

Moston Lane Development Framework

Manchester City Council

Final Draft
October 2023





MANCHESTER CITY COUNCIL
Welcome to
MOSTON
Please drive carefully
Moston Matters

MANCHESTER CITY COUNCIL
Moston Lane W/O
Mancat Police Stn
Mancat City Centre
Mancat School
Mancat Lane School

MOSTON LANE

↑ Shops
→ Shops



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1. Executive summary



Introduction

This document sets out a vision-led framework for the regeneration of Moston Lane, on behalf of Manchester City Council. It identifies potential interventions and areas of focus to help secure and promote the future growth and sustainability of Moston Lane over the next 10+ years.

Context

Within Greater Manchester, Moston Lane is a local centre, within the ward of Moston and is situated approximately 5km north east of Manchester City Centre (accessible by bus, train and Metrolink) and 2km south of the M60 (Junctions 20 and 21). Moston Lane, or known locally as ‘the Lane’, is an important local centre for shopping and amenities for the local community. For the purposes of this document, we will refer to ‘the Lane’ as Moston local centre.

Moston local centre boasts a number of attractive and heritage buildings, a range of local/independent shops and amenities (including a post office, butchers, bank and churches) and three small pocket parks. In addition to employment opportunities in the City Centre and via the M60, local opportunities exist within Tulketh Industrial Estate and North Manchester General Hospital.

The experience of visiting the centre is currently undermined by the volume of traffic and limited opportunities for meeting and spending time with friends and family. Parts of the centre are dominated by areas of informal car parking

taking place on sites cleared for potential future development. In addition, it also suffers from poor linkages and few cycle routes mean many visitors travel by car rather than walking or cycling. The centre is surrounded by attractive green spaces including Boggart Hole Clough, Moston Vale, Broadhurst Fields and Broadhurst Clough Local Nature Reserve, but poor signage and pedestrian routes undermine connections between the local centre and its surrounding assets, and in some cases create opportunities for anti-social behaviour.

There are a number of vacant and underutilised sites which hold the potential to increase and diversify housing choice in the area, responding to strong demand due to the relative affordability of homes in the area. There is scope to offer more modern affordable family homes as well as a need to ensure better management of privately rented homes.

Moston Matters is a strong community pride campaign, which is making good progress in promoting the centre and the opportunities on offer.



Our Vision

‘Moston Lane is a vibrant centre where families, community and culture mix along rejuvenated streets and new community-focused spaces.’



Moston Lane vision collage

Objectives

1. Creating a new local centre destination for Moston. A new place that offers space for the community, residents and local businesses to come together.
2. To provide more opportunities for visitors to spend longer together in Moston Lane in attractive new spaces which can support a vibrant programme of events.
3. To make more of green and built assets.
4. To support Moston to be an attractive, safe and vibrant neighbourhood.
5. Improved and safer streets that provide walking and cycling opportunities for all.
6. To enhance the choice and diversity of quality affordable and market homes, and improve the quality and management of existing stock.
7. Provide new, sustainable homes that integrate with existing streets.
8. Local businesses continue to prosper and new retail and commercial units allow for growth.

Strategy for change

The draft framework sets out the key physical opportunities for change in the form of 7 projects that will help achieve the objectives and realise the vision for Moston. These are:

1. Establishing a stronger local centre with the creation of a new community focused space;
2. Supporting the delivery of new homes;
3. Improving the quality and management of existing private rented stock;
4. Enhancing the quality of the public realm along Moston Lane;
5. Supporting more sustainable movement around the local centre and to surrounding green spaces;
6. Enhancing existing spaces to offer improved functions for the local community; and
7. Rationalising car parking and improving the provision of parking within the centre.

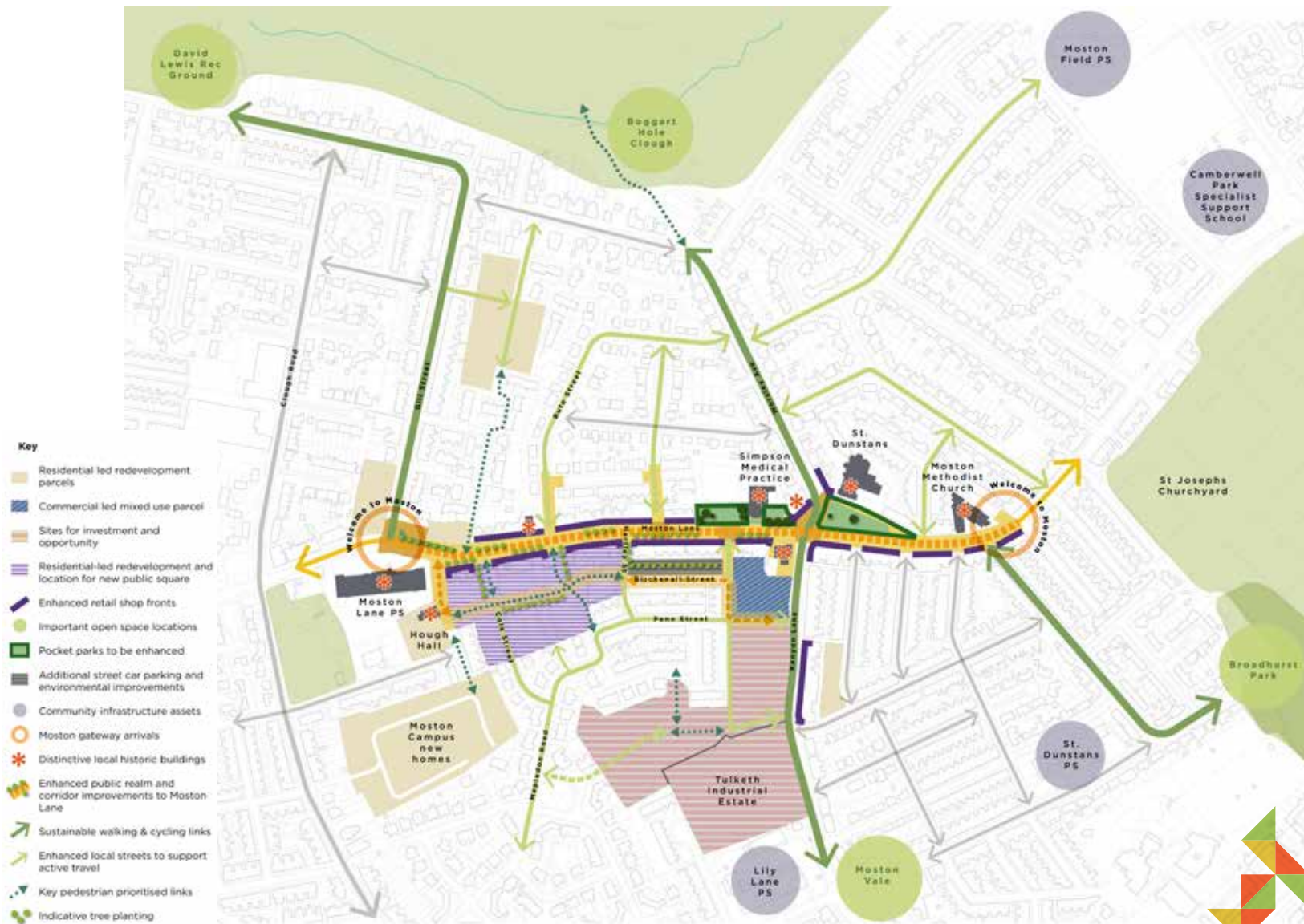


Figure 1: Development framework for Moston Lane

2. Introduction

Document purpose and status

This document sets out a vision-led framework for the regeneration of Moston Lane, on behalf of Manchester City Council. It sets out potential interventions and areas of focus to help secure and promote the future growth and sustainability of Moston over the next 10 years plus.

The document is supported by a review of Moston Lane's retail, commercial and residential requirements, and sets out physical interventions that look to address issues around physical appearance, environment, housing offer, street quality and place promotion.

The document is not intended to present a detailed or fully resolved regeneration strategy or delivery strategy. It presents initial analysis, concepts and propositions. The framework is intended to provide the basis for future opportunities for investment, growth and delivery from both the public and private sectors.

The feedback and recommendations received through stakeholder and community engagement has informed and shaped the final framework document.



Collection of photographs illustrating Moston as it is today

Neighbourhood study area

The Development Framework focuses on the Moston Lane corridor (shown adjacent as dark red) as well as a broader catchment area (defined by the red line boundary) that includes a number of the surrounding residential areas, local amenities and streets.

Moston Lane is the economic and retail heart of the neighbourhood with a variety of community and convenience retail offers.

The study area is defined to the north by Boggart Hole Clough, to the east by Moston Fields Primary School and Croft Hill Road; to the south by Bluestone Road / Lily Lane and to the west by Ashley Lane and Clough Road.



Figure 2: Framework study boundary & Moston Lane corridor (red shading)

3. Setting

Wider setting & context

Moston Lane is situated approximately 5km north east of Manchester City Centre. It is bordered by Harpurhey to the west, Charlestown to the north and Newton Heath to the south. To the east is the larger town of Oldham, approximately 5 miles from Moston local centre.

It is also approximately 900m east of Harpurhey district centre, which offers a range of local convenience retail as well as an ASDA superstore and other national brands, the Manchester Youth Zone and healthcare facilities.

The local centre is surrounded by attractive, large open green spaces including Boggart Hole Clough, Moston Vale, Broadhurst Fields and Broadhurst Clough Local Nature Reserve.

The area is well connected via the following modes of transport:



- **Bus** - 30 minutes to City Centre with 10 buses routing along Moston Lane in both directions;



- **Metrolink and Moston train station** - are a 25 minute and 30 minute walk respectively;



- **Car** - 2km south of the M60 close to J20 and J21. Manchester City Centre is within a 15 minute drive;



- **North Manchester General Hospital** - is 2km north and can be reached within a 10 minute drive;



- **Moston Lane accommodates** - churches, social clubs and healthcare facilities; and



- **Four large employment/ industrial sites** - within 3km of the centre.

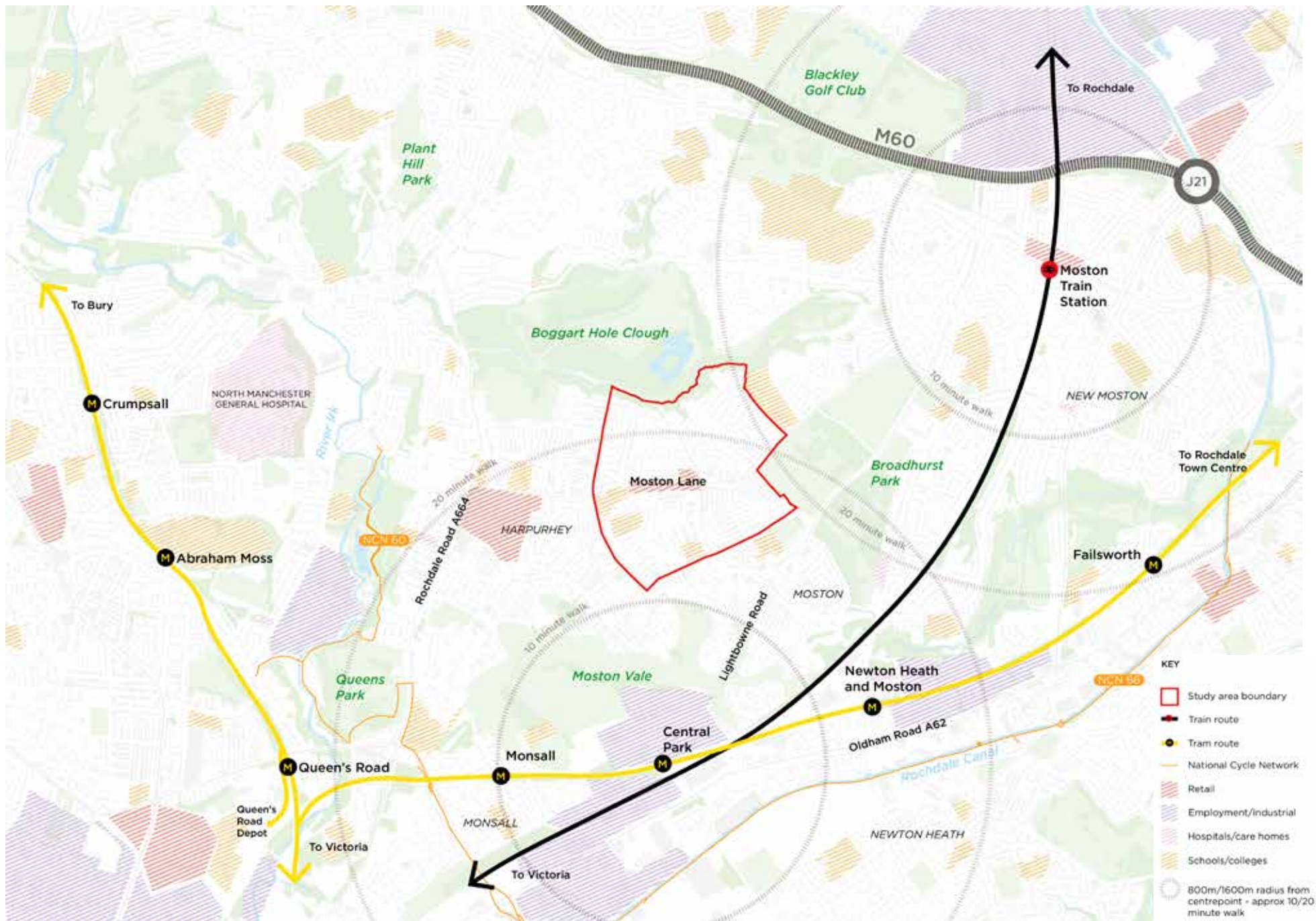


Figure 3: Moston Lane within its wider context

4. Spatial review

Place constraints

Moston experiences various constraints and challenges that are negatively impacting upon the sense of place, or which prevent it from being able to make the most of its inherent qualities. The plan overleaf (Figure 4) identifies some of those with most impact:

1. **Vacant land and alleyways** - immediately north and south of Moston Lane are areas of under utilised pockets of cleared land and poorly maintained rear ginnels /alleyways.

Alleyways and ginnels interface with the rear of retail units both north and south of Moston Lane. These environments are low quality due to lack of overlooking frontage, fly tipping and waste management issues.



Images above show the impact of 1. vacant alleyways 2. poor quality streetscape 3. poor quality arrival experiences and 4. some of the area's heritage assets.

The impact of street layout, vacant sites and poorly maintained environments encourages crime and anti-social behaviour in areas such as Birchenall Street, Arran Street, Albine Street, Pym Street and Cole Street.

2. **Streetscape** - Moston Lane corridor is a place dominated by road vehicles, with footways narrowed in areas to accommodate a wide vehicle carriageway and car parking. The environmental and visual quality of this thoroughfare / route is disjointed and deteriorating.

The quality and consistency of shop frontage signage and overall condition varies significantly, with the vast majority in poor condition. Combined, these create a

conflicting experience along the street which does not encourage dwell time or a positive pedestrian experience.

3. **Sense of place** - an absent sense of arrival, with no clearly defined centre, means that Moston Lane functions as a place to travel through, and not as a place to spend time.
4. **Heritage** - the heritage of the place is visible through some of its historic buildings but these sit as independent objects, disconnected from each other due to the car dominated, low quality public realm and retail frontage. These assets could be better celebrated, to help create a strong sense of character for Moston, through enhanced and refined street, branding / signage and public realm interventions.

'Frontage'.....what this means

This refers to a part of a building wall which faces a public place such as a street or a public space. It is what is read as the front of the building.



5. **Car parking** - the provision of car parking across Moston local centre is uncoordinated and there is a lack of formal parking. Currently, cleared sites for future residential development to the south of Moston Lane are being used for car parking and are large, poorly laid out and by night they are less desirable parking places. A reluctance for residents to use these spaces, for fear of crime or vandalism, then puts greater parking demands on local residential streets, creating tensions and issues where driveways are obstructed and access to ginnels/alleyways are restricted for refuse collection/servicing. A parking strategy for the area would coordinate and manage car parking.

6. **Connections to green spaces** - although on the doorstep of Moston Lane, Boggart Hole Clough, Moston Vale and Broadhurst Park feel disconnected because of the quality of the links to them. This is due to a lack of signage / wayfinding, poor quality pedestrian routes and lack of cycle connections.

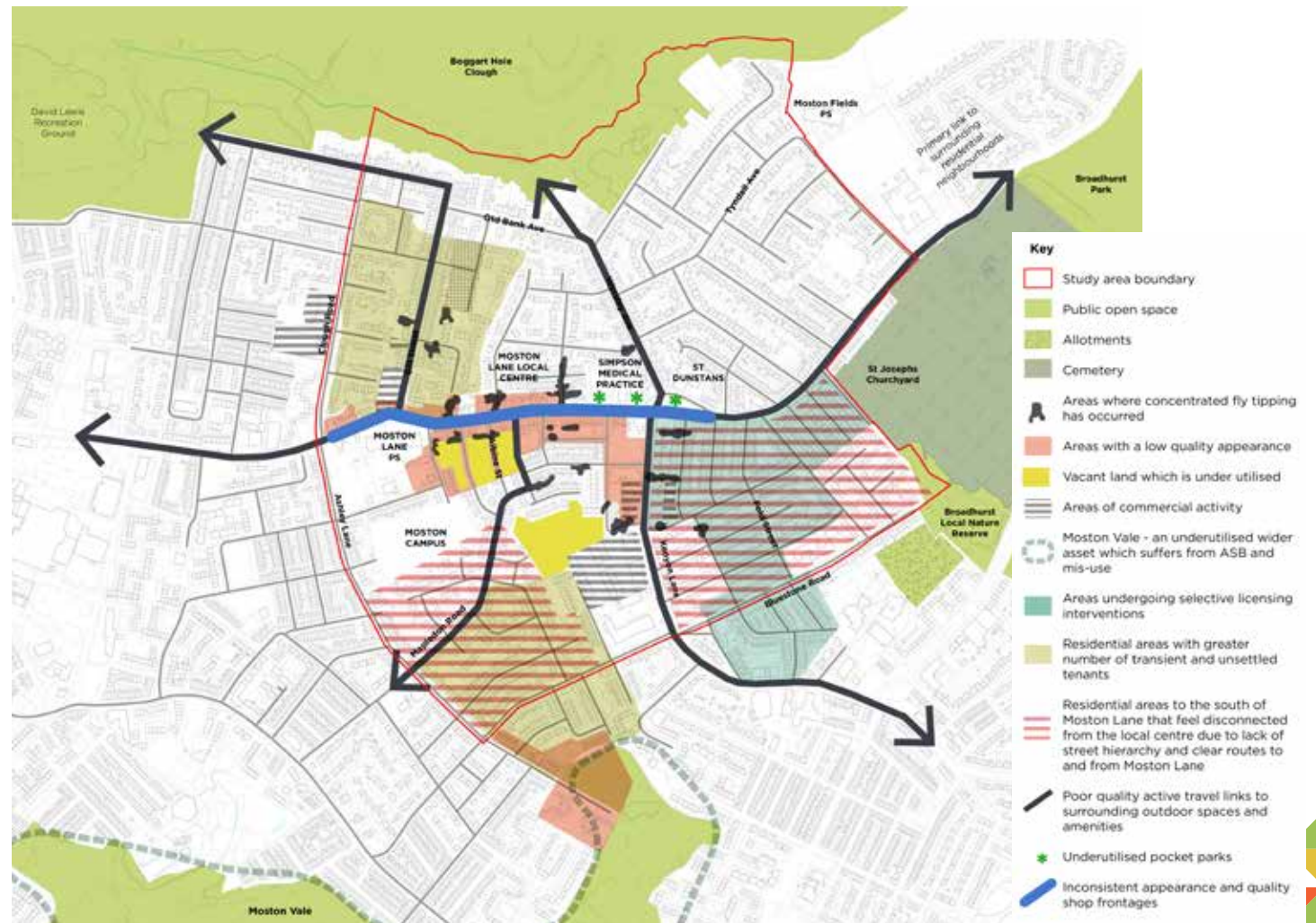


Figure 4: Physical issues and constraints





5. SWOT analysis

Strengths

- Vibrant centre - benefits from having smaller units which are easier to attract local occupiers;
- Number of attractive buildings including Grade II St Dunstan, former Sunday School, former Ben Brierley Pub, Blue Bell Hotel, Simpson Memorial and Moston Lane Community School;
- Good mix of local/community assets including health, education and services including bank and Post Office;
- Close to the Market, Asda and Youth Zone in Harpurhey;
- Engaged community including numerous groups, such as Moston Matters, a lot of people have lived in the area for a long time and are very proud of Moston;
- A diversifying community with a growing community of African and European heritage;
- Good mix of housing - new investment in quality homes for sale, more affordable terraces and larger older semi-detached villas, as well as older persons accommodation;
- Surrounded by lots of green spaces - Boggart Hole Clough, Moston Vale, Broadhurst Park and St Joseph's Cemetery as well as pocket parks on Moston Lane;
- Benefits from frequent bus services as well as being close to strategic cycle network and Metrolink services;
- Links to M60 and City Centre and North Manchester General Hospital;
- Good provision of short stay parking for local businesses on Moston Lane; and
- Moston Matters campaign is continuing to raise pride in the area - one of the most recent current campaigns showcased why people love Moston.

Weaknesses

- Levels of deprivation for some of the community, with high levels of unemployment and low skills levels;
- Variable quality and poor management of some of the terrace homes;
- The neighbourhood lacks a defined centre where the community can come together for special occasions, but which also functions successfully on a day to day basis;
- Anti-social behaviour and crime in certain areas impacts upon the image of the area, creating fear for some residents, damaging external perceptions of place, and limits use of local assets such as Moston Vale;
- Poor interfaces between buildings with their layout exposing rear of properties, creating poorly maintained and exposed areas that encourages ASB;
- Quality of the experience walking along Moston Lane - feels dominated by traffic with few places to dwell and businesses to spill out. The environment is hard, with limited street planting, seating, signage, lighting and street greening;
- Fly tipping and lack of maintenance gives off an image of neglect - this is amplified by the number of vacant sites;
- Limited cycleways to support cycling within the centre and to encourage use of wider cycling network; and
- Indication of parking pressure on residential streets leading to parking in inappropriate locations.



Opportunities

- Further enhance the housing offer, especially affordable housing;
- Create a people-focused ‘Moston Lane Local Centre’ that creates a comfortable, welcoming and enjoyable environment for businesses, visitors and residents to enjoy;
- Create more opportunities to attract and capture the potential spending power of households within and around the area;
- Open up, celebrate and respond to the area’s historical and characterful buildings;
- Establish a central destination for Moston Lane - create a centre/hub/square that can better serve the needs of the neighbourhood;
- Enhance the branding of the local centre through more consistent frontages/signage and wayfinding;
- Better maintenance of open space, and improve the interfaces between buildings and public realm / streets;
- Create a hierarchy of streets to support active travel - including cycling and walking linked to assets such as Boggart Hole Clough;
- Improve cycle parking facilities, for short and longer stay parking;
- Improve the quality of parking provision, alongside public realm enhancements;
- Better articulate what Moston Lane has to offer, linked to Moston Matters campaign;
- Create conditions to support the private sector to improve the quality of retail units, both in terms of appearance and occupier profile; and
- Support more events (especially food and beverage focused events) to draw more people to visit the centre and to encourage more cafes and restaurants to open up - perhaps testing pop up/ temporary events initially.

Threats

- Condition of some of the homes and management of properties in private landlord ownership;
- Perceptions of crime and anti-social behaviour;
- Increased demand on local service provision, particularly in an area of high deprivation;
- Inflation makes lives even harder for the most deprived in the area; and
- Need to deliver positive change in a sympathetic manner, to respect existing communities and improve community cohesion.

STRATEGY FOR CHANGE

6. Framework principles

Introduction

There are several opportunities across the neighbourhood to overcome the physical constraints and to guide the development framework for Moston local centre.

The following section sets out key place making principles that will help to create a more inclusive, enjoyable and high quality local centre.

It then illustrates the vision for Moston local centre and the Development Framework.

Development Principle - Moston Lane corridor

Moston local centre is vibrant, characterised by small, local retail businesses and with high levels of pedestrian activity. It is home to a large number of different units, with few vacancies recorded. However, the quality of the environment, poor pedestrian spaces, traffic dominance, and a lack of civic space hamper the neighbourhoods ability to maximise economic activity.

The population of Moston is diversifying which has also been reflected in the retail provision, which is adjusting to meet the needs of the changing population. Whilst a small retail centre, Moston local centre accommodates a post office and Lloyd's bank, a positive indication of the vibrancy of the centre.



Existing shop frontages along Moston Lane

The strategy for change must seek to establish a stronger, better functioning local centre which supports the local community, retailers and encourages footfall and dwell time and consider the following:

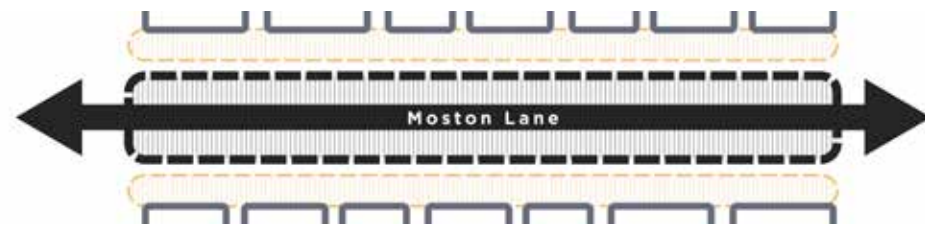
- Supporting the local businesses within the centre - a total of 950 people are employed within the Moston Lane area, predominantly in the Wholesale and Retail Trade sector (300 employees/32%);¹
- Takeaways and food/supermarket occupiers collectively occupy almost half of the units along Moston Lane, including a range of ethnic focused retailers. Working to enhance local retail provision as well as introducing opportunities for a greater variety of food and beverage uses into the area;
- Many local uses are accommodated within small terraced units, which can be more easily occupied by independents, rather than national retailers, who are not currently considering comparative centres of the scale of Moston. The strategy will look to support independents and start-up businesses;

¹Business Register Employment Survey, 2020*



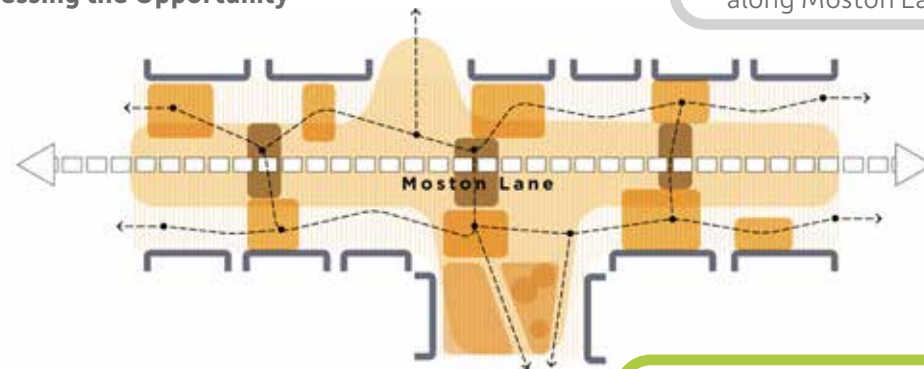
- Inconsistent shop front signage, street furniture, lighting and lack of place branding create visual clutter and an uncoordinated environment, which negatively impacts upon the experience of spending time in the area. The framework will support improvements and visual co-ordination to the corridors appearance;
- Moston Lane is dominated by vehicle movement with on-street parking and narrow footways preventing spill out space. There is also no cyclist provision. Finding opportunities to re-balance the movement hierarchy along Moston Lane should be a priority;
- There are three small pocket parks along Moston Lane but none that encourage retail spill-out space or areas to host larger community events and functions; and
- Tulketh Industrial Estate lies just 385m (under 5 minute walk) south of Moston Lane and is home to 19 units/ workshops of local occupiers in services such as construction, vehicles and food manufacturing. The strategy could look to encourage more visits from local employment and other community focused uses into the local centre more of the time.

Existing Condition



A vehicle corridor that dominates pedestrian movement and activity along Moston Lane.

Harnessing the Opportunity



A people focused corridor that invites activity but manages vehicle movement to create a more equitable street environment between cars, cyclists and pedestrians.



Development Principle - a more connected neighbourhood

Moston Lane corridor is an environment dominated by vehicles, squeezing pedestrian space and creating conflict between pedestrians and vehicles. There is an opportunity to reconsider movement along the corridor, whilst still retaining Moston Lane's function as an important bus corridor. Opportunities to introduce cycle lanes for active travel, formalised parking bays, improved bus stops and shelters and carriageway narrowing to manage traffic speeds are all part of the Development Framework. Changes should look to promote more active travel choices for local people whilst still allowing for through journeys by bus and car.

In addition, the quality of surrounding local streets for active travel is low, and how you navigate around them is unclear. This means that many streets have the same function, encouraging vehicle rat running through residential areas.

'Active Travel'.....what this means

When we use the term active travel, we mean walking, wheeling and cycling. It is an integral part of how Manchester will create a zero carbon, liveable city, with clean air, pleasant streets and an environment in which active travel is an enjoyable, natural choice for everyday journeys.

In response, the framework will support a clearer hierarchy of streets, identifying those which are primarily for vehicles and those which are quieter, limited to local access and which encourage more active travel through more generous footway and cycle way provision.

Streets that connect local residential areas across the neighbourhood to schools, the local centre, healthcare facilities and outdoor spaces should be clear and comfortable to use for pedestrians. Links to bus stops and road crossings could also look to create more frequent and safe opportunities to cross streets and access buses.

A secondary series of parallel local streets to Moston Lane could also be established, promoting an alternative to Moston Lane for local trips and form connected 'loops' that integrate with existing and new residential areas to encourage sustainable trips onto Moston Lane.

Transport for Greater Manchester (TfGM) have bold plans to improve public transport services across Greater Manchester. Manchester City Council plan to work closely with TfGM to make sure Moston Lane sees the benefits of the improvement, delivered through the Bee Network- Manchester's new sustainable, integrated transport system due to be rolled out to North Manchester in 2024.



Images above show the impact of 1. narrow footpaths 2. recent cycle and pedestrian crossing improvements 3. parking bays which could be improved 4. vehicles informally parking on footways 5. bus service along Moston Lane and 6. car parking in conflict with pedestrian movement.

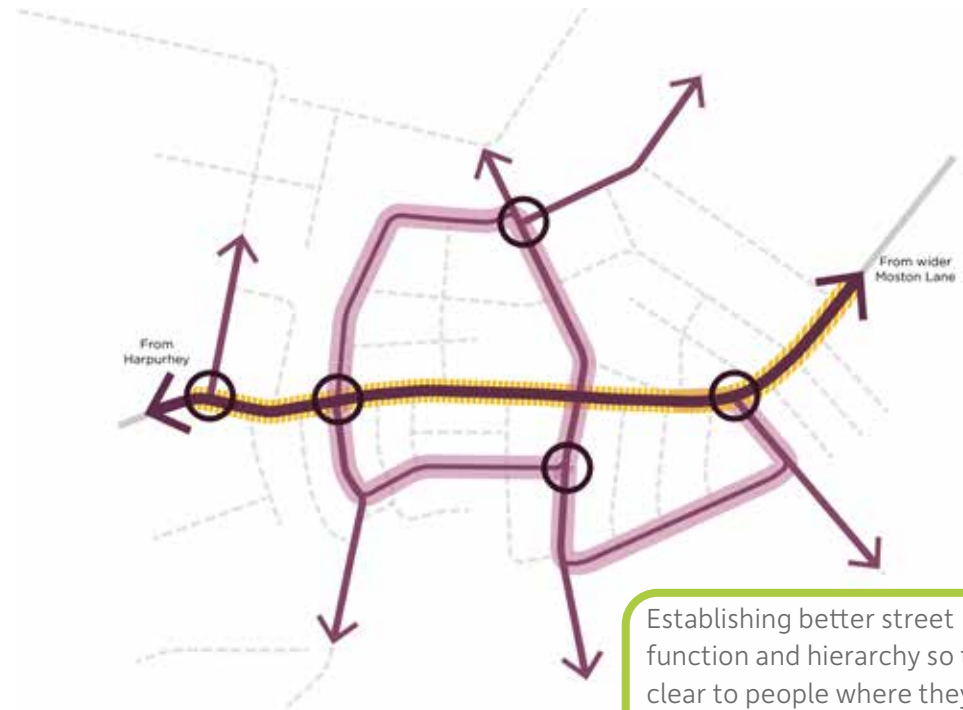


Existing Condition



A centre dominated by a network of rat-running streets with low quality pedestrian and cycle provision and lack of street hierarchy.

Harnessing the Opportunity



Establishing better street function and hierarchy so that its clear to people where they go to access surrounding amenities. We can do this by managing vehicle access and promoting sustainable travel across the neighbourhood in connected loops.





Development Principle - offering a range of housing choices and diversity

A key strand to strengthening the neighbourhood will be to provide a diversified and improved quality of housing offer for Moston local centre. There are approximately 7,500 households across the study area, half of these are owner occupied. In addition, a further population growth of 11% is expected for the wider Moston area to 2030. This is representative of an increase in families choosing to locate in Moston.

The area currently offers a variety of residential types, ranging from traditional terraced streets in and around Moston Lane to more semi-detached and detached homes north towards Boggart Hole Clough and Broadhurst Fields/St Josephs Cemetery.

There are several positive elements that are reinforcing the residential appeal of the area:

- Moston is a more affordable area to live compared to many other neighbourhoods - average house prices are less than £150,000, with some of the newer homes starting to sell for more than £200,000;²
- 300 homes delivered by Redrow over the last 10 years has provided a choice of modern homes.

²Moston Lane Housing Market Analysis¹ by Manchester City Council 2021

There is a strong pipeline of proposals for over 200 new homes in Moston.

Some of the issues affecting housing choice across the area include:

- Issues with the condition of homes, particularly in the private rented sector, compounded by some poor management of homes; and
- Most of the residential stock immediately around Moston Lane and to the north and south east are small '2 up, 2 down' terraced properties, with small rear garden spaces and yards. Larger semi-detached and detached properties are located north north-east towards Boggart Hole Clough and are generally set within a more attractive streetscape environment;
- Rental inflation remains one of the highest in the city driven by:
 - high demand for housing with limited availability (fewer than 1% of homes remain empty for over 6 months);

- Lower house prices creating attractive yields for investor landlords, limiting available houses for would be buyers;

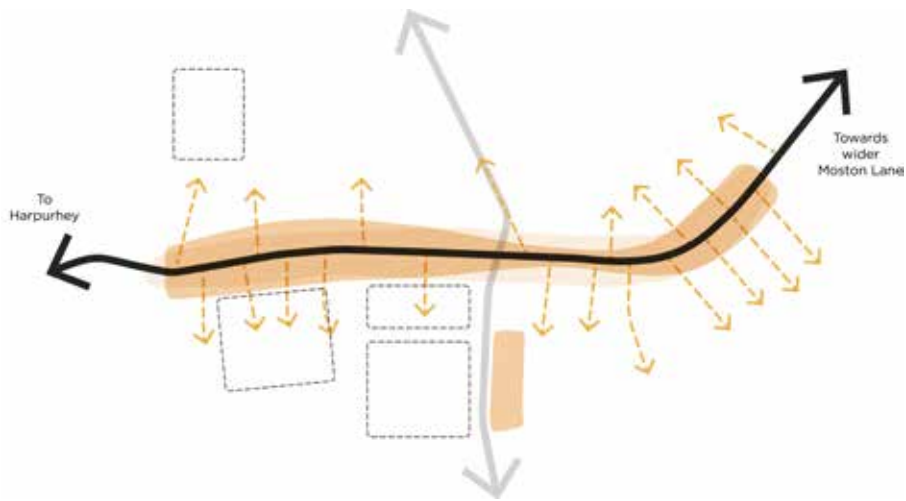
- Given this relative affordability, Moston has a large number of people housed temporarily in the area, which puts pressure on local services and the local centre; and
- Good number of schools, which helps attract new residents, but achievement levels are low (ranking 3rd lowest in Manchester for Key Stage 2).

Improving the type and availability of affordable homes within the centre, particularly utilising vacant land, could help to fill the current gap in the offer between high quality modern homes and poorer quality terraces. Both improvement of existing stock and new, well insulated housing with good amenity spaces for families will help to provide a better housing choice for local people whilst also attracting new residents.



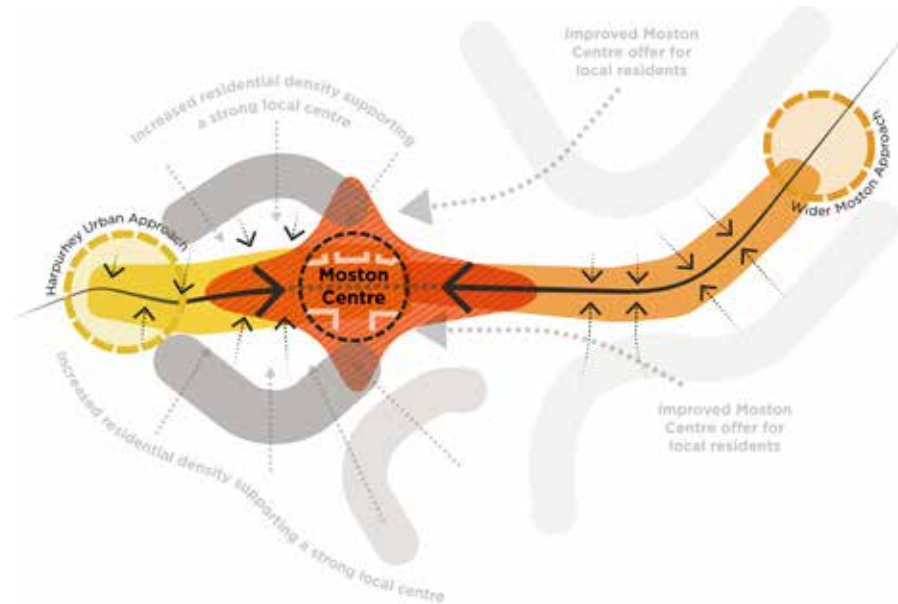


Existing Condition



A linear local centre with Moston Lane serving as a through road. Various under-performing sites and lower quality housing types within close proximity to the retail core of the town.

Harnessing the Opportunity



Establishing a stronger spatial centre by focusing activity along Moston Lane, links to surrounding strategic green space and supported by diversification of residential accommodation close to the local centre.



Development Principle -green space

Moston local centre is surrounded by large open greenspaces and also has three pocket parks, which could better support the vitality of the local centre.

Boggart Hole Clough

Despite being less than a 5 minute walk from the middle of Moston Lane and a great outdoor destination for local residents, it is hidden and the routes to and from it are unclear. Part of the offer of an improved Moston local centre could be to better connect it with Boggart Hole Clough, as part of its function and appeal. A variety of activities and access to natural outdoor wellbeing are within easy access to Moston Lane and cross-promotion and accessibility between 'The Clough' and the local centre should be enhanced.

Moston Vale

A space which extends onto a network of smaller open spaces, is under utilised with issues of anti-social behaviour and crime. This is a potential future asset which could be better connected to the centre, both physically and through more events and social activities.

Broadhurst Park

Forming part of the Irk Valley Corridor, the 14 hectare park, with part of it granted status as a Local Nature Reserve and is the tenth across the City. It provides ecological habitat and access to nature and wellbeing. Signage and links to the Park could be improved to better connect it to Moston local centre.

Moston Green

A cluster of attractive heritage buildings at the junction between Kenyon Lane, Moston Lane and Worsley Avenue help create a strong orientation and arrival to Moston. The historic pocket park to the front of St. Dunstan's Church provides some opportunities to dwell but has a weak relationship with the surrounding street network. This could be improved to create a more accessible and welcoming environment, better integrated with the surrounding street network.

Peace Garden and Simpson's Memorial Garden

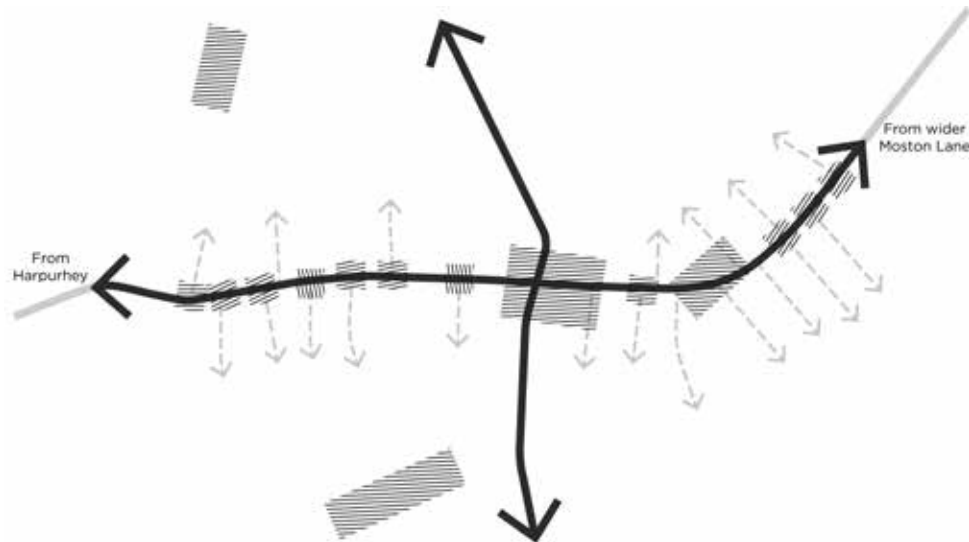
A small existing pocket park adjacent to the Simpson's Memorial Hall sits along Moston Lane and provides some opportunities for dwell time. The space could be enhanced to offer a better quality space.



Images above showing 1. public seating within small pocket park along Moston Lane 2. underutilised space in front of St. Dunstan's Church

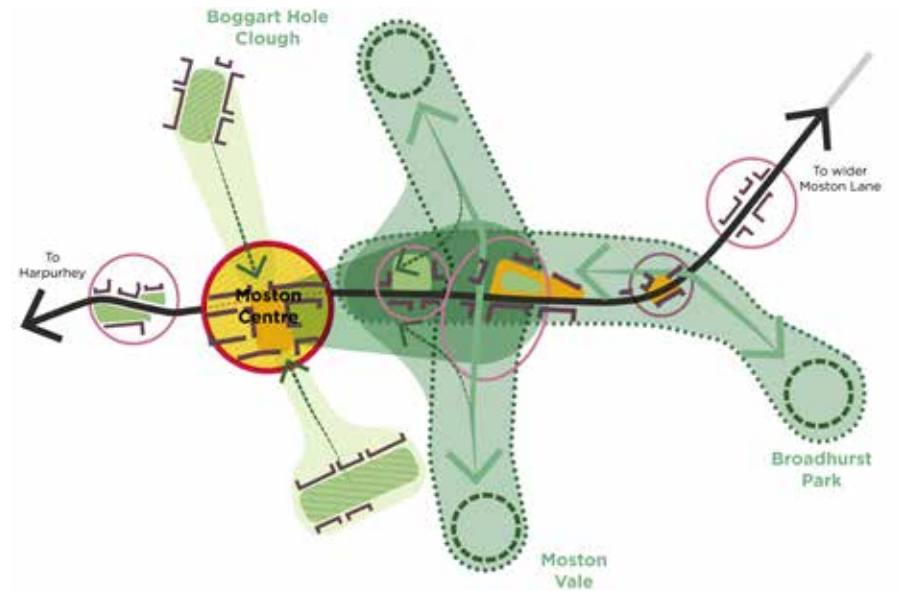


Existing Condition



The spaces along Moston Lane are under-utilised and could offer improved amenity value to residents and visitors. Pedestrian connections to Boggart Hole Clough and Moston Vale open spaces are unclear, hidden and of a poor quality.

Harnessing the Opportunity



Creating a public square in the heart of the local centre, creating a space that currently doesn't exist. Improving existing spaces and linking them better to surrounding larger spaces will offer more choice and quality of space to local residents.



7. Vision and objectives

Moston already has some fantastic features and 'place assets' that make up its identity, but which are currently disconnected from the centre or underutilised. These include attractive and distinctive historic buildings, a busy and bustling centre with few vacant shop units, large green spaces in close proximity, and a strong sense of community, with variety of different cultural influences.

Beyond the high street, the neighbourhood sits next to Harpurhey which offers larger retail and leisure and youth amenities in the form of Manchester Youth Zone, as well as public transport connections to Manchester City Centre.

This collection of physical and community assets provide a strong basis on which to secure and deliver meaningful and lasting change, which if harnessed correctly will allow Moston Lane to diversify and develop to meet the needs of its residents, as well as attracting more people to live in and enjoy the neighbourhood.

Our Vision

'Moston Lane is a vibrant centre where families, community and culture mix along rejuvenated streets and new community-focused spaces.'



● Sustainable ● Vibrant ● Prosper ● Safer ● Growth

The main objectives of the strategy for change are:

1 Creating a new local centre destination for Moston. A new place that offers space for the community, residents and local businesses to come together.

A centre for Moston's community which supports it to be an attractive, safe and vibrant neighbourhood.

2 To provide more opportunities for visitors to spend longer together in Moston Lane in attractive new spaces which can support a vibrant programme of events.

Spending time in welcoming streets and spaces, enjoying local amenities and visiting vibrant events.

3 To make more of green and built assets.

Showcase our built heritage and enhance pocket spaces and creating better connections to Boggart Hole Clough and Moston Vale

4 To support Moston to be an attractive, safe and vibrant neighbourhood.

Improving the quality of the environment across Moston to create a more comfortable and safer neighbourhood.

5 Improved and safer streets that provide walking and cycling opportunities for all.

To strengthen the existing street links to Moston Lane and to create more sustainable, active travel routes within and around the neighbourhood.



6 To enhance the choice and diversity of quality affordable and market homes, and improve the quality and management of existing stock.

Supporting the local centre with more housing choice for existing and new residents

7 Provide new, sustainable homes that integrate with existing streets.

Environmentally and economically sustainable homes that are well designed and overlook streets and spaces.

8 Local businesses continue to prosper and new retail and commercial units allow for growth

Environmental and building improvements to support local businesses to flourish.

8. Development framework

The framework plan sets out the key physical opportunities for change, which work in tandem with the proposed non-physical interventions to create a more successful Moston Local Centre.

The following pages set out 7 projects that we believe would help achieve the objectives and realise the vision for Moston. These are:



1. Establishing a stronger local centre with the creation of a new community focused space, able to host events, activities and comfortable dwell time within the heart of the local centre. **The framework identifies a potential area of focus where this could be accommodated, but the location and scale of the space, as well as the surrounding development is subject to further engagement and design development;**



2. Supporting the delivery of new homes on various opportunity sites within the local centre;



3. Improve the quality and management of existing private rented stock;



4. Enhancing the quality of the public realm along Moston Lane, humanising the corridor to allow for spill out space, environmental improvements and improved pedestrian facilities;



5. Supporting more sustainable movement around the local centre and to surrounding green spaces;



6. Enhancing our existing spaces to offer improved functions for the local community; and



7. Rationalising car parking and improving the provision of parking within the centre.

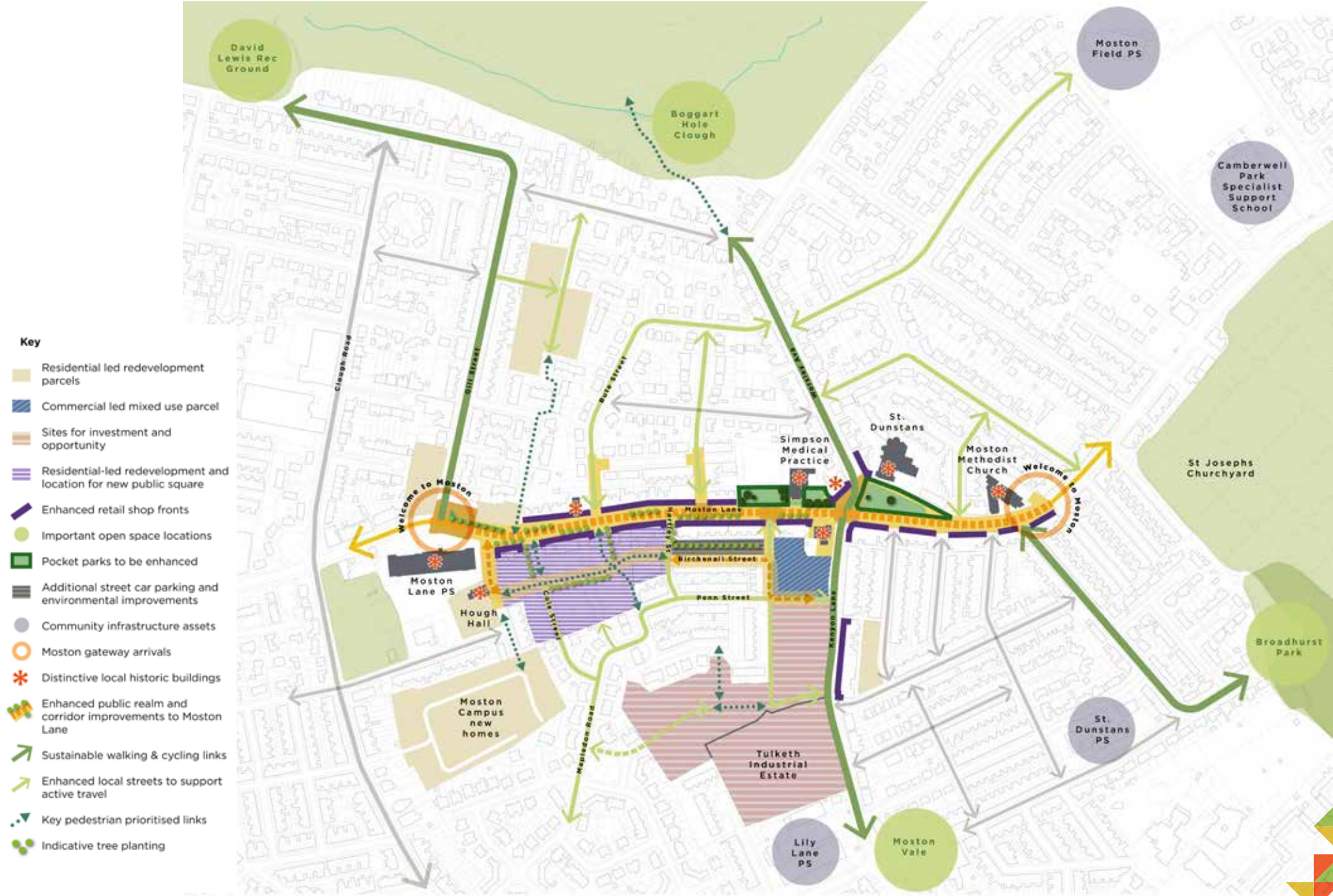


Figure 5: Development Framework for Moston Lane



Project 1

Moston's Public Square

This project focuses on creating a public square located south of Moston Lane, making the most of currently vacant land and transforming a low quality environment and preventing anti-social behaviour issues.

Located along Moston Lane, it will create a destination for the local centre, establishing a centre point for the neighbourhood and the local community. Being connected with Moston Lane means that it will help support the existing street whilst also allowing for spill out activity within the square. This space could be used for a variety of community focused events from monthly markets, food festivals, pop-up shops, starting/ending point for sports events.

The square could be enclosed by new development as well as new connections to the surrounding existing street network. New development around the square could have a variety of ground floor uses, ranging from retail to health and wellbeing that bring activity, making it feel busy, safe and welcoming.

The square could also accommodate new residential development both above the ground floor activity as well as new residential townhouses and terraces.

The new square will be characterised by a combination of high quality materials which will help it to feel part of Moston Lane and could include street furniture to allow people to dwell, cycle parking and storage, lighting, signage, art and sculpture, and cafes and restaurants to

enjoy food and drink. The introduction of new tree planting and soft landscape features such as raised planters, rain gardens, perennial planting, sustainable drainage systems will help to add colour, shade, separation from vehicles and visual amenity to the square.

The new square should be designed in a way that allows for flexibility, creating a central space that is able to host larger events and functions. When events are not being held, the space could accommodate moveable planters, seating space for local businesses as well as introducing elements of play for younger families to enjoy.

The location and configuration of the space, along with its supporting development, are subject to further engagement and design development.





Figure 6: Artist's impression of a future Moston Lane square





Project 2

New homes

Manchester City Council is committed to delivering 36,000 new homes (including 10,000 affordable) as part of its new Housing Strategy 2022-2032. We want to ensure we build the homes people want and need in the areas they live. We can only do this by better understanding the various housing challenges across the city.

Responding to these challenges, this Framework identifies several sites where new housing could be delivered. New housing brought forward in and around Moston Lane should:

- increase the overall supply of homes- including family sized housing;
- create more housing options across a range of tenures including affordable home ownership for those who want to remain close to families, friends, and jobs; and
- provide high quality affordable rented housing for those in most housing need.

Not only will the above meet local housing challenges but will also deliver against our wider commitments set out under the Housing Strategy to:

- deliver a range of tenures and house types, utilise brownfield land, increasing the supply of affordable home ownership products, deliver

new family housing and create housing that is accessible to people on a range of incomes.

As a positive first step the council and its registered provider partners are already working to deliver circa 170 new homes near Moston Lane as part of Project 500, which looks to deliver new affordable housing on brownfield land. These include new affordable home ownership products, affordable rented housing and family sized 3 & 4 bed houses.

The sites identified in this framework will further build on the commitment to deliver suitable housing in Moston.



Manchester City Council's development in Silk Street, Newtown Heath – completed summer 2023



The Dob Brook Close scheme in Newton Heath, completed by Guinness Partnership in October 2022

Project 3

Improved rented stock

As part of the wider strategy to support the delivery of new homes, and aligned to the Council's Private Rented Sector Strategy, the Council should continue to encourage landlords to invest in their stock to improve safety, quality and management of the private rented sector.

Enhanced communication between all parties to deliver better services by landlords for their tenants. The aim being to make them more aware of local support available and how they can play their part in keeping the area cleaner through supporting recycling and waste collection.

Delivery of new homes, particularly on Council owned sites in partnership with registered providers, will increase the supply of more modern, well-managed properties across the area.

Project 4

Enhancing Moston Lane Corridor

This project focuses on a number of ways of humanising Moston Lane, making it a place where people can make the most of the variety of local shops and improved spaces, for example the Peace Garden. It will focus on creating a street environment that gives more space for pedestrians, more opportunities to sit and rest, and that has a co-ordinated look and feel through improved shop front signage and better organised and arrangement of car parking, cycle parking and bus stop provision.

'SuDS'.....what this means

Sustainable drainage systems (SuDS) are a way of draining surface water as an alternative to using networks of pipes and sewers. By mimicking natural drainage processes, SuDS aim to reduce surface water flooding, improve water quality and enhance the amenity and biodiversity value of the environment.

The following features will combine to create an enhanced Moston Lane corridor:

Physical improvements to Moston Lane

Focusing on the physical layout and design of Moston Lane, between Gill Street and Romney Street. Moston Lane will also continue to function as an important connection providing access to bus services and providing car access to local shops so future upgrades to the design of the corridor will need to ensure that functional requirements are met.

Future proposals should introduce more seating and spill out spaces for local businesses along Moston Lane to provide opportunities to dwell, supported by higher quality public realm. Improvement could include formalising on-street parking bays, widening footways where possible, creating build outs and carriageway narrowing to calm vehicular traffic and create improved pedestrian crossing points.

In addition, introducing more soft landscape such as Sustainable Drainage Systems (SuDS) and perennial planting features alongside more tree planting will create a more attractive and vibrant environment for different types of uses to sit alongside the variety of existing retailers, helping to diversify the offer.

These changes could be brought forward both in the short term and longer term. Short term interventions could include pop-up seating areas, temporary park-lets and raised planters along the corridor. This allows the trial of interventions to test ideas and bring improved amenity and experience to users, whilst longer term designs and proposals are being developed.



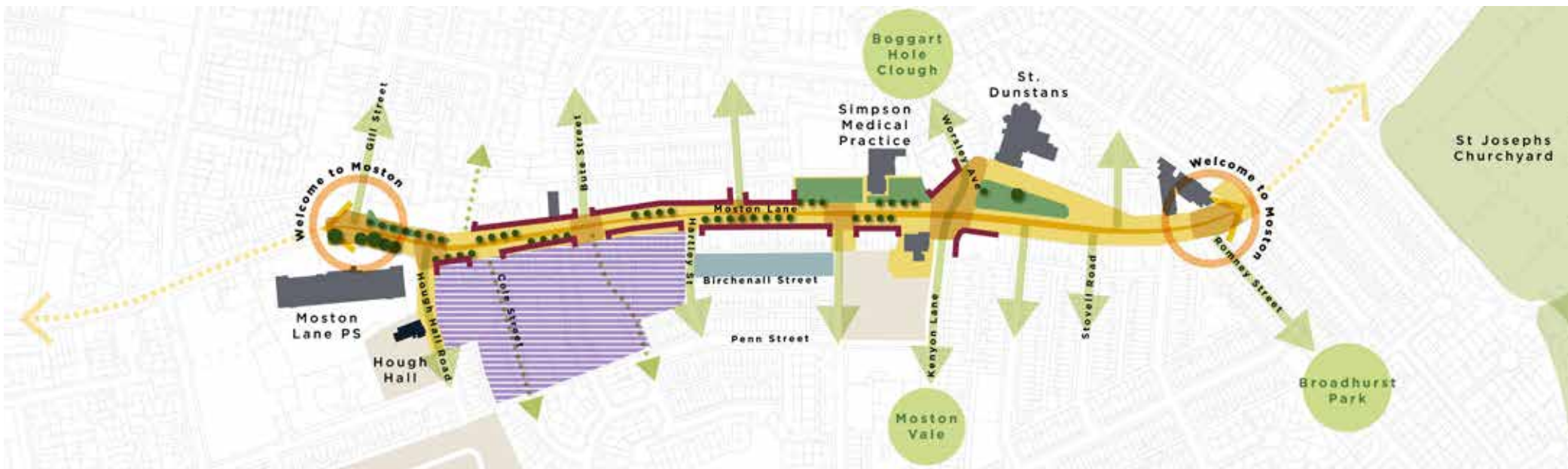


Figure 7: Framework elements focusing on Moston Lane

- Key**
- Proposed redevelopment parcels
 - Residential-led redevelopment and location for new public square
 - Additional street car parking and environmental improvements
 - Public open space
 - Pocket parks (Moston Green, Peace Gardens and Simpson's Memorial Garden)
 - Enhanced Moston Lane public realm corridor
 - Gateways to Moston formed through public realm and landscape enhancements
 - Links to wider street movement network
 - Pedestrian links to wider street movement network
 - Moston Lane facing frontages that could be improved



Improved signage and wayfinding

Moston Lane should have new gateway features that signals a positive arrival to the centre and new public square for visitors and those on foot and bike. This would form part of a wider wayfinding and signage strategy. Focused on Moston Lane, the wayfinding strategy would signpost proximity to the important local green spaces and community facilities.

A coherent Moston Lane brand identity should be established. A distinctive and confident brand will help to establish the core of the centre, signal arrival to Moston and create opportunities for a stronger visual connection between media marketing and the environment. This branding could form part of the wider wayfinding strategy.



Improved walking and cycling along Moston Lane

Encouraging active travel along Moston Lane will help to create a more accessible and sustainable local centre and walking and cycling routes should be improved along Moston Lane. This could include wider pedestrian footways, more frequent and /or enhanced pedestrian crossing points and improved cycle provision. Secondary parallel routes to the south of Moston Lane, which will be pedestrian focused, will provide access to the new public square as well as access to surrounding residential areas and new development, offering an alternative, quieter walking link to Moston Lane.



Shop frontage improvements

Focusing on the shop frontages along Moston Lane and Kenyon Lane to create a coordinated approach to shop frontage appearance. Improvements can achieve better overall consistency that helps to create a more pleasant, memorable and comfortable centre experience. There is also an opportunity to engage with local students/artists to create an extended programme of shop shutter artwork, animating the streetscape and creating a colourful environment beyond opening times.



Project 5

Supporting more sustainable movement

The movement strategy identifies a number of streets on the northern and southern sides of Moston Lane that could be used to promote walking and cycling, connecting people to local amenities and surrounding parks and open spaces. This will improve choice and provide alternatives to the car and encourage modes of transport that reduce carbon emissions. The strategy will achieve this by:



Image credit: Cyclehoop

Improving the quality of routes for sustainable travel

A number of streets have been identified for improvement so that they encourage active travel. Changes could include:

- footway improvements including widening to provide more space for people, businesses and bus stops, narrowing of vehicle junctions to create safer, direct crossings for people and improved materials;
- better directional signage to outdoor spaces;
- improved street lighting along routes;
- cycle lane provision and supporting cycle parking provision; and
- green infrastructure and tree planting to provide separation to vehicle carriageway

These changes will allow easier access on foot, by cycle and provide improved bus facilities as well as opportunities to link through to development and investment sites as well.

In addition, where new development opportunities are identified new development should promote pedestrian movement to the top of the movement hierarchy. Clear, safe and comfortable east-west secondary pedestrian connectivity, to the south of Moston Lane across opportunity areas, has the potential to be created. This would reduce travel distances on foot or by cycle through the area, potentially addressing issues of short vehicular trips across the neighbourhood.





Integrated with public transport

Alongside strengthening the attractiveness of routes through the area, it is recommended that ‘cycle hubs’ are delivered on Moston Lane, and at key destination points next to bus stops along Moston Lane and in Moston’s new public square to encourage greater dwell time.

Providing secure, overlooked cycle parking at these hubs, delivered alongside enhanced bus stop/shelter and real-time passenger information will encourage more sustainable and active travel journeys.

From these hubs it will then be possible to follow defined routes to access points to local open spaces (such as Boggart Hole Clough and Broadhurst Park). At these locations additional secure cycle parking will be provided, to encourage sustainable travel to and from these spaces and to also deal with the challenging gradients into these areas that might preclude some cyclists accessing these areas.

Currently there are no indicators of travel times/ distances to facilities that fall within a 2km walk or 5km cycle of the area, which should be provided as part of the movement strategy.



Image credit: Cyclehoop





Greener streets

Improving the quality of connections between Moston Lane and its surrounding variety of open spaces is important, as it will encourage more people to use them more of the time. Better design (changes to street design) and visual connections (features informing users that the street connects to a bigger greenspace) can be used to achieve this.

The movement strategy creates a clear street hierarchy that identifies which streets lead to open green spaces, including Boggart Hole Clough, Moston Vale and Broadhurst Park. It focuses on improving those streets which provide a direct link to and from these spaces. Environmental improvements could include branded and colour co-ordinated signage along key routes, further greening of streets with planters, parklets and tree planting, rain gardens and wildflower planting, temporary and permanent seating and local grow spaces. There may also be opportunities to temporarily widen footways for pedestrians and cyclists to establish these streets as the main connectors to surrounding green spaces.

Increasing the number of people using the spaces such as Moston Vale, that currently suffers from anti-social behaviour issues, can begin to help self-police and reduce opportunities for anti-social behaviour. There are also opportunities to introduce larger areas of play space, explorer trails, ecological restoration, walking and mountain bike routes to Moston Vale. Similar interventions within Clayton Vale have helped to diversify the use of the space as well and attracting a variety of different people to use it.

Part of the street hierarchy should also create safer, more sustainable pedestrian, cycle and young/elderly movement choice to important well-being and community spaces. There are a number of secondary streets which could be used to achieve this.





Figure 8: Illustrative movement framework



Project 6

Enhancing existing spaces

Moston Lane's three pocket spaces 'Moston Green', 'Simpson's Memorial Garden' and 'Peace Garden' have the potential to be improved to offer greater diversity and type of pocket park space along Moston Lane.

Each space will be enhanced to support the vitality of the local centre and support the wellbeing of its community. The sketch concepts shown illustrate how a interventions could improve the public realm quality, setting and function of each of the spaces.

Moston Green - fronting St Dunstan's Church

To improve the functionality and atmosphere of the green, the primary pathway could be expanded, providing more space for gatherings and socialising together with new seating. Rationalising the area of railing is also being considered, with the possibility of transforming the small triangular space into a rain garden that utilises nearby surface water. Efforts to enhance biodiversity within the area will involve preserving deadwood and introducing new insect hotels. Additionally, to add a touch of vibrancy and interactivity, colourful sensory play elements could be incorporated. New signage and wayfinding will help give the space a stronger sense of identity.

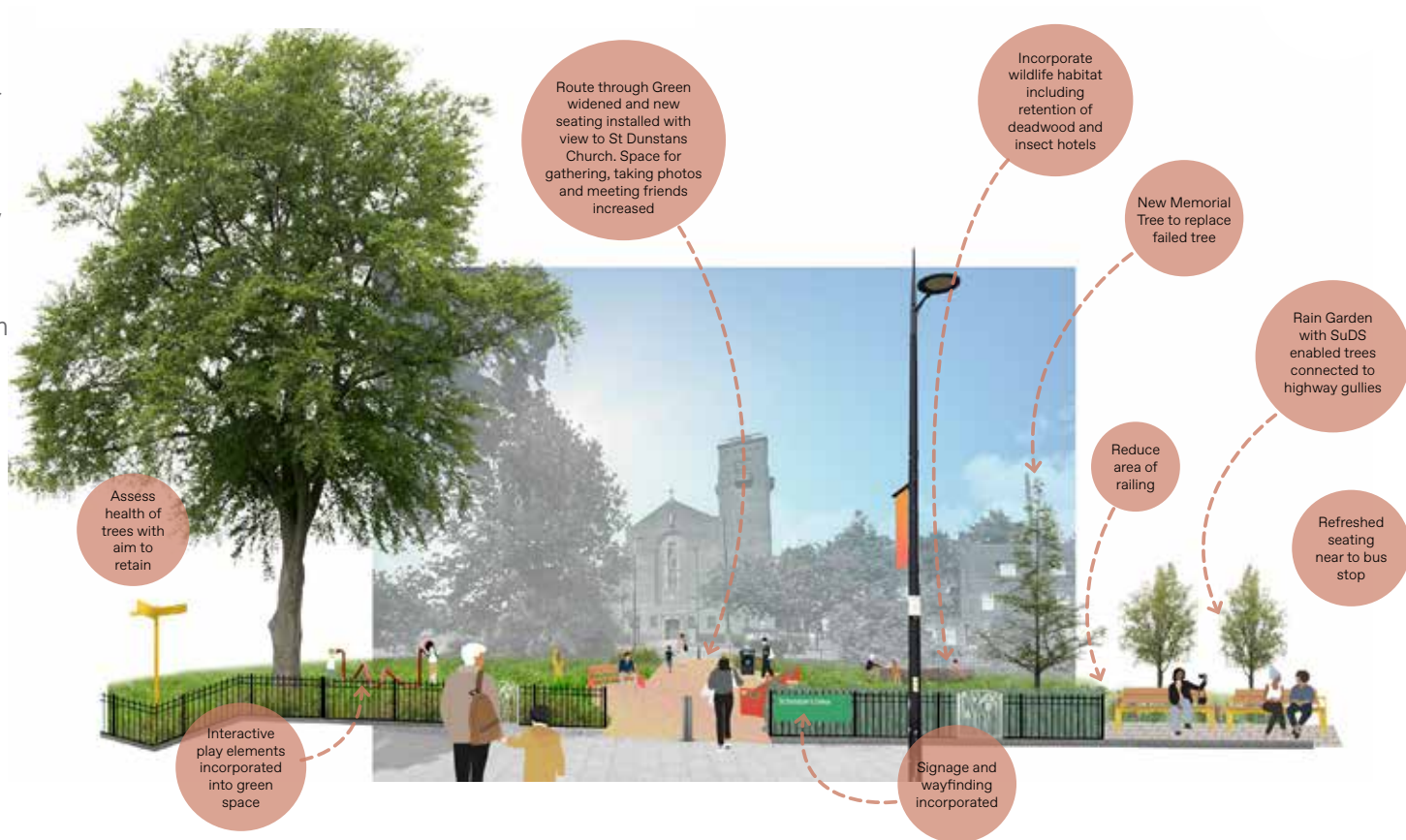


Figure 9: Initial sketch ideas exploring key themes for Moston Green



Simpson's Memorial Garden

The plans include enhancements to the main path to improve accessibility and create a stronger sense of arrival. Within the garden new interactive elements affixed to the existing shipping storage container will help to blend it into the surroundings.

To activate the space and provide the local amateur dramatics group and other groups with an external performance area an outdoor stage is suggested. A screen which could support climbing plants is proposed to help mask adjacent buildings. New signage and wayfinding will be incorporated to help users navigate the gardens and associated buildings as well as an improved community notice board. The main grassed area will be maintained as multifunctional space while incorporating additional biodiversity features along its edges.

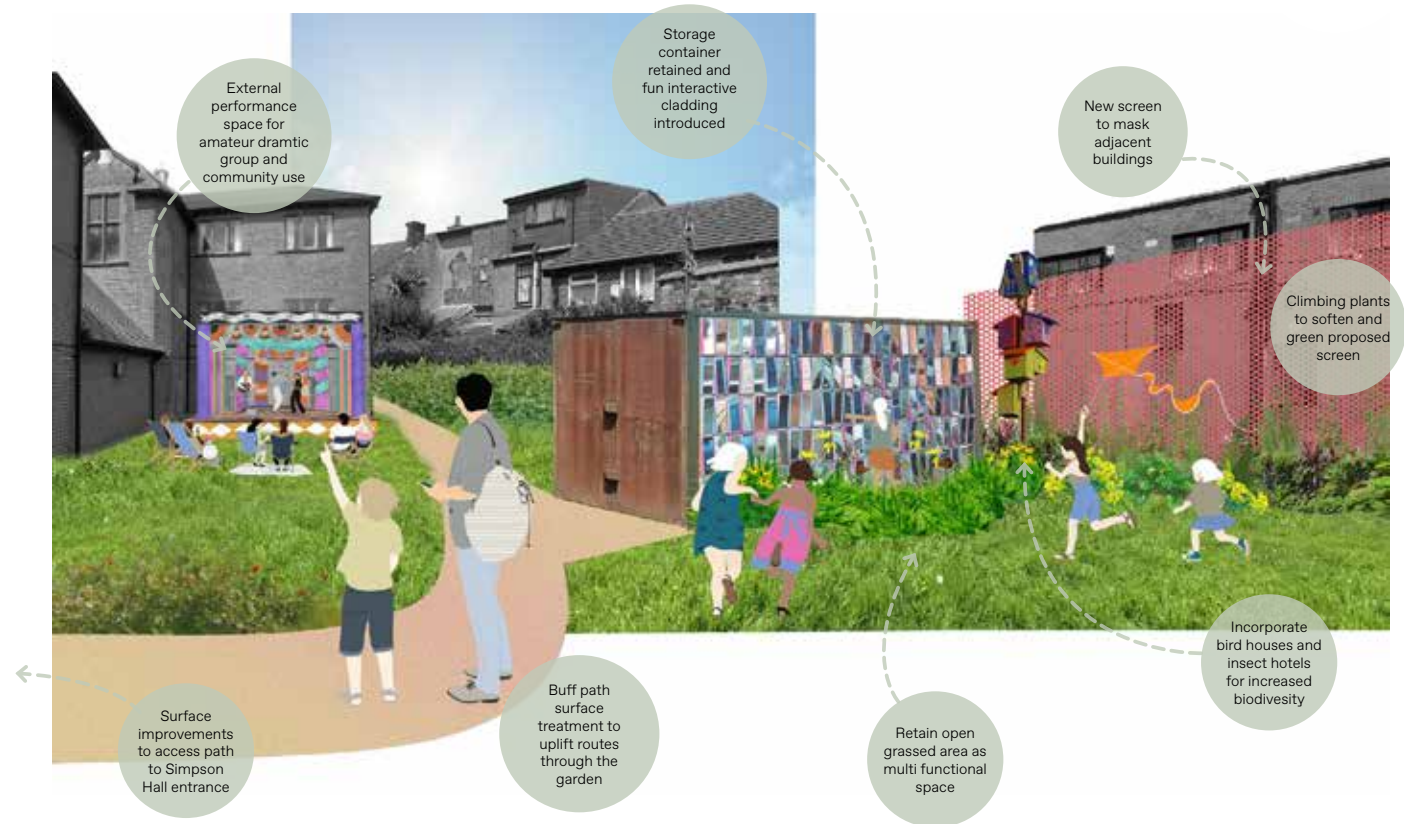


Figure 10: Initial sketch ideas exploring key themes for Simpson's Memorial Garden





Peace Garden

The proposals include improved connections and path enhancements to encourage people to move through the space and create a more inviting atmosphere. New seating will be included near the existing bus stop to provide people with a place to sit, rest and wait, with clear visibility of an approaching bus. New signage and wayfinding will help give the space a stronger sense of identity and compliment the enhancement of existing features like the Peace Mosaic and Memorial Stone. Colour and vibrancy will be incorporated through informal play and biodiversity elements including insect hotels.

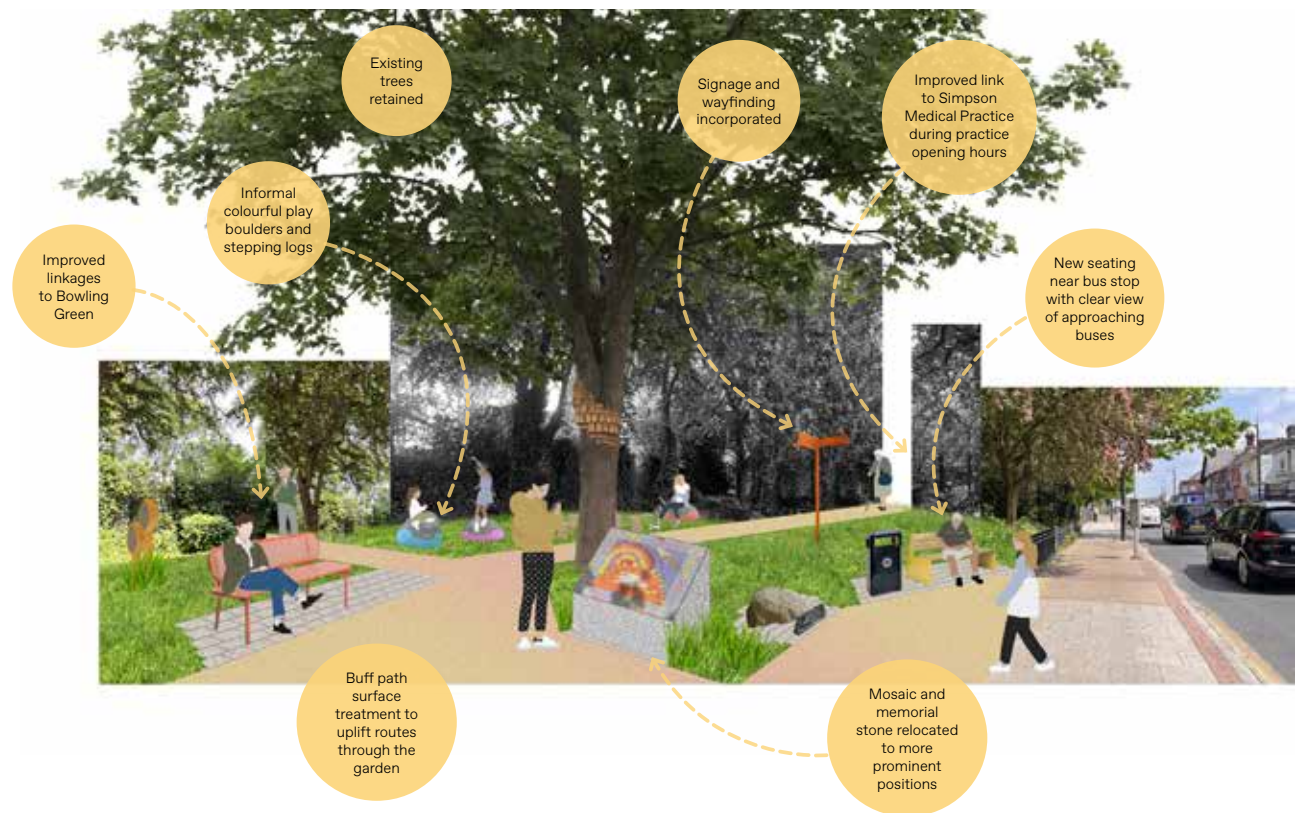


Figure 11: Initial sketch ideas exploring key themes for Moston Lane Peace Garden



Project 7

Improving car parking

Parking provision across Moston is provided in an unstructured way. As an example the short-stay parking bays on Moston Lane lack enforcement and so these 'shopper-focused' spaces are invariably used for long-stay parking, limiting the turnover of spaces and potentially having a negative impact on local businesses.

To address this the framework introduces a hierarchal approach to parking across the local area. The short-stay on-street parking on Moston Lane should be retained and enforced, to ensure a greater turnover of spaces and to increase visits to the local retail offer. Parking provision should be formalised as part of design improvements to Moston Lane carriageway, creating clear parking areas and reducing conflict with pedestrians.

To the south of Moston Lane, as part of the sites identified for investment and opportunity, an integrated, attractive, overlooked multi-functional west - east linear corridor could accommodate residential and visitor parking whilst promoting pedestrian movement.

As part of this, Birchenall Street could also accommodate additional car parking for visitors to use within close proximity to Moston Lane.

Providing parking in this format will ensure that longer stay parking is only a short walk from the retail offer along the length of Moston Lane, and at the same time ensuring the space remains attractive to use both day and night for visitors, residents and for local community events.

In providing this reordered parking provision it will be necessary to better manage and allocate kerbside space for loading allowing easy access for local businesses to be serviced without competing for kerbside space.





9. Development opportunity sites

Development opportunities around Moston Lane are focused across areas where land is currently underutilised or which, if redeveloped in line with the vision and objectives of this framework, could create impactful change to the local neighbourhood.

There are pipeline proposals for over 200 new homes on sites either with planning approved, planning pending or in a pre-planning phase which are expected to be delivered. This includes 175 new affordable homes which will significantly enhance the choice of quality affordable homes in Moston.³

Six immediate opportunity areas and an additional five longer term opportunity areas have been identified.

Of these sites, two have not been previously identified as a potential residential development sites and could therefore potentially be new additions to Moston's residential pipeline.

Proposals will need to align with current and emerging housing and planning policies of the Council and GMCA. The appropriate mix and tenure of new homes will be determined on a scheme by scheme basis through the planning process. In response to the analysis of the current supply of homes, the mix should include shared ownership and rent to buy, which will ensure that new homes delivered are available to support residents to own their properties rather than just increasing the supply of homes in the private rented sector. It should also include social rent and affordable rent, ensuring that the supply of homes for rent is increased and its quality enhanced, especially in terms of energy efficiency.

The following opportunity sites were considered:

1. Sites for investment and opportunity - Moston Lane Local Centre - 1.21ha
2. Ebsworth Street Car Park - 0.22 ha
3. Birchenall Street - 0.15 ha
4. Land off Winston Road - 0.65 ha
5. Land adjacent to Tulketh Industrial Estate - 0.92 ha
6. Hough Hall Road - 0.18 ha
7. Land west of Kenyon Lane - 0.39 ha
8. Sites for investment and opportunity - Tulketh Industrial Estate - 0.94 ha
9. Gill Street East - 0.1 ha
10. Gill Street West - 0.23 ha
11. Land off Ivy Street - 0.12 ha

A - Moston Campus - the former MCR College site redeveloped for new homes - 1.33 ha

³Moston Lane Housing Market Analysis' by Manchester City Council 2021

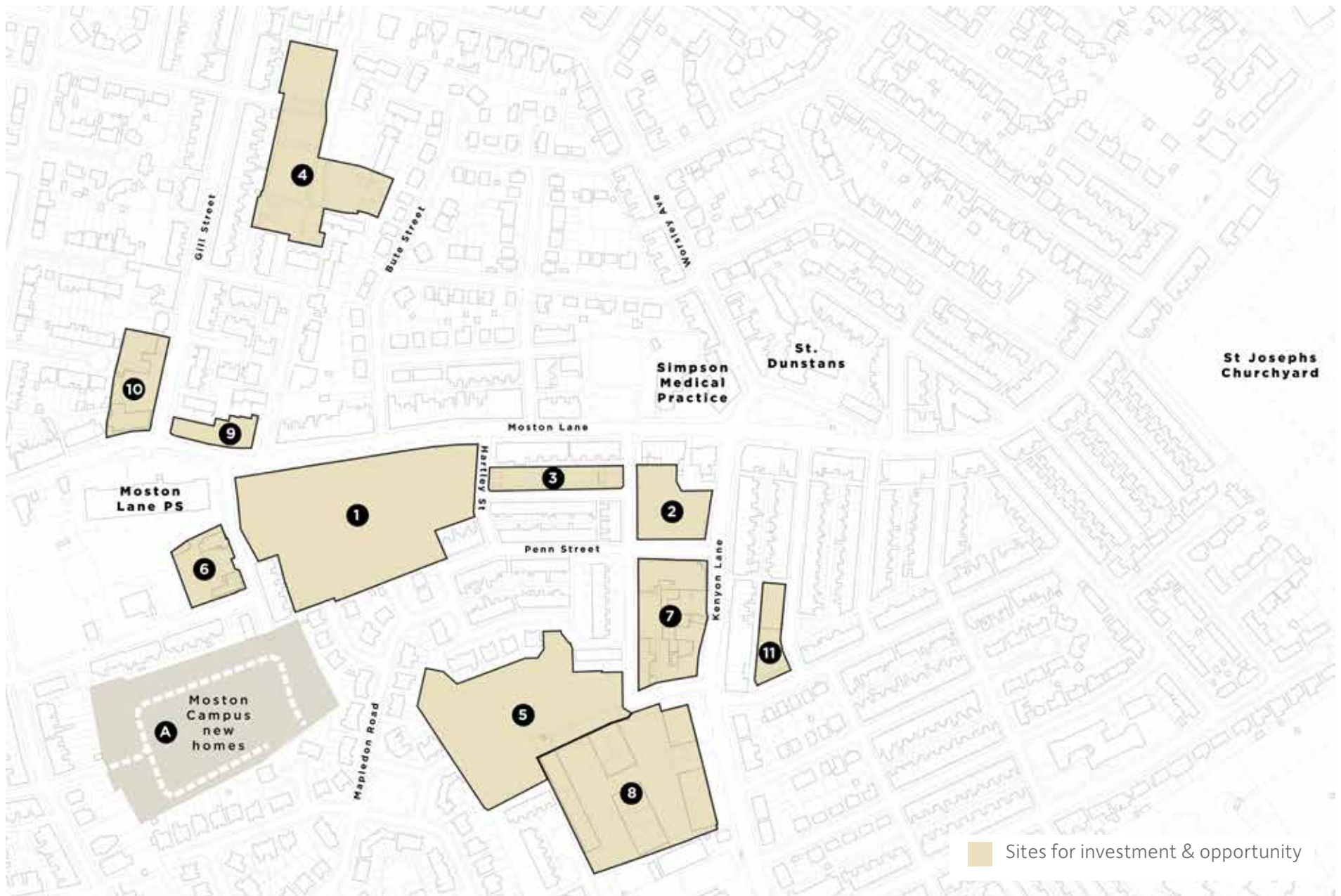


Figure 12: Potential sites for investment and opportunity





SITES 1, 2 & 3: NEW LOCAL CENTRE

Sites 1 - 3 combine to create a transformational change to the centre of Moston, including quality residential-led mixed use development, a public civic space and new walking routes across a coherent and attractive public realm.

The exact extent of land available with direct frontage is to be determined but the framework seeks to establish a development presence onto Moston Lane. The framework also seeks to establish stronger and more direct pedestrian accessibility west - east, in parallel to Moston Lane. This may include the relocation of some current uses to accommodate this connection, subject to further engagement. The framework sets out a potential approach to provide alternative accommodation, if required.

Site 1: Vacant Land and Moston Lane

Frontage

Site 1 is the combination of various surface car parking sites occupying land cleared for future housing as well as parades of retail units. There are current issues with parking, access and servicing of the retail units on Moston Lane and limited opportunities to enable residents to dwell within the Centre. The three cleared sites, which are allocated residential sites, combine to deliver

new residential led development with some community/local retail uses on the ground floor.

New development blocks and urban townhouse development could front onto a new civic space and pedestrian focused east - west sustainable link, connecting new residential development with local amenities.

The framework sets the broad principles for the area for potential parties to further develop detailed proposals.



Image of Site 1 currently as a cleared site for future residential-led development





Site 2: Ebsworth Street Car Park

Linked to unlocking a new local centre is the redevelopment of the Ebsworth Street Car Park. This site could provide potential re-provision of existing uses elsewhere within the area in order to deliver a new local centre. Development on this site could create a new frontage onto Kenyon Lane whilst still providing formal car parking for shops and improved parking for future uses on the site.



View looking across Site 2

Site 3: Birchenall Street

Echelon parking bays and environmental improvements could be delivered along Birchenall Street with the aim of improving the appearance of the street. This approach would address the unattractive backs of the shops through boundary screening, tree planting, improved pedestrian footways, buffer planting and lighting to create a more attractive and safer street environment for local residents. The existing carriageway could also be narrowed, accommodating the echelon parking bays, widened footways along the existing terraced properties and formalised resident parking bays, to manage and calm vehicle movements along the street.



View looking along Site 3

The public parking would offer slightly longer free parking than Moston Lane to serve local shops and provide an increase in the provision of parking currently along Birchenall Street.

Implementation of interventions along Birchenall Street would be subject to further engagement with current owners, with the aim being to reduce ASB in the area, reducing the cost of managing and policing the area and creating a more fit-for-purpose servicing provision for existing retailers.





SITE 4: LAND OFF WINSTON ROAD

Redevelopment of the cleared sites around Winston Road provides the opportunity to deliver modern, well-designed energy efficient homes close to Moston Lane. The scheme could add new development frontage onto Winston Road and Hodge Street.

The focus should be on providing modern, terraced and energy efficient homes. The aim being to offer affordable homes which provide a modern and attractive alternative to the older terraces within the neighbourhood, accommodating couples or families, supporting stability and use of the local centre.

New homes should be designed to create eyes on the street and re-enforce connections through to Moston local centre. There is the potential to bring homes forward in the short term, which respond to local needs and meet the Council's aspiration for design and place quality.



Figure 13: Illustrative layout of how a proposed residential development could come forward for Site 4 (may be subject to change).





SITE 5: LAND ADJACENT TO TULKETH INDUSTRIAL ESTATE

The scheme illustrates how this area could be brought forward as a new residential development, making use of a currently vacant space which is subject to issues of ASB and fly tipping. Other uses may also be appropriate for the site. One key advantage to residential development on the site is the opportunity to create formalised, good quality pedestrian connections through the site, connecting Mapledon Road to the west with Kenyon Lane to the east. This would form part of the wider pedestrian and active travel network for the southern part of Moston, sustainably connecting existing residential areas to the core of Moston's new civic space and centre.

New residential development could be focused on delivering 3-4 bedroom homes targeting families, given the proximity to local amenities in the area including schools and the health centre.

The site is a former clay pit site and it is anticipated that it may have constraints below ground which would need to be identified and confirmed through more detailed site assessments.

Development of the site could create a new green corridor linking Whitaker Street and Watermans Close encouraging more residents to walk when accessing local amenities along Moston Lane and Kenyon Lane. Vehicular access should be designed in a manner that prevents full through routing for vehicles.

Longer term, this site could come forward as part of a wider residential redevelopment opportunity area, linked to the Tulekth Industrial Estate. The suitability of an holistic residential development would be subject to the long term proposals for the Tulketh Industrial Estate (longer term site no.8) and whether the site could transition to residential in the long term.



Figure 14: Illustration of how a proposal could come forward for Site 5 (may be subject to change).



Longer Term Sites

7. Land west of Kenyon Lane - 0.39 ha
8. Tulketh Industrial Estate - 0.94 ha
9. Gill Street East - 0.1 ha
10. Gill Street West - 0.23 ha
11. Land off Ivy Street - 0.12 ha

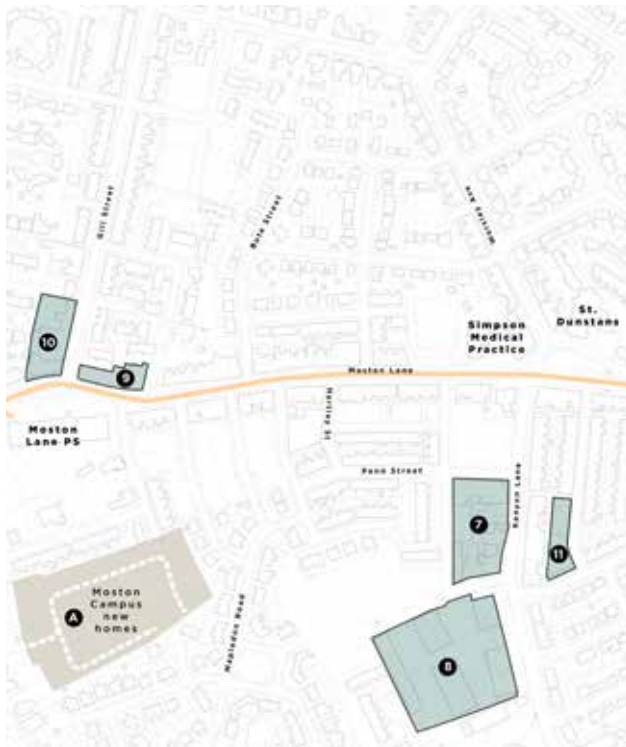


Figure 15: Longer term sites for opportunity and investment

Residential opportunities to support future local centre vitality

A number of the opportunity sites are defined by new residential development. Proposals should seek to respond to the gaps in the existing local housing provision – providing a range of affordable modern mid-sized homes, particularly family homes, across a range of tenures including shared ownership.

Schemes should support best practice in design including building sustainability, a commitment to net zero and consideration of neighbourhood management.

The most appropriate route to delivery should be considered on a site by site basis and development partners could include This City, Registered Providers and local developers seeking to provide quality affordable homes.

There are likely to be opportunities for sites to be delivered in parallel in response to local demand.

10. Consultation

A draft version of this Neighbourhood Development Framework was consulted on during summer 2023. A full report on the consultation process and the feedback from residents was produced and presented to Manchester City Council's (MCC) Executive in October 2023, alongside a report seeking endorsement of this framework. The Executive report and the consultation report can be found on the Council website, however a summary is presented below.

The consultation ran for 4 weeks from 26 June to 23 July 2023 and was managed by officers from the MCC Development Team. MCC sent out a range of consultation materials before and during the consultation period to inform residents and local businesses about the draft strategy, as well as to engage and inform the target audiences.

Consultation materials and publicity

Postcards were sent to 2,975 homes and businesses in the local area to alert people to the consultation. These postcards were distributed to homes and shops in the wider neighbourhood around Moston Lane, as these are the residents and businesses who live and work locally and are best placed to comment on the proposals in the framework.

The postcard included a link and QR code to the online consultation and information about the in-person consultation sessions taking place in July. Digital versions of the postcard were also issued through community networks, and posters advertising the consultation were given to shops on Moston Lane to put up in their windows, along with a banner outside Simpson Memorial Hall.

A press release was also sent out on 26 June to local and industry media, and the consultation was featured on the MCC website and was posted across MCC's social media accounts.

Online Consultation

A webpage for the consultation was set up on the [manchester.gov.uk](https://www.manchester.gov.uk) website and went live on 26th June. Also, this provided information on the key principles of the draft framework and a link to a downloadable PDF version of the full draft Strategy. The webpage also included a link to the online questionnaire and details of the in-person engagement sessions.



Consultation event at the Simpson Memorial Hall, July 2023



Public consultation events

Two public consultation drop-in sessions were held in the main hall in Simpson Memorial Hall, located on Moston Lane. The events were held 3-6pm on Thursday 13 July and 12-3pm on Saturday 15 July. Both sessions were staffed by representatives from MCC's Development, Strategic Housing and Neighbourhoods Teams, alongside landscape architects from CW studio Ltd, who are designing the enhancements to three green spaces in Moston Lane.

At each event, visitors could look at the consultation boards, which showed the overall vision and objectives for Moston Lane, and highlighted plans for a new public square, new affordable homes, improved travel around Moston Lane and enhancing green spaces. MCC officers were also available to discuss any queries about the draft strategy. An A3 hard copy of the full draft strategy was also available for visitors to read.

Both events were well attended, with approximately 120 attendees on the Thursday and 114 attendees recorded on the Saturday.

Targeted Engagement Groups

Officers from the Neighbourhoods team also identified a number of local groups to engage:

- Moston Lane Trader's Association
- Moston Home Watch
- Moston Muslim Community Centre (Masjid Al-Noor)
- Bowler's Club
- Moston Matters



Consultation event with local traders, Sunday 16th July 2023


Summary and evaluation of responses

In total, 494 completed questionnaire responses were received, of which 43 were hard copy questionnaire responses and 451 were completed online. This represents a healthy response rate, and compares with 271 responses to the Wythenshawe Civic consultation in 2022 and 268 returns for the Gorton District Centre NDF consultation in the same year.

The headline proposals in the draft Moston Lane NDF were positively received. In many cases, respondents raised legitimate questions about how the proposals would be delivered and/or managed over the long-term (e.g. how the new square would be looked after, or what tenure the new homes would be), and such questions will be considered as and when the individual projects come forward.

The draft NDF document was amended to reflect the feedback received, and has been captured in this final version of the framework. This includes the addition of a new section - Section 11 - of the document, to address the Moston Lane 'retail offer', and respond to questions about school and health provision.





11. Wider issues raised in the public consultation

Retail / Food & beverage

A large number of respondents to the consultation commented negatively on the shops along Moston Lane, noting that there was a large number of hair and beauty salons, barbers, convenience stores and off licences, but a lack of recognised high street brands or shops selling clothing, footwear and similar ‘comparison’ goods. Similarly, places to eat and drink were in short supply, it was said, other than takeaways.

A snapshot analysis of the retail offer undertaken following the consultation confirms these comments, as does the previous business survey referenced on page 13. Hair/beauty and convenience stores/off licences do make up nearly half of the total number of shops along Moston Lane, which is arguably more than might be expected on an ‘average’ high street with Moston Lane’s characteristics. That said, many of these shops are independent and/or family-run traders, and they are evidently responding to a local demand for these services. It is also true that Moston Lane enjoys an enviably low vacancy rate of 3%, with just 4 out of 132

shops empty when surveyed in July 2023. This compares favourably with other locations around Manchester and with the national picture in terms of high street performance. It should also be remembered that, in terms of broader planning policy, nearby Harpurhey is considered the primary retail area for Moston Lane and contains both the shopping centre and also the large Asda superstore.

There are nonetheless opportunities to use the Development Framework to improve the ‘offer’ on Moston Lane. One major barrier to new, larger retailers coming to the area is that the shop units themselves are generally all small, ground floor units that do not have the required floorspace required by many high street retailers and food and beverage (F&B) operators. Larger units could be provided around the new public square that is proposed in the framework, with the retail/F&B forming the ground floor and residential homes above, and such an arrangement would also help to animate the new square. The commercial viability of this option will be explored as the plan for the square come forward – it is recognised that the wider retail environment

across the UK remains challenging. However, as the square and adjoining buildings will be built on MCC-owned land, the Council (and any delivery partner) will have control over who retail units are let to, and on what terms. This means the Council can develop a commercial strategy for the new retail units that aims to diversify the retail offer, and ensure any new businesses moving into the square are appropriate and add value to the area.

A second action in relation to retail will be to look at how existing businesses on Moston Lane can be supported to grow in the future, and/or improve their existing commercial performance. One suggestion raised by a number of respondents to the consultation was for a ‘shopfront improvement’ programme, with publicly funded investment in shop signage and the physical fabric of shop units. Whilst there are many precedents for such programmes around the country, they can prove prohibitively expensive, particularly in a location such as Moston Lane with a very long high street and a large number of individual units to invest in. Such schemes

are also not guaranteed to succeed if they do not also address the wider economic and environmental issues in an area.

Instead, officers from Development and Work and Skills will speak with the Business Growth Hub to identify a potential package of business support measures that could be rolled out to the existing traders on Moston Lane. This could include advice and guidance around investment, funding and strategy, or specific training on certain aspects of business or management. Funding for this activity will come from existing mainstream funding and through the GMCA's UK Shared Prosperity Funding.



Shop fronts on Moston Lane



Buses

Moston Lane is served by a large number of bus routes, most of which start/end at Piccadilly Gardens and connect continue onto Middleton, Higher Crumpsall and Oldham. Many residents complained about the frequency and journey times for some of these routes, and also the lack of connections to other parts of the city. It was also pointed out that the busiest stops outside the Post Office had no bus shelter.

Bus routes and scheduling are the responsibility of TfGM, however given this feedback officers will work with colleagues across Growth and Development and Highways to engage with the relevant teams at TfGM to relay these comments and make them aware of the proposals within the NDF.

Education

Some respondents to the consultation were keen to understand how more homes and more people living in the area would impact local services, including school and health provision.

In terms of education, there are a number of primary schools in and around Moston Lane. As the housing schemes set out in the Development Framework come forward and the precise number of homes, size and tenure become clear, officers will provide this data to the Children's and Education service to allow them to revise their forecasts for the demand for pupil places in and around Moston Lane.

It is important to note that the demand for pupil places is not solely driven by new homes: people moving to the area from elsewhere in Manchester or beyond is often the primary driver for in-year demand for places, and the Children's and Education service monitor this across the city through the twice-yearly school census.

Health

With significant new development taking place across north Manchester, including in Collyhurst and Victoria North, there are a number of discussions taking place between colleagues in the NHS and city council about future health and social care requirements. As well as growing populations in locations such as Moston Lane, the ageing population also needs to be considered, alongside the changes to the way in which health and care services are delivered. The future transformation of North Manchester General Hospital will also impact how services are provided across the north of the city.

In terms of the specific requirements for residents in and around Moston Lane, there is a question over whether the existing GP surgery at the Simpson Memorial Hall is sufficient to meet current and future needs. It may be that one of the proposed development sites within the framework could provide space for an expanded and improved healthcare facility. These options will be explored in consultation with NHS and health partners as the sites come forward for more detailed design.





12. Action Plan

Set out below is a high-level action plan for the delivery of this Framework and the projects set out. Progress against these actions will be managed by a working group made up of council officers, and ward members will be updated on the action plan via regular briefings. Local residents and businesses will be consulted on specific proposals on a project-by-project basis, as appropriate.

Note on timescale
 Short-term 0-12 months
 Medium-term 1-2 years
 Long-term 3 years+

| Action Number | Objective/Theme | NDF Reference | Action Plan Reference | Action | Owner | Budget/Funding | Timescale (S/M/L- Term) |
|---------------|--------------------------------------|---------------|-----------------------|--|--------------------------------------|--|-------------------------|
| 1 | Moston's Public Square | Project 1 | 1a | Undertake a detailed feasibility study to determine the optimal size, location and configuration of a new public square. | Development Team | Existing | S |
| | | | 1b | Devise a funding and delivery strategy for both the new square and associated commercial and residential development. | Development Team | Existing | S |
| | | | 1c | Once a funding and delivery strategy is in place, consult with the local community on detailed design. | Development Team | TBC - subject to funding strategy | M/L |
| 2 | New homes | Project 2 | 2a | Undertake appropriate due diligence on housing sites identified in the NDF, and identify funding and delivery strategy for each site. | Development Team / Strategic Housing | Existing | S/M/L |
| 3 | Improved rented stock | Project 3 | 3a | Relay the feedback from the NDF consultation to the Housing Compliance and Enforcement Team and discuss options for further proactive work in the Moston Lane area. | Development Team & Neighbourhoods | Existing | S |
| | | | 3b | Support rollout and promotion in Moston Lane of the GM Mayor's 'Good Landlord Charter' (subject to consultation) | Development Team / Strategic Housing | Existing | S/M |
| 4 | Enhancing Moston Lane corridor | Project 4 | 4a | Subject to funding being identified, undertake physical improvements to Moston Lane (e.g. widening of footways, tree planing, SUDs, signage, Active Travel measures). | Development Team / Highways | TBC | M/L |
| | | | 4b | Install alleygates to rear of Moston Lane to help tackle fly-tipping | Neighbourhoods | Shared Prosperity Fund (SPF) | S |
| | | | 4c | Explore options for commercial waste agreement to help managed waste and reduce littering | Neighbourhoods | Shared Prosperity Fund (SPF) | S/M |
| | | | 4d | Invest in Simposon Memorial Hall to improve physical appearance and functioning of the venue. | Development Team / Estates | Shared Prosperity Fund (SPF) & MCC Asset Management Plan funding | S/M |
| 5 | Supporting more sustainable movement | Project 5 | 5a | Engage with TfGM to relay the feedback about bus services in Moston Lane, and make them aware of the long-term development proposals in the NDF. | Development Team | Existing | S |
| | | | 5b | Identify funding streams for Active Travel improvements and Green Improvements on streets identified in the NDF. | Development Team / Highways | TBC | M/L |
| 6 | Enhancing existing spaces | Project 6 | 6a | Enhancements to the Peace Gardens, Moston Green, and the garden at the Simpson Memorial Hall | Development Team | Shared Prosperity Fund (SPF) | S |
| 7 | Improving car parking | Project 7 | 7a | Undertake detailed on and -off street parking survey to understand existing level of demand and patterns of use; this will inform future development plans. | Development Team / Highways | | S |
| | | | 7b | Subject to network review and traffic assessment to look implement a one-way system at the back of Moston Lane from Albine St to Ebsworth St. | Neighbourhoods / Highways | Shared Prosperity Fund (SPF) | S |
| 8 | Retail | pg. 48 | 8a | Work with the Business Growth Hub to identify options for business support, including potentially a second Small Business Roadshow following the one in 2022. | Work & Skills / Neighbourhoods | Existing | S |
| | | | 8b | Develop or facilitate larger retail units in or around Moston Lane, to facilitate growth of existing businesses and/or to attract new occupiers with larger floorspace requirements. | Development Team | Subject to location, ownership etc. | M/L |
| 9 | Community Safety | N/A | 9a | Review feedback from consultation and identify if any additional enforcement activity required in relation to issues identified, and engage with GMP as required. | Neighbourhoods | Existing | S |
| 10 | Community Cohesion | N/A | 10a | Identify potential activity and interventions to address issues raised by the consultation, in line with MCC's Building Stronger Communities Strategy | Neighbourhoods | Existing | S/M/L |



Moston Lane Development Framework

Manchester City Council

Final Draft
October 2023

