



St. Johns, Manchester

Strategic Regeneration Framework

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1 Project Summary

Introduction

- 1.1 This Strategic Regeneration Framework (SRF) has been prepared to support the emerging illustrative Masterplan for the former ITV Quay Street site and to guide the creation of a new residential-led, mixed-use neighbourhood, to be known as 'St. Johns', over the next 10 years.
- 1.2 Its principal purpose is to set out the reasons for defining the site as a strategic regeneration priority and to provide the rationale for the redevelopment and physical and functional integration of the site with the surrounding districts.

A Remarkable Opportunity for 'Best in Class' Regeneration

- 1.3 The site offers a remarkable and immediate opportunity to lead the next phases of regeneration of Manchester City Centre and deliver "best in class" residential-led mixed use development. At approximately 13 acres, and vested in the ownership of Manchester Quays Limited (MQL), it presents a critical mass of land, readily available to deliver comprehensive redevelopment. MQL is a joint venture between Manchester City Council and Allied London Properties, a developer with an exceptional track record in the regeneration of City Centre sites.

Location at the Heart of the Regional Centre

- 1.4 The strategy presented in this document ensures that the opportunity to redevelop the site will be handled in a way that complements rather than competes with established regeneration initiatives.

- 1.5 This will ensure that the full potential for adding to the City Centre's existing function as the principal driver of economic growth in the City Region is realised.

Utilising Positive Site Adjacencies and Assets as a Catalyst for Regeneration

- 1.6 The prospect of early delivery is amplified by the site's positive adjacencies to a number of the City Centre's most successful and distinctive urban neighbourhoods.
- 1.7 To its north is Spinningfields, an exemplar of City Centre economic regeneration and the largest City Centre office scheme in the UK.
- 1.8 To the south is Castlefield, an established residential district, set within the City's legacy industrial infrastructure and buildings, and infused with leisure, retail and heritage attractions.
- 1.9 To the east of the site is the St. John Street district, a successful mixed use district characterised by high quality Georgian buildings used as residences and space for professional businesses including legal, accountancy and medical professions.
- 1.10 Immediately beyond the St John Street district is the south Deansgate area - home to high quality boutique retailing, leisure attractions and the City Centre's conference facilities, which rival any other facilities in the UK.
- 1.11 The site itself contains, and lies adjacent to, a number of Listed and non-designated heritage assets; it is an area that is rich in history and character, setting it apart and providing a unique selling point to promote development and regeneration.
- 1.12 The site also has a number of natural assets, including riverside frontages and mature gardens that can be opened up for public benefit.

Strategic Economic Context

- 1.13 Manchester is a national engine of economic growth with a population of more than 500,000, sitting at the heart of a conurbation of 3 million people in the north of England. The City's economic success has historically been driven by its growing role as the leading professional and business service centre outside of London, global connectivity through Manchester International Airport and business and leisure visitors, with Manchester the third most visited city in the UK. Key economic growth sectors for Greater Manchester, as identified within the Greater Manchester Strategy and Greater Manchester Forecasting Model, include Business, Financial and Professional services and Creative and Digital.
- 1.14 Prospects for economic growth are closely tied to the ability to attract and retain the most talented individuals and, as such, it is critical to focus efforts on improving the marketing of the City Region's attractiveness as a location to live, study, work, invest and do business. A critical element of this is providing the right type of residential accommodation, in the right location. An additional 60,000 new homes over the next twenty years (3,000 per annum) are expected to be required and need to be planned for to support further economic growth.
- 1.15 The history, location, natural and heritage assets of the study area lend themselves to the development of a new creative neighbourhood that adeptly combines high quality residential development, cultural uses, workspace targeted at creative and TMT sectors and active ground floor retail in a horizontal layering of uses that facilitates interaction and collaboration.

Core Development Principles

- 1.16 This development framework provides a positive and appropriate response to its context. It sets out a vision for the regeneration of the site, based on the concept of the "Village" and the "Sky", together with a series of

development principles, which are sufficiently flexible to be able to respond to opportunities in the market place as they arise.

- 1.17 The development principles will ensure that proposals come forward in a fully integrated and carefully coordinated manner, as well as ensuring that development allows the full potential of this strategic regeneration opportunity to be maximised for Manchester and the City Region.
- 1.18 The Masterplan proposals will ultimately guide the delivery of a new residential-led mixed-use, sustainable City Centre neighbourhood which is accessible, has a distinctive sense of place and offers life and vitality at all times through the year, day and night. They address the following key areas:
- To deliver a best-in-class City Centre neighbourhood; a place to live, work and play; a place for enterprise and innovation; for culture, entertainment and leisure; a unique proposition for Manchester that will raise its international profile and set it apart from its peer cities.
 - Development that is fully integrated both functionally and physically with the City Centre and adjoining city centre neighbourhoods.
 - To re-establish Manchester's tight-knit urban grain and create a meandering network of public spaces and complementary range of uses.
 - A form of development that retains and reutilises the site's key heritage assets and integrates those features into the new urban form.
 - A series of existing and new public landscaped spaces will be created that support a new network of routes and linkages which connect the different parts of the site to its neighbours and the River Irwell, as well as anchoring the major buildings.
 - A scale of building form that in height and plan extends the scale of the St. Johns Street district across the site. To the west of the site, adjacent to the River Irwell, there is the potential to introduce taller, elegant residential buildings.

2 Introduction

Site Context

- 2.1 The former ITV Quay Street estate in Manchester City Centre offers a remarkable opportunity for major and comprehensive regeneration of a site closed off to the public for many years, to take place in a way which will integrate it both functionally and physically into surrounding City Centre districts and offer best in class, sustainable development with a true sense of place.
- 2.2 This Strategic Regeneration Framework has been prepared to support the emerging illustrative Masterplan for the site and to guide the creation of a new residential-led, mixed-use neighbourhood, to be known as St. Johns, over the next 10 years.
- 2.3 New development will be focused on the former ITV Quay Street estate; however, it is envisaged that the St. Johns neighbourhood will encompass the already-established areas in the immediate vicinity of the site, creating a cohesive City Centre destination.
- 2.4 These include the existing St. John's residential buildings, the Museum of Science and Industry, St. John's Gardens, the Marriott Hotel and a limited amount of workspace buildings.
- 2.5 The aerial overview at Figure 1 highlights the extent of the proposed St. Johns area in yellow, adjacent to the Spinningfields' commercial district in blue. The development principles detailed later in this document relate to the former ITV Quay Street estate only.

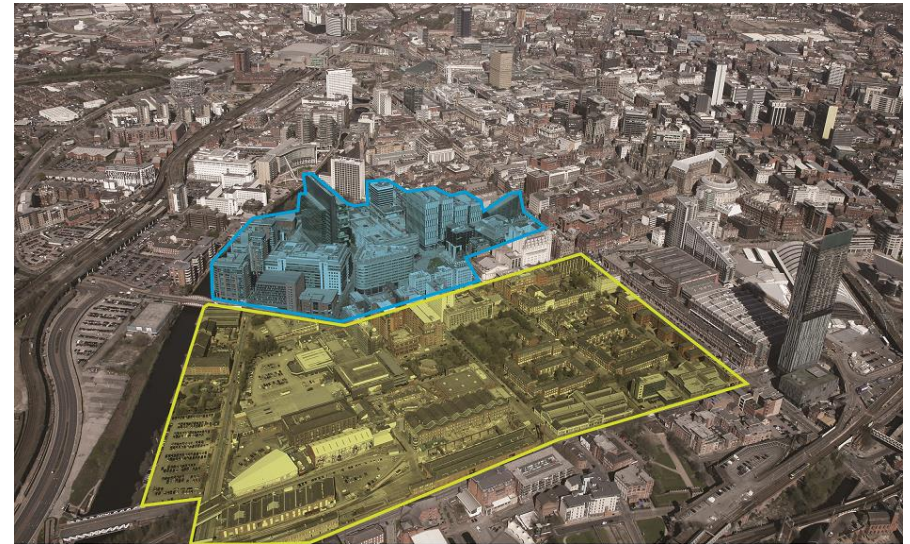


Figure 1: St. Johns Aerial Overview

- 2.6 This framework focuses upon the longer term regeneration of the site; however, in the interim period, whilst detailed proposals are developed, there is a fantastic opportunity to bring the site back to life as an arts and cultural quarter offering. This will enable the site to be opened up to the public in a manner that establishes it as a new and exciting destination that is relevant to the City today.
- 2.7 In the interim, there is an opportunity to introduce a range of uses within the site, which utilises the existing buildings and assets where appropriate.
- 2.8 These uses could include flexible workspace for the TMT sector and creative industries together with events space for markets, theatre, exhibitions, film, concerts and a range of pop up independent food and drink events and concessions, leisure uses, workspace and workshops. Where required, temporary Planning Permissions would be sought for changes of use and associated works.

Key Site Characteristics

- 2.9 The site is exceptionally well positioned in terms of Manchester City Centre, one of the key economic drivers for the North of England, and, a location that has witnessed a remarkable transformation over the last 10-15 years as a centre for business and the knowledge economy, conferencing, urban living, visitor attractions, cultural facilities, leisure and retailing.
- 2.10 The site has been acquired by Manchester Quays Limited (MQL), a joint venture between Manchester City Council and Allied London Properties Limited (ALPL). It is strategically located adjacent to Spinningfields (to the north), the City's premier business quarter developed by ALPL since 2001 and now a thriving mixed-use retail, office and leisure destination and Castlefield, Manchester's most established and unique City Centre residential district (to the south).
- 2.11 A number of special site characteristics which define the opportunity can be identified:

A critical mass of land ownership vested in MQL – The 13 acre site is principally within the control of one entity, MQL. The joint venture partners, Manchester City Council and ALPL, have worked in close collaboration to prepare this document.

Adjacency to the established commercial core of Spinningfields – Spinningfields is located immediately to the north of the site and supports some 4.6 million square feet of mixed use floorspace. It is the largest city centre office scheme in the UK and home to a prestigious range of tenants, including Bank of New York Mellon, Barclays, Pinsent Masons and the North West Head Quarters of RBS. Spinningfields is an award winning mixed-use development accommodating global businesses, fine eateries, luxury bars and high-end retailers in an architecturally impressive space that effortlessly combines business and pleasure.

Proximity to Castlefield – there is an opportunity to create improved connections through the site between Manchester's most established and unique city centre residential district, located immediately to the south of the site, and, the city centre core / Spinningfields to the north. Through providing these connections, and capitalising on the natural synergies that will exist between the two areas, the potential to create a range of complementary public uses, supported by a critical mass of high quality new development, is tangible.

Linkages to the John Street area and South Deansgate – immediately to the east of the site is the John Street area, which provides high quality residential uses (including the private residential development at St. John's Gardens) and, on St. John Street, Georgian Terraces which are utilised by a range of professional services functions including lawyers, medics and accountancy practices.

Proximity to high quality retail / leisure amenity – ranging from world class visitor attractions including the Museum of Science and Industry (MOSI, which received 830,000 visitors in 2011-2012), John Ryland's Library and the People's History Museum to leisure offerings at the Great Northern and Spinningfields, niche retailing at South Deansgate and at Castlefield and cultural assets such as Manchester Opera House.

Neighbouring heritage assets – proximity to MOSI/former Liverpool Road Station, the adjoining viaducts and other transport infrastructure, as well as the siting of the Bonded Warehouse on site, offer fantastic potential to create a distinctive experience in this part of the city centre.

The City Centre's Principal East-West Route – the site bounds Quay Street to the north, which is the city centre's main east-west route and provides direct connections between the site and world class institutions, cultural and conference facilities including the universities, Manchester Central, Bridgewater Hall, the Palace Theatre and more.

Excellent Transport connections – the site has direct connectivity to the City’s Inner Ring Road and the M62, M61, M60 motorway. Manchester City Centre is also a public transport hub providing accessibility to a range of modes of sustainable transport including rail, bus and tram services. Each of these is currently the subject of investment and enhancement to increase capacity, extent and quality of service.

Riverside frontage – site frontages onto the River Irwell can be utilised to create highly desirable, distinctive and attractive riverside development in a manner that positively addresses the wider opportunity to regenerate the Irwell Riverside Corridor.

St. Johns Vision

2.12 MQL’s vision for St. Johns is a best-in-class City Centre neighbourhood: a place to live, work and play; a place for enterprise and innovation; for culture, entertainment and leisure; a unique proposition for Manchester that will raise its international profile and set it apart from its peer cities.

2.13 The vision is based on a two-tier development concept:

The Village: A low-rise, intimate, mixed-use “Village” of 5-7 storey building forms, which reinstates the historic tight-street grain of the area. The Village incorporates a layering of uses including workspace, studio space, retail and leisure, together with a roofscape of residential uses and terraced gardens, providing activity and a 24 hour, 7 days a week, life to the new City Centre neighbourhood. The workspace will be aimed at Manchester’s emerging economic growth sectors, including creative industries and TMT. Cultural and leisure facilities would form part of the mix of uses within the neighbourhood, generating footfall and extending dwell time; these uses would significantly enhance the attractiveness of the scheme to occupiers within the growth sectors.

The Sky: A series of elegant residential towers that “float” over the “Village” and provide views across the City Centre. Taller buildings will be

located to the west of the site, towards the River Irwell, where it has been established through the adoption of previous Strategic Regeneration Frameworks that there is scope to accommodate buildings of height.

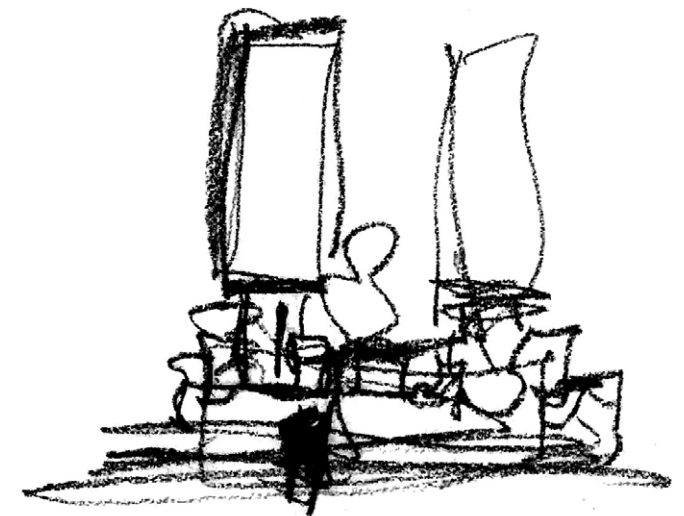
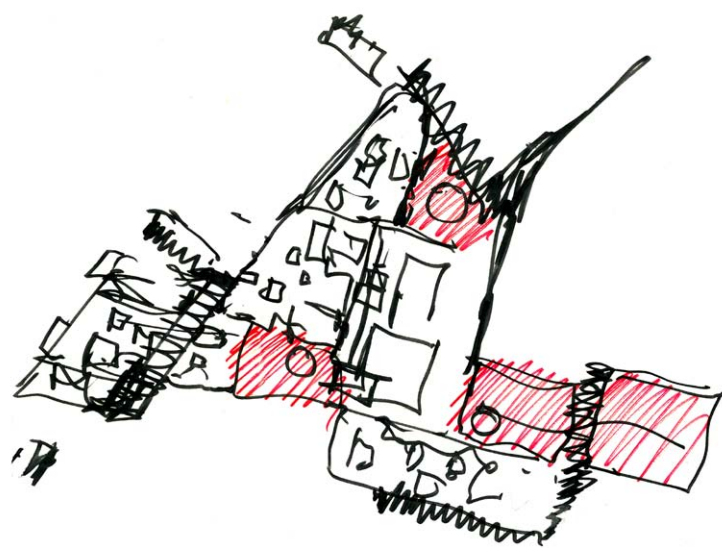
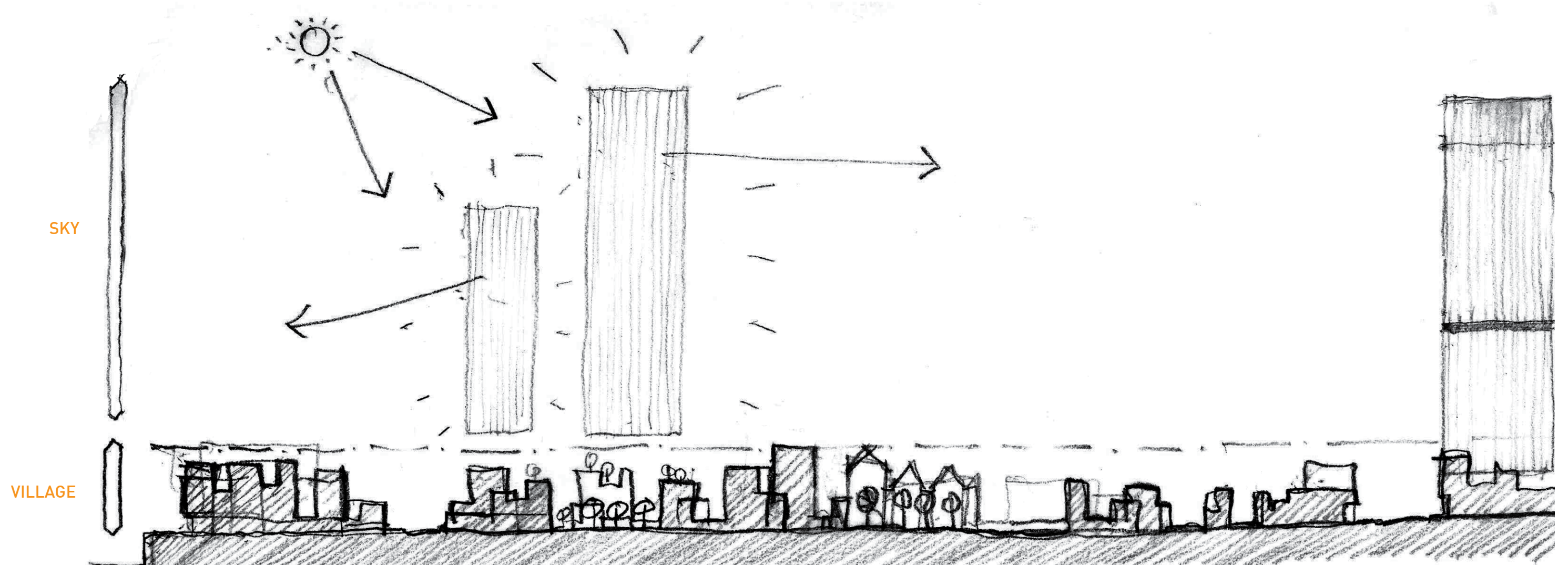
2.14 A critical aspect of the vision is to retain a sense of the richly layered history of the site. This, as well as the detailed Heritage Assessment undertaken by Heritage Architecture, has informed the development of the Masterplan and the decision to retain the majority of the non-designated heritage assets within the site.

2.15 These assets include the Bonded Warehouse, Granada House office building and studios, Breeze Studio and gardens, Manchester and Salford Junction Canal (which will have an access point and interpretation boards) and the Accumulator Tower (which will become a site landmark). The assets will be refurbished and reused as part of the Masterplan to create a distinctive sense of place.

Project Partners

2.16 St. Johns will be delivered by award-winning property developer ALPL, on behalf of MQL, the joint venture partnership. Operating in London and other major UK cities, ALPL has developed five million square feet of real estate, including landmark projects from reuse to regeneration across the retail, leisure and commercial industries.

2.17 In partnership with Manchester City Council, ALPL has transformed the Spinningfields district of Manchester City Centre over the past 15 years to create a vibrant new destination and community. Spinningfields is an international business district, legal centre, premium retail thoroughfare, dining destination and modern residential environment.



2.18 ALPL has again formed a joint venture partnership with Manchester City Council to acquire the interest in the former ITV Quay Street site. Both partners are committed to securing the lasting regeneration of the site and ensuring it becomes a fully integrated and functional part of the City Centre.

Conclusion

2.19 The remainder of this document sets out a development framework, which will guide the future development of the site in a manner that translates the opportunities presented by the site's characteristics into a range of positive economic, social and environmental benefits for Manchester.

2.20 It sets out to position the project and provide a range of Masterplanning and development principles that will ensure redevelopment and reuse of the site takes place. These principles have been developed with the following points in mind:

- To be sufficiently flexible to be deliverable in order to allow for adaptation in the light of changing market dynamics over time and to ensure any significant occupier requirements can be addressed as they emerge;
- At the same time to be appropriate in terms of town planning – offering exceptional design, public spaces, sustainable development and achieve a vital and viable new city centre neighbourhood;
- To complement rather than compete with the City Council's wider regeneration / development initiatives in order to ensure that key points of difference come to the fore; and,
- To maximise the positive public benefits flowing from the project.

2.21 It has been prepared by the project partners in close collaboration with the multidisciplinary advisory team, including:

- SimsonHaugh and Partners (formerly Ian Simpson Architects) – Masterplanning
- Deloitte – Planning Consultancy
- Jones Lang La Salle – Development Strategy
- Stephen Levrant: Heritage Architecture – Heritage Advisor

3 Strategic Context

- 3.1 This Strategic Regeneration Framework has been prepared to ensure that the opportunity presented by the site's locational attributes, natural and heritage assets and growth potential is maximised to deliver a range of strategic policy priorities for Manchester City Centre and the City Region as a whole.
- 3.2 This section highlights key areas of existing and emerging policy and identified economic growth sectors for Greater Manchester and Manchester that emphasise the strategic importance of the site, establishing its potential as a new, richly layered, creative neighbourhood.

Economic Context

- 3.3 Manchester is a national engine of economic growth with a population of more than 500,000, sitting at the heart of a conurbation of 3 million people in the north of England. The City's economic success has historically been driven by its growing role as the leading professional and business service centre outside of London, global connectivity through Manchester International Airport and business and leisure visitors, with Manchester the third most visited city in the UK.
- 3.4 More recently the City, recognising the dynamics of global market changes, has invested heavily in new sectors of growth – for example advanced manufacturing, biotechnology and life sciences – and working closely with The University of Manchester, has created new opportunities for sustained future growth, including the development of a global network of alliances and partnerships throughout the world.

- 3.5 The New Economy Greater Manchester Key Facts series provides a quarterly update on a range of socio-economic indicators for Greater Manchester, including key sectors of the economy.
- 3.6 The October 2013 update sets out the current figures as follows:

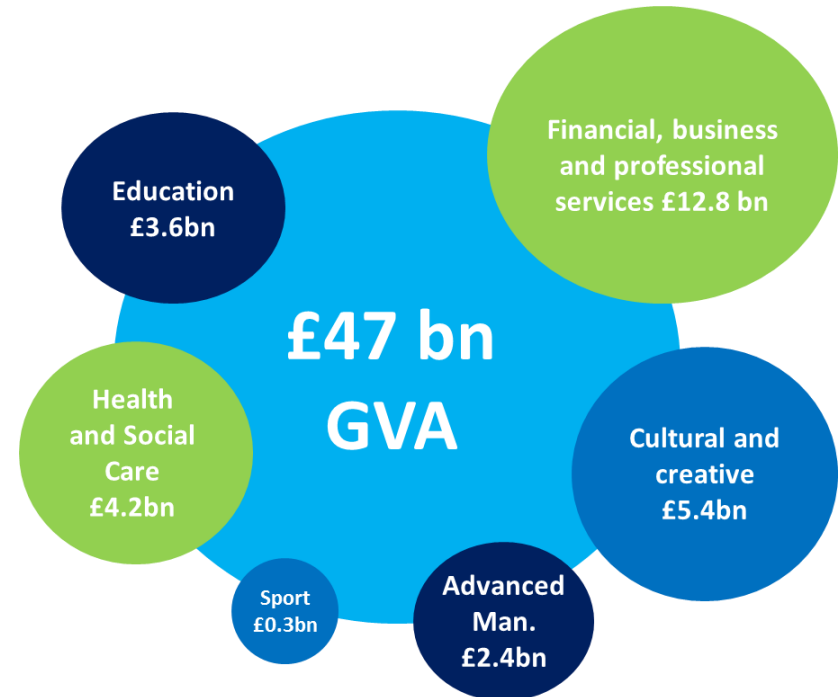


Figure 2: Greater Manchester Economic Outputs (Source: GM Key Facts, October 2013)

- **Business, Financial & Professional Services:** Outside of London, GM is the UK's main centre for this sector, employing 265,000 people and generating £12.8 billion of GVA annually.
- **Health & Social Care:** Employs 164,000 people generating annual GVA of £4.2 billion.

- **Creative & Digital:** GM has the UK's largest cultural and creative cluster outside London, employing 162,000 people and generating GVA of £5.4 billion each year.
- **Education:** Employing 106,000 people, and creating annual GVA of £3.6 billion.
- **Advanced Manufacturing:** Manufacturing as a whole employs nearly one-in-ten residents in GM. Around 50,000 people are working in advanced manufacturing, generating £2.4 billion of GVA every year.
- **Sport:** Employing 17,000 people and generating annual GVA of £0.3 billion. As well big clubs like Manchester United and Manchester City, the area is home to major sporting companies such as Adidas and Umbro and national organisations such as British Cycling.

3.7 TMT is a strongly emerging sector and target for growth:

- The recent influx of investment in IT and telecoms infrastructure, which offers access to third party networks, internet exchange points and premium datacentres is allowing the City's digital economy to compete on an international basis.
- According to HSBC's 'Growing British Business Report', Manchester is emerging as a 'supercity' due to its investment in infrastructure.
- Manchester has received funding from the Urban Broadband Fund project to provide ultrafast broadband to 6,200 businesses by 2015.
- In addition, the London Internet Exchange (LINX) has launched its first regional peering point in Manchester, IXManchester, which allows internet-based companies to move traffic faster.

- 3.8 Manchester's TMT sector could double in size to 25% of the local economy, and see it rival London's dominance.
- 3.9 Tourism, culture and the arts has been a key driver in Manchester's recent economic growth. Key Facts notes that Greater Manchester welcomes over one million international leisure visitors a year and that Manchester is the third most popular UK city for international visitors (after London and Edinburgh).
- 3.10 The tourism economy is worth £6.6 billion per annum to the Greater Manchester economy, with the top leisure attractions in 2012 being:
 - The Lowry
 - Museum of Science and Industry
 - Chill Factor
- 3.11 On a national scale, research and analysis has been undertaken by the Centre for Economics and Business Research on behalf of the Arts Council for England and the National Museum Directors' Council of the contribution of the arts and culture to the economy, including their indirect spillover contributions: "*The Contribution of the arts and culture to the national economy*" (May 2013).
- 3.12 This report identified that the GVA contribution of the arts and culture has grown from 2008 to an estimated £5.9 billion GVA to the UK economy in 2011; similarly, consumer expenditure also increased in real terms between 2008 and 2010 before declining slightly. The arts and culture continues to be a significant contributor to the national economy.
- 3.13 The arts and culture industry pays nearly five percent more than the UK median salary and for every £1 of salary paid, an additional £2.01 is generated in the wider economy through indirect and induced multiplier impacts. The multiplier impact is greater in the regions than it is in London.

- 3.14 An analysis of spillover impacts through tourism reveals the importance the arts and culture to the UK brand on the global stage, with 10 million inbound visits to the UK involving engagement with the arts and culture, representing 42% of all inbound tourism-related expenditure, amounting to £7.6 billion.
- 3.15 A further valuable insight from the report highlights the breadth of the links between the arts and cultural sector and the commercial creative industries (such as film production, advertising, design and crafts), which leads to a range of social and economic benefits including:
- The commercial creative industries are estimated to account for over 26% of the arts and culture industry's supply chain.
 - Proximity to arts and culture can translate to higher wages and productivity – this might be explained through the diffusion of innovative content and ideas.
 - The arts and culture can provide incubators for creative talent, providing people with a showcase and exposure to the best of existing talent.
 - The industry showcases UK talent overseas, generating exports and resulting in a flow of income to the UK.
 - Work placements and trainee schemes help provide the skilled labour inputs that the UK's creative industries need to flourish – for example through work experience, apprenticeships or internship.
- 3.16 Further, local investment in arts and culture can be expected to vitalise commercial creative endeavour, boosting local economies for example during 2008, Liverpool's year as European Capital of Culture, the number of creative businesses increased by 8%.

- 3.17 This investment can also benefit other sectors through spending of visitors, sustaining jobs and local businesses. The sustained success of these attractions has also then been found to have a positive correlation with house prices, suggesting that this mix of uses in a neighbourhood can increase the attractiveness of an area to potential residents.
- 3.18 The report also concludes that the regeneration benefits of investment in arts and culture can be enhanced when that investment is related to place; the importance of development that works with and reflects the history and character of its location is clear.

Manchester's Economic Growth Sectors

- 3.19 Manchester City Centre and the Regional Centre are drivers for the key economic growth sectors outlined above, principally because they are home to a critical concentration of key assets.
- 3.20 These include world class universities, a strong professional and financial services sector, hospitals, cultural, leisure and sporting attractions, strong transport accessibility and access to skilled labour.
- 3.21 The findings of the most recent release of the Greater Manchester Forecasting Model (GMFM), produced by Oxford Economics, in December 2013, confirmed that Manchester accounts for more than 25% of Greater Manchester's employment and GVA ((26.6% and 28.7% respectively).
- 3.22 The GMFM provides a summary outlook for Greater Manchester between 2013 and 2023 of growth in the order of:
- 3.02% growth, which compares favourably to the North West average of 2.88% and other regions outside of the South East.
 - 135,000 more people.
 - 100,000 new jobs (an increase on the 2012 projection of 95,000).

- £17bn more annual GVA.

3.23 It identifies that in Greater Manchester, employment growth will be more heavily concentrated in service sectors, with Professional Services being particularly strong. The forecast job change in this area between 2013 and 2023 is plus 26,700 – representing an almost 0.5% average increase on UK forecast job change. 14,600 of these jobs will be located in Manchester and Salford (the Regional Centre) (see Figure 3).

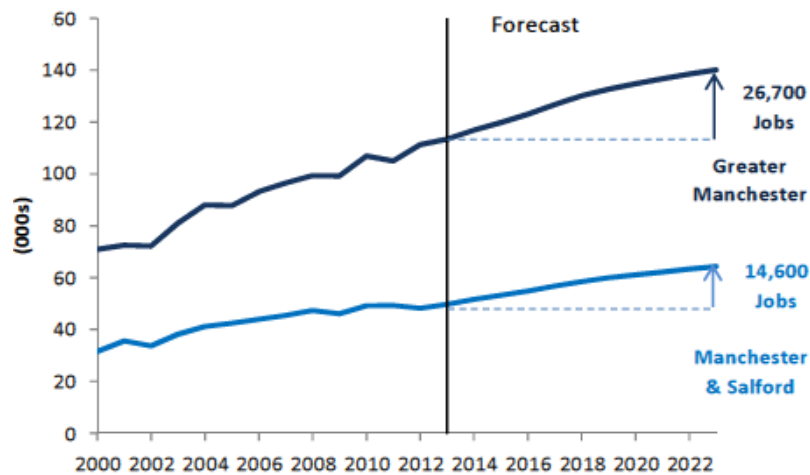


Figure 3: Professional Services Employment (000s) (Source: Oxford Economics)

3.24 In terms of GVA growth for the same period, Professional, Scientific and Technical is the second strongest sector followed by Financial and Insurance and Information and Communications (see Figure 4).

GVA growth 2013-2023 – Greater Manchester (£m 2010)

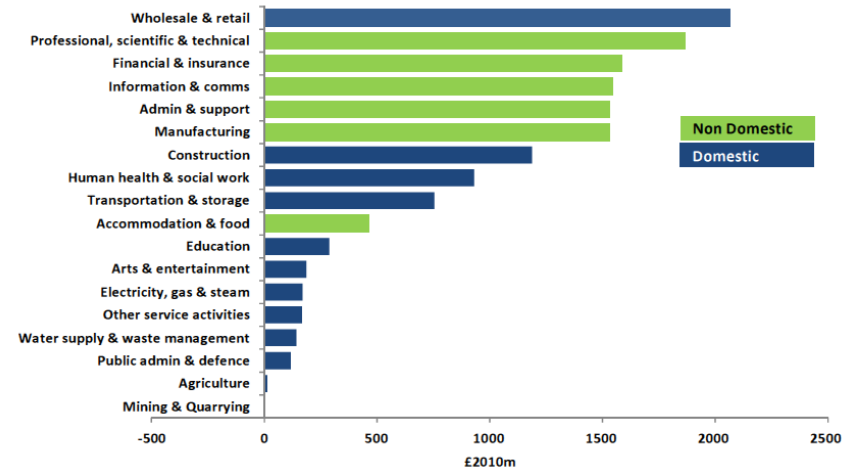


Figure 4: GVA Growth 2013-2023 (Source: Oxford Economics)

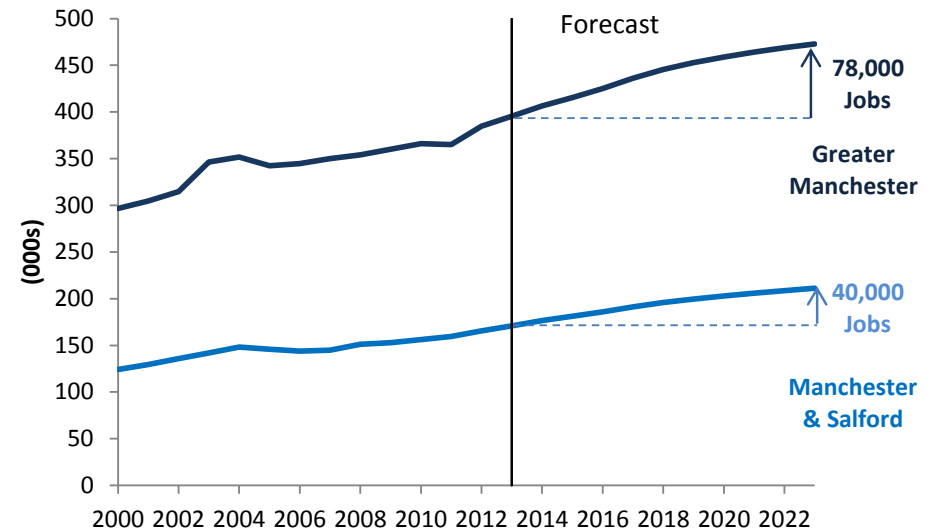


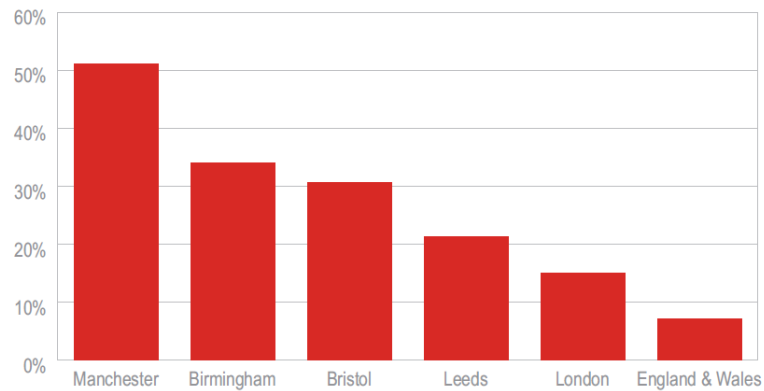
Figure 5: ICT, professional services, administration, accommodation & food and arts employment growth (Source: Oxford Economics)

- 3.25 The business services that will form the backbone of this employment growth within cities are ICT, professional services, administration, accommodation & food and arts employment (see Figure 5).
- 3.26 The history, location, natural and heritage assets of the study area lend themselves to the development of a new creative neighbourhood that adeptly combines cultural uses, workspace targeted at creative and TMT sectors and active ground floor retail in a horizontal layering of uses that facilitates interaction and collaboration.
- 3.27 Workspace will be based on a new concept from Allied London called 'Hello' and will comprise a different product to, for example, the large office floorplates of Spinningfields.
- 3.28 Hello will provide a range of workplaces and infrastructure from start-ups and SMEs right through to major corporations, with a workplace culture that facilitates the way the UK's emerging creative and corporate organisations operate and grow.
- 3.29 Hello environments will be managed by Hello Work and will offer the best infrastructure platform and support services for the technological and fast-paced environment within which the key growth sectors operate.

Supporting Economic Growth

- 3.30 The Manchester Independent Economic Review (the most robust analysis ever undertaken of a city, led by global experts) recognised that continuing to attract and retain the knowledge workers and innovative entrepreneurs that will fuel economic growth within Manchester and the wider City Region is a critical element within Greater Manchester's growth strategy.
- 3.31 Prospects for economic growth are closely tied to the ability to attract and retain the most talented individuals and, as such, it is critical to focus efforts on improving the marketing of the City Region's attractiveness as a location to live, study, work, invest and do business.
- 3.32 The Greater Manchester Strategy (which provides a joint working strategy between the Greater Manchester local authorities for achieving sustainable economic growth) supports this principle, recognising the need to make Greater Manchester an investment destination of choice.
- 3.33 Creating high quality places is seen as critical to its success – neighbourhoods must be sufficiently attractive to attract and retain the diverse labour market required to support GM's growth objectives.
- 3.34 It is clear that the City Centre has an important role to play in this regard. The rise of the 'knowledge economy' has made the unique qualities of cities desirable again. As places of interaction and ideas, innovation naturally flourishes in cities, where like-minded people inspire each other and where aspiring entrepreneurs can easily find capital and workers.
- 3.35 This is equally as true for cities as a place to live and experience. City centre populations have increased more rapidly than the national average in recent years – a trend that is forecast to continue as young, affluent, educated workers are increasingly congregating in urban neighbourhoods (see Figure 6).
- 3.36 Manchester's population increased by 20% between 2001 and 2011 (based on Census figures). This is a higher level than Greater London (14%) and Inner / Central London (17%) and reflects Manchester's transformation over the last 20 years into a vibrant European City.
- 3.37 The expanding opportunities in professional and business services sectors and the type of demographic that has significantly fuelled that growth (24-39 years), combined with the ever increasing attraction of the City as a place to live and work and have been reflected in the patterns of growth in the housing market between 2001 and 2011.

City living is a reality: Increase in city centre populations, 2001-2011



Source: UK Census

N.B. Figures represent changes in the parliamentary constituency covering the city centre. London and Bristol had more significant city centre populations in 2001

Figure 6: Increase in city centre population, 2001-2011 (UK Census)

3.38 During this time, the number of residential units in the City Centre grew by over 10,000 (262%) and an additional 4,000 units were delivered within the City Fringe.

3.39 There are a number of driving factors behind the shift to increasing numbers of people living in city centres, including:

- **Quality of accommodation** – there are a growing number of options to live more centrally as residential property is developed in the heart of Manchester, for example former mill buildings and warehouses.
- **Proximity to a vibrant mix of cultural, sport, leisure and entertainment uses** – the cities are where people can find the activities, bars, restaurants and shops that suit their lifestyles.
- **Immigration and Globalisation** – the UK is increasingly host to international talent, which wants to locate in cosmopolitan cities.

- **Working practices** – the rise of flexible working, mobile and cloud computing and self-employment reinforces the need for central meeting points. This heralds the spread of a new relationship with the office, where some people mix and match their work time between desk, break out spaces, home and public shared spaces.
- **Sustainability** – growing concerns around sustainability and the rising cost of car ownership are bolstering the trend for city centre living, which enables walking, cycling and public transport use. Transport times and related carbon emissions are reduced.
- **Reinvigoration of cities** – there is significant political will to reinvigorate cities and to bring footfall to city centres, with increasing focus on supporting the most dynamic, collaborative conurbations.
- **Transport improvements** – new tram lines and enhanced rail and bus services make city centres even more accessible; workers shift away from the car and towards public transport and cycling.

Residential Demand and Supply

3.40 Manchester is at the beginning of another surge of economic and population growth. Its population is expected to increase by 100,000 by 2030, and this together with well documented trends and changes in household formation will fuel an increase in demand for accommodation. An additional 60,000 new homes over the next twenty years (3,000 per annum) are expected to be required and need to be planned for.

3.41 Demand is a mixture of both first time buyers and professionals moving into the city, as well as an influx of people relocating or purchasing second homes, driven by large companies and financial institutions such as the BBC and The Co-operative Group.

- 3.42 The introduction of the Help to Buy Scheme and increasing liquidity in the mortgage market is beginning to facilitate house purchases amongst sectors of the population who have until recently been restricted to the rental market, which is set to grow demand further.
- 3.43 In the period since the financial crisis in 2008 and the resulting economic downturn, the city has seen impacts on its economy and its previously planned growth trajectory; however, a feature of this period has been the City's resilience, a sign of its strength. One indicator is the fact that in terms of wages, mean annual wages in Manchester have remained in line with the national average over the last 14 years. This is unusual for a northern city and illustrative of the strength of the Manchester economy.
- 3.44 Due to constraints on development and mortgage finance, along with the availability of public funding to support housing development, the pace of new housing delivery and the wider housing market has significantly slowed down. The number of new homes being delivered in the city has reduced from over 5,000 in 2007/8 to fewer than 1,000 in 2011/12. Last year has seen a number of previously stalled schemes come forward, 8 in total with 6 of those assisted by the Government's Get Britain Building initiative.
- 3.45 In the City Centre today, including Salford Fringe, there are 11 main active new homes' sites:
- Peel Holdings - TheHeart and NumberOne at MediaCityUK.
 - Scarborough Developments – Milliners Wharf, Ancoats.
 - MUSE – One Smithfield Square.
 - Argent – The Hub, Piccadilly.
 - Lend Lease – Potato Wharf, Castlefield.
 - RM Developments (Manchester) Limited – Royal Mills, Ancoats.
 - ISIS Waterside Regeneration – Islington Wharf Mews, New Islington.
 - CS Developments (Manchester) Limited – Cambridge Street.
 - Pinnacle Developments – One Greengate.
 - English Cities Fund – Vimto Gardens.
 - MMC Land & Regeneration / Irwell Developments Limited – Lowry Wharf (part complete).
- 3.46 Other schemes selling at the moment include McCaul's The Point in New Islington, Dandara's Spectrum development on Blackfriars Street, Nuovo apartments on Great Ancoats Street and Renaker's Alto (Sillivan Way).
- 3.47 In terms of lettings, vacancy levels are running at negligible rates and good management will keep vacancy at minimal levels as units are re-let prior to existing tenancy agreements expiring.
- 3.48 With the strong growth in rents, renewal activity is high with tenants generally looking to renew rather than incurring the potential extra costs of moving with a limited choice of properties available. The lack of availability through typical market churn further stokes rental growth.
- 3.49 This has happened in conjunction with demand for rental housing soaring, especially in the City Centre. With first-time buyers struggling to secure mortgages many young people are in practice, shut out of owner-occupation. Those who historically would have bought are entering (or remaining) in the private rented sector.
- 3.50 These supply and demand factors have led to extremely strong annual increases in rental levels in recent years with significant growth points experienced around and just prior to the summer student intake.

- 3.51 There is a significant level of pent up demand for new housing, which will further fuel accelerated levels of housing delivery over the coming years. There is a significant mismatch at present between supply and demand of suitable accommodation to meet the needs of a growing population and workforce. This has resulted in fast increasing rents that have plateaued in the past 12 months.

Role of St. Johns

- 3.52 It follows from the above analysis that there is a significant opportunity to create an unique new City Centre neighbourhood, something that does not yet really exist in Manchester, which establishes a community of creativity, culture and innovation where people can live, work and experience the best of the city.
- 3.53 The study area is perfectly situated to deliver this new neighbourhood, which will utilise the existing natural and heritage assets, combined with a layering of residential, commercial, culture and leisure uses that will create an environment that appeals to both potential residents and employers.
- 3.54 It will be an environment where key growth sectors, such as TMT and creative and cultural industries, can thrive because the mix of activities will foster knowledge-sharing, networking and collaborative working.
- 3.55 This in turn will make the neighbourhood attractive to live in, as potential occupiers have easy access to both high value employment opportunities and an exceptional culture and leisure offer. Delivering a range of residential accommodation will therefore be important to attract talent and will ensure that there is a highly skilled talent pool in close proximity.
- 3.56 It should also be noted that, as outlined above, tourism, culture and the arts have an important role to play in the growth of the City Region's economy, including in the support of other growth sectors and residential development, and the opportunities for new facilities and venues within the study area should be maximised.

- 3.57 In the Autumn Statement of December 2014, the Government announced funding of £78 million for The Factory Manchester, which is proposed to be a unique large scale, ultra-flexible arts space and permanent home for the Manchester International Festival. St Johns has been identified as the preferred location for the new venue, subject to feasibility work.

Planning and Regeneration Context

Stronger Together: Greater Manchester Strategy (2013)

- 3.58 The Greater Manchester Strategy was originally prepared in 2009 as a response to the Manchester Independent Economic Review (MIER). It identified priorities to enable the Manchester City Region to pioneer a new model for sustainable economic growth based around a more connected, talented and greener City Region where the prosperity secured is enjoyed by many.
- 3.59 The Association of Greater Manchester Authorities (AGMA) approved an update entitled Stronger Together: Greater Manchester Strategy 2013-2020 (GMS 2013) in November 2013, which reviews and refreshes the strategic approach to growth in the Manchester City Region taking into account the current global, national and local economic challenges.
- 3.60 Despite the global recession, Greater Manchester's economy has been shown to be more robust and continues to generate £48 billion GVA, some 4% of the national economy. It remains, as originally identified in MIER, the UK city outside of London most likely to be able to increase its long-term growth rate, to access international networks and enjoy strong connections to the rest of the world.
- 3.61 GMS 2013-2020 sets out an approach to help Greater Manchester reach its full potential and succeed in becoming a net contributor to the national economy. Greater Manchester needs to:

“...anticipate the demand for flexible working space, advanced and low carbon technology, access to research and development, science and innovation to ensure that Greater Manchester is in a position to exploit its assets and meet the demands of the global economy.”

3.62 In order to compete, Greater Manchester needs to:

“...develop a clear, spatial and sectoral understanding of occupier demand, both now and in the future, in relation to commercial, industrial and residential development. Our offer must be based on an understanding of the offer required and the creation of investment destinations that are responsive to market demand.”

3.63 The regeneration of the study area represents a significant opportunity to capitalise on the City’s existing assets to:

- create an unique, safe, sustainable, healthy neighbourhood where people are happy to live and work – responding to the continued trend of a rise in City Centre living and flexible workspaces;
- secure a much higher growth rate in key sectors where there is already an advantage, for example TMT and creative industries, to deliver growth through clustering of businesses and activities in a strategic location in Manchester City Centre; and,
- create a new destination within the City Centre, with potential for cultural uses that will raise Manchester’s international profile and set it apart from peer cities.

3.64 Through supporting new development in St Johns, a number of GMS 2013 key growth priorities will be met, including:

GMS 2013 Growth Priorities	St Johns
Reshaping our economy to meet new, global demands	✓
Revitalising our town centres	✓
Creating spaces and places that will nurture success	✓
Stimulating and reshaping our housing market	✓
Crafting a plan for growth and infrastructure	✓
Building our global brand	✓
Supporting business growth with a strong, integrated offer	✓
Improving our international competitiveness	✓

Manchester Core Strategy (2012)

3.65 The adopted Manchester Core Strategy sets out the City Council’s Vision for Manchester to 2026, along with the planning policies that provide the framework for delivering that Vision.

- 3.66 It provides a spatial strategy for growth, which supports the key priorities as identified in the GMS 2013-2020, identifying that Manchester will be the driver of the City Region economy due to the location of key assets in Manchester City Centre and the Regional Centre.
- 3.67 The Vision is for a flourishing knowledge-based economy, based on the strength of the Regional Centre and Manchester Airport. Economic growth will continue to be driven by knowledge based industries including digital and creative sectors, financial and business services, biotechnology, engineering and environmental technologies.
- 3.68 Manchester will be a City with neighbourhoods where people choose to live all their lives because they offer a wide range of quality housing and an attractive environment.
- 3.69 As a truly mixed use neighbourhood, St Johns will contribute strongly to a wide range of Manchester's strategic policy objectives as summarised below:

Policy SP1 Spatial Principles: Manchester will be the focus for economic and commercial development, retail, leisure and cultural activity, alongside high quality city living.

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 Focus: City Centre and Fringe: the City Centre is the strategic economic location and focus of employment growth in the City and City Region. It is expected to accommodate 33ha of office or similar employment development. Within the City Centre a variety of

high quality accommodation types, sizes and foot-plates will be encouraged to boost investment.

Policy CC2 Retail: the Council will promote the growth and improvement of retail provision in the City Centre. Across the City Centre, retail will be supported where it would serve a local community or contribute to the area's character. The Council is particularly supportive of the independent retail sector.

Policy CC3 Housing: A minimum of 16,500 new units will be provided from 2010-2027. The Council will encourage accommodation of a high standard, which offers units large enough to suit a range of occupants in terms of both the number of rooms and their size.

Policy CC4 Tourism, Culture and Leisure: the City Centre will be the focus for culture and leisure in the City Region. Development in the City Centre that improves facilities for visitors, including Manchester residents, will be promoted. New hotel development that contributes towards the quality of the City Centre will be supported.

Policy CC6 City Centre High Density Development: City Centre development will generally be high-density as it is a location where land should be used to maximise its efficiency. The scale, massing and height of the development in the City Centre will significantly exceed what is appropriate elsewhere in the City.

Policy CC7 Mixed Use Development: the City Centre presents the most viable opportunities for mixed-use development, where land can be used as efficiently as possible. Residential development will be supported as part of schemes that include employment. For these schemes, the residential element of the scheme must be of a scale that will maximise the economic uses on site, including retail and hotels. Active ground floor uses will be appropriate in locations with an established public function or as part of a development that will create such an environment.

Policy CC8 Change and Renewal: Developments that make significant contributions to the City Centre's role in terms of employment and retail growth or which improve the accessibility and legibility of the Centre will be supported. New development should fully exploit opportunities to contribute to the improvement of the City Centre in terms of character and function.

Policy CC9 Design and Heritage: the design of new buildings will need to be of the highest standard in terms of appearance and function. Development should preserve or enhance identified heritage assets.

Policy CC10 A Place for Everyone: the City Centre will develop as a location which appeals to a wide range of residents and visitors. Development should increase the diversity of activity in the City Centre, with an emphasis on family-oriented activity, and promote high standards of accessibility.

Policy H1 Overall Housing Provision: 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 – the City Centre will be an appropriate location for high density development within mixed use schemes. 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 H8 Affordable Housing: the City Council's affordable housing policy applies to all residential development on sites of 0.3 hectares and above or where 15 or more units are proposed. New development will be expected to contribute to the City-wide target for 20% of new housing provision to be affordable – this target is a starting point for negotiation.

The proportion of affordable housing units will reflect the type and size of the development as a whole; and where appropriate provision will be made within Section 106 agreements to amend the proportion of affordable housing in light of changed economic conditions. The final provision of

affordable housing will be calculated by reference to any financial viability assessment or other material considerations that indicate that intermediate or social rented housing would be inappropriate.

Policy EN1 Design Principles and Strategic Character Areas: the Study Area forms part of the City Centre Character Area, which contains a rich legacy that reflects its urban evolution to current day. In this area:

- Developers will be expected to consider the City's heritage and continue the rich pattern of activity in the core area.
- While there will be opportunities to create landmark buildings, development should also contribute positively to the experience of all at street level.
- Wherever possible the opportunity should be realised to enhance existing and provide new areas of meaningful open space.
- The maintenance and improvement of the City's permeability should be considered in all proposals.

Policy EN2 Tall Buildings: proposals for tall buildings will be supported where it can be demonstrated that they are of excellent design quality, are appropriately located, contribute positively towards sustainability and pace-making and will bring significant regeneration benefits. Sites within the City Centre will be encouraged for tall buildings.

Policy EN3 Heritage: the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of its districts and neighbourhoods. 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. Proposals which enable the re-use of heritage assets will be encouraged where they are considered consistent with the significance of the heritage asset.

Policy EN6 Target Framework for CO₂ reduction from low or zero carbon energy supplies: new development will be expected to make a contribution to the Council's carbon reduction requirements by meeting the targets set out in the Core Strategy as a minimum.

Manchester Residential Growth Prospectus (2014)

- 3.70 The Housing Prospectus (approved in draft by the Council's Executive on 18 June 2013) has been developed with the aim of providing the development industry and other key stakeholders with a clear message regarding the City's ambitions for future housing growth.
- 3.71 The key message of the document is that Manchester is open for business in terms of housing development and that the Council is keen to work proactively with its partners to increase the pace of housing delivery.
- 3.72 Six principles inform the document:
- Building more new homes – with a growing population there is a need to provide high quality homes for sale and rent to meet future demand.
 - Creating pathways to home ownership – the aim to deliver more homes with mortgage products people can afford to buy, enabling them to play a bigger role in the City's economy.
 - Developing a quality private rented sector (PRS) – good quality, well managed accommodation to rent makes an important contribution to the city's housing – accounting for over half of all economically active households in the city centre and fringe.
 - Bringing empty homes back into use – while housing is in short supply homes cannot stay empty.
 - Ensuring that the Council's planning framework and policies provide the appropriate support for residential growth.

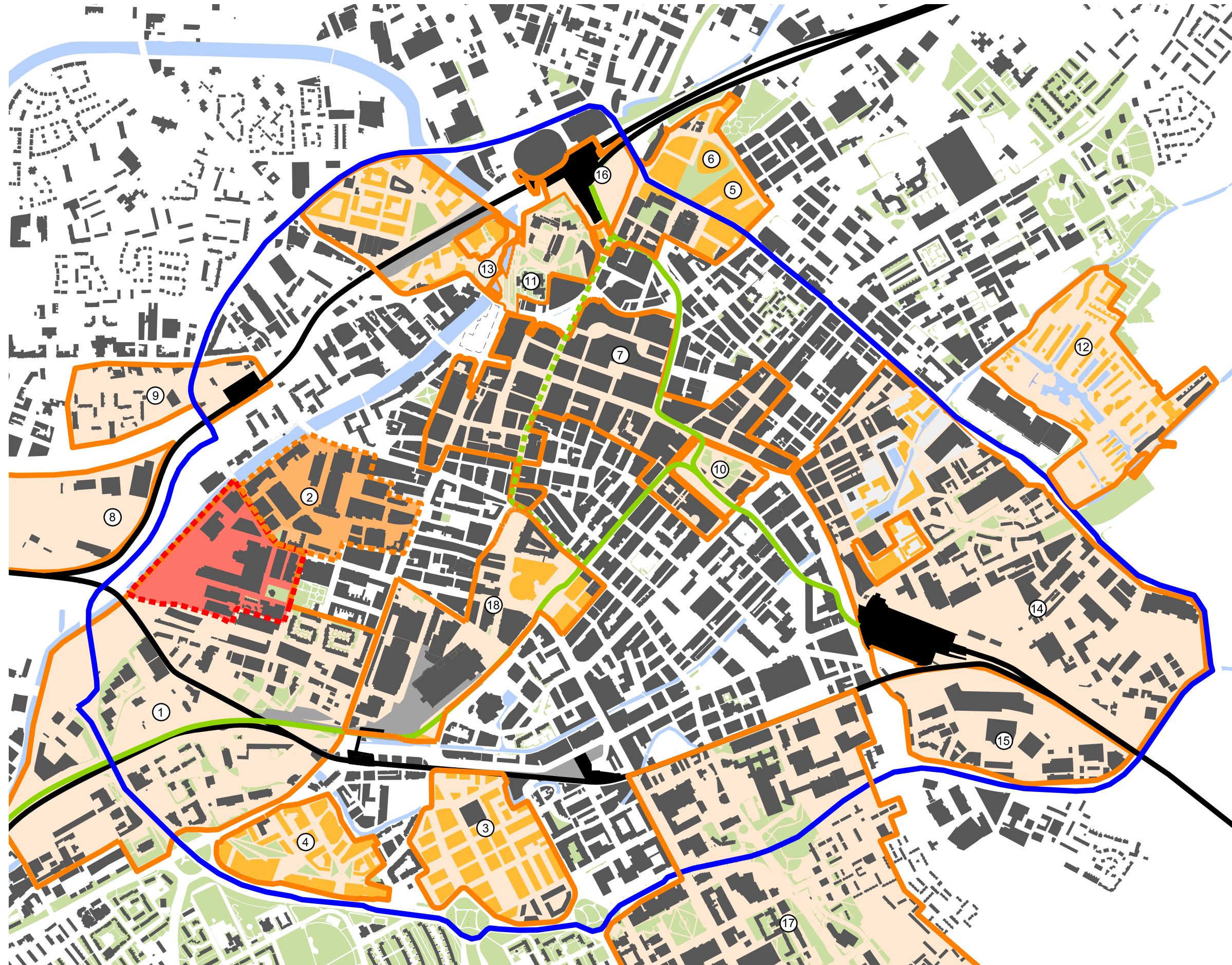
- Developing a strong sense of place and high quality neighbourhoods – sustainable neighbourhoods require much more than new housing development.

Irwell City Park

- 3.73 The potential of the River Irwell to act as a vital link between the many different initiatives, and to knit together Manchester and Salford, is recognised via the Irwell City Park Planning Strategy. The aim is to establish the Irwell City Park (ICP) as a new and exciting urban park, through the restoration of the River Irwell. This will act as a catalyst to attract new waterfront development and activities, and will link neighbourhoods and communities within the Regional Centre.

City Centre Regeneration Context

- 3.74 The site has a unique blend of characteristics which provide a remarkable opportunity for the City Centre to continue its regeneration and drive economic growth across the City Region. There are no ownership constraints to delivery; the site is vested within the single ownership of MQL. The site is located at the heart of the city centre, the principal driver of economic growth in the City Region, and has the advantage of a gateway location. It has immediate accessibility to the Inner Ring Road and good public transport connections. It also has natural and man-made assets - the River Irwell, the Industrial Character of the Castlefield Conservation Area and the imposing Bonded Warehouse, which offer the opportunities to provide a distinctive new area of Manchester.



City Centre Context

- 1 Castlefield
- 2 Spinningfields
- 3 First Street
- 4 Great Jackson Street
- 5 NOMA
- 6 Co-op Headquarters
- 7 Retail Core
- 8 Middlewood Locks
- 9 Salford Central
- 10 Piccadilly Gardens
- 11 Medieval Quarter
- 12 New Islington
- 13 Greengate
- 14 HS2 Piccadilly
- 15 Mayfield
- 16 Victoria Station and Fish Dock
- 17 The Corridor
- 18 The Civic Quarter

- Existing Tram Route
- - - Proposed Second City Tram Crossing
- Train Line
- Inner Ring Road
- - - Quay Street Site
- Spinningfields

NOMA

The NOMA Masterplan builds on investment already secured for the wider City Centre North area, including the £26 million redevelopment of Victoria Station, the new Chetham's School of Music, the National Football Museum and other initiatives over the longer term.

The investment of £130 million by the Co-operative Group in its new head Office and the phased release of its estate - 20 acres of readily assembled land within a single ownership, presents the opportunity to transform a previously under-used district of the City Centre and to act as a catalyst to the delivery of around 4 million square feet of mixed use development.

In June 2014 the Cooperative Group announced a joint venture with Hermes Real Estate to progress the scheme and have been able to bring forward plans for a number of new developments including large scale office and residential schemes and public realm improvements across the estate.



Spinningfields

Spinningfields is Manchester's premier commercial quarter, which has improved connectivity between Deansgate, the Central Business District and St. Peter's Square. It supports some 4 million square feet of premium commercial floorspace and is home to a prestigious range of tenants, including Bank of New York Mellon, Barclays, Pinsent Masons and RBS. Spinningfields also provides a prime residential offer at Leftbank and an exceptionally high quality public realm in Hardman Square. Spinningfields has subsequently provided an extension of the City Core: The Avenue features a mix of high end fashion retail, restaurants and bars that complement the commercial uses and have helped to establish Spinningfields as a mixed use destination. The Magistrates and Crown Court, and People's History Museum are also located here. The Spinningfields Masterplan is reaching completion: 1 Hardman Street is now complete and occupied by Mediacom; the Cotton Building has commenced on-site; and, Planning Permission has been secured for the landmark 1 Spinningfields office building on the site of Quay House.



Civic Quarter

The Civic Quarter is home to one of the finest collections of civic buildings in the UK and internationally recognised conference facilities at Manchester Central. Transformation works are under way which will not only refurbish the Civic estate through £177m of public investment but will also create the opportunity for significant additional, high quality commercial floorspace. Civic estate works include the refurbishment of the Town Hall extension and Central Library, which opened in June 2014. The development of 1 St Peter's Square is due for completion and part-occupation by KPMG during Autumn 2014. Further consents have been secured for 2 St. Peter's Square, Landmark (former Odeon cinema site) and The Assembly Building (former London Scottish House site). The transformation of St Peter's Square, which is nearing completion, will create a new public space of international significance that will become a symbol for the city and will provide a catalyst for new private sector investment as demonstrated by nearby office developments. The reconfiguration of St Peter's Square includes an improved Metrolink interchange to support the important Second City Crossing, which will improve network capacity in the City Centre.



First Street

First Street is located at an important point of entry into the City Centre from the airport and from the south. The approved First Street Regeneration Framework is primarily concerned with creating “a sense of place” to help it become the heart and commercial focal point of a wider neighbourhood, which would include Whitworth St. West, Deansgate & Oxford Road Stations, Knott Mill, and the Oxford Road Corridor.

First Street North is under construction and due for completion in stages from Autumn 2014. The development includes HOME, a new cultural hub providing a home for the venture between The Library Theatre Company and Cornerhouse, which will comprise two theatres, five cinema screens, galleries, restaurants and an outdoor performance space. Additional uses include a 4-star hotel, retail and restaurant, student accommodation, public realm and a multi-storey car park.

First Street South will deliver a 250,000 sq. ft. building providing a mix of retail, hotel, leisure and car parking all overlooking fabulous new public square.



HS2 and Piccadilly Gateway

There has been significant positive change in the Piccadilly area, including the former Noble's Amusements building, which has been redeveloped as a Travelodge hotel with ground floor retail and restaurant uses. The next phase of improvements will be linked to a number of influences.

The future of the London Road Fire Station will be critical over the next few years; the comprehensive redevelopment of this site is also key to the exploitation of the Manchester University's Estate around Sackville Street.

In January 2013, the UK Government announced its commitment to Phase 2 of High Speed Rail 2 (HS2). The delivery of HS2 in around 2033 is expected to provide a massive economic boost to the cities of the North of England.

The scheme will provide essential additional capacity across the rail network, shorten journey times between Britain's major population centres, boost the economy and create thousands of jobs.

The scheme also has the potential to provide a catalyst to attract further investment into Greater Manchester by creating a new gateway into the regional centre and boost investor confidence in the area.

The proposals for HS2 stations at Manchester Piccadilly and Manchester Airport provide major opportunities for stimulating economic growth and regeneration in the surrounding areas. These world-class transport nodes would connect Manchester businesses to the Europe-wide high speed network, providing multi-modal connectivity to the rest of the region and beyond.

The Mayfield Strategic Regeneration Framework covers the area adjacent to Piccadilly Station and proposes 500,000 sq. ft of commercial floorspace, 1,000 residential units and a hotel on the 27 acre site.

Victoria Station

Victoria Rail Station, Manchester's second principal rail and Metrolink Station is undergoing a £26 million refurbishment programme, as part of the Northern Hub initiative led by Network Rail. Facilities at the northern edge of the City Centre will be enhanced, ensuring that the Regional Centre continues to provide high quality business and transport facilities that cater for projected economic growth.

The programme will enable 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. The wider Northern Hub initiative will see additional tracks, electrification of major routes and cuts to journey times, boosting the region's economy by £4.2 billion.

These works, which are planned to be completed by 2015, will complement planned developments in the wider area, including the Cooperative Group's NOMA development.

The Fishdock site is an area of 2.5 acres of surplus land immediately adjacent to the Station. Masterplan proposals for the site propose approximately 500,000 sq. ft. of commercial office space, new public realm and active uses.



The Corridor

Manchester's universities and hospitals are centred around an area of the City Centre known as the Corridor. The Corridor Partnership between Manchester's Universities, Central Manchester Hospital Trust and the City Council was established in recognition of the importance of research and innovation, and the synergies which come from institutional collaboration, with the aim to deliver massive investment in new facilities. The Corridor is currently home to 55,000 workers, generating £2.8 billion GVA; 43% of this activity is within knowledge based sectors. Over the next decade GVA is expected to grow to £4.7 billion, with an additional 20,000 jobs created. Whilst large-scale development opportunities are limited within this location, plans include the expansion and intensification of Manchester Science Park, which is supported by a Masterplan and Strategic Development Framework. Similarly, the former BBC Oxford Road site represents an opportunity for commercial-led mixed use development with prospects for business services related to these growth sectors.



Salford Central

Salford Central is a 50.4 hectare area focused around Chapel Street and Salford Central Station. The adopted Development Framework seeks to guide comprehensive regeneration of the area, with the aim of diversifying its economic base and encouraging new activity through the creation of new high quality commercial and residential properties, leisure uses, dramatic public spaces and new connections to the heart of the City Centre.

Salford City Council granted Planning Permission for the mixed use redevelopment of 18 hectares in 2010, including up to 197,010 square metres of office space, 24,255 square metres of commercial spaces and up to 849 new dwellings.

Delivery is intended to be phased over a 10 to 15 year timeframe. The scheme seeks to build on the success of Spinningfields and to extend the Regional Centre into an under-used part of Salford.



Greengate

Greengate is a 32 acre area of vacant and underused land and buildings, located within the historic core of Salford and close to Manchester Victoria Station. In 2007, Salford City Council adopted the Exchange Greengate Planning Guidance, which envisages a combination of high quality commercial and residential properties with leisure uses, dramatic public spaces and new waterside environments. In 2013 Planning Permission was granted for the Pinnacle development, comprising 467 apartments, and Salford City Council has invested £13.3million into new public realm at Greengate Square.

In March 2014, Salford City Council adopted an updated Greengate Regeneration Strategy outlining that Greengate will unlock around £400 million of investment over the next 15 years creating around 5,000 jobs and a minimum of 1,800 new residential units.



Complementing City Centre Regeneration

- 3.75 The Masterplan proposals and Framework establish a unique vision for the site, which has been developed to ensure that its regeneration will complement rather than compete with the existing city centre regeneration initiatives and that key points of difference can come to the fore. St. Johns will be a distinctive neighbourhood based on a different form of development, centred around the concept of the “Village” and the “Sky”, which will blend together a mix of uses that is unique within the context of Manchester City Centre.
- 3.76 Whereas prime office districts such as Spinningfields, the Civic Quarter, NOMA (which is also focuses on the revitalisation of heritage assets) and Fishdock at Victoria Station will offer large Grade A floorplates that appeal predominantly to corporate occupiers, St. Johns will provide flexible, managed workspace with a design edge based around Allied London’s Hello concept. This workspace will form part of a horizontally layered, mixed use environment where each use will support the wider blend and act as a catalyst for further activity.
- 3.77 ‘Hello’ will provide a range of workplaces and infrastructure, from start-ups and SMEs through to larger corporations, for 21st century businesses seeking a workplace culture. ‘Hello’ aims to facilitate the way in which the UK’s emerging creative and corporate organisations operate and grow. It is a product and environment that will appeal to small, forward-thinking creative and TMT businesses, two of the key economic growth sectors for Manchester as identified in the GMS 2013.
- 3.78 The Hello concept is in turn a different proposition to the Manchester Corridor, where there is an exceptional opportunity to continue to leverage the assets and partnership working framework to capture new opportunities for sustained growth in science, technology, health and digital sector. In this location, the focus will also be primarily on the expansion and intensification of existing sites for commercial development;

in contrast to St. Johns, there are limited opportunities here to provide a significant scale of high quality residential development.

- 3.79 First Street, which is currently being delivered on site, will create a vibrant new mixed use neighbourhood with a major cultural venue as an anchor to the scheme. St. Johns has been positioned to offer a different product and blend of uses that will maximise the positive adjacencies to the site and therefore complement the new neighbourhood at First Street.
- 3.80 The proposals for HS2 and associated development that this will stimulate around Piccadilly Gateway, will play an important role for both St. Johns, Manchester City Centre and the wider City Region in terms of enhancing national and international connectivity to Manchester and accelerating economic growth.
- 3.81 The Government has also recently announced the potential for HS3, a high-speed rail link between Manchester and Leeds, which would cut journey times from 50 minutes to 30 minutes. The proposals could help to create a northern powerhouse, allowing cities across the north to compete collectively on a global scale.

4 Site History

- 4.1 The framework study area benefits from a detailed and layered historic context featuring prominently at several stages in Manchester's history. It is important to understand this rich history, as it has been critical in informing the development of the vision and Masterplan for the site and the decision to retain a series of non-designated heritage assets. These assets will be refurbished and reused, opening them up to the public and helping to create a destination with a truly distinctive sense of place.
- 4.2 This section outlines the history of the site and its immediate surroundings, incorporating the findings of a comprehensive Heritage Appraisal undertaken by Stephen Levrant: Heritage Architecture.

Historic Progression

- 4.3 This section should be read alongside the detailed map regression provided at page 29 of this document.
- 4.4 In the late 18th Century, the study area comprised largely open ground with the exception of Quay Street and a group of buildings associated with the unloading of goods from the River Irwell. The only notable building in the area was St John's Church, and the only notable urban development was the group of streets – St John Street, Camp Street and Tickle Street.
- 4.5 The immediate environs surrounding the site as it is today began developing following the establishment of the first of Manchester's Quay's in the late 18th Century. This first quay was located at approximately the junction of Water Street and Quay Street, thus giving Quay Street its name. By the beginning of the 19th Century other warehouses and wharves had been constructed and a handful of small residential roads and courts,

which were interspersed with warehousing and industrial buildings, leading off Quay Street southwards into what is today the car park of the former ITV site.

- 4.6 A cluster of grander Georgian townhouses faced Water Street at the point where the canal crossed underneath Water Street, via the Irwell Bridge. These small pockets of housing were intersected by timber yards, warehousing facing the Irwell and quays with associated industrial buildings.
- 4.7 The construction of Bridgewater Street had been commenced from Deansgate towards the river, and Charles Street (now Grape Street) extended westwards from the Church to link with Water Street. Further building plots had been laid out to the south of Tickle Street. Liverpool Road had been created by 1813, and the riverside further populated by wharf buildings. Streets and houses spread steadily westwards from Deansgate.
- 4.8 The 1830s saw the arrival of the railways. The land between Liverpool Road and Charles Street provided the site for the terminus of the Liverpool and Manchester Railway (L&MR), which opened on 15 September 1830. The L&MR station was the terminus of the world's first passenger railway in which services were hauled by steam locomotives to a regular timetable.
- 4.9 Passenger services were transferred to the new Victoria Station from 4 May 1844 and the Liverpool Road site was turned into a goods yard under the ownership of the London and North Western Railway. An iron viaduct (an early girder-frame structure) was constructed to provide access to Byrom Street Warehouse; it was soon followed by the Grape Street Warehouse, which sits today on the southern edge of the Granada site and is now known as the Bonded Warehouse.



Figure 7: Bonded Warehouse

- 4.10 The Salford & Manchester Junction Canal Act was passed in July of 1836 and work began on the new canal the following year. By the mid-19th Century, the Salford and Manchester Junction Canal cut across site and entered an underground tunnel (now Grade II Listed) at the junction of Atherton and Grape Street.



Figure 8: Looking eastwards towards the 1839 Salford Junction Canal entrance

- 4.11 The canal linked the River Irwell with a short branch of the Rochdale Canal extending northwards from its main route to the south parallel with Whitworth Street. It comprised an open section (to the west of what was St John's Churchyard and is now St John's Garden) and the tunnelled section, which exists today beneath the Great Northern Warehouse. The formerly open part of the canal has been heavily altered and filled in and the entrance portal beneath Water Street has been blocked off.
- 4.12 By 1850 there were over 80 houses on the site, which were densely concentrated mainly on the site now occupied by Stage One and the neighbouring Breeze Studio and gardens. The majority of these houses were back-to-backs, three-storey terraces and courtyard housing, intersected by occasional public houses.



Figure 9: Watercolour (Albert Pile, 1943), showing the Brunswick Wharf looking north towards Quay Street

- 4.13 By 1888 the study area was becoming fully developed with housing constructed to the western side of Brunswick Basin and Potato Wharf.

Much of the development on site was industrial although there was evidence of a degree of mixed use across the area.

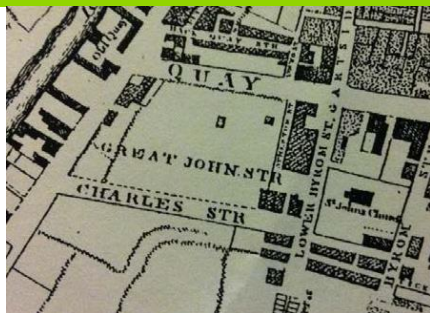
- 4.14 Grape Street, originally called Charles Street, changed its name at some point between 1886 and 1888. This was probably to reflect the number of timber merchants and timber yards located here during that period – ‘Grape’ being a type of wood. Grape Street runs through the middle of the site and is currently not in use as a public highway.
- 4.15 At the start of the 20th Century, the area was divided north to south by the axis of Camp Street and Grape Street and east to west by Lower Byrom Street. South of Grape Street was the railway goods yard and Liverpool Road Station, to the north the warehouses around the canal basin.



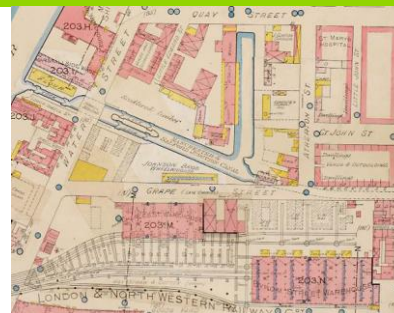
Figure 10: Looking North along Water Street from its junction with Grape Street, 1870

- 4.16 Terraces of houses were located to the east of Atherton Street, Great John Street and Little John Street. St John's Church was demolished in 1931 and enemy action during the Second World War caused considerable damage in this part of Manchester.
- 4.17 Despite the clearance of some housing to the east of Atherton Street, the post-war scene remained largely as it had been up to the 1930.
- 4.18 The prevailing character within the site now largely focuses on the mid-20th Century modern studio buildings constructed by ITV, which make up a large and sprawling proportion of the site.
- 4.19 Spaces in and around the enclosed site are interrupted and severed by later additions and ad-hoc extensions and adaptations for the exterior Coronation Street set.
- 4.20 The site is now largely developed with the exception of two car parking areas and a small landscaped garden containing a small modern studio.
- 4.21 These open spaces are linked by the former public thoroughfare of Grape Street, which still exists in its original late 18th Century street pattern and which now forms the ‘backbone’ to the whole site, connecting most areas of the site and its different buildings.
- 4.22 Until the 1950's, the site was of a low-rise, small grain, with small terraced housing and open timber yards. Following the construction of Granada Studios, the site took on a different character and larger urban grain with large-scale commercial buildings of differing heights and scales.

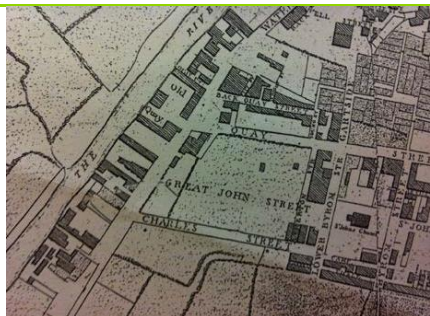
Map Regression



1770 – The site was largely undeveloped, except for two small buildings to the east and a cluster of dwellings to the north-west. Great John Street has been laid out, but is yet to be developed. Liverpool Road, to the south and New Quay Street, to the north, have not yet been laid out but the quay by the river is already referred to as the 'Old Quay'.



1888 – The site and its surroundings have been fully developed by the end of the 19th century with further housing located to the western side of the Brunswick Basin and potato market. The Bonded Warehouse can be seen to the south of the site upon the recently renamed Grape Street. Various buildings including a blacksmiths have been built over the top of the canal opening.



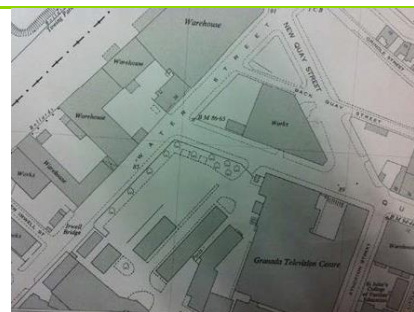
1800 – No major developments had taken place in and around the site. Great John Street has still not been developed and the area to the south, now containing MOSI and Liverpool Road Station, is yet to be laid out.



1957 – The site had been acquired by Sidney Bernstein and Phase 1 of the Granada Studios has been completed. The new studios used some of the existing industrial buildings on the site as offices and canteens with the plan to demolish them once the last construction phase was completed. The new Phase 1 administration building and Studio 2 can be seen to the north-east of the site with a petrol garage located to the right of this.



1850 – The Salford & Manchester Junction Canal has been cut across what was once the continuation of Great John Street. The canal entered an underground tunnel at the junction of Atherton Street and Charles Street (now Grape Street). A potato market is located to the left side of Brunswick Basin, which branches off north from the canal arm. Housing has been developed to the north-west of the site forming Little Edward Street.



1961 – The former petrol garage has been replaced with Phases 2 and 3; the link block and Granada House. Industrial structures still occupy the centre of the site and now have further buildings adjoining them.

Old Granada Studios

- 4.23 Sidney Bernstein (1899-1993) and his brother Cecil started their careers in the music hall and in silent film. Born in Essex, Sidney and his brother opened a chain of picture houses named Granada Theatres Limited in the south of England. The name 'Granada' came from a treasured family holiday to Spain and a visit to an old town of the same name; this name suggested the exotic splendour he was pursuing, such was the ideal behind many early picture houses.



Figure 11: Sidney Bernstein, photographed on top of his penthouse apartment roof, Granada House, early 1961

- 4.24 The 1954 Television Act led to the commercialisation of the television market and opened the opportunity for a commercial studio to compete with the BBC. Sidney Bernstein bought the site with the intention of developing the first commercial television studio in Britain and the first commercial building in Manchester post World War 2.

- 4.25 In March 1955, the Manchester Corporation Town Planning Committee was asked to approve the use of a 4 acre site at Quay Street to be used as a commercial television studio for use by the Bernstein Granada Organisation. Another site had also been suggested for use for the new studios in New Bailey Street, Salford.
- 4.26 The New Statesman reported in February of that year that "Theirs (The Bernstein brothers) will be the first television service in Britain that has never had to function in makeshift surroundings, in studios adapted from disused theatres or warehouses, with offices or dressing-rooms miles of draughty corridor away from the studios".
- 4.27 Following acquisition of the site, Sidney Bernstein promptly began the Granada Studio development with the bulk of development taking place during the 1960s. This development dominated the St John's area and became a key part of the Manchester landscape.
- 4.28 Bernstein commissioned British architect Ralph Tubbs, who had gained an international reputation due to his design for the 'Dome of Discovery' as part of the Festival of Britain in 1951, to create a Masterplan which was adapted over several years with Bernstein taking an active role in shaping the design.



Figure 12: Phase 1 Granada Studios

- 4.29 Construction of the studios began in 1955: 'Phase 1' included the development of 'Studio 2' and an administration block, which opened in May 1956. Bernstein only numbered his studios with even numbers to give an impression that there were more on site than in reality.
- 4.30 Phase 2 (Studio 6) was completed in 1957, using a new construction technique in Manchester. Concrete arch beams were cast on site and raised into place to form the structure, with brickwork filling space in between rather than pre-cast off site.
- 4.31 Phase 3 (completed in 1959) included the development of a Technical and Link Block, which included a special operations room for the direction of emergency broadcasts, a sound effects studio, music and tape recording library, wardrobe and make-up space, dressing rooms and a standard conversion unit.



Figure 13: Granada House Office Building

- 4.32 Phase 4, Granada House (completed 1961), was designed as a new administration block and is the dominant building within the estate.
- 4.33 The tower is thought to be the first example of curtain walling in Manchester, with a concrete frame being constructed followed by a non-structural wall of glazing and infill panels attached to this.
- 4.34 Almost no interventions have been necessary to the façade of the tower, leaving the original external fabric largely unaltered.
- 4.35 The building was designed for conversion to a hotel, if Granada Studios should fail as a commercial venture.
- 4.36 The final large scale development on the Granada Studio site, Phase 5, was developed between 1961 and 1962 and included a new office block and two new studios (Studios 8 and 12).
- 4.37 These studios followed a different architectural design format to the two predecessors and it appears that an appropriate studio design format had been established by this phase. The building would be entirely functional and not decorative.
- 4.38 The 4 storey office block was joined in a matching style to the end of Granada House and used the same blue brick and aluminium windows, but was lower in scale and its top floor was set back
- 4.39 Although 1962 marked the end of the large scale developments on site, a number of other phases were completed during the 1970s and 1980s. This included Phase 6, a largely open-plan space constructed adjoining the western aspect of the entrance to Phase 5 on Grape Street. The building was primarily used as a construction workshop for Coronation Street.
- 4.40 In the early 21st Century a small studio was built in the middle of the mature gardens between Grape Street and Great John Street, and this was later used as the green room for Coronation Street child actors.

- 4.41 In 1988 Granada Studios opened its doors to the public for the first time when the Granada Studio Tours commenced, Europe's first television based theme park. The tour aimed to show the public the workings of television production and to allow them to see behind the scenes of all the famous sets. The tour complex finally closed in 1999 when visitor numbers dwindled and the need for more frequent filming on set was required.



Figure 14: View from Granada House looking towards Stage 2 and its linked Accumulator Tower, as well as the Breeze Studio and mature gardens

Water Street

- 4.42 The development of the Bridgewater Canal and the construction of the railway network centred upon Liverpool Street Station led to a concentration of industry and commerce in the Liverpool Road and Water Street area. The main focus on Water Street during this time was the construction and enlargement of the world's first passenger railway which was built on Liverpool Road close to the junction with Water Street in 1830.
- 4.43 During the early 19th Century the southern end of Water Street contained a small area of terraced housing reaching up to Regent Road including courtyard back-to-back homes.



Figure 15: Looking north along Water Street from its junction with Grape Street, 1870

- 4.44 Development was predominantly industrial in nature, with large shipping and goods warehouses fronting the River Irwell along with industrial and engineering works / factories.
- 4.45 A chemical and dye works occupied the midpoint between the Liverpool Road and Water Street junction, which was replaced by the end of the century by the large Corporation Yard and refuge incinerator.
- 4.46 In the second half of the 19th Century, Regent Road Bridge saw a concentration of development including a Pig Market, Hide & Skin Market and an abattoir.
- 4.47 By the mid-20th Century the housing along Water Street had been demolished and by the late 1980's the Corporation Yard site had been

cleared, along with the Abattoir and Wholesale Meat Market. These were replaced in part with new industrial units facing Regent Road.

- 4.48 The northern section of the Water Street area includes the Grade II listed Albert and Victoria Warehouse, which currently houses the Marriott Hotel and Albert's Shed. Albert's Shed is currently in poor condition; it is partially demolished on the southern elevation, open to the elements on two sides and has an asbestos roof.



Figure 16: Victoria and Albert Warehouse Marriott Hotel

- 4.49 More recent development in the Water Street area has involved a significant reconfiguration of the road system to form the Manchester and Salford Inner Relief Route, which has had the effect of segregating the southern section of the Water Street area.
- 4.50 The decline of industrial and factory uses in the Water Street area, combined with the introduction of the Manchester and Salford Inner Relief Route, has meant that the area has lost most of its historic built form.
- 4.51 The area now contains a large number of surface car parks, development sites and low quality industrial buildings, together with a small cluster of new residential development in the southernmost section.



Figure 17: Water Street Car Parking

2006 and 2012 Development Frameworks

- 4.52 In 2012 a Development Framework was prepared by ITV plc as part of the process of the sale of the site ahead of ITV's re-location to MediaCity:UK. It was primarily prepared as a tool to inform the market about the range and scale of development that might be appropriate for the site. An indicative Masterplan was produced and is provided for reference at Figure 18.
- 4.53 The 2012 Development Framework carried forward many of the development principles that were previously established in an earlier Development Framework for the site, which was considered in 2006.

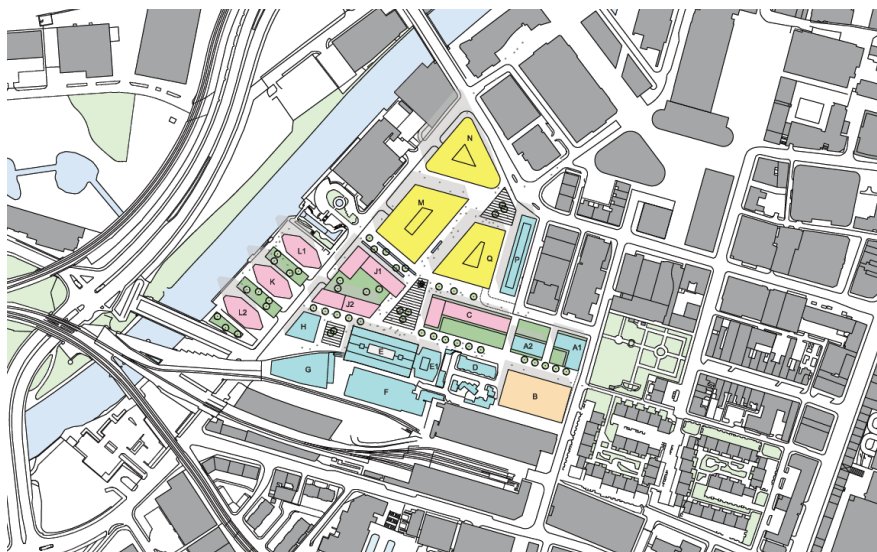


Figure 18: 2012 Development Framework Masterplan

- 4.54 The 2012 Development Framework was noted by Manchester City Council's Executive Committee in March 2012 and was subject to a period of stakeholder engagement and public consultation following this. However, it was never formally adopted as, following the sale of the site, it was clear that a new strategy would be developed to guide its long-term redevelopment.
- 4.55 The MQL joint venture acquired the site and will now drive forward its comprehensive regeneration. ALPL will bring to the project its significant expertise and exceptional track record of delivering major City Centre regeneration schemes, including Spinningfields.
- 4.56 A new indicative Masterplan has been developed for the site, which is informed by its unique qualities and location, as well as an understanding of the strategic and economic context within which the opportunity sits. The illustrative Masterplan and this supporting development framework provide a deliverable strategy for the site, which forms the first stage in the process of securing the redevelopment of the site over the next ten years.

4.57 The new indicative Masterplan also seeks to positively address the issues that were raised during the 2012 consultation, in particular around provision of green space, residential mix and connectivity:

- The existing mature gardens adjacent to the Breeze Studio will be retained for public use.
- The proposed residential uses will comprise a variety of accommodation, including apartments and townhouses, many with outside amenity space.
- The status of Culvercliffe Walk as a private route is recognised; the existing route through St. John's Gardens will provide enhanced connectivity between the study area and Deansgate.
- The site will not have a multi-storey car park; on-site car parking solutions will be incorporated into development proposals in a manner that does not detract from the character or animation of the street.
- The site's designated heritage assets, together with the majority of the non-designated heritage assets, will be re-used to ensure that the richly layered history of the site can be retained and a distinctive sense of place is created.

5 Site Analysis

Introduction to the Strategic Site

5.1 The introductory paragraphs to this document explain the strategic importance of this site and its unique combination of characteristics, which together represent a remarkable opportunity for comprehensive, mixed-use regeneration:

- 13 acres, in a single (MQL) ownership.
- Gateway location.
- Immediate access to the Inner Ring Road (IRR).
- Excellent public transport accessibility.
- Adjacency to Spinningfields.
- Proximity to Castlefield, the St. John Street area, south Deansgate and the Conference Quarter.
- Riverside frontages.
- Neighbouring MOSI – world class visitor attraction and designated heritage asset, which received 830,000 visitors in 2011-2012.
- Sits within the Castlefield Conservation Area.
- The Grade II Listed Manchester and Salford Junction Canal Tunnel and Colonnaded Railway Viaduct, the only listed structures within the

site.

- Listed Buildings adjoin the site, including: the Grade I Listed former Liverpool Road Station; Grade II Listed Victoria and Albert Hotel (now a Marriott Hotel); and Grade II Listed former Atherton Street School (now Gt. John Street Hotel).
- A range of non-designated heritage assets within the study area.
- Historic use of the site has closed it off to pedestrian movement. There is an opportunity, and need, through redevelopment and reuse to create important new physical and functional connection to surrounding city centre districts.

5.2 The remainder of this section of the document provides a more detailed analysis of the site and its context today.

The Study Area

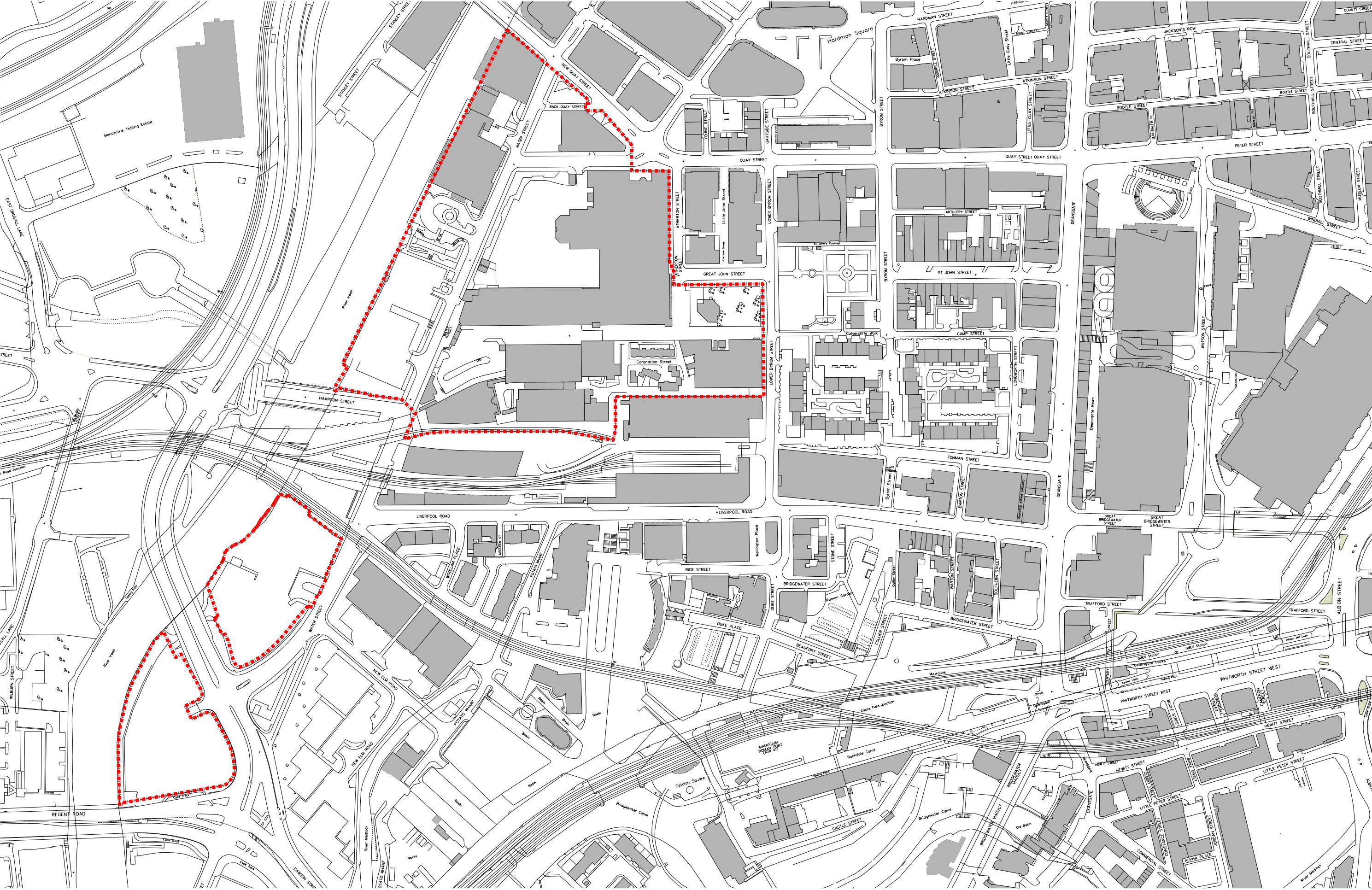
5.3 The 2014 study area incorporates land bounded by Lower Byrom Street to the East, Quay Street to the North, the River Irwell to the west and the Museum of Science and Industry (MOSI) to the south of the site.

5.4 The existing Manchester Marriott Victoria and Albert Hotel and adjacent, disused Albert Shed, which both have frontages to the waterside, are included in the study area.

5.5 The Marriott Hotel is included as a result of its heritage significance as a Grade II Listed building and the need to ensure that it is fully integrated within, and enhanced by, future development.

5.6 The Albert Shed is an important development site and will form a future development plot within the Masterplan and SRF. Two plots to the south of the main study area are also included. These sites are bounded by Water Street, the railway line, the A6042 and the River Irwell.

SITE BOUNDARY



Transport Connectivity

- 5.7 The study area is located in a highly networked location positioned within Manchester City Centre. Regeneration of the site for a mix of uses would promote highly sustainable patterns of transport with accessibility by bus, metro and rail to all commuting destinations in the City Region, Manchester Airport, the regional centres of the Midlands and North, and London, from a choice of interchanges within 10 minutes' walk or 5 minutes free bus shuttle.
- 5.8 It would encourage linked trips by foot between the site and the wide array of cultural, residential, research, shopping and meeting places and commerce in the City Centre, again reducing reliance on the car, polluting emissions and congestion, and saving energy, cost and time.
- 5.9 All modes of public transport are also currently undergoing significant investment and upgrade, which will provide additional capacity, extended coverage and improved service.

Rail Transport

- 5.10 Manchester Piccadilly Station is a world-class interchange, which provides high quality waiting, shopping and business facilities for rail passengers. Piccadilly Station is the main rail hub for the North West, with frequent and rapid services throughout the day and into the evening (with a service approximately every 20 minutes until 2015) between Manchester and London with average journey times of only 2 hours 10 minutes.
- 5.11 Manchester Victoria Station is a major regional interchange, serving destinations to the north and east of Manchester, including direct services to Liverpool (with a fast service at 36 minutes journey time recently commencing) and Leeds (approximately 1 hour 30 minutes journey time). It also has a Metrolink stop, which is currently being upgraded and will form part of the Second City Crossing.

- 5.12 The Station is the subject of a significant level of investment, which will transform it into a transport interchange suitable for the 21st Century. The Northern Hub - a Network Rail project that will deliver £530m of targeted investment to transform Northern England's rail network, stimulating economic growth - will divert many rail services to Victoria Station and as such it will become a vital arrival and departure point to the City.
- 5.13 The Trans-Pennine Express line links all major cities in the North of England (and Scotland) including Newcastle, Liverpool and Hull. For instance, there are 46 services to Liverpool and 62 to Leeds every day. Trains to Birmingham run every half hour and Manchester Airport benefits from up to 8-9 services an hour, with services operating 24 hours a day.
- 5.14 Oxford Road Station is within 10 minutes' walk of Quay Street. Oxford Road carries a number of local commuter services, particularly from south Manchester. Residential areas such as East Didsbury and Mauldeth Road are linked along this railway line. Oxford Road also provides direct and frequent services throughout the day and into the evening to Manchester Airport, Leeds, Liverpool, Newcastle and Nottingham.
- 5.15 Manchester City Centre is at the heart of the most comprehensive commuter rail network in England outside London and the south east and frequent services operate to a wide range of local destinations delivering over 18,000 passengers to the City Centre between 7.30 and 9.30 am each weekday morning.

Northern Hub

- 5.16 The Northern Hub enabling a programme of improvements for rail services within Manchester that are forecast to provide £4 billion of benefit to the wider Northern economy and in practical terms reduce journey times from Leeds from Manchester by 10 minutes and allow for six trains per hour between the two cities rather than four. It will also allow for faster trains to Sheffield, Newcastle and the East Midlands from Manchester.

HS2

- 5.17 In January 2013, the UK Government announced its commitment to Phase 2 of High Speed Rail 2 (HS2). The completion of HS2 in circa 2033 is expected to provide a massive economic boost to the cities of the North of England.
- 5.18 The scheme will provide essential additional capacity across the rail network, shorten journey times between Britain's major population centres, boost the economy and create thousands of jobs. The scheme also has the potential to provide a catalyst, which can attract further investment into Greater Manchester by creating a new gateway into the regional centre and boost investor confidence in the area.
- 5.19 HS2 will allow enhanced connections to London and Europe and deliver increased capacity of this train corridor to meet future demand. HS2 will be connected to the Continent through a link to HS1 (High Speed 1) and the Channel Tunnel. This makes direct rail services possible from stations served by high speed trains to key European destinations including Paris, Brussels and Amsterdam. HS2 will build on the success of HS1, which has already transformed travel between the UK and the Continent.
- 5.20 Journey times will be significantly reduced: Manchester would be 41 minutes from Birmingham and only 1 hour 8 minutes from London, almost halving the current average rail journey times. The proposed Manchester Airport HS2 station would be 32 minutes from Birmingham and 59 minutes from London.
- 5.21 The proposals for HS2 stations at Manchester Piccadilly and Manchester Airport provide major opportunities for stimulating economic growth and regeneration in the surrounding areas. These world-class transport nodes would connect Manchester businesses to the Europe-wide high speed network, providing multi-modal connectivity to the rest of the region and beyond.

- 5.22 At the same time, the Northern Hub rail schemes will bring additional capacity to the classic rail services at Piccadilly Station, by means of two new platforms, and improve services and connectivity to and from the city.

Ordsall Chord

- 5.23 The Ordsall Chord is a key rail project for Manchester; the Chord is a new viaduct that will connect Manchester's Victoria, Oxford Road and Piccadilly Stations, and Salford Central Station (a five minute walk from Quay Street). This investment is intended to help ease a rail bottleneck to the south of Piccadilly and enable faster, more frequent services to run across the North of England, by allowing services to run via Victoria.
- 5.24 The proposals include the widening of an existing old railway viaduct, together with construction of a new railway viaduct, over Water Street, which is a key frontage to the Study Area and will become an increasingly important pedestrian orientated connection over time as the Masterplan is delivered.
- 5.25 The viaducts have the potential to create physical and psychological barriers between the Study Area and key development sites to the south, even if the physical links remain. It is therefore critical that the detailed design of the scheme allows this important strategic link along Water Street to be maintained and enhanced, so as not to risk undermining the benefits that will be delivered by the development of St Johns, including a significant contribution towards economic growth and enhancement of productivity levels.
- 5.26 Design mitigation should be focused on (but not restricted to) the design quality appearance of the bridge itself and the environment beneath the bridge and within the area in terms of the quality of the public realm, security, lighting and ease of access.
- 5.27 The proposals also include a new pedestrian bridge crossing the River Irwell, which will replace the existing Princes Bridge. This connection is

firmly established as an important component of the scheme. The preference is to replace Prince's Bridge in its existing location, however opportunities to relocate it to provide an additional link will be explored. The design and siting of the bridge is important; done well and properly integrated, it will have a positive influence on the regeneration potential of the study area.

- 5.28 Funding for the Ordsall Chord was confirmed in March 2011 and it is due to be operational by Winter 2016 / 2017. The scheme has been the subject of a series of consultation exercises and was considered at a Public Inquiry during Spring 2014. A final decision is expected to be issued by the Department for Transport during Autumn 2014.
- 5.29 The detailed design of the Ordsall Chord, as well as its construction and management, will need to be carefully handled to ensure that the surrounding regeneration sites and heritage assets are protected and that the future redevelopment potential is not adversely impacted.

Metrolink Services

- 5.30 Metrolink transports on average 18 million passengers a year to and from the City Centre. Deansgate-Castlefield Metrolink Stop is within 5 minutes' walk of the study area. During peak periods 10 trams run each hour, with 5 per hour in the off peak. Lines run to Ashton-under-Lyne, Altrincham, St Werburgh's Road, Didsbury, Eccles, MediaCity:UK, Droylsden, Rochdale and Bury.
- 5.31 The Metrolink service links areas where people live to areas where people work. Metrolink provides a popular commuter option, which penetrates the City Centre within easy reach of Quay Street. It is extremely popular with commuters, shoppers and tourists. Routes generally operate until midnight during the week and 1am at weekends.
- 5.32 Already an important Metrolink interchange, St. Peter's Square is anticipated to become the busiest tram stop on the Metrolink network when

the Second City Crossing becomes operational, expected to be by 2016.

- 5.33 The proposed Second City Crossing will run through St. Peter's Square, and will provide new linkages between Deansgate-Castlefield Metrolink stop and the northern edge of the City Centre at Corporation Street. It will provide passengers with the ability to easily interchange between tram services from all parts of Manchester and also provide additional capacity on the network to support further proposed extensions.
- 5.34 Deansgate-Castlefield Metrolink stop is a short walk from the study area and is also the subject of significant investment to enhance the passenger environment and provide for greater capacity and accessibility. The new island platform is now complete and open, paving the way for demolition of the old outbound platform and following this the construction of a third platform. Work has also commenced on the refurbishment of the pedestrian bridge connecting the stop to Deansgate Rail Station. A new lift and steps will also be installed. New trees and a living wall will help to create an oasis feel at the stop.
- 5.35 In addition, there are proposals to expand the network to Manchester Airport, which will mean that in the future even more people will be using the tram to access the centre of Manchester. Following the completion of the proposed Phase 3 extensions, Metrolink will provide enhanced access throughout the conurbation.

Bus Travel

- 5.36 Metroshuttle, the free City Centre bus, provides a regular and efficient service connecting the major transport hubs of Piccadilly, Victoria and Shudehill Interchange, as well as the major shopping, cultural, heritage and business quarters. Launched in 2002, Metroshuttle carries a total of 1.5 million passengers annually across the city. Metroshuttle buses link people to employment and leisure opportunities within the central business district, including Spinningfields.

- 5.37 Metroshuttle means local employers can be sure that their staff can get to work easily by public transport. Services often provide the final stage of a journey to work, which means commuters can enjoy flexible local interchange at no additional cost when they arrive in the city.
- 5.38 The City Council is committed to pursuing the policies set out in the Second Local Transport Plan that seek to secure improvements in four shared priorities; air quality, congestion, modal shift and road safety. Experience has demonstrated that, as with Metrolink, car users who traditionally would not use buses are happy to use Metroshuttle. Modal shift from car to public transport, helps to limit congestion, cuts emissions and contributes to clean air targets.
- 5.39 Metroshuttle routings will be revised to ensure that the site is fully connected to this unique service (to be confirmed with TfGM).
- 5.40 The City Council will work with future developers and occupiers to produce innovative travel to work plans in order to encourage staff to use public transport and to help the City and the Region achieve its targets for environmental improvements.

Manchester International Airport

- 5.41 Within the UK, Manchester Airport offers the largest network of destinations served outside of London. With an existing network of domestic services unrivalled by any other UK airport, Manchester airport is able to offer direct daily services to many European capital cities complemented by a comprehensive network of secondary cities within Europe.
- 5.42 The ability to offer multiple frequencies of services by a number of airlines to all European capital cities ensures the business community in the North West of England has excellent air service connections operated by airlines offering the most competitive air fares.

- 5.43 The long haul network available from Manchester rivals many available from some European capital cities.
- 5.44 Manchester Airport is also easily accessible by rail, with Manchester Airport Rail Station providing a direct rail connection from both Manchester Piccadilly and Manchester Oxford Road Rail Stations in the City Centre.
- 5.45 Work has recently commenced on a fourth platform at Manchester Airport Rail Station as part of the Northern Hub programme, which aims to increase capacity and allow connections for businesses and travellers to the Airport City development.

Pedestrian Connectivity

- 5.46 The existing use of the site as television studios has caused it to be closed off to the public. Redevelopment and re-use of the site will open it up, creating huge potential for new physical and functional connections between City Centre districts, linking existing and newly created public spaces as well as a wide range of complementary residential, employment, retail, cultural facilities, conferencing, hotel, leisure uses and visitor attractions.
- 5.47 Existing pedestrian connections and linkages around the study area are illustrated on the Connections Diagram.

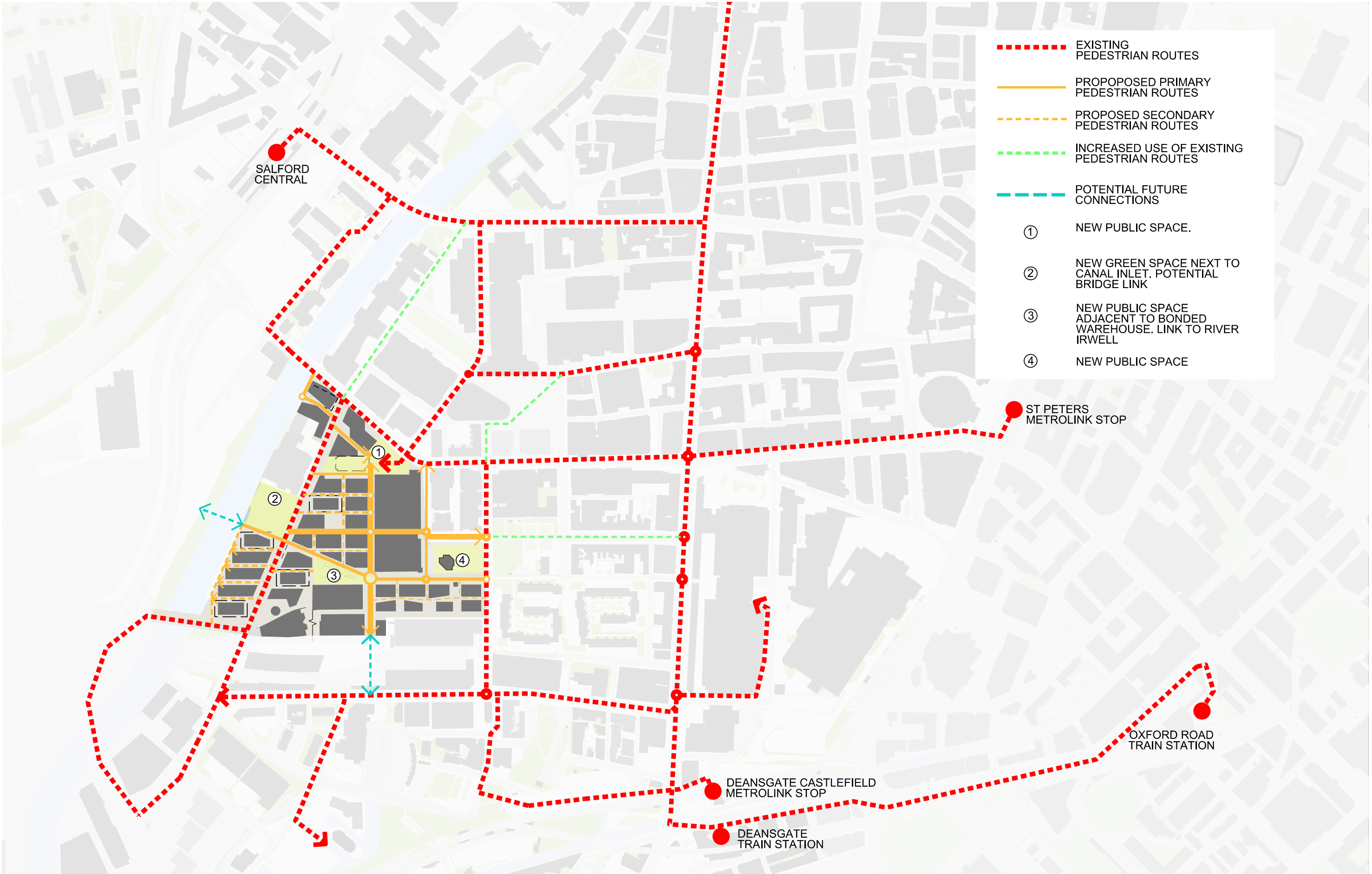
Public Open Space

- 5.48 Pockets of public open space provide respite for residents, visitors and workers, and give the area character. The St. John Street Gardens is a key green public open space which was built on the location of the former St. John's Church and graveyard.
- 5.49 The Irwell City Park is becoming an increasingly used recreation route. This will further increase as improvements to the route are undertaken. It links the site to Salford Quays including MediaCity:UK and Salford.

- 5.50 Spinningfields features Hardman Square, which is regularly used for “pop-up” events, including an outdoor cinema and ice-skating rink.
- 5.51 Castlefield features key public open spaces, including St. Mary's Gardens beside the White Lion and fronting Liverpool Road. This space leads to the Roman Fort and Granary, a reconstructed fort denoting the former Roman settlement on the site. The Castlefield events arena is located to the south of Liverpool Road. This space is used for both recreation and public events such as concerts.
- 5.52 One of the most well utilised forms of public open space in the area are the routes created by the area's industrial heritage. The paths and towpaths

alongside the River Irwell, leading to the Manchester Ship Canal, the Bridgewater Canal in Castlefield, and the spaces beneath the railway viaducts are frequented by recreational users.

- 5.53 Opening up the study area will provide links between these public spaces, particularly Spinningfields and Castlefield, St. John Street Gardens and the River Irwell. This will help to create a sense of place and bring the complementary uses together.

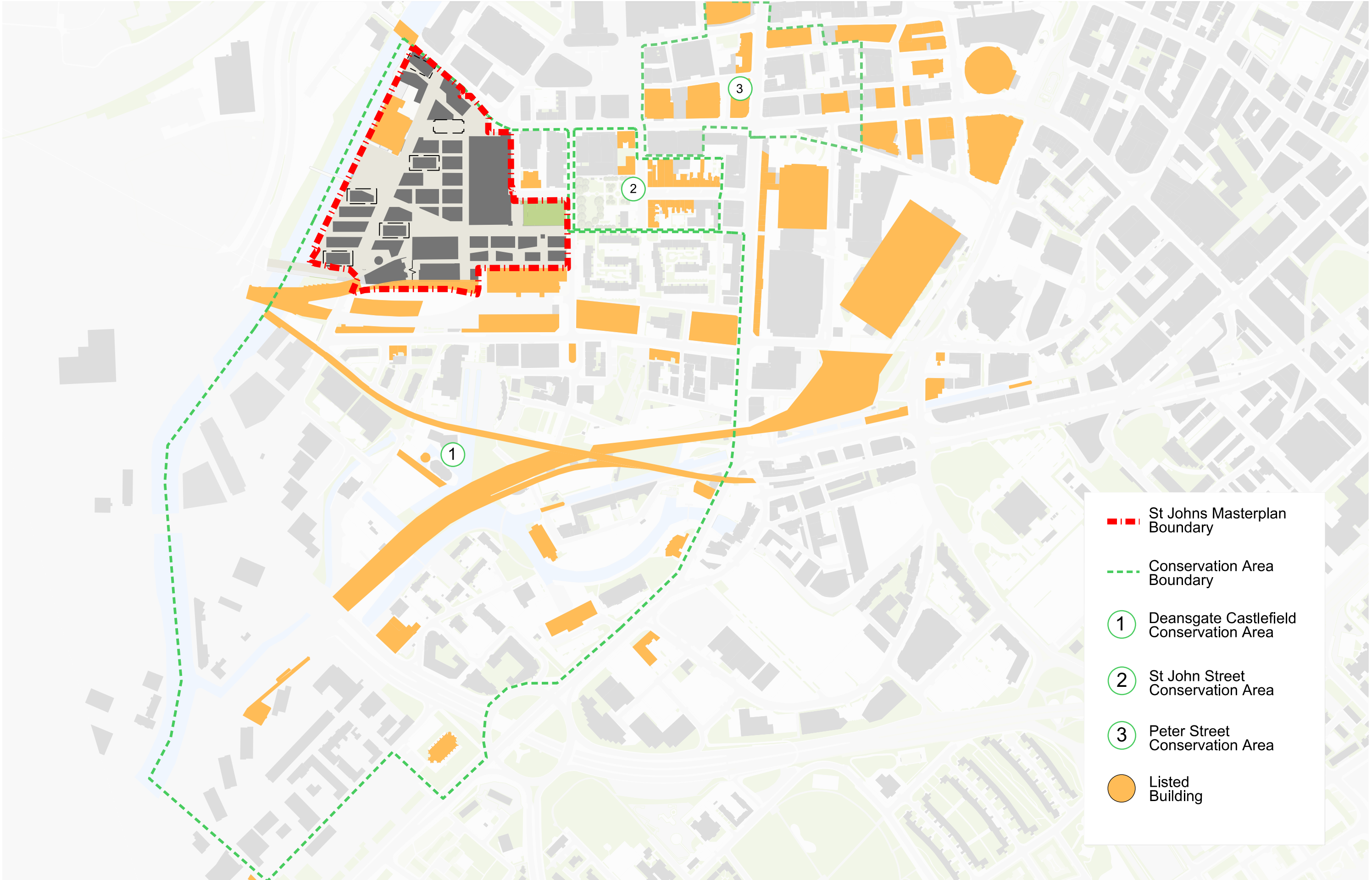


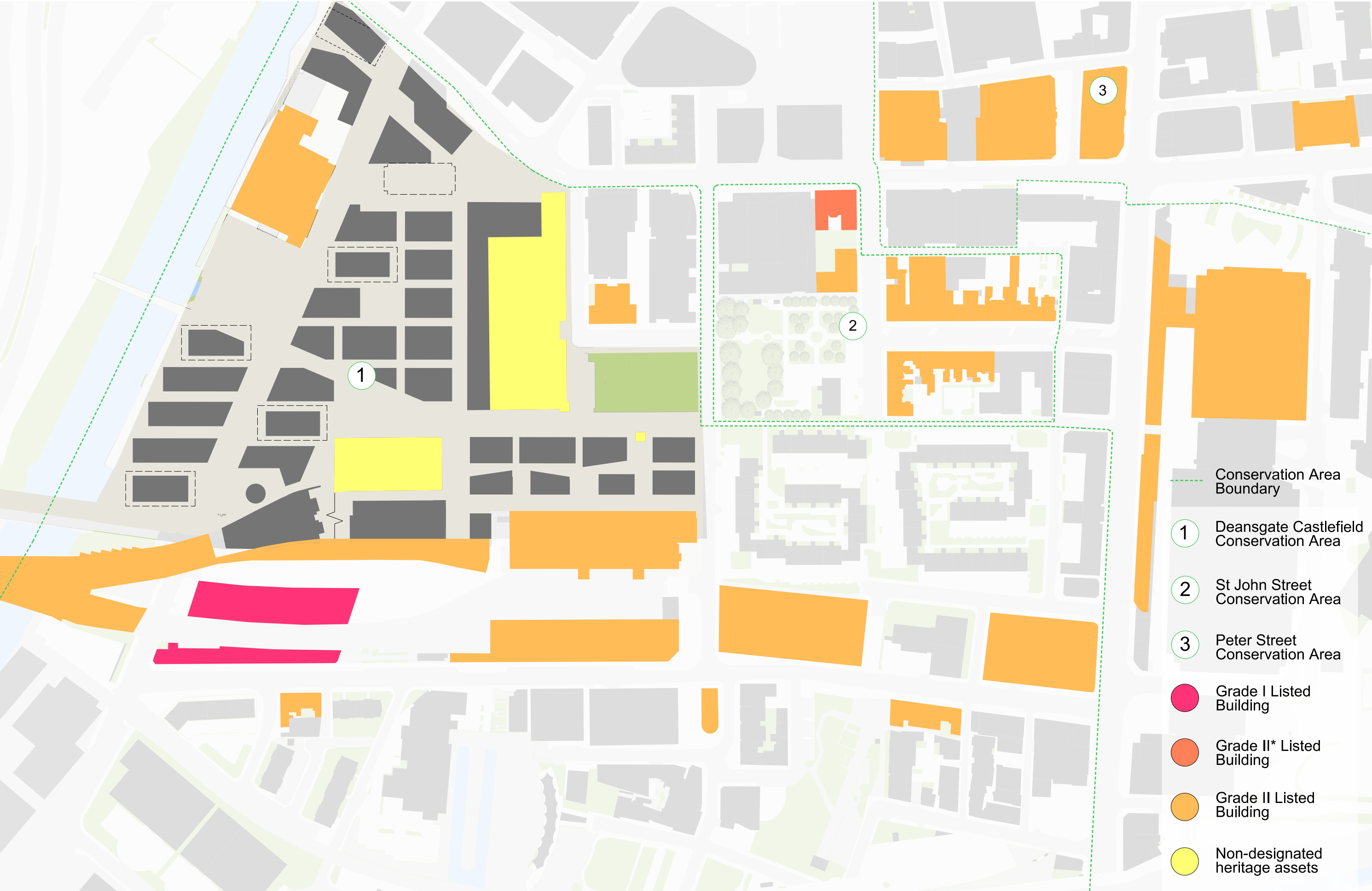
Heritage Context

- 5.54 The site falls entirely within the Castlefield Conservation Area, which is one of the largest Conservation Areas in Manchester. Today, uses in Castlefield are directed towards leisure, tourism and residential including a number of conversions of warehouses to residential use. Guidance for the area encourages new development that incorporates a mix of uses.
- 5.55 The Castlefield Conservation Area embraces a range of historic priorities and other assets, which collectively represent the development of transportation within Manchester. This includes a network of canals with associated warehouses built along the River Irwell and the Bridgewater Canal, the latter of which was replaced in importance by the railway, including the world's first passenger railway station on Liverpool Road.
- 5.56 Today, the main characteristic of the Castlefield Conservation Area is the wealth of evidence of the industrial revolution and its corresponding buildings and infrastructure. The canal basins and wharves, coupled with the railway viaducts, result in an unique multi-level environment. The variety of building materials is wide, with stone, brick and slate used extensively, alongside the cast-iron columns supporting the railway viaducts and the iron lattice beams of the viaducts themselves.
- 5.57 The site is also in the immediate setting of the listed buildings of the MOSI complex, including the Grade I Listed Liverpool Road Station and 1830 Warehouse Buildings. As such its development will have a direct effect on the character and appearance of the Castlefield Conservation Area and these listed buildings.
- 5.58 The listed and unlisted buildings in the vicinity of the site, and their relationship to one another and the Castlefield Conservation Area collectively illustrate the development of this part of Manchester. They tell us a good deal about how the City evolved during the 19th and 20th Centuries, about the transformation of the older City by social and economic change and lifestyles in various periods, by the rise and fall of industry as a major force and about the effect this had on the historic building stock and urban grain. The railway heritage of the MOSI site has important communal value: the railways are a central element of modern British history and of social life since the early 20th Century.
- 5.59 In terms of heritage significance, elements of the Study Area currently detract from the character and appearance of the Castlefield Conservation Area. This is by virtue of the lack of coherence and visual quality in large areas of the site: the large western car park, the jumble of the studio buildings, the bland brick box of the Coronation Street internal set, etc. It forms a large and impenetrable block in an important part of the Conservation Area close to the City Centre, and does not relate to its surroundings.
- 5.60 Elements of the Study Area also detract from the heritage significance by virtue of their appearance and layout, and by not having a positive relationship with the surrounding parts of the Conservation Area. For example, the weakness of the townscape, lack of enclosure and poor interface with the River Irwell caused by surface car parking to the west of Water Street and the blank enclosure of the site boundary to the east are considered to have a negative impact, with opportunities for significant improvement.
- 5.61 Liverpool Road is considered to be of high value to the Castlefield Conservation Area as a whole. The dominant characteristic of the western end of Liverpool Road is the relatively continuous tight urban grain and back of pavement construction. The slight incline towards Deansgate allows views west towards the River Irwell and above the high perimeter wall of the Liverpool Road Station, allowing interesting glimpses of the Grade I Listed Goods Warehouse within the station yard. The Irwell sits in a subtle, yet distinctive, shallow bowl and there is an opportunity for this characteristic to be reinforced by the building heights of the Masterplan.
- 5.62 The site is adjacent to the John Street Conservation Area, which is a small area centred around the only surviving Georgian terrace street in central

Manchester. The designated area is bound by Lower Byrom Street, Quay Street, Byrom Street, Artillery Street, Longworth Street and Camp Street. Today it is the location of a range of professional offices, including legal and medical professions.

5.63 Within the John Street Conservation Area, on the eastern side of Atherton Street facing Great John Street is the Grade II Listed 'St John's College Of Further Education', a late 19th Century school which has been converted to become the Great John Street Hotel.





Site Description

Granada Studios Site

- 5.64 The site is the former home of ITV's Manchester Regional Head Office, incorporating a range of uses including office functions, production and filming functions and staff car parking.
- 5.65 Buildings on the site include the Granada House office building; a selection of studio facilities; the Coronation Street sets; Starlight Studio Tours (now closed); the Victorian Bonded Warehouse, the Globe & Simpson building, and elements of the railway viaduct leading to the Lower Byrom Street Warehouse. The existing buildings on site have been developed and adapted over the last 50 years to meet the growth requirements of television production.
- 5.66 The density of the site is significantly lower than that of neighbouring sites and, with the exception of Granada House, the height of buildings is also lower. Granada House is an 10 storey office building, which was completed in 1956. The exterior of the building features light grey granite walls and glazing.
- 5.67 Along the southern boundary of the site are viaducts that were historically rail routes to Liverpool Road Station. The centre piece of the site, the existing Victorian Bonded Warehouse building, is located directly adjacent and upon part of these viaducts, where the ITV Granada site ownership ends. It is visible from the outside of the site and is currently unused.
- 5.68 The Bonded Warehouse is a 6 storey building, which was constructed in red brick in the 1880s or 1890s. It was originally a terminal for goods transported by train to and from Manchester.
- 5.69 The ground and first floors and the third - fifth floors were historically used for storage, and the second floor, which was constructed above the railway viaduct level to match the deck of the train carriages, was used as the

main loading and unloading area. On this floor the locomotives passed through the building and a tall floor to ceiling height allowed for access. The ceiling construction is brick vaulted, which would prevent sparks from the locomotive engines penetrating the building.



Figure 19: Bonded Warehouse, Studio and Car Parks fronting Water Street

- 5.70 The construction of the Bonded Warehouse is substantial and suggests vast quantities of goods were stored here. The ground and first floors have brick columns that are acting as above ground foundations. They are approximately 2.4m x 3.2m in size and support a cast iron and a riveted steel column and beam structural system.
- 5.71 The Coronation Street lot, which is a $\frac{3}{4}$ size outdoor set, and various low scale stage set buildings are located to the east of the Bonded Warehouse. The purpose built studios provide large internal studio spaces and smaller studios for uses such as post-production.
- 5.72 Set upon the railway viaduct and directly to the south of the Bonded Warehouse is another stage set building (Stage 2), and to the west the glazed viaduct arches that front an area of car parking at grade level. This

area of car parking fronts onto Water Street to the west with direct access through security gates, which are now permanently closed.



Figure 20: Coronation Street Lot

- 5.73 The boundary treatment along Water Street consists of a series of small security buildings, a toilet block and turnstile entrances. Above the arches on the viaduct is the Starlight Theatre, which was once part of the Granada Tours visitor attraction.
- 5.74 Other features of the site include the red brick exterior wall of MOSI on the south east corner of the site and elements of the railway viaduct, which leads to Lower Byrom Street Warehouse. The raised used and disused railway viaducts currently provide a barrier to the urban forms and the continuity of the streetscape, in particular at the junction of Liverpool Road and Water Street.
- 5.75 The two storey Globe and Simpson building is located on the northern edge of the site, on land bounded by Quay Street, Water Street and New Quay Street. It was previously used by ITV as a business service centre.
- 5.76 The building was completed in the 1930's on a 'flat-iron' island site and is simply constructed of red-brick with a more detailed, low-rise, modest Art Deco clock tower using painted stone/concrete blocks. The original

modern clock face is located to its upper portion. All windows and doors have been replaced.



Figure 21: Globe & Simpson Building

- 5.77 There is a small, triangular parcel of vacant land, immediately to the north of Globe and Simpson building.
- 5.78 Land located on the western side of Water Street is leased and operated by NCP and is used for car parking. An entrance lock to the River Irwell is located between the car parking lots and the Marriott Hotel.

Victoria & Albert Warehouse and Albert's Shed Site

- 5.79 The Marriott is an established, high quality 4 star City Centre hotel situated within the Grade II Listed former Victoria and Albert Warehouse (early to mid- 19th Century), which fronts the River Irwell.
- 5.80 The five storey buildings are constructed from red brick with sandstone dressings and slate roof, with a quay of very large dressed stone blocks.

- 5.81 Victoria Warehouse is an L-plan form with one range at right-angles to the street and the other parallel to the quay. Albert Warehouse continues from the north end of this.



Figure 22: View towards Victoria and Albert Warehouse and quay

- 5.82 Albert's Shed is an early 20th Century adaption of a perimeter wall formally belonging to a wing of the Albert Warehouse and the adjoining Ship Canal Company Yard wall.

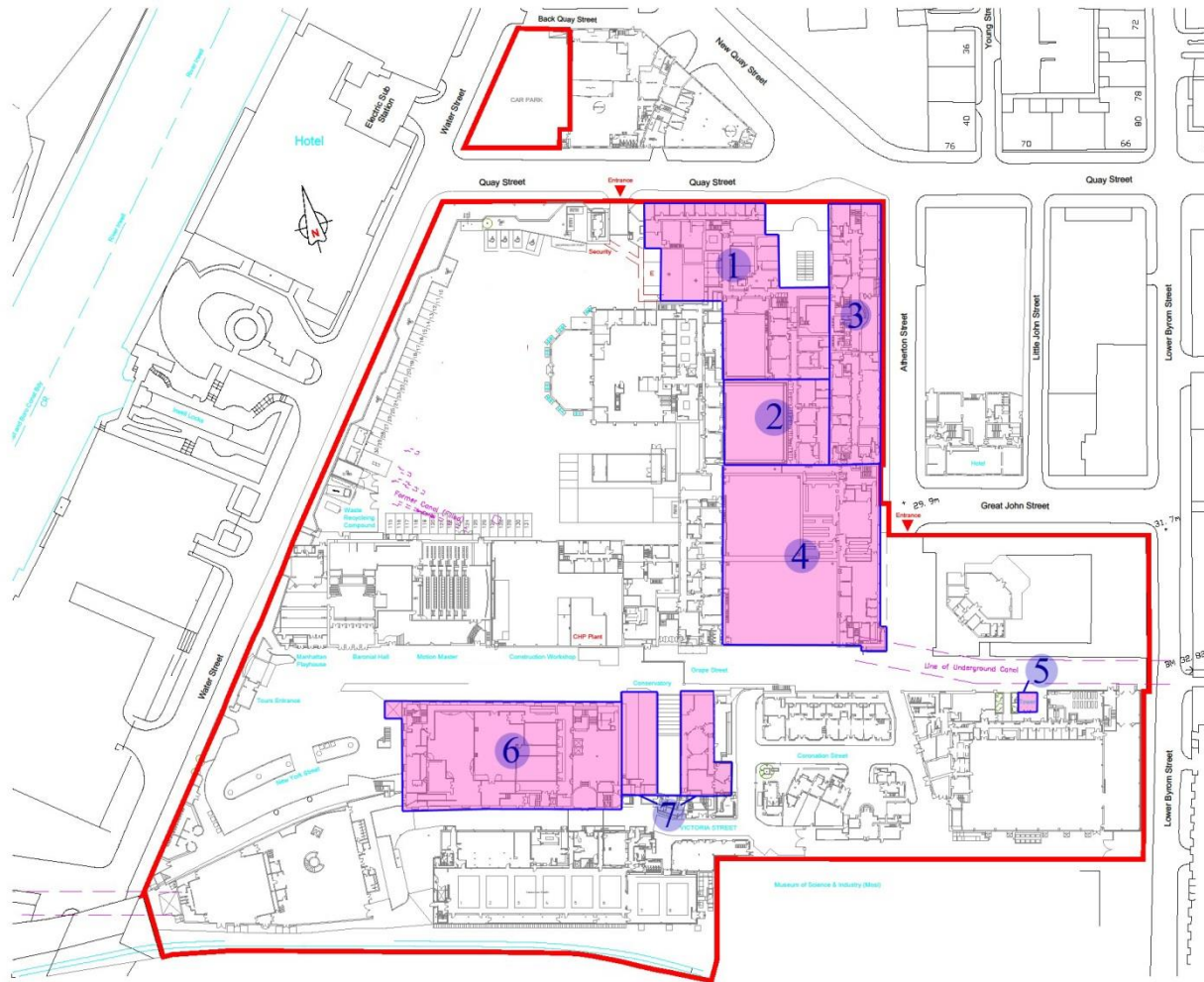


Figure 23: Albert's Shed Site

- 5.83 Between the years 1908 and 1922, the Albert Warehouse was partially demolished, leaving parts of its external warehouse and yard wall in-situ at approximately 6ft. These were subsequently built on top of to form an open sided shed with three new gable ends with a series of new window openings.
- 5.84 The remaining lower parts of the Water Street elevation contain a blocked doorway, once leading into the Albert Warehouse, which now forms part of the external wall of the shed. This doorway forms an early chamfered, ashlar-stone door surround.
- 5.85 Albert's Shed is not considered to be a non-designated heritage asset, although it does have some local value. There is scope for alteration or demolition subject to further internal inspection.




Key Heritage Features




5.86 The following section identifies the key heritage features contained within the study area, with the map at Figure 24 providing a site overview against which the following table is cross-referenced







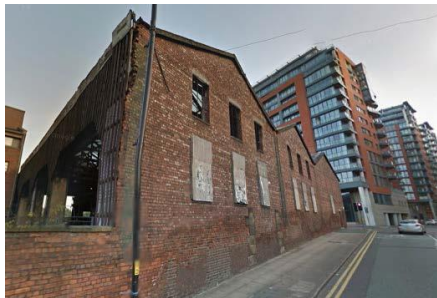

1. Administration Block and Studio 2
2. Studio 6
3. Granada House
4. Granada House Annexe and Studios 8 and 12
5. Accumulator Tower
6. Bonded Warehouse
7. The Stables

Figure 24: site map illustrating the location of the non-designated heritage assets

Heritage Asset	Heritage Status	Analysis	Image
Colonnaded Railway Viaduct	Grade II Listed	<ul style="list-style-type: none"> The Colonnaded Railway Viaduct is partially within the boundary of the site, located underneath the Starlight Theatre and Stage 2 buildings. A series of cast-iron columns on stone bases, supports the viaduct, which has cast-iron beams showing at the sides The Viaduct will be retained and particular attention will be given to the redevelopment of the site of the Starlight Theatre and Stage 2, which could have an impact on the viaduct structure. 	
Manchester & Salford Junction Canal Tunnel	Grade II Listed	<ul style="list-style-type: none"> The original inlet from the River Irwell is still existent, but the stretch under Granada's car park has since been in-filled. The underground canal tunnel carries on beneath the studios and the former Grape Street at this point and remains unaltered beneath the studio buildings. The underground stretch of Junction Canal from Atherton Street to Watson Street was statutorily listed in 2013, principally in recognition of its use as WWII air-raid shelter. It is a good surviving example of a deep tunnel air-raid shelter, having been converted in 1939/40 and it survives as an evocative monument to civil defence during WWII. The tunnel will be retained; there is scope for an access point and interpretative board to highlight the importance of the tunnel. Although not part of the listing, the c1839 Manchester & Salford Junction Canal locks and adjoining landscaped forecourt provides a pleasant visual amenity to appreciate the historic context and former use of the area. 	
Grape Street Bonded Warehouse	Non-designated Heritage Asset	<ul style="list-style-type: none"> Virtually unaltered exterior including original doors and windows. Some internal alterations to house the Granada Tours; however, these are largely reversible and contained to the lower floors. Much altered basement floors. Large open plan warehouse floors (where unaltered) supported by cast iron pillars. Exposed brick interior walls and early timber floors. Loading bays to ground floor provide an awkward useable floor height. Scope for internal division, but taking into consideration the alignment of internal supporting iron pillars and window/door openings. Possibility for total alteration to the basement level. Ground floor external elevations have the scope for retail units. 	

Heritage Asset	Heritage Status	Analysis	Image
Grape Street Bonded Warehouse Stables	Non-designated Heritage Asset	<ul style="list-style-type: none"> Building has been altered internally and externally. The building is evident of the transport needs of a later 19th Century railway and good depot. The middle of the building has been glazed and provides a well-lit internal courtyard. The buildings are considered to be non-designated heritage assets, although the loss of these buildings could be balanced by the retention of other, more significant, non-designated heritage assets Much altered internally with scope for major internal alterations. The former Granada Tour's alterations, i.e. Rovers Return and Woolpack frontages have scope for removal and further alteration. 	
Accumulator Tower	Non-designated Heritage Asset	<ul style="list-style-type: none"> The tower is in good condition, and survives relatively unaltered. It is closely linked with the neighbouring Grade II Listed MOSI warehouse. The tower was built to provide hydraulic power to the adjoining Lower Byrom Street Warehouse (MOSI) and in the same style and materials. A relatively unusual surviving example of an Accumulator Tower, it one of a handful of matching towers constructed towards the end of the 19th Century for the London & North Western Railway Company. The building has scope for internal alteration/incorporating the tower into a new building as part of the proposals. Internal machinery could be removed to create a useable space. The tower could provide a key landmark. Externally, possible scope for alterations to the rear elevations. Main exterior elevations should remain unaltered. 	
Phase 1: Original Entrance and Admin Block	Non-designated Heritage Asset	<ul style="list-style-type: none"> Externally the building is largely unaltered from its original design and demonstrates the early design concept for the experimental first commercial television studio venture in Great Britain. The building is a good example of mid-1950's design and materials. The original entrance and terrazzo cantilevered staircase, designed by Ralph Tubbs survives. The building has been altered internally with removal and addition of partition walls. The building has scope for internal alteration. Externally, later additions abutting the building could be removed or altered to open up the original space. 	

Heritage Asset	Heritage Status	Analysis	Image
Phase 2: Studio 6 and associated accommodation	Non-designated Heritage Asset	<ul style="list-style-type: none"> Phase 2 is an important element of the development and initial growth and expansion. Areas of the original exterior can be seen from higher levels of the adjoining Granada House. Internally the original concrete ribbing from Tubbs' design survives. The building has scope for internal alteration. Externally, later additions abutting the building could be removed or altered to open up the original space. 	
Phase 3: Technical and Link Block	Non-designated Heritage Asset	<ul style="list-style-type: none"> This phase was planned to eventually link Phase 2 to the next anticipated Phase 4 (Granada House). The building evolved Tubbs' initial designs for the studio. Phase 3 allowed for state of the art technical procedures and facilities to be housed adjacent to the studios. The building has scope for internal alterations and the removal of later alterations and partitions. Original internal spaces could be re-established. Later external additions, such as the staff canteen, could be removed to reveal the original plan of the building. 	
Phase 4: Granada House	Non-designated Heritage Asset	<ul style="list-style-type: none"> Dominant element of the Granada Studio's complex designed by Ralph Tubbs. Thought to be the first example of curtain walling in Manchester. The building is a largely complete example of a late 1950's tower block. Penthouse apartment at roof level which originally served as Sidney Bernstein's private apartment. The building was designed to function as a hotel in the event that Granada failed as a successful television studio. The building contains large open-plan office floors which could easily be re-used. Later internal partitions could be removed. External curtain wall is original and unaltered and should be retained. 	

Heritage Asset	Heritage Status	Analysis	Image
Phase 5: Office Block and Studios 8 & 12	Non-designated Heritage Asset	<ul style="list-style-type: none"> Externally, the building matches and compliments Ralph Tubbs previous adjoining Phase 4 (Granada House). The building continues the recognisable Granada building format up to Grape Street, harmoniously completing the entire western side of Atherton Street. Internally the building is a mass of small rooms on different levels to that of Granada House, making an awkward and confusing space to navigate. There is no notable design or decoration. Large blank return elevation of blue brick facing Grape Street. Scope for major internal demolition/alteration. Structures and rooms located behind, but attached to the Atherton Street frontispiece, have scope for demolition. Scope for inserting openings into large blank wall facing Grape Street. 	
Albert's Shed	Local Value	<ul style="list-style-type: none"> Early 20th Century utilitarian 'shed' structure incorporating parts of early 19th Century former warehouse wall. Basic concrete and timber frame construction with sloping corrugated asbestos roof. Structure is open on two sides and itself partially demolished to the south. Large 20th Century space backing onto the River Irwell. Scope for demolition, alterations and / or internal alterations. Early c1840 Water Street elevation associated with the Albert Warehouse including part of former stone door surround. 	
Globe & Simpson Site	Local Townscape Value	<ul style="list-style-type: none"> Low-rise concrete and brick building occupying part of a larger island site. Front elevation with Art Deco clock tower at its junction with Quay Street and New Quay Street has some low local interest Due to the modest Art Deco design, shape and prominent position in Manchester, the building does have some local townscape value. Whole site, including vacant plot to the rear could be utilised. 	

6 Core Development Principles

Introduction

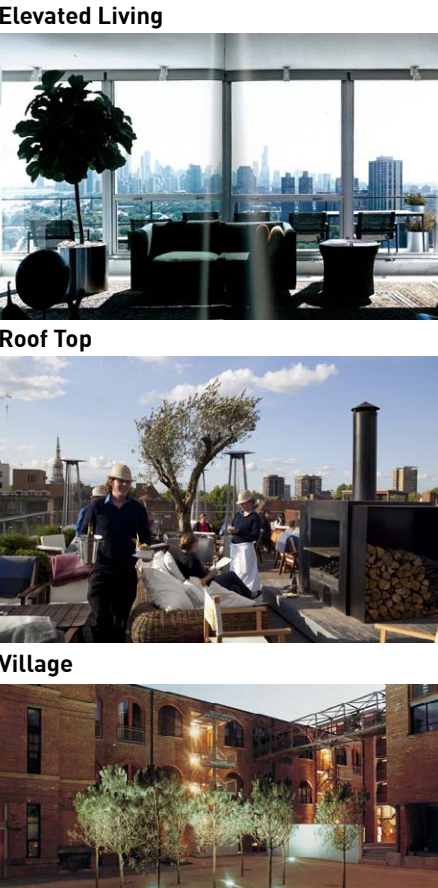
- 6.1 The purpose of this document is not to prescribe a form of development as inevitably there will be many different options and combinations of development which could deliver the vision for the site.
- 6.2 It is, however, important to identify a series of principles at the outset that will inform the further detailed masterplanning of the site as well as the design of the constituent development components.
- 6.3 This is important in terms of ensuring that proposals come forward in a fully integrated and carefully coordinated manner, as well as ensuring that development is founded on set of principles that will allow the full potential of this strategic regeneration opportunity to be maximised for Manchester and the City Region.

Core Development Principles

- 6.4 The following development and urban design principles will lie at the heart of the proposals:
- 6.5 To deliver a best-in-class city centre neighbourhood; a place to live, work and play; a place for enterprise and innovation; for culture, entertainment and leisure; a unique proposition for Manchester that will raise its international profile and set it apart from its peer cities.
- 6.6 In so doing, to ensure that the development is fully integrated both

functionally and physically with the rest of the City Centre and adjoining City Centre neighbourhoods including Spinningfields, the Museum of Science and Industry (MOSI) and Castlefield.

- 6.7 To re-establish Manchester's tight-knit urban grain across this part of the City and create a meandering network of public spaces and complementary range of uses that connect the site and the River Irwell to the existing St John's residential area immediately to the east through a form of development based on the "Village" concept identified in Section 2 of this document and described in the Masterplan Concept diagram. As part of that process, the opportunity should be taken to recreate the historic building lines along Grape Street, Lower Byrom Street, Great John Street and Water Street.
- 6.8 To provide for a range and mix of high quality residential accommodation as part of the creation of a vibrant, well-managed and sustainable new neighbourhood of choice, which seeks to foster a sense of community and encourage long term owners and occupiers.
- 6.9 A form of development that retains and reutilises the site's key heritage assets including the Bonded Warehouse, Granada House and Accumulator Tower and integrates those features into the new urban form. It will be important to reflect the site's layered history and through that strategy it will be possible to create an exceptional and distinctive sense of place.
- 6.10 A form of development that retains and reutilises some of the existing studio space for a range of uses including music, theatre, leisure, thereby creating a holistic cultural destination. The opportunity to capitalise on these existing features of the site will give a distinctive, multi-layered character that encompasses past, present and future.



Elevated Living

LIGHT

SPACE

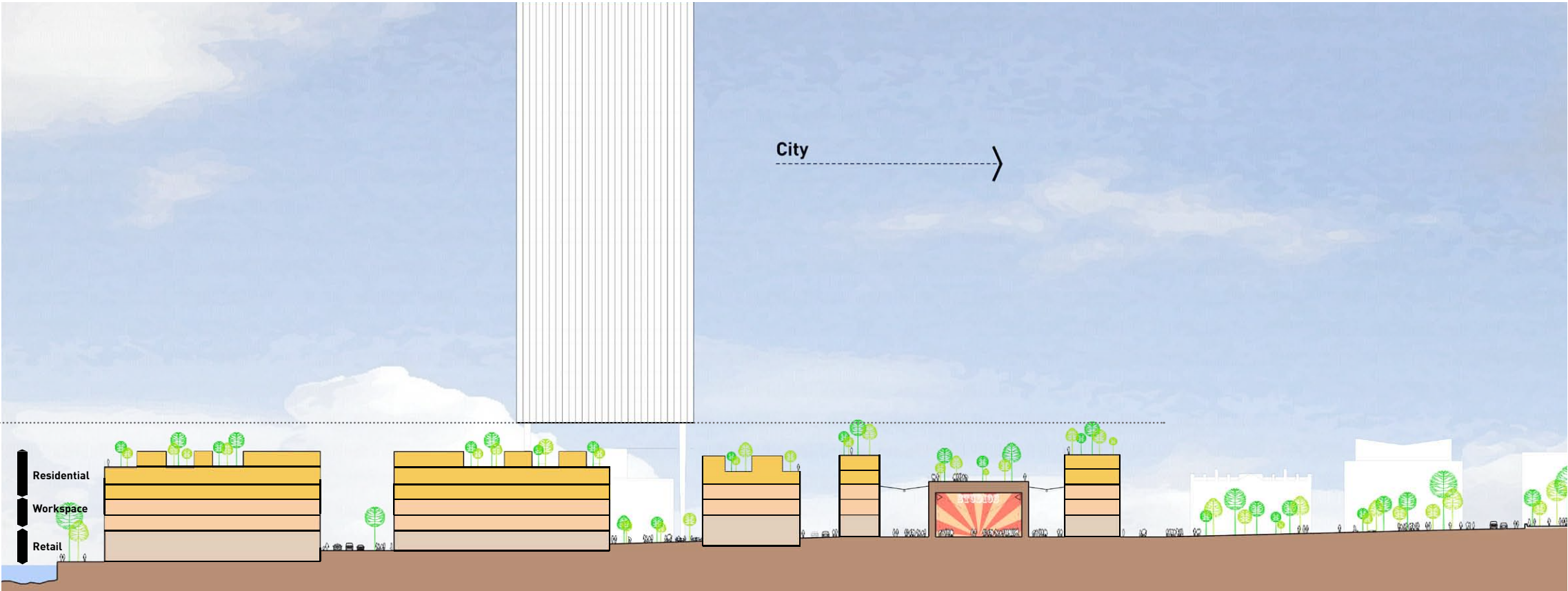
VIEW

Village

INTIMATE

TEXTURE

SCALE



6.11 The proposed mix of complementary uses will equally combine to create this distinctive sense of place and will ensure life and vitality on weekdays, in the evenings and at the weekend.

6.12 A scale of building form that in height and plan extends the scale of St. Johns across the site. The Village concept – including 5-7 storey building forms – is intended to extend across the site to the River Irwell. This form of development will lend itself to a horizontal layering of uses, including flexible commercial studio space above a ground floor of retail for a range of mixed uses that could include media companies to internet businesses as well as designer makers and artists. Above the studios a roof-scape of residential units and terraced gardens to the Village provide 24 hour 7 days a week life to the new city neighbourhood.

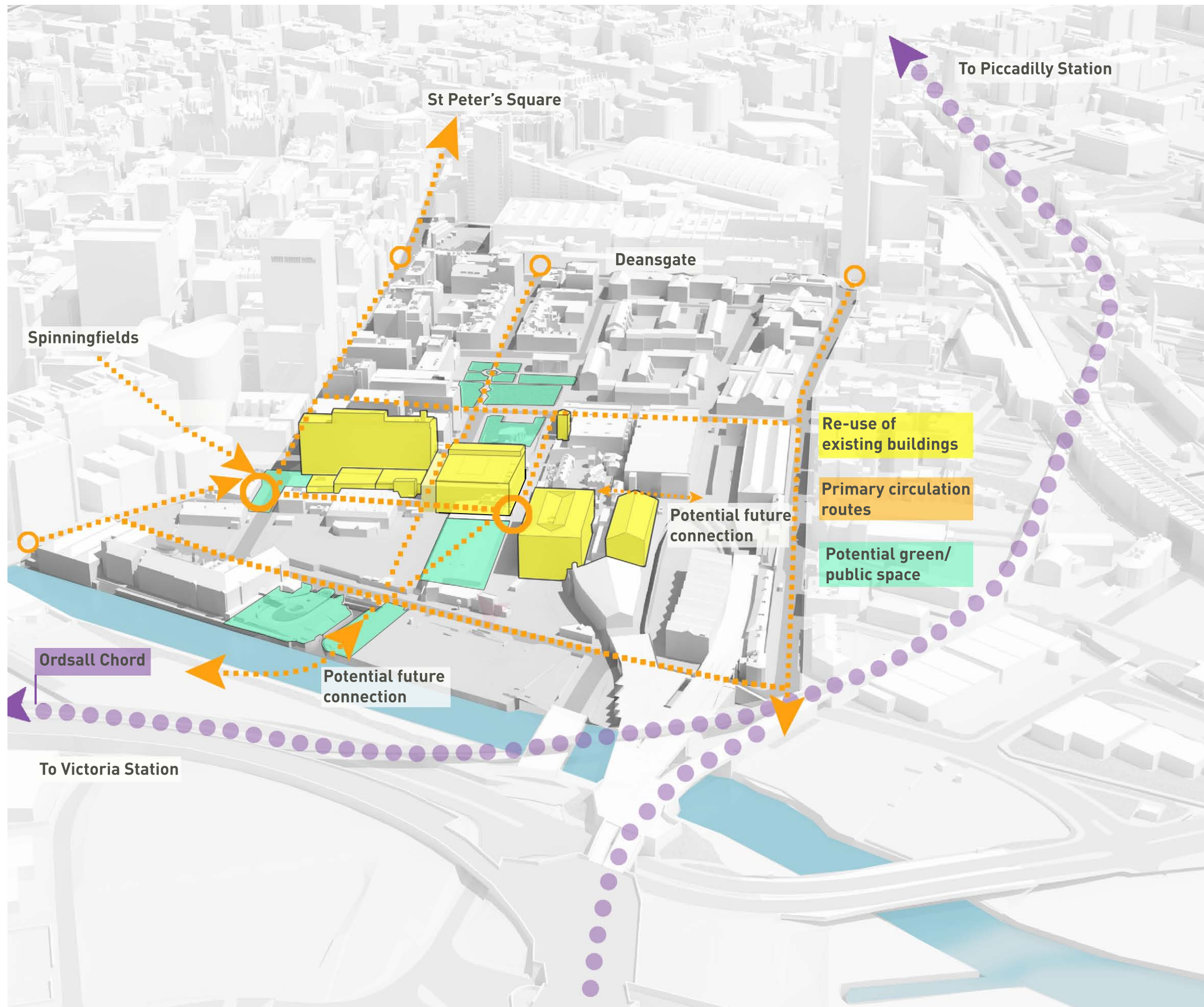
6.13 Flexible leasing strategies will be used where appropriate to encourage a mix of uses in the area involving start-up businesses and independent operators as well as established operators.

6.14 A series of existing and new public landscaped spaces will be created that support a new network of routes and linkages which connect the different parts of the site to its adjoining neighbours and the River Irwell as well as anchoring the major buildings. This will include:

- The existing Breeze Studio and gardens, which will be retained as a publicly accessible cultural attraction and garden area.
- A new public space adjoining the Bonded Warehouse – interacting with and providing a new setting for this imposing building, providing an appropriate link to the Castlefield heritage area just to the south and acting as a key node within the site exuding character and contributing to the creation of a distinctive sense of place.
- The creation of a new riverside place built around the existing canal lock with a pedestrian bridge link across the River Irwell which will allow engagement with possible future development. The western part

of the core site comprises riverside plots where development should be designed to capitalise on the high environmental qualities offered by a waterside setting, including the historic interest of the river lock and, to the south, the railway viaducts and proposed pedestrian bridge link across the River Irwell into Central Salford. The convergence of these features gives a unique opportunity for a development of quality and character, which maximises views back to the city centre and provides enhanced public access to the river edge.

- Making the River Irwell more accessible and a more desirable piece of the City's public realm will also be extremely desirable - an accessible pedestrianised river frontage, active and vibrant in nature; a desirable place to relax and appreciate one of the new district's assets, the riverside public realm. Connections to the Irwell City Park to be maximised.
- The creation of a "gateway" public space at the head of Quay Street in order to promote a strong visual link to Spinningfields
- In addition, there is a real opportunity to reinforce the role of St John's Gardens by addressing the impenetrable nature of the ITV site to its west and reconnecting the site. The space is not currently on a thoroughfare of any sort. The creation of a series of new routes and connections across the site in particular from east to west; providing a strong link between Deansgate through the site to the river.
- In addition, to all of the above, at the heart of the "Village" is the concept of a new neighbourhood that will be distinctly intimate offering a range of spaces, textures and atmospheres including landscaped squares, formal streets and meandering alley ways.
- In conservation terms, the new network of routes and public spaces will enhance permeability through the Conservation Area and celebrate the site's rejuvenated heritage assets, allowing them to be viewed and enjoyed by the public in a positive and meaningful way.





- 6.15 The masterplanning of the site will future proof the opportunity to create a new connection and point of entry to the Museum of Science and Industry from within the site. This would also provide the opportunity to open up the permeability in the north-south direction across the site.
- 6.16 Good sight lines to the river from the development should be created wherever possible.
- 6.17 New buildings should be designed to support active streets particularly around key public spaces and pedestrian desire lines as well as to contribute to a walkable, pedestrian-friendly environment.
- 6.18 The new development should create active frontages at street level enlivening the public realm towards Lower Byrom Street and St John's Gardens, Great John Street, Quay Street, Lower Quay Street and Water Street.
- 6.19 In this regard, it will also be critical for the St. John's team to continue work with the team delivering the Ordsall Chord, to ensure that the detailed design of this scheme is of the right quality to maintain and enhance the strategic link along Water Street.
- 6.20 Street lighting should be given proper consideration to ensure adequate levels of lighting are provided to create a secure and safe place to pass through and use, whilst not causing light pollution to the surrounding area.
- 6.21 Carefully managed access to the Listed section of the underground canal and former air raid shelter (see paragraphs 4.10-4.11 and Section 5) will be provided as part of the proposals, together with interpretation material. This will provide a further link back to the interesting layers of history associated with the site.
- 6.22 To the west of the site, adjacent to the River Irwell, there is the potential to introduce taller, elegant residential buildings, which complement the larger urban grain in this area and a key gateway into the City and which provide

a very different offer to the penthouses and townhouses in the lower rise developments. These will be an elevated retreat for residents living above the City, positioned to respond positively to both distant views of the city as well as existing local vistas and new views within the Masterplan. These will 'float' above the Village elements (refer to 'The Sky Concept at paragraph 2.13 and the Masterplan Concept diagram). The buildings would be of the highest architectural quality and designed to address the assessment criteria for tall buildings identified in English Heritage and CABE's *Guidance on Tall Buildings, including the impact of the proposals from carefully selected key viewpoints*.

- 6.23 The culmination of this response is the opportunity to respond to the area's 'gateway' status at a key entry point to the City Centre from the south west through redevelopment of the Globe and Simpson and Albert Shed sites to create a development with a landmark building. This would provide a building with a strong visual profile, which will act as a dynamic marker at a key route into the City from the west whilst responding to the axial city grain, particularly Quay Street, and terminating the vista from Deansgate / Peter Street. Through redevelopment there is an opportunity to improve the legibility of the site and to create a more appropriate response to the new scale of development offered by the existing Spinningfields and Left Bank developments, as well as future development along the Quay Street corridor including 1 Spinningfields at 20 office floors.
- 6.24 New development should carefully consider the height of the adjacent buildings and spaces, especially the adjacent grouping of industrial buildings within the MOSI complex and the group of Listed Georgian properties along St John Street.
- 6.25 The overall design should demonstrate that it contributes to the varied architectural character of the area, and is specifically adapted to its context, by creating a cohesive group of buildings with an individual expression and vitality.

- 6.26 Architectural diversity is encouraged, to create a neighbourhood that is varied in character and reflects its organic, historic development.
- 6.27 New development proposals should be accompanied by an appropriate car parking strategy, which allows the potential demand generated by future residents to be met whilst considering the promotion of alternative sustainable forms of transport. On-site car parking solutions should be incorporated into development proposals in a manner that does not detract from the character or animation of the street.
- 6.28 The role of Water Street as a vehicular route should be reviewed and the potential for traffic calming, shared surfaces and generally improving connectivity with the River Irwell and a newly formed waterside location should be fully maximised.
- 6.29 New development should respond positively to the townscape and create an environment where the amenity of adjoining residents and the environment within the site with regard to privacy, microclimate, noise, refuse management, safety and vehicular movement for example are maximised.
- 6.30 Designs will allow accessibility for all and create a safe and secure environment using the principles of “Secured by Design.”
- 6.31 Regeneration of this site should promote a sustainable development, including through maximisation of its locational advantages and proximity to public transport nodes as well as through building design.
- 6.32 It is proposed to close the length of Quay Street between the Gartside Street junction and Water Street to optimise this development area at a nodal point within the City and to ensure that the site can be more effectively integrated into the wider cityscape and into the adjoining Masterplan area.
- 6.33 Redevelopment of existing buildings on the southern boundary offers the opportunity to secure the rejuvenation and partial exposure of the railway arches, with a new sense of place and vitality being injected through creation of public facing uses to the archways.
- 6.34 Re-masterplaning the site can create a form of new development that will enhance the Conservation Area and the setting of Listed Buildings including the MOSI complex, Victoria and Albert Warehouses and the Great John Street Hotel by providing built form where a large gap site exists, defining for example the edges to Water Street and Quay Street in a manner that provides greater life and activity on those streets, as well as better urban form.
- 6.35 The precise development quantum involved will be determined during the detailed planning of the scheme; however, the opportunity is for a scheme that has the potential to deliver:
- A total of c. 4m sq. ft. of high-quality new and refurbished mixed-use development;
 - 2,500 – 3,000 new residential units, comprising a variety of townhouses, penthouse apartments, live-work units and high-rise living;
 - 300 - 400 of these to be potentially brought forward on the Core Site as a Private Rented Community;
 - 500 – 600,000 sq. ft. workspace, mostly in low-rise studio space aimed at creative new industries, incorporating space for start-ups, incubators and collaborative working;
 - 80,000 sq. ft. of this via refurbishment of the Bonded Warehouse;
 - 300 – 400,000 sq. ft. of new leisure, including reuse of certain existing entertainment and studio buildings;

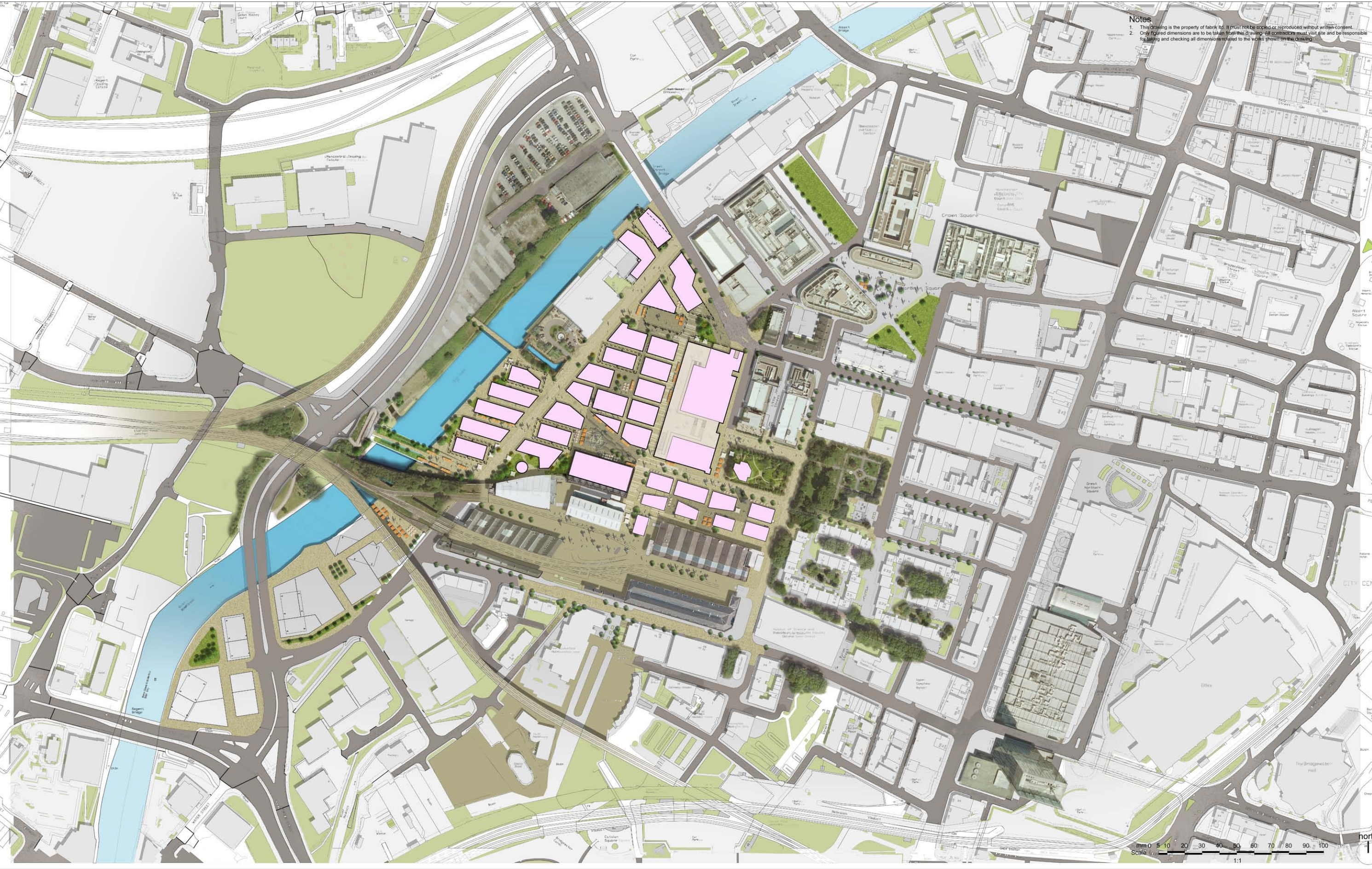
- 2 new hotels: a corporate 4-star offer and the refurbished HQ building as a new event hotel and entertainment destination: and,
- 2 – 3 dedicated arts and culture buildings.

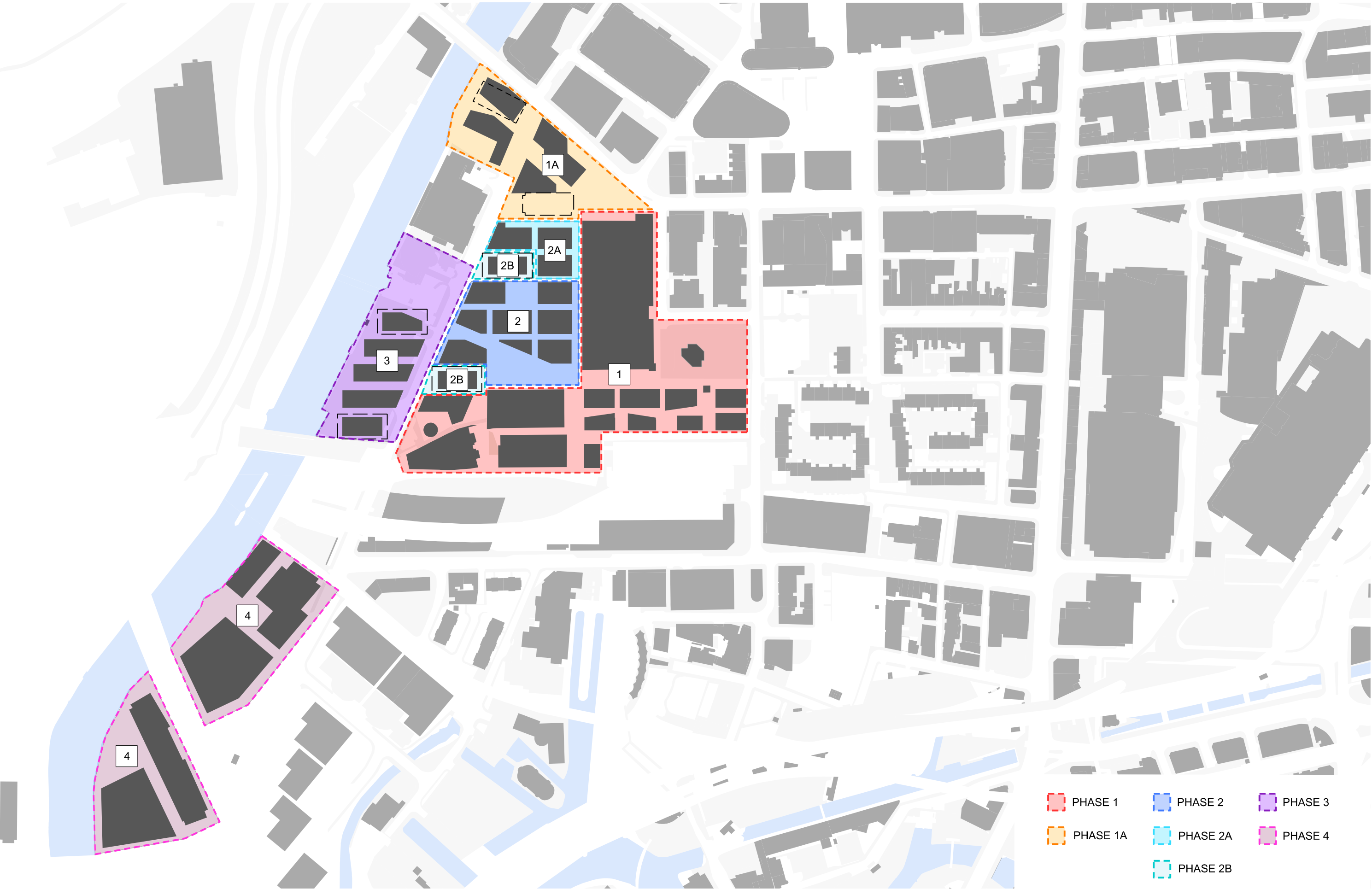
Phasing and Delivery

- 6.36 Delivery of the regeneration will be phased over the next 10 years, guided by the principles established within this document.
- 6.37 An indicative Masterplan has been prepared to sit alongside this framework, and is included at Appendix A. This Masterplan demonstrates how the development principles outlined above could be delivered in a series of phases.
- 6.38 Appendix A includes an indicative Masterplan, Phasing Plan and a commentary together with precedent imagery to describe each different character area envisaged within Phase 1 and Phase 1A of the development.
- 6.39 The indicative Masterplan may change over time as thinking develops, opportunities come forward and detailed design work is progressed. At this stage, it clearly demonstrates a high quality solution to the regeneration of the site in accordance with the core development principles.

Appendix A: St. Johns Indicative Masterplan and Phase 1 Delivery

INDICATIVE MASTERPLAN







Sky, sun, clouds



Above the clouds

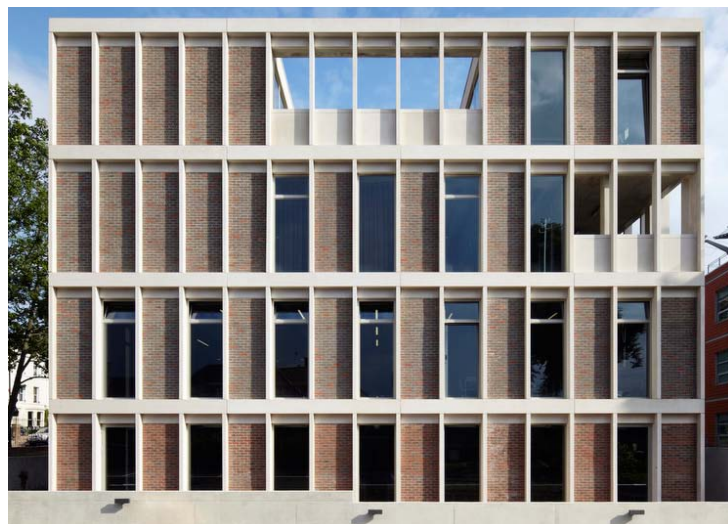


Night views



Daytime views

PRECEDENT-THE VILLAGE



St. Johns Phase 1 Character Areas

The Village

The “Village” will be a series of intimate grain, low-rise mixed use buildings on the site of the former Coronation Street lot and in the core area of the site.

It will be designed to tie in with the urban grain of the existing St. John’s residential area to the east and also to reinstate the historic street pattern in this location, for example Garden Court could be reinstated.

Pockets of public space would be “hidden” within the street pattern for people to discover, animated by café awnings, outside seating and street performers.

Each building would be 5-7 storeys in height, designed to be sensitive to the neighbouring St John’s residential area and the Listed MOSI and Victoria and Albert warehouses, as well as the Bonded Warehouse.

A mixture of new, layered accommodation will be provided within this element of the scheme, including apartments, live/work units, townhouses, workspace and studio space, shopping and leisure.

The Village will provide a mixed use development, which is complementary to the proposed cultural offer within the indicative Masterplan, as well as providing a critical mass of employees and residents as potential users of the facilities.

Bonded Warehouse

The Grape Street Bonded Goods Warehouse is a fine and imposing building that was constructed in 1869, with a railway line originally passing directly into the building for securely storing goods such as alcohol and tobacco. The indicative Masterplan proposes the refurbishment and repositioning of the warehouse as a workspace building.

Aimed at the TMT and creative sectors, the building will become recognised as

the place within Manchester for enterprise, creativity and innovative working, with a variety of different spaces to suit collaborative working, start-ups, established businesses and larger organisations.

The building will be branded and managed by Hello Work, which was launched by Allied London Properties Limited in April 2014 and ties in to similar products being developed in Manchester, Leeds and London for these emerging new industries.

As well as open plan workspace on the upper levels, which maximises use of the design features of the existing building, the lower levels will be turned into duplex “workspace suites”. The third floor, which opens out on to Grape Street, will become the heart of the building’s culture, playing home to food and drink, incubator and collaborative space.

New public space is proposed to enhance the setting of the Bonded Warehouse.

Granada Hotel

The main administrative building, fronting onto Atherton Street, dates back to 1955-56 and comprises a variety of interconnecting spaces developed in phases over a number of years to Granada Television’s requirements. As well as the 8-storey office building, the complex includes four integral soundproofed studios, purpose-built green rooms and back-of-house facilities and a variety of editing and recording suites.

The indicative Masterplan proposes to retain the majority of the building in its current form, converting and reconfiguring it to a new event hotel and entertainment complex.

This would be the first of its kind in the UK and is modelled on the likes of the Ace or Standard Hotels in New York, where the focus is on the Food & Beverage and nightly events – including music, film, theatre, arts and entertainment – within the integral studios.

Guests staying in the simply-furnished rooms, which will each boast winter gardens, will have an access pass to that night's entertainment.

Further offerings within the complex will include 3 or 4 new restaurants, informal gallery/performance space, a number of bars within communal dwell and circulation space, a top-floor member's club and a new media hub entitled "Hello House", comprising small workspace/studio suites with a rooftop private bar and terrace.

The Breeze Studio and Gardens

The existing Breeze Studio and surrounding mature gardens located adjacent to the Atherton Street entrance will be retained and opened up to the public, building on the opportunity to connect this green space into St. John's Gardens to the east of the site.

The indicative Masterplan proposals seek to convert and extend the Breeze Studio building into a permanent gallery space and associated gardens, which would take London's Serpentine Gallery as inspiration.

Manchester Quays Limited has been given exclusive access to a series of 20,000 unpublished photographs of film and television programmes being shot and produced by ITV and the gallery would be used to display selections of objects from this collection, known as The Rank.

The building would contain a small screening room, and an ancillary bar and café space would also be provided.

There is scope for the facility to accommodate functions up to 50 people and the gardens could be used to host public art or other outdoor exhibits on a seasonal basis.

Stage 2 and Starlight Theatre

This part of the site, which is currently occupied by two sound stages, could be

retained for entertainment and cultural uses. These uses would significantly enhance the attractiveness of the scheme to potential residents and occupiers, helping to create a distinctive sense of place, and contributing towards the vitality of the area.

St. Johns Phase 1A Character Areas

Globe & Simpson and Albert Shed Gateway Site

The Globe & Simpson and Albert Shed sites form the northern gateway to the site and its junction with Spinningfields. As established within previous Strategic Regeneration Frameworks, the sites present an exciting opportunity to create a strong visual profile with buildings of scale.

Redevelopment of these sites provides an opportunity to deliver a new landmark building that will terminate the vista along Quay Street and emphasise its role as a western gateway to Manchester City Centre. It will also provide an opportunity to create new linkages, and public accessibility, to the River Irwell.

The indicative Masterplan proposes a number of new buildings that would deliver new apartments and potentially a new hotel. Any redevelopment would carefully address the junction of Quay Street and Gartside Street in recognition of its importance as a transitional space between Spinningfields and St. Johns.

Car Parking Strategy

Given the highly accessible location of the site within Manchester City Centre, there will be a focus on the promotion of green travel.

A level of car parking will be provided to support the development and this will be incorporated sensitively within the site. This will be achieved through a combination of basement car parking, undercroft car parking that make use of the change in levels across the site and concealed surface car parking.

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