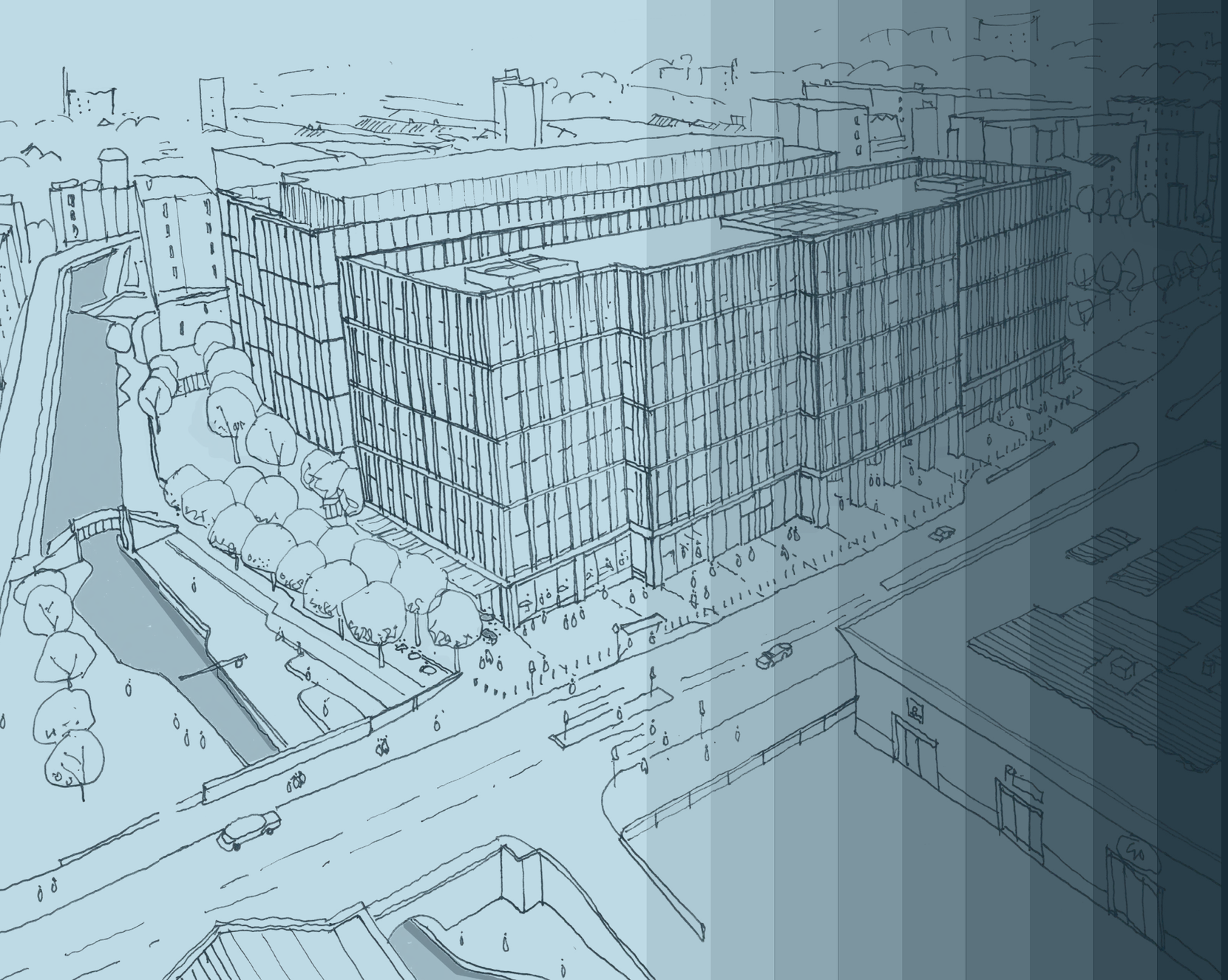
Government Property Agency

AtkinsRéalis



MANCHESTER DIGITAL CAMPUS

Operational Management Plan: Commercial Use Strategy for the Retail Premises

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01 Commercial Use Strategy for the Retail Premises

1.1 Overall Strategy

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The commercial use strategy for Retail Premises for the new Government Property Agency Manchester Digital Campus aims to create a vibrant, dynamic environment by integrating ground floor retail and food & beverage (F&B) units that activate the street frontage and enhance the overall appeal of the development. This strategy focuses on attracting high-quality tenants that can provide a diverse mix of retail, F&B and service options, making the development a destination for both office workers and the broader community.

The objective of including retail accommodation as part of the campus is to serve day to day needs of office workers, as well as local residents, create an attractive and vibrant public realm with good natural surveillance, and help achieve the Council's long standing ambition of making Great Ancoats Street an appealing and safe environment for pedestrians. The appeal of the retail offer will help reinforce Great Ancoats Street as an attractive route for pedestrians.

The retail provision will not only serve the users of the campus itself, but also provide new facilities to benefit the local community by providing more choice and extending the existing offer in the neighbourhood.

The aim is to create an exciting mix of tenants, including both national retail chains as well as local independent retailers, to achieve maximum appeal. This will include a range of different size shops, food and beverage establishments, and possibly complementary uses, such as a gym.

The GPA will carefully select the tenants to fit with the retail letting strategy objectives of achieving a vibrant offer, creating an appealing mix of tenants, attracting high quality tenants and serving the day to day needs of the campus and wider community

The retail units have been designed to provide flexible and modern accommodation with maximum market appeal, and will benefit from centralised ventilation, heating and cooling systems, and will be connected to the building fire alarm. Some units are capable of being combined to create large spaces to allow maximum flexibility. It is envisaged that the units will be let to 6-8 different tenants.

The GPA will install the shop fronts to achieve the quality aspirations and the units will include capped off drainage and mechanical and electrical services, ready for the tenants to fit out.

All the units will be fully accessible to people with disabilities.

The servicing of the units will be strictly controlled by the GPA as part of the campus management strategy, primarily with out of hours servicing of the retailWhat tenants can and cannot do will be strictly controlled



Street level view looking towards the canal arrival plaza with seating areas, set against the backdrop of Great Ancoats Street.



Street level view looking towards the canal arrival plaza with seating areas, set against the backdrop of the conservation area.

01. Commercial Use Strategy for Retail Premises

through provisions in the leases and active estate management, to ensure the retail provision makes a positive contribution to the campus and to avoid potential nuisance issues. For example, amplified music will be prohibited in the leases, rubbish will be collected directly from the units rather than being allowed to be left on the pavements, and the retail signage across the campus will be strictly controlled to maintain the quality and ensure consistency.

Given the size of units this limits the number of people that can assemble and individual tenants will be responsible for ensuring that the dispersal of users at closing times is carried out via smaller groups, in an ordered manner and to minimise the risk of noise and disturbance.

Some of the units, primarily those fronting the Canal Plaza, will benefit from defined outside seating areas (refer to diagrams opposite) creating a lively, but ordered and engaging streetscape, which leverages the adjoining public realm and provides an environment to sit out, relax and enjoy a meal or drink. However, there will be limits on the numbers of people allowed outside to prevent noise and disturbance.

Smoking is not permitted within any of the buildings and across the campus smoking will only be permitted in limited defined outside areas to ensure this does not become a nuisance.

Tenants will be fully responsible for managing their own units, but willneed to operate the units to strict standards to achieve the scheme quality aspirations and ensure no nuisances are caused.

The campus will benefit from CCTV and other security measures, but the inclusion of ground floor retail also helps to reinforce natural surveillance and make a safe environment for pedestrians.

The Commercial Use Strategy for the Retail Premises will put in place the long term management regime to create a successful retail offer, prevent nuisances being caused and contribute to the broader urban fabric by creating a richer sense of place.

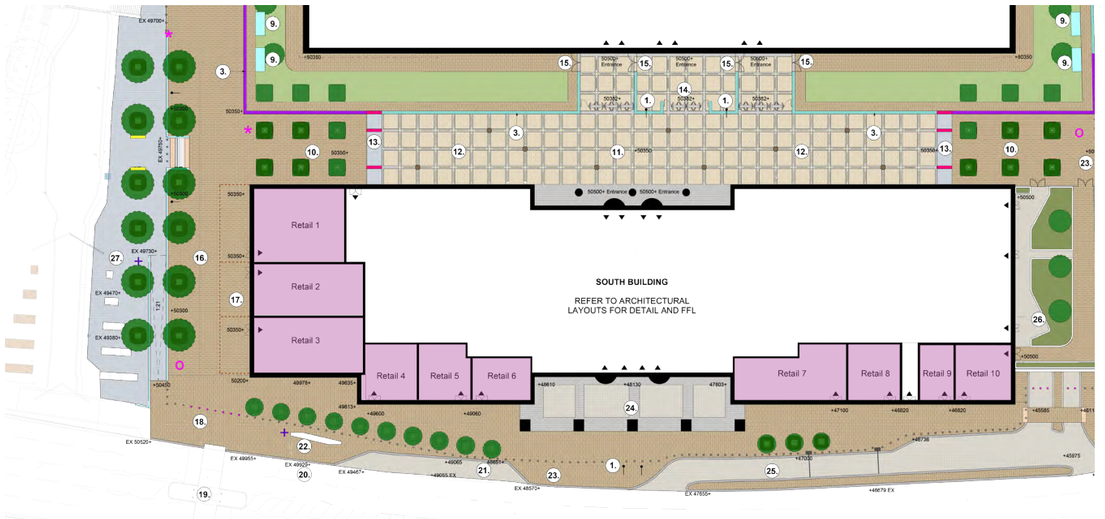


Fig. 1: Location of Retail Units illustrated in plan above

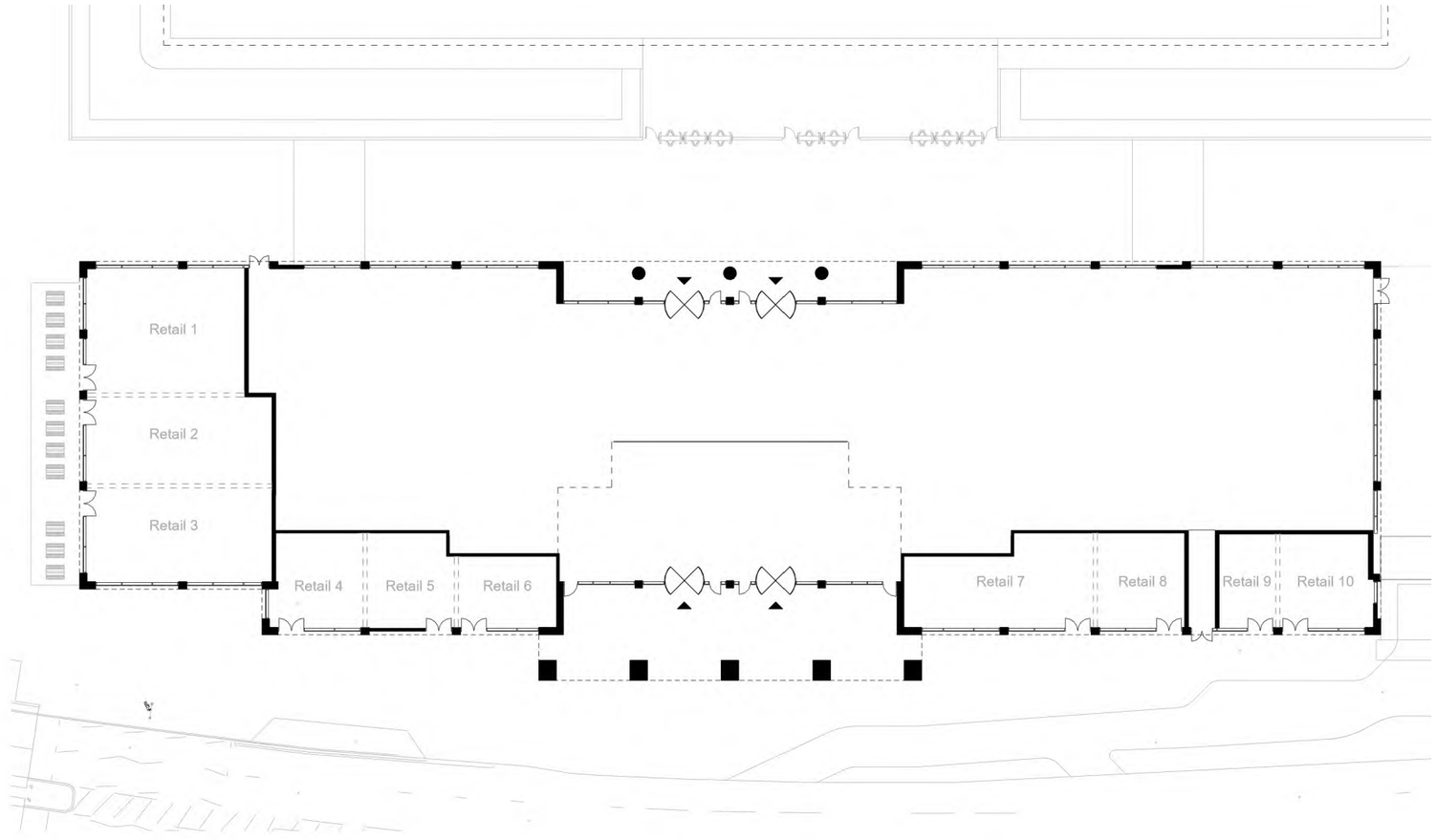


Fig. 02: Designated area for external seating

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1.2 Alternative Retail Layout

The proposed retail layout is designed with flexibility in mind, allowing for various configurations between four and ten units of different sizes. This adaptability accommodates varying tenant requirements, enabling units to be combined or reconfigured as needed. The layout shown opposite serves as a preliminary example; the final configuration may vary, with individual retail spaces being combined or subdivided to better meet specific tenant needs



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