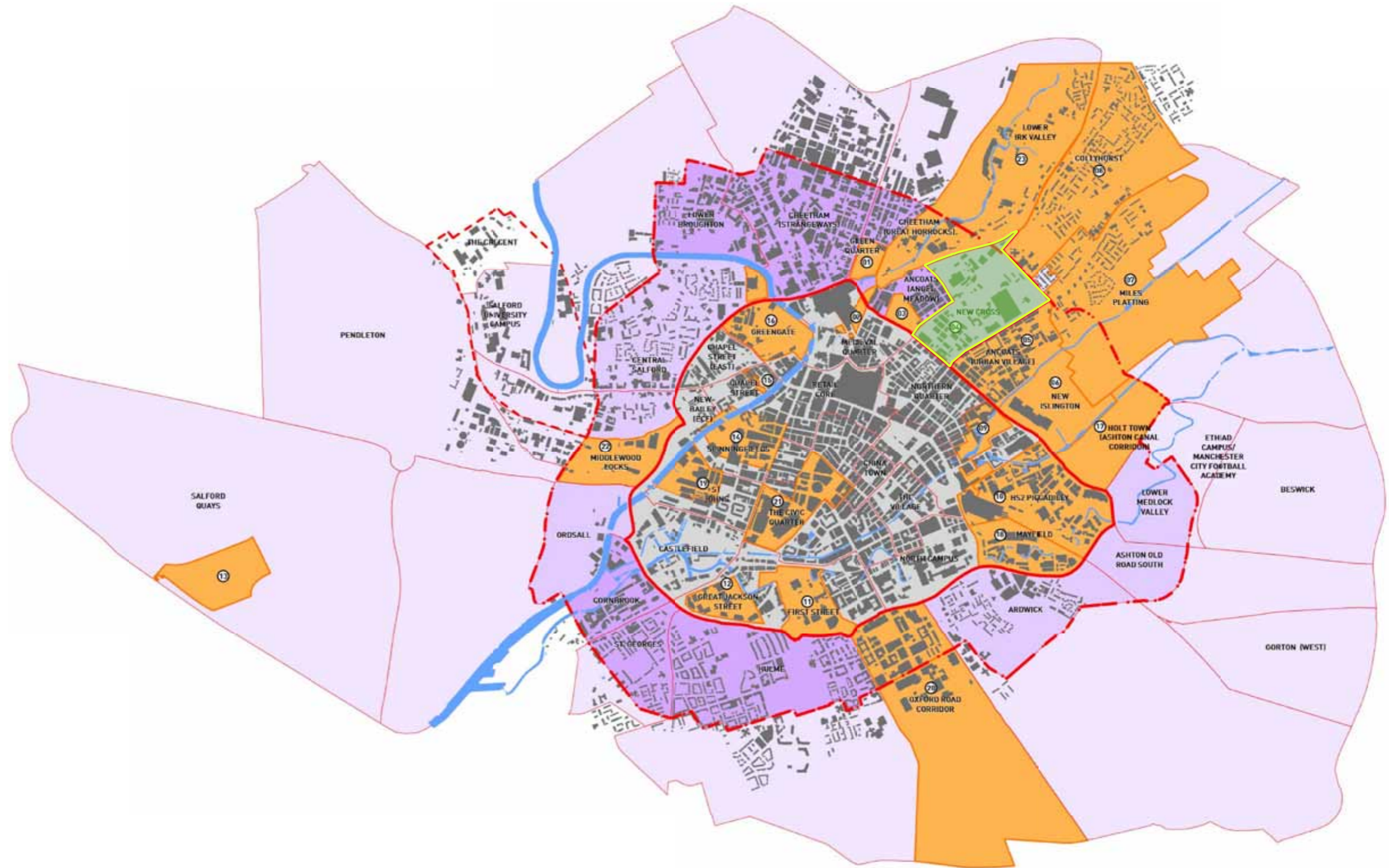
Supportive Planning Framework and Policy Environment: New Cross lies within the North Manchester Regeneration Area and is identified in the Manchester Core Strategy and North Manchester Strategic Regeneration Framework as a strategic location for accommodating economic growth and high quality new housing. It will contribute towards the facilitation of

enhanced connectivity between North Manchester communities and the range of employment and leisure opportunities on offer in the City Centre.

Manchester Place – the strategic collaboration between Manchester City Council and the Homes and Communities Agency (HCA), approved by Manchester City Council's Executive Committee in July 2014 – also identified the Study Area as having significant potential to contribute to the City's Residential Growth Strategy. It remains a priority for investment and delivery.



- 01 GREEN QUARTER
- 02 VICTORIA STATION AND FISH DOCK
- 03 NOMA + 1AS
- 04 NEWCROSS
- 05 ANCOATS URBAN VILLAGE
- 06 NEW ISLINGTON
- 07 MILES PLATTING
- 08 COLLYHURST
- 09 PICCADILLY BASIN
- 10 HS2 PICCADILLY
- 11 FIRST STREET
- 12 GT. JACKSON STREET
- 13 MEDIA CITY : UK
- 14 SPINNINGFIELDS
- 15 CHAPEL STREET
- 16 GREENGATE
- 17 HOLT TOWN
- 18 MAYFIELD
- 19 ST. JOHNS
- 21 THE CIVIC QUARTER
- 20 OXFORD ROAD CORRIDOR
- 22 MIDDLEWOOD LOCKS
- 23 LOWER IRK VALLEY



Study Area – Vision

- 1.5 Given the Study Area's key characteristics and opportunities, it is clear that there is significant potential for it to become a distinctive and successful residential-led neighbourhood of choice – with a particular focus on Zone A. Given the Study Area's key characteristics and opportunities, it is clear that there is significant potential for New Cross to become a distinctive and successful residential-led neighbourhood of choice – with a particular focus on Zone A - which is adjacent to the Northern Quarter, Ancoats and NOMA neighbourhood areas and remains under significant development pressure as part of the wider north eastern fringe of the City Centre.
- 1.6 This NDF sets out the findings of a comprehensive contextual site analysis, which has in turn informed a detailed masterplanning process to identify an appropriate set of development principles that provide the framework for all new development proposed within the Study Area.
- 1.7 Section 5 of this framework sets out a series of core development and urban design principles, accompanied by an Illustrative Masterplan and supporting diagrams, which demonstrate how this vision for a vibrant and well-managed neighbourhood of choice can be delivered.
- 1.8 In particular, it identifies:
- An appropriate mix of uses and residential typologies (for Zone A).
 - A comprehensive place-making strategy for Zone A, focusing on:
 - Delivering public realm and amenity space.
 - Establishing a street hierarchy.
 - Creation and enhancement of connections.
 - Incorporating active frontages.
 - Mitigation to arterial routes.
 - Appropriate buildings heights and density.

- A set of strategic and coordinating development principles for Zones B and C.

Report Structure

- 1.9 The NDF is split into two volumes: Volume 1 provides a detailed site analysis and the core development and urban design principles; and, Volume 2 provides the strategic economic, regeneration and planning context for the proposals.
- 1.10 The Volumes are organised as follows:
- Volume 1, Section 2 provides a detailed site analysis – considering the Study Area's opportunities, constraints and key issues, as well as its site specific planning and development context.
 - Volume 1, Section 3 identifies a range of important development and urban design principles for the Study Area.
 - Volume 2, Section 1 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 strategic priorities.
 - Volume 2, Section 2 identifies the strategic planning and regeneration context against which the framework proposals have been considered.

Planning Status

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

Report Contributors and Acknowledgements

- 1.2 This document has been prepared by Deloitte Real Estate on behalf of Manchester City Council with masterplanning input from Simpson Haugh Architects and transport and traffic input from Curtins.
- 1.3 In the first instance, it is intended to become a focus for consultation with landowners and other key stakeholders.

2 Site Analysis

The Framework Study Area

- 2.1 The primary focus of this NDF is the New Cross area of Manchester, located on the north eastern edge of the City Centre. The study area is broadly bound by Swan Street (the Inner Ring Road (IRR)), Oldham Road, Livesey Street and Rochdale Road / Gould Street / Bromley Road. The two key arterial routes of Rochdale Road and Oldham Road that dissect the area help to define distinct character zones that reflect the varying built form and function.
- 2.2 The Study Area is surrounded by the distinct neighbourhoods of Collyhurst to the north, Ancoats to the East, Angel Meadow and NOMA to the west and the City Centre and Northern Quarter to the South.
- 2.3 The Study Area as a whole is an area of different characteristics with varying paces of opportunity. This NDF and the accompanying masterplanning work have therefore been prepared on the basis of three distinct but interconnected zones (as identified on the Framework Study Area Zones diagram).
- 2.4 The primary focus of the framework is in Zone A – the portion of the site that interfaces with the City Centre and where there is currently the greatest level of development pressure.
- 2.5 The Study Area's geography also covers Zones B and C. Inclusion of these areas helps provide connectivity and continuity between the City Centre and Zone A, and the Collyhurst, Lower Irk Valley and the Ancoats & New Islington neighbourhoods.
- 2.6 Zones B and C are more peripheral, more constrained and considered to be longer term regeneration opportunities

- 2.7 The character areas are briefly described below:

Zone A

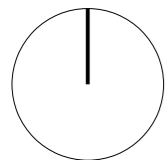
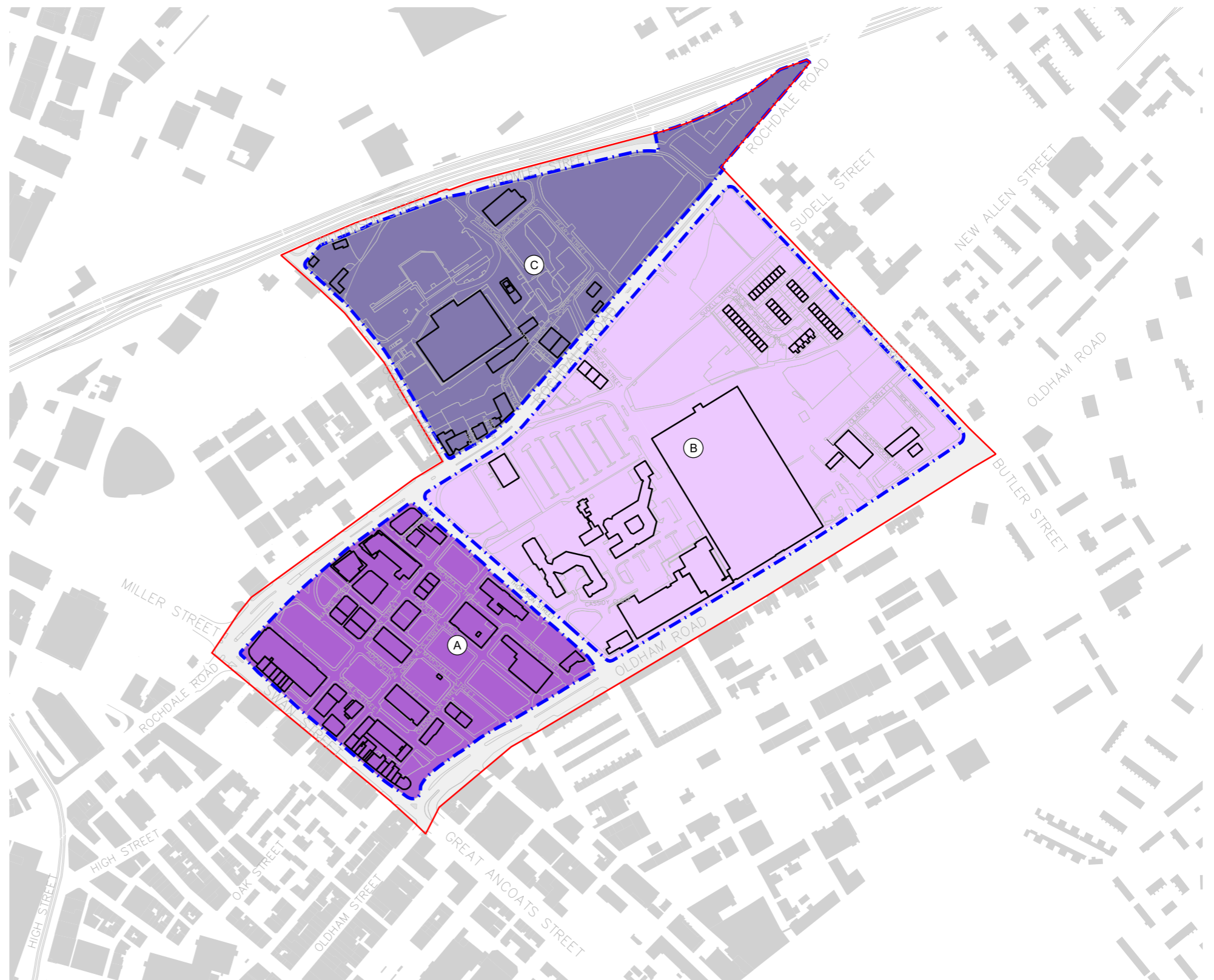
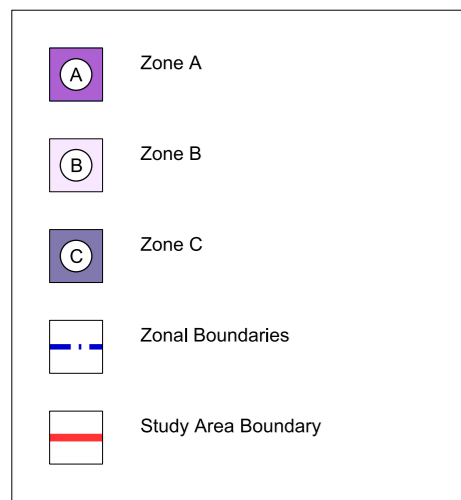
- 2.8 Zone A interfaces with the northern boundary of the Northern Quarter and is bound by Swan Street, Oldham Street, Thompson Street and Rochdale Road. At present the Inner Ring Road runs anti-clockwise along its southern boundary and clockwise along Addington Street two streets to the north, effectively dissecting the area. The area comprises a mix of commercial and residential uses, together with significant levels of temporary surface car parking.

Zone B

- 2.9 Zone B lies to the north east of Zone A and is bounded by Thompson Street, Rochdale Road, Livesey Street and Oldham Road. The area accommodates a range of larger commercial operators, together with an area of smaller-scale residential use. The Royal Mail sorting office, Wing Yip Supermarket and Wholesalers and Manchester Central Fire Station occupy a significant proportion of Zone B, along with a number of vacant and underutilised sites.

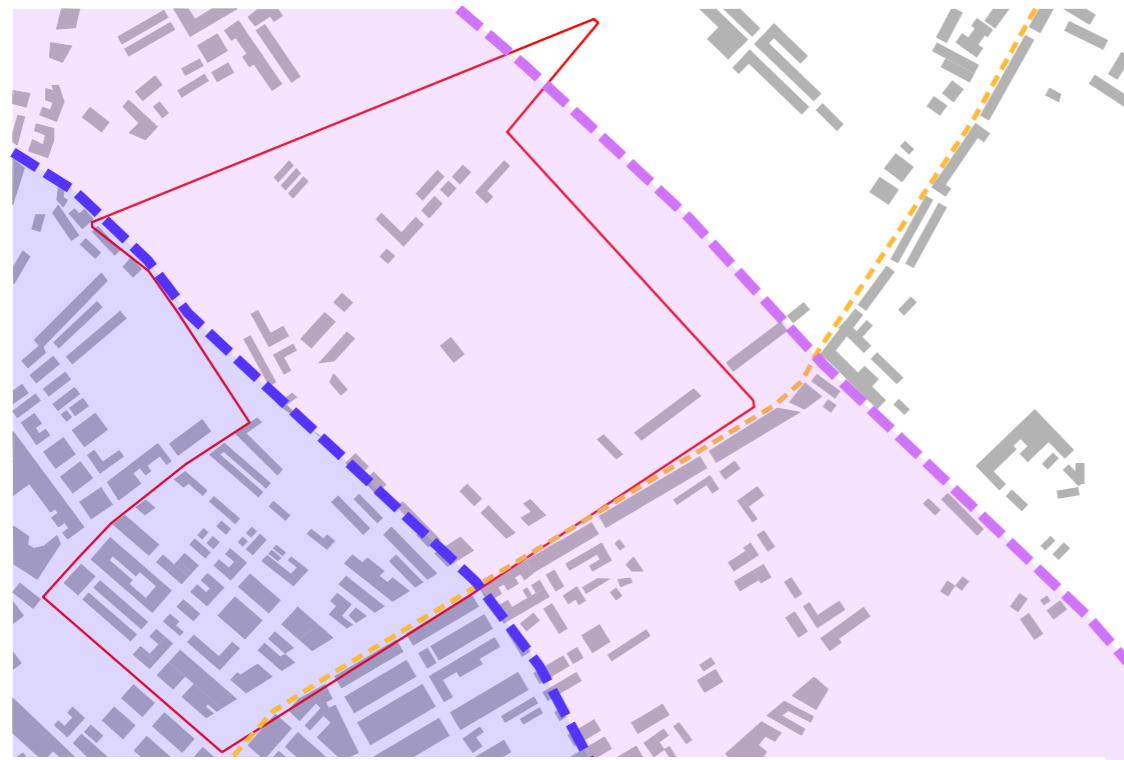
Zone C

- 2.10 Zone C lies to the west of Zone B and is broadly bounded by Rochdale Road, Bromley Street, Williamson Street and Gould Street. The area is dominated by the former National Grid call centre to the southern portion of the site and the now cleared and vacant former Police Station to the north, with a range of small-scale industrial and commercial uses and vacant sites. The railway arches along Bromley Street form a boundary to the western part of Zone C; currently accommodating industrial uses such as an MOT testing centre.



Site History

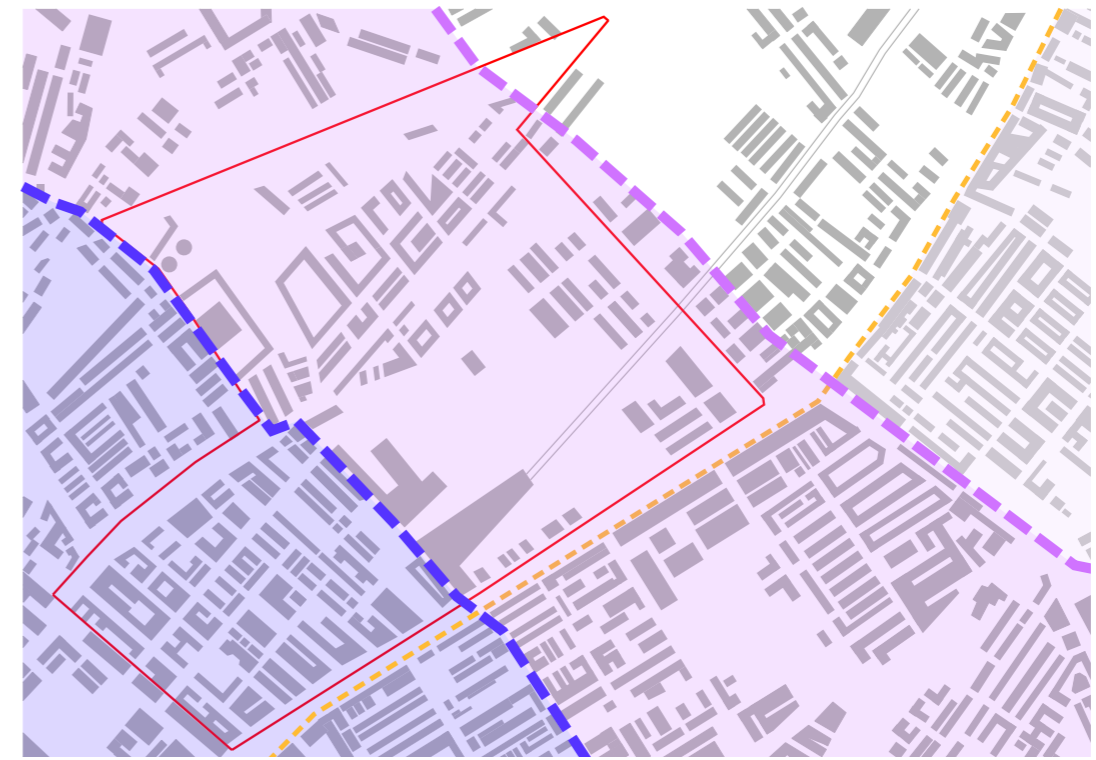
- 2.11 This section provides an overview of the historic progression of the Study Area and should be read alongside the historic figure-ground diagrams provided on the Historic Context diagram.
- 2.12 Historically, New Cross derived its name from an area of public space at the centre of four important thoroughfares (Oldham Road, Oldham Street, Great Ancoats Street and Swan Street) that served as a key location for traders and as a hub for social and community activity.
- 2.13 At the beginning of the 19th Century the Study Area largely comprised of open ground. Initial clusters of buildings were located facing Newton Lane (now Oldham Road), with the centrepiece of the site being St George's Church (constructed in 1798). Development had also commenced to the northern side of Swan Street, in the south west corner of Zone A.
- 2.14 Development continued to grow slowly in the area during the early 19th Century; with the introduction of Rochdale Road seeing developments cluster along this artery and begin to populate Zone C.
- 2.15 By the 1850s, railway infrastructure first appeared in the area; with the main train lines to the north of the site through the Irk Valley dividing the study area from the north, and the introduction of the Leeds to Manchester line into the new station on Oldham Road. This branch line, which entered the site along the path of New Allen Street in Miles Platting, begins to split the site into two zones; limiting access to St George's Church from Oldham Road.
- 2.16 Following the arrival of Oldham Road rail station, there was an increase in housing stock and ancillary sheds etc. during the latter stages of the 19th Century.
- 2.17 Alongside this, a Gas Works was introduced into Zone C and the terraced housing and street grid of Zone A was reinforced with additional community facilities including small shops and pubs. The street pattern continued over Thompson Street and formed a southerly edge to Oldham Road rail station.
- 2.18 By 1884 the railway was joined by a large Police Station on Oldham Road and St George's Church was increasingly consumed by the railway infrastructure.
- 2.19 The 20th Century continued to see the growth of the Manchester & Leeds Goods Depot, with Oldham Road Station and an adjacent potato market thriving until the 1960s. An additional bus depot was built on Rochdale Road, with housing stock filling the gaps between these three primary uses. Records indicate St George's Church was demolished in 1977.
- 2.20 The Oldham Road rail station closed in 1968 and since then the site has been the location of two major commercial and employment uses within the City; the Wing Yip Wholesalers and Supermarket, and associated Glamorous Chinese restaurant, and the large Royal Mail sorting office and associated parking.
- 2.21 From as early as 1813 through to present day, the historic figure-ground diagrams clearly show that Zone A can be defined as an extension of the City. Historically, the language of smaller plots and strong street grid terminated adjacent to the railway infrastructure, along Thompson Street, which forms the edge to Zones A and B.
- 2.22 Zones B and C have always been dominated by large, single land owners; such as the gas works, the railway and Royal Mail.



1820

CITY EDGE

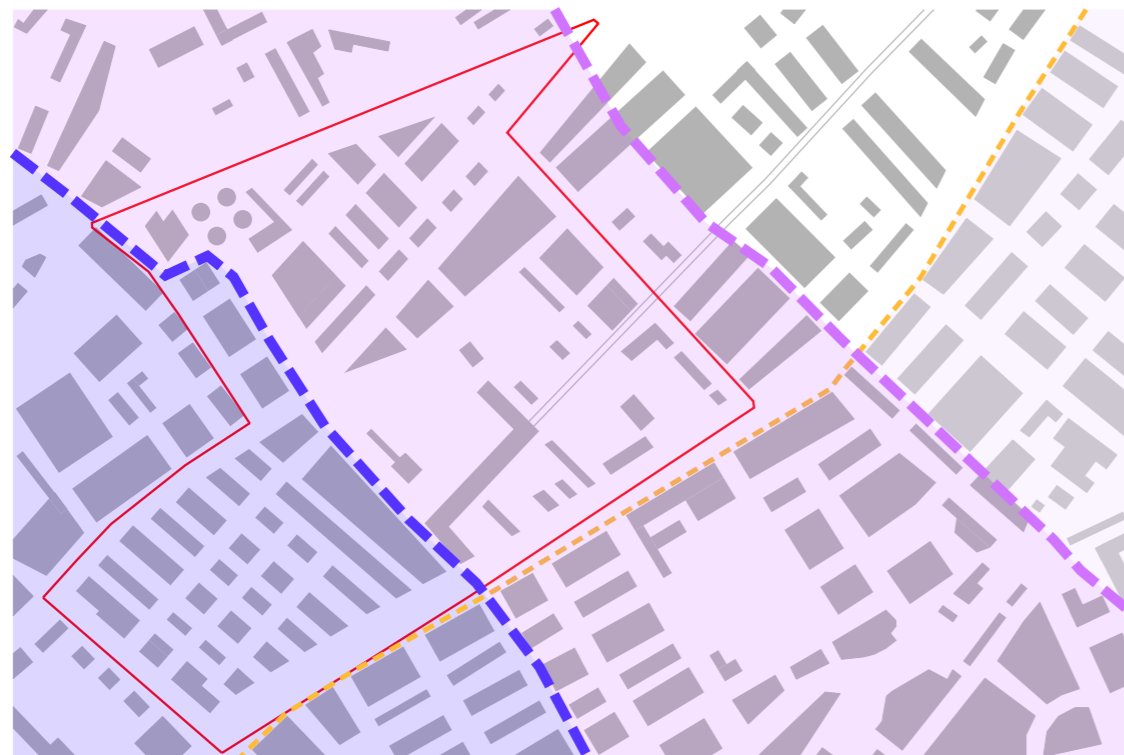
CITY FRINGE



1850

CITY EDGE

CITY FRINGE



1870

CITY EDGE

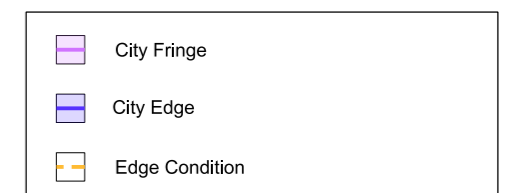
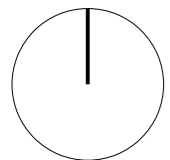
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1900

CITY EDGE

CITY FRINGE



Land Ownership

- 2.23 This section should be read alongside the Existing Ownership Boundaries diagram on the page overleaf. Within Zone A, there is a complex and fragmented land ownership pattern, with many small plots being owned by a variety of public and private sector land owners with both freehold and leasehold titles. Within this ownership mix, there are three plots to the centre and north, as well as one plot to the south east, which are within Manchester City Council ownership; however, each of these is subject to long leasehold of more than 125 years' duration. The majority of these sites are currently used for surface car parking.
- 2.24 Within Zone B the land ownership picture is less complex, with the area dominated by several large-scale occupiers including the Royal Mail (the sorting office and associated commercial operation comprises 5.6 hectares of the total site area of 14 hectares) and the Wing Yip Supermarket and Wholesalers. The core development principles established within this framework are preceded on the basis that these principal landowners will be retained in this area.
- 2.25 The Manchester Central Fire Station also occupies a large site to the south west of Royal Mail. Greater Manchester Fire and Rescue Service are currently developing a new training centre and community hub off Wellington Street, Bury. A contractor has been appointed and work began on site on the 18th May 2015. The completion is scheduled for the end of summer 2016. In the coming years, it is understood from representatives of GMFRS that the all or part of the site may become available for redevelopment.
- 2.26 Current potential development plots are limited to a small area to the north east periphery, a derelict warehouse and adjoining land to the north of Royal Mail and previously developed land located on Rochdale Road, which is in use as temporary surface parking prior to comprehensive redevelopment. These sites are within private ownership.
- 2.27 Zone C predominantly comprises a number of large plots, which have either been cleared for redevelopment (including the former police station

site, which is in the ownership of Manchester City Council) or have vacant former commercial units (such as the former National Grid call centre site, which remains in private ownership). Again, there are several landowners in this area, including Manchester City Council, Network Rail and other private entities and developers.

- 2.28 Other key areas to note are a scattering of smaller land ownerships on Rochdale Road, including and adjacent to the Marble Arch Inn; and utilities infrastructure on the junction of Gould Street and Williamson Street.

Existing Land Uses

- 2.29 This section provides an analysis of the existing land uses found within each of the character areas and should be read alongside the Existing Land Use diagram, which also provides a photographic analysis of the uses and quality of buildings.
- 2.30 Consideration of the adjoining neighbourhoods is also provided; this is further demonstrated in the Adjacent Neighbourhoods and Character diagram and photographic analysis.

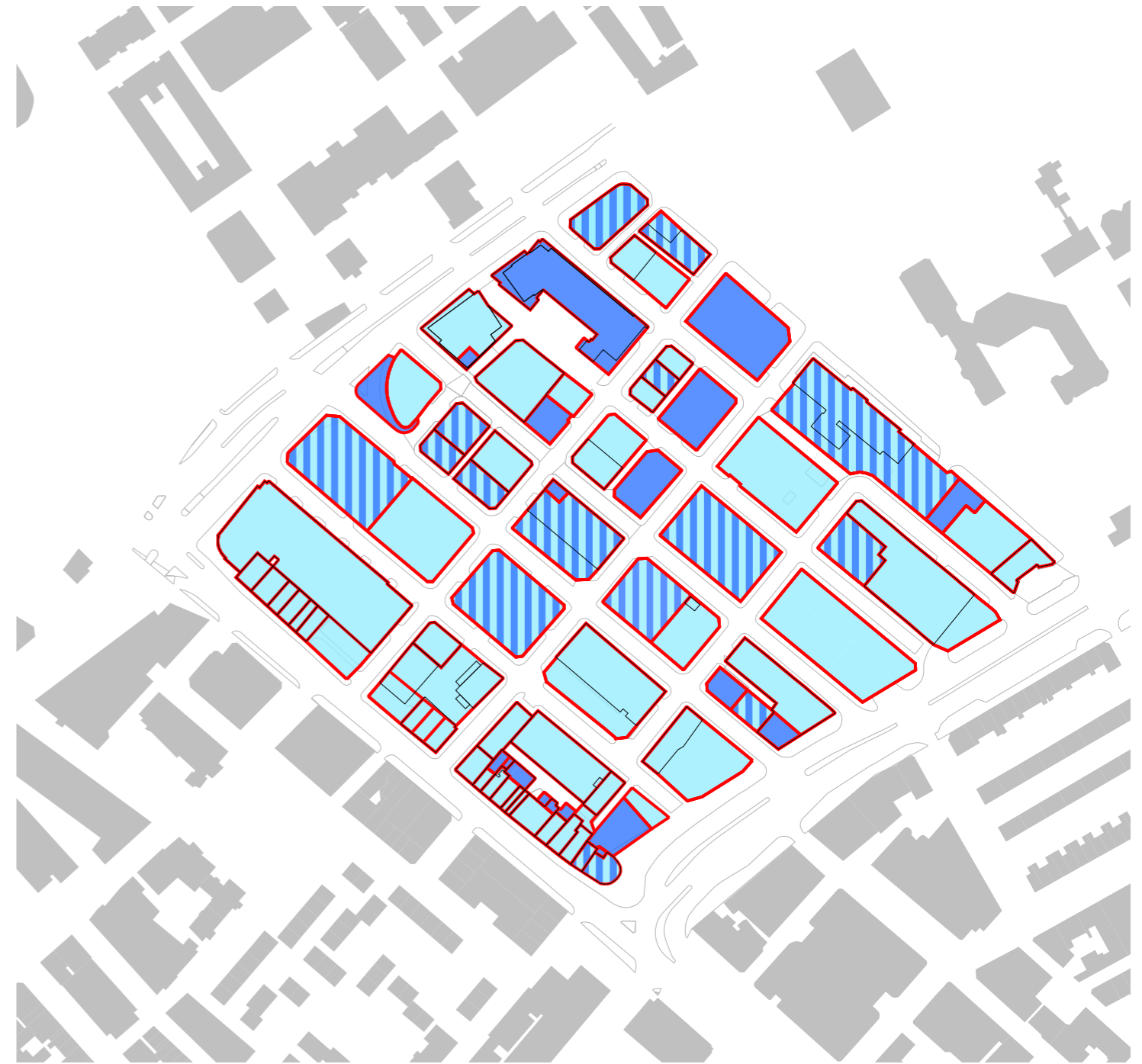
Zone A

- 2.31 Zone A is traversed by a strong grid of roads, which in turn define individual plots of land in a regular grid system. Many of the plots within this area are currently in use as temporary surface car parks in advance of comprehensive redevelopment.
- 2.32 As it relates to Oldham Road, Rochdale Road and Thompson Street, Zone A has a high prevalence of gap sites that presents a disjointed, rather inconsistent frontage.
- 2.33 One of the area's biggest challenges is the quality of townscape, public realm and uses within the Swan Street frontage, which is the key interface with the City Centre.

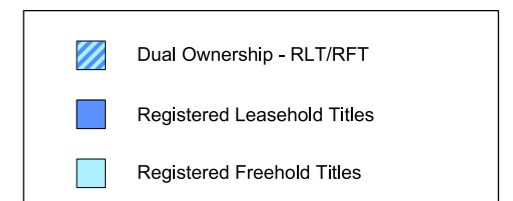
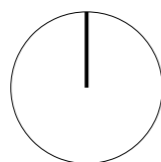
2.34 Along this boundary there is a mix of small-scale commercial and retail units, some vacant, terminating in the Grade II Listed former Midland Bank building at the junction with Oldham Road. Uses included financial and banking, workshops, hot food takeaway, sandwich shops, chemist, educational and a public house. There is also a tarmacked gap site that is currently used for car parking and which is partially screened by an advertisement hoarding.



ZONE A: MCC LAND OWNERSHIP & TITLE BOUNDARIES



ZONE A: NON-MCC LAND OWNERSHIP & TITLE BOUNDARIES



2.35 There is a marked difference in the quality of development to the opposite side of Swan Street, just outside the study area boundary. These include some significant existing uses and positive new additions, including:

Band on the Wall: the legendary jazz and world music venue was subject to a £4 million refurbishment between 2004 and 2009. The previously derelict adjacent building was transformed to provide a brand new entrance, box office, social space and café area called the Picturehouse.

Swan Square: a development of 14, three-storey, self-contained commercial workshop units targeted at the creative and fashion sectors. The building quality is to the highest standard in dark brick and timber panels with fully glazed front and rear.

Royal Exchange Costume Hire Department: the Royal Exchange Theatre operates a costume hire department from its building on Swan Street. The Department is open to the public and is used by individuals and institutions, including schools, colleges, charities and amateur dramatic societies.

1 Smithfield Square: located to the south of the Royal Exchange building is MUSE Developments 1 Smithfield Square, the sixth phase of a significant mixed-use regeneration project focused on the Smithfield area of the Northern Quarter. This building comprises 77 new apartments and over 6,000 sq. ft. of ground floor commercial space.

Crowne Plaza, Holiday Inn Express: phases four and five of the Smithfield regeneration project included two new hotels in 2008 and 2011 respectively. These are both located to the Shudehill / Rochdale Road end of Swan Street.

Mackie Mayor Building: planned redevelopment of the Grade II Listed former Smithfield Market building as a final phase of the Smithfield regeneration project.

2.36 The majority of other buildings within Zone A are industrial or commercial in nature, with textile manufacturing in some of the warehouses located adjacent to Addington Street.

2.37 Towards the Oldham Road boundary, there is a modern office and workshop building, an MOT service centre, and other warehouse type buildings. There are two buildings with heritage value – the Grade II Listed 8 Cable Street and the Swan Building.

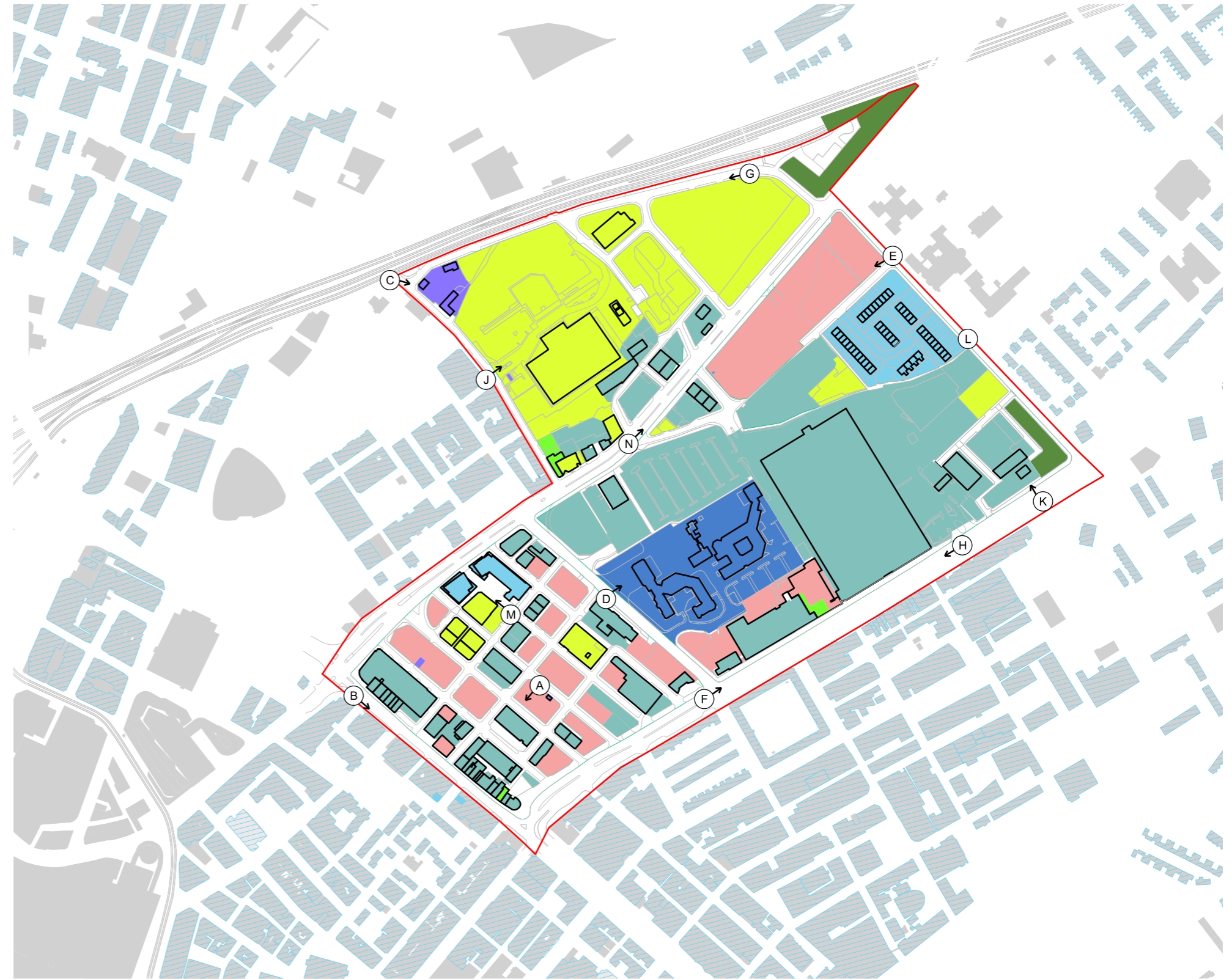
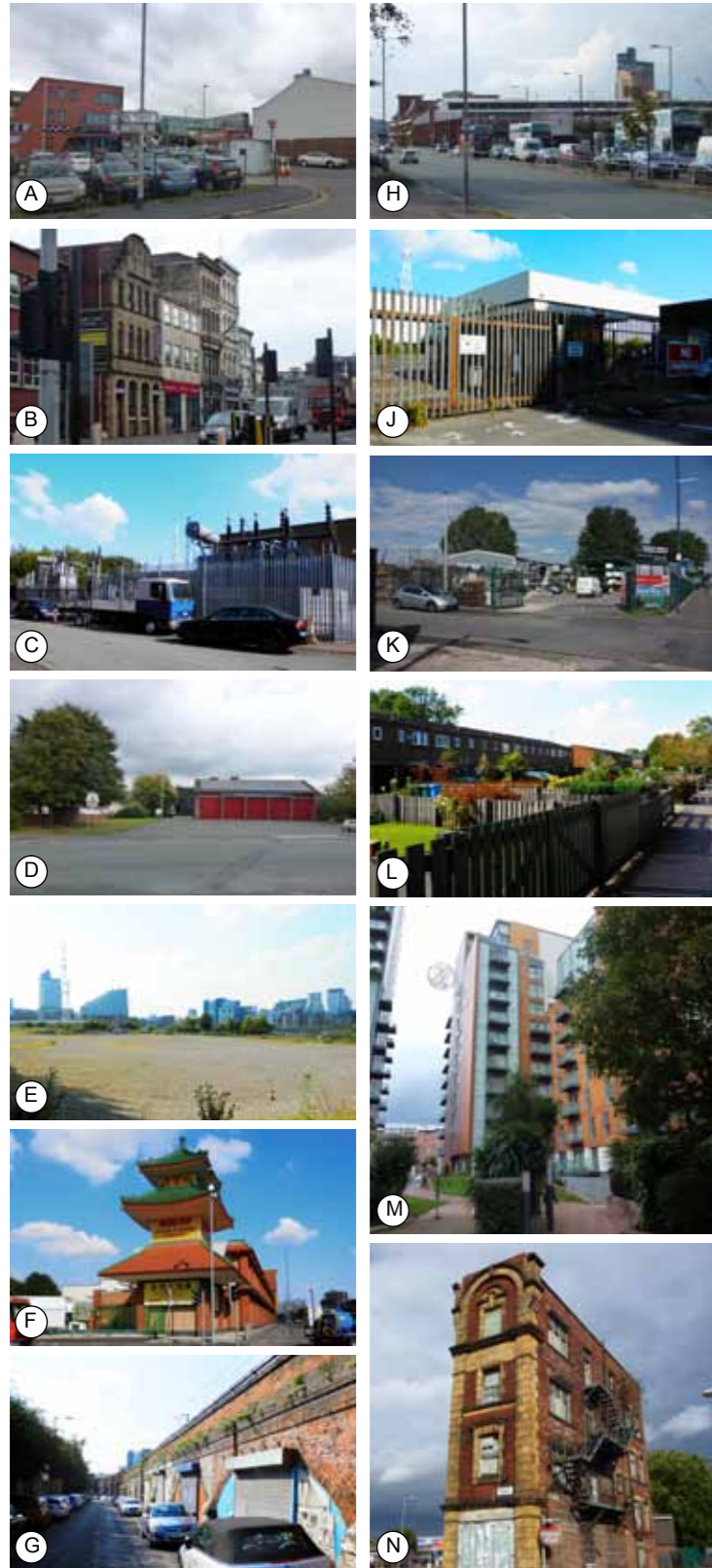
2.38 Towards the north and western part of this area there are a number of older, two to four storey warehouse buildings, many of which are now vacant, together with the one existing residential development within Zone A, Skyline Central.

2.39 Skyline Central is a high quality development, which aims to provide an environment akin to a five star hotel. It is a multi-storey development (rising to 20 storeys at the tallest) offering a range of studios, one, two and three bedroom apartments, with luxury facilities including a 24 hour concierge, gymnasiums, a health club, roof top swimming pool, winter garden and roof garden.

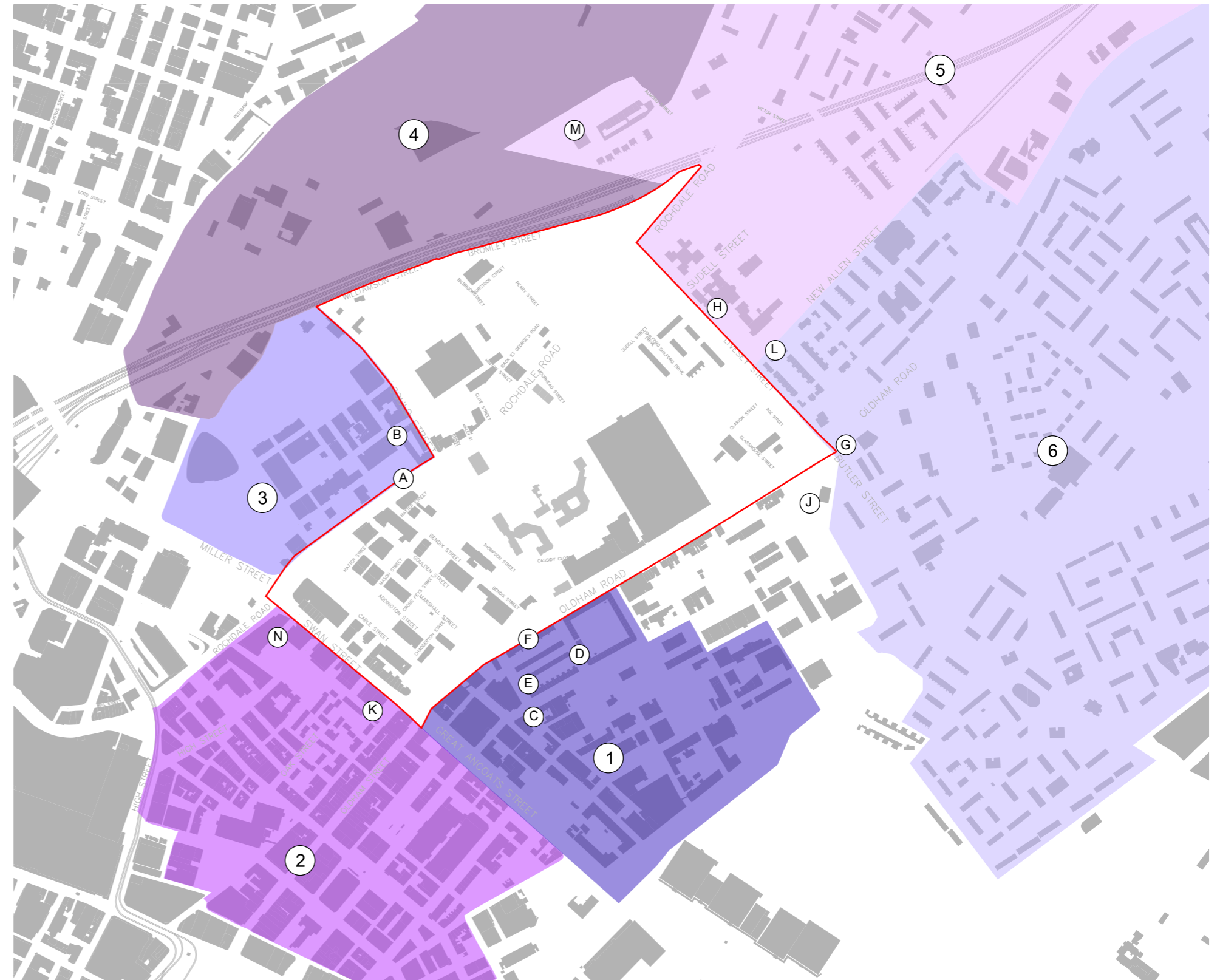
2.40 The blocks are constructed around a retained, planted pedestrian route from Goulden Street through to Rochdale Road, which provides a semi-private area of public realm.

2.41 Along Thompson Street there are a number of low rise office blocks and warehouse buildings, interspersed with surface car parks. One road in from Thompson Street, on Goulden Street, is the Grade II Listed Former Police and Ambulance Station, which is now partially derelict.

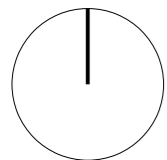
2.42 Outside of the Study Area boundary, to the opposite side of Oldham Road and near the junction with Swan Street, there is a mix of building typologies and uses. These include a modern, two-block 6 and 7 storey residential development with double-height ground floor retail and glass linking bridges close to the junction and a row of two storey red-brick terraced housing accommodating retail and commercial uses.



(A) Marshall Street Car park	(D) Police and Fire Station on Thompson Street	(G) Small industrial units in arches under railway line	(K) Small scale industrial units on corner of Oldham Road and Livesey Street	(N) Disused building on corner of Rochdale Road and Sudell Street	Surface Car Parking	Industrial/Commercial	Residential
(B) Swan Street	(E) Site of demolished police station adjacent to Gould Street	(H) Royal Mail sorting office and associated parking	(L) Residential terraced housing off Livesey Street		Previously developed/ vacant land	Local Authority (Fire/Police)	Green Space
(C) Electricity substation on corner of Gould Street and Williamson Street	(F) Wing Yip chinese food store at corner of Rochdale Road/Thompson Street	(J) National grid site	(M) Skyline Central		Hospitality (Public House /Restaurant)	Utilities Infrastructure	



- | | | |
|--|--|--|
| 1 Ancoats / New Islington
Neighbourhood Development
Framework | 3 Angel Meadow | 5 Collyhurst Development
Framework |
| 2 Northern Quarter Development
Framework | 4 Irk Valley Development
Framework | 6 Miles Platting PFI Area |



2.43 Along Rochdale Road, the Study Area adjoins the NOMA Masterplan area, with plans for a new residential development, incorporating a 34 storey tower, now approved on a key site on the junction with Swan Street. Moving north, there is a low-rise office block, with associated surface car parking fronting Rochdale Road, a two-storey red brick chapel, again with associated surface car parking, and a gap site (currently in use for surface car parking) with Angel Meadow sitting behind and fronting Rochdale Road further north.

Zone B

2.44 Zone B accommodates a range of commercial, training, industrial and residential uses together with associated surface car parking. The area is dominated by the Royal Mail sorting office fronting Oldham Road.

2.45 Further to the west are the police and fire stations and related training facilities, which are accessed from Thompson Street, together with the Wing Yip Supermarket and Wholesalers (and associated Glamorous Chinese restaurant), which also fronts Oldham Road.

2.46 Smaller scale industrial units are located to the north east corner on the junction of Oldham Road and Livesey Street, including a timber yard and builders merchant.

2.47 A disused four storey, red brick building of some character sits on an island site on the corner of Rochdale Road and Sudell Street (see Existing Land Use – Photograph N).

2.48 A pocket of low-rise, semi-detached housing with private gardens, known as the 'Livesey Street' estate is located along the Livesey Street border. This can be seen as an extension of the more suburban housing model prevalent in the adjacent suburbs of Collyhurst and Miles Platting.

2.49 There is a mix of tenures in the area, including social rent and Right-to-Buy properties. Originally part of the proposed Collyhurst PFI scheme, the properties were subsequently transferred to Northwards Housing for management following consultation and a ballot of tenants.

2.50 Recent investment has enabled the properties to achieve 'Decent Homes Plus' standard and there are plans to continue investment in light of continued high demand for housing stock in this area.

2.51 There are a number of vacant previously developed sites, which are currently used for temporary surface car parking, to the northern and western part of this character area.

2.52 To the north and eastern part of this area there are pockets of unmanaged, incidental green space and tree planting, which lacks a positive purpose at present and provides an opportunity for a more meaningful amenity function.

2.53 The opposite side of Livesey Street (outside of the study area boundary) accommodates further residential uses, together with a range of religious and educational uses, including two primary schools, a community centre and the Grade II Listed St. Patrick's Roman Catholic Church and associated buildings.

2.54 In contrast to the commercial and industrial nature of Zone B, moving beyond Livesey Street are the residential neighbourhoods of Collyhurst and Miles Platting, which are also the subject of regeneration initiatives.

2.55 Zone B borders with Ancoats across Oldham Road, with development on the Ancoats side comprising a mix of building types, storeys and uses. Opposite the Thompson Street / Oldham Road junction is the part five part six storey, Grade II Listed Victoria Square residential development, which has ground floor retail uses fronting Oldham Road. Further into Ancoats, a series of Victorian two storey terraced housing running parallel to Oldham Road has been retained with on-street car parking.

2.56 Moving north towards Livesey Street, there is a range of retail, commercial and light industrial uses across a series of low-rise buildings interspersed with gap sites.

Zone C

- 2.57 Zone C primarily comprises a number of vacant, cleared previously developed sites and vacant industrial and / or commercial premises.
- 2.58 The largest of these is the vacant former National Grid call centre site, which comprises a two storey office building and surface car parking set within 2.5 hectares of land located to the western periphery of Zone C, adjacent to Gould Street.
- 2.59 Buildings on the former Police Station site to the east have recently been demolished and this site is cleared, representing an early phase redevelopment opportunity. There is incidental green space and mature tree planting screening this site along Rochdale Road, Peary Street and Bromley Street.
- 2.60 To the south west of the former Police Station there is a further cleared, previously developed site that is currently in use as a temporary surface car park, with a hand car wash operator to the east fronting Rochdale Road and a derelict industrial unit and land to the west fronting Bromley Street.
- 2.61 There are a scattering of low-rise industrial units fronting Rochdale Road, some of which are vacant, together with gap sites and surface car parking, which terminate at the Grade II Listed Marble Arch Inn on the corner of Gould Street.
- 2.62 The north western boundary of Zone C is bounded by Bromley Road, which is subject to significant levels of on-street car parking extending up Bilbrook Street, and the railway line beyond. The railway arches accommodate small industrial units, some of which are occupied by uses including MOT Centres.
- 2.63 A large electricity sub-station (operated by United Utilities) is located to the north westerly corner of Gould Street and Williamson Street, comprising a potentially critical connection between New Cross and the adjoining NOMA

Masterplan area, amenity green space within St. Michael's Flags and the Lower Irk Valley beyond the railway line.

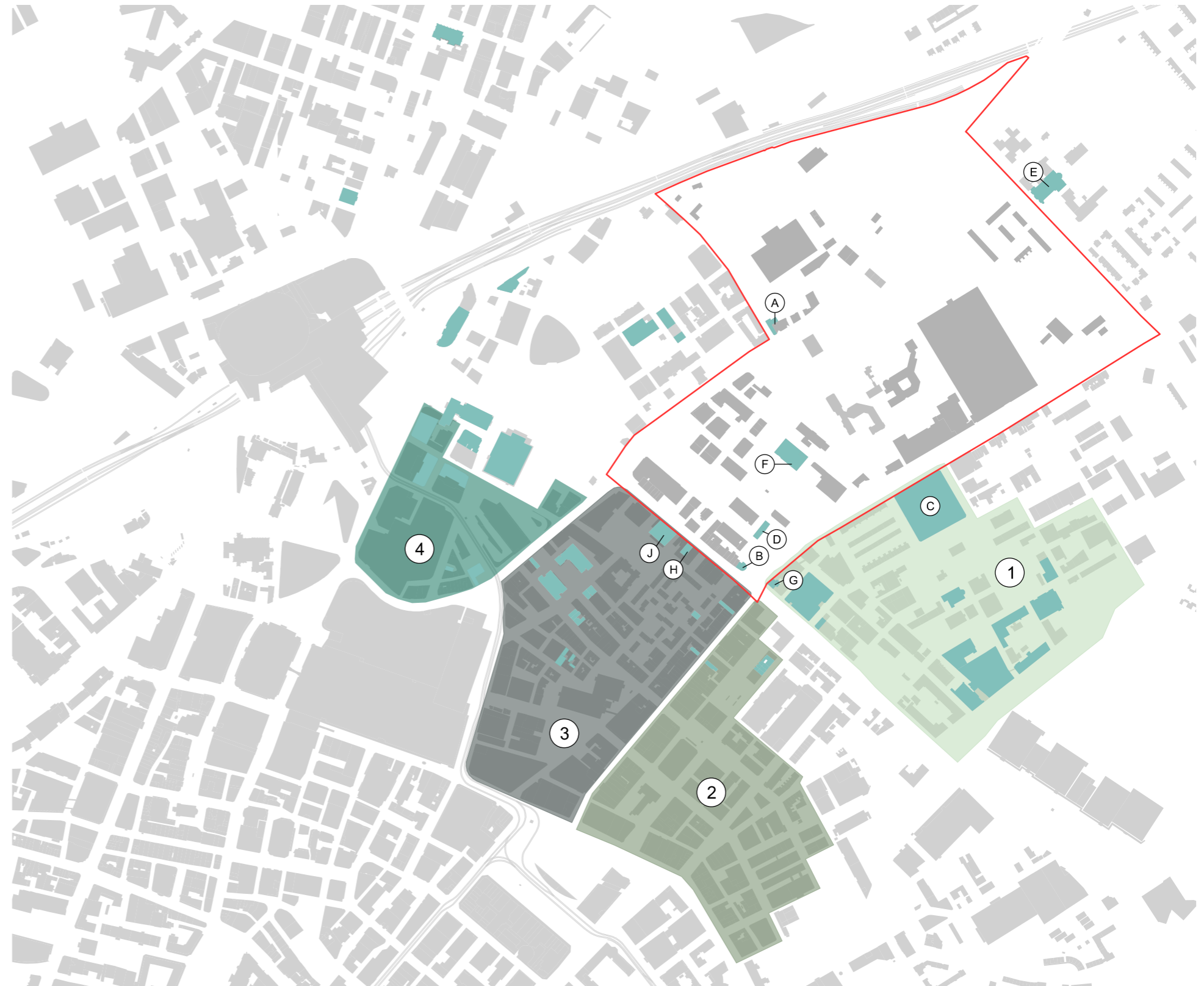
- 2.64 Uses falling outside of Zone C, on the border with Gould Street, include a small development of light industrial units and the important amenity green space of St. Michael's Flags and Angel Meadow Park beyond.
- 2.65 The recently developed Angel Meadow, which extends Zone A into the Lower Irk Valley, also borders Gould Street. This area comprises a mix of new-build and warehouse conversions, of up to seven storeys.
- 2.66 To the north and west, beyond the railway line, is the Lower Irk Valley, which continues to be a focus for regeneration activity. This area accommodates a mix of commercial and industrial uses. Integration of uses, as well as connectivity between these two areas and the City Centre, will form part of the core development principles.

Statutory Designations

- 2.67 The following section identifies the statutory designations within the site and its immediate surroundings, including designated and non-designated heritage assets and flood risk.

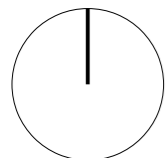
Listed Buildings

- 2.68 There are four Listed Buildings within the study area boundary and a number of others on its immediate boundary, including the Grade II Listed Mackie Mayor building, which fronts Swan Street and has significant regeneration potential.
- 2.69 Table 4.2 summarises the key features of each of these buildings; the Heritage Assets and Adjacent Conservation Areas diagram provides a location plan with images of each Listed Building.



(A) The Marble Arch Inn	(D) 8 Cable Street	(G) The Crown and Kettle Pub
(B) Former Midland Bank	(E) Roman Catholic Church	(H) 29 Swan Street
(C) Victoria Square	(F) Former Police and Ambulance Station	(J) Mackie Mayor

Listed Building	(03) Smithfield Conservation Area
(01) Ancoats Conservation Area	(04) Shudehill Conservation Area
(02) Stevenson Square Conservation Area	



2.70 Three of the four Listed Buildings within the Study Area fall within Zone A, and two of these will be retained for their current use: 8 Cable Street accommodates the Manchester Chinese Christian Church and the former Midland Bank is in office use.

2.71 Zone B does not contain any Listed Buildings and there is one in Zone C, the Marble Arch Inn, which will be retained in its current use as a public house.

2.72 Zone A offers the most potential in terms of opportunities arising from heritage assets or buildings with character and the potential to make a positive contribution towards the redevelopment of New Cross. In addition to the vacant, Grade II Listed former Police and Ambulance Station, there are a number of other buildings that possess a cultural and built environment value. These are identified on the Non-designated / Other Built Assets diagram (together with images), alongside more recent developments in Zone A that are proposed for retention such as Skyline Central. The buildings with value include:

Swan Buildings – this predominantly red-brick building, dating back to at least 1888, forms a block bounded by Oldham Road, Cable Street, Cross Keys Street and Swan Street. An ornate entrance is located in the centre of the block on Swan Street, surrounded by a row of commercial business units. The Cable Street side of the building was formerly occupied by a series of storage uses, including furniture and fruit warehouses.

Warehouse Buildings – there are a number of Victorian warehouse and early 20th Century industrial buildings within Character Area A with chamfered corners and attractive brickwork, particularly to the north and west of the site, which are considered to have a cultural and built environment value that warrants their retention. There is an opportunity to re-use these buildings in a way that will contribute towards the development of a neighbourhood with a distinctive sense of place.

2.73 The Mackie Mayor building (or Smithfield Market Hall), which sits directly opposite Zone A across Swan Street, is an important regeneration opportunity for the Northern Quarter, in terms of both the opportunity to

bring back into active use a building with heritage value, thereby further strengthening the frontage to Swan Street and creating opportunities for connectivity between the Northern Quarter and New Cross.

2.74 The building sits within the Smithfield Conservation Area and is a two-storey stone building, which fronts Swan Street and sits immediately on the pavement line. Originally a meat market, it soon became a vegetable market, and most recently was a training workshop for the Greater Manchester Youth Association. It has been vacant for a number of years.

2.75 The building forms part of the Smithfield Development Agreement with Muse Developments. An initial phase of remedial works are underway, with a view to marketing the building for full refurbishment and development for a commercially sustainable use that is in keeping with the wider Northern Quarter if possible, e.g. cultural.

2.76 The proposals for Zone A will therefore need to carefully respond to the Smithfield Market Hall and its significant heritage features, as well as maximising the opportunities for new and enhanced connections from New Cross across Swan Street and into the heart of the Northern Quarter, utilising existing streets and desire lines around the building.

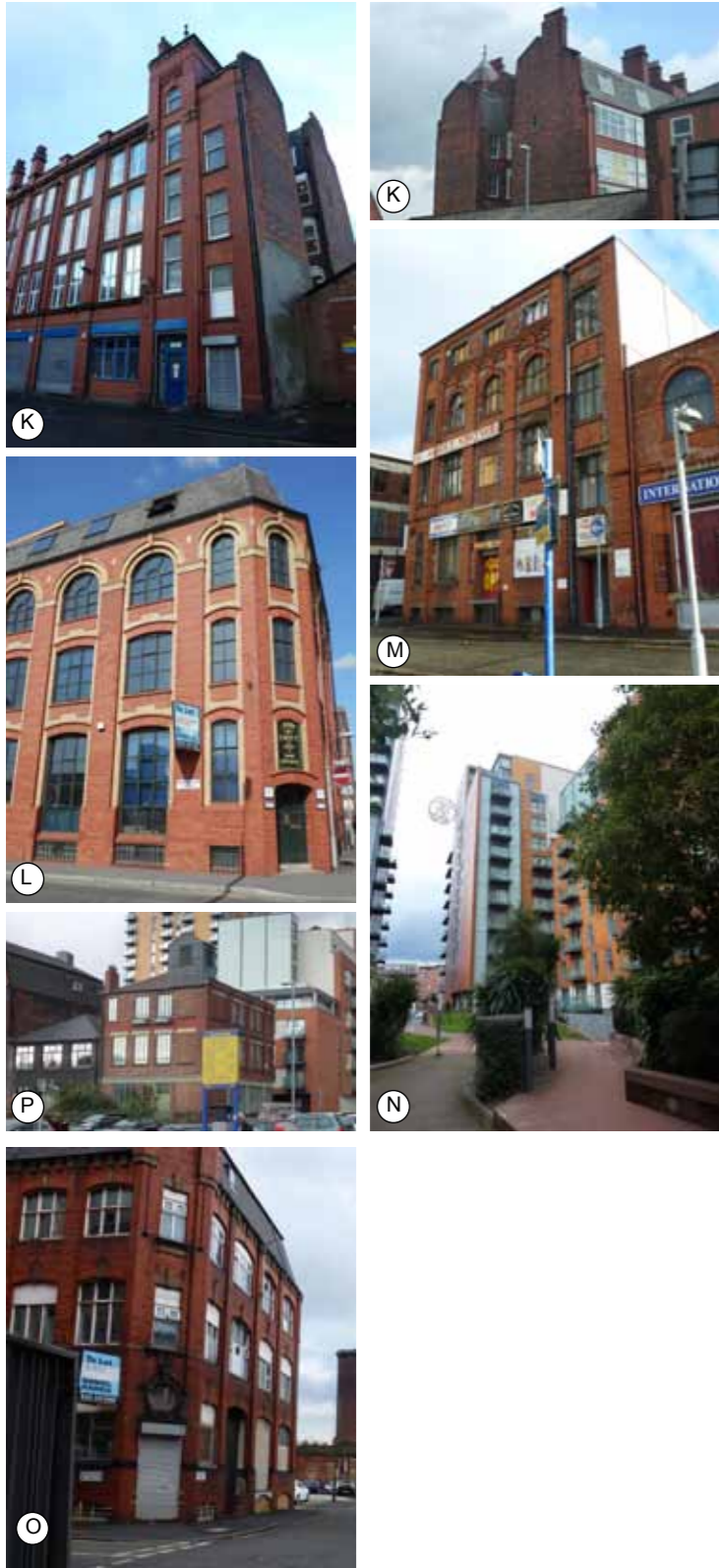
2.77 Similarly, the illustrative Masterplan and development principles will be informed by other heritage assets located on the border of the study area, taking into account the varied mix of styles and storey heights.

Table 4.1: Listed Buildings

Building	Grade	Key Features
<i>Buildings within Study Area Boundary</i>		
Marble Arch Inn (A)	II	Public house. Dated 1888 in gable to Gould Street. Buff brick with polished pink granite to ground floor, hipped slate roof. Two storeys; 5 bays to Gould Street with splayed corner and 2-bay return to Rochdale Road. Interior with original

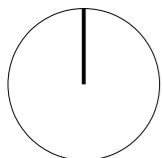
Building	Grade	Key Features
		decorative features including much faience work.
Former Midland Bank (B)	II	Bank, now office. c.1914, renovated. Portland stone (roof concealed). Irregular plan on corner site, with semi-circular south end to Oldham Road. Classical style.
Former Police and Ambulance Station (F)	II	Former police and fire station. Mid to later 19 th Century, altered and part reduced. Red brick with some sandstone ashlar, hipped slate roofs. Rectangular plan on island site incorporating office and domestic block on west side, cell range to south, with tall chimney stack, and fire engine garage on east side, all within a curtain wall. One, two and four storeys, with basements. Representative of growth of administrative institutions of large city; strikingly defensive design, making an interesting comparison with the later Police and Fire Station in London Road, Manchester.
8 Cable Street (D)		Warehouse or industrial building. Mid to later 19 th Century. Brick with some stone dressings. Rectangular. Four storeys, gable to road, 3 x 10 windows.
<i>Buildings outside Study Area Boundary</i>		
St. Patrick's Roman Catholic Church (E)	II	Roman Catholic church. 1936, by H. Greenhalgh. Red brick with white stone dressings, slate roof. Romanesque style.
Victoria Square (C)	II	Tenement block. 1889, by Henry Spalding and A.W.Cross, for Manchester Corporation. Red

Building	Grade	Key Features
		brick with terracotta dressings, slate roofs. Square courtyard plan with balcony access inside courtyard. The first municipal housing in Manchester.
The Crown and Kettle Public House (G)	II	Public house. Probably earlier 19 th Century. Buff brick with stone dressings, hipped slate roof. Square plan on corner site. Said to have been used as courtroom associated with former market close to the site
29 Swan Street (H)	II	Shop with former offices (now storage) above. c1865; architect not known. Red brick banding and sandstone dressings, slate roof hipped over the main range. Ruskin Gothic style.
Smithfield Market Hall (the Mackie Mayor Building) (J)	II	Former wholesale market hall. Dated 1857 on frieze at front, and "altered 1867" on north side. Coursed sandstone rubble with ashlar dressings, slate and glass roof, internal iron frame. Rectangular plan. Classical style.
Daily Express Building (adjacent to G)	II*	Newspaper offices and print works. 1939, by Sir Owen Williams. Steel frame with glazed curtain walling. Approximately rectangular plan parallel to street, with loading bay at rear. Functional style. Early use of glazed curtain walling. Very similar to its counterpart in Fleet Street, London.



ZONE A: NON-DESIGNATED BUILT ASSETS, INCLUDING RECENT BUILDS - ASPIRATION TO RETAIN.

Non-Designated Built Assets



Conservation Areas

2.78 The Study Area does not fall within a Conservation Area; however, it borders four City Centre Conservation Areas, as shown on the Heritage Assets and Adjacent Conservation Areas diagram. An overview of the key features of each of the Conservation Areas is provided below:

Ancoats Conservation Area: the principal buildings are the massive cotton spinning mills located adjacent to the Rochdale Canal and nearby housing; the juxtaposition and inter-linking of manufacturing, transport and residential uses meant that Ancoats functioned as the first industrial estate in the world. Much of the area's character derives from the size, mass and construction of the older buildings, which are generally red brick, between two and six storeys, with pitched slate roofs.

The use of unused and under-used buildings and spaces for appropriate purposes, such as small business workshops and residential development, is a priority. There is an aspiration to re-open the network of canal branches and basins to develop water-based leisure activities, associated commerce and appreciation of the historic context.

Stevenson Square Conservation Area: this area represents a significant portion of the City Centre in which the majority of Victorian buildings remain intact. Most buildings are related to the cotton industry, often warehouses, showrooms or workshops. Buildings create a varied matrix of building mass, divided by largely dark, narrow streets.

Wealth produced by the cotton industry is reflected in the buildings, either stone or brick with stone dressings, many of which are elaborately decorated. Towards the end of this period terracotta became popular and was extensively used either in conjunction with brick or on its own.

The main characteristic is one of a closely woven network of narrow streets intersecting at right angles. An exception to this occurs in the Port Street area and in Stevenson Square itself, where there is a change in spatial quality. Moderately tall buildings, creating a varied and interesting tapestry of built form are located hard up to the back of pavement.

Smithfield Conservation Area: Historically, the predominant building type in this area was food markets. Few of these are still standing, and those that have been converted to other uses. Principal amongst them is the retail fish market, which is now the Craft Centre. The main consideration, in urban design terms, is fitting into an established street pattern with the scale of development proportions and materials.

Shudehill Conservation Area: the west side is composed of large buildings constructed during the 20th Century. These line the east side of Corporation Street and turn the corner up Withy Grove. The older, smaller scale properties which survive today are situated to the east side.

Although Shudehill does not have an abundance of Listed Buildings, there remain several architecturally interesting properties and several street frontages have character and quality. The character of the area is largely created by the unified way in which buildings are designed and grouped together, giving each street coherence and identity.

On the east side of the area building heights should be much lower, and consistent with the smaller scale and narrow-fronted character of existing buildings which line the sloping streets.

Flood Risk

2.79 According to the Environment Agency's Flood Mapping, the Study Area does not fall within Flood Zones 2 or 3; it is therefore considered to fall within Flood Zone 1 – land assessed as having a less than 1 in 1,000 annual probability of river or sea flooding (see Figure 4.1, extract from the Environment Agency Flood Map).

2.80 In accordance with the National Planning Policy Framework, new development should be steered towards areas with the lowest risk of flooding. Land within Flood Zone 1 is considered to be suitable for a range of development, including vulnerable uses such as residential.

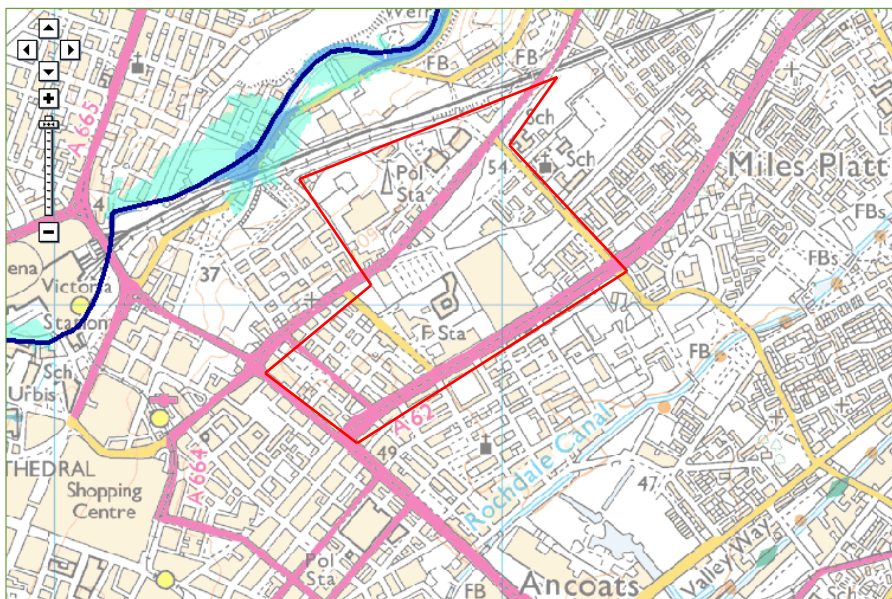


Figure 4.1: Environment Agency Flood Map - New Cross Study Area

Planning History

- 2.81 A planning history search has been carried out in respect of the Study Area and those applications of particular relevance to the comprehensive regeneration of New Cross are summarised by the Planning Context diagram.
- 2.82 The planning history search reveals that the majority of recent planning applications within the Study Area relate to the use of gap sites and previously developed land as temporary surface car parking for periods ranging from 1 to 2 years.
- 2.83 There are a number of applications of note, primarily relating to sites within Zone A, and comprising proposals for development of new buildings ranging between five and eight storeys, for hotel, residential and student residential use, with ground floor retail and basement car parking. The

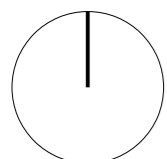
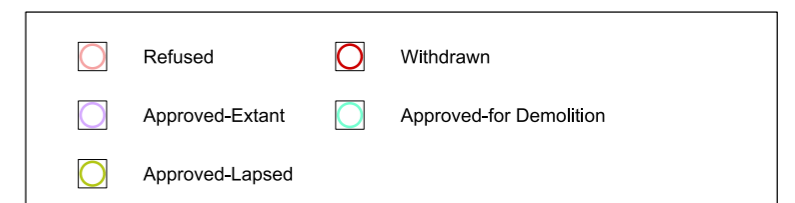
search also reveals a number of applications for taller buildings (of 10 storeys) for residential units, which were later withdrawn.

- 2.84 Taking into account the findings of the planning history search and the character and heights found in the surrounding neighbourhoods, including Ancoats and Northern Quarter (as illustrated on the Zone A: Massing Strategy diagram), a maximum of eight storeys is considered to be a positive benchmark datum generally across Zone A.
- 2.85 There is scope for taller buildings to the western edge beyond Mason Street, where these would respond to the existing high point within the Study Area (Skyline at 20 storeys) and also forthcoming proposals for NOMA, including the Angel Gardens residential scheme.

<p>01 P.P. 085801 - 8 Storey 61 Residences Ground floor retail Car Parking Approval date: 06.10.2010. Planning permission lapsed.</p>	<p>09 P.P. 069969/OO/2003/N1 10 Storey 12 live/work units at ground floor 108 Residential units 56 car parking spaces Withdrawal date: 03.02.2005</p>
<p>02 P.P. 087073 7 Storey 15 Student residences Basement car park 208 sqm Commercial space Approval date: 13.05.2010. Planning permission lapsed - Renewal refused. P.P. 102431/REP/2013/N1</p>	<p>10 P.P. 073350/FO/2004/N1 5/6 Storey Retail/commercial at ground floor 53 Residential units Underground car parking Approval date: 22.03.2005</p>
<p>03 P.P. 104863 Change of use and conversion of warehouse into 4 new 2-bed apartments. Approval date: 07.04.2014.</p>	<p>11 P.P. 076950/FO/2005/N1 5/7 Storey commercial at ground floor 72 Residential units Car parking at basement and ground Approval date: 22.03.2006 Planning permission lapsed</p>
<p>04 P.P. 104863 Application for prior notification of proposed demolition of building. Approval date: 23.05.2013.</p>	<p>12 P.P. 077325/OO/2005/N1 7 Storey 4 Live/Work units 42 Residential units (2 bed) 26 car parking spaces at basement Approval date: 31.08.2006 Planning permission lapsed</p>
<p>05 P.P. 064569/OO/NORTH1/02 3 Storey Ground floor retail First floor offices 8 Residences at second floor Approval date: 21.10.2002.</p>	<p>13 P.P. 087073/FO/2008 7 Storey Commercial at ground 15 student Residential units (80 bedrooms in total) Approval date: 13.05.2010 Planning permission lapsed</p>
<p>06 P.P. 067103/OO/NORTH1/03 10 Storey 12 no. live/work units ground floor 108 Residential units 56 car parking spaces Withdrawal date: 07.05.2003</p>	<p>14 P.P. 085801/FO/2008 8 Storey 4 Commercial units at ground 61 Residential units Approval date: 07.10.2010 Planning permission lapsed</p>
<p>07 P.P. 070702/FO/2004/N1 6 Storey 25 Residential units Retail units Car parking spaces Refusal date: 05.04.2004</p>	<p>15 P.P. 092790/REP/2010 7 Storey 4 Commercial units at ground 18 Residential units Approval date: 23.01.2012 Planning permission lapsed</p>
<p>08 P.P. 071680/FO/2004/N1 7 Storey Commercial at ground floor 69 Residential units 73 car parking spaces Withdrawal date: 12.08.2004</p>	<p>16 P.P. 087455/OO/2008/N1 8 Storey 4 Commercial units at ground 150 hotel rooms/ 20 serviced apartments 3 storeys basement parking Refusal date: 12.02.2009</p>



ZONE A: PLANNING APPLICATION CONTEXT



Transport and Movement

Existing Vehicular Movement Patterns

2.86 The Study Area is situated mostly to the north of the Manchester Inner Ring Road (IRR), although the one-way arrangement along Swan Street (westbound) and Addington Street (eastbound) does bisect the study area within Zone A, a portion of which is effectively within the IRR. The area is bordered by strategic arterial routes into and out of the city by the A664 Rochdale Road and the A62 Oldham Road. The A664 Rochdale Road to the east of the site is a key arterial route to the north of Manchester city centre and provides a link to the M60 Manchester Outer Ring Road and beyond towards Middleton/Rochdale. Similar, the A62 Oldham also provides a link to the M60 and beyond towards Oldham.

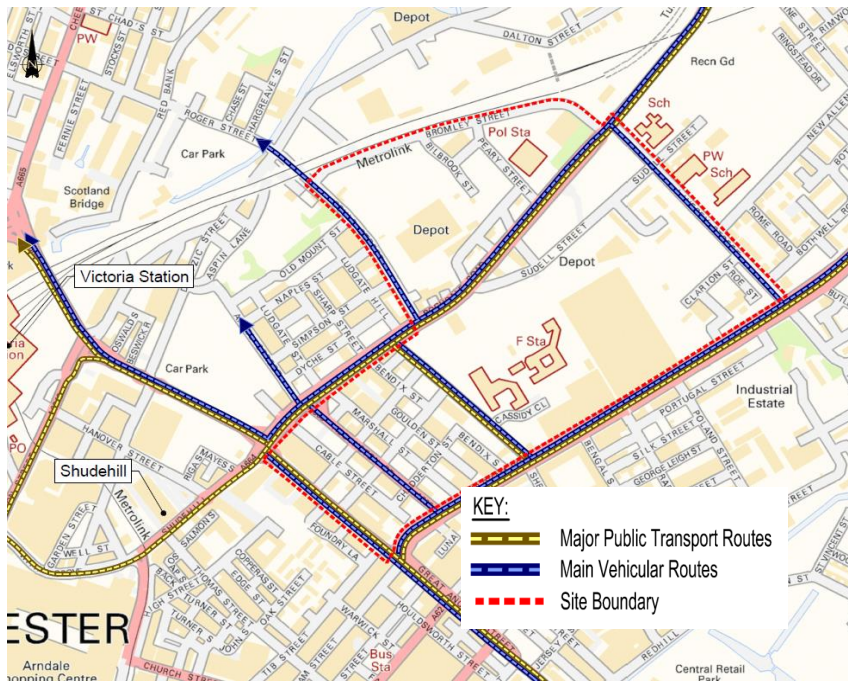


Figure 4.2: Main Vehicular and Public Transport Routes

2.87 The Study Area is considered to be well located in terms of access to the wider strategic highway network. Junction 12 of the M60 is situated

approximately 11km to the west with Junction 19 located 8km to the north. The M62 eastbound towards Leeds is within 9km of the site with westbound route towards Liverpool located 11km to the west of the site. The M61 is located 10km to the north of the site and the M6 situated approximately 26km to the west.

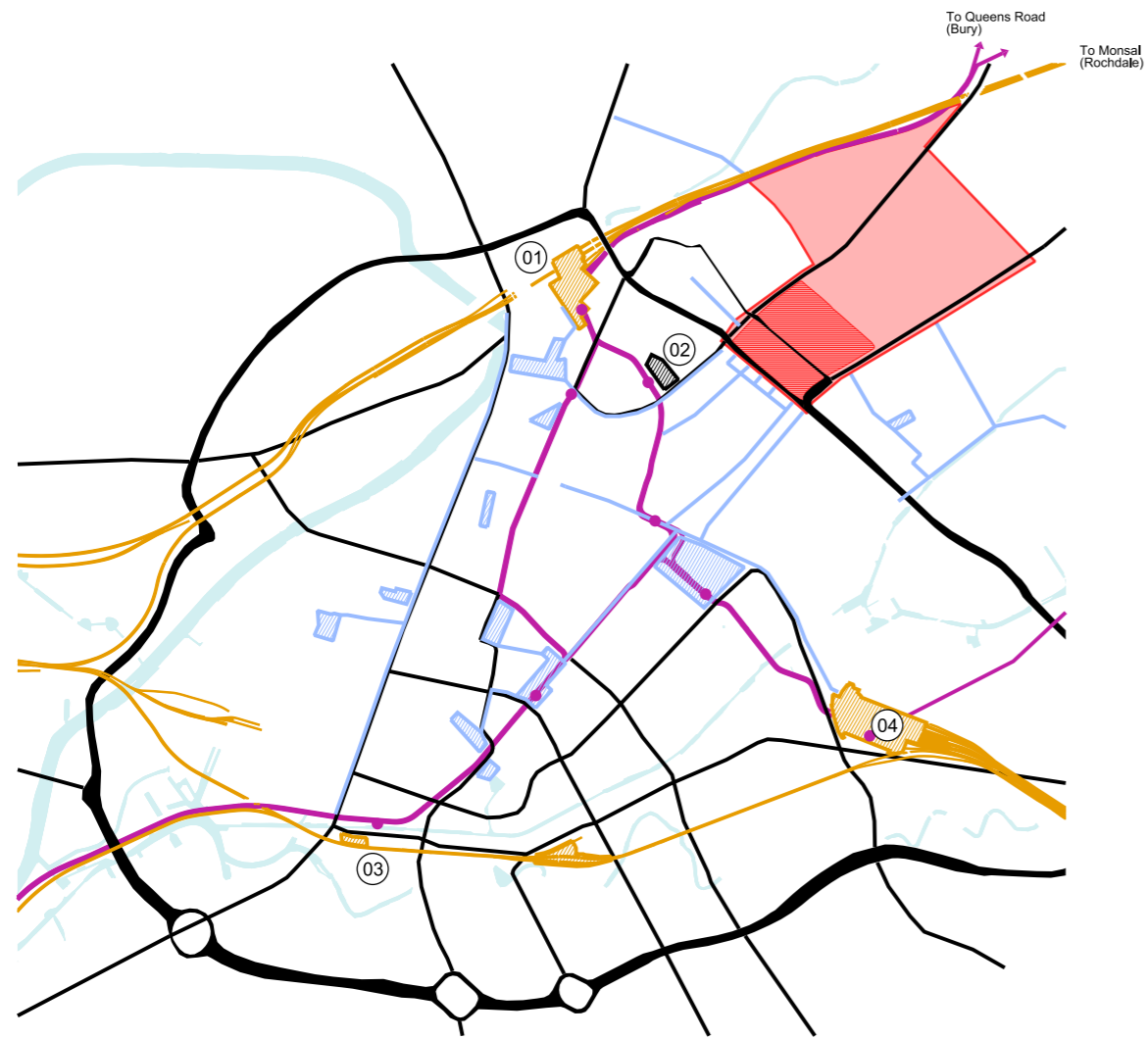
2.88 The key east to west vehicular movements through the core of the Study Area (Zone A) are facilitated by Swan Street, Addington Street and Thompson Street. Gould Street, to the west of Rochdale Road, provides a direct link into the Green Quarter area via the Lower Irk Valley.

2.89 The internal network of highways adopts a grid pattern that is subject to various one-way restrictions, which create a convoluted network of routes north to south through Zone A, as illustrated by the Existing Street Hierarchy diagram. This existing arrangement ensures that opportunities for “rat running” are reduced; however, it is very detrimental in terms of achieving a permeable neighbourhood.

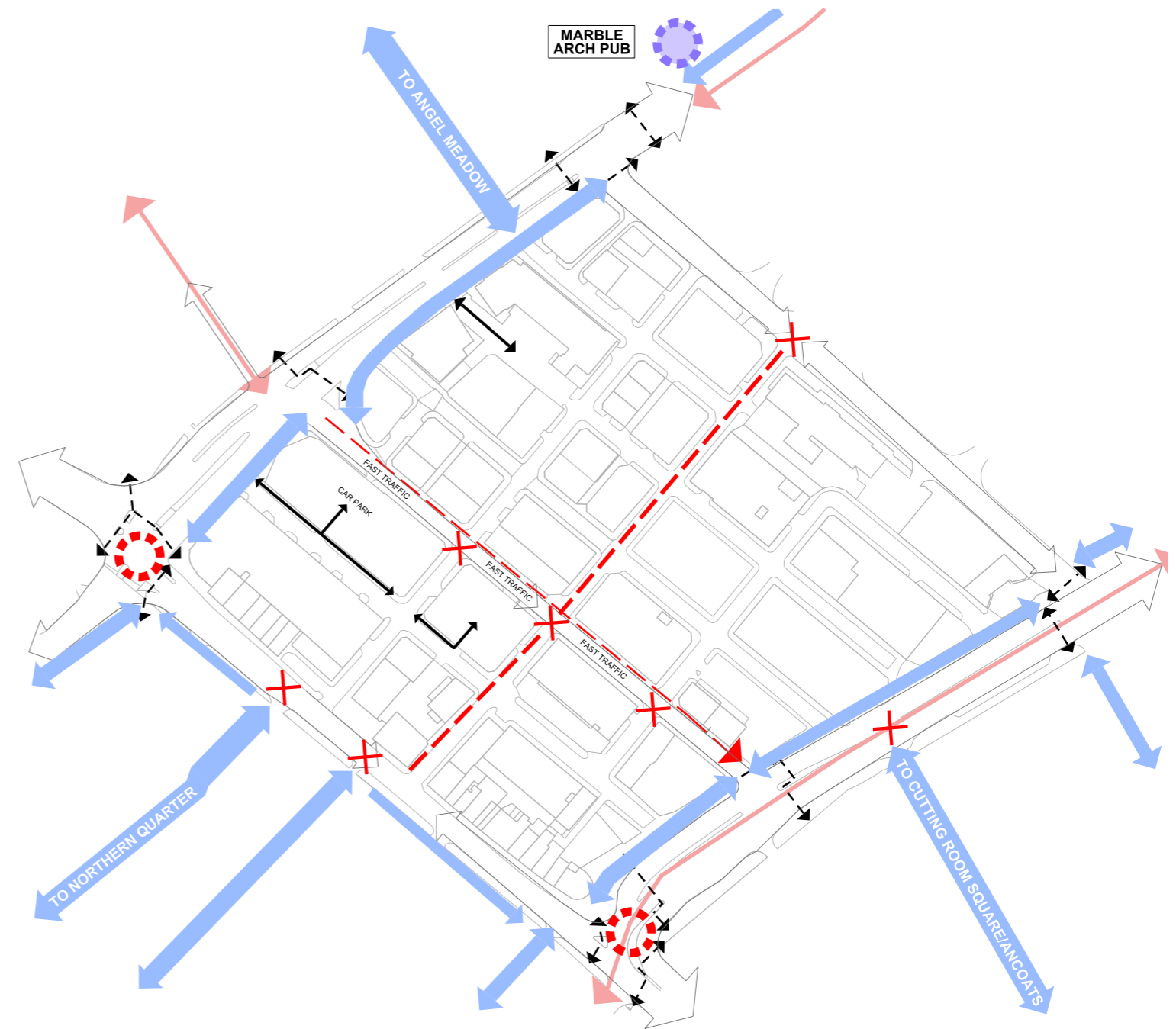
2.90 The key movement that the Masterplan will need to carefully consider is therefore north to south between Thompson Street and Swan Street without creating a clear “rat run” but at the same time ensuring some degree of permeability.

2.91 A highway strategy which promotes a range of highway layouts and surface treatments throughout the area, which are broadly based on the principles set out within Manual for Streets (MfS), would provide a suitable basis for achieving a more permeable street hierarchy. The key aims and objectives of MfS are to assist in the creation of streets, which:

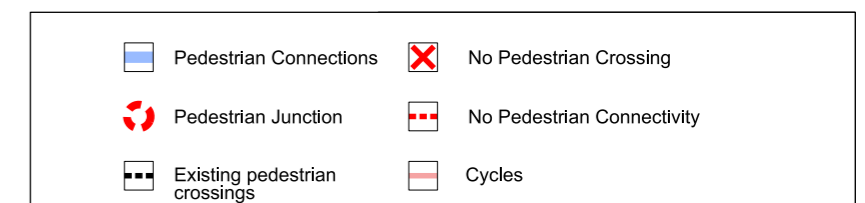
- Help to build and strengthen the communities they serve.
- Meet the needs of all users through inclusive design.
- Form part of a well-connected network.
- Are attractive and have their own distinctive identity.
- Are cost-effective to construct and maintain.
- Are safe.



CITY WIDE CONNECTIONS



EXISTING PEDESTRIAN CONNECTIVITY & LINKAGES



Existing Pedestrian Movement Patterns

- 2.92 Pedestrian and cycle movement through the Study Area are predominantly directed to the outer extremities at Rochdale Road and Oldham Road, where dedicated cycle infrastructure and pedestrian crossing facilities are provided at the main signal controlled junctions (see the Linkages and Connectivity diagram). Given the role of these roads as major arterial routes, they are heavily trafficked and with limited mitigation the pedestrian environment is poor (see photographic analysis on the Street Hierarchy diagram).
- 2.93 Whilst the grid pattern of the Study Area promotes direct north to south pedestrian routes through Zone A, the physical and psychological effect of Swan Street as a barrier to pedestrian movements results in pedestrian movements being directed towards the Rochdale Road/Miller Street/Swan Street and Oldham Road/Great Ancoats Street/Swan Street signal controlled junctions.
- 2.94 Whilst pedestrian crossings are provided at these key junctions, the quality of these crossings in terms of pedestrian experience is relatively poor, as illustrated by the photographs on the Existing Street Hierarchy diagram. For example, the crossing at the Oldham Road / Swan Street / Tib Street junction involves several crossing points spread across a wide area, which is heavily trafficked and does not provide any design mitigation. It is similar experience at the junction of Rochdale Road / Miller Street.
- 2.95 Pedestrian movement through Zone B is almost impossible, given the large-scale uses within this area; an important connection from the City centre through to Collyhurst is therefore not currently achievable.
- 2.96 Similarly, the former National Grid call centre in Zone C is a closed off, private site that means pedestrian movement is pushed out to the periphery of the area. Rochdale Road and Bromley Street provide the only north to south connections through this area; Bromley Street is located adjacent to the railway arches and is restricted by significant levels of on-street parking that make it difficult for pedestrian use.

- 2.97 Elsewhere on the main arterial routes of Oldham Road and Rochdale Road, pedestrian crossings are often located away from pedestrian desire lines, for example there is no crossing point linking into the access to Cutting Room Square in Ancoats.
- 2.98 The anticipated increase in pedestrian movements to, from and through the Study Area will necessitate improvements to pedestrian infrastructure in the surrounding area.
- 2.99 Existing cycle routes servicing the Study Area are shown on Figure 4.3. These are focused around the main arterial routes, with little penetration into the Study Area.

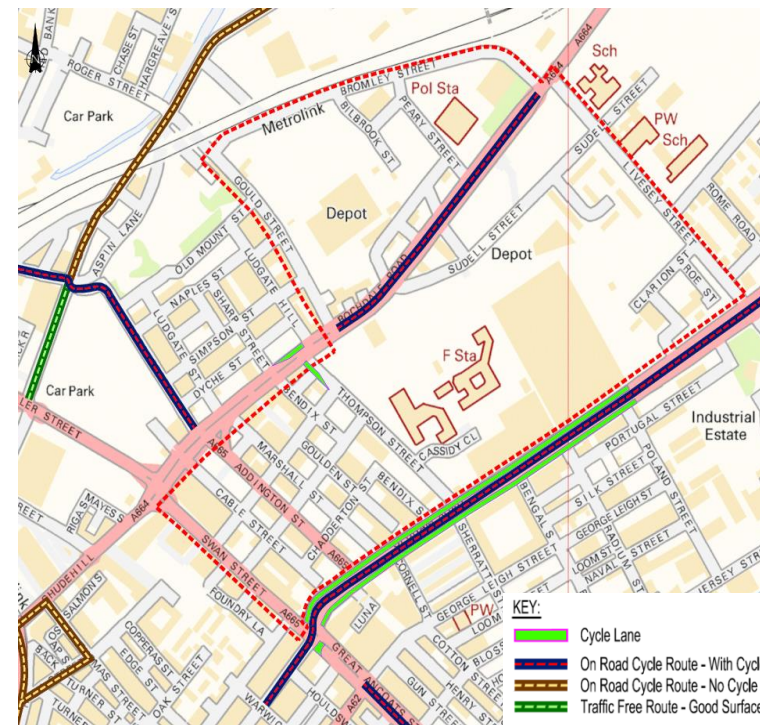


Figure 4.3: Existing Cycle Routes

- 2.100 In 2013, Manchester City Council and Transport for Greater Manchester (TfGM) successfully secured £20 million of funding to support a major new cycling education and infrastructure programme.

2.101 Greater Manchester's Velocity 2025 Vision aims to increase bike trips to 10% of all journeys over the next 12 years. In support of this aim, the funds will be used to deliver strategic cycle routes and 'ride stations', which link employment, education and leisure facilities to rail and Metrolink stations, by March 2015.

2.102 There is a clear opportunity to build upon the current investment in cycle infrastructure and the existing facilities local to the Study Area and enhance cycle linkages from, through and around the City Centre as part of a sensitively designed pedestrian and cycle access strategy.

Operation of the Inner Ring Road

2.103 An important consideration in terms of the success of the Masterplan is the routing and consequent impact of the IRR on Zone A; in its current operation, the eastbound route travels along Addington Street, effectively bisecting this area and subjecting it to heavy traffic and associated noise and air pollution during peak times of the day.

2.104 TfGM is currently undertaking a comprehensive analysis and consideration of the capacity and operation of the IRR. There is potential that the outcome of this work will result in proposals for a re-configuration of the current arrangements; therefore, in developing the Masterplan proposals, consideration has been given to re-locating the eastbound route to Thompson Street.

2.105 Whilst a re-configuration of the IRR would have benefits for the Masterplan particularly in terms of improvement to traffic flow, for example by increasing the distance between the right turn on to Oldham Road and the key junction at Oldham Road / Swan Street / Tib Street and thereby reducing the levels of standing traffic and consequent adverse impacts on noise and air pollution levels, the development of the Masterplan has illustrated that with appropriate mitigation measures it is possible to alleviate some of the negative impacts associated with the IRR.

2.106 In addition, it is clear that larger development plots are achievable across Zone A even if the IRR retains its current routing, as shown on the Zone A

Street Hierarchy diagram. There is only one plot that is severely constrained by the operation of the IRR – which is located at the junction of Rochdale Road and Addington Street. However, with some limited alterations to the highway, for example removal of the left turn from Rochdale Road on to Addington Street, it should also be possible to create a better development plot without re-routing the IRR.

2.107 On-site observations indicate that the junctions are operating as well as can be expected with limited scope for significant improvements unless this is supported by the wider TfGM study; at this stage it is envisaged that any improvements would be limited to enhancement of pedestrian and cycle facilities. This may include the realignment of pedestrian crossing points to provide shorter, more direct opportunities to cross the highway.

2.108 However, in time, and as Zones B and C are developed, it is envisaged that there may be a natural movement of traffic towards Thompson Street, which is a two-way, three-lane road that could more readily accommodate the volume and type of traffic associated with an IRR.

2.109 Two iterations of the proposed Street Hierarchy for Zone have therefore been provided to illustrate how delivery of the core development principles could be secured in a way that maximises potential of Zone A should the IRR be retained in its current configuration (Option A), but future-proofs the proposals in the event it moves out to Thompson Street (Option B) (Section 5).

Car Parking Analysis

2.110 The Study Area currently provides a number of facilities for both long and short stay parking either at temporarily approved surface level car parks or at permitted on-street locations. There are also a number of streets designated as no parking areas. Current arrangements are shown at Figure 4.4.

2.111 It is likely that the majority of these temporary car parking spaces are utilised as commuter car parking for people working in and around Manchester City Centre. There are a number of further surface car parks

and multi-storey car parks within the immediate vicinity of the study area, including NCP multi-storey car parks at Shudehill and Church Street in the Northern Quarter.

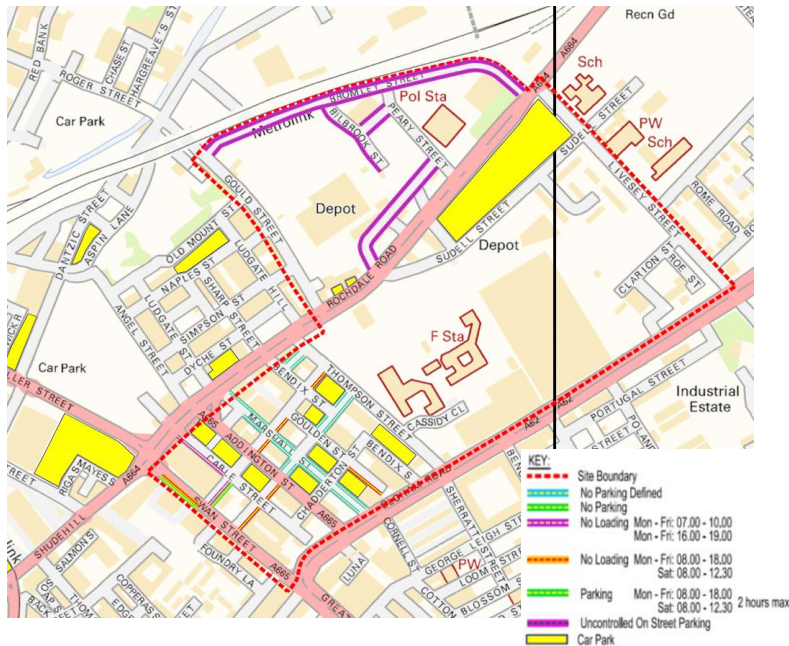


Figure 4.4: Existing Car Parking Facilities

Relationship to Public Transport

2.112 The Linkages and Connectivity diagram provides an overview of key citywide connections and this section should be read alongside that diagram.

Manchester Airport

2.113 Within the UK, Manchester Airport offers the largest network of destinations served outside of London. With an existing network of domestic services unrivalled by any other UK airport, Manchester airport is able to offer direct daily services to many European and long haul destinations that rivals many available from some European capital cities.

2.114 Manchester Airport is easily accessible by rail, with Manchester Airport Rail Station providing a direct rail connection from both Manchester Piccadilly and Manchester Oxford Road Rail Stations in the City Centre.

2.115 Work has recently commenced on a fourth platform at Manchester Airport Rail Station as part of the Northern Hub programme, which aims to increase capacity and allow connections for businesses and travellers to the Airport City development.

2.116 As of 3 November 2014, Manchester Airport is also accessible by Metrolink.

Rail

2.117 The southern boundary of the Study Area is located within 800 metres of Manchester Victoria Rail Station, a major regional interchange serving destinations to the north and east of Manchester, including direct services to Liverpool (with a fast service at 36 minutes journey time recently commencing) and Leeds (approximately 1 hour 30 minutes journey time). It also has a Metrolink stop, which is currently being upgraded and will form part of the Second City Crossing.

2.118 The Station is the subject of a significant level of investment, which will transform it into a transport interchange suitable for the 21st Century. The Northern Hub - a Network Rail project that will deliver £530m of targeted investment to transform Northern England's rail network, stimulating economic growth - will divert many rail services to Victoria Station and as such it will become a vital arrival and departure point to the City.

2.119 The Trans-Pennine Express line links all major cities in the North of England (and Scotland) including Newcastle, Liverpool and Hull. For instance, there are 46 services to Liverpool and 62 to Leeds every day. Trains to Birmingham run every half hour and Manchester Airport benefits from up to 8-9 services an hour, with services operating 24 hours a day.

- 2.120 The Study Area is also easily accessible from Manchester Piccadilly Rail Station, by foot, cycle, Metrolink or the free Metroshuttle bus (via Shudehill Interchange).
- 2.121 Manchester Piccadilly Station is a world-class interchange, which provides high quality waiting, shopping and business facilities for rail passengers. Piccadilly Station is the main rail hub for the North West, with frequent and rapid services throughout the day and into the evening (with a service approximately every 20 minutes until 2015) between Manchester and London with average journey times of only 2 hours 10 minutes.

Metrolink

- 2.122 Metrolink transports on average 7 million passengers a year to and from the City Centre; has been the subject of significant investment and expansion of routes in recent years, which is on-going with the delivery of the Second City Crossing and enhancements of Deansgate-Castlefield Station.
- 2.123 Shudehill Interchange and Metrolink Stop is within a short walk of the Study Area. During peak periods 10 trams run each hour, with 5 per hour in the off peak. Lines run to Ashton-under-Lyne, Altrincham, St Werburgh's Road, Didsbury, Eccles, MediaCity:UK, Droylsden, Oldham, Rochdale, Bury and from 3 November 2014, Manchester Airport.
- 2.124 The Metrolink service links areas where people live to areas where people work. Metrolink provides a popular commuter option, which penetrates the City Centre within easy reach of the Study Area, at Shudehill Interchange (approximately 400 metres from the Study Area boundary). Monsall Metrolink stop, on the Didsbury to Rochdale line is also located in close proximity to the northern edge of the Study Area.
- 2.125 Metrolink is extremely popular with commuters, shoppers and tourists. Routes generally operate until midnight during the week and 1am at weekends. During peak periods 10 trams run each hour, with 5 per hour in the off peak.

- 2.126 With the exception of the Manchester Airport, Rochdale and East Didsbury routes, each destination connects directly with Piccadilly Station where national train connections can be made.
- 2.127 Metrolink has bold expansion plans for the future to enable further access for residents. The Second City Crossing route is currently under construction and will link St Peter's Square with Victoria Station, alleviating pressure on existing City Centre routes. Initial scoping works and public consultation are also taking place to investigate the potential to extend Metrolink to Trafford Park and beyond to the Trafford Centre.
- 2.128 The Metrolink network is easily accessible from New Cross via the Shudehill Interchange, which also connects with bus services and the free Metroshuttle bus service linking key public transport nodes and facilities within the City Centre.

Bus

- 2.129 Rochdale Road and Oldham Road are major public transport corridors, accommodating an extensive range of bus services; Swan Street and Thompson Street are also served by buses.
- 2.130 Rochdale Road in particular forms part of the Cross City bus package, which is a £54.5m investment package that will significantly improve bus travel into, and across, Manchester City Centre. The scheme, extending along Rochdale Road from Middleton Bus Station to Manchester City Centre, comprises several kilometres of new bus lanes in both directions, largely within the existing carriageway, together with junction capacity enhancements, localised parking and loading improvements, and improvements to pedestrian facilities.
- 2.131 Rochdale Road currently sees 14 separate bus services with a combined 51 bus services operating in each direction per hour throughout the week providing linkages to Rochdale, Middleton, Heywood, Blackley, Chadderton and Newton Heath.

2.132 Oldham Road currently sees 11 separate bus services with a combined 40 bus services operating in each direction per hour throughout the week providing linkages to Rochdale, Oldham, Shaw, Chadderton and Failsworth.

2.133 There are up to 23 bus services providing a total daytime provision of 77 services per hour from Shudehill. This equates to more than one service every minute. These services provide sustainable access to a number of destinations including Bolton, Rochdale, Farnworth, Heywood, Cadishead, Moston, Blackley, Bury, Warrington, Langley and Altrincham.

Metroshuttle

2.134 Metroshuttle, the free City Centre bus, provides a regular and efficient service connecting the major transport hubs of Piccadilly, Victoria and Shudehill Interchange, as well as the major shopping, cultural, heritage and business quarters. Launched in 2002, Metroshuttle carries a total of 1.5 million passengers annually across the city. Metroshuttle buses link people to employment and leisure opportunities across the City Centre.

Community Provision

2.135 Within the study area, the provision of community facilities and amenities is limited to small areas of public realm and incidental amenity space at the periphery of the site. There are currently no community facilities, for example schools, GP surgeries, dentist, which would be expected to support a residential-led neighbourhood.

2.136 There are two primary schools, a church and a community centre immediately adjacent the boundary of the study area on Livesey Street.

2.137 The comprehensive regeneration plan for Collyhurst (the Masterplan for which was endorsed in principle at Manchester City Council's Executive Committee in October 2014), includes proposals for the provision of a district centre, which will provide convenience retail and other community facilities. A £30 million Academy was opened in Collyhurst in 2010.

2.138 There is further primary school provision within New Islington, with the Manchester Grammar School sponsored Free Primary School, which is currently located at a temporary site in Ancoats and is due to move to a new permanent site in New Islington.

2.139 The proximity of the study area to the City Centre also means that, through enhanced linkages, easy access can be provided to a range of amenities that would support the development of New Cross as an attractive neighbourhood and place to live, for example cultural, leisure and retail uses.

Existing Townscape Analysis

2.140 A comprehensive analysis of the existing townscape features within each of the Character Areas has been carried out and is summarised below.

Linkages and Connectivity

2.141 At the periphery to Zone A, a number of key pedestrian connections exist; particularly into the Northern Quarter and Ancoats districts. Much of the footfall from the Northern Quarter passes through the recently regenerated Smithfield Development Area towards Swan Street, at which point connections are viable, albeit difficult, directly over Swan Street into the New Cross.

2.142 Similarly, pedestrian connections exist into the heart of Ancoats, via Cornell Street and Sherratt Street towards Cutting Room Square; however, there is significant potential to enhance the strength and quality of these connections and reinforce desire lines.

2.143 Primary vehicle movement occurs about all four perimeters with the addition of Addington Street providing clockwise movement around the IRR and dividing Zone A into two separate islands.

2.144 The remaining street network is extremely confusing and disorientating for the driver, with a network of one-way and two way streets stopping and starting across plots. This generates dead end conditions and convoluted

'rat-runs' connecting Thompson Street to Addington Street and eventually Swan Street. No-entry and one-way road signs litter the street corners to direct traffic.

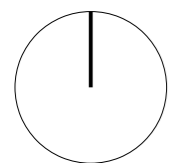
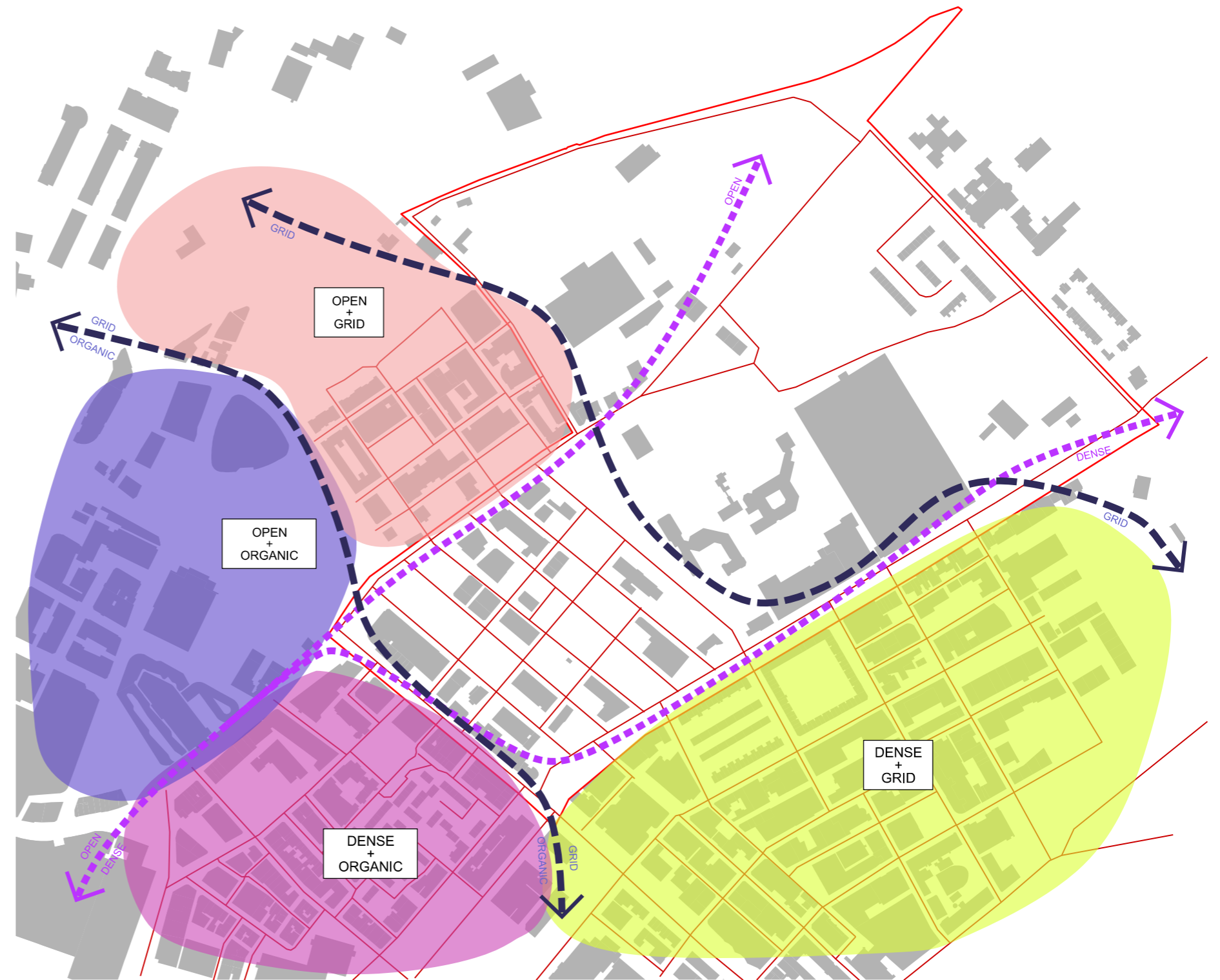
- 2.145 Pedestrian movement and orientation is relatively straightforward; however, it is not a welcoming or positive experience as a result of the narrow pavements and continuous road crossings to navigate.
- 2.146 Connectivity through Zone B substantially restricted, particularly due to the presence of the Royal Mail site and other commercial uses sited between Oldham Road and Rochdale Road. There is no connection across the width of the site for its entire length; with limited access to the northern edge via Sudell Street and a narrow footpath accessed from Rochdale Road. There is therefore poor connectivity through the heart of Zone B between Zone A and also into the Collyhurst regeneration area beyond.
- 2.147 Similarly, access across Zone C is limited due to the presence of the large, closed off former gas works site and a number of other private industrial plots that for the most part are fenced off to the public. Peary Street forms the only connection across this area. The most important route, adjacent to the Marble Arch Inn, is Gould Street, which connects Rochdale Road to the underpass beneath the railway and into the Green Quarter and Cheetham Hill to the north.
- 2.148 There is also significant potential to enhance connectivity from the Study Area into the Lower Irk Valley beyond the railway arches, which currently act as a barrier but could form an important element of amenity for the area.

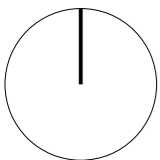
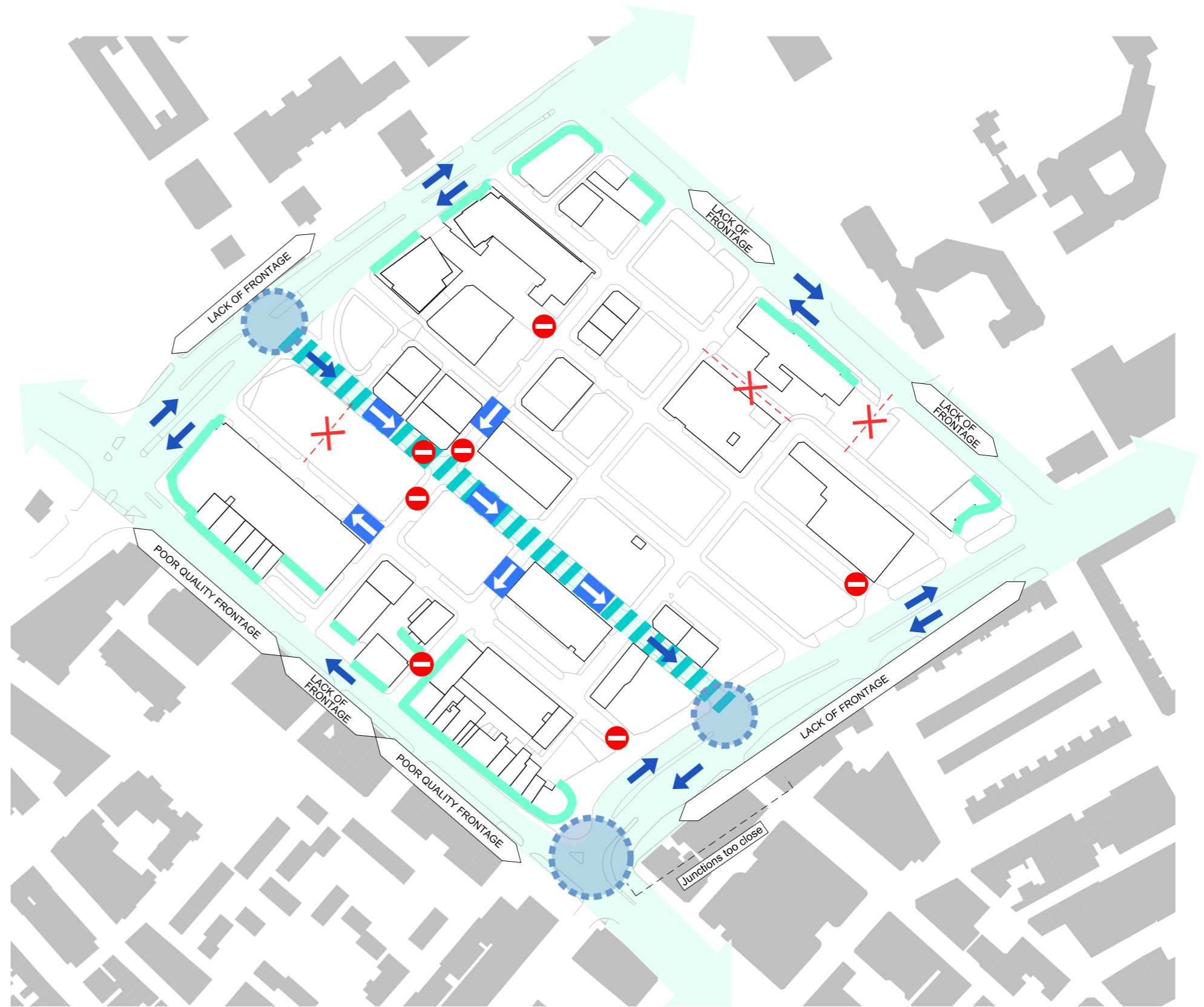
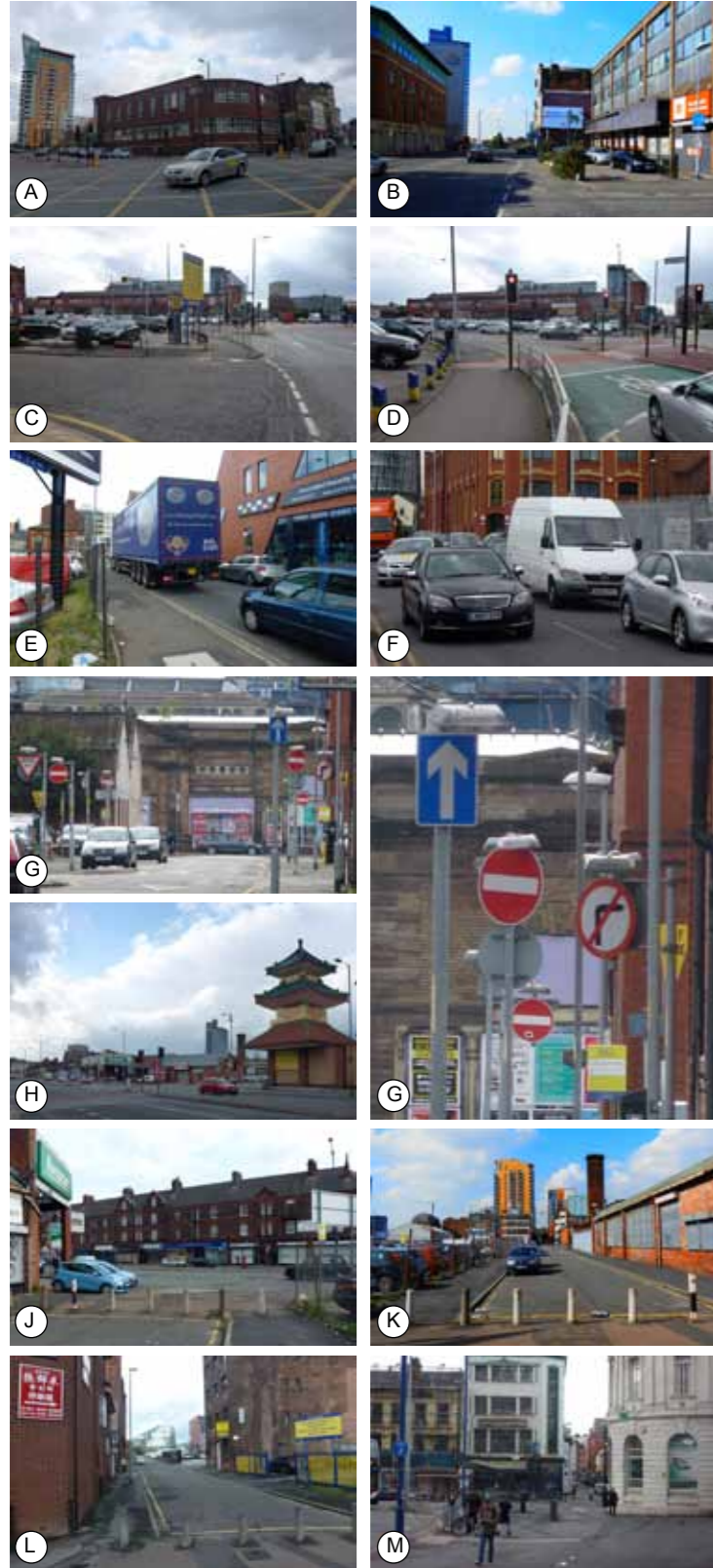
Urban Character and Grain

- 2.149 The Study Area is not an isolated neighbourhood; Zone A in particular has a strong connection to the surrounding regeneration areas in terms of urban character and grain, massing and scale. It forms part of a broad band running around the immediate City Centre, which moves from a dense grid-based grain with little space between buildings in Ancoats to an

open, organic grain in Angel Meadow. The Adjacent Character and Grain diagram illustrates this character analysis.

- 2.150 The grid system for Zone A has been reinforced since its inception through the development of individual plots of land each bounded by streets. This grid system is rooted in the earliest development in the area; connecting Zone A back into the Northern Quarter, Ancoats, and the wider City Centre beyond. The existing condition of numerous vacant plots has eroded the character of this area, with very few existing plots framing the back of the highway to give definition to the grid system.
- 2.151 The street hierarchy in Zone A could reflect the historic powerful grid; however, it has been severed through the introduction of vehicular one-way systems that make it difficult to navigate for vehicles and pedestrians (please refer to the Existing Street Hierarchy diagram).
- 2.152 Retention and reinforcement of this historic grid will be a critical consideration for the Masterplan, as it represents an important opportunity to open up character that has been lost and make key connections to surrounding regenerations area including Ancoats, Northern Quarter, NOMA and Collyhurst.
- 2.153 There is also a very distinct change in character and urban grain from Zone A to the remainder of the Study Area to the north. The lack of urban character across the Study Area creates a 'no-mans' land between the City Centre and the suburban character of Miles Platting and Collyhurst to the north beyond.
- 2.154 Zones B and C to the north and east have been eroded over time; once harbouring the large scale industrial Gas Works and the Oldham Road Rail Station respectively, alongside terraced pre-war housing stock, this has more recently been replaced with modern industrial and commercial shed developments.
- 2.155 The limited street infrastructure has been eroded over time leaving disjointed plots of land with limited connectivity across both areas for pedestrians and vehicles.





(A) (B) Poor quality frontage to Swan Street	(G) Confusing signage creates visual clutter	(J) (K) Dead end condition to Cable Street	⊘ No Access	➡ Traffic Flow	▭ Arterial Routes (Ring Road)
(C) (D) Poor quality junction at Addington Street/Oldham Road	(H) Lack of frontage along Oldham Road		▭ Active Frontages	➡ One way traffic	▨ Standing Traffic
(E) (F) Standing traffic along Addington Street	(J) (K) Dead end condition to Goulde Street		⊘ No through road	⊘ Poor Quality Junctions (proximity too close)	

Height and Density

- 2.156 Within Zone A, there are three distinct character areas in terms of height and massing. These can be defined as: a) the edges to Rochdale Road and Thompson Street; b) the heart of the site; and, c) the edges to Oldham Road and Swan Street sweeping into Mason Street.
- 2.157 Rochdale Road already accommodates a tall building in the form of Skyline Central (20 storeys). This building provides an existing landmark on a key route into Manchester City Centre. Beyond the study area, The Co-operative Group's CIS Tower and new headquarters buildings form strong features within the city centre skyline. In addition, Planning Permission has now been approved for a 458 bed apartment development at Angel Gardens on the opposite side of Rochdale Road. The form of this development is predominantly an eight storey perimeter block, with a planned 34 storey tower at the corner of Miller Street and Rochdale Road as part of the Angel Gardens development.
- 2.158 The Oldham Road / Swan Street / Mason Street sweep is of a different character. At the junction of Swan Street and Oldham Road and within the Zone A boundary, there are two Grade II Listed Buildings (the former Midland Bank (two storeys) and 8 Cable Street (five storeys)). On the Swan Street border there are two Grade II Listed Buildings (the Smithfield Market Hall (two storeys) and 29 Swan Street (three storeys)). On the Oldham Road border there are two further Grade II Listed Buildings (Victoria Square (part five part six storeys) and the Crown and Kettle Public House (two storeys)).
- 2.159 More generally there is a clear eight storey benchmark datum that runs through the City Centre's northern fringes from NOMA to Ancoats and New Islington. On the Rochdale Road side this is punctuated by 1 Angel Square and the proposed new Angel Gardens development (which also incorporates a podium level at eight storeys); however, on the Oldham Road side buildings sit between three and seven storeys. Aside from at the more prominent gateway sites, on the Northern Quarter side of Swan Street buildings sit at four storeys. This benchmark datum is reflected in

the planning history for Zone A, where Planning Permissions (now lapsed) have previously been secured for buildings between five and eight storeys.

Gateways, Landmarks and Nodes

- 2.160 The Study Area suffers from a disjunction between key landmarks and existing gateways. The key gateways into the Study Area include the entrances from Rochdale Road and Oldham Road to the north; neither of which have landmarks to signify the road junctions.
- 2.161 Within Zone C, there is an important potential gateway with the adjoining NOMA and Lower Irk Valley regeneration areas located at the foot of Gould Street. This is currently compromised by the presence of a large United Utilities electricity substation; however, potential exists to form a strong connection here with the entrance to St Michael's Flags and NOMA on the western boundary and under the viaduct to the southern border of the Lower Irk Valley.
- 2.162 The gateways to the south of Zone A are focused on Swan Street and the junctions of the IRR. In these locations landmark buildings exist in the form of the recently completed Crowne Plaza hotel to the Rochdale Road / Swan Street junction; and the anticipated connection to NOMA in this location.
- 2.163 The Oldham Road / Swan Street / Tib Street junction is devoid of a landmark building in terms of scale; however, it does benefit from the positioning of the Grade II Listed former Midland Bank building and space for a generous public realm.
- 2.164 A less prominent gateway exists at the junction of Rochdale Road and Thompson Street; with the Grade II Listed Marble Arch Inn and Skyline development in close proximity at this location offering some sense of landmark buildings to mark the place; although these are still divorced from the junction in its current configuration.
- 2.165 Landmark buildings are primarily limited to the taller elements within the study area, such as the Skyline residential development bordering

Rochdale Road, and the chimney of the Grade II Listed former police and ambulance station. These buildings are not located at key gateways, rather within the mid-point of the streetscape between key nodes or gateways.

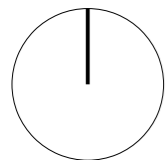
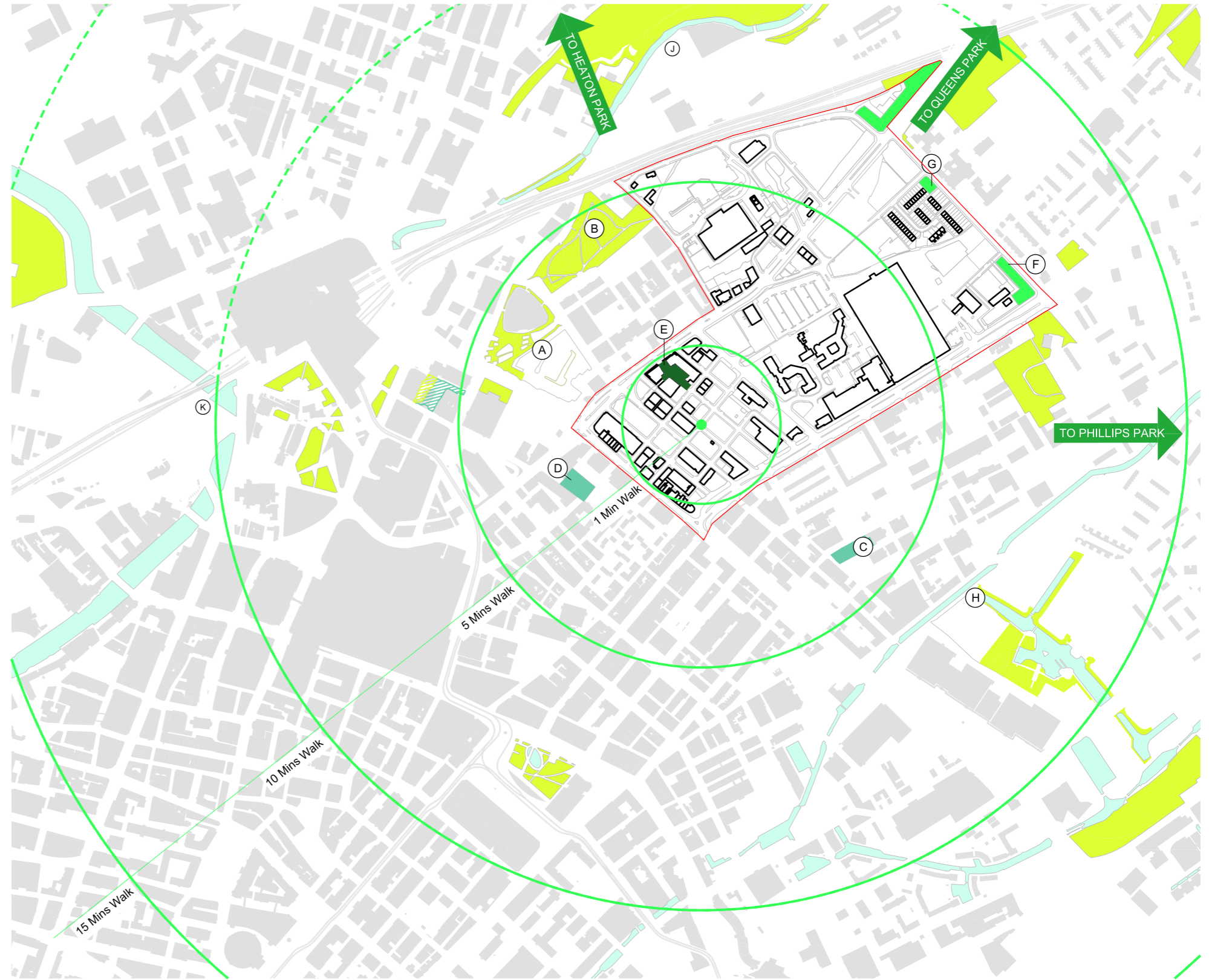
Public space

- 2.166 As shown on the Existing Public Realm and Amenity Space diagram and photographic analysis, whilst active public amenity space within the Study Area is very limited, there is a wealth of opportunities within easy access.
- 2.167 Within Zone A, there is an area of semi-public amenity space that forms a courtyard to the Skyline Central residential development.
- 2.168 Elsewhere, in Zones B and C, amenity space is restricted to small areas of incidental green space and tree planting bordering Livesey Street and around the previously developed sites bordering Rochdale Road; which is massively compromised by its proximity to busy roads and its sloping, embankment terrain.
- 2.169 Beyond the Study Area boundary are several public realm and green spaces, which provide amenity for the local communities. Within walking distance is St Michael's Flags and Angel Meadow recreation ground, whilst to the south and west within the City Centre boundary are amenity spaces such as the recently completed Cutting Room Square in Ancoats and the public realm associated with 1 Angel Square.
- 2.170 Further beyond are areas of common parkland or green space located throughout Miles Platting and Collyhurst to the east, whilst the Lower Irk Valley to the north, beyond the railway lines, also provides community parkland that has the potential to be transformed into an exceptional, useable amenity and green space. Heaton Park and Phillips Park are also easily accessible from the Study Area by Metrolink.

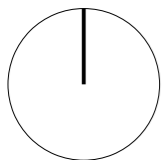
Significant Views and Vistas

- 2.171 The very long straight approaches of both Rochdale Road and Oldham Road provide key vistas of the Study area (see Significant Views diagram).

- 2.172 The site at the corner of Thompson Street and Rochdale Road aligns with Rochdale Road as it leaves the city, thereby potentially having the opportunity to become a key focal point on the bend in the road whilst addressing the site at a key pedestrian and vehicular junction. This corner site is also visible on the approach up Gould Street from the rail bridge to the north.
- 2.173 Glimpsed views of Zone A are possible from distance within the Northern Quarter and also a distant view of the site is possible from the edge of Piccadilly Gardens, along Oldham Street, to the most easterly site on Oldham Road.
- 2.174 Views to and from NOMA are possible from various streets running perpendicular to Oldham Road. The straight geometry of Oldham Road passing perpendicular to the site means only oblique or passing views are afforded from this edge.
- 2.175 The mostly flat terrain of the adjacent areas means glimpsed views along routes through Ancoats for example are possible.
- 2.176 The site falls away towards the railway lines to the north, which means that this forms a barrier to limit views from ground level for much of the immediate landscape to the north. Views by passing train and tram are possible from this raised vantage point.



(A) Noma public realm	(D) Smithfield Square	(G) Sudel/Livesey Street green space	(K) River Irwell	Soft Landscaped Public Realm	Other Public Realm (Outside Site Boundary)	Proposed Public Realm (Outside Site Boundary)
(B) Angel Meadow	(E) Skyline Central public realm	(H) Rochdale Canal public realm		Hard Landscaped Public Realm	Canals, Rivers and Other Water Features	Walking distances based on an average walking speed of 5km per hour
(C) Cutting Room Square	(F) Livesey Street/Roe Street green space	(J) River Irk				



Microclimate

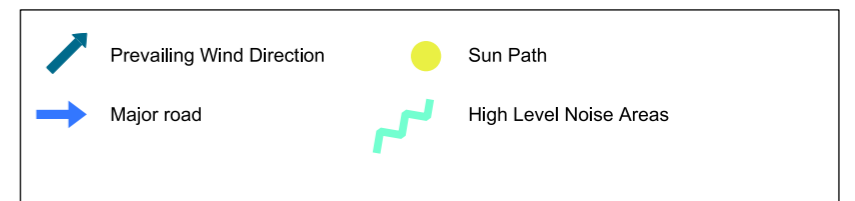
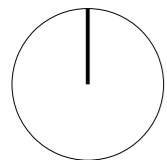
- 2.177 The Microclimate and Environmental Context diagram provides an overview of the Study Area microclimate and this section should be read alongside that diagram.
- 2.178 The Study Area grid is primarily rotated approximately 45 degrees from true north / south. The scale of City Centre development on the southern periphery of the site is low to medium scale; thereby not causing any notable over-shadowing within the study area.
- 2.179 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.
- 2.180 A safe and comfortable wind climate is also integral to the success of any new development area. Observation of the Study Area has highlighted that at times strong winds can be experienced in and around this area.
- 2.181 As such, any planning applications 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.
- 2.182 Heavy traffic volumes are located on the main arterial routes including Rochdale Road, Oldham Road, Thompson Street, Addington Street and Swan Street. This results in a relatively unfavourable microclimate in terms of noise pollution, fumes and smells associated with the operation of the road network, particularly within Zone A. Likewise, the frequent tram and train services to the north generate an unfavourable microclimate of noise and dirt adjacent to this boundary at the west of Zone C.

Active frontages

- 2.183 Active frontage in Zone A is very limited, with an almost complete breakdown of townscape, in terms of both quality of uses and building

frontage. There is some active frontage to the ground floor areas of the Skyline residential development, which address Rochdale Road, and there are relatively poor quality existing retail units on the south-west boundary fronting Swan Street.

- 2.184 Many of the units to Swan Street are set back from the pavement line and are interspersed with poorly maintained gap sites, resulting in an ill-defined edge and making a sharp contrast to the quality of frontage to the Northern Quarter side of Swan Street.
- 2.185 On the Oldham Road and Thompson Street borders within Zone A there are no active frontages.
- 2.186 Similarly, this positive aspect of urban design is particularly lacking in Zones B and C. The majority of the industrial and commercial units found in these areas are set back from the public streetscape, located within their respective plots and often surrounded by surface parking.
- 2.187 Other than the Marble Arch Inn on Rochdale Road and some small adjacent retail units, there is no active frontage to any of the streets that traverse the wider site. The Wing Yip Supermarket and Wholesalers and Royal Mail sorting office, whilst sitting on the back of pavement to Oldham Road, are located behind several stories of blank elevation with very few openings to the pavement from the activity behind.
- 2.188 The only other location where activity directly addresses the street is found in the garden plots of the residential housing on Livesey Street.



Topography

2.189 The Study Area is generally flat with a gradual 4 metre rise from the Swan Street to the boundaries of Collyhurst and Miles Platting over a distance of 750 metres. The most notable change in level occurs along the length of Gould Street, with the level falling 20 metres between Rochdale Road and the interface with the railway track to the west.

Summary of Constraints

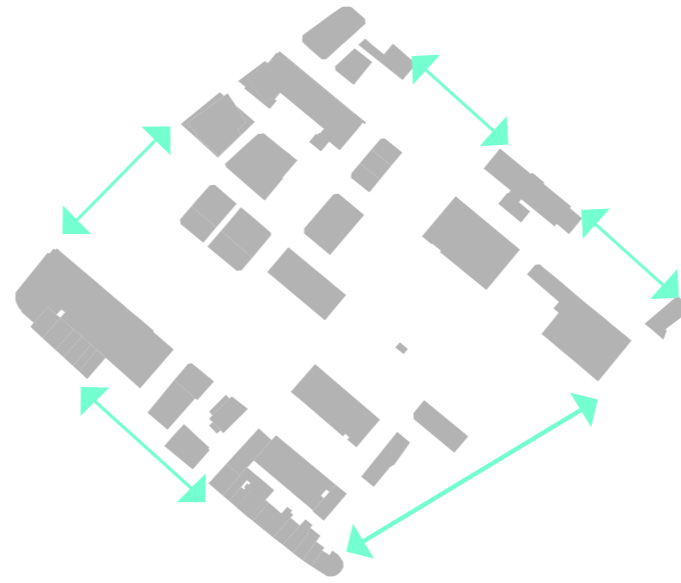
2.190 The Zone A: Summary of Constraints diagram provides an overview of the key constraints identified through the existing site and townscape analysis, which the Masterplan and Core Development Principles look to address in establishing a framework for the future regeneration of the Study Area.

2.191 These constraints include:

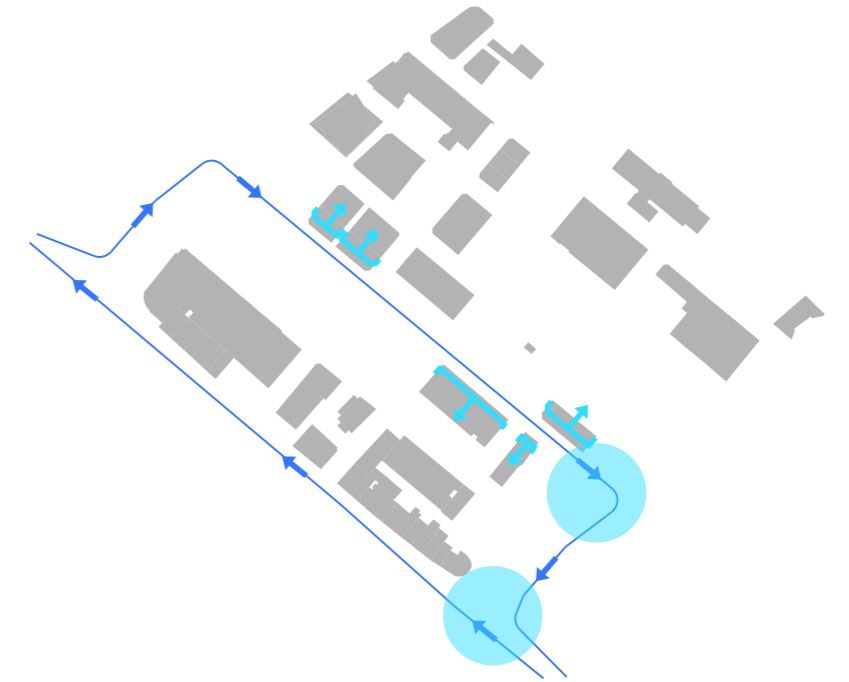
- A lack of public realm and amenity space within Zone A.
- A lack of consistent frontage to the perimeter.
- The routing of the Inner Ring Road along Addington Street.
- Poor pedestrian connectivity, with limited routes through Zone A.
- A lack of street hierarchy.



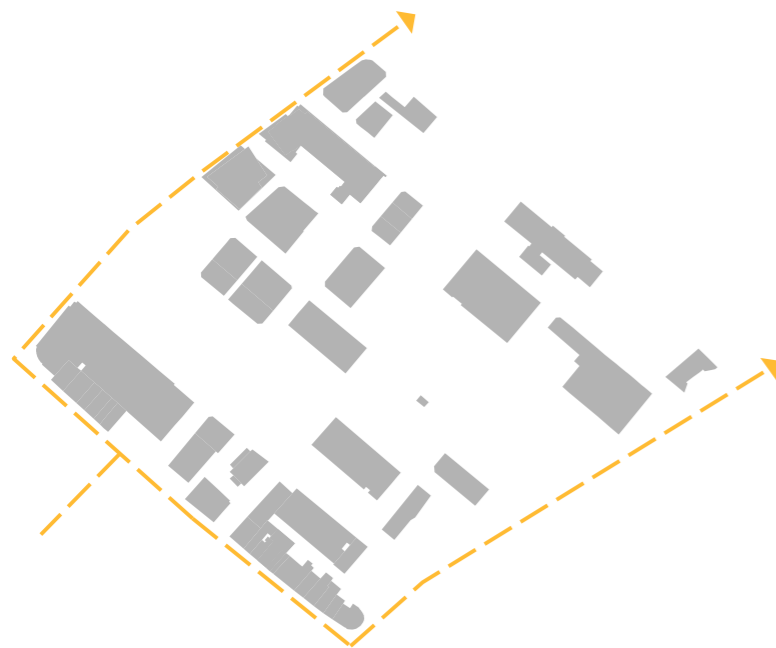
1. LACK OF PUBLIC REALM & AMENITY SPACE



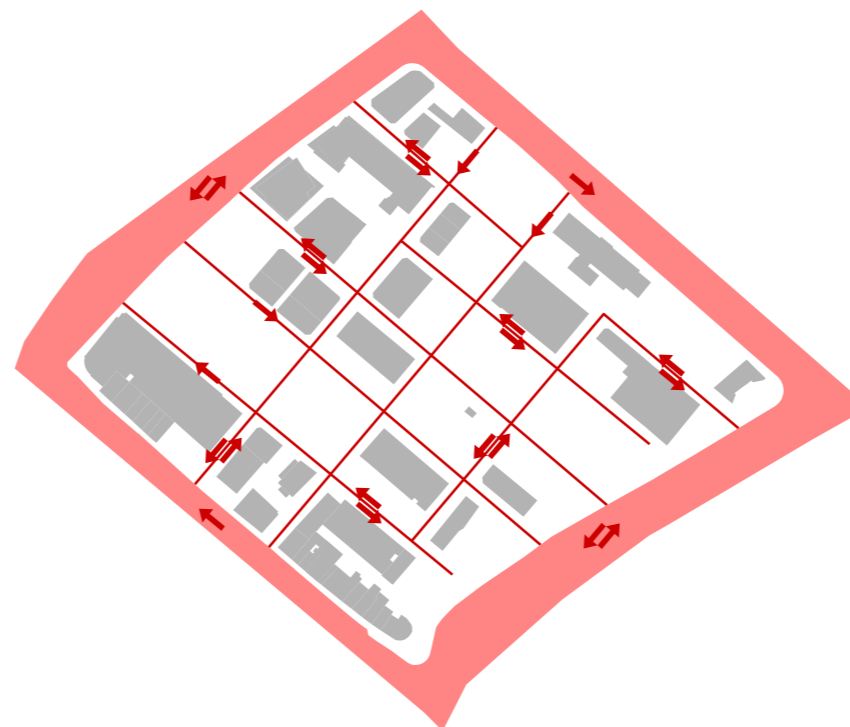
2. LACK OF CONSISTENT FRONTAGE TO PERIMETER



3. LOCATION OF INNER RING ROAD THROUGH ZONE A



4. POOR PEDESTRIAN CONNECTIVITY



5. LACK OF STREET HIERARCHY

3 Framework Development & Urban Design Principles

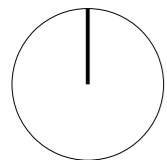
Introduction

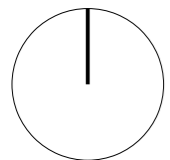
- 3.1 This Neighbourhood Development Framework (NDF) has been prepared to guide the future development of New Cross in order to ensure a quality of new development and supporting public realm, highways and other community infrastructure that will result in a safe, accessible, vibrant, distinctive and sustainable residential led neighbourhood where people want to live.
- 3.2 The purpose of this document is not to prescribe a definitive form of development as inevitably there will be varying options and combinations of development that could deliver the vision and objectives for the site.
- 3.3 Importantly, it does however establish a series of development and urban design principles that will inform the future development of this area. In addition, this document will be actively used as a material consideration in the consideration of future planning applications by the LPA for sites located within the Study Area, thereby ensuring that proposals come forward in a fully integrated and carefully coordinated manner. This is essential in order to ensure 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 its wider City Region.
- 3.4 In relation to Zone A, where significant development pressure has been identified, these principles are based upon the detailed analysis of the Study Area as set out within this framework, which has informed a

comprehensive masterplanning process and the development of an Illustrative Masterplan which shows a form of development that could deliver the vision for the site. This Masterplan is included within this Section, with a modified version to confirm those buildings that are proposed to be retained as part of the overall place making objectives.

Approach to the Study Area

- 3.5 As highlighted within this framework, New Cross comprises a series of sub-areas of different characteristics and consequently different paces of opportunity. The particular focus at this stage is on Zone A, which lies adjacent to the regeneration priority areas of Northern Quarter, NOMA and Ancoats.
- 3.6 Zone A is the most immediate focus of development activity in the short term and there is increasing pressure here, as the notional boundary of the City Centre naturally extends outwards as a result of current and emerging development around the edge of the City Centre.
- 3.7 In terms of Zone A, the following key factors have clearly emphasised the need for this framework, to ensure a coordinated approach based on sound masterplanning and development principles that provide a robust development control framework for assessing future planning applications:
- Proximity to established and emerging neighbourhoods – it is seen as the natural extension of the Northern Quarter and Ancoats.
 - A large number of vacant and underutilised sites.
 - Strong grid street pattern, in comparison to Zones B and C, which are dominated by large-scale uses resulting in limited permeability.
 - A complicated and fragmented ownership pattern, with ownership primarily being held within the private sector.
- 3.8 Zone A will be a predominantly residential area, with a range of typologies that can sensibly respond to the form of development plots, the grid pattern, the character and density of surrounding neighbourhoods and the target market for the neighbourhood.





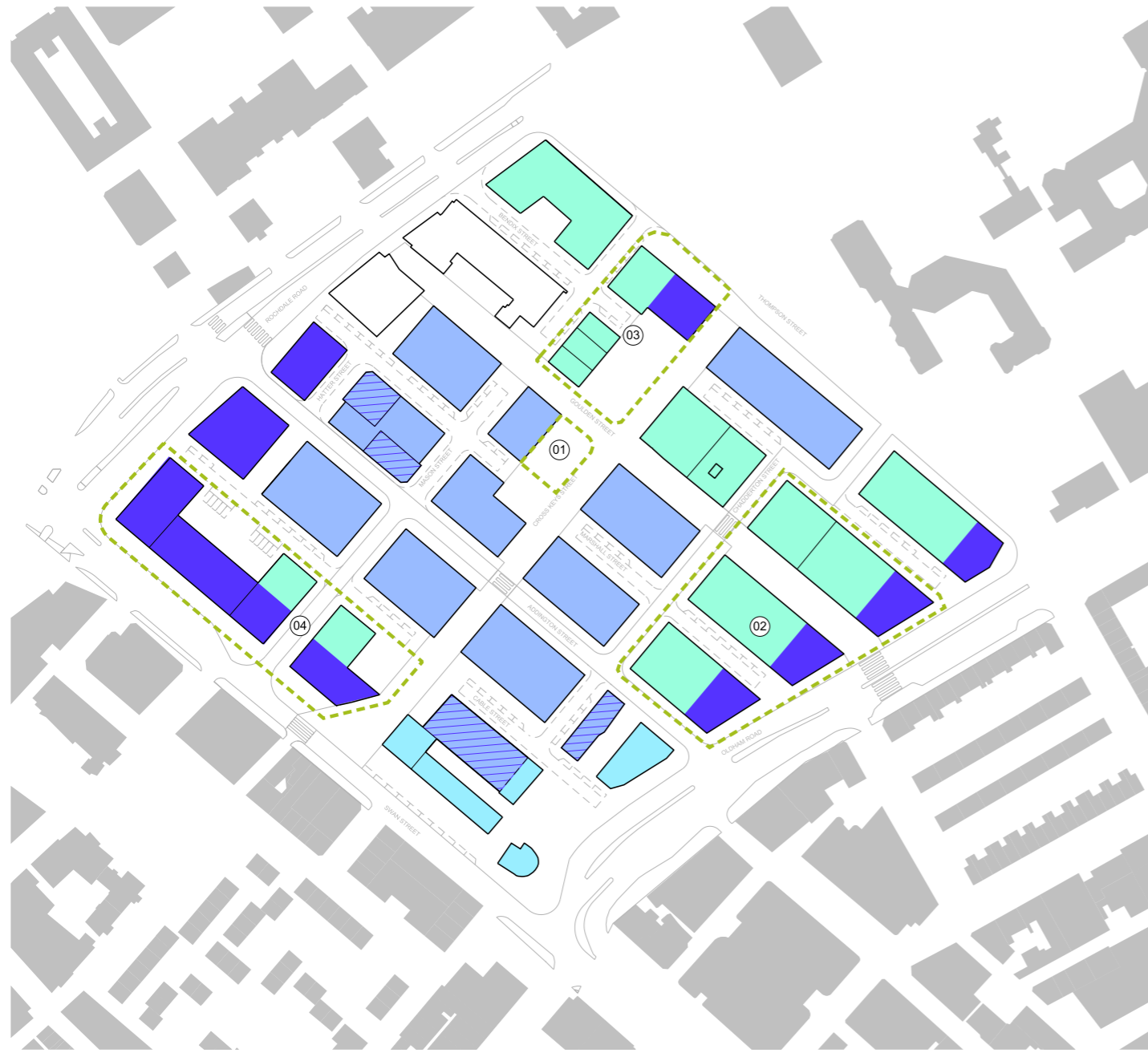
- 3.9 The Study Area's geography also covers Zones B and C. The trend is for the City Centre to expand incrementally outwards into the interface fringe areas and once priority areas including NOMA and Zone A are established, it is likely that these areas will experience increased development activity.
- 3.10 Today, Zones B and C continue to be dominated by large, single land owners such as the gas works (although this site has now been vacated), Wing Yip and the Royal Mail, which make important contributions to local employment. Predominantly commercial in nature, Zone B also accommodates temporary surface car parking and pockets of smaller-scale residential use. Zone C comprises a number of large future development sites, in various stages of clearance, including the former police station to the north and the former National Grid Call Centre building and surrounding land. A range of smaller-scale industrial and commercial uses are scattered across the area, with a cluster of uses occupying the railway arches along Bromley Street forming a significant boundary to Zone C.
- 3.11 The framework therefore establishes a set strategic, co-ordinating development principles for Zones B and C, with a particular focus on the role that these areas can play in enhancing connectivity between the City Centre and communities to the north, east and west (as demonstrated on the Zones B and C: Key Connections diagram), thereby effectively becoming the integrating link between these key regeneration areas and the City Centre.
- 3.12 Zone A will accommodate a range and mix of residential accommodation in a high quality and well-managed environment that will ensure the emergence of vibrant new neighbourhoods of choice.
- 3.13 The economic and market analysis presented in this document would suggest that the future housing need and growth will be fuelled by an economically active 20 to 39 year old age group. Within Zone A, this will result in development that is principally apartment led. It is however considered that there will be an opportunity to integrate lower density townhouses within the development plots. This would provide scope for provision of dwellings with 3 or more bedrooms, contributing towards the requirement identified for North Manchester in the adopted Core Strategy (Policy H3 North Manchester) and the Housing Need and Demand Assessment (2010). Policy CC3 Housing of the Core Strategy also encourages the inclusion of a range of accommodation types, including meeting the needs of families, within the City Centre.
- 3.14 This typology has already been successfully implemented at other locations within Manchester City Centre's north and eastern fringes, including:
- Eastbank, Ancoats – a mix of mews townhouses, apartments and duplexes located at the western edge of Great Ancoats Street.
 - Islington Wharf, New Islington – Phase 1 delivered a 20 storey apartment building, followed by Islington Wharf Mews, a range of townhouses, apartments and duplexes on Vesta Street.
- 3.15 The townhouse front doors will also provide an alternative way of providing active frontages to the street within Zone A, where commercial uses might not be appropriate or there are concerns about viability – for example at the heart of Zone A.
- 3.16 Whilst regeneration will be residential led, opportunities for a mix of uses should be sought that combine to create a distinctive sense of place and neighbourhood, ensuring life and vitality on weekdays and evenings.
- 3.17 There is an opportunity within Zone A to create a more mature version of the Northern Quarter; it has the locational attributes of the Northern Quarter and could be developed in such a way as to create a similar ambience but without the conflict of uses and disamenity that arises from a wider prevalence of noisy, late-night uses.

Zone A – Core Development Principles

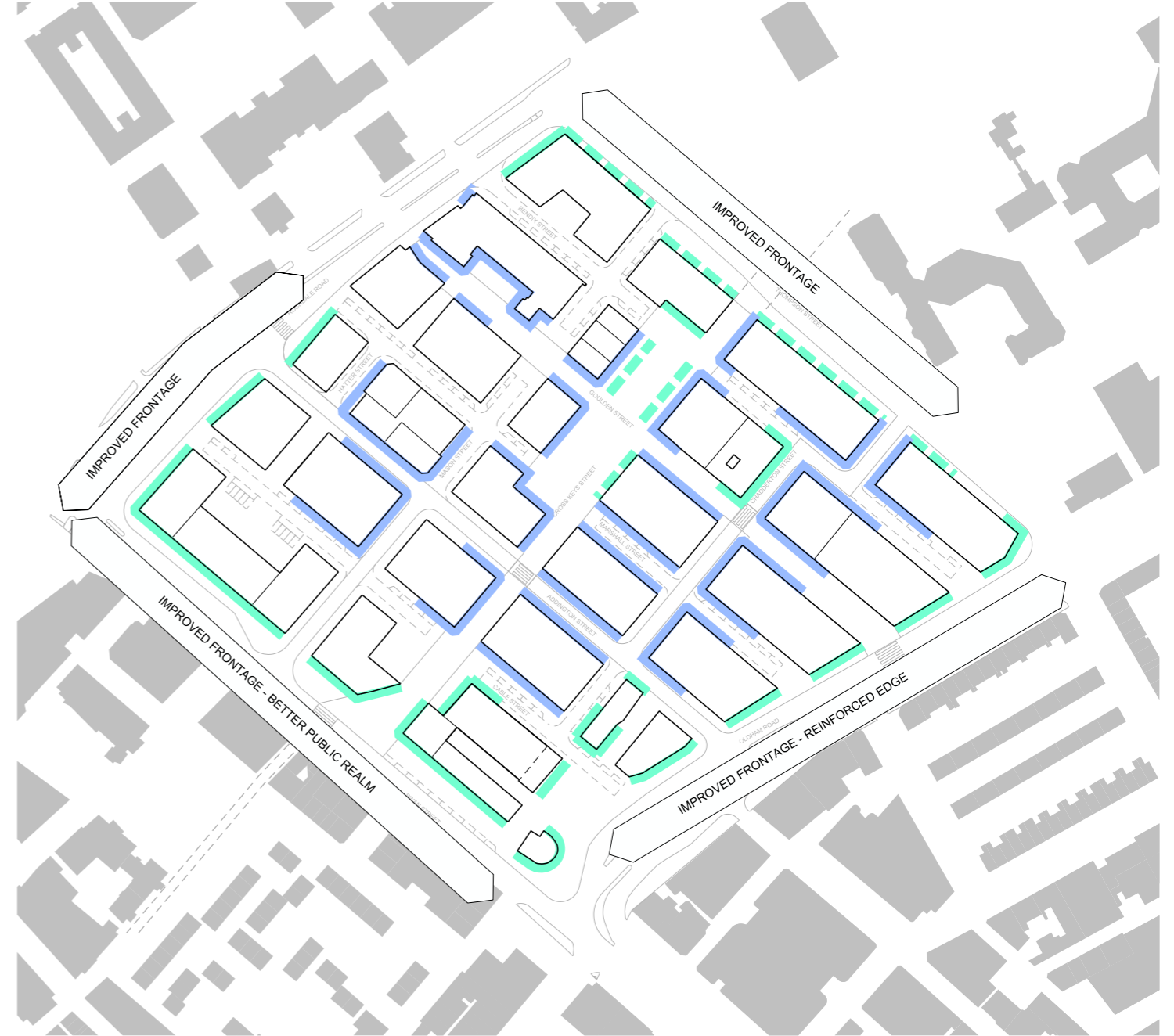
Land Uses

- 3.12 Zone A will accommodate a range and mix of residential accommodation in a high quality and well-managed environment that will ensure the emergence of vibrant new neighbourhoods of choice.

3.18 Zone A would be a quieter residential neighbourhood and therefore acceptable uses would be considered in line with this vision. This is likely to preclude any night club-type uses for example or night-time uses beyond 11pm. Other night-time uses, such as bars, should be accommodated in locations where potential conflicts with residential amenity can be properly managed and therefore more likely to be on the noisier, vehicular edges of Zone A.



DEVELOPMENT PLOTS SHOWING PROPOSED USE



DEVELOPMENT PLOTS SHOWING LOCATION OF FRONTAGES

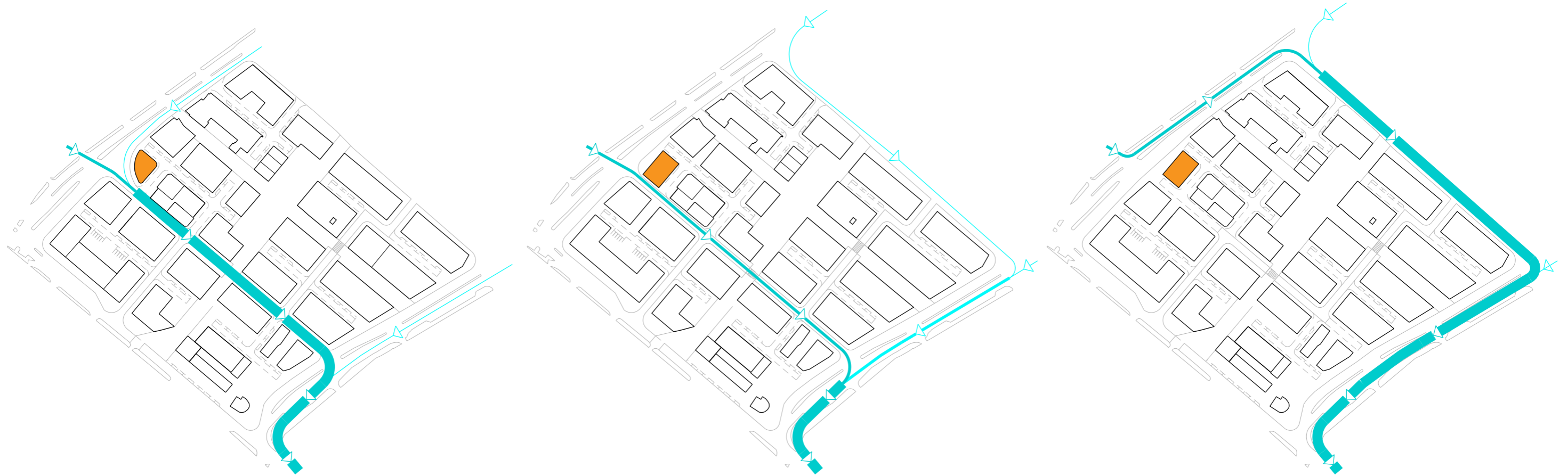
01	Potential location of children's play space	Residential Use Only	Potential Use Retail/ Hospitality at Ground Floor Residential Use at Upper Levels
02 04	Potential location of community infrastructure - near to city core	Commercial Use at Ground Floor Residential Use at Upper Levels	Existing Commercial Use Could Be Retained, With Potential Future Residential Use
03	Potential location of ground floor cafe or deli etc	Retail/ Hospitality Use Only	

■	Active Frontage
▤	Possible Active Frontage
■	Residential Frontage (Front Doors)

- 3.19 Commercial and retail uses will be particularly encouraged along the key frontage of Swan Street. In this location, it would be possible to introduce a range of carefully managed active social and night-time ground floor uses, including retail, restaurants and cafés and bars. Along the Oldham Road frontage and around areas of public space within the heart of the site, there is also an opportunity to incorporate commercial and retail uses at lower floors. Within the site, this could be small-scale retail uses that look out on to amenity space.
- 3.20 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 John Swift building demonstrates that this type of model has already been achieved within Zone A and there is further opportunity arising, for example, from potential workspace overspill from the Northern Quarter.
- 3.21 Core community facilities would also be considered appropriate uses along Swan Street and Oldham Street, which are interface locations with existing residential communities.
- 3.22 The distribution of uses and incorporation of active frontages across Zone A are illustrated on the Zone A: Proposed Use & Frontages diagram.

Addressing the Inner Ring Road

- 3.23 A key issue to consider in relation to Zone A is the severance effect and other environmental constraints created by the presence of the Inner Ring Road (IRR), which runs to the south of Zone A along Swan Street and also through the heart of Zone A along Addington Street.
- 3.24 This study has reviewed work previously commissioned by the Homes and Communities Agency looking at five options as follows:
- Option 1: Retain existing highway routing, with IRR westbound along Swan Street and eastbound along Addington Street.
 - Option 2: Re-align IRR routing with both westbound and eastbound routes running along Swan Street.
 - Option 3: Re-align IRR routing with both westbound and eastbound routes running along Addington Street.
 - Option 4: Re-align IRR routing with both westbound and eastbound routes running along Thompson Street.
 - Option 5: Re-align IRR routing with westbound route retained to Swan Street and eastbound route running along Thompson Street.
- 3.25 Options 1 and 5 have been interrogated further as part of this study, including through the preparation of two potential masterplan options to allow a review of the relative merits of each option.
- 3.26 It has identified that Option 5 would have benefits, including:
- It would establish a cohesive urban block and enhance walkability.
 - Standing traffic on Addington Street would be removed during busy times of the day, enhancing environment, air quality and amenity in this area.
 - The existing Rochdale Road and Addington Street junction could be better resolved, creating an improved development plot on that corner.
- 3.27 The cost, difficulty and disruption to the highway network that would be involved in re-aligning the IRR, however, would be considerable. As such, and also taking into account the current capacity of the network, it has been concluded that at this point in time, the masterplanning benefits in relation to this Study Area in isolation are not sufficient to outweigh the costs.
- 3.28 In addition, as demonstrated by the masterplanning work, it is clearly possible to deliver a successful masterplan, aligned to the key objective of creating an attractive and successful neighbourhood, utilising Option 1. This would need to be secured through the incorporation of a range of carefully planned mitigation measures to address the issues arising from the proximity of the IRR.



VEHICULAR STRATEGY - CURRENT:

- NO CHANGE TO ROAD NETWORK
- MAJOR ROAD THROUGH A RESIDENTIAL NEIGHBOURHOOD
- PROXIMITY OF JUNCTIONS ALONG OLDHAM ROAD
- LARGE VOLUME OF TRAFFIC THROUGH NEIGHBOURHOOD
- STANDING TRAFFIC IN RESIDENTIAL ZONE
- POOR AIR QUALITY & ENVIRONMENT
- POOR EXISTING PEDESTRIAN CROSSING POINTS
- NEW SUPER CROSSINGS REQUIRED ACROSS MAJOR ROADS
- INEFFICIENT DEVELOPMENT PLOT ON ADDINGTON ST / ROCHDALE ROAD

MINIMUM STRATEGY

VEHICULAR STRATEGY - OPTION A:

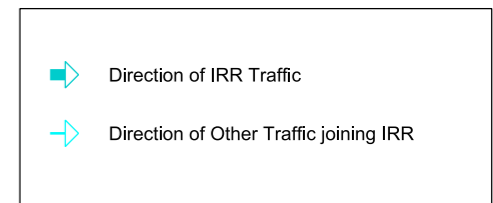
- MOVE ROCHDALE ROAD LEFT HAND TURN TO THOMPSON STREET
- MAJOR ROAD THROUGH A RESIDENTIAL NEIGHBOURHOOD
- PROXIMITY OF JUNCTIONS ALONG OLDHAM ROAD
- + REDUCTION IN TRAFFIC THROUGH NEIGHBOURHOOD
- + REDUCTION IN STANDING TRAFFIC IN RESIDENTIAL ZONE
- + IMPROVEMENT TO AIR QUALITY & ENVIRONMENT
- POOR EXISTING PEDESTRIAN CROSSING POINTS
- NEW SUPER CROSSINGS REQUIRED ACROSS MAJOR ROADS
- + IMPROVED DEVELOPMENT PLOT ON ADDINGTON ST / ROCHDALE ROAD

OPTIMUM STRATEGY

VEHICULAR STRATEGY - OPTION B:

- MOVE INNER RING ROAD TO THOMPSON STREET
- + A WALKABLE NEIGHBOURHOOD
- + INCREASED SEPARATION OF JUNCTIONS
- + IMPROVED FLOW OF TRAFFIC
- + ELIMINATES STANDING TRAFFIC IN RESIDENTIAL ZONE
- + IMPROVED AIR QUALITY & ENVIRONMENT
- + OPPORTUNITY FOR BETTER PEDESTRIAN CROSSING POINTS
- + NEW SUPER CROSSINGS AROUND PERIMETER ONLY
- + IMPROVED DEVELOPMENT PLOT ON ADDINGTON ST / ROCHDALE ROAD

IDEAL STRATEGY



- 3.29 The poor quality pedestrian environment currently created by the routing of the IRR along Addington Street should be mitigated through a range of measures including widening of the street to create a greater pavement width, which will also allow for planting and other environmental improvements.
- 3.30 In addition, the junction at Rochdale Road and Addington Street could be restricted to southbound traffic turning into Zone A. This would help to create a less constrained and more efficient development plot, as well as effectively diverting a portion of traffic flows away from the eastbound section of the IRR onto Thompson Street or outwards to towards the Intermediate Ring Road. This could also produce advantages for bus passengers on Rochdale Road bus services if the inbound section of Rochdale Road south of Thompson Street formed part of a bus only/bus priority route.
- 3.31 If an opportunity arises, there is potential to secure the re-location of the IRR routing away from Addington Street and on to Thompson Street, and the Masterplan has been designed to accommodate this option should it come forward as part of the wider strategic review of the IRR.

Creating a Sense of Place

- 3.32 Despite the prevalence of surface car parks, and underutilised sites, which do not contribute positively towards the local townscape, Zone A has a number of key character features::
- Designated heritage assets (Grade II Listed) and non-designated built assets (these features are required to be retained in line with the requirements of national and local planning policy):
 - The former Midland Bank on Swan Street.
 - The former Police and Ambulance Station.
 - 8 Cable Street.
 - Swan Buildings (non-designated heritage asset).

- A series of buildings that are older and add character to the area, including the 2 to 4 storey warehouse buildings at the north-west corner of Zone A and the John Swift building, which provides refurbished office accommodation and includes occupiers such as Westbeach, a Manchester clothing company specialising in sports apparel. It is highly desirable that these buildings are retained and as such their retention will be encouraged as part of the planning process.

- 3.33 In addition, whilst the urban grain and powerful historic grid of Zone A has been eroded, it is still very evident and distinctive. Re-instating and re-asserting that grid will relate well to the clearly evident grid pattern of adjoining character areas. This will create a sense of place, strong connections to adjoining districts and a sense of continuity across the City Centre's north eastern edge.
- 3.34 A further key development principle is the retention and reinforcement of the grid by repairing the urban grain, which will help build on the area's key character assets. Zone A sits within a middle band of grain, which runs through the length of the City's northern edge area from Ancoats to Angel Meadow. Reinforcing this grain will help to achieve enhanced permeability and connectivity into these areas.
- 3.35 New development should also be architecturally diverse in order to create a neighbourhood that is varied in character and which makes the most of the remaining assets with heritage and / or built environment value to contribute towards the creation of a neighbourhood with a high quality urban environment and a strong sense of place.

Public Realm and Amenity

- 3.36 The area provides no existing public amenity space and the quality of the urban realm is poor. The area needs public space and a heart as part of its place-making strategy, which should provide a community focus and high quality amenity space for residents, employees and visitors. The provision of additional public space within Zone A specifically should be considered

on sites that will add value to the wider public realm and street hierarchy, and provide amenity for new residential and mixed-use development.

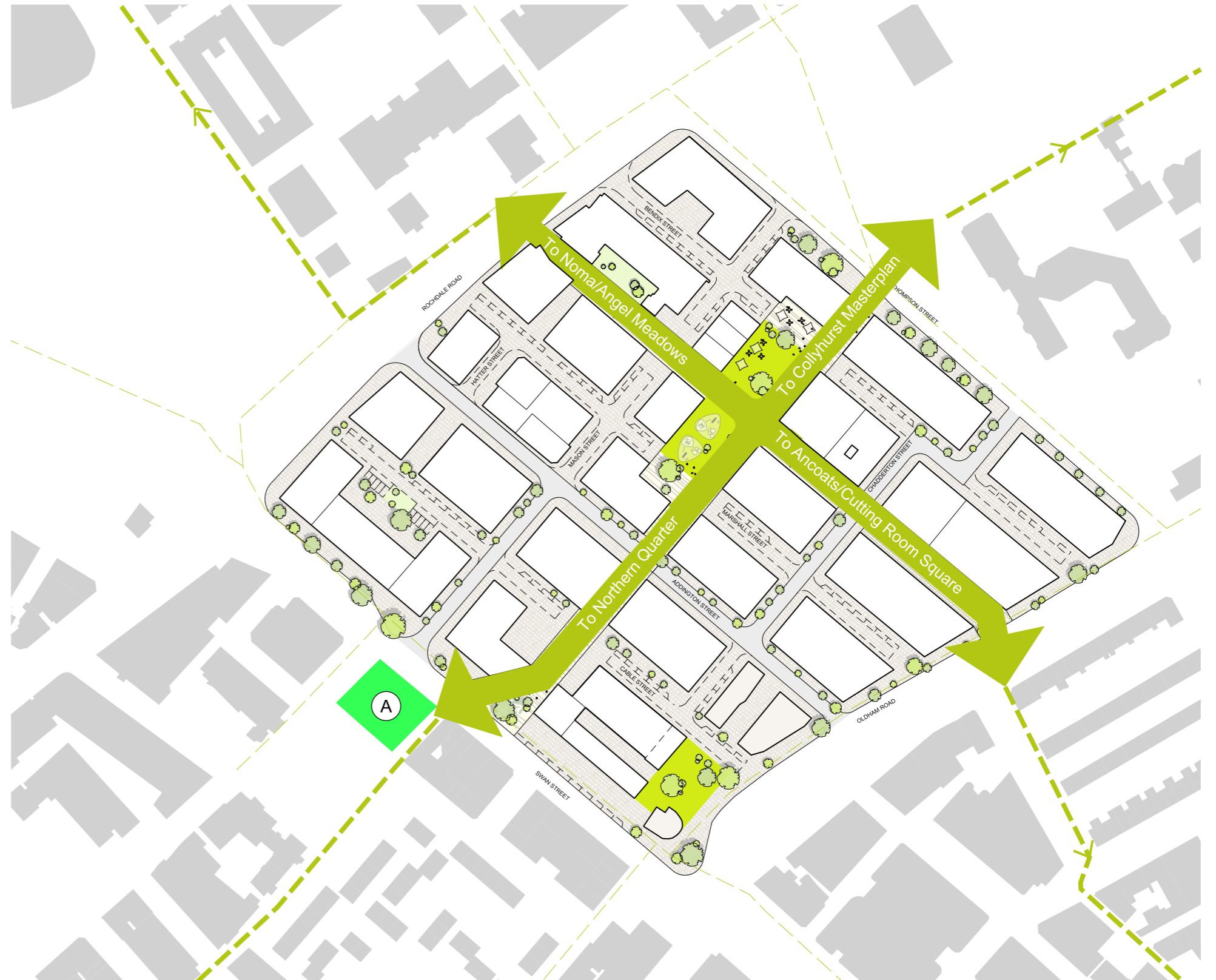
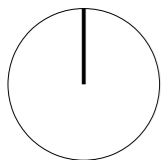
- 3.37 The strategy should incorporate well-designed public realm and tree planting, which will help to establish and enhance connections, as well as addressing microclimate issues and mitigating noise and other impacts of traffic arising from the proximity of the IRR. New public realm should contribute to sense of place and encourage movement through Zone A as well as future-proofing enhanced linkages with the wider Study Area.



'NORTH VILLAGE' SQUARE



ILLUSTRATIVE PUBLIC REALM



- Street C - Pedestrian Route
- Opportunity for Public Realm
- A Mackie Mayor Building (Smithfield Market)

- 3.38 Zone A is also well located in terms of a range of nearby amenity resources, including St. Michael's Flags and Angel Meadow, Cutting Room Square in Ancoats, the Lower Irk Valley and common parkland / green spaces in Collyhurst and Miles Platting (all within walking distance) and Heaton Park and Phillips Park (accessible by Metrolink).
- 3.39 The place-making strategy should also seek to maximise connectivity to these resources and enhanced connections to this network of formal and informal public spaces, green spaces and natural landscapes should be provided to ensure that new residents and employees have access to a wide range of recreational opportunities.
- 3.40 The arterial routes surrounding the Study Area do benefit from existing cycle paths, although these do not currently cross through Zone A and there are no cycle parking facilities. New cycle routes should be provided through the Study Area, to connect into existing routes along Rochdale Road and Oldham Road. New residential and office development should incorporate cycle parking facilities and public cycle parking should also be provided within new public realm.
- 3.41 Zone A: Public Realm identifies key pedestrian routes and opportunities for new public realm.

Connectivity and Pedestrian Environment

- 3.42 The quality of the pedestrian environment and experience within Zone A, and on the primary vehicle movement around its four perimeters, is currently poor, with heavily trafficked and noisy routes that provide little mitigation.
- 3.43 Swan Street in particular acts as a physical and psychological barrier to key pedestrian movement between the City Centre and New Cross and this is further exacerbated by the routing of the IRR along Addington Street, which divides Zone A into two separate islands. Oldham Road and Rochdale Road are also heavily trafficked routes, where pedestrian crossings are located away from key desire lines. Whilst pedestrian crossings are provided at key junctions, the quality of these crossings in terms of pedestrian experience is relatively poor and pedestrian movement and orientation is not a welcoming or positive experience.
- 3.44 In order to improve pedestrian connectivity within, as well as to and from, Zone A, 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 Northern Quarter and Collyhurst, as well as east to west routes between Ancoats, NOMA and beyond.
- 3.45 This is a critical element of the Masterplan, and is further illustrated on the Zones B and C: Key Connections diagram, as it will help to establish a walkable, useable pedestrian route between the City Centre and the priority regeneration areas to the north – opening up easier access to the employment, leisure and culture opportunities that the City has to offer, in line with Manchester City Council's adopted and emerging planning policy.
- 3.46 The pedestrian environment along major roads such as Oldham Road and Rochdale Road, including pedestrian crossing facilities, should be enhanced. Environmental buffer zones should be provided to mitigate the adverse environmental conditions of these heavily trafficked routes. This is particularly important for Addington Street, which will require comprehensive mitigation in order to ensure that the surrounding sites are not sterilised as a location for high quality residential development. Measures should include tree planting and greening to the edges of the Study Area.
- 3.47 A more attractive and easily navigable pedestrian environment will be created through the removal of superfluous street signage and clutter as part of wider public realm enhancements.
- 3.48 The facilitation of enhanced routes along key pedestrian key lines, for example across Addington Street and Swan Street, linking the Northern Quarter into the Study Area, is critical and this can be achieved in part through the introduction of improved pedestrian crossings on major routes.

Car Parking

- 3.49 Zone A currently accommodates significant levels of temporary surface car parking. As the area is developed, it is clear that this use will fall away and residents and businesses moving into the area will require the provision of alternative forms of car parking. Whilst the Core Strategy does not set maximum parking standards for the City Centre, it requires all development to provide appropriate levels of car parking – with each development considered on a case by case basis.
- 3.50 New development proposals should therefore 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. On-site car parking solutions should be incorporated into development proposals in a manner that does not detract from the character or animation of the street.

Sustainable and Safe Development

- 3.51 As set out within national and local planning policy, including the National Planning Policy Framework and Manchester Core Strategy, new development should be sustainable, accessible to all and designed so as to provide a welcoming and safe environment.
- 3.52 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.
- 3.53 Development should be designed to allow accessibility for all and create a safe and secure environment using the principles of “Secure by Design.”

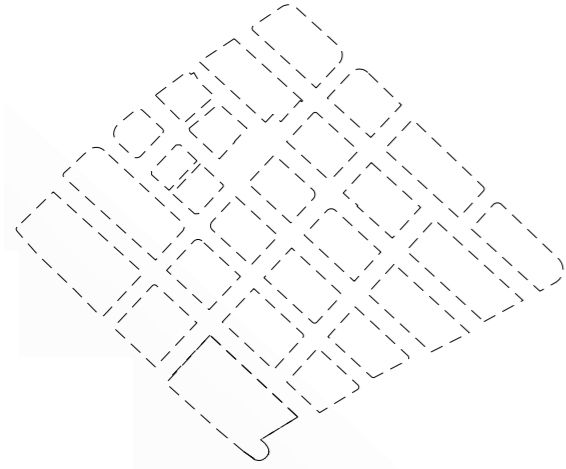
Zone A – Urban Design Principles

Residential Typologies

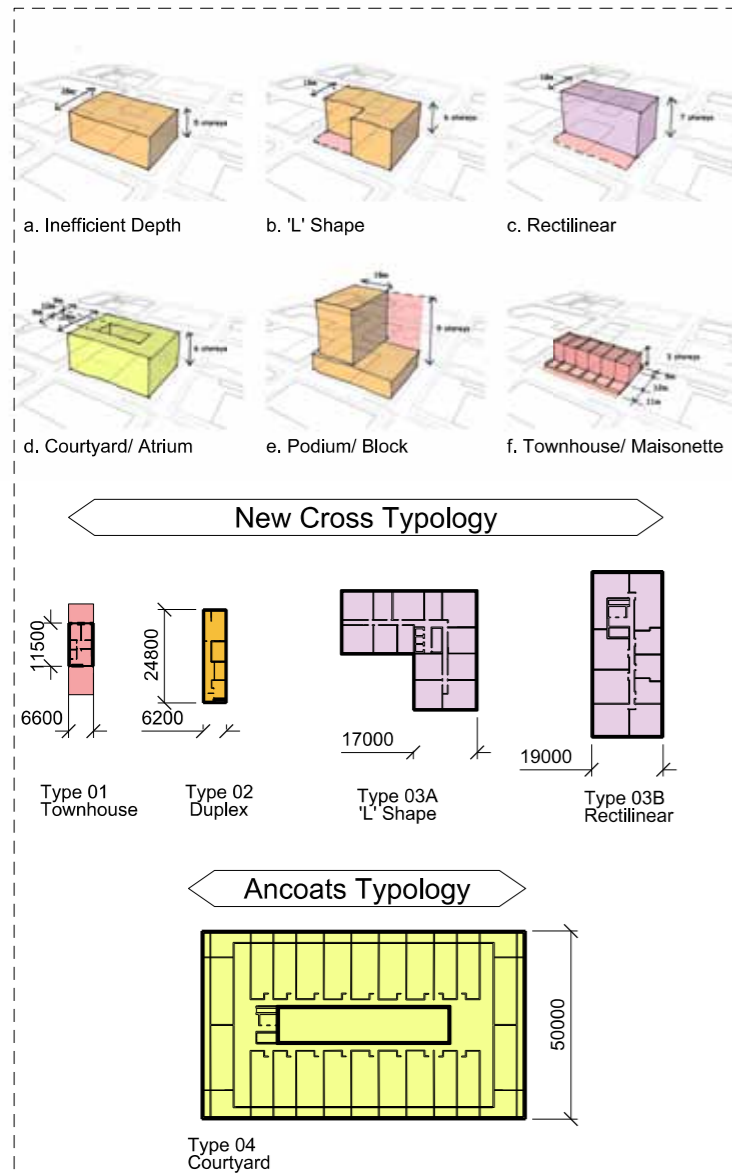
- 3.54 As noted above, the economic and market analysis suggests that the future housing need and growth will be fuelled by an economically active

20 to 39 year old age group, which has informed the development of the Masterplan scheme as principally residential apartment led.

- 3.55 However, the proximity of Zone A to the City Centre and the ease of access to a range of recreational and amenity spaces, indicates that the neighbourhood could also be attractive to young families.
- 3.56 Zone A will therefore be a predominantly residential area, with a range of residential typologies that can sensibly respond to the form of development plots, the grid pattern, the character and density of surrounding neighbourhoods and the target market for the Study Area.
- 3.57 Typologies that are considered to be suitable for Zone A are identified on the Residential Typologies diagram and include:
- Townhouses.
 - Duplex units, with 3 or 4 storeys of apartments above a ground floor.
 - L Shape and Rectilinear Apartment Blocks.
- 3.58 There is an opportunity to set townhouses around a new area of public realm, which as shown on the Illustrative Masterplan can be accommodated on Manchester City Council owned land in the northern part of Zone A. The public square would also be an appropriate location for a café or deli-type retail use within the heart of the Zone A.
- 3.59 This public realm would form a key activity node within the wider linkage with Zones B and C and Collyhurst beyond. It would also make an important contribution towards the requirement to deliver new amenity space, which is currently lacking within Zone A.
- 3.60 Elsewhere, plot depths in Zone A do not support the provision of courtyards and private outdoor amenity space should be provided in the form of balconies and roof spaces where possible.

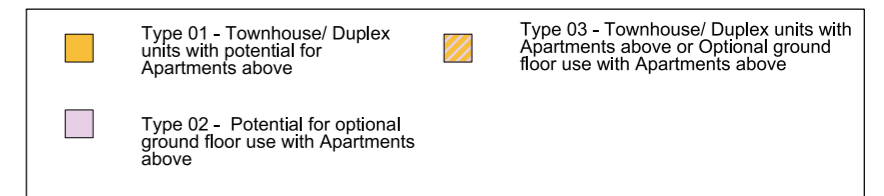


MAXIMUM DEVELOPMENT PLOTS

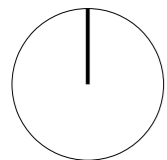


4. Rationalised Plots

DEVELOPMENT PLOTS RE-CONFIGURED WITH RESIDENTIAL TYPOLOGIES



RESIDENTIAL TYPOLOGIES



Residential Amenity

- 3.61 Residential amenity will be an important consideration in ensuring that Zone A can become a neighbourhood of choice. The detailed site analysis has identified that there are a number of negative factors that will need to be addressed, including the microclimate issues generated by the proximity of major traffic routes.
- 3.62 In addition, in accordance with Manchester Core Strategy Policy DM1 Development Management, new development must have regard to a range of specific issues and identify how these will be addressed.
- 3.63 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.
- 3.64 Storage for refuse should be enclosed and contained within the perimeter block minimising any impact on key elevations and the street frontage.

Active Frontages

- 3.65 At present active frontage within Zone A is limited, with an almost complete breakdown of townscape, in terms of both quality of uses and building frontage.
- 3.66 New buildings should be designed to support active frontages, particularly around key public spaces and pedestrian desire lines, to promote street life and enhanced animation to the street scene. This may be in the form of ground floor active commercial uses or, where commercial uses are not appropriate, through design e.g. the position of residential front doors.
- 3.67 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.

Swan Street Interface

- 3.68 The perimeter of Zone A, as it relates to Swan Street, Oldham Road, Rochdale Road and Thompson Street, has a high prevalence of gap sites and presents a disjointed, rather inconsistent frontage. In particular, one of the area's biggest issues is the quality of the townscape, public realm and uses within the Swan Street frontage. This is the key interface between the Study Area and the Northern Quarter. It is highly prominent from the IRR. Its lack of quality is highlighted by the investment and improvements that have taken place on the Northern Quarter side of Swan Street. However, the New Cross side is the south-facing side of the street and from a microclimate point of view could become a very attractive active frontage with external seating areas for ground floor commercial uses and tree planting, which will enhance the street environment. The Masterplan therefore establishes a series of urban design principles that will help to create the right type of environment along Swan Street, aimed at:
- Providing a more coherent edge.
 - Promoting active frontages.
 - Improving townscape quality.
 - Enhancing the setting of the Grade II Listed (former Midland Bank) building.
- 3.69 The combination of a range of existing buildings, together with the fragmented ownership pattern, means that the Swan Street frontage presents a particular challenge in terms of securing urban renewal that can ensure that it provides the quality of environment that is commensurate to its gateway status.
- 3.70 At present, whilst there are dedicated pedestrian and cycle crossing facilities at the main signal controlled junctions (Oldham Road / Swan Street / Tib Street and Swan Street / Rochdale Road / Miller Street) given the heavily trafficked nature of these arterial routes the pedestrian environment is poor and there is limited mitigation. There is no crossing across Swan Street along the key desire line from Zone A (via Cross Keys Street) into the Northern Quarter (via Coop Street). In addition, on the main

arterial routes of Oldham Road and Rochdale Road, pedestrian crossings are often located away from pedestrian desire lines.

3.71 A range of uses will be considered appropriate for Swan Street, including A1 (retail), A3 (restaurant and café), A4 (bar) and B1 (office), provided that these are managed so as not to conflict with residential amenity. The Swan Street frontage faces the City and the Oldham Road frontage faces the growing residential area of Ancoats; as such, both frontages are also considered suitable locations for core community uses.

3.72 Improvement of the townscape and pedestrian environment of the Swan Street frontage commensurate with its role as a gateway into Zone A, should focus on:

- Replicating the quality of frontage and uses found on the Northern Quarter side of Swan Street, in order to encourage full integration of the Study Area with the City Centre and to draw people in.
- Ensuring that the design of new development along Swan Street contributes towards the creation of strong, navigable pedestrian routes and a gateway into and out of the City Centre.
- Maximising the potential of Swan Street as a south-facing location, through the provision of enhanced public realm and external seating areas associated with ground floor commercial uses.
- Improving pedestrian crossing facilities at key locations that include existing signal controlled junctions (Oldham Road / Swan Street / Tib Street and Swan Street / Rochdale Road / Miller Street) and priority pedestrian routes proposed as part of the Masterplan.
- Exploring opportunities to reduce traffic flow along Swan Street; there is potential to reduce this route to two lanes and provide a row of on-street car parking, which could also provide servicing areas for the ground floor units.

Oldham Road and Rochdale Road Interfaces

3.73 Similarly, whilst they are heavily trafficked main arterial routes, Oldham Road and Rochdale Road also provide an interface with regeneration priority areas (Ancoats and NOMA respectively). The Illustrative Masterplan identifies that they should be subject to appropriate improvement and mitigation, which could include:

- Re-location and / or enhancement of pedestrian crossing facilities along priority pedestrian routes between neighbourhoods.
- Provision of active, commercial uses at ground level, including community uses along Oldham Road.
- An opportunity for a new public space with associated greening at the junction of Oldham Road and Swan Street, adjacent to the Grade II Listed former Midland Bank Building.
- Provision of greening and planting to help mitigate the negative impacts of these heavily trafficked streets.

Street Hierarchy

3.74 There is a convoluted network of vehicular routes through Zone A, making it confusing to navigate, and excessively controlled in terms of one-way systems and 'no entry' signs, which have been introduced to avoid rat running. In short, there is no street hierarchy. The overall effect is an environment that is not legible or conducive to ease of pedestrian movement.

3.75 An essential component of this framework is therefore to establish a clear hierarchy of routes through the area, which respond to the key pedestrian desire lines and opportunities to create connections. This should be facilitated through the adoption of a series of layouts and treatments based on best practise Manual for Streets principles.

3.76 The street hierarchy will incorporate four street types, including:

- Road: increased pavement widths, no on-street parking, defined pavement edges / kerb, 2 lane carriageway.
- Street A – Vehicular Access: standard pavement widths, no on-street parking, defined pavement edges / kerb, 2 lane carriageways.
- Street B – Pedestrian Priority: shared surface, on-street parking, less defined pavement edges / no kerbs, single lane carriageway.
- Street C – Pedestrian Only: no vehicles, public realm /amenity space, increased trees and street furniture.

3.77 Through establishing such a clear street hierarchy as a development requirement, there is an opportunity to significantly enhance connections through Zone A, as well as between the area and adjoining neighbourhoods. For example, north to south from Collyhurst to the Northern Quarter (along Cross Keys Street); and, east to west from Ancoats and New Islington to NOMA and Angel Meadow (along Goulden Street).

3.78 The Zone A: Street Hierarchy diagram establishes the optimum vehicular access and egress points from Zone A.

3.79 The establishment of this Street Hierarchy will contribute towards the achievement of the core development principle of retaining and reinforcing the historic street grid pattern. As noted below, this does not mean that sites within Zone A cannot be combined to form larger development plots; however, this must be done in a way that maintains and reinforces the permeability offered by the current grid.

Public Realm and Amenity

3.80 New public realm and amenity space will need to be provided within Zone A as part of the place-making strategy. The Illustrative Masterplan identifies locations for the delivery of this space, which will come in the form of a network of formal and informal spaces and pedestrianised streets with greening.

Combining Development Plots and Car Parking Strategy

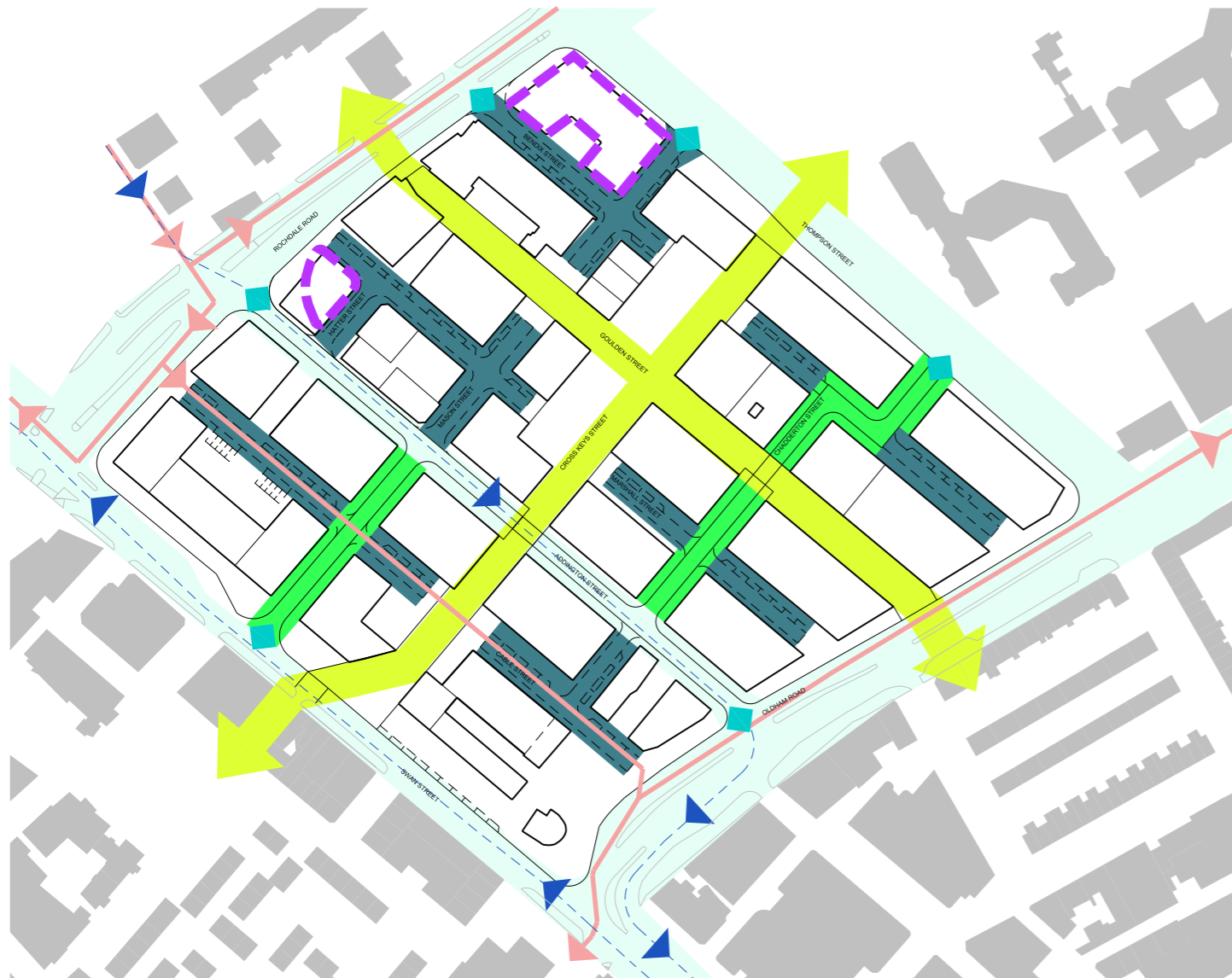
3.81 From a development point of view, the fragmented nature of Zone A and size of the individual development plots is likely to be an impediment to high quality, viable developments. In addition, it will limit the ability to deliver sensible car parking arrangements. It is not considered that the cost of delivering basement car parking would result in affordable car parking spaces without seriously prejudicing overall development viability. Ground floor car parking would need to be wrapped by development or it would result in dead frontage.

3.82 This characteristic highlights the advantages of combining plots in Zone A. As such, several opportunities have been identified, working with a considered street hierarchy for the area. The bigger plots would provide room for car parking, which could be wrapped within the building with no adverse impact on the street scene. This would need to be achieved in a way that retains the street pattern and hierarchy. Topography and level changes would be an important consideration.

3.83 The proposed approach to street hierarchy, which would incorporate a pedestrian priority shared surface type street (Street B), creates an excellent opportunity for on-street chevron type parking. It is recognised that there may also be a requirement for a Multi-Storey Car Park (MSCP) (similarly to the approach taken in Ancoats) in order to deliver an appropriate level of car parking to serve the development. A preferred location for the MSCP, from a highways and masterplanning perspective, is identified within the Illustrative Masterplan.

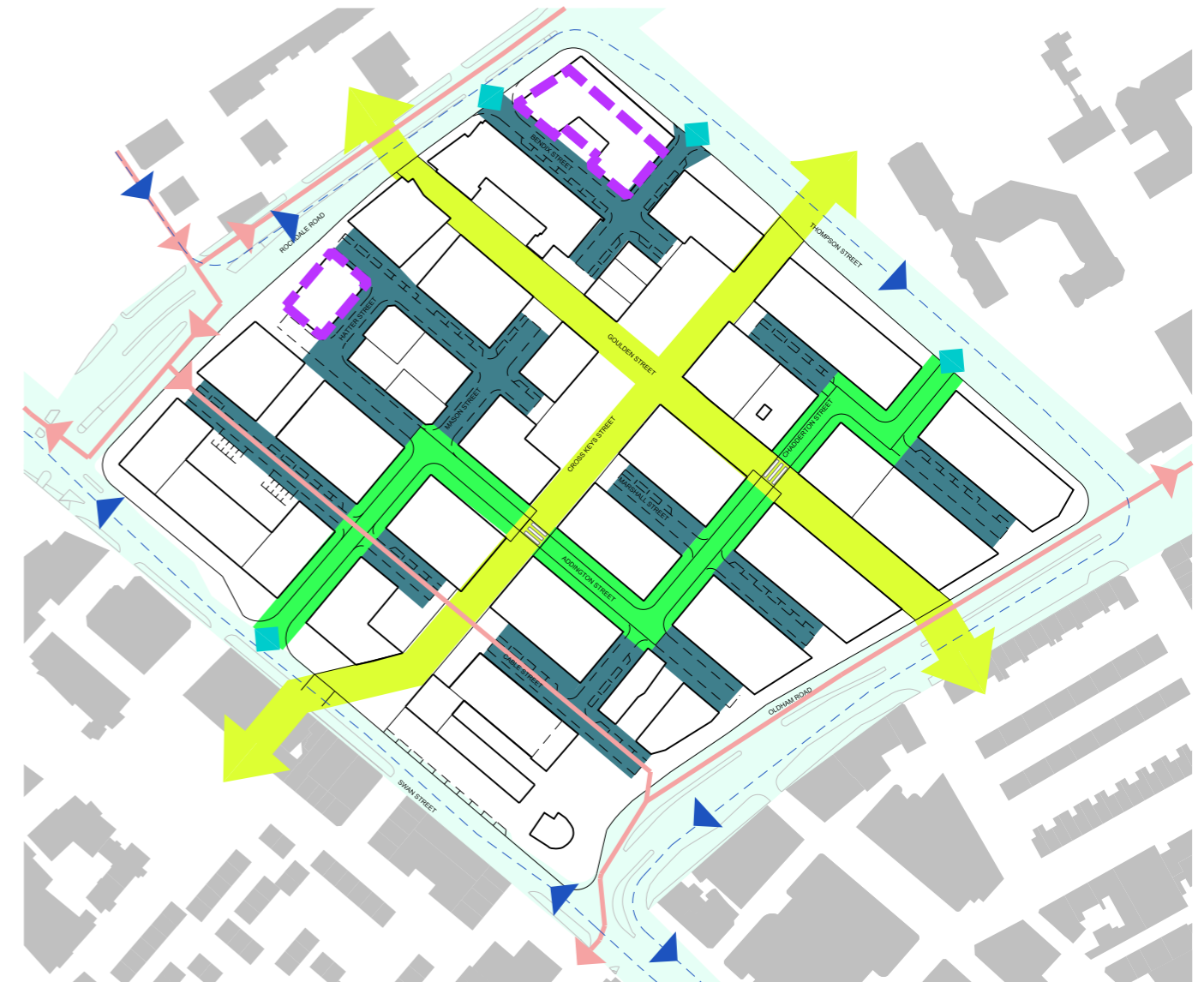
3.84 The Zone A: Car Parking Strategy diagram illustrates the potential approaches to car parking across Zone A and the level of car parking that each could potentially achieve. This analysis demonstrates that due to the restrictive nature of the plots within Zone A, there is a limit to the car parking capacity that can be appropriately delivered and this is a further consideration in determining the scale and density of residential development.

3.85 Combining of development plots will be supported where that can deliver enhanced development outcomes and drive better commercial and more viable schemes.



STREET HIERARCHY OPTION A:

- RETAIN & MITIGATE INNER RING ROAD ALONG ADDINGTON STREET

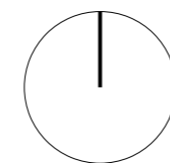


STREET HIERARCHY OPTION B:

- MOVE INNER RING ROAD TO THOMPSON STREET
- + A WALKABLE NEIGHBOURHOOD
- + INCREASED SEPARATION OF JUNCTIONS = ENHANCES FLOW OF TRAFFIC
- + REDUCES STANDING TRAFFIC IN RESIDENTIAL ZONE = IMPROVED AIR QUALITY
- + IMPROVE SWAN STREET / OLDHAM ROAD JUNCTION
- + OPPORTUNITY FOR BETTER PEDESTRIAN CROSSING POINTS



PEDESTRIAN CONNECTIONS



	Street A - Vehicular Access		Cycle Route		Vehicular Entrance/ Egress from Zone A
	Street B - Shared Surface		Road		Development plots affected by the street hierarchy
	Street C - Pedestrian Only		Direction of Ring Road Traffic		

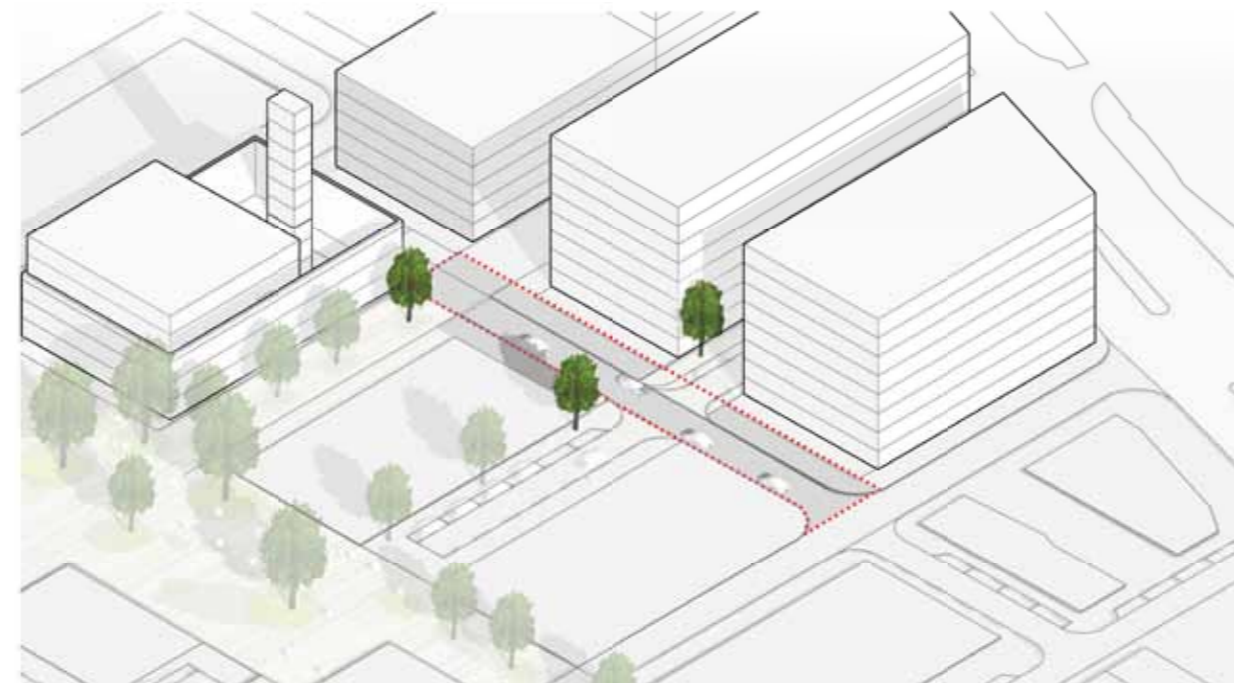
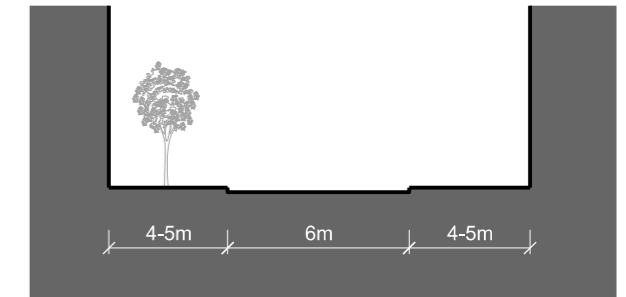


ROAD - LOCAL PRECEDENT



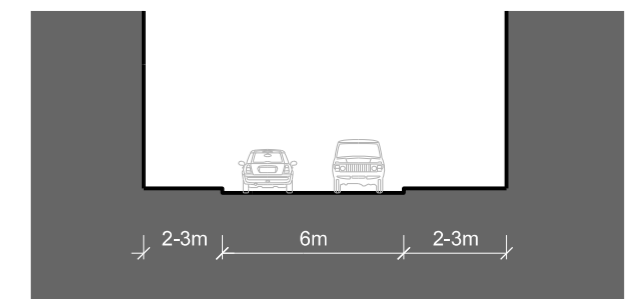
ROAD

- INCREASED PAVEMENT WIDTHS
- NO ON-STREET PARKING
- DEFINED PAVEMENT EDGES/ KERBS
- 2 LANE CARRIAGE WAY



STREET A - VEHICULAR ACCESS

- STANDARD PAVEMENT WIDTHS
- NO ON-STREET PARKING
- DEFINED PAVEMENT EDGES/ KERBS
- 2 LANE CARRIAGE WAY



VEHICULAR ACCESS STREET - LOCAL PRECEDENT

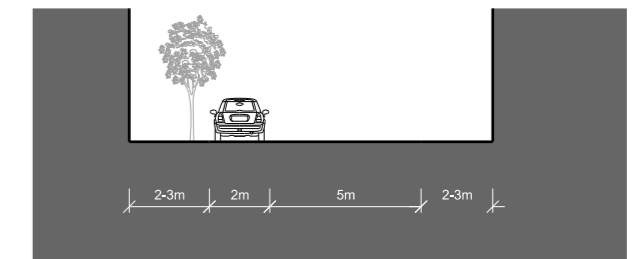


PEDESTRIAN PRIORITY STREETS - LOCAL PRECEDENT



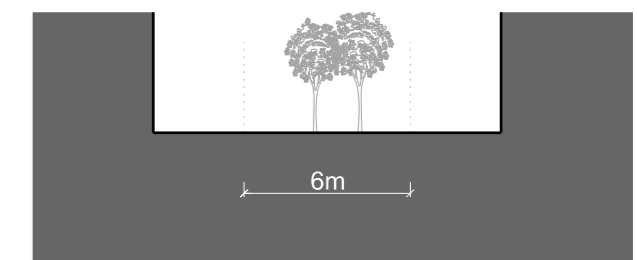
STREET B - PEDESTRIAN PRIORITY

- SHARED SURFACE
- ON-STREET PARKING
- LESS DEFINED PAVEMENT EDGES/ NO KERBS
- SINGLE LANE CARRIAGE WAY



STREET C - PEDESTRIAN ONLY

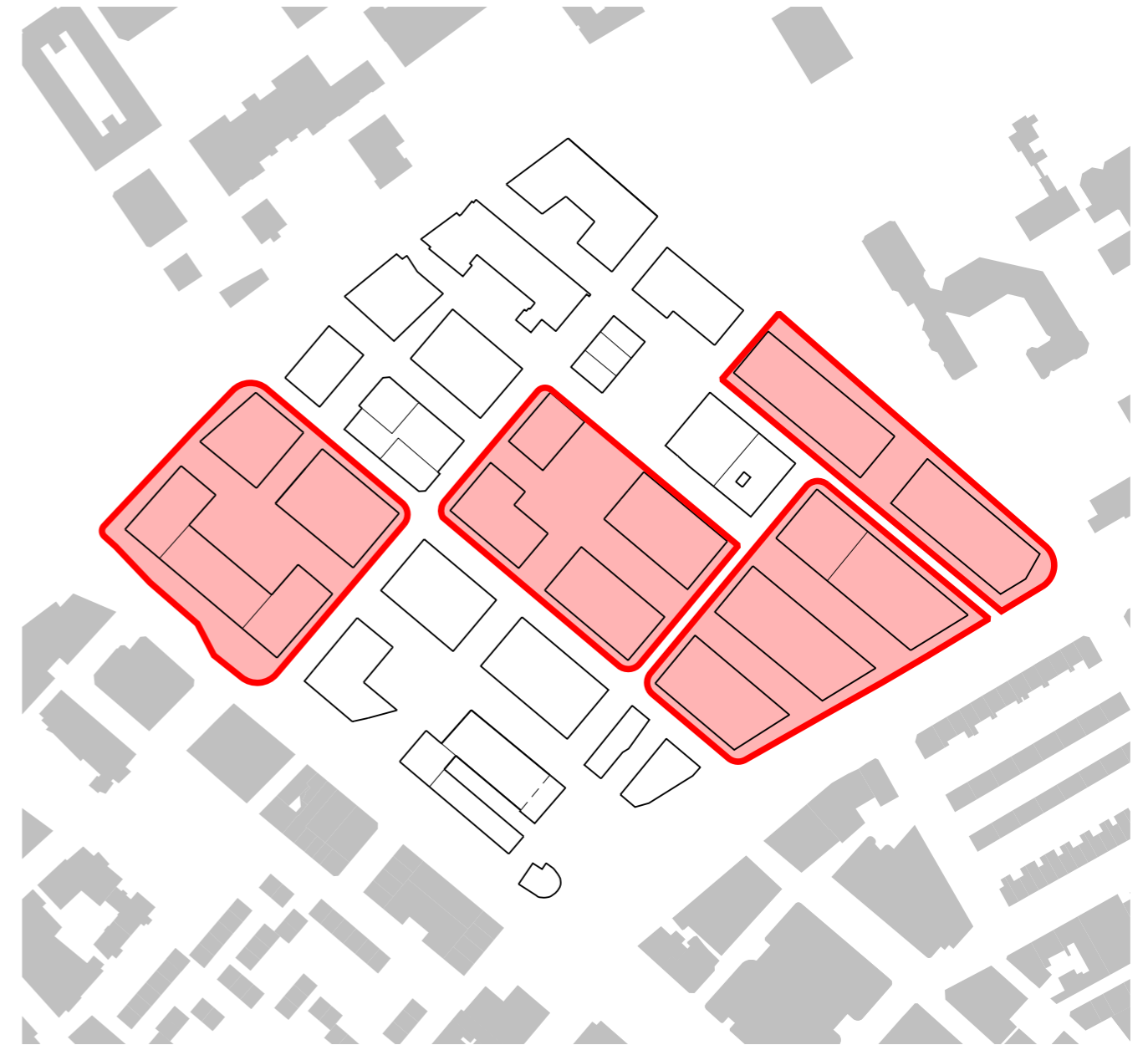
- NO VEHICLES
- PUBLIC REALM / AMENITY SPACE
- INCREASED TREES & STREET FURNITURE



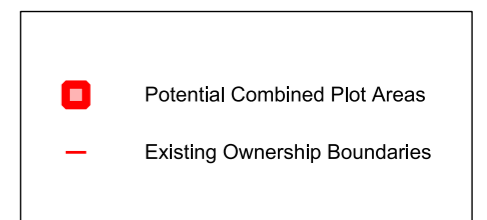
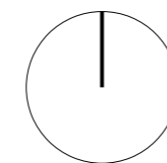
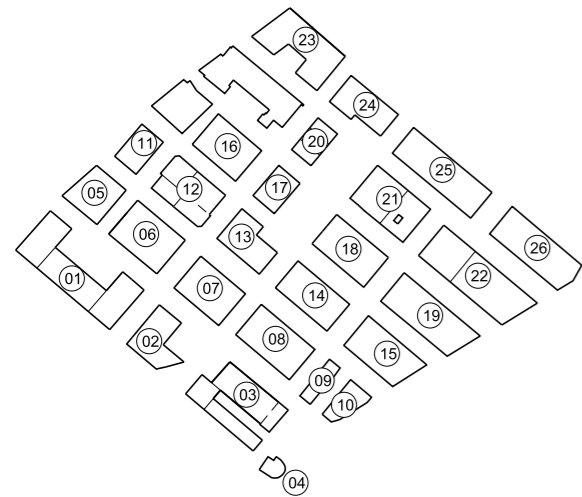
PEDESTRIAN ONLY STREETS - LOCAL PRECEDENT

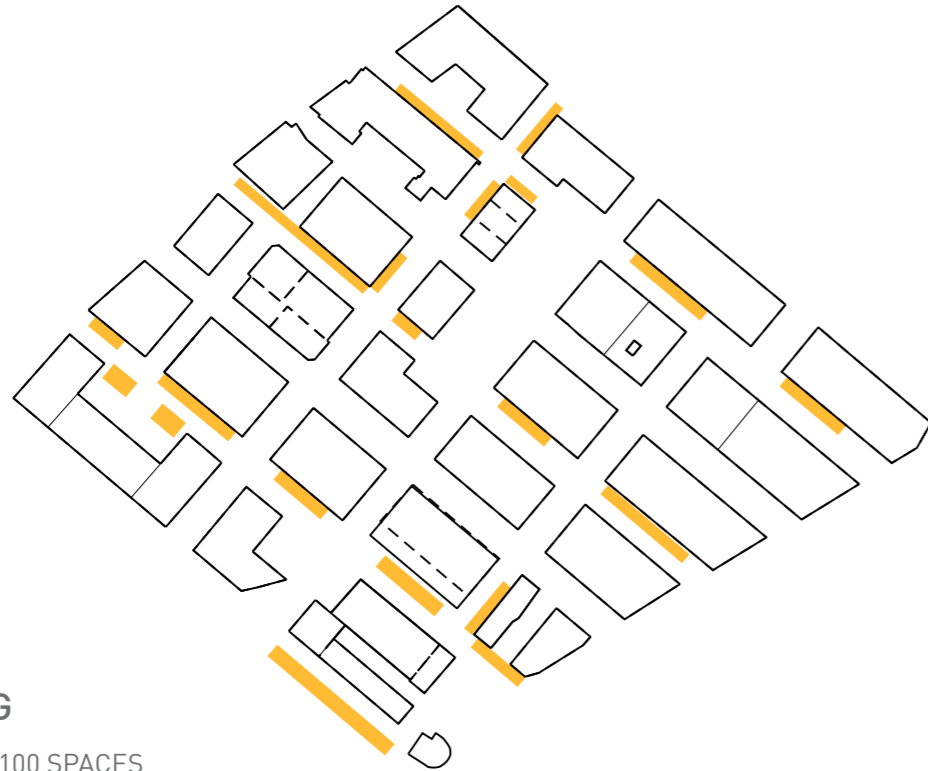


DEVELOPMENT PLOTS WITH OWNERSHIP BOUNDARIES



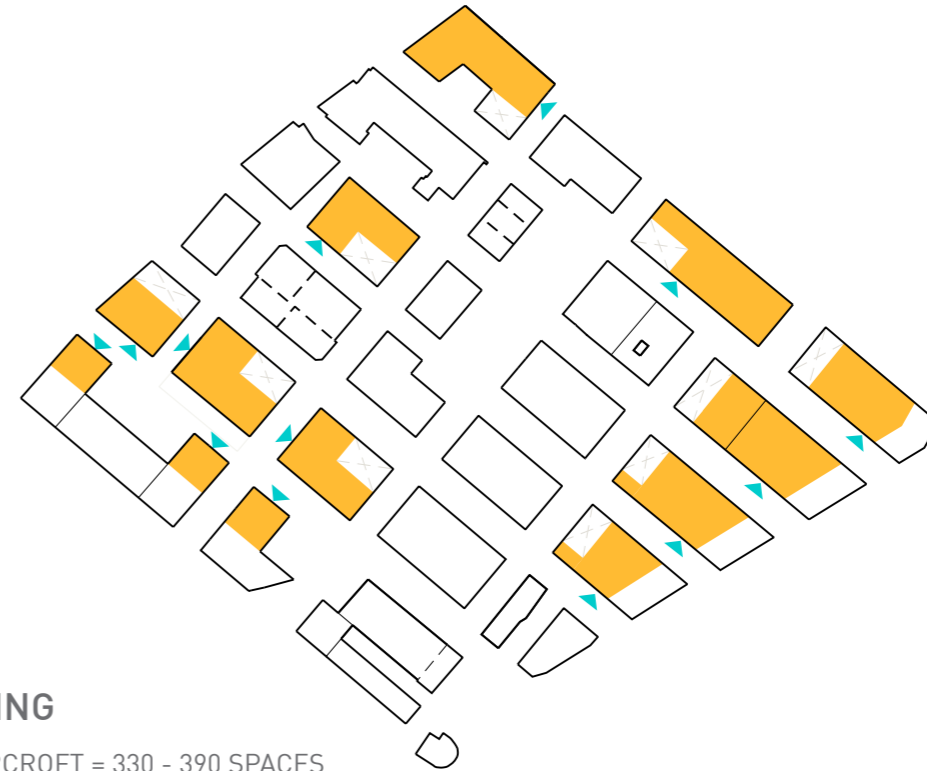
POTENTIAL FOR COMBINING DEVELOPMENT PLOTS





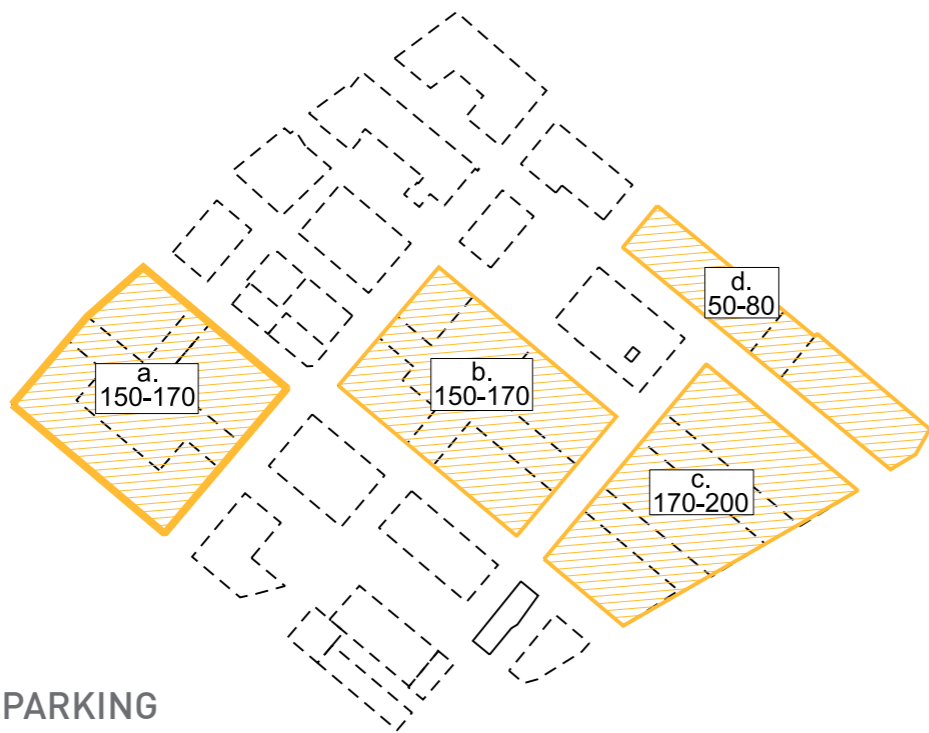
ON-STREET PARKING

- SHARED SURFACE = 90 - 100 SPACES



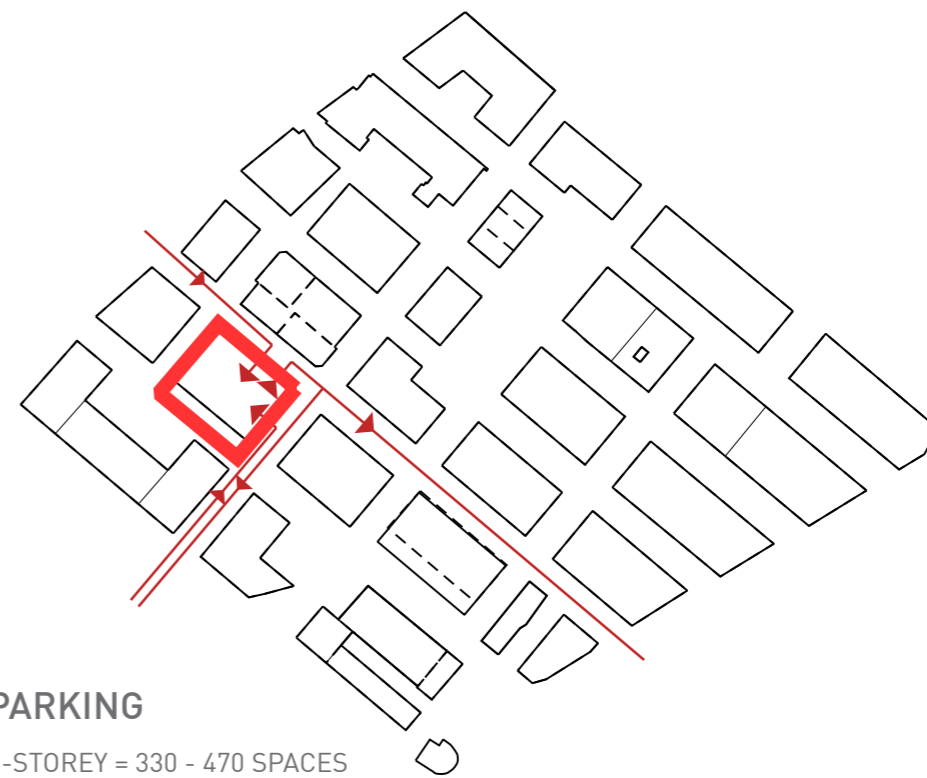
ON-PLOT PARKING

- GROUND / UNDERCROFT = 330 - 390 SPACES



COMBINED PLOTS PARKING

- UNDERCROFT = 520 - 620 SPACES



CENTRALISED PARKING

- 7-10 LEVEL MULTI-STOREY = 330 - 470 SPACES

Height and Density

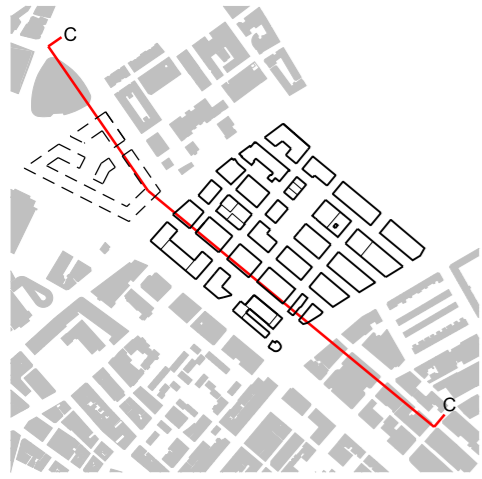
- 3.86 The height and density strategy for Zone A has been developed in response to detailed contextual appraisals of the area. This analysis is clearly set out within this document. It includes economic and development appraisals to inform the strategy in terms of use and quantum of development. The appraisals provide a basis for ensuring that strong development and regeneration outcomes are deliverable. Importantly, the appraisals also provide an urban design and masterplanning analysis, which is focused on the importance of ensuring this strategic site is best utilised in order to create a neighbourhood of choice.
- 3.87 In urban design and masterplanning terms, a starting point for the strategy has been the retention and reinforcement of the historic street grid pattern in the area. As already referenced, by repairing the urban grain of this area, there is an opportunity to create a permeable neighbourhood with a strong character and sense of place. There is an opportunity to provide a pattern of streets and spaces that will create a pleasant, pedestrian friendly environment and which will create connections to adjoining neighbourhoods. This will draw upon the identity of those areas. New Cross with its gap sites and lack of features has very little character at present. New development in the area needs to draw upon and clearly reference the positive characteristics of adjoining neighbourhoods such as Ancoats and Northern Quarter, which have a strong character and identity at the heart of their popularity.
- 3.88 Within Zone A, three distinct character areas have been developed within which to consider height and massing. These can be defined as: a) the edges to Rochdale Road and Thompson Street; b) the heart of the site; and, c) the edges to Oldham Road and Swan Street sweeping into Mason Street.
- 3.89 The Rochdale Road and Thompson Street character area relates to the frontage blocks on what are wide, vehicular dominated routes. Generally this part of the site is less sensitive in terms of its relationship to designated heritage assets including the Ancoats Conservation Area and associated Listed Buildings.
- 3.90 Rochdale Road already accommodates a tall building in the form of Skyline Central (20 storeys). This building provides an existing landmark on a key route into Manchester City Centre. This building has contributed to the provision of public space within the area; however, the development of this site has not had the galvanising effect on regeneration within the wider New Cross area that was perhaps anticipated.
- 3.91 Beyond the study area, The Co-operative Group's CIS Tower and new headquarters building form strong features within the City Centre skyline. In addition, Planning Permission has been granted for a 458 bed apartment development at Angel Gardens (NOMA) on the opposite side of Rochdale Road. The form of this development is predominantly an eight storey perimeter block – responding to the scale of adjoining residential neighbourhoods and the predominant height and grain of the city across the City Centre's northern edge. In appropriate locations, that grain is punctuated by taller structures. For example, plans for a 34 storey tower are now approved at the corner of Miller Street and Rochdale Road as part of the Angel Gardens development.
- 3.92 Whilst Skyline Central is considered a landmark building, it is not located on a gateway site rather at the mid-point of the streetscape between key nodes or gateways. Due to this character area's relationship to wide streets, heritage assets, arterial routes into the city centre and existing buildings of scale, it is the part of the Masterplan that is most likely to be able to accommodate higher density development, and potentially any further feature buildings. For example, the masterplanning work has indicated that the junction of Swan Street / Rochdale Road / Shudehill is considered to be a gateway to New Cross and as such could provide an appropriate location for a taller building of 17-20 storeys.
- 3.93 It is considered that this part of the character area requires greater height to bridge the existing high point and the lower, human scale form of development proposed across the remainder of Zone A, which works with the grid in that area and is of a scale that mirrors adjoining neighbourhoods such as Ancoats and Northern Quarter. This is, however, 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 CABI's Guidance on Tall Buildings. In assessing tall buildings, this means that particular emphasis will be placed on:

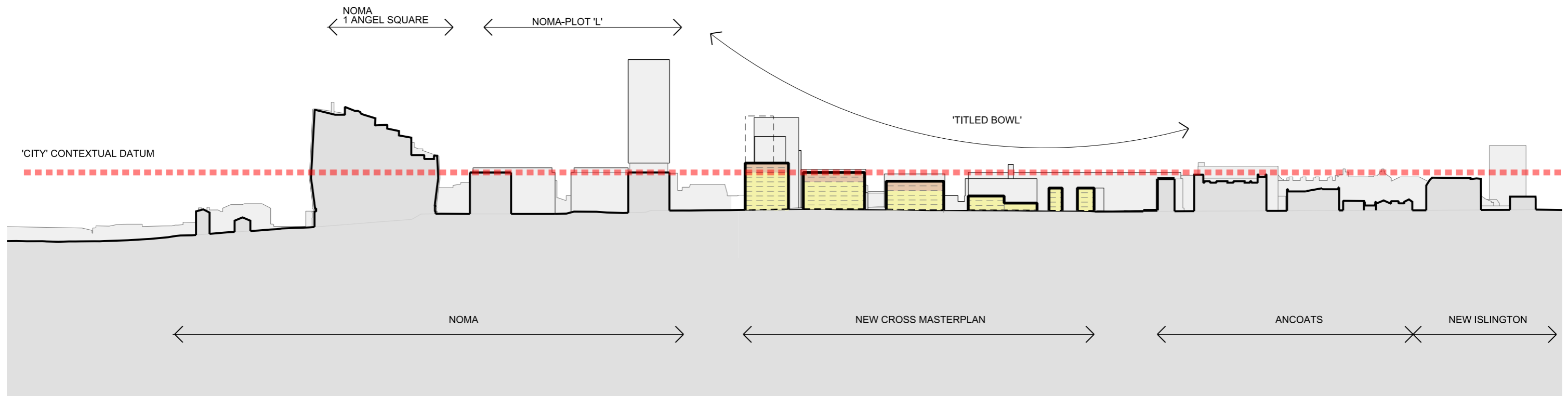
- Understanding effects on the historic environment through a visual impact analysis and assessment of verified key views.
 - Ensuring that microclimatic effects in terms of wind and sunlight / daylight, do not have an adverse effect on the safety, comfort or amenity of the area.
 - Proposals for tall buildings will need to be sustainable. In terms of energy use, the City Council's policy standards will be expected to be properly addressed and where possible surpassed.
 - Landmark buildings will need to be of the highest architectural quality and have a positive relationship to the City's skyline.
 - They should contribute to the legibility of the area, and the provision of public space and high quality public realm.
 - The design needs to be credible and therefore demonstrably deliverable.
 - Tall building proposals within key city centre regeneration areas such as New Cross should have clearly identified regeneration benefits.
- 3.94 The Oldham Road / Swan Street / Mason Street sweep is of a different character. Swan Street borders the Smithfield Conservation Area and two Grade II Listed Buildings (the Smithfield Market Hall (two storeys) and 29 Swan Street (three storeys)). Oldham Road borders the Ancoats Conservation Area and two further Grade II Listed Buildings (Victoria Square (part five part six storeys) and the Crown and Kettle Public House (two storeys)). In addition, at the junction of Swan Street and Oldham Road and within the Zone A boundary, there are two further Grade II Listed Buildings (the former Midland Bank and 8 Cable Street). These locations are therefore considered to be sensitive in heritage terms and careful consideration is required in terms of the scale and massing of new

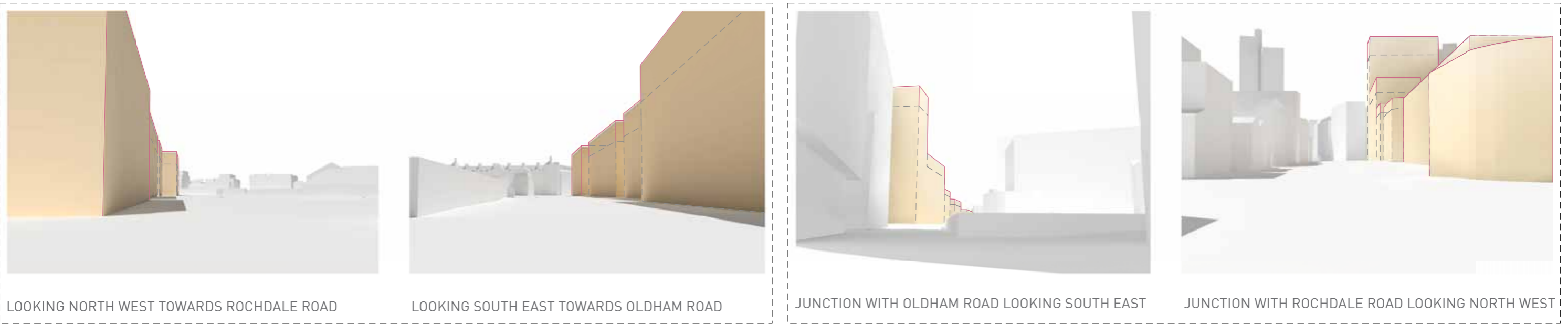
development to ensure that it is capable of enhancing the settings of these heritage assets in accordance with Core Strategy Policy EN3 Heritage.

- 3.95 The two-storey former Midland Bank building is located at a key gateway into the site from the Northern Quarter (with the five storey 8 Cable Street sitting just behind); this location offers the opportunity for a landmark that, given the presence of the heritage assets, would be in the form of an enhancement of the existing building through the delivery of a generous and high quality public realm space.
- 3.96 More generally there is a clear eight storey benchmark datum that runs throughout the north eastern edge of the City Centre from NOMA to Ancoats and New Islington. On the Rochdale Road side this is punctuated by 1 Angel Square and the proposed new Angel Gardens development (which also incorporates a podium level at eight storeys); however, on the Oldham Road side buildings sit between three and seven storeys. Aside from at the more prominent gateway sites, on the Northern Quarter side of Swan Street buildings sit at four storeys. This benchmark datum is reflected in the planning history for Zone A, where Planning Permissions (now lapsed) have previously been secured for buildings between five and eight storeys.
- 3.97 The sun path diagram demonstrates the sun's movement around the eastern and southern sides of Zone A, with the prevailing wind moving from the west and channelling west to east. In urban design terms, lower to medium scale buildings would be appropriate along the southern and eastern borders of the site to avoid overshadowing in the heart of Zone A, where amenity space should be located at the heart of the community and along the route of its key pedestrian desire lines.
- 3.98 In townscape terms, the Ancoats side of Oldham Road presents a series of extended frontages (albeit as part of smaller-scale buildings) and the scale and massing of new development within Zone A to this frontage needs to respond carefully to this dense and grid urban grain in order to achieve the aspiration of enhanced permeability and connectivity. The use of medium density blocks will create a defined edge along this frontage.



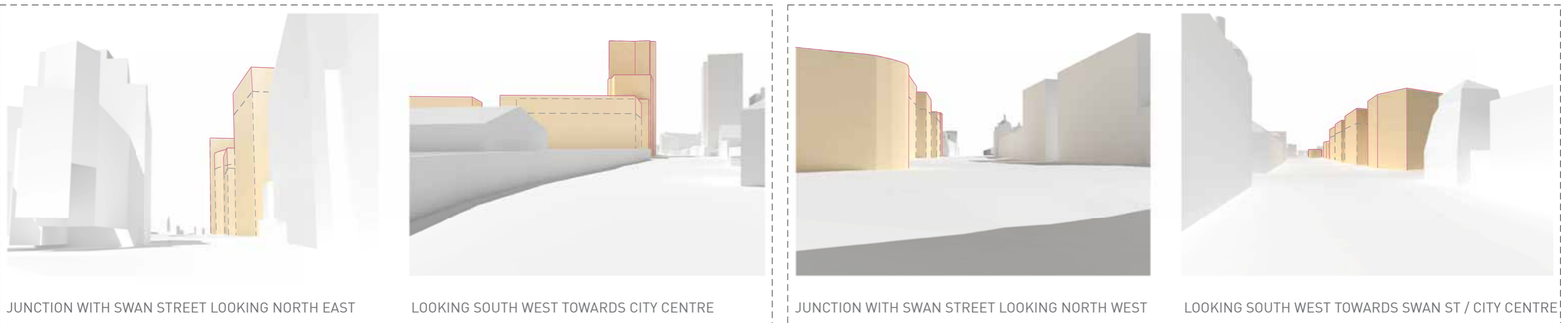
SECTION KEY





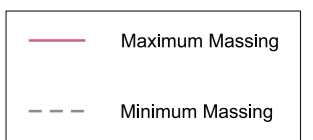
THOMPSON STREET

SWAN STREET



ROCHDALE ROAD

OLDHAM ROAD



3.99 In light of the above, the urban design principles establish a general maximum storey height of eight storeys along the Oldham Road / Swan Street / Mason Street sweep. Oldham Road is of a sufficient width to accommodate a slight increase in height compared to the existing development on the Ancoats side, whilst still respecting its scale and massing. There may be scope to accommodate a slightly taller building on Swan Street adjacent to the gateway site on the junction of Swan Street / Rochdale Road / Shudehill. This would provide the function of bridging the step up in height from this gateway site and in response to the existing height of the Crowne Plaza on the other side of Swan Street. The step down in height along Mason Street from Rochdale Road is necessary to bridge the difference between the highest points to lower scale at the heart of the site and to provide an appropriate response to the scale of the four storey non-designated built assets to be retained in this area of Zone A.

3.100 Within the heart of Zone A, the scale and density is informed by the critical requirement to retain and reinforce the street grid pattern as noted above. This narrow grid pattern dictates that the buildings here must be of lower height in order to ensure that an attractive pedestrian environment can be created, for example providing a more open feel where daylight can easily penetrate. The pedestrian environment is also critical to strengthening the key pedestrian route that runs through the heart of the site, which will achieve a key aspiration of the Masterplan to connect Collyhurst into the City Centre through New Cross.

3.101 The heart of the site, where new public realm for Zone A is proposed to be located, is also considered to be the most appropriate location for the lower scale townhouse and duplex type residential accommodation, which will be of a human scale designed to effectively address the pedestrian routes, width of streets and public realm spaces.

Zones B and C – Core Development Principles

3.102 Due to the outlying nature of Zones B and C and their proximity to Zone A, and key outlying neighbourhoods, that include Collyhurst and the Lower Irk Valley, a set of strategic and co-ordinating principles have been established to inform and contextualise future development activity that

emphasise the key role for these areas in enhancing connectivity between the City Centre and communities to the north, east and west. It is anticipated that this portion of the study area will be subject to further more detailed assessment in the future.

3.103 Currently, Zones B and C continue to be dominated by large, single land owners and future development sites, in various stages of clearance. As a result of these characteristics, pedestrian movement across as well as to and from these areas is currently limited and street infrastructure has been eroded over time. The majority of industrial and commercial units are primarily set back from the public streetscape, with blank elevations often surrounded by surface car parking, resulting in a lack of active frontage. Amenity space is limited to ancillary areas of incidental green space and tree planting, together with private residential gardens.

Land Uses

3.104 Zones B and C offer a number of large, vacant development sites suitable for residential or commercial-led mixed use development that have the potential to complement and add value to existing and planned development in Zone A, alongside key strategic opportunities that exist in adjoining regeneration areas.

3.105 The number and size of previously developed sites and current vacant plots in Zones B and C provide an opportunity to facilitate development of a scale that will support delivery of place-making objectives and key community infrastructure, in order to help create a new neighbourhood of choice that has a strong relationship with adjoining areas.

3.106 Zones B and C also offer the potential to consolidate a number of larger development plots along with vacant and underutilised sites to establish a number of strategic development opportunities and character areas that will help facilitate new development. In this regard, previously developed sites to the western edge of Zone B should be considered as forming part of a character area that includes sites within Zone C that straddle Rochdale Road. The Zones B & C: Land Uses diagram illustrates the land use potential of this portion of the study area.

3.107 There is also significant potential to rationalise existing land uses, including a number of currently underutilised sites on the periphery of Zones B and C, to create more coherent development plots and to provide opportunities for improved connectivity and permeability through the area. This potential is again illustrated by the Zones B & C: Land Uses diagram.

3.108 Zone B is likely to remain a predominantly commercial area, given the important contribution that current occupiers such as Wing Yip and Royal Mail make to local employment. However, there are sites within Zone B that would be suitable for residential and commercial mixed use development should appropriate schemes be developed. In considering such proposals and, in particular where proposals for residential development come forward within the vicinity of existing employment uses, adequate mitigation measures should be put in place to safeguard against potential conflicts between land uses.

3.109 The railway viaducts along the edge of Zone C are currently underutilised with access hampered by significant levels of on-street car parking on Bromley Road. However, they present a significant opportunity for new commercial and retail uses, which would create activity and vitality to support new residential and mixed use development. Increasing activity in this location could also form an important first step in creating new connections through to the Lower Irk Valley. The environment around the railway viaducts should be improved to facilitate a wider mix of active uses, for example by increasing the pavement widths.

Connectivity and Linkages

3.110 Zones B and C have a particularly important role to play in enhancing connectivity between the City Centre and communities to the north, east and west of the study area (as demonstrated on the Zones B and C: Key Connections diagram), thereby effectively becoming the integrating link between these key regeneration areas and the City Centre.

3.111 There are a number of priority gateway locations within Zones B and C, including the foot of Gould Street (which adjoins NOMA and Lower Irk Valley) and at the junction of Rochdale Road and Thompson Street (where

the proximity of the Grade II Listed Marble Arch Inn and Skyline offer a sense of landmark buildings).

3.112 Informed by these gateways, key pedestrian intersections have been identified to act as connecting points for new and enhanced pedestrian routes through the Study Area and beyond to the City Centre, Collyhurst and the Lower Irk Valley. These intersections may be appropriate locations for future commercial and / or retail provision that would support residential development.

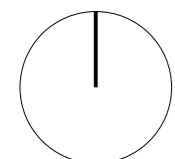
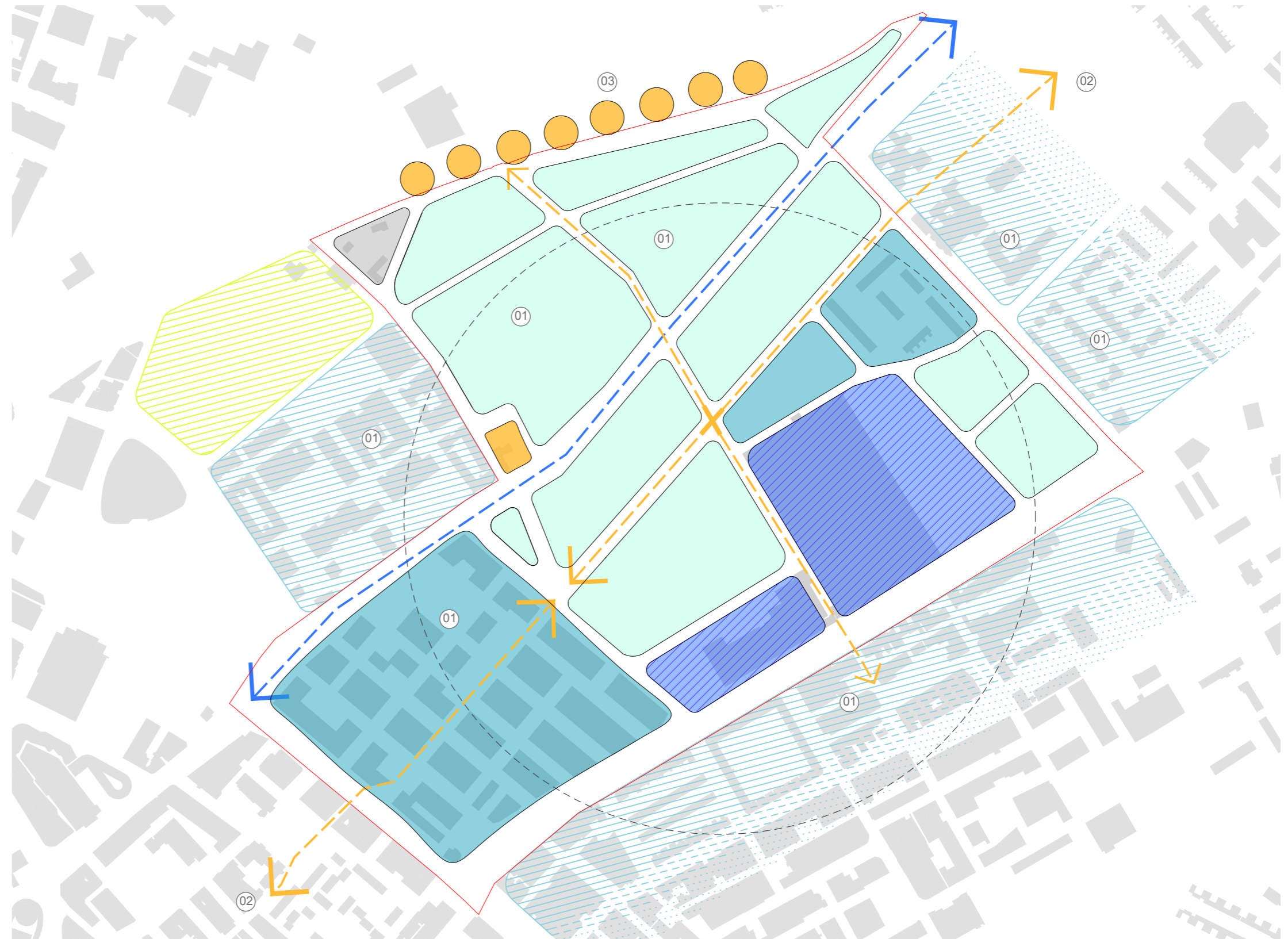
3.113 The development of vacant and underutilised sites in Zones B and C should seek to strengthen Rochdale Road as a key corridor, which effectively connects the City Centre to neighbourhoods in North Manchester, promoting a mix of uses and incorporating environmental improvements that will enhance the pedestrian environment.

3.114 A new pedestrian linkage should be provided to connect Gould Street and Bromley Street, a junction that is considered to be an important intersection connecting the former National Grid call centre site, which is a key development plot within Zone C, with gateways to the Lower Irk Valley and Angel Meadow. Comprehensive mitigation of the existing electricity sub-station at this junction will be required in order to facilitate this linkage.

Height and Density

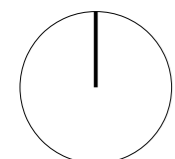
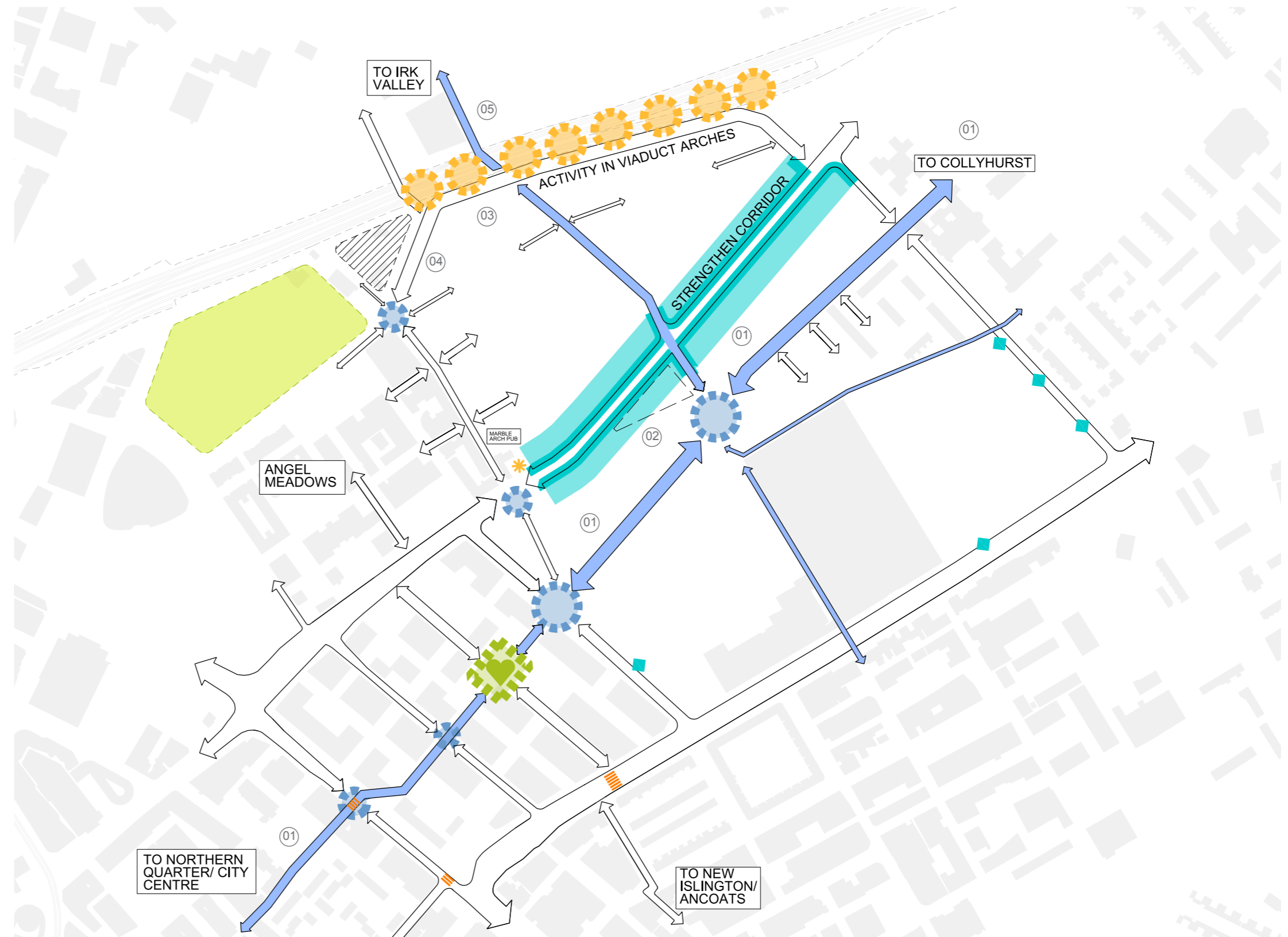
3.115 There are a mix of building heights currently within and adjoining Zones B and C. Along Oldham Road, these are generally of lower scale, although within Zone B the existing commercial buildings are of scale in terms of their footprint. Similarly, along Livesey Street, the residential and educational buildings are of lower scale rising up to six storeys. Angel Meadow to the north west provides more apartment-led development generally at six stories or above.

- ① A PERIMETER OF EXISTING (COLLYHURST & ANCOATS) AND PROPOSED RESIDENTIAL LED NEIGHBOURHOODS SITUATED AROUND:
- ② KEY PEDESTRIAN LINKAGES BETWEEN COLLYHURST AND THE CITY CENTRE
- ③ POTENTIAL TO USE VIADUCT ARCHES FOR NEW ACTIVITY / RETAIL ALONG EDGE OF ZONE C



Residential led Mixed Use	Current Commercial Use Retained	Key Pedestrian Route
Residential/ Commercial led Mixed Use	Green Space	Key Vehicular Route
Hospitality	Existing - Sub Station	

- ① NEW PEDESTRIAN ROUTE FROM COLLYHURST TO CITY CENTRE, LINKING WITH ZONE A
- ② KEY PEDESTRIAN INTERSECTION
- ③ INCREASE WIDTH OF PAVEMENT IN FRONT OF VIADUCT ARCHES
- ④ NEW LINK AROUND SOUTH EDGE OF EXISTING SUB-STATION TO CONNECT GOULD STREET & BROMLEY STREET
- ⑤ NEW / IMPROVED CONNECTIONS THROUGH TO IRK VALLEY



	New Pedestrian Route connecting Collyhurst and the City		New Green Space		Potential Entry/Egress Points to Site		Existing Railway Bridge
	Primary Circulation Arteries		Activity		Pedestrian Crossings		Existing Urban Geometry
	Key Intersections		Mixed Use Activity Fronting Onto Road				

3.116 The scale of new building form should generally respect the eight storey datum established in respect of Zone A; however, this is not intended to be prescriptive and proposals will be judged on their planning merits in line with local and national planning policy guidance; giving due regard to the importance of good design in the built environment as an essential component of achieving sustainable development.

3.117 Two locations have been identified as potential gateways, which provide potential opportunities for height – the junction of Oldham Road and Livesey Street and the junction of Rochdale Road and Thompson Street.

3.118 The potential density that could be accommodated across Zones B and C, within the context of the existing density, is highlighted on the diagram Zones B and C: Density.

Developer Contributions

3.119 As emphasised from the outset, the purpose of this document is: “to ensure a quality of new development and supporting public realm, highways and other community infrastructure that will result in a safe, visually attractive, accessible, vibrant and distinctive residential led sustainable neighbourhood where people want to live.”

3.120 As such, the Local Planning Authority (LPA) will utilise this document to ensure that quality outcomes are achieved in terms of building design/architecture and that the key objectives in terms of public realm provision, highways and community infrastructure, as identified in this document, are delivered.

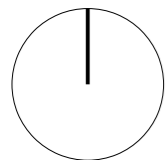
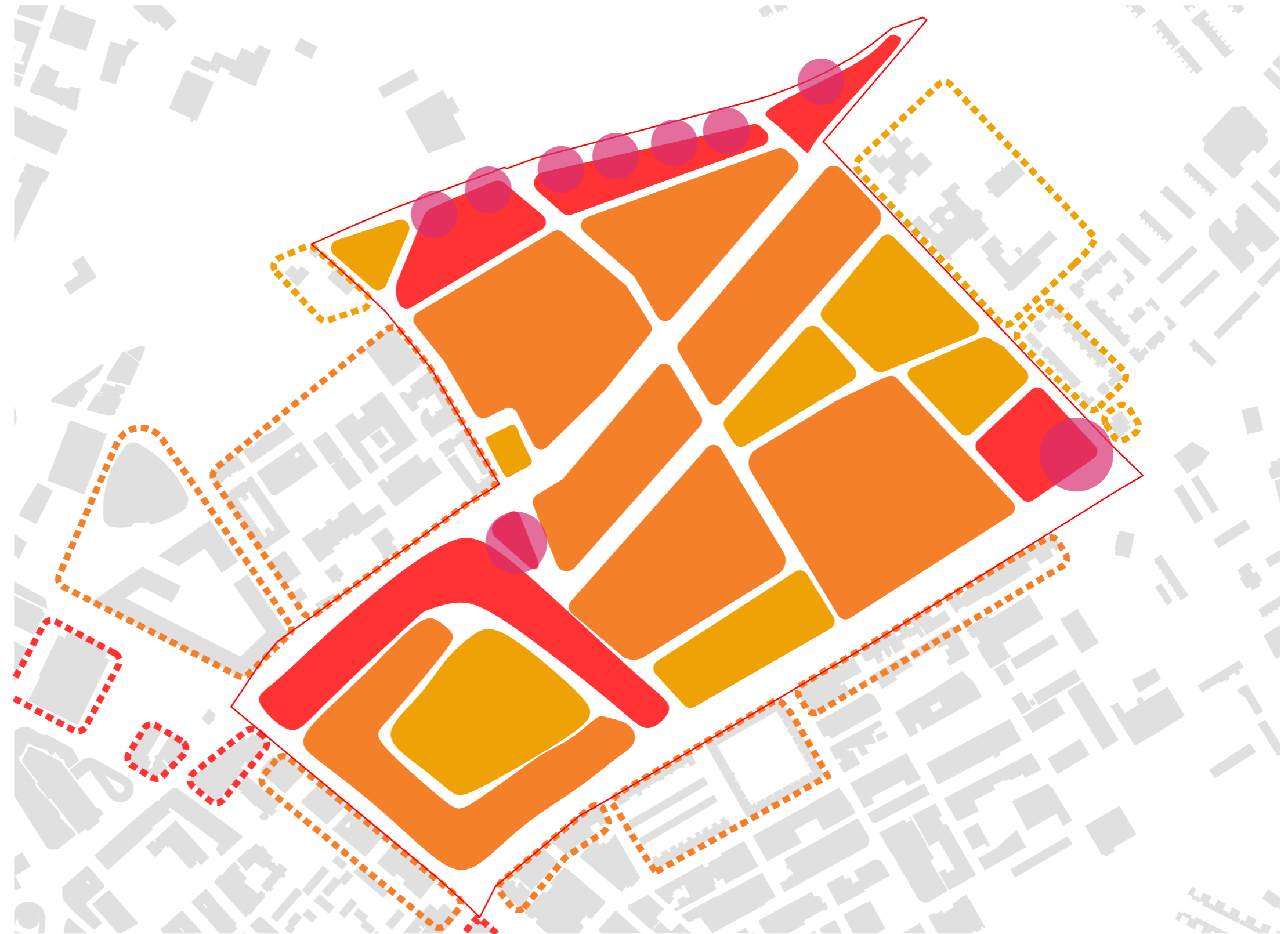
3.121 This approach is in line with the approach set out in national planning policy (National Planning Policy Framework) and is consistent with the principle of sustainable development which lies at its heart. At paragraph 6, this document advises that: “the purpose of the planning system is to contribute to the achievement of sustainable development.” At paragraph 7 it identifies the economic, social and environmental dimensions of sustainable development including:

- “contributing to building a strong, responsive and competitive economy by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying the coordinating development requirements, including the provision of infrastructure;” and,
- “creating a high quality environment, with accessible local services that reflect the community’s needs and support its health, social and cultural well-being.”

3.122 Paragraphs 57 focuses on the role of good design and the quality of the built environment in achieving sustainable development. “It is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes.”

3.123 Paragraph 58 sets out a number of criteria that should be considered carefully in planning policy and decision making with regard to ensuring that developments:

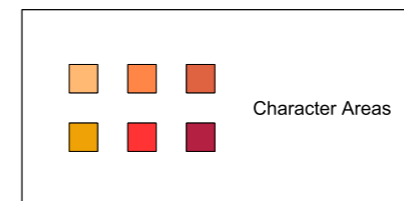
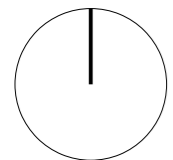
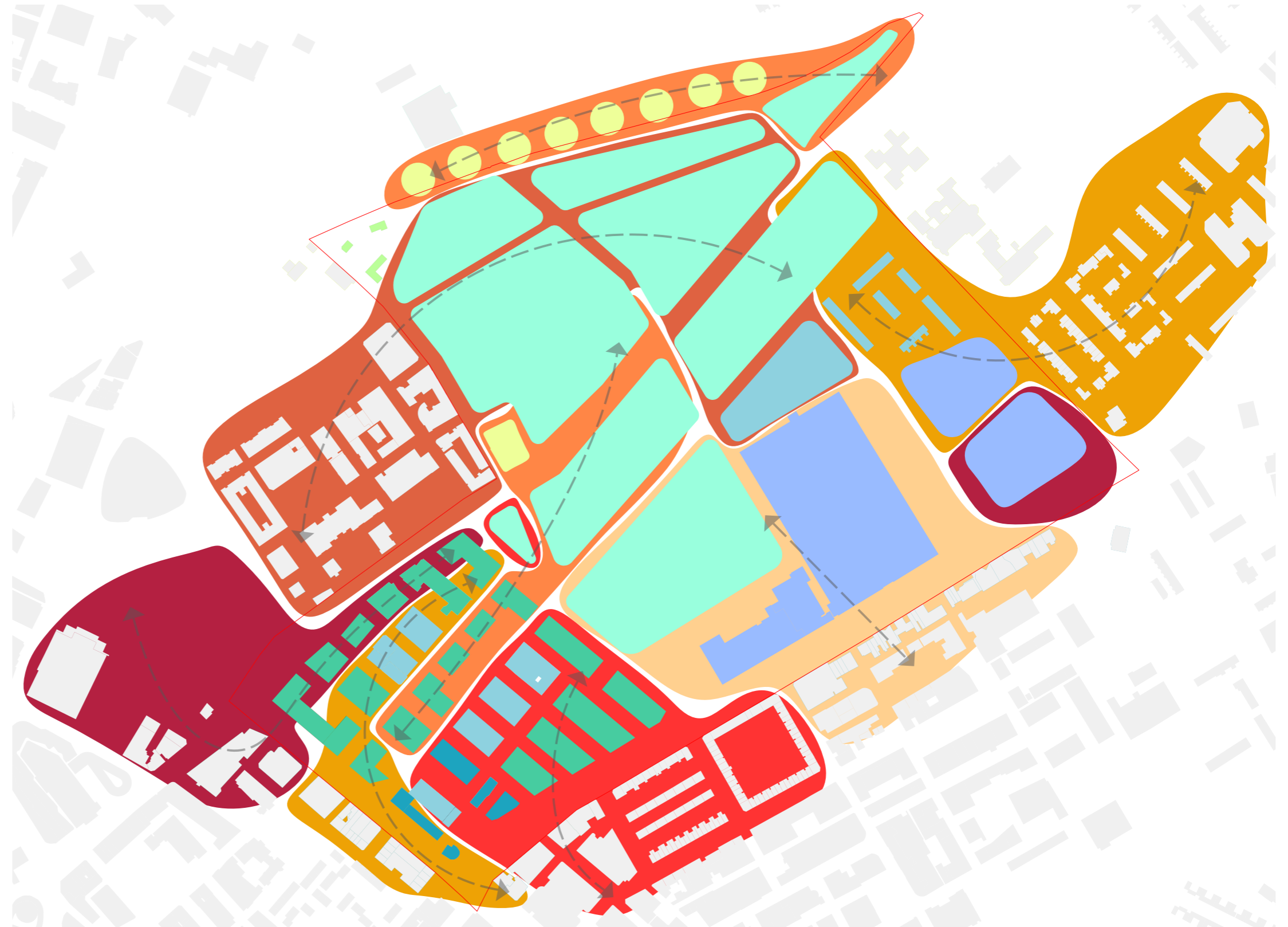
- will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
- establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit;
- optimise the potential of the site to accommodate development, create and sustain an appropriate mix of uses (including incorporation of green and other public space as part of developments) and support local facilities and transport networks;
- respond to local character and history, and reflect the identity of local surroundings and materials; while not preventing or discouraging appropriate innovation;
- create safe and accessible environments where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion; and,
- are visually attractive as a result of good architecture and appropriate landscaping.



Low Density - 200 to 400 Units/ Ha	Low Density - Context	Opportunities for Height
Mid Density - 400 to 600 Units/ Ha	Mid Density - Context	NB. Density is based on a typical residential typology. This is an illustrative example of how plots could be developed as residential in order to cohesively knit with the surrounding context and other plots within the NDF study area.
High Density - 600 to 800 Units/ Ha	High Density - Context	

THIS DIAGRAM ILLUSTRATES HOW PLOTS WITHIN NEW CROSS SHOULD INTEGRATE WITH THE SURROUNDING NEIGHBOURHOODS AND CHARACTER AREAS TO CREATE A SEQUENCE OF CONNECTED URBAN SPACES.

EACH CHARACTER AREA DRAWS UPON A VARIETY OF ASPECTS INCLUDING USE, DENSITY, HEIGHT, GRAIN AND MATERIALITY. THE CHARACTER AREAS SHOULD NOT BE DEFINED PURELY BY ROADS, INSTEAD THEY EXTEND BEYOND PHYSICAL BOUNDARIES TO HELP INTEGRATE NEW CROSS WITH EXISTING NEIGHBOURHOODS SUCH AS THE NORTHERN QUARTER, ANCOATS, ANGEL MEADOWS AND COLLYHURST.



3.124 The design objectives and development principles set out in this document clearly reflect and respond to the requirements of national planning policy and it is essential that they are delivered in full.

3.125 It follows therefore that in order to secure a sustainable future for the New Cross area and deliver a neighbourhood of choice, the Local Planning Authority will utilise all reasonable resources and mechanisms to secure appropriate financial contributions from landowner/developers which will allow public realm and other community infrastructure to come forward in tandem with the delivery of development sites. This approach is essential in order to achieve quality outcomes for the neighbourhood and will actually underpin the vitality and viability of the area.

3.126 The Core Development and Urban Design Principles set out in this document have been prepared following a detailed contextual analysis and masterplanning exercise for the area. This work has set out a clear vision for the area, and a strategy that will ensure compliance with national, sub-regional and local policy as well as strategic objectives. At the same time, it is considered that the principles set out in this document will deliver a form of development across the whole of the Masterplan that, fundamentally, results in an attractive neighbourhood of choice capable of assisting in perpetuating the City's positive economic and quality of life trajectory and maximising the environmental, social and economic benefits of new development.

3.127 The City Council would like to work positively with landowners and other key stakeholders in the area in order to deliver a form of development, in respect of Zone A, in the short to medium term, which is in line with the principles of this strategy. As such, a period of consultation has been undertaken with key landowners and other key stakeholders within the study area, working towards establishing support for the principles of this framework. The outcome of this consultation, together with an explanation of how comments raised have been considered and addressed, is summarised within the Executive Committee Report published alongside the framework.

3.128 The final principles are now being reported back to the City Council's Executive Committee for adoption and subject to approval, the principles will be used by the City Council to promote the delivery of appropriate forms of development in the area. Technically, they will form an important material planning consideration in the determination of future planning applications by the Local Planning Authority.

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