



CIVIC QUARTER – MANCHESTER CENTRAL REGENERATION FRAMEWORK

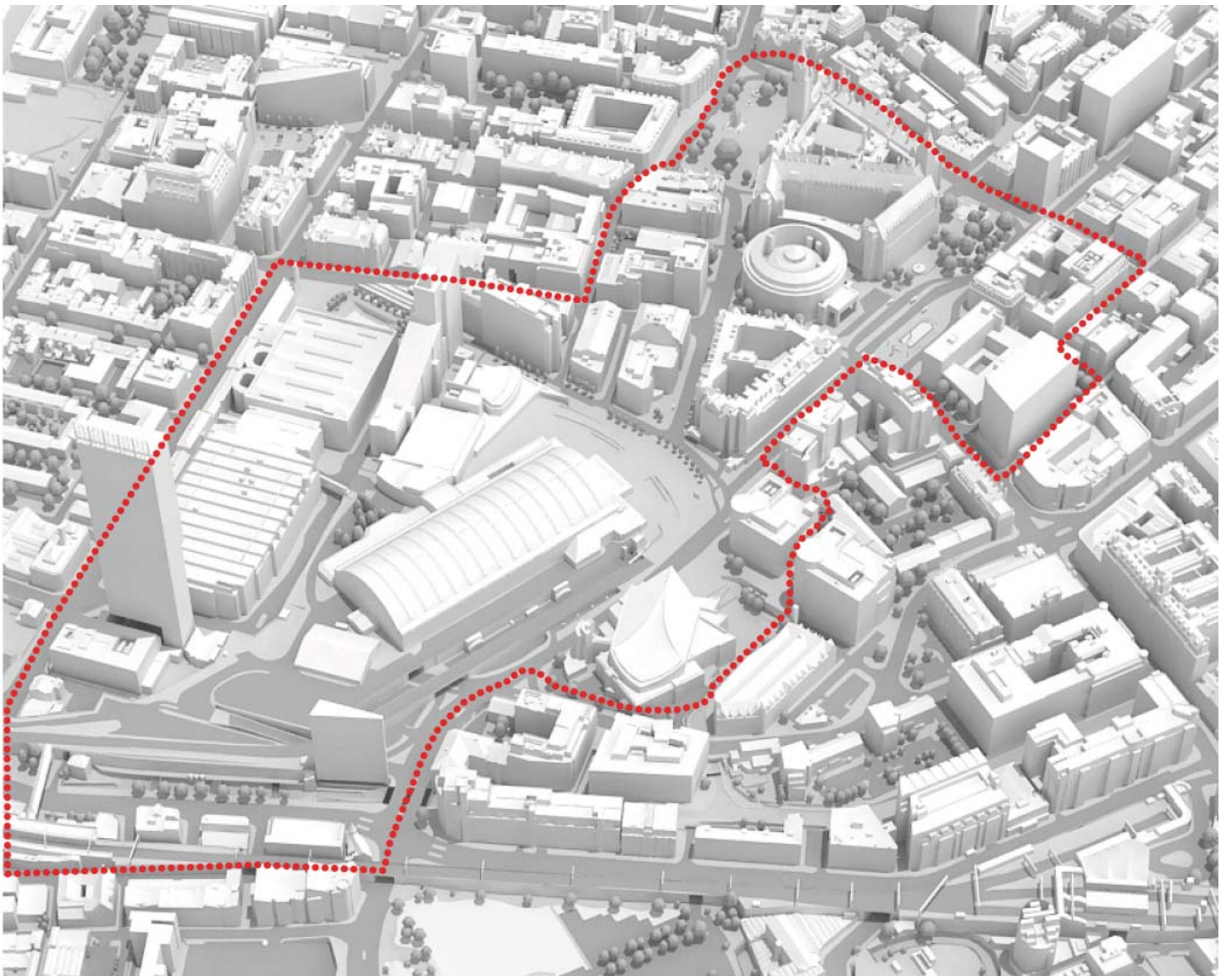
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MANCHESTER
CITY COUNCIL

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1. EXECUTIVE SUMMARY

This Regeneration Framework is designed to guide investment in the Civic Quarter of Manchester City Centre and deliver transformational change. The area is framed by Deansgate to the west; Peter Street, Mount Street and Lower Mosley Street to the north; Portland Street, Oxford Street and Lower Mosley Street to the east; and Whitworth Street West to the south.

The Framework area is a manifestation of Manchester's history and its future. It serves as a major gateway to the city core and is defined by ten Grade I and Grade II* listed buildings; representing an internationally significant cluster of historic buildings and reflecting the special strengths of Manchester:

- civic governance and leadership;
- international trade and commerce;
- world class arts and culture;
- the skills and creativity of the population of Manchester; and
- exceptional connectivity.

The City Council has identified Manchester Central and the Civic Quarter as pivotal to the next phase of growth of the city centre economy. To remain internationally competitive, the city centre must respond to the demands of new investment markets, and keep ahead of changes in demand from occupiers for new workspace and new working environments.

Major challenges exist in the Framework area including poor quality public realm and a legacy of vacant, obsolescent or underused buildings; many of which date from the 1960s and 1970s.

The potential of the Civic Quarter will be unlocked by four major 'place making' capital projects, which are already committed, with capital funding in place, including:

- the refurbishment of the Town Hall complex and Central Library, which will revitalise the civic core of the city, acting as a benchmark for future public investment and a catalyst for further regeneration;
- the transformation of St. Peter's Square and its public realm to complement the Town Hall refurbishment and create the conditions to attract additional investment to the area;
- the development and expansion of Manchester Central conference centre into a world class convention destination, served by world class hotels and top class service facilities; and
- the creation of an international standard transport interchange at Manchester Central/Deansgate, which will improve connectivity, perception and the sense of arrival.

Significant public sector and infrastructure improvements will provide the catalyst for new private and third party investment. Private sector led projects will ensure that the full regenerative benefits of public sector expenditure are captured and amplified within the framework area. Within the private sector development pipeline there are currently 8 new high quality office buildings and 2 new hotel led developments, with a further two office/hotel buildings expected to be delivered as part of the Manchester Central/Deansgate interchange development. Key private sector-led proposed projects include:

- Elisabeth House – a new 250,000 sq ft office building which will contribute to the revitalisation of St Peter's Square and remove a significant eyesore;
- Century House – an office development which will add to the regeneration of the eastern frontage of St Peter's Square;
- Odeon – replacing the former Odeon cinema with a new office building to provide over 175,000 sq ft of new space;

- Dickenson House – adjacent to Elisabeth House and the Odeon, providing a 5 storey office extension to the existing building;
- Theatre Royal – redevelopment and refurbishment of a landmark building to provide a new hotel with residential accommodation, alongside a new home for the Library Theatre;
- London Scottish House – a new high-quality office building to visually improve the environment around the Manchester Central Piazza;
- Peterloo House – a new high quality office development to replace the existing outdated 1960's office building;
- Pillo Hotel – a 250 bed hotel that will revitalise the southern extent of the framework area and cater for the expansion plans of Manchester Central; and
- Axis – a new 18 storey office building situated on a prominent site which frames the southern gateway and lies adjacent to the Manchester Central.

The significant scale of public, civic and commercial investment in the Civic Quarter will increase the existing floorspace by 67% - to almost 500,000 square metres - providing first class facilities and Grade A office space to equal the offer of Spinningfields. This will, in turn, cater for an estimated 8,875 new FTE jobs and amount to an estimated construction investment in the region of £950 million.

Investment in transport and connectivity, driven by the proposed Manchester Central Interchange and Metrolink second City Crossing, will ensure that the framework area has the capacity to support growth in its civic, conferencing, leisure and cultural attractions.

The planned investment in the framework area will deliver sustainable development and strengthen the already rich mix of civic, business, cultural, tourism and leisure uses. It will create a vibrant cosmopolitan meeting place.

This Framework identifies:

- the challenges and opportunities;
- the potential for transformational change identifying key projects and their potential contribution to the regeneration process; and
- key development principles - a set of priorities to be taken into account in bringing forward proposals for investment in new development and in new public infrastructure and public realm within the Civic Quarter Framework Area.

A co-ordinated approach to investment, design and implementation in this historic area of the city centre is necessary to ensure its potential to support the economic growth of the Manchester City Region is realised. Partnership structures are already in place that will facilitate the delivery of public and private sector investment in the Civic Quarter. All of which is located at the gateway to Manchester's international seat of learning and research on the Oxford Road.

2. STRATEGIC CONTEXT

AN ECONOMIC POWERHOUSE

- 2.1 The Manchester City Region is the key driver of the North West economy, supporting over 3 million people and generating over a half of the North West's GVA. Over the next 15 years the city region is expected to grow at a rate which exceeds that of the UK as a whole.
- 2.2 The regional centre is the primary economic driver of the Manchester City Region. It has benefitted from phenomenal growth over the past ten years. The economic health, vitality and competitiveness of the regional centre continues to be crucial to the long term success of the regional economy.
- 2.3 The city core in Manchester is essential to the economic growth of the regional centre and the city region as a whole. As it continues to expand it will play a key role in building a modern, sustainable and competitive regional economy based on high value, knowledge intensive activities.
- 2.4 Existing buildings in the Framework area are of city-wide, if not national importance. Key assets include the:
- Town Hall civic complex;
 - the Central Library;
 - three international standard hotels (the Hilton, the Midland and the Radisson Edwardian);
 - the Manchester Central Conference Centre; and
 - the Bridgewater Hall.
- 2.5 The area is characterised by the sheer scale and exuberance of one of the finest collections of historic and modern civic, cultural and commercial buildings in the UK.
- 2.6 Manchester's recent economic growth has been driven by the sustained growth of key sectors particularly:
- financial and professional services;
 - culture and the arts;
 - media and creative industries;
 - public administration;
 - leisure;
 - research, development and higher education; and
 - tourism and the service sector.
- 2.7 These are the sectors that will continue to underpin the city's future growth.
- 2.8 This area is ideally located to support growth in these sectors and to accommodate new buildings which can keep pace with the demands of the market over the next 5-10 years. It can also provide an environment and setting for business that complements and can be differentiated from other existing and emerging locations - such as Spinningfields and First Street.
- 2.9 The diversity and rich mix of uses, combined with world class historic and modern buildings and civic spaces could be unequalled in the UK. The Civic Quarter Framework Area can provide an environment that sets Manchester apart.
- 2.10 The Civic Quarter Framework Area provides the natural extension to the existing commercial areas, allowing the City centre to expand south and eastwards.

- 2.11 This provides the Framework area with a genuinely strategic role – connecting and expanding the existing core of the city centre with the new growth areas to the south and east.

REGENERATION CONTEXT

- 2.12 The investment in the Civic Quarter Framework Area will strengthen regeneration in adjoining areas that have been identified as priorities for strategic intervention. These are outlined in more detail below.
- 2.13 **The 'Corridor'** – the Corridor Manchester Strategic Development Framework covers the Oxford Road Corridor area and is recognised as a key element in the delivery of the Manchester: Knowledge Capital vision. Corridor Manchester contains a unique vibrancy made up by a significant concentration of prestigious academic, research and teaching institutions including:
- the University of Manchester, Manchester Metropolitan University and the Royal Northern College of Music;
 - the Central Manchester and Manchester Children's Hospitals NHS Trust;
 - Manchester Science Park and the delivery of the Manchester Science City Programme;
 - Whitworth Art Gallery and Manchester Museum; and
 - Central Library housing the Contact Theatre, Manchester Academy, Dancehouse Theatre and the BBC.
- 2.14 The Corridor currently supports circa 37,000 jobs, and is projected to accommodate another 20,000 jobs over the next decade. The next stage of investment is to deliver a unified public realm vision for Oxford Road/Street shifting the balance between the highway and public/pedestrian use and improving sustainability and landscaping. Oxford Street forms part of the Civic Quarter Framework Area.
- 2.15 **The Central Business District (CBD)** – the CBD forms the commercial core and is situated in close proximity to a number of major regeneration initiatives. It is the focus for the largest regional concentration of financial and professional services in the UK, and along with areas such as Spinningfields and First Street, is crucial to providing a diversified commercial product within the city centre. Over the past 10 years, the CBD has undergone significant planned investment on a number of key sites, revitalising the commercial core. Linkages within and between the CBD and other city centre areas is a priority for the city council, in improving connectivity and promoting the expansion of the city's commercial core. Regeneration and strategic investment in the Civic Quarter will provide the platform for an expansion of the CBD towards the southern gateway.
- 2.16 **Spinningfields** – is Manchester's European Business District. A new high quality quarter to house the city's financial and professional services sector developed in partnership between Manchester City Council and Allied London. The site (12 hectares / 30 acres) has been comprehensively redeveloped, incorporating 3 hectares (7.4 acres) of world class public realm to complement the 20 signature buildings developed by leading international architects. Spinningfields is commercially led with over 250,000 sq.m (2,690,978 sq ft) of office accommodation, supported by mixed uses, providing civic, residential, hotel, leisure and retail space to create a lively and dynamic destination.

- 2.17 **First Street** – a Masterplan for First Street was endorsed by the executive in October 2008. It seeks to revitalise an underutilised area of the city; reconnecting it with the city centre and utilising its strategic transport links. A 20 acre site with over 3 million sq ft of offices, hotels, residential, retail and leisure space is envisaged in the approved development framework. The first phase of development is complete, with the transformation of the former BT building at Grand Island to form One First Street, providing 16,258 sq.m (175,000 sq ft) of Grade A office space, which the City Council will occupy whilst the Town Hall is being refurbished. A programme of new public realm works is about to commence.
- 2.18 **Whitworth Street West** – Whitworth Street West is an area which has suffered from a lack of high quality or sustained investment. The Whitworth Street West Development Framework, endorsed by the executive in October 2008, seeks to encourage a well integrated and connected development opportunities which are needed to form a crucial economic and physical bridging point between the established city core and emerging growth areas on the periphery of the city centre. Elements of Whitworth Street West are planned to be developed as part of the Manchester Central interchange public realm and infrastructure investment.
- 2.19 **Great Jackson Street** – The Great Jackson Street Development Framework, published in March 2007, seeks to create a new high-density quarter of Manchester with a vibrant and sustainable mix of uses, new public spaces on the transformed River Medlock.
- 2.20 The proposals will further enhance a primary gateway to the south of the city centre; improving accessibility and connectivity and achieving a sense of place. The framework is important in the expansion of the city core southwards; offering the regeneration of an underutilised area of the city which will link First Street, Whitworth Street West, Castlefield and Hulme
- 2.24 The Civic Quarter will therefore benefit not only from the new interchange but also existing connections including:
- an improved Metrolink station in St. Peter’s Square and at Manchester Central;
 - access via Deansgate railway and metro stations to cross country and other local routes;
 - Oxford Road railway station – the second busiest station in the city centre with both local and regional services;
 - the second Cross-City Metrolink route, which will have a new station on Mount Street, adjacent to the Central Public Library;
 - the Oxford Road Rapid Bus Transport system, a key priority of the Corridor;
 - access to the strategic highway network and enhanced linkages to Manchester Airport, and
 - excellent city centre car parking, notably in Manchester Central and the Great Northern.
- 2.25 The Civic Quarter Framework Area will have the transportation capacity to support growth in its civic, business, conferencing, leisure and cultural attractions..
- 2.26 It is a highly sustainable location to focus investment and growth.

PUBLIC TRANSPORT AND CONNECTIVITY

- 2.21 A top priority of the City Centre Transport Strategy is a major new transport interchange, Manchester Central, and a second city crossing for the expanding metrolink network. The interchange will transform investment patterns in this part of the city centre providing first class accessibility for business and visitors alike. This will unlock investment potential, because despite the presence of heavy rail stations at Deansgate and Oxford Road the area has not, to date, been able to fully leverage the benefits of Metrolink and bus connectivity.
- 2.22 The new interchange will provide unrivalled connectivity to the City Region and beyond and will act as major investment attractor.
- 2.23 As part of the planned approach to transport change in the area, St. Peter’s Square will be closed off to vehicular traffic to create a pedestrian friendly public realm, this will improve pedestrian connections between the central business district, southern gateway and The Corridor.

3. THE FRAMEWORK AREA

A BRIEF DESCRIPTION

- 3.1 Manchester was the beating heart of the Industrial Revolution. In the last quarter of the 19th Century it grew at a phenomenal rate - invention and innovation were combined with enterprise and a strong sense of civic pride and citizenship.
- 3.2 These qualities are reflected in the architecture and the public spaces within the study area:
- the Town Hall Complex and Albert Square – civic pride, the citizen and governance;
 - the Central Public Library – education which is accessible for all;
 - Manchester Central – the former Central Railway Station, its terminus marked by The Midland Hotel and the Great Northern Railway warehouse – trade and commerce; and
 - the Library Theatre, the original home to the Halle Orchestra and Free Trade Hall (now the Radisson Hotel) – culture and music.
- 3.3 The 1960s and 1970s left a legacy of commercial buildings that have not endured. In contrast, the 1990s were marked by the construction of the Bridgewater Hall and Barbirolli Square, one of the finest modern concert hall buildings in the world and two successful major office buildings and a transformation of the Bridgewater Canal basin and its setting for leisure, office and residential uses and events.
- 3.4 The Framework embraces approximately 21 hectares (51 acres) of the city centre. The existing buildings have a total area of approximately 300,000 sq.m (3,229,173 sq ft). The majority of this floorspace is vacant or underused, and in buildings that are approaching obsolescence. The existing public spaces have an area of circa 25% of the study area.
- 3.5 This section identifies the strategic qualities of the Civic Quarter Framework Area, which combine to create a unique opportunity for regeneration and economic change.

ST. PETER'S SQUARE: HISTORY AND EVOLUTION

- 3.6 During the late 18th century, the new town grid of Manchester was developed with St. Peter's Square, located on the edge of town, surrounded predominately by farmland and fields.
- 3.7 The name of St. Peter's Square derives from the Church constructed between 1788 and 1794, which served the local residential population and was a dominant landmark in the city. The area continued to grow and throughout the 19th century the residential elements were eroded and replaced by commercial buildings comprising offices, warehouses and retail.



- 3.8 By 1894 the first tram lines appeared and the site became, as it is today, a busy transport interchange. The change in land uses of the area and subsequent reduction in a congregation to support the church led to its demolition in 1907. Its foundations remain and the site has since been marked with a memorial cross by Temple Moore and a WW1 memorial in the form of the gardens and Cenotaph designed by Sir Edwin Lutyens in 1924.
- 3.9 The evolution of the Square changed again in the early 20th century to form the built environment that we see today. The demolition of the commercial and warehouse buildings on the north side of the square were replaced with larger buildings of exceptional architectural quality, namely; Midland Hotel, YMCA, Town Hall Extension and Central Library. Later, during the 1960-70s the southern side of the square was redeveloped to meet the commercial demands of the city at that time.

HISTORIC BUILDINGS

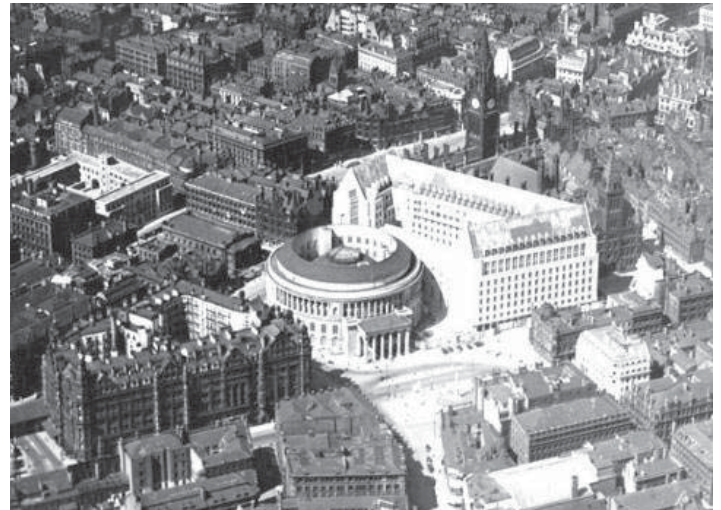
- 3.10 The study area contains 26 listed buildings and statues, of which ten are Grade I and II*. The area is embraced by four conservation areas, as follows:

SUMMARY OF CONSERVATION AREA CHARACTERISTICS	
St. Peter's Square CA	The Victorian city centre and an epitome of grand Victorian architecture.
Albert Square CA	Historically, a changing and dynamic place, reflecting the rise and fall of the economy.
George Street CA	The Town Hall Complex and Central Library form the finest examples of civic design in the City. The Extension is an example of excellent architectural fit between the Gothic Town Hall and the classically designed library.
Peter Street CA	<p>A predominant mix of civic grandeur, commercial property and small-scale buildings with significant places of culture.</p> <p>Notoriety as the location of the Peterloo Massacre.</p> <p>Focus of important civic spaces, such as Albert Square, St. Peter's Square, and route/views up Brazenose Street dominated by the tower of the Town Hall and emphasised by the grandeur of the surrounding buildings.</p> <p>Emphasis on the linear character and vertical rhythm of the street wall and proportion, tripartite subdivision of the façade as illustrated in both Georgian and Victorian architecture.</p> <p>Minor changes in street angles preserved - rarely at right angles.</p> <p>Windows vertically proportioned.</p>

Figure 1: Summary of Conservation Area Characteristics

- 3.11 Figure 1 summarises the key characteristics of the four conservation areas which embrace the area and Appendix 1 identifies the 26 listed buildings and listed statues within the study area.
- 3.12 These buildings, and the spaces within which they sit define the history and character of Manchester. A leader in civic governance, civic leadership and citizenship. A place for learning – reinforced by the location of St. Peter's Square at the apex of Oxford Street, world class academic institutions of the University of Manchester, Royal Northern College of Music and Manchester College and the teaching hospital. A world centre for trade, and innovation.
- 3.13 The scale, sense of place and the vitality created by the institutions within these major public buildings, provide an opportunity to attract investment in a new standard of workplace as well as, retailing, arts and public realm. The opportunity requires exceptional design quality. The removal of traffic from St. Peter's Square will create a strong pedestrian dominated environment, anchored by the existing Cenotaph Memorial monument and complemented by investment in high quality public art and the public realm.
- 3.14 The Alfred Waterhouse designed Town Hall (Grade I listed), is a Victorian Gothic revival masterpiece, considered to be the architect's finest work, and a building of international

architectural standing, and of exceptional quality and craftsmanship. In contrast, the more modern Central Public Library (Grade II* listed) has a classical style which takes its inspiration from the Pantheon in Rome.



- 3.15 These buildings will form the focus of the planned major refurbishment of Manchester's Town Hall complex, which has now commenced. The restoration and regeneration of these buildings will be a catalyst to major change throughout the St. Peter's Square area.
- 3.16 Other notable buildings of merit which add character, historical definition, a sense of place to the area are Manchester Central, the Midland Hotel, the Great Northern Warehouse and the modern Bridgewater Hall.
- 3.17 Central Station was the original route to London for trade and connectivity from the Midland Railway Company's line, with the Midland Hotel forming an iconic rail terminus and welcome to Manchester. The Hotel has recently undergone significant refurbishment and forms a very important landmark and focal point to the convergence of St. Peter's Square with Oxford Road and Peter Street. The important point to note in respect of existing buildings is their scale, which sets this area apart from the more finely grained commercial business district.

THE TOWN HALL – CIVIC PRIDE AND CITIZENSHIP

- 3.18 The refurbishment of the Town Hall is driven by a Service Improvement Strategy to support the City Council's aspiration of better access to improved services to the public, driven by the implementation of the Council's Customer Services, People, Information and Technology strategies.
- 3.19 At its heart, is a vision of providing excellent customer service within a modern and efficient working environment for its staff. By preserving yet transforming the historic complex, a new dynamic civic complex will be created for the benefit of future generations of Manchester's citizens. Additionally, these proposals will not only strengthen the customer-facing requirements of a modern public sector organisation, but provide a space which meets the demands of a modern workforce.

INTERNATIONAL TRADE & COMMERCE – MANCHESTER CENTRAL

- 3.20 Manchester competes globally in the conference and exhibition market. By 2012, the objective is to host 32 international conferences and conventions per annum. The focus is Manchester Central Convention Centre, linked to the Bridgewater Hall, the Midland Hotel and the Radisson Edwardian Hotel.
- 3.21 A total of £28m is currently being invested in the refurbishment and remodelling of Manchester Central. More investment is required in the public spaces and buildings framing the Convention Centre, to attract businesses and visitors to Manchester Central, capitalising on its draw as a world class brand.



- 3.22 The emergence of Manchester Central as an internationally renowned conference and business venue provides the opportunity to complement the high quality hotel and visitor infrastructure already in place in the Civic Quarter Framework Area. First class provision, such as the Radisson Edwardian and Midland Hotels, can be complemented and supported by new provision at Theatre Royal, Manchester Central Interchange and Whitworth Street West.
- 3.23 Emerging developments will support the growth aspirations of Manchester Central as a world class conference venue and serve to underpin the excellence of the city's visitor infrastructure.

CULTURE AND THE ARTS

- 3.24 The Bridgewater Hall is home to three resident orchestras – the world renowned Hallé, the BBC Philharmonic and Manchester Camerata. It also regularly hosts world class classical and contemporary music tours and a range of smaller events.



- 3.25 Further investment in the arts is planned within the Civic Quarter Framework Area. The objective is to create synergies with the existing artistic and convention facilities. A priority is the relocation of the Library Theatre Company from its current home in the basement of the Central Public Library to a new venue.
- 3.26 The current location is hindering capacity to develop and expand in artistic, audience and branding terms and therefore restricts the exploitation of its successful productions and ability to grow audiences. The venue is inadequate and not of a standard demanded by today's audiences.
- 3.27 The preferred option for the new theatre is part of a mixed use regeneration development of the Theatre Royal (Grade II listed) – an opportunity to develop a modern theatre befitting a leading European City.
- 3.28 The Theatre Royal was selected, in part, due to its proximity to the Central Library and a reflection of its heritage value. It will enable the Company to diversify its programme and enable greater opportunities for income generation through increased sales and fit for purpose educational, café and bar facilities. This will support the Theatre's potential as an important element of Manchester's cultural offer and enable corporate use linked into the diverse offer of the Conference Quarter.
- 3.29 Further major transformation through investment in the arts is proposed just outside the study area, in the strategic location of Corridor Manchester, on the site of the Palace Theatre. This is currently the subject of proposals for the Royal Opera House Manchester (ROHM). The Corridor Manchester, is an economic powerhouse with planned investment totalling £1.5 billion.
- 3.30 The ROHM will create a high profile 'step change' in the culture offer across the north by complementing and supporting other performance venues and providing new facilities for the origination, production and rehearsal of

operatic, ballet and musical productions. The ROHM will operate as a ‘production house’ in which performances will be originated and therefore boosting the cultural and creative economy to a far higher degree than a ‘touring house’.

3.31 The impact of the proposals will be influential across a number of regeneration areas including: St. Peter’s Square, complementing the existing offer and proposed refurbishments; The Village, strengthening the cluster of creative industries and acting as a catalyst to a Covent Garden effect; Southern Gateway (First Street), stimulating further investment and occupier confidence for ROHM and Mediacity:uk to link in with early intervention policies to develop skills and boost the home grown creative and media industry opportunities as well as forging strong bonds with the sector.

PUBLIC SPACES

3.32 The key public spaces in the Civic Quarter Framework Area, and adjoining it are:

- St. Peter’s Square;
- Albert Square;

- Lincoln Square;
- Manchester Central Piazza;
- Barbirolli Square; and
- The Great Northern Square.

3.33 These linked spaces are vitally important to the functioning and character of the city centre. They define the history of the city, offer core spaces in townscape terms and command a wide zone of visual influence, both into and out of the spaces. A substantial area, indeed over 25% of the total area is devoted to open space and provides the opportunity to incorporate public art to reflect the city’s history and define the spaces.

3.34 Oxford Road and Peter Street is the principal east/west city centre vehicular thoroughfare and critical barrier to north/south pedestrian movements. The priority for Oxford Road/Oxford Street is to introduce a Rapid Transport System, combined with a widening of pavements and a transformation of the public realm.



Figure 2

4. THE OPPORTUNITY

- 4.1 The area is well placed to attract growth in financial and professional services, ICT digital, communications, creative, new media and life sciences. The area can act as a bridge between the cultural business district focussed on King Street, Moseley Street, Spinningfields and initiatives in The Corridor and to the south, including First Street.
- 4.2 Significant investment has already occurred, centred upon the conference, cultural and hotel sectors, with evidence of increased trade and positive outputs. However, these investments have been instigated in an uncoordinated and inward looking manner. The ambition of this Framework is to bring together investment and development opportunities in a unified way to create a critical mass of positive change and regenerative outputs.

PLANNED CAPITAL INVESTMENT

- 4.3 Investment in the Civic Quarter will be driven by four public sector led major capital projects, each of which will have a significant influence on accelerating development in this area.

Town Hall Complex

- 4.4 The Town Hall Complex is due to undergo a 63,174 sq m (680,000 sq ft) transformational refurbishment; revitalising the civic heart of the city and improving the setting of St. Peter's Square, which forms a major public space both within and surrounding the Civic Quarter framework area.
- 4.5 Refurbishment of the Town Hall Complex will provide extensive works that will seek to improve customer service provision, create a modern working environment and increase efficiency of floor space to accommodate an increased number of staff to be relocated from other Council offices. It also stands to be a flagship low-carbon retrofit project for the City, supporting its aspirations to realise substantial emissions reductions from Manchester's existing building stock.
- 4.6 The Central Library accommodates over one million visitors per year and occupies one of Manchester's most iconic buildings. Restoration of the library will provide the opportunity to reshape the way library, information and archive services are delivered in central Manchester. The newly refurbished Central Library will provide the majority of the historic, academic and treasured services; and a newer, vibrant, family and community library will be delivered in the ground floor of the Town Hall Extension.
- 4.7 Through this public investment there are opportunities to improve public spaces within and adjoining the study area, the objective being to create a connected network of linked public spaces of world class quality, to be enjoyed by workers, residents, visitors and shoppers in the city centre, but also to host events throughout the year.



St. Peter's Square

- 4.8 The transformation of St. Peter's Square will be realised by a public realm project which will be the result of an international design competition.
- 4.9 Redevelopment of the Town Hall complex will set the standard for the redesign of St Peter's Square. A revitalisation of the public realm at St Peter's Square will compliment proposals for the Town Hall and strengthen the accessibility and connectivity of the Civic Quarter. It will retain the existing Cenotaph memorial, contain a strong emphasis in public art and remove traffic from the core of the square. Redevelopment of the square will seek to realise its full potential as one of Manchester's most significant urban spaces.
- 4.10 The need for St Peter's Square to be of the very highest quality will become more significant as the critical mass of activity expands beyond the existing core, through St. Peter's Square, linking to the Southern Gateway and the Corridor Manchester. The redefined public spaces will be a focus for major investment by the private sector, forming the next generation of mixed use buildings.
- 4.11 In conjunction with the Town Hall complex, the redevelopment of St Peter's Square will enhance the public realm, improve pedestrian permeability and increase connectivity between the city core, Manchester Central and the southern gateway.



Manchester Central Convention Centre

- 4.12 One of the fastest growing convention centres in the UK, Manchester Central will play host to a major political party conference for each of the next 4 years. The final phase of capital investment in the complex will commence in late 2009 delivering further capacity and quality enhancement. Manchester Central attracts millions of people into the City centre every year, and further growth will impact directly on the Civic Quarter framework area.

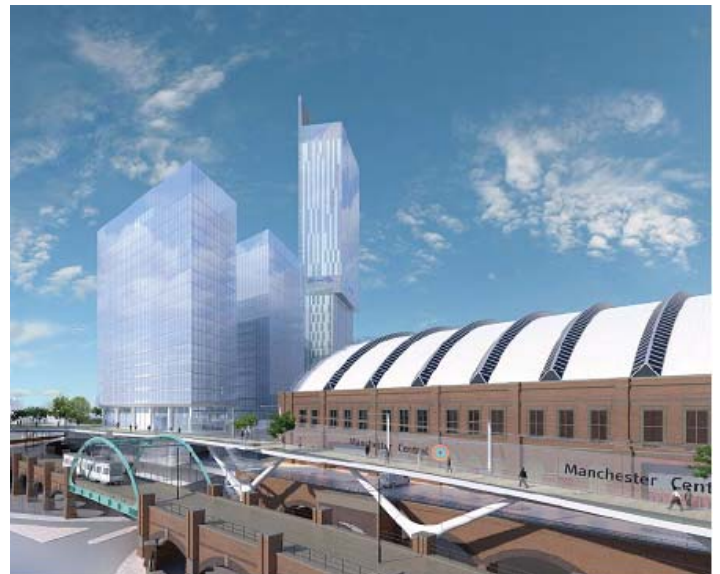


Deansgate / Castlefield / Manchester Central

- 4.13 A priority of the Framework is to transform St. Peter's Square, Manchester Central, the Deansgate interchange (and the Corridor Manchester) into world class spaces; where the pedestrian environment is given priority over all forms of vehicular traffic, alongside high quality, modern public transport and new public realm, which embraces the 'greening' of the City.
- 4.14 The redevelopment and restructuring of the public realm, transport infrastructure and built environment to the rear of Manchester Central will fulfil this objective by providing 70,000 sq m (750,000 sq ft) of new office, retail and hotel space; alongside a redesigned Metrolink interchange and newly formed public square.
- 4.15 The proposal seeks to create approximately 47,000 sq m of new office space, over 20,000 sq m of new hotel provision and almost 3,000 sq m of retail space centred around a new Manchester Central/Deansgate Metrolink interchange and attractive public space to the rear of the Manchester Central convention centre. The proposals plan to incorporate up to two new office buildings and two new hotels contained in a collection of tall buildings to complement the adjacent Beetham Tower development. The ambitious plans will use public spending to leverage private funds and commercial investment; providing a world class transport interchange to create the conditions in which to attract new employment opportunities and additional services to benefit the wider city.
- 4.16 High level goals of the project are to increase permeability, change the perceptions of the city when entering from the conference quarter and unify the confused connections between Manchester Central, Deansgate and Castlefield.
- 4.17 The project will specifically provide a dedicated 'door-to-door' link from the tram / rail stations to the front door of Manchester Central, a new elevated 'green space' covering the Manchester Central service yard, a new Metrolink station

and rail interchange, improved landscaping and public realm on Watson Street / Great Bridgewater Street, increased permeability between Castlefield and the wider city and the creation of significant inward investment via a series of new commercial buildings.

- 4.18 The development will form a crucial piece of public investment that will provide a catalyst for the regeneration of the Civic Quarter framework area. Improved connections with St. Peter's Square and an enhanced sense of arrival into the city will, alongside the public investment in the Town Hall Complex, attract major private investment to the wider Civic Quarter framework area.



View of Manchester Central and Deansgate Interchange from Lower Mosley Street



Gateway to Manchester Central



Aerial view from above St. Peter's Square

KEY PROJECTS

- 4.19 The following private sector development projects have the potential to significantly improve the existing offer in the Civic Quarter framework area:

Elisabeth House

- 4.20 Elisabeth House currently represents a significant eyesore which detracts from the historic character of St. Peter's Square and blights key views at the axis of two major key gateways into the city core. It's redevelopment represents a crucial piece of the vision to redesign St. Peter's Square.
- 4.21 Elisabeth House will provide a building that will frame the eastern extent of St. Peter's Square and enhance the historic context. The proposals will include over 24,154 sq.m (259,991 sq ft) of high quality office space.
- 4.22 The redevelopment at Elisabeth House will complement proposals to revitalise St. Peter's Square and remove a building which currently has little architectural or functional merit. The provision of substantial high quality office space in this location will attract investment and contribute to the continued southward expansion of the city core.
- 4.23 There is an opportunity through extensive public realm upgrading and the provision of active frontages to revitalise the public facing environment of the south eastern extent of St. Peter's Square, serving to attract 'South Bank' style quality restaurant and cafes to increase footfall and enliven the public realm.
- 4.24 The proposals for St. Peter's Square, as part of the Town Hall investment, has the opportunity to act as a catalyst to significant public realm improvements and activity throughout the study area. The proposals will strengthen the priority connections between public spaces such as Spinningfields, Lincoln Square and Albert Square to Barbirolli Square, the Convention Centre Piazza and the Great Northern Square. There is also a need to integrate with planned public realm improvements in the Corridor.



Century House Block

- 4.25 Four properties at and surrounding Century House have been acquired by Mosley Street Ventures Ltd. The site represents a significant opportunity to improve the primary frontage onto St. Peter's Square and, alongside Elisabeth House, will be a fundamental ingredient in contributing to its future success.
- 4.26 Proposals are planned to include an office building facing onto St. Peter's Square. It will deliver high quality office space and will have the potential to deliver active frontages, including retail, along Mosley Street.
- 4.27 The development will continue the progressive improvement of the streetscape along Mosley Street, framing the north eastern extent of St. Peter's Square. In conjunction with committed development along the eastern edge of St. Peter's Square, the redevelopment of Century House will revitalise and increase movement through the area, it will complement proposals to create an area of world class public realm which is framed by high quality design and architecture.

Landmark / Former Odeon

- 4.28 The former Odeon Cinema has been vacant since 2004. It is not capable of reuse and detracts from a key gateway into the city core at the apex of The Corridor.
- 4.29 The site benefits from an extant planning permission which proposes to demolish the existing building and replace it with a 14 storey office building; providing approximately 16,258 sq.m (175,000 sq ft) of prime B1 office space, with sky gardens and associated parking.
- 4.30 The redevelopment of the Odeon is an important element of the regeneration of the Civic Quarter and the sustainable economic growth of The Corridor. It will enhance perceptions of the eastern gateway to the Civic Quarter and, in conjunction with Elisabeth House and planned infrastructure and public realm improvements, act as a regenerative catalyst in attracting further investment.



View across St. Peter's Square



View from Oxford Street



View from Peter Street

Dickenson House

- 4.31 Situated immediately to the rear of the former Odeon Cinema and directly adjacent to Elisabeth House, Dickenson House forms part of the currently underutilised 'block' of buildings to the south east of St. Peter's Square.
- 4.32 The site currently has extant planning permission for a five-storey extension of the existing building (including roof terrace area) to form office accommodation and the refurbishment of the existing building to provide a dental surgery at basement and ground floor level, with offices at all floors above. The development will provide a total of 1,784 sq.m (19,203 sq ft) of new space once complete.
- 4.33 The redevelopment of Dickenson House will complement surrounding development at the Odeon and Elisabeth House, adding to the offer of high quality office space in this location. The three developments in combination, will provide a significant density of office development which will serve to reinvigorate a redundant area of Civic Quarter and contribute to the southward expansion of the city core.



Theatre Royal

- 4.34 Redevelopment of the Theatre Royal will contribute to the regeneration of a landmark building, situated on a key axial route across the city. The development will provide a new home for the Library Theatre; relocating from the current premises in the basement of the Central Library.
- 4.35 The relocation of the Library Theatre will provide prominent and prestigious space for a famous Manchester Theatre; providing improvement to the cultural and artistic offer within the Civic Quarter Framework Area.
- 4.36 The proposed development at Theatre Royal aims to revitalise and restore the existing Grade II Listed former theatre. A new and refurbished high quality building will incorporate residential, hotel and commercial uses, alongside a new home for the Library Theatre.
- 4.37 There is an economic need for more high quality hotels in the Civic Quarter Framework Area, particularly close to Manchester Central. The development of a high-end 5* hotel as part of the Theatre Royal project will underpin the excellence of the City's visitor infrastructure.

London Scottish House (24 Mount Street)

- 4.38 The redevelopment of London Scottish House, by Walls Developments, will include a major high quality Grade A office development; comprising of a high building (no. of storeys still to be agreed) with lively ground floor frontages which incorporate a major new office entrance and reception area designed to contribute to the vitality of the area.
- 4.39 The proposed development will visually improve the Manchester Central Piazza and Windmill Street, removing a significant eyesore which is of detriment to the streetscape and surrounding public realm. The investment could provide a catalyst for further investment along Windmill Street, which is currently underused and lacks the active frontage to attract footfall to the area.

Peterloo House

- 4.40 The redevelopment of the outdated 1960's office building at Peterloo House will provide high quality new office space. The new development will complement surrounding proposals on the eastern fringe of St Peter's Square, improving the quality of existing office accommodation and current visual perceptions of the area. The proposal will help to maximise on the regenerative benefits created by

significant investment in the St Peter’s Square public realm.

Pillo Hotel

4.41 A new Pillo Hotel, situated on Whitworth Street West, will provide a new 250 bed budget hotel, alongside a new 8,000sq ft business suite. The proposals will revitalise the southern extent of the Civic Quarter framework area; providing connectivity and services to First Street and catering for the expansion plans of Manchester Central. In addition, Whitworth Street West represents another significant area of opportunity, with the potential to further connect the Southern Gateway with the Civic Quarter.



Axis

4.42 With planning permission already secured, the Axis office development is planned to provide a new 18 storey office building with 50 dedicated car parking spaces. The currently vacant site is situated in a prominent position which frames the southern gateway and lies adjacent to the Manchester Central and Beetham Tower developments. The development will further expand the city core southwards and improve existing linkages with First Street and beyond.



SUMMARY

- 4.43 In summary, the indicative programme, contained as figure 4, illustrates the major projects that are a priority for delivery within the Civic Quarter Framework Area. This is a combination of the civic interface, new public realm and the redevelopment of outmoded and obsolete commercial buildings. The projected timescales through planning, construction and operation are illustrative only and in a number of cases are subject to obtaining the relevant planning, listed building and conservation area consents.
- 4.44 The proposals that have been identified could in combination increase the total floorspace in the Framework area by 67% from circa 300,000sq.m (3,229,173 sq ft) to 500,000sq.m (5,381,955 sq ft).
- 4.45 A significant proportion of this increase would be offices, followed by hotel, retail and leisure, as demonstrated by figure 3.
- 4.46 This framework aims to bring forward the identified development in a timely and coherent manner, which is able to match up supply and demand over the course of a long-term 10 year strategy. Emerging opportunities in the framework area will require high quality development to match the existing and committed provision; which is provided in the right locations utilising a partnership approach. The City Council’s role will be one of stewardship and strategic direction, guiding the location and quality of new development through ongoing partnership with key stakeholders.

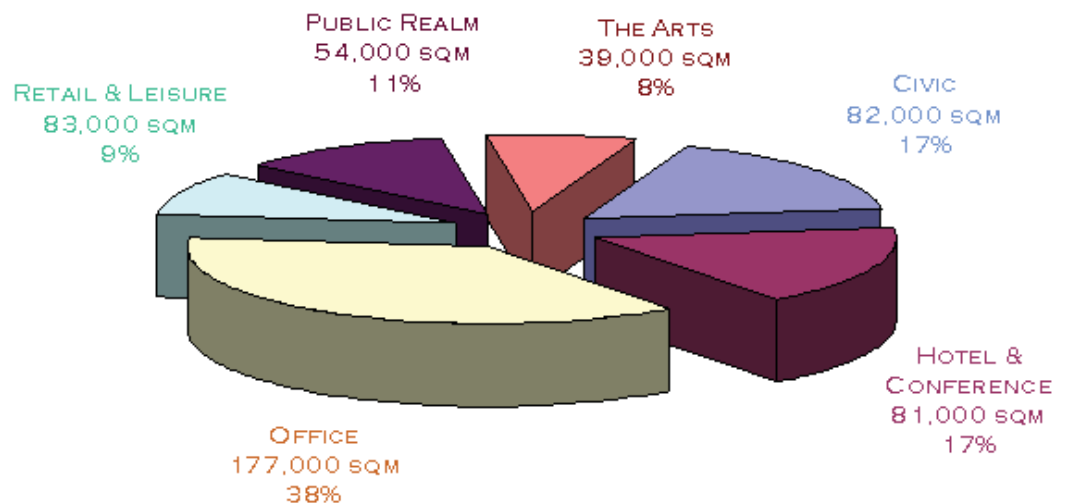


Figure 3

#	DEVELOPER AND PROPOSED SCHEME	POTENTIAL FLOORSPACE	REGENERATIVE OUTPUTS	
			JOB CREATION (FTE)	BENEFITS
1.	<p>Subject to competition</p> <p>Town Hall Complex Refurbishment – including Town Hall extension, Central Library and St. Peter’s Square</p> <p>Comprehensive redevelopment of the Town Hall Complex to improve customer service provision, create modern working environment and increase efficiency of floor space to accommodate increased number of staff – relocated from other offices.</p> <p>New family and community library – The City Library – created and associated ancillary retail/leisure uses at ground floor level with the glazing of Library Walk. Re-located Library Theatre to new premises.</p> <p>International design competition to re-model St. Peter’s square.</p> <p>[The Town Hall will be refurbished and energy efficiency improved.]</p>	<p>63,499 sq.m (683,498 sq ft)</p> <p>[Town Hall Extension and Central Library only]</p>		<p>Transformation of St. Peter’s Square to reflect the international architectural standing of the civic buildings and their functions.</p> <p>To act as a catalyst for transformational change to maximise economic potential of the area. A key gateway to the City at the apex of the Oxford Road Corridor.</p>
2.	<p>Benmore Developments</p> <p>Theatre Royal</p> <p>Retention of Theatre Royal with erection above of a 35-40 storey 5* hotel with apartments.</p>	<p>35, 000 sq.m (376,737 sq ft,) including 250 bed hotel and 40 apartments at 185.sq.m (2,000 sq ft) each</p>	<p>200 FTE jobs [Hotel development only]</p>	<p>Would provide a new home for the Library Theatre, a key Manchester theatre.</p>
3.	<p>Mosley Street Ventures Ltd.</p> <p>Century House Block (including Century House, 81-89 Mosley Street/9-11 Dickenson Street and Sussex House/83-85 Mosley Street)</p> <p>4 properties have been acquired and are in the control of a single property vehicle. Development will be a single 12 storey office building facing St. Peter’s Square</p>	<p>Circa 19,509 sq.m (210,000 sq ft)</p>	<p>circa 1204 FTE jobs</p>	<p>Would deliver the continued progressive improvement of the streetscape of Mosley Street including an active retail frontage.</p>
4.	<p>Walls Developments</p> <p>24 Mount Street (Former London and Scottish House)</p> <p>Demolition of 24 Mount Street and the erection of a high building to accommodate offices and ground floor retail</p>	<p>Up to 23,225 sq.m (250,000 sq ft)</p>	<p>1220 FTE jobs</p>	<p>Would deliver Grade A office space in a landmark building and will remove an eyesore building that has detrimental impact on surrounding townscape.</p>

#	DEVELOPER AND PROPOSED SCHEME	POTENTIAL FLOORSPACE	REGENERATIVE OUTPUTS	
			JOB CREATION (FTE)	BENEFITS
5.	Argent & Greater Manchester Property Venture Fund Elisabeth House Redevelopment of Elisabeth House to erect a maximum 14-storey office building.	25,548 sq.m (275,000 sq ft)	1341 FTE jobs	Redevelopment of vacant eyesore building. Opportunity to redesign the building to respond sensitively to the historic buildings on St. Peter's Square & create a new colonnaded building with internal public realm, active ground floor uses and setting a new benchmark for office buildings in the city centre.
6.	Manchester & Metropolitan Properties Former Odeon Cinema Demolition of the former Odeon Cinema and erection of a 14-storey office building	16,258 sq.m (175,000 sq ft)	854 FTE jobs	Would deliver Grade A office space and replace a building which has been vacant since 2004 and is not capable of reuse.
7.	Manchester & Metropolitan Properties Dickenson House Erection of a five storey extension to the existing building.	1,784 sq.m (19,203 sq ft)	94 FTE jobs	Would deliver a combination of office space and a ground floor dental surgery and refurbishment of a listed building.
8.	Property Alliance Group Axis, Albany Road Development of an 18 storey office building, with 50 dedicated car parking spaces	6,795 sq.m (73,144 sq ft)	357 FTE jobs	Prominent landmark building on key approach to City centre and Manchester Central.
9.	Manchester City Council Deansgate, Castlefield and Manchester Central Redevelopment of the Manchester Central (G-Mex) Tram interchange and surrounding servicing facilities to the rear of Manchester Central. Improvements will include improved public realm; improving connectivity to Deansgate Station, Castlefield, Manchester Central and the wider City beyond.	69,677 sq.m (750,000sq ft)	2993 FTE jobs	Would provide essential infrastructure, public realm, connectivity and redevelopment benefits to a key transport interchange and 'dead space' to the rear of Manchester Central.
10	AXA Real Estate Investment Managers Peterloo House Replacement of the existing 1960's office building with a new 10-12 storey HQ office building	9,290 sq.m (100,000 sq ft)	448 FTE jobs	Demolition of outmoded 1960s building and new Grade A office space.
11.	Pillo Hotels Pillo Hotel, Whitworth Street West Development of a new 250 bed, 3* hotel with an 8,000 sq ft (743. sq.m) business suite	11,638 sq.m (125,270 sq ft)	164 FTE jobs	Would bring regeneration of south side of Whitworth Street and connect to First Street.
	Total	282,223 sq.m (3,037,852 sq ft)	8875 FTE jobs	

* Approximate value only based on information derived from planning permissions or assumptions based on site area/floorspace. Job creation of Full-Time Equivalents (FTE) is calculated based on Planning Application documentation or in the absence of information using office densities at 1 workstation per 205 sq ft (19 sq.m) and hotel densities at 1 FTE per 80 bed spaces (Source EP and Arup Guidance 2001).

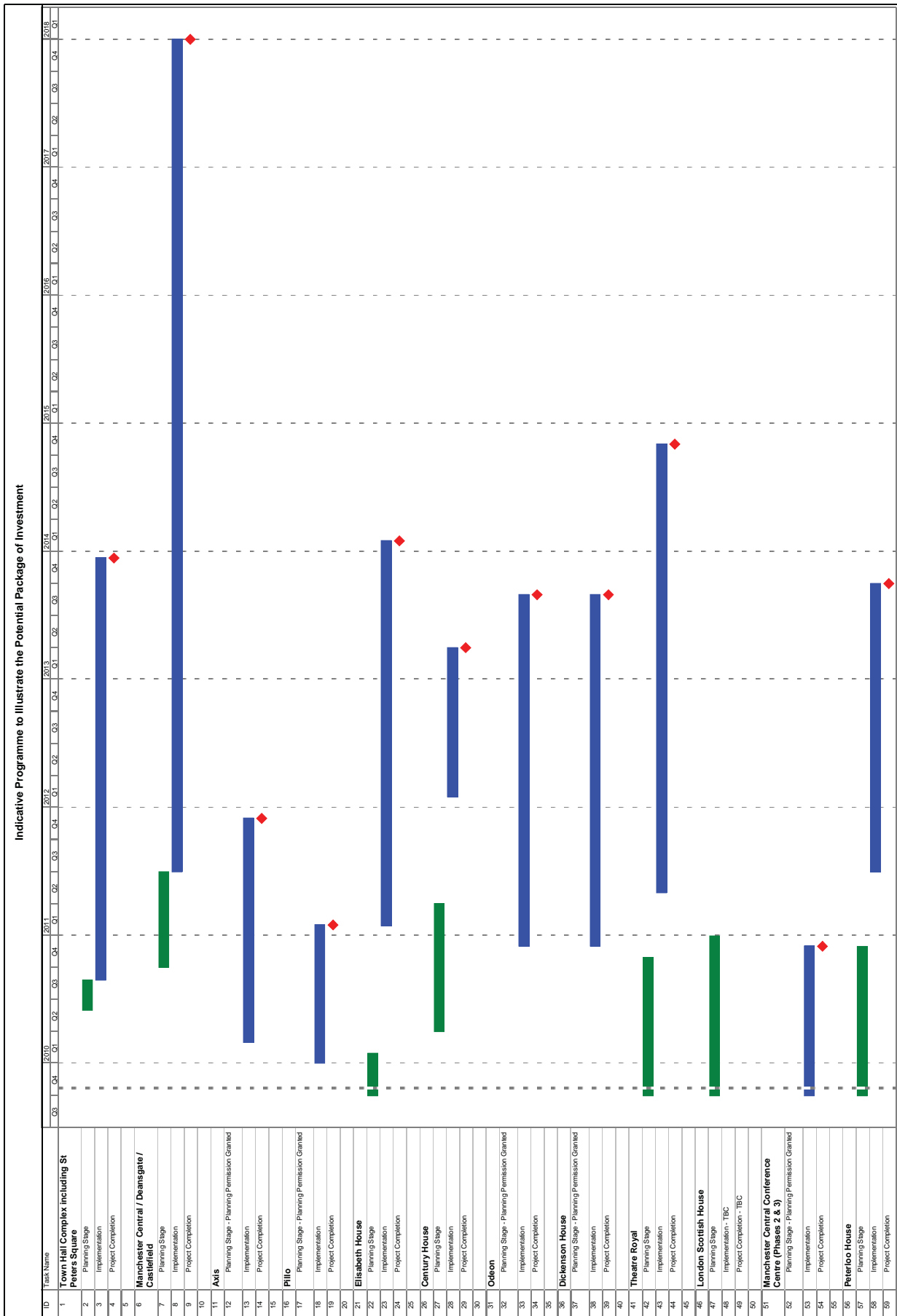


figure 4

5. THE CHALLENGE

- 5.1 At first glance the unique combination of assets would not appear to support the need for a framework to guide investment and promote regeneration of the area. However, on a closer inspection some fundamental weaknesses are revealed, namely:
 - a large number of underutilised, vacant and obsolete buildings;
 - poor quality public realm conflicts between pedestrians and traffic; and
 - very poor quality retail environment at street level.
- 5.2 The area is one of sharp contrasts. A grouping of historic buildings of world class architecture alongside low grade commercial architecture particularly from the 1960-70s.
- 5.3 St. Peter’s Square is a key gateway to the city centre, yet at street level the Square is dominated by a significant number of buses and cars entering the core area of the city. Although, current vehicular movements are restricted through the Square, this does not go far enough to truly strengthen the pedestrian linkages.
- 5.4 Despite large visitor numbers to Manchester Central for conference events, the choice of good quality ground floor retail/leisure uses, especially in the food and beverage market, is limited.
- 5.5 Figure 5 identifies the existing mix of uses by floorspace. The principal land uses are taken up by the civic buildings and public open spaces, illustrating not only the sheer scale of both of these publicly owned assets but also their inherent importance to the future of the area.
- 5.6 Almost without exception the office buildings do not meet the requirements of modern occupiers let alone the next generation of office occupiers. This floorspace coupled with the vacant accommodation across the area totals circa 14% of the total existing floorspace and demonstrates the urgent need for significant investment in commercial led regeneration.

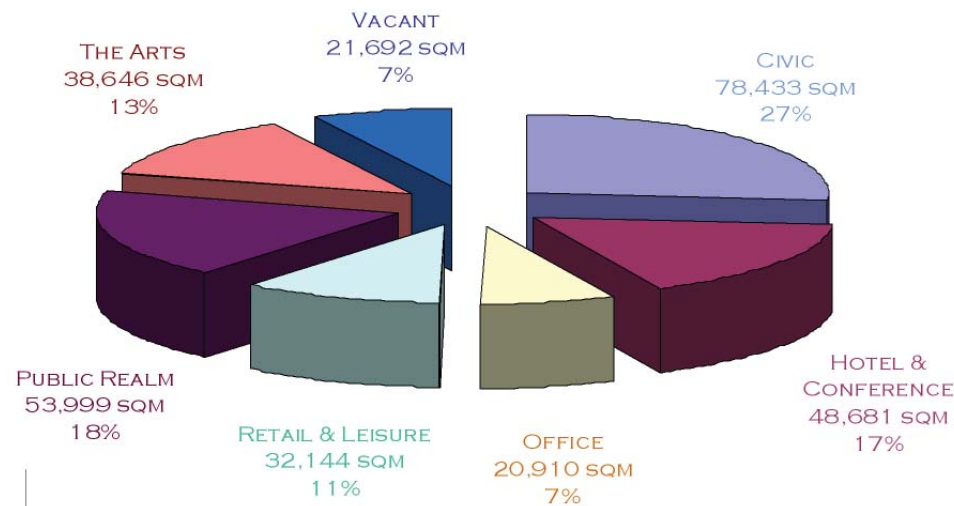


Figure 5: The existing proportion of floorspace by use.

6. STRATEGIC FIT

STRATEGIC FIT WITH POLICY PRIORITIES

- 6.1 The regeneration of the Civic Quarter Framework Area has the potential to make a significant impact on the economic priorities for the City and the Manchester City Region.

Manchester Independent Economic Review

- 6.2 The MIER concludes that:

“Manchester’s size and potential makes it pre-eminent amongst the Cities of the North and a natural complement to the south eastern power house of the UK economy. It has essential economic assets, scale, connectivity and, in the University of Manchester an international seat of learning of the highest quality ... Manchester does have a route to long term growth that would make a meaningful difference to the UK as a whole.”

- 6.3 The Civic Quarter Framework Area should be a manifestation of the special qualities of the Manchester City Region. It has the potential to create a new meeting place set within the backdrop of a world class public realm. The quality of architecture, public realm design and management will all be essential to realising its potential.
- 6.4 MIER concluded that the City Region is currently punching below its weight in productivity terms. Improving productivity is a high priority. This requires investment and skills, education and training. It also requires the City Region to retain and attract a highly skilled workforce, and to maintain if not accelerate the rate of migration of skilled workers and businesses into the City Region.
- 6.5 The combination of economic, civic and cultural assets in the Civic Quarter, combined with the potential to create truly world class new office buildings, retailing and other commercial uses means that it has a particularly important role to play in strengthening the offer of the City Region, and attracting the next generation of businesses and organisations moving into the Manchester City Region.

Manchester City Region 2025

- 6.6 This is reinforced by the vision for the MCR by 2025, which has been expressed by AGMA as:

“A World Class City Region at the heart of a thriving North”

- at the forefront of the knowledge economy.
 - competing for global investment, jobs and visitors.
 - opportunities for all.
 - distinguished by quality of life.
 - GVA levels to match those of London and the South East.
- 6.7 The potential scale of the opportunity combined with the quality and range of uses and institutions within the Civic Quarter Framework Area will have a real impact on these objectives.

The Manchester Core Strategy & Community Strategy

- 6.8 The emerging Core Strategy for Manchester and the Manchester Community Strategy (2006-2015) identifies the City centre as the primary engine of economic growth and opportunity.

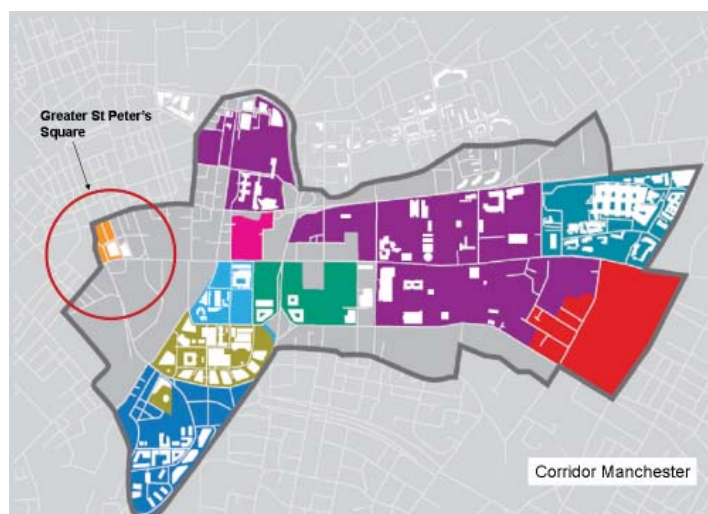
- 6.9 The vision defined by the Core Strategy includes within its aims:
- a successful sustainable city with a growing economy in the front rank of cities in Europe and the world;
 - contributing to the national economy as the regional capital of the north west and supported by a successful region with excellent connections to and from other northern city regions and beyond; and
 - a city where the knowledge based economy flourishes within an entrepreneurial community, recognised internationally and characterised by fully skilled, inclusive working populations.
- 6.10 The Civic Quarter Framework Area area brings together the values of civic pride and civic leadership, with international trade and commerce, world class innovation and research, at the heart of an entrepreneurial community. These qualities will be appealing to businesses and institutions attracted to Manchester.

Manchester Climate Change Action Plan

- 6.11 The City is currently preparing a Climate Change Action Plan, to be presented at the UN Climate Change Summit in December 2009, with the two over-arching objectives of:
- reducing the city of Manchester’s emissions of CO₂ by “at least a million tonnes” by 2020; and
 - to engage all citizens, neighbourhoods and organisations in Manchester in a process of cultural change that embeds ‘low carbon thinking’ into the lifestyles and operations of the city.
- 6.12 While this Plan focuses on the urgent task of reducing the City’s impact on the climate and establishing ‘low carbon living’, it is also a Plan to capitalise on the opportunities that this will provide, incorporating actions necessary to adapt to a changed climate.
- 6.13 Whilst still at an early stage of development, the key principles of low-carbon transition are firmly embedded in the City’s aspirations for future growth and prosperity. The forthcoming renovation of the Town Hall Extension will be a major flagship project for the City in delivering emissions reductions from existing buildings, a key theme in the emerging Vision and Routemap for the Commercial Property Sector which is being developed to complement the Climate Change Action Plan.

Implications for The Corridor

- 6.14 The location of St. Peter’s Square at the apex of The Corridor, provides the opportunity to integrate the development opportunities centred on integrated transport initiatives, public infrastructure, economic development, retail and cultural strategies with the ambition of this Framework.
- 6.15 There is a real opportunity for the universities and institutions to have a high profile presence and to improve linkages to First Street and Southern Gateway through improved public realm and pedestrian connectivity.



SUMMARY

6.16 In summary the Civic Quarter Framework Area integrates the City's essential economic assets:

- civic leadership;
- business and trade;
- culture and the arts;
- international seat of learning; and
- the skills and creativity of Manchester City Region.

7. GUIDING DEVELOPMENT PRINCIPLES

DEVELOPMENT PRINCIPLES

7.1 The key guiding principles of the Framework are:

A Partnership Approach and Delivery

- to establish a public and private sector partnership to manage, and deliver transformational change;
- to promote stewardship of the vision to meet changing demands of the market; and
- to adopt a comprehensive and coordinated approach.

Key Capital Projects:

- the Town Hall Complex including Central Library;
- the transformation of St. Peter's Square;
- new transport interchange at Deansgate and Manchester Central; and
- investment in Manchester Central Convention Centre.

Their success is a pre-requisite to attracting private sector investment at the scale necessary for transformational change.

Sustainability

- to ensure the highest possible standards of energy performance in new development whilst maximising opportunities to reduce carbon emissions from existing buildings;
- to create an inspiring urban environment that is resilient to the impacts of a changing climate, particularly higher peak temperatures and more frequent and intense rainfall events;
- a commitment from all landowners to deliver a city-wide approach to renewable energy and utility strategy;
- to integrate the principles of resource efficiency into all regenerative activity and the subsequent management of buildings, services and spaces.

Place Making

- to regenerate vacant and obsolete commercial buildings and provide cutting edge, modern and flexible floor plates to attract the next generation of occupiers;
- to transform the public realm, led by the Town Hall Complex and St. Peter's Square proposals;
- to ensure public art is an integral part of the public realm;
- to develop landmark buildings to mark the City's approaches;
- to create a new and distinctive public and civic meeting place of international significance that knits together the various public and commercial buildings on its perimeter to provide a major asset for the city;
- to provide day and night activity to complement the conference, music and arts land uses; and
- to create a high quality and specialist retail environment linking public spaces and key pedestrian routes with ground floor, café/ restaurant, animation.

The Historic Environment & Architectural Excellence

- to conserve and enhance the area's outstanding architectural heritage and to ensure excellence in design; and

- to reflect the character of the conservation areas through an emphasis on corners of buildings and through the linear character and vertical rhythm of building proportions using tri-partite subdivision of the top, middle and bottom.

Connectivity and Digital Infrastructure

- to connect to neighbouring regeneration projects such as Spinningfields, First Street and The Corridor;
- to fit with and extend the traditional City Core and Business District;
- create new legible linkages between the square and other areas of the city centre;
- to put the pedestrian first by upgrading the pedestrian environment, enhancing physical linkages, permeability and accessibility; and
- for all developments to deliver the next generation high-speed digital infrastructure and ICT connectivity.

A NEW MEETING PLACE IN THE CITY CENTRE

- 7.2 Leading businesses will be attracted to a location which has a powerful mix of civic, cultural, trade and education institutions, and such high levels of public transport accessibility and high quality public realm. This rich mix of uses will bring great vitality to the area, which will be truly cosmopolitan, and a focal point not only for the City centre but for Manchester City Region.
- 7.3 The exceptional collection of strengths coupled with the quality of leadership and public sector drive of the City Council will ensure that the vision, to be market leaders in delivering a vibrant and dynamic new quarter to attract and retain business, is deliverable.

EXTENSION OF THE BUSINESS DISTRICT

- 7.4 The Civic Quarter Framework Area is a natural extension of the existing central business district. It can provide a very different environment, with a special combination of "world class" civic buildings, culture and the arts, conference and exhibition facilities, landmark hotels, public transport connectivity, and public realm.
- 7.5 The commercial offer must be able to respond to and keep pace with emerging markets. The Framework supports the need to meet the demands of future occupiers over the next 5 to 10 year period.
- 7.6 The vitality of the area, the quality of the public spaces and the combination of old and new architecture, can provide a different offer to the existing prime office locations in Spinningfields and King Street, and the emerging office locations in the northern and eastern quarters of the city centre focused around Victoria and Piccadilly.
- 7.7 The cosmopolitan nature of the Civic Quarter Framework Area, combined with its proximity to the Universities and other institutions on Oxford Road and its proximity to the Chinese Quarter, the Village, Castlefield, Piccadilly, the Retail Core, Spinningfields and the CBD; will make it a highly attractive location subject to the right architectural, public realm and management solutions.

THE SUSTAINABLE CITY

7.8 A truly economically competitive city must have the strategic objectives of a low carbon economy at its core. The aim of the City Council's Sustainable Community Strategy is for Manchester to be a "Green City" by 2015. With the reputation of a rapidly improving environmental performance and the environmental sector's contribution to economic growth.

7.9 Change is already underway. In February 2008 the City Council approved 17 Principles of Tackling Climate Change in Manchester, from which a Call to Action was subsequently developed. A Climate Change Action Plan is now being developed, setting out the steps that Manchester will take to become a low carbon city by 2020.

7.10 Whilst this Plan focuses on the urgent task of reducing the city's impact on the climate and establishing 'low carbon living', it is also a Plan to capitalise on the opportunities that this will provide and incorporates actions necessary to adapt to a changed climate:

Mitigation: modifying structures, systems, processes and lifestyle to reduce emissions, to live more within the capacity of the environment to support us and future generations.

Capitalisation: taking advantage of the benefits of low carbon living for all of Manchester's citizens to live healthier, more prosperous and fulfilling lives.

Adaptation: ensuring that the structure of the city, it's organisations, businesses and residents can be resilient as the climate changes.

7.11 A number of headline and supporting actions are organised under five thematic categories, with an additional suite of cross-cutting actions.



7.12 Manchester's rapid transformation to a low carbon economy through strong links and partnership agreement between the public and private sectors is a priority foundation on which the city must build in order to position itself as an internationally recognised sustainable and successful city. Development within the Civic Quarter Framework Area must embrace the commitment to sustainable development and reducing carbon emissions.

7.13 The emerging Vision and Routemap for sustainable property in the City provides a useful frame of reference in this respect:

This is Manchester: a global location of choice for commercial property investors and occupiers seeking climate-adapted, productive and inspiring buildings; a City where the property sector and public authorities work openly and collaboratively to realise global competitive advantage.

This is Manchester: the original modern City where:

- commercial property **owners** are committed to sustained, long-term investment in their assets to optimise value whilst delivering exceptional levels of efficiency and user satisfaction;

- where commercial property **occupiers** demand the highest standards of resource efficiency, design and environmental quality, and work constructively with their landlords to improve the performance of existing stock;
- where commercial property **managers** are proactive in highlighting opportunities for positive change and facilitate open engagement between landlords and tenants to deliver fair and mutually beneficial solutions;
- where commercial property **developers** take pride in their product, embed whole-life principles into appraisals and are prepared to challenge the received wisdom of prohibitive cost;
- where **architects** and **advisors** proactively encourage and educate their clients to pursue the highest practicable standards of performance throughout the whole of the design process;
- where **contractors** compete on the basis of their environmental performance record, their commitment to fair and local employment and their ability to deliver buildings which fulfil their full design potential;
- where **public authorities** provide leadership on their own estate and are clear and consistent in their policies and decisions, taking a robust and holistic view of sustainability, and supporting those who push the envelope of innovation to create distinctive, low-carbon places;
- where **valuers** take account of social, economic and environmental credentials in their assessment of value, worth and risk;
- where commercial property **agents** understand and promote the full marketing benefits of sustainable buildings; and
- where **investors** and **lenders** grant better financing conditions for sustainable buildings, and impose strong improvement covenants on those which pose unacceptably high levels of sustainability risk.

SENSE OF PLACE

7.14 Business and tourism is now firmly routed on the global stage and first impressions compete at this international level. The city now attracts large number of visitors to the vicinity for conference, theatre, arts or business needs.

7.15 At present, the uses and public spaces do not fully support the needs of the visitors nor encourage time to linger. There is a lack of good quality ground floor active uses such as cafés, restaurants and specialist retail. There is huge potential for improvement and investment that would significantly increase the vibrancy and vitality of the locality.

7.16 There is a real need to create a 'sense of place' and cement the Framework's position as the civic centre and new meeting place of the city; and an extension of the commercial core as well as to complement neighbouring regeneration strategies.

Relationship to Historic Environment & Exceptional Architectural Quality

- 7.17 The architectural principles underpinning any new development must be in harmony and respect the quality, history and significance of the existing architecture including ten Grade I and Grade II* listed buildings in juxtaposition to prominent locations for new development opportunities.
- 7.18 Located within or adjacent to four conservation areas, the area demands architecture of exceptional, design and quality which is contextually responsive. The setting affords the need for landmark buildings which mark the city's main approaches and have a significant role to play in defining this area of the city centre.

Connecting the Public Realm

- 7.19 To encourage city centre growth and regeneration, permeability and movement through spaces is a key objective, in order to establish attractive pedestrian circuits and connect the city fringes to its core.
- 7.20 There is an opportunity to reconnect St. Peter's Square and Albert Square as the prime civic open space in the city. This will be driven by the redevelopment of the Town Hall complex; which represents the most significant investment in recent years. The design quality, environment and pedestrian connectivity created by the Town Hall redevelopment will provide the barometer which will drive the improvement of the public realm throughout the Civic Quarter Framework Area and the wider city. Subsequent public realm enhancement, such as St. Peter's Square, Oxford Street and Manchester Central, will follow and complement the standards laid down by the Town Hall.
- 7.21 The extension of Mosley Street through St. Peter's Square should be encouraged as a natural extension of the CBD and to link the core of the city to the Southern Gateway. Connections with public spaces south of Oxford Road/Peter Street including, Great Northern Square, along Windmill Street to Manchester Convention Centre Piazza and to Barbirolli Square as well as to major new public spaces at Spinningfields and also Lincoln Square is currently an untapped resource.
- 7.22 A high quality public realm is essential to underpin this objective, to assist the creation of a sense of place, create positive first impressions as a key arrival point and to encourage growth through stimulating further investment.

Design for Use

- 7.23 The principal land use for new development in this area is commercial, to support its emergence as a meeting place and new public interface; attracting investment, business and economic growth. Therefore a key driver is the aspiration to provide cutting edge, modern and flexible floorplates to attract new occupiers.
- 7.24 The scale of potential new commercial space, nearly 300,000sq.m (over 3 million sq ft) and investment in conference and the arts will need to be supported by increased retail, leisure and visitor accommodation of a high quality to reflect the stature of the location.

A SPECIAL RETAIL OFFER

- 7.25 The City centre Retail Strategy identified the need and potential for a high quality and destination (music/arts) retail offer with a focus on restaurants/cafes and leisure retailing in St. Peter's Square and Barbirolli Square area serving the international draw of the theatre, arts and conference district.
- 7.26 The redevelopment of Elizabeth House and other commercial buildings fronting the redeveloped St. Peter's Square/Oxford Street junction, Barbirolli Square and the Convention Centre Piazza provides an opportunity to attract restaurant and café operators not currently represented in Manchester, with a "South Bank" style of retailing linked to the major attractions in the area, but also supported by growing employment and the new civic complex.

THE DIGITAL CITY

- 7.27 In essence, it will be imperative to connect the ability for innovation with the infrastructure to succeed in order to expand and diversify the City Region economic base.
- 7.28 Over the past thirty years Manchester has been somewhat successful in attracting and fostering companies from the digital and creative sectors, in financial and accountancy services, biotechnology and in areas such as engineering or environmental consultancy. The City Council's Knowledge Capital and Science City Prospectuses set out formidable goals for fortifying the City's position as a global leader in these areas.
- 7.29 As the city's reputation and position in these sectors consolidates, sufficient infrastructure for growth must be in place in order for Manchester to remain internationally competitive. This will include, for example, third generation high speed digital networks and a closely knit supply chain of international, science, technical, health research institutions across the public and private sectors. This includes providing the digital connectivity that is capable of supporting a knowledge economy which in turn can attract creative and innovative businesses and individuals.
- 7.30 All new development within the Civic Quarter Framework Area must embrace new digital infrastructure and technology.

8. GOVERNANCE AND PARTNERSHIP

PUBLIC AND PRIVATE SECTOR INITIATIVES

8.1 The full potential of Civic Quarter cannot be realised without strong partnership working:

Public sector led initiatives:

- new civic complex;
- culture and the arts;
- public realm;
- transport infrastructure; and
- leadership and vision.

Private sector led initiatives:

- new offices and retailing – setting new standards for the city centre;
- international quality architecture;
- attracting new businesses to the MCR, and accommodating growth of the existing business district; and
- strengthening the offer of the city centre as a whole.

In partnership:

- delivering transformational public realm and new buildings;
- promoting and managing a new meeting place within the city centre; and
- embracing sustainability, in building design and management and implementing a renewable energy strategy to reduce carbon emissions and to create a Sustainable City.

8.2 Partnership structures are already in place that will facilitate the delivery of public and private investment in the Civic Quarter Framework Area.

8.3 There is currently a Landowners Group and Design Group which govern the evolution of the Civic Quarter, chaired by Chief Executive, Sir Howard Bernstein and Leader, Sir Richard Leese, respectively.

8.4 These established working practices will ensure that development in the area will come forward in an integrated, connected and coherent manner.

PRIVATE SECTOR CONTRIBUTIONS

8.5 Manchester City Council intend to put in place a policy framework that will enable an investment fund to be established for the Civic Quarter Framework Area for example:

- world class public realm and linkages;
- next generation digitisation;
- sustainability strategy; and
- public art.

8.6 In developing this approach to implementation the City Council will work closely with investors to ensure that investment required does not prejudice the viability of the development proposals.

8.7 Whilst no specific mechanism has been established as yet, such an approach would need to recognise the substantial 'upfront' cost incurred in providing world class public realm, next generation digitisation and renewable energy and utilities strategy. This may, therefore, lead to the establishment of a 'deferred payment mechanism' linked to the success of particular development projects.

8.8 MCC will work with partners to develop suitable models to ensure that external contributions can be secured.

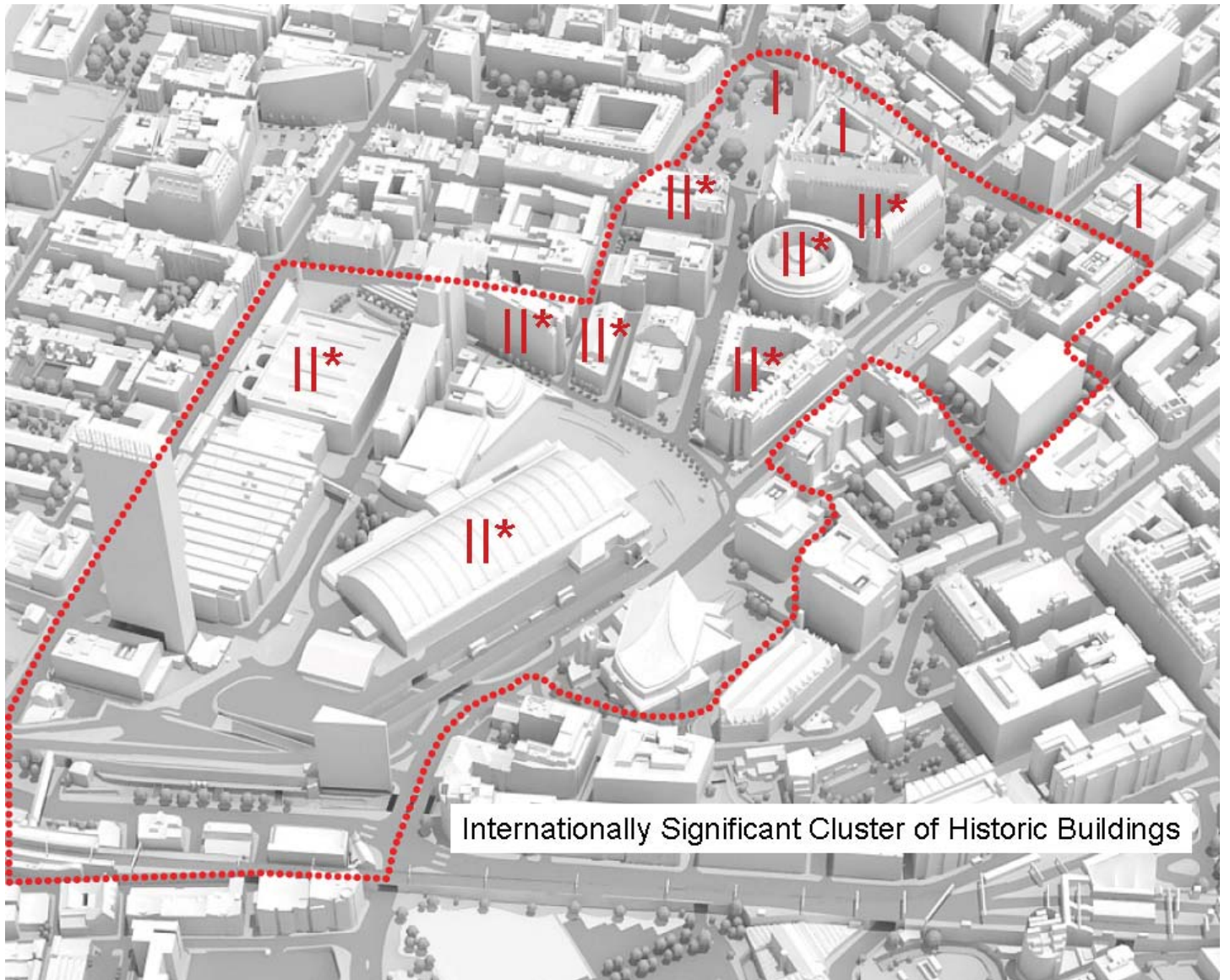
ACKNOWLEDGEMENTS

8.9 We would like to thank the following stakeholders that have been instrumental in the production of this document, either by providing information on projects or by responding on the consultation draft:

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- Free Trade Hall Hotel Limited
- Manchester and Metropolitan Properties
- AXA Real Estate Investment Managers
- Property Alliance Group
- Benmore Developments

APPENDIX 1

LISTED BUILDINGS	GRADE	DESCRIPTION
Town Hall	I	A gothic revival masterpiece by Alfred Waterhouse (1877) and considered his finest work.
Albert Memorial	I	Elaborate gothic enclosure protecting a marble statue of the prince, standing at 73 ft in height. (1862-1864)
Town Hall Extension	II*	Architecturally fits harmoniously between the Gothic Town Hall and the Classical Central Library (1938).
Central Public Library	II*	Classical style - inspiration from the Pantheon in Rome and emphasises the importance of St. Peter's Square (1934).
Midland Hotel	II*	Epitome of late Victorian Grand style (1898-1903).
Former Free Trade Hall	II*	Public assembly hall, now concert hall. 1853-6, by Edward Walters; largely reconstructed 1950-51, following war damage, by L.C. Howitt, City Architect.
(G-Mex) Former Manchester Central Station	II*	Railway station, now exhibition hall and car park. 1876-9, by Sir John Fowler, for Midland Railway Company.
Deansgate Goods Station and attached carriage ramp, Watson Street (Great Northern Warehouse)	II*	Goods station and warehouse, and attached carriage ramp, now car park. 1885-96, and 1899, for Great Northern Railway Company. Steel-framed construction, cladding of red brick with blue brick bands, slate roof.
1-3 Southmill Street	II*	Meeting Rooms and Hall (1864-6) forms group with other buildings in Albert Square
Former Theatre Royal	II*	The oldest surviving theatre building (1845 & altered 1875).
YMCA, Peter Street	II	Five storey building - an early experiment in reinforced concrete construction (1909).
Former Entrance to Deansgate Goods Station, No's 223 to 233.	II	Entrance to former railway goods station. 1899. Red brick with sandstone dressings. A screen wall comprising 7 bays of blank arcading divided by giant pilasters. Stone bands, frieze, cornice and blocking-course.
235-291, Deansgate	II	Row of shops and offices forming screen wall to site of former Deansgate Goods Station. c.1899. Red brick with sandstone dressings and slate roofs (concealed). Very long range of 29 units.
Castlefield Railway Viaduct	II	Railway viaduct. c.1880. Cast iron, wrought iron and red brick.
Cenotaph War Memorial	II	Enclosure of small formal garden to honour the fallen from the First World War St. Peter's Square (1924).
Memorial Cross	II	Marks the location of the former St. Peter's Church (1907).
Fraser's Statue	II	James Fraser - located in Albert Square (1887).
Bright's Statue	II	John Bright - located in Albert Square (1891).
Heywood's Statue	II	Oliver Heywood - located in Albert Square (1894).
Gladstone's Statue	II	William E Gladstone - located in Albert Square (1901).
Pair of K6 Memorial telephone kiosks	II	Cast iron and unusable detail of including a crown on the top panels and margin glazing to the windows and doors (1935).
14-16 Princess Street	II	3 storeys stucco faced and listed for group value (C18/C19).
Princess Buildings 18, 20, 22a & 24 Princess Street	II	4 storey - various textile warehouses and offices listed for group value (c.1860-80).
St Andrew's Chamber, 20-21 Albert Square	II	4 storey office building with gothic enrichment (1874)
16 Albert Square	II	4 storey venetian style former home of the Manchester School of Music (1873)
17 - 18 Albert Square, Carlton House	II	Former Bridgewater Canal Offices (1872)



APPENDIX 2

ANALYSIS OF EXISTING BUILDING BLOCKS

Appendix 2 provides an overview of the existing building blocks which comprises the study area with almost 270,000 sq.m (2.7 million sq ft) of floorspace. The opportunity presented is both public and private sector focussed through:

#	SITE	OWNER	DESCRIPTION	EXISTING LAND USE	FIT FOR PURPOSE	*SITE AREA HECTARES (ACRES)	*TOTAL EXISTING FLOORSPACE
1.	Town Hall	Manchester City Council	Grade I listed building dating 1868-1877 Outstanding example of Victorian Gothic Architecture	Governmental functions of MCC and available for event hire Accommodation comprising of four Committee Rooms, three halls and two reception rooms	Yes, Subject to internal and external refurbishment work and need for improved energy efficiency	0.8	24,433 sq.m (263,000 sq ft)
2.	Town Hall Extension	Manchester City Council	Grade II* listed building dating 1925-1938	Administrative functions of MCC and serving the public	No, office accommodation for staff is outdated, modernisation and additional floorspace required. Public interface and service provision is very poor. Refurbishment required for improved energy efficiency	0.5	33,259 sq.m (358,000 sq ft)
3.	Central Public Library	Manchester City Council	Grade II* listed building dating 1930-1934	Public library and Library Theatre Company	No, in need of urgent works, including asbestos removal and roof repairs Extensive internal reconfiguration and sound insulation required Refurbishment required for improved energy efficiency	0.6	30,286 sq.m (326,000 sq ft)
4.	Century House Block including: Century House (9-11 Dickenson Street), Clarendon House (81 Mosley Street), Bennett House (87-89 Mosley Street), 81-89 Mosley Street, 79 Mosley Street (AKA 14-16 Princess Street) Sussex House 85 Mosley Street	Majority (Century House, Clarendon House and Bennet House) are owned by Mosley Street Ventures Limited Ownership of 79 Mosley Street is Benmore Developments	Century House is 6-storeys, dating c. 1934 Both Clarendon and Bennett Houses are twentieth century 6-storey additions 79 Mosley Street is a 4-storey brick building probably dating from the 19th century judging from its upper level and window details	Century House block is completely office use only. 79 Mosley Street is primarily office use but at lower ground is Koh Samui Thai restaurant. At the corner of 79 Mosley Street is a vacant former A1 use unit	Most of the office space within the entire block is occupied. In total there is just under 11,000 sq ft known vacant office space The corner of 79 Mosley Street has been vacant for some time and offers no benefit to the area in terms of use, activity or appearance. It is currently being marketed as suitable for A1 / A2 use Overall the office space is increasingly outdated	0.3	7,766 sq.m (83,600 sq ft)

#	SITE	OWNER	DESCRIPTION	EXISTING LAND USE	FIT FOR PURPOSE	*SITE AREA HECTARES (ACRES)	*TOTAL EXISTING FLOORSPACE
5.	Peterloo House Block including: Peterloo House and 22A Princess Street (the Princess Buildings)	Peterloo House is owned by AXA Real Estate Investment Managers 22A Princess Street are owned by Ricksons and BPC Hotels	Peterloo House is a 7-storey office building dating from the 1960s 22A Princess Street is Grade II listed dating from the late nineteenth century	Peterloo is vacant and has been since Barclaycard outsourced its call centre department in 2007 Floorspace = 3,809 sq.m (41,000 sq ft) 22A Princess Street comprises offices, a 105 bed hotel and a restaurant at c. 50,000 sq ft total Floorspace = 4,645 sq.m (50,000 sq ft)	Peterloo House is in urgent need of redevelopment 22A Princess Street is performing very well. Arora Hotel and Obsidian restaurant are well-used and well-known throughout the city	0.24	Total : 8,454 sq.m (91,000 sq ft)
6.	Former Odeon Cinema	Manchester & Metropolitan Properties	Originally built for Paramount Theatres in 1930, designed by Frank T. Verity & Samuel Beverley	Vacant since 2004	No, not capable of refurbishment, end of economic life Planning Permission and Conservation Area Consent has been granted for its redevelopment for offices	0.25	3,762 sq.m (40,500 sq ft)
7.	Elisabeth House	Greater Manchester Property Venture Fund & Argent	Built in 1969 by Cruikshank and Seward	Office element is vacant Ground floor retail uses are now completely vacant	No, offers no benefits and in urgent need of redevelopment	0.24	9,290 sq.m (100,000 sq ft)
8.	Midland Hotel	Midland Hotel (QHotels)	Grade II* listed building dating 1898 – 1903	303 bed and 14 suite hotel	Yes, recently underwent partial refurbishment of 200 rooms.	0.54	9,290 sq.m (100,000 sq ft)
9.	24 Mount Street (Former London and Scottish House)	Walls Group	5 storey dark brick and glazed building dating early 1980s	Vacant, former office building	No, Dated in terms of modern occupier requirements Architecture detracts from the character of the area	0.1	5,109 sq.m (55,000 sq ft)
10.	Theatre Royal	Benmore	Grade II listed building dating 1845 (formerly Manchester's oldest theatre)	Nightclub	No, if to be returned back to theatre use in isolation subject to proposals for new Library Theatre, 5* hotel and residential	0.1	2,787sq.m (30,000 sq ft)
11.	Radisson Edwardian Hotel	Radisson Edwardian Hotels	16 storey hotel sat behind the Grade II listed Free Trade Hall which has been retained and refurbished	Hotel	Yes	0.2	13,470 sq.m (145,000 sq ft)
12.	Manchester Central Conference Centre	Manchester City Council	Grade II* listed building dating 1875-1880	Exhibition and conference centre	Yes, currently undergoing 3 phases of redevelopment and refurbishment	3.3	13,006 sq.m (140,000 sq ft)
13.	Bridgewater Hall	Manchester Concert Hall Limited	Manchester's premier concert venue opened in 1996	Concert hall	Yes	0.6	8,361 sq.m (90,000 sq ft)

#	SITE	OWNER	DESCRIPTION	EXISTING LAND USE	FIT FOR PURPOSE	*SITE AREA HECTARES (ACRES)	*TOTAL EXISTING FLOORSPACE
14.	100 Barbirolli Square	AMEC	Contemporary office buildings completed in 1996, designed by RHWL Architects	Office	Yes, together with 101 Barbirolli Square and Bridgewater Hall form an important waterside business location and area of open space	0.2	13,143 sq.m (141,479 sq ft)
15.	Site at corner of Albion Street and Trafford Street	Property Alliance Group	Vacant site at the terminus of Deansgate Locks	Derelict	No, degradation of the site creates a negative impact on the opportunity for a vibrant day and economy	0.03	0 (0)
16.	Warehouse – corner of Whitworth Street West and Albion Street	Pillo	4-storey underutilised former warehouse	Vacant former warehouse building	No, little potential for economic re-use, restrictive floorplates and refurbishment would not be a viable option	0.1	2,322 sq.m (25,000 sq ft)
17.	The Beetham Tower Complex	The Beetham Organisation	47 Storey mixed-use development; incorporating hotel and residential uses	285 bed Hilton hotel and 235 luxury apartments	Yes	0.5	48,774 sq.m (525,000sq ft)
18.	The Great Northern Warehouse	Capital and Regional	Former Railway Goods Warehouse	Leisure Complex, including casino, nightclub and cinema, bars, restaurants, a 1200 space car park and retail use along Deansgate frontage	Yes, but space not fully utilised	2.8	35,303 sq.m (380,000sq ft)
Total						11.4 ha (28.2 acres)	268,815 sq m (2,893,579 sq ft)

* Site area and floorspace are approximate figures only