5.20 This is compounded by a threat identified in the report that whilst local businesses and employment have still grown through recession, trading conditions are more difficult than they were, and will remain challenging for some time to come. Furthermore, the report suggests that there is a perceived lack of ambition of growth from some businesses. If this was to become the prevailing attitude then the growth of the fashion district would be undermined.

5.21 This echoes informal discussions with local stakeholders held by the authors of this framework, who suggest that whilst the current owners of businesses in the SRF area are successful, there is less appetite for younger generations to take over. This leads to succession planning issues and a question over the long-term future for some businesses.

5.22 One of the conclusions of the report, which is relevant to the vision set out in this document, is that there should be significant focus on this area of providing more start-up units and incubators, allowing progression of smaller to larger businesses.

5.23 It has been identified that: “the distinctive economic pattern found in the Warehouse District (located to the north of the SRF boundary) becomes increasingly diluted towards the city centre (i.e. the area covered by the SRF), as evidenced through recent market research.” In addition, the lack of any distinct physical or functional linkage to the city centre makes it feel remote. New development activity has the potential to start to re-brand and re-define the area as part of an expanded city centre, all as part of building its brand, its exposure and perceived prominence.

5.24 One of the prevalent industries in the SRF area, wholesale and distribution, is likely to change considerably in the coming years due to increases in technology and e-commerce. Deloitte’s Shed of the Future report, published in 2014, looks into emerging trends within the industry and what a modern-day operator would require. The report describes several trends in requirements for this kind of property, both existing and future demands.

5.25 Existing demands for warehousing type commercial property include several physical issues. Flexible spaces are important to businesses, meaning they can adapt, for example to the time of year. Being able to increase or decrease floor space when needed can contribute to flexibility.

5.26 Another option for companies in an area that houses several of these kinds of businesses, could be to use a consolidation centre. This is when there is a central centre deals with deliveries for a variety of retailers, these can be of particular benefit when trying to deliver to dense urban locations.

5.27 The report sets out that possibly the most important issue to companies is the location. There is a rise in demand for smaller “urban warehouses” close to major conurbations. There is also a significant demand for large, regional distribution centres, though this is set to plateau as more come forward.

5.28 With the expected growth in demand from eCommerce it is considered that sustainable locations for future warehouse distribution centres will be essential. Additionally, there is also evidence that smaller businesses are becoming involved in distribution – for example, Etsy (a creative online marketplace) has developed Etsy Wholesale to allow customers to connect with larger companies.

5.29 It is imperative that the Great Ducie Street Framework prescribes a vision for the development of the area that complements and, as far

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as possible, supports the continued growth of the wider Strangeways area.

5.30 This Chapter provides an overview of the SRF area’s land uses and physical environment. This Chapter makes reference to a number of Character Areas within the SRF area – Riverside, Cheetham Hill Gateway, Southall Street, and Mary Street. Further details on these areas are found within Chapter 7 of this framework.

Land Use and Urban Environment

5.31 The largest current development opportunity site relates to the former Boddingtons Brewery (now referred to as UX) located on the junction of Great Ducie Street and New Bridge Street. The site is currently occupied by surface car parking and is the subject of a separate SRF.

5.32 Within the Great Ducie Street SRF area, there is also an early opportunity for the redevelopment of the plot currently occupied by Whispering Smith on the opposite side of Great Ducie Street, together with adjoining land to the west of Mary Street and adjoining the River Irwell. This site could provide a landmark building and a gateway into the SRF area and deliver a riverside public space and other public enhancements that will dramatically transform the perceptions of the area and act as a catalyst for further positive change. This indicative first phase is discussed further in Chapter 8 of this document.

5.33 Further north along Great Ducie Street (A56), beyond the junction with Julia Street, plots will only be available to the west as HM Strangeways prison occupies the land to the east. The western frontage of the street is occupied by one light industrial unit, currently occupied by Shonn Bros, and a range of smaller retail/commercial units with some residential above that are predominantly vacant. There is a clear opportunity to create a new identity in this area by replacing vacant units with new ground floor commercial opportunities with additional residential apartments above to create a critical mass of local population to support these amenities.

5.34 Currently, plots located in the Riverside part of the SRF area do not form a relationship with the River Irwell as it is generally occupied by light industrial units set back from Mary Street. These development plots have the opportunity to offer an active frontage to Mary Street and to offer views over the River Irwell and into Salford the west to create a positive relationship with the blue infrastructure.

Existing Land Uses

5.35 Specific land uses within the SRF area are predominately industrial with a variety of low-rise units housing a wide range of businesses, as described within the character area descriptions provided in Chapter 8 of this document.

Surrounding Land Uses

5.36 The site’s location at the northern edge of the city centre ensures that there are a wide range of uses in the vicinity.

5.37 To the south of the SRF area fronting New Bridge Street lies the Manchester Arena. This 21,000 capacity arena is Manchester’s premier concert and live event venue attracting up to 1,000,000 visitors per year. The venue has hosted music, entertainment and sport events at a local, national, and international level. In November 2016 a £1.5mn Go-Karting complex opened within the basement of the building.

5.38 The connections to the arena have been improved as part of the Victoria Station refurbishments featuring a new fully accessible footbridge into Manchester Arena directly from the station.
5.39 To the north east of the SRF area further into Cheetham Hill, is a continuation of the typical industrial grain that typifies the area. These include further light industrial and warehousing units in a varying range of conditions but also the Manchester Fort Shopping Centre, a retail park with a range of occupiers. HMP Manchester is also located directly adjacent to the north east of the site.

5.40 The area to the north west of the SRF area is predominately industrial in nature, with a number of warehousing and light manufacturing businesses alongside car spare parts businesses and haulage yards. The Private White V.C. factory – who manufacture high end clothing - is also located to the north-west of the site. Beyond the industrial area is are traditional residential neighbourhoods categorised by low-rise housing estates.

5.41 To the east of the SRF area is the Green Quarter – a residential-led, mixed-use development brought forward by Lend Lease comprising of high-rise apartment buildings, an office building, and a hotel. This long established development includes a degree of open space at its heart and a small number of associated retail units. Beyond this lies the Lower Irk Valley, as described below in this chapter.

5.42 To the west of the SRF area, across the River Irwell, is the developing Greengate area in Salford as described within paragraphs 4.54 – 4.58 within this document.

5.45 More widely within North Manchester is Heaton Park, which is Europe’s largest municipal park and easily accessible by Metrolink from Victoria Station.

5.46 The site includes land which falls within Flood Zone 2 and land benefitting from Flood Defences, as designated by the Environment Agency Flood Map and illustrated in Figure 5.1 below.

5.47 For clarity, the light blue shading represents land that falls within Flood Zone 2, the dark blue line represents a water course, and the hashed dark blue shading represents land benefitting from Flood Defences.

5.48 The Environment Agency state that for land within Flood Zone 2 is assessed as having between a 1 in 100 and 1 in 1,000 annual probability of river flooding (1% – 0.1%), or between a 1 in 200 and 1 in 1,000 annual probability of sea flooding (0.5% – 0.1%) in any year.

5.49 It is clear from Figure 5.1 that parts of the site falls within Flood Zone 2, with the remaining areas to the east located in Flood Zone 1. Flood Zone 1 is assessed as having a less than 1 in 1,000 annual probability of river or sea flooding (<0.1%).
authority boundary with Salford, and Shudehill Conservation Area, solely in Manchester, both located approximately 500m to the south of the site. It should be noted that the Manchester Arena occupies a prominent location and, as such, obstructs views from the city centre.

5.52 With regard to Listed Buildings within the framework area there is only one relevant building of interest – which is the Grade II Listed Former Synagogue on Cheetham Hill Road:

1. Former Synagogue – Grade II – 1208420

5.53 Within the wider area, but outside the framework area, there are a number of other Listed Buildings:

2. Knowsley Hotel – Grade II – 1197784
3. Boys Prison Block of Strangeways Gaol – Grade II – 1254636
4. Gatehouse of Strangeways Gaol – Grade II – 12546470
5. The Tower of Strangeways Gaol – Grade II – 1254672
6. Former Free Library – Grade II – 1389630
7. Roman Catholic Church of St Chad and Presbytery St Chads – Grade II – 1208542
8. Churchyard Walls of Roman Catholic Church of St Chad – Grade II – 1197786

Figure 5.1 - Flood Zones

5.50 The SRF area also falls within the ‘Conurbation Core’ Critical Drainage Area as set out within the Greater Manchester Strategic Flood Risk Assessment.

Historic Environment

5.51 The SRF area does not fall within a Conservation Area with the nearest being the Cathedral Conservation Area, which abuts the local
in accordance with this strategy, the need for additional school provision within the SRF area will continue to be assessed as part of city-wide provision, and will become a relevant planning consideration, in line with Core Strategy PA1 should a clear need be identified.

5.55 A number of specialist schools are also present in the adjoining city centre including Chetham’s School of Music and the Royal Northern College of Music.

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

**Leisure Facilities**

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

5.58 A wide range of private leisure facilities including gyms and studios are available within and around Manchester city centre. Facilities are also available at a number of the higher education providers described in this chapter.
6 Site Wide Strategic Framework

Key Objectives

An Enhanced Economic Role for the Area

6.1 The framework proposes a 50:50 split between residential and non-residential, largely commercial uses, so that a truly mixed-use neighbourhood can be delivered which is vibrant and vital throughout the week.

6.2 Higher density mixed use development set within a high quality environment is envisaged. This form of development should significantly increase the quantum and quality of employment floorspace and jobs within this area via replacement of the existing low density, low quality employment uses.

6.3 As a basic principle, any future redevelopment will be expected to deliver more employment floorspace than exists currently to exploit and expand the Strangeways area’s wider commercial base and potential. The proposed masterplan for the framework area has been devised to deliver an estimated 275,000 sq. m of floorspace which is approximately 165,000 sq. m more than has been calculated as the existing figure. In terms of job creation it is estimated that current employment in the SRF area is in the region of 1,500 to 2,000 FTE. The estimated employment yield is in the region of 8,000 to 9,000 FTE jobs.

6.4 In this regard, no singular residential development schemes will be permitted unless they are clearly identified as a part of a credible multi-phase scheme within a single ownership (or in the case of multiple land ownerships where a robust and evidenced collaboration agreement is in place relating to the delivery of the whole phase).

6.5 The economic future of the SRF area must, as far as possible, support high quality uses within the wider Strangeways Area and add value to Manchester’s existing offer.

6.6 The employment provision within the Great Ducie Street SRF should complement existing businesses, through providing accommodation to help facilitate the transition for small scale businesses and start-ups. These businesses will require affordable accommodation with good links to the existing distribution and textile knowledge in the wider Strangeways area. This type of accommodation will also be attractive for businesses looking for premises away from the city centre core where rental values are higher. This in turn will blend the wider Strangeways area with an expanding Manchester city centre.

6.7 It is well established that digital and creative industries are a growth sector within the Manchester economy and therefore there is an opportunity to encourage provision of facilities and workspace that attracts digital and creative industries. This growth is aligned with trends at a national and international level.

6.8 Businesses within this sector are more likely to move to distinctive but different accommodation that offers flexibility in terms of floorspaces available but also presents the opportunity for a business ecosystem to be developed and a sustainable community to be built.

6.9 This will necessitate a range of commercial typologies to come forward. Attracting digital and creative industries will allow better connections to be made between established wholesale or textile companies in the wider Strangeways area. With the future of both
these industries increasingly dependent on grasping the opportunities presented by e-commerce these synergies may prove critical.

6.10 The SRF area could also accommodate more traditional office buildings for large floorplate occupiers looking for more cost effective rental accommodation or back of house services; however, demand is expected to be limited in this location. In this regard, there are a number of well-placed and more established locations including for example NOMA, Mayfield, Piccadilly, First Street, and Circle Square, as well as the UX site on the Former Boddington’s Brewery. There may be greater potential for a more flexible larger workspace product, allowing collaboration. It is anticipated that this would be driven by demand which may arise as a consequence of small business growth, as the business base of the area further develops and matures.

6.11 Flexible leasing strategies should be used where appropriate to encourage a mix of uses in the area involving start-up businesses and independent operators, as well as established operators. Flexible terms on leasing agreements will reflect the fact that the wholesaling and textiles sector is dynamic and business models are constantly adapting and changing to new trends described in Chapters 3, 4 and 5.

6.12 Applicants bringing forward schemes will be required to present their commercial strategy for securing full occupation of the proposed commercial space. As well as leasing strategies, the early identification of suitable, value added target occupiers should be provided. This could include within initial phases for example, small scale manufacturing and premium ‘Made in Britain’ brands, as well as the digital and e-commerce occupiers within the fashion and textile industry.

6.13 A relatively modest amount of retail floorspace could be appropriate within the SRF area, with the most appropriate format being ground floor commercial units to supplement residential and commercial uses. The influx of residential accommodation as well as commercial occupants will provide a suitable market to encourage occupiers to locate in the area, principally to serve the ‘locally generated’ needs.

6.14 Consideration has been given to the uses proposed across the SRF area so that an appropriate balance is reached between delivering commercial workspace and introducing new residential, hotel, and retail/leisure uses. These new uses have been introduced to better address the SRF area’s strategic location on the northern edge of the city centre. Hotel uses are certainly a possibility along key road frontages reflecting proximity to the city centre and Manchester Arena.

6.15 The distribution of these new uses has been focused to the south of the SRF area, with commercial uses maintained towards the north of the SRF area. This is so that uses within the SRF area provide a transition between the mainly commercial uses to the north of the area, and the residential-led developments in-and-around the Greengate area. Residential uses have also been focused towards the south of the SRF area to minimise distances to public transport facilities, such as Victoria Station and Shudehill Interchange.

6.16 Residential uses have also been focused to the west of the SRF area, to make maximum use of the natural amenity of the River Irwell. Ground floors of proposed buildings can accommodate retail and leisure uses to activate the proposed riverside pedestrian route.

Providing High Quality, Sustainable New Homes, Contributing to a Balanced Housing Supply

6.17 A key objective is to diversify the land use within the SRF area as a means of driving regeneration and delivering high quality sustainable new housing. This is essential in terms of addressing the city’s vision to be a place where residents from all backgrounds feel safe, can aspire, succeed and live well. It is also of fundamental importance in terms of supporting the city’s vibrant, growing and increasingly diverse population. It recognises the need to balance economic
growth and productivity enhancement with the housing supply to sustain that. It also recognises the need to balance wages and housing costs.

6.18 New residential development within the SRF area must therefore demonstrate that the scheme will deliver a finished project of the highest quality that aligns with the requirements of Manchester’s Residential Design Quality Guidance seeks. Proposals that do not comply with this guidance and fail to provide compelling justification, based on evidence and options analysis, will be refused.

6.19 The proposed density of development in this area, demands the need to provide a significant amount of high quality public and private amenity space to support the local community and the creation of a neighbourhood of choice. The amount of private amenity space should at least meet the requirements of Manchester’s Residential Quality Guidance.

6.20 New housing should contribute to Manchester’s overall needs in terms of ensuring a balanced housing supply. Housing mix and tenures will be assessed on a site by site basis within the SRF area, taking into account up to date Council assessments of housing need and economic viability. It is however, considered that this area represents an important opportunity to diversify Manchester’s housing offer and widen choice around the expanding city centre. This will include housing for families, downsizing households, younger age cohorts working in and around the city centre including within the SRF area itself.

6.21 A wide range of residential typologies are considered to be appropriate within the SRF area. In particular, the opportunity to bring forward housing appropriate for occupation by a family must be considered within schemes. Single and duplex apartments can be provided as well as townhouse units that could have associated private gardens.

6.22 Where ground floor commercial uses are not considered appropriate, active frontages may be achieved through the position of residential front doors, which will provide enhanced animation to the street scene or some small-scale amenity around central public spaces.

6.23 The introduction of residential development into an area with existing use values associated with generally low quality employment land, will significantly increase land value. It should therefore be emphasised that the Local Planning Authority will expect all development to contribute 20% affordable housing in line with Core Strategy Policy H8, as well as other environmental and infrastructure requirements deemed to be necessary in planning terms on a site by site basis. It is therefore imperative that such considerations are factored into the consideration of land values when land deals are being formulated within the area. This is essential to avoid a scenario whereby planning restrictions will sterilise investment and development due to unrealistic expectations of value and developer profit. In this scenario, the City Council’s position will be that no development is better than substandard development that does not meet this clearly stated objective of the framework.
Building Inclusive Communities

6.24 As a mixed-use neighbourhood the SRF area should include the wide range of uses that are key to supporting any successful urban district. In this area, those uses will support the wide range of residents and occupiers that are being targeted. These should include facilities like good schools, health facilities, leisure & cultural facilities, and an appropriate level of retail provision. These can be delivered in bespoke facilities or through taking leases with commercial units.

6.25 Delivering residential amenity facilities, where supported by an appropriate commitment to manage these facilities in the long-term, shall be encouraged within residential developments.

6.26 Cross relating to the place making section of this document, creating communities and community pride requires spaces for social interaction, as well as places to relax and retreat from busy urban life. Buildings and spaces should be relevant to those who will occupy them across a broad spectrum of need from: young to old; buyers to renters; families to the elderly; and, single employers to employees.

Sustainability and Resilience

6.27 All development in the SRF area shall include measures to reduce carbon emissions and include sustainable features.

6.28 Effects on air quality should be managed to the highest standards of best practice during the construction period of all new development. This is a requirement of Core Strategy Policy EN16 which requires developers to take measures to minimise and mitigate the local impact of emissions from traffic generated by the development, as well as emissions created by the use of the development itself, including from Combined Heat and Power and biomass plant. When assessing the appropriateness of locations for new development the Council will consider the impacts on air quality, alongside other plan objectives. This includes cumulative impacts, particularly in Air Quality Management Areas.

6.29 In line with the aspirations of the Manchester Residential Quality Guidance, there will be a requirement for schemes to robustly demonstrate how they have been future proofed to reduce maintenance requirements.

6.30 Considerable investment in supporting infrastructure will be required across the area. As a result of the increased level of development in the area, early phases of development may need to establish whether a Primary Substation is required. Following discussion with the Local Planning Authority, a suitable location for such infrastructure to be delivered in the SRF area would need to be found.

6.31 Upgrades to electrical supply services will be needed to support new development and a growing population. A range of power solutions will establish a robust power supply network. This should include consideration of a micro grid across key areas. Sustainable infrastructure solutions will anticipate developments in low carbon supply.

6.32 Resilient power and fibre infrastructure and flexible energy sources will ensure smart management of homes, businesses and neighbourhoods and flexible land uses and occupation.

6.33 Low carbon homes with low energy and resource demand will be encouraged as basis for future affordability, energy security and efficiency.

Density and Place-Making

6.34 In line with existing planning policy there will be an assumption towards delivering high density development that maximises the potential of land within the SRF area without overdevelopment.
6.35 In its existing form, the SRF area is vastly underutilised. This SRF including the accompanying masterplan, promotes a significant increase in density. However, this has to be carefully considered to mediate between the general low-scale buildings found to the north of the SRF area, and the taller buildings to the south of the SRF area. An indicative heights drawing is included within Appendix B.

6.36 Increasing the density of development in cities is crucial to provide sustainable growth, long term economic competitiveness; vibrancy and the opportunity to incorporate multiple land uses. The appropriate density of urban development should however balance economic viability, urban design strategy and policy objectives.

6.37 A key component of this will be demonstrating that the quality of contemporary building design, the high standards of performance, and the quantum of public and private amenity space is sufficient to support the density that is proposed, and will support the vision for the SRF area as set out in this document. In all cases, for all densities of development, it will be a requirement that new public and private spaces are of the highest quality.

6.38 A critical component to the success of the SRF area is the inclusion of high quality, durable, accessible and well-designed public spaces that enhance the character of the SRF area. A network of high quality public space is indicated within Appendix A and it is expected that this will be delivered as a whole by future development.

6.39 Future development must ensure that the SRF area develops a "sense of place" through intelligent place-making and design. New proposals should enhance the area’s image and improve its overall reputation, profile and legibility. This is fundamental to the delivery of a neighbourhood of choice based around a sustainable mix of high quality housing with an expanded employment offer. Through this, there is an opportunity to successfully expand the city’s core and strengthen its overall offer both in terms of quality of life and opportunities for residents. In addition, its offer as a location for investment and to do business, building upon its existing fashion and textiles business base, will be enhanced.

6.40 New development within the area should improve connections to the city centre, the higher functioning Strangeways Employment Area, Green Quarter, Lower Irk Valley, Greengate, and communities to the north. In improving access to the city centre, there is an opportunity to also improve accessibility to public transport as well as promoting cycling and walking.

The pedestrian environment along the Inner Ring Road and other major vehicular routes should be enhanced including, where possible, better pedestrian crossing facilities. Environmental buffer zones should be provided to mitigate the adverse environmental conditions of these heavily trafficked routes. It is considered that residential uses could be set back from the Great Ducie Street and New Bridge Street frontages to reduce the impact of noise on residential amenity. Tree planting and greening should be encouraged throughout the SRF area, including to the heavily trafficked edges; however, this will need to be carefully coordinated around utilities locations.

Where a tall building is suggested as part of the masterplanning work that has been prepared, it will also be necessary to demonstrate that the proposals are able to robustly satisfy the firmly established criteria for assessing the merits of tall buildings within national and local planning policy guidance. In assessing tall buildings, this means that particular emphasis will be placed on:

- Understanding effects on the historic environment through a visual impact analysis and assessment of verified key views.
- Ensuring that microclimatic effects in terms of wind and sunlight / daylight, do not have an adverse effect on the safety, comfort or amenity of the area.
- Proposals for tall buildings will need to be sustainable. In terms of energy use, the City Council’s policy standards will be
expected to be properly addressed and where possible surpassed.

- Landmark buildings will need to be of the highest architectural quality and have a positive relationship to the city’s skyline.
- They should contribute to the legibility of the area, and the provision of public space and high quality public realm.
- The design needs to be credible and therefore demonstrably deliverable.
- Tall building proposals within key city centre regeneration areas should have clearly identified regeneration benefits. They should act as a catalyst to the positive regeneration outcomes.

6.43 High density residential development can also create challenges in terms of how the practical elements are most effectively accommodated. It will therefore be necessary for all practical elements, such as car parking, cycle parking, waste storage and collection, to be integrated into the development and to comprehensively address Manchester City Council’s Residential Design Quality Guidance.

6.44 The design must appropriately mitigate identified environmental impacts on-site and in the immediate vicinity. This will include wind microclimate, surface water drainage and daylight and sunlight effects, to ensure that a high environmental quality for all future users and residents is established.

River Irwell

6.45 Development fronting the River Irwell should take full advantage of this natural asset and simultaneously contribute to the improvement of the riverside experience and the creation of a green corridor. This should include provisions within the design of any scheme to allow increased access to the Riverside, and enhancement to the river as an ecological resource. Development should also contribute to the creation of a connected route that allows better links with the city centre. The creation of an attractive riverside environment is critical to attracting people to live and work in the SRF area.

Interface with the Inner Ring Road

6.46 The site’s location within close proximity to the Inner Ring Road (Trinity Way) should be carefully considered – addressing issues including noise, air quality and other microclimate matters should be an important factor of detailed design. Opportunities to improve the experience along the Inner Ring Road, through incorporating high quality architectural design on the key frontages within the SRF area, will be encouraged.

Street Hierarchy

6.47 Establishing a clear hierarchy of routes through the area, the improvement of existing pedestrian routes, and the provision of additional ones are key components of addressing its lack of permeability, legibility and ease of movement.

6.48 The routes should respond to key pedestrian desire lines and opportunities to create connections. This should be facilitated through the adoption of a series of layouts and treatments based on best practise Manual for Streets principles, including the use of the following street types:

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

6.49 Where possible priority should be given to pedestrians over vehicles. This can be achieved through ensuring that vehicles only circulate where needed and that pedestrians can permeate to as many parts of the framework area as possible. Areas of focus for this dynamic should include those closest to key features, such as the riverside walkway.

6.50 Direct connections across the SRF area will be encouraged, especially those on an east to west basis and routes that link in with riverside walkway.
Active Frontages

6.51 New buildings should be designed to support active frontages, particularly around key public spaces and pedestrian desire lines, to promote street life and enhanced animation to the street scene. This may be in the form of ground floor active commercial uses or, where commercial uses are not appropriate, through design e.g. the position of residential front doors.

6.52 Where the ground floor is intended to contain commercial or retail uses, it should be level with the street where possible, and incorporate appropriately proportioned transparent glazing to promote street life and provide visual interest for pedestrians.

Sustainable and Safe Development

6.53 As set out within national and local planning policy, including the National Planning Policy Framework and Manchester Core Strategy, new development should be sustainable, accessible to all and designed so as to provide a welcoming and safe environment.

6.54 Regeneration of the SRF area should promote a sustainable development, including through maximisation of its locational advantages and proximity to public transport nodes, as well as through building design.

6.55 Development should be designed to allow accessibility for all and create a safe and secure environment using the principles of “Secure by Design.”

Residential Amenity

6.56 Residential amenity will be an important consideration in ensuring that the SRF can become a neighbourhood of choice. The detailed site analysis has identified that there are a number of contextual factors that will need to be addressed, including the microclimate issues generated by the proximity of major traffic routes.

6.57 The combination of employment and residential uses will need to be carefully designed and managed.

6.58 In addition, in accordance with Manchester Core Strategy Policy DM1 Development Management, new development must have regard to a range of specific issues and identify how these will be addressed.

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

6.60 Storage for refuse should be enclosed and contained within the perimeter block, minimising any impact on key elevations and the street frontage.

Land Ownership

6.61 Where appropriate the City Council will utilise its ownership of land in the SRF area to deliver against its strategic objectives either alone or, more commonly, in conjunction with a developer in the local area.

6.62 Where feasible, developers should seek to maximise land assembly prior to progressing with detailed proposals. The Local Planning Authority will need to take assurances that a site can be brought forward by the Applicant, and that there are no onerous land ownership issues.

Utilities

6.63 It is expected that due to the intensification of uses within the SRF area that there will inevitably be a need for utilities to be relocated or improved. This requirement should be identified as early in the development process as possible, and information provided to the Council on utilities within the SRF area, in particular for early phases,
within the Planning Application. Applicants will be expected to relocate utilities where development necessitates that this takes place.

Access and Movement

6.64 The introduction of pedestrian crossings on routes to facilitate enhanced access will be explored to better link the city centre into the SRF area. New cycle routes should be provided through the SRF area.

6.65 New cycle routes should be provided through the SRF area, to connect to and enhance existing routes. New residential and office development should incorporate cycle parking facilities and public cycle parking should also be provided within new public realm.

6.66 Access and Servicing for the SRF area should be appropriately planned to reduce any potential impact on residential amenity. It should take account of any transport implications that may arise from deliveries or servicing vehicles.

Car Parking

6.67 As the number of people within the SRF area increases, appropriate parking spaces will need to be provided. Details of this will be assessed as applications come forward. These proposals should demonstrate the ability to accommodate the necessary vehicle spaces on a plot-by-plot basis, when assessed against the excellent public transport facilities located within walking distance.

6.68 It is proposed that, in addition to the Multi-Storey Car Park (MSCP) being proposed within the redevelopment of the former Boddington’s SRF, that additional MSCP spaces will be provided within the SRF area where these cannot easily be accommodated within site boundaries, and also given the appropriateness of this area as an ongoing commuter car parking location.

6.69 As part of the future car parking offer across the SRF area, the provision of charging points for electric cars should be incorporated and future proofed in terms of future developments’ power requirements.

Character Features

6.70 Architectural diversity is encouraged to create a neighbourhood that is varied in character and which contributes towards the creation of a neighbourhood with a strong sense of place.

6.71 Whilst it is recognised that the majority of building stock within the SRF area is of low quality, there are a number of notable buildings which are of merit. These are identified for each Character Area within Chapter 7. Where possible and practical these buildings should be retained and revitalised to add to the overall character of the SRF area.

6.72 Landmark buildings of scale will be appropriate within the SRF area, as identified within the masterplan. These proposals will need to be robustly justified in planning, design, and environmental terms.
7 Character Area Development Principles

7.1 The SRF area can be broadly divided into five character areas as defined within the diagrams and drawings provided at Appendix A. These are based on their geographical location and the characteristics of the built environment.

7.2 The remainder of this chapter describes each character area and also identifies specific urban design and development principles that must be taken into account when bringing forward development proposals.

7.3 The Riverside character area is defined by the Inner Ring Road (Trinity Way) to the south, Great Ducie Street to the east, Julia Street to the north and the Manchester/Salford border to the west.

7.4 Principal land uses within the area are warehousing and showroom businesses with associated service yards and supporting surface car parks. The area’s low rise commercial warehouse premises occupy significant footprints. The plots extend almost the entire width of this area of the Riverside to the west.

7.5 To the west of Mary Street there is a continuous section of land bounded to the west by the River Irwell. This land contains a range uses and site conditions. This includes an industrial unit to the south, followed by a narrower strip of land that contains a number of mature trees.

7.6 This riverside area includes a pedestrian route that runs parallel to the river which offers a route from the city centre to the SRF area via Greengate.

7.7 The riverside location provides an amenity for pedestrians using the area, but is not utilised to its full potential owing to a lack of active frontages and natural surveillance along the route. In addition, the large footprint buildings to the east of Mary Street in this area act as barriers for pedestrians who will generally use Great Ducie Street to enter or leave the city centre. As a consequence, the riverside walkway is disconnected from the rest of the Riverside area and potential for footfall along the riverside route is reduced.

7.8 Across the Riverside area, there are limited opportunities for pedestrian movements east-west, reducing opportunity for good pedestrian connections into the former Boddington’s Brewery SRF area. Pedestrian movements are focused on pavements that border busy vehicular routes. The Riverside area is bordered on its southern edge by Trinity Way (the Inner Ring Road) and to the east by Great Ducie Street. These are both busy distributor roads servicing the city centre, and in their current form act as barriers for pedestrian movements into the Riverside area.

7.9 As a character area within close proximity to Manchester city centre there are opportunities to facilitate the expansion of the city centre away from the traditional core. There are also opportunities to improve connections along the River Irwell and, more generally, into the city centre itself.

7.10 The SRF area occupies a key location at a gateway into city centre, on an arterial route from North Manchester (Great Ducie Street), and on part of the Inner Ring Road. There is an
errors or omissions prior to commencing on site.

Contractor to report any dimensional discrepancies.

All dimensions to be checked on site by contractor.

Do not scale off dimensions.

This drawing is copyright

NOTE:

NORTH
opportunity to deliver high quality redevelopment which could include a number of landmark buildings in key locations.

Specific Urban Design and Development Principles

7.12 Development should facilitate opportunities for improved public realm and the creation of new pedestrian routes that better connect the riverside location to the rest of the SRF area, including through the adjacent former Boddington’s Brewery Site. In addition, building placement should be considered to allow for new routes running north-south, that offer alternative pedestrian routes from the current solitory route alongside Great Ducie Street.

7.13 A number of public spaces are proposed to be delivered within the character area. They have been located within the illustrative masterplan in order to take into account the creation of new, high quality pedestrian routes. The spaces have been appropriately proportioned in response to the scale of the buildings adjacent to them. These important relationships will need to be retained as detailed proposals come forward.

7.14 A larger square is proposed directly adjacent to a cluster of buildings that will occupy the southern part of the Riverside area. These buildings respond to the scale of buildings that have either been built, are in construction, or have been approved for development on the opposite side of Trinity Way. Other public spaces respond to the grouping of buildings on the northern portion of the Riverside area as well as the area to the north-west, which offers the opportunity to improve the public realm alongside the River Irwell.

7.15 The scale of the buildings is differentiated on a north-south basis. Buildings on the northern half of the site form part of the gradual rise in scale from the proposed Mary Street area, whilst buildings nearer to the Trinity Way / New Bridge Street elevation to the south are responsive to the scale of the city centre.

7.16 Development at the gateway into the character area at the junction of Trinity Way / Great Ducie Street shall be landmark development of high quality to encourage people into the SRF area. These buildings provide visual markers for both pedestrians and vehicles entering and leaving the city centre.

Mary Street

7.17 The Mary Street area is defined by Julia Street to the south, Great Ducie Street to the east, Sherborne Street to the north and the industrial units between Sherborne Street West and the River Irwell. Similar to the Riverside character area, current uses on site are predominantly industrial and showroom retail, with some retail and hot food takeaway fronting onto Great Ducie Street. In addition, there is a Gurdwara Sikh Temple occupying a former commercial premises at the junction of Mary Street and Sherborne Street.

7.18 The scale of buildings across the character area is typically 2 to 4 storeys in height. Currently, the footprint of buildings varies between the northern and southern ends of the character area. The northern end of the character area is characterised by relatively small footprint, low-scale commercial buildings. Conversely, the southern end of the character area centred on Langston Street, includes land plots that accommodate a large footprint commercial premises occupied currently by a wholesale distributor. This plot extends almost the entire width of the character area.

7.19 Between Mary Street and the River Irwell there is a land parcel which accommodates a number of buildings which could be considered for retention, should that opportunity be viable, as they have the potential to add to the character and sense of place of this area. They relate to currently utilised commercial buildings fronting Mary Street, including Downtex Mill, which is being used as a nightclub and arts space.
7.20  Like Riverside, the Mary Street area does not take advantage of the amenity potential afforded by a riverside location. The lack of active frontages, natural surveillance, the quality of pedestrian and public realm are all consistent features as set out above.

7.21  Key opportunities for the Mary Street area include facilitating meaningful connections to the River Irwell, and creating better connections with adjacent character areas, especially Riverside, and therefore into the city centre.

7.22  There are opportunities to deliver a wholesale transformation of the area into a commercial-led destination. This could deliver a large amount of floorspace and attract modern business users to the area, whilst providing facilities that could support the wider business base in Strangeways. This should make best use of the best, existing assets within the character area where possible.

7.23  There is an opportunity to introduce a new pedestrian / cycle route which runs northwards from the riverside walkway along the Salford / Manchester boundary, along the history line of the River Irwell prior to the creation of the Anaconda Cut in the 1970s. This route could become a landscaped public space, acting as an extension of the Riverside public realm. There may be opportunities for residential development fronting on to this public square.

7.24  Residential-led development elsewhere within this character area will not be considered acceptable unless at the discretion of Manchester City Council as Local Planning Authority.

7.25  Development should seek to maximise amenity and accessibility at riverside locations. Development should contribute to the provision of a high quality, attractive destination along the River Irwell.

7.26  Where practical, opportunities to re-use higher quality buildings to the north of the character area will be encouraged.

7.27  The scale of buildings will decrease in height deeper into the character area. This will mediate between the low scale existing buildings to the north of the SRF area, and the increased scale of buildings within the Riverside character area which respond more to the context of the city centre. Scale should also be considered with a view to maximising the amenity of the River Irwell.

7.28  Development along Great Ducie Street should maximise opportunities to present active frontages. Commercial units provided at ground floor should be designed to be flexible and cater for a wider range of end occupiers.

Specific Urban Design and Development Principles

7.23  There is an opportunity to introduce a new pedestrian / cycle route which runs northwards from the riverside walkway along the Salford / Manchester boundary, along the history line of the River Irwell prior to the creation of the Anaconda Cut in the 1970s. This route could become a landscaped public space, acting as an extension of the Riverside public realm. There may be opportunities for residential development fronting on to this public square.

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7.25  Development should seek to maximise amenity and accessibility at riverside locations. Development should contribute to the provision of a high quality, attractive destination along the River Irwell.
Southall Street

7.29 The Southall Street character area is bounded by Southall Street and Strangeways Prison to the north, Dutton Street to the east, the former Boddington’s Brewery site to the south, and Great Ducie Street to the west.

7.30 There are a number of buildings in the northern part of the Southall Street area which are worthy of retention or incorporation as part of a new development, should the opportunity be viable. These buildings are largely used for commercial purposes. One exception is the indoor rock climbing facility premises fronting onto Julia Street.

7.31 Building plots in this area contrast in size from those found across Great Ducie Street in the Riverside and Mary Street areas with plots defined by a number of existing streets running north-south and east-west.

7.32 The character area has a mixture of land uses including commercial properties, a car hire unit and surface car parking. Building plots in the area contrast in size from those found across Great Ducie Street in the Riverside and Mary Street character areas, with plots defined by a number of existing streets running north-south and east-west. Buildings in this area are between typically 2 and 4 storeys.

7.33 Despite the number of potential pedestrian routes that could run on existing streets, these offer limited connectivity into surrounding areas. This is principally because of Strangeways Prison, which presents an impermeable frontage which extends across a large area directly to the north of the Southall Street area. Similarly the Former Boddington’s Brewery site to the south, which is currently operated as a large surface car park, acts a barrier disconnecting the Southall Street area from the city centre core.

7.34 A key opportunity for the character area is to act as a conduit between the Riverside and Mary Street character areas and the wider Strangeways employment area to the north. Through delivery of high quality commercial uses, this connection can be made and help facilitate the integration of the city centre with the Strangeways Area.

7.35 Opportunities exist to improve connections between the former Boddington’s Brewery Strategic Regeneration SRF area and the character area.

Specific Urban Design and Development Principles

7.36 Commercial uses will be supported within the Southall Street character area. These will act to graduate between existing commercial uses further east, and a greater concentration of other proposed uses to the south in the former Boddington’s Brewery SRF area.

7.37 In general, residential-led development will not be considered acceptable within this character area unless at the discretion of Manchester City Council as Local Planning Authority.

7.38 Development within the Southall Street character area will need to be delivered in a way that best integrates with the former Boddington’s Brewery site to the south, for example connections are designed to allow permeability throughout the SRF area.

7.39 Any proposals within the Southall Street character area must take into account forthcoming development at the adjacent HMP Manchester if these are sufficiently progressed and likely to come forward in the short to medium term.

7.40 A number of noteworthy buildings are present within the eastern limits of the character area. Where possible these should be retained and re-used for commercial purposes in recognition of their location.
7.41 Development should take account of the change of topography across the character area where relevant.
Cheetham Hill Gateway

7.42 The Cheetham Hill Gateway is bounded by Park Street to the north, Cheetham Hill Road to the east, Trinity Way to the south and Dutton Street to the west.

7.43 The majority of land within the character area is being used for surface car parking, currently publically available and operated by SiP Parking. There are a number of low rise buildings on site which accommodate a range commercial uses alongside a public house and snooker club.

7.44 The site possesses a number of physical constraints as it is bounded by Cheetham Hill Road and New Bridge Street, arterial roads that form part of the Inner Ring Road. Additionally, there is a significant change in topography to the west onto the former Boddington’s Brewery site, which makes the character area very disconnected from the rest of the SRF area. The area has better connectivity, however, into the areas immediately north of it to other parts of the city centre, including the Green Quarter and NOMA as well as Victoria Station via the Manchester Arena link.

7.45 The Character Area occupies a prominent location at the junction of two major arterial routes into Manchester city centre, and presents an opportunity for landmark development that facilitates the expansion of the city centre away from its traditional core.

7.46 There are opportunities to deliver ground floor commercial uses that will provide space for businesses within the Strangeways employment area to the north.

7.47 Opportunities exist to improve connections between the former Boddington’s Brewery Strategic Regeneration SRF area and the character area.

7.48 Opportunities to improve connections between the character area (and the wider Strangeways employment area) and the city centre in general could be explored.

Specific Urban Design and Development Principles

7.49 Development within this character area is envisaged to be predominately residential-led rather than commercial. Commercial development at ground floor level may be considered acceptable will not be considered acceptable unless approved at the discretion of the Local Planning Authority.

7.50 Development at prominent corners of the character area will be suitable for landmark development for buildings of scale. These will need to be designed to the highest quality and respond to the site’s context.

7.51 Development within the Cheetham Hill Gateway character area will need to be delivered in a way that best integrates with the former Boddington’s Brewery site to the south. For example, connections are designed to allow permeability throughout the SRF area.

7.52 Development fronting Cheetham Hill Road and Trinity Way should be designed to present an active frontage. In urban design terms, proposals should deliver an attractive and interesting development that adds interest on this key route.

7.53 Development should improve connections through the character area facilitating greater permeability between the wider Strangeways area and the Former Boddington’s Brewery site to the west.
Park Place

7.54 On the north eastern edge of the masterplan area, the grid of streets bounded by Carnarvon Street Southall Street, Park Street, and Cheetham Hill Road provide an opportunity to promote development which mediates in scale and uses between the warehouse district to the north along Cheetham Hill Road, and the significant redevelopment proposed across the SRF area.

7.55 Existing uses in this area include fashion and furniture wholesaling, commercial and office premises, and surface car parking. There is a vacant public house, the Berwick Arms, located on Carnarvon Street. The Booth Centre, a homelessness day centre, is located at the corner of Pinbett Street and Park Street. The Robert Street Hub is a co-working space on Robert Street, highlighting the emerging popularity of the area for entrepreneurialism. These type of businesses will benefit from the fostering of a commercial ecosystem in the wider framework area.

7.56 The busy Cheetham Hill Road to the east and the wall of HMP Manchester to the west, both constrain movement around the character area.

7.57 Within the area, the rectilinear street grid of the warehouse district is clearly evident. This is a significant contributor to the character of the area.

7.58 Generally, the quality of the building stock in the area is low, although there are exceptions. Southall Street is given a distinctive character by the frontage of the Grade II listed Victorian prison building in combination with a range of non-listed four and five storey Victorian buildings opposite. To the east of the character area, the Grade II listed former Synagogue building on Cheetham Hill Road sits within the character area and Park Place, which leads from Cheetham Hill Road into the heart of the character area, is flanked to the north and south by nineteenth century brick built warehouse buildings.

7.59 The masterplan seeks to improve the quality and quantity of commercial use in this area, and provide commercial space which will be attractive to existing businesses, helping to retain them in the area, whilst suiting a range of new users. In addition to this, the proposals introduce new residential uses and higher density development as a way of facilitating the improvements in commercial floorspace.

7.60 Improvements to the public realm are proposed, aimed at promoting pedestrian routes through the character area, improving footfall. Key to this, is the suggestion that a small public square could be created at the head of Park Place as a key node on the new pedestrian route from the Irwell to the Irk. This space would be at the heart of the new character area.

Specific Urban Design and Development Principles

7.61 As a mixed-use area both residential and commercial uses will be supported within the Park Place character area. These will act to graduate between existing commercial uses further north, and a greater concentration of other proposed uses to the south in the former Boddington’s Brewery SRF area.

7.62 A number of noteworthy buildings are present within the character area. Where possible these should be retained and re-used for commercial purposes in recognition of their location.

7.63 Proposed development should respect Listed Buildings within the character area.

7.64 Development should facilitate opportunities for improved public realm and the creation of new pedestrian routes that better connect the character area to the rest of the SRF area, the adjacent Lower Irk Valley, and the city centre.
7.65 A key public space is proposed to be delivered within the character area. This has been located within the illustrative masterplan to take account of the creation of new, high quality pedestrian routes. The spaces have been appropriately proportioned in response to the scale of the buildings adjacent to them. These important relationships will need to be retained as detailed proposals come forward.
8 Phasing and Implementation

Delivery Process and Timescales

8.1 In order to maximise sustainable, high quality regeneration outcomes set out in this SRF, and for the area to fulfil its potential, it is essential that a delivery strategy is provided which recognises the area’s strengths and key attributes as identified in this document.

8.2 Given the significant extent of the SRF, it is necessary to adopt a realistic view of timescales for its delivery. It is unlikely, for example, that the SRF would be completed within the current positive economic cycle. It is considered that the full development of the SRF area could take around twenty years; however, there are sites which can be delivered sooner.

8.3 There is certainly an opportunity to bring forward - at the very least - a meaningful start to the process. In so doing, it is essential that the early phases of development deliver the quality of buildings and spaces, together with the essential infrastructure, that will act as a catalyst and provide a benchmark for future phases of positive change.

8.4 Given the likely regeneration timescales, it is important to recognise that the SRF masterplan is illustrative, and the development and urban design principles set out within this document are there to provide guidance and further information on the Council’s expectations. As time passes, market conditions and requirements, especially for employment space, are likely to change and the SRF will evolve and respond to that over time.

8.5 It is not the intention to be overly prescriptive. Indeed, it is recognised that the precise form, function and mix of uses appropriate in respect of different buildings within the site will change over time as the wider context, property market and economic conditions alter.

Phasing

8.6 In relation to phasing generally, it is considered that the Riverside and Cheetham Hill Corridor character areas will generate the most developer interest in the short term, given their proximity to the city centre, and based on development enquiries and interest already received. The St Mary’s and Southall Street are likely to be longer term phases, given further distance from the city centre, more complex land ownership patterns and in the case of Southall Street, proximity to HMP Manchester.

8.7 The first phase to be brought forward has been identified in conjunction with land owners, as identified within the drawings and diagrams provided at Appendix A. This relates to land owned and occupied by Whispering Smith, the Faith Life Centre and adjoining riverside green space which extends northwards, to west of Mary Street, into land owned by the City Council.

8.8 Within this first phase of development, the SRF and associated masterplan identifies the opportunity to deliver height and density including a significant amount of residential accommodation. This will all be combined with high quality public realm, and enhanced riverside access and green space. As a gateway into the SRF area, it is essential that this development sets a benchmark for quality in terms of built environment and place making. Given the uplift in land value, over and above industrial use, it is also required that this phase of development delivers the necessary infrastructure to support high density development, and future proofs the future regeneration of the wider area. The first phase of development must demonstrate a clear commitment to delivering high quality public realm as part of
any proposals to ensure that the most public benefits are gained from this development.

**Landowner Collaboration**

8.9 Notwithstanding the fact that this initial phase of development falls into three separate ownerships, any planning application relating to all or part of this site will need to demonstrate how the total and timely development of the entire phase will be delivered. This can only happen on the basis of collaboration between each of the parties.

8.10 In this regard, the SRF has been prepared in order to support the comprehensive redevelopment of the area as a whole, and to provide a framework of development principles that can form a basis for collaboration between landowners and developers. It is recognised that there will be a number of freeholders within the area who may be seeking to achieve significant value from their landholdings. The City Council is keen that, at the early stage of any transaction, detailed negotiation should take place between the freeholder and the potential purchaser. This should be to agree a price that factors in an appreciation of the site’s planning position and also allows the developer to meet the City Council’s objectives. These are set out within this Framework and other planning documents endorsed by the City Council, including the Development Plan. This, for example, includes having a thorough understanding of the City Council’s aspirations for the delivery of high quality architecture, affordable housing provision, and the provision of distinctive public realm in this part of the city.

8.11 The City Council’s land ownership has been identified in the masterplan as an opportunity for a riverside public park. This will greatly assist in supporting the scale and value of new development within the SRF area. This park will need to be delivered as part of phase one (within any first sub phase of development). The City Council has agreed to promote their respective interests in land for development in order to contribute to a comprehensive redevelopment of the site, and upon demonstration that regeneration objectives for the SRF area have been maximised. The City Council will expect to achieve best value for their land as this will enable development within Phase 1, and create a high value environment that will add value to private sector partners.

8.12 A key requirement in terms of the release of land within public ownership within the SRF area, will be a demonstration that such development will facilitate the total and timely development of the whole site, and maximise the regeneration outcomes that piecemeal development would not otherwise achieve.

8.13 Commercial arrangements between public sector and private sector partners will reflect these requirements, and the importance of ensuring that value capital from individual phases can be deployed where appropriate to support the overall development.

8.14 The land agreements will be enshrined within the commercial arrangements outlined above. This will ensure that the maximum control over the comprehensive development is retained by the public sector, with its strategic land interests only released in line with the demonstration of the total and timely development of the site.

8.15 In terms of funding and developer contributions, it will need to be agreed by the landowners that future developments coming forward will be required to contribute, on a fair and proportionate basis, to the total costs of delivering public realm and other strategic priorities associated with this SRF.

8.16 The formula for calculating the contribution of each landowner to public realm will be based on an assessment of the total cost of delivery, quality benchmarked against appropriate precedent schemes, with an additional 10% contingency applied and either divided by the Gross Internal Floorspace created by each development, or on the basis of plot size (i.e. land area).
8.17 If Gross Internal Floorspace is taken as the basis for distributing costs; and, as the flexible nature of the SRF principles will require the scale of individual proposals to be justified as part of the planning process, equalisation or balancing payments may be required. These would rectify over or under payments as the GIA breakdown shifts, or should the cost public realm as current envisaged prove to be over or underestimated at this stage.

8.18 As the sequencing of Phase 1 sub phases may dictate, not all of the public realm may be delivered at once. Developer contributions relating to unimplemented works or contributions to the wider SRF area will be paid to an escrow account which will be managed by an entity to be set up and instructed by the landowners and made up in the form of a full management company. It is likely that a working group would be set up to ensure coordination around public realm, phasing and ongoing masterplanning, as well as handling issues associated with future management and maintenance of the estate and associated service charge levels.

8.19 Public realm should be delivered by a contractor agreed by all parties on the basis of cost effectiveness and ability to deliver the required quality standards.

8.20 As a point of principle across this first phase and the SRF area as a whole, there are a small number of existing businesses located in the SRF area, the majority of which are owner occupiers. Where existing businesses occupy land identified for potential future development, the acquiring party will be expected to support the relocation of the existing businesses where required.

Direction on Developer Contributions

8.21 As the first phase and future phase proposals move forward and further detailed design work is undertaken, discussions on the potential section 106 obligations will take place, in accordance with Manchester City Council’s Development Plan policy requirement, to ensure the best outcomes for the area.

8.22 In addition to public realm enhancements which have been identified as a key priority for this area, planning obligations may include the provision of social and community infrastructure, affordable housing, employment initiatives, transport improvements, public realm enhancement and related benefits.

8.23 In terms of specific issues that will need to be addressed, the following provides an initial list.

- Improving the riverside environment around the River Irwell.
- Improving connections to the River Irwell and east west linkages more generally.
- Improving connections into the wider Strangeways area and into Greengate.
- Improving connections into Manchester city centre.
- Relocating existing utilities affected by development sites where necessary and appropriate. Equally, the installation of new utilities may be required which promote smart, sustainable outcomes.
- Place-making including the delivery of public open space or green space, improvement of streetscape along key arterial routes, improving cross facilities where deliverable and appropriate, making space available for public events.
- Supporting infrastructure, for example schools, community facilities, a new neighbourhood centre and convenience offer or highways improvements.
- Wayfinding and signage schemes.
- Healthy living environments including access to leisure, green and blue infrastructure, promotion of walking and cycling, focus on managing and enhancing air quality.

- A strong focus on providing broad appeal, high quality market and affordable housing across the rental and sales market.

- A broad workspace offering.

- Local employment initiatives.

- Measures that promote safety and security in addition to a well-designed environment with natural surveillance, such as lighting.

- Retain buildings of character and make the most of natural assets.
Appendix A – Phase 1 Plan
As per Former
Bottling's Brewery
SRF - April 2015
Appendix B – Indicative Heights Drawing