PATRIZIA UK and Ask Real Estate are seeking to develop First Street South (also known as Plot 8 of the First Street Development Area) a 1.2 hectare site located at the southern end of First Street.

The purpose of this consultation is to explain the scheme in further detail, answer any questions you may have and to give you the opportunity to air your views prior to a Full Planning Application being submitted to Manchester City Council in the near future.

First Street represents a unique regeneration opportunity within the city centre of Manchester. It has already witnessed tremendous success with the recent opening of HOME: a unique centre for international contemporary art, theatre, film and books; the full occupation of the no.1 First Street office building, the opening of the first Melia Innside Hotel outside of London along with delivery of major new support facilities and world class public realm at First Street North.

Planning permission has also been secured for the development of no.8 First Street which will be the first new build commercial office development within the First Street Development Area and the first building to come forward at First Street Central, which proposes a new commercial district at the heart of one of Manchester’s most visible, exciting and unique development opportunities.

The First Street South application proposes the development of a new city block, including circa 624 private rented sector (PRS) residential units with ground floor commercial units together with new first class public realm linking into the wider area. These proposals represent the next important phase of development at First Street.

We welcome your views and comments on all aspects of the Planning Application proposals which will be submitted to Manchester City Council in the coming weeks.

Please feel free to view boards, ask questions of the team and complete the questionnaire.

Alternatively you can send your comments by 22nd January 2016 to: consultation@askrealestate.co.uk

The information boards are also available to view here: www.askrealestate.co.uk/firststreetconsultation

What is Private Rented Sector Accommodation?

Private Rented Sector developments (PRS) offer new ways of living within professionally managed rented accommodation that meet the demands of a growing sector of an urban population – particularly young professionals who want to live close to city centres.

In order to attract and retain residents, the development builds a community through the use of amenities, common spaces and good design.

The advantage of new-build PRS development is that homes can be let much faster than they can be sold. This means that PRS development can bring vibrancy and a sense of place in the early stages of the whole development. In turn this helps drive commercial activity such as retail, restaurants, cafés, bars and leisure facilities.
Located within the 8 hectare First Street site, the development of First Street South for high quality residential development will be a key component in achieving the realisation of the regeneration of First Street which has been one of Manchester City Council’s key regeneration priorities for over a decade.

The First Street Area has been the subject of a Development Framework to guide its development since 2005. The 2010 (and 2012) Frameworks introduced and refined the concept of creating a new neighbourhood of choice and creating the ‘sense of place’ at First Street.

First Street North has been completed delivering HOME, the Melia Hotel, Manchester’s first Vita development, a 700 space multi-storey car park, a range of ancillary food and drink opportunities and new public spaces, including a new public square. The public square created to the south of HOME forms an important public space within the city centre, complementing the surrounding cultural uses. First Street itself, put in place in 2009, provides a north-south route leading through the site from First Street North to First Street South. A new east-west route has been created linking Medlock Street to Cambridge Street via HOME and the surrounding uses at First Street North.

The 2015 refresh of the First Street Development Framework (which was endorsed by Manchester City Council in November 2015 following a period of consultation) seeks to build upon the key achievements to date, embedding the core principles established in the preceding Frameworks to ensure that development within the First Street area meets current requirements and opportunities driven by a growing economy and population, and helps to deliver a neighbourhood of choice within this key gateway location within the City Centre. The 2015 First Street Development Framework has identified First Street South as a prime opportunity for significant new residential accommodation. The site represents an unmissable opportunity to respond to the significant growth in demand for residential accommodation, which has created a significant shortfall in supply which threatens to constrain the city centre’s economic growth.

The 2015 Framework was supported by a masterplan that proposed an active public realm at ground level with perimeter block residential accommodation over-looking landscaped courtyards. The application proposals seek to develop this masterplan strategy and deliver the vision and objectives of the latest First Street Development Framework – to create a true neighbourhood of choice: where a new residential community can sit alongside further major employment-generating uses and complement the high quality cultural and leisure offer.

First Street South
Part of a wider Masterplan area
Neighbourhood uses based on 2015 Framework

1. Raised Viaduct defines northern boundaries of neighbourhood.
2. Raised Mancunian Way defines southern boundary. A noisy road impacting on site.
3. Medlock Street, busy road, gateway to city centre - development could help improve city image at this key place.
4. Hulme Neighbourhood would benefit from further integration with the north.
5. Traditional urban grid and mixed quality environment with a range of historic assets and notable character areas.
6. Open spaces.
7. Potential north/south route that will assist to integrate Hulme, First Street and city centre.
8. Potential to enhance east west routes benefiting neighbouring areas.

There are a significant number of major services buried in Newcastle Street and along the grass verge to Medlock Street. These place constraints on the potential development footprint to those edges.
First Street South

Newcastle Street will be transformed into an extension of First Street completing the pedestrian route from HOME to Hulme. First Street has a number of high quality urban spaces and it is proposed to provide a new public space on the site at the junction of Newcastle and Hulme Streets. When taken with the existing public realm, this will create a sequence of well-landscaped and attractive spaces along the route from north to south and enhance the wider area. Newcastle Street is narrowed to create a more enclosed, intimate and pedestrian-friendly environment. It will lead to the main entrance to the accommodation, front of house facilities, residents’ amenities, gym, cafe and small retail units. Retail is extended along Hulme Street to provide more active frontage. Duplex units are proposed for Wilmott and Chester Streets.

The residential accommodation is placed to the perimeters of the site, overlooking the streets and the internal raised courtyard. The edges to Newcastle Street are left open above the podium so that there is visibility from one courtyard to the other. They are linked by a bridge. This new green space will be large and it includes amenities for residents only. It will be a green amenity space.

The perimeter blocks have been massed to ensure that maximum sunlight will reach as much of the courtyard as possible during times of use by residents. This results in two taller buildings being located on the south west and south east corners with the lower blocks along the western and north western edges.
First Street South

Landscape

The landscape strategy reinforces the place making strategy by ensuring both soft and hard landscape make the development feel welcoming, attractive and safe. Careful consideration is being given as to how green areas can be integrated into the development including trees at street level and within the large residents’ garden at podium level.

Duplex units are proposed to Wilmott and Chester Streets and these will include shallow front areas with planting that will soften the edges of the building.

Indicative planting scheme on Hulme Street
First Street South

Placemaking

Key to creating a successful PRS development and regenerating the First Street South area is a high quality public realm with attractive streets and open spaces, including a large residents’ podium garden. All spaces are designed to have active frontages, be overlooked, safe and welcoming.
First Street South
Proposed layout

The plans show the proposed range of amenities and mix of accommodation including facilities for residents only and space for local retail units, cafés and restaurants.

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<tr>
<th>Building</th>
<th>Floor Area</th>
<th>Units</th>
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<tbody>
<tr>
<td>Studio</td>
<td>36sqm</td>
<td>40 units</td>
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<td>1 bed</td>
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<tr>
<td>3 bed</td>
<td>83sqm</td>
<td>28 units</td>
</tr>
<tr>
<td><strong>Total Units</strong></td>
<td><strong>624 units</strong></td>
<td></td>
</tr>
</tbody>
</table>

- **Commercial** 1,290sqm
- **Management & Amenity** 550sqm
- **Car Park Spaces** 85 spaces
- **Cycle Spaces** 624 spaces (8 per unit)

Ground Floor Plan

1st Floor Plan

3-5 Floor Plan

8-10 Floor Plan
First Street South

Architectural strategy

The elevational strategy is driven by the objective of creating a high quality building of robust character, with elevations designed to respond to the varying context of the site, the harsh environment of Mancunian Way and Medlock Street, the emerging contemporary character of the First Street area, and the softness of the internal courtyard. The tall buildings provide an opportunity to landmark the southern Gateway to Manchester.
First Street South
Architectural strategy

View of the proposal from the south west

* All images are indicative