

9. Areas of Focus

AF1 – Pomona Island

Pomona Island is a key part of the Manchester City Region in Trafford. This part of the former Manchester Docks has been largely vacant for over 20 years following its remediation and is one of the largest vacant sites in the Manchester City Region. It represents a major opportunity to expand and diversify the offer of the Manchester City Region in this location.

A masterplan has been prepared for Pomona Island (March 2020) by the landowner and approved by the Council, setting out a proposed redevelopment framework. The defining principle of the masterplan is to regenerate Pomona Island with a world class, residential led mixed-use community. The masterplan takes on board the unique waterside and open space opportunities the site offers, ensuring the enhancement and accessibility of the site's heritage assets. The principles of the masterplan have been taken on board in setting out the planning policy framework for the redevelopment of the site.

Within the Pomona Island Area of Focus as defined on the Policies Map, a new residential led mixed-use district will be created to complement the offers of Manchester City Centre and the Quays area. It will be a new destination for business, residential and leisure combining significant commercial and recreational development for people living in this area and for communities in the City Centre and surrounding Old Trafford areas of Trafford.

The Pomona Island Area of Focus provides an exciting regeneration opportunity to create a high quality, waterside, high density residential led mixed-use sustainable community on a significant area of brownfield land within the Manchester City Region. The development will enhance and promote access to the Manchester Ship Canal and Bridgewater Canal. The site holds a key gateway location at the southern edge of the City Centre with excellent public transport connections between the City Centre and Media City UK, with the Pomona Metrolink tram stop and nearby Cornbrook tram stops. In keeping with this location, the design of development will be of high quality in both form and material, creating active frontages to support a vibrant public realm that connects well with the wider Irwell River Park setting, destinations and routes in Trafford, Salford and Manchester. The boundary reflects the historic boundary of the former docks and the extent of the redevelopment potential.

AF1.1 To ensure the creation of a high quality, sustainable community, proposals for new development within the Pomona Island Area of Focus should be consistent with the development requirements set out below, with other policies within the Local Plan and national guidance, as appropriate.

AF1.2 The Council will grant planning permission for a mix of residential (Use Class C3); offices (Use Classes E(c) and (g)(i)); a hotel (Use Class C1); and a range of supporting commercial and/or community uses to serve the needs of the proposed communities (including Use Classes E(a-f) and F) within the Pomona Island Area of Focus. These developments will enable the creation of a new residential and business neighbourhood appropriate for its Manchester City Region location.

AF1.3 The design of the development proposals in this area should reflect its Manchester City Region status and proximity to the City Centre, with a high density, high-rise built form. This should be in conformity with any adopted Council Design Guide or Masterplan.

AF1.4 Proposals for Main Town Centre uses that are of scale that will serve a wider community other than the business and residential communities within the Area of

Focus should be consistent with other policies within the Local Plan (Policy TC1); and national planning guidance, as appropriate

AF1.5 Proposals for development in this Area of Focus will:

Residential development

- a) Deliver around 3,400 residential units, of which 2,400 will be delivered in the plan period;
- b) Be largely apartments, in the form of a number of high-rise apartment blocks, at a density appropriate to its proximity to the City Centre.
- c) Be suitable for families, either in terms of size or type.

Employment development

- d) Deliver new office floorspace on the most accessible land, immediately adjacent to the Cornbrook Metrolink stop in line with Local Employment policy EC2. In line with the adopted Pomona Island Masterplan, this is currently safeguarded from development for potential Metrolink expansion. This land will not be able to be developed until TfGM have confirmed that it no longer needs to be retained for this purpose.
- e) Be in the form of high quality, high density, individual blocks.

Mixed Commercial development and community facilities

- f) Deliver a new hotel (Use Class C1) during the Plan period;
- g) Provide a mix of uses, including a range of retail, commercial, leisure and community uses (Use Classes E(a to f) and F), at a scale to serve the needs of communities within the Area of Focus;
- h) Commercial and/or community facilities should help to create active frontages along the waterside and at street level as part of residential, employment or other development types within the Area of Focus by being well-related to and accessible from adjacent streets and open space.

Open Space and Green Infrastructure

- i) Provide of a minimum of 6 hectares of public realm, including 4.8 hectares of specifically planned open / amenity space;
- j) Provide public open / amenity spaces which comprises a mix of character areas arranged around and well connected to a centrally located Neighbourhood Park serving the full development;
- k) Provide a substantial area of new recreational open space in the form of a neighbourhood park, located in the centre of the Pomona Island Area of Focus immediately adjacent to the Manchester Ship Canal and should incorporate formal and informal recreation/green space, well connected with pedestrian and cycle routes;
- l) Deliver 'Green corridors' east-west and north-south through the length of the site, incorporating existing, and creating new, areas of open space;
- m) Maximise the benefits of its position on the Manchester Ship Canal and Bridgewater Canal by preserving and enhancing the existing canalside walkways and improving public access to these routes and therefore their role within the active travel network;
- n) Provide a range of specific green infrastructure measures to mitigate the adverse impacts of development and combat climate change, which may include the provision of tree, shrub and hedgerow planting, green walls and roofs, swales, rain gardens and porous surfaces. Some of these measures will

be multi-purpose and may also form part of the drainage strategy whilst contributing to biodiversity net gain.

- o) An assessment of biodiversity must be carried out prior to development and appropriate sites for nature conservation must be provided to compensate for any loss. The development will also deliver biodiversity enhancement/net gain.**

Other requirements

- p) Appropriate levels of high quality amenity space will be provided within and between the individual blocks.**
- q) On-street parking will be limited through the provision of adequate off-street parking, such as secure undercroft or basement parking.**
- r) Any development must take into account the Cornbrook Culvert which runs directly through the site. The culverted watercourse has an 8 metre development consultation zone which limits development either side of the watercourse;**
- s) A Flood Risk Assessment must demonstrate that the development will be safe, without increasing the flood risk elsewhere, and that it will where possible reduce flood risk overall. Leisure, healthcare and educational facilities must be located outside Flood Zone 3;**
- t) An assessment of potential contamination must be carried out prior to development and any remediation carried out in accordance with an agreed schedule;**
- u) An assessment of potential noise and air quality pollution must be carried out prior to development and any remediation carried out in accordance with an agreed schedule;**
- v) The provision of suitable pedestrian and cycle links to and from the existing Metrolink stations at Cornbrook and Pomona, to key bus routes and to the wider Irwell River Park area including Bee Network;**
- w) Improvements to the local highway network and public transport infrastructure;**
- x) A contribution towards the primary school provision to serve the new residential community in this and the surrounding area, including Trafford Wharfside and the Civic Quarter Areas of Focus.**
- y) A contribution towards the provision of additional utility capacity, including the reinforcement of the local waste water treatment works;**
- z) Protect, preserve and enhance the grade II Brindley's Weir, Ordsall Hall, Railway Bridge at north of the site and their setting.**

AF2 – Trafford Wharfside

Trafford Wharfside is a key strategic part of Trafford lying within the Manchester Regional Centre on the south bank of the Manchester Ship Canal opposite Salford Quays. The area has great potential as part of the Quays for new economic and residential development and also contains Manchester United Football Club which is a sporting and visitor destination of international significance.

Trafford Wharfside is an historic area of Trafford Park with great potential for change in the future driven by, the presence of Manchester United Football Club and the emergence of MediacityUK, which must be balanced against its more traditional manufacturing role operating in the area. The Local Plan seeks to balance these different uses.



A distinctive and iconic piece of linear public realm will stretch the length of Sir Alex Ferguson Way, Sir Matt Busby Way and beyond to the Old Trafford Metrolink stop. The route will include high quality surfacing and materials, incorporating green infrastructure and appropriate provision for walking, cycling and vehicles.

- AF2.1 To ensure the creation of a high quality, sustainable community, proposals for new development within the Area of Focus should be consistent with the development requirements set out below, other policies within the Local Plan and national guidance, as appropriate.**
- AF2.2 Within the Trafford Wharfside Area of Focus as defined on the Policies Map, the Council will identify and promote land for development to create a major mixed-use area of regional and international significance. The focus will be on opportunities for new economic (particularly digital and media industries), leisure (hotels and visitor attractions) and residential developments as detailed in this policy.**
- AF2.3 The Council will grant planning permission for sustainable development that will enable the creation of a mixed residential neighbourhood and business tourism destination appropriate to its Manchester Regional Centre location.**
- AF2.4 To ensure the creation of a high quality, sustainable community, proposals for new development within the Trafford Wharfside Area of Focus should be consistent with the development requirements set out below, the sub areas of the Area of Focus (MediaCityUK Area and Manchester United Football Club Stadium Area), with other policies within the Local Plan and national guidance, as appropriate.**
- AF2.5 Proposals for development in this Area of Focus will:**
- a) Provide residential development that will be largely apartments, at a density appropriate to its proximity to the City Centre. A proportion of residential development must be of a suitable size and type for families.**
 - b) Ensure that appropriate access to community facilities is established, creating sustainable places.**
 - c) Support the provision of any new Metrolink stations through developer contributions in line with Infrastructure policy PO1.**
 - d) New development that generates a significant number of users/visitors should be located close to Metrolink stations and should be designed in a way that allows easy access to them for all users.**
 - e) Improve digital infrastructure within the Trafford Wharfside Area of Focus and seek to ensure that all businesses have access to the high speed fibre-optic network that exists within the area.**
 - f) Not prejudice the creation of a Strategic Processional Route.**
 - g) Maximise the benefits of Trafford Wharfside's position on the Manchester Ship Canal and Bridgewater Canal by preserving and enhancing the existing canalside walkways and improving public access to these routes.**
 - h) Provide appropriate levels of high quality amenity space between the development blocks, consolidating parking provision to make the most of the sustainable and accessible location.**
 - i) Protect and where possible enhance views of two iconic buildings within the location: the Manchester United Football Club Stadium and the Imperial War Museum North, particularly from the Manchester Ship Canal.**
 - j) Not prejudice the provision of a new bridge crossing that will provide a link within the Irwell River Park Scheme which is closely related to other existing or proposed routes such as the Strategic Processional Route;**
 - k) Contribute towards the provision of a new primary school to serve the new residential community in this and the surrounding area, including Pomona Island and the Civic Quarter Areas of Focus.**

- l) Demonstrate by means of a Flood Risk Assessment that the development will not increase flood risk elsewhere, and that it will where possible reduce flood risk overall. Leisure, healthcare and educational facilities must be located outside Flood Zone 3.**
- m) At Victoria Warehouses, be of high quality design given its strategic position as a gateway to the Quays and Trafford. In particular, any tall buildings should be well-designed and in line with any adopted supplementary Trafford Council design guidance.**
- n) As a result of previous industrial uses in this area, development cannot proceed unless potential contamination and its effect on controlled waters have been assessed and any potentially negative impacts have been remediated.**
- o) Provide a range of specific green infrastructure measures to mitigate the adverse impacts of development and combat climate change, which may include the provision of tree, shrub and hedgerow planting, green walls and roofs, swales, rain gardens and porous surfaces. Some of these measures will be multi-purpose and may also form part of the drainage strategy whilst contributing to the achievement of biodiversity net gain.**
- p) An assessment of biodiversity must be carried out prior to development and appropriate sites for nature conservation must be provided to compensate for any loss. The development will also deliver biodiversity enhancement/net gain.**

MediacityUK Area

- AF2.6 Within the MediacityUK Area defined on the Policies Map, the Council will grant planning permission for a mix of employment (Use Classes E(g), B2 and B8), residential (Use Class C3), hotels (Use Class C1) and a range of supporting ancillary commercial and/or community uses (including Use Classes E(a-f) and F), and other similar uses at a scale to support the proposed new residential community.**
- AF2.7 Development in this area will enhance the role of the area as a high-tech creative and tourism hub of international significance which attracts a broad range of digital, creative, media, tourism and related businesses.**
- AF2.8 Proposals for development in this part of the Area of Focus will:**

Residential development

- a) Deliver approximately 2000 residential units in the Plan period;**
- b) Be at a density appropriate to its proximity to the Quays in the form of high-rise apartment blocks,;**
- c) Provide a range of 1, 2 and 3 bed apartments in high quality and iconic buildings with approximately two thirds of the units suitable for families.**
- d) Where possible, within the MediaCityUK area relate closely to the Manchester Ship Canal or the Bridgewater Canal in order to maximise residential amenity and enhance views along these waterways.**

Employment development

- e) Deliver approximately 25,000sqm of new office floorspace including research and development and light industrial uses (Use classes E(c) and (g)) and similar appropriate uses during the plan period.**
- f) Office development will be in the form of high quality, high rise individual blocks;**
- g) The Council will grant planning permission for appropriately designed storage and distribution or similar appropriate uses, in order to support the operations of MediaCityUK;**

- h) Planning permission for appropriately designed general industrial uses (Use class B2) will be permitted within the MediaCityUK area, where they are closely related to and support the operation of existing, established businesses.**

Mixed commercial development and community facilities

- i) A new hotel (Use Class C1), consistent with the Manchester City Region status of the area will be delivered during the Plan period;**
- j) A mix of uses, including a range of retail, leisure and community uses (Use Classes E (a-f) and F), and similar appropriate uses will be encouraged at a scale to serve the needs of the proposed communities within the MediaCityUK area.**
- k) Commercial and/or community facilities should create active frontages as part of residential and mixed use development within the MediaCityUK area by being well-related to and accessible from adjacent streets and open spaces.**

Open Space/Green Infrastructure

- l) Approximately 2.3 hectares of new open space / green infrastructure will be provided, including the provision of a neighbourhood park;**
- m) The existing Promenade Park will be improved up to a neighbourhood park standard, specifically in terms of the provision of play space, informal recreation areas, green infrastructure, public art and a potential water taxi station, whilst not compromising its active travel function.**
- n) The existing linear landscaped areas along Trafford Wharf Road and Wharfside Way will be improved to create a 'green corridor'.**

Manchester United Football Club (MUFC) Stadium Area

AF2.9 Within the MUFC Stadium Area defined on the Policies Map, the Council will support the continued use and improvement of the area for football stadium and associated hospitality, conference, club store and Spectator / visitor car park uses by MUFC.

AF2.10 A range of commercial and/or community uses (Use classes E (a-g(i)) and F) and similar appropriate uses will be supported at a scale where they support the operation of the Stadium and are consistent with other policies within the Local Plan and national planning guidance, as appropriate.

AF2.11 In order for development in the MUFC Stadium Area to be considered acceptable, the following will be required. For the avoidance of doubt, this policy also applies to applications for both permanent and temporary uses.

- a) For proposals which will expand spectator capacity, of the football stadium, or new hospitality, conference, club store facilities will be supported where:
 - i. It can be demonstrated by means of a detailed Transport Assessment that the development would not have a significant adverse impact on the efficient functioning of the highway network; and**
 - ii. The necessary public transport, cycle way footpath and highway improvements are provided to properly service the development and ensure the efficient functioning of the highway network.****
- b) Contribute to increased levels of remote park and ride facilities in suitable locations. Where new car parking provision in the MUFC Stadium Area is deemed appropriate and necessary it must not increase the level of single car use parking provision for stadium use.**

- c) **Necessary public transport, cycle way, footpath and highway improvements to properly service the development should include the provision of an appropriate access to the Bridgewater Way in the vicinity of Sir Matt Busby Way.**

AF3 – Trafford Park

Trafford Park is a key location for industry and business activity within the Manchester City Region and is a principal location for employment development in Trafford. The primary function of Trafford Park is the provision of modern industrial, storage and distribution facilities and ancillary office development. The Council will seek to protect the primary function of Trafford Park and the core employment uses within it. Economic activity within Trafford will be concentrated within the Trafford Park Area of Focus.

Trafford Park offers a huge scale and diversity of economic opportunity with excellent accessibility links to wider areas and throughout the Area of Focus. The rail freight terminal within Trafford Park offers daily services.



Industrial and warehousing premises will be renewed and enhanced through development, responding to the changing needs and demands of businesses. Existing employment uses will be nurtured through developments in order to retain the competitiveness of Trafford Park.

A strong and diverse supply of sites and premises should be maintained and

protected from redevelopment to other uses. The Trafford Park Area of Focus should offer a wide range of employment premises and accommodation and development that presents this opportunity will be encouraged. Advances in automation, digitisation, customisation, integrated product services, functionality demands and energy efficiency lead to a need for new high quality floorspace in Trafford Park.

To ensure that employers located with Trafford Park have good access to a highly skilled population, access to the Park should be improved through the creation of good quality sustainable transport connections to neighbouring communities.

There is a strategic opportunity around Park Way Circle that can help to change the perceptions of Trafford Park's Core and its appearance to Trafford Park's visitors and businesses.

AF3.1 To ensure the creation of a high quality, sustainable community, proposals for new development within the Trafford Park Areas of Focus should be consistent with other policies within the Local Plan and national guidance, as appropriate.

AF3.2 Within the Trafford Park Area of Focus, as defined on the policies map, the Council will permit sustainable development for business, industry, storage and distribution (B2 and B8) and similar appropriate uses in accordance with policy EC1. Ancillary office uses (Use class E (g)) will be supported when in line with policy TC3 (Out of centre development).

AF3.3 There is the opportunity for around 60,000 sqm of new or improved industry and warehousing (B2 and B8) employment floorspace in the Trafford Park Area of Focus up to 2037.

AF3.4 Applications for non-employment uses within the Trafford Park area as defined on the policies map will be required to submit a statements in line with policy EC2.2.

Proposals for uses not listed in policies AF3.1 and AF3.2 will not generally be supported in Trafford Park.

AF3.5 Trafford Park Area of Focus offers the opportunity for lower density employment development within Trafford in a highly accessible location, however development will be required to demonstrate that it is making an efficient use of land.

AF3.6 Trafford Park Area of Focus presents a prime opportunity for advancing digital connectivity in Trafford and this opportunity should be maximised whenever possible. Developers should work with appropriate providers to deliver the necessary infrastructure to accommodate information and digital communications networks as an integral part of new development.

AF3.7 Improvements to public transport infrastructure via a number of nodes to provide an integrated, frequent public transit system linking this location with surrounding residential and commercial areas will be secured through developer contributions where relevant (policy PO1). This will include:

- improvements for pedestrians and cyclists along the Bridgewater Canal
- improvements to public transport provision throughout Trafford Park
- the potential for future expansion of Rapid Transit Systems through and within Trafford Park

AF3.8 Within Trafford Park Village Neighbourhood Centre, as identified on the policies map, the Council will seek to support the business and working community of Trafford Park through permitting development for:

- Non major development of offices and light general industry (Use classes E (c) and (g)(i)) as defined in national policy; and
- Non major retail, restaurants, bars, and other service outlets (Use classes E(a to c), E(f) and F) as defined in national policy, within, or adjacent to the neighbourhood shopping centre on Third Avenue as a scale to serve the needs of Trafford Park's employees.

AF3.9 Developments which enhance the appearance of the Parkway Circle roundabout through improvements to the quality of buildings and public realm will be encouraged.

AF3.10 Opportunities for a Trafford Park Heat Network and how this can be incorporated with other heat network opportunities in neighbouring areas should be considered as part of development proposals and supported where possible.

AF3.11 Provide a range of specific green infrastructure measures to mitigate the adverse impacts of development and combat climate change, which may include the provision of tree, shrub and hedgerow planting, green walls and roofs, swales, rain gardens and porous surfaces. Some of these measures will be multi-purpose and may also form part of the drainage strategy whilst contributing to the achievement of biodiversity net gain.

AF3.12 An assessment of biodiversity must be carried out prior to development and appropriate sites for nature conservation must be provided to compensate for any loss. The development will also deliver biodiversity enhancement/net gain.

AF4 – Trafford Centre Rectangle

The Trafford Centre Rectangle Area of Focus is bounded by the Manchester Ship Canal; the M60 Motorway; Parkway and the Bridgewater Canal, forming the western part of Trafford Park including a Regional Shopping Centre and other major visitor attractions. The Trafford Centre Rectangle also includes the Trafford Waters development site which offers significant potential for large scale residential development both within and beyond the Plan period.

The Trafford Waters site offers significant development potential both within and beyond the Plan period. The site offers the potential for large scale residential development, new office floorspace, commercial uses, a hotel and new primary school provision along with public realm, landscaping works and supporting infrastructure. It is anticipated that a minimum of 1,900 residential units would come forward on this site during this plan period, however there is recognition that this site will continue to contribute to the borough's housing land supply beyond that point. It will therefore be important that a site wide detailed Design Framework is submitted and approved before development takes place.

Trafford Waters Leisure Village is a well-established and successful destination which attracts visitors from a significant catchment area with attractions including the Chill Factor indoor winter sports venue, JJB Soccer Dome and a golf driving range alongside recreational and ancillary developments. The proposed allocation for Trafford Waters Leisure Village will help to maintain and enhance the current provision that the site offers and to ensure that the area can continue to perform this role. There are some small individual sites within this location that remain undeveloped but which are likely to be developed over the plan period.

This Bridgewater Canal Area comprises of a range of existing uses including retail, leisure, commercial, hotel industry and warehousing uses. It is considered that there are a number of opportunities for redevelopment of existing sites within this area. Over recent years there have been a number of applications for smaller scale leisure development that has not assisted in a comprehensive redevelopment of the area, limiting leisure development in this location to only that which is defined as major will help to reduce piecemeal development.

National planning policy sets the definition of major development for non-residential uses. This will be referred to when assessing the suitability of proposed development in the Bridgewater Canal Area. What constitutes a proposal for leisure development is defined in national guidance but the application of this definition will be at the discretion of the Local Planning Authority.

AF4.1 To ensure the creation of a high quality, sustainable community, proposals for new development within the Trafford Centre Rectangle Areas of Focus should be consistent with the development requirements set out below, other policies within the Local Plan and national guidance, as appropriate.

AF4.2 Development within the Trafford Centre Rectangle should be designed to a high quality, reflecting the significance of the Area of Focus as a visitor destination of Regional significance.

AF4.3 Development within the Trafford Centre Rectangle should help to support future improvements to the public transport network, including Metrolink. This may be through developer contributions in line with the infrastructure Policy PO1 in this plan.

AF4.4 The Council will support the improvement of digital infrastructure within the Trafford Centre Rectangle Area of Focus and seek to ensure that all businesses have access to the high speed fibre-optic network that exists within the area.

AF4.5 Development in the Trafford Centre Rectangle Area of Focus will maximise the benefits of its location adjacent to the Manchester Ship Canal and the Bridgewater Canal by creating frontages onto it where appropriate and preserving and

enhancing the existing canalside walkways and improving public access to these routes.

- AF4.6** Development will protect and enhance heritage assets within the Area of Focus boundary and beyond it.
- AF4.7** Proposals for development within the Trafford Centre Area of Focus should be accompanied by an assessment of air quality and pollution in the area and how this will be impacted and/or mitigated by any scheme.
- AF4.8** Provide a range of specific green infrastructure measures to mitigate the adverse impacts of development and combat climate change, which may include the provision of tree, shrub and hedgerow planting, green walls and roofs, swales, rain gardens and porous surfaces. Some of these measures will be multi-purpose and may also form part of the drainage strategy whilst contributing to the achievement of biodiversity net gain.
- AF4.9** An assessment of biodiversity must be carried out prior to development and appropriate sites for nature conservation must be provided to compensate for any loss. The development will also deliver biodiversity enhancement/net gain.
- AF4.10** The Trafford Centre Rectangle Area of Focus includes three distinct areas as defined on the policies map and as set out below: Trafford Waters, Trafford Leisure Village and Bridgewater Canal Area.

Trafford Waters

- AF4.11** The Trafford Waters area as defined on the policies map will comprise a new residential neighbourhood alongside commercial, leisure and community facilities at a scale to serve the local community.
- AF4.12** Substantial improvements to the public transport network will be provided in addition to the provision of significant road infrastructure as part of the Western Gateway Infrastructure Scheme (WGIS).
- AF4.13** A new sustainable residential and business neighbourhood that is well connected to other areas and communities in Trafford will be created in line with Place Policy TP4.
- AF4.14** To ensure the creation of a high quality, sustainable community, the following principles will be applied to new development within this area:

Residential development

- a) Around of 1,900 residential units will be delivered in this plan period;
- b) Residential accommodation will be provided in an attractive, functional and innovative new mixed use neighbourhood with two thirds of these units being suitable for families;
- c) There will be a mix of housing densities and building heights, higher density levels will be expected closest to the employment area(s), community facilities and the canal frontage with lower density levels located towards the centre and east of the site.

Employment

- d) Approximately 80,000sqm of new office floorspace (Use classes E(c) and (g)(i)) will be delivered in the plan period;

- e) The office space will be high quality BCO Grade A, delivered as part of an innovative, attractive mixed use neighbourhood, development will be in the form of high quality individual blocks;
- f) Appropriate levels of amenity space will be provided within and between the individual blocks
- g) On-street parking will be limited through the provision of adequate off-street parking, such as secure undercroft or basement parking.

Mixed Commercial development and Community Facilities

- h) A mix of uses including a range of retail uses (use classes E(a-b)), commercial leisure and community facilities (use classes E (d-f)), will be supported at a scale to serve the needs of the proposed communities;
- i) A 300 bedroom hotel (use class C1), care home (use class C2) and a 2 form entry primary school will be supported in this area.
- j) Development proposals for main town centre uses of a scale that will serve a wider community than the businesses and residential communities within the Area of Focus should be consistent with other policies within the Local Plan and national planning guidance as appropriate
- k) Commercial and/or community facilities should help to create active frontages as part of residential, employment or other development types within the Area of Focus by being well related to and accessible from adjacent streets and open spaces.

Open Space/Green Infrastructure

- l) New open space/green infrastructure will be provided, largely in the form of a new Neighbourhood Park incorporating a play area, sports facilities and formal and informal green infrastructure and open space
- m) The Neighbourhood Park and other open spaces will relate well to the new communities which they are to serve and to the provision of Green Infrastructure elsewhere in the Trafford Centre Rectangle area and;
- n) The benefits of the sites canalside location will be maximised through the provision of open space (s) that is well related to it.

Transportation Links

- o) The new communities at Trafford Waters will be directly linked to the Trafford Centre Bus Station by an attractive, direct pedestrian link across Trafford Boulevard, in accordance with Infrastructure policy PO1
- p) The route of the new link road and canal crossing in the vicinity of the Trafford Centre (Western Gateway Infrastructure Scheme – WGIS) is safeguarded.

AF4.15 The development of this significant site will be supported by an appropriate masterplan to be agreed with the Council.

Trafford Waters Leisure Village

AF4.16 Within the Trafford Waters Leisure Village area as defined on the policies map, the Council considers that the area can deliver commercial and/or community leisure facilities (Use Class E(d-f) and F) and ancillary supporting retail (Use Classes E (a-c) where consistent with other policies within the Local Plan and relevant national planning policy as appropriate.

AF4.17 To ensure the creation of a high quality, sustainable community, proposals for new development within the Trafford Waters Leisure Village should be consistent other policies within the Local Plan and national guidance, as appropriate.

Bridgewater Canal Area

AF4.18 Within the Bridgewater Canal area as defined on the policies map, the Council considers that the area can deliver community facilities (use classes E(d-f) and F), office development (Use Class E(c) and E(g)) and industry and warehousing (Use Classes B2 and B8) where it is consistent with other policies within the Local Plan and relevant national planning policy as appropriate.

AF4.19 Major leisure development, as defined by national planning policy, will also be considered acceptable in this location. Non major leisure development will be required to satisfy the tests for main town centre uses as set by national guidance.

This area comprises of a range of existing uses including retail, leisure, commercial, hotel industry and warehousing uses. The area also includes an Asda Superstore, Costco, B&Q Warehouse, Barton Square (including Lego Land and the Sea Life Centre) alongside a number of industry/warehousing uses. It is considered that there are a number of opportunities for redevelopment existing sites within this area. Over recent years there have been a number of applications for smaller scale leisure development that has not assisted in a comprehensive redevelopment of the area, limiting leisure development in this location to only that which is defined as major will help to reduce piecemeal development.

National planning policy sets the definition of major development for non-residential uses. This will be referred to when assessing the suitability of proposed development in the area. What constitutes a proposal for leisure development is defined in national guidance but the application of this definition will be at the discretion of the Local Planning Authority.

AF5 – Town centres

Trafford's town centres are key drivers for economic prosperity and remain the focus of continued development as commercial, retail, leisure and residential hubs. In particular the key focus of the Council will be to increase the vitality and viability of Trafford's town centres through meeting the need for town centre uses, as defined in national policy, by identifying and promoting development, the reuse and improvement of key sites and promoting improvements to key elements of the public realm to make them attractive places to spend time.



Trafford has four town centres at Altrincham, Sale, Stretford and Urmston. This Town Centres Area of Focus policy establishes a vision for each town centre and identified key opportunities to deliver each vision.

The nature of town centres, their function and the role they play in the community is changing. As changes to town centre uses as defined in national policy, use classes and the ongoing response to Covid-19 progresses this policy (and the complementary Town Centres and Retail Policy TC1) will be monitored and reviewed as necessary.

The Trafford Retail and Leisure Study (2019) assessed the ability of Trafford to support additional retail and leisure facilities in the future and considers the vitality and viability of each of the town centres. The study found that expenditure on retail is expected to grow over the plan period but concludes that Trafford's current provision and other existing commitments will largely meet the anticipated growth. This evidence base will be reviewed and updated to reflect local and national circumstances as work on the Local Plan progresses.

- AF5.1** Proposals for new development within Trafford's Town Centres should be consistent with other policies within the Local Plan and national guidance, as appropriate.
- AF5.2** New development in Trafford's town centres must ensure the creation of a high quality, sustainable and accessible communities for all users.
- AF5.3** Town Centres in Trafford will be served by sustainable modes of transport, promoting efficient patterns of movement between catchment areas, other town centres and communities in Trafford.
- AF5.4** Proposals for development within town centres should be accompanied by an assessment of air quality and pollution in the area and how this will be impacted and/or mitigated by any scheme.
- AF5.5** Provide a range of specific green infrastructure measures to mitigate the adverse impacts of development and combat climate change, which may include the provision of tree, shrub and hedgerow planting, green walls and roofs, swales, rain gardens and porous surfaces. Some of these measures will be multi-purpose and may also form part of the drainage strategy whilst contributing to the achievement of biodiversity net gain.
- AF5.6** An assessment of biodiversity must be carried out prior to development and appropriate sites for nature conservation must be provided to compensate for any loss. The development will also deliver biodiversity enhancement/net gain.

Altrincham Town Centre

AF5.7 *By 2037 Altrincham will have built on its strengths as an attractive and vibrant modern market town and an integral part of local people's everyday lives. It will have its own distinct identity and will be a place people are proud of. The town centre will be a safe and high quality environment with a wide variety of shops, café's, bars and restaurants, leisure and cultural facilities, thriving businesses, strong visitor economy and a quality residential offer with up to 400 new homes. The town centre will build upon its heritage assets and history whilst encouraging complementary new development. Altrincham will be a place that local people regularly visit, spend time and use its wide range of facilities.*

- AF5.8** As the main town centre in Trafford, the Council will support development which strengthens its vitality and viability and promotes a greater diversity of uses including retail, service, commercial, leisure, tourism and residential development and which promotes its distinctive character.
- AF5.9** In particular the Council will encourage development which supports:
- The increase of new retail floorspace (principally comparison goods) to enhance the offer of the town centre;
 - The delivery of new office floorspace;
 - The delivery of new town centre residential development on appropriate sites;
 - The reuse and redevelopment of vacant or under occupied units;
 - Development which supports and enhances Altrincham's leisure and tourism offer and in particular the evening economy;
 - Enhancements to the public realm and accessibility for all users;
 - Sustainable and active travel including walking and cycling;
 - Development will protect, preserve and enhance heritage assets and their settings, including the town's conservation areas.

AF5.10 In Altrincham Town Centre, the Council will support the redevelopment of the following sites as identified on the policies map:

AF5.11 Altair: a high quality mixed use development which will include a range of main town centre uses on a 3 hectare brownfield site immediately east of the Altrincham transport interchange.

AF5.12 The Stamford Quarter: an opportunity to support the vitality and viability of the town centre through mixed use development opportunities, including the site of the former House of Fraser/Rackhams store on George Street.

AF5.13 The Grafton Centre: an opportunity to support the vitality and viability of the town centre through mixed use development opportunities.

Altrincham is a historic market town and is the largest of Trafford's Town Centres. The town centre contains a diverse mix of national retailers, independent shops, services, restaurants, offices and residential properties. There are 5 Conservation Areas and a large number of buildings of heritage and architectural significance in the town. Altrincham has benefitted in recent years from increased investment within the town including in the public realm, Altrincham Interchange and the regenerated Altrincham Market. Altrincham benefits from excellent road and public transport connections. Altrincham Interchange provides regular connections from destinations across Greater Manchester.

Whilst Altrincham is considered to be a highly vital and viable centre, it will be important for Altrincham to attract additional comparison goods retailers in order to expand its overall offer. The delivery of town centre residential development both within and on the edge of the centre should further help to support and strengthen the centre.

The Council has recently acquired the Stamford Quarter Shopping Centre in addition to the Grafton Centre, which will provide opportunities for potential development to further strengthen the vitality and viability of Altrincham Town Centre.

Sale Town Centre

AF5.14 *By 2037 Sale will be a modern and attractive town centre which serves local residents from neighbouring areas. The town centre offer will reflect the unique character of the surrounding neighbourhoods in order to cater for and serve the catchment population and visitors to the area. The centre will provide a safe, high quality environment and will provide a wide range of shops, cafes, bars, restaurants, enhanced leisure and cultural facilities, employment opportunities and a quality residential offer with up to 200 new homes. Sale will be a place that local people regularly visit, both in the day and evening to spend time and use its wide range of facilities.*

AF5.15 In Sale Town Centre the focus will be on improving the vitality and viability of the centre and promoting the diversification and modernisation of the retail offer. In particular the Council will encourage development which supports:

- a) New improved retail floorspace, with a particular emphasis on comparison retail, in order to enhance the offer of the town centre;
- b) The delivery of new office accommodation;
- c) The delivery of new town centre residential development on appropriate sites;
- d) The reuse and redevelopment of vacant or under occupied units;
- e) Improvements to public transport routes and walking and cycling links to the town centre;
- f) Improvements to the public realm and accessibility for all users including improvements which will better utilise access to the Bridgewater Canal;

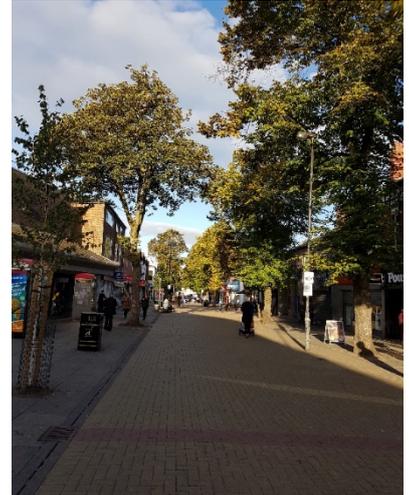
- g) Development which supports Sale's leisure, tourism and cultural offer and in particular the evening economy;
- h) Development will protect, preserve and enhance heritage assets and their settings.

AF5.16 In Sale the Council will support the redevelopment of the following site as identified on the policies map:

AF5.17 The Square Shopping Centre: the redevelopment of The Square Shopping Centre and adjacent sites to create a new mixed use development.

Sale Town Centre is focussed around The Square Shopping Centre and the pedestrianised part of School Road. The centre serves a relatively extensive catchment with Residents of Sale, Sale Moor, Ashton-upon-Mersey and Brooklands looking to the centre to meet their shopping needs.

Sale Town Centre has a particularly strong convenience goods retail offer, therefore it will be important for centre to diversify and modernise its offer through improvements to its comparison goods and leisure offer. The proposed redevelopment of The Square Shopping Centre to create new retail, leisure and residential uses will provide space for new operators within the town centre and encourage additional footfall both throughout the day and the evening.



Improvements to the public realm and the centres evening offer will help to underpin the centres future vitality and viability and assist in attracting further investment. The Sale Town Centre Public Realm and Movement Strategy (2018) seeks to provide improved access and connectivity throughout the town centre. Public realm improvements will also help to utilise the Bridgewater Canal which is one of the town's key assets.

Stretford Town Centre

AF5.18 Stretford Town Centre will be transformed into a prosperous, vibrant, attractive and safe destination. The centre will offer a wide variety of shops, leisure, services and employment opportunities to serve the needs of the local community. The centre will become a place in which to spend time throughout the day and the evening that realises the full potential of its existing assets. The centre will be a safe and attractive environment and will become a place that local people regularly visit and are proud of.

AF5.19 Within Stretford Town Centre the focus will be on the improvement of the retail offer and to promote a greater diversity of uses including retail, restaurant, bar and café uses, leisure and family orientated uses, community facilities, offices and residential. In particular the Council will encourage development which supports:

- a) New improved retail floorspace to enhance the offer of the town centre;
- b) The reuse and redevelopment of vacant or under occupied units;
- c) New/updated office accommodation;
- d) Residential development on appropriate sites;
- e) Public realm enhancements and accessibility improvements;
- f) Development which supports Stretford's leisure and tourism offer and in particular the evening economy;
- g) Development will protect, preserve and enhance heritage assets and their settings.

AF5.20 In Stretford the Council will support the redevelopment of the following sites as identified on the policies map:

AF5.21 Stretford Mall: Stretford Mall is allocated for a mix of uses, primarily retail and commercial, residential, community facilities (Use classes C3, E(a-g(i)), F) and other similar uses. In considering proposals for the redevelopment of this site, the Council will support those that create more active frontages at key locations, open up the site, improve the physical attractiveness of the Town Centre and provide opportunities to deliver a range of new uses.

AF5.22 The Essoldo: The Council will support the redevelopment of this site, securing the active reuse of the Grade II listed building for leisure or community uses (use classes E (d-f), F) and other similar uses, incorporating ground floor retail units along Edge Lane along with residential units.

AF5.23 In considering proposals for other uses, including main town centre uses, the Council will assess whether they would protect, preserve and enhance the Essoldo Cinema building and whether the uses would be consistent with its Grade II listing.

AF5.24 Lacy Street: The site incorporates a surface level car park, Post Office sorting depot, Probation Service office and a bathroom showroom/offices. It is identified for a mix of uses, including residential, leisure and community uses. This prominent site provides a significant opportunity for a development, incorporating high quality design that opens up greater access to the Bridgewater Canal.

Stretford is the smallest town centre in Trafford and is located in a densely populated area. The town centre is located in a prominent position along the A56 corridor which allows it to benefit from good transport links to the M60, excellent public transport connections and access to the Bridgewater Canal.

Stretford Mall is recognised as being central to the economic health of Stretford Town Centre. The centre has suffered in recent years due to competition from other town centres and out of centre retail destinations which have resulted in increased vacancy rates. The proximity of the A56 has also had a negative impact on the centre in acting as a barrier to pedestrians. In recent years there have been significant changes at Stretford Mall including the demolition of the southern part of the Mall including the former market hall and O'Brien's public house. The demolition of the southern part of the Mall offers the potential to introduce new uses which will help to further strengthen the vitality and viability of the centre.



In addition to the redevelopment of Stretford Mall the Refreshed Stretford Masterplan, which was adopted in January 2018, identifies significant opportunities in order to improve the retail and leisure offer of Stretford and to improve the environmental quality of the surrounding area.

Trafford Council, in collaboration with Bruntwood Joint Venture, has commenced work on a Stretford Area Action Plan which will provide a robust planning framework for the delivery of Council objectives and ambitions for Stretford Town Centre and its surrounds. This will sit alongside the Local Plan forming part of the Development Plan for Trafford.

Urmston Town Centre

AF5.25 By 2037 Urmston Town Centre will be a prosperous, vibrant, attractive and safe destination with a shopping, leisure, services and employment offer that meets the needs of the local community and visitors. The town centre will include a range of quality restaurant, café and bar uses alongside family orientated entertainment activities contributing to a vibrant evening economy. The centre will be a safe attractive environment and will become a place that local people regularly visit and are proud of.

AF5.26 Within Urmston Town Centre the focus will be on protecting its role in serving the needs of the community. In particular the Council aims to enhance and improve the retail offer of Urmston and promote a greater diversity of uses such as leisure, office and residential in the town centre.

AF5.27 The public realm and accessibility for all users of Urmston Town Centre will be enhanced, supported by landscape improvements.

AF5.28 Development will protect, preserve and enhance heritage assets and their settings.

AF5.29 In Urmston the Council will support the redevelopment of the following sites as identified on the policies map.

AF5.30 Victoria Parade (including units 2-10 Higher Road): The Council will support the redevelopment of this site as defined on the Policies Map to provide a mixed use development comprising primarily retail and commercial, residential, community facilities (Use classes C3, E(a-g(i)), F) and other similar uses.

AF5.31 Land at Station Road/Urmston Railway Station: The Council will support the redevelopment of this site as defined on the Policies Map to provide a mixed use development incorporating continued access and car parking facilities for railway users. The site is allocated for a mix of uses primarily retail and commercial, residential, community facilities (Use classes C3, E(a-g(i)), F) and other similar uses.

Urmston Town Centre is largely focussed around the Eden Square shopping centre which replaced the dated shopping precinct that was demolished in 2007. The centre primarily serves local residents from the north of Trafford, including nearby areas of Davyhulme and Flixton. The town centre has easy access to the M60 motorway and has a direct rail connection on the Manchester to Liverpool line.



The centre accommodates a diverse range of independent and niche retailers that are considered to be suitable to serve the needs of the local community. The centres comparison goods offer however is considered to be more limited as a result of competing retail destinations in the vicinity.

The opportunity exists to redevelop Victoria Parade which consists of a number of small retail units, predominantly shops and restaurants/cafes uses. There are a number of vacant units and the parade is in need of redevelopment or refurbishment.

A further development opportunity exists to redevelop the site on Station Road for a high quality mixed use scheme incorporating some residential and enhanced retail facilities on Station Road. The redevelopment of the site will secure improvements, in terms of the quality of buildings, car parking and access to Urmston Station.

Q5. Do you agree with the draft Areas of Focus policies? If not, please explain why (providing supporting evidence where appropriate).

Q6. If you feel the Local Plan should identify a different Area of Focus please provide further information including a map indicating its location

AF6 – The Civic Quarter

The Civic Quarter area, within Old Trafford, takes in Trafford Town Hall, Lancashire Cricket Club, the Lumina Village, up to the A56 Chester Road including White City Retail Park. 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.



An Area Action Plan (AAP) for the Civic Quarter Area is being developed by Trafford Council in partnership with Bruntwood Joint Venture which will form part of the Development Plan for Trafford. The AAP establishes how opportunities in the Civic Quarter area can be realised, establishing a vision and strategic objectives for how the area will change up to 2037 and beyond.

The Civic Quarter's strategic position just to the south of Manchester City Centre, provides the opportunity for development to act as a catalyst for regeneration and renewal of the Civic Quarter area and beyond. The area suffers from a number of issues the dominance of car parking, poor pedestrian connectivity and a lack of identity. The AAP presents the opportunity for a refurbished leisure centre, improvements to the facilities at Lancashire County Cricket Club, the creation of a vibrant new mixed-use community, improved pedestrian and cycling routes and the creation of a strong identity through gateway buildings and new neighbourhoods.

For further detail on this Area of Focus please see the emerging Area Action Plan which is available on the Trafford Council Planning web pages at <https://www.trafford.gov.uk/planning/strategic-planning/Development-Plan/Civic-Quarter-AAP-Consultation.aspx>

AF7 – New Carrington

Please note the New Carrington allocation is proposed as part of a sub-regional plan for the wider city region - the detailed allocation policy and supporting evidence for the allocation will therefore be published as part of that Plan. To achieve the development quantum outlined below will require amendments to the Green Belt boundary which will also be dealt with through the sub-regional Plan.

The area has been identified as an Area of Focus in the Trafford Local Plan to reflect the anticipated development in this location.

New Carrington is located to the west of Trafford and provides an opportunity to deliver a new community of a significant scale adjacent to the existing urban areas of Partington, Carrington and Sale West. The site includes the former Shell Carrington industrial estate, a large area of brownfield land, which will be redeveloped as part of the wider scheme.

The New Carrington site was allocated in the GMSF 2020 for approximately 4,300 homes and 350,000 sqm of employment floorspace, with the potential to deliver approximately 5,000 homes in total.

The New Carrington site will support the regeneration of neighbouring communities in Partington and Sale West and high quality design will be essential to ensuring the successful integration of development with existing communities and in delivering a positive step change in the local area.

The inclusion of significant employment development, a diverse range of housing, as well as local facilities, will enable New Carrington to function as a sustainable neighbourhood within Greater Manchester rather than an isolated community.

A Green Belt corridor through the site will be retained and will link the Mersey Valley in the north, with Warburton / Dunham Massey in the south. This area will provide enhanced green infrastructure and help to achieve a net gain in biodiversity across the site. Strategic green spaces have also been identified at Sale West, these areas will be protected from development and will provide improved green spaces and linkages through the area.

The site will provide enhanced transport links, including improved active travel cycling and walking links, public transport and highways infrastructure. Significant social and green infrastructure will also be provided as part of the development including local shops, health and education facilities and new accessible recreation areas for the local community to enjoy.

AF8 – Timperley Wedge

Please note the Timperley Wedge allocation is proposed as part of a sub-regional plan for the wider city region - the detailed allocation policy and supporting evidence for the allocation will therefore be published as part of that Plan. To achieve the development quantum outlined below will require amendments to the Green Belt boundary which will also be dealt with through the sub-regional Plan.

The area has been identified as an Area of Focus in the Trafford Local Plan to reflect the anticipated development in this location.

Timperley Wedge is located in the south east of the borough adjacent to existing urban areas south of Timperley and west of Newall Green in Manchester, stretching to Davenport Green, adjacent to the M56.

Timperley Wedge was proposed for allocation in the GMSF 2020 for around of 2,500 new homes and 60,000 sqm of employment floorspace in total with 1,700 homes and 15,000 sqm of employment in plan period. In the GMSF 2020 the allocation at Timperley Wedge was presented alongside the allocation at Medipark which falls within the Manchester City Council area. The two strategic allocations are also in the vicinity of the proposed HS2 line and together they have the potential to bring significant employment opportunities to southern Greater Manchester.

Manchester Airport and its surrounds, will bring rapid economic growth to this area over the coming years and this site is well positioned to support such growth.

The site offers an excellent opportunity to deliver a diverse range of homes and new jobs in a sustainable community.

An area of Green Belt between this site and Hale will be retained and opportunities for this area to be enhanced as a rural park, to achieve a net gain in biodiversity, will be delivered as part of the development.

The site will provide new and enhanced transport links, including cycling and walking routes, new public transport and highway works and will capitalise on the planned Metrolink Western Leg Extension.

Significant social and green infrastructure will also need to be provided including safe networks for cycling and walking, local shops, health facilities, a new primary school and new accessible recreation areas for the local community.

Safeguarded Land / Other Protected Open Land

The following areas will continue to be protected under Core Strategy Policy R4 and UDP Policy C8 until such a time that the GMSF / future sub-regional plan reviews the existing safeguarded land in Trafford:

Land in Warburton (immediately to the south of Partington)

Land south of Shell, Carrington