

Echo Street, Manchester



Image by Virtual Planit
courtesy of Sheppard Robson

Echo Street, an innovative living solution for students and urban professionals in Manchester City Centre

CLIENT

iQ Student Accommodation

LPA

Manchester City Council

STATUS

Planning permission secured

SERVICES

Planning, Heritage,
Economics, Sustainability &
Strategic Communications

Our role

- The proposed development will see the regeneration of a gateway site in the city centre, adjacent to a conservation area.
- We project managed the pre-application process for a new type of development in Manchester, promoting a new style of living that sits within the council's ongoing ambition for attracting and retaining young professionals in the city centre.
- Led pre-application discussions with council officers, liaised with Historic England, consulted with Places Matter! and extensively consulted with the local community and key stakeholders.
- The application was also supported by a range of other Turley services including Strategic Communications, Economics and Sustainability, who provided expert advice about alternatives to BREEAM.

Results

- As a result of feedback received during the pre-application consultation, a number of substantive changes were made to the proposed development including fundamental changes to the architectural design. These changes were well received by local groups following submission.
- The proposed development will provide a mixture of Co-Living residential accommodation and purpose built student accommodation, along with significant improvements to public realm. It will be targeted towards recent graduates, young professionals and newcomers to the city.
- To accompany the planning application, Turley prepared a 'Co-Living paper' to explain the concept of Co-Living and its role within the Manchester residential market.
- Planning permission was secured in June 2018.