



Portland Street Strategic Regeneration Framework

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1. Introduction

Purpose of the Report

This Strategic Regeneration Framework (SRF) has been prepared in relation to an area of land bounded by Portland Street, Bloom Street, Addington Street, and Chorlton Street.

This Framework has been developed to set out an overarching strategic approach for commercially-led regeneration of a neighbourhood at the heart of the City Centre, with a focus on creating a new office offer alongside other employment generating uses, such as the emerging proposals for a new hotel at 55 Portland Street.

The SRF sets out the strategic regeneration and planning context for the masterplan, its relationship to surrounding neighbourhoods, an overview of the existing sites, a vision and key development principles, and an illustrative masterplan.

Planning Status

Following the endorsement of this Strategic Regeneration Framework, the document will be a material planning consideration in the determination of all planning applications relative to the Framework Area. Whilst it does not form part of the Development Plan, it has been prepared to be consistent with the adopted Manchester City Council Core Strategy and national policy objectives.

Contributions and Acknowledgements

This document has been prepared by Property Alliance Group, Stephenson STUDIO, and HOW Planning on behalf of Manchester City Council.



2. Strategic Regeneration and Planning Context

Regeneration is an important planning consideration. Over the past fifteen years Manchester City Council has successfully regenerated areas such as Piccadilly, Spinningfields, the commercial core, around Manchester Central, the Northern Quarter, the Civic Quarter and Castlefield. This is an ongoing process and much remains to be done if the City Centre is to remain competitive. Manchester City Centre is the primary economic driver in the City Region and is crucial to its longer term economic success. It is essential therefore that the City Centre continues to grow and provide new accommodation in order to deliver regeneration. The Portland Street Area is located within the City Centre, which has and continues to be a focus for major public and private investment in development public transport. Portland Street represents a strategic opportunity to support and deliver a number of important growth and strategic policy objectives at the City and Greater Manchester level.

REGENERATION CONTEXT

The strategic development of Portland Street will help achieve a number of regeneration objectives which are summarised below.

City Centre Strategic Plan 2015 - 2018

The City Centre Strategic Plan 2015 – 2018 responds to the rapidly evolving economic geography of Manchester City Centre. As both the economy and population of Manchester have grown, large scale mixed-use developments incorporating commercial, residential and leisure uses are driving change at its boundaries - including Great Jackson Street, First Street, and Castlefield to the south-west.

The extension of the City Centre has seen new areas of office and residential-led regeneration being developed through the implementation of Strategic Regeneration Frameworks.

The Portland Street Masterplan can contribute to a number of regeneration priorities for the City Centre as set out in the Plan, including:

- Commercial – As frameworks are developed for key areas of the City Centre, space for commercial accommodation which is flexible and able to meet the needs of the market, will be central.
- Residential –The City Centre has benefited from long-established residential neighbourhoods such as Castlefield, the Northern Quarter and the Village. However, the need to identify and develop new or enhanced City Centre neighbourhoods is essential to satisfy existing and anticipated demand.
- Retail - As the UK's top performing retail destination outside of London there will be a continued, concentrated effort to support and diversify the existing retail offer in addition to facilitating new entrants into the city centre.
- Leisure and the Evening Economy - It is estimated that 150,000 people visit the city centre each weekend to enjoy the nightlife. The city centre



and its night time economy are extremely important to Manchester. Having a vibrant leisure and cultural offer is a key factor in people's choice about where they live, work and visit. It also contributes hugely to Manchester's economic growth.

STRATEGIC PLANNING POLICY CONTEXT

Housing White Paper

On 30th January 2017, the Government published the White Paper “Fixing our broken housing market”. The paper intends to boost the housing supply and create a more efficient housing market by taking a comprehensive approach to tackle failures at every point in the system. The paper sets out that there is a need: for more land for homes, to ensure homes are built quickly, to diversify the housing market and to take steps to improve the current situation.

In order to meet one of the key aim of ensuring there is enough land for homes, the paper makes a commitment to use land more efficiently which is particularly relevant for development in city centres. The proposals include maximising contributions from brownfield land and goes on to state that “the presumption should be that brownfield land is suitable for housing unless there are clear and specific reasons to the contrary ”.

Further the White Paper states that better use should be made of where demand is high and available land is limited. In this sense, the White Paper seeks to promote higher density housing stating that “authorities and applicants need to be ambitious about what sites can offer, especially in areas where demand is high and land is scarce, and where there are opportunities to make effective use of brownfield land given the strong economic and environmental benefit”.

Northern Powerhouse

There is a growing recognition, at both a local and national level, that by joining together the cities of the North of England, an increasingly powerful economic area can be created that can help to re-balance and grow the national economy, providing the ability to compete internationally. Manchester is at the forefront of this movement, and the City Centre, as a key driver of the economies of both Greater Manchester and the North West, will be a crucial component in this connected Northern Powerhouse.

In the 2014 Autumn Statement, George Osborne introduced the concept of the Northern Powerhouse. This is a vision for the North of England, based on the idea of combining major strategic investment into transport, science and innovation and creating creative clusters, and devolution. The Statement pledged of £7 billion to support the northern economies to develop and deliver higher levels of productivity, thereby enabling these economies to be a more effective counterbalance to the London economy.

The announcement also provided that Greater Manchester will have a directly elected Mayor; with Andy Burnham duly elected on 4th May 2017. Mr Burnham has responsibility for local transport budgets, some strategic planning powers, and a £300m housing investment fund.

A subsequent budget in July 2015 reconfirmed the Government's commitment to the Northern Powerhouse by announcing further devolution deals with the Sheffield City Region and Leeds, West Yorkshire and partner authorities.

To put this into perspective, the key City Regions of the North of England taken

together represent the 10th largest EU economy (£289 billion), offering 19% UK GDP and with tremendous growth potential estimated at £37bn to 2020. To capitalise on this growth potential, Manchester must positively forward plan and grasp opportunities to create certainty for key development opportunities such as at Portland Street.

Draft GMSF

The Greater Manchester Combined Authority published the draft Greater Manchester Spatial Framework (GMSF) on 20th October 2016 for 12 weeks.

The aim of the draft overarching spatial plan is to provide development opportunities across the whole of Greater Manchester to ensure that investment and growth in houses and jobs happens but also benefits residents and makes Greater Manchester a better place to live and work.

In total, the Draft Plan proposes the following development requirements over the Plan period (2015-2035):

- 227,200 homes
- 4,000,000 sqm of industrial and warehousing floor space; and
- 2,450,000 sqm of office floor space.

The Plan identifies a number of 'strategic locations' which will make significant contributions to development requirement sets out above. The City Centre is one of the ten identified strategic locations and this area will specifically be focused on as being the primary business location in the country outside London, as well as being required to deliver housing. Over the period 2015 – 2035, the policy sets a target for the City Centre of 1,250,000 sqm of new office floor space and around 40,000 new additional dwellings.

Portland Street has the potential to contribute strongly to a wide range of strategic policy objectives within the draft GMSF as summarised below:

Policy SL1 City Centre states that this area will provide the primary focus for business, as well as diversifying the City Centre's offer with retail, leisure, culture and tourist uses to complement the economic role. Policy SL1 also acknowledges the increasingly important residential role of the City Centre, and its capability to enhance the mix and quality of accommodation available. The continued growth of the City Centre requires all the priorities to be balanced; namely protecting the fundamentally important economic role whilst accounting for a very large increase in the residential population and taking advantage of the lifestyle opportunities that the City Centre location can offer.

Policy GM1 Delivering a successful Greater Manchester seeks to focus development as much as possible towards the existing urban areas, and particularly previously-developed land within urban areas to assist the continued regeneration. Moreover there will be a presumption towards high density development for dwellings and employment space in highly accessible locations and near public transport stops which are served frequently.

Policy GM3 Offices states that new office floor space will be focused in a small number of key locations, including the City Centre of Manchester and Salford, which will help to further enhance its position as the premier office location outside London.

Policy GM4 Retail, Leisure and Tourism also identifies the city centre as a key location for enhancing the retail, tourism and leisure opportunities which are vital to providing the quality of life that will help to attract people to live, work and enjoy Greater Manchester.

Policy GM19 Design places great emphasis on high quality design being fundamental to creating high quality, attractive places for the future success of Greater

Manchester. It is essential that all new developments help to enhance local distinctiveness and identity and therefore will be required to positively respond to their surroundings, the quality of the area, the historic context and the landscape character.

It is also important to note that the GMCA published a new Greater Manchester Strategy on 27th October 2017, named ‘Our People, Our Place’. The plan explains the GMCA's ambitions for the future of the city-region and covers health, wellbeing, (employment), housing, transport, skills, training and economic growth. Whilst it is expected that this will inform the next draft of the GMSF, at this stage the proposals conform with the ambitions by assisting in creating a thriving economy in Greater Manchester.

LOCAL PLANNING CONTEXT

Manchester Strategy 2016 – 2025

The Manchester Strategy sets out a vision of a new model for sustainable economic growth based around a more connected and greener city region, where all residents are able to contribute to and benefit from sustained prosperity and a good quality of life.

It seeks to secure Manchester's position as a world class city:

- With a competitive, dynamic and sustainable economy that draws on distinctive strengths in science, advanced manufacturing, culture, creative and digital business, cultivating and encouraging new ideas;
 - With highly skilled people, enterprising and industrious people;
 - That is connected, internationally and within the UK;
 - That plays a full part in limiting the impacts of climate change;
 - Where residents from all backgrounds feel safe, can aspire, succeed and live well; and,
 - That is clean, attractive, culturally rich, outward looking and welcoming.
- The Strategy is then structured under five key themes, namely a thriving and sustainable city, a highly skilled city, a progressive and equitable city, a liveable and low carbon city, and a connected city. Through setting out a series of actions under the key themes, the document seeks to ensure that Manchester remains competitive internationally, predominately through the reuse of existing buildings and planned areas for business growth, whilst ensuring that this city is liveable through pursuing growth in new residential accommodation. Portland Street can help contribute towards the delivery of these strategic objectives.

Manchester Core Strategy 2012

The Core Strategy Development Plan Document 2012-2027 was adopted by the City Council on 11th July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy sets out the long term strategic planning policies for Manchester's future development. Portland Street has the potential to contribute to a wide range of Manchester's strategic policy objectives set out within the Core Strategy and as summarised below:

Policy SP1 Spatial Principles sets out the key special principles which will guide development. It states that the focus of growth for the City Centre will be for economic and commercial development, retail, leisure and cultural activity alongside high quality city living. The SRF will help to achieve these spatial

principles through the delivery of a mix of uses.

Policy EC2 Existing Employment Space seeks to protect and enhance existing employment space and sites. The Policy also acknowledges that there are some circumstances where it will be appropriate to support alternative uses. Alternative uses will only be supported on sites allocated accordingly, or if it can be demonstrated that:

- The existing use is un-viable in terms of business operations, building age and format;
- The existing use is incompatible with adjacent uses;
- The existing use is unsuitable for employment having had regard to the Manchester - Salford - Trafford SFRA; or
- On balance, proposals are able to offer greater benefits in terms of the Core Strategy’s vision and spatial objectives than the existing use.

The SRF will reprovide office floorspace in a commercial-led mix of uses.

Policy CC1 Primary Economic Development Focus: City Centre and Fringe states that the provision of a range of economic development uses, such as retail, leisure, entertainment, cultural and tourism facilities will be encouraged in the City Centre, to support the development of a vibrant employment location attractive to businesses, employees and visitors to the City Centre. The policy also states that this location is considered a suitable location for high density buildings and commercially-led mixed use schemes.

Policy CC2 Retail seeks to promote the growth and improvement of retail provision in the City Centre. Retail uses will be supported in the city centre where it would serve a local community or contribute to the area’s character. Ground floor uses will be encouraged as part of the framewrok to provide active frontages.

Policy CC3 Housing sets out that the City Centre will see the most intense development of housing; setting a minimum target of 16,500 new units to be provided in the City Centre up to 2027. One of the key locations identified for the residential development is Piccadilly, close to Portland Street that can deliver new housing as part of a mix of uses.

Policy CC4 Visitors – Tourism, Culture and Leisure states that the City Centre will be the focus for culture and leisure in the City Region. Proposals to improve the appearance, use and accessibility of all cultural and visitor attractions and associated facilities will be supported. The SRF includes for the provision of two new hotels that will significantly contribute to these objectives.

Policy CC5 Transport seeks to maintain and enhance sustainable access to the City Centre by all modes and to strengthen public transport capacity and quality.

Policy CC6 City Centre High Density Development confirms that City Centre development will generally be high-density and that land should be used to maximise its efficiency. The SRF seeks to deliver on this objective.

Policy CC7 Mixed Use Development promotes mixed use developments as being most viable and able to contribute to regeneration initiatives within the City Centre. The policy is supportive of developments that promote a range of uses, and particularly residential elements together with uses that support economic gain, for example active ground floor frontages that are occupied with retail, food and drink and leisure uses. The SRF seeks to deliver on this objective.

Policy CC8 Change and Renewal: The City Council has identified the types of development and approach to development which is considered most likely to deliver the vision for the City Centre and development which reflects elements

of this will generally be supported. The policy states that the City Centre will welcome large-scale schemes and those that make significant contributions to the City Centres role in terms of employment and retail growth, and more generally improve the social, economic or environmental well-being of Manchester. The SRF presents a co-ordinated large-scale new district in the heart of the City Centre that will make a significant contribution to growth targets.

Policy CC9 Design and Heritage expects the design of new buildings to be of the highest standard in terms of appearance and function. The policy states “development in Manchester City Centre should preserve and enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments”.

Policy CC10 A Place for Everyone aims to make Manchester a place that appeals to everyone.

Policy EN1 Design Principles and Strategic Character Areas seeks to ensure that new development follows the seven principles of urban design within the site specific character areas and reinforces the sense of place and local distinctiveness of the City. The policy also states that Design and Access Statements should be submitted with proposals for new development and must clearly detail how the proposed development addresses the design principles, reinforces and enhances the local character of that part of the City and supports the achievement of the Core Strategy Strategic Objectives.

Policy EN2 Tall Buildings states proposals for tall buildings will be supported where it can be demonstrated that they:

- Are of excellent design quality;
- 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.

The framework includes the potential for a number of tall buildings that will replace or improve the current post-war buildings. Individual planning applications for development within the SRF area will need to demonstrate that detailed designs meet the requirements of the policy tests.

Policy EN3 Heritage relates to heritage and states that the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of the City Centre. The policy requires new developments to be designed so that they preserve, or enhance the historic environment, character, setting and accessibility of listed buildings and conservation areas. It is expected that an appropriate appraisal will be carried out by developers of issues relating to heritage assets. Whilst there are no designated heritage assets within the SRF area, there are numerous listed buildings and conservations areas in the immediate vicinity. The SRF proposals seek to strike an appropriate balance between regeneration objectives and the need to preserve heritage assets.

Policy H1 Overall Housing Provision states that approximately 60,000 new homes will be provided for Manchester between March 2009 and March 2027, equating to an average of 3,333 units per year. There is a presumption towards high density housing development (over 75 units per hectare) within mixed use schemes which help contribute towards regeneration initiatives. The policy also states that 90% of residential development will be on previously developed land. The SRF can help make a contribution to meeting the housing targets as part of a mix of uses.

Delivering Residential Growth: Update and Action Plan 2017 – 2022

In March 2016 the Manchester City Council Executive endorsed the Manchester Residential Growth Strategy which set a minimum target of 25,000 new homes to be delivered within the city by 2025. The Residential Growth Strategy proposes a set of priorities to support the city’s sustained economic growth and ensure that there are affordably priced houses and apartments for sale and rent, which meet the needs of economically active households who want to live in the city.

The Growth Strategy comprises six key objectives:

- Increase housing building on existing and new sites;
- Improve the quality and sustainability of the City’s housing;
- Increase opportunities for home ownership;
- Expand the City’s family housing offer;
- Professionalise the private rented sector across the City; and
- Provide appropriate housing options for retirement living.

A key aspect of this strategy is to reflect the City’s broadening economic base and the need for the city’s housing market to answer to both the nature and scale of demand. The idea of this aspirational strategy is to provide opportunities to support high quality residential growth at sustainable locations. The Strategy states that specifically high-density apartments will be prioritised at the conurbation core of Manchester City Centre, such as Portland Street.

Conclusions and Role of Portland Street

Given its location, the existence of a number of development-ready sites within the City Centre Core, and key transport nodes, this part of the City Centre can play a significant part in satisfying identified current and future demand for population and economic growth, as well as maintaining more historic City Centre neighbourhoods. A number of neighbourhoods located within the City Centre are well-established or have already been the focus of significant regeneration activity. Portland Street will interface with these areas either directly or indirectly, and as such, will help to knit together these existing distinctive neighbourhoods through the replacement or improvement of the existing post-war buildings to create a new focus and identify for this area, and add to the sense of place. The importance of permeability of the Portland Street area and its connectivity to its established neighbours is therefore of paramount importance and this framework can help foster a new gateway location that connects the existing and emerging neighbourhoods in the City Centre.

The regeneration of the site is consistent with both national and local planning policy and the City Council’s economic development and regeneration plans. The site has a unique blend of characteristics which provide a significant opportunity for the City Centre to continue its regeneration and drive economic growth across the City Region. The nature of the uses proposed for the site will add to the City’s overall offer and would greatly assist the regeneration of the whole city centre in terms of its function, expansion, activity and integration.

3. Relationship to Surrounding Neighbourhoods

Immediate Context

Portland Street is located in close proximity to The Village, Chinatown, and Piccadilly. Each of these areas has its own role and character. The Arch and Pagoda signify the heart of Chinatown with its many restaurants, shops and small businesses. The Village is uniquely Mancunian in character – its physical form being established by the wealth of fine Victorian and Edwardian buildings. The defining quality of The Village lies in it being the home of the Lesbian, Gay, Bisexual and Transgender community, and the night time and leisure scene for which The Village is world-famous.

Portland Street will interface with these areas either directly or indirectly, and as such, will help to knit together these distinctive neighbourhoods through the replacement or improvement of the post-war buildings to create a new focus and identity for this area, and add to the sense of place. The importance of permeability of the Portland Street area and its connectivity to its established neighbours is therefore of paramount importance and this SRF can connect the existing and emerging neighbourhoods in the City Centre. Together, these new and improved neighbourhoods will deliver a multitude of regeneration benefits.

The redevelopment of Portland Street is an important next step in the evolution of this part of the City Centre. A mix of uses encourages the creation of a dynamic, lively locale. It will deliver a host of complementary uses that will contribute to the vitality not only of the immediate area but also surrounding areas. More widely, the delivery of commercial-led mixed use development, including housing, hotels, and retail, at Portland Street will contribute to the City’s growth targets.

Wider Regeneration Context

A number of Strategic Regeneration Frameworks (SRFs) have been prepared for nearby emerging neighbourhoods, which guide new development in a coordinated and cohesive way. The Portland Street SRF will help to contribute to this ongoing regeneration of the City Centre. Adjacent Strategic Regeneration Frameworks include:

HS2 Piccadilly

In January 2013, the UK Government announced its commitment to Phase 2 of High Speed Rail 2 (HS2). The delivery of HS2 in around 2033 should provide a massive economic boost to the cities of the North of England. HS2 will provide essential additional capacity across the rail network, shorten journey times between Britain’s major population centres, boost the economy and create thousands of jobs.

In order to respond to the opportunities presented by HS2 and the Northern Hub the SRF proposes significant changes in the vicinity of the station and also sets out preferred options for the design and functionality of the station itself. The SRF estimates that development on and around the new Station could support over 3,000 housing units and almost 30,000 jobs

Civic Quarter

The Civic Quarter has and continues to be a focus for major public and private investment. The Civic Quarter SRF has helped to stimulate investment which has seen St Peter’s Square itself and the surrounding buildings undergo major transformation which create a series of key public landmarks around the Square.

Aytoun Street

The Aytoun Street SRF proposals seek to create a new vibrant and creative mixed use residential led neighbourhood, integrating the site with the surrounding area. The proposals seek to add to the life, vitality and 24/7 use of the area, including new housing and a variety of complementary leisure uses which would provide a means of extending dwell time and generating footfall and activity into and around the site.

North Campus

The North Campus is a key regeneration area with the University of Manchester current ‘North Campus’ being declared surplus to the University’s requirements following its announced £1 billion investment to create a single campus on Oxford Road. The area will be a mixed use district with a focus on knowledge industry research-related activity.

Summary

In the context of the significant levels of investment and regeneration that has already taken place and which is planned in close proximity to the Site, the Portland Street SRF holds a key location in terms of spreading activity beyond these new neighbourhoods, assisting in creating high quality links from the Piccadilly Station to the south, and stitching together these new regeneration areas with the more established historic central areas such as Chinatown, The Village, and the Northern Quarter.

4. Heritage Assets

The NPPF defines a heritage asset as:
“A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest.”
As previously identified, 55 Portland Street and the existing buildings within the SRF area are not identified as heritage assets. Therefore any effects arising from the proposed development on built heritage will be indirect in nature; having potential to affect the significance of the identified assets through change within their setting.

Designated Heritage Assets

Designated heritage assets are those which possess a level of heritage interest that justifies designation and are then subject to particular procedures in planning decisions that involve them.

Conservation Areas

Conservation Areas are “areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance. ”
The proposed development is adjacent to the Whitworth Street Conservation Area (north-east boundary) and George Street Conservation Area (south-east boundary).

View analysis has indicated there is also potential for the proposed development to be partially visible from the Albert Square Conservation Area.

Manchester City Council does not have full published appraisals for these conservation areas, but does provide an overview of their history and character on its website .

Listed Buildings

Listed buildings are defined as designated heritage assets that hold architectural or historic interest. The principles of selection for listed buildings are published by the Department of Culture, Media and Sport and supported by Historic England’s Listing Selection Guides for each building type.

Having considered the nature of the proposed development and the intervening townscape and topography, the listed buildings in Table 3.1 below have been identified as having potential to be affected by the proposed development.

Modelling of the potential visibility of the proposed 16 storey building by Stephenson Studio (see Appendix 5) indicated that the proposed development would be partially visible from Peter Street, adjacent to the Central Library (grade II* listed). However, further analysis has demonstrated that the approved 3 St Peter’s Square development (planning application ref: 116189/FO/2017) will obscure the proposed development. Consequently the Central Library and St Peter’s Square Conservation Area have not been considered further within this Heritage Statement.

The modelling also indicated the proposed development would be partially visible from the Town Hall (grade I listed) and from John Dalton Street; the impact of which will be assessed through consideration of the Albert Square Conservation Area.

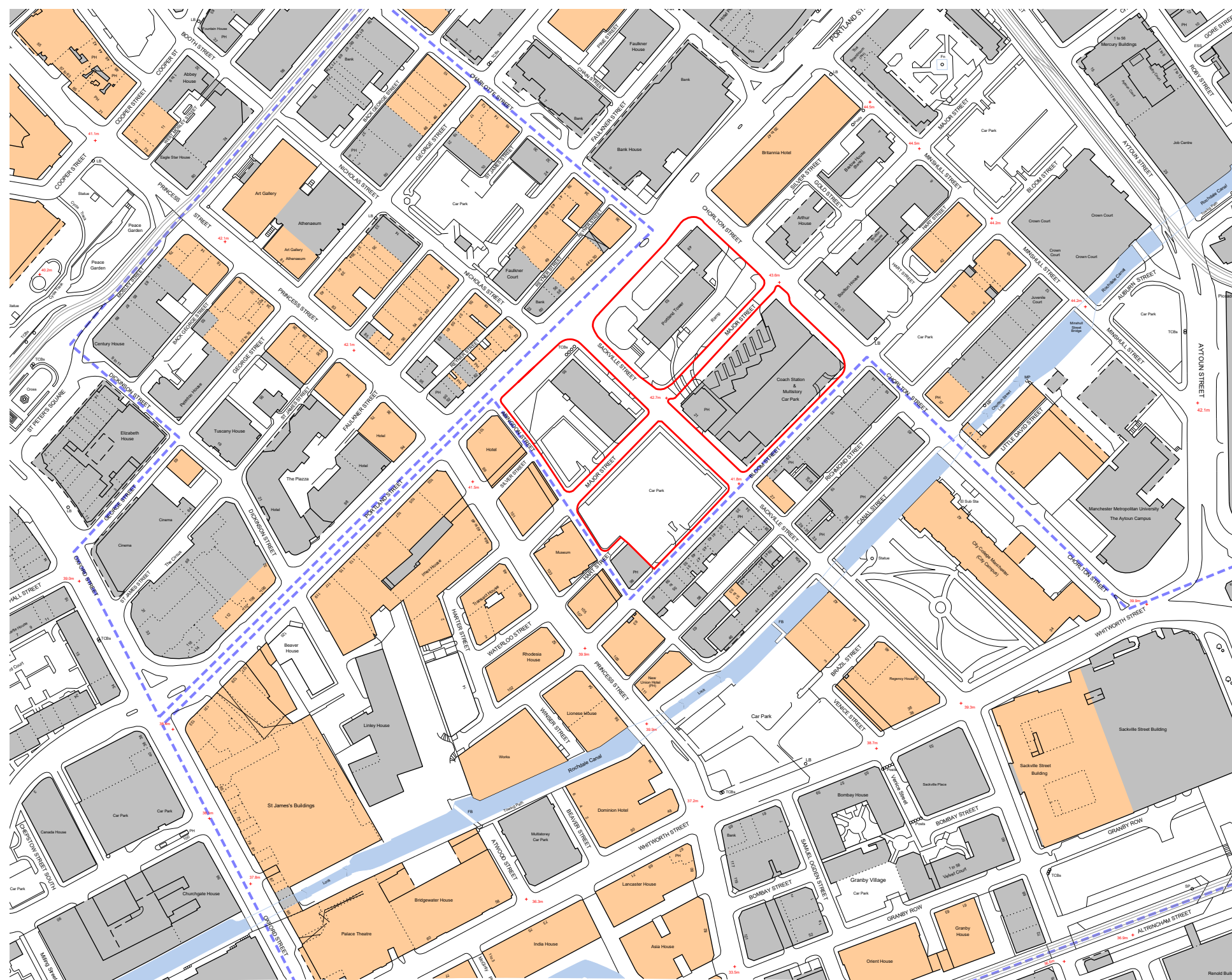
Listed Buildings

Grade II

70 and 72, Portland Street
The Grey Horse Public House and attached railings (74-80, Portland Street)
Circus Tavern and attached railings, 86, Portland Street
Manchester Chinese Chamber of Commerce
Former Pickles Building (101, Portland Street)
Portland House (103 Portland Street)
Basil House (105 and 107 Portland Street)
109 and 111 Portland Street
113-119 Portland Street
87-91 Princess Street
101 Princess Street
51 and 53 Richmond Street
27 Sackville Street
52 and 54 Portland Street
44-50 Portland Street
Fraser House (45 Portland Street and 36 Charlotte Square)

Grade II*

103, Princess Street
Britannia Hotel



listed buildings and conservation areas

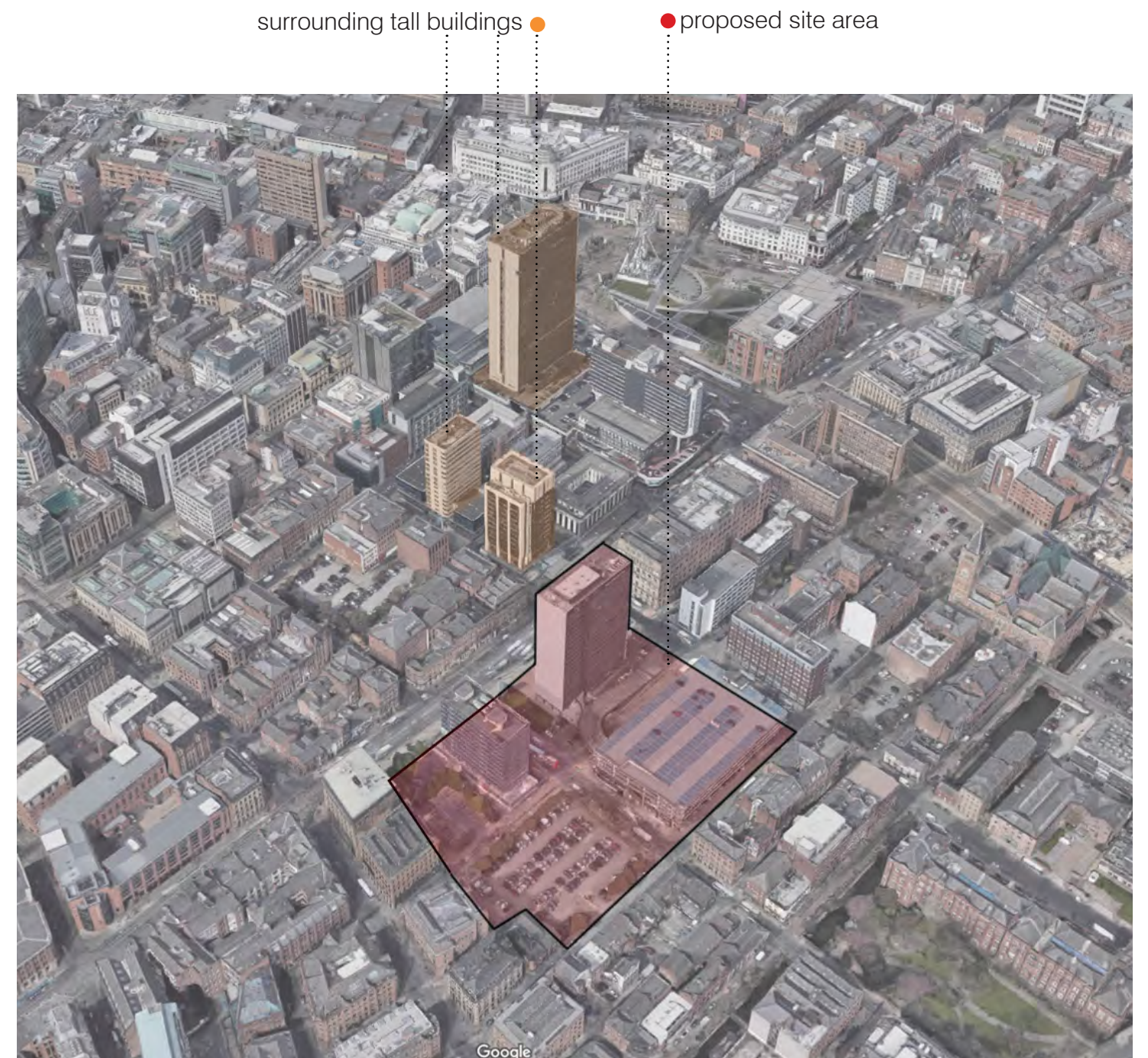
5. Key Characteristics of Site

The SRF area occupies a strategically important location within Manchester City Centre. The area occupies a prominent location on key roads, including Portland Street which is an important east-west linkage through the City Centre, connecting the City's commercial area with Piccadilly Train Station, and connecting the Oxford Road Corridor with the Northern Quarter. Sackville Street is an important north-south linkage connecting the commercial core to the Mancunian Way (M57).

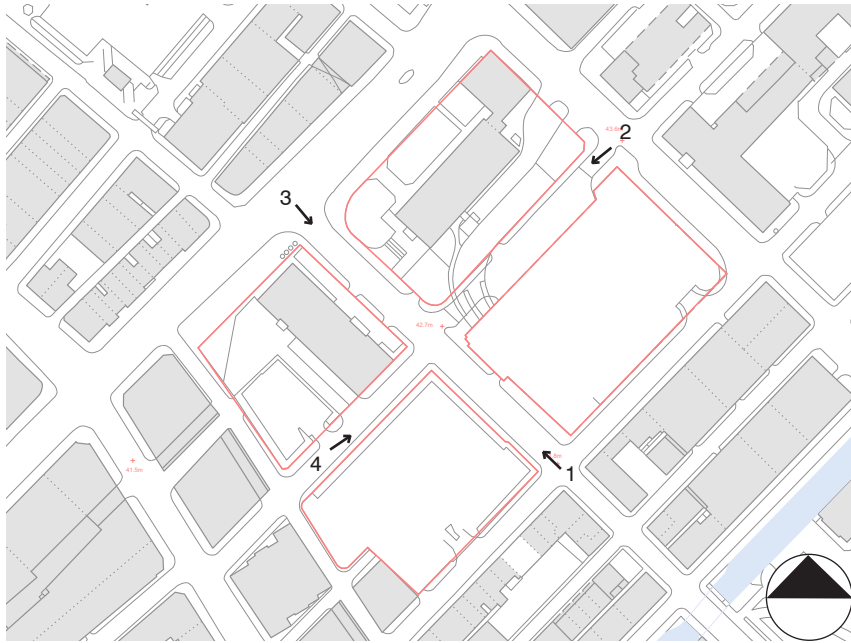
The area surrounding the SRF comprises a mixture of commercial, leisure, and ground floor retail land uses; predominately cafes, bars, restaurants, hotels, offices and nightclubs. Along and surrounding Sackville Street, the area is characterised by a large number of bars and clubs located within The Village with residential and commercial/office uses on the upper floors of most buildings. During the Manchester 'Blitz' in World War II, a number of buildings around Portland Street, including within this SRF area, suffered bomb damaged leaving gap sites that were redeveloped during the late 20th century. The immediate area outside of the SRF is characterised by the surrounding historic context, namely the Whitworth Street Conservation Area, the George Street Conservation Area, and a number of surrounding Grade II and Grade II* Listed Buildings. There are no heritage assets within the SRF area.

The street character and urban context of this part of the City Centre are now large blocks with narrow back streets that run the long length of each block. The Village and Chinatown areas are very fine grain with smaller building blocks. The massing of the existing surrounding blocks are 3 storeys to the Canal Street Village rising to 16-20 storeys facing Portland Street. The predominant external facades of the surrounding areas are brickwork with deep set reveals.

The area has high levels of accessibility in terms of its location, with immediate access to a variety of public and private transport modes. In locational terms, it is situated within easy walking and cycling distance to a number of key services and facilities within Manchester City Centre, including Oxford Road, Manchester Victoria and Manchester Piccadilly train stations, two Metrolink Tram Stops, Market Street shopping precinct and the city's business district. The major investment in public transport infrastructure currently occurring in and around the City Centre and across Greater Manchester (such as the Second City Crossing, Metrolink extension to Trafford Park, and the Northern Hub) will provide many benefits not only to passengers, but to the city's sustainability, access to employment and the wider economy. For this area, capacity and connectivity enhancements to Metrolink will provide significant improvements to access destinations across the City Centre and the regions



aerial view



1. sackville street view



3. portland street view



2. bloom street view



4. major street view

6. SRF Area

The SRF comprises four city centre blocks entitled 1 – 4 and can be described in their existing condition as follows:

Site 1

The site is bounded by Portland Street, Sackville Street, Major Street and Abingdon Street and currently comprises a consented planning scheme for a 10 storey 4* hotel adjacent to a refurbished 13 storey office building. The office building is now subject to a separate planning application for a ground floor + 16 storey 4* hotel development. The site is owned by the City Council.

Site 2

The site is bounded by Portland Street, Chorlton Street, Major Street and Sackville Street and comprises a 20 storey glass office tower (Manchester One). The tower is sited within the centre of the block and away from the back of pavement line on all roads by some 15 metres. Along Major Street is the existing vehicle ramp to the Multi-storey car park above Chorlton Street Bus Station. The ramp then crosses the road at high level to the adjacent site 3. There is also a two storey Public House at ground floor level on the corner of Portland Street and Chorlton Street.

The site is owned by the City Council.

Site 3

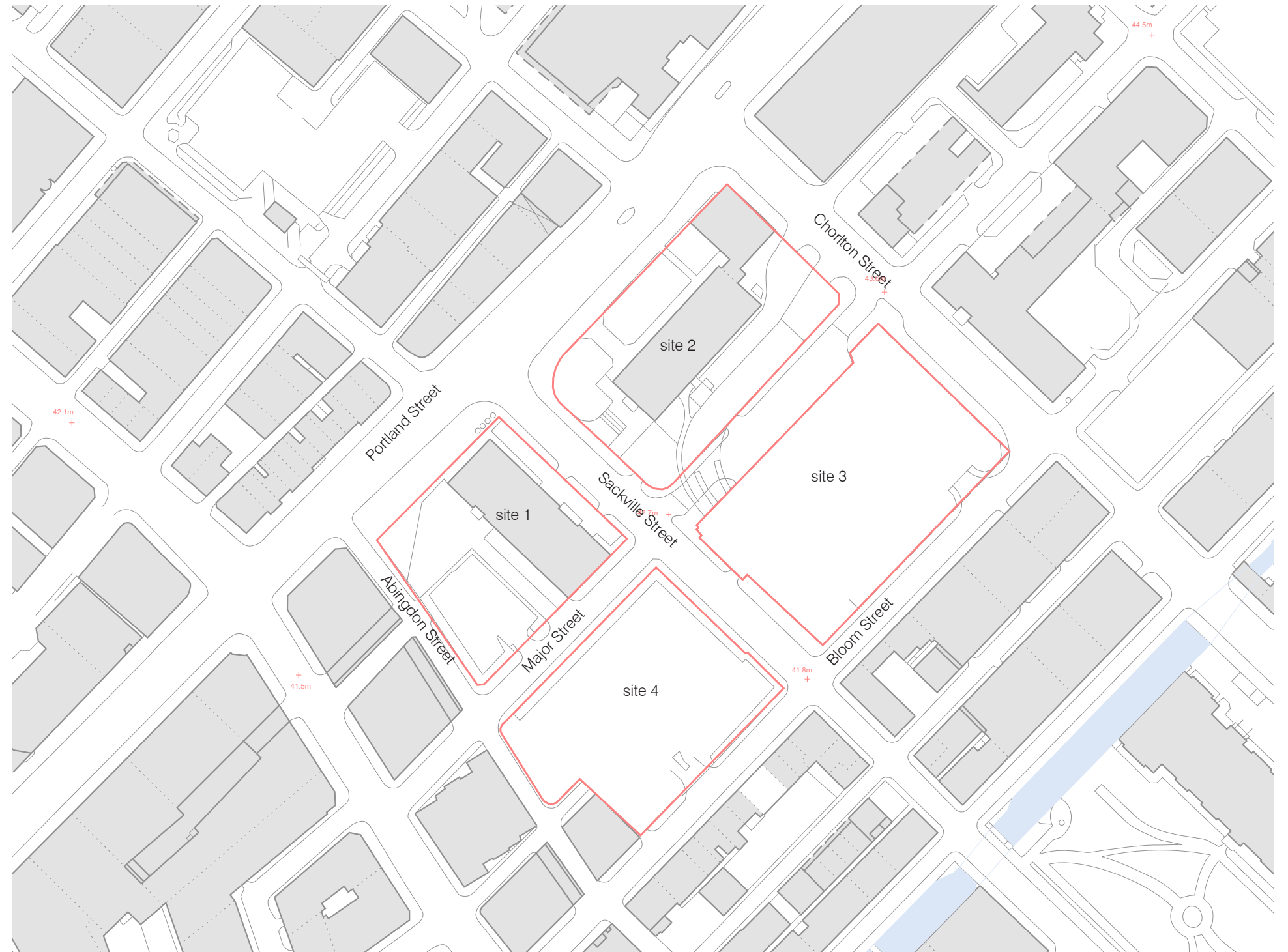
The site is bounded by Major Street, Chorlton Street, Bloom Street and Sackville Street and comprises the Chorlton Street Coach Station at ground level and 4 storeys of multi-storey car park above. There is also a Public House at Ground floor on the corner of Sackville Street and Major Street.

The site is owned by the City Council.

Site 4

The site is bounded by Major Street, Sackville Street, Bloom Street and Abingdon Street and comprises the Bloom Street NCP surface car park and two storey Public House (New York New York) which is outside of the site boundary on the corner of Bloom Street and Abingdon Street. In addition to the provision of vehicle parking, the car park is also used by the Village community to support the areas events offer.

The site is owned by CP Co 4 Limited as a Freehold title.



7. The Opportunity

The Portland Street SRF presents a major opportunity to comprehensively plan an important part of the City Centre that is characterised by largely dated post-war buildings for a new commercially-led mixed use area focusing on employment generation.

This highly desirable location links key city centre neighbourhoods at Piccadilly, The Village, Chinatown, and the Oxford Road Corridor. There are no listed structures within its boundaries. The area presents an opportunity for development of the highest quality of design and use of materials, with a mix of uses including offices, hotels, residential, car parking, retail and community.

The vision for the Portland Street area is for a new co-ordinated, office-led mixed-use district that is befitting of this important location and gateway in the heart of the City Centre. High quality new buildings and extensions will improve the post-war perception of the area by introducing high density development and a mix of employment generating and residential uses that complement the surrounding areas, as well as including new public realm and active frontages to transform the pedestrian environment.

Site 4 of the Portland Street SRF currently comprises a surface car park and a two storey Public House (New York New York) outside the site boundary on the corner of Bloom Street and Abingdon Street. The car park is utilised by the local community during events hosted within the Village, which includes Manchester Pride, where the site assists with the facilitation of the Pride Parade. Given the social and cultural importance of such events to the Village, and the wider City Centre, in maintaining and strengthening its identity, the SRF details replacement car parking as well as the inclusion of a potential dedicated events space. This is located within site 3 and could cater for this need to allow these important community uses to continue within the SRF area.

The preparation and delivery of the Portland Street SRF will bring economic benefits to the local area and City as a whole given the proposals will drive growth in jobs, supported by an additional 250 housing units.

Based on the illustrative masterplan presented in the SRF it is envisaged that the following jobs (FTE) could be supported as a result of the proposals:

- Retail – 204 jobs
- Commercial – 2,511 jobs
- Hotel – 256 jobs

In addition, to this, construction jobs will also be generated with secondary supply chain jobs.



8. Development Principles

The following principles require consideration in any redevelopment proposals:

- Create a commercially led mixed use area with a focus on employment generation.
- A comprehensive approach to development is required to maximise the SRF's development potential and ensure that it contributes fully to the City's Growth Strategy;
- Create high quality developments reinforcing the SRF's key frontages;
- Create enhanced public pedestrian connections and active frontages, thereby improving the permeability and access into/through the area;
- This new development will be configured to fit a range of uses, enabling a mix of activities to co-exist and animate the public realm;
- Provide high quality and useable public spaces;
- Replacement high quality, public car parking should be provided within the SRF area.
- In terms of buildings and public spaces, the surrounding heritage assets demand that new developments must be of an exceptional quality and design to ensure these assets are preserved and enhanced;
- Development must integrate effectively within existing surroundings and future development proposals, by creating an urban form that achieves connectivity within the evolving physical environment.
- Residential Development must comply with the Manchester's Residential Quality Guidance document.
- Creation of Place
- Focus and Identity
- Complements wider activity
- Commercial led approach to development
- Priority for commercial with ground floor amenity and residential above.



9. Implementation and Delivery

The SRF has been prepared in order to support a co-ordinated approach to redevelopment of the Portland Street Area as a whole, and to provide a framework of guiding principles, and an illustrative masterplan, that can form a basis for future collaboration between landowners and developers.

Implementation and Phasing

In relation to phasing of development and sequencing of construction activity, it is envisaged that Site 1 will be developed as Phase 1 given the existing planning consent on the current car park and the advanced proposals for 55 Portland Street. All plots within the SRF area (including Plots 1, 2, 3 and 4), however, have the ability to come forward either as separate phases or concurrently. This is on the basis that they are in accordance with the principles of the SRF, have considered and addressed the relocation of existing occupiers and uses, and contribute to the delivery of a commercially-led mixed use area.

Delivery Mechanisms

The quality of uses and architecture, as well as the manner in which the more functional requirements (public realm, access, servicing, car parking etc.) are handled must also be of the highest quality. In this case, the contribution of new development, including extensions or alterations to existing buildings, to the quality of the environment in the area, as well as reinforcing pedestrian routes and desire lines from surrounding areas, will be of particular importance. Without an overall strategic approach to the area, and a drive for high quality design, the piecemeal redevelopment of the area would represent a missed opportunity in terms of reinforcing its existing characteristics and ensuring the creation of a commercially-led sustainable neighbourhood.

The regeneration of the Portland Street SRF area will be predominantly market-led, with an emphasis on individual developments providing necessary physical and social infrastructure upgrades, that will facilitate a high performing, accessible and sustainable commercially-led neighbourhood.

A number of delivery mechanisms are considered appropriate as part of the SRF to:

- provide a framework, strategy, and illustrative masterplan within which improvements can be programmed and prioritised, to keep pace with development activity and the vision for a high-quality, commercially-led mixed use area;
- ensure that contributions from developers can be fully maximised within the confines of existing policy and legislation (local and national); and
- respond to the constraints and practicalities of delivery. It is expected that as individual developments come forward Plots 1 – 4 will deliver the necessary strategic approach to the area as follows:
- Provision of high-quality uses, design, landscaping,

servicing and car parking (where necessary) within the boundary of an individual plot. These should help to achieve the overall vision for the SRF and be informed by the SRF's guiding principles for each plot. Such matters will be secured via planning conditions and be delivered by individual applicants.

- It will be necessary to promote a strategic approach to the development of the area and to deliver high quality design that would create a commercially-led, sustainable neighbourhood. It will be necessary to promote appropriate uses and ensure that public realm and other community infrastructure is delivered as part of the development process. This would ensure that quality outcomes for the neighbourhood are delivered and would underpin the vitality and viability of the area.

Site 1

A 183 bed 10 storey 4* Hotel and Casino is currently under development. It is proposed to develop a 329 bed 17 storey 4* Hotel on the site of 55 Portland Street.

Site 2

The Manchester One tower will be retained within the SRF as commercial office space. The car park ramp at Major Street will be removed, which will enable the provision of ground floor uses, including new retail and leisure amenities. A new building and associated public realm is proposed, located on the Chorlton Street, Portland Street corner which could form an extension of Manchester One.

Site 3

The development of Site 3 would require significant changes to the existing site conditions, which would require extensive discussions with the current occupiers. However it is important to position this significant site within the wider regeneration context of the SRF area. This site could deliver new commercial or residential led, mixed use development, complemented by ground floor leisure and retail units and a proposed community use facility, and could include activity that would support the local community such as a medical centre on Bloom Street.

Site 4








A new multi storey public car park could be located on Major Street, which could also provide roof level garden space. Site 4 could also deliver retail and restaurant units. Part of this building could also provide space for community use. This SRF details community space with a gross internal area (gia) of circa 22,000 sq. ft. at street level, over multiple levels.

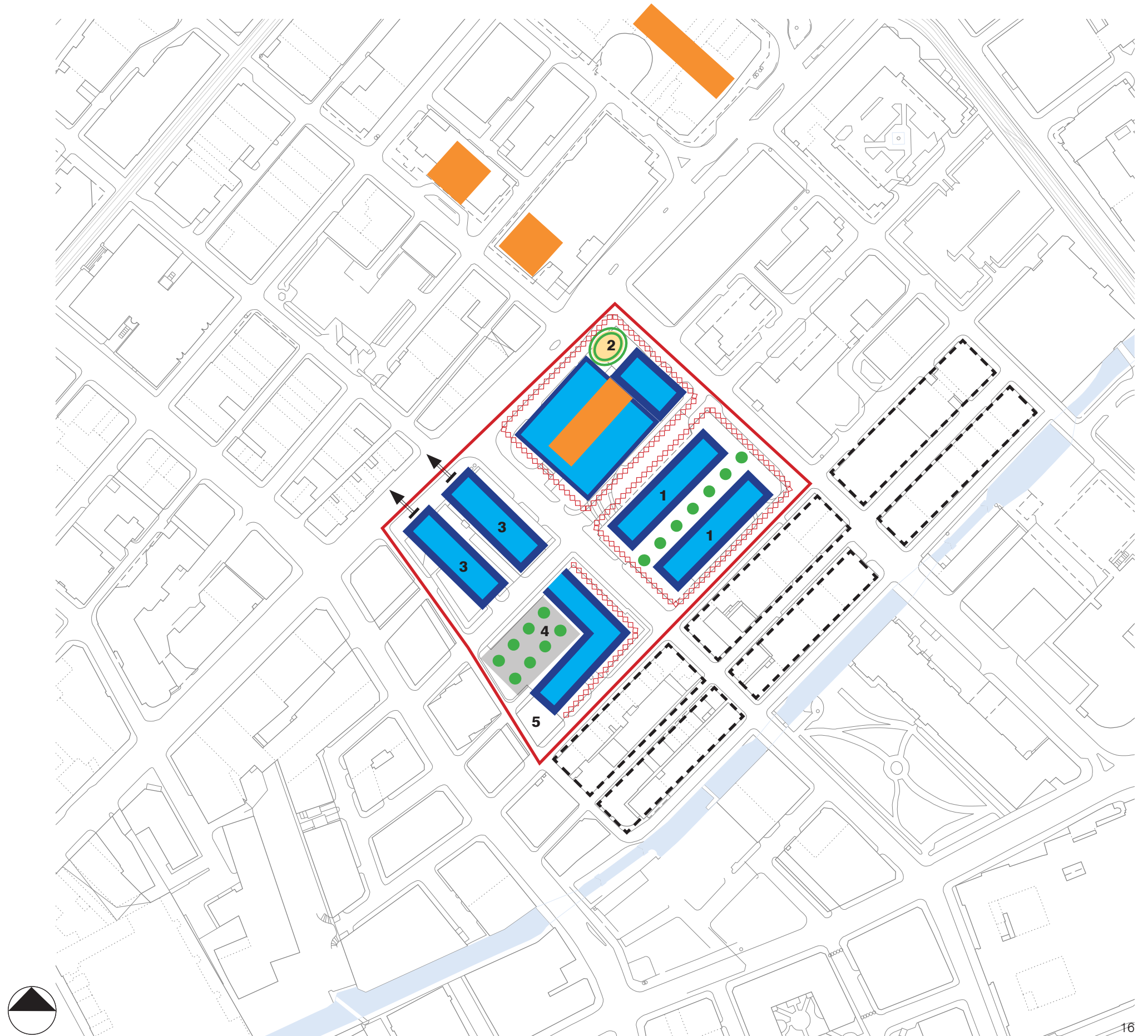
Public Realm

New high quality public realm is proposed that improves connectivity and permeability through the area, enhances the setting of both the proposed and existing buildings, and facilitates greater interaction at street level.



10. SRF Strategy

-  Surrounding tall buildings
-  Proposed new buildings
-  Proposed active frontage
-  Proposed public space
-  Proposed roof top garden
-  Existing linear urban grain
-  Pedestrian route
- 1 Residential blocks responding to existing urban grain
- 2 New public space
- 3 Proposed hotels address Portland Street
- 4 Proposed public car park located deep in plan
- 5 Existing pub and tower retained



11. Illustrative Proposals - Guiding Principles

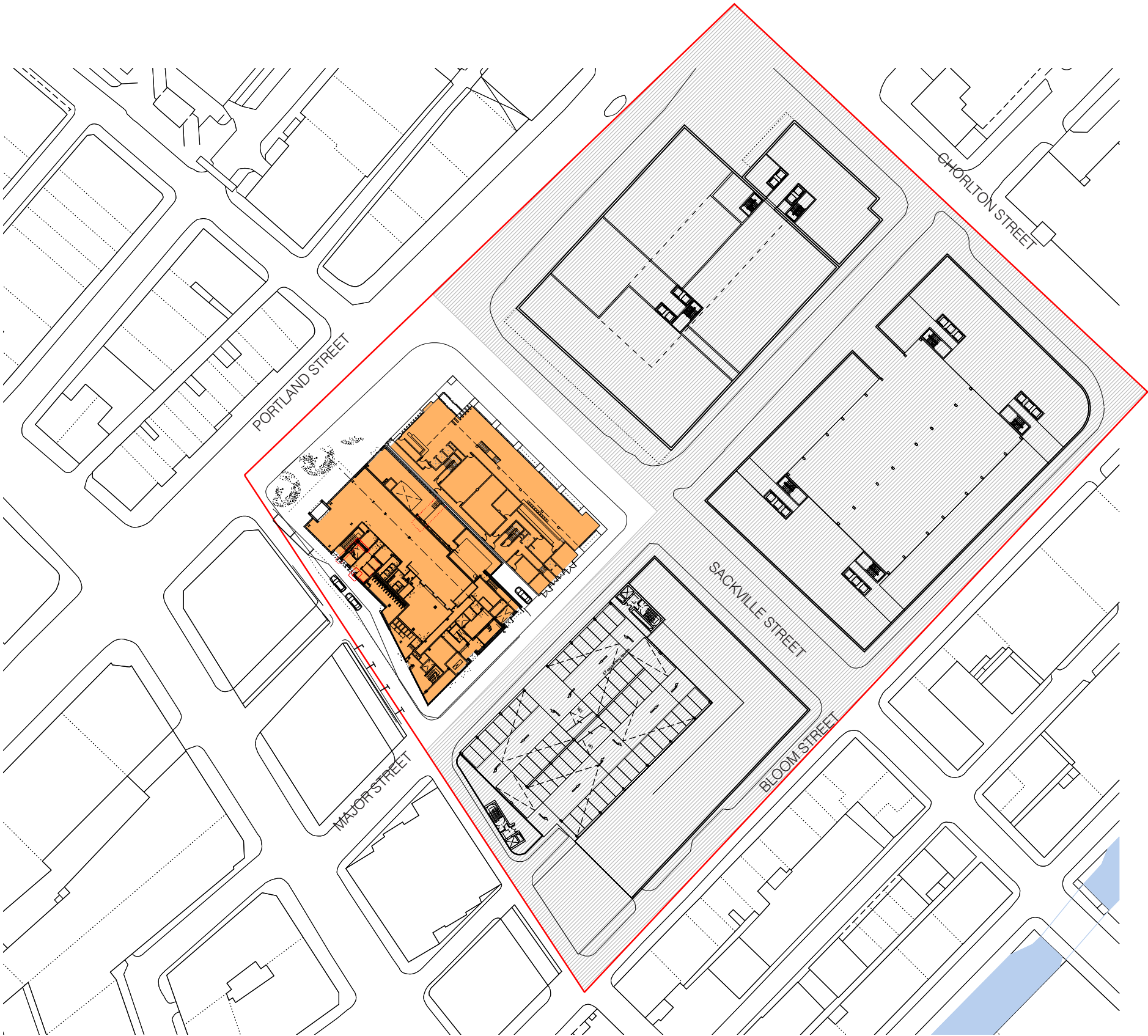
site 1 proposed ground floor plan

The proposal for the redevelopment of the sites has been considered as a whole and comprises a mixed use development of Office, Hotel, Residential, Car Park, Retail and Community uses.

Site 1
The site is subject to an existing planning consent for a circa 183 bed 10 storey 4* Hotel & Casino and a proposed planning application for a 329 bed ground floor + 16 storey 4* Hotel. The entrances to both Hotels are on Portland Street and have respective drop-offs on Abingdon Street and Sackville Street. The massing and the architectural expression of the two buildings vary between each other and provide a continuation of varied roof heights along Portland Street. The building adjacent to Abingdon Street is a framed pre-cast concrete and glass expression, whilst the building adjacent to Sackville Street is of a more solid, carved appearance with a light pre-cast concrete expression, emulating Portland Stone.

Key

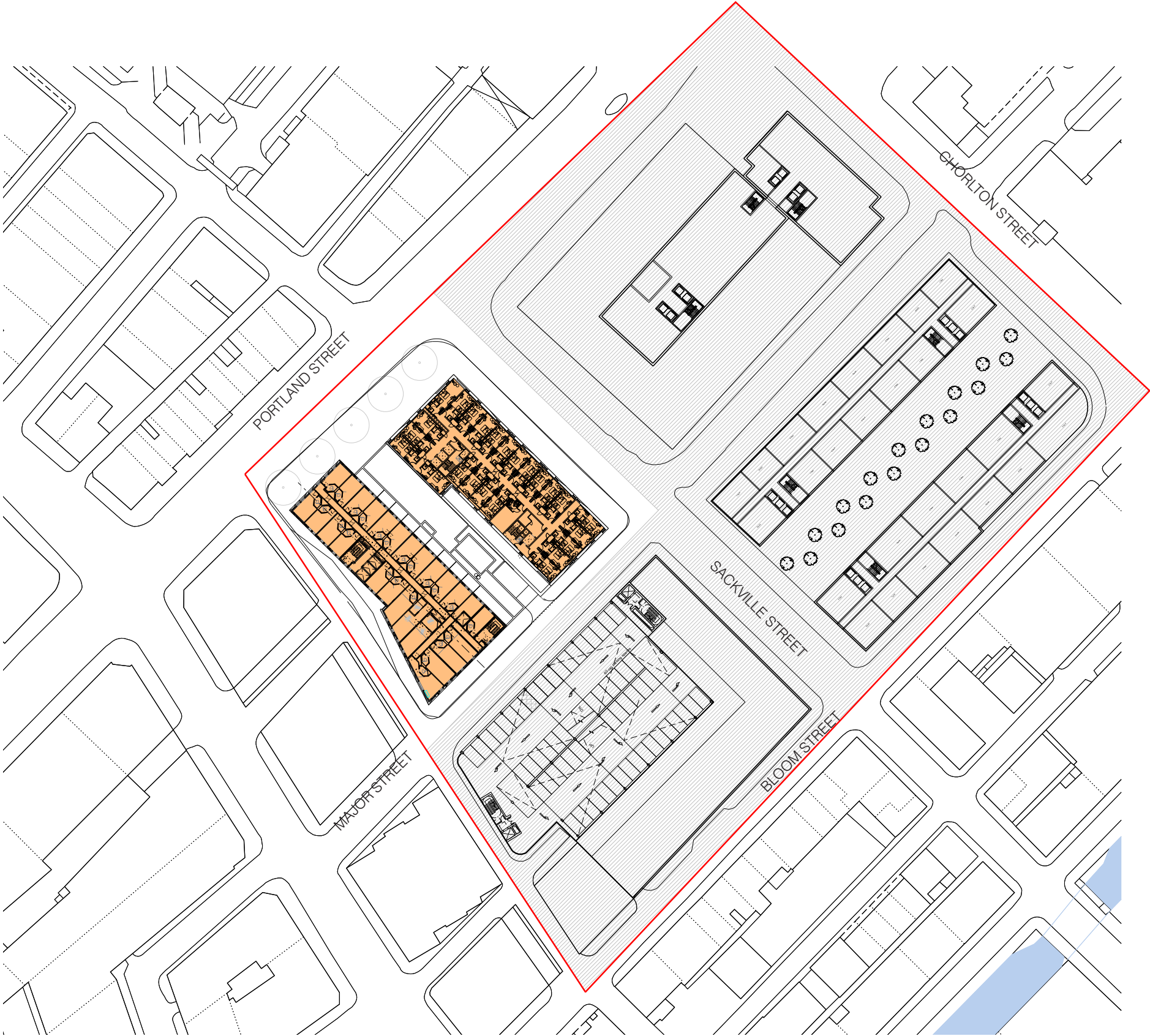
Hotel



site 1
proposed plan - levels 02-06

Key

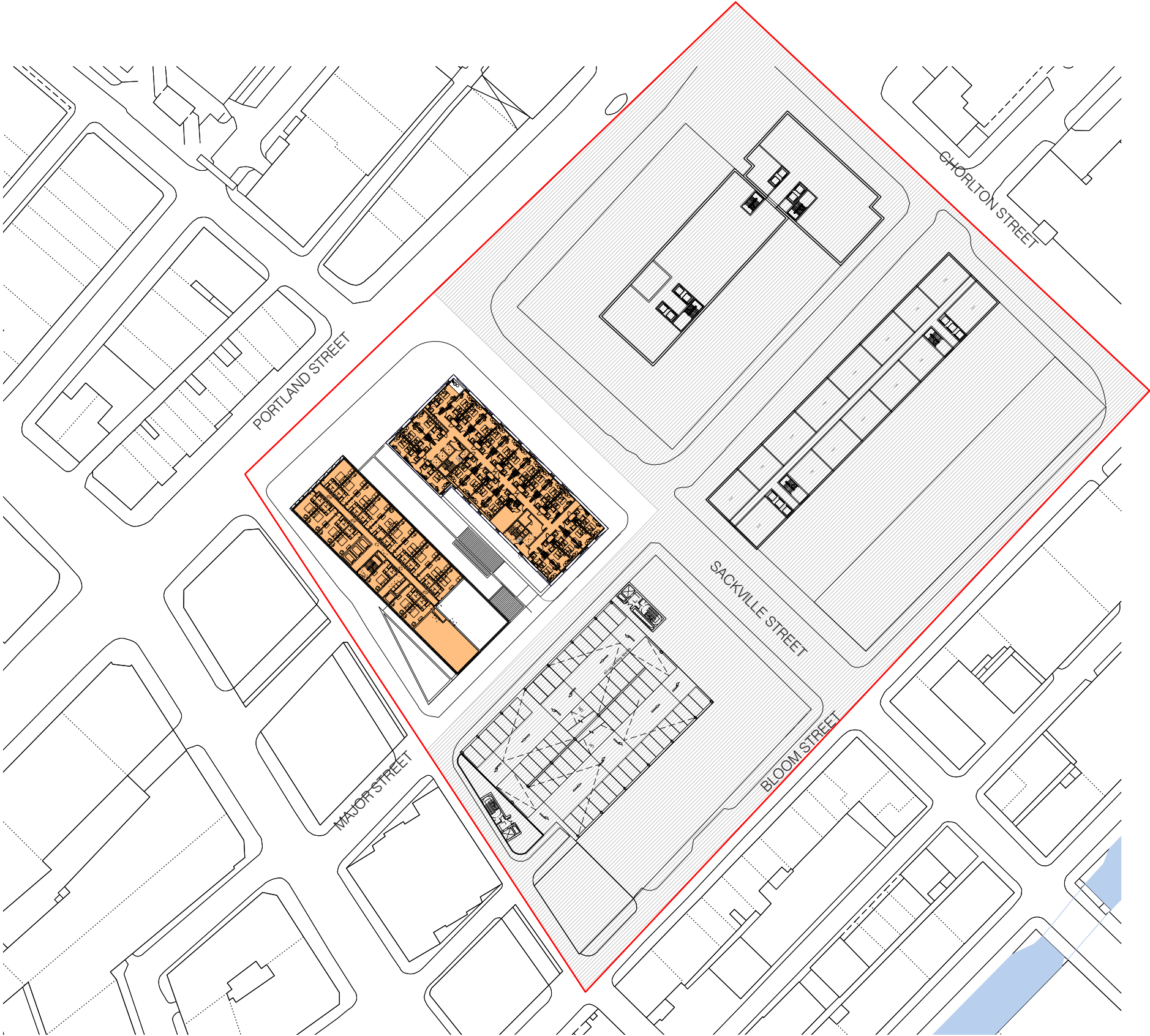
Hotel



site 1
proposed plan - level 07-09

Key

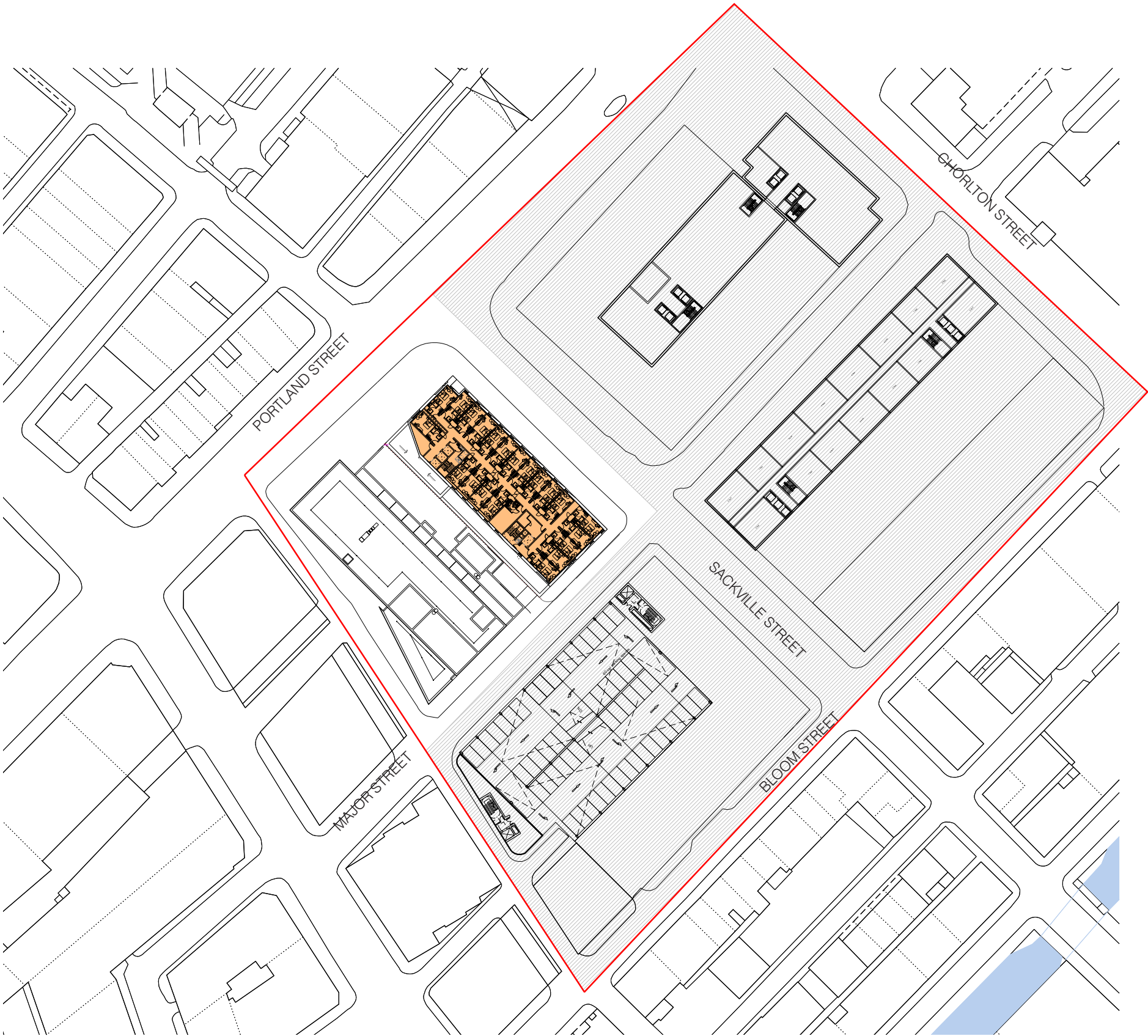
Hotel



site 1
proposed plan - level 10-15

Key

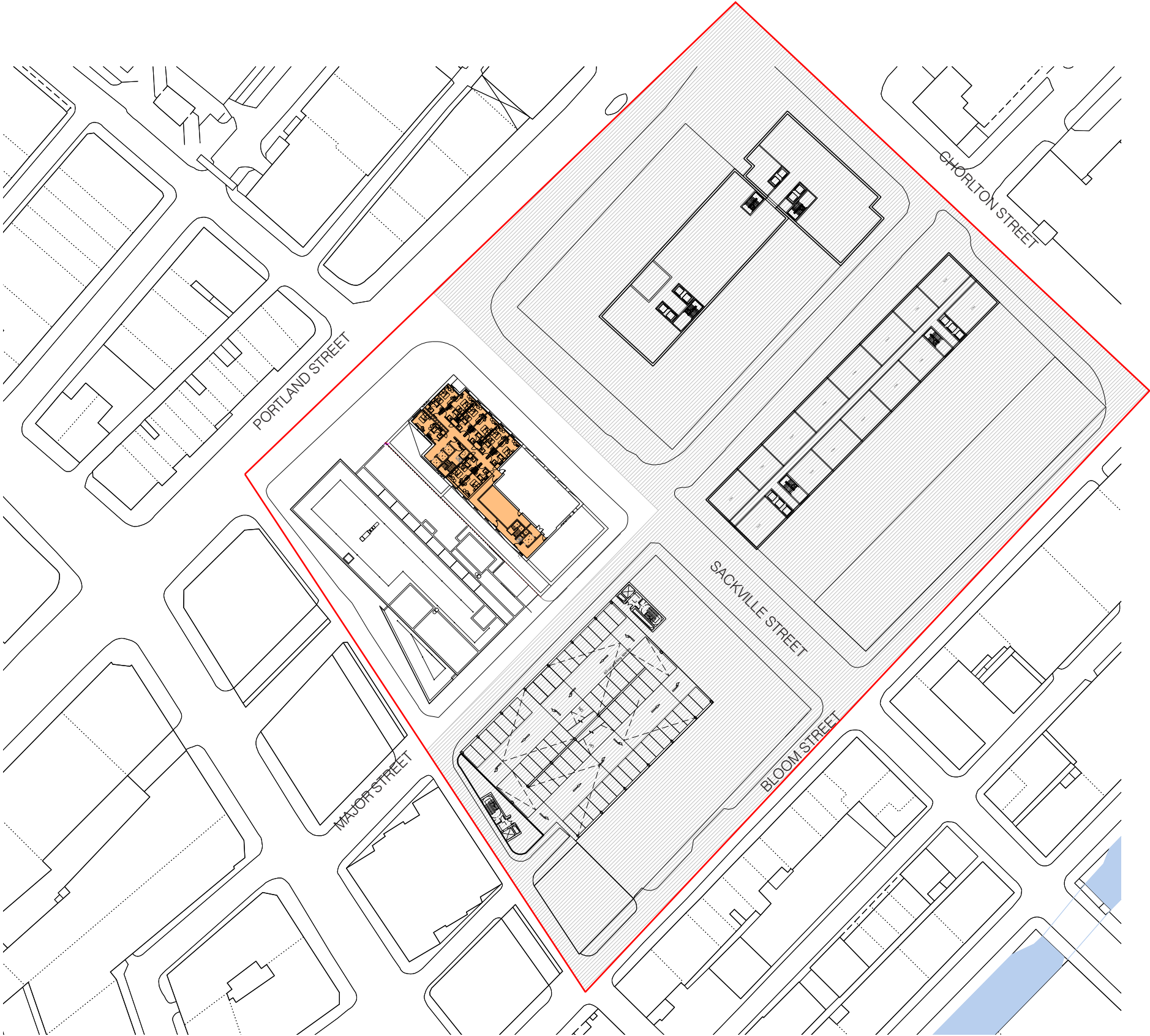
Hotel



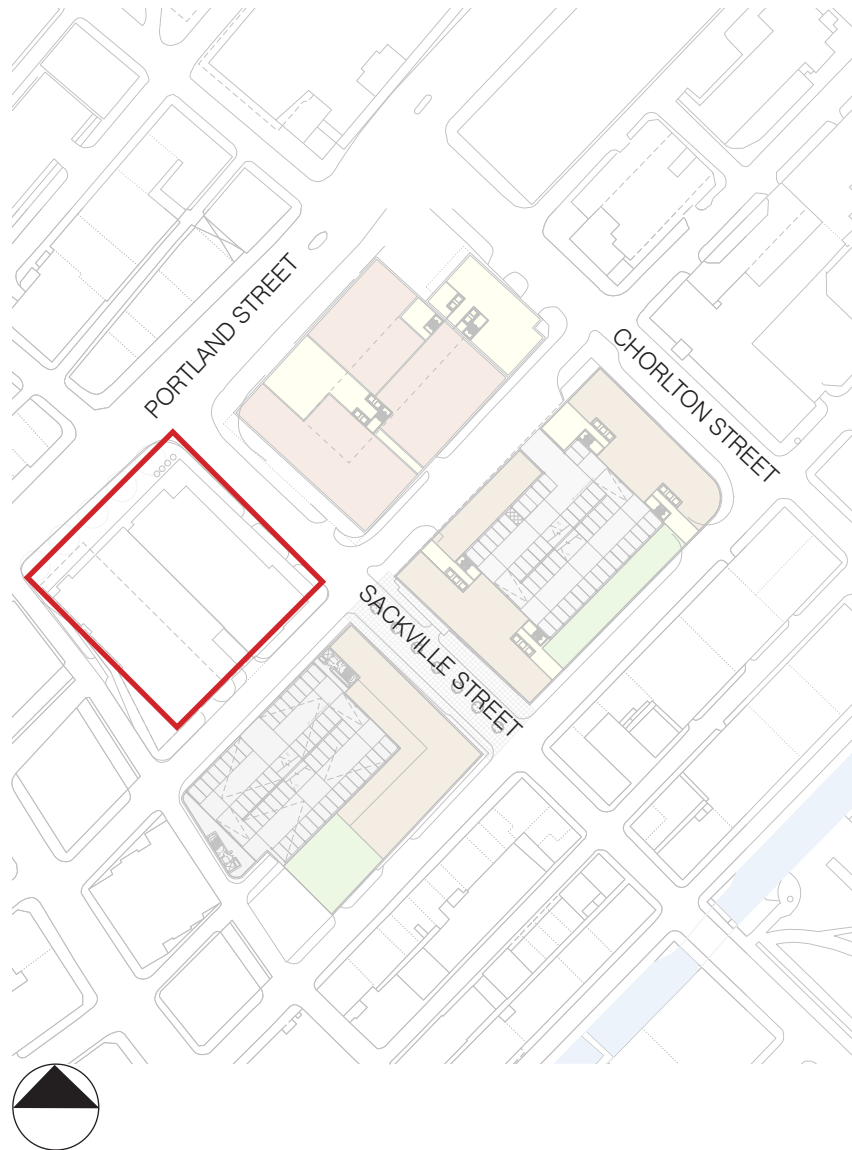
site 1
proposed plan- - level 16

Key

Hotel



area schedule - site 1

[illegible]

site 2 proposed ground floor plan

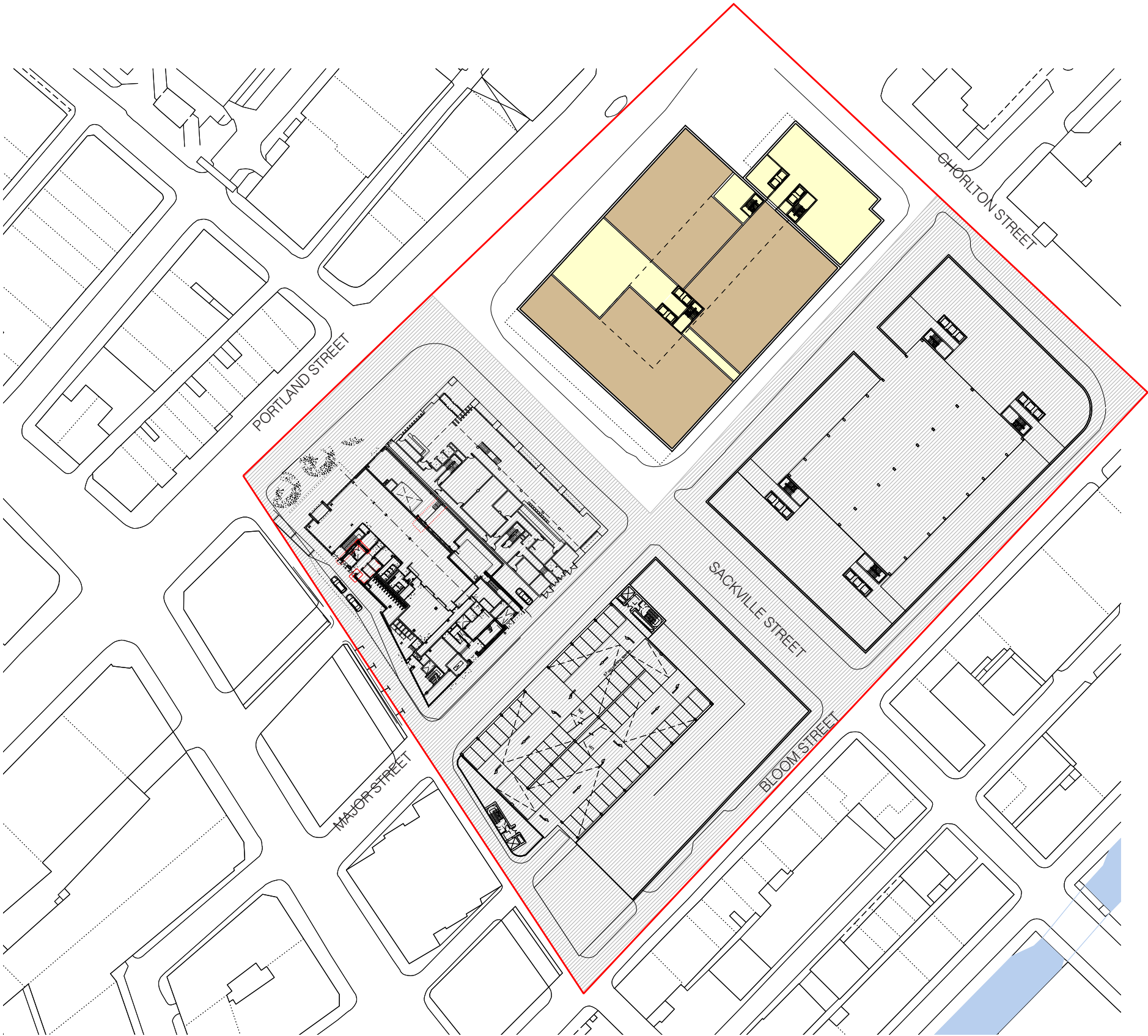
The proposal for the redevelopment of the sites has been considered as a whole and comprises a mixed use development of Office, Hotel, Residential, Car Park, Retail and Community uses.

Site 2
The Manchester One tower is proposed to be retained as office with the car park ramp removed to Major Street. At the lower levels we are proposing a single storey wrap of restaurant and retail units which utilise the existing ground floor of the tower and provide a back of pavement edge to the street. A new tower (plug-on) is located on the Chorlton Street, Portland Street corner and could be an extension of Manchester One or act independently. Set back from the corner of Portland Street it provides a small public space for the entrance.

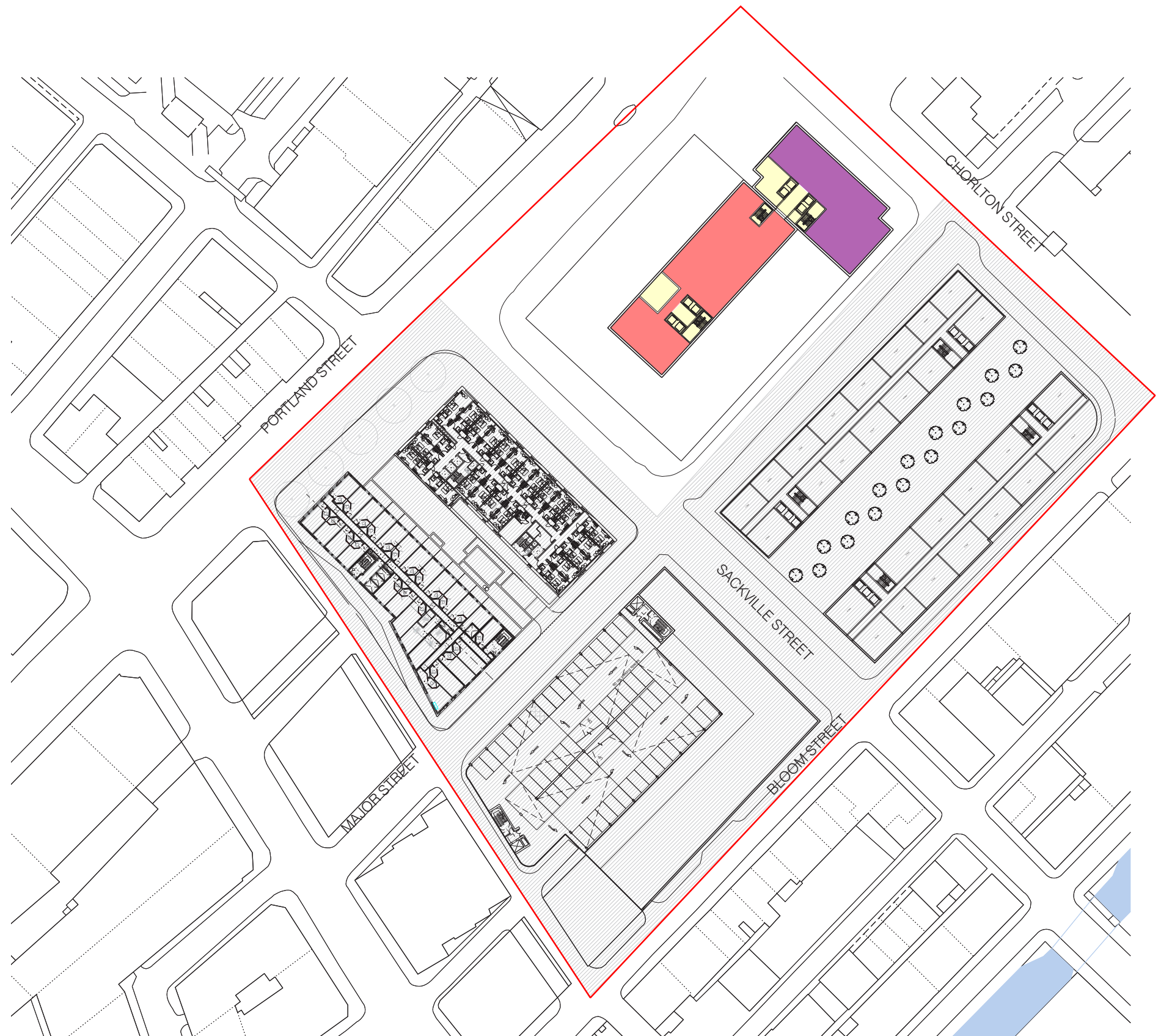
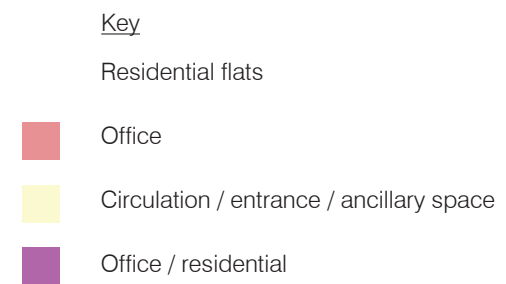
Key

Restaurant/retail space/Flexible Events Space

Circulation / entrance / ancillary space



site 2
proposed plan - level 01-20

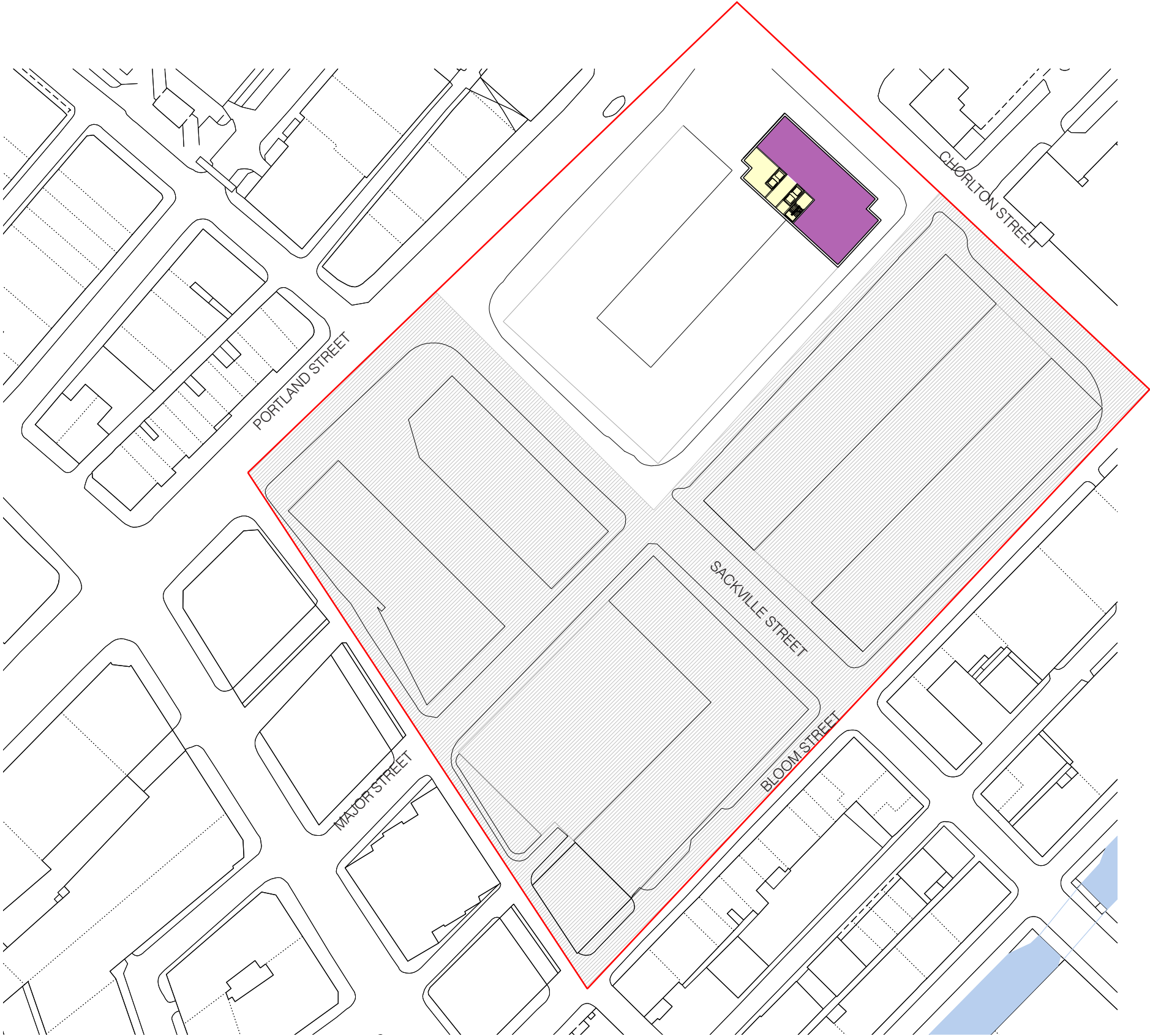


site 2
proposed plan- - level 21-31

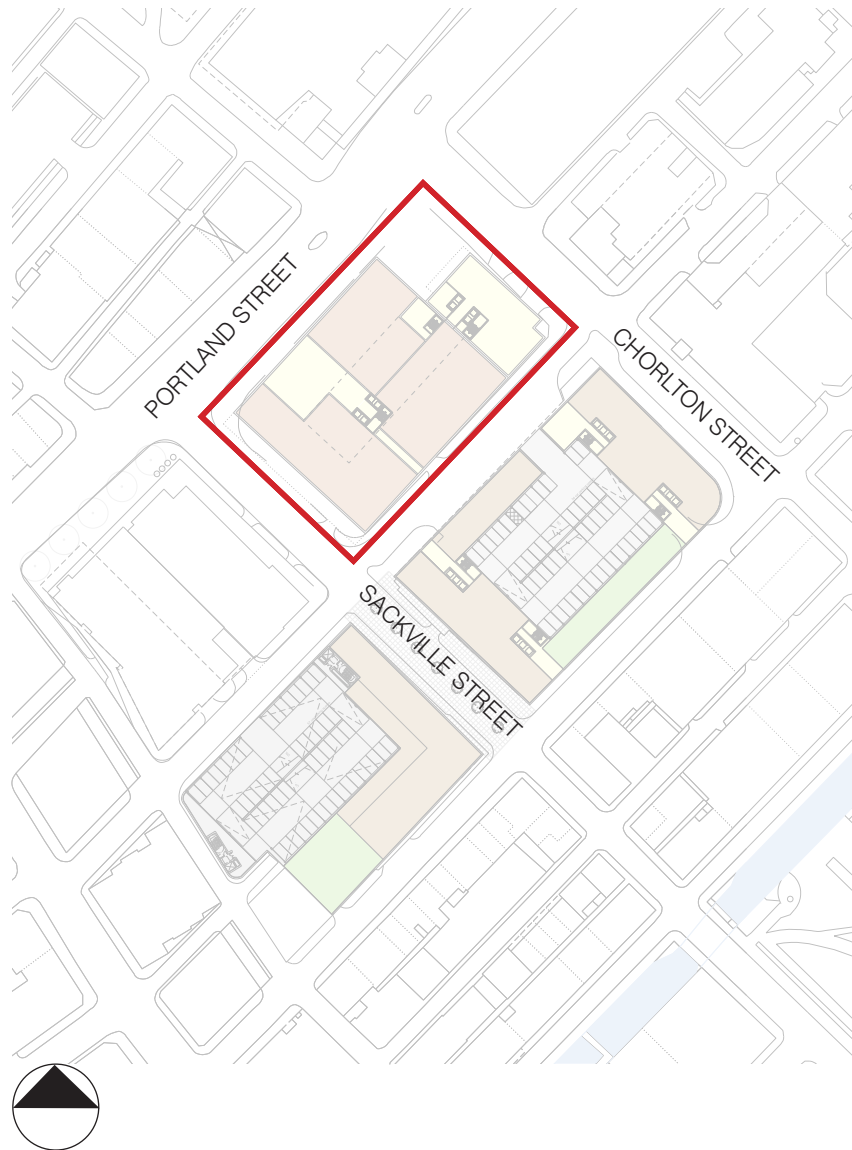
Key

Circulation / entrance / ancillary space

Office / hotel / residential



area schedule - site 2



	floor
	G
	01
	02
	03
	04
	05
	06
	07
	08
	09
	10
	11
	12
	13
	14
	15
	16
	17
	18
	19
	20
	21
	22
	23
	24
	25
	26
	27
	28
	29
	30
	31
	total
	% mix

[illegible]

total space net to gross %	77.14
typical floor %	78.96

site area	3,725.30
gross area	33,190.73
ratio	8.91

all sites	
site area	10,859.30
gross area	65,197.73
ratio	6.00

site 3 proposed ground floor plan

The proposal for the redevelopment of the sites has been considered as a whole and comprises a mixed use development of Office, Hotel, Residential, Car Park, Retail and Community uses, including a Flexible Events Space

Site 3
 The existing Coach Station and Multi-Storey car park is to be demolished and the parking space provision is to be provided within Site 4.
 The site is to be developed with a new two storey podium and residential blocks above. At the centre of the plan is a Flexible Events Space. Surrounding this is a mix of restaurant and retail units punctuated by residential entrances. The unit along Bloom Street is proposed as community use (possible Medical Centre). At the second floor the podium level terminates to provide two residential towers with a communal garden space in between. The residential towers are linear in form in response to the surrounding urban grain. The residential tower along Bloom Street terminates at level six in response to buildings along Bloom Street. The residential block along Major Street continues providing 15 units per floor. The residential towers act as transition towards the scale of the Manchester One tower. The proposed mix is 2/3rds 2 bed and 1/3 1 bed.

Key

Restaurant/retail space/Flexible Events Space

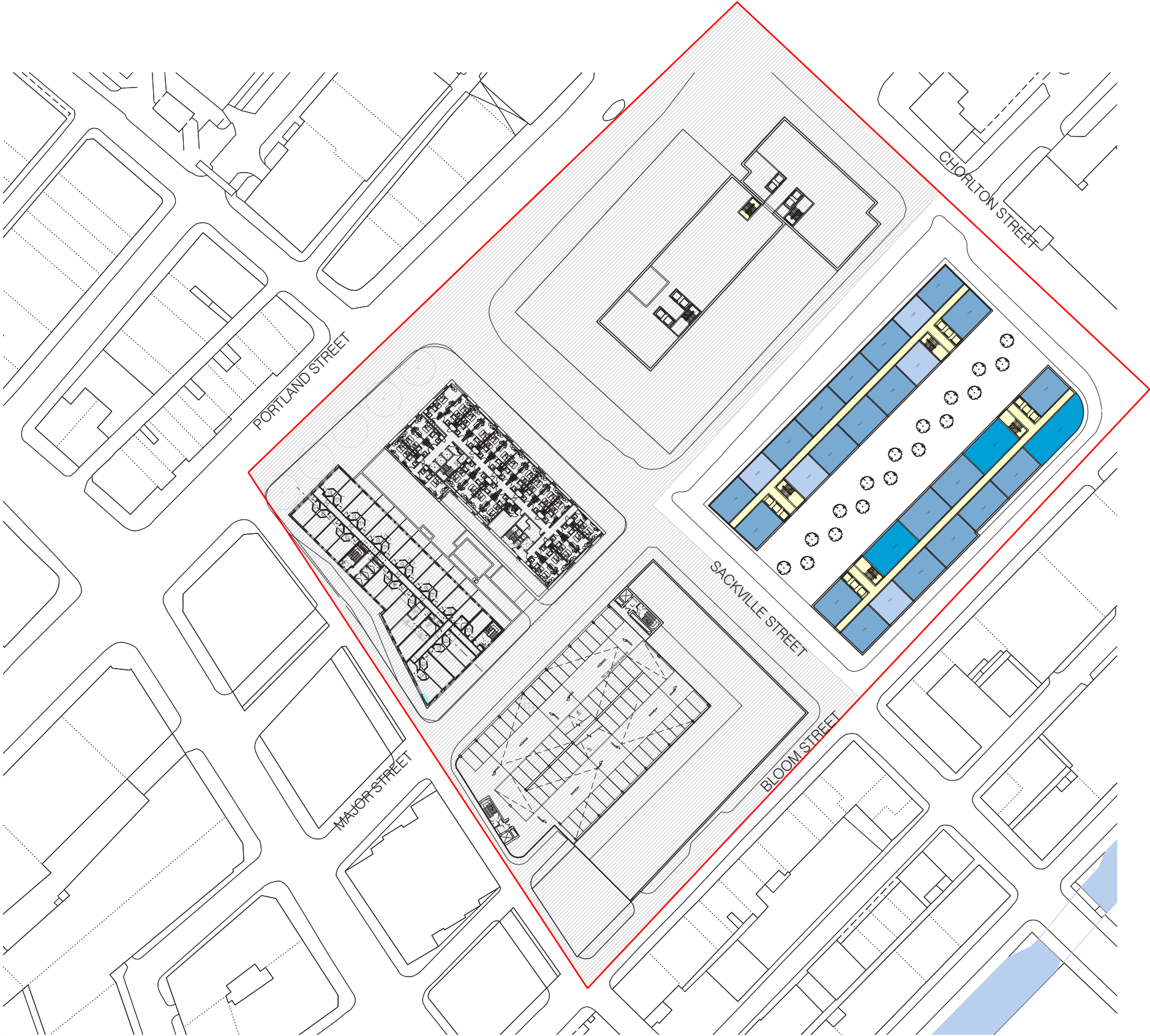
Circulation / entrance / ancillary space

Community space



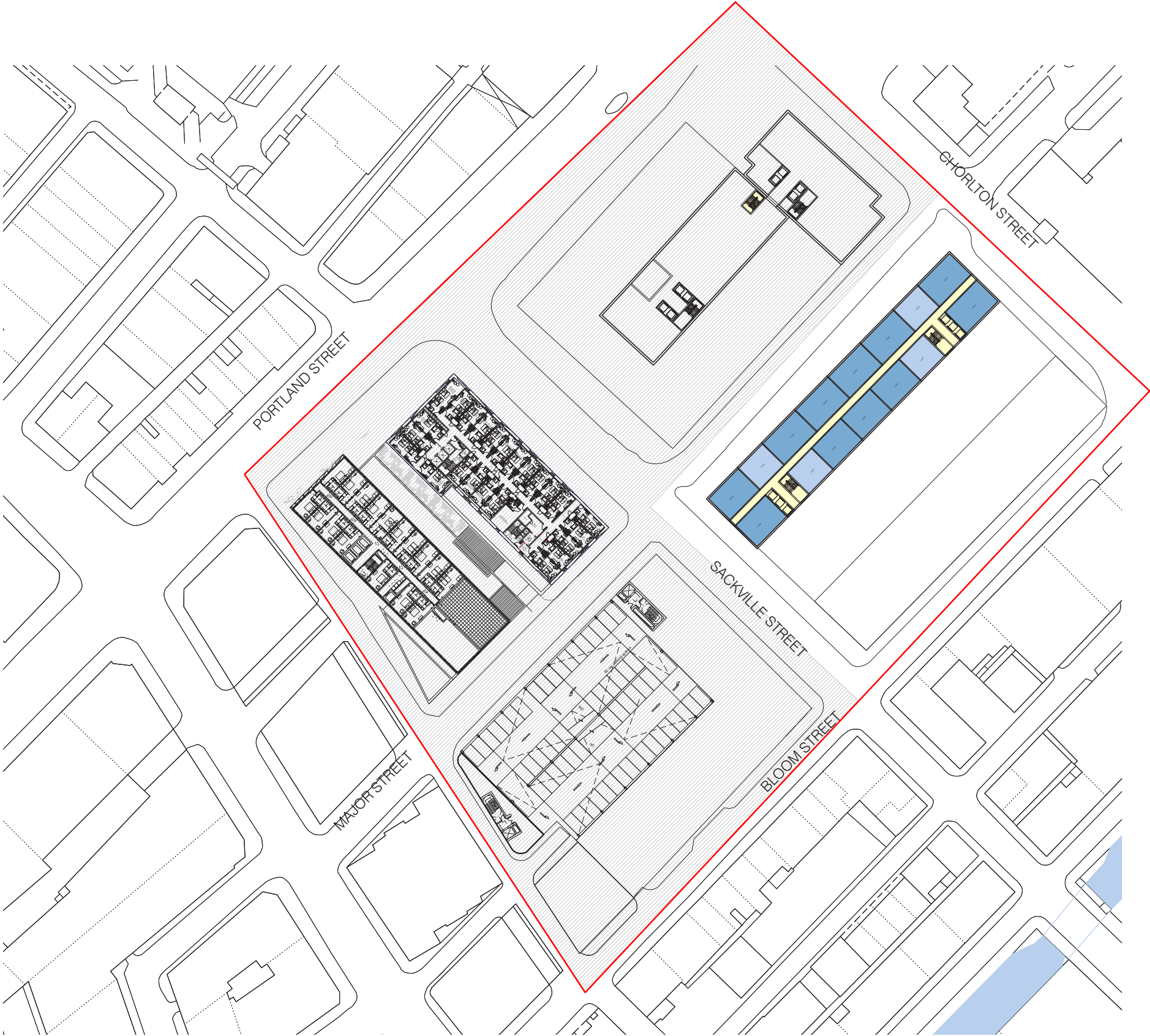
site 3
proposed plan - level 02-05

- Key
- Residential flats
 - Circulation / entrance / ancillary space



site 3
proposed plan - level 06-14

- Key
- Residential flats
 - Circulation / entrance / ancillary space



area schedule - site 3

[illegible]

total resi net to gross %	78.06
typical resi floor %	78.13

site area	3,894.00
gross area	23,733.00
ratio(excludes parking)	6.09

Parking	
0	51.00
1	54.00
total	105.00

site 4 proposed ground floor plan

The proposal for the redevelopment of the sites has been considered as a whole and comprises a mixed use development of Office, Hotel, Residential, Car Park, Retail and Community uses.

Site 4
 A new public car park is located on Major Street and backs onto the proposed hotels. An L shaped building wraps this along Sackville Street and Bloom Street, providing retail and restaurant units. Part of this building is also proposed as community use. The L shaped block terminates at level five in response to the scale of surrounding buildings along Bloom Street. The carpark located in the depth of the urban block continues up to level 10, relating in scale to the proposed hotels and provides a garden space at roof level.

- Key

Restaurant/retail space/Flexible Events Space

 Circulation / entrance / ancillary space

 Parking

 Public parking 710 spaces over 10 floors

 Community space
- The diagram is a detailed ground floor plan of a proposed development on Site 4. The site is bounded by Portland Street to the north, Major Street to the west, Sackville Street to the east, and Bloom Street to the south. The plan shows an L-shaped building complex. The northern part of the L, along Portland Street, contains a mix of uses including parking and community space. The eastern part, along Sackville Street and Bloom Street, is primarily composed of restaurant/retail and flexible events spaces. A large parking area is located in the central part of the site, adjacent to Major Street. The plan also shows surrounding streets, including Ghorton Street to the northeast, and existing buildings in the area. A key in the bottom left corner defines the color coding for different functional zones: brown for restaurant/retail/flexible events space, yellow for circulation/entrance/ancillary space, grey for parking (710 spaces over 10 floors), and green for community space. A north arrow is located at the bottom center of the page.
-
- 31

site 4
proposed plan - level 01-05

Key

Residential flats

Office

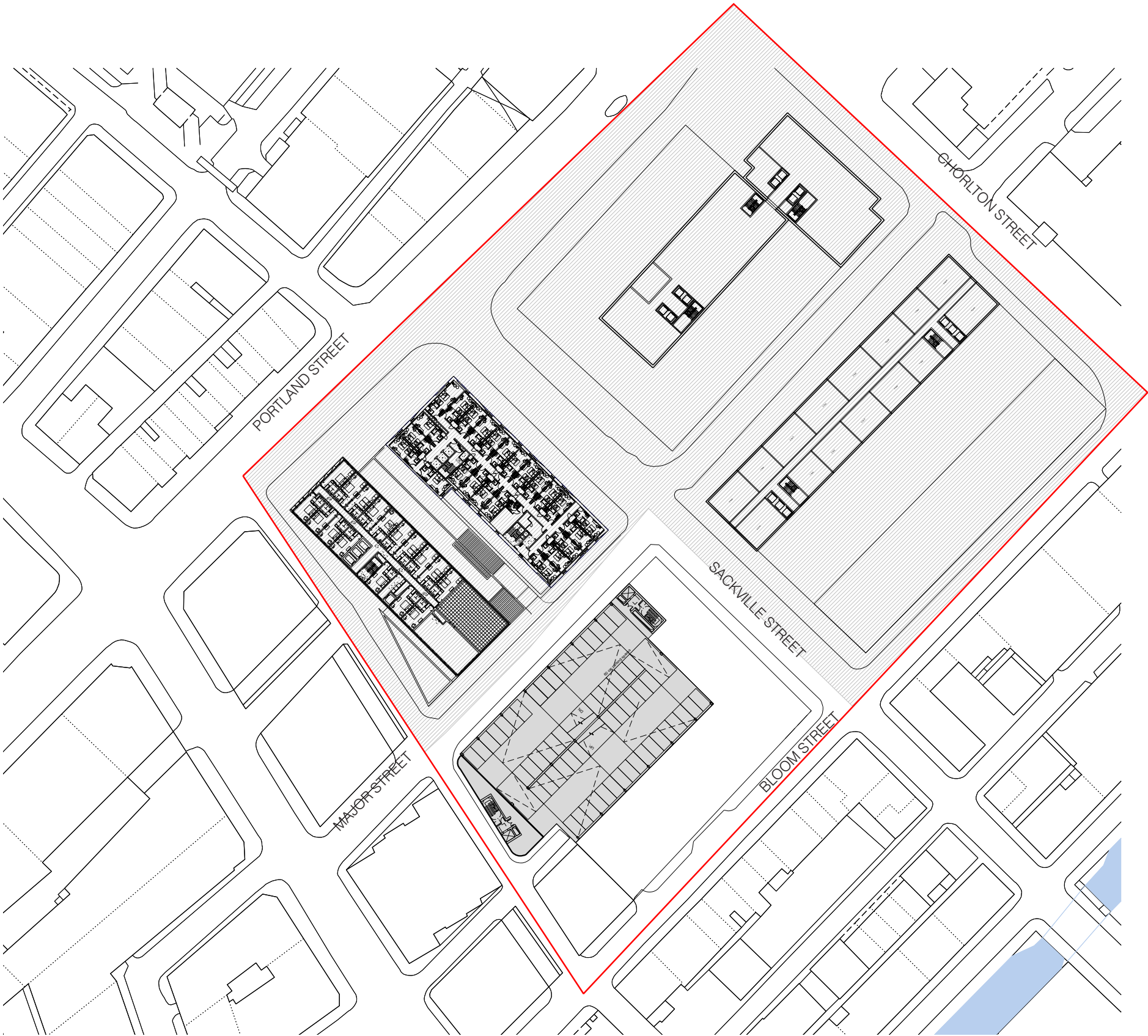
Parking

Community space



site 4
proposed plan - level 06-10

Key
Parking



area schedule - site 4



floor
G
01
02
03
04
05
06
07
08
09
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
total
% mix

[illegible]

total office net to gross %	75.66
typical office floor %	75.66

site area	3,240.00
gross area	8,274.00
ratio	2.55

Parking	600.00
---------	--------

proposed sections

Sections along Sackville Street show the proposed massing across the site as the scale increases from the village towards the Portland Street.

The residential towers act as transition towards the scale of the Manchester One tower.

Key

Residential flats

Office

Restaurant/retail space/Flexible Events Space

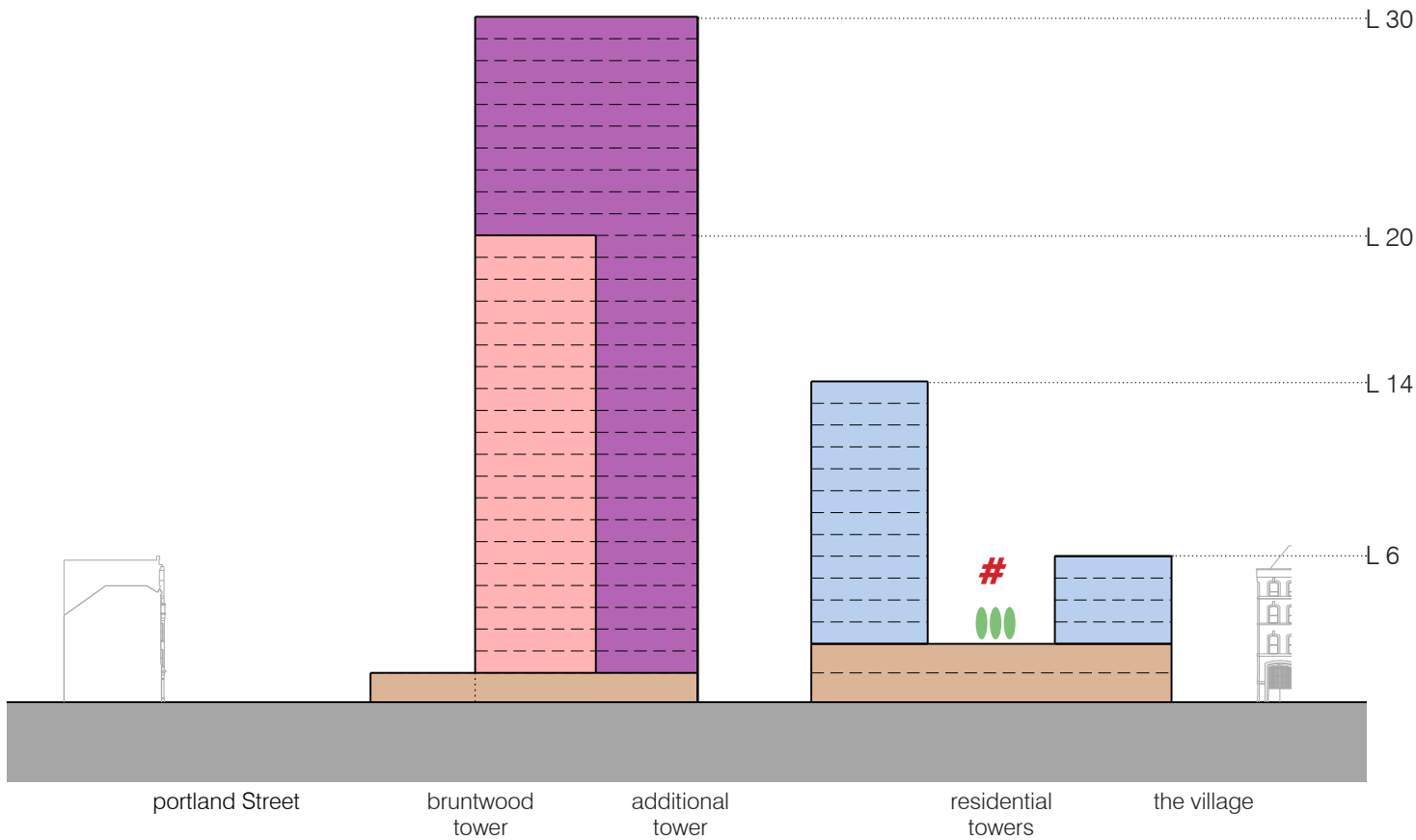
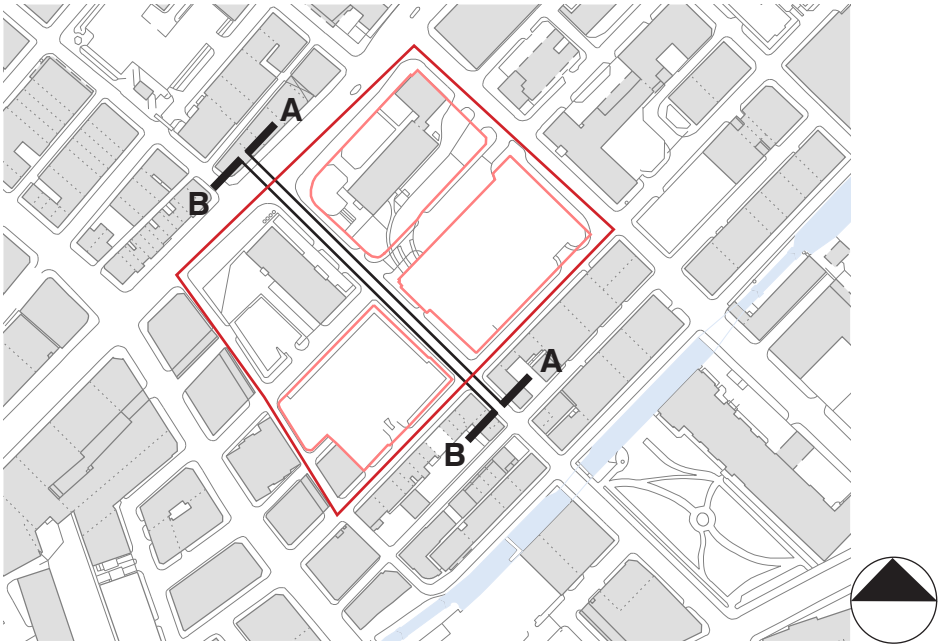
Circulation / entrance / ancillary space

Parking

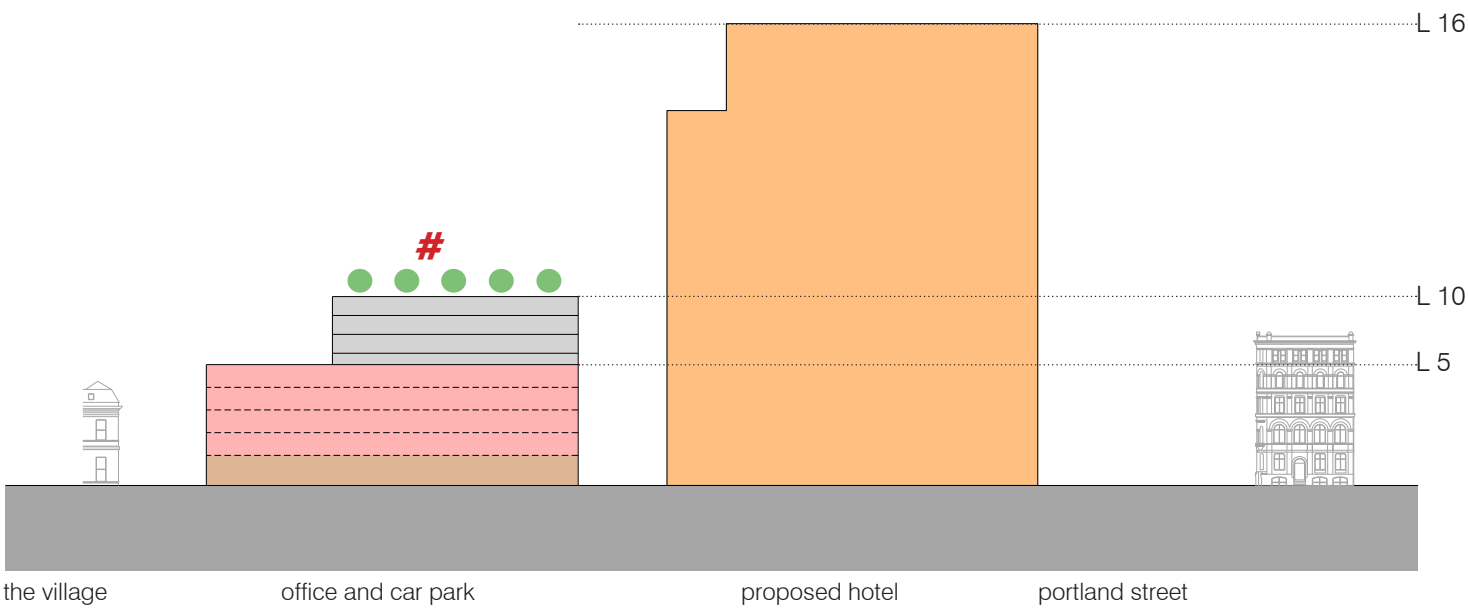
Office / residential

Roof gardens

Hotel



sackville street elevation AA



sackville street elevation BB

massing study



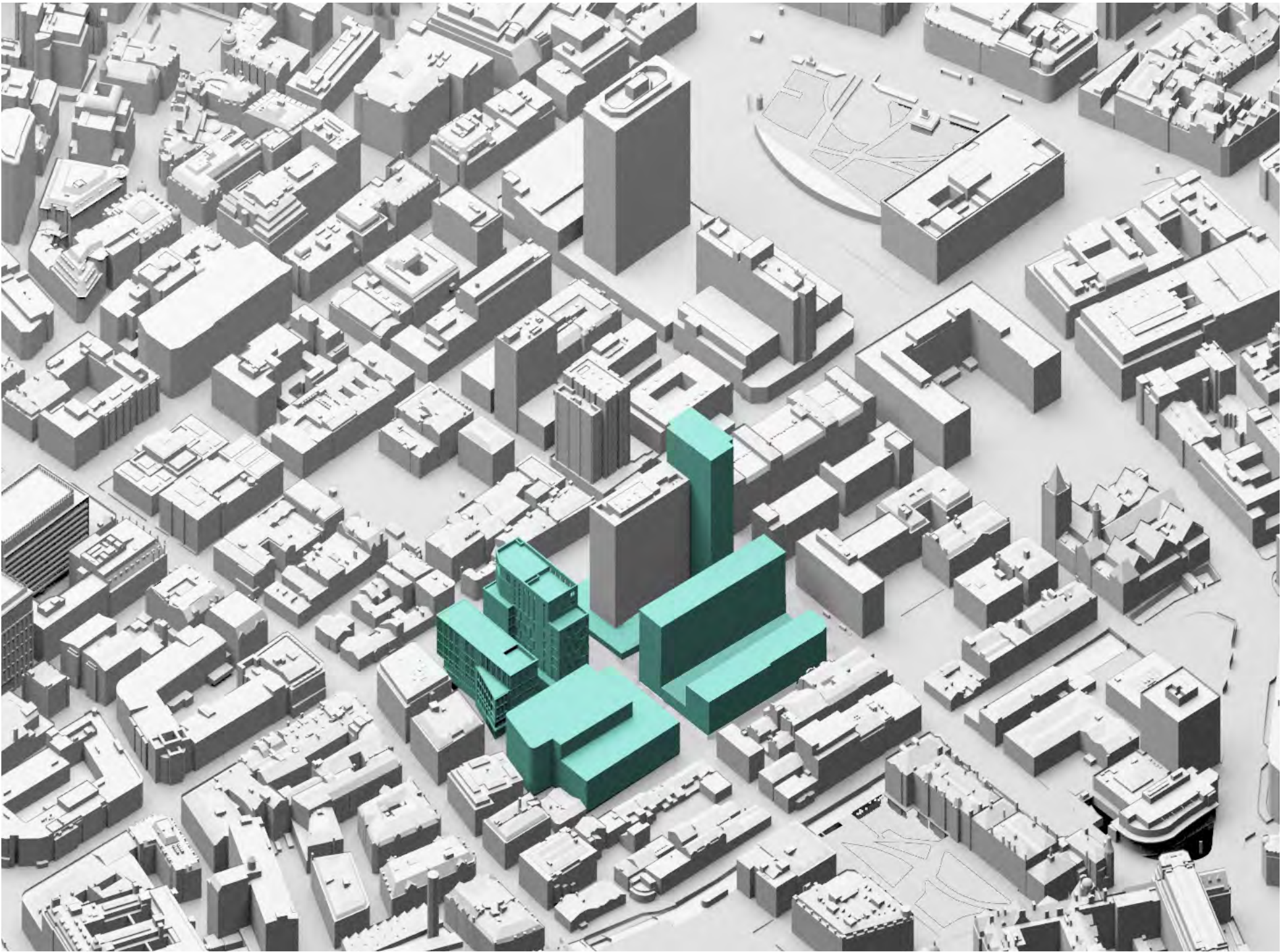
View south



View west



View east

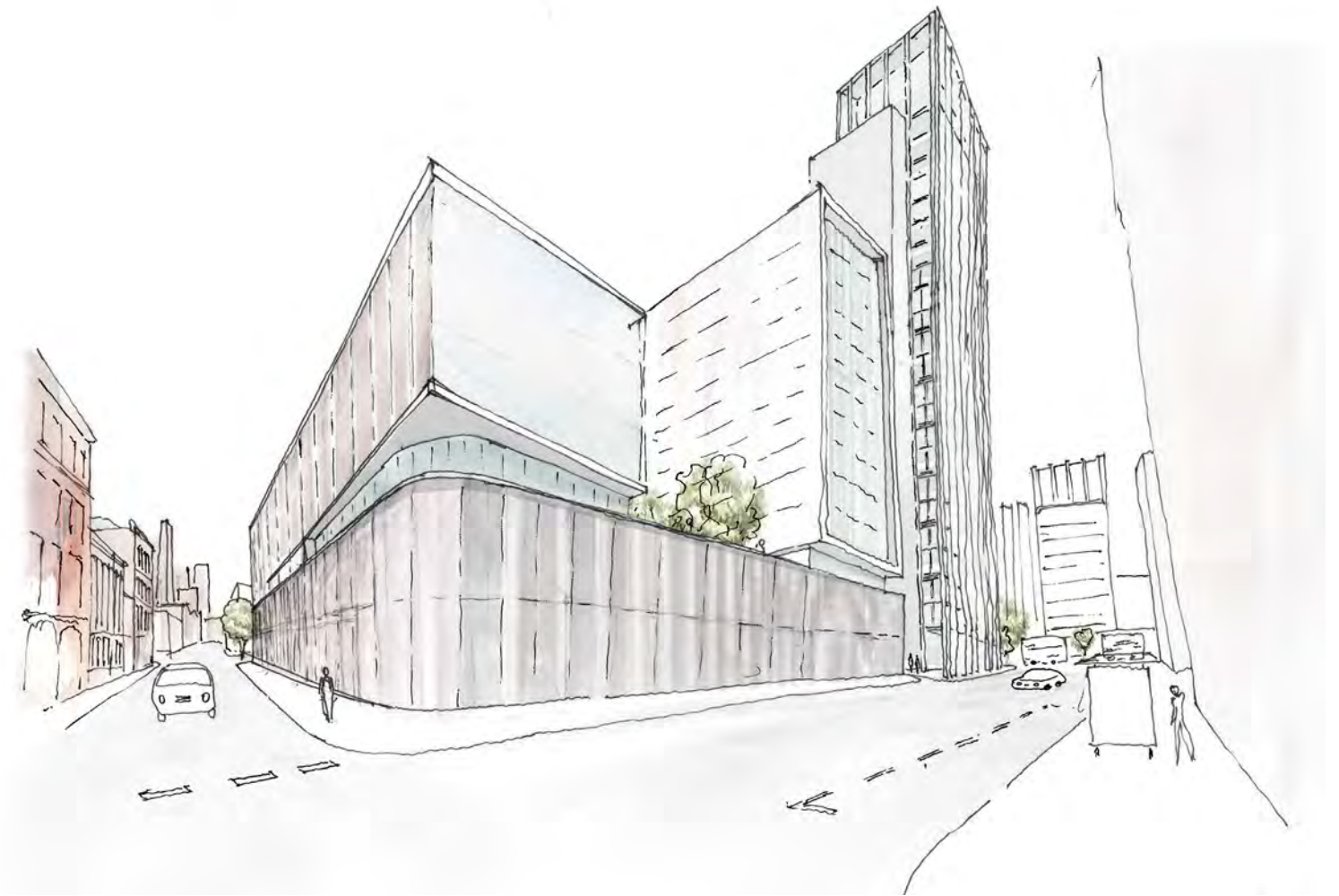


View north

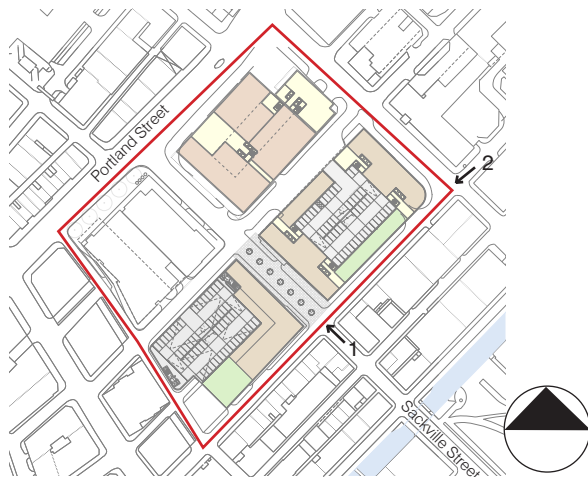
proposed street view



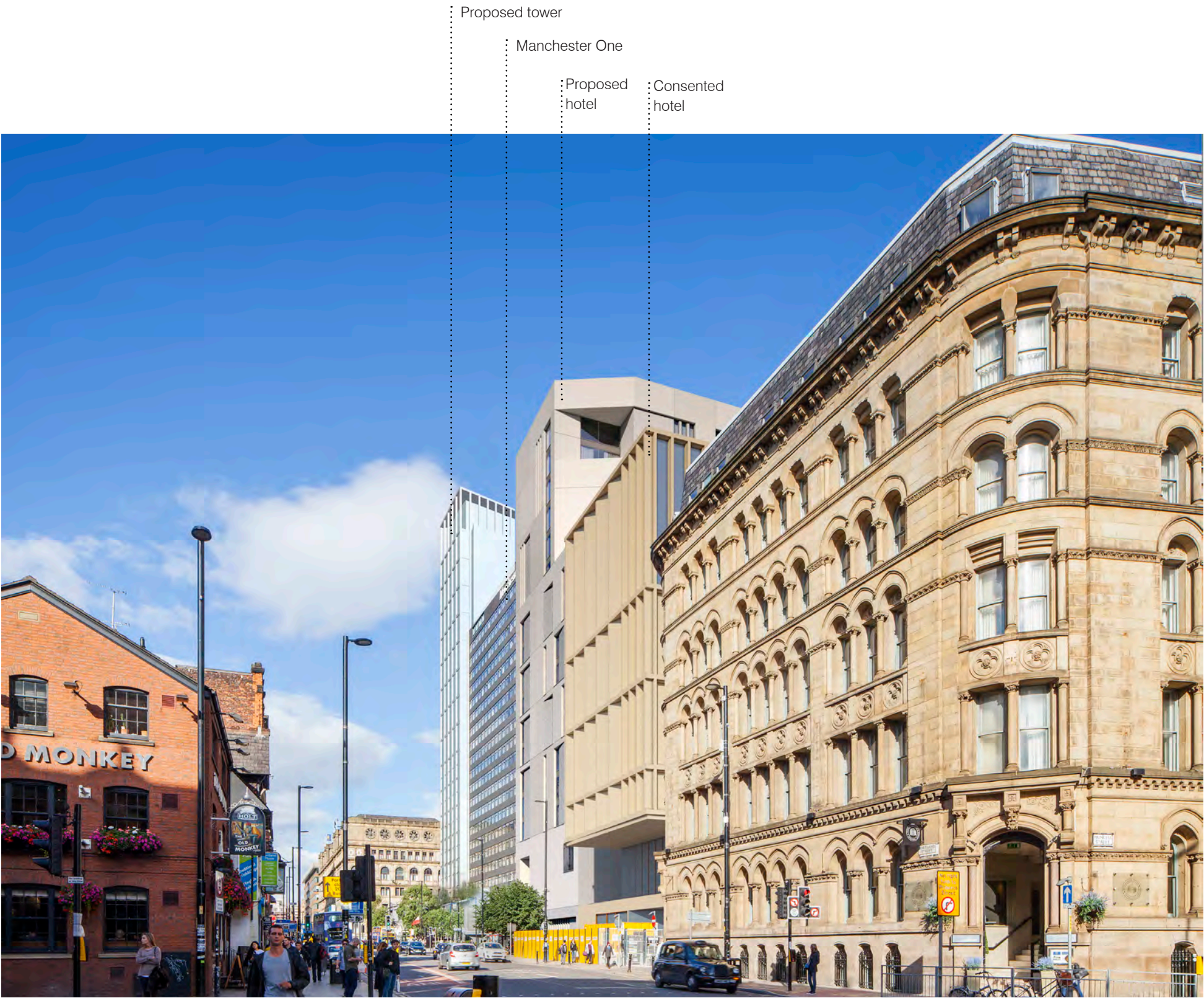
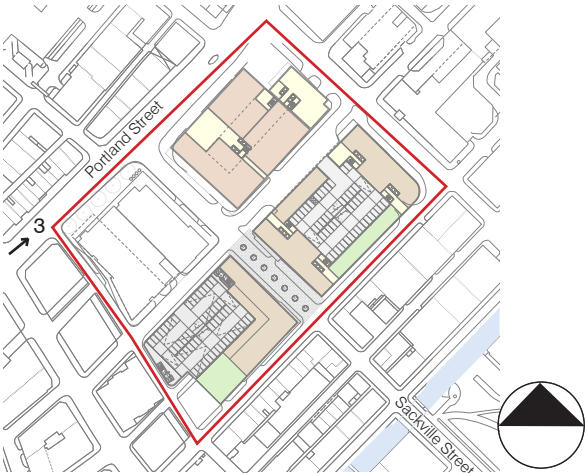
1- View along Sackville Street towards Portland Street.
To the left of the new pedestrianised Sackville Street office units sit in the foreground with the hotel on Portland Street in the distance. To the right the residential towers rise away from Bloom Street on a retail podium.



2- View across Chorlton Street and Bloom Street.
The two residential blocks sit above a retail podium rising to the new tower at the corner of Portland Street.



proposed street view



3- View north along Portland Street showing both hotel proposals in the foreground and the extension to Manchester One in the background.