



Sparkle Street Statement of Consultation

May 2024

Contents

1.	Introduction	2
2.	Policy Context	9
3.	Consultation Strategy and Responses	13
4.	Summary and Conclusions	25
	Appendix 1 - Site Location Plan	26
	Appendix 2 - Consultation Leaflets	27
	Appendix 3 - Consultation Boundary	28
	Appendix 4 - Consultation Webpages / Brochure	29
	Appendix 5 - Consultation Boards	30
	Appendix 6 – Press Releases	31
	Appendix 7 – Feedback Forms	32

1. Introduction

- 1.1. This Statement of Consultation accompanies an application for Full Planning Permission, submitted to Manchester City Council (MCC) by Foras (Sparkle Street) Ltd (hereby referred to as ‘the Applicant’).
- 1.2. The planning application relates to land bounded by Store Street to the north, vacant land to the west, residential buildings to the south and Sparkle Street to the west (the ‘Site’) within Manchester City Centre. The Site is located within the 2018 Manchester Piccadilly Strategic Regeneration Framework (the ‘SRF’).
- 1.3. The description of the ‘Proposed Development’ is set out below:

“Full Planning Permission for demolition of existing vacant buildings and erection of a part 10 storey, part 28 storey residential development comprising 359 homes (Use Class C3) with supporting amenity spaces, and associated highways works, landscaping, plant areas, and other associated works.”
- 1.4. This Statement sets out in detail the pre-application consultation that has been undertaken, the feedback received and how that has been considered and addressed within the final proposals, where appropriate.
- 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 Leaflets (Appendix 2);
 - Consultation Boundary (Appendix 3);
 - Consultation Webpages / Brochure (Appendix 4);
 - Consultation Boards (Appendix 5);
 - Press Releases (Appendix 6), and
 - Feedback Forms (Appendix 7).

Site Description

- 1.6. The Site is located adjacent to Sparkle Street and Store Street, approximately 100 metres north of Piccadilly Railway Station in Manchester City Centre and is approximately 0.39 ha in size. The Site is largely unoccupied, with its former use being a telephone exchange along with surface car parking and two buildings that are partly used for storage and distribution.
- 1.7. The current buildings are screened from the road on two sides by existing vegetation and an access route for vehicles is provided from Store Street. The Site is negative contributor to the local environment and street scene in terms of its visual appearance and does not contribute to the City in any meaningful way from a social or economic perspective.
- 1.8. A Site Plan is provided in **Appendix 1**.

Site Context

- 1.9. The Site is located within the Piccadilly Ward and is identified as being within the City Centre and the Regional Centre by Manchester City Council’s Core Strategy.
- 1.10. Today, the surrounding area is identified as a priority for regeneration, and is rapidly changing, with significant levels of investment and development having accelerated again in the last 5 years.
- 1.11. Completed in late 2021, Oxygen Tower is located 250m to the northeast of the Site and was originally approved on 04 March 2016 (110276/FO/2015/C2 as amended under LPA Ref.: 122258/JO/2018). The proposals approved the construction of 12 townhouses, 345 apartments and several ground floor commercial units within a part 31, part 15, part 9 storey building, rising in scale toward Great Ancoats Street.

- 1.12. Other recent permanent development proposals located within 200m of this Site, as highlighted on **Figure 1.1**, include:
1. Crusader Works (113363/FO/2016 as amended) – 126 new homes in converted mill and new build extension containing 107 apartments in a 10-storey building, now complete as of October 2022.
 2. Leonardo Hotel (129248/JO/2021) – 275 no. bedroom hotel in 15-storey building, recently completed development.
 3. The Castings (127317/FO/2020) – 352 apartments in a building ranging from 7 to 25 storeys, with ground floor commercial units currently under construction and due for completion by Q2 2024. This development is being delivered by Midgard, who would also deliver the Proposed Development and replicate the level of quality within the scheme.
 4. Piccadilly Central Public Realm (121467/FO/2018) – demolition of existing buildings and delivery of public realm, including hard and soft landscaping, tree planting, street furniture, highways improvements and associated works.
 5. The Fairfax (121099/FO/2018) – 488 apartments in a part 29, part 23 storey building that has recently commenced construction and is due for completion by mid-2025.
 6. Mayfield (various) – large scale regeneration project including the delivery of the new park, Freight Island and the Mayfield Depot.
 7. London Road Fire Station – conversion of the Grade II* listed building, which is currently nearing completion located at the end of Store Street, adjacent to London Road and Whitworth Street. This is proposed to be a mixed-use hotel, office, and leisure destination.
 8. Presbar Diecast Works / The Foundry – an operational flexible entertainment, food, and beverage venue, which is located between Laystall Street and Store Street to the north east of the Site, recently completed
 9. Electric Park – a campus development of 5 commercial office buildings centred on the New Islington Metrolink Station comprising 47,000 sq. m. of employment space.
 10. Victoria House (122000/FO/2018) – 177 apartments in a 25 storey building that was recently completed in March 2024.
- 1.13. In summary, much of the surrounding area has either been redeveloped or is in the process of coming forward with site specific proposals. This Site therefore comprises one of the few remaining sites along Store Street to come forward with redevelopment proposals. It represents a major gap in the important linkage between Piccadilly and the Etihad Campus.



Figure 1.1. - Surrounding approved developments

Regeneration Context

- 1.14. The vision for the City Centre is well developed through several Strategic Regeneration Frameworks ('SRF'). Those of relevance are listed below. Sparkle Street is located in the Manchester Piccadilly SRF area and strategically located in close proximity to a number of key regeneration areas, including Portugal Street East, Piccadilly Basin, Ancoats and New Islington and North Campus, the associated SRF documents help to envisage a more connected city centre, with new mixed-use development spread across the city centre with higher levels of accessibility across the City Centre.

Manchester Piccadilly SRF (2014 and 2018)

- 1.15. Following the announcement of HS2 Phase 2, Manchester City Council (MCC) and Transport for Greater Manchester (TfGM) commissioned Bennetts Associates to carry out an initial appraisal of the regeneration potential for the Piccadilly area, with a particular focus on the area to the north of the station. This resulted in the creation of the HS2 Manchester Piccadilly SRF (2014) that demonstrates the potential scale of development achievable, and which was later endorsed by MCC in 2014 at the Executive Committee. The framework anticipates that several benefits can be achieved through the regeneration of this part of the City Centre:

- The connectivity associated with a best-in-class multimodal transport hub.
- 4,500 new homes.
- 625,000 sqm of commercial office space.
- 100,000 sqm of retail space.
- 1,000 new hotel rooms.
- The creation of numerous high quality public spaces.
- A string of cultural and community use buildings.

- 1.16. The framework splits Piccadilly into different character areas which each have their own distinct development principles according to their immediate context. The Site is located within 'Piccadilly Central', which envisages a dense, mixed-use district focused on high quality public space, with supporting social infrastructure. Each district aims to grow into an attractive place for people to work and live, with a focus on identity, inspiration, and connectivity. Store Street, which the Site is adjacent to is identified as a key pedestrian and cycle route connecting key areas of North Manchester to Piccadilly Station.



Figure 1.2 – HS2 Piccadilly SRF Character Areas (Simpson Haugh, 2023)

- 1.17. This was later updated by the Manchester Piccadilly SRF (2018) framework that builds on the principles set out within the HS2 Manchester Piccadilly SRF (2014) and was endorsed by MCC's Executive Committee in 2018. This refreshed framework focuses primarily on Piccadilly Central as other areas which were originally within the 2014 SRF study area have now moved on significantly and as a result have now a respective framework each, including the Piccadilly Basin SRF (2016).
- 1.18. In essence, the quantum of development increased by approximately 10% from the 2014 SRF to meet updated projection of demand at that time. This consists of approximately 8m sq. ft of space including 267,700 sqm of commercial office space, 5,000 new homes, 25,375m² of retail/leisure space, 250 new hotel rooms and the associated social amenity to provide for this quantum.
- 1.19. With a particular focus on density in the sub-area of Piccadilly Central, the SRF envisages an ambitious level of development considered for the wider area around the proposed new station. Landmark commercial buildings would bookend the new axis of the Boulevard and train line to the east and west, forming markers in the city and creating a gateway in the city's skyline. Residential proposals range from medium rise to high rise, promoting variety and a mixed offer of housing types. Massing would therefore be built up around the perimeter of the scheme bordering the main roadways of Great Ancoats Street and the Mancunian Way.

- 1.20. A mixture of uses should be promoted across the regeneration area to create a diverse urban life whilst ensuring economic sustainability. By avoiding large areas of single use, Piccadilly Central would feature a diverse range of uses that foster a sense of place and promote community and neighbourhood. Active frontages would help to animate the experience at street level along key circulation routes and public spaces.

HS2

- 1.21. Whilst HS2 Phase 2a and 2b proposals were cancelled by Central Government on the 4th of October 2023, the proposals were replaced by an ambition to deliver “Network North”, which seeks to ensure that rail, roads and buses benefit from £36 billion in transport improvements – unlocking potential faster in our towns, cities and rural areas. A further £12bn is also set aside to deliver fast links between Liverpool and Manchester as part of the proposals. This therefore seeks to redirect money from HS2 to specific transport projects in the north to improve connectivity between a variety of different northern towns and cities. Additionally, and notwithstanding the cancellation, the long term need for enhanced capacity in the north to south rail connections remains and future planning for the area should there continue to account for future needs.
- 1.22. The continued significant opportunity for redevelopment proposals to come forward in the Manchester Piccadilly Strategic Regeneration Framework area in line with the principles set out in that document is further underlined by the expansion of the city centre resulting in significant levels of development and placemaking activity across the framework area in recent years. Fundamentally, the proposed development aligns with the ambitions of the framework and aligns with the site-specific guidance, as presented in detail within later sections of this document. There is a clear ambition to maximise density of development in an around key transport hubs within the City Region to capitalise on their inherent sustainable location in accordance with Manchester’s strategic priorities, planning policies and other material considerations, including the Manchester Piccadilly SRF (2018).

The Proposed Development

- 1.23. The proposals for Sparkle Street are summarised in **Table 1.1.** below.
- 1.24. Further details can be found within the submitted Planning and Tall Building Statement prepared by Deloitte, and the Design and Access Statement prepared by Simpson Haugh.

Table 1.1 Proposed uses, units and height

Measurement	Proposed Parameters
Site area	0.39 hectares
Residential Use (Use Class C3)	354 residential apartments and 5 townhouses (1, 2 and 3 bed types) 359 in total.
Other uses	679 sq. m. (GIA) internal amenity space
Building Height	Part 10 part 28 storeys (ground plus 27 storeys; up to +124.250m AOD or 86.25m AGL)
External Areas	Residents’ garden at level 1 is approximately 600 sq. m. Residents’ terrace at level 10 is approximately 600 sq. m.
Parking	Two on street accessible bays and one car club space. 100% secure cycle parking provision (359 spaces)

Pre-Application Consultation

- 1.25. Prior to the submission of the planning application the Applicant has undertaken an extensive stakeholder engagement strategy to ensure that the objectives and details of the emerging proposals have been clearly communicated and discussed with statutory consultees and interested.

Public Consultation

- 1.26. Public engagement was undertaken with local residents and businesses took place from 10th July 2023 to 23rd July 2023 and provided an opportunity for the community to provide feedback to seek to ensure local priorities were understood and concerns were taken into account to be addressed as plans develop through later stages of design.

- 1.27. The objectives for pre-application engagement for the next phase of development within the Manchester Piccadilly SRF area were to:
- Communicate the vision for the next phase of development within the framework area and generate support for the new development being proposed;
 - Gather feedback on the key issues and addressing any potential concerns that relate to the proposed development; and
 - Make people aware of the timescales for development and keep them informed about progress with regard to the development of the proposals.
- 1.28. Throughout the duration of the public consultation period, members of the public had access to the Sparkle Street public consultation website, which provided details of the site history, masterplan context, project objectives and emerging scheme proposals. The website also provided visitors with the opportunity to provide any comments or raise questions, which have been responded to by the project team during the pre-application period.
- 1.29. A press release regarding the consultation was also distributed which was picked up by numerous media outlets.
- 1.30. 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:
- 10th July 2023: A total of 1,316 leaflets (**Appendix 2**) were delivered to the local businesses and residential community (as defined by the consultation boundary area in **Appendix 3** to notify them of the public consultation and direct them to the consultation website. Email correspondence was also sent to key stakeholder groups, landowners and developers in the area, inviting them to give their feedback on the proposals. Organisations contacted included Network Rail, General Projects Ltd, Capital & Centric, The Northern Quarter Forum, Piccadilly Village Company, and Diecast.
 - 10th July 2023 – 23rd July 2023: The consultation ran for approximately 2 weeks between 10th July 2023 to 23rd July 2023. Over the consultation period the website (**Appendix 4**) received approximately 637 unique visitors (of a total of 709 views) and 57 responses were submitted. The vast majority (84%) of the respondents were local residents.
 - 20th July 2023: The first physical public consultation event for the consultation was held at The Malmaison Hotel in Manchester City Centre between 4pm and 7pm, allowing the public to discuss the proposals with the project in-person. The event received 23 attendees.
- 1.31. Overall, local community consultation ran over a period of 2 weeks across a range of accessible mediums both virtual and physical, giving the opportunity for the local community to provide insight and ensure local priorities considered within development proposals. A full account of all public engagement undertaken, the headline responses received, and the Applicant's response to each is set out in full within Section 3.

Stakeholder Consultee and Key Stakeholder Engagement

- 1.32. Pre-application consultation with Statutory Consultees and other key stakeholders has provided an overview of the proposals themselves, but also addressed how they respond to the Site, surrounding local area and the City's wider strategic regeneration objectives.
- 1.33. 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 over a period of over 12 months;
 - Greater Manchester Police (via the Design by Security team) has been consulted, and their advice in terms of security has been addressed in the application proposals;
 - Historic England was contacted via email to provide details of the proposals and confirm if they would like to be formally consulted in the planning application.
 - Local Ward Councillors was contacted via email to provide details of the proposals and confirm if they would like to be formally consulted in the planning application. The Councillors were also invited to attend the public consultation event;

- An Environmental Impact Assessment Scoping Report was submitted to MCC on 31 July 2023.
- 1.34. Full details of all pre-application engagement with statutory consultees and key stakeholders and the response provided by the design team, as reflected in the planning application, are provided in Section 3 of this Statement.

Report Structure

- 1.35. 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, summarises the feedback received and provides a response where relevant.
 - **Section 4** – presents the summary and 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:
- 1 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:
- 2 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 most of the persons who live at, or otherwise occupy, premises in the vicinity of the land.
- 3 The person must consult each specified person about the proposed application.
- 2.7. Subsection (4) outlines the requirements regarding publicity of applications:
- 4 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

- 2.10. The NPPF (revised version published December 2023), sets out the government's planning policies for England and how these are expected to be applied.

- 2.11. It requires planning policies to meet objectively assessed needs, with sufficient flexibility to adapt to rapid change.
- 2.12. Paragraphs 39 to 46 address pre-application engagement and front-loading. Paragraph 39 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 40 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 124 to 129 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 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 line with the recent 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. 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

- 2.18. 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. Appendix 1 of the SCI provides guidance on developer-led early engagement.
- 2.19. 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.

- 2.20. 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.
- 2.21. 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

- 2.22. 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.
- 2.23. The following section of this report sets out, in detail, the pre-application and engagement that has taken place with the local community, statutory and non-statutory consultees in line with the guidance and requirements set out above.

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 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

Local Planning Authority

- 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 have an opportunity to consider and address feedback. A series of pre-application meetings were held between November 2022 and April 2024.
- 3.4. The overall feedback from pre-application discussions has been positive and supportive in principle on the basis that the proposals are well designed and achieve the objectives and guiding principles within the Manchester Piccadilly Strategic Regeneration Framework (2018).
- 3.5. The following key considerations have been discussed with Senior Officers over the course of the pre-application period and have been addressed within the planning application submission, as summarised below:
 - **Scale and Massing / Compliance with the SRF:** the height of the proposed building was the subject of detailed discussion and debate with officers. The starting point for the Applicant has been the massing within the Strategic Regeneration Framework an imperative to make efficient use of the land (in-line with Policy CC6) and deliver much-needed high quality housing. Early discussions with officers had established where and how the proposed scale and massing could sit regarding the existing surroundings as well as the height parameters set within the SRF. Officers recognised that the height on the corner of Sparkle Street and Store Street would reduce the potential impacts on existing properties to the north east and south whilst providing a strong visual marker into the Manchester Piccadilly SRF area from those arriving to the City at Piccadilly Station. Officers appreciated the drop in height on the southern and eastern blocks to help transition from the taller element to the existing adjacent properties. Furthermore, it was agreed with the case officers that the proposed scale and massing should not exceed the height parameters set within the SRF.
 - **Architectural design quality** – the design of the proposals is the product of extensive engagement and challenge with senior officers at MCC, which included detailed discussions on the quality and durability of the materials, detailed design elements such as window reveal depths, louvre details, metalwork finishes, the construction methodology, and ensuring well-crafted and refined brick detailing. The high quality of this detail is clearly expressed within the bay study drawings submitted as part of this planning application and explained in depth within the Design and Access Statement. In addition, the construction contractor, Midgard, have been involved throughout the design process to ensure the details are achievable in order to ensure the high-quality vision is realised.

- **Permeability and activation of Store Street** – Linked to the above, MCC emphasised the important role the Proposed Development would play in enhancing important east-west connections through the masterplan area and particularly between Piccadilly Station and New Islington as part of the further extension out to the Etihad Campus. MCC supported the efforts to achieving this through high quality public realm enhancements along Store Street and also on Sparkle Street. Soft landscaping, street trees and street furniture combine to create an attractive, safe and welcoming public realm helping to create a significantly more attractive experience at street level.
- **Consultation Strategy** – The proposed approach to public consultation was discussed and agreed with MCC. MCC was supportive of undertaking a physical exhibition including the presentation of a physical model demonstrating how the Proposed Development would sit within the existing and future development context. An overview of the feedback provided during the public consultation was also presented to MCC, including setting out how the Proposed Development would respond to these comments.

- 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.

Local Ward Councillors

- 3.8. On 22 June 2023 a detailed email was sent to Ward Councillors in the Piccadilly Ward to provide information of the emerging proposals ahead of the public consultation.
- 3.9. The email outlined the Site, the background to the project, and the vision for Sparkle Street including the proposed uses. The correspondence included the offer of a briefing to Members to explain the proposals in more detail.
- 3.10. Follow up responses were subsequently issued on the 29th June, 4th July, 11th July and 20th July although no response was received. On the latest email, the Councillors were notified of the opportunity to attend the physical exhibition taking place that same day offering them the chance to have a detailed briefing prior to it starting.
- 3.11. Although the Councillors did not respond nor were available to attend, the email provided the opportunity for the Councillors to secure a detailed briefing later prior to the submission if sought. The Applicant is committed to continuing engagement with Ward Councillors during the design development process.

Environmental Health

- 3.12. Cass Allen consulted with Manchester City Council's Air Quality Team in June 2023 to discuss and agree the scope of the assessment. Further details can be found within the Air Quality Assessment prepared by Cass Allen.
- 3.13. Environmental Health also provided feedback that they agreed with the proposed methodology and areas of investigation in respect of Ground Conditions.

Flood Risk Department and United Utilities

- 3.14. The Flood Risk and Drainage Consultants have engaged with Manchester City Council to consider the risk of various sources of flooding to the site and the consequent risk of flooding to downstream receptors (such as people, property, habitats, infrastructure, and statutory sites) from the proposed development as a result of surface water runoff. This considered the how the Site is located within Flood Zone 1 as well as the below ground drainage, outlining the necessary mitigating measures and drainage strategy required on this site.
- 3.15. United Utilities have also been consulted on proposed connection locations and proposed discharge rates and they have confirmed that providing that infiltration is sufficiently discounted, a connection to the surface water sewer or via the culverted watercourse (subject to connect via the LLFA) a 50% surface water betterment would be acceptable, subsequent discussions confirm United Utilities would relate 50% betterment up to the 1 in 30-year flows for all design events.

Statutory and Non-Statutory Consultees

- 3.16. The respective statutory and non-statutory consultees on the project who have been engaged prior to the application being made are set out under each subheading below. This summarises the timing and method of communication, information issued, comments received and how these comments have been incorporated into the planning application.

Greater Manchester Police

- 3.17. A meeting was held with Greater Manchester Police (GMP) on 2nd June 2023 at the pre-application stage, to inform their preparation of a Crime Impact Statement for Sparkle Street.
- 3.18. The CIS highlights positive aspects of the proposals which include:
- Bring vitality to an under-utilised site through re-development and introduction of new residents.
 - Active frontages that will help to improve the level of natural surveillance into the surrounding area and public realm.
 - The Proposed Development provides ground floor activity in the form of amenity spaces and reception spaces.
 - Residential amenity spaces provide opportunities for residents to meet and foster community relations. Schemes with good social communities are less likely to tolerate inappropriate behaviour.
 - Main entrance is accessed via an electronic access control fob system for residents and staff. The arrangement of the lobby is greeted and controlled via a concierge.
- 3.19. The CIS also identifies a number of recommendations to be considered during the fit out and management stages of the development. The design team will continue to work with officers from GMP through the detailed design stage.
- 3.20. The CIS also provided a number of standards and features both internally and externally to demonstrate a level of physical security acceptable to Design for Security, such as doors, windows, glazing, alarms and access control which will be considered as part of detailed design work post planning.
- 3.21. The CIS prepared by GMP is submitted with the application.

Greater Manchester Archaeological Advisory Service

- 3.22. Following consultation with Greater Manchester Archaeological Advisory Service (GMAAS), in their capacity as archaeological advisor to Manchester City Council, it has been agreed that an archaeological evaluation (consisting of either a strip, map and record or trial trench evaluation) will be required to establish the presence or absence of buried archaeological remains and, if present, their extent and significance. The evaluation will target non designated heritage assets of low (local) significance.
- 3.23. Should significant archaeological remains be encountered during the archaeological evaluation, further excavation may be required to offset the harm of the development to the buried archaeological resource, in line with the guidance provided by the National Planning Policy Framework. The scope and extent of any such further investigation will be determined by the Greater Manchester Archaeological Advisory Service (GMAAS), in their capacity as archaeological advisor to Manchester City Council.

Public Consultation

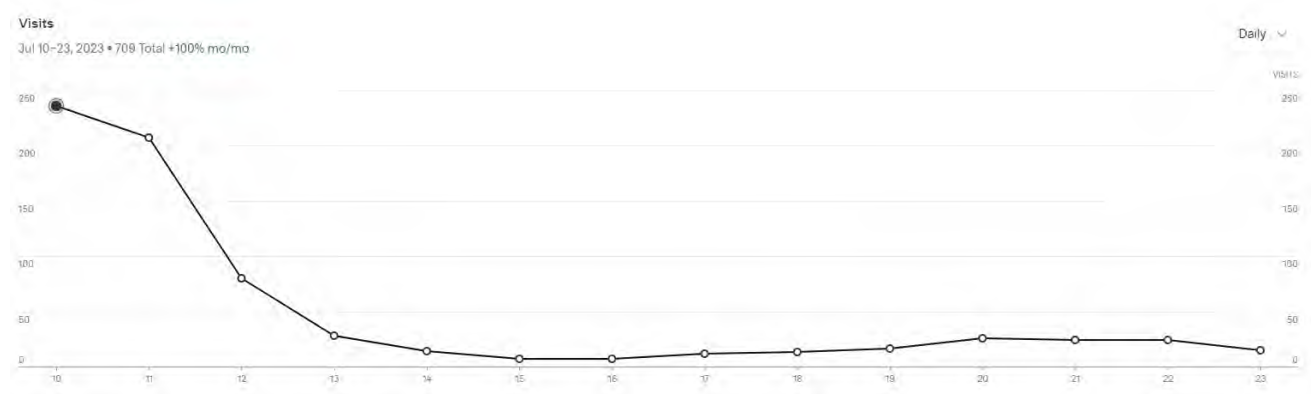
Consultation Strategy

- 3.24. Public consultation was held between Monday 10th July to Sunday 23rd July. A consultation webpage (**Appendix 4**) was set up to provide respondents with the ability to view the proposals online and submit comments via a feedback form. Prior to the launch of the consultation webpage, consultation postcards were distributed on 10th July 2023 via Royal Mail postal service to all residential and business addresses located within an agreed distribution area of approximately 1,316 addresses. In addition, an email invite was also sent directly to local organisations including Network Rail, General Projects Ltd, Capital & Centric, The Northern Quarter Forum, Piccadilly Village Company, and Diecast to inform them of the public consultation.

- 3.25. A press release (**Appendix 6**) was issued to local and trade media on 10th July 2023, containing the details of the proposals and directing residents to the online consultation materials and to attend the drop-in session on 20th July. The release was covered by [I Love Manchester](#), [Manchester Evening News](#), [Manchester World](#), [Place North West](#), and [The Business Desk](#).
- 3.26. 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 consultation postcard is provided as **Appendix 2** and the extent of the postcard distribution is set out in **Appendix 3**.
- 3.27. The postcard also promoted the physical consultation events which took place on 20th July 2023 between 4pm and 7pm at the Malmaison Hotel, Manchester City Centre. The session provided an opportunity for residents to learn more about the proposals, meet members of the project team, and provide feedback. Information about the proposals was presented on boards at the event. These boards are included in **Appendix 5**. This event also utilised a 3D model of the area surrounding Store Street, showing ongoing and upcoming developments so attendees could view the proposals in the context of the changing Manchester skyline. A total of 23 people attended the in-person consultation event.
- 3.28. There were a number of ways for people to take part in the consultation, all of which were clearly signposted in publicity (postcard, press release and emails). A dedicated consultation email address (info@sparklestreetconsultation.co.uk) was open for people to submit feedback or questions during the consultation period. Three emails with feedback were received.

Overview of Consultation Responses

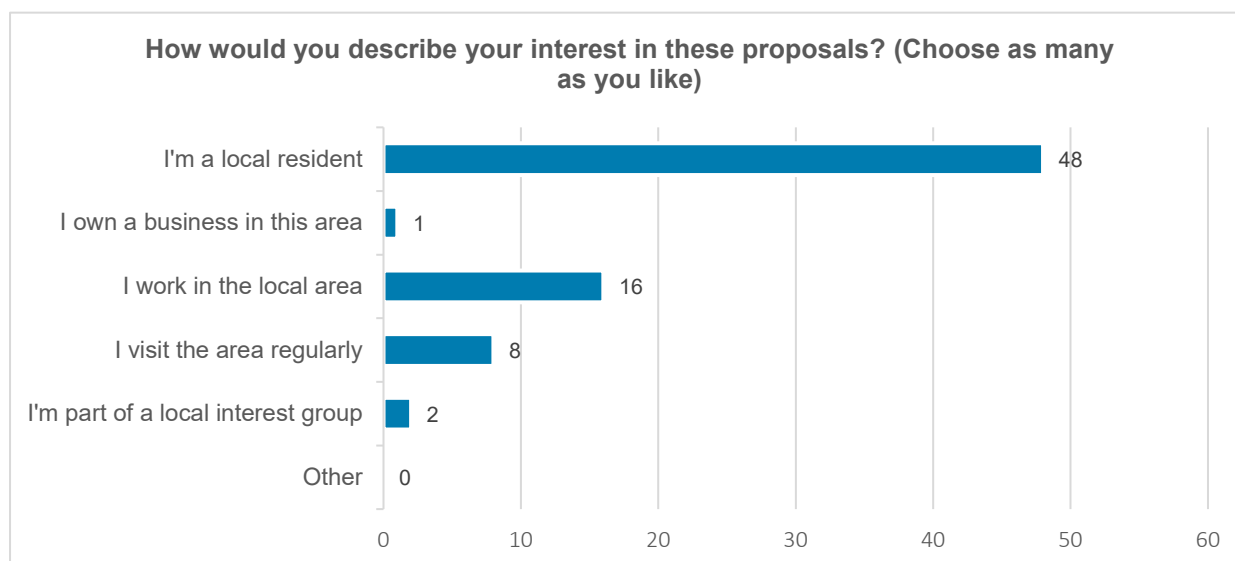
- 3.29. Throughout the consultation period, the website received a total of 709 views from 637 unique visitors. The chart below shows the distribution of website views over time.



- 3.30. In total, 57 responses were received via the feedback form (online and paper), alongside three emails with detailed feedback on the proposals. The table below shows the breakdown of responses:

Response Type	Number
Online feedback form	51
Email	3
Consultation Feedback Form	6
Total	60

- 3.31. The feedback form included open and closed questions allowing respondents to provide information about themselves and have given their views on the revised proposals. The feedback form is included as **Appendix 7**.
- 3.32. Question 1 asked 'How would you describe your interest in these proposals?' Approximately 84% of those who answered this question were local residents. Within the text of their response, some respondents indicated that they were residents of the Wharf Close apartments. One respondent identified themselves as a member of Skyscraper City.



Views and comments on the proposals for Sparkle Street

- 3.33. Question 2 asked respondents whether they supported the principle of using this site for new homebuilding. All 57 respondents to the digital and physical questionnaires answered this question, with just over 50% indicating they were in favour of building new homes on this site.
- 3.34. 51 respondents provided more detailed feedback on the proposals through the open response field questions on the feedback forms or by email. A summary of the issues raised by respondents is provided in the following table.

Topic	Applicant Response
	Design
Some specific suggestions on the designs included: - Two comments suggesting extending the curved window feature to continue round to the sparkle street elevation. One stating the current plans look 'incomplete' in that section. - Multiple comments suggesting the apartments would be more attractive to potential buyers with balconies added. - A comment asking for assurance that any cladding used will not look 'tatty' after a few years. - 'Ugly' and 'imposing', 'Cheap looking' and 'Too normal', the area needs something more iconic. - Several comments stating that the design is not in keeping with the character of the area.	Through design development, the appearance and form of the proposals have been tested and refined so that the building maximises the development potential and provides a high-quality addition to Manchester's built environment. The architecture of the Proposed Development is of the highest quality in both an aesthetic context and in a functional capacity. It will contribute to knitting together this part of the Manchester Piccadilly SRF area and create a destination characterised by high-quality architecture and a distinct sense of place. SimpsonHaugh's design for the building draws from the surrounding architectural context with a building that is contemporary in its architectural resolution whilst also comfortable in the immediate context. The primary material is brickwork that is tonally akin to that of the surrounding historic context. The proposal's use of traditional brick reflects the dominant material of historic buildings in the area, such as the goods warehouses constructed in the 1800s that continue to influence the area's vernacular today. These materials will be of the highest quality and specification to ensure their longevity. At the ground floor, internal uses have been arranged to have a strong relationship with the street frontage, with the building entrances located strategically to address Store Street and overlook Sparkle Street. Private resident's gardens are also proposed to be accessed at

Topic	Applicant Response
	the first floor from within the building and at level 10, linking in with an internal amenity space. The apartments have been designed to accommodate Juliette balconies in living spaces allowing for residents to enjoy the views and fresh air. Additionally, residents have access to the external roof terrace and rear garden for outdoor recreation. As part of the process of formulating the proposals, the building's impact on key views has been carefully considered through both a Townscape and Visual Impact Assessment, included in Chapter 8 of the Environmental Statement, undertaken by Re-form and a Heritage Assessment prepared by Salford Archaeology. These conclude that there are no predicted significant adverse townscape, heritage, or visual effects as a result of the Proposed Development. Further details of the design evolution can be found within the Design and Access Statement submitted with the planning application.
Some respondents commented that the design is too tall. Specific comments around the height of the development included: - Multiple comments stating the 28-storey height is inappropriate so close to low-rise apartment buildings, particularly in regard to sunlight / daylight amenity and privacy issues. - One respondent requested to see a "daylighting study carried out to see the impact of the scheme on 35, 37, 39 Chapeltown St." - A small minority of respondents felt the towers were not tall enough to impact the Manchester skyline and should be taller.	Different scales and massing options have been considered for the Proposed Development, the aim of which is to maximise the suitable use of the Site to create a viable scheme and minimise any negative impacts on adjacent land uses and the environment, whilst providing public benefits. This area, near Piccadilly Station, has been identified by Manchester City Council as a priority for regeneration with significant potential for development. This is clearly embedded into local planning policy and moreover, the area has been subject to successive Strategic Regeneration Frameworks (SRFs) which over several years have identified and developed the strategy for capitalising on the potential of the area around Manchester's principal transport hub. The design team has undertaken detailed analysis informed by expert heritage, overshadowing and wind microclimate advice to design a more sensitive, fitting response to the Site's context, which have been submitted with the Application. Options have been considered to find the best solution that delivers a high-quality building that respects both its City Centre and neighbouring communities. Where the taller element of the massing sits on the corner of Store Street and Sparkle Street, the SRF has identified this as commercial which can rise to 20 (commercial) storeys, whilst heights up to 12 (residential) storeys is identified on the remaining segment of the site area.

Topic	Applicant Response
	To contextualise these indicative height parameters, Simpson Haugh have undertaken an exercise which draws on examples of high-density office schemes in Manchester and seeks to demonstrate what the typical height of a 'commercial storey' equates to in metres, therefore helping to establish height equivalent indicative height parameters for residential. The proposed building height is 86.25m which is below the datum of an average GF+19+RF storey commercial building. Therefore, it can be demonstrated that the Proposed Development is compliant with parameters set by the approved SRF. Furthermore, it is also important to understand the existing and emerging context of development coming forward as the surrounding area undergoes regeneration. Behind the existing Oxygen tower (32 storeys) future developments of scale are under construction such as The Castings (25 storeys), Victoria House (25 storeys) and the Fairfax (29 storeys), establishing new height datums to the east.
Parking	
Several comments note that a lack of car parking on the development will lead to more cars parked on the street and increased traffic. Some suggest this may be an accessibility problem for disabled people.	The site offers excellent connectivity in terms of sustainable transport options. The proposed development is only 100 metres from Manchester Piccadilly train station, providing access to local, regional and national rail services as well as access to Metrolink linking to wider areas in Greater Manchester. Nearby there are also several bus stops providing services across Greater Manchester including the free city centre shuttle bus services located adjacent to the train station. Also, as part of our commitment to support sustainable transport options, there are 359 secure cycle spaces (one per home) as part of the Proposed Development. As part of the proposals, a loading bay, two accessible bays, and car club space will be provided in the vicinity of the site. This will require the relocation of four existing Pay & Display (P&D) on-street parking bays. Under the current proposals, one space will be relocated further along Store Street whilst the remaining three will be relocated to Sparkle Street. Two accessible bays will be provided outside the Proposed Development on Store Street. There are also no parking restrictions for blue badge holders, where drivers displaying a blue badge can use pay-and-display bays across Manchester City Centre for free and for an unlimited time. Furthermore, those with limited mobility could also utilise the two on-street spaces listed above. In terms of parking, the surrounding area comprises of on-street parking where parking charges apply Monday to Sunday 8am to 8pm. Given the long maximum-stay limit of 10 hours, it is predicted that these facilities could be

Topic	Applicant Response
	used by visitors, depending on availability. It is unlikely that residents in the Proposed Development would use these spaces due to cost and availability of more sustainable alternatives. The area is supported by several publicly available car parks situated within a walking time of approximately 10 minutes from the site. Traffic modelling has been undertaken and has demonstrated that the proposed development could result in an increase of 12 and 16 two-way vehicular trips in the AM and PM peaks respectively. As such, any vehicular impact would be negligible on the surrounding area from a highways, traffic, and transportation perspective.
Noise	
Comments concerned about the noise impact on residents caused by construction as well as additional noise to the area, which would negatively impact on residents' enjoyment.	A Noise and Vibration Assessment has been prepared for the application. Noise affecting the development has been assessed in accordance with the relevant guidance. A Construction Management Plan will be developed to minimise impacts on surrounding properties and roads. In general terms, construction will be limited to normal working hours in line with Manchester City Council Guidance (8am to 5pm Monday to Friday, and 8.30am to 1pm Saturday), with noisy works avoided on Sundays and Bank Holidays. Any works that need to take place outside of these hours will need to be agreed in advance with MCC's out of hours working team. Residents will be notified of any exceptions to this and kept up to date with general progress on the site – including notice of any major works. The CMP details the measures that will be put in place to reduce and mitigate the impacts of construction in terms of noise and vibration (including the use of silencers or mufflers, barriers and careful location of plant and deliveries) and dust (including screening, control of surfaces and wheel and body wash facilities). The design of the development is considered to be acceptable subject to the adoption of acoustically upgraded glazing and ventilation. Appropriate limits for noise from mechanical plant have been calculated based on measured noise levels at the site and guidance given in building regulations. As advised in the NPPF and Manchester's Core Strategy, appropriate noise levels have been established and no additional noise levels have been identified post completion. The Proposed Development also accounted for the noise effects on surrounding amenities with no significant impacts and which are aligned with the levels set by building regulations.

Topic	Applicant Response
	On this basis the proposals comply with the relevant noise and vibration policies, supporting the approval of this development.
Property Prices	
Many residents of nearby buildings were concerned that the development will negatively impact the resale value of their property.	The existing Site has a negative effect on the character of the area and effectively creates a 'gap-site' between the key areas of Manchester such as Piccadilly Station acting as an arrival point for many visitors with the vibrant, sought after Ancoats and New Islington. The Site itself will help to contribute to the ambitions set within the SRF by creating a new, best-in-class residential community within a 'neighbourhood of choice' on land that is currently limited by its existing use. Building on the success of recently approved applications for development coming forward in this part of the City Centre and also building upon the success of other new high density residential neighbourhoods in Central Manchester, Sparkle Street will further help to forge the area as a vibrant neighbourhood and will provide a catalyst for other schemes to come forward and unlock the area's economic potential. Overall, this will help to create a more attractive and desirable area of those looking to live in the City Centre.
Outdoor Gardens	
Comments expressing concern that the rooftop garden could overlook the bedrooms of nearby apartments, causing loss of privacy. A comment suggesting this be mitigated by the installation of screens or plants around the edge of the terrace.	The building footprint is defined by the Store Street and Sparkle Street, as well as separation distances between the Proposed Development and the nearby apartments at Chapeltown and Wharf Close. In response, the proposed building line has been set back by between 15m and 20m from the nearest of these facades.
Comments suggesting that use of the rooftop terraces be restricted after 11pm to reduce noise.	
	Consideration has been given to ways of reducing direct overlooking by seeking to organise internal rooms so that living spaces are not arranged opposite bedrooms. The Proposed Development has been carefully designed to minimise the potential for overlooking into surrounding properties. The closest residential building is Wharf Close, which is located immediately to the south of the Proposed Development. It's envisaged that the building will be a high-quality Build to Rent development, managed by an experienced operator. As such, communal areas will be actively managed, and it would not be in the interests of the other residents within the development – as well as for neighbours – for the outdoor amenity spaces to be used in an anti-social way. The use of the terrace areas will also likely be controlled by way of planning condition to confirm hours and type of activities allowed.
Wildlife & Sustainability	
Comments suggesting that the development would result in a net reduction of trees in the area. One comment	The proposed public realm to be delivered as part of the Proposed Development will lead to a biodiversity net

Topic	Applicant Response
stating that this would be in contravention of the Local Government Strategy: Making Manchester Fairer.	gain, contributing to MCC's objectives to enhance and increase biodiversity across the City. The planting design
A comment noting that other developments whose plans have included trees were unable to plant them due to utilities running beneath the pavements. Suggests that if this is the case on Store Street, to use planters to ensure new trees are delivered.	has been a key consideration from the outset of the proposals, not only in the choice and size of species but to also ensure their successful establishment and long-term health and vigour. Selected species of trees have been chosen which are tolerant to the existing urban
Three comments concerned about potential detrimental effects on local bird populations. One noting the presence of bats and foxes in the area and one stating a colony of finches has already been displaced by a neighbouring development on Store Street.	environment whilst also responding architecturally to the Proposed Development and still capturing the character of the space in which they are planted.
	Utilities surveys have been undertaken to explore the opportunity to include street trees which are planted into the ground along Store Street and have demonstrated that due to underground services this will not be feasible. Whilst the Proposed Development will result in the removal of 10 low quality trees or shrubs from the Site, their loss will be replaced by 27 new street trees on Store Street and within the new shared terrace areas at level 1. Across the different areas of the Site, a total of 27 trees will be planted. An ecology survey was undertaken in respect of the Proposed Development which concluded that the Site contains no statutory nature conservation sites, none are within 1km of the site and those situated further afield are considered unlikely to be impacted by the Proposed Development. The habitats and plant species recorded within the Site are widespread and common throughout Greater Manchester and the UK. The survey indicated that the Site was considered to be of 'low' suitability for use by foraging bats, and is of negligible suitability for foraging bats. No presence of foxes or finches were recorded on the Site. The Site is however suitable for use by nesting passerine birds and hedgehog. During the construction phase, the contractor will follow the ecologist's recommendations to protect any encountered species. Redevelopment at the site will provide an opportunity to secure ecological enhancement for fauna typically associated with urban areas such as breeding birds and roosting bats. Further information can be found in the Landscaping Strategy prepared by Reform and the Ecological Report prepared by ERAP.
Wind	
Some comments concerned that in conjunction with other tall buildings on Store Street, it would create a 'wind tunnel' effect.	A computational study was conducted to assess the potential impact of the Proposed development on the Wind Microclimate. Conditions have been assessed on local thoroughfares, building entrances (both for the Proposed Development and surrounding buildings) as well as amenity spaces and terraces.

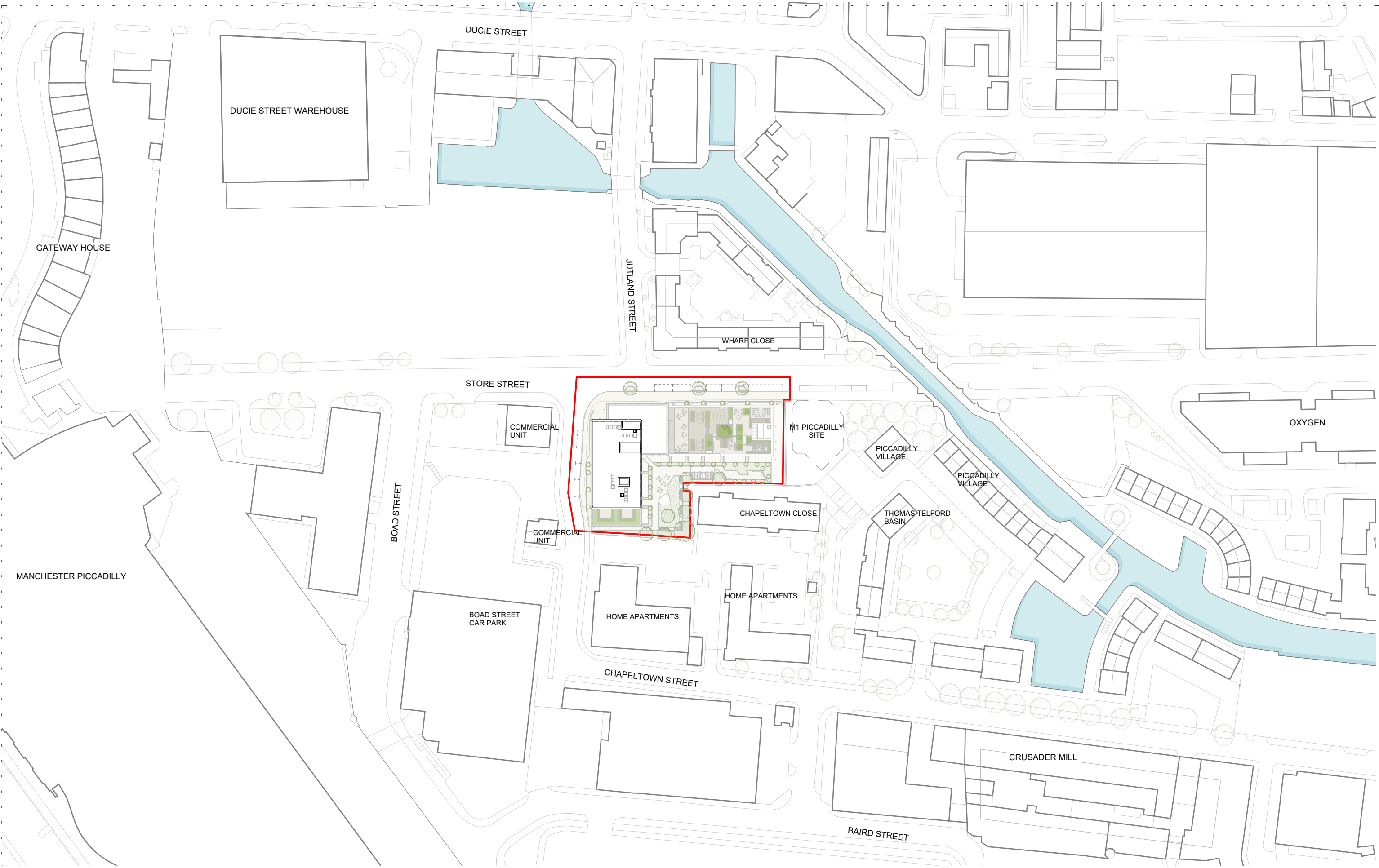
Topic	Applicant Response
	The study concluded that the conditions are suitable for existing and planned uses from a safety and comfort perspective in and around the site with suitable mitigation in place.
Infrastructure	
Several comments suggesting that infrastructure and amenities (such as supermarkets and healthcare) in this area are already congested, and that 359 new homes would put a lot of extra strain on them.	The introduction of new residents into the area may create an additional demand for local facilities and services, however, given the city centre location, high levels of accessibility to public transport, availability and proximity of open space, health clinics and educational facilities that this will not be significant. It should also be noted that the Manchester Piccadilly SRF identifies further opportunities for commercial / retail / leisure uses to be developed (primarily located adjacent to the new station) in the future in order to increase the level of amenity being offered for the neighbourhood.
Need	
Comments questioning the need for more apartments in this area. Two noting that nearby residential developments remain unoccupied or unfinished.	In its existing context, the surrounding area in which the Site is located is predominantly residential with Piccadilly Village to the south as well as other urban residential buildings along Store Street all the way up to Great Ancoats Street and beyond. As highlighted within the Manchester Piccadilly SRF the Site is located within 'Piccadilly Central', which envisages a dense, mixed-use district focused on high quality public space, with supporting social infrastructure. In this area, a mixture of uses is promoted across the regeneration area in order to create a diverse urban life whilst ensuring economic sustainability. The Proposed Development is a high density residential scheme comprising of a range high quality 1, 2 and 3 bed apartments for those seeking to live close to the City Centre and the social and economic benefits that provides. There is a clearly identified need for City Centre housing in order to meeting residential demand as identified within MCC's Core Strategy and their complementary Housing Strategy as well as in Greater Manchester Combined Authorities' recently adopted 'Places for Everyone' plan which emphasises the City Centre as providing the majority of new homes for the region. As aforementioned, residential uses are also identified within the Manchester Piccadilly SRF.
A comment stating the designs contain too many one- and two-bedroom apartments, and too few homes suitable for families – noting that there is much more demand for the latter in Manchester.	
Affordability	
Many comments expressing disappointment at the lack of affordable housing provision.	The scheme has been fully costed and is viable and the amount of affordable housing is being independently assessed and will be further scrutinised by a third party, appointed by the Council, during determination of the proposals.
A comment suggesting homes under the development should not be sold under buy-to-let.	

Topic	Applicant Response
	However, as Manchester continues to grow and become a thriving and popular city, the creation of new homes, especially in such a key sustainable location of Manchester City Centre, helps in meeting the sustained demand for new homes in the city and ensures prices do not rise unduly because of undersupply. The scheme will support the growing economy in Manchester. The forecasted economic growth of Manchester indicates the employment opportunities will be concentrated in the city centre. In addition, during the construction phase, employment opportunities will be created. Overall, the Proposed Development will create a total 105 FTE jobs per annum during the construction phase and a total of 5 FTE's once operational. During the construction phase alone, a total of c.£22.3 GVA will be added to the economy. During the operational phase, it is expected that the Proposed Development will secure c. £630,000 per annum in Council Tax receipts and a further £6.84m will be spent back into the local economy through resident expenditure.

4. Summary and Conclusions

- 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 presents an exciting opportunity to achieve the ambitions set out within the Manchester Piccadilly SRF. 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 strategic 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



DO NOT SCALE OFF DRAWING. REFER TO INDICATED DIMENSIONS ONLY.
DRAWING TO BE READ IN CONJUNCTION WITH SHP SPECIFICATION.
INDICATIVE DETAILS TO ILLUSTRATE VISUAL INTENT ONLY. ALL TO CONTRACTORS DESIGN.
ALL DETAILS TO BE COORDINATED WITH ADJACENT TRADES AND SE MHE ENGINEER DETAILS.
THE CONTRACTOR IS RESPONSIBLE FOR MEETING THE SPECIFIED PERFORMANCE CRITERIA.

— Planning boundary



Sparkle Street

PLANNING ISSUE

Site Wide - Proposed Site Plan

10413-SHP-Z0-A-B5D8-G100-PL-XX-001

August 2023

10413

P01

1 : 1250 @A3

simpsonhaugh

Manchester
+44 (0)161 835 2345

London
+44 (0)20 7549 4000

Appendix 2 - Consultation Leaflets

Share your views

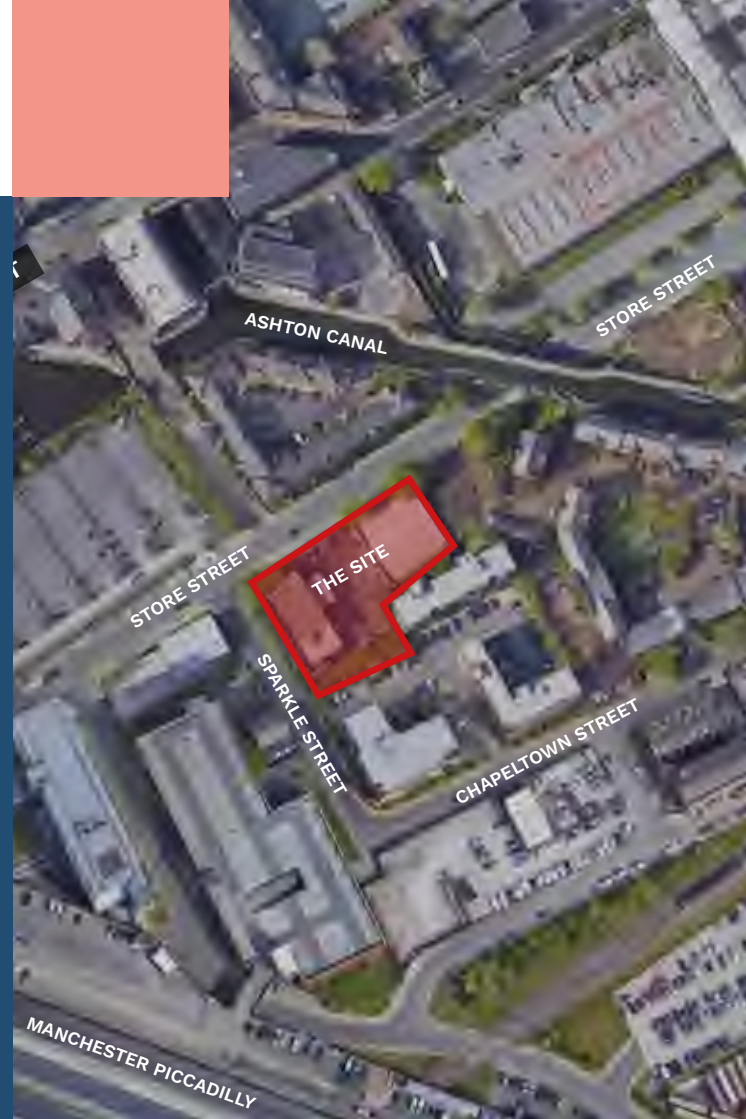
On our plans for Sparkle Street, Manchester

Developer and contractor JRL Group and development manager Central and Urban, are bringing forward proposals for a high-quality residential development, bringing life to a currently disused site on Sparkle Street, in Manchester City Centre.

Our proposals involve developing approximately 359 residential homes, comprising of a part 10, part 28-floor residential building and several townhouses that will integrate with and complement the surrounding area.

As part of the plans, there will also be residential gardens and a new street frontage enhancing the overall area.

We'd love to hear your views on our proposals as we continue to refine these plans before applying for planning permission.



Get Involved

Our consultation will be open from Monday 10 July to Sunday 23 July 2023.

All of the information about the proposals can be found by visiting our website:
www.sparklestreetconsultation.co.uk.

Here you'll also find a link to an online questionnaire should you wish to provide feedback on our plans.

Alternatively, you can also provide feedback by emailing us at **info@sparklestreetconsultation.co.uk**.

Drop-in event

As part of the consultation, we'll also be hosting a drop-in event on **Thursday 20 July** at the **Malmaison Hotel** (1-3 Piccadilly, Manchester M1, 3AQ) between **4pm-7pm**.

The event will be open to members of the public and will be an opportunity to find out more about the proposals, talk to members of the project team, and provide feedback on our plans.

Your feedback is important to us and we look forward to hearing from you.

Return address if undelivered:
Counter Context, Colony
Jactin House, 24 Hood Street,
Manchester, M4 6WX

Appendix 3 - Consultation Boundary



Appendix 4 - Consultation Webpages / Brochure

Introducing proposals for Sparkle Street

Welcome to our consultation website about our proposals for Sparkle Street.

Full service construction company JRL Group and development manager Central and Urban, are working with renowned architectural firm SimpsonHaugh to bring forward for a high-quality residential development, bringing life to a currently disused site on Sparkle Street, in Manchester City Centre.

Situated directly adjacent to Manchester Piccadilly train station, the city's main transportation hub, the disused site on Sparkle Street presents an exciting opportunity to contribute to the city's growth as well as provide much-needed new homes in Manchester City Centre.

Our proposals involve developing approximately 359 high-quality residential homes, comprising of a part 10, part 28-floor residential building and several townhouses that will integrate with and complement the surrounding area. As part of the plans, there will also be residential gardens and a new street frontage enhancing the overall area.

You can use this consultation website to learn more about these proposals and provide your thoughts via our feedback form below.



VIEW FROM STORE STREET

Our Location

The proposed development site is located adjacent to Sparkle Street and Store Street, and it is approximately 0.25 hectares in size.

Located roughly 100 metres north of Piccadilly Railway Station in Manchester City Centre, the site provides excellent connectivity with convenient access to local, regional and national rail services as well as access Metrolink, all within a desirable city centre setting.

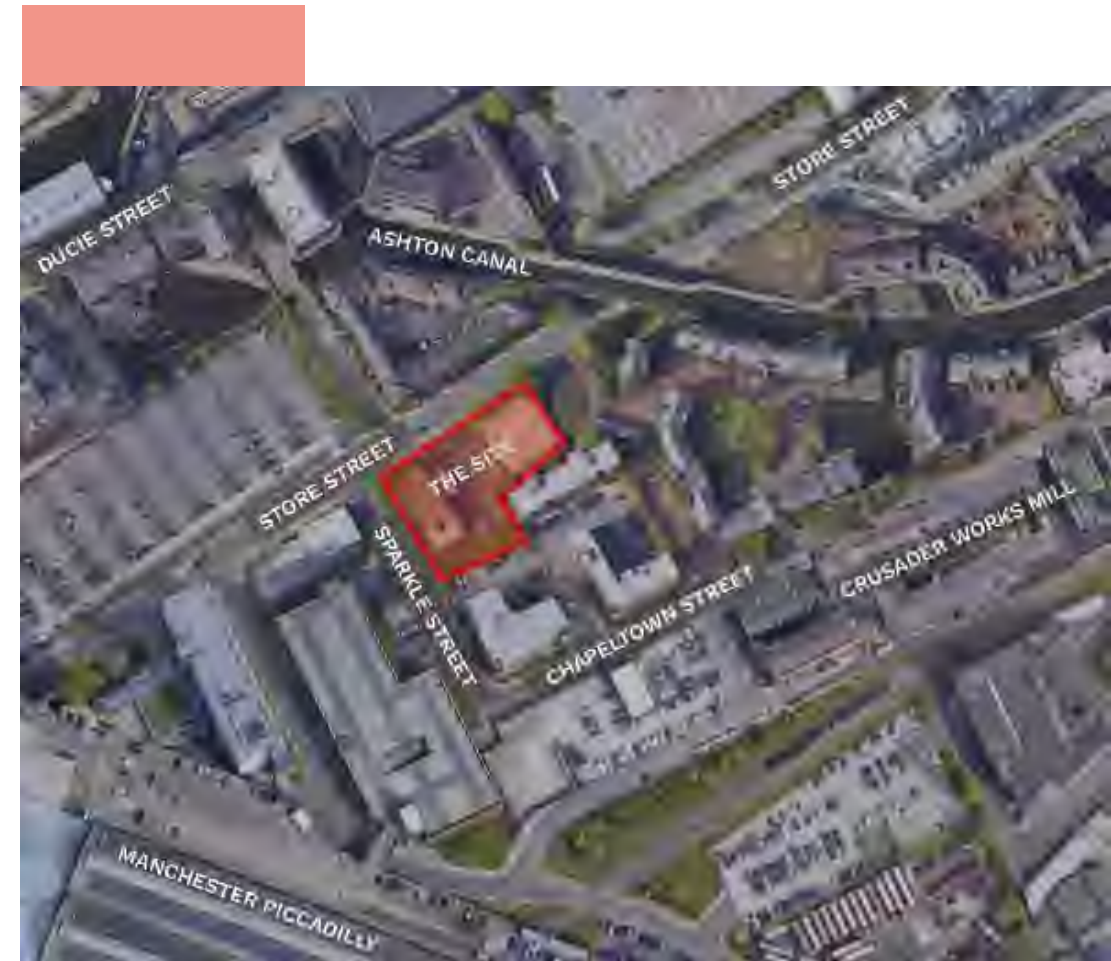
The site is also conveniently positioned on the key route of Store Street which connects the heart of the city centre through to Ancoats, New Islington, East Manchester and beyond.

Currently, the site is largely unoccupied, with two buildings that are partly used for storage and distribution. The current buildings are unattractive and unfitting with the overall appearance of the area. As part of the proposals, these former buildings will be demolished to make way for residential development.

The Sparkle Street development is part of a wider transformation taking place in the area, with several notable recent developments shaping the landscape. For instance, the nearby Mayfield Depot has been repurposed into a thriving cultural and commercial hub, breathing new life into the surrounding area as well as the creation of Mayfield Park, providing a new urban oasis for nearby residents and visitors.

Additionally, numerous hotels, residential and mixed-use developments have been established in line with the Piccadilly East Framework, bringing a renewed sense of vitality to the neighbourhood.

These recent developments highlight the growing momentum and investment in the area, demonstrating the significance of the Sparkle Street project as a catalyst for further positive change.



MAP SHOWING THE LOCATION OF THE SITE

Regeneration context

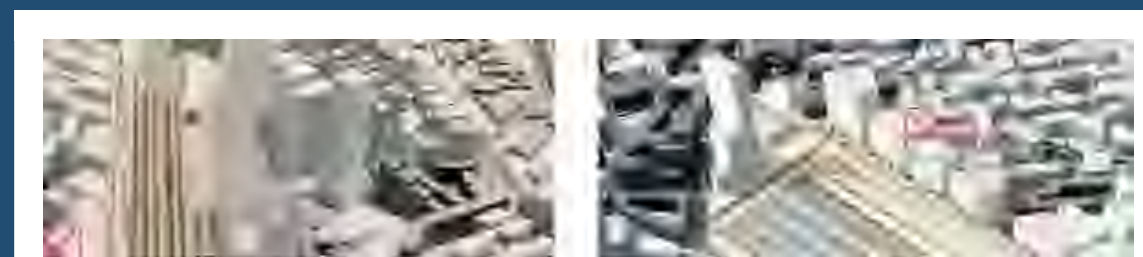
Boosting Manchester as the place to be

Manchester has been undergoing a significant regeneration journey in recent years, with a focus on revitalising key areas and enhancing the city's overall appeal. The regeneration efforts aim to create sustainable communities, boost economic growth, and improve the quality of life for residents.

Within this wider context, our Sparkle Street development represents a key component of the ongoing regeneration initiatives, contributing to the ongoing transformation of Manchester into a thriving and dynamic city, and providing significant improvements locally.



MAP SHOWING THE SITE LOCATION WITHIN PICCADILLY CENTRAL SRF AREA



Manchester Piccadilly Strategic Regeneration Framework

The Sparkle Street development aligns with the Manchester Piccadilly Strategic Regeneration Framework (SRF), which provides a comprehensive vision for the regeneration of the area surrounding Manchester Piccadilly train station and the proposed HS2 station. The SRF outlines key objectives and strategies for creating a sustainable, vibrant, and well-connected urban environment.

The SRF also provides guidance on land use and heights, in respect of the new development. However, it also proposes the realignment of Sparkle Street. Given the impracticality of moving Sparkle Street, the design has interpreted the guidance of the SRF but within the existing urban infrastructure grid.

The Sparkle Street development will also benefit from the improved connectivity and enhanced transport links that the wider HS2 project brings to Manchester.



MANCHESTER PICCADILLY SRF MASSING VIEWS

Our Proposals

Our vision for Sparkle Street

Our proposals for Sparkle Street will create a new residential community with outdoor communal spaces, including:



359 new homes in a part 10, part 28-storey building to meet a range of needs and responding to local demand

Focused on one- and two-bedroom apartments, and a number of two- and three-bedroom townhouses fronting Store Street.



Great residential amenities to support relaxation and wellbeing, while helping to foster a sense of community.

Including a ground floor and 10th amenity areas, roof terrace areas on the 1st and 10th floor, and amenity area at level 26 with panoramic views over the city.



Sustainable transport options

Approximately 100 metres from Manchester Piccadilly train station providing access to local, regional and national rail services.

Metrolink access.

359 secure cycle spaces (one per home).

Nearby several bus stops, providing services across Greater Manchester, including the free city centre shuttle bus service located adjacent to the train station.

On-street car parking provision (including spaces for disabled people).

Housing mix

Our development on Sparkle Street will offer a well-balanced housing mix, catering to a variety of needs and preferences. The breakdown of the housing mix is as follows:



Apartments: Our proposals include 354 high-quality apartments, ranging from one-bedroom units to two-bedroom homes. These apartments will provide modern and comfortable living spaces, featuring high-quality finishes and amenities.



Townhouses: As part of the proposals, there will be 5 townhouses on Store Street integrated into the 10-storey element of the building. With their own front doors and outdoor spaces, the townhouses will provide a unique living experience for families and individuals seeking a more traditional-style home within the heart of the city.



28-floor residential building: The 28-floor residential building will redefine the Manchester skyline whilst also blending in and complement the heritage of the surrounding area. Rooftop terraces for residents will also be included on the 1st and 10th floors.



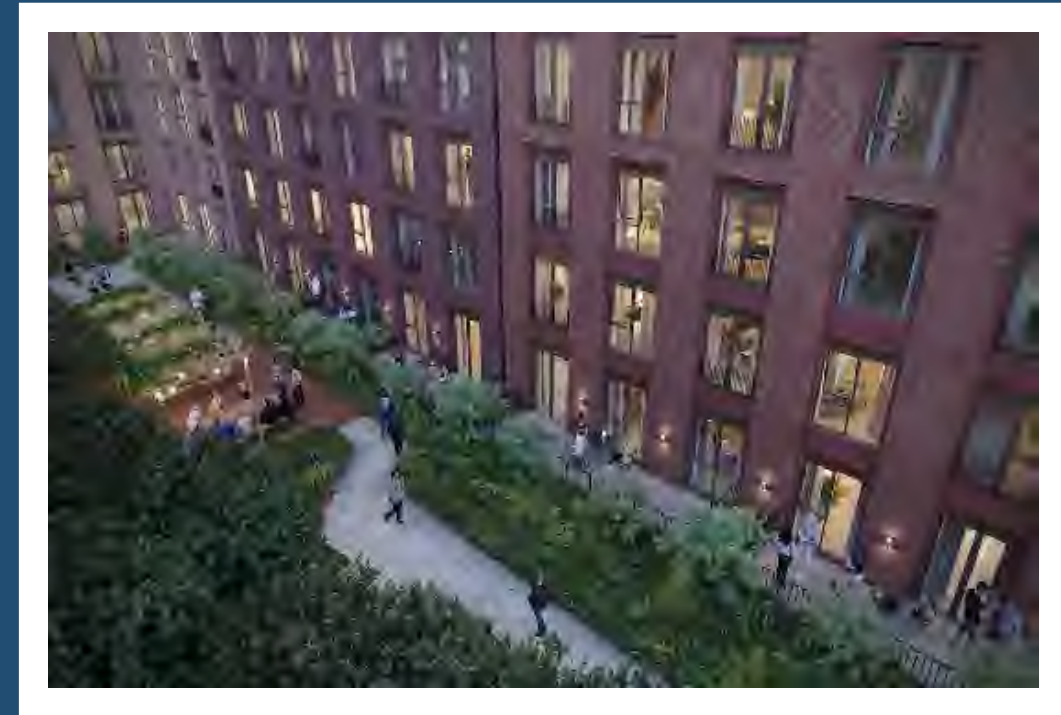
VIEWS OF THE BUILDING AND RESIDENTIAL AMENITY SPACE FROM THE SOUTH



Parking: Our development will provide ample cycle parking to promote sustainable travel. There will also be on-street parking, including a number of disabled car parking spaces.



LEVEL 1 PLAN



Design

Height and massing

By incorporating a part 10, part 28-storey building, we aim to achieve a landmark building that respects the scale and context of the area while offering a visually striking addition to the skyline.

Variations on height also contributes to the varied scale and massing that is characteristic to area, and the reduced height of the building on the eastern site provides increased levels of natural light and establishes an appropriate townscape relationship.

Façade and materials

A careful selection of brick colours and other materials are proposed to ensure that the building fits in seamlessly with its surroundings and complements existing buildings in the area such as Ducie Street Warehouse and Piccadilly Basin, while helping to preserve the character of the neighbourhood.

Meanwhile, variation in façade textures and details, as well as a mix of brick and metal in building façades, will help give

Consideration of microclimate

The development has been designed to ensure levels of sunlight and daylight in neighbouring properties that are consistent with a city centre environment.

We are undertaking a thorough analysis of the microclimate impacts associated with the development including overshadowing and wind impacts.

the building a unique and high-quality character.



EMERGING DEVELOPMENT CONTEXT, INCLUDING DEVELOPMENTS
CONSENTED (YELLOW) AND UNDER CONSTRUCTION (BLUE)



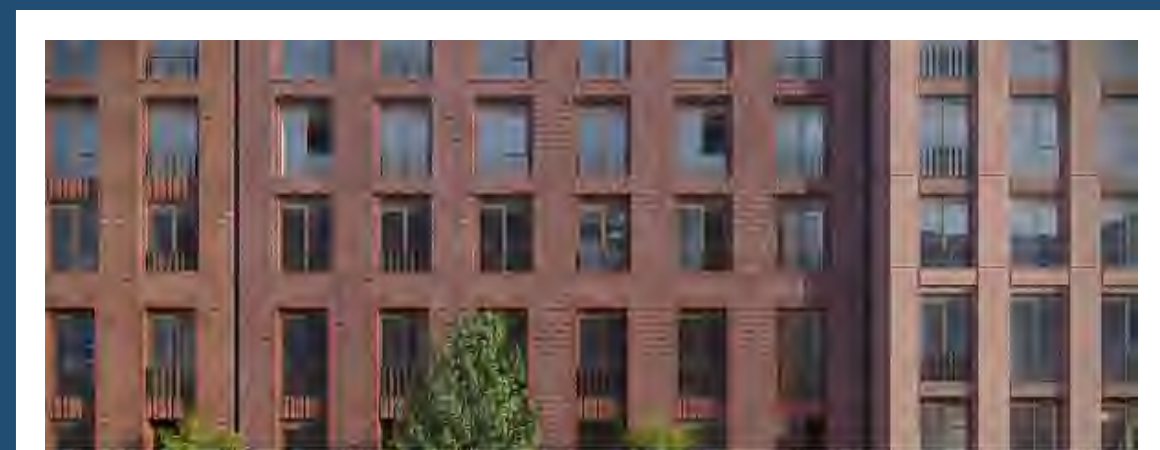
EXISTING BUILDINGS IN THE AREA

Landscaping and streetscape

Our landscape proposals for the site aim to create a green and inviting environment that enhances the wellbeing of residents as well as enhance the surrounding area.

Here's an overview of our plans:

- The landscape proposals along Store Street aim to enhance the pedestrian experience through a more legible and comfortable streetscape, with new trees and public seating.
- The frontage is further enhanced by a series of townhouse terraces, whose boundary treatment includes small trees and hedge planting to provide privacy for the residents.



- The streetscape along Sparkle Street also includes new low-level planting and small trees, thus extending the local green infrastructure.
- The private terraces will offer a variety of uses to residents in the form of an open lawn, for small gatherings and informal leisure activities, a seating area with a covered shelter and various places to sit and dwell. High-quality and diverse planting will frame these spaces to provide biodiversity and positive visual amenity, whilst responding to the site's microclimate conditions. The private terraces overlooking this space will contribute to fostering a sense of community among the residents, with low-level planting to provide screening and privacy where appropriate.

To learn more about our proposals, please click the link below.

[CLICK HERE TO READ FULL PROPOSALS](#)



BUILDING FRONTAGE ON STORE STREET



RESIDENTIAL AMENITY SPACE



Appendix 5 - Consultation Boards

Welcome

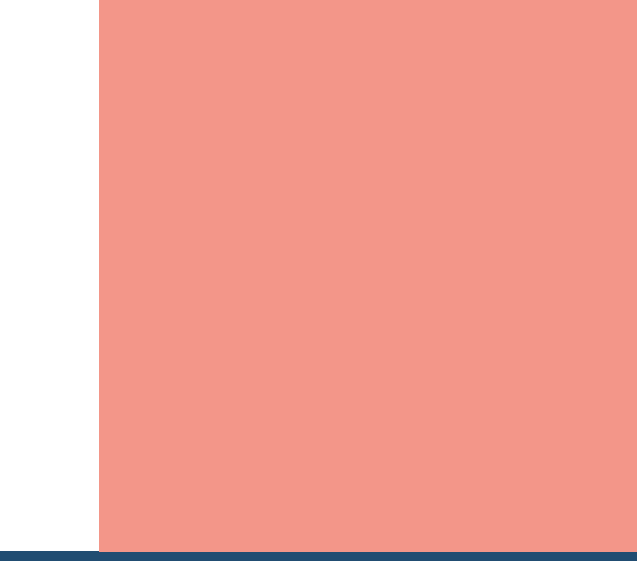
We're excited to present our proposals for a high-quality residential development, bringing life to a currently disused site on Sparkle Street, in Manchester City Centre.

Full service construction company JRL Group and development manager Central and Urban are working with renowned architectural firm SimpsonHaugh to bring forward these proposals.

Situated directly adjacent to Manchester Piccadilly train station, the city's main transportation hub, the disused site on Sparkle Street presents an incredible opportunity to contribute to the city's growth and provide much-needed new homes in Manchester City Centre.

Our proposals involve developing approximately 359 residential homes, comprising of a part 10, part 28-floor residential building and several townhouses that will integrate with and complement the surrounding area. As part of the plans, there will also be residential gardens and a new street frontage enhancing the overall area.

We'd love to hear your views on our proposals as we develop them before submitting a planning application. Have a look around and tell us what you think!



VIEW FROM STORE STREET

About JRL Group

JRL Group is a privately owned construction group that was founded in 1996 as a groundworks and reinforced concrete frame company. Over the last 27 years, the group has expanded its design, specialist contracting, manufacturing and plant hire companies to provide a holistic, all-encompassing in-housing contract solutions for their clients. The group's activities are under the direct day to day leadership of the board with the company structured to provide a flexible and progressive engagement model with the ability for clients to engage with all or part of the group to fit their individual requirements and project timelines. JRL Group have delivered in excess of 7000 homes and have been operational in Manchester since 2018, with its main contractor division Midgard and the wider group active across numerous BTR projects in the City.

About Central and Urban

Central and Urban is a UK based commercial and residential real estate developer and development management company. The team has extensive experience in multiple asset classes and has developed many iconic buildings in partnership with both private equity and the UK's largest institutional investors. The Central and Urban team have significant experience working in Manchester and have delivered numerous developments across the city. The team deliver at every stage of the development process, from land acquisition, due diligence and viability, planning, multi-disciplinary design and consultant team management, main contractor negotiations, funding and project delivery.

The Location

The proposed development site is located adjacent to Sparkle Street and Store Street, and it is approximately 0.25 hectares in size.

Located roughly 100 metres north of Piccadilly Railway Station in Manchester City Centre, the site provides excellent connectivity with convenient access to local, regional and national rail services as well as Metrolink, all within a desirable city centre setting.

The site is also conveniently positioned on the key route of Store Street which connects the heart of the city centre through to Ancoats, New Islington, East Manchester and beyond.

Currently, the site is largely unoccupied, with two buildings that are partly used for storage and distribution. The current buildings are unattractive and unfitting with the overall appearance of the area. As part of the proposals, these buildings will be demolished to make way for residential development.



MAP SHOWING THE LOCATION OF THE SITE

The Sparkle Street development is part of a wider transformation taking place in the area, with several notable recent developments shaping the landscape. For instance, the nearby Mayfield Depot has been repurposed into a thriving cultural and commercial hub, breathing new life into the surrounding area as well as the creation of Mayfield Park, providing a new urban oasis for nearby residents and visitors.

Additionally, numerous hotels, residential and mixed-use developments have been established in line with the Piccadilly East Framework, bringing a renewed sense of vitality to the neighbourhood.

These recent developments highlight the growing momentum and investment in the area, demonstrating the significance of the Sparkle Street project as a catalyst for further positive change.



STORE STREET - SOUTH WEST



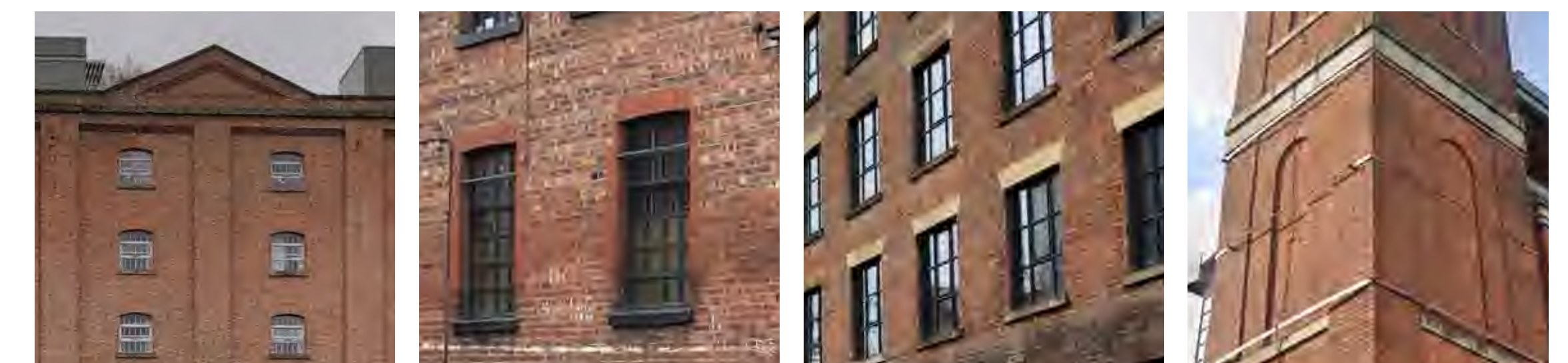
STORE STREET AND SPARKLE STREET JUNCTION



THE SITE



STORE STREET - NORTH EAST



EXISTING BUILDINGS IN THE AREA

Regeneration Context

Boosting Manchester as the place to be

Manchester has been undergoing a significant regeneration journey in recent years, with a focus on revitalising key areas and enhancing the city's overall appeal. The regeneration efforts aim to create sustainable communities, boost economic growth, and improve the quality of life for residents.

Within this wider context, our Sparkle Street development represents a key component of the ongoing regeneration initiatives, contributing to the ongoing transformation of Manchester into a thriving and dynamic city, and providing significant improvements locally.

Manchester Piccadilly Strategic Regeneration Framework

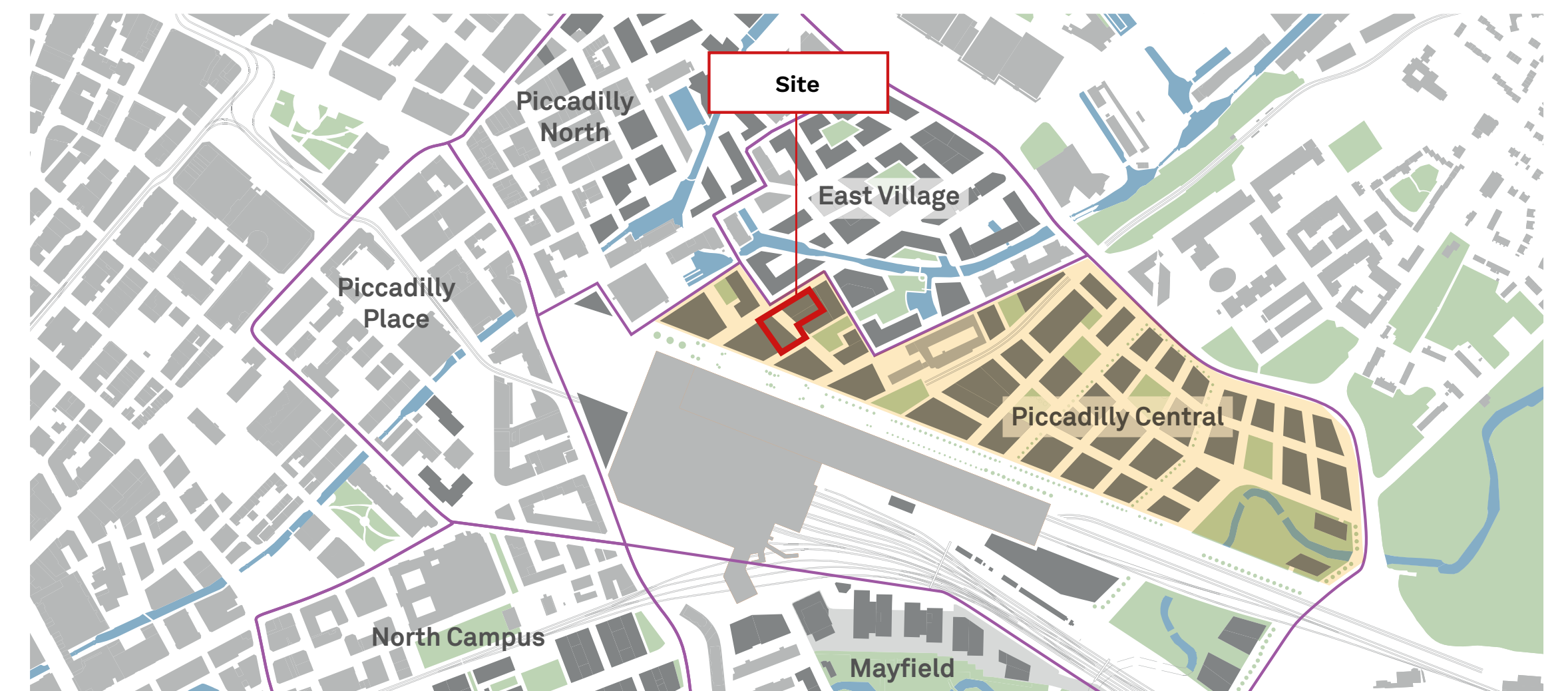
The Sparkle Street development aligns with the Manchester Piccadilly Strategic Regeneration Framework (SRF), which provides a comprehensive vision for the regeneration of the area surrounding Manchester Piccadilly train station and the proposed HS2 station. The SRF outlines key objectives and strategies for creating a sustainable, vibrant, and well-connected urban environment.

The SRF also provides guidance on land use and heights, in respect of the new development. However, it also proposes the realignment of Sparkle Street. Given the impracticality of moving Sparkle Street, the design has interpreted the guidance of the SRF but within the existing urban infrastructure grid.

The Sparkle Street development will also benefit from the improved connectivity and enhanced transport links that the wider HS2 project brings to Manchester.



VISUALISATION OF MANCHESTER PICCADILLY STATION



MAP SHOWING THE SITE LOCATION WITHIN PICCADILLY CENTRAL SRF AREA



MANCHESTER PICCADILLY SRF MASSING VIEWS

Our Proposals



359 new homes in a part 10, part 28-storey building to meet a range of needs and responding to local demand.

- Focused on one- and two-bedroom apartments, and a number of two- and three-bedroom townhouses fronting Store Street.



Great residential amenities to support relaxation and wellbeing, while helping to foster a sense of community.

- Including ground floor and 10th floor amenity areas, roof terrace areas on the 1st and 10th floors and an amenity at level 26 with panoramic views over the city.



Sustainable transport options

- Approximately 100 metres from Manchester Piccadilly train station providing access to local, regional and national rail services.
- Metrolink access.
- 359 secure cycle spaces (one per home)
- Nearby several bus stops, providing services across Greater Manchester, including the free city centre shuttle bus service located adjacent to the train station.
- On-street car parking provision (including spaces for disabled people)



STREET LEVEL VIEW FROM THE CORNER OF STORE STREET AND SPARKLE STREET



LANDSCAPING EXAMPLES

Housing Mix



Apartments:

Our proposals include 354 high-quality apartments, ranging from one-bedroom units to two-bedroom homes. These apartments will provide modern and comfortable living spaces, featuring high-quality finishes and amenities.



Townhouses:

As part of the proposals, there will be 5 townhouses on Store Street integrated into the 10-storey element of the building. With their own front doors and outdoor spaces, the townhouses will provide a unique living experience for families and individuals seeking a more traditional-style home within the heart of the city.



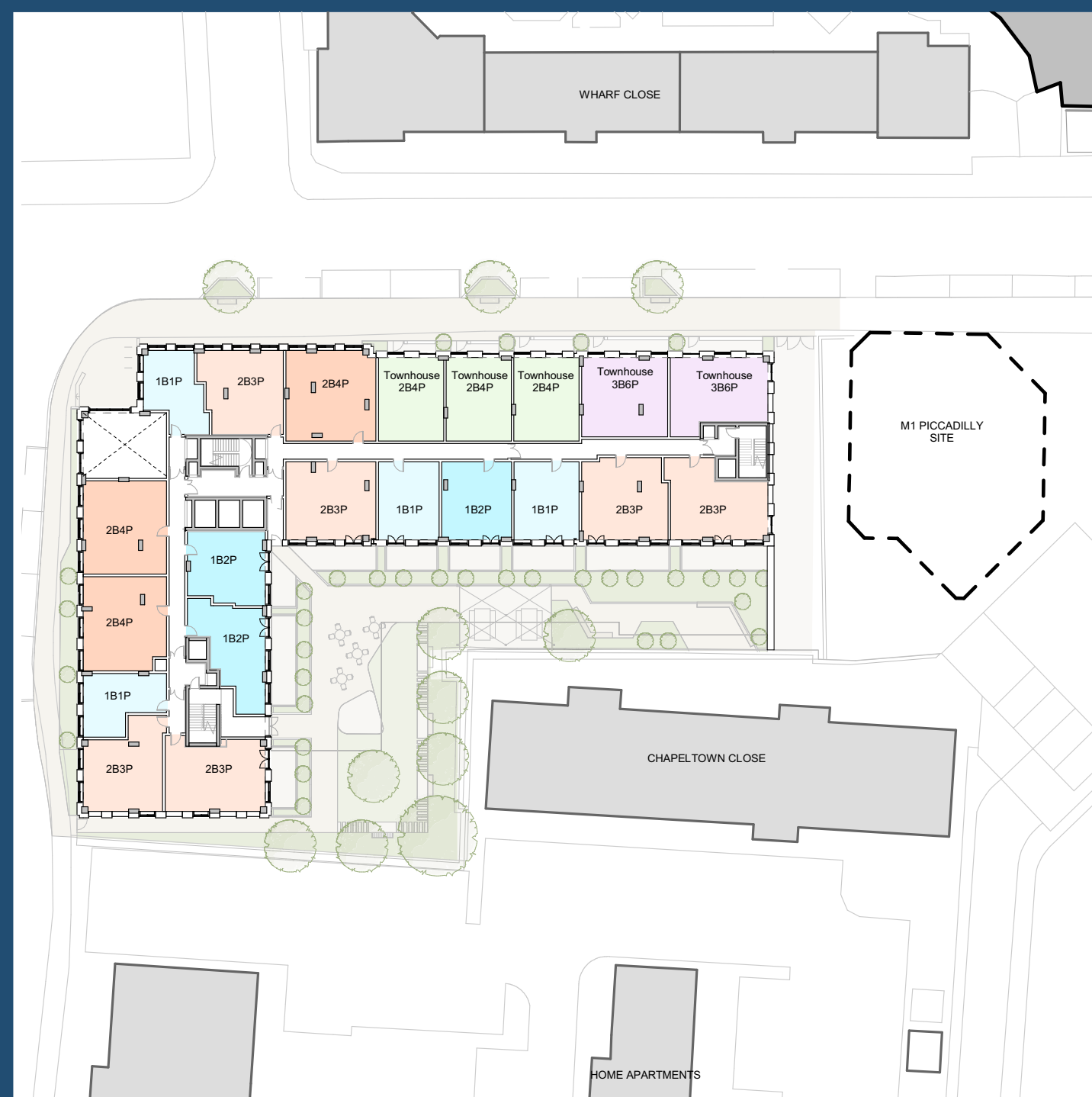
28-floor residential building:

The 28-floor residential building will redefine the Manchester skyline whilst also blending in and complementing the heritage of the surrounding area. Rooftop terraces for residents will also be included on the 1st and 10th floors.

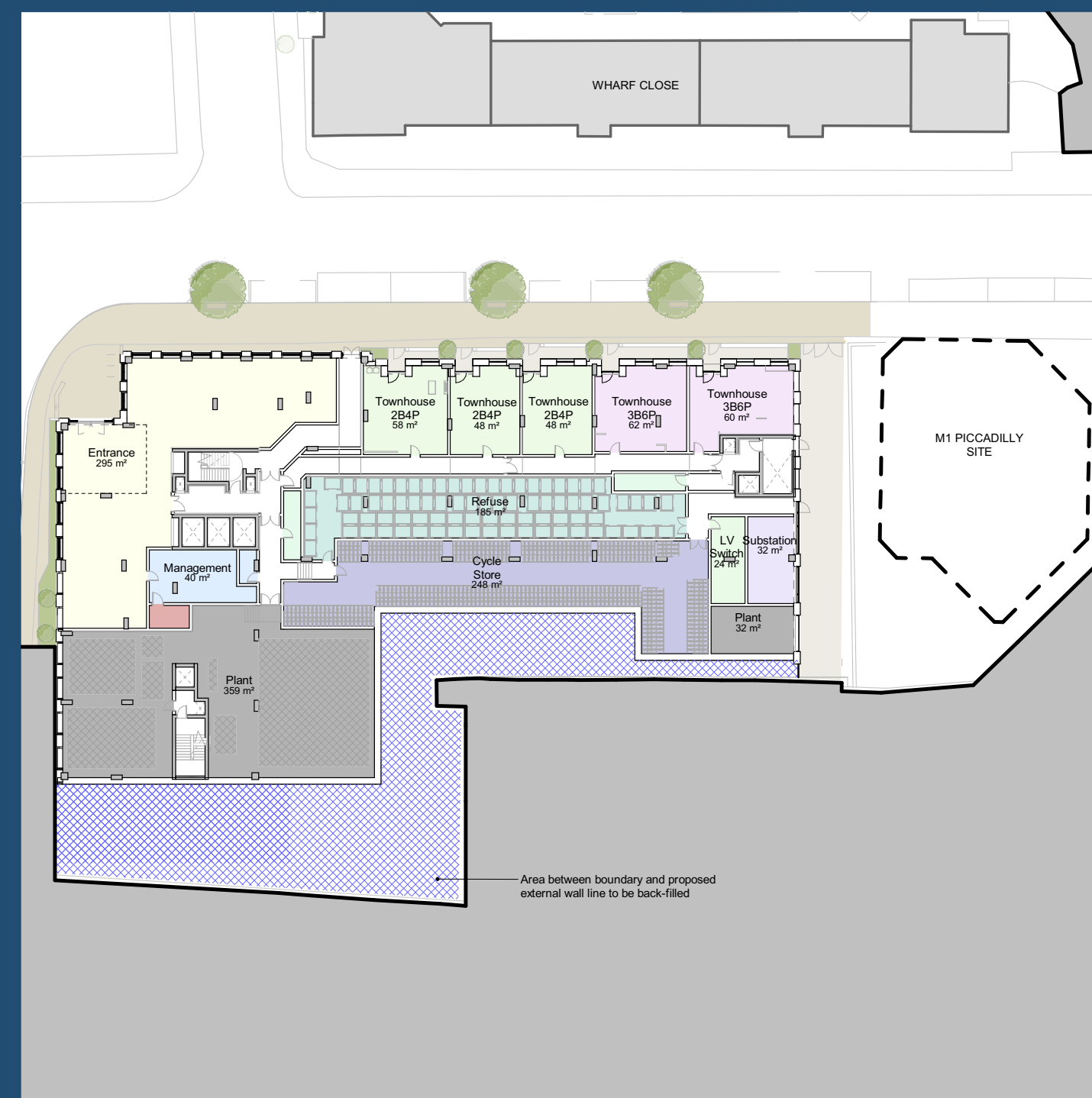


Parking:

Our development will provide ample cycle parking to promote sustainable travel. There will also be on-street parking, including a number of disabled car parking spaces.



LEVEL 1 PLAN



GROUND FLOOR PLAN



VIEWS OF THE BUILDING AND RESIDENTIAL AMENITY SPACE FROM THE SOUTH



Design

The design of the Sparkle Street development responds to the local character and heritage of the area whilst bringing new life to an underused site.

Height and massing

By incorporating a part 10, part-28-storey building, we aim to achieve a landmark building that respects the scale and context of the area while offering a visually striking addition to the skyline.

Variations on height also contributes to the varied scale and massing that is characteristic to area, and the reduced height of the building on the eastern side provides increased levels of natural light and establishes an appropriate townscape relationship.

Façade and materials

A careful selection of brick colours and other materials are proposed to ensure that the building fits in seamlessly with its surroundings and complements existing buildings in the area such as Ducie Street Warehouse and Piccadilly Basin, while helping to preserve the character of the neighbourhood.

Meanwhile, variation in façade textures and details, as well as a mix of brick and metal in building façades, will help give the building a unique and high-quality character.

Consideration of microclimate

The development has been designed to ensure levels of sunlight and daylight in neighbouring properties that are consistent with a city centre environment.

We are undertaking a thorough analysis of the microclimate impacts associated with the development including overshadowing and wind impacts.



EMERGING DEVELOPMENT CONTEXT, INCLUDING DEVELOPMENTS CONSENTED (YELLOW) AND UNDER CONSTRUCTION (BLUE)

EXISTING BUILDINGS IN THE AREA

Landscaping and Streetscape

Our landscape proposals for the site aim to create a green and inviting environment that enhances the wellbeing of residents and the character of the surrounding area.

Here's an overview of our plans:

- The landscape proposals along Store Street aim to enhance the pedestrian experience through a more legible and comfortable streetscape, with new trees and public seating.
- The frontage is further enhanced by a series of townhouse terraces, whose boundary treatment includes small trees and hedge planting to provide privacy for the residents.
- The streetscape along Sparkle Street also includes new low-level planting and small trees, extending the local green infrastructure.
- The private terraces on the 1st and 10th floors will offer a variety of uses to residents in the form of an open lawn for small gatherings and informal leisure activities, a seating area with a covered shelter and various places to sit and dwell. High-quality and diverse planting will frame these spaces to provide biodiversity and positive visual amenity, whilst responding to the site's microclimate conditions. The private terraces will contribute to fostering a sense of community among the residents, with low-level planting to provide screening and privacy where appropriate.

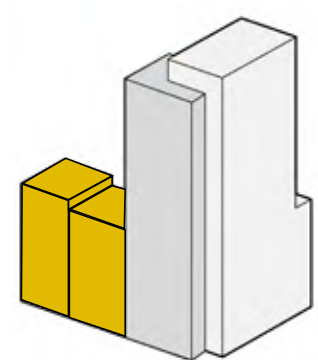
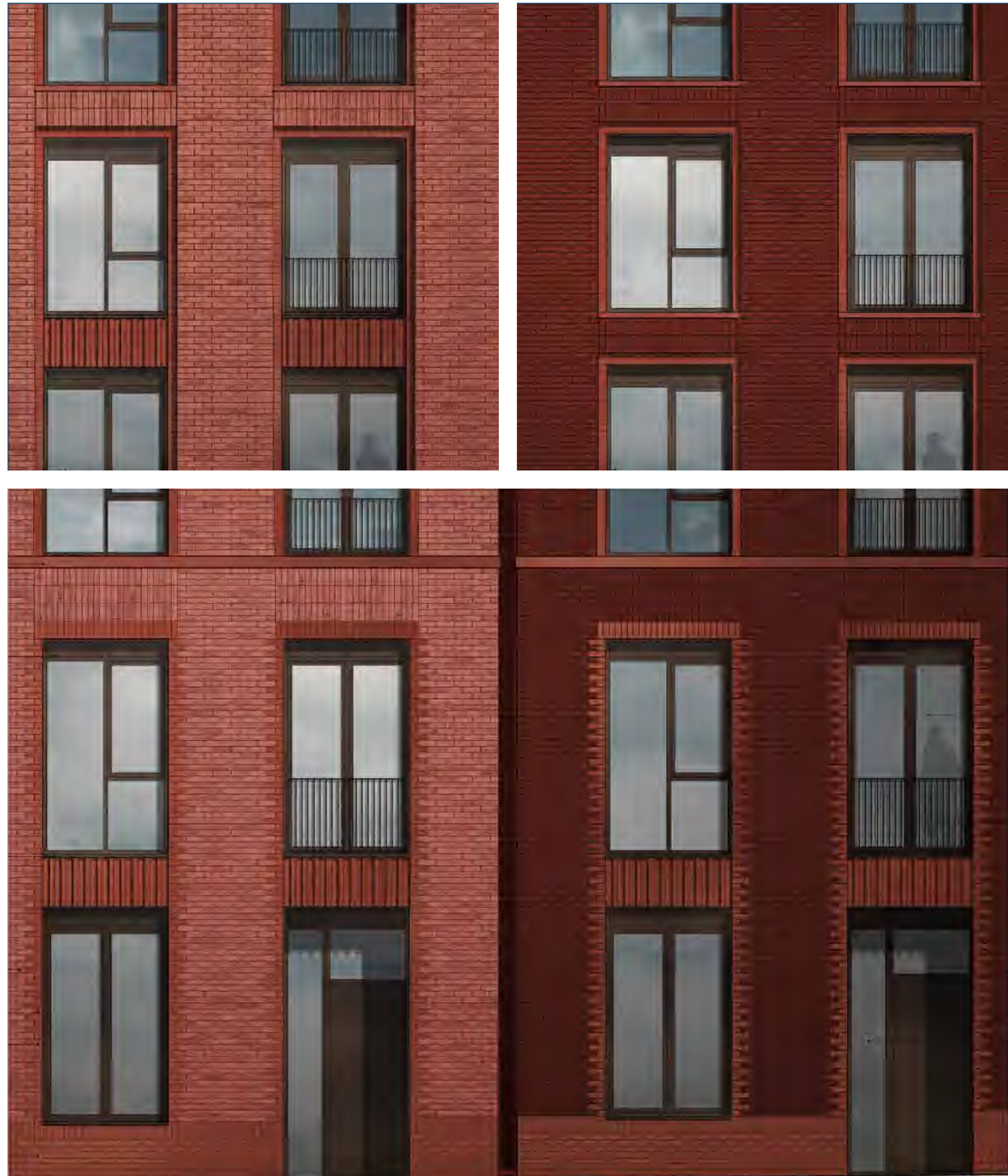


BUILDING FRONTAGE ON STORE STREET

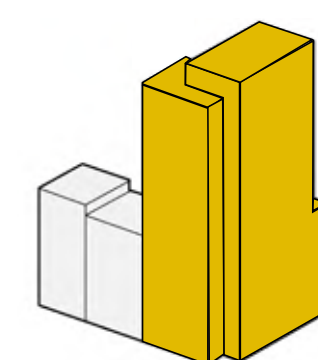
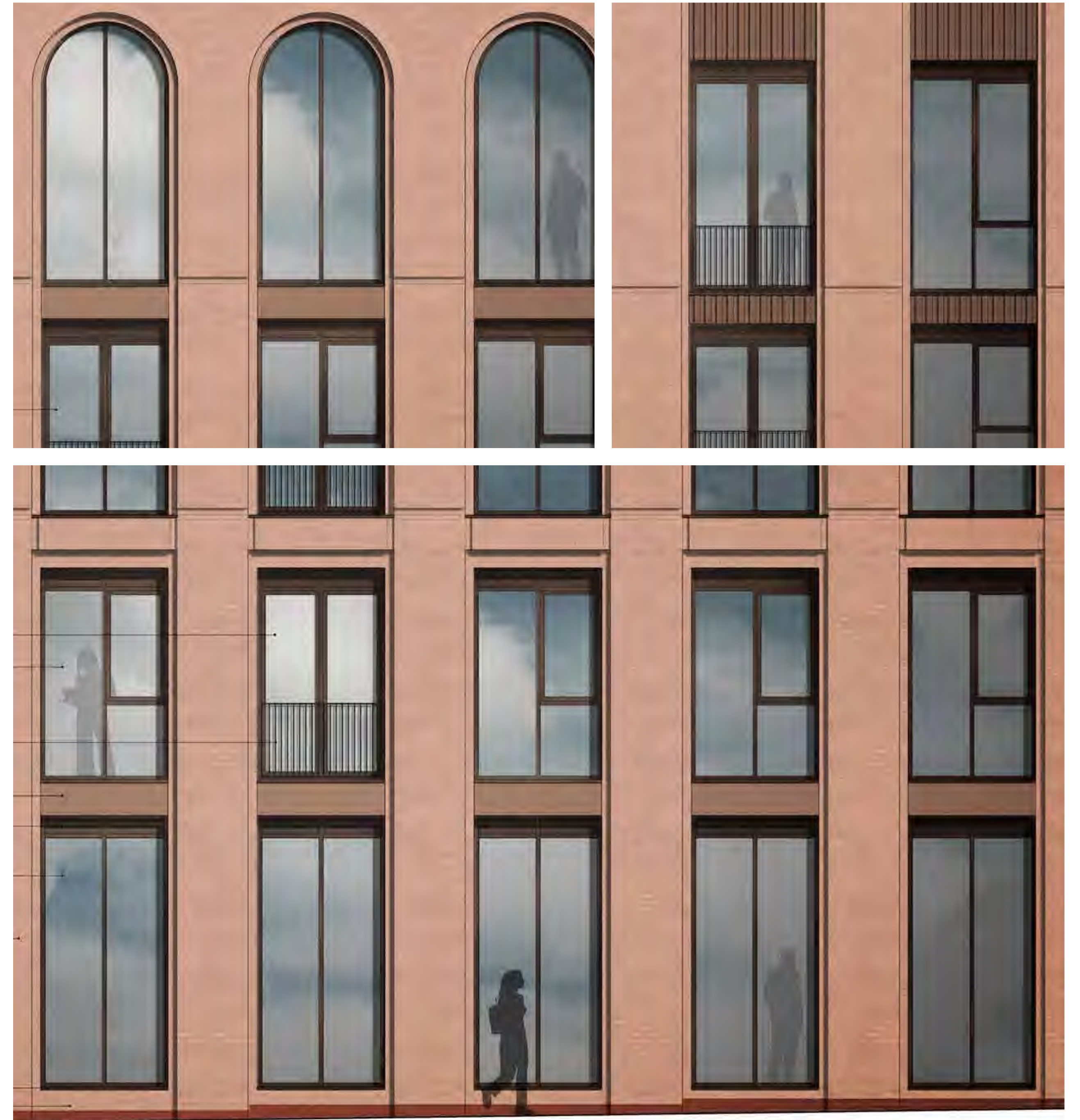


RESIDENTIAL AMENITY SPACE

Detailed Elevations



NEIGHBOURHOOD SCALE



CITY SCALE

Next Steps

The consultation on our proposals for Sparkle Street will be open from **Monday 10 July** to **Sunday 23 July 2023** and we are keen to hear your feedback.

You'll find all the information presented here on our website at: **www.sparklestreetconsultation.co.uk**, where you can also have your say.

Alternatively, you can fill out a paper copy here at the event – just ask a member of the team.

Once the consultation has closed, the project team will consider all of the feedback received before finalising the proposals and submitting a planning application.

If planning is approved, we will be looking to start work on the site in 2024.



Appendix 6 – Press Releases

Home / News / Consultation launched on 359-home plans for Piccadilly neighbourhood

Consultation launched on 359-home plans for Piccadilly neighbourhood



CGI of Sparkle Street plans

Construction / Property
July 10, 2023
Neil Hodgson



Write a comment

Developers have launched a public consultation on plans to create 359 new homes in the Piccadilly area of central Manchester.

The plans are being brought forward by full service construction company, JRL Group and development manager Central and Urban.

They would see a new part 10-, part 28-floor residential building constructed on a largely vacant site located on the corner of Sparkle Street and Store Street, around

The development plans by JRL Group and Central and Urban include 359 homes, featuring apartments ranging from one to two bedrooms and integrated townhouses.

New block to 'redefine the Manchester skyline'

Plans for a new apartment block that would stand up to 28-storeys tall and 'redefine the Manchester skyline' have been revealed.

Sparkle Street

A public consultation has been launched on proposals to build 359 homes on 'disused' land behind Manchester Piccadilly Railway Station at the corner of Sparkle Street and Store Street.

The development, which is being proposed by full-service construction company JRL Group and development manager Central and Urban, would go up to 28-floors high, with part of the building being 10 storeys high.

Of the new homes, 354 would be apartments, ranging from one to two bedrooms, and there would also be five townhouses on Store Street.

The townhouses would be 'integrated' into the ten-storey element of the building, which would include rooftop terraces for future residents on the first and 10th floors.

"The 28-floor residential building will redefine the Manchester skyline whilst also blending in and complementing the heritage of the surrounding area," the consultation website states.

The developer says the proposals have been developed to respond to the aspirations set out within the Manchester Piccadilly Strategic Regeneration Framework (SRF).

JRL, Central and Urban propose Manchester tower

10 July 2023 13:41 • Dan Whelan • Comments (17)



Located on the corner of Store Street and Sparkle Street close to Piccadilly train station, the developers' 359-home scheme reaches 28 storeys at its tallest point.

JRL and Central and Urban have launched a consultation on plans for a tower on the site, which the former will acquire from Grammont Group subject to planning. The scheme, designed by SimpsonHaugh Architects, aims to build on development momentum in the surrounding area.

Property Alliance Group's recently completed Oxygen tower is north of JRL and Urban and Central's site, while M1 Piccadilly's proposed gold tower would be constructed on an adjoining plot. Mayfield, whose first phase alone will cost £400m to build, is also close by.

The developers behind the latest Store Street proposals are relatively new to Manchester. JRL Group has been active in the city since 2018 and its construction arm Midgard is currently delivering CDL Hospitality

News

Manchester Piccadilly: Plans unveiled to build 28-storey apartment block on land behind railway station

The proposal would see 359 homes built on disused land behind Manchester Piccadilly Railway Station

By Charlotte Green

Published 10th Jul 2023, 15:56 BST



Appendix 7 – Feedback Forms

Proposed Sparkle Street Residential Development

Consultation Questionnaire, July 2023

As part of our consultation process, we want to hear your comments. This consultation is open until Sunday 23 July 2023.

Q1. How would you describe your interest in our proposals? (Please tick all that apply)

- ☐ I'm a local resident
- ☐ I own a business in the area
- ☐ I work in the area
- ☐ I visit the area regularly
- ☐ I am part of a local interest group (Please tell us the name of the local interest group)
- ☐ Other (please specify)

Q2. In principle, do you think this site is an appropriate location for new homes?

- ☐ Yes
- ☐ No opinion / not sure
- ☐ No

Q3. Based on what you've seen so far, do you support our proposals for a high-quality residential development of 359 new homes?

- ☐ Yes
- ☐ Yes, with reservations*
- ☐ No opinion / not sure
- ☐ No

*If you have selected "Yes, with reservations", please tell us what they are:

Q4. Do you have any further comments or suggestions about our proposals that you would like us to consider?

About you

The following questions are just to give us an idea of who is responding to the consultation, and to allow us to

contact you with updates (if you would like us to). Your personal details will be stored in compliance with the GDPR by Counter Context acting on behalf of JRL Group.

6. Please provide your name: _____

7. If you would like to be kept up to date about the proposals, please provide your email address:

8. Please provide your postcode: _____



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