
7-9 Piccadilly, Manchester

Statement of Community Involvement

On behalf of Thackeray Investments

December 2021

7-9 Piccadilly, Manchester

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1. INTRODUCTION

Background

1.1 This Statement of Community Involvement ('SCI') has been prepared by Barton Willmore LLP on behalf of its Client, Thackeray Investments ('the Client') in support of a full planning application for the proposed redevelopment of the property at 7-9 Piccadilly, Manchester (the 'Site').

1.2 The description of development is as follows:

"Retention, and future use of ground floor commercial units (for use Class E(a-d) retail and/or drinking establishment / Sui Generis Hot Food Takeaway) and partial demolition of the upper floors at 7-9 Piccadilly to provide for the development of a six storey of office development (Use Class E(g) above the retained commercial units at ground floor, together with rooftop amenity area, cycle parking, public realm improvements and associated works. The proposal includes upgraded facades to Piccadilly alongside a new frontage and accesses (pedestrian and servicing) to Back Piccadilly to incorporate a new office entrance / reception area."

Purpose of this Statement

1.3 The purpose of the SCI is to provide a commentary on the engagement and consultation methods which have been employed by our Client during the pre-application process. The planning merits and justification for the proposed development are documented within the Planning Statement and are not repeated in this SCI.

1.4 Leading up to the submission of the Application, our Client has adopted a pro-active approach to engagement and consultation to design development. This strategy has helped influence and shape the proposals and capture the benefits which the proposed development has to offer. At the same time, it has identified opportunities and constraints which our Client has sought to consider and address prior to the submission of the Application.

Statement Structure

1.5 The SCI forms a key supporting document to the planning application and it should be read in conjunction with the suite of information submitted in support of the planning application. The following sections of the SCI are structured as follows:

- Section 2 introduces our Client and provides a summary of their ambitions for 7-9 Piccadilly;
- Section 3 describes the proposed development;
- Section 4 outlines the planning policy context;
- Section 5 sets out the consultation methodology;
- Section 6 summarises the responses received and sets out how the feedback has informed the planning application and design; and
- Section 7 provides a summary and concluding remarks.

2. BACKGROUND CONTEXT

Thackeray Investments

- 2.1 Thackeray Investments is a property development and investment company, first established in 1963. They hold a national property portfolio across various sectors including retail, office, care, residential and short-stay, with the majority of their assets being located in town and city centre locations across London, Cardiff, Reading, Nottingham, Leeds and Manchester. Their current portfolio comprises over 100 retail and restaurant units, over 100 high-quality residential units in addition to over 400,000 square feet of high-quality office accommodation. As part of their ongoing growth strategy, Thackeray Investments' investment plans are primarily focussed on Manchester, and specifically, key sites within the city centre.
- 2.2 Thackeray Investments benefit from expertise in development proposals which either form heritage assets themselves or have a direct relationship with them, and to date have successfully restored Grade II, Grade II* and Grade I listed buildings, and are currently involved in a range of projects including town centre mixed-use schemes, as well as a nursing home which utilises a Grade II Listed building.

7-9 Piccadilly

- 2.3 7-9 Piccadilly occupies a prominent, and strategically important position within the heart of the city centre, fronting onto Piccadilly Gardens, Manchester city centre's largest area of public open space. Thackeray investments' vision for the development is to transform 7-9 Piccadilly into a sustainable landmark building that aligns with the City Council's ambition to reshape Piccadilly Gardens. This will also include re-activating Back Piccadilly as a core principle, providing new office frontages and improving the quality of the environment in this location.
- 2.4 Enhancing the retail frontage onto Piccadilly Gardens also forms a key part of the ambition for the site. This vision also sets out a commitment to urban renewal through the greening of laneways and the creation of a new, reimagined link between Piccadilly Gardens and the Northern Quarter, improved security through passive surveillance both to the Gardens and Back Piccadilly as well as the promotion of an opportunity for shared spaces to breathe new life into this part of the City.
- 2.5 Overall, the proposed development will retain the retail development and active frontage onto Piccadilly Gardens, whilst also introducing high quality office

accommodation (including roof terrace) onto the upper floors of the building, which are currently vacant and redundant. It will also provide a new, reimagined link between Piccadilly Gardens, Back Piccadilly and the Northern Quarter.

- 2.6 Further information on the development context is set out within the supporting Planning Statement alongside the justification for the scheme.

3. THE PROPOSED DEVELOPMENT

- 3.1 Our Client is seeking full planning permission for the redevelopment of 7-9 Piccadilly comprising the retention, and future use of ground floor commercial units (for use Class E(a-d) retail and/or drinking establishment / Sui Generis Hot Food Takeaway) and partial demolition of the upper floors at 7-9 Piccadilly to provide for the development of a six storey of office development (Use Class E(g) above the retained commercial units at ground floor, together with rooftop amenity area, cycle parking, public realm improvements and associated works. The proposal includes upgraded facades to Piccadilly alongside a new frontage and accesses (pedestrian and servicing) to Back Piccadilly to incorporate a new office entrance / reception area.
- 3.2 The development proposes the retention of the commercial unit on the ground floor, whilst converting the upper floors into high quality Grade A office accommodation, including the sensitive introduction of a third, fourth and fifth floor onto Piccadilly Gardens with a sixth floor set back to provide the opportunity for an attractive roof terrace.
- 3.3 In terms of access, the proposals include for a main entrance to the proposed offices from Back Piccadilly. This would provide an opportunity to deliver a much-needed boost to the Tib Street/Back Piccadilly streetscene and allow for the creation of a green / active frontage, facilitating the re-activation of Back Piccadilly itself. The proposed development is 'car free' (i.e. no car parking is proposed) but bicycle storage and shower facilities are proposed as part of works to enhance the building.
- 3.4 Overall, the proposed development will retain the retail development and active frontage onto Piccadilly Gardens, whilst also introducing high quality office accommodation (including roof terrace) onto the upper floors of the building, which are currently vacant and redundant. It will also provide a new, reimagined link between Piccadilly Gardens, Back Piccadilly and the Northern Quarter.
- 3.5 Table 1 below sets out the schedule of accommodation proposed for the redevelopment of 7-9 Piccadilly.

Table 1: Schedule of Proposed Accommodation, 7-9 Piccadilly

Proposed Development	
Building Heights (storeys & mAOD)	G+6 Storeys (with plant screen above) +72.829m AOD to parapet of plant screen.
Retail (Sq.M)	830
Commercial (Sq.M)	3,955
Roof Terrace (Sq.M)	151
Incidental Space / Plant (Sq.M)	592
Cycle Parking	40 Spaces

- 3.6 The proposed development is described in further detail in both the accompanying Planning Statement and Design and Access Statement which should be read in conjunction with this SCI.

4. PLANNING POLICY AND LEGISLATIVE CONTEXT

- 4.1 This Section of the SCI sets out the Planning Policy and legislative context which underpins community consultation and development proposals.

Planning and Compulsory Purchase Act 2004 and Localism Act 2011

- 4.2 The Planning and Compulsory Purchase Act 2004 sets out the requirements for Local Planning Authorities to produce a SCI and outlines how local communities should be involved in the preparation of local development plan documents and emerging development proposals within their neighbourhood.
- 4.3 The Localism Act 2011 reinforces the need for developers to engage in pre-application consultation with local communities prior to the submission of a planning application (for certain types of development).
- 4.4 Guidance published alongside the Localism Act in February 2011 (Pre-Application Consultation with Communities: Basic Guide) was withdrawn on 7th March 2014 and replaced by guidance contained within the Planning Practice Guidance launched on 6th March 2014. This guidance is discussed in further detail below.
- 4.5 There is no statutory requirement to undertake pre-application engagement and consultation for the proposed development. However, Thackeray Investments have identified that pre-application engagement with officers and the local community is important and a valuable step in shaping the delivery of the redevelopment of 7-9 Piccadilly.

National Planning Policy Framework (2021)

- 4.6 The first edition of the National Planning Policy Framework (NPPF) was adopted in March 2012. This was superseded by the revised version of the NPPF adopted in July 2018 and February 2019, with the most recent NPPF being adopted by the Government in July 2021. The Revised NPPF continues to set out the Government's planning policies for England and how these are expected to be applied at a local level.
- 4.7 The NPPF takes forward the legislative requirements of the 2004 and 2011 Acts, paragraph 39 reaffirms:

"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 improved outcomes for the community."

4.8 As well as developers, the NPPF states at paragraph 40 that Local Planning Authorities:

"have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage [...]. They 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."

4.9 This "message" aligns with paragraph 41 of the NPPF, which states that:

"The more issues that can be resolved at pre-application stage, including the need to deliver improvements to infrastructure and affordable housing, the greater the benefits."

4.10 In terms of design, paragraph 132 of the NPPF is also clear that:

"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."

4.11 In view of the above, the Applicant has undertaken a comprehensive range of pre-application consultation (in line with the guidance and recommendations set out in the NPPF) to shape the proposed redevelopment of 7-9 Piccadilly.

National Planning Practice Guidance

- 4.12 The Government published the National Planning Practice Guidance ('NPPG') on 6th March 2014. This effectively provides supplementary guidance to the NPPF in the shape of a web-based resource.
- 4.13 The NPPG guidance titled 'Before submitting an application' (Paragraph: 001 Reference ID: 20-001-20150326) reinforces that pre-application engagement by prospective applicants offers:

"significant potential to improve both the efficiency and effectiveness of the planning application system and improve the quality of planning applications and their likelihood of success."

- 4.14 The NPPG goes on to state that this can be achieved by way of the following:

- ***"Providing an understanding of the relevant planning policies and other material considerations associated with a proposed development;***
- ***Working collaboratively and openly with interested parties at an early stage to identify, understand and seek to resolve issues associated with a proposed development;***
- ***Discussing the possible mitigation of the impact of a proposed development, including any planning conditions;***
- ***Identifying the information required to accompany a formal planning application, thus reducing the likelihood of delays at the validation stage; and***
- ***Putting in place a Planning Performance Agreement where this would help with managing the process and agreeing any dedicated resources for progressing the application."***

- 4.15 Turning to those parties to be involved at the pre-application stage, the NPPG sets out the need for a collaborative process between applicants and other interested parties. These may include the following:

- The local planning authority;
- Statutory and non-statutory consultees;

- Elected members; and
- Local people.

4.16 There is recognition that the parties involved at the pre-application stage will vary on a case-by-case basis, and the level of engagement should be proportionate to the nature and scale of a proposed development. Each party is identified as having an important role to play in ensuring the efficiency and effectiveness of pre-application engagement.

Manchester Statement of Community Involvement ('SCI') (2018)

4.17 In accordance with legislative requirements, Manchester City Council has an adopted Statement of Community Involvement ('SCI'). This was adopted in June 2018. The SCI reiterates the importance of early engagement and encourages developers to engage with stakeholders, including local communities at an early stage in the production of masterplans, planning frameworks and planning applications.

4.18 The SCI is clear that there are benefits of pre-application consultation 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 following methods are considered likely to be suitable and the SCI advises that these are to 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 space for comments and can be returned free of charge.
- **Social media** used by the developer to advertise the development and associated consultation events.

4.19 When the developer submits a planning application the SCI expects the development to accompany it with a record of the consultation that took place. Copies of responses

will be requested and required for the planning submission, so that it can be seen how the developer incorporated people's comments into their final proposal.

- 4.20 The Council cannot require developers to carry out pre-application consultation, but it is encouraged. Therefore, to avoid objections and delays to the application process the University has chosen to engage with Officers and key local stakeholders having full regard to the guidance contained within the Council's SCI. The methods employed by the University are set out in the following Section.

5. CONSULTATION METHODOLOGY

- 5.1 Thackeray investments is seeking to bring forward a high quality office and retail development which provides Grade A office space in a highly sustainable and accessible location, whilst providing upgrades to both Piccadilly and Back Piccadilly. Utilising the Site's highly prominent, strategic location, at the heart of the city centre.
- 5.2 Set in this context, our Client recognises the need to adopt a range of proactive engagement and consultation methods, including meetings with stakeholders, hosting consultation events, and using other effective engagement tools (such as social media, the internet and the press) to raise awareness of the proposed development and to encourage interaction and involvement.
- 5.3 The main objective of the consultation was to communicate the vision for the development and/or design proposals before the submission of the planning application. This has helped to build an understanding of the proposal, obtain written and verbal feedback, and consideration of any issues that need addressing as part of the design of the development.
- 5.4 An overview of the approach used is provided below.

Identifying Target Groups

- 5.5 Interest in 7-9 Piccadilly extends beyond its immediate neighbours owing to its prominent location overlooking the city centre's largest area of public open space.
- 5.6 The first stage of the consultation is, therefore, to identify the target audiences, before then selecting the most appropriate communication tool for consultation. The target consultation groups are identified in Figure 1 below:

Figure 1: Target Consultation Groups



^{1.} **Manchester City Council Officers** – Head of Development Management: City Centre, Strategic Lead
– City Centre partnerships, City Centre Development Manager, Planning Case Officer

^{2.} **Ward Councillors** – Local Members for Piccadilly and Deansgate Wards

5.7 A description of each of the target consultation groups is included below:

- Manchester City Council is the Local Planning Authority for the area and has a vested interest in the development of site as part of the Council's wider aspirations for the revamp of Piccadilly Gardens as well as the ongoing regeneration of the city centre.
- As a local representative of individuals living within the Piccadilly and Deansgate Wards Local Councillor's will have a vested interest in the scheme.
- The Site sits within the context of several residential buildings (in addition to commercial, tourism and retail buildings), and so it is essential that local residents are aware of the proposals and their views sought on the proposed development.
- As local representatives, and the decision makers on the proposed development, it is important that Members of the planning committee are kept abreast of the proposed development. Albeit our Client recognises that Committee Members must be impartial and so would only seek to make them aware of the proposals for their information.
- CityCo is Manchester City Centre's management company who manage the city's Business Improvement District. They are key to liaising with the other strategic landowners within Piccadilly Gardens and so are key to gaining the views of surrounding business and landowners.
- Given the number, and proximity of listed buildings and structures located within the vicinity of 7-9 Piccadilly, consultation with Historic England is key to the successful design of a sensitive development which respects the historic buildings nearby, and to ensure that the development is appropriate and responsive to its context.

Consultation Strategy

5.8 Having identified the relevant target groups, our Client then considered the most appropriate means of consultation, having regard to the variety of consultation groups, as well as the safety considerations associated with the COVID Pandemic. The

following methods were deployed by our Client to provide maximum opportunity for interested parties to provide their comments.

Table 2: Consultation Methods

Consultation Activity	Summary of Consultation
Pre-application Meetings	Two pre-application meetings were initially held with Manchester City Council's Head of Development Management (City Centre) on the 12 th May 2021 and 12 th July 2021. Subsequently, a third pre-application meeting was held with the Planning Case Officer on the 12 th November 2021. The purpose of the meetings was to help shape the development proposals prior to the submission of the planning application.
Consultation with Historic England	A written request was made to Historic England on the 29th July 2021 in order to identify if Historic England had any concerns with the proposed development and to ascertain whether they would like to be involved in further pre-application discussions. Written responses were received on the 4th and 5th August 2021 confirming that Historic England did not wish to be involved in further pre-application discussions and that they would only be consulted upon as part of a planning application, but would defer to the Council's in-house heritage advisors.
Consultation with MCC Highways	As part of the evolution of the proposed development, the Applicant's appointed Transport Consultant (Mode Transport) engaged with the Council's highways department to establish their views on the proposals. In correspondence with Mode, Officers at the Council confirmed that the proposed development was acceptable in principle, from a highways perspective in November 2021.

Consultation Activity	Summary of Consultation
Leaflet Drop	To advertise the consultation event a leaflet drop took place on 22nd November 2021, delivering 817 leaflets, via Royal Mail. The leaflet drop area was selected to ensure those most directly affected by the proposed development were made aware of the public consultation and the associated website. A map identifying the extent of the leaflet drop area can be found at Appendix A. The content of the leaflet included a site location plan, a brief description of the proposed development and details of the consultation event as well as computer generated images (CGIs) of the proposed development, as seen from Piccadilly Gardens as well as Back Piccadilly. This was deemed the easiest and most direct way to raise awareness of the proposals and the consultation. A copy of the leaflet can be found at Appendix B.
Consultation Briefing Sessions	Due to safety concerns resulting from the COVID pandemic it was agreed that a physical consultation event would not be appropriate at this time. Instead however, our Client hosted a series of briefing sessions on the proposed development for stakeholders, including Council Officers, Local Members as well as local stakeholders, via CityCo. This was conducted over four sessions, on the 12th November 2021 and the 17th November 2021.
Press Release	The public consultation and details of the proposed development were advertised on Place North West on 19th November 2021. Copies of the press releases are included at Appendix C. In addition to the above, the public consultation on the emerging development proposals was also reported on the

Consultation Activity	Summary of Consultation
	Manchester Evening News' website, as well as on InsiderMedia North West's website.
Website	Coupled with the aforementioned leaflet, our Client also prepared a consultation website providing details of the Site and its history, information about Thackeray Investments as well as details about the proposed development, the vision for the scheme and the sustainability credentials of the development as well as timescales for the project moving forward. The website contained an online form, as well as an email address for interested parties to provide, comments, thoughts and/or questions on the proposals. A link to the consultation website is enclosed below: https://7-9piccadillymanchester.co.uk/

Summary

- 5.9 As shown above, our Client has fully embraced the need for community involvement as set out within national and local guidance, exceeding minimum requirements. The methodology adopted is broad and seeks to ensure the maximum reach to the identified target audiences.
- 5.10 The engagement process has utilised a range of activities to promote the submission of the planning application and our Client is committed to providing future updates as part of the development process to keep the local people of Manchester informed as the scheme progresses.

6. SUMMARY OF CONSULTATION RESPONSES

6.1 This Section provides a summary of the consultation response from the various consultation activities completed. For ease of reference, this Section is structured under the following headings:

- A. Consultation with Manchester City Council (including local Members); and
- B. Consultation with members of the public and local stakeholders.

A. Consultation with Manchester City Council (including local Members)

Senior Officers

- 6.2 Pre-application meetings have taken place with Senior Officers at Manchester City Council to shape the development proposals prior to the submission of the planning application. This includes discussions with various departments including planning and regeneration.
- 6.3 The meetings have allowed our Client and its consultant team to explain the proposals, the benefits it will deliver to the City, and discuss the community consultation strategy and the scope of the technical documents that would be required to accompany the planning application.
- 6.4 The two pre-application meetings were held virtually (via Microsoft Teams) on 12th May and 12th July 2021, with a subsequent meeting being held with the Planning Case Officer on the 12th November 2021. A summary of the discussions at these meeting is as follows:
- General support for the principle of the development subject to technical aspects being addressed.
 - Support for the activation of Back Piccadilly and the investment in this part of the City.
 - Comments / observations on the design, scale and mass of the proposed development.
 - The suite of technical documents was agreed. Details of the specific documents submitted in support of the Application can be found within the Planning Statement which also accompanies this Application.

Consultation with Councillors

- 6.5 As set out in Section 5 of this Statement, Local Councillors were invited to a briefing session (via Microsoft Teams) on the 17th November 2021. Councillors Wheeler and Dar attended the briefing session.
- 6.6 Comments made during this session on the proposed development included the following:
- Comments on the attractiveness of the surrounding listed buildings, and the need to respect this.
 - Supportive of the overall design, including the Piccadilly Frontage. Comments were made on the inset entrance area on Back Piccadilly, and the measures required to ensure that this does not become a 'shelter'.
 - A desire was expressed to ensure that the materials used in the proposed development are of the highest quality, with reference being made to the reuse of bricks at the Mayfield development and the quality of materials used at the nearby Kampus development.
 - Comments were made on the scale of the Back Piccadilly element of the scheme, and urged caution to ensure that this did not create a 'canyon' effect.
 - Additional thought required in respect of the waste management arrangements along Back Piccadilly and how these would align with the vision to regenerate the area.
 - Comments were also made on existing surface water drainage issues in the locality and that the proposed development may serve to remedy this.
- 6.7 Following this session, and the subsequent distribution of the consultation materials to Members, an email was received from Cllr. Lyons offering support for the development but requested that additional thought be offered to the storage of bins and waste management to ensure that waste can be stored within the building, citing concerns from local residents about refuse being placed within the street from existing commercial units in the area.

B. Consultation with Members of the Public and Local Stakeholders

- 6.8 To ensure widespread community engagement, and as set out in Table 2 above, 817 leaflets were distributed to local residents and businesses notifying them of the development and pointing them towards the consultation website.
- 6.9 In addition, a briefing session was held with local stakeholders (via CityCo) on the 17th November 2021. Comments arising from this session included the following:
- Supportive of the vision for the site and aspiration to elevate Piccadilly and Back Piccadilly.
 - Practical issues such as rough sleeping and anti-social behaviour remain prevalent in this area of the City.
 - Interest in the construction phase / management of the site.
 - Overall, supportive of the scheme and open to working with TI (and project team) to support next steps
- 6.10 The consultation events were led by key members of the project team, their expertise covering a wide range of aspects relating to the proposals including design and planning. Staff from the Thackeray Investments and the consultancy team were available throughout the sessions to talk to members of the public and local stakeholders about the project and answer any questions.
- 6.11 The consultation material and website provided details, as well as an online form (in the case of the website) for comments on the development proposals to be made.

Consultation Responses

- 6.12 As a result of the consultation, a total of 10 consultation responses were received either by email or via the online form on the Council's website. Table 3 below sets out the key themes of the comments received.

Table 3: Key Themes Arising from Public Consultation, 7-9 Piccadilly

Consultation Theme	Summary of Comments Received
Detail to Piccadilly Frontage	Generally supportive of the proposed development but indicated a preference for additional detailing to the

Consultation Theme	Summary of Comments Received
	Piccadilly frontage and requested the incorporation of high quality materials into the scheme.
Cladding	Supportive of the proposed development as well as the colour of the proposed cladding, but suggested a cladding system with a pattern within it to add visual interest into the elevations.
Design	Multiple messages of support for the design of the scheme, both in terms of the Piccadilly and Back Piccadilly frontages. Particular support shown for the Back Piccadilly proposals.
Public Safety	Support offered to the proposed development by local residents recognising the improvements in safety, and the general environment, that it will offer. Support also offered to the improvements to Back Piccadilly, although it as acknowledged that this area has previously attracted crime, which could, in their view, put people off using the office space. Green walls supported, but their attractiveness for crime owing to their ability to house contraband was also noted.
Regeneration & Piccadilly Gardens / Northern Quarter Gateway	Support offered to the proposed development as well as support offered to the development kick-starting the regeneration of the wider Piccadilly Gardens / Northern Quarter gateway. Comments made that this part of the city is in need of investment / regeneration. The improvements that the proposed development had on Tib Street and the surrounding street scene were also recognised and supported.

Consultation Theme	Summary of Comments Received
	It was commented that the proposals are a perfect example of how the city should look to sensitively remodel some of its urban sites and spaces.
Scale of Development	Building envelope appears to be acceptable. Acknowledgement that the proposed building would be of a similar and appropriate scale to other buildings on Piccadilly Gardens, acknowledging that a number of these are listed buildings.
Construction Noise / Disturbance	Expressed a desire to see the area regenerated although, as a local resident, concerns were raised about construction noise, and the times for which construction can take place.
Highway Matters	It was suggested that Back Piccadilly is often blocked by delivery lorries meaning that the road becomes unusable. Questioned whether the proposed development could address this.
Bin Storage	Desire to ensure that all bins associated with the proposed development can be housed inside the building. Noting that commercial units tend to leave waste on the pavement (Piccadilly and Back Piccadilly) for collection, which is undesirable in a city centre location.

Summary

- 6.13 In summary, it is apparent that there is an overwhelming level of support for the proposed development, with the focus for the support offered being derived from the improvements to Back Piccadilly. It is clear that safety concerns over this part of the city are a priority for members of the public, and the role that the proposed development can play in increasing safety in this area has been recognised.

- 6.14 It is also clear that support has been offered to the design of the proposed development, both to the Piccadilly and Back Piccadilly frontages, again however, it is the Back Piccadilly element of the proposal which has drawn the most attention, and has been supported throughout the consultation responses. Whilst there have been some queries raised around the proposed cladding used on the frontages, these have not undermined the support that has been offered to the scheme.
- 6.15 Notwithstanding the above, it is noted that there have been a small number of technical queries arising, particularly with regard to bin storage and vehicle loading/unloading along Back Piccadilly. These are valid comments and are considered further in the subsequent section of this Report. It is important to recognise however that these queries formed part of wider responses which offered general support for the scheme.
- 6.16 Our Client's response to the key points outlined above is set out in the following Section of this Statement.

7. RESPONSE TO COMMENTS

- 7.1 This Section of the SCI sets out how the points raised during the pre-application and public consultation process have been addressed by the University and their consultant team. Table 4 below builds upon Table 3 contained within Section 6 of this SCI, and provides our Client's response to the comments made as part of the public consultation.

Table 4: Applicant Response to Public Consultation Comments, 7-9 Piccadilly

Consultation Theme	Summary of Comments Received	Applicant Response
Detail to Piccadilly Frontage	Generally supportive of the proposed development but indicated a preference for additional detailing to the Piccadilly frontage and requested the incorporation of high quality materials into the scheme.	Comments of support for the proposed development have been welcomed. Whilst the comments on cladding are noted, the cladding proposed has been specifically chosen to be respectful to the local vernacular, and to ensure that the development assimilates into its surroundings. The patterns and texture referred to on neighbouring buildings are often caused by the weathering of the material used, which will also be the case for the proposed material at 7-9 Piccadilly, and so the material proposed is considered appropriate in balancing the needs of all stakeholders. Notwithstanding this however, following feedback from interested parties, the Piccadilly elevation has been further refined to that which is now submitted for approval.
Cladding	Supportive of the proposed development as well as the colour of the proposed cladding,	As above.

Consultation Theme	Summary of Comments Received	Applicant Response
	but suggested a cladding system with a pattern within it to add visual interest into the elevations.	
Design	Multiple messages of support for the design of the scheme, both in terms of the Piccadilly and Back Piccadilly frontages. Particular support shown for the Back Piccadilly proposals. The distinction in design between Piccadilly and Back Piccadilly was welcomed. A desire to ensure that the City Centre did not become a homogenous, boring area was also identified.	No response required. Comments of support for the proposed development have been welcomed by the Applicant.
Public Safety	Support offered to the proposed development by local residents recognising the improvements in safety, and the general environment, that it will offer.	Comments of support have been welcomed by the Applicant. The comments around public safety, particularly in respect of Back Piccadilly are acknowledged. By activating this part of the City, and creating natural surveillance through active frontages and

Consultation Theme	Summary of Comments Received	Applicant Response
	Support also offered to the improvements to Back Piccadilly, although it as acknowledged that this area has previously attracted crime, which could, in their view, put people off using the office space. Green walls supported, but their attractiveness for crime owing to their ability to “house contraband” was also noted.	windows (and additional light) overlooking the street we are content that this will serve to prevent crime in the area and will not put future occupiers off of the office development. To provide further reassurance on this, as part of the application submission, a Crime Impact Statement for the proposed development, prepared by Greater Manchester Police has been submitted and provides an assessment and recommendations to ensure that the proposed development, and its future occupiers, are not vulnerable to crime as a result of the building’s design. The recommendations of this report have informed the design of the development submitted as part of this planning application.
Regeneration & Piccadilly Gardens / Northern Quarter Gateway	Support offered to the proposed development as well as support offered to the development kick-starting the regeneration of the wider Piccadilly Gardens / Northern Quarter gateway. Comments made that this part of the city is in need of investment / regeneration.	No response required. Comments of support for the proposed development have been welcomed by the Applicant.

Consultation Theme	Summary of Comments Received	Applicant Response
	The improvements that the proposed development had on Tib Street and the surrounding street scene were also recognised and supported. It was commented that the proposals are a perfect example of how the city should look to remodel some of its urban spaces.	
Scale of Development	Building envelope appears to be acceptable. Acknowledgement that the proposed building would be of a similar and appropriate scale to other buildings on Piccadilly Gardens, acknowledging that a number of these are listed buildings.	No response required. Comments of support for the proposed development have been welcomed by the Applicant.
Construction Noise / Disturbance	Expressed a desire to see the area regenerated although, as a local resident, concerns were raised	Comments of support for the proposed development have been welcomed by the Applicant. In terms of construction hours, these will be during normal working hours, and will

Consultation Theme	Summary of Comments Received	Applicant Response
	about construction noise, and the times for which construction can take place.	likely be conditioned by the Council should it be minded to approve the application. Furthermore, a construction management strategy has been prepared in support of the planning application to set out how the construction of the scheme will be undertaken.
Highway Matters	It was suggested that Back Piccadilly is often blocked by delivery lorries meaning that the road becomes unusable. Questioned whether the proposed development could address this.	This would be a matter for the highway authority to address and would be beyond the control of the Applicant for matters other than those relating to 7-9 Piccadilly. Notwithstanding this however, the planning application is accompanied by a transport assessment which addresses any loading to the building itself.
Bin Storage	Desire to ensure that all bins associated with the proposed development can be housed inside the building. Noting that commercial units tend to leave waste on the pavement (Piccadilly and Back Piccadilly) for collection, which is undesirable in a city centre location.	All bin storage for the proposed development will be accommodated within the basement of the building, with access to Back Piccadilly provided by an internal service lift. The waste management strategy for the building is set out within the supporting Design and Access Statement, as well as within the aforementioned Transport Assessment. This would also likely be subject to condition should the Council be minded to approve the application.

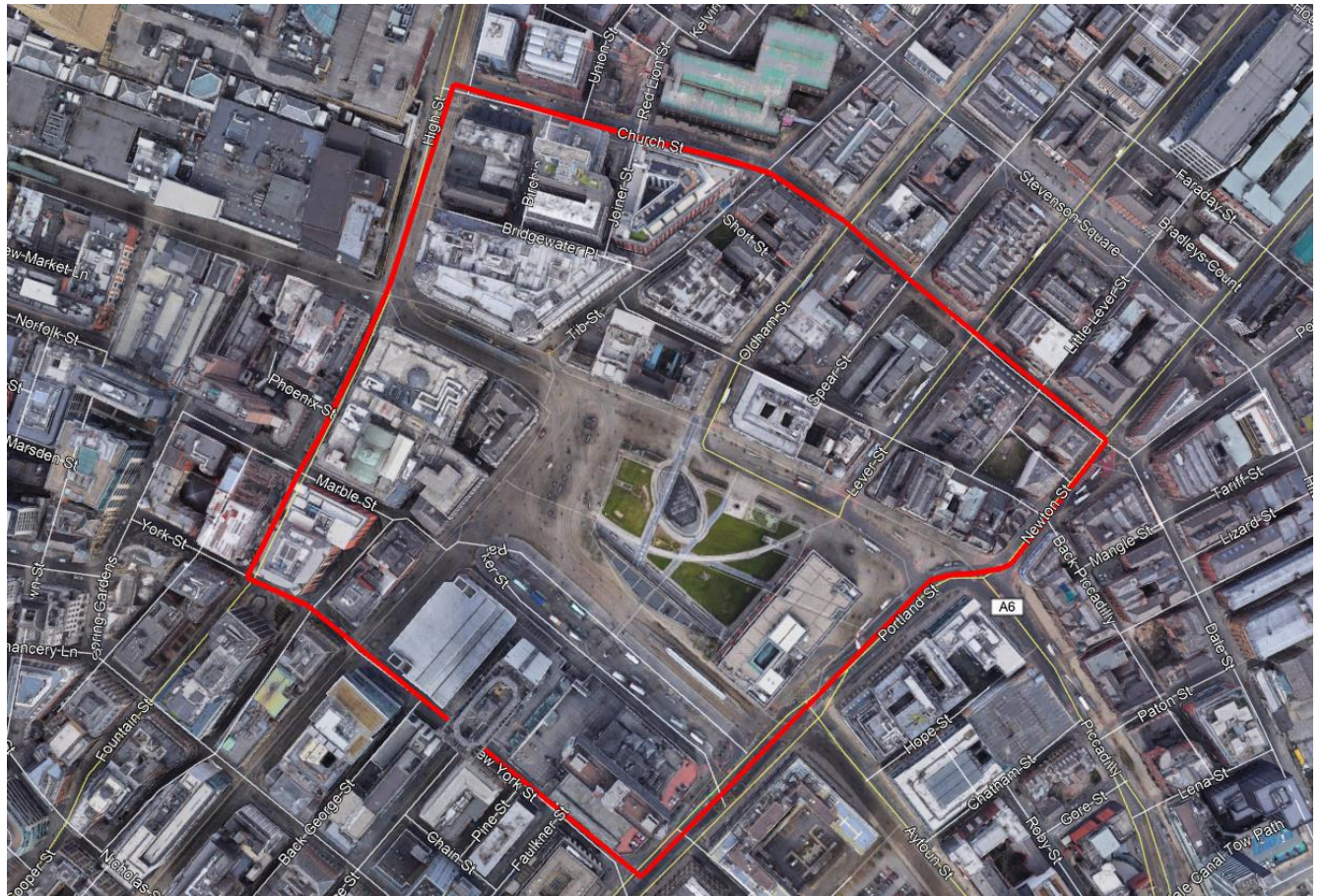
8. CONCLUSIONS

- 8.1 Whilst engaging with the local community is not a statutory requirement, it is strongly encouraged within both national legislation and policy and local guidance, including Manchester City Council's own SCI. Our Client is committed to keeping the community, and local stakeholders informed of the current progress and future key stages of the proposals for the redevelopment of 7-9 Piccadilly.
- 8.2 Engagement at the pre-application stage on this project will help our Client to create an attractive and inclusive development that the people of Manchester, and visitors to Piccadilly, can be proud of.
- 8.3 The feedback received from key stakeholders can be broadly described as very supportive. With the website and leaflet being key to the success of the consultation exercise, owing to the limitations arising from the COVID-19 situation.
- 8.4 The number of positive comments and views received far outweigh the number of negative comments, and it can be concluded that the consultation findings demonstrate that the principle of the proposals is widely supported by key stakeholders, local residents and businesses, with key aspects being the improvements to Back Piccadilly, both in terms of visual and public safety, as well as the overall design of the proposed development and its appropriateness to its wider context
- 8.5 The public consultation programme was designed to fulfil the Government's objectives in the NPPF to improve efficiency and effectiveness of the planning system for all parties. It allows for better co-ordination between public and private bodies, and improved outcomes for the community (NPPF, paragraph 39). The Applicant has fully embraced consultation with both the Council and key stakeholder and this should be looked upon favourably when determining the planning application.
- 8.6 The document demonstrates that the period of engagement with stakeholders, including Manchester City Council over the past 10 months has shaped and informed the development now proposed. Which has been indicated as being welcomed by local residents and businesses, and has been confirmed as acceptable in terms of design, scale and mass from officers at the Council, as well as statutory consultees including Historic England and the Highway Authority.

APPENDIX A: LEAFLET DROP MAP

7-9 Piccadilly, Manchester

Public Consultation Leaflet Distribution Area



APPENDIX B: PUBLIC CONSULTATION LEAFLET

A New Beginning for 7-9 PICCADILLY

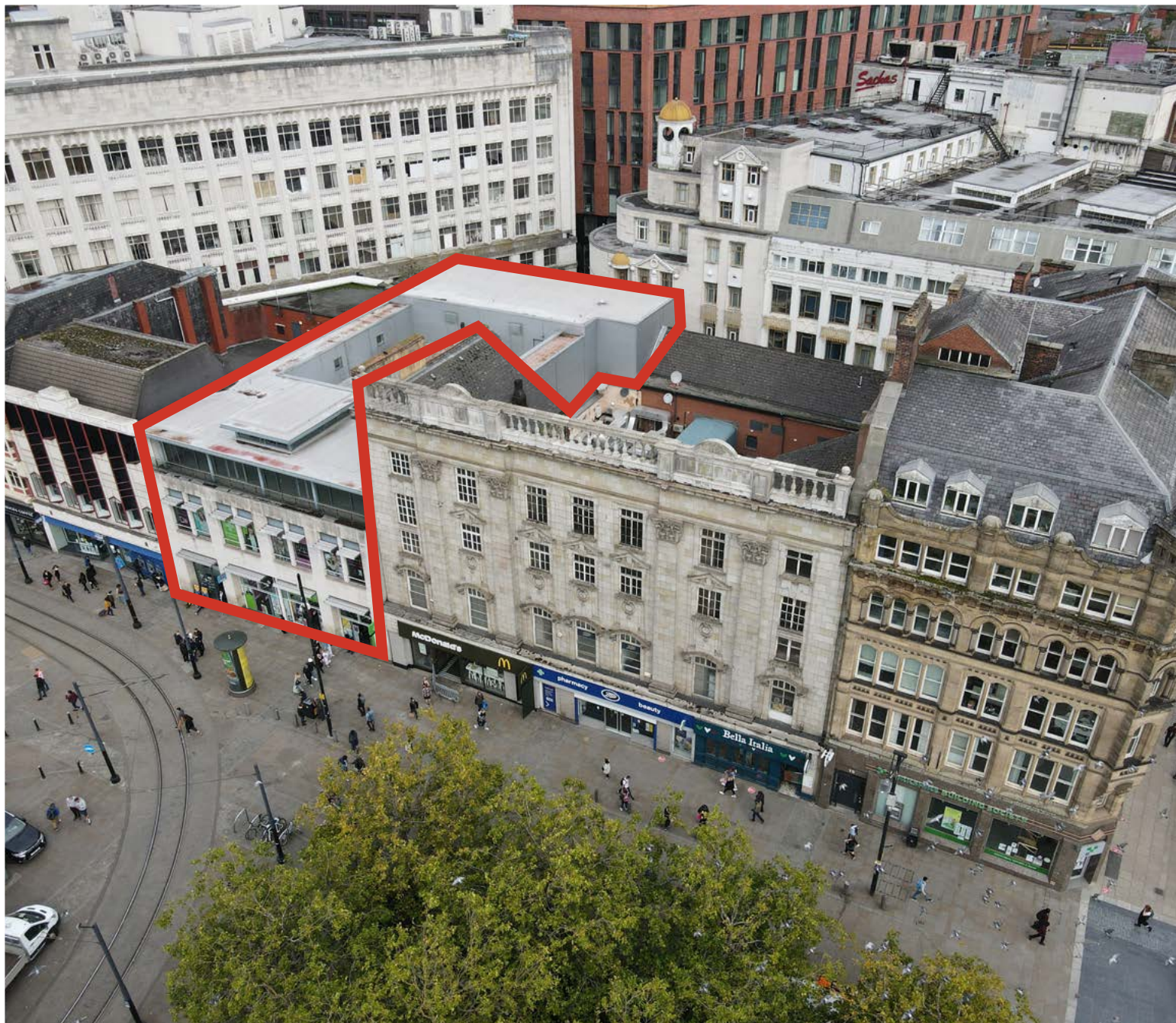


COMING SOON

Transformational office-led development
at 7-9 Piccadilly and Back Piccadilly.

Thackeray Investments is excited by the opportunity to reshape and revive 7-9 Piccadilly through the delivery of a high quality and sustainable commercial development. Piccadilly is a strategically important area of the city centre and the proposals have been prepared to align with the work that is ongoing to transform Piccadilly Gardens.





7-9 Piccadilly occupies a prominent position on Piccadilly Gardens with the rear of the building fronting onto to Back Piccadilly. However, it currently falls short of delivering the sense of place that this important area of the city warrants.

The vision is to transform 7-9 Piccadilly into a sustainable landmark building that aligns with the City's ambition to reshape Piccadilly Gardens.

A new beginning for 7-9 Piccadilly

- High quality, Grade A office accommodation overlooking Piccadilly Gardens
- Retained commercial at ground floor
- Respectful design approach and material pallet applied to enhance the facade to Piccadilly Gardens
- Repurposing of an underutilised existing building, having regard to the circular economy
- Rooftop terrace providing panoramic views over Piccadilly Gardens

A new beginning for Back Piccadilly

- The proposal represents a unique opportunity to breathe new life into Back Piccadilly
- Enhanced facade to Back Piccadilly, providing a new access to the proposed office accommodation
- Reactivation of Back Piccadilly for a safer, more welcoming gateway to the Northern Quarter
- Visual improvements and increased security through passive surveillance
- Introduction of new planting and public realm demonstrates a commitment to urban renewal
- Re-imagined link between Piccadilly Gardens and the Northern Quarter



Embracing the responsibility to design a sustainable building at 7-9 Piccadilly, which addresses Piccadilly Gardens and the Northern Quarter as well as providing happy, healthy, people focused workspace.



Grade A office space

providing 3,955sqm flexible office accommodation over six floors.



An economic boost, with approximately 270 jobs

created for the city, as well as more opportunities for local businesses and services during the construction stage of the development.



A completely car free scheme

utilising the highly sustainable and accessible nature of the site, maximising opportunities for walking, cycling and public transport, with on-site cycle parking facilities provided.



An energy efficient and sustainable design

with a BREEAM rating of 'Very Good', optimising the circular economy of the building.



Rejuvenate

Maintaining the ground floor retail onto Piccadilly Maintaining the ground floor retail onto Piccadilly and making provision for an office entrance at Back Piccadilly, ensuring the building benefits from two active entrances.



Considered Design

Respecting what has gone before and marrying this with the future of Manchester. New high quality office building addressing Piccadilly Gardens whilst taking the opportunity to create activity on Back Piccadilly.



A sensitively designed upward extension

respecting the designated heritage assets in the vicinity through respectful design and material palette.



Innovative and Responsive

The world is constantly changing and we look to innovate and respond to the new needs of our communities and future tenants. This high quality development will create boutique office space in an unloved and underutilised building.



An improved landscape setting

including a vision to bring greenery to Back Piccadilly alongside enhancements to the public areas and paving around the site.



Repurposing

of existing commercial units onto Piccadilly Gardens.

HOW TO GET IN TOUCH

Have your say

The consultation is open until **10th December** and we welcome any comments that you have in relation to our emerging plans for 7-9 Piccadilly.

Your comments and feedback helps us to continually improve our developments and keep you informed about our progress.

Further information on the proposed development, as well as your comments can be provided via the following website:

www.7-9piccadillymanchester.co.uk

Comments can also be made via email to:
manchester@bartonwillmore.co.uk

NEXT STEPS

The project team preparing the final proposals will review all the feedback and comments received during the consultation period.

Thackeray Investments is aiming to submit this planning application to Manchester City Council (MCC) later this year.

APPENDIX C: PRESS RELEASE

PRESS RELEASE

Embargoed until morning of 19 November 2021

Thackeray Investments unveils plans for office led transformation of 7-9 Piccadilly

Thackeray Investments is consulting on plans to transform 7-9 Piccadilly into a landmark building that aligns with the City Council's ambition to reshape Piccadilly Gardens.

The Site is currently occupied by a three-storey building with commercial premises (occupied by Superdrug and Greggs) at ground floor, with the upper floors largely underutilised.

The developer is expected to submit a planning application for its emerging plans later this year. The proposals would retain retail development and active frontage to Piccadilly Gardens (at ground floor) and provide for a sensitively designed upward extension to introduce new high quality Grade A office accommodation, including roof terrace.

Under the proposals, Thackeray Investments also proposes to breathe new life into Back Piccadilly. The emerging plans include new access to the office accommodation, providing visual improvements and increased security. The introduction of planting and public realm also demonstrates a clear commitment to the creation of a new, reimagined, green link between Piccadilly Gardens and the Northern Quarter.

The proposed development is 'car free', utilising the highly sustainable and accessible location of the site on Piccadilly Gardens as well as maximising opportunities for walking, cycling and public transport - with on-site cycle parking facilities to be provided. It has been designed to be an energy efficient and sustainable building with a BREEAM rating of 'Very Good' to optimise the circular economy and also the future lifecycle of the building.

Giles Hoare (Investment Director, Thackeray Investments) said: "We are excited by the opportunity to reshape and revive 7-9 Piccadilly through the delivery of a high quality and sustainable commercial development. Piccadilly is a strategically important area of the city centre and the proposals have been prepared to align with the vision to transform the area."

Paul Norbury (Director, 5Plus Architects) said "This is a rare opportunity to design a new building on Piccadilly Gardens, which addresses the Northern Quarter and provides happy, healthy, people focussed workspace".

Greg Dickson ('Planning Partner, Barton Willmore) said "The consultation provides people with the opportunity to comment on the emerging plans, along with details on the considerations which have informed the design process. We look forward to receiving feedback on the proposals."

The emerging plans are available to view online. Visit <https://7-9piccadillymanchester.co.uk> for further information and to share your comments / feedback.

Thackeray Investments is being supported in the development of the plans for 7-9 Piccadilly by Barton Willmore, 5Plus, Buro Happold and Mode.

End

Notes to Editors:

For further information, please contact:

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ABOUT BARTON WILLMORE

Established in 1936, Barton Willmore is one the UK's largest planning and design practices, with 13 regional offices around the UK: Birmingham, Bristol, Cardiff, Cambridge, Ebbsfleet, Edinburgh, Glasgow, Leeds, London, Manchester, Newcastle, Reading and Southampton.

Barton Willmore offers comprehensive town planning, masterplanning, landscape and environmental planning expertise. The practice acts for both private and public sector clients across all types of development sectors and projects.

Website: www.bartonwillmore.co.uk Twitter: @bartonwillmore

ABOUT THE THACKERAY GROUP

Thackeray Group, owned by Antony Alberti and Brett Palos, is a real estate investment, development and asset management company with a portfolio of properties of more than 1 million sq ft in size and in excess of £250 million in value across several sectors including retail, office and residential. The company has a track record of rejuvenating and regenerating sites, often rich in heritage, into high-quality, mixed-use spaces which benefit local communities.