

Albion Street, Manchester

Statement of Community Involvement

Prepared by Counter Context Ltd.

JANUARY 2022

Table of Contents

1. Introduction	2
1.1 Overview	2
1.2 The Development Site.....	2
1.3 Overview of the Proposed Development	3
1.4 Policy Requirements	3
2. Pre-application Public Consultation Activities.....	5
2.1 Introduction.....	5
2.2 Pre-consultation Key Stakeholder Engagement	5
2.3 Publicising the Pre-Application Consultation	5
2.3.1 Consultation Postcard	5
2.3.2 Press Release	6
2.3.3 Consultation Website.....	7
2.4 In-person Consultation Event.....	7
2.5 Methods for Receiving Feedback.....	8
2.4.1 Email Address	8
2.4.2 Telephone Information Line.....	8
2.4.3 Online Feedback Form	8
3. Pre-application Consultation Feedback	9
3.1 Summary of Feedback Received	9
3.2 Analysis of Feedback Forms.....	9
3.2.1 Responses to closed questions within the feedback form	9
3.3 Main Findings and Consideration of Issues	11
4. Influence of Consultation Findings	19
Appendix 1 – Consultation Postcard.....	20
Appendix 2 – Feedback Form.....	22
Appendix 3 – Event Boards	23

1. Introduction

1.1 Overview

This Statement of Community Involvement has been prepared by Counter Context Ltd on behalf of Arrowsmith Management Ltd, hereby referred to as 'the Applicant'. It provides:

- An account of the pre-application consultation undertaken with local residents, local community groups, local councillors and other key stakeholders about the proposals.
- A summary of the feedback received from these consultees.
- Evidence that this feedback has been considered in the development of the proposals.

The pre-application community consultation strategy was designed to reflect guidance within Manchester City Council's adopted Statement of Community Involvement (2018) and the National Planning Policy Framework (NPPF) (2019).

1.2 The Development Site

The proposed development site is located on the corner of Albion Street and Great Bridgewater Street in the Deansgate area of Manchester. The site includes two parcels of land. The first is located directly on the corner, bounded by Great Bridgewater Street, Albion Street and Trumpet Street. The second is located in between the Briton's Protection pub and the Jurys Inn hotel, bounded by Great Bridgewater Street and Trumpet Street.

Red line site boundary:



1.3 Overview of the Proposed Development

The proposals for Apex Tower include providing 72 2-bedroom residential apartments within a slender 26 storey building on the first parcel of land.

On the second parcel of land, a seven storey building located between the Jurys Inn hotel and the Briton's Protection pub on Great Bridgewater Street is proposed, providing four apartments and approximately 150 sq m of commercial office space.

1.4 Policy Requirements

Conducting an early and transparent pre-application consultation is consistent with the guidance within the National Planning Policy Framework (NPPF) (2019).

Paragraph 39 of the NPPF states that:

Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and outcomes for the community.¹

The NPPF goes on to state that:

[Local Authorities] should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.²

...

Design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.³

This Statement of Community Involvement also fulfils a formal recommendation of the Local Planning Authority to provide people with an opportunity to feed into the design process of a scheme at an early stage.

Manchester City Council's adopted Statement of Community Involvement (2018) sets out 'how developers can ensure that there is an effective opportunity for people to comment and steer development'⁴.

In providing guidance to developers on how they should carry out pre-application consultation, Manchester City Council's Statement of Community Involvement provides

¹ Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, February 2019, paragraph 39.

² *Ibid.*

³ Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, February 2019, paragraph 128.

⁴ Manchester City Council's Planning and Development Statement of Community Involvement, June 2018, page 33.

recommendations on the types of methods that developers can adopt as part of their pre-application consultation strategy.

Pre-application consultation is beneficial to both the community and the developer as it allows the developer to design a proposal which takes on board the opinions of the community...

...The format of the consultation that the developer uses is likely to be discussed with us as part of pre-application discussions, to help ensure that there is an effective opportunity for people to comment and steer development. The following methods are likely to be suitable and should be used as appropriate:

- *Letters sent to residents and businesses in nearby streets telling them what is proposed, how they can get more information and how they can give the developer their views*
- *Public exhibition in an accessible location close to the development (e.g. library or supermarket) which tells the public about what is happening and gives them an opportunity to make comments*
- *A website set up by the developer*
- *Leaflets distributed to nearby streets and placed in facilities near the proposed developments which have a tear off slip for comments*
- *Social media used by the developer to advertise the development and associated consultation events...*

...We can't require developers to carry out pre-application consultation using the methods set out above, but it is encouraged. Where developers have not engaged with local residents and businesses, it is possible that an application could generate more objections once submitted. This could result in the developer having to amend their application to address the objections which could delay the decision-making process.⁵

As part of this process, and as recommended in Manchester City Council's Statement of Community Involvement, the Applicants' team met with Manchester City Council and discussed the consultation strategy for the proposed development ahead of the commencement of the consultation programme.

In addition to the requirement for pre-application community consultation set out by national and local authorities, the Applicant recognises that local people can make a valuable contribution to the proposals by offering their local knowledge and raising issues that may not have been considered, in many cases resulting in a stronger set of proposals.

This Statement of Community Involvement reports on the pre-application community consultation undertaken with site neighbours as well as with key local civic organisations and the wider community. There has been extensive and detailed engagement with a range of statutory and other organisations relating to technical issues during the development of the scheme. This engagement is described within the relevant planning application

⁵ Manchester City Council's Planning and Development Statement of Community Involvement, June 2018, pages 33-34.

2. Pre-application Public Consultation Activities

2.1 Introduction

This section of the Statement of Community Involvement sets out the range of activities undertaken as part of the pre-application consultation with local residents, businesses, community and interest groups. The pre-application public consultation period ran for three weeks from 16 November 2021 to 8 December 2021.

The key elements of the consultation activity plan are outlined below.

2.2 Pre-consultation Key Stakeholder Engagement

Ahead of and during the public consultation, engagement was undertaken with the two adjacent neighbours – the Briton's Protection public house and the Jurys Inn hotel. These neighbours will be key stakeholders as the proposals move forward and the Applicant is committed to continued positive engagement.

On 10 November 2021, a Teams meeting was held with Councillors Marcus Johns and William Jeavons (representing Deansgate ward) to introduce the proposals and the plans for the consultation. During the meeting, the discussions focused on:

- The importance of the Briton's Protection pub
- The design of the buildings and the proposed materials
- The ideas for public realm improvements
- Construction methodology

The councillors were subsequently updated via email with the key dates for the public consultation, including details of the public consultation event being held on 25 November 2021.

2.3 Publicising the Pre-Application Consultation

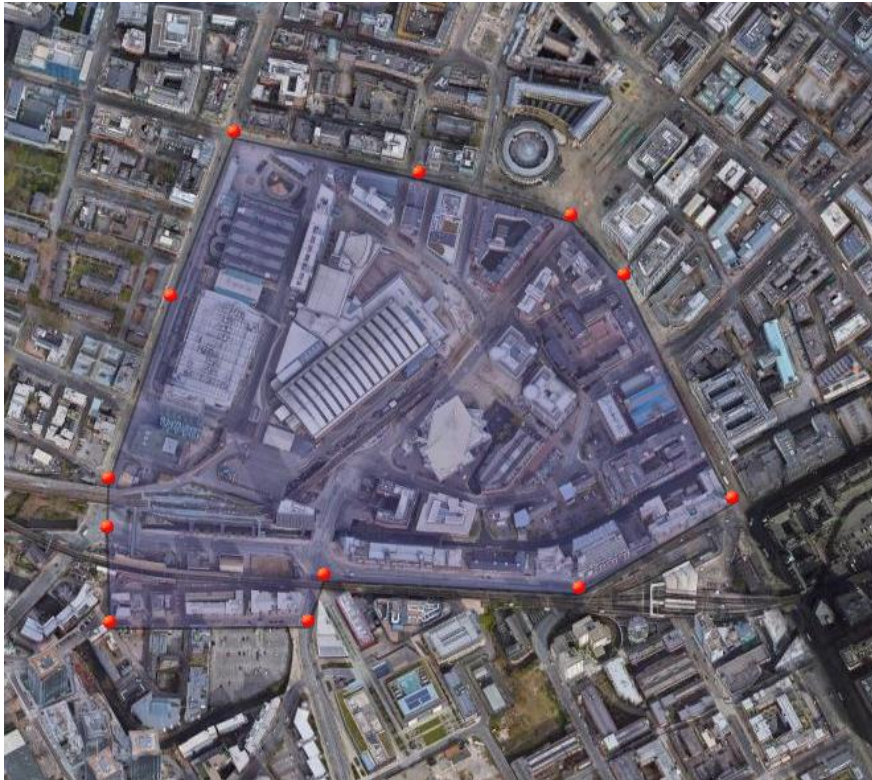
2.3.1 Consultation Postcard

A Consultation Postcard was issued on 15 November 2021 to properties in the vicinity of the site, as shown in the map overleaf. The postcard distribution area was shared with ward councillors during the meeting on 10 November and an additional area to the south, taking in Little Peter Street, was added in as a result.

The A5 sized postcard introduced the proposals for Albion Street and directed recipients towards the consultation website to find out more and provide their feedback, via the dedicated online feedback form or by email. The postcard promoted the in-person consultation event being held on 25 November 2021.

A telephone number was also included on the consultation postcard in case any of the recipients didn't have access to the internet and required information in a hard copy format. The consultation postcard is provided as **Appendix 1**.

Postcard distribution map:



2.3.2 Press Release

A press release was issued on 16 November 2021. It provided introductory information about the proposals and details of the public consultation and how people could provide feedback. Articles subsequently appeared in Place North West, Manchester Evening News and the BBC.

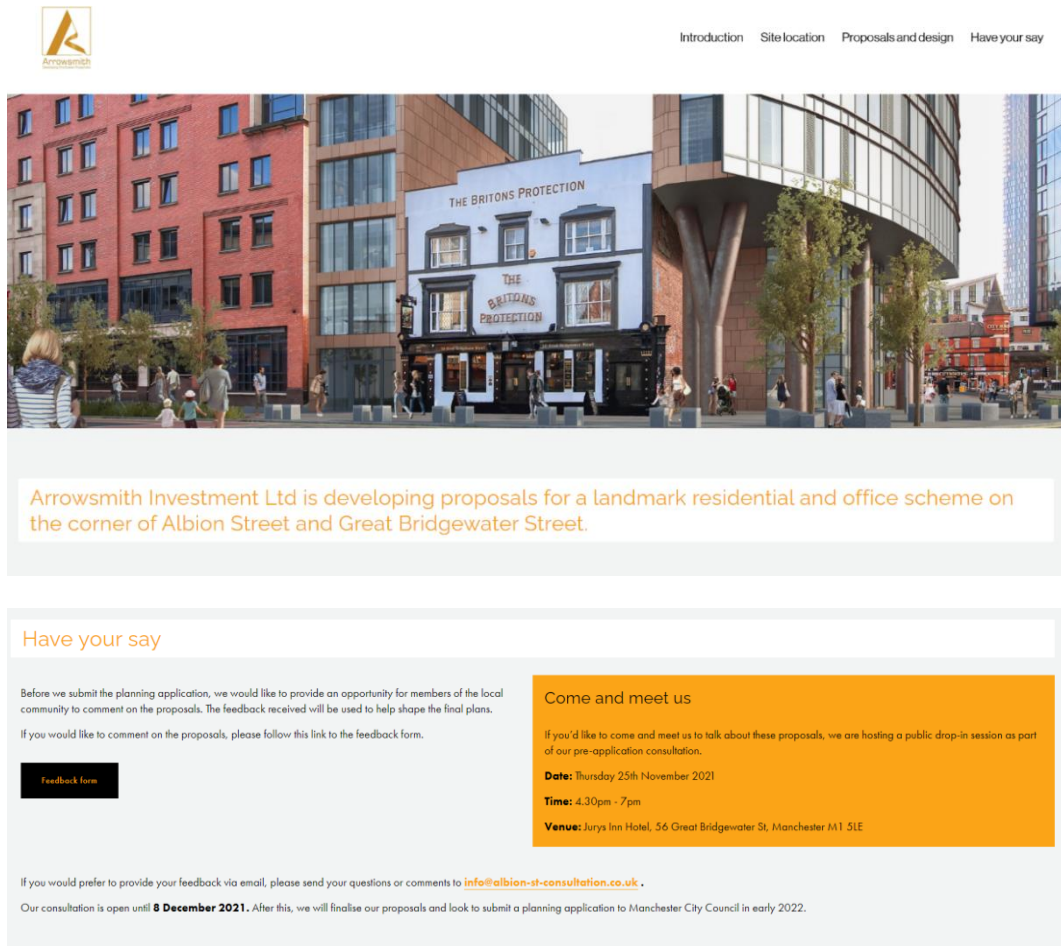
Screenshot to show example of press coverage:

A screenshot of the Place North West website. The header features the 'Place NORTH WEST' logo and several partner logos including kuits, clancy, and Wildbrook. The main navigation bar includes links for Home, Special Reports, Map, Video, Podcasts, Events, Jobs, Insight, Subscribe, Advertise, Contact, and PlaceTech. The left sidebar contains 'Reader's comments' and 'Special Reports'. The main content area features a large image of a modern building and a headline: 'Arrowsmith unveils vision for 26-storey Manchester scheme'. Below the headline is a sub-headline: 'Apex Tower, designed by Leach Rhodes Walker, would provide 72 apartments on the corner of Abion Street and Great Bridgewater Street.' The article text describes the project and mentions a public consultation. The right sidebar includes a 'Jobs' section with a CDM Advisor vacancy, an 'Insight' section with a post-Covid Christmas campaign, and an 'Other News' section with a Tameside project.

2.3.3 Consultation Website

A consultation website went live on 16 November 2021. The website (www.albion-st-consultation.co.uk) provided detail of the proposals and vision for the development and a 'Have Your Say' page, with links to the online feedback form, the project email address and the project telephone line.

Website screenshots:



During the consultation period there were 1920 visits to the consultation website from 1815 unique visitors.

2.4 In-person Consultation Event

A consultation drop-in event was held at the Jurys Inn Manchester on Thursday 25th November 2021 between 4pm and 7pm. Information about the proposals was displayed over eight boards in an exhibition style arrangement. Representatives from Zerum, Leach Rhodes Walker and Counter Context were present to answer questions from event visitors. Feedback forms were also available for visitors to fill in and submit in person. In total, 17 people attended the event and one feedback form was submitted. The event display boards are provided as **Appendix 2** and the feedback form is provided as **Appendix 3**.

Drop-in consultation event photo:



2.5 Methods for Receiving Feedback

2.4.1 Email Address

The project email address (info@albion-st-consultation.co.uk) was publicised on all consultation materials, including the website and the consultation postcard, allowing people to submit feedback or ask additional questions.

2.4.2 Telephone Information Line

A telephone information line was available during the public consultation and open Monday-Friday, 9am-5pm, with an answer phone facility to take calls outside these hours. Members of the consultation team managing the information line were on hand to answer questions about the proposals and the consultation process. The information line number was on all consultation materials.

2.4.3 Online Feedback Form

An online feedback form was provided on the consultation website so that website visitors could provide their feedback directly.

3. Pre-application Consultation Feedback

3.1 Summary of Feedback Received

In total, 355 responses were received during the pre-application consultation period.

All of the responses received during the pre-application consultation period have been logged and comments have been considered by the Project Team ahead of the submission of the planning application.

Response Type	Number
Online feedback form	346
Email	8
Drop-in consultation event	1
Total	355

3.2 Analysis of Feedback Forms

The feedback form included a series of multiple-choice questions and open ended questions about the proposals. Here follows a summary of the answers received through the multiple-choice questions asked as part of the online feedback forms.

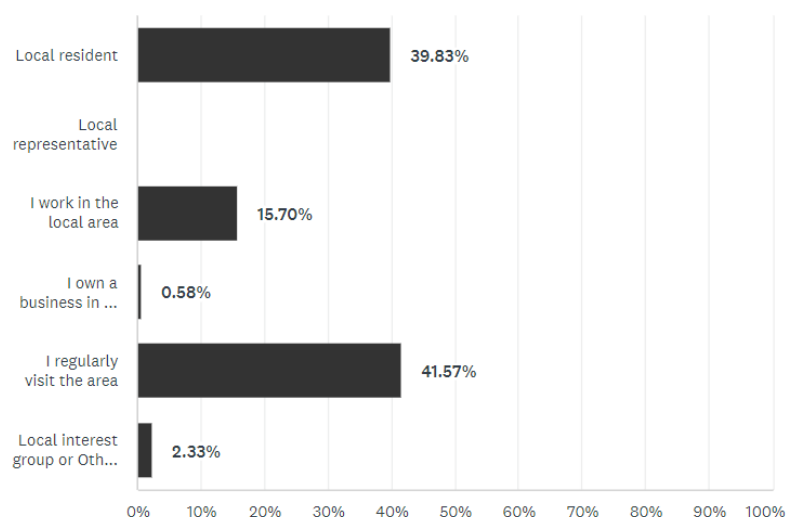
Comments received through open questions in the feedback form and by email are summarised and addressed in the table in Section 3.3.

3.2.1 Responses to closed questions within the feedback form

The feedback form included 3 closed questions. Below are the graphs showing the responses to the closed questions.

How would you describe your interest in the Apex Tower proposals?

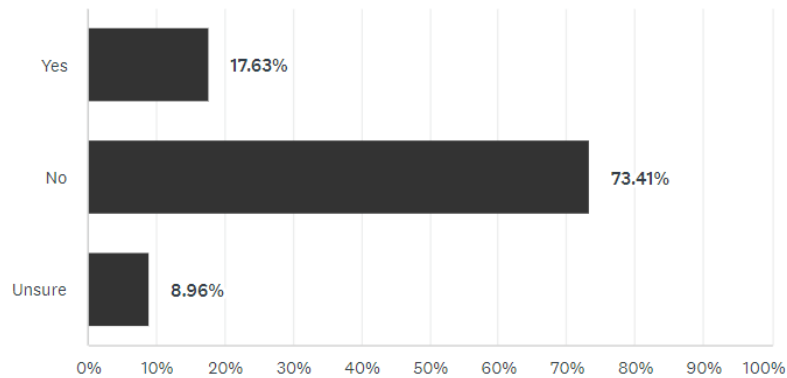
Answered: 344 Skipped: 2



The respondents were primarily divided by local residents (39.83%) and regular visitors to the area (41.57%). One person that selected 'local interest group or other' stated they were from the Peterloo Memorial Campaign.

In principle, are you in support of providing high-quality residential accommodation in this location within Manchester City Centre?

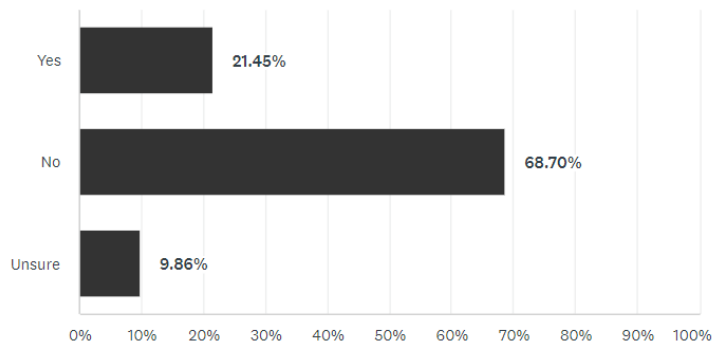
Answered: 346 Skipped: 0



73.41% (254) of people were not in support of the proposal to build residential accommodation on the site.

Do you support the ideas to enhance the public realm as part of the scheme, including the potential for improved pedestrian access and outdoor space around the Briton's Protection?

Answered: 345 Skipped: 1



Just over 68% (237) of respondents were not in support of the public realm enhancements proposed.

3.3 Main Findings and Consideration of Issues

An extensive summary of the issues raised by respondents and how they have been considered and responded to is provided in the table below.

There was one open ended question within the feedback form, where respondents could provide more detailed feedback.

The comments received in the open-field questions within the online feedback form and in responses submitted via email are summarised below.

Comments are summarised by theme, in descending order based on the number of comments relating to that theme.

Response table:

Topic Area	Applicant Response
General and rationale for development	
84 comments generally opposing the proposals, with most comments suggesting the proposals should not move forwards, and 6 comments stating that an alternate location should be found. 13 comments suggesting that more apartment buildings are not needed in the area. 1 comment suggesting that the scheme is a good idea and may bring more custom to the Briton's Protection. 2 comments in support of the slot site, but not the tower. 3 comments in support of the proposals.	The scale and massing of the two buildings is considered to be appropriate for the sites and will not have a detrimental impact on the surrounding area. As identified in the Design and Access Statement (DAS), this site is an opportunity to repair part of the connecting fabric within the City and is an opportunity to assist the connection between First Street and Peter Square/The Mosley Street Corridor which is recognised by the City as an important aspiration, and lacking physical or visual connectivity. This site also creates an opportunity to terminate the edge of the tall building cluster to the West and South with an elegant tall, but lower than all the other tall buildings, building. The recognition of a tall building being appropriate in this location, alongside the urban design connectivity point makes the general rationale for development justifiable. The proposals, with the careful design distinction between upper and lower floors, also help respond to the existing pub, leaving it highly visible, enclosing the pub garden, and assist in its long term sustainability by locating users who may frequent the pub.
Briton's Protection	
59 comments expressing concern about the impact on the Briton's Protection beer garden, and the potential loss of light. Respondents were concerned that	The importance of the Briton's Protection has been at the forefront of the design development process. To respect and allow the pub to be seen as a stand-alone building, the proposed

the tower would reduce the sunlight in the beer garden of the pub, which many state they visit on a regular basis, and is one of the better beer gardens in Manchester. • 64 comments generally concerned about the detrimental impact the building will have on the Briton's Protection, which is viewed by many as an iconic community building in Manchester. ○ Respondents suggested that the tower is oppressive and will dominate rather than enhance the pub. ○ 3 comments concerned that the development will detrimentally affect the pub as a business, which may lead to the loss of jobs and even the closure of the pub. ○ A comment that the pub will lose its focal point in the junction as it will be overshadowed.	taller building is cut back over three storeys, so the pub is seen in its own right. The entrance to the apartments in the taller building will be glassy and transparent and set back from the street edges. The right side of the pub, featuring a traditional brick wall and original pub sign, will remain visible as the lower floors of the tower are stepped back, leaving the gable wall almost entirely exposed. A section has been added to the DAS to look specifically at the pub garden, and how the scheme assists in reinforcing this as an attractive, well lit space, within the City, and reverts it to its historic enclosed nature. However, the Applicant would add that as a result of the public consultation feedback, it has made several important changes to the proposals around this area. The first is that the Applicant has pulled the building back on the Western side of the pub garden so that the element of building (3 storeys) that sat alongside is no longer alongside this boundary, opening up more views out westwards. On the eastern flank wall, where the new building proposal benefitted the garden by improving privacy (hotel windows no longer overlook the garden) and keeping noise and car parking on the other side of the building, the Applicant has added a mural commemorating the Peterloo Massacre. As we know the pub marks an important historic reference point but has no substantial information on the massacre outside, so this we believe provides a positive reference for anyone using the beer garden. With regards to concerns about loss of sunlight into the beer garden, a Daylight/Sunlight assessment is included within the Environmental Impact Assessment and a separate Transient Overshadowing Assessment is submitted in support of the planning applications following comments received during the public consultation exercise. These technical assessments
--	--

	conclude that will be no detrimental impact on the neighbouring beer garden and the amount of daylight / sunlight within the garden will be no worse than the current / cumulative scenarios. Heritage and conservation matters are fully considered in the supporting Environmental Impact Assessment. Overall, it is acknowledged that whilst there will be some limited impact on the adjacent building, measures have been taken to reduce this impact and ensure the overall impact is less than substantial and of a moderate level. Although the commercial impact on the pub business is not a planning matter, the Applicant is committed to being a good neighbour and working closely with the owners of the pub throughout the development process and beyond, as the Applicant intends to base its UK operations within the proposed development. The proposed development could bring several opportunities to the pub: • The opportunity to deal with vacant plots either side which are currently unattractive and can attract anti-social behaviour. • The opportunity to benefit from potential enhanced public realm to the front and side of the pub. • The potential for more footfall and new customers living within the proposed development. The Applicant is keen to continue to engage and work positively with the pub owners as the project moves forward.
Design & Height	
• 48 comments suggesting the design of the proposals, particularly the tower, is poor and lacks character. ○ Several concerns that the design does not fit in with the context and negatively impacts upon the heritage of the area. • 36 comments that the tower is too tall and overbearing within the local environment, with a suggestion that this will negatively impact the skyline.	As set out in the DAS, the area directly adjoining the site to the West and South has approvals and implemented buildings of significant height, where a cluster of tall building sit within the City. This site adjoins those and as such would not be inappropriate for a building of scale. This scale argument is further supported by the desire to see a building that connects St Peter Square to First Street, and a building with scale serves to direct and achieve those

Comments that there are already too many high rise buildings in Manchester. • 36 comments that the design is insensitive to the local history of the area, with comments that the design shows a lack of respect towards the Grade II listed building and the community value that the pub represents. • 3 comments suggesting that the tower should be no more than 4-6 storeys. • 2 comments in support of a taller building on the site. • 3 comments in support of the design of the tower, with one stating they support the 'modern outlook'. • 3 comments suggesting that better cladding should be used including: ◦ 1 suggestion for using Dichroic Glass panels. • A comment that even though the gable of the pub is being retained, the new tower will still overwhelm it.	goals. The scale of that 'taller' building has been justified in the DAS but is seen to be a stepping down of the tall buildings marking their edge, and is also significantly smaller in footprint from those other tall buildings making it an elegant marker forming the edge of that tall building cluster diminished in both height and volume from its counterparts. The design itself references very strongly its context. The DAS explains the different aspects of the development reverting to traditional terracotta facade where it faces outwards of the historic red brick and terracotta buildings and in glazing where it faces the modern taller predominantly glazed buildings. Not only does the building do that in terms of orientation but at ground level and scale consistent with the historic pub, it reverts to a red brick smaller footprint block to all facades, so at the human scale part of the scheme it presents more historic contextual materials. In addition to the above, a Townscape and Visual Impact Assessment (TVIA) has been undertaken as part of the Environmental Impact Assessment. The TVIA assessed the impact of the proposals from a number of agreed viewpoints, and concluded that Minor beneficial (not significant) residual effects on townscape character have been identified. These occur principally due to the redevelopment of an underutilised brownfield site within Manchester city centre to contemporary residential and commercial buildings. The proposed development will provide high quality design and finishes to buildings within a considered and functional layout that will create a strong sense of place. Furthermore, the completed development will contribute positively to the surrounding townscape character and will be reflective of the on-going evolution of the city.
Public Realm	
• 13 comments expressing opposition to the public realm enhancements, with concern that narrowing the roads will cause more congestion and the paving will create run-off issues when it rains.	The application for Site A includes works to improve the surrounding public realm with the provision of new paving within and to the edge of the site as well as the creation of a new soft landscaped

○ 1 suggestion that the public realm enhancements are being used to justify a scheme which shouldn't go ahead. ○ 2 comments concerned that space under the overhang will encourage anti-social behaviour. • 5 comments in support of the public realm enhancements, especially additional planning and greening in the area. • 1 comment in support of improving pedestrian access around the site. • 2 suggestions for more commercial space on the ground floors. • 6 suggestions that the site should be used for a park instead, with the idea of pocket parks being suggested 3 times.	feature which will help create an improved pedestrian environment. The public realm spaces around the building have been designed with good design principals in mind. The spaces are clearly legible and the separation between public and private is clear. These spaces are overlooked and thus prevent antisocial behaviour. The fact that the ground level spaces are open for 3 storeys also makes them feel more like fully open spaces rather than ones that are enclosed, as the building sits so high above. The shared residents' accessible parts of the building overlook these spaces so the maximum number of occupants are constantly looking out onto these spaces as well as being open to adjacent streets for passive surveillance, by passers-by.
Sustainability	
• 2 comments in support of the sustainability of the building, in particular the use of heat pumps. • 1 comment questioning how sustainable the project will be, and what its environmental impact may be.	The proposed development is aligned with the principles of Circular Economy, accords with national best practice and supports the vision for Manchester City to become a zero waste city in the near future. In line with the Waste Hierarchy principles, the design team has carefully considered the reduction of materials as the primary approach towards material circularity within the design. The energy strategy for the proposed development looks at a number of improvements in the building fabric, as well as the installation of energy efficient systems that will contribute to the reduced demand for energy. A Construction and Environmental Management Plan will seek to maximise the re-use and recycling of waste and minimise the volume of construction waste sent to landfill.
Microclimate	
• 1 comment expressing concern about the potential for wind impacts at street level as a result of the tower, with	A wind assessment has been undertaken as part of the Environmental Impact Assessment.

particular concern about pedestrian safety. 1 comment concerned about the impact of wind on the tower, and the potential noise this could cause.	Wind microclimate is the study of wind conditions at pedestrian level, to determine whether the wind speeds experienced are safe and suitable for the intended pedestrian activities at a given location. The wind microclimate has been assessed through comparison of computational simulations of the wind around the site and surrounding area with and without the proposed development. Conditions have been assessed on local thoroughfares, building entrances (both for the proposed development and surrounding buildings), bus stops and taxi drop off points and the existing amenity spaces in the Briton's Protection public house beer garden and the Rochdale Canal towpath. This assessment found that, due to the orientation and form of the proposed development, it is not expected to have a significant impact on the local wind microclimate. The inclusion of local cumulative schemes will further increase the extent of calm conditions around the site. This is likely due to them providing shelter to the proposed development from the dominant wind angles.
Construction	
6 concerns about the impact the construction process will have on the local area, and in particular, on the Briton's Protection. - Concern that the construction will negatively impact pub patronage.	A Construction and Environmental Management Plan will set out a range of methods to minimise the impacts of construction on nearby residents and businesses, including measures to control noise, vibration and dust. The Applicant is committed to continued dialogue with site neighbours throughout the development process.
Financial	
19 comments suggesting the proposals are focused on financial return to the detriment of urban design. 6 comments concerned that the costs of the apartments will be too high and suggesting that more affordable housing should be included.	A viability report has been submitted as part of the planning application to assess the approach to affordable housing contributions. The impact on other house prices in the location area is not a planning matter.

1 comment concerned that the development will negatively impact local house prices.	
Noise	
3 comments concerned that tower residents will submit noise complaints about the pub, which may lead to it being closed down.	A noise assessment has been included within the Environmental Impact Assessment. Observations made at the site during the noise and vibration surveys allowed any significant existing noise sources which contribute the measured levels, to be identified. Noise from Britons Protection Pub was occasionally audible but not dominant on site during the day for deliveries and during the night for patrons using the venue. Noise from the Britons Protection and other surrounding commercial use building, such as the Jurys Inn, was not observed to be dominant during the survey. Whilst the Eastern façade of Site A and the western façade of Site B have the potential to be affected by noise generated from the plant at the rear of Britons Protection, the proposed site indicates that there are no private external gardens or balconies. Due to this, external noise impact from Britons Protection does not need to be considered externally. A robust glazing system will be installed to ensure that noise impact upon living spaces is minimal, furthermore, the wall flanking the pub does not contain any windows.
Traffic	
4 comments concerned that the development will cause traffic/congestion issues in the area.	Three car parking spaces are provided across both buildings so there will not be any significant increase in traffic generated from the site. Furthermore, the servicing of the proposed residential building will be negligible in context of hotel and pub deliveries.
Local services	
2 comments concerned that an influx of new residents into the area will put too much pressure on local infrastructure and services.	There will be an assessment as part of the s106 process to determine whether there is a need for a contribution to local infrastructure and services.
Other	
5 comments concerned that the proposals are not sympathetic to the	On the eastern flank wall, where the new building proposal benefitted the garden by improving privacy (hotel

memory of the Peterloo Massacre, and are disrespectful to the history of the building and the area.	windows no longer overlook the garden) and keeping noise and car parking on the other side of the building, the Applicant has added a mural commemorating the Peterloo Massacre. As we know the pub marks an important historic reference point but has no substantial information on the massacre outside, so this we believe provides a positive reference for anyone using the beer garden.
---	--

4. Influence of Consultation Findings

The comments received during the pre-application consultation have been considered by the Applicant's team on an ongoing basis to ensure that the issues raised could be addressed during the development of the proposals.

As a result of consultation feedback, the Applicant has looked very carefully at the justification for a tall building in this location. A strong urban design narrative is provided within the Design and Access Statement, which explains that this site provides an opportunity to repair part of the connecting fabric within the city and is an opportunity to assist the connection between First Street and St Peter's Square / the Mosley Street Corridor. The site also creates an opportunity to terminate the edge of the tall building closer to the West and South with an elegant, tall building, although one which is lower than the other tall buildings in this cluster.

The suitability and impact of a tall building in this location has also been thoroughly assessed from a heritage perspective (as shown in the Heritage Statement) and from a townscape and visual impact perspective (as shown in the relevant chapter in the Environmental Statement).

In response to consultation feedback around concerns about the impact on the Briton's Protection beer garden, the Applicant has pulled the proposed tall building back on the Western side of the pub garden so that the element of building (3 storeys) that sat alongside the pub garden is no longer alongside this boundary, opening up more views out westwards.

The Applicant has also undertaken an additional Transient Overshadowing Assessment. These technical assessments conclude that there will be no detrimental impact on the neighbouring beer garden and the amount of daylight / sunlight within the garden will be no worse than the current / cumulative scenarios.

Furthermore, comments received during the consultation pointed to the significance of the Peterloo Massacre in this part of the city. In response, the Applicant has committed to add a mural commemorating the Massacre on the eastern flank wall, providing a positive reference to this significant event in Manchester's history to anyone frequenting the pub beer garden.

The Applicant would like to thank the local residents, businesses, and other consultees who have provided their feedback during the pre-application consultation and looks forward to further constructive dialogue throughout the development process.

Appendix 1 – Consultation Postcard

Consultation on proposals for a residential-led development

Arrowsmith Investment Ltd is developing proposals for a landmark residential and office scheme on the corner of Albion Street and Great Bridgewater Street.



Apex Tower will provide approximately 72 high-quality residential apartments within a slender and striking 26 storey building, adding to the cluster of tall buildings in this growing part of the city centre.

Complementing the taller building, the proposals also include a new seven storey building located between the Jurys Inn Hotel and the Briton's Protection pub on Great Bridgewater Street, which will provide a mix of apartments and commercial office space. The prominence of the Briton's Protection pub will be preserved and enhanced by creating a high-quality active streetscape.

Taken together, these proposals will create a sustainable and well-connected residential-led development in the heart of the city centre.

Prior to submitting a planning application, Arrowsmith would like to invite feedback from members of the local community.



Indicative image of development proposals with our aspirational ideas for public realm improvements.

Have your say

You can find out more about these proposals on our consultation website, where you can also provide feedback.



Website: www.albion-st-consultation.co.uk

Come and meet us

If you'd like to talk to us and find out more about our plans, come along to our consultation drop-in event:

Date: Thursday 25th November 2021

Time: 4.30pm - 7pm

Venue: Jurys Inn Hotel, 56 Great Bridgewater St,
Manchester M1 5LE

If you would prefer to provide your feedback via email,
please send your questions or comments to:
info@albion-st-consultation.co.uk

For any other queries, you can call our information line on
0161 669 5035

Please do get in touch with us if you have any questions
about these plans. Our consultation team is here to help.
This consultation is open until **8 December 2021**

Return address if undelivered:

5th Floor, St. James House, Vicar Lane, Sheffield S1 2EX

Appendix 2 – Feedback Form



Apex Tower - Feedback Form

Please note that the deadline for the submission of feedback is **8 December 2021**

You do not have to supply personal details. However, it will enable us to contact you with updates on these schemes. Your personal details will be stored in compliance with the GDPR by Counter Context acting on behalf of Arrowsmith Investment Ltd. As part of any subsequent planning applications, Arrowsmith Investment Ltd. may submit to the Local Planning Authority a complete copy of all correspondence received. This ensures all your comments are available to the LPA during the consideration of the planning application(s). Personal data will not be passed onto any other third parties.

1. How would you describe your interest in the Apex Tower proposals?

- ☐ Local resident ☐ I own a business in the area
☐ Local representative ☐ I regularly visit the area
☐ I work in the local area
☐ Local interest group or Other (please specify)

2. In principle, are you in support of providing high-quality residential accommodation in this location within Manchester City Centre?

- ☐ Yes
☐ No
☐ Unsure

3. Do you support the ideas to enhance the public realm as part of the scheme, including the potential for improved pedestrian access and outdoor space around the Briton's Protection?

- ☐ Yes
☐ No
☐ Unsure

4. As the team develops these proposals further, what are the topics that you think are most important for us to consider? (For example, design of the two buildings, access, public realm etc.)

5. If you would like to be kept up-to-date with information about these proposals, please let us know your contact details below:

Name	
Postal Code	
Email Address	

6. Are you happy to be contacted by email?

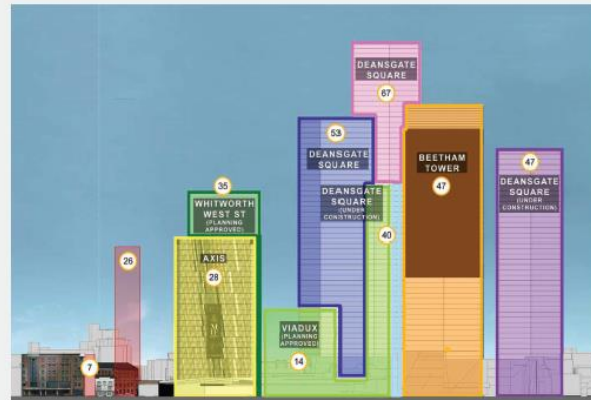
- ☐ Yes
☐ No

Appendix 3 – Event Boards

Site location plan, building heights and existing site images

The proposed site is located on the corner of Albion Street and Great Bridgewater Street in the Deansgate area of Manchester and includes two parcels of land either side of the Briton's Protection pub. The pub will be reinforced by the proposals, which seek to retain the pub's strong presence at street level.

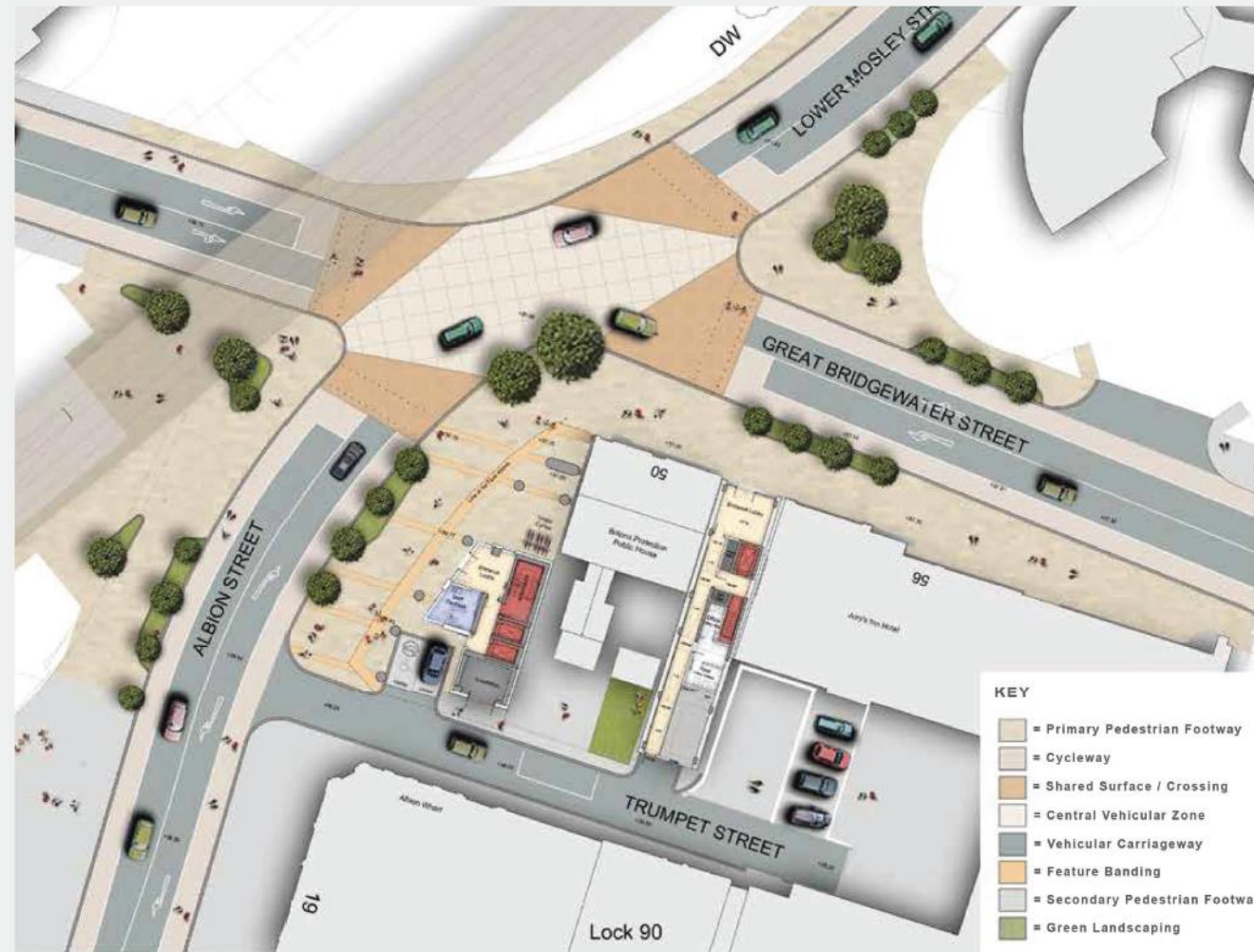
In recent years, this part of the city centre has become home to a cluster of tall buildings. The plans for Apex Tower have been designed to complement this emerging cluster.



Indicative plan of potential public realm improvements

The proposals also include the potential to improve the external spaces around the site, along Great Bridgewater Street and Albion Street. The aim is to enhance the environment for pedestrians around this area, which is currently a car-dominated environment.

The image shown here is indicative, but shows an ambition to widen footpaths and include landscaping to make this a greener and more attractive pedestrian priority environment. As part of these proposals, there is potential for an extended outdoor seating area for the Briton's Protection pub, alongside improvements to the area outside the Jurys Inn Hotel.



CGI of proposals showing aspirations for public realm improvements



Materiality



To allow the existing Briton's Protection to be seen as a stand alone building, the taller building is cut back over three storeys, so the pub is seen in its own right. At the upper levels the building will overhang and create newly enhanced public realm, supported by columns.

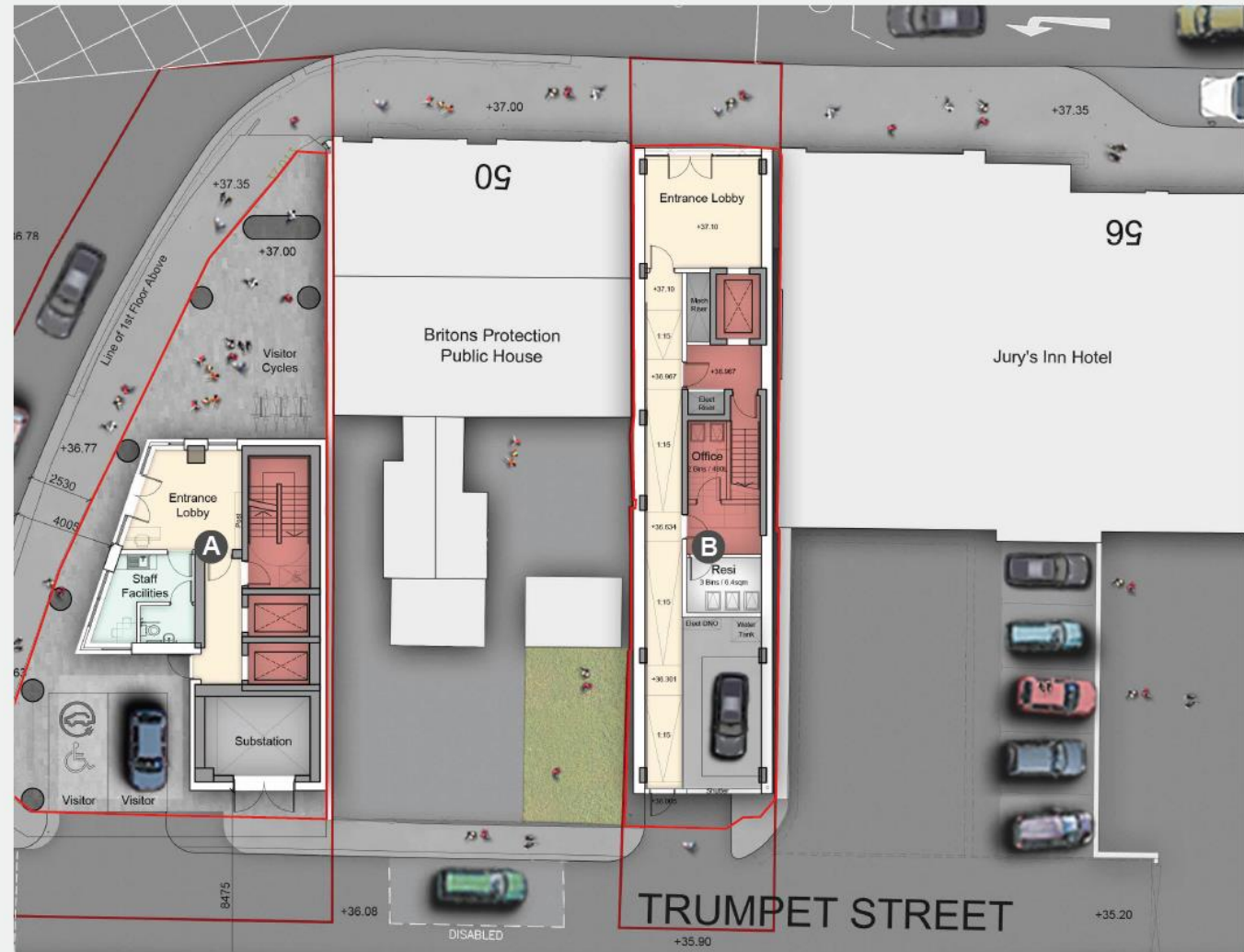
Context elevations before and after



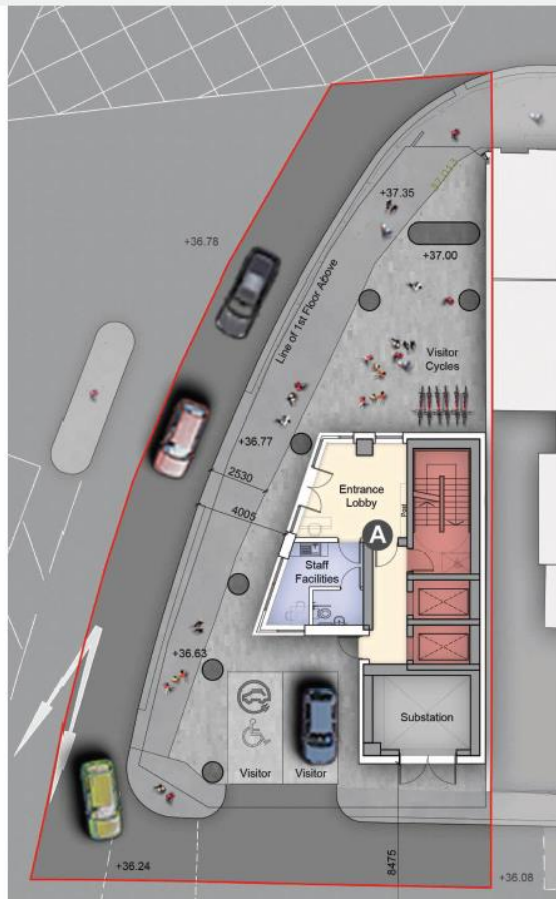
The building responds to some important design aspirations. It seeks to connect two separate parts of the City at an important turning point where Albion Street meets Great Bridgewater Street, it provides an enhanced setting for the existing historic Briton's Protection public house, but at the same time marks an edge of the tall building cluster, forming a transition in scale stepping down towards the City Centre. In this way Apex Tower not only defines an important location in the city but it also responds in a sensitive way to the immediate, and the wider surrounding buildings.

Site plan

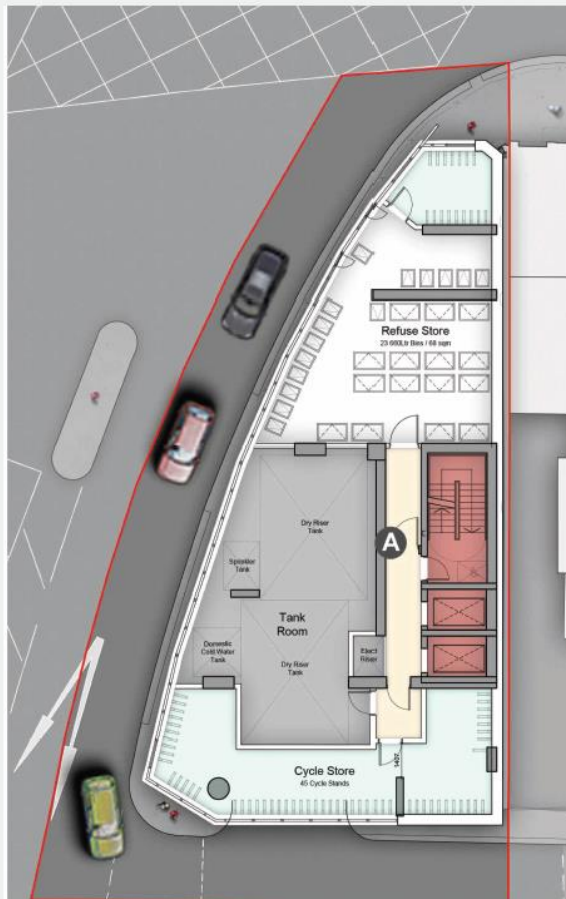
To encourage active travel, Apex Tower will include 100% cycle provision for residents, as well as cycle parking for visitors. There will be 3 parking spaces provided, including an accessible space and an electric charging station.



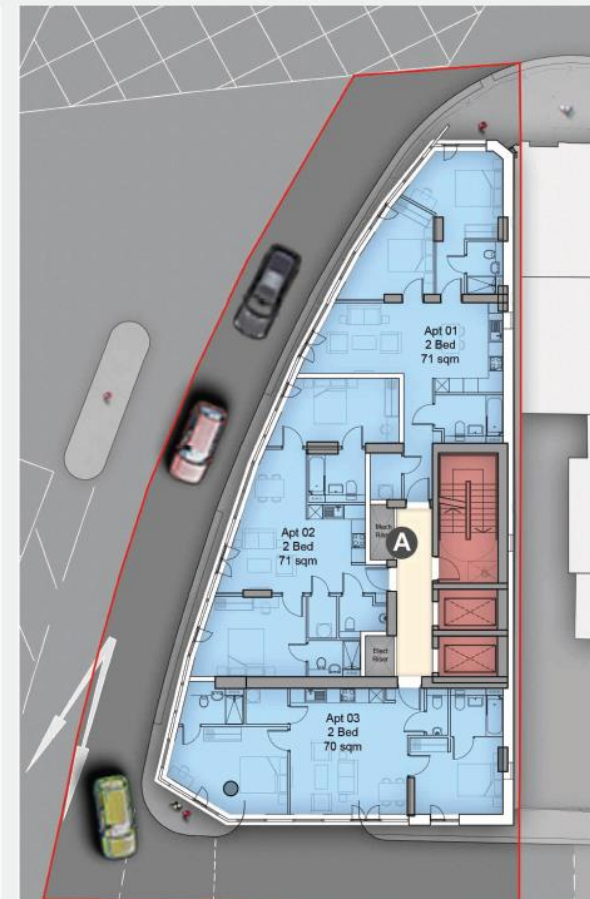
Site A: Tower plan



Ground Floor Plan -
Entrance and Parking

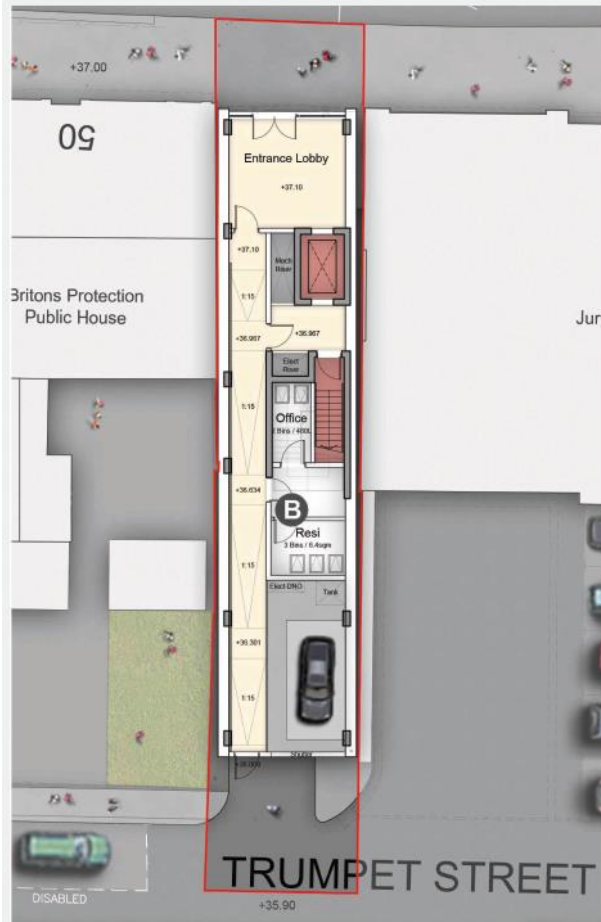


First Floor Plan -
Cycle and Refuse

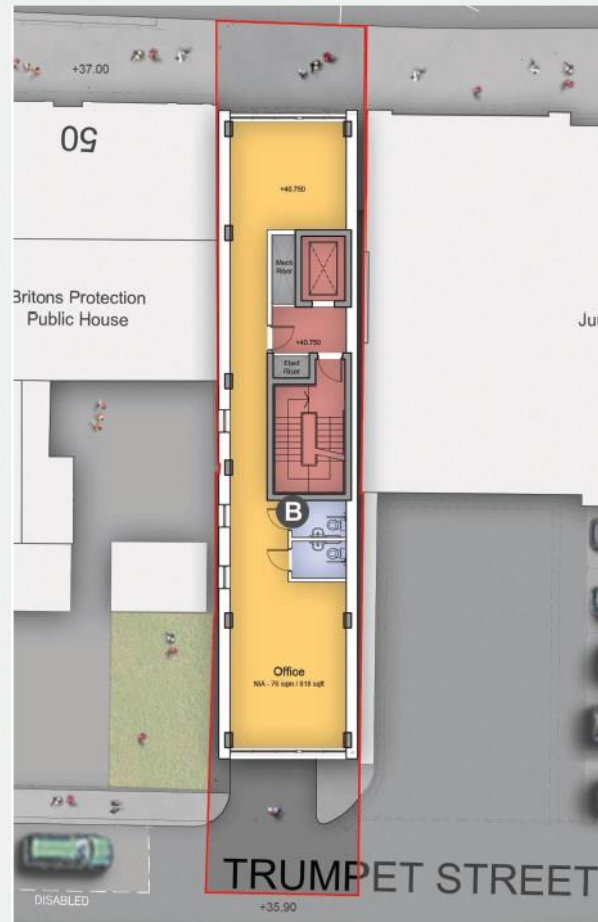


Typical Floor Plan -
2 - 3 Bed Apartments

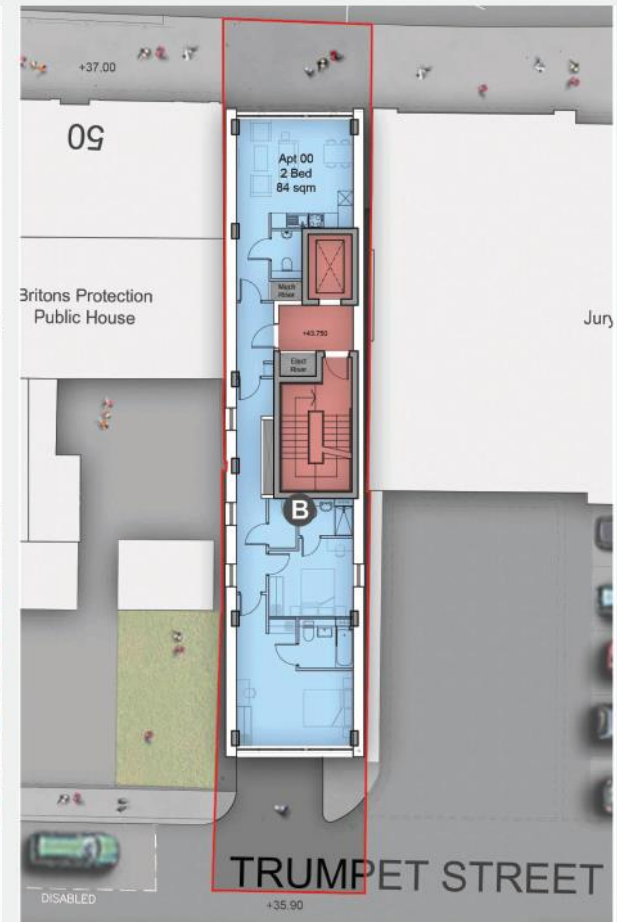
Site B: Slot site plan



Ground Floor Plan -
Entrance and Parking



First Floor Plan -
Offices



Typical Floor Plan -
2 Bed Apartment