

An architectural rendering of a modern urban development. On the left is a multi-story building with a facade of vertical blue and white stripes. To its right is a taller, more uniform building with a grid of windows. The foreground shows a landscaped area with trees and a few small figures of people. The entire image has a blue color overlay.

June 2023  
Community Benefit Statement

# Upper Brook Street Masterplan (McLaren / Kadans)

# **Community Benefits Statement**

Upper Brook Street Masterplan – McLaren / Kadans

June 2023

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**Report title:** Community Benefits Statement

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**For and on behalf of Avison Young (UK) Limited**

# 1. Introduction

1.1 This Community Benefits Statement has been prepared by Avison Young on behalf of McLaren Property Ltd and Kadans Science Partner, to support a full planning application for a Sci-Tech and purpose-built student accommodation scheme (PBSA) scheme (hereafter referred to as the 'Proposed Development') at land between Upper Brook Street and Kincardine Road (hereafter referred to as the 'Site').

1.2 The description of the development included on the application form is as follows:

*"Full planning permission for the demolition of existing buildings and erection of a single 6 to 9 storey block for Sci-Tech use (Use Class E (g)(ii) and 265sqm of a café/bar (Use Class E (b), and a single 9 to 23 storey block to be used for Purpose Built Student Accommodation (Use Sui Generis), comprising 737 bedrooms in total and 293sqm of community use (Use Class F2 (b)) and 80sqm of commercial floorspace (Use Class E), alongside new public realm, access, parking, and associated works"*

1.3 Full details of the proposed development are described in the Design and Access Statement (DAS) prepared by Sheppard Robson, presented on the application drawings and as detailed in the Supporting Planning Statement prepared by Avison Young. This document should be read in conjunction with these documents, and others, which also form part of the application.

1.4 This Community Benefits Statement has been produced to outline the offer to the local community that is envisaged through the Council's vision for the site, the emerging illustrative Upper Brook Street Masterplan, and specifically this application being promoted by McLaren Property Ltd and Kadans Science Partner. It intends to summarise content from other documents submitted in support of the planning application, including the Supporting Planning Statement, Statement of Community Involvement, and Design and Access Statement where more detailed narrative can be found.

## Document Structure

1.5 This document is structured as follows:

- **Chapter 2-** sets out a summary of the site;
- **Chapter 3-** explains the relationship of the proposed development to the Oxford Road Corridor and the emerging illustrative proposals for the wider Upper Brook Street Masterplan;
- **Chapter 4-** provides a summary of the proposed development;
- **Chapter 5-** provides a summary of the pre-application consultation undertaken;

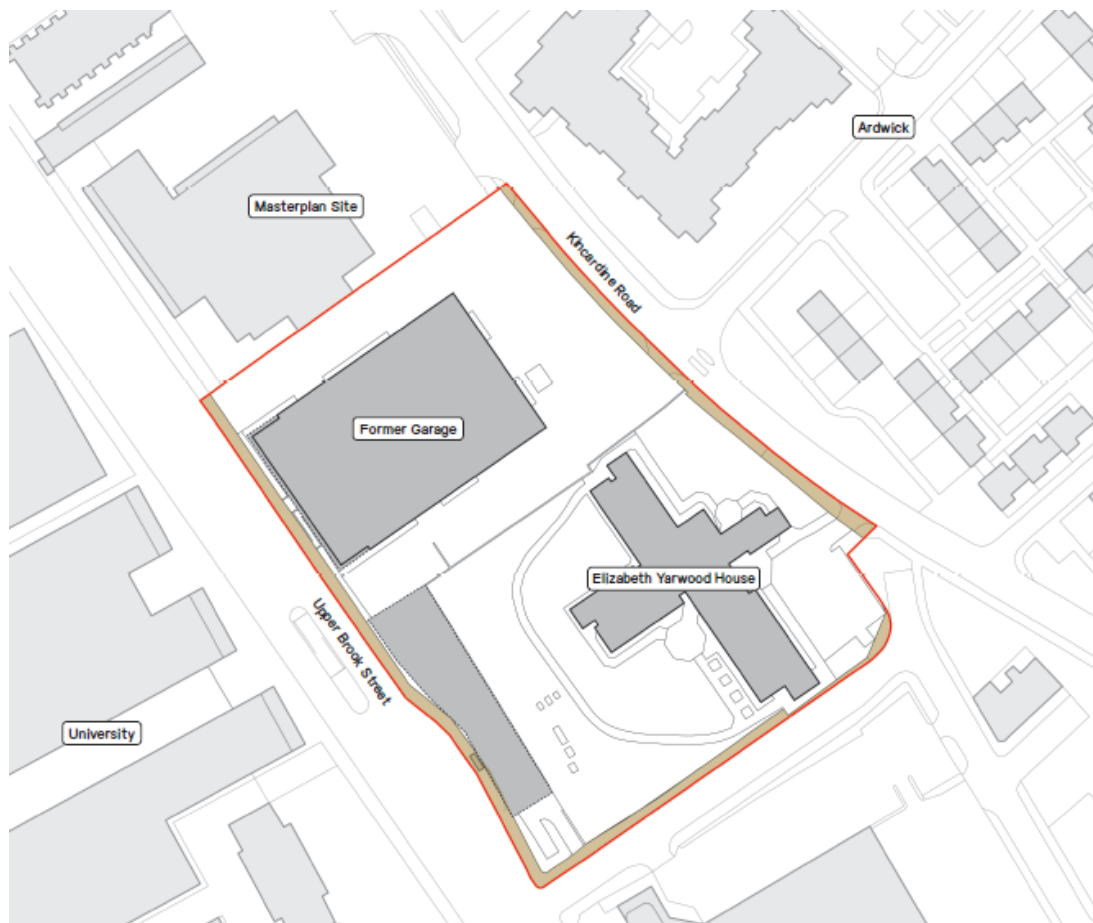
- **Chapter 6-** outlines the community benefits associated with the wider illustrative Upper Brook Street masterplan
- **Chapter 7-** outlines the community benefits associated with this application in isolation; and
- **Chapter 7-** offers a summary and conclusion.

## 2. Site and Surroundings

- 2.1 This chapter discusses the site's location, characteristics of the surrounding area, its sustainability, and environmental constraints. It also provides an overview of the site's planning history.

### **The Site**

- 2.2 The site extends to approximately 1.084 ha and is located in Ardwick ward within the administrative boundary of Manchester City Council ('MCC').
- 2.3 The site is bound to the north by a former Williams car dealership which is being promoted separate for development by Property Alliance Group (PAG) and Moda Living as part of the wider illustrative Upper Brook Street Masterplan, to the west by Upper Brook Street, to the south by Cottenham Street and to the east by Kincardine Road. The site is within Ardwick ward and part of the Brunswick neighbourhood. The site is located opposite to several University of Manchester buildings, including the Alan Turing Building and the Schuster Building, and is approximately 1km south east of Oxford Road Station and Manchester City Centre.
- 2.4 The northern part of the site is currently partially in use as a temporary paid car park. The paid car park is located on a section of the Site which was formerly in use as a Citroën car dealership and is accessed from both Upper Brook Street (UBS) to the west and Kincardine Road to the east. The remainder of the Site comprises the former Elizabeth Yarwood Court residential complex, which is accessed from Kincardine Road to the east of the Site.



**Figure 2.1-** Existing Site

## Surrounding Area

- 2.5 The surrounding area is mixed in use and includes the residential Brunswick neighbourhood, commercial and retail use, education facilities, residential use / student accommodation, leisure uses and transport infrastructure.
- 2.6 The site is well connected in terms of access to services. Being located just 1km south east of Oxford Road Station, Manchester City Centre the site is within walking distance of a wide variety of services and amenities. The site is located 250m west of Oxford Road, which contains a multitude of high street shops and various bars, restaurants and facilities.
- 2.7 In terms of public transport accessibility, while the nearest train station, Oxford Road is 1km north west of the site, the site is immediately adjacent to Brunswick Street bus stop south bound service, and 150m north of the northbound service. These bus stops are regularly served by the 50 bus service which connects East Didsbury to Salford Quays with several stops in Manchester City Centre. The site is therefore well-served by existing public transport connections as well as being accessible by foot to a wide range of existing services and facilities.

### 3. Strategic and Regeneration Context

- 3.1 This chapter discusses the strategic and regeneration context which has influenced the development proposals at the site.

#### Regeneration Context

- 3.2 Regeneration is an important planning consideration. Over the past fifteen years the City Council has successfully regenerated areas such as Piccadilly, Spinningfields, and Circle Square. This is an ongoing process, and much remains to be done if the City is to continue being competitive and attractive. Manchester City Centre is the primary economic driver in the City Region and is crucial to its longer-term economic success. It is essential therefore that the City Centre and surrounding areas continue to grow and provide new development that is supportive of regeneration principles, including providing new sci-tech and student facilities as part of mixed used neighbourhoods.
- 3.3 This site forms part of the wider Upper Brook Street (UBS) development opportunity, which sits within both Ardwick ward and the Oxford Road Corridor – straddling two important regeneration areas. The UBS site is identified within the Oxford Road Corridor Strategic Spatial Framework (SSF) as being a transformational development opportunity, being in total larger than Circle Square, with scope for increased density with mixed commercial uses being the priority. It has also been identified that the UBS site has a key role to play in completing the regeneration arc through Ardwick, and helping to enhance connectivity between the Oxford Road Corridor and other transformational regeneration areas within the city, including Manchester Piccadilly and Mayfield, and other residential communities.
- 3.4 The UBS site is located within Ardwick, a ward which is home to vibrant and diverse communities, but which also contain pockets of deprivation. MCC has already delivered a number of significant regeneration initiatives within Ardwick, including the transformation of the former Plymouth Grove estate with new housing alongside a neighbourhood centre. The UBS site is located adjacent to the Brunswick Masterplan PFI and also comprises a small element of it. The £110 million regeneration will transform the Brunswick estate, through refurbishment of 715 existing homes and delivery of 522 new homes (including 60 extra care units designed for older people). As well as enhancements to the housing stock, the Brunswick Masterplan includes major community infrastructure projects
- 3.5 The UBS site is also located within the wider Oxford Road Corridor area, directly adjacent an area of the UoM estate (to the west) that is identified as being a cluster for activity and growth within the Science, Research and Innovation sectors, and is home to National Graphene Institute (NGI) and the Manchester Engineering Campus Development (MECD) and Sir Henry Royce Institute.

3.6 The Oxford Road Corridor is recognised globally and locally as a place that is original, creative and smart, where knowledge is put to work. The presence and substantial investment programmes of its major institutions combined with investment in new research, incubation, science park facilities, important civic buildings, public space and cultural facilities have already established the area as a strategically important place, and one of the most distinctive and remarkable districts in Europe. A major objective in delivering its continued growth is to help drive employment and skills, and share the benefits with surrounding neighbourhoods such as Ardwick.

3.7 The importance of the Oxford Road Corridor to Manchester and the wider region was described in January 2023 by the Leader of Manchester City Council, Cllr Bev Craig, as follows:

“The area represents a unique opportunity to counterbalance innovation-led growth in the South East, and delivering this new vision will help drive sustainable and inclusive growth across the North.”

### **Oxford Road Corridor Strategic Regeneration Framework Guidance (2019)**

3.8 In September 2019, MCC published a Strategic Regeneration Framework Guidance (SRFG) on behalf of Manchester City Council. The document identified a number further sites within The Oxford Road Corridor area suitable for redevelopment including the land along Upper Brook Street, adjacent to Brunswick.

3.9 The SRFG seeks to encourage development and facilitate growth within the ORC, whilst fostering improved connectivity, opportunity and benefits for surrounding communities; including employment opportunities, culture, leisure, transport, healthcare and sports’ facilities.

3.10 The ORC SRFG identifies the UBS regeneration site, which the application site sits within, as being a ‘Future Development Opportunity’ with scope for increased density. Mixed commercial uses in line with the overarching spatial strategy are considered to be the priority for this area.

3.11 The ORC SRFG recognises the UBS site is strategically very important in terms of scale, locational advantages and capacity to accommodate larger, flexible floorplate commercial buildings which will provide the right type of product to continue the strong and sustained economic growth of the Oxford Road Corridor and wider City Region.

3.12 The SRFG promotes the creation of new and enhanced public realm and green space as part of a wider place-making strategy to ensure that employees, visitors and local residents have access to a wide range of external spaces and recreational opportunities. The SRFG also seeks to provide a network of

new, high-quality public realm and green spaces which contribute to the local green network and promote links between existing green spaces within the Brunswick Community and the University.

### **Illustrative Upper Brook Street Masterplan**

- 3.13 This application forms part of a wider illustrative masterplan currently being proposed for the majority of the wider Upper Brook Street development opportunity identified in the ORC SRFG. These wider proposals are being brought forward collaboratively by several landowners, developers, and operators – including the Applicants, PAG and Moda - who have jointly developed a comprehensive response to the SRFG principles to create a community-focused masterplan for Upper Brook Street. It is this illustrative masterplan that has been consulted on publicly in line with the desires of the SRFG to ensure a holistic and comprehensive response to the site that would not be possible if individual sites were delivered in a piecemeal manner.
- 3.14 Whilst the illustrative masterplan has been promoted collaboratively, for clarity this application seeks planning consent only for the part of the site being delivered by the Applicants. A separate planning application will be submitted for the part of the site to be delivered by others.
- 3.15 The illustrative masterplan seeks to transform the currently vacant sites along Upper Brook Street; re-establishing their importance in the area by re-introducing permeability, public realm, and active community-facing uses at ground floor, new large floorplate life science uses, and new PBSA in order to ensure the deliverability of the overall development.
- 3.16 The illustrative Upper Brook Street Masterplan comprises the following key elements across 7 development plots:
- 700,000 sqft of life scheme accommodation;
  - 1,840 purpose built student accommodation beds;
  - Active ground floor community-facing uses within 8 separate spaces; and,
  - Almost 3 acres of high quality, cohesive new public realm.
- 3.17 It is ultimately this form and quantum of development that is required to deliver the life science buildings, jobs, and community benefits being proposed in the illustrative masterplan.

## 4. The Proposed Development

- 4.1 This section of the Statement provides a summary of the proposed development. A Design and Access Statement prepared by Sheppard Robson Architects has been submitted in support of this application and provides a detailed description of the proposals.
- 4.2 In summary, the design proposals for the site can be broken down into the following components:
- i) **Demolition of existing buildings.**
  - ii) **Erection of Sci-Tech Building** - The proposed building provides 13,800m<sup>2</sup> of combined laboratory and office space along with a ground floor publicly accessible café, meeting room suites throughout the building, and a secure cycle store and cycle changing. The building massing is split into a low level 6 storey block (inc. plant) to Kincardine Road, and 9 storeys (inc. plant) at Upper Brook Street, with an atrium to the centre of the floorplates that houses informal breakout spaces and forum seating at ground floor.
  - iii) **Erection of Purpose Built Student Accommodation (PBSA)** - The proposed building provides 737 student bedrooms, student amenities, management suite, commercial/ community spaces and supporting ancillary areas. The proposed PBSA scheme is arranged in two parallel building blocks with central cores, which are linked on the ground floor to form spaces for indoor and outdoor student amenities. The block facing Upper Brook Street has 23 storeys and the block facing Kincardine Road has 9 storeys.
  - iv) **Provision of a new Community Facility** - a new proposed Community Centre will be provided at the ground floor of the PBSA building fronting onto the new public realm and Brunswick neighbourhood. It is envisaged as a multi-use, multi-purpose space for the whole community. It will have its own dedicated front door, toilets, and kitchen. The flexible space will be bookable by all members of the Ardwick community and can be easily reconfigured to support a wide variety of uses
  - v) Delivery of a high quality **landscaping and public realm provision.**
- 4.3 The local context and community of Ardwick are central to the visual appearance of the design proposals, which aim to respect the recommendations of the ORC SRFG and seek to create buildings of exemplary design that is appropriate to and grounded within the local community.
- 4.4 The building appearance and proposed materiality seek to use high-quality and robust materials to ensure the buildings compliment Ardwick's architectural heritage and enhance the skyline of the city.

The intention is for the building designs to be rooted within the Ardwick community, reflecting the vibrant mix of materials, colours and styles within the local area.



**Figure 4.1** – CGI of the proposed development

- 4.5 A key priority for the redevelopment of the site within the ORC SRFG is to deliver high quality, inclusive new public realm, calm the vehicular dominated environment, and increase permeability and integrate new public realm with the existing offer such as an upgraded Gartside Gardens.
- 4.6 The proposed development aims to put landscaping at the heart of its proposals and deliver on the vision for the site to create a cohesive, permeable and community-oriented space.
- 4.7 Threading through the building and landscape design is the desire to create and build a sustainable development that responds to its environment. High quality landscape will be at the heart of the scheme to ensure the development knits into the surrounding city fabric, creating attractive streets and spaces for the public and residents to enjoy, as well as focusing on climate sensitive design, biodiversity and carbon footprint.

4.8 A series of landscape design concepts have been developed that have driven the detailed proposals. These include:

- **A place to connect with people** – offering a variety of places to enjoy being outside with others, including a range of seating areas for gather and quiet contemplation, and social and green spaces;
- **A place to play and be active** – creating streets and spaces that encourage play, exploration and physical activity, green public realm that encourages walking and activity through the site, and play areas along Kincardine Road for the local community; and
- **A place for nature** – landscape to be designed as a whole system that will work to support and benefit nature with climate resilient planting, Sustainable Urban Drainage, and planting that is attractive to wildlife.

4.9 These design concepts have been brought together in the detailed landscape masterplan for this site shown in Figure 4.2 below.



**Figure 4.2** – The Landscape Masterplan

## 5. Summary of Public Engagement

- 5.1 A cohesive and comprehensive approach to stakeholder and community engagement has been taken by the Applicants. As described fully in the Statement of Community Involvement ('SCI') the approach has involved a combined consultation strategy for both Upper Brook Street Masterplan Planning Application (McLaren/ Kadans and Williams Motor Co (Holdings)/ Alliance UBS Limited).
- 5.2 The approach to community and stakeholder involvement undertaken by the Applicants has fully aligned with the consultation requirements set out in MCC's SCI, and it is proportionate to the scale and nature of the proposed development. Furthermore, the community consultation exercise fully accords with the requirements of the NPPF and Localism Act.
- 5.3 In summary the key consultation activity has included the following:
- Extensive pre-application meetings were held with MCC Planning Regeneration and Highways Officers in 2022 and 2023;
  - Agreement from Planning Officers and Local Councillors regarding the detail of the public consultation exercise;
  - Early engagement with Local Councillors (Cllr Bernard Priest) on the principle of development held in 2022 and various follow on meetings with Local Councillors (Cllr Tina Hewitson; Cllr Amna Abdullatif; and Cllr Abdigafar Muse) held in 2023;
  - Meetings with other important local stakeholders in the Brunswick / Ardwick area, including the following:
    - The Works and Job Centre Plus
    - Members of the Brunswick Residents Association
    - Canon Simon Gatenby, Brunswick Church
    - Brunswick Climate Change Group
    - MCC Neighbourhood Wardens
  - Consultation with other Stakeholders including Historic England, Manchester Metropolitan University, and the NHS;

- Two local leaflet drops inviting residents to attend the consultation event or visit the dedicated consultation website and provide feedback comments were undertaken on 13<sup>th</sup> March 2023, and 22<sup>nd</sup> May 2023. In total almost 6,000 leaflets and 1,800 text messages were sent out to the local community to advertise the consultation;
- Two in-person public consultation events held in nearby community centres on 23<sup>rd</sup> March 2023 and 26<sup>th</sup> May 2023 with over 130 attendees in total; and,
- A dedicated online consultation website which included details of the scheme and invited feedback on the scheme proposals. The consultation website was live from 13<sup>th</sup> - 31<sup>st</sup> March 2023, and again from 24<sup>th</sup> May - 5<sup>th</sup> June 2023

5.4 The remainder of this Chapter focuses on the engagement with the public. For further details regarding the consultation with MCC Officers, Local Councillors and other stakeholders please refer to the Statement of Community Involvement.

### **Approach to Consultation with Community**

5.5 Two separate community consultation events were held, the first one ran from the 13<sup>th</sup> - 31<sup>st</sup> March 2023. This consultation was to discuss the emerging proposals and gain feedback on the emerging design parameters. The second public consultation event ran from the 24<sup>th</sup> May - 9<sup>th</sup> June 2023 and was to show the developed plans to the community, get their feedback on the proposals and inform them as to how their comments from the first consultation were responded to.

#### **Leaflet Drop**

5.6 A leaflet drop took place ahead of each consultation event. Informative leaflets were distributed on the 13<sup>th</sup> March 2023 and 22<sup>nd</sup> May 2023 to properties within the locality of the site within an area agreed in advance with Ward Councillors and officers at the Council. The first leaflet was distributed to 1,700 properties, the second leaflet was distributed to 4,450 properties. The purpose of the leaflet was to inform residents and business owners about the proposed consultation and methods for providing comments.

5.7 The leaflet included details of the in-person public consultation events held on the 23<sup>rd</sup> March 2023 and the 25<sup>th</sup> May 2023 as well as details of the dedicated consultation webpage. The leaflet included an email address and phone number for comments to be sent to and provided timeframes in which responses should be received by. Ahead of the first consultation event a copy of the leaflet was displayed in the window of the venue where the in-person consultation event was held.

**Event Promotions**

5.8 In addition to the leaflet drops (over 6,000 leaflets), and in response to comments from the Ward Councillors, the second public consultation event was promoted through the following additional channels:

- Posters displayed in the following local venues:
  - Brunswick Village Extra Care;
  - Brunswick Parish Church (the location of the second consultation event);
  - The Vallance Health Centre;
  - S4B Offices, Brunswick Street; and,
  - The Salvation Army, 71 Grosvenor Street (building occupied by The Works and Construction Academy).
- Circa 1,800 text messages sent to S4B residents;
- Articles regarding the proposals and associated consultation events were published by several local news outlets, including the Manchester Evening News, Place North West, and The Business Desk.

**First In-Person Public Consultation Event (March 2023)**

5.9 The first in-person public consultation event was held on the 23<sup>rd</sup> March 2023 between 3pm and 8pm. The meeting was attended by representative from the following companies:

- McLaren Property (Applicants for current application);
- Kadans Science Partner (Applicants for current application);
- Property Alliance Group (Applicants for adjacent application);
- Moda Living (Applicants for adjacent application);
- Avison Young (Planning Consultants);
- Shepperd Robson (Architects for current application);
- SimpsonHaugh (Architects for adjacent application);

- Hawkins Brown (Applicants for adjacent application); and,
- Re-form (Landscape Architects).

5.10 The event was open to the public to gain feedback from local residents and community groups regarding the proposals. The event was held at the Community Room at Brunswick Village Extra Care, Brunswick, Manchester, which is approximately 300m from the application site.

5.11 19 informative A1 boards were produced and located on easels for consultees to view. The topics of the consultation boards were as follows:

- Welcome and Introduction;
- The Applicants;
- Site Context;
- Masterplan Background;
- Economic and Community Benefits;
- Masterplan Vision and Principles;
- What is PBSA;
- What are Life sciences;
- Emerging Design Principles;
- Landscape Character;
- Masterplan Summary; and,
- Next Steps.

5.12 The public consultation event was well attended by both local interest groups, members of the public, and Ward Councillors. The event was attended by 68 members of the community and there was a high level of engagement between the community and the project team.

5.13 A feedback form was produced and made available for individuals visiting the event to provide their views. Once completed the feedback forms could be placed in the comments box.

**Second In-Person Public Consultation Event (May 2023)**

5.14 The second in-person public consultation event was held on the 26<sup>th</sup> May 2023 between 3pm and 8pm. The meeting was attended by representative from the following companies:

- McLaren Property (Applicants for current application);
- Kadans Science Partner (Applicants for current application);
- Property Alliance Group (Applicants for adjacent application);
- Moda Living (Applicants for adjacent application);
- Avison Young (Planning Consultants);
- Shepperd Robson (Architects for current application);
- SimpsonHaugh (Architects for adjacent application);
- Hawkins Brown (Applicants for adjacent application);
- Focus Transport Planning (Transport Consultants for adjacent application); and,
- Re-form (Landscape Architects).

5.15 The event was open to the public to gain feedback from local residents and community groups regarding the progressed proposals, and also to let them know how their comments made during the first consultation have been responded to. The event was held at the Community Room at Brunswick Parish Church, Brunswick, Manchester, which is approximately 200m from the application site.

5.16 29 informative A1 boards were produced and located on easels for consultees to view. The topics of the consultation boards were as follows:

- Welcome and Introduction;
- The Applicants;
- What are PBSA and Life Sciences;
- Public consultation number 1 feedback;
- Details of the proposed community uses and benefits;

- Response to comments on landscaping and key public spaces;
- Response to comments on Kincardine Road;
- Opportunities for improvements to Gartside Gardens;
- Response to comments on access, parking and the road network;
- Response to comments on the need for PBSA;
- Response to comments on height and massing;
- Design quality principles (including CGI visuals of the proposed development);
- Next steps.

5.17 The public consultation event was well attended by local interest groups, members of the public, and Ward Councillors. The event was attended by 71 members of the community and there was a high level of engagement between the community and the project team.

5.18 A feedback form was produced and made available for individuals visiting the event to provide their views. Once completed the feedback forms could be placed in the comments box.

### **Online Consultation**

5.19 A dedicated consultation webpage was set up by Avison Young to provide interested parties with details on the proposed development, including the boards which were displayed at the in-person events. The webpage also included an email address and telephone number to provide feedback on the proposals or request further information.

5.20 During the first consultation event this webpage became live on 13<sup>th</sup> March 2023. The webpage was initially intended to be open for an 11 day period until 24<sup>th</sup> March 2023, however was extended until 31<sup>st</sup> March 2023 to allow the public a longer period following the consultation event to provide comments. During the second public consultation event the webpage became live on 24<sup>th</sup> May 2023 and closed on the 9<sup>th</sup> June 2023. The second consultation period was also extended at the request of Ward Councillors, to allow a longer period for the community to provide comments on the proposals.

5.21 Community members were made aware of the webpage through the leaflet drops (over 6,000 leaflets), posters (5 posters displayed in local community spaces), and text messages (circa 1,800 text messages sent to S4B residents). As well as the options to provide feedback via email or telephone, the webpage included a digitalised version of the feedback form which was used during the in-person consultations.

## Community Consultation Feedback

5.22 As stated above two separate public consultation periods have been held at the pre-application stage in March and May 2023. As part of each period an in-person public consultation event was held within the community where members of the Applicants, the wider masterplan consortium, and the design team attended for a total of 10 hours to openly discuss the proposals with the local residents.

### **First Consultation**

5.23 The first public consultation exercise was held between 13th – 31st March 2023. 68 people attended the public exhibition, with 65 written responses. Over half of responses supportive or partially supportive of the site's redevelopment.

5.24 The key issues raised as part of the first public consultation were:

- Main areas of support: redevelopment of a brownfield site; improved appearance of the area; investment in Ardwick; job creation; and new public realm.
- Would like to see the following in the area: convenience store; more community facilities, including for children; medical facilities; cafes; more greenery and usable outdoor space.
- Main areas of concern raised around: height and density; quantum of students; traffic and parking; lack of offering for the community; and construction impacts.

### **Second Consultation**

5.25 The second public consultation exercise was held between 24th May and 9th June 2023. 71 people attended the public exhibition, with 107 written or online responses.

5.26 The key comments made as part of the second public consultation were:

- Main areas of support: redevelopment of a brownfield site, proposed community uses, safety improvements to the surrounding road network, and the high quality architectural design.
- Main areas of concern raised:
  - o Height and density;
  - o Number of students;
  - o Traffic and parking;
  - o Community offering.

## Illustrative Masterplan Response to Consultation

5.27 Full details of how the illustrative masterplan and the Applicants' have responded to the preapplication consultation are contained within the SCI, however, a summary is provided below:

5.28 The comments received during the first public consultation resulted in the following changes to the wider illustrative masterplan scheme, and the specific proposals subject to this planning application:

- Increase in the amount and usability of proposed public realm and green spaces within the illustrative masterplan to almost 3 acres and including 2 public squares.
- Inclusion of playful new landscape including informal play and exercise spaces for local residents.
- Commitment to providing a financial contribution for community-led improvements to Gartside Gardens.
- Inclusion of specific community uses into the ground floor space to directly address the feedback. These include a new dedicated community facility, a new medical centre, a new convenience store, and new cafes and retail opportunities.
- Improvements to existing roads and enhanced or new pedestrian crossings.
- Progressing discussions about focusing significant local job creation and expenditure within the local community.
- Commitment to provide a financial contribution to allow the Council to explore the potential to review and strengthen the existing residents parking zone.
- Furthering the detailed design of the proposed buildings to ensure a new benchmark for quality in Ancoats and in the Oxford Road Corridor.
- Furthering discussions with key stakeholders to ensure the deliverability and appropriate management of the future life science and community uses.

5.29 In response to the key concerns raised within the second consultation additional justification will be provided in the separate planning applications to address each of the key concerns raised by the local community, however, a brief overview is included below which should be read with the more detailed documents submitted with the applications:

### **Height and Density**

5.30 As part of the design development, in response to comments raised during the first consultation, the wider masterplan team explored various massing options for the tallest building within the masterplan (which for clarity does not form part of this planning application) to assess how best to accommodate

the quantum of development and student beds required to viably deliver the life science floorspace and community benefits proposed as an essential part of the SRFG vision for the site.

- 5.31 Various massing options were explored and discussed with the community during the second consultation event. The design team shared their massing studies which demonstrated that a single taller building to the north of the site, closest to the city centre and where the SRFG advocates a landmark building, would be the most appropriate way to accommodate the required massing.
- 5.32 Although it should be noted that this current application seeks consent only for the two buildings to the south of the site.
- 5.33 Detailed analysis of the design, visibility, and environmental impacts of the proposed taller buildings in the masterplan will be provided within each separate planning application to justify the location, height, and level of impact that may be caused by the taller buildings.

### **Number of Students**

- 5.34 As explained elsewhere in this Statement there is an established city-wide and local need for new, high-quality, purpose built student accommodation, which is critical to Manchester's continued economic and social development. The wider masterplan team listened to comments from the community as to how they would suggest the students can integrate with the existing community, how appropriate management plans would be put in place, and shared their own suggestions of how this has worked successfully elsewhere.
- 5.35 Ultimately the number of student beds proposed across the illustrative masterplan is required in order to viably delivery the life science buildings, jobs, community spaces, and the regeneration benefits on the wider site, and this will be clearly set out in each of the planning applications for the respective components of the wider masterplan.

### **Traffic and Parking**

- 5.36 Detailed Transport Assessments and Travel Plans will be provided within each planning application setting out the highway proposals and how the development can improve traffic and parking within the area. The proposal for a car free development will encourage more sustainable modes of transport, and to prevent the local road networks being impacted.
- 5.37 Significant improvements are proposed to the surrounding road network, which will bring safety benefits for the local community. This includes upgrades to Kincardine Road, which will become one way with a dedicated cycle lane and enhanced footpath widths and planting provisions as part of the

PAG / Moda proposals, there will also be the provision of new and improved pedestrian crossing points around the site.

### **Community Offering**

5.38 Following the feedback received during the first public consultation event the Development team put forward a substantial community offering and provided details of proposed community uses. Further detail of this is included in the Community Benefits section of this Statement. The community uses have been proposed based on feedback received from the public and stakeholders during consultation in order to directly respond to identified needs.

### **This Applications Response to Consultation**

5.39 Whilst a coordinated approach to public engagement was undertaken for the wider illustrative masterplan proposals, the Applicants have carefully considered the feedback received for the buildings specifically seeking approval as part of this planning application and made the following changes as a direct result of the engagement with the local community and Ward Councillors:

5.40 Set back the footprints of the PBSA building to increase in the amount and usability of proposed public realm and green spaces.

- Amended the massing of the proposed PBSA building to ensure it is kept as low as possible fronting the Brunswick community and stepping up facing Upper Brook Street where the ORC SRFG suggests a landmark building.
- Inclusion of playful new landscape including informal play and exercise spaces for local residents.
- Commitment to providing a financial contribution for community-led improvements to Gartside Gardens.
- Inclusion of a dedicated community centre within a prominent location fronting the new public realm and local community to directly address the feedback.
- Inclusion of other community facilities including new cafes and retail opportunities;
- Enhanced or new pedestrian crossings to Kincardine Road and Upper Brook Street;
- Commitment to provide a financial contribution to allow the Council to explore the potential to review and strengthen the existing residents parking zone.

### **Summary**

5.41 The Applicants have carried out a comprehensive programme of pre-application consultation which goes beyond the requirements of both local and national planning policy guidance for development of this scale and nature. This has included consultation on the proposals subject to this planning

application as well as the wider emerging illustrative masterplan as part of a consortium of other developers and operators.

- 5.42 The Applicants are committed to delivering a scheme that incorporates the views of the local community and has responded, as far as possible, comments raised during consultation whilst ensuring that the proposed development is viable and deliverable. It is envisaged that positive dialogue will continue during the determination period for the planning application and beyond.

## 6. Community Benefits – Illustrative Upper Brook Street Masterplan

6.1 The illustrative masterplan is committed to delivering new community facilities at the ground floor. The desire is for these to be of genuine benefit to the local community and provide spaces and opportunities for people to meet, shop, and enjoy.

### Community Uses and Facilities

6.2 The masterplan includes significant community-facing ground floor uses. This is spread across each building providing 8 separate units of varying sizes and locations.



**Figure 6.1** – the location of the proposed community uses within the illustrative masterplan

6.3 Based on feedback received from the local community the following community use spaces are being proposed at ground floor level:

- New flexible Community centre;
- Medical facility;
- Food/ convenience store;
- Cafés/ coffee shops;

- Retail shops; and,
- Lobbies within life science buildings with active frontages which can be used as a community events space

## Public Realm

6.4 The new community uses will be set in almost 3 acres of new, publicly accessible, landscaping that will provide the following:

- Two new public squares.
- Playful new landscape including informal play and exercise spaces for local residents.
- 150 new trees.
- Financial contribution for community-led improvements to Gartside Gardens.



Key benefits



Nearly 3 acres of  
new public realm



6 new informal  
play spaces



3 new key  
public spaces



Over 150  
new trees



Over 3,000m<sup>2</sup>  
of soft landscape

**Figure 6.2** – the illustrative landscape masterplan

## Jobs and Economic Benefits

6.5 It is anticipated that the illustrative masterplan together will deliver the following economic benefits:

- Provision of new life science / Sci-Tech buildings that are required and are critical to the future growth of the Oxford Road Corridor and Manchester.
- c. 5,800 new jobs (direct and indirect):

- c. 1,900 construction jobs; and
- c. 3,600 operational jobs
- Commitment to a bespoke local procurement scheme, to include:
  - Local apprenticeship scheme;
  - Working in partnership with The Works and Job Centre Plus to ensure delivery of jobs locally.
  - Working with local schools and stakeholders to provide opportunities for better understanding of the life science sector the potential use of part of the lab space by school children.

### **Highways Improvements / Parking**

6.6 The illustrative masterplan will also include the following benefits to the local highway network:

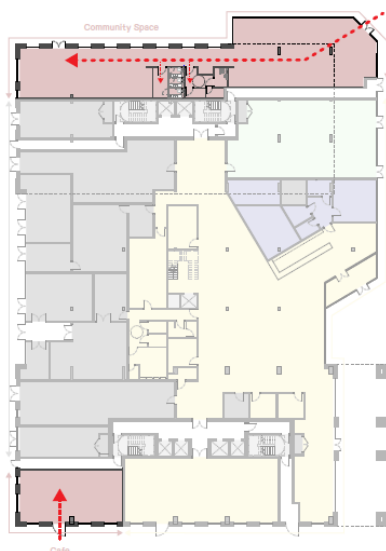
- Provision of 6 enhanced or new pedestrian crossings to Kincardine Road and Upper Brook Street.
- Introduction of new cycle route improvements on Kincardine Road.
- Physical improvements to Kincardine Road.
- Making Kincardine Road 1-way heading northward only.
- Closure of Inchley Road to reduce vehicular traffic and increase public realm.
- Commitment to exploring the use of vacant spaces at existing multi-storey car parks for any car use associated with the life science buildings.
- Financial contribution to MCC to allow exploration of amendments to the existing Controlled Parking Zone (CPZ) in Brunswick to further protect the use by residents.

## 7. Community Benefits – The Application

- 7.1 This planning application represents the first application for specific buildings within the ORC SRFG site and the illustrative masterplan proposals. It will deliver significant community benefits in its own right.
- 7.2 Through discussions with local ward councillors, and consultation with local community groups and two public exhibitions, this planning application includes extensive new public realm, improvements to permeability, and significant new community uses that will be tangible benefits to Ardwick and the Brunswick community. These directly reflect comments and concerns raised during consultation and reflect the principles for this site within the ORC SRFG.
- 7.3 This application will deliver the following active ground floor uses comprising:
- Community Centre - 293m<sup>2</sup>;
  - Café - 265m<sup>2</sup>;
  - Retail floorspace - 80m<sup>2</sup>; and
  - 0.9 acres public realm and landscaping.

### Community Centre

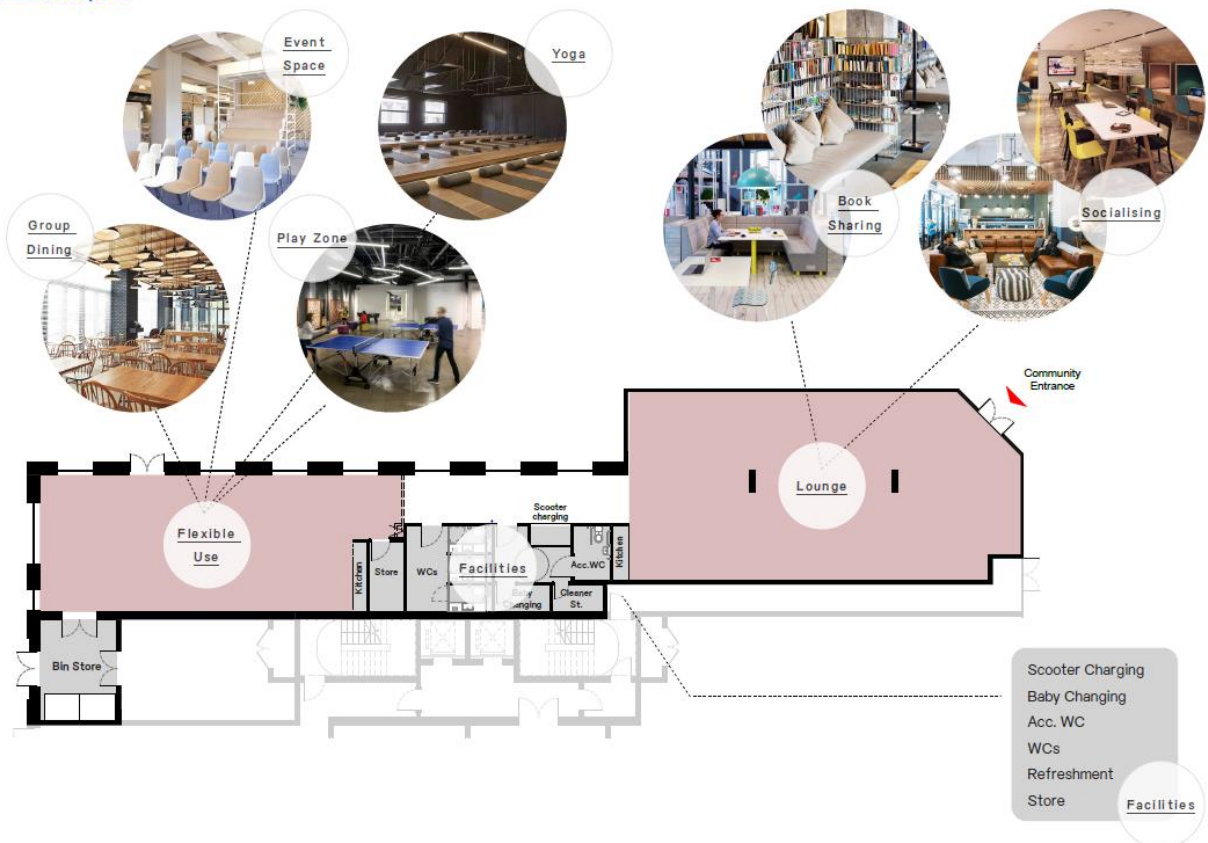
- 7.4 As a direct response to public engagement, a new community centre with flexible spaces will be provided within the PBSA Building (Building 2) as shown in Figure 5.2 below.



**Figure 7.1-** Proposed locations of ground floor community uses

- 7.5 The proposed Community Centre is envisaged as a multi-use, multi-purpose space for the whole community. It will have its own dedicated front door, toilets, and kitchen. The flexible space will be bookable by all members of the Ardwick community and can be easily reconfigured to support a wide variety of uses such as:
- exercise classes;
  - group meetings;
  - youth clubs;
  - or any other function the community wishes.
- 7.6 The lounge is proposed to be a more permanent space that will include exhibition/gallery space for local artists or business owners and a community lounge with kitchenette – the perfect place for a cup of tea and a catch-up with neighbours.
- 7.7 The design, use and management of these spaces will be further developed alongside the local community over the next stages of the process.

Community Space - Indicative Key Uses

**Figure 7.2 – Layout and Flexibility of New Community Centre**



**Figure 7.3** – CGI of the new Community Centre

### New Public Realm and Permeability

- 7.8 The site is also identified as a key site to create new and enhanced connections between existing communities and opportunities for community uses and accessible ground floor uses. 0.9 acres of new public realm will be delivered as part of this application, including the planting of 74 new trees, and new play facilities for the local community.
- 7.9 The four Landscape Character Areas proposed within the planning application include a new community oriented and active edge along Kincardine Road; Thorburn Walk - a new pedestrian and cycling route through the site with a sequence of small garden spaces; new areas of planting and a tree lined avenue along Upper Brook Street; and the creation of two secondary routes north and south of the site, including new planting along Cottenham Street.
- 7.10 Any planning permission for the McLaren / Kadans development will also include a financial contribution towards community-led improvements to Gartside Gardens.



**Figure 7.4** – Thorburn Walk (looking from Upper Brook Street)

## Jobs and Economic Benefits

7.11 The Environment Statement submitted in support of this application includes a Socio-Economics Chapter prepared by Brookdale Consulting. The Socio-Economics Chapter demonstrates the following key benefits:

- Construction of the development will support 826 person years of construction related employment, with GVA of £20m per year for three years.
- The development will create 740 bedrooms for purpose built student accommodation creating 92 direct and indirect jobs in relevant sectors and GVA per year of £5.4m.
- In addition, the development will create deliver 21,077 m2 GEA of purpose-built life science space and 265 m2 of retail creating 545 direct and indirect jobs and GVA per year of £20.6m.
- The Proposed Development will contribute to Manchester's economic prosperity building on its knowledge economy strengths to the benefit of Greater Manchester and the North West. It will increase the revenues to Manchester City Council through business rates and Council tax in the order of £2.86m per year.

7.12 The proposed Sci-Tech building alone will create significant opportunities for the local communities when operational, including creating 545 new jobs in a wide range of graduate and non-graduate employment opportunities ranging from lab technicians, researchers, business support and PhD / C-

Level roles such as R&D, drug manufacturing, QA and marketing. Kadans are a long-term operator of their buildings and seek to establish relationships with community stakeholders and organisations to proactively contribute with the local area. Kadans engages with local schools and groups to build an awareness of the sci-tech sector and pathways to employment. In other localities, this has included workshops, presentations and site visits coordinated with the contractor and professional team to cover roles in architecture, engineering, construction and planning.

7.13 The new jobs created will be recruited for in accordance with an agreed Local Labour Agreement and working in partnership with local stakeholders including the following to ensure as many jobs as possible are available to people in the local communities;

- The Works;
- The Growth Company; and
- Job Centre Plus.

7.14 A significant investment by the Applicants' into the local area, involving an estimated initial construction spend of £65 million and annual GVA into the local economy from the operational buildings of £26m.

### **Highways and Parking**

7.15 This planning application will provide tangible improvements to the local highway network, pedestrian and cycle routes, and parking around the site, including:

- A financial commitment to MCC to fund the exploration and implementation / management of potential amendments to the Brunswick Controlled Parking Zone (CPZ) to prevent fly parking within the community;
- Commitment to improve and introduce new pedestrian crossings to Kincardine Road and Upper Brook Street.

## 8. Conclusions

- 8.1 This Community Benefits Statement has been prepared in support of the Upper Brook Street Masterplan – McLaren Kadans scheme which seeks full planning consent for a Sci-Tech and Purpose-Built Student Accommodation scheme (PBSA) scheme.
- 8.2 This Community Benefits Statement has been produced to outline the offer to the local community that is envisaged through the Council's vision for the site, the emerging illustrative Upper Brook Street Masterplan, and specifically this application being promoted by McLaren Property Ltd and Kadans Science Partner.
- 8.3 The site forms part of the wider Upper Brook Street (UBS) development opportunity, which sits within both Ardwick ward and the Oxford Road Corridor – straddling two important regeneration areas. The UBS site is identified within the Oxford Road Corridor Strategic Spatial Framework (SSF) as being a transformational development opportunity, with scope for increased density with mixed commercial uses being the priority.
- 8.4 These application proposals form part of a wider illustrative masterplan currently being proposed for the majority of the wider Upper Brook Street development opportunity. These wider proposals are being brought forward collaboratively by several landowners, developers, and operators who have jointly developed a comprehensive response to the Council's vision for the site to create a major life science-focused masterplan that will deliver regeneration and community benefits. It is this illustrative masterplan that has been consulted on publicly to ensure a holistic and comprehensive response to the site that would not be possible if individual sites were delivered in a piecemeal manner.
- 8.5 The illustrative masterplan is committed to delivering new community facilities at the ground floor and has been driven by feedback from the local community. The desire is for these to be of genuine benefit to the local community and provide spaces and opportunities for people to meet, shop, and enjoy.
- 8.6 The form and quantum of development proposed within the illustrative masterplan (and individual planning application) is required to deliver the life science buildings, jobs, and community benefits being proposed.
- 8.7 This planning application represents the first application for specific buildings within the wider UBS development opportunity and the illustrative masterplan proposals. It will deliver significant community benefits in its own right.

- 8.8 Through discussions with local ward councillors, and consultation with local community groups and two public exhibitions, this planning application includes extensive new public realm, improvements to permeability, and a new community centre that will bring tangible benefits to Ardwick and the Brunswick community. These directly reflect comments and concerns raised during consultation and reflect the principles for this site set within planning guidance.

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