GREAT NORTHERN PLACE STRATEGY

NOVEMBER 2022



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1

INTRODUCTION



We want to create a thriving neighbourhood at the Great Northern, with people living and working here, as well as socialising. Learning from the consultation we've carried out over the last seven years, we want the Great Northern to be a bustling, creative place. A vibrant village within the centre – filled with innovation, art, community and culture.

We'll focus on curating the whole district in a way that helps all sizes and types of business and brands to grow here. We want the Great Northern to be a place that people love.

Our placemaking vision for Great Northern focusses on the following four areas. Detailed information on these is explored in section 5 of this document.

One

Curating a thriving new neighbourhood based on an ecosystem of offices, homes and amenity designed to interplay effectively

Two

Connecting our neighbourhood with the wider city and its people

Three

Celebrating our heritage

Four

Focussing on social value and the part we play in our city and beyond

2

HISTORY OF THE GREAT NORTHERN



1896
The Great Northern is built!

The Great Northern is a Victorian warehouse on Deansgate, built in 1896 as a depot to bring in vital resources by train, canal and road – all to power Manchester's industrial revolution.

1990s
The site is modernised

A cinema and leisure complex were added to the rear of the site, and an amphitheatre was created at the front. Sections of the iconic warehouse were converted for use as a car park, with large car ramps added to the Deansgate elevation.

2016
Community engagement begins

Following the acquisition of the The Great Northern by Peterson and Trilogy, we started asking residents, local workers, and visitors about the site. Our first focus was the amphitheatre. We ran workshops, visioning sessions, and on-the-street consultation to find out what people thought of the amphitheatre. People said they wanted more greenery, an oasis in the city, and things for families to do.

2017
Community engagement continues

We talked to residents about how we might develop the built environment at the Great Northern and we started running quarterly neighbours' meetings. Residents said they loved the heritage of the warehouse and wanted this celebrated – and if building on the site was being considered, they didn't want towers as big as the Beetham Tower. However, they did want to see a more vibrant, village feel to the Great Northern and more public space.

2018
Planning permission granted

Planning permission was granted to turn the warehouse into apartments, with a glass atrium created to bring in light to the centre of the building. Permission was also granted to create a new pedestrianised street parallel to Deansgate and to turn the amphitheatre into a park. However, we knew we still had to think through how to make best use of the rest of the site.

2019
Community events

We carried on making sure the Great Northern gave back to the wider community, with projects to create the greener, neighbourhood feeling people had asked for. We ran monthly markets, created a giant sandpit and playhouse, and ran activities and events in the Square. Independent cafés and shops moved into Deansgate Mews.

2020
Ongoing community engagement and Covid-19

People told us they loved the changes we had made – and wanted more! They asked for an indoor community space, more events, and had ideas about how to make the site more accessible. In response, we planned to open a community library and Village Hall, but our plans were put on hold due to Covid-19.

2021
Responding to Covid-19

We came through the pandemic knowing that what people want from their cities, homes and workspaces had moved on. Research showed that people want thriving communities, great green spaces, measures to address climate change and high-quality homes and workplaces. It was time to put our thinking caps back on and check we had the right vision for the future of the Great Northern. In the meantime, we cracked on with giving people chances to come together again! Our Book Nook was launched, and we started greening up the site.

2022
A new normal

Life started to feel back to normal. We teamed up with Forever Consulting who trained a group of community researchers to find out what people like and don't like about the site, and what their dreams are for its future. They spoke to over 350 people. In the background, the Trilogy team started to dream up a new future for the site.
Listening to what people want from the site, and rigorously reviewing what is possible within planning and development constraints, the team is now clear on its plans for the site's future.

Built by Great Northern Railway between 1896-1898 the site was a unique 3-way railway goods exchange station, serving the railway, canal and road networks of the Manchester region. It was considered in its day to be one of the largest and most advanced railway goods exchanges in the country.

Built to be fully fireproof, the main building is of steel-framed construction using box girder columns of riveted steel, supporting steel beams and cross girders with brick jack arches that support the concrete floors.

On all four sides its frieze bears the words, in white glazed brick, **'GREAT NORTHERN COMPANY'S GOODS WAREHOUSE'**.

6.5 acres of streets were cleared to make way for it, with 100,000 tons of material excavated prior to construction. Completed in August 1898, it was the last and largest railway warehouse in Manchester.

It was one of the most advanced railway goods exchanges in the country. Trains arrived directly from the existing route to Central Station, on a specially constructed iron viaduct into the huge marshalling yards. Goods were raised and lowered using a combination of Horse, Steam and Hydraulic power.

Described in September 1898 by the 'Engineer' publication as – **'A MARVEL IN MILD STEEL'.**

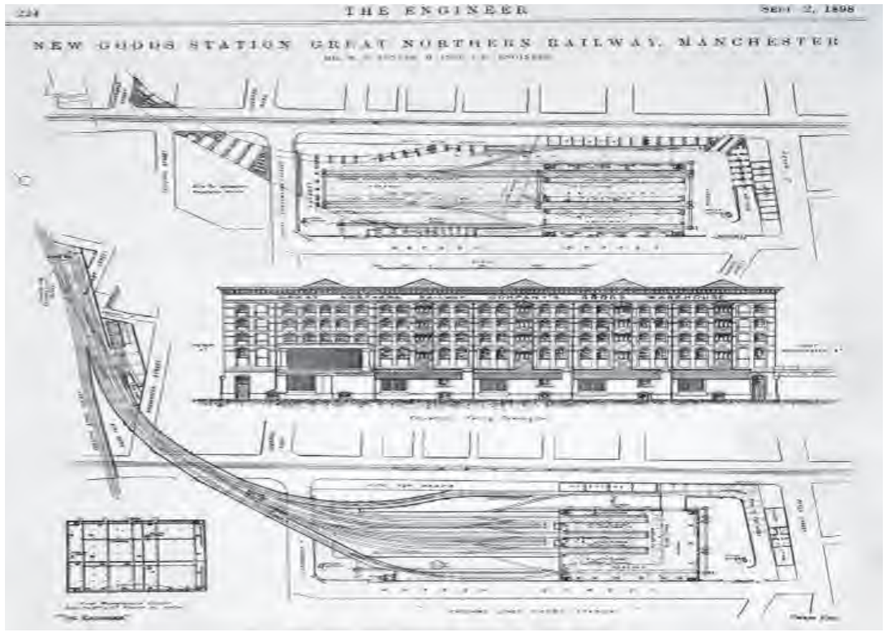
Though built late in the history of Manchester's railway developments, the building brought new technical sophistication to the storage and handling of goods.

Construction also included GNR offices on Peter Street and a development of 34 shops with offices and warehouses above them along Deansgate, which were completed by 1899.

It was an interchange not just for the massive volume of goods arriving by rail, but via the Manchester & Salford Junction Canal which ran 40ft below the surface. This made it one of the few Railway, Road and Canal Interchanges in the country.

Below the Great Northern Warehouse there was a transshipment area with four large bays. Two lift shafts carried goods from the canal level to the railway and warehouse levels.

The canal was closed in 1922, partly filled and a section of the tunnel between Brunswick Basin and Watson Street used as an air-raid shelter during 1940 -1945.





3

UNDERSTANDING THE NEIGHBOURHOOD

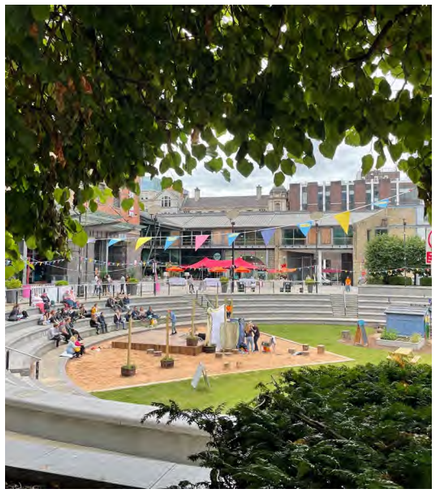


Great Northern is situated on the southern stretch of Deansgate, one of the most significant city centre roads. It is also bordered by Great Bridgewater Street, Watson Street and Peter Street.

In the last 5 years, with the arrival of Deansgate Square to the south of Great Northern, the centre of gravity for the city centre has changed. Where once Great Northern was seen as being on the outskirts of the city, it now sits as a perfect junction to the city centre. Development around the site continues at pace.







Great Northern is a significant part of the jigsaw to complete the development of the southern end of the city centre. The site needs to connect and complement adjacent neighbourhoods as follows:

Great Jackson St

The Great Jackson Street site continues to develop beyond Deansgate Square with Blade and Circle towers due to complete in 2022/23 alongside a new park and primary school. Further residential towers will then be added in coming years.



First Street

2022 sees work onsite for the new co-living development site from Downing, alongside Ask Development's new office plot, which, upon completion will be home the Government Property Agency on a 25-year lease. Plans have recently been announced for the former Premier Inn site, the One Medlock Street plans include a 13 storey Grade A office tower and 37 storey student accommodation tower.

These will sit alongside the 224-bedroom co-living scheme also currently under construction at First Street by George Downing Construction.

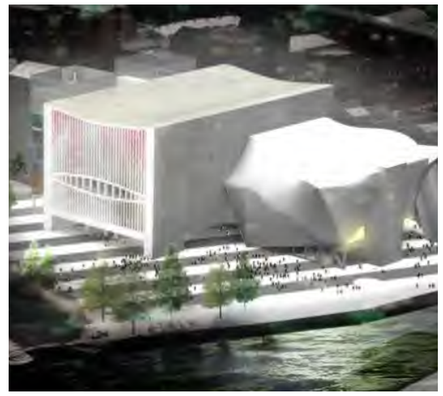


St Johns, Enterprise City and Factory

Factory International will open its doors in 2023. The long-awaited new arts venue, will also be the home to Manchester International Festival.

Linking to the Factory site is the Science and Industry Museum, currently underway with a multi-million-pound restoration project.

Adjacent on the other side of Quay Street is St Johns, a new neighbourhood formed from the old Granada site. St Johns provides a range of tech driven and creative focussed office buildings across Enterprise City, including Soho House, and the new Campfield Yard spaces under development for shared workspaces, makers studio spaces and more.



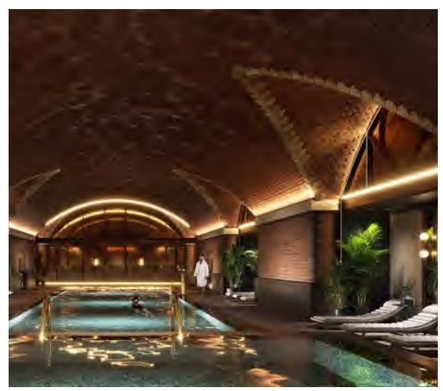
St Michael's

Development of Bootle Street site to include 200,000 sq. ft of workspace, residential and hotel space, F&B and a public square - being billed as 'Manchester's new five-star destination'.



Viadux

A new 40 storey tower featuring high quality 1- and 2-bedroom apartments. The luxury residential will be supported by high end amenity including a swimming pool, cinema room and podium garden terrace. A second tower has planning for commercial use.



4

RESPONDING TO WANTS AND NEEDS



To inform our future plans, we have spent a lot of time talking to people to understand what they want from this city centre location. Most recently, views were sought in 2022 from visitors to the site to find out what they like and dislike about its current state, and what would make it better. Cabe's Space Shaper survey was also used to assess views on the public realm.

This work has been cross referenced with that captured in the Statement of Community Interest, exploring additional findings from all the pre application discussions. These ideas and connections will continue to be developed as the project moves forward.

355 people had their say in July 2022, and there was a good spread of respondents by gender, age and ethnic background.

In 2016 people's biggest concerns were:

Traffic noise	13%
Empty building	11%
Dirty / untidy	9%
Not enough greenery	9%

Meanwhile uses were created to improve the site including indoor and outdoor play areas; trees, flowers and plants throughout the outdoor space; and a community library.

Views on the quality of the public realm have improved significantly since 2016, and are now overwhelmingly positive:

- 98% feel safe at the site
- 97% agree it is clean
- 95% agree it improves the look of the local area

The most popular aspects of the site are the:

Play area / sand pit	28%
Outside space / openness	20%
Greenery / trees / plants / flowers	17%

The most disliked aspects are:

Pigeons and empty space in the warehouse	both 9%
Not enough shelter, lack of toilets / baby changing areas, not clean enough, and the building / space itself in general	all 8%

People want a space where all ages are welcome to enjoy activities or just 'hang out'. Water features, art installations, as well as pop-up shops, artisan markets and indie food trucks would also be popular.

4.1

WHAT PEOPLE WANT FROM OFFICES



What we learned from interviews with office workers, business owners and leasing agents:

- The need for a leasing strategy that creates an ecosystem of ‘big next to small’
- Establish links to graduate talent
- Create doorstep cool, amenity that fosters wellbeing
- Ensure a distinctive design that celebrates the site’s heritage
- Ensure safety by good design, with clear sight lines and well-lit, clean public spaces
- Have social spaces that encourage collaboration and interaction
- Green spaces are an absolute priority
- Markets and pop-up food stalls give choice for lunch
- Great technology to foster onsite engagement
- Sustainability showcased throughout



4.2

WHAT PEOPLE WANT FROM NEW HOMES



What we learned from interviews with city centre residents across a range of ages:



Design and animate the place in ways which bring people together

Green spaces with places to play and relax in are vital

Create ‘free to use’ spaces to build community

Art and culture must be part of the fabric of the place

Aim for well-managed, vibrant places

Amenity is key to giving a neighbourhood a sense of place – foster unique, independent, diverse brands, with a few well-chosen chains.

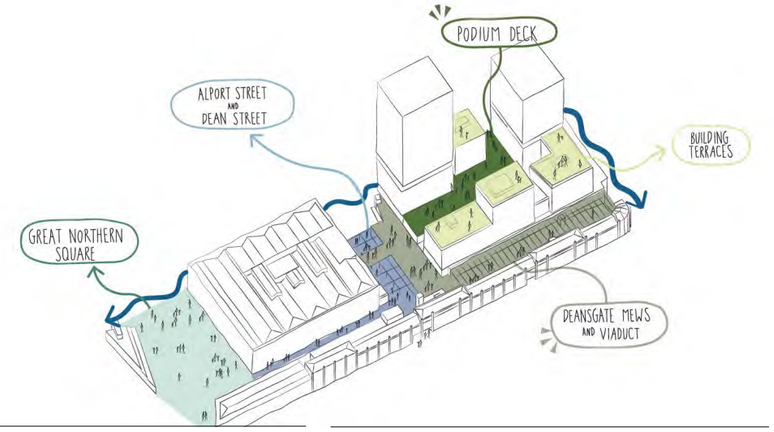
Residents want clean, quiet, safe places – in which they can create a bustling, colourful and characterful neighbourhood

4.3

WHAT PEOPLE WANT FROM PUBLIC REALM



What we learned from interviews with local residents, office workers and users of the Great Northern Square:



Create a green oasis in the city that improves the quality of people's lives

Design for biodiversity, playfulness and beauty

Foster community with markets, art, theatre and events

Create seating and sheltered spaces for people to spend time together

Have abundant planting that changes with the seasons

Bring in more pop-up casual food offerings

Make sure the space is safe, clean and well-managed

Build on the success of the meanwhile uses – where families and children playing in the space foster pro-social behaviour

Listening to what our communities want and need has been central to developing our plans for this new neighbourhood.

5

PLACEMAKING VISION



1
Curating a thriving new neighbourhood based on an ecosystem of offices, homes and amenity designed to interplay effectively

A key focus of the development will be to turn the Great Northern from a leisure focused destination, into a thriving neighbourhood. A vibrant, quirky place, filled with leisure, retail and commerce that will create both its own ecosystem, and one that supports and connects to its neighbouring communities.

Charities and community enterprises will be able to rent spaces through highly affordable 'impact' leases. Shops and cafés will showcase local suppliers and makers, creating a strong sense of rootedness in place. The residential buildings will offer one, two- and three-bedroom apartments – inviting a mixture of families, young people starting out, and 'empty nesters. A gorgeously green public realm will foster a sense of community – with space to host markets and cultural events, and places for people of all ages to relax and play.

2
Connecting our neighbourhood with the wider city and its people

The Great Northern sits on crossroads of Deansgate and Peter Street – a junction which now acts as the gateway to the city centre. This sense of being connected to – and acting as a bridge into the city - will be central to the Great Northern. New walkways will cross the site, creating active travel routes from Deansgate Station into the city, and from Deansgate through to Watson Street.

Watson Street will see new activation with active frontages, additional greening and reduced traffic ways, complementing its purpose as a new route from Deansgate Castlefield tram stop into the city centre.

The sense of physical connection will be mirrored by relationship-building with our cultural, commercial and residential neighbours. We'll be asking how we can support them and what they need from this new neighbourhood. We'll look to create dynamic partnerships with Factory International, the National Trust Viaduct, Manchester Central, Visit Manchester, MOSI and Manchester City Council – supporting and developing the cultural offer of the city.

The development of the site may happen in phases. Building on the positive temporary placemaking undertaken on site to date, we will continue to adapt and evolve the site depending on how the development comes forward, in turn improving connections with adjacent developments as they progress.

3
Celebrating our heritage

The Great Northern Warehouse is one of the key buildings in the centre of Manchester that tells the story of Manchester's role in the industrial revolution.

The fabric of the building shows how the canal, rail and road networks brought goods and materials in and out of the centre of Manchester here, carefully disguised by Victorian architects by the beautiful Deansgate Terrace. A key part of the development process will be to showcase and celebrate this heritage. The warehouse will be brought back to isolated splendour – with the modern additions stripped away. Its story and heritage shall be woven into the fabric of the new development.

The Peterloo Massacre will be commemorated by the use of verses of Shelley's Masque of Anarchy inscribed on our Northern terrace facia.

The remaining element of the viaduct that historically bought trains into the warehouse will be uncovered, with links made to the new National Trust element of the viaduct in Castlefield.

4
Social Value

Social value will be core to what we do at Great Northern. We will build on the learnings of our recent projects to ensure that the site comprises a range of non-commercial spaces, accessible to all those that want to visit.

The public realm will provide green space and biodiversity in this city centre space. Current projects using community gardening and considered planting will be further developed.

Free play will continue to be a core focus for the site, with the inclusion of play facilities in the public realm as well as an extension of the Great Northerners free indoor play space for young families.

Community facilities including a Village Hall and free library will continue to be housed on site, providing essential free space for local communities to use.

We intend to contribute to community wealth building using local suppliers wherever possible, as well as a range of apprentices, Living Wage and Impact leasing for a number of units.

Labour and Skills
We intend to maximise local labour benefits resulting from the development of the Great Northern, both through the construction phase, and where possible in the site's ongoing operation.

Construction phase
As part of this approach a proposal on local labour activities and targets will be submitted to the Council and it Work and Skills Team, as will quarterly and final reports on local labour to the Council's Work and Skill Team.

End use / Operation phase
For the End Use/Operation phase of the project we will collaborate with the Work and Skills Team to work with our tenants and partners to maximise local labour benefits including activity such as local promotion of vacancies; using local recruitment services; sourcing local suppliers and contractors and introductions to local schools and community organisations.

We will also ensure there is sufficient lead in time for the Work and Skills Team and its partners to put in place appropriate solutions but reserve the right for occupiers to recruit staff, source suppliers and sub-contractors as business needs dictate.

6

THE COMPONENTS OF OUR NEIGHBOURHOOD





The Warehouse

We want to preserve and celebrate the heritage of the warehouse, turning the upper floors into an ecosystem of beautiful offices – from space for start-ups to spaces for scale- ups. We plan to strip the building back to its original architecture, bringing in natural light through a new glass atrium.

We love the idea that the warehouse will be home to businesses – powering Manchester in the way that the original goods depot did in Victorian times.

We believe that the warehouse sits in a strategic position between the Central Core and Spinningfields, two of Manchester's best performing office districts in the city centre.

The warehouse's original features provide a canvas to create characterful, heritage, inspiring workspaces suited in particular for Technology, Digital and Creative sectors. Alongside the heritage will be high quality amenity, from breakout spaces and terraces to neighbouring F&B and leisure options, essential to attracting the required talent to businesses on site.

We want to provide occupiers of all sizes with somewhere to work and create a true ecosystem of complementary businesses across the building – from smaller scale-up's, through to SME's and larger corporate occupiers.

We believe that as a landmark building in Manchester the warehouse will have broad appeal with existing indigenous city centre occupiers, but due to the quality of the offices being delivered we will also attract regional and national inward investors.

Sustainability is a key attractor to businesses of all types and re-purposing the existing building will see levels of embodied carbon significantly reduced when compared to the construction of a new building - adding to our credentials in this area.





Great Northern Square

At the Great Northern we want to create a green oasis in our city. Our vision is for a biodiverse, inspiring public realm. We want to grow an abundance of beautiful plants and a strong sense of community. We want our space to contribute to improving the quality of people's lives who work, live and play in the city centre and to bring seasonality, wildlife and the natural world into the heart of Manchester. Great Northern Square has, in recent years, established itself as a key piece of public realm in the city centre. Its popular free play facilities, alongside greenery, and outdoor seating options have made it a key meeting point in the city.

Our vision is to build on these elements. The plans developed for the Square essentially retain a strong element of play with a sandpit and additional play facilities providing much-needed provision in the city centre.

The key to the Square however will be its attraction to a range of users, not just families. Designs allow for spaces for tranquillity, as well as place to meet. Careful consideration has been given to designing a space that is safe, and accessible to different ages and abilities.

Great Northern Terrace

Our Deansgate frontage will become our high street. It will be home to a carefully curated mix of hospitality, retail and service provision, carefully selected to provide all that our neighbourhood needs.

Thriving high streets today provide more than just retail, catering for the 24/7 needs of offices and homes. Our residents and office workers will need options for lunch, and services for convenience. Deansgate Terrace will develop house a range of opportunities, whilst celebrating its architecture and heritage.

The Terrace's upper floors will become home to a range of offices uses form co-working to serviced office spaces. Alongside these will be community spaces, including our Village Hall. All will be carefully connected to both Deansgate Mews and the Warehouse.





Deansgate Mews

Deansgate Mews has developed a reputation as a home for the best of the city's independent businesses – this is a vibe we intend to build on.

The Mews will be home to a selection of smaller units, suited to start-up hospitality and retail businesses essential to the life of a mixed-use neighbourhood.

Fully accessible via stairs and lifts, The Mews will be the beating heart to the neighbourhood, continuing its role as a quirky urban oasis, away from the hustle and bustle of city centre life.

Great Northern Homes

For the first time our neighbourhood will include residential spaces, with provision for 1-, 2- and 3-bedroom apartments.

Our vision is to create a diverse community comprising families, young professionals and retirees, all looking for their own quieter space while benefiting from city centre living.

Our homes will include some balconies for private outside space, as well as larger communal outdoor spaces, designed to befit mental and physical wellbeing.

Apartments will have a focus on being usable, adaptable and comfortable, designed to encourage longer-term tenancies to help build a more vibrant and mature community. The community will be supported further via a 24-hour concierge, and on-site maintenance team, including a dedicated resident services team, and strong use of technology to support the running and operation of people's homes.


MANCHESTER'S
GREAT NORTHERN
EST
1898