



City Centre Living

Manchester

Watch This Space

ICENI PROJECTS – CASE STUDY

Iceni planning has been leading the planning of three city centre schemes for the innovative and highly successful Watch This Space.

Iceni has secured planning permission for a new townhouse development on Richmond Street next to Canal Street. The scheme involves the comprehensive redevelopment of a derelict site to create seven three-bed townhouses with integral garages and one two-bed maisonette apartment.

In addition, we have recently secured consent for high quality offices, a café, roof garden and two family sized town houses on Bridge Street, Manchester. With the third scheme, working with Snook Architects, we have submitted a planning application for a seven-storey building on Shudehill, Manchester, on a narrow site between an existing apartment block and a restaurant. The current vacant site disrupts the existing visual streetscene by creating an unnatural gap in an otherwise continuous development line and the proposals would add a high-quality city centre scheme on a brownfield plot.

Iceni have also advised Urban Splash on the amended HoUse scheme at New Islington, helping to secure consent for the final phase of the scheme. HoUse is a new type of home, designed by award-winning architects. The houses are factory built with high ceilings and oversized windows as standard, different from your average new-build home. The HoUse brand sees buyers design the layout of their own homes, which are built off-site in Urban Splash's East Midlands factory. Both flats and townhouses are available under the brand.

5 interesting facts about the project

1: ARC TO ARCH

Watch This Space is a company owned by Michelle Rothwell. She has completed the 'Arch to Arc Challenge', one of only 10 people to do so. She completed the challenge in 92 hours which gave her a second world record. We struggle to keep up with her!

2: FAMILY LIVING

The Richmond Street Townhouses are some of the first of their kind in Manchester City Centre, offering accommodation suitable for families, disrupting traditional city centre living.

3: FLORAL FAÇADE

Watch This Space's Bridge Street scheme contains a striking floral mosaic on its façade, something which has never been seen in Manchester before.

4: MODULAR CONSTRUCTION

Urban Splash's HoUse scheme in New Islington is built using pioneering modular construction.

5: 25% LARGER

HoUse is 25% larger than the typical new build.

Glasgow: 177 West George Street, Glasgow, G2 2LB

London: Da Vinci House, 44 Saffron Hill, London, EC1N 8FH

Manchester: This Is The Space, 68 Quay Street, Manchester, M3 3EJ

www.iceniprojects.com | [in iceni-projects](https://www.linkedin.com/company/iceni-projects) | [t iceniprojects](https://twitter.com/iceniprojects) | [@iceniprojects](https://www.instagram.com/iceniprojects)