

**Manchester City Council**  
Wythenshawe Civic Centre

**5plus**

Development Framework  
Issue 10 / \*DRAFT\*

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**MANCHESTER**  
CITY COUNCIL



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# 1.0 Introduction

## 1.1 Introduction

This Development Framework has been prepared to guide the regeneration of Wythenshawe Civic Centre. The Civic Centre represents the heart of Wythenshawe, which was conceived as Manchester's largest housing estate, developed using Garden City principles, in the early twentieth century.

The Framework area comprises Wythenshawe Civic Centre and is largely contained within an area of land bounded by Rowlandsway, Simonsway and Poundswick Lane. This area includes the pedestrianised Civic Shopping Centre, the Forum leisure complex, Etrop Court, areas of car parking, the existing transport interchange and a number of other free standing fast food and retail outlets. Also included within the Framework area is the existing office accommodation to the east of Rowlandsway and along Wavell Road as well as the former Gala Bingo site and the cleared former Shell site.

The Framework, through targeting realistic and deliverable interventions in the short term, seeks to promote the Civic Centre as a vibrant district centre which acts as focal point for retail, leisure and community services where people want to spend time. This in turn will assist in the more permanent regeneration and rejuvenation of the Framework Area.

### Background

A number of masterplans and studies have been produced over the last 15 years with the aim of securing the regeneration of the Civic Centre. Despite this, there has been limited private investment and the studies produced have not progressed into a clear framework to drive transformational change.

There is now potential for Wythenshawe to capitalise on this by providing comprehensive, diverse and high-quality amenities within the Centre alongside high quality residential accommodation. There are a number of vacant and under-utilised sites which can provide opportunities for development. It is imperative that optimal uses are proposed, alongside strengthening key connections and improving public realm, to regenerate and transform Wythenshawe into a more diverse and desirable location. Furthermore, the proposals will increase the employment opportunities within the Civic Centre.

### Why the Development Framework is needed

There have been numerous attempts to bring about much needed change in this location and as such a key element to the background of this Development Framework was to understand any lessons that could be learnt and why other plans have unfortunately failed to deliver. In our view, previous strategies have missed out on utilising short term immediately available opportunities ('quick wins') and instead focused on transformational and visionary projects with no clear strategy to ensure their delivery. Some of the earlier work was predicated on a largely retail 'high street' strategy without recognising the need for a more varied experiential and destination-based visitor strategy.

The key objective of this framework is therefore meaningful delivery in the short term. This will help to drive a positive change in perceptions of the Civic Centre and re-energise the existing community. The Framework therefore seeks to improve permeability and make a success of what is already there before it starts to consider the longer-term opportunity to regenerate the heart of the Civic Centre. This is because reinvigorating the centre will drive the demand, create value and a place where people want to spend time. The more transformational elements of the strategy will then flow from this initial success.

Through identifying key moves and 'quick wins' it seeks to provide a structure for realistic and deliverable regeneration of the Civic Centre. The Framework provides a viable, flexible and deliverable plan that will guide investment and development in the Centre, both in the short term and as the basis for investment in the longer term.

### Purpose of the Document

Our approach for the redevelopment of Wythenshawe Civic Centre is based on creating meanwhile uses in order to change perceptions of the place and increase footfall in the area. The 'quick wins' intend on kickstarting the regeneration of the area by engaging the community to ensure a successful regeneration scheme which would benefit the local community and wider area.

The Development Framework is not a planning policy document, but it has been drafted in the context of supporting future development proposals that will deliver Manchester's strategic priorities – economic, social and environmental – as well as complementing the City's other regeneration initiatives. The Framework includes design principles, proposed uses and potential delivery and management arrangements. The Framework also intends to be flexible to adapt to changing economic, social and market conditions so that a resilient Civic Centre can emerge from future development activity. If certain quick win / meanwhile uses are deemed a success, the intention is that they will be retained and used as a catalyst to support further change. Realistic timescales for the phasing and delivery of different elements of the Framework are provided.

The Framework provides a clear route to delivery whilst being flexible to respond to market changes over time and the opportunities that have arisen out of the covid pandemic (such as more people working from home). The masterplans set out within this document are for illustrative purposes only and should be used to guide the potential growth of the Civic Centre and key buildings and sites.

Overall, this framework provides the overarching document that can be used to subsequently guide development in the area. Alongside planning policy documents and requirements, it forms the basis for change. A strategy for social infrastructure, accessibility and parking will be required as more detailed development proposals come forward through the planning process.

# 2.0 Wythenshawe Today

## 2.1 Location

### The Site

Wythenshawe Civic Centre is located in the south of the Wythenshawe suburb. It is situated approximately 6.5 miles to the south of Manchester City Centre, 4 miles to the east of Altrincham, 3 miles to the west of Cheadle and just 1 mile north of Manchester Airport. It is the southernmost district of Manchester and encompasses the estates of Baguley, Benchill, Brooklands, Peel Hall, Newall Green, Woodhouse Park, Moss Nook, Northern Moor, Northenden and Sharston. It is a characteristically green suburb with 12 parks and 18 woodland areas, including Wythenshawe Park, a designated local nature reserve.

The Centre serves approximately 70,000 local people and provides retail, office and leisure accommodation.

The Civic Centre presently provides a range of retail provision with a mix of 90 or so national and local retailers.

The Forum Leisure Centre is situated to the west of the Civic Centre and provides leisure, health, learning childcare and library services. Secondary office accommodation is located along Rowlandsway to the east of the Civic Centre. Wythenshawe Town Centre tram station provides access to Manchester City Centre and Manchester Airport via the Manchester Airport –Victoria and Manchester Airport –Deansgate / Castlefield lines. The Centre itself is surrounded by residential neighbourhoods of predominately traditional two storey family homes, however there are some high to medium rise apartments in the immediate vicinity of the centre.



## 2.2 Garden City Legacy

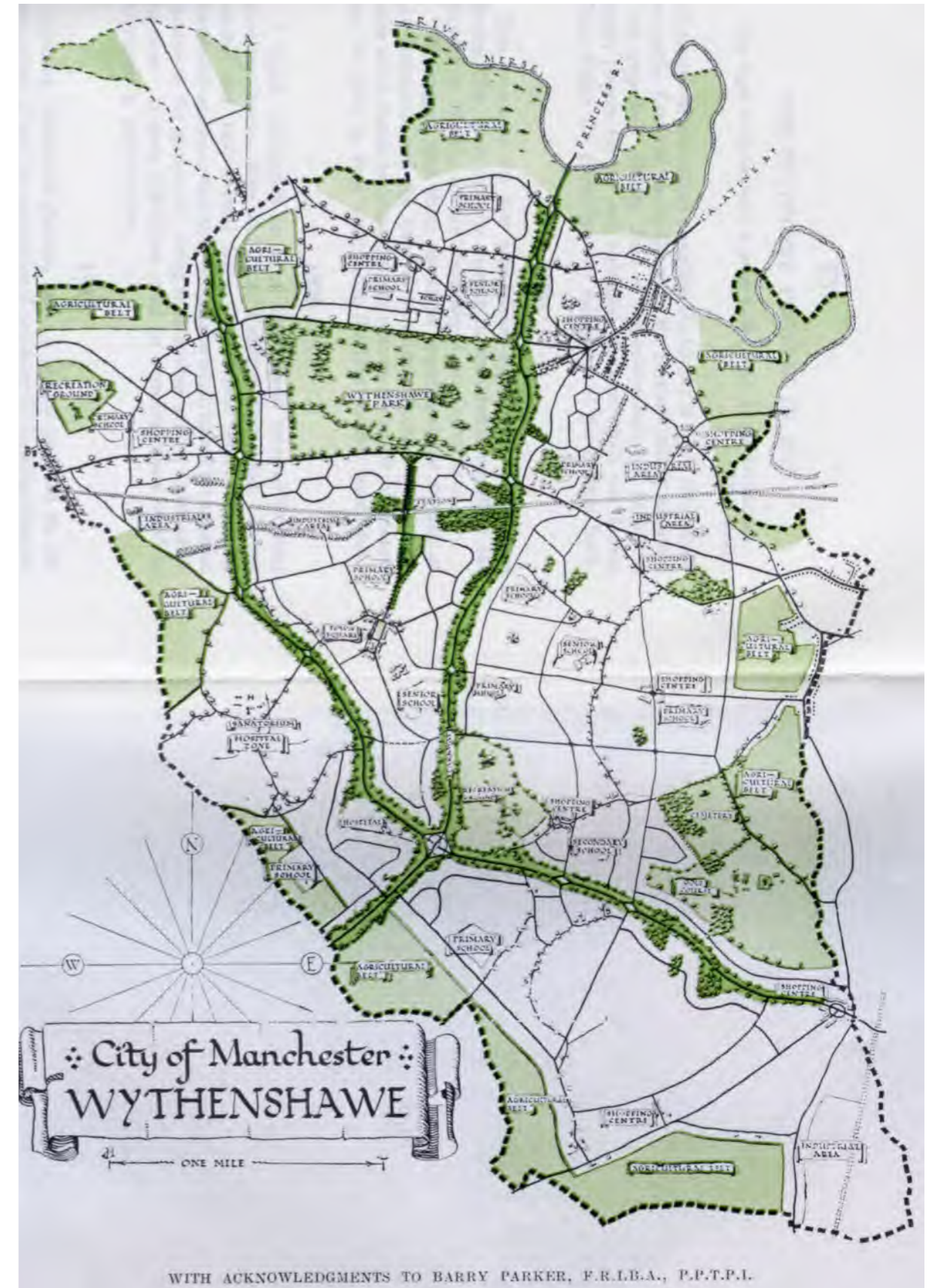
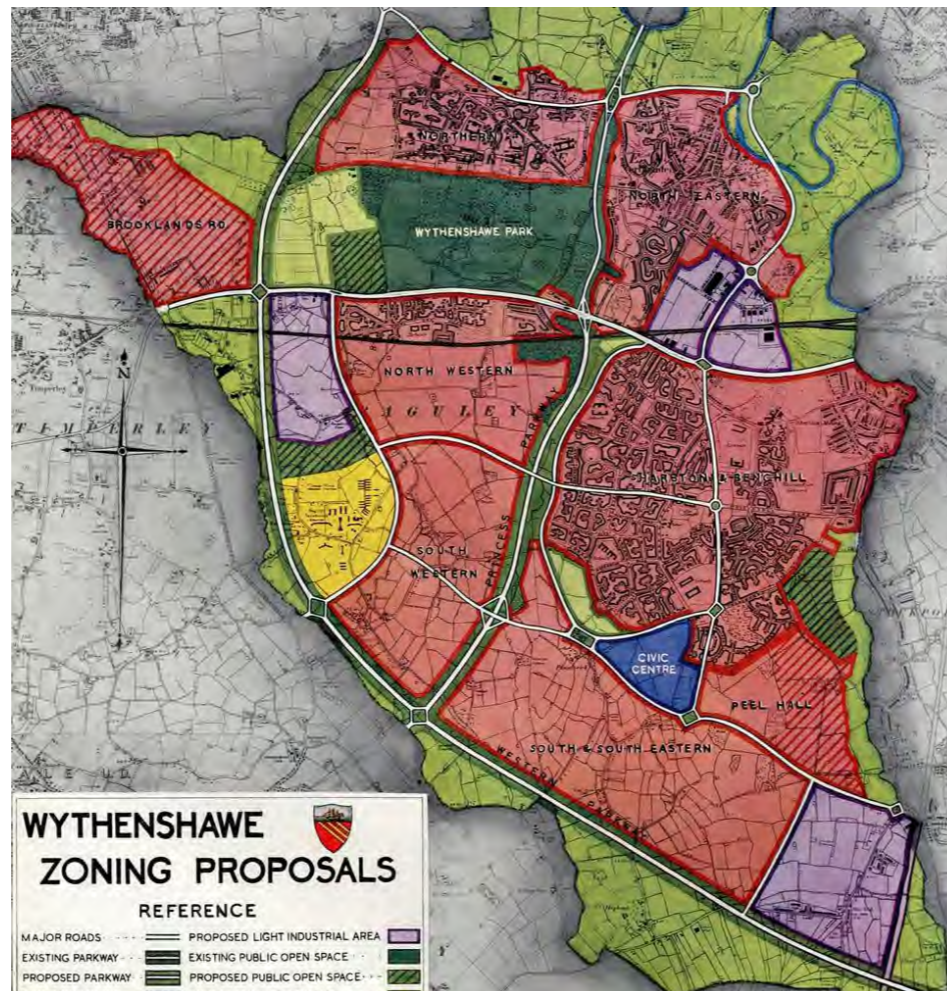
Wythenshawe was conceived in the 1920s as a Garden City suburb for the people of Manchester by Richard Barry Parker, a leading planner and architect of the time. The concept of the Garden City was based on the revolutionary ideals of creating self-contained and self-sufficient communities, where residents lived, entertained, educated, fed and cared for themselves, all within a parkland setting.

The original vision for the Civic Centre however was conceived some years later by the City Architect G. Noel Hill who embodied similar ideals with a vision which provided a grand crescent of civic and community buildings including a public hall, a community centre, public baths, two churches and police and fire stations. There were also parades of shops and two cinemas. (See Fig 1.)

Hill's bold vision was stalled by the onset of WWII and it wasn't until the 1960's when the principles of a new Civic quarter were to be developed with construction commencing in 1964. Much of Hill's original intent to provide a mix of civic and community buildings remained, but the urban planning of the Civic Centre emerged very differently based on a cruciform of two high streets with the Co-op building as an anchor building at the intersection. The civic functions of the centre were located primarily to West of the centre with larger office buildings located to the east. (See Section 2.4)

Such was the vision of the new Civic Centre with its green infrastructure and easily accessible location that a number of businesses were encouraged with generous government subsidy to locate operations there. Shell, Mex British Petroleum, Barclays Bank and the Trustees Saving Bank all created large computer centres in the brave, bold and brutalist architectural style of the time. The shell site on Rowlandsway has since been demolished, but the Barclays building remains today.

- Key**
1. Initial Garden City Plan for the Civic Centre
  2. Zoning map setting out how the planners in 1945 wanted to develop Wythenshawe before WWII
  3. Parker's Plan for the new Estate



2

3

## 2.3 History

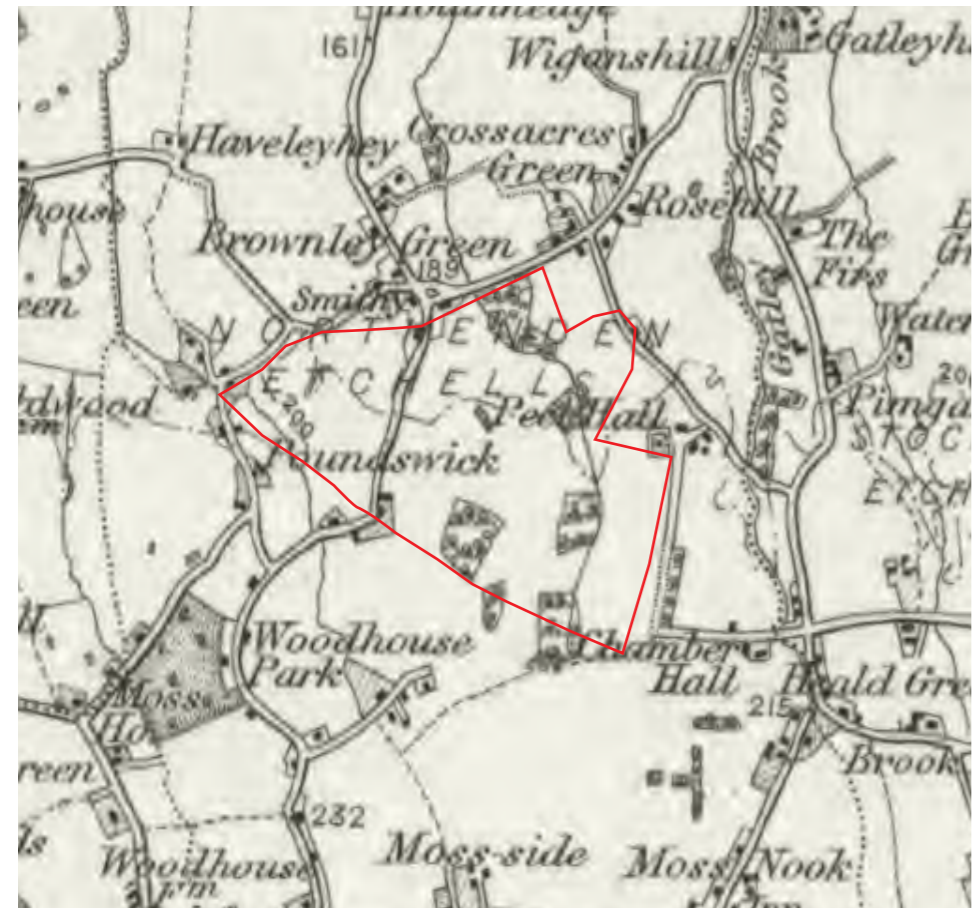
Housing construction began in Wythenshawe around 1932 and by 1934, the population had increased from 5,500 to 25,000. Wythenshawe homes at this point were set to the highest bands of municipal rents, restricting them to skilled workers in regular employment. By the outbreak of WWII, Wythenshawe contained a third of the city's entire stock of social housing.

After the war, there were significant shifts. Richard Barry Parker's original density limits were relaxed and mass construction was seen. A large inflow of new residents was also seen as Manchester's large scale slum clearance began. This is apparent in the 1954 map which shows tight urban grains.

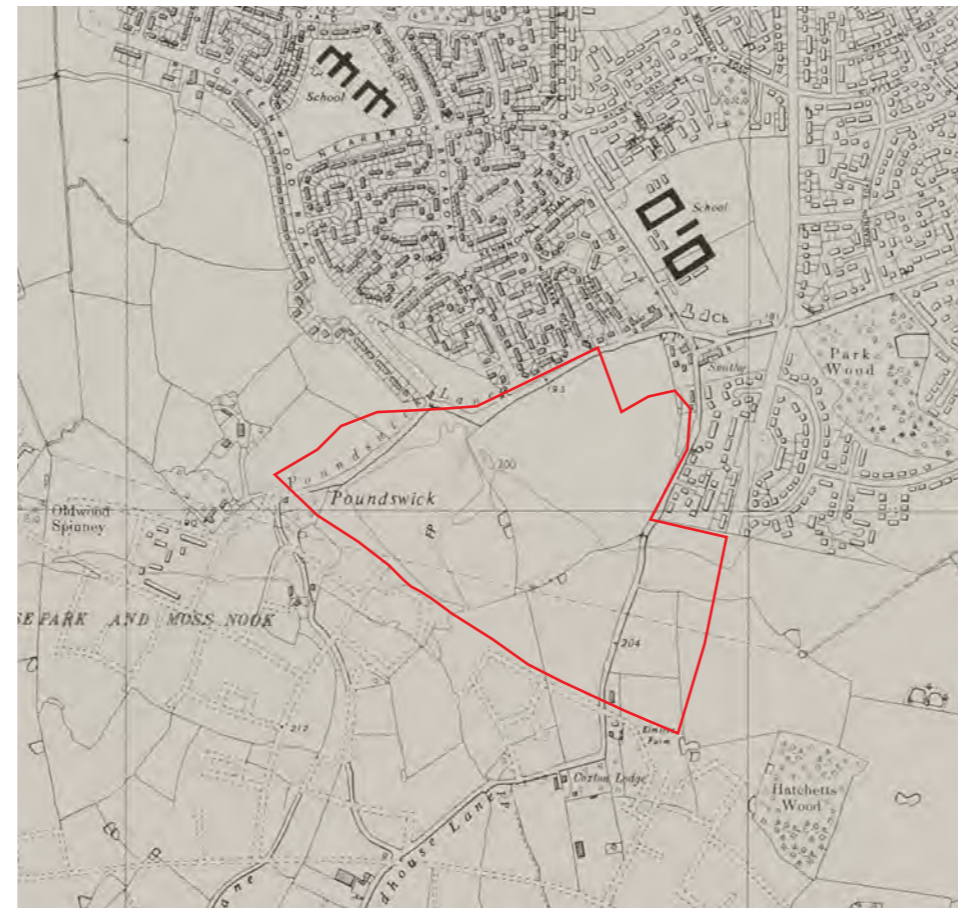
By 1964, Wythenshawe's population reached its maximum of 100,000, and attention was turned to the Civic Centre.

These historic maps confirm the dates of the residential development around the Civic Centre. No records however could be found later than 1961 to show the development of the Civic Centre.

1896



1954



1961





## 2.4 The Civic Centre

The site was developed as the area's largest district centre in the 1960s and became known as the Civic Centre.

In contrast to the original vision which was delayed through the onset of WWII the Civic Centre developed around an orthogonal rather than radial plan with a new street pattern which largely remains to this day.

A primary east-west route links the Forum (3) to the west with Rowlandsway to the east. A secondary north-south pedestrianised shopping street (The Birtles) links Etrop Court to the north.

To the southern edge and facing onto Simonsway the site is dominated by a multistorey car park along with larger retail stores including Asda, B&M Bargains and Homezone.

To the east of Rowlandsway, much of the commercial brutalist architecture from the 1970's remains although some buildings such as the Barclays building are now vacant. The former Shell site is now cleared and provides a significant development opportunity.

The character of the Civic Centre in recent years has become tired and uninviting. There is a distinct lack of visible permeability and physical access is often restricted by barriers and walls. There is a predominance of surface-level carparking and despite its garden-suburb heritage, a lack of green public realm.

### Key

1. Police Station
2. The Forum Car Park
3. The Forum
4. Wythenshawe Transport Interchange
5. The Birtles High Street
6. Multi-Storey Car Park
7. Single Storey Retail
8. Etrop Court
9. Old Bus Station
10. Drive-through Restaurants
11. Old Barclays Data Centre
12. Alpha and Centron House
13. Former Bingo Building
14. Delta House
15. Simon House
16. BP Petrol Station
17. Former Shell Site
18. St Andrew's Methodist Church



## 2.5 Site Photos: Then



1



2



3

### Images

1. View along the Birtles
2. The Forum Centre
3. The Birtles
4. View along Hale Top, including the old bowling alley which became the Golden Garter, at the site of the former Bingo hall
5. View of the Co-operative Building c. 1970's



4



5

## 2.6 Site Photos: Now

Wythenshawe, once Europe's largest social housing estate and an exemplar of suburban town planning, has suffered with high levels of unemployment, poverty and deprivation.

In recent years however, Wythenshawe has seen property prices rise rapidly and there has been significant investment in local schools, hospitals and the local transport infrastructure.

The site's proximity to Manchester Airport, Wythenshawe Hospital and the motorway network, gives the location great connectivity and the potential to become a 'walkable' and easily accessible neighbourhood.

As illustrated, the Civic Centre has experienced many modifications in the last few decades with many interventions which are no longer fit for purpose. The Centre remains a relatively busy area and an important civic and retail location for local residents.

The retail core remains very inward looking with the boundaries of the site comprising of car-centric retail, drive throughs, a petrol station and larger scale retail. Consequently, the fringes of the Civic Centre are blighted by poor permeability and public realm which add to the negative perceptions of the area.

### Images

1. View from the Transport Interchange towards the high street
2. Location of the old outdoor market
3. Alpha House
4. Drive-through restaurants
5. Birch Tree
6. Apartment Buildings
7. View from Hale Top towards the old Co-op building and extension
8. Current main car park building with retail on the ground floor



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# 3.0 Analysis

### 3.1 Movement and Active Travel

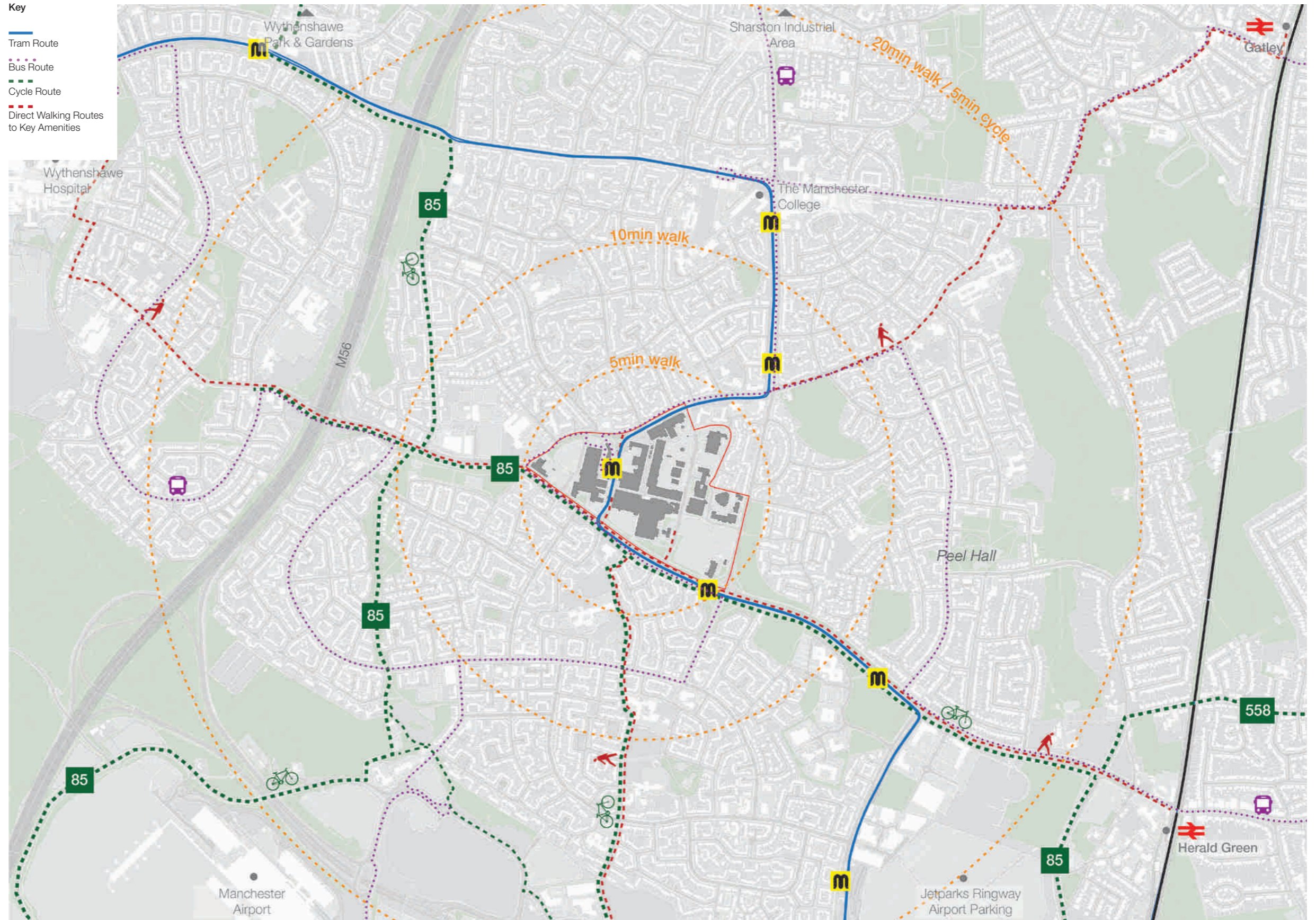
The Civic Centre is well connected by public transport, with easy links to Manchester Airport, Wythenshawe Hospital, Gatley train station and Heald Green train station.

The Wythenshawe transport interchange opened in 2015 and provides good public transport access and egress at the very heart of the Civic Quarter district.

In contrast to this centralised and co-located public transport system is a highly dysfunctional car parking offer which provides a number of surface grade carparks, accessible from multiple locations and offered at differing price points. For instance the Asda carpark is free for the first 2 hours, whilst the carpark at Etrop Court charges.

There is a perceived over supply of parking within Wythenshawe Civic Centre. The multi-storey car park is the least desirable option, partly because of its poor access and lack of facilities, but also because there are other more accessible alternatives.

The longer term aspiration is to consolidate the parking strategy and to create a new mobility hub at the heart of the plan. The new Mobility Hub could be provided within the current multi-storey car park and provide a range of active travel choices and alternative travel options. Subject to further analysis we suggest the provision of a new cycle hire and repair facility; new electric vehicle hire and rapid charging; scooter hire as well as taxi drop-off and general parking could be provided.



### 3.2 Wider Site Analysis

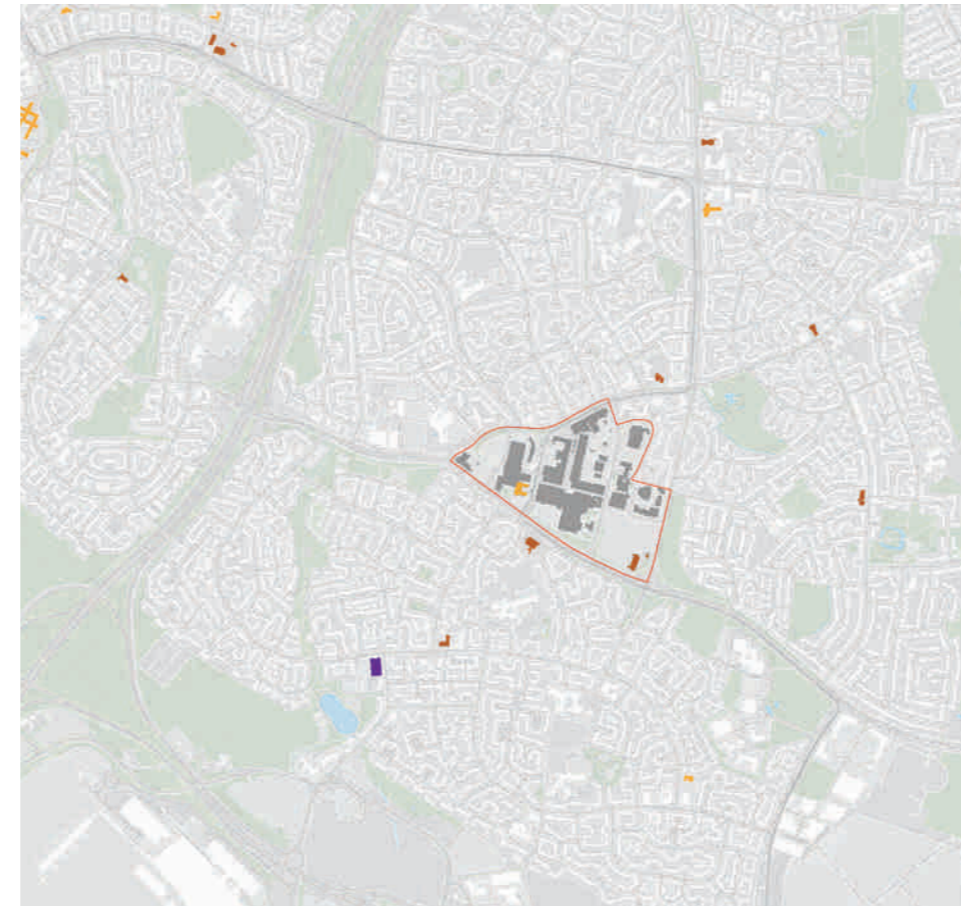
#### Education Nursery/ Primary/ Secondary

- Key
- School Grounds
  - School Buildings



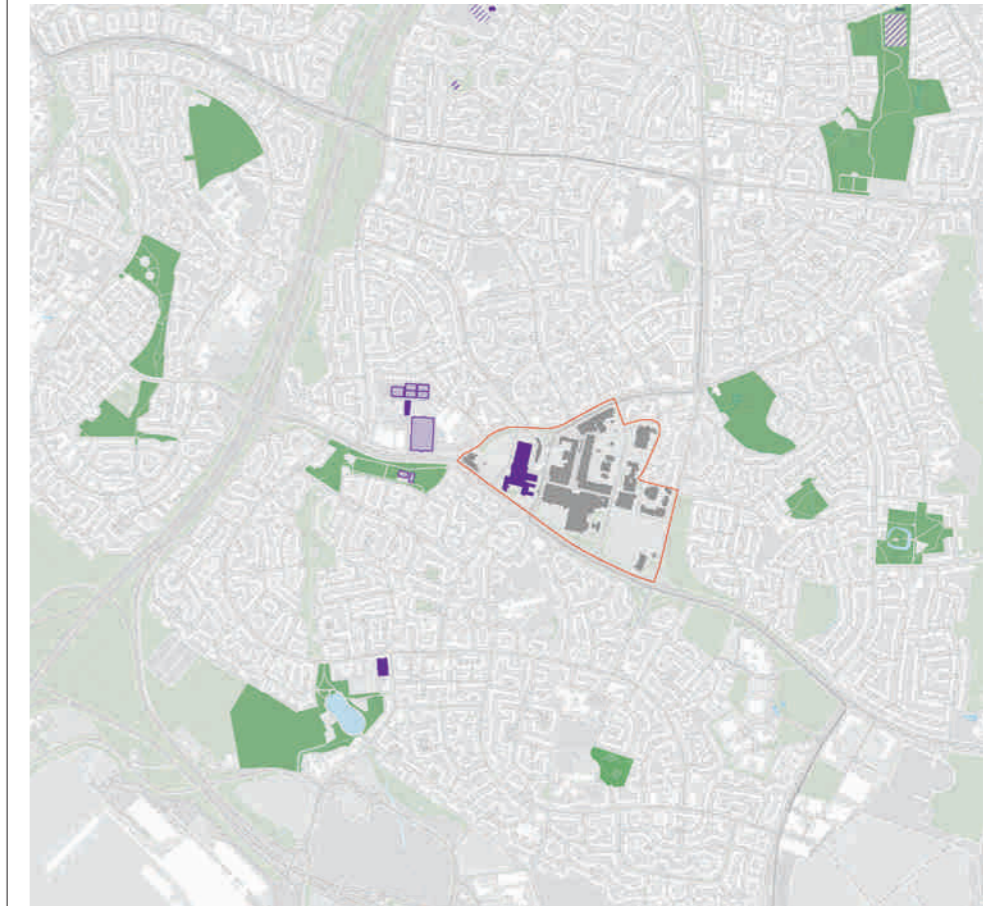
#### Community Health, Community and Civic

- Key
- Religious Buildings
  - Health Facilities
  - Community Centre



#### Amenity Leisure, Sports and Parks

- Key
- Leisure Centre
  - Sports Facilities
  - Public Parks



### 3.3 Site Analysis

Since its initial completion in the 1970's, the Civic Centre was further developed between 1999-2002, which saw architectural changes including new stores and office developments. Some of the interventions included significant adaptations which further increased retail into the existing high street.

The interventions included significant adjustments to the multi-storey car park with the aim of reducing parking numbers whilst providing additional lettable space. Further commercial development was created to the north of the site with the construction of Etrop Court, despite there being significant commercial vacancy across other parts of the estate.

Whilst there has been significant incremental intervention, the character of the area has not fundamentally changed from its founding concept. However the cumulative impact of the various changes have had a negative impact on the functionality and suitability of place, so much so that the centre is in many ways no longer fit-for purpose.

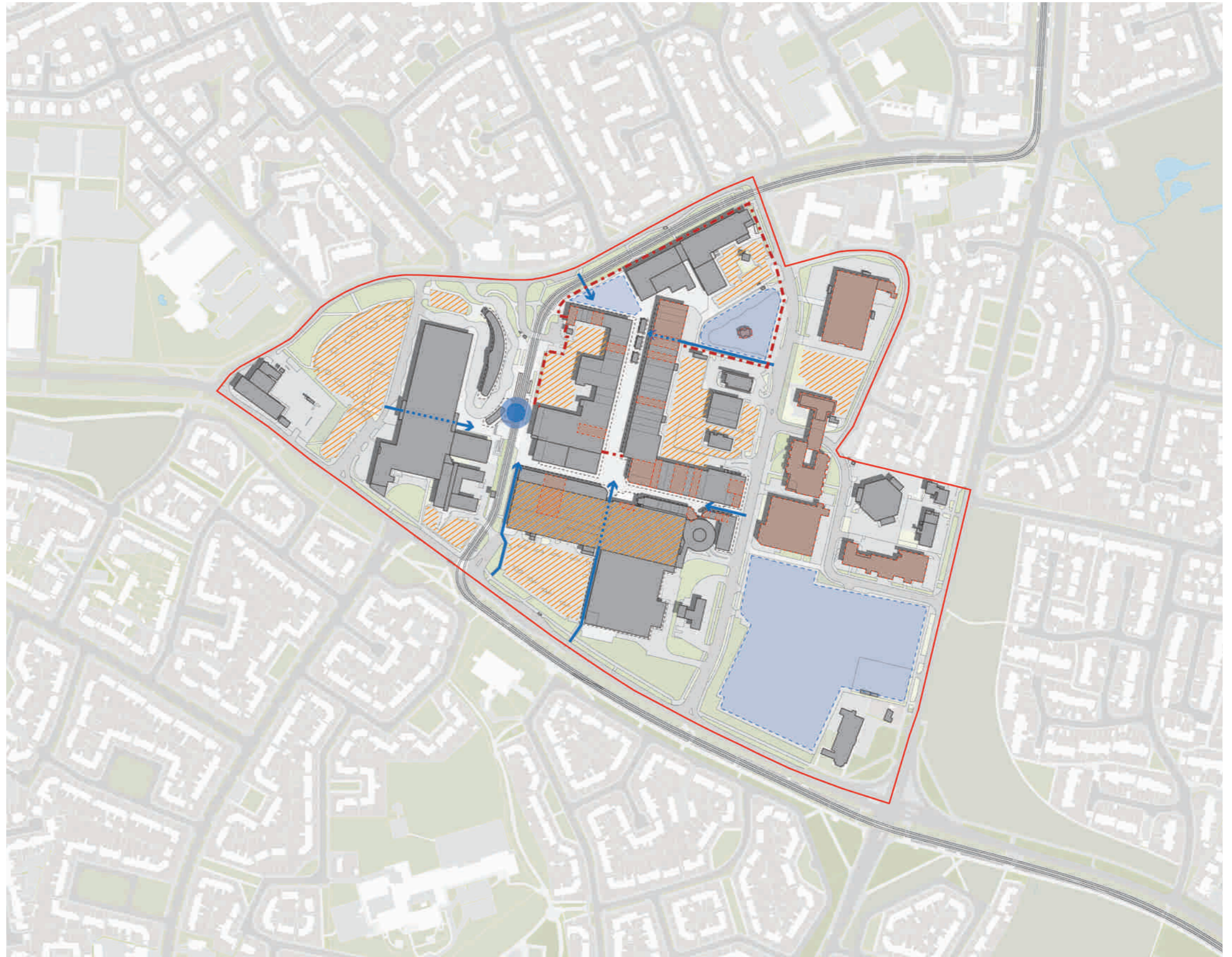
The site today is surrounded by surface car parks, with a total of around 2,500 car parking spaces, 1,700 of which are contained within the multi-storey car park. Many of the retail units, the upper floor office spaces along the Birtles and Hale Top, and buildings to the east are vacant.

Typically, the levels of vacancy are consistent with the changing demands of the high street, where typically modern and successful retail centres are now more diversified and focussed on creating a visitor or destination-based experience. In this sense, we anticipate a need to diversify the high street and to promote a smaller more concentrated retail core, whilst supplementing the offer with more meanwhile and permanent uses and activities based on culture, food and creative workplace.

The gateway to the Civic Centre on arrival from the transport interchange is very poor. Access to the high street isn't obvious and the route through to the high street isn't clear. Much of the site is surrounded by fencing, barriers and gates and whilst they are open during the day, they are locked at night to prevent vandalism. This barricaded aesthetic does nothing to promote an easily accessible and family friendly environment as well as preventing any opportunity to promote a much needed night-time economy.

Currently, the Civic Centre appears to only cater for those with a need to visit for a particular purpose, rather than capitalising on an opportunity to create a place to visit and dwell.

- Key**
- Vacant Sites
  - Vacant Units and Buildings
  - Parking
  - Main Access Routes to High Street
  - Transport Hub Arrival



# 4.0 Challenges and Opportunities



## 4.1 Challenges

Regeneration is impeded by a number of challenges:

### Barriers to access

There is an urgent need to remove barriers, fences, gates and enclosed service yards which blight the perimeter of the site and impede easy access.

### Accessibility and Permeability

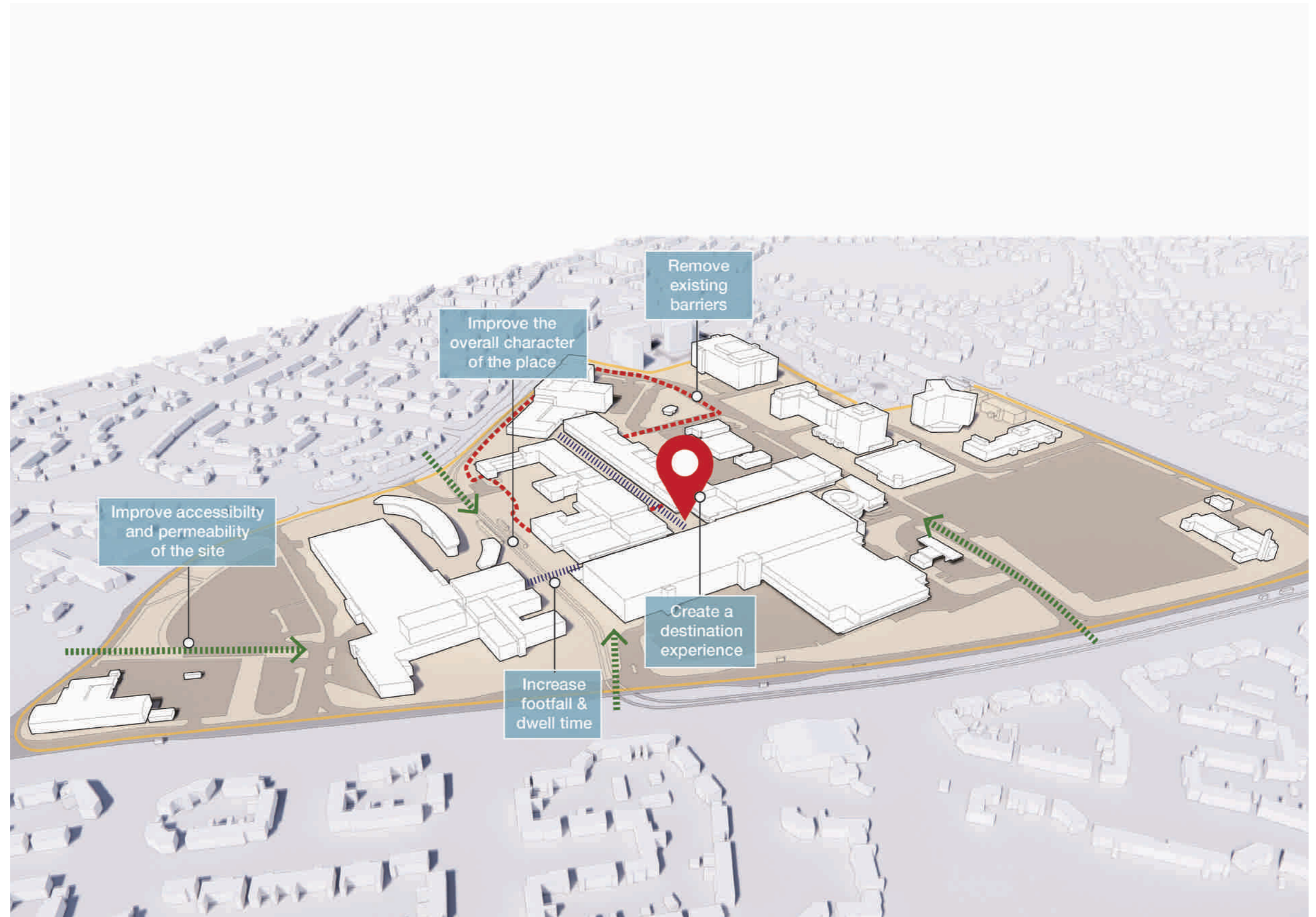
Visible and physical permeability is very poor. The activity and vibrancy of the high street is hidden behind the 'backs' and service yards of the retail units and by the vast multi-storey car park which fronts onto Simonsway.

### Character

The character of the buildings and the public realm is dated. Shop fronts lack impact and diversity and the character of the high street and public realm does nothing to encourage visitors to linger.

### Destination and Identity

The Civic Centre lacks a sense of place and identity as a destination. There is no focus to the high street and no recognisable place for events and activities to take place. The creation of a new public square should address this.



## 4.2 Opportunities

There are a number of vacant sites, buildings and units in the Civic Centre which in themselves provide potential opportunities to add value and diversify the high street offer.

### A Diverse High Street

Our research suggests that the opportunity isn't for more retail, but create a destination which addresses the needs of local population beyond a shopping experience. Currently there are limited places to eat and drink within the Civic Centre and there are very limited opportunities to engage with leisure oriented events and activities.

### Retrofit

The Masterplan utilises these vacancies to create a sustainable Civic Centre through retrofit, implemented renewable energy and promoting self sufficiency.

### Employment

There is a need to improve employment opportunities through new retail, cultural and commercial activities. The upper levels of the former Co-op building and the vacant upper levels of the retail provide an opportunity to deliver flexible office accommodation targeted at a range of different occupiers. The vacant office accommodation along Rowlandsway presents a flexible opportunity to be redeveloped in the long term.






### New Development

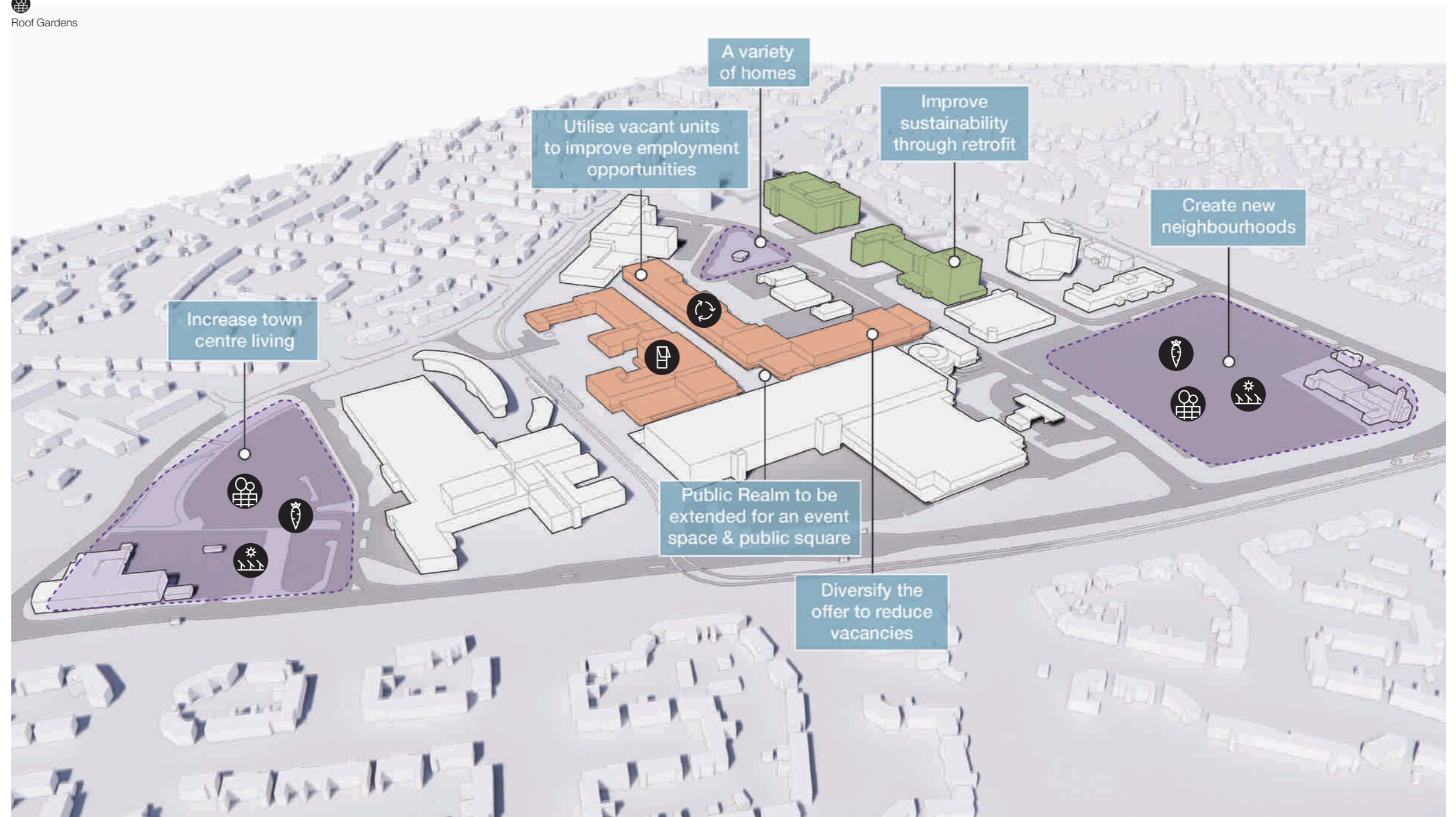
New residential development will aim to increase town centre living, create new neighbourhoods and to provide a circular economy in terms of living and working in the area.

### Maximising Digital Connectivity

The Civic Centre has excellent digital connectivity and infrastructure. There is nonetheless further potential to expand the existing digital infrastructure through future development and to install future-proof transformational digital infrastructure, for example with new ducting and fibre to support new homes, business and industry.

#### Key

-  Adaptive Reuse
-  Openable Windows
-  Allotments
-  PV Panels
-  Roof Gardens



## 4.3 Meanwhile and Placemaking Opportunities

A Meanwhile Use is used to describe a diverse range of temporary uses of empty property and land. Well-placed temporary interventions at key locations will encourage footfall and improve flow across the development. A Place Activation is an intervention or activity (usually pop-up or temporary) which will generate interest and encourage footfall and dwell time at key locations to activate a specific area.

At Wythenshawe we have identified a number of objectives which can be considered as part of our meanwhile-use and place activation strategy. The creative industries of Greater Manchester have a big requirement for space. Across the board, organisations are looking for places to turn into workshops, performance space and storage space. As part of the redevelopment of Wythenshawe Civic Centre, we're keen to create and grow the cultural community.

### Creative and Cultural Spaces

There is limited creative space available in South Manchester with Altrincham being a mini hub. Even in the city centre, this type of studio space is in high demand with the likes of Pollard Yard and Islington Mill being oversubscribed. At Wythenshawe, we would like to create a place where creatives can work and exhibit, as well as to create opportunities for local residents, schools, colleges and communities to learn new skills through a programme of courses and workshops.

We see this as a fantastic opportunity to not only support the existing cultural organisations and programmes currently in place at Wythenshawe but to bring new opportunities to create a place to learn new skills, volunteer at events and embrace culture in community. These opportunities could provide insights into the creative and cultural industry for local people, fostering development of the talent pipeline for the growing creative industries.

The introduction of a more permanent home for the creative industries will bring a wealth of opportunities for employment and education. We would support educational programmes with local schools and colleges. Along with skills, courses and classes to get local people learning about jobs in culture and learning the skills they need to fill them.

There is scope to investigate new and exemplar operating models for the provision of workspace for the creative industries in the Civic Centre.

Integral to the provision of these new uses is that they will be for everybody. The creative and cultural spaces will be flexible and multi-functional, allowing for varied uses and so for example they will be suitable for all age groups.

### Placemaking

Beyond the meanwhile uses, there is potential to provide permanent places for events, activities and community gatherings and festivals to take place.

A public square located centrally could become the focus for such events throughout the year. As mentioned before, such space will be multi-functional allowing for a number of different types of uses all year round. This includes a range of events that will cater for all ages from young children to the elderly.

In addition, the pedestrianised streets of the Birtles and Hale Top can provide additional space for street festivals, markets and parades and with an enhanced digital strategy, digital placemaking can provide the right connectivity for events, activities and festivals to take place.



AWOL Studios



Studio Art Space - Wellington Studios



Podcast Studios / Media City



Pollard Yard



Music Studios Space - The Yard



# 5.0 The Context

## 5.1 The Context

### Socio Economic Context

According to Experian, the demographic profile of Wythenshawe is categorised by low affluence households with approximately 70% comprising 'municipal tenants', 'transient renters', 'family basics' and 'vintage value' demographics.

Average transactional values are lower in Wythenshawe compared with the more affluent neighbouring suburban areas.

### Economic Activity

Area	Economic Activity Rate, 16-64		% Economically Inactive, 16-64	
	Number	%	Number	%
<b>October 2020-September 2021</b>				
Wythenshawe & Sale East	73,700	78.7%		21.3%
Greater Manchester	1,359,500	76.1%		23.9%
England	27,443,400	78.8%		21.2%

Source: Annual Population Survey (2022)

Wythenshawe has a higher employment activity rate than Greater Manchester and is broadly the same as the average for England.

### Employment/Unemployment Rates

Area	Employment Rate, 16-64		Unemployment Rate, 16-64	
	Number	%	Number	%
<b>October 2020-September 2021</b>				
Wythenshawe & Sale East	64,300	68.6%	9,400	12.8%
Greater Manchester	1,283,500	71.9%	76,000	5.6%
England	26,082,200	74.9%	1,361,200	5.0%

Source: Annual Population Survey (2022)

Wythenshawe has a lower employment rate than Greater Manchester and England. The unemployment rate at 12.8% is significantly higher than the average unemployment rate in Greater Manchester at 5.6% and in England at 5%.

### Skill Education

Area	Wythenshawe & Sale East		Greater Manchester		England	
	Number	%	Number	%	Number	%
<b>January 2020-December 2020</b>						
NVQ4+	24,100	33.6%	698,400	39.2%	14,886,100	42.8%
NVQ3+	36,800	51.2%	1,028,300	57.6%	21,296,900	61.2%
NVQ2+	44,800	62.3%	1,340,900	75.2%	27,158,800	78.0%
NVQ1+	56,400	78.5%	1,539,900	86.3%	30,594,400	87.9%
Other Qualifications	4,300	6.0%	105,600	5.9%	2,048,700	5.9%
None	11,200	15.6%	138,100	7.7%	2,153,900	6.2%

Source: Annual Population Survey (2022)

Wythenshawe has a lower proportion of educated workers than Greater Manchester and England. Over 15% of the local population have no qualifications which is over double the Greater Manchester average.

### Earnings: Resident (Median Annual Pay – Gross, £)

Area	2011	2016	2021
Wythenshawe & Sale East	£23,390	£25,762	£27,546
Greater Manchester	£23,939	£25,769	£28,980
England	£26,500	£28,500	£31,490

Source: Annual Survey of Hours and Earnings (2022)

- The median annual pay for local residents in Wythenshawe is approximately £1,434 lower than the Greater Manchester average and £3,944 lower than the average in England.
- We have reviewed the employment sector profiles for Wythenshawe and Sale East. Wythenshawe typically has a higher proportion of residents working in lower affluent employment sectors.
- Wythenshawe has a higher proportion of Transport and Storage employees at 23.6% compared with the Greater Manchester and England averages which are at 5.5% and 5.2% respectively. There is also a higher proportion of employees in the business administration & support services and information and communication services.
- There is a low proportion of employees in the Arts, entertainment and recreation sector at 2.1% compared with the Greater Manchester average of 3.8% and the average of 4.2% in England.

### Regeneration and Planning Policy Context

This section provides a brief overview of relevant Regeneration Strategies and Planning Policy relevant to the transformation of the Civic Centre.

#### Regeneration Context

##### Wythenshawe Strategic Regeneration Framework

Wythenshawe benefits from an existing SRF which provides a strong vision for the area and outlines the challenges and opportunities. The Wythenshawe Strategic Regeneration Framework (SRF) proposes close integration between the airport and Wythenshawe Civic Centre giving residents access to a full range of employment and training opportunities.

At the heart of the Strategic Regeneration Framework is a vision for Wythenshawe as Manchester's Garden City, based both on Wythenshawe's uniqueness and the new opportunities in the area. This brings together the positive aspects of Wythenshawe's housing and green space (the Garden) with the continued growth of Wythenshawe's economy and potential for further job creation, better quality shops and lifestyle facilities (the City).

The SRF includes the following 12 objectives which cover the economic, social and physical strands of the S Regeneration Framework:

- Making Wythenshawe the location of choice for existing and new residents - creating more opportunities for people to buy or rent the type of home they want, and more housing investment in the area
- Creating safe and high quality neighbourhoods - providing a safe and secure environment, through good design and layout of neighbourhoods, and effective coordinated action by police, neighbourhood wardens, and partner agencies to tackle crime and reduce the fear of crime
- Making the most of Manchester Airport's expansion - linking Wythenshawe residents with new job opportunities and bringing new investment for businesses
- Making Wythenshawe the location of choice for investors and employers - providing attractive business sites and premises to meet the needs of new and existing employers, particularly those linked to Manchester Airport
- Enabling Wythenshawe residents to access a wider spectrum of job opportunities providing training and employment support to meet the needs of the labour market, linking Wythenshawe residents to job opportunities, and upskilling existing employees to move into better jobs

- Raising Wythenshawe's educational attainment - emphasising the importance of education and training, and promoting a positive learning culture
- Improving the health of Wythenshawe residents - providing easier access to health services, and encouraging more people to take up healthy lifestyles, improving their fitness and well being
- Improving transport links in and around Wythenshawe - developing an integrated transport strategy to improve access to jobs, the city centre, the airport, the hospital, the business parks, and the Civic Centre
- Improving shopping facilities for Wythenshawe residents - expanding the range and quality of shops in the Civic Centre, ensuring that expenditure remains in the area, and improving the quality of neighbourhood centres
- Making Wythenshawe a more attractive place to live and work - managing and improving Wythenshawe's natural assets, its parks and open spaces, leafy streets and mature landscape
- Promoting and supporting cultural facilities and opportunities in Wythenshawe developing the creative talents of residents and exploiting the cultural potential of the Forum, Wythenshawe Park, schools and community venues
- Creating a vibrant positive image and identity for Wythenshawe - instilling a strong sense of pride among residents old and new

This Development Framework for the Civic Centre closely aligns with these 12 objectives.

#### Manchester Enterprise Zone

The Civic Centre is around a mile from Manchester Airport and the area to the East of Rowlandsway lies within the Manchester Enterprise Zone (Wythenshawe element). The aim for the Civic Centre element is as a focus for secondary and back office functions alongside ancillary retail and leisure development to serve increased volumes of visitors to the area.

#### The Places for Everyone Plan (PfE 2021)

The PfE was submitted to the Secretary of State for examination 14 February 2022 and whilst it is not an adopted document it does provide an important opportunities for provision of much needed homes and protect and enhance the natural environment.

The Plan is the result of a process that began with the publication of the first Greater Manchester Spatial Framework in 2016 and has been informed by the feedback received from residents, business and community organisations. The strong desire for the plan to make the most of the existing land supply in the urban area is reflected in the Places for Everyone Plan with 90% of the land identified for housing in the plan is in the urban area

The main references to Wythenshawe in the document refer to transport links and the hospital/ MediPark and the airport areas. The Plan acknowledges the economic challenges of the area, and confirms that access to training and job opportunities in Wythenshawe should be improved.

#### Draft Wythenshawe Hospital Campus Strategic Regeneration Framework

Manchester University NHS Foundation Trust and Bruntwood have developed a masterplan to support the development of Wythenshawe Hospital Campus as a sustainable health village over a 10 to 15 years period, enhancing the Hospital whilst diversifying uses to include complementary commercial, leisure and retail set within a high quality, greener public realm.

## 5.1 The Context

### Planning Context

The framework principles set out in this document align with Manchester's strategic policy objectives which support increasing economic activity in Wythenshawe.

Manchester's Core Strategy (2012- 2027) is the key document in the Manchester Local Plan. It sets out the long term strategic policies for Manchester's future development and will form the framework that planning applications will be assessed against. Relevant policies specific to Wythenshawe are outlined below.

Planning applications that come forward with the Development Framework's area will be expected to follow the high level principles outlined within this document. Applications will also have to comply with relevant policies within the adopted Development Plan which would of course continue to apply.

**Policy SP1 Spatial Principles** - The growth of Manchester Airport will act as a catalyst for the regional economy, and will also provide the impetus for a second hub of economic activity in this part of the City.

**Policy H7 Wythenshawe** - New high quality, high density development will be encouraged upon small infill sites. New residential development which addresses under occupancy of family housing by providing more suitable accommodation will also be encouraged. This policy suggests that Wythenshawe has limited land available for development therefore appropriate conversion and redevelopment of existing land may be encouraged.

**Policy EC1 Employment and Economic Growth in Manchester** - 50 hectares of employment space is intended for Manchester Airport and the surrounding area.

**EC10 Wythenshawe** - Access to a range of employment opportunities is important despite there being opportunities in the area. Wythenshawe is still one of the most deprived areas in England, showing high levels of economic inactivity. Proposals which increase economic activity and provide employment opportunities are supported by this policy.

**EC12 University Hospital South Manchester Strategic Employment Location** – the policy identifies that it will provide opportunities for Hospital expansion together with complementary economic development that can take advantage of the close links to the Hospital.

**Policy C7 Wythenshawe District Centres** - Additional food retails should meet local needs and minimise leakage. The Council also supports the development of non-food retail and other commercial uses in Wythenshawe, including hotels and uses which maintain viability beyond normal trading hours. Residential will be appropriate in Wythenshawe Civic Centre as part of mixed use schemes, most likely beyond the retail and commercial core. New developments should focus on creating a strong sense of place, and ensure that the redeveloped transport interchange is well-connected to new facilities and services.

**Policy H7 Wythenshawe** - Wythenshawe is expected to accommodate only around 3% (1,830 units) of residential development over the lifetime of the Core Strategy. New high quality high density development will be encouraged within the district centres and where it complements Wythenshawe's garden city character

### Property Market Review

#### Residential

- Wythenshawe is characterised by an area of low value housing.
- There has been limited new build activity within the local area with low existing second hand sales values.
- Wythenshawe Community Housing Group are active within Wythenshawe and the surrounding areas. From speaking to the sales agent we understand there is strong demand in this location with over 400 registered purchasers for the 11 x 3 and 4 bedroom 'The Willows' development.
- Wythenshawe has a strong sense of community and making sure that new development works alongside existing communities is important. The type of residential offer can differ from what currently exists and we feel that higher density more urban development would work well and would attract a different demographic as well as providing affordable homes for local people.

#### Office

- The South Manchester / North Cheshire office market is characterised by a mixture of business park environments, along with offices in and around towns such as Stockport, Cheadle, Sale, Altrincham and Wilmslow. These centres are surrounded by affluent catchment areas which provide a pool of high quality employees. The strategic location of these areas in terms of accessibility to Manchester city centre and Manchester Airport is also a factor.
- Wythenshawe Civic Centre contains over 230,000 sq. ft. of office accommodation across the existing properties. These were constructed in the 1960's / 1970's / 1980's and are mostly vacant.
- The changing working patterns as a result of the pandemic provide opportunities for co-working facilities in locations where previously this would not have been the case. Wythenshawe's excellent connectivity means it is primed to take advantage of this and the vacant space above the retail provides a real opportunity for co-working and studio space.

### Data Centres

- Wythenshawe has excellent fibre provision with Fibre-wise, Zayo and EUNetworks all having capacity running very close to Rowlandsway. There is also a 132kv substation within 3km, indicating strong power capacity.
- Previously, majority of Data Centre development focused on London, with traffic long-hauled to service secondary locations in the UK
- The rise in uptake of user services e.g. Cloud, Social Media, Streaming content has forced providers of aid services to locate nearer the "eyeball" (end user). This is to reduce latency and improve service delivery
- Developments in data centre design now allows for smaller edge facilities, providing a lower cost barrier to market entry
- Technology has developed significantly, meaning more compute can be delivered in smaller spaces. This feeds in to regional edge datacentre development
- Subsea cables have been deployed in north east and north west England, increasing traffic east (North America) and west (Nordics and beyond), driving the need for regional data hubs to be outside of the historical core markets (London)
- Delta House, a 70,000 sq. ft. office building is owned by TeleData who provide colocation, cloud, dedicated server hosting and workplace recovery services and proving the market for data centres.
- The former Barclays data centre provides another opportunity for such a facility with Simon House due to be converted for such use.

### Hotel

- The Hotel market has been deeply impacted by the Covid 19 pandemic due to operational and travel restrictions. Hotels benefited from varying levels of demand through the summer of 2020 with traditional leisure destinations seeing higher levels of demand and premiums for rates. Hotels reliant on corporate demand and international travellers, however, have seen much lower volumes of business.
- There is an extensive pipeline at Manchester Airport with over 1,700 rooms across 9 hotels either under construction or in planning and 18 existing hotels providing over 2,700 rooms currently.
- This pipeline means in the short to medium term we see limited demand for a hotel in Wythenshawe Civic Centre.

### Retail

- The Covid 19 pandemic undoubtedly had a significant impact on the retail sector throughout 2020 and into 2021, however, footfall has since rebounded.
- Wythenshawe Civic Centre comprises a mix of national and local retailers. The majority of the tenants are on short term leases highlighting the long term risk of the scheme if it does not improve.
- With the challenges facing the retail market it is fundamental for the scheme to drive change with the importance of community and social value.
- There is currently a limited food and drink offer and a non-existent evening economy that needs to be considered in future development proposals for the centre to ensure a more active evening economy which in turn will help to open up the centre to the wider community.
- Combined with public realm improvements and delivering meanwhile uses focused on public engagement, the proposals will aim to improve footfall and demand in the Civic Centre.
- There is opportunity to repurpose the retail units, either by re-configuring the units to be more suitable for smaller independent occupiers or by increasing the size to re-locate existing national tenants.

# 6.0 Vision

## 6.1 Community and Access

### A 'Walkable' Neighbourhood

The 15-minute neighbourhood is a concept in which daily necessities can be reached by a 15 minute walk or cycle ride, including, essential amenities, green space, cultural activities and workplace.

This model aims to create stronger communities, improve the quality of life of the residents, and produce a shift away from our reliance on private vehicles.

Although there are small pockets with convenience stores, restaurants, schools and other community facilities in the surrounding area, the Civic Centre remains a key location for residents in the nearby neighbourhoods to access essential amenities.

We propose that investment in the Civic Centre should seek to promote this concept further with investment in active travel, public realm and facilities to promote easy and convenient access.

#### Key

- Areas of Amenities
- Distances





## 6.2 Active Travel






Facilitating active travel can improve physical and mental health benefits and reduce the reliance on short-journey car dependency.

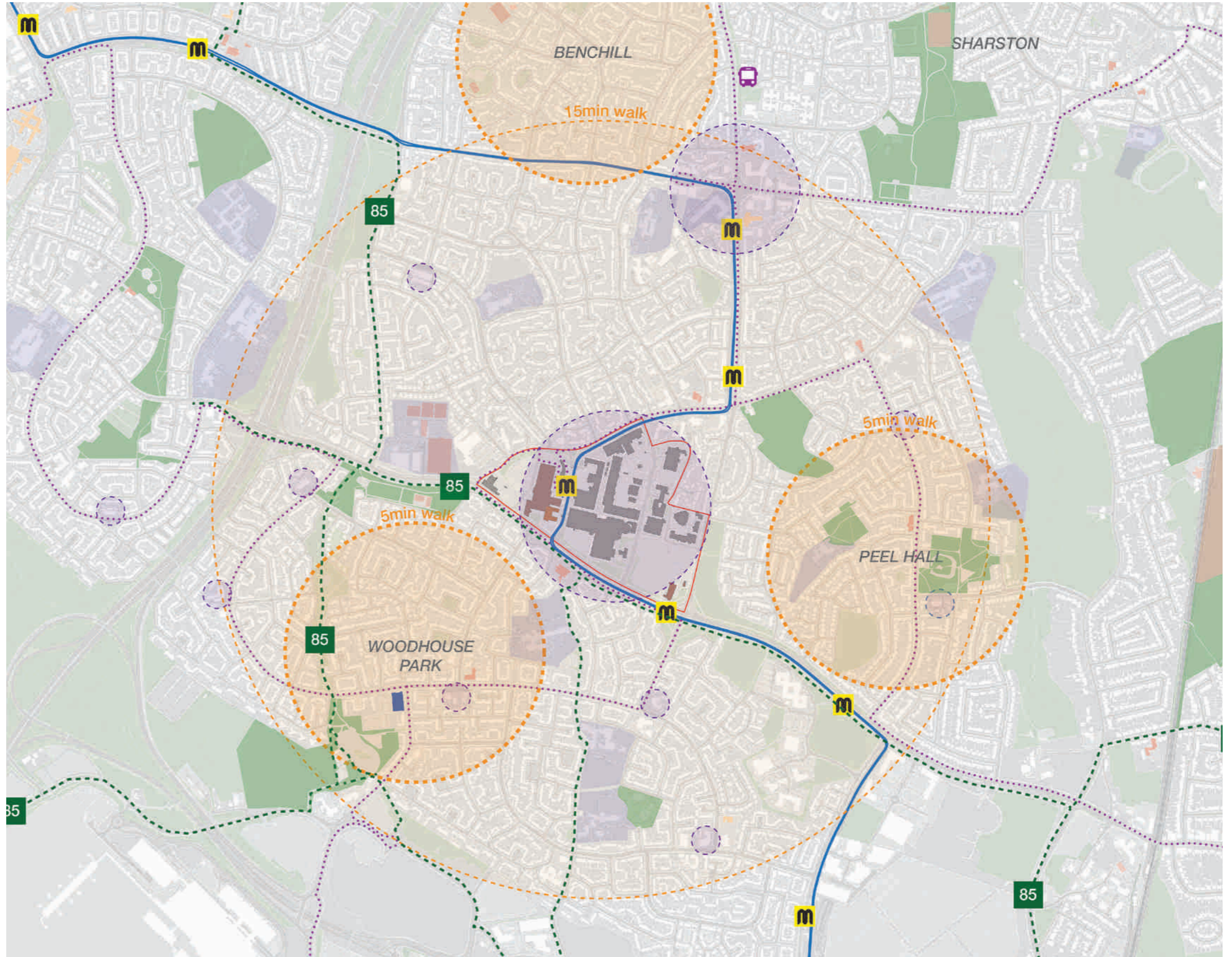
Currently, the national cycling route 85 runs past the Civic Centre, which is part of the Manchester city centre to Manchester Airport cycling route. Aside from this route, the cycling infrastructure and provisions in the area is poor with few dedicated cycle lanes and crossings.

The Manchester Bee Network proposes to improve the cycling and walking network in Greater Manchester. There are aspirations to bring this network into Wythenshawe Civic Centre with cycle routes along Rowlandsway. This will better connect the Civic Centre with the surrounding residential areas.

With the Civic Centre well connected by bus and tram, we propose the creation of a new Mobility Hub to address the needs of car users, but also to assist in the promotion of other forms of sustainable travel, including facilities for electric vehicle charging and cycle hire.

In the longer term, there is an opportunity to address routes into the centre and to rebalance car-centric roads with cycleways and footpaths.

- Key**
-  Areas of Amenities
  -  Distances
  -  Tram Route
  -  Bus Route
  -  Cycle Route



## 6.3 A Diverse and Varied Civic Centre

### High Quality Public Realm

The creation of high-quality, digitally connected public realm that is inclusive for everyone is a key strategy for the Wythenshawe Civic Centre. It will create a better sense of place and will give each development area a unique identity and tie each of the sites together. This includes:

- A Green Corridor along Rowlandsway
- A new public square at the heart of Civic Centre that can host events and activities
- Improved permeability and way-finding routes to enhance the north-south and east-west connections.
- New Active Play

### A Diverse Housing offer

A number of distinct neighbourhoods created within the Civic Centre will improve the sense of place and give the area a better sense of identity.

Creating a mixed use live / work / play destination will create greater opportunity and bring people into the area.

We suggest a complementary offer to appeal to first time buyers, couples and young families as a stepping stone to the larger family homes that already exist in the wider neighbourhood.

### Facilitating a mix of activities and events

The Civic Centre will host a range of activities and events which will transform the area into a new destination. The opportunity for new events and activities will improve the night-time economy, encourage a larger range of visitors into the area, whilst increasing the footfall. New meanwhile event spaces and a new central Public Square will be the focus for these activities along with the wider investment in active streets and public realm. As per the approach, the proposed cultural spaces, and the events and activities space will also be made available for a variety of uses and will be able to host events targeted to different age groups based on the needs of the local community.

### Supporting Economic Growth and Employment

The Civic Centre will support a range of retail and employment opportunities, including new offices and creative studios which could also support technological innovation and digital inclusion to provide long-term sustainable environments. These new opportunities will help to create a thriving community that will support new and existing residents.

There could be a hub for creative industries based in the former Co-op building.

#### For

- Makers
- Creators
- Producers
- Innovators

#### What

- Studio space
- Small Workshops
- Communal Workshop and Workspace
- Performance Space
- Multi-media installation space
- High-speed, digitally connected work and social spaces



## 6.4 Changing Perceptions

### Improving the Urban and Public Realm Character

The aim is to create a high quality public realm that provide a seamless, safe, accessible and vehicle-free pedestrian environment.

Currently in areas such as the Birtles there is a predominance of obstructive street furniture, signage and ill-placed seating.

We suggest that the public realm strategy should promote the streets as places for meanwhile events and activities as well as an opportunity to create a street cafe-culture.



### Reinforcing the 'Garden Suburb' Heritage

The original vision for the Civic Quarter in 1920 very much embraced the ethos of the garden suburb proposed by Barry Parkers' original masterplan.

The 1970's proposal which was developed and built proposed not only a greater density development, but also one which failed to embed the 'green infrastructure' of the original vision and hence the Civic Centre today is one that sits at odds with the wider and 'greener' context of its surrounding neighbourhoods.

We propose that Rowlandsway is transformed into a green corridor through the site which will provide a sustainable link that connects the Civic Centre to the wider community. The character of the road should be enhanced with more tree planting and the carriageway rebalanced to be more pedestrian and cycle friendly with new cycleways and traffic calming measures.



### Increasing Footfall and Extending Dwell Time

Currently, there is a very limited high street offer comprising mainly of discount stores and budget retailers. For instance there is a very limited food or cafe offer and there is a limited cultural, visitor or leisure offer available.

We suggest the high street needs much greater diversification to appeal to a wider visitor audience who could be encouraged to visit the centre for reasons other than shopping.

The masterplan aims to increase the food and beverage offer, with the creation of a new destination based catalyst project making use of the former Co-op building. In the longer term there are plans for a Food Hub offer as a central destination.

The introduction of a diverse high street food, cafe and cultural offer aims to improve dwell times and promote a night-time economy.



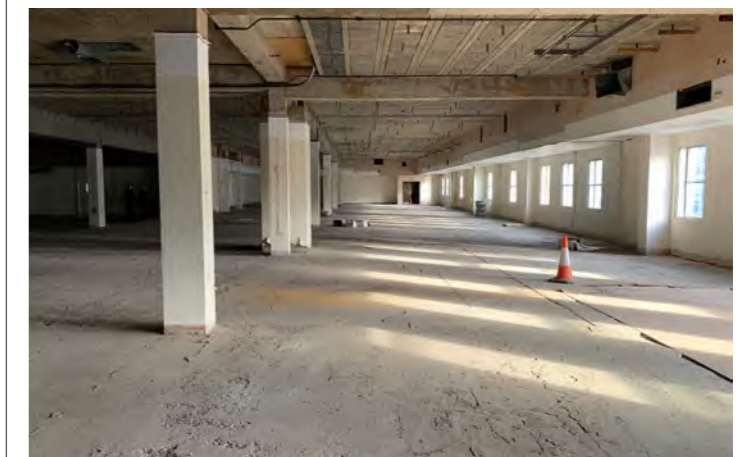
### Creating a New Sustainable Destination

Suggested interventions aim to reuse, repurpose and revitalise existing assets, buildings and space where possible. The adaptive reuse of existing buildings, such as the former Co-op building can be both transformative and beneficial.

The re-use and revitalisation of the existing buildings is eminently sustainable and saves significant embodied carbon, waste and construction impact.

The multi-storey car park, vacant upper floors of the retail, the vacant buildings to the east of the site (former Gala Bingo Hall, Alpha House, Centron House and the former Barcalys Data Centre) are all to be reused and given new purposes as part of the proposal. The vacant upper floors above the retail units and the vacant former Co-op building, is to be transformed into flexible working spaces and art studios to foster a new creative community.

The intention is to achieve an environmental performance which is comparable with new building but at a lower cost financially and environmentally.



# 7.0 Masterplan Principles

## 7.1 Connected and Accessible

The Masterplan seeks to improve permeability and access to the Civic Centre by connecting existing routes into the surrounding neighbourhoods.

The immediate connections and routes as illustrated opposite need to be redefined with barriers and street clutter removed to allow easy access by neighbouring communities. At night the area becomes a fortress and permeability through the site is discouraged and actively restricted.

All routes should be redefined and redesigned to be barrier free and fully accessible 24/7. Currently the Civic Centre has restrictive access and closed from 6.00pm by physical barriers around its perimeter. This limits any possibility of a night-time economy and removes any community benefit of the Civic Centre after hours.

At the heart of the suggested proposals is a new Public Square (32m x 54m) comparable to Stanley Square in Sale town centre. The square provides the opportunity to have a program of curated events and activities throughout the year with the aim of increasing visitor numbers and creating a community destination. This space will be multi-functional, allowing for an array of events to take place. In so doing, it ensures that the space is usable by and for everybody.

All visitors arriving by tram, bus or by vehicle within the proposed Mobility Hub will be naturally drawn towards the new Food Hub and Public Square at the heart of the masterplan. The Square will provide primary access to the key interventions of the Food Hub and the Cultural / events space of the former Co-op building.

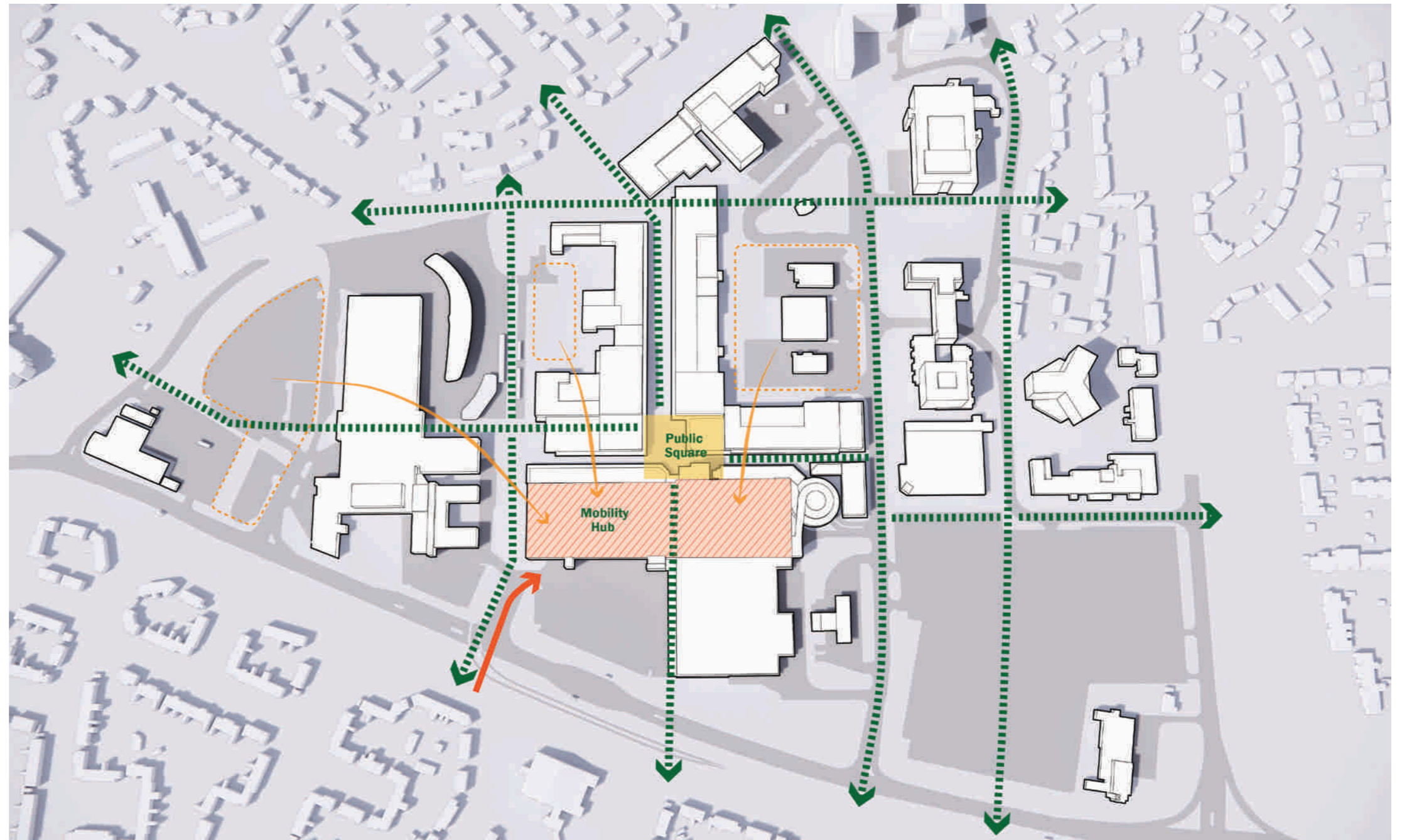
Another key move is the reordering and consolidation of the car parking offer into a new centralised Mobility Hub, encouraging travel diversity by offering e-car charging, bike hire, repair and storage, taxi rank drop off in one integrated location. The entrance to the Mobility Hub will be relocated, removing the existing and difficult spiral ramp by reusing the original internal ramps and forming a new entrance off the existing Asda car accessed off Simonsway.

A small area of the surface level car park will be retained adjacent to The Forum entrance. This will provide parking to support The Forum and also provide a secondary drop-off location (in addition to those in the mobility hub). This will correspond with the wider parking strategy for the whole of the Civic Centre due to be prepared as separate strategy.

Selective demolition of the existing retail units along Hale Top allows the route between the Forum/Transport Interchange to be re-aligned creating a stronger visual connection and improved access into the heart of the scheme.

**Key**

- Proposed Routes
- Proposed Mobility Hub
- Existing Surface Car Parks to be Relocated
- Proposed New Access to the Mobility Hub
- Proposed Access Routes
- New Public Square



Market Place, Willich, Germany



Market Place, Willich, Germany



Bonn Square, Oxford



Stanley Street Car Park, Salford

## 7.2 People and Place

The framework seeks to embed people and place into the future vision through a programme of meanwhile and permanent activities and events.

We've identified the key locations within the scheme for meanwhile activity:

- The Co-op Building (1)
- The Public Square (4)
- The Goods Yard (6)
- The Top of Birtles Way (7)
- The Old Market Hall (8)
- Upper level Office Space (9)

### Former Co-op Building (1)

We propose reopening the existing entrance from the Birtles as a temporary entrance before giving the building a new identity with a new entrance from Hale Top in later phases. The upper two floors of the building are currently vacant. We propose to transform these spaces into a Cultural Hub for Wythenshawe. The hub itself, would be formed of:

- Workshops and Studio Spaces
- Communal Workshop
- Communal Co-Working
- Performance Space
- Installation space

### Food Hub (2)

Responding to the recognised lack of food offer, with the exception of the drive through and fast food chains and the popular independent Marie's Café, it is the intention to create a place for local, independent food retailers which would be a combination of grocery items and ready to eat food and drink.

In addition to providing a place to eat and drink, it will contribute to improving the evening economy. This space would also provide opportunities for employment, for young adults to learn new skills and for food pop-ups to transform into businesses.

We see the former Co-op building, the studio workspace and the food hub, working together to create a space for market-style activity, promoting local business and growing a new audience which will change the perception of Wythenshawe and improve both the evening economy, amenities for the area and cultural offering.

### Key

- Main Access Routes
- ▨ Flexible Workspaces on the Upper Floors
- Activities / Events

### Active Play (3)

We have also identified two locations for Active Play within the masterplan as part of the final phase of the public realm:

- The Forum Car Park (5)
- The Roof of the Mobility Hub (3)

As the phased plans are developed there will be spaces where active play can be considered to:

- Create a safe environment for tweens and teens
- Encourage a healthy, active lifestyle
- Encourage new skills, creating a place for education outside of the classroom

### Public Square (4)

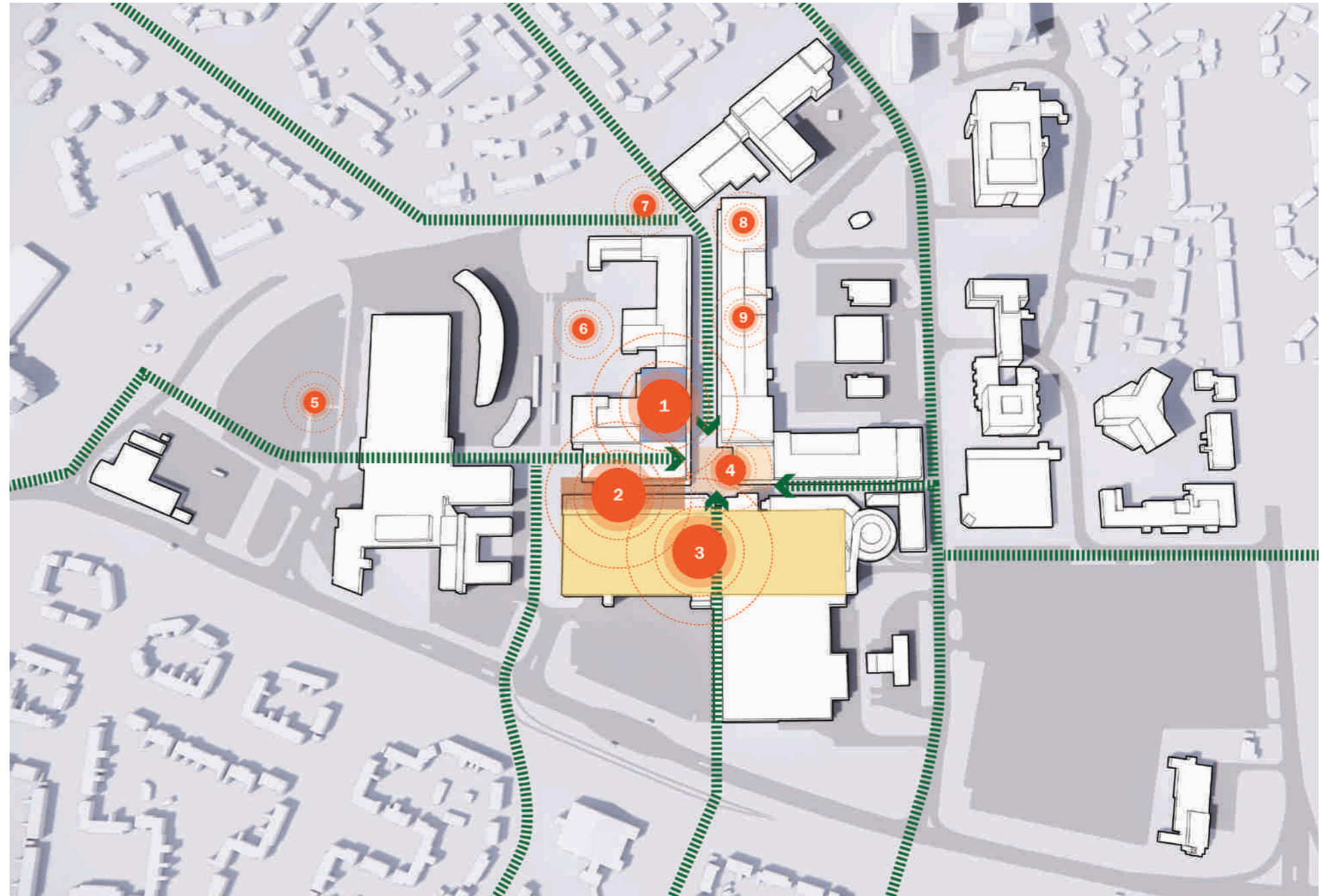
A new public Square will be positioned at the crossroads of Hale Top and the Birtles. As part of the phased re-development, Hale Top will be widened into a boulevard-style pedestrianised thoroughfare.

This will lend itself to a range of events which will complement both the cultural activity taking place in the old Co-op Building and the market-style activations in the Food Hub. The Public Square itself, is a large area approximately 32m x 54m. Being centrally located within the development, we recommend this space be optimised for a range of events.

We are keen to bring an inclusive programme of cultural activity at street level. Street performance, be it any of the below will animate the public realm, driving footfall and encouraging longer dwell times. The Public Square, will be the focal point for non-market-led activity and a vital part of the public realm place activation strategy. It provides an opportunity to work with local community groups and cultural organisations, being an inclusive space for people to enjoy a range of activity including:

- Street Theatre / Youth Theatre
- Spoken Word
- Dance Troupes / Children's Entertainment
- Live music / Performance Art

In addition to more cultural offerings, the Public Square will be the focal point for larger scale events, e.g. - Christmas Village (Lights Switch-on, Ice Rink, etc), open-air cinema, roller rinks. We also see this space as a place to generate commercial revenue, having a place which can be used for brand and experiential activations. With public wireless access enabled throughout these spaces we hope to encourage people to use and spend time in the space(s) and to provide an opportunity to share local information.



Temporary Food Market



HASSELL Family and Children's Centre, Australia



Craft Market



Flexible Workspaces

## 7.3 Employment & Training Opportunities

The framework aims to increase opportunities for local employment and training through the diversification of the high street and the creation of new employment opportunities in IT/ Data technology and Creative Co-working.

### New Creative Co-working Space

Assuming the success of the upper retail floors for meanwhile co-working use, there is an opportunity to continue to utilise and curate the space for more permanent creative workspace uses. There is approximately 11,960m<sup>2</sup> of vacant space available. The creative industries of Greater Manchester have a big requirement for space, they are looking for places to turn into workshops, performance space and even storage space.

We aim to create and grow a cultural community, and create a place to learn new skills, volunteer at events and embrace culture in the community.

- A place for Creators, Makers & Producers
- A place to promote independent business
- A place to learn new skills
- A place for collaboration
- An inclusive place.

### Former Barclays Data Centre

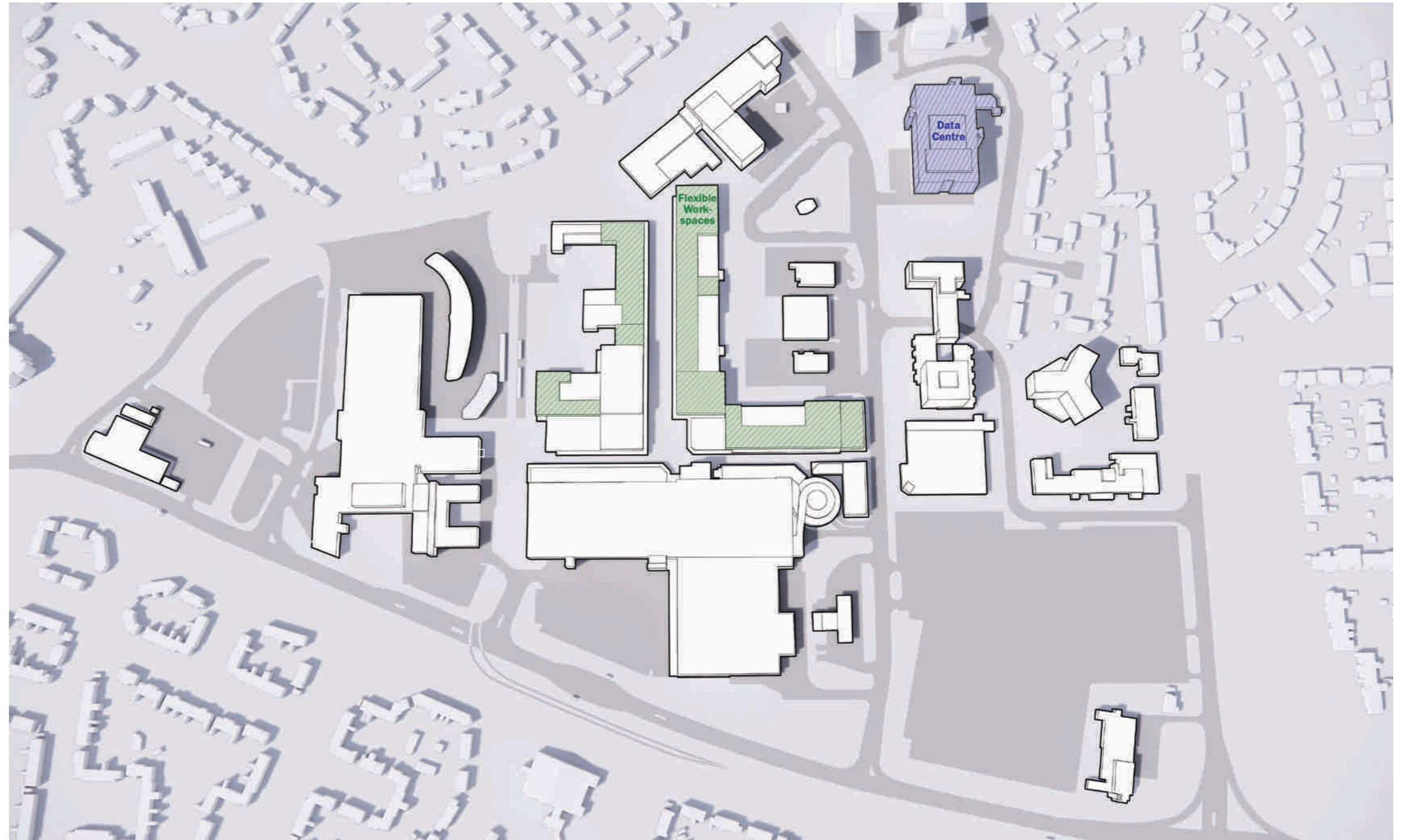
The former Barclays data centre opened in 1971 and was the largest computer centre in Britain at the time. The 110,000sqft building cost £2.75m and remained one of two nationwide computer operations until its closure in the 1990's. Like other buildings along Rowlandsway such as Delta House, the Barclays building is well-connected to Manchester's digital network, offering the potential to explore green, zero-carbon data centre operation (including data storage, processing, transit, and peering) for national businesses and organisations. There are opportunities to use this site to facilitate low-cost transit and to provide more affordable digital connectivity. Savills economic research has also illustrated that there is potential opportunity for further expansion of the Data Centre economy given Wythenshawe's emerging profile, strong digital infrastructure and available power capacity.

### Digital Skills and Businesses

Given the potential for world-class connectivity provided by fibre, digital businesses might want to locate here, providing skills and employment opportunities to local residents. There is also potential to foster a local ecosystem of start-ups, accelerators, and entrepreneurship hubs.

#### Key

- Flexible Workspaces on the Upper Floors
- Data Centre



Flexible Co-Working Spaces

## 7.4 Identity and Legacy

The framework will build upon the Garden City principles of self-contained, self-sufficient communities with easy and local access to schools, health and community facilities, shops and recreation.

Rebalancing the public realm and regaining beneficial use through landscape, amenity and future development aims to address the quality of interstitial space.

The landscape improvements will be key to changing the perceptions of the area and encouraging access to the Civic Centre. Together with the potential increase in footfall, the diversified high street offer should improve visitor numbers and appeal to a much wider audience.

The landscape, repurposed buildings, new interventions, meanwhile uses and new residential neighbourhoods will seek to improve the identity of the Civic Centre giving a variety of differing and improved architectural styles, spaces, and community activities.

Opportunity for rooftop allotments/community garden. Food could be grown to supply the Food Hub and with flat roofs used for planting, there could be less demand on surface water drainage, whilst increasing biodiversity and wildlife habitats.

### Net Zero

Where possible, the reuse of the existing building stock will be prioritised, lowering the embodied carbon for these developments. New build developments will be considered with a fabric first approach, lowering the embodied carbon through thermal efficiency and heat recovery whilst reducing the reliance on mechanical ventilation.

The balance between emitted carbon and equivalent offset will be considered through whole life carbon assessments. Choosing materials and products which are sustainably made with long life spans will reduce the need for replacement. Maximising light but limiting solar gain with natural ventilation and implementing green technologies such as MVHR (Mechanical Ventilation with Heat Recovery) with ambient heat pumps and solar arrays should be the ethos of each development.

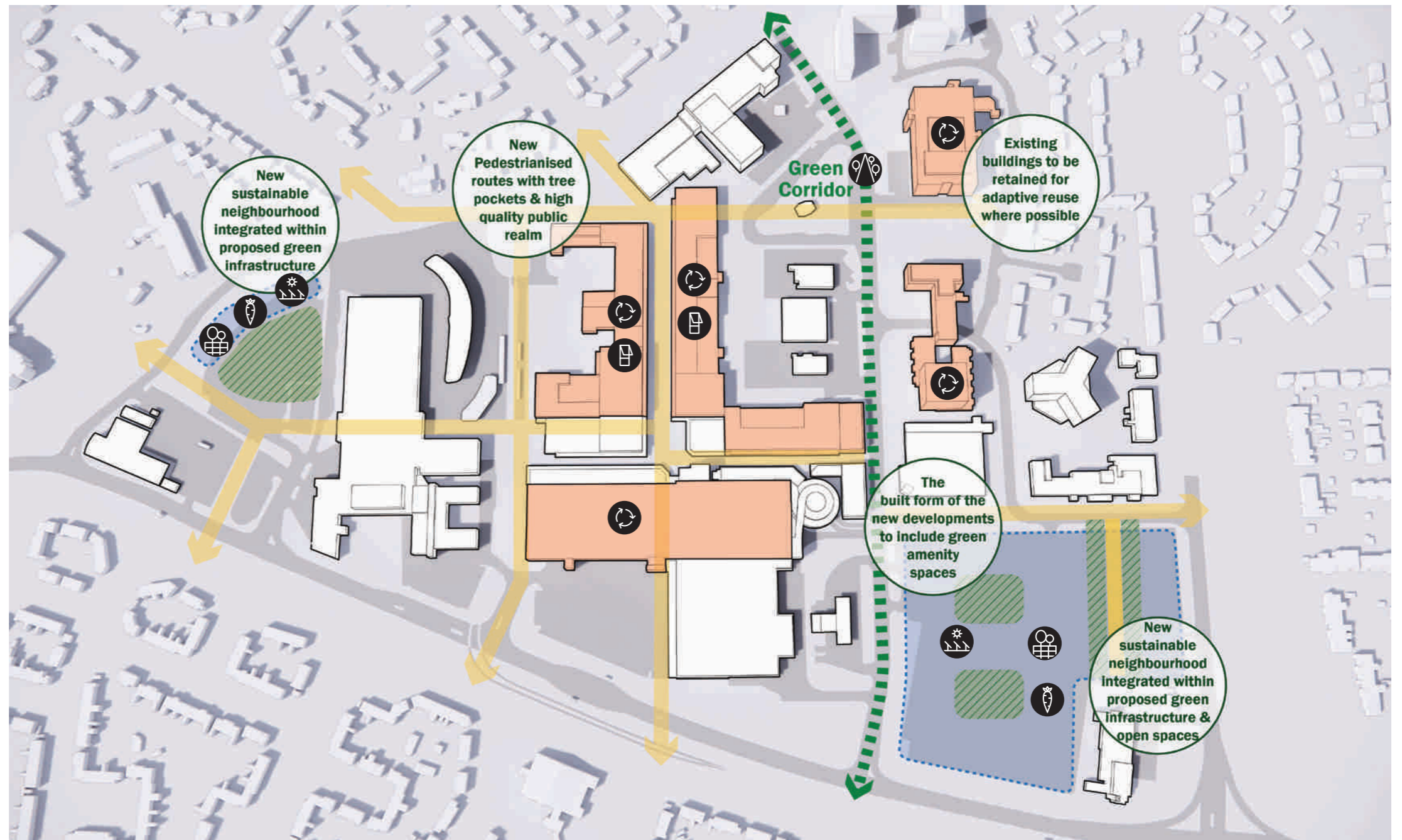
To achieve Net Zero targets, cross Laminated Timber construction and Passivhaus environmental standards should all be considered.

### Manchester's Digital Strategy and Future proofing

Development also needs to align with Manchester's Digital Strategy. This strategy ensures that the city continues to support, sustain and grow its digital ecosystem, while strengthening its connection with the people, organisations and services that call Manchester home. The document provides the foundation for us to achieve our aim of being a world-class digital city by 2026. Development will follow the principles of Smart Cities and will look to future-proof the Civic Centre for generations to come through the use of smart technologies and innovation, together with the potential to harness the power of digital technology to monitor environmental quality through sensors, IoT (internet of things) and other technologies.

### Key

- Green Corridor
- Buildings to be Converted
- Public Real Routes
- Sites Available for New Neighbourhoods
- Proposed Green Amenity Spaces
- ⌚ Adaptive Reuse
- 🪟 Openable Windows
- 🌱 Allotments
- ☀️ PV Panels
- 🌿 Roof Gardens
- 🌿 Green Corridor



Queens Square, Crawley



Accordia, Cambridge



Kings Crescent Estate, London

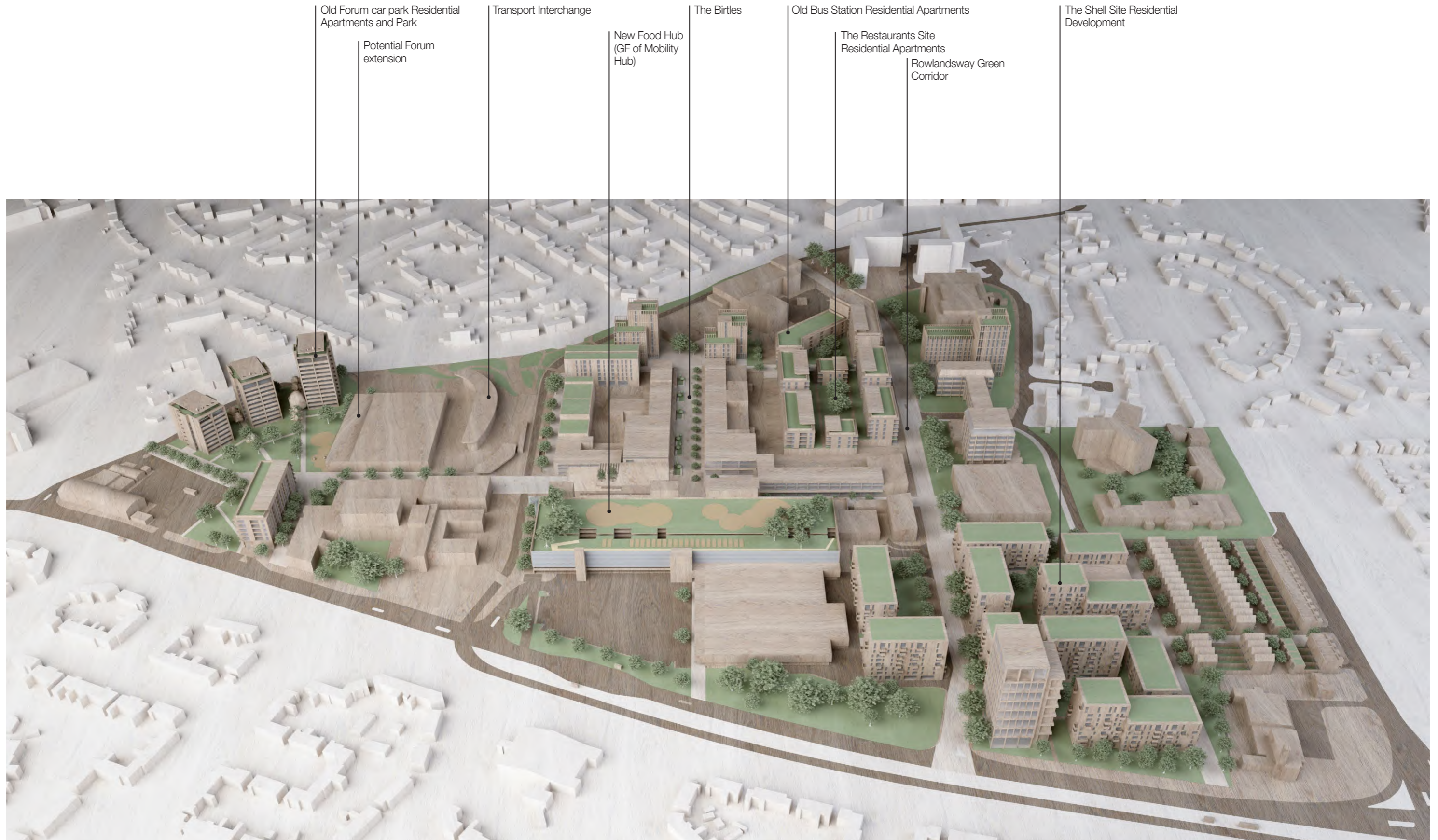


Kidbrooke, London



# 8.0 Projects

## 8.1 Short - Medium Term Vision (South)



# 8.1 Short - Medium Term Vision (West)

Old Forum car park Residential Apartments and Park  
New Food and Beverage  
New Public Square  
The Shell Site Residential Development

Potential Forum extension

Flexible Office Space

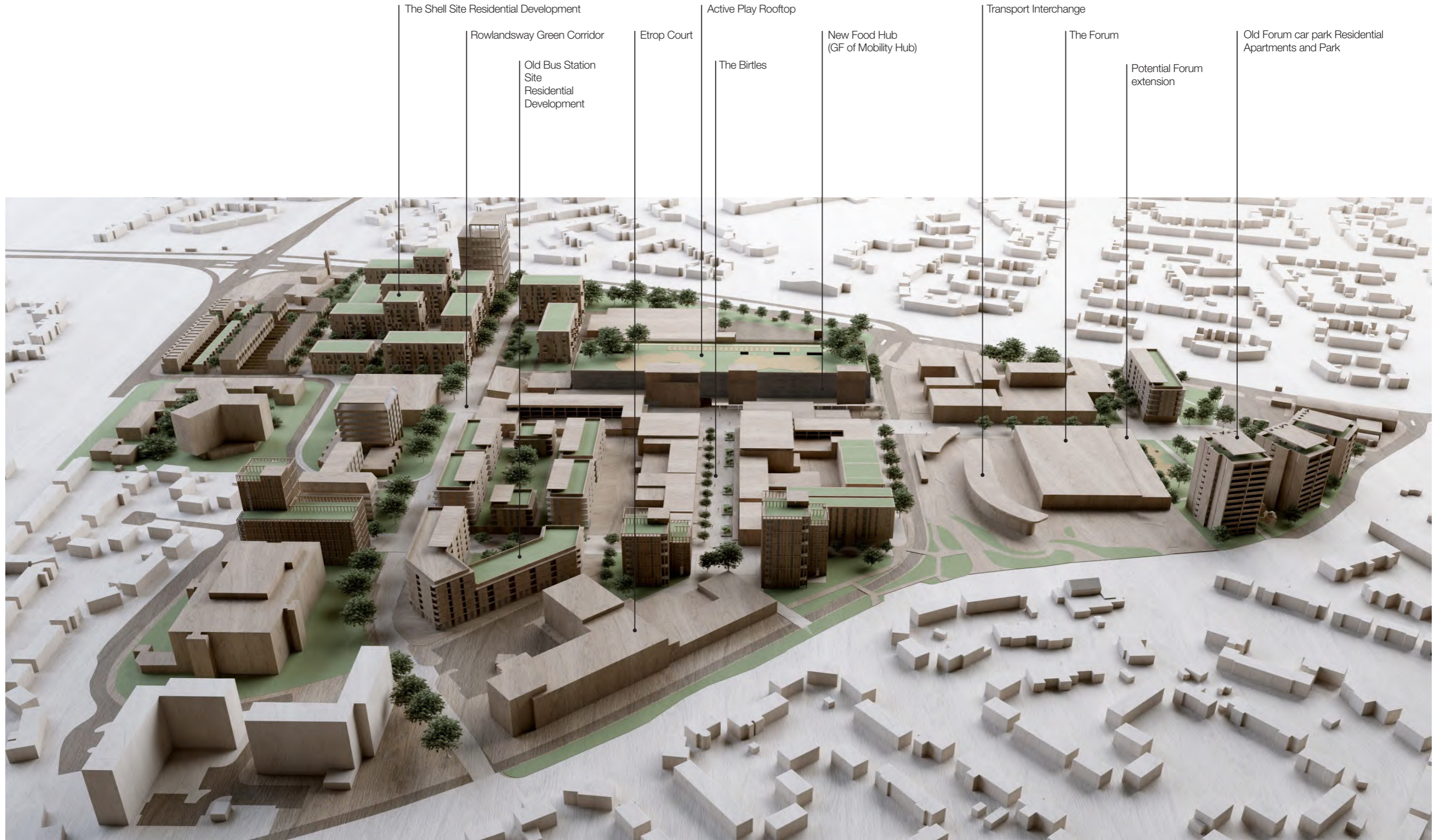
New route through the Forum

New Food Hub (GF of Mobility Hub)

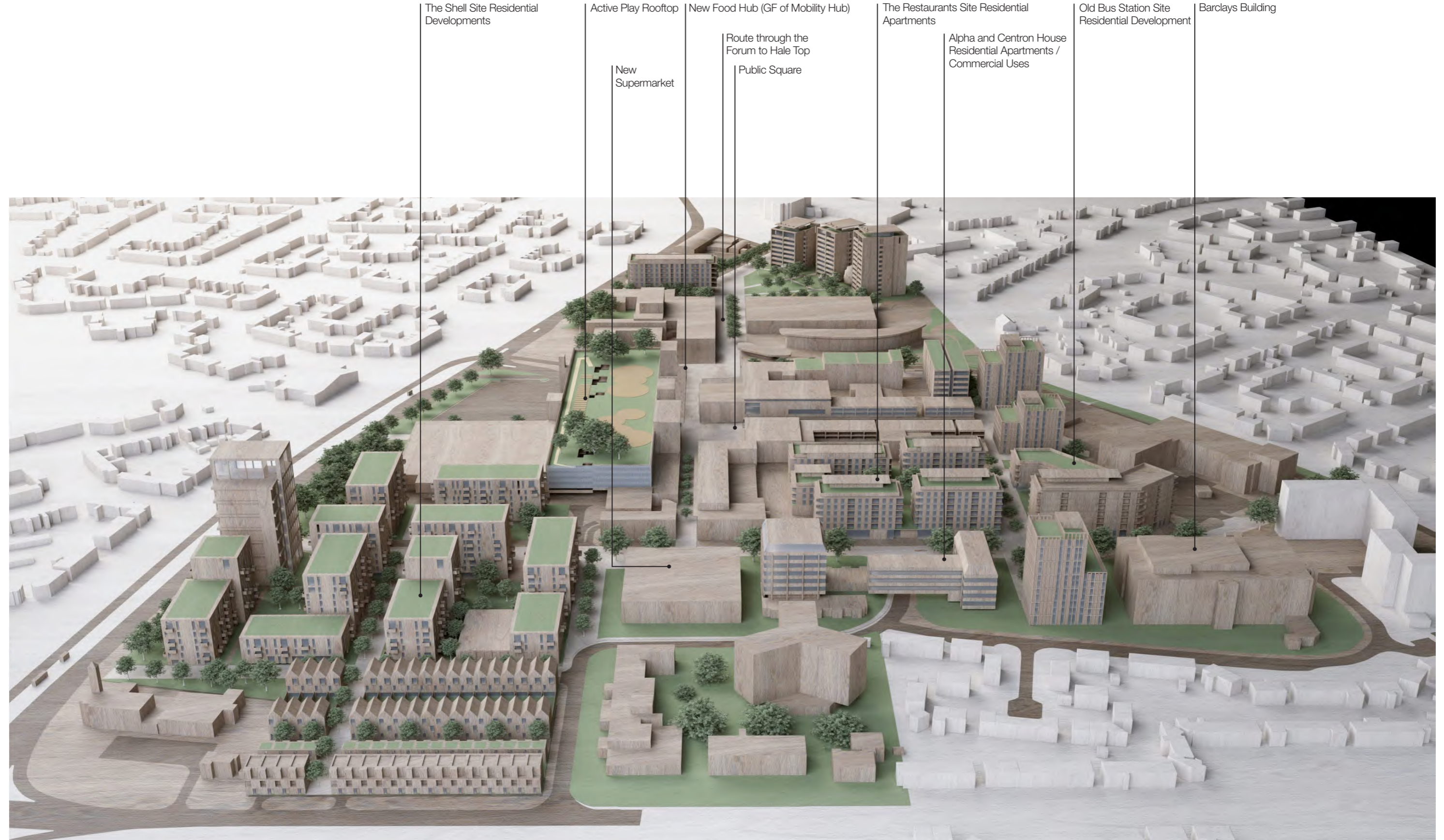
Active Play Rooftop



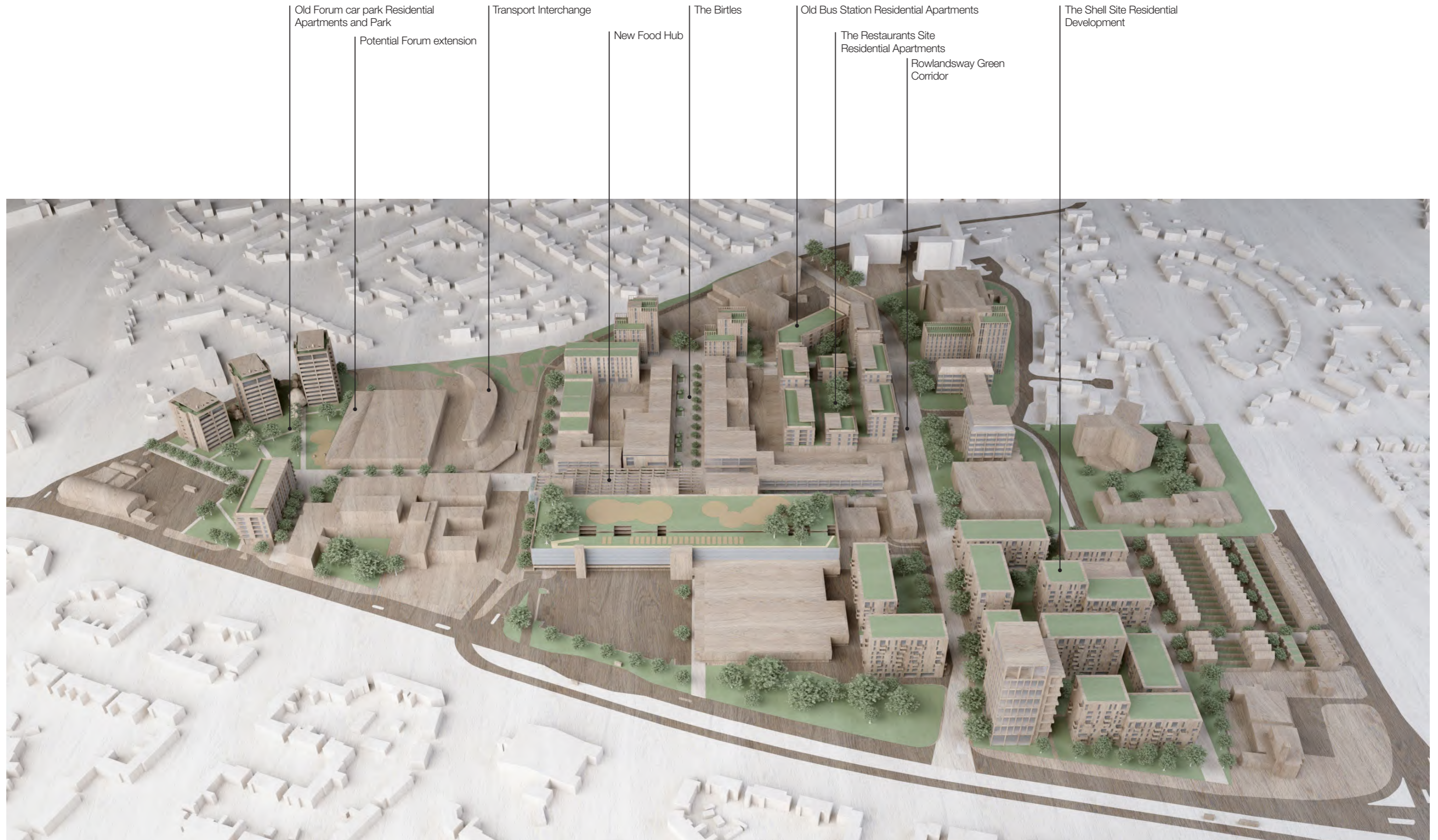
# 8.1 Short - Medium Term Vision (North)



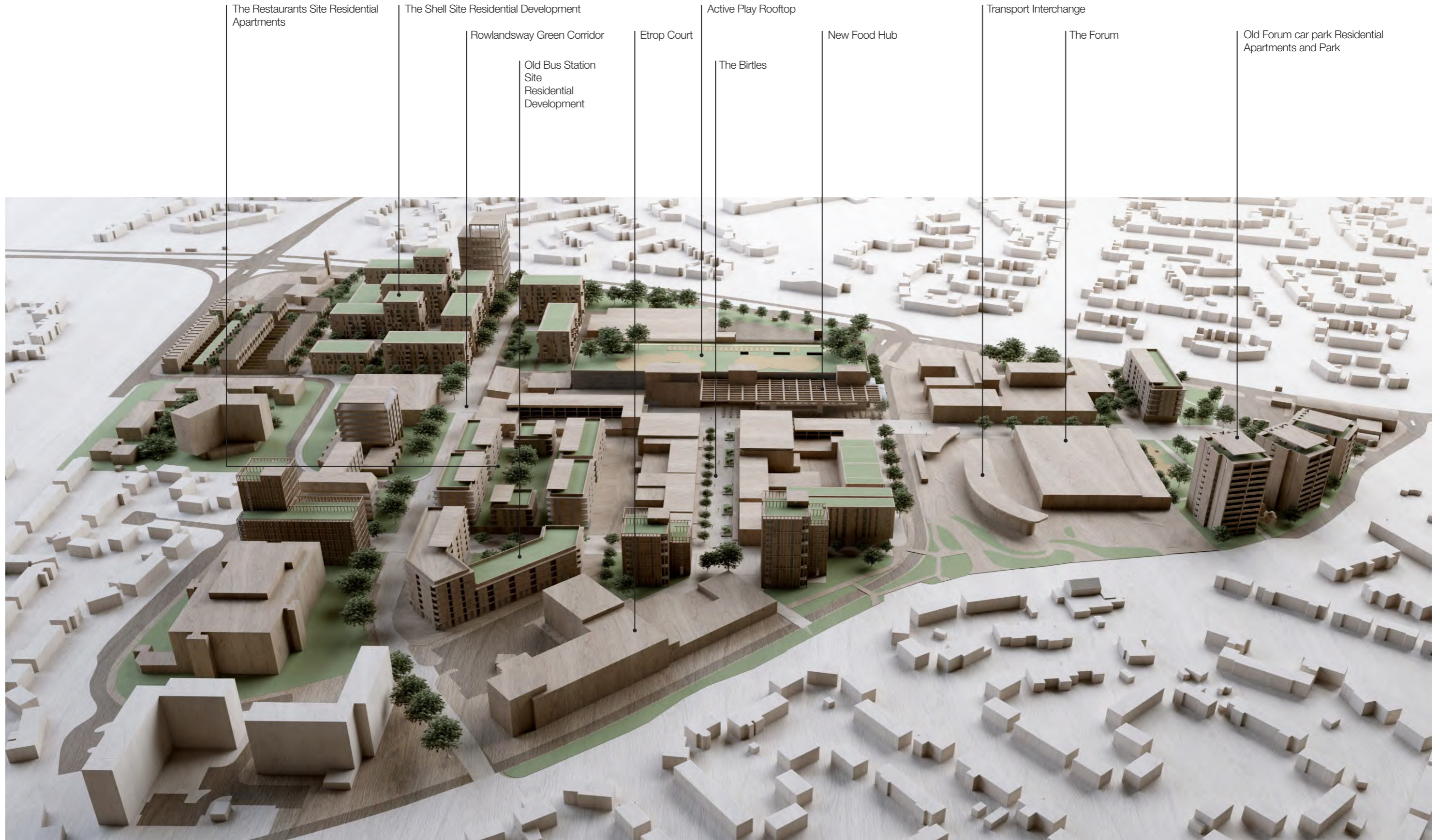
# 8.1 Short - Medium Term Vision (East)



## 8.2 Longer Term Vision (South)



## 8.2 Longer Term Vision (North)



## 8.3 Key Considerations

### Culture, Food and Beverage, and Food Hub

Underpinning the entire Masterplan is the need to increase footfall and dwell time within the Civic Centre. To meet this aspiration, we are introducing food and beverage, food pop-ups, cultural activities, and creative industries into the Civic Centre.

Initially on a temporary basis we propose a food and beverage-led approach in two locations, one on the empty market site and the second to the back of the Birtles facing the Interchange. These could be a containerised type of offer which can be quickly installed before a more permanent offer is built within the Food Hub.

Alongside the food and beverage element, the proposal seeks to bring the former Co-op building and the adjacent extension above the existing retail back into use for food pop-ups, cultural activities, and creative industries.

Both initial phases will test the local market for the Food Hub and start to shape the offer that is to be developed for the final proposal. Once established the Food hub will offer a mix of food and produce sales, working with local sellers and using crops from self-sufficient homeowners within Wythenshawe. The repurposed Co-op building and its extension will be curated to provide spaces for public workshops, creative studios, and performance space. Working with the Birtles offer and the Food Hub there will be a microclimate of creative activity and food and beverage.

The later development of these vacant sites into permanent residential developments (Rear of Birtles and former Market square) will provide further ground floor food and beverage opportunities and act as a backdrop to the tram stop, enhancing the overall user experience when arriving at the Civic Centre.

### Co-op Building

Floor	Floor Area
FF (incl. extension over retained retail)	1,730m <sup>2</sup>
2F	1,150m <sup>2</sup>
Dimensions (2F)	
Width	43.7m
Length	26.2m

### Food Hub

Floor	GIA
GIA (Food hub within existing retail on GF of Mobility Hub)	2,050m <sup>2</sup>
GIA (Alternative)	2,050m <sup>2</sup>

### Commercial and Employment Opportunities

The existing site has a significant amount of vacant office space and empty commercial buildings. The proposal seeks to reuse this surplus space, above the shops along the Birtles, to create managed office space and studios for creative industries.

The managed office space will be co-working type office space with agile working lounges, meeting rooms and amenity. Larger private office accommodation will be available utilising the shared amenity. For the creative industries smaller 150-300 sqft well priced studio units will be offered on short term leases. Creating a varied range of users across the Civic Centre. Opportunities will be explored for the creation of new more modern retail provision along the Birtles.

Building on the success of Delta House as a market leading data centre the proposal is to find opportunities to expand shared, neutral infrastructure in a state of the art Data Centre. Originally the Barclays building was designed as a data centre with small windows and limited natural light so re-purposing it for a modern data/ IT market should be an ideal fit.

Another employment opportunity will be the supermarket proposed on the former Gala Bingo site.

### The Birtles & Hale Top

Upper floors of retail

FF & 2F	Floor Area
Block 1	1,600m <sup>2</sup>
Block 2	2,540m <sup>2</sup>
Block 3	4,700m <sup>2</sup>
Block 4	3,120m <sup>2</sup>
<b>Total</b>	<b>11,960m<sup>2</sup></b>

### New Residential Opportunities

Outside of the main shopping street, the existing site has an abundance of empty brownfield sites which could be repurposed as residential developments. The framework seeks to replace some of the ideas of the garden city movement and create several self-sufficient neighbourhoods, creating a range of homes for the market from family homes to help to buy properties with a mix of tenures from private rented schemes to privately owned.

Existing residential values are low in Wythenshawe, however there is limited supply of new build housing in South Manchester and strong demand at present for affordable housing tenures. The proposals are to provide a different type of housing mix to that which is currently provided locally. This will allow for the different demographics within Wythenshawe Civic Centre to increase consumer spend and help revitalise the Civic Centre.

Within the housing developments, policy compliant affordable housing will be provided. In addition there are new residential opportunities for housing for young people, key workers and older persons accommodation.

Each neighbourhood will be centred around self-sufficiency with solar arrays creating energy and rooftop vegetable gardens managed by the residences with surplus being given to the food hub creating sustainable local produce. At ground level, green spaces both between buildings and along the pedestrian streets and road access are provided. The Forum

neighbourhood is set in a parkland providing open space and areas for family active play.

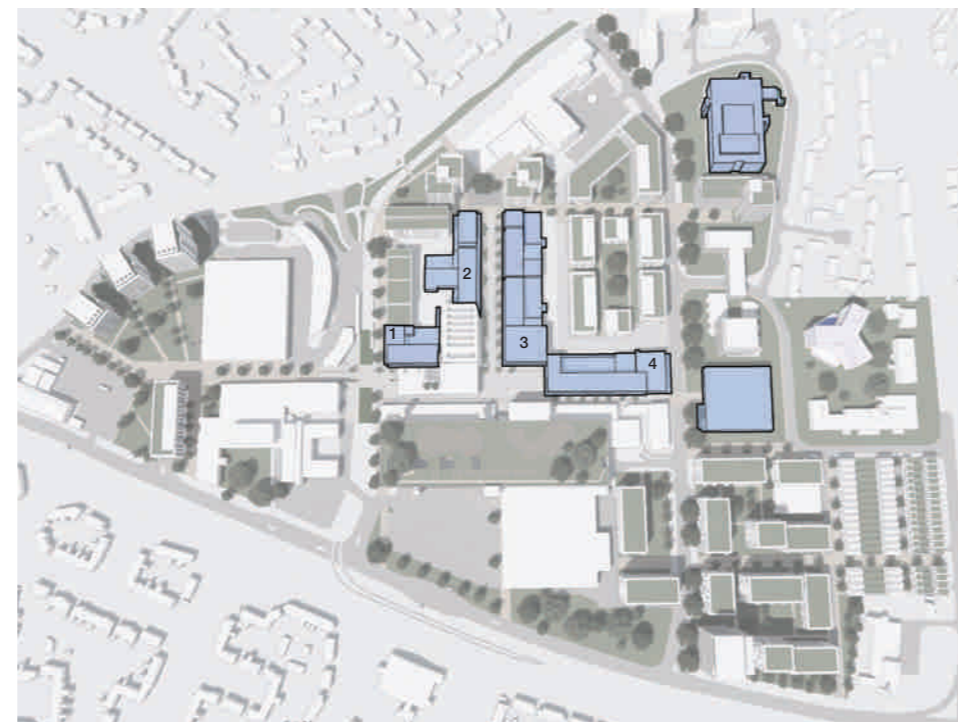
Connecting homes to new transformational digital infrastructure by providing full fibre to the home (FTTH) will also be essential.

Parking will be provided in the neighbourhoods themselves and the mobility hub.

Alongside the new-build developments existing buildings Centron and Alpha House could be repurposed as residential developments with community usages at ground floor.

### Total Number of Developments

Proposed Developments	Units
Forum Car Park Site	214
The Birtles	167
Old Bus Station Site	231
The Restaurants Site	204
BP Petrol Station Site	116
Shell Site	588
Alpha & Centron House	76
<b>Total</b>	<b>1,596</b>





## 8.3 Key Considerations

### Mobility Hub

The existing surface parking around the Civic Centre has been consolidated into the mobility hub. The existing carpark has been altered to remove the retail and private airport parking usages. This opens up the ground floor and allows for the removal of circular ramp readdressing the entrances. This remodelling should provide 1,032 spaces together with Etrop, Charging Station and the Asda parking there could be 1,285 public spaces within the Civic Centre. An additional 10 spaces have been allocated for the Forum.

Within each residential neighbourhood there is an element of multi-storey parking for the apartments and dedicated parking to the townhouse. The surplus of parking for each neighbourhood will be supplied within the mobility hub.

The Mobility Hub will also contain electric charging points for cars and scooters with bike storage and workshop facilities to further the active travel plan. On the top floor we have the active play and allotments. This impressive transformation would see the car park roof turned into a vibrant destination for the community. The size and scale of the roof would mean it could be split between the area's with public / free access and revenue generating activity. These new areas would create opportunities for educational engagement with local schools and colleges. Our approach would be to work with local schools and colleges to co-design the spaces with the local children.

A new small car park, service area and drop off zone is proposed for the Forum. Whilst it is expected that the majority of uses will use the improved mobility hub for parking, it is acknowledged that some users will still require closer car parking or an easily accessible drop off zone.

### Proposed Public Car Parking Spaces

Existing Public Car Parking	Total
<b>Total Public Parking</b>	<b>1,320</b>

Retained and Proposed Public Car Parking	Spaces
1. Mobility Hub	1,032
2. Charging Station	27
3. Asda/Retail Surface Parking	151
4. Etrop Court	75
5. Medical Centre	40
6. Forum Car Park (Accessible spaces only)	10
<b>Total</b>	<b>1,335</b>

### Landscape and Public Realm

Across the Civic Centre we have a rich network of public realm and landscape spaces ranging from large scale parklands, grand tree lined boulevards to smaller intimate residential courtyards.

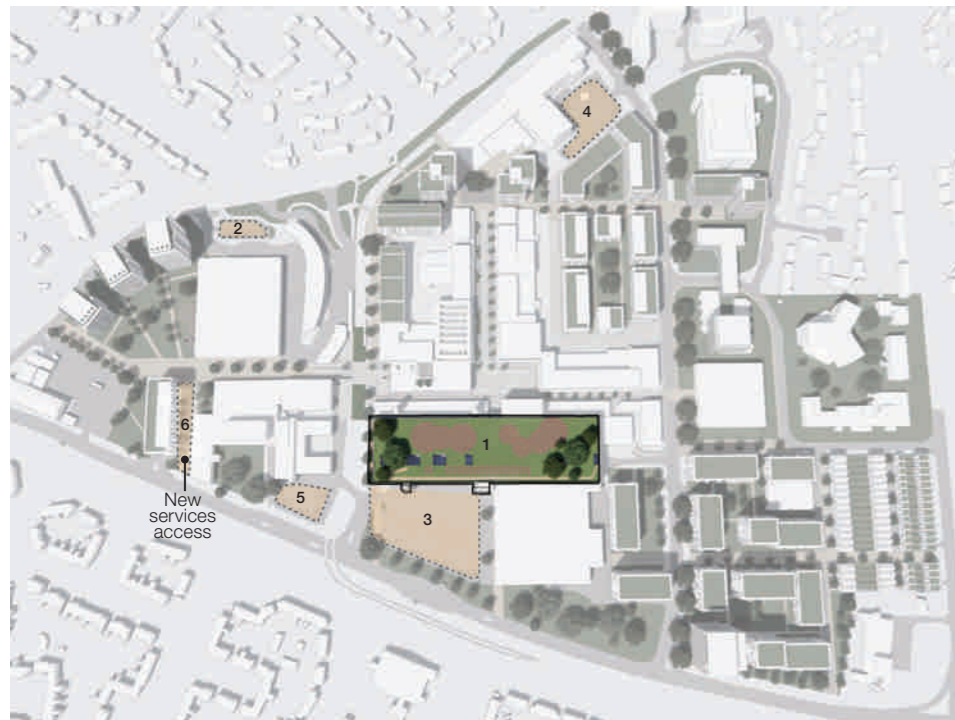
The framework seeks to provide a 2.5 acre Park with associated family active play. 9,000 m<sup>2</sup> of improved, widened and relocated Civic Centre routes, enhancing access to the site and the retail experience and all leading to the newly created 1,696m<sup>2</sup> central square at the heart of the development.

The new residential neighbourhoods each focused around a landscape setting with limited vehicular movements and pedestrianised streets and courtyards, linking to the wider masterplan.

All of these links will reach out beyond the masterplan and draw people from the wider Wythenshawe area back into the Civic Centre.

### Landscape and Public Realm Areas

Proposed Public Realm	Area (sqm)
Forum Apartments & Park	10,500
Public Square	1,696
Pedestrianised Routes	15,050
Green Corridor	8,755
Roads	6,200
Residential Landscaping	15,600
<b>Total</b>	<b>55,781</b>



## 8.4 Quick Win 1

### Food and drink, meanwhile creative use and co-working / employment space

#### 1. Existing vacant sites - Market c.1400m<sup>2</sup> / Service Yard c. 900m<sup>2</sup>

- Utilise open spaces as temporary food and beverage until permanent 'Food Hub' is delivered
- Improve the daytime dwell time
- Develop the night-time economy
- Improve the approach from the tram creating an active frontage

#### Interventions Required

- Negotiate with a provider like Hatch / Stack / Box Park or similar to create a containerised development
- Toilet Provision
- Power / Water / Waste management
- Site clearance and barriers / fences removed
- New external signage

#### 2. Temporary Co-Op Building Use – First Floor c. 1,730m<sup>2</sup> / Second Floor c. 1,150m<sup>2</sup>

- Bring the unoccupied building back into use using both the existing and extended building.
- Occupy building with pop up meanwhile usages.
- Recycle usages with popular pop ups taking more permanent position within The Birtles or Food Hub.
- Run workshops / lectures / cinema for local community.

#### Interventions Required

- Envelope, minimal upgrades as required for temporary use.
- Core upgrades to facilitate the new use in compliance with current accessibility and fire regulations.
- Existing stair size will limit potential occupancy
- Access lift as required and space available
- Power and Data upgrades to facilitate new use. Ceiling mounted basket cable trays to galvanised conduit distributed power, wall, column and or power pole drops depending on final layout.
- Ventilation upgrades as required. Natural Vent with openable windows. MVHR for heating with rooftop condenser. Mechanical vent for popup food kitchens.
- WC provision, Superloo to both levels. Located in line with existing service risers using existing drainage, basic partition walls painted with tiled splash back for sinks. Basic sanitaryware and Doc M pack.
- Minimal Subdivision, each level will be dependent on need and could be undertaken by renters.

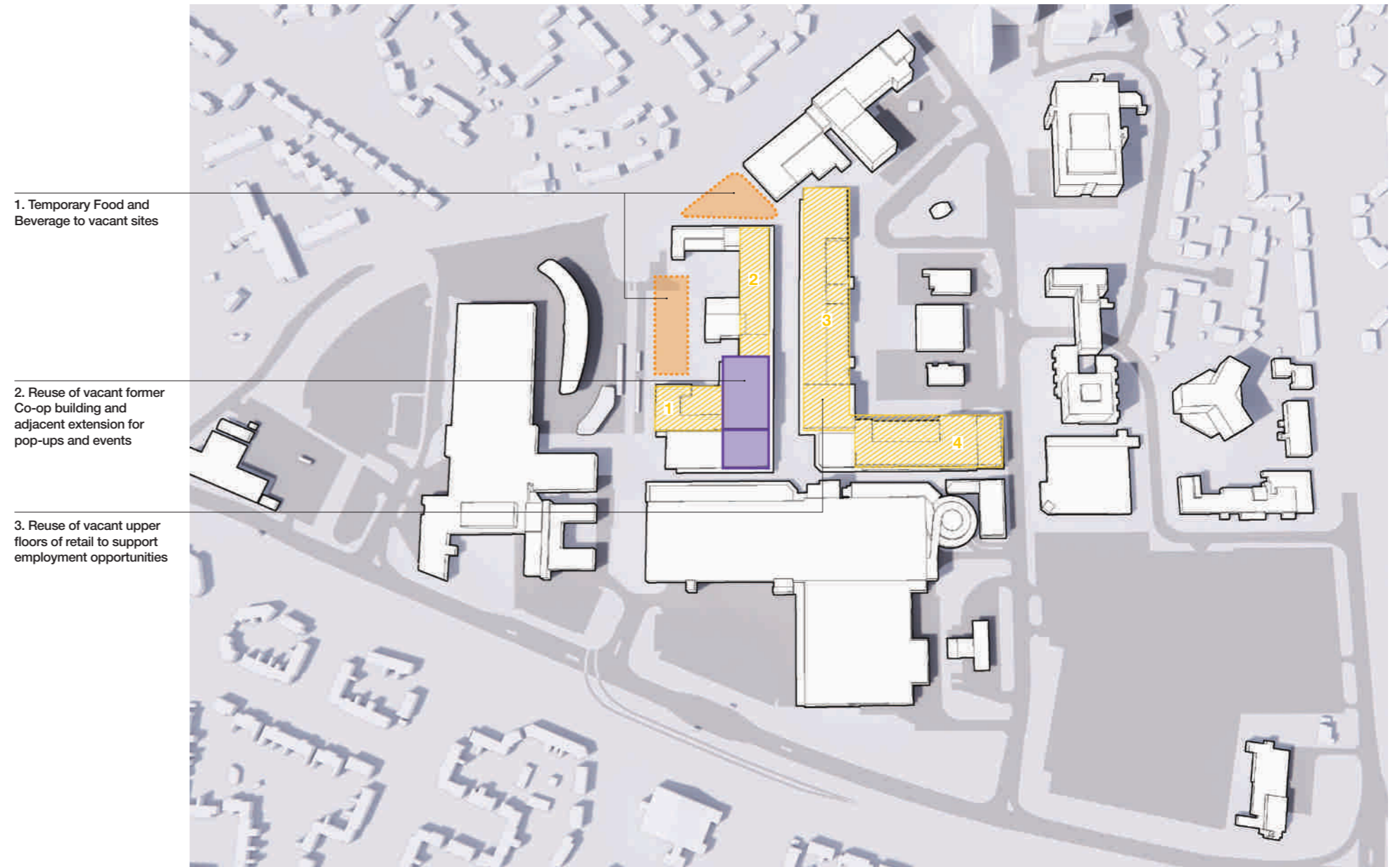
- External and internal signage

#### 3. The Birtles - First Floor / Second Floor – c. 11,960m<sup>2</sup>

- Bring the unoccupied space back into use initially with limited interventions.
- Provide permanent location for successful popups from the Co-op building

#### Interventions Required

- Envelope, minimal upgrades as required for temporary use. Once established future phases to upgrade the external fabric as appropriate.
- Core upgrades to facilitate the new use in compliance with current accessibility and fire regulations.
- Power and Data upgrades to facilitate new use. Reuse existing initially.
- Ventilation upgrades as required, Natural Vent with openable windows initially.
- WC provision – Reuse existing provision.
- Minimal Subdivision
- Floor finishes upgrade throughout.
- Internal redecoration



1. Temporary Food and Beverage to vacant sites

2. Reuse of vacant former Co-op building and adjacent extension for pop-ups and events

3. Reuse of vacant upper floors of retail to support employment opportunities



View from the public square towards the Co-Op building



Stack Newcastle temporary food and retail village

## 8.5 Quick Win 2

### New Food Hub, public square and new public realm connections

#### 1. Public Square – c. 1,696m<sup>2</sup>

- Creation of new public square within the heart of Wythenshawe Civic Centre - Width 53m, Length 32m
- Square to engage with food hub to provide external seating and dwell space

#### Interventions required

- Demolition of circa 337m<sup>2</sup> extension (demo 1) to the 1960's buildings to create the space for the square.
- Reinstated ground floor shopfront glazing to exposed building following demolition.
- Upgrade landscape to the square

#### 2. Pedestrian N-S & E-W Connections - c. 6,990m<sup>2</sup>

- Enhance North / South link from Simonsway to Poundswick Lane
- Enhance East / West link from the Forum to the new Supermarket

#### Interventions required

- 6,990m<sup>2</sup> Landscape scheme with planters, trees, seating, and high-quality hard and soft landscape materials.

#### 3. Co-op - c. 2,880m<sup>2</sup> (First Floor c. 1,730m<sup>2</sup> / Second Floor c. 1,150m<sup>2</sup>)

- Continued use of the former Co-op building
- Extend Co-op building functions over existing retail
- Use change to Cultural Activities
- Performance and workshop activities

#### Interventions required

- Access - Pedestrian / DDA, Vehicular Emergency, Perimeters, Crowd dispersal
- Licensing - Premises licensing, Markets Licences, Street Trading Consent
- Topography - Surface materials, Weight loading
- Services - Power, Water, Connectivity, Toilets, Waste Management, Storage

#### 4. Food Hub – c. 2,050m<sup>2</sup>

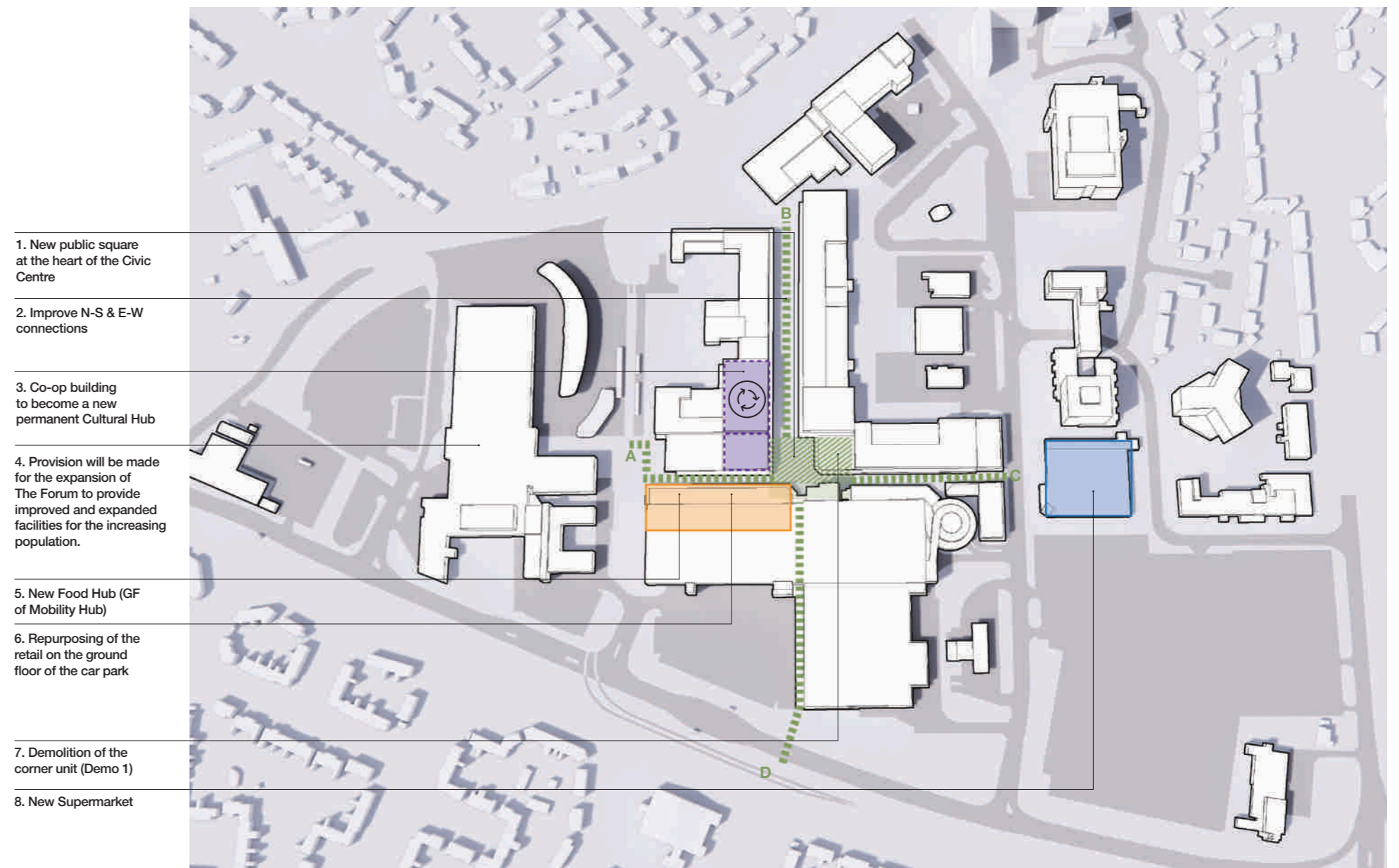
- Creation of a place for food and drink at the heart of the Civic Centre
- Building on the success of the temporary pop ups in Quick Win 01
- Working together with the Co-op building to create a space for market-style offering
- Providing opportunities for employment, for young adults to learn new skills and transforming food pop-ups into flourishing businesses

#### Interventions required

- Construction of new Food Hub within the ground floor of the Mobility Hub
- Access to the Mobility Hub will need to be reviewed further if the Food Hub occupies the current retail within the carpark
- 14no. Units at ground floor ranging from 11m<sup>2</sup> – 22m<sup>2</sup>, and 1no. food produce market.
- Will include seating, toilets, back of house and amenity space.

#### 5. New Supermarket - Size TBC

- Creation of a new supermarket on the bingo site
- Consultation underway between operator and Manchester City Council.



1. New public square at the heart of the Civic Centre

2. Improve N-S & E-W connections

3. Co-op building to become a new permanent Cultural Hub

4. Provision will be made for the expansion of The Forum to provide improved and expanded facilities for the increasing population.

5. New Food Hub (GF of Mobility Hub)

6. Repurposing of the retail on the ground floor of the car park

7. Demolition of the corner unit (Demo 1)

8. New Supermarket



View from the transport interchange arrival



Aerial view of the public square with dimensions

## 8.6 Longer Term Aspiration

Beyond the immediate Quick Win 2 opportunity, there remains a longer-term aspiration to improve east to west connectivity across the Civic Centre and to provide a new highly visible and ambitious new Food Hub offer independent of the existing carpark and perhaps once the Mobility Hub is established. As illustrated this longer-term aspiration allows for greater visual permeability and view along a newly aligned 'Hale Top' with the new Civic Square as a focus in the distance.

### New Food Hub, Public Square and new public realm connections

#### 1. Public Square – c. 1,696m<sup>2</sup>

- Creation of new public square within the heart of Wythenshawe Civic Centre - Width 53m, Length 32m
- Square to engage with food hub to provide external seating and dwell space

#### Interventions required

- Demolition of circa 337m<sup>2</sup> extension (demo 3) to the 1960's buildings to create the space for the square.
- Reinstated ground floor shopfront glazing to exposed building following demolition.
- Upgrade landscape to the square

#### 2. Pedestrian N-S & E-W Connections - c. 7,133m<sup>2</sup>

- Enhance North / South link from Simonsway to Poundswick Lane
- Enhance East / West link from the Forum to the new Supermarket
- Improve connections to the tram and route to the public square

#### Interventions required

- Demolition circa 1,400m<sup>2</sup> (demo 1) as required to create the realigned pedestrian route. Making space for the food hub and the public square
- 7,133m<sup>2</sup> Landscape scheme with planters, trees, seating, and high-quality hard and soft landscape materials.
- Reinstated ground floor shopfront glazing to exposed building following demolition.

#### 3. Co-op – Reduction in size due to demolition – c. 2300m<sup>2</sup>

- Continued use of the former Co-op building
- Use change to Cultural Activities
- Performance and workshop activities

#### Interventions required

- Access - Pedestrian / DDA, Vehicular Emergency, Perimeters, Crowd dispersal
- Licensing - Premises licensing, Markets Licences, Street Trading Consent
- Topography - Surface materials, Weight loading
- Services - Power, Water, Connectivity, Toilets, Waste Management, Storage

#### 4. Food Hub – c. 2,050m<sup>2</sup>

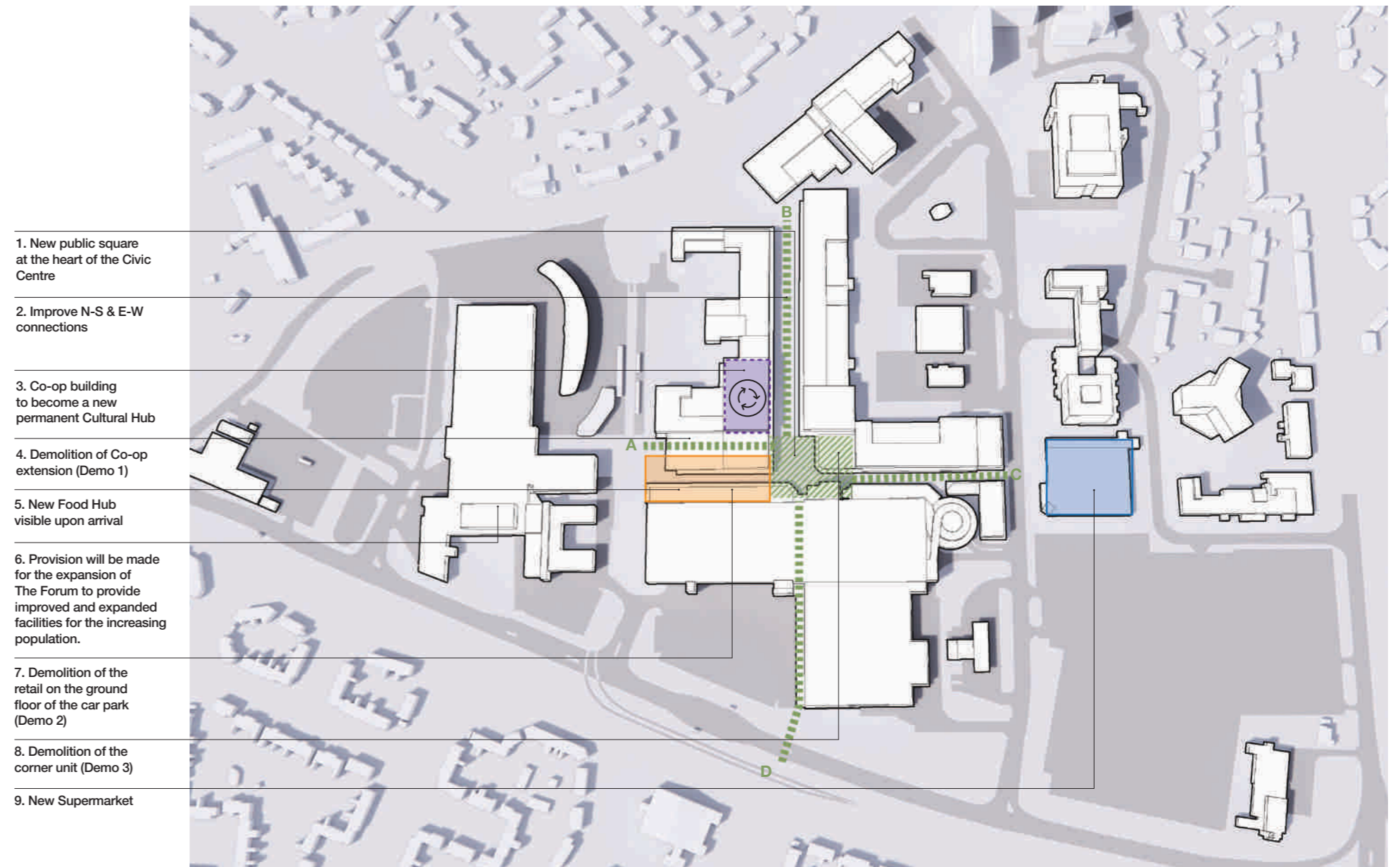
- Creation of a place for food and drink at the heart of the Civic Centre
- Building on the success of the temporary pop ups in Quick Win 01
- Working together with the Co-op building to create a space for market-style offering
- Providing opportunities for employment, for young adults to learn new skills and transforming food pop-ups into flourishing businesses

#### Interventions required

- Demolition of the extension to the Co-op building and units to both sides of Hale Top (Demo 1 & 2)
- Construction of new purpose-built Food Hub: Single storey building with projecting roof canopy to covered seating.
- 14no. Units at ground floor ranging from 11m<sup>2</sup> – 22m<sup>2</sup>, and 1no. food produce market
- Will include seating, toilets, back of house and amenity space.

#### 5. New Supermarket - Size TBC

- Creation of a new supermarket on the bingo site
- Consultation underway between operator and Manchester City Council.



View from the transport interchange arrival



Aerial view of the public square with dimensions

## 8.7 Quick Win 3

### Residential Developments on vacant sites and the adaptive reuse of existing buildings for commercial and residential purposes

#### 1. Barclays Building – c. 7,800m<sup>2</sup>

- Reuse of the existing building as a Data centre

#### Interventions

- Limited as this was the intended use of the building
- Upgrades as required to facilitate use

#### 2. Alpha and Centron House conversion – c. 8,754m<sup>2</sup>

- Reuse of the existing building, converting them into residential developments

#### Intervention required

- Full strip of existing services and façade
- New envelope to meet current regulations
- Upgrade core and lifts to meet current regulations
- Subdivide plan to creating a mixture of 1-2 bedroom apartments, 76 apartments in total.
- Ground floor usages to be community lead.
- Parking to be provided in a central location for the apartments

#### 3. Residences – c. 77,880m<sup>2</sup>

- Create new neighbourhoods within empty and available sites
- Parking to be provided in a central location for the apartments
- Parking to be provided individually to each townhouse

- Shell site provides - c. 56,680m<sup>2</sup>
- Apartments: 216no. 1beds; 302no. 2beds; 13no. 3beds
- Townhouses: 3B. 38no; 4B. 19no.

- Old Bus Station sites – c. 21,200m<sup>2</sup>
- Apartments: 78no. 1beds; 144no. 2beds; 9no. 3beds

#### 4. Mobility Hub – c. 46,524m<sup>2</sup>

- Transform the existing carpark into a transport hub.
- Remove Airport Parking to the top levels
- Remove the circular ramped access
- Reuse existing internal ramps for circulation
- Create bike store and workshop
- Create electrical charging points
- Create Active Play and allotment hub on the top floor 7,754m<sup>2</sup>

#### Interventions required

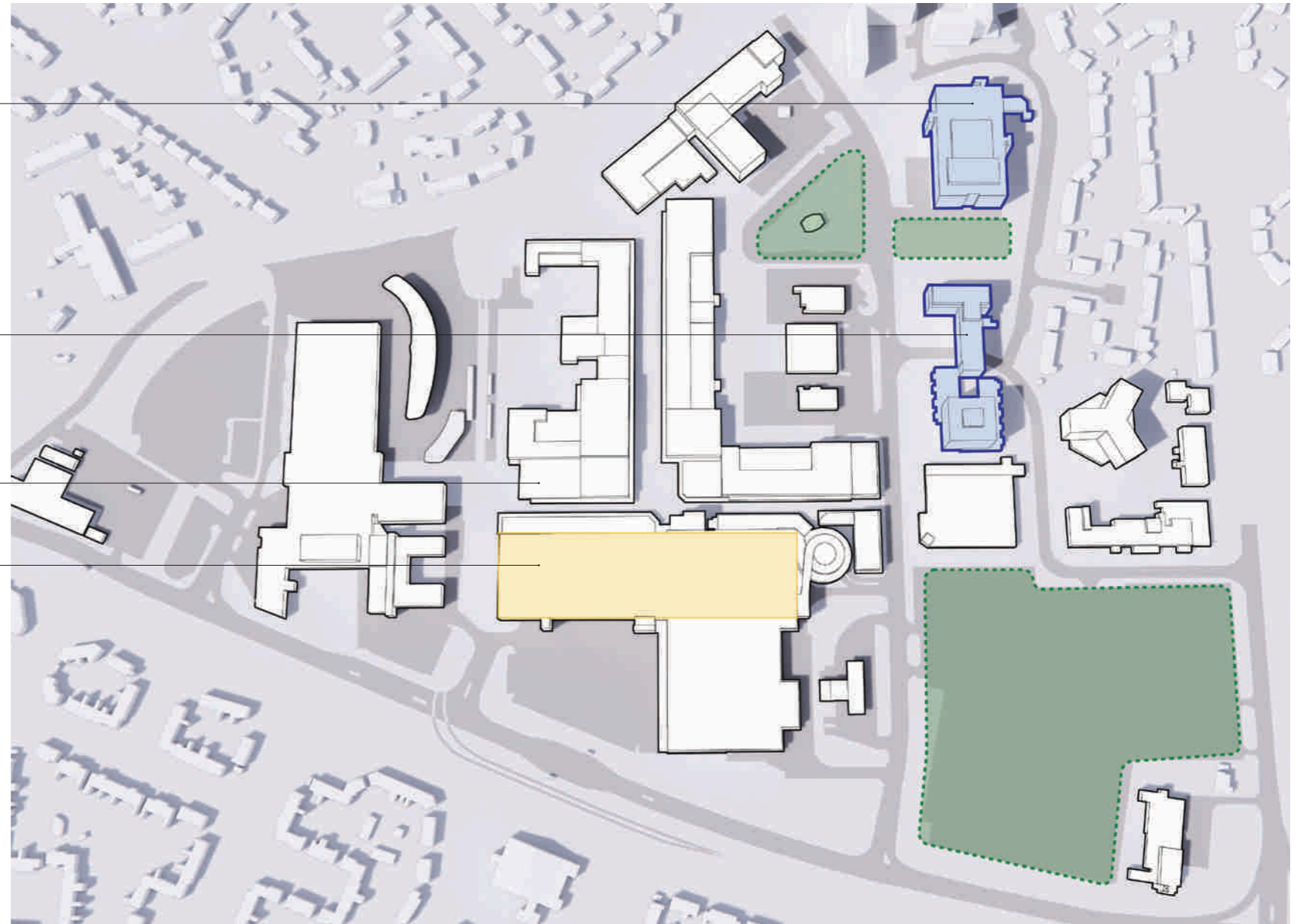
- Demolition of circular ramp
- Removal of internal adaptations to the ground floor
- Opening up of internal circulation
- Re-location of the entrance to the carpark
- Create bike store, workshops, and electrical charging point
- Dedicated entrance for the active play park from the new central square
- Landscape and allotment design to the rooftop.
- Access to the Mobility Hub will need to be reviewed further if the Food Hub is to be occupied within the current retail within the car park

1. Reuse of the old Barclays Building into a tech hub

2. Conversion of Alpha & Centron House into residential apartments

3. Residential developments on vacant sites

4. New Mobility Hub created in the existing car park building



Burnley Living Roofs



Luchtpark rooftop garden, Rotterdam



Trafalgar Place, London

## 8.8 Quick Win 4

### High Quality Public Realm and Green Corridor

#### 1. Green Corridor – c. 8,755m<sup>2</sup>

- Reintroduce tree lined boulevards along Rowlandsway removing the tarmac and replace it with softer planting and green edges.

#### Intervention required

- Resurfacing with shared surface
- Landscape including planting and trees

#### 2. Temporary Sponge Park – c. 2,000m<sup>2</sup>

- New temporary sponge park on the location of the former market space to the north of the Birtles.

#### 3. High quality public realm – c. 18,140m<sup>2</sup>

- Enhance linkages with the surrounding residential areas by improved crossings / movement into the Civic Centre.

#### 4. Forum Park – 2.5 Acre Park

- Create a new parkland setting within the Civic Centre, reintroducing some of the themes of the original garden city plan within the Centre.
- Consideration for the Forum proposed extension required including an area, as identified, reserved for the preservation of drop off and servicing facilities, short stay parking and taxi rank for users of the Forum.

#### Intervention required

- Remove old carpark
- Hard and soft Landscape including planting and trees
- Children's Active play.

#### 1. New green corridor along Rowlandsway

#### 2. Temporary sponge park

#### 3. High-quality public realm and pedestrianisation of key routes

#### 4. Opportunity for a public park with active play

#### 5. Potential extension for the Forum

#### 6. Area reserved for parking, services access and facilities for users of the Forum



Ulls Hus, Sweden



Mariahilferstrasse, Austria



Civic Park Warragul, Australia



South Gardens, Elephant Park, London



St Andrews, Bromley-by-Bow, London

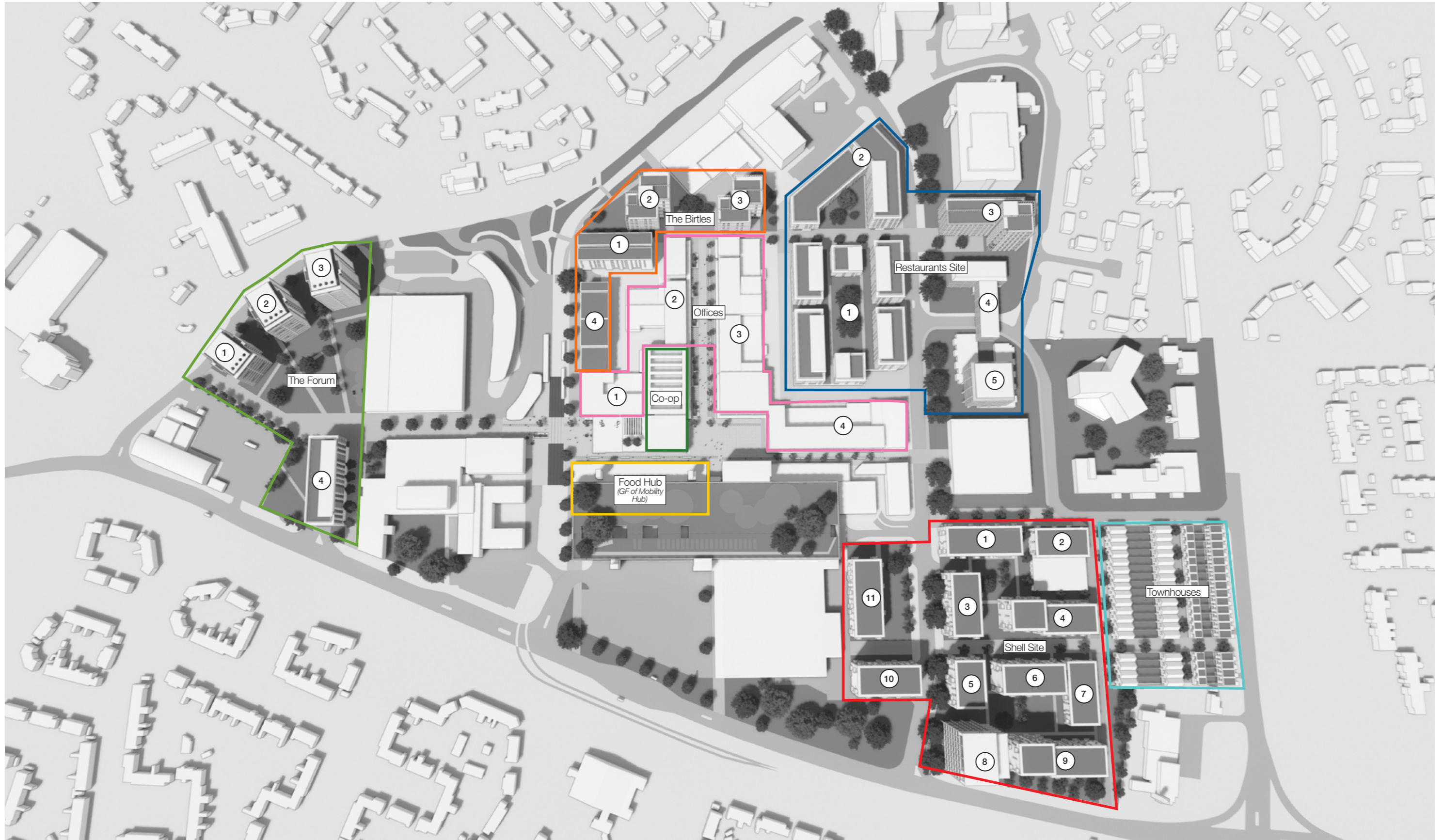


Urban Park Jesse Owens, France



Gronttorvet, Copenhagen

### 8.9 Accommodation Schedule Key



## 8.10 Accommodation Schedule

Level	Levels	No. of 1 beds	No. of 2 beds	No. of 3 beds	No. of 4 beds	Total units	Parking Spaces	Proposed			
								Gross Internal Area (GIA)		Net Internal Area (NIA)	
								m <sup>2</sup>	ft <sup>2</sup>	m <sup>2</sup>	ft <sup>2</sup>
<b>The Forum</b>											
Block 1	8	8	20	9	0	37		3840	41334	3000	32292
Block 2	10	14	28	9	0	51		4800	51667	3774	40623
Block 3	12	16	32	12	0	60		5760	62001	4552	48998
Block 4	7	24	42	0	0	66	34	5208	56059	4164	44821
Total Parking						214	34				
%							16%	868			
Total Parking The Forum needs from Multi-Storey							72				
Total %							50%				
<b>The Birtles</b>											
Block 1	6	20	30	0	0	50		4530	48761	3636	39138
Block 2	8-11	21	28	6	0	55		4986	53669	3763	40505
Block 3	5-8	12	16	6	0	34		3834	41269	2455	26426
Block 4	3	12	16	0	0	28		3108	33455	1694	18234
<b>Restaurant Site</b>											
Block 1	5-8	54	150	0	0	204	398	16126	173580	12737	137101
Block 2	4-7	52	86	0	0	138		12245	131805	8753	94217
Block 3	12	26	58	9	0	93		8955	96392	6561	70623
Block 4	5	8	20	0	0	28		4092	44046	2320	24972
Block 5	7	12	36	0	0	48		4662	50182	3270	35198
Total Parking (Birtles and Restaurant)						678	398	11916			
%							59%				
<b>Shell Site</b>											
Block 1	2	23	35	0	0	58		4518	48632	3541	38115
Block 2	5	8	8	0	0	16	81	1186	12766	932	10032
Block 3	8	31	31	0	0	62		4744	51064	3614	38901
Block 4	4-6	43	27	0	0	70		5050	54358	3938	42389
Block 5	8	14	32	0	0	46		3840	41334	2855	30731
Block 6	8	30	32	0	0	62		4744	51064	3623	38998
Block 7	4	6	24	0	0	30		2556	27513	1943	20914
Block 8	16	25	77	9	0	111		11138	119889	9089	97834
Block 9	9	36	36	4	0	76		6504	70009	5139	55316
Block 10	8	26	28	4	0	58		4744	51064	3752	40387
Block 11	6	22	36	0	0	58		4521	48664	3544	38148
Total Parking						647	81	2592			
%							13%				
Total Parking The Forum needs from Multi-Storey							182				
Total %							41%				
<b>Total</b>		495	864	64	0	1539		151067	1360849	95353	1026380
<b>%</b>		32.2%	56.1%	4.2%	0.0%						
<b>Net/Gross</b>									63.12%		
<b>Shell Site</b>											
Town Houses	3			38	19	57	57	3135	33745		
<b>Total</b>				38	19	57	57	3135	33745		
<b>%</b>				66.7%	33.3%		100%				
<b>Net/Gross</b>											
<b>Co-op</b>											
Co-op	2							2880	31000		
<b>Offices</b>											
Block 1	2							1600	17222		
Block 2	2							2540	27341		
Block 3	2							4700	50591		
Block 4	2							3120	33584		
<b>Food Hub</b>											
Food Hub	1							2050	22066		
<b>Landscape &amp; Public Realm</b>											
Public Square	1							1696	18256		
N-S & E-W direct connections from Public Square	1							6990	75240		
Forum Park	1							8480	91279		
Green Corridor	1							8755	94239		
Wider Pedestrian Connection	1							18140	195259		



Listen  
Question  
Think  
Design  
Deliver

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