

Management Strategy

New Victoria, Corporation Street, Manchester

July 2023



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A	New Victoria site and location
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1 Introduction & Purpose

- 1.1 Pension Insurance Corporation have invested the building known as New Victoria in Manchester city centre.
- 1.2 The New Victoria site occupies a key gateway location in the City. It is located immediately adjacent to Manchester's Victoria Station, and fronts Corporation Street. The site is positioned within the City's NOMA neighbourhood¹. Its development will make a significant contribution to the rejuvenation of this neighbourhood and the northern gateway to the City, as being promoted by Manchester City Council. The extent and location of the site is illustrated at Appendix A.
- 1.3 The development comprises two substantial new buildings, the South tower at 20 storeys and the North tower at 25 storeys, connected via a link bridge to form a single residential development.

Figure 1.1: New Victoria Masterplan Aerial Image



Source: Sheppard Robson

- 1.4 The new buildings will provide 520 new residential apartments along with significant resident amenity, two commercial units, 103 resident car parking spaces and a modest amount of public realm. The development will therefore make a direct and significant contribution to the City Council's economic growth and place making priorities.

Purpose of this document

- 1.5 The purpose of this document is to identify the characteristics of the development that have been incorporated to support its effective long-term management and stewardship.
- 1.6 These characteristics of the accommodation and premises within the development, and its public realm and environment, will ensure that they can be managed in such a way that their qualities and contributions to place making are safeguarded.

2 The Development and the Role of the Investor

- 2.1 The New Victoria development comprises of two significant residential 'towers', ground floor retail/commercial accommodation within one of the residential towers and surface / undercroft car parking completes the scheme. Practical Completion of the development is anticipated to be mid-July 2023.
- 2.2 The two buildings are accessed by residents of the accommodation and public via modest but high-quality public realm.
- 2.3 In summary, the accommodation comprises:
- Residential Tower 1 (Ground + 25 storeys) – 293 apartments.
 - Residential Tower 2 (Ground + 20 storeys) – 227 apartments.
 - Retail / Commercial uses (as part of ground floor to residential tower No.2) - 418 sqm.
 - 103 car parking spaces.
- 2.4 Access to both residential towers is via the main entrance to Residential Tower 2 fronting Corporation Street. The public realm adjacent to the entrance of Residential Tower 2 comprises open space at the level of Corporation Street, and a private communal courtyard within the residents' car park located to the rear of the buildings beyond a secure car park gate.

The Investor – Pension Insurance Corporation

- 2.5 Pension Insurance Corporation (PIC) have invested in the New Victoria development with Muse as developer and Vinci UK Limited as main contractor. As a pension company PIC takes a long-term view of investments and, as such, it is anticipated that PIC will own and operate New Victoria for the long term.
- 2.6 Muse developed the scheme proposals in consultation with both Manchester City Council, Historic England and Places Matter!
- 2.7 The mix, nature and quantum of residential has been established in response to the established demands of the occupier markets. The residential towers have been designed so that the accommodation is suitable for the Private Rented Sector (PRS) and PIC intends to operate the buildings as a 'Build to Rent' (BtR) development with all units privately rented.
- 2.8 The accommodation that has been developed will therefore be fully and actively occupied by a '24 hour' residential community.

2.9 PIC recognises that it is crucial for an effective, cohesive and sustainable management

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structure to be implemented to protect the interests of all the occupiers of property at New Victoria.

2.10 PIC will instruct a suitably qualified managing agent to manage the residential apartments, communal spaces, and commercial units. At the point of practical completion the appointed managing agent will be Savills. The appointment will be formalized by way of a property management agreement and the scope of which will cover (as a minimum):

- Repair and maintenance of the building
- Health and safety compliance
- Calculation and management of the service charge account
- Collection of rent, service charge and other monies
- Operation of the building
- Appointing and managing contractors
- Employment of site staff
- Insurance
- Liaising with occupiers

2.11 New Victoria will make a significant contribution to the City Council's strategic plan for the City Centre. Its public realm will be an attractive and safe place for residents and visitors. It will encourage people to spend time and use the surrounding facilities.

2.12 PIC will establish a strong management regime for the maintenance and administration of New Victoria's public realm.

2.13 Due to PIC operating New Victoria as a BtR development there will be no residential leaseholders, Manco or formal service charge for the residential parts. However, PIC will maintain a service charge regime and the recovery of costs for the delivery of management services via a service charge in respect of the commercial units, including the reasonable apportionment of costs relating to the public realm.

3 Residential Towers

Building management

- 3.1 The two residential towers have been designed to respond to the established requirements of the Private Rented Sector (PRS) market.
- 3.2 Residents occupying the buildings will expect an effective and efficient management operation of the building to be a fundamental part of the service that they receive. Increasingly a hospitality level of service is demanded which responds to the needs of residents quickly.
- 3.3 The scheme will be staffed 24/7 with an on-site team responsible for the full lifecycle of the resident journey from initial leasing through to the ongoing management including the following:
- Reception / front of house desk to co-ordinate services for residents, manage visitors and deliveries;
 - Lettings / tenancy team to market the scheme as a whole, let individual units, manage tenancies and deal with discretionary services;
 - Building management team to co-ordinate cleaning, waste management, maintenance and inward / outward removals;
- 3.4 New Victoria has been designed with a single main resident reception which will be staffed 24/7 (other than when reception staff are on routine patrols). Access will be controlled to the main reception by way of fob access control. Guests and visitors will be able to use the intercom on the main reception entrance door to request access via reception staff. A secondary means of fob access control is in place beyond the reception ensuring and guests or visitors are restricted to the reception area only.
- 3.5 Back of house staff welfare and management facility areas will be provided for staff adjacent to reception as well as an additional back of house break out area in each residential tower. These areas will be sufficient to accommodate the on-site team required to support a coordinated approach to property letting and building management.
- 3.6 Couriers and postal workers delivering parcels and letters to residents will park in the marked delivery bays, request access to reception via reception staff and have direct access to the post room and parcel room. The parcel room will allow for couriers to securely deliver parcels

to residents efficiently, reducing the amount of time each courier spends on site.

- 3.7 New Victoria will be a pet friendly community with residents occupying apartments in the South Tower, closest to reception, able to keep pets subject to meeting and agreeing to the

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requirements of a pet policy which will be maintained and updated from time to time and will include limitations such as the quantum of animals and species permitted.

- 3.8 A range of on-site amenities will be available to residents for general use as part of the rental offer. All amenities will be offered exclusively for resident use and will not be accessible to the public. All amenities are located within or adjacent to the link bridge which forms a link between the two residential towers, save for a landscape terrace which is located on the roof of the link bridge and accessible from the first floor of each residential tower. The landscape terrace will be available for resident use but will have no amplified sound played within it, including any music, and shall not contain any external speakers.
- 3.9 A schedule of planned resident events will be organized and facilitated by the on-site team ranging from wellness activities such as complementary fitness classes to cinema screenings. Residents will have access to a scheme app which will provide access to third party offers and services from local suppliers. Residents will also be able to book exclusive use of some of the amenity areas such as meetings rooms.
- 3.10 The proposed opening times of the resident only amenity areas are as follows:
- Café lounge and central lounge – accessible 24/7
 - Co-working – accessible 24/7
 - Games room – open 7am – 11pm
 - Events room – open 7am – 11pm
 - Private dining room – open 7am – 11pm
 - Cinema room – open 7am – 11pm
 - Gym – open 6am – 12am*
 - Landscaped terrace - open 7am – 11pm

**free weights are not permitted for use in the hours 6am-7am and 11pm-12am to protect residential amenity.*

Figure 3.1: New Victoria Landscaped Terrace



Source: Planit

Figure 3.2: New Victoria Amenity



The Accommodation

3.11 The New Victoria scheme has been designed with the following characteristics in mind:

- Maximise dual (or triple) aspect number of units (50% achieved).
- Standardisation of bedroom sizes across comparable unit types.
- Bathroom/en-suite for each bedroom (not applicable to the 3 bed units).

3.12 In support of the City Council's drive to establish mixed residential communities, and provide residential options in the City, a mix of residential unit types will be provided as follows:

- 178 x 2 bed units (34%)
- 286 x 3 bed units (55%)
- 56 x 3 bed units (11%)

3.13 In line with Core Strategy Policy T2, and to support occupiers transport choices, each residential tower will include ground floor bicycle storage facilities and carparking. Access to the car park will be controlled with a fob-controlled gate and a separate fob controlled pedestrian access gate will provide access for residents on foot or bicycle to the cycle stores at lower ground floor level.

3.14 Each residential tower is designed around a single energy centre which meets all the building's space and water heating needs. This type of centralised energy facility offers the capability of later upgrades as technologies develop. IT provision into the individual apartments and shared amenity areas will comprise a mix of wired infrastructure using Cat 5e cabling for high speed broadband access with localised wifi hotspots.

3.15 Each apartment will be metered independently for water and energy use, these meters and isolation valves are all accessible from the communal areas in order to ensure that they can be read and maintained without disturbing residents.

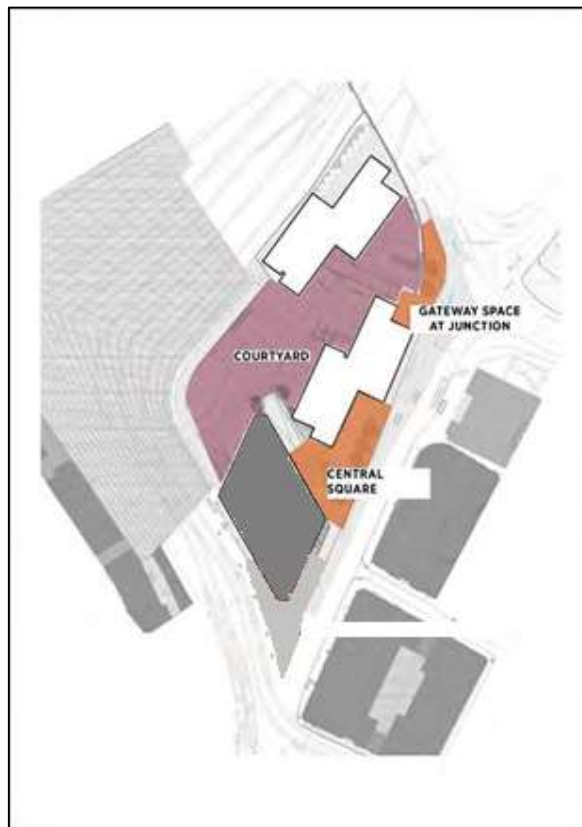
3.16 An off-road loading facility will be available for residents for removal vehicles and deliveries.

4 Public Realm and Shared Spaces

4.1 The public realm within which the three buildings of New Victoria are set comprises two connected public spaces:

- Central Square.
- Gateway Space (at the junction of Corporation Street and Miller Street).

Figure 5.1: Public Realm Masterplan



Source: Sheppard Robson

4.2 Common to all of these spaces, pedestrian movement patterns in and around the development have been given priority. The significant changes in level across the site have been addressed as part of the design of the public realm using acceptable gradients and cross falls.

4.3 The public realm scheme provides a safe, legible, high-quality environment that will be easily used by as wide a range of people as possible without undue effort, special treatment or

separation. The overall approach to the design of the public realm will meet the minimum

access standards set by key regulatory and good guidance documents to include Manchester City Council's Core Strategy Policies CC10 and DM1.

Materials and Landscaping

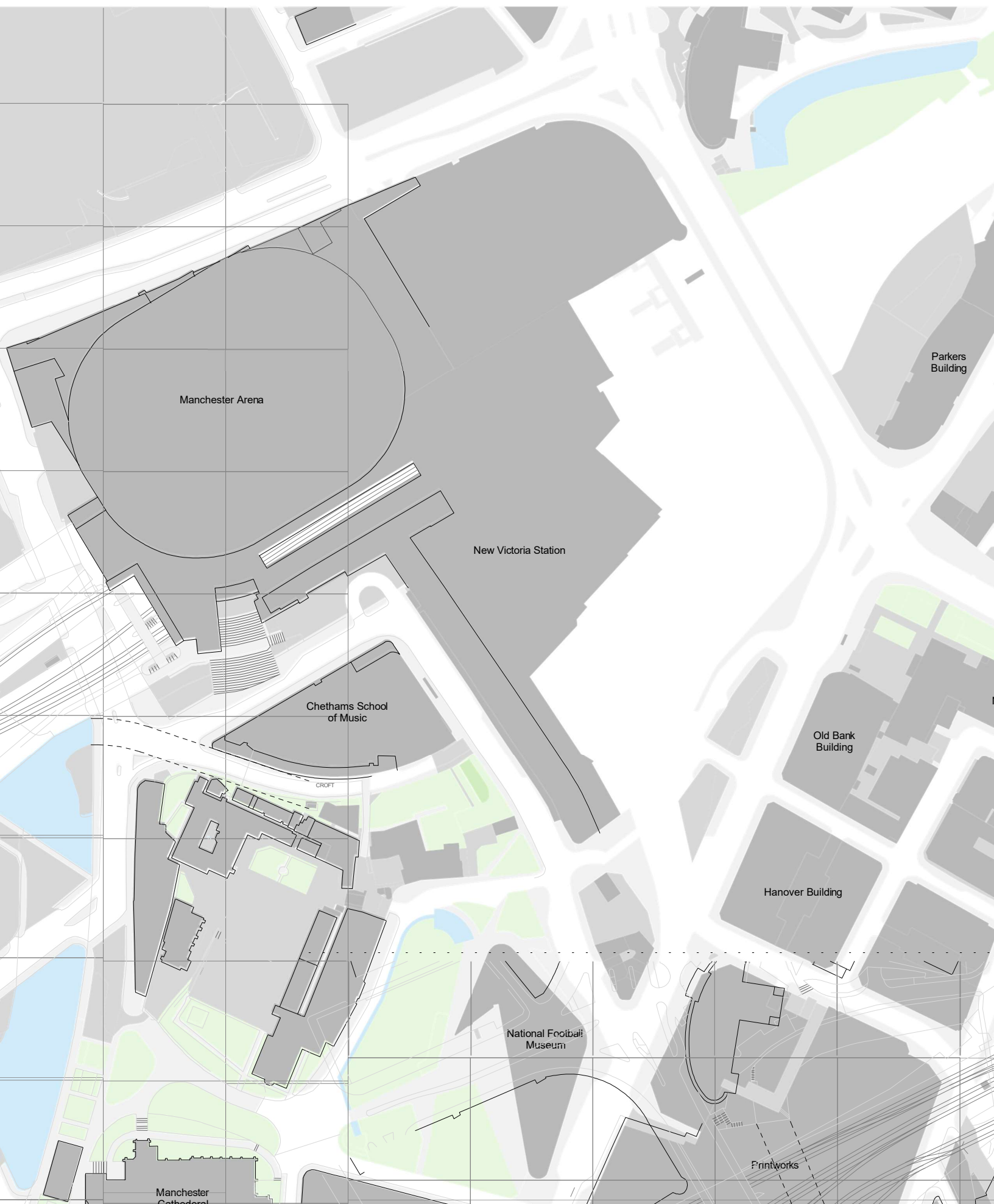
- 4.4 The selection of landscaping materials has been influenced by the palette adopted for the NOMA development and the requirements of future maintenance and management of the open spaces, and the ease of their use as attractive quality places.
- 4.5 Mature trees have been incorporated into the landscaping and planted in pits that integrate with the surrounding paving. Rigid root barriers will protect surrounding utilities and pavements from damage.

Animation and Public Use

- 4.6 The design of Central Square has incorporated active frontages for the commercial / retail units.
- 4.7 The design and concentration of the commercial / retail accommodation fronting Central Square will support the establishment of such facilities which will attract different people over a sustained period of time and throughout the day and evening.
- 4.8 The commercial / retail will create active frontages and footfall through the public spaces.

Appendix

A New Victoria Site and Location Plan



Manchester Arena

New Victoria Station

Chethams School
of Music

CROFT

Parkers
Building

Old Bank
Building

Hanover Building

National Football
Museum

Printworks

Manchester
Cathedral

MASTERPLAN
Location Plan

Stage 2
PURPOSE FOR ISSUE
FOR COMMENT

DRAWING NO.

NEW BRIDGE STREET

SHAW STREET

STREET

NEW CENTURY PARK

MALLOWS STREET

CORPORATION STREET

CHETWAM HILL ROAD

HUNTS BANK APPROACH

WALKERS

VICTORIA STATION APPROACH

LONG MILGATE

REDFERN STREET

VICTORIA STREET

LONG MILGATE

TODD STREET

CORPORATION STREET

Bullion Street

FEDERATION STREET

DANTZ

THORNTON