

Welcome

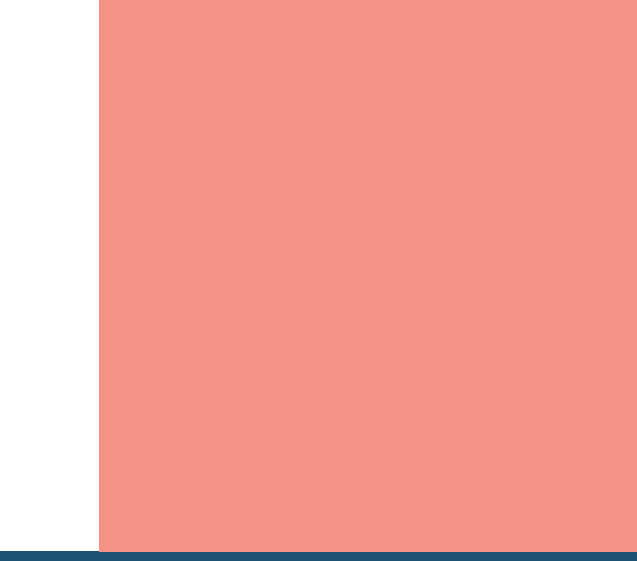
We're excited to present our proposals for a high-quality residential development, bringing life to a currently disused site on Sparkle Street, in Manchester City Centre.

Full service construction company JRL Group and development manager Central and Urban are working with renowned architectural firm SimpsonHaugh to bring forward these proposals.

Situated directly adjacent to Manchester Piccadilly train station, the city's main transportation hub, the disused site on Sparkle Street presents an incredible opportunity to contribute to the city's growth and provide much-needed new homes in Manchester City Centre.

Our proposals involve developing approximately 359 residential homes, comprising of a part 10, part 28-floor residential building and several townhouses that will integrate with and complement the surrounding area. As part of the plans, there will also be residential gardens and a new street frontage enhancing the overall area.

We'd love to hear your views on our proposals as we develop them before submitting a planning application. Have a look around and tell us what you think!



VIEW FROM STORE STREET

About JRL Group

JRL Group is a privately owned construction group that was founded in 1996 as a groundworks and reinforced concrete frame company. Over the last 27 years, the group has expanded its design, specialist contracting, manufacturing and plant hire companies to provide a holistic, all-encompassing in-housing contract solutions for their clients. The group's activities are under the direct day to day leadership of the board with the company structured to provide a flexible and progressive engagement model with the ability for clients to engage with all or part of the group to fit their individual requirements and project timelines. JRL Group have delivered in excess of 7000 homes and have been operational in Manchester since 2018, with its main contractor division Midgard and the wider group active across numerous BTR projects in the city.

About Central and Urban

Central and Urban is a UK based commercial and residential real estate developer and development management company. The team has extensive experience in multiple asset classes and has developed many iconic buildings in partnership with both private equity and the UK's largest institutional investors. The Central and Urban team have significant experience working in Manchester and have delivered numerous developments across the city. The team deliver at every stage of the development process, from land acquisition, due diligence and viability, planning, multi-disciplinary design and consultant team management, main contractor negotiations, funding and project delivery.

The Location

The proposed development site is located adjacent to Sparkle Street and Store Street, and it is approximately 0.25 hectares in size.

Located roughly 100 metres north of Piccadilly Railway Station in Manchester City Centre, the site provides excellent connectivity with convenient access to local, regional and national rail services as well as Metrolink, all within a desirable city centre setting.

The site is also conveniently positioned on the key route of Store Street which connects the heart of the city centre through to Ancoats, New Islington, East Manchester and beyond.

Currently, the site is largely unoccupied, with two buildings that are partly used for storage and distribution. The current buildings are unattractive and unfitting with the overall appearance of the area. As part of the proposals, these buildings will be demolished to make way for residential development.



MAP SHOWING THE LOCATION OF THE SITE

The Sparkle Street development is part of a wider transformation taking place in the area, with several notable recent developments shaping the landscape. For instance, the nearby Mayfield Depot has been repurposed into a thriving cultural and commercial hub, breathing new life into the surrounding area as well as the creation of Mayfield Park, providing a new urban oasis for nearby residents and visitors.

Additionally, numerous hotels, residential and mixed-use developments have been established in line with the Piccadilly East Framework, bringing a renewed sense of vitality to the neighbourhood.

These recent developments highlight the growing momentum and investment in the area, demonstrating the significance of the Sparkle Street project as a catalyst for further positive change.



STORE STREET - SOUTH WEST



STORE STREET AND SPARKLE STREET JUNCTION



THE SITE



STORE STREET - NORTH EAST



EXISTING BUILDINGS IN THE AREA

Regeneration Context

Boosting Manchester as the place to be

Manchester has been undergoing a significant regeneration journey in recent years, with a focus on revitalising key areas and enhancing the city's overall appeal. The regeneration efforts aim to create sustainable communities, boost economic growth, and improve the quality of life for residents.

Within this wider context, our Sparkle Street development represents a key component of the ongoing regeneration initiatives, contributing to the ongoing transformation of Manchester into a thriving and dynamic city, and providing significant improvements locally.

Manchester Piccadilly Strategic Regeneration Framework

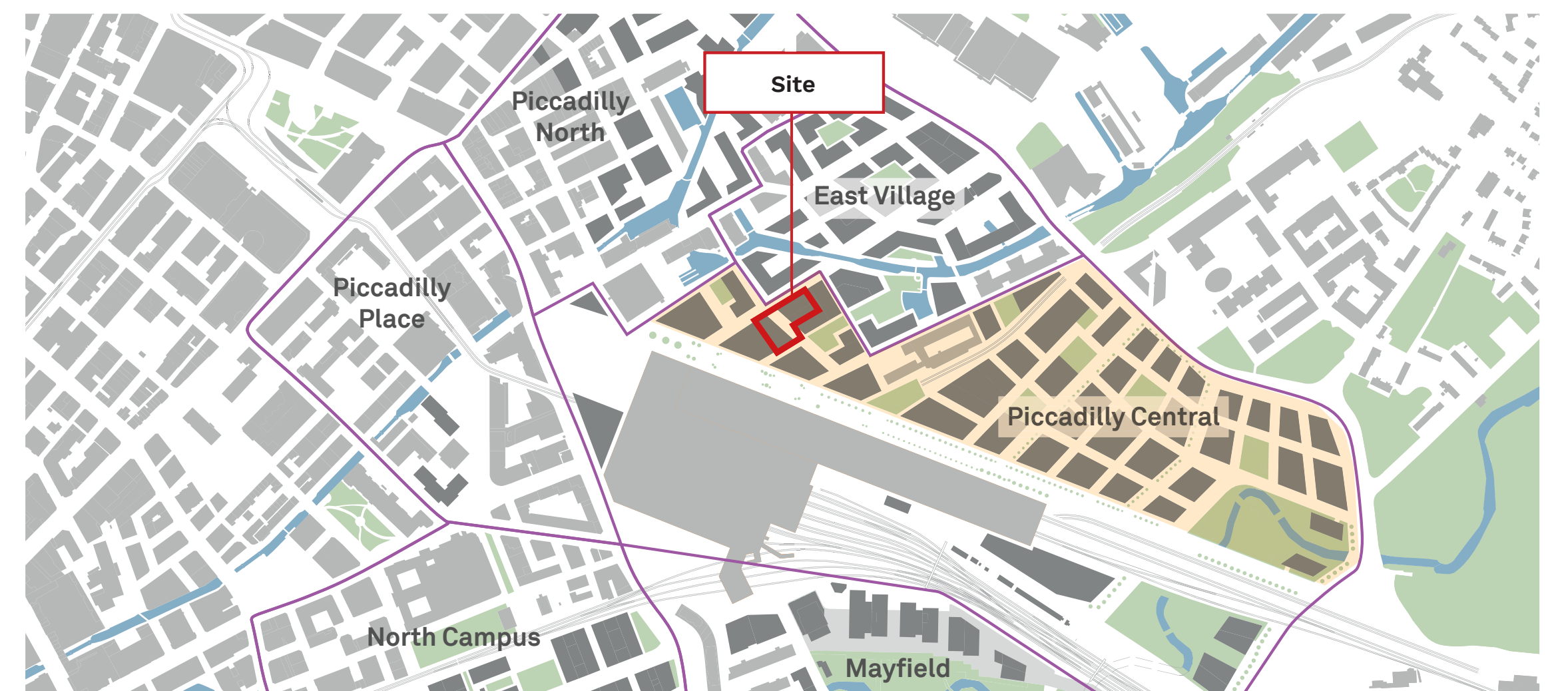
The Sparkle Street development aligns with the Manchester Piccadilly Strategic Regeneration Framework (SRF), which provides a comprehensive vision for the regeneration of the area surrounding Manchester Piccadilly train station and the proposed HS2 station. The SRF outlines key objectives and strategies for creating a sustainable, vibrant, and well-connected urban environment.

The SRF also provides guidance on land use and heights, in respect of the new development. However, it also proposes the realignment of Sparkle Street. Given the impracticality of moving Sparkle Street, the design has interpreted the guidance of the SRF but within the existing urban infrastructure grid.

The Sparkle Street development will also benefit from the improved connectivity and enhanced transport links that the wider HS2 project brings to Manchester.



VISUALISATION OF MANCHESTER PICCADILLY STATION



MAP SHOWING THE SITE LOCATION WITHIN PICCADILLY CENTRAL SRF AREA



MANCHESTER PICCADILLY SRF MASSING VIEWS

Our Proposals



359 new homes in a part 10, part 28-storey building to meet a range of needs and responding to local demand.

- Focused on one and two-bedroom apartments, and a number of two and three-bedroom townhouses fronting Store Street.



Great residential amenities to support relaxation and wellbeing, while helping to foster a sense of community.

- Including ground floor and 10th floor amenity areas, roof terrace areas on the 1st and 10th floors and an amenity at level 26 with panoramic views over the city.

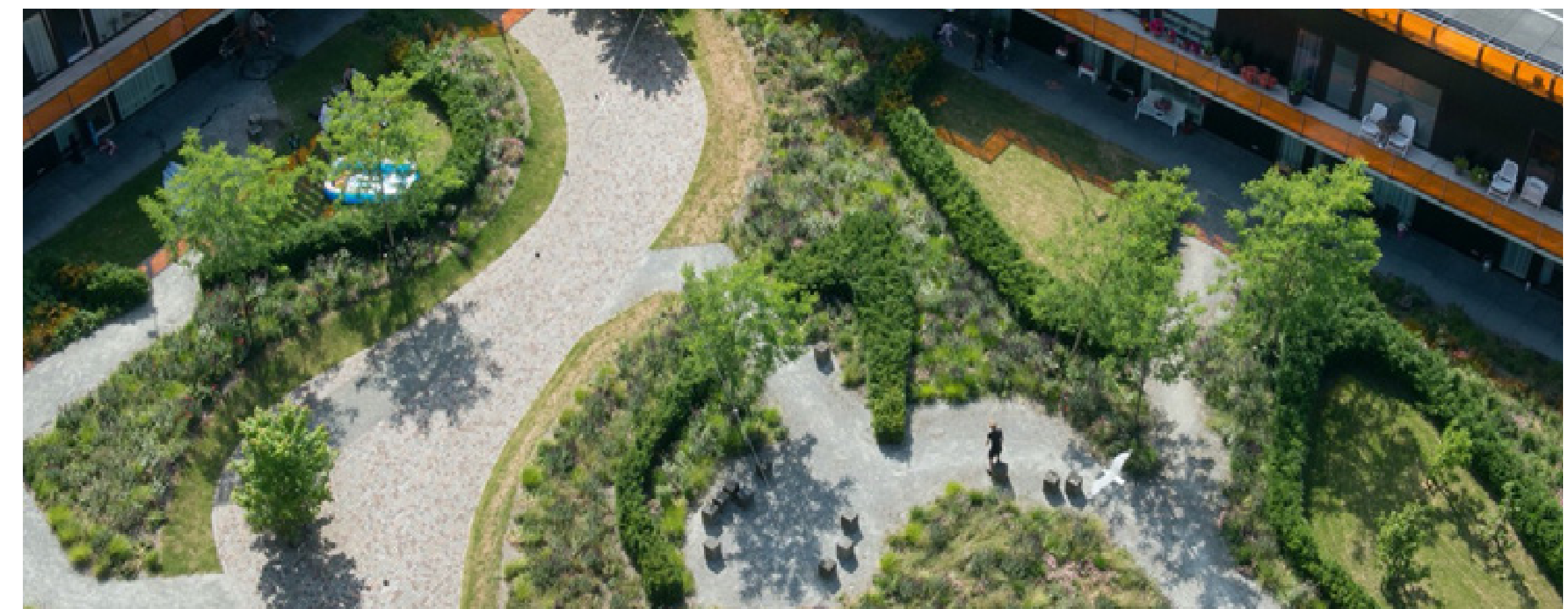


Sustainable transport options

- Approximately 100 metres from Manchester Piccadilly train station providing access to local, regional and national rail services.
- Metrolink access.
- 359 secure cycle spaces (one per home)
- Nearby several bus stops, providing services across Greater Manchester, including the free city centre shuttle bus service located adjacent to the train station.
- On-street car parking provision (including spaces for disabled people)



STREET LEVEL VIEW FROM THE CORNER OF STORE STREET AND SPARKLE STREET



LANDSCAPING EXAMPLES

Housing Mix



Apartments:

Our proposals include 354 high-quality apartments, ranging from one-bedroom units to two-bedroom homes. These apartments will provide modern and comfortable living spaces, featuring high-quality finishes and amenities.



Townhouses:

As part of the proposals, there will be 5 townhouses on Store Street integrated into the 10-storey element of the building. With their own front doors and outdoor spaces, the townhouses will provide a unique living experience for families and individuals seeking a more traditional-style home within the heart of the city.



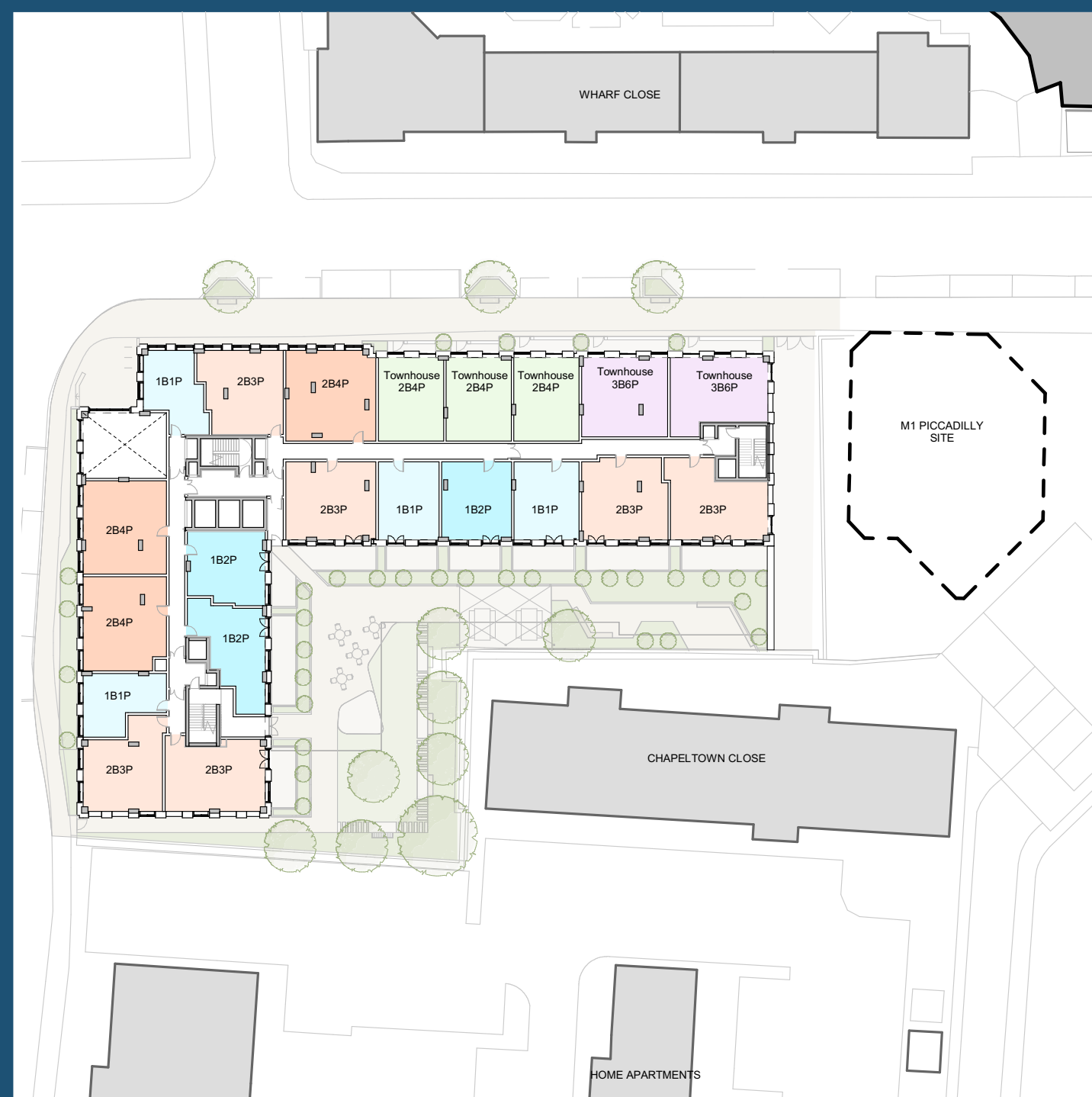
28-floor residential building:

The 28-floor residential building will redefine the Manchester skyline whilst also blending in and complementing the heritage of the surrounding area. Rooftop terraces for residents will also be included on the 1st and 10th floors.

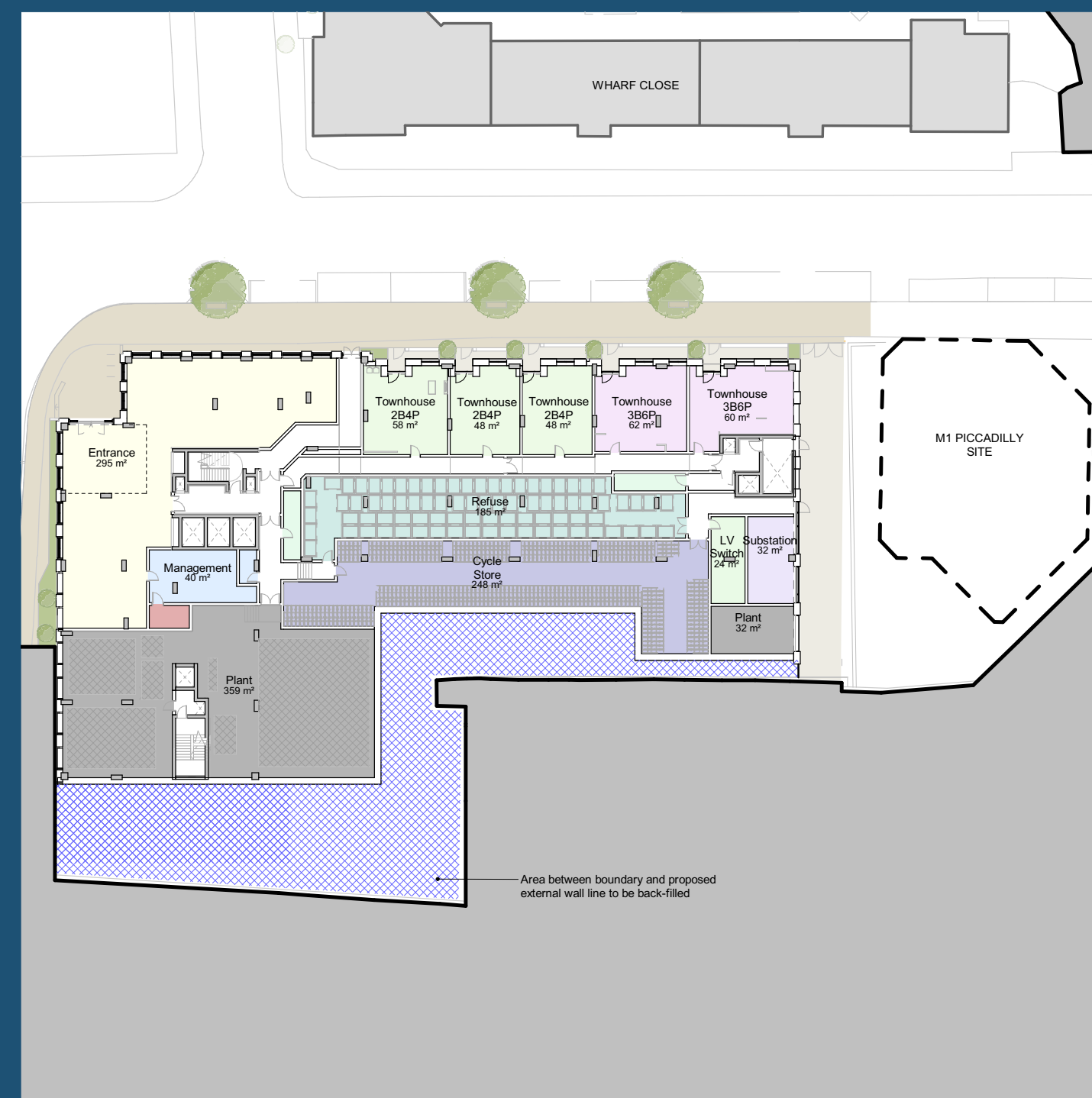


Parking:

Our development will provide ample cycle parking to promote sustainable travel. There will also be on-street parking, including a number of disabled car parking spaces.



LEVEL 1 PLAN



GROUND FLOOR PLAN



VIEWS OF THE BUILDING AND RESIDENTIAL AMENITY SPACE FROM THE SOUTH



Design

The design of the Sparkle Street development responds to the local character and heritage of the area whilst bringing new life to an underused site.

Height and massing

By incorporating a part 10, part-28-storey building, we aim to achieve a landmark building that respects the scale and context of the area while offering a visually striking addition to the skyline.

Variations on height also contributes to the varied scale and massing that is characteristic to area, and the reduced height of the building on the eastern side provides increased levels of natural light and establishes an appropriate townscape relationship.

Façade and materials

A careful selection of brick colours and other materials are proposed to ensure that the building fits in seamlessly with its surroundings and complements existing buildings in the area such as Ducie Street Warehouse and Piccadilly Basin, while helping to preserve the character of the neighbourhood.

Meanwhile, variation in façade textures and details, as well as a mix of brick and metal in building façades, will help give the building a unique and high-quality character.

Consideration of microclimate

The development has been designed to ensure levels of sunlight and daylight in neighbouring properties that are consistent with a city centre environment.

We are undertaking a thorough analysis of the microclimate impacts associated with the development including overshadowing and wind impacts.

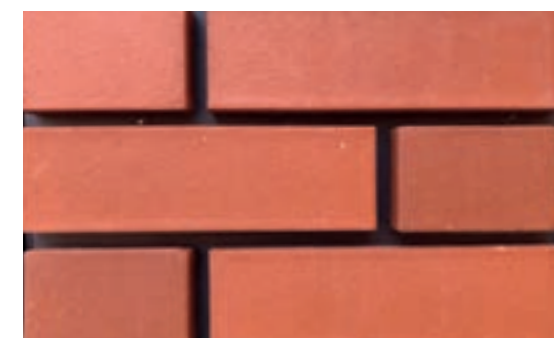
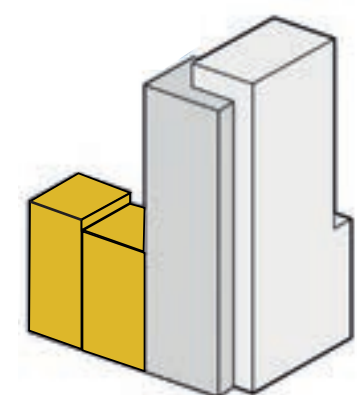
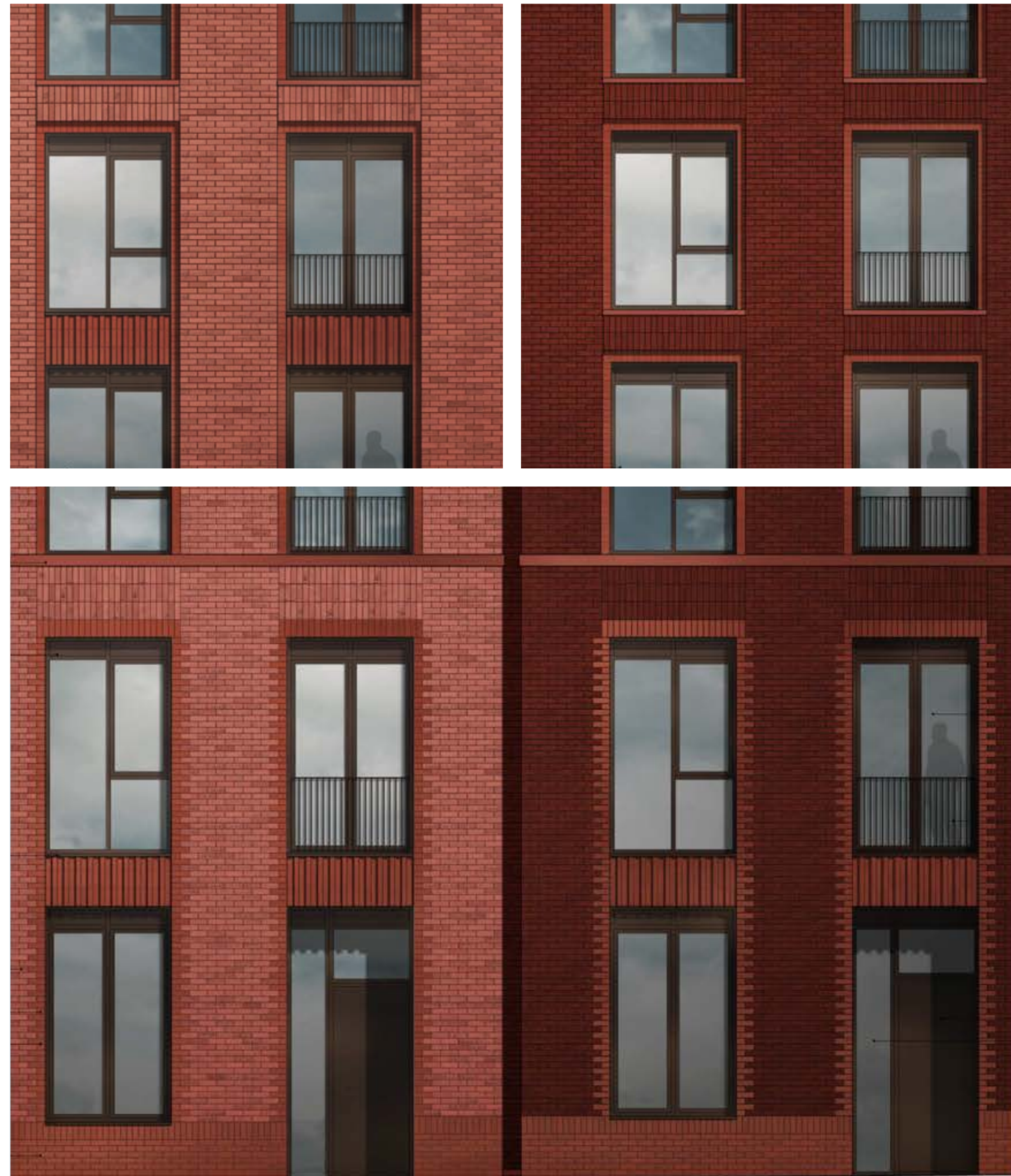


EMERGING DEVELOPMENT CONTEXT, INCLUDING DEVELOPMENTS CONSENTED (YELLOW) AND UNDER CONSTRUCTION (BLUE)

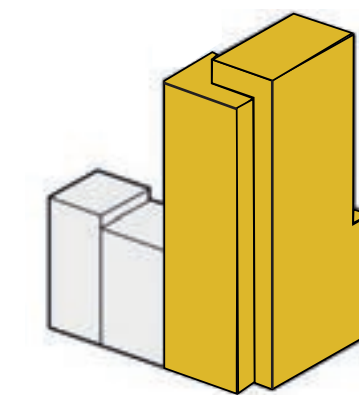
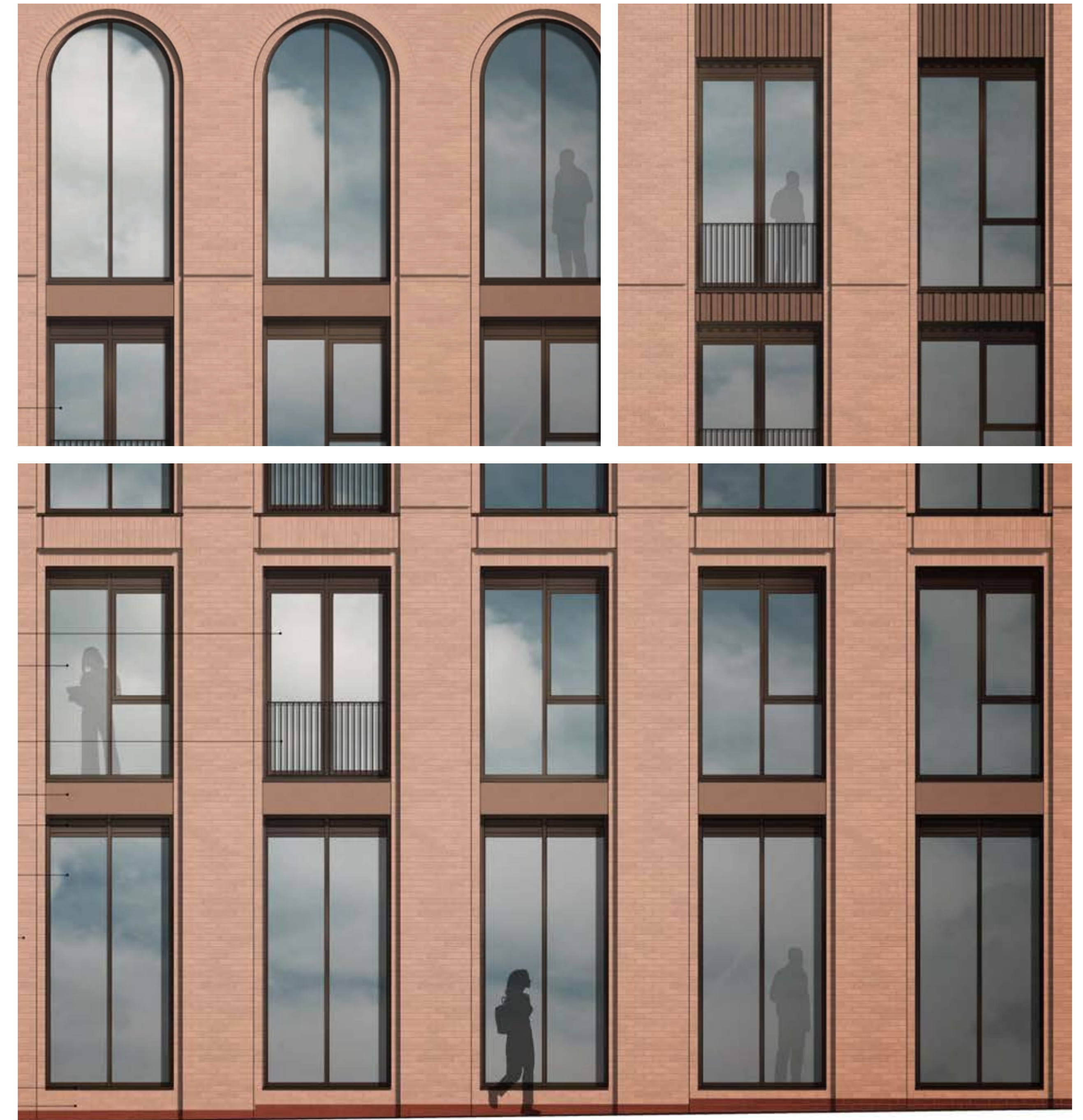
EXISTING BUILDINGS IN THE AREA

Detailed Elevations

NEIGHBOURHOOD SCALE



CITY SCALE



Landscaping and Streetscape

Our landscape proposals for the site aim to create a green and inviting environment that enhances the wellbeing of residents and the character of the surrounding area.

Here's an overview of our plans:

- The landscape proposals along Store Street aim to enhance the pedestrian experience through a more legible and comfortable streetscape, with new trees and public seating.
- The frontage is further enhanced by a series of townhouse terraces, whose boundary treatment includes small trees and hedge planting to provide privacy for the residents.
- The streetscape along Sparkle Street also includes new low-level planting and small trees, extending the local green infrastructure.
- The private terraces on the 1st and 10th floors will offer a variety of uses to residents in the form of an open lawn for small gatherings and informal leisure activities, a seating area with a covered shelter and various places to sit and dwell. High-quality and diverse planting will frame these spaces to provide biodiversity and positive visual amenity, whilst responding to the site's microclimate conditions. The private terraces will contribute to fostering a sense of community among the residents, with low-level planting to provide screening and privacy where appropriate.



BUILDING FRONTAGE ON STORE STREET



RESIDENTIAL AMENITY SPACE

Next Steps

The consultation on our proposals for Sparkle Street will be open from **Monday 10 July** to **Sunday 23 July 2023** and we are keen to hear your feedback.

You'll find all the information presented here on our website at: **www.sparklestreetconsultation.co.uk**, where you can also have your say.

Alternatively, you can fill out a paper copy here at the event – just ask a member of the team.

Once the consultation has closed, the project team will consider all of the feedback received before finalising the proposals and submitting a planning application.

If planning is approved, we will be looking to start work on the site in 2024.

