

5. Description of the masterplan evolution and the urban framework proposals

- 5.1. The masterplan proposals have been developed through an iterative design process to create a vision for the ongoing development of Trafford's Civic quarter.
- 5.2. The Civic Quarter AAP provides a framework for the comprehensive regeneration of this area in Trafford. The document sets out the policy and vision for the area and will be used as a key consideration when determining future planning applications. The document has been developed through a process of thorough analysis of the site context, its historic context, townscape character, movement and green infrastructure within the locality as well as consultation with the key stakeholders in the area.

Urban Framework proposals

- 5.3. The masterplan is derived from an overriding urban framework that sets out a series of overlapping urban design principles. These consist of:
- Identification of existing valuable buildings;
 - The primary route of Talbot Road, the proposed well-being route;
 - The primary axis – The intersection of Talbot Road and Warwick Road / Brian Statham Way, the proposed processional route;
 - Neighbourhood character;
 - Land use;
 - Public spaces;
 - Key pedestrian routes;
 - Orientation and grain;
 - Massing and height.
- 5.4. **Existing valuable buildings:** Retention of both buildings and public spaces of value so that they can be integrated into the urban experience of the masterplan successfully.
- 5.5. **The primary route:** There is an opportunity to enhance the urban experience of moving through the area along Talbot Road by strategically incorporating the buildings of existing value to and arrange new built form to better their settings and improve conditions for cyclists and pedestrians.
- 5.6. **The primary axis:** The primary axis provides a device to give clarity to order the strategic thinking of the masterplan. Brian Statham Way/ Warwick Road is an important defining street to the area as it connects many of its most important institutions and the Old Trafford Metrolink station. It has particular importance on matchdays (both cricket and football) as many visitors arrive by Metrolink tram and walk along this route to the stadiums.