

Former Boddingtons Brewery Site

Commercial Letting and Management Statement

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LATIMER
by Clarion Housing Group

Introduction

This report has been prepared to support a Full Planning Application for a residential-led development on the Former Boddington Brewery site in Manchester. It is providing an overview of the commercial strategy to be developed for the ground floor commercial units of the proposed development, addressing initiatives during both marketing and operational phases.

Location

The site sits in an emerging location adjacent to Manchester City Centre and within 15 minutes' walk from the heart of city. The wider area is bordered by Bury New Road/Great Ducie Street and Cheetham Hill Road. The proposed buildings will be located within the northern side of the former Boddingtons Brewery, which was demolished around 2007 and subsequently being replaced with a surface car park. A Travelodge is bordering the site along the northern edge, with Manchester College Campus to the south. The development proposed will be accessed off Great Ducie Street, one of the busiest thoroughfares leading into the city centre. The site is situated at a gateway to the city centre, with AO Arena 300 metres away, Victoria Station 500 metres and the entrance to Deansgate following closely.

The wider area is supporting local employment through a range of businesses such as light industry, textile manufacturing and wholesale clothing spread along Bury New Road and Cheetham Hill Road. These benefit from the frontage or immediate vicinity with Great Ducie Street acting as a main traffic route into the city. This range of activities sustain a high demand for business premises and continue to prosper on the foundation provided by the area's long standing tradition. The local context includes leisure facilities at the Kickair centre and a series of fashion showrooms in close vicinity.

Opportunity

The proposed development presents an opportunity to complement the existing local activities with a series of ground floor commercial spaces. The occupiers will support the new residents' community with a range of facilities, goods and services and contribute to the cohesion between the existing context and new proposed development. Footfall will be driven by the Great Ducie Street activity, good public transport links and the proposed pedestrian route connecting the courtyard with the wider masterplan to be implemented in the near future.

General Design



Proposed Ground Floor Plan

The commercial spaces are distributed around the main frontages along Great Ducie Street to the west and the proposed boulevard to the east. These locations will benefit from the footfall and activate the ground floor areas. Please refer to the above ground floor plan and the below table for the size and layout of each unit:

Accommodation	Description	Size		Use Class
		sqm	sqft	
Unit 1	Ground floor retail unit with prominent frontage on Great Ducie Street	156	1,679	E
Unit 2	Retail unit on the corner of Great Ducie Street and the College private road. Potential for outdoor covered sitting area facing south	328	3,530	E
Unit 3	Double frontage commercial unit facing the College private road and the future boulevard. Potential for covered outdoor sitting area on the eastern elevation	234	2,508	E

The first unit is facing Great Ducie Street while located close to the existing bus stop. The longer footprint and generous frontage offers flexibility for future layout arrangements and partitioning for further subdivision.

The second unit enjoys a double frontage with a corner presence supported by Great Ducie Street and the private road separating the development from the Manchester College building. This space offers a larger footprint with a dedicated plant room and adjacent refuse store. The cycle parking spaces dedicated to the commercial units' visitors are located in front of the shopfronts.

The third commercial unit is focusing on the future pedestrian boulevard proposed to the east of the site boundary. Frontage to the private road will provide footfall prior to the opening date of the boulevard. The footprint allows for flexibility of being used by a series of occupiers or a single tenant as necessary.

The elevations design incorporates generous shopfronts with multiple entrance points for each of the commercial spaces. Ventilation louvres are accommodated to allow for ceiling mounted services.

The servicing strategy accommodates a dedicated loading bay for all units located at the southern entrance of the courtyard. Dedicated enclosed refuse stores are located on the southern elevation in close proximity to the proposed refuse collection point. The private road is estimated to be completed in spring 2022.

Target users and occupiers

The quality of the development and design is likely to attract a series of commercial tenants ranging from small to medium sizes. These are expected to include both small retailers offering day to day convenience as well as food and beverage. The local community is likely to prefer and attract creative and unique operators enhancing the area character.

The layout and areas of the commercial units are maintaining flexibility in terms of final locations and unit subdivision.

The proposed development will bring a positive contribution to the quality and appearance of the local area. Likely occupiers will be attracted by the high quality of the overall building dictating the expected standard.

Lease profiles and tenants incentives

Considering the range of commercial units attracting a diverse range of suitable tenants, a flexible approach to the terms of prospective lease terms and incentives will be appropriate. This will suit the ability to identify the most appropriate tenants for the project.

The incentive packages will remain flexible to serve the intention to select the right mix of tenants. These are to be negotiated on terms tailored to the specific requirements of the preferred occupier. These will range from rent free periods for the more established operators, to fit out package or monthly rent payments for the independent retailers looking to establish their presence in the area.

Marketing strategy

Considering the construction period of approximately 3 years for the proposed development an early market engagement will be undertaken to create general awareness and introduce the scheme informally to the market. The formal advertising packages will be released at strategic milestones in anticipation of the completion date.

We anticipate the indirect marketing strategy to start at approximately 6 months post start on site and use both literature distribution as well as local and social media advertising. Direct contacts with key decision makers in the target occupiers will be made at the point when external elevations are completed to inform the development aspirations.

Handover Specification

A standard handover specification for the commercial element of the buildings will be defined. All units will be provided with utility connections for power, water, data and drainage points. In regards to the power supply each unit will benefit from a 3 phase connection. All units will be provided with shopfronts designed to complement the wider development, these will include weather tight louvres to allow for ceiling mounted services. Level access will be provided from street level.

A tenant information pack will be provided to include all architect's drawings, mechanical and engineering details and requirements. It would set the criteria and requirements the tenants need to consider when designing their fit-out proposals.