



RAMADA COMPLEX

MANCHESTER

STRATEGIC REGENERATION FRAMEWORK
REVISION 04 MAY 2018

Urban&Civic

Executive Summary

This Strategic Regeneration Framework ('SRF') will guide the future comprehensive regeneration of land adjoining Blackfriars/Deansgate and the River Irwell in Manchester City Centre.

The land is currently occupied by the Renaissance Hotel and has been a longstanding strategic regeneration priority for Manchester City Council. It is a significant component of the last remaining area within the 1999 City Centre Renewal Area Masterplan which has not been redeveloped, following two decades of substantial investment by the public and private sector. Whilst the site currently has an economic function as a hotel and car park, it visually and physically represents a significant blight on this part of the City Centre. The scale of problem is emphasised by the length of its frontage onto Deansgate at 123 metres. As a comparator, Piccadilly Plaza is 167 metres in length.

In order to put the impact of this blight into further context, this section of Deansgate at the junction with Market Street forms the start of one of the City's busiest principal retail thoroughfares. There has been a transformation of Deansgate, as it stretches to the south from the site, over the last 10 years. The street is now occupied by a wide range of commercial, restaurant, retail and leisure outlets, including good quality independents, stretching out as far as the Beetham Tower. In the other direction, there has been significant investment in Greengate and around Victoria Station as well as Manchester Cathedral and the Medieval Quarter. The site currently represents a missing piece of the regeneration jigsaw in this regard. The impact of its regeneration would be genuinely transformational.

During the last 20 years, various attempts have been made to bring forward redevelopment on the site. Most recently, this was in the form of a mixed use scheme, granted planning permission in 2009, comprising 4 new buildings, the tallest at 35 storeys. This permission lapsed in 2014. The lack of activity over the last 20 years illustrates the complexities associated with bringing forward the meaningful regeneration of the site. Any redevelopment will require a substantial initial outlay of capital associated with the clearance of the site. This is in part due to the revenue loss from the hotel and in part due to the sheer size of the site. A single phase of development, which ensures that economies of scales can be achieved, is therefore necessary to make the development viable. The overall cost of implementing a viable scheme for this site is estimated to be approximately £200 million.

The vision for the SRF area is to deliver a distinctive new City Centre destination focused around a 'best in class' landscaped public space, which positively interfaces with Deansgate and the River Irwell, connecting the site into the surrounding City Centre context, alongside high quality buildings that accommodate high quality and distinctive uses, to create a genuine sense of place.

In bringing forward new public realm, careful consideration will be given to Manchester City Council's experience within the renewal area masterplan, from Victoria Station through to St Ann's Square. Learning the lessons of what has and hasn't worked well through the design, delivery and management of public realm and public spaces in this area and across the City, will play an important part in the process of delivering a public space that truly supports the vision to be 'best in class.'

The scale of the strategic regeneration opportunity is significant – the SRF area extends to 1.4 hectares in size and has the potential to support Manchester's growth and quality of life through the delivery of over 60,000 sq. m of mixed use development, occupying a footprint of 2,700 sq. m plus 8,160 sq. m of new public open space and public realm for the City.

Underpinning the SRF is Urban & Civic, a delivery partner with the track record, expertise and resources to deliver the vision for the site.

Regeneration and Economic Benefits

The SRF area will deliver a series of significant regeneration benefits, which in turn will help drive wider economic growth objectives, enhancing productivity and improving quality of life within Manchester City Centre:

- **New landmark City Centre Destination:** Including a best in class, publicly accessible open space for the City where people can pass through or sit and relax in, and which opens up links to the River Irwell and views to the Cathedral.
- **High quality and distinctive new homes:** Delivery of circa 600 one, two and three bedroom apartments contributing to an overall balanced supply of housing for Manchester which meets the diverse range of people and families wishing to live in the City Centre. These new homes are essential to attract a professional and skilled workforce that will support the continued economic growth of Manchester.

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- **Leisure and Tourism:** New full service, internationally branded hotel offer to support Manchester's expanding and diversifying business base and growing visitor economy.
- **Connectivity:** Improving pedestrian permeability and accessibility, and linking together Manchester's Central Retail District and regeneration areas such as Spinningfields, the Medieval Quarter and Greengate. The site also capitalises on the excellent public transport connectivity, such as a number of high frequency bus routes including Metroshuttle, and enjoys close proximity to Shudehill Interchange and Victoria Station.
- **Local Socio-Economic Impact:** Discussion will take place with Marriott, and a responsible approach will be adopted in relation to managing the short term removal of existing jobs from the hotel as the site is redeveloped. At the same time there is a commitment to ensuring that net additional new employment opportunities during the construction and operational phases of the development are maximised for local residents and that pathways to employment are promoted through active participation and promotion of local training and improving skills initiatives.

Development Principles

The SRF sets a number of clear development principles for the site, which once the document is endorsed by Manchester City Council, will act as planning guidance and form a material consideration to be considered by the Local Planning Authority in the determination of future

planning applications. The detail is provided within the body of this document; however, the key overarching themes relate to the following:

- **Place Making:** This lies at the heart of the SRF. 58% of its area will be public realm. In delivering this, there is an opportunity to create a new city centre destination which will genuinely transform this area and provide the missing link between adjoining regeneration initiatives. As already mentioned, the public realm treatments will be of the highest possible quality and will take lessons from past experience. The public space will provide the setting for a mix of high quality city centre uses which will be distinctive and add value to the overall offer. Those uses will attract activity at different times of the day and week, will encourage visitors and the widest possible public participation in the benefits that are delivered. The opportunity for distinctiveness can also be drawn from the ability to re-connect the site to its historic setting. This will be through providing permeability at and around the site's edges whilst maximising views to local assets such as Manchester Cathedral, the River Irwell and Deansgate. The quality and distinctiveness of the architecture will complement the existing and future skyline of the City at a key City Centre intersection, will allow engagement with both the river and the Cathedral, and will promote a scheme that is transformational and distinctive.
- **Best in Class Uses:** The proposed development will be high quality, distinctive and add value to the City Centre's current offer. The ground floor uses would be aligned to a non-institutional and therefore flexible commercial and leasing strategy, allied to a carefully

curated target occupier list and an ongoing occupier management strategy.

- **Scale and Density:** The level of upfront investment required to deliver comprehensive regeneration will require a high density of development that is commensurate with other recent regeneration initiatives in Manchester such as Spinningfields. Spinningfields has been a sustainable and successful project due to the quality of the built environment and its management. For high density models of regeneration to be successful, great emphasis on the high quality of the place making is required. In terms of height, it is envisaged that this should step up away from the Cathedral, and the distribution of height across the site will respond to the need for good levels of sunlight and daylight to dwellings, amenity spaces and public open spaces, as well as provide opportunities to create views through the site.
- **Rebalancing Deansgate:** Creating a quality, pedestrian dominated public space on Deansgate north of St Mary's Gate. This will improve the pedestrian environment and encourage footfall along this neglected part of Deansgate towards the Medieval Quarter and Victoria Station area.
- **Environment and Sustainability:** The development principles include a number of objectives to ensure that the development is accessible to all, creates a safe and secure environment, and promotes future adaptability and resilience to climate change.

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Delivery

It is envisaged that the illustrative masterplan will be further developed with a view to submission of an application for Full Planning Permission for the entire site as a single phase during autumn 2018 and Planning Permission sought by early 2019. Subject to planning, Urban & Civic propose to start demolition of the existing buildings on the site in early 2020, shortly after the hotel has closed.

Demolition and site clearance will take around 12 months, following which redevelopment of the whole site in a single phase will commence. This is likely to take a further 36 months leading to completion of the scheme in early 2024.

Introduction

A Strategic Regeneration Opportunity

- 1.1 This Strategic Regeneration Framework ('SRF') will guide the future comprehensive regeneration of land adjoining Blackfriars/Deansgate and the River Irwell in Manchester City Centre. The land is currently occupied by the Renaissance Hotel and is a longstanding strategic regeneration priority.
- 1.2 The site comprises the majority of the remaining area within the post-1999 City Centre Renewal Area Masterplan which has not been redeveloped. Two decades of substantial investment by the public and private sector have been undertaken within this part of the City Centre (a timeframe comparable to other large regeneration initiatives of this scale within Manchester such as Spinningfields). Urban & Civic's proposals for the site represent an important opportunity to deliver this final phase of the Masterplan, and transform the existing environment through the creation of a new landmark, mixed use, riverside destination with a real sense of place.
- 1.3 The scale of the Strategic Regeneration Opportunity is significant – the SRF area extends to 1.4 hectares in size and has the potential to support Manchester's growth and quality of life through the delivery of over 60,000 sq. m of mixed use development plus almost a hectare of new public open space for the City.
- 1.4 A number of locational benefits and features reinforce why this site is a longstanding regeneration priority and equally why it represents such a strategic opportunity for redevelopment and enhancement:
 - **Location** – the site occupies a highly prominent location in Manchester City Centre at the intersection of two principal cross routes (Deansgate, Market Street and Blackfriars) and immediately adjacent to the primary retail and commercial areas, as well as Manchester's historic Medieval Quarter. It forms an important gateway to the City Centre from the north and west, and also aligns with several important radial routes into the City Centre.
 - **Prestigious Address** – the site has a highly desirable Deansgate address.
 - **Highly accessible** – the site is within walking distance of all the services and facilities of the City Centre, and easily accessible by a choice of means of transport.
 - **Surrounding uses** – there are an impressive range of uses on the doorstep including one of Manchester's most prestigious, higher value residential developments (No.1 Deansgate) and the principal City Centre shopping streets: New Cathedral Street with key retail anchors (including Selfridges and Harvey Nichols), and Market Street.
 - **Complementary investments** – there is a substantial amount of complementary existing and planned investment surrounding the site, both within Manchester and also at Greengate within Central Salford, which will provide added value (both to the development and added value back from it). The site currently feels like the edge of the City Centre with poor functional and physical connections to the surrounding area which redevelopment of the site can and will address.

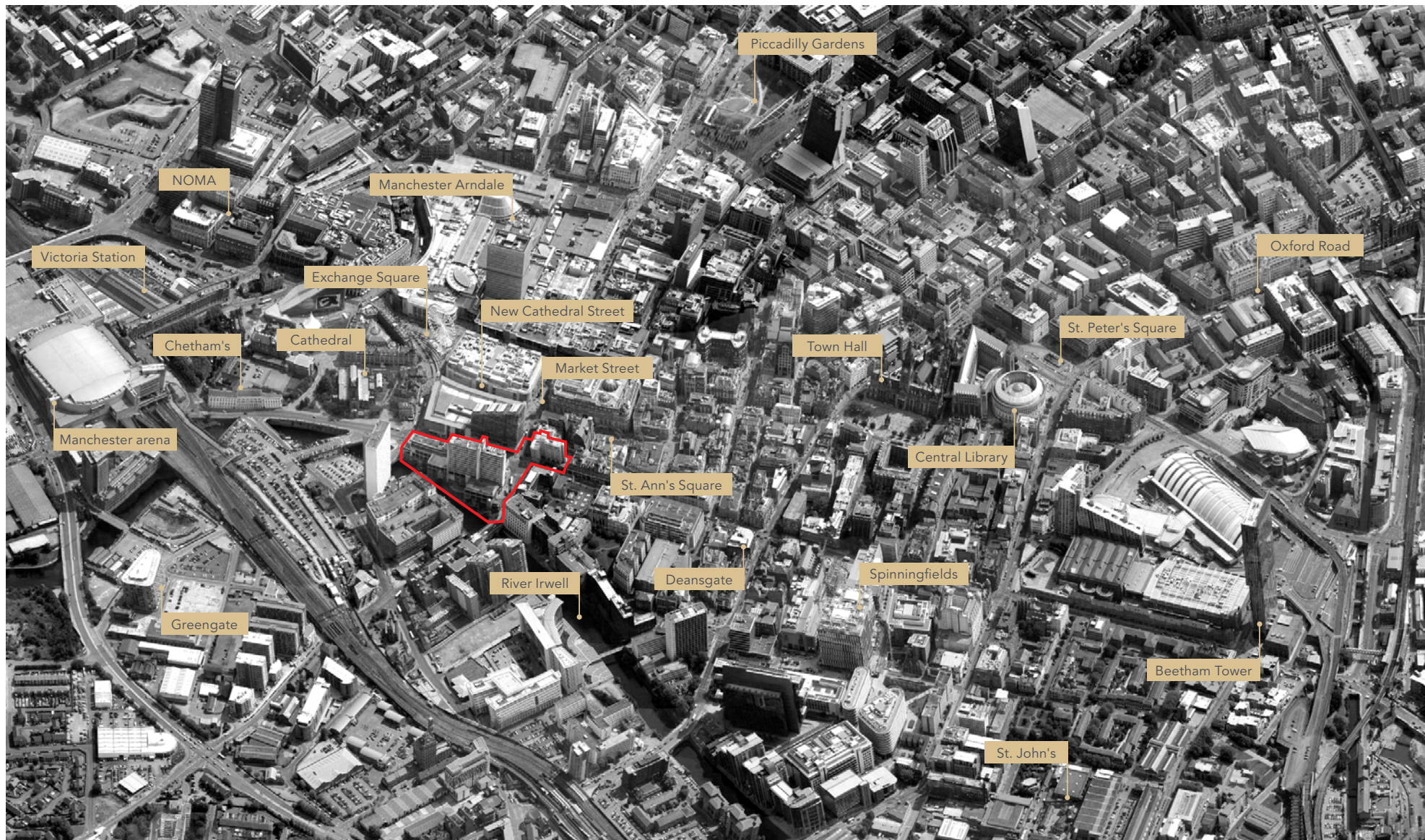


Figure 1A Site Location

Introduction

- 1.5 Reflecting these key features and the post-1999 Masterplan, the site has previously been subject to major redevelopment proposals. Planning Permission¹ was granted in 2009 for four new buildings (varying in height from ground plus 10 up to ground plus 35 storeys) to provide 248 residential apartments, a 250 bedroom hotel, 25,770 sq. m of office floorspace, 5,732 sq. m. of retail space, 599 car parking spaces and the creation of a riverside walkway along the entire length of the Irwell frontage. The life of this planning permission was extended by a further 12 months² however, it was not implemented and lapsed in April 2014.

Physical Regeneration and Place-Making

- 1.6 There is a clear and pressing need to transform the existing, poor quality physical environment of this highly prominent City Centre site.



Figure 1B Site Aerial

¹ Planning Permission 088144/FO/2008/C1 – 10 February 2009

² Planning Permission 101119/REP/2012/C1 – 3 April 2013

Introduction

- 1.7 The dilapidated appearance of the current buildings on site are detrimental to the area. These buildings date from 1972 and are the last remnant of the wider concrete landscape that once connected Cross Street to Blackfriars (prior to the 1996 bomb). Whilst the site does currently function as a hotel, visually it greatly detracts from its surroundings. The buildings fronting onto Deansgate are part derelict/part vacant, presenting a dead frontage to the street and the site as a whole turns its back on the River Irwell. The riverside walkway has poor accessibility with little permeability. It has no activity or natural surveillance and fails to promote views of the Grade I listed Cathedral or the Grade II listed Blackfriars and Victoria Bridges.
- 1.8 This need to transform the site's physical environment is further highlighted by the extent of positive change around the site (both delivered and planned). The surrounding area has benefited from significant investment over the last two decades (including the whole of the post-1999 City Centre Renewal Area Masterplan: No. 1 Deansgate, New Cathedral Street, Cathedral Gardens, Urbis, Exchange Square, the Corn Exchange, Chethams and Victoria Station, and most recently the closure of Victoria Street). The regeneration of these areas is juxtaposed by the poor quality of the buildings on this site.
- 1.9 The site occupies a prominent position on the northern end of Deansgate, a principal thoroughfare through the north and south of the City Centre. Over the last 10-15 years, Deansgate has transformed into a welcoming, vibrant street with a variety of multi-national and independent retailers and leisure occupiers. The site acts as a blight to this otherwise vibrant area, with unattractive frontages along the back of Harvey Nichols. The redevelopment of the site will allow for the activity enjoyed along Deansgate to extend upwards towards the site and onwards to Cathedral Gardens, Victoria Station and Cateaton Street/ Exchange Square.
- 1.10 The south-east corner of the site provides a suitable position to create a tall building that serves as a pedestrian wayfinding marker, visible along the entire axis of Deansgate and aiding legibility within the City Centre. Establishing scale on this site as a means of enabling a significant new riverside City Centre public space is a well-established principle from the previous post-1999 City Centre Renewal Area Masterplan for this site.
- 1.11 At 1.4 hectares, the site is a significant opportunity to transform the area into a destination in its own right and create a place where people want to spend time. The redevelopment of the site offers the potential for a new piece of high quality public realm, with high levels of pedestrian and visual connectivity (including providing new views from the site to the Cathedral), and which would also add considerably to the amount and quality of open space in the City Centre. There is also a need and an opportunity to reconnect the riverside back in to the City along this stretch of the Irwell, and to exploit it as a resource.
- 1.12 In summary, there is the opportunity to create a form of development that both creates a new landmark and City Centre destination, whilst also positively responding to the key natural and man-made assets in this part of the City Centre (including the Cathedral and River), pedestrian desire lines and City Centre viewing corridors.

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Socio-economic role

- 1.13 The site also has the potential to play a significant socio-economic role in supporting Manchester's growth objectives, enhancing productivity and improving quality of life. A series of potential uses have been identified as appropriate for the site which will work successfully with the proposed place-making strategy and support Manchester's growth:
- **Residential** – this site represents one of the best opportunities in the City Centre to deliver a high quality residential product which is distinctive from the majority of the residential pipeline in Manchester and help contribute to a balanced supply of housing which meets the diverse range of people and families wishing to live in the City Centre.
 - **Hotel** – a full service business and lifestyle hotel operated by a leading global brand.
 - **Ground floor active uses** – delivering inclusive, publically accessible spaces and ground floor uses that add significant value to the City Centre's current offer and support a sense of community and civic pride.

The Ramada Complex Strategic Regeneration Framework Area

- 1.14 The SRF area encompasses Urban & Civic's Blackfriars/Deansgate site (bounded by the River Irwell, Blackfriars Street, Deansgate and Victoria Bridge Street), in addition to the site at 39 Deansgate.
- 1.15 The boundary also extends into the Medieval Quarter Masterplan area to the north and the adjoining streets and junctions to the south and east. This is to allow for the contribution to place-making, building setting and connections to be properly addressed.
- 1.16 The Urban & Civic site currently contains a mix of uses including a hotel (the existing tall building element to the site), a restaurant and a public car park plus the derelict offices fronting onto Deansgate.
- 1.17 The 39 Deansgate site currently comprises ground floor retail units, with office uses on the upper floors.

Figure 1C SRF area plan

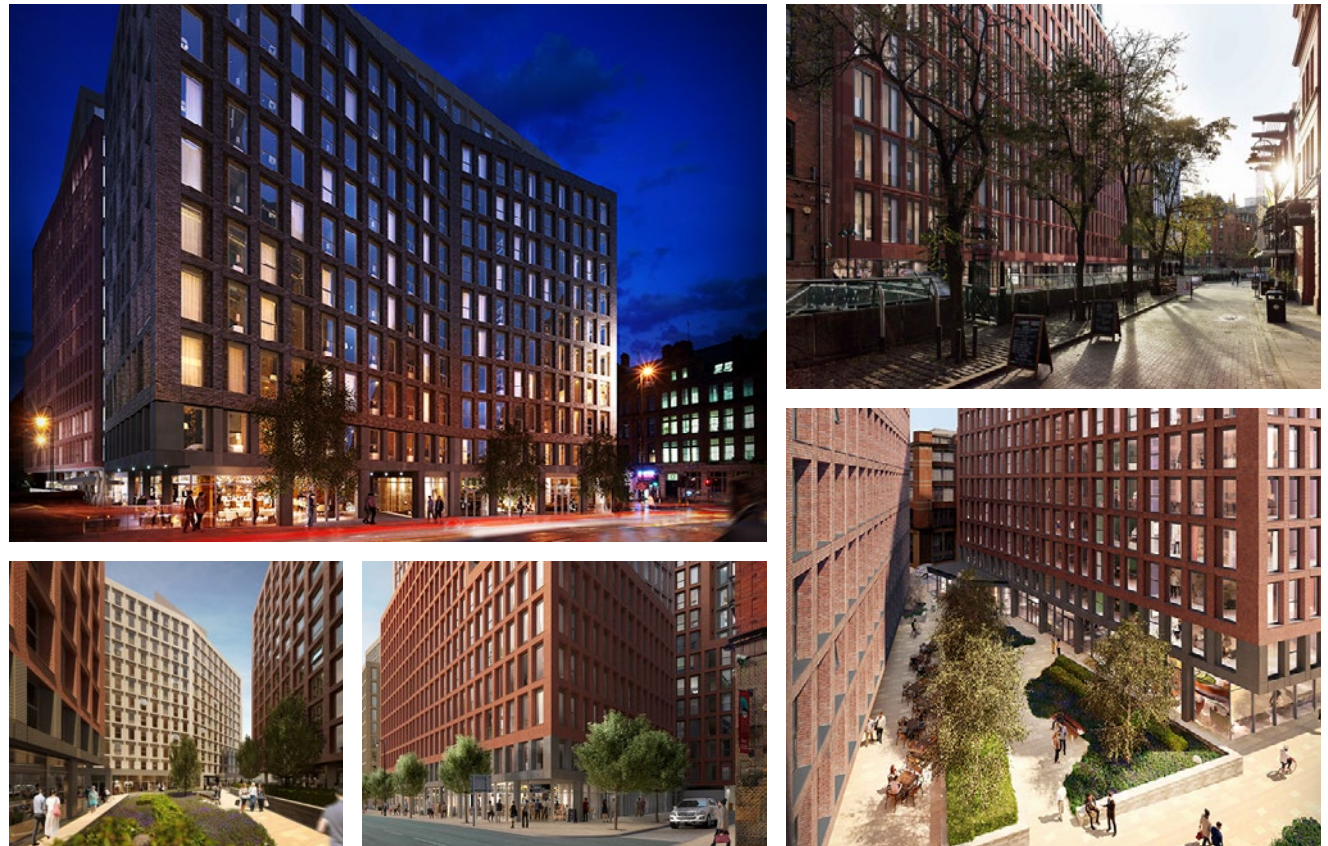


Introduction

The Delivery Partner: Urban & Civic

- 1.18 Underpinning the strategic regeneration opportunity is a delivery partner with the track record, expertise and resource to deliver the vision for the site. Urban & Civic is a public property development and investment company listed on the main market of the London Stock Exchange with net assets of over £440m. The company strives to be best in class in its sector, which crafts strategic sites and commercial developments that provide a tangible financial dividend for their investors and a social dividend for their stakeholders.
- 1.19 Throughout the planning and development process, Urban & Civic's approach is to work closely with local authorities and local people to craft developments that deliver local benefits. They also retain assets as part of their long term investment in the places they have crafted.
- 1.20 Urban & Civic specialise in delivering strategic sites which will provide over 30,000 new homes and over six million sq. ft. of business space along with commercial and City Centre regeneration projects in key growth locations around the country.

Figure 1D Urban & Civic's Manchester New Square



Urban&Civic

Introduction

The Brief

- 1.21 Urban & Civic initially worked with Manchester City Council to develop the brief and vision for the site. An architectural design competition was undertaken in 2017.
- 1.22 The competition brief was for the redevelopment of the site to achieve a very high quality, mixed use hotel and a 600 unit residential scheme, with active ground floor uses over a basement multi-storey car park and a 250 bedroom full service business and lifestyle hotel managed by one of the world's leading hotel operators. The residential apartments should aim to set new standards in the City in terms of design and quality.
- 1.23 The brief placed particular emphasis on opening up the site, with new public realm integrating into the surrounding highways and landscapes, to provide a seamless edge and continuous flow to pedestrian movements whilst creating a desirable destination in its own right.
- 1.24 The development principles and masterplan set out within the SRF are the product of a further period of analysis by the design team, following the architectural design competition. A detailed strategic context and site analysis review has also been undertaken to inform this Strategic Regeneration Framework.

Introduction

The Purpose and Status of the Strategic Regeneration Framework

Document Purpose

- 1.25 The purpose of this SRF is to set out a vision and strategy for the site that will ultimately act as a material planning consideration in the determination of future planning applications. It has been drafted in the context of supporting future development proposals that will deliver Manchester's wider strategic priorities – economic, social and environmental – as well as complementing the City's other regeneration initiatives.

Planning Status

- 1.26 Once endorsed by Manchester City Council, the Ramada Complex SRF will act as planning guidance and form a material consideration to be considered by the Local Planning Authority in the determination of future planning applications.
- 1.27 In addition, the principles set out within this document have further weight given that they have been drafted to be consistent with national planning policy and the Local Development Plan.

Report Contributors and Acknowledgements

- 1.28 This document has been prepared by Deloitte Real Estate, with input from Urban & Civic, Glenn Howells Architects, Planit i.e. for Landscape Architecture and Vectos for Transport Planning.

Development Framework Update Structure

- 1.29 The remainder of this document is organised as follows:
- Section 2: The Vision for Blackfriars/Deansgate.
 - Section 3: Strategic Context.
 - Section 4: Site Analysis.
 - Section 5: Design Evolution.
 - Section 6: The Masterplan and Key Development Principles.
 - Section 7: Implementation and Phasing.

The Vision

The Vision

2.1 The vision for the Ramada Complex SRF area is:

"A distinctive new City Centre destination focused around a best in class landscaped public square, which positively interfaces with Deansgate and the River Irwell, connecting the site into the surrounding City Centre context, alongside high quality buildings to accommodate high-value residential units, a full service internationally branded hotel offer and complementary ground floor uses, to create a real sense of place".

2.2 This vision for the SRF area aligns with and supports Manchester's economic objectives, quality of life and community objectives and complements the City Council's wider regeneration initiatives throughout the Regional Centre and beyond. The Manchester Strategy (2016-2025) sets the ambitions for the City for the next decade, including the vision for Manchester to be in the top flight of world-class cities by 2025. The vision for the SRF area will help achieve this ambition, in addition to Manchester's aspirations for economic and residential growth.



Figure 2A Illustrative Sketches

The Vision

2.3 The current programme would see the comprehensive redevelopment of the Urban & Civic site completed in early 2024, providing the following economic, community and regeneration benefits to the City and its residents:

- A new landmark City Centre destination including a best in class, publicly accessible open space for the City where people can pass through or sit and relax in, and which opens up the river and views to the Cathedral.
- A distinctive residential offer contributing to an overall balanced supply of housing for Manchester which meets the diverse range of people and families wishing to live in the City Centre.
- A leading global hotel to support Manchester's expanding and diversifying business base and broader visitor economy.
- New employment opportunities for local residents within the hotel and other ground floor non-residential uses.
- Significantly improved pedestrian connections and experience in this part of the City Centre, through the rebalancing of what are currently wide and heavy roads dominated by motor vehicles.

An enhanced setting for the Cathedral and greater connectivity to the River Irwell – fostering civic pride and a much more enjoyable urban experience.

Key Objectives

2.4 To achieve the vision, the following key objectives have informed the development of the SRF principles and accompanying illustrative masterplan.

Regeneration, Community and Economic Benefits

2.5 The SRF area will deliver a series of significant regeneration benefits, which in turn will help drive wider economic growth objectives, enhancing productivity and improving quality of life within Manchester City Centre:

- **High quality new homes:** Delivery of circa 600 one, two and three bedroom distinctive, high quality residential apartments contributing to an overall balanced supply of housing for Manchester which meets the diverse range of people and families wishing to live in the City Centre. These new homes are essential to attract a professional and skilled workforce that will support the continued economic growth of Manchester, and the range provided will be attractive to different groups, including families.
- **New jobs:** Creation of new employment opportunities for local residents during the construction phase of development through local labour agreements and within the hotel and other ground floor non-residential uses following completion. Urban & Civic has been in discussions with the existing hotel operator,

Marriott, to ensure a responsible and sustainable approach to existing employment on the site. Overall the development will lead to a net increase in employment opportunities, providing an estimated 300 jobs³ once operational, as well as significant construction phase employment.

- **New landmark City Centre Destination:** Including a best in class, publicly accessible open space for the City where people can pass through or sit and relax in, and which opens up the river and views to the Cathedral.
- **Leisure and Tourism:** A new fuller service international hotel offer to support Manchester's expanding and diversifying business base and broader visitor economy.
- **Connectivity:** Improving pedestrian permeability and accessibility. The development will extend the vibrancy of Deansgate and act as a linking development between Spinningfields, the Medieval Quarter and Greengate.
- **Local Socio-Economic Impact:** The redevelopment of the SRF area will open up a range of social and environmental benefits to residents in nearby wards. This will include the provision of local labour agreements, including apprenticeships, throughout the construction programme.

³The existing site is estimated to employ 100 people. The estimated employment has been calculated using the Employment Density Guide (2015)

The Vision

Architecture

2.6 The architectural vision for the redevelopment of the SRF area looks to achieve four key objectives:

1. Create an active and vibrant place to live, dwell and enjoy alongside a new piece of public realm; A new destination within the City Centre.

2.7 The key ingredients of successful place-making include high quality, well-connected public spaces which are active throughout the daytime and evenings, supported by complementary uses including residential, leisure and commercial.

2.8 The vision for the SRF area should be to provide a significant piece of public realm which is the heart of the scheme around which a variety of uses are on offer, intentionally drawing pedestrians into the site to dwell and contribute to the urban landscape, cultural and social aspect of the city.

2. Reveal the River Irwell, creating opportunities for riverside living and intimate dining.

2.9 Most buildings along the River Irwell present a hard edge to the water with associated public realm spaces positioned high above the river level, reflecting the elevated level of local streets. A notable exception to this is the Lowry Hotel which presents a significant setback to the water's edge to create a generous landscaped area closer to the river level. In practice, this space has proved to be less successful and under-used due to the lack of enclosure, scarcity of active uses and poor

connections which mean that it is difficult to access. The drop in level requires the pedestrian to descend from street level to access the space and re-ascend to leave the space, breaking its connectivity with neighbouring pedestrian routes.

2.10 With this in mind, the SRF area should look to create well-defined and well-connected public spaces that remain at street level, rather than the river level 10 metres below. Breaks between the buildings should invite views towards the river's edge and provide animation through restaurants and residential uses.

3. Re-connect the site to its historic setting by providing permeability through and around its edges, whilst maximising views to local assets such as Manchester Cathedral, the River Irwell and Deansgate.

2.11 Historically, the site was a strong urban block with well-defined edges to Deansgate and Blackfriars Street. Grosvenor Avenue and Carr Street created a permeable centre that allowed access to 'Shepherd's Court' – a large courtyard that opened onto the River Irwell.

2.12 The Grosvenor Hotel was located on the northern edge of the site with its entrance facing the Cathedral. The buildings on the western edge of the site presented a hard-edge to the river, where boats could moor adjacent to the working buildings.

2.13 The regeneration of the SRF area should look to draw on this heritage, re-instating activity to Deansgate, visually reconnecting the site to the River Irwell, and framing this important view towards the Grade I listed Cathedral and garden setting.

4. Create a development of high architectural merit that complements the existing and future skyline of the City, located at a key City Centre intersection with the opportunity to engage with both the river and the Cathedral.

2.14 The prominence of the SRF area and quality living and amenity on offer must be reflected in the architectural design, detailing and quality of materials.

2.15 Given the site's important position on the border of the Medieval Quarter and Central Retail District, there are opportunities for height at the north-east and south-east corners of the SRF area, where key long-distance views across the City Centre culminate.

Figure 2B Precedent Architectural Images

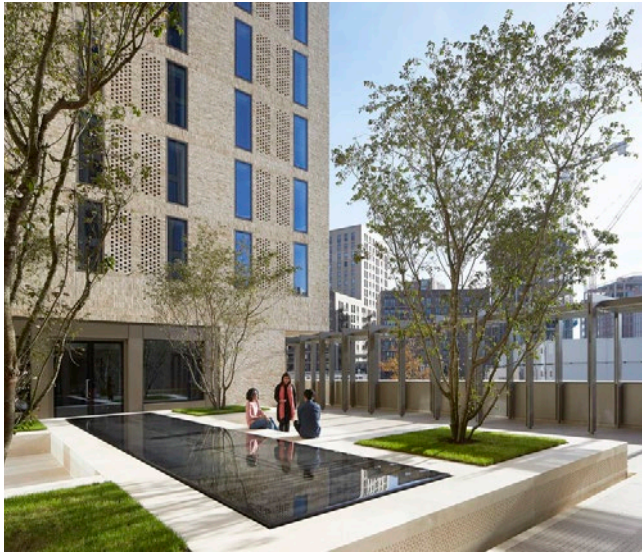


Figure 2C Precedent Public Realm Images



The Vision

Completing the post-1999 City Centre Renewal Area Masterplan Vision

2.16 The site is the final part of the post-1999 City Centre Renewal Area initiative to be delivered. As part of the regeneration of the wider masterplan area, extensive public realm improvements have taken place, including the pedestrianisation and public space provision from Market Street through to Victoria Station including New Cathedral Street, Exchange Square and Cathedral Gardens. The SRF builds upon these wider public realm improvements across the area and aims to learn from the improvements which were successful and from those which did not deliver their intended purpose. By learning from other public realm improvements and building on their success, the site will deliver a best in class landscape that acts as the final piece of the masterplan.

Public Realm and Place Making

2.17 The high profile and central location of the site will be reflected by the creation of a high quality public realm space that will ground the proposed buildings and integrate the development into the City. The landscape proposals will contribute to the development's unique sense of place and through careful design and material choice deliver an effective and long lasting setting to the development as a whole.

2.18 The development will play several important roles within the wider context of the City including:

- Complementing the setting of nearby listed buildings and structures including Blackfriars Bridge, Victoria Bridge and Manchester Cathedral.
- Acting as a linking development between Deansgate, Spinningfields, the Medieval Quarter, Victoria Station and Greengate.
- Providing a new publicly accessible best in class landscape within the City's Central Retail District.
- Improving pedestrian permeability and accessibility.

2.19 Enhanced connectivity through a series of high quality public spaces will be created that links the emerging proposals for the Medieval Quarter with the Central Retail District of Deansgate and Market Street. The site acts as a fulcrum between Manchester's Central Retail District, The Medieval Quarter and Salford's Medieval Heart.

2.20 Ground floor uses will be chosen that help to activate external spaces. Active building frontages and external spill out space will help create a rich and interesting external environment.

Highways

2.21 Manchester City Council's aspirations for traffic movement in the City is to redirect traffic that does not need to travel through the City Centre onto more efficient, better signed strategic main roads within the M60.

2.22 Deansgate has over time been downgraded as a through route, most notably with the closure of Victoria Street to traffic, and the creation of a pedestrianised area in front of the Cathedral. The closure of Victoria Street was identified as a policy aim in Policy CC5 of the Core Strategy. This Policy also identifies the desire to create a new pedestrian priority zone within the area around Deansgate, Corporation Street and Exchange Square.

2.23 The SRF area provides an opportunity to help deliver the Council's aims by creating a quality, pedestrian dominated public space on Deansgate, north of St Mary's Gate, which links this part of the City with the Medieval Quarter.

2.24 The section of Deansgate between St Mary's Gate and Victoria Street will be made one way southbound (except for buses), allowing the road width to be significantly reduced in order to improve the quality and generosity of public space, whilst still permitting access to the M&S car park, No. 1 Deansgate and for buses. Northbound through traffic would need to divert to the Inner Relief Road. Buses would still be permitted to pass through given that this is the only feasible route for a number of services.

2.25 Southbound traffic would pass through a traffic calmed space, which would reduce speeds with differential surface treatments and changes in alignment. The space would retain access but change the perception from one that is highway dominated to one that is pedestrian dominated.

The Vision

Uses

Higher Value Residential Accommodation

- 2.26 There is an identified need for 'higher value' homes within the City Centre, to add to a balanced supply of housing within Manchester and to meet the diverse range of people and families wishing to live in the City Centre.
- 2.27 The SRF area represents an important opportunity to deliver a truly outstanding higher value residential product within the heart of the City Centre (including a desirable Deansgate address), which is distinctive and attracts the best talent / new types of residents to the City Centre, fuelling added value economic growth and enhanced productivity.
- 2.28 The apartments will sit alongside high quality public realm, retail and leisure uses and an internationally branded full service hotel. The aggregation of these complementary uses will elevate the SRF area to a destination, which will drive additional value to the site and surrounding area. This offer aligns with Manchester's rapidly growing European and International status.
- 2.29 Residential uses will also enhance and reinforce the wider neighbourhood, complementing the surrounding commercial, cultural and leisure uses by providing further footfall and spending power to support these facilities.

- 2.30 Currently only 4% of homes within Manchester fall within Council Tax band E and existing prime residential developments within Manchester City Centre are limited, hence there is a gap in the market for a premium residential offer. The take-up of AXIS on Whitworth Street is a strong indicator of the market for a new prime product. AXIS has recently commenced construction and it is widely reported that the majority of units have been reserved prior to commencement of works. There are other comparable schemes that have been developed to a high quality and pre-sold well prior to construction; including Manchester New Square and the residential developments in St John's. It should be noted that the residential provision is to be of executive quality, finished to a standard beyond that currently available in Manchester.

Full Service Internationally Branded Hotel Offer

- 2.31 Manchester's growth, its investment and increasing visitor numbers continues to demonstrate the absorption capacity of the City for new hotel accommodation. This includes demand for upscale hotels of the highest quality.
- 2.32 High quality 5* hotels contribute to only 4% of the total hotel accommodation in the City Centre – the current supply is largely 3-4*. The SRF area is well placed to attract hoteliers from the highest echelons of the market and satisfy the City's need and demand for top grade hotels.

- 2.33 Therefore, the vision for the hotel offer is a full service business and lifestyle brand from one of the world's leading hotel operators, comprising circa 250 bedrooms with conferencing and leisure facilities. The hotel should be located in a very prominent and visible position on the site.
- 2.34 There is well-documented demand from full service international hotel operators (including Marriott, Accor, Starwood, IHG, Hyatt and Wyndham) who all have upscale brands which are not currently represented in the City.

Ground Floor Uses

- 2.35 The ground floor uses will be carefully curated to ensure they are distinctive, attractive and add value to the SRF area and beyond. It is not the intention to replicate or relocate existing operators and styles from elsewhere within the City Centre.
- 2.36 The type of ground floor occupiers will be chosen to help to activate the external spaces and public realm. This will help to create a rich and interesting external environment.
- 2.37 Occupiers will be carefully targeted to be complementary to the high quality of the residential and hotel, provide activation to the public realm and help to establish the SRF as a new, distinctive City Centre destination. The tenure will be non-institutional with a flexible leasing strategy in order to facilitate the best mix of occupiers with ongoing active asset management.

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Economic and Market Context

- 3.1 Manchester's increasingly buoyant economy continues to benefit from growth in financial and professional services and is being further strengthened and diversified by high added value growth in key sectors such as Creative and Digital, Science and Innovation, Culture, Sport and Tourism.
- 3.2 Manchester has a population of approximately 540,000⁴, which is growing and lies at the heart of a conurbation extending to almost 3 million people. Population growth in recent years has been particularly evident in a younger 20-35 years demographic, which is attracted to Manchester's lifestyle and increasing employment opportunities, and this in turn is driving further economic growth and enhanced productivity.
- 3.3 Economic growth has also been supported by Manchester's expanding international connections, centres of excellence in research and higher education, and investment in transport infrastructure, which has deepened labour markets.
- 3.4 Prospects for economic growth are closely tied to the ability to attract and retain the most talented individuals. It is therefore critical to focus efforts on improving Greater Manchester's attractiveness as a location to live, study, work, invest and do business. In this regard, a key priority is the delivery of high quality residential accommodation, consistent with the requirements of Manchester's Residential Quality Guidance ('RQG'), and located within neighbourhoods of choice.

- 3.5 Finally, the Manchester Strategy 2016-25 identifies a clear vision for Manchester's future, where all residents can access and benefit from the opportunities created by economic growth.

Manchester: A Growing City

- 3.6 Over a thirty year programme of transformation, Manchester has become recognised as one of Europe's most exciting and dynamic cities. With a diverse population now easily more than half a million people, the City of Manchester is located at the heart of Greater Manchester, the largest conurbation outside of London. The Greater Manchester sub-region, which has a resident population of over 2.78 million and a combined GVA of over £62.8 billion, accounts for around two fifths of the North West's economic output⁵. In 2016, almost one third of the £62.8 billion of GVA generated in Greater Manchester was produced in the City of Manchester⁶.
- 3.7 Manchester is one of the fastest growing cities in Europe. By 2025, in excess of 600,000 people are expected to live in the City, up 7.6% on the 2015 estimate⁷. Employment growth of 8.9% is forecast in Manchester between 2016 and 2025 (and 14.1% in the period 2016 to 2036) This growth rate is forecast to add 35,200 jobs to the Manchester economy, taking the total employment level towards 430,000 in 2025. In addition, a significant proportion of forecast employment growth is expected to occur in sectors with higher than average GVA. GVA is expected to increase by 21.8% to 2025 with a 45.2% change forecast from

2016 to 2036. During this period, GVA across Greater Manchester is forecast to rise by an average of 2.26% per year, increasing to over £82.8 billion by 2036⁸.

- 3.8 Manchester's enhanced economic performance has been underpinned by a move from its traditional manufacturing and industrial role towards a service-based, high growth economy. Importantly, it is this sector of the economy that provides a large proportion of the high skilled and high productivity jobs in the national economy.
- 3.9 Manchester's current and future competitive position is underpinned by a number of key economic assets as set out below:

- **Thriving Regional Centre and National Destination** – Over the last 20 years Manchester City Council has driven the physical and economic renewal of the City Centre through the development and implementation of strategic frameworks for sustained regeneration, investment and service improvement to ensure that Manchester maintains its position as the nation's leading Regional Centre and that it can successfully compete as an international investment location and visitor destination.

Given Manchester's economic growth, its universities and buoyant leisure and cultural sector, it is perhaps not surprising that the largest population increases are being

Strategic Context

witnessed within the age bands that are typically considered to fuel economic growth i.e. those at university leaving age and above. Across Greater Manchester, the 2011 Census identified that the 20-24 age band experienced the greatest level of growth. The 25-29 age band also witnessed a significant increase of just fewer than 30,000 over the same period⁹. Growth in this sector of the population has resulted in demand for new lifestyle choices that offer access to City Centre employment, amenities and transport networks together with well-managed accommodation built for that purpose.

- **Dynamic private sector** – With a thriving private sector, the City is a leading business location and remains a top place in Europe for foreign direct investment outside of London¹⁰. Sixty-five of the FTSE 100 companies now have a presence in the Manchester City Region, and approximately 40% of the North West's Top 500 companies are based here¹¹.
- **Accessibility** – Manchester has continued to invest significantly in its transport infrastructure, delivering major improvements in terms of accessibility to the regional centre. This effectively stretches and increases the capacity of its travel to work area (and therefore pool of labour), and enhances connectivity between businesses. It also makes the City Centre easier to get around and a better place in which to live.

In the future, Manchester Piccadilly will be significantly extended through the development of a proposed new integrated station to accommodate High Speed 2 (HS2) and Northern Powerhouse Rail (NPR).

- **Manchester International Airport** – Manchester's Airport is the third largest in the UK and is the primary gateway for the north of England, serving over 200 destinations worldwide. Direct flights serve all of Europe's major cities and the airport provides long haul routes to North America, the Middle East, Asia and Australasia. At present the airport serves about 26 million passengers a year, forecast to rise to 45 million by 2030¹².
- **Mobile and skilled workforce** – The Manchester City Region offers a high quality and growing workforce of some 7.2 million within an hour's commute of the City¹³. There is access to a pool of skilled people across a wide range of industries, and 99,000 students in five Higher Education Institutions across Greater Manchester.
- **Employment and workspace** – The rapidly diversifying Manchester economy is driving the need for a diverse workplace offer. This creates opportunities for workplace provision to be integrated into mixed-use neighbourhoods across a range of scales and types. Good neighbour uses, which complement a residential offer, are already being encouraged across the City.

- **A significant and growing culture, leisure and tourism sector** – The importance of culture, leisure and tourism to the Manchester economy is increasing, underlining the significance of the City's existing and growing asset base. Manchester's image as a cultural city that attracts regional, national, and international events is a sign of its increasing importance in this sphere.

Manchester's cultural, tourism and leisure sector continues to grow significantly, a feature of a serviced based, high growth economy. In recent years, this has been boosted by significant investment in new world class facilities and events, such as the Whitworth Art Gallery and the forthcoming Factory in St. John's (which will become a permanent home for the Manchester International Festival) to name but a few, which have been recognised globally. Such investments have sustained and opened new domestic and overseas markets, giving Manchester its status as the third most visited City in the UK by international visitors (after London and Edinburgh), with the City experiencing a 21% rise in the number of

⁴ Manchester City Council, *2016 Mid-Year Estimate*

⁵ Source: Office for National Statistics 2017

⁶ Source: Office for National Statistics 2017

⁷ Source: Manchester City Council, *City Centre Strategic Plan 2015-2018*

⁸ Source: Greater Manchester Combined Authority, *Greater Manchester Forecasting Model: Summary of outputs (2017 update)*

⁹ Source: Manchester City Council, *Public Intelligence 2011 Census*

¹⁰ Source: *European Investment Monitor 2017*, Ernst and Young

¹¹ Savills, *Spotlight: Manchester Office Market (2013)*

¹² Source: Manchester Airport Group 2018

¹³ Source: *Invest in Manchester 2018*.

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international visits since 2005¹⁴. This growth in the visitor economy has been underpinned by, and acted as a catalyst for, a significant increase in the supply of visitor accommodation within the City Centre over the last decade.

- **Manchester: A Sport City** – Manchester’s pre-eminence in football is represented by the presence of two of the leading teams in England, Europe and the world. The city is also home to the National Cycling Centre and has established itself as the home for the British Cycling Team. Additionally, the National Squash centre has developed as a global centre of excellence, the GB Water Polo Team uses the pool facilities at Beswick, and the GB Taekwondo team is based at Ten Acres Lane. The recently opened Manchester Institute of Health and Performance (MIHP) in Beswick is the home of the English Institute of Sport and the facilities within that complex are world leading. Other major sports such as rugby league, rugby union and cricket have a significant presence across the conurbation.

Residential Market

- 3.10 Manchester’s on-going economic and population growth will continue to drive the need for new high quality residential accommodation across a range of values and tenures.
- 3.11 The number of new units under construction continued to grow in 2017, with 11,323 units on site (up from 4,360 in 2016¹⁵), the highest number of

residential units under construction recorded in ten years¹⁶. However, the historic undersupply in previous years means that there remains a significant shortfall against the Manchester Residential Growth Strategy (2016) target to provide 25,000 new homes in a ten-year period between 2016 and 2025. There is a strong construction pipeline from 2018-2020, with a further 20,728 units with planning permission.

- 3.12 As outlined above, the growing strength of the residential market is underpinned by the City’s resilient economic growth, investment in infrastructure and employment sector diversification. Retail, leisure and world class cultural institutions based in the City Centre support the lifestyle aspirations and focused growth on City Centre living.
- 3.13 Manchester Place figures and Deloitte Crane Survey figures point to a significant increase in development activity and investment in 2017/18 and this trend is expected to continue in 2018/19.
- 3.14 Manchester Place point to the strength of continued demand, including pent up demand from years of no activity, and how there is still much to be done if the City is to seize its growth and regeneration opportunities fully within the current economic cycle and deliver on its residential growth objectives.
- 3.15 Demand is a mixture of first time buyers and professionals moving into the City, as well as an influx of people relocating, purchasing second

homes or down-sizing. There is an increasing call for more family accommodation in the City Centre, with much larger edge of City Centre initiatives such as Northern Gateway, Eastlands, Great Ducie Street, Ancoats and New Islington well placed to provide that offer.

- 3.16 Demand for rented accommodation has soared in recent years, especially in the City Centre. This has seen a rise in a professionalised rental accommodation – institutionally owned and managed as asset in the longer term – Built to Rent. This has a positive role to play and is raising the standards of management and customer experience; however, a mix of tenures is required across the City as a whole to ensure there continues to be some balance in the supply.
- 3.17 Ensuring the City is delivering a balanced and high quality residential supply is a key objective, to meet demand, retain talent in the City and support economic growth. On a prime City Centre site like this, with a Deansgate address, there is clearly an opportunity to deliver a mix of apartments, which are very high quality and add value to the mix that is already coming forward. A higher value offer in this regard can support the City’s growth and its increasingly diverse population, in this case attracted to the lifestyle and convenience of Manchester City Centre living which has risen sharply to over 50,000 people over the last two decades and is forecast to continue to increase apace. Intelligence from agents within Manchester City Centre suggests that these distinctive apartments typically only stay on the market for a

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short period of time until purchased. This demonstrates that there is a pent-up demand for this type of product.

Hotel Market

- 3.18 Manchester has undergone considerable regeneration over the last ten years and is now the largest regional economic centre outside of London, making it the second most visited City in England after London. The regeneration of the City has “transformed [it] into a major business and leisure destination”, attracting over 63 million visitors to Greater Manchester in 2016, with overnight visitors accounting for 7% of this, equating to 5 million people, and 58 million day trippers¹⁷.
- 3.19 The trend for the region is an upward trajectory for both value and volume for the Greater Manchester visitor economy. This is clear sign of Greater Manchester’s appeal and the profile that the region’s attractions enjoy.
- 3.20 The most recent figures indicate that the tourism sector is a significant contributor to Manchester’s economy, generating up to £7.9 billion in Gross Value Added (GVA) annually and supporting 94,000 FTE jobs¹⁸, an increase of 3% from the previous year. In recent years, Manchester’s profile in terms of catering for business travellers and tourists has improved significantly and this is expected to continue to meet the growing demand for Manchester as a destination.
- 3.21 Manchester operates on an international stage and the City’s tourism credentials are increasingly being recognised. The New York Times named Manchester within its ‘Top 50 Destinations to Visit During 2015’ citing a ‘flurry of cultural openings’ in 2015 as a key factor for this accolade (citing the renovated Whitworth Art Museum and Hotel Football which both opened in February 2015).
- 3.22 The development of cultural attractions such as the Manchester International Festival and a rejuvenated Palace Theatre has built on established international attractions such as the Imperial War Museum and the Opera House. Other events such as the annual Manchester Pride Big Weekend draw large numbers of visitors to the City. More recently, in October 2016 Manchester hosted the Olympic victory parade, the first time it has been held outside of London since 2004. These attractions and events highlight the cultural importance of Manchester to not just the region but to the UK as a whole.
- 3.23 The hosting of the 2002 Commonwealth Games ignited the development of Sportcity and has added to Manchester’s international reputation for sporting excellence along with Manchester United and Manchester City football clubs, which are major tourist attractions in their own rights, and who both regularly compete in European competitions – a significant source of visitors from travelling fans. Manchester’s hosting of the Olympic football fixtures at Old Trafford helped to fuel visitor numbers, and secure the victory parade in 2016.
- 3.24 Manchester will continue to benefit from leisure and tourism facilities including HOME at First Street which opened in May 2015 and features a 450-seat theatre and provides a new venue for the Cornerhouse and Library Theatre companies. Following on from the 2014 Autumn Statement in which Chancellor George Osborne set out ambitions to develop a £78million theatre with a capacity of 5,000 within the emerging St John’s neighbourhood of the City - The Factory now has planning consent and is scheduled to open in 2020.
- 3.25 Manchester is a leading destination for retail, sports, and conference and exhibitions due to the draw of Manchester Central and the phones4U Manchester Arena. In addition, the BBC and ITV have relocated a range of services from London to MediaCityUK, a £3 billion scheme covering 200 acres, located in Salford Quays.

¹⁴ Source: Manchester City Council 2016

¹⁵ Source: Deloitte 2018 Crane Survey

¹⁶ Source: Deloitte 2018 Crane Survey

¹⁷ Source: Manchester City Council, January 2018

¹⁸ Source: Marketing Manchester, November 2016 <http://www.marketingmanchester.com/media/98256/greater%20manchester%20steam%20findings%20final.pdf>

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- 3.26 Manchester also has a reputation for delivering high quality conferences that attract attendees from across the country and internationally. Manchester has regularly held the Labour Party Conference and Conservative Party Conference. Throughout 2016, the City played host to the European City of Science (ESOF) events programme, looking into what the future trends of the science industry are and how Manchester plays a key role in shaping and delivering these ambitions, for example the discovery and research of graphene in 2004.
- 3.27 The Manchester conference market was valued at £810 million in 2015, providing significant levels of demand for hotels, whilst generating 4.5 million delegates and 7.4 million delegate days and supports an estimated 21,900 full time equivalent jobs¹⁹.
- 3.28 All of the attractions mentioned above are supported by excellent transportation links, including Piccadilly and Victoria Stations, which are national and sub-regional rail hubs, respectively. Manchester Airport, which is the UK's fourth largest airport, provides superb international connections and further fuels the need for quality hotel provision in Manchester City Centre. The International Passenger Survey conducted in 2015 estimated that there were 1,380,000 international visitors to Greater Manchester in 2016, meaning that Manchester has seen its international visitors increase by 20% since 2014.
- 3.29 2017 saw Manchester Airport set a new all-time high of 27,791,274 passengers for the calendar year²⁰. The first direct UK flights to mainland China from outside London operate from Manchester Airport²¹. The first flights to Beijing began in June 2016 and due to the popularity of the route, the airline plans to increase the frequency to five flights a week by June 2017²². The service will provide convenience to travellers who will no longer need to carry out time-consuming changes, affecting 100,000 travellers who travel each year between the two cities. The expansion of the airport flight paths is reflected by the number of passengers travelling to and from Manchester Airport increasing by 7.8% passengers from 2016 and 2017.
- 3.30 Planning permission has also been granted for Manchester Airport's 10 year, £1bn transformation programme. The Manchester Airport Transformation Programme (MAN-TP) is a series of 60 enhancements that will provide the millions of passengers that use the airport every year with facilities that combine a contemporary look and feel with state of the art services.
- 3.31 In summary, both Manchester City Centre and Greater Manchester as a whole evidence strong and growing tourism sectors, achieving average annual hotel occupancy rates of 76% as of December 2016²³. Contributory events such as sporting events, expos and Manchester's Pride's Big Weekend lead to near full hotel occupancy rates of up to 97%.

¹⁹ Source: Marketing Manchester, 2016 <http://www.marketingmanchester.com/media/99491/conference%20value%20&%20volume%202016%20-%20reporting%20on%202015%20final.pdf>

²⁰ Source: Manchester Airport, January 2018 <http://www.manchesterairport.co.uk/about-us/publications/traffic-statistics/>

²¹ Source: Manchester Airport, November 2016 <http://www.manchesterairport.co.uk/about-us/media-centre/press-releases/manchester-airport-reaches-25m-passengers/>

²² Source: Manchester Airport, April 2017 <http://www.manchesterairport.co.uk/flight-information/new-routes/>

²³ Source: Marketing Manchester, October 2016 <http://www.marketingmanchester.com/media/100098/hotel%20occupancy%20october%202016.pdf>

Strategic Context

Current Hotel Offer and Pipeline

3.32 Based on data from Marketing Manchester, there are currently 52 hotels in Manchester City Centre:

Table 3A Hotels in Manchester City Centre

Rating (Stars)	No. of Hotels ²⁴	No. of Rooms	% of Supply
5	2 ²⁵	323	4%
4	21	3,829	45%
3	16	3,161	37%
2 / Limited	13	1,178	14%
Total	52	8,491	100%

3.33 The figures indicate that the current hotel offer in Manchester City Centre is largely 3-4*. High quality 5* hotels contribute to only 4% of the total hotel offering in the City Centre.

3.34 At the time of writing the hotels referenced below are currently under construction and will provide 1,093 rooms, taking the total number of rooms in the City Centre up to 9,584 once completed:

- Crowne Plaza and Stalybridge Suites, Manchester Business School (326 Rooms) – 3*;
- Roomzzz, Corn Exchange – (114 rooms) – 3*;
- Hotel Indigo, City Buildings – (187 rooms) - 3*;

- AC Marriott, New Cross (172 rooms) - 3*;
- easyHotel, Bradley House (115 rooms) – 2*;
- Dakota Deluxe - (138 rooms) - 4/5*; and,
- Staying Cool, 40 Chorlton Street - (41 rooms) - 4*.

3.35 In addition, a number of hotel developments are in the pipeline with extant Planning Permission including the schemes set out below:

- The Former Stock Exchange – (35 rooms) likely to be 5*;
- 12 and land at 14-16 Piccadilly – (258 rooms) and is likely to be 2/3*;
- St John's Place – (327 rooms) and is likely to be 4*;
- John Dalton House – (215 rooms) and is likely to be 3/4*;
- Invicta House - (145 rooms) and is likely to be 3/4*; and,
- Sharp Street – (221 rooms) and is likely to be 2/3*.

3.36 If all these proposed schemes came forward it would provide a further 1,201 rooms. Occupancy levels within the City highlight that, despite the delivery of an additional 8 hotels since the start of 2015, the average annual occupancy rate remains at 78%²⁶. To date, new hotels simply absorbed the levels of increasing demand to visit the City and have enhanced the overall quality of the offer in the City.

3.37 A new full service business and lifestyle hotel operated by a new leading global brand within the City, combined with Manchester clearly demonstrating sustainable levels of high growth in the leisure and tourism economy, constitutes an added value proposition. The SRF area is well placed to attract occupiers in the high end market and satisfy the City's need and demand for additional high end hotel rooms. The site benefits from excellent transport links, located in the heart of the City Centre, within walking distance of a plethora of retail, leisure and entertainment venues.

²⁴ Excluding 'Inns', 'B&Bs' and 'Aparthotels'

²⁵ Does not include The Lowry Hotel in Salford, which is a genuine 5* offer, providing 165 rooms.

²⁶ Source: Deloitte Manchester Crane Survey (2018)

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Retail and Leisure Market

- 3.38 Manchester is one of the key retail hubs in England and is ranked alongside other worldwide market leaders such as Milan, Madrid, Paris, Dublin and Moscow²⁷.
- 3.39 The City offers a range of retail, bars, restaurants, cafes, galleries, theatres, sporting and entertainment destinations. This offer is continuing to expand with over 300,000 sq. ft. of retail and leisure floor space under construction in 2017²⁸ - a record amount of retail and leisure space under construction, driven by major new and refurbished office schemes and residential developments incorporating ground floor retail and leisure uses.
- 3.40 The Central Retail District contains a mix of comparison and convenience retail which is mainly concentrated around Market Street, St Ann's Square and within the Manchester Arndale. In recent years, Manchester has become a centre for high quality retailers such as Burberry, Armani and Reiss as well as high-quality anchor stores, Harvey Nicholas and Selfridges. These high end retailers have mostly clustered around New Cathedral Street and The Avenue in Spinningfields. However, there has been little new floorspace being built within the Central Retail District, which has limited new retailers from entering the market and required new brands to the City (such as & Other Stories and Oliver Bonas) to undertake refurbishment projects.
- 3.41 There has been an increased demand for new restaurants and bars which has been driven by a combination of growth in City living and eating out remaining one of the most popular leisure activities. This demand for new restaurants and bars is likely to only increase in the coming years as the City Centre population grows and the vast number of residential dwellings currently under construction are completed. New restaurants expected to open in 2018 include The Ivy, Dishoom, and the Man Who Fell to Earth.
- 3.42 The Factory, which is due to open in 2020, will make a significant contribution to the City's leisure offer providing 1,500 theatre spaces and 5,000 flexible performance space, providing a permanent venue for the Manchester International Festival.
- 3.43 New neighbourhoods such as Middlewood Locks include a substantial amount of retail and restaurant space for future residents which will continue as the rest of the scheme is delivered in the coming years. The same approach has been adopted for places like St John's, which has a strong focus on lifestyle benefits (gyms, restaurants, retail units) to make it an appealing place to live and to establish a new identity for the neighbourhood in its own right.
- 3.44 A large amount of new retail and leisure floor space will also be delivered as part of the refurbishment of the University of Manchester and Bruntwood's Precinct and Business School refurbishment on Oxford Road.

²⁷ Source: Colliers (2017) <http://www.colliers.com/en-gb/uk/insights/property-news/2017/0419-manchester-ranked-as-englands-leading-retail-centre-outside-of-london>

²⁸ Source: Deloitte Manchester Crane Survey (2018)

Strategic Context

Regeneration Context

- 3.45 The SRF area has been a long standing regeneration priority for Manchester, and is the last site of the post-1999 City Centre Renewal Area Masterplan to be implemented. The site has been earmarked to meet the need for high value residential to balance housing supply within the City Centre.

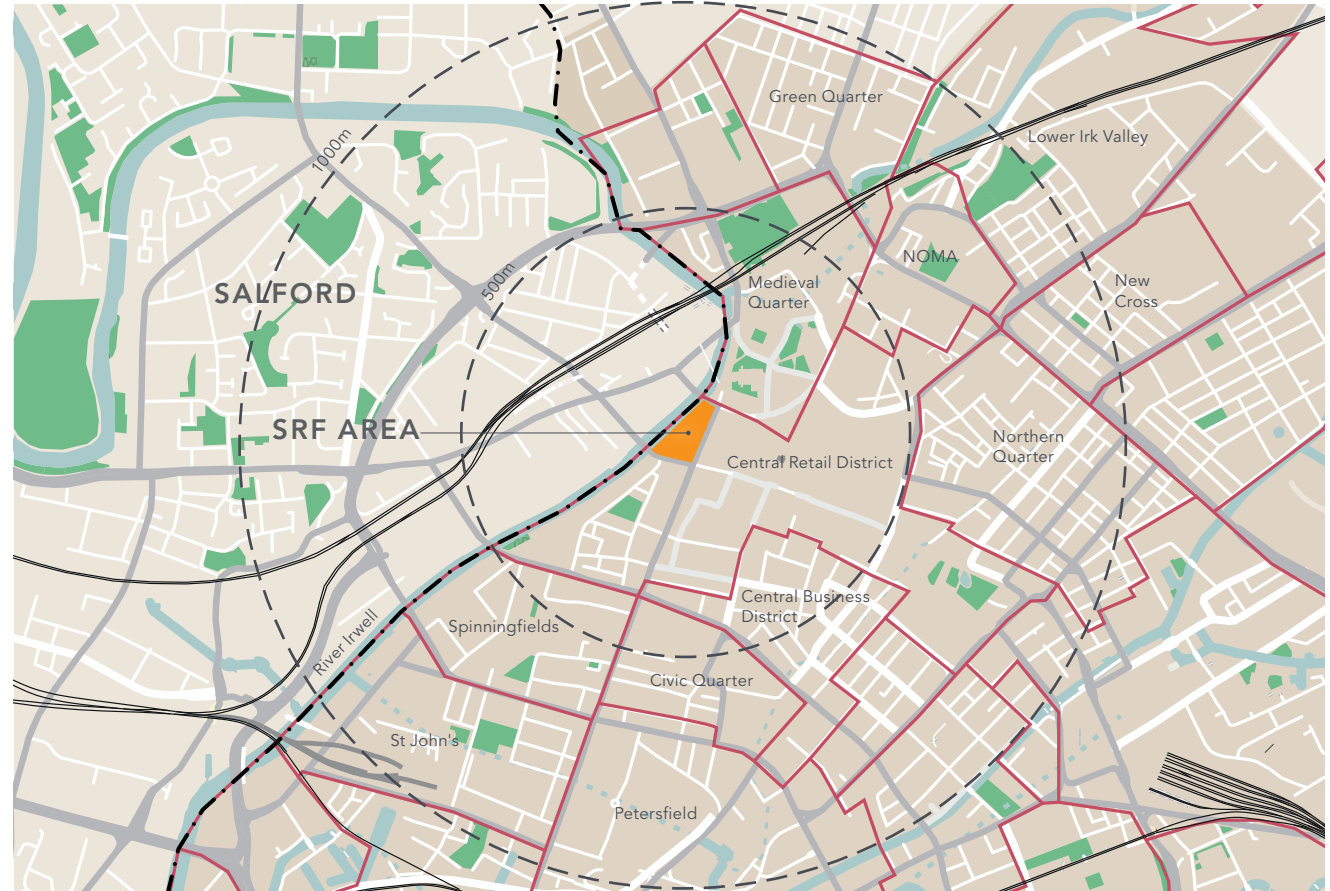


Figure 3A Strategic Regeneration Opportunity



Figure 3B Strategic Importance



Strategic Context

Manchester City Centre Strategic Plan (2015-2018)

- 3.46 The Strategic Plan includes a new City Centre boundary that 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. The City Centre boundary has therefore been extended to recognise the contribution of former 'fringe' areas and their relationship with the City Centre.
- 3.47 The expansion of the City Centre reflects a key imperative of Manchester's Strategy which is to drive the creation of sustainable neighbourhoods of choice which support economic growth and improve quality of life in these areas.

Medieval Quarter Masterplan SRF

- 3.48 The Medieval Quarter lies directly to the north of the site. The Medieval Quarter is rich in both cultural and historical significance, and is home to Manchester Cathedral and Chetham's School of Music (two renowned historical assets of the Manchester landscape), as well as the National Football Museum - one of the City's key visitor attractions.
- 3.49 Whilst new developments are providing key opportunities, there are a number of issues with the current environment and public realm within the Medieval Quarter. The Medieval Quarter

Masterplan has been developed to address these, and provide a greatly enhanced setting for the area's assets.

Other Recent and Ongoing Regeneration Initiatives

- 3.50 **Victoria Station** - Recently undergone a £26 million refurbishment programme, as part of the Northern Hub initiative led by Network Rail. The programme involved the creation of a world class rail gateway, with a new roof, new Metrolink platforms, improved ticket and retail facilities and improvements to public realm.
- 3.51 **Fishdock/New Victoria** - An area of 2.5 acres of surplus land immediately adjacent to Victoria Station under the control of Muse Developments. Masterplan proposals for the site propose a mixed use scheme, new public realm and active uses. Construction is due to start imminently with completion expected in 2021.
- 3.52 **NOMA** - A 20 acre mixed use redevelopment anchored by The Co-operative Group's occupation of 1 Angel Square. It is the largest development project in the North West and will involve the creation of 4 million square feet of office, residential, retail, leisure and hotel space.
- 3.53 **Greengate Regeneration Strategy (2014) and Draft Masterplan (2017)** - The SRF area lies adjacent to the Greengate Regeneration Area which seeks fundamentally reconnect the historic areas of Salford and Manchester with improved physical links and a network of high quality public

realm extending from Manchester's Cathedral Quarter, together with the creation of a new urban fabric of high quality and high density mixed use development.

The vision for the area is to deliver a minimum of 1,800 residential units and create a vibrant new neighbourhood within the heart of the Regional Centre. The Strategy highlights that the Greengate area will be characterised by outstanding architecture, high quality public spaces, urban art and a distinctive waterside frontage.

The Strategy recognises the importance of ensuring that Greengate is fully integrated into surrounding neighbourhoods and areas through enhanced links and improved access, to ensure that the rest of the City benefits from the expected level of investment and opportunities that will be created at Greengate in the coming years.

- 3.54 **Chapel Street** - A £10 million transformation led by Salford City Council has significantly improved public realm, ahead of the English Cities Fund's £650 million investment programme for Salford Central. This 15 year programme is a key priority for delivery and acceleration of substantial benefits will be considerably strengthened by the expansion of Salford Central Station as part of the £100 million Ordsall Chord investment by Network Rail, and commercial districts linking Salford and Manchester will effectively expand the employment offer and growth prospects of the City Centre along this key corridor from east to west.

Site Analysis

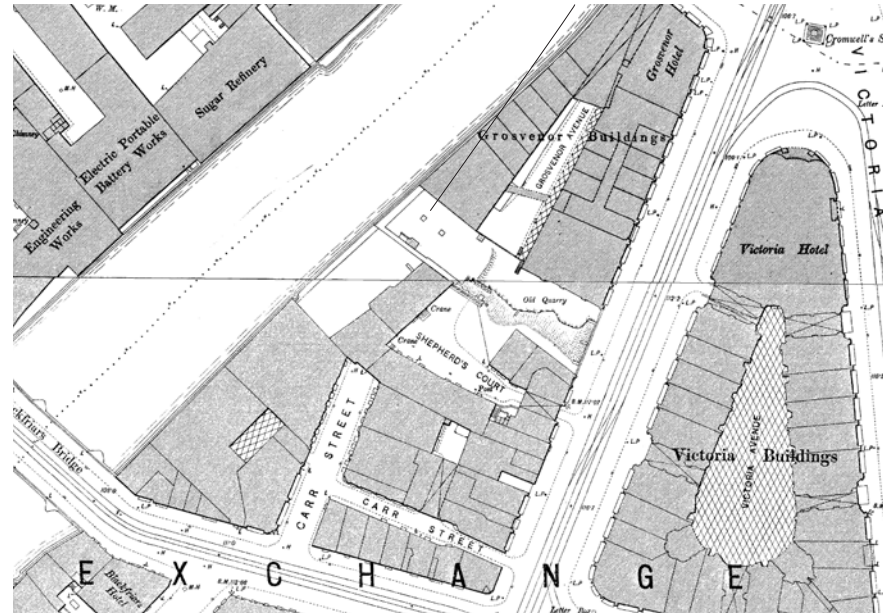
Location

- 4.1 The site has a prominent location in the City Centre at the intersection of the principal cross City Centre routes: Market Street which forms the spine at the heart of the Central Retail District; Blackfriars Street, as important vehicular route into the City Centre from the inner ring road; and Deansgate which is the City's principal thoroughfare connecting the northern and southern areas of the City Centre.
- 4.2 The west of the site interfaces with the River Irwell and the administrative boundary of Salford. To the east and south the site borders the Central Retail District. To the north of the site is the Medieval Quarter Masterplan which envisions increased permeability and an enhanced public realm, beyond this are the Greengate and New Victoria regeneration initiatives.

Site History

- 4.3 An 1850 OS Map shows that the site was occupied by the Victoria buildings (later the Grosvenor Hotel and buildings), a public house, and a number of industrial uses. These commercial uses were seen to remain on the site until 1971.
- 4.4 In 1972 the buildings on the site were demolished and substantial underground excavations were carried out as part of the construction of the present day buildings. By 1987 the present day buildings were completed and in operation. The ramp that runs parallel to Deansgate once joined a

Figure 4A Historical Maps



1891



1850



1955



Historic photos

Site Analysis

bridge that crossed, at high level, to the central space of Shambles Square. The 1996 IRA bomb and subsequent post-1999 City Centre Renewal Area Masterplan (No. 1 Deansgate, Cathedral Street, Exchange Square) severed this relationship.

- 4.5 As part of the post-1999 City Centre Renewal Area Masterplan, the site was allocated for mixed use development and improvements along the River Irwell interface. All of this Masterplan has now been implemented (including New Cathedral Street, Exchange Square and Corporation Street) and the site is the only remaining element of the Masterplan which has not undergone regeneration.



KEY

- Retail
- Leisure
- Mixed Use
- Cultural
- Residential
- Transport Interchange
- Pedestrian Areas
- Pedestrian / Vehicles
- Green Space / Park

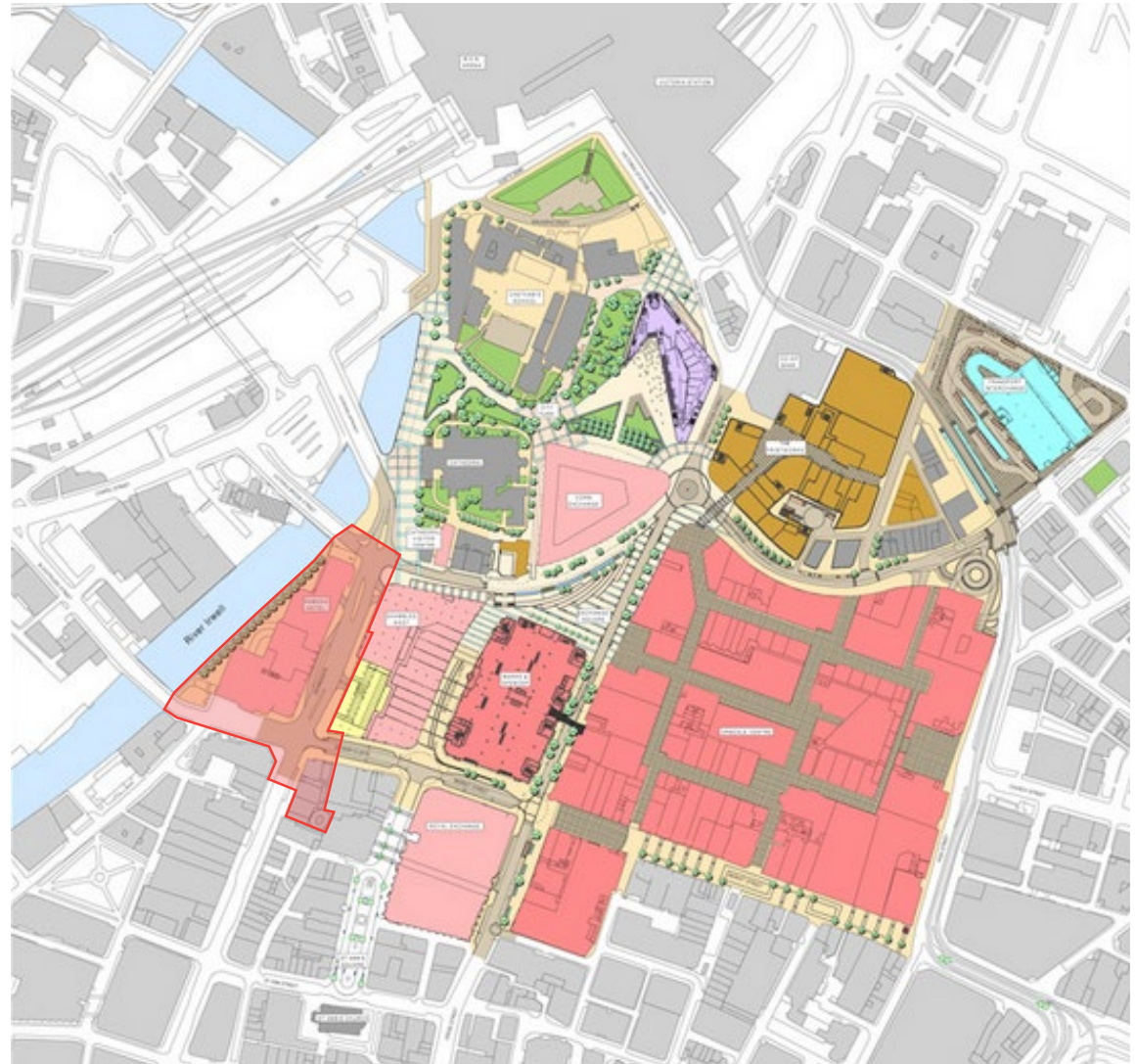


Figure 4B Post-1999 City Centre Renewal Area Masterplan

Site Analysis

- 4.6 In February 2009, Planning Permission (LPA ref: 088133/FO/2008/C1) was granted on the site for a 35 storey mixed-use development. The description of development was:

“Demolition of existing buildings and re-development of site to construct four buildings varying in height from: ground plus 10 storeys; to ground plus 35 storeys incorporating 248 residential units (Class C3) : a hotel (Class C1); offices (Class B1); retail (Class A1); financial and professional (Class A2); restaurant and cafe (Class A3); drinking establishment (Class A4); hot food take away (Class A5); and 599 basement car parking spaces set within fully accessible public realm including new public open spaces; new pedestrian connections and new riverside walkways and spaces: together with related highways, access and servicing works, landscaping and associated works”.

- 4.7 The proposed development had the objective to create a high quality public realm set within a mix of uses to provide activity at different times of day and a real sense of place, together with strong pedestrian connections. The development was of high architectural quality and provided a range complementary uses to build upon this part of the Regional Centre and contribute to wider regeneration initiatives.

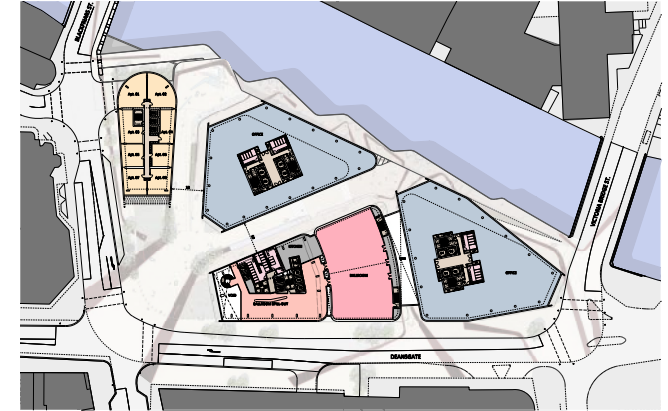


Figure 4C Images of 2009 scheme

Figure 4D Existing Site Photographs



Site Analysis

The Site Today

Current uses

- 4.8 The Urban & Civic site is currently in use as Renaissance Hotel (203 rooms), a restaurant, 360 car parking spaces across four levels of basement (for hotel and public use), vacant office building and a underused, small public terrace overlooking the River Irwell.
- 4.9 39 Deansgate site is currently in use as office accommodation, with seven ground floor retail units whose occupiers include The Flight Centre, Greggs and Ladbrokes.

Existing Buildings

- 4.10 The existing buildings on the Urban & Civic site date from the 1970's and are of little architectural merit. The 15 storey concrete block in the centre of the site is occupied by the Renaissance Hotel which is entered from the Deansgate/Blackfriars Street western corner. A vacant office building wraps around the hotel and fronts onto Deansgate and Victoria Bridge Street. A restaurant unit is located at the Deansgate/Blackfriars Street eastern corner.
- 4.11 39 Deansgate (at the junction of Deansgate and St Mary's Gate) is currently occupied by a 1960's part 5 storey, part 7 storey office building with a 2 storey plinth accommodating retail units on the ground floor. The office building (which was subject to refurbishment in 2013) is currently partially occupied. At ground floor, the building

accommodates seven fully let retail units. Pedestrian access is from Deansgate and the site is currently serviced from the rear, through St Ann's Square.

Existing contribution to local environment

- 4.12 The existing monolithic concrete buildings lack architectural or townscape merit, and act as a visual and physical barrier between the City Centre and the River Irwell/Salford and towards the Medieval Quarter. The existing buildings make no positive visual contribution to the surrounding environment.
- 4.13 The site fails to fully utilise this prominent and strategic site which has the potential to support Manchester's growth trajectory and enhanced productivity, extend the City Centre core northwards along Deansgate and reconnect the area to the Medieval Quarter and other key regeneration areas such as Greengate in Salford.
- 4.14 The existing multi-storey car park results in a lack of ground floor activity or active frontages which together with a lack of public realm creates a poor pedestrian experience.
- 4.15 At the third basement level there is a public terrace overlooking the River Irwell, but this is some 8.5 metres below Blackfriars Street and 6 metres below Victoria Bridge Street with the only pedestrian access being the open staircase serving the public car park, the area is therefore effectively inaccessible to the less able bodied or to parents with pushchairs.

- 4.16 The large swathes of blank facades, servicing entrances, overhanging canopies and dark doorways and stair wells results in a lack of natural surveillance and lighting. These features create an intimidating pedestrian experience and contribute towards actual and perceived fear of crime.

Site Analysis

Allocations and Statutory Designations

Development Plan

- 4.17 The site is unallocated within the Development Plan.

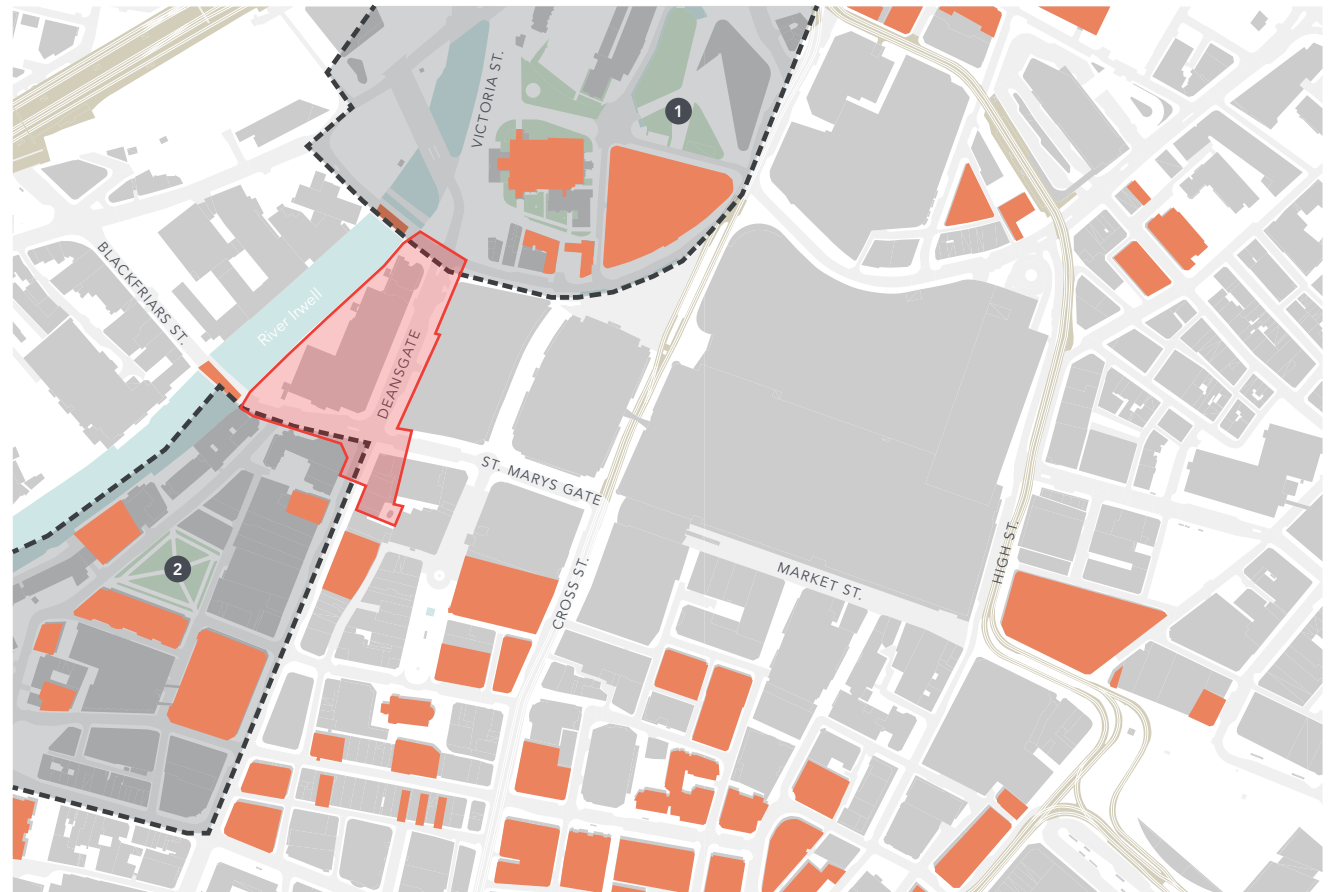
Listed Structures

- 4.18 There are no listed buildings on the site.
- 4.19 The site is adjacent to two listed bridges. Blackfriars Bridge (Grade II), adjacent to the south western corner of the site, was built around 1820 and is still used as an access road to Deansgate. Victoria Bridge (Grade II) is located on the north western site boundary and also provides road access to Victoria Bridge Street.

Conservation Areas

- 4.20 The site (excluding roads and footpaths) is not located within a Conservation Area.
- 4.21 The Cathedral Conservation Area lies to the north of the site and contains several listed buildings including Manchester Cathedral (Grade I), Chetham's School of Music (Grade I) and the Corn Exchange (Grade II). The area is characterised by a medieval street pattern. The Cathedral is at present completely hidden from view from the River Corridor to the south at key viewing points such as Albert Bridge at Bridge Street.

Figure 4E Heritage Assets



KEY

- SRF area boundary
- - - Conservation Area Boundary
- Listed Buildings & Structures

- 1. Cathedral Conservation Area
- 2. Parsonage Road Conservation Area



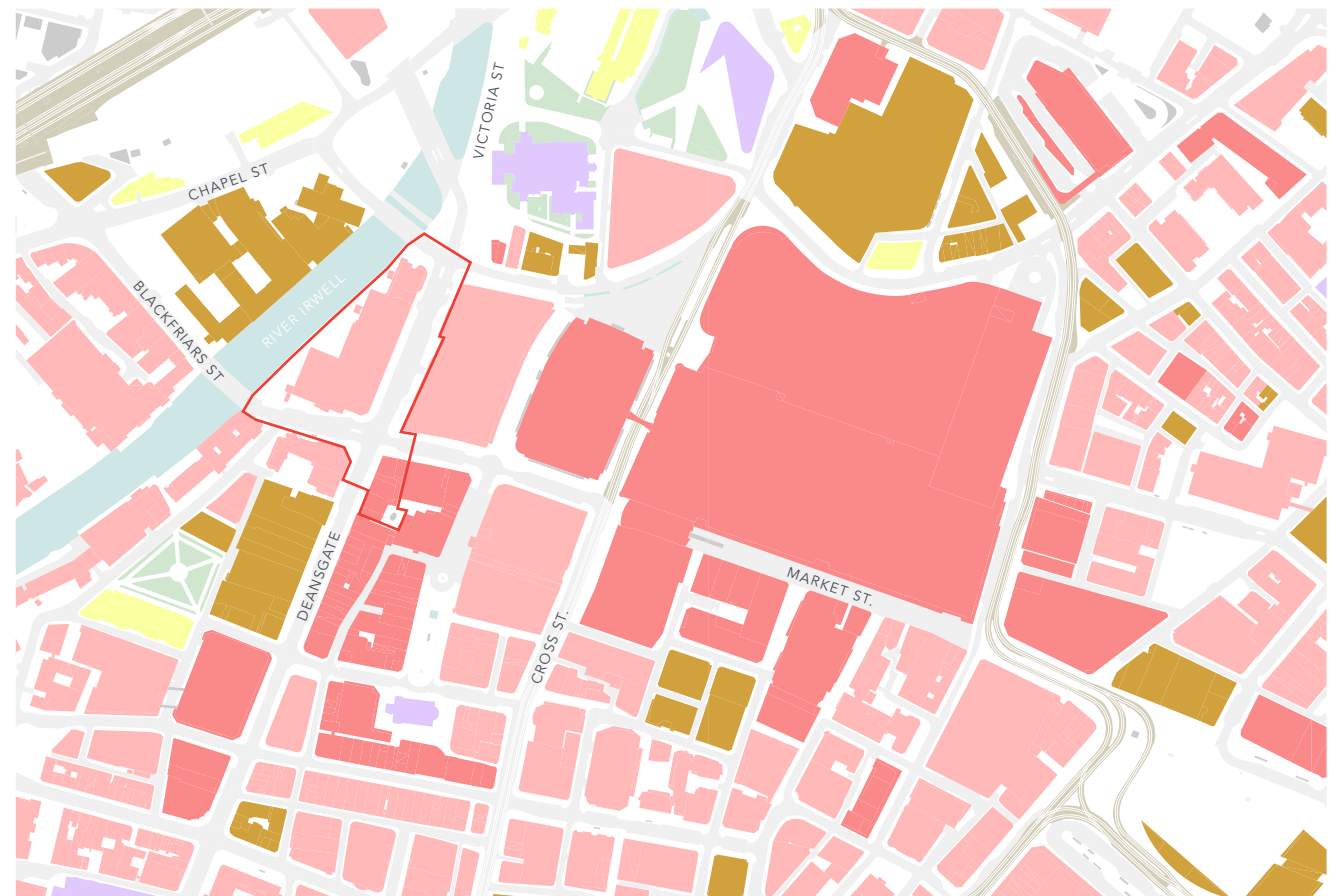
Site Analysis

- 4.22 Parsonage Gardens Conservation Area lies to the south and contains a variety of buildings of special interest, many of which were built around the early 1900s. The urban grain of the area - high density buildings and close-knit street pattern - means that this conservation area is visually contained from the SRF area.
- 4.23 To the west, within Salford, the Flat Iron Conservation Area covers land centred on Sacred Trinity Church.
- 4.24 When making any decisions for a future detailed planning application which relates to the heritage assets the Local Planning Authority must address the statutory considerations of the Planning (Listed Buildings and Conservation Areas) Act 1990 sections 66 and 72, as well as satisfying national and local planning policies.

Flood Risk

- 4.25 Most of the site falls within Flood Zone 1 and has a low probability of river or sea flooding - less than 1 and 1,000 per annum.
- 4.26 Part of the site (closest to the River Irwell) falls within Flood Zone 2 which means that land has been identified as having a medium probability of flooding - between a 1 in 100 and 1 in 1,000 annual probability of river or sea flooding.

Figure 4F Uses



KEY

— SRF area boundary	■ Mixed Use	■ Transport Interchange	■ Green Space / Park
■ Retail	■ Cultural	■ Pedestrian Areas	
■ Leisure	■ Residential	■ Pedestrian / Vehicles	



Figure 4G Committed Developments



Site Analysis

Adjoining Land Uses and Committed Developments

Adjoining Uses

- 4.27 The site borders the Central Retail District. The retail offer on New Cathedral Street includes a number of high-end, luxury shops such as Harvey Nicholas and Selfridges. The site links towards the wider Central Retail District such as Market Street and St. Ann's Square.
- 4.28 Number One Deansgate, a 14 storey residential development lies on the corner of Deansgate and St Mary's Gate. Residential uses predominate towards the east of the site along Chapel Street. Further residential development has recently been completed in Greengate.
- 4.29 Towards the north of the site is the Medieval Quarter which contains a number of notable buildings such as the Cathedral, Chetham's School of Music and Library, the Corn Exchange and the National Football Museum.

Committed Developments

- 4.30 There are a number of developments which either have planning permission or are under-construction within the surrounding area.
- 4.31 The two of most relevance to the SRF area, and the vision for its redevelopment, are Greengate and New Victoria.



Figure 4H Greengate Masterplan

Site Analysis

Greengate

- 4.32 The Greengate Area is the subject of longstanding and wide-ranging plans for regeneration and redevelopment. These regeneration initiatives have already begun to fundamentally change the character and built form of the character. Recent development includes City Suites, 101 Embankment, and One Greengate.
- 4.33 Exchange Court, a 44 storey residential tower is under construction and is due to be completed end of 2018 and will be the tallest tower in Salford.

New Victoria

- 4.34 To the north of the site is New Victoria, a multi-million pound regeneration project adjacent to Victoria Station.
- 4.35 The project includes residential uses accommodated in two towers of 20 and 25 storeys. A third 8 storey block will be an office building. Over 7,000 sq. ft. of retail and leisure space is proposed across the ground floors.

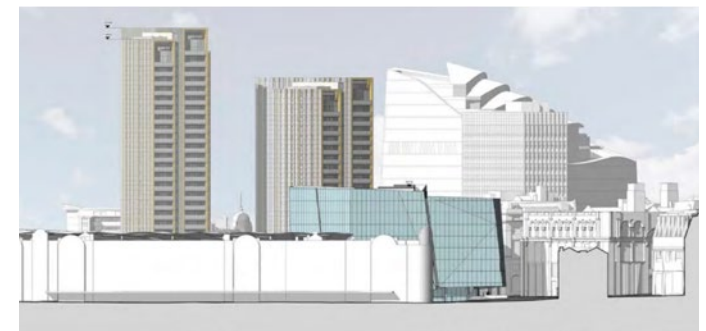


Figure 4I New Victoria Masterplan

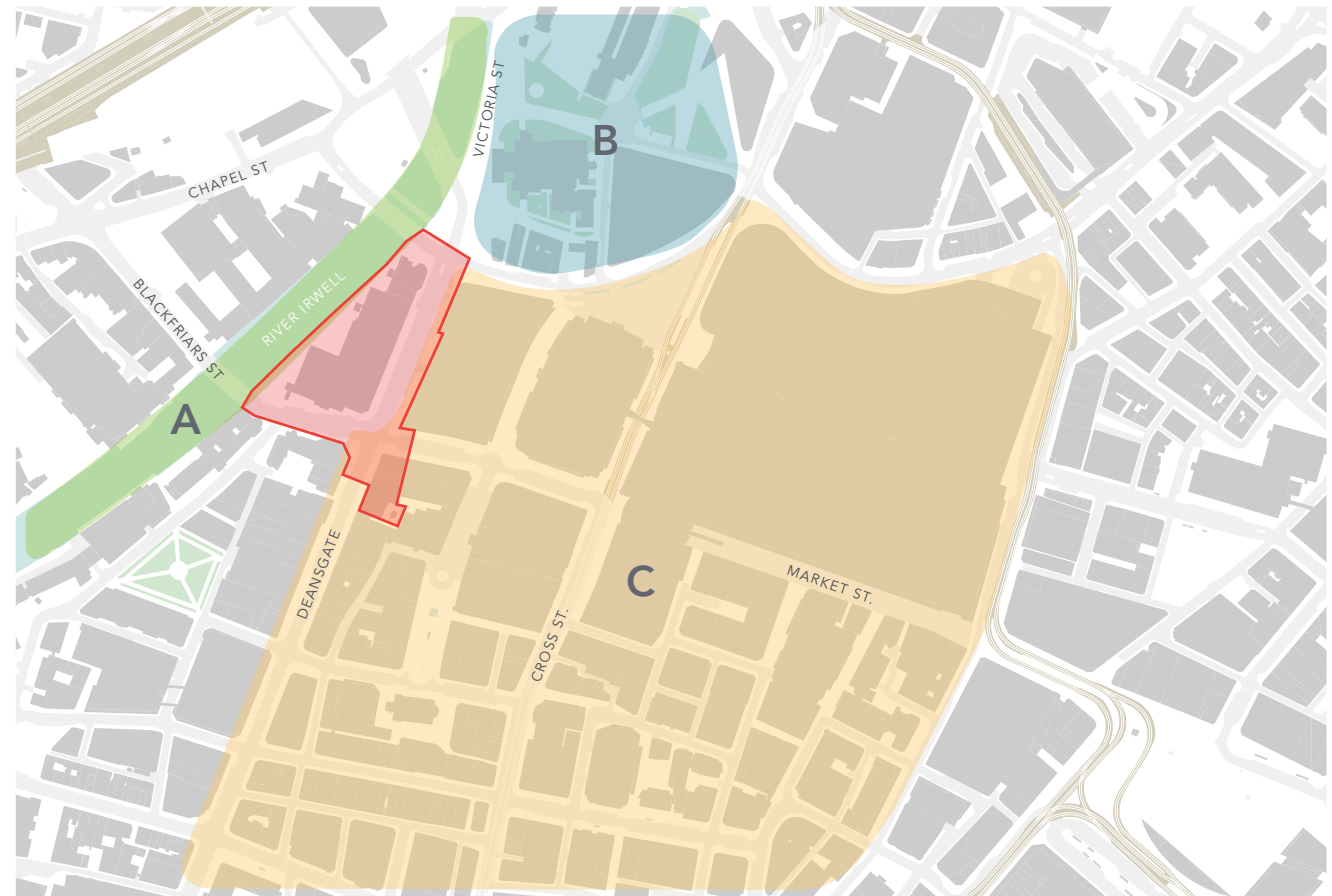
Site Analysis

Characterisation Appraisal

Character Area A – Rivers and Bridges

- 4.36 For the purposes of this report the character area is defined as the area between the two Grade II listed bridges to the north and south sides of the subject site. Blackfriars Bridge was constructed in c.1820; Victoria Bridge was constructed in c.1837-9. The bridges across the River Irwell allow for an understanding and appreciation of the development of Manchester and Salford, as well as providing a physical connection between the two cities.
- 4.37 The River front on both sides of the River have been utilised since the earliest developments of Manchester and Salford, primarily for industrial uses. During the mid-to-late 19th century the changing commercial pressures of land values in Manchester and Salford led to commercial development such as hotels and offices; at this time the presence of the river became of secondary importance.
- 4.38 The development along either sides of the river is hard up against the edge creating two enclosed ranges of elevations that turn their back to each other. Subsequently many of the buildings, including the subject site, contribute very little in terms of architectural and historic quality to the area. The space of the River, and its potential amenity value, is considerably underplayed due to the servicing and back of house areas of development being located facing the Riverside,

Figure 4J Character Area Plan



KEY

— SRF area boundary

Character Area A - River & Bridges

Character Area B - Historic Core

Character Area C - City Centre Retail



Site Analysis

effectively enclosing the River and therefore reducing access and visibility of the River. As a result, the River does not affect the character of the surrounding areas.

Character Area B – Historic Core

- 4.39 For the purposes of this report, the Historic Core Character Area has been defined as the area bounded by Hunts Bank/ Victoria Station to the north, Corporation Street/ Victoria Station Approach to the east, Hanging Ditch to the south and Victoria Street to the west.
- 4.40 This part of Manchester was one of the earliest to be developed due to its strategic position of raised land above the convergence of the River Irwell and Irk (the River Irk is now culverted under Victoria Station). The area quickly grew around the Parish Church (now Manchester Cathedral) and the Grelley Family's Manor House (now Chetham's School of Music). The area became an important centre of trade for fabrics and cotton. A notable benefactor of the cloth trade was Humphrey Chetham who founded a bluecoat school and free library in 1654-8 (now Chetham's Library). As the local population grew new dwellings were rapidly built, often with scarce regard for the sanitation or safety of their occupants. The area became a slum, with a maze of by-roads flanked with small houses and leftover industry. In the 19th Century, following the development of Manchester's commercial sector, the urban grain and street pattern of the area, were affected by two local developments; the growth of the railway network and the opening of new road

links to the north (the widening of Deansgate and the creation of Corporation Street).

- 4.41 The architectural and historic qualities of the Cathedral and Chetham's School are the key to defining the characteristics of the area. These two buildings represent the vestiges of the earliest developments of Manchester and are appreciated and understood as being significant features of the surrounding townscape. The use of the Gothic style is expressive against the backdrop of buildings from that surround them. Streets like Cateaton Street demonstrate the range of historic architectural styled throughout the 19th Century; their scale, height and form are also a remnant of the historic street pattern and urban forms that were employed
- 4.42 There is a great mixture in the character and relationship of spaces within the character area. Primary traffic routes, such as Victoria Street and Victoria Bridge Street physically and visually sever this character area from that of the River. The recent partial pedestrianisation of Victoria Street has gone some way to enhancing the pedestrian experience and environment around the Cathedral but the poor quality of the public realm to this area under-utilises this improvement. The area experience a variety in scale, for example the large open spaces of the key pedestrian and vehicle routes and Cathedral Gardens contrast the more intimate spaces such as Cathedral Yard, Cathedral Street and Cateaton Street, which provide a sense of the historic street pattern and density of the area. Cathedral Gardens provides an important

area of green space within the City Centre and enhances the settings of the surrounding listed buildings

Character Area C – City Centre Retail

- 4.43 For the purposes of this report, the City Centre Retail Character Area has been defined as the area bounded by Hanging Ditch and Withy Grove to the north, Piccadilly Gardens to the east, King Street to the south and Deansgate to the west.
- 4.44 When St. Ann's Church was built it was stipulated that a space of 30 yards wide should be reserved for the fair, which became known as St Ann's Square. As the area grew King Street developed as prestigious residential area which was supported by cultural institutions such as Theatre Royal. During the industrial revolution land values rapidly increased and the residential uses were replaced by commercial uses. Deansgate, a Roman route between the River Medlock and River Irwell, was widened in the 19th Century and underwent considerable redevelopment. In the 20th Century the Arndale Shopping Centre opened which integrated Market Street to the commercial areas of Deansgate. Therefore, the City Centre retail character area is formed of three distinct phases: the Georgian Area of Ann's Square, the Victorian area of Deansgate and the mid-20th Century area of the Manchester Arndale shopping centre.
- 4.45 Historic buildings are adjoined by larger, generally taller, contemporary developments which have become an important characteristic of this part of

Site Analysis

the City. This is seen particularly along Market Street and King Street. Throughout the area of analysis and in the immediacies of the subject site, the historic and aesthetic values of the heritage assets are expressive and remain dominant against the contrasting massing and materiality of recent development.

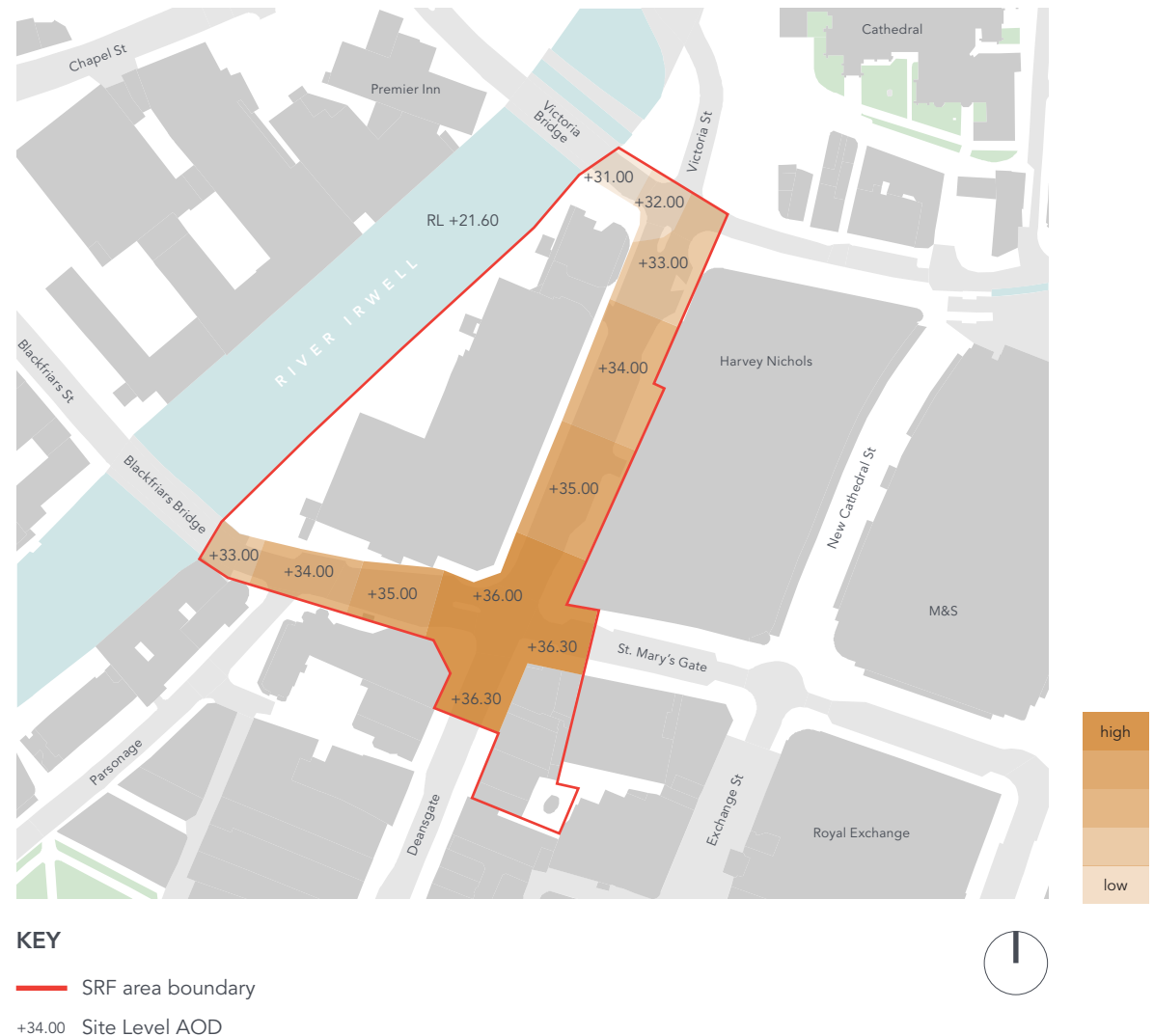
- 4.46 The urban grain reached its present configuration by the mid-19th Century when the last remaining residential premises were replaced by commercial and civic buildings, which resulted in a larger urban grain. The principal streets within the area of analysis, King Street, Cross Street and Market Street are primary traffic and pedestrian routes, respectively, and are intersected by territory routes and back streets. The resultant street pattern is a mix of rectangular plots, laid out in a fairly orthogonal grid, and instances of irregular wedge shaped plots which add interest to the streetscape. The area is characterised by a densely built urban environment and thus little space is left for trees and green areas. There is no precedent for greenery or green spaces as buildings have maximised their plots, occupying the whole site.

Urban Analysis

Topography

- 4.47 There are significant level changes across the site, the ground rises 5 metres from the low-point on Victoria Bridge Street to a high-point on Deansgate.

Figure 4K Site Levels



Site Analysis

Access and Movement

- 4.48 A ramp down from Blackfriars Street provides vehicular access to the existing public car park. Hotel parking and servicing of the existing development is accessed via a gated ingress off Deansgate.
- 4.49 In terms of vehicular movement on the surrounding highway network, the evening peak tends to be the busiest period, with a two-way hourly flow of 700 vehicles travelling past the site on Deansgate. This traffic is overwhelmingly through-traffic with a small number of vehicles accessing the M&S car park, service trips and buses. Manchester City Council's aspirations for traffic movement in the city is to redirect traffic that does not need to travel through the city centre onto more efficient, better signed strategic main roads within the M60.
- 4.50 Both the junction with Blackfriars Street and Victoria Bridge Street are signal controlled with pedestrian crossings.

KEY

VEHICLES






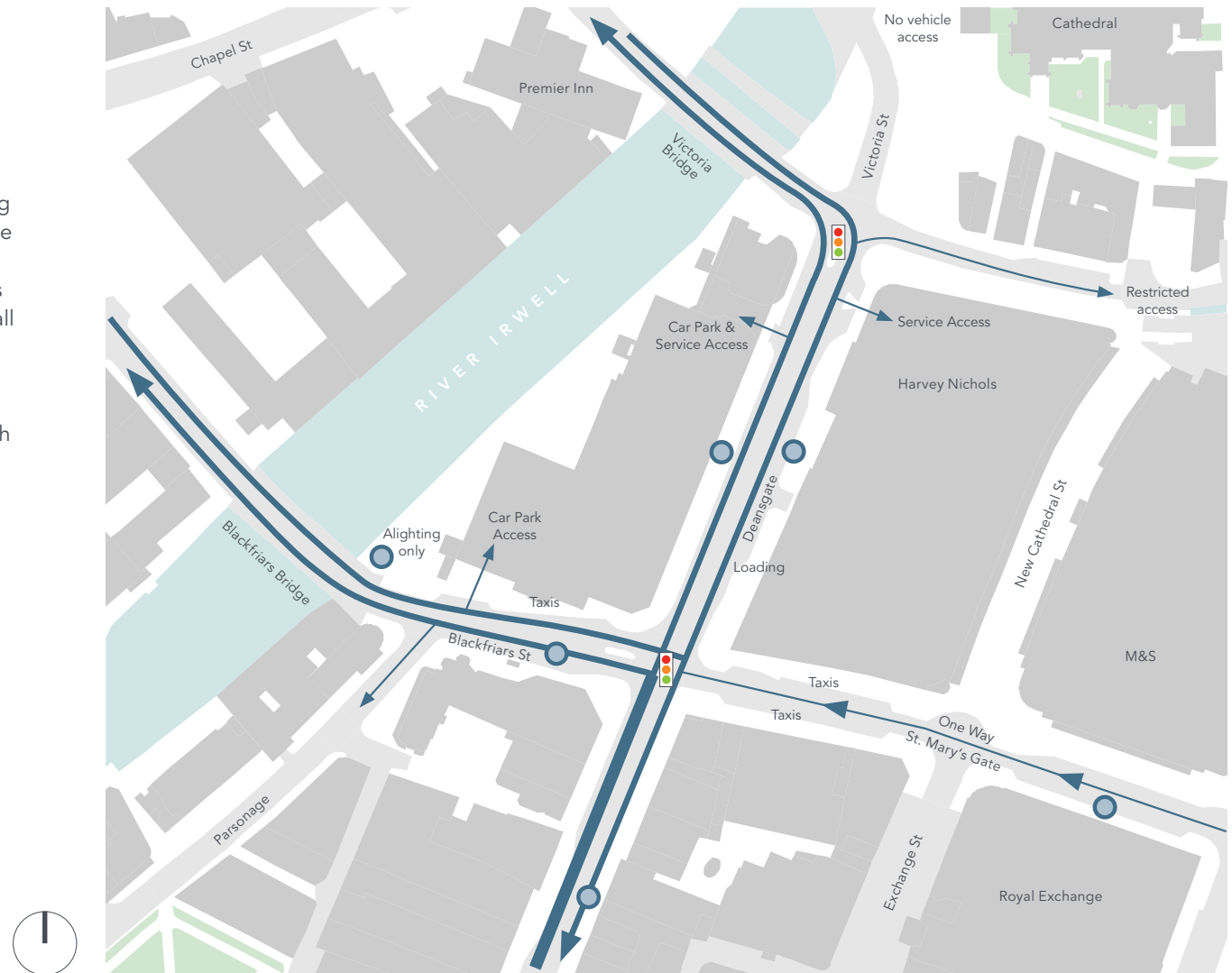
-  High traffic flow
-  Medium traffic flow
-  Low traffic flow
-  Bus Stop
-  Traffic Lights Junction

Figure 4L Existing vehicular routes



Site Analysis

Key pedestrian connections and desire lines

4.51 An analysis of the pedestrian flows demonstrates a noticeable reduction of footfall past the site compared to the remainder of St Mary's Gate and Deansgate. This is due to the poor pedestrian environment which is further exacerbated by the absence of high quality uses to attract activity to the area. Despite the site's strategic location, it suffers from poor permeability and is visually and physically disconnected from its surroundings.

KEY

PEDESTRIANS

- High pedestrian flow
- Medium pedestrian flow
- Low pedestrian flow

Figure 4M Existing pedestrian connections



Site Analysis

Public space

- 4.52 There are a number of public spaces within in the vicinity site and there is an important opportunity for this site to become connected into that network. These include the public realm around Manchester Cathedral, Greengate Square, Exchange Square, Parsonage Gardens and St Ann's Square.
- 4.53 The Medieval Quarter Masterplan envisions high quality public realm improvements which will improve permeability, open up the views towards the Cathedral and create a destination where people can sit and enjoy. As part of the Masterplan there is the opportunity for surrounding development to create a legible pedestrian route through a series of high quality public realms.

KEY

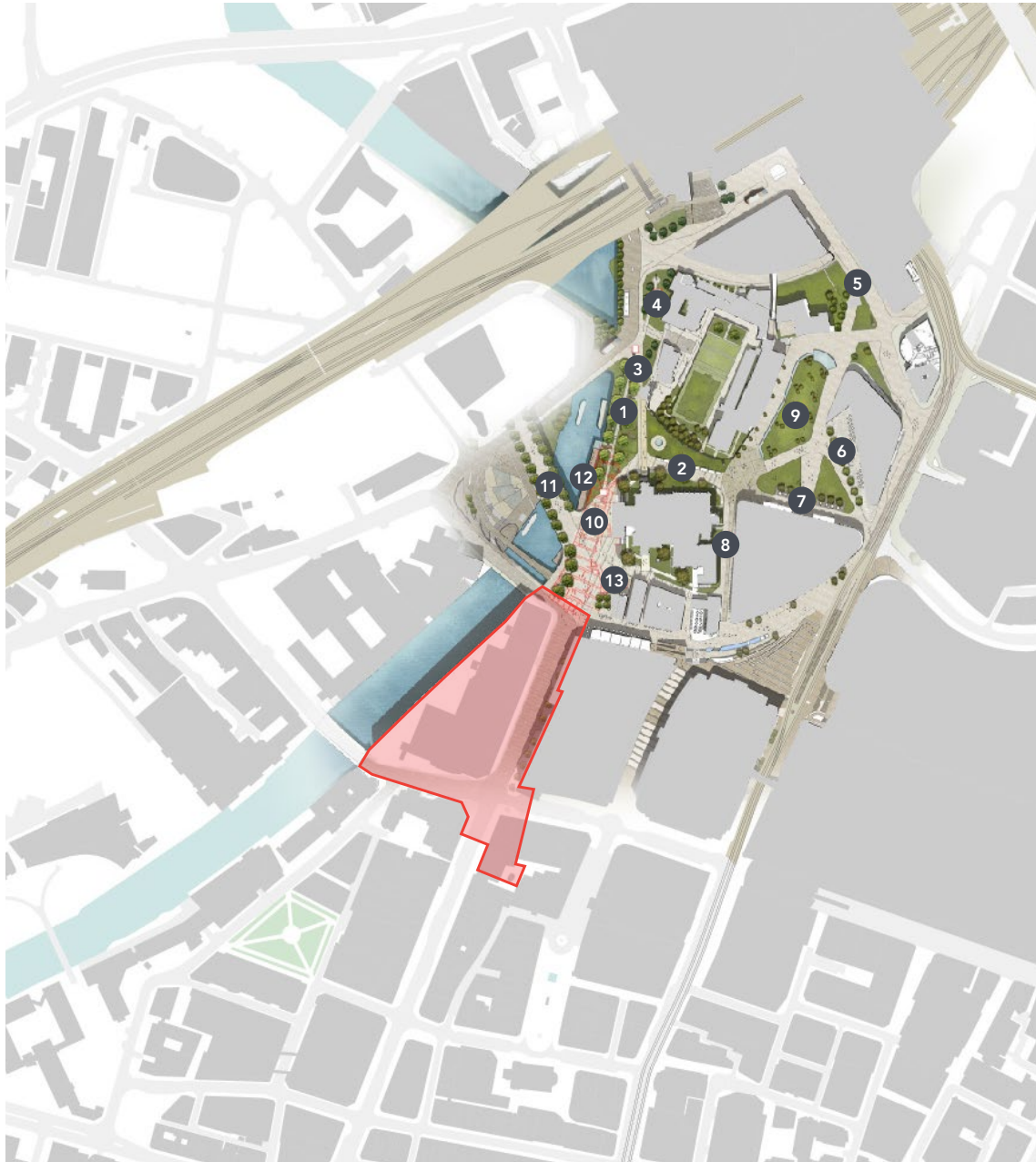
1. Cathedral Gardens
 2. Exchange Square
 3. Greengate Square
 4. Parsonage Gardens
 5. The Avenue Courtyard
 6. Hardman Square
 7. Piccadilly Gardens
 8. St. Ann's Square
 9. Albert Square
- Predominantly Hard Public Space
- Predominantly Soft Public Space



Figure 4N Public Realm Context / Hierarchy



Figure 40 Medieval Quarter Masterplan



KEY

- | | |
|-------------------------------------|------------------------------|
| 1. 'Withy Grove' | 8. Cathedral Street upgrade |
| 2. 'The Apple Market' | 9. Cathedral Gardens |
| 3. 'Hunts Bank' | 10. Cathedral main entrance |
| 4. Revealing historic past | 11. Victoria Street bridge |
| 5. New arrival for Victoria Station | 12. Historic water front |
| 6. NFM public space | 13. Opening up hanging ditch |
| 7. The Corn Exchange public space | |



Site Analysis

Key Views

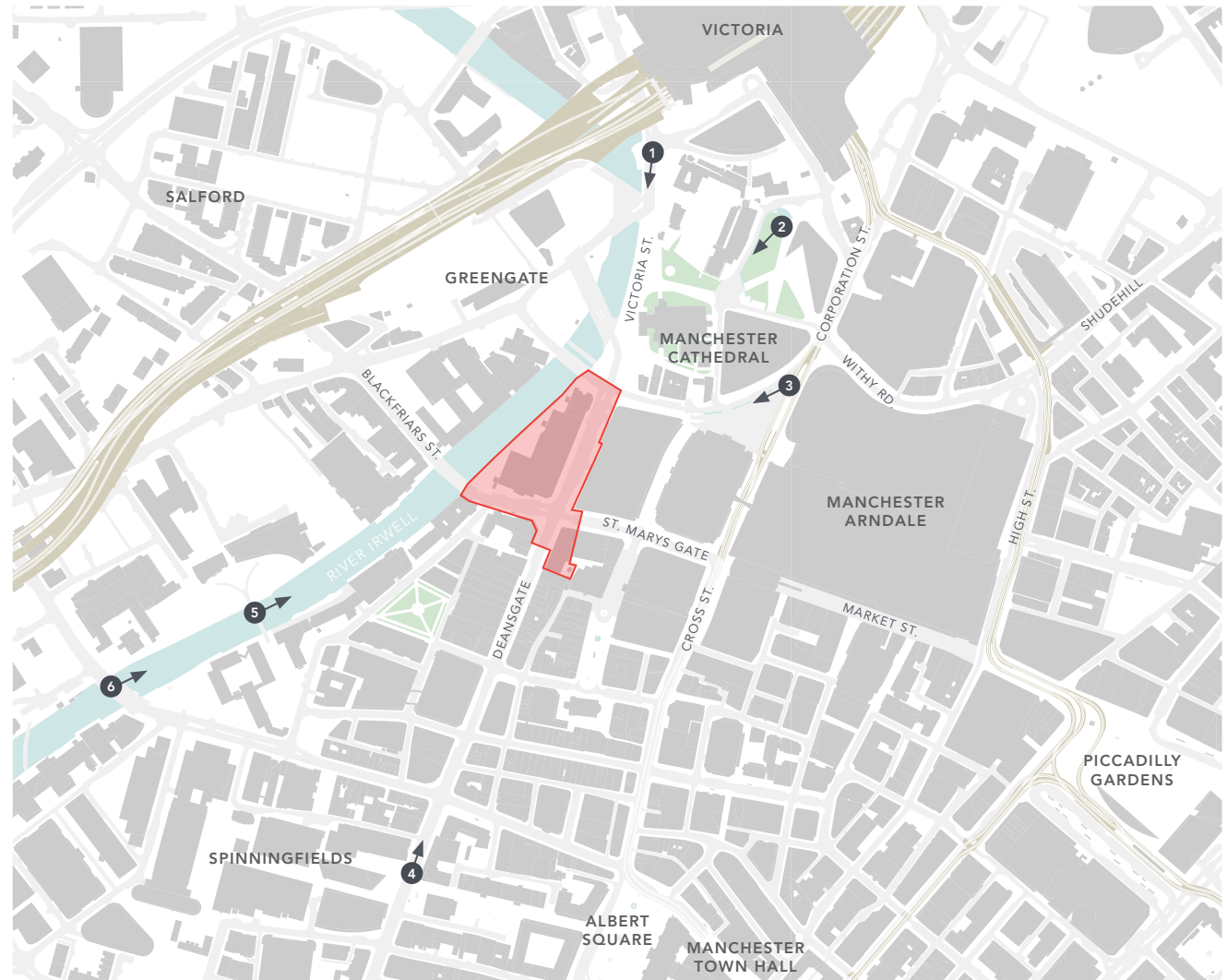
- 4.54 The site is highly visible, reflecting its prominent location at the intersection of two principal cross City Centre routes (Deansgate and Market Street).
- 4.55 Six views of the site have been carefully selected to capture both near and city-wide context.



KEY

1. Victoria Street
2. Cathedral Gardens
3. Corporation Street
4. Deansgate
5. Trinity Bridge
6. Albert Bridge / Bridge Street

Figure 4P Key Views



Site Analysis

Key Views



1 Victoria Street



2 Cathedral Gardens



3 Corporation Street



4 Deansgate



5 Trinity Bridge



6 Albert Bridge / Bridge Street

Site Analysis

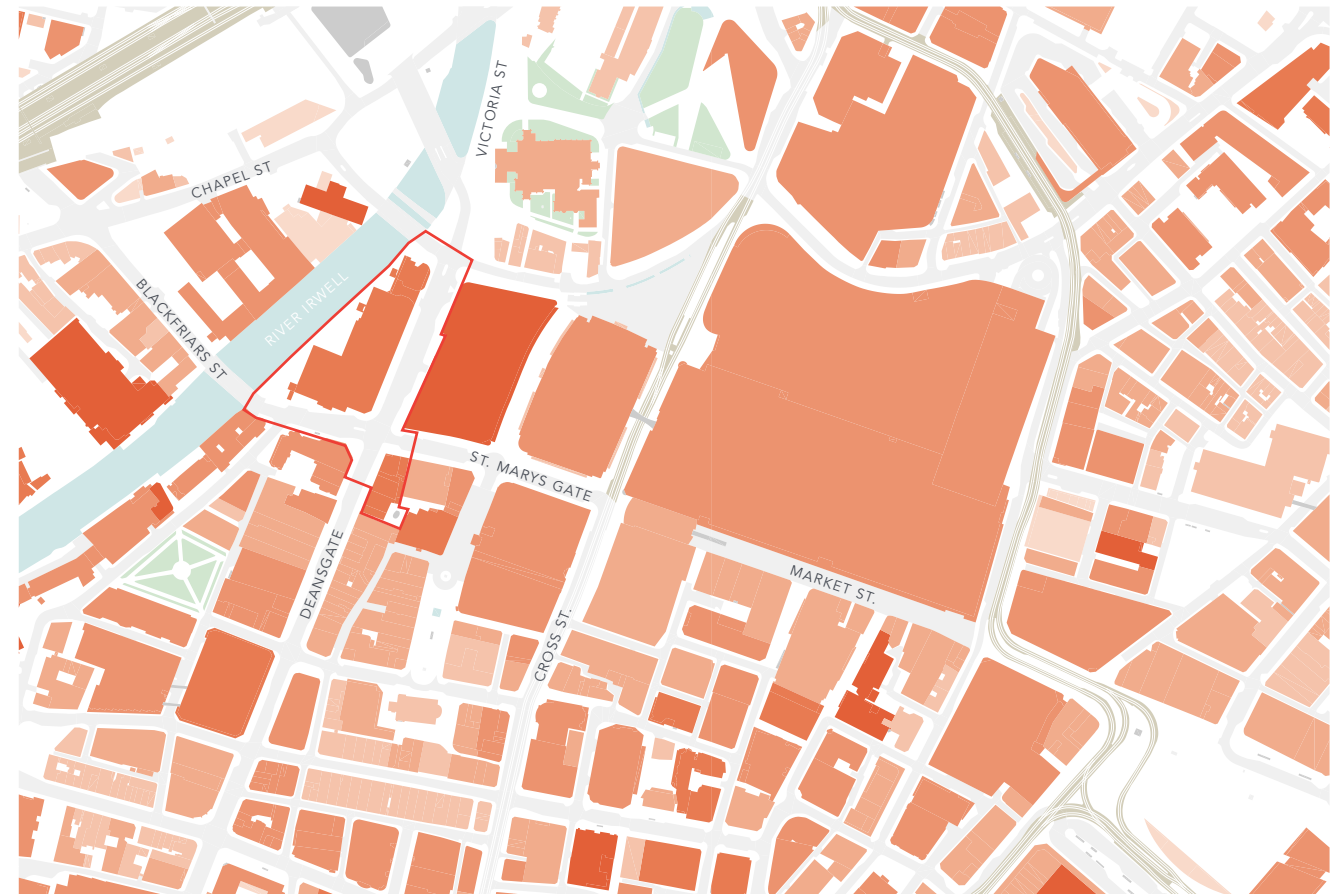
Environmental and Microclimate

- 4.56 The site is located directly adjacent to Blackfriars and Deansgate which are key vehicular routes and are potential generators of noise and air quality pollution.
- 4.57 Given the site's surrounding context of pedestrian routes and residential development, wind conditions (safety, comfort) and sunlight and daylight issues should be considered carefully as proposals come forward.

Scale and Form

- 4.58 The existing buildings on the site extend to 15 storeys in a monolithic, concrete brutalist architectural style. The 2009 planning permission for a 36 storey mixed-use development set the planning precedent for a building of height on the site.
- 4.59 Nearby there are a number of tall buildings. Immediately adjacent to the site is Number One Deansgate which is 14 storeys and One Greengate to the north-west of the site extends to 31 storeys. The committed developments such as Exchange Court and New Victoria will introduce significantly taller buildings to the skyline in this part of the City Centre.

Figure 4Q Heights



KEY

SRF area boundary	5-6 storey	15 storey +
1-2 storey	7-10 storey	
3-4 storey	10-15 storey	



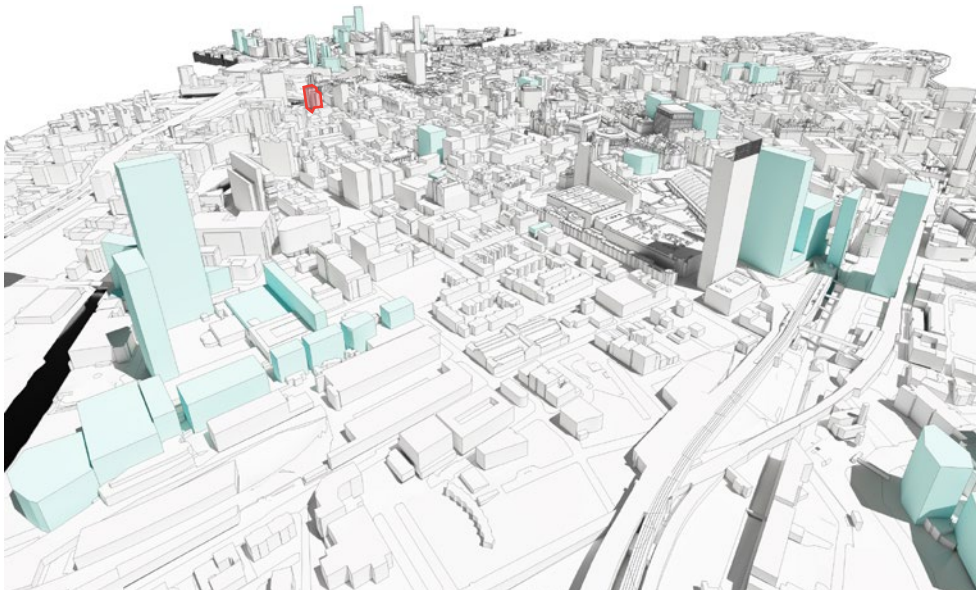
Figure 4R Existing and committed tall buildings



View looking North-West



View looking South-West



View looking North-East



View looking South-East

Site Analysis

Public transport connectivity

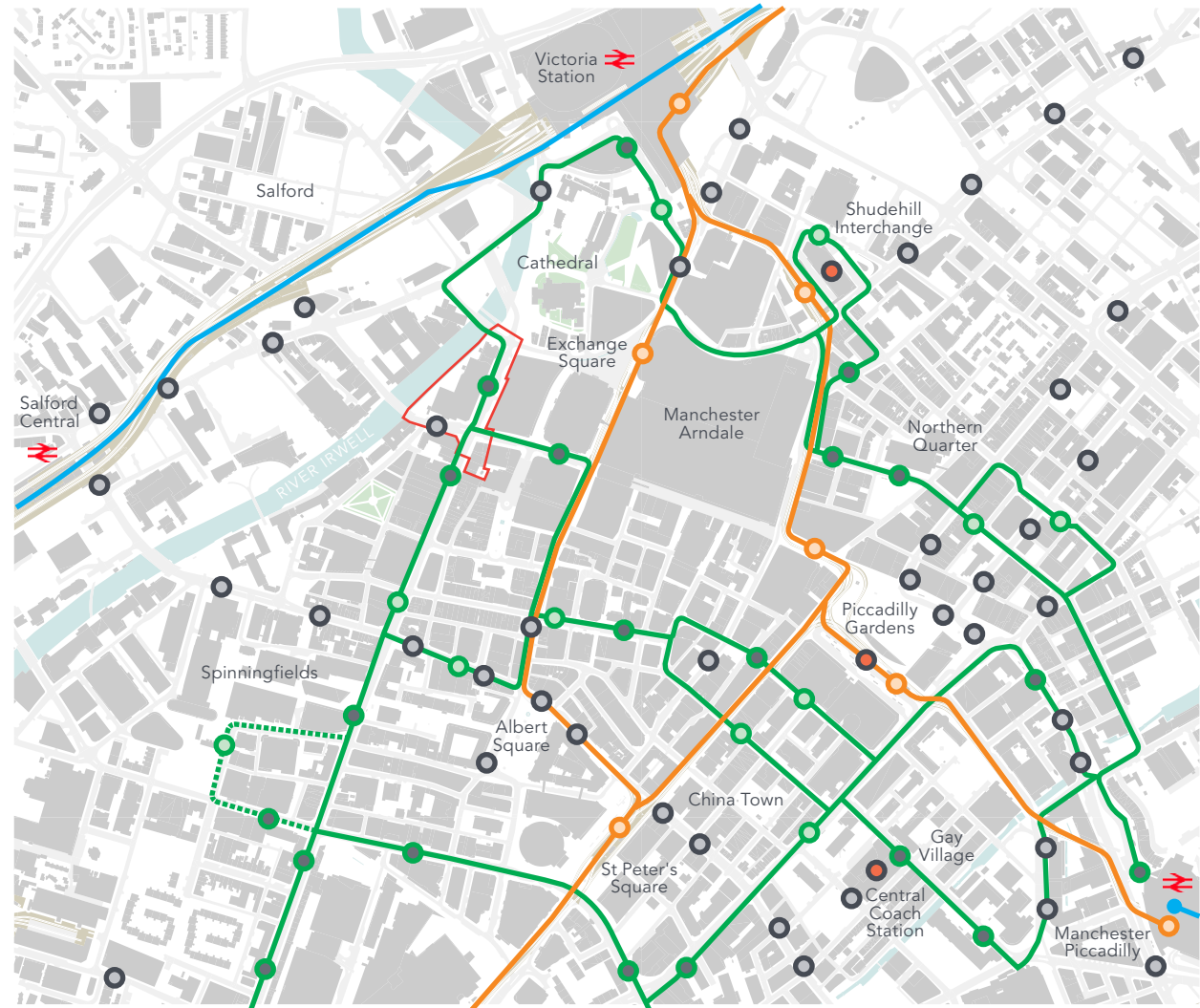
- 4.60 The site's location at the edge of the city's prime commercial and retail areas, and in close proximity to the Inner Ring Road, affords it excellent accessibility by pedestrians, cyclists, public transport and road.
- 4.61 The site is accessible by a variety of modes of public transport including rail, bus and Metrolink. Victoria Station (which has undergone significant investment in recent years), Shudehill Transport Interchange, Exchange Square Metrolink stop and Salford bus/rail stations are within convenient walking distance.
- 4.62 The free Metroshuttle bus service, which provides access to Manchester's major destinations and other public transport interchanges, is available immediately adjacent to the site.



KEY

- SRF area boundary
- ⇄ Train Station
- Train Line
- Metrolink Line / Stop
- Metroshuttle Route / Stop
- Bus Stop / Bus and Shuttle Stop
- Bus / Coach Interchange

Figure 45 Public transport connectivity



Site Analysis

River Irwell

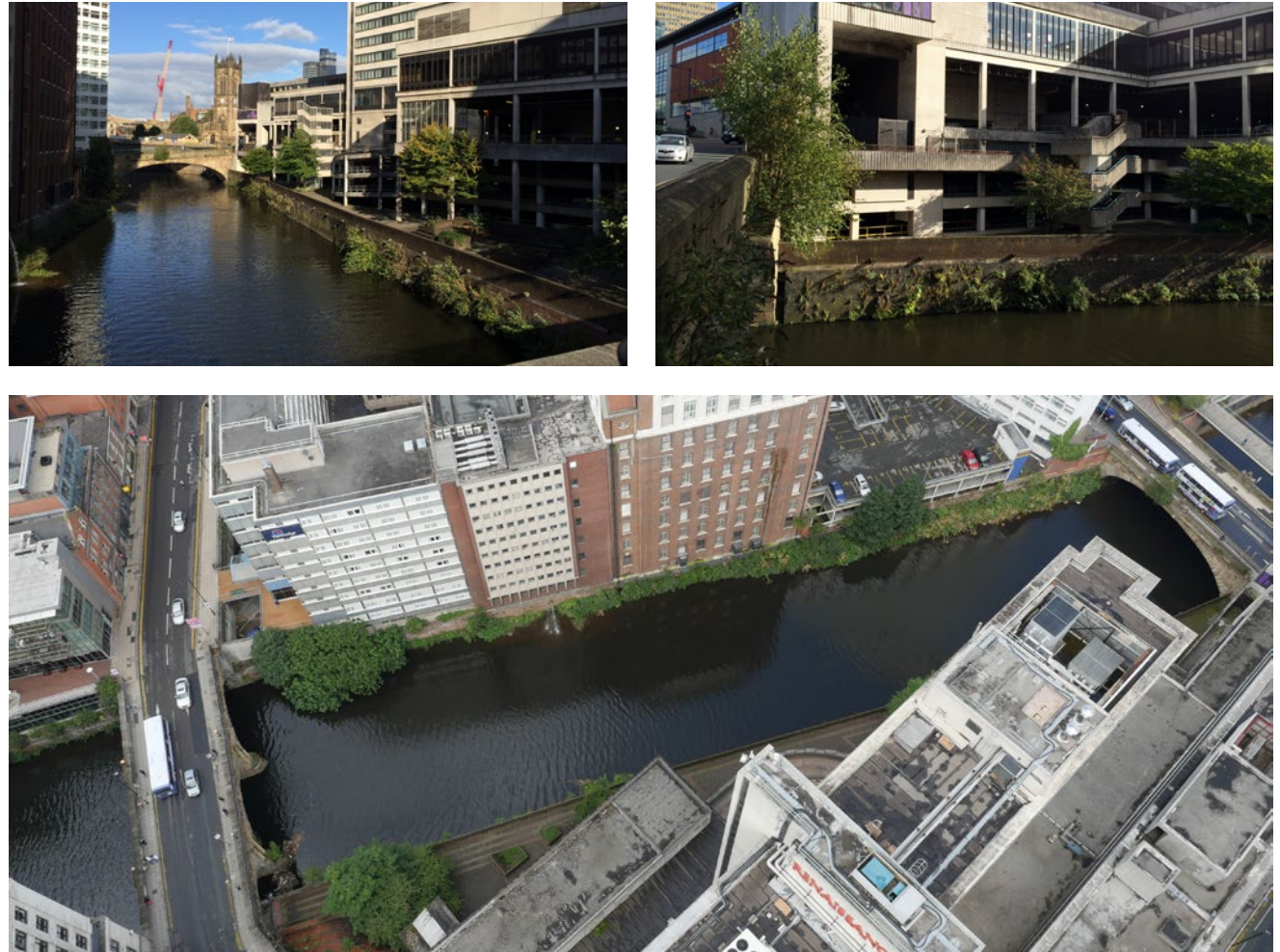
4.63 The River Irwell forms the western boundary of the site. The river is canalised on both banks, and sits approximately 10m below the adjacent street levels bounded by large retaining walls.

Evaluation

4.64 The analysis of the site's physical, socio-economic and historical nature presents numerous constraints and opportunities as summarised below, which the design of the masterplan should respond to:

- The site presents a significant opportunity within the City to provide a development of the highest quality in terms of architecture, public spaces and variety of uses. This is not only due to its prominent location at the top of the historic Deansgate, but also given it is the last site to come forward following the 1996 bombing;
- Landmark buildings should be explored at both the north-east and south-east corner of the site, signifying the start of Deansgate and the important intersection with Blackfriars / St. Mary's gate respectively. These should be appropriate in scale give the proximity to listed buildings and conservation area and be of high quality design;
- Whilst the site is not within a conservation area, it bridges both the Cathedral Conservation Area and

Figure 4T Photographs of the River Irwell and retaining walls

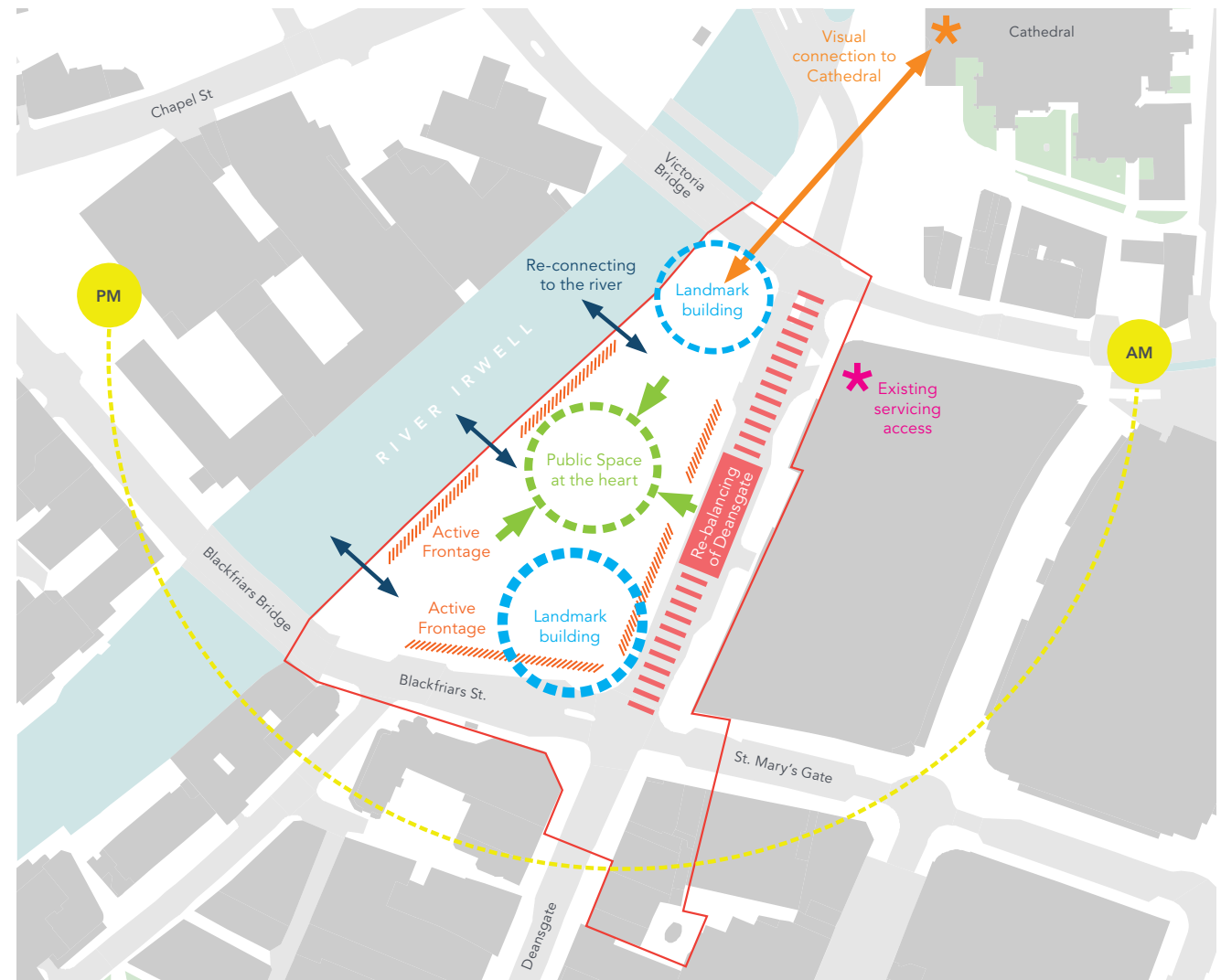




Parsonage Gardens Conservation Area and should therefore respond to the character and heritage of both;

- The Cathedral presents both opportunities and challenges given the proximity to the site. There is the opportunity to provide a visual connection from the SRF site whilst needing to enhance the setting of the Cathedral and the gardens;
- Opportunities for re-connecting to the River Irwell should be explored, to enhance the pedestrian experience and setting of the listed bridges, appreciating that the change in level may not be ideal for uses and activity directly on the water;
- The section of Deansgate which runs along the site is currently inactive and uninspiring. Any development should transform improve this experience through provision of active frontages and public realm design. The opportunity to re-balance pedestrians / vehicles along this stretch will contribute to this significantly;
- There is an opportunity to create a new destination within the City by capitalising on the prominent location, providing a vibrant public open space at the heart activated by uses around the edges. This should encourage journeys through site and promote dwelling.

Figure 4U Site Constraints & Opportunities



Design Evolution

Architectural Design Competition

- 5.1 As detailed within Section 1 of this SRF, Urban & Civic launched an international architectural design competition for the redevelopment of the SRF area, conducted with Manchester City Council as freeholder, in early 2017.
- 5.2 Urban & Civic received entries from ten architectural practices, with three practices being shortlisted in March 2017. In October 2017, Glenn Howells Architects (GHA) was appointed to masterplan the site's redevelopment.

Options Tested

- 5.3 During the competition process, GHA tested a series of options to identify the optimum scheme to deliver the brief for the site.
- 5.4 Opportunities to retain elements of the existing Renaissance Hotel have been considered at the early stages. However, it was immediately clear that the vision for the site will only be achieved through complete demolition of the existing building to enable the creation of a permeable, vibrant public realm with active ground floor uses that enjoy a relationship with the River Irwell and local environs.
- 5.5 A number of options were tested at the outset, each with their own merits. These were defined by the requirements of the brief and through successive discussions with Urban & Civic and Manchester City Council.

Figure 5A (1) Alternative Options Analysis

Residential Hotel Cafe / Pavilion

Option 1

5.6 Option 1 provides a split courtyard aspect onto a 'riverside walk', with a defined building edge along Deansgate. The massing steps up towards a prominent tower positioned at the north-east corner rather than the intersection of Blackfriars and Deansgate. The hotel is positioned along Blackfriars to provide a presence from both the river and Deansgate, connected at upper levels to provide a covered entrance to the courtyard.

- Two landscaped squares with river aspect
- Defined edge to Deansgate
- Medium height / high density
- Landmark building on northern corner to mark the start of Deansgate

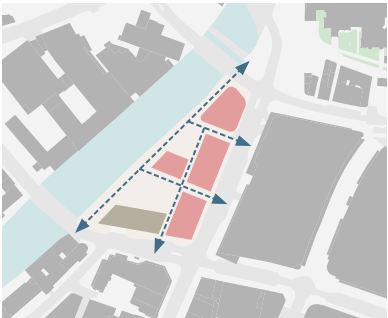


Table 5A Option 1 Analysis

Pros	Cons
Active frontage reinstated to most of Deansgate elevation.	Riverside walk less desirable given height above water level.
Lowest height buildings at the south to maximise natural light in the PM.	Courtyards are relatively small and lack visibility from Deansgate.
Tallest building marks the gateway to Deansgate.	Intersection of Deansgate / Blackfriars / St. Mary's Gate not prominent enough.

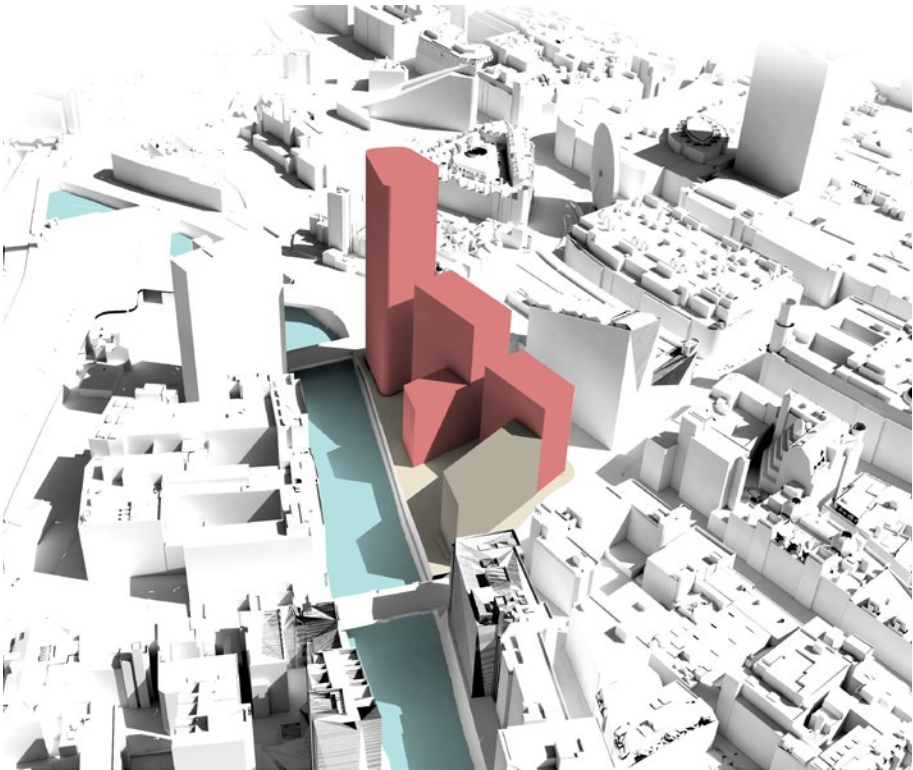


Figure 5A (2) Alternative Options Analysis

Residential Hotel Cafe / Pavilion

Option 2

5.7 Option 2 provides a generous open public square fronting onto the river framed by buildings. The residential accommodation is provided in a split height block connected at podium level, with a 'super tower' at the north-east corner. The hotel is provided in a standalone block along Blackfriars.

- Generous landscape square with river aspect
- Defined edge to Deansgate
- Significant Landmark building to mark the start of Deansgate

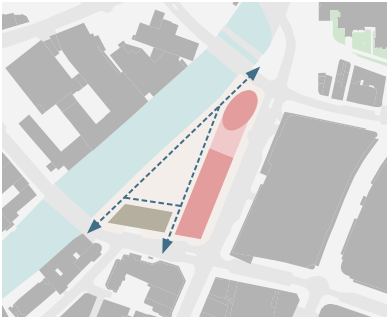


Table 5B Option 2 Analysis

Pros	Cons
Generous courtyard comparable in size to Exchange Square.	Tower dominates the Cathedral.
Super-tower provides true gateway to Deansgate.	Public space turns its back on Deansgate.
Active frontage reinstated to the full length of Deansgate elevation.	Riverside space as too open and exposed.

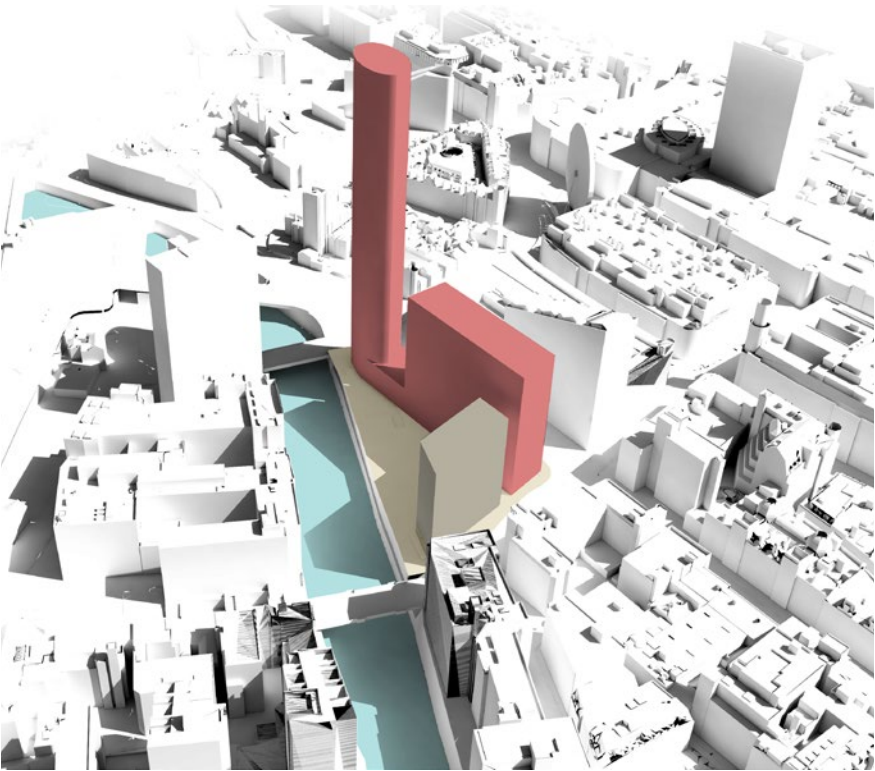


Figure 5A (3) Alternative Options Analysis

Residential Hotel Cafe / Pavilion

Option 3

5.8 The third option positions buildings hard against the river's edge, diverting the pedestrian flow through a series of public spaces at the heart, anchored by a low pavilion which allows more sunlight to flood the space. The hotel is positioned in close proximity to the river in a less prominent position to Deansgate. In this option the tallest building is positioned at the south-east of the site, with a lower tower at the north-east responding to the historic Medieval Quarter.

- Variety of landscaped spaces with river aspect
- Tall building on southern corner serving as a marker along Deansgate
- Reflects historic street patterns (courts and internal streets)

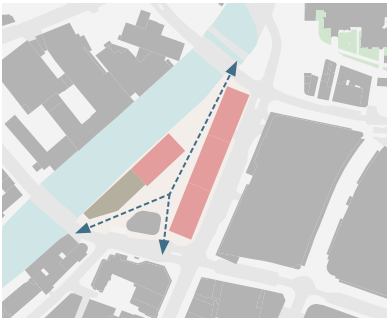


Table 5C Option 3 Analysis

Pros	Cons
Central courtyard space surrounded by active frontage on all sides.	Public space disconnected from Deansgate.
Arrangement of buildings maximises natural light into courtyard from the south.	Hotel lacks Deansgate presence.
Tallest building on southern corner provide marker at this key intersection.	Public space to north overshadowed by existing hotel.

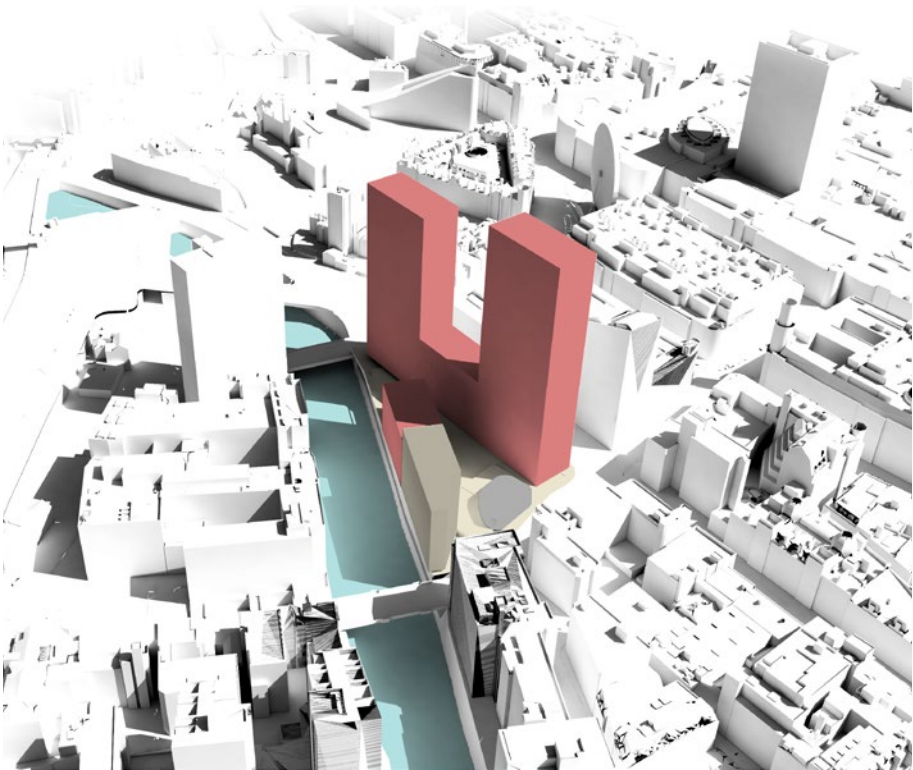


Figure 5A (4) Alternative Options Analysis

Residential Hotel Cafe / Pavilion

Option 4

5.9 Three blocks are positioned around a central courtyard at the heart of the scheme, with an arrival space along the river. Again, the tallest of the buildings is positioned at the south-east along Deansgate with a smaller tower signifying the north corner. This allows the lower shoulder buildings to be positioned along the south-west corner to maximise daylight into the courtyard.

- Landscaped square with view to Cathedral
- Tall building on southern corner serving as a marker along Deansgate
- Reflects historic street patterns (courts and internal streets)
- Riverside arrival space



Table 5D Option 4 Analysis

Pros	Cons
Buildings frame view of Cathedral from courtyard.	Hotel is not an independent building or an ideal footprint.
Riverside arrival space from Blackfriars bridge helps to reconnect the river.	Deansgate disconnected from the central courtyard.
Tower heights responds to both Cathedral and Deansgate ends.	
Gaps between buildings allow light and views from the three corners.	

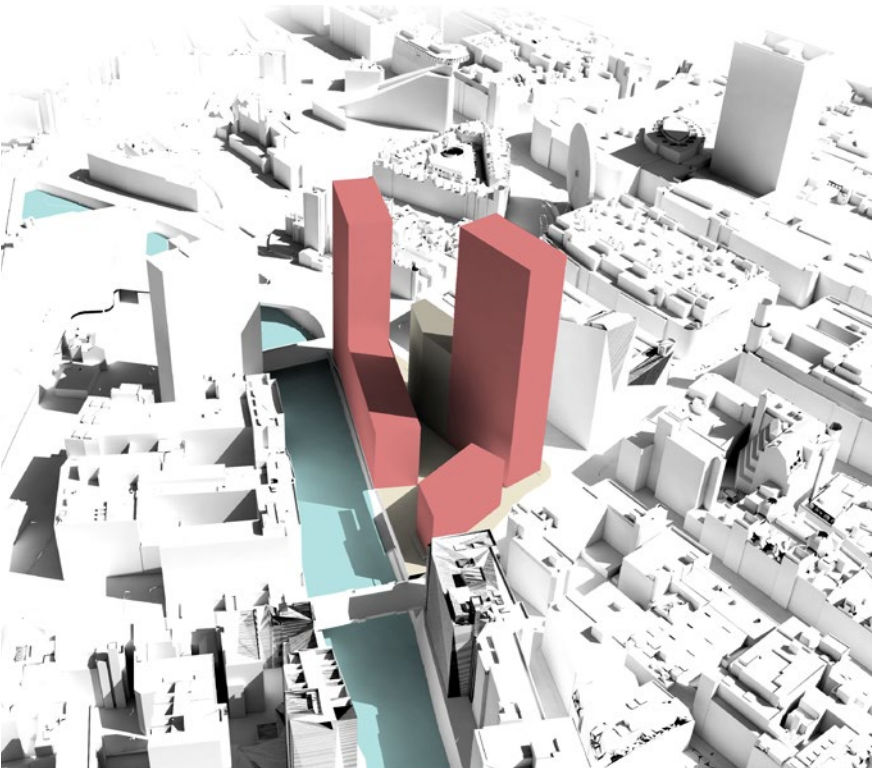


Figure 5A (5) Alternative Options Analysis

Residential Hotel Cafe / Pavilion

Option 5

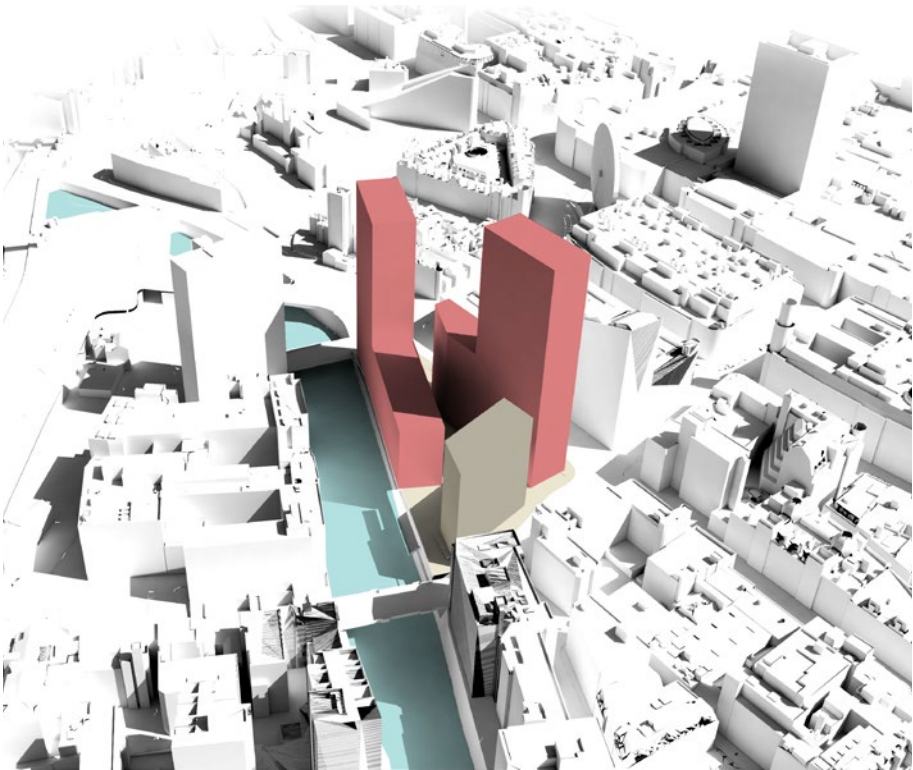
5.10 Option 5 reflects the initial competition scheme massing, locating the hotel along Blackfriars to provide more prominence from Deansgate in a stand-alone building. This option was subsequently developed further into the proposed SRF illustrative masterplan.

- Landscaped square with view to Cathedral
- Tall building on southern corner serving as a marker along Deansgate
- Reflects historic street patterns (courts and internal streets)
- Independent hotel block



Table 5E Option 5 Analysis

Pros	Cons
Buildings frame view of Cathedral from courtyard.	Deansgate disconnected from the central courtyard.
Riverside arrival space from Blackfriars Bridge helps to reconnect the river.	Hotel lacks presence from Deansgate.
Tower heights responds to both Cathedral and Deansgate ends.	
Gaps between buildings allow light and views from the three corners.	
Hotel is a standalone building with its own address.	



Design Evolution

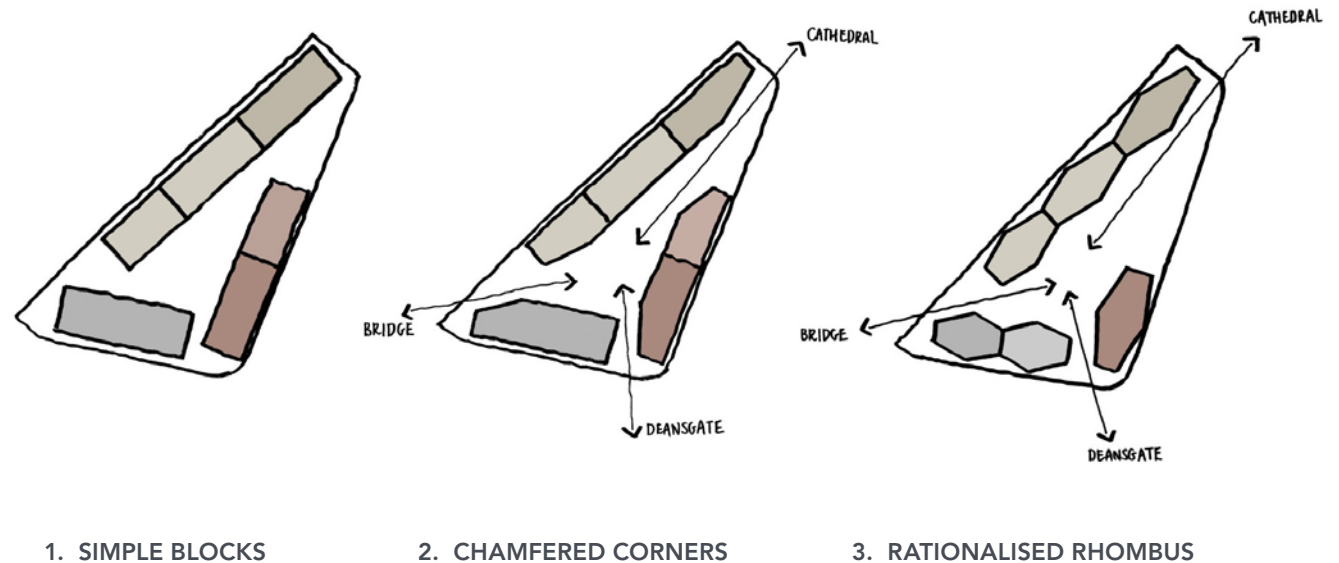
Design Development

5.11 Following the option testing at the initial stages, the preferred arrangement of three blocks forming a central courtyard was subsequently developed through engagement with Manchester City Council and Urban & Civic.

- Diagram 1 – Three blocks form a central courtyard, framing views towards the Cathedral;
- Diagram 2 – Chamfering the internal corners of the blocks to create a rhombus form maximises views and natural light into the courtyard and slender gable ends on the key approaches to the site;
- Diagram 3 – The shortening of the block along Deansgate provides a much larger public space and maximises the visual connection to the Cathedral and Medieval Quarter.

5.12 The rhombus form of the buildings provides an efficient residential layout whilst helping to break up the façade of the longer blocks. The narrow ends of the rhombus form also provides a sleeker silhouette to the full height of the taller towers.

Figure 5B Design Development

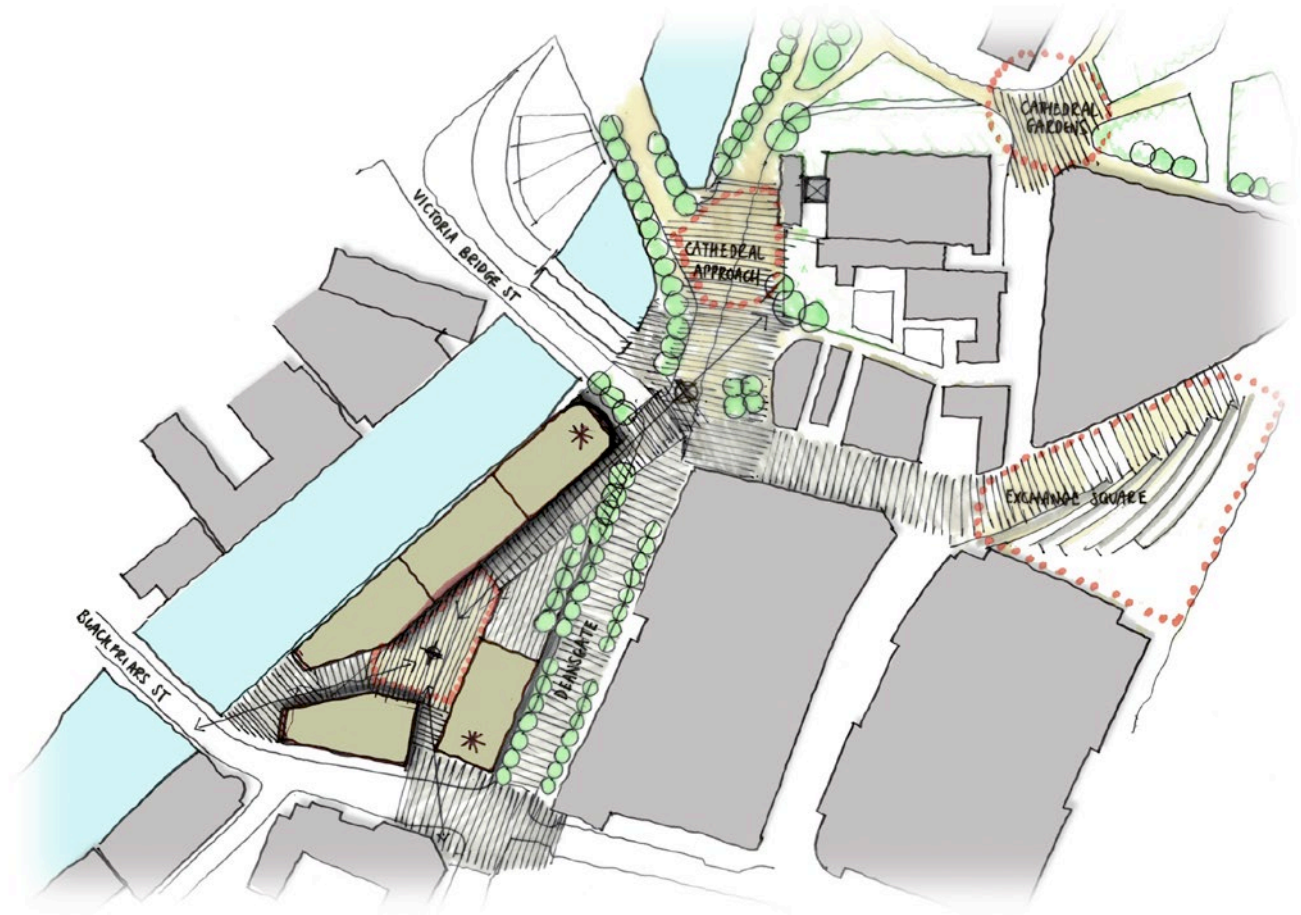


Design Evolution

Masterplan Concept

- 5.13 The composition of three blocks define a series of high quality public spaces with riverside aspect, providing a complementary mix of uses including high-end residential, hotel, leisure and retail.
- 5.14 Along Deansgate, the site opens up to give back a vast green publicly accessible space to the City, embracing this important historic street and strengthening the connection to the Medieval Quarter Masterplan and adjacent Central Retail District.
- 5.15 The central courtyard provides a welcoming and vibrant space at the heart of the scheme surrounded by restaurants, eateries and coffee shops that animate the public realm. The position and orientation of each building has been carefully considered to maximise available sunlight within the courtyard, creating an environment suitable for external dining and pop-up events.
- 5.16 Animated frontages and public spaces provide life and activity to the key approaches from Blackfriars Bridge and Victoria Street Bridge. Restaurants will be accessed directly from the courtyard, with intimate dining areas located to benefit from views over the river. Breaks between the buildings at ground floor will invite views towards the river's edge from within the central courtyard. These characterful and well-connected public spaces remain at street level, working with the topography of the site to lead the pedestrian through the heart of the scheme.

Figure 5C Masterplan Concept



Design Evolution

- 5.17 The masterplan seeks to draw on the heritage of the site, re-instating an animated frontage to Deansgate and re-connecting the site to the River Irwell. The buildings will follow the precedent of presenting a hard edge to the river, with landscaped terraces allowing the opportunity to sit above the river's edge.
- 5.18 The opportunity for views towards the Grade I listed Manchester Cathedral to the north-east of the site have been considered and maximised, with the buildings and landscape positioned to provide a framed view from the centre of the site. This strong visual connection to a key heritage asset will create a desire for movement through the site from the south towards the Medieval Quarter, Exchange Square and Victoria Station.
- 5.19 The scale of the buildings has been carefully considered to respect the local heritage assets whilst providing a landmark scheme on this prominent site within the City. Adjacent to Cathedral Gardens at the north-east of the site, a tall building will signify this important site and start of Deansgate. The setting of the local heritage assets will be fully considered at a detailed planning stage.

Figure 5D Initial Massing Studies

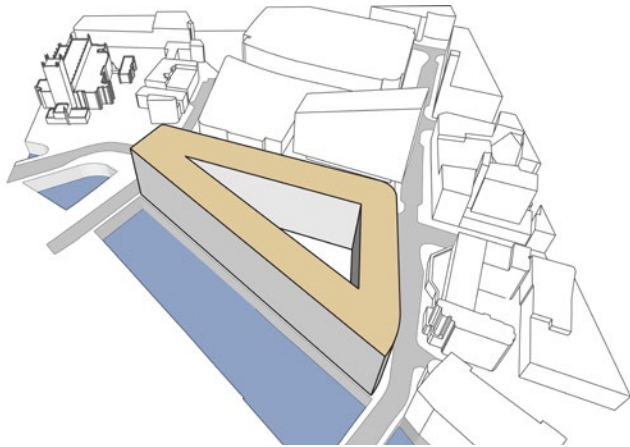


The Masterplan and Key Development Principles

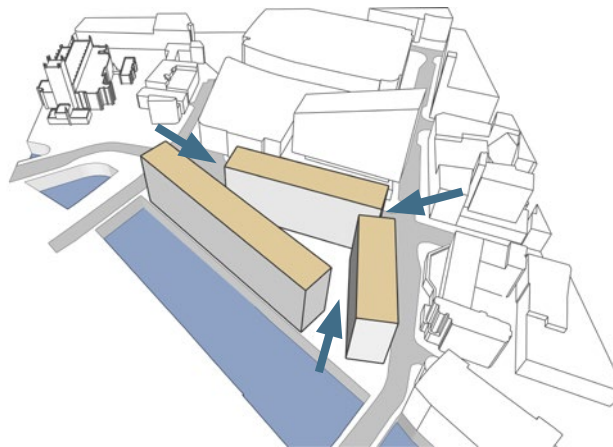
Masterplan & Key Development Principles

- 6.1 Based on the extensive analysis, appraisals, option testing and design development undertaken to date, this section of the SRF distils the core development and urban design principles that underpin the future detailed design and delivery of the vision for the site.
- 6.2 An Illustrative Masterplan (See Figure 6B & Appendix 1) has been prepared by Glenn Howells Architects, which demonstrates how the development principles could be delivered on the Urban & Civic site based on the current preferred option.
- 6.3 Reference is made to the 39 Deansgate site at the end of the section.

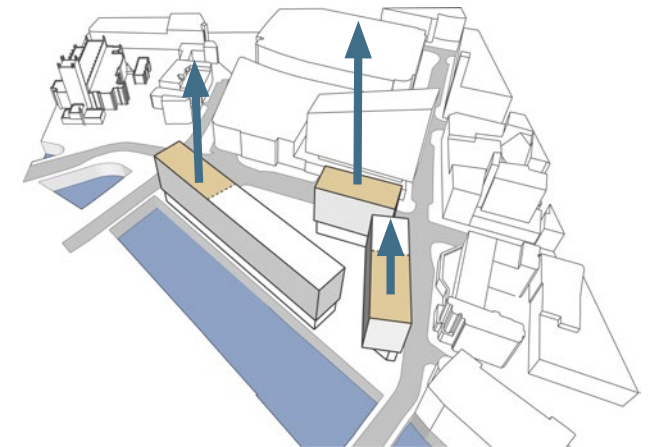
Figure 6A Development Principles



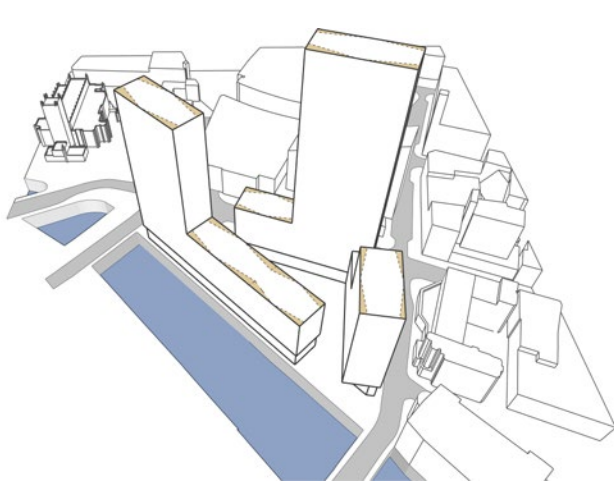
1
Reinstate urban block right up to rivers edge



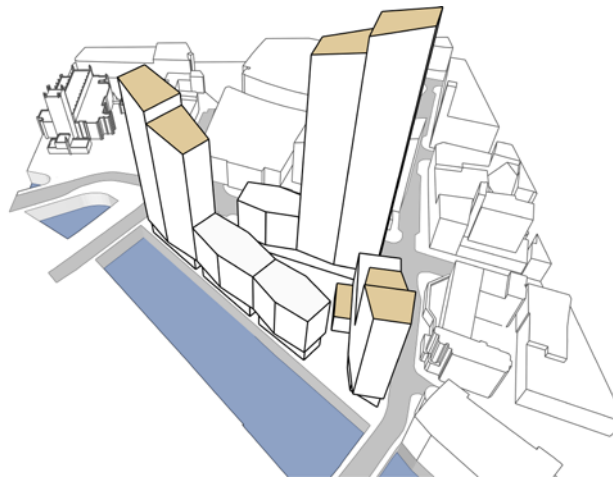
2
Corners broken to define spaces, entry points, visual links and maximise sunlight



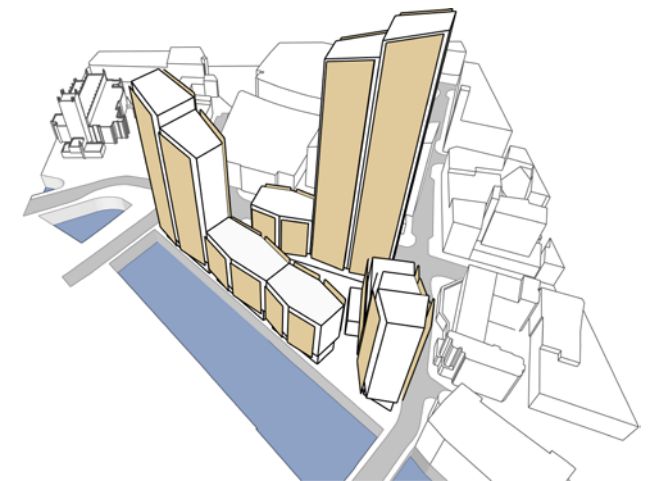
3
Landmark buildings located on main corners responding to key approaches and long distance views



4
Massing carved to enhance views out, increase incoming natural light and improve efficiency



5
Tall building forms stepped to provide interest to skyline and provide private amenity space



6
Faceted planes to create crystalline forms

Figure 6B Illustrative Masterplan

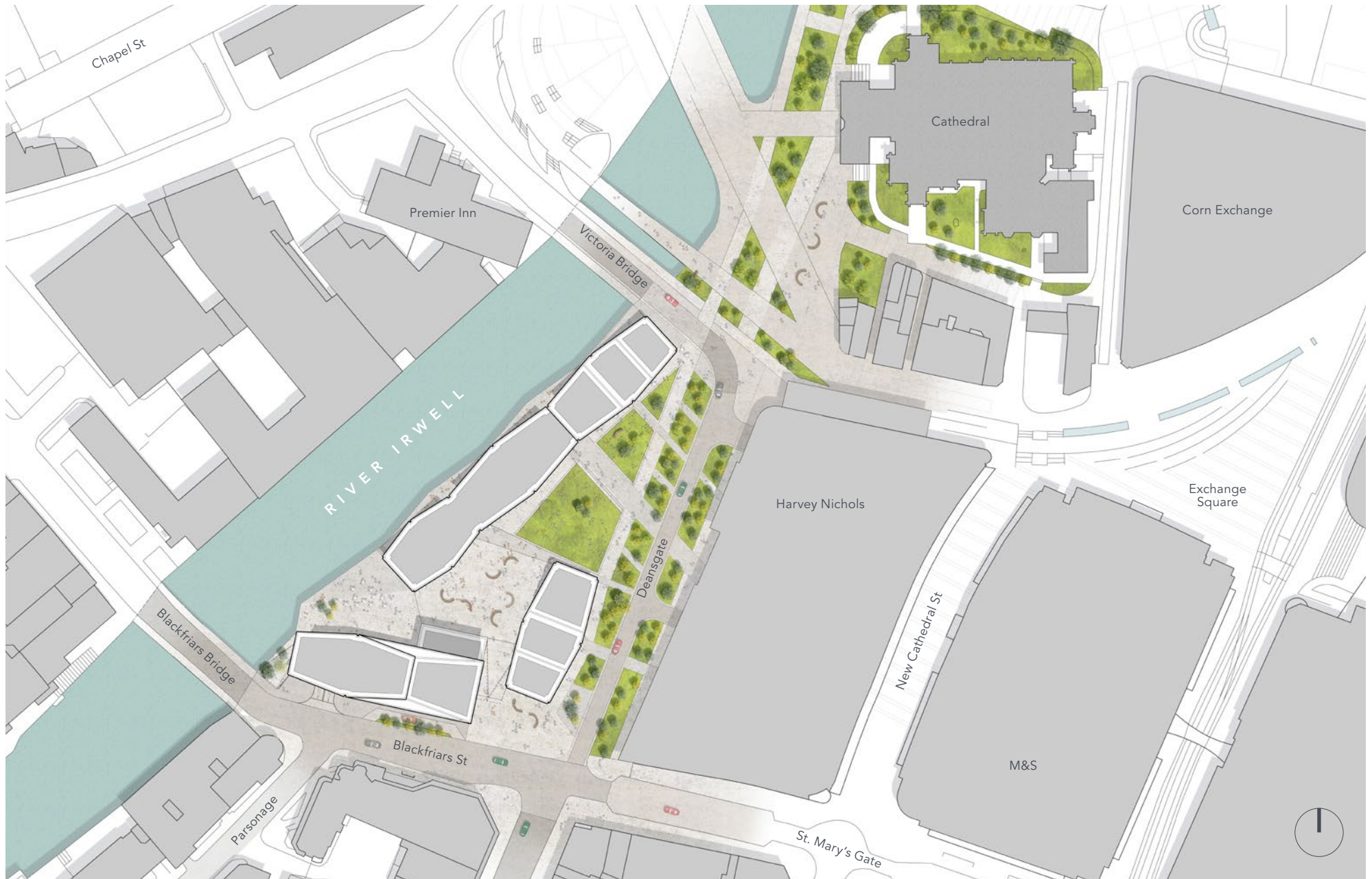


Figure 6C (1) Illustrative Visual: Aerial view



Figure 6C (2) Illustrative Visual: View North along Deansgate



Figure 6C (3) Illustrative Visual: View from Cathedral Gardens

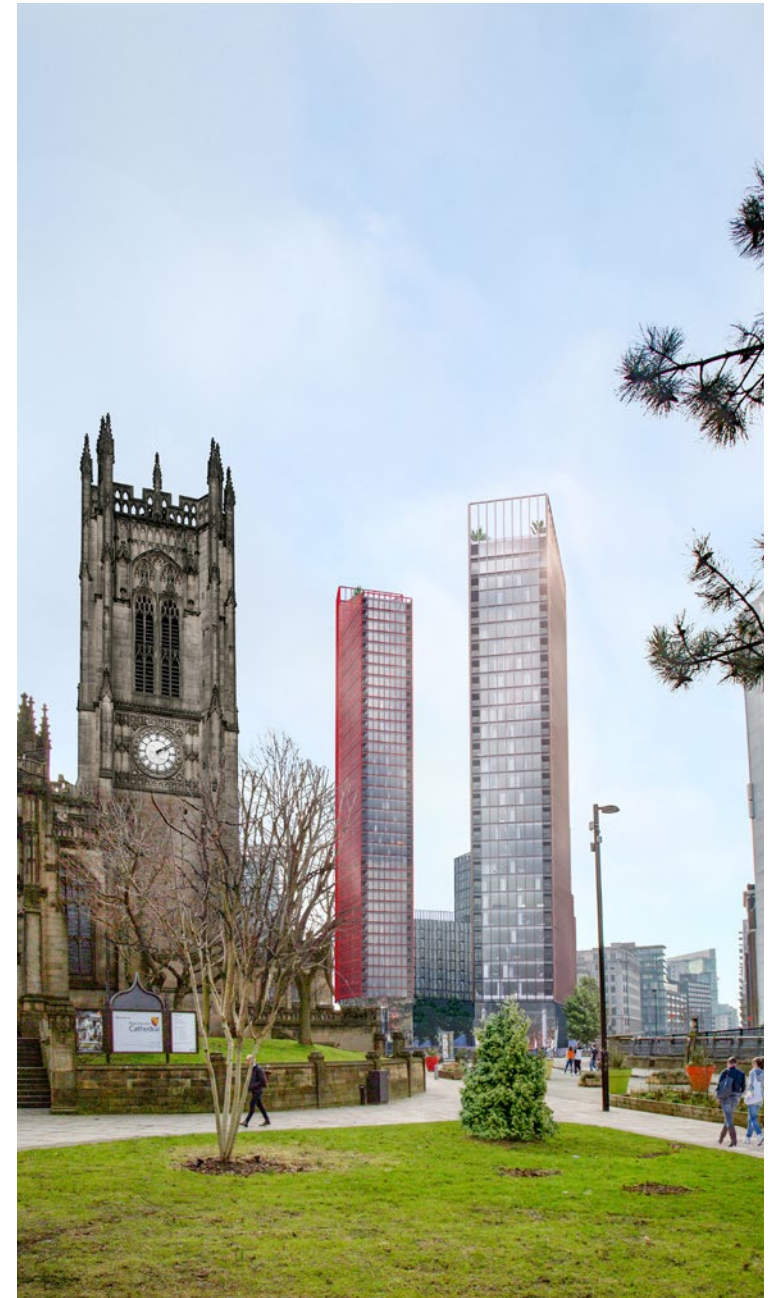


Figure 6C (4) Illustrative Visual: View from Blackfriars Bridge



Figure 6C (5) Illustrative Visual: View of new green space off Deansgate



The Masterplan and Key Development Principles

A new, mixed use, City Centre destination

Distinctive Residential Uses

- 6.4 To meet the vision for this site, development should deliver a premium residential product within the heart of the City Centre (with a desirable Deansgate address), which supports the diversification and balancing of the City Centre's housing offer and assists in fuelling the next phases of added value economic growth in the City.
- 6.5 New residential development must demonstrate that the scheme will deliver a finished project of the very highest quality, which complies with the RQG. Proposals that do not comply with this guidance and fail to provide compelling justification, based on evidence and options analysis, will be refused.
- 6.6 It is recognised that the site presents an excellent opportunity to meet growing demand for a distinctive residential product within Manchester. The new high quality, well managed residential units will be delivered as one, two and three bedroom apartments, which will come forward for private for sale to cater for an increasingly diverse population in the City Centre.
- 6.7 The proposed density of development on the site demands the need to provide a sufficient quantum of private amenity space to support the local community and the creation of a new destination within the City Centre. The amount of private amenity space provided should at least meet the requirements of the RQG. There also needs to be a network of high quality public space, synergy with

Figure 6D Interior Apartment View



the other proposed uses and a strong place-making strategy to support the high density residential-led development that is coming forward.

- 6.8 This Framework seeks to ensure that new housing meets the needs of the City in terms of quality, design and sustainability, with reference to the RQG.

The Masterplan and Key Development Principles

Full Service Business and Leisure Hotel

- 6.9 The redevelopment of the site should accommodate a full service business and lifestyle hotel brand hotel from one of the world's leading hotel operators, providing circa 250 bedrooms with conferencing and leisure facilities.
- 6.10 The hotel should be located in a very prominent and visible position on the site.

Vibrant Street Environment

- 6.11 Ground floor uses should provide animated frontages along key routes including Deansgate and Blackfriars, as well as activating the new public realm, to secure the area's vitality during weekdays, weekends and evenings.
- 6.12 Potential ground floor uses could include restaurants and cafes, as well as amenity facilities associated with the residential and hotel use, such as a residents' lounge, gym, café or flexible working space.

Figure 6E Ground Floor Masterplan



The Masterplan and Key Development Principles

- 6.13 The provision of active ground floor uses should be linked to a clear commercial strategy, justification and an occupier management proposal. Leasing structures will be appropriately designed to attract value-enhancing use operators.
- 6.14 Active uses will be supported where they are complementary to the hotel and residential community.
- 6.15 The provision of active ground floor uses provides an opportunity to create an area of public realm that enhances the understanding and appreciation of not just the Cathedral, but also the surrounding heritage assets and the riverside.

Figure 6E Axonometric views



The Masterplan and Key Development Principles

Placemaking Principles

6.16 Placemaking helps to maximise the value of both proposed developments and existing spaces by using collaborative processes to shape design proposals. This helps to develop a connection between people and place and maximises shared value.



6.17 The diagram in Figure 6F is an adapted version of a diagram from the Manchester Residential Design Guide which was published in March 2017. While this document specifically related to residential development, many of its core principles were rooted in place making and are also relevant to other non residential Manchester developments.



The Masterplan and Key Development Principles

Place-making

Public Realm Concept

- 6.18 The creation of distinctive, high quality public realm set within a mix of uses providing activity at different times of day and providing strong, complementary functional and physical connections to adjoining City Centre developments will be essential to creating a sense of place and community, as well as a new City Centre destination. See Figure 6G.
- 6.19 The vision is to create predominantly 'soft spaces' within a new public realm. The public realm will be accessible to all to create a new destination within the city centre. A fundamental design consideration is the relationship with the River Irwell that runs alongside the Site, both in terms of reconnecting the riverside back into the City and to exploit it as a resource.

Figure 6F Place Making



(Above) extract from Manchester Residential Design Guide

The Masterplan and Key Development Principles

Figure 6G Public Realm Concept



The Masterplan and Key Development Principles

6.20 The SRF aims establish a relationship between the site and the River Irwell, capitalising on the currently under utilised blue infrastructure. It is suggested that the river will be incorporated into the scheme in two ways:

- Through the creation of a new riverside public space to the South West of the site affording views along the River Irwell to the North and a new view of Blackfriars Bridge to the South.
- Through the creation of views through the development towards the river.

6.21 The vision is to deliver a best in class landscape that draws upon the green setting of Manchester Cathedral and extends the open character of Cathedral Gardens.

Pedestrian Connections

6.22 A key consideration for the developing design will be the treatment of Deansgate at its northern most point. By rebalancing the dominance of vehicles along the stretch of Deansgate to the East of the development site and re-configuring the street scene, a high quality pedestrian space with reduced vehicular priority will be formed that facilitates an improved pedestrian connection between the Medieval Quarter and the retail streets of Deansgate and Market Street. The

improved pedestrian connection will also link Spinningfields, Greengate, and Victoria through creating a nodal point which is pleasant to pass through, or to sit and enjoy.

Animated Frontages

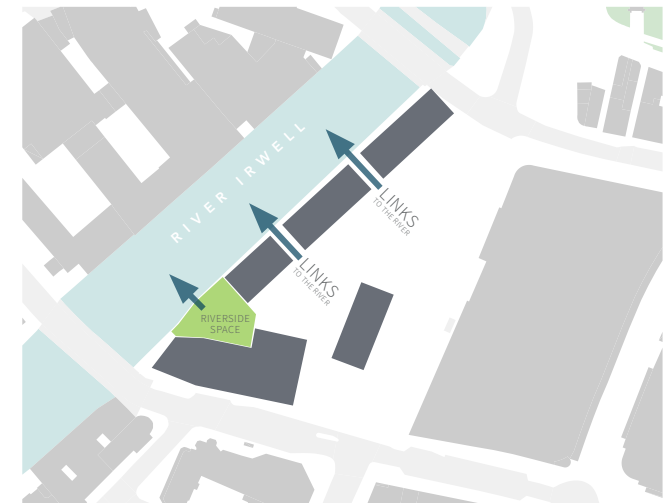
6.23 Ground floor frontages should create a relationship between passers-by and the activity inside to create vibrant, animated places that attract people to the area. Where viable, these animated frontages should be provided along key facades, providing flexible space that can be marketed at a range of independent and national retailers, and ancillary food and drink occupiers.

6.24 Communal residential entrances should also be used to provide activity, animation and passive surveillance to street edges as much as possible.

6.25 New buildings should be designed to support vibrant and dynamic 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 the design of the residential and hotel accommodation.

6.26 Creating communities and community pride requires public spaces for social interaction as well as places to relax and retreat from busy urban life.

Figure 6H Reconnecting to the River Irwell

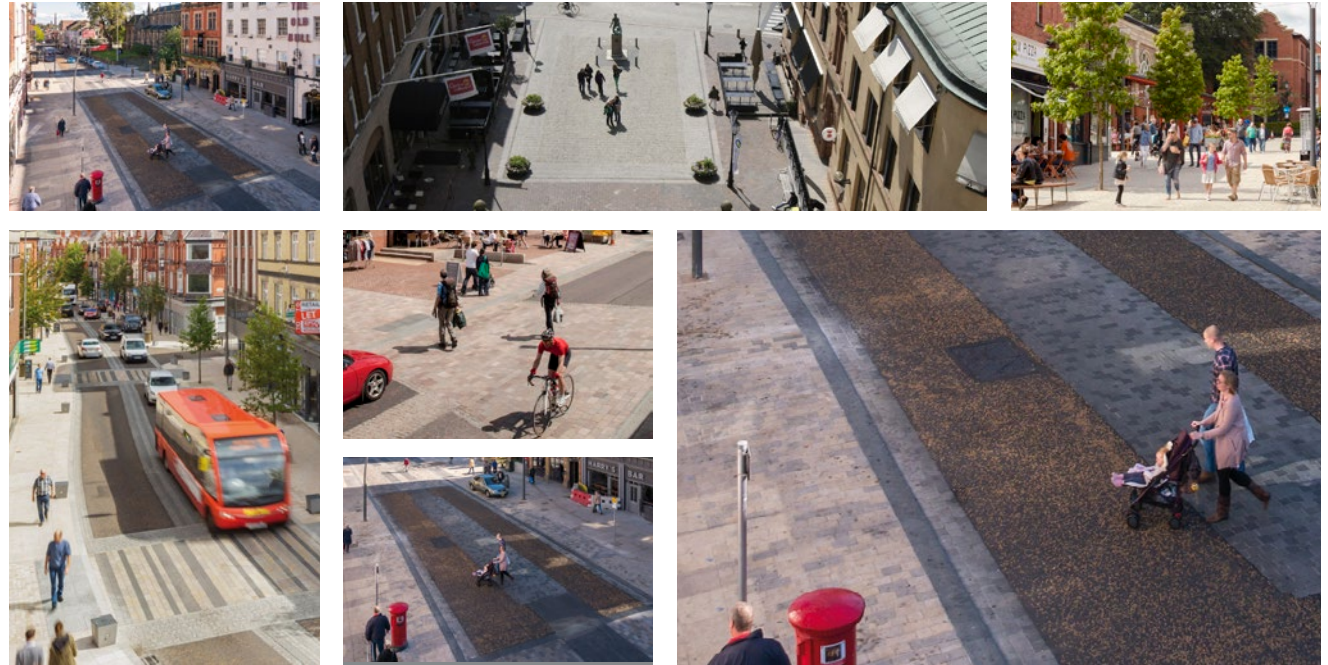


The Masterplan and Key Development Principles

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.

- 6.27 Non-active uses (such as car park entrance and refuse stores) should be minimised and sensitively designed so as not to detract from place-making objectives.
- 6.28 The ground floor commercial uses should connect and engage with the River's edge. Appropriate façade treatments and ground floor uses should recognise the frontage onto the River Irwell and provide appropriate public realm to open up views to the River and increase dwell time.
- 6.29 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.

Figure 6I Illustrative Public Realm Images



The Masterplan and Key Development Principles

Rebalancing Deansgate

- 6.30 On the basis of the baseline traffic flow assessment included as part of the site analysis there is an opportunity to rebalance Deansgate within the SRF boundary to improve the pedestrian environment and extend the existing high levels of footfall along Deansgate to this part of the City Centre, and to complement the Medieval Quarter Masterplan.
- 6.31 To facilitate this, the route should be reduced down to 6 metres in width which will require changes to the signals at either end, in addition to smaller junctions. Pedestrian crossings would also change, ideally to introduce standard perpendicular crossings, complemented by new diagonal "super crossings". These should be defined in differential colouring with countdown systems.
- 6.32 General traffic should only be permitted southbound to limit flows but retain access to the M&S car park. This would result in northbound traffic turning left onto Blackfriars, right on to Chapel Street and right onto Deansgate to access M&S. The southbound flow would not change.
- 6.33 Access for buses & Metroshuttle would continue in both directions, controlled by an access control (e.g. automatic bollards/ANPR) on the north bound carriageway.
- 6.34 As part of the vision to rebalance Deansgate, there is also an opportunity for MCC and TfGM to review the bus routes and services in the area to ensure an efficient operation.

Figure 6J Highways reconfiguration



The Masterplan and Key Development Principles

Townscape

Form and Density

- 6.35 A high quality, landmark development, which reinforces the site's key frontages and gateway location, should be delivered.
- 6.36 In line with existing planning policy there will be an assumption towards delivering high density development that maximises the potential of land without overdeveloping.
- 6.37 The Urban & Civic site is suitable for development of height and could comprise of residential accommodation including apartments of differing sizes. Heights should step up away from the Cathedral, and the distribution of height across the site will respond to the need for levels of sunlight and daylight to dwellings, amenity spaces and public open spaces that are consistent with successful City Centre environments, as well as the opportunities to create views through the site. The proposals should also consider the amenity of adjoining land uses, albeit within reasonable, typical parameters for City Centre locations.
- 6.38 The density should be at an appropriate level to reflect the central location within the City Centre and to create a true urban neighbourhood; however, should not be at the expense of providing public realm and open space of a sufficient scale and quality to support the site.
- 6.39 Detailed design proposals will be benchmarked

against sensible density and public realm provisions. The illustrative masterplan for the Urban & Civic site results in a floorspace index (FSI) of 4.6, similar to the FSI achieved at both Spinningfields and Circle Square. This high density masterplan also delivers an extensive high quality public realm space (comprising 58% of the SRF area), with the proposed distribution of height across the site achieving the high density levels alongside this significant piece of new public space.

- 6.40 Planning applications for taller buildings will need to demonstrate that the proposals can robustly satisfy the firmly established criteria for assessing the merits of tall buildings within national and local planning policy guidance²⁹, including the effects on the historic environment, addressing any microclimatic effects, and producing design of the highest quality with a positive relationship to the City's skyline.

Key Views

- 6.41 The site is highly visible, reflecting its prominent location at the intersection of two principal cross City Centre routes (Deansgate, Blackfriars and Market Street).
- 6.42 As part of the site analysis six key views have been carefully selected to capture both near and city-wide context, please refer to page 54, Figure 4P.
- 6.43 It is anticipated that any planning application for buildings of height would be supported by an

assessment of townscape from these identified viewpoints showing how the scheme will enhance the City townscape. The views should demonstrate the dynamism of the proposed massing option from key views and how the policy criteria for assessing tall buildings have been satisfied.

- 6.44 Views to and from the Cathedral would form an important component in the consideration of any planning applications on the site, including reference to Historic England's guidance on the Setting of Heritage Assets as part of this analysis.

Maintenance and Management

- 6.45 The effective operational management of all buildings and external amenity space is of equal importance to initial capital investment and is central to ensuring a best in class development.
- 6.46 Early consideration of how buildings and external spaces will be managed should anticipate and account for end user requirements. Open spaces only work if the City Centre Community feels a sense of pride and ownership. This is preferable to introducing bolt-on management solutions at the end of the design process that are more likely to be costly and difficult to maintain in the long term.
- 6.47 The scope of the Operational Management Strategy will need to be agreed with the local authority prior to the submission of the planning

²⁹ Including Historic England Advice Note 4: Tall Buildings (2015) and Manchester Core Strategy Policy EN2 Tall Buildings (2012).

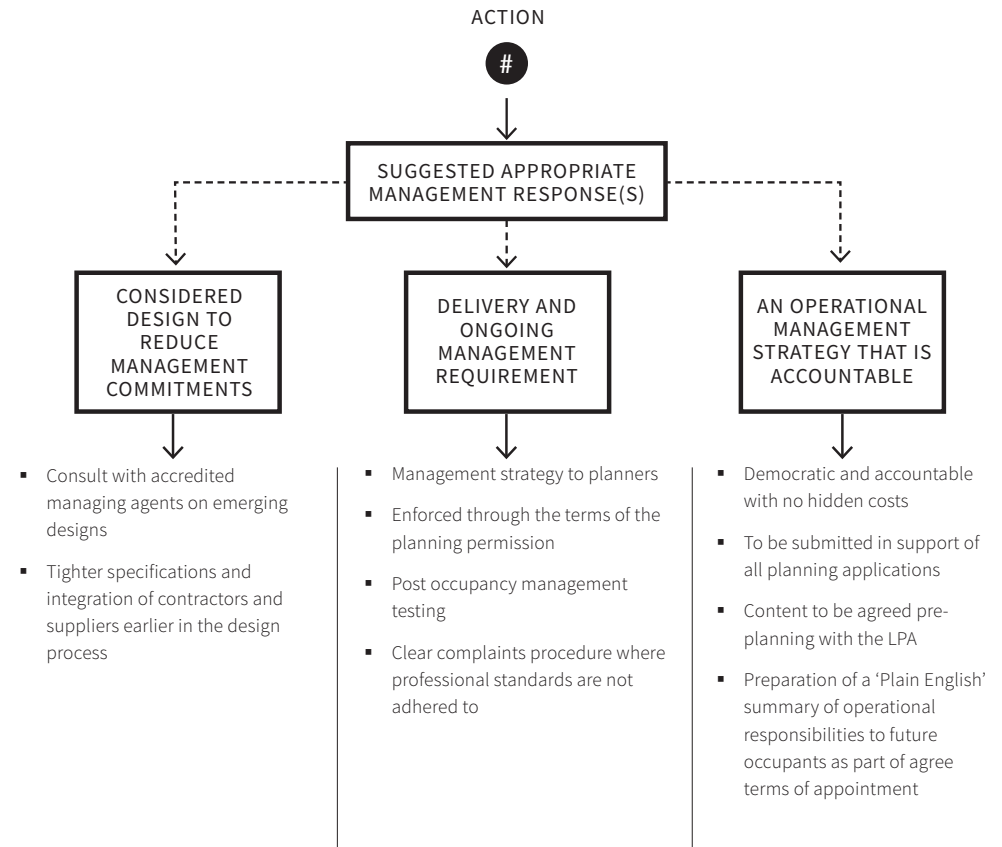
The Masterplan and Key Development Principles

application and will need to accord with the LPA's up to date Validation Checklist. All Operational Management Strategies will be secured via Planning Obligations or Planning Conditions to ensure they are adhered to for the life of the development.

6.48 Matters to be addressed by the Management Strategy include:

- Management and legal structure – identify those parties responsible for each part of operational management.
- Waste – storage, access, recycling and frequency of collection (in accordance with Manchester's adopted Waste Guidance).
- Car parking – allocation of parking spaces, managing demand for off-site spaces.
- Cycle parking – maintaining secure access and storage.
- Tenant networks – identifying how tenant networks will be established and facilitating ease of communication among tenants.
- Maintenance – window cleaning, external and internal repairs, lighting and security.
- Communication – informing tenants of operational considerations which affect them (energy reduction, waste management, maintenance of communal areas, window cleaning)
- Landscape and Green Infrastructure – identifying long term management and monitoring strategy.

Figure 6K Stewardship



(Above) extract from Manchester Residential Design Guide

Figure 6L Management as a Design Consideration



Hard Landscape

Finishes and surface treatments should be used to reduce slippage, limit collection of silts (which necessitates frequent cleaning) and allow easy removal of spillages, graffiti and chewing gum.



Lighting

Creative lighting strategies should be used to create safe and attractive environments, highlight features and create cohesive proposals for use at all times of the day. Low energy and efficient luminaries minimise light pollution and reduce running and maintenance costs over the lifespan of the product.



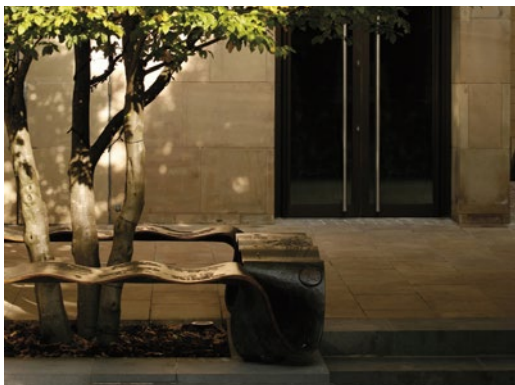
Soft Landscape

Where trees are proposed within paved areas, care should be taken to maximise the conditions for growth. Correct choice of trees, high quality stock, planted in the right conditions with proper maintenance are fundamental to maximise the life cycle and will all be considered within the design proposals.



Future Proofing for Utilities

Often public realm schemes work hand-in-hand with the delivery of new buildings and infrastructure - necessitating future-proofing requirements to ensure the long-term adaptability and success of any wider masterplan. Early inspections and surveys should be undertaken to highlight any issues; giving time to repair, replace or relocate services prior to commencement.



Street Furniture

Robust, durable materials and monolithic forms reduce the potential for vandalism and reduce maintenance burdens. Self-coloured and 'self-healing' materials, such as corten, bronze and stone can be used to reduce maintenance burdens. Such materials may become worn over the years but they remain attractive as they gather patina in use.

The Masterplan and Key Development Principles

Environment and Sustainability

Accessibility

- 6.49 Access to the site should be enhanced through new connections through the site, connecting the Cathedral to Blackfriars.
- 6.50 New development should be designed to be accessible for all.

Access and Servicing

- 6.51 Access and servicing should be consistent with the RQG and should segregate, where possible, servicing and public access.

Car and Cycle Parking Strategy

- 6.52 The car parking requirements for the development need to be understood from an early stage in order to inform the design of the scheme's lower levels, inform the highways and access strategy and allow likely vehicle movements to be calculated.
- 6.53 Car parking should be provided in accordance with the RQG and should utilise the basement levels. It is envisaged that the spaces would be for future residents and hotel guests only.
- 6.54 New development proposals should be accompanied by an appropriate car parking strategy, which allows the potential demand generated by hotel guests and future residents to be met, whilst also reflecting the site's excellent

accessibility by a variety of modes of transport, particularly public transport, and the promotion of these alternative sustainable forms of transport.

- 6.55 High quality cycle parking will be provided for residents, employees and visitors to the development. The quantum of cycle parking proposed will meet Manchester City Council's requirements. All cycle parking will be highly accessible via safe and legible routes, and will be covered, safe and secure.

Drainage

- 6.56 An appropriate drainage strategy would need to be developed, addressing any flood risk issues, surface water drainage requirements, and maintenance access to the River Irwell and the river walls.
- 6.57 In developing the drainage strategy, consideration should be given to the incorporation of Sustainable Urban Drainage Systems and their future management.

Residential Amenity

- 6.58 Any development should be orientated to balance the need to maximise daylight penetration on the development itself whilst also minimise its effect on neighbouring development. Early consideration of potential sunlight and daylight impacts, noise, refuse management, privacy, rights of light, and wind environment, will be required given the proximity of existing residential schemes.

- 6.59 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.

- 6.60 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.

Sustainable and Safe Development

- 6.61 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.
- 6.62 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.
- 6.63 Development should be designed to allow accessibility for all and create a safe and secure environment using the principles of "Secured by Design."

The Masterplan and Key Development Principles

Sustainability and Resilience

- 6.64 All development in the SRF area shall include measures to reduce carbon emissions and include sustainable features.
- 6.65 Effects on air quality should be managed to the highest standards of best practise 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.
- 6.66 In line with the aspirations of the RQG, there will be a requirement for schemes to robustly demonstrate how they have been future proofed to reduce maintenance requirements.
- 6.67 Low carbon homes with low energy and resource demand will be encouraged as basis for future affordability, energy security and efficiency.

Retaining River Walls

- 6.68 The site is bounded by masonry retaining structures to the River Irwell along its northern boundary.

- 6.69 Any new development will need to take account of the foundations, easements and existing condition of these retaining structures to the River Irwell so that their stability and future maintenance can be continued.

Waste Management

- 6.70 Compliance with Manchester City Council's 2017 Waste Management Strategy and reference to the RQG will be required.
- 6.71 Storage for refuse should be enclosed and contained within main blocks minimising any impact on key elevations and the street frontage.

39 Deansgate

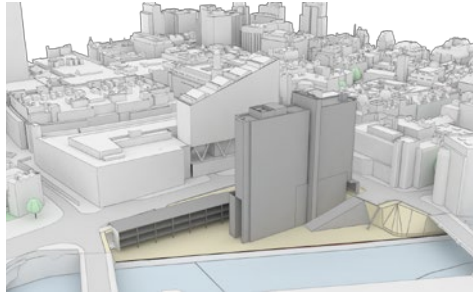
- 6.72 The current mix commercial and retail uses represent the preferred ongoing uses for this site given its location within Manchester City Centre's commercial core. Any proposals that safeguard or further enhance this functions of the site will be favoured.
- 6.73 Proposals for uses that move either wholly or partly away from the existing commercial offer would not be accepted on this site unless it can be demonstrated that the continued function of the site for commercial retail uses is unviable, or that an alternative use would, on balance, deliver greater public benefit to the City than the existing uses when considered against Manchester's overall strategic policy requirements and vision.

- 6.74 Should appropriate proposals come forward for the redevelopment of 39 Deansgate, height will need to be determined through contextual appraisals and townscape analysis of the site, and following further consultation with the Local Planning Authority.

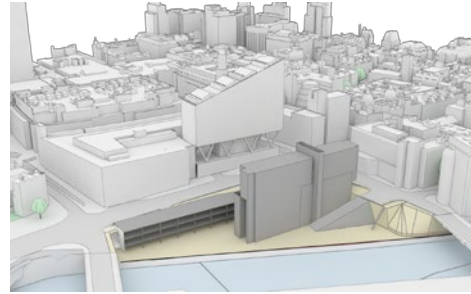
Implementing and Phasing

- 7.1 The difficulties associated with delivering the redevelopment of the Urban & Civic site is evident in that it is the last site within the 1999 masterplan to come forward.
- 7.2 The site is dominated by substantial poor quality buildings which need to be demolished to realise the potential of the site and deliver the regeneration benefits to the City. There is a huge initial outlay of capital associated with the clearance of the site, in part due to the revenue loss from the hotel and in part due to the sheer size of the site. Therefore a single phase development which ensures that economies of scales can be achieved, is necessary to make the development viable. The high quality and quantum of uses proposed on the site will further support the viable regeneration of the area and significant public realm provision. The overall cost of implementing a viable scheme for this site is estimated to be approximately £200 million.
- 7.3 It is envisaged that the illustrative masterplan will be further developed with a view to submission of an application for Full Planning Permission for the entire site as a single phase during autumn 2018 and Planning Permission secured by early 2019.
- 7.4 The Management Agreement with Marriott, who run the existing Renaissance hotel on the site, comes to an end at the end of 2019. Subject to planning, Urban & Civic propose to start demolition of the existing buildings on the site in early 2020, shortly after the hotel has closed.
- 7.5 Demolition and site clearance will take around 12 months, following which redevelopment of the whole site in a single phase will commence. This is likely to take a further 36 months leading to completion of the scheme in early 2024.
- 7.6 The triggers to commence construction will include commitment from a hotel operator to the new facility, a level of residential pre-sales and securing a level of third party finance.
- 7.7 Urban & Civic will remain the Master Developer and Delivery Partner throughout.

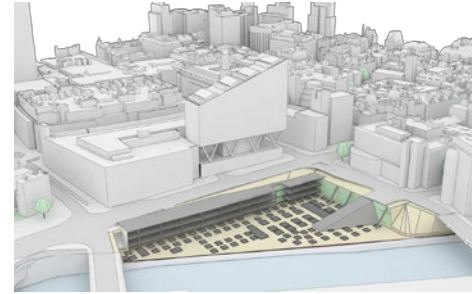
Figure 7A Indicative Sequencing of Construction



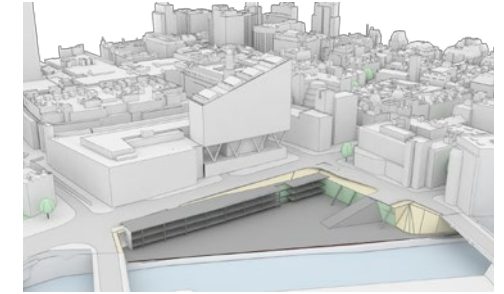
- 1**
Use existing ramp
Take podium to ground floor level
Retain along Deansgate



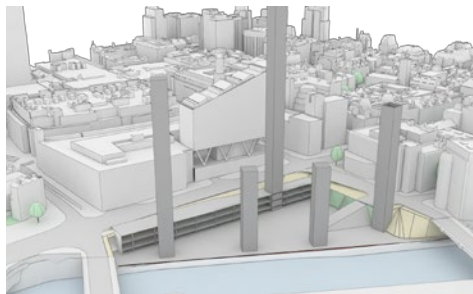
- 2**
Demolish tower with access from levelled podium and rear courtyard
Reduce further dig as necessary



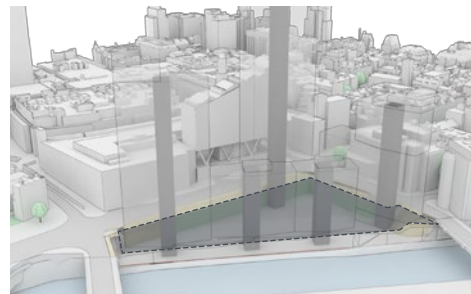
- 3**
Expose existing foundations
Reduce further dig as necessary



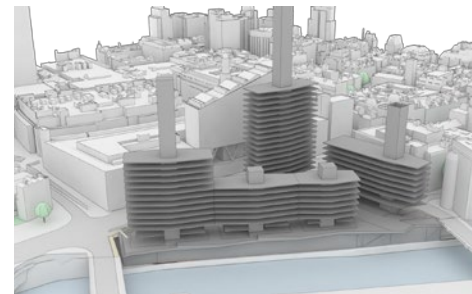
- 4**
Form new foundations and raft
Site ready for super-structure construction



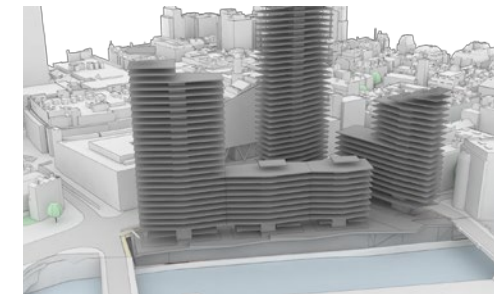
- 5**
Construction of new cores



- 6**
New retaining structure to Deansgate
Construction of new podium slab

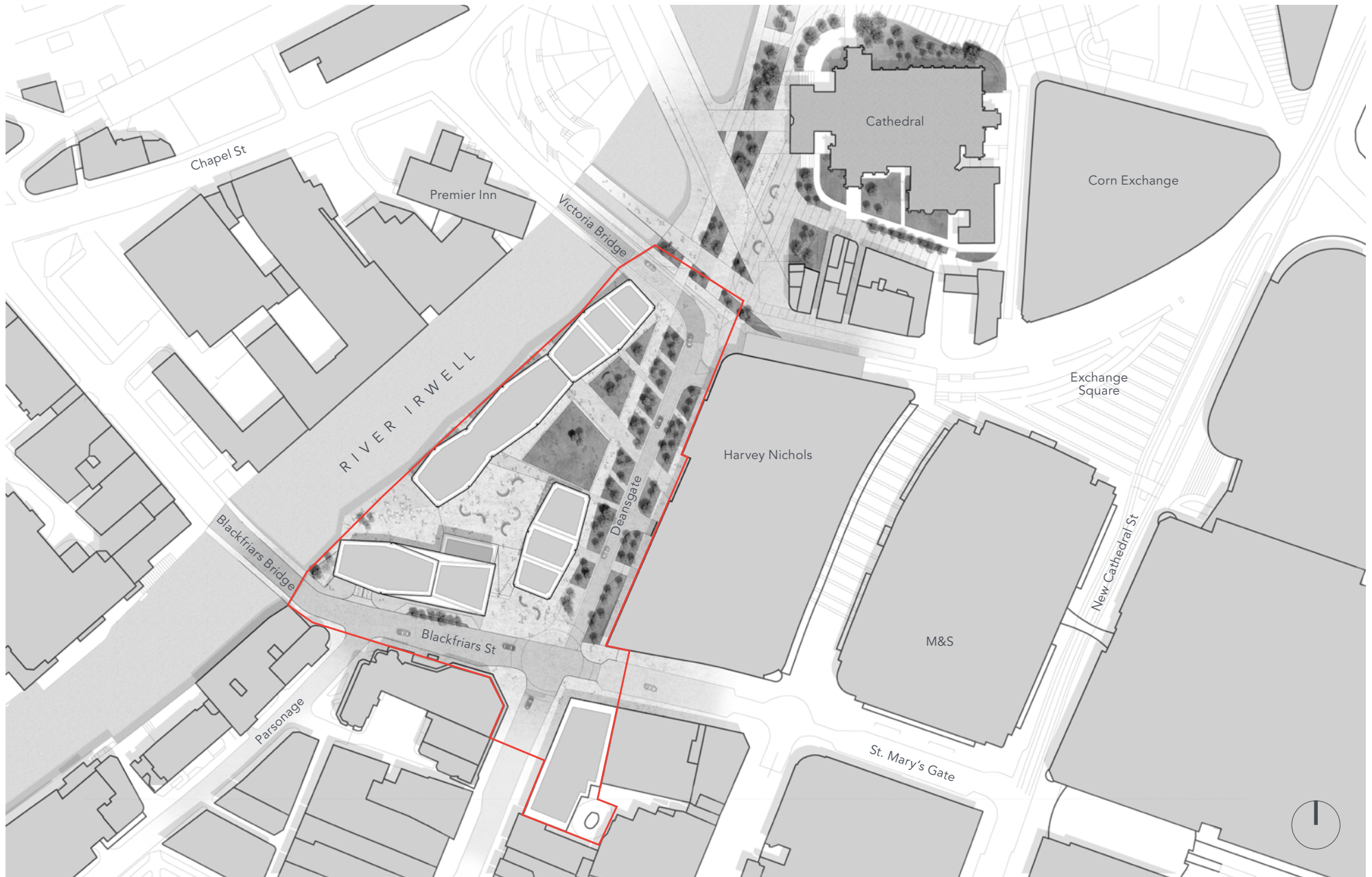


- 7**
Construction of new structure



- 8**
New structure completed

Appendix 1 Illustrative Masterplan



Appendix 2: Planning Policy Context

Planning Policy Context

1. This section summarises and cross references the relevant policies that have been considered and relate directly to the correct interpretation of this guidance.

National Planning Policy Framework

2. The National Planning Policy Framework (NPPF) is a material consideration in the determination of planning applications and articulates the priorities of The Plan for Growth³⁰ within planning policy. The NPPF introduces a 'presumption' in favour of sustainable development and supports proposals that are in accordance with policies in an up-to-date Development Plan. Sustainable development is about positive growth which supports economic, environmental and social progress for existing and future generations.

The Greater Manchester Strategy

3. The Greater Manchester Strategy (GMS) is Greater Manchester's overarching strategy which has set the strategic framework for policy development across GM since 2009. It was updated in July 2017. This is the third Greater Manchester Strategy and it builds on the substantial progress made since the first was published in 2009 and the most recent refresh in 2013. The strategy was refreshed to reflect the change in the economic and political climate, particularly:
 - the substantial devolution that is now underway in Greater Manchester;

- the Mayoral election in May 2017 and the Mayor's manifesto commitments; and
- the changing economic and political climate, particularly the vote to leave the EU.

4. The Greater Manchester Strategy sets out a very clear vision for the City region. It states that:

"Our vision is to make Greater Manchester one of the best places in the world to grow up, get on and grow old: A place where all children are given the best start in life and young people grow up inspired to exceed expectations; A place where people are proud to live, with a decent home, a fulfilling job, and stress-free journeys the norm. But if you need a helping hand you'll get it; A place of ideas and invention, with a modern and productive economy that draws in investment, visitors and talent; A place where people live healthy lives and older people are valued; A place at the forefront of action on climate change with clean air and a flourishing natural environment; A place where all voices are heard and where, working together, we can shape our future."

5. The strategy for achieving this vision is structured around 10 priorities, reflecting the life journey:

Priority 1: Children starting school ready to learn;
Priority 2: Young people equipped for life;
Priority 3: Good jobs, with opportunities for people to progress and develop;
Priority 4: A thriving and productive economy in all parts of Greater Manchester;

Priority 5: World-class connectivity that keeps Greater Manchester moving;
Priority 6: Safe, decent and affordable housing;
Priority 7: A green city-region and a high quality culture and leisure offer for all;
Priority 8: Safer and stronger communities;
Priority 9: Healthy lives, with quality care available for those that need it; and
Priority 10: An age-friendly city-region.

6. The GM approach to delivering these priorities is underpinned by five key enablers:

Enabler 1: Communities in control;
Enabler 2: People at the heart of everything we do;
Enabler 3: An integrated approach to place-shaping;
Enabler 4: Leadership and accountability; and
Enabler 5: Taking control of our future.

7. The priorities set out within the updated GM Strategy continue to build on the twin themes of 'People and Place in GM' which formed the basis for previous versions of the document. It sets out to achieve the vision contained within the document through new approaches which are shaped and driven by communities themselves. By harnessing the strengths of Greater Manchester's people and places, the GM Strategy aims to create a more inclusive and productive city-region where everyone, and every place, can succeed. It builds on the work that has been done in previous strategies around reforming public services and

³⁰ HM Treasury/ Department for Business, Innovation and Skills, March (2011)

Appendix 2: Planning Policy Context

growing the economy, with an increased focus on ensuring that the people of Greater Manchester can all benefit from economic growth and the opportunities it brings throughout their lives.

8. The GM Strategy is also the blueprint for the future of public services in the City region, setting out how public bodies – including the 10 councils and the Mayor, the NHS, transport, police and the fire service – will work alongside local people to take charge of the future. It addresses education and skills, health, wellbeing, environment, work and economic growth simultaneously in the belief that this is the best way to bring about change, and make a real difference to the lives of real people.
9. The GM Strategy provides the high level framework for action based on a robust evidence base and the results of public consultation. More detailed plans, developed and led by city-region-wide partnerships, set out the specific actions, interventions and investment required to deliver the GM strategic priorities and achieve the GM vision. These plans include:
 - **The Draft Greater Manchester Spatial Framework (GMSF)**, which will enable an informed, integrated approach to be taken to strategic development planning across the City Region. The purpose of the GMSF is to enable GM to manage land supply across the City Region in the most effective way to achieve the vision set out in the GM Strategy, based on a clear understanding of the role of places and the connections between them. Built on a

robust analysis of projected employment growth, including a sectoral analysis of key growth sectors, and an assessment of demographic change and the housing requirements arising from such change, the GMSF will provide a clear perspective of land requirements, along with the critical infrastructure – transport, digital, energy, water and waste – required to support development. Work is now underway to review and refresh the GMSF following the initial public consultation undertaken between 31 October 2016 and 16 January 2017. Manchester City Council's Local Plan (the 2012 Core Strategy) is also set to be reviewed and updated in light of the strategic approach set by the GMSF.

- Transport 2040, which sets out a vision for *"World class connections that support long-term, sustainable economic growth and access to opportunity for all"* and seeks to address the four critical transport challenges of supporting sustainable economic growth, improving quality of life, protecting the environment and developing an innovative City Region. Organised by spatial themes and supported by a five-year delivery plan, the strategy takes a long-term view of transport requirements across GM and the wider North and highlights the priority interventions needed to meet those requirements. A City Centre Transport Plan is being developed for consultation, and will sit below the 2040 strategy.

- **The Greater Manchester Investment Strategy**, which supports the implementation of the GM Strategy through investment that supports business expansion and job creation, primarily through loans to support the recycling of funding in order to maximise the impact of investment over several funding cycles.
- The establishment of a second GM Transport Fund is being proposed to underpin an integrated whole-system approach to the management of the GM transport network and the delivery of transport priorities.
- The establishment of a new programme to support investment in the cultural offer of Greater Manchester, to support the promotion of GM locally, nationally and internationally, to contribute to improving the skills and employability of GM residents and to support the development of strong and inclusive communities and improved quality of life and wellbeing for GM residents.
- **The Climate Change and Low Emissions Implementation Plan**, which sets out the steps GM will take to become energy-efficient, and investing in the natural environment to respond to climate change and to improve quality of life.
- **The GM Internationalisation Strategy**, setting out how GM will elevate international trade and investment performance, attract and retain the international talent the economy needs, and make sure that GM maximises its international

Appendix 2: Planning Policy Context

potential as a gateway to the North and supports the whole of the UK in achieving its post-Brexit ambitions.

- **The Greater Manchester Work and Skills Strategy**, setting out the GM approach to delivering a work and skills system that meets the needs of GM employers and residents.
- **The Northern Powerhouse Strategy**, which identifies skills, science and innovation and the development of a collaborative approach to promoting the Northern Powerhouse to foreign investors as priorities for further work by Northern Cities and Government.

Manchester Strategy 2016-2025

10. The Manchester Strategy 2016-25 was adopted by Manchester City Council in January 2016 and sets the ambitions for the City for the next decade. The Strategy sets out a vision for Manchester to be in the top flight of world-class cities by 2025, when the City will:
 - have a competitive, dynamic and sustainable economy that draws on our distinctive strengths in science, advanced manufacturing, culture, and creative and digital business – cultivating and encouraging new ideas
 - possess highly skilled, enterprising and industrious people
 - be connected, internationally and within the UK

- play its full part in limiting the impacts of climate change
- be a place where residents from all backgrounds feel safe, can aspire, succeed and live well
- be clean, attractive, culturally rich, outward-looking and welcoming.

11. The Manchester Strategy also commits to giving the local community and other stakeholders the opportunity to be involved in decision making, with a primary focus on a continuous approach to engagement.

12. The 'Our Manchester' approach seeks to build a different relationship with residents and communities, recognising that this also means undertaking a different approach to engagement; engagement that is sustainable and driven by the City's communities. This is based on the following essential principles³¹:

- *'Better lives – it's about people;*
- *Listening – we listen, learn and respond;*
- *Recognising strengths of individuals and communities – we start from strengths; and*
- *Working together – we build relationships and create conversations.'*

Residential Growth Strategy (2016)

13. Recognising the critical relationship between housing and economic growth, Manchester City Council has approved a Residential Growth Strategy, which seeks to deliver a minimum of 25,000 new homes in a ten-year period between 2016 and 2025. This policy framework aims to ensure that there is the right quality, mix and type of housing in the right locations to meet demand and changing demographics, develop neighbourhoods of choice and improve equality amongst the City's residents in terms of housing choice, quality and affordability in order to develop strong communities.

Manchester Residential Quality Guidance (2016)

14. The Manchester Residential Quality Guidance (RQG) document endorsed in 2016 aims to ensure high quality, sustainable housing that meets the needs of the City and its communities will be built.
15. Prospective developers and their design teams bringing forward sites for residential development within the SRF area must demonstrate that the scheme will deliver accommodation of a very high quality that addresses the RQG.
16. Proposals that do not comply with the RQG must provide a compelling justification, based on evidence and options analysis, in order to avoid refusal.

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17. This approach underpins the City Council's aspiration to encourage the delivery of the highest quality range of residential development, which will contribute to sustainable growth and help establish Manchester as a world class City.

Manchester Core Strategy (2012)

18. Manchester adopted its Core Strategy (CS) in 2012. The CS sets out the City Council's vision for Manchester to 2026, along with the planning policies that provide the framework for delivering that vision. It is proposed to refresh the CS in light of the emerging GMSF. The review of the CS will be an opportunity to consider the most appropriate planning policy for the City.
19. The SRF area falls within the defined Regional Centre as set out in Policy EC3 and also within the designated City Centre, as outlined within Policy CC1.
20. The SRF area has the potential to contribute strongly to a number of Manchester's key strategic policy objectives, as summarised below:
- Policy SP1 Spatial Principles: The Regional Centre will be the focus for economic and commercial development, retail, leisure and cultural activity, alongside high quality city living. Beyond these areas, the emphasis is on the creation of neighbourhoods of choice, providing high quality and diverse housing around district centres, which meet local needs, all in a distinct environment. The

majority of new residential development in these neighbourhoods will be in the Inner Areas, defined by the North, East and Central Manchester Regeneration Areas.

- Policy EC1 Employment and Economic Growth: Development will be supported in sectors that make significant contributions to economic growth and productivity including health, education, retailing, cultural and tourism facilities. The City Centre is identified as key areas for employment, and the policy recognises that employment can be provided through a range of activity, including education, retailing, culture and tourism.
- Policy EC3 The Regional Centre: Employment generating uses will be promoted within the Regional Centre, taking advantage of the commercial assets of the core of the conurbation and the opportunities to provide accessible employment to Manchester residents. New housing to complement the development of mixed use employment areas will be supported.
- Policy CC1 Primary Economic Development Focus: City Centre and Fringe: The City Centre and the City Centre Fringe are respectively expected to accommodate 33ha and 25ha of office or similar employment development. Within these areas a variety of high quality accommodation types, sizes and footplates will be encouraged to boost investment by local, national and international businesses. The City

Centre and Fringe will be considered a suitable location for the consideration of high density building and commercially led mixed use schemes.

- Policy CC3 Housing: The City Centre will see the most intensive development of housing in the City. It is expected that a minimum of 16,500 new units will be provided from 2010-2027. Key locations for the residential development will be Castlefield, Piccadilly, the Southern Gateway and the Northern Quarter.
- Policy CC4 Visitors - Tourism, Culture and Leisure: 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 improvement of facilities for business visitors will also be supported. Development in the City Centre which improves facilities for visitors, including Manchester residents, will be promoted. In order that the existing visitor attractions can reach their potential it is also important that the City Centre has the infrastructure to accommodate the necessary volume of visitors. Hotels have become an increasingly important use across the City, and these will be particularly important in the City Centre. New hotel development which contributes to the quality of the City Centre hotel offer will be supported. Proposals for new hotels outside of the City Centre will be supported where they support visitor-oriented

Appendix 2: Planning Policy Context

development and where the Council is confident that they will be deliverable.

- Policy CC6 City Centre High Density Development: City Centre development will generally be high-density. It is a location where land should be used to maximise its efficiency. The appropriate scale, massing and height of development in the City Centre will significantly exceed what is appropriate elsewhere in the City. Development will need to have regard to the Council's approach to tall buildings (Policy EN2), but any proposals which do not reflect the importance of maximising the development opportunities in the City Centre will only be supported where this accords with wider Core Strategy objectives.
- Policy CC9 Design and Heritage: Design of new buildings will need to be of the highest standard in terms of appearance and function. The standards and guidance explained in other LDF policies should be the basis for the approach to design, with particular attention to be given to the City Centre context and character. Development in Manchester City Centre should preserve or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments. The Council will support high density and mixed use development in the City Centre, but developers must recognise the specific design challenges that must be overcome to ensure complementarity of function and form. New

development must support the range of uses the Council expects in the City Centre and contribute to a coherent and integrated physical environment.

- Policy H1 Overall Housing Provision: approximately 60,000 new dwellings will be provided for in Manchester between March 2009 and March 2027. New residential development should take account of the need to contribute to creating mixed communities by providing house types to meet the needs of a diverse and growing population. The design of a scheme should contribute to the character of the local area. All proposals should make provision for usable amenity space, parking of cars and bicycles and prioritise sites close to high frequency public transport routes.
- Policy EN2 Tall Buildings: Tall buildings are defined as buildings which are substantially taller than their neighbourhoods and/or which significantly change the skyline. 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.
- Policy EN3 Heritage: Throughout the City, the Council will encourage development that complements and takes advantage of the

distinct historic and heritage features of its districts and neighbourhoods, including those of the City Centre. New developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment, the character, setting and accessibility of areas and buildings of acknowledged importance, including scheduled ancient monuments, listed buildings, registered parks and gardens, conservation areas and archaeological remains.

- Policy EN9 Green Infrastructure: New development will be expected to maintain existing green infrastructure in terms of its quantity, quality and multiple function. Where the opportunity arises and in accordance with current Green Infrastructure Strategies the Council will encourage developers to enhance the quality and quantity of green infrastructure, improve the performance of its functions and create and improve linkages to and between areas of green infrastructure. Where the benefits of a proposed development are considered to outweigh the loss of an existing element of green infrastructure, the developer will be required to demonstrate how this loss will be mitigated in terms of quantity, quality, function and future management.

³¹ Manchester City Council (2016) *Our Manchester Framework*, <http://www.manchester.gov.uk/download/downloads/id/24983/our-manchester-framework.pdf>

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Saved Policies of the Manchester UDP

21. It is considered that the policies below are of particular relevance to the SRF area.
- Policies E3.3 & E3.4 – Environmental Improvement and Protection: The Council intends to enhance and improve the character of the City Centre. A high standard of design will be expected from new developments in order to restore the unity and particular character of the roads, and to improve the setting of listed and other important buildings. In addition, the Council will encourage the conservation and refurbishment of buildings of character and quality, and will create a network of safe and attractive major linear recreational open spaces by linking and making better use of river valleys, canals, disused railways and other appropriate areas of open space.
22. It should be noted that the Saved Policies of the UDP reflect policies adopted by Manchester City Council in July 1995. These were saved as part of the Core Strategy adopted in July 2012.

Manchester's Great Outdoors: a Green and Blue Infrastructure Strategy for Manchester 2015-25

23. Manchester City Council recognises that green and blue infrastructure is an essential part of creating a successful, liveable city. Parks, river valleys, gardens, street trees, green roofs, canals and many other components all form part of a rich network

that is integrated with the built environment in the world's most popular cities.

24. Manchester's green and blue infrastructure (GBI) has been part of the City's success for a number of years. Five river valleys, three canals, over 160 parks, street trees, woodland, private gardens, and other areas of natural environment are familiar and well-used parts of the City's landscape. As the City continues to grow over the next decade, existing and new GBI will need to continue to be an integrated part of this growth, particularly in the City Centre.
25. The vision for green and blue infrastructure in Manchester over the next 10 years is that by 2025 high quality, well maintained green and blue spaces will be an integral part of all neighbourhoods. The City's communities will be living healthy, fulfilled lives, enjoying access to parks and green spaces and safe green routes for walking, cycling and exercise throughout the City. Businesses will be investing in areas with a high environmental quality and attractive surroundings, enjoying access to a healthy, talented workforce. New funding models will be in place, ensuring progress achieved by 2025 can be sustained and provide the platform for ongoing investment in the years to follow.

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