

# **EAST VILLAGE CENTRAL DEVELOPMENT FRAMEWORK**

**Manchester Piccadilly SRF Addendum - November 2022**

**10359-SHP-RP-03**

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# Introduction

# INTRODUCTION

## EAST VILLAGE CENTRAL

East Village Central presents a unique transformational regeneration opportunity. It will be the catalyst for the repurposing of a forgotten area of the city centre, releasing its untapped potential in contributing to Manchester's economic success and Piccadilly's appeal as a place to visit, to live and to invest.

The vision and aspiration for East Village Central is grounded in its ability to add value beyond its site's boundary through providing space and a place which benefits the city and the surrounding communities living and working close to the site.

By 2030 East Village Central will be:

*A socially diverse neighbourhood at the heart of Piccadilly. It will display the best qualities of a liveable place, anchored by accessible green and open spaces co-located with business, commercial and residential space which will contribute equally to the areas' vitality and identity.*

*It will be leading the process of redefining the wider East Village area as a unique and playful quarter of the city centre with which it will be effectively integrated. It will be known for having set a new standard in innovative and sustainable design and place making in the heart of the city.*

### East Village Central will:

**Open up** a large-closed site to a range of uses and activities, with a focus on a network of high-quality open spaces attractive to all and supporting the future and existing community in the wider Piccadilly area;

**Realise** the next wave of business space which the city needs to continue to attract investment and employment and kick-start the development of an office market in this part of the city centre. The scale of office development could accommodate some 3500 on site employees;

**Integrate** future proposals at Central Retail Park into the city centre and create safe and attracting walking and cycling links to Eastlands from the city centre

**Transform** Great Ducie Street and Store Street into more than thoroughfares, bringing them to life through development which positively embraces its external context

**Deliver** high quality residential uses to contribute to the vibrancy and diversity of the area

**Accommodate** local scale ancillary uses (leisure, retail, food and drink) to support the sustainability of the development and maximise its contribution to the city centre economy.

**Be a place** with an identity and clear character, exploiting level changes across the site to create interesting spaces and places

**Enhance** south east-north west permeability through this otherwise challenging part of the city centre

**Achieve** an effective integration with the more established street pattern and consistency in height and urban form towards the south west part of the site

**Transport and connectivity:** creating proposals that capture the potential for Piccadilly Station to be one of the world's great transport environments and capitalise on the area's unique location on the door step of one of Europe's largest multi-modal transport interchanges.



# **City and Planning Context**

# INTRODUCTION

## EAST VILLAGE CENTRAL MASTERPLAN

In 2018 Manchester City Council adopted the updated Manchester Piccadilly Strategic Regeneration Framework (Manchester Piccadilly SRF) covering a substantial area of the City Centre, with Piccadilly station and the new High Speed 2 (HS2) station at its heart.

The Manchester Piccadilly SRF is intended as a means of managing future change in the area and coordinating investments to capitalise on the regeneration opportunities created by the arrival of HS2 in the context of the area's evolving market positioning and profile and anticipated demand from businesses to invest in the area and from people to live and visit the area.

The Manchester Piccadilly SRF recognises HS2's arrival as a catalyst for a once-in-a-century opportunity to deliver transformational change. This is set against the baseline of the area punching below its weight notwithstanding its location, connectivity and profile. A simple vision is set out:

*A major new district for Manchester with a world class transport hub at its heart*

East Village Central is located on the north eastern edge of the Manchester Piccadilly SRF area with a strategic role to play in delivering the vision and ambitions set out. It forms part of the wider East Village Neighbourhood as defined in the SRF.

This Masterplan for East Village Central is presented in the context of the Manchester Piccadilly SRF to which it is supplementary. It is itself a vehicle for the deliver of the Manchester Piccadilly SRF as it relates to this part of the SRF area. It does not seek to repeat or duplicate the Manchester Piccadilly SRF rather it aims to add value to the SRF and provide a clearer definition of this location's future role and purpose in delivering the SRF and the development principles which any future development proposals are required to reflect to optimise the site's contribution in this regard.

## The Manchester Piccadilly SRF

The Manchester Piccadilly SRF is informed by a thorough consideration of the area's baseline. In this context, it seeks to articulate a clear plan for the future development of the area and effectively coordinate this in order that the overall vision and aspiration for the location is delivered.

It sets out the following key principles for the area:

**Maximising opportunity:** using the catalysts of HS2 and NPR's arrival as a 'once-in-a-century' opportunity to fundamentally change Manchester by creating a new gateway and extending the city centre eastwards to the inner ring road and beyond;

**Place Making:** creating a new district focused around the Station and Boulevard with public spaces, streets and buildings where people want to live, work and spend time, that generate activity, foster belonging and promote civic pride'

**Townscape integration:** imagining an area that has its own character, but also feels like a seamless extension of the city centre and facilitates new routes, connections and possibilities;

**Neighbourhoods of choice:** envisaging a diversity of neighbourhoods that attract people to live, work and socialise by offering them inspiration, opportunity, connectivity, identity and well being;

**Transport and connectivity:** creating proposals that capture the potential for Piccadilly Station to be one of the world's great transport environments and capitalise on the area's unique location on the door step of one of Europe's largest multi-modal transport interchanges.

**Market viability:** defining proposals that offer a clear vision to investors and that are able to adapt to changes in demand.

The Manchester Piccadilly SRF defines six 'Neighbourhoods of Choice' within the SRF area, see Fig 1.1.



# INTRODUCTION



Fig 1.1: Manchester Piccadilly SRF - Neighborhoods of Choice  
Image sourced from HS2 Masterplan

The SRF has a detailed focus on Piccadilly Central, establishing only broad aspirations for the wider area, including East Village within which East Village Central is located. This partly reflects that area specific SRFs have now been developed and adopted for much of the wider SRF area.

In respect of East Village, the SRF states that:

*'The proposals envisage the area identified as the East Village developing into a mixed use area. Apartments, townhouses, smaller office floor plates, retail, cafes and bars would be contained in a series of squares some public some private.'*

*'The squares will be connected by bridges, lanes and portals and each would have an individual identity. The intensity and diversity generated by this kind of urban fabric makes areas such as The Lanes in Brighton, Canal Street in Manchester, Soho Square in London and the Nine Streets in Amsterdam so vibrant and attractive. The permeability of the area offers greatly improved connectivity between New Islington and the City Centre'*

This vision was developed at a point in time. It is important that SRFs are live documents and able to adapt and evolve to changing circumstances. Of particular note in this respect is the emergence of employment-led regeneration proposals for Central Retail Park, located on the opposite side of Great Ancoats Street and the strengthening of the role and importance of Sport City as a visitor destination following the commitment to develop a new purpose built arena (Co-op Live, due to open in 2023 which will be Europe's biggest indoor arena). These have changed the dynamics of this location, the area's profile and its importance as a key link between the core of the City Centre and areas of emerging economic focus. This has an influence on the vision and opportunity for this site which this Masterplan seeks to articulate.



# Site Context



# SITE CONTEXT AND EXISTING CONDITION

## East Village Central - Site context

The site is comprehensively developed, accommodating large floor plate buildings of up to two storeys in height which house the former Presbar Diecasting works (to the south west) and Stocktons Furniture store (to the north east). A surface car park is provided to north eastern edge of the site fronting Great Ancoats Street. The site has a frontage to Great Ancoats Street, with a direct connection to Piccadilly Station via Store Street which provides its south eastern boundary. The site has a high level of prominence and profile.

The Stockton's Furniture site is a former industrial site and would be classed as a non-designated heritage asset. Any adverse impacts arising from the demolition of this building as part of a future redevelopment proposal will need to be fully considered as part of any planning application.



Fig 2.1: Aerial photograph of the site

Images sourced from Google Images



## SITE CONTEXT AND EXISTING CONDITION



Fig 2.2 Left: Plan of the site as existing



Fig 2.3 Above: View of the site looking north east along Store Street  
Images sourced from Google Images



## SITE CONTEXT AND HISTORIC VALUE

### Existing buildings of historic value

The building complex forming the Stockton's Furniture store is not subject to statutory listing but is an entry on the Historic Environment Record (HER No. 11406.1.0).

The site combines eight separate buildings knocked through to create a single unit. The HER entry describes the building as a:

*“Rectangular complex arranged around a central courtyard shown on 1845 map and named on 1849 map as ‘Vulcan Iron Works (Mill Work and Tools)’. By 1888-9 the yard had been in-filled, and the site is named as a disused foundry. Further alterations had taken place by 1905 when the building may be shown in its present form, named as an iron and steel warehouse. Present building comprises a tall double-gabled works building on the west, brick built, with two large central doorways (one blocked) with stone surrounds. East of these are 3 bays of offices/ warehousing. 2-storey; the endmost bays in brick, with hipped roofs, and decorative brick keystones (resembling triglyphs) above first-floor windows; the central bay is stone built, with double-hipped roof, and pilasters to first floor. All three of these bays have stone dentillation at eaves level. The ground-floor façade of these three bays has been altered, apart from the westernmost bay, which has a window to either side of a central door with a third window immediately above. At the eastern end of the block is a single-storey multi-gabled shed, the exterior again much altered.”*



Fig 2.4: View of the site looking west across Great Ancoats Street  
Image sourced from Google

The buildings are of varying age and have been knocked through to create a single unit over time. Throughout the building, especially at ground floor level, the interiors have been severely altered, with removal of walls to create large open spaces.

The English Heritage Publication ‘Conservation Principles: Policies and Guidance’ (EH 2008) suggests a number of criteria which will assist in the recognition of heritage values in the historic environment.

All eight buildings which comprise the complex have been objectively assessed (internally and externally) against this criteria and an evaluation of their ‘Evidential value’, ‘Historic Value’, ‘Aesthetic Value’ and ‘Communal Value’ carried out. This assessment has found that in the majority of cases, the buildings are of now or low heritage value against each category, with limited recordings of ‘low to medium’ value in respect of two buildings – Building A fronting Store Street and the adjacent Building B also fronting Store Street. These account for a very small proportion of the overall site area.

Any proposal for the demolition of non-designated heritage assets will need to be subject to a full Heritage Statement to objectively define the harm resulting from their loss. Given the baseline analysis presented, any such harm is expected to be limited in overall terms though such loss would need to be justified in the planning balance in considering future planning applications.



Building A  
Image sourced from Google



Building B  
Image sourced from Google



**A Site with Strategic  
Regeneration Potential**

## A SITE WITH STRATEGIC REGENERATION POTENTIAL

The site's influence is far reaching given its scale, profile and central position within East Village. Realising the ambition for East Village is dependent on addressing this site and the negative influences it has on this location as articulated on the previous pages. Its regeneration can be the catalyst for realising the wider ambition for East Village.

These negative attributes present themselves in the context of a site which occupies a strategically important location within Piccadilly and with distinct positive attributes which combine to reveal a significant and rare regeneration opportunity.

It possess untapped potential and with this the prospect of unlocking significant as yet unrealised benefits for the City. It possesses a number of positive attributes including being:

**A site of scale** - extending to 1.6 hectares, East Village represents a rare regeneration opportunity within the inner ring road, large enough to accommodate a mix of uses and become a place within its own right. Scale allows East Village Central to be what it wants to be, not constrained by pre-conceived ideas about what this 'this part of town' is. Rather it can redefine this area, having influence significantly beyond its boundaries. It allows it to create a new purpose and identity for the wider East Village area; influence patterns of movement through the city centre; and create new markets for residential and commercial development from a relatively low base, increasing demand across the wider area and being a genuine catalyst for regeneration.

**A connected site** - the site occupies an enviable position in relation to key public transport connections which will improve further through the delivery of HS2 and NPR. This provides untapped potential for a broad mix of uses including commercial and office uses. It sits at a key point on the increasingly important south west-north east route through the city centre towards Central Retail Park, which will become a new office district for the city and Eastlands, including the new Co-op Live Arena.

These investments are extending the commercial focus of the city centre, with a significant gravitation towards the north east. The site sits on a key route between Piccadilly Station, the traditional commercial core of the city centre and key emerging areas of economic and leisure focus.

**A site with prominence and profile** - the site has a high level of prominence with a frontage to the inner ring road and, as above, being a key stepping stone on the increasingly important south west to north east pattern of movement through the city centre towards Eastlands.

**A site which interfaces with key movement corridors** - the site presents long frontages to Great Ancoats Street to the north east, Store Street to the south east and Ducie Street to the north west. This gives the site a high level of prominence and enhances its ability to influence the identify and feel of the wider East Village area. It also enables a high level of physical integration with the surrounding built context.

These attributes are illustrated through Figure 3.1. It is the role of this masterplan to present clear and deliverable framework for the future development of the site in response to a full consideration of the site context and the opportunities this presents.



# A SITE WITH STRATEGIC REGENERATION POTENTIAL



- |                           |                          |   |
|---------------------------|--------------------------|---|
| City Centre               | Portugal Street East SRF | Inner City Ring Road and City Centre Boundary                     |
| New Islington and Ancoats | Central Retail Park      | Piccadilly to Ashton Metrolink Line                               |
| Manchester Piccadilly SRF | Piccadilly Station       | Key W-E Connections - City Centre to Etihad Campus and Co-op Live |
| East Village              | Etihad Campus            | Key Nodal Point (Store Street / Great Ancoats Street Junction)    |
| East Village Central      | Co-op Live               |   |
| Piccadilly Basin          |                          |   |

Fig 3.1 Site in the wider city context

# Site Analysis

The background features several large, semi-transparent geometric shapes in various shades of green. A prominent shape is a large, light green parallelogram that slants upwards from left to right, positioned in the upper right quadrant. Below it, there are several overlapping rectangular shapes in darker shades of green, creating a layered, abstract composition.



# SITE ANALYSIS: ENVIRONMENTAL INFLUENCES

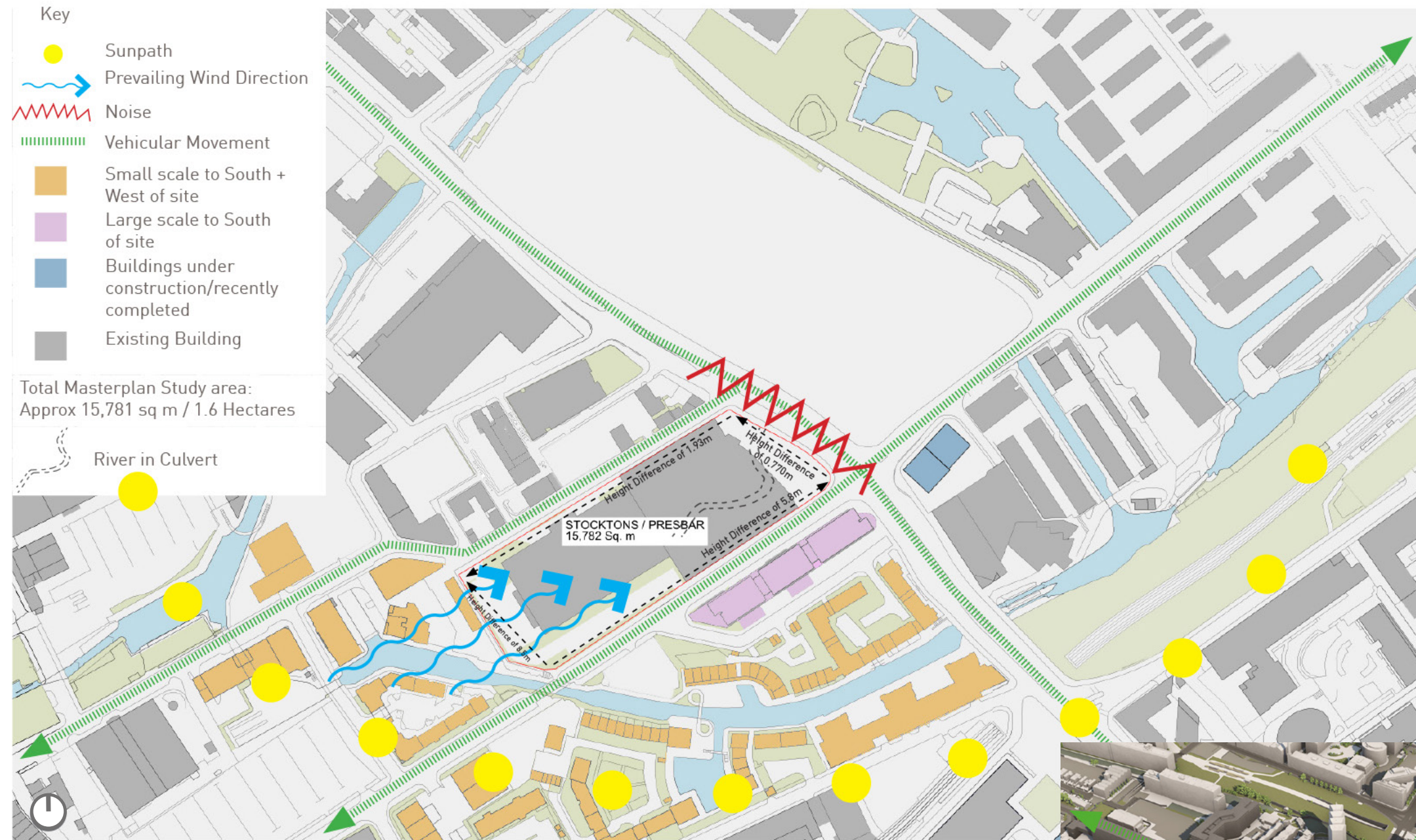


Fig 4.1 Left: Plan of the site illustrating the existing condition and summarising the constraints

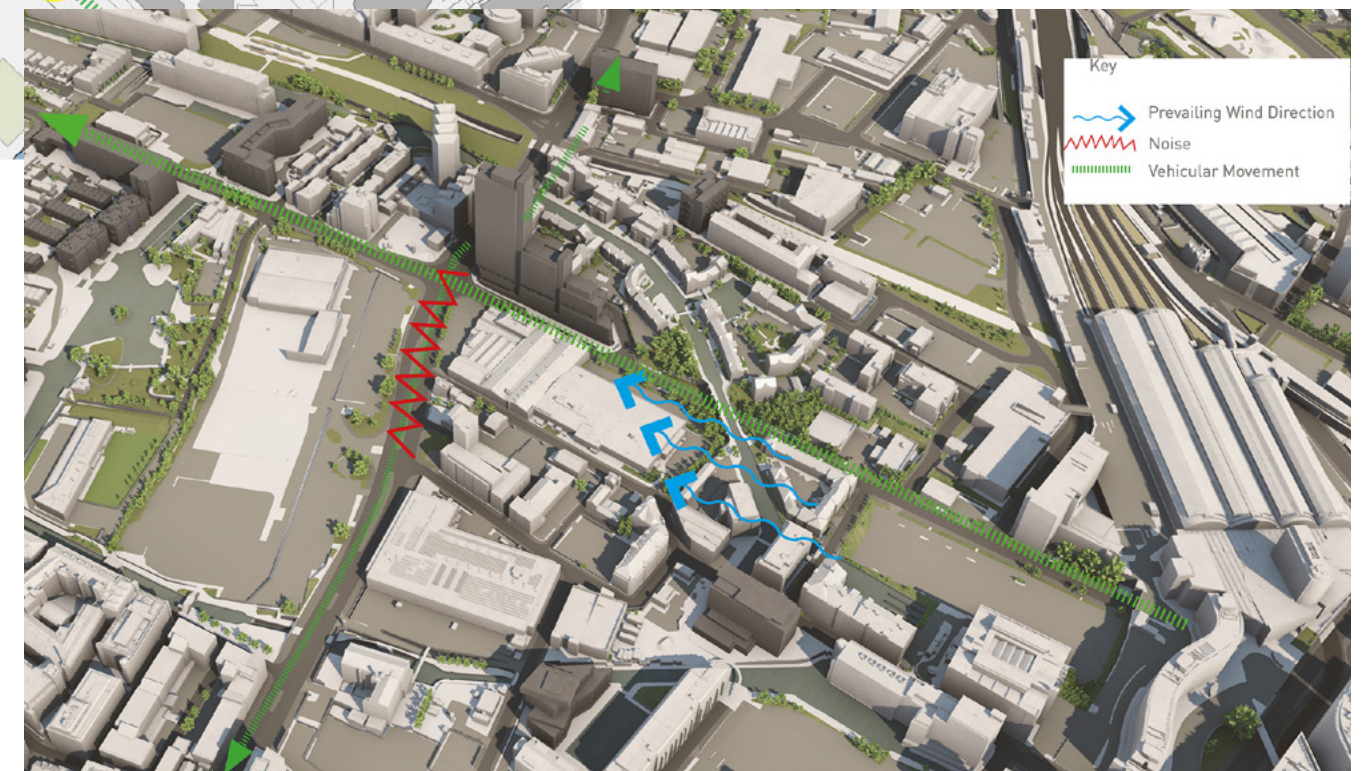


Fig 4.2 Below: 3D view of site illustrating constraints

## Key Points

- The levels across the whole area of the masterplan vary dramatically particularly on Store Street where the site rises by 2 storeys to the east along its length. Ducie Street rises by half a storey in the other direction meaning there is a 'twist' across the site.
- A culvert containing a diverted river runs under part of the site.
- Great Ancoats Street is a dual carriageway generating traffic noise to the east of the site.
- The site is fully occupied by large floor-plate buildings offering no public realm and a hostile streetscape.
- There is a scale change in the neighbouring buildings from the west of the site to the east of the site.



# SITE ANALYSIS: OPPORTUNITIES

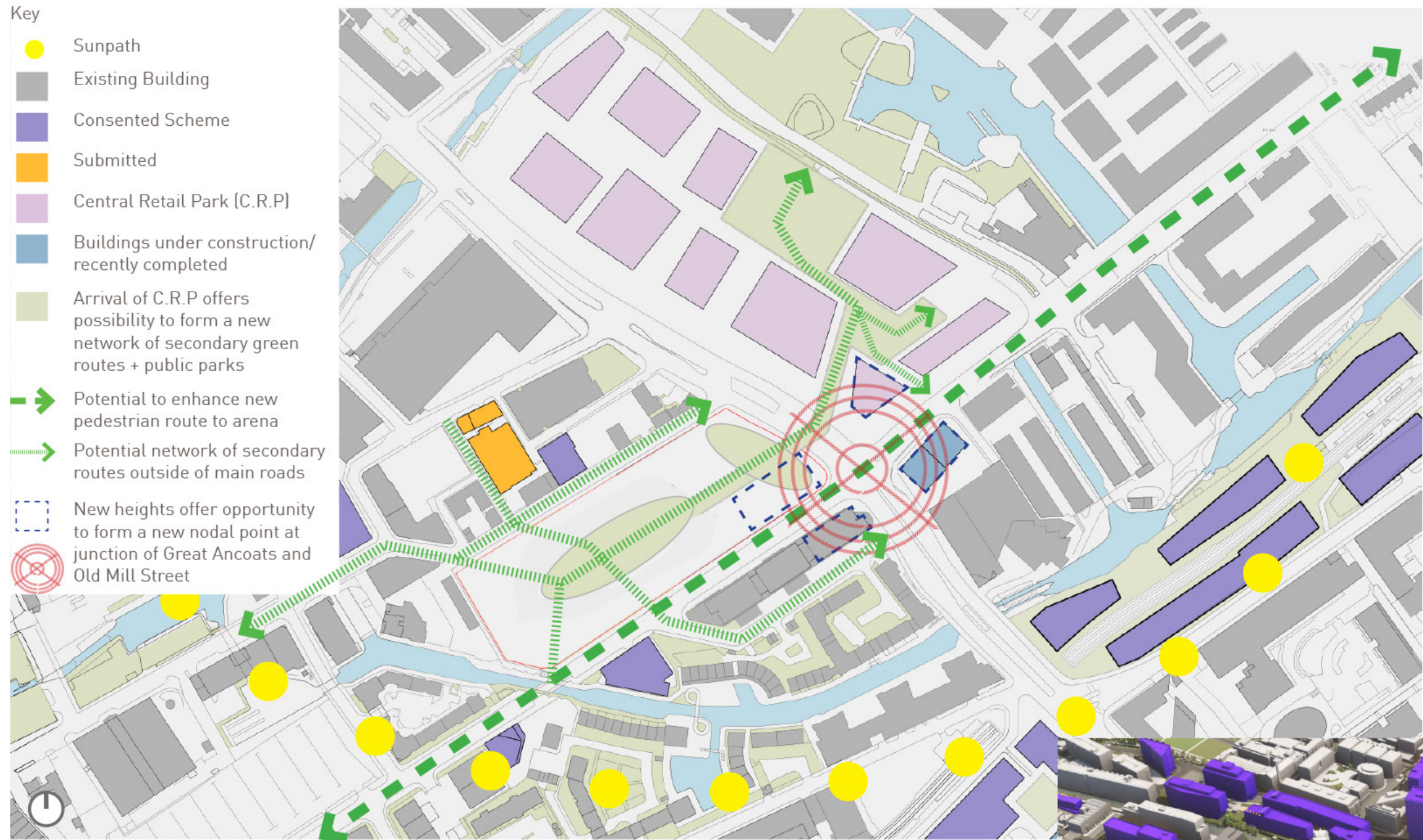


Fig 4.3 Left: Plan of the site illustrating the existing condition and summarising the opportunities

## Key Points

- **Development of the Stocktons/Presbar site offers the opportunity for the Central Retail Park to be connected to city centre and the redevelopment of the Piccadilly SRF.**
- **New Employment**
- **Opening up the site allows for greater connectivity to be introduced to improve the quality of this part of the regenerated inner city and offer significant new public realm.**
- **Regeneration of the site offers a significant opportunity to improve the pedestrian experience of Store Street and enhance the role it can play in creating a new 'boulevard' from Piccadilly to the new CO-OP Arena.**
- **New development on the site allows the opportunity to consolidate the existing scale change across the site with the emerging urban grain and create a new node point at the intersection of Great Ancoats Street with Store Street/new Mill Road.**

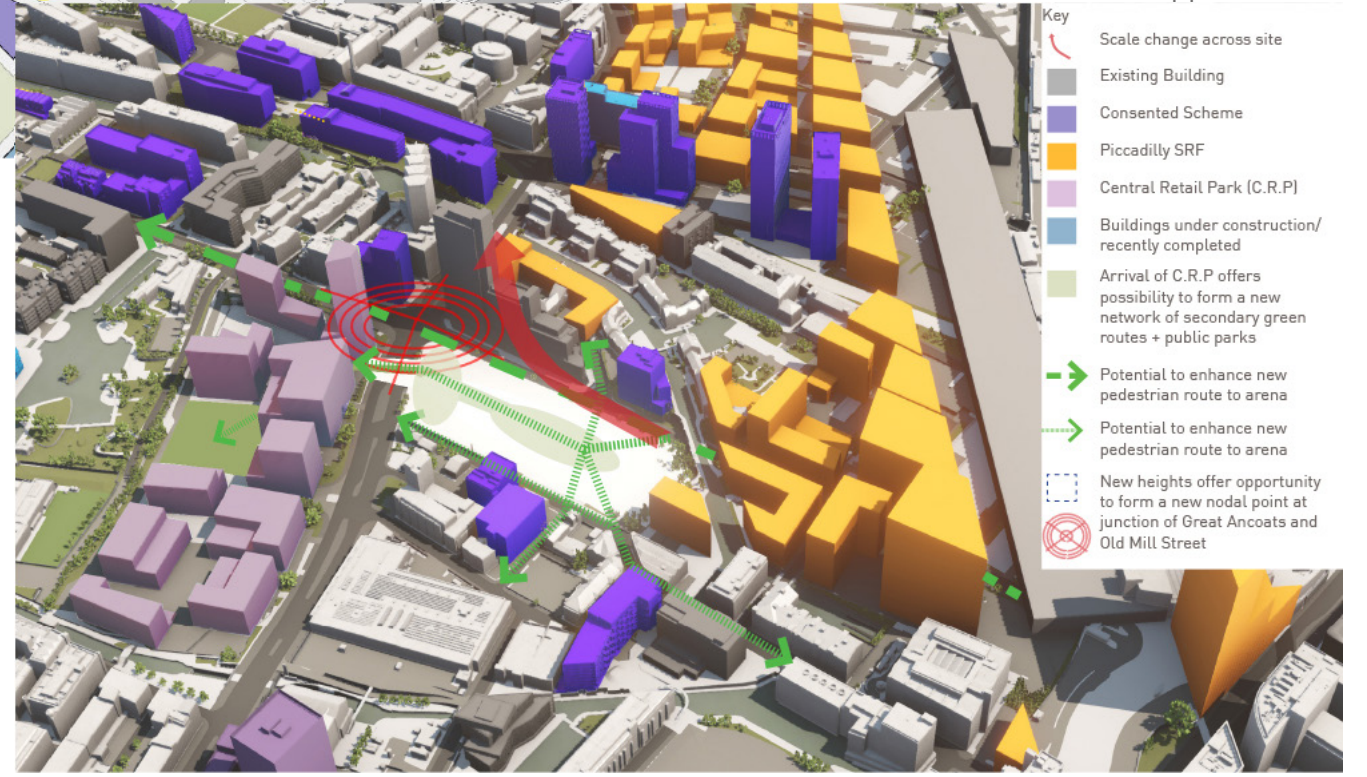


Fig 4.4 Below: 3D view of site illustrating opportunities



# Development Parameters

# DEVELOPMENT PARAMETERS

## Development Parameters

The following 2 pages illustrate the parameters that will deliver the opportunity and the vision for the site. These parameters can be summarised as:

- Prioritisation of pedestrians across the site (with parking provision limited to accessible bays only)
- A sustainable development working towards Manchester City Council's target of Zero Carbon by 2038
- A mixed-use development which is capable of achieving a 50:50 split of the site area between commercial & residential uses.
- Target 30%-40% of publicly accessible open space at ground level
- Massing & height will be designed to make an appropriate urban design response, stepping up to an upper limit of between 40-45 storeys.
- A development plan that provides for large areas of active frontages addressing both its internal and external environment.



# PARAMETER 1: MOVEMENT, NODES, CONNECTIONS & PUBLIC REALM

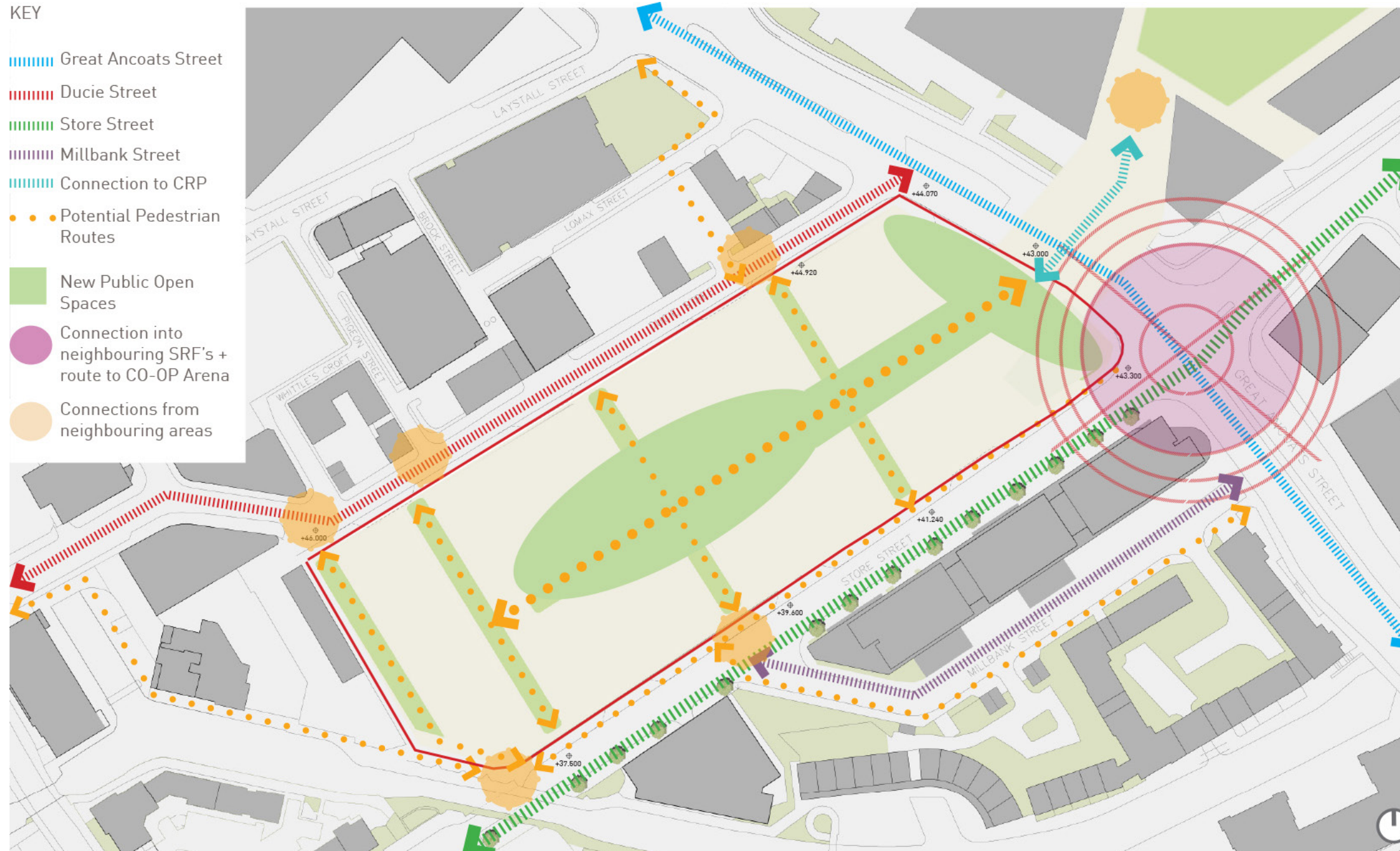


Fig 5.1 Above: Zonal plan of the site identifying the parameters for primary & secondary movement, key nodes and connections and possible locations for key public realm spaces.

## Key Points

- **New publicly accessible pedestrian routes and open spaces, enhanced by animated frontages & uses helping to break the scale of the site into a series of smaller development plots.**
- **Routes to be located to form 'connections' to neighbouring primary and secondary routes to create an outward facing development embracing public realm within and outwith the site.**
- **New publicly accessible open spaces to be provided at the heart of the new development and to front onto Great Ancoats Street.**
- **New publicly accessible open space will support the definition of the new 'node' point at intersection of Great Ancoats Street & Store Street/New Mill Road.**
- **Between 30%-40% of the site area at ground level is to be open publicly accessible space.**



Tree-lined public routes



Seating and activity spaces

Fig 5.2 Above: Reference images  
Images sourced from Google Images



## PARAMETER 2: ILLUSTRATIVE BUILDING FORMS, HEIGHTS & STREET FRONTAGES

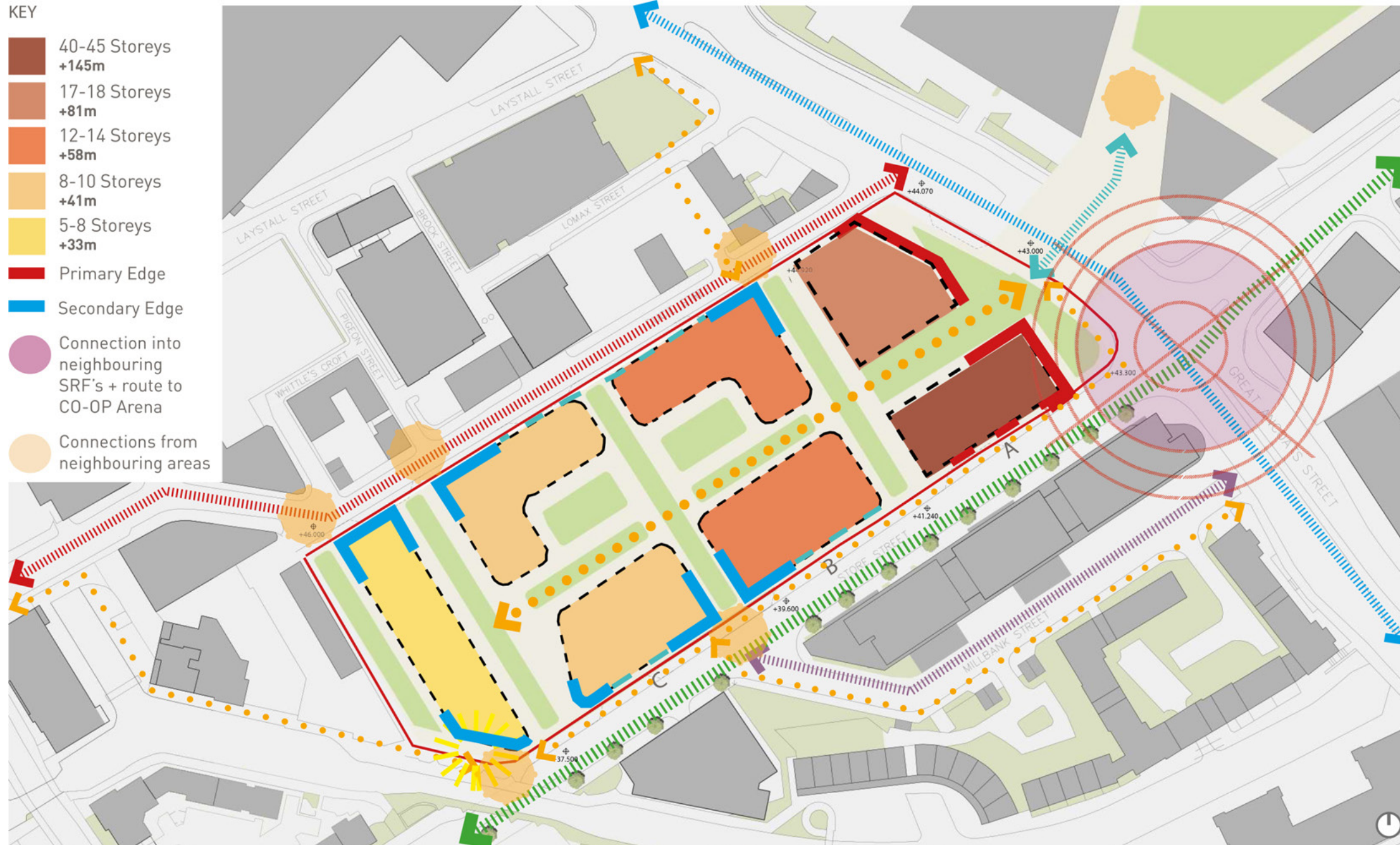


Fig 5.3 Above: Zonal plan of the site identifying the location of the possible building forms and an indication of the appropriate height and hierarchy of street edges

### Key Points

- Land-use across the mixed-use development to achieve an approximate 50:50 split between residential and commercial uses, 30-40% anticipated to be given over to public realm.
- A series of primary and secondary edges will reinforce the definition of new routes and 'node' points.
- Ground floor uses will be optimised to ensure a maximum quantum of active frontages to support the definition of both street and open public space edges.
- The scale steps up from the south west and the heights of the Manchester Piccadilly SRF to a highpoint around the new nodal point at the junction of Great Ancoats Street + Store Street/New Mill Road. The upper limits will not exceed 45 storeys.



Commercial Office + parkland



Mixed-use + Active frontages



Residential + Active frontages

Fig 5.4 Above: Reference images

Images sourced from Google Images



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DEVELOPMENT FRAMEWORK**

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