

Pro-forma

Date of Meeting:

Please provide **concise** information about the project to brief panel members in advance of the meeting. Please follow the format set out below deleting any criteria that are not relevant to the project.

Scheme Information

Name of Project & Site address:

Residential-led redevelopment of disused B&Q

'Trafford Place', Former B&Q, Great Stone Road, M32 0YP

Attending Panel:

Client / Developer
Land Ownership
Architect

Landscape Architect
Planning consultants
Other consultants

Project Team:

Client / Developer
Land Ownership
Architect
Landscape Architect
Planning consultants
Other consultants

Guy Pearson-Gregory (Accrue Forum 1)
Accrue Forum 1
OauPaul O'Connell (O'Connell East)
Carl Taylor (TPM)
Doug Hann and Matthew Hard (WSP | Indigo)

Planning Information:

Local Authority

Please include name of planning officer: Debra Harrison, Trafford MBC

Type of application

Previously outline with landscaping reserved

Statutory constraints

N/A

Historic England

N/A

Public consultation process

An online consultation with local residents took place in early 2018, ahead of the planning application being submitted.

The developer and planning consultant also met ward members in early 2018.

10 letters of objection to the previous planning application, primarily relating to traffic and some on impact on residential amenity

Status of scheme

Confidential

Application No. if in planning

Project Data:

Use	<i>Primarily residential</i>
Dwellings per hectare	<i>305</i>
% affordable housing	<i>TBC – previously 10%</i>
Project budget	<i>TBC</i>
Expected timescale for project	<i>Planning application 2020, commencement of development 2021</i>
Funding Bodies (in order our panel can declare interests)	

Brief Project Description:

Residential-led redevelopment of site that currently comprises a disused B&Q store and surface car park. Site is bordered on two sides by Old Trafford cricket ground and on one side by the Metrolink tram line.

The highway frontage is to Great Stone Road, which rises in height along the site frontage to a bridge over the tram line. Consequently, much of the site is below road level.

A planning application for 433 apartments, flexible commercial / community uses at ground floor facing Great Stone Road and new public realm along Great Stone Road was refused earlier in 2019. Reasons for refusal related to wind microclimate effects, design (height and massing), residential amenity (daylight/sunlight effects on nearby properties and proposed properties), planning obligations, car parking for the commercial uses, and heritage impacts on Old Trafford cricket ground, Trafford Town Hall and Longford Park Conservation Area.

The applicant has spent six months negotiating alternative schemes with the LPA. The LPA's advice is leading to a scheme that the applicant and their design team and consultants do not think appropriate for the site.

The aim is to develop circa 350-450 apartments, potentially with flexible commercial / community uses at ground floor and new public realm / interface with Great Stone Road. Car parking would be provided in an undercroft beneath a street-level podium.

Design Team: O'Connell East Architects and TPM Landscape Architects

Please provide a **brief factual description** of the project (**totalling no more than two A4 pages**) covering the following headings where applicable:

- Important constraints
- Access

The change in levels along Great Stone Road results in much of the site's ground level being

Within a few minutes walk of Old Trafford tram stop, but could be improved.

Within easy reach of local bus corridors.

lower than road level, resulting in no meaningful streetscene.

The Metrolink line to Stretford and Altrincham runs parallel to the southern boundary, behind a treeline.

There are homes on the opposite side of Great Stone Road and on the opposite side of the tramline.

The site is bound on two sides by Lancashire County Cricket Club land, with one boundary facing the indoor cricket school. The cricket pavilion is deemed a non-designated heritage asset by the Council.

- Main elements of the brief

To deliver new homes making effective and efficient use of a site in a highly accessible location.

To facilitate future pedestrian access to Old Trafford Metrolink stop.

To create a strong streetscene along Great Stone Road.

- Site context

A site of circa one hectare located adjacent to Old Trafford Cricket Ground, within the ‘LCCC Quarter’ within the Trafford Core Strategy, where “a major mixed-use development will be delivered in this Location to provide a high quality experience for visitors balanced with a new, high quality residential neighbourhood centred around an improved stadium at Lancashire County Cricket Club.”

Close to cycle corridors that are being improved.

Existing vehicular access from Great Stone Road.

- Public realm and landscape design

Original aims were to:

- a) create a new streetscene and wider public realm along Great Stone Road
- b) create a new pedestrian link for all from Great Stone Road to the Old Trafford tram stop
- c) Use courtyards, balconies and roof gardens to provide private / semi-private amenity space distinguishable from the public realm at the front of the site

- Sustainability

First and foremost, create an energy-efficient building.

Secondly, introduce green infrastructure to what is currently a sea of hardstanding and a dilapidated retail warehouse.

Thirdly, discourage the use of the car.

Located within the area covered by the Stretford Masterplan, which aims “to transform the wider Stretford area into a prosperous and vibrant place with attractive communities and a wide range of facilities throughout the day and evening that realises the full potential of existing assets.”

Within a few minutes walk of Old Trafford Metrolink stop, with regular trams to Stretford town centre, Altrincham and Manchester city centre.

Dilapidated brownfield land.

A “prominent location” within the emerging ‘Civic Quarter Masterplan’, earmarked by the Council as a potential site for a multi-storey car park and mixed-use scheme.

- Built form

Adjacent to large, modern sports stadium.

An area of change, with Council-led (or partnered) proposals emerging for new high-density residential development, replacement leisure centre, University Academy and hotel, along with private initiatives including apartment schemes and high-rise hotel.

Existing office blocks including some being converted to residential.

No uniformity or prevailing character or vernacular architecture.

Beyond the Civic Quarter boundaries, the built form changes to predominantly two-storey suburban housing.

A site plan, elevations or illustrations of your proposal would be useful to issue to the panel before the review day.

To follow

PLEASE NOTE WE WILL NEED A DIGITAL COPY OF THE PRESENTATION SENT TO PLACES MATTER! AFTER THE PANEL MEETING.

Contact details:

Please ensure that all parties – designers, clients and local authority planners email and postal addresses are included

Architect / Designer *Please insert name, organisation, address, email and telephone number here*
Paul O’Connell
O’Connell East Architects
paul@oea.org.uk
0161 839 9380

Client / Developer *Please insert name, organisation, address, email and telephone number here*
Guy Pearson-Gregory, Accrue Forum 1 LLP
29 Curzon Street, London, W17 7TL
Guy.pearson-gregory@accruicap.com

Local Authority Planning Officer *Please insert name, organisation, address, email and telephone number here*
Case Officer:
Debra Harrison, Trafford MBC
Debra.harrison@trafford.gov.uk / 0161 912 1930

Major Projects Team Leader:
David Pearson, Trafford MBC
David.pearson@trafford.gov.uk / 0161 912 3198

Head of Planning:
Rebecca Coley, Trafford MBC
Rebecca.coley@trafford.gov.uk / 0161 912 3149

Places Matter
RIBA North
21 Mann Island
Liverpool Waterfront
Liverpool L3 1BP

M – 44 (0)7841 458 696
T – 44 (0)151 703 0135
Richard.Tracey@placesmatter.co.uk
www.architecture.com/placesmatter

Invoice Details – MUST BE COMPLETED

Name *Guy Pearson-Gregory*

Company Name (if applicable) *Accrue Forum 1 LLP*

Address Line 1 *29 Curzon Street*

Address Line 2

Address Line 3

County *London*

Postcode *W17 7TL*

Purchase Order Number
(if required)

Contact Telephone Number *020 7864 3500*

Contact Email address *Guy.pearson-gregory@accruicap.com*