

CONSULTATION DRAFT



Civic Quarter Masterplan

SUPPLEMENTARY PLANNING DOCUMENT

OCTOBER 2018

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Contents

1 INTRODUCTION	4	5 THE DEVELOPMENT FRAMEWORK AND POLICIES	26
1.1 Introduction	5	5.1 Civic Quarter Masterplan SPD: Spatial Development Framework Plan	26
1.2 The Masterplan Area	6	5.2 Civic Quarter Masterplan SPD: Development Management Policies	28
1.3 Current Land Use	7		
2 BACKGROUND AND POLICY CONTEXT	8	6 DESIGN PRINCIPLES AND GUIDANCE	32
2.1 Background and Policy Context	8	6.1 Public Realm Framework	32
2.2 Engagement & Key Stakeholders	11	6.2 Movement & Car Parking	44
3 EXISTING AREA CONTEXT	12	6.3 Town Hall Quarter	45
3.1 Heritage	13	6.4 Leisure Quarter	46
3.2 Greenspaces	14	6.5 Campus Quarter	47
3.3 Pedestrian & Cycle Movement	15	6.6 Commercial Quarter	48
3.4 Public Transport	16	7 APPENDIX	50
3.5 Vehicular Movement & Parking	17	7.1 Historical Development	51
3.6 Heights	18	7.2 Transport	60
4 ISSUES AND OPPORTUNITIES	20		
4.1 10 Key Themes	20		
4.2 Key Issues	22		
4.3 Opportunities	24		



AERIAL VIEW OF THE SITE

1.1 Introduction

This document is a Supplementary Planning Document (SPD) and provides further detail underpinning the policies in the adopted Trafford Core Strategy. Although this SPD is not part of the Statutory Development Plan it does form part of Trafford Council's overall planning policy framework. As such it will be an important material consideration in determining planning applications and afforded significant weight in the decision-making process. The SPD is accompanied by a Strategic Environmental Assessment produced in accordance with the relevant Regulations.

The Masterplan area is defined by the Spatial Development Framework plan in Section 5.3. It is also intended to be used to guide development which may come forward adjacent to or just outside the boundary of the Civic Quarter which would nonetheless connect to it or affect its character and setting.

This SPD is intended to inform the entirety of the development management process, from pre-application through to the determination of planning applications or related consents. The Council strongly encourages early discussions with developers and advises that this SPD should be read in conjunction with the remainder of the Development Plan and other adopted guidance where relevant.

In January 2018 the Refreshed Stretford Masterplan was approved by the Council as its strategy for securing the transformation of Stretford. It set out the opportunities for further development of the Civic Quarter area to take full advantage of the proposals to establish University Academy 92 (UA92) providing a new higher education facility in the Stretford area, together with maximising the potential of existing assets. The SPD further develops the specific aspirations for the Civic Quarter area.



AERIAL VIEW OF THE SITE

1.2 The Masterplan Area

The Masterplan boundary extends to approximately 120 acres (40 ha) and is located to the northeastern extremity of Trafford Borough. The Masterplan area is within close proximity to the administrative areas of Manchester City Council to the east and Salford City Council to the north and is in a highly sustainable and accessible location.

The SPD will link together all the area's current assets through a high-quality public realm for a transformative effect. It will include new higher education facilities, residential, commercial office space, retail, leisure and civic uses. Old Trafford is already home to Lancashire Cricket Club, Manchester United Football Club, White City Retail Park, Trafford Town Hall, Trafford College and Stretford Sports Village.

It should be noted that the SPD boundary is not intended to represent a 'hard' boundary. Trafford Council remains committed to the regeneration of the wider area and the SPD is mindful of the close proximity of the surrounding residential communities.



SPD SITE BOUNDARY PLAN

1.3 Current Land Use

The Masterplan area can be divided into a number of distinct areas.

TOWN HALL QUARTER (1)

The Town Hall Quarter is bound by Chester Road and Talbot Road and comprises the main civic buildings for the Borough, including the listed Town Hall, Trafford College and Stretford Police Station, which all occupy a prominent location off Talbot Road.

In addition this area also comprises the current Stretford Sports Village, a Tesco superstore, some commercial units along Chester Road and an element of terraced housing off Great Stone Road and Warwick Road.

LEISURE QUARTER (2)

The Leisure Quarter largely comprises of the LCC ground, with associated uses including, a hotel and café and car parking, which is located along the prominent Talbot Road site frontage, which acts as the main throughfare for the wider Masterplan area.

The Lancastrian House office development is also located along the frontage on Talbot Road, whilst the vacant former B&Q site, located off

Great Stone Road offers a significant redevelopment opportunity.

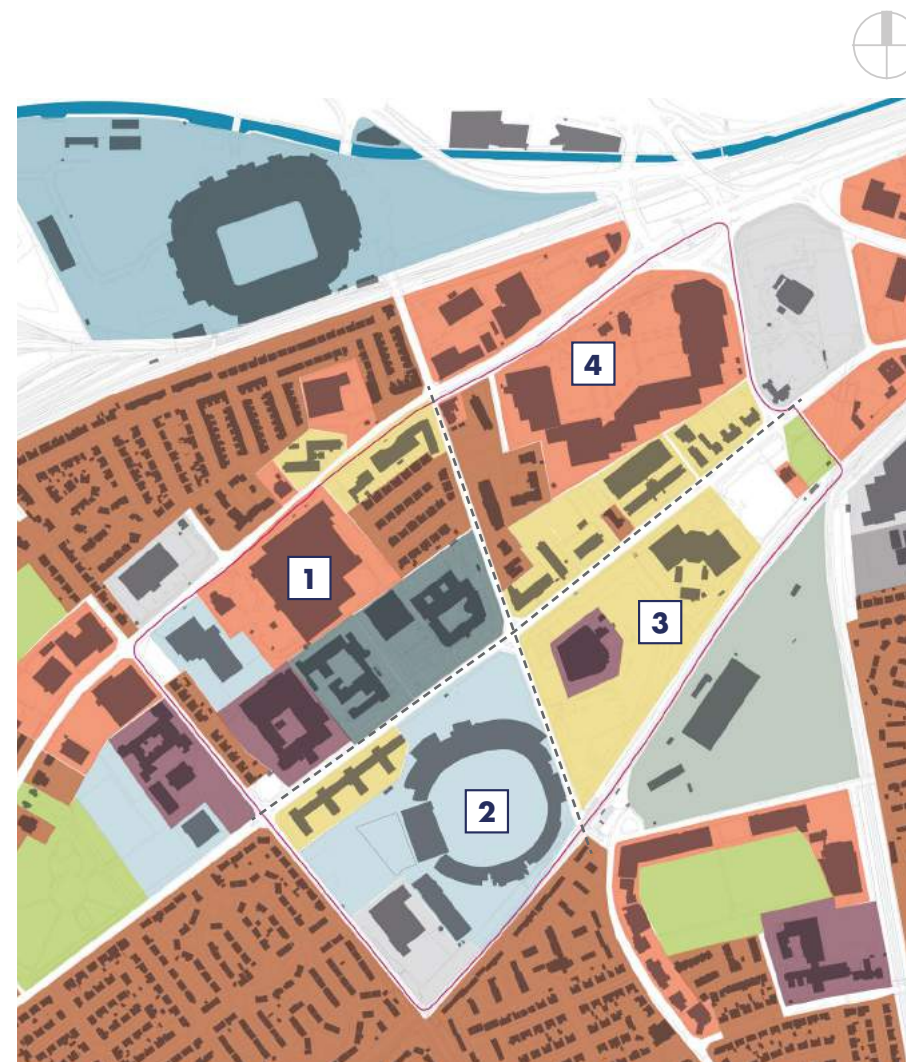
CAMPUS QUARTER (3)

The Former Kellogg's building and surrounding land offers significant development opportunities, as the area comprises of two large land owners. In addition to the Kellogg's building which has been granted permission for educational and commercial office purposes, the area also includes a major office location for British Gas.

COMMERCIAL QUARTER (4)

The Commercial Quarter largely comprises the White City Retail Park development off Chester Road, which has recently undergone refurbishment and comprises of a number of A1 retail and associated café and restaurant uses.

In addition this area also comprises a number of substantial office buildings along Talbot Road, including but not limited to Oakland House, Charlton and Atherton House, in addition to some residential buildings.



KEY

Residential	Commercial	Park & Allotment	Industrial
Sport & Leisure	Civic	Transport	Disused
Retail	Education		

LAND USE PLAN

2.1 Background and Policy Context

The Masterplan area has been a long-standing regeneration priority for Trafford Council. The strategic position provides an opportunity that can act as a catalyst for the regeneration and renewal of Trafford's northern area, building on the areas existing unique opportunities, including the two world renowned sporting institutions of Manchester United Football Club and Lancashire Cricket Club (LCC); and the Borough's civic function.

With circa 2.5 million visitors per year to Manchester United Football Club and 500,000 to the cricket ground, this area is the most visited place in the Borough. It also contains a number of important community facilities such as Trafford Town Hall, Trafford College and the Stretford Leisure Centre. However, the area is fragmented by a number of large footprint single uses and a significant opportunity exists to improve the visitor experience for its sporting attractions and to create a vibrant neighbourhood.

Development in this area will support regeneration through the creation of a new mixed-use neighbourhood in a highly accessible location, creating an inclusive, safe and sustainable community for the people of Old Trafford, through the active reuse of vacant brownfield sites, underused land and the improvement of existing facilities and services.

The Council's objectives are to create an improved local environment with new leisure facilities for the community and to assist in the creation of additional jobs and to provide new high-quality homes. The regeneration potential of Old Trafford/Stretford is significant and the enhancements described in this document will result in social, environmental and economic benefits for the local community and the Borough as a whole.

The Council's aim and objectives for the regeneration of the area is supported by a number of existing strategic plans and policies, which are summarised below.

THE NORTHERN POWERHOUSE

Government policy at a national level has seen a focus in recent years on rebalancing the UK economy and capitalising on the inherent strengths of the UK's core northern cities. The Government's Northern Powerhouse initiative, announced in June 2014 by the then coalition Government, has sought to reduce the divide between the north and south by encouraging investment in infrastructure, housing and transport; and by facilitating devolved power to northern cities, including Manchester.

The Northern Powerhouse will utilise the combined agglomeration benefits of the key centres and economic assets in the North of England, the combined population of which could compete with cities at a global level, to deliver economic growth. It also aims to complement London in the south, as a way of re-balancing the national economy. The intention is to create a single market for people, goods and ideas, which will drive the growth of the knowledge economy. It will promote access to skills, ease of travel and the ability to create talent clusters crucial for the skills of the region and the requirements of local businesses.

Central to the vision is the creation of a world class transport system which links up the cities and towns in the North to allow them to function as a single economy. Strong transport connections will provide the foundations to build the Northern Powerhouse, allowing it to compete with the best performing regions of Europe. This in turn will attract investment from overseas, further driving growth and creating a North which is a global centre for innovation and trade. As the North of England's largest conurbation, and an area which has already been given a number of powers through devolution by central government, Greater Manchester is at the heart of the Northern Powerhouse agenda.

THE GREATER MANCHESTER STRATEGY (GMS): OUR PEOPLE, OUR PLACE

The GMS was published in October 2017 and was prepared by the 10 GMCA Councils, the Mayor, the NHS, the police and the fire service; with help from businesses, voluntary, community and social enterprise organisations, and members of the public. The plan explains the GMCA's ambitions for the future of the city-region and covers health, wellbeing, work and jobs, housing, transport, skills, training and economic growth. The 10 priority areas in the strategy are:

- Children starting school ready to learn
- Young people equipped for life
- Good jobs, with opportunities for people to progress and develop
- A thriving and productive economy in all parts of Greater Manchester
- World-class connectivity that keeps Greater Manchester moving
- Safe, decent and affordable housing
- A green city-region and a high quality culture and leisure offer for all
- Safer and stronger communities
- Healthy lives, with quality care available for those who need it
- An age-friendly Greater Manchester.

TRAFFORD LOCAL PLAN: CORE STRATEGY (ADOPTED JANUARY 2012)

Vision & Objectives

The adopted Core Strategy set out the following vision for the Borough:

By 2026:

Trafford will have vibrant and inclusive, prosperous and well designed sustainable communities, served by an integrated transport network offering a choice of modes of travel. Trafford will have a high performing economy that makes a significant contribution to the North West Region and Greater Manchester City Region by continuing to attract and retain internationally competitive businesses, maintaining a strong local business base and positioning itself as a centre for enterprise.

The historic, built and natural environment, including the Green Belt, will be preserved, protected and enhanced.

The focus for economic and housing growth will be within the urban area, primarily in the north east of the Borough and the principal town centre (Altrincham). The following 5 Strategic Locations are identified as areas for change:

- *Pomona Island (SL1);*
- *Trafford Wharfside (SL2);*
- *Lancashire County Cricket Club Quarter (SL3);*
- *Trafford Centre Rectangle (SL4),*
- *Carrington (SL5).*

The Core Strategy sets out a number of strategic objectives for the area. The proposals set out in the SPD will assist in meeting the following objectives:

- OTO1: To improve the quality, mix and type of residential offer
- OTO2: To maximise the re-use or redevelopment of unused, under used or derelict land
- OTO5: To improve the appearance and quality of the environment, including green and open spaces for recreational purposes and the public realm
- OTO9: To ensure residents in Old Trafford can acquire the necessary skills to access jobs in key employment locations, particularly Trafford Park and the Regional Centre
- OTO11: To maximise potential of Lancashire County Cricket Club as a visitor attraction and its potential to lead major regeneration in the area
- OTO14: To maximise provision of / access to open space at strategic locations
- OTO16: To reduce current deficiencies and issues of poor quality in open space provision and outdoor sports facilities
- OTO19: To secure improvements to sustainable modes of transport, particularly cycling and public transport infrastructure
- OTO25: To protect and enhance the character of the areas historic buildings and landmarks.

POLICY SL3 - LANCASHIRE COUNTY CRICKET CLUB QUARTER

Policy SL3 identifies the area around Lancashire Cricket Club (LCC) as a strategic location for major mixed use development to provide a high quality experience for visitors balanced with a new, high quality residential neighbourhood centred around an improved stadium.

The policy states that the LCC quarter could deliver:

- A redeveloped LCC sports stadium with ancillary sports and leisure facilities
- 400 residential units comprising predominantly accommodation suitable for families
- A redeveloped and renovated Trafford Town Hall providing new accommodation for Trafford Council's civic and administrative functions
- Improvements to education, community and commercial facilities (including a superstore); and
- Improvements to the local highway network and better linkages with public transport infrastructure.

The SPD is consistent with these overall objectives and provides an up-to-date and focused strategy to maximise the current opportunities in the area, building on the current strategic policies.

OTHER RELEVANT CORE STRATEGY POLICIES

The following Core Strategy Policies are also of relevance to this SPD and any future planning applications:

L1- LAND FOR NEW HOMES

Policy L1 seeks to ensure that an adequate range of sites is made available across the Borough, to allow a variety of types of housing to be provided, including affordable housing.

L3- REGENERATION AND REDUCING INEQUALITIES

Policy L3 seeks to promote housing led redevelopment within the Old Trafford Priority Regeneration area which will improve the quality and diversity of the housing stock; improve access to the Regional Centre and Trafford Park and provide further commercial, cultural and community facilities.

L4- SUSTAINABLE TRANSPORT AND ACCESSIBILITY

Policy L4 promotes the development and maintenance of a sustainable integrated transport network that is accessible and offers a choice of modes of travel to all sectors of the local community and visitors to the Borough.

L5- CLIMATE CHANGE

Policy L5 seeks to ensure that new development mitigates and reduces impacts on climate change factors, such as pollution and flooding. It also seeks to

maximise sustainability through improved environmental performance of buildings, lower carbon emissions and renewable or decentralised energy generation.

L7- DESIGN

Policy L7 seeks to ensure high quality design that is appropriate in its context, enhances the street scene and character of the area and makes appropriate provision for open space, car parking and accessibility. Development should also ensure that amenity is protected to ensure there are no adverse impacts by reason of overbearing, overshadowing or overlooking.

W1- ECONOMY

Policy W1 seeks to ensure an adequate range of sites for a variety of employment uses is provided to attract key economic growth sectors to Trafford.

R1- HISTORIC ENVIRONMENT

Policy R1 states that all new development must take account of surrounding building styles, landscapes and historic distinctiveness, ensuring that development complements and enhances the existing features of historic significance including their wider settings.

R3: GREEN INFRASTRUCTURE

Policy R3 seeks to provide an integrated network of high quality and multi-functional green infrastructure, that will improve health and well-being and accessibility throughout the Borough.

2.2 Engagement & Key Stakeholders

R6- CULTURE AND TOURISM

Policy R6 seeks to encourage and support the culture and tourism offer that highlights and enhances the cultural heritage of the Borough, including Lancashire Cricket Club.

REFRESHED STRETFORD MASTERPLAN

The Refreshed Stretford Masterplan was approved by Trafford Council in January 2018 as its strategy for securing the transformation of Stretford.

The overall objective of the Refreshed Masterplan is to deliver the transformation of Stretford Town Centre and the wider Stretford area into a more prosperous and vibrant place that realises the full potential of existing assets and provides a safer, attractive and distinctive environment.

This SPD will build on the principles set out in the Refreshed Stretford Masterplan for the areas outside of the Town Centre, including the former Kellogg's site, LCC, former B&Q site and Stretford Sports Village enabling it to function as a more successful destination. It will provide further guidance in order to assist the co-ordinated and comprehensive regeneration of this area consistent with the ongoing regeneration objectives for Stretford and the wider Borough.

In accordance with Regulation 12(a) of the Town and Country Planning (Local Planning) (England) Regulations 2012 and the Councils Statement of Community Involvement, the Council has undertaken early engagement with key stakeholders during the initial preparation of the SPD. This has included:

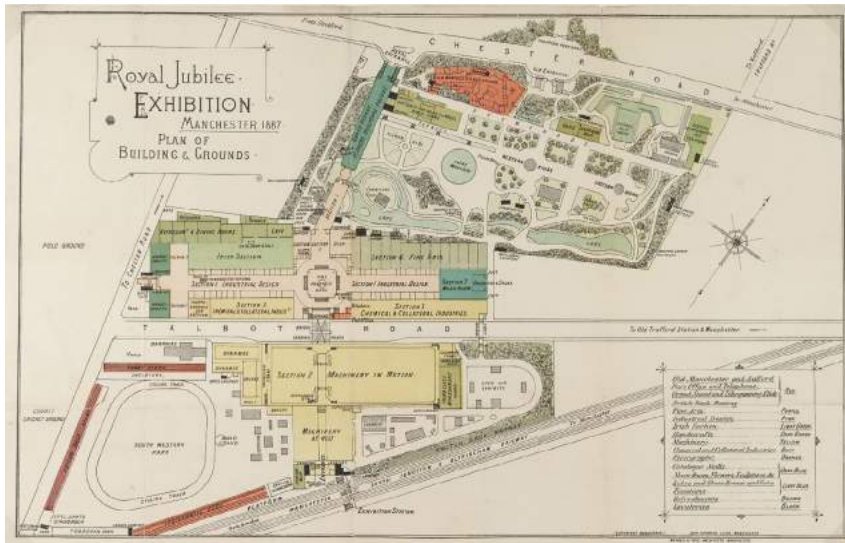
- A public drop-in session on 14th August 2018;
- Internal consultation with members and key officers at the Council;
- Key stakeholder working group meetings; and
- 1-to-1 meetings with key landowners in the area.

All the comments received have been reviewed and the SPD amended where appropriate to reflect the discussions.

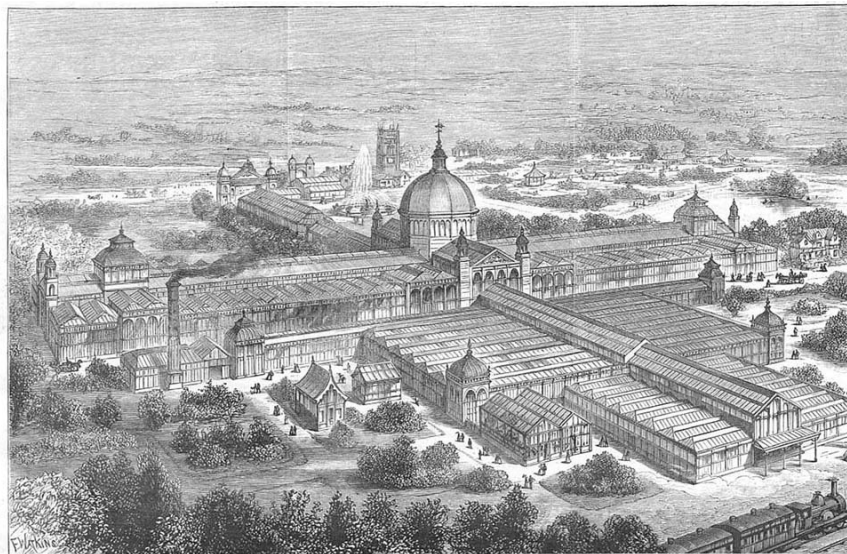
NEXT STEPS

Trafford Council will undertake a formal public consultation on this draft version of the SPD for a period of 6 and a half weeks, together with the Strategic Environmental Assessment (SEA) which accompanies it. The consultation process will provide an opportunity for all interested parties, including local residents, businesses and stakeholders to share their views on the draft SPD.

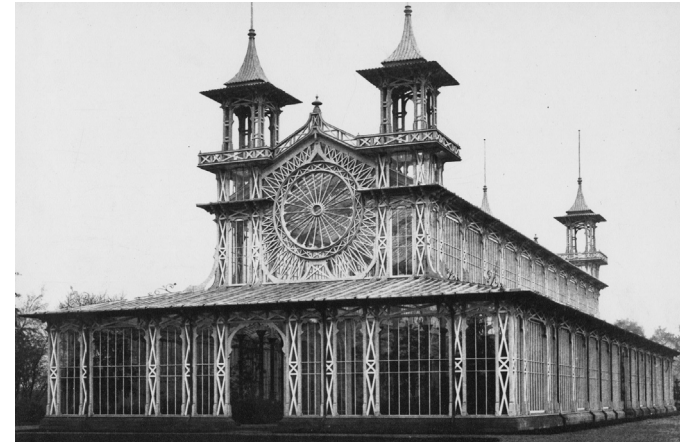
The Council will consider all comments and representations made which will then feed into a final publication version to be formally adopted by the Council.



1887 ROYAL JUBILEE - VISITED BY 4.5M VISITORS IN 166 DAYS



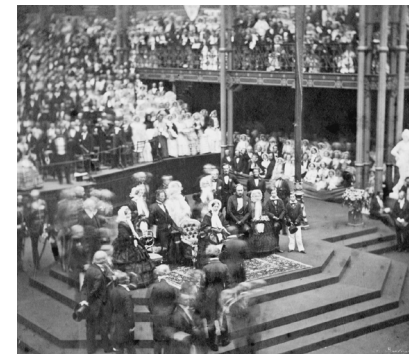
1887 ROYAL JUBILEE EXHIBITION AERIAL



BOTANICAL GARDENS GREENHOUSE, 1850



ART TREASURES EXHIBITION BUILDING, 1858



1857 ART TREASURES EXHIBITION - QUEEN VICTORIA & PRINCE ALBERT AT THE OPENING



WHITE CITY PORTAL



OLD TRAFFORD BOWLING CLUB

3.1 Heritage

The area has a rich and fascinating history in culture, events, health and wellbeing.

The site of the current White City Retail Park was once a Royal Botanical Gardens, set up in 1829 for the recreation of the people of Manchester, away from the prevailing smoke of the industrial city. This included large and ornate domed greenhouses some 100 meters in length, sheltering many rare and beautiful plant specimens from around the world.

The Gardens played an integral part in two spectacular national exhibitions. The Art Treasures Exhibition was held in 1857, the first ever national exhibition of art, housing some 16,000 artefacts including works by Leonardo Da Vinci. It remains one of the largest art exhibitions Britain has even seen, with some 1.3 million visitors attending. Thirty years later, this was followed by the Royal Jubilee Exhibition held at Queen Victoria's Golden Jubilee attended by an incredible 4.75 million people over 192 days.

Today, the entrance portal to the original Royal Botanical Gardens remains, isolated at White City retail car park. Both it and Trafford Town Hall are Grade II listed.

Further east, either side of Talbot Road lies an area of some historical interest. The Old Trafford Bowling Club remains, founded in 1877, constructed in Tudorbethan style. It was one of the most substantial clubhouses in amateur sport, an inspiring legacy of the area's many cricket, tennis and racing fields. The bowling green is still in use today, a stone's throw away from the Victorian Trafford Hall Hotel and a series of 8 fine Victorian villas.



HERITAGE DESIGNATIONS PLAN

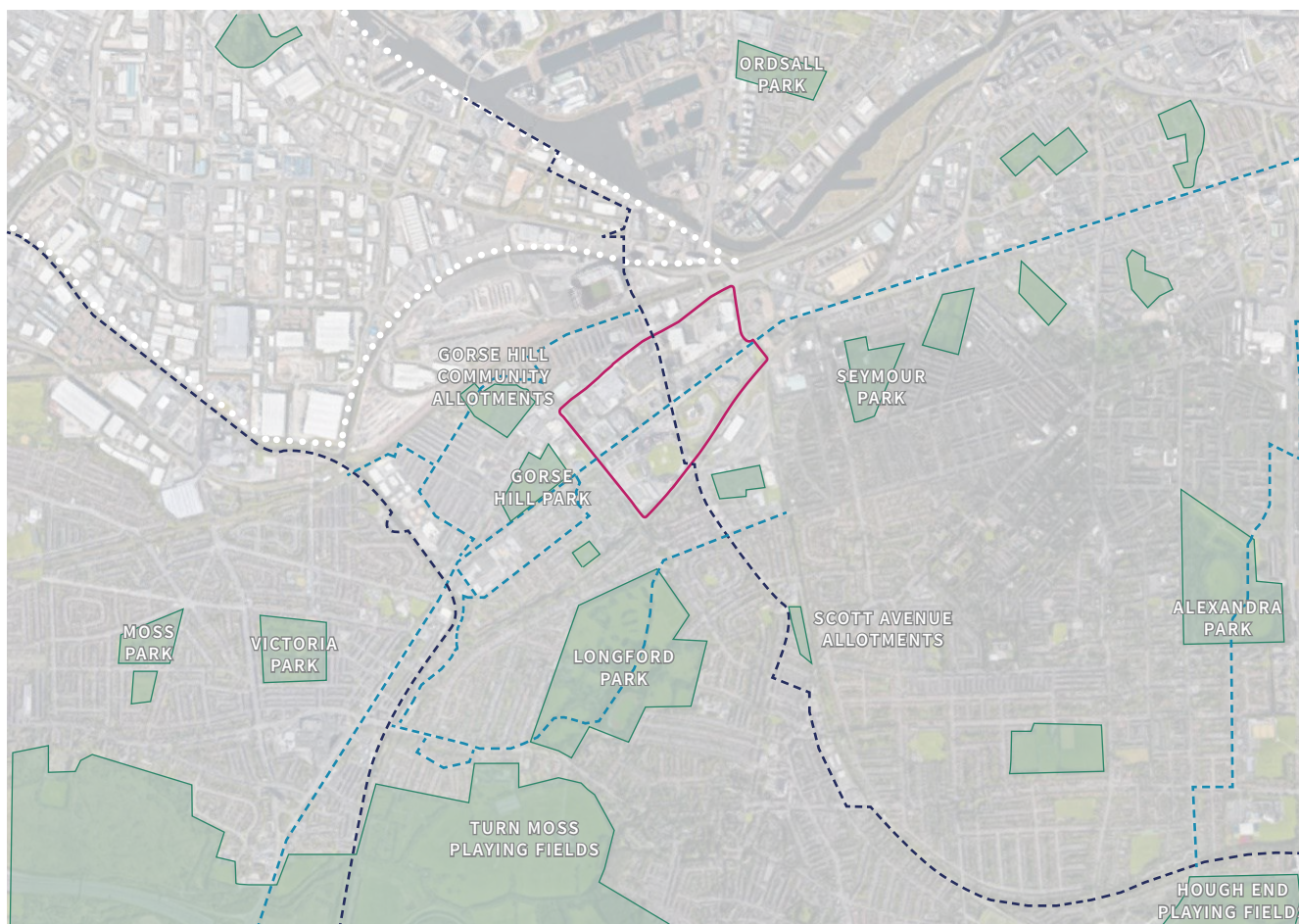
KEY

- Listed building
- Other heritage asset (non-designated)

3.2 Greenspaces

The Masterplan area is close to a number of established parks, greenspaces and allotment gardens that provide recreation and respite to Trafford residents and visitors. Longford Park, the largest in the Borough, is close by, along with Gorse Hill Park and Seymour Park. There is a bowling green within the Masterplan area at Trafford Bowling Club.

Although mature trees currently line the main roads, there are opportunities of enhancing the existing 'green' character and creating high quality pedestrian and cycling environments.



KEY

- Greenspace
- Route on the National Cycle Network
- Route not on the National Cycle Network

WIDER GREENSPACE PLAN

3.3 Pedestrian & Cycle Movement

There are cycling opportunities throughout the site, with National Cycle Route 55 running along Brian Statham Way/ Warwick Road and improved cycle provision along Talbot Road towards Manchester - in July 2018 works commenced to upgrade the Stretford Cycleway with provision of segregated cycle lanes in both directions.

These cycle routes link the Masterplan area to Salford, Manchester City Centre, South Manchester and Stretford. Talbot Road is a particularly popular route for commuter cyclists who wish to avoid Chester Road on their way to Manchester City Centre.

There are further opportunities of enhancing the routes, whilst promoting walking and cycling as sustainable modes of movement within the site and beyond. This correlates with the Refreshed Stretford Masterplan, which acknowledges the importance of improved routes between Stretford Town Centre, UA92 and Manchester City Centre.

Pedestrian movement is limited predominately to vehicular roads as plot boundaries are secured with perimeter fencing. There is a pedestrian-only route linking Talbot Road and Chester Road which passes between the Town Hall building and sunken gardens before reaching Tesco. A pedestrian route also flanks the tram line south of the cricket ground.



KEY

- Route on the National Cycle Network
- - - Route not on the National Cycle Network
- ↔ Pedestrianised route
- █ Open space by MUFC
- Metrolink stop

PEDESTRIAN AND CYCLE MOVEMENT PLAN

3.4 Public Transport

The area is well served by existing public transport links. However, the area would benefit from enhanced pedestrian and cycle linkages which encourage additional uptake of these modes.

METROLINK TRAM

Old Trafford and Trafford Bar Metrolink stops provide access to the Metrolink network across Greater Manchester. There are regular services linking key destinations, including Stretford, Sale and Altrincham, as well as Manchester Airport, The Quays and Manchester City Centre.

From these stations, users can access Metrolink lines 1, 2 (Old Trafford) and 1, 2, 5 and 6 (Trafford Bar). Alternatively, they can board and change at Cornbrook or within the City Zone for the remaining lines across Greater Manchester. Trams run every 6 to 12 minutes (with the exception of the Deansgate-Castlefield to Manchester Airport line early morning services, which run every 20 mins).

The Trafford Park Metrolink line will open in 2020, providing connections through Trafford Park via a change at Cornbrook. Alternatively, the Wharfside Metrolink stop will be within 15 min walking distance.

BUS

There are also frequent bus services along Chester Road and a less frequent service along Talbot Road, linking the Masterplan area to Manchester City Centre, Hulme, Stretford, Sale, Altrincham and the Trafford Centre.

More information is available within the Appendix and a separate transport assessment completed by Curtins.



PUBLIC TRANSPORTATION NETWORK PLAN

KEY

- Train line
- Tram line
- Bus stop
- Metrolink stop
- Train station (match day only)

3.5 Vehicular Movement & Parking

TRAFFIC FLOWS

The highest traffic flows occur along the A56 Chester Road, along the northern boundary of the Masterplan area, as it is a strategic link to key employment areas across Trafford Park, The Quays and Manchester City Centre.

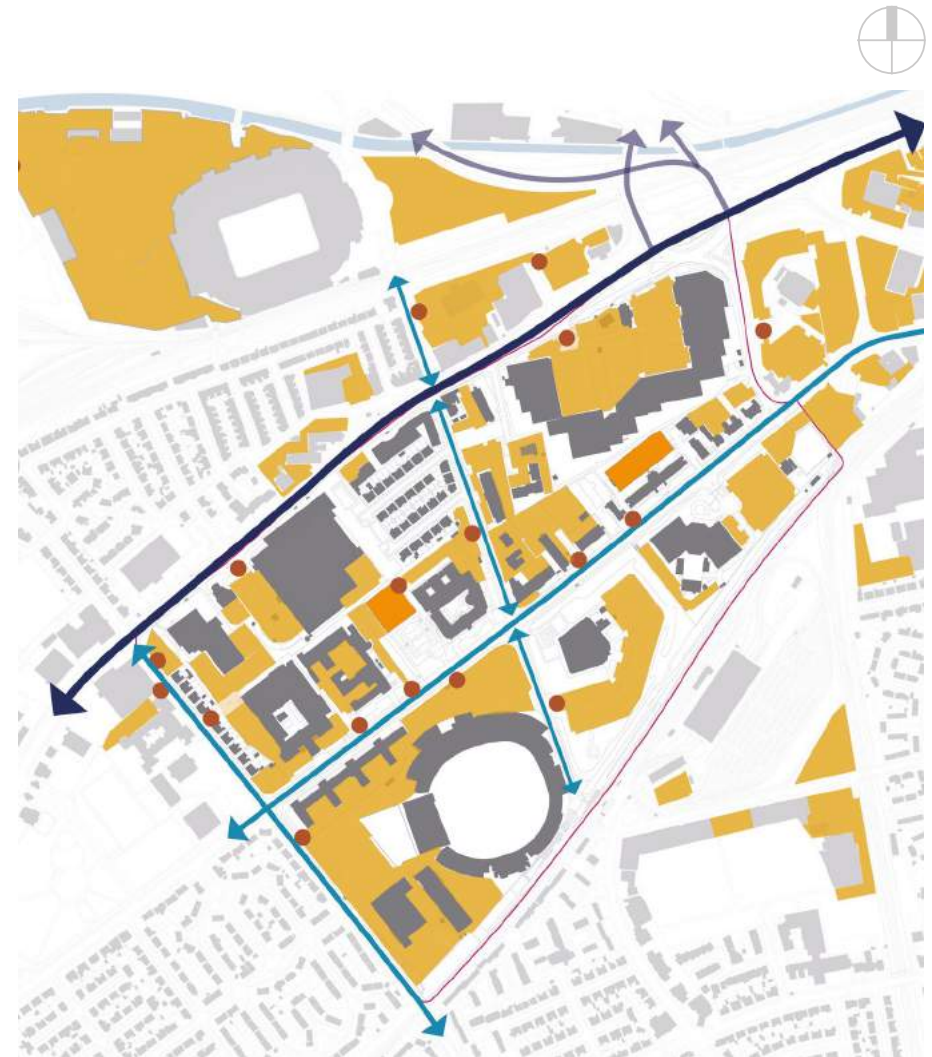
Talbot Road is a relatively busy link, and a reduction in flows would be beneficial to non-car users of this route.

PARKING

The proportion of parking in the area is high compared to both buildings and the public realm. Survey data associated with the transport assessment carried out to inform the SPD suggests that a total of 4,267 parking spaces are within the Masterplan area.

The maximum occupancy during the day when a parking survey was undertaken was 2,646 (62%) with the car parks at Trafford College, Trafford Town Hall, Lancastrian House, LCC and Stretford Sports Village being the most popular. The car parks to the east such as White City Retail Park and the Talbot Road multi-storey car park were less busy throughout the day.

More information is available within the Appendix and a separate transport assessment completed by Curtins.



VEHICULAR MOVEMENT & PARKING PLAN

KEY

- Primary vehicular route
- Vehicular routes
- Surface parking
- Multi storey parking
- Parking entrances

3.6 Heights

The Masterplan area is generally characterised by large footprint commercial, civic, leisure and retail developments.

The northern side of Talbot Road within the Masterplan area is generally characterised by taller office buildings, some of which have consent for conversion to residential. Oakland House is the highest building, at fifteen storeys in height. Trafford Town Hall, Stretford Police Station and Trafford College are lower in scale, with the clock tower of the Town Hall the dominant feature.

The retail developments at Tesco and White City Retail Park have very large footprints but do not generally exceed three storeys in height.

On the southern side of Talbot Road Lancashire Cricket Club and the adjoining Lancastrian House office development are both up to six storeys in height. The former Kellogg's and British Gas buildings lie in large, open plots, with height reducing significantly towards the historic Trafford Bowling Club and Victorian villas which do not exceed three storeys.

There are traditional two storey residential properties to the north and south of the Masterplan area and also within it on Hornby and Barlow Roads.



BUILDING HEIGHTS PLAN

KEY

 Up to 3 storeys	 7-11 storeys
 4-6 storeys	 11+ storeys

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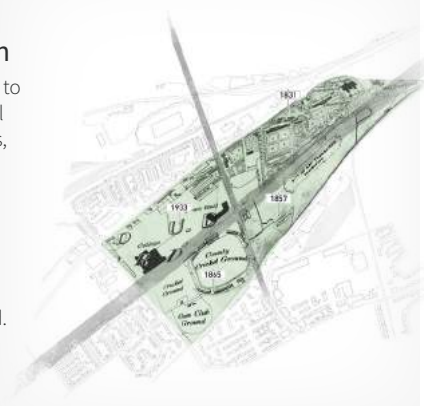
4.1 10 Key Themes

These provide a high-level and overarching guide to oversee the development and deliver the necessary transformation of the area.

1 HERITAGE

Manchester's Pleasure Garden

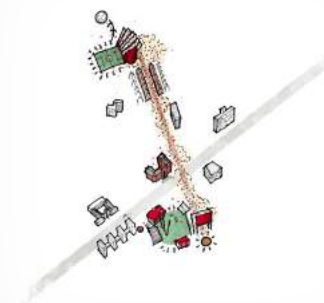
Old Trafford was home to great estates, botanical parks, artistic treasures, festivals and garden suburbs. A place of pleasure, recreation, sporting icons and a civic town hall. All of which form the rich tapestry of Old Trafford.



3 PROCESSION

Game, Match and Event

Celebrate event days with a public realm worthy to support the thousands of fans that parade the streets of Old Trafford through the introduction of a pedestrianised route abuzz with activity and life.



2 LEGACY

Old Trafford's Icons

The icons of cricket, football and civic life remain forming an exceptional platform from which to shape Old Trafford once again.



4 WELLBEING

Green and Healthy

Revive Old Trafford's botanical heritage with a tree-lined active route along Talbot Road that integrates sport, play and fun within the public realm.



5 DESTINATION

A Place for Everyday

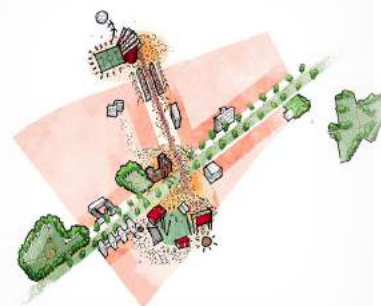
Create spaces to host exhibitions, festivals and other events as a means to showcase the area's extraordinary history to become a year round cultural destination.



7 CREATING VALUE

Placemaking

Composing the setting to encourage density in the area through the offer of modern business opportunities and a range of homes across the spectrum of ownership.



9 CONNECTIONS

A 'Quarter' is Not an Island

The sum is greater than its parts - Old Trafford is surrounded by great places, what if we 'plugged-in' creating permeable outward and inward connections.



6 THE QUARTERS

In the Quarter

Live, work and play in areas with strong identity and variety.



8 ENGAGEMENT

Shared Vision and Values

The big 'buy-in'. Be inspired by the fantastic work of the community, including Gorgeous Gorse Hill, the various friends of parks groups and Love Old Trafford.



10 IDENTITY

Old and New Trafford = Trafford

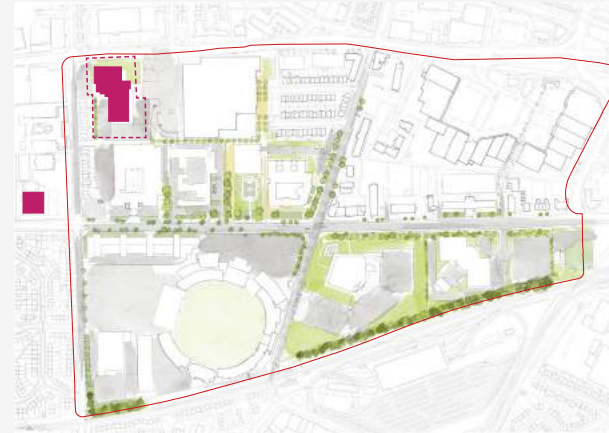
What is Old Trafford? How do we capitalise and reinforce Old Trafford's global identity and appeal?



4.2 Key Issues

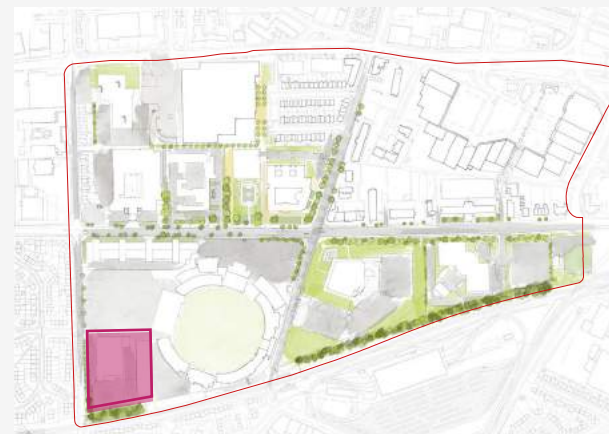
Following a review and analysis of the existing Masterplan area, a number of issues and opportunities can be identified:

1 STRETFORD SPORTS VILLAGE



The current Leisure Centre facility, located off Great Stone Road, is outdated, over capacity and no longer fit for purpose to meet the modern demands of residents.

2 FORMER B&Q SITE



The former B&Q site has been vacant for a number of years, following B&Q's restructuring deal back in early 2016. The site occupies a prominent location within the Masterplan area.

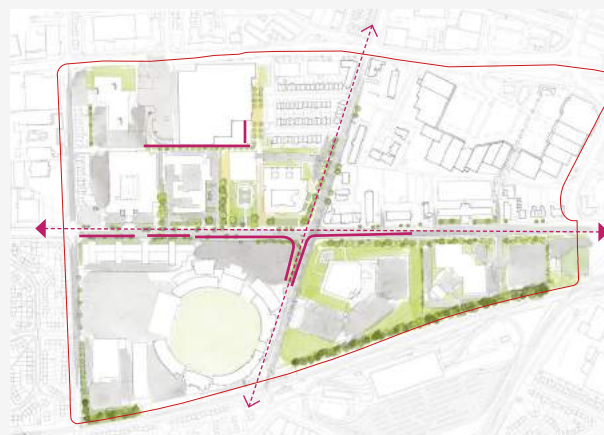


3 FORMER KELLOGG'S SITE



The former Kellogg's site is in a highly sustainable and prominent location within the Masterplan area, adjacent to the Town Hall and LCC. Located on two main thoroughfares, planning permission has been granted for the use of the building as the main campus for UA92.

5 PEDESTRIAN CONNECTIVITY



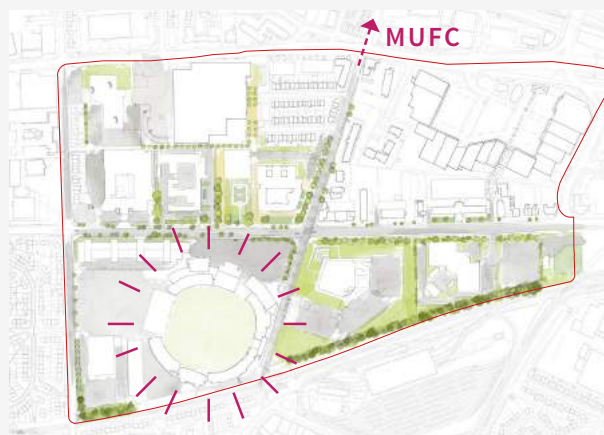
The whole of the Masterplan area suffers from poor connectivity and legibility, particularly around the LCC stadium which creates significant barriers to movements into and within the Masterplan area.

4 DOMINANCE OF SURFACE CAR PARKING



The key thoroughfares in the Masterplan area are visually dominated by surface car parking, which detracts from the streetscape and potential to create attractive places to live, work and visit. It also represents an inefficient use of land.

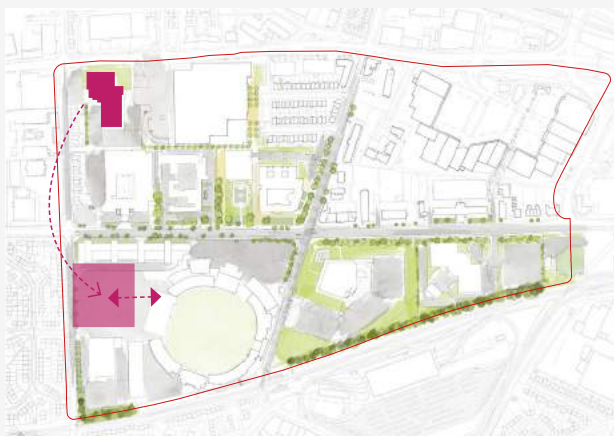
6 LACK OF IDENTITY



Despite the area being home to world class sports and event facilities; and the main civic function for the Borough, it lacks a sense of identity, with limited wayfinding opportunities when arriving by foot, car or public transport.

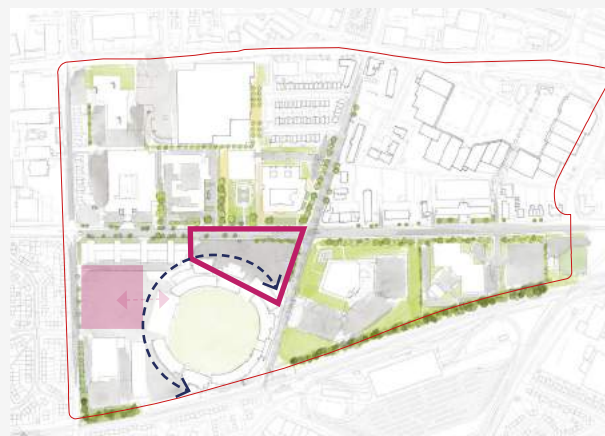
4.3 Opportunities

1 A NEW LEISURE CENTRE FOR STRETTFORD



The Council recognises that the current Stretford Leisure Centre is outdated and requires replacement. The SPD confirms that the Council is committed to re-providing a new centre, which will be fully accessible to all residents and of a standard in keeping with the sporting tradition of the area. Additionally, there is an opportunity to create a new synergy between the Cricket Club and the new Leisure Centre.

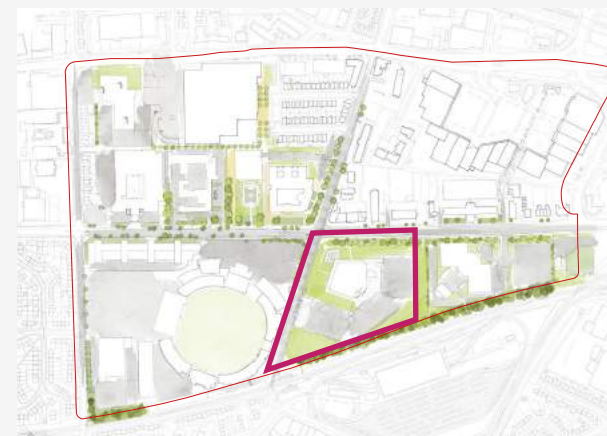
2 LANCASHIRE CRICKET CLUB



There is presently a great deal of surface car parking both within this site and the Masterplan area generally and a need for consolidation. The Council and LCC have identified an opportunity to consolidate current inefficient parking arrangements in order to free up land which could be utilised for new areas of public realm and other facilities required by the Cricket Club to improve the fan and visitor experience. The Masterplan sets out a vision for LCC which will result in a much more accessible and fan friendly environment, in addition to other public benefits.

Refer to page 42 on issues to be addressed at planning application stage.

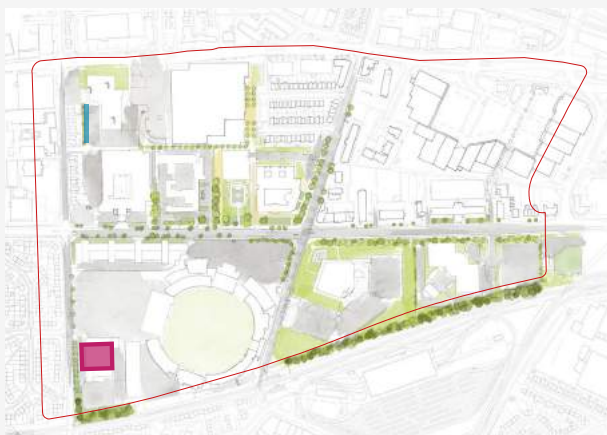
3 THE FORMER KELLOGGS SITE / UA92



The former Kellogg's office building on Talbot Road has been vacant since the company's office function relocated to Salford. The Council, recognising the importance of this asset to the area, has invested in the building. It will become the home of a new higher education facility - University Academy 92, specialising in sports, media and related qualifications. There is significant opportunity to create a vibrant new mixed-use community around the UA92 building.

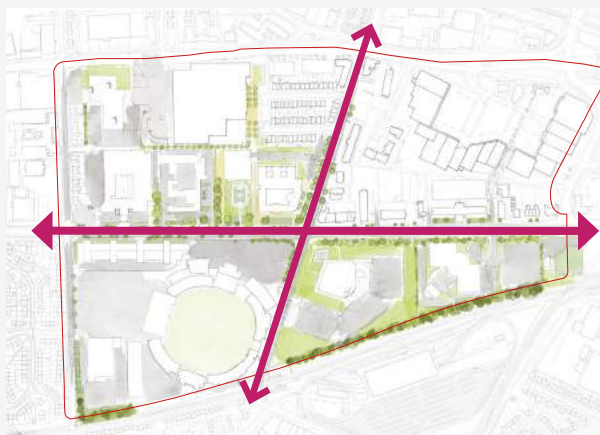


4 THE FORMER B&Q SITE



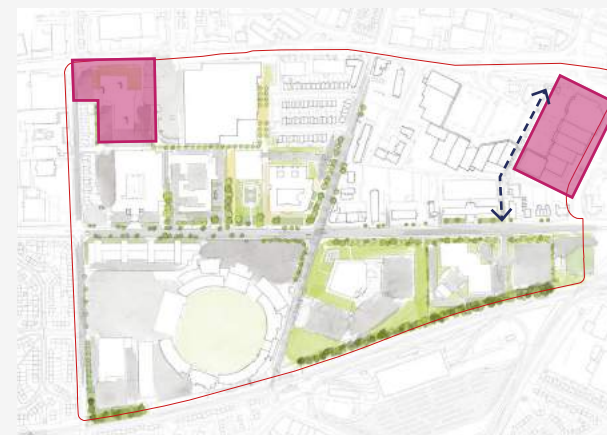
The former B&Q site is a vacant former retail unit located on Great Stone Road directly fronting residential properties to the west and immediately adjoining LCC to the eastern boundary. This has been identified as an optimal location for consolidated car parking, possibly as part of a mixed use scheme, to serve an enhanced Cricket Club experience and surrounding employment, civic and commercial development opportunities.

5 KEY PEDESTRIAN ROUTES AND ROADS



There is the opportunity for the creation of a 'Wellbeing Route'; a greatly improved pedestrian and cyclist experience on Talbot Road. There is also the opportunity to transform Brian Statham Way and Warwick Road into a high quality, safe and welcoming 'Processional Route'. Enhanced connectivity to public transport for the Masterplan and surrounding residential development is also key.

6 GATEWAYS



The corner sites at White City and the existing Stretford Sports Village represent opportunities to define the area through positive and attractive development.

5.1 Civic Quarter Masterplan SPD: Spatial Development Framework Plan

The Masterplan principles underpinning the vision for the area have been drawn together and physically expressed through the Spatial Development Framework. The SPD will guide the redevelopment of the area in order to ensure its sustainable regeneration and includes the following key elements:

CREATION OF A HIGH QUALITY PUBLIC REALM

This will link development sites and create a better sense of place through the provision of:

- **A Wellbeing Route**, along Talbot Road which will include enhanced green infrastructure, becoming a people and cycle-friendly route that connects Stretford and Manchester centres
- **A Processional Route**, which will redefine and amplify the connection between the two world-class sporting venues of LCC and Manchester United.
- **A New Civic Square**, which will become an everyday destination, as well as a gathering and celebration space for match and event days.

A Crime Impact Statement was prepared by GMP to support the SPD; a number of points have been incorporated to create a positive event and non-event day environment and discourage anti-social behaviour.

IMPROVED PERMEABILITY

This can be enhanced throughout the Masterplan area by connecting different uses and encouraging sustainable modes of movement and removal of unnecessary barriers. Particular opportunity is identified in improving pedestrian permeability around LCC and opening a route circumnavigating the stadium.

CONSOLIDATION AND RATIONALISATION OF CAR PARKING

The removal of existing surface car parking, which currently dominates the area, and the creation of new consolidated parking provision, most likely in a multi-storey format, offers opportunities for creating more attractive places and connections.

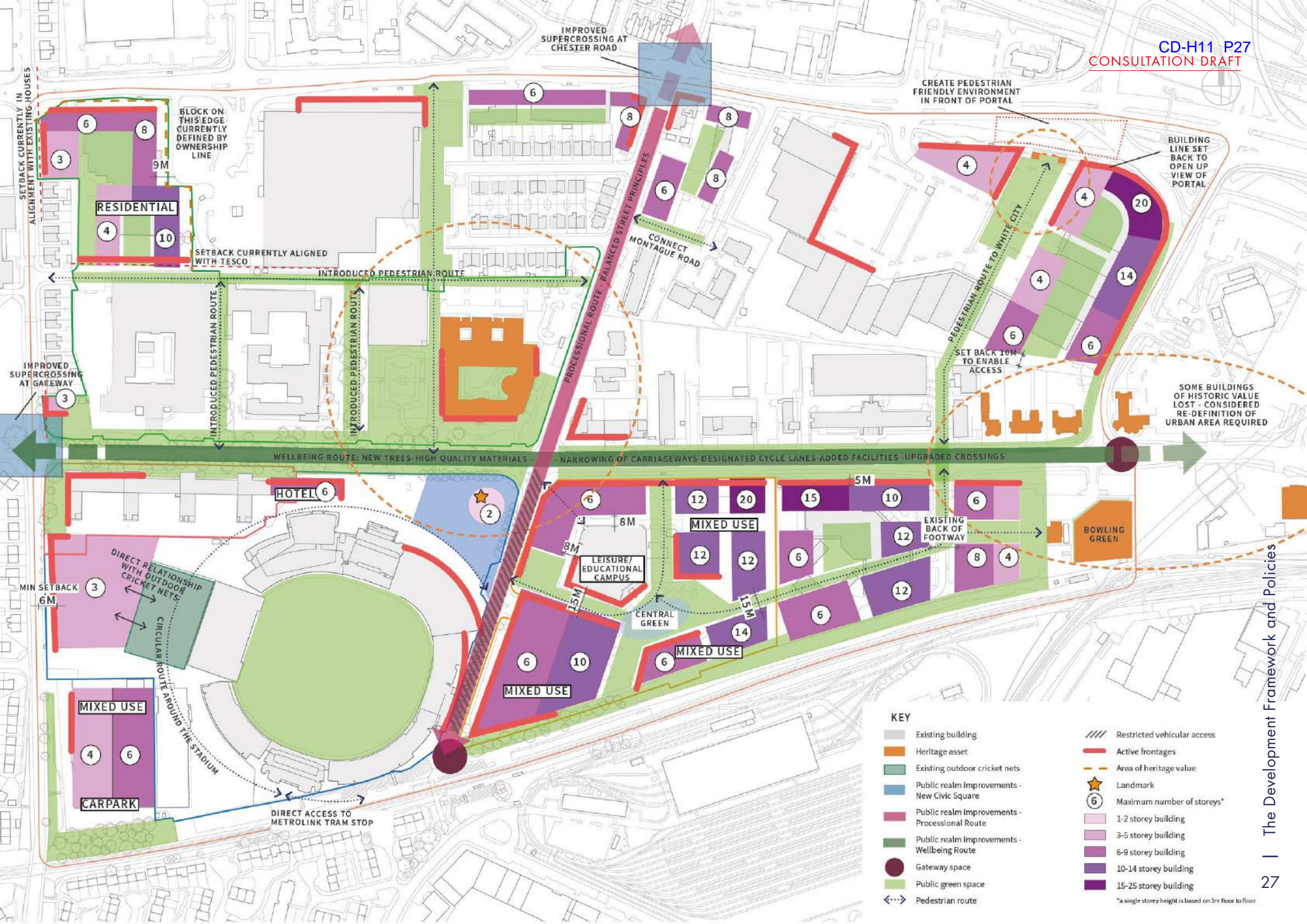
CREATION OF DEFINING AND DISTINCTIVE QUARTERS

Enhancing the existing identities and uses of the four quarters, the principles build on the area's identity and brand, ensuring that it is a destination of choice for existing and future residents and visitors alike. The vision for each quarter is:

- **Town Hall Quarter:** To create a real civic centre for Trafford, building on the existing Trafford Town Hall and open space that can link to the new civic square. The area also offers the opportunity to redevelop the

current leisure centre site, which would be suitable for new housing.

- **Leisure Quarter:** To build on the existing success of LCC as a leisure destination, through improved connectivity around the stadium and the creation of a new civic square. Building on the identity as the Leisure Quarter, the area also offers the unique opportunity to provide a new modern public leisure centre with direct links to LCC's outdoor pitches, which will create a unique combination of indoor and outdoor sport provision.
- **Campus Quarter:** To provide a new neighbourhood that includes the higher education campus for UA92, which is set to open in 2019 and will offer higher level qualifications in media, business and sport. The area also offers substantial opportunities for the delivery of further residential, leisure and commercial uses.
- **Commercial Quarter:** To build on the current retail, residential and office offer, improving the public realm along Talbot Road and providing better connectivity and sense of place. The area also offers the opportunity to diversify the retail and leisure offer available at the existing White City Retail Park.



SETBACK CURRENTLY IN ALIGNMENT WITH EXISTING HOUSES

BLOCK ON THIS EDGE CURRENTLY DEFINED BY OWNERSHIP LINE

RESIDENTIAL

SETBACK CURRENTLY ALIGNED WITH TESCO

INTRODUCED PEDESTRIAN ROUTE

INTRODUCED PEDESTRIAN ROUTE

INTRODUCED PEDESTRIAN ROUTE

IMPROVED SUPERCROSSING AT CHESTER ROAD

PROFESSIONAL ROUTE - BALANCED STREET PRINCIPLES

CONNECT MONTAGUE ROAD

CREATE PEDESTRIAN FRIENDLY ENVIRONMENT IN FRONT OF PORTAL

BUILDING LINE SET BACK TO OPEN UP VIEW OF PORTAL

IMPROVED SUPERCROSSING AT GATEWAY

WELLBEING ROUTE: NEW TREES-HIGH QUALITY MATERIALS - NARROWING OF CARRIAGEWAYS-DESIGNATED CYCLE LANES-ADDED FACILITIES - UPGRADED CROSSINGS

SOME BUILDINGS OF HISTORIC VALUE LOST - CONSIDERED RE-DEFINITION OF URBAN AREA REQUIRED

HOTEL 6

MIXED USE

LEISURE/ EDUCATIONAL CAMPUS

MIXED USE

BOWLING GREEN

MIN SETBACK 6M

DIRECT RELATIONSHIP WITH OUTDOOR CRICKET NETS

CIRCULAR ROUTE AROUND THE STADIUM

MIXED USE

CARPARK

DIRECT ACCESS TO METROLINK TRAM STOP

KEY

- Existing building
- Heritage asset
- Existing outdoor cricket nets
- Public realm Improvements - New Civic Square
- Public realm Improvements - Processional Route
- Public realm Improvements - Wellbeing Route
- Gateway space
- Public green space
- Pedestrian route
- Restricted vehicular access
- Active frontages
- Area of heritage value
- Landmark
- Maximum number of storeys*
- 1-2 storey building
- 3-5 storey building
- 6-9 storey building
- 10-14 storey building
- 15-25 storey building

*a single storey height is based on 3m floor to floor

5.2 Civic Quarter Masterplan SPD: Development Management Policies

SPATIAL DEVELOPMENT FRAMEWORK

The Spatial Development Framework sets out the broad development parameters for the area and how Trafford Council envisages new development plots, including major public realm interventions, coming forward. The Spatial Development Framework identifies four 'quarters' for which further guidance is provided in the relevant 'Design Principles' section of this document. The key elements of the Development Framework include:

- New development zones which could be suitable for a range of uses such as leisure, residential (including student and older persons accommodation), hotels and commercial, community uses, restaurants, hot food/drinking establishments, retail and other civic functions to support the new neighbourhood
- The creation of a high quality processional route from Old Trafford Metrolink Stop connecting to Manchester United Football Club
- A new 'wellbeing' route along Talbot Road which will see the downgrading of the existing highway and enhanced pedestrian and cyclist provision
- A new public leisure centre for Stretford
- A new educational campus centred on the University Academy 92 including supporting residential and commercial uses
- Enhancements around Lancashire Cricket Club including a major new civic space at the junction of Talbot Road and Warwick Road.

The Council expects development proposals to contribute towards and accord with the principles and policies of the SPD. Planning applications that are not in compliance with the SPD will not be acceptable.

POLICY CQM 1 – SPATIAL DEVELOPMENT FRAMEWORK

All planning applications for development within the Development Framework area should incorporate a statement to demonstrate how they comply with the SPD. Proposals which are directly in conflict with the Development Framework and SPD generally or which would otherwise prejudice the viability or deliverability of the Development Framework will not be supported.

DESIGN QUALITY AND HERITAGE

The Council views the regeneration of the Old Trafford area as an opportunity to drive a step change by delivering high quality design both within the architecture of new buildings and in the approach to landscaping and the public realm.

The Development Framework area includes a number of designated and non-designated heritage assets. These heritage assets have historic, architectural, communal and evidential significance. The Council will engage its statutory duties in considering planning applications which affect the fabric and / or setting of those heritage assets.

POLICY CQM 2 – ACHIEVING HIGH QUALITY DESIGN AND PROTECTING HERITAGE ASSETS

The Council requires all proposals to achieve high quality design. Schemes which promote poor design solutions will not be acceptable. The Council will support proposals which:

- Can demonstrate conformity with the Spatial Development Framework
- Reduce the risk of crime and can demonstrate compliance with the Crime Impact Statement produced by Greater Manchester Police
- Deliver architecturally innovative design which would raise design standards within the area generally whilst ensuring acceptable amenity standards are achieved
- Pay due regard to the requirement to protect designated and non-designated heritage assets, providing opportunities for enhancement of these assets where appropriate
- Provide taller buildings, in line with the locations and height parameters indicated on the Spatial Development Framework and ensuring that such proposals are sensitively designed
- Avoid extensive areas of new surface car parking
- Promote new areas of public realm and green space, taking into account provision across the Masterplan area as a whole
- Remove physical barriers and encourage permeability and passive surveillance, subject to compliance with Crime Impact requirements
- Avoid poor quality or unnecessary signage and street clutter, to maintain the high design standards for the area.

PUBLIC REALM PRINCIPLES

A key aspect of the Development Framework is to create a high quality public realm which will link development sites and create a more coherent and robust sense of place. This will be achieved through the provision of a new wellbeing route, a processional route and a major new civic space. Other measures will include the improvement of permeability for pedestrians and cyclists and ensuring that all new and upgraded parts of the public realm achieve the highest quality of design. It is important that the Development Framework delivers new and enhanced connections between existing communities both within and adjoining the Development Framework area.

POLICY CQM 3- PUBLIC REALM PRINCIPLES

A pedestrian and cycle friendly environment will be delivered through the following measures:

- Establishing a health and wellbeing boulevard along Talbot Road which shall include the removal of barriers and narrowing of the carriageway to create a more user-friendly environment with footpaths, bike lanes and green spaces
- Intervention at the junction of Talbot Road and Great Stone Road to include a new diagonal crossing to create a direct link between the Boulevard and the Talbot Centre
- Proposals for the enhancement of Brian Statham Way and Warwick Road will be supported. This route shall be developed as a pedestrianised ceremonial linkage between Lancashire Cricket Club and Manchester United Football Club
- Proposals to remove barriers to movement including existing fencing, enhancing the public realm at the Old Trafford Metrolink Tram Stop, creation of new “dwell spaces”, seating and public art will be supported.
- At the intersection of Talbot Road and Warwick Road a major new public space will be delivered capable of hosting major events and providing a space befitting of the sporting and civic heritage of the area. This could include the creation of a new pavilion building, retail and food and beverage concessions or other civic functions. The design concept will be of the highest quality incorporating suitable materials which will be durable, distinctive and which will enhance the setting of the Grade II listed Trafford Town Hall.

MOVEMENT AND CAR PARKING STRATEGY

A key aspect of the Development Framework is to improve permeability throughout the Masterplan area by connecting different uses and encouraging sustainable modes of movement. The improvements to pedestrian and cycling connections and public transport services will allow for a modal shift, reducing the reliance on the private car.

The SPD is supported by a comprehensive Transport Assessment including a traffic modelling exercise which has tested the impacts of the Development Framework on the local and wider highway network. The movement and car parking strategy has therefore been informed by a robust set of assumptions and it is important that the guidance set out in the SPD is adhered to.

A car parking survey has been undertaken to inform usage across the Development Framework area and confirms that for non-match days, usage is greatest in the western and south western parts of the Development Framework area concentrated around the Lancastrian Office Centre, Lancashire Cricket Club and Trafford College. From a traffic routing and highway safety perspective it is appropriate that any new consolidated car parking solution is delivered in this area or an alternative location that can fulfil the above objectives.

POLICY CQM 4 – MOVEMENT AND CAR PARKING STRATEGY

The Council will support development that assists in the delivery of the following movement and car parking principles:

- Creation of new or enhanced pedestrian and cycling connections
- Creation of new or enhanced connections to existing public transport services. Any measures will enhance the accessibility and frequency of such services should be delivered where possible
- Creation of new multi-storey car park solution(s) located on the periphery of the Development Framework area to discourage traffic from utilising Talbot Road
- Consolidation of existing surface car parking where:
 - a) replacement car parking is secured on sites identified within the Development Framework, or;
 - b) it can be demonstrated that the existing car parking is surplus to requirements.

HOUSING

The Council recognises that new housing will play an important part in the creation of a new and vibrant neighbourhood. Given the sustainable nature of the area, a range of housing types would be acceptable, subject to compliance with relevant Development Plan policies. The Council will seek affordable housing provision in line with adopted policy, subject to viability considerations.

The Development Framework area provides the opportunity for higher density housing in appropriate locations. Developments must be designed to ensure the provision of defensible space and to limit the risk of crime and ensure that there are no unacceptable amenity impacts on existing communities.

POLICY CQM 5 – HOUSING

New housing proposals will be supported in accordance with these principles:

- All new developments should be of excellent design quality and should demonstrate sound sustainability principles
- The Council will encourage open market housing particularly traditional family housing, town houses and apartments
- Other forms of open market housing will be acceptable including dwellings for older persons and specialist forms of housing including care/extra care
- Student accommodation proposals will also be acceptable where they are appropriately connected to and in keeping with the creation of the UA92 Campus.
- The Council will expect proposals for open market housing (including the Private Rented Sector) to comply with its affordable housing policies and relevant national guidance, subject to viability considerations
- All proposals for residential development will need to preserve the amenity of existing residents through appropriate scale, massing and design and by ensuring that car parking and servicing arrangements are adequately provided.

COMMERCIAL AND OTHER USES

The Council is supportive of a mix of uses within the Development Framework area as this will help to enhance sustainability and deliver its objectives for an improved night-time economy. The Council is currently developing options for a potential District Heat Network serving Trafford Park and beyond, which would extend across the Masterplan area.

POLICY CQM 6 – COMMERCIAL AND OTHER USES

The following uses will be encouraged, subject to appropriate siting and compliance with relevant national and local policies:

- Provision of a new leisure centre for Stretford
- Retail uses which are in compliance with local and national policy requirements
- The creation of new offices and other commercial floorspace where this will help to deliver job opportunities and is in accordance with national policy
- Cafes, bars and restaurants providing the amenity of existing and new residential properties is protected
- Hotels/aparthotel accommodation
- The creation of a District Heat Network and associated infrastructure
- Uses that would enhance the civic function of the area.

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6.1 Public Realm Framework



6.1.1 Wellbeing Route - Talbot Road



VISION

Talbot Road is a wide corridor linking Stretford Town Centre and Manchester City Centre. Mature trees that line the road already give it a green character, and the Masterplan identifies opportunities to establish a health and well-being boulevard, one that supports the Stretford Cycleway, which is currently being implemented. This will result in a strategic 'sustainable' link to the town centre, as well as a daily leisure and recreation destination in itself.

DESIGN PRINCIPLES

- Accentuating the road's green character by adding more street trees and creating a boulevard
- De-engineering the street - narrowing the carriageway, widening footpaths, lowering kerbs, etc.
- Designated bike lane - create a strategic route that aligns with the principles and is part of the network of Manchester's new Beelines
- Use of high quality materials to create a distinctive sense of place
- Multiple road crossings to aid permeability of pedestrian movement
- One side of the street to accommodate an 'active ribbon' - furniture and signage for activities and recreation, including running track, outdoor gym, ping pong tables, kids' play etc.
- Supercrossing at junction with Great Stone Road - potentially a diagonal crossing - to create a direct link with the existing Stretford Leisure 'Talbot Centre'.



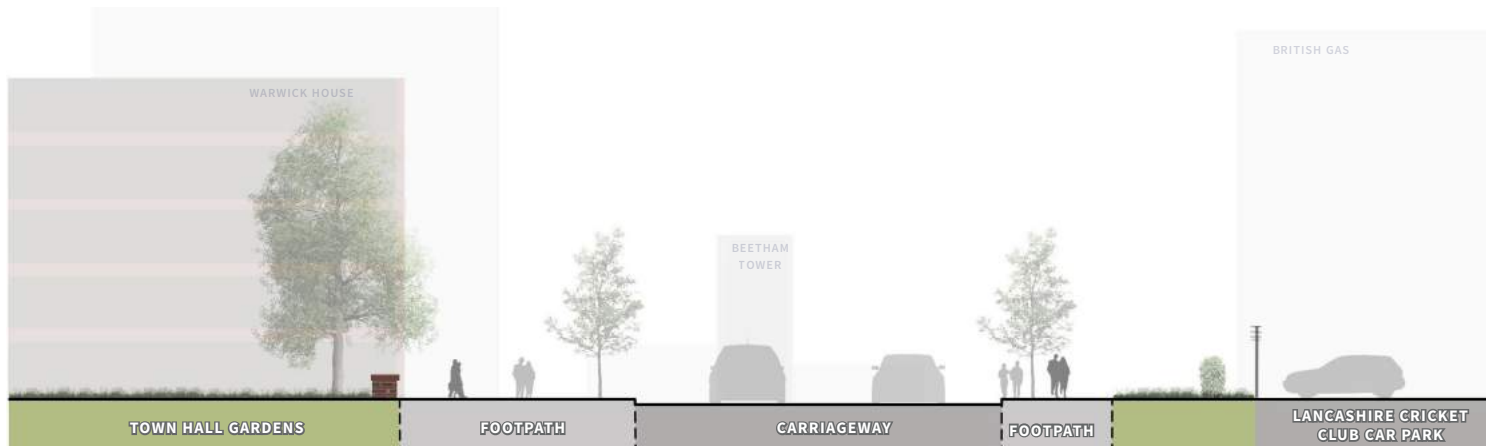
COMPARABLE PRECEDENT IMAGES

Indicative Public Realm Opportunities

EXISTING



INDICATIVE AXONOMETRIC VIEW



INDICATIVE TALBOT ROAD STREET SECTION

PROPOSED



INDICATIVE AXONOMETRIC VIEW



16m

INDICATIVE TALBOT ROAD STREET SECTION

6.1.2 Processional Route



VISION

Today Brian Statham Way and Warwick Road are a direct, if unremarkable, link between Old Trafford Metrolink station, Lancashire Cricket Club, Trafford Town Hall and, across Chester Road, Manchester United FC. The Processional Route as defined in the adopted Core Strategy has an aspiration to ultimately link the Civic Quarter to MediaCityUK.

The SPD reimagines the link as a pedestrianised ceremonial route, amplifying the connection between the two stadia; a space to accommodate fans on match day and welcome them on every other day of the year to celebrate the uniqueness of this place and its history.

DESIGN PRINCIPLES

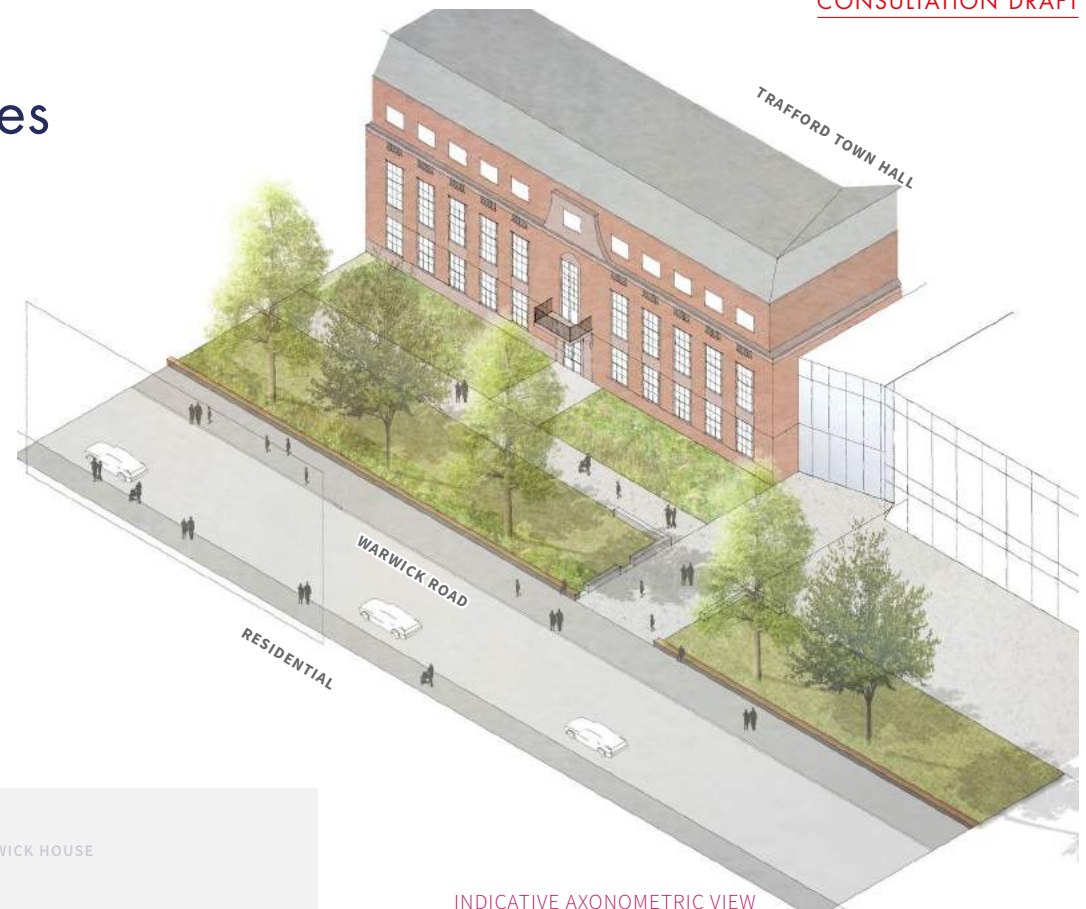
- Balanced street design
- Pedestrianisation of Brian Statham Way
- Removal of fences towards LCC and UA92 to aid pedestrian permeability
- Smaller arrival square at Metrolink tram station
- Ample seating opportunities to encourage people to stay and use the space
- Linearity in design will aid movement, particularly on match days
- Secure space for independent food and beverage vendors
- Opportunities for active street frontages and spill-out from existing and new developments.



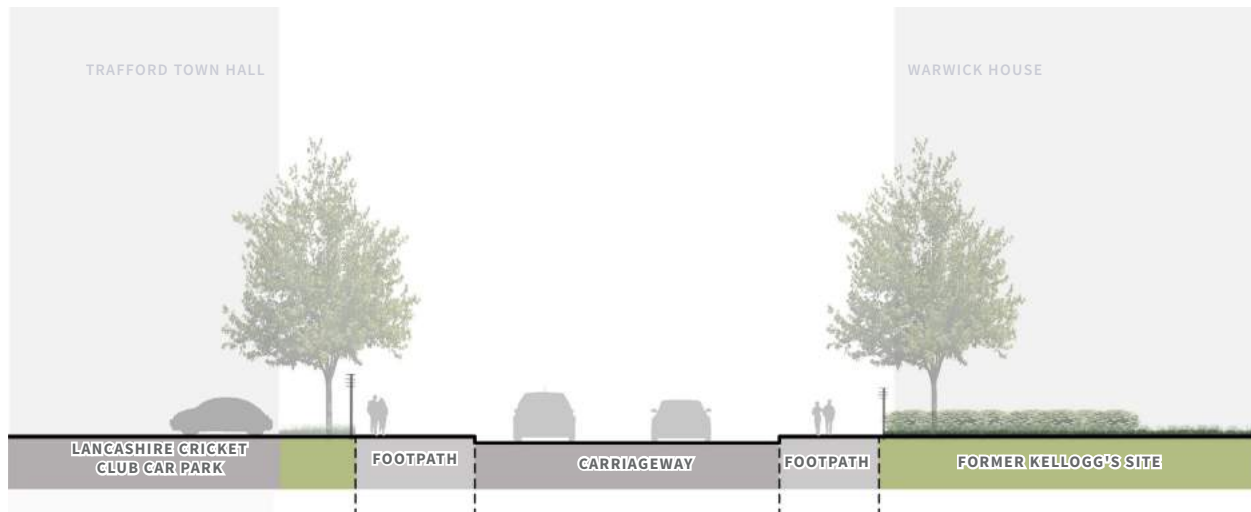
COMPARABLE PRECEDENT IMAGES

Indicative Public Realm Opportunities

EXISTING



INDICATIVE AXONOMETRIC VIEW



INDICATIVE WARWICK ROAD / BRIAN STATHAM WAY STREET SECTION

PROPOSED



INDICATIVE AXONOMETRIC VIEW



INDICATIVE WARWICK ROAD / BRIAN STATHAM WAY STREET SECTION

6.1.3 New Civic Square



VISION

Today the vast space adjacent to LCC and fenced off from its surroundings is the club's car park. Accommodating the required parking spaces within a multi-storey car park opens up the potential of creating a modern urban square anchored by the stadium, Trafford Town Hall and UA92.

A new pavilion building would bring down the scale of the space and offer opportunities for food and beverage outlets and/or a brand store.

DESIGN PRINCIPLES

- Creating a high quality urban square that would become an everyday destination, as well as a congregating space for match and event days, and other civic functions
- Finely integrated with Talbot Road and Brian Statham Way
- Flexible design and street furniture that is inviting for everyday uses, but can accommodate large masses on match and event days
- Opportunities for accommodating spill-out and temporary structures for events and activities
- A high quality pavilion building active on all sides offering quality food and drink offer



COMPARABLE PRECEDENT IMAGES

LCC

Lancashire Cricket Club is a major events location hosting world famous sporting occasions in addition to concerts. It also contains a large conference facility and a hotel. In recognition of the operational needs of the Club, any future planning applications which affect the Club will need to address the following requirements, where relevant, as part of the planning application process:

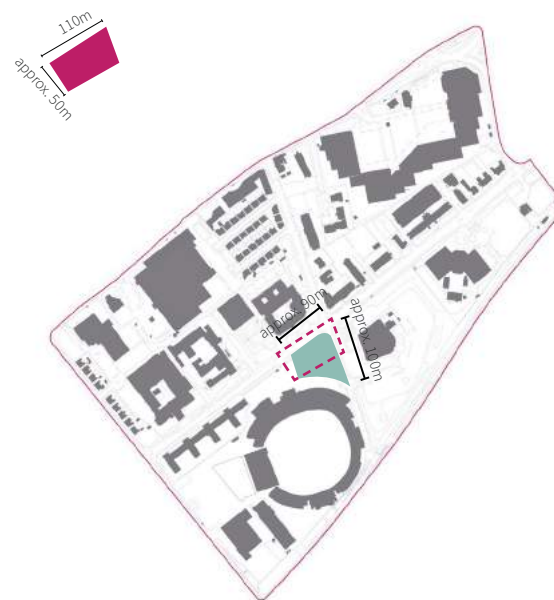
- The provision of an appropriate level of suitably located car parking to ensure that the Club's day to day and major event operations are not impeded
- Suitable measures to ensure that deliveries and servicing can be maintained including for major events
- Details of any new/relocated secure major events line boundary which must meet anti-terrorism requirements and be acceptable to Greater Manchester Police; and
- The physical relationship between the new civic space/square and the Club including proposed public realm and edge treatments.

Scale Comparison

If all spaces within LCC's current car parking are alternatively accommodated and it's boundaries stretched to the Town Hall and surrounding plot lines, a potential area of around 1.5 ha is freed up. This could be the site of the new civic square. A scale comparison exercise was undertaken to illustrate not only its size, but the vast opportunities this space might offer on match and non-match days.

KEY

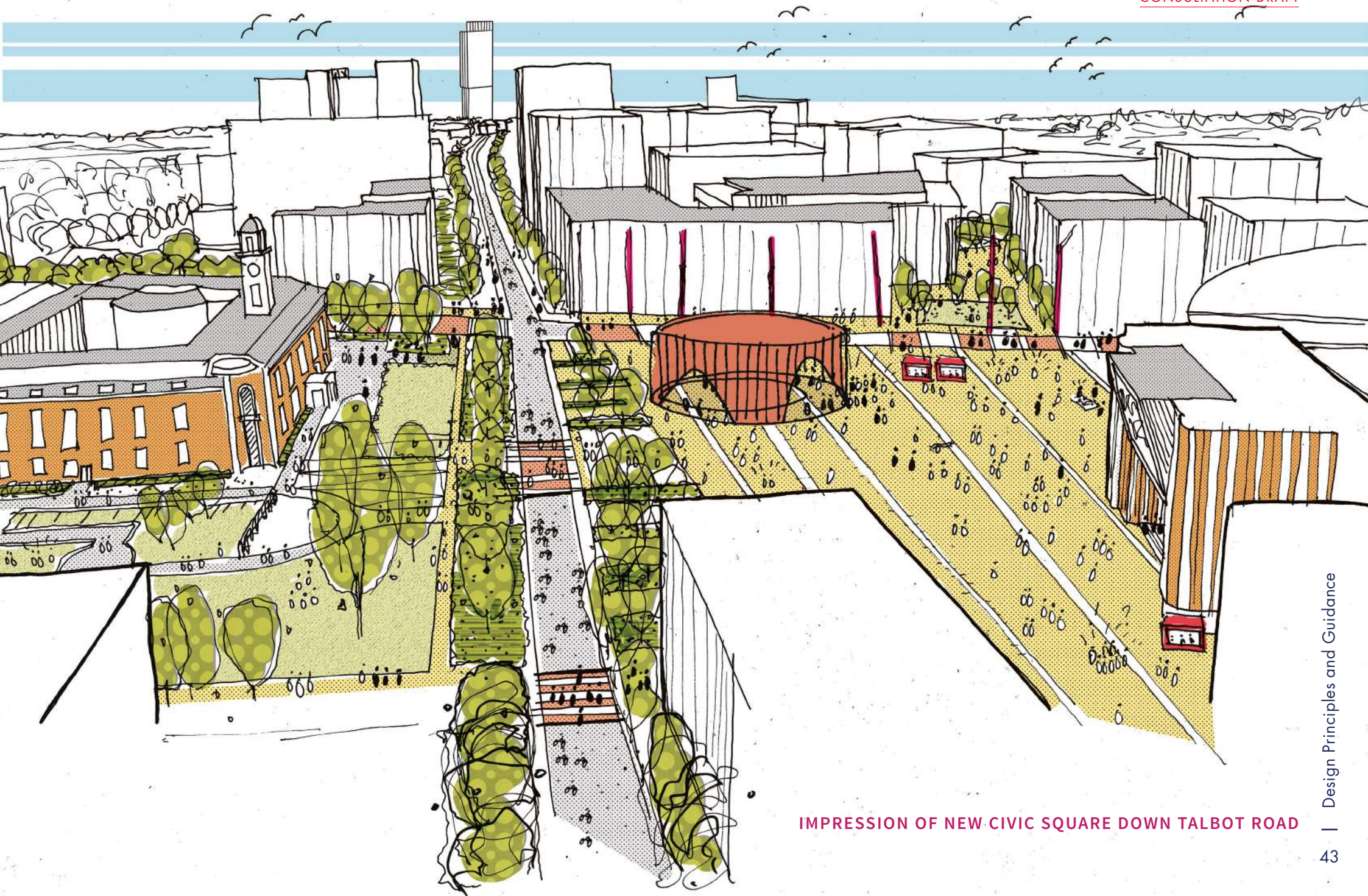
- SPD Boundary
- New Civic Square Extent
- Public Space Comparison Example



Albert Square, Manchester

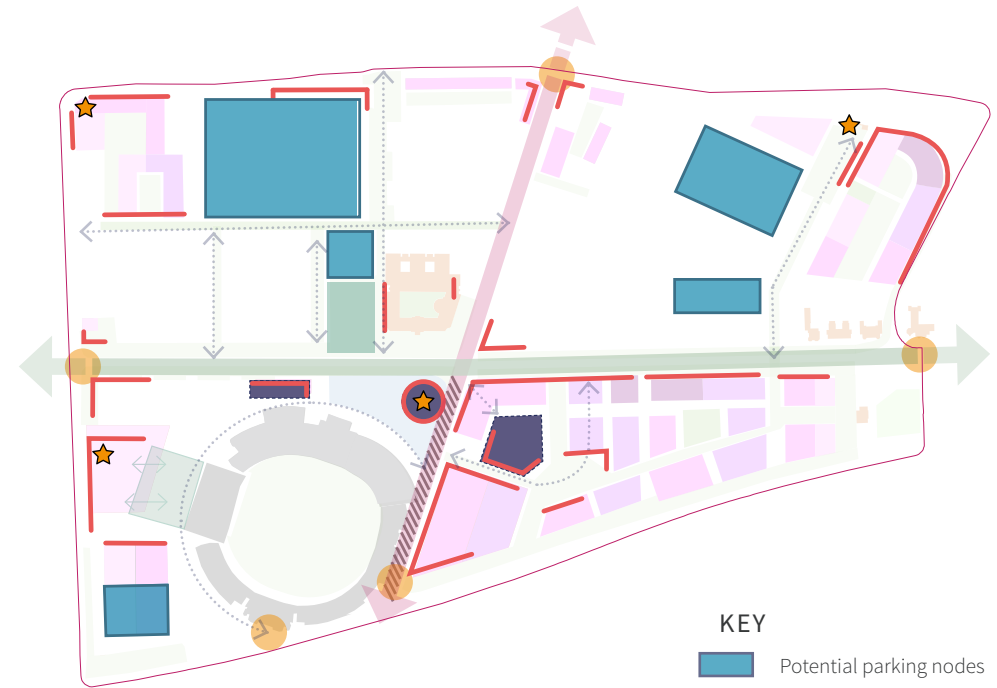
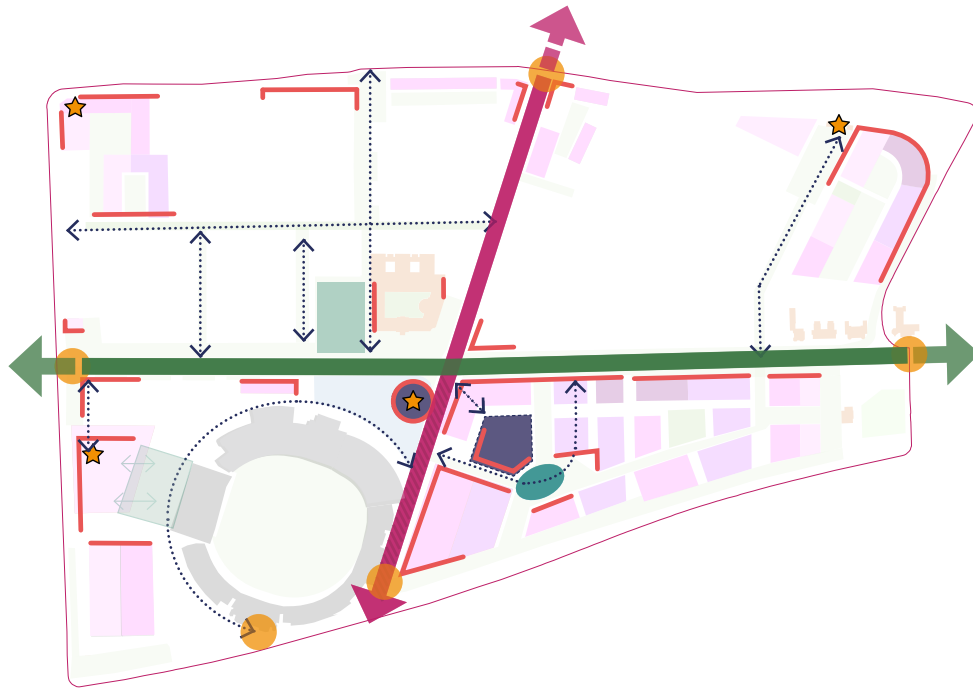


Anfield Stadium, Liverpool



IMPRESSION OF NEW CIVIC SQUARE DOWN TALBOT ROAD

6.2 Movement & Car Parking



MOVEMENT

Downgrading of Streets

There is an opportunity to improve cycle links, and provide two key legible pedestrian routes along an east/west alignment, and a north/south alignment. This could be achieved by downgrading Talbot Road and Warwick Road/Brian Statham Way, making these routes more attractive by giving priority to pedestrian and cycle movements over vehicular traffic.

Sustainable Transport and Modal Shifts

A key aspect of the Development Framework is to improve permeability throughout the Masterplan Area by connecting different uses and encouraging sustainable modes of movement. The downgrading of Talbot Road and Warwick Road/Brian Statham Way and improvements to pedestrian and cycling connections and public transport services will allow for a modal shift, reducing the reliance on the private car.

PARKING STRATEGY

The results from the parking survey indicate a strong demand for parking on the western side of the Masterplan area which confirms that a multi-storey car park in that location would be logical.

Any proposed multi-storey car park should be appropriately sized to meet the needs of the cricket club, the new leisure centre and Lancastrian House. On this basis, a facility of approximately 900 spaces would appear

reasonable to meet maximum occupancies. Approximately 600 spaces would be sufficient for average occupancies.

Recognition should also be made that improved public realm, cycleways and pedestrian accessibility will reduce the need for vehicular parking which is encouraged.

6.3 Town Hall Quarter

VISION

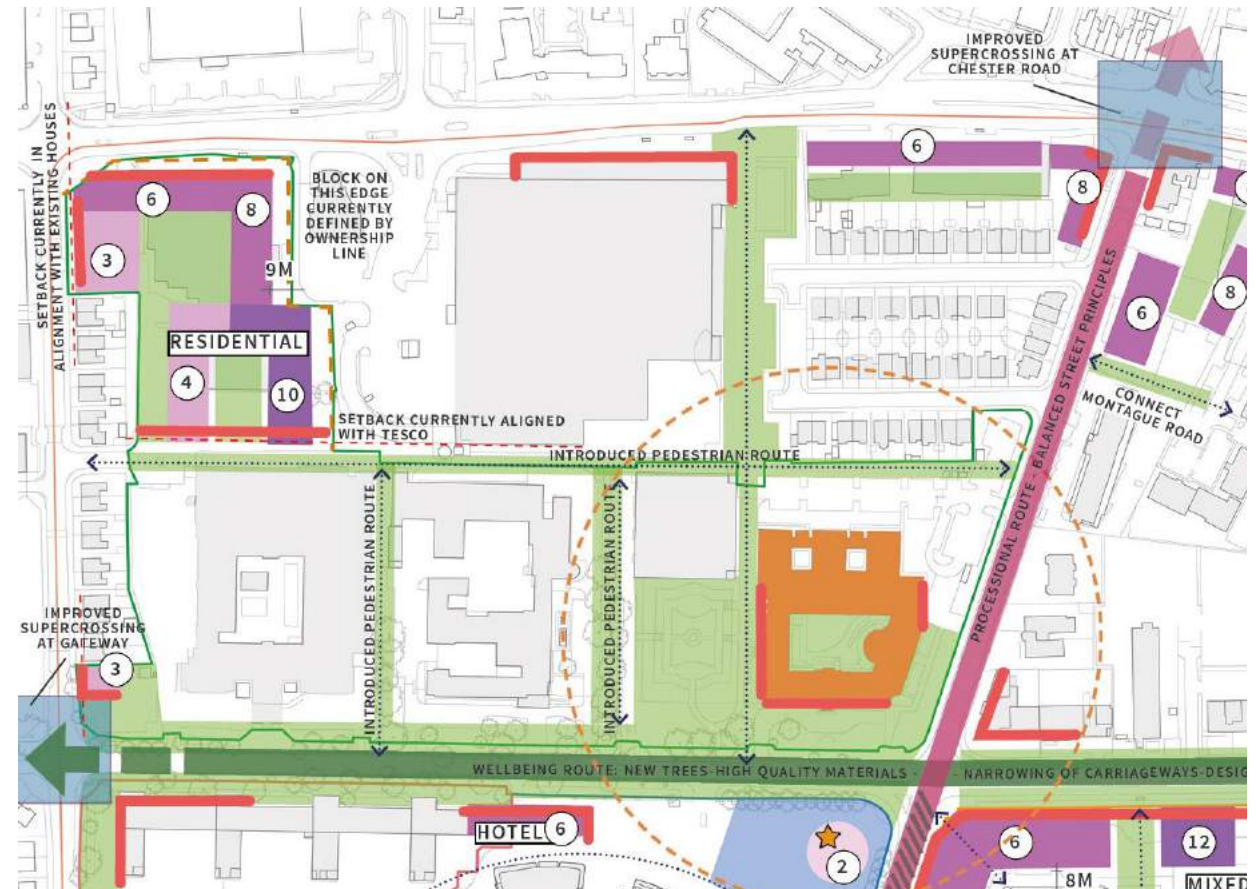
To create a pedestrian-friendly and vibrant neighbourhood, maximising the setting of the Town Hall and Trafford College.

DESIGN PRINCIPLES

- Enhance the setting of the Grade II listed Town Hall by:
 - Ensuring neighbouring building heights do not significantly exceed the height of Warwick House (6-storeys / 20m)
 - Ensuring adjacent buildings create a complementary language of materiality
 - Improving public realm connections towards Warwick, Talbot and Chester Roads
- Increased permeability - pedestrian routes between Great Stone Road and Chester Road
- To create a vibrant, complementary residential offer interspersed with south-facing green spaces.
- Potential for greater scale towards the Chester Road boundary whilst protecting soft-landscaped areas within
- Potential to strengthen the northwestern junction of Great Stone Road and Talbot Road with a small development parcel
- Connecting the existing communities into the quarter
- Plugging into the improved Talbot Road and Warwick Road green promenades
- High-quality housing on Stretford Leisure Centre site.

KEY

- Pedestrian connectivity
- ④ Maximum building height



ILLUSTRATIVE PLOT LAYOUT

6.4 Leisure Quarter

VISION

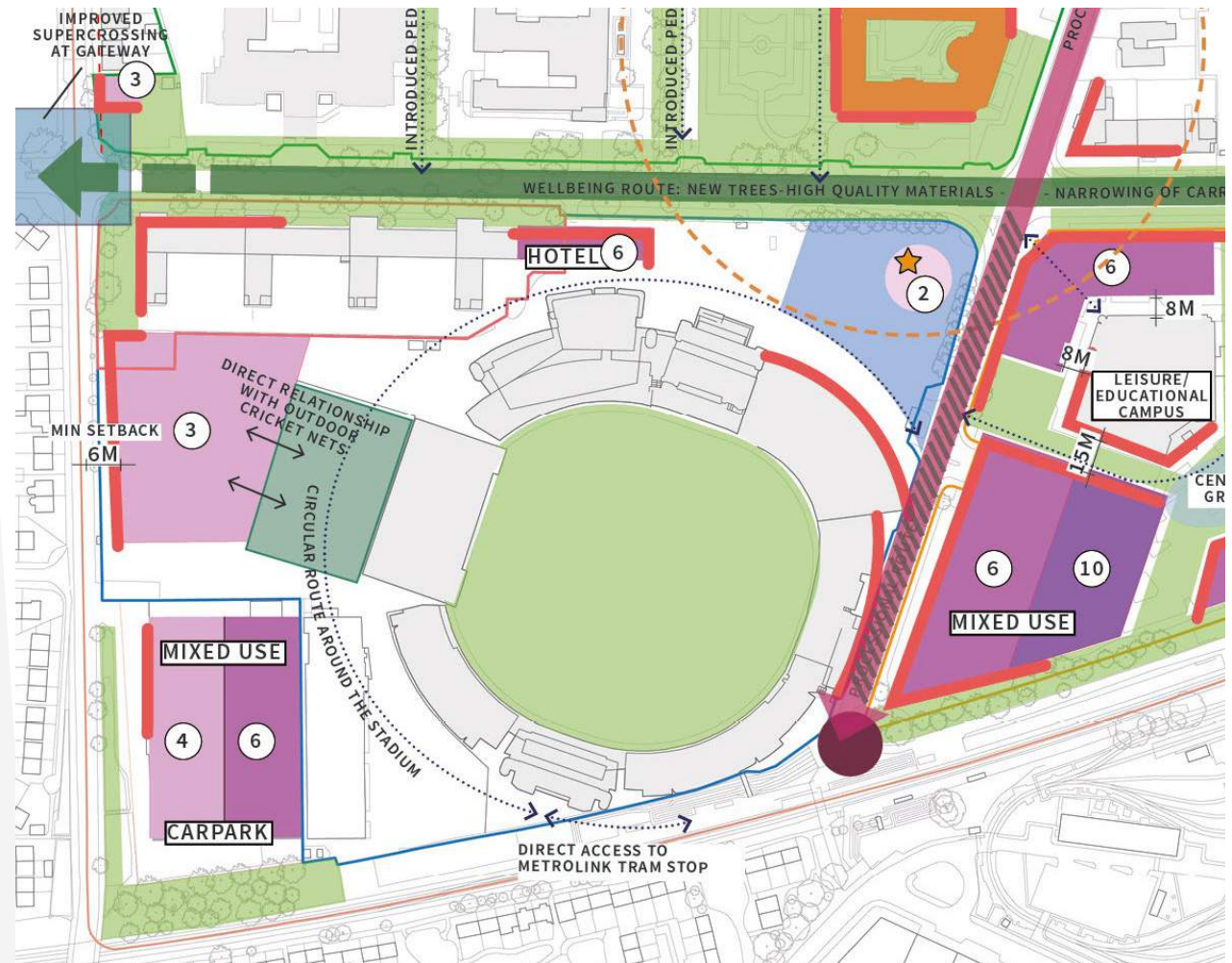
A vibrant quarter celebrating wellbeing, sport and active lifestyles around the renowned cricket club.

DESIGN PRINCIPLES

- To consolidate and enhance leisure opportunities and identity around the sporting legacy of the Leisure Quarter. A new, accessible, public leisure centre will be provided. There is a potential to connect this to the Cricket Club offer, creating the UK's first indoor-outdoor nets facility, prominent and accessible from the Talbot Road corner
- The scale of development on the western boundary must take into account the existing low-rise residential development on the opposite side of Great Stone Road; building heights will therefore be most limited in this Quarter
- Opening up the cricket club perimeter with active frontages to a new circular pedestrian route around the stadium
- Improving pedestrian connectivity to the Metrolink stop through a more direct route
- Rationalising and potential for remodelling the existing offer at Lancastrian House
- An additional development plot opposite the Stretford Police Station site to frame the new civic square which could accommodate a hotel or other commercial use
- Consolidated parking provision to the well-connected former B&Q site corner.

KEY

- Pedestrian connectivity
- ④ Maximum building height



ILLUSTRATIVE PLOT LAYOUT

6.5 Campus Quarter

VISION

A diverse, mixed-use neighbourhood to complement the use of the former Kellogg's building by UA92 and seize the opportunity of a unique area of historical interest around the Bowling Green.

DESIGN PRINCIPLES

- The creation of a series of attractive green spaces around which various community and civic functions can flourish for all ages:
 - Encouraging natural daylight to flood in by controlling development height and scale around sun and day light particularly evening sun which residents can enjoy
 - Maximise the existing green amenity fringing the tram line
- Development along Talbot Road must respect the setting and seek to enhance:
 - The Area of Historical Value centred around the bowling green and Tudorbethan pub and fringed by Victorian villas and the Trafford Hall Hotel. New development in this area should be a maximum of 4 storeys in height
 - The Grade II listed Town Hall, to a maximum of 6 storeys on the junction of Talbot Road and Brian Statham Way
- The scale of development on the Talbot Road frontage can increase towards the established and taller commercial offer at Oakland House, limiting overshadowing and offering a unique opportunity to create a metropolitan feel without impacting the heritage assets

KEY

- Pedestrian connectivity
- ④ Maximum building height



ILLUSTRATIVE PLOT LAYOUT

- Seek to create a strong sense of arrival around the Old Trafford the tram stop with active frontages and clear identity

6.6 Commercial Quarter

VISION

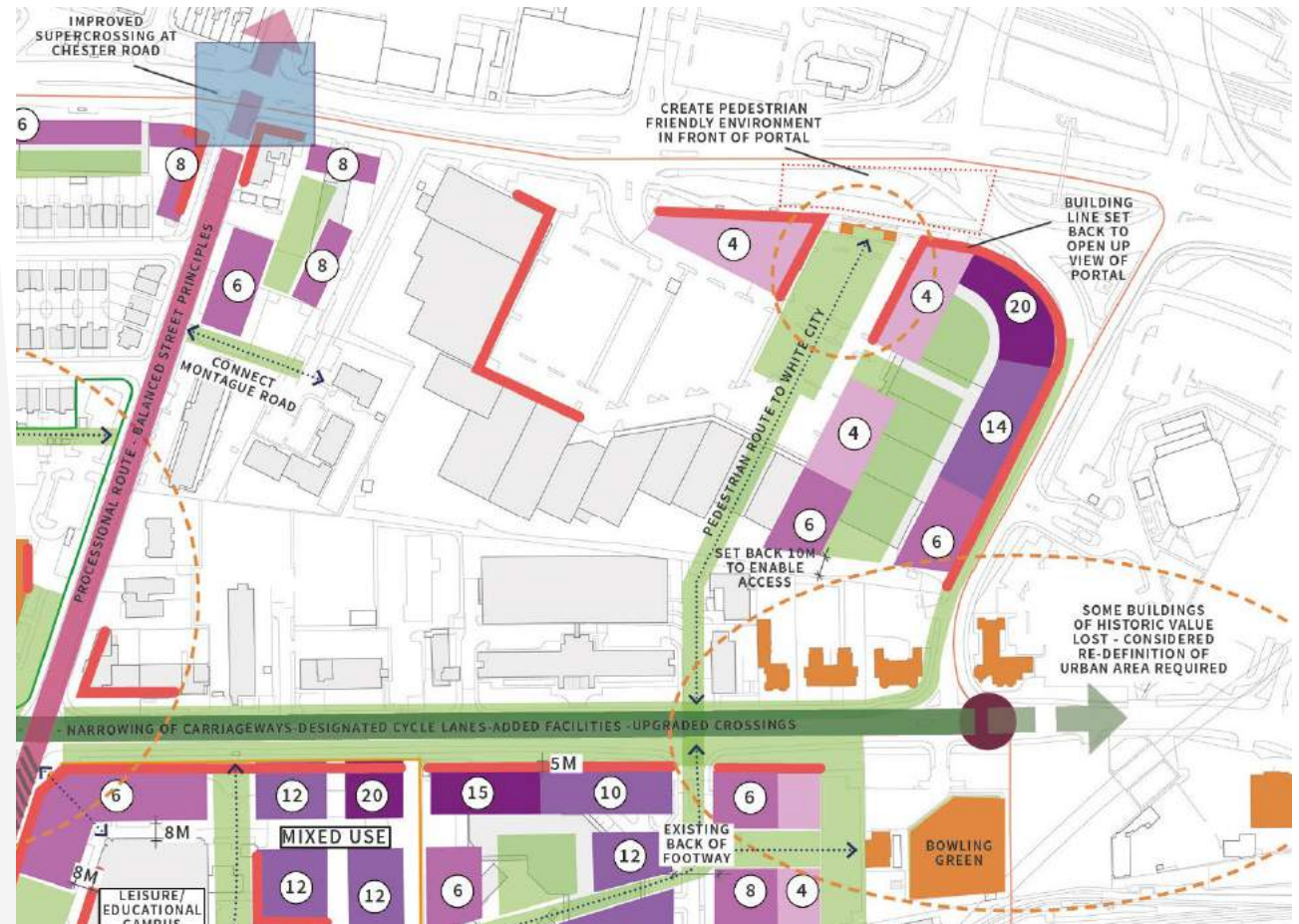
To create a diverse and connected quarter maximising opportunities for the positive enhancement and potential re-development of White City Retail Park.

DESIGN PRINCIPLES

- Respect and enhance the areas heritage assets including the Tudorbethan Pub, Bowling Green, Victorian Villas and neighbouring Trafford Town Hall and enhance the former entrance portal to the Botanical Gardens. This can be achieved by:
 - Prioritising connected, pedestrian-friendly spaces to enable contemplation and appreciation of unique heritage assets
 - Calming traffic, increase pavement widths
 - Weave in historical narrative / attraction building upon the unique history of the place
 - New building scale and materiality to complement and enhance the setting of the historical assets, clearly defining the place
 - The Grade II listed entrance portal would benefit from a defined pedestrian-friendly space to its front face. New building lines to Chester Road should align with the front face of the portal
- Introduce connectivity between the Retail Park and the Campus Quarter / Talbot Road, providing active frontages towards White City Way with an improved pedestrian experience.
- Gateway scale development is considered appropriate towards the north-facing Chester Road and White City Way junction, protecting quieter and south-facing amenity areas

KEY

- Pedestrian connectivity
- ④ Maximum building height



ILLUSTRATIVE PLOT LAYOUT

- Retail Park parking – consider consolidation and rationalisation to create attractive public places and define urban edges
- Create a common language of quality building articulation and materiality along Talbot Road grounded in the history and uniqueness of the place
- Warwick Road / Chester Road junction– vacant development parcels to be sensitively in-filled by consolidating street frontages and creating pockets of protected, south-facing garden spaces
- Encourage pedestrian linkages from Montague Road to enable this community to connect with Warwick Road.

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APPENDIX

7.1 Historical Development

The hamlet of Old Trafford lay within the township of Stretford, and until the expansion of Manchester probably never constituted more than a small collection of dispersed farmsteads. The find of a Bronze Age axe-head evidences human activity in the area from at least 3 millennia ago. The Chester Road is thought to follow the line of a Roman Road and the remains of an Anglo-Saxon boundary cross, probably of a 10th or 11th century date, lies at the entrance to Gorse Park.

The settlement's name probably derives from the de Trafford family who were lords of the manor during the medieval period. They resided in the area until about 1720, when they moved to their new residence within Trafford Park, which was then parkland for deer. The former home, Trafford Old Hall, was located on the north side of Talbot Road until its demolition in 1939.

1848

By the mid-19th century, Old Trafford was on the periphery of Manchester's growing suburbs but still largely a rural community. However, residential terraces and large Victorian villas, constructed by the growing middle classes, were being established

along Stretton New Road and Chester Road to the east.

A particular feature of the site was the establishment of the Botanical Gardens. The Manchester Botanical and Horticultural Society (founded in 1827) purchased 16 acres of farmland within Old Trafford with the aim to advance the study of botany and to provide a space for the people of Manchester to relax and 'take the air', away from the grime of the city. They planted trees, shrubs and exotic plants and opened the gardens to the public in June 1831. Soon after a conservatory and various green houses were added to the site.

Adjacent to the Botanical Gardens lay the home to the Manchester Institution for the Deaf and Dumb (later the Royal Institute for the Deaf). The institution moved to the site in 1837 which it shared with Henshawe's Blind Asylum, which opened in the same year. The magnificent Gothic revival building was eventually demolished in 1972.

The Manchester, South Junction and Altrincham Railway was constructed to the south in 1849 allowing travellers easy access from Manchester.



BOTANICAL GARDENS - GATEHOUSE



BOTANICAL GARDENS - FLOWER SHOW



1857

The Art Treasure Exhibition, the first ever national exhibition of art, was held in Old Trafford in 1857. Located at the Botanical Gardens, an additional 17-acre site was leased from the local landowner for the occasion. A temporary railway station was erected for the event. A large exhibition hall was constructed on the site, designed along similar lines to Crystal Palace, and the exhibition was opened by Queen Victoria. It still remains one of the largest art exhibitions Britain has ever seen with over 16,000 exhibits and was visited by 1.3 million visitors in 142 days. The exhibition hall is believed to have been dismantled and sold off soon after its closure.



ART TREASURES EXHIBITION - STRUCTURE



ART TREASURES EXHIBITION - GALLERY

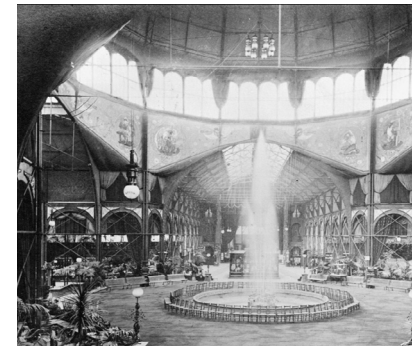


1887

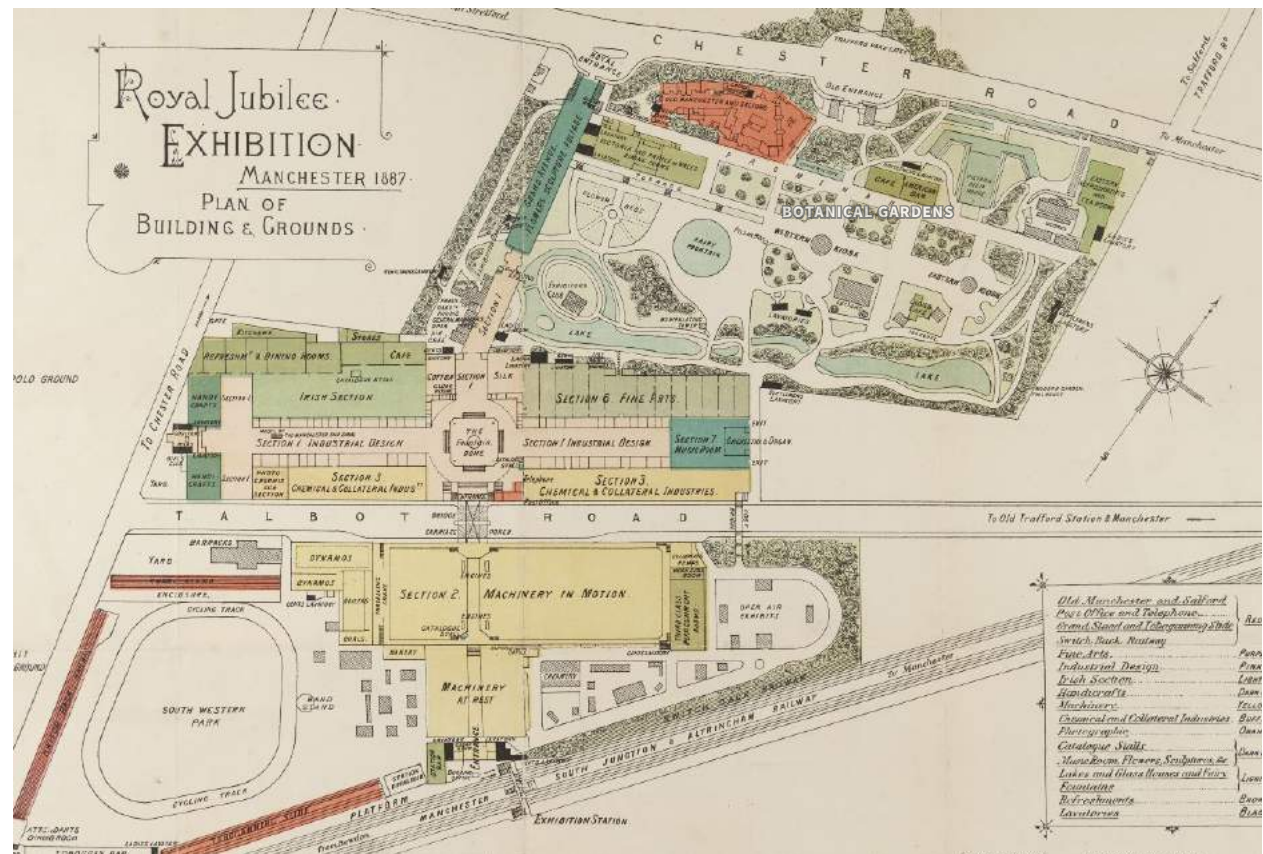
The Royal Jubilee Exhibition of 1887 was held at Old Trafford to mark Queen Victoria's 50-year reign. Opened by the Princess Alexandra on 3rd May, it was the largest of the Jubilee Exhibitions, funded primarily by supporters of the Manchester Ship Canal. It ran for more than six months and was attended by a staggering 4.5 million visitors.

The exhibition was located at the site of the 1858 Art exhibition, and focused upon a massive cross-shaped, purpose-built exhibition building. The building, which was partially glazed and constructed of cast iron gas pipes, was designed by the popular architects Maxwell and Tuke. At the centre of the building was a grand dome 46m high and 27m in diameter. The exhibition covered 45 acres including the Royal Botanical Gardens, stretching south of Talbot Road as far as the railway line.

The purpose of the exhibition was primarily as a market place for British industry and its products. It included, for example, an overview of the cotton and silk industries. Fine art and horticulture also featured within the main exhibition hall.



TALBOT ROAD VIEW



1909

By the start of the 20th century urban development was increasing in Old Trafford. The Manchester Ship Canal and Salford Docks opened in 1894 and the Trafford Park industrial estate had been created following the sale of Trafford Hall and grounds, driving forward the wider development of the area. Residential development expanded along Chester Road, new roads and housing developments were laid out.

Between the new development lay playing fields, indicating an unusual and early affiliation with sport in Old Trafford; football, golf, polo, tennis, athletics and bowls were being played. More important, was the establishment of the Old Trafford Cricket Ground; Manchester Cricket Club had initially played in a field south of the Botanical Gardens but moved when the site was proposed for the Art Treasure Exhibition in 1857. Their new ground was adopted by Lancashire Cricket Club in 1864.

Old Trafford Bowling Club was founded in 1877. At that time the clubhouse, constructed in Tudorbethan style, was one of the most substantial clubhouses in amateur sport. Both the club and the striking pavilion still exist on the south side of Talbot Road.

Trafford Park railway station was opened in 1904.

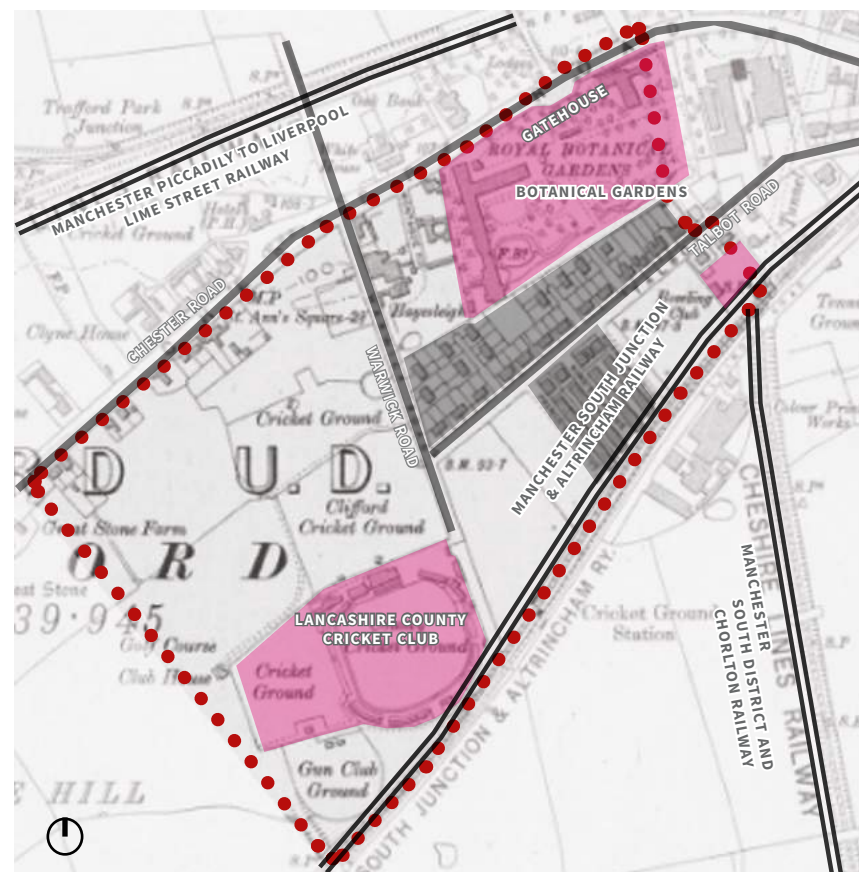
The Botanical Gardens, now conferred with the title of 'Royal', had suffered from a decline in visitors as the middle classes moved away from the encroaching city. Part of the gardens were leased to entrepreneur John Calvin Brown of Heathcote and Brown Ltd in 1907. He reinvented them as the White City Amusement Park. A miniature train ride, ice rink, water chute, ferrous wheel and miniature zoo were amongst the attractions for paying visitors.



CRICKET GROUND



TRAFFORD STREETS



1923

Old Trafford was to continue its reputation as the playground of Manchester, but with a shift in emphasis reflecting the massive social change which was underway in Old Trafford and the wider area. Along with its gardens, amusements, cricket and bowls club, now emerged football. Manchester United's Football Ground opened in 1910; the move of the club from Clayton to Old Trafford indicated that the area was yet again the preferred location for leisure pursuits.

Sadly, the White City Amusement Park did not last. The White City Ltd Company were declared bankrupt in 1912 and left the site. The Royal Botanical Gardens having suffered financial difficulties for many years, closed and the land was sold in 1927. The entrance gateways of the Royal Botanical Gardens remain today and are Grade II listed.

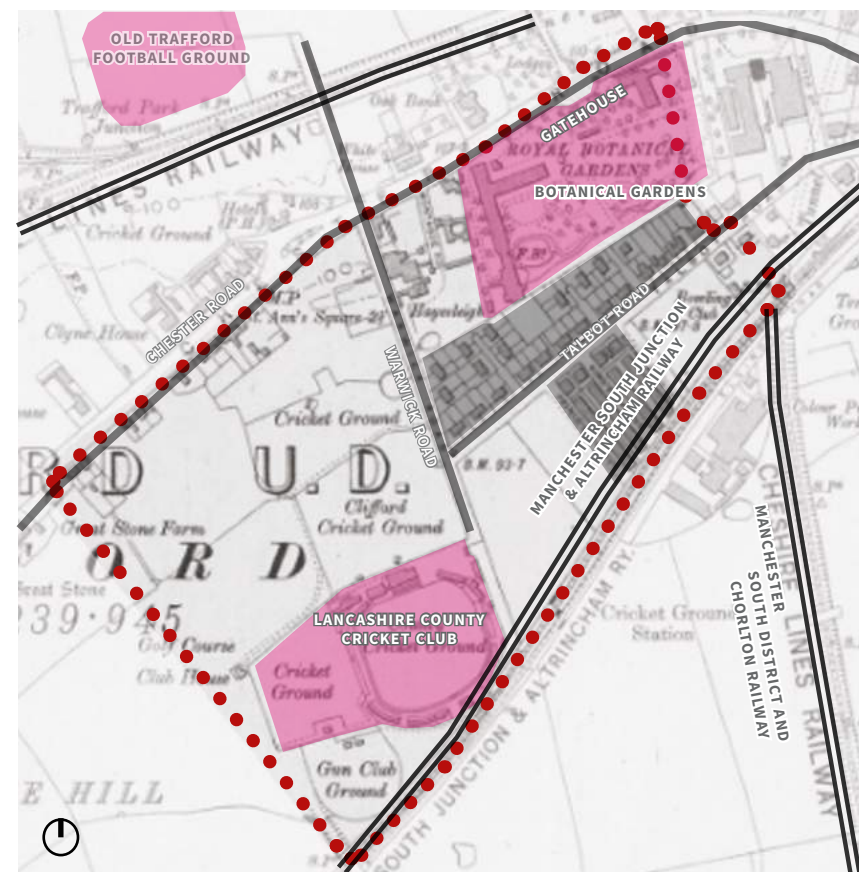
The urban expansion of Old Trafford continued with the construction of housing on Hornby and Barlow Road.



WHITE CITY AMUSEMENT PARK - GATEHOUSE



WHITE CITY AMUSEMENT PARK



1946

By the Second World War, Old Trafford was largely surrounded by urban development, but open spaces could still be found. Old Trafford Cricket Ground retained its open aspects and practice ground, whilst a further sports ground lay to the east and a playing field was located near the bowls club.

Trafford Town Hall, originally known as Stretford Town Hall, was constructed on previously undeveloped land between 1931 and 1933, designed by architects Bradshaw Gass & Hope. Also, to be constructed on the north side of Talbot Road during the interwar years was Stretford Technical College (now Trafford College).

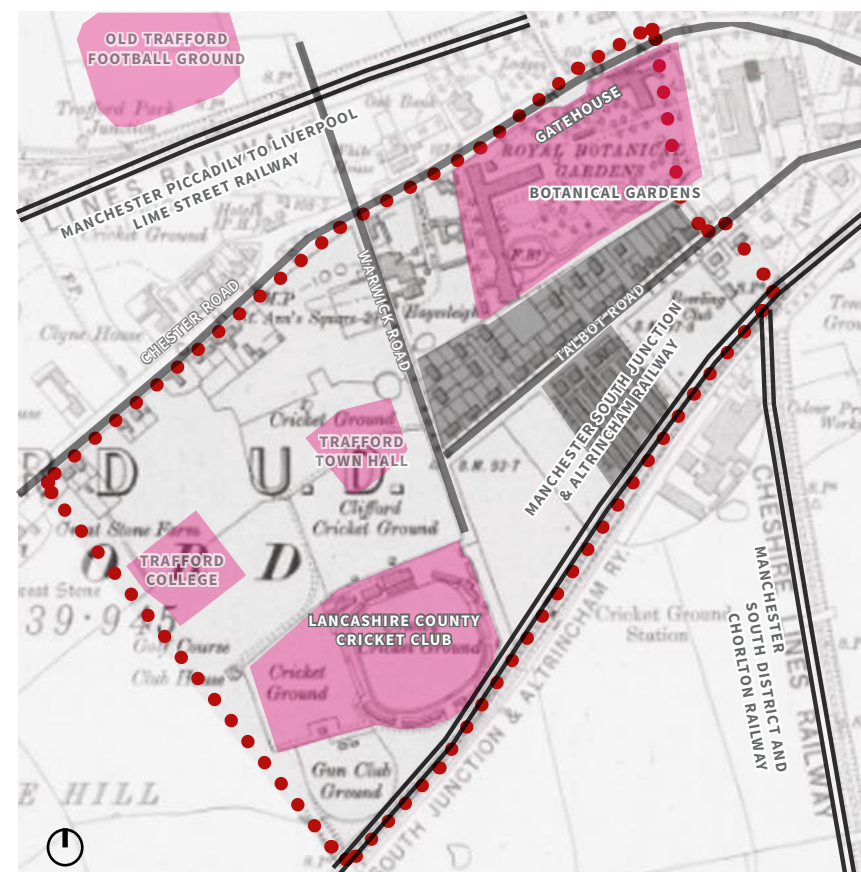
When the Royal Botanical Gardens were sold off in 1927, they were to be replaced by another leisure activity: the White City Greyhound stadium opened in 1930.



TRAFFORD AERIAL VIEW



TRAFFORD TOWN HALL - GRADE 2 LISTED



1971

A police station was added to Talbot Road in the 1950s. The modern commercial offices of Washbrook House were constructed on formerly open land on the south side of Talbot Road, whilst the Lancashire Cricket Club site was reduced on its southern side.

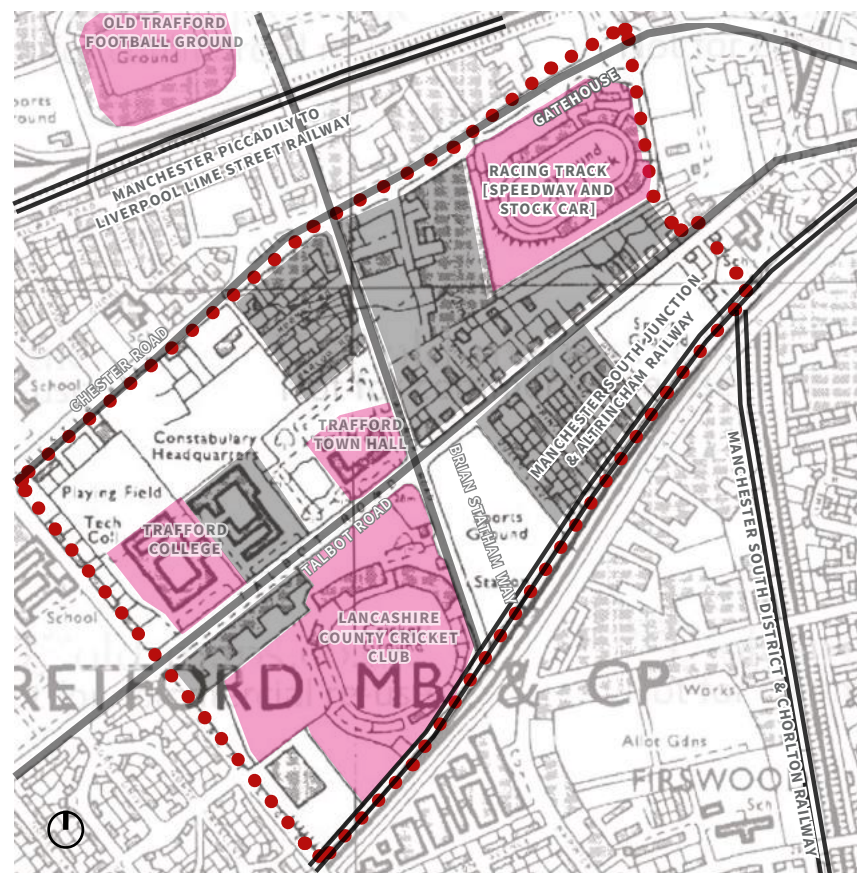
The White City stadium diversified to stock car racing and athletics.



WHITE CITY RACING TRACK - GATEHOUSE



TRAFFORD STREETS



1990

The White City stadium, unable to make a profit, closed in 1982 and was demolished to make way for the White City Retail Park that occupies the site today.

With the formation of the new Trafford Metropolitan Borough in 1974, Stretford Town Hall was renamed Trafford Town Hall. The building was extended in the 1980s to accommodate the expanding council.

To the south of Talbot Road, the residential streets of Queens' Avenue, Princes' Avenue, King's Avenue and Royal Avenue were demolished to make way for the offices of British Gas and the Kellogg's headquarters building. On the north side of Talbot Road, many of the Victorian villas were demolished to make way for modern high-rise office blocks, including the 15-storey Oakland House. Those villas which remained were converted to commercial uses.

The leisure centre was constructed on playing fields to the north of Trafford College.



WHITE CITY RETAIL PARK - GATEHOUSE



TRAFFORD TOWN HALL - NUCLEAR BUNKER



2018

In 2011, Trafford Town Hall closed to facilitate the demolition of a 1980s extension, the refurbishment of the Grade II listed building and the erection of a contemporary extension. The architectural practice of 5plus Architects designed the new building having been selected from a competition held in 2010. The project cost £29m and the building reopened in 2013.

Old Trafford Cricket Ground was to undergo a £32 million redevelopment to transform the ground for the 21st century, including the addition of a new pavilion and hotel complex which was opened in 2013.

In 2018 the Kellogg's company moved its 420 UK employees to new offices in Salford.

Tesco now occupies former playing fields adjacent to Stretford Leisure village.

Trafford Town Hall's significance is summarised by Historic England as follows:

Trafford Town Hall was designed by Bradshaw, Gass and Hope and opened in 1933. A monumental Neo-classical public building, it possesses special architectural interest on account of its exterior; its planning and internal decoration; its intactness, and the quality of its sculptural embellishment. It is also of historic interest as an example of

interwar municipal architecture, undertaken with Government assistance during the Depression, and of local municipal pride. The special interest is concentrated on the principal elevations and main public rooms...

The Entrance Portal and Lodges to the former White City Greyhound Track list description is as follows:

Entrance portal and lodges to former White City - greyhound track - II Entrance portal and lodges. 1828. Ashlar, now painted, with cast-iron gates. Double vehicular gates flanked by pedestrian doorways and 2-storey lodges. In a grand classical manner. Elaborate double cast-iron gates below a semi-circular keystone arch flanked by freestanding paired unfluted Ionic columns. The doorways also have cast-iron gates and blind recesses above. 2-storeyed lodges to either side with attached giant columns in antis and 12-pane sash windows on each floor. A bold entablature and blocking course continues across the entire composition breaking forward above the freestanding columns. The portal was originally the entrance to the Botanic Gardens.

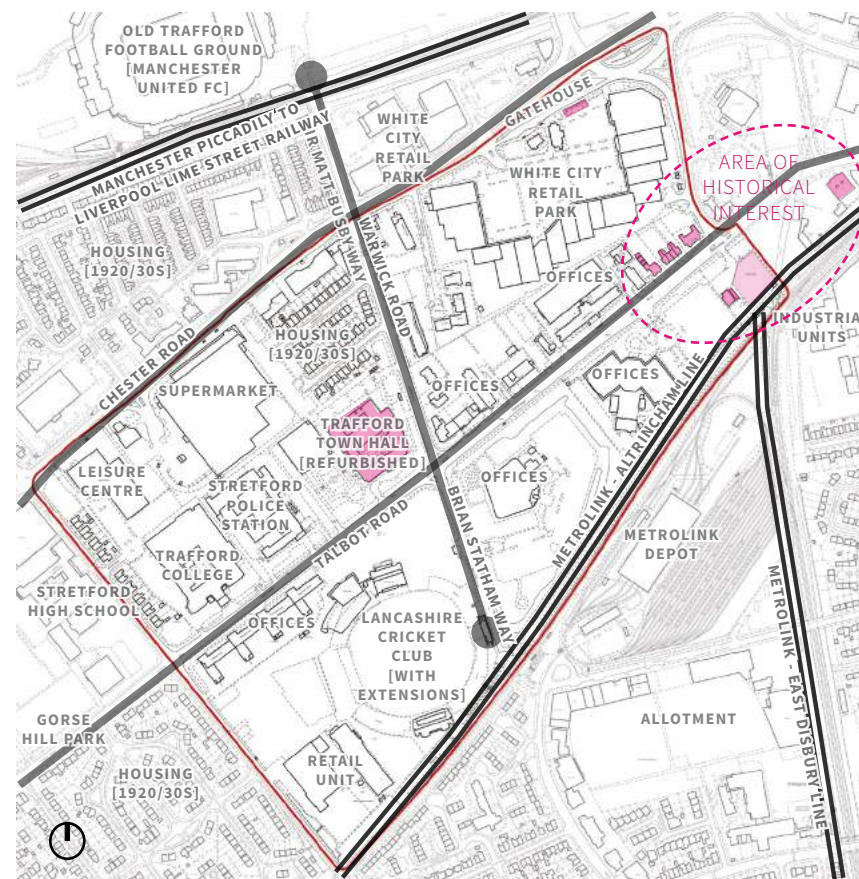
An area of historical interest remains around the cluster of the Tudorbethan Pub, Bowling Green, Victorian villas and Trafford Hall Hotel.



TRAFFORD TOWN HALL



LANCASHIRE CRICKET CLUB



7.2 Transport

	ROUTE	MON-THURS	FRI	SAT	SUN/HOLS
1	Altrincham – Bury	05:49 - 23:01	05:49 – 00:01	05:49 – 00:01	06:49 - 23:01
2	Altrincham – Piccadilly	05:49 - 23:37	05:49 – 00:37	05:49 – 00:37	06:49 – 23:37
3	Ashton-under-Lyne – Eccles	05:55 – 23:05	05:55 – 00:05	05:55 – 00:05	06:56 – 22:56
4	Bury - Piccadilly	05:54 – 23:30	05:54 – 00:30	05:54 – 00:30	06:54 – 23:30
5	East Didsbury – Rochdale Town Centre	05:50 – 23:14	05:50 – 23:50	05:50 – 23:50	06:46 – 22:46
6	Victoria – Manchester Airport	03:13 – 05:57	03:13 – 05:57	03:13 – 05:57	03:09 – 06:52
		05:57 – 23:09	05:57 – 23:09	05:57 – 00:09	06:52 – 23:04
7	MediaCityUK – Etihad Campus	06:06 – 23:40	06:06 – 00:40	06:06 – 00:40	07:07 – 22:31

METROLINK ROUTE SCHEDULE

BUS SERVICE	ROUTE	TYPICAL FREQUENCY		
		MON-FRI	SAT	SUN/HOLS
FROM TALBOT ROAD				
253	Partington – Flixton – Urmston – Stretford – Hulme – Manchester	2 AM Peak Services	-	-
278	Reddish – Withington – Wythenshawe – Sale – Stretford – Manchester	Hourly	Hourly	Hourly
FROM TALBOT ROAD				
79	Swinton – Swinton Park – Pendleton – Salford Quays – Stretford	Hourly	Hourly	-
255	Partington – Flixton – Urmston – Stretford – Old Trafford – Manchester	30 Mins	30 Mins	30 Mins
256	Flixton – Davyhulme – Stretford – Hulme – Manchester	<10 Mins	<10 Mins	30 Mins
263	Manchester – Altrincham (via Stretford and Sale)	15 Mins	15 Mins	30 Mins
X50	intu Trafford Centre – Old Trafford – Manchester	<10 Mins	<10 Mins	<10 Mins

BUS ROUTE SCHEDULE

CAR PARK	TOTAL SPACES	MAX RECORDED OCCUPANCY			ABOVE 80% CAPACITY?	AVERAGE CAPACITY	
		COUNT	%	TIME		COUNT	%
Lancastrian/LCC	230	201	87%	1045-1145	TRUE	133	58%
LCC Emirates Old Trafford*	430	406	94%	1115-1200	TRUE	274	64%
Kellogg's building	456	3	1%	1100-1130	FALSE	1	0%
British Gas	385	347	90%	1115-1200	TRUE	256	66%
White City Retail Park	658	343	52%	1830-1845	FALSE	222	34%
Trafford Town Hall and MSCP	290	237	82%	1245-1300	TRUE	156	54%
Trafford Sports Village	140	297	85%	1115-1130	TRUE	203	58%
Trafford College	210						
Oakland House	800	411	51%	1315-1400	FALSE	302	38%
Tesco Extra	600	379	63%	1315-1330	FALSE	259	43%
Warwick Road – on street	28	16	57%	1100-1300	FALSE	11	38%
Brian Statham Way – on street	40	6	15%	1600-1700	FALSE	3	8%
TOTAL	4,267	2646	62%	-	-	1820	43%

SUMMARY OF PARKING SURVEY RESULTS

TRAFFIC FLOW SURVEYS

A survey of 18 signalised junctions across the Masterplan area was undertaken on Tuesday 15th May 2018. These outputs are currently being analysed by Curtins to understand how each junction performs individually, and by TfGM to appreciate the impacts of redistribution of traffic across the Masterplan area.

The highest traffic flows occur along the A56 Chester Road, along the northern boundary of the Masterplan area. This link experiences flows of circa 3,000 two-way movements in the peak periods as people travel from the strategic Road Network (M60 Junction 7 in particular) to key employment areas across Trafford Park, The Quays and Manchester City Centre.

With regard to traffic flows along Talbot Road, these were recorded at approximately 1,300 two-way movements in either peak period (AM Peak 08:00 – 09:00, PM Peak 17:00 – 18:00). Flows were not recorded across a whole day. However, using calculation factors in accordance with DMRB, two-way flows could be in the region of 15,000 vehicles; which shows that Talbot Road is a relatively busy link, and that a reduction in flows would be beneficial to non-car users of the link.



LOCATION PLAN OF SURVEYED SIGNALISED JUNCTIONS

Feilden
Clegg
Bradley
Studios

