Deloitte.



Statement of Consultation

Plot 9b, First Street

November 2024

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1. Introduction

1.1. This Statement of Consultation accompanies an application for Full Planning Permission, submitted to Manchester City Council (MCC) by Vita Meadows Ltd (hereinafter referred to as 'the Applicant').

1.2. The planning application relates to Plot 9b, First Street (hereinafter 'The Site'). The Site is located within Manchester City Centre, and within the First Street Development Framework ('FSDF') area.

1.3. The description of the 'Proposed Development' is set out below:

> *"Erection of a purpose-built student accommodation (PBSA) building (Sui Generis), alongside ancillary amenity space, landscaping, secure cycle parking and other associated works; and use of Land east of River Street as a construction compound."*

1.4. The Statement sets out in detail the pre-application consultation that has been undertaken for the application, the feedback received and how that has been considered and addressed within the final proposals.

1.5. The following documents have been included within this report as evidence to support the statements that have been made:

- Site Location Plan (Appendix 1);
- Consultation Postcards- Consultation 1 (Appendix 2);
- Consultation Postcards- Consultation 2 (Appendix 3);
- Consultation Boundary (Appendix 4);
- Consultation Webpages- Consultation 1 (Appendix 5);
- Consultation Webpages- Consultation 2 (Appendix 6) and
- Consultation Boards (Appendix 7).

The Site

1.6. There are two Sites subject to this application (referred to collectively as 'The Sites'). This includes:

- **'The Proposed Development Site':** Extending to approximately 0.25 ha, the Proposed Development Site is bound to the north by Plot 9A of the First Street Development Framework (FSDF) area (currently being redeveloped into an office block of up to 9no. storeys (pursuant to Planning Permission Ref. 132600/FO/2021)); to the east by Plot 10A (which has planning permission for an office block of up to 13no. storeys (Ref. 136043/FO/2023)); to the south east by Hulme Street; and to the west by Medlock Street.
- **'The Construction Compound Site':** Extending to approximately 0.46 ha, the Construction Compound Site is bound to the north by the River Medlock; to the east by Cambridge Street; to the south by Macintosh Mills; and to the west by River Street. The site is currently used as a construction compound, in relation to the construction of Plot 10b First Street.

1.7. Figure 1 below shows the red line boundary of the Proposed Development Site and Construction Compound.



Figure 1- Site Location Plan (Source: Tim Groom Architects)

Site Context

1.8. The Sites are part of the FSDF Area, located within the Regional Centre and City Centre, and the Oxford Road Corridor. The FSDF is a document that sets out environmental, social, design and economic objectives relevant to the regeneration of the First Street area. It guides the content of planning applications so that they consider wider objectives and ambitions for First Street. The FSDF includes three distinct development areas: First Street North, First Street Central, and First Street South. The Site is located within Plot 9b, First Street Central (FSC).

1.9. FSC has several plots, including Plot 9a (immediately to the north), which is currently being developed to deliver a 9no. storey 'net zero' office building, pursuant to Planning Permission Ref. 132600/FO/2021. Plot 10a, to the immediate east, has planning permission for an 13no. storey office block (Ref. 136043/FO/2023), and Plot 10b (further east) comprises an under construction 14no. storey PBSA development (comprising 576 bedspaces and ground floor food hall), as approved under Ref. 136170/FO/2023.

1.10. Further north is FSN, which is now complete. Centred around Tony Wilson Place, FSN is a cultural hub for the city including HOME (a contemporary art, film and theatre complex) alongside a wider mix of uses including PBSA, a multi-storey car park ('MSCP') and a range of carefully curated food and drink operators, as well as new public spaces.

1.11. Immediately to the south of the Proposed Development Site is Plot 11 which is part of FSS. Plot 11 has 2 planning applications, one for co-living developments in Blocks A/B and D (currently under construction pursuant to Planning Permission Ref. 125573/FO/2019 (as amended)), and another for purpose-built student accommodation in Block C (currently awaiting determination pursuant to Planning Permission 138831/FO/2023).

1.12. To the west of the Proposed Development Site is Medlock Street, beyond which is the former Premier Inn site as part of the Creative Ribbon area of the FSDF. In 2023 the former Premier Inn site received planning permission to be redeveloped into a mixed development comprising a 13 storey office building and a purpose built student accommodation building of up to 38 storeys, which will provide 1,014 bedspaces (pursuant to Planning Permission 135419/FO/2022). North of the former Premier Inn site is One City Road which received planning permission in 2021 to be redeveloped into an 11 storey office building and a 14 storey office building (pursuant to Planning Permission 128002/FO/2020).

1.13. The Sites are located within the Deansgate Ward and is located to the north of Hulme.

1.14. Further information on the site and surroundings can be found in Section 4 of the Planning and Tall Building Statement.

The Proposed Development

1.15. Proposals for the Proposed Development Site are summarised in Table 1.1, below.

1.16. Further details can be found within the submitted Planning and Tall Building Statement prepared by Deloitte, and the Design and Access Statement prepared by Tim Groom Architects.

Details of Proposed Development	
Student Accommodation	*861 studios (Use Class Sui Generis).* *Including:* • *5% (43 no. bed spaces) accessible bedspaces, including:* ○ *2 no. 'Fully Fitted Wheelchair Accessible' studios (M4)3)) at Practical Completion with all necessary handrails, pull cords and alarms.* ○ *2 no. rooms will be 'Future Wheelchair Accessible' studio (M4(2)), sized with a larger bathroom to accommodate a wheelchair and power connections for the future addition of equipment.* ○ *The remainder will be 'Future Wheelchair Convertible (M4(2))'- large enough in footprint that they can be retrospectively converted to a 'Fully Fitted Wheelchair Accessible' studio, if and when the need arises.*
Maximum Height	*Ground + 33 storeys (+130.785 AOD)*
Car Parking	*0*
Cycle Parking	*146 cycle spaces (equating to 17%)*

Pre- Application Consultation

1.17. Prior to the submission of the planning application the Applicant has undertaken an extensive stakeholder engagement strategy to allow for the objectives and details of the emerging proposals to be clearly communicated and discussed with statutory consultees and interested parties.

Consultation on the First Street SDF

1.18. First Street is a long-standing strategic development area. Each of the Development Frameworks that have been endorsed by MCC have been subject to public consultation undertaken by the City Council. The most recent consultations on the FSDF took place in 2018 and 2020.

Public Consultation

1.19. Public engagement was carried out during July – November 2024, via two distinct stages over 3 weeks in July, and 2 weeks in November respectively. The objectives for pre-application engagement were to:

- Communicate the vision for the next phase of development at First Street and generate support for the Proposed Development;
- Gather feedback on the key issues and address any potential concerns that relate to the Proposed Development; and
- Make people aware of the timescales for the upcoming planning application and keep them informed about progress with regard to the development of the proposals.

1.20. Throughout the duration of the public consultation period, members of the public had access to the First Street public consultation website, which provided details of the Proposed Development Site history, context, project objectives and emerging scheme proposals. The website also provided visitors with the opportunity to provide any comments or raise questions (which were subsequently addressed by the project team during the pre-application period).

1.21. A press release regarding the consultation was also distributed which was picked up by numerous media outlets.

1.22. The following activities, set out in detail in Section 3 of this Statement, have been undertaken with the public, to support this overall ambition for the consultation process:

- 5 July 2023: A total of 4,274 postcards (Appendix 2) were delivered to the local businesses and residential community (as defined by the consultation boundary area in (Appendix 4)) to notify them of the public consultation and to direct them to the consultation website.
- 23 July 2023: The public consultation website went live. The website provided details of the site history, context, project objectives and emerging scheme proposals. The website also provided visitors with the opportunity to provide any comments or raise questions (which were subsequently addressed by the project team during the pre-application period). The consultation website remained live throughout the duration of the public consultation period.
- 23 July - 3 August: The consultation ran for approximately 2 weeks between 23 July 2024 and 3 August 2024. Over the consultation period the website received approximately 454 unique visitors. The majority of the respondents were local residents.
- 23 July 2024: A physical public consultation event was held on 23 July between 4 pm and 7 pm, allowing the public to discuss the proposals with the project team in-person. The event was attended by 6 people.
- 8 November 2024: New postcards were issued to explicitly inform the same 4,274 addresses (Appendix 3) that the project website had been updated to reflect amendments to the scheme, including an overall increase in height. Members of the public were invited to provide any further comments on emerging proposals, by 22 November 2024. During this time, the website received a further 54 unique visitors.

Stakeholder Consultee and Key Stakeholder Engagement

1.23. Pre-application consultation with Statutory Consultees and other key stakeholders has informed the development and evolution of proposals to date.

1.24. Consultation activity undertaken during the pre-application period has included:

- Pre-application discussions with Senior Planning Officers at Manchester City Council, which has taken place throughout the design development process. Meetings were held on 8 May 2024, 6 June 2024, 16 July 2024, 28 August 2024 and 9 October 2024;
- Pre-application discussions with Senior Transport Officers at Manchester City Council and Transport for Greater Manchester. A meeting was held on 12 September 2024;

1.25. Greater Manchester Police (via the Design by Security team) has been consulted including a meeting on 19 September 2024, and their advice in terms of security has been addressed in the application proposals;

- Local Ward Councillors were provided with a direct briefing of the project (on 30 September 2024) and were invited to attend the public consultation events;
- An Environmental Impact Assessment Scoping Report was submitted to MCC on 1 July 2024. As part of this, the key statutory stakeholders were consulted by MCC including:
    - The Environment Agency;
    - Greater Manchester Archaeological Advisory Service;
    - Greater Manchester Ecological Unit;
    - Historic England;
    - Natural England;
    - Transport for Greater Manchester;
    - United Utilities;
    - Airport Safeguarding; and
    - Environment Health.

1.26. Full details of all pre-application engagement with statutory consultees and key stakeholders and the response provided by the submission is provided in Section 3 of this Statement.

Report Structure

The remainder of this Statement is structured as follows:

- Section 2 – sets out the relevant planning policy and requirements.
- Section 3 – provides details of the consultation undertaken and summarises the feedback received.
- Section 4 – summarises the key conclusions.

2. Policy Context

2.1. Guidance and policy requirements with regard to consultation and pre-application engagement is set out at both the national and local level in this section.

National

Localism Act

2.2. The Localism Bill was introduced to Parliament on 13 December 2010, and was given Royal Assent on 15 November 2011, becoming an Act ("the Act").

2.3. The main aim of the Act is to shift power from Central Government back into the hands of individuals, communities and Councils. It includes five key measures as follows:

- Community rights.
- Neighbourhood planning.
- Housing.
- General power of competence.
- Empowering cities and other local areas.

2.4. Part 6 of the Act specifically deals with planning and Chapter 4 sets out requirements in relation to consultation before applying for Planning Permission.

2.5. Section 122 of the Act amends the Town and Country Planning Act 1990 to include a new section 61W that sets out a requirement to carry out pre-application consultation as follows:

Where —

a) a person proposes to make an application for planning permission for the development of any land in England; and

b) the proposed development is of a description specified in a development order, the person must carry out consultation on the proposed application in accordance with subsections (2) and (3).

2.6. Subsections (2) and (3) state:

a) The person must publicise the proposed application in such manner as the person reasonably considers is likely to bring the proposed application to the attention of a majority of the persons who live at, or otherwise occupy, premises in the vicinity of the land; and

b) The person must consult each specified person about the proposed application.

2.7. Subsection (4) outlines the requirements in regard to publicity of applications:

Publicity under subsection (2) must —

a) set out how the person ("P") may be contacted by persons wishing to comment on, or collaborate with P on the design of, the proposed development; and

b) give such information about the proposed timetable for the consultation as is sufficient to ensure that persons wishing to comment on the proposed development may do so in good time.

2.8. The Act also sets out a duty to take account of the responses to consultation. Section 61X requires a developer to have regard to any comments or responses generated by the consultation undertaken in accordance with section 61W, when deciding whether to make any changes to proposals before submitting a planning application.

2.9. Section 61Y enables the Secretary of State to set out further provisions as to how the consultation required under new section 61W should be undertaken in practice.

National Planning Policy Framework (2024)

2.10. The Department for Communities and Local Government published the amended NPPF in December 2024.

2.11. The document sets out the Government's planning policies for England and how these are to be applied. It requires planning policies to meet objectively assessed needs, with sufficient flexibility to adapt to rapid change.

2.12. Paragraphs 40 to 47 address pre-application engagement and front-loading. Paragraph 40 observes that early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. It goes on to state that good quality pre-application discussion enables better co-ordination between public and private resources and improved outcomes for the community.

2.13. Paragraph 41 directs local planning authorities to encourage any applicants who are not already required to do so by law to engage with the local community, where they think this would be beneficial, and, where relevant with statutory and non-statutory consultees, before submitting applications.

2.14. Similarly, paragraphs 137 to 138 set out how Local Planning Authorities should have regard to early, proactive and positive engagement with the local community and their views, as well as addressing any comments received from design review panels.

2.15. The NPPF also promotes the use of the Local Planning Authority Pre-Application Service in order to encourage a partnership approach to applications. It is considered that early engagement with the Local Planning Authority is often conducive to the best result for the application, as it highlights where further work is required.

National Planning Practice Guidance

2.16. In March 2014, the Government issued the National Planning Practice Guidance as an on-line resource, which is designed to bring together planning practice guidance for England in an accessible and usable way. The Guidance was amended in March 2019 and subsequently December 2023 following updates to the NPPF.

2.17. The Guidance provides further detail to assist in the understanding of planning policies set out within the NPPF, including requirements for pre-application engagement.

2.18. The 'Consultation and pre-decision matters' identifies that:

- In line with the policies of the NPPF, statutory consultees have an important role to play in the pre-application stage and should be engaged early; and
- Pre-application consultation with the local community is encouraged where it adds value to process and outcome.

Local

Manchester City Council Statement of Community Involvement

2.19. MCC adopted a refreshed Statement of Community Involvement (SCI) in June 2018. The SCI sets out how and when MCC will involve the community in relation to the preparation and revision of the Local Development Documents and in the process of making decisions on planning applications.

2.20. Appendix 1 of the SCI provides guidance on developer-led early engagement.

2.21. The SCI states that early engagement has significant benefits by improving the efficiency and effectiveness of the planning system for all parties. Therefore, developers are encouraged to consult before submitting a planning application.

2.22. The SCI encourages developers to consult with the public and various parties, which could include equalities groups, as well as with specific infrastructure and service providers who can advise developers on any need for increased provision of services.

2.23. Consultations should be inclusive, transparent, clear and understandable. Additionally, developers are encouraged to submit a record of the consultation that took place with their planning submission, which is detailed within Section 3 of this Statement.

Summary

2.24. This section has set out the relevant elements of Planning Policy that relate to the formulation of development proposals during the pre-application stage. This includes the requirements to engage at a national and local level.

3. Consultation Strategy and Responses

3.1. This section describes the consultation that has been undertaken by the Applicant and the project team. It includes an outline of the consultation strategy and the outcome of the consultation process.

3.2. The consultations outlined below have underpinned an iterative design process that has sought to identify the optimum viable use for the Proposed Development Site that responds to the site's physical and historic context, whilst delivering sustainable development that maximises the social, economic and environmental benefits of development.

Manchester City Council

Planning Officers

3.3. During the design development stages undertaken prior to the submission of this planning application, regular dialogue has taken place with MCC Planning Officers to present the proposals, understand and address the City's strategic objectives and to discuss and address feedback. A series of pre-application meetings were held between May 2023 – October 2023, alongside regular email correspondence.

3.4. The overall feedback from pre-application discussions has been positive, with MCC supporting the principle of development (in consideration of the guiding principles of the FSDF), as well as the design of the Proposed Development.

3.5. The following key considerations have been discussed with Senior Officers over the course of the pre-application period and addressed within the planning application submission:

- Principle of PBSA: Early discussions focused on the suitability of the Proposed Development Site for PBSA. The Applicant Team were challenged by officers to demonstrate a robust needs case for PBSA, and how the proposed use would contribute to the overarching regeneration and placemaking aims of the FSDF. To address these comments, that application has been submitted alongside a PBSA needs case and an assessment of socio-economic benefits of the Proposed Development.
- Height, Scale and Massing: The height of the Proposed Development has been the subject of detailed discussion with officers. Of key importance to the Applicant is the need to design a viable and deliverable scheme, which makes the most efficient use of land (in accordance with Policy CC6) and delivers much-needed PBSA (including affordable bedspaces).

  Proposals originally comprised two interlocking buildings of 24 and 14 storeys. MCC raised concerns regarding overall proportions, noting that the taller element did not read as a *"slimmer expression"* given the height and massing of the lower block. Officers noted that the taller element could be better articulated, to express a clearer visual relationship with Block D on Plot 11. As a result of these comments, Tim Groom Architects (TGA) explored a series of alternative massing options (as highlighted within the Design and Access Statement, submitted alongside this application). It was decided that the most contextually appropriate, and viable option would be to adjust the height and proportions of the two blocks, with the tower height increased to 33 storeys.

- **Materiality**: There were discussions with officers around appropriate material to be used for upper and lower levels of the Proposed Development, to reference the emerging context around the Proposed Development Site. As a result of the discussions, brickwork has been proposed on the lower wings to provide grain and texture relating to Plots 9a to the north and 10a to the east and a more lightweight material is proposed on the taller element as the building mass steps up to address the taller glazed scheme to Plot 11 to the south.
- **Planning Application and Consultation Strategy:** The proposed planning strategy (comprising the submission of a Full Planning Application, supported by EIA) was agreed. The approach to public consultation was also discussed and agreed. During the last pre-application meeting, the Applicant provided an overview of the public consultation carried out, outlined feedback received, and explained how the Proposed Development would respond to this feedback.

3.6. Further details of how the proposals address each of the above points are provided within the accompanying application documents.

3.7. The Applicant will continue to work positively and pro-actively with Officers during the determination of the Application, responding to any issues that are raised during the formal consultation process.

Technical Officers

3.8. The technical team has engaged with relevant technical officers at MCC.

3.9. Most notably, a meeting was held with MCC Highways on 12 September 2024 to discuss cycle parking provision, highways impacts (during construction and operation) and servicing and deliveries. Cycle provision of c. 17% was agreed with MCC Highways.

Local Ward Councillors

3.10. On 2 July 2024, a detailed email was sent to Ward Councillors in the Deansgate Ward and Hulme Ward to provide information of the emerging proposals ahead of the first phase of consultation.

3.11. The email outlined the Proposed Development Site, the background to the project, the consultation boundary, and the vision for the Proposed Development Site, including the proposed use. The correspondence included the offer of a briefing to Members to explain the proposals in more detail.

3.12. In response to this email, Deansgate Ward Councillors expressed initial concerns regarding whether a PBSA development would achieve the long-term regeneration ambitions for First Street. Councillors noted a preference towards long term residential, affordable hotel, office and mixed-use developments. Councillors also expressed a concern regarding an overconcentration of PBSA within the local area. We received no response from Hulme Councillors.

3.13. A virtual Councillor Briefing with Deansgate Ward Councillors Cllr Marcus Johns and Cllr Anthony McCaul was held on 30 October 2024. The purpose of this meeting was to discuss their initial concerns, and to provide an overview of emerging proposals. Cllr Joan Davies neither attended nor expressed an opinion due to her being a member of the Planning and Highways Committee.

3.14. Key comments and discussion points were as follows:

Theme	Comments Received	Response
Acceptability of PBSA Use	Councillors questioned the need for additional PBSA in Manchester and within First Street (particularly at	There is a continued and growing demand for high quality, purpose built, city centre PBSA in Manchester. The Proposed Development Site is perfectly located to meet this need – being within the Oxford Road Corridor and less than a 10-minute walk from two of the largest university

Theme	Comments Received	Response
	the expense of hotel, office or residential schemes).	campuses in the UK. The Application is submitted with the support of Manchester Metropolitan University (MMU), who will be issuing a letter of support in relation to the application. Additional PBSA in this location will contribute to the delivery of a truly mixed-use neighbourhood at First Street. There are already a number of office developments coming forward around the Proposed Development Site (such as Plot 9a, Plot 10a, One City Road and One Medlock Street) which provide the *'robust low capital cost commercial office building'* offer intended for First Street. This is a significant amount of office floorspace, particularly given the current office market in Manchester (which is making speculative new build office developments unviable where high rents cannot be achieved). There is also a vibrant mix of residential uses across First Street, as well as a concentration of hotel, culture, leisure, and retail uses to the north. In summary, the introduction of PBSA on Plot 11 is both needed, and will complement the existing range of uses across First Street.
Contribution to regeneration of First Street	Councillors raised concerns regarding whether proposals would contribute to the long-term regeneration of First Street, and queried whether PBSA provides any more benefit other than being a 'building on site'.	This is one of the last remaining plots to be delivered at First Street, with the *"regeneration of First Street"* being an ambition for MCC for 20 years (First Street Development Framework, 2018). The Proposed Development will contribute to placemaking in the area and catalyse the eventual completion of First Street Central. Whilst this context is important, the proposed development has been designed to fulfil a specific role and need within First Street. As highlighted above, there is a real need for this form of accommodation, and the socio-economic benefits associated with the proposals will contribute towards broader regeneration ambitions. For further information relating to socio-economic benefits, please refer to the Socio-Economic Chapter of the accompanying Environmental Statement.
Contributing generational imbalance	Councillors queried whether the introduction of additional students would create a generational and cultural imbalance (with student lifestyles, for example, not matching the existing office character).	Introducing additional students to the area, will help rather than hinder local businesses, and contribute to the creation of a balanced community (as per the FSDF vision). The area is already mixed use in nature, with a number of businesses and leisure uses that would cater to a student market. The proposed development, in bringing more students to the area, will create additional footfall and increase local expenditure in these establishments (anticipated £1.57m per annum). The activity generated through the Proposed

Theme	Comments Received	Response
		Development will ensure that First Street will be vibrant and lively throughout the day and week, beyond office hours.
Accreditation to Manchester Student Homes	Councillors requested that PBSA providers are involved in Manchester Student Homes as partnership	Vita is already an important occupier in First Street. They are committed to joining the accreditation scheme and will do so upon completion.
Design and architectural quality	Suggestion to provide some contrast with adjacent residential scheme.	The proposed design, colour and materiality contrasts with the glazed façade approach of the Plot 11 scheme to the south, which exhibits glass unitised curtain walling for the tall building and green glazed terracotta podium. For the Proposed Development Site, brickwork is proposed on the lower wings to provide grain and texture and a more lightweight material in darker tones is proposed on the taller element. The proposed design also contrasts with the green pre-cast concrete cladding of Plot 9a to the north and the pre-cast concrete cladding panel facade on the proposed Plot 10a development to the east of the Proposed Development Site.
Active Frontage	Councillors welcomed the introduction of active frontages.	The proposed development provides active frontages to three key elevations along Hulme Street, Medlock Street and First Street, creating a highly visible ground floor façade at a key corner to the city centre. Fenestrations on Hulme Street and Medlock Street facades and an active first and ground floor will contribute to an active street scene.
Supporting Local Businesses	Comments around if students provide the same economic vitality as long term resents for supporting local businesses	The Proposed Development will create approximately 254 FTE (per annum) jobs during the construction phase and approximately of 25 gross FTE's once operational. Indirectly, the student population will create a consistent demand for everyday goods and services across First Street including at restaurants, cafes, bars and entertainment venues – supporting local businesses. The scheme will support the ongoing growth and success of Manchester's higher education institutions, which in turn help to create a diverse and highly skilled local labour pool, supporting the city's continued growth and economic success.
Safety and Security	Concerns around student safety, especially in the	The planning application has been submitted alongside a robust Student Management Plan which outlines measures taken by Vita to ensure student safety. A Crime Impact

Theme	Comments Received	Response
	underpass connecting to Hulme.	Statement (prepared by Greater Manchester Police) has also been submitted which appraises the proposed design and has provided recommendations to the scheme.
Joining local area working group	Suggestions to join a local area working group which has been looking at solutions to address safety issues in area.	Vita have committed to join a working group to support addressing the issue of safety and security.
Neighbouring Development	Concerns about whether Government Property Agency, who will be renting Plot 9a adjacent to the site, will have concerns about student accommodation being built next to them.	Vita have managed the process in step with existing tenants in surrounding buildings including Government Property Agency who have been made aware of the proposals.
Residential Supply / Demand	Queries around how the development will 'free up' stock for private residents, as more private units are being taken up by students.	Feedback received from students suggests that they want to live in high quality student accommodation. The proposals would therefore help draw students away from private residences and Built to Rent schemes, freeing up the stock for local residents.

Public Consultation

Overview

3.15. Public consultation took place between July to November 2024, in two distinct stages over 3 weeks in July and 2 weeks in November.

3.16. On 5 July 2024, consultation postcards were distributed to all residential and business addresses located within an agreed distribution area of approximately 4,274 addresses. The A5 sized postcard introduced the proposals; and directed recipients towards the consultation website to find out more and provide their feedback, via the dedicated online feedback form or by email. The postcard also promoted the physical consultation event which took place on 23 July 2024. The consultation postcard is provided as Appendix 2.

3.17. A press release advertising the proposals was issued on 15 July 2024 to local media outlets to introduce the development proposals and publicise the consultation. As a result of issuing the press release, articles appeared in the following publications:

- Place North West

- Insider Media

3.18. The consultation website was launched on 23 July 2024, on the same day as the public consultation event. The website introduced the Applicant, provided background information regarding the Proposed Development Site, and set out details of the Proposed Development (including in relation to design, public realm, and construction). A dedicated 'Have your Say' form was provided to enable members of the public to provide comments and ask questions via the website. The window for comments was open from 23 July 2024 to 3 August 2024.

3.19. The public consultation event took place on 23 July 2024 at Vita Student, First Street, between 4 pm and 7pm. The venue was chosen as it ensured ease-of-access for local residents and neighbours given its close proximity to the Proposed Development Site. The sessions provided an opportunity for local people to learn more about the proposals, meet members of the project team, and provide feedback. Physical feedback forms were available at the event as an alternative to the online form. Copies of the display boards presented to the public are available in Appendix B of this Statement.

3.20. Following a series of design amendments made throughout Autumn 2024, the project website was updated on 8 November 2024, to reflect latest proposals. The amendments related to an increase in the height of the taller element and lowering of the shoulder blocks, following engagement with the LPA. Follow-up postcards were issued to all 4,274 addresses, to inform members of the public of these updates, and to invite further comments (from 8 November to 22 November). Given that only 6 members of the public attended the original July public consultation event, a further in-person event was not considered necessary. This approach was agreed with LPA officers.

3.21. The dedicated website can be accessed here: http://www.vitagroup.com/consultations/9bfirststreet.

3.22. 2 completed feedback forms were submitted during the consultation period: 2 were submitted online and 0 hardcopy forms were submitted at the consultation event.

Comments Received

3.23. During the first public consultation period, the website had a total of 454 visits and a total of 2 responses were received (1 in support, 1 in opposition).

3.24. During the second public consultation period, the website had a total of 54 visits and a total of 15 responses (5 in support, 7 in opposition and 3 neutral).

3.25. A total of 6 individuals attended the in-person event. No completed hardcopy feedback forms were received.

3.26. Members of the public were presented with the following questions:

- How would you describe your interest in First Street?
- How did you find out about the consultation?
- As one of Manchester's most successful regeneration stories, First Street continues to evolve and grow. Our proposal aims to build on this success and support the continued growth of the area. To what extent do you support our proposal to provide high-quality purpose-built student accommodation as part of the next phase of development at First Street?
- Is there anything you would like us to consider as we continue to develop our plans for Plot 9b, First Street?

3.27. Table 1.2 considers the responses received to these questions.

Table 1.2 - Summary of comments received in public consultation process.

Theme	Comments Received	Response
Design, height and massing	• Suggestion to form a stepped tower rather than a 'wall' of aluminium cladding. • Suggestion to create a stepped tower with heights ranging from the height of the podium to existing 23 storeys and increasing the maximum height to 33 storeys, with the tower element fronting Medlock Street. This way it wouldn't compete with Tower D Square Gardens but be taller than Tower A. • Suggestion to not build as high as 33 storeys. •	The Proposed Development has been designed to respond to surrounding built form and heritage context. Responding to stakeholder and public consultation, the massing of the Proposed Development was revised, creating a more slender and stepped form with the lower shoulders directly responding to height of Plot 9a and the taller element providing a slender profile to transition to the towers in Square Gardens. The lightweight aluminium cladding material has been used on the tower element to reference the emerging context around the Proposed Development Site. Height, scale and massing has been carefully considered in close collaboration with MCC, to ensure that the development is elegantly proportioned, with a strong architectural hierarchy and refined material palette.
Materiality	• Suggestion to change tower material to brick to pay homage to heritage elements such as the brick chimneys of the listed cotton mills found in close proximity to the Site. • Suggestion to propose high-quality facades. • Concern that the proposed building does not take into account local character such as the red brick warehouses of the Medlock area. The current glass façade will reflect grey skies of Manchester	The proposed development has been designed to reflect both the history of the Proposed Development Site, as well as the emerging context of First Street. The proposed development pays homage to surrounding heritage elements and redbrick architecture (including surrounding mills), with lower levels utilising brickwork. A lightweight aluminium cladding has been proposed for the upper levels, to address the taller glazed residential scheme on Plot 11, therefore responding to surrounding contemporary developments as well. Considering the Proposed Development Site is in close proximity to the former Gaythorn Gasworks, the proposed design is also informed by the hierarchy of elements on gas holder structures.

Theme	Comments Received	Response
	which will make it drab and boring.	
Public Realm	• Suggestions to provide outdoor space to relax and for events for students. Suggestion that this could be achieved by reducing the footprint and forming a communal garden with Plot 9a. • Requests for the inclusion of more green space, trees, bushes and general space to cater to more students in the area. • Request to work with local organisations with Hulme Community Garden Centre to ensure outdoor areas are green and support biodiversity.	The Proposed Development Site's small area necessitates maximising building coverage, leaving minimal room for multipurpose communal gardens. However, notwithstanding this, best endeavours have been taken to enhance the public realm and improve its ecological value. Public realm improvements around the Proposed Development Site have been proposed to enhance the Proposed Development Site's biodiversity and create visually cohesive pedestrian-friendly areas. First Street will have linear soft landscape planting beds, street trees, and ornamental planting, while an evergreen hedgeset within an ornamental planting will introduce greenery on Hulme Street. Soft landscape planting and formal raised granite kerbs with evergreen hedges have been proposed along Medlock Street. While the landscape proposals for the Proposed Development Site integrate with the communal space in Square Gardens and the local green network, the limited space available on-site restricts its potential for including outdoor event spaces. The Proposed Development and associated enhancement measures will exceed the minimum requirements for 10% net gain in regard to ecology and biodiversity. Further details are available in the Ecology and Biodiversity assessment submitted with the application.
Overdevelopment	• Concerns that the proposed development constitutes *"overdevelopment".*	The Proposed Development has been designed to respond to the surrounding area and context. A comprehensive Townscape and Visual Impact Assessment has been undertaken by TPM and submitted with this application, to ensure that the scale of the development reflects its prominent location at a key gateway into the City Centre. It achieves the desired streetscape, and also incorporates public realm elements to enhance the Site's biodiversity. The Proposed Development fully complies with the City Council's policies and guidance in relation to tall buildings.
Impact on resident population	• Concerns that the development is *"pricing out"* local, permanent residents, and cramming students into smaller	The Proposed Development will not result in the loss of any standard residential accommodation, available to the local community at present. Furthermore, as the Proposed Development will cater to students specifically, it will alleviate pressure on existing housing stock; freeing up housing (currently run as HMOs for students) for locals (including working professionals and facilities).

Theme	Comments Received	Response
	and smaller areas of the community.	The Proposed Development has been designed to deliver high-quality, policy compliant private and communal amenity space. Delivering high-quality accommodation has been at the forefront of the design process, and is key to Vita's own commercial aspirations. In this respect, students will have ample space and will not be crammed into the building.
Local services and economics	• Concern that the development will create pressure on health, policing, transport and refuse services.	We have worked with Greater Manchester Police, waste management, health and transport consultants to ensure that the proposed development does not create additional pressure on local services. The application is supported by a Socio-Economic Impact Assessment (as part of the Environmental Statement), which shows that the impact of the Proposed Development on local services and facilities will be negligible.
Impacts on residential amenity	• Some stakeholders queried whether there would be an impact on residential amenity, resulting from an increase in the number of students in the area (i.e. noise pollution, litter, drunken students). • Concerns regarding impacts in relation to access to light, wind tunnel effect and nuisance caused by construction noises.	The Applicant owns and operates circa 10,000 students bed spaces across the UK, including circa 1,300 bedspaces within Manchester City Centre. This includes the existing Vita Student which been in operation within First Street adjacent to the Proposed Development Site since 2014 and has no history of amenity or operational problems. Staff on site are employed by Vita and are thoroughly trained to allow a customer first approach. Vita has prepared a Residential Management Strategy which has been carefully created to consider the potential impacts that may arise from the student resident population. This strategy outlines the rules and procedures that work to reduce the amount of noise and disturbance that may be created through the development. Proposed developed at the Proposed Development Site, via its 24-hour on-site presence, will provide immediate response to all incidents in line with its Standard Operating Procedures, which include: • Noise emanating from the student residence at House of Social • Any anti-social behaviour from residents or their guests • Any other emergencies • Any communication from neighbouring occupiers. To manage this effectively a dedicated point of contact and telephone number will be identified, and details provided to neighbouring occupiers to facilitate communication should they need to raise any issues with Vita Student. This Application is supported by a comprehensive suite of technical documents (including an Environmental Impact Assessment), covering topics such as daylight and sunlight, microclimate impacts and noise. All Reports conclude that

Theme	Comments Received	Response
		any impacts associated with the proposed development can be adequately mitigated in order to safeguard residential amenity.
Impact on local infrastructure	• Some stakeholders noted that the area is already struggling with narrow roads, limited parking, and proposals will intensify pressure on local infrastructure.	The Proposed Development will not give rise to an increase in on-street parking. The Applicant's experience across their portfolio is that there is very little demand for car parking, especially where sites are centrally located with amenities and the university campuses. All students taking up accommodation will be informed of the car parking limitations and restrictions in place in the vicinity of the Proposed Development SIte. This information will be provided as part of the travel information pack sent to each student before the start of the academic year together with details of the sustainable travel opportunities for arrivals and departures. Sustainable and active modes of transport will be encouraged to via the Applicant's engagement strategy, and the use of taxis discouraged during the tenancy period. It is also proposed to include 146 cycle spaces (equating to 17%), further encouraging the use of bikes by students.
Community engagement	• Lack of consideration for residents or proper engagement. Event considered as just a tick in the box.	As demonstrated by this Statement of Consultation, the project team has undergone robust public consultation, with the aim of receiving (and addressing) all feedback.
Investment in local area	• Suggestion to invest in local area and community as an alternative to the proposed student accommodation, by providing retail space for supermarkets, shops, stores, local fresh food stores at affordable prices, independent businesses and cafes. • Suggestion that letting agents for any retail units in the area to ensure new developments improve amenities for the general public and	While the Applicant understands the desire for additional retail options within the local area, this PBSA development is specifically designed to address the increasing demand for high quality, purpose built, city centre student accommodation in Manchester. The Applicant's focus remains on providing high-quality housing solutions for students, and the current project scope does not include retail space. The Proposed Development will however yield significant benefits for the community, such as alleviating pressure on local housing stock, creating new employment opportunities and increasing local expenditure across First Street.

Theme	Comments Received	Response
	not just provide more fast food/takeaway retailers.	
Providing jobs to local community	• Some stakeholders queried whether the workers hired to construct the building be from the local community.	Subject to this Application being approved, the Applicant will agree to a condition requiring a Local Labour Agreement to be submitted to the Local Planning Authority. This will set out commitments in terms of employing local residents, and supporting local apprenticeships and training initiatives. At this stage, it is anticipated that local residents will make up a considerable amount of the forecast 254 FTE employees over the 3-year construction period.
Sustainability	• Some stakeholders queried how sustainability factors into the project	Various measures have been included within the design of the Proposed Development to improve sustainability such as: • Efficient LED lighting with improved controls; • Efficient air source heat pumps for hot water; • Efficient heat recovery in relevant systems; • Combined natural and mechanical ventilation system; • Increased hot water generating efficiencies; and • Reduced Standing losses from pipes and cylinders. The Proposed Development has been designed to achieve a BREAAM 'Excellent' rating, and complies with all sustainability related planning policies.
Cycle and pedestrian routes	• Some stakeholders suggested funding/building a protected cycle route along Medlock Street, and / or Hulme Street (as such proposals seem to have been dropped since initially proposed). • Suggestion to shade the pedestrian route along Medlock Street with trees to mitigate city heating / climate change impacts.	There are extensive cycling routes provided in close proximity to the Proposed Development Site, including on-road and off-road routes, signed routes and canal towpath routes. Hulme Street forms part of National Cycle Network Route 6 (NCN 6). This is a long-distance cycle route linking London to the Lake District. An active travel scheme is being implemented to the north on Deansgate and Whitworth Street to improve pedestrian and cycle facilities along with bus lanes. For further information regarding existing cycle routes within the surrounding area, please refer to the Transport Statement submitted with this application. In terms of Medlock Street, this area falls outside of the demise of this planning application, and therefore our ability to implement additional landscaping works in this area are limited.

Theme	Comments Received	Response
Combining PBSA with standard residential accommodation	• Some asked to consider units of social housing that can be managed by one of the Manchester's excellent housing associations within a mixed development that encourages community rather than placing different social groups into category specific accommodation buildings. • Concerns regarding whether the level of student accommodation proposed could overrun the amount of standard residential accommodation across First Street and adjoining areas.	The Proposed Development comprises PBSA, and the development has been designed to cater specifically for students. Mixing students with other demographics, in a more mixed-use building, would be challenging from a design perspective (with different layout and room requirements for each use class), and from an operational perspective (with it difficult to manage the uses side-by-side). Regarding the latter, the developer intends on delivering a tried-and-tested Vita Student development; guaranteeing a high-quality and well-run operation. First Street and the surrounding area comprises a range of residential housing typologies, including PBSA, standard residential homes and co-living apartments. This diversity is an integral aspiration of the FSDF, helping to deliver a balanced neighbourhood. We acknowledge that a significant amount of PBSA is coming forward at First Street – this reflects market demand for this form of accommodation, as a by-product of the success of Manchester's higher education institutions. However, this PBSA is being delivered alongside successful residential developments at locations such as Great Jackson Street. As highlighted above, this PBSA accommodation is also helping to free up standard residential accommodation (currently operating as HMO's) back to the local community – helping to rebalance the housing stock.

4. Summary and Conclusion

4.1. Consultation has been undertaken in accordance with the requirements of national policy (the Localism Act and the NPPF) and Manchester's Statement of Community Involvement. The Proposed Development forms one of the final plots to be delivered with First Street and as such presents an exciting opportunity to achieve the ambitions set out within the FSDF. The engagement strategy has focussed on a wide range of consultees including residents, nearby landowners and occupiers.

4.2. To keep all interested parties up to date, the Proposed Development has been the subject of pre-application consultation with numerous organisations. This has involved the use of a number of consultation methods to engage effectively with the Local Planning Authority, local landowners and businesses, Ward Councillors, Greater Manchester Police, adjoining owners, other Statutory Consultees, and non-Statutory Consultees to identify and consider relevant issues prior to the submission of the application for Planning Permission.

4.3. A number of constructive responses were received from the local community during the consultation period and the main issues raised have been directly addressed within this Statement (and where relevant have been incorporated into the final proposals). The Proposed Development and will support the ongoing economic development and physical regeneration of this regeneration area.

4.4. Moving forward with the project, the Applicant is committed to ensuring continued engagement with the consultation process, via the formal statutory planning procedure managed by the Local Planning Authority. Subject to planning permission being granted, the Applicant will continue to engage with the local community over the course of the construction and operational phases of the development.

Appendix 1- Site Location Plan



Appendix 2- Consultation Postcard (Consultation 1)

WE WANT TO HEAR YOUR VIEWS ON OUR UPDATED PLANS FOR PLOT 9B, FIRST STREET.



VITA STUDENT

Vita Group is bringing forward proposals for new purpose-built student accommodation (PBSA) under its best-in-class student brand Vita Student as part of the next phase of development at First Street.

Founded in 2012, Vita Group is a best-in-class residential developer and operator on a mission to create environments in which people can flourish. Vita Group has delivered and managed a range of award-winning residential developments across the UK, including PBSA.

Building on the ongoing successful transformation of First Street, Vita Group has developed proposals for the land bound by Medlock Street and Hulme Street, known as Plot 9b.

Responding to sustained demand for student accommodation, proposals have been designed to offer exceptional student accommodation under the Vita Student brand and would provide c.861 high-quality studio apartments. These will be complemented by outstanding amenity including a state-of-the-art gym, social and study spaces, as well as Vita Student's outstanding customer experience which has been designed to help students maximise their university experience and 'Begin Big'.

Following our initial consultation (Summer 2024), we are pleased to provide an update on the scheme's evolution. Before we finalise our proposals and submit a planning application, we are keen to hear feedback from the local community.

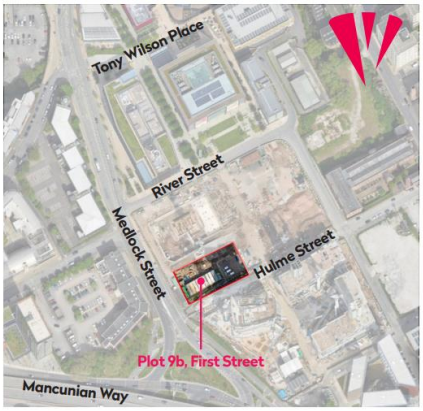
WE WOULD LIKE TO HEAR YOUR VIEWS.

If you would like to view our updated plans, please visit our consultation website:

www.vitagroup.com/consultations/9bfirststreet

Here, you'll also find our consultation questionnaire so you can tell us your views. We'd love to hear what you think!

The deadline for providing feedback is Friday 22 November 2024.



Return address:
Office 4,
1, New Era Square,
Sheffield,
S2 4RB

Appendix 3- Consultation Postcard (Consultation 2)

WE WANT TO HEAR YOUR VIEWS ON OUR UPDATED PLANS FOR PLOT 9B, FIRST STREET.



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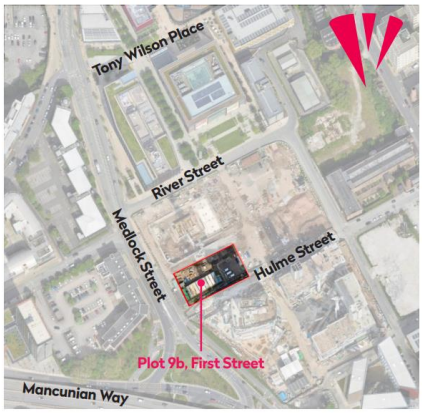
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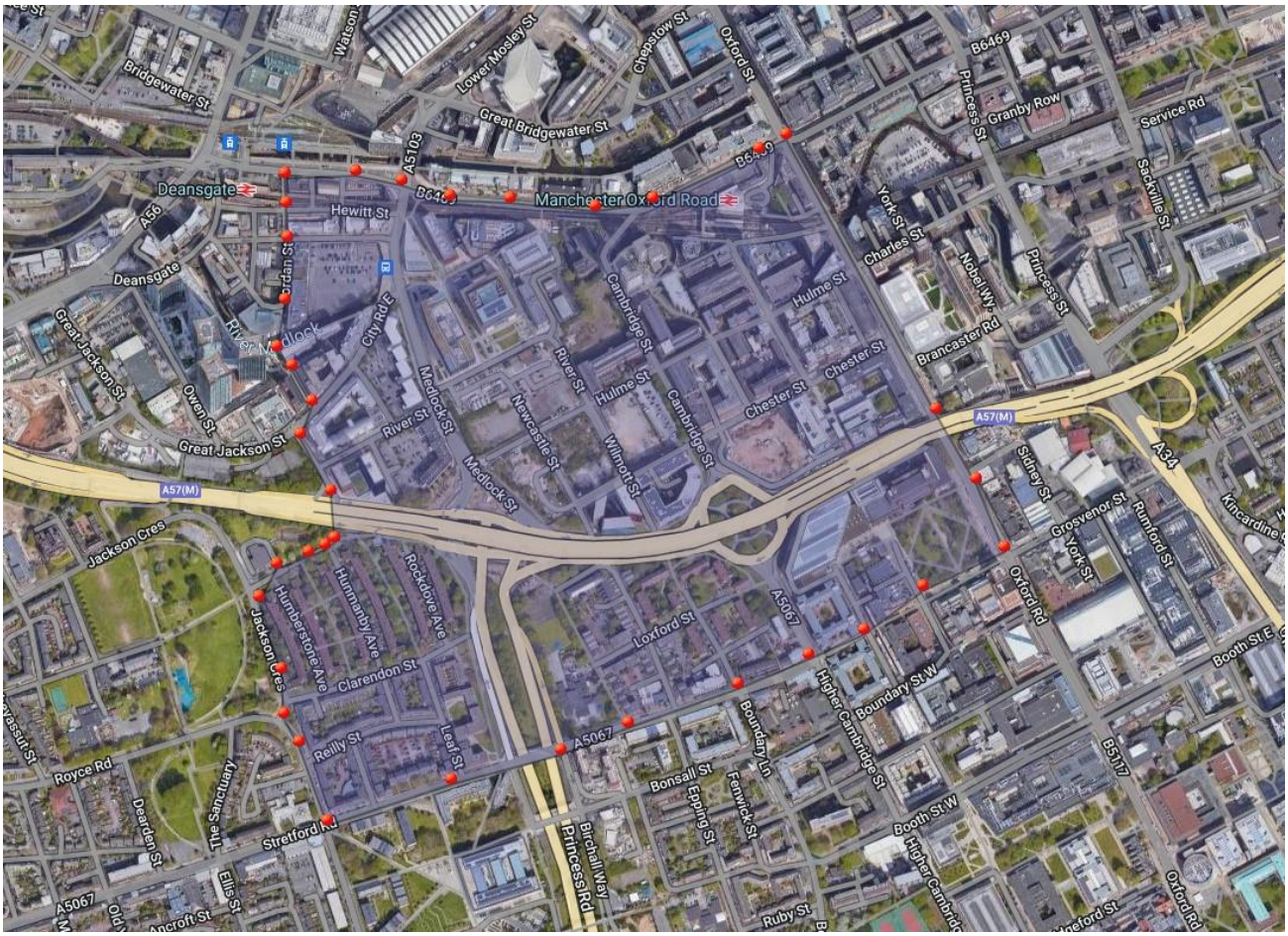
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Appendix 4- Consultation Boundary



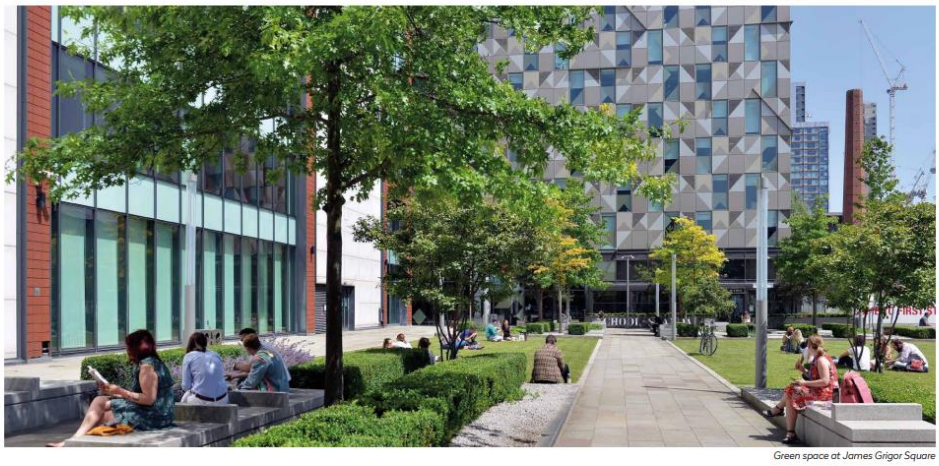
Appendix 5- Consultation Webpages (Consultation 1)

INTRODUCING OUR PLANS FOR THE NEXT CHAPTER OF FIRST STREET.

The development of First Street is one of Manchester's most successful regeneration stories. It has fast emerged as one of city's most vibrant neighbourhoods, home to a mix of new workspaces, leisure opportunities and high-quality homes and student accommodation. Building on the ongoing transformation of area, Vita Student has developed proposals for the land bound by Medlock Street and Hulme Street, known as Plot 9b.



Public space at Tony Wilson Place, outside HOME



Green space at James Grigor Square

INTRODUCING VITA STUDENT.

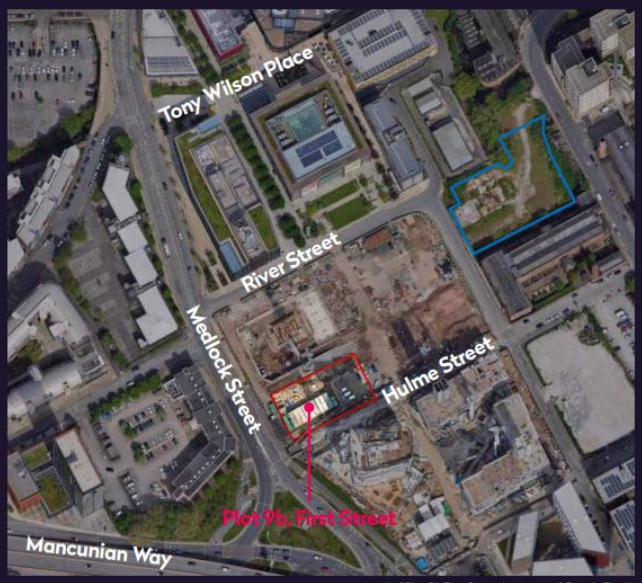
VITA STUDENT

Founded in 2012, Vita is a best-in-class residential developer and operator on a mission to create environments in which people can flourish. We have redefined the rental market, reinvented student living and regenerated neighbourhoods, creating thriving communities and remarkable new places.

Our approach to creating new properties goes far beyond the typical bricks and mortar approach. We look at behaviours, trends, and new technologies to shape and create new products and services through brands such as Vita Student – through which our plans for Plot 9b will be delivered – and House of Social. It's why we're constantly evolving our product offer to reflect new audiences, new demand, and new ways of thinking.

In just over a decade, we have pioneered a range of award-winning managed residential products across the UK and have built a reputation for being one of the UK's most innovative residential developers.

THE SITE.



Aerial of Plot 9b First Street (courtesy of Google Earth)

As shown on the plan to the left, the proposed site, Plot 9b, is bound to the west by Medlock Street and to the southeast by Hulme Street. It currently comprises a parcel of vacant, brownfield land and is approximately 0.25 Ha.

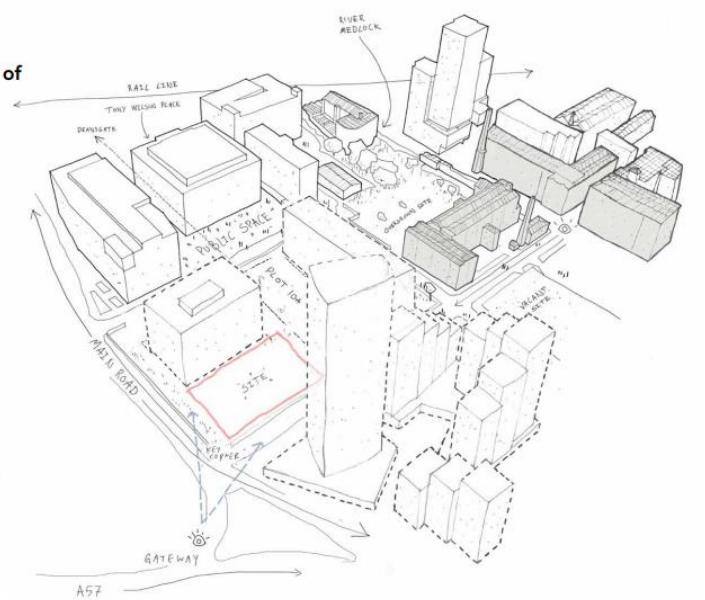
First Street Development Framework
Located in the First Street Development Framework (FSDF), the plot was first outlined in the 2012 update to the First Street Development Framework (FSDF), as part of the Central development zone. Since then, the vision for the area has been further refined in subsequent updates to the FSDF. Manchester City Council adopted the latest FSDF in 2020, which provides a strategic vision and guidance for the development of well-designed and sustainable new buildings and public spaces.

The area highlighted in blue (bound by the River Irwell to the north; Cambridge Street to the east; Mackintosh Mills to the south; and River Street and Annie Horniman Street to the west) will be used as a Construction Compound for the construction phase of works. This Site is currently being used as a Construction Compound in relation to Plot 10b.

SITE OPPORTUNITIES

The location of the site presents a number of opportunities:

- Complete the development within the First Street Masterplan with a building of appropriate use and scale
- Integrate the developments of First Street North and First Street South
- Complete the urban block and address a prominent corner
- Enhance the street scene through the creation of active frontages and place making
- Form a link between the different areas of First Street through material quality and detailing



THE DEVELOPMENT OF FIRST STREET.

First Street has undergone significant development and transformation in recent years and comprises a strong and varied mix of uses, which enhances footfall and adds to the vibrancy of the area.

Early additions included multi-arts venue HOME and Number One First Street, which provides Grade A office space. High-quality residential and student accommodation have since followed and include the likes of Vita Student First Street and Vita House of Social, which is currently under construction.

A range of restaurants, cafes and bars have also been brought forward through different schemes, all of which has contributed to making First Street one of Manchester's most vibrant and must-visit destinations.

A number of developments are also coming forward as First Street continues to evolve, as shown below.



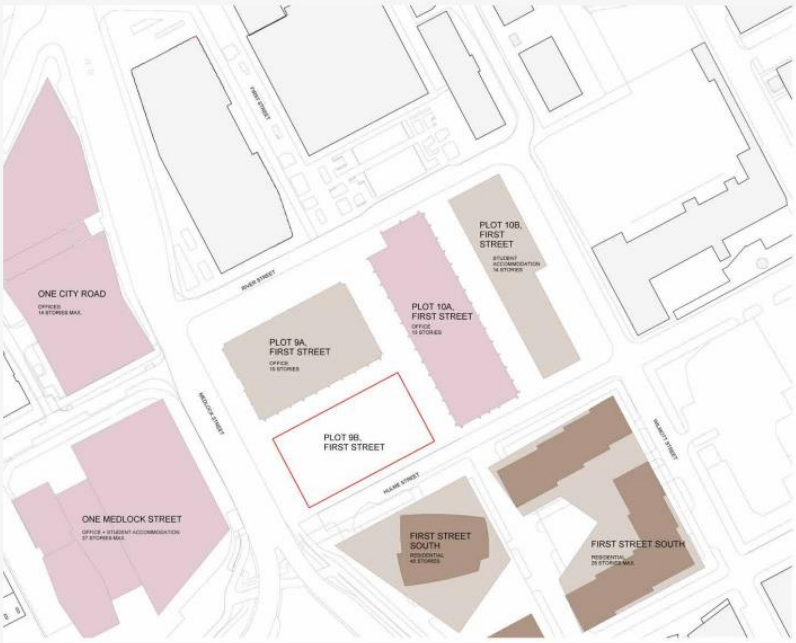
HOME at 2 Tony Wilson Place


Tony Wilson Place



Vita's First Street student accommodation at 13 Jack Rosenthal Street

EMERGING DEVELOPMENTS AT FIRST STREET



Under Construction Planning Approved


Plot 9a (Commercial) - Jon Matthews Architects

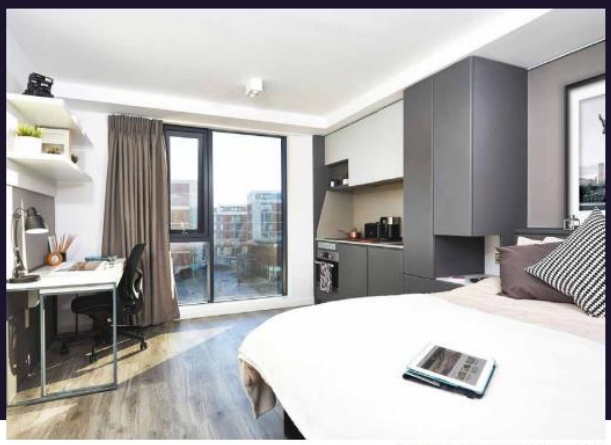

First Street South (Co-Living) - SimpsonHaugh


One City Road (Commercial) - Jon Matthews Architects


Plot 10b (Student Accommodation) - Tim Groom Architects

OUR PROPOSALS FOR PLOT 9B.

Responding to sustained demand for student accommodation in Manchester city centre,our proposals for Plot 9b have been designed to offer best-in-class student accommodation under the Vita Student. The accommodation will be complemented by outstanding amenity including a state-of-the-art gym, social and study spaces, as well as Vita Student's outstanding customer experience which has been designed to help students maximise their university experience and 'Begin Big'.



Precedent of a typical studio apartment



Precedent of a communal area



Precedent of a social area

OUR PROPOSALS WILL:

Provide much needed student accommodation in a convenient location and help to attract talent to the city.

Help to achieve Manchester City Council's regeneration ambitions for the area and make use of an underutilised site and long-term vacant site.

Help to free up residential housing within the surrounding area for local residents.

Provide an attractive frontage onto Medlock Street and contribute to continued regeneration of First Street.

Deliver a range of socio-economic benefits, including increased employment opportunities during construction and increased spend in the local economy.

Knit together First Street North and South, providing high-quality public realm.

PURPOSE BUILT STUDENT ACCOMMODATION (PBSA).

There is a sustained demand for high-quality PBSA in Manchester, especially in locations in close proximity to the University of Manchester and Manchester Metropolitan University campuses, and within the Oxford Road Corridor. Our proposals at Plot 9b will help to address this demand.

With great access to a range of amenities and excellent transport links due to its city centre location, the development would be an ideal choice for students looking for a comfortable and convenient place to live.

The introduction of additional PBSA will also contribute to the diversity of uses at First Street, and will increase footfall and activity, which in turn will help to support local businesses and amenities and will make First Street a more attractive place to work. Some of Manchester's most successful and iconic (established and emerging) office locations are those forming part of mixed use developments.

Securing a viable use for Plot 9b, that can be delivered at pace, is integral in improving the prospects of First Street securing future office occupiers, and accelerating the delivery and completion of First Street. At present, there are a number of vacant plots along Medlock Street (with 1 City Road and Premier Inn having been demolished). As a result, there is a growing need to initiate development in order to improve the liveliness and competitiveness of First Street.







Precedent images of amenities within the proposal for Plot 9b

An experienced operator

Vita Student is widely recognised as an industry-leading student living developer and operator across the UK and in Manchester. We successfully manage just under 1,400 student rooms across our two Manchester schemes at Circle Square and First Street, both of which sit under our Vita Student brand, with another scheme due to open in 2026 at First Street under our House of Social brand.

At Vita, we recognise the significance of preparing and executing comprehensive student management plans. These plans are imperative to ensure the welfare of student residents and minimising the disruption to the existing community. Key aspects of our management plan include:

Secure and Safe: CCTV cameras and a bespoke internal and external lighting scheme will be installed in the building and entry will be via a secure key fob to ensure entry of authorised staff and residents only.

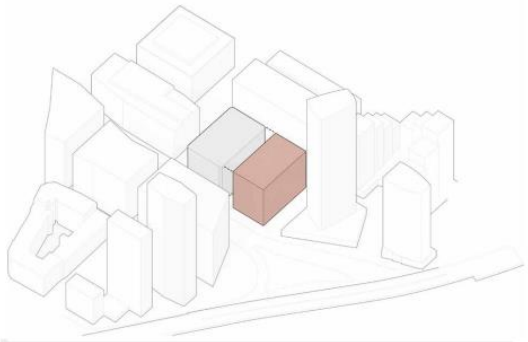
24x7 presence: The building will be monitored with 24-hour on-site presence. Any building issues and anti-social behaviour from students resulting in disturbance and noise will be managed by a trained facilities management team. The team will also serve as the main point of contact for neighbouring residents.

Move in and move out management: A fully detailed arrival procedure will be put in place to ensure the arrival and departure of our students is carried out with minimum disruption to neighbouring residents. A strategy will also be in place to manage pick-ups/drop-offs, as well as deliveries (including food) and taxis.

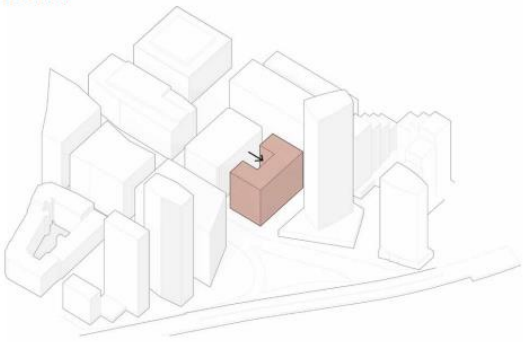
DESIGN EVOLUTION.

Following our initial consultation, we are pleased to provide an update on the scheme's evolution. We welcome any additional feedback, which will be considered before we finalise proposals.

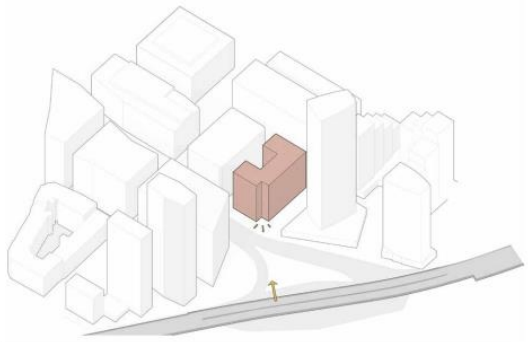
The plans below show how our design proposal has progressed to date:



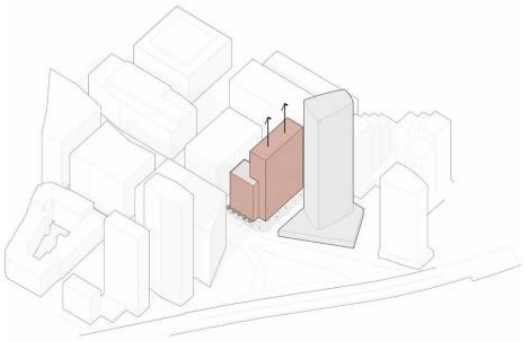
Address the Plot 9a building mass along Medlock Street.



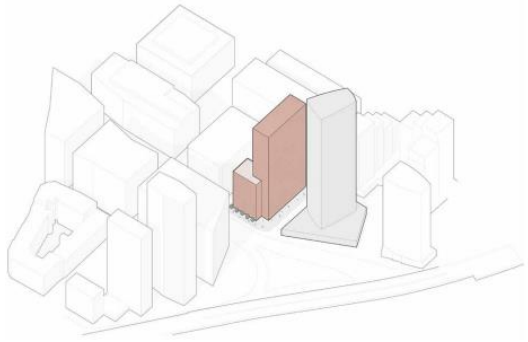
Form a courtyard to provide suitable aspect and amenity to the proposed building use.



Articulate the massing to address Medlock Street and provide a point of interest at the key gateway corner.



Increase height of the massing to step up towards Plot 11 and provide further prominence to the gateway corner.



Increase tower height to create a more elegant proportion and improved relationship to the emerging city context.

DESIGN PROPOSAL.

Our proposed design will be of the highest quality, with the height, scale and massing responding to the prominent location of the site as the gateway to the City Centre. It will complete the urban block bound by Medlock Street, Hulme Street and River Street.

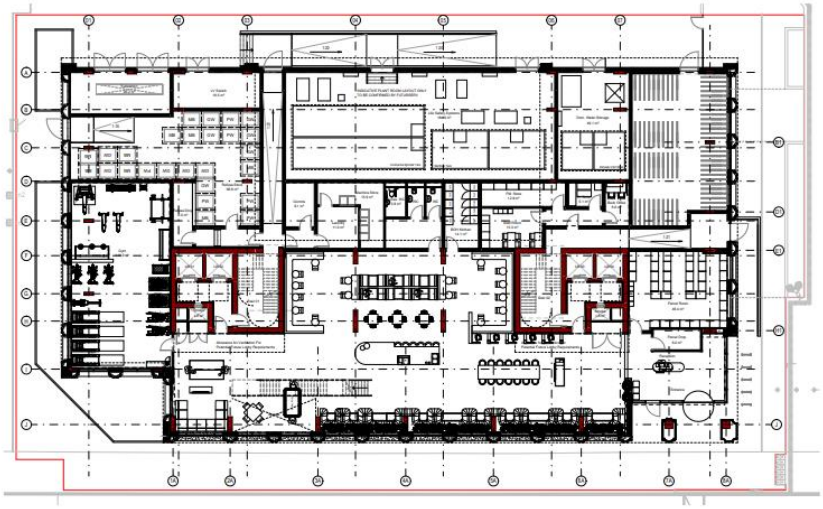
The building's height and massing has been carefully designed to integrate with the surrounding context. The section facing Medlock Street steps down to align with Plot 9a, while the Hulme Street elevation steps up to meet Plot 11. This approach creates a dynamic and well-defined building form.

The materiality seeks to reference the emerging context of the neighbouring plots to the north and south. Brickwork is proposed on the lower wings to provide grain and texture relating to Plots 9a to the north and 10a to the east. A more lightweight material is proposed on the taller element as the building mass steps up to address the taller glazed scheme to Plot 11 to the south.



CGI of the proposed development at Plot 9b.

The plan adjacent illustrates our early stage ideas for the ground floor layout.



Indicative ground floor plan

LANDSCAPE DESIGN.

The landscape proposal for Plot 9b aligns with the established public realm materials and character defined in the adjacent First Street North development and the plans for Plot 9a and Plot 10. Hulme Street, which separates Plot 9b and Plot 11, will feature a slightly different material palette, maintaining a cohesive yet distinct environment.



Illustrative landscape masterplan

First Street:
With the site being situated within the First Street Development Framework (FSDF) (2020), the landscape approach for Plot 9b follows the framework's established approach to public realm, accessibility, movement and circulation in the area.

Plot 9b sits at the centre of the FSDF masterplan area between First Street North and First Street South, which means that the delivery of the Plot 9b public realm works will knit together a number of completed and consented developments that are under construction to create a series of connected streets and spaces.

The public realm improvements for Plot 9b include linear soft landscape planting beds, street trees, and ornamental planting, all of which will help to enhance the sites biodiversity and create visually cohesive pedestrian-friendly areas.

Latest proposals include the planting of an additional tree in between Plot 9b and Plot 10a, which will improve the attractiveness of this key north-south route and continue the green corridor. A series of architectural baffles are also proposed to help with localised wind issues.

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The service route between Plot 9a and Plot 9b will use a silver-tone narrow concrete block paver, consistent with the Plot 9a design. Soft landscape planting and formal raised granite kerbs with evergreen hedges will soften the western part of Plot 9b. This area now includes a series of architectural baffles, located within the planting beds. This is a form of wind mitigation.

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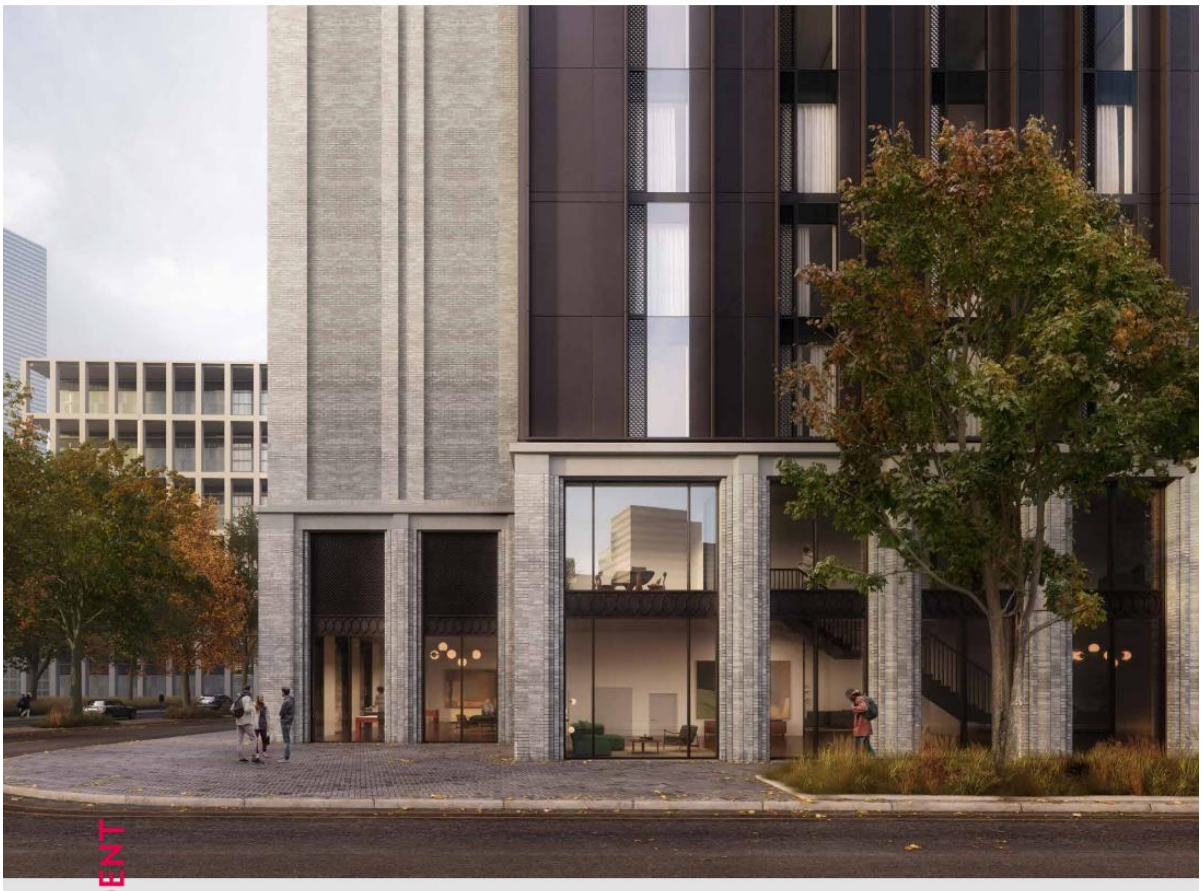
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VITA STUDENT

Appendix 6- Consultation Webpages (Consultation 2)

INTRODUCING OUR PLANS FOR THE NEXT CHAPTER OF FIRST STREET.

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INTRODUCING VITA STUDENT.

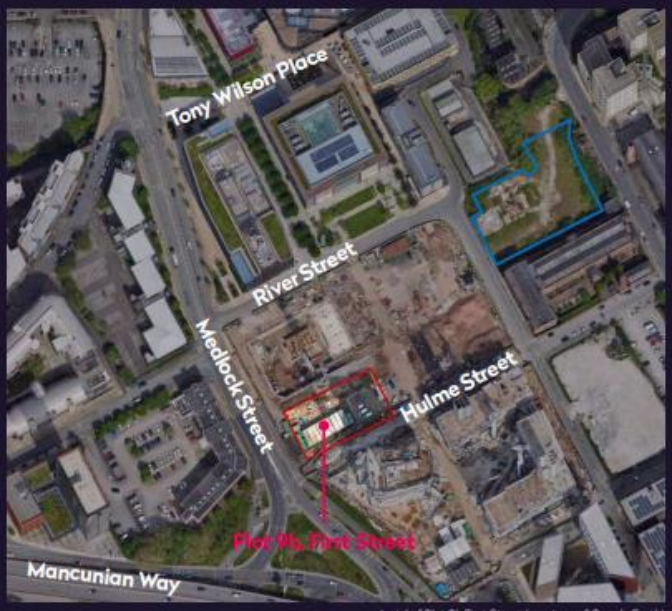
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In just over a decade, we have pioneered a range of award-winning managed residential products across the UK and have built a reputation for being one of the UK's most innovative residential developers.

THE SITE.



Aerial of Plot 9b First Street (courtesy of Google Earth)

As shown on the plan to the left, the proposed site, Plot 9b, is bound to the west by Medlock Street and to the southeast by Hulme Street. It currently comprises a parcel of vacant, brownfield land and is approximately 0.25 Ha.

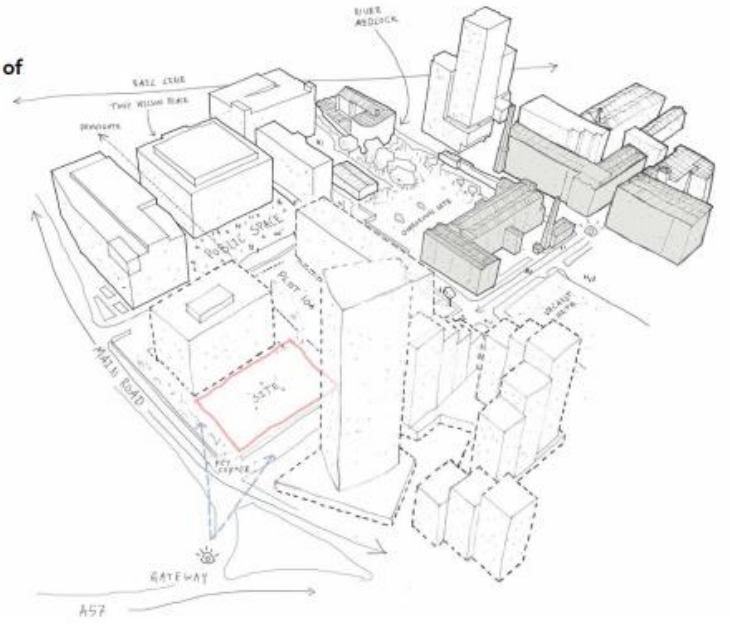
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The area highlighted in blue (bound by the River Irwell to the north; Cambridge Street to the east; Mackintosh Mills to the south; and River Street and Annie Horniman Street to the west) will be used as a Construction Compound for the construction phase of works. This Site is currently being used as a Construction Compound in relation to Plot 10b.

SITE OPPORTUNITIES

The location of the site presents a number of opportunities:

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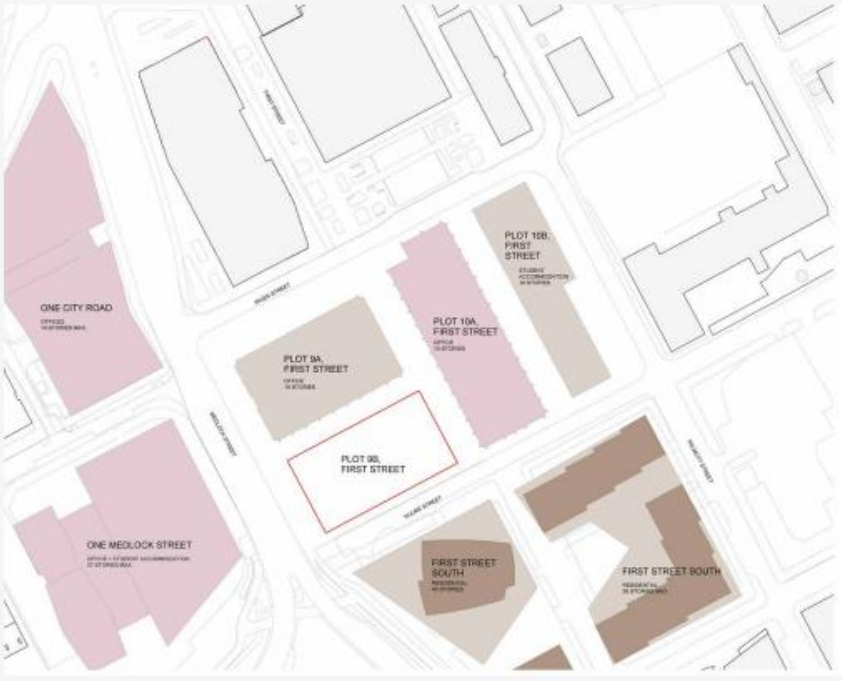
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EMERGING DEVELOPMENTS AT FIRST STREET




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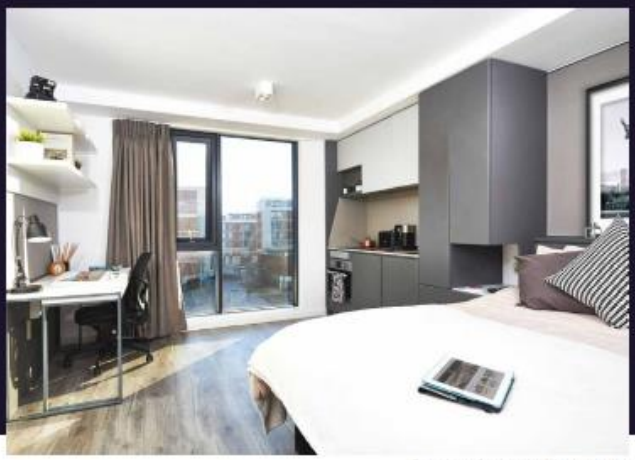

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Precedent images of amenities within the proposal for Plot 9b

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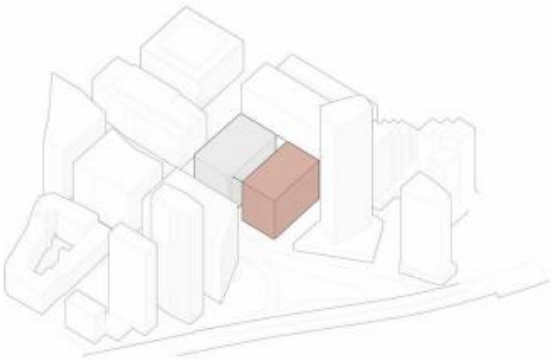
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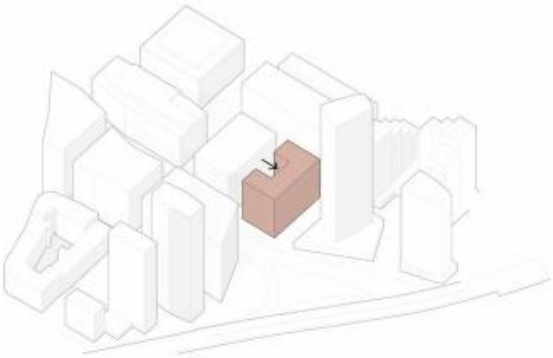
DESIGN EVOLUTION.

Following our initial consultation, we are pleased to provide an update on the scheme's evolution. We welcome any additional feedback, which will be considered before we finalise proposals.

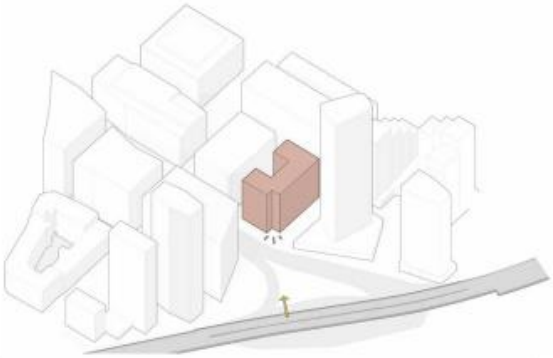
The plans below show how our design proposal has progressed to date:



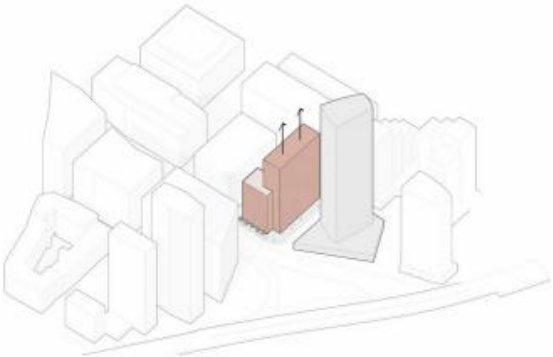
Address the Plot 9a building mass along Medlock Street.



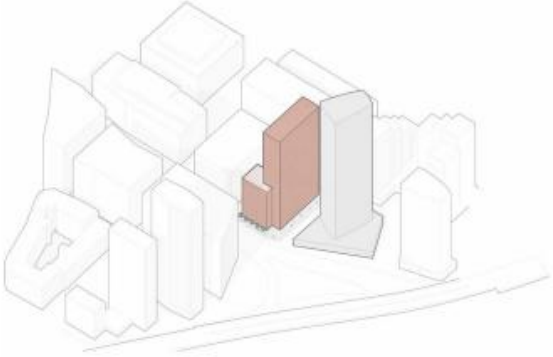
Form a courtyard to provide suitable aspect and amenity to the proposed building use.



Articulate the massing to address Medlock Street and provide a point of interest at the key gateway corner.



Increase height of the massing to step up towards Plot 11 and provide further prominence to the gateway corner.



Increase tower height to create a more elegant proportion and improved relationship to the emerging city context.

DESIGN PROPOSAL.

Our proposed design will be of the highest quality, with the height, scale and massing responding to the prominent location of the site as the gateway to the City Centre. It will complete the urban block bound by Medlock Street, Hulme Street and River Street.

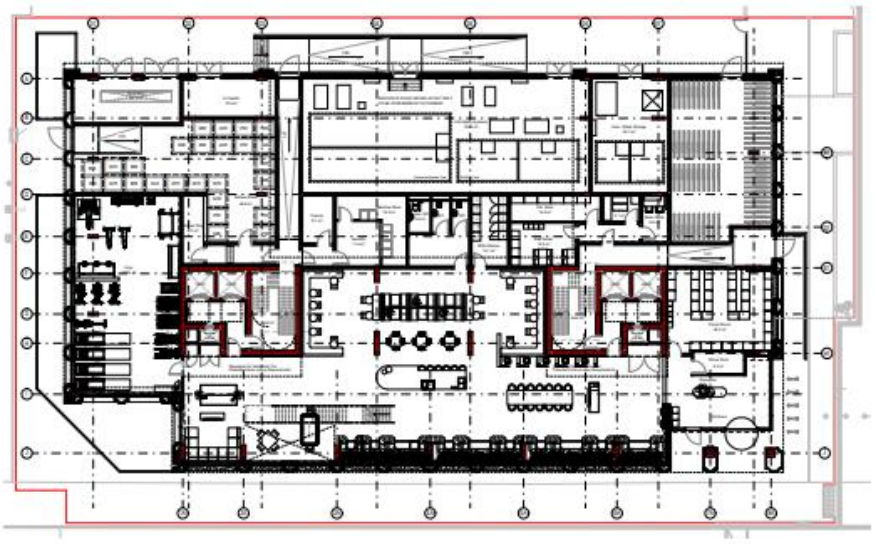
The building's height and massing has been carefully designed to integrate with the surrounding context. The section facing Medlock Street steps down to align with Plot 9a, while the Hulme Street elevation steps up to meet Plot 11. This approach creates a dynamic and well-defined building form.

The materiality seeks to reference the emerging context of the neighbouring plots to the north and south. Brickwork is proposed on the lower wings to provide grain and texture relating to Plots 9a to the north and 10a to the east. A more lightweight material is proposed on the taller element as the building mass steps up to address the taller glazed scheme to Plot 11 to the south.



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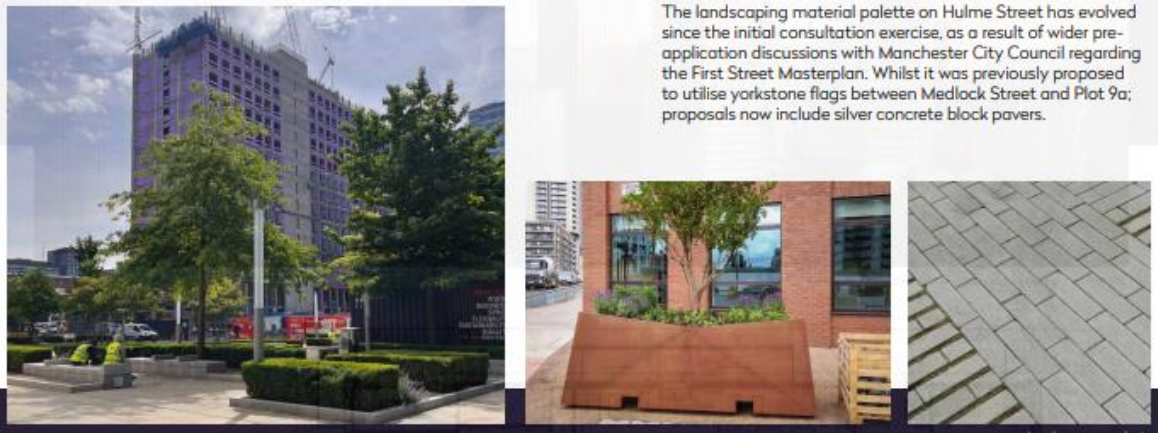
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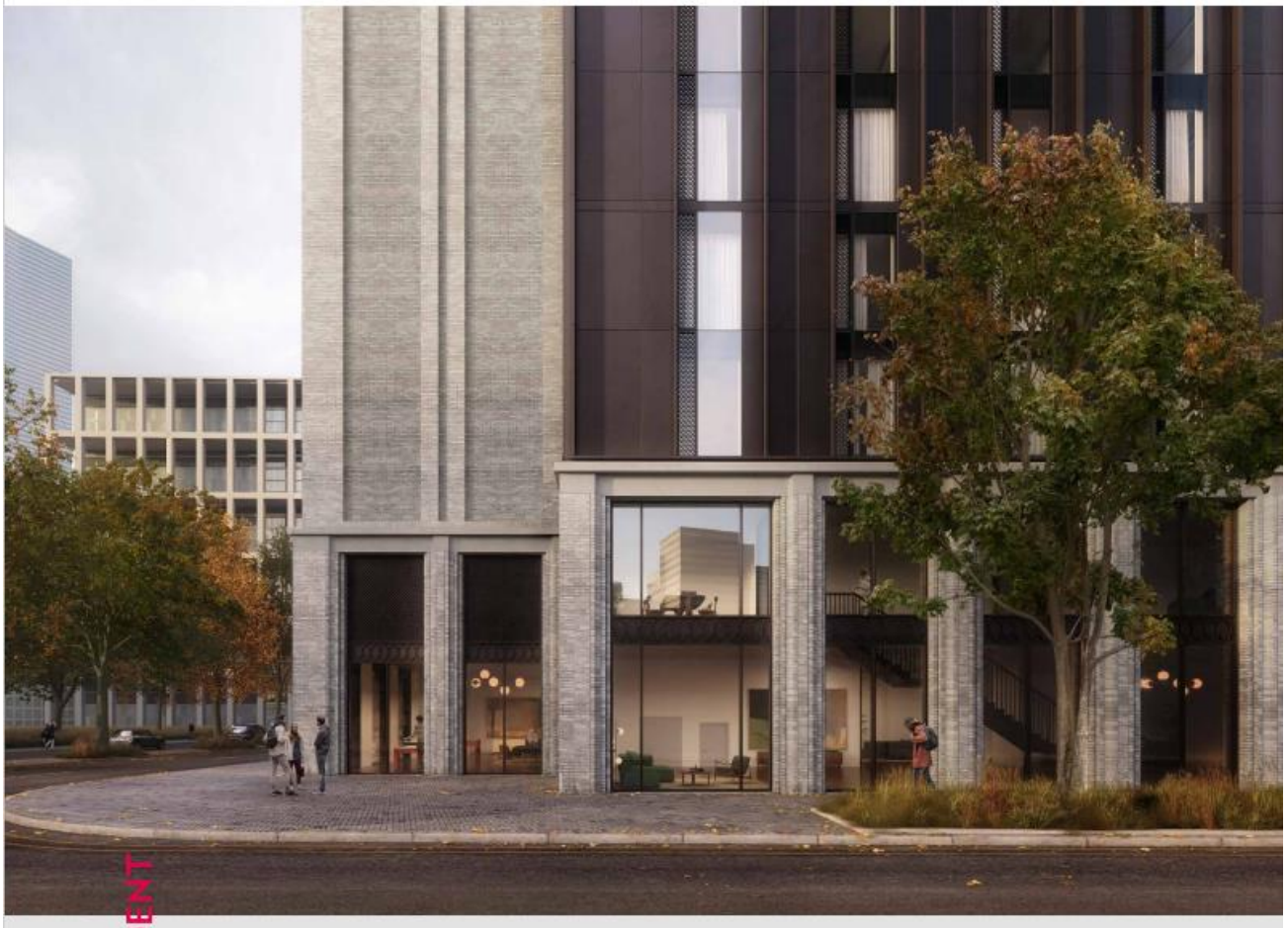
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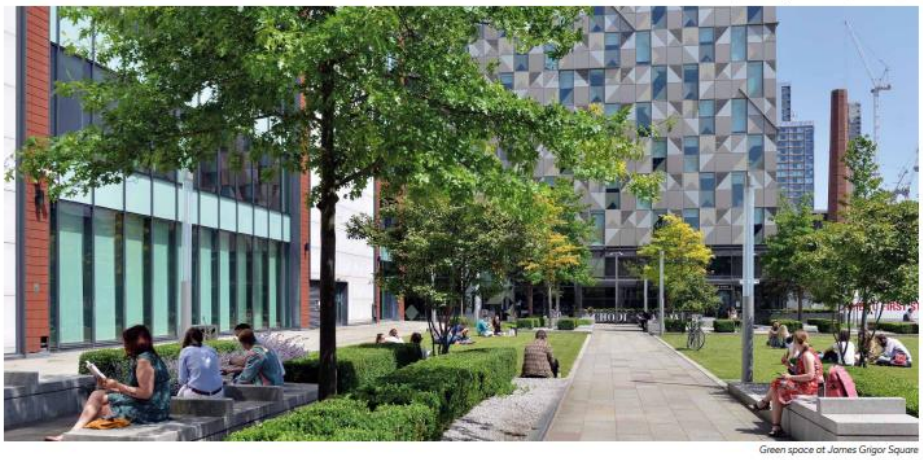
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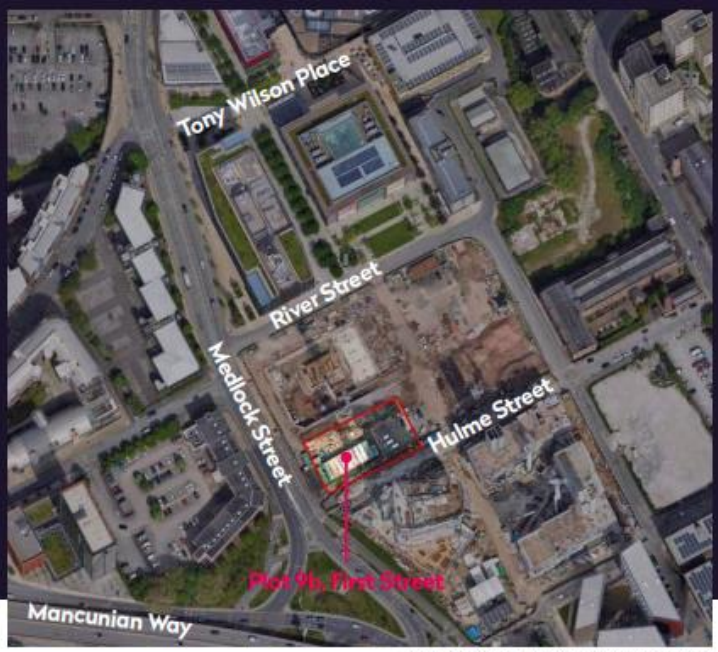
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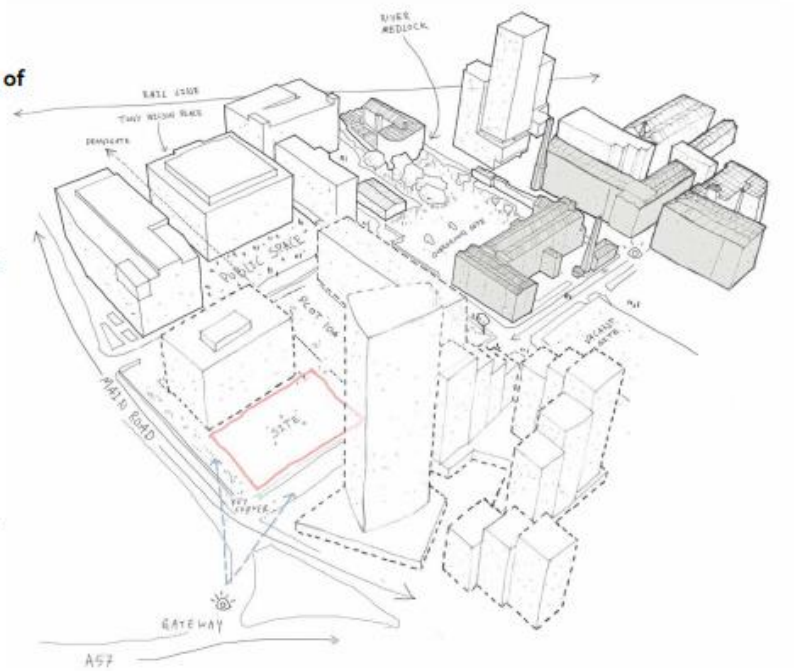
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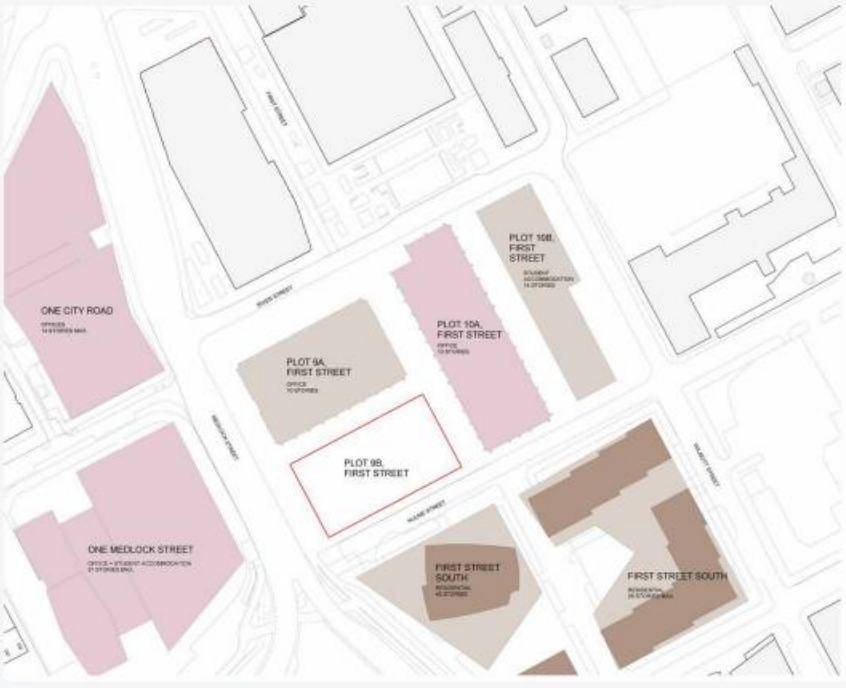
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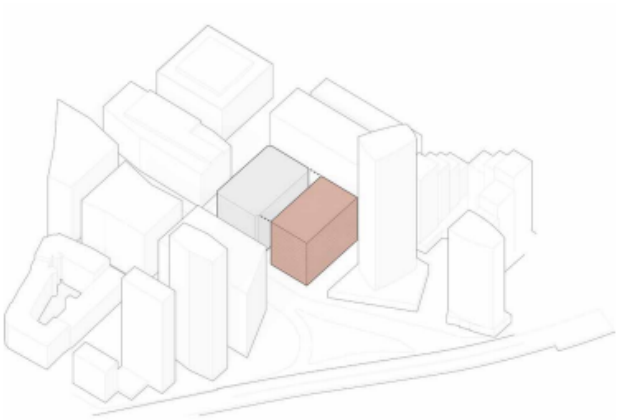
24x7 presence: The building will be monitored with 24-hour on-site presence. Any building issues and anti-social behaviour from students resulting in disturbance and noise will be managed by a trained facilities management team. The team will also serve as the main point of contact for neighbouring residents.

Move in and move out management: A fully detailed arrival procedure will be put in place to ensure the arrival and departure of our students is carried out with minimum disruption to neighbouring residents. A strategy will also be in place to manage pick-ups/drop-offs, as well as deliveries (including food) and taxis.

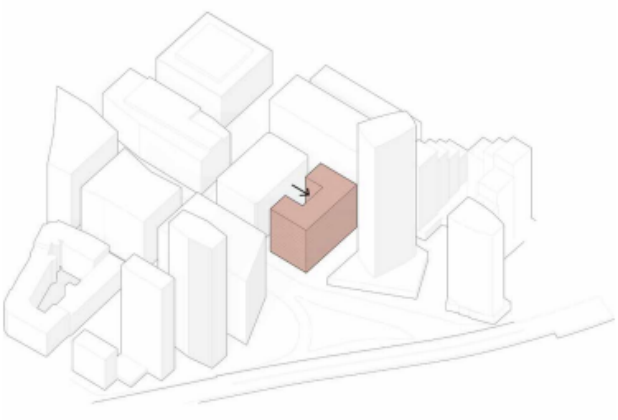
DESIGN EVOLUTION.

As part of this consultation, we are presenting our initial ideas for the design of our proposal for Plot 9b and are keen to hear your views. All of the feedback we receive will then be considered before we progress our design further. Before we finalise our proposals and submit a planning application, we will provide an update to show how the scheme has evolved.

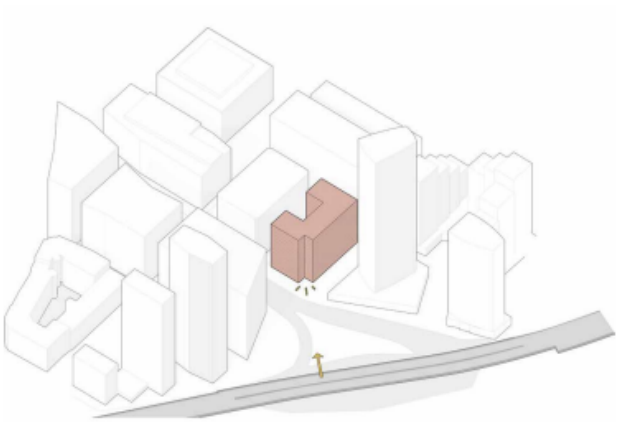
The plans below show how our design proposal has progressed to date:



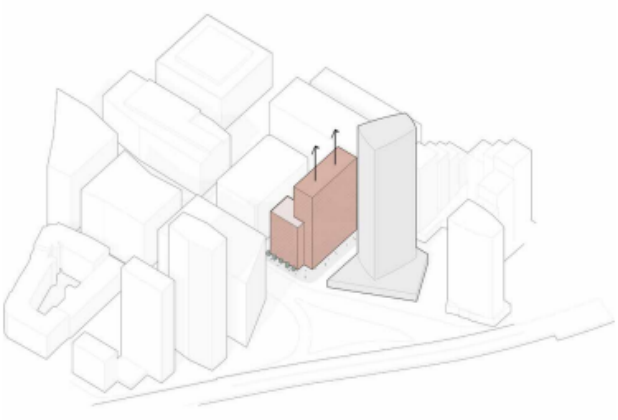
Address the Plot 9a building mass along Medlock Street.



Form a courtyard to provide suitable aspect and amenity to the proposed building use.



Articulate the massing to address Medlock Street and provide a point of interest at the key gateway corner.



Increase height of the massing to step up towards Plot 11 and provide further prominence to the gateway corner.

DESIGN PROPOSAL.

Our proposed design will be of the highest quality, with the height, scale and massing responding to the prominent location of the site as the gateway to the City Centre. It will complete the urban block bound by Medlock Street, Hulme Street and River Street.

The materiality seeks to reference the emerging context of the neighbouring plots to the north and south. Brickwork is proposed on the lower wings to provide grain and texture relating to Plots 9a to the north and 10a to the east. A more lightweight material is proposed on the taller element as the building mass steps up to address the taller glazed scheme to Plot 11 to the south.



CGI showing the brickwork proposed for the lower levels of the building

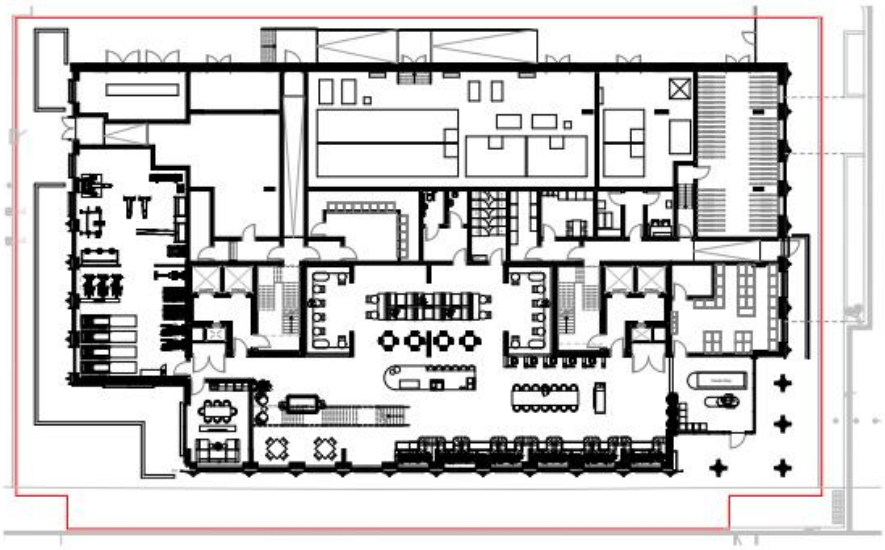


CGI showing the aluminium cladding proposed for the upper levels of the building



CGI of the entrance to the proposed building.

The plan adjacent illustrates our early stage ideas for the ground floor layout.



Indicative ground floor plan

LANDSCAPE DESIGN.

The landscape proposal for Plot 9b aligns with the established public realm materials and character defined in the adjacent First Street North development and the plans for Plot 9a and Plot 10. Hulme Street, which separates Plot 9b and Plot 11, will feature a slightly different material palette, maintaining a cohesive yet distinct environment.



Illustrative landscape masterplan

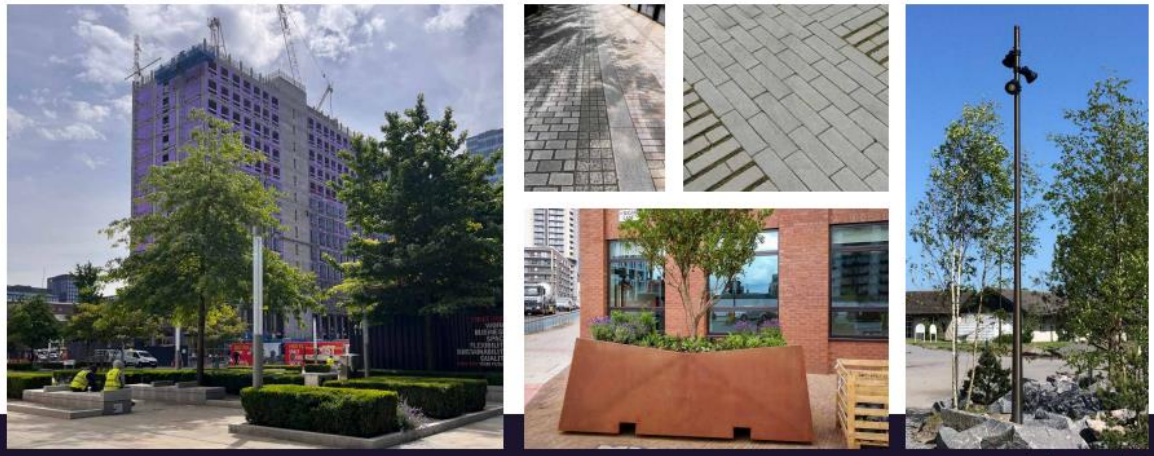
First Street:
With the site being situated within the First Street Development Framework (FSDF) (2020), the landscape approach for Plot 9b follows the framework's established approach to public realm, accessibility, movement and circulation in the area.

Plot 9b sits at the centre of the FSDF masterplan area between First Street North and First Street South, which means that the delivery of the Plot 9b public realm works will knit together a number of completed and consented developments that are under construction to create a series of connected streets and spaces.

The public realm improvements for Plot 9b include linear soft landscape planting beds, street trees, and ornamental planting, all of which will help to enhance the sites biodiversity and create visually cohesive pedestrian-friendly areas.

Medlock Street and the Routeway between Plot 9a and Plot 9b:
The service route between Plot 9a and Plot 9b will use a silver-tone narrow concrete block paver, consistent with the Plot 9a design. Soft landscape planting and formal raised granite kerbs with evergreen hedges will soften the western part of Plot 9b. Additionally, there is an opportunity for tree planting at the southwestern corner of the development, enhancing the overall green infrastructure.

Hulme Street:
The Yorkstone paving proposed on First Street will continue around the footway on Hulme Street to ensure visual cohesiveness. Recessed parking bays will feature a high-quality granite blend. Due to existing underground infrastructure, tree planting on Hulme Street is limited; however, movable high-quality planters will introduce greenery and continue the verdant character of the First Street development.



Landscape precedents

Parking and Access
The proposal for Plot 9b does not include car parking provision due to the sites sustainable location – it is situated in the heart of the city centre, meaning that students would have an array of amenities on their doorstep and great access to public transport links. The site is also just a short walk away from the main campuses of both The University of Manchester and Manchester Metropolitan University. As such, there should be no day-to-day vehicle trips being made by students who are residents at the development.

A "Management of Student Move in and Move out and on Management of Deliveries" will be submitted as part of the Planning Application. This strategy will also set out the approach to managing mail, deliveries (including food) and taxi pick-up and drop-off.

NEXT STEPS.

Thank you for taking the time to come along to our consultation event on our proposal for Plot 9b, First Street, Manchester.

As we continue to shape our ideas for this important site, and before we finalise our plans, we're keen to hear your views. If you'd like to provide feedback, you can do so by completing our questionnaire at today's event or on our website:

www.vitagroup.com/consultations/9bfirststreet

All of the feedback that we receive during the consultation will be considered before we finalise the plans and submit a planning application later this year.

Please note that comments submitted as part of this pre-application consultation are not representations to the planning authority. There will be an opportunity to make formal representations to Manchester City Council when the formal planning application is submitted.



Deloitte.

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Statement of Consultation