

## WHY we're here

The purpose of this public consultation is to invite members of the community to have their say in the decision-making process up to a planning application being submitted. This is an opportunity for us to achieve a deeper understanding of your values, interests, issues and concerns about our proposal for the residential redevelopment and regeneration of the brownfield site at 499 Chester Road.

Public participation lies at the heart of the community and so we welcome your meaningful input in multiple formats. Feedback forms are available throughout the consultation process to record ideas from local attendees. Following the event the proposals will also be available to view for 10 days on Paul Butler Associates website via the following web page: <https://www.paulbutlerassociates.co.uk/public-consultations/> where feedback can be provided.

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## WHAT we propose

The proposal is to regenerate this brownfield site, currently occupied by an existing disused petrol station and multi storey car park, with a new residential development of 309 high quality new dwellings and which will comprise of a mix of 3 bedroom town houses and 1 and 2 bedroom apartments with concierge and residential amenity spaces.

### RESTORE

Restore this disused brown field site to active use contributing to the regeneration of the area

### RESPECT

Respect the historic nature of the nearby Empress Conservation Area and the architectural character of the area

### ENHANCE

Enhance and invigorate the local area with sensitive new development to support the first two aims

## WHO we are



Since 2001 we've been designing, constructing and delivering high quality developments across the UK.

Starting with just one student property renovation, Beech Holdings began its journey in 2001 and grew its portfolio over the next 10 years by renovating, letting and managing over 100 properties for Manchester's student population.

After expanding into Manchester City Centre in 2013, Beech Holdings acquired their first central Manchester residential development marking the birth of Manchester Apartments, the group's lettings and property management division. Since then, Beech have constructed more than 1100 apartments across Manchester with an additional £300m worth of assets in the current pipeline across several ever-growing UK cities.

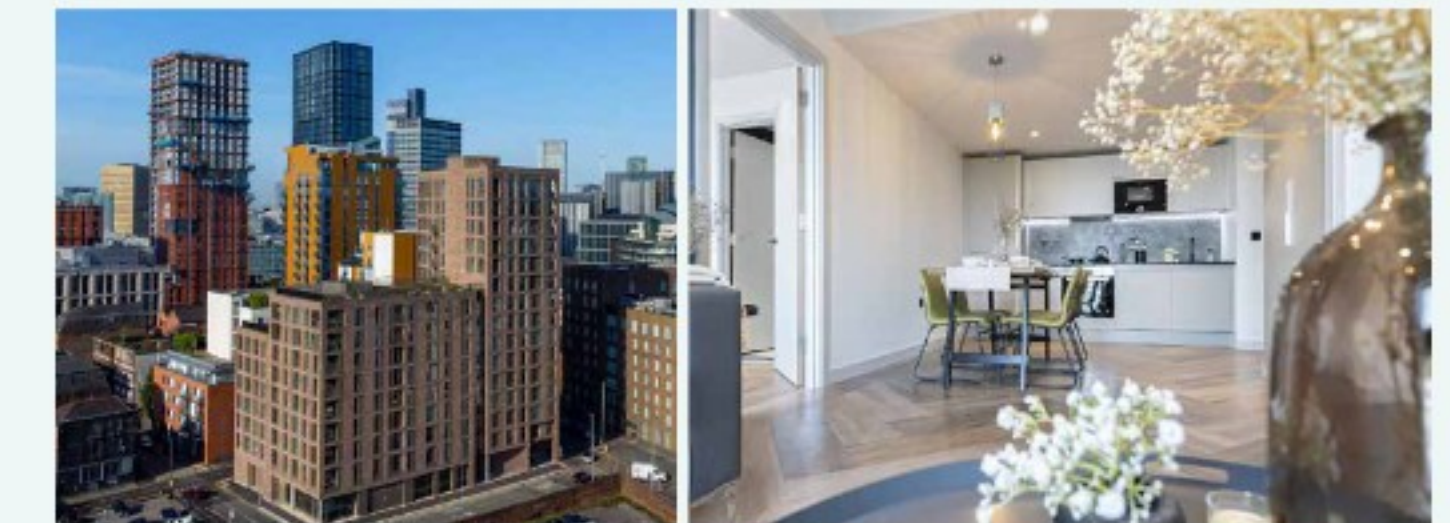
Beech Holdings have always been dedicated to providing a sustainable, tenant centric approach to development and over the last two decades has aimed to create affordable, environmentally friendly, efficiently designed and stylish apartments for the increasing population within the Manchester area. With this ethos, they continue to develop their offering into additional sectors such as open market sale and co-living, to meet the needs and demands of the modern market.



Site Boundary



Proposed Scheme, Metro link Stop, Metro link Route, Bus Stop, Bus Route

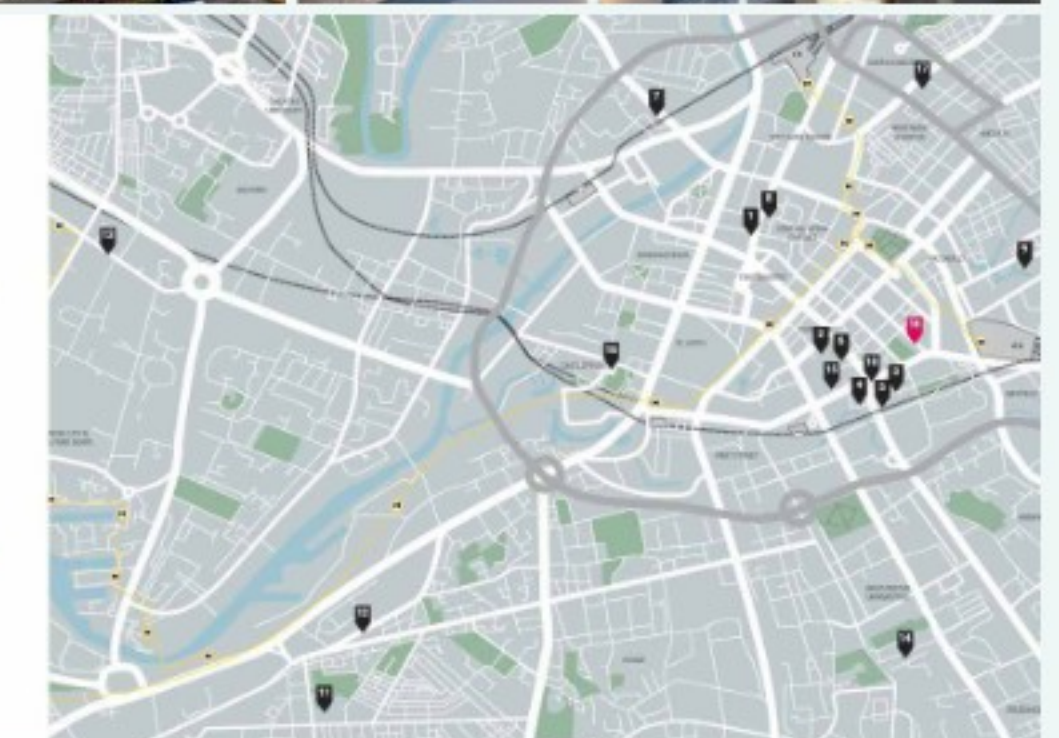


### Our track record of delivery

- Completed developments
- 1. Ring Street
- 2. Beetham
- 3. 127 Piccadilly Street
- 4. 90 Piccadilly Street
- 5. Deansgate Place
- 6. Piccadilly Street
- 7. The Green Street
- 8. 25 Green Street
- 9. 100 Green Street
- 10. 118 Piccadilly Street
- 11. Jackson Quarter
- 12. Woodford Square
- 13. 241 Green Street
- 14. 241 Green Street
- 15. 241 Green Street
- 16. 241 Green Street
- 17. 241 Green Street
- 18. 241 Green Street
- 19. 241 Green Street
- 20. 241 Green Street

### Developments in progress

- 21. 241 Green Street





# Site Context

The site is located within Old Trafford, 10 minutes walk to the south west of Manchester City Centre. The site is bounded by Chester Road and Stretford Road, with the quieter Nuttall Street running between the two. The 16 storey Westpoint residential development forms the south west boundary which includes a grassed area and some mature trees. The site currently provides access to Westpoint whilst both the multi storey car park and petrol station on site are disused. There is a shallow fall across the site from Chester Road to Stretford Road. This brownfield site is currently under-utilised and the area will benefit greatly from its sensitive redevelopment.

The principal approaches to the site are along Chester Road and Stretford Road with the 16 storey Westpoint residential development dominating the views.



Vu City image showing the Empress Conservation Area

- Proposed Scheme
- Empress Conservation Area
- Listed Building

## Empress Conservation Area

The site is not within a conservation area, but the Empress Conservation Area (established in 1995) borders it to the northeast at Nuttall Street. This area includes the grade II listed Essence Factory, a significant landmark 250m away on Chester Road toward the city centre. Nearby, the Trafford Press and Veno buildings are currently disused, while Victorian terraced housing lines Chester Road approaching the site.

The Conservation Area features buildings of architectural significance that reflect the area's industrial history, characterized by worker's terraces and industrial buildings that emerged alongside the expanding canal network and docks.

**“Architecturally, the Conservation Area displays three distinct building types, reflective of their use and purpose: residential, industrial, and office use, the last of these presenting the public front to the street with grand decorative façades.”**

These buildings range from simple domestic terraces, many now re-purposed for commercial use, to large industrial offices, which were built in response to 19th-century transport improvements and the need for worker housing.

The Essence Factory, a stand out landmark in the Conservation Area, was built in 1896 with a Jacobean Revival design by Briggs and Wolstenholme. Pevsner architectural guide praises the Grade II Listed building, designated as such in 1994, as “an uncommonly stately office building fronting the works.” The building, formerly Duckworth's Essence Distillery, boasts four two-storey oriels, four towers, and operated in the flavouring and essence industry for 118 years, 107 of them at this site.

The National Works Building, facing Empress Street, is locally listed and has been converted for residential use. It was originally an industrial building with three adjoining ranges set around a central courtyard. The main range along Empress Street features 12 bays with brick pilasters between every second bay, a low brick wall with iron railings along the boundary, and 'National Works' marked in white bricks above the main entrance.

The Trafford Press Building, situated between The Veno Building and The Essence Factory, was previously converted to residential use but is now derelict. Victorian terraces, originally workers' housing, extend from The Essence Factory and Veno Building toward the site, characterized by their strong linear form, distinctive red brick, slate roofs, arched doorways, and projecting bay windows.



Veno Building



National Works building



The Essence Factory



Victorian terraced housing either side of Chester Road approaching the site

# 499 Chester Road



## Opportunities and Constraints

- Demolish disused petrol station and multi-storey car park; clean up site with potential to reuse fill and crushed concrete.
- Reinforce historic street edges with new development on the open site, where buildings are set back from the street.
- Create a courtyard development with lower southern buildings to enhance sunlight and back-of-house uses away from public-facing streets.
- Establish a new public route and realm link between Chester Road and Stretford Road, increasing site permeability.
- Realign Westpoint access, reposition 10 parking spaces (subject to separate planning), and respect the lower height of G+1 Victorian Town houses in Empress Conservation Area.

- Site boundary
- ⬢ Tower location adjacent to Westpoint
- ⬢ Significant corner next to terraces
- Courtyard landscape & servicing & p areas away from street frontages
- ⚡ Noise
- ➡ Pedestrian access
- ➡ Vehicular access
- ➡ Westpoint access
- ➡ North - South pedestrian link
- ⋯ Reinforce the street edge with active frontages



Existing disused petrol station



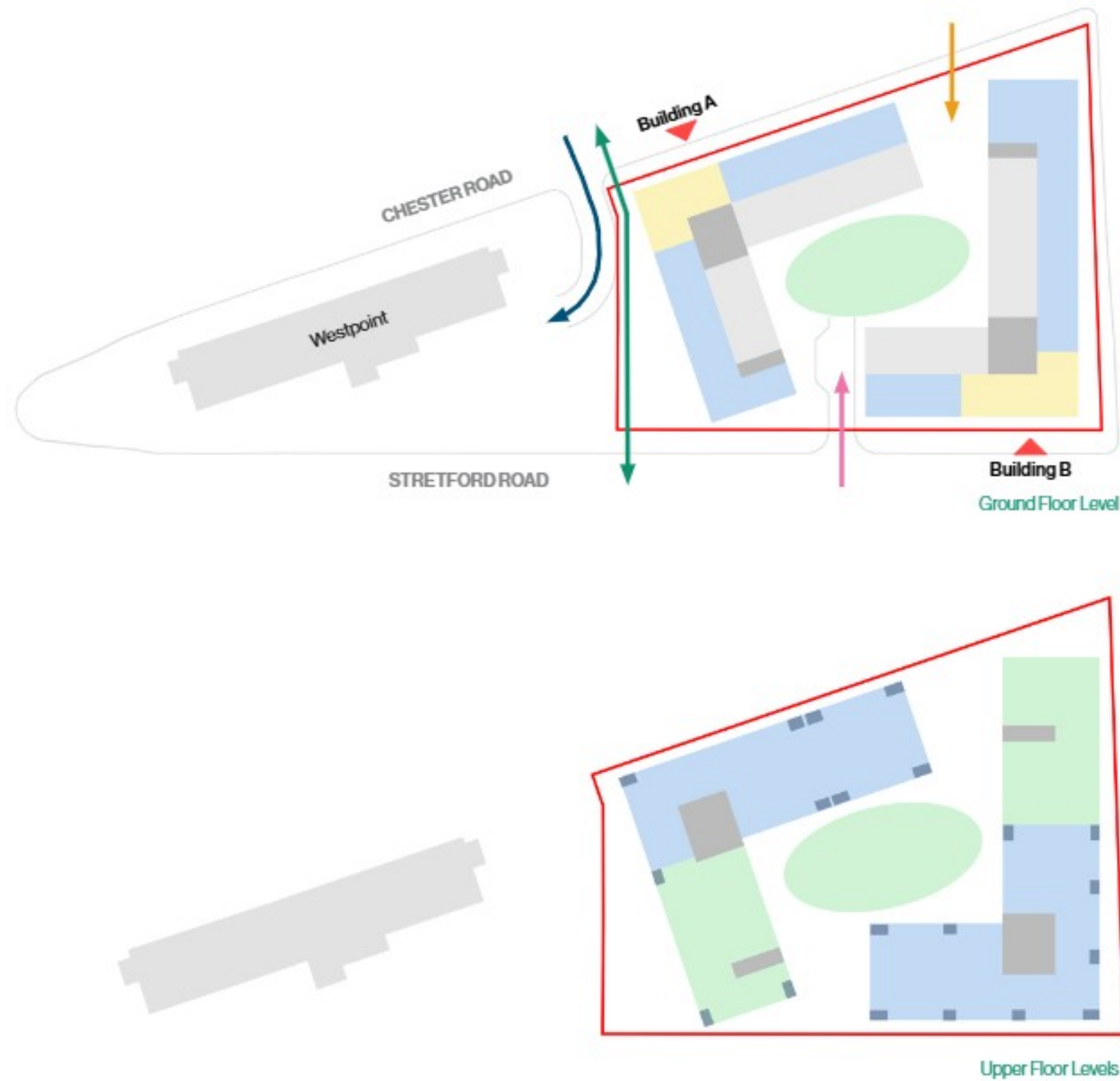
Existing disused car park



## Layout Concept

- Courtyard development helps to reinstate street edges
- Breaks between buildings A&B allow for pedestrian and vehicular access as well as helps sunlight penetration into the courtyard
- Active public facing frontages provided by town houses and main entrances

- Site boundary
- Amenity
- Apartment
- Plant / Back of House
- Stair / Lift Core
- Courtyard
- ➔ Pedestrian Access
- ➔ Vehicular Access
- ➔ Westpoint Access
- ➔ New Access
- Recessed Balconies



Chester Road visualisation: The town house design and detail set a lower scale and activates the street scene

## Floor Plans

### Ground Floor Level

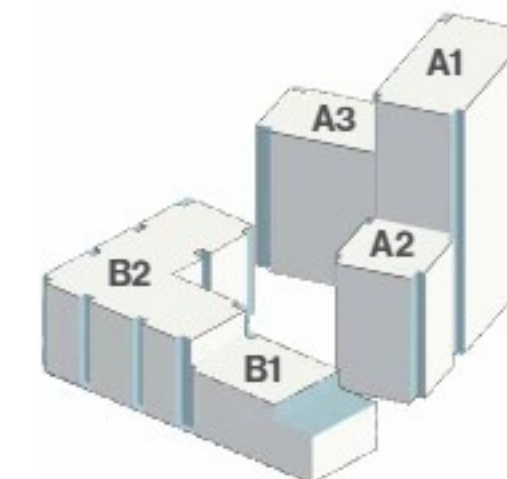
- The main resident entrances and amenities are located on street-facing corners.
- Town houses offer 360-degree active frontages.
- Entrances connect to lift cores and provide rear access to the courtyard.
- There are 9 parking spaces, including one accessible and all EV-compatible, with deliveries and servicing managed off-street within the courtyard. Two spaces are reserved for resident car share.
- Cycle storage includes 309 spaces, with areas for maintenance and wash down.
- Refuse collection is managed within the courtyard, in consultation with the Trafford Refuse Team.

### Upper Levels

- Main cores give access to a mix of 1 and 2 bedroom apartments complement the 3 bedroom town houses.
- Recessed balconies help to articulate the building at key corners
- Roof Gardens accessible from both buildings

## Massing

The layout of the two buildings not only defines the street edges and encloses the central courtyard but also incorporates various height steps within each building. This design approach increases the number of corner units, thereby maximising the number of dual-aspect apartments.



Ground Floor Plan



Upper Floor Plan



# Design Proposal

# 499 Chester Road

## Proposal

155 50%  
1 Bed Mix

133 43%  
2 Bed Mix

21 7.0%  
3 Bed Mix  
Town houses

309  
Total homes

## Amenity Spaces

1,974m<sup>2</sup>  
Communal Landscape Amenity

1,113m<sup>2</sup>  
Private Amenity Space

288m<sup>2</sup>  
Internal Amenity Space

10.9m<sup>2</sup>  
Total Amenity Space/dwelling



Chester Road visualisation showing how the development steps down from Westpoint to the red brick Victorian terraces



Chester Road visualisation looking back toward the city centre. The building design has a distinctive top, middle and base



Stretford Road visualisation: Recessed balconies animate key corners and subdivide the facade



Nuttall Street visualisation: The building steps down in scale and detail to reflect the Victorian Terraces



# Summary

## Low Energy Design

The building has been designed following low energy sustainable principles.

Measures include a highly efficient building envelope, heat recovery ventilation systems, regenerative lifts, and photovoltaic panels on the roof.

## Sustainable Transport

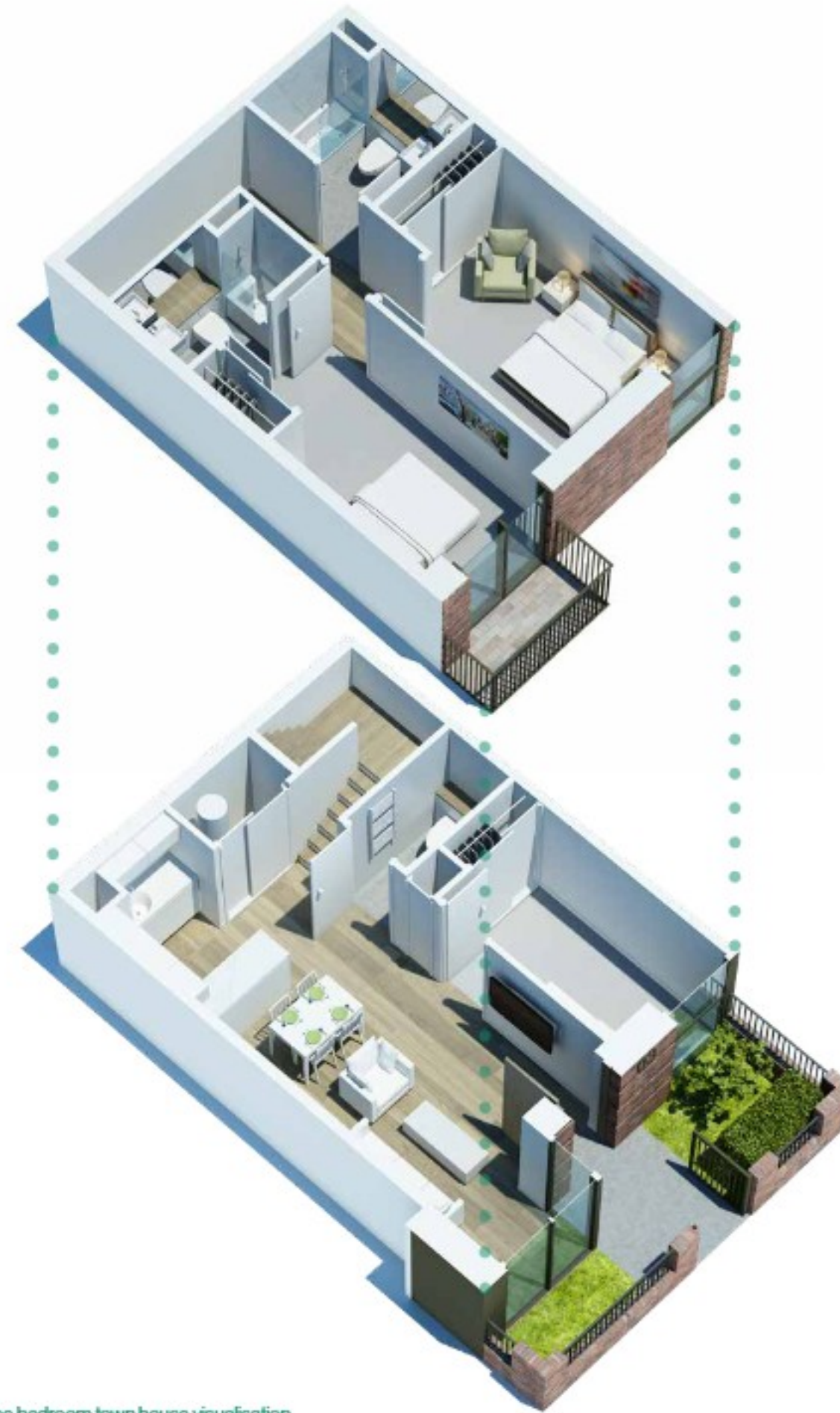
The Sustainable Transport strategy integrates with local networks, with Cornbrook and Trafford Bar tram stations within a 5-minute walk, connecting to the national rail network. Several bus stops are located next to the development.

There are 309 secure cycle spaces tying in to the local cycle network, with cycles for hire located adjacent on Stretford Road.

There are 9 car parking spaces, including an accessible space, and a car-share scheme available to residents.

## Apartment Design

- All apartments meet the Nationally Described Space Standards (NDSS) for adequate dwelling areas and storage.
- Each apartment adheres to the M4(2) Accessible and Adaptable standard, accommodating a range of mobility needs.
- Full-height glazing maximises natural light and daylight throughout the living spaces.
- Living spaces designed with an open plan layout which create a spacious and flexible environment.



Three bedroom town house visualisation



One bedroom apartment visualisation

Two bedroom apartment visualisation

# 499 Chester Road



## Development Benefits

- Provide much-needed apartments in Old Trafford with amenities like a gym and co-working spaces.
- Promote sustainable travel with ample cycle parking and excellent public transport links.
- Ensure all apartments meet NDSS and M4(2) accessibility standards.
- Foster community with communal spaces like roof gardens and pocket parks.
- Boost biodiversity with extensive planting, trees, and green spaces
- Prioritise sustainability through green infrastructure and eco-friendly design



## Feedback

We welcome your meaningful input in multiple formats. During the event, a questionnaire will be provided, and you can also submit comments via the website at <https://www.paulbutlerassociates.co.uk/public-consultations/>, which will go live after the event. Additionally, the proposals will be available for viewing and feedback on this website for 10 days following the event.



Aerial view of the proposal looking along Stretford Road



Chester Road elevation showing how the scale steps down from Westpoint