

New Cross NDF Update Neighbourhood Development Framework Update 2016

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Executive Summary

Document Purpose

- 1.1 This document sets out an update to the New Cross Neighbourhood Development Framework (NDF) approved by Manchester City Council in July 2015.
- 1.2 Since the NDF was approved, there has been a significant increase in the level of developer interest across Zone C and part of Zone B. This is in addition to the significant levels of developer interest that already existed in relation to historic core of New Cross in Zone A. In addition, the City Council has launched wider plans to deliver major residential led development across Manchester's Northern Gateway, which comprises of the Lower Irk Valley, Collyhurst, NOMA, and Angel Meadow, as well as New Cross.
- 1.3 This has resulted in the need for more detailed development and land use principles for Zones B and C, and that work is reflected in this update.

Economic, Market, Policy Context

- 1.4 Key aspects of the economic and market context underpinning the preparation of the NDF update can be summarised as follows:
- Manchester is recognised as the fastest-growing metropolitan borough in England, with a rapidly growing, increasingly younger population.
 - People have been attracted to Manchester by job creation and the balance between incomes, housing costs and the quality of life.

- Manchester is the UK's leading professional and business service centre outside of London, and 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.
- The residential market area both adjoining and beyond the Inner Ring Road has seen a remarkable change over recent years.

- 1.5 Manchester has a pressing need for new homes with 25,000 identified as being required over the next 10 years. This is required to support the future economic growth and the enhanced productivity of Manchester, whilst improving quality of life. Emerging neighbourhoods such as New Cross have the potential to become a key differentiator. They have a key role to play in retaining existing talent as well as attracting new talent to the city.

NDF Update Area – Zones B and C

- 1.6 Historically, New Cross derived its name from an area of public space at the centre of four important thoroughfares (Oldham Road, Oldham Street, Great Ancoats Street and Swan Street), which served as a key location for traders and as a hub for social and community activity.
- 1.7 Zones B and C fully connects the NDF area to adjoining neighbourhoods within the Northern Gateway, helping to connect the city centre and communities of North and East Manchester. Today, Zones B and C continue to be dominated by large, single

land uses including Wing Yip and the Royal Mail, which make important contributions to local employment. Predominantly commercial in nature, Zone B also accommodates temporary surface car parking and pockets of smaller-scale residential use. Zone C comprises a number of large future development sites, in various stages of clearance, with a range of smaller-scale industrial and commercial uses scattered across the area.

Core Development and Land Use Principles

1.8 This purpose of this update is to provide more detailed guidance in relation to Zone C. It also covers Zone B in relation to those sites adjacent to Rochdale Road which extend beyond the established employment uses that are likely to remain within this area. The key elements are summarised below and detailed in full within the main body of this report:

- Land use within the NDF update area will be residential led, suitable for a range of accommodation.
- Within Zone C, the existing viaduct arches (particularly adjacent to the south western end of Bromley Street) provide an opportunity for new commercial and retail uses that could provide vitality and animation of the neighbourhood. Increasing activity in this location could also reinforce the creation of good connections through to the Lower Irk Valley.
- Elsewhere, key pedestrian routes and intersections of routes will offer the greatest potential to deliver non-residential uses to support the creation of a sustainable residential community. In addition, the Rochdale Road frontage has established non-residential uses which

have the potential to extend into the ground floor of new development.

- City connections: multiple pedestrian and cycle friendly routes which respond to the principal north-east and south-west alignment of streets in this part of the city centre should be provided to establish meaningful, safe and attractive alternative routes to Rochdale Road. These are essential in terms of enhancing connectivity between the city centre and communities to the north, east and west including Collyhurst and thereby effectively allowing those areas to become fully integrated with the city centre.
- In positioning these routes, direct connections and key desire lines should also be maximised as far as possible.
- Inter-radial links: will provide north-west / south-east aligned connections across the key regeneration areas that extend around the inner ring road.
- Opportunities to break down the barrier effect of the viaduct through enhanced permeability should be maximised in order to enhance connectivity between New Cross and the Lower Irk Valley
- A clear street hierarchy should be established that promotes pedestrian priority and cycle connections whilst recognising and, mitigating through design, the requirement for certain routes to perform an important function as vehicular access routes.
- The site's principal character features (including the viaduct arches referenced above), the Grade II Listed Marble Arch pub and the Flatiron building at the junction of Sudell Street and Rochdale Road

- should be sensitively integrated into the development of the area and become focal point features.
- Rochdale Road should be transformed into a distinctive, high quality point of entry into the heart of the city centre. Three specific character areas have been identified to deal with the frontage:
 - Area 1: closest to the city centre and characterised as a 'dense city street' by: shorter setbacks, tree planting and robust buildings providing a coherent and intact street elevation with opportunities for active non-residential uses at ground floor level.
 - Area 2: the mid-section characterised as a 'residential boulevard' by: minimum 3 metres setback from existing back of pavement facilitating narrow verge; urban street planting with pavement and/or verge; street frontage at circa 8 storeys; and existing mature trees to the northern end retained and integrated within the street scene.
 - Area 3: the north easternmost section characterised as 'buildings in landscape' by: the built form set further back from the street, allowing verge, trees planting and tree retention; a 'soft' gateway responding to the wider south Collyhurst context; the potential for increased scale of development sat within landscape in this location.
 - The principal opportunities for public space within this zone will be at its north western corner. Public space within this location has the potential to be animated by the commercial use of south facing viaducts. It also has the potential to be animated by pedestrian movement to and from the Lower Irk Valley along what is envisaged to be a potentially key pedestrian connection.
 - The impact of the Primary Substation, at the interface of Williamson Street and Gould Street, on this area, should be minimised through the quality of the built environment.
 - The overarching objective on height will be to develop a well-considered height profile that includes well-composed and human scale spaces, complements the natural topography whilst responding to the height and massing of adjacent places.
 - New development will be required to sensitively integrate car and cycle parking requirements. This should be justified on a site by site basis in line with the guidance and recommendation of the City Council's emerging Residential Quality Guidance.

2 Introduction

Report Context and Purpose

- 2.1 This document sets out an update to the New Cross Neighbourhood Development Framework (NDF) approved by Manchester City Council in July 2015. The ongoing purpose of the NDF is to guide a comprehensive approach to the future development of the area. This is to ensure a quality of new development and supporting public realm, highways and other community infrastructure that will result in a safe, accessible, distinctive and sustainable residential led neighbourhood where people choose to live.
- 2.2 The proximity of New Cross to the Northern Quarter and the city centre's wider employment, leisure, cultural attractions and transport connections, combined with improving economic conditions, has resulted in a significant increase in development interest and market activity.
- 2.3 This has continued to strengthen since the 2015 NDF was approved. Initially, the main focus of developer attention was on the area of New Cross immediately bounded by the Northern Quarter as well as Angel Meadow and Ancoats (referred to as Zone A within the body of this document). Each of these adjoining areas have been subject to significant levels of public and private sector investment, and are acting as a positive catalyst for wider transformation of the north and east extended city centre. At the time of producing the initial version of this NDF, the most detailed guidance was produced in relation to Zone
- A. A set of 'strategic and coordinating development principles' were established for Zones B and C, with a particular focus on the role of these areas in enhancing connectivity between the city centre, and communities of North and East Manchester.
- 2.4 Since the NDF was approved, there has since been a significant increase in the level of developer interest across Zone C and part of Zone B. In addition, the City Council has launched wider plans to deliver major residential led development across Manchester's Northern Gateway which comprises of New Cross, the Lower Irk Valley, Collyhurst, NOMA, and Angel Meadow.
- 2.5 This has resulted in the need for more detailed development and land use principles to inform the comprehensive redevelopment of land within Zone C and part of the Zone B site. That work has been completed and is the focus of this update. The content of the original NDF remains unchanged with regards to Zone A.
- 2.6 This is all underpinned by the need to establish neighbourhoods of choice that accommodate the additional 25,000 homes Manchester needs over the next 10 years. This will support the future economic growth and enhanced productivity of Manchester whilst improving quality of life. Emerging neighbourhoods such as New Cross have the potential to become a key differentiator. Emerging neighbourhoods such as New Cross have the potential to become key differentiators; playing a key role in retaining existing talent as well as attracting new talent to the city.

Report Structure

- 2.7 The purpose of this NDF update is not to replace the New Cross NDF (July 2015) and therefore it should be read alongside the existing document. Accordingly, the development and land use principles in relation to Zones B & C have been developed and detailed in line with the overarching principles set out in the 2015 NDF document. This has been underpinned by an additional in depth site analysis of these zones in relation to opportunities and constraints.
- 2.8 In addition, reflecting progress since July 2015, the document is structured to provide updates in relation to the New Cross and other adjoining neighbourhood regeneration initiatives as well as in relation to the wider strategic context.
- 2.9 Overall, the document is structured as follows:
- Strategic Context
 - Site Analysis – Opportunities and Constraints
 - Development and Land Use Principles

Study Area Vision

- 2.10 The vision for the Study Area has not changed from that identified in the July 2015 NDF. Following further analysis, it remains clear that Zone B & C continue to represent a significant opportunity to establish a distinctive and successful residential led neighbourhood of choice.
- 2.11 Section 5 of this document sets out a series of core development and land use principles, accompanied by an Illustrative Masterplan and supporting diagrams. These will guide future development

and provide a practical example to demonstrate how the vision for a vibrant and well-managed neighbourhood of choice can be delivered.

- 2.12 Key headings in this regard relate to:

- Vision and ambition
- Illustrative Masterplan;
- Creating a sense of place;
- Residential typology;
- Connectivity and street hierarchy;
- Rochdale Road;
- Frontages and land uses;
- Public realm;
- Height;
- Approach to car and cycle parking; and,
- Bromley Street – Alternative option.

Study Area – Key Characteristics and Opportunities

- 2.13 The 2015 NDF states that the northern edge of the city centre has all the attributes that mean it can act as a major focus for population growth over the next 10-15 years:
- **Proximity to a thriving City Centre:** the NDF area is located immediately adjacent to the city centre's ever expanding employment offer, its diverse range of amenities, its outstanding retail and leisure provision and expanding cultural offer. Over the last 20 years Manchester has been transformed into one of the most vibrant cities in Europe. It offers a range of 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. The NDF area is likely to be attractive to those who want to live within a short walk, cycle, drive or bus/tram ride from the city centre, rather than in the heart of this activity, as well as businesses seeking affordable workspace.

- **Adjacency to the city's Northern Quarter:** the Northern Quarter has been a major success story of recent years and has transformed into a retail and leisure destination, focused on the independent sector. The area has a unique character and offering and has attracted a growing residential community and employment opportunities within increasingly important growth sectors of the City economy. It is particularly popular with Small and Medium Enterprises, Design Agencies and other occupiers in Telecommunications Media and Technology (TMT) sectors. Proximity to this district will add further to the attraction of New Cross, the growth of which is likely to be fuelled by the primary 20 to 39 year old age group which is one of the fastest growing age groups and has been seen to dominate much of the residential expansion of the city centre.
- **Key projects on the doorstep:** the NDF area is in an ideal location to capitalise on some of the most exciting projects in Manchester. It is adjacent to the NOMA regeneration project, anchored by The Co-operative Group's occupation of 1 Angel Square. In addition, further phases of mixed-use developments are set to be brought forward under new joint venture arrangements with Hermes Real Estate. To the east is Ancoats & New Islington, which is witnessing an accelerated process of transformational change building on significant regeneration activity that has already taken place. For example, delivery of high quality new residential development and enhanced neighbourhood infrastructure, including high quality public spaces such as Cutting Room Square, New Islington Marina and Cotton Field Park.
- The Collyhurst and the Lower Irk Valley neighbourhoods lie to the north and west and also form part of the Northern Gateway along with Angel Meadow. These are also the subject of substantial regeneration

activity and investment to deliver significant numbers of new homes in support of the city's Residential Growth Strategy. The connection between the NDF area and neighbourhoods in the north and east of the city remains critical to the success of regeneration, with the potential to establish a direct and accessible route to the employment and leisure opportunities of the city centre.

- **Exceptional Transport Connections:** as long distance commuting continues to become more costly and time consuming, central locations such as New Cross will become increasingly attractive destinations due to their ease of access to employment opportunities and public transport nodes. The NDF area is extensively served by good transport links and high quality existing infrastructure.
- Significant investment in Manchester's public transport infrastructure will ensure it is better connected and has the capacity to grow. In particular, it is worth emphasising the site's proximity to Victoria Station, which is the subject of significant public investment through the delivery of the Northern Hub programme. This includes the Ordsall Chord, which is set to provide a direct linkage between Victoria, Oxford Road and Piccadilly Rail Stations, further enhancing the strength of public transport connections across the City.
- New Cross has easy access to the Shudehill Interchange, providing access to both Metrolink and bus services, serving destinations across Greater Manchester. Rochdale Road, which borders the Study Area, forms part of the Cross City Bus Package, a £54.5m investment package that will significantly improve bus travel on key arterial routes into and across Manchester.
- In addition, the Study Area has excellent access to the City's Inner Ring Road and important arterial routes heading out to the M60 and the wider motorway network.
- **Natural Environment:** the Study Area (Zone C in particular) benefits from being located in close proximity to the Lower Irk Valley, which provides opportunities for leisure and recreational activities. Natural green spaces are also easily accessible from the NDF area, including

St. Michael's Flags and Angel Meadow, Cotton Field Park, as well as Heaton Park and Philips Park via the Metrolink network.

- **Available Land:** the NDF area contains a significant number of vacant and underutilised sites and a number of previously-developed land parcels, which present opportunities for large-scale development and the provision of core infrastructure. The land ownership profile of the NDF area is fractured, although significant potential exists to consolidate and assemble development plots as part of a place-making agenda.
- **Supportive Planning Framework and Policy Environment:** New Cross lies within the North Manchester Regeneration Area and is identified in the Manchester Core Strategy and North Manchester Strategic Regeneration Framework as a strategic location for accommodating economic growth and high quality new housing. It will contribute towards the facilitation of enhanced connectivity between North Manchester communities and the range of employment and leisure opportunities on offer in the city centre.

Progress Since 2015

- 2.14 Figure 2.1 summarises the Development Pipeline for New Cross. In short, there has been significant developer interest in Zone A. To date this has resulted in the submission of four applications.
- 2.15 In addition, as identified in the introduction to this report, whilst no planning applications have come forward to date within Zones B and C, there has been a significant increase in the level of developer interest across Zone C and part of Zone B. This together with the area's rapidly evolving regeneration context has resulted in the need for more detailed masterplanning work to be undertaken to inform the comprehensive redevelopment of land within Zone C and part of the Zone B site.

No.	Developer	Site / Address	Planning Ref.	Date	No of Units
Zone A					
1	Axcel Hospitality (Manchester) Limited	Erection of part 9, part 8 storey building to form a 172 bedroom hotel (Use Class C1) with associated public realm, landscaping and other associated works Land Bounded By Cable Street, Mason Street And Addington Street Ancoats Manchester M4 5FT	111827/FO/2016/N1	Decision: 01.07.16	n/a
2	Highland Properties Ltd	Erection of a part 6, part 9 storey building to form 109 residential apartments (C3a) with ground floor commercial floorspace (Use Classes A1, A2, A3, B1 or D1) (470 sq. m) with associated basement car parking following demolition of existing buildings 40 Swan Street Ancoats Manchester M4 5JG	109840/FO/2015/N1	Validated 11.09.15	109
3	Balfour Beatty Investments Limited	Erection of a part 10, part 8 storey block and a part 8, part 6 storey block to form 274 residential apartments together with ground floor commercial units facing Oldham Road (342 sq. m) (Use Classes A1, A2, A3 and B1) with associated car parking, hard and soft landscaping, new public realm following the closure of Goulden Street and other associated works following demolition of existing buildings Land Bounded By Oldham Road, Marshall Street, Chadderton Street And Bendix Street Ancoats Manchester M4 5FR	112015/FO/2016/N1	Decision: 29.07.16	274
4	The Scorah Pension Fund	Alterations to roof, including installation of four dormer extensions, installation and reinstatement of windows, doors and security railings, erection of boundary treatment, creation of hardstanding, bin storage area and cycle storage, in conjunction with conversion of building into 10 self-contained apartments (5 no. two-bedroom, 4 no. one-bedroom, and 1 no. three-bedroom).	107351/FO/2014/N1	Decision 30.10.15	10
Total Number of Units under consideration / permitted :					393
TOTAL UNITS (COMPLETED, UNDER CONSTRUCTION, COMMITTED OR PROPOSED)					

Figure 2.1: Development Pipeline

Planning Status

2.16 The planning status of this document, following its approval, will be as a material consideration in determining all planning applications relevant to the NDF area. Whilst it does not form part of the Development Plan, it has been prepared to be consistent with the adopted policies of Manchester City Council's 2012 Core Strategy and other approved planning documents.

Developer Contributions

2.17 As emphasised throughout, the purpose of this document is: "to ensure a quality of new development and supporting public realm, highways and other community infrastructure that will result in a safe, visually attractive, accessible, vibrant and distinctive residential led sustainable neighbourhood where people choose to live."

2.18 As such, the Local Planning Authority (LPA) will utilise this document to ensure that quality outcomes are achieved in terms of building design/architecture and that the key objectives in terms of public realm provision, highways and community infrastructure, as identified in this document, are delivered.

2.19 This approach is in line with the approach set out in national planning policy (National Planning Policy Framework) and is consistent with the principle of sustainable development which lies at its heart. At paragraph 6, this document advises that: "the purpose of the planning system is to contribute to the achievement of sustainable development." At paragraph 7 it identifies the economic, social and environmental dimensions of sustainable development including:

- "contributing to building a strong, responsive and competitive economy by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying the coordinating development requirements, including the provision of infrastructure;" and,
- "creating a high quality environment, with accessible local services that reflect the community's needs and support its health, social and cultural well-being."

2.20 Paragraphs 57 focuses on the role of good design and the quality of the built environment in achieving sustainable development. "It is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes."

2.21 Paragraph 58 sets out a number of criteria that should be considered carefully in planning policy and decision making with regard to ensuring that developments:

- will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
- establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit;
- optimise the potential of the site to accommodate development, create and sustain an appropriate mix of uses (including incorporation of green and other public space as part of developments) and support local facilities and transport network;
- respond to local character and history, and reflect the identity of local surroundings and materials; while not preventing or discouraging appropriate innovation;

- create safe and accessible environments where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion; and,
- are visually attractive as a result of good architecture and appropriate landscaping.

Report Contributors and Acknowledgements

- 2.22 This document has been prepared by Deloitte Real Estate on behalf of Manchester City Council, with masterplanning input from Turley and Mecanoo International.

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3 Strategic Context Update

3.1 The NDF Area has been a long-standing regeneration priority for the City Council. This section sets out the updates to the strategic planning and regeneration policy context at city region and local level since the publication of the 2015 NDF.

Updated Policy Context

Northern Powerhouse

3.2 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.

3.3 The Northern Powerhouse will utilise the combined agglomeration benefits of the key centres and economic assets in the North of England, the combined population of which could compete with cities at a global level to deliver economic growth. The intention is to create a single market for people, goods and ideas, which will drive the growth of the knowledge economy. It will promote access to skills, ease of travel and the ability to create talent clusters, crucial for the skills of the region and the requirements of local businesses.

3.4 The 2014 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, health and social care, along with key strategic planning powers.

3.5 Central to the vision, is the creation of a world class transport system which links up the cities and towns in the North to allow them to function as a single economy. Strong transport connections will provide the foundations to build the Northern Powerhouse, allowing it to compete with the best performing regions of Europe. This in turn will attract investment from overseas, further driving growth and creating a North which is a global centre for innovation and trade. As the North of England's largest conurbation, and a city which has already been given a number of powers through devolution by Central Government, Greater Manchester is at the heart of the Northern Powerhouse agenda.

3.6 The March 2016 budget builds on the plans for the Northern Powerhouse. The budget commits £60 million to progress plans for the development of 'Northern Powerhouse Rail', an improved east-west rail, with the aim of reducing journey times from 50 minutes to approximately 30 minutes between Leeds and Manchester. In addition, £75 million 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 in 2020 at the earliest.

Northern Powerhouse Independent Economic Review (2016)

3.7 The Northern Powerhouse Independent Economic Review (NPIER) findings characterise the North's economic position and the drivers underpinning its performance, and identify opportunities

where pan-Northern drivers and collaboration can support local activities.

3.8 The capabilities that were identified are international-class assets: expertise, research and businesses that are genuinely distinctive for the North, are highly productive, and can compete on the national and international stages.

3.9 The Review has identified a number of core messages:

- There is a persistent economic gap between the North and the national average that necessitates a radical change in the economy of the North.
- The North is home to internationally regarded assets, expertise, research and businesses that are pan-regional, highly productive and compete at a national and international scale.
- Agglomeration is driven within the major cities; however, the capabilities are present across the North: By 2050, in a transformed North, GVA is projected to be some 15% higher than a 'business as usual' projection, and productivity some 4% higher, with some 850,000 additional jobs.
- A transformed North will require investment and improved performance in a number of critical areas, especially skills, innovation, and inward investment, alongside transport infrastructure and services.

Manchester Strategy 2016 - 2025

3.10 The Manchester Strategy replaces the Manchester Community Strategy 2006 – 2015 and 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.

3.11 It seeks to secure the Manchester'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.

3.12 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.

3.13 In order to ensure a 'thriving and sustainable city' the Strategy outlines it's 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.

- 3.14 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. The 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 in.

Manchester City Centre Strategic Plan 2015 - 2018 (2016)

Extended City Centre Boundary

- 3.15 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 city centre boundary has therefore been extended to recognise the contribution of former 'fringe' areas and their relationship with the city centre.

- 3.16 The expansion of the city centre reflects a key imperative of Manchester's Strategy which is to drive the creation of sustainable neighbourhoods of choice which support economic growth and improve quality of life in these areas.

- 3.17 This extension means that New Cross will rapidly evolve into a desirable city centre residential neighbourhood as well as a destination in its own right.

- 3.18 The expanded city centre neighbourhoods are seen as locations where young and skilled workers will choose to live, along with a broader section of the population; including retirees. The City Centre Strategic Plan outlines New Cross as an opportunity to deliver a range of housing tenures to meet demand. In addition, this range in housing offer should provide the flexibility and affordability that many city centre residents require.

- 3.19 The mix of uses within these destinations of choice should benefit the needs of the local community, with a pre-disposition against late night drink and entertainment licences.

Manchester Residential Growth Strategy (2016)

- 3.20 Recognising the critical relationship between housing and economic growth, Manchester City Council has prepared a Residential Growth Strategy (approved by the Council's Executive Committee on 2 March 2016).
- 3.21 The Strategy sets the housing agenda for the next 5 years to ensure that Manchester can meet the housing demands 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 and changing demographics.

- 3.22 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.

Housing Affordability in Manchester

- 3.23 In June 2016, Manchester City Council's Executive Committee considered a draft report looking at how affordable housing is currently defined, developed and delivered in Manchester placing this within a wider housing market context.
- 3.24 Linked to the Residential Growth Strategy referenced above, the report identifies the need to provide a sustainable pipeline of residential property within reach of average household incomes; particularly in light of rising house prices, rental levels (especially in the city centre) and the parallel requirement to increase earnings across the city.
- 3.25 In this way, the report introduces an alternative view and approach to affordability linking income to the cost of buying and renting a home within the city. This is in order to begin to match residents with a range of products that will support them into good quality affordable homes for sale and rent.
- 3.26 To support this ambition, the report proposes the following as key objectives;
- To provide a quality housing offer, the cost of which is linked to household incomes, ensuring that it is affordable

to working households across a range of incomes and values

- To ensure the city meets the needs of vulnerable, older households and existing tenants for whom home ownership is not appropriate.

- 3.27 In addition, the following key principles have been set out as a basis for discussion and consultation with residents, key partners and associated organisations:

- Affordability of housing in Manchester should be linked and aligned with household income. As a principle, housing costs should not be more than 30% of a household's gross income.
- There should be spatial and geographical considerations in the provision and type of homes that meet Manchester's affordability thresholds across the city to help maintain mixed communities and balanced housing markets.
- New build social and affordable rented housing should only be developed for specialist and supported housing, replacement homes lost through right to buy, demolition or estate regeneration with the overall aim of maintaining the current quantum of social housing in the city.
- There should be a wide range of tenure blind 'affordable' options for residents in the city, including market sale and rent. The City Council should seek to direct and support those who can afford it, into those homes.
- The City Council should consider where appropriate, it's Registered Provider and Council owned affordable housing as an incentive and reward for reducing dependency.
- The City Council should offer secure tenancies to those residents with long term dependencies where affordable

housing will link into a wider health and social care package, reducing costs on the public purse.

- The City Council should make the most efficient use of our existing social housing stock including:
 - re-provision where stock is poorly designed or the wrong type; and,
 - adopting a more flexible approach to tenancies e.g. use of fixed term tenancies to enable a review of the need for a secure tenancy.

3.28 It is also identified that the City Council needs to review the use of its planning powers, policies and affordable housing requirements to ensure that we can continue to develop a sustainable housing market that provides for those who work in our economy whilst sustaining the attractiveness of the market to investors

Draft Residential Quality Guidance (June 2016)

3.29 The Draft Manchester Residential Quality Guidance Document (approved as a basis for consultation in June 2016) aims to ensure the realisation of high quality, sustainable housing that meets the city's and its communities' needs. The draft document seeks to provide clear direction to all those involved in the development of, the construction of and the management of new homes in the city. The components identified in the diagram overleaf (figure 4.1) identify the elements that are needed if Manchester is going to fulfil its ambitions; respond to the challenges of meeting housing demand alongside the objective to create a city that is a combination of vibrant, healthy, sustainable, safe, resilient and attractive neighbourhoods.

3.30 The guidance is based on a principle of 'Comply or Justify'. In this respect, deviation from the compliance elements set out within the document must be explained on the basis of a robust and evidence-based justification. In such cases, Developers and their design teams must demonstrate that the scheme will deliver a finished project of the very highest quality that aligns with the thrust of what the guidance seeks to achieve. Proposals that do not comply with this guidance and fail to provide compelling justification, evidence and options analysis, will be refused.

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

Updated Regeneration Initiatives

Northern Gateway

3.32 The Northern Gateway (extending in a north eastern arc from Victoria Station, to include the areas of NOMA and Angel Meadow, the Lower Irk Valley, New Cross and Collyhurst) represents a vision for Manchester, clearly identified and set out by Manchester City Council in their various development frameworks and masterplans. This is to create and deliver a series of distinctive, but interconnected, residential areas on the northern edge of the city centre, as part of an overall requirement for the city to meet the demand for much needed housing to support its future growth.

3.33 Neighbourhood Development Frameworks / Masterplans are already in place for NOMA and Angel Meadow, New Cross, the Lower Irk Valley and Collyhurst. These planning exercises have

clearly identified that the opportunity exists to link the expanding northern boundary of the city centre, brought about by the NOMA development, to connect through to the northern inner suburbs of the city, providing the widest range of housing choice to meet the needs of a growing and changing population; while retaining and attracting people and families to revitalised neighbourhoods.

- 3.34 In September 2015, the MCC Executive approved the proposal to link the delivery of major residential development across area defined as the Northern Gateway and to identify/appoint an investment partner to work with the City Council to provide access to financing and expertise to ensure the overall delivery of the Gateway. This approach is considered to be the most efficient for an opportunity of this scale and, critically, the optimum way of building a platform for seamless delivery within an overall framework of change. The Gateway will be an example of how Devolution can benefit and support the regeneration of the city and sustained long term growth.

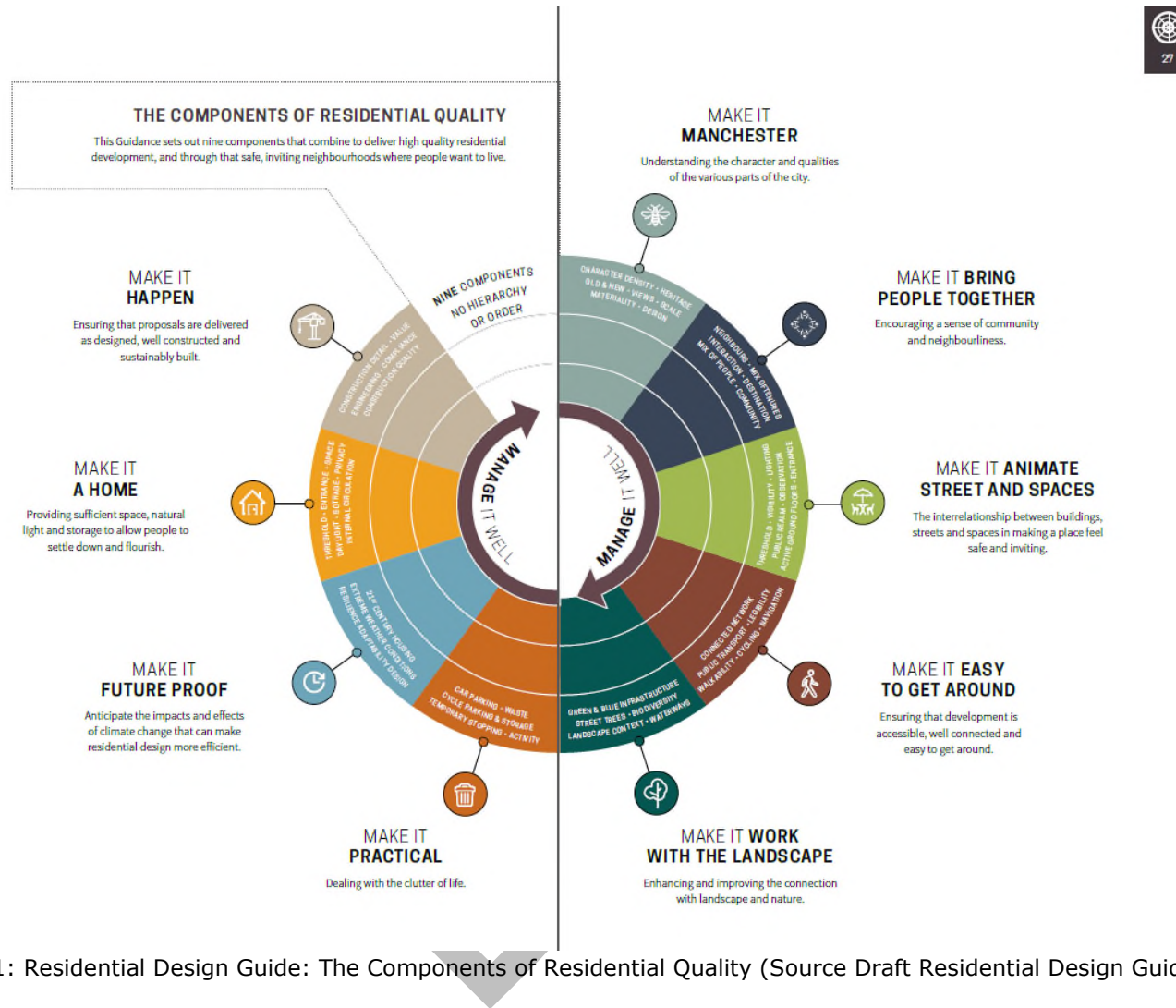


Figure 4.1: Residential Design Guide: The Components of Residential Quality (Source Draft Residential Design Guide 2016)

Angel Meadow: A Strategic Update to the NOMA Development Framework (January 2016)

- 3.35 This document forms part of a strategic update to the NOMA Development Framework to provide guidance on the future residential led development of land adjacent to Angel Meadow as well as to identify potential opportunities to support and enhance the existing residential neighbourhood area focused around Ludgate Hill.
- 3.36 The purpose of the Angel Meadow Strategic Update Framework is to establish a series of development and urban design principles that will inform the future development of this area. These principles aim to ensure that new developments, as well as the evolution of existing developments within the Ludgate Hill neighbourhood, contribute towards the creation of a high quality, sustainable community whilst acting as catalyst for wider regeneration. This latter point is particularly relevant for Angel Meadow given its key role in providing physical and functional links between the city centre, NOMA, the Lower Irk Valley, Collyhurst and New Cross.

The Lower Irk Valley Neighbourhood Development Framework (January 2016)

- 3.37 The Lower Irk Valley is a key edge of city location that can play a pivotal role in accommodating new residential and commercial development and creating an environment that seamlessly knits the area into the growth and extension of the city centre north and eastwards over the next 10-15 years.
- 3.38 The Lower Irk Valley Neighbourhood Development Framework was approved by Manchester City Council's Executive in January 2016

and aims to guide future comprehensive development in a manner that will realise this area's potential as an important contributor to the long term transformation of the city.

- 3.39 The NDF has been prepared on the basis of four distinct but interconnected Character Areas. These defined areas have varying and interlinked opportunities and each area is afforded their own Masterplanning Principles and Framework. In broad terms, this guidance indicates that a higher density apartment led form of development is anticipated in the Character Areas closest to the city centre, with the density decreasing and becoming lower rise further up the Valley area; however, in overall terms the area is capable of providing a high to medium density of residential accommodation.
- 3.40 There is an opportunity to transform the Lower Irk Valley, from an insular, remote location that is functionally and physically disconnected from the rest of the city, into a well-connected, active and fully integrated part of the Regional Centre. This is a key driving force behind the masterplan strategy for the four Character Areas.
- 3.41 The area lies within part of the River Irk Valley and includes significant opportunities to deliver new development set against green and blue infrastructure with strong cycling and pedestrian connections. The NDF also identifies nodal points and key routes that are likely to be able to support community facilities, local retail and leisure facilities that will serve the area.

Ancoats and New Islington (October 2014)

3.42 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 character and heritage, a supportive planning policy and as a consequence of work already undertaken to assemble land and deliver essential infrastructure required to support economic growth. Following the recession there has been an upturn in construction activity and a substantial development pipeline approved due to various planning permissions being granted.

3.43 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).

3.44 Ancoats and New Islington directly interface with New Cross, albeit with the presence of a significant physical barrier in the form of Oldham Road. Establishing enhanced inter-radial connections between New Cross and Ancoats has been picked up as an important principle within the respective NDFs produced to date.

Updated Economic Context

Residential Context

3.45 The Deloitte Manchester Crane Survey (January 2016) outlined that the Regional Centre is showing strong signs of residential

growth. The number of residential units under construction at the time of the survey was the highest since 2008 at 2,982 units. This was 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.

3.46 Notwithstanding this point, the city centre market (Regional Centre) has moved from a perceived oversupply in 2009 to a clear undersupply today. This has led to a number of initiatives aimed at accelerating growth whilst ensuring the right quality is delivered. These include Manchester Life, Manchester Place, the aforementioned Residential Growth Strategy and Quality Guidance, and a £300 million GM Housing fund.

3.47 The Crane Survey reported that the anticipated delivery of units for 2016 is 2,175. 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. There is however an increase in build to rent accommodation being delivered.

3.48 Whilst residential development is at its highest in 5 years there is still some way to go to meet the pressing housing need in Manchester. Residential development is still lower than the 2006 peak, when over 4,000 units were delivered and there has been a noticeable and significant downturn in the number of completions over the past 5 years.

3.49 The residential market across the recently expanded city centre boundary areas 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.

- 3.50 Alongside the increase in numbers of newly started projects during 2015, the planned development pipeline is an encouraging indicator of projected future growth. The Crane Survey research identified that there were currently 21 projects with extant Planning Permissions at that time, approving approximately 7,500 residential units.

Commercial Context

- 3.51 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.
- 3.52 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.
- 3.53 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. This is set to grow with schemes such as 'The Factory' development coming forward in 2019. The construction sector also continues to grow.

- 3.54 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.
- 3.55 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/commercial floorspace in Manchester.

4 Site Analysis – Opportunities and Constraints

4.1 The 2015 NDF provides a site analysis for Zones A, B and C. This section outlines the key opportunities and constraints from this analysis that have informed the development and land use principles for this NDF update area only. Please refer to the 2015 NDF for a more detailed and fully comprehensive site description and area analysis.

Land Ownerships

4.2 Along with the remainder of New Cross, the land ownership in Zones B and C is complex and fragmented; with a large number of sites split between a number of public and private sector landowners.

4.3 Zone C primarily comprises a series of vacant, cleared previously developed sites and vacant industrial and / or commercial premises. This means there is a significant opportunity for site assembly and the consolidation of land parcels in order to facilitate a critical mass of development.

4.4 Zone B includes a number of key commercial occupiers such as Wing Yip and Royal Mail. These occupiers make significant contributions to local employment and are likely to remain for the foreseeable future. The remainder of Zone B, and the focus for this document, includes sites suitable for residential and commercial mixed use development.

4.5 In order to deliver the NDF vision, it is important therefore to establish a clear set of development principles that will create a

coherent and integrated strategy across the various land ownerships.

NDF Update Area Boundary

4.6 As detailed in the 2015 NDF, the number and size of previously developed sites and current vacant plots in Zones B and C provide an opportunity to facilitate development of a scale that will support delivery of place-making objectives and key community infrastructure, in order to help create a new neighbourhood of choice that has a strong relationship with adjoining areas.

4.7 Zones B and C therefore offer the potential to consolidate a number of larger development plots along with vacant and underutilised sites to establish a number of strategic development opportunities and character areas that will help facilitate new development. In this regard, previously developed sites to the western edge of Zone B should be considered as forming part of a character area that includes sites within Zone C that straddle the Rochdale Road corridor.

4.8 The study area for this update therefore consists of the predominantly vacant and underutilised land in Zones B and C. It is on this basis that the update NDF boundary has been established (as illustrated in Appendix A 'Study Area').

Site Analysis – Opportunities and Constraints

Land Use

- 4.9 As detailed above, Zone C primarily comprises a number of vacant, cleared previously developed sites and vacant industrial and / or commercial premises, meaning that large parcels of development plots could come forward.
- 4.10 The largest of these is the vacant former National Grid call centre site set within 2.5 hectares of land located to the western periphery of Zone C, adjacent to Gould Street.
- 4.11 The wider site has recently been acquired for redevelopment; however, National Grid continue to maintain operational assets for the delivery of essential gas infrastructure for the city.
- 4.12 In this regard, new development must be carefully planned, in line with the development and land use principles established in this document, to ensure that existing and proposed facilities are appropriately treated and designed, to maintain operational requirements while minimising impacts on local amenity.
- 4.13 Buildings on the former Police Station site to the east have been demolished and this site is cleared. To the south west of the former Police Station there is a further cleared, previously developed site that is currently in use as a temporary surface car park.
- 4.14 There is a scattering of low-rise industrial units fronting Rochdale Road, some of which are vacant, together with gap sites and surface car parking, which terminate at the Grade II Listed Marble Arch Public House on the corner of Gould Street.

- 4.15 The railway arches fronting Bromley Street accommodate small industrial units, some of which are occupied by uses including MOT Centres and the Marble Arch Brewery.
- 4.16 A large electricity sub-station (operated by Electricity North West) is located to the north westerly corner of Gould Street and Williamson Street.
- 4.17 The south of Rochdale Road, in so far as it relates to the NDF area, primarily consists of surface level car parking up to Sudell Street. A small pocket of low rise housing sits beyond this on the Sudell Street Estate.

Connectivity

- 4.18 Connectivity through Zones B and C is limited as a result of the presence of the large, closed off former gas works and other significant land holdings.
- 4.19 Rochdale Road is an arterial route connecting local communities in the north with the city centre. Bromley Street is the only other street that provides a north - south connection; however, this is heavily constrained by the adjacent viaduct and on-street parking.
- 4.20 The most important east-west inter-radial route, adjacent to the Marble Arch Public House, is Gould Street. This connects Rochdale Road to New Cross, the Lower Irk Valley and ultimately the Green Quarter and Cheetham Hill to the north. This route is currently uninviting with blank frontages and viaduct underpasses to navigate. There are no east-west connections through the NDF area.

4.21 The remainder of the NDF area is made up of small roads that connect the existing uses together. There is no defined hierarchy of streets and no clear routes through the site for vehicles, pedestrians or cyclists.

4.22 The site's current environment creates a physical and psychological disconnection between the Lower Irk Valley, NOMA and Angel Meadow, Ancoats, Collyhurst and the city centre.

4.23 It disconnects Collyhurst in particular - the experiential quality of linkages are poor, Rochdale Road is vehicle dominated environment, there is a lack of street frontage and a lack of safe route choice for pedestrians and cyclists.

4.24 As the regeneration effort in Collyhurst gathers pace, greater emphasis must be placed on the importance of better connections through New Cross and into the city centre.

4.25 The site therefore presents an opportunity to create a more intact, coherent and connected urban area and a better sense of integration between emerging and established neighbourhoods.

Urban Grain

4.26 Unlike Zone A which benefits from a clearly discernible urban grid, Zones B and C's urban grid has been completely eroded due to the significant industrial uses that have occupied the site.

4.27 As a result, the environmental quality is poor and there is no existing neighbourhood infrastructure. The regeneration of the area therefore needs to re-define the urban grain to include core infrastructure and public realm to facilitate a new residential led,

mixed use environment. A comprehensive approach to place making is therefore required to create a sustainable neighbourhood of choice.

Heritage

4.28 The site is not within a conservation area. The Grade II listed Marble Arch Public House is the only listed building within the Study Area. The listing states: Public house. Dated 1888 in gable to Gould Street. Buff brick with polished pink granite to ground floor, hipped slate roof. 2 storeys; 5 bays to Gould Street with splayed corner and 2-bay return to Rochdale Road. Interior with original decorative features including much faience work.

4.29 There is potential to improve the setting of this heritage asset within the wider development. The setting and impact of any forthcoming proposals on this listed structure will need to be carefully considered as part of any future planning applications.

4.30 Although not designated assets, the Flatiron building at the junction of Sudell Street and Rochdale Road and the Victorian railway viaducts should also be sensitively integrated into future development as part of the NDF.

Height and Density

4.31 In the main, there is limited context and built form for new development to respond to and given the industrial / commercial nature of the NDF update area, the existing height and density of buildings is low.

4.32 More generally there is a clear 8 storey benchmark datum that runs through the city centre's northern fringes from NOMA to

Ancoats and New Islington. On Rochdale Road this is punctuated by Skyline Central at 20 storeys and 1 Angel Square. In addition Planning Permission exists for a 34 storey building at the corner of Miller Street and Rochdale Road as part of the Angel Gardens development.

- 4.33 New development across the site should respond to this 8 storey datum.

Gateway, Landmark and Nodes

- 4.34 Within the NDF update area, there are limited existing gateways, landmarks or nodal points.
- 4.35 Within Zone C, there is an important potential gateway with the adjoining NOMA and the Lower Irk Valley regeneration areas; located at the edge of Gould Street. This is currently compromised by the presence of a large Electricity North West electricity substation; however, potential exists to form a strong connection with the entrance to St Michael’s Flags and NOMA on the western boundary, and under the viaduct to the southern border of the Lower Irk Valley.
- 4.36 Landmark buildings generally sit outside of Zones B and C. There is only one listed building in the NDF update area at Zone C - the aforementioned Grade II Marble Arch Public House. There is the potential to improve the setting of this historic asset. In addition, the flatiron building at the junction of Sudell Street should be retained as a key character asset.
- 4.37 The north of the Study Area is bound by the former railway arches at Bromley Street. The arches currently include a range of light

industrial and commercial uses. There is an opportunity to open-up some of the arches to create new linkages to the Lower Irk Valley, alongside redevelopment to create a new commercial destination.

Public Space

- 4.38 Existing public realm and amenity space within the actual NDF expansion area is very limited; however, there is a significant amount of provision within easy access. For example, there are several public realm and green spaces, which provide amenity for local communities. St Michael’s Flags and Angel Meadow are within walking distance to the west of the NDF area, along with a network of green space associated with the Irk River Valley.
- 4.39 Public space is at the heart of the place making strategy for Zone A with the aim of providing a community focus and high quality amenity space for residents, employees and visitors. This will come in the form of a network of formal and informal spaces and pedestrianised streets with greening. This will be continued throughout the New Cross area.

Active Frontages

- 4.40 Zones B and C have limited active frontages. Other than the Marble Arch Public House on Rochdale Road and some small adjacent retail units, there is no active frontage to any of the streets that traverse the wider site. The majority of the industrial and commercial units in the study are set back from the public streetscape, located within their respective plots and often surrounded by surface parking.

Summary and conclusions for new development

4.41 Although the presence of infrastructure and the former industrial / commercial nature of the site provides existing constraints in terms of land use, access, urban grain and density, overall the NDF update area provides a relatively blank canvas for new development to come forward in line with development and land use principles to:

- create a new residential led, mixed use community;
- create new connections between communities in the north – notably the Lower Irk Valley and Collyhurst - with the city centre and adjacent edge of city neighbourhoods.
- develop a network of pedestrian and cycle friendly routes as part of an improved street hierarchy, along with active street frontages on Rochdale Road and within the NDF area; and,
- create an environment that is inviting and interesting with enhanced public realm; subtle variations in height and form and a human scale environment within the heart of the neighbourhood.

5 Development and Land Use Principles

Introduction

5.1 The 2015 NDF was prepared to guide the future development of New Cross in order to ensure a quality of new development and supporting public realm, highways and other community infrastructure that will result in a safe, accessible, vibrant, distinctive and sustainable residential led neighbourhood where people want to live. Zone A was the immediate focus of the 2015 NDF with a detailed strategy and associated principles put forward for that area.

5.2 In relation to Zones B and C, the NDF established a set strategic and co-ordinating development principles, with a particular focus on the role that these areas can play in enhancing connectivity between the city centre and communities to the north, east and west of New Cross (as demonstrated on the Zones B and C: Key Connections diagram). A key objective for Zones B and C was that they become effective in linking the adjoining North Manchester communities through to the city centre.

5.3 In relation to Zones B and C, this document provides detailed guidance and place-making objectives working within the parameters of the established strategic and coordinating principles of the existing NDF. New development will be required to address those principles in order to unlock the true potential of the New Cross NDF area.

5.4 The remainder of this chapter organises the development and land use principles into sub-sections, each of which should be reviewed in conjunction with the relevant plans and diagrams provided at Appendix A to this document.

Vision and Ambition

5.5 The overall vision for New Cross is to create a vibrant urban, residential led, mixed use community.

5.6 With regard to the NDF update area, this will be achieved by:

- creating a seamless urban grain extending north out of Angel Meadow and the Ludgate Hill neighbourhood to integrate and animate key links;
- creating clear through routes, maximising connectivity;
- attractive green space and public realm which has a clear added value purpose for the local community and has taken into account in its design future management and maintenance requirements;
- maximising opportunities to open up the viaduct arches in order to unlock their special place-making potential;
- defining and animating Rochdale Road to create a high quality of built form and use on an key approach into Manchester City Centre;
- including subtle graduations in building line to establish playful, varied street spaces, but retain clarity for wayfinding;
- designing into new development, non-residential uses in ground floors at key nodal points in order to provide local services and

amenities whilst enabling a legible, stimulating and safe public realm.

- ensuring a place of lively urban residential streets. A sense of domesticity and personality, with front doors and ground floor windows creating positive frontages.

Illustrative Masterplan

- 5.7 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 the site.
- 5.8 Importantly, it does however establish a series of development and land use principles that will inform the future development of this area. In addition, this document will be actively used as a material consideration in the determination of future planning applications by the LPA for sites located within the area covered by this NDF. This will ensure that proposals come forward in a fully integrated and carefully coordinated manner. This is essential in order to ensure that development is founded on a set of principles that will allow the full potential of this strategic regeneration opportunity to be maximised for Manchester and its wider City Region.
- 5.9 The Illustrative Masterplan at Appendix A has been prepared in order to provide a demonstration of one way that the NDF update area can be developed to achieve the vision in accordance with the development and land use principles set out below.

Creating a sense of place

- 5.10 Whilst the site has limited reference to landmark buildings and the urban grid has been eroded, the site is uniquely positioned to connect with and create strong linkages to surrounding communities and development areas; including the Lower Irk Valley, Collyhurst, Ancoats, NOMA, and Angel Meadow.
- 5.11 Despite the underutilised nature of the site, which does not contribute positively to towards the local landscape, there are a number of key character features that should be the subject of special consideration through the redevelopment of the NDF area.
- 5.12 The site's principal character features include the Grade II Listed Marble Arch Public House, the Flatiron building at the junction of Sudell Street and Rochdale Road, along with key Victorian rail infrastructure. These features should be sensitively integrated into the development of the area and become focal points.
- 5.13 New development should also be architecturally diverse in order to create a neighbourhood that is varied in character and which makes the most of the remaining assets with heritage and / or built environment value to contribute towards the creation of a neighbourhood with a high quality urban environment and a strong sense of place.
- ### Residential typology
- 5.14 In relation to land use, Zone C in its entirety and Zone B, with the exception of its major employer locations, continue to be identified as a residential led, mixed use community. The area is suitable for a range of accommodation that can meet the needs of

Manchester's diverse and growing population and which can contribute to the creation of a sustainable, mixed community.

5.15 A range of residential typologies that can sensibly respond to the form of development plots, the grid pattern, the character and density of surrounding neighbourhoods and the target market for the Study Area will be sought.

5.16 Higher density residential development will be encouraged within this city centre location. There are also opportunities to include lower density development such as town houses to reflect the gradual movement towards the lower density development found in Collyhurst.

5.17 To support the new residential communities, it is essential that forthcoming development also includes a range of supporting facilities, for example, crèche / other child care facilities, local shops and cafes etc.

5.18 It is also important to emphasise that in creating a sustainable mixed community for this area, it is considered that accommodation suitable for families should be provided. This could be provided within apartments as well as other housing typologies. The provision of 3 and 4 bed family housing will be encouraged.

5.19 In this regard, Manchester's existing and emerging policy requirements should be taken into account. As referenced in Section 4 of this document, this will include consideration of Manchester's Residential Growth Strategy and Housing Affordability paper

5.20 The result will be a range and mix of residential accommodation in a high quality and well-managed environment that will ensure the emergence of vibrant new neighbourhoods of choice. This is reflected in the illustrative masterplan and key development principles discussed below and contained within the plans in Appendix A.

Connectivity and Street Hierarchy

5.21 The overarching objective in this regard is unimpeded, continuous connectivity to and from neighbouring communities (existing and emerging) as well as with the city centre core. At the same time to deliver a range of intimate and social street spaces.

Street Network

City connections

5.22 An important principle in relation to both Zones B and C is the provision of multiple pedestrian and cycle friendly routes, which respond to the principal north-east and south-west alignment of streets in this part of the city centre. These routes will provide meaningful, safe and attractive alternative routes to Rochdale Road. They are essential in terms of enhancing connectivity between the city centre and communities to the north, east and west including Collyhurst and thereby effectively allowing those areas to become fully integrated with the city centre.

5.23 In positioning these routes, direct connections and key desire lines between North Manchester Communities and key city centre destinations such as Northern Quarter, NOMA and New Victoria should also be maximised as far as possible.

5.24 At the local level there is an opportunity to align these routes in a way that will enhance connectivity to character buildings such as the Tobacco Works and amenities such as St Michael's Flags and Angel Meadow Park. In addition, there will be a requirement to make new connections and break down the scale of blocks, specifically in creating a new axis through the former National Grid site within Zone C.

5.25 This has influenced the route alignments through the area indicated on the connectivity and street hierarchy plan.

Inter-radial links

5.26 Inter-radial links are north-west / south-east aligned connections that form an essential part of the Neighbourhood Development Frameworks throughout the Northern and Eastern Gateways. These inter-radial routes will provide linkages between the key regeneration areas and neighbourhoods that extend around the inner ring road, within the expanded city centre.

5.27 A significant connection in this regard is focused on Gould Street, essential in linking New Cross with the Lower Irk Valley. Further connections between New Cross and the Lower Irk Valley are hampered by the railway infrastructure along the northern boundary of New Cross. Connections are not possible at all to the east of Bilbrook Street. Between Gould Street and Bilbrook Street; however, two further connections have been identified in order to maximise permeability and connections to the Lower Irk Valley. This includes the creation of a new route aligning with the existing connection through the viaduct from Bromley Street and running back to Rochdale Road and Zone B.

5.28 There is a need to define a clear street hierarchy as a core component of new development across Zones B and C. This should promote pedestrian priority and cycle connections whilst recognising, and mitigating through design, the requirement for certain streets to perform an important function as vehicular access routes.

5.29 Gould Street will remain as a traffic calmed route for vehicles. Facilitating and maintaining safe vehicular access at the Gould Street / Rochdale Road junction should remain a priority as new development proposals are considered throughout this area.

5.30 The way in which Rochdale Road is addressed by the NDF and future development proposals is an important consideration given this route's status as a key arterial connection into the city centre. Its presence should also be mitigated through redevelopment of the Study Area to support the creation of an attractive new residential neighbourhood.

Rochdale Road

5.31 Rochdale Road provides the link and interface with New Cross and the NOMA regeneration priority area. Development along Rochdale Road should provide the transition from the high density development apartment living within NOMA and the city centre to the lower density, suburban housing forms associated with Collyhurst.

5.32 The Zone B and C interfaces with Rochdale Road are currently defined by vacant plots, fragmented frontage buildings and sporadic, low-value land use. It creates an unfriendly environment that disconnects Collyhurst from the city centre and

does not create a welcoming experience for people travelling into the city centre from the north.

5.33 A key objective is for this part of the Rochdale Road corridor to become a key focus for residential led development and regeneration activity that connects the core of the city centre to Collyhurst, and the inner suburbs of North Manchester, through a cohesive and attractive environment.

5.34 Development along Rochdale Road should be subject to appropriate improvement and mitigation, which could include the following:

- Re-location and / or enhancement of pedestrian crossing facilities along priority pedestrian routes between neighbourhoods.
- Provision of active, commercial uses at ground level.
- Provision of greening and planting to help mitigate the negative impacts of this heavily trafficked street.

5.35 The form and type of development should reflect and be representative of the neighbourhoods it connects. The structure and form of new development will be influenced by strategic principles of transition: buildings and spaces that gradually change in composition and character relative to their location. On this basis three transitional areas have been created each with their own but complementary attributes:

- Area 1: This is closest to the city centre and at the south western end of the Rochdale Road. It is characterised as a 'dense city street' by: shorter setbacks, 0-3 metres from existing back of pavement; tree planting enabled by buildings being set back from back-of-pavement where possible (and where that is not possible other

forms of urban planting) within the pavement; scale on the order of 7 to 9 storeys, with the potential for limited taller elements set back from the existing back-of-pavement; a coherent and intact street elevation; and, active non-residential uses at ground floor level.

- Area 2: This will be the mid-section and forms the majority of this zone. It is characterised as a 'residential boulevard' by: minimum 3 metres setback from existing back of pavement facilitating narrow verge; formal urban street planting within the pavement and/or verge; street frontage onto the main road, including ground floor windows and doors where these can be appropriately set back; heights will be at circa 8 storeys; and existing mature trees to the northern end retained and integrated within the street scene.
- Area 3: This is the north eastern most section of Zone C as it narrows. It is characterised as 'signature buildings in landscape' by: the built form set further back from the street, allowing verge, tree planting and tree retention; a 'soft' gateway responding to the wider south Collyhurst context; the potential for increased scale of development sat within the landscape in this location creating a sequence of taller buildings that animate Bromley Street, descending to Angel Meadow and picking up local references; such as the '3 Sisters' towers.

Frontages and Land Use

- 5.36 The overarching objective in relation to frontages and land use is controlled variation, using land use and frontage variation to highlight strategic design and place-making potential.
- 5.37 The primary land use for the site is residential. The area is suitable for a range of accommodation to meet the needs of

Manchester's growing population. There is opportunity for higher density development to reflect the city centre location and also lower density town housing reflective of the transition towards Collyhurst. Therefore a range of residential types and tenures will be sought.

5.38 The vision for New Cross is to create a residential neighbourhood of distinctive and varied street characters, but at all times with homes addressing the street to create definition, positive frontage and surveillance.

5.39 Variations in residential frontages will be encouraged in order to maximise key views into and through the area, coordinate with building heights and add visual interest and character to the neighbourhood.

5.40 Internal streets will integrate at a more modest domestic level with key characteristics such as personal front door access at street level.

5.41 Within Zone C, the existing viaduct arches (adjacent to the south western end of Bromley Street) currently contain a mix of commercial and light industrial uses. There is an opportunity develop to this further and for new commercial and retail uses to be incorporated that contribute to the vitality and animation of the neighbourhood. Increasing activity in this location could also reinforce the creation of good connections through to the Lower Irk Valley.

5.42 Elsewhere, key pedestrian routes and in particular intersections of routes will offer the greatest potential to deliver non-residential uses to support the creation of a sustainable residential

community. The uses in these areas should be focused on community uses to serve the needs of the residential neighbourhood. In addition, the Rochdale Road frontage has established non-residential uses which have the potential to extend into the ground floor of new development. There is an opportunity to create a continuous frontage at Rochdale Road, above ground floor commercial uses; there is an opportunity to provide residential accommodation set back from the road edge along the interfaces with Zones B and C.

5.43 At a local level, the route network identified in the previous subsection will establish a number of gateways, nodes and intersections. These locations will provide good opportunities to establish shared facilities, services and environments to be maximised with adjacent neighbourhoods.

5.44 A Primary Substation currently exists at the interface of Williamson Street and Gould Street and takes up a significant area of land. In response, the emphasis should be on what potential exists to rationalise or relocate in order to facilitate better pedestrian connections and public space, as well as to minimise the potential dis-amenity effects through appropriate landscape buffering. This should be fully explored as part of the consideration of new development proposals on adjoining sites.

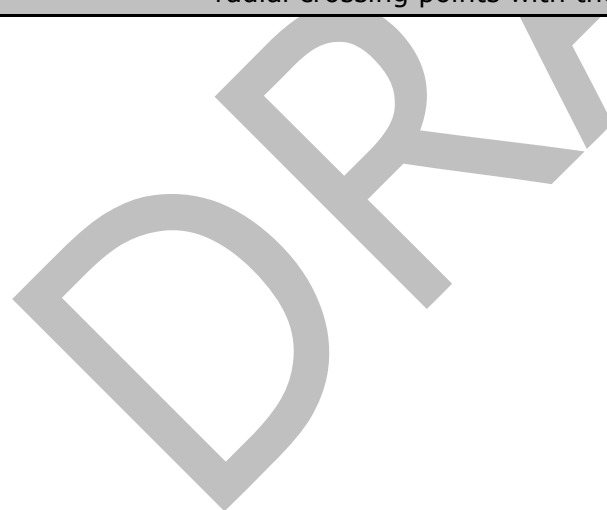
Public Realm

5.45 The overarching objective in this regard is to create an active and diverse public realm experience. New buildings should interact with animated and pleasant street spaces.

- 5.46 Within Zone C, new residential development will be required to provide private amenity space consistent with best practice for new development of this type. Indeed, the emphasis within this zone will be the provision of extensive, high quality private amenity space within new development and enhancing the quality of connections to adjoining significant public space at Angel Meadow and the Lower Irk Valley. Where appropriate, child friendly private amenity space should also be integrated into the development to support the provision of family housing.
- 5.47 A controlled and well considered network of spaces and corridors is to be created that accentuate and guide movement on a local and strategic level. This should accumulate in a concentration of key public spaces in locations where positive impact and benefits will be maximised, complementing patterns of non-residential ground floor frontage and marking transitions and thresholds.
- 5.48 The principal opportunities for public space within this zone will be at its north western corner. Public space within this location has the potential to be animated by the commercial use of south facing viaducts. It also has the potential to be animated by pedestrian movement to and from the Lower Irk Valley along what is envisaged to be a potentially key pedestrian connection.
- 5.49 There is the opportunity to create intimate, shared or low-speed streets passing east-west. This could be achieved through public realm improvements to create calm, pedestrian orientated spaces.
- 5.50 Passing north-south, conventional highway spaces will be established with a more robust public realm treatment enabling access and through connections between Rochdale Road and the Lower Irk Valley; ensuring civilised streets that create a welcoming and safe pedestrian experience are created.
- 5.51 A unique, strategic north-south link through the former National Grid site will be provided using transitions across the retaining walls as opportunities for distinctive nodal spaces.
- 5.52 Development should maximise opportunities for improving green infrastructure to include soft landscaping and trees. There is an opportunity to increase greenery along Rochdale Road to create a landscaped screen. This should then be carried through the development area wrapping around along Bromley Street through to Angel Meadow.
- 5.53 Bromley Street has a key role to play in connecting New Cross with neighbouring communities. Improvements in public realm will provide a setting to support the valuable uses of the arches, whilst creating a direct and high quality link to Angel Meadow.
- 5.54 The public realm principles will be delivered through a series of different types of public streets and spaces to form a cohesive and legible public realm, which complements each of the typologies of space and responds to their context and the scale of buildings which define them. This provided in the table overleaf:

Space type	Character	Role
Semi-natural and organic soft landscape spaces	<p>Open spaces characterised by predominantly soft landscaping, with elements of hard landscaping, seating and tree planting. They encourage pedestrian and cyclist movement through them.</p> <p>They are characterised by areas of existing landscape features and/or focused along key movement routes.</p>	<p>Integration: the spaces address the crossing point at two important points of integration with the surrounding context; one to the north-east between the masterplan and Collyhurst and the second between Bromley Street and Angel Meadow / LIV. They create pleasant and attractive destinations, providing a sense of continuity from adjacent areas.</p> <p>Soft gateways: they play a key role in welcoming people to the area; they are the arrival spaces as you approach from Collyhurst and Angel Meadow. Their scale and appearance opens up views towards important routes within the masterplan. These spaces also allow taller buildings without having an overbearing impact on the public realm.</p> <p>Route choice: They are the components that provide route alternatives to the Rochdale Road, providing choice for pedestrians and cyclists, setting up access onto Bromley Street and the internal street network.</p>
Urban street planting	<p>Characterised by street tree planting / low level planting / changes in ground materials / seating</p>	<p>These spaces form a planting buffer creating a pleasant and attractive separation between the Rochdale Road and residential frontages which look onto it.</p>
Calm, pedestrian and cyclist priority connections	<p>A continuous, safe and unimpeded street space with carriageway priority given over to pedestrians and cyclists. They are defined by active residential frontages and encourage calm and restrained vehicular movement. (3mph</p>	<p>They play a crucial role in providing access to Ludgate Hill, Angel Meadow and onto the inter-radial routes (via key nodes). They are route alternatives to Rochdale Road and will encourage pedestrian and cycle activity along them.</p> <p>Bromley Street is transformed, limiting vehicle speeds and promoting pedestrian and cycle movement. It still retains vehicular access, providing connectivity to LIV, Angel Meadow and the rejuvenated viaducts. However it also plays a key role in providing direct, safe and animated pedestrian and cycle route to the viaducts and LIV from Collyhurst and Angel Meadow / NOMA.</p>

Space type	Character	Role
	streets, fostering residential activity and sense of place).	
Other key pedestrian and cycle connections	Generous, dedicated and well-defined pedestrian and cycle routes through open space.	They provide pedestrian and cycle choice connections where feasible to the internal route network as well as dedicated pedestrian/cycle access from Collyhurst and Angel Meadow.
Formal / hard landscaped spaces	Different ground materials / hard landscaping designed to accentuate key nodes.	<p>These spaces correspond with the street hierarchy; implemented at key nodal points, where significant inter-radial routes and pedestrian cycle priority connections cross. They will articulate these crossing points, through a difference in appearance and design and help to aid legibility and way finding. Their role is to distinguish the arrival at an inter-radial crossing point.</p> <p>They will also highlight important crossing into and within the masterplan, mainly from Angel Meadow onto Gould Street, on approach from LIV to Bromley Street and at two important inter-radial crossing points with the pedestrian cycle priority streets.</p>



Height

- 5.55 The overarching objective is to develop a well-considered height profile that includes well-composed and human scale spaces, complements the natural topography, whilst responding to the height and massing of adjacent neighbourhoods.
- 5.56 The Illustrative Masterplan has identified a height profile for this location, established through careful consideration of how spaces will be experienced.
- 5.57 Generally, there is a clear 8 storey benchmark datum that runs throughout the north eastern-edge of the city centre from NOMA to Ancoats and New Islington. On the Rochdale Road side, this is punctuated by 1 Angel Square and the proposed new Angel Gardens development (which also incorporates a podium level at 8 storeys). This benchmark datum is reflected throughout the New Cross area. However, this is not intended to be prescriptive and proposals will be judged on their planning merits in line with local and national planning policy guidance; giving due regard to the importance of good design in the built environment as an essential component of achieving sustainable development.
- 5.58 The heights illustrated on the accompanying diagrams and plans at Appendix A provide a general maximum of height in each space with the intention that height will vary in order to create interesting and interactive spaces. There is also the opportunity to punctuate the skyline in certain locations where this can be justified.
- 5.59 A step-by-step approach to height should be considered in order to meet the overarching objective.

Step 1: Street width and building height

- 5.60 Street sections in a height: width ratio of approximately 1:1 should be the minimum, unless a compelling urban design justification can be provided for flexibility on this standard. This is seen as a ratio which creates a street, which for pedestrians, feels comfortable yet well-defined and contained. Street sections of lower ratio can sometimes create oppressive and overbearing spaces.
- 5.61 The experience of being within and moving through certain streets in the area will be influential over the sense of place of the neighbourhood as a whole. The key streets where there is particular need to deliver a proportionate street section are:
- Rochdale Road;
 - Gould Street;
 - the continuation of Durant Street leading to Back St George's Road; and,
 - the continuation of Simeon Street

Step 2: Building heights that respond to street types and topography

- 5.62 Each street will demand its own identity. The height profile therefore should aim to achieve:
- buildings of presence towards Rochdale Road;
 - staggered heights matching the falling topography;
 - buildings of presence adjacent to the viaduct;

Step 3: Appropriate height profile

- 5.63 Following step 1 and 2, the height profile should align to the general height profile for the NDF update area which has been developed in response to the neighbourhoods that are being created.
- 5.64 The rationale behind the maximum zone heights within Zone C have been approached as follows;
- Height Profile: 3 -5 Storey - A residential response fronting onto Sudell Street of up to 5 storeys. This is in response to the more conventional scale of residential properties adjacent.
 - Height Profile: up to 5-6 Storeys - Careful consideration given to the height relationship with the existing buildings along Gould Street. The proposal here is to mirror the height datum of Tobacco Works and to avoid a sense of canyoning along a Gould Street which falls in levels to the Lower Irk Valley. This treatment also continues internally, ensuring that narrower, more residential focused housing does not feel over bearing or over enclosed. This provides a more subtle transition to the surrounding height proposal.
 - Height Profile: up to 7 Storeys - This encapsulates the internal height profile of Zone C and along the eastern edge of Rochdale Road. A height limit of 7 storeys will ensure that internal residential streets will feel well-proportioned and not over enclosed. Along Rochdale Road a wrap of up to 7 storeys is proposed, creating a transition to the 3-5 storey zone and residential area further east. This height profile also creates a residential scale of enclosure onto Rochdale Road, with building frontages stepping up closer to back of pavement whilst creating a residential boulevard.
 - Height Profile: up to 9 Storeys - This area defines Rochdale Road as a city street. Building heights can increase up to 9

storeys in this area and still maintain a comfortable street proportion with good levels of enclosure, reflective of a more urban environment. Opportunities for height in this location could be located on the key inter-radial axis, offering approach views from Collyhurst.

- Height Profile: up to 12 Storeys - Defines the experience along the viaducts, which are of a lower height thus limiting the sense of enclosure. This height profile sits at the lowest point of the site (north-western corner) offering the best opportunity for height without negatively affecting the street environment along Gould Street and the general height profile across the area. There may be opportunities to punctuate with areas of height as the land continues to fall to the north (LIV) without negatively impacting upon the character of the surrounding street network.

Step 4: Consider a variation in street elevation

- 5.65 There is opportunity at key locations to create landmarks that punctuate the general height datum across this area. In addition, the height of buildings will also need to be sensitive to context including the historic environment and will need to be justified in relation to Manchester City Council's Core Strategy policy EN2 and Historic England's *Guidance on Tall Buildings*. In addition, the need for a variation in height also dictates that in certain locations the height profile will be lower than the 8 storey datum, particularly in areas where residential front doors at street level are anticipated.
- 5.66 In relation to the creation of variety in street elevation, the following points should also be considered:
- Frontages should address and enliven the ground level of the street at all times.

- Opportunities for accentuated building height at appropriate locations can create a vibrant street experience.
- The scope for additional height within the built form immediately adjacent to the viaducts should be accompanied by slender forms that punctuate the skyline creating dynamic visual interest but remaining much smaller than the proposed tower at Angel Meadow, which will become the main landmark of this area.
- Subtle local landmarks can be expressed through height and/or elevational variants that deflect and terminate views.

The Approach to Car and Cycle Parking

- 5.67 New development will be required to sensitively integrate car and cycle parking requirements. This should be justified on a site by site basis in line with the guidance and recommendations in the City Council's emerging Residential Quality Guidance.
- 5.68 The guidance set out in the Draft Manchester Residential Quality Guidance Document states that there can be no 'one size fits all' approach to car parking and it should be considered on a site by site basis taking into account a number of variables that will affect demand, including tenure, price point, availability of public transport. Car parking will generally be required to be provided on site and successfully integrated into the design of a scheme; however, there will be specific circumstances e.g. listed buildings where alternative approaches are required, including off-site provision, in order to establish an appropriate urban design response (in line with the objectives set out in this guidance).
- 5.69 The overarching objective is to implement a variety of car parking approaches that meet demand and policy objectives, but which add to the character and animation of the street.
- 5.70 A wide variety of parking solutions will be required to achieve the appropriate volume of parking and cater for different needs – this will be established on a case by case basis.
- 5.71 There will be opportunities to make use of the existing topography to enable undercroft / basement car parking to the existing retaining wall structures within the former National Grid site. This could help contain the high volume, bulky parking format whilst helping to overcome the change in ground levels and allowing development on top to address the street.
- 5.72 On-plot parking delivered within parcels, integrated with and sleeved by built form.
- 5.73 Distribution of on-street parking to avoid over-reliance, and with particular control along certain streets to avoid weakening character and appearance.
- 5.74 Recognition that on-street parking can add to the quality and animation of the street. This needs a considered and high quality design solutions and materials.
- 5.75 On-street parking that is carefully managed and integrated into the street scene, may be appropriate around Bromley Street enabling and sustaining commercial uses.
- 5.76 The approach to cycle parking should also follow the guidance set out in the Draft Manchester Residential Quality Guidance

Document, to ensure that the correct facilities are in place to make cycling convenient, safe and practical.

Bromley Street – Alternative Option

5.77 The Bromley Street environment is heavily constrained by on street traffic and, due to level changes, it is not possible to re-use the arches on Bromley Street to the east beyond Bilbrook Street. This currently creates a blank inactive frontage in this location. The proposed masterplan seeks to respond to this through creating a 'calm, pedestrian and cyclist priority connection' and semi-mature planting that creates a buffer to the proposed residential development.

5.78 An alternative option could be to incorporate commercial uses into newly created frontages facing the arches. This would create an extension to the commercial uses proposed in the arches to the west of Bilbrook Street and provide a buffer to residential development proposed behind.

Illustrative Masterplan – Realignment of Bromley Street

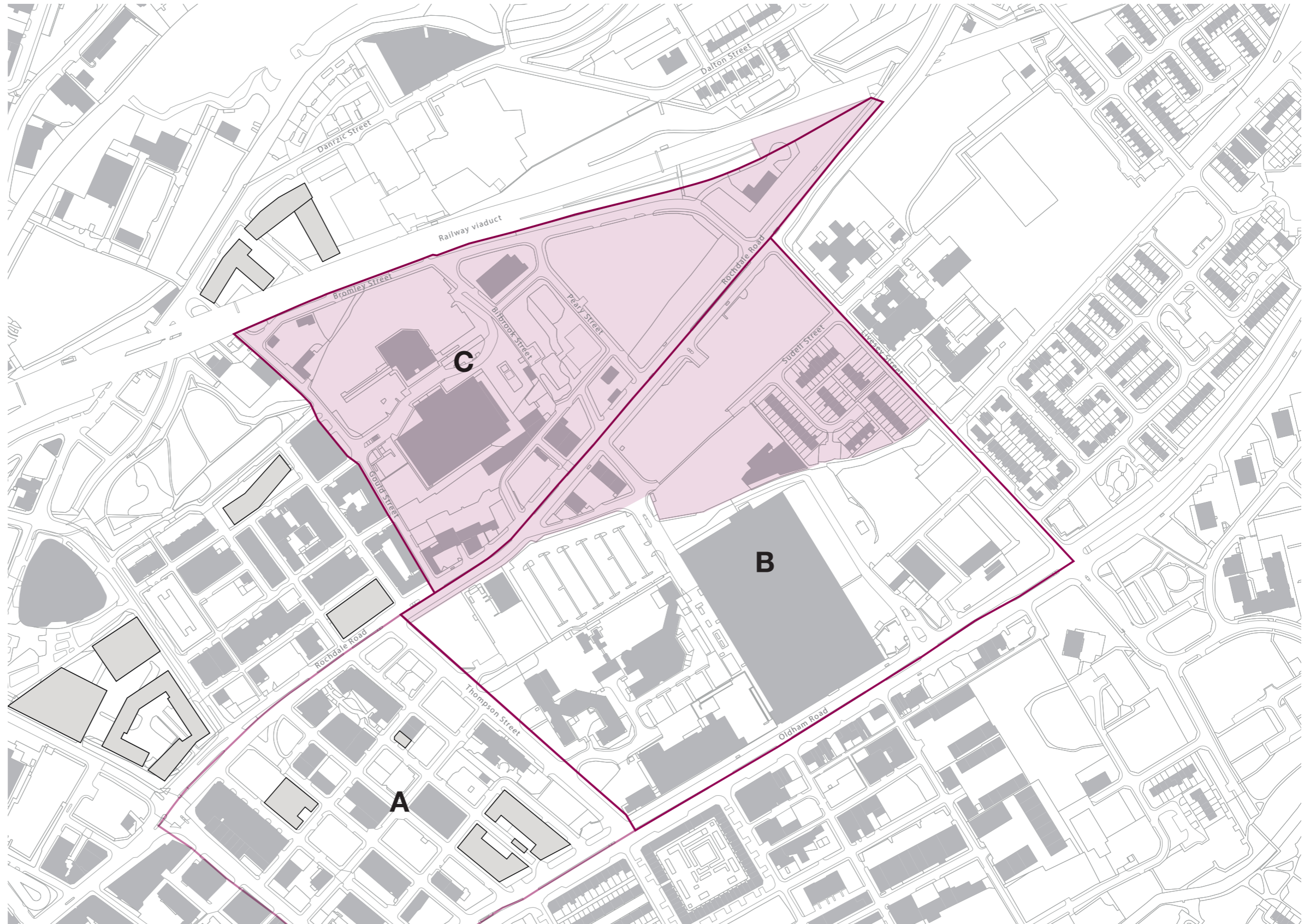
5.79 If feasible, there is an option to potentially integrate the realignment of Bromley Street through the heart of the development to create a high quality two-sided street and allow development to be setback onto the northern end of the viaduct where it currently presents a blank, inactive façade. In this option, it would still be necessary to maintain appropriate access and servicing to the viaducts. This concept would be subject to feasibility and deliverability. The key design principles established in the preceding sub-sections would equally apply in this scenario. This would:

- create a direct and legible street which acts as a central spine clearly orientated towards pedestrians and cyclists – a safe and attractive route of choice;
- assist in creating a rational and practical series of development parcels;
- allow the new street section to be controlled, i.e. width can be planned to allow for taller buildings if necessary;
- present an opportunity to introduce surface car parking to the rear of development – a practical, low cost solution to aid viability; and,
- allow a central, urban space to be created as a 'pivot' at the centre of the neighbourhood – providing residential amenity, aiding legibility and helping a sense of distinctiveness.

Appendix A: Plans and Diagrams

DRAFT

Study area







1a Illustrative masterplan



-  Existing built form
-  Retaining wall structure
-  Development proposals with planning permission
-  Proposed development blocks
-  Potential townhouse development
-  Potential uses within railway arches
-  Existing heritage assets
-  Primary street network
-  Secondary street network
-  Public spaces
-  Private residential spaces
-  Existing / proposed tree planting
-  Proposed street tree planting

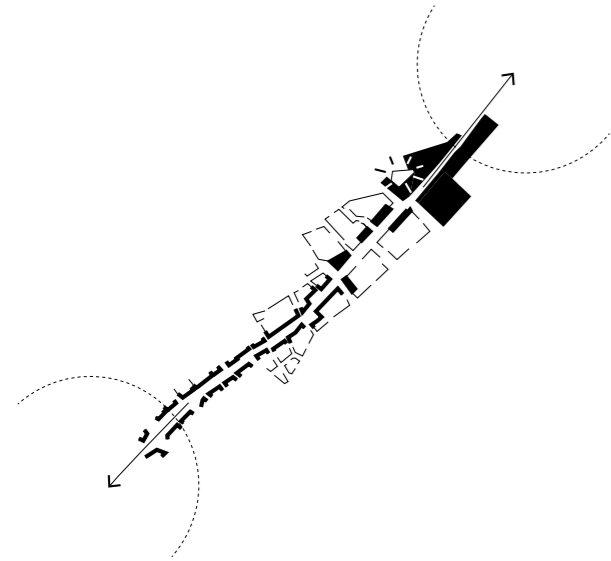
2 Connectivity and street hierarchy



-  Existing built form
-  Development proposals with planning permission
-  Off street ped/cycle connection
-  Ped / cycle urban route (hard paved with some shared surface sections)
-  Lightly trafficked, controlled urban street including shared surface sections
-  Residential access street
-  Inter-radial access road
-  Pedestrian priority nodal point
-  Opportunity for ped crossing point








3 Rochdale Road Corridor

Transition and frontage definition

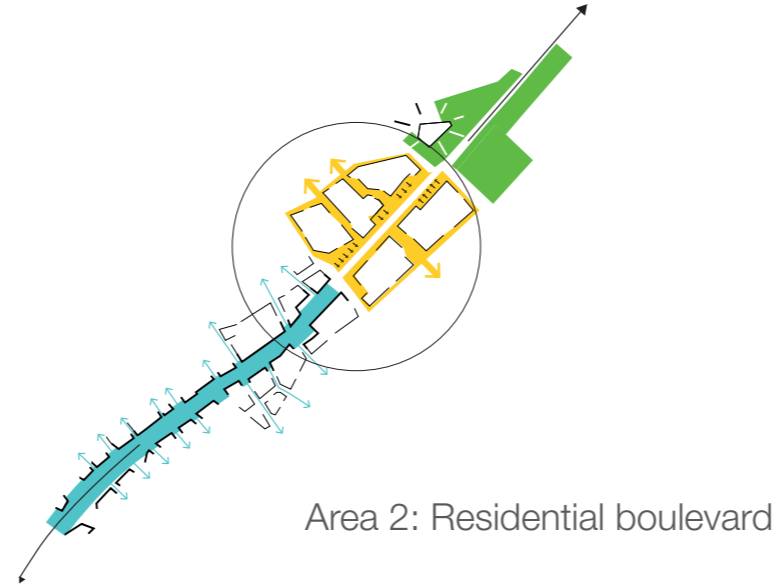
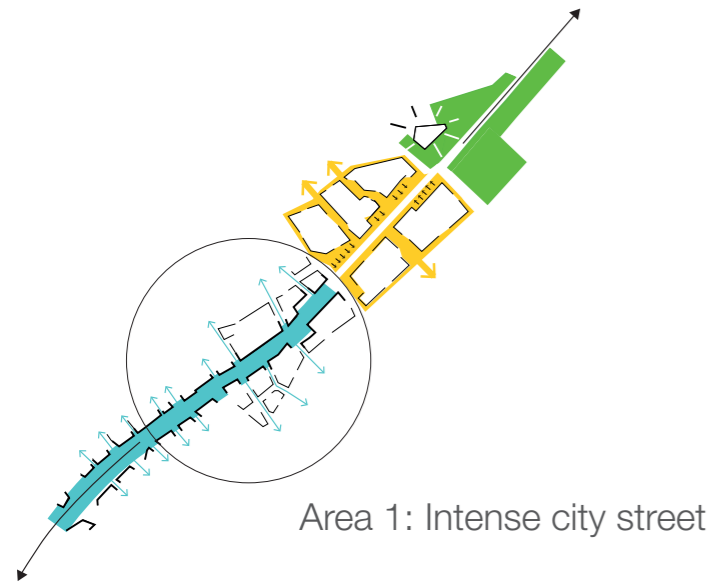


A vibrant and legible connection between the city centre core and Collyhurst









-  Existing built form
-  Development proposals with planning permission
-  Proposed development frontage
-  Varied building lines - Rochdale Road defined and enclosed by a varied development frontage line which will create 3 distinctive character areas
-  Potential for building to set up building line alignment
-  Areas of public realm with soft landscaping
-  Areas of public realm with hard landscaping

3 Rochdale Road Corridor



4 Frontages & landuses



-  Residential front door access - Interactive frontage. Orientated frontages towards the street (front door access)
 -  Residential - key frontage which exploits views and creates a distinctive feature
 -  Residential positive street frontage animating the street
 -  Restoration of existing viaducts with commercial retail uses
 -  Non residential frontage - Ground floors and 1 floor above suitable for commercial uses
 -  Indicative preferred location of community support uses (i.e. local convenience retail / small services)
-
- Use: Residential**
 Comprised of a variety of residential types and forms. Variety of residential frontages creates active street frontages, high levels of natural surveillance and creates high quality frontages and key features
 - Use: Commercial / retail**
 Non residential uses comprised mainly of but not limited to commercial and retail uses. These are focused along the Rochdale Road and must primarily be located at the ground floor, with potential to occupy a floor above if the market demanded.
 - Use: Support**
 Small scale uses which improve local access to convenience goods and services and support the local residential population.

5 Public realm

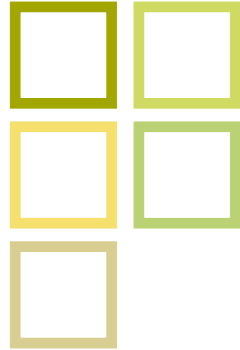


A wrap around of high quality landscape, linking into residential focused streets which connect to the city centre



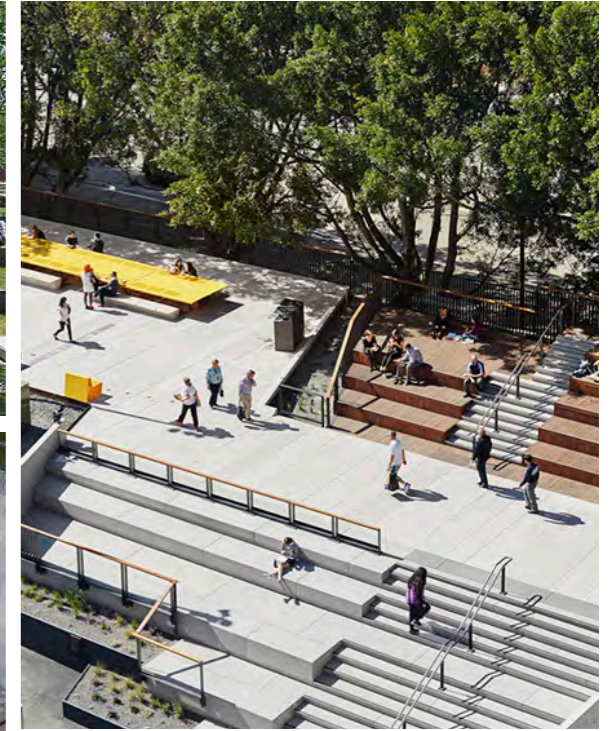
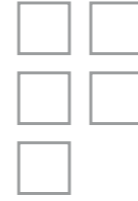
-  Semi-natural and organic soft landscape
-  Urban street planting
-  Calm, pedestrian and cyclist priority streets
-  Other key pedestrian and cycle connections
-  More formal and/or harder landscaped spaces

5 Public realm - Bromley Street relationships

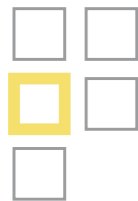


5 approaches to creating an active public realm experience, through a variety of landscape and public realm responses.

A variety of responses to create a connected public realm across existing site levels.



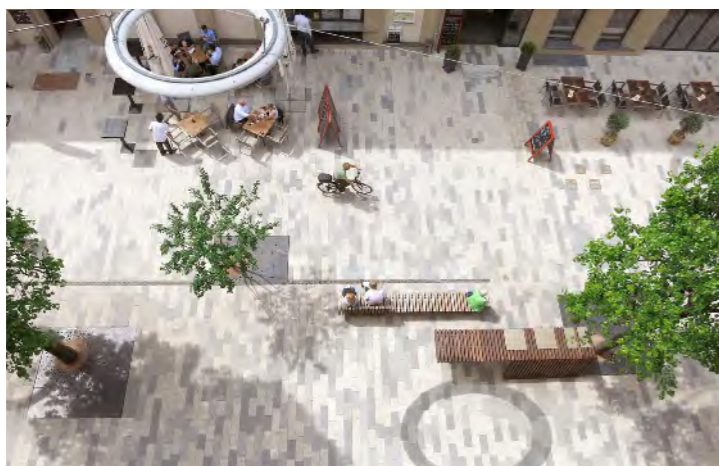
Using platforms and walkways to address the change in levels



Calm, pedestrian and cyclist priority streets



Other key pedestrian and cycle connectors



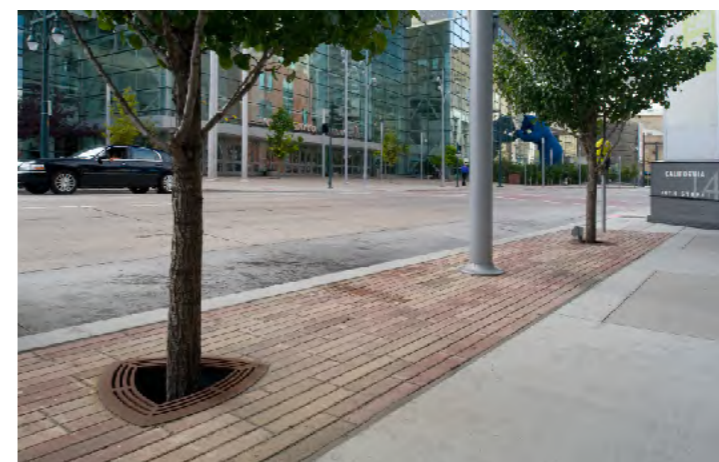
5 Public realm - Bromley Street relationships



More formal and/or harder landscaped spaces

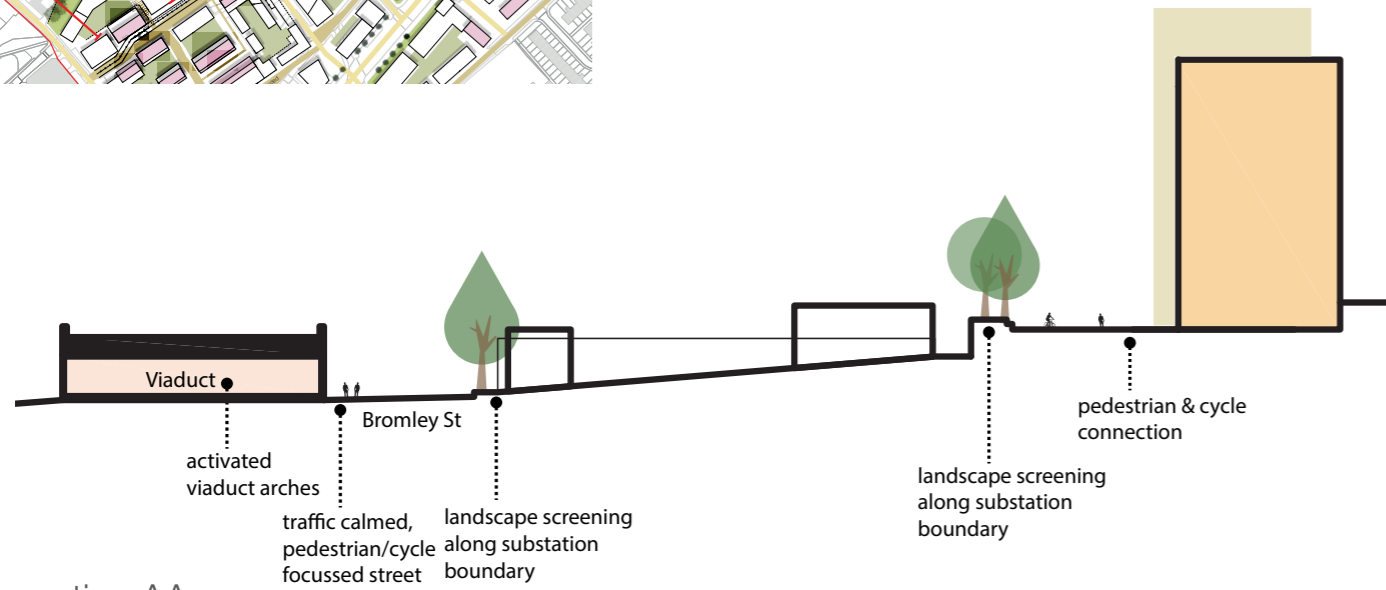
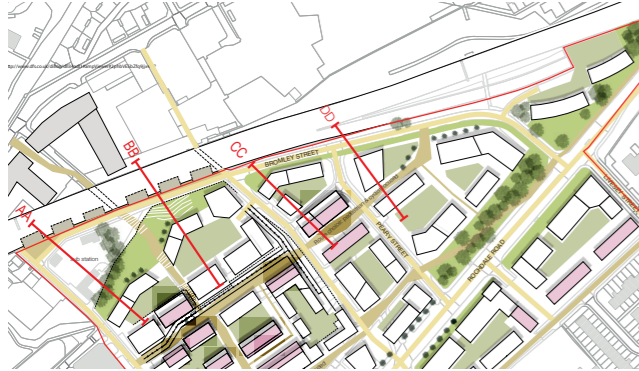


Semi-natural and organic soft landscape

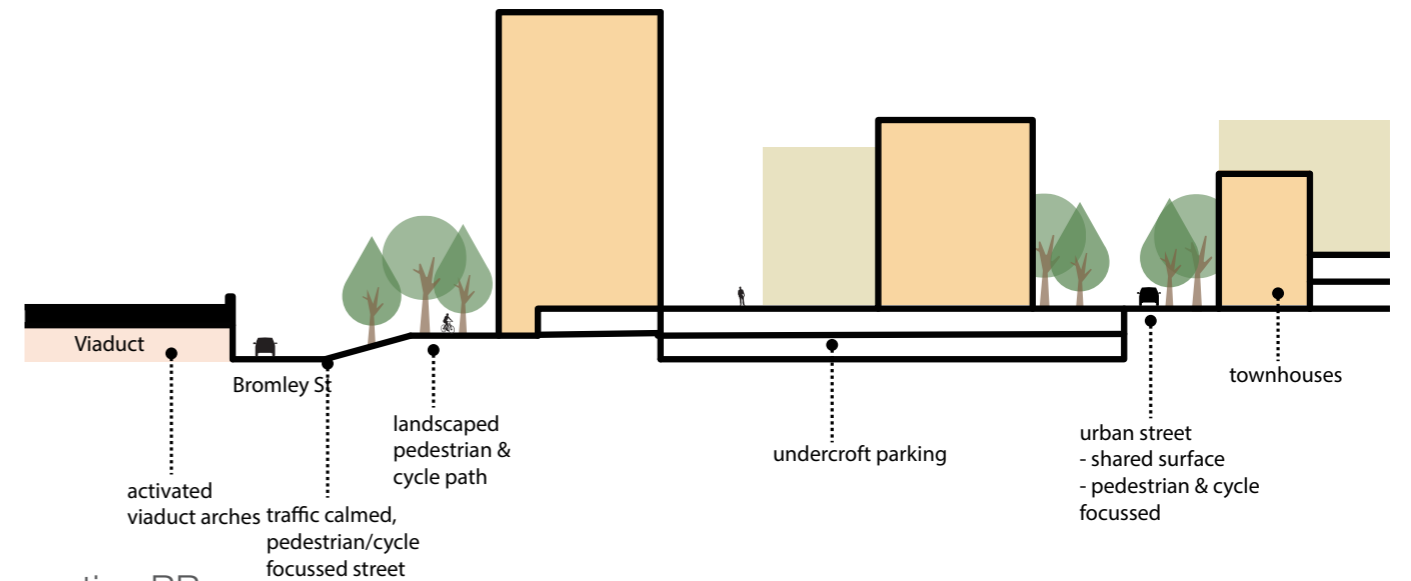


Urban street planting

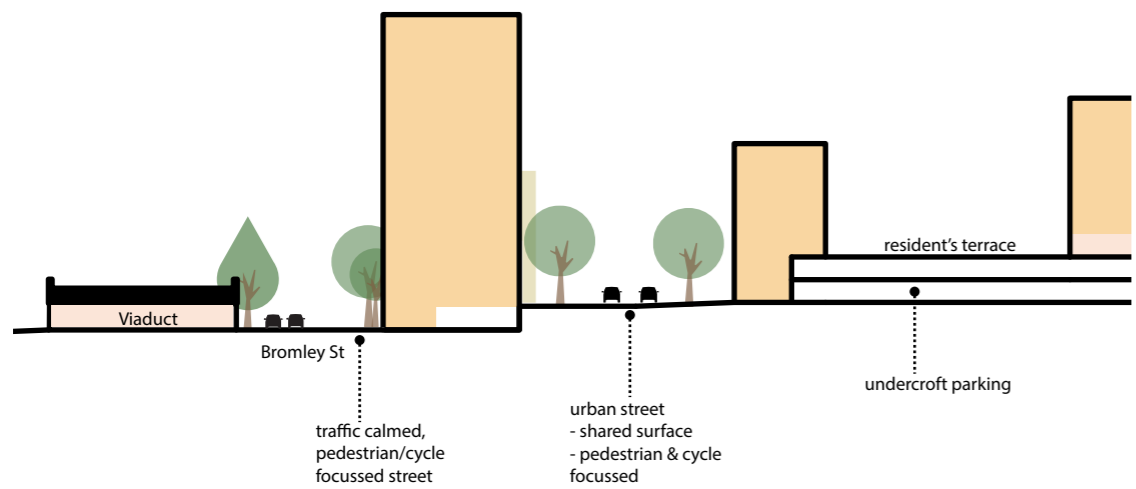
5 Public realm - Bromley Street relationships



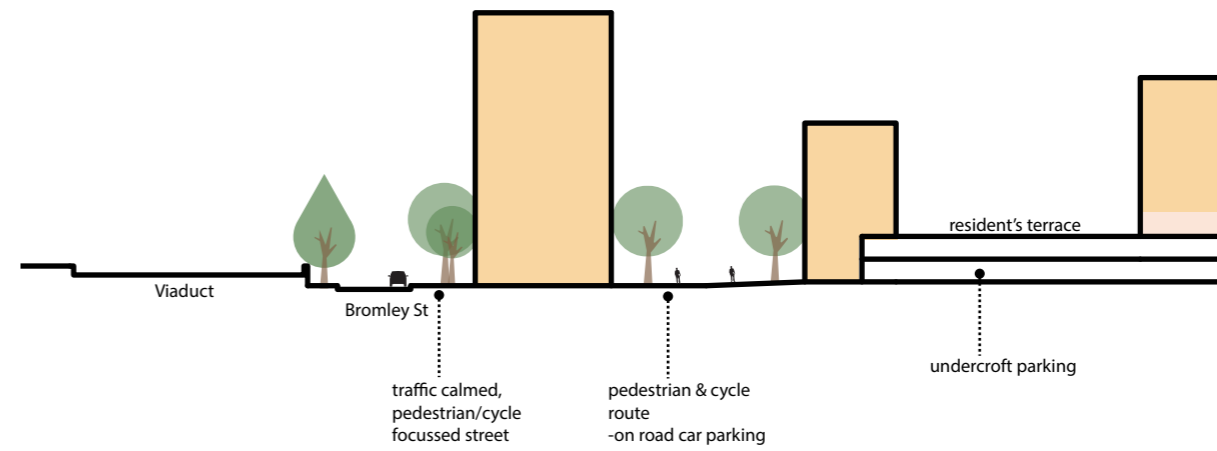
section AA



section BB

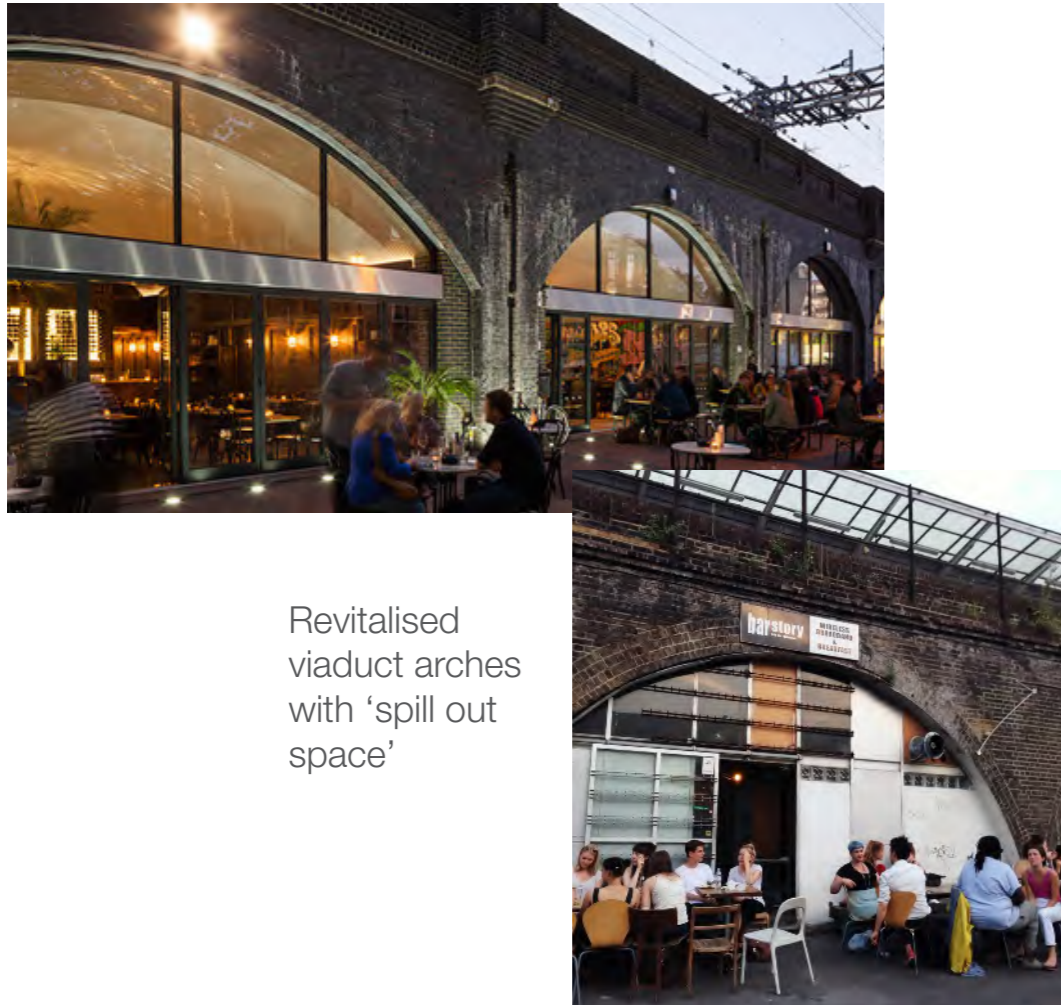


section CC

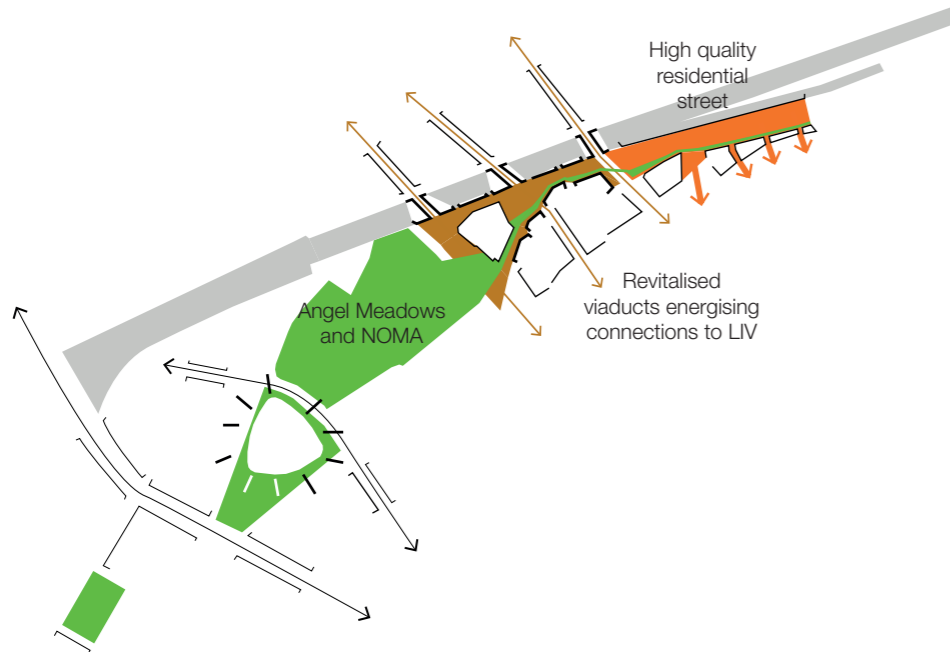


section DD

5 Public realm - Bromley Street relationships



Revitalised viaduct arches with 'spill out space'



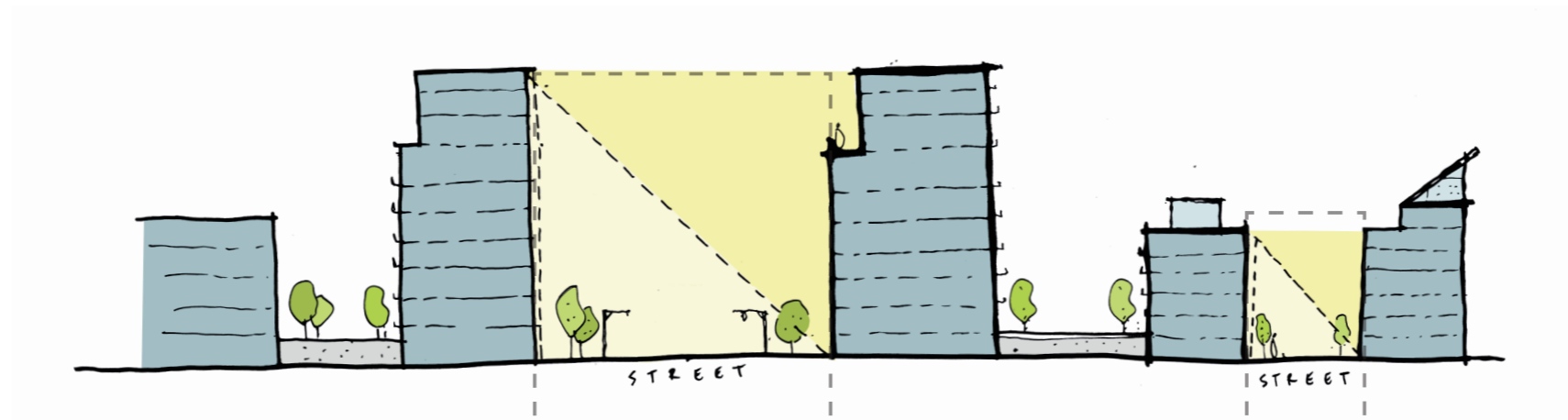
Creating a sequence of public realm experiences



6 Height

Step 01 - Consider the relationship between street width and building height

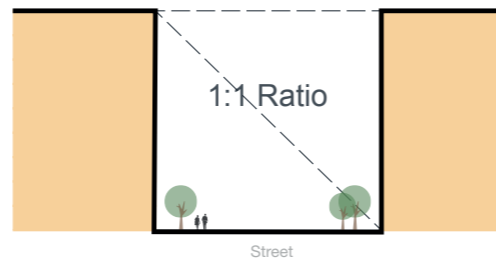
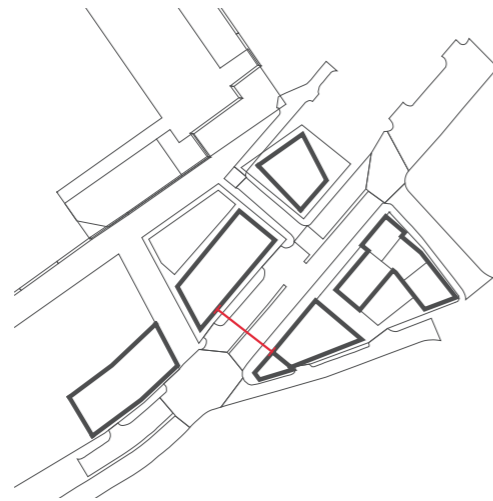
Concept



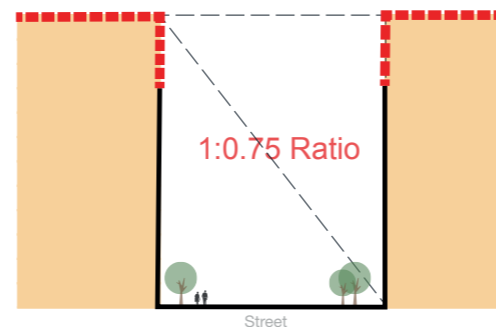
A wider street carriageway and building setback allows for taller buildings to enclose the street

Building heights should respond to a narrower street carriageway and tighter building line, to prevent an over-scaled street environment

Illustration: applying a 1:1 street ratio to Rochdale Road



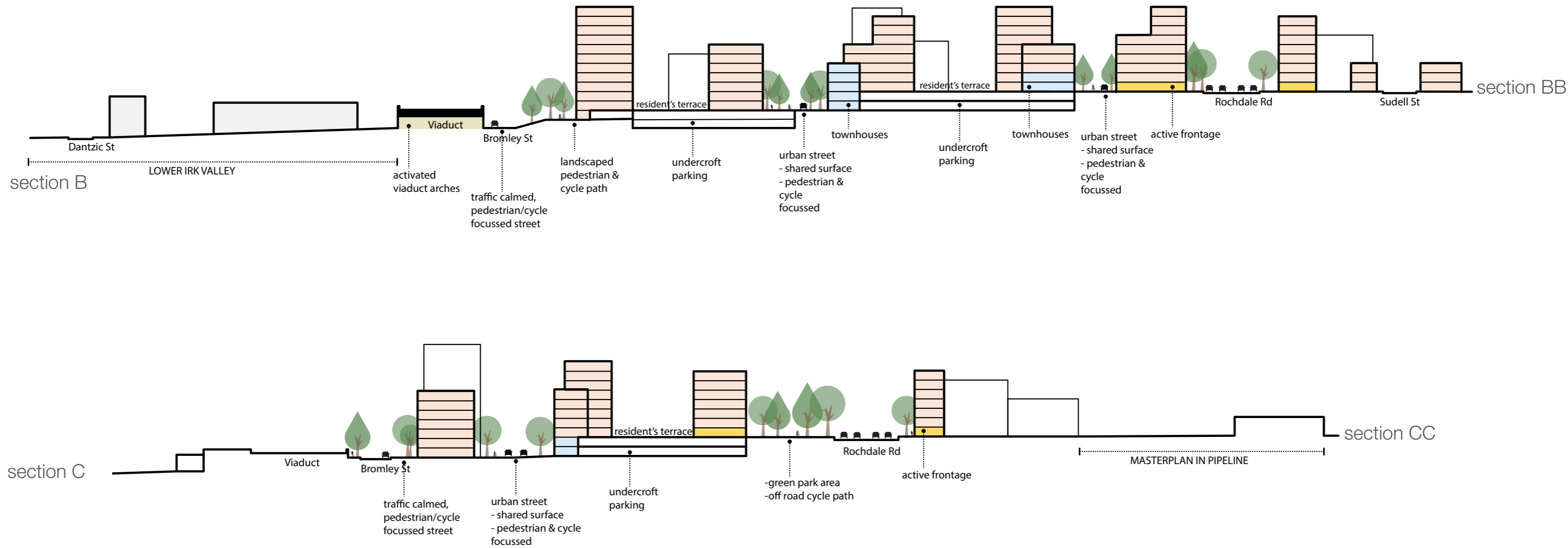
The street section working to a 1:1 width to height ratio - well balanced and proportioned



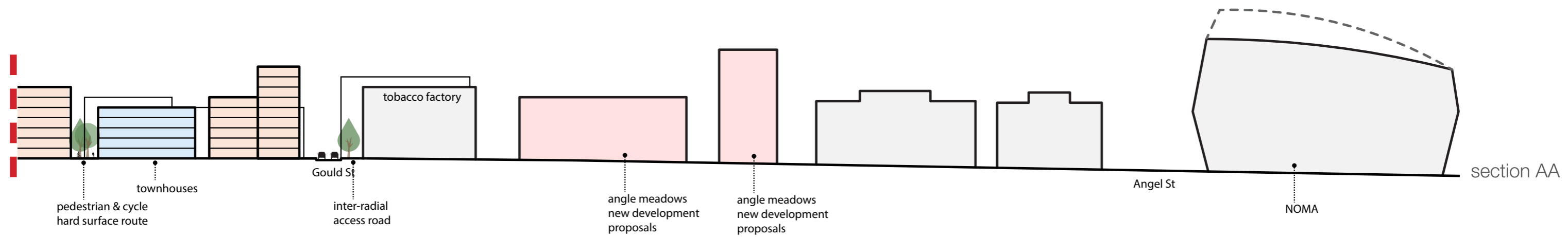
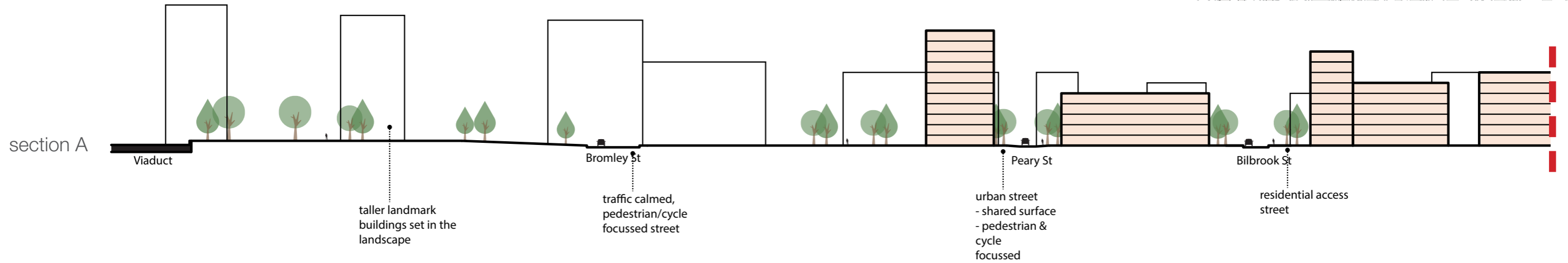
The street section working to a 1:0.75 width to height ratio - over-scaled, creating an uncomfortable, canyoned street environment

6 Height

Step 02- Building heights respond to street types and widths, and work with the topography



6 Height



6 Height

Step 03 - Guidance: A height profile which is appropriate and responsive to different conditions and contexts within the neighbourhood

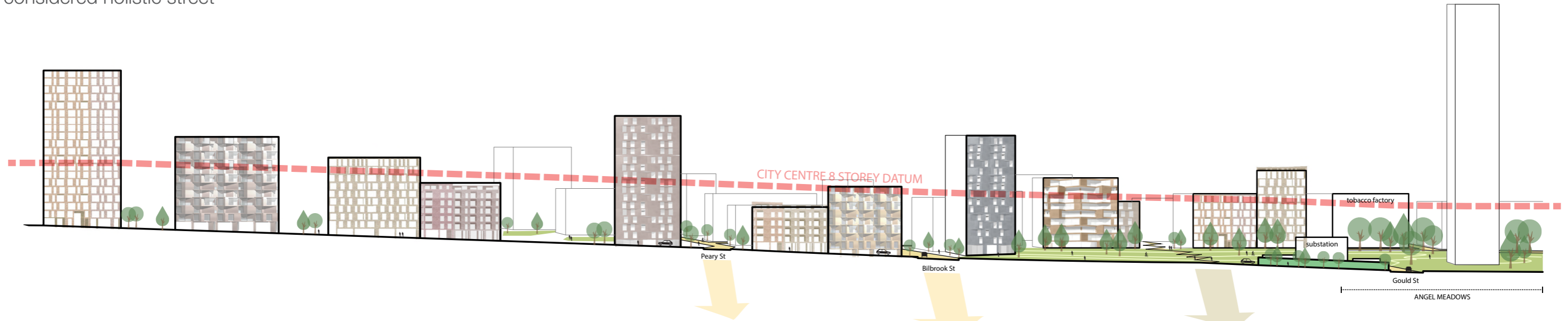


6 Height

Step 04- Consider height variation to enliven street elevation (with particular consideration along the key edges of the neighbourhood).

Elevation AA - Bromley Street

Introducing height at appropriate locations as part of a considered holistic street



Elevation BB - Gould Street

A sensitive response that avoids becoming overbearing on this narrow and constrained street

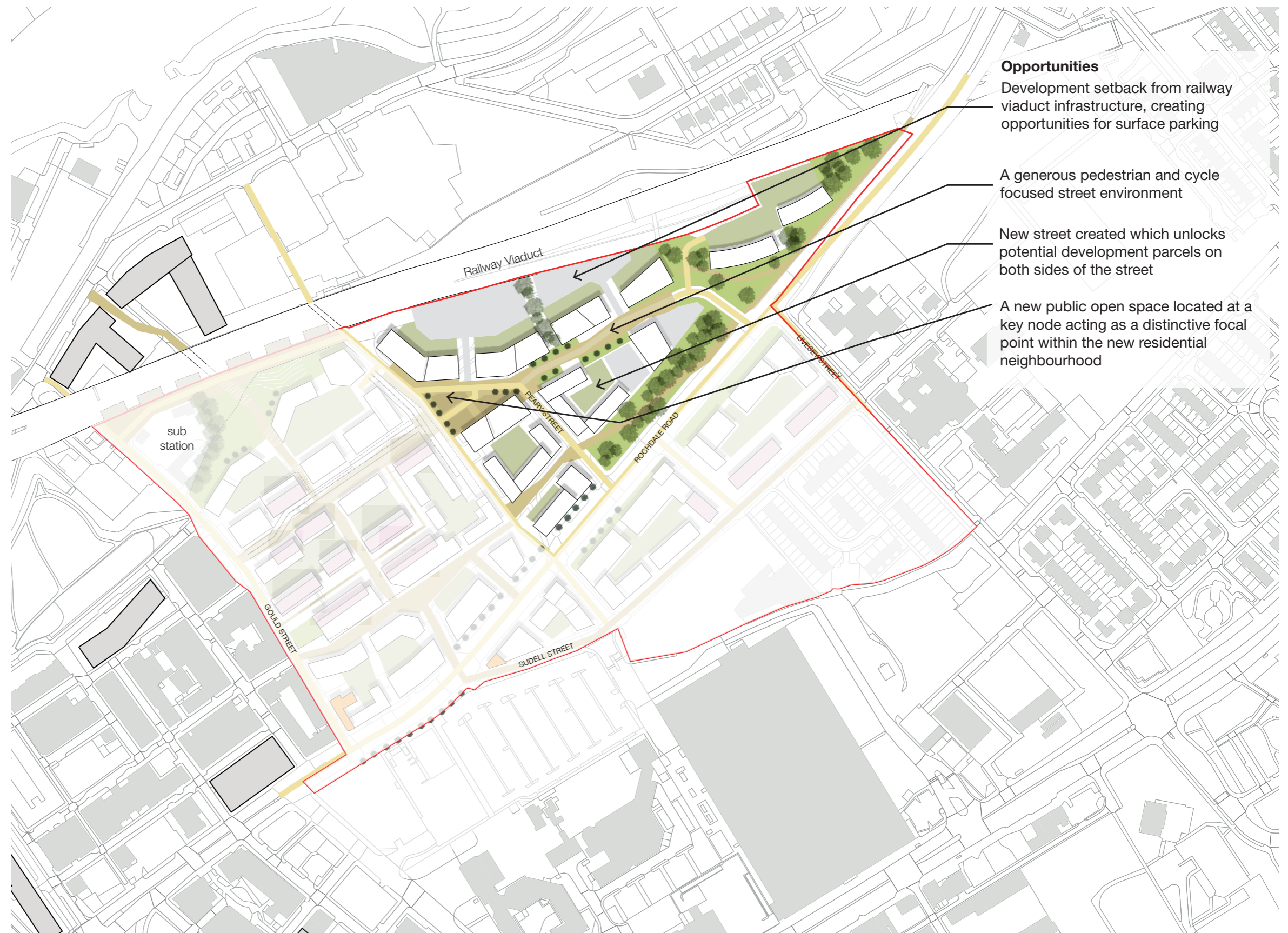


7 Car parking concepts



- Existing built form
- Development proposals with planning permission
- On street parking - integrated within carriageway and public realm improvements
- Visitor / customer parking associated with viaduct uses
- On plot parking (in the form of surface car parking and/or decked car parking)
- Ground / decked / undercroft car parking in response to retaining wall structures

1b Illustrative masterplan with potential re-alignment of Bromley Street

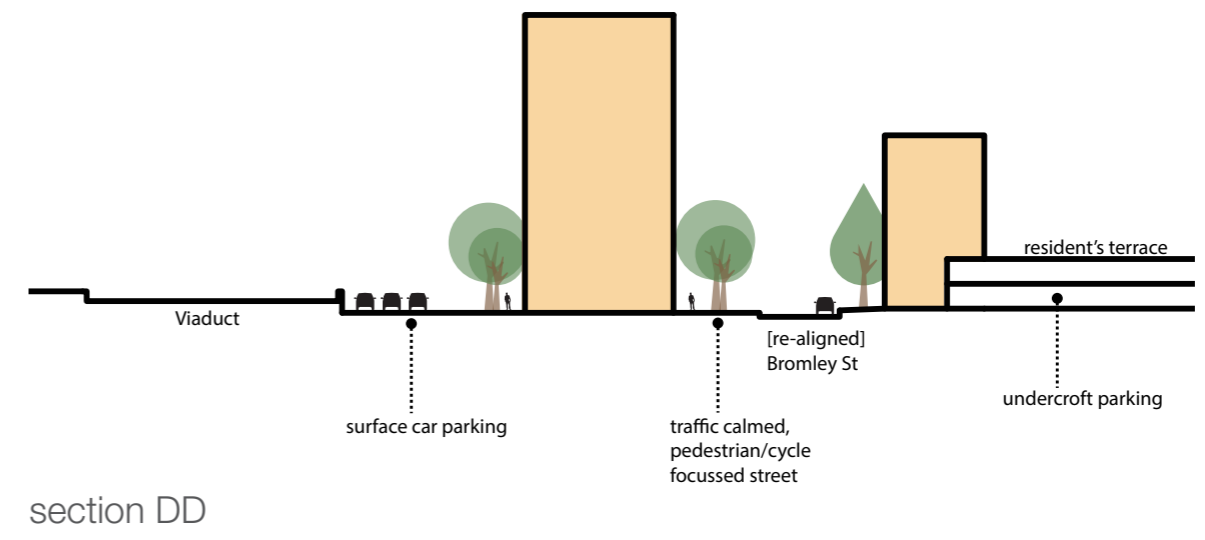
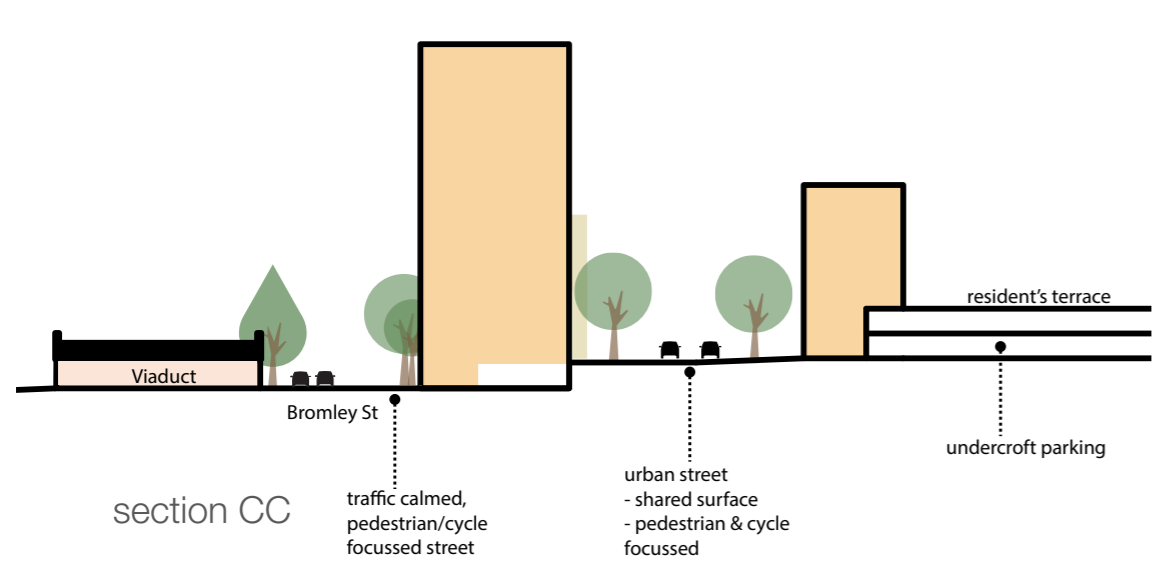
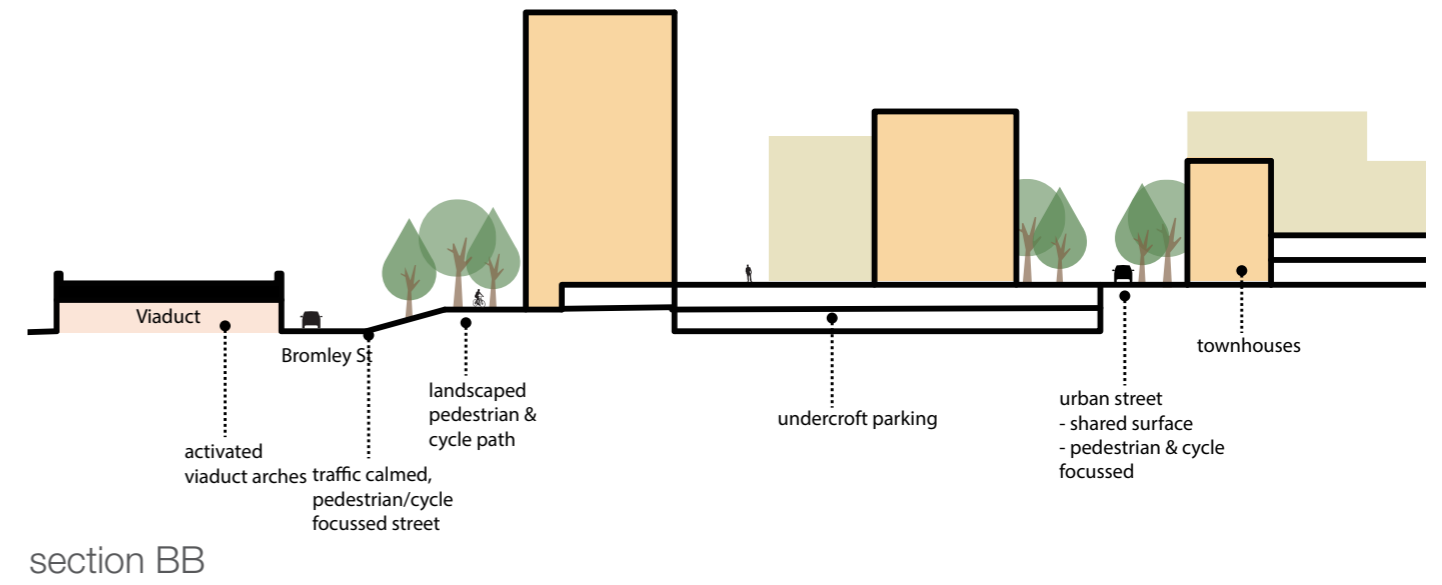
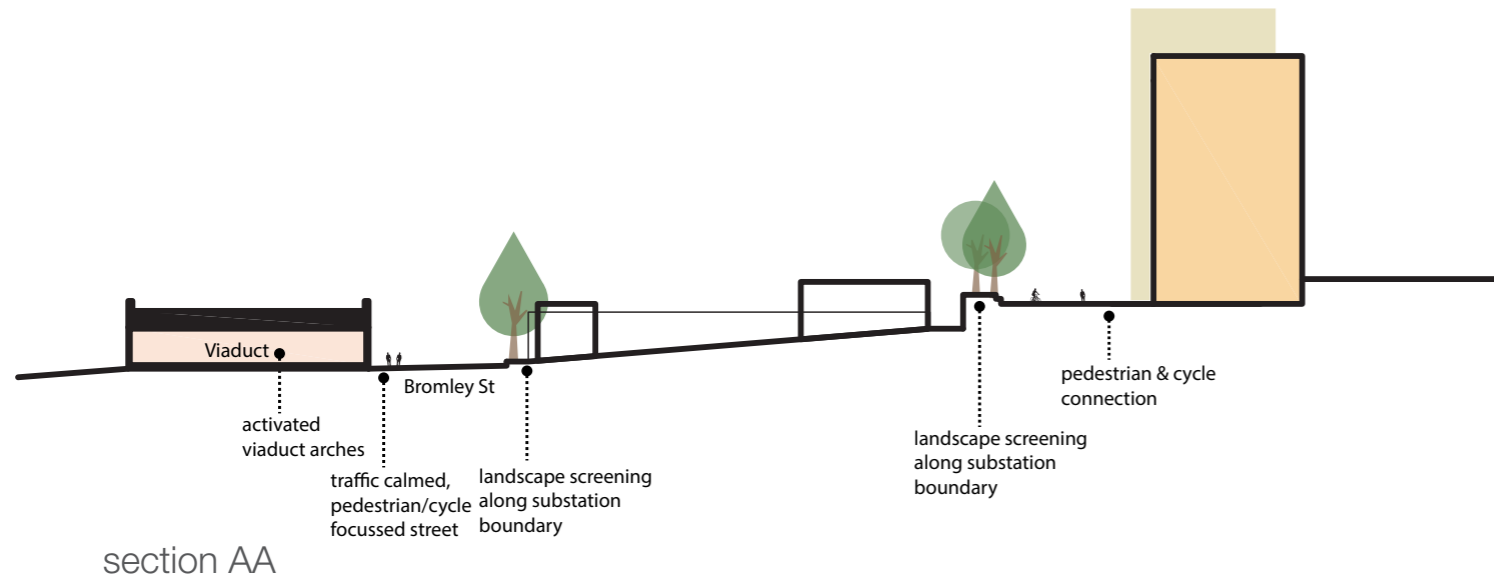
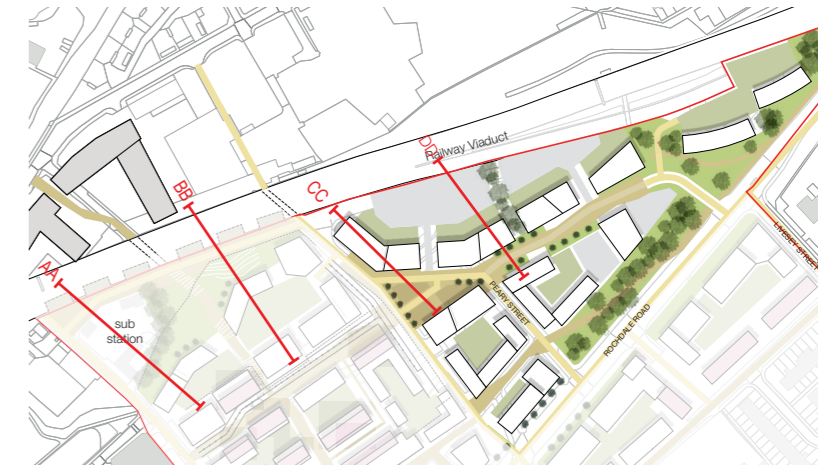


Opportunities

- Development setback from railway viaduct infrastructure, creating opportunities for surface parking
- A generous pedestrian and cycle focused street environment
- New street created which unlocks potential development parcels on both sides of the street
- A new public open space located at a key node acting as a distinctive focal point within the new residential neighbourhood

- Existing built form
- Retaining wall structure
- Development proposals with planning permission
- Proposed development blocks
- Potential townhouse development
- Potential uses within railway arches
- Existing heritage assets
- Primary street network
- Secondary street network
- Public spaces
- Private residential spaces
- Existing / proposed tree planting
- Proposed street tree planting

Re-alignment of Bromley Street





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