



Portwood Developments Ltd

STATEMENT OF COMMUNITY INVOLVEMENT

87 Rochdale Road



Portwood Developments Ltd

STATEMENT OF COMMUNITY INVOLVEMENT

87 Rochdale Road

TYPE OF DOCUMENT (VERSION) PUBLIC

PROJECT NO. 70077536

DATE: SEPTEMBER 2021

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QUALITY CONTROL

Issue/revision	First issue	Final	
Remarks	Draft	Final	
Date	17/08/2021	08/09/2021	
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Signature			
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Project number	70077536	70077536	
Report number	V1	V2	
File reference	Rep-VC-17.08.21-rochdale road SCI	Rep-VC-17.08.21-rochdale road SCI (v2)	

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APPENDIX A

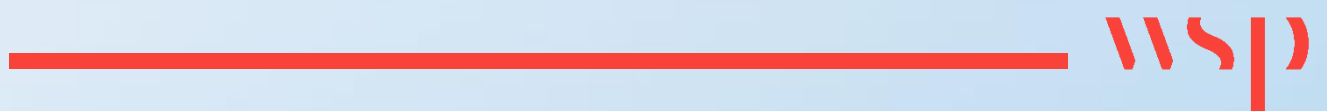
CONSULTATION LEAFLET

APPENDIX B

WARD COUNCILLOR CONSULTATION LETTER

1

INTRODUCTION



1 INTRODUCTION

- 1.1.1. WSP has prepared this Statement of Community Involvement to support a full planning application on behalf of Portwood Developments Ltd¹ for the following development:

“Demolition of existing buildings and structures; development of three new buildings comprising residential apartments and duplex homes (Use Class C3), commercial unit (Use Class E), basement car parking, new landscaping and public realm, and associated engineering and infrastructure works.”

- 1.1.2. This statement provides a summary of the community engagement undertaken, feedback received from the local community during the consultation process and how the responses have been addressed.

THE SITE

- 1.1.3. The site is known as 87 Rochdale Road, Manchester, M4 4HU.
- 1.1.4. The site extends to approximately 0.5 ha and is bounded by Gould Street to the west, a surface car park to the north, Clive Street and Back St George Street to the east, and 73 and 85 Rochdale Road and Ashley Street to the south. It comprises three depot buildings with their associated parking and a large separate surface car park large towards the rear of the site. In addition, a small security building is located near to the access point.
- 1.1.5. Much of the site is covered with various pieces of hard standing and is being utilised as a surface car park, there are also some workshops on site. An off-licence building sits along the southern site boundary and a public house abuts the south-western boundary.

PROPOSED DEVELOPMENT

- 1.1.6. The proposed development will comprise 223 apartments, 14 duplex homes and ground floor commercial uses (Use Class E) together with associated car parking, new vehicular and pedestrian access, public realm, landscaping and other associated works. The duplexes are provided in two blocks, one fronting Gould Street and one fronting Back St George Street. The 223 apartments are provided in two blocks, linked by a ground floor entrance lobby. These are 13 and 11 storeys in height respectively.

¹ Portwood Developments Ltd is the applicant and is a company associated with Mulbury Homes; the community engagement process was undertaken in the name of Mulbury Homes.

2

POLICY CONTEXT

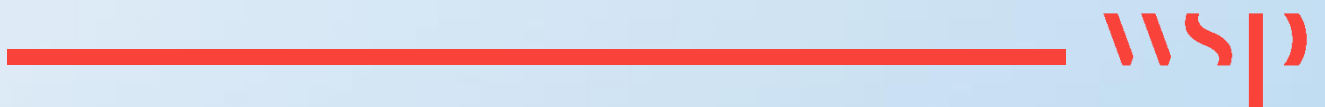


2 POLICY CONTEXT

- 2.1.1. The comprehensive pre-application process undertaken by Portwood Developments Ltd and the project team has considered relevant national and local policy guidance. The importance of pre-application consultation and community engagement are emphasised in the following:
- Localism Act (2011);
 - National Planning Policy Framework (NPPF) (2021); and
 - Manchester City Council Statement of Community Involvement (SCI) (June 2018).
- 2.1.2. Manchester's Statement of Community Involvement was adopted in June 2018. This document encourages applicants/developers to consult with the local community before submitting their application. It states that consultations are 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. This will mean that there are likely to be fewer objections once an application is submitted.
- 2.1.3. The Council comment that it is in the developer's best interest to consult as public involvement can help to identify key issues and planning policies and identify any problems at an early stage, such as the need for a traffic assessment or flood risk assessment, to enable the applicant to address them.
- 2.1.4. The following methods that are likely to be suitable and could 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; and
 - Social media used by the developer to advertise the development and associated consultation events.
- 2.1.5. The report sets out that any applicant contemplating the submission of a major application should contact the Local Planning Authority at pre-application stage to discuss and agree a consultation procedure that reflects the scale and significance of the proposal. The agreed procedure would include arrangements for reporting the information obtained from the consultation exercise and production of a document that explains how that exercise has influenced the detail of the application.

3

CONSULTATION OVERVIEW



3 CONSULTATION OVERVIEW

- 3.1.1. Prior to submitting the application, pre-application engagement took place with Council Officers, Ward Councillors and the local community. This section details the consultation undertaken.

PRE-APPLICATION MEETINGS WITH MANCHESTER CITY COUNCIL

- 3.1.2. Given the prominence of the site and the potential scale of development, the applicants have front-loaded the process, undertaking extensive pre-application discussions with Manchester City Council across a period of around 12 months. Formal pre-application meetings have been held (via video conference) with Jennifer Atkinson and David Roscoe at Manchester City Council. These meetings were attended by members of the project team, including the applicant, architect and planning consultant.

- 3.1.3. The key discussion points at the meetings included:

- Master-planning of the site;
- Relationships between the application site and the surrounding third-party land;
- Height, massing and architecture;
- Public realm, townscape and landscape;
- Public consultation and stakeholder engagement;
- Environmental Impact Assessment screening; and
- Townscape and Visual Impact Assessment viewpoints.

- 3.1.4. The feedback received has been valuable and has positively shaped the current draft scheme which fit with the ambitions of Manchester's Core Strategy and the Strategic Regeneration Framework for the Northern Gateway (now known as Victoria North).

PUBLIC CONSULTATION

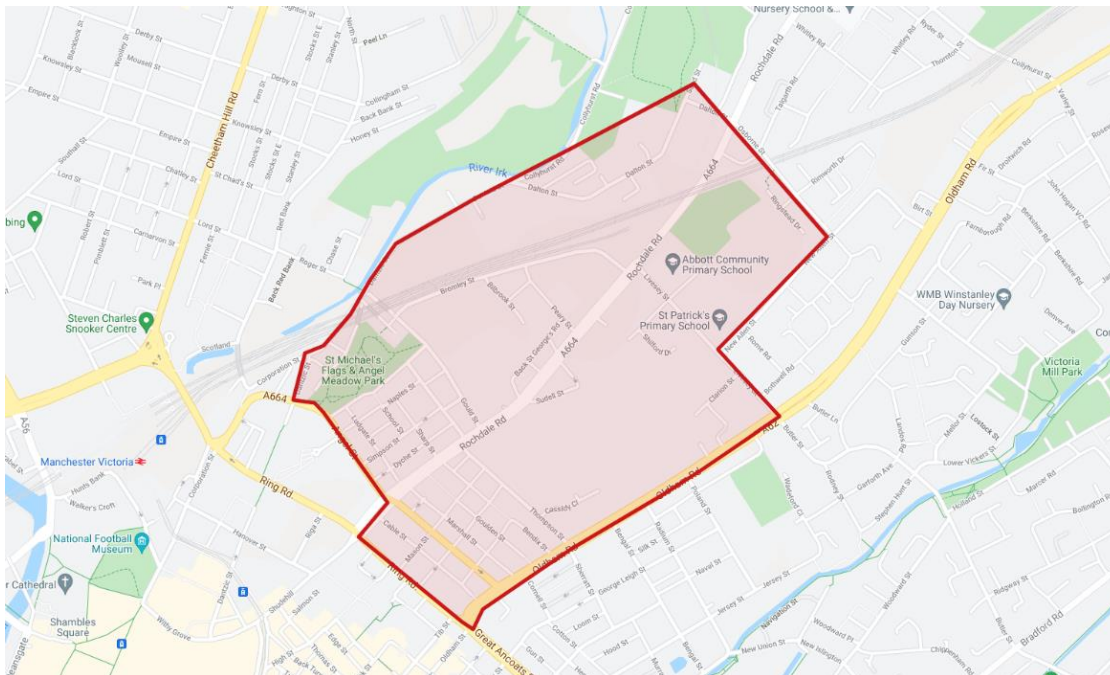
- 3.1.5. There has also been public engagement in order to understand the opinions of local people and other stakeholders comprising the following:

- Distributing 1,746 leaflets (via Royal Mail) to the nearest residential and businesses to the site (an electronic copy is enclosed **at Appendix A**);
- Issuing of letters to local Ward Councillors inviting them to a meeting if requested (**Appendix B**);
- Meeting via video conference with Cllr Lyons;
- Direct leaflets to site tenants and to neighbouring properties and landowners;
- Telephone lines to enable those without internet access to find out more information and engage in the consultation event;
- Launching a website (www.87rochdaleroad.co.uk) to host a virtual public exhibition with plans and information, and the ability to provide feedback via both a questionnaire and emails/telephone if needed;
- Meeting with the owner of 85 Rochdale Road; and
- Providing an email address for comments to be provided by Wednesday 7 July.

- 3.1.6. On this basis, the applicant has front-loaded the application and engaged with the pre-application process in order to take a positive and proactive approach, in accordance with paragraph 39 of the NPPF.

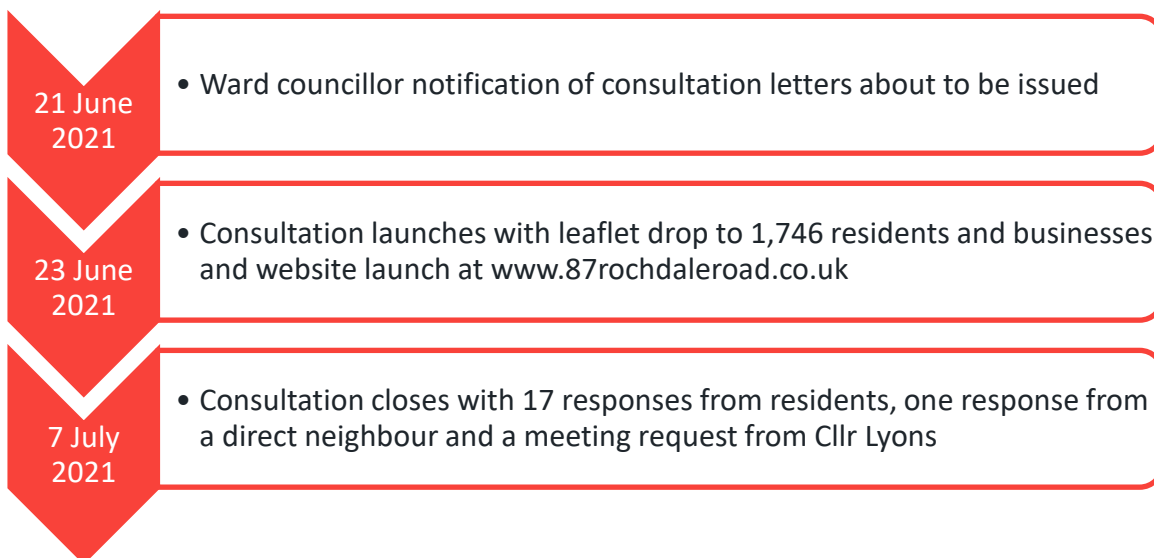
- 3.1.7. The following map indicates the location of the targeted consultation.

Figure 3-1 - Consultation distribution area



- 3.1.8. The following flowchart sets out the process and timeframes for each of the steps in the community consultation process.

TIMELINE OF KEY EVENTS



PROMOTION OF CONSULTATION

- 3.1.9. In light of the ongoing COVID-19 pandemic, the public consultation strategy was progressed with social distancing measures in mind. Usually, a public exhibition would be scheduled to be hosted at an appropriate venue in the local community, with a preview for Ward Councillors and local stakeholders in advance.
- 3.1.10. However, the circumstances meant a revised approach, agreed with Officers at the Council which focussed on the use of technology whilst ensuring we could reach out to those without internet

access, was adopted. By issuing 1,746 leaflets outlining the details of the proposed development, launching a website, and allowing email and phone feedback, the consultation was as comprehensive and inclusive as possible.

- 3.1.11. The timings of the consultation coinciding with the ongoing COVID-19 pandemic was not ideal. However, at the time, the clear messaging from the government and other bodies is to continue to work with local planning authorities to progress development proposals under the current circumstances.

ONLINE CONSULTATION EVENT

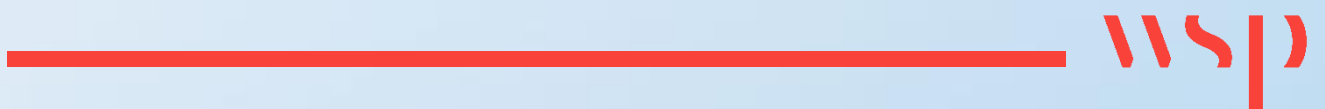
- 3.1.12. An online 'virtual exhibition' was launched to the public on 23 June 2021 in the form of a website (www.87rochdaleroad.co.uk). While the consultation ran until 7 July 2021, the site remained open as a point of information until submission of the application.
- 3.1.13. Ahead of the public launch, Ward Councillors were invited to preview the website and provide any comments and request a meeting if desired.
- 3.1.14. The website comprised a virtual public exhibition with plans and information, along with the ability to provide feedback. The information set out included details on the developer, the site's location, the proposals, designs, a summary of key disciplines and timescales moving forward. An email address and telephone number were provided to enable members of the public to ask questions and provide feedback.

MEETING WITH NEIGHBOURING PROPERTIES

- 3.1.15. On 14 July, members of the project team met with the owner of neighbouring property No. 85 Rochdale Road, following the notification of the pre-application engagement and a request from the individual to meet in person. The owner was accompanied by his planning consultant.
- 3.1.16. The meeting took place at WSP's office in Manchester and was attended by Greg Mulligan on behalf of the applicants and Matthew Hard from WSP.
- 3.1.17. The discussion covered:
- The masterplan for the site;
 - Potential master-planning of the wider area;
 - The height of the development;
 - The relationship of the development to No. 85 Rochdale Road including proximity;
 - The use of No. 85 Rochdale Road as a shop with flats at first floor;
 - The extent of the site boundary and the potential stopping-up of two 'stubs' of adopted highway either side of the property.

4

CONSULTATION RESPONSES



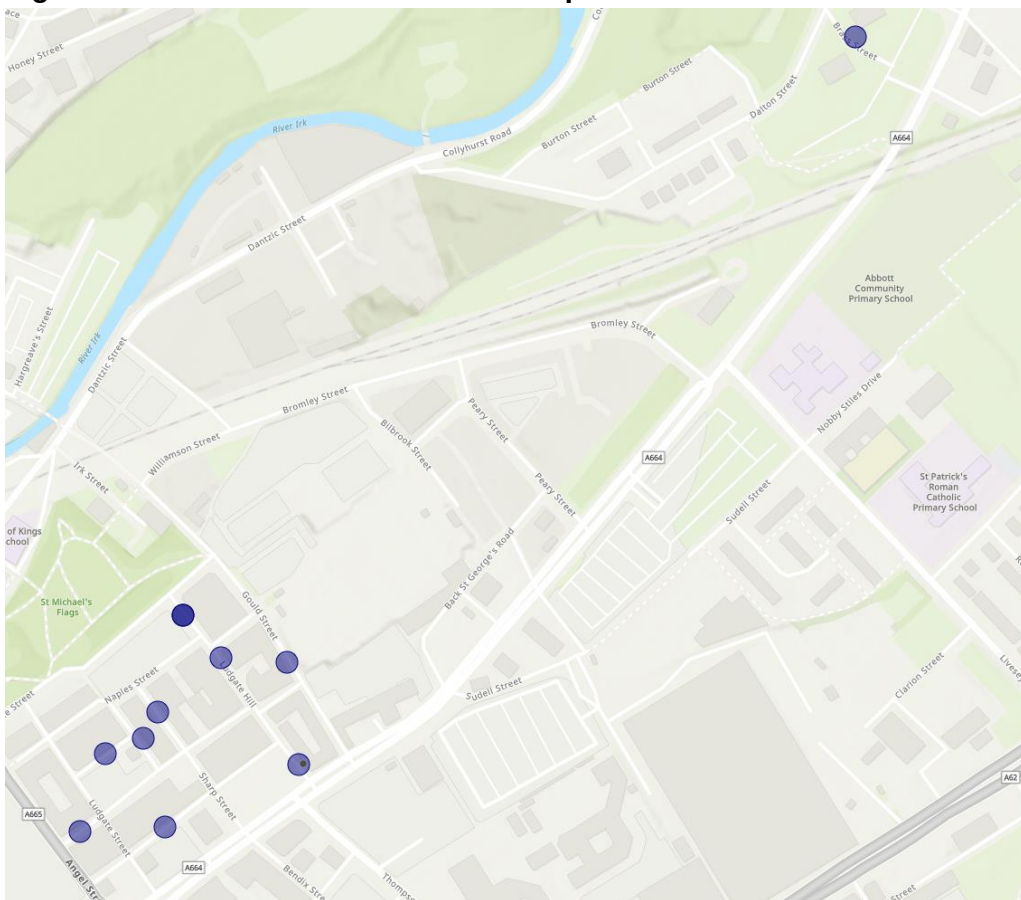
4 CONSULTATION RESPONSES

- 4.1.1. The focus of the consultation was to encourage comments and suggestions on the latest proposals at 87 Rochdale Road. The comments and suggestions received would then be taken into account when shaping the final development.

PUBLIC RESPONSE

- 4.1.2. A total of 17 responses from local residents were completed via the questionnaire and email contact and sent to the design team. No responses by telephone were received. Of these 17 responses, all but one of these were local residents based around the following locations as identified through the postcodes provided as part of the questionnaires:

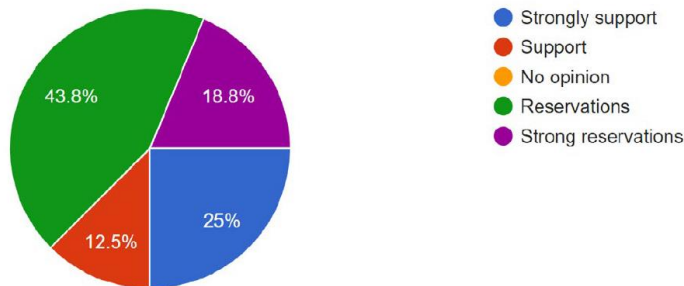
Figure 4-1 - Location of consultation responses



- 4.1.3. The majority of feedback was constructive in nature raising queries about aspects of the scheme and offering comments where certain elements could be improved.
- 4.1.4. Whilst local residents were concerned about parts of the proposals, a number of respondents were positive and acknowledged that the proposal would improve the site and surroundings. The below chart shows the general view of the proposals.

Figure 4-2 – Questionnaire response - Support for the proposals

Overall, do you support the proposals?



4.1.5. The concerns which were raised related to potential issues already discussed with the Council as part of the pre-application process, notably the proposed development's design, the amount and the quality of green/open space provision and some highways concerns.

4.1.6. Some specific comments are detailed below:

"Please work with MCC to make Rochdale Road a more welcoming place for pedestrians and cyclists. The pavement is currently a tiny slither while the cars get about 5 lanes. There needs to be some rebalancing of hierarchies on this city centre road."

"The public realm looks like a parking lot with a lot of concrete. I think more grass is needed with benches and tables. As this area develops, we need places for the community."

"The buildings themselves seem very 'bland' or boring. You have been provided with an opportunity to develop a desirable space, but we are then faced with another 'box'"

"The red building is clunky and I'm not sure from the renders if the brickwork (which should be as textured and varied as possible) redeems the bland design. I don't mind the grey building so much and think it enhances the streetscape and itself is okay."

"There seems to very, very little green space on your proposed new area."

"Once again these are far too tall, the other neighbouring buildings such as skyline chambers, red building and cidatel are all roughly seven stories"

"A building with reference to the surrounding area's former industrial heritage would be far more appropriate."

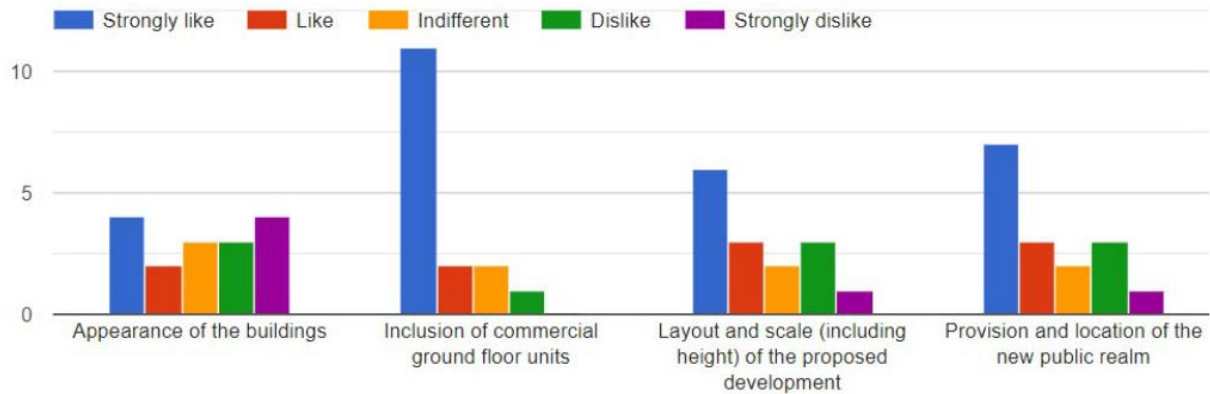
4.1.7. Other isolated comments related to the following;

- Provision of affordable housing;
- Scale and massing of the buildings;
- Impact on light, noise and pollution as well as construction related impacts; and
- Limited landscaping.

4.1.8. In terms of other responses to elements of the proposal itself, the below question pointed to clear support for the inclusion of commercial ground floor units and the provision of public realm. The appearance and layout/scale received a mixed response but were not overwhelmingly negative towards the development.

Figure 4-3 - Questionnaire response – development proposals

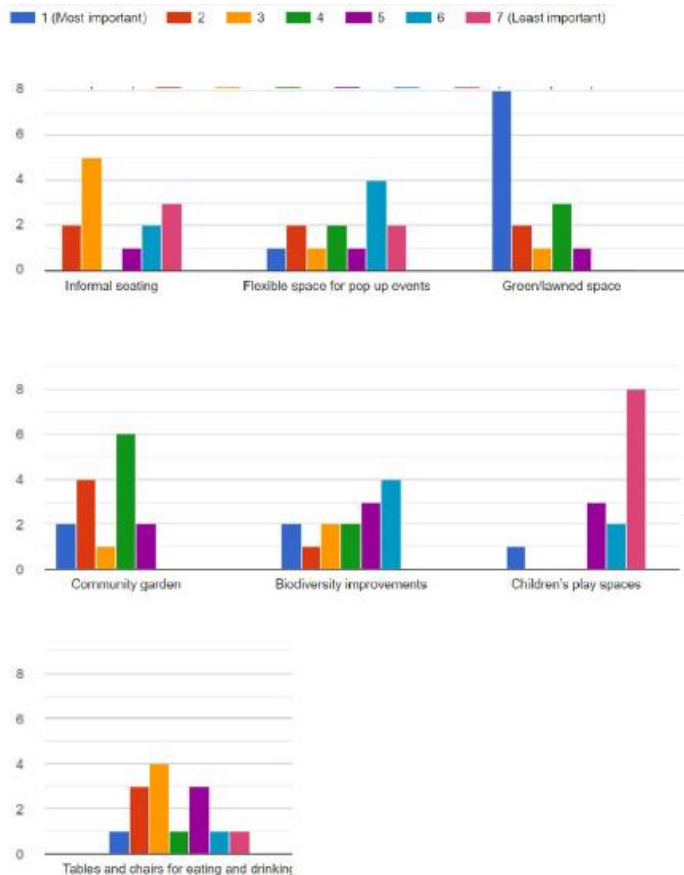
To what extent do you agree with the proposals with regards to the following:



4.1.9. It was identified through the development of the proposals, that the public realm space could be shaped by those intending to use it. It was asked how important the inclusion of the following elements are and the following charts show the results. Green/lawned spaces are generally considered by most as key, with informal seating being another important element. Flexible spaces, eating and drinking spaces, community garden and biodiversity improvements received a mixed response whereas the incorporation of a children's place space is considered by most as being least important – probably due to the high number of apartments within the surrounding area.

Figure 4-4 - Questionnaire Response - Public Realm

In order of importance, what would you like to see the new public space area used for? (Please rank from 1-7, 1 being the most and 7 the least important.)



DIRECT NEIGHBOUR RESPONSE

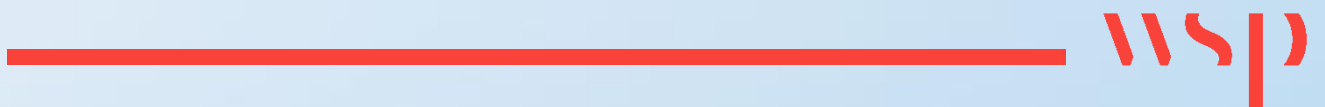
- 4.1.10. No comments were received in writing following the meeting with the owner of No. 85 Rochdale Road, but the project team agreed to share results of the daylight and sunlight assessment ahead of the planning application being submitted.
- 4.1.11. A response was also received from a planning consultant acting on behalf of Marble Beers.
- 4.1.12. This response covered five issues, namely:
- The impact of construction upon the structural integrity of the pub;
 - The volume of traffic, especially construction traffic, both in isolation and in cumulation with other developments, in particular the effects upon the pub's structural integrity.
 - Traffic along Gould Street;
 - Overlooking into the pub's garden and the pub's apartment;
 - Overbearing of the pub's garden and the pub's apartment.

COUNCILLOR RESPONSE

- 4.1.13. A letter was issued on 21 June 2021 to sites ward councillors, Cllr Douglas, Cllr Wheeler and Cllr Lyons. One response was received from Cllr Lyons, requesting a meeting.
- 4.1.14. This virtual meeting took place 29 July 2021 via Teams and was attended by Cllr Lyons and Doug Hann and Mateo Espinosa of WSP as planning consultant.
- 4.1.15. During this meeting, Cllr Lyons was fairly positive about the scheme and the redevelopment of site. He had a few comments which are summarised below:
- Concerns with tree planting in the area, would like to see good provision on site;
 - Affordable housing;
 - Request for a play area to be included within the public realm; and
 - Request for a potential loading bay for the Marble Arch Pub.
- 4.1.16. The response to this is discussed in the next section.

5

ADDRESSING THE FEEDBACK



5 ADDRESSING THE FEEDBACK

5.1.1. The following section outlines the response the design team have provided as a result of comments made during the consultation.

PUBLIC COMMENTS

Table 5-1 – Key issues received from the public

Consultation Response	Design Team Response
Level of affordable housing	A viability assessment is being undertaken to determine the level of affordable housing the proposed development can viably deliver. This will be submitted alongside the planning application and then will be peer-reviewed on behalf of the City Council. On conclusion of this assessment, it was found that proposal cannot viably contribution any affordable housing provision.
Impact during construction on residential amenity	In response to concerns raised in respect of construction such as noise and pollution and construction, the application is accompanied by a Construction Management Plan. A detailed Construction Management Plan is likely to be a required by planning condition in the event of planning permission being granted; this will set out the anticipated frequency, method and duration of construction, which will enable rational consideration of the potential impacts These measures will ensure that limited impact will be felt on the neighbouring properties and mitigation will be provided where necessary.
Height and massing	A number of residents raised concerns about loss of light to their apartment. A Daylight and Sunlight Assessment has been undertaken which assesses the magnitude of any impacts on neighbouring properties including: ■ The Citadel Apartments, Ludgate Hill; ■ 6 Ludgate Hill Apartments; ■ The Marble Arch Public House, 73 Rochdale Road; ■ 85 Rochdale Road; and ■ 18-20 Rochdale Road The report will be submitted in support of the proposals and concludes that on the whole, daylight and sunlight amenity impacts to local neighbouring properties and future occupiers is appropriate, balanced and non-significant.

Design of the buildings	Some concern was raised about the design and appearance of the residential buildings, particularly compared with other developments that have been approved and built locally. The proposals have been broken down into four buildings. This allows a modulation across the site for buildings of different heights which respond to each buildings position within the masterplan. This modulation means a 'wall' of development is avoided and is the first step in providing visual interest. The buildings are then inset at the ground and top floor to ground the building and crown the building providing a contemporary interpretation of the 'base, column, capital' classical order. The form of buildings responds to the site by angling facades. At the corners the buildings have inset terraces across three floors; this provides a third and middle order of scale between the city scale of the buildings and the human scale of the component as well as helping buildings to turn the corner. There are no blank elevations with each elevation having visual interest and activation through windows and balconies. The order of the windows in the apartment blocks are regular and create a harmonious rhythm whereas the windows in the duplexes have a free composition. The windows are set back to create reveals and depth to the façade. Whilst the opening windows are set behind metal fins providing a well-proportioned and sophisticated window system. At the ground floor care has been taken to locate the plant and car parking spaces in the basement to maximise active frontage and provide positive street spaces. Finally, the richness of the proposed natural materials are best appreciated close up. The materials have been chosen to complement neighbouring developments and reduce the proposals embodied carbon. The texture of the brickwork is proposed as a bag rubbed brickwork or colour matched mortar joint provide the building with a sophisticated and subtle texture. The colours of the bricks vary between the buildings which emphasises the unique character of each building. Subtle splays in the brickwork across the buildings add the layered design. The concrete horizontal banding which differs between the apartment buildings adds to material palette and provides detail and interest. The exposed textured perimeter concrete columns at the ground floor will reference the sites industrial past. The design has been considered from city scale to component scale and provides the scheme with an ordered, subtle but rich and elegant appearance.
Public realm and lack of landscaping/green space	A range of green spaces ranging from semiprivate to public and flexible spaces, to more private residential gardens space adds to the network of green spaces proposed on site with unique characteristics.

Highways impacts	A few comments raised concerns about the level of local traffic at present, particularly on Rochdale Road, and questioned how the proposed development would impact on this. 29 parking spaces are now provided in the basement and a further six spaces are provided for the duplexes. 100% cycle parking will be provided for residents and Sheffield stands are provided in external locations for visitors The scheme therefore has not been designed around the car. As the scheme is close to the city centre and public transport, it encourages people to walk and cycle, and discourage people from owning cars. This will be better for the environment and for society in terms of air quality, health and wellbeing. However, we have undertaken a Transport Assessment and Travel Plan for this proposal which looks at the highway network. The assessment has been undertaken using standard appraisal methods. The assessment shows that the scheme is located in an accessible position with good opportunities for access by sustainable modes (including walking, cycling and public transport). The assessment also shows that the proposal will not generate a significant level of traffic and will not have a material impact on highway operation or road safety. With existing surface car parking being removed, the site will generate less traffic than it currently does. Parking at the site is currently between £2 and £3 per day, which is considerable cheaper than more formal car parks serving the city centre. The removal of cheap commuter parking is in line with TfGM policy, which seeks to restrict this type of activity to encourage people to re-assess how they commute into the city centre. The proposal includes measures to support residents to live sustainably and to further reduce the potential impacts from the development. These include legible and direct pedestrian routes that connect to external areas, a high level of cycle parking, disabled and EV parking, and a Travel Plan. TRO proposals have also been developed to facilitate service and refuse collection movements, and to limit the opportunity for overspill street parking. The Transport Assessment shows that the proposal meets both local and national policy requirements and will assist MCC to meet its wider ambitions to reduce carbon generated by developments.
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COUNCILLOR RESPONSE

Table 5-2 – Key issues received from Cllr Lyons

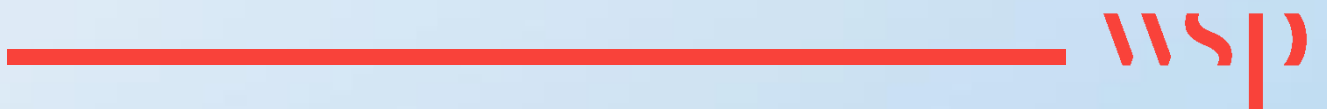
Consultation Response	Design Team Response
Level of affordable housing	An independent viability assessment has been undertaken to determine the level of affordable housing the proposed development

	can viably deliver. This will be submitted alongside the planning application. On conclusion of this assessment, it was found that proposal cannot viably contribution any affordable housing provision.
Tree Planting	Tree planting has been carefully considered and chosen for aesthetics and biodiversity benefits they bring to the site and the wider environment. 54no. trees are proposed ranging from native, water/drought tolerant species ensuring plant resilience and the enhancement of green infrastructure on site. The proposed trees play key role in mitigating the visual impact of the proposed scheme from existing residents.
Provision of children's play space	Results from the consultation indicated limited importance for a dedicated play space. However, the spaces within the site such as the rain garden with a balance beam within the community space offer the opportunity for natural play for younger children with additional lawn area which again, offers informal play opportunities. The life size chess set, and tennis table also creates play and interaction for kids and young adults.
Provision of loading bay for the Marble Arch Pub	The application site boundary is not contiguous with the highway's frontages to the pub – there is a small surface car park off Gould Street between the pub and the application site, and another car park and No. 85 Rochdale Road between the pub and the Rochdale Road site boundary. Therefore, it is not possible to provide for a loading bay directly for the Marble Arch as part of this proposal. It is however proposed to modify the TRO on Clive Street and Back St George's Road to remove the unrestricted parking areas on the site frontage and a loading bay will also be provided within the TRO scheme to be used for all deliveries to the proposed development. This may assist the Marble Arch too, although it is acknowledged that it is not as close as the pub would like.

- 5.1.7. All respondents were informed that the planning application would be supported by a range of technical reports and supporting plans providing further information of the proposed development and that when the planning application is submitted, they would be able to submit comments direct to the Council who will consider these when determining the application.
- 5.1.8. The applicant remains committed to listening to feedback and considering changes where necessary.

6

SUMMARY



6 SUMMARY

- 6.1.1. In accordance with Manchester City Council's Statement of Community Involvement, this statement provides a chronology of the pre-application consultations that have been undertaken with the Local Planning Authority and local community to assist in the shaping of this proposal.
- 6.1.2. The applicant has sought to engage with stakeholders and the community at the local level early in the planning process to work with the Council, identify the technical issues and understand the community views
- 6.1.3. The pre-application consultation strategy has sought to be inclusive and take account of the different interests in the proposals and provide easy and convenient methods to provide feedback comments.
- 6.1.4. The process has identified what were the key considerations for the various parties and the proposed development has sought to accommodate these considerations where justified.
- 6.1.5. In summary, the applicant considers that the pre-application engagement undertaken with the local community and stakeholders has been timely, meaningful and effective.
- 6.1.6. The Design and Access Statement accompanying the planning application explains the design rationale and benefits of the proposals, which have evolved positively in response to the engagement process
- 6.1.7. In light of the above, the consultation approach for the proposal is in accordance with the Council's adopted SCI and has served to improve the scheme to the benefit of all.

Appendix A

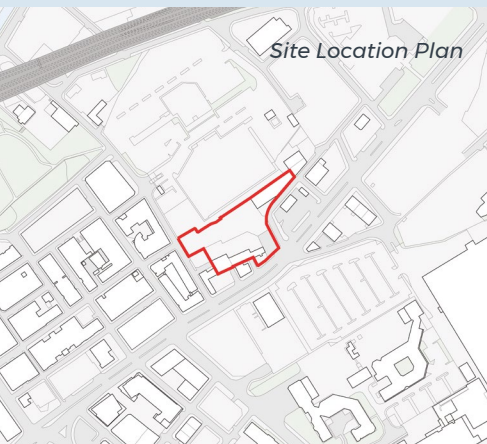
CONSULTATION LEAFLET



87 Rochdale Road

PUBLIC CONSULTATION

Mulbury Homes invites you to provide feedback on emerging development proposals on land located between Gould Street, Rochdale Road and Clive Street as set out in the adjacent plan.



This is an exciting proposal to turn a brownfield, underutilised site into a new high-quality development providing 237 homes, commercial units for uses such as retail or cafés and new public realm.

The site lies on the edge of the city centre in a sustainable and accessible location close to public transport and the city's attractions. Redeveloping this site will assist the council's regeneration ambitions for the wider Victoria North Area of the city.

We are seeking feedback from local communities, workers and stakeholders on the draft proposals, before a planning application is submitted to Manchester City Council later this year. We have also reached out to local Ward Councillors ensuring we are consulting local stakeholders as comprehensively as possible whilst operating within current government restrictions and guidelines. Please feel free to forward these details onto anyone else you think may be interested in our proposals (including those without internet access).

The proposals will deliver the following benefits:



Delivery of new homes on brownfield land to support local and national housing objectives



A mix of homes including apartments and duplex townhouses



Provision of a new public realm to provide ample outdoor space for leisure and socialising



Creation of jobs



Investment and additional spending in the local economy



Redevelopment of brownfield land to improve the visual quality and street scene along Rochdale Road.



SCAN THE
QR-CODE TO
ACCESS THE
CONSULTATION
WEBSITE

Public engagement

Your views and feedback are important to us so please review the proposals and supporting information and let us know what you think.

Please provide any comments by **7 July 2021**.

You can view all the information and make comments on our website, by email or calling us.



www.87rochdaleroad.co.uk



UKPlanningComment@wsp.com

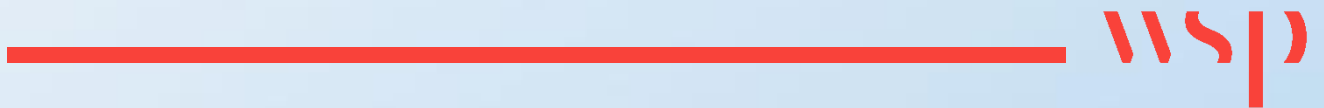


0161 200 9880

(Mon-Fri during office hours)

Appendix B

WARD COUNCILLOR CONSULTATION LETTER





Councillor Douglas
Member's Services Office
Manchester City Council PO Box 532
Town Hall Extension
Manchester
M60 2LA

By email
21 June 2021

Dear Cllr Douglas,

INVITATION TO PROVIDE FEEDBACK ON DEVELOPMENT PROPOSALS AT 87 ROCHDALE ROAD, MANCHESTER

We write on behalf of Mulbury Homes to inform you of exciting new plans to redevelop land at 287 Rochdale Road, Manchester, for a high quality residential led development. Prior to consulting local residents, we wanted to share details of the proposed development with you as Ward Councillor for Piccadilly Ward.

Mulbury is committed to delivering a high-quality development and jobs in Manchester City Centre; to help keep the economy moving during these extraordinary times. We have been working with the Council to bring an application forward on this site for a number of months and are aiming to submit an application to Manchester City Council later this year.

As you will appreciate, our public consultation strategy is following current social distancing restrictions. As such we are embracing the use of technology, whilst also trying to reach out to those without internet access, so are hosting a website and undertaking a leaflet drop by Royal Mail. We have tried to be as comprehensive and inclusive as possible, given the circumstances and include further details of this below.

Background

The site is located on the edge of the City Centre and the northern side of Rochdale Road on a key arterial route heading north east towards Rochdale. It is currently in use as a surface level car park which is of poor quality and currently contributes negatively to the immediate area.

Mulbury are proposing to create a new high quality, 237-unit residential scheme with ground floor commercial uses along with public realm improvements. Visuals of the proposed development are enclosed.

The plans currently propose:

- Creation of around 237 dwellings comprising apartments and duplex townhouses;
- Ground floor commercial uses;
- Secure underground car parking;
- New public space to provide ample space for leisure and socialising;
- New pedestrianised routes running through the site to connect with existing and proposed development surrounding the site; and

- New landscaping and public realm improvements to the surrounding streets.

Extensive pre-application discussions have taken place with planning officers. The feedback received has been invaluable and has positively shaped the current draft scheme which fit squarely with the ambitions of Manchester's Core Strategy and this area of the City Centre.

The next step, of course, is to seek your opinions and those of local residents on the proposals prior to submission of the planning application.

Public consultation

The Royal Town Planning Institute (RTPI) has encouraged its Members to ensure that planning processes continue to ensure that development and regeneration carry on despite current restrictions. As such, our public consultation strategy aims to reach out to as many people as possible while operating within relevant Government guidelines and restrictions.

Over the course of this week, we will be:

- Distributing leaflets (via Royal Mail) to the nearest residential and businesses to the site (an electronic copy is enclosed);
- Manning telephone lines to enable those without internet access to find out more information and engage in the consultation event;
- Launching a website (www.87rochdaleroad.co.uk) to host a virtual public exhibition with plans and information, and the ability to provide feedback which is due to go live on Wednesday (23 June 2021); and
- Providing an email address for comments to be provided by **7 July 2021**.

In addition, and in lieu of meeting and speaking with you face-to-face, we would be happy to arrange telephone calls or through videoconferencing (e.g. Skype, Microsoft Teams, Zoom etc) to provide further information, or to answer any questions you may have. Should this be of interest, please contact myself on **07920 336965** and I will be happy to coordinate this.

Although the present situation is far from ideal, it is hugely important that developers can still help deliver the aspirations of the Council under the circumstances and we do hope that you understand and welcome our decision to proceed with the public consultation.

There will also be a further opportunity for interested parties to formally comment on the planning application once submitted to Manchester City Council.

Please feel free to get in touch if you have any further queries.

Yours sincerely



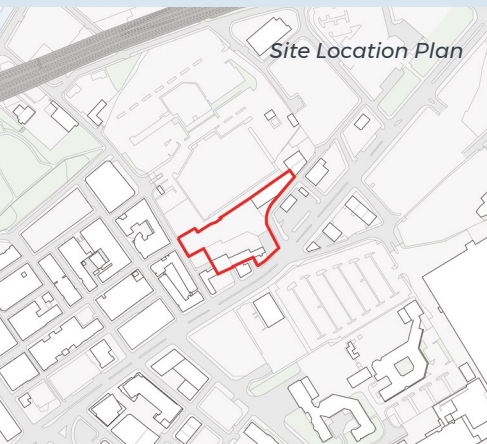
Matthew Hard

Encl. Leaflet

87 Rochdale Road

PUBLIC CONSULTATION

Mulbury Homes invites you to provide feedback on emerging development proposals on land located between Gould Street, Rochdale Road and Clive Street as set out in the adjacent plan.



This is an exciting proposal to turn a brownfield, underutilised site into a new high-quality development providing 237 homes, commercial units for uses such as retail or cafés and new public realm.

The site lies on the edge of the city centre in a sustainable and accessible location close to public transport and the city's attractions. Redeveloping this site will assist the council's regeneration ambitions for the wider Victoria North Area of the city.

We are seeking feedback from local communities, workers and stakeholders on the draft proposals, before a planning application is submitted to Manchester City Council later this year. We have also reached out to local Ward Councillors ensuring we are consulting local stakeholders as comprehensively as possible whilst operating within current government restrictions and guidelines. Please feel free to forward these details onto anyone else you think may be interested in our proposals (including those without internet access).

The proposals will deliver the following benefits:



Delivery of new homes on brownfield land to support local and national housing objectives



A mix of homes including apartments and duplex townhouses



Provision of a new public realm to provide ample outdoor space for leisure and socialising



Creation of jobs



Investment and additional spending in the local economy



Redevelopment of brownfield land to improve the visual quality and street scene along Rochdale Road.



SCAN THE
QR-CODE TO
ACCESS THE
CONSULTATION
WEBSITE

Public engagement

Your views and feedback are important to us so please review the proposals and supporting information and let us know what you think.

Please provide any comments by **7 July 2021**.

You can view all the information and make comments on our website, by email or calling us.



www.87rochdaleroad.co.uk



UKPlanningComment@wsp.com



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