

Welcome to the public exhibition

Have Your Say



– CGi Illustration of the scheme from Chorlton Street

*We're proposing the next chapter
for Boulton House – creating Joyce,
a new kind of short-stay experience
for Manchester.*

Joyce by The James is a high-quality, design-led place to stay, combining home comforts with hotel service.

Located at a gateway to Manchester's Gay Village and the Portland Street area, Joyce will offer serviced suites in a sensitively refurbished building – with new commercial space and an improved public realm.

We want to know what you think. Please take a look at our information banners, talk to the team, and share your views.

JOYCE
by The James

Introducing Joyce

A new short stay
offer for Manchester



*We're The James, a family-run,
UK-based developer and operator who
acquired Boulton House in July 2024.
You might already know our Dantzic
Street building here in Manchester.*

Operating under our specially created short-stay brand,
Joyce will be Manchester's newest luxury, vibrant and
stylish serviced-apartments.

It will be designed for people visiting the city for days, weeks,
or even a few months. Whether you're working in
Manchester, travelling for pleasure or something in between,
Joyce has you covered.

The Joyce includes 261 serviced suites from studios to 3-beds
– for flexible stays from one night including:

A kitchenette

Generous space
to stay and work

Social and work spaces

Semi-public courtyard
and roof terraces

24/7 concierge

Optional housekeeping

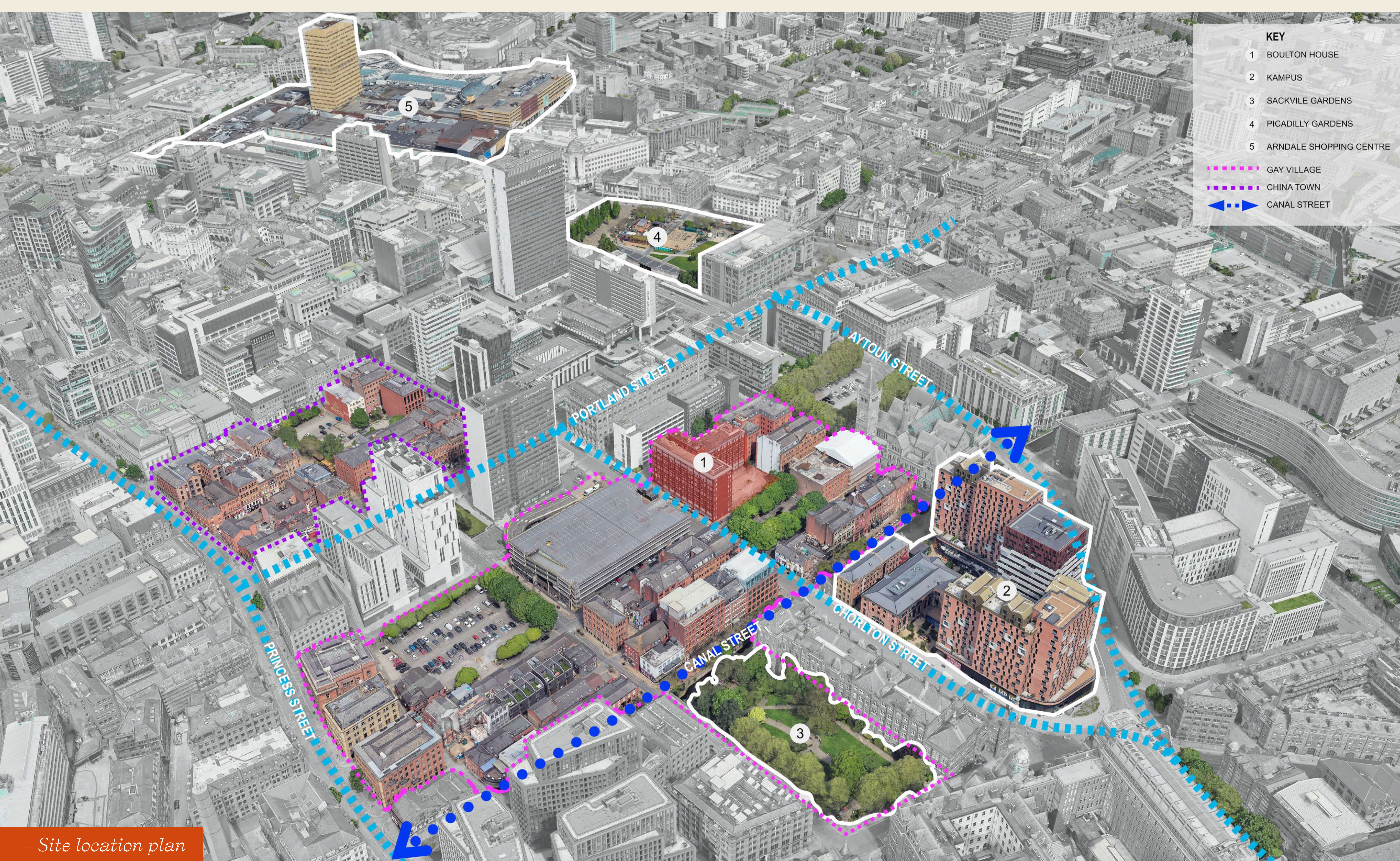
High-speed internet and
modern furnishings.

A gym (for guests and
non-guests).

JOYCE
by The James

Why this site? Why now?

Unlocking a sustainable
future for an outdated building



– Site location plan



– Bloom Street



– Major Street



– Chorlton Street

A prime location

The proposed scheme is in a **prime location**, at a key gateway to the Gay Village, opposite Manchester's Chorlton Street Coach Station and within walking distance of Piccadilly Station and the Metrolink.

No longer fit for purpose

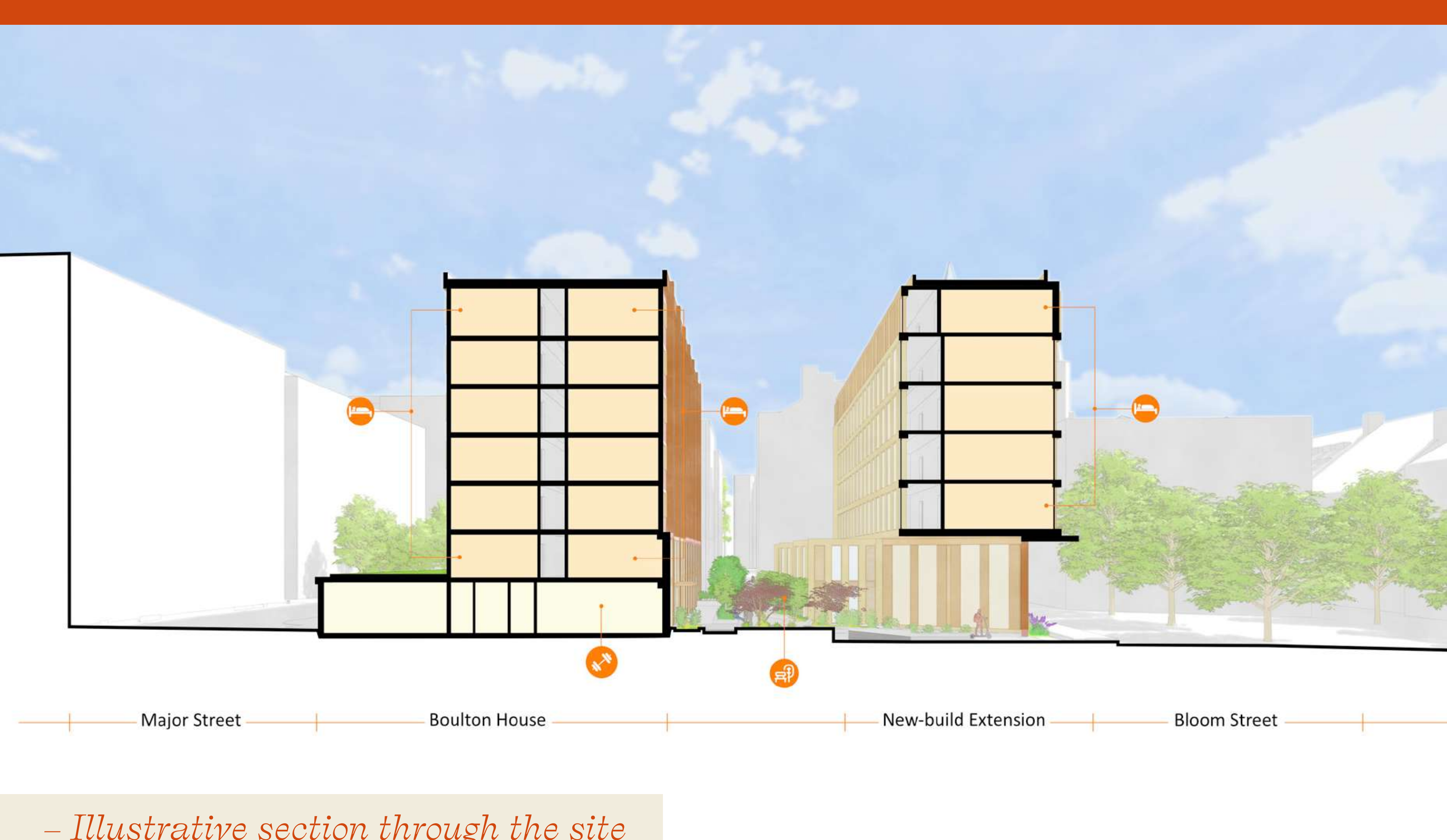
Boulton House is **no longer viable** as office space due to poor energy performance, floor to ceiling heights, and an undesirable floorplate.

A sustainable transformation

Retaining and upgrading the concrete frame avoids demolition, cutting embodied carbon and **supporting Manchester's 2038 net-zero target**.

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A bold upgrade rooted in reuse, not demolition



– Illustrative section through the site



– Ground floor plan

The plans include:

Change of use to 261 short stay serviced apartments (sui generis) plus **flexible ground floor commercial space**.

Sensitive and sustainable refurbishment of the existing structure rather than new build demolition.

New build extension on Bloom Street designed to respect the neighbouring listed building.

Semi-public courtyard creates a new pedestrian link to Minshull Street, **improving permeability of the block**.

Landscaping, semi-public courtyard and roof terraces to **improve public realm and guest amenity**.

Step free entrances, secure cycle storage and a **zero-parking strategy** to encourage sustainable travel.

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Supporting the neighbourhood:

Delivering lasting value for the area



– CGI of the Joyce from Canal Street

The site brings a number of key benefits including:



Active Ground Floor through new commercial spaces on Chorlton Street and Bloom Street, bringing footfall throughout the day and evening.



Improved public realm and safer pedestrian environment around Chorlton, Bloom and Major Streets.



Aligns with the Gay Village Action Plan by adding inclusive, well-lit spaces and supporting local events & venues.



Affordable commercial unit(s) offered on flexible terms for SMEs or potential community use.



Well-managed site with on-site team and 24/7 concierge to provide passive surveillance and high standards of stewardship.



Supports Manchester's £15 billion visitor-economy target by adding **high-quality, flexible accommodation** in the city core.



Boosts the city, creating 20 permanent local jobs across hospitality, facilities and management.



Long-term investment in a building at the end of its economic life, retaining value and avoiding waste.

JOYCE
by The James

Have Your Say

How to get involved



Complete a questionnaire here today:

or take it home and return to FREEPOST HAVE YOUR SAY
(no stamp needed).

Visit the website:

Joycebythejames.com

Email:

joycebythejames.manchester@fontcomms.com

Freephone:

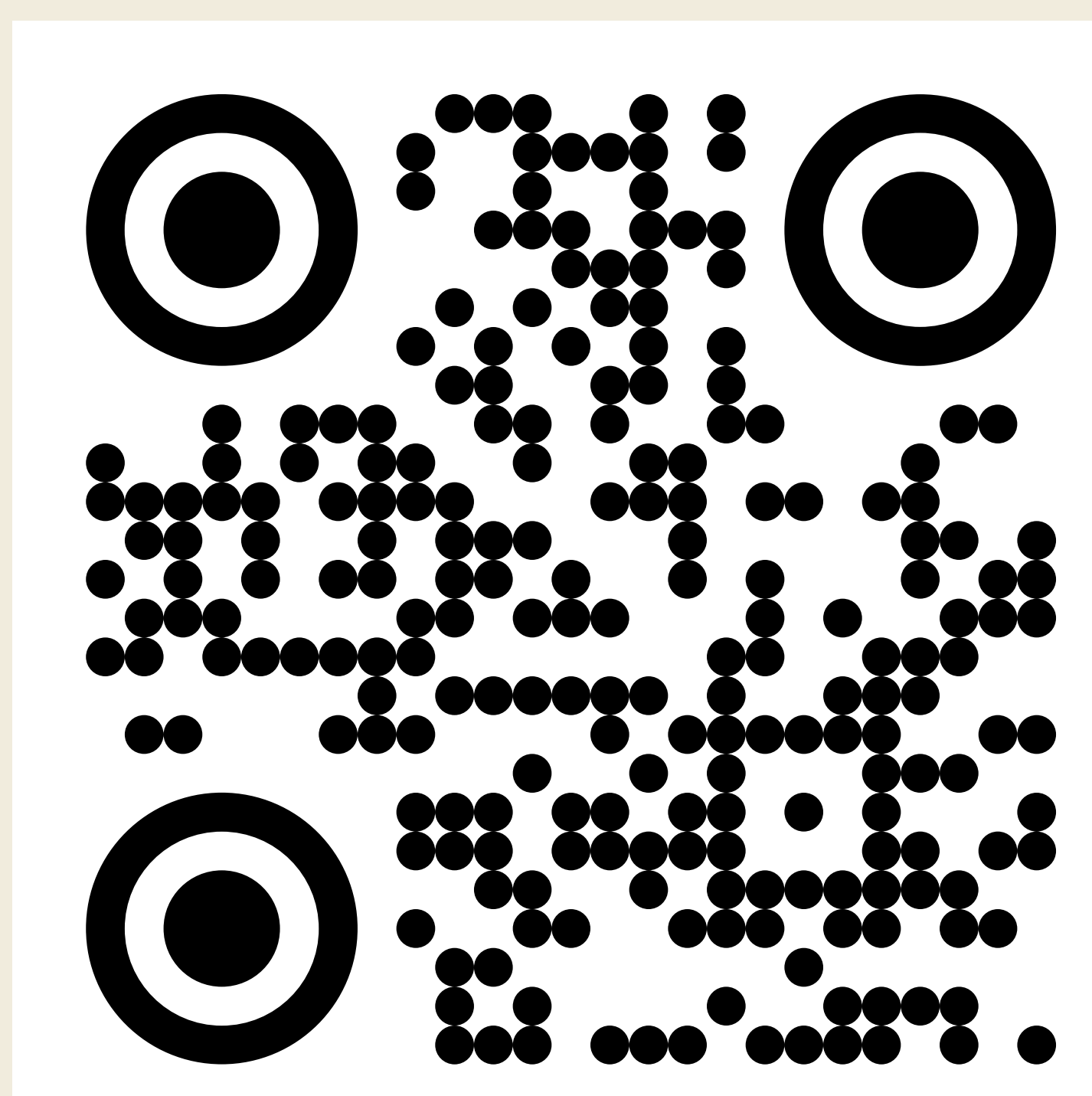
0800 689 1095 (between 9am – 5pm)

**Please can you ensure all feedback reaches us
by close of consultation on Friday 16 May, 2025**

What next?

We are working towards the submission of a planning application to Manchester City Council this summer. All the feedback and comments that you share will be included in a Consultation Report that we will submit as part of the application.

For more information visit:



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