

27-33 King Street West and The Carriage Works

Statement of Community Involvement

Prepared by Counter Context Ltd

SEPTEMBER 2022

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1. Introduction

1.1 Overview

This Statement of Community Involvement has been prepared by Counter Context Ltd on behalf of Property Alliance Group (PAG), hereby referred to as 'the Applicant'. It provides:

- An account of the pre-application consultation undertaken with local residents, local community groups, local councillors and other key stakeholders about the proposals.
- A summary of the feedback received from these consultees.
- Evidence that this feedback has been considered in the development of the proposals.

The pre-application community consultation strategy was designed to reflect guidance within Manchester City Council's adopted Statement of Community Involvement (2018) and the National Planning Policy Framework (NPPF) (2021).

1.2 Site Location

The site incorporates a block of six inter-related, former industrial and commercial buildings between King Street West and St Mary's Parsonage in Manchester City Centre. Reedham House currently refers to the building at 31-33 King Street West, which forms the main entrance to the group of buildings arranged around a central courtyard. The site lies within the St Mary's Parsonage Strategic Regeneration Framework (SRF) area and the Parsonage Gardens Conservation Area.

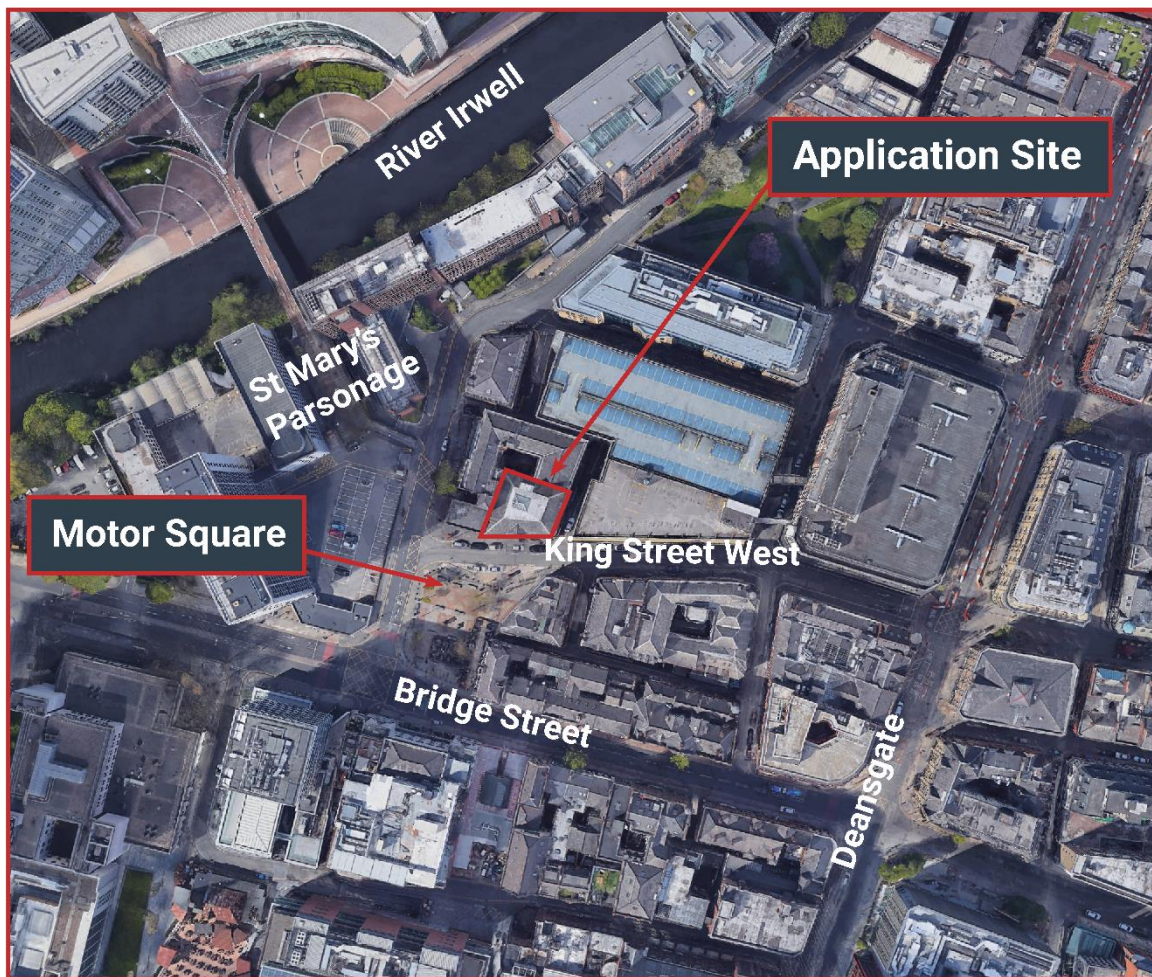


Figure 1: Site location image

1.3 Overview of the Proposed Development

On the King Street West side of the site, the proposal is to replace the twentieth century buildings with a striking new 14-storey building with a colonnaded ground floor opening which will give space back to the street.

The character and identity of the Carriage Works, the former workshop building facing on to St Mary's Parsonage, will be enhanced and celebrated as part of the redevelopment, with improved access to the building provided by ground floor retail units.

Both the new buildings fronting onto King Street West and the Carriage Works will provide high quality office space, with careful consideration given to natural lighting and access.

As well as a landmark design for the new building at the front of the site facing onto Motor Square, the proposals include new ground floor retail and commercial space and improvements to the surrounding streets and public spaces. In particular, the redevelopment would enhance and activate Motor Square as a key focal area of public space.

1.4 Policy Requirements

Conducting an early and transparent pre-application consultation is consistent with the guidance within the National Planning Policy Framework (NPPF) (2021).

Paragraph 39 of the NPPF states that:

Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and outcomes for the community.¹

The NPPF goes on to state that:

[Local Authorities] should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.²

...

Design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.³

¹ Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, 2021, paragraph 39.

² *Ibid.*

³ Secretary of State for Ministry of Housing, Communities and Local Government, National Planning Policy Framework, 2021, paragraph 128.

This Statement of Community Involvement also fulfils a formal recommendation of the Local Planning Authority to provide people with an opportunity to feed into the design process of a scheme at an early stage.

Manchester City Council's adopted Statement of Community Involvement (2018) sets out 'how developers can ensure that there is an effective opportunity for people to comment and steer development'⁴.

In providing guidance to developers on how they should carry out pre-application consultation, Manchester City Council's Statement of Community Involvement provides recommendations on the types of methods that developers can adopt as part of their pre-application consultation strategy.

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...

...The format of the consultation that the developer uses is likely to be discussed with us as part of pre-application discussions, to help ensure that there is an effective opportunity for people to comment and steer development. The following methods are likely to be suitable and should be used as 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...*

...We can't require developers to carry out pre-application consultation using the methods set out above, but it is encouraged. Where developers have not engaged with local residents and businesses, it is possible that an application could generate more objections once submitted. This could result in the developer having to amend their application to address the objections which could delay the decision-making process.⁵

As part of this process, and as recommended in Manchester City Council's Statement of Community Involvement, the Applicants' team met with Manchester City Council and discussed the consultation strategy for the proposed development ahead of the commencement of the consultation programme.

In addition to the requirement for pre-application community consultation set out by national and local authorities, the Applicant recognises that local people can make a valuable contribution to the proposals by offering their local knowledge and raising issues that may not have been considered, in many cases resulting in a stronger set of proposals.

⁴ Manchester City Council's Planning and Development Statement of Community Involvement, June 2018, page 33.

⁵ Manchester City Council's Planning and Development Statement of Community Involvement, June 2018, pages 33-34.

2. Pre-Application Engagement with Ward Councillors

2.1 Introduction

Ahead of undertaking the public consultation, which is detailed in the next section, the Applicant's team held two meetings with Councillor William Jeavons, one of local ward councillors for Deansgate.

2.2 Summary of meetings

The following key meetings were held with Councillor Jeavons during the pre-application period:

- April 2021: Councillor Jeavons met with the Applicant for a tour of the buildings that make up the Reedham House Site. The Applicant explained the ongoing processes around the heritage assessment and provided an update on the development of the design.
- April 2022: Councillor Jeavons met with Applicant at Reedham House for a presentation on the emerging proposals for the site and plans for the upcoming public consultation.

3. Pre-application Public Consultation Activities

3.1 Introduction

This section of the Statement of Community Involvement sets out the range of activities undertaken as part of the pre-application consultation with local residents, businesses, community and interest groups. The pre-application public consultation period ran from 11 July 2022 to 3 August 2022.

The key aspects of the consultation activity plan are outlined below.

3.2 Publicising the Consultation

3.2.1 Consultation postcard

A consultation postcard was delivered to all residential and business addresses located within a distribution area of 558 addresses (see Figure 2 below) at the start of the consultation period. The extent of this area was discussed and agreed with ward councillors ahead of the start of the consultation.

The A5 sized postcard introduced the proposals for Reedham House and directed recipients towards the consultation website to find out more and provide their feedback, via the dedicated online feedback form or by email. The postcard promoted the in-person consultation drop-in session on Tuesday 19 July 2022.

A telephone number was also included on the consultation postcard in case any of the recipients didn't have access to the internet and required information in a hard copy format. The consultation postcard is provided as **Appendix 1**.

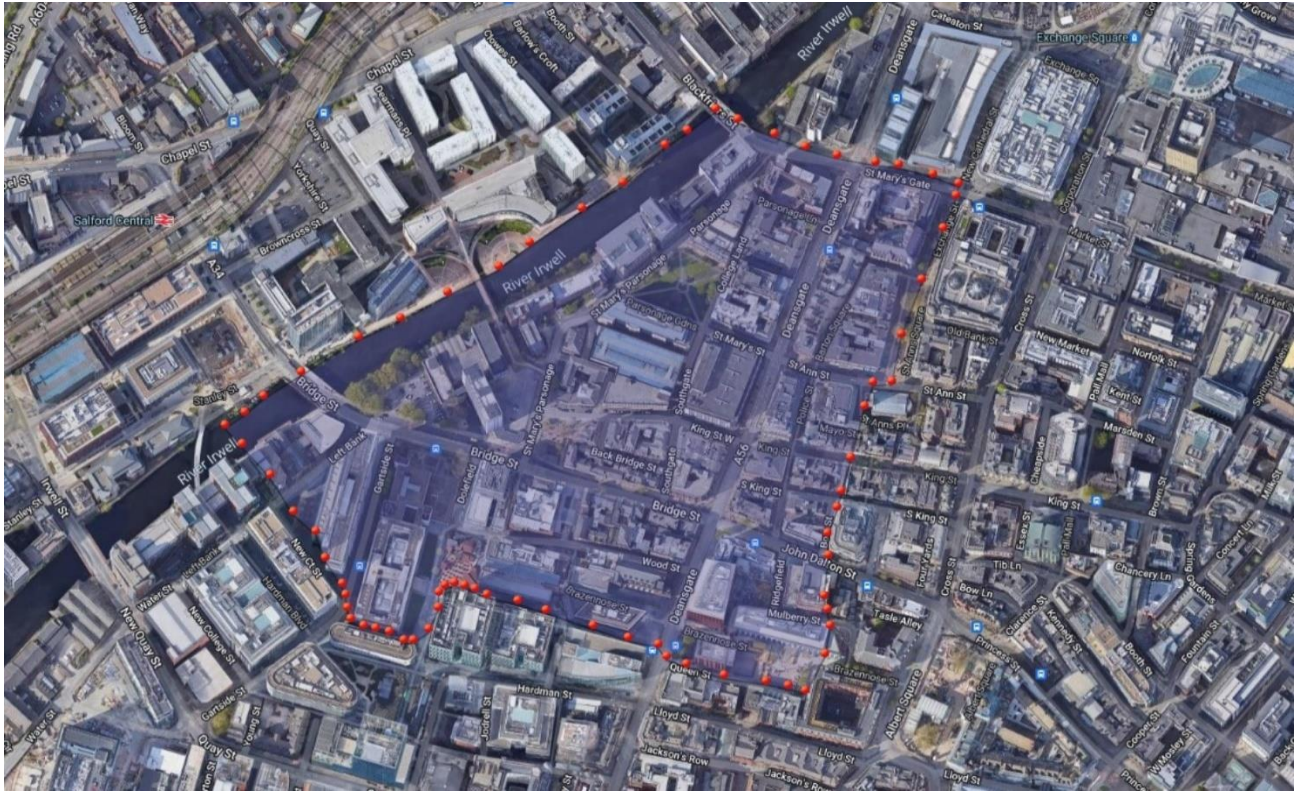


Figure 2: Consultation postcard distribution area.

3.2.2 Emails to key local organisations

An email to introduce the consultation was issued electronically to key local community organisations on 14 July 2022. The following groups were contacted:

- Manchester Civic Society
- The Twentieth Century Society
- The Georgian Group
- The Victorian Society

3.2.3 Press Release and Media Coverage

A press release was issued on 13 July 2022. It provided introductory information about the proposals, details of the public consultation and outlined how people could provide feedback. Articles subsequently appeared in Place North West, The Business Desk and Confidential.

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Reader Comments

I don't quite see the attraction. Do plants look any better when they are...

VIDEO | Sneak peek of Castlefield...

Can this product be used like shotcrete? for example to repair the soffit of...

Manchester's Mayfield makes history with Concrete

It's only a pilot project waiting on public feedback before other phases are started...

VIDEO | Sneak peek of Castlefield...

I think the concept is absolutely fantastic. Manchester is begging for green spaces. I...

VIDEO | Sneak peek of Castlefield...

Many thanks to Place North West and all panellists for a really valuable discussion...

VIDEO | Defining the cities of...

Talking of a "greener transport system" is a tramway for Preston

Place Podcast

PLACE PODCAST

PODCAST | Supercharging connectivity across Liverpool City Region

Insight

The follow-up: how to capitalise on leads and turn them into clients

Stuart Andrew
Lucy Lomas
Homes
Luma Marketing

Placing Property Professionals

FIND OUT MORE

PAG gets ball rolling on £55m Reedham House overhaul

Jon Matthews Architects is leading on design. Credit: via Counter Context

13 July 2022 08:33 • Dan Whelan • Comments (21)

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Home / North West / Property / New plans unveiled for 'historic and under-used' corner of city centre

New plans unveiled for 'historic and under-used' corner of city centre

Reedham House

Property
July 13 2022
Neil Hodgson

Write a comment

in twitter f

Consultation has been launched on plans to rejuvenate an historic and under-used corner of Manchester city centre.

Manchester-based developer Property Alliance Group is progressing its proposals for a net zero carbon in operation office redevelopment at the Reedham House site, on the corner of King Street West and St Mary's Parsonage, which it acquired in 2019.

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- 2 Food prep business secures investment of £1.2m to scale-up and increase workforce
- 3 Proposals submitted for significant redevelopment of Heysham Business Park
- 4 Innovation flourishes with R&D programme aimed at SMEs
- 5 Property manager surpasses 20,000-unit mark following deals around the country

Twitter

Figure 3: Screenshots of articles that appeared on Place North West and The Business Desk.

3.3 Consultation Website

A dedicated consultation website went live at the start of the consultation period. The website (www.reedham-house.co.uk) provided information on the proposals and vision for the development. It also included a 'Have Your Say' page with a link to an online feedback form, the project email address and the project telephone line.

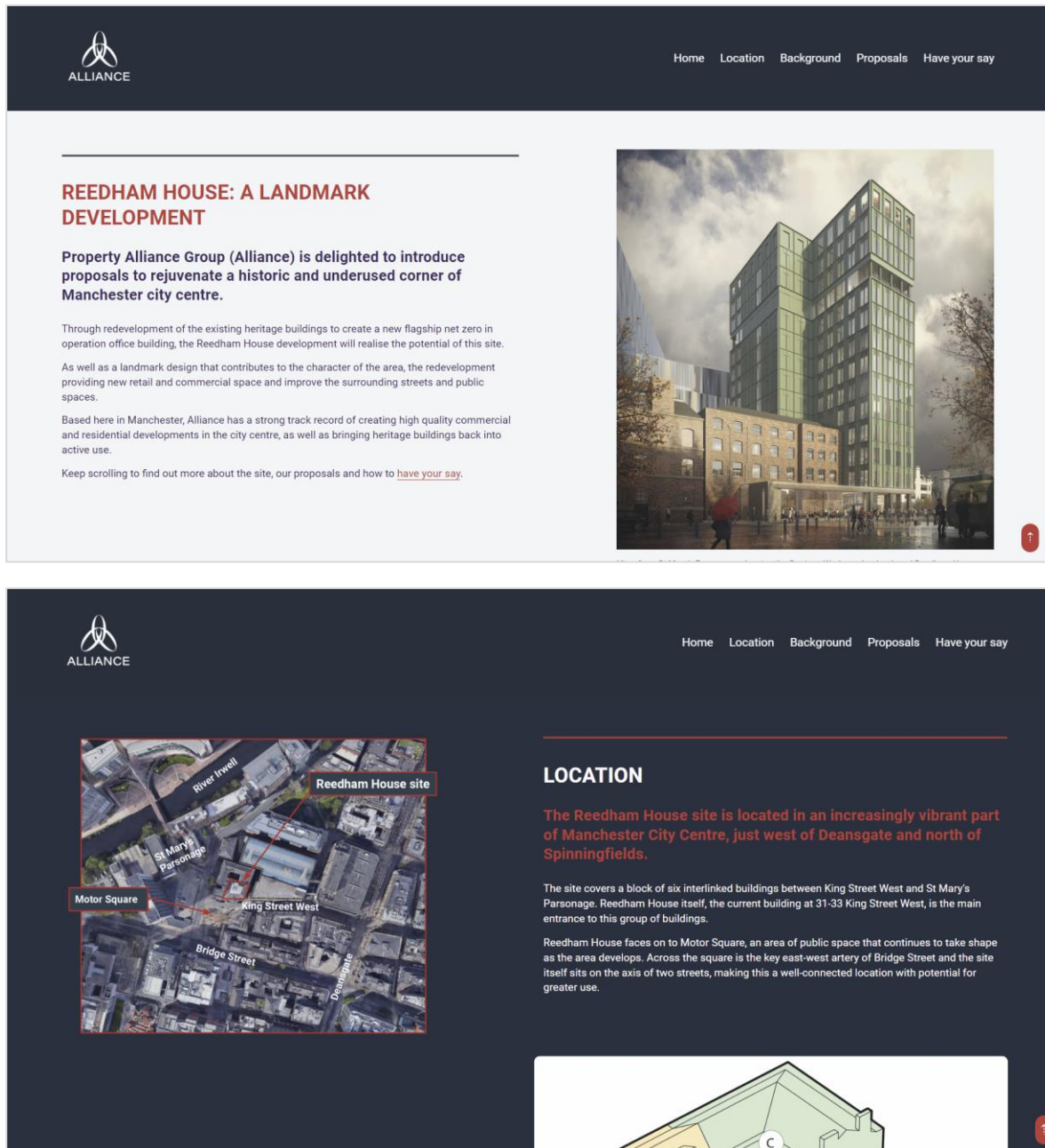


Figure 4: Screenshots of the consultation website.

3.3.1 Traffic to the Consultation Website

During the consultation period there were a total of 885 visits from 866 users in total.

3.4 Consultation Drop-In Session

As part of the Reedham House consultation, a drop-in event was held on Tuesday 19 July 2022. The event took place at Reedham House itself and was open to members of the public between 3pm to 7pm.

Representatives from Property Alliance Group, Jon Matthews Architects, Euan Kellie Property Solutions and Counter Context were present, and nine boards were displayed in an exhibition-style presenting information about the scheme. Feedback forms were available to be filled in.

The event display is provided as **Appendix 2** and the feedback form is provided as **Appendix 3**. 2 people attended the event, one of whom filled in a feedback form.



Figure 5: Photo from the consultation drop-in session.

3.5 Methods for Receiving Feedback

3.5.1 Email Address

The project email address (info@reedham-house.co.uk) was publicised on all consultation materials, including the website and the consultation postcard, allowing people to submit feedback or ask additional questions.

3.5.2 Telephone Information Line

A telephone information line (0161 669 5035) was available during the public consultation and open Monday-Friday, 9am-5pm, with an answer phone facility to take calls outside these hours.

Members of the consultation team managing the information line were on hand to answer questions about the proposals and the consultation process. The information line number was displayed on the consultation postcard distributed to residents and the consultation website.

3.5.3 Online Feedback Form

An online feedback form was accessible from the 'Have Your Say' page of the consultation website.

4. Pre-Application Consultation Feedback

4.1 Summary of Feedback Received

In total, 18 responses to the pre-application consultation were received via the following channels:

Response Type	Number
Online feedback form	17
Email	0
Drop-in event	1
Phone	0
Total	18

All of the responses received during the pre-application consultation period have been logged and comments have been considered by the Applicant's team.

4.2 Analysis of Feedback Forms

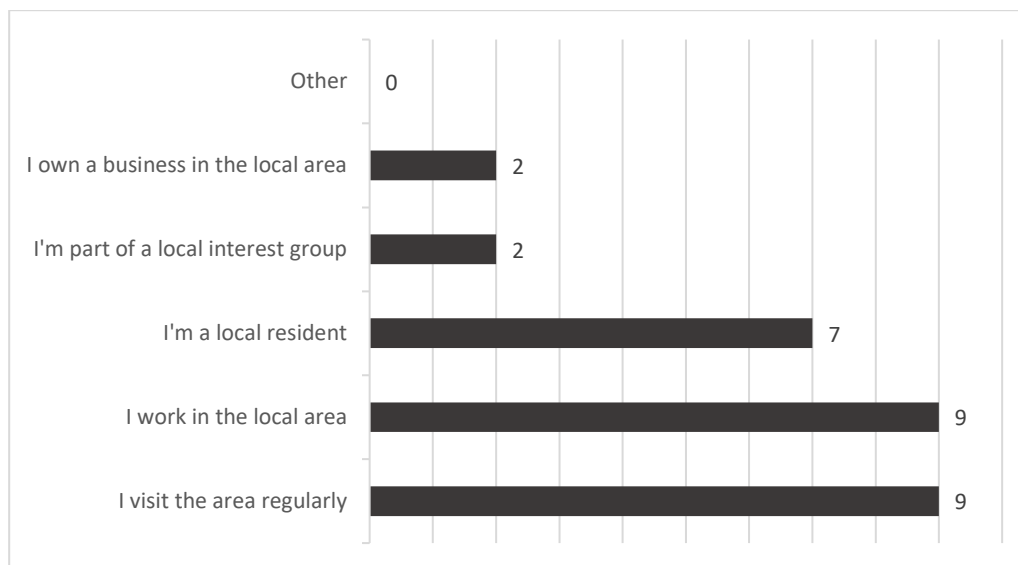
The feedback forms included a series of multiple choice questions and open questions about the proposals. Here follows a summary of the answers received through the multiple choice questions asked as part of the online and public drop-in session feedback forms.

Comments received through open questions in the feedback forms and by email and phone are summarised and addressed in the table in Section 4.3.

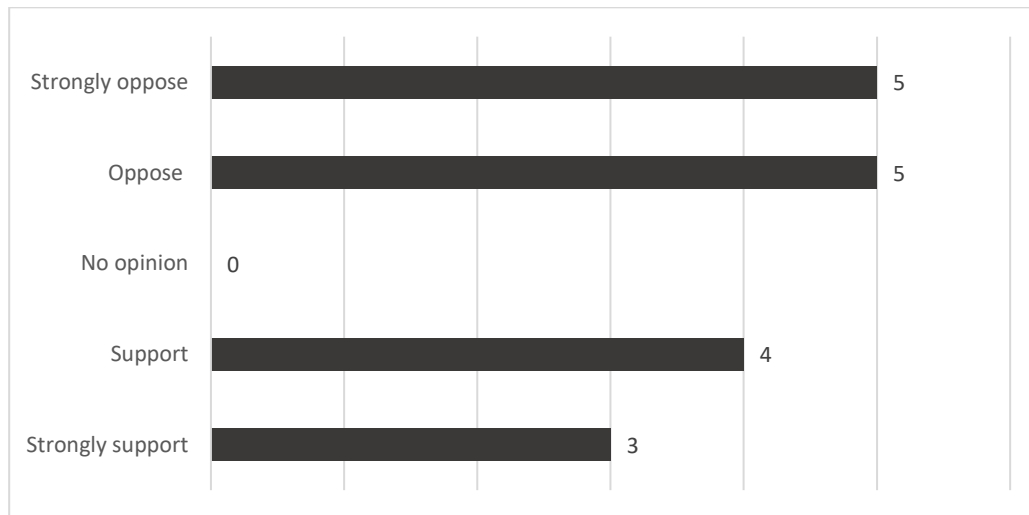
4.2.1 Responses to Closed Questions

How would you describe yourself? (All 18 respondents answered this question).

Please note that residents were encouraged to select all of the options that applied to them.



To what extent do you support or oppose our proposals for the redevelopment of Reedham House? (17 of 18 respondents answered this question).



4.3 Summary of Issues Raised During the Consultation

An extensive summary of the issues raised by respondents through the open response questions within the feedback form, as well as in email and telephone feedback, is as follows:

4.3.1 Responses to Issues Raised During the Consultation

An extensive summary of the issues raised by respondents through the open response field questions within the feedback form and those who submitted feedback via email, alongside an account of how they have been considered and responded to, is provided in the following table.

Topic	Applicant Response
Comments on the scheme overall	
General support for the proposals, including a comment that the scheme represents a great opportunity to create a landmark development.	The Applicant welcomes support for the proposals and the design. The redevelopment proposals for Reedham House include a landmark design contributing to the character of the area, with a scale responding to the opportunity of this accessible and well-connected location.
Comment that the proposals would work in tandem with the Kendals scheme to help regenerate the area.	The redevelopment proposals for Reedham House have been designed to rejuvenate a historic and underused corner of Manchester city centre. The proposed redevelopment of Reedham House is one of a number of developments that have come forward in the area, building on the vision and principles set out in the St Mary's Parsonage SRF. This vision seeks to establish this part of the city centre as a thriving and sustainable neighbourhood with a distinctive character and sense of place. We have developed our proposals for Reedham House with careful consideration for how the site fits into the context of this wider area.

A comment claiming the proposals are too vague, insofar as they don't provide a sufficient rendering of how the listed buildings will be integrated into the development.	The Applicant has endeavoured to provide as much information on the proposals as part of the consultation process. The consultation materials, including the consultation website and the exhibition boards displayed at the drop-in event (which were also available on the website) contained information about the current buildings on the site and how these would form part of the new development. Diagrams, floor plans and computer-generated images (CGIs) were used to explain and illustrate this as far as possible. An email address and phone line were also publicised during the consultation in order for the Applicant to respond to any queries and requests for further information. These contact details were listed on the consultation website and on the postcard distributed to local residents and businesses.
A claim that the demolition of Reedham House is unsustainable given the climate crisis.	The Applicant has made every effort to bring forward a sustainable development on the site. Both buildings at the front of the site facing onto King Street West are deemed unsuited as part of a modern, sustainable office and that would meet the demand of potential occupiers and as such redeveloping this part of the site emerged as the best option. The redevelopment of Reedham House will create a new flagship net zero in operation office building, supporting Manchester's climate change ambitions as well as the goal of creating a sustainable neighbourhood in the St Mary's Parsonage area. A number of measures have been incorporated into the design in order to meet this ambitious target of net zero in operation, including reducing the glazing in the façade to 40% and using automated opening vents to ensure natural ventilation.
Design	
Support for the proposed design, including a comment that the design of development would help to bring a sense of place to the area.	The Applicant welcomes the support for the proposals and the design. As well as a landmark design that contributes to the character of the area, the redevelopment providing new retail and commercial space and improve the surrounding streets and public spaces. These public realm improvements have been informed by a wider strategic vision masterplan, building on the principles set out in the SRF around placemaking and developing the area's cohesiveness and identity.
Suggestion that the façade of Reedham House be retained and incorporated into the design.	The Applicant proposed incorporating the façade of Reedham House as part of a previous iteration of the scheme.
Suggestion the design of the new building appeared to be 'top-heavy'.	

Comment that retaining the façade of Reedham House would help to make the proportions of the new building appear more balanced.	However, both the buildings facing on to Reedham House present a number of challenges in terms of being integrated as part of a modern, sustainable office space.
Opposition to the demolition of the buildings facing Motor Square on the grounds that they are 'contextual architecture' and complement the scale and materials of surrounding buildings.	Each of the buildings within the site were developed at different stages over history. This has resulted in a site with challenging accessibility. There is currently no level access into the site, with multiple staircases needed to connect the floor plates, which sit at varying levels.
Concern that the proposals do not fit in with the surrounding area, both in its massing and its materials. It was noted that there are no buildings in the vicinity of the site with green cladding.	Through appraisal of the existing buildings and engagement with Historic England, it was agreed that maintaining Reedham House as part of the design was not justified by the heritage value of the existing building. Historic England assessed that the redevelopment of Reedham House would constitute 'less than substantial harm' to the significance of this listed building and the surrounding conservation area.
A request for the red-brick style of Reedham House to be used for the new building.	
Concern over the design of the proposed new building, with comments that it isn't suited for such a historical area.	The redevelopment proposals for Reedham House have been designed to rejuvenate this underappreciated corner of the city centre. and better reflects its central location, with a landmark design contributing to the character of the area.
Suggestion that Talbot Mill in Castlefield and the Astley on Great Ancoats Street, among various other examples, represent a sensitive approach to heritage areas without losing out on profit.	The design of the new 14-storey building responds to the emerging townscape in this fast-developing part of the city centre. The proposed height and massing of the development is in keeping with other existing buildings in the area, as well as the future Kendals Scheme (approved in June 2021) and the proposed development of Alberton House.
	The design has also been developed to complement the surrounding architectural context, with careful consideration for the materials, texture and colour tones to be used on the façade.
Building Height	
Request for the new building to be reduced to four storeys.	Facing onto Motor Square and at the axis of a number of routes through the area, the applicant considers that Reedham House has considerable potential as a 'gateway' site, but is currently underused.
Concern about the proposed height of the new building, including a comment that the proposed redevelopment would jeopardise the human-scale feel of Motor Square, which is currently supported by smaller historic buildings.	The redevelopment proposals for Reedham House have been designed to rejuvenate this underappreciated corner of the city centre and better reflects its central location. The front of the site is to be redeveloped with a scale responding to the opportunity of this accessible and well-connected location, with a landmark design contributing to the character of the area.
Suggestion that the proposed height of the new building might negatively impact one of central Manchester's few well-designed public spaces.	

Suggestion that a number of examples of contextual mid-to-high rise developments in Manchester in recent years should be considered as part of an alternative design approach balancing density and architectural quality.	The design of the new 14-storey building responds to the emerging townscape in this fast-developing part of the city centre. The proposed height and massing of the development is in keeping with other existing buildings in the area, as well as the future Kendals Scheme (approved in June 2021) and the proposed development of Alberton House. The design has also been developed to complement the surrounding architectural context, with careful consideration for the materials, texture and colour tones to be used on the façade.
Heritage	
Support for the retention and enhancement of the Carriage Works, including a comment that the plans will help to preserve existing heritage buildings while also building for the future. Another supportive comment noted that the industrial heritage of the Reedham House site – including the inner courtyard – will provide the new development with a sense of identity.	The Applicant welcomes support for the proposals to maintain and enhance the Carriage Works and the inner courtyard of Reedham House as a key part of the proposals for the site. The proposals for mixed-use development would see Reedham House transformed into a quality modern workspace with retail and leisure uses bringing new life to this groups of buildings. While Reedham House has since been substantially altered and remodelled, the Carriage Works remains recognisably industrial in character. The building's façade is of high architectural and historic significance – both in relation to this group of buildings and as part of the wider conservation area. Currently obscured and set back from the street, the historic character and identity of this building will be celebrated as a key part of the development, with access improved access to the building provided by ground floor retail units facing on to St Mary's Parsonage. Both the new buildings fronting onto King Street West and the Carriage Works will provide high quality office space, with careful consideration given to natural lighting and access. The existing historic courtyard of Reedham House will be repurposed to become additional amenity as part of the reception, with two new feature lifts serving the listed office floorplates to the rear of the building.
Concern over the proposed demolition of Reedham House, with several comments stating that it should be retained given its Grade-II Listed status. These included a comment disputing the statement that the buildings proposed for demolition are of low heritage value.	The former industrial and commercial buildings that make up the site are linked physically and historically, most having been built as part of a carriage factory and showrooms complex. While some parts of the site maintain their industrial character, others have been added or modified since. The elements which will be demolished and redeveloped as part of the scheme are judged to be less significant in terms of their heritage value. Both the buildings facing on to Reedham House also present a number of challenges in terms of being

	integrated as part of a modern, sustainable office space. Extensive historical analysis found that Reedham House was rebuilt in 1926 and then rebuilt again following second world war bomb damage in a pastiche of an older classical style. There is almost nothing remaining of the pre-1926 structure. Reedham House is only included within the wider listing by virtue of it being part of a series of buildings rather than any individual merit or special interest. The focus of the design is to retain and re-use the former workshop as the most significant heritage asset. The new build sustainable office unlocks the site to deliver the aspirations of the St Marys parsonage SRF. Through appraisal of the existing buildings and engagement with Historic England, it was agreed that maintaining Reedham House as part of the design was not justified by the heritage value of the existing building. Historic England assessed that the redevelopment of Reedham House would constitute 'less than substantial harm' to the significance of this listed building and the surrounding conservation area.
Suggestion that the industrial heritage of the Reedham House buildings should be celebrated as part of the interior design and layout of the building – for example through historical interpretation features.	The proposal for the interior is to reveal as many of the historic features as possible within the Carriage Works and Warehouse building. This will include exposed brick internal walls, cast iron columns and restoration of the historic timber truss. Another key feature of the proposal is to reinstate the existing Carriage Works entrance from Garden Lane with a connection through the historic courtyard to the main reception area on King Street West. The historic courtyard will have a new feature lift installed to provide level access to the historic buildings. The courtyard will have a feature glazed roof, enabling the space to be used as a wider extension of the reception space for building amenity.
Public Realm Improvements	
Support for the proposed public realm improvements.	The Applicant welcomes support for public realm improvements proposed as part of the development. The Reedham House proposals respond to opportunities to better integrate the buildings with the surrounding streets and public realm.

Support for the aim of opening up access through the site, saying that the proposals will help to re-animate the characterful backstreets at Dunlop Street, Garden Lane, and Smithy Lane and that reviving some of the abandoned alleys around Reedham House would help to bring life to the area.	Trees, seating and other public realm improvements will improve the character of the surrounding streets and help activate them, making this an area people want to visit and spend time in. These improvements will work together with the addition of further active frontages on St Mary's Parsonage and Garden Lane respectively, with ground floor retail and commercial units helping bring more life to the area.
A comment expressing support for the provision of cycle parking.	These public realm improvements have been informed by a wider strategic vision masterplan, building on the principles set out in the SRF around placemaking and developing the area's cohesiveness and identity. This masterplan considers all the design elements and infrastructure that will contribute to making this a successful and sustainable place, encompassing infrastructure from sustainable urban drainage systems (SuDS) to benches and cycle parking.
Concern for the possible loss of commercial frontages facing on to Motor Square, noting that there are currently three small businesses at street level across the two buildings facing onto King Street West, which help provide passive surveillance and a diverse local economy in St Mary's Parsonage.	The proposed redevelopment of Reedham House would retain and enhance the active frontages of the buildings facing on to King Street West, with the associated benefits ground floor commercial uses bring to safety (through passive surveillance) and a diverse local economy. A colonnaded area to the front of the new building will enable the new Reedham House to engage and interact with the area of public space opposite. The proposals include further active frontages to the other sides of the Reedham House complex of buildings – on St Mary's Parsonage and Garden Lane respectively - with ground floor retail and commercial units helping bring more life to the area. Safety, passive surveillance and commercial footfall will be further supported by the proposed improvements to the public realm surrounding the buildings. Trees, seating and other public realm improvements will improve the character of the surrounding streets and help activate them, making this an area people want to visit and spend time in.
A request for more details on the planned improvements to Motor Square.	The St Mary's Parsonage SRF sets out the aspiration to reconfigure, activate and extend Motor Square as one of the key public spaces of the area alongside Parsonage Gardens. Whilst these proposals don't include any specific interventions to Motor Square itself, the proposed King Street West frontage will create a much improved edge to Motor Square and enhance its setting.

5. Influence of Consultation on the Proposals

The consultation which has been undertaken is in accordance with both the National Planning Policy Framework (NPPF) (2021) and with Manchester City Council's adopted Statement of Community Involvement (2018). This document fulfils the requirement for a consultation supporting statement that summarises the methods used, the representations received, and the changes made to the proposals as a result of feedback submitted.

The comments received during the pre-application consultation have been considered by the Applicant's team on an ongoing basis to ensure that the issues raised could be addressed during the development of the proposals.

Overall, the consultation generated a modest response, with 18 written responses received. Within these responses, there was a mix of comments in support of the proposals as well as those expressing concern.

Those expressing support for the proposals praised the intention to retain and enhance of the Carriage Works as well as the plans to open up and enhance the characterful back streets around Reedham House. Comments were also made that the scheme represents a positive opportunity to create a landmark development and help to support the aspirations of the St Mary's Parsonage SRF.

A suggestion from a consultation respondent that the industrial heritage of the existing buildings should be celebrated as part of the interior design has been taken forward by the Applicant's team, who are developing their proposals for the interior, including the intention to reveal as many of the historic features as possible within the Carriage Works and Warehouse building. This will include exposed brick internal walls, cast iron columns and restoration of the historic timber truss.

Of the consultation comments expressing concern, there were a number suggesting that the façade or the whole of Reedham House should be retained due to its listed status and incorporated in the design. In response to these comments, the Applicant has sought to set out very clearly in the planning application documents, particularly the Design and Access Statement and the Heritage Statement, the justification for the proposed removal of certain buildings on the site, including a very clear articulation of the different heritage importance of Reedham House compared to the Carriage Works and Warehouse building.

The Applicant would like to thank all those who have provided their feedback during the pre-application consultation and looks forward to further constructive dialogue throughout the development process.

6. Appendices

Appendix 1: Consultation postcard

WE WANT TO HEAR YOUR VIEWS

ON OUR PROPOSALS FOR THE REDEVELOPMENT OF REEDHAM HOUSE

Property Alliance Group (Alliance) is bringing forward proposals to redevelop a group of buildings between King Street West and St Mary's Parsonage.

Our proposals for Reedham House are designed to realise the potential of this important gateway site in Manchester City Centre, creating a new flagship net zero office building.

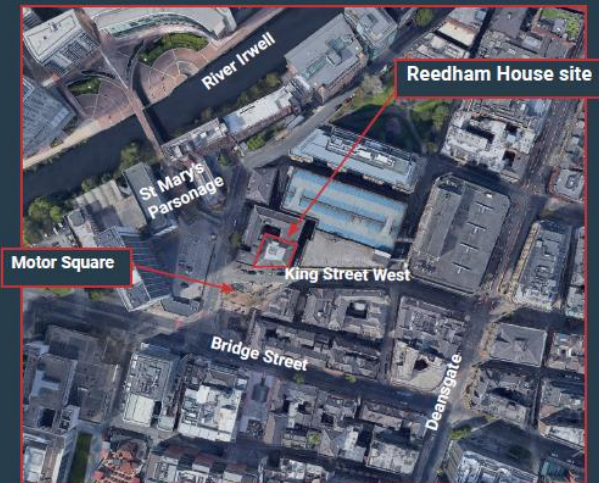
As well as a landmark design that contributes to the character of the area, the redevelopment will provide new retail and commercial space and improve the surrounding streets and public spaces.

These improvements will help bring new life to the area, particularly Motor Square – the area of public space in front of Reedham House.

The historic character of the Carriage Works, a heritage building facing on to St Mary's Parsonage, will be enhanced and celebrated as part of the redevelopment, with improved access to the building provided by ground floor retail units.

We are keen to hear feedback from the local community on our proposals before we submit a planning application later this year.

[REEDHAM-HOUSE.CO.UK](http://reedham-house.co.uk)



HAVE YOUR SAY

Our public consultation on Reedham House will be open from **Monday 11 July - Wednesday 3 August 2022.**

You can find more information on our proposals on our website at www.reedham-house.co.uk, which also includes a link to a questionnaire to provide feedback.

DROP-IN EVENT

We will also be holding a public drop-in session at Reedham House as part of the consultation. This will be an opportunity to find out more about our plans, talk to members of our team, and tell us your views.



The drop-in event will be open from:
3.30pm - 7pm on Tuesday 19 July 2022.

Don't worry if you're not able to attend though, because all the information displayed at the drop-in session will also be uploaded to our website on the day of the event.

If you have any questions on our proposals, you can contact us by email: info@reedham-house.co.uk, or by calling us on our freephone line: **0161 669 5035.**

Return address: Counter Context, Jactin House, 24 Hood Street, Ancoats Urban Village, Manchester, M4 6WX.

Appendix 2: Consultation event displays

WELCOME

TO THIS CONSULTATION EVENT ON OUR REDEVELOPMENT PROPOSALS FOR REEDHAM HOUSE.

Property Alliance Group (Alliance) are a Manchester-based developer with a strong track record of creating high quality commercial and residential developments in the city centre, as well as bringing heritage buildings back into active use.

We're delighted to introduce proposals to rejuvenate a historic and underused corner of Manchester city centre.

We hope you'll take the time to look around and tell us what you think.

Our consultation opened on Monday 11th June and will close on Wednesday 3rd August.

Ask our team for a questionnaire or fill out the online version on the consultation website at:

www.reedham-house.co.uk

All the information presented today will be available on our website too.



THE SITE

LOCATION

The Reedham House site is located in an increasingly vibrant part of Manchester City Centre, just west of Deansgate and north of Spinningfields.

The site covers a block of six interlinked buildings between King Street West and St Mary's Parsonage. Reedham House itself the main entrance to this group of buildings.

Reedham House faces on to Motor Square, a pocket of public space that continues to take shape as the area develops.

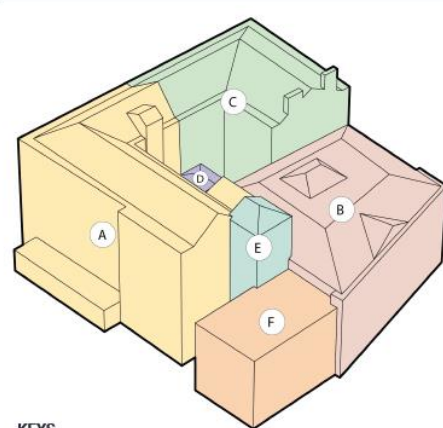
Across the square is the key east-west artery of Bridge Street and the site itself sits on the axis of two streets, making this a well-connected location with potential for greater use.



EXISTING BUILDINGS

The former industrial and commercial buildings that make up the site are linked physically and historically, most having been built as part of a carriage factory and showrooms complex.

While some parts of the site maintain their industrial character, others have been added or modified since.



KEYS

- A. The Carriage Works. Former carriage manufactory (1849)
- B. Reedham House, 31-33 King Street West. Former carriage showroom (built 1849, remodelled 1926)
- C. 3 Smithy Lane. Former warehouse (1855)
- D. Toilet Extension (1851-86)
- E. Staircase Extension (1912)
- F. 27-29 Kings Street West (1953)

CONTEXT

THE REEDHAM HOUSE SITE LIES WITHIN THE ST MARY'S PARSONAGE STRATEGIC REGENERATION FRAMEWORK (SRF) AREA.

The vision in the SRF seeks to establish this part of the city centre as a thriving and sustainable neighbourhood with a distinctive character and sense of place.

The SRF was adopted by Manchester City Council's Executive in August 2020 and a number of developments have come forward to fulfil this vision, including the Kendals Scheme (approved in June 2021) and the proposed development of Alberton House.

The site is also part of the Parsonage Gardens Conservation Area focused on nearby Parsonage Gardens, a tranquil urban square surrounded by a rich mixture of buildings of various ages and styles.



View of the current Kendals, Reedham House and Alberton House buildings from King Street West.

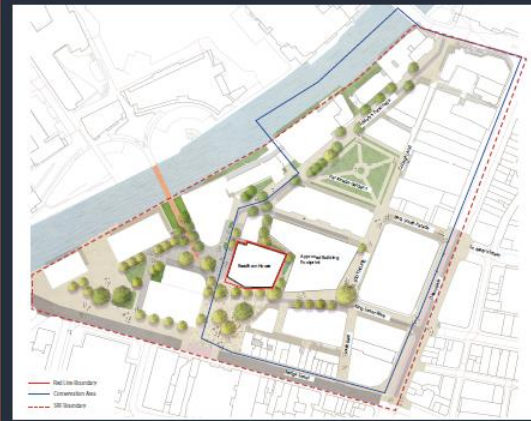


Image showing the site within the context of the wider SRF masterplan and the Conservation Area.

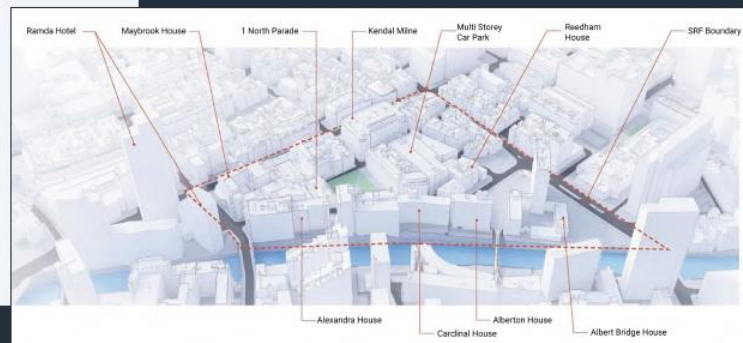


Image from the SRF showing key buildings in the area (existing and proposed).

HOW OUR PROPOSALS HAVE TAKEN SHAPE

WE'VE THOUGHT CAREFULLY ABOUT TO REALISE THE POTENTIAL OF THE SITE WHILE RESPECTING ITS HISTORY

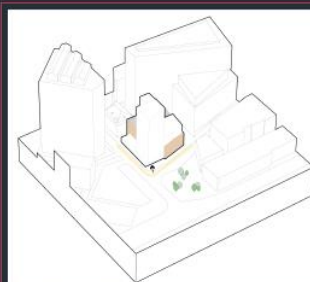
With the exception of 27-29 King Street West (the building adjoining Reedham House to the west), all the buildings on the site are grade-II listed.

Through appraisal of the existing buildings and after close engagement with Historic England, demolishing and redeveloping both the existing buildings facing on to King Street West emerged as the most appropriate option to deliver this scheme.

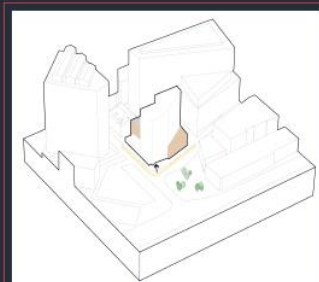
While we considered a couple of options for retaining elements of Reedham House, both buildings have significant issues in terms of accessibility and quality of offer as part of a modern workplace.



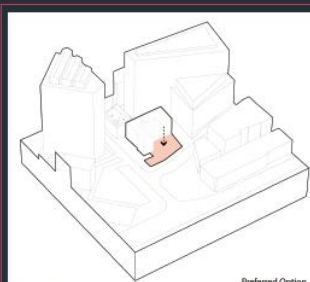
Existing buildings at 27-29 King Street West (left) and Reedham House (right).



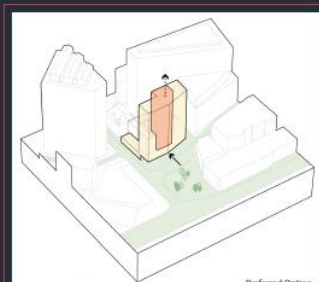
Option 1: Point Block & Reedham retained.



Option 2: Linear block & façade retained.



Option 3: Retain & enhance listed factory building (The Carriage Works), demolish Reedham house.



Option 4: Retain & enhance listed factory building, providing a new gateway building and improved public realm.

The option we have taken forward involves redeveloping Reedham House and the adjoining building as a modern workspace while retaining and enhancing the more significant heritage building to the back of the site. The preferred option we have taken forward also includes improvements to the public space surrounding the buildings.

OUR PROPOSALS FOR REEDHAM HOUSE

OUR PROPOSALS FOR REEDHAM HOUSE BUILD ON THE SRF'S VISION OF A THRIVING AND SUSTAINABLE NEIGHBOURHOOD WITH A STRONG SENSE OF PLACE.

The redevelopment of Reedham House will create a new flagship net zero office building, supporting Manchester's climate change ambitions as well as the goal of creating a sustainable neighbourhood in the St Mary's Parsonage area.

As well as a landmark design that contributes to the character of the area, the redevelopment providing new retail and commercial space and improve the surrounding streets and public spaces.

The industrial heritage of the site will be maintained and showcased through the Carriage Works, a former workshop building, and the inner courtyard to Reedham House.



Current view of the inner courtyard courtyard.



View from Bridge Street.

OUR PROPOSALS IN A NUTSHELL

- A flagship net zero office building
- A design that responds contributes to the emerging townscape of the city centre while being sensitive to its surroundings
- Conserving and celebrating the site's heritage through the Carriage Works
- Public realm improvements improving access and amenity, bringing new life to the area

THE CARRIAGE WORKS

CELEBRATING HERITAGE AND BRINGING NEW LIFE TO THE AREA

Dating from 1840, the former workshop building facing on to St Mary's Parsonage is the most significant building on the site in terms of its heritage value. This building was originally a carriage manufactory, for which Reedham House itself was built as a showroom and offices.

While Reedham House has since been substantially altered and remodelled, the Carriage Works remains recognisably industrial in character. The building's façade is of high architectural and historic significance – both in relation to this group of buildings and as part of the wider conservation area.



Current view of the Carriage Works from St Mary's Parsonage.



View looking south from St Mary's Parsonage.

The character and identity of the Carriage Works will be retained and enhanced as part of the development, repurposed as a modern workplace with ground floor retail units. The inner courtyard to the Reedham House group of buildings will also be conserved.

A LANDMARK DESIGN

A STRIKING, ELEGANT DESIGN WILL REFLECT AND ENHANCE THE CHARACTER OF THIS FAST-DEVELOPING PART OF THE CITY CENTRE.

Responding to surrounding architectural context of both existing and of future developments, the design of this ground plus 12-storey building will contribute to the emerging townscape.

The proposed height and massing of the development is in keeping with other existing buildings in the area, as well as the future Kendals Scheme (approved in June 2021) and the proposed development of Alberton House.



Emerging townscape.



MATERIALS AND FAÇADE

We have made changes to the design since the previous scheme put forward in September 2021 address feedback from Historic England on the materials and façade.

A simple, elegant design has been developed to complement the surrounding architectural context, with consideration for materials, texture and colour tones.

INTERIOR

OUR PROPOSALS FOR MIXED USE DEVELOPMENT WOULD SEE REEDHAM HOUSE TRANSFORMED INTO A QUALITY MODERN WORKSPACE WITH RETAIL AND LEISURE USES BRINGING NEW LIFE TO THIS GROUP OF BUILDINGS

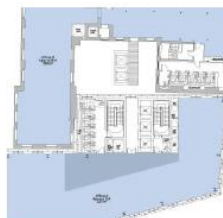
Ground floor retail units and a gym would be accessed from St Mary's Parsonage and Garden Lane respectively. Through these additional active frontages, the development will engage better with the surrounding streets.

Both the new buildings fronting onto King Street West and the existing heritage building facing onto St Mary's Parsonage (the Carriage Works) will provide high quality office space, with careful consideration given to natural lighting and access.

The existing historic courtyard of Reedham House will be repurposed to become additional amenity as part of the reception, with two new feature lifts serving the listed office floorplates to the rear of the building.



Proposed ground floor plan.



Proposed typical floor plan.



Interior view of The Carriage Works repurposed as a workplace.



Section diagram showing the interior of the proposed development.

PUBLIC REALM IMPROVEMENTS

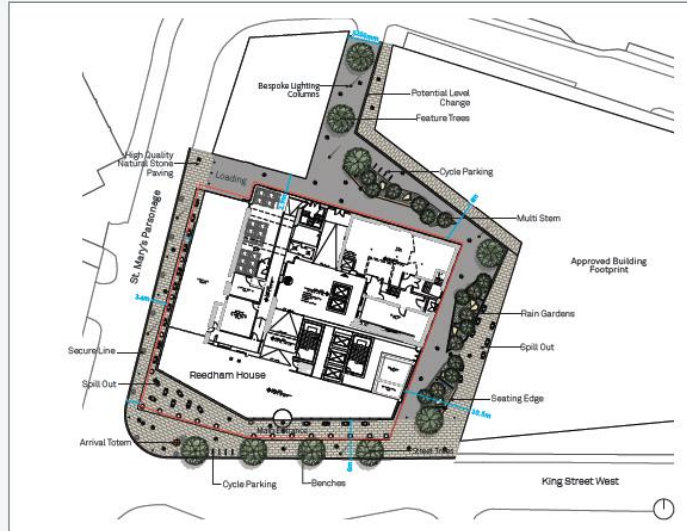
PROPOSED PUBLIC REALM IMPROVEMENTS HAVE BEEN INFORMED BY A WIDER STRATEGIC VISION MASTERPLAN, BUILDING ON THE PRINCIPLES SET OUT IN THE SRF AROUND PLACEMAKING AND DEVELOPING THE AREA'S COHESIVENESS AND IDENTITY.

This masterplan considers all the design elements and infrastructure that will contribute to making this a successful and sustainable place, including sustainable urban drainage systems (SuDS), cycle parking, wayfinding features and lighting.

Trees, seating and other public realm improvements will improve the character of the surrounding streets and help activate them, making this an area people want to visit and spend time in.



Visualisation of proposed public realm improvements



Public Realm Vision

KEY OPPORTUNITIES

- Better integrate the buildings with the surrounding streets and public realm.
- Enhance and activate Motor Square as a key focal area of public space.
- Creation of active frontages through ground floor retail and commercial units on St Mary's Parsonage and Garden Lane respectively.
- Provision of new access points to Reedham House complex of buildings from St Mary's Parsonage, Dunlop Lane/Garden Street and Smithy Lane.

Appendix 3: Consultation feedback form

Reedham House Consultation Questionnaire
Tuesday 19 July 2022



About you

The following questions are just to give us an idea of who is responding to the consultation, and to allow us to contact you with updates (if you would like us to).

You do not have to supply personal details, but this will allow us to keep you updated on news and activity regarding the proposals. Your personal details will be stored in compliance with the GDPR and will not be shared with third parties.

1. Please tell us your name:

2. What is your email address?

3. Would you like to be kept up to date with information about the project?

- ☐ Yes
☐ No

4. Please tell us your postcode:

5. How would you describe your interest in the Reedham House proposals?

- ☐ I'm a local resident
☐ I own a business in the area
☐ I work in the local area
☐ I am part of a local interest group
☐ I visit the area regularly
☐ Other: _____

Your views on our proposals for the redevelopment of Reedham House

6. To what extent do you support or oppose our proposals for the redevelopment of Reedham House?

- ☐ Strongly support
☐ Support
☐ No opinion
☐ Oppose
☐ Strongly oppose

7. Please tell us your reason(s) for your answer to the previous question and anything else you would like us to take into account as our proposals develop.

