



# Piccadilly Basin

## Strategic Regeneration Framework

July 2016

# Contents

Executive Summary	3
1 Introduction	8
2 Economic Context	11
3 Strategic Policy and Regeneration Context	18
4 Piccadilly Basin - Site Analysis	29
5 Development and Urban Design Principles	65
6 Phasing and Delivery Strategy	87

# Executive Summary

## Piccadilly Basin Opportunity

Piccadilly Basin represents an opportunity to create a best in class City Centre neighbourhood community with a vibrant mix of office, residential, retail and leisure accommodation offering a place to live, work, relax and play; a place that fosters enterprise and innovation; and helps to set Manchester apart from its peer cities. This should be provided as part of:

- a well-designed environment that is well managed, safe, accessible, sustainable and resilient to climate change, a place where people will want to live and which fosters long term sustainable communities;
- a place with a strong identity supported and enhanced by new development which reinstates and celebrates Piccadilly Basin's richly layered history and associated assets based around mills and canal infrastructure; and,
- an extremely well connected neighbourhood in terms of highly legible, high quality pedestrian and cycle connections and complementary uses which provide strong functional connections. A place that is pedestrian and cycle friendly and promotes the use of sustainable forms of transport through its design.

Piccadilly Basin has a number of key attributes that mean it is well placed to deliver this vision.

- Located in a thriving City Centre.
- Adjacent to a major transport hub with exceptional transport connections.
- Adjacency to the City's Northern Quarter.
- Adjacency to major areas of investment and growth including Ancoats and New Islington and the wider HS2 masterplan area.
- A critical mass of land ownership and delivery partners with a proven track record.
- The ability to build upon a diverse mix of established uses.
- Waterside frontage and heritage assets that add character and can form the basis of distinctive place-making
- A surrounding scale and massing that is diverse, distinctive and provides a rich setting for the masterplan proposals.

- The ability to create vibrant and legible new connections to surrounding neighbourhoods of great character.

Against this context, the SRF has been prepared in order to provide a comprehensive approach to redevelopment of Piccadilly Basin to maximise regeneration outcomes to the City, whilst supporting proposals that are viable and therefore deliverable.

## Economic and Market Context

Key aspects of the economic and market context underpinning the preparation of the SRF can be summarised as follows:

- Manchester is recognised as the fastest-growing metropolitan authority in England. Manchester currently has a population of 520,200<sup>1</sup>, sitting at the heart of a conurbation of 3 million people in the north of England.
- This, together with well documented trends and changes in household formation, will fuel an increase in demand for accommodation.
- It will need to deliver a minimum of 25,000 new homes over the next 10 years in order to sustain positive economic and population growth.
- Also underpinning the City's current and forecast need for new homes is its rapidly growing, increasingly younger and diversifying population.
- People have been attracted to Manchester by the jobs that have been created and the balance between incomes, housing costs and the quality of life.

- Manchester'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.
- The City has also developed a number of internationally distinctive clusters of creative, media, digital, life sciences and manufacturing industries including the BBC and ITV. These innovative industries are set to grow in Manchester.
- Analysis demonstrates that there is capacity and need for future office floorspace in Manchester. Piccadilly Basin is extremely well positioned as a location to capture some of this demand.
- The residential market area both adjoining and beyond the Inner Ring Road has seen a remarkable change over recent years as a result of both market-led growth and regeneration initiatives.

## Planning and Regeneration Context

Piccadilly Basin represents a strategic opportunity to support and deliver a number of important economic and policy objectives at the Manchester, Greater Manchester and national level.

In order to ensure a 'thriving and sustainable city' the recently published Manchester Strategy recognises that Manchester must continue to be a liveable city and plan space for businesses to grow.

Housing is one of the key Spatial Objectives of Manchester's adopted Core Strategy. The City Council aims to provide for a significant increase in high quality housing at sustainable locations

<sup>1</sup> Source: Greater Manchester Key Facts, January 2016

and the creation of high quality neighbourhoods with a strong sense of place.

Manchester has published a Residential Growth Strategy which sets out the overarching aspiration to develop new housing within neighbourhoods of choice. This will attract and retain talent in the City and is required to support economic growth. It identifies that there is a need to improve equality amongst the City's residents in terms of housing choice, quality and affordability. This will help to develop strong communities.

Locations within an extended city centre boundary have been put forward as strong and appropriate locations for future residential growth where the conditions are right for development to come forward promptly.

Piccadilly Basin falls within the HS2 Manchester Piccadilly SRF and supports the objective to: **“reinforce the grain, acknowledging the scale of neighbouring city blocks and reinvigorating connections that existed in the past. The use mix in this area would be governed by demand but a variety of residential development, focused on the canal basins, would be encouraged. Opportunity to invigorate this very under used section of the canal network and improve the pedestrian connection between the Ashton and Rochdale canals.”**

## Development Principles

The purpose of this document is not to be prescriptive, but to establish the important principles that will deliver the vision for this site, as summarised below:

- To respond to the market and regeneration context it is proposed that to the north of the SRF area, above Tariff Street, the use will be residential led mixed use and to the

southern part of the area, a new office led mixed use campus environment is proposed.

- Piccadilly Basin north will accommodate a range and mix of residential accommodation that is carefully design and subsequently managed to meet the City Council's emerging quality guidance.
- New development should maximise residential amenity.
- Commercial and retail uses will be encouraged at ground floor and can be focused around key public spaces, and along key pedestrian desire lines including the canal network.
- Where commercial uses are not appropriate, active frontages can still be maximised through good design e.g. the position of residential front doors and windows. Active frontages should also extend along the canal network creating lively and inviting routes that offer natural surveillance.
- The retail and leisure offer should be focused on best in class independent uses, and should encourage uses that will create more activity during the daytime as well as into the evening.
- Flexible leasing strategies should be used where appropriate to encourage a mix of uses in the area and the take up of space.
- There is an opportunity to develop an office campus to the south of the site. The area could accommodate demand for a range of office types, attractive to a range of occupiers given the unique office offer provided at the Northern

Quarter and taking advantage of its location adjacent to Piccadilly.

- The preference would be to create an environment that would be attractive to creative businesses and would include medium rise commercial units that respond to the urban grain and adjacent buildings to the north and west of this part of the site.
- New development should take maximum advantage of the area's key assets – its heritage, canal side settings and public spaces.
- Access and use of the canal structure should be maximised. There is an opportunity to create areas where people can gather to exercise, enjoy or relax.
- Re-use of the historic mill buildings should maintain the maximum amount of historic fabric, relevant to their defined significance.
- Re-instating and re-asserting the clearly evident urban grid pattern of adjoining character areas. This will create a sense of place, strong connections to adjoining neighbourhoods.
- Alignment of new building blocks along existing streets should be to the back of the pavement line, to enhance the linear character of the streetscapes. New buildings should offer well-considered, contemporary and distinctive design which is contextually responsive to the area's heritage in terms of form and materiality.
- Architectural diversity is encouraged to create a neighbourhood that is varied in character and reflects its organic, historic development.

- Materials used must be durable and have a long design life to ensure that a high quality environment is maintained. In parallel with this the architectural detailing and how that will be managed and delivered through the construction process should be carefully considered at an early stage.
- Any ground floor residential uses should be designed to establish appropriate privacy and security levels in relation to the adjoining areas of public realm.
- Scale and massing of large buildings should be moderated.
- The provision of additional public space within Piccadilly Basin specifically should be considered on sites where it will add value to the wider public realm and street hierarchy, and provide amenity for new residential and commercial development.
- Public realm should complement existing and proposed architecture and support the proposed uses and activities across the Framework area. It should help form connections strong connections through the area and across the wider City Centre. Where feasible, referencing of surviving significant components and features of the historic public realm should be explored.
- New cycle routes should be provided through Piccadilly Basin to connect into existing routes. New residential and office development should incorporate secure cycle parking facilities and public cycle parking should also be provided within new public realm.
- Responding to the historic grain and existing height of the Stephenson Conservation Area, the height of the buildings fronting Dale Street will be of a lower height.

- Following the pattern of taller buildings approved along the northern sections of the Inner Ring Road at key route intersections and nodal points, there is an opportunity for building heights to step up towards Great Ancoats Street, culminating at its junction with Port Street. This route is at a key intersection connecting Piccadilly Basin to: Ancoats, New Islington and beyond that to Holt Town and through to the Etihad, to the Northern Quarter; and, to the wider City Centre. A taller building fronting Great Ancoats Street and Port Street in this way would also create a sense of arrival to this area.

## Phasing and Delivery Strategy

**Phase 1:** Comprises the 91 apartments at Tariff Street. The scheme is scheduled for completion towards the end of 2017.

**Phase 2:** Brownsfield Mill is in the joint venture between Town Centre Securities and Urban Splash and will be the subject of a separate planning application later in 2016. A start on site is targeted in early 2017 with completion towards the end of 2017. The intention is to complete the remainder of Phase 2 between 2017 and 2022 dependent upon market conditions.

Phase 2 of the development will result in the loss of 195 surface car parking spaces. Linked to this phase will therefore be the construction of a circa 500 space MSCP.

**Phase 3:** Currently a surface car park, this phase could coincide with the Phase 2 timing should discussions in respect of a quality hotel reach fruition. Otherwise it would follow construction of Phase 2 in order to stagger the number of units coming to the market at any one time. On

this basis, and assuming Phase 2 is well underway by 2020; Phase 3 would be completed by 2023.

**Phase 4:** This commercial element should be capable of coming forward in part anytime from 2018. To minimise disruption, the whole site could not be commenced until the new MSCP is completed.

**Phase 5:** A level of car parking will be provided as part of each phase and a new MCSP is proposed. This alongside committed investment in public transport could lead to the demolition of the existing 232 MSCP and the provision of further residential development after 2022.

# 1 Introduction

## Piccadilly Basin Opportunity

- 1.1 This Strategic Regeneration Framework (SRF) relates to Piccadilly Basin, a 5.9ha site situated in the north eastern part of Manchester City Centre within a short walking distance of Piccadilly Station, the vibrant Northern Quarter, Ancoats, the Central Retail District and the Central Business District.
- 1.2 Piccadilly Basin is principally to be redeveloped by Belgravia Living Group a joint venture between Town Centre Securities and Highgrove Group.
- 1.3 Significant progress has already been made in terms of delivering the regeneration of the Piccadilly Basin:
  - refurbishment of the Grade II\* Listed Jackson's Warehouse and construction of Vantage Quay for residential development, both at the heart of Piccadilly Basin Area as well as the formation of the Marina which connects these sites;
  - office development in the southern part of the site, closest to Piccadilly Station, in the form of the refurbishment of Carvers Warehouse and new build offices for BDP;
  - construction of the Urban Exchange Retail Park, adjacent to Great Ancoats Street at the north east of the site;
  - a 232 space multi-storey car park on Tariff Street; and,

- investment in public realm including the Canal, in addition to the formation of the Marina.
- Planning Permission for 91 residential units on Tariff Street.

1.4 Piccadilly Basin has an important role to play in supporting the economic growth of the City. This is both in terms of delivering new housing and employment space. In this regard, there is an opportunity to bring forward a new mixed-use neighbourhood with tremendous character and accessibility, right in the heart of the City Centre.

1.5 Piccadilly Basin has a number of attributes that are summarised below. As we have entered a new wave of growth in the City post-recession, these attributes mean that this site is very well placed to attract investment and support the City's economic growth through both new housing and employment space.

- **Location within a thriving City Centre:** Over the last twenty years Manchester has been transformed into one of the most vibrant cities in Europe. It offers a range of retail, bars, restaurants, cafes, galleries, theatres, sporting and entertainment destinations. It has a cultural and leisure buzz that attracts a wide variety of workers, residents, students and visitors.
- **Adjacency to the City's Northern Quarter:** the Northern Quarter has been a major success story of recent years. It has transformed into a retail and leisure destination focused on the independent sector and it is a hotbed of creativity as well as cultural production and consumption. The area has a unique character. It has attracted a growing residential community and increasingly supports businesses within important growth



sectors of the Manchester economy. It has become popular with design agencies and other occupiers in Telecommunications Media and Technology (TMT) sectors and can be said to play a vital role in terms of Manchester's identity across the UK and even globally.

- **Adjacency to major areas of investment and growth:** Piccadilly Basin falls within the Piccadilly North sub-area of the approved HS2 Manchester Piccadilly Strategic Regeneration Framework and provides an important opportunity to physically and functionally connect Ancoats and New Islington to the City Centre, particularly the Northern Quarter and to Piccadilly.
- **A critical mass of land ownership and delivery partners with a proven track record** – The 5.9 ha site is principally controlled by one entity, Belgravia Living Group and is well primed for development. The joint venture partners, Town Centre Securities and Highgrove Group, have worked in close collaboration to prepare this document and are committed to the comprehensive redevelopment of Piccadilly Basin.
- In addition, discussions have taken place with the other land owners in the area to ensure a comprehensive approach to the Strategic Regeneration Framework which looks beyond the boundaries of a particular site and towards the creation of a coherent overall neighbourhood.
- **The ability to build upon a diverse mix of established uses:** Piccadilly Basin already benefits from a diverse mix of uses including retail, residential, commercial, leisure and car parking. There is an opportunity to build on and add to these uses through the creation of a new sustainable and distinctive neighbourhood.

- **Waterside frontage:** Town Centre Securities has already made improvements to Rochdale Canal and introduced a new Marina at the heart of the Basin. The regeneration of Piccadilly Basin can capitalise on these assets by continuing to improve and add to the public realm and creating a highly desirable, distinctive and attractive waterside development.
- **Heritage assets:** The collection of listed buildings and other heritage assets in Piccadilly Basin provides a fantastic opportunity to create a distinctive neighbourhood in this part of the City Centre.
- **Surrounding scale and massing:** the surrounding context provides a diverse and interesting setting for new development within Piccadilly Basin to respond to. The historic grain associated with the Stevenson Square Conservation Area should be respected as part of the redevelopment of Piccadilly Basin, whilst there is also opportunity to step up towards an increased scale and massing fronting Great Ancoats Street to highlight a sense of arrival to the City and to correspond to wider pipeline developments.
- **Connections to surrounding neighbourhoods:** There is a unique opportunity at Piccadilly Basin to connect Piccadilly and the Northern Quarter, with communities in Ancoats and New Islington, complementing the new connections proposed under the Ancoats and New Islington Neighbourhood Development Framework. These areas all have their own distinct characteristics and are undergoing substantial regeneration. Through providing these connections, and capitalising on the natural synergies that will exist between Piccadilly Basin and surrounding neighbourhoods, there is potential to

create a range of complementary uses in Piccadilly Basin, whilst creating a high quality new development that is distinctive in its own right.

- **Exceptional transport connections:** Piccadilly Basin is an increasingly attractive destination due to its ease of access to employment opportunities, other City Centre uses, public transport and strategic highways connections.

## Report Structure

1.6 The remainder of this document is organised as follows:

- Section 2: Economic Context;
- Section 3: Strategic Planning and Regeneration Context;
- Section 4: Piccadilly Basin – Site Analysis;
- Section 5: Development and Urban Design Principles; and,
- Section 6: Phasing and Delivery Strategy.

## Report Purpose and Planning Status

1.7 The purpose of this document is to guide the future development of the Piccadilly Basin Area, to bring forward residential, commercial, and amenity development to create a distinctive neighbourhood properly coordinated with the City's wider strategic priorities and growth objectives.

1.8 The planning status of this document, following its approval by Manchester City Council, will be as a material consideration in determining all planning applications relative to Piccadilly Basin. Whilst it does not form part of the

Development Plan, it has been prepared to be consistent with the adopted policies of the Council's up-to-date Core Strategy.

## Report Contributors and Acknowledgements

1.9 This document has been prepared by Deloitte Real Estate with masterplanning input from SimpsonHaugh and Partners, heritage advice from Stephen Levrant Heritage Architecture and transport and engineering input from Civic Engineers.

# 2 Economic Context

## Introduction

2.1 This section of the document is provided to demonstrate that the SRF has been prepared on the basis of proposals that are both deliverable, will add value, and, align with the strategic economic policy priorities for Manchester City Centre and the City Region as a whole.

## Overview

2.2 Manchester has reached a pivotal moment in its evolution and according to the City Council's draft Residential Growth Strategy; it will need to deliver a minimum of 25,000 new homes over the next 10 years in order to sustain the positive economic and population growth that is forecast in Manchester over this period.

2.3 Underpinning the City's current and forecast need for new homes is its rapidly growing and increasingly younger and diversifying population. Between 2001 and 2011, Manchester's population grew by 19%, making it the fastest growing city in the UK outside London. People have been attracted to Manchester by the jobs that have been created and the balance between incomes, housing costs and the quality of life.

2.4 In recent years, whilst more homes have been built and the existing social housing stock comprehensively improved across Manchester, the most significant residential growth has taken place in the City Centre, where close to 50,000 people now live. At the 2007/08 peak Manchester saw over

5,400 new homes built in a year, that number dropped very substantially during the recession but is starting to increase again. Having the right housing mix in the right places will be critical if Manchester is to create a 'liveable' city that can compete internationally and be at the heart of the North's plan to create a counterweight to London and the South East that will drive economic growth for the UK as a whole.

2.5 It is clearly the case that new business is coming into the City and investing in its success, attracted by the talent, diversity, strength and scale of its labour force. This is linked to the quality of the housing offer and will increasingly be determined by the quality and attractiveness of the City's neighbourhoods.

2.6 Against the background of growth, there is a need to continue to build more houses and increase the supply of homes to buy and rent. It is this younger population who are increasingly choosing to live and work in the City, in particular in and around the City Centre, and who are driving much of our economic growth.

2.7 The Manchester Strategy's Vision identifies the need for '*highly skilled, enterprising and industrious people*' meaning it is essential that the City can attract and retain the right talent by providing the necessary homes in the right location as part of sustainable neighbourhoods that are attractive, clean and green, where residents from all backgrounds feel safe, can aspire, succeed and live well.

2.8 Forecasts suggest that by 2025 almost half (49%) of the people employed in the City will be educated to degree level or above. In addition, it can be reasonably expected that the most successful and sustainable cities will be those that have the best skilled work force. This is fundamentally important in terms of driving economic growth. The need for

higher skilled people will continue across all sectors including the established and growing financial and professional services sector and the City's fast growing and internationally distinctive clusters including creative and media businesses, digital, life sciences and advanced manufacturing sectors.

- 91,200 net new jobs; and,
- £17.3 billion more GVA.

2.9 Another important consideration for this document is climate change, building on the progress that has been made in Manchester to date. New housing must play its part in limiting the effects of climate change and driving a low carbon future for Manchester. It must be resilient and the environments we create must protect the most vulnerable people in our society. This is essential for future prosperity and quality of life. We are already seeing the effects of greater levels of carbon in the atmosphere are likely to result in more extreme seasonal variations with wetter winters, warmer summers and more extreme weather events.

### Greater Manchester Economic Context

2.10 The January 2016 update to the New Economy Greater Manchester Key Facts outlines that there are 1.4 m people working in Greater Manchester in some 105,000 businesses. It highlights the following key sectors of the Greater Manchester economy and their contribution towards the annual Greater Manchester GVA of £56 billion:

2.11 The latest release of the Greater Manchester Forecasting Model (GMFM) January 2015 prepared by Oxford Economics provides a summary outlook for Greater Manchester between 2014 and 2024 of growth in the order of:

- 128,300 more people;

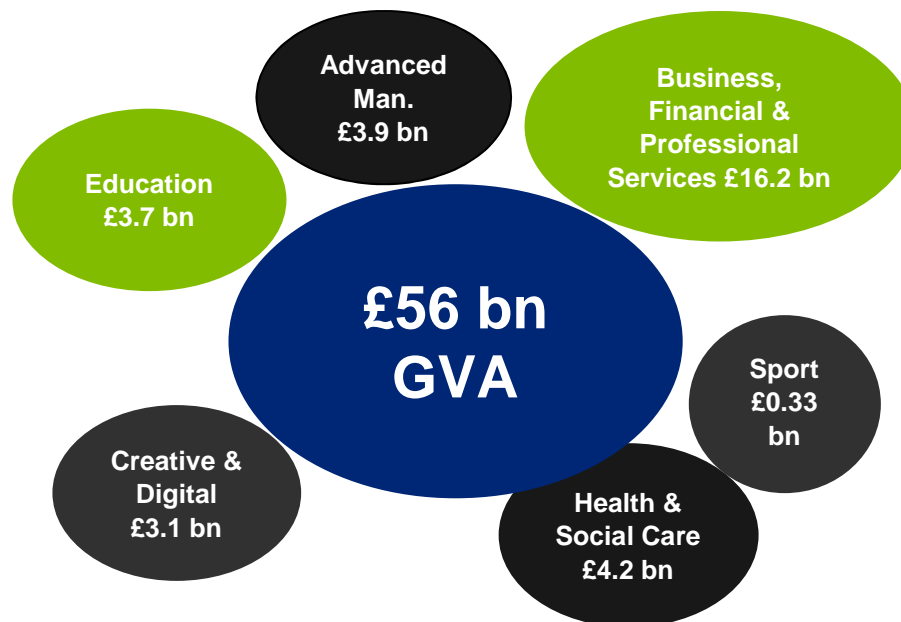


Figure 2.1. Greater Manchester Economic Outputs (Source: GM Key Facts, January 2016)

2.12 Greater Manchester's economic growth continues to be driven by key sectors including professional and business services, life sciences and creative and digital. There are also a significant number of retail businesses in Greater Manchester, representing 12.7% of all businesses (compared to the UK average of 10.9%)<sup>2</sup>

<sup>2</sup> Source: *Ibid.*

## Manchester's Commercial and Business Market

- 2.13 Manchester'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. Indeed, Manchester's economy grew faster than London in 2015.
- 2.14 Manchester's economy is large and diverse with over 390,000 jobs in the City<sup>3</sup> in a range of services. The latest GMFM projects employment in Manchester to increase by 42,600 in the period 2014 – 2024.
- 2.15 The largest numbers of jobs in the City are in the financial and professional service industries. The City has also developed a number of internationally distinctive clusters of creative, media, digital, life sciences and manufacturing industries including the BBC and ITV. These innovative industries are set to grow in Manchester.
- 2.16 Alongside this Manchester has a thriving design business with 10,000 new design jobs created in the City Region between 2012 and 2014. Cultural businesses employ 1,000 directly and this is set to grow with schemes such as 'The Factory' coming forward. As well as being a central hub and new home for Manchester International Festival, The Factory will also be a commissioning venue creating multiple original works of its own in partnership with leading national and international organisations across theatre, music, dance, technology, film, TV, media and science. The construction sector also continues to grow<sup>4</sup>.
- 2.17 Such growth will create a diverse workforce in a range of professions including not only those listed above but also supporting industries such as retail, hospitality, teaching, health care and other professions required to support a vibrant, diversifying and growing city.
- 2.18 The Deloitte Manchester Crane Survey (January 2016) highlights that in recent years the delivery of Grade A office floorspace has reduced significantly from its peak of 600,000 sq.ft. in 2009 with it reaching an all-time lull in 2015 of 0sq.ft. Although there was no new floorspace delivered in 2015, 325,000 sq ft of office floorspace was under construction and it is expected that with the current level of Grade A office floorspace under construction (1.04m sq. ft) approximately 520,000 sq.ft of floorspace should be completed in both 2016 and 2017.
- 2.19 This pipeline is primarily driven by the projected increases in Grade A rental values given lack of supply and strong levels of take up. Take up activity in the first three quarters of 2015 (1.05 million square feet) is generally equivalent to the Q3 figures of 2014, which showed a total of 968,000 sq. ft. had been taken in the City.
- 2.20 Pre-let activity in the City was given a boost by the success of the XYZ Building, which is due to complete in Q3 2016, as three tenants signed in quick succession. There were Global Radio (16,700 sq. ft.), Shoosmiths (32,000 sq. ft.) and NCC (60,300 sq. ft.). The XYZ provides a product with points of difference in terms of a flexible work space building where occupiers more than ever can customise their own spaces. Additionally, there has been 51,000 sq. ft. pre let to Gazprom at the new development on First Street.
- 2.21 In the pipeline a number of additional schemes have gone through planning. These planned developments would

<sup>3</sup> Source: Manchester Strategy 2105 - 2025

<sup>4</sup> Source: Manchester Strategy 2016 - 2025

provide 1.13 m sq. ft sq. ft. of new Grade A space if constructed.

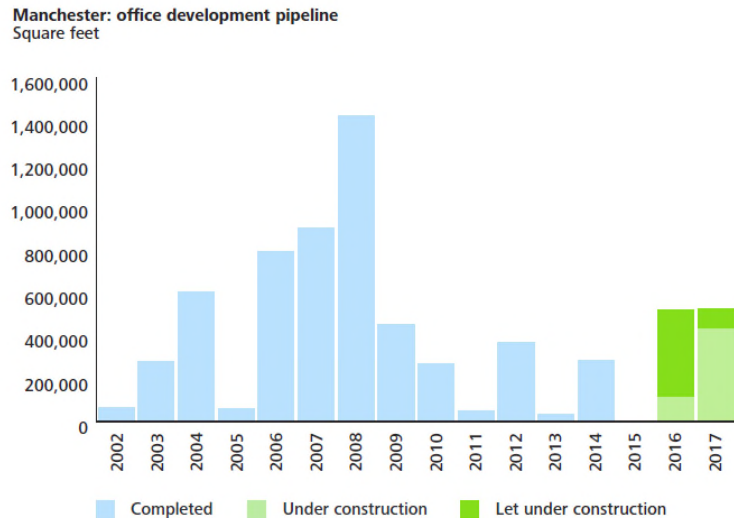


Figure 2.2 - Manchester Office Development Pipeline, Source, Deloitte Manchester Crane Survey 2016

2.22 In summary, current construction is driven by 5 major schemes of which 78.4% of the floorspace is pre-let:

- No 2. St Peters Square: 161,113 sq ft (35% pre-let)
- One Spinningfields: 362,607 sq. ft. (15% pre-let)
- XYZ building: 160,000 sq. ft (100 % pre-let)
- 101 Embankment: 165,000 sq ft (8 year pre-let)
- One New Bailey: 125,000 sq. ft (65% pre-let)

2.23 The high level of demand for new office space in Manchester, the high level of pre-lets and the overall economic outlook moving forwards indicates that there is capacity and need for future office floorspace in Manchester. The southern part of the site is adjacent and therefore extremely well connected to Piccadilly which is a Regional Transport Hub. This area has a diverse employment offer including Grade A commercial offices, combined with hotels. Taken together with the adjoining Northern Quarter which is melting pot of cultural creativity, the area is a prime opportunity to accommodate a potential range of types of future employment floorspace in the City to support key growth sectors and the overall function of Manchester City Centre as a strategic employment location.

### Population Growth

2.24 Reflecting economic growth, Manchester's population growth increased by nearly 20% (+80,202) between 2001 and 2011<sup>5</sup>, which is more than double the UK average over the same period. 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. Indeed, Manchester is recognised as the fastest-growing metropolitan authority in England. Manchester currently has a population of 520,200<sup>6</sup>, sitting at the heart of a conurbation of 3 million people in the north of England.

2.25 The largest population increases are being witnessed in the age bands that are typically considered to fuel economic growth, i.e. those at University-leaving age and above. Across Greater Manchester, the largest age band growth identified in the 2011 Census was in the 20-24 age band,

<sup>5</sup> Source: ONS, Census 2011

<sup>6</sup> Source: Greater Manchester Key Facts, January 2016

which increased by 41,400 (25%) since 2001. The 25-29 age band also witnessed a significant increase of just fewer than 30,000 over the same period. This sector of the population creates demand for new lifestyle choices that offer access to City Centre employment, amenities, and transport networks.

2.26 Whilst population forecasts vary, the latest GMFM projects a population increase in Manchester of 39,300 by 2024. This, together with well documented trends and changes in household formation, will fuel an increase in demand for accommodation.

2.27 This growing population and changing demographics alongside ongoing economic growth in Manchester result in increasing market demand for new housing to meet the specific needs. This means that there is a requirement for a mixed portfolio of both owner occupier and rented housing.

## Residential Context

2.28 The Deloitte Manchester Crane Survey (January 2016) outlines that Manchester is showing strong signs in the residential market. The number of residential units currently under construction is the highest since 2008 at 2,982 units. This is almost double the number under construction in the previous year (1,426 units) and is also above the 2002 - 2015 annual average of units under construction.

2.29 Notwithstanding this point, the City Centre market has moved from a perceived oversupply in 2009 to a clear undersupply both in quantum but also quality today. This has led to a whole raft of initiatives aimed at accelerating growth, including Manchester Life, Manchester Place, the publication of a draft residential growth prospectus which identifies the need for a minimum of 25,000 new homes over

the next 10 years and a £300 million GM Housing fund. In beginning to address the desire to enhance quality, there has been the introduction of space standards based on the London Design Guide.

2.30 In terms of what's under construction, there continues to be a number of owner occupier focused schemes which tend to be smaller in scale (highlighted in blue below). There is however a significant increase in build to rent accommodation being delivered.

2.31 This high delivery of schemes can largely be attributed to the following 14 large scale schemes under construction:

- One Cambridge Street (282 units)
- Angel Gate (343 units)
- Wilburn Street Basin (491 units)
- 1 Water Street (307 units)
- City Suites (265 units)
- [The Roof Gardens, Ellesmere Street \(71 units\)](#)
- [Timekeeper Square \(36 Units\)](#)
- New Bailey, Stanley Street (90 units)
- The Hat Box (144 units)
- [hoUSe \(44 units\)](#)
- X1 Eastbank (111 units)
- New Union Street (302 units)



- Murrays' Mills (124 units)
- Jersey Street Site (158 units)

2.32 In addition, enabling works have progressed on the Owen Street scheme being developed by Renaker. Planning Permission was approved for 1,508 units on this site in June 2016.

2.33 The anticipated delivery of units for 2016 is currently 2,175.

2.34 Whilst residential development is at its highest in 5 years there is still some way to go to meet the housing needs in Manchester. The below graph illustrates the number of units completed each year from 2002 and those under construction for 2016 and 2017, the graph also illustrates the average completions between 2002 and 2015 as 1,238 p/a.

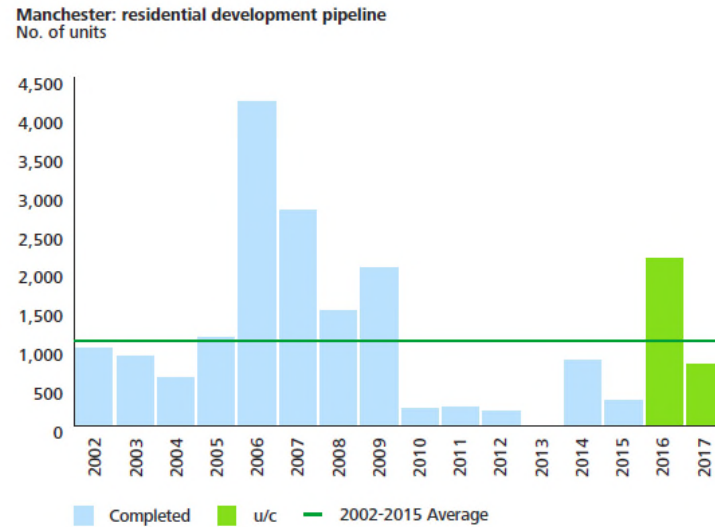


Figure 2.3 - Manchester Residential Development Pipeline, Source, Deloitte Manchester Crane Survey 2016

2.35 Residential development is still lower than the 2006 peak, when over 4,000 units were delivered and there has been a noticeable and significant reduction in the number of completions over the past five years.

2.36 The market area at the edge of the City Centre has seen a remarkable change over recent years as a result of both market-led growth and regeneration initiatives. The rapid expansion in apartments has led to an increase in the number of people living and working within its boundaries and this growth has resulted in a continuous and on-going expansion of the 'City Centre' market into the edge of the City, for example at Green Quarter, Ancoats and New Islington, Sharp Street, St John's and Central Salford. Piccadilly Basin therefore has a clear opportunity to capitalise on this northbound City Centre expansion, which is reflected in the recently extended City Centre boundary



courtesy of the recently endorsed Manchester City Centre Strategic Plan.



Figure 2.4 City Centre Boundary (Source City Centre Strategic Plan 2015 – 2018)

market conditions, it is clear that Piccadilly Basin has the potential to be a high quality mixed use neighbourhood. The neighbourhood can build on its earlier phases of development to establish further sustainable residential and commercial led development, accompanied by supporting retail and leisure uses that should be carefully managed and selected in terms of supporting the creation of a vibrant new neighbourhood which forms a successful addition to the City and supports Manchester's future growth.

- 2.40 In order to sustain growth within Manchester the City needs to ensure that adequate accommodation is available for businesses to grow into and for future workers to live in. Residential accommodation in particular has to be located in the most suitable areas that allow the best connections to the major employment sites in the City Centre as well as access to the integrated transport system that connects Greater Manchester.
- 2.41 Piccadilly Basin's locational advantages, means that it is ideally positioned to play a role in addressing the urgent need to deliver new housing that meets the demands of the growing workforce and population, whilst also providing space for new commercial and office development in the longer term.

### Pipeline Supply

- 2.37 Alongside the increase in numbers of newly started projects during 2015, the planned development pipeline is an encouraging indicator of projected future growth.
- 2.38 Research suggests that as of January 2016 there are currently 21 projects with extant Planning Permissions, approving approximately 7,500 residential units.

### Conclusions and Role of Piccadilly Basin

- 2.39 In the context of Piccadilly Basin's locational attributes and characteristics, combined with the prevailing economic and

# 3 Strategic Policy and Regeneration Context

## Introduction

- 3.1 Piccadilly Basin represents a strategic opportunity to support and deliver a number of important policy objectives at the City and Greater Manchester level. This section of the report provides a summary of the key policies that have influenced the preparation of this document and the content of the proposals.
- 3.2 In addition, Piccadilly Basin falls within the HS2 Strategic Regeneration Framework Area. This provides high level proposals for the area surrounding Piccadilly Station outlining a strategy and key priorities for the positive regeneration of the area stemming from HS2. This document updates and adds further detail to the development and delivery strategy whilst aligning to the HS2 framework's key objectives. This chapter also acknowledges the wider area based neighbourhood plans, such as Ancoats and New Islington, and identifies how Piccadilly Basin proposals must properly interface with and complement those initiatives as part of the wider comprehensive and cohesive planning of the City.

## Strategic Planning Policy Context

### Northern Powerhouse

- 3.3 In the 2014 Autumn Statement, an additional £7 billion of investment was announced by the then Coalition

Government to build the Northern Powerhouse, as a rival to the economic strength of London.

- 3.4 The announcement also provided that Greater Manchester will have a directly elected Mayor by 2017, with responsibility for a £300m housing investment fund, devolved and consolidated budgets in transport and health and social care, along with key strategic planning powers.
- 3.5 The 2014 Autumn Statement set out a number of key aims for the budget. These were to better connect the core cities of the North by investing £6 billion on road and rail infrastructure, including delivery of better east west connections across the Northern Powerhouse Region through HS3, and doubling the number of northern cities to benefit from the Government's superfast broadband programme. Funding was also announced specifically to target the North's strengths in science, with major new science investments, including the new Sir Henry Royce Materials Research Institute based in Manchester. A £78 million funding commitment was also made to The Factory Manchester, which will provide a permanent home for the Manchester International Festival and become a major commissioning venue for new cultural works.
- 3.6 A subsequent Budget in July 2015 established 'Transport for the North' as a statutory body with duties underpinned by £30 million of additional funding over the next three years. Transport for the North is a unique partnership between the Northern city region authorities, Government and the national transport agencies harnessing the power of city regions, and the wider North, to drive economic growth in the industries of the future.
- 3.7 The Budget also reconfirmed the Government's commitment to the Northern Powerhouse project in general announcing

further devolution deals with the Sheffield City Region, the Liverpool City Region and Leeds, West Yorkshire and partner authorities.

- 3.8 The March 2016 budget has committed £60m to progress feasibility work and develop plans for the development of 'Northern Powerhouse Rail, an improved east-west rail link, with the aim of reducing journey times from 50 minutes to approximately 30 minutes between Leeds and Manchester. In addition, £75m is committed to develop plans for an 18-mile road tunnel under the Peak District to speed up journey times between Manchester and Sheffield. Construction on both projects will begin 2020 at the earliest.
- 3.9 The underlying aim of improving transport connections is to establish the benefits of agglomeration between the key Northern Cities as a boost to economic growth. To put this into perspective, the key City Regions of the North of England taken together represent the 10<sup>th</sup> largest EU economy (£289 bn), offering 19% UK GDP and with tremendous growth potential estimated at £37 bn to 2020.
- 3.10 In order to realise the opportunities of this growth potential, Manchester must positively forward plan and create the right conditions and certainty around the key opportunities such as Piccadilly Basin in order to deliver the right outcomes.

### Manchester Strategy 2016 - 2025

- 3.11 The Manchester Strategy replaces the Manchester Community Strategy 2006 - 2015. The revised Manchester Strategy sets out a vision for the City over the next decade, which is the creation of a place that is attractive, clean and green, where residents from all backgrounds feel safe, can aspire, succeed and live well.

3.12 It seeks to secure the City's position as a world class city:

- with a competitive, dynamic and sustainable economy that draws on its distinctive strengths in science, advanced manufacturing, culture, creative and digital business, cultivating and encouraging new ideas;
- with highly skilled, enterprising and industrious people;
- that is connected, internationally and within the UK;
- that plays its full part in limiting the impacts of climate change;
- where residents from all backgrounds feel safe, can aspire, succeed and live well; and,
- that is clean, attractive, culturally rich, outward looking and welcoming.

3.13 The Manchester Strategy recognises that more jobs are being created in new, added value growth sectors of the economy and that there is a growing and changing population. The City needs to respond and provide for this changing market. This means providing the right environment for economic growth and enterprise including the right housing and employment offers as part of sustainable mixed use neighbourhoods.

3.14 In order to ensure a 'thriving and sustainable city' the Strategy outlines its approach to supporting a diverse and distinctive economy that creates jobs and opportunities. Businesses are already investing in Manchester because of the talent, diversity and size of the labour market and to

remain competitive internationally it is recognised that the City must continue to ensure that Manchester is a liveable city. It is outlined that Manchester will continue to plan space for business to grow. This includes planning for the re-use of existing buildings whilst ensuring that there is a good supply of space for well-designed large office buildings to meet the needs of professional and service industries in locations such as Spinningfields, Airport City and Piccadilly, whilst also providing bespoke space for creative and science sectors.

- 3.15 To meet requirements for providing a ‘liveable and low carbon city’ the Strategy outlines its approach to delivering a destination of choice for people to live, work and visit. Manchester will pursue growth in new residential accommodation whilst also ensuring that the basics are right in terms of ensuring that the City is clean, safe and welcoming. The Strategy continues to support growth with well planned communities, with highest densities of housing to be located in places that are best connected to public transport. Alongside new housing the strategy also outlines the importance of providing good quality public space for people to relax, enjoy and exercise.

### Manchester Core Strategy (2012)

- 3.16 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. 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.

- 3.17 Piccadilly Basin falls within the defined Regional Centre as set out in Policy EC3 and within the City Centre Boundary.
- 3.18 Piccadilly Basin has the potential to contribute strongly to a wide range of Manchester’s strategic policy objectives as summarised below:
- 3.19 **Policy SP1 Spatial Principles:** there is an emphasis on the creation of neighbourhoods of choice, providing a high quality and diverse housing offer around district centres, which meet local needs. A distinct majority of new residential development in these neighbourhoods will be in the Inner Areas, defined by the North, East and Central Manchester Regeneration Areas. It is noted that the River Valleys, including the Irk, and the City Parks, are particularly important; access to these resources will be improved. In this regard, Piccadilly Basin forms an important underutilised inner area of the City which has all the physical and locational attributes to establish a successful and vibrant neighbourhood. It will also support vastly enhanced physical and functions connectivity to the important neighbourhood growth and enhancement opportunities within an expanded city centre beyond the Inner Ring Road.
- 3.20 **Policy EC3 The Regional Centre:** employment generating uses will be promoted within the Regional Centre. In addition, new housing to complement the development of mixed use employment areas will be supported.
- 3.21 **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 floorplates will be encouraged to boost investment. Key sites

in the City Centre include the Civic Quarter, Mayfield, Spinningfields and Granada lands, The Corridor (Oxford Road Corridor, Great Jackson Street and First Street) and Piccadilly.

- 3.22 **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.
- 3.23 **Policy CC3 Housing:** 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. Key locations for residential development are Castlefield, Piccadilly, the Southern Gateway and the Northern Quarter.
- 3.24 **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.
- 3.25 **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.
- 3.26 **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.

- 3.27 **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.
- 3.28 **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.
- 3.29 **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.
- 3.30 **Policy C10 Leisure and the Evening Economy:** new development and redevelopment that supports the evening economy and supports a balanced and socially inclusive evening / night-time economy will be permitted, subject to considerations of cumulative impact, residential amenity and balance.

3.31 **Policy EN1 Design Principles and Strategic Character**

**Areas:** Piccadilly Basin forms part of the HS2 Framework, which should be considered in bringing forward development.

3.32 **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 place-making and will bring significant regeneration benefits. Suitable locations will include sites within and immediately adjacent to the City Centre with particular encouragement given to non-conservation areas and sites that can be easily served by public transport nodes.

3.33 **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.

3.34 **Policy EN4 Reducing CO2 emissions by Enabling Low and Zero Carbon Development:** where possible new development projects must be located and designed in a manner that allows advantage to be taken of opportunities for low and zero carbon energy supplies.

3.35 **Policy EN6 Target Framework for CO<sub>2</sub> 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.

3.36 **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. All proposals should make provision for usable amenity space, parking of cars and bicycles and prioritise sites close to high frequency public transport routes.

3.37 **Policy H8 Affordable Housing:** Policy H8 sets out the City Council's affordable housing policy, which applies to all residential development on sites of 0.3 hectares and above or where 15 or more units are proposed.

**Draft Residential Growth Prospectus (2013) and Strategy (2015)**

3.38 Recognising the critical relationship between housing and economic growth, Manchester City Council has approved a Residential Growth Prospectus (approved in draft by the Council's Executive Committee on 18 June 2013). The starting point is the urgent need to build more new homes for sale and rent to meet future demands from the growing population. It looks to address undersupply and in particular the development impasse, that had until recently been evident in the 'downturn' years across all house types and tenures in the City.

3.39 Six principles inform the Housing Prospectus:

- Building more new homes.



- Creating pathways to home ownership.
- Developing a quality private rented sector (PRS).
- Bringing empty homes back into use.
- 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.

3.40 A key aspect of the Council's supporting interventions is to ensure that the local planning framework provides the appropriate support for residential growth. Housing is one of the key Spatial Objectives of the adopted Core Strategy and through this the City Council aims to provide for a significant increase in high quality housing at sustainable locations and the creation of high quality neighbourhoods with a strong sense of place.

3.41 In the wake of the transformational Devolution Agreement in November 2015, which provided a framework for new housing related powers and a £300m recyclable housing fund for Greater Manchester, an updated Residential Growth Strategy was endorsed for consultation by the Council's Executive in November 2015.

3.42 The Strategy builds upon the Draft Residential Growth Prospectus and sets out a number of housing growth priorities to meet the City's ambitions for sustainable growth generated from a growing economy and population. The aim is to ensure that there is the right quality, mix and type of housing in the right locations to meet demand.

3.43 Six priorities to support the City's sustained growth are outlined:

Priority 1: Increase housing building on existing and new sites

- Locate higher density developments towards district centres and transport hubs, and particularly in the conurbation core, and north and east Manchester;
- Focus housing in locations with good access to employment and education.

Priority 2: Improve quality and sustainability of new housing through emphasis on the need to deliver

- Improve waste and recycling infrastructure;
- Create new green spaces;
- Deliver low carbon developments; and
- Improve provision for walking and cycling.

Priority 3: Increase the opportunities for home ownership

- Address the risk of an affordability gap developing between income and housing costs;
- Ensure affordable housing is appropriate for the needs of the City and not necessarily being constrained by traditional definitions; and
- Attract and retain middle income home buyers.

#### Priority 4: Expand the family housing offer

- Focus on delivery of family housing in parts of the City Centre identified as having large household sizes; and
- Ensure family housing is supported by appropriate facilities.

#### Priority 5: Professionalise private rented sector (PRS) across the City

- Develop PRS as an asset to the overall residential mix, particularly regarding retention of existing social housing.

#### Priority 6: Provide appropriate housing options for retirement living

- Develop innovative solutions for young people and the elderly.

3.44 The overarching aspiration is to develop neighbourhoods of choice. There is a need to improve equality amongst the City's residents in terms of housing choice, quality, affordability, which will help to develop strong communities.

3.45 Locations at the edge of the City Centre have been put forward as strong and appropriate locations for future resident growth where the conditions are right for development to come forward promptly.

## Regeneration Context

### HS2 Piccadilly

3.46 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 will 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 which can attract further investment into Greater Manchester by creating a new gateway into the regional centre and boost investor confidence in the area.

3.47 Specifically, 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. 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. Further connectivity is expected to be provided as part of the Northern Rail Powerhouse.

3.48 In order to respond to the opportunities presented by HS2 and the Northern Hub, a Strategic Framework for the area surrounding Piccadilly Station (the HS2 Manchester Piccadilly SRF) was approved by Manchester City Council in 2014. The SRF aims to maximise the once-in-a-Century opportunity provided by HS2 and the Northern Hub to create a world class transport hub and arrival point into the City.

3.49 HS2 is forecast to deliver major new employment opportunities – The HS2 Manchester Piccadilly SRF is set to deliver circa 14 million sq. ft of new mixed use floorspace including the equivalent of 4,500 homes and 625,000 sq. m



of commercial floorspace. The additional investment in Piccadilly represents a unique opportunity to transform and regenerate the northern and eastern gateway to the City Centre. This can link to the Council's aspirations to transform the northern and eastern edge of the City Centre across the Inner Ring Road, and provide important connectivity and opportunities to major regeneration areas in the north and east of the City.

3.50 The HS2 Manchester Piccadilly SRF identifies the following overarching objectives which provide direct and important requirements in terms of the masterplanning of Piccadilly Basin. These are as follows:

- Improving the attractiveness of investment in neighbouring areas;
- Radically improving physical connections and permeability; and,
- Providing destinations for social and cultural activity.

3.51 Also of particular relevance to Piccadilly Basin are the following important principles that should underpin proposals coming forward within the HS2 Masterplan area:

- **Maximising the Opportunity** – Using the catalyst of HS2s arrival as a 'once in a century' opportunity to fundamentally change Manchester by creating a new gateway and extending the City Centre northwards 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 that empower people,

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 Connectivity** – creating proposals that capture the potential for Piccadilly Station to be one of the world's great transport buildings and capitalise on the area's unique location on the doorstep 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.

3.52 The HS2 Framework proposals are broken down into sub-areas and Piccadilly Basin forms part of the Piccadilly Basin zone. In relation to Piccadilly Basin it states (with our emphasis):

“Historic road patterns and pockets of built fabric remain around Piccadilly basin, the Ashton Canal, and the area which neighbours onto the Northern Quarter. New development in these areas would **reinforce this grain, acknowledging the scale of neighbouring city blocks and reinvigorating connections that existed in the past. The use mix in this area would be governed by demand but a variety of residential development, focused on the canal basins, would be encouraged.** Opportunity to invigorate this

**very under used section of the canal network and improve the pedestrian connection between the Ashton and Rochdale canals.**

- 3.53 The document also identifies that in areas where there is less historic grain; there is an opportunity for new development to step up in scale. It identifies that, for example, this would apply to the area contained by Great Ancoats Street and the Rochdale and Ashton Canals albeit at the time of writing the report this was envisaged as office led development akin to Spinningfields.”

### **City Centre Strategic Plan**

- 3.54 On 2 March 2016, the City Centre Strategic Plan 2015 - 2018 was presented to the Executive Committee for endorsement.
- 3.55 In relation to Piccadilly, the potential for unrivalled major transformation to the eastern gateway of the City over the coming years as a result of HS2 and the Northern Hub is recognised. The City Centre Strategic Plan endorses the recommendations in the HS2 Manchester Piccadilly SRF.
- 3.56 In addition, the Strategic Plan includes a new City Centre boundary that responds to the rapidly evolving economic geography of Manchester City Centre. As both the economy and population of Manchester have grown, large scale mixed-use developments incorporating commercial, residential and leisure uses are driving change at its boundaries - including Ancoats and New Islington to the east, the Green Quarter and NOMA to the north, and to the south west at Castlefield and St George’s. The City Centre boundary has therefore been extended to recognise the contribution of former ‘fringe’ areas and their relationship with the City Centre.

- 3.57 The extension of the City Centre means that Piccadilly Basin sits firmly within the north east of the City Centre. It represents an important transition point between the existing and extended city centre.

### **Ancoats and New Islington**

- 3.58 The Ancoats and New Islington Neighbourhood is witnessing a significant surge in development activity and further development interest by virtue of its available land, highly accessible location, its unique heritage character, supportive planning policy and as a consequence of the work that has been done in terms of land assembly and the implementation of essential infrastructure to support economic growth. Following the recession there has been an upturn in construction activity and the build of a substantial development pipeline through grant of various Planning Permissions.
- 3.59 New development is coming forward in a coordinated and cohesive way based on an adopted Neighbourhood Development Framework for the area and in particular through the major multi-phased investment in residential led development of Manchester Life (a Joint Venture between Manchester City Council and Abu Dhabi United Group).
- 3.60 Ancoats and New Islington directly interface with Piccadilly Basin, albeit with the presence of a significant physical and psychological barrier in the form of Great Ancoats Street. Establishing strong connections through Piccadilly Basin which joins up Ancoats, Piccadilly, Northern Quarter and the City’s core retailing, employment and civic functions is an essential requirement of the strategy for Piccadilly Basin.

## New East Manchester - Holt Town and Etihad

- 3.61 The regeneration of Piccadilly Basin forms a key link in the connection between the City Centre, Ancoats and New Islington through to New East Manchester and in particular Holt Town and Etihad Campus.
- 3.62 Holt Town represents an opportunity to join the City Centre with the development in Eastlands. There are plans, as supported by the Holt Town Regeneration Framework (2013), to develop a mixed use area along the Ashton Canal taking advantage of the potential for canal side development and utilising heritage mill buildings, and along Pollard Street on the western boundary of the Holt Town area. Residential land uses will dominate the area with large residential provision in East Bank and Lower Medlock Valley. Employment opportunities are planned north of the Ashton New Road to complement the developments at Etihad Campus nearby. Finally, there is a proposed provision for a large amount of greenspace through Holt Town mainly concentrated on and around the River Medlock.
- 3.63 Further east, Manchester City Football Club was bought out by the Abu Dhabi United Group in 2008 and since then has been transformed into a powerhouse in British and European Football's elite. In addition, their plans off the pitch to develop the Etihad Stadium and the surrounding land illustrate their status as one of the major stakeholders in East Manchester. Following the Eastlands Regeneration Framework (2011), development is well underway with Beswick Hub which is set to make East Manchester a centre for sporting excellence. Development has progressed with Beswick Library, Connell College and Leisure Centre. More development is in the pipeline with Beswick becoming the

home of Manchester Institute for Sports Science and Sports Medicine and further office and retail space is proposed.

## Conclusion and Role of Piccadilly Basin

- 3.64 Given the extensive land assets available at Piccadilly Basin, the existence of a number of development-ready sites in close proximity to the City Centre and key transport nodes, and the potential of positively affecting north and east Manchester communities through the development of these areas, the north of the City is set to play a significant part in satisfying the identified current and future demand for new dwellings and commercial space in new neighbourhoods, which is required in order to support population and economic growth.
- 3.65 A number of neighbourhoods located within Manchester's northern and eastern City Centre edges have been the focus of significant regeneration activity and public sector investment over the last decade. Strategic planning and regeneration policy guidance is being developed to provide frameworks for the transformation of these areas into vibrant new residential-led mixed use neighbourhoods of choice such as HS2 Piccadilly, Ancoats and New Islington, Holt Town and Eastlands. The diagram overleaf illustrates the vast network of regeneration areas.
- 3.66 The additional investment in Piccadilly Basin represents a unique opportunity to transform and regenerate the north eastern gateway to the City Centre. This links to the Council's aspirations to transform the City Centre across Great Ancoats Street, and provides important connectivity and opportunities to major regeneration areas in the east of the City and beyond.





Figure 3.1: Regeneration Framework Areas

# 4 Piccadilly Basin - Site Analysis

opportunity to create a successful, vibrant and sustainable mixed use neighbourhood over the next 10 years.

## Introduction

- 4.1 Piccadilly Basin covers 5.9 ha of previously developed land and is bounded by Great Ancoats Street to the north east, Laystall Street, Peak Street and Ducie Street to the south east, Dale Street to the south west and Hilton Street, Tariff Street, Brewer Street and Port Street to the north-west. Tariff Street bisects the site from east to west and the Rochdale Canal bisects the site from north to south.
- 4.2 The Piccadilly Basin Framework Area lies principally within Belgravia Living Group's ownership. It has however also been extended to include a parcel of land between Tariff Street and Port Street. This is to ensure that proposals come forward in a comprehensive and cohesive manner which supports the ability to create an attractive, sustainable neighbourhood.
- 4.3 An area of influence is also included beyond Port Street. The Framework does not prescribe the type of development that should come forward here. The general principles established however, should be followed to ensure complementary and comprehensive developments come forward.
- 4.4 Piccadilly Basin provides significant areas of previous developed land and an important and deliverable



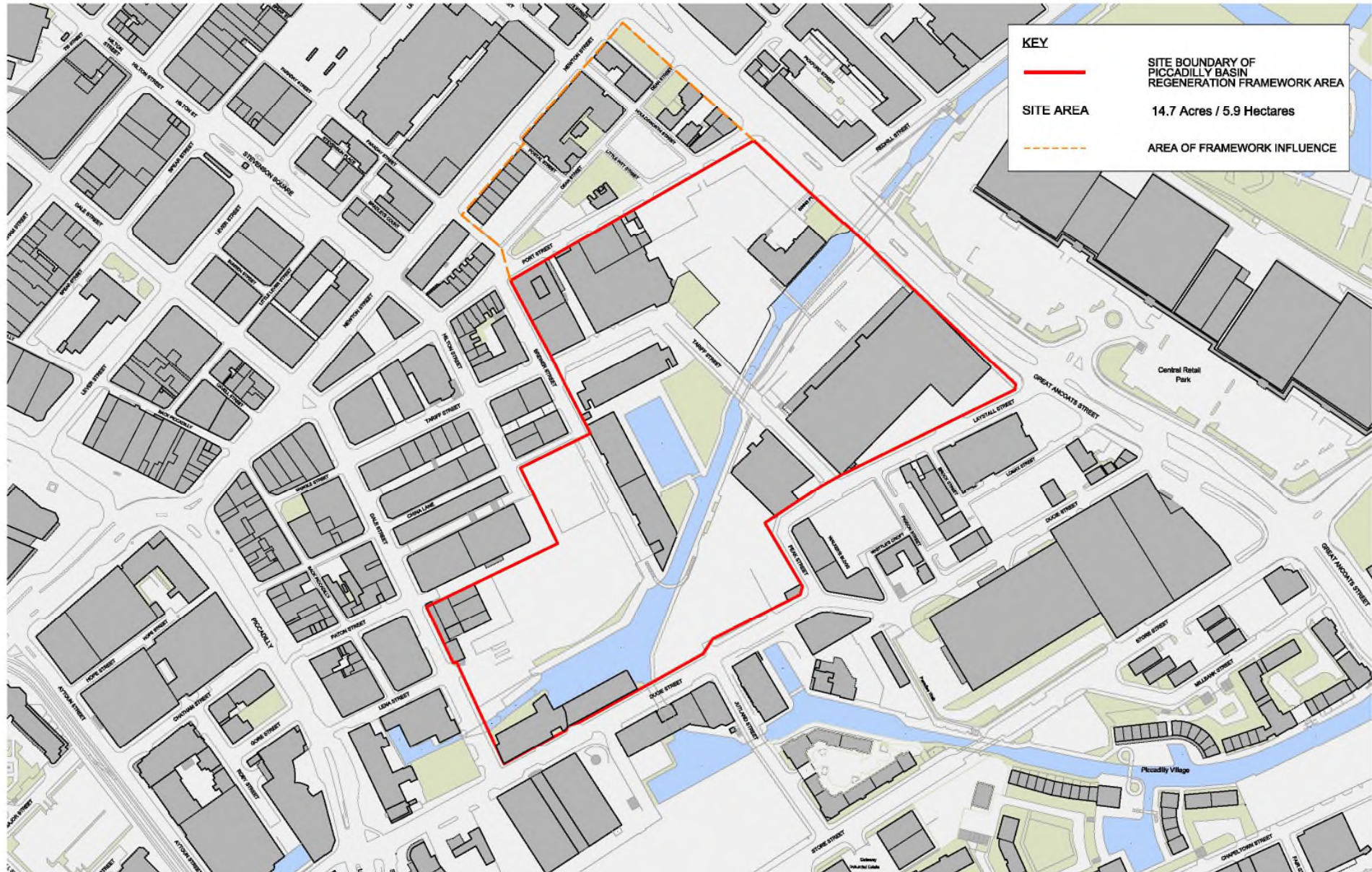


Figure 4.1: Piccadilly Basin Strategic Regeneration Framework Area (SimpsonHaugh and Partners)



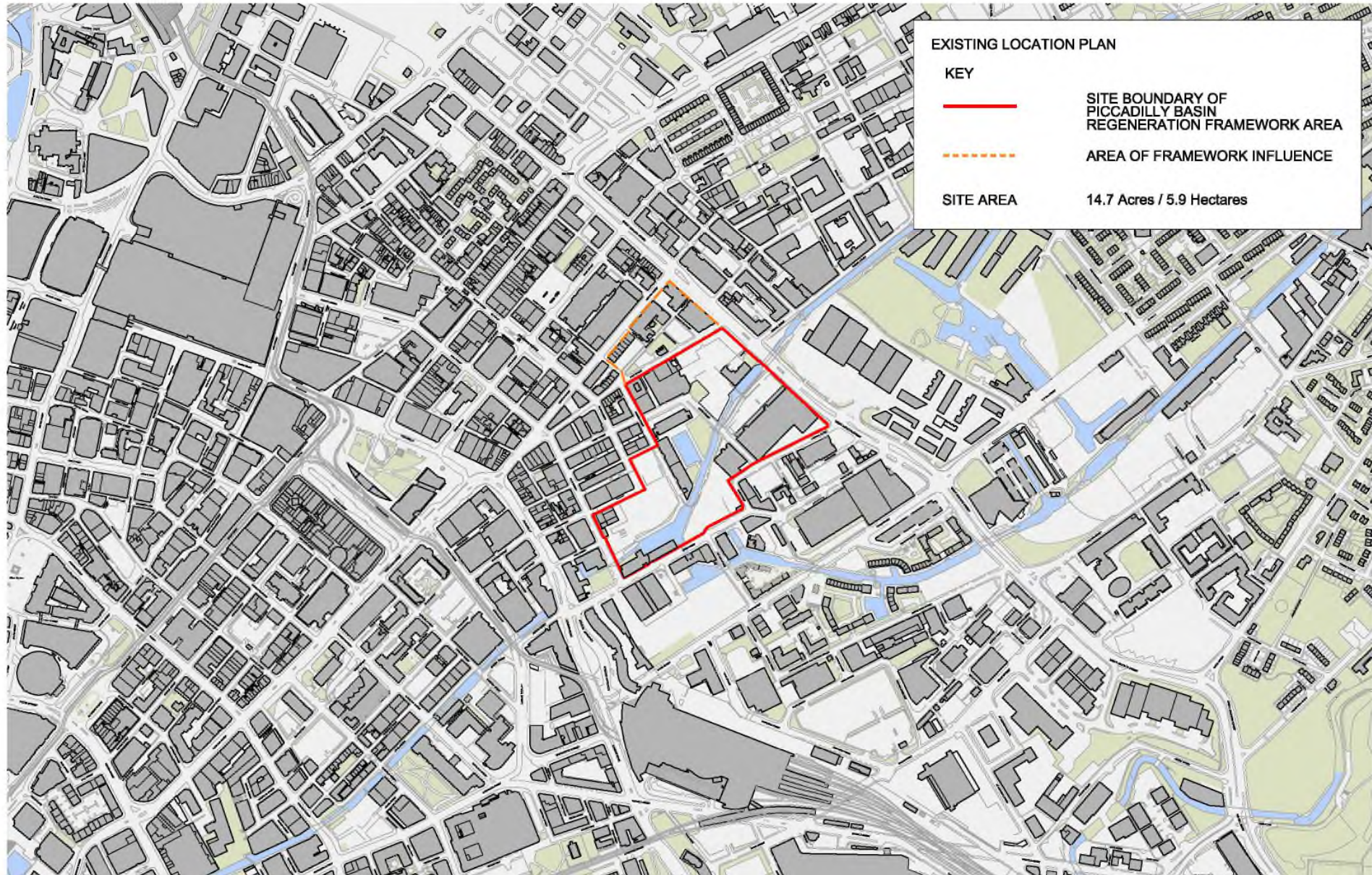


Figure 4.2: Piccadilly Basin Strategic Regeneration Framework Site Location (SimpsonHaugh and Partners)



## Site History

- 4.5 This area of the City has witnessed dramatic cycles of development and change resulting from the rise and decline of industry and commerce during the 19th and 20th Centuries.
- 4.6 Survey work for the Rochdale Canal was carried out by James Brindley in 1765. The knowledge that its construction would make the transport of raw materials and finished goods more convenient, gave industrialists the confidence to build their cotton mills in the area. The first mills were built in Ancoats as early as 1790.
- 4.7 The area was first developed in the last half of the 18th Century when the street grid was laid out and the area became heavily developed. This was led by the presence of large industrial buildings located along the newly created waterways through this part of the City. The dense urban form existed for nearly 150 years before the economic decline of the cotton/textile in the mid-20th Century.
- 4.8 In relation to the Piccadilly Basin, historic maps have been analysed to provide an understanding of the development of Piccadilly Basin and to provide a contextual analysis of the features that remain.
- 4.9 Piccadilly Basin was fully developed for its industrial and commercial use by the 1900's with buildings, yards and streets developed around the canal structure. Piccadilly Basin was integrated into the wider urban form creating a coherent urban structure. Buildings ranged in height, scale, mass and form depending on their function.



Figure 4.3 1900s (Source Heritage Appraisal by Stephen Levrant Heritage Architecture)

- 4.10 The decline in industry in the mid-20th Century resulted in much of Piccadilly Basin being cleared by the 1960s and the canal arm being filled in.



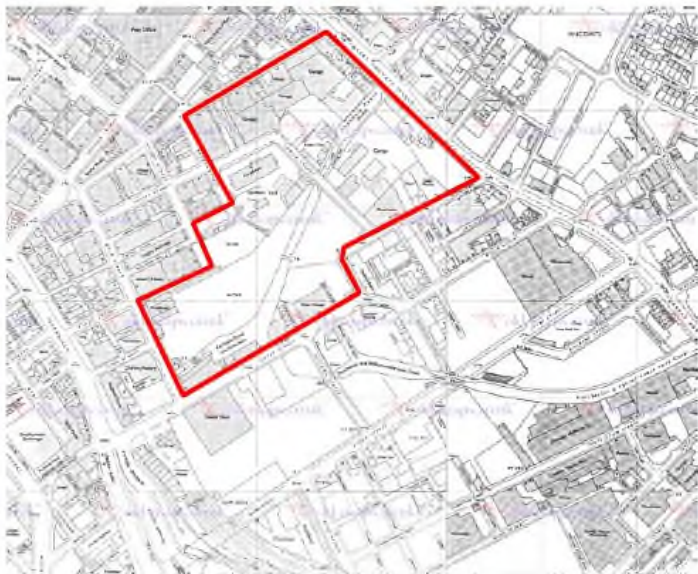


Figure 4.4 1960s (Source Heritage Appraisal by Stephen Levrant Heritage Architecture)

## Piccadilly Basin Masterplan

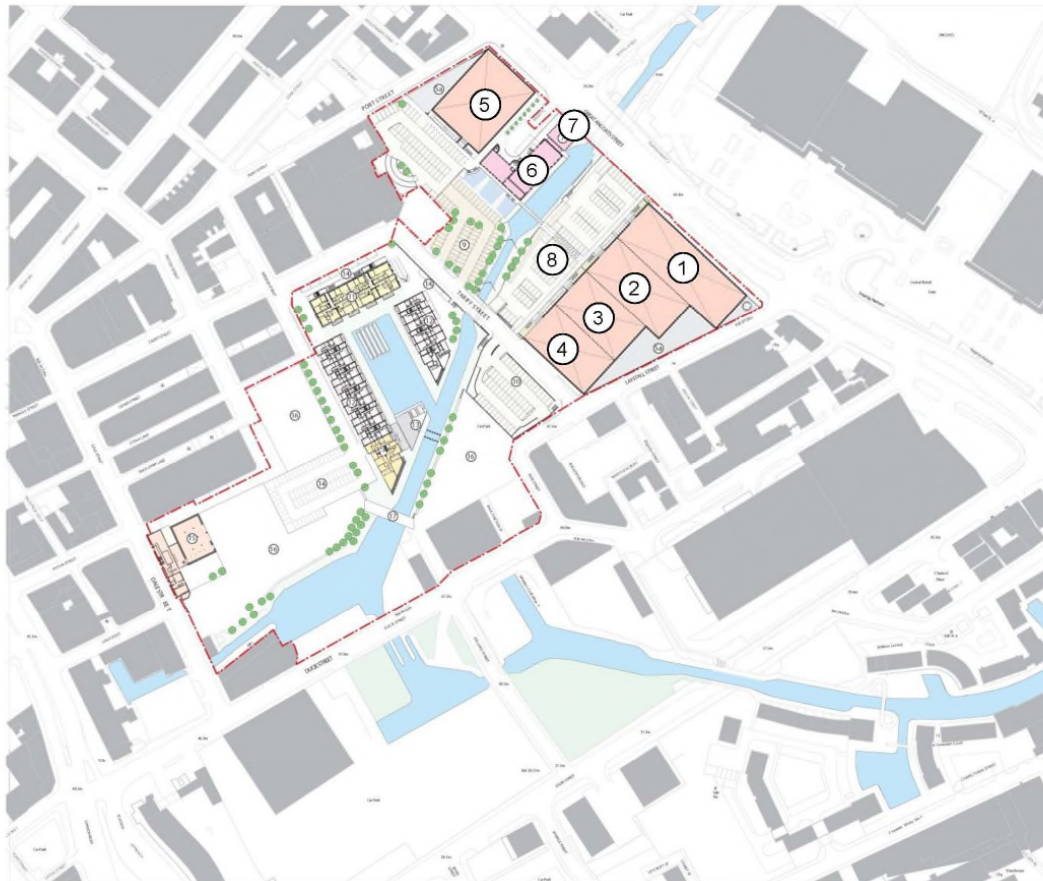
- 4.11 Piccadilly Basin has long been identified as an area in need of redevelopment and has been subject to previous masterplanning exercises.

### 1998 Masterplan

- 4.12 Planning Permission was first granted in August 1998 for a mixed-use development which included residential, retail, licensed retail and studio office uses. The description of development was '*A mixed use development of housing A1 retail, licensed retail & studio office including works to listed buildings and canal structures*'. This provided the Masterplan for Piccadilly Basin and was produced and designed by SimpsonHaugh and Partners (formally Ian

Simpson Architects). The development was intended to be built in phases with the first phase covered by the 1998 application.

- 4.13 The masterplan boundary included land bounded by Dale Street, Great Ancoats Street, Ducie Street, Laystall Street & Port Street.
- 4.14 The masterplan proposal included the construction of a new canal basin/ marina, the restoration and conversion into residential use of Jackson's Warehouse, new residential blocks either side of the marina, conversion and reuse of the Grade II\* listed Brownsfield Mill, a large retail unit (which became ILVA, and latterly the Urban Exchange), the Tariff Street multi-storey car park, Carver's Warehouse, new Residential development (now Vantage Quay), and the repair of the Rochdale Canal including the introduction of the new Marina.
- 4.15 By virtue of the works undertaken, the extant 1998 Planning Permission has been lawfully implemented and therefore remains extant in perpetuity. It therefore provides an important part of the baseline against which this revised masterplan should be considered.
- 4.16 The design of the new build residential component of the masterplan was developed further in 2000. The number of apartments across both residential blocks increased from 103 to 142. This change in quantum and height was accepted by Manchester City Council as an amendment to the 1998 consent.



**MASTERPLAN  
PHASE 1**

- 1. LARGE SPACE RETAIL UNIT
- 2. LARGE SPACE RETAIL UNIT
- 3. BROWNSFIELD MILL  
-Office Use
- 4. MARINA RESIDENTIAL DEVELOPMENT
  - Jacksons Warehouse  
- 40 apartments
  - New Build  
- 103 apartments
- 5. CAR PARKING  
- 2 levels
- 6. RETAIL UNIT
- 7. TEMPORARY CAR PARKING
- 8. CARVERS WAREHOUSE  
- Office Use

Figure 4.5: 1998 Masterplan

4.17 Earlier stages of development in Piccadilly Basin include:

- **July 2001 Application No. 061922/FO/CITY3/01:** New footbridge across Rochdale Canal;
- **August 2001 Application No. 062457/FO/CITY3/01:** Tariff Street Multi-storey Car Park;
- **October 2001 Application No. 063484/LO/CITY3/01:** Listed Building consent for Brownsfield Mill;
- **September 2002 Application No. 065013/FO/CITY3/02:** New build residential with 117 apartments (Vantage Quay);
- **February 2003 Application No. 060522/FO/CITY3/02:** Conversion of Grade II\* Jackson's Warehouse for 42 residential apartments;
- **September 2003 Application No. 068060/FO/2003/C3:** Repair, Refurbishment & Extension of Carver's Warehouse and Refurbishment of 75 Dale Street;
- **August 2004 Application No. 065480/FO/CITY3/02 & 071967/FU/2004/C3:** New build retail anchor: ILVA - now Urban Exchange Retail village; and,
- **April 2005 Application No. 074057/FO/2004/C3:** New build office on Ducie Street (BDP offices).

incorporating 58 residential units (class C3), a ground floor A3 unit with related access, servicing, landscaping and associated works at land bounded by Tariff Street, Rochdale Canal and Marina. The Architects for this were again SimpsonHaugh and Partners.

4.19 The proposal was aimed at creating a mixed use development that filled in the last element of the recently built Marina, following the completion of the new build residential Vantage Quay and the conversion and refurbishment of Jackson's Warehouse.

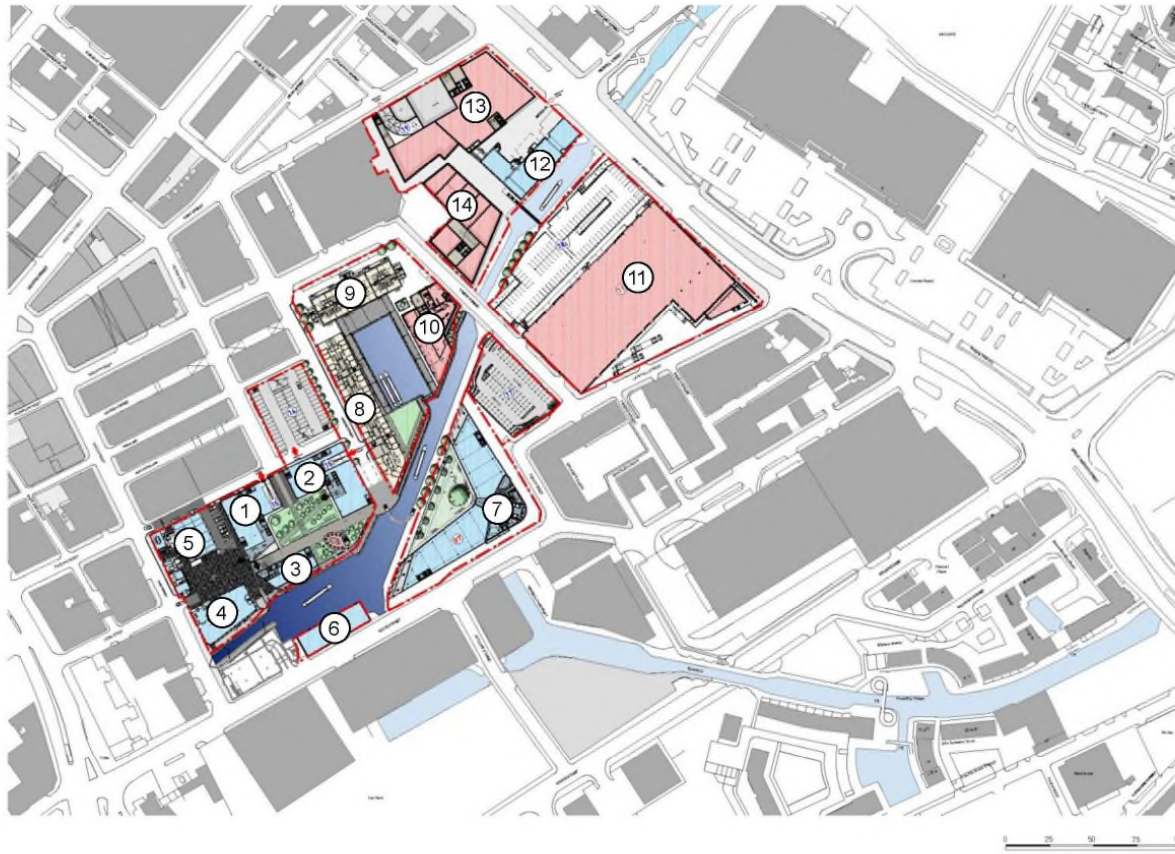
4.20 Planning permission was granted in September 2007 although it was never implemented.

4.21 Following the 1998 planning permission and in light of further masterplanning work, townscape analysis and economic assessment; the wider masterplan area was also re-assessed in support of the 2007 application.

### 2007 Masterplan

4.18 Piccadilly Basin was the subject of a further successful planning application in 2007 for a mixed-use development





**MASTERPLAN**

- 1. **COMMERCIAL**  
63,003 sqft GIA  
7 levels
- 2. **COMMERCIAL**  
102,994 sqft GIA  
9 levels
- 3. **COMMERCIAL**  
11,902 sqft GIA  
3 levels
- 4. **COMMERCIAL**  
38,458 sqft GIA  
5 levels
- 5. **CARVERS WAREHOUSE**  
22,232 sqft GIA  
4 levels
- 6. **OFFICE**  
33,003 sqft GIA
- 7. **EIDER HOUSE**  
98,854 sqft GIA  
5 levels
- 8. **VANTAGE QUAY**
- 9. **JACKSONS WAREHOUSE**
- 10. **TARIFF STREET**  
40,375 sqft GIA  
45 apartments over 3 levels
- 11. **ILVA**
- 12. **OFFICE - BROWNSFIELD MILL**  
48,008 sqft GIA
- 13. **RETAIL VILLAGE BLOCK 1**  
136,283 sqft GIA  
67 apartments over 5 levels
- 14. **RETAIL VILLAGE BLOCK 2**  
91,536 sqft GIA  
74 apartments over 5 levels

Figure 4.6: 2007 Masterplan

4.22 Recent Planning Permissions have generally included asset management changes to existing buildings in Piccadilly Basin and Listed Building consent for works including:

- **May 2013 Application No 101472/LO/2013/C2:**  
Listed Building Consent for internal and external works at Brownsfield Mill; and,
- **April 2014 Application Number 102572/LO/2013/C2:**  
Listed Building Consent for the erection of partitioning to sub divide the office space at Carvers Warehouse.

4.23 More recently planning permission was granted in 2014 for: *“Erection of 11 storey building to comprising 91 residential apartments (29 x 1 bed, 54 x 2 bed and 8 x 3 bed) (Use Class C3)”* at Land Bounded By Tariff Street / Jacksons Warehouse And Rochdale Canal Manchester (106021/FO/2014/C2). The Tariff Street proposals were appropriate at this scale based on the design approach in terms of sculptural form and materiality. The carefully considered approach allowed the development to respond positively to the adjoining character features including historic warehouse buildings and the Rochdale Canal corridor. Key views of the proposal are illustrated:



Tariff Street Key View: From the Rochdale Canal towpath directly opposite Jackson's Warehouse (source 106021/FO/2014/C2)



Tariff Street Key View: From the footbridge over the Rochdale Canal at the end of Brewer Street (source: 106021/FO/2014/C2)



Tariff Street Key View: From Great Ancoats Street canal bridge crossing, looking south down the canal (source: 106021/FO/2014/C2)

4.24 This scheme is currently due for completion in 2017.

### Existing Buildings and Uses

4.25 Whilst considerable progress has therefore been made a significant proportion of Piccadilly Basin is used as surface level car parking. In this regard, the area provides 585 surface level spaces, which although unattractive in appearance has the benefit of being readily available for development.

4.26 It should also be noted that this car parking function does also play a valuable role in terms of offering relative cheap commuter car parking in the City.

4.27 Figure 4.7 and 4.8 map the existing uses and massing following this is a description of the uses in Piccadilly Basin.



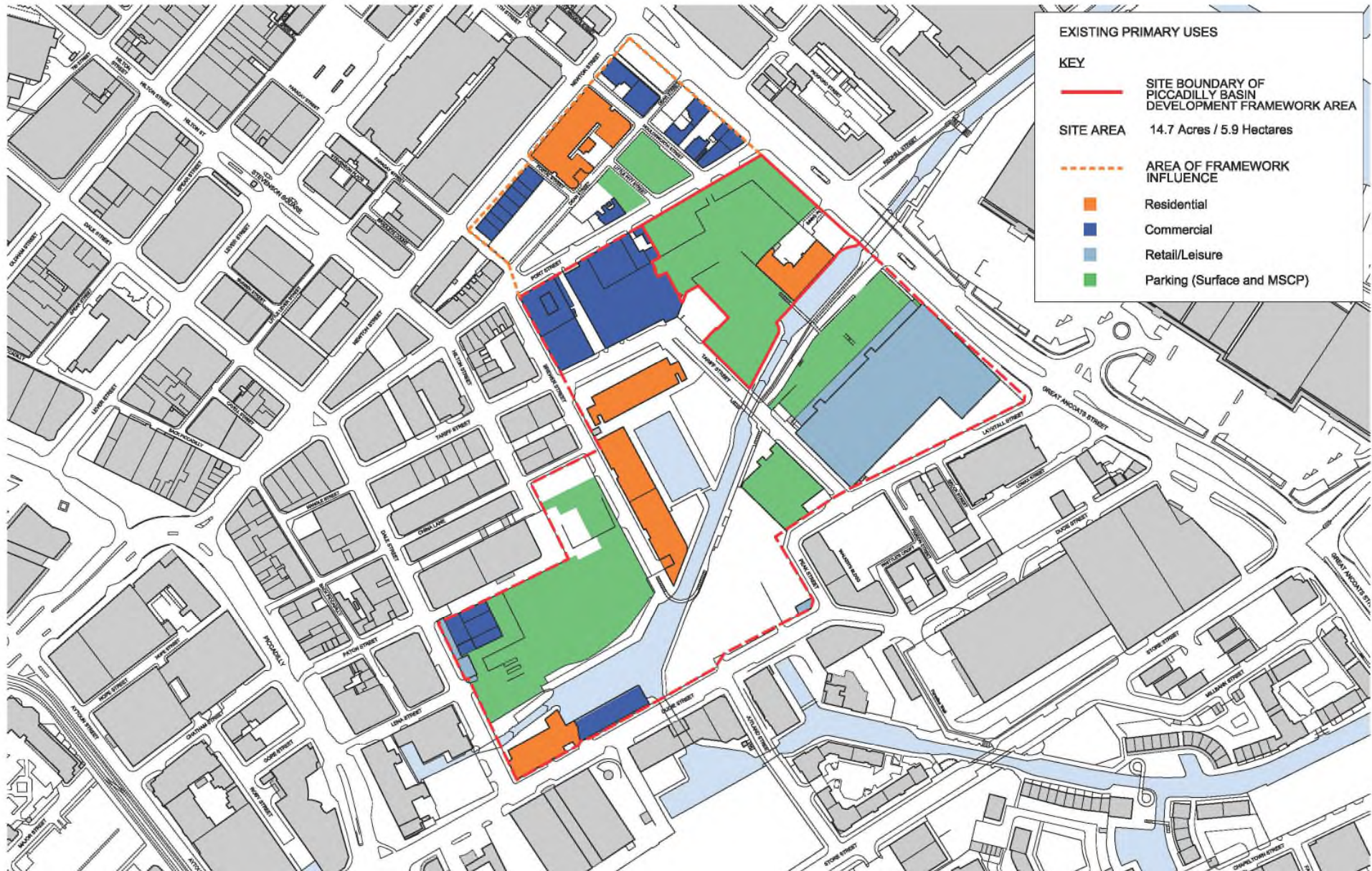


Figure 4.7: Existing Uses (SimpsonHaugh and Partners)



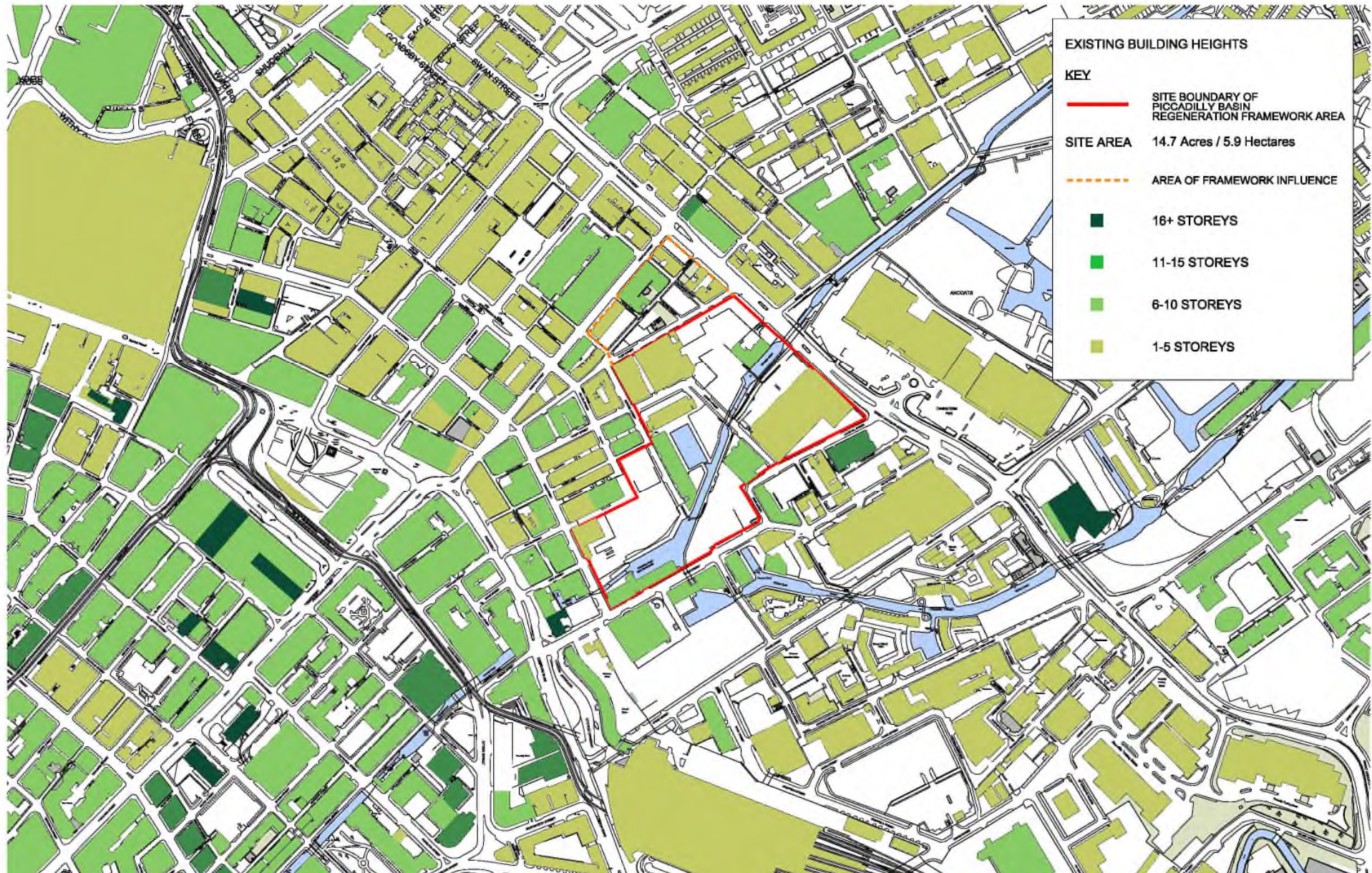


Figure 4.8: Existing Massing (SimpsonHaugh and Partners)



4.28 To the north of Tariff Street and east of the Rochdale Canal, Urban Exchange Great Ancoats occupies a prime location fronting Great Ancoats Street. The 160,000 sq ft retail and leisure destination has been brought back into life with the new tenants - Aldi, M&S Outlet, GO Outdoors and Pure Gym.



4.29 Tariff Street multi-storey Car Park sits below Tariff Street providing 232 car parking spaces at competitive rates.



4.30 To the West of the Rochdale Canal is Brownsfield Mill, a Grade II\* listed building built in 1825 as a room-and-power type of cotton spinning mill. Town Centre Securities has

completed the latest phase of work to the impressive eight storey building through restoring the exterior and listed chimney.



4.31 Located between Port Street and Tariff Street is Marco House and Sam's Yard. This area has previously not been included in the previous Piccadilly Basin masterplan area. Discussions have taken place with the landowners and their advisors to ensure a cohesive redevelopment package is progressed.



4.32 To the south and east of Tariff Street and west of the Rochdale Canal is a series of residential buildings

surrounding the Marina. Jacksons Warehouse a Grade II\* listed building fronts Tariff Street and has been fully restored to provide 40 stylish residential units and restaurant/bar uses. To the South of the Marina is Vantage Quay a 7 storey residential building providing luxury apartments.



4.34 Fronting Ducie Street is a modern purpose built building designed by BDP architects for their northern Headquarters. The building was completed in 2008 and was Manchester City Centre's first naturally vented commercial building. The building at five storeys also includes Manchester's first 'living roof' to support the Basin's Black Redstart population.



## Designated Heritage Assets

### Conservation Areas

4.35 Piccadilly Basin does not fall within a Conservation Area itself; however, is located adjacent to two City Conservation Areas:

- Stevenson Square Conservation Area, which lies to the South-West of Brewer Street, and
- Ancoats Conservation Area, which lies to the North of Great Ancoats Street.

4.36 In addition, the Smithfield Conservation Area is adjoins Stephenson Conservation Area at Oldham Street.

4.33 Fronting Dale Street is Carvers Warehouse another Grade II\* listed building, built in 1806. It's Manchester City Centre's oldest surviving warehouse and the only one built of stone. The six storey building has been successfully restored including a contemporary extension and is used as office accommodation with complementary retail.





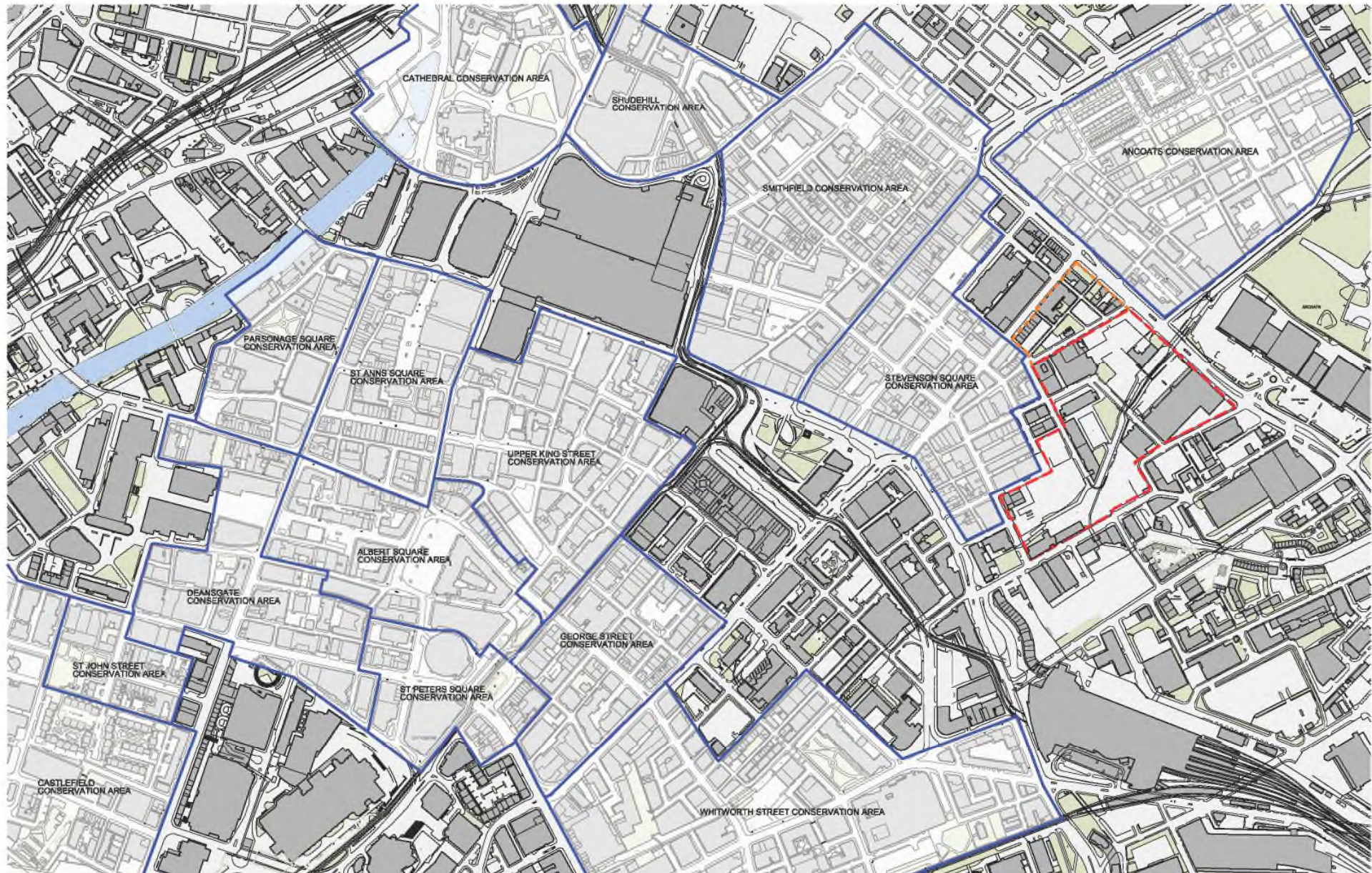


Figure 4.9: Surrounding Conservation Areas



## Listed Buildings and key Character Features

4.37 Whilst located outside of a Conservation Area, there are eight historically important buildings and significant heritage assets within Piccadilly Basin. These include the following listed buildings or structures:

- **Jackson's Warehouse Grade II\***

Built in 1836, listed under the name Former Rochdale Canal Warehouse, and was a 'terminal' canal warehouse at the head of a canal arm, which is now the reinstated Marina. The warehouse has two shipping holes on its South-East elevation facing the canal.

- **Locks 83 & 84 Grade II:** Brownsfield Lock and Dale Street Lock are Numbers 83 and 84 of the 92 as built locks along Rochdale Canal which connects Sowerby Bridge to Manchester, and passes through Rochdale. The Canal was officially opened in 1804, however locks 84 through to 92 were opened in 1800 to connect with Ashton Canal

- **Rochdale Canal Towpath Footbridge Grade II:** the towpath footbridge opposite Brownsfield Mill is thought to have been constructed c1804. The original structure consists of brick ramps with cobbled surface and stone slab out walls.

- **Brownsfield Mill Grade II\***

Built in 1825 and was a room-and-power type of cotton spinning mill. The plan form is a typical example of early Manchester mills and it is a rare surviving example of a heavy timber and cast iron

type of construction, which was well-suited to the heavy machinery in room-and-power mills.

- **Carver's Warehouse Grade II\***

Originally called Dale Street Warehouse, and built in 1806, Carver's is the earliest surviving canal warehouse in Manchester. The building has timber floors supported throughout with cast iron columns, and incorporates two shipping holes at the base, flanked by openings for wagons, to allow barges to unload their cargo.

- **75 Dale Street Grade II:** Built as an office of the Rochdale Canal Company is an early 19th Century 2-storey building, which sits adjacent to Carver's Warehouse.
- **Entrance Archway to Rochdale Canal Grade II:** This marks the former entrance to the Rochdale and Ashton Canals. Gothic in style the structure is approximately 8m high and 10 m long.

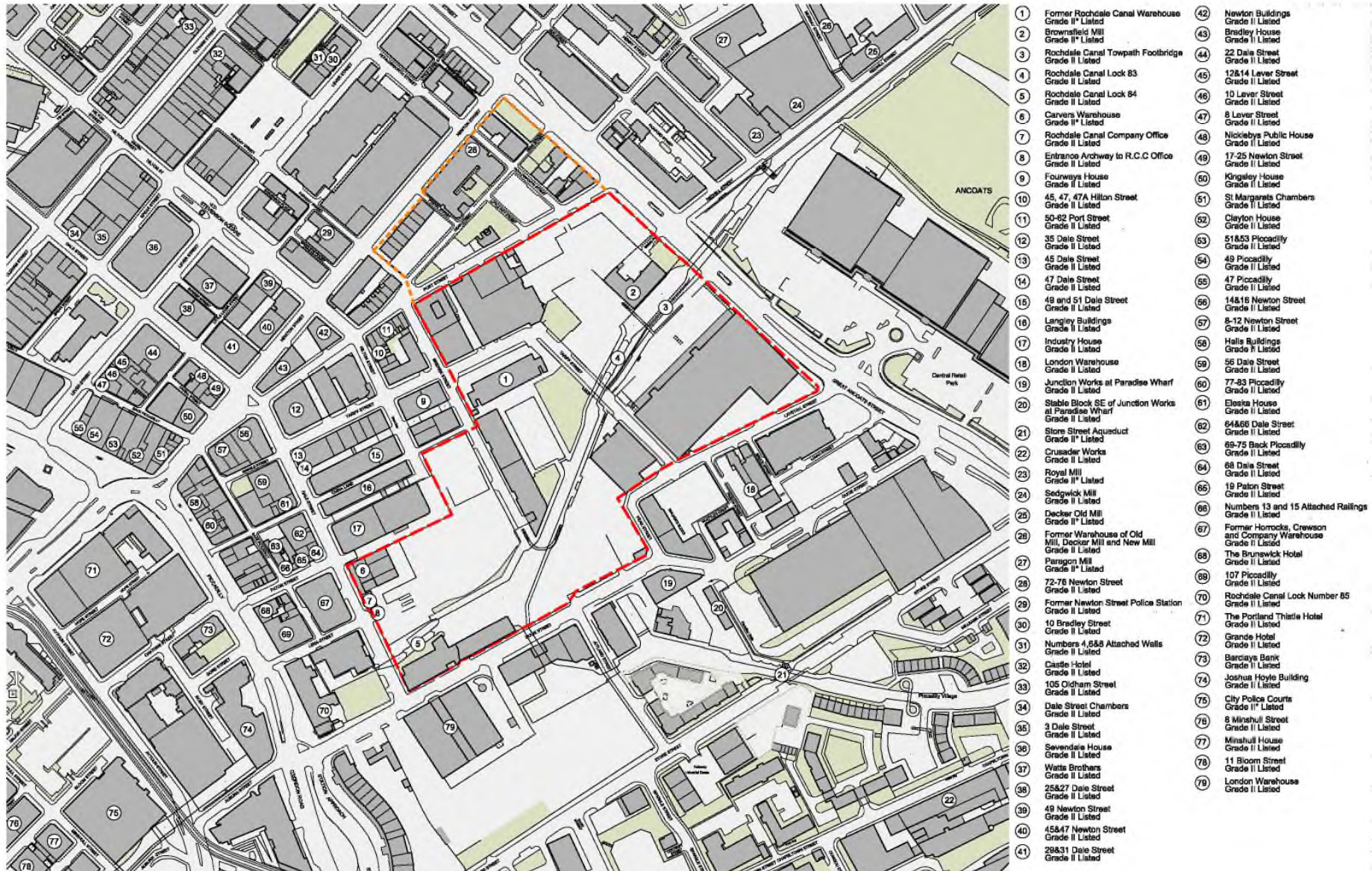


Figure 4.10 Listed Buildings



## Characterisation Appraisal

- 4.38 Due to the varied nature of the area surrounding Piccadilly Basin, the historic analysis has sub-divided the wider area into four distinct 'Character Areas'. Each area varies in terms of urban form, heritage, architectural and townscape values.
- 4.39 The aim is to define the predominant characteristics of each area, which in turn will influence the design proposals.

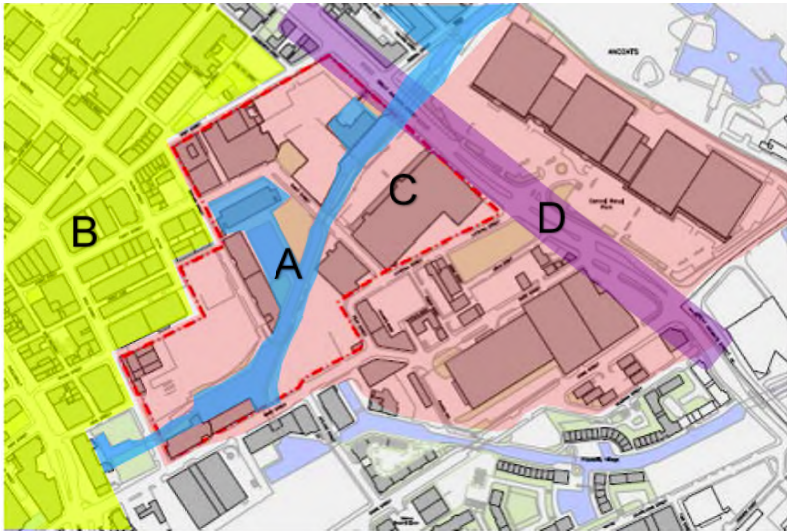


Figure 4.11 Character Areas

### **Character Area A: Canals and Mills**

- 4.40 Character Area A is defined as the area bounded by the line of the Rochdale Canal, including Carvers Warehouse, the Basin entrance arch and Rochdale Canal Company offices, Jackson's Warehouse, Brownfields Mill and extends beyond the site to the north. The character of the area has

historically been derived from the complex nature of the busy canal network. This is reflected by all 8 of the listed buildings / structures being located in this Character Area.

- 4.41 The relationship of the canal with Manchester, including its contribution to the huge expansion of commerce, marks an important step in the historical development of the area and the wider city. The historic context of the length of the Rochdale Canal has been eroded and the settings of the remaining mills and warehouse buildings are negatively impacted. The original canal structure and role of the canal is superseded; however, a large part of the canal has been reconstructed and rebuilt including the Marina which has subsequently become the site for a number of new residential blocks.
- 4.42 The early street pattern has now been substantially altered. This has been the result of large scale redevelopment of the area as a whole during the latter part of the 20th Century. It includes the demolition of the former warehouses and buildings once located along the canal and their associated basins, the substantially reconfigured area between the Rochdale Canal and Great Ancoats Street, and the construction of a number of new concrete retail outlets and associated car parking.

### **Character Area B: Historic Commercial Grain**

- 4.43 Character Area B is adjacent to Piccadilly Basin and has been defined as the area bounded by Tib Street to the north, Houldsworth Street to the east, Paton Street/China Lane and Port Street to the south, and Back Piccadilly to the west.
- 4.44 The plan form and street grid in the Character Area remains virtually unchanged and dates predominantly to the late-18th

Century when the plots/streets were defined. The urban grain reached its present configuration by the early-to-mid-19th Century when the majority of remaining residential premises were replaced by commercial and industrial buildings, which resulted in a larger urban grain and some realignment of the street pattern. Historic buildings make up the majority of the building stock within the area, and survive to a high extent.

- 4.45 The Character Area is defined by a densely built urban environment and thus little space is left for trees and green areas.
- 4.46 The fabric of the earlier constructions varies little in the area and primarily consists of high quality materials such as stone blocks, which can also be seen being used in the earliest of the shipping warehouses/offices and gateways to Piccadilly Basin on Dale Street. Red brick is used for the majority of mid-19th Century buildings, whilst terracotta is used on buildings which are mostly commercial in nature dating to the latter decades of the Victorian era and into the early 1900's.
- 4.47 The contemporary buildings are generally larger, taller and are flat roofed, built in reinforced concrete with much glazing, and do not bear any relationship with the local or indigenous materiality.
- 4.48 The heights of the historic buildings are generally consistent throughout the area of analysis. The majority of the historic buildings within the area are of 4-5 storeys over basement or with an attic floor, which was the most popular arrangement for the late-19th Century commercial buildings. Roofs of older buildings are generally pitched and clad in slates.

### ***Character Area C: Surface car parks and large footprint commercial buildings***

- 4.49 Character Area C is defined as the areas of surface car parking to the entrance on Piccadilly Basin, the surface car parking between Hilton Street and Brewer Street, the surface cleared area to the west of Peak Street, the cleared sites and various industrial buildings between Laystall Street and Ducie Street, the industrial buildings, cleared sites and new commercial units between Port Street and Laystall Street, and the Central Retail Park to the north side of Great Ancoats Street.
- 4.50 The now cleared sites, which are interspersed in and around Piccadilly Basin, originally formed part of the network of industrial and canal transport/trading uses. The area is divided into several large areas which have been substantially altered, and are largely shorn of their historic significance, streetscape and built form.
- 4.51 The large footprint commercial development were delivered in line with the Masterplan at that time; however, they have little-to-no active street frontages.

### Character Area D: Great Ancoats Street

- 4.52 Character Area D is defined as the section of Great Ancoats Street falling between the junction of Lever Street to the north, and the junction of Store Street to the south.
- 4.53 Key historic buildings such as the Grade II\* Brownsfield Mill sit amongst swathes of surface car parks and large commercial buildings which have eroded the historic context of the building, negatively affecting its setting. The dominance of the six-lane inner ring road (Great Ancoats Street) is at the heart of this severance and erosion of any cohesion in the urban form around Piccadilly Basin.
- 4.54 The area began to be redeveloped towards the end of the 20th Century with buildings that have not followed the historic street pattern.
- 4.55 The area is considered to present a poor urban form and pedestrian environment, with the busy Great Ancoats Street forming a major, multi-lane arterial road into and out of the City Centre, effectively acting as a physical and psychological barrier to pedestrian movement northwards. The urban form is fragmented in nature and there is a poor sense of enclosure to the street blocks and as a result there is a general lack of pedestrian activity and vitality to the area.

### Key Views

The following key views have been identified and their importance detailed:

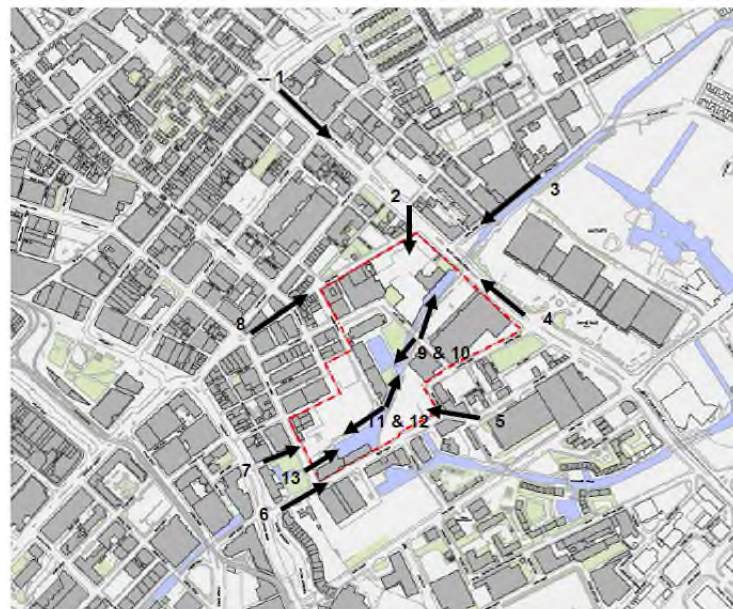


Figure 4.12: Key Views

View	Description
1	Great Ancoats Street North – looking south-east towards Piccadilly Basin. Importance of view: townscape value of Great Ancoats Street.
2	Great Ancoats Street/ Jersey Street junction – looking south towards Piccadilly Basin. Importance of view: townscape value of Great Ancoats Street and setting of Grade II* Brownfields Mill.
3	Redhill Street looking south-west towards Piccadilly Basin. Importance of view: townscape value of Great Ancoats Street and setting to grouping of listed mills.
4	Great Ancoats Street south – looking north west towards Piccadilly Basin.

View	Description
	Importance of view: townscape value of Great Ancoats. Street and setting of Grade II* Brownsfields Mill.
5	Ducie Street east – looking west towards Piccadilly Basin. Importance of view: townscape value and setting of listed building.
6	Ducie Street/ London Road junction – looking north east. Importance of view: townscape value and setting of listed building.
7	Lena Street looking north-east. Importance of view: Setting of Grade II listed archway.
8	Port Street/ Dale Street looking north-east. Importance of view: view looking out of Stevenson Square Conservation Area.
9	Tariff Street Bridge looking north east. Importance of view: townscape value and setting of Grade II* listed Brownsfields Mill and Grade II canal lock.
10	Tariff Street Bridge looking south-west. Importance of view: townscape value, setting of Grade II* Jacksons Warehouse and setting of canal.
11	Pedestrian footbridge over canal at south end of Brewer Street – looking north. Importance of view: setting of Grade II* listed Jacksons Warehouse and Brownsfields Mill
12	Pedestrian footbridge over canal at south end of Brewer Street – looking south. Importance of view: setting of Grade II* listed Carvers Warehouse and Grade II Canal Offices and arch.

## Onsite Character Features: Waterside Location

- 4.56 Piccadilly Basin's waterside location already provides a tranquil setting for people to live and work, which further proposals can build upon. The newly refurbished Rochdale Canal converges at the hub of Piccadilly Basin and connects Piccadilly Basin to the Ancoats Conservation Area and communities in the north. The picturesque Marina sits central to Piccadilly Basin surrounded by historic and contemporary residential buildings providing a unique sense of place.
- 4.57 There is a substantial opportunity to enhance the use of the existing canal structure and Marina, which is currently uninviting with limited opportunity for the public to enjoy, through providing meaningful landscaped areas and walkways to be used and enjoyed by the existing and new communities proposed in Piccadilly Basin and surrounding neighbourhoods.

## Ground Conditions

- 4.58 Piccadilly Basin sits within Flood Zone 1, the lowest risk zone classification, indicating that the area has less than 0.1% (1 in 100) chance of flooding occurring each year. The Geology of Piccadilly Basin is indicated by historic geological maps to be 20 -25m of Boulder Clay overlying Bunter Sandstone, the Ardwick Fault is known to run along the western end of the site. Previous ground investigations have found that there is a general covering of 0.5 to 1.5 m of made ground with infilled canals filled with made ground up to 4 m deep. Chemical testing of the areas found that the canal infill material is heavily contaminated whereas the general made ground is generally uncontaminated; albeit with occasional local hotspots of contamination expected in areas due to the historic industrial use of Piccadilly Basin. The presence of Boulder Clay and the possibility of



contamination does represent a site constraint in terms of infiltration being utilised as a means of managing surface water drainage.

## HS2 Development Principles

4.59 In addition to the strategic principles set out in Section 3 of this report, the HS2 Piccadilly Framework (2014) also provides a number of development principles which specifically relate to Piccadilly Basin and which have informed the creation of this Framework:

- **Identity:** Piccadilly Basin is located with an area described as 'Piccadilly North'. The Framework states that the Historic Street Pattern is to be reinstated in this area through in-filling gaps and restoring grain.
- **Pedestrian Connections:** The Framework includes pedestrian nodal points at the intersection of key pedestrian movements within Piccadilly Basin. The north-south pedestrian movement is proposed to be strengthened connecting Ancoats and New Islington to the City Centre across Great Ancoats adjacent to Brownsfield Mill. Strengthened east-west pedestrian connections are proposed through extending Tariff Street to Ducie Street, extending Hilton Street and strengthening Dale Street. In addition a new pedestrian connection to the north of the site intersecting at Brownsfield Mill is proposed.
- **Public Transport:** The Framework promotes investment in the expansion and connectivity of Manchester's Public Transport.
- **Road Network:** The Framework creates a revised road network that includes a number of new carriageways. This includes a new boulevard that connects to and adjoins Tariff Street as it relates to the site.
- **Heights and Massing:** Piccadilly Basin is within an area where the proposed massing is indicated as being of a height of between 6 and 7 storeys and 8 and 12 storeys. However, the Framework notes elsewhere that in areas with less historic grain, such as Great Ancoats Street development has the ability to step up in scale.
- **Uses:** The majority of Piccadilly Basin is identified as a commercial area that could accommodate a new office area. However, it is noted that a mix of uses is essential to commercial viability, economic stability and demand. A small part of Piccadilly Basin is identified for housing at Tariff Street where Planning Permission has recently been granted.
- **Active Frontages and Ground Floor Uses:** Wherever possible there should be active street frontage and the public should have access to the ground floor of buildings. The Framework looks to reinforce the boulevard established in 'Road Network' with ground floor uses along its length. Active frontages should also extend along the canal network creating lively and inviting routes.
- **Public Spaces:** The Framework identifies key areas of public spaces within Piccadilly Basin. They are part of a network of public spaces located throughout the Framework that vary in terms of both



scale and character. Rochdale Canal is specifically highlighted as a key public space.

- **Parking:** As the public transport network continues to improve reliance on the car will diminish. The Framework includes potential locations for new multi-storey car parks in addition building may adopt underground parking solutions. Locations for 3 Multi Storey Car Parks are included in the Framework, one of which is located on Ducie Street within walking distance from Piccadilly Basin. Parking provision will continue to be reviewed as proposals progress.
- **Density:** The framework notes that increasing density of development in cities is crucial to enable long term sustainable growth. Density must balance economic viability, urban design and policy objectives.



Figure 4.13 SRF Uses Map (Source Piccadilly and HS2 SRF)

4.60 In line with the Framework, recent permissions in Piccadilly include:

- **Hotel Yotel:** Erection of 20 storey building (land at no. 14-16) and conversion of adjacent building (no.12) (basement to 4th floor) to create 258 bedroom hotel above ground floor bar and ancillary accommodation (basement and ground floor) **103766/FO/2013/C2**
- **Gateway House:** Refurbishment of Gateway House to create a 182 suite apart hotel (Class C1) above ground floor retail space for use for Class A1 (Shop) use or Class A2 (Financial and Professional Services) Use or Class A3 (Restaurant and Cafe) Use or Class A4 (Drinking Establishment) Use or Class A5 (Hot Food Take Away) Use with Class B1 (office) use within mezzanine level above, along with retention of existing parking spaces within the basement, formal laying out of existing ground floor rear car park and reduction of existing ground floor car parking spaces from 65 to 53 following demolition of existing single storey building on Ducie Street. **106793/FO/2014/C2**
- **Store Street:** there are two recent Planning Permissions at Store Street the first for Property Alliance Group for erection of 12 townhouses and 345 apartments in buildings up to 15 storeys, ground floor commercial units, parking and associated residential amenity space (110276/FO/2015/C2). The second is for Westwood Estate for a 13 storey building comprising 34 apartments. Both applications are pending determination (107245/FO/2014/C2).

## Ancoats and New Islington

- 4.61 Ancoats and New Islington are located to the north of Great Ancoats Street adjacent to Piccadilly Basin. Both neighbourhoods were originally developed as a result of the industrial revolution, with Ancoats being labelled as the world's first industrial suburb, containing a large number of key heritage assets and listed buildings that led to Conservation Area status being granted in 1989. Over the past 20 years Manchester City Council has worked with a number of national and regional Government agencies; and in partnership with private and community sectors to reverse economic and physical decline and significant progress has now been made towards establishing a high quality neighbourhood of choice in the City.
- 4.62 Ancoats is generally mixed use and includes mill buildings converted for commercial and residential use, heritage assets, former industrial buildings, new build residential blocks with ground floor commercial floorspace and new public realm. Although there is significant variation in the scale and style of buildings in this area, the use of traditional Manchester brick construction, adherence to the street grid and consistent construction to the plot line create a distinct identity for the district.
- 4.63 New Islington is located to the east of the Rochdale Canal and this area remains a regeneration priority for Manchester. New Islington has been subject to significant investment to facilitate the delivery of residential development and community infrastructure. In addition to a new marina and the creation of Cotton Fields Park, a new Health Centre has been delivered on Old Mill Street, and New Islington Free School, a primary school on a site along the northern edge of the park adjacent to the Rochdale Canal is currently under construction.

4.64 Ancoats and New Islington remains an area in transition. Much progress has been made in terms of regeneration; however, a number of vacant or underutilised sites remain.

4.65 Manchester Life Development Company Limited (MLDC), a residential property development company owned by Abu Dhabi United Group and Manchester City Council, is supporting the sympathetic and sustainable redevelopment of Ancoats and New Islington into vibrant and inclusive communities.

4.66 Phase One of the Manchester Life initiative combines the best of public and private sector expertise to develop and manage a portfolio of around 985 high quality homes that will support the emergence of neighbourhoods of choice in east Manchester. The following have received planning permission:

- **Murrays' Mills:** Planning Permission and Listed Building Consent for the sensitive conversion of the Mills to provide 123 apartments and 1 town house was approved in July 2015 and is now on site (108566/FO/2015/N2).
- **New Union Street:** Planning Permission was approved in July 2015 for 302 new build to rent apartments and two ground floor commercial units and is now on site (108562/FO/2015/N1).
- **Land at Hood Street:** A Planning Application for 115 car parking spaces (including off-site spaces for Murrays' Mills), 28 apartments, 3 town houses and a ground floor commercial unit was approved in October 2015 (10593/FO/2015/N1).

- **Land at Jersey Street:** A Planning Application for 158 build for rent residential units and eight ground floor commercial units approved in December 2015 (110077/FO/2015/N1).

4.67 Other significant developments in Ancoats and New Islington include:

- **HoUSE site New Islington:** erection of 42 2 and 3 storey dwellings (108445/JO/2015/N1 & 096942/FO/2011/N1). Now completed.
- **The Point:** Application for the erection of 81 apartments (in three blocks ranging from 4 to 6 storeys), 6 attached houses and associated landscaping, parking and highway works (102074/FO/2013/N1). Now completed.
- **Islington Wharf:** ISIS Waterside Regeneration has completed Phase 1 and Phase 2 of Islington Wharf, Great Ancoats Street. The first Phase comprises of two buildings varying in height between 9 and 20 storeys, fronting onto Great Ancoats Street, it includes ground floor commercial uses with circa 200 residential units above. The second phase comprises of 46 residential units and one office unit, in three-to-five storey blocks, arranged in two parallel terraces. Planning Permission was granted in December 2015 for Phase 3 to include 101 residential units across three buildings with a maximum height of 10 storeys.

4.68 Examples of recent developments and permissions are included below:





Murrays' Mills (Source Mcrlife)



HoUSe (Source: Urban Splash)



New Union Street (Source Mcrlife)



New Islington Free School (Source: Stephenson Studio)

## Northern Quarter

4.69 The Northern Quarter is located to the south and west of Piccadilly Basin and represents one of the most successful mixed communities in Manchester City Centre, with a strong residential sector complemented by independent retail and commercial offerings accommodating a mix of occupiers and a particular clustering of creative industries. The non-mainstream offer that the Northern Quarter provides is important for any 'global' city and gives it a unique identity within the City, and to some extent the UK, with a growing reputation.

4.70 The Northern Quarter is home to a significant number of small – medium sized business and independent operators and a growing digital, media and technology based sector, as well as creative and cultural industries.

4.71 The Northern Quarter's rich mixture of wholesale rag trade companies, creative businesses, niche and alternative retail, café bars, public houses, galleries, nightclubs and residential developments makes it one of the more unique destinations in Manchester City Centre.

4.72 The on-going development of the Northern Quarter will provide opportunities to enhance permeability into Piccadilly Basin, creating more legible connections. It will also enable the continued promotion of the independent retail and commercial offer.

4.73 In recent years, there has been a significant uplift in the quality of retail and leisure uses within the Northern Quarter that directly interfaces with Piccadilly Basin including:

- North Star Piccadilly, Dale Street:



- Kosmonaut, Tariff Street



- El Capo, Tariff Street



## Great Ancoats Street

4.74 Great Ancoats Street forms part of the Inner Ring Road connecting Piccadilly Basin to communities in the north of Manchester. It is a key transport corridor through the City Centre. Although not a 'neighbourhood' Great Ancoats Street, including the 'edge conditions' of adjoining neighbourhoods have historically been perceived to be a generally run-down area. The heavily trafficked conditions and the quality of the environment act as a significant physical and psychological barrier to pedestrian movement from the City Centre to the communities in the north.

4.75 With the significant investment now taking place in the north of the City Centre, including the substantial progress made in Ancoats and New Islington, improvements are being planned along Great Ancoats Street that will reduce its barrier effect and enhance the quality of the environment. It is imperative that Piccadilly Basin positively contributes to and uplifts the environment of Great Ancoats Street and establishes the connections in the right places to address pedestrian desire lines to the north and south. These proposed improvements will be delivered without any reduction in the vehicular capacity of Great Ancoats Street.

4.76 In addition, public realm improvements have been made along the Rochdale Canal as it approaches Great Ancoats Street from the north, particularly where it intersects with Great Ancoats Street. There is an opportunity to extend this through Piccadilly Basin.

4.77 Planning Permission has been granted at 74 – 88 Great Ancoats Street, (Ref 109287/FO/2015/C2), located on the opposite side of Port Street, for 134 residential units to be developed from ground plus a maximum of 13 storeys. This proposal is for a high quality contemporary residential

development that will significantly improve the street scene of Great Ancoats Street adjoining the site. Piccadilly Basin can effectively respond to and build upon this momentum.

4.78 Central Retail Park is a typical edge-of-centre retail park located on the north edge of Great Ancoats Street. Planning Permission was granted in 2013 for the redevelopment of the site by owners Henderson Global Investors to include the demolition of some retail floorspace and the creation of a foodstore, cinema, smaller retail units and the refurbishment of retained units.

4.79 That scheme did not come forward and a Development Framework for Central Park was approved in February 2016. The Framework provides the context for development; building on the core development principles set by the Ancoats and New Islington Neighbourhood Development Framework (2014), and provides a new direction for the site. This new direction includes the consolidation of the retail use and delivers residential development as part of a cohesive, high quality mixed-use development. The following components are proposed:

- A consolidated retail park in the north-western part of the site;
- Creation of a new high quality residential development on the balance of the site;
- High quality dedicated pedestrian routes through the site, in particular to improve connectivity between Great Ancoats Street and the New Islington Neighbourhood; and,
- Enhanced public realm and landscaping throughout;



## Surrounding Developments

- 4.80 In addition, as outlined in the wider regeneration context in Section 3 of this document, the north eastern area of the City is undergoing significant change. There are a number of recent Planning Permissions in the area that demonstrate the changing context and help set a precedent for development in Piccadilly Basin. These have been outlined in the preceding paragraphs and summarised on the below map.
- 4.81 Recent approvals have sought to create new neighbourhoods and communities that people can enjoy, building on the principles of the relevant Frameworks.



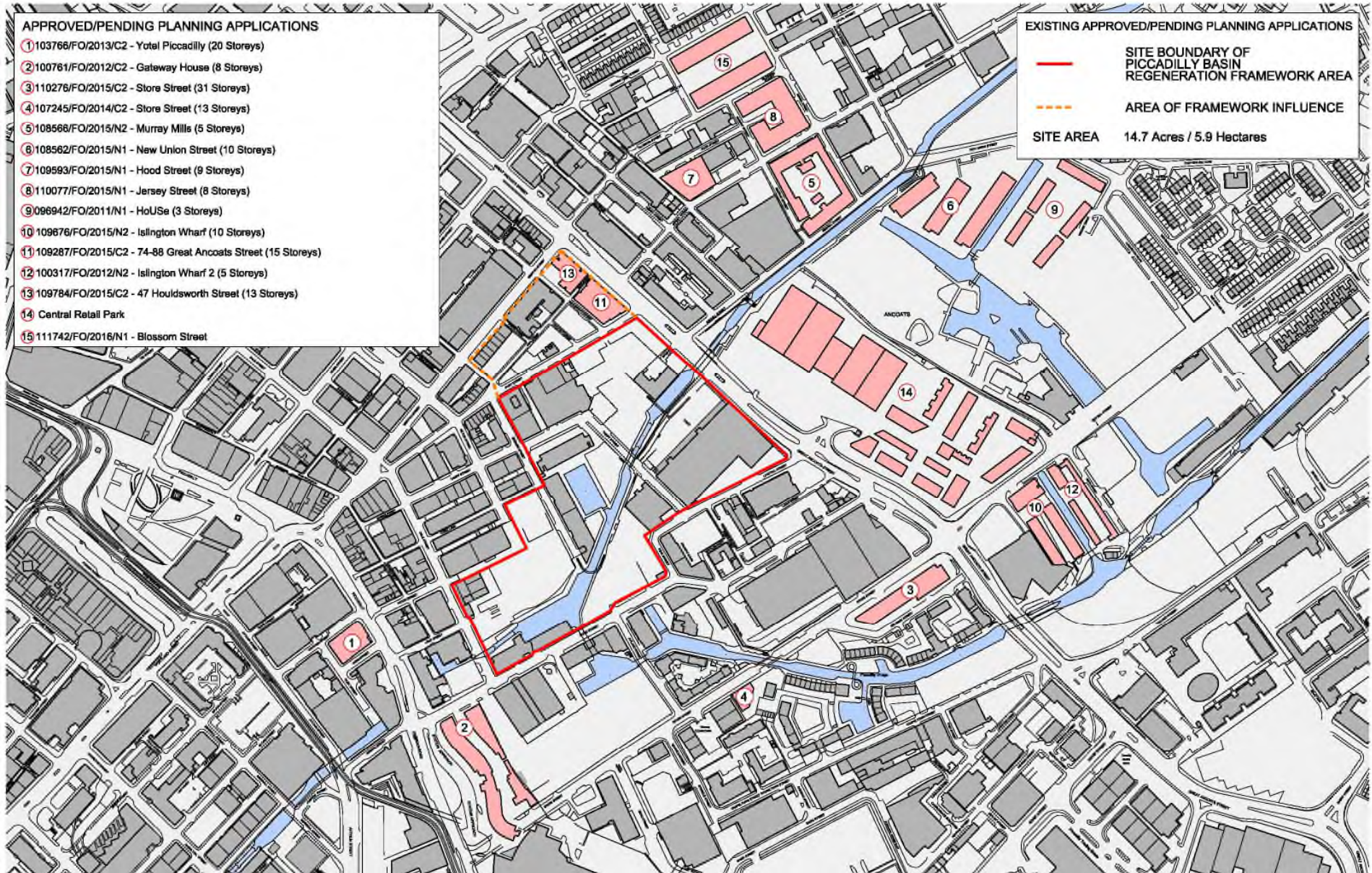


Figure 4.14: Planning Permissions (SimpsonHaugh and Partners)



## Site Access

- 4.82 Piccadilly Basin benefits from its location in the north east of the City Centre, the principal economic driver for the City Region and a focus for employment, leisure, retail and cultural facilities.

## Vehicular Access

- 4.83 Great Ancoats Street, part of the Inner Ring Road, forms the north eastern border of Piccadilly Basin providing access to the City Centre via key junctions. It also connects Piccadilly Basin to the wider road and motorway network.
- 4.84 Vehicular movements around Piccadilly Basin generally take place via Port Street or Ducie Street.

## Enterprise Car Club

- 4.85 Enterprise Car Club offers a cost-effective, hassle-free and greener alternative to car ownership and traditional vehicle hire. The aim is to reduce vehicle usage through discouraging unnecessary car usage. Vehicles are located throughout the City with vehicles located in or close to Piccadilly Basin at Tariff Street and Ducie Street Car Park.

## Cycling

- 4.86 Piccadilly Basin is within close proximity to several cycle routes in Manchester City Centre with Piccadilly Basin being in close proximity to the Rochdale Canal Route (Route 66) and Sport City Route (Route 86). Piccadilly Basin is therefore well placed for future access by cycle.

## Pedestrian Permeability

- 4.87 Permeability through the Piccadilly Basin is constrained by the erosion of the urban grain through the Site over the

years and the surface level car parks that occupy a significant proportion of Piccadilly Basin. The main pedestrian and vehicular route east - west through Piccadilly Basin is via Tariff Street and Brewer Street. Brewer Street leads to a pedestrian footpath over the Rochdale Canal. There is no clearly defined pedestrian link north - south through Piccadilly Basin other than along the Canal, which is not a pedestrian friendly or safe experience at present and would benefit greatly from the regeneration of the adjoining sites which would properly animate and address this important heritage feature and historic connection through the City.

- 4.88 Overall, Piccadilly Basin is highly accessible within walking distance of the City Centre's hugely vibrant economic, civic, culture and leisure offer, including the diverse range of facilities located within the Northern Quarter. Market Street at the heart of the City's retail core is located just 550 metres from Piccadilly Basin and adjoining this is the City's traditional Central Business District, whilst Great Ancoats Street provides a major route around the City Centre core.
- 4.89 The below illustrates the existing access constraints in Piccadilly Basin.



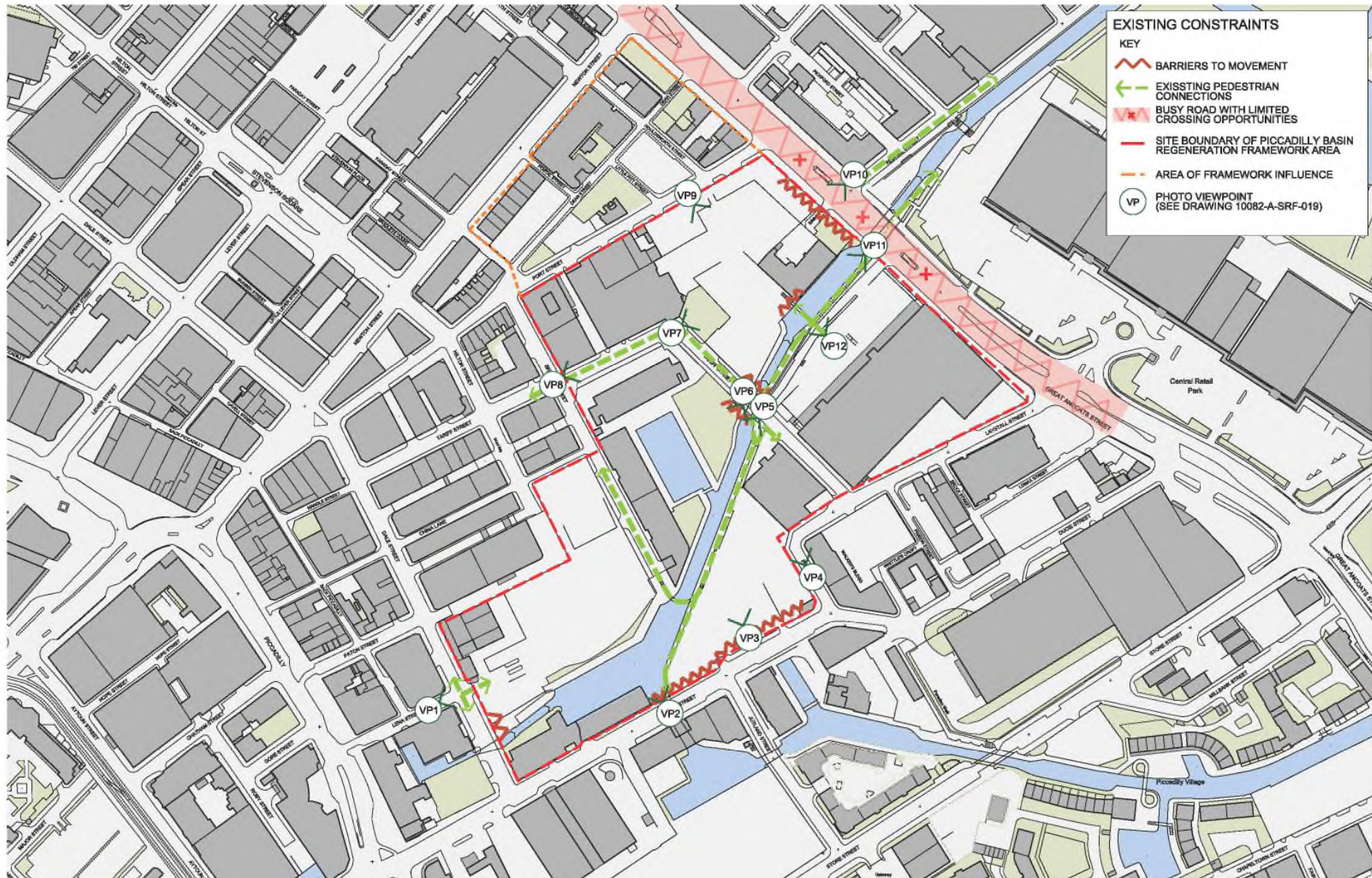


Figure 4.15: Existing Constraints (SimpsonHaugh and Partners)



Please see drawing 10082-A-SRF-008 for location of photo viewpoints



VP1



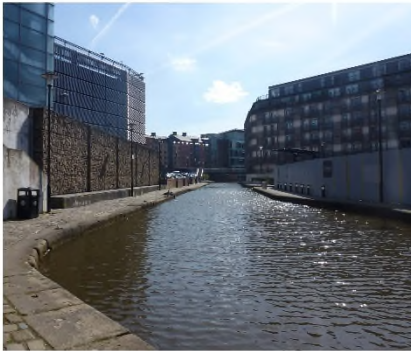
VP2



VP3



VP4



VP5



VP6



VP7



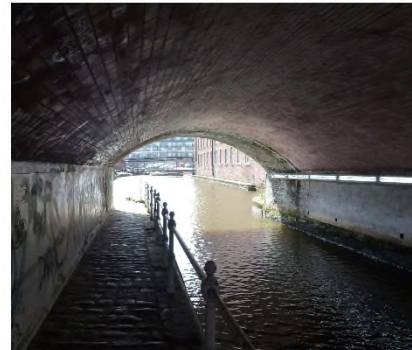
VP8



VP9



VP10



VP11



VP12

Figure 4.16: Viewpoints (SimpsonHaugh and Partners)

## Relationship to Public Transport

4.90 Situated in the heart of Piccadilly, Piccadilly Basin benefits from excellent connections to public transport.

## Manchester International Airport

4.91 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 most European capital cities complemented by a comprehensive network of secondary cities within Europe.

4.92 The ability to offer multiple frequencies of services by a number of airlines to most 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.

4.93 The long haul network available from Manchester also rivals many available from other European capital cities.

4.94 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.

4.95 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.

4.96 There is also a direct Metrolink to Manchester Airport from Cornbrook. Following the completion of the Second City

Crossing Metrolink services will continue into the City Centre.

4.97 2015 saw Manchester Airport exceed its all-time passenger record as over 23.1 million passed through. Manchester Airport continues to flourish and 2016 will see direct routes to Beijing, Boston and Los Angeles, making Manchester Airport the only UK airport outside of London to offer these destinations.

4.98 Plans are underway to transform Manchester Airport. The proposals will double the size of Terminal 2 and will link it to a revamped Terminal 3, with the outdated Terminal 1 being demolished. It is anticipated that by 2015 55m passengers will use the new hub every year.

## Rail

4.99 Piccadilly Basin is located 200 metres from Manchester Piccadilly Station and 0.6 miles from Manchester Victoria Station.

4.100 Manchester Piccadilly Station is a world-class interchange, which provides high quality waiting, shopping and business facilities for passengers. Piccadilly Station is the main rail hub for the North West, with frequent and rapid services throughout the day and into the evening between Manchester and London with average journey times of only 2 hours 10 minutes; it also has a Metrolink stop providing services across Manchester City Centre and Greater Manchester.

4.101 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.

4.102 Improvements to Piccadilly are proposed as part of the Northern Hub and HS2. Two new platforms are proposed as part of the Northern Hub to increase the number of travelling through the City Centre and a new HS2 station is proposed immediately north of the existing main line station at Manchester Piccadilly.

4.103 Manchester Victoria Rail 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 has recently been upgraded and will form part of the Second City Crossing.

4.104 The Station has been the subject of a significant level of investment to transform it into a transport interchange suitable for the 21st Century. The Northern Hub will divert many rail services to Victoria Station and as such it will become a vital arrival and departure point to/from the City.

### **Ordsall Chord**

4.105 Another key proposal of the Northern Hub is the Ordsall Chord 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. 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.

### **Metrolink**

4.106 Metrolink transports on average 7 million passengers a year to and from the City Centre. It has been the subject of significant investment and expansion of routes in recent years, which is on-going with the delivery of the Second City Crossing and recently completed enhancements of Deansgate-Castlefield Station.

4.107 The Metrolink service links areas where people live to areas where people work. Metrolink provides a popular commuter option, which penetrates the City Centre The following Metrolink stops are within easy reach of Piccadilly Basin:

- Piccadilly Station (approximately 300 metres);
- Piccadilly Gardens (approximately 350metres);
- Market Street (approximately 450 metres);
- New Islington (approximately 550 metres); and,
- Shudehill Interchange (approximately 600 metres).

4.108 Metrolink has bold expansion plans for the future to enable further access for residents. The Second City Crossing route is currently under construction and will link St Peter's Square with Victoria Station, alleviating pressure on existing City Centre routes whilst allowing extra services to run into the City Centre. A new line to Trafford Park has also been approved by Greater Manchester's leaders that will include 6 new stops and is scheduled to open in 2019.

### **Bus**

4.109 Existing bus services operate along Great Ancoats Street and Piccadilly Basin is within walking distance to bus

interchanges at Piccadilly Gardens and Shudehill Interchange.

4.110 There are a number of bus stops located at and around Piccadilly Gardens, a short walk from Piccadilly Basin. Almost 80 buses operate from this area and there are frequent buses running to areas around the Greater Manchester area as well further afield to Glossop, Huddersfield, Macclesfield, Stalybridge and Wilmslow.

4.111 There are up to 23 bus services providing a total daytime provision of 77 services per hour from Shudehill. This equates to more than one service every minute. These services provide sustainable access to a number of destinations including Bolton, Rochdale, Farnworth, Heywood, Cadishead, Moston, Blackley, Bury, Warrington, Langley and Altrincham.

4.112 The Cross City bus package, a £54.5m investment package, will significantly improve bus travel into, and across, Manchester City Centre. The scheme, extending along Rochdale Road from Middleton Bus Station to Manchester City Centre, comprises several kilometres of new bus lanes in both directions, largely within the existing carriageway, together with junction capacity enhancements, localised parking and loading improvements, and improvements to pedestrian facilities.

#### **Metroshuttle**

4.113 Piccadilly Basin is within walking distance to the Manchester Piccadilly 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.

4.114 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.

# 5 Development and Urban Design Principles

## Introduction

- 5.1 This section provides a framework for development and sets out the urban design principles that will ultimately guide the delivery of:
- A best in class City Centre neighbourhood community with a vibrant mix of office, residential, retail and leisure accommodation offering a place to live, work, relax and play; a place that fosters enterprise and innovation; and helps to set Manchester apart from its peer cities.
  - A well designed environment that is well managed, safe, accessible, sustainable and resilient to climate change, a place where people will want to live and which fosters long terms sustainable communities.
  - A place with a strong identity supported and enhanced by new development which reinstates and celebrates Piccadilly Basin's richly layered history and associated assets based around its mills and canal infrastructure.
  - An extremely well connected neighbourhood in terms of highly legible, high quality pedestrian and cycle connections and complementary uses which provide strong functional connections. A place that is therefore

pedestrian and cycle friendly and promotes the use of sustainable forms of transport through its design.

- 5.2 The purpose of this document is not to prescribe a definitive form of development as inevitably there will be varying options and combinations of development that could deliver the vision and objectives for Piccadilly Basin; however, it does look to establish the important principles that will deliver the vision for this site. In addition, this document will be actively used as a material consideration and basis for the consideration of future planning applications by the LPA for sites located within Piccadilly Basin. This is essential in order to allow proposals come forward in a fully integrated and carefully coordinated manner and also to provide certainty around the planning process which will encourage investment.
- 5.3 Through the adoption of appropriate development and urban design principles for the area, Piccadilly Basin has the potential to become a key part of the City's quality of life offer. This is an offer that can become a key differentiator in relation to both retaining existing talent as well as attracting the new talent that is required to fuel the City's next wave of economic growth and enhanced productivity levels.

## Masterplan

- 5.4 A masterplanning study of Piccadilly Basin has been undertaken by SimpsonHaugh and Partners Architects and Deloitte. This work has been used to create a vision for Piccadilly Basin and to inform the development and urban design principles.



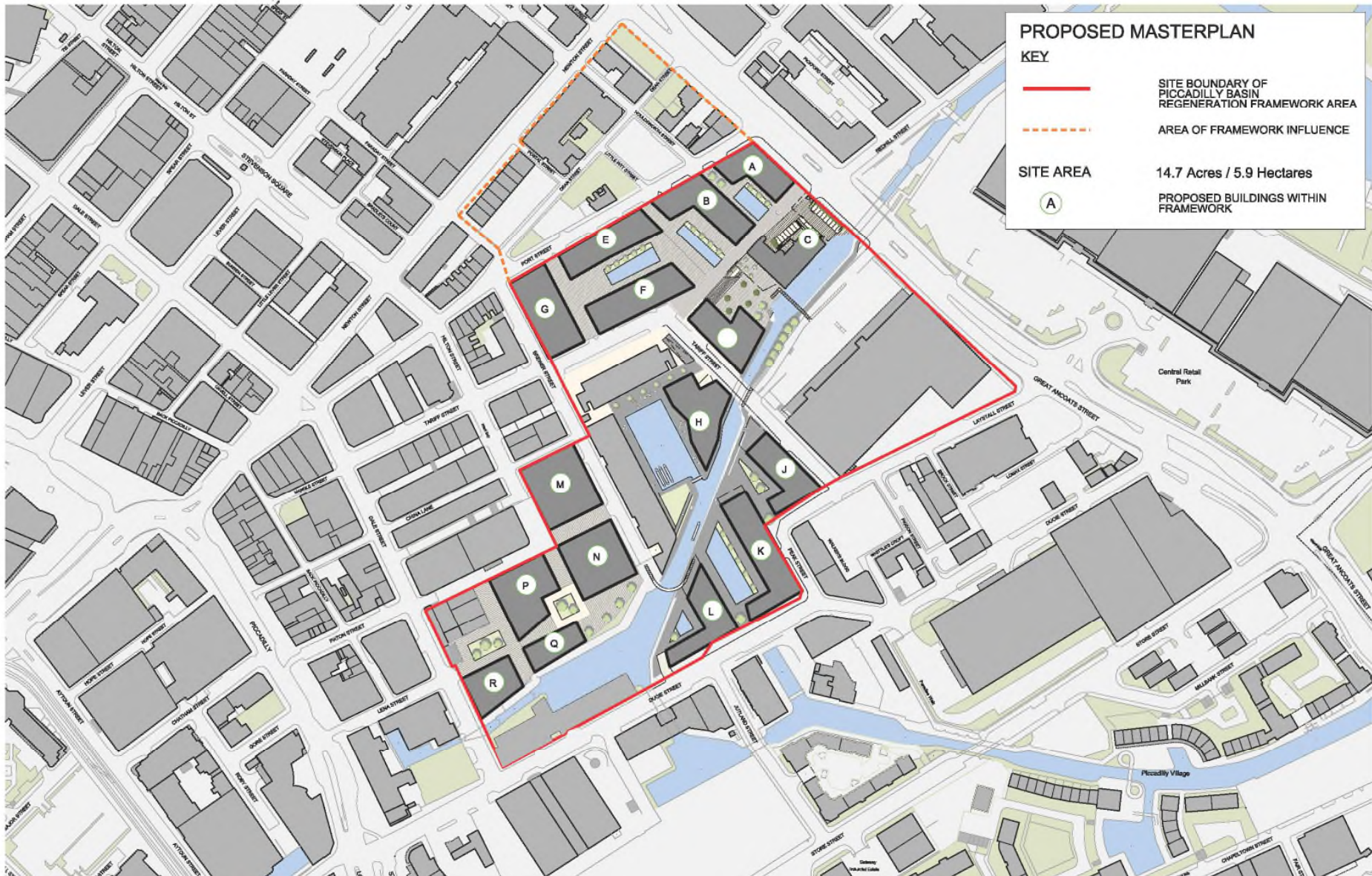


Figure 5.1: Indicative Masterplan (SimpsonHaugh and Partners)

## Land Use

5.5 Sections 3 and 4 of this document set out the strategic policy and economic / market context within which this Framework comes forward. This highlights:

- there is an urgent need to accelerate the delivery of residential development,
- the City will have increasingly limited opportunities in the future to deliver new Grade A office floorspace to meet the requirement of key economic growth sectors including the established financial and professional business services sector and emerging sectors such as creative and digital.
- Piccadilly Basin is strategically located immediately adjacent to Piccadilly Station, and has great connections to local transport network including services by bus, tram and rail across the Greater Manchester conurbation.
- Piccadilly Basin's proximity to the Northern Quarter offers the potential to offer a range of accommodation types which respond to market demand including: Grade A office buildings and equally, more flexible workspace products

5.6 To respond to the market and regeneration context it is proposed that to the north of the SRF area, above Tariff Street, the use will be residential led mixed use and to the southern part of the area, a new office led mixed use campus environment is proposed.

## North of Tariff Street: Residential Community

5.7 Piccadilly Basin will accommodate a range and mix of residential accommodation in a high quality, carefully designed and well-managed environment that will deliver a new neighbourhood in perpetuity.

5.8 The economic and market analysis presented in this Framework document would suggest that a key driver of prosperity and productivity in the City is the increasing proportion of economically active 25 to 39 year olds who are attracted to the City's growing employment opportunities, its lifestyle offer and the balance that has existed between the cost of living and average wage levels. This translates in the context of a central city centre site, to a predominantly apartment led form of development.

5.9 Whilst it is acknowledged that there is a particular demographic driving demand for new housing, an important principle of this Framework will be to provide an appropriate range and mix of apartment types that would be attractive to a range of occupiers and opportunities to attract families back into Manchester.

5.10 In terms of tenure, the emphasis of Belgravia Living Group will be a very high quality for sale product, with the aim being to create a long term, sustainable community. In addition, Piccadilly Basin as a whole is likely to deliver build-to-rent products and all new residential development should benefit from the highest standards of management and customer services.

5.11 The quality of the residential offer in the area can build on the successful residential developments at Jacksons Warehouse and Vantage Quay alongside the forthcoming Tariff Street development of 91 apartments.



- 5.12 Brownsfield Mill will be re-developed to provide residential accommodation; this is being progressed by Town Centre Securities in conjunction with Urban Splash.
- 5.13 All residential units will accord with Manchester City Council's interim space standards based on the London Design Guide and will need to address any future quality standards for residential development adopted nationally or locally.
- 5.14 Residential amenity will be an important consideration in ensuring that Piccadilly Basin can become a neighbourhood of choice. New development should create an environment where the amenity of residents and the environment within Piccadilly Basin with regard to privacy, microclimate (wind, sunlight, daylight, overshadowing), noise, refuse management, safety and vehicular movement for example are maximised.
- 5.15 Commercial and retail uses will be encouraged at ground floor and can be focused around key public spaces, and along key pedestrian desire lines that will be required to connect the site north-south and east-west to both existing and emerging centres of activity and regeneration.
- 5.16 The retail and leisure offer provided within Piccadilly Basin will need to be carefully selected and managed. It should be focused on best in class independent uses, or other uses that are new to Manchester and build on the success of the Northern Quarter. A priority of the Northern Quarter area as a whole is the desire to establish uses that will create more activity during the daytime as well as into the evening.
- 5.17 This emphasis would clearly work well with the amenity requirements of a new residential development. This is likely to preclude any night club-type uses for example or night-

time uses beyond 11pm. Other night-time uses, such as bars, should be accommodated in locations where potential conflicts with residential amenity will be avoided.

- 5.18 Flexible leasing strategies should be used where appropriate to encourage a mix of uses in the area and the take up of space. The retail offer should be entirely consistent with the high quality environment with a distinctive sense of place. It should not conflict with the desire to create something of a tranquil 'urban oasis' in terms of the qualities of the residential environment.
- 5.19 As a new residential community, clearly the opportunity to establish uses that serve the existing and emerging local community should also be considered and encouraged.

#### South of Tariff Street: Office Campus

- 5.20 There is an opportunity to develop an office campus to the south of the site.
- 5.21 As identified above, the area could accommodate demand for a range of office types and occupiers given the unique office offer provided at the Northern Quarter and taking advantage of its location adjacent to Piccadilly. It is essential that the office campus at Piccadilly Basin creates its own sense of place and provides a high quality, flexible, office space.
- 5.22 At this stage, the preference would be to create an environment that would be attractive to creative businesses and would include medium rise commercial units that responds to the urban grain and built environment context to the north and west of this part of the site.



## Car Parking

- 5.23 As Piccadilly Basin comes forward for redevelopment, the current surface level car parking will be replaced and residents and businesses moving into the area will require the provision of alternative forms of car parking. Whilst the Core Strategy does not set maximum parking standards for the City Centre, it requires all developments to provide appropriate levels of car parking – with each development considered on a case by case basis.
- 5.24 Car parking will be provided for residents in part basement / undercroft parking to the residential blocks. The design of the car parking will need to be carefully considered in order that it does not negatively impact on the surrounding streets i.e. resulting in ‘dead’ frontages and unattractive ventilation grilles. A range of options will need to be considered. In addition, means of wrapping car parking in active uses or other methods of sensitively integrating car park to the design of the building will need to be considered carefully.
- 5.25 The amount of car parking provided on site will need to, as far as possible, service the anticipated demand for car parking arising from the development. This should take into account the accessibility of Piccadilly Basin (which is very high) and other measures to support sustainable travel behaviour i.e. the provision of high levels of secure cycle parking, electric charging points for cars, high levels of cycle parking and should take into account the availability of off-site car parking that can be secured in perpetuity and which is within easy access of Piccadilly Basin. Car parking provided on site must happen within this context and also taking into account the balance with other urban design objectives (i.e. active frontages) and viability considerations particularly given that all commercial advice would indicate

that there are genuine issues with viability associated with the provision of basement car parking in the City Centre.

- 5.26 Within Piccadilly Basin, a new multi-storey car park is proposed at Brewer Street to replace the existing MSCP on Tariff Street and to compensate for the loss of surface car parking. This is consistent with a parking strategy for Manchester that would be to compensate for the loss of car parking as surface sites are redeveloped, by locating new MSCPs in locations that can be easily access from the Inner Ring Road.
- 5.27 The location of the existing MSCP is a missed opportunity. The MSCP offers no active frontage to Laystall St, Tariff St or the canal. Relocating the MSCP to Brewer St allows the creation of a residential development on the Laystall St/Tariff St corner, built around a landscaped space open to the canal.
- 5.28 Town Centre Securities has an established track record of developing and managing MSCPs. They run CitiPark one of the leading parking operators in the UK. The standard of car parking will be in line with the offer provided through CitiPark.

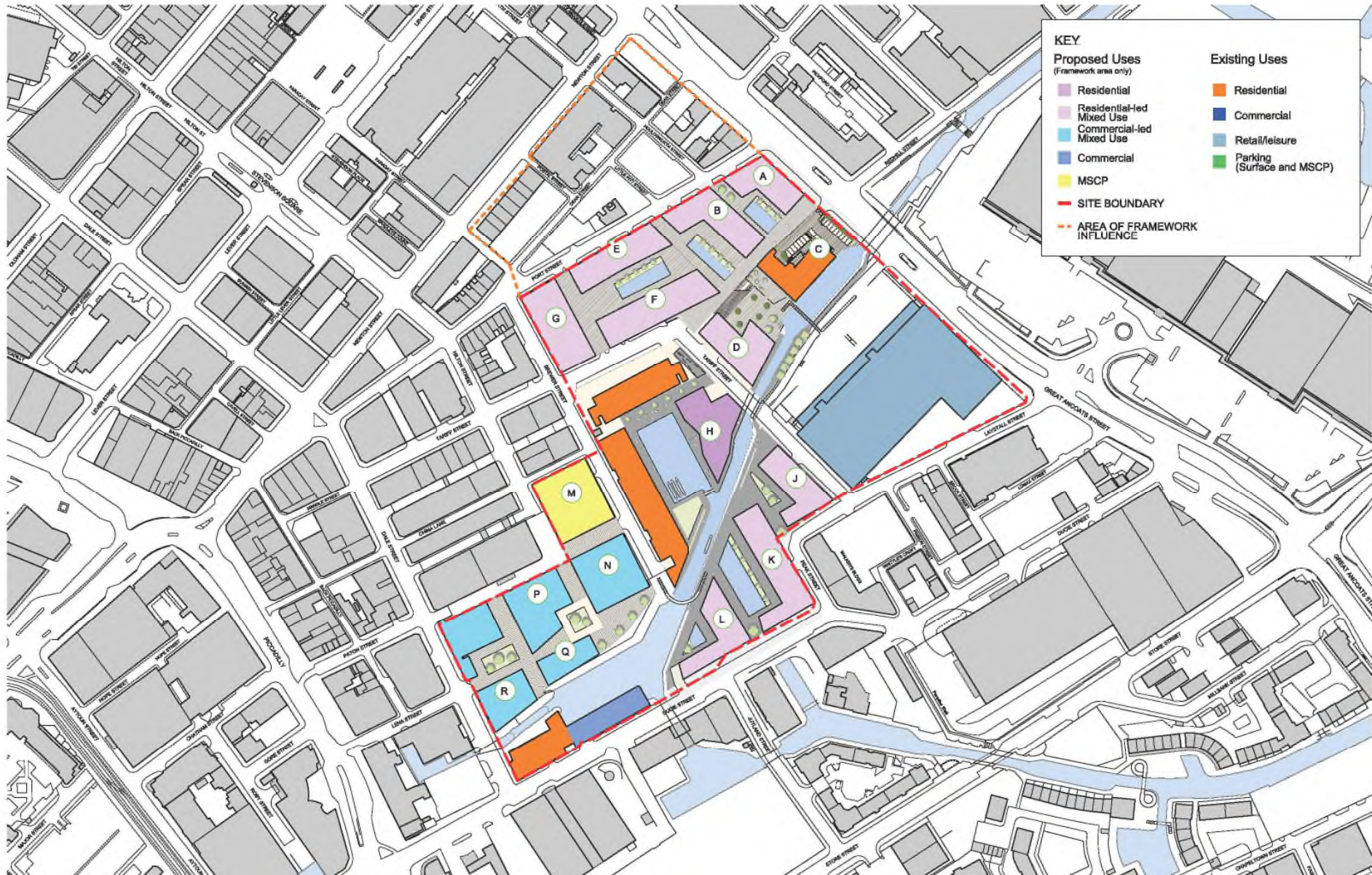


Figure 5.2: Proposed Uses – Colour (SimpsonHaugh and Partners)



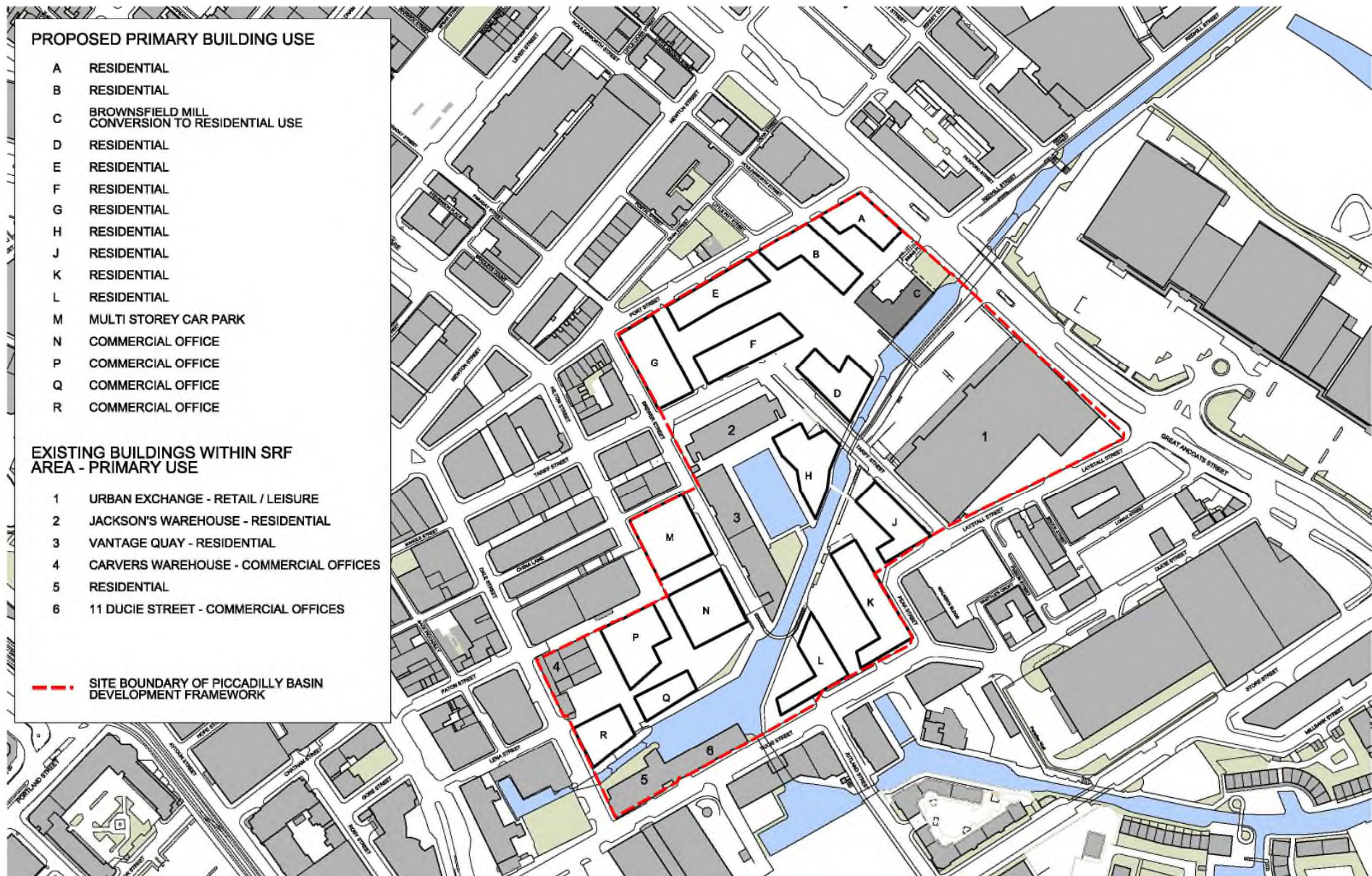


Figure 5.3: Proposed Uses – List (SimpsonHaugh and Partners)



## Active Frontages

- At present active frontages within Piccadilly Basin are limited. Wherever possible there should be active street frontages and the public should have access to the ground floor of buildings. New buildings should be designed to support active frontages, particularly around key public spaces and pedestrian desire lines, to promote street life and enhanced animation to the street scene. This may be in the form of ground floor active commercial uses or, where commercial uses are not appropriate, active frontages can still be maximised through good design e.g. the position of residential front doors and windows. Active frontages should also extend along the canal network creating lively and inviting routes that offer natural surveillance.
- 5.29 Where the ground floor is intended to contain commercial or retail uses, it should be level with the street where possible and incorporate appropriately proportioned transparent glazing to promote street life and provide visual interest for pedestrians.
- 5.30 Signage zones and shopfront design should be carefully considered as part of the design of new buildings.

## Creating a Sense of Place

### Heritage Design Principles

- 5.31 New development should take maximum advantage of the area's key assets – its heritage, canal side settings and public spaces. Piccadilly Basin has a number of key character features, these add to creating a unique sense of place that the proposals should respond to and enhance.
- 5.32 The site context has changed significantly over time, leaving a number of historic buildings and structures exposed and

isolated from their original setting. New development should be sensitive to the setting of the listed buildings and structures and innovative solutions should be sought to ensure that there is no significant adverse impact on the existing historic assets. This of course needs to be undertaken in line with the public benefits arising from the proposals and with an understanding that the historic context has significantly changed and been eroded.

- 5.33 Access and use of the canal structure should be maximised. There is an opportunity to create areas where people can gather to exercise, enjoy or relax.
- 5.34 Whilst the urban grain and powerful historic grid has been eroded in Piccadilly Basin, it is still very evident and distinctive in the surrounding areas particularly Stevenson Square Conservation Area. Re-instating and re-asserting that grid will relate well to the clearly evident grid pattern of adjoining character areas. This will create a sense of place, strong connections to adjoining neighbourhoods and a sense of continuity across the City Centre's north eastern edge.
- 5.35 Alignment of new building blocks along existing streets should be to the back of the pavement line, to enhance the linear character of the streetscapes.

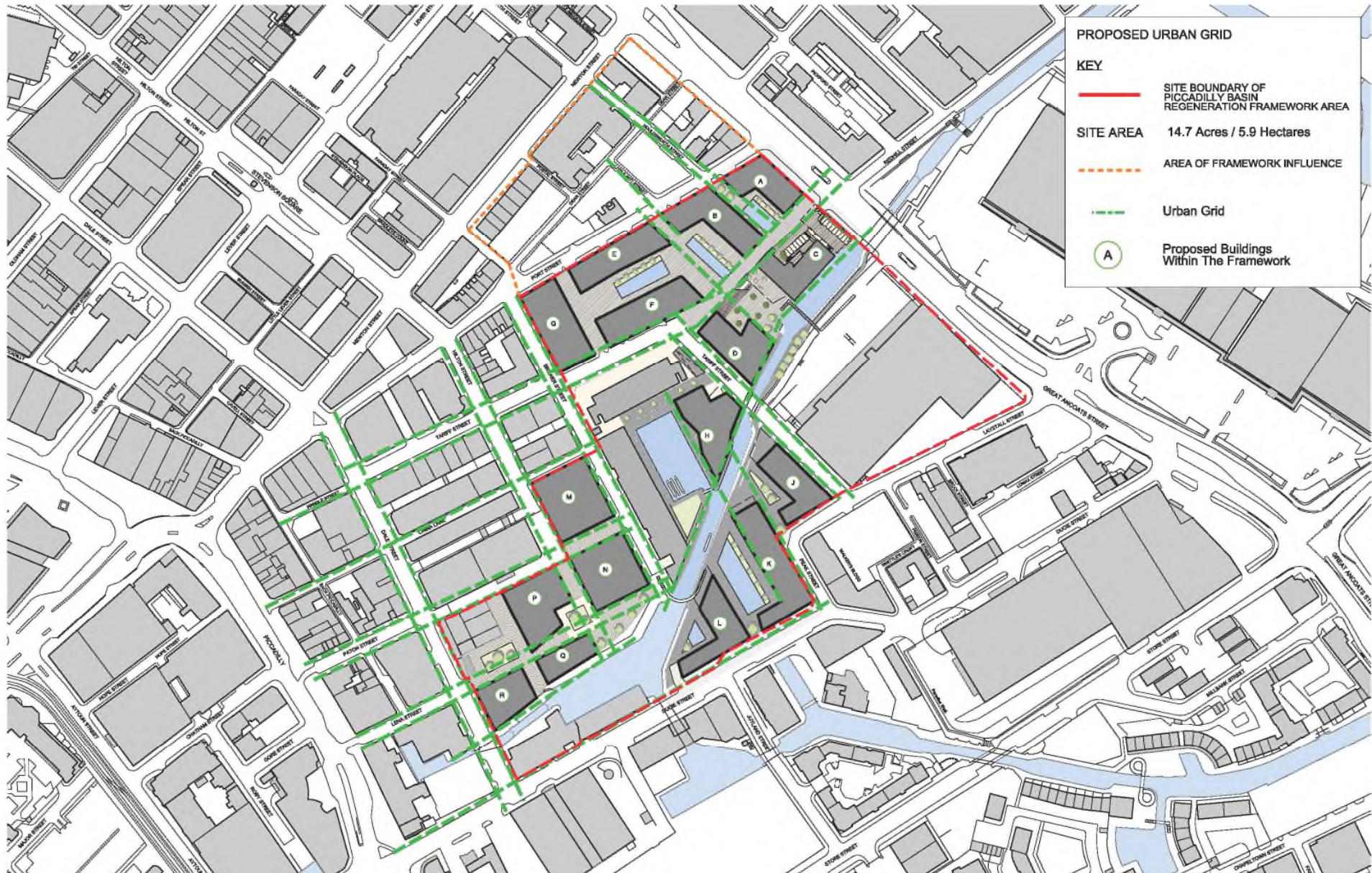


Figure 5.4: Proposed Urban Grid (SimpsonHaugh and Partners)



## Public Realm and Amenity

- 5.36 The area provides limited public amenity space and the quality of the urban realm is generally poor. Although work has been undertaken to the canal structure, including the creation of the Marina, Piccadilly Basin needs public space at the heart of its place-making strategy, which should provide a community focus and high quality amenity space for residents, employees and visitors. The provision of additional public space within Piccadilly Basin specifically should be considered on sites where it will add value to the wider public realm and street hierarchy, and provide amenity for new residential and commercial development.
- 5.37 Where feasible, referencing of surviving significant components and features of the historic public realm such as buried canals, bridges and basins should be explored as part of the place making strategy and differentiation of the area, for example the use of water elements reflecting the historic canal use.
- 5.38 The strategy should incorporate well-designed public realm including both hard and soft landscaping proposals, which will help to establish and enhance connections, as well as address microclimate issues and mitigate noise and other impacts of traffic arising from the proximity of Great Ancoats Street. New public realm should contribute to sense of place and encourage movement through Piccadilly Basin as well as future-proof enhanced linkages with the wider area. Key to this will be improving access and use of the canal structure, where there is an exciting opportunity to improve landscaping and provide a space that people can use to move through Piccadilly Basin to surrounding neighbourhoods, or for recreation and leisure.
- 5.39 Connectivity should be maximised through a varied network of formal and informal public spaces, green spaces and natural landscapes which should be adequately provided to ensure that new residents and employees have access to a wide range of recreational opportunities.
- 5.40 Where possible public space should be fully accessible to the public with private space also provided to support residential development where necessary.
- 5.41 New cycle routes should be provided through Piccadilly Basin, to connect into existing routes (Route 66 and 86) along Rochdale Road and Oldham Road. New residential and office development should incorporate secure cycle parking facilities and public cycle parking should also be provided within new public realm.





Figure 5.5: Example Public Realm Materials (SimpsonHaugh and Partners)

## Connectivity and Pedestrian Environment

- 5.42 The quality of the pedestrian environment and experience within Piccadilly Basin and on the primary vehicle movement around its four perimeters is currently poor, with heavily trafficked and noisy routes that provide little mitigation. The redevelopment of Piccadilly Basin should ensure new development helps to contribute to a walkable, pedestrian-friendly environment.
- 5.43 In order to improve pedestrian connectivity within, as well as to and from the Piccadilly Basin, there will be a particular focus on creating and enhancing walking routes along key pedestrian lines to effectively connect Piccadilly Basin into surrounding neighbourhoods.
- 5.44 The pedestrian environment along major roads such as Great Ancoats Street, including pedestrian crossing facilities, should be enhanced. Environmental buffer zones should be provided to mitigate the adverse environmental conditions of these heavily trafficked routes. Measures should include tree planting and greening to the edges of the Piccadilly Basin.
- 5.45 The redevelopment of Piccadilly Basin and removal of the car parks provides an opportunity to extend linkages through Piccadilly Basin in line with the HS2 Manchester Piccadilly SRF, particularly east – west through extending Tariff Street and Hilton Street, and north – south connecting Ancoats to the City Centre through a new connection through the site adjacent to Brownsfield Mill. Nodal connection points will be created at the intersection of key pedestrian movements.
- 5.46 The new key routes through Piccadilly Basin should offer visual interest and opportunity for interaction



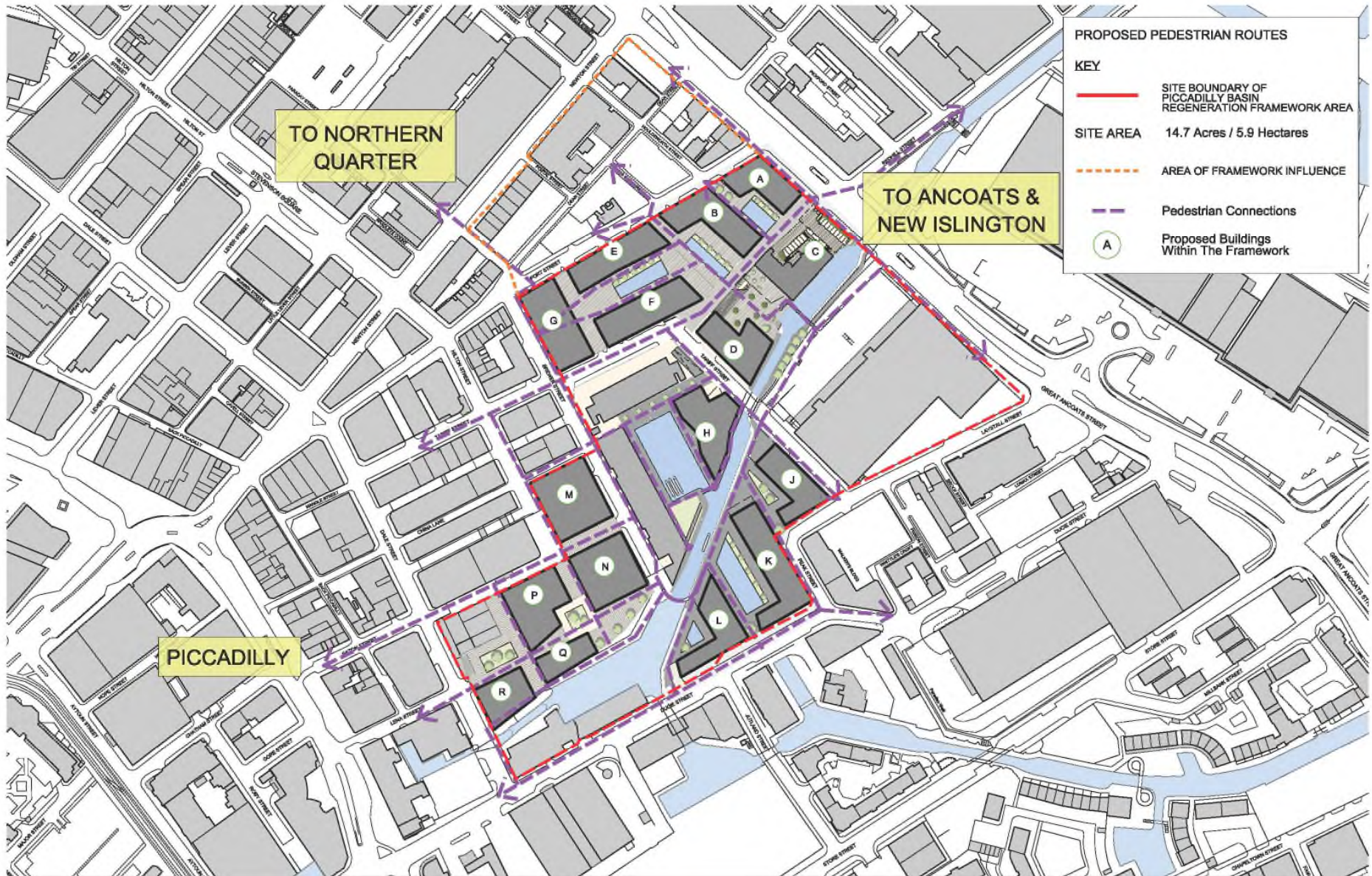


Figure 5.6: Proposed Pedestrian Routes (SimpsonHaugh and Partners)



## Scale, Massing and Density

- 5.47 The height and density strategy for Piccadilly Basin has been developed in response to detailed contextual appraisals of the area. In urban design and masterplanning terms, a starting point for the consideration of height and density has been the retention and reinforcement of the historic street grid pattern in the area.
- 5.48 Responding to the historic grain and existing height of the Stevenson Square Conservation Area, the height of the buildings fronting Dale Street will be of a lower height.
- 5.49 Following the pattern of taller buildings approved along the northern sections of the Inner Ring Road at key route intersections and nodal points, there is an opportunity for building heights to step up towards Great Ancoats Street,

culminating at its junction with Port Street. This route is at a key intersection connecting Piccadilly Basin to: Ancoats, New Islington and beyond that to Holt Town and through to the Etihad: to the Northern Quarter; and, to the wider City Centre. A taller building fronting Great Ancoats Street and Port Street in this way would also create a sense of arrival to this area.

- 5.50 The following table provides indicative approximate heights and unit / floorspace breakdown:

Character Areas	Building	No. of Storeys	No. of Residential Units	Additional Uses	Commercial/ Retail/ Leisure GIA (m <sup>2</sup> )	Commercial/ Retail/ Leisure GIA (ft <sup>2</sup> )	Total GEA (m <sup>2</sup> )	Total GEA (ft <sup>2</sup> )
Great Ancoats St	A	Ground + 32	232	Retail/ Leisure	379	4,080	19,851	213,674
	B	Ground + 19	204	Retail/ Leisure	514	5,533	15,954	171,727
Brownsfield Mill*	C	4 (1-4th Floor only)	30	-	-	-	1,276	13,735
Canal Side	D	Ground + 10	82	Retail/ Leisure	465	5,005	8,481	91,289
	E	Ground + 7	84	Retail/ Leisure	488	5,253	7,808	84,045
	F	Ground + 8	88	Retail/ Leisure	554	5,963	9,990	107,531
	G	Ground + 8	80	Retail/ Leisure	599	6,448	10,791	116,153
	H	Ground + 10	91	-	-	-	8,795	94,669
	J	Ground + 8	64	Retail/ Leisure	436	4,693	7,081	76,219
	K	Ground + 6	68	Retail/ Leisure	660	7,104	7,074	76,144
Commercial Cloister	L	Ground + 8	60	Retail/ Leisure	450	4,844	6,667	71,763
	M	Ground + 7	0	Multi-Storey Car Park	-	-	11,240	120,986
	N	Ground + 6	0	Commercial & Retail/ leisure	8,285	89,180	8,722	93,883
	P	Ground + 5	0	Commercial & Retail/ leisure	6,480	69,751	6,822	73,431
	Q	Ground + 3	0	Commercial & Retail/ leisure	1,919	20,656	2,020	21,743
	R	Ground + 4	0	Commercial & Retail/ leisure	3,410	36,705	3,590	38,642
Framework Development Total			1,083		24,639	265,214	136,162	1,465,636



Figure 5.7: Massing – from South West (SimpsonHaugh and Partners)



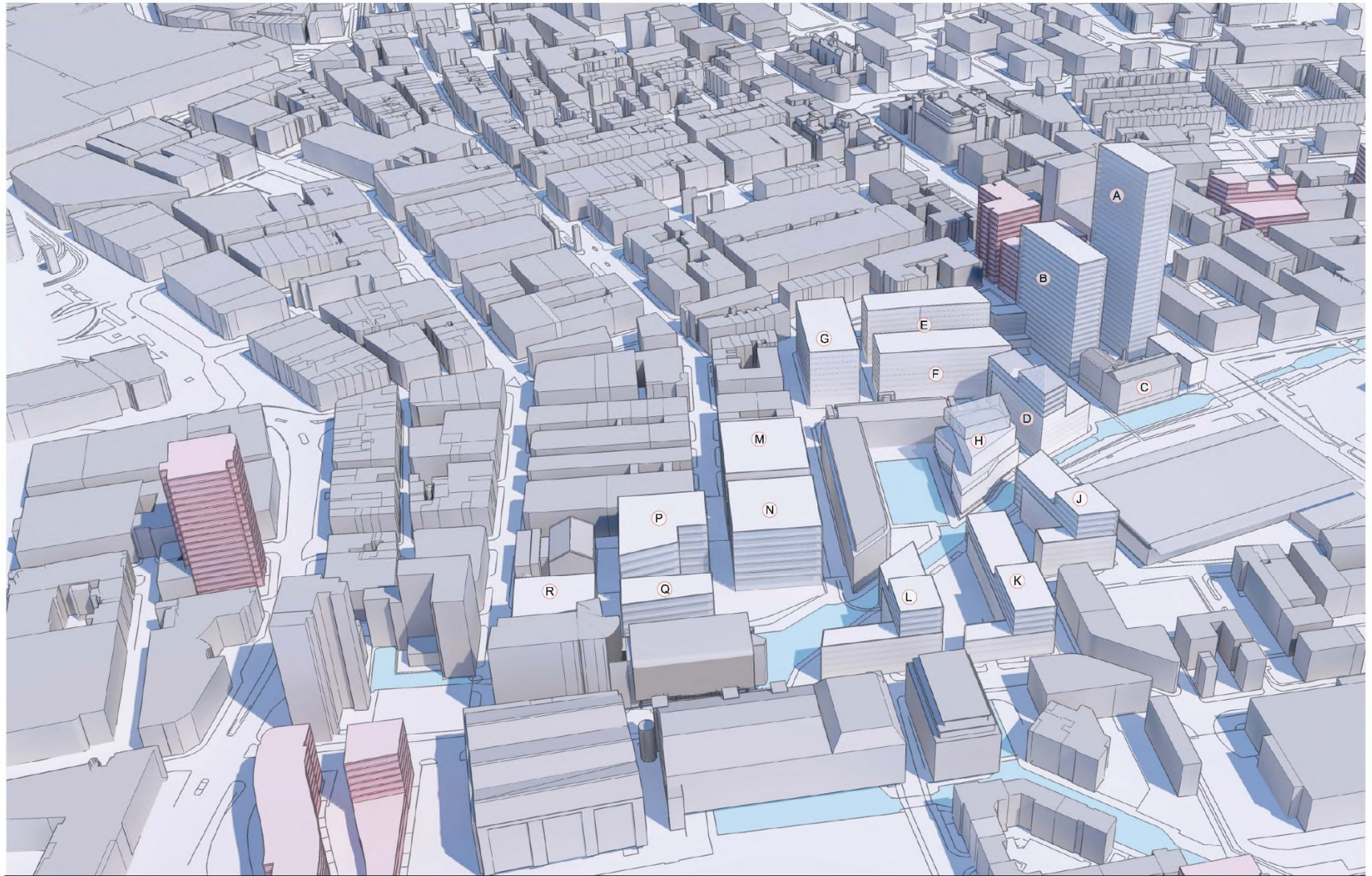


Figure 5.8: Massing – from South East (SimpsonHaugh and Partners)



5.51 An important consideration will be any impact of the proposals on the setting of Brownsfield Mill, though of course the historic setting of the Mill has been superseded in this area and there is now an opportunity to provide an exciting new development creating a new setting in line with the new developments proposed.

5.52 This is, however, only on the basis that proposals are able to robustly satisfy the firmly established criteria for assessing the merits of tall buildings within national and local planning policy guidance, including Historic England's Guidance on Tall Buildings. In assessing tall buildings, this means that particular emphasis will be placed on:

- Understanding effects on the historic environment through a visual impact analysis and assessment of verified key views.
- Ensuring that microclimatic effects in terms of wind and sunlight / daylight, do not have an adverse effect on the safety, comfort or amenity of the area.
- Proposals for tall buildings will need to be sustainable. In terms of energy use, the City Council's policy standards will be expected to be properly addressed and where possible surpassed.
- Landmark buildings will need to be of the highest architectural quality and have a positive relationship to the City's skyline.
- They should contribute to the legibility of the area, and the provision of public space and high quality public realm.

- The design needs to be credible and therefore demonstrably deliverable.
- Tall building proposals within key City Centre regeneration should have clearly identified regeneration benefits.

5.53 With the re-introduction of the historic grain and provision of new pedestrian streets and public space areas is the opportunity to create development plots that can accommodate a high density of development.

### Materiality

5.54 Architectural diversity is encouraged to create a neighbourhood that is varied in character and reflects its organic, historic development. High design quality and innovative design solutions to development constraints are crucial to creating a unique sense of place. Materials used must be durable and have a long design life to ensure that a high quality environment is maintained. In parallel with this the architectural detailing and how that will be managed and delivered through the construction process should be carefully considered at an early stage. Detailing and the quality of construction are fundamentally important to the long term durability and appearance of new development in the City.

5.55 The quality of the architectural proposals should be safeguarded through the use of high-quality materiality across the framework area for any new proposals coming forward. For proposed buildings that are of a massing and height similar to those existing buildings nearby the opportunity should be taken to provide a material palette that responds to these nearby buildings. An interpretive approach should be taken that addresses the use of not only

materials of similar tone and texture but also references nearby buildings of note through interpretive application and composition. Appropriate materials may include brick, stone and terracotta balanced against the requirement for the need for providing glazed elements such as curtain wall glazing and fenestration.

- 5.56 The proposed buildings adjoining Great Ancoats Street are of a scale that means they are visible at a townscape level from a much wider distance. They are also landmark buildings that act as important nodal structures for those navigating through the framework area. As a consequence the materiality approach is likely to be different from that of those buildings located within the rest of the Framework area and importantly, materiality should be appropriate for the form of the buildings. The application of materials is also important in the sense that they should also be simply detailed, limited in palette, robust, high-quality and easily maintained.
- 5.57 It is important that as building proposals come forward corresponding landscape proposals are brought forward too. Piccadilly Basin benefits from a canal which in its current state is an under-utilised asset. Landscaping proposals and supporting materiality should be of a high quality that complement and enhance the proposals and existing natural features. The landscaping proposals should be robust and the use of hard and soft-landscaping elements should be carefully considered.
- 5.58 The information overleaf illustrates the key character areas and references approach to materiality.

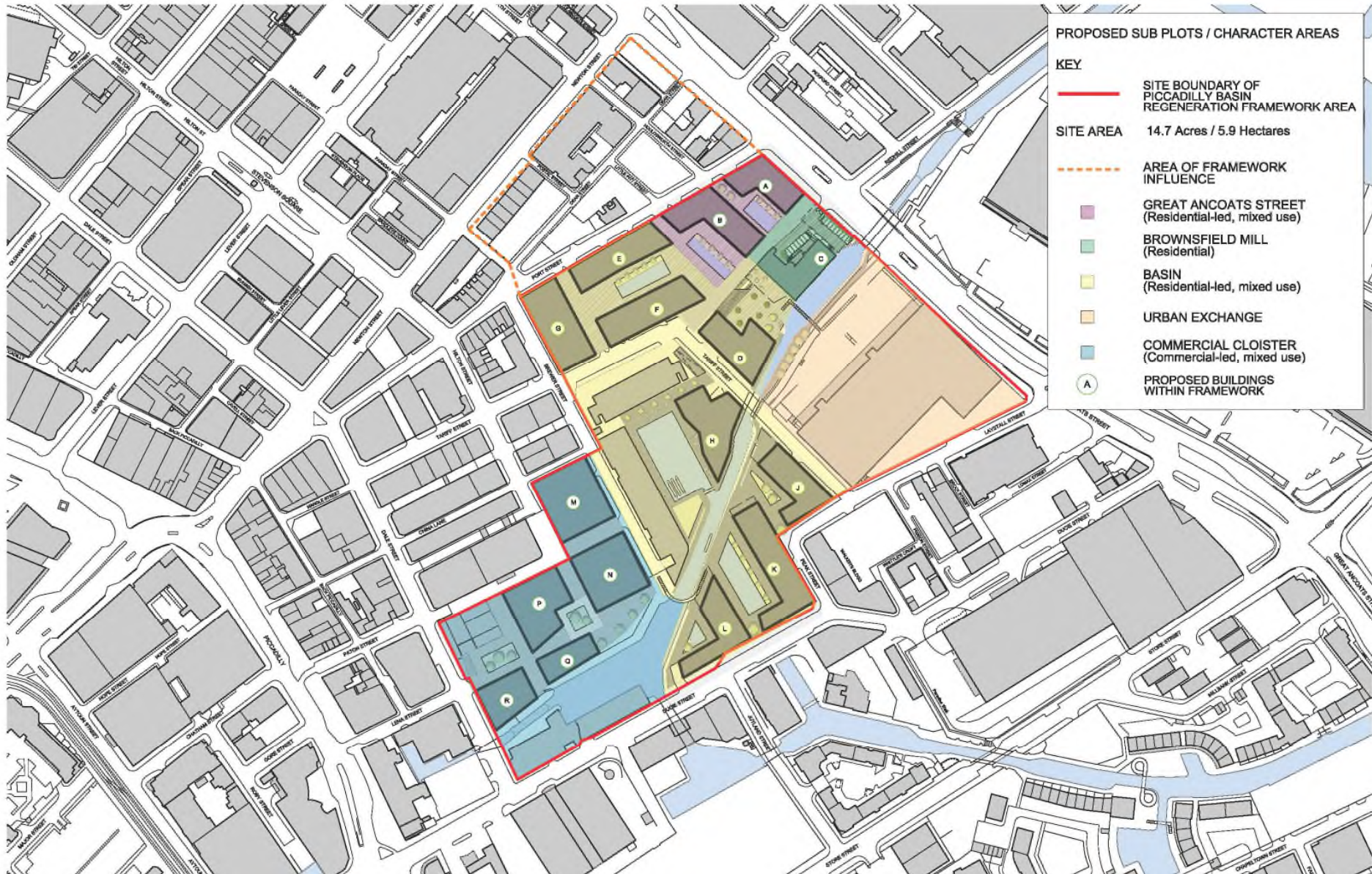


Figure 5.9: Character Areas (SimpsonHaugh and Partners)



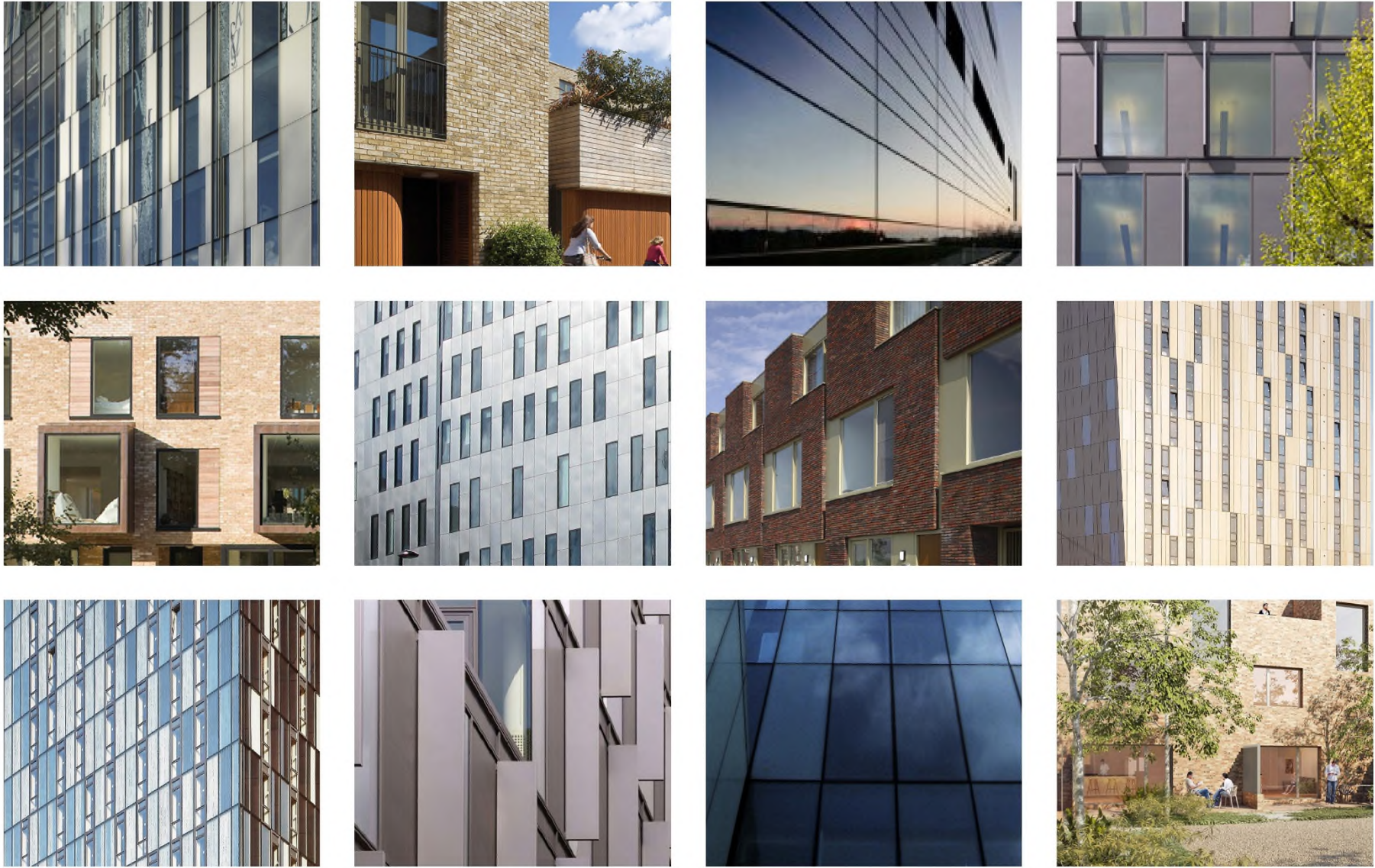


Figure 5.10: Proposed Materiality (SimpsonHaugh and Partners)

## Sustainable and Safe Development

- 5.59 As set out within national and local planning policy, including the National Planning Policy Framework and Manchester Core Strategy, new development should be sustainable, accessible to all and designed so as to provide a welcoming and safe environment, that contributes to Manchester's commitment to achieving Zero Carbon by 2050.
- 5.60 Piccadilly Basin should sustainably developed, through maximisation of its locational advantages and proximity to public transport nodes, as well as through building design.
- 5.61 Development should be designed to allow accessibility for all and create a safe and secure environment using the principles of "Secure by Design."

## Sustainable Urban Drainage

- 5.62 Sustainable Drainage Systems (SuDs) provide an opportunity to manage the quantity and quality of surface water entering the drainage network or watercourse whilst contributing positively to the amenity value and biodiversity of Piccadilly Basin.
- 5.63 A review of geological mapping and previous site investigations suggests that the basin is underlain by varying depths of made ground over boulder clay and then sandstone at depth. Previous investigations have shown the depth of made ground to vary from 0.5m to 1.5m generally increasing up to 4m in the location of infilled canal infrastructure. Chemical testing of the made ground has found that the canal infill material can be expected to be heavily contaminated and localised hotspots can be anticipated throughout the made ground. The presence of Boulder Clay and the possibility of it being contaminated

heavily limits the possibility of infiltration being utilised for surface water drainage.

- 5.64 Within the site constraints there remains the opportunity to provide a range of SuDS elements including the Green, Brown or Blue Roofs and Rainwater Harvesting Systems to the buildings, and permeable paving, swales, raingardens and ponds within the public realm. Consideration should also be given to the provision of informal storage in spaces that might be used as play space, terraces or parks for the majority of the time but that can be used to store storm water in extreme events.
- 5.65 The history of Piccadilly Basin is intrinsically linked to the Rochdale Canal which to this day is a predominant feature. The canal presents the opportunity for the carefully controlled discharge of surface water. The body responsible for managing and operating the canal network, the Canal and River Trust, will require a bespoke agreement which typically takes the form of an initial premium and a licence with an annual commercial payment, subject to periodic review. The agreement will also specify suitable discharge rates and velocities which would be achievable through provision of a network of SuDS as described above.

## Estate Management

- 5.66 Belgravia Living Group, as a long term investor, wants to retain the neighbourhood integrity of the mixed use development it wishes to create.
- 5.67 As a result, a new strategy has been adopted whereby Belgravia Living Group will only dispose of long leaseholds retaining the freehold with ground rents and the estate management of all common areas. Restrictions will be placed on ground floor uses should any of the leaseholds be

disposed of by Belgravia Living Group. Accordingly, a leasehold structure has been put in place to achieve this.

- 5.68 It is essential that the area remains vibrant and occupied but this does not mean that uses cannot be controlled and details of leasehold restrictions can be discussed with Manchester City Council.



# 6 Phasing and Delivery Strategy

## Phasing

- 6.1 The redevelopment on Piccadilly Basin will take place on a phased basis as set out below:
- 6.2 **Phase 1:** comprises the 91 apartments at Tariff Street, to be known as Burlington House, and this project is scheduled for completion towards the end of 2017. The Phase 1 land has been transferred into a Joint Venture with Highgrove Investment Group who is providing cash equity with the balance of funding being sourced by way of loan. Advanced discussions are taking place with two potential funders in this regard.
- 6.3 **Phase 2:** Brownsfield Mill is in the joint venture between Town Centre Securities and Urban Splash and will be the subject of a separate planning application later in 2016. A start on site is targeted in early 2017 with completion towards the end of 2017. The intention is to complete the remainder of Phase 2 between 2017 and 2022 dependent upon market conditions.
- 6.4 Phase 2 of the development will result in the loss of 195 surface car parking spaces. Linked to this phase will therefore be the construction of a circa 500 space MSCP. Initially there will be a net gain of spaces until development of the commercial element or Phase 5 of the residential proposals commences.
- 6.5 **Phase 3:** Currently a surface car park, this phase is likely to commence prior the completion of phase 2 having secured a high quality 4/5\* hotel operator for the site. In addition, detailed design work has commenced on the other site within Phase 3 for an additional residential development proposal.
- 6.6 **Phase 4:** This commercial element is likely to come forward from 2018. To minimise disruption, the whole site could not be commenced until the new MSCP is completed.
- 6.7 **Phase 5:** Car parking will be provided as part of each phase of the masterplan in order to contribute towards meeting demand arising from each development. In the line with the urban design and development principles set out in this SRF, car parking will be sensitively incorporated into new development proposals, for example without creating significant areas of dead frontage. This provision, alongside committed investment in public transport and the proposed circa 500 space MSCP identified under phase 2, could facilitate the demolition of the existing 232 MSCP and the provision of further residential development after 2022. This is as reflected in the illustrative masterplan.
- 6.8 In conjunction with the phasing strategy and given the creation of high quality residential apartments, it is recognised that the current treatment of the remaining surface car parking will not add to the overall ambience of the area. Any remaining surface car parking areas following completion of Phase 2 will therefore be substantially landscaped with shrub planting and proper walkways to break up their monotony. This approach can also help with any surface water drainage issues. As any re-surfacing will be on a temporary basis it is not intended that this will

become a consideration in any forthcoming planning applications.

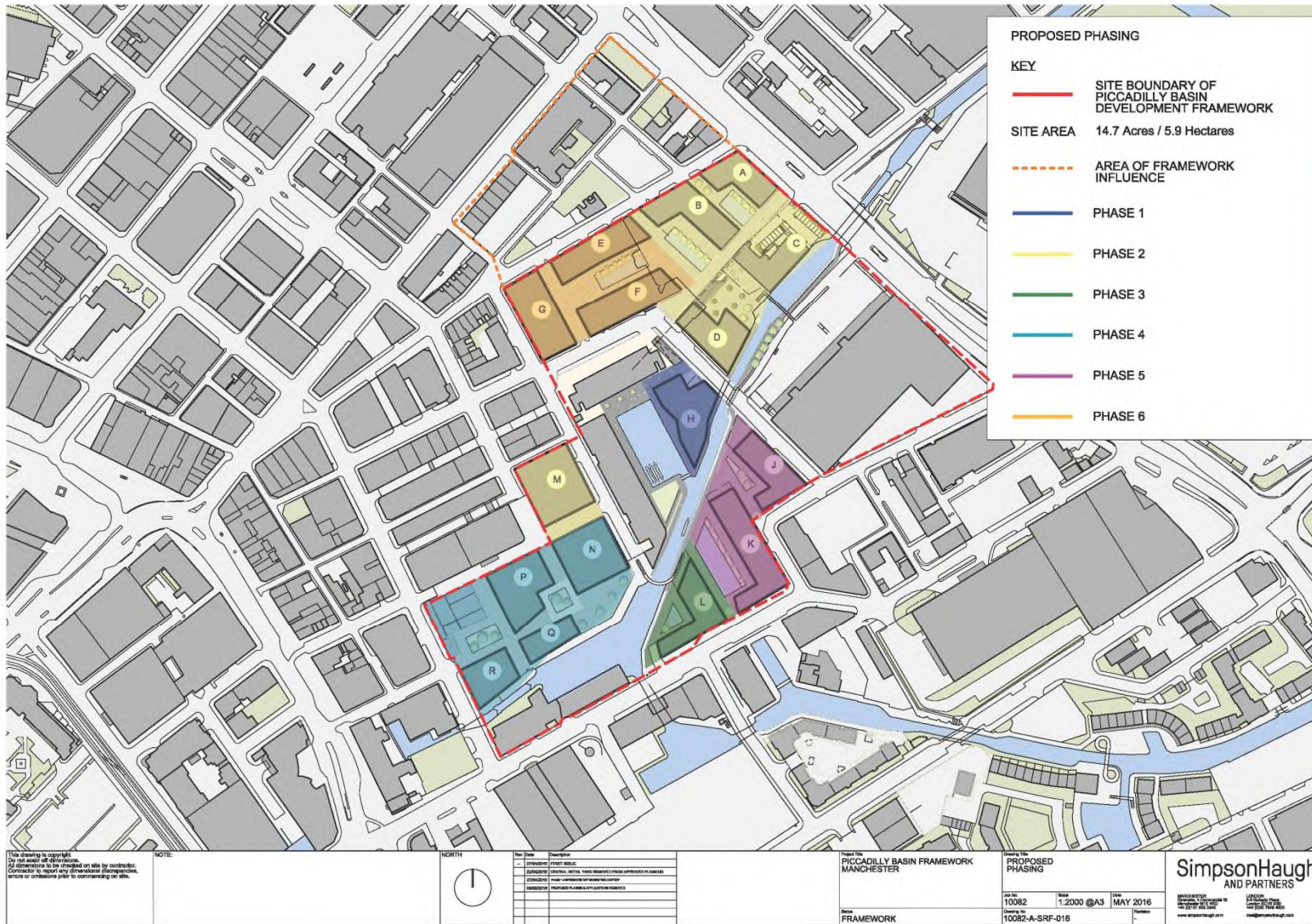


Figure 5.11: Phasing (SimpsonHaugh and Partners)



## Delivery Strategy

- 6.9 Piccadilly Basin is principally to be delivered by Belgravia Living Group, a joint venture between Town Centre Securities and Highgrove Group.
- 6.10 Town Centre Securities purchased the Rochdale Canal in the 1970s and ran it as a commercial venture up until 1999 when it was transferred to British Waterways, now CRT.
- 6.11 During the 1980s and 1990s Town Centre Securities made further purchasers of third party lands to establish the area now owned and managed by the company.
- 6.12 Town Centre Securities has now established the residential development and construction subsidiaries in joint venture with partner Highgrove Group who have the relevant skills for delivery. The company is known as Belgravia Living Group, it has its own employees and has established itself in Manchester.
- 6.13 Against this background, the delivery of the Piccadilly Basin masterplan can continue to be delivered on the basis of the comprehensive principles set out in this document.
- 6.14 The masterplan has a greater emphasis on residential development than previous iteration; but retains a substantial commercial component and represents a truly mixed use development. The intention is to bring forward apartments for sale or to rent through Belgravia Living Group but with Town Centre Securities continuing to own and run the estate.
- 6.15 The specific operation of Belgravia Living Group is to be the holding company for the Belgravia Living group of companies.
- 6.16 As an example, the developer of the 91 luxury apartments at Tariff Street will be the wholly owned subsidiary of Belgravia Living Group, Belgravia Living (Burlington House) Limited. The construction operations for this development will be undertaken by Belgravia Living (Construction) Limited, which is another wholly owned subsidiary of Belgravia Living Group. It is intended that future phases of Belgravia Living developments as part of Piccadilly Basin will be developed through additional wholly owned subsidiaries and constructed by the Construction entity.

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