



TRAFFORD LOCAL PLAN: LAND ALLOCATIONS – CONSULTATION DRAFT

January 2014



4. Lancashire County Cricket Club Quarter Strategic Location

- 4.1 The significant cultural, civic and historic facilities in this area reflect its importance as Trafford's 'front door'. These policies seek to ensure that its status at the main civic and community area in the Borough is protected and access to it is enhanced whilst also strengthening it as a residential neighbourhood.

LAN1 – Lancashire County Cricket Club Quarter Strategic Location

- 4.2 Within the Lancashire County Cricket Club Quarter Strategic Location defined on the Policies Map, the Council will grant planning permission for a mix of residential (Use Class C3) and a range of supporting commercial and/or community uses (including Use Classes A1, A2, A3, A4, A5 and D1) to serve the needs of the proposed and existing communities within the Strategic Location. These developments will strengthen the existing residential neighbourhood in this area and support and enhance the existing sports, tourism and civic functions, in line with Core Strategy Policy SL3.
- 4.3 Development within the Lancashire County Cricket Club Quarter should be designed to a high quality, reflecting the significance of the Strategic Location as a visitor destination of Regional significance. Proposals for new development within the Strategic Location should be consistent with the development principles set out below, LA Policy LAN2, other policies within the Local Plan and national guidance, as appropriate.
- 4.4 The following community facilities and services will be maintained and, where appropriate, enhanced:
- Trafford Town Hall
 - Stretford Police Station
 - Trafford College
 - Stretford Sports Village
 - Stretford High School
- 4.5 **Residential development**
- A minimum of 400 residential units will be delivered in this Plan period;
 - Residential development will be encouraged at densities of between 30 and 150 dwellings per hectare in the form of a number of apartment blocks varying in height storeys;
 - There will be a range of 2, 3 and 4-bed dwellings provided in well-designed buildings with approximately two thirds of the units suitable for families.
- 4.6 **Mixed Commercial Development and Community Facilities**
- A mix of uses, including a range of retail uses (Use Classes A1 to A5), commercial leisure and community facilities (Use Classes D1 and D2), will be encouraged at a scale to serve the needs of the proposed communities within the Strategic Location;
 - Development proposals for Main Town Centre Uses of a scale that will serve a wider community than the business, visitor and residential communities within the Strategic Location should be consistent with other policies within the Local Plan and national planning guidance, as appropriate;
 - Commercial and/or community facilities should help to create active frontages as part of residential, employment or other development types within the Strategic

Location by being well-related to and accessible from adjacent streets and open spaces.

4.7 **Open Space/Green Infrastructure**

- Approximately 1 Hectare of new open space / green infrastructure will be provided, including improvements to the public realm along Chester Road and Talbot Road and innovative provision in the form of green walls and roofs;
- A Strategic Processional Route will be created. This distinctive and iconic piece of linear public realm will stretch the length of Sir Brian Statham Way, Warwick Road to Old Trafford Football Stadium and beyond. The route will include high quality surfacing and materials, incorporating green infrastructure and appropriate provision for walking, cycling and vehicles (see LA Policy TR1);
- the Council will protect the existing formal open spaces at Gorse Hill Park and Trafford Town Hall Sunken Gardens and encourage their improvement, as part of new development within LCCC Quarter.

Justification

4.8 *The LCCC Quarter Strategic Location represents an excellent location for high quality residential and commercial development in a highly prominent and accessible location within the Manchester City Region Inner Area. The Policies in this chapter provide a framework to ensure that future development in this Location will be sustainable and can be properly accommodated without significant adverse detriment to the environment or amenity of surrounding areas/uses.*

4.9 *A number of improvements have been made, over recent years, to the function of this area as the main civic quarter in the Borough, offering key community facilities including a revamped cricket stadium and new food superstore. However, there is an acknowledgement that further enhancements should be secured over the life time of the Plan. It is important that recent and future improvements are maintained and enhance the area's civic and community function. The wide range of uses proposed in these areas will ensure that appropriate levels of flexibility can be achieved over the life time of the Plan.*

4.10 *LCCC Quarter already lies within an area deficient in accessible open space. The level of new housing proposed generates the need for an additional 1 Ha of open space. Due to the limited amount of available land in this location, it is essential that the existing elements of public realm and open space at Trafford Town Hall and Gorse Hill Park are protected and enhanced alongside the provision of the Strategic Processional Route in order to provide suitable levels of open space to support the needs of the residents and visitors. The provision of green roofs and green walls will create opportunities for further green infrastructure and amenity space.*

4.11 *The creation of the Strategic Processional Route will greatly enhance the visitor and match-day experience in this location in a way which will also support existing businesses and facilities in the area, improve access to public transport, provide improvements to active travel infrastructure and green infrastructure enhancements.*

LAN2 – Lancashire County Cricket Club Stadium Area

4.12 The Council will support the continued use and improvement of the area identified on the Policies Map for a cricket stadium and associated hospitality, conference, club store, events, hotel and spectator/visitor car park uses by Lancashire County Cricket Club.

- 4.13 Within this area, the expansion of spectator capacity of the cricket stadium and new hospitality, conference, club store facilities will be supported where:
- It can be demonstrated by means of a detailed Transport Assessment that the development would not have a significant adverse impact on the efficient functioning of the highway network;
 - The necessary public transport, cycle way footpath and highway improvements are provided to properly service the development and ensure the efficient functioning of the highway network.
- 4.14 A range of commercial and/or community uses (including use classes A1, A2, A3, A4, A5, B1, C1, D1, D2 and similar appropriate uses) will be encouraged where they support the operation of the Stadium and are consistent with other policies within the Local Plan and relevant criteria within national policy. Where possible, facilities adjacent to Sir Brian Statham Way should have their primary access from the street.
- 4.15 Visitors to the stadium and associated facilities will be encouraged to travel by sustainable modes of transport. In order to encourage this, the following principles will be applied to future car parking provision:
- The provision of increased levels of remote park and ride will be promoted in suitable locations;
 - The provision of additional car parking within the stadium area will be restricted, including the expansion of single use parking provision for stadium use on areas within and/or immediately adjoining the Stadium Area which have been identified for alternative uses;
 - Multi-storey or decked parking facilities will be supported where there is no overall increase in parking spaces within the wider LCCC Stadium Area and;
 - Where it is of an appropriate scale and siting, and/or of innovative design'.
- 4.16 Residential development will be supported on sites fronting onto Great Stone Road and Talbot Road, including where it is part of a mixed-use scheme.

Justification

- 4.17 *The Council supports the role of LCCC as a renowned sporting club which is inextricably linked to the Borough and Old Trafford, in particular. Recent improvements to the historic Lancashire County Cricket Club Stadium have greatly improved facilities there. The stadium currently has the capacity to accommodate approximately 25,000 spectators with potential to further improve facilities for spectators and visitors. This Policy provides a framework to ensure that further expansion of the stadium or the development of supporting facilities for the cricket club or visitors is sustainable and can be properly accommodated without significant adverse detriment to the environment or amenity of surrounding areas/uses.*
- 4.18 *Necessary public transport, cycle way, footpath and highway improvements to properly service the development should include the contributions to the delivery of the Processional Route (see LA policy TR1)*
- 4.19 *The function of the area as a stadium and major tourist destination should not be compromised through significant impact on the operation and/or amenity of the LCCC Stadium or other uses in the vicinity of the proposal, including issues of security and overlooking.*
- 4.20 *For the avoidance of doubt, this policy also applies to applications for both permanent and temporary uses within the Stadium area.*