

The background image is a photograph of modern architecture, featuring a multi-story building with a grid-like facade of windows and a taller, more slender building to its right. The entire image is overlaid with a semi-transparent blue filter. The sky is filled with soft, white clouds.

June 2023
Statement of Community Involvement

Upper Brook Street Masterplan (McLaren / Kadans)



Statement of Community Involvement

Upper Brook Street Masterplan- McLaren/ Kadans

McLaren Property and Kadans Science Partner

June 2023

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For and on behalf of Avison Young (UK) Limited

1. Introduction

1.1 This Statement of Community Involvement ('SCI') has been prepared by Avison Young ('AY') in support of a full planning application submitted on behalf of McLaren Property Limited ('McLaren') and Kadans Science Partner ('Kadans') ('the Applicants') to Manchester City Council. The application relates to the proposed redevelopment of land between Upper Brook Street, Kincardine Road, and Cottenham Street ('the site') (also known as 'Upper Brook Street Masterplan- McLaren/ Kadans'), as shown on the Location Plan at **Appendix I**.

1.2 The application proposes the following description of development:

"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 The site forms part of a wider Illustrative Masterplan for Upper Brook Street, which has been developed collaboratively by several landowners, developers, and operators (the "consortium") who have jointly developed a comprehensive response to MCC's regeneration principles for the wider site. This Illustrative Masterplan is being delivered via two separate planning applications. This current application is referred to as 'Upper Brook Street Masterplan- McLaren/ Kadans'. A separate application for land to the north is being submitted in parallel to the current application, this application is referred to as 'Upper Brook Street Masterplan - Williams Motor Co (Holdings)/ Alliance UBS Limited. A joined-up, cohesive approach has been taken to the consultation for both applications to ensure that the proposed are presented and understood collectively, with AY appointed as the planning consultants and leading on a combined consultation strategy for Upper Brook Street Masterplan as a whole.

1.4 Further details of the site, the overarching masterplan, and the proposed development are set out in full in the accompanying Planning Statement and also within the Design and Access Statement.

1.5 The purpose of this SCI is to provide an overview of the pre-application consultation that has been undertaken with the local community and key stakeholders. The SCI should be read in conjunction with all other supporting documentation submitted with this application as detailed in **Appendix II** of this statement.

1.6 The structure of the remainder of this Statement is as follows:

- **Section Two:** Planning Policy and Guidance;

- **Section Three:** The Consultation Approach;
- **Section Four:** Consultation Responses Summary;
- **Section Five:** The Applicant's Response to Consultation; and
- **Section Six:** Summary and Conclusions.

2. Planning Policy and Guidance to Community Consultation

2.1 This section provides an overview of local and national planning policy which promotes community involvement in the preparation of planning applications. In particular, the following policy guidance is considered:

- 'Statement of Community Involvement', Manchester City Council (adopted in June 2018);
- The Localism Act, House of Commons (November 2011); and
- The National Planning Policy Framework (NPPF) (July 2021).

Manchester Statement of Community Involvement (June 2018)

2.2 MCC's Statement of Community Involvement ('SCI') was adopted in June 2018, the purpose of this document is to let residents, businesses, the voluntary sector and other stakeholders in the area know how they can get involved in planning activity.

2.3 Section 9 of MCC's SCI regards commenting on planning applications. This Section states that for significant development proposals MCC encourages developers to consult with the community before they submit a planning application. The decision on whether a proposal will need more in-depth consultation will be based on its nature or scale and will be made by MCC planning officers in conjunction with regeneration teams, ward co-ordinators and local community groups where appropriate. Developers should be mindful that the Council will need to satisfy its public sector equality duty when making planning decisions, so as well as consulting with the public, MCC will encourage developers to consult with 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 etc. This will be done on a case by case basis depending on the nature of the application.

2.4 The SCI states pre-application consultation is beneficial to both the community and the developer as it allows the developer to design a proposal which takes on board the opinions of the community. This will mean that there are likely to be fewer objections once an application is submitted.

2.5 It is suggested that pre-application discussions with the Council can help to determine the scope of consultation needed. The following methods of consultation are listed within the SCI to be used when appropriate:

- Letters sent to residents and businesses in nearby streets telling them what is proposed, how they can get more information and how they can give the developer their views

- Public exhibition in an accessible location close to the development (e.g. library or supermarket) which tells the public about what is happening and gives them an opportunity to make comments
 - A website set up by the developer
 - Leaflets distributed to nearby streets and placed in facilities near the proposed developments which have a tear off slip for comments
 - Social media used by the developer to advertise the development and associated consultation events
- 2.6 Representations received will be considered and will be summarised in the officer's report when making decision on applications.
- 2.7 Appendix 1 of MCC's SCI contains guidance on developer-led early engagement. The Appendix states early engagement has significant benefits to improve both the efficiency and the effectiveness of the planning system for all parties, including the potential outcome for the community. Developers are, therefore, encouraged to engage with stakeholders, including local communities, at an early stage in the production of masterplans, planning frameworks or before submitting a planning application. This guidance includes best practice principles and a good practice case study for community involvement.
- 2.8 The best practise principles include the following points:
- Consideration of how best to identify all stakeholders;
 - Utilising ward member's knowledge of local community groups;
 - Using a range of consultation methods;
 - Ensuring consultation venues and documents are accessible; and,
 - Providing information to stakeholders about timescales.

The Localism Act

- 2.9 In November 2011 the Localism Act received Royal Assent. This is the Government's method of devolving greater powers to Councils and neighbourhoods in order to give local communities more control over planning decisions. It is a material consideration in the determination of this application.

- 2.10 Paragraph 122 of the Localism Act introduces a new requirement for developers to consult local communities on a wider range of developments before submitting planning applications. Developers must consider any responses received before proposals are finalised and show how they have been taken into account when submitting applications. It is hoped that this will give local people a chance to comment when there is still genuine scope to make changes to any draft proposals.

National Planning Policy Framework (July 2021)

- 2.11 In July 2021, the Government published the most recent iteration of the National Planning Policy Framework ('NPPF'). This document aimed to simplify the planning system in the UK by reducing over 1,000 pages of national policy and guidance into just over 50 pages. It is this newfound accessibility which aims "to put unprecedented power in the hands of communities" directly affected by development.
- 2.12 NPPF Paragraph 39 states how early engagement can "improve the efficiency and effectiveness of the planning application system for all parties" therefore leading to "better coordination between public and private resources and improved outcomes for the community".
- 2.13 Paragraph 40 further states that whilst a Local Planning Authority (LPA) cannot require that a developer engages with them before submitting a planning application, they should nevertheless encourage take-up of any pre-application services they do offer. Furthermore, and where deemed to be beneficial, the LPA should "encourage any Applicants who are not already required to do so by law to engage with the local community before submitting their applications". This is to ensure that any potential issues are resolved as early in the planning process as possible.

Summary

- 2.14 In advance of submission of the full planning application, the Applicants completed a full and comprehensive consultation programme that complies with both local and national policy guidance described above. The following sections of this Statement describe this consultation process in detail.

3. Pre-application Engagement

- 3.1 A cohesive and comprehensive approach to stakeholder and community engagement has been taken by the Applicants. As described in Chapter 1 of this SCI the approach has involved a combined consultation strategy for both Upper Brook Street Masterplan Planning Application (McLaren/ Moda and Williams Motor Co (Holdings)/ Alliance UBS Limited).
- 3.2 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.
- 3.3 This Chapter describes the pre-application consultation undertaken with MCC Officers, local councillors, key stakeholders and the community. 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 13th March 2023, and 22nd 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 23rd March 2023 and 26th 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 13th - 31st March 2023, and again from 24th May - 5th June 2023

Consultation with MCC Planning Officers

3.4 Extensive pre-application discussion with officers at MCC have occurred since early 2022 on the emerging proposals. These have included discussions with the following:

- Planning officers;
- Strategic development officers;
- Highways officers;
- Parks officers;
- Neighbourhood wardens; and
- Strategic housing officers.

3.5 The proposed development submitted as part of this planning application has benefitted considerably and reflects the pre-application consultation with MCC and has sought to address the key comments made from officers.

Consultation with Local Councillors

3.6 Consultation has taken place with Ardwick Ward Councillors – past and present. Multiple meetings were held with Councillor Bernard Priest in 2022, prior to him announcing his retirement, and three further

meetings have been held with Councillors Tina Hewitson, Councillor Amna Abdullatif, and Councillor Abdigafar Muse in 2023.

- 3.7 The Applicants have worked with Ward Councillors to ensure as many people within the local community had the opportunity to understand and comment on the proposals at the pre-application stage, including agreeing the extent of the consultation boundary, twice extending the length of the public consultation periods, and arranging bespoke meetings with key community groups. The Applicants have also liaised directly with Ward Councillors via email on specific issues and to address concerns.

Consultation with Other Stakeholders

- 3.8 There has been a significant amount of consultation undertaken with local community groups in preparing the application and the resulting discussions have led to significant design changes being made to the scheme. Consultation has been undertaken with the following local community groups/ stakeholders:

- Historic England;
- The Works and Job Centre Plus;
- Members of the Brunswick Residents Association;
- Canon Simon Gatenby, Brunswick Church;
- Brunswick Climate Change Access Group;
- Brunswick Neighbourhood Wardens;
- Manchester Young Community Champions;
- Friends of Gartside Gardens; and,
- Greater Manchester Youth Federation.

- 3.9 Details of the feedback received during this consultation can be found in the following Chapter.

Consultation with the Community

- 3.10 Two separate community consultation events were held, the first one ran from the 13th - 31st 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 24th May - 9th 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

- 3.11 A leaflet drop took place ahead of each consultation event. Informative leaflets (provided at **Appendix III**) were distributed on the 13th March 2023 and 22nd 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.
- 3.12 The leaflet included details of the in-person public consultation events held on the 23rd March 2023 and the 25th 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

- 3.13 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)

3.14 The first in-person public consultation event was held on the 23rd 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).

3.15 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.

3.16 19 informative A1 boards were produced and located on easels for consultees to view. The topics of the consultation boards were as follows and a copy of the boards is attached in **Appendix IV:**

- 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.

3.17 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.

3.18 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.

Second In-Person Public Consultation Event (May 2023)

3.19 The second in-person public consultation event was held on the 26th 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).

3.20 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.

3.21 29 informative A1 boards were produced and located on easels for consultees to view. The topics of the consultation boards were as follows and a copy of the boards is attached in **Appendix V**:

- 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.

3.22 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.

3.23 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

- 3.24 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.
- 3.25 During the first consultation event this webpage became live on 13th March 2023. The webpage was initially intended to be open for an 11 day period until 24th March 2023, however was extended until 31st 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 24th May 2023 and closed on the 9th 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.
- 3.26 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.

Summary

- 3.27 As demonstrated above, the Applicants have undertaken a comprehensive pre-application consultation exercise in full accordance with local and national policy guidance. The local community, elected Members, key stakeholders and the Council have been consulted, the results of which are summarised in the following section.

4. Consultation Response Summary

- 4.1 This Chapter provides an overview of the written responses and feedback received from the consultation programme that was undertaken. In accordance with the guidance set out in Chapter 2 of this Statement, all of the comments received as part of the consultation exercise have been considered by the Applicants and the technical team.
- 4.2 The response to the scheme during the public and stakeholder consultation was largely positive, with consultees generally supportive of the redevelopment of the derelict site in line with the Oxford Road Corridor Strategic Regeneration Framework Guidance.
- 4.3 A summary of the responses received is outlined below.

Feedback from MCC Planning Officers

- 4.4 Extensive pre-application discussion with MCC planning, regeneration and highways officers have occurred since early 2022 on the emerging proposals. These have included the following topics:
- The principle of redeveloping the sites;
 - The relationship with the ORC SRFG;
 - The need to consider the relationship with Ardwick and the Brunswick community;
 - The proposed land uses and their role in addressing both strategic city-wide and local needs;
 - The layout and public realm principles, including increasing permeability and accessibility through the site and to Ardwick;
 - The height, scale and massing of the proposed buildings, including options for how the required quantum of development to deliver the life science buildings and regeneration / community benefits can be accommodated on the site;
 - The detailed design and architecture of the proposals;
 - The detailed design of the landscape and new public realm;
 - The quantum and location of the proposed community uses;
 - The public consultation strategy and the responses to comments received; and

- Detailed highways matters including amendments to the existing highway network, and the level of car / cycle parking proposed.

4.5 The proposed development submitted as part of this planning application has benefitted considerably and reflects the pre-application consultation with MCC and has sought to address the key comments made from officers

Feedback from Local Councillors

4.6 As detailed previously, significant consultation has taken place with Ardwick Ward Councillors – past and present – prior to, during, and after the set-piece public consultation events.

4.7 The Applicants have worked with Ward Councillors to ensure as many people within the local community had the opportunity to understand and comment on the proposals at the pre-application stage, including agreeing the extent of the consultation boundary, twice extending the length of the public consultation periods, and arranging bespoke meetings with key community groups. The Applicants have also liaised directly with Ward Councillors via email on specific issues and to address concerns, which included:

- The height of the tallest buildings;
- The quantum of PBSA;
- Community uses;
- Parking;
- Construction impacts; and
- Consultation.

Feedback from Other Stakeholders

Historic England

4.8 A pre-application meeting was held with officers at Historic England on the emerging proposals. Historic England raised no concerns in principle around redevelopment of site, massing proposed, impact on Grade II* listed Chapel, or long-range views from 23 storey tower. Historic England provided a written response confirming:

"We welcome the redevelopment of the site, and believe that the wider masterplan has the potential to not only improve the townscape of Manchester, but also to better reveal the significance of the chapel. From the information provided in the meeting we are comfortable that the proposed quantum of development could be achieved on the site without harming the significance of the chapel, and that sensitive consideration is being given to the design of both the buildings and the wider landscaping."

The Works and Job Centre Plus

- 4.9 The Applicants and developers of the adjacent site held very positive discussions on joint working with members of The Works, Job Centre Plus, and the Growth Company on the opportunity to direct the 5,800 new jobs that are anticipated to be created by the wider Illustrative Masterplan to local people. These included two dedicated meetings and attendance at a Green Skills Academy on 19th May 2023. Future meetings are planned to progress opportunities and partnership working, as well as the offer to sponsor local events.

Canon Simon Gatenby, Brunswick Church

- 4.10 The Applicants held positive discussions with Canon Simon Gatenby about collaborative working and future community events. The second consultation event was hosted at Brunswick Parish Church, and Simon advised on methods of engaging with the community.

Manchester Young Community Champions

- 4.11 The consortium of developers proposing the wider Illustrative Masterplan held positive discussion about helping to secure community-led improvements to Gartside Gardens and attended meetings on-site on 6 April and 22 June 2023. Plans for enhanced sports provision, as part of the potential for additional improvements, at Gartside Gardens are being discussed to respond to Manchester Young Community Champions recommendations.

Friends of Gartside Gardens

- 4.12 The consortium of developers proposing the wider Illustrative Masterplan held positive discussion about helping to secure community-led improvements to Gartside Gardens and attended meetings on-site on 6 April and 22 June 2023. The Friends of Gartside Gardens have provided suggestions of the improvements they would like to see made to the park, which the Applicant team (as part of the wider consortium of developers) will explore as part of a financial contribution to help deliver.

Greater Manchester Youth Federation

- 4.13 Initial dialogue was held with the Greater Manchester Youth Federation to discuss the potential for the management of new community centre.

Feedback from the Local Community

- 4.14 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

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

- 4.17 The second public consultation exercise was held between 24th May and 9th June 2023. 71 people attended the public exhibition, with 114 written and online responses. There was a reduction in the level of support at the second consultation, with concerns being raised around the key themes detailed below.
- 4.18 The key comments raised as part of the second public consultation were:
- Main areas of support:
 - Redevelopment of a brownfield site

Many members of the community expressed support for the redevelopment of a currently vacant, brownfield site. Community members supported the site being brought back into use, in its current state it is negatively impacting the surrounding community in terms of its dilapidated appearance and lack of permeability.

- Proposed community uses

Members of the community expressed support for the proposed community uses. These have been designed based on feedback from the first consultation, and community members were pleased to see a medical facility, community centre and new retail/ convenience store provisions.

- Safety improvements to the surrounding road network

The safety improvements to the surrounding road network were well received. Many community members expressed that Kincardine Road is currently used as a 'rat run' and has limited safe crossings. Improvements to the surrounding road network and improved/ new crossings were well received.

- High quality design

Comments were made that supported the high quality architectural design, as well as support for the substantial amount of green space and public realm which is being brought forwards cohesively across wider masterplan.

- Main areas of concern raised:

- Height and density

Concerns were raised that the proposed tall buildings would be out of character with the neighbouring Brunswick community with residents seeking reassurance that the tall buildings are being fully tested from an environmental and technical perspective to limit impacts upon surrounding occupiers.

- Number of students

Some community members suggested that there is not a need for this quantum of PBSA development, and the community sought reassurance that the buildings would be suitably managed to ensure the students integrate effectively with the existing

community. Concerns were also raised whether local services will be able to accommodate the increase in population.

- Traffic and parking

The community raised concerns that the development would exacerbate existing issues with on-street parking within the Brunswick residential area. Questions were raised as to how the car free development would function, and whether appropriate levels of disabled parking will be provided.

- Community offering

The Brunswick community sought confirmation of what community facilities would be provided and also sought confirmation that these facilities would be accessible and designed for use by the existing community and not just the students.

Summary

4.19 This section has summarised feedback received from the local community, Councillors and stakeholders during the pre-application consultation undertaken by the Applicants. All comments received have been taken into consideration.

4.20 The following section picks out the key concerns raised during consultation and provides a comment as to how these have been responded to by the Applicants, both as part of the Illustrative Masterplan as a whole, and specifically how this current application responds.

5. The Applicants Response to Comments Raised During the Consultation

5.1 In accordance with the guidance set out in Chapter 2 of this Statement, all of the comments received as part of the consultation exercise have been considered by the Applicants and the technical team. A summary of the Illustrative Masterplan Response to Consultation is included below.

Illustrative Masterplan Response to Consultation

5.2 The comments received during the first public consultation in March 2023 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. Across the whole illustrative masterplan 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 6 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 Ardwick 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.

- 5.3 In response to the key concerns raised within the second consultation (May 2023) the consortium of developers have undertaken significant technical, environmental, and viability studies to test the individual developments, their impacts, and the ability to reduce the quantum of development proposed and still deliver a viable scheme that provides the overall economic, environmental, and social benefits that are identified for this site. Additional justification will be provided within 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 Massing

- 5.4 It is recognised by the consortium that the emerging masterplan is part of Ardwick and not in the city centre. The masterplan site does, however, also sit within the wider Oxford Road Corridor – a innovation-led growth area of national and regional significance – and the emerging proposals seek to balance the inclusion of uses, public realm, and buildings that strike an appropriate balance between these two locations, regeneration objectives, and differences in scale.
- 5.5 As set out in the Supporting Planning Statement, MCC adopted the Upper Brook Street SRFG in 2019 to guide the future redevelopment of the masterplan site as part of the “Upper Brook Street Development Opportunity”. This included setting a baseline of development heights that related to both Upper Brook Street and the Brunswick Community, creating new permeability, and identifying locations where “landmark” or taller buildings over 10 storeys could be appropriate subject to detailed design, meeting planning policy tests, and further testing of the impacts. On the masterplan site three “landmark” locations were identified.
- 5.6 The emerging Illustrative Masterplan seeks to locate the tallest building to the north where it will be seen, and have a relationship, with the taller buildings in the city centre and around the Mancunian Way. This will be delivered by PAG and Moda as student accommodation. This location was specifically identified as a “landmark opportunity” in the SRFG and is furthest from Gartside Gardens, residential properties, and listed buildings to limit the impact. The height at 42 storeys has allowed for the other PBSA buildings to be kept at a lower height datum and step down to the life science blocks, the former Chapel, and Gartside Gardens.
- 5.7 The PBSA building on the former Citroen site (to be delivered by McLaren) steps up to 23 storeys on Upper Brook Street where another “landmark opportunity” was proposed in the SRFG, but steps down considerably to 8 storeys on Kincardine Road facing the Brunswick community.

- 5.8 The taller buildings have been being fully tested from an environmental and technical perspective to ensure the impacts on the Brunswick Community are as little as possible. The designs of all buildings have also strived to set a new benchmark for architectural quality and sustainability in Ardwick and have been carefully designed so that they don't create a front and back to the buildings – facing and offering opportunities to both Brunswick and Upper Brook Street – with a deliberate focus on high quality design and increased permeability through the masterplan.
- 5.9 The heights of the tall buildings have ultimately been driven by quantum of development required to unlock the successful regeneration of these key sites and allow delivery of the other benefits of the masterplan – both at a regional level and a local level. Viability reports have been submitted with each individual planning application that demonstrate that the quantum of PBSA beds being proposed on each site represents the minimum necessary to pay for the delivery of the life science buildings proposed in the masterplan, as well as the wide range of community uses, benefits, local jobs, and new public realm being offered that we feel will directly benefit the local community.
- 5.10 Following the initial public consultation in March 2023 the consortium did look at different massing options for the PBSA building to the north of the masterplan to see if it would be possible and appropriate to explore alternative massing approaches to house the minimum quantum of beds required. This included reducing the height of the taller building and redistributing height to the lower blocks. These options were clearly set out in the second consultation and discussed with local residents. The consortium's conclusion was that a single point building remains the best approach for the site, and is in line with the SRFG that encourages height to step up to the north where it will have less impact, and where it identifies an opportunity for a prominent accent building closest to the city centre. A single taller building allows the other two buildings to be kept at a lower height.

Number of Students

- 5.11 As explained elsewhere in the Supporting Planning Statement there is a clear 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. Detailed Student Needs Assessments and Management Plans will be submitted with each planning application to detail this.
- 5.12 The requirement and quantum of new PBSA proposed within the Illustrative Masterplan is driven by 3 factors:

- Responding to the city-wide need for new PBSA to support Manchester's status in the top tier for higher education. The site is identified as being suitable for high-density PBSA in the Council Executive Paper on PBSA (May 2023).
- Providing a sufficient quantum of PBSA in order to enable the delivery of the life science and community elements of the masterplan in line with the SRFG aspirations.
- Assisting in providing alternative accommodation for the students that currently live in family housing with Ardwick.

City-Wide Need

- 5.13 Manchester is in the top tier of international cities for higher education. Key to this is the city's ability to compete for students and its residential offer. In a 2019 report the Council stated new PBSA should be focused in the Oxford Road Corridor at high-density to deliver the quantum required. An executive paper has been recently adopted by Manchester City Council in May 2023 which addresses the need for PBSA in Manchester and identifies the need for circa 11,000 additional PBSA beds to 2030, with this site being identified as a key site for new PBSA. The proposals can help to deliver this need alongside also the provision of 220 affordable student rooms.

Enabling Life Science and Community Uses

- 5.14 As stated above, whilst there is a recognised need for more PBSA across the city, and this site is indeed identified as a key location for providing significant beds, the precise quantum being proposed on this site by the consortium is ultimately being driven by the numbers needed to pay for the delivery of the life science buildings and jobs proposed in the masterplan, which are a key priority for the site and are needed for Manchester to continue to be one of the leading places in the world for innovation, as well as the wide range of community uses, benefits, local jobs, and new public realm being offered that we feel will directly benefit the local community. It is this balance of local and strategic benefits that we are striving to find.

Local Need

- 5.15 There are 1,873 students living in mainstream housing in Ardwick in 2021/22 (the 2nd highest of any ward in the city), and over 250 students within Brunswick alone. New PBSA within the Upper Brook Street Masterplan will help to free up this accommodation for use by local people and families. New facilities will also be provided in the buildings for the students to use to minimise impact on existing community facilities, as well as new community facilities elsewhere in the masterplan for use by local residents, including a new medical facility. The masterplan will also deliver new and enhanced public

realm to facilitate communal ownership of the area and spaces both students and local people can enjoy.

5.16 A number of concerns were raised by the local community about the impact of significant numbers of new students on the Brunswick community and its existing facilities and services, with suggestions provided as to how to better integrate students. The consortium, including the future long-term operators of the PBSA buildings and their a specialist student management companies appointed to run them, have submitted detailed Student Management Plans with the applications. These set out a series of measures to ensure the impact of the students on the existing community are minimised, and commits to liaising directly with (and can be contacted by) the local community to address issues.

5.17 The management plans will include obligations on the students such as:

- A 24/7 management team onsite who will be in place to manage resident's behaviour.
- As part of their license agreements, students will have to sign up to a code of conduct which governs behaviour in and around the accommodation, particularly relating to noise, litter and gatherings.
- If students persistently break the terms of their license agreement then the operators will have the power to end their tenancy.
- Car use around the developments will also be restricted under the license agreements, which will a requirement in a legal agreement with the city

5.18 The consortium is also aware from discussing with the local community the current issues with the use of Gartside Gardens and the pressures on local services. It is as a direct response to this that a new community centre, medical facility, and other shops are being proposed alongside the new public realm for use by the community and students. Discussions are also ongoing with residents around the potential to provide a financial contribution to improve Gartside Gardens for the benefit of the local community, which includes upgrading and/or new facilities specifically for the use of locals and children.

5.19 Finally, the final designs of each new student and life science building being proposed will also include new dedicated facilities (for example roof terraces, gyms, and internal spaces) for the use of its own residents / tenants, which will reduce the pressure on the need to use local community facilities. Across the masterplan this will equate to over half an acre of new roof terraces, or the equivalent size of nine tennis courts, as well as nearly 3 acres of ground floor public realm.

Traffic and Parking

- 5.20 The intention is for the new student and life science buildings to be car free given the highly sustainable location on Upper Brook Street and in close proximity to the city centre and universities. Disabled car parking, and limited parking for some life science buildings, will however be provided on site.
- 5.21 The consortium has discussed the issue of parking and pressure on existing roads extensively with Ward Councillors and the local community, and understand the current issues with car parking in Brunswick and the abuse of the current residents parking by non-residents fly-parking, and that the current 3-hour parking system is not working.
- 5.22 There is an absolute commitment to ensure new students and office workers will not be allowed to drive to work, which will be secured through leases and robust travel plans. Any student that is found to be bringing cars to the local area will be in breach of their tenancy agreement and could have their lease terminated in extreme circumstances.
- 5.23 Evidence is presented elsewhere in the planning applications that there are over 3,000 pay & display car parking spaces located within 10 minutes' walk of the masterplan site at the Aquatics Centre, Circle Square, Charles Street & University D car parks. Data suggests that on a typical day these are only 31% occupied and can provide space for additional parking. The operators of the life science buildings are committed to exploring the potential to use these if there is a need for occasional ad hoc parking.
- 5.24 In addition, the consortium are also committed to working with Ward Councillors to help improve the current parking issues in the local area, and have jointly make a commitment to provide a financial contribution as part of the planning applications for the Council to use to explore whether the existing residents parking scheme can be altered with potentially tighter controls and greater protection for existing residents.
- 5.25 Significant improvements are also proposed to the surrounding road network, which will bring safety and environmental 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 well as 6 new or improved pedestrian crossing points around the site.

Community Offering

- 5.26 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 Offer section of the Supporting Planning Statement and the separate Community Benefits Statement, both of which are submitted as part of this planning

application. The community uses included in the planning application have been proposed in direct response to feedback received from the public and stakeholders during consultation in order to directly respond to identified needs.

5.27 The Illustrative Masterplan in total is anticipated to deliver the following community facilities:

- New community facility - for flexible community use to be delivered as part of this application. To be provided with kitchen, toilets, and separate access from Kincardine Road.
- New local convenience store – To be provided in Alliance UBS and Williams Motor Co application, proposed in response to comments received from the local community.
- New NHS medical facility – To be delivered in Alliance UBS and Williams Motor Co application.
- New cafes / coffee shops – To be provided throughout the illustrative masterplan (including as part of this application) fronting key routes and new public realm.
- Almost 3 acres of new public realm.
- Financial contribution for community-led improvements to Gartside Gardens.
- Provision of 6 enhanced or new pedestrian crossings to Kincardine Road and Upper Brook Street.
- 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.
- c. 5,800 new jobs (direct and indirect) and commitment to bespoke local procurement scheme.

This Applications Response to Consultation

5.28 Whilst a coordinated approach to public engagement was undertaken for the wider Illustrative Masterplan proposals, McLaren and Kadans (the Applicants for this particular application) 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:

- 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.

5.29 For absolute clarity, the comments received during the two consultation events around the tallest 42 storey building in the illustrative masterplan, the closure of Inchley Road, and the proposal to make Kincardine Road one-way do not form part of this planning application, and will be fully justified in the planning application being promoted by PAG and Moda.

Summary

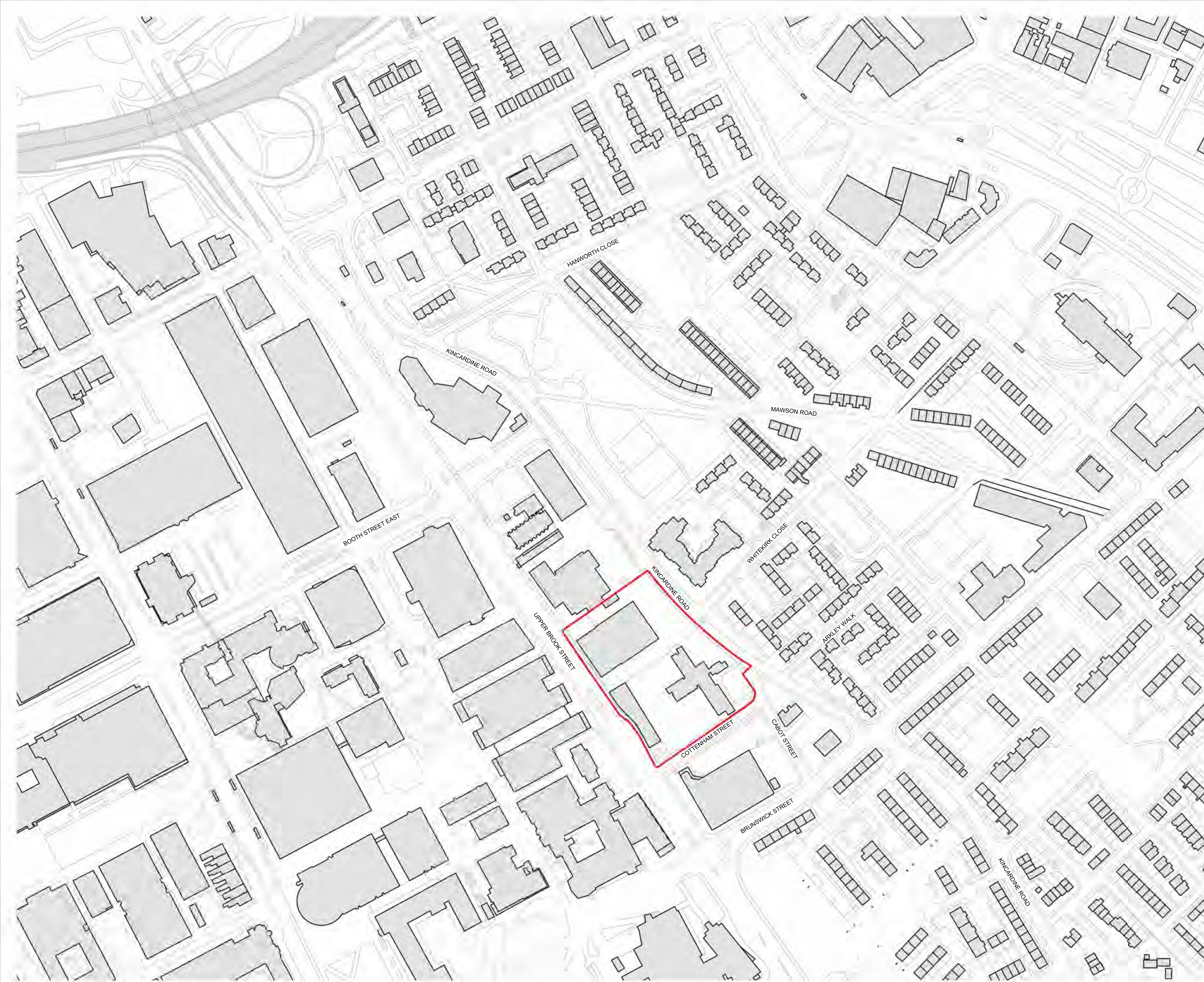
5.30 This Chapter has provided a detailed response to the key issues raised during the public consultation exercise. It is considered that the Applicants have undertaken the appropriate discussions and, importantly, amended their proposals in accordance with the public and stakeholders' responses before submitting the planning application.

6. Summary and Conclusions

- 6.1 The Applicants have carried out a comprehensive programme of pre-application consultation – both as part of a wider consortium of developers and individually - which goes beyond the requirements of both local and national planning policy guidance for development of this scale and nature.
- 6.2 The Applicants have engaged extensively with the local community and key stakeholders in a variety of different ways to ensure that their opinions have been considered within the design evolution of the scheme. This SCI provides an overview of the consultation that has been carried out.
- 6.3 The Applicants are committed to delivering a scheme that incorporates the views of the local community and has responded, as far as possible, to 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.

Appendix I

Location Plan

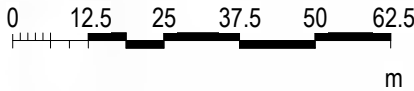
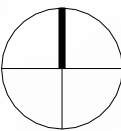


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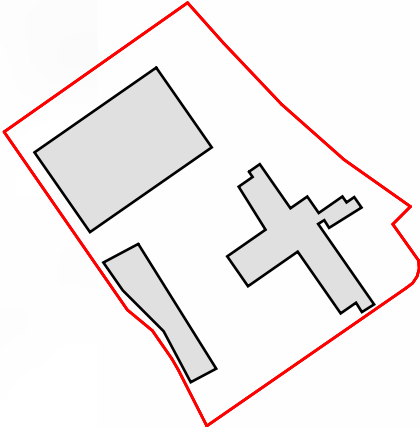
FOR ELECTRONIC DATA ISSUE
Electronic Data / drawings are issued as "read only" and should not be interrogated for measurement. All dimensions and levels should read, only from those values stated in text on the drawing.

Legend
Planning Application Boundary



REV.	DATE	AMENDMENT
P01	06/06/2023	Issued For 'Planning'

KEYPLAN



CLIENT

McLAREN **KADANS**
PROPERTY Science Partner

SHEPPARD ROBSON

77 Parkway Camden Town London NW1 7PU
T: +44 (0)20 7504 1700 E: enquiries@sheppardrobson.com
PROJECT
Upper Brook Street Masterplan - McLaren/Kadans

SCALE@A1	DATE	ORIGINATOR	CHECKED	AUTHORISED
1 : 1250	06/06/2023	JK	ET	RG

Location Plan

Stage 2				SR NO.
STATUS	PURPOSE FOR ISSUE			
S2	Planning			6601_7025
DRAWING NO.				REV.
UBS · SRA · ZZ · 00 · DR · A · 02-000				P01

Appendix II
Schedule

Supporting Document

Document	Reference/ Date	Author
Admin		
Application Form	PP-12094149	Avison Young
Application Fee	Via Planning Portal	McLaren Property
Covering Letter	June 2023	Avison Young
Plans		
General Arrangement PBSA Ground Floor Plan	UBS-SRA-SA-00-DR-A-02-600 P01	Sheppard Robson
General Arrangement PBSA First Floor Plan	UBS-SRA-SA-01-DR-A-02-601 P01	Sheppard Robson
General Arrangement Second Floor Plan	UBS-SRA-SA-02-DR-A-02-602 P01	Sheppard Robson
General Arrangement Eighth Floor Plan	UBS-SRA-SA-08-DR-A-02-604 P01	Sheppard Robson
General Arrangement PBSA Twenty-Second Floor Plan	UBS-SRA-SA-22-DR-A-02-608 P01	Sheppard Robson
General Arrangement PBSA Roof Plan	UBS-SRA-SA-R1-DR-A-02-609 P01	Sheppard Robson
External Envelope PBSA - Typical Bay Study - Kincardine Block	UBS-SRA-SA-XX-DR-A-02-420 P01	Sheppard Robson
External Envelope PBSA - Typical Bay Study - Upper Brook Street Block	UBS-SRA-SA-XX-DR-A-02-421 P01	Sheppard Robson
External Envelope PBSA - Typical Bay Study - Ground Floor Entrance	UBS-SRA-SA-XX-DR-A-02-422 P01	Sheppard Robson
External Envelope PBSA - Typical Bay Study - Ground Floor BOH	UBS-SRA-SA-XX-DR-A-02-423 P01	Sheppard Robson
General Arrangement Third to Seventh Floor Plan	UBS-SRA-SA-ZZ-DR-A-02-603 P01	Sheppard Robson
General Arrangement PBSA Typical Ninth to Sixteenth Floor Plan	UBS-SRA-SA-ZZ-DR-A-02-605 P01	Sheppard Robson
General Arrangement PBSA Typical Seventeenth to Eighteenth Floor Plan	UBS-SRA-SA-ZZ-DR-A-02-606 P01	Sheppard Robson
General Arrangement PBSA Typical Nineteenth to Twenty-First Floor Plan	UBS-SRA-SA-ZZ-DR-A-02-607 P01	Sheppard Robson
General Arrangement - Sci-Tech Building Ground Floor Plan	UBS-SRA-ST-00-DR-A-02-500 P01	Sheppard Robson
General Arrangement - Sci-Tech Building First Floor Plan	UBS-SRA-ST-01-DR-A-02-501 P01	Sheppard Robson
General Arrangement - Life Sciences Second Floor Plan	UBS-SRA-ST-02-DR-A-02-502 P01	Sheppard Robson
General Arrangement - Life Sciences Third Floor Plan	UBS-SRA-ST-03-DR-A-02-503 P01	Sheppard Robson

General Arrangement - Life Sciences Fourth Floor Plan	UBS-SRA-ST-04-DR-A-02-504 P01	Sheppard Robson
General Arrangement - Life Sciences Fifth Floor Plan	UBS-SRA-ST-05-DR-A-02-505 P01	Sheppard Robson
General Arrangement - Life Sciences Sixth Floor Plan	UBS-SRA-ST-06-DR-A-02-506 P01	Sheppard Robson
General Arrangement - Life Sciences Seventh Floor Plan	UBS-SRA-ST-07-DR-A-02-507 P01	Sheppard Robson
General Arrangement - Life Sciences Eighth Floor Plan	UBS-SRA-ST-08-DR-A-02-508 P01	Sheppard Robson
External Envelope Sci-Tech South East Bay Study	UBS-SRA-ST-EE-DR-A-02-401 P01	Sheppard Robson
External Envelope Sci-Tech North East Bay Study	UBS-SRA-ST-EN-DR-A-02-400 P01	Sheppard Robson
External Envelope Sci-Tech South West Bay Study	UBS-SRA-ST-ES-DR-A-02-402 P01	Sheppard Robson
External Envelope Sci-Tech North West Bay Study	UBS-SRA-ST-EW-DR-A-02-403 P01	Sheppard Robson
General Arrangement - Sci-Tech Building Roof Plan	UBS-SRA-ST-R1-DR-A-02-509 P01	Sheppard Robson
Location Plan	UBS-SRA-ZZ-00-DR-A-02-000 P01	Sheppard Robson
Site Plan - Existing	UBS-SRA-ZZ-00-DR-A-02-001 P01	Sheppard Robson
Site Plan - Proposed	UBS-SRA-ZZ-00-DR-A-02-002 P01	Sheppard Robson
Demolition Plan	UBS-SRA-ZZ-00-DR-A-02-010 P01	Sheppard Robson
Combined General Arrangement Ground Floor and Public Realm Plan	UBS-SRA-ZZ-00-DR-A-02-100 P01	Sheppard Robson
Combined General Arrangement First Floor Plan	UBS-SRA-ZZ-01-DR-A-02-101 P01	Sheppard Robson
Site Elevations Existing - Cottenham Street: South East	UBS-SRA-ZZ-EE-DR-A-02-302 P01	Sheppard Robson
Site Elevations Existing - Thorburn Walk: North West	UBS-SRA-ZZ-EE-DR-A-02-305 P01	Sheppard Robson
Site Elevation Proposed - Cottenham Street: South East	UBS-SRA-ZZ-EE-DR-A-02-308 P01	Sheppard Robson
Site Elevation Proposed - Thorburn Walk: South East	UBS-SRA-ZZ-EE-DR-A-02-310 P01	Sheppard Robson
Site Elevations Existing - Kincardine Road: North East	UBS-SRA-ZZ-EN-DR-A-02-300 P01	Sheppard Robson
Site Elevation Proposed - Kincardine Road: North East	UBS-SRA-ZZ-EN-DR-A-02-306 P01	Sheppard Robson
Site Elevation Existing - Upper Brook Street: South West	UBS-SRA-ZZ-ES-DR-A-02-301 P01	Sheppard Robson
Site Elevation Proposed - Upper Brook Street: South West	UBS-SRA-ZZ-ES-DR-A-02-307 P01	Sheppard Robson
Site Elevations Existing - North West	UBS-SRA-ZZ-EW-DR-A-02-303 P01	Sheppard Robson
Site Elevations Existing - Thorburn Walk: South East	UBS-SRA-ZZ-EW-DR-A-02-304 P01	Sheppard Robson
Site Elevation Proposed - North West	UBS-SRA-ZZ-EW-DR-A-02-309 P01	Sheppard Robson

Site Elevation Proposed - Thorburn Walk: North West	UBS-SRA-ZZ-EW-DR-A-02-311 P01	Sheppard Robson
Combined General Arrangement Cross Section BB	UBS-SRA-ZZ-SE-DR-A-02-321 P01	Sheppard Robson
Combined General Arrangement Cross Section AA	UBS-SRA-ZZ-SE-DR-A-02-320 P01	Sheppard Robson
Combined General Arrangement Long Section CC	UBS-SRA-ZZ-SN-DR-A-02-322 P01	Sheppard Robson
Combined General Arrangement Long Section DD	UBS-SRA-ZZ-SS-DR-A-02-323 P01	Sheppard Robson
Combined General Arrangement Typical Lower Level Plan	UBS-SRA-ZZ-ZZ-DR-A-02-102 P01	Sheppard Robson
Combined General Arrangement Typical Upper Level Plan	UBS-SRA-ZZ-ZZ-DR-A-02-103 P01	Sheppard Robson
Combined General Arrangement Roof Level Plan	UBS-SRA-ZZ-ZZ-DR-A-02-104 P01	Sheppard Robson
Landscape General Arrangement	0967-RFM-XX-00-DR-L-0001-P02	Re-form
Landscape Illustrative Plan	0967-RFM-XX-00-DR-L-0002-P04	Re-form
Landscape Sections	0967-RFM-XX-00-DR-L-0003-P02	Re-form
Landscape Sections	0967-RFM-XX-00-DR-L-0004-P02	Re-form
Planting Strategy	0967-RFM-XX-00-DR-L-0005-P02	Re-form
Roof Terrace Level 01	0967-RFM-XX-00-DR-L-0006-P02	Re-form
Roof Terrace Illustrative Plan	0967-RFM-XX-00-DR-L-0007-P02	Re-form
Reports		
Design and Access Statement	June 2023	Sheppard Robson
Supporting Planning Statement	June 2023	Avison Young
Tall Building Statement	June 2023	Avison Young
Statement of Community Involvement	June 2023	Avison Young
Community Benefit Statement	June 2023	Avison Young
Student Need Assessment	June 2023	Cushman and Wakefield
Transport Statement (ES Chapter 11 Appendix)	June 2023	Civic Engineers
Travel Plan (ES Chapter 11 Appendix)	June 2023	Civic Engineers
Flood Risk and Drainage Assessment (PBSA)	June 2023	Civic Engineers
Flood Risk and Drainage Assessment (Sci-Tech)	June 2023	HRD
Environment Statement (Chapters Detailed Below)	June 2023	Avison Young
Site Investigation Report	June 2023	A2 Site Investigation
Air Quality Assessment	June 2023	BWB
Energy Statement (PBSA)	June 2023	Cundall
Energy Statement (Sci-Tech)	June 2023	Wallace Whittle
Circular Economy Statement	June 2023	BWB
Fire Statement	June 2023	Cundall
Utilities Statement (PBSA)	June 2023	Civic Engineers
Utilities Statement (Kadans)	June 2023	HDR
CEMP	June 2023	Roberts Planning Services

Crime Impact Assessment	June 2023	Greater Manchester Police
Acoustic Assessment	June 2023	Cundall
Archaeology Assessment	June 2023	Salford Archaeology
Ecology Assessment	June 2023	Brooks Ecological
BNG Assessment	June 2023	Brooks Ecological
Arboricultural Survey	June 2023	Arbtech
TV and Radio Reception Impact Assessment	June 2023	GTech Surveys
Broadband Connectivity Assessment	June 2023	GTech Surveys
Viability Assessment	June 2023	Avison Young
Environment Statement Chapters		
Chapter 6: Townscape, Heritage and Visual Impact	June 2023	Donald Insall Associates
Chapter 7: Socioeconomics	June 2023	Brookdale
Chapter 8: Wind Microclimate	June 2023	Wilde Analysis
Chapter 9: Daylight, Sunlight and Overshadowing	June 2023	GIA
Chapter 10: Climate Change	June 2023	Cundall
Chapter 11: Transportation	June 2023	Civic Engineers

Appendix III

Informative Leaflets

PUBLIC CONSULTATION ON UPPER BROOK STREET MASTERPLAN

Property Alliance Group, Moda Living, McLaren Property and Kadans Science Partner would jointly like to invite you to participate in their public consultation event on the emerging plans for a new masterplan at Upper Brook Street, Ardwick, Manchester.



Site Location Plan

Have Your Say

If you would like to find out more information and have your say on the proposals an in-person consultation event is being held from 3pm till 8pm on Thursday 23rd March at:

Brunswick Village Extra Care, 50 Brunswick Street, Manchester. M13 9PE

We have also produced a dedicated consultation webpage which is available via the following link:

<https://www.avisonyoung.co.uk/planning-consultations>

Alternatively please email us directly at: **planningconsultations.uk@avisonyoung.com**

Or leave a voicemail on **0161 956 4176**.

Please provide your comments to us before our consultation ends on **24th March 2023**



The Vision

The proposed masterplan site lies of the western edge of Brunswick, within the Ardwick Ward. It is bounded by Kincardine Road, Upper Brook Street, Grosvenor Street, and Cottenham Street.

The proposals intend to transform these currently vacant sites, re-establishing their important role in the area by re-introducing permeability, public realm, and active community-facing uses at ground floor. The emerging masterplan includes over 2 acres of new public realm and green spaces, a new public square, as well as a series of high-quality new buildings of varying heights to provide accommodation for life sciences operators and purpose built student accommodation.

The masterplan also has the potential to provide significant benefits for the local area and the wider City Region, including job creation, social value, and a desire to provide facilities and spaces that will genuinely benefit the local community.

Future Planning Applications

Whilst the proposals are being considered as a single holistic masterplan, it is envisaged that two planning applications will be submitted following the consultation process:

- **Application 1** – Life-Science and Student Accommodation blocks to be delivered by Kadans and McLaren Property, alongside new public realm, and ground floor uses.
- **Application 2** - Life-Science and Student Accommodation blocks to be delivered by Property Alliance Group and Moda, alongside a new Public Square, new public realm, and ground floor uses.

Our Timescales

It is the intention to hold a second public consultation event in May 2023 with further details on the proposals.

It is envisaged that planning applications will be submitted in Q2 2023.

SECOND PUBLIC CONSULTATION ON UPPER BROOK STREET MASTERPLAN

Property Alliance Group, Moda Living, McLaren Property and Kadans Science Partner would jointly like to invite you to participate in their second public consultation event on the emerging plans for a new masterplan at Upper Brook Street, Ardwick, Manchester.



Site Location Plan

Have Your Say

If you would like to find out more information on the proposals and have your say the second in-person public consultation is being held from **3pm till 8pm on Friday 26th May** at

Brunswick Parish Church, Brunswick Street, Manchester M13 9SX

We have also produced a dedicated consultation webpage which is available from **Wednesday 24th May** via the following link:

<https://www.avisonyoung.co.uk/planning-consultations>

Alternatively please email us directly at: **planningconsultations.uk@avisonyoung.com**

Or leave a voicemail on **0161 956 4176**.

The online public consultation opens on **Wednesday 24th May** and ends on **Monday 5th June**.



The Vision

This is the second public consultation on the emerging masterplan and will seek to inform the community how their comments received during the first consultation event have been considered and responded to, as well as showcasing the updated designs.

The proposed masterplan site lies on the western edge of Brunswick, within the Ardwick Ward. It is bounded by Kincardine Road, Upper Brook Street, Grosvenor Street, and Cottenham Street.

The proposals intend to transform these currently vacant sites in line with Manchester City Council's aspirations and deliver purpose built student development (PBSA) and life-science uses, as well as meaningful benefits for the local community.

The latest masterplan now includes significant community uses at ground floor in response to comments raised at the first consultation, an increase in public realm — including 2 new public squares, improvements to existing roads and pedestrian crossings, significant local job creation and expenditure, and contributions to improve local green space and parking zones.

The height and design of the individual buildings has also been robustly tested and evolved following comments received in the first consultation,

seeking to provide an appropriate balance reflecting the masterplan's important location straddling the Ardwick community but also playing a key role in the Oxford Road Corridor strategic growth area to deliver much needed new PBSA and life-science uses.

Community Benefits

The updated masterplan has responded to the first public consultation and now includes the following community benefits set within almost 3 acres of new public realm:

- New flexible community facility
- New local convenience store
- New medical facility
- New cafes / coffee shops
- 2 new public squares
- 150 new semi-mature trees
- Playful new landscape including informal play and exercise spaces
- 6 enhanced or new pedestrian crossings
- Commitment to enhance Gartside Gardens
- 5,800 new jobs (direct and indirect)

Appendix IV

Boards

First Public Consultation

WELCOME

HELLO

Thank you for attending this first public consultation on the emerging design ideas and masterplan proposals for the redevelopment of an important collection of sites in Ardwick as part of the Upper Brook Street Masterplan.

The proposals are being brought forward collaboratively by several landowners, developers, and operators who want to engage with the local community and key stakeholders in the evolution of the design proposals at this early stage as well as forming longer term partnerships in the area.

This is the first of at least two formal set piece public consultation periods before the submission of planning applications for the proposed masterplan plots, alongside more informal discussions with the local community and key stakeholder groups.

MCLAREN

PROPERTY

MODA
LIVE BETTER



ALLIANCE

KADANS
Science Partner



INTRODUCTION



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The proposed masterplan site lies on the western edge of Brunswick, within the Ardwick Ward. It is bounded by Kincardine Road, Upper Brook Street, Grosvenor Street, and Cottenham Street.

The proposals intend to transform these currently vacant sites, re-establishing their important role in the area by re-introducing permeability, public realm, and active community-facing uses at ground floor. The emerging masterplan includes over 2 acres of new public realm and green spaces, a new public square, as well as a series of high-quality new buildings of varying heights to provide accommodation for life sciences operators and purpose built student accommodation.



Gartside Gardens from Kincardine Road



Corner of Upper Brook Street and Grosvenor Street

WHO ARE WE?



MCLAREN PROPERTY

Since its inception in 2010, McLaren Property has forged a reputation as a dynamic, innovative and ambitious developer. Their reputation is one which has been built on consistent performance and a robust track record.

McLaren Property are proud of their expertise in real estate, and their skilled, dedicated team bring years of experience. Their projects range across many sectors, including student, residential, logistics and commercial developments, but what unites them all is a passion for contemporary design, superb build quality and exceptional finishes.

McLaren Property work both independently and in joint venture partnerships with a pipeline of development assets in excess of £1.5 billion.

As a developer and major construction contractor with experience of creating and operating their own assets, McLaren Property can offer real insight across the development lifecycle to promote large scale regeneration that is fit for a sustainable and economically strong future.



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Kadans has invested across various specific areas, including food in Wageningen and life sciences in Leiden, and cell & gene therapy in Stevenage. Kadans provides its tenants with an array of additional services tailored to their specific needs.

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Property Alliance Group's highly skilled team analyse, manage and realise the group's projects in house and their award-winning developments are known to stand the test of time. Alliance is greatly invested in the Manchester region and as a local developer they endeavour to highlight and support grass-roots initiatives and opportunities to bring lasting impact to improve the region.



MODA LIVING

Moda Living is a developer and long-term operator of rental communities across the UK. Founded in 2014, the business has built a UK-wide pipeline of more than 24,000 homes with a combined GDV in excess of £6.8bn.

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As a long-term operator, Moda embeds itself in its communities. From prioritising partnerships with local independent businesses to supporting local employment and regional charities selected by its communities, Moda works extensively to collaborate with its neighbours to create and run thriving new neighbourhoods that benefit all.

Social and environmental sustainability is a core part of Moda's business model. Its Next Generation Futures ESG programme ensures sustainability is built into all Moda neighbourhoods from design through to long-term operation. All Moda developments target sector leading ESG accreditations including GRESB, Home Quality Mark and wellbeing benchmark Fitwel – in which Moda is the world leader in three-star accredited buildings.

SITE CONTEXT



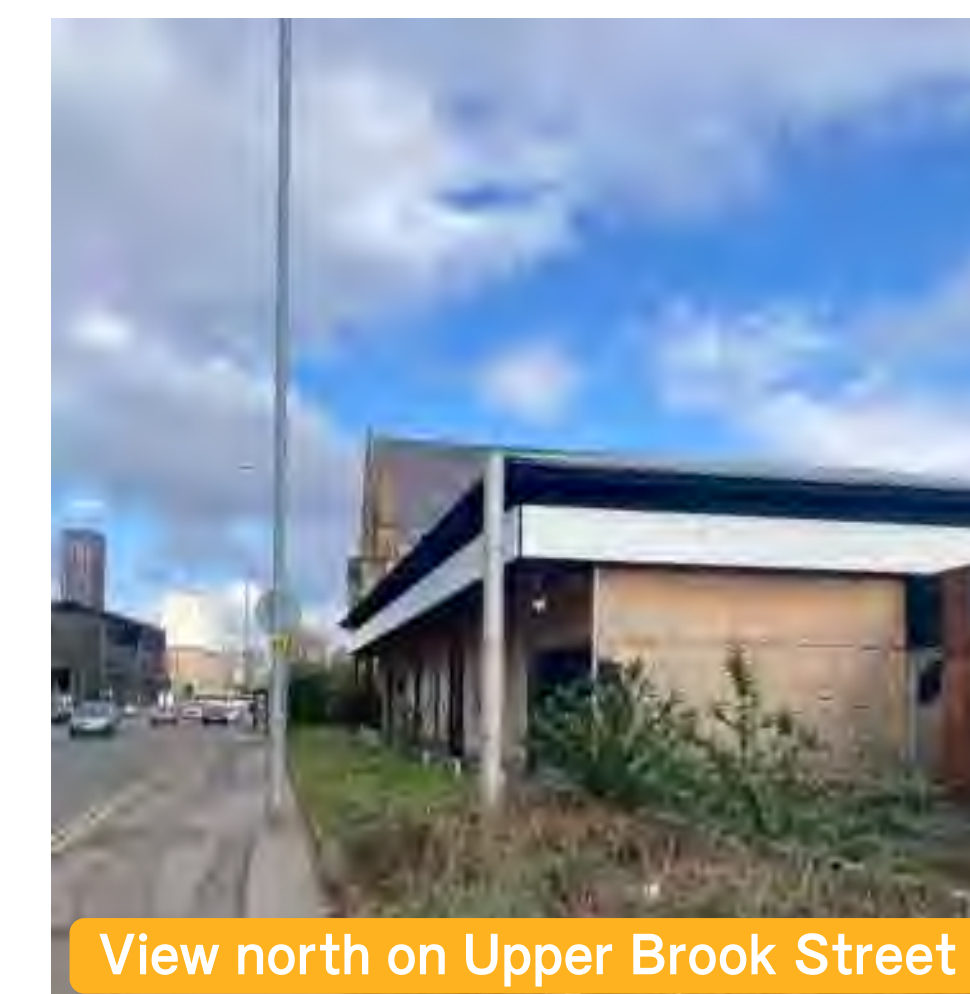
SITE CONTEXT

The proposed masterplan site lies on the western edge of Brunswick within the Ardwick Ward. It is bounded by Kincardine Road, Upper Brook Street, Grosvenor Street, and Cottenham Street. The site sits adjacent to, but does not include, the listed former Chapel, the W.H.Lung supermarket, and Gartside Gardens.

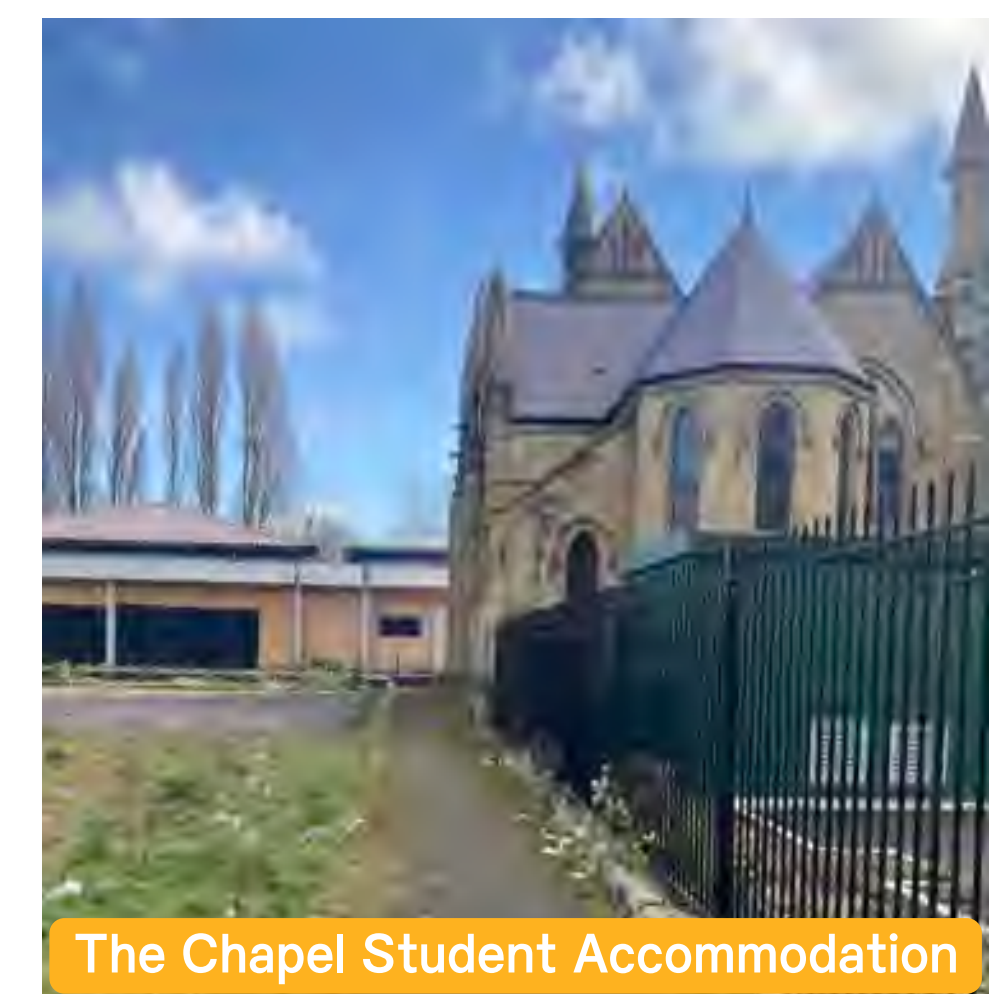
Historically this site has contained rows of terraced housing, however, in more recent years has been the home to a series of car showrooms for Williams and Citroen, as well as the former Elizabeth Yarwood House. These more recent uses fronted Upper Brook Street and created a physical and visual barrier between the Brunswick Community, the Universities, and other local communities.



View towards site from Kincardine Road



View north on Upper Brook Street



The Chapel Student Accommodation

MASTERPLAN BACKGROUND

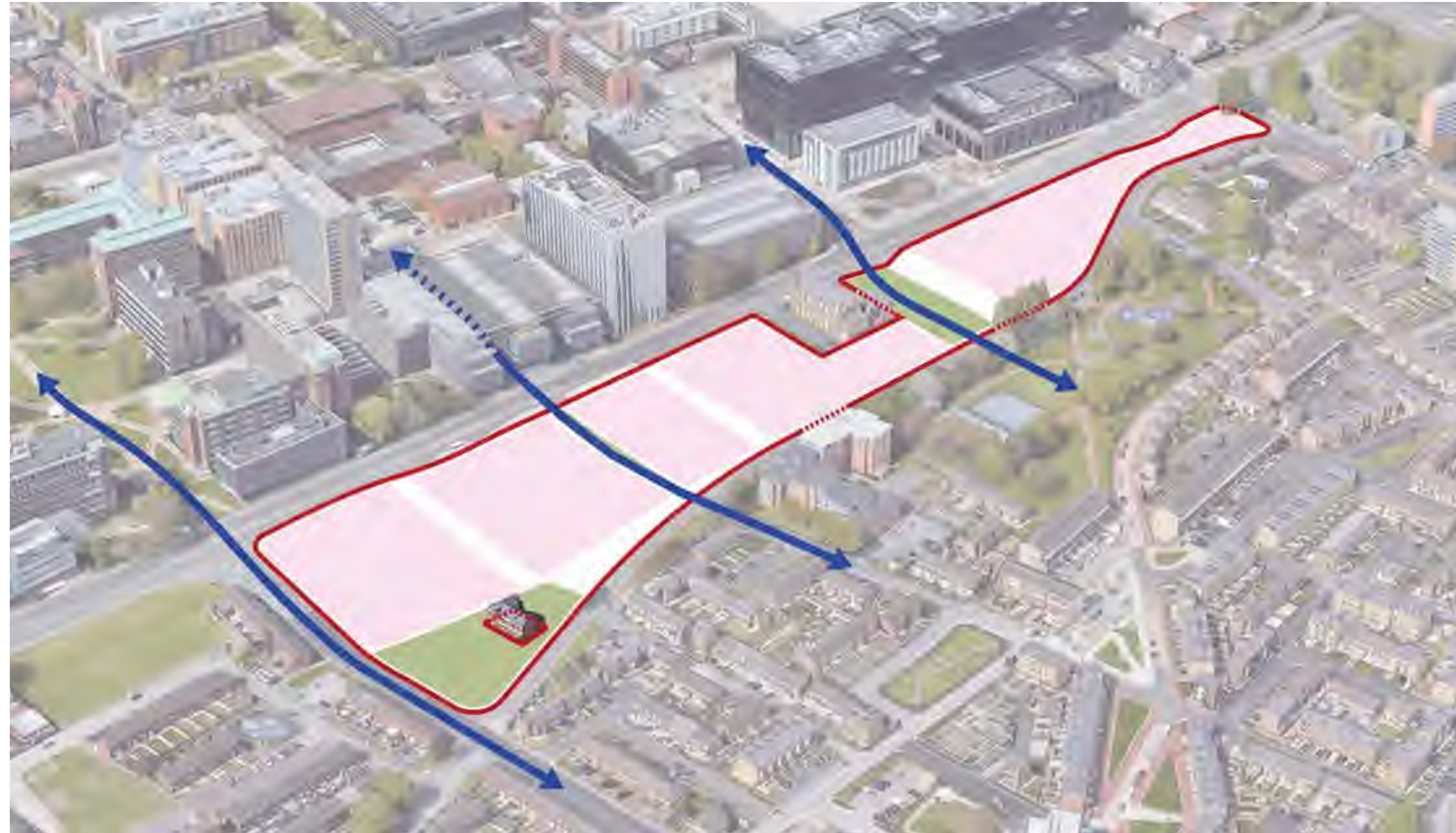
STRATEGIC REGENERATION FRAMEWORK

In recent years the use of the existing buildings have ceased trading and have become an eyesore offering very little to the local area. As part of its strategic objectives for Ardwick and the wider Oxford Road Corridor, Manchester City Council identified the masterplan as a key site for redevelopment as part of a document called the Oxford Road Corridor Strategic Regeneration Framework Guidance (SRFG) prepared in 2019.

The Strategic Regeneration Framework Guidance seeks to establish a series of development principles for the masterplan site to guide how future development will come forward. These include:

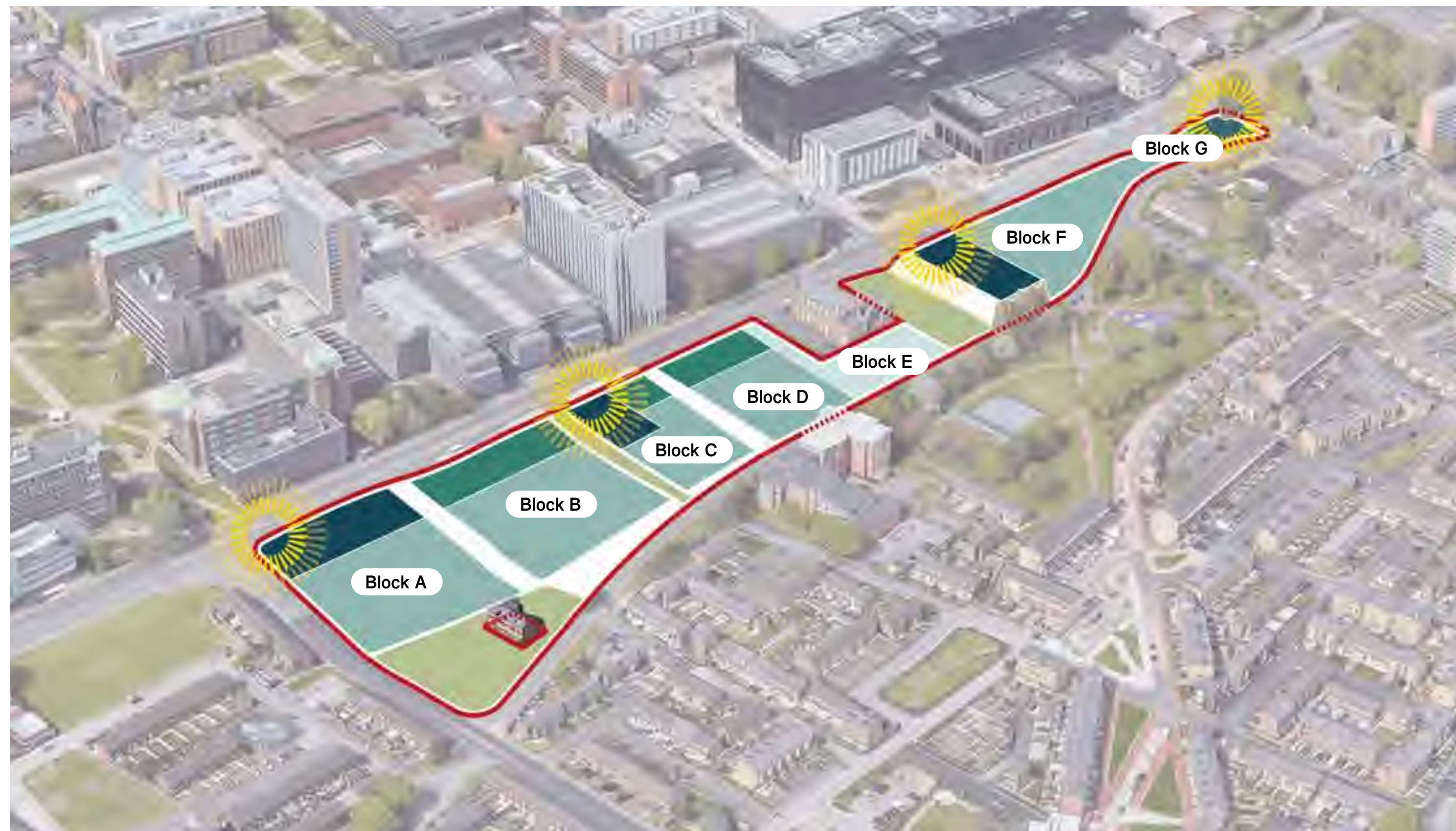
- A transformational opportunity for development
- An opportunity to create new and enhanced connections between existing communities
- Improving permeability for pedestrians and cyclists
- Identifying opportunities for community uses and active ground floor uses
- Creating new public open space and landscaping
- Desire to accommodate new commercial buildings to support economic growth in the City
- An opportunity for new residential or student accommodation uses
- High quality design of new buildings and public realm
- A potential location for taller buildings at specifically defined “landmark opportunities”

It is within this context that the emerging masterplan proposals have been developed.

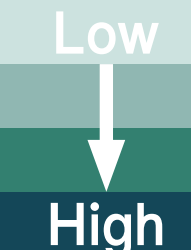


KEY

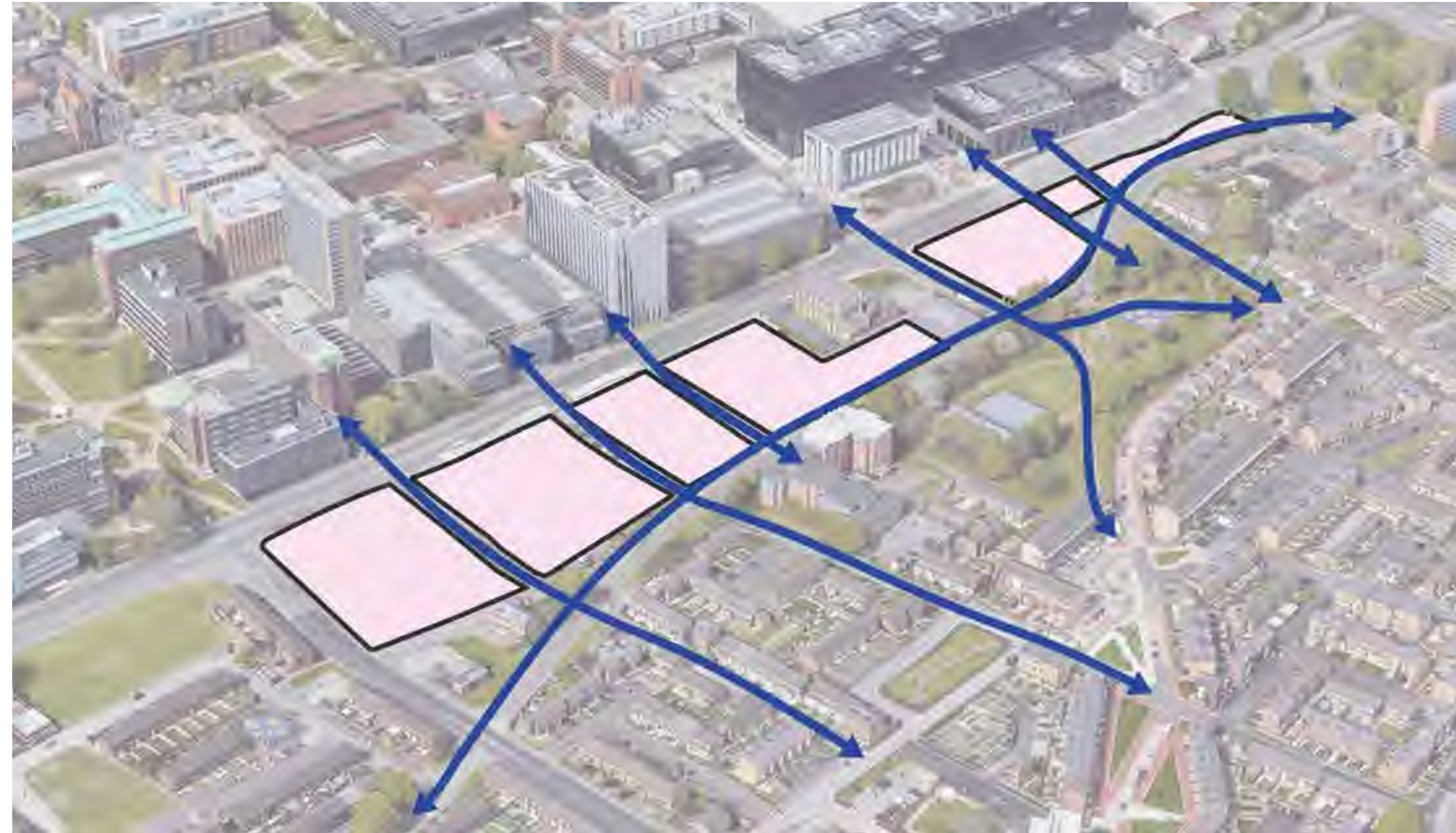
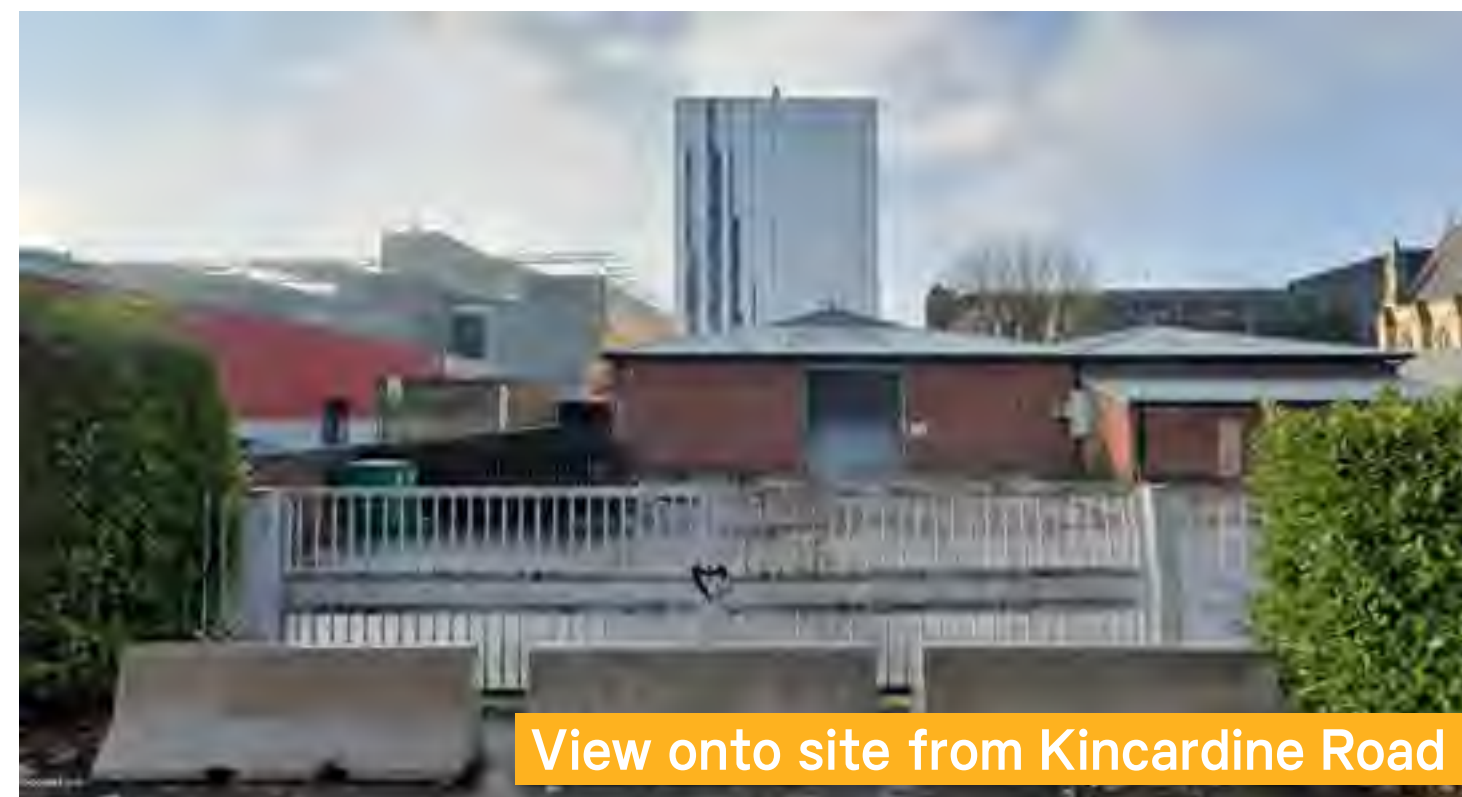
-  Plots
-  Green space
-  Access routes through site
-  Site boundary



KEY

-  Landmark opportunity for tall building
-  Green space
-  Illustrative building height
Low
High
-  Site boundary

MASTERPLAN VISION

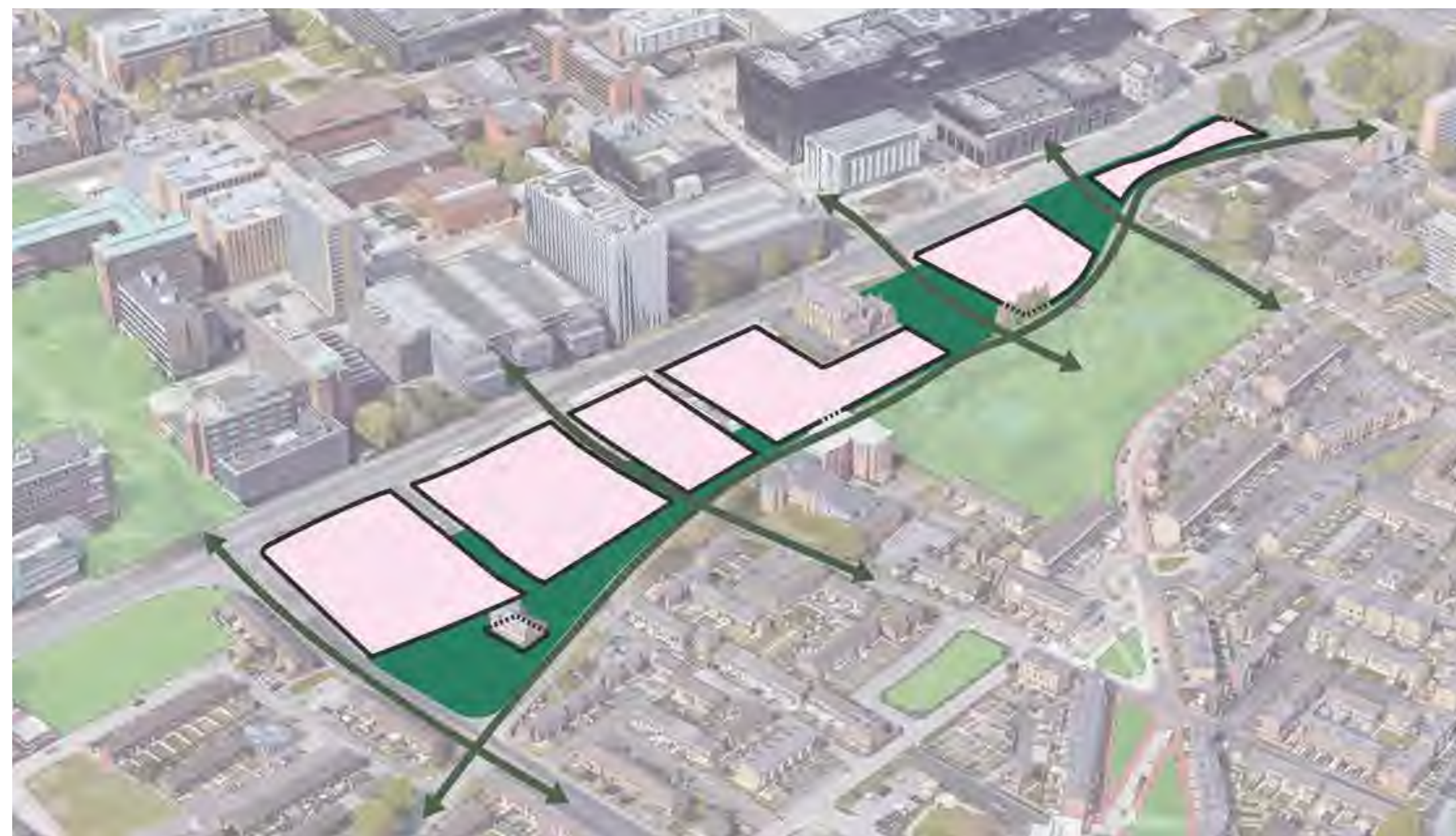


AN INTEGRATED COMMUNITY

Brunswick has a network of key links within the area, allowing good permeability through the local community. However, the site and a number of bordering arterial roads create barriers and negatively impact on Brunswick having positive connections with the wider area.

The masterplan proposals seek to break down these barriers and create a series of new pedestrian routes through the site, integrating the proposed buildings into the neighbourhood and the wider community.

A range of new community uses and publicly accessible facilities will also be provided as part of the emerging design proposals.



AN INTEGRATED COMMUNITY

The local area benefits from a number of green spaces. The site itself is located directly next to Gartside Gardens, but currently offers no relationship to the park, nor does it enable good connectivity between green spaces.

The masterplan aims to provide a network of new, high-quality public realm and green spaces which contribute to the local green network and promote between links between existing green spaces within the Brunswick Community.

ECONOMIC AND COMMUNITY BENEFITS

ECONOMIC AND COMMUNITY BENEFITS

The emerging proposals for the masterplan have the potential to deliver significant benefits to the local community and wider City Region. These would include:

JOBS



5800 NEW DIRECT AND INDIRECT JOBS

- 1,900 construction jobs
- 3,600 permanent operational jobs
- Local procurement schemes
- Commitment to deliver local jobs in Ardwick in partnership with:
 - The Works
 - Job Centre Plus
 - Local stakeholders / schools

COMMUNITY



NEW COMMUNITY FACILITIES AND OPEN SPACE

- Accessible new ground floor units
- Opportunities for community, retail and locally beneficial uses
- Over 2 acres of new open space
- New Public Square and pocket parks
- Increased permeability, pedestrian and cycle crossings, and improvements to Kincardine Road

ECONOMIC



INITIAL CONSTRUCTION INVESTMENT IN ARDWICK OF C.£450M

- Total £138m Gross Value Added contribution to local economy through construction alone
- £24m yearly spend by new students locally
- Significant annual spend locally by new workers
- Additional £9.3m per annum in business rates

MASTERPLAN PRINCIPLES

MEET THE NEIGHBOURS

The masterplan proposes a number of buildings to be constructed as part of the redevelopment. These buildings will provide a range of purpose-built student accommodation (PBSA) alongside laboratory and office space for Life-Sciences.

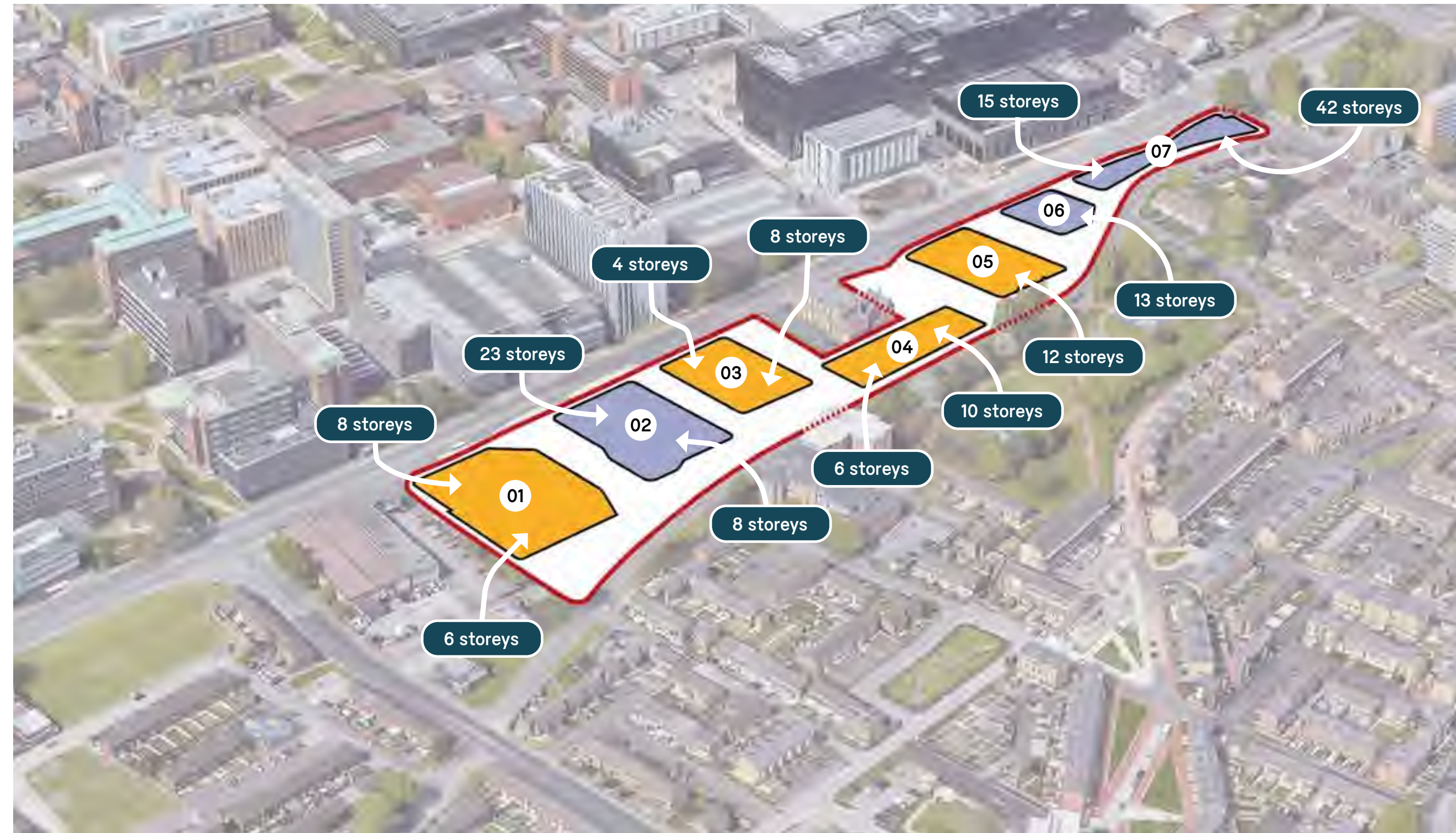
Publicly accessible facilities will be located on the ground floor of each building, creating an active public realm and providing a range of community-facing uses.

The two buildings to the south of the site will be delivered by Kadans and McLaren Property, while the five buildings to the north of the site will be delivered by Property Alliance Group and Moda Living.

A POSITIVE ADDITION TO THE COMMUNITY

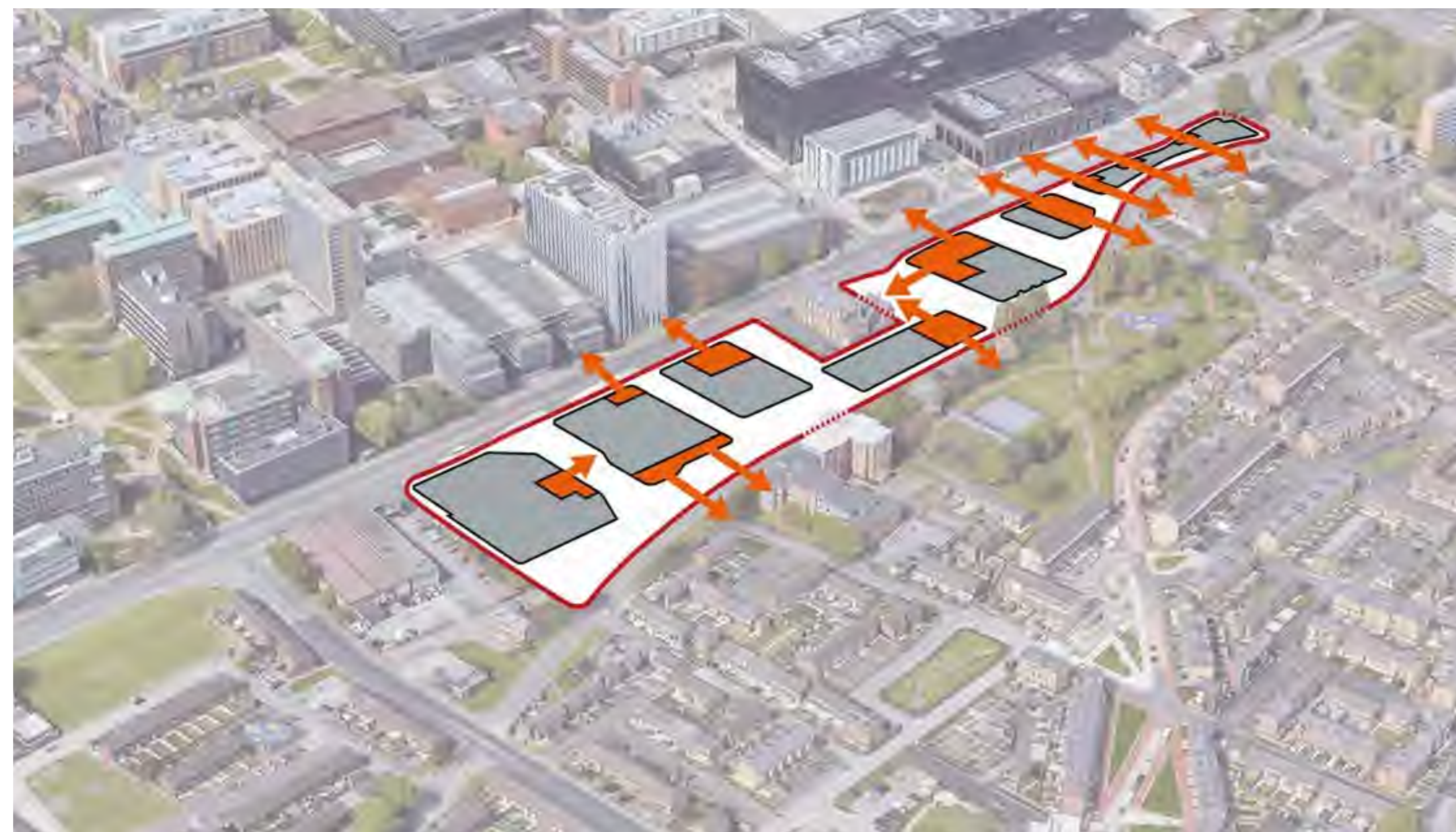
The emerging masterplan proposals have the potential to provide significant benefits for the local area and the wider City Region, including job creation, social value, and a desire to provide facilities and spaces that will genuinely benefit the local community. There are significant opportunities for new and accessible community-facing facilities, shops, and cafes at ground floor.

As part of this public consultation we would love to hear what you think would make a great addition to the Brunswick Community and what you would like to see as part of the design proposals.



KEY

-  PBSA
-  Life-Sciences
- 01 Kadans
- 02 McLaren
- 03 - 05 Property Alliance Group
- 06 - 07 Moda Living
-  Site boundary



KEY

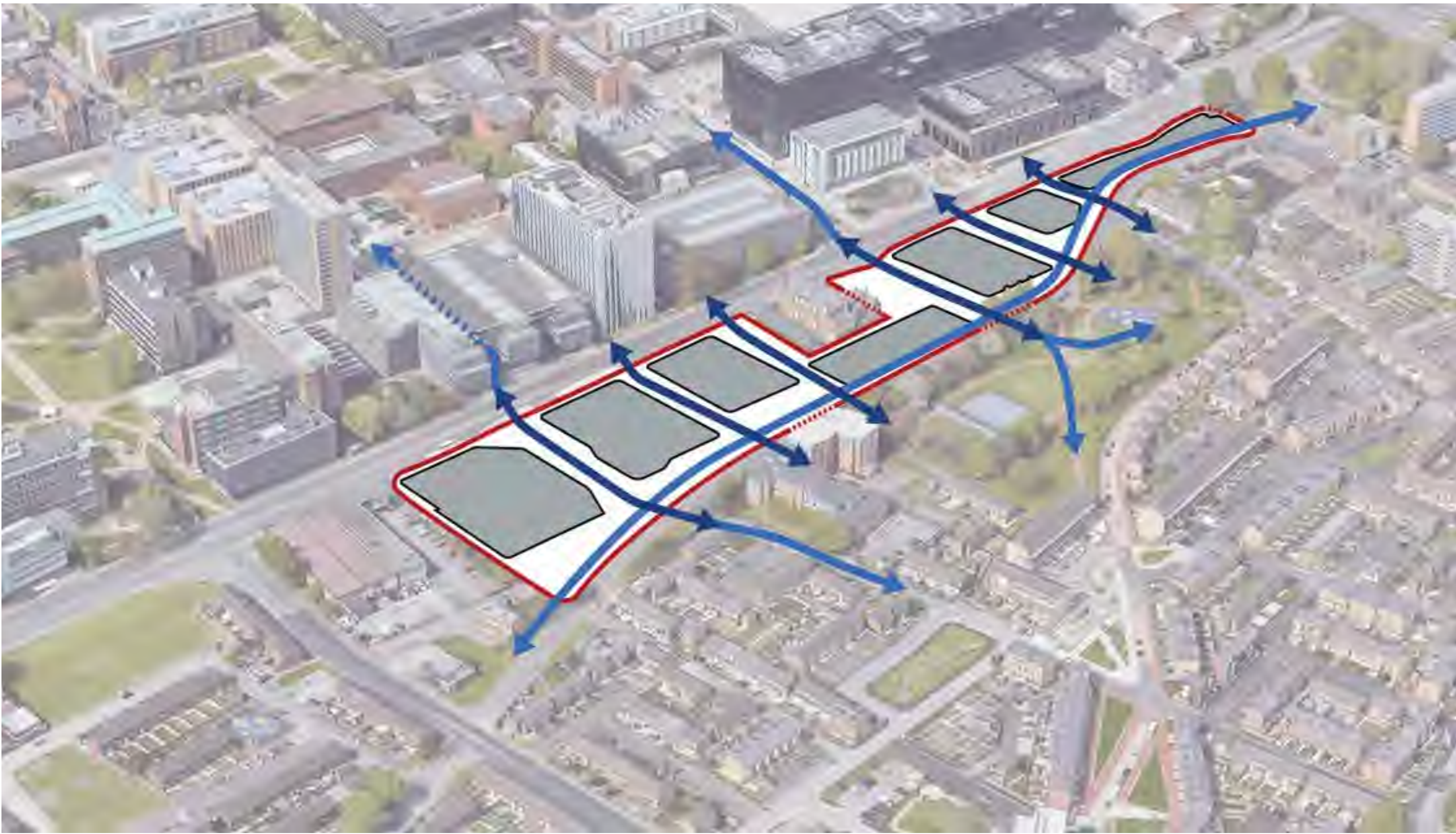
-  Building
-  Active ground floor use
-  Offering to community
-  Site boundary

MASTERPLAN PRINCIPLES

CONNECTIVITY & MOVEMENT

The emerging masterplan proposals seek to create a series of new pedestrian and cycle routes running east west across the site, from Kincardine Road to Upper Brook Street.

These new routes will connect into existing footpaths and established cycle routes to help integrate the proposed buildings into the wider neighbourhood and improve connectivity and movement for the whole community.



- KEY**
- ↔ Movement through site
 - ↔ Movement into community
 - Buildings
 - Site boundary

LANDSCAPE & PUBLIC REALM

Over 2 acres of 2 new areas of public realm and landscaped green spaces will be provided between the proposed buildings. These will provide a series of outdoor spaces for use by the Brunswick Community, including a new public square adjacent to the listed former chapel and new linear pocket park opposite Whitekirk Close.

As part of the proposals, the boundary along Kincardine Road will be improved both physically and visually to provide a new green edge with high-quality landscape and planting.



- KEY**
- Green space on site
 - Link between green spaces
 - Surrounding green space
 - ☀ Key green spaces
 - Buildings
 - Site boundary
- 01 Gartside Gardens
- 02 Brunswick Park
- 03 Sylvia Pankhurst Way

WHAT IS PBSA?

WHAT IS PBSA?

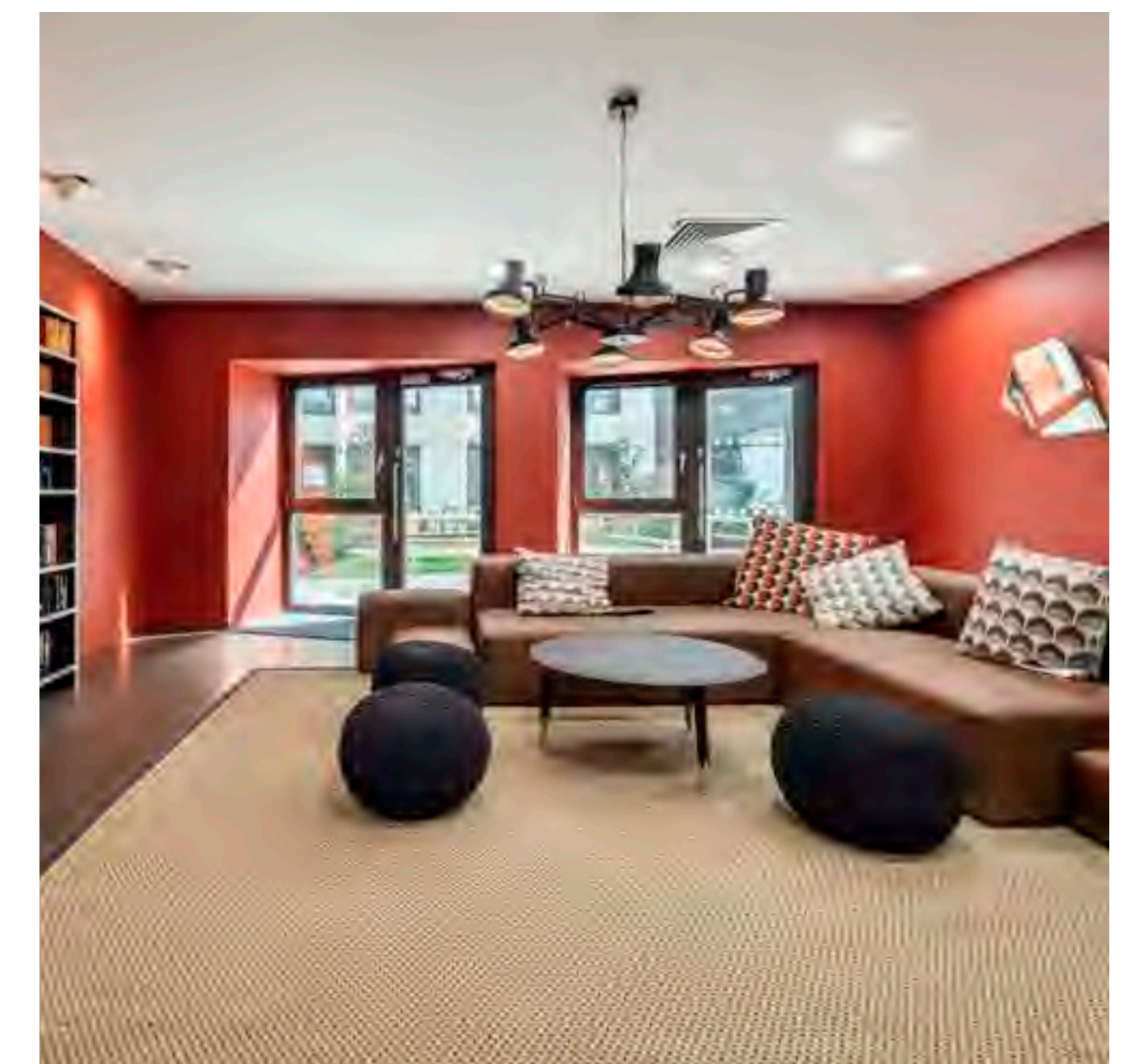
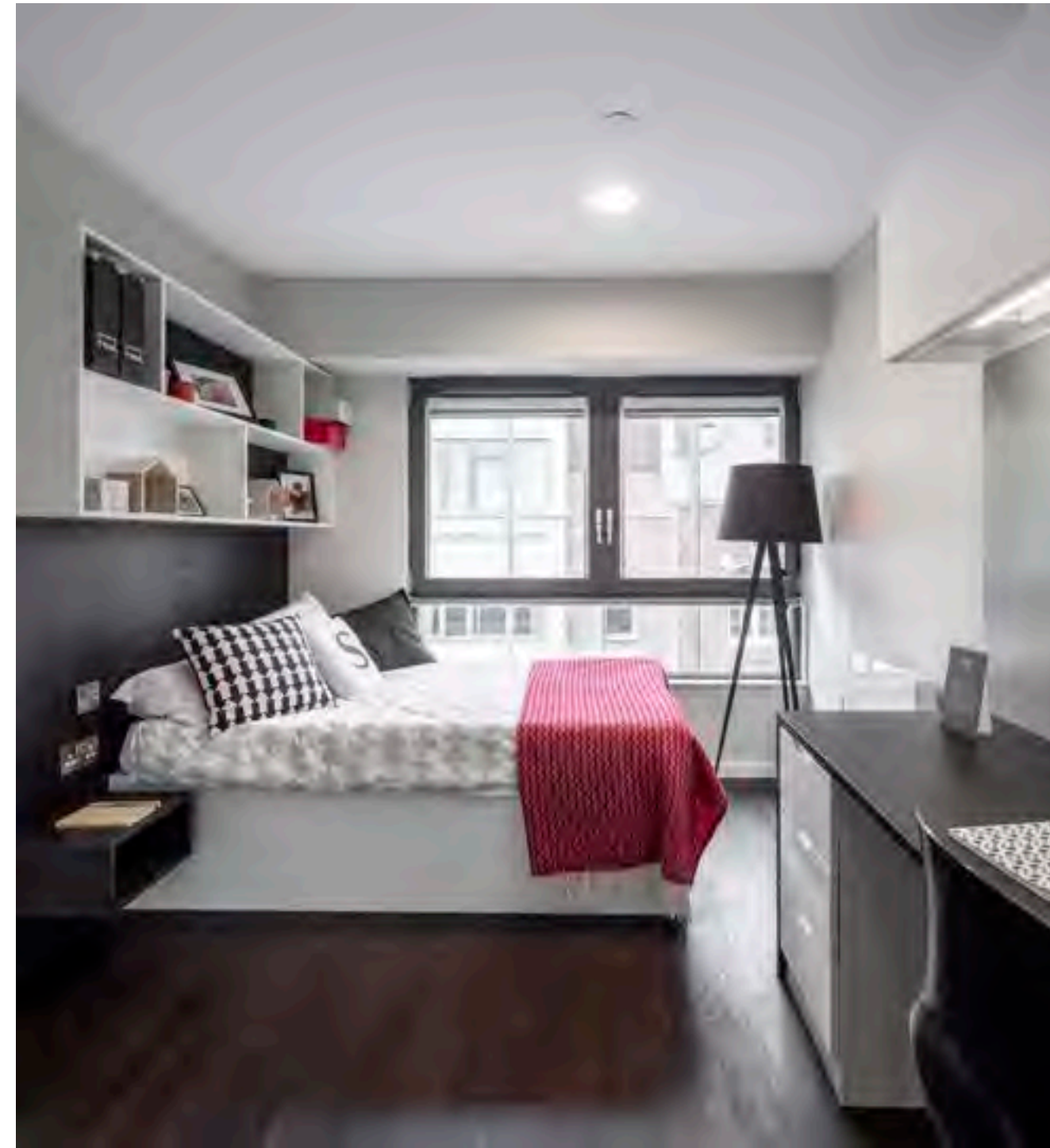
Purpose-built student accommodation (PBSA) is a form of residential accommodation that is specifically designed and built for students who are studying at university or other higher education institutions.

PBSA typically includes a mix of studios and cluster flats with shared kitchen and living areas. They also often include a range of communal amenity spaces which the students are free to use such as study areas, lounges, gyms, laundry facilities and recreation rooms. Additionally, PBSA usually includes all utility bills and will often include services such as concierge, security, maintenance, and cleaning, making it a convenient and hassle-free option for students.

The purpose of PBSA is to provide students with a safe, comfortable, and supportive living environment while they are studying. By living in dedicated student accommodation, students can focus on their academic pursuits and socialise with other students in a community of peers.

In contrast to unmanaged HMOs which are often occupied by students, the proposed accommodation would be managed by experienced professional operators who will be responsible for ensuring the students behave in line with the rules of the buildings and are not disruptive to other residents or the local area. Additionally, PBSA has the benefit of being able to free up local family housing by providing purpose built bedspaces for students in a convenient location.

It is acknowledged that there isn't enough purpose-built and high-quality student accommodation in Manchester to meet the existing and growing needs of the Universities and higher education sector. This has resulted in students either having to live in existing family housing stock within local communities, or having to live elsewhere. The City Council has identified The Oxford Road Corridor, within which the masterplan sits, as the primary location in Manchester for new PBSA to meet the strategic needs of the City as well as helping to deliver significant local benefits to the local Brunswick community.



WHAT ARE LIFE SCIENCES?

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Life Sciences is focussed on the research of life and living things such as microbiology, food science, genomics and the manufacturing of pharmaceuticals. Advances in the sector have improved the length and quality of life through progression in diagnostics, treatments and digital health.

Whilst the landscape of science is ever changing, below are a few examples of life science sectors:

- Genomics is the study of genes and DNA and the impact on growth and development of the body.
- Pharmaceutical companies develop and produce medicines to reduce, prevent and cure diseases and treat conditions.
- Agri-tech aims to improve efficiency in farming through information monitoring and analysis of weather, soil and climate.
- Medical device companies develop and manufacture medical tools and instruments such as sensory aids and patient monitors.

In recent years, awareness of the life science sector has grown through the response to the COVID-19 pandemic through vaccine development and respiratory research.

Life science forms part of the scientific landscape. Kadans' develops and manages multi-tenant technical real estate to provide knowledge intensive organisations with spaces and environments to promote collaboration and innovation. This includes wider sectors of science including sustainable energy, carbon capture and high-tech semiconductor production.



EMERGING DESIGN PROPOSALS



BUILDINGS 01 -02

The building proposed at the southern end of the masterplan contains laboratory and office space for Life-Sciences, with a publicly accessible café to the ground floor. Adjacent to this, the second building contains high-quality, purpose-built student accommodation with approximately 750 beds and supporting amenity spaces for the students.

Externally, a new area of high-quality public realm creates a linear park between the two buildings, providing a pedestrian route across the site to Upper Brook Street. The proposed buildings are set-back from Kincardine Road to create a new pocket-park facing the Brunswick Community. Alongside the public realm and landscape improvements, publicly accessible uses are proposed at the ground floor of both buildings.

The buildings are 6-8 storeys on Kincardine Road, with the student accommodation stepping up to 23 storeys on Upper Brook Street.

EMERGING DESIGN PROPOSALS



BUILDINGS 03 -05

The three Life Sciences buildings at the heart of the masterplan would centre around a new public square that seeks to extend the park into the site and improve the setting of the former church.

At Ground Floor level there is the opportunity for a range of publicly accessible uses to be displaced across the three buildings. These spaces would provide frontage onto the new square, towards Gartside Gardens, and onto Upper Brook Street. At upper floor levels, the scheme will provide 31,000m² of best-in-class space for office and laboratory uses. The Life Sciences spaces will include a wide range of space types, allowing for smaller units to accommodate start-up businesses.

The buildings would be 12, 10, and 8 storeys in height. External terraces are provided to all buildings, providing shared amenity for tenants to encourage collaboration and wellbeing.

EMERGING DESIGN PROPOSALS



Buildings 06 -07

At the northern end of the masterplan, three buildings containing high-quality, purpose-built student accommodation are proposed. The buildings accommodate 1100 beds, with supporting amenity spaces for the students.

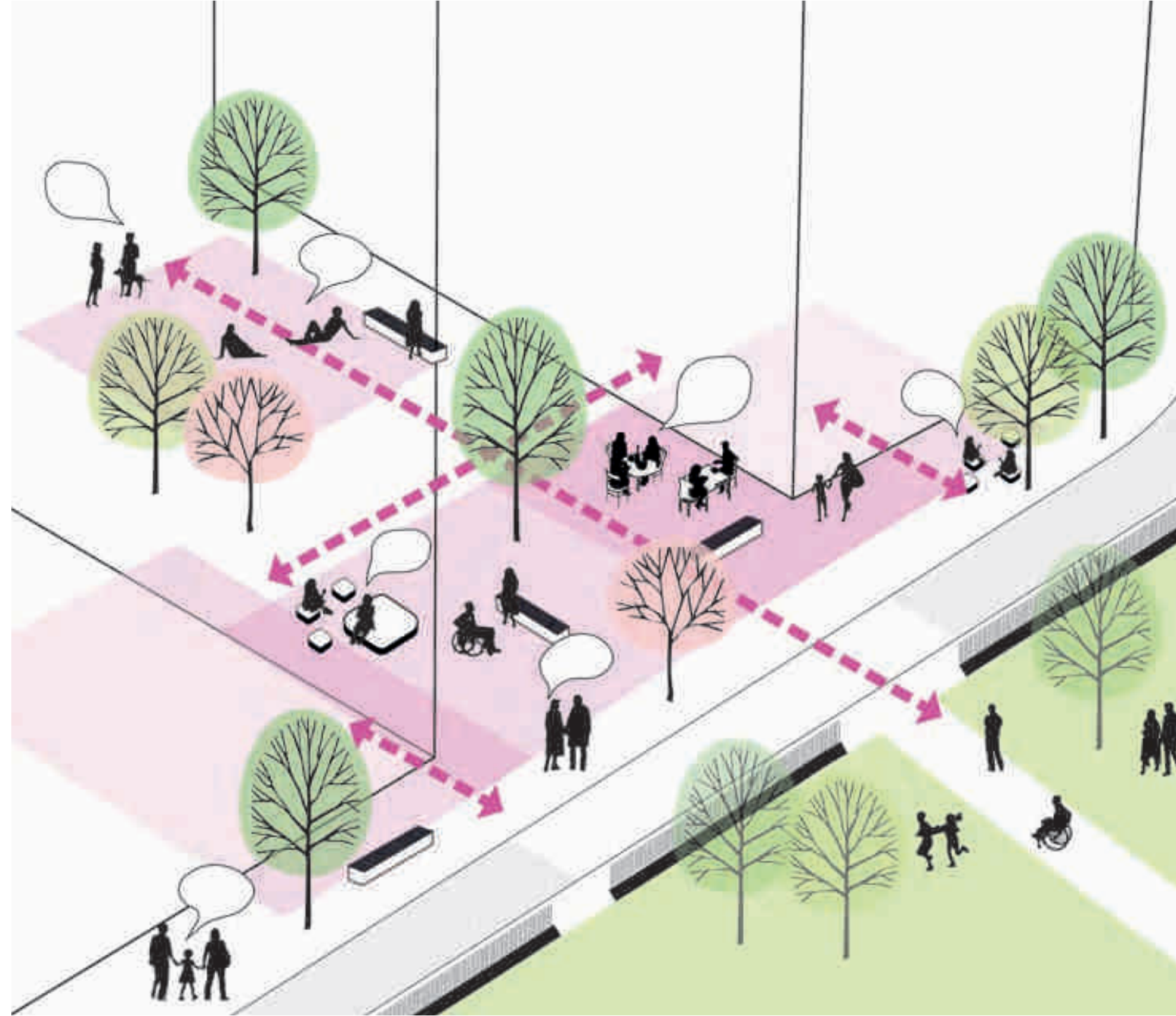
Externally, generous planted areas are proposed and help to improve links from Ardwick across the site to Upper Brook Street and beyond, along with the creation of a communal space at the end of Hanworth Close.

Alongside the public realm and landscape improvements, publicly accessible uses are proposed at the ground floor of the buildings.

The buildings step in height to terminate in an elegant taller form at the north of Upper Brook Street, with the student accommodation buildings standing at 13, 15 and 42 storeys.

WHAT THE LANDSCAPE CAN OFFER

A PLACE TO CONNECT WITH PEOPLE



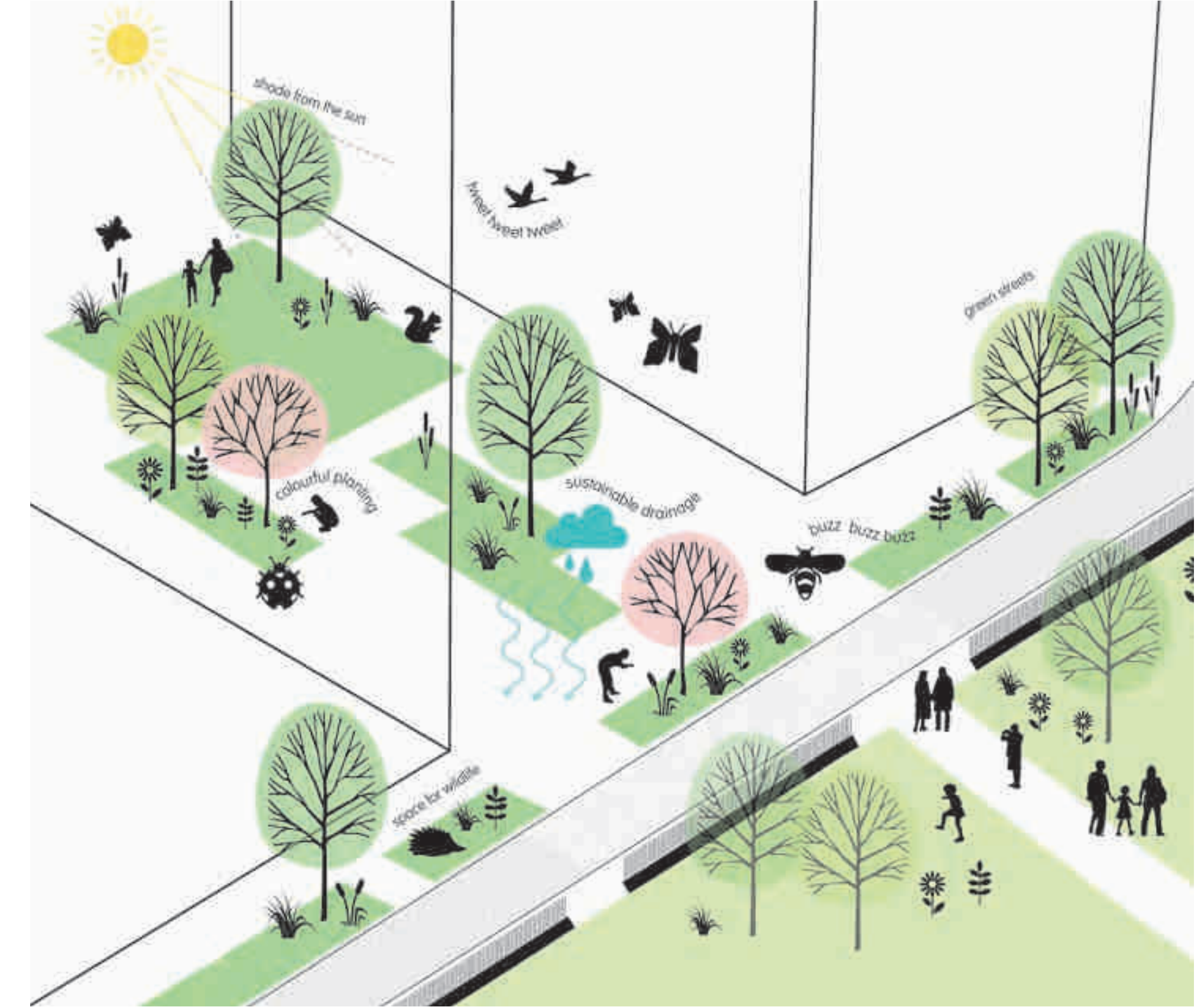
The public realm will offer a variety of places to enjoy being outside and with others. It will be set amongst an abundance of trees, planting and green spaces that encourage walking, cycling and dwelling.

A PLACE TO PLAY AND BE ACTIVE



Streets and spaces will include natural features that encourage play, exploration and physical activity. These will be integrated into the landscape and form an important part of its character.

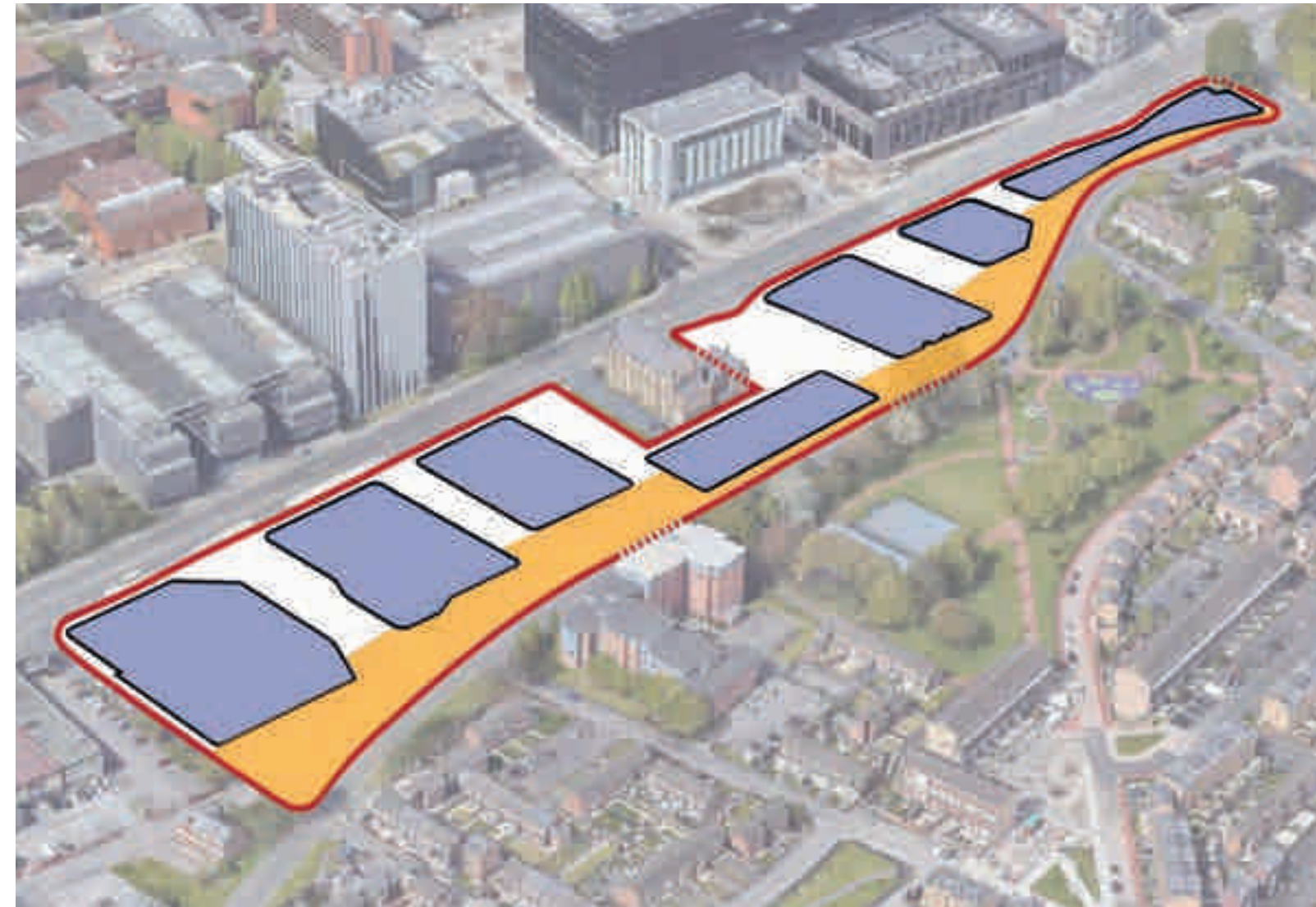
A PLACE FOR NATURE



The landscape will work as a whole system that is climate resilient and will benefit nature. It will capture surface water by slowing and absorbing it and will provide shade and shelter.

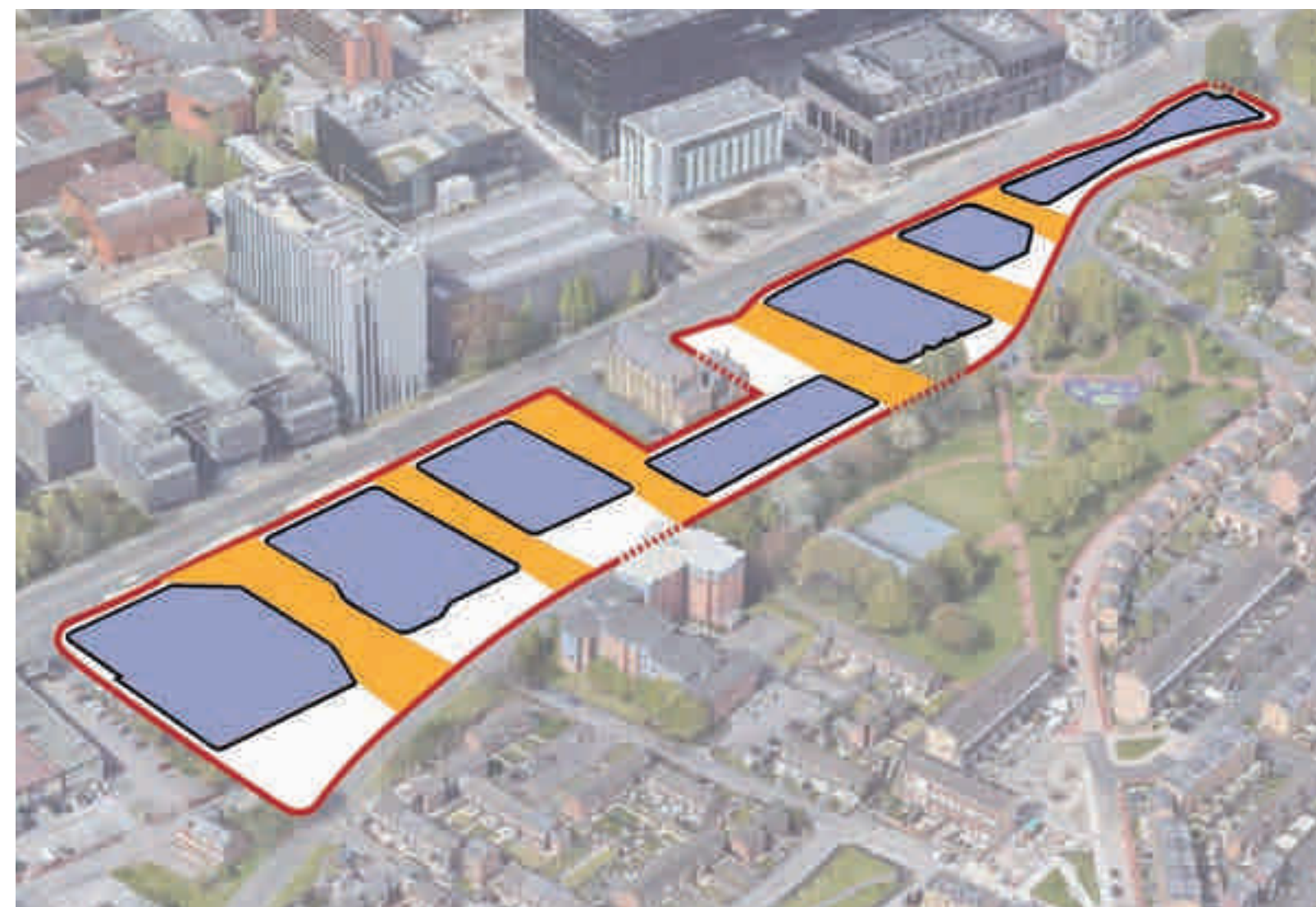


LANDSCAPE CHARACTER



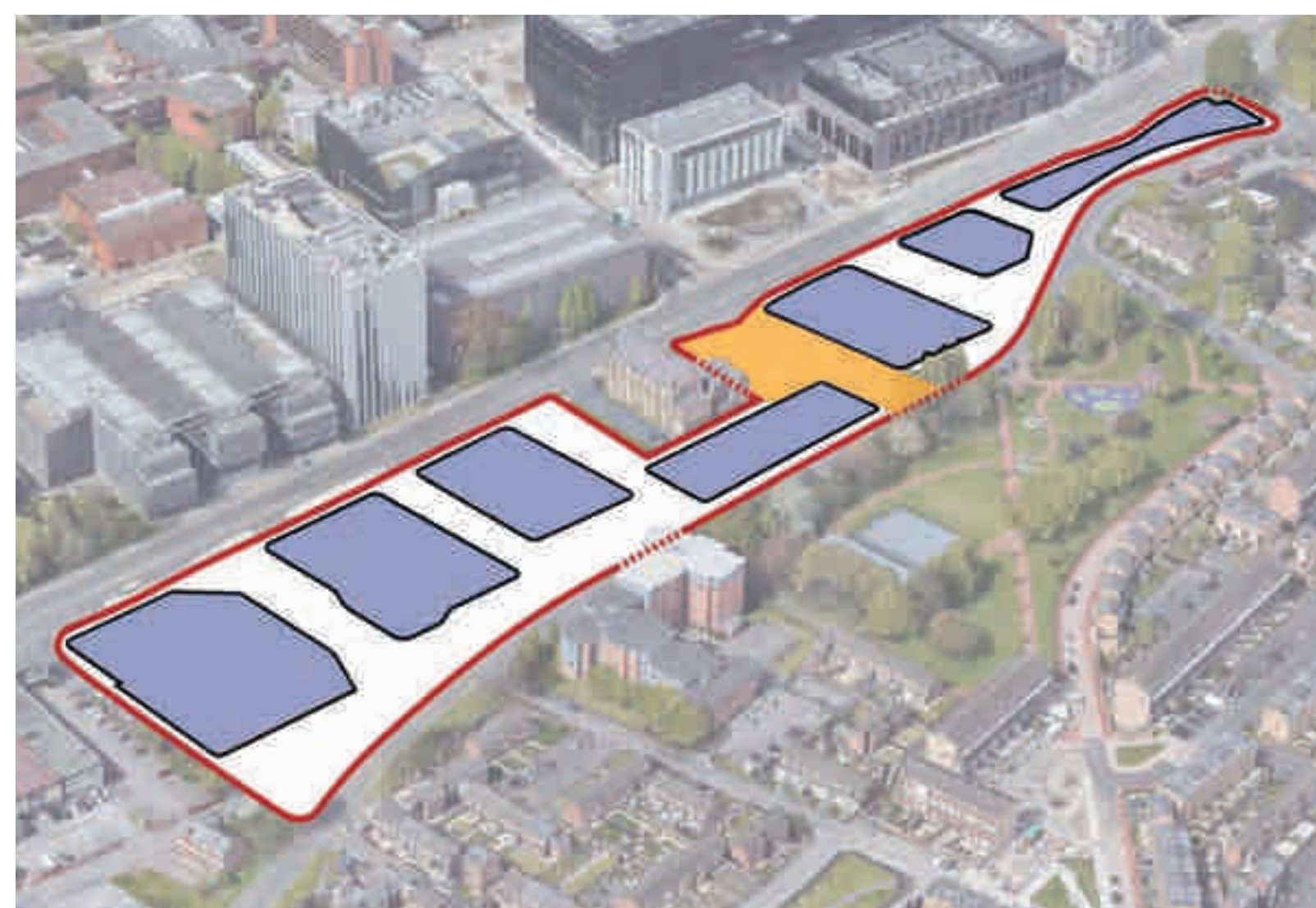
KINCARDINE ROAD

There is an opportunity to create a diverse, green route along the length of Kincardine Road improving the streetscape character and linking better with the surrounding Brunswick neighbourhood. The route aims to include new street trees, naturalistic planting, informal play elements and a variety of seating spaces for all users.



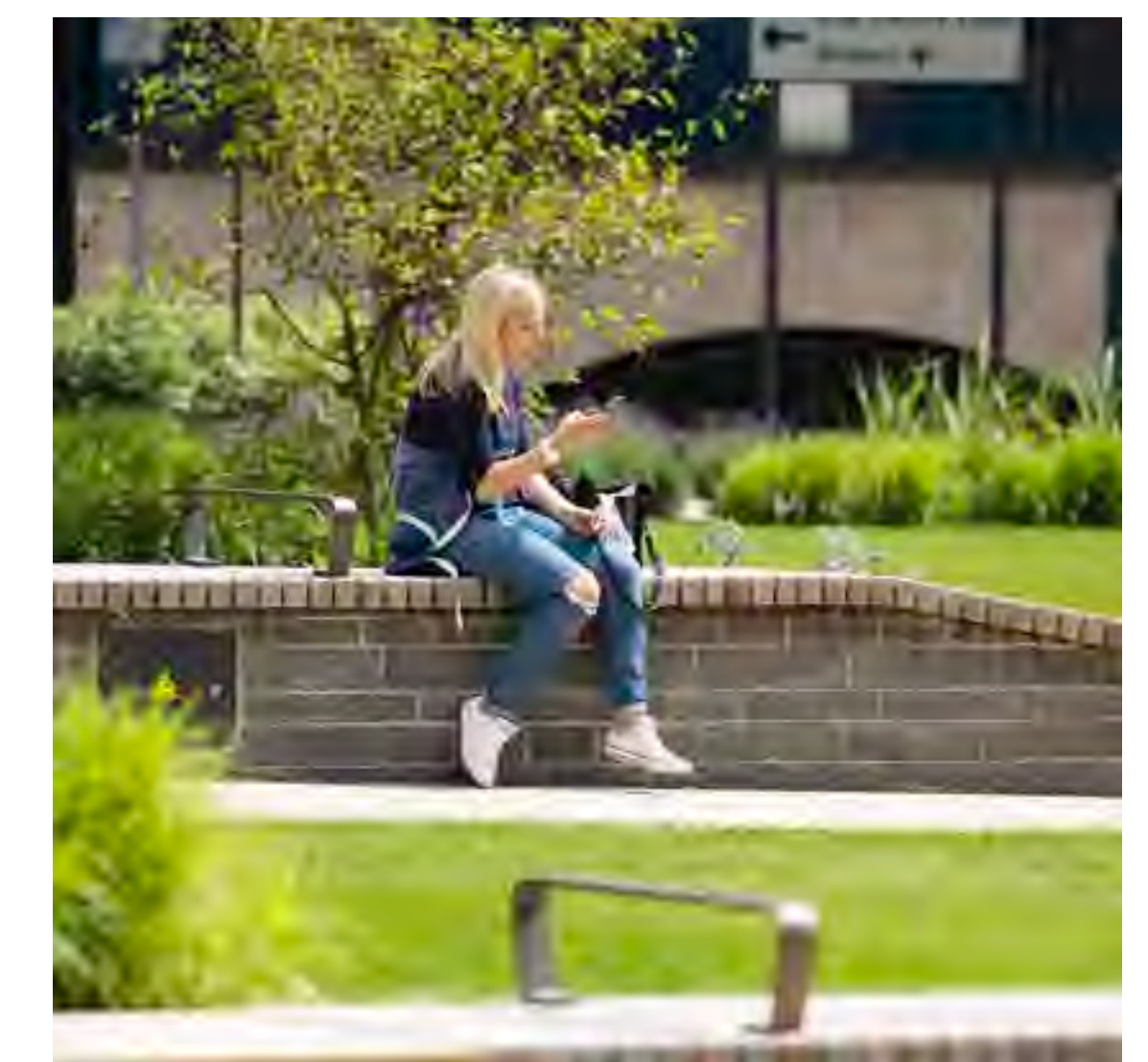
THE WALKS

The walks will provide an attractive and safe environment for walking and cycling, whilst creating new links across Ardwick. These spaces will be a continuation of Kincardine Road and have a distinctive leafy character, featuring a series of places that will encourage use and interaction. The walks will also support ground floor uses with areas for spillout directly relating to the community elements.



THE SQUARE

The closure of Inchley Road creates the opportunity for a significant new space at the heart of the development. Active frontages and community uses around the edges of the Square will allow spill out into the space, creating a vibrant and active place. Open lawns, planting, flexible areas of hardstanding and street trees will be included and will create a much improved setting for the listed Chapel.



MASTERPLAN SUMMARY

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The masterplan proposals are being brought forward jointly by Property Alliance Group, Moda Living, McLaren Property and Kadans Science Partner. These developers and operators want to jointly engage with the local community and key stakeholders in the evolution of the design proposals at this early stage as well as forming longer term partnerships in the area.

The masterplan intends to transform the currently vacant sites, re-establishing their important role in the area by re-introducing permeability, public realm, and active community-facing uses at ground floor. The emerging masterplan includes over 2 acres of new public realm and green spaces, a new public square, as well as a series of high-quality new buildings of varying heights to provide for approximately 700,000ft² of life sciences accommodation, 1,800 purpose-built student accommodation beds, and 25,000ft² of active ground floor uses. This is in line with the strategic vision for the sites envisaged within the Oxford Road Corridor.

The masterplan also has the potential to provide significant benefits for the local area and the wider City Region, including job creation, social value improvements, long-term investment, and a desire to provide facilities and spaces that will genuinely benefit the local community.



NEXT STEPS

THANK YOU

Thank you again for visiting and taking part in this first public consultation event on the emerging proposals for the masterplan. We would very much welcome any feedback or thoughts on the consultation material, as well as any questions you may have at this stage.

All comments will be carefully considered by the landowners and it is the intention to hold a second public consultation event in May 2023 where more detailed proposals will be able.

Moving forwards, whilst the proposals are being considered as a single holistic masterplan, it is envisaged that two planning applications will be submitted in Q2 2023 as follows:

Application 1

Life-Science and Student Accommodation blocks to be delivered by Kadans and McLaren Property, alongside new public realm, and ground floor uses.

Application 2

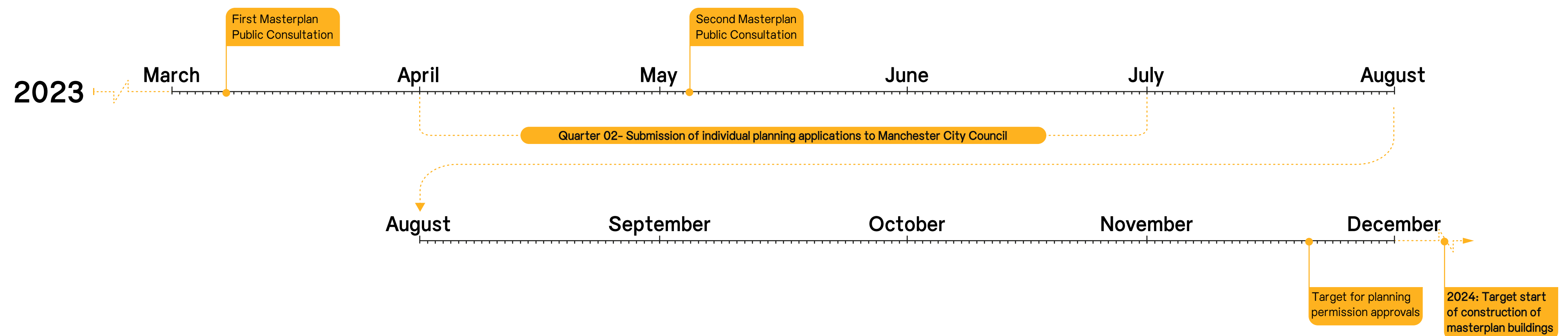
Life-Science and Student Accommodation blocks to be delivered by Property Alliance Group and Moda Living, alongside the new Public Square, new public realm, and ground floor uses.

Further details of the proposals, an on-line feedback form, and an electronic copy of the boards can be found at our dedicated consultation webpage which is available via the following link:

<https://www.avisonyoung.co.uk/planning-consultations>

Alternatively please email us directly with any additional comments or questions at: planningconsultations.uk@avisonyoung.com or leave a voicemail on: 0161 956 4176.

Please provide your comments to us before our consultation ends on **24th March 2023**



Appendix V

Consultation Boards

Second Public

Welcome

Hello

Thank you for attending this second public consultation on the developing design ideas and masterplan proposals for the redevelopment of an important collection of sites in Ardwick as part of the Upper Brook Street Masterplan.

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ALLIANCE

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Science Partner



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The proposals intend to transform these currently vacant sites, re-establishing their important role in the area by re-introducing permeability, public realm, and active community-facing uses at ground floor.

The emerging masterplan includes almost three acres of new public realm and green spaces, a new public square, as well as a series of high-quality new buildings of varying heights to provide accommodation for life sciences operators and purpose built student accommodation.

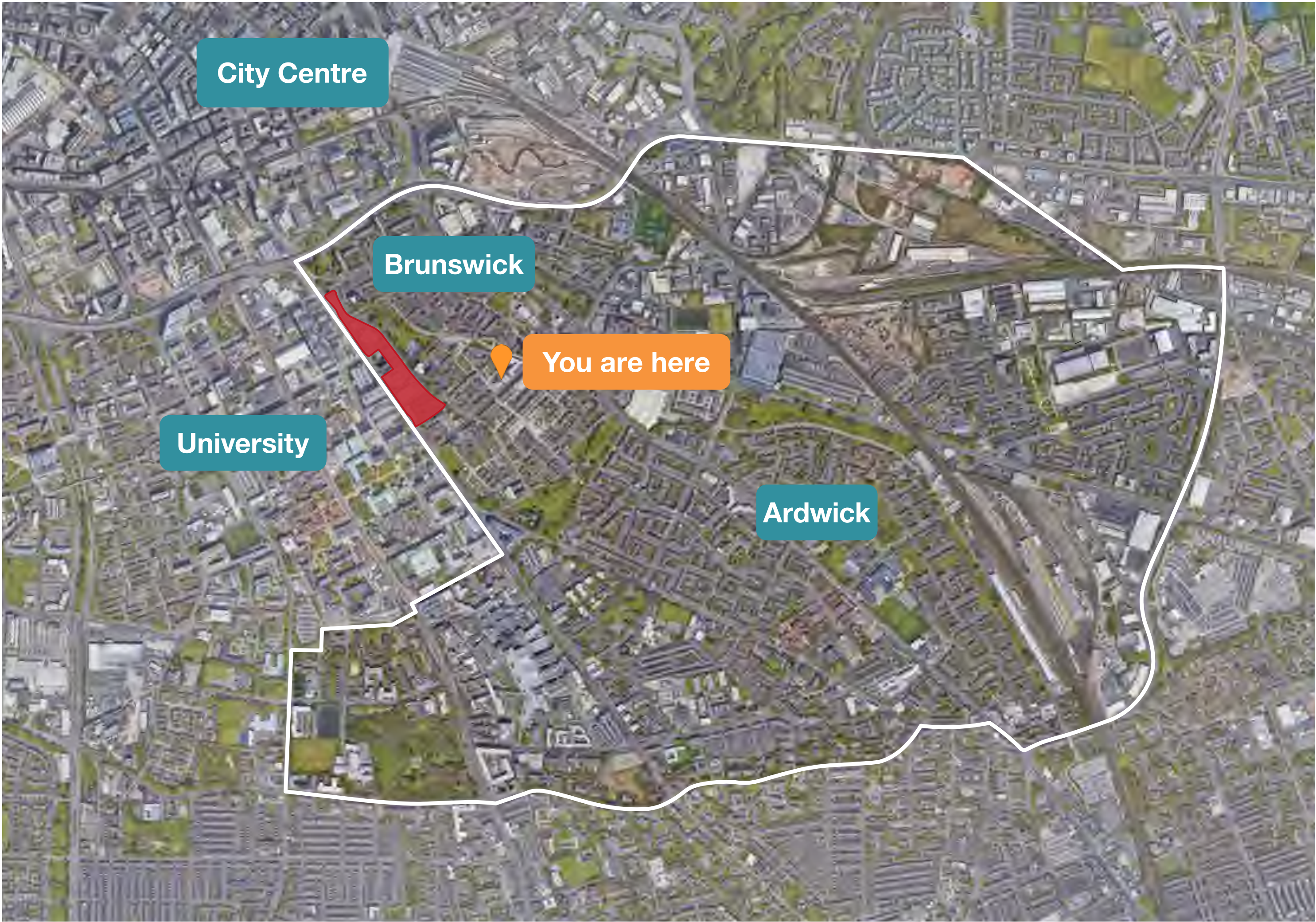
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Social and environmental sustainability is a core part of Moda's business model. Its Next Generation Futures ESG programme ensures sustainability is built into all Moda neighbourhoods from design through to long-term operation. All Moda developments target sector leading ESG accreditations including GRESB, Home Quality Mark and well-being benchmark Fitwel – in which Moda is the world leader in three-star accredited buildings.



What are PBSA and Life Sciences?

Purpose Built Student Accommodation (PBSA)

Purpose-built student accommodation (PBSA) is a form of residential accommodation that is specifically designed and built for students who are studying at university or other higher education institutions.

PBSA typically includes a mix of studios and cluster flats with shared kitchen and living areas. They also often include a range of communal amenity spaces which the students are free to use such as study areas, lounges, gyms, laundry facilities and recreation rooms. Additionally, PBSA usually includes all utility bills and will often include services such as concierge, security, maintenance, and cleaning, making it a convenient and hassle-free option for students.

The purpose of PBSA is to provide students with a safe, comfortable, and supportive living environment while they are studying. By living in dedicated student accommodation, students can focus on their academic pursuits and socialise with other students in a community of peers.

In contrast to unmanaged HMOs which are often occupied by students, the proposed accommodation would be managed by experienced professional operators who will be responsible for ensuring the students behave in line with the rules of the buildings and are not disruptive to other residents or the local area. Additionally, PBSA has the benefit of being able to free up local family housing by providing purpose built bed spaces for students in a convenient location.

Life Sciences

Life Sciences is focussed on the research of life and living things such as microbiology, food science, genomics and the manufacturing of pharmaceuticals. Advances in the sector have improved the length and quality of life through progression in diagnostics, treatments and digital health.

Whilst the landscape of science is ever changing, below are a few examples of life science sectors:

- Genomics is the study of genes and DNA and the impact on growth and development of the body.
- Pharmaceutical companies develop and produce medicines to reduce, prevent and cure diseases and treat conditions.
- Agri-tech aims to improve efficiency in farming through information monitoring and analysis of weather, soil and climate.
- Medical device companies develop and manufacture medical tools and instruments such as sensory aids and patient monitors.

In recent years, awareness of the life science sector has grown through the response to the COVID-19 pandemic through vaccine development and respiratory research.

Dr David Lambrick, Deputy Pro-Vice Chancellor, Faculty of Science and Engineering, Manchester Metropolitan University:

“The development of purpose-built, high quality laboratory research and development space on the Oxford Road Corridor is important to achieve the full potential of Manchester’s scientific economy, contributing to it being one of the top cities in the world for innovation.”

“MMU provides excellent education to its students, 50% of which commute locally, and has ambitious research goals both of which will be supported by the provision of such space. Future occupiers will provide innovation employment opportunities to retain students and the local population, and work to address health inequalities, again to the benefit of the local community.”



Public Consultation 1 Feedback

Summary

- First public consultation held 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.

Main areas of support:



Redevelopment of a brownfield site



Improved appearance of the area



Investment in Ardwick



Job creation



New public realm

Would like to see:



Convenience store



More community facilities (inc. children)



Medical facilities



Cafes



Greenery and outdoor space

Main areas of concern raised:



Height and density



Number of students



Traffic and parking



Lack of offering for the community



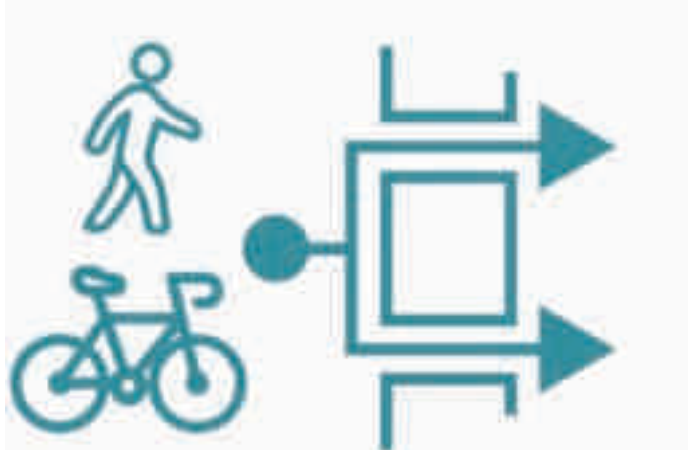
Agreed City Council Masterplan

Strategic Regeneration Framework

In recent years the use of the existing buildings have ceased trading and have become an eyesore offering very little to the local area. As part of its strategic objectives for Ardwick and the wider Oxford Road Corridor, Manchester City Council identified the masterplan as a key site for redevelopment as part of a document called the Oxford Road Corridor Strategic Regeneration Framework Guidance (SRFG) prepared in 2019. The Strategic Regeneration Framework Guidance seeks to establish a series of development principles for the masterplan site to guide how future development will come forward. These include:



A transformational opportunity for development to provide over one million square feet of new floorspace



Improving permeability for pedestrians and cyclists



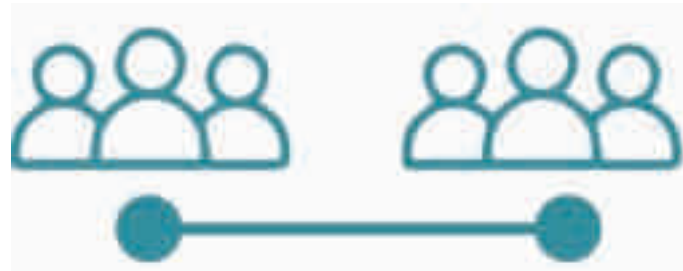
Identifying opportunities for community uses and active ground floor uses



Desire to accommodate new commercial buildings to support economic growth in the city



Creating new public open space and landscaping



An opportunity to create new and enhanced connections between existing communities



A location for taller buildings at specifically defined "landmark" opportunities

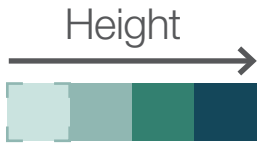


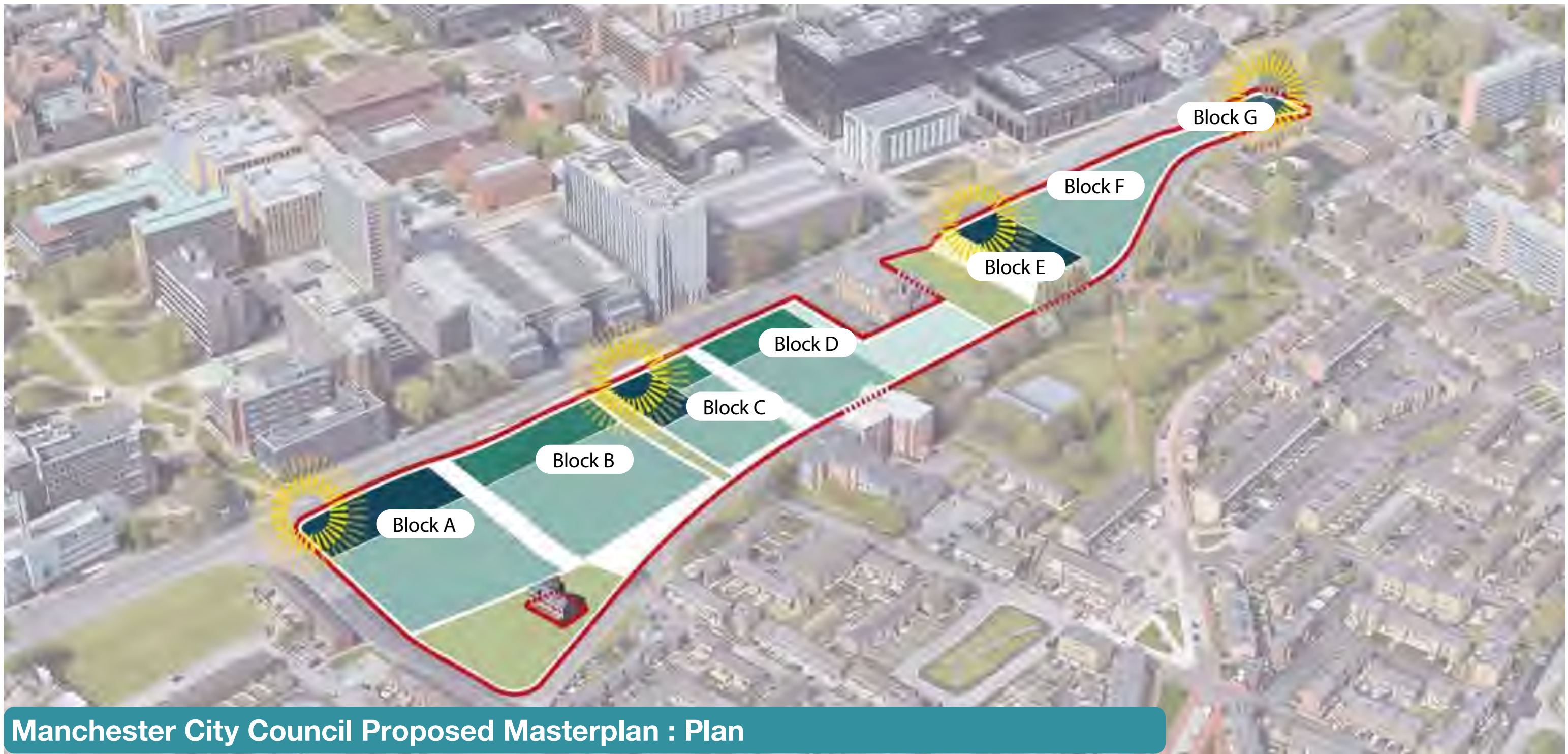
An opportunity for new residential or student accommodation uses



High quality design of new buildings and public realm

Manchester City Council Proposed Masterplan

Site — Landmark opportunity  Public Realm  Proposed Building 



Manchester City Council Proposed Masterplan : Plan



Manchester City Council Proposed Masterplan : Massing

Our Proposed Masterplan: Economic and Community Benefits

Community Uses



New flexible community facility



New local convenience store



New medical facility

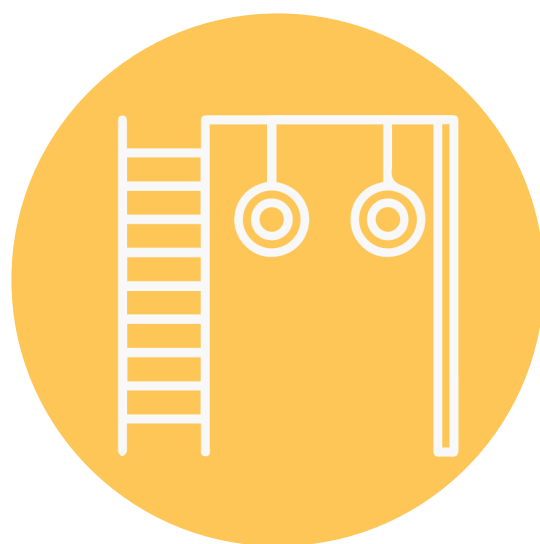


New cafes and coffee shops

Public Realm



Almost 3 acres of new public realm, including two new public squares



Playful new landscape including informal play and exercise spaces for local residents



Financial contribution for improvements to Gartside Gardens



Upgrading of Kincardine Road including pedestrian and cycle crossings



Enhanced pedestrian crossings to Kincardine Road and Upper Brook Street

Public Improvements/Parking

Jobs and Economic Benefits



5,800 new jobs (direct and indirect)

- 1,900 construction jobs
- 3,600 operations jobs



Commitment to a bespoke local procurement scheme, to include:

Local apprenticeship schemes

Working in partnership with The Works and Jobs 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 with the potential use of part of the lab space for children.



Initial construction investment in Ardwick of c.£450m

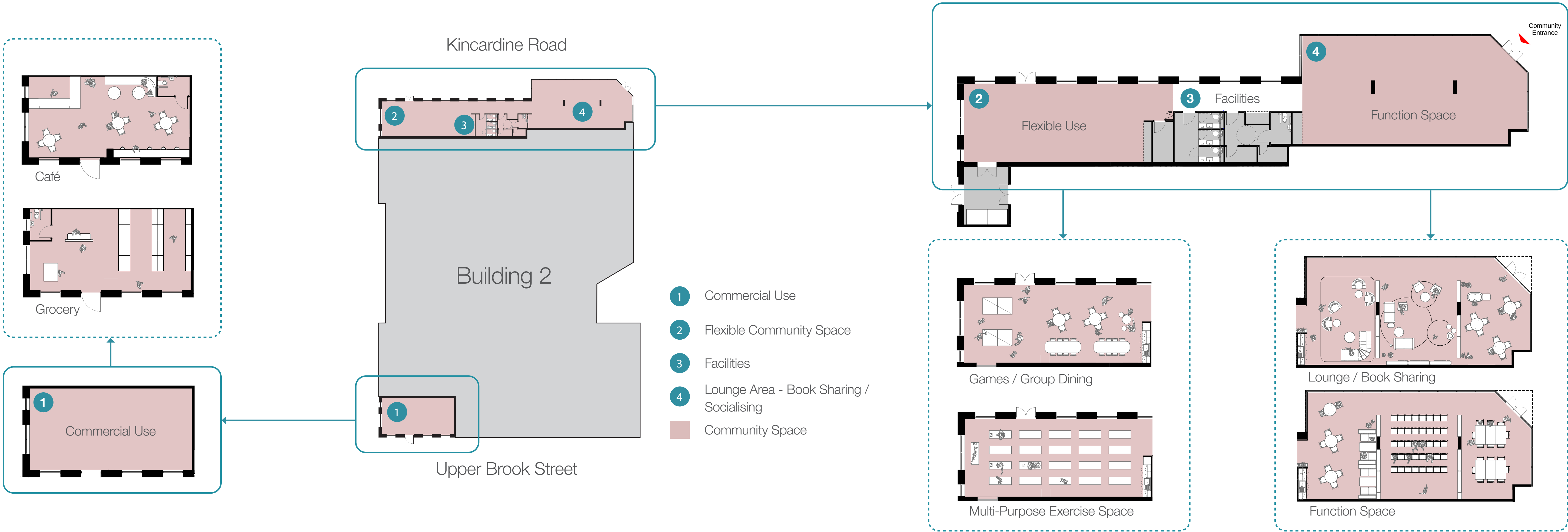
Introduction of Community Uses and Benefits



Our response to your comments: Introduction of Community Uses and Benefits

The proposed Community Centre is envisaged as a multi-use, multi-purpose space for the whole community. 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.

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. The design, use and management of these spaces will be further developed alongside the local community over the next stages of the process.



Our response to your comments: Landscape Masterplan

Landscape masterplan



Key benefits



Nearly 3 acres of
new public realm



6 new informal
play spaces



3 new key
public spaces



Over 150
new trees



Over 3,000m²
of soft landscape

Our response to your comments: Key Public Spaces

Hanworth Square

This will offer a flexible community space that is able to host a variety of small organised events. It will be well overlooked and activated by the two new neighbouring buildings and their ground floor uses.



Gaskell Green

This will be a key public space at the heart of the development. The green character of the space will offer an extension to Gartside Gardens and a much better setting for the Chapel. A large existing tree will be retained as a focal point within a park-like setting.



Thorburn Walk

This is one of several green routes through the area providing an attractive place to walk, cycle and rest. The Kincardine Road end of the walk includes pockets of play amongst planting for families and children to explore and enjoy.



Our response to your comments: Kincardine Road

Existing situation

Kincardine Road has great potential to become a positive piece of public realm that provides benefits to the local area.



Currently it is a vehicle dominated and hard environment that is monotonous in character. It primarily focuses on north-south access along its length, but has poor connections across the road.



There is also very limited soft landscape and tree planting along the road and very abrupt and harsh boundaries run along the majority of the proposed site edge.

Public realm and accessibility opportunities

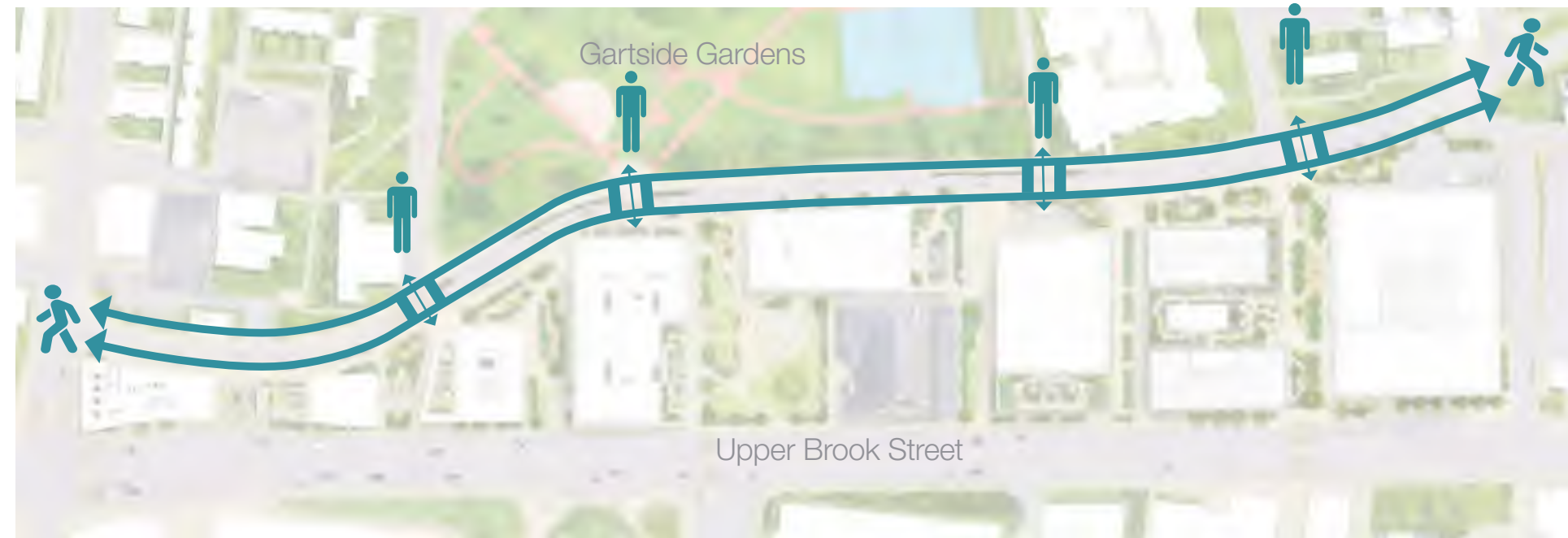
The below diagrams show key opportunities to improve Kincardine Road for the benefit of people and nature



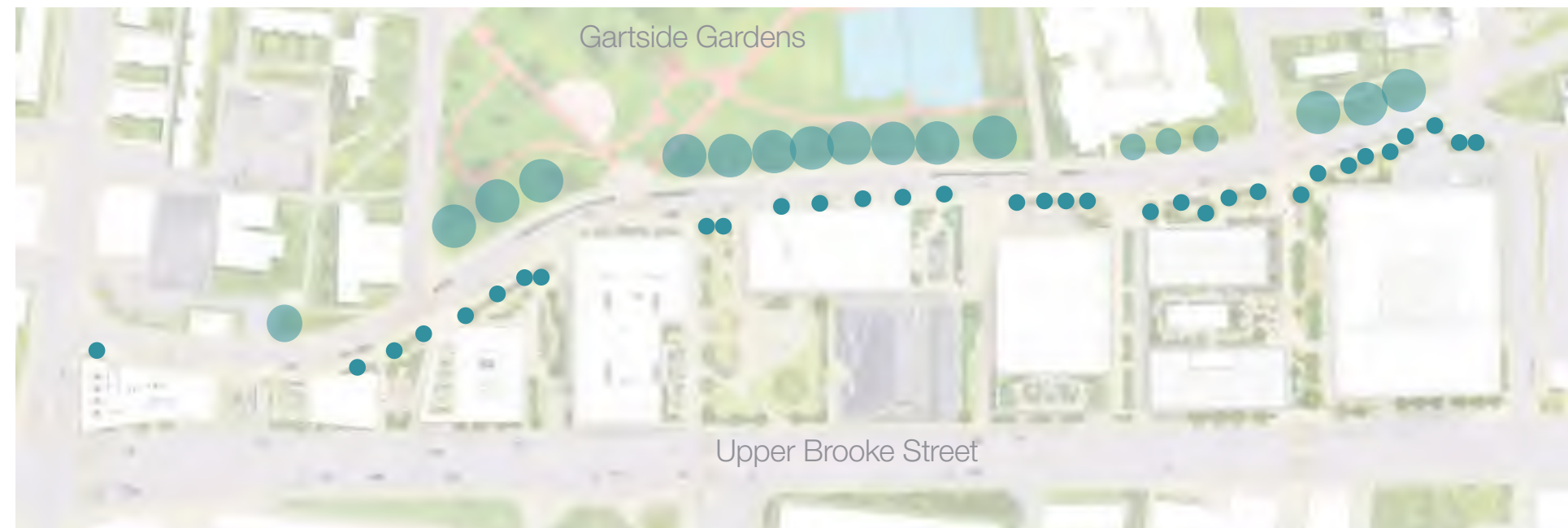
1. Carriageway narrowed to one-way to offer up more space for walking and a safer environment for cycling



2. A new off-road contraflow cycle route to provide a safe route travelling southwards, with improved on road access travelling northwards.



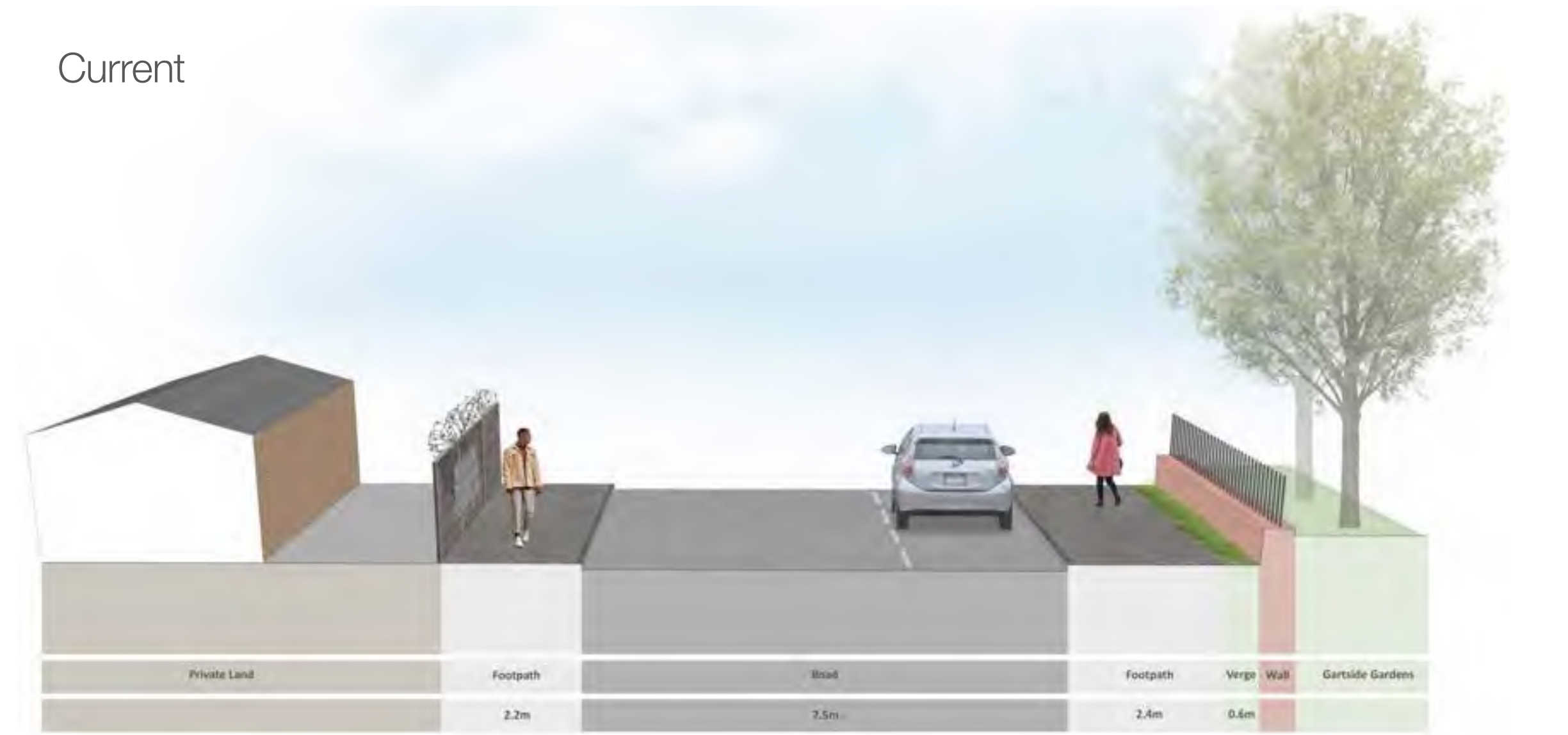
3. Four new pedestrian crossing points providing better access across Kincardine Road



4. New tree planting and soft landscape lining the street to create a more attractive character and benefits for nature

Character enhancements

A transformational approach to Kincardine Road can create an attractive place, which looks and feels like a part of Ardwick and the proposed site



Our response to your comments: Gartside Gardens Opportunities

Existing situation



Gartside Gardens is a valuable part of Ardwick and currently offers a range of amenities including a play area and sports facilities. There is opportunity for the park to provide further benefits to the community and we are interested in hearing your thoughts about this.

Enhancement options

Below are a few suggestions as to how Gartside Gardens may potentially be improved further, with images opposite illustrating some of them.

- **More play provision**
- **A greater variety of planting types**
- **Additional sports facilities provision**
- **Extra seating**
- **Integration of habitats for wildlife**
- **Better lighting**

Potential new play and exercise features



Outdoor gym equipment



Trim trail equipment



More playful elements for children

Potential nature and biodiversity enhancements



Wildflower meadows



Mixed perennial borders



Habitats for birds and insects

Potential sports facility improvements



Option 1

1. Existing tennis court resurfaced 2. Existing mini soccer & basketball court resurfaced. 3. Padel / mini tennis courts 4. New spectator seating area



Option 2

1. Existing tennis court resurfaced 2. Existing basketball / mini soccer court repositioned 3. New basketball / mini-soccer court 4. New spectator seating



Option 3

1. Artificial Grass Pitch 2. Retractable dividers 3. Seven-a-side soccer / hockey pitch 4. 3x five-a-side soccer pitch 5. 3x tennis court 6. Realigned footpath

Our response to your comments: Access, Parking, and the Road Network

The UBS site is well located to promote car-free development, lying within a 15 min walk of a range of public transport hubs and both University campuses. It scores the highest rating against Greater Manchester accessibility indices. The potential for new hire bike stations and new car club access will further improve access options and deliver wider community access goals. Whilst we don't expect car trips associated with the development to be significant, we will work with the Council to reinforce the existing Ardwick Controlled Parking Zone (CPZ).

Key

Site

Bus route

Cycle route

Kincardine one way route

Walking distance

Train Station

Bus stop

Car Club spaces

Carpark

The map illustrates the accessibility of the UBS site, located in the center of Manchester. Concentric blue circles represent walking distances from the site: 3 min, 5 min, 7 min, 10 min, and 15 min. Key transport features include:

- Train Stations:** Manchester Picadilly Station (top right) and Manchester Oxford Road Station (top left).
- Bus Routes:** Various routes are shown with green dashed lines and bus icons, including:
 - Buses to City Centre
 - Buses to City Centre, Salford and Media City
 - Buses to City Centre, Middleton, Langley, Tydsley, Leigh
 - Buses to Hazel Grove, Stockport
 - Buses to Hattersey, Hyde, Denton, Gorton, Reddish, Stockport
 - Buses to East Didsbury
 - Buses to Sale, Didsbury, Cheadle, Heaton Moor, Stockport, Manchester Airport, Wythenshawe, Altrincham
 - Buses to Flixton, Urmston, Strtford, Chorlton, Hulme
- Cycle Routes:** Shown with orange dashed lines and bicycle icons, including the Oxford Road Cycle Corridor.
- Kincardine One Way Route:** Indicated by a black arrow pointing towards the center.
- Parking and Car Club Spaces:** Several car parks are marked with blue 'P' icons:
 - Charles Street Car Park (808 Spaces)
 - Circle Square Car Park (1018 Spaces)
 - Manchester Aquatics Centre Car Park (380 spaces (+580 contract))
 - University Car Park D (965 Spaces)

Our response to your comments: Access, Parking, and the Road Network



Car free development with exception of disabled parking. Land uses to be supported by Travel Plan Initiatives to promote sustainable travel. Development related traffic will be limited to taxis, deliveries and disabled persons.



Over 3000 pay & display car parking spaces located within 10 minutes walk of the site at Aquatics Centre, Circle Square, Charles Street & University D car parks.



One-way operation of Kincardine Road will remove existing rush-hour rat-run traffic between Grosvenor Street to Booth Street East. Traffic will instead use Upper Brook Street and updated junction with Booth Street East.



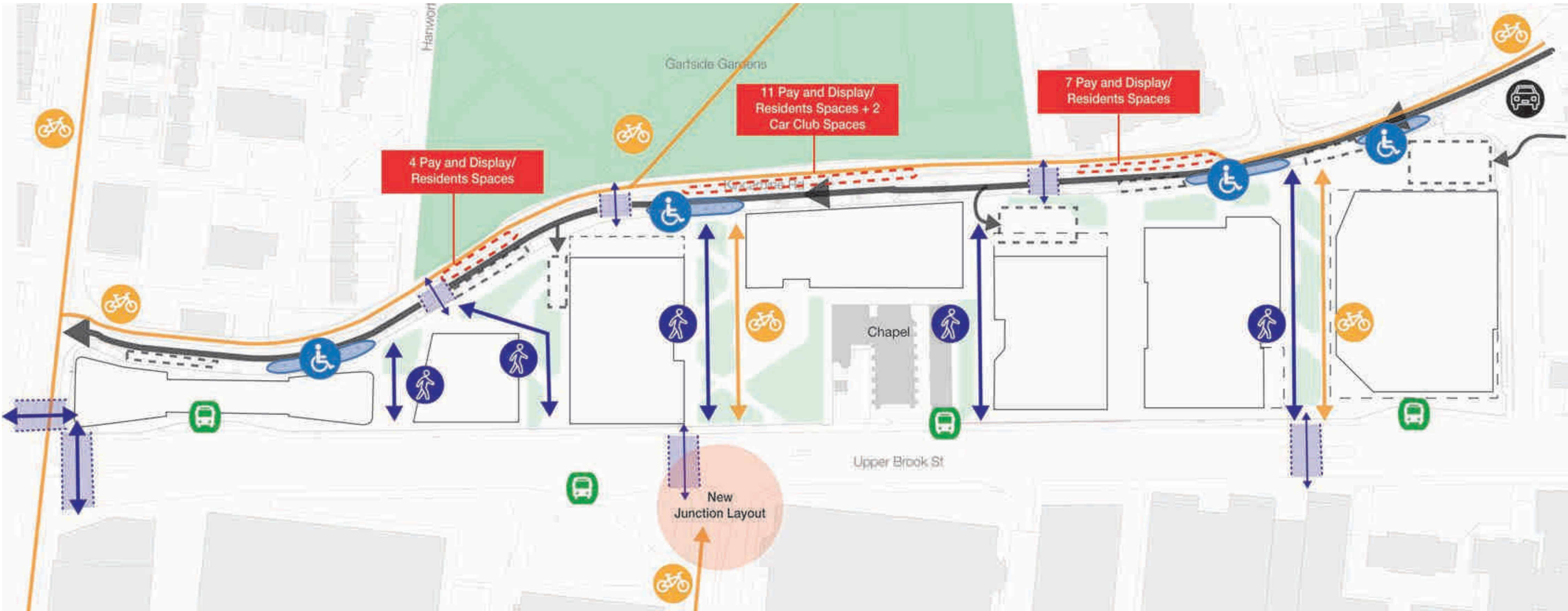
Detailed network capacity modelling suggests that the combined effects of the one-way arrangements and development traffic will not result in significant additional congestion or queuing at key local junctions.



Traffic increases on Grosvenor Street and Brunswick Street predicted to be low. Typically less than two vehicles per minute, even during rush hour peak periods.

Kincardine Road

The enhancements to Kincardine Road will provide an improved environment for walking and cycling trips and to manage vehicle speeds. Any trips to the site by car will be directed away from the site and to make use of the large public car parks that lie within a short walk.



Key

- Walking Route ———
- Cycle Route ———
- Kincardine one-way traffic ———→
- Pay and Display/Residents Parking - - - - -
- Service / delivery area / drop off point - - - - -
- Scheme disabled parking
- Bus Stop
- Safe pedestrian crossing

Our response to your comments:

The need for PBSA

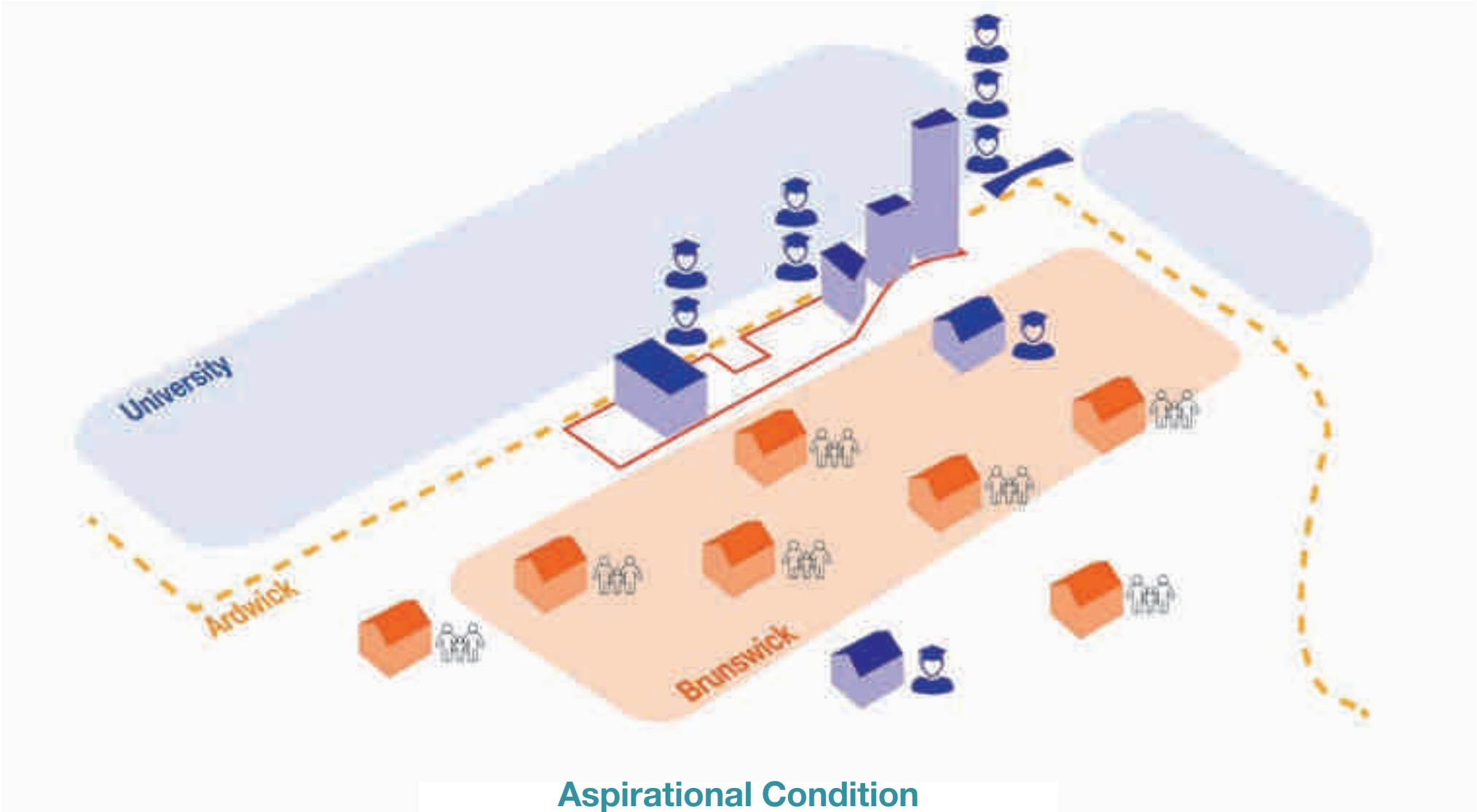
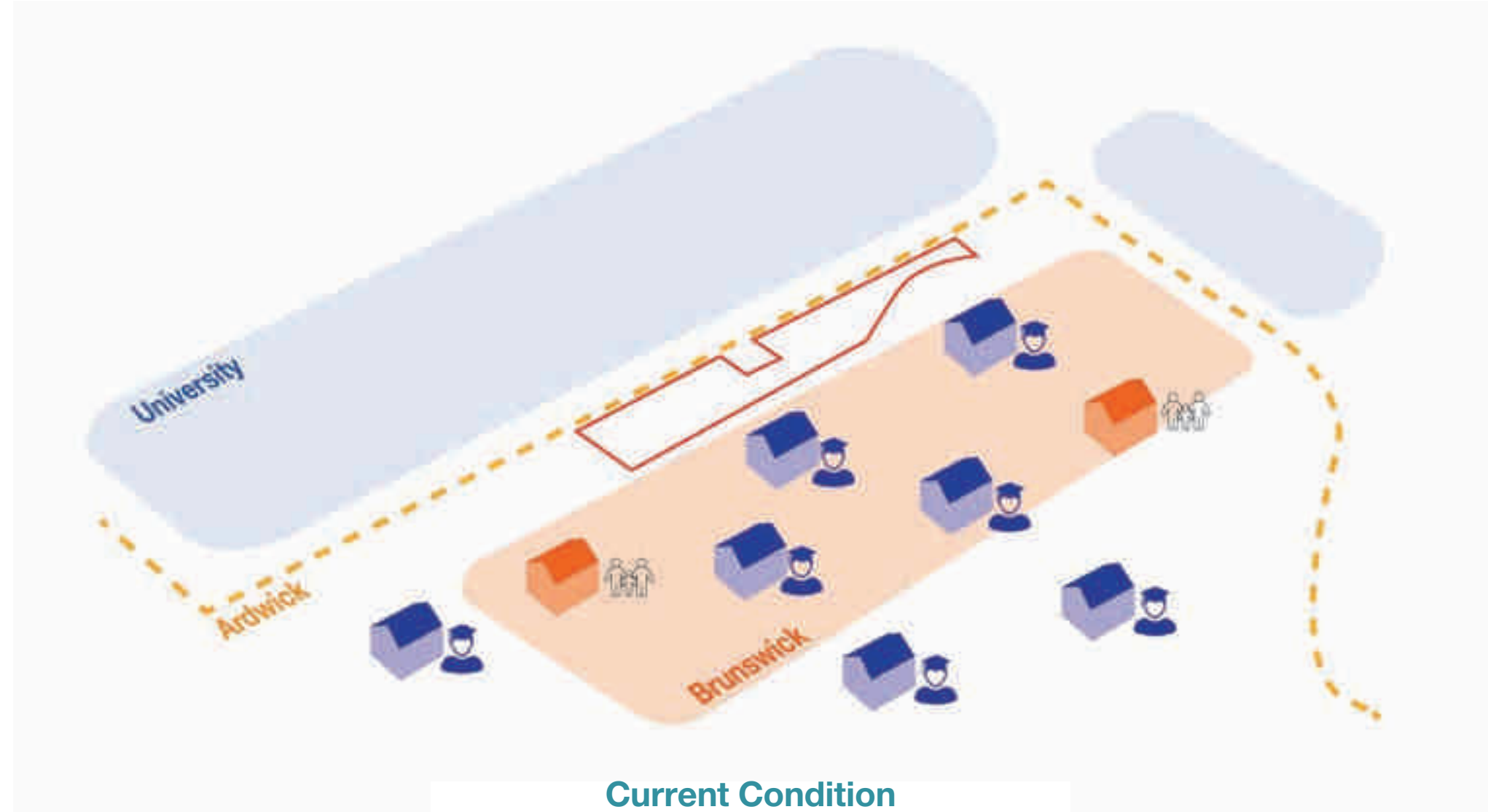


The City-Wide Need for New Purpose Built Student Accommodation

- Manchester is in the top tier of international cities for higher education, with students making an invaluable contribution to the city’s economy, diversity and vibrancy.
- Key to this is the city’s ability to compete for students and providing sufficient accommodation. Providing a residential offer for students to address needs has been a long-held City Council objective.
- The Council accepts that there is a shortage of Purpose Built Student Accommodation (PBSA) in Manchester. This was brought clearly into focus in September 2022 when some Manchester students could not be housed in PBSA in the City.
- In May 2023 the Council identified the need for over 11,000 additional PBSA bedspaces up to 2030, focused in the Oxford Road Corridor at high-density to deliver the quantum required.
- The Council has identified 20 key sites for the delivery of new PBSA. The Upper Brook Street Masterplan is identified for c. 1,700 new student bedspaces.
- Manchester Metropolitan University are interested in using the PBSA on this site and provide over 200 affordable student rooms.

The Local Need

- There are 1,873 students living in mainstream housing in Ardwick in 2021/22 (the 2nd highest of any ward in the city), and over 250 students within Brunswick alone.
- New PBSA within the Upper Brook Street Masterplan will help to free up this accommodation for use by local people and families.
- The future PBSA operators are committed to proper management of the buildings and students, as well as ongoing relationships with the local community.
- New facilities will be provided in the buildings for the students to use to minimise impact on existing community facilities, as well as new community facilities elsewhere in the masterplan for use by local residents, including a new medical facility.
- The masterplan will deliver new and enhanced public realm to facilitate communal ownership of the area and spaces both students and local people can enjoy



How we will manage students

- There will be a 24/7 management team onsite who will be in place to manage resident’s behaviour.
- As part of their license agreements, students will have to sign up to a code of conduct which governs behaviour in and around the accommodation, particularly relating to noise, litter and gatherings.
- If students persistently break the terms of their license agreement then the operators will have the power to end their tenancy.
- Car use around the developments will also be restricted under the license agreements, which will a requirement in a legal agreement with the city.

Our response to your comments: Height and Massing

As the part of the design development, and in response to comments raised in the first consultation, we looked at different massing for the Student Accommodation and asked the question, how do we accommodate the quantum of development and student beds identified for this site by the City Council which are needed to support the wider regeneration? Does the design work with the context?

Massing Study - SRF



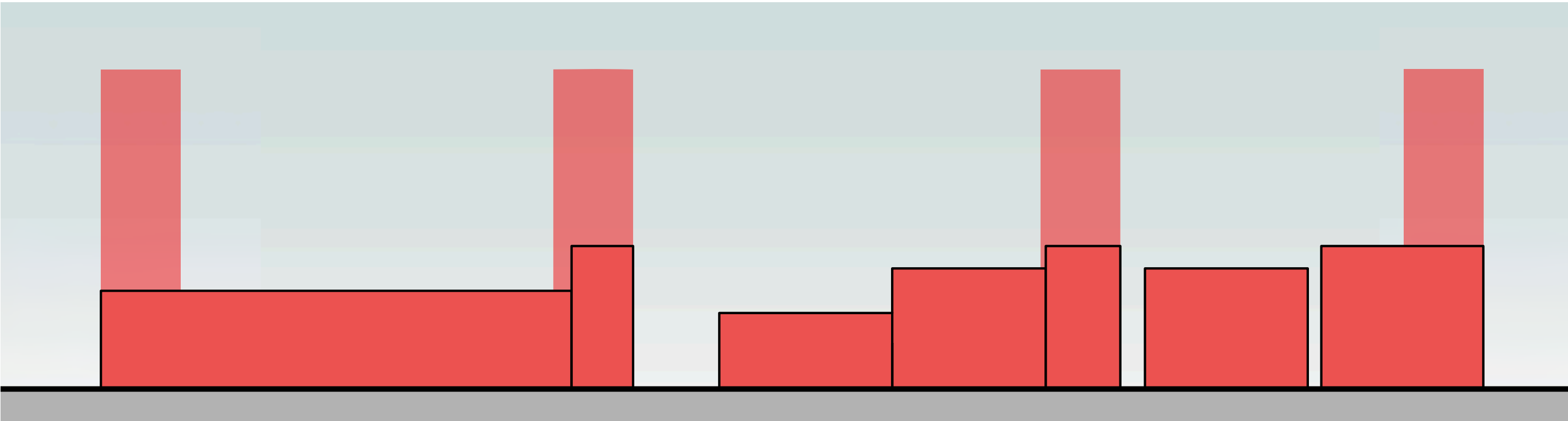
This massing shows the Strategic Regeneration Framework (SRF) diagram turned into a basic 3D form. The massing shows the four potential points which the SRF identified for potential taller buildings.

Massing Study - Plot A Equal Height

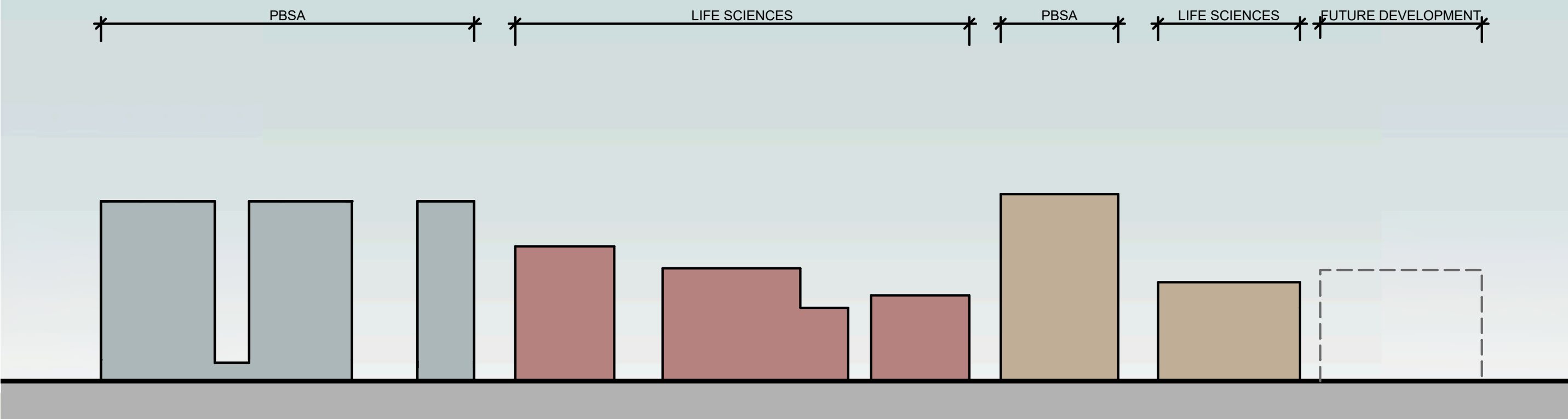


Three buildings with equal massing. This we feel is very negative creating an overbearing wall with significant overshadowing

SRF Massing Elevation – Massing shows three buildings of ground + 22 storeys



Plot A Equal Height – Massing shows three buildings of ground + 22 storeys



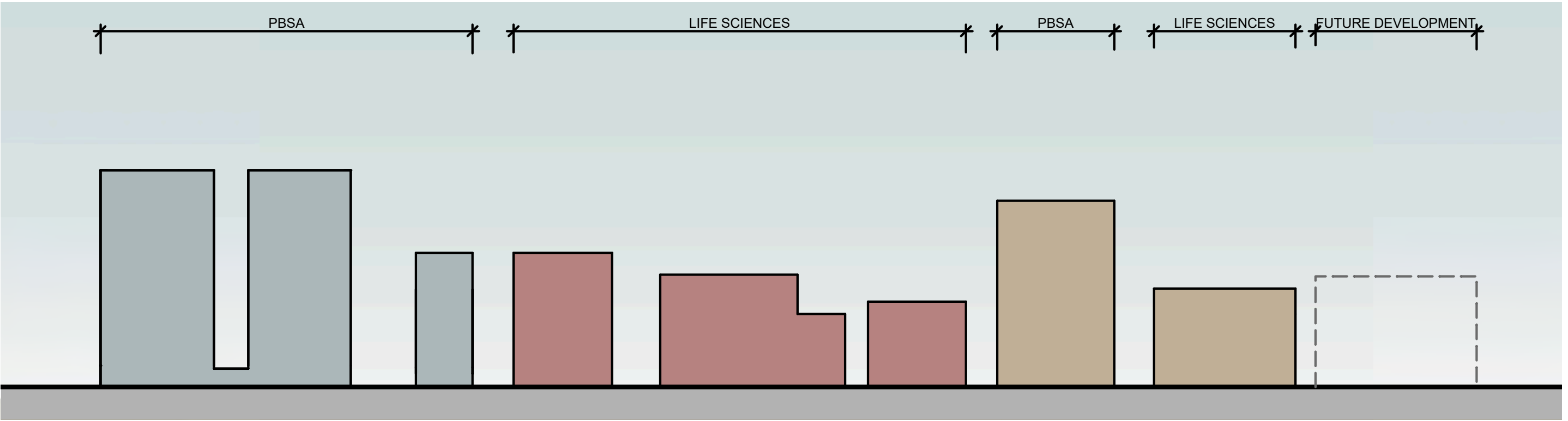
Our response to your comments: Height and Massing

Massing Study - Plot A Single Step in Height



This massing is two tall buildings and a reduced third block stepped down.

Plot A Single Step In Height - Massing shows two taller buildings of ground + 27 storeys and one of ground + 16 storeys.

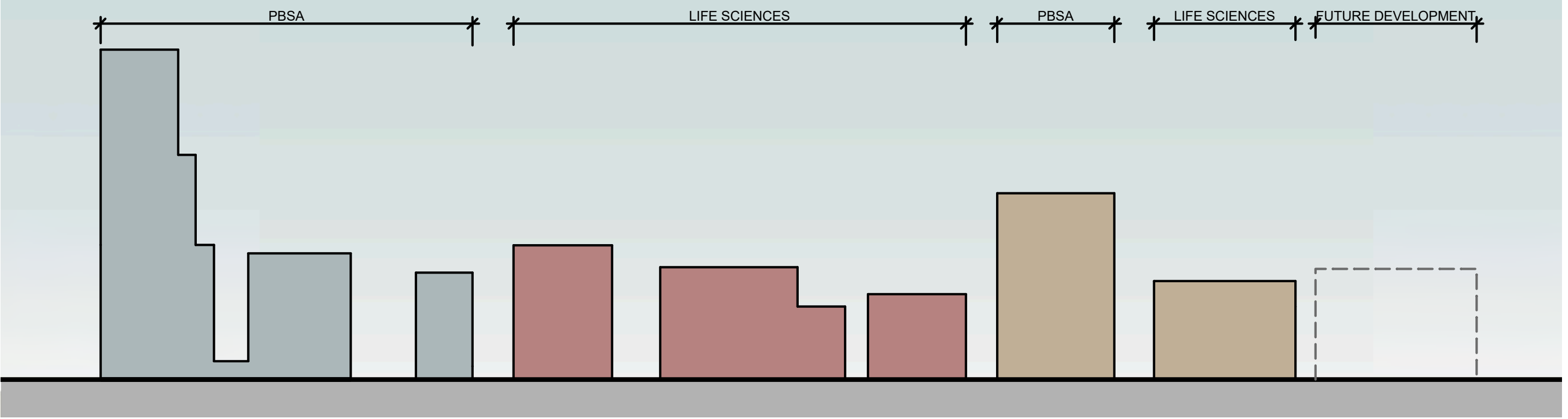


Massing Study - Plot A Height to North



We feel a single point building is the right approach for the site, and is in line with the SRF that encourages height to step up to the north where it will have less impact on overshadowing, and where it identifies an opportunity for a prominent accent building closest to the city centre. Located on the northern end of the site it has a better relationship with the city and minimises overshadowing on Gartside Gardens. A single taller building allows the other two buildings to be reduced in height.

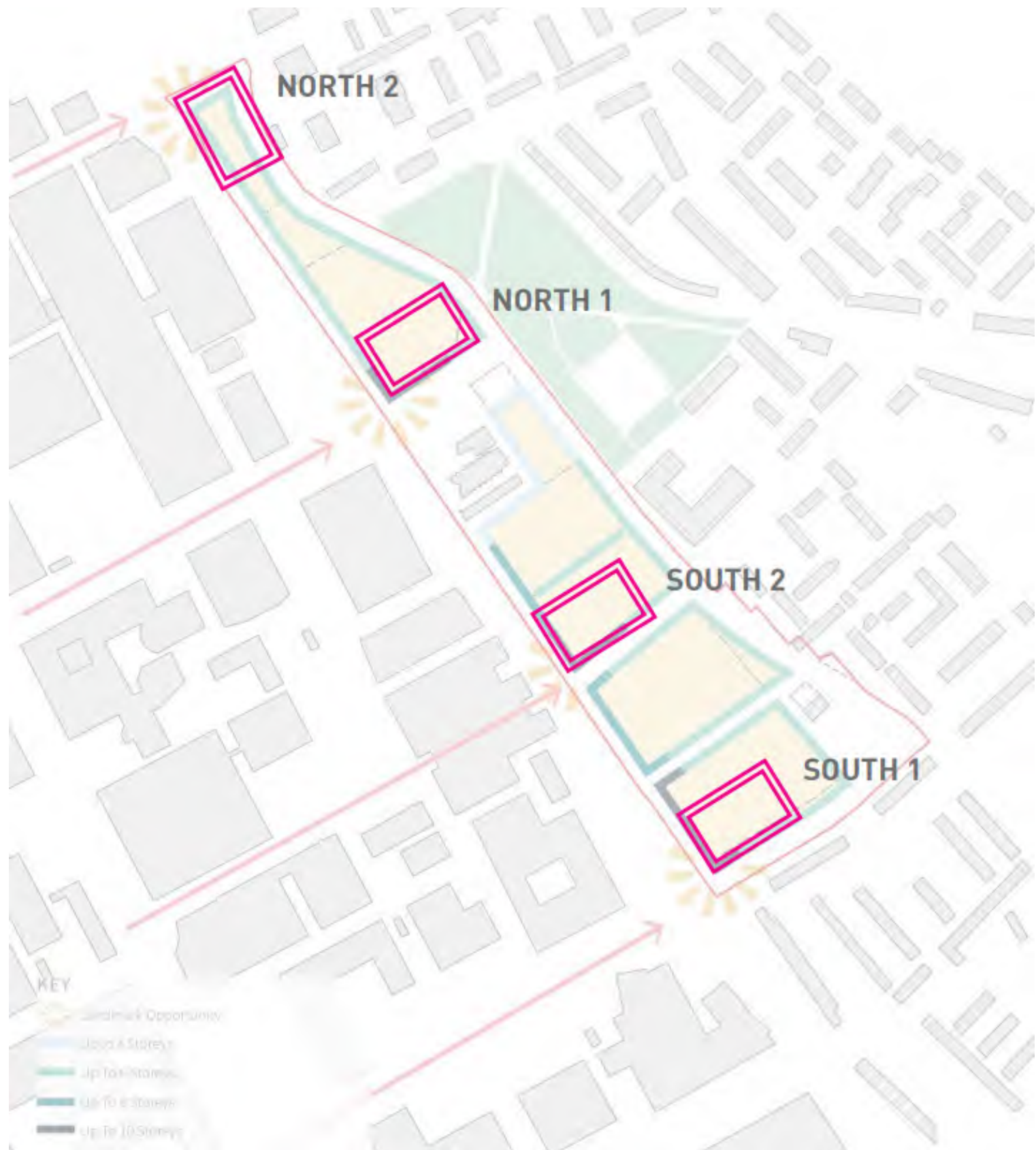
Plot A Height to North - Proposed massing shows three buildings of ground +11 storeys, ground +13 and ground +40 storeys



Our response to your comments: Height and Massing

Having concluded that a single tall building is the most appropriate response, these four images show the tower in each of the four locations of the SRF identified landmark opportunities.

We explored the best location for the taller element. We considered the overshadowing, impact on homes, heritage assets and generally how a taller building would fit in to the wider context.



Key Plan



South 1



South 2



North 1



North 2

Our response to your comments: Design Quality Principles



Create variety in in how the buildings look and feel across the masterplan



Introduce new routes to connect between existing communities



Create new public spaces and landscapes for play



Introduce a wide range of public uses at Ground Floor



Create high quality student homes and Life Sciences spaces

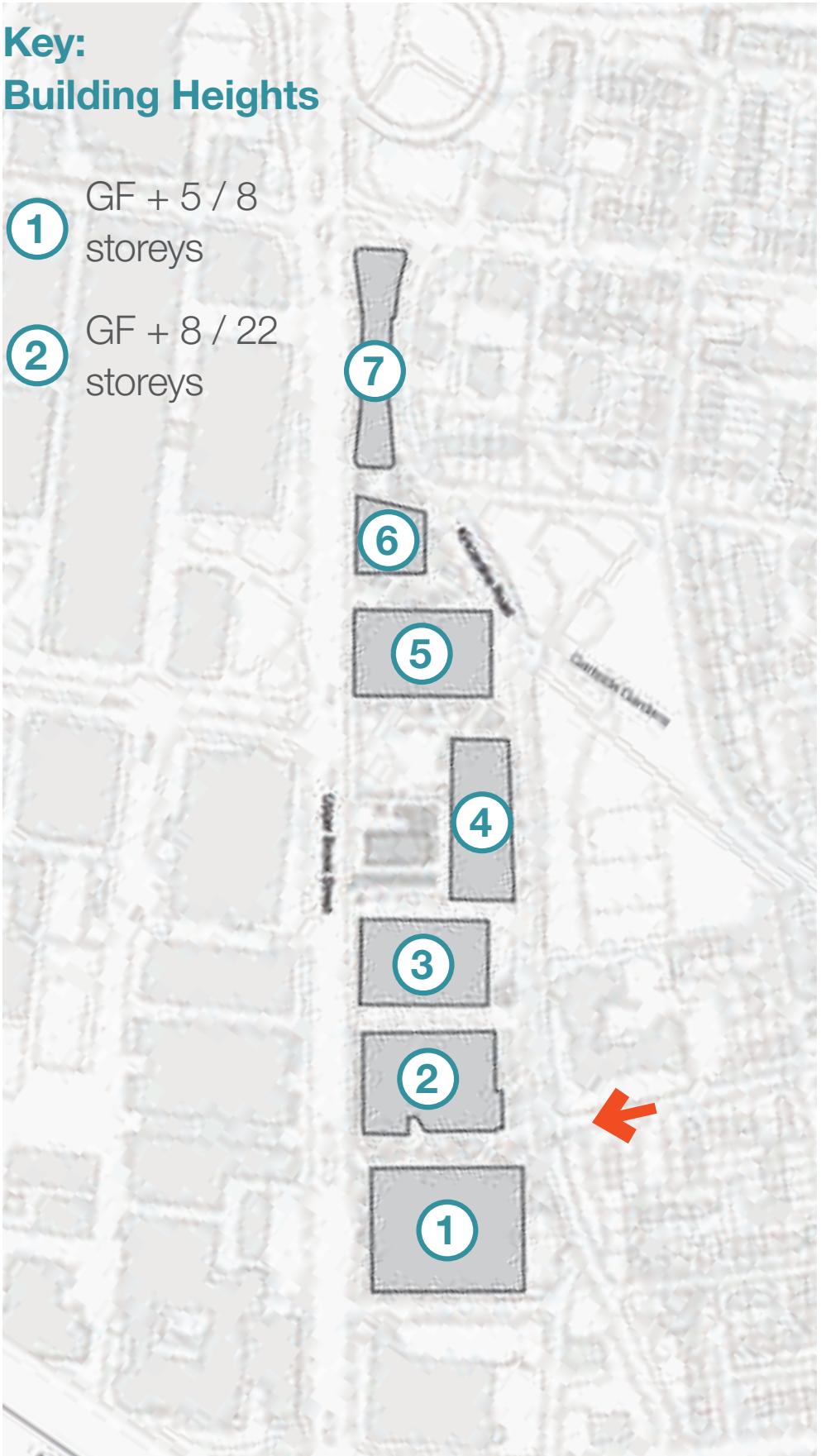


Make sure that the site is welcoming, approachable, and provides a positive offer for the surrounding community

Our response to your comments: Design Quality



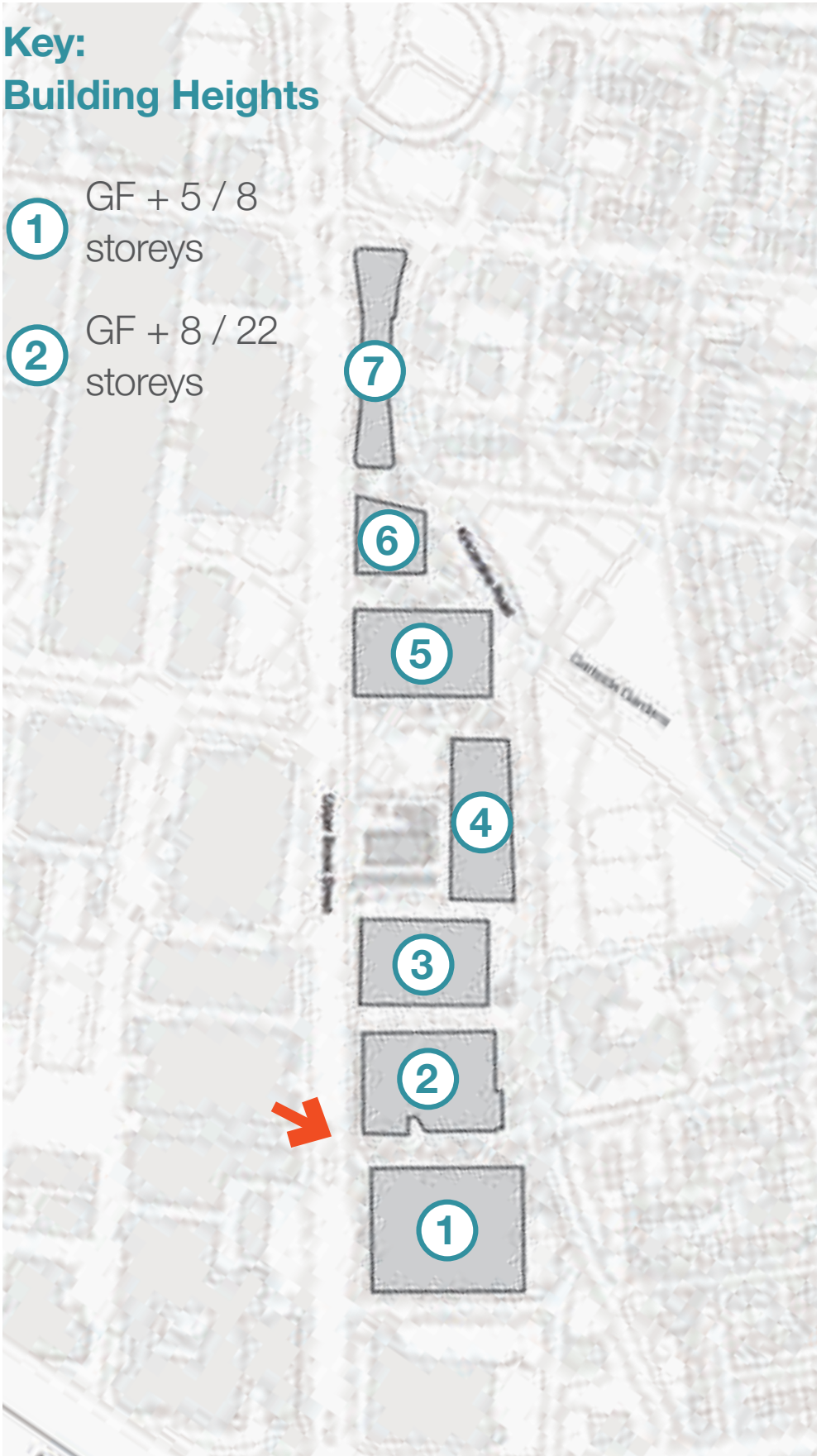
The adjacent image shows the new landscaped boundary along the southern end of Kincardine Road. The buildings (buildings 1 and 2, as referenced on the key plan below) have been set back from the pavement edge to make it a more pedestrian-focused and safer route, with the proposed planting creating a green buffer between Upper Brook Street and Ardwick. A new community centre on the corner of the building to the right of the image will provide a flexible and accessible facility for use by the people of Ardwick.



Our response to your comments: Design Quality



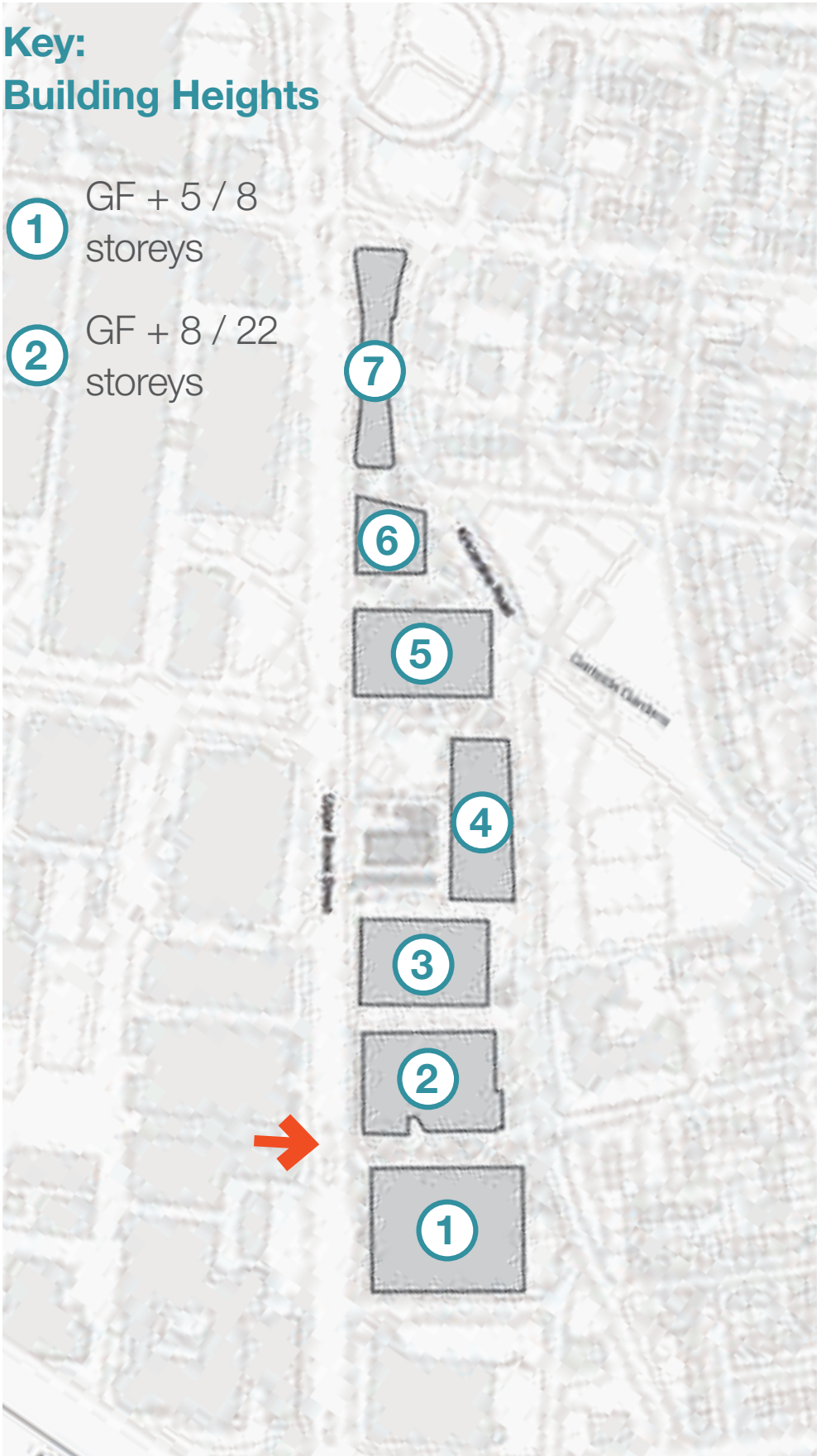
The adjacent image shows the entrance Thorburn Walk, the proposed new public realm between buildings 1 & 2 (see key plan below). This will create a new pedestrian and cycle route through the site, from Whitekirk Close with Upper Brook Street, connecting Ardwick with the University and the communities beyond. Landscaped areas of planting will be animated with external seating and new semi-mature trees. A new publicly accessible café is to be located on the ground floor of the proposed building to the right of image, accessed directly from the new public space.



Our response to your comments: Design Quality



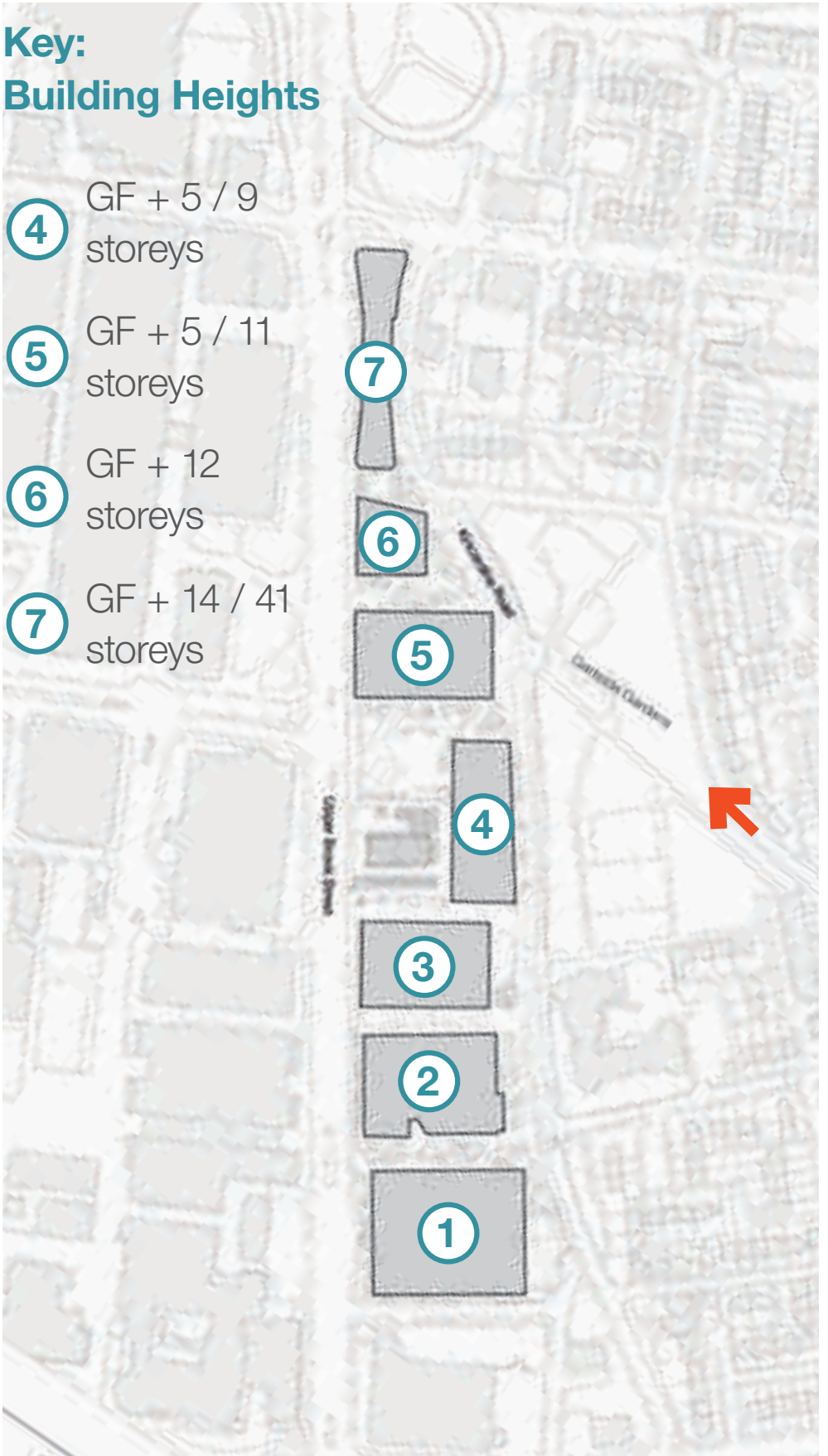
The adjacent image shows Thorburn Walk in more detail, as viewed from the pedestrian crossing on Upper Brook Street. The route will create a clear visual and physical connection between Ardwick and the University, forging new relationships and opportunities for both communities. High quality landscape and buildings with publicly accessible ground floor uses will help to create a vibrant, welcoming and safe environment within a previously impermeable part of the city.



Our response to your comments: Design Quality



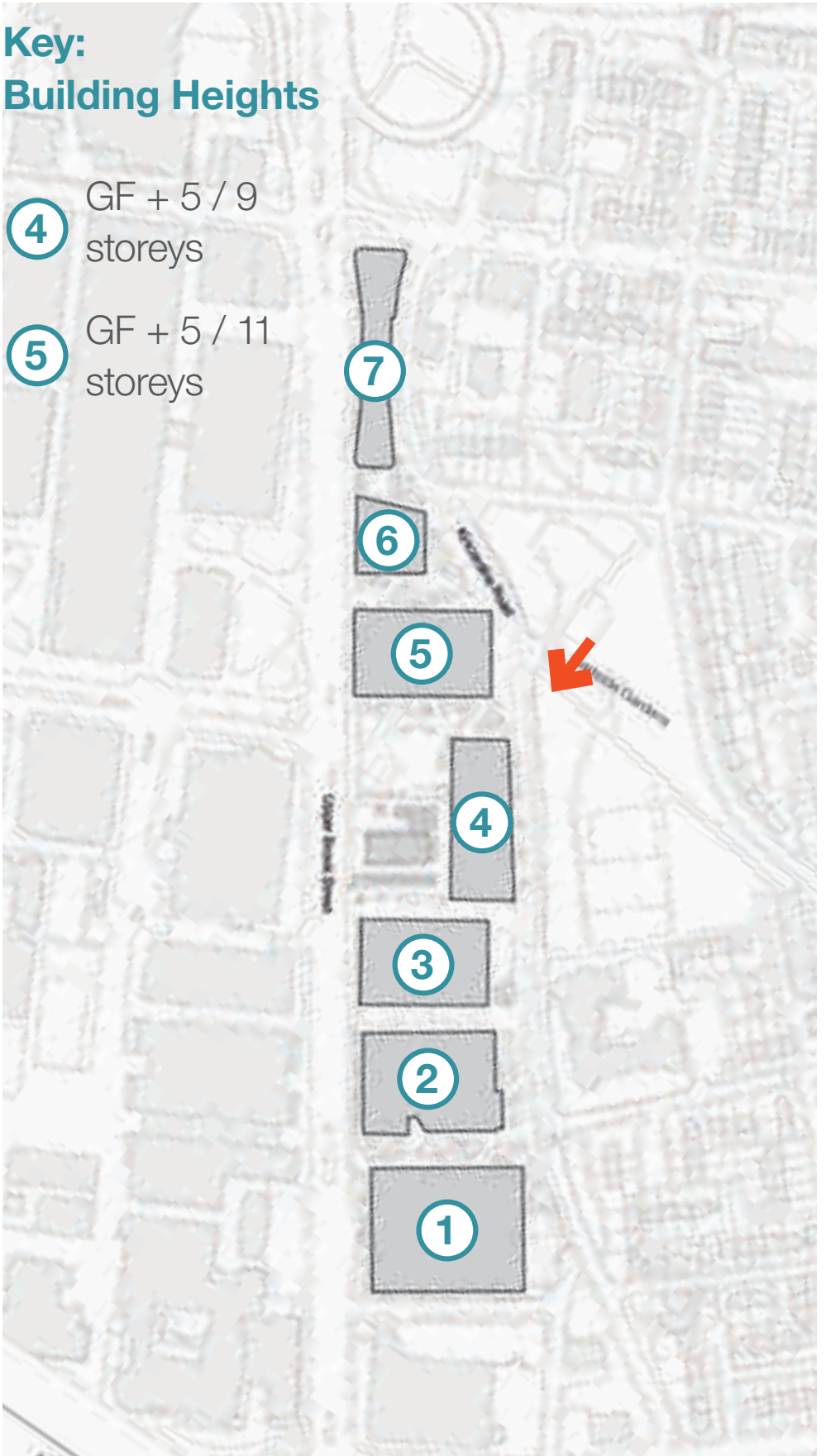
The adjacent image shows the view from Gartside Gardens adjacent to Mawson Road. This route is now connected to Upper Brook Street by new public realm between each block, increasing the permeability to the rest of the city from within Ardwick. To the left of the image, the Life science buildings 4 and 5 (see key plan below) are visible, and to the right the PBSA buildings 6 and 7 (see key plan below).



Our response to your comments: Design Quality



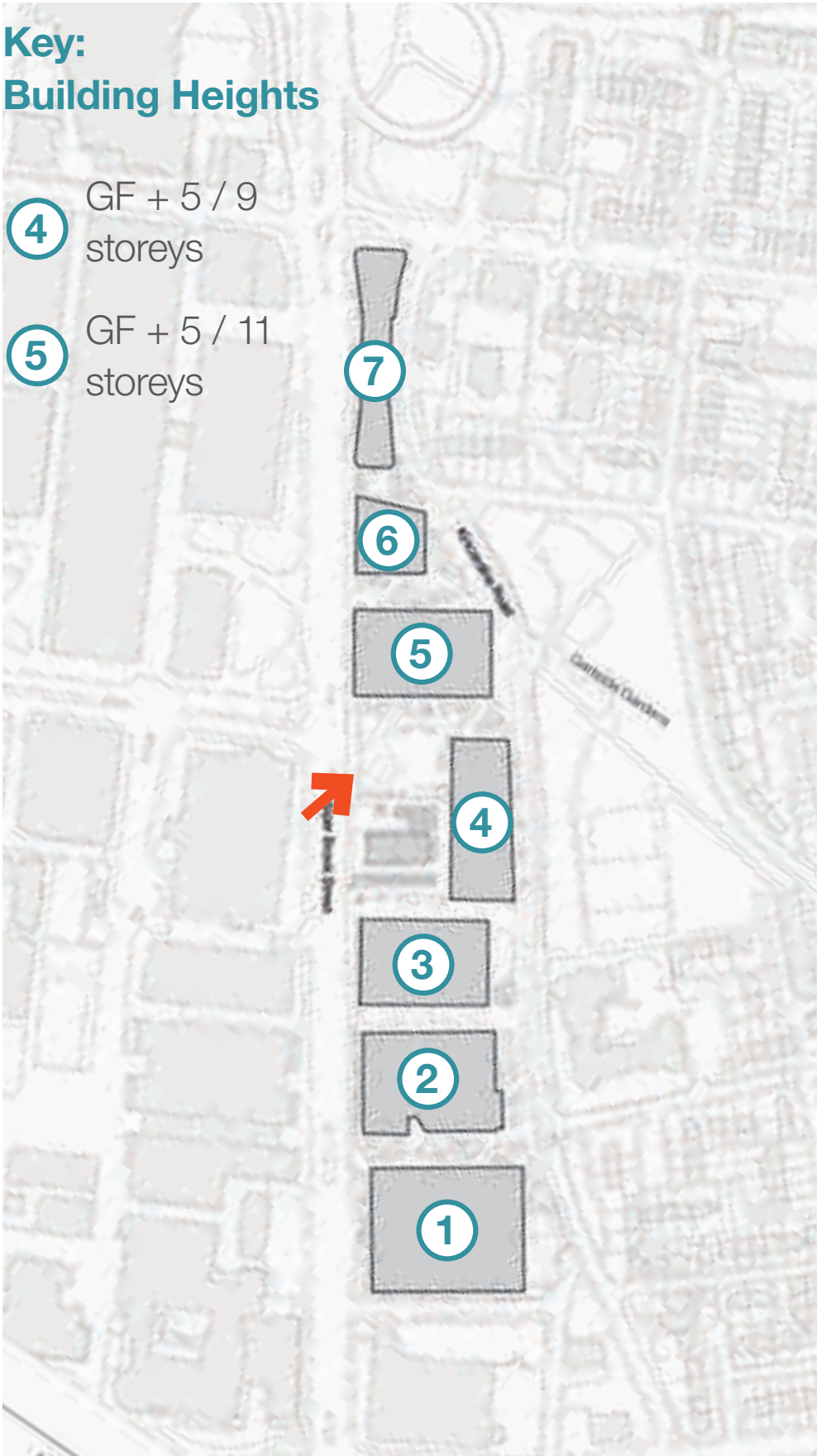
The adjacent image shows one of the new public routes between two of the proposed Life Science buildings 4 and 5 (see key plan below) connecting Gartside Gardens and Upper Brook Street. This route leads to Gaskell Green a new area of landscaped public realm. A new cafe unit is provided at the ground floor of the left hand building and is accessible via the new public realm. The ground floor of building 5 (see key plan below), to the right of the image, hosts an events space that will provide active frontage for Kincardine Road.



Our response to your comments: Design Quality



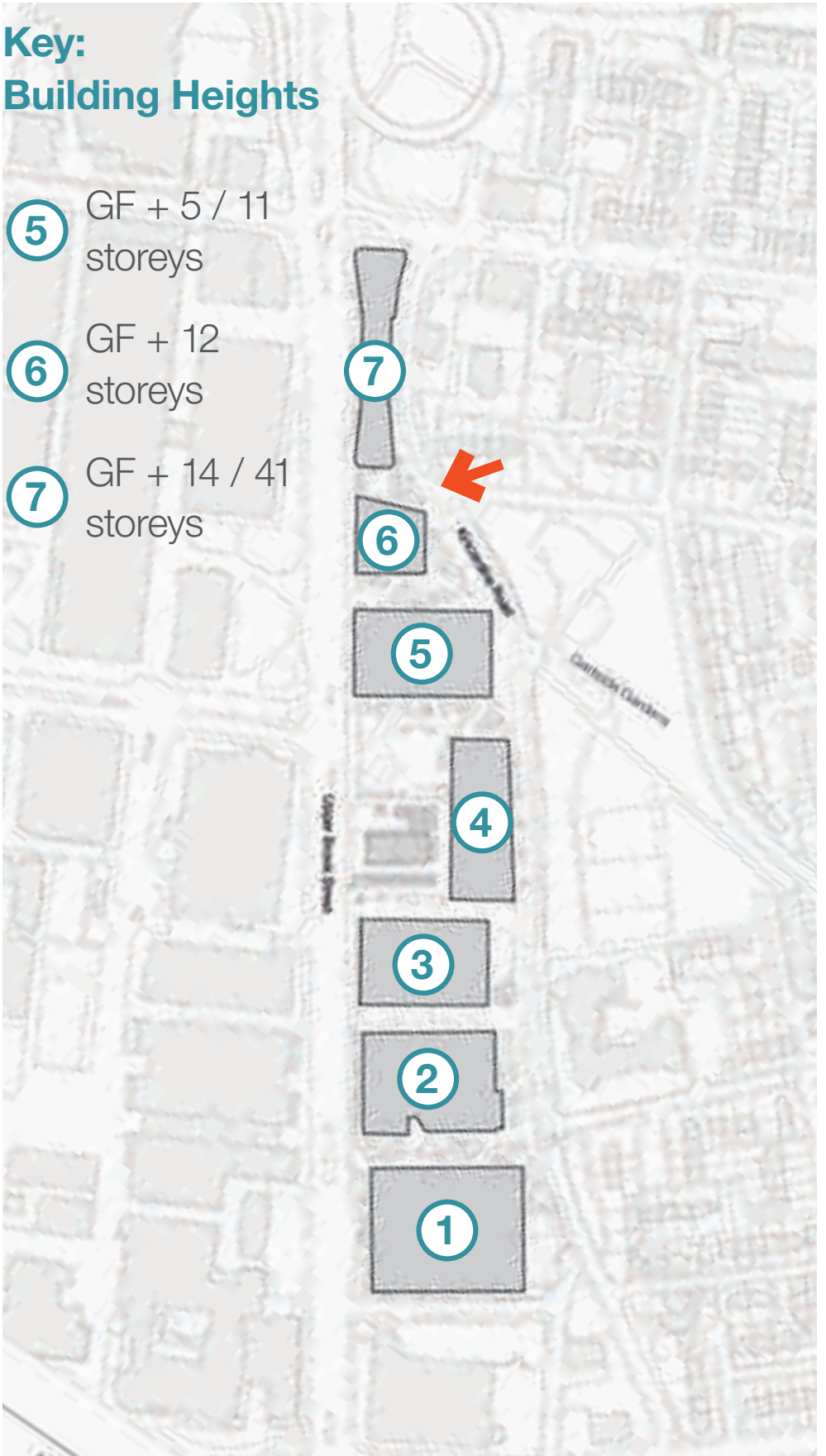
The adjacent image shows Gaskell Green, the new public square along Upper Brook Street. The square is framed by Life Sciences buildings 4 and 5 (see key plan below) along with the existing former chapel. The public square is landscaped with new planting and seating. Main entrances to the buildings and a new cafe unit front onto the square, bringing it to life.



Our response to your comments: Design Quality



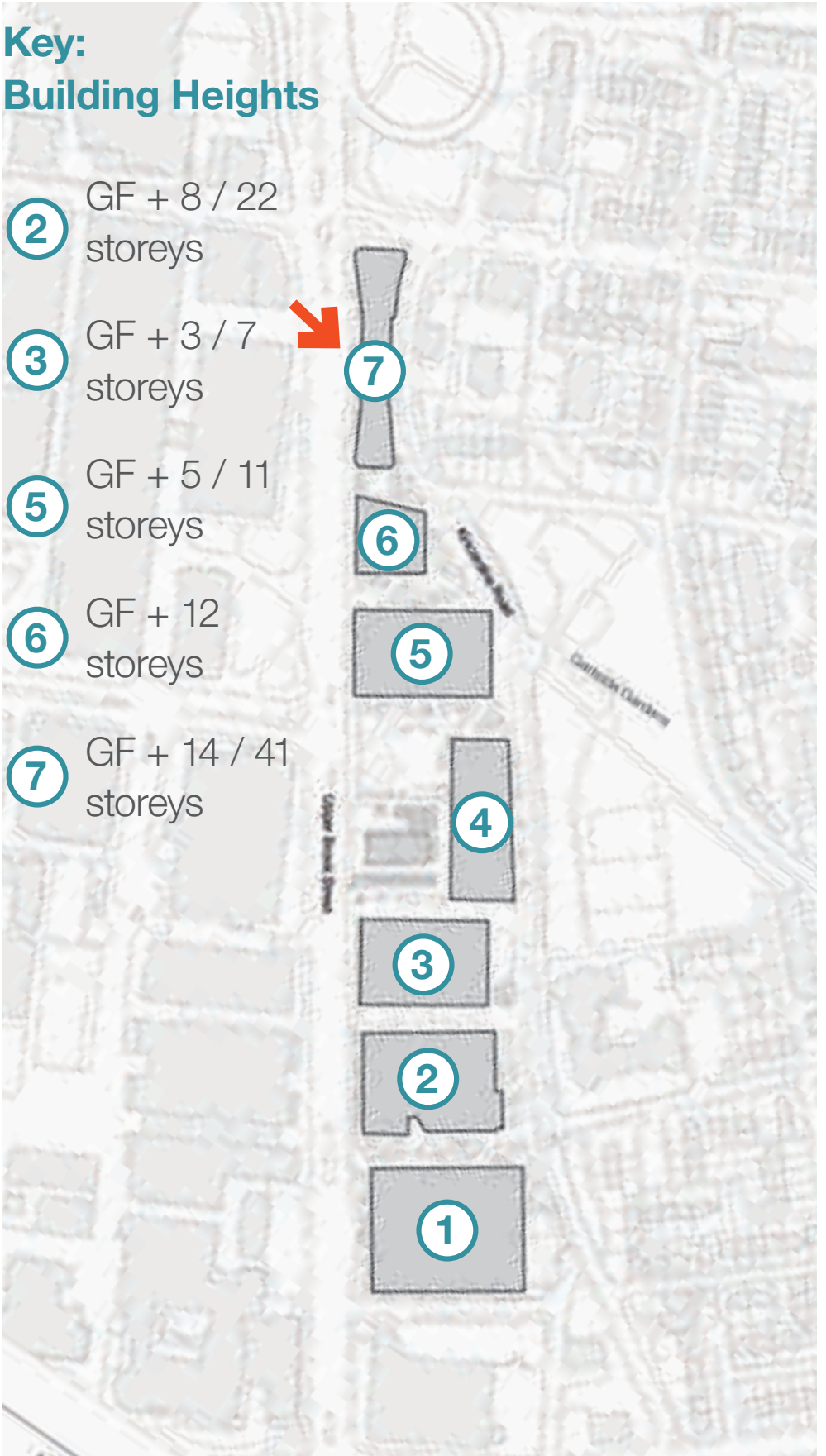
The adjacent image shows the new public realm between PBSA buildings 6 and 7 (see key plan below) is visible. Fronting onto this public realm is a proposed convenience store (building to the left) and cafe (building to the right).



Our response to your comments: Design Quality



The adjacent image shows all of the buildings within the masterplan fronting on to Upper Brook Street. To the left and centre of the image is building 7 (see key plan below), which accommodates PBSA alongside a new retail unit. To the right of the image, the varied character of the masterplan is visible in the variety of forms, colours, and materials.



Next Steps

Thank You

Thank you again for visiting and taking part in this second public consultation event on the emerging proposals for the masterplan.

We would very much welcome any feedback or thoughts on the consultation material, as well as any questions you may have at this stage.

Comments can be provided by any of the following means:

<https://www.avisonyoung.co.uk/planning-consultations>
planningconsultations.uk@avisonyoung.com

0161 956 4176

All comments will be carefully considered by the landowners prior to the submission of two planning applications:

Application 1

Life-Science and Student Accommodation blocks to be delivered by Kadans and McLaren Property, alongside community facilities, cafes, and new public realm.

Application 2

Life-Science and Student Accommodation blocks to be delivered by Property Alliance Group and Moda, alongside new convenience store, medical facility, cafes, the new public squares, and new public realm.

Once submitted, the public will have the opportunity to comment on the final proposals directly to the City Council's planning department where more detailed information will be available.



Contact details

Enquiries

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