
INTRODUCTORY DOCUMENT
TO ACCOMPANY DISCHARGE
OF PLANNING CONDITION 4

REF. 119890/VO/2018

PUBLIC REALM

DOCUMENT CONTROL

FILE NAME
PL1803-ID-021-00 THE FACTORY - ACCOMPANYING DOCUMENT

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1.1

Public Realm The Factory The Vision

THE FACTORY consists of the building and the two new areas of public realm that surround it - Factory Square and Festival Square – and it is central to MIF's vision that the experience of The Factory extends seamlessly beyond the walls of the building and into this new public realm. These public spaces are key to the visitor experience, providing a fluidity and connection to and from The Factory building; creating first and lasting impressions and providing a generous welcome for all. The public realm must therefore be inclusive, accessible and open to all. It must be an attractive and welcoming gathering space that encourages people to dwell there. It must be a location where the everyday cultural interests of the people of the city are valued and celebrated, and a space where great artists from across the world can do extraordinary things.

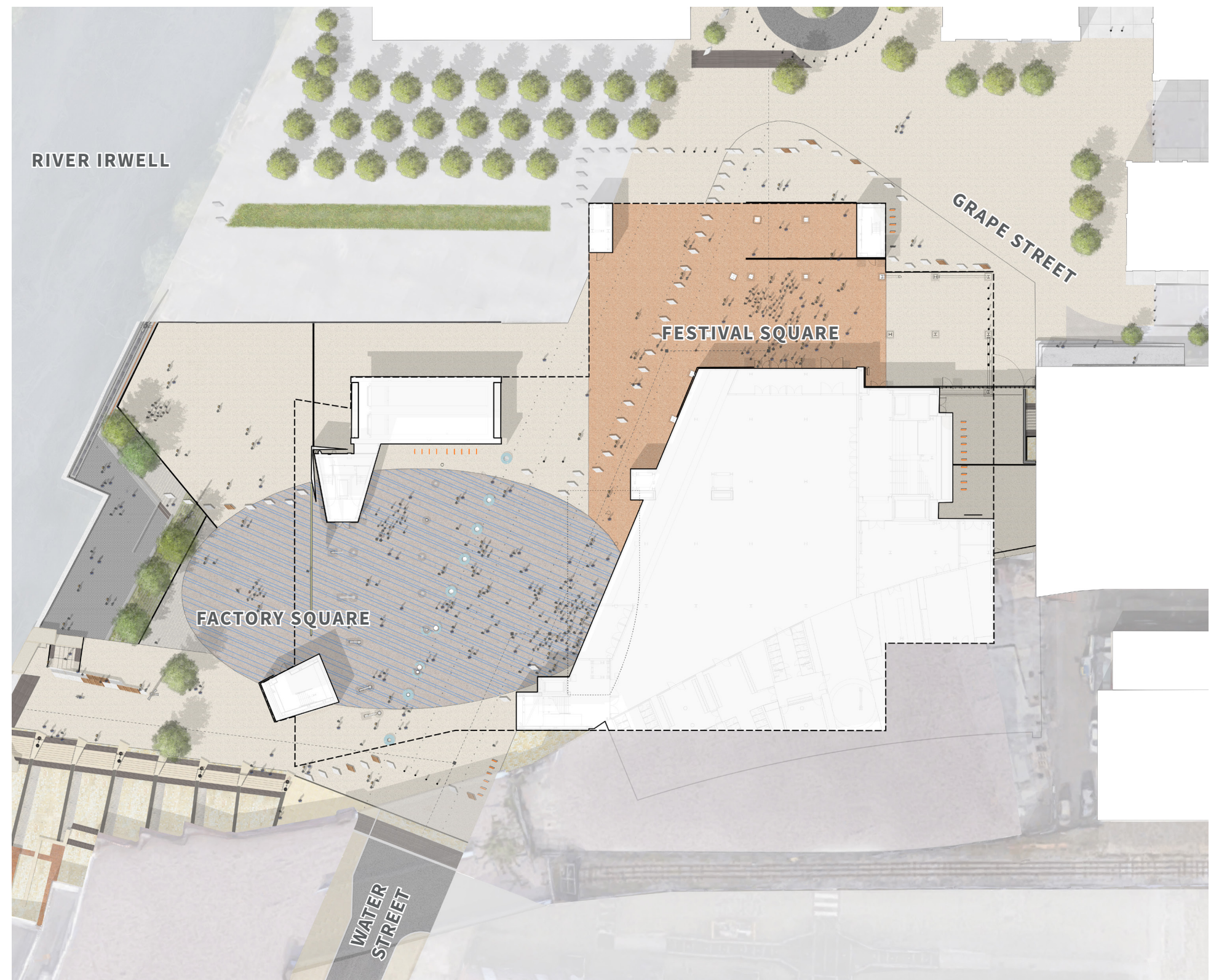
To fulfil this vision the Squares will have multiple uses and functions across the year.

We will build the sense of public ownership by encouraging people to animate the square with the everyday and informal cultures of the city – from urban sports to outdoor exercise and dance classes.

We will commission artists to make extraordinary new work on the Squares: from 3D projection mapping of the building, to public artworks installed on the Squares, or outdoor theatre, dance and live music performed to audiences of up to 1000.

We will host free outdoor festivals and events that showcase music and performance, and organise family and community engagement events that include workshops and interactive artworks. During summer months in particular, Factory Square will be a destination for outdoor programming and will host MIF's current 'Festival Square' that will animate the river front with a public offer, encompassing a range of food and beverage - from pop up street food vendors to ticketed Supper Clubs showcasing Michelin-starred chefs.

The majority of the programming will be free, but we may also host a number of special events and ticketed performances within the Squares.



1.2

Public Realm Consultation Summary

Discussions have taken place over the period of the project with various stakeholders listed below. A pre-planning public drop in session for the public realm works was held on the **4th March 2020**.

Highways

30/05/19 Highways requirements discussed to be captured in Project Brief.

19/09/19 Initial proposals presented. Consultee supportive.

Various in October / November Principle of Prohibition of Driving presented and resultant design changes presented. Consultee supportive.

City Centre Regeneration

10/07/19 and 23/08/19 Outline scheme discussed. Consultee supportive.

16/10/19 and 15/11/19 Principle and detail of Prohibition of Driving along with resultant design changes presented. Consultee supportive.

Local Planning Authority

Dates as per Regeneration above.

Greater Manchester Police (Counter Terror Team)

26/09/19 Concept presented. Consultee supportive.

16/10/19 Scheme design presented. Consultee supportive.

Email update 18/12/19 Principle and concept design for Prohibition of Driving presented. Consultee supportive.

Artists

01/10/19 Scheme design presented. Potential use of space considered. Flexibility of space highlighted as key, with the requirement for predominantly hard landscape and limited number of trees. All features to be either located to the edges or be movable during events. Consultee supportive.

Breakthrough UK

07/11/19 Outline scheme and accessibility features discussed. Concern raised around speed of cyclists associated with designated cycle routes and the risk of collision. Requirement for accessible cycle parking raised. Reservation raised around the use of green gap paving and the potential of wheels getting stuck in gaps. Pulsating lighting feature will need to be carefully designed to not trigger a feeling of dizziness. Preference for a river wall to be see through (perspex).

Cycling strategy was revised with a cycle with care principle proposed with a speed limit across the site. Accessible cycle parking was added, located in close proximity to the entrances. A steel balustrade is proposed to the river edge. Not perspex, due to the maintenance liability, but a permeable design solution. Green gap paving: a sample has arrived to site for review and a site visit to Circle Square on Oxford Road has been suggested prior to the group's next meeting to

review the material further and for more people to have first hand experience of it. Following which a further review is intended.

Allied London / MQL

14/11/19 (and various Design Interface Meetings) - Scheme and principle of Prohibition of Driving presented. Consultee supportive in principle with a note to consider impact to St Johns traffic flow (under way) and agree final arrangements for turning head (ongoing).

06/02/20 Results of transport modelling discussed. Consultee accepted that Prohibition of Driving has minimal effect on traffic flow however further detail around turning head to be developed / agreed.

Transport for Greater Manchester

20/11/19 Principle of Prohibition of Driving presented. Consultee supportive and commissioned to undertake traffic modelling.

Exec Member for Highways

28/11/19 Principle of Prohibition of Driving presented. Consultee supportive.

Local Councillors

19/12/19 Principle of Prohibition of Driving presented. Consultee raised concerns with potential impact to traffic flow. Modelling exercise underway to allay concerns. Initial feedback is negligible impact to traffic owing to closure. Consultee requested public drop-in event held. Event held 4th of March.

Lead Local Flood Authority

11/12/19 Scheme design presented to discuss drainage and flood risk. Consultee supportive.

Science and Industry Museum

10/01/20 Scheme design and principle of Prohibition of Driving presented. Consultee noted understanding of the reasons for Prohibition of Driving and requested opportunity to consider any impact to their operations. Transport assessment to be produced considering change to traffic flows in the vicinity of the Factory.

Marriott Hotel

27/01/20 Design and principle of Prohibition of Driving presented. Consultee broadly supportive but noted concern of potential traffic build-up on Water during pick-up / drop-off hours. Concern acknowledged. Pick-up / drop-off to be managed to minimise risk of uncoordinated vehicle arrival.

Residents

04/03/20 Drop-in session as agreed with Councillor Joan Davies.

04/03/20 The design team held a drop-in session for local residents to share the final public realm design and discuss proposals for control of traffic on Water Street. Approximately 50 people attended the session and overall residents were supportive of the final design and the Factory proposals as a whole.

Key matters raised by attendees included some concern about the potential traffic implications for local roads if Water Street is not fully re-opened, including queuing of taxis, and the safety of pedestrians on Water Street if vehicle movement is restricted. A number of attendees were supportive of the intention to make the public realm more pedestrian and cycle friendly.

The public realm will incorporate measures to create a safe and secure environment, including lighting and CCTV. There will be a comprehensive management strategy in place for dispersal and vehicle movement, in line with the approved scheme.

Further information about the session, including a summary of the comments received and the design team response is provided within the cover letter submitted with the condition discharge application.

Fire Service

Scheme design and principle of Prohibition of Driving issued on **18/12/19** and followed up **13/01/20**. Consultee response supportive.

03/02/20 Consultee supportive of scheme subject to Fire Service being provided access through automatic bollards as required.

06/02/20 Salford Central Fire Station concurred with Manchester Fire Officer (above).

Statutory Undertakers

TBC All parties with equipment in the adopted highway have been notified. No objections raised.

Environment Agency

14/01/20 Confirmed consultation not required as adjacent watercourse is not a 'main river'. Delegated to Lead Local Flood Authority.

1.3

Site Context

The Factory is sited at the southwest corner of the St. John's development, within the Castlefield Conservation Area. The Factory site is bounded by:

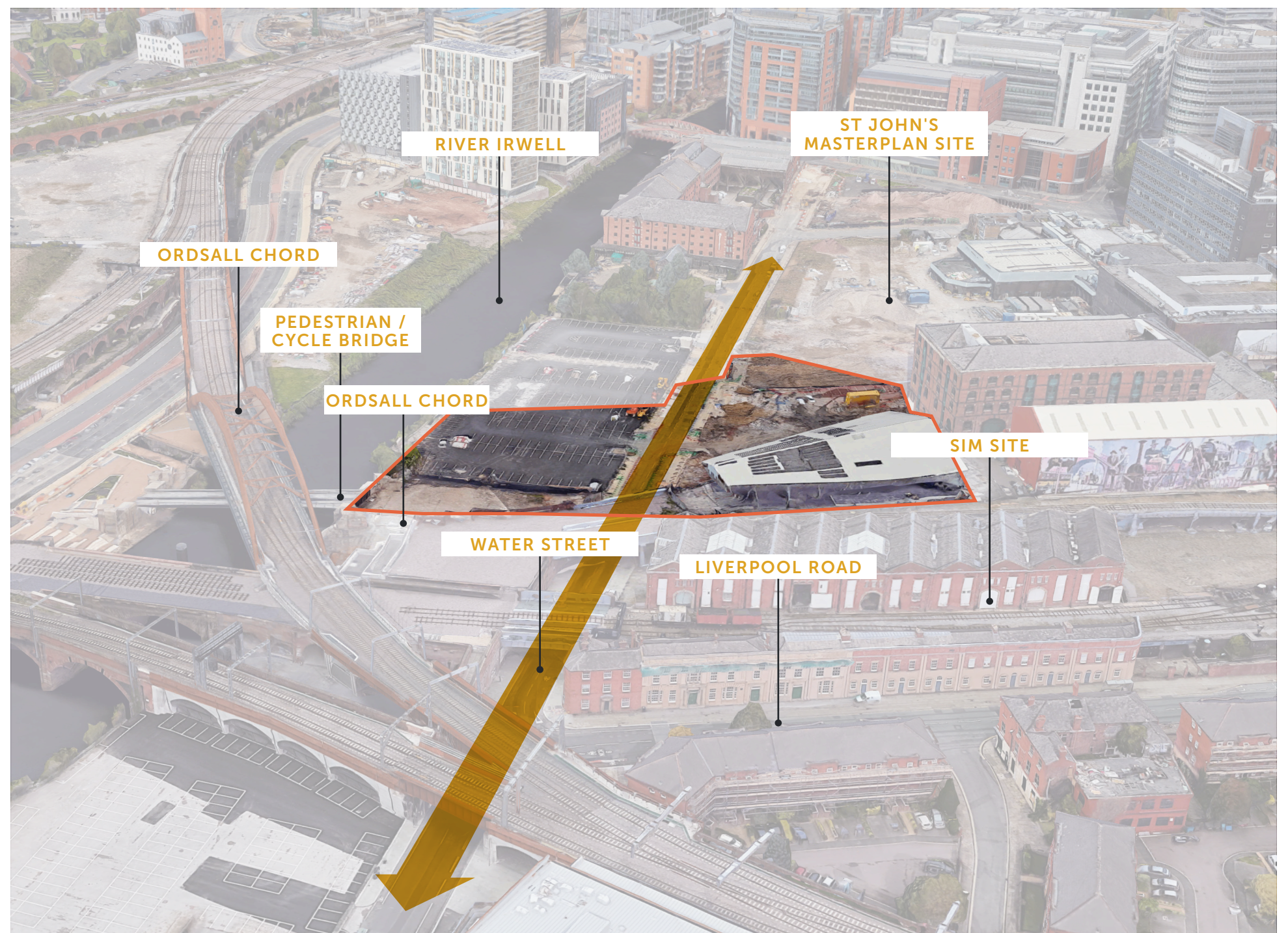
West: the western edge of the site is the River Irwell, where a new public space will be created, "Factory Square". The new pedestrian / cycle bridge across the river opens up easy access from the Salford side of the river.

North: the Northern edge of The Factory sits comfortably within the to be developed St. John's Masterplan and will include a new area of public realm, "Festival Square".

East: the Bonded Warehouse, recently Grade II listed, is an important contributing structure to the Conservation Area. The Factory stands approximately 6 meters away from the eastern facade of the Bonded Warehouse.

South: the southern boundary is the most complex. The boundary is a series of Grade II listed brick arches incorporated into the ground level of The Factory, which abut a length of cast iron arches occupied by the Science and Industry Museum (SIM). These arches are topped in part by disused railway, the Pineapple Line, which fed into the Bonded Warehouse. The Pineapple Line extends over a cast iron bridge, crossing Water Street below. The whole of this arch and bridge complex is Grade II Listed. The cast iron bridge viaduct is considered the more important feature, with the brick arches listed by appendage.

IMAGERY TAKEN BEFORE MAY 2019



1.4

Wider Flow and Access

Access to The Factory from the wider city will be predominantly from the northwest from Quay Street and Deansgate via Water Streets. Additional pedestrian flow will come from the south, Liverpool Road and Deansgate Stations, via Water Street. The new pedestrian and cycle bridge will connect to Salford.

There will be two primary entrances to The Factory: at the north of the Foyer, directly feeding off “Festival Square”, at the end of Grape Street. This will be used by the majority of visitors.

At the west of the Foyer, along Water Street. This entrance will be used by visitors arriving/ departing to the south, and is in the desire line for pedestrians crossing the River Irwell from Salford via the new bridge link.

A third entrance is planned at the south of the foyer, connecting to Science and Industry Museum's lower courtyard. This is subject to future development plans. The foyer space will remain open when events are not taking place, allowing for a consistent flow of people through the space. The continuous public realm across The Factory site and through the foyer, will be activated by performance and street life, and by food and beverage outlets in adjacent buildings.

KEY

- Main Pedestrian or Cycle Access
- - - Secondary Pedestrian or Cycle Access
- Vehicular Access
- Vehicular Access for Servicing and Maintenance



1.5

Public Realm Boundaries

The red line illustrates the original planning boundary submitted for The Factory in 2016. Areas implemented as part of The Factory public realm are illustrated by a dotted blue site boundary for lower ground floor and yellow line site boundary for upper viaduct levels. We are seeking to discharge planning conditions for the blue dotted site boundary area only.

All proposals outside these two site boundary lines do not form part of this application and are shown for illustration only.

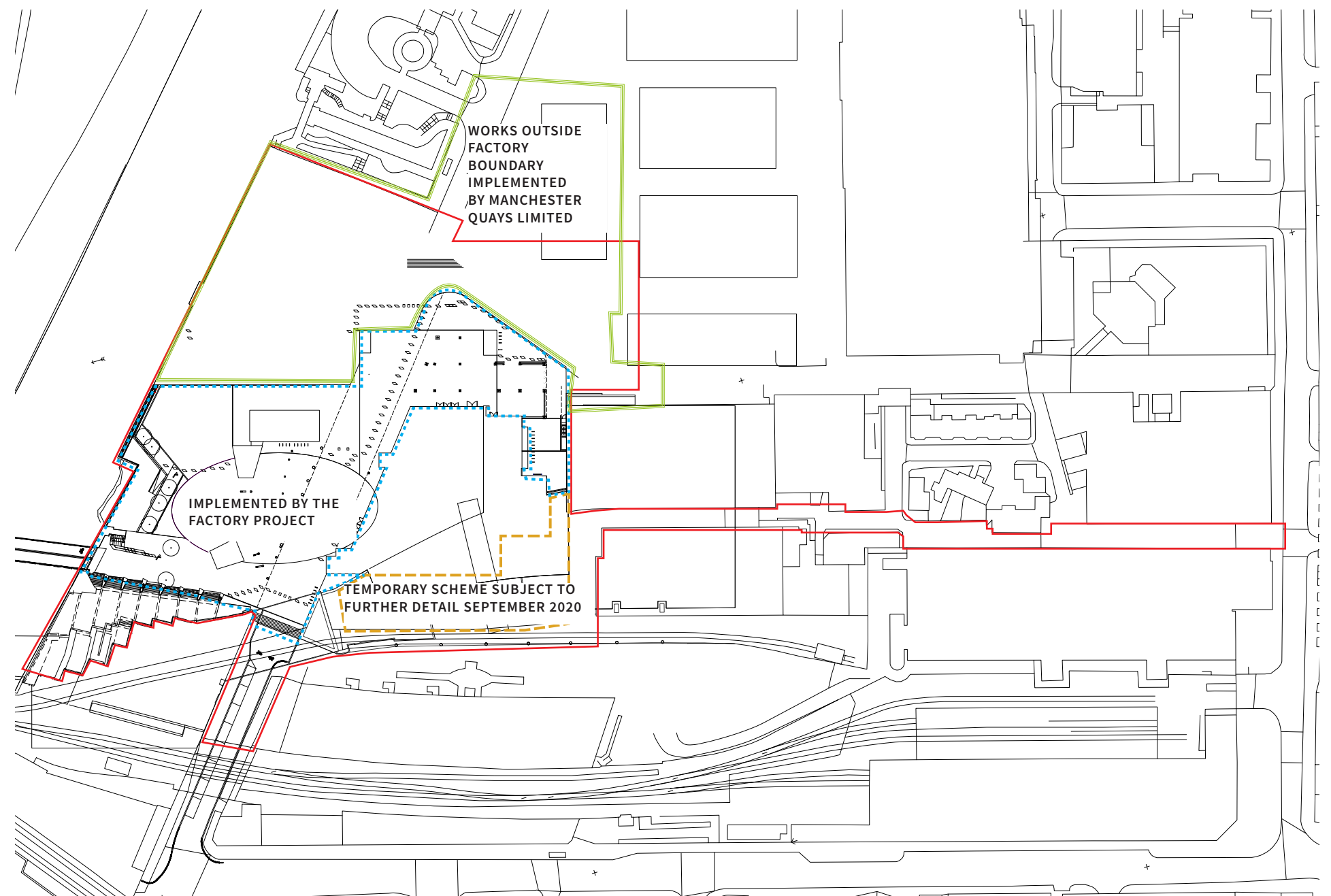
Design of the public realm for these areas will be included in planning applications for:

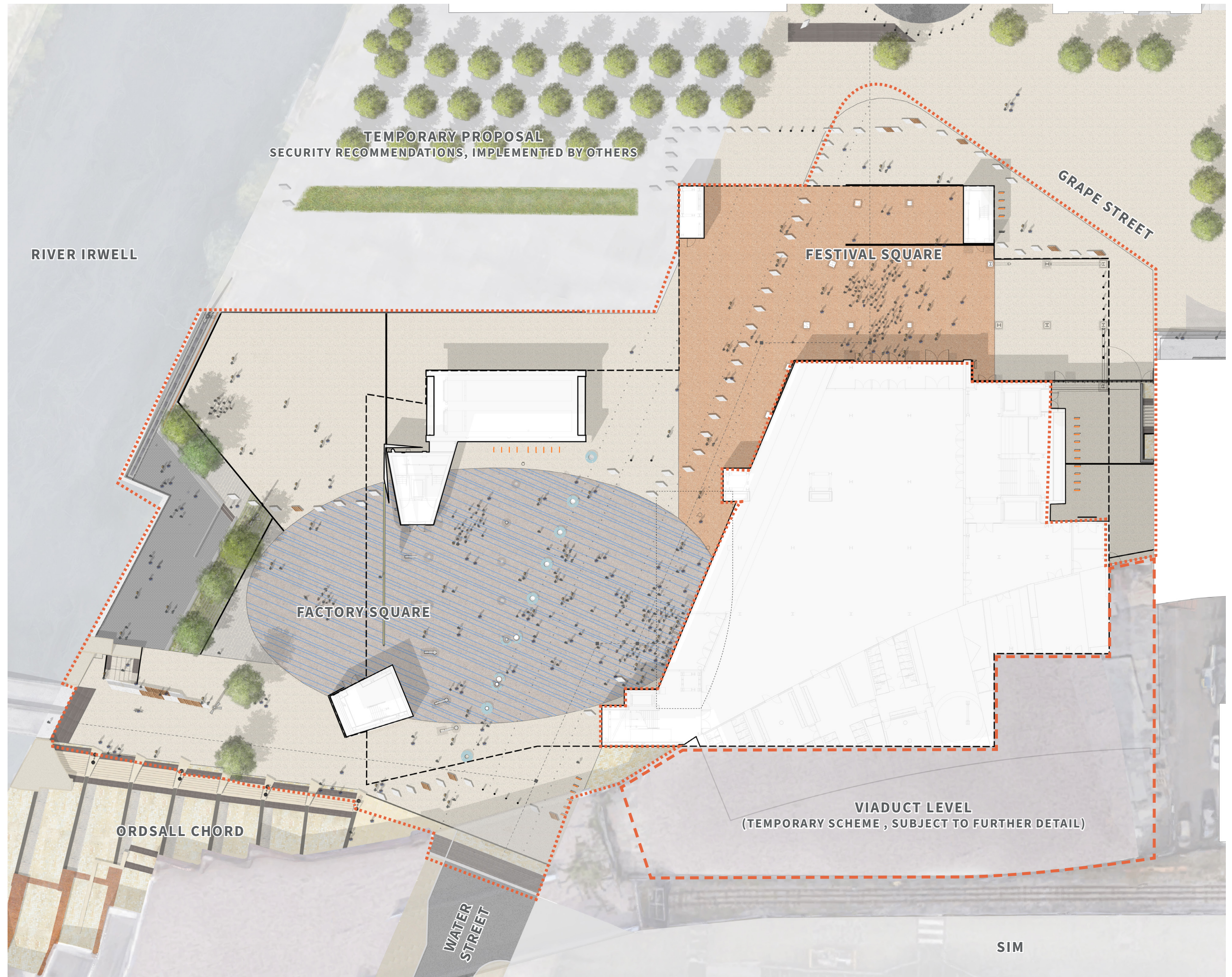
- **Manchester Goods Yard**
121511/FO/2018 as amended by 123047/NMC/2019,
- **St. John's T1**
114385/FO/2016 as amended by 123041/NMC/2019,
- **St. John's T2**
114723/FO/2016.

A separate Section 278 application will be submitted for the works associated with the area south of Water Street.

KEY

-  Ground Level Site Boundary
-  Upper Level Site Boundary
-  Original Planning Boundary 2016
-  Works outside Factory Boundary implemented by Manchester Quays Limited





1.6

Public Realm Concept

The concept for the public realm is crucial in underpinning the vision to extend the experience of The Factory beyond the walls of the building and into the city. Therefore it feels appropriate that it is inspired by the culture of theatre and elements associated with this. These elements are portrayed graphically, to characterise and unify The Factory's two main areas of public realm: Festival Square and Factory Square, which will be linked with The Factory's foyer to form one contiguous area of public realm.

FACTORY SQUARE

Factory Square will be a fully inclusive space, filled with animation throughout the calendar year through open air events and activities for all, bound to the west a verdant green edge on the banks of the River Irwell.

FESTIVAL SQUARE

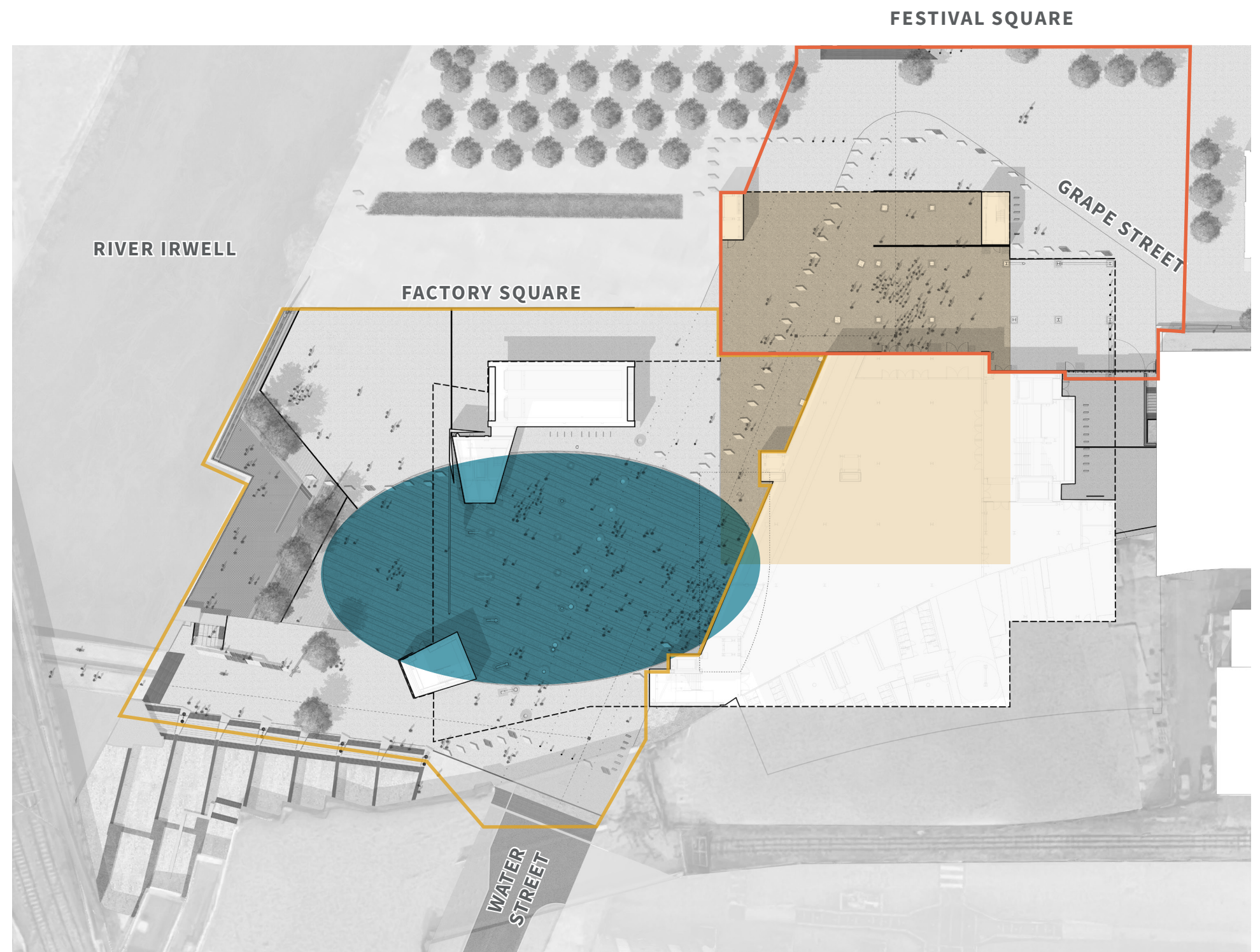
Festival Square is the gateway from the city into The Factory. It forms an important interface with the rest of the St John's Masterplan. The foyer of the building and the spaces immediately outside it will combine to create an attractive and accessible public area, open to all throughout the day and evening. Artists, audiences, residents of St. John's, local workers and other members of the public will be able to gather here to meet, eat, drink and mingle, both on performance evenings and on days when no events are scheduled.

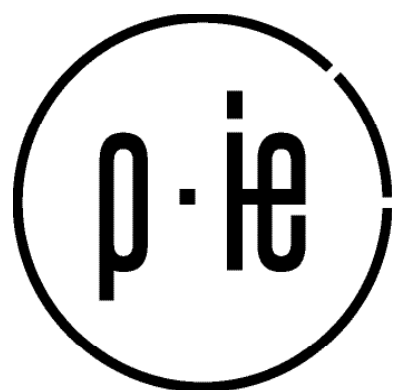
SPOTLIGHT

As a space whose purpose is to entertain, it seems fitting that Factory Square is put in the spotlight, literally. The graphical shape of a spotlight is projected into the square creating a spectacle and guiding people to the building.

WELCOME MAT

The main entrance to this iconic building deserves an impressive arrival. The Welcome Mat form which extends into the building, inviting people in and framing the space in Festival Square.





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