

**Manchester City Council
Report for Resolution**

Report to: Executive – 7 February 2018

Subject: Great Ducie Street Strategic Regeneration Framework

Report of: Strategic Director (Development)

Summary

This report presents Executive Members with a draft Strategic Regeneration Framework (SRF) for Great Ducie Street, and requests that the Executive endorses the framework in principle, subject to a public consultation on the proposals.

Recommendations

The Executive is recommended to:

- i) Endorse in principle the updated regeneration framework for the Great Ducie Street SRF area;
 - ii) Request the Strategic Director undertake a public consultation on the regeneration framework with local stakeholders; and
 - iii) Request that a further report be brought back to the Executive, following the public consultation, setting out comments received.
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Wards Affected: City Centre and Cheetham

Manchester Strategy outcomes	Summary of the contribution to the strategy
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	<ul style="list-style-type: none">▪ Improving the environment for existing business occupants.▪ Attract new business from across a range of sectors to the area.▪ Provide a focus for new investment and contribute towards employment and economic growth.▪ Retain the area's employment focused history, building on the existing business base.

<p>A highly skilled city: world class and home grown talent sustaining the city's economic success</p>	<ul style="list-style-type: none"> ▪ Introducing new commercial sector focuses within the area. ▪ Delivering flexible commercial space in the area to encourage diversity and enterprise and offer start-up potential within key growth sectors. ▪ Support the city's drive for high calibre talent attraction and graduate retention. ▪ Provision of new homes within close proximity to both new and existing job opportunities.
<p>A progressive and equitable city: making a positive contribution by unlocking the potential of our communities</p>	<ul style="list-style-type: none"> ▪ The framework has been developed to align with adjacent regeneration frameworks to ensure development is complementary. ▪ The addition of high quality public realm including a river side public park alongside new residential, commercial and leisure amenities.
<p>A liveable and low carbon city: a destination of choice to live, visit, work</p>	<ul style="list-style-type: none"> ▪ The combination of employment and residential uses will create a unique place in the city to live and work. ▪ Development fronting the River Irwell is identified for residential uses, creating an attractive riverside environment for people to live, work and spend time in. ▪ The introduction of new pedestrian crossings alongside new cycle routes and cycle parking facilities will be prioritised within the development.
<p>A connected city: world class infrastructure and connectivity to drive growth</p>	<ul style="list-style-type: none"> ▪ At present the area experiences little footfall. The introduction of active frontages will be important to promote enhanced animation to the street scene.

Full details are in the body of the report, along with any implications for

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

Financial Consequences – Revenue

None

Financial Consequences – Capital

None.

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Background documents (available for public inspection):

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the officers above:

- Former Boddingtons' Brewery Site Strategic Regeneration Framework – April 2015
- Report to the Executive - Development Framework for the Former Boddingtons Site, Strangeways – 3 June 2015
- Draft Great Ducie Street Strategic Regeneration Framework – January 2018

Introduction

- 1.0 The Great Ducie Street Strategic Regeneration Framework (SRF) area is positioned to the north of the city centre, extending northwards from Manchester's Inner Ring Road adjacent to the Manchester Arena.
- 1.1 The SRF area wraps around (but does not include) the former Boddington's Brewery Site, which itself has a regeneration framework that was endorsed in June 2015.
- 1.2 The site lies in close proximity to a number of key city centre strategic regeneration initiatives, including NOMA, Northern Gateway, New Victoria and the Medieval Quarter.
- 1.3 Regeneration of the area has previously been identified as a priority for the City as set out in the North Manchester Regeneration Framework and Strangeways Local Plan. Since the publication of these documents, the city has been radically transformed. Much development has taken place and there is increasing developer interest in bringing forward proposals has created the need for a new SRF.

2.0 Context

- 2.1 The area is a commercially led district, and has traditionally been a focal point for textiles businesses, wholesalers and distributors. The legitimate textile and wholesale businesses are concentrated within the Warehousing District to the north. Currently some of the properties are in decline and some of the activities not conducive to a modern, thriving major European city.
- 2.2 The quantum of the business occupants within the area has reduced overtime. Sub-sections of the area have become associated with the trading of counterfeit goods and subsequently become the location for regular police and Trading Standards raids and compliance visits over recent years.
- 2.3 A significant proportion of the SRF area is dominated by low quality buildings, vacant plots, and dereliction. The framework sets out an approach to transform the quality of the built environment into a high quality sustainable community for all.
- 2.4 The SRF area contains a number of larger land holdings which are within single ownership. Following discussions with landowners there is the potential to form a meaningful first phase of development which extends from the Inner Ring Road, complements investment coming forward within the former Boddingtons SRF area, and delivers new green space adjacent to the River Irwell.

3.0 SRF principles

3.1 Mix of uses

- An appropriate balance between commercial and residential opportunities is a fundamental priority of the SRF. This is in recognition of the area's existing use characteristics, the business base of the SRF and wider Strangeways area, and the focus of previous Development Plan policies and frameworks.
- Building on the area's legacy of enterprise and employment is critical new development demonstrates how it will support an increase in the quality and quantum of employment space within this area.
- The SRF envisages the creation of a mixed use neighbourhood with a strong sense of place and community. Consistent with the principle set by the former Boddingtons SRF, the aim is to deliver a maximum of 50% residential accommodation within the SRF area.
- Demand for residential development should be used to support the delivery of infrastructure amenities and commercial floor space that will facilitate the growth of a strong business base in the area.
- The distribution of the envisaged uses would see commercial development maintained towards the north of the SRF area with residential development focused to the south and west. Residential uses have been focused towards the south of the SRF area to minimise distances to public transport facilities such as Victoria Station and Shudehill Interchange.
- A wide range of residential typologies are considered to be appropriate within the SRF area. In addition to the traditional city centre high density apartment offer, the opportunity to bring forward housing suitable for occupation by families must be considered within the SRF. Single and duplex apartments can be provided as well as townhouse units that could have associated private gardens.

3.2 Public realm

- Development must contribute directly to the city's Green and Blue Infrastructure Strategy, placing an emphasis on high quality place making. The area possess natural assets, notably the River Irwell which offers a significant opportunity to create a unique environment and high quality public spaces at the heart of a mixed use city centre neighbourhood.
- A critical component of the successful regeneration of the SRF area is the inclusion of high quality, accessible and well-designed public realm that enhances the character of the neighbourhood, making it an attractive place to live, work and spend time. A network of high quality public spaces are indicated within the SRF (Appendix A), which will be delivered through a phased approach as part of future development. A key public space is proposed within the 'park place' character area.

3.3 Economic growth

- The already established textile and wholesale / retail business sectors will

continue to form the business base within the framework area. However it is envisaged emergent innovation from these sectors will diversify the use of the area. Garment / textile technologies are creating new opportunities and in addition to this, commercial development could provide accommodation for businesses within digital, tech, creative and media sectors. These key growth sectors within the city have already created demand for flexible workspace.

- Commercial development will provide innovative and flexible commercial accommodation that is suitable for start-ups and SME's, supporting the continued development of key growth sectors including digital, creative and tech industries.
- Commercial development will offer opportunities for business start-ups, as well as more innovative, established businesses that require affordable, flexible workspace, co-working, studios, live/work units, workshops, modern warehousing, and modern manufacturing premises.

3.4 Vehicle parking

- The area currently includes a significant amount of surface car parking, which does not represent an optimum long term and sustainable use for the area. Vehicle parking will instead be facilitated within individual development plots and new multi-storey car park facilities, which would work positively with the place-making strategy for the area. Consistent with the approach to parking across the city centre, the Great Ducie Street SRF area will continue to be an appropriate location for a proportion of commuter car parking, due to its proximity to the Inner Ring Road and the city centre.

3.5 Community amenity

- Retail floor space will be appropriate within the SRF area, primarily in the form of ground floor commercial units to supplement residential and commercial uses. A new residential and commercial community will encourage new occupiers to locate in the area, principally to serve these locally generated needs.
- Development of this mixed-use neighbourhood will require the inclusion of a wide range of amenities that are key to supporting any successful district. These should include access to facilities including schools, health facilities, leisure & cultural facilities, and an appropriate level of retail provision
- Residential development has additionally been focused to the west of the SRF area to make maximum use of the natural amenity of the River Irwell. The ground floors of proposed buildings facing the river could accommodate retail and leisure uses that activate the proposed riverside pedestrian route.

3.6 Development density

- The SRF area is currently significantly underutilised. The framework promotes a significant increase in density, however, this will be balanced between the

general low-scale buildings found to the north and taller buildings to the south of the SRF area.

3.7 Connectivity

- Delivering enhanced connectivity is identified as a priority within the SRF. New development within the area should improve physical connections to the city centre, the Strangeways Employment Area, Green Quarter, Medieval Quarter, Lower Irk Valley, Greengate, and communities to the north of the city. In improving access to the city centre, there is an opportunity to also improve accessibility to public transport as well as promoting cycling and walking.

4.0 Conclusions

- 4.1 The SRF area represents a major strategic opportunity capable of delivering extensive and comprehensive redevelopment, through the re-modelling and refurbishment of a city centre gateway site. The SRF directs development to ensure that investment complements adjacent city centre regeneration initiatives.
- 4.2 The draft SRF will add significant value by providing innovative and flexible commercial accommodation that is suitable for start-up and embryonic businesses. It is envisaged this will support the development of key growth sectors including digital, creative and tech industries. This will complement the existing business base within the area and provide an enhanced environment to operate within.
- 4.3 The residential development detailed within the framework will provide high quality homes across a range of typologies. These new homes will make a significant contribution to citywide residential growth requirements, and provide residential accommodation in a highly accessible location and in close proximity to the job opportunities within the city centre.
- 4.4 The draft framework is based on an identified need to address issues of underutilisation, as well as providing a strategy to ensure that the area can play its full part in the economic growth, attractiveness and quality of life in the city. This includes enhancing connections throughout the area and into the heart of the city centre.
- 4.5 A possible first phase of development has been identified in conjunction with land owners. This relates to land owned and occupied by Whispering Smith, the Faith Life Centre and adjoining riverside green space which extends northwards, to west of Mary Street, into land owned by Manchester City Council. Within this first phase of development, the SRF identifies the opportunity to deliver development of height and density including new residential accommodation. This will be combined with high quality public realm and enhanced riverside access and green space. As a gateway into the SRF area, it is essential that this development sets a benchmark for quality in terms of built environment and place making.

4.5 Recommendations can be found at the front of the report.

5.0 Contributing to the Manchester Strategy

(a) A thriving and sustainable city

5.1 The Great Ducie Street area has a large number of commercial and retail businesses located within it. The comprehensive redevelopment of the area will provide a significantly enhanced environment for these existing businesses to trade in and also attract new businesses from across a range of sectors to the area.

Regeneration of the area will provide a major focus for new investment with the framework contributing towards a growth in employment opportunities and the economic performance of the wider city centre.

The SRF reinforces the importance of retaining the area's history with a key focus on employment, which will continue through an increase in the quality and amount of employment space. The opportunity exists to build upon the business base of the SRF area and the adjoining Warehouse District to further support the neighbourhood's sector focus within the national and international textiles industry.

(b) A highly skilled city

5.2 In addition to supporting growth and development within the existing and established textiles sector, the framework also indicates the importance of introducing new sector focuses within the area. Delivering new, innovative and flexible commercial space within the neighbourhood will encourage enterprise and offer start-up potential across key growth sectors for both the city and the wider Greater Manchester region.

Delivery of flexible commercial space and the associated introduction and development of new industry sectors will support the city's drive for high calibre talent attraction and graduate retention.

The Framework also includes scope for a range of new homes of differing typology, within close proximity to existing job opportunities and those that will be created within both the framework area and the city centre.

(c) A progressive and equitable city

5.3 The framework has been developed to align with adjacent adopted regeneration frameworks to ensure development is complementary and takes a holistic view of a key gateway into the city centre from the north. These frameworks include the former Boddingtons Brewery site, NOMA, and the Lower Irk Valley which will collectively transform the northern side of the city centre.

The framework details the addition of high quality public realm space which includes river side public park alongside new residential, commercial and leisure amenities. This will help to ensure the area is a popular neighbourhood of choice to live, visit and work.

(d) A liveable and low carbon city

- 5.4 The combination of employment and residential uses will create a place in the city to live and work which is unique in comparison with other neighbourhoods within the city centre core and build on a key opportunity at the city centre's periphery.

Development fronting the River Irwell should take full advantage of this natural asset and simultaneously contribute to the improvement of the riverside experience and the creation of a green corridor. This is a location within the SRF area identified for residential development, creating an attractive riverside environment for people to live, work and spend time in.

Creating enhanced routes into and through the SRF area and connecting with the core of the city centre is additionally a key component of the framework. The introduction of new pedestrian crossings alongside new cycle routes and cycle parking facilities support this objective.

(e) A connected city

- 5.5 The introduction of active frontages is identified as a priority for new development. These uses will be of increasing importance along pedestrian routes and key public spaces to promote street life and enhanced animation to the street scene. At present the area experiences little footfall beyond those accessing the existing retail units. Development of the neighbourhood's amenities will significantly enhance the reputation of the area and serve its community

6.0. Key Policies and Considerations

(a) Equal Opportunities

- 6.1 Not applicable

(b) Risk Management

- 6.2 Not applicable

(c) Legal Considerations

- 6.3 None