



St John's Strategic Regeneration Framework Update

November 2016

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1 Introduction

The purpose of this document is to update the St John's Strategic Regeneration Framework (SRF) adopted by Manchester City Council in February 2015. This is required for the following reasons. Firstly, in order to reflect and record the significant progress that has been made towards delivering the original SRF proposals. Secondly, the refreshed strategy incorporates proposals for the 'Factory,' which will be anchored in the St John's Masterplan. The Factory is a world class new cultural destination for Manchester. Inspired by the extraordinary creative vision of Manchester International Festival (MIF), the Factory will combine the production capacity and technical sophistication to produce and present innovative contemporary work all year round. Using its resources, technical skills and expertise, and extensive international networks, Factory aims to play a key role in supporting the development of the arts and cultural infrastructure for Greater Manchester, the North West region and across the North of England. In addition, the updated strategy reflects the extended influence of the St John's SRF following collaboration with Museum of Science and Industry (MSI). It

also reflects Manchester Quays' acquisition programme and further opportunities to consider adjoining sites that can add value and strengthen the regeneration outcomes and economic benefits of new investment in this part of Manchester City Centre.

The St. John's SRF should be read in conjunction with the Water Street Strategic Regeneration Framework, which is published concurrently.

1.1 The 2015 adopted SRF

The adopted SRF identifies St John's as a remarkable and immediate opportunity to lead the next phases of regeneration of Manchester City Centre and to deliver "best in class" residential-led mixed use development.

It recognises that the site, which is of significant scale and vested in the ownership of Manchester Quays Limited (MQL), presents a critical mass of land that is readily available to deliver comprehensive redevelopment.

It notes that MQL is a joint venture between Manchester City Council and Allied London, a

developer with an exceptional track record in the successful regeneration of city centre sites.

The SRF has established a vision and set of development principles for the site focused on the following key areas:

- To deliver a best-in-class city centre neighbourhood; a place to live, work and play; a place for enterprise and innovation; for culture, entertainment and leisure; a unique proposition for Manchester that will raise its international profile and set it apart from its peer cities.
- Development that is fully integrated both functionally and physically with the city centre and adjoining city centre neighbourhoods.
- To re-establish, where appropriate, its tight-knit urban grain and to create a meandering network of spaces and complementary range of uses.
- A form of development that retains and reutilises the site's key heritage assets and integrates those features into the new urban form.
- A series of existing and new public landscaped spaces will be created that support a new network of routes and linkages which connect the different parts of the site to its neighbours and the River Irwell, as well as anchoring the major buildings.
- A scale of building form that in height and plan extends the scale of the St. John's Street district across the site. To the west of the site, adjacent to the River Irwell, there is the potential to introduce taller, elegant residential buildings.

1.2 Progress since adoption

Planning Permissions

In the space of just over one year, a significant amount of the St John's masterplan has now secured detailed Planning Permissions, or, is currently the subject of live or pending planning applications.

The following Planning Permissions were granted for the early phases of St. John's on 21 October 2015:

- Bonded Warehouse – refurbishment of the building for conversion as a mix of office, retail, restaurant and café use – *Planning Permission Ref. 109466/FO/2015/C1*.
- Manchester Grande (Old Granada Studios) – refurbishment and redevelopment of the former Granada Headquarters building and studios for a hotel and associated event space, together with a new office building – *Planning Permission Ref. 109246/FO/2015/C1*.
- Village Phase 1 (South Village) – residential-led redevelopment of the former Coronation Street set and adjoining land, to provide 57 residential units together with retail and workspace at lower levels and associated public realm and car parking submitted – *Planning Permission Ref. 109241/FO/2015/C1*.

Planning Permission has also been granted in October 2016 for St. John's Place. This will provide four buildings (52, 18, 8 and 4 storeys respectively) comprising: residential uses (387 apartments), 2 hotels and ground floor retail accommodation with associated public realm including the creation of a

section of riverside walkway, car parking and cycle parking.

Live Applications

An application for Planning Permission for Central Village and Tower 1 was submitted in October 2016. This scheme comprises of two main elements; a 36 storey residential tower with retail at the ground floor and a 7- 8 storey mixed use building with retail uses and workspace on the lower floors. The two elements are designed within a high quality new public realm.

An application for Planning Permission and Listed Building Consent for the Factory, Manchester was submitted in October 2016. The proposals are described in further detail later in this section of the SRF update.

Pending Applications

Applications for Planning Permission for Riverside, Tower 2, and Trinity Islands will also be submitted during 2016. These further phases will deliver residential, retail and leisure uses combined with workspace. The Trinity Islands planning application will include a new education facility. This proposal has been developed in order to provide natural synergies with the Factory and other cultural uses within the St John's area.

An updated masterplan for the St John's area is provided at Appendix A to this document in order to identify each of these components of the masterplan.

1.3 Factory, Manchester

In the Autumn Statement of December 2014, the Government announced funding of £78 million for the Factory Manchester.

The brief has been to design a new kind of large-scale venue aligned with the vision of Manchester International Festival (MIF), with the production capacity and technical sophistication to produce and present innovative contemporary work year-round.

Manchester is currently undersupplied with cultural and arts' venues, and the Factory will feed the increasing demand for arts as the city continues to grow and provide a Northern base for those wanting to work in the creative industries to grow their skills. Currently, per head of the population, Greater Manchester is not well served with performance spaces.

Audience Agency research demonstrates little crossover between audiences for existing venues and the large-scale productions associated with festivals and events like MIF, the world's first festival of original new work.

Given the scale and flexibility of the space, the operation of the Factory will both be completely unique to Manchester whilst offering the capacity to host more traditional performances.

The addition of the Factory as a cultural venue will complement existing venues by increasing the critical mass of cultural capacity within the city. The impact of the Factory will subsequently create creative

opportunities for the other venues either through collaborative working or creative inspiration.

An independent study was completed to assess the economic and social impact of 16 arts and cultural organisations in Manchester.

The study concluded that whilst the impact of culture in Manchester is significant and the organisations are regarded as high performing, there was room and a demonstrable need for a large scale arts' space that would draw people not just from the city region, but across the north, in a similar way to the MIF (once every two years).

This view has been confirmed by Arts Council England and through broad consultation with regional, national and international arts and cultural organisations.

Designed by leading international architectural practice OMA, the Factory will combine digital capability, hyper-flexibility and wide open space, encouraging artists to collaborate in new ways and imagine the previously unimagined. It will be a new kind of large-scale venue using the extraordinary creative vision of MIF to develop an artistic programme built upon a co-commissioning and co-producing model in partnership with local, regional, national and international arts organisations. The proposition that Factory will be making to its partners is an invitation to realise projects that because of their scale, ambition or complexity, they are not able to achieve on their own.

The Factory will play a critical role in cultural innovation, growth, skills development and talent

retention across the Northern Powerhouse. As well as being a major new force in the UK and international arts ecology, it will also springboard promising local talent into successful future careers. Working with a consortium of publically funded and commercial industry partners and Further Education and Higher Education providers, Factory will be a new centre of excellence for training the next generation of technicians, producers and creatives for the performing arts and events industries.

The Factory is designed to be ultra-flexible with multi-purpose spaces that can support both the creation and presentation of large scale artistic projects, with the ability to transform from a traditional sit down theatre to a venue at full standing capacity in a matter of hours.

The Factory will be an internationally renowned facility for artists and audiences, which has the ability to host a wide variety of activities at the same time. Its flexible performance spaces will be used for theatre, music, dance, art and other performance-related events and conferences.

A number of supporting facilities will also be provided, including complementary retail and bar uses, food pop-ups, office, administrative and back of house function, training and educational facilities, servicing and access arrangements, circulation and external landscaped areas.

The submitted Factory proposals therefore comprise of four primary elements: the warehouse, theatre, back of house towers and foyer, providing:

- Space sufficient to accommodate audiences of up to 7,300 within:
 - The theatre: maximum capacity of around 1,600 (seated) or 2,300 (standing or seated).
 - The warehouse: for immersive, flexible use with a maximum capacity of 5,000.
- Capability to use these elements together or separately.
- Retail, bar and cloakroom facilities.
- Potential temporary or pop-up food and drink offer.
- Support space, including offices and dressing rooms.
- Two new public spaces, Factory Square to the west and Festival Square to the north.

The theatre can fully open into the warehouse, allowing for the stage to be configured within the contained theatre, or set deeper into the warehouse space. The warehouse and theatre will share the same floor level so that it is possible to create a single large space with flat floor throughout.

The warehouse and theatre can be opened to one another, providing one contiguous floor plan, or subdivided into three separate spaces, with alternative configurations possible in between. The Factory will comprise a unique and flexible space capable of housing a number of simultaneous performances without impact or interference on one another.

The Factory will support a wider variety of arts' programming, which could include:

- **Theatre and dance productions:** located within both the warehouse and theatre spaces.
- **Live music events:** performances from various genres including jazz, rock and pop, opera, musical theatre, classical, acoustic and amplified ensembles.
- **Pre-recorded music events:** occasional dance music and DJ events.
- **Smaller theatre events:** includes spoken word and speeches, theatrical presentations and comedy.
- **Cross-art form productions:** based around live performance, video and broadcast media.
- **Immersive theatre:** likely to take place within the theatre space.
- **Circus-style performances:** could be accommodated in the warehouse.
- **Exhibitions:** to take place within both the warehouse space and foyer space and are generally likely to be open to the public.
- **Trade fairs and conferences:** would utilise both the foyer and warehouse space. These would primarily be day-time events.
- Other internal events that are likely to take place include **cinema and film screenings, community events, children and young people events.**

- **Public Realm:** the two new public spaces in Festival Square and Factory Square will generally be open for public use and are also designed to accommodate performances and activities.

St John's was identified as the preferred location for the Factory after an independent appraisal of possible locations elsewhere in Manchester City Centre which included feasibility studies as well as economic and 'contribution to regeneration' assessments. Factors influencing the selection of St John's included the following:

- A large-scale regeneration site within the control of a single entity, with sufficient space to accommodate the Factory proposals.
- Location within Manchester City Centre and in close proximity to its comprehensive public transport network, capable of accommodating large numbers of visitors.
- Positive adjacencies to a number of the city centre's most successful and distinctive urban neighbourhoods.
- Proximity to high quality retail and leisure uses, including world-class visitor attractions such as MSI.
- The ability of the project to support and drive forward a strategic regeneration project in line with a comprehensive masterplan at St John's that will deliver a range of complementary and supporting uses, including retail, hotel, leisure, cultural, workspace and residential.

The Factory Manchester has been carefully located within the heart of the SRF area. At the masterplan

level, the broad location of the Factory has been selected in order to ensure that it best complements the wider masterplanning opportunity. A wide range of matters have been considered in selecting the location, including the following:

- The retention and refurbishment of key non-designated heritage assets such as the former Granada HQ Building and Studios and the Bonded Warehouse, as well as the re-establishment of the tight-knit urban grain within this part of Manchester. These are fundamentally important principles of the adopted masterplan. The retained buildings will create an exceptional and distinctive sense of place.
- The role of the St. John's Masterplan in providing space and opportunities for a range of supporting uses and functions, creating a larger and richer creative cluster (alongside Media City and Sharp Digital) that enables more talented people to stay and make their careers in Manchester.
- The brief for the Factory, including the requirements in terms of size and type of performance space, capacity, ancillary functions, etc. as well as accommodating the operational and management issues associated with a world-class facility of this size and nature.
- The scale of development that would be required to meet these requirements and the identification of potential sites of sufficient size to accommodate it, factoring in the buildings to be retained.
- Testing the scale of development against those potential sites and considering feasibility through

an assessment of the impact on the established Masterplan principles, the form, function and viability of other development to be delivered through the Masterplan and site specific issues associated with the Factory, for example access, servicing, people and vehicle movement as well as impact on heritage assets.

Having identified the site and location within Manchester, a design competition was run and international, award winning architects OMA were selected to design the new arts and cultural facility. As the project has evolved, the precise siting of the Factory within the St John's masterplan has been the subject of extensive analysis and options appraisals.

Accommodating the Factory within the St John's masterplan has required the removal of some of the original St John's masterplan components including two of the residential towers proposed in the 2015 masterplan (Riverside Tower 3 located immediately adjacent to the Factory public space adjacent to the River Irwell and Tower 4 located adjacent to Bonded Warehouse and MSI).

The Tower 4 site is now subsumed into the Factory building and Tower 3 has been replaced with a 2 / 3 storey building principally for a high quality food and beverage operation (Class A3) that will maximise the opportunity afforded by the riverside location and support the Factory.

This amendment to the masterplan will also allow a new primary substation to be sensitively located within part of the new 2/3 storey building as it faces onto the Factory's theatre truck lifts. The new substation is required to service the future needs of

the area and is being proposed in this location in order to guarantee it can be delivered in time for the Factory opening, without the development risks that other potential locations could pose.

In analysing the land requirements and optimised siting of the Factory, the following has been carefully considered: the functional requirements of the Factory; the site's context and constraints; the need to maximise the presence of the Factory; and, the Factory's relationship to the wider masterplan phases of development.

The Factory will be a new kind of large scale venue that captures the extraordinary creative vision and depth of Manchester's cultural and creative ecosystem, with the partnerships, production capacity and technical sophistication to present innovative contemporary work year round as a genuine cultural counterweight to London.

The Factory is an opportunity to promote cultural innovation, growth, skills development and talent retention across the Northern Powerhouse. From an Arts Council England (ACE) perspective the artistic, creative and economic vision for the Factory Manchester is compelling.

The proposals will deliver significant and genuine public benefits for Manchester and the wider City Region, in the context of its adopted strategic economic, regeneration and planning policy objectives. The proposals will make an important contribution to the objectives of the Northern Powerhouse, helping the north to rival the economic

strength of London, by making Manchester an even more attractive place to live and invest.

Economic Benefits

The scale of direct and indirect economic contribution that the Factory will deliver is worth highlighting:

- Direct employment and GVA impact.
- Indirect employment and GVA impact, in terms of spending in the wider visitor economy.
- Indirect supply chain benefits and employment associated with the provision of services and supplies for the Factory.
- Clustering effect of locating the Factory within St. John's, in terms of a wide range of supporting functions that will grow up around the development and the space and infrastructure provided by St. John's to facilitate this.
- Within a decade, the Factory is expected to help create directly or indirectly, the equivalent of 2,453 full time jobs and add £137.7m a year to the economy.
- Establishing Manchester as the most important arts and culture employment centre after London in the United Kingdom.
- Increasing international profile.
- Growing St. John's as a creative hub in its own right, which complements other creative clusters across Greater Manchester. This will be further supported by the wider neighbourhood's mix of uses and its proximity to Spinningfields and the wider Regional Centre.

- Creative industry growth:
 - Key driver of economic growth in media, creative and related industries employment growth predicted in the new economic cycle.
 - Potential for the Factory to act as a catalyst for a more strategic approach to developing talent across the board through a co-ordinated programme and initiatives, i.e. through a creative enterprise zone.
 - Potential for set design and construction, digital environment and lighting.

Education and Training

By bringing together technology and creative strengths, the Factory will play a key role in the development of creative skills across the North.

- Higher Education Partnerships – strong support from three Manchester-based universities.
- More opportunities for early career creative professional and practitioners to have clear talent development pathways.
- Talent pipeline –the Factory would establish a clear pathway from schools engagement to young person led creative work as part of secondary education, to graduate opportunity through to early career opportunities – working with existing young people's cultural organisations and citywide network of youth art provision – including areas of least engagement with cultural opportunity.
- Young People's Festival Week – nationally significant statement by training and supporting young people to present work at the largest scale.

- Training opportunities across the theatre and warehouse spaces provide a unique space for cutting edge CPD for educators.
- Creative apprenticeships.
- Volunteering – opportunity to extend a nationally recognised volunteering programme to become year round.
- Training and production hub in the development of key creative skills across the North to drive and sustain growth in the creative industries sector.

Cultural and Audience Impact

The Factory will be an iconic, unique and flexible space, capable of hosting a wide variety of performances and events that will attract the range and quality of artist that will consolidate Manchester's role as an international destination for culture.

The Factory could provide a catalyst for rebalancing the cultural ecology in England, directly contributing to and stimulating the critical mass of production, ambition and skills to train and retain a highly skilled and talented community and to accelerate the 'Northern Powerhouse' for culture.

The Factory will also deliver the following:

- Create new product for new and existing audiences.
- Meet audience demand for new experiences.
- Stimulate a propensity to attend across a greater number of the available audience.

- Significantly scale up the overall cultural offer of the North.
- Contribute to the economic growth of the M62 corridor.
- Help reverse the creative brain-drain to London.
- A full independent report by the Audience Agency has been completed examining the impact on the wider arts ecology of the North:
 - There is currently an absence of a single large scale organisation in the North, compared to cities like Glasgow.
 - MIF audience data indicates a very strong local audience and that it draws from a far large catchment area, stretching well into the Midlands.
 - Morris Hargreaves McIntyre data on museum and gallery data shows a picture of accelerated audience growth, particularly in younger audience segments, learning families, urban professionals and adventurous older audiences.
 - There is scope for significant audience growth across Greater Manchester without negatively impacting on partner venues.
 - Experience of museums and galleries working together across Manchester demonstrates that collective 'raising the game' does not grow one audience at the expense of another; creative excellence will grow audiences across the board.
- The strong music ecology in Manchester and Leeds, from high quality training to a viable

career structure and a thriving commercial music industry will be further supported.

- Demand for new theatre product; most of the producing theatres in England are in the North.
- Dance infrastructure has room for growth and the Factory will give scope to experiment with new work and ways of working.
- Provision of a turbine hall-type space that could accommodate large-scale visual art events, for which there is increasing demand.

Environmental Impact

The Factory development provides an opportunity to trigger transformation of a key site within Manchester. It will deliver:

- A world-class arts and culture space, designed by an internationally renowned architectural practice.
- A form of development that will take every opportunity to preserve and enhance the designated heritage assets within the vicinity of the site – a design developed in response to a deep understanding of these assets.
- Creation of new public realm and landscaping, leading to enhanced permeability and connections from the city centre to the River Irwell.
- Transformation of the townscape character of this area of the city centre in a major and largely beneficial way.
- A development that is designed to be accessible to all users including those whose mobility is impaired.

1.4 Museum of Science and Industry (MSI)

MSI is one of the North West's most visited cultural attractions with 700,000 visitors a year. It enjoys strong partnerships with regional schools and universities most notable through curating the Manchester Science Festival (MSF) and holding the Manchester STEMNET contact in local secondary schools.

As well as showcasing the technologies that allowed the area to thrive in the industrial world, with working textile machinery, mill engines and early computers, MSI tells stories of life in the world's first industrial city and present-day developments that keep the city at the cutting edge of manufacturing and technological processes and scientific discovery. Manchester's modern economic growth model is centred on the science economy, evidenced by its designation as the first UK city to become the European City of Science in 2015/16.

The MSI site is of considerable historic importance. The site includes some of the city's finest 19th Century warehouses – including the first passenger railway warehouse – and it is home to the world's oldest surviving passenger railway station

MSI is a vibrant and important tourist attraction for Manchester; however, it is recognised that in its current form, the complex is quite closed off from surrounding areas. As such, there is a clear aspiration to achieve better connectivity with Castlefield, St John's and the wider city centre.

MSI has a huge role to play in the further regeneration of this part of the city centre and in the

process can in turn discover powerful new physical, functional and visual connections with the existing and future cultural, leisure, educational, employment and residential uses. The symbiotic nature of new development around MSI, including the Factory, can clearly support its expansion and development into the future.

In this regard, MSI is developing their own masterplan and is collaborating with MQL on how the two estates can best complement each other.

A first phase of the strategy, which will clearly support MSI's position as the North West's premier destination for world-class science exhibitions, is the creation of a new international standard Special Exhibition Gallery. Planning Permission and Listed Building Consent was granted for the facility in November 2016. This new gallery will be capable of accommodating a much wider range of exhibitions, including national / international travelling exhibitions, as well as new exhibitions curated by MSI utilising its own collection. It will create a beacon for contemporary science and will assist in addressing London's dominance as the default location for such exhibitions.

The proposals will also offer a significantly enhanced visitor experience through the provision of high quality space, clear flow paths and an improved relationship with other parts of the MSI complex. Beyond the boundaries of the site, the space will clearly have an important role to play in further promoting the city centre as a place to visit and will complement the wider leisure, educational and cultural offer of the wider area existing and proposed.

To deliver the new exhibition space, internal works are proposed at the basement level of the 1830 Warehouse, Viaduct and former Liverpool Road Railway Station to create an improved gallery space. External works are also proposed, which include the provision of a new entrance hall to draw visitors into the space and enable a better understanding and appreciation of the heritage assets.

The proposals have been developed on the basis of a careful conservation led approach to design based on a detailed appreciation of the heritage significance of the site. The result is a design that better reveals many of the site's heritage assets including the removal of the existing ramp outside of the 1830 Warehouse and enhances the setting and interpretation of the listed buildings and history of the site through the careful selection of new materials to be employed within the scheme's surface finishes and landscaping.

The creation of new step free access into the new entrance hall will promote ease of movement and be accessible to all users including those whose mobility is impaired. Part of the proposals will be to remove the existing (non-original) wall and railings fronting Liverpool Road creating much better visual connectivity into the site from Liverpool Road, revealing further the heritage assets. In the future, there is an opportunity to create a further entrance into MSI, assisting with the permeability of the area.

In addition to new added value gallery space and improved permeability through MSI, a key objective is also to create enhanced outdoor public open spaces throughout the complex. There is significant potential

to improve the existing offer, recognising the opportunity to provide spaces for a range of activities that will include quiet relaxation whilst also offering the potential for bringing people together, including events.

In looking at the spaces between buildings, it is essential that the role of these spaces in the history of the site, and therefore the contribution to the overall narrative of the place is both understood and maximised in the design of the public realm. In addition, consideration would be given to potentially reorganising and re-orientating the Museum's programme of activities in order to create positive ground floor interactions with open spaces as well as pedestrian connections within and around the site.

1.5 'Union City' – The Upper and Lower Campfield Markets and Castlefield House

The inclusion of Upper and Lower Campfield Markets as well as Castlefield House represents a significant added value opportunity to extend the area of influence of St John's SRF and create for the first time a new gateway from Deansgate, which flows from Allied London's acquisition of Castlefield House.

In this regard, Manchester Quays Limited / Allied London has agreed terms with Manchester City Council that will allow it to bring back into more productive use the two Campfield buildings, complementing its acquisition in 2016 of Castlefield House.

Upper Campfield Market is a largely vacant Grade II Listed Building (used for occasional events) which

requires a permanent economically viable use to secure its future. It is a building of tremendous character and history and it presents a unique opportunity to provide a new experience for Manchester City Centre.

In this regard MQL has developed a concept proposal for the site 'Union City' which is to:

Develop a free flowing, visually and culturally interesting space that will integrate some of the region's most talented and ambitious operators, and curate a space for culinary experience, innovation and enterprise.

The space would provide double fronted retail and leisure units to Liverpool Road, occupied by 3 handpicked quality operators; a bar/kitchen, an artisanal coffee shop and a high quality green grocer/deli, sitting alongside a sophisticated and contemporary food hall concept comprising 15-20 compact units, with raised alternative seating.

Upper Campfield Market will be enlivened, and the result will be a melting pot for quality food, cultural consumption and a space for neighbourhood development. Implementing a combination of 5-year leases, and flexible 6-12 month licenses across the various small market units, will produce a transitional, exciting and current response to the space.

Lower Campfield Market is currently used as MSI's Air and Space Gallery; however, the building is not ideal for the display of historic objects and required

considerable investment to make it viable. In this regard, there is an opportunity to be further explored around creating a multi-use space that may retain key exhibits from the MSI collection at its heart whilst also accommodating flexible workspace units, co-working space and event space, building upon the existing initiatives, place-making projects and enterprise platforms that MQL has developed at Old Granada Studios.

In combination, Lower and Upper Campfield provide a unique and exciting opportunity to build a multi-use space for innovation, cultural experience and enterprise, linking Manchester's commercial heart with the St. John's Masterplan, and consequently fuelling the city's growth, whilst celebrating the city's architectural and industrial history.

The concept and approach to the buildings strives to create public togetherness in both Upper and Lower Campfield, creating a combined thriving urban location which is part of daily life, and set to an inspirational and historical backdrop.

Completing the picture, the acquisition of Castlefield House by MQL presents an opportunity to better integrate the two sites both physically and in terms of complementary uses. The current building does not respond well to either the setting of the adjoining heritage assets or the local townscape. Subject to leasehold interests, in the longer term there may be potential to explore options for reconfiguring or

possibly redeveloping the site, either in its own right or in conjunction with longer term proposals to enhance the Upper and Lower Campfield Market buildings.

1.6 Summary

This update to the St John's SRF represents a progressive masterplan for this part of the city centre. Through acquisition of new sites and better integration with new and established cultural anchors within this area, there is now an even greater opportunity to create new functional and physical connections and will add significant value to the overall quality of St John's and the hugely beneficial regeneration outcomes that will flow.

The updated SRF will foster enhanced permeability and better connections between St John's and MSI as well as back to Deansgate. The updated Masterplan provided at Appendix A of this document, outlines the extended area of the St John's SRF in full.

2 Strategic Context

The extended and updated SRF proposals are strongly aligned with Manchester's strategic policy objectives and economic strategy. St John's will support a community that generates new ideas, innovation and 'cultural experience.' When properly nurtured, these elements form the building blocks for enterprise and growth that will provide an international reach and world city status for Manchester. Importantly, St John's will further strengthen Manchester's profile as a place to invest. Manchester's business base is stronger than ever before- diversified with distinctive strengths in science,

health, digital and creative industries. This continues to drive a younger population which in turn is driving new demands for housing, with neighbourhoods of choice like St John's

2.1 Strategic Economic Context

Manchester is a national engine of economic growth with a population of more than 500,000, sitting at the heart of a conurbation of 3 million people in the north of England. The city's economic success has historically been driven by its growing role as the leading professional and business service centre outside of London, global connectivity through Manchester International Airport and business and leisure visitors, with Manchester the third most visited city in the UK.

Key economic growth sectors for Greater Manchester, as identified within the Greater Manchester Strategy and Greater Manchester Forecasting Model, include Business, Financial and Professional services and Creative and Digital.

Prospects for economic growth are closely tied to the ability to attract and retain the most talented individuals and, as such, it is critical to focus efforts on improving the marketing of the City Region's attractiveness as a location to live, study, work, invest and do business. A critical element of this is providing the right type of residential accommodation, in the right location.

The history, location, natural and heritage assets of the St John's SRF area lend themselves to the development of a new creative neighbourhood that adeptly combines high quality residential development, cultural uses, workspace targeted at creative enterprise and TMT sectors and active ground floor retail in a horizontal layering of uses that facilitates interaction and collaboration.

2.2 Planning and Regeneration Context

Much of the strategic policy context for this document remains consistent with that set out in detail within the 2015 adopted SRF. Since that time, further strategies have been published which continue to support the St John's proposals. These are summarised in brief below.

Residential Growth Strategy

In June 2013 the Manchester City Council Executive Committee considered a Residential Growth Prospectus that provided an analysis of Manchester's housing market, the existing pipeline of projects and set out an approach to encouraging additional housing to support the city's growing population.

Since then, the city has seen the pipeline beginning to be delivered. The context has also continued to change with projects like Manchester Life and Manchester Place beginning to deliver new homes and the transformational Devolution Agreement in November 2015 providing the framework for new housing related powers and a £300m recyclable housing fund for Greater Manchester.

The progress has included the completion of 3,818 new homes in the city over the last three years. These have been both to rent and for sale. In addition, over 2,800 empty homes have been brought into use in the period from 2013.

The Residential Growth Strategy, endorsed by the City Council Executive in September 2015, builds on this progress and emphasises the critical importance of maintaining a balance between incomes and housing costs. It argues that the city needs to have affordably priced housing across all sectors to support economic growth.

The Residential Growth Strategy sets out six priorities to support the city's sustained growth and ensure that there is affordably priced housing for sale and rent to underpin this. These are outlined below accompanied by a short narrative on how they relate to the updated St John's SRF Area:

1. **Increase housing building on existing and new sites:** Manchester estimates that a minimum of 25,000 homes will need to be built over the next 10 years. Much of the land that could be used in the medium to long term is currently in fragmented ownership and therefore requires

more work to prepare it for development. The extensive work undertaken by Allied London in partnership with Manchester City Council will allow St. John's to come forward as one cohesive and comprehensive redevelopment of the city centre and has the potential to deliver 2,500 new homes.

2. **Improve the quality and sustainability of the city's housing:** The Strategy seeks to ensure that new housing meets the needs of the city in terms of quality, design and sustainability. The St John's SRF area seeks to deliver housing of the highest standard linked in with an Energy Centre to promote the concept of a decentralised energy network in this part of the city centre, which, in the long term, will seek to reduce the 30% contribution that housing currently makes to carbon emissions across Manchester.
3. **Increase opportunities for home ownership:** only 38% of Manchester's population currently owns their own home, which is lower than the national average. In order to increase this figure, the Council is seeking to work with developers to ensure that there is a diverse portfolio of housing that includes homes that are accessible for first time buyers. The St John's neighbourhood seeks to deliver in excess of 2,500 dwellings, in a form that is appropriate to its city centre location, through a diverse mix of 1, 2 and 3 bedroom housing and would therefore diversify the portfolio of housing in the city centre.
4. **Expand the family housing offer:** St John's will broaden the range of housing offer in the city

centre. This will create opportunities for families who wish to live in the city centre in close proximity to the wide range of public and private services, good transport links and high quality amenity provision. St John's will also add to the appeal of living in the city centre by providing a diverse range of high quality non-residential buildings and uses including office, retail and leisure floorspace.

5. **Professionalise the private rented sector:** The St John's area can make a valuable contribution to the evident rise in popularity of the private rented sector and PRS model housing. Rather than the current fragmented nature of the private rented sector, with 70% of landlords owning 3 or less properties, St John's seeks to deliver institutional investment to allow properties to be let and managed by a single operator. This will ultimately improve the offer of high quality rental properties for those requiring interim accommodation while they progress toward home ownership.
6. **Provide appropriate housing options for retirement living:** as mentioned, a wide range of properties types and sizes will be offered by the St John's neighbourhood, which would be appropriate for the retired. It will also provide a vibrant community complete with additional amenities within the city centre and serve to enhance the lifestyle offer to those living outside of the site.

The delivery of St. John's would therefore clearly provide huge benefits to those living in and around

the SRF area once complete in relation to both delivery of housing for a wide demographic and enhancing the city's cultural offering with the inclusion of the Factory.

Our Manchester: The Manchester Strategy (2016)

The Manchester Strategy sets a long-term vision for Manchester's future and describes how that will be achieved. It provides a framework for actions by City Council partners working across Manchester – public sector organisations, businesses, the voluntary sector and the communities within it. The document promotes five key areas of focus for Manchester to the year 2025, which will be periodically reviewed to assess progress made. As set out throughout this document, St John's will deliver on each of the objectives which are outlined below:

1. **A thriving and sustainable city:** with a competitive, dynamic and sustainable economy that draws on Manchester's distinctive strengths in science, advanced manufacturing, culture, and creative and digital business – cultivating and encouraging new ideas. A city that is clean, attractive, culturally rich, outward-looking and welcoming.
2. **A highly skilled city:** possessing highly skilled, enterprising and industrious people.
3. **A progressive and equitable city:** a place where residents from all backgrounds feel safe, can aspire, succeed and live well.

4. **A liveable and low-carbon city:** playing its full part in limiting the impacts of climate change.
5. **A connected city:** connected, internationally and within the UK.

City Centre Strategic Plan

The City Centre Strategic Plan updates the vision and direction of travel for key growth areas of the city centre. It has been prepared to shape the activity that will ensure that Manchester City Centre continues to consolidate its role as a major economic and cultural asset for Greater Manchester and the north of England.

The role of the city centre as a principal economic driver to the City Region is described in the document on the following basis:

1. **As a driver of economic growth and a major employment centre:** The city centre accounts for over 40% of Manchester's total employment base, and is a significant driver of regional economic growth, hosting more than 10% of all jobs in Greater Manchester. Through the delivery of St John's, the city centre will be bolstered as a key driver for economic growth with the City Region, by delivering 400 - 500,000 sq. ft. of workspace, aimed at creative new industries, incorporating space for start-ups, incubators and collaborative working.
2. **As an increasingly popular residential centre:** The growth in the number of people living in the city centre over the last 20 years

is a major success story, going from a few thousand in the late 1990's to over 25,000 today, and nearer 50,000 within the expanded city centre boundary. St John's lies within the city centre boundary and will have a huge impact on the number of residents living within the city centre through the delivery of 2,500 new residential units, comprising a variety of apartments, live-work units and high-rise living set amongst a diverse range of other high quality leisure, retail and employment uses.

3. **As a major visitor destination:** Manchester City Centre is particularly rich in cultural assets and is increasingly becoming a destination of choice for visitors, both from abroad and from other parts of the UK. With the commitment to deliver the Factory on the St John's site, Manchester will be able to build on the strong base of tourist and leisure attractions currently offered within the city centre.
4. **As a place to relax and spend time:** A high quality public realm is essential to the character and appeal of the city centre for residents, visitors and workers alike. The Plan acknowledges the contribution that St John's will make to public areas within the city centre, as high quality public realm sits at the heart of the development principles for the area.

Within the document, St John's is described as a key city centre neighbourhood with scope for significant

regeneration. Importantly, the document reflects the commitment to delivering Factory Manchester on site, which this SRF Update now acknowledges to allow for a joined-up approach.

The other key priority to begin the delivery of the early phases of the development is now underway following the approval and submission of a number of planning applications, including the refurbishment of the historic Bonded Warehouse, the Old Granada Studios' complex, South Village, and St John's Place, as well as associated public realm.

The intention for St John's to work with, rather than offer direct competition to, other adjoining adopted SRF's and emerging neighbourhoods within the city centre as described in the City Centre Strategic Plan remains at the forefront of its delivery.

The Northern Powerhouse: One Agenda, One Economy, One North (March 2015)

This strategy sets out how transport is a fundamental part of establishing the North as a global powerhouse and how the North will develop the long-term investment programmes needed to support these goals.

With the delivery of the Factory Manchester likely to drive up visitor numbers to the city, investment is needed to ensure that transport connections across the North are suitable to allow such world-class cultural institutions to flourish.

A major part of improving the rail network across the North includes completing the planned investment in the Northern Hub, which has delivered improvements

to Manchester Victoria Station. Importantly for St John's, Deansgate has now partially completed its transformation into a fully accessible multi-modal transport interchange with both Metrolink and rail services, which will improve accessibility to St John's in the long term.

The Northern Powerhouse: Independent Economic Review

The Northern Powerhouse Independent Economic Review (NPIER) was commissioned by the TfN partners, collaborating with the wider Northern Powerhouse partnership.

The findings of the Review characterise the North's economic position and the drivers underpinning its performance, and identify opportunities where pan-Northern drivers and collaboration can support local activities.

The capabilities that were identified are international-class assets: expertise, research and businesses that are genuinely distinctive for the North, are highly productive, and can compete on the national and international stages.

The Review has identified a number of core messages:

- There is a persistent economic gap between the North and the national average that necessitates a radical change in the economy of the North
- The North has four prime capabilities which are highly productive and can compete on the national and international stage, alongside three

enabling capabilities that support the prime capabilities and combine to create a complementary and distinctive offer.

- The North is home to internationally regarded assets, expertise, research and businesses that are pan-regional, highly productive and compete at a national and international scale.
- Agglomeration is driven within the major cities, however the capabilities are present across the North: By 2050, in a transformed North GVA is projected to be some 15% higher than a 'business as usual' projection, and productivity some 4% higher, with some 850,000 additional jobs.
- A transformed North will require investment and improved performance in a number of critical areas, especially skills, innovation, and inward investment, alongside transport infrastructure and services.
- This first stage of analysis has clearly set out the opportunity for transformation in the North's economy. It is important that there is now continued analysis and strong leadership to make this transformational vision a reality.

The international prestige of delivering a neighbourhood like St John's will clearly raise the profile of the North of England, particularly in connection with the delivery of the Factory.

The inclusion of additional workspace by a developer with a track record of delivering transformational change, as has been observed in Spinningfields, will attract expertise, research and business to allow Manchester to continue to compete on an international

scale. This will in turn offer a major boost to job creation and GVA within the City Region.

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3 The Extended SRF Site

The updated SRF area has been extended to include MSI, the Upper and Lower Campfield Markets as well as Castlefield House.

The Site Analysis remains otherwise unchanged from that presented in the 2015 adopted SRF.

3.1 Museum of Science and Industry

The Museum occupies a 7.5 acre site within the Castlefield Conservation Area principally bound by Lower Byrom Street to the east, Liverpool Road to the south, Water Street to the west and the former Granada Studios site to the north.

The immediate site contains the following listed structures identified within the diagram overleaf:

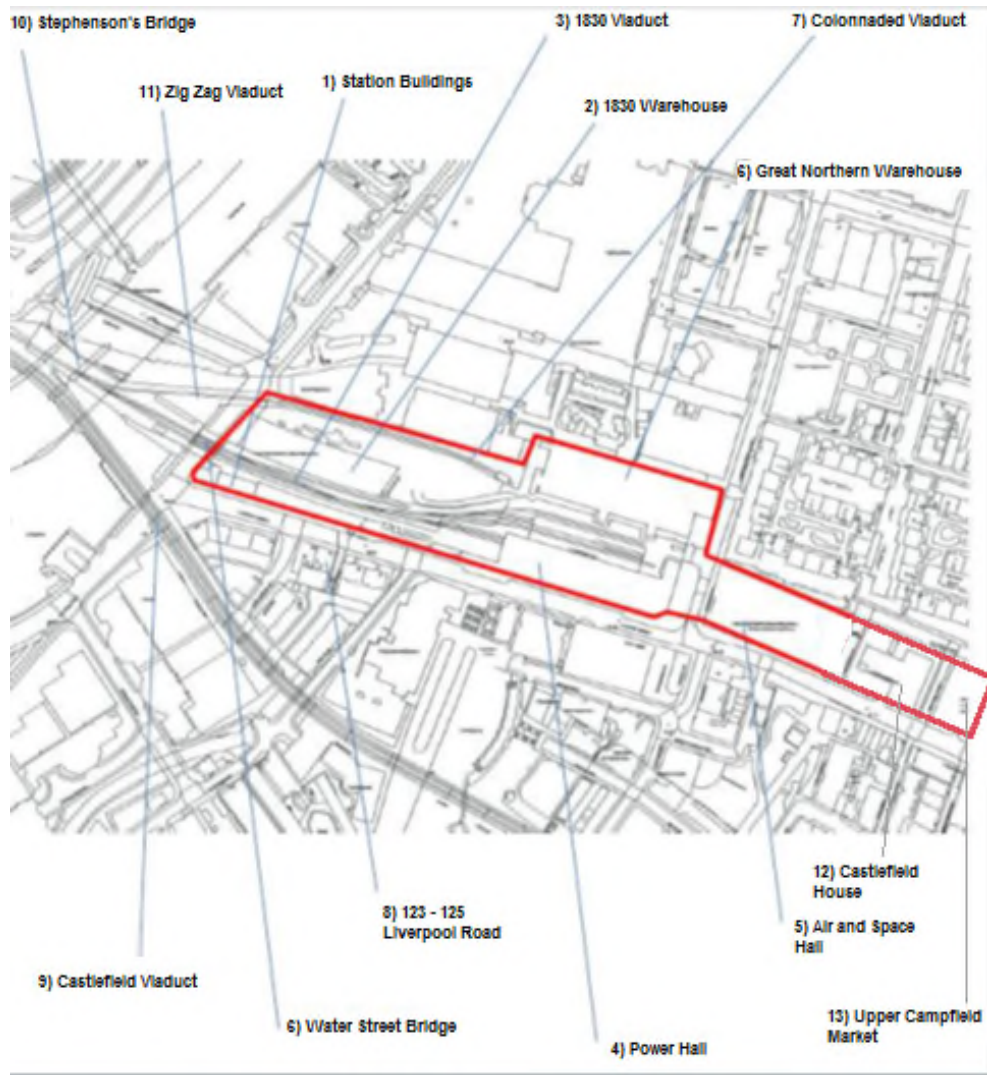
1. Station Buildings: Grade I
2. 1830 Warehouse: Grade I

3. 1830 Viaduct: Grade II
4. Power Hall (former transit/loading shed): Grade II
5. Air & Space Hall (former Lower Campfield Market): Grade II
6. Great Western Warehouse (former Lower Byrom Street Warehouse): Grade II
7. Colonnaded Viaduct (Pineapple Line): Grade II

3.2 Upper Campfield Market

Upper Campfield Market Hall is one of the two Victorian market halls situated on Liverpool Road (the other being the Lower Campfield Market described later in this section). It is joined to Castlefield Arcade, which fronts onto Deansgate and is occupied by restaurants, a hairdresser and the Cervantes Institute.

Upper Campfield Market Hall comprises a large single-storey market hall with a glazed roof and comprises 1,612 sq. m of floorspace. It was built in 1878 at the same time as the Lower Campfield Market Hall, currently occupied by the Museum of Science and Industry.



Despite the success of recent temporary events, including an artisan market, a long term sustainable economic use is required for this building to secure its future conservation and to allow this important asset to be fully appreciated and play a significant part in the life and vibrancy of the city centre.

The building and the adjoining arcade are Grade II Listed, and located within the Castlefield Conservation Area – one of the largest conservation areas in Manchester, and designated in 1979.

While the entire building is protected by the listing, it has evolved over its lifetime, including the infill of the side walls, which were originally open to the elements, as well as more recent changes to accommodate its diverse history of uses which range from exhibition centres and museums to a WW2 'barrage balloon' factory.



3.3 Lower Campfield Market

The former Lower Campfield Market completed construction in 1876 to house an open-air market and is now home to the Air and Space Hall. It is also a Grade II Listed building, typified by its cast-iron facades and columns, gabled ends and large glazed panelling.

The iron framed market hall later became the City Exhibition Hall, but was almost derelict by the 1970s. Manchester City Council restored the building and opened the Air and Space Museum in 1983, which subsequently became part of the Museum of Science and Industry Estate.

The building requires substantial investment and a review of its use to ensure its future viability; it presents an opportunity to deliver a comprehensive rethinking of the strategy behind both the Upper and Lower Campfield Market buildings in combination with Castlefield House.

3.4 Castlefield House

Castlefield House (now under the ownership of Allied London), situated between the Upper and Lower Campfield Markets on Liverpool Road, is also to be included within the St John's SRF Area.

The building underwent extensive refurbishment and reconfiguration in 2010 and is currently partly occupied.

The building comprises a 6 storey office set back from the street frontage of Liverpool Road. The area between the office block and Liverpool Road partly

comprises an area of surface car parking which is secured by iron railings at the back of pavement and partly by a further 2 storey office building.



The existing building negatively impacts on the setting of the adjoining Listed Buildings and severs any previous historical connection between the Upper and Lower markets. The building offers little in terms of architectural quality and its relationship to Liverpool Road and the adjoining heritage assets impairs the quality of the street scene and the wider appreciation of townscape in this part of the city centre.

4 Development Principles

This section of the document provides a refreshed, composite set of core development principles to guide a comprehensive approach to the SRF area as a whole. It largely retains all of the principles set out in the adopted SRF; however, these principles are also augmented to take into account the expanded opportunities and area of influence described in the preceding sections of this document.

4.1 Introduction

The purpose of this document is not to prescribe a form of development as inevitably there will be many different options and combinations of development which could deliver the vision for the site.

It is however important to identify a series of principles at the outset that will inform the further

detailed masterplanning of the site as well as the design of the constituent development components.

This is important in terms of ensuring that proposals come forward in a fully integrated and carefully coordinated manner, and also that development is founded on set of principles that will allow the full potential of this strategic regeneration opportunity to be maximised for Manchester and the City Region.

4.2 Core Development Principles

The following development and urban design principles will lie at the heart of the proposals:

- To deliver a 'best-in-class' city centre neighbourhood; a place to live, work and play; a place for enterprise and innovation; for culture, entertainment and leisure; a unique proposition for Manchester that will raise its international profile and set it apart from its peer cities.
- In so doing, to ensure that the development is fully integrated both functionally and physically with the rest of the city centre and adjoining city Centre neighbourhoods including Spinningfields, and Castlefield. The 2016 SRF update strengthens the ability to achieve this through the further incorporation of MSI and the additional sites on

Liverpool Road (Upper and Lower Campfield Markets and Castlefield House).

- To re-establish, where appropriate, Manchester's tight-knit urban grain in the South Village development and to create a meandering network of public spaces and complementary range of uses that connect the site and the River Irwell to the existing St John's residential area immediately to the east. As part of that process, the opportunity should be taken to recreate the historic building lines along Grape Street, Lower Byrom Street, Great John Street and Water Street.
- To provide for a range and mix of high quality residential accommodation as part of the creation of a vibrant, well-managed and sustainable new neighbourhood of choice, which seeks to foster a sense of community and encourage long term owners and occupiers. The mix will comprise a variety of apartments including an open market and rental housing offer that people can afford, as well as live-work units. The proposed residential uses will be set amongst a diverse wider range of employment, retail, leisure, and cultural uses that will add to the appeal of this neighbourhood and satisfy demand for city centre living.
- A form of development that retains and maximises the site's key heritage assets including the existing MSI complex, Upper and Lower Campfield Markets, the Bonded Warehouse, Granada House and Accumulator Tower and integrates those features into the new urban form. It will be important to reflect the site's layered history and through that strategy it will be possible to create an exceptional and distinctive sense of place
- To identify development options that will enhance, or where that is not possible, minimise the impact on heritage assets or their settings in delivering the substantial public benefits and comprehensive regeneration that the St John's masterplan proposals will deliver.
- The proposed mix of complementary uses will equally combine to create this distinctive sense of place and will ensure life and vitality on weekdays, in the evenings and at the weekend.
- A scale of building form that in height and plan extends the scale of St. John's across the site. This form of development may lend itself to a horizontal layering of uses, including flexible commercial studio space above a ground floor of retail for a range of mixed uses that could include media companies to internet businesses as well as designer makers and artists. Above the studios a roof-scape of residential or live / work units and terraced gardens to the Village provide 24 hour 7 days a week life to the new city neighbourhood.
- Flexible leasing strategies will be used where appropriate to encourage a mix of uses in the area involving start-up businesses and independent operators as well as established operators in order to foster enterprise and establish key points of difference from the offer at Spinningfields. This will be of importance in further developing concept proposals for the Upper and Lower Campfield Markets, as identified in the preceding sections of this document.
- A series of existing and new public and semi-public landscaped spaces will be created that support a new network of routes and linkages

which connect the different parts of the site to its adjoining neighbours and the River Irwell as well as anchoring the major buildings. This will include:

- The existing Breeze Studio gardens, which will be retained as a managed public space.
- New areas of public realm adjoining the Bonded Warehouse – interacting with and providing a new setting for this imposing building.
- The creation of a new riverside place built around the existing canal lock. The western part of the core site comprises riverside plots where development should be designed to capitalise on the high environmental qualities offered by a waterside setting, including the historic interest of the river lock and, to the south, the railway viaducts. The convergence of these features gives a unique opportunity for a development of quality and character, to maximise views back to the city centre and provide enhanced public access to the river edge.
- Making the River Irwell more accessible and a more desirable piece of the city's public realm will also be extremely desirable - an accessible pedestrianised river frontage, active and vibrant in nature; a desirable place to relax and appreciate one of the new district's assets, the riverside public realm. Connections to the Irwell City Park to be maximised.
- The creation of a "gateway" public space at the head of Quay Street in order to promote a strong visual link to Spinningfields.
- In addition, there is a real opportunity to reinforce the role of St John's Gardens by addressing the impenetrable nature of the ITV site to its west and reconnecting the site. The space is not currently on a thoroughfare of any sort. The creation of a series of new routes and connections across the site in particular from east to west; providing a strong link between Deansgate through the site to the river.
- In addition, to all of the above, at the heart of the "Village" is the concept of a new neighbourhood that will be distinctly intimate offering a range of spaces, textures and atmospheres including landscaped squares, formal streets and meandering alley ways.
- In conservation terms, the new network of routes and public spaces will enhance permeability through the Conservation Area and celebrate the site's rejuvenated heritage assets, allowing them to be viewed and enjoyed by the public in a positive and meaningful way.
- Following discussions from adjoining landowners, there is now a clear opportunity to create a new connection and point of entry to the Museum of Science and Industry from within the site. This would provide the opportunity to open up the permeability in the north-south direction across and beyond the site.

- There is a future aspiration and opportunity to enhance the Museum's open spaces, particularly focused on the 'Lower Yard' and 'the potential to create a new space at Viaduct level which interfaces with St John's 'Viaduct Square' The design of these spaces can assist greatly in interpreting the historic development of the area as well as providing spaces that will cater for a range of activities from events to quiet relaxation.
- Good sight lines to the river from the development should be created wherever possible.
- New buildings should be designed to support active streets particularly around key public spaces and pedestrian desire lines as well as to contribute to a walkable, pedestrian-friendly environment.
- Support for active streets will be encouraged by developing active frontages on the ground floor of buildings, allowing for a vibrant and varied street scene with a complementary mix of uses across both the day and night time economy.
- The new development should therefore seek to create active frontages at street level enlivening the public realm towards Lower Byrom Street and St John's Gardens, Great John Street, Liverpool Road, Quay Street, Lower Quay Street and Water Street.
- In this regard, it will also be critical for the St. John's team to continue work with the team delivering the Ordsall Chord, to ensure that the detailed design of this scheme is of the right quality to maintain and enhance the strategic link along Water Street.
- Two new public spaces will be provided as part of the Factory development; these will be designed to be open for public use whilst also capable of accommodating performances and activities.
- Given that the functional and in particular servicing requirements of the Factory will require a bridging structure over Water Street there is a need to develop proposals that will animate and enliven the underpass space. This should be considered in consultation with the Factory design team and eventual operator and may result in the curation of activities that reference the events programme for the Factory.
- Servicing arrangements for the Masterplan, including the Factory, should be carefully developed as part of a comprehensive strategy that enables the successful management of servicing in a way that is appropriate to a world-class venue and that minimises adverse impact on residents and occupiers.
- Street lighting should be given proper consideration to ensure adequate levels of lighting are provided to create a secure and safe place to pass through and use, whilst not causing light pollution to the surrounding area. As identified above, this will be important in the context of Water Street, which will require an appropriate lighting and wider animation strategy in order to mitigate

- the impact of the functionally necessary bridging structures.
- Carefully managed access to the listed section of the underground canal and former air raid shelter will be provided as part of the proposals, together with interpretation material. This will provide a further link back to the interesting layers of history associated with the site.
- To the west of the site, adjacent to the River Irwell, there is the potential to introduce taller, elegant residential buildings, which complement the larger urban grain in this area and a key gateway into the city and which provide a very different offer to the penthouses and townhouses in the lower rise developments. These will be an elevated retreat for residents living above the city, positioned to respond positively to both distant views of the city as well as existing local vistas and new views within the Masterplan. These will 'float' above the Village elements. The buildings would be of the highest architectural quality and designed to address the assessment criteria for tall buildings identified in Historic England's Guidance on Tall Buildings (as well as the earlier guidance produced jointly by English Heritage and CABE), including the impact of the proposals from carefully selected key viewpoints.
- The culmination of this response is the opportunity to respond to the area's 'gateway' status at a key entry point to the city centre from the south west through redevelopment of the Globe and Simpson and Albert Shed sites to create a development with a landmark building. This would provide a building with a strong visual profile, which will act as a dynamic marker at a key route into the city from the west whilst responding to the axial city grain, particularly Quay Street, and terminating the vista from Deansgate / Peter Street. Through redevelopment there is an opportunity to improve the legibility of the site and to create a more appropriate response to the new scale of development offered by the existing Spinningfields and Left Bank developments, as well as committed development along the Quay Street corridor including 1 Spinningfields at 20 office floors.
- New development should carefully consider the height of the adjacent buildings and spaces, especially the adjacent grouping of historic industrial buildings within the MSI complex and the group of Listed Georgian properties along St John Street.
- The Factory Manchester will comprise a large scale producing performance space with seating provision, with a large space for immersive, flexible use – with the capacity for these elements to be used together, or separately, with full acoustic separation. It would be multi-purpose with the ability to transform from a traditional sit down theatre to a more flexible standing audience environment in a matter of hours, presenting the opera, ballet, theatre and visual art treasures of the past, whilst enabling living artists to evolve these precious art forms, together with popular culture, into the 21st Century.
- Creating a positive interrelationship between the Factory and the Listed elements of the MSI complex, as well as the nearby heritage assets at St John's such as the Bonded Warehouse, will be

achieved by delivering a carefully considered approach to development on site and allow the St John's area to respond positively to these key heritage assets. The height, massing, siting and materiality of the Factory will all play a key part in ensuring this positive contribution.

- The overall design should demonstrate that it contributes to the varied architectural character of the area, and is specifically adapted to its context, by creating a cohesive group of buildings with an individual expression and vitality. As such, architectural diversity is encouraged, to create a neighbourhood that is varied in character and reflects its organic, historic development.
- Redevelopment of Listed Buildings should be respectful of their quintessential architectural and significant historic fabric and therefore seek to preserve and enhance the elements that make these assets unique while creating an appropriate use to secure their long-term future.
- There is a significant opportunity to explore with Network Rail and Salford City Council the re-purposing of the existing Listed Viaduct adjacent to the site of the Factory, to create linkages between major and emerging clusters of creative industries from First Street to the Factory and connecting, via the new pedestrian footbridge, into Salford. There is potential for refurbishment and commercial use of the arches, where this would enhance the amenity and offer of the Factory and the wider St. John's Masterplan.
- New development proposals should be accompanied by an appropriate car parking strategy, which allows the potential demand generated by future residents, occupiers and visitors to be met whilst considering the promotion of alternative sustainable forms of transport. On-site car parking solutions should be incorporated into development proposals in a manner that does not detract from the character or animation of the street.
- The role of Water Street should be improved through treatments such as shared surfaces and generally improving connectivity with the River Irwell and form a positive relationship with the Factory. A newly formed waterside location should be fully maximised.
- New development should respond positively to the townscape and create an environment where the amenity of adjoining residents and the environment within the site with regard to privacy, microclimate, noise, refuse management, safety and vehicular movement for example are maximised.
- Designs will allow accessibility for all and create a safe and secure environment using the principles of "Secured by Design".
- Regeneration of this site should promote a sustainable development, including through maximisation of its locational advantages and proximity to public transport nodes as well as through building design.
- It is proposed to close the length of Back Quay Street between the Gartside Street junction and Water Street to optimise this development area at a nodal point within the city and to ensure that the site can be more effectively integrated into

the wider cityscape and into the adjoining Masterplan area.

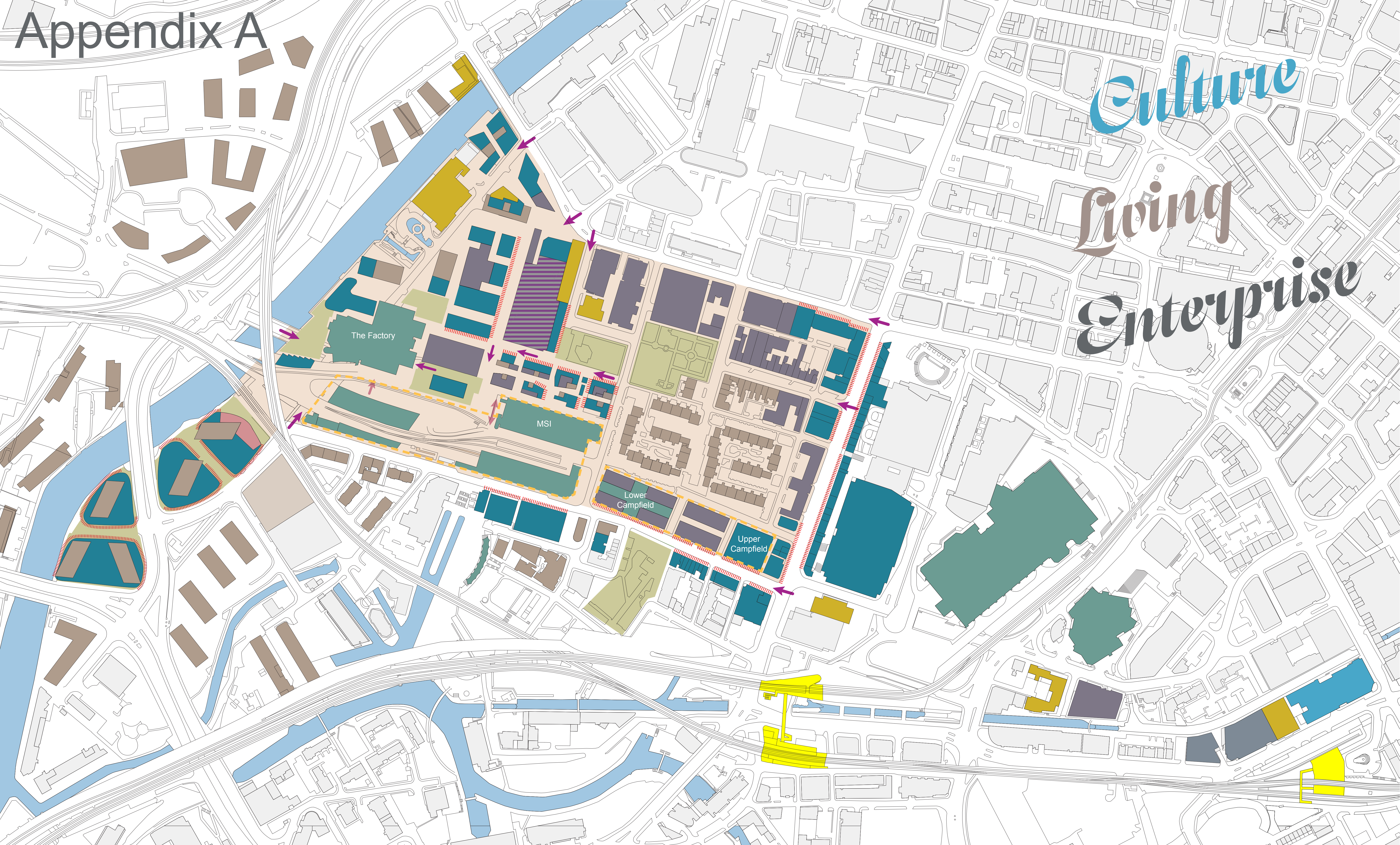
- Redevelopment of existing buildings on the southern boundary offers the opportunity to secure the rejuvenation and partial exposure of the railway arches, with the potential for this part of the site to integrate better into MSI through the use of the arches in connection with the Factory.
- Re-masterplaning the site can create a form of new development that will enhance the Conservation Area and the setting of Listed Buildings including the MSI complex, Victoria and Albert Warehouses and the Great John Street Hotel by providing built form where a large gap site exists, defining for example the edges to Water Street and Quay Street in a manner that provides greater life and activity on those streets, as well as better urban form.
- Develop a site-wide servicing strategy of the site (in particular of the Factory) and to respond with a design that can manage these needs in a way that is both appropriate to a world-class venue and which minimises adverse impact on surrounding residents/occupiers.

Appendix A – Masterplan

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Appendix A

Culture
Living
Enterprise



- | | | |
|------------------|-------------------------|--------------------------------|
| Workspace | Hotel | Community/Commercial |
| TV/Film Studios | Living | Key Route |
| Retail & Leisure | Transport Hub | Route to be confirmed with MSI |
| Culture & Events | Squares and open spaces | Active Frontage |
| Education | Car Park | Recently Added to Masterplan |

ST. JOHN'S

{MANCHESTER}



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