

Jackson's Row

Strategic Regeneration
Framework

December 2015







Framework introduction

Prepared by

This Strategic Regeneration Framework (SRF) is intended to guide the future development of the Jackson's Row/Bootle Street site in a manner that reflects its physical and locational characteristics and the significance of the opportunity that has been identified. This site has been identified as a major regeneration opportunity that can deliver a range of positive economic, social and environmental benefits for the city centre and the wider Manchester city region.

The framework sets out a series of key physical and policy considerations before recording broad development principles and an indicative masterplan. It is intended that this should guide future development proposals within the parameters identified.

The draft regeneration framework will be submitted to Manchester City Council's executive for consideration. Following a period of public consultation with key stakeholders and other interested parties, a final version of the document will be submitted to the city council's executive for approval. Once approved, it will be a material consideration in determining any future planning applications for the development of the site.

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An aerial photograph of the Manchester city center, showing a dense grid of buildings, streets, and green spaces. A red rectangle highlights a specific location in the center of the city, near the River Irwell and the Manchester Arndale shopping center. The text 'Location in the city' is overlaid in the top left corner.

Location in the city

Project summary

A world-class city

Manchester is the UK's fastest growing city, attracting 40,000 more jobs and playing a major part in a projected £5.5 billion increase in Manchester's contribution to the national economy, according to the 'Manchester: A Growing Success Story' report ¹. This will help secure its status as a Beta global city in accordance with the Globalization and World Cities Research Network Study of 2012 ².

Manchester is the leading professional and business services centre outside of London, with Manchester International Airport providing excellent global connectivity for business and leisure visitors. It is the third most visited city in the UK, with not just British tourists but an added 1.1 million international visitors per year who contribute £6.6 billion to the Greater Manchester economy ³.

Manchester's success story is in part due to its dynamic entrepreneurial spirit and keen commercial edge. New developments will change the face of the city centre, adding to the recent wave of investment, which has the potential to make an impact equivalent to the period after the IRA bombing in 1996.

Sources:

1. Ekosgen (2014) 'Manchester: A Growing Success Story'
2. Globalization and World Cities Research Network (2012) 'The World According to GAWC 2012'
3. Marketing Manchester (2014) 'Destination Management Plan'

Regeneration context

Manchester received the prestigious MIPIM City of the Year Award in 2014, a recognition of its success in delivering major regeneration projects and attracting international investment. The 20-year redevelopment of the city's retail and commercial core has resulted in a range of high-quality complementary buildings. Strong urban design has helped create a distinctive and contemporary centre that is attractive to new investors and occupiers, and drives growth in jobs in a range of sectors. The renewal of the city centre has already brought many benefits to the city and the wider region.

- The city's population grew by 19% between 2001 and 2011 (Census)
- The city's population is expected to increase by 100,000 by 2030
- Manchester's GVA is forecast to grow by 43% between 2011 and 2023
- 40,000 additional jobs over the same period would represent a higher predicted rate of growth than anywhere else in the UK
- Household numbers are forecast to grow year on year while household size is predicted to fall, increasing demand for new accommodation

Connectivity

Between now and 2017, the city centre will see more than £1 billion of investment in projects that will lay the foundation for continuing development by 'future-proofing' the city's transport infrastructure, according to the Manchester's Growing Success Story report¹. NOMA, First Street, Spinningfields, St. John's, Metrolink's Second City Crossing, The Northern Hub, Corridor Manchester, Cross City Bus Corridor, and the redevelopment of Victoria Station, St Peter's Square, Piccadilly and the Civic Quarter have all incorporated improved connectivity across the city into their regeneration schemes.

The opportunity

It is against this background that the opportunity presented at Jackson's Row/Bootle Street has been considered. While the characteristics of the site and the development opportunity will be established by this document, we would immediately highlight the key aims of enhancing investment, facilitating the regeneration of the area, strengthening its functionality, and creating connectivity between key city centre regeneration projects, both delivered and planned.

Jackson's Row/Bootle Street is a project which needs to realise the full potential of what is effectively a 'windfall' development opportunity in that it has emerged as a result of the removal/relocation of its principal land use. Its central qualities will be landmark new buildings of scale, the highest-quality built form and content (land uses and spaces/public realm), and the creation of a destination in what is currently an overlooked and under-utilised part of an otherwise vibrant city centre.

Strategic Regeneration Framework

Upon adoption, the planning status of this SRF would be a material consideration in the determination of any planning application in respect of the site. It has been prepared in consultation with Manchester City Council by Make Architects and Zerum on behalf of Jackson's Row Development. Contributions to the content of the Framework have been provided by Stephen Levrant, Heritage Architecture. Prior to adoption, the SRF would be the subject of consultation with adjacent site owners, other key stakeholders and residents.

The document itself addresses the following matters:

- Site description, including an overview of the site's history, the existing building and character areas
- The strategic planning regeneration context
- Site analysis
- Review of the aims and objectives of a future development, including land use opportunities, public realm and an indicative masterplan
- The framework for the redevelopment of the site, including core development principles
- Delivery strategy

Site description

The site is bounded by Jackson's Row to the north, Bootle Street to the south and Southmill Street to the east. The site incorporates a number of buildings, including Bootle Street Police Station, Manchester Synagogue, the Sir Ralph Abercromby pub and car parking space.

The area lacks a sense of identity. The major routes through it are fairly drab and uninviting, with many frontages being the rear of buildings, refuse areas, fire escapes etc. The existing streets are ones to avoid rather than use and celebrate.

Adjacency

Within the wider context of Manchester city centre, the site sits adjacent to areas of varying characters and architectural styles. These include the Deansgate/ Peter Street conservation area, the Albert Square conservation area, the St Peter's Square conservation area, Southmill Street, Jackson's Row and Bootle Street.

The area is in a strategic location that links other projects around the Civic Quarter, Spinningfields and, in the future, St. John's. It is also closely linked to the Conference Quarter, allowing the potential for the site to provide complementary facilities.

Linkages

The site is in an area between John Dalton Street and Peter Street which forms an impermeable 'block' and doesn't allow for easy movement. The site and its surroundings lack a sense of place, which discourages multi-trips and footfall. It is important to draw an early distinction between the surrounding parts of the wider city centre, where a broad range of typical city centre facilities and amenities are present, and the site itself (and its immediate surroundings), where few amenities exist.

Neighbouring heritage assets

There are many buildings of architectural interest located close to the site, a large portion of which are late Victorian and Edwardian buildings in the dense urban form.

There is also a high concentration of high-Gothic-style buildings a short distance from the site, including Manchester Town Hall, John Rylands Library, Lloyd's House and Lawrence Buildings, along with seven listed statues, as well as a series of large early 20th-century civic and commercial buildings, such as the Midland Hotel and Central Library, which occupy large footprints close by.

Overall, the area has not been built comprehensively, and consists of multi-

phase streets with buildings of varied ages and architectural styles. The quality of these varies widely but does include some individual buildings of high quality.

Proximity to high-quality retail/leisure amenity

The site's surrounding area includes world-class visitor attractions, including the Museum of Science and Industry (MOSI), John Ryland's Library and the People's History Museum, leisure offerings at the Great Northern, niche and high-street retailing at Castlefield, and cultural assets such as Manchester Opera House and St Mary's Church. These all prove that the surrounding area generates high footfall and visits from more than just commuters.

Excellent transport connections

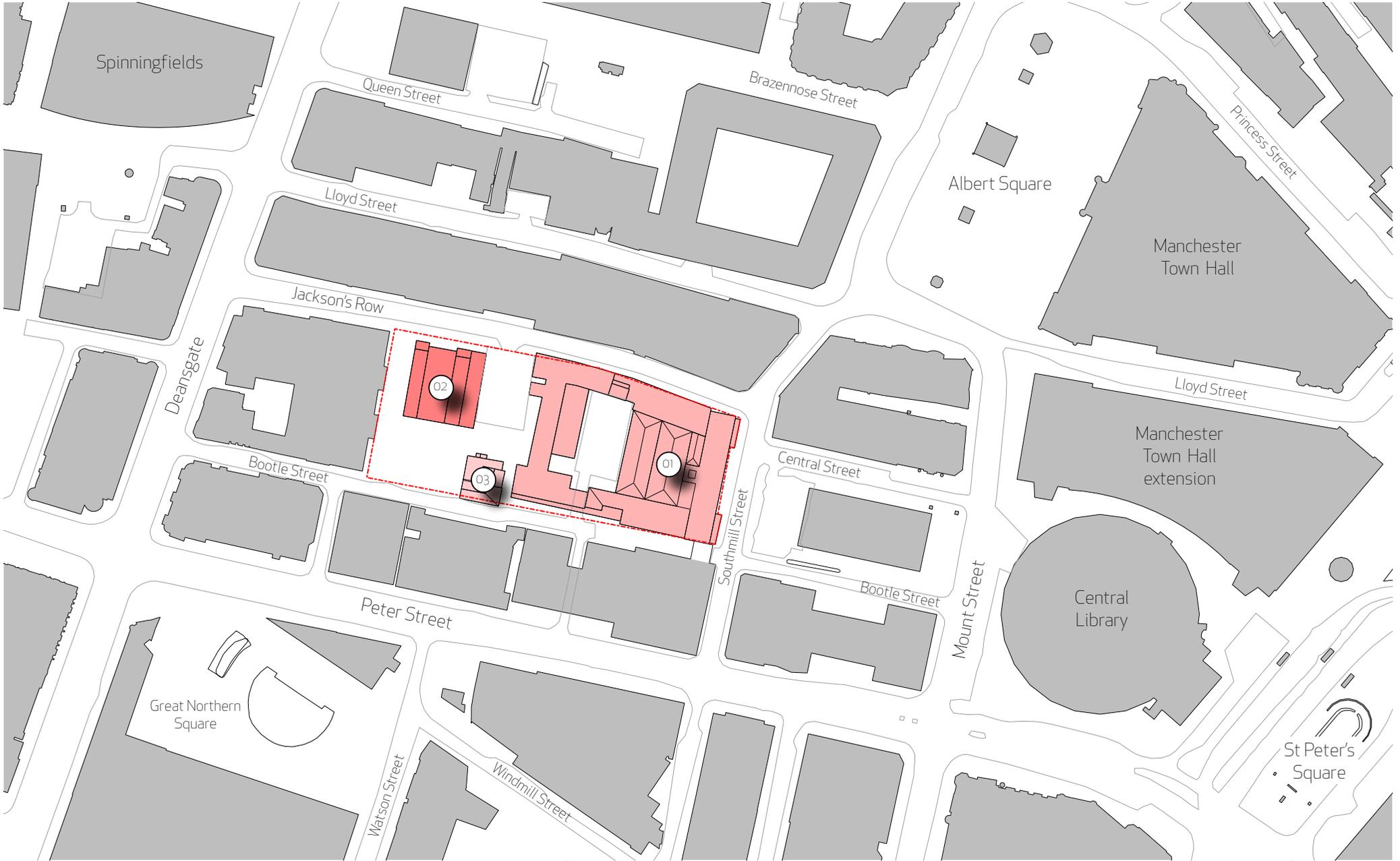
The site is well connected within the city centre, with close proximity to main A-roads, major train stations and the national motorway network. The site is well connected to the city centre's primary north-south routes, including Deansgate and Cross Street.

While the site is bounded by existing streets, the lack of activity and interest is almost uninviting. Yet the site is surrounded by key pedestrian routes which follow the existing

'urban grid', including Deansgate/ Spinningfields and Cross Street/Albert Square/St Peter's Square. The site therefore plays an important potential role in adding to and reinforcing such routes.

Key to existing site plan (opposite page)

- 01 Police headquarters and station building
- 02 Manchester Reform Synagogue
- 03 Sir Ralph Abercromby public house



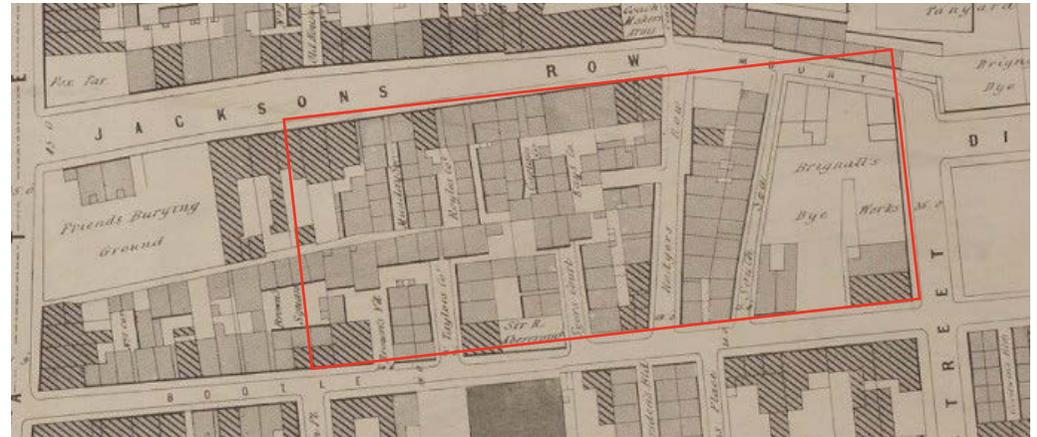
Site history

The site area was mostly built up by 1787 with tightly packed 18th-century slum dwellings. The north side of Bootle Street was also built up with slums, while the majority of the eastern end was undeveloped.

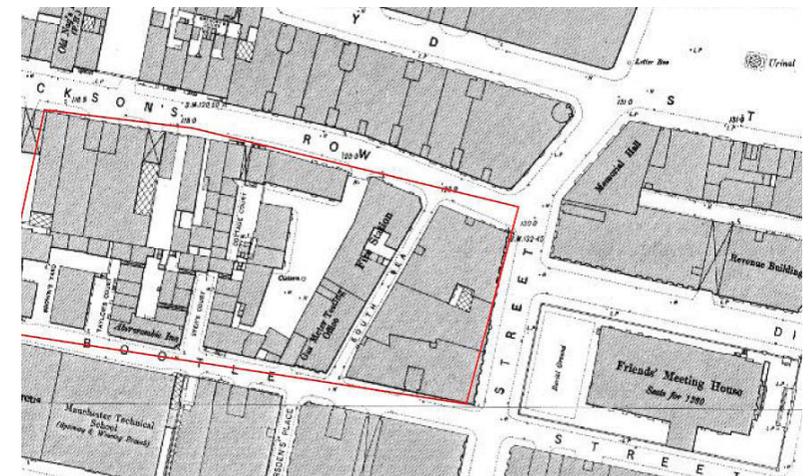
By the mid-19th century the open land within the immediate area had been fully occupied by terraced slums and back-to-back courts, with a Quaker church and churchyard occupying the western end of Jackson's Row as a burial ground. This southern end of Deansgate remained partially occupied by slums until the 1880s, when the majority of the buildings facing Deansgate, and some leading off into more minor roads such as Bootle Street and Jackson's Row, were replaced with non-domestic buildings such as office blocks, small-scale industrial sites and shops.

The site of the Jackson's Row Synagogue is situated where the former No 1 Court, Munday's Square, Royle's Square, Brown's Yard and Cottage Court were once positioned from the early 19th and early 20th century. No 1 Court backed onto a small back lane called Bootle Alley, which ran between Jackson's Row and Bootle Street. Bootle Alley was originally partially located at the rear of the Jackson's Row Synagogue site.

It is unknown when these back-to-back houses were demolished, but some of the courts were removed by the late 1880s and replaced with small-scale industrial sites, while other courts were removed during the nationwide slum clearances of the early 1930s. This would have coincided with the construction of the police headquarters between 1934 and 1937.



1850 - By the mid-19th century the site was heavily developed. The dense urban form of the area consisted of residential back-to-back housing and commercial premises. The large urban block to the east end was a dye works.



1891 - By the end of the 19th century the number of residential premises had been reduced as commercial pressures increased. There is now a fire station and gas meter testing office within the site, and the former dye works site has been redeveloped. The Abercromby pub has been extended into the former commercial building to the west.

Police headquarters and station building

The new City Police headquarters were officially opened at 2.30pm on 16 July 1937, by The Right Honourable, the Lord Mayor of Manchester, Alderman Joseph Toole, JP. The new police complex was designed by Manchester City Architect Noel Hill FRIBA, MTPI (1893-1985). The building, along with all fittings, furniture and decorative schemes, was designed by the City Architects Department.

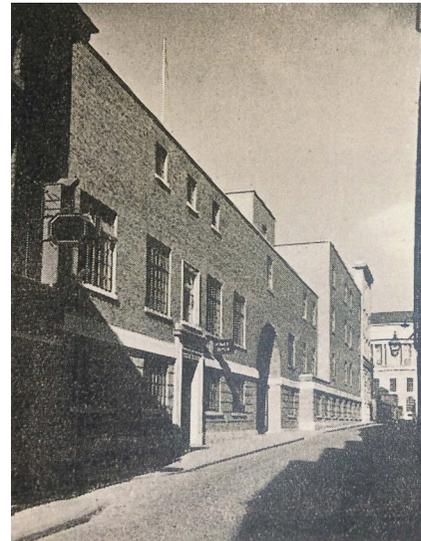
The building accommodated two primary uses: a home for the new headquarters of Manchester City Police and a home for Section 'A' Division. The main front of the building faced onto South Street (now known as Southmill Street). This front section of the building formed the headquarters; the rear part of the building formed 'A' Division, with a partially roofed-over central courtyard, partly used for police vehicles, connecting the two halves.

The entire building was constructed of fire-proof construction, with all external walls constructed from brick. The Southmill Street elevation, along with its Bootle Street and Jackson's Row returns, were faced with Portland stone ashlar. The courtyard elevations were constructed with what was described at the time as a 'golden brown shade' brick, with a brown glazed brick on the

lower parts of both covered, arched side entrances into the courtyard from Bootle Street and Jackson's Row.



2015 - Existing Southmill Street elevation



1937 - View east along Bootle Street



1937 - Inner courtyard with entrance from Jackson's Row in the location of the former street South Sea

Manchester Reform Synagogue

The need for the Jackson's Row Reform Synagogue arose from the German bombing of Manchester during the Second World War. The Park Place Synagogue was destroyed on 1 June 1940 during aerial bombing. A new site was chosen in Jackson's Row on a plot that was also destroyed during the same enemy action.

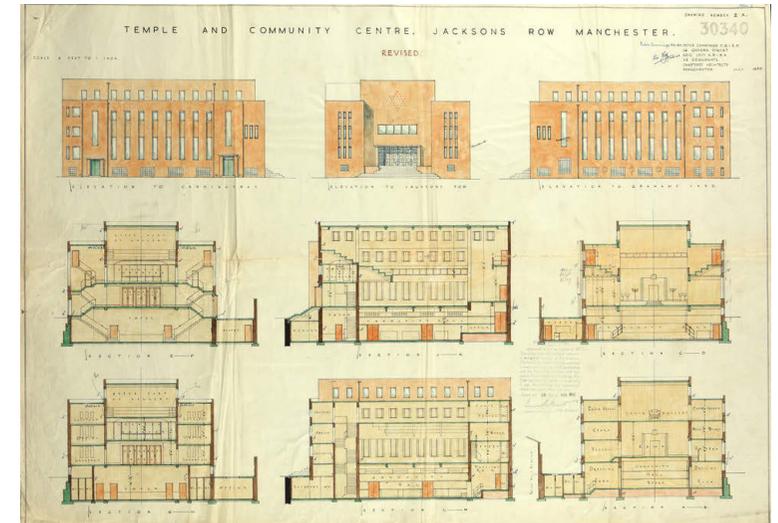
The congregation negotiated for compensation from the War Damage Commission, and when a bomb-damaged site in Jackson's Row became available, it was purchased in 1949 with an award, in part by the War Damage Commission. On 18 May 1952 the site was consecrated in the presence of the civic heads of Manchester and Salford, and the building was opened on 29 November 1953 in the presence of the Lord Mayor of Manchester and the Mayor of Salford.

Manchester-based architects Peter Cummings and Eric Levy FRIBA designed the new Jackson's Row Synagogue. The main entrance is located at the top of radiating steps on the northern elevation. The building is constructed from rough brown/red brick using English bond, and was originally designed and constructed to be symmetrical, though was later altered with the addition of an extension to the east and west. Above the large central transom lights, which display

Jewish symbolism in etched glass, is a large granite Torah to the centre.

The eastern elevation is somewhat obscured by a later two-storey extension, which attempts to match the original building in terms of a matching design and brick, albeit in Stretcher bond. It is two floors above a driveway to the back of the building and conceals the original east elevation, thus detracting from its original symmetry.

Internally, the main Synagogue Hall is approached via a simple entrance foyer and two staircases. The hall itself is lined with simple varnished panelling, with original stained-glass windows at ground, first and second floors: those to the ground floor are the most decorative, while those above reduce in detail. Original geometric brass lighting is located on both the walls and ceiling of the main hall. There is a large central Ark of grey/green marble with brass door, and two bespoke timber menorahs.



Original drawings for the post-war Reform Synagogue



2015 - View of the synagogue looking east along Jackson's Row

Sir Ralph Abercromby public house

The Sir Ralph Abercromby public house is thought to have been constructed during the early decades of the 19th century. The building historically stood in an area of slum dwellings and small-scale industry. It first appears marked on a street plan as a public house in 1848, and appears to have always been known by the same name.

Syers Court originally contained three terraced back-to-back dwellings, each one room deep. A narrow entry led from the street and into a rear paved yard that originally contained the fronts of eight back-to-back dwellings, all facing into the yard and the rear of the Sir Ralph Abercromby. At some point during the early 20th century, and pre 1952, No 1 was opened out into the adjoining Abercromby, providing extra floor space. The remaining back-to-back dwellings were demolished, leaving the central yard at the beer garden for the public house.

The west and north elevations have been substantially rebuilt, probably following bomb damage during the Second World War, which appears to have blown out the rear of the building. No original features remain on these two elevations; later ground-floor extensions accommodating a modern kitchen and toilets have substantially altered the floorplan and any remaining original elements.



1946 - Looking west along Bootle Street towards Deansgate



2015 - Looking west along Bootle Street towards Deansgate

Character Areas

Historical development of the city centre has led to the formation of several distinct character areas that surround the proposed development site. We have identified the key character areas as:

- 1) Jackson's Row
- 2) Bootle Street
- 3) Southmill Street
- 4) Albert Square
- 5) St. Peter's Square
- 6) Peter Street/ Great Northern
- 7) Deansgate
- 8) Spinningfields



Jackson's Row

Jackson's Row runs west to east from Deansgate (west end), rising gently up to Southmill Street (east end). The street is within the Deansgate/ Peter Street conservation area, and key heritage assets within the street include Grade II Elliott House and Grade II Lloyd's House.

Moving along the street west to east, the street is presented as an enclosed streetscape of multi-phased commercial buildings. The north side of the street presents a coherent group of early-to-late 19th-century commercial and industrial buildings, while the south side reflects the mid-to-late 20th-century redevelopment of the area following bomb damage from the Second World War.

201 Deansgate dominates the historic scale and roofline of the street, although the use of brick allows for a synergy between the two sides of the street. The synagogue building is set back from the road on the south side and surrounded by surface car parking, breaking the visual continuity of the street. This modernist style brick building is in contrast to the older building on the north side.

Moving further east towards Southmill Street, the coherence and enclosure returns with the brick elevations of the police station, reinforcing the street line.



View looking west down Jackson's Row



View looking east up Jackson's Row

Bootle Street

Bootle Street runs west to east from Deansgate (west end) to Mount Street (east end). The west end of the street lies within the Deansgate/ Peter Street conservation area; the east end is within the St Peter's Square conservation area. Key heritage assets within the street are the Grade II Onward Buildings, which mark the entrance into the street. Additional heritage assets such as the Grade II Albert Hall, Grade II Harvester House and Grade II Lancashire House have their rear or secondary elevations to the street, which alongside other elements contribute to the character of the street as a 'back street' or tertiary route within the city.

Moving along the street, from west to east, the western end of the street presents an enclosed vista which is interspersed with areas of greenery. On moving east, it becomes clear that the areas of greenery are around negative areas such as poor-quality surface car parks. The lack of active street frontages along the street is another negative element but is understood to allow the servicing of the surrounding streets and buildings. The exception to this is the presence of the Abercromby pub and former police station, the latter of which is set back from the general building line and allows for a more open feel to the enclosed street character.



View looking west down Bootle Street



View looking east up Bootle Street

Southmill Street

Southmill Street runs north to south from Albert Square (north) across Peter Street to Windmill Street (south). The street is within the Albert Square conservation area (north side) and the Deansgate/ Peter Street conservation area (south side).

Moving along the street, north to south, the Grade II* Memorial Hall and Grade II Lloyd's House present a 'gateway' into the street. These buildings represent the transition from a grand Victorian open civic space (Albert Square) to the dense urban form of the surrounding street. From this point in the street the white Portland Stone facade of the police headquarters building presents a contrast against the highly decorated Gothic brick buildings marking the entrance to the street.



View towards police station from Albert Square

Moving south, there is a slight bend in the road which straightens to reveal a clear vista all the way along to the southern end of the street. The police headquarters dominate the streetscape.

From the south end of the street, after crossing the principal thoroughfare of Peter Street, the status of the street, as a secondary route, is understood. The Victorian warehouses to the south end of the street are something of a bookend to the north end, and reflect a clearly legible evolution of commercial and civic development within the city centre.



View south from junction with Jackson's Row

Albert Square

The New Manchester Town hall was a Gothic masterpiece, a style befitting the mid-Victorian period in which it was conceived. Waterhouse's design perfectly fit the awkward triangular site. The building dominated the skyline when opened in September 1877. Albert Square was pedestrianized in 1987, when the eastern roadway of the 'island site' was closed to traffic and paved in granite setts.

The area to the east of Albert Square contains the largest density of buildings of high architectural and historical quality. The majority of these buildings are of a high-Gothic style and include Manchester Town Hall, Town Hall Extension, Lloyd's House and Lawrence Buildings, along with seven listed statues, including the Prince Albert memorial.

Albert Square is the focus of civic events and creates the focal point of the area, with Manchester Town Hall dominating this space. Building heights vary; the majority around Albert Square comprise 4 storeys plus attics.

Early building materials in the area were predominantly red-brick with stone detailing such as window sills and door surrounds. Buildings were generally two to three storeys with slate pitched roofs. The construction of Manchester Town Hall in a buff limestone saw a range of later Victorian buildings surround Albert Square in matching stone. Other Victorian and Edwardian buildings surrounding the Town Hall are constructed of red-brick with stone or terracotta dressings. Later buildings during the late 20th century returned to the use of dark brickwork with imitation stone dressings.



View of the Manchester Town Hall on Albert Square



More recent dark brick buildings to west edge of square

St Peter's Square

The St Peter's Square Conservation Area is today dominated by a series of large, early-20th Century civic and commercial buildings such as the Midland Hotel and Central Library, which occupy large footprints. This phase of construction dominates St Peter's Square, creating a varied and exciting mix of buildings of various heights and materials, which are further complemented by the Town Hall (Grade I) immediately to the north and within the Albert Square Conservation Area.

The use of Portland stone started with Central Library and Century House during the 1930's. Portland stone, which is bright and off-white in colour, was ideally matched for 'modern' construction during Art Deco movement of that decade. By the end of the 1930's the large Town Hall Extension had been

constructed using a slightly contrasting, muted-buff sandstone to create a middle-ground between the darker stone of the Town Hall and the much brighter stone of Central Library. The use of Portland stone carried on into the mid-20th Century with the construction of the 12-storey Peter House in 1958.

The eastern aspect of the Square includes a new 13-storey office building, which enhances the sense of enclosure of the eastern aspect of the square, adding to the dense urban grain and creating a landmark building to match the scale and confidence of its neighbouring predecessors. This is the first of a number of new buildings planned for the area that all feature contemporary Portland stone and glass facades.



View north to Central Library



New office development to the east of the square

Peter Street

The Peter Street area covers the original site of 'Petersfield'. Together with Quay Street and Deansgate it makes up a large portion of Manchester city centre's commercial district, which was capitalized during the late-Victorian and Edwardian periods with the construction of many large, tall, highly decorative office buildings.

Historically the building materials used were of red-brick with stone dressings to window sills and quoins/door surrounds. Later buildings used buff limestone ashlar in either classical or Gothic styles. Edwardian buildings used red-brick with terracotta dressings or entirely terracotta facades. Late-20th Century developments, primarily from the 1970's to the later-1980's, used a variety of new and modern materials which

were non-existent in the area at that time, such as reflective expanses of plate-glass, brown-brick, concrete and steel.

To the west of Peter Street, at the junction with Deansgate is Great Northern Square. It comprises of a large sunken, grassed amphitheatre with seating and water feature. The openness reveals the conversion of the historic red brick Great Northern Railway warehouse now used for leisure activities and car parking. There is a lack of interconnection between the square and the surrounding spaces, with no real focus or activity provided within the square.

The square is overlooked by the 25 storey (72m) Great Northern Tower. Completed in 2007 this glass and metal residential tower contains 257 apartments.



View west along Peter Street towards Deansgate



Great Northern Square looking east towards tower

Deansgate

Deansgate is one of Manchester's most historic streets and is celebrated as a Roman road used during the Roman occupation of Manchester. The street was formed to link two river crossings: the River Medlock to the south and the River Irwell to the north.

Deansgate is a good example of a multi-phase streetscape, with individually elaborate buildings sitting harmoniously side by side. The choice of building materials along Deansgate and its side streets is noticeably varied. Each building has differing roofscapes, architectural detailing and building materials illustrating the different former building uses and owners. Materials range from red-brick, red terracotta and red sandstone to glazed buff terracotta, Portland stone and lime stone. Developments

during the late 20th century tend to bear modern materials such as glass. Buildings vary in height, from fourteen-storey office developments to three-storey shops.

The character of the Deansgate area is historically one of commercial development. Today this character continues with redevelopment and expansion to adjoining areas such as Spinningfields. Deansgate represents the centre for shopping in Manchester, and this historical use has influenced the surrounding building types, which contain large Victorian and early 20th-century department stores along with smaller businesses.



View south along Deansgate towards Castfield



View north along Deansgate towards Spinningfields

Spinningfields

Spinningfields is a new commercial quarter, and has improved connectivity between Deansgate, the central business district and St Peter's Square. It supports some 4 million square feet of premium commercial floorspace, and is home to a prestigious range of tenants, including Bank of New York Mellon, Barclays, Pinsent Masons and RBS.

Spinningfields also provides a prime residential offer at Leftbank and an exceptionally high-quality public realm. Spinningfields has provided an extension of the city core with the newly developed retail element at The Avenue, which features a variety of high-end fashion retail and a range of restaurants and bars that complement the commercial and retail uses. The Magistrates and Crown Courts are also located in this

area, as is the People's History Museum.

The office buildings are predominantly constructed from floor-to-ceiling glass with naturally anodised aluminium spandrel panels. The performance coating on the glass has a green hue that is visibly consistent on the expanses of glass found on the office buildings. The residential buildings at Leftbank are largely constructed from red brick.

The scale of buildings vary. The tallest building is the dynamic structure of the Civil Justice Centre, at 17 storeys (80m).



View from Deansgate in to Spinningfields



Steel and glass facades typically found in Spinningfields

Strategic fit and policy areas Economic context

The development of Jackson's Row, as proposed within this draft framework, is considered to accord with statutory, national and local policy as well as a number of strategic objectives, subject to the final mix of development. A redevelopment scheme can directly and indirectly contribute to the city's economic growth strategy (and that of the region) via the provision of a number of catalysts for growth, including a new hotel, significant additional employment floor space through new offices and associated job creation, and high-quality housing, specifically targeted at the under-supplied executive market.

Our summary of the relevant policy guidance addresses the relevant economic considerations before recording National and Local Policy considerations.

The Greater Manchester Local Economic Assessment (LEA)

Produced by New Economy, this report identifies that following strong growth over the past decade, Greater Manchester today is one of the fastest-growing city regions in Europe, and in economic terms is the leading regional city in the UK.

Greater Manchester accounts for over 40% of the GVA for the North of England, and is central to the nation's growth strategy and to the government's objective to counter-balance the economic draw of London and the southeast. Greater Manchester also falls within the top 20% largest economies (by GVA) in the European Union.

Greater Manchester's economic growth has been driven by the large-scale rapid expansion of the service sector, particularly financial and professional services. This sector has contributed 45% of all GVA growth across Greater Manchester over the decade prior to the recession, rising even higher in the conurbation core, making the conurbation a centre for financial and professional services of national significance. Retail, digital, creative and media are also important growth sectors.

Manchester Independent Economic Review

The MIER concludes that:

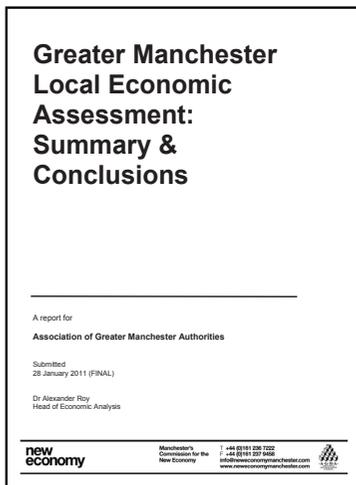
'Manchester's size and potential makes it pre-eminent amongst the Cities of the North and a natural complement to the south eastern power house of the UK economy. It has essential economic assets, scale, connectivity... Manchester does have a route to long term growth that would make a meaningful difference to the UK as a whole.'

The framework area should be a manifestation of the special qualities of the Manchester city region. It has the potential to create a new meeting place set within the backdrop of a world class public realm. The quality of architecture, public realm design and management will all be essential to realising its potential.

MIER concluded that the city region is currently punching below its weight in productivity terms. Improving productivity is a high priority. This requires investment and skills, education and training. It also requires the city region to retain and attract a highly skilled workforce, and to maintain if not accelerate the rate of migration of skilled

workers and businesses into the city region.

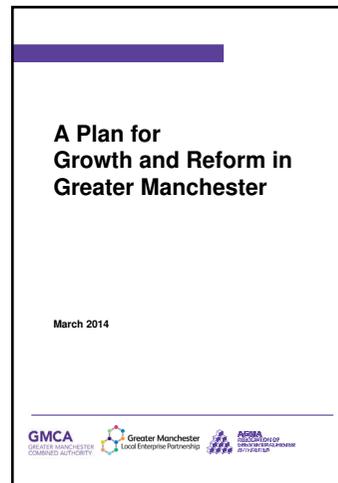
The combination of economic, civic and cultural assets in the framework area, combined with the potential to create new world-class office buildings, retailing and other commercial uses, means that it has a particularly important role to play in strengthening the offer of the city region, and attracting the next generation of businesses and organisations moving into the Manchester city region.



Greater Manchester Growth and Local Reform Plan (2014)

The unifying theme of the priorities set out in this plan is for Greater Manchester to become a net contributor to the UK economy by 2020. To achieve this, the present gap between public spending and tax generated (circa £4.7 billion per year) must be eliminated. The plan seeks to create the platform for fiscal self-reliance not simply by seeking access to available resources from the Local Growth Fund, but through the development of a new 'place-based' partnership with the government to drive public sector reform and further align local and central growth programmes.

This plan was a direct response to the previously mentioned 'Planning for Growth' statement, which states that local planning authorities should prioritise growth and jobs, and put in place, in suitable and viable locations, development plans that are pro-growth and promote the delivery of the commercial development, vital infrastructure and housing the country needs.



National policy

National Planning Policy Framework (NPPF)

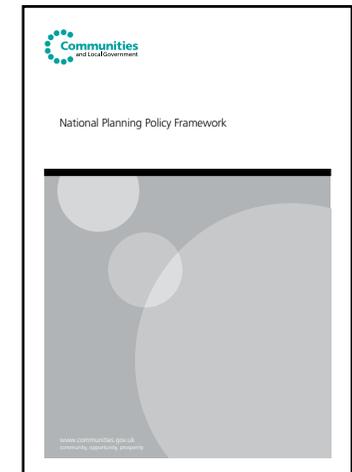
The NPPF replaced a whole series of previous planning policy guidance when it was published in March 2012. Its overarching aim is to achieve sustainable development from an economic, social and environmental perspective, with such matters to be achieved jointly and simultaneously, not in isolation. The NPPF sets out a clear 'presumption in favour of sustainable development' in both the making and the determination of planning applications.

Core principles of the NPPF include encouraging the effective use of land by reusing land that has been previously developed (brownfield land) and promoting mixed use developments. There is a clear and strong presumption in support of sustainable economic growth. The NPPF supports sustainable transport methods in new development and the delivery of a wide choice of high-quality homes. The NPPF also provides explicit support for improved healthcare facilities. The NPPF emphasises the need to ensure that schemes are viable and deliverable, stating:

'To ensure viability, the costs of any requirements likely to be applied to

development...when taking account of the normal cost of development and mitigation, provide competitive returns to a willing land owner and willing developer to enable the development to be deliverable.'

The NPPF recognises the key role of town and city centres, emphasising the importance of development plans allocating a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in such centres. The particular role residential development can play in ensuring the viability of such centres is also acknowledged.



Local policy

Stronger Together: Greater Manchester Strategy (GMS) 2013

Stronger Together is the sustainable community strategy for the Greater Manchester city region. Initially prepared as a response to the Manchester Independent Economic Review (MIER), it records a clear vision for the Greater Manchester city region which, by 2020, will have pioneered a new model for sustainable economic growth based around a more connected, talented and greener city region where all its residents are able to contribute to and benefit from sustained prosperity and a high quality of life.

As there will be changes in global demand, the GMS recognises that the correct economic conditions must be put in place to enable Greater Manchester to succeed.

The GMS recognises the importance of delivering an investment strategy based on market needs. There needs to be a clear understanding of the role and function of places and the offer those places can make to potential investors. This will also include an assessment of the infrastructure required to be competitive and a review of the land available to support housing and employment growth.

By supporting development of the Jackson's Row site, a significant contribution will be made towards delivering the GMS strategies and key growth priorities, including revitalising town centres, creating the space in places that will nurture success, stimulating and reshaping the housing market, building a global brand, and seizing the growth potential of a low-carbon economy and increased resource efficiency.

Manchester Unitary Development Plan (1995)

The Manchester Unitary Development Plan (UDP) was adopted in 1995, and some policies remain extant, notwithstanding the adoption of the Manchester Core Strategy and the NPPF. The site is allocated under Policy RC20, Area 24, which supports car parking on site.

The site falls within the UDP City Centre Small Area 24 (UDP Policy RC20), which relates to an area formed by Princess Street/Mosley Street/Peter Street/Deansgate/John Dalton Street.

The policy sets out a range of observations and objectives for the area which, at the time of adoption, recognised the scope for some redevelopment, particularly on main frontages which would seem to be important in townscape terms. Perhaps indicative of a perceived problem 'of the day', a particular emphasis was placed upon the provision of additional car parking, with opportunities flagged for such development in the Jackson's Row/Bootle Street area.

There was considered to be important scope for positive change associated with improved visual and pedestrian environments, particularly the existing civic squares, but

also the overall amount of space given over to the pedestrian routes through the area (with Brazennose Street referenced) and the provision of incidental open space, which '... will go a long way towards the general environmental upgrading of this area'.



Manchester Core Strategy (2012)

The Core Strategy was adopted in July 2012 and identifies a vision for the city to 2026.

The strategy provides a spatial strategy for growth, supporting the key priorities identified in the GMS 2013-2020, which highlighted that Manchester will be the driver of the city region's economy due to the location of key assets in Manchester city centre. Its key strategic objectives are:

- To support further improvement of the city's economic performance, spread the benefits of this growth across the city to reduce economic, environmental and social disparities, and help create inclusive sustainable communities.
- To provide a wide range of quality housing and an attractive environment where locally distinctive character is conserved and enhanced.
- To create a successful, sustainable and accessible city and city region in the front rank of cities in Europe and the world.
- To create an international destination for tourism and culture.

Key policies that will be considered in the context of a development proposal for the

Jackson's Row site include:

Policy C1 – Employment and economic growth in Manchester

Future economic growth is directed towards the regional centre and Manchester Airport, with the city centre being a primary focus for B1 office development.

Policy EC3 – Regional centre

Development for employment-generating uses, including offices and other commercial development, will be encouraged. Housing will also be an appropriate use within the regional centre, although this should complement the development of mixed use employment areas. Subject to site and location details, the regional centre will generally be a location where high-density residential development is appropriate.

Policy CC1 – Manchester city centre

The city centre is a strategic economic location and focus of employment growth in the city and city region. The city centre is expected to accommodate 33 hectares, and the city centre fringe 25 hectares of office or similar employment development. A variety of high-quality accommodation type, sizes and foot plates will be encouraged, as will high-density buildings and commercially led mixed use schemes.

Policy CC3 – City centre housing

The Core Strategy states that the city centre will see the most intensive development of housing (apartments) in the city. It is expected that a minimum of 16,500 new units will be provided between 2010 and 2027.

Policy CC5 - Transport

Development that will improve pedestrian safety, improve air quality and increase the scope for accessible public realm improvements will be supported.

Policy CC6 – City centre high-density development

City centre development will generally be high density so that land can be used to maximise its efficiency. Appropriate scale massing in height will significantly exceed what is appropriate elsewhere in the city.

Policy CC7 - Mixed use development

The city centre presents the most viable opportunities for mixed-use development, and in general these will be promoted as a means of using land as efficiently as possible. Active ground floor uses will be encouraged as part of a development which would create a new public space or function.

Policy CC9 – Design and heritage

The design of new buildings will need to be of higher standards in terms of appearance and function. Development in the city centre should preserve or enhance the heritage assets that have been identified, including listed buildings and conservation areas.

Policy H1 – Overall housing provision

High-density developments (over 75 units per hectare) are appropriate in both the city centre and parts of the regional centre where they are located in a highly accessible position. Within the city centre there will be a presumption towards high-density housing developments within mixed use schemes, which contribute towards regeneration initiatives or niche housing markets by providing sustainable, well-designed accommodation that meets the needs of workers moving to Manchester.

Policy EN2 – Tall buildings

The policy defines tall buildings as those which are substantially taller than their neighbourhoods or significantly change the skyline. Proposals for tall buildings will be supported where it can be demonstrated that they:

- Are of excellent design quality, complement the city's key existing building assets, and make a positive contribution to its skyline and approach views;
- Are appropriately located;
- Contribute positively to sustainability.
- Contribute positively to place-making – for example, as a landmark, by terminating a view or by signposting a facility of significance; and
- Will bring significant regeneration benefits.

Policy EN3 – Heritage

The council will encourage development that is complementary to and takes advantage of distinct historic and heritage features. New development must be designed to support the preservation, or where possible the enhancement, of the character setting and accessibility of areas and buildings of acknowledged importance.

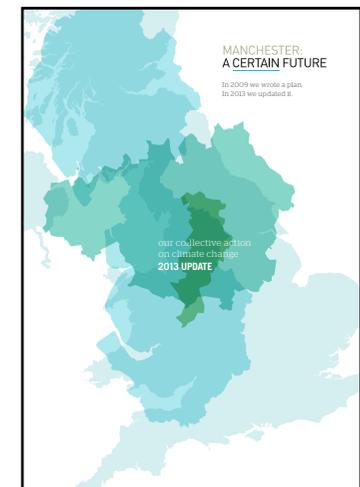
Manchester climate change action plan

The first update to the climate change action plan 'Manchester: A Certain Future' was published in 2013, with the two overarching objectives:

- To reduce the city of Manchester's emissions of CO₂ by 'at least a million tonnes' by 2020.
- To engage all citizens, neighbourhoods and organisations in Manchester in a process of cultural change that embeds 'low-carbon thinking' into the lifestyles and operations of the city.

While this plan focuses on the urgent task of reducing the city's impact on the climate and establishing 'low-carbon living' it is also a plan to capitalise on the opportunities that this will provide, incorporating actions necessary to adapt to a changed climate.

While still at an early stage of development, the key principles of low-carbon transition are firmly embedded in the project's aspirations for future growth and prosperity. The forthcoming project will aim to reduce carbon reductions and build upon recent city centre developments with regard to a holistic environmental approach to building design.



Regeneration context

Jackson's Row occupies a strategic location in relation to a number of key regeneration initiatives. The nature of the area effectively acts as a barrier and an inhibitor to movement between these initiatives for reasons set out earlier in the document. Therefore, the development of the site presents the opportunity to enhance connectivity between existing city districts and the surrounding regeneration zones.

The Civic Quarter- Manchester Central Regeneration Framework states that the major challenges existing in this city centre area include poor-quality public realm and a legacy of vacant, obsolescent or under-used buildings, many of which date from the 1960s and 70s.

The potential of the Civic Quarter will be unlocked by four major 'place-making' capital projects that are already completed or committed to, including:

- The refurbishment of the Town Hall complex and Central Library, which has revitalised the civic core of the city, acting as a benchmark for future public investment and a catalyst for further regeneration;
- The ongoing transformation of St Peter's Square and its public realm to complement the Town Hall

refurbishment and create the conditions to attract additional investment to the area;

- The development and expansion of Manchester Central Conference Centre into a world-class convention destination served by world-class hotels and top-class service facilities;
- The creation of an international standard transport interchange at Manchester Central/Deansgate, which will improve connectivity, perception and the sense of arrival.

It is envisaged that significant public sector and infrastructure improvements will provide the catalyst for new private and third-party investment. Key private sector-led projects include:

- One St Peter's Square – a new 25,000m² office building that is a key component of the revitalisation of St Peter's Square and removed a significant eyesore
- Two St Peter's Square – a 15,000m² office development that will add to the regeneration of the eastern frontage of St Peter's Square
- Landmark – replacing the former Odeon cinema with a new office building to provide over 16,500m² of new space
- Dickenson House – adjacent to One St Peter's Square and Landmark, providing

a 5-storey office extension to the existing building

- Theatre Royal – redevelopment and refurbishment of a landmark building to provide additional hotel facilities for the Radisson hotel
- London Scottish House – a new high-quality office building to visually improve the environment around the Manchester Central Piazza
- Peterloo House – a new high-quality office development to replace the existing outdated 1960s office building;
- 10-12 Whitworth Street West – a 38-storey residential tower adjacent to First Street North
- Axis – a 28-storey residential development situated on a prominent site that frames the southern gateway and lies adjacent to Manchester Central, the Deansgate Castlefield Interchange and First Street.

Spinningfields is Manchester's European business district. It is a new high-quality quarter to house the city's financial and professional services sector, developed through a partnership between Manchester City Council and Allied London. The site (12 hectares/30 acres) has been comprehensively redeveloped, incorporating 3 hectares (7.4 acres) of world-class public

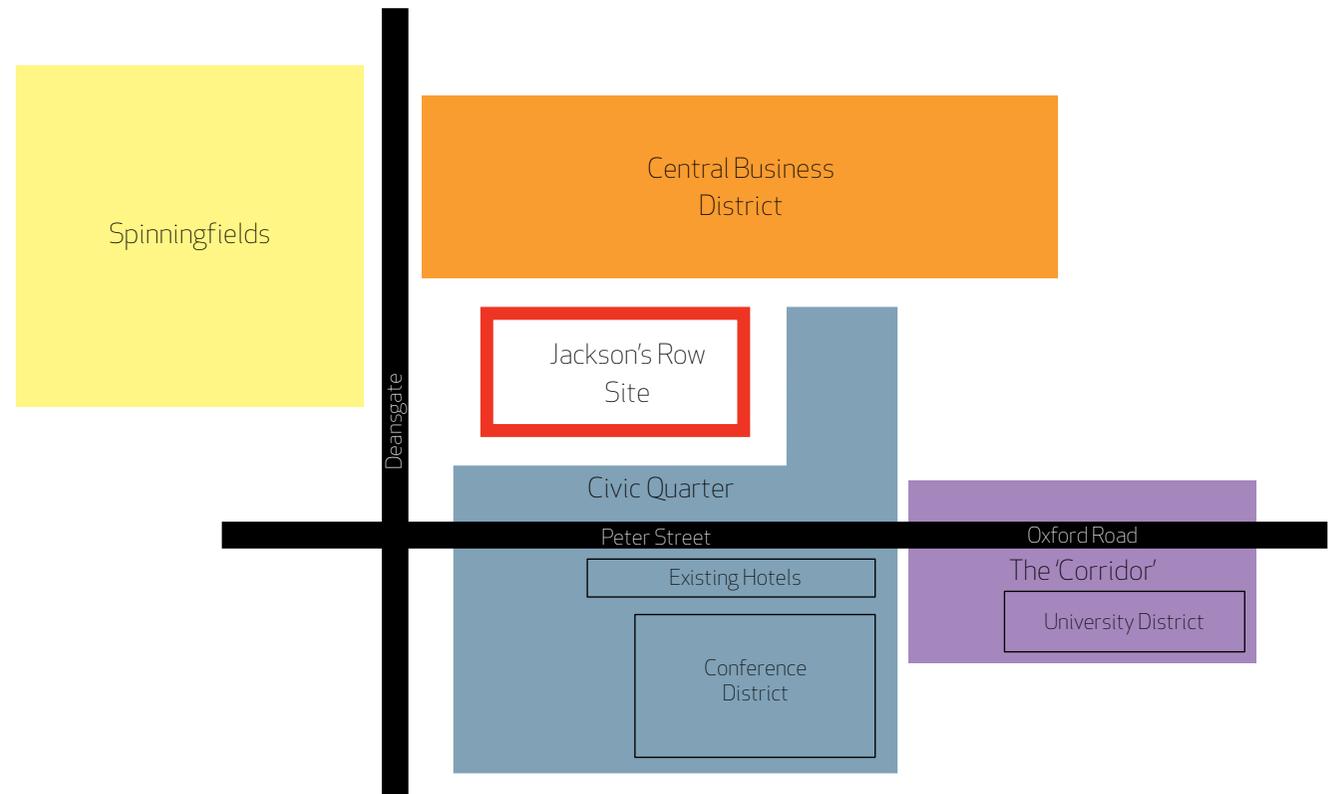
realm to complement the signature buildings developed by leading international architects. Spinningfields is commercially led with office accommodation supported by mixed uses, providing civic, residential, hotel, leisure and retail space to create a lively and dynamic destination.

The Central Business District (CBD) forms the commercial core and is situated in close proximity to a number of major regeneration initiatives. It is the focus for the largest regional concentration of financial and professional services in the UK, and along with areas such as Spinningfields and First Street is crucial to providing a diversified commercial product in the city centre.

Over the past ten years, the CBD has undergone significant planned investment on a number of key sites, revitalising the commercial core. Linkages within and between the CBD and other city centre areas is a priority for the city council, in improving connectivity and promoting the expansion of the city's commercial core. Regeneration and strategic investment in the Civic Quarter will provide the platform for an expansion of the CBD towards the southern gateway.

The Corridor Manchester Strategic Development Framework covers the Oxford Road Corridor area and is recognised as a key element in the delivery of the Manchester: Knowledge Capital vision. 'Corridor Manchester' contains a unique vibrancy made up by a significant concentration of prestigious academic, research and teaching institutions, including:

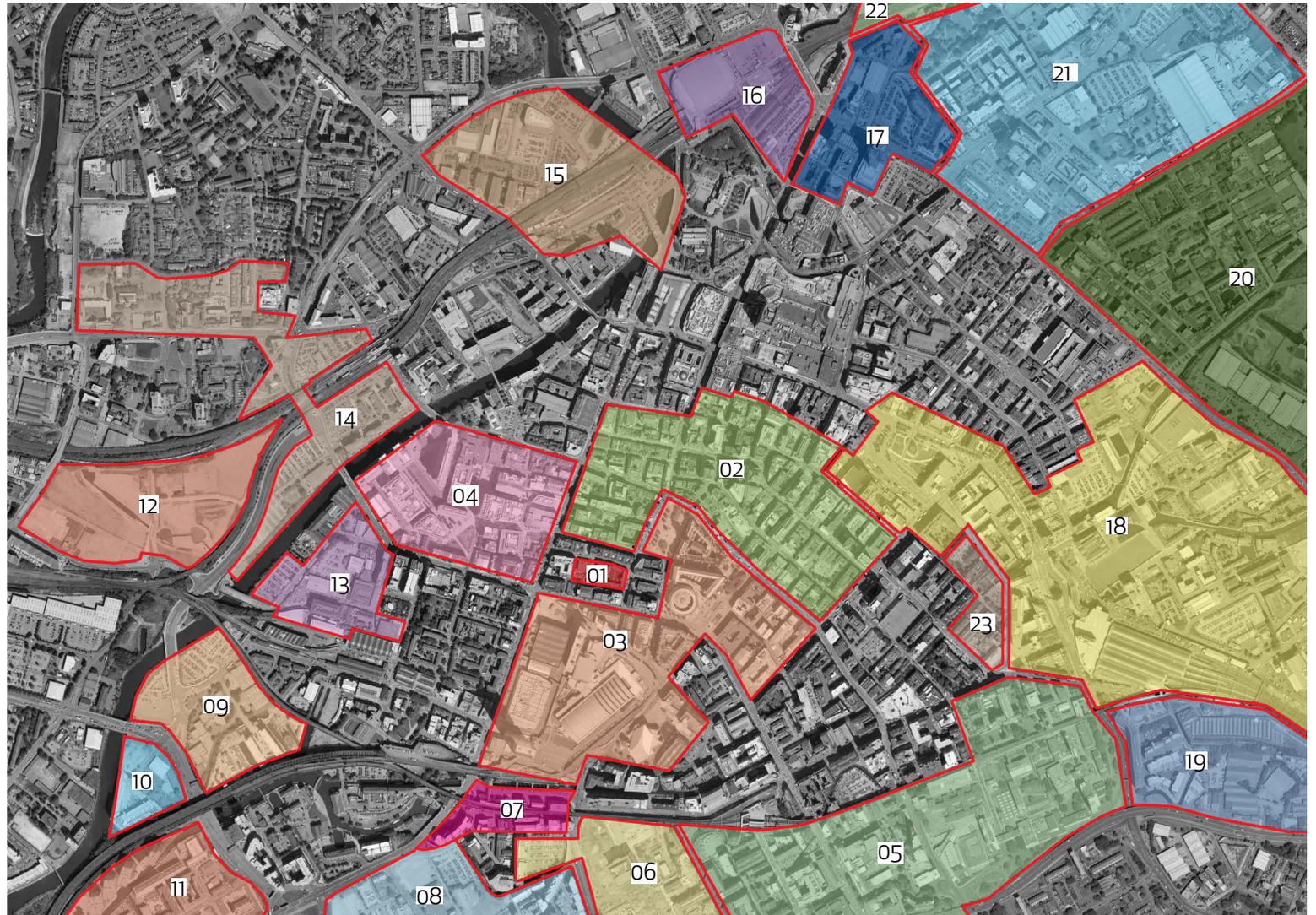
- The University of Manchester, Manchester Metropolitan University and the Royal Northern College of Music
- The Central Manchester and Manchester Children's Hospitals NHS Trust
- Manchester Science Park and the delivery of the Manchester Science City Programme
- Whitworth Art Gallery and Manchester Museum
- Central Library, which houses the Contact Theatre, the Manchester Academy and the Dancehouse Theatre.



The Jackson's Row site occupies a strategic location and provides an opportunity to improve connectivity between the existing Central Business District and a number of surrounding regeneration sites.

Regional centre regeneration sites

1. Jackson's Row
2. Central Business District
3. Civic Quarter/ Manchester Central
4. Spinningfields
5. Corridor Manchester
6. First Street
7. Whitworth Street West
8. Great Jackson Street
9. Water Street
10. Vie
11. St. George's
12. Middlewood Locks
13. St. John's
14. Salford Central
15. Greengate
16. Victoria Station
17. NOMA
18. Piccadilly HS2
19. Mayfield
20. Ancoats/ New Islington
21. New Cross
22. Lower Irk Valley
23. Aytoun Street (Kampus)

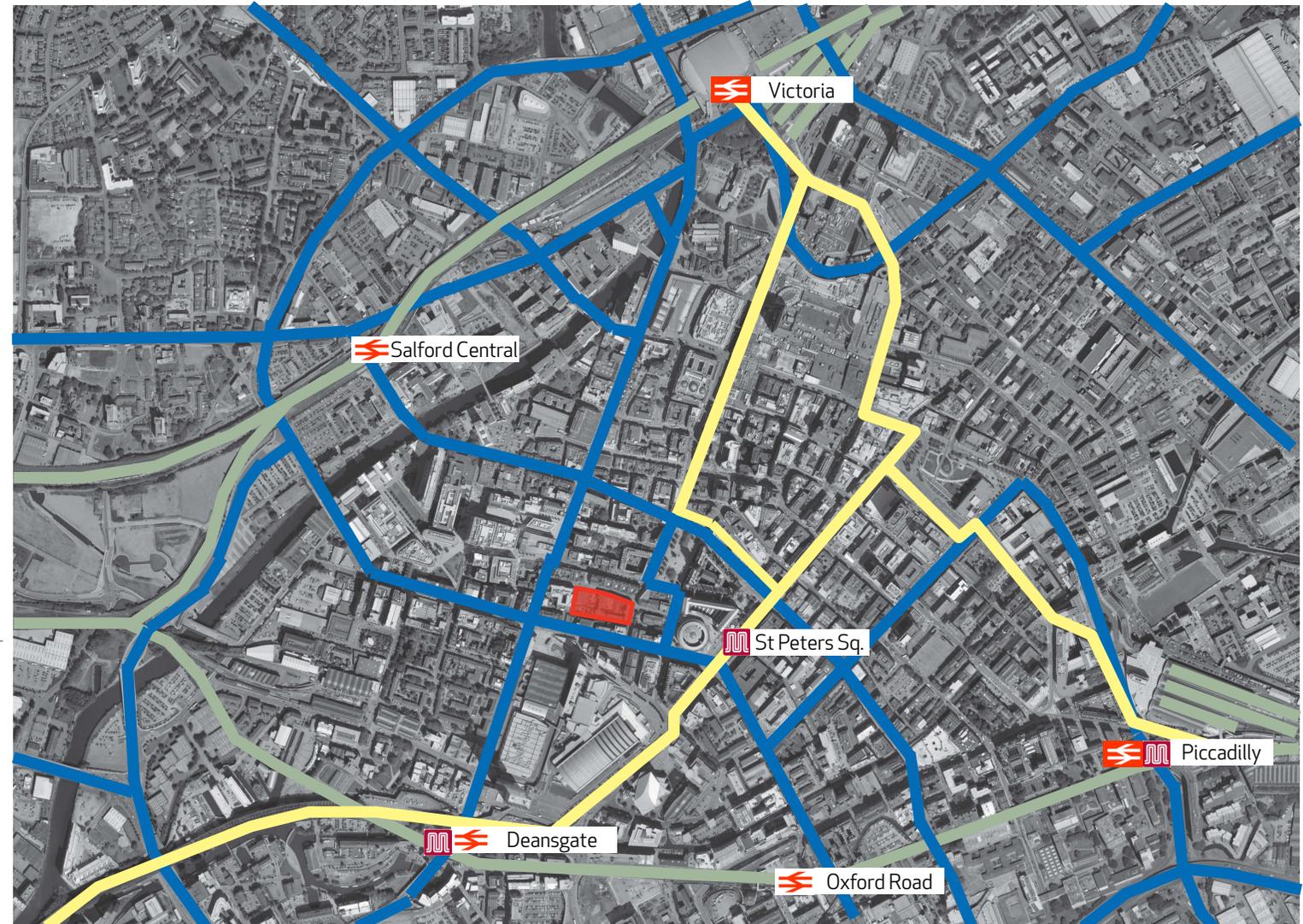


Public transport and connectivity

Investment in transport and connectivity, driven by the enhanced Manchester Central-Deansgate Interchange and Metrolink Second City Crossing, ensure that this city centre area, including Jackson's Row, has the capacity to support growth in its civic, conferencing, leisure and cultural attractions.

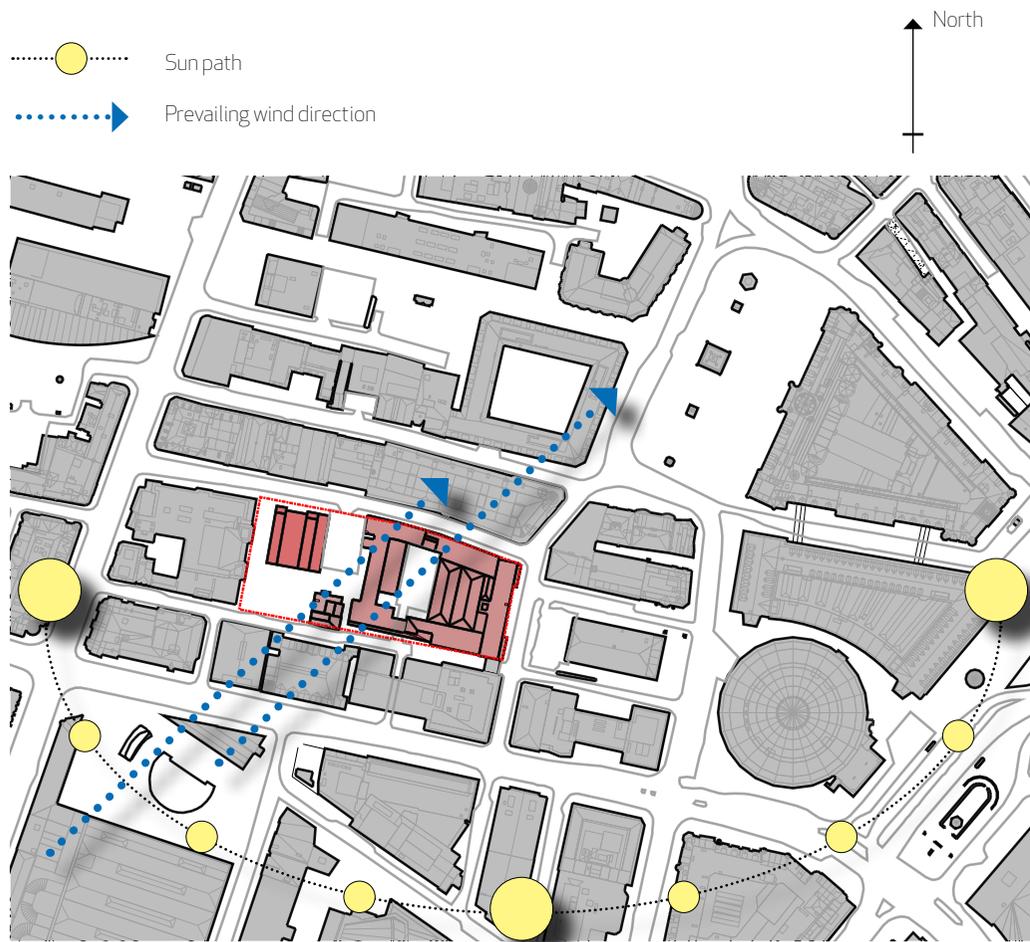
In addition to the new interchange, the area is supported by existing connections, including:

- An improved Metrolink station in St Peter's Square and at Deansgate Castlefield
- Access via Deansgate railway and metro stations to cross-country and local routes
- Oxford Road and Salford Central railway stations, with both local and regional services, and improvements proposed as part of the Northern Hub scheme
- The second Cross-City Metrolink route, which will further strengthen the connectivity of the Jackson's Row site
- The Oxford Road Rapid Bus Transport system, a key priority of Corridor Manchester
- Access to the strategic highway network and enhanced linkages to Manchester Airport
- Excellent city centre car parking, notably in Manchester Central and the Great Northern
- Recently approved Ordsall Chord as a key part of the Northern Hub and improving east-west links.

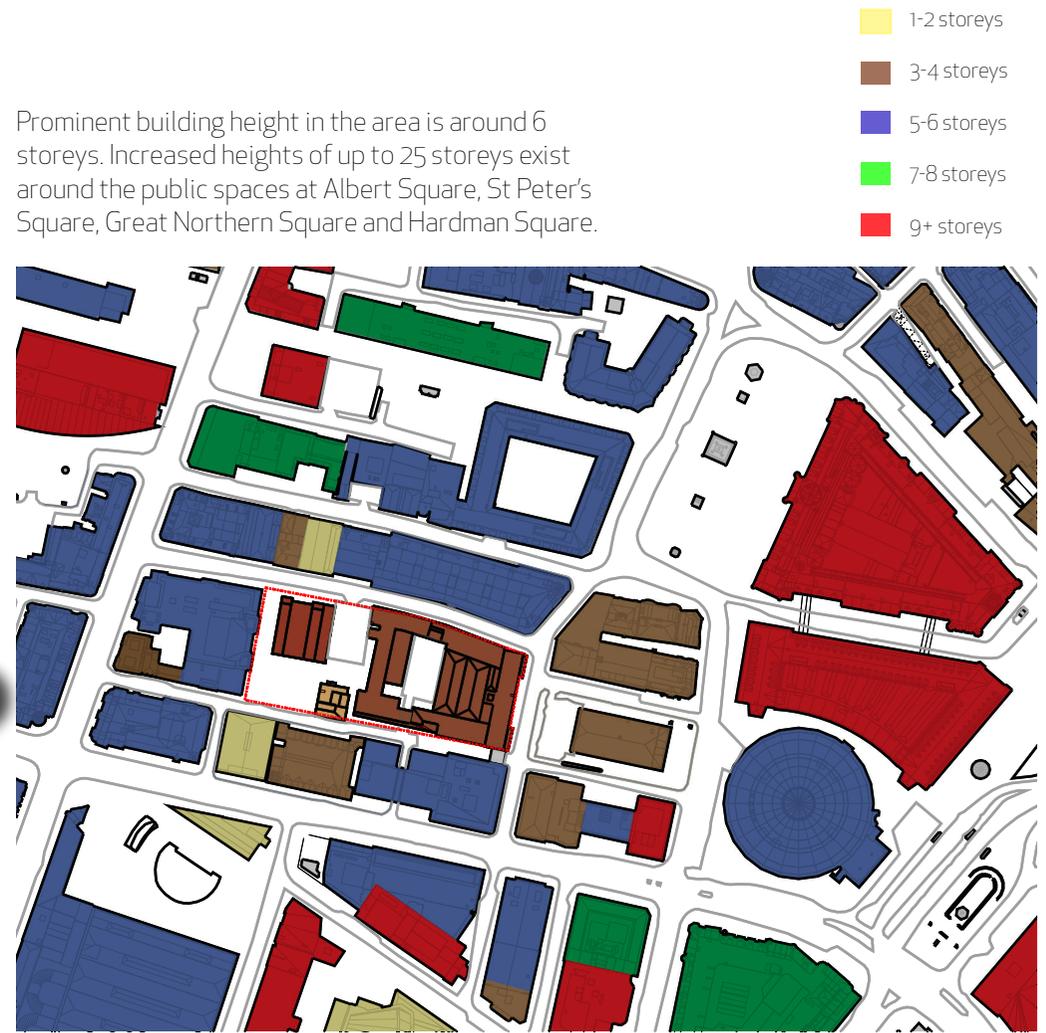


Site analysis

Microclimate



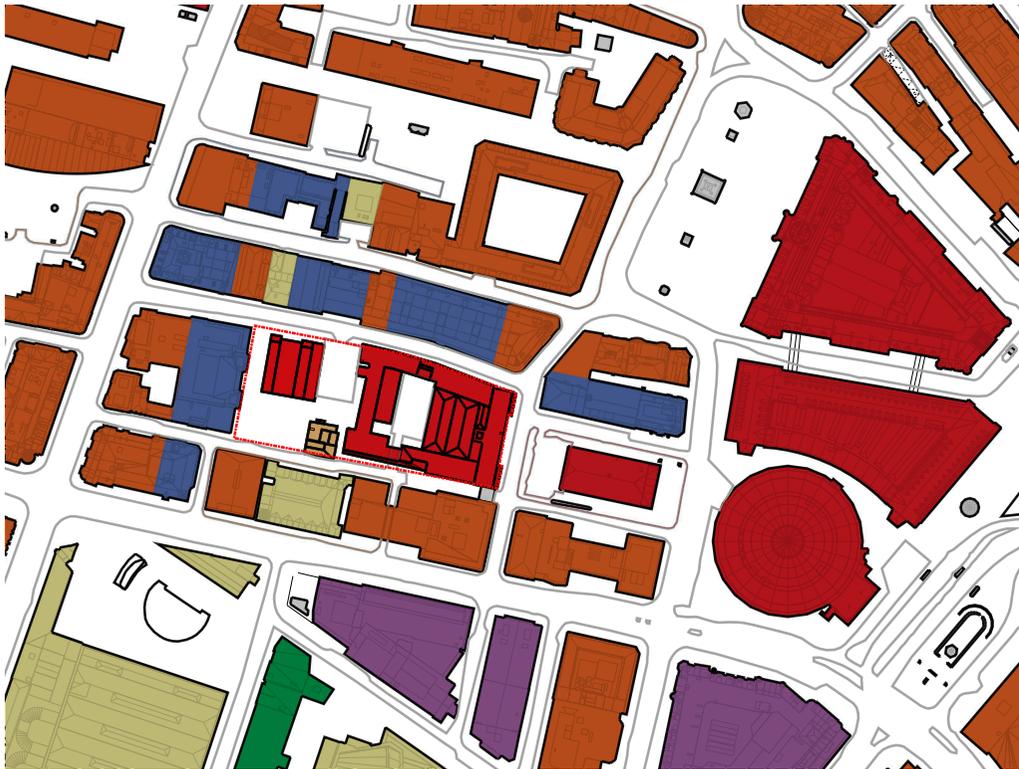
Existing scale



Existing uses

The primary use within the site area is office, with the majority of buildings having retail/commercial uses on the ground floor. Hotels are located on Peter Street and residential within the Great Northern Tower.

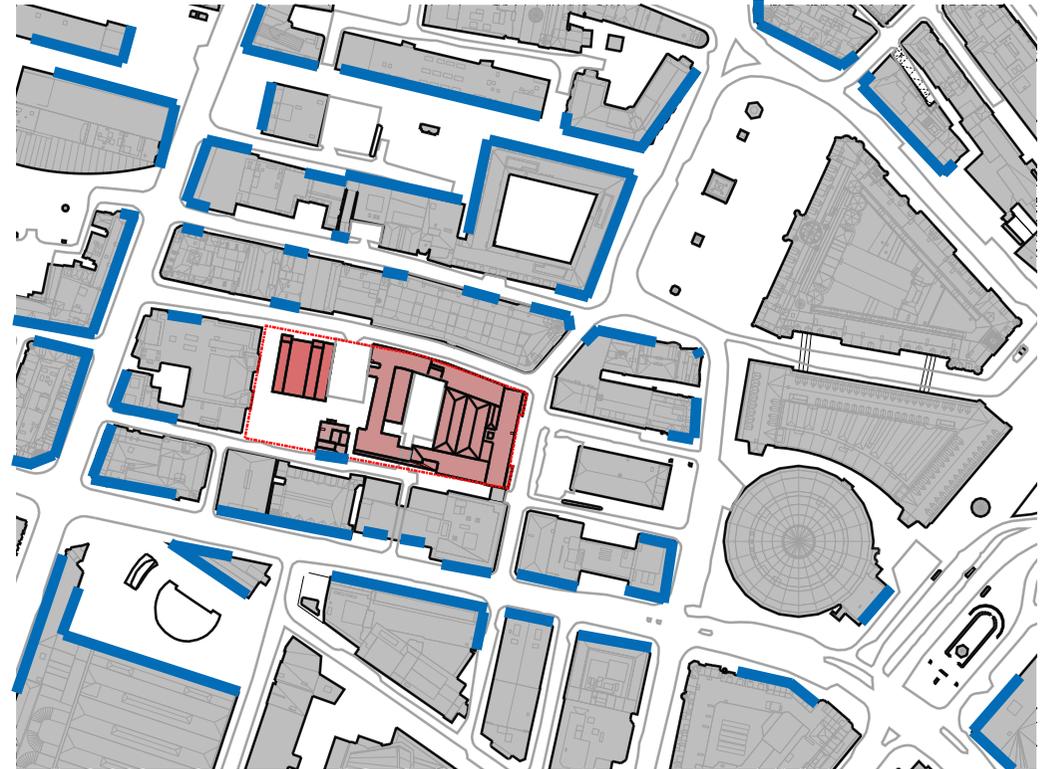
- Retail/leisure
- Retail with office above
- Office
- Residential
- Civic
- Hotel



Existing active frontages

There are minimal active frontages within the streets that define the site edges. This further highlights these routes as backstreets with poor connectivity and low levels of footfall.

- Active ground floor frontages



The opportunity

While the site is in a city centre location, Jackson's Row, Southmill Street and Bootle Street see very little footfall and are subsequently under-used, with little active frontage to attract people.

While other city centre streets could be described in the same manner, the site and its immediate surroundings represent a concentration of inactivity, reinforced by the former police station use, which wasn't a 'destination' for the public. The perception has been that there was very little of interest in the area and few reasons to visit it.

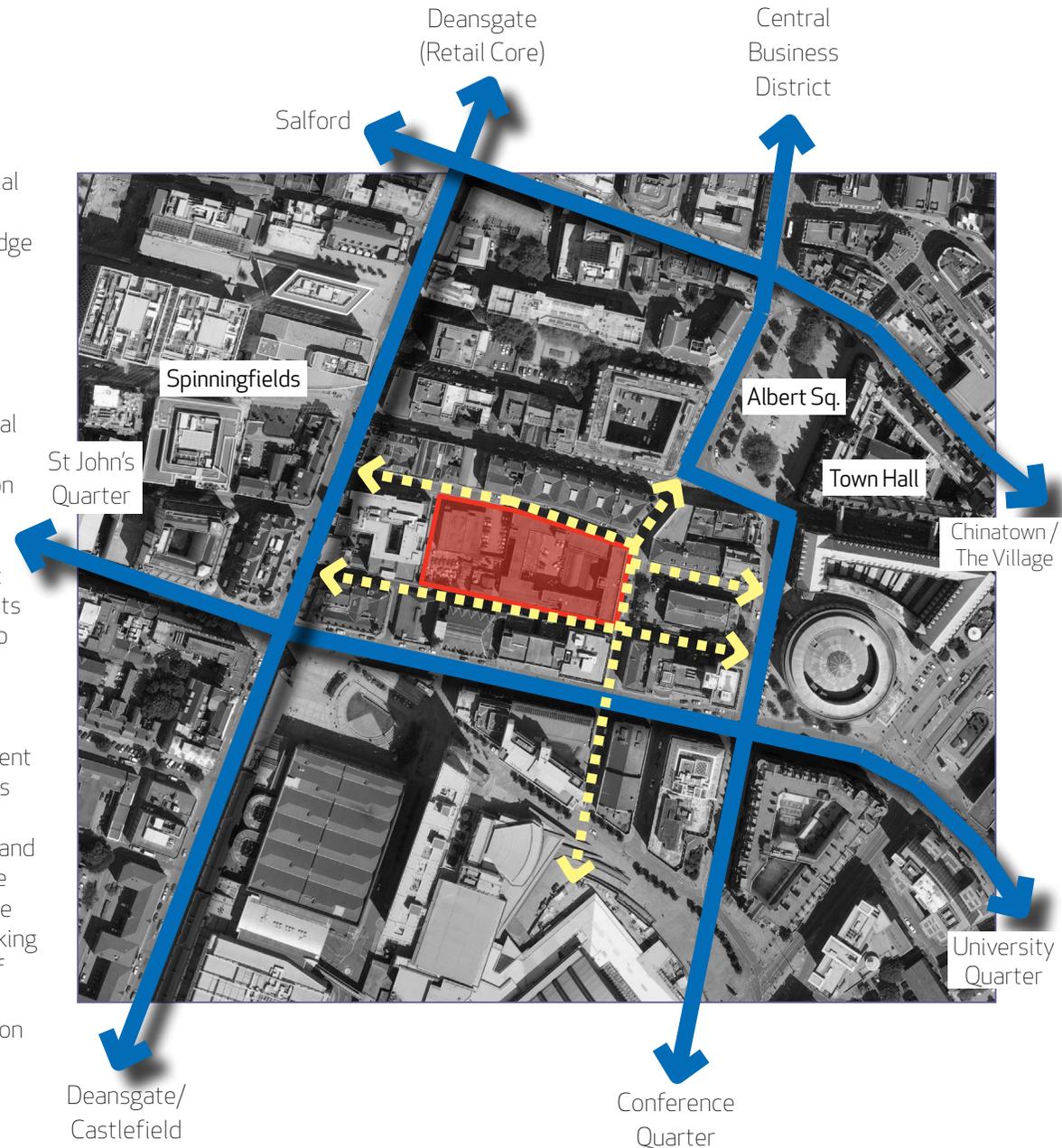
The current characteristics of the site contrast with the significance it has as a development opportunity, surrounded by a number of major city centre regeneration projects, and other planned investments. The opportunity to regenerate and reactivate the existing street frontages will reconnect this area, with the surrounding primary city centre routes and places to create a new destination for Manchester.

In addition to improved physical linkages, the site's unique location, connecting the strategic investment priorities which surround it, would enable a high end mixed use development, to further reinforce and complement the surrounding land uses. In

particular, 'heart' of city centre residential accommodation, additional premium offices and a high quality hotel on the edge of the Conference and Civic Quarters, alongside new public realm, where none existed previously.

This site provides an opportunity for a development in accord with both national and local policies, and the city council's economic development and regeneration objectives, which are:

- To support significant further improvement of the city's economic performance and spread the benefits of this growth across the city, and to help create inclusive sustainable communities.
- To provide a wide range of quality housing and an attractive environment where locally distinctive character is conserved and enhanced.
- To create a successful, sustainable and accessible city and city region in the front rank of cities in Europe and the world that embeds low-carbon thinking into the lifestyles and operations of the city.
- To create an international destination for tourism and culture.



Our aim: a connected and distinctive destination for all

Objectives

1) A new destination for Manchester

There is an opportunity for this windfall site to become a new landmark development in the heart of the city centre. A mix of uses including commercial, residential, retail, amenity and leisure combine to create a distinctive sense of place, ensuring life and vitality on weekdays, weekends and evenings.

2) Growth

We have highlighted a number of background policy documents which record the key role that Greater Manchester has played in driving the economic growth of the region and the need for such growth to be sustained. The same documents recognise the role played by the city centre in driving economic growth and the importance of combining the economic, civic and cultural assets of the city with truly world-class office, residential and other commercial developments in strengthening the offer of the city region. There is a clear opportunity for this development to make a significant contribution towards achieving such objectives while also having a profound impact upon buildings which require significant investment of their own if they are to make their fullest contribution to the growth of the city.

3) World-class architecture

This development of high-quality contemporary buildings will achieve the highest architectural standards. This quality will be ingrained from macro to micro, ensuring this visionary scheme is realised with well-detailed and constructed spaces, places and buildings of the highest quality.

4) Heritage

This development will be sensitive to its relationship with the heritage assets of the surrounding area, and will preserve and enhance those assets, including the character of the conservation area.

5) Integration

There will be physical and functional integration and coordination of the mixed use development with the adjacent city centre areas. The design will consider the wider context beyond the development ownership boundary to ensure it stitches and connects to the surrounding areas.



6) Connectivity

It will integrate the transport needs of the area, including pedestrian movements, with the wider city centre transport strategy, and identify opportunities for enhancing linkages between surrounding areas, including the Civic Quarter, Spinningfields and the existing Central Business District.



7) Vitality

There will be a wide range of development uses, including active frontages at ground floor. A mix of retail, including food and beverage offerings, will activate the existing streets on weekdays and weekends, in daytime and evening.



8) Sense of place

The site will provide high-quality publicly accessible open space in the city centre that is active and safe for all to use. The space will be activated by a range of uses and activities, and will be physically connected to adjacent strategic developments.



9) Sustainability

There will be a commitment to designing, constructing and operating buildings which minimise environmental impact and optimise energy efficiency. Social and economic issues as well as environmental are to be considered together to form a holistic approach in the delivery of a people focused masterplan.



10) Accessibility

The result will be the creation of spaces, places and buildings that are inclusive and accessible for all to enjoy.



A mixed use opportunity

A mix of land uses are proposed to ensure that activities within the development are maximised throughout the day, seven days a week.

By seeking to maximise the activities 'time-line' we would look to ensure that the development is not only socially but also economically sustainable. People visiting, working, using and living on site ultimately bring success to a scheme and allow it to make the wider contribution to the city centre identified earlier.

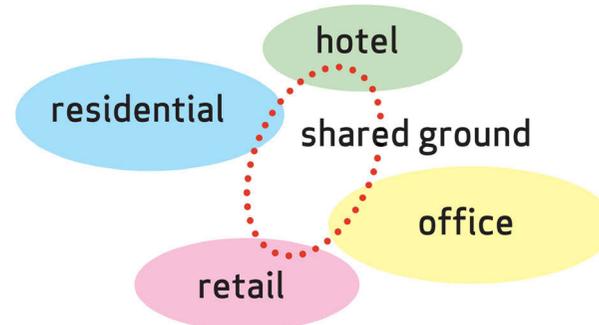
The design proposals will incorporate sensible flexibility for the final mix of land uses to change around the 'constants' of a functional and permeable scheme, high-quality amenities and open space. Over time, the market desires may change, and therefore the use mix between high-quality offices and residential, alongside a five-star hotel, may need to adjust to market trends.

The proposals for a high-density mixed use development will respond to NPPF Core Strategy Policies CC1, CC6 and CC7, which aim to maintain the city centre's strong characteristics of a wide variety and mixture of uses that complement one another while meeting the demands of city centre land uses.

Ensure overlapping of activities in time and space!



Morning, afternoon, evening, night

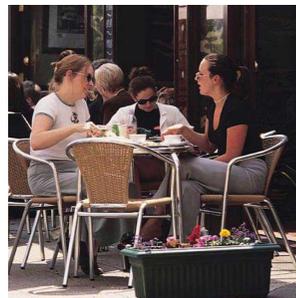


24 hours a day
7 days a week

Weekday
weekend



Winter, spring, summer, autumn



Work, shop, live, play, holiday

Hot, cold, rainy, sunny



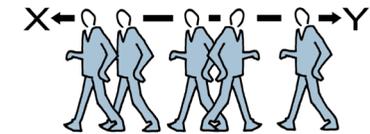
Work activities



Residential activities



Transitional activities



Recreational activities



Social activities



What are the use opportunities?

The desire is to establish a truly mixed use development featuring a wide range of uses so that the development ultimately functions as a vibrant and balanced part of the city centre.

Preliminary market needs assessments have been undertaken in tandem with financial development appraisals. From these analyses, the following potential uses have been identified:

Hotel:

A premium five-star hotel with up to 200 rooms could meet the increasing number of those visiting the city for both work and leisure purposes. The inclusion of small-scale but high-quality conference and business facilities would draw further visitors to the hotel for events, increasing activity within the development. Conference facilities would be a positive addition for attracting the best operators.

The close proximity to the conference district and the existing higher-end hotels located on Peter Street support the need for not just additional hotel beds in this area but the requirement for a five-star offering that is currently missing from the city.

Residential:

Jackson's Row presents an opportunity to provide high-end living accommodation in a city centre location. The practicalities of this city centre site mean that the homes are likely to be apartments. However, it is envisaged that these will be of a range of sizes to meet the diverse range of people wishing to live in the city centre, including families. The properties could range from small entry-level apartments for young professionals to larger family properties for the leaders of industry.

Office:

With its central location in close proximity to the Central Business District and Spinningfields, there will be a desire for commercial office space in this location. It is proposed that small, flexible business spaces, circa 8,000ft² floorplates, could suit this location and also draw interest from the nearby universities.

Retail:

Active frontages at the ground floor will include cafes, bars and restaurants serving those who live and work within the development and also attracting visitors as a new leisure destination.

Synagogue:

The replacement of the existing building with a new bespoke facility for the Manchester Reform Synagogue will enable the congregation to continue to enjoy its city centre location but with accommodation which is more fit for purpose and capable of meeting its long-term requirements.

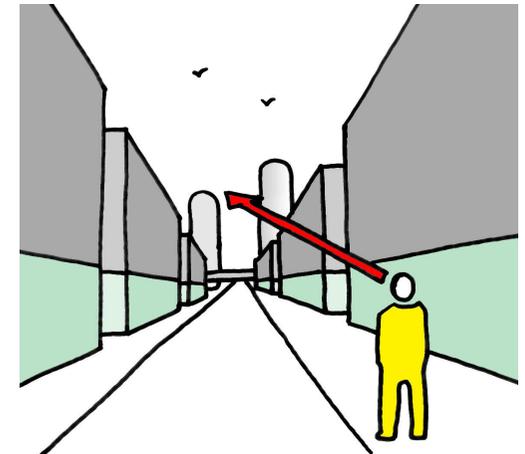
Parking:

It is proposed that parking provision would be made within the basement levels of the development to ease the parking needs on the city for people living in and visiting the development.

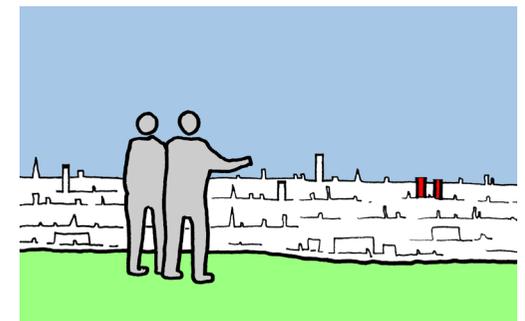
Public realm:

The creation of active public spaces and places is the glue that holds all the uses together. It is the activation of these spaces that creates the destination.

Marker for the city



This could be a location for buildings of some scale (considering the context of the core strategy and policy EN2) located on key city views to announce the destination and enable people to orientate themselves to it from within the city.



Buildings can create a visual identity on the skyline and become a landmark for a new destination in the heart of the city.

Development concept

The ambition for the urban regeneration of the Jackson's Row area is to create a 'sense of place' that is a lively, attractive and safe environment for the benefit of the future occupants and visitors.

We believe the design process starts with the creation of carefully planned spaces and places that form the linkages and connections with the existing city. It is this process that then defines the appropriate locations for buildings.

Spaces, places then buildings

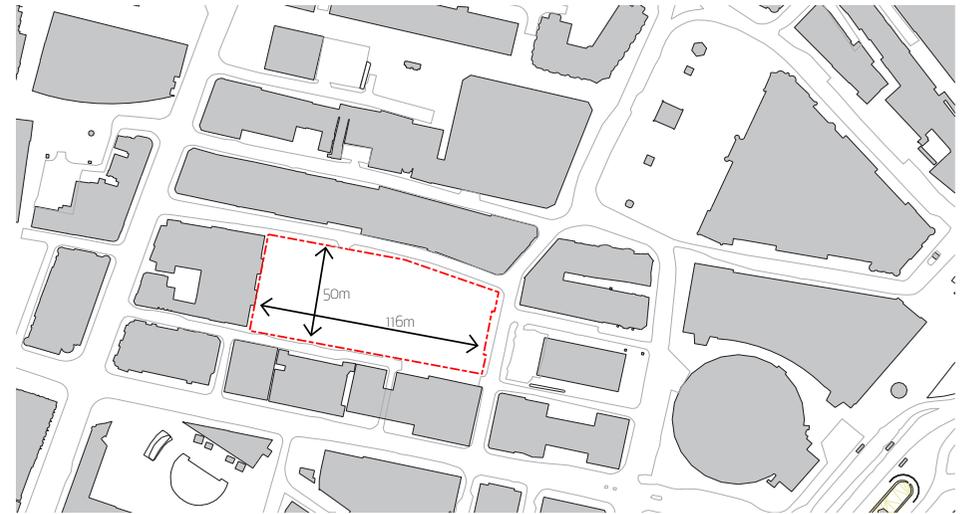
01 - Existing site circa 5,600m²

02 and 03 - Existing urban grain of the city centre streetscape. Predominantly an east/west grain with weak north/south linkages. The streets that surround the site currently have very low footfall.

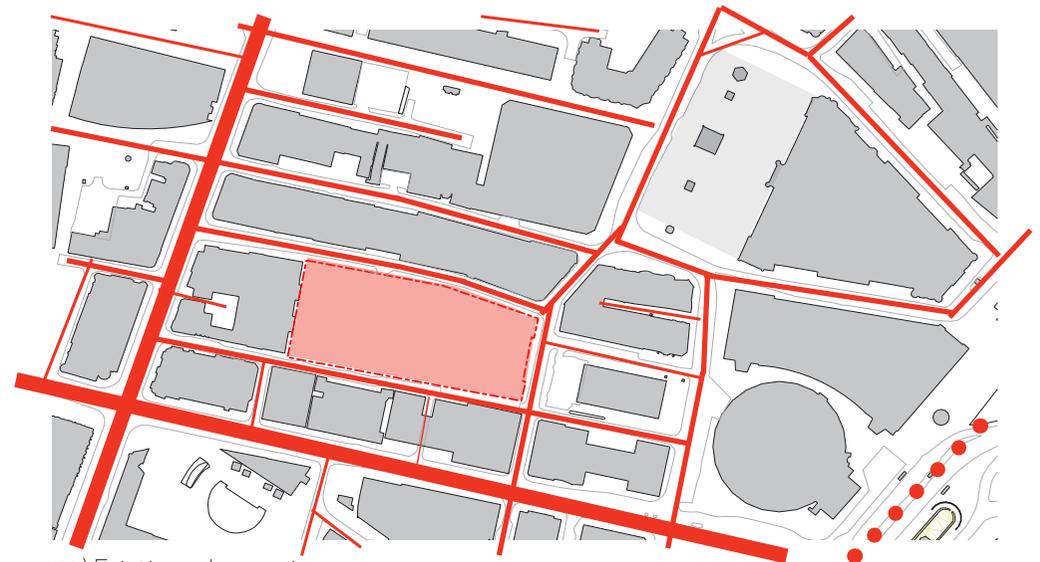
04 - The proximity of the site to Albert Square gives the north-east corner a premium address. The opportunity is to draw the connection with Albert Square into the heart of the site, connecting the full site and not just the top corner. Activating the streets that surround the site will also improve the connections to Deansgate, Spinningfields and the Civic Quarter.

05 - The creation of a new gateway square will draw people in to the heart of the site, with this new public space becoming the premium address. Buildings are located to reinforce the existing streets and to define the edges of the square.

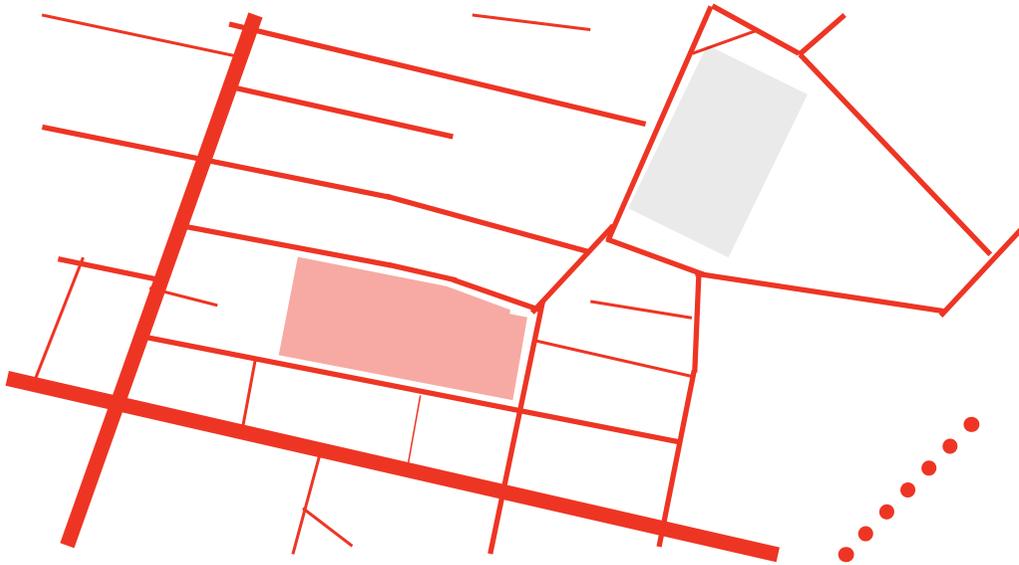
06 - The synagogue and the hotel conference facilities will require a series of large, open-hall spaces with few internal structural columns. Therefore these will need to be incorporated in a ground-floor building with little building structure above.



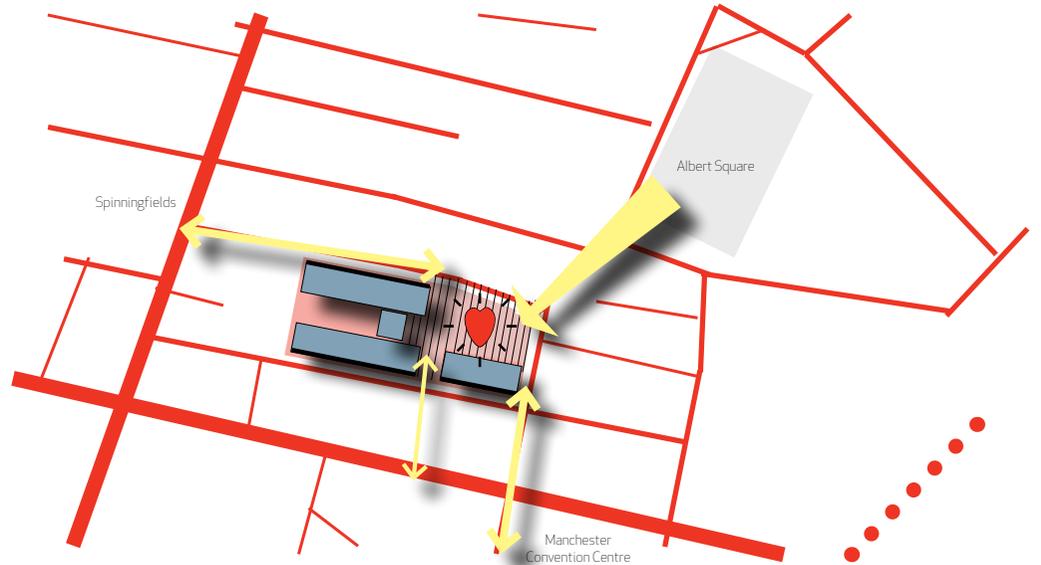
01) Existing site circa 5,600m²



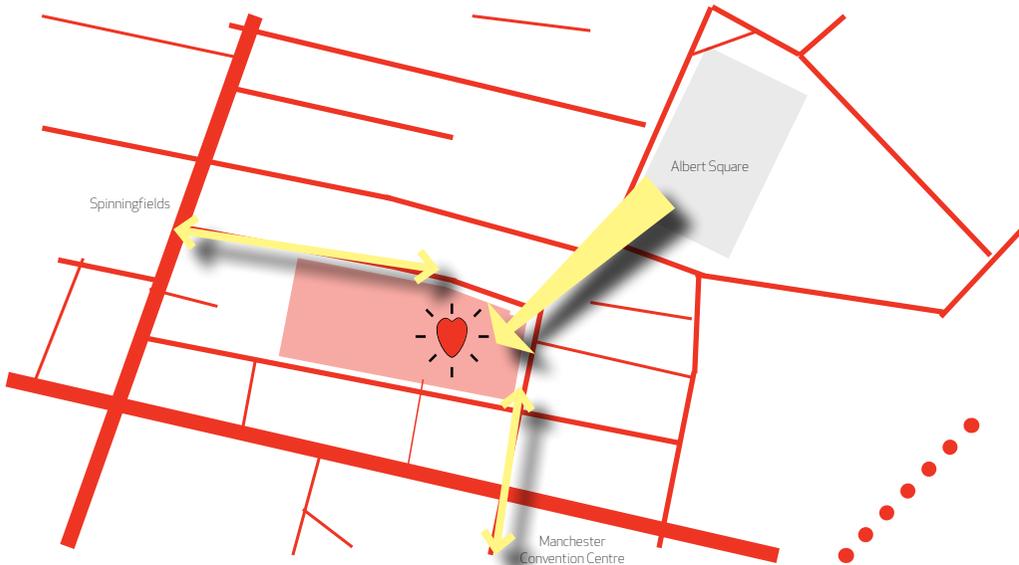
02) Existing urban grain



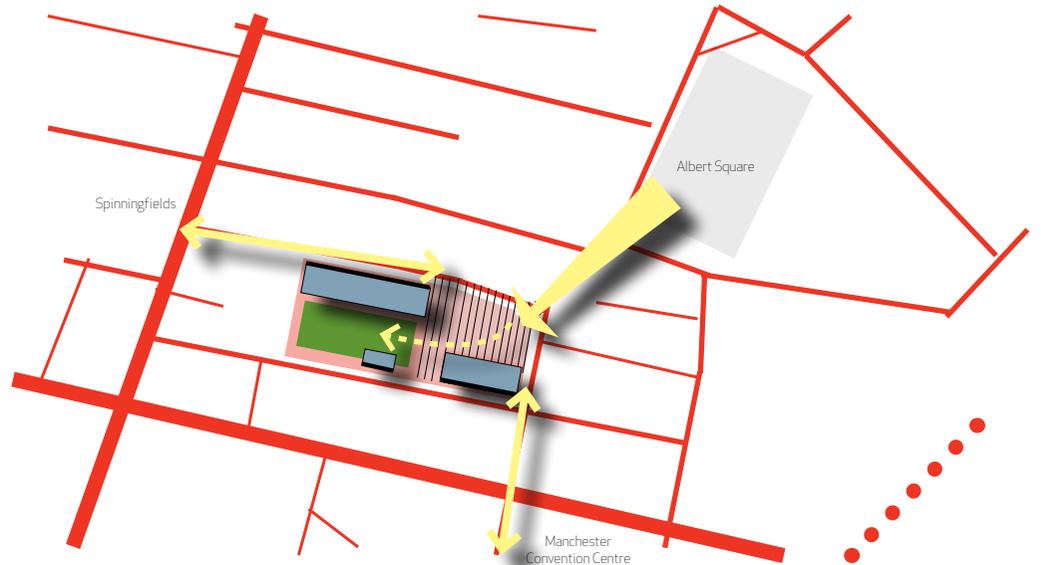
03) Urban grain - east/west primary orientation



05) Reinforcing the street edges to define a new public square



04) Well-connected premium address



06) A south-facing garden square

Public realm

The vision for Jackson's Row is a coherent, high-quality urban environment focused around an exemplary public realm that enhances its city centre setting. The opportunity for a series of high-quality public spaces integrated with the surrounding network of streets will bring activity and vibrancy to this forgotten part of the city centre.

The high-quality design of the public realm at the heart of this well-connected and distinctive destination will be critical to the successes of the development and the long-term economic and social regeneration of this area.

A strong and clear long-term management regime must be established in support of the initial vision for the public realm and its attention to detail and ability to provide a place of lasting quality. The physical maintenance and repair of the public realm, landscape, lighting etc is important, as is the continual review of management practices, use and events so that the management is an ever-improving regime that ensures a lasting legacy for the place.

The key elements that will contribute towards the design of the public realm and create the area's sense of place will include the following:

Landscaping treatment

Landscaping is essential to create attractive and user-friendly spaces. This includes both hard landscaping, such as paving materials, and soft landscaping, including trees and planting. These elements can be used to create a sense of hierarchy to the spaces and the routes that connect them, and are also important in place-making. It is envisaged that the gateway space will be predominantly hard and the elevated garden space softer, taking advantage of its elevated south-facing aspect.



Materials

The use of high-quality natural materials with robust/resilient properties will be used to ensure the quality of the public spaces is long-lasting, with realistic levels of maintenance and management.

The use of an agreed palette of materials will help define the hierarchy of spaces within the area and identify pedestrian priority areas.



Street lighting

Considered and calculated levels of lighting are to be provided to create a secure and safe place to pass through while not causing light pollution to the surrounding area.

In addition to functional task lighting, feature lighting is to also be considered as an opportunity to create a different ambience of place at night.



Street furniture

Street furniture will be selected to complement the lighting and architecture, and should help create a distinctive and consistent identity for the development.

The use of local and environmentally friendly materials can assist in minimising the visual intrusion of street furniture, which should be located so as not to impact on pedestrian movement or create visual clutter.

Wayfinding/signage

A wayfinding strategy will be produced to ensure a consistent and coordinated approach across the development, helping to reinforce the identity of this new place.

This will include signage ensuring a joined-up approach between the overall 'look and feel' of the development, with the strategies for street furniture, ensuring it is functional yet avoids unnecessary urban clutter.

Public art

Art is an important element in contributing towards a coherent and stimulating sense of place and identity within the wider public realm. There is an opportunity for the new public spaces to host public art on both a temporary and permanent basis.

There is an opportunity for local skills and talent to be encouraged, developed and celebrated through the public arts strategy.

Programme

There is an opportunity for the public spaces to include a programme for events, exhibitions and activities. This will further draw people to the place, enhancing its reputation as a new city destination and enriching the vibrancy of the activity within the spaces.

The use of seasonal and out-of-hours events can encourage activity within the public realm at times when it would otherwise be quiet.



Masterplan

The Jackson's Row/Bootle Street site represents a unique opportunity to regenerate a significant parcel of land in the heart of the city centre. This document looks to guide future development proposals and a planning application in such a way that the challenges of the location, at the heart of an overlooked part of the city centre, are addressed.

It must be remembered that the purpose of this document is not to prescribe a form of development but to illustrate an example of how the core principles and opportunities which have been identified could be met. There are obviously many development options and land use mixes which could be promoted. Ultimately, it will be for a future planning application scheme to make the detailed case for a planning approval.

Place-making

The indicative masterplan recognises the importance of setting the correct juxtaposition between new buildings, floor space and land uses and also high-quality civic spaces. The principle of 'spaces then places' to define the masterplan looks to create a distinctive sense of place at the heart of the development that is functionally and physically connected to the wider area.

A gateway square to the north-east of the

site is visually connected with the adjacent Albert Square to inform a new desire line, drawing people into the heart of the development. A second public square to the west of the site could draw footfall through the site and to the unique south-facing garden square. Both new public squares have been indicated with active frontages, ensuring they are active and vibrant spaces with day, night, weekday and weekend use.

There is an opportunity for the garden square to incorporate a contemporary event space or modern bandstand. This would provide an opportunity to showcase Manchester and its rich musical heritage, past, present and future, in the heart of the city.

The alignment of buildings should be to the back of the pavement line, to enhance and reinstate the historic linear character of these streets. Active frontages should be incorporated throughout the ground floor, enhancing activity and interaction that will increase footfall, bringing these key city centre streets surrounding the site back to life.

The new public spaces and activation of the streets that bin the development should positively improve linkages, connections and public desire lines with the wider area and its

adjacent landmark projects, including the Civic Quarter/Albert Square, Conference Quarter/Manchester Central, Deansgate, Spinningfields and beyond.

Uses

This development framework has recorded a strong commitment to securing a true mix of land uses, with each component having the highest-quality aspirations in terms of occupiers, spaces, architectural details and materials.

While it is appropriate and necessary to allow for a range of potential land uses, in advance of a detailed planning application it is anticipated that a number of key components will be delivered, including:

Hotel - An international hotel brand, in the heart of the city, should provide Manchester with its first true five-star offering. There would be an expectation that such an occupier may also bring with it associated dining, leisure and perhaps conference/event facilities. The masterplan identifies this as located within the north building, with its main entrance/reception located on the gateway square and vehicular drop-off located along the Jackson's Row. Hotel leisure and event spaces could be located to the south of the building, spilling into the garden square.

Residential - The inclusion of high-end residential apartments will complement the mix, but it is important that the residential units are sized to permit true city centre living, with the inclusion of apartments suitable for future families. Within the envelope of future buildings, external amenity space should be provided (potentially including gardens at high level or on the roof) for the residential apartments below, which would further benefit inner-city living for young families.

To sustain its economic growth, meet various strategic policy objectives, and maintain the momentum of the regeneration successes of the recent past, the residential component of a scheme should provide homes for leaders, entrepreneurs and captains of industry.

Residential units could be provided above the hotel within the north building. Separate lifts, stairs and entrances would separate these uses; however, the potential for residents to have access to use the hotel amenities such as the gym can be explored with potential operators.

Office - Premium office space has an important role within the development, rounding off the range of primary uses,



Garden square

A greener, softer public space with a south-facing events lawn. A vibrant space programmable for activities.

North building

Cafes and restaurants provide south-facing active frontage, spilling into the garden square. Active frontage provides animation along Jackson's Row, including the entrance to the synagogue. Potential for hotel and residential uses above.

Gateway square

The arrival space with strong visual connection to Albert Square. Shared surfaces connect the space with the surrounding streets. Trees, benches and water features animate the space.

South building

Building entrances, shops and cafes provide active frontage spilling into the gateway square. Active frontage will also animate the Bootle Street/Southmill Street junction. Office to be the primary use of the upper levels.



meeting perceived demand and creating the truly mixed used development that has been described earlier. The wide variety of uses will help in creating a new vibrant destination with around-the-clock use, seven days a week.

The southern building is proposed to incorporate the office use with open-plan floorplates offering panoramic views across the new public squares towards the town hall. The floorplates are to be flexible, permitting multiple tenancy split permutations. The entrance and lobby to the office should be off of the gateway square, further establishing this as prime first-class office accommodation for the city.

Retail/leisure- Such an environment will obviously be reinforced by the provision of retail, leisure and bar/restaurant accommodation, fronting the perimeter streets and animating the proposed public squares.

Synagogue - The future development is to include a new purpose-built facility for the Manchester Reform Synagogue. This will keep MRS within the city centre and also provide it with a state-of-the-art building which is fit for its purpose and is an important religious and community facility. The masterplan indicates that it could be

incorporated into the lower levels of a development as part of the north building, with original fittings retained and reused, and its front door address remaining on Jackson's Row as per the existing facility.

It is important that a development of this scale and significance should learn the lessons of previous projects and raise the bar in terms of its approach to energy usage and general sustainability. It should be not just achieving but looking to surpass the standards set out within the building regulations where practical.

Construction and operation of the proposed development will create a significant amount of new employment.

Building form, height and massing

While the existing scale and grain of surrounding buildings has been taken into account in considering an appropriate development approach, it has not been taken to be a determining consideration. The opportunity should be taken to revisit such matters in securing the required change to the character and function of the area overall. However, the proximity of conservation areas and listed buildings has to be an important factor in considering the approach to building height and massing and also the provision of new building zones,

public spaces and public realm.

It is anticipated that new buildings of some scale could be proposed. This is considered to be a suitable approach for such a location at the core of the city centre and given the precedent set by other landmark schemes. It is also important to stress that the case for height cannot be divorced from, and is effectively a product of, the key requirements which have been identified for significant new open space, design quality, place-making and improved permeability.

As the emerging masterplan is developed and a planning application is presented, any building of scale will need to be of the highest design quality. Notwithstanding the preliminary assessment which has been undertaken in respect of the significance of the existing buildings on site, there will need to be a full assessment of the approach adopted by a future development proposal in the context of the relevant Core Strategy Policy (EN2), National Policy and Historic England Guidance. Key considerations will be the presence of a development proposal within the wider city townscape and its relationship with both conservations areas and other heritage interests.

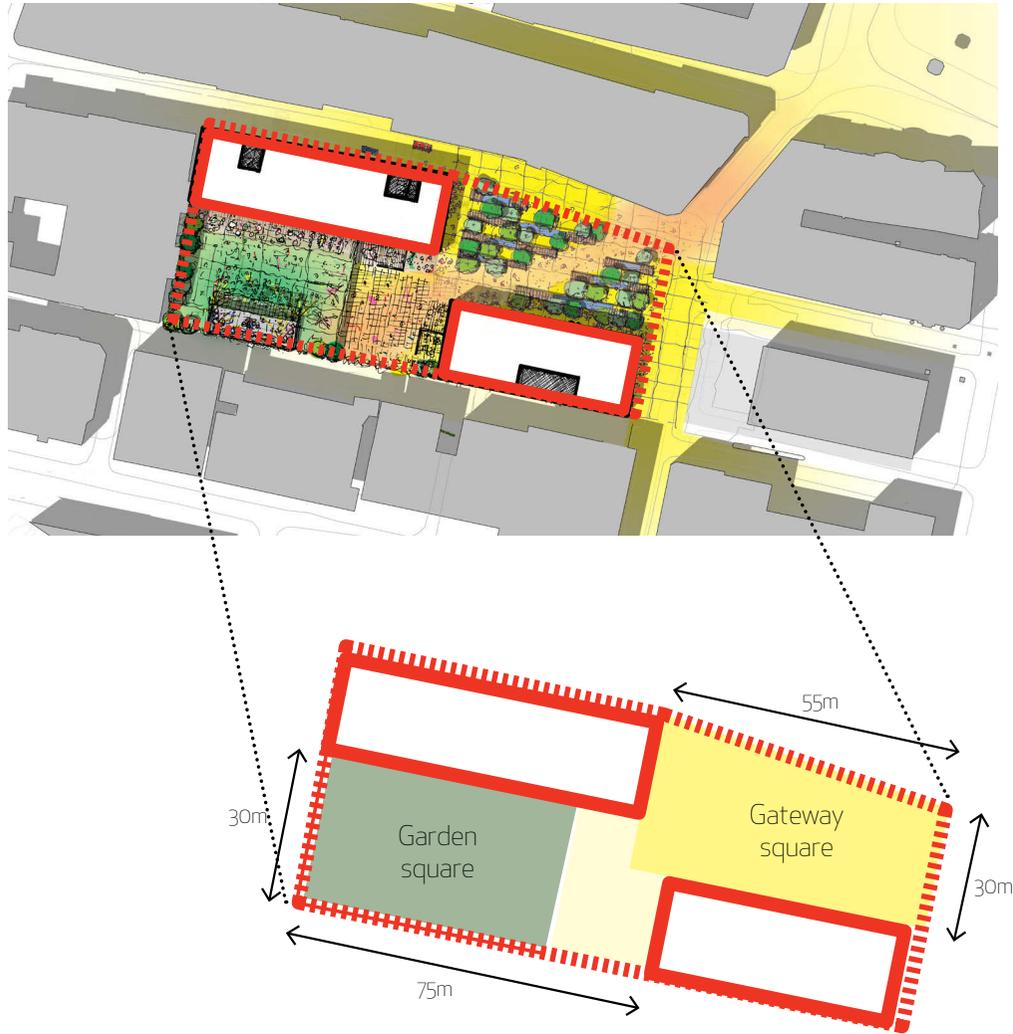
Conclusion

The opportunity for such a prime city centre

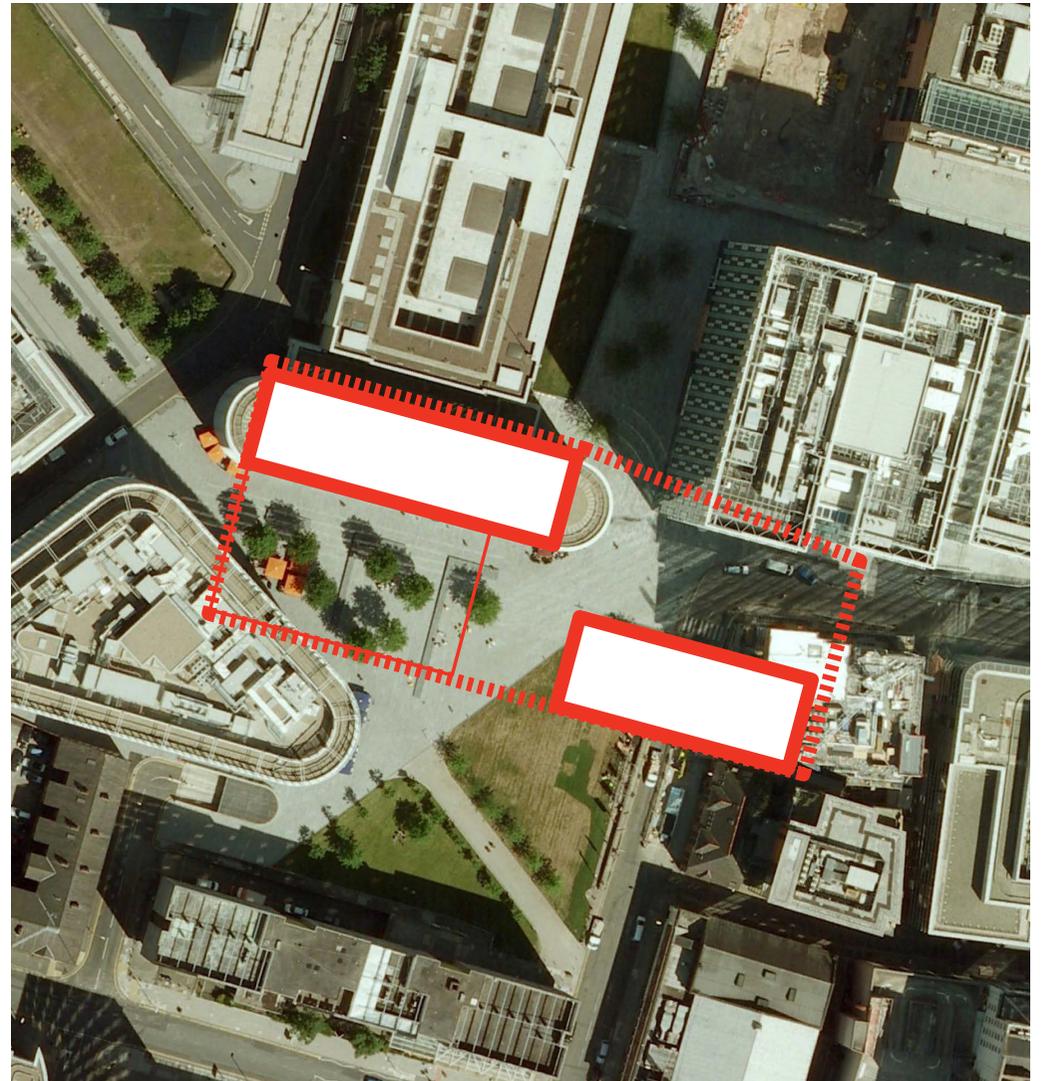
site of this scale to be developed is a rare windfall. This opportunity should be celebrated and exploited to its maximum potential through the creation of a new landmark development for Manchester.

The benefits of delivering this truly mixed use project will be wide ranging with the creation of a project of the highest quality, showcasing Manchester and reinforcing its credentials as a key destination for business and investment.

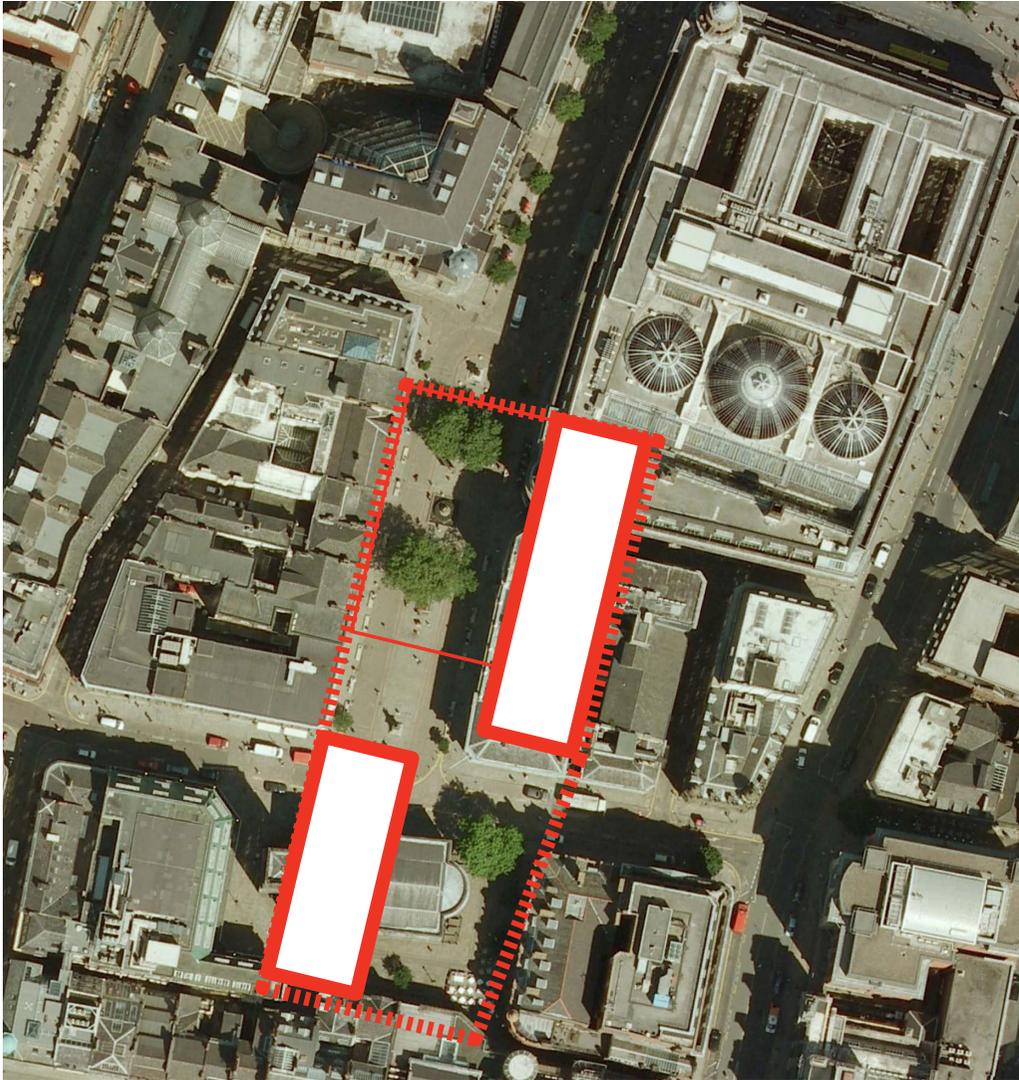
Scale comparison of public squares



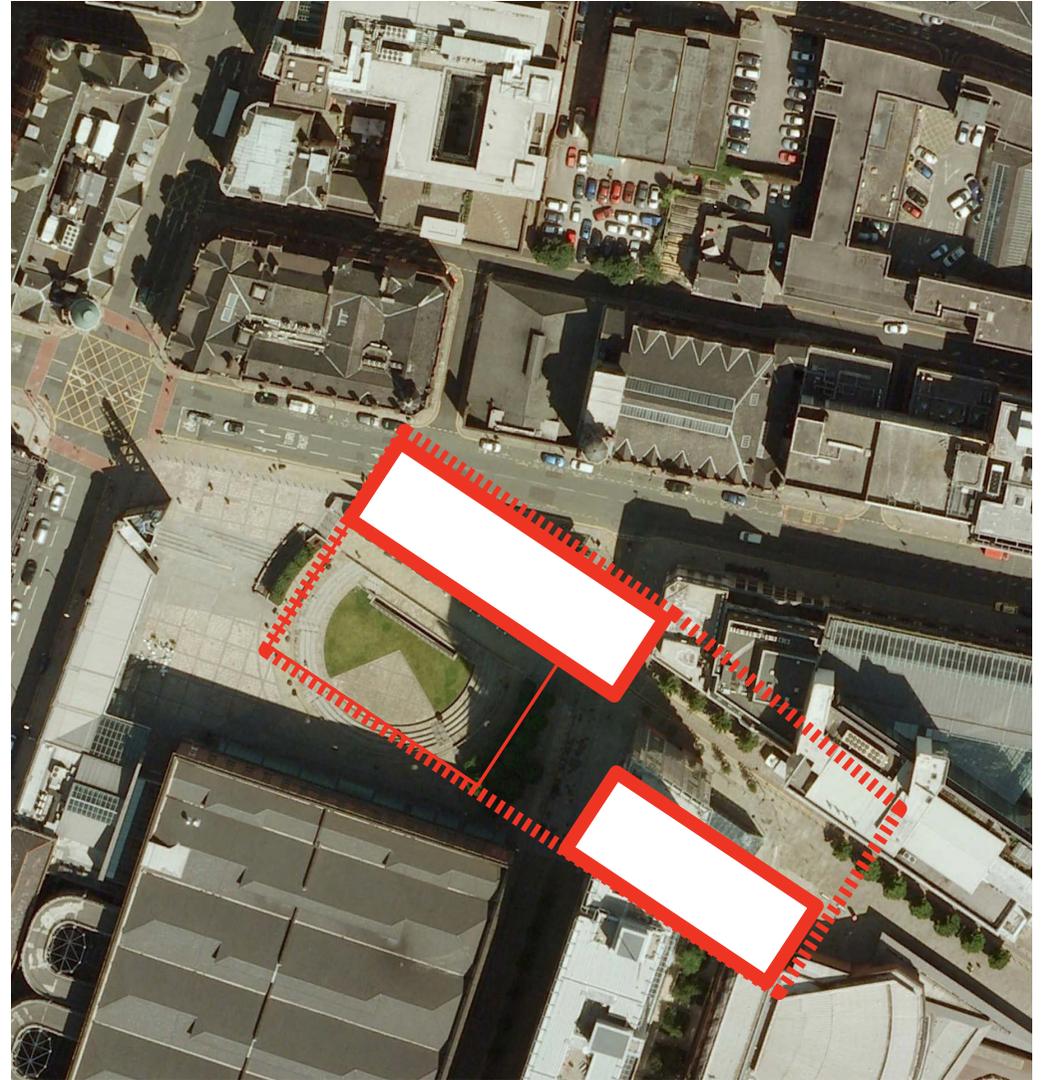
Scale of proposed new public squares for the Jackson's Row development



Scale comparison with Hardman Square, Spinningfields



Scale comparison with St Ann's Square



Scale comparison with Great Northern Square

Streetscape comparison - Inactive: Jackson's Row

This photo sequence captures the journey from Albert Square to Southmill Street to Jackson's Row, passing the proposed site and on to Deansgate.

The journey illustrates how the edges to Albert Square are active with bar and restaurant frontage; however as you move off the square the character of the streets changes with limited active frontage. Pedestrian footfall is low, and activity is not found again until you reach Deansgate.



01



02



03



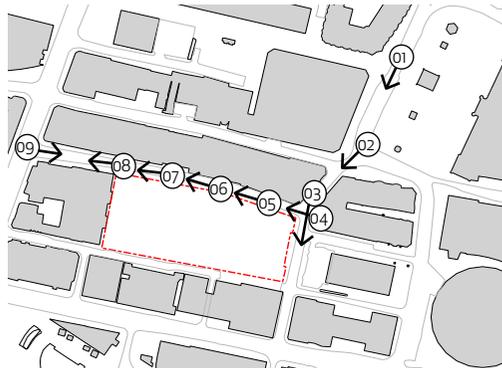
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Key to views approaching and along Jackson's Row



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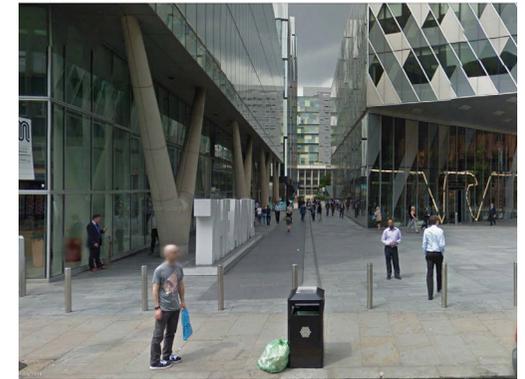
Streetscape comparison - Active: The Avenue, Spinningfields

This photo sequence captures the journey from Deansgate along The Avenue to Crown Square within Spinningfields.

The Avenue is a vibrant and active new street that forms the spine of the Spinningfields development. A mix of ground floor uses line this primary pedestrian route with glazed entrances to buildings giving glimpses of the activities within, plus shops and restaurants spilling into the street.

The mix of active uses ensures this route is used not just by those that work within the buildings but also as a wider draw, pulling high levels of pedestrian footfall from Deansgate into and through the development.

The proposed development at Jackson's Row will look to draw upon this approach whereby the use of active frontages brings vibrancy and activity to the streets and squares that define it.



Development principles

The key guiding principles of the framework, which the city council would expect to be reflected in the detailed content of a future development proposal, are summarised as follows:

- It is important that the SRF sets out a framework for the redevelopment of the site, drawing together some core development principles which have been touched upon elsewhere in this document, before recording specific principles which the city council would expect to be reflected in the detailed content of a future development proposal.
- A fundamental aim of a development at Jackson's Row is the realisation of the full potential of the opportunity through the delivery of landmark new buildings of scale and highest quality of built form and content (land uses and public spaces/public realm), and the creation of a resultant destination in what is currently an under-utilised part of an otherwise vibrant city centre. Successfully achieving these objectives will make a major contribution towards achieving the wider strategic objectives of the city council and the city region.
- While a form of development is being presented and described within the SRF,

this is not prescriptive. The masterplan is an important representation of a potential approach, and it is equally important to identify the series of principles which would then need to be addressed in the context of a detailed planning application proposal.

City centre context/ connectivity

- A new development should be fully integrated, physically and functionally, with the rest of the city centre. A development should be well connected to neighbouring regeneration projects/ areas, including Spinningfields, St John's, the Civic Quarter and Conference Quarter/Manchester Central.
- The new development should create active frontages at street level, enlivening existing streets and proposed new public realm.
- The development should be a catalyst for the creation of a new urban quarter where a significant development of the highest quality, on this specific site, can stimulate further development activity in the surrounding area.
- The development should improve connectivity through the area, enhancing permeability, creating new improved pedestrian routes, and building upon the site's important relationship with other surrounding regeneration projects.
- An inspiring urban environment should be created.

Development form

- A mixed use development of the highest quality should be secured. Quality in terms of public realm, spaces and resultant 'place-making' as much as architecture should be achieved.
- Alignment of new building blocks along the existing streets should reach the back of the pavement line. This will enhance the linear character of the existing streetscape. The architectural form should emphasise the walkability of this site.
- Good-quality development with strong permeability, connectivity and sense of place (as envisaged by the SRF) can add momentum to the way in which other development proposals in this part of the city centre can be brought forward, adding significant value to the city's offer as a location of choice
- The positioning of new buildings should be carefully considered to create the most usable public spaces. The public spaces themselves should be of the highest quality, incorporating public art and landscape while retaining their functional purpose as the new linkages referred to elsewhere.
- The height of new development should be informed by the highest architectural design quality and a consideration of the potential impact of a development upon selected important views.
- Landmark buildings have the potential to mark the presence of the development within the wider city centre context, thereby providing legibility and reinforcing movement through the site.
- The resultant consideration of the scale of buildings proposed will need to reflect the importance of the development opportunity in meeting other strategic objectives while respecting the site's important relationship with surrounding buildings and spaces.

Historic environment

- A proposal should demonstrate that it will not have an adverse visual impact on the setting of the identified heritage assets from either inward or outward looking views.
- While a comprehensive approach is likely to involve the redevelopment of the site, to create new spaces etc the case for such an approach will clearly need to be made and carefully considered in the context of a future planning application.
- A redevelopment of the site should protect and enhance the character of the conservation area and surrounding heritage assets, with particular attention given to the expression of the development in views from Albert Square, St Peter's Square, the Civic Quarter, Peter Street, Deansgate and the wider city centre townscape.

Architectural quality

- A new development must be of the exceptional quality in terms of new buildings, architectural detail, choice of materials and public spaces, reinforcing the site's key frontages.
- The quality of the development must be a positive response to the importance of the development opportunity itself.
- The overall design should demonstrate that it contributes to the varied architectural style of the city centre while being specifically adapted to its context. A high-quality contemporary approach is encouraged while taking appropriate influence from adjoining building styles in terms of proportions, materiality and elevational rhythm.
- Proposals should avoid the monolithic characteristics of the blocks that would be removed to provide a variety of buildings and secure the creation of quality unifying spaces, carefully articulated by elevational details.
- Buildings with individual expression and vitality will be supported. While a development is expected to be of a high-density urban form, the important role of landscaping within public spaces and at higher levels of the development should not be ignored.

Activity/operation

- The proposals should create a new and distinctive meeting place that will tie together surrounding properties and land uses.
- A development should become a true 24-hour city centre environment containing complementary 'live, work and play' activities.
- The proposal should accommodate the highest-quality commercial, residential, hotel, retail, amenity and other leisure uses within final development mix.

Movement

- Access, service and car parking should be consistent with wider strategic transport initiatives which aim to reduce traffic within the city centre and Civic Quarter, and promote a modal shift to increased use of public transport.
- Parking provision should be minimised, with an emphasis on controlled parking and simple drop-off points. Use of the area as a through route will be discouraged, especially along Bootle Street and Southmill Street.
- A focus upon improved pedestrian connectivity will ensure the development secures strong linkages with existing public transport opportunities within the vicinity of the site.
- Alternative modes of transport should be allowed for primary cycling facilities, reinforcing the value of the new public routes that are to be secured through and around the site.
- Development proposals should be fully accessible to all, safe and secure.
- The transport and traffic implications of development proposals should be fully considered, including access to existing businesses and car parking, to new facilities and to the wider area.

Sustainability and management

- Proposals should secure the highest possible standards of sustainability in new development by creating an inspiring and resilient urban environment in terms of energy performance and the resultant response to the impacts of climate change.
- Proposals should integrate the principles of resource efficiency to both the development itself and the subsequent management of buildings, services and spaces.
- Proposals should be focused upon new buildings which reduce energy use by incorporating high levels of insulation energy efficiency, utilising recovery of waste where possible. A high standard of sustainable building design should be sought.
- New public realm will need to be covered by an appropriately rigorous ongoing management regime to ensure upkeep and safety across the site.

Making it happen

In a city centre context the site this framework concerns is relatively modest in terms of area. However, in terms of strategic significance it represents a major opportunity to secure a transformational change at the heart of the city centre.

It is an area where the existing street pattern and resultant landownerships may have made site assembly and resultant development challenging. As a result, this is an area that has been overlooked in the past. The size of the site is also a very positive consideration, as it means that a relatively simple public/private sector partnership can promote what can be seen as a windfall development opportunity.

The simplicity of the resultant partnership provides comfort in respect of the stewardship of the project, and will ensure that a comprehensive and coordinated approach is adopted.

Following appropriate consultation, it is anticipated that the Jackson's Row Regeneration Framework will be adopted by Manchester City Council's executive. It will then have an important role in guiding the emergence of a detailed planning application. Such a proposal will be the subject of its own pre application

consultation, and it will be rigorously 'tested' in the context of the objectives, opportunities and development principles that have been recorded.

While the promotion of all development is critically linked to external considerations, such as market factors and demand, it is anticipated that the resultant planning application and the development itself will be brought forward within the short term.

