

PEEL GROUP

TRAFFORD CENTRE RECTANGLE DRAFT DEVELOPMENT FRAMEWORK

**REPRESENTATIONS ON THE TRAFFORD BOROUGH COUNCIL DRAFT
CORE STRATEGY PREFERRED OPTIONS DOCUMENT**

AUGUST 2008

PO-1045-112a

1. Introduction

- 1.1 This Draft Development Framework (DF) has been prepared by Turley Associates on behalf of Peel Group in respect of an area extending to 206 hectares known as the Trafford Centre Rectangle (TCR).
- 1.2 The document is a working draft and has been prepared having regard to discussions with, amongst others, the Council, Manchester City Council and Salford City Council. The draft is intended to form part of the evidence base for the Council's Core Strategy.
- 1.3 The DF is **Document No.2** in a suite of 3 documents which have been prepared on behalf of the Peel Group including Peel Investments (North) Ltd in response to the Draft CSPOD. The others are as follows:
- Document 1 – General Representations to the Draft CSPOD.
 - Document 3 – Trafford Quays Concept Statement. This describes in detail the potential which Trafford Quays has for residential led mixed use development.
- 1.4 The documents are inter-related and must be read together for the views of the Peel Group to be properly understood.

1.5 The DF **supports** the proposed allocation of the TCR as a Key Strategic Site for *residential led mixed use* development.

1.6 The document is structured in the following way. It:

- Begins by setting out the long term vision which Peel has for the future development of the TCR;
- Provides an overview of prevailing national and regional planning policy with which the proposed allocation needs to accord;
- Provides a description of the TCR and the socio-economic context in which it is located;
- Sets out a development framework for the TCR;
- Describes the extent to which the DF will deliver a 'strategic fit' with national and regional planning policy.

1.7 The TCR is an established area of mixed use development within which there are a number of parcels of land with potential for redevelopment and new uses. Within this area lies the last major undeveloped site in Trafford Park, known as Trafford Quays, which lies between the Trafford Centre and the Manchester Ship Canal. This site has a pivotal role to play in connecting the TCR to the Manchester Ship Canal Waterfront

and is recognised as a valuable land resource of such a scale and location that its development potential should be examined having regard to both existing and emerging planning and regeneration policy and the views of key stakeholders⁽ⁱ⁾. The land available at Trafford Quays for development extends to c.23.25 ha (c. 57.5 acres) and is the main development opportunity within the Rectangle.

⁽ⁱ⁾ GONW correspondence to TBC dated 12 March 2004



trafford centre rectangle: study area

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2. Vision Statement

- 2.1 This Chapter sets out the Vision and aspirations for the TCR, which are starting points for the preparation of the Development Framework. The Vision for the TCR is:

'A unique mixed use destination offering a range of distinct neighbourhoods and quarters linked by a strong landscape and public realm network, with strategic connections to the city centre wider transport network'

- 2.2 The Vision is set out under the following key headings:

- Neighbourhoods
- Movement and Connections
- Landscape and Public Realm

Neighbourhoods

- 2.3 The Vision for the TCR is a diverse range of uses including retail, residential, leisure, high-end commercial and community facilities, creating sustainable neighbourhoods for people to live in, work and enjoy.

- 2.4 This is achieved by the creation of distinct neighbourhoods, as follows:

- **All Saints:** An established and distinct character area with a unique sense of place. The Bridgewater Canal/Manchester Ship Canal gateway is defined by high quality, high density residential development with views focused along the water's edge;
- **Trafford Quays:** A residential led mixed-use development comprising a range of dwelling types and quarters, animated by additional appropriate uses;
- **Trafford Leisure Village:** A regionally recognised and established leisure destination, comprising a diversity of attractions and activities;
- **Trafford Centre and Barton Square:** A high quality sub-regional retail centre and key destination with a network of attractive spaces, attracting shoppers and tourists from a wider catchment area
- **Kratos Hub and Parkway Approaches:** High quality employment uses creating a key gateway to the Trafford Centre Rectangle.

- **Ashburton Approaches:** A commercial/retail led neighbourhood providing a transition between the Trafford Centre Rectangle and the light industrial uses to the east.

2.8 These visions and aspirations have been taken forward and inform the Development Framework, as explored in Chapter 5.

Movement and Connections

- 2.5 The Vision for the TCR is for a well connected destination with strong links to the local and wider neighbourhoods via a hierarchy of high quality streets and spaces forming a legible movement network. A strong sense of arrival is achieved through prominent gateways which enhance the identity of the TCR.
- 2.6 Other modes of transport are addressed by the creation of strong, legible and safe pedestrian/cycle routes and connections to the local and wider public transport networks.

Landscape and Public Realm

- 2.7 The Vision for the TCR is to build upon the *existing landscape* assets, the canals and established woodland and tree groups to create a strong, integrated landscape structure. This provides a framework for a well structured, diverse greenspace and public realm network, reflecting the high quality spaces at the Trafford Centre and Barton Square.

3. Planning and Regeneration Policy

- 3.1 Sustainable Development is the core principle underpinning planning¹. In applying this principle, the Government is committed to developing strong, vibrant and sustainable communities: communities where people want to live, work and spend their leisure time.
- 3.2 This section of the DF summarises the key policy drivers which seek to deliver the over-arching objective of sustainable development under a series of 'thematic headings' as follows:
- Housing (Live)
 - Employment (Work)
 - Leisure (Play)
 - Environment
 - Travel.

¹ Paragraph 3, PPS1.

- 3.3 First however, it is necessary to set out the strategic planning and regeneration policy framework which applies to the TCR.

Strategic Policy Context

- 3.4 The majority of the TCR comprises previously developed 'brownfield' land (PDL). The only exception to this is the Trafford Quays site of which only part is PDL.
- 3.5 Policy DP1 of the **adopted North West Regional Spatial Strategy** (adopted RSS) encourages development which makes the most effective use of PDL and delivers an appropriate mix of uses both within individual sites and within wider neighbourhoods.
- 3.6 The TCR lies within the North West Metropolitan Area (NWMA) as defined by Policy SD1 of the **adopted RSS**. Sites within the NWMA are prioritised for development.
- 3.7 The adopted RSS is however, currently being reviewed. The replacement RSS will cover the period to 2021. The Secretary of State's Proposed Changes (hereafter referred to as emerging RSS) were published in March 2008.
- 3.8 **Emerging RSS** echoes the key objectives of adopted RSS in promoting more sustainable patterns of development in the context of continuing economic growth and expansion. The

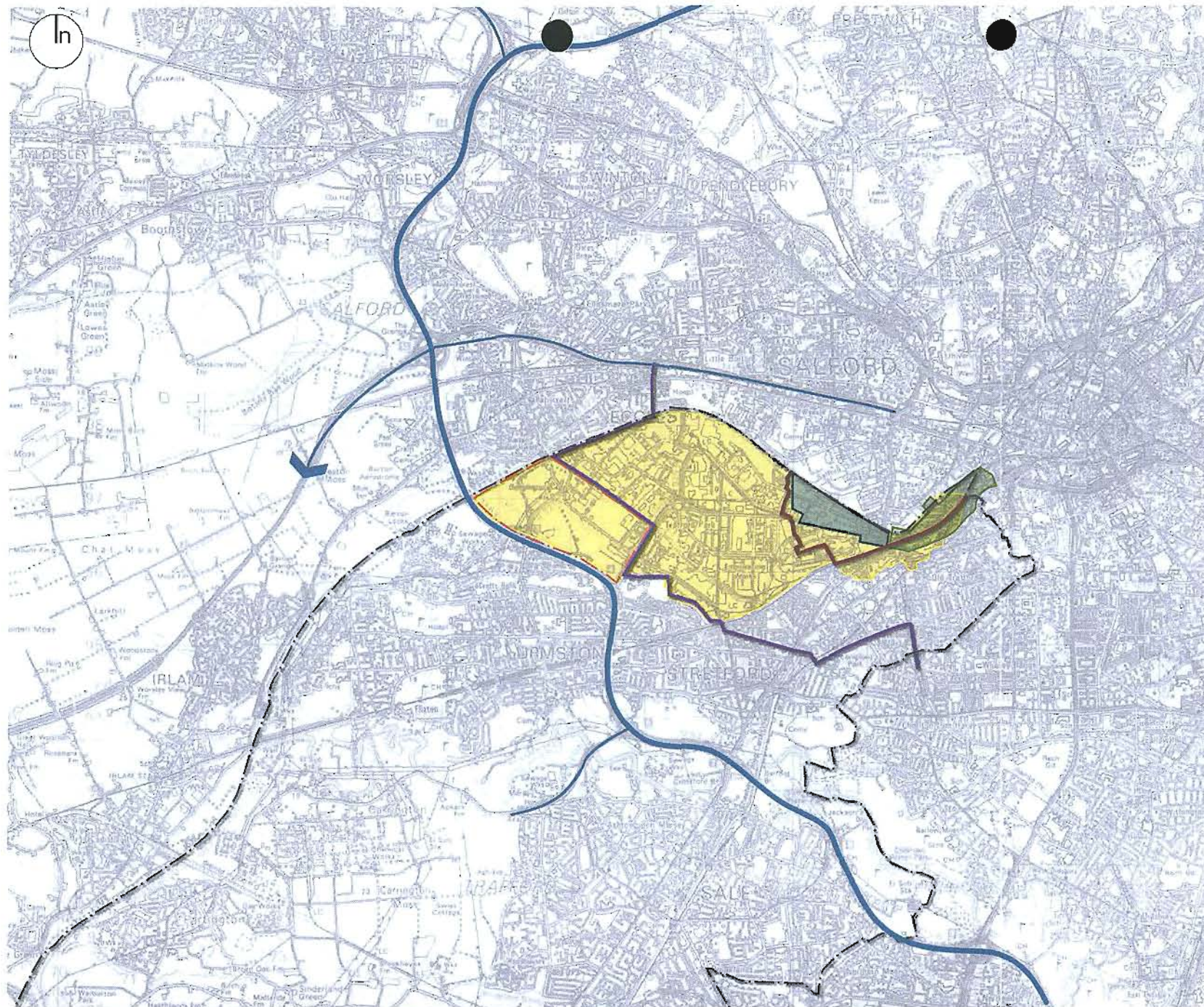
focus of spatial policy in emerging RSS is City Regions, which are of a greater scale and extent than cities. In consequence, references to the centres and inner areas of City Regions are not equivalent to such references in the context of cities and instead will be of a greater extent. This change to a City Region-based approach is therefore fundamentally different from adopted RSS.

- 3.9 Draft Policy RDF1 indicates that the Regional Centres of the Manchester and Liverpool City Regions are to be the 'first priority' for growth and development. The second priority is development in the Inner Areas surrounding the regional centres.
- 3.10 The TCR is located within the Manchester City Region. It is not within the Regional Centre as defined in emerging RSS but is within Trafford Park and North Trafford which emerging RSS includes within the Inner Area. Despite this, the Council's draft CSPOD places the TCR outside (but immediately adjacent to) the Inner Area boundary. Separate representations have been prepared regarding the soundness of the Council's proposed definition of the Inner Area Boundary. These are contained in Document 1.
- 3.11 It is important also to note that the North West Region forms part of the 'Northern Way'. The 'Northern Way' is the



Government's overarching policy with regard to economic development in the *North of England*. The Initiative seeks to find means by which the £29billion output gap between the North and rest of the UK can be closed. Its core objectives are as follows:

- Increase the level of employment;
- Strengthen the knowledge base and invest more in meeting the skills needs of employers to support economic growth;
- Increase the level of business start up and a more entrepreneurial approach more generally;
- Support the expansion of key clusters of employment
- Improve surface access to Manchester Airport and develop a Northern Airport Priorities Plan;
- Invest in creating a better integrated *public transport* service;
- Provide real housing choice for all householders.

3.12 We turn now to the various policy themes.



key

-  Motorway Network
-  Trafford MBC Boundary
-  Regional Centre
-  Inner Area
-  Trafford Park
-  Trafford Centre Rectangle
-  Wharfside
-  Pomona-Ordsall

policy appraisal: TBC proposed regional centre and inner area boundary

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(1) Housing - Live

- 3.13 The Government's primary housing aim (as expressed in **PPS3**) is to ensure that everyone has the opportunity of living in a decent home. It advises that, to achieve this, the planning system should deliver a sufficient quantity of housing, offering a mix of housing in terms of type and tenure, in sustainable locations, that is well designed and built to a high standard. A flexible and responsive approach to the management of land supply is also required.
- 3.14 With regard to housing land supply, PSS3 requires Local Planning Authorities to ensure that sufficient suitable land is available to achieve their housing delivery objectives for at least 15 years from the date of development plan adoption. It requires LDFs to include at least a five year supply of readily developable land from the date they are adopted; the sites identified must be suitable, available and viable for residential development. LPAs are also required to identify a further specific supply of developable sites for at least 6-10 years and, where possible, 11-15 years. Where relevant RSS is under review LPAs should have regard to *housing land requirements* in emerging RSS in identifying their land supply.
- 3.15 In determining housing land requirements, LPAs should not include sites for which they have granted permission unless

they can demonstrate, based on robust evidence, that the sites are developable and are likely to come forward at the point envisaged.

- 3.16 As noted above, adopted RSS is being reviewed and a fundamental premise of the emerging RSS is that meeting the region's aspirations for economic growth will entail a significant increase in the amount and quality of additional housing to be built in the region. It is generally agreed that it will be necessary to accommodate not only new households which are expected to form but also to provide for what has been termed 'aspirational' need for accommodation for the senior professional and managerial level workers in the knowledge and growth sectors.
- 3.17 Draft Policy MCR1 of emerging RSS states that housing growth should be accommodated in locations that are accessible by public transport to areas with strong economic prospects. A high level of residential development is encouraged within the Inner Area of the City Region. Draft Policy MCR2 (paragraph 10.9) refers to the untapped potential of the Inner Areas and warns that failure to tap this potential will limit the ability of the Regional Centre to grow.
- 3.18 Draft Policy L4 establishes a revised housing provision for each borough in the period to 2021. It requires that 578 dwellings per

annum be constructed in Trafford Borough in the period to 2003- 2021. With an allowance of 40 dwellings per annum for clearance replacement, this requirement rises to 618 dwellings per annum. The evidence base assessment of housing land requirements in emerging RSS runs to 2021 only. However the most recent (Proposed Changes)document advises that, for the purposes of identifying their 15 year supply (which will run beyond 2021) LPAs should, assume a rolling forward of the current annualised average requirement, until a new forecast of requirements is given in a future review of RSS. Accordingly Trafford Council needs to plan for the continued provision of 618 dwellings per annum for a limited period after 2021.

- 3.19 However, it is important to note that the net figure has recently been increased by a further 20% (i.e. to 694 dwellings per annum excluding clearance replacement or 734 including clearance replacement) for the period 2008/9-2016/17 as a consequence of AGMA's successful bid for new Growth Point Status being confirmed. The TCR is one of the areas identified in the Government's 'Second Round Growth Points' document (July 2008) where further development will be brought forward.
- 3.20 Trafford's overall housing requirement for the period 2003-2021 is therefore 12,052 dwellings

- 3.21 It is important to note that draft RSS also makes it clear that these requirements should not be regarded as setting a maximum level of provision and that a level of housebuilding over and above the RSS requirements is permissible where justified.
- 3.22 The housing requirements for Trafford are based upon the recommendations of the RSS EIP Panel Report. That document noted the potential capacity that exists in North Trafford and in particular within parts of Trafford Park, to accommodate new housing.
- 3.23 With regard to housing mix, PPS3 aims to ensure that LPAs achieve the correct mix of housing to meet tenure and price requirements of the whole community. Using Strategic Housing Market Assessments and other local evidence LPAs are required to set out, in their Local Development Documents (LDDs) the proportion of persons requiring affordable and market housing, the likely profile of households and size and type of affordable housing that is required.
- 3.24 Draft Policy L2 of **emerging RSS** requires LPAs to develop an understanding of local and sub-regional housing markets by undertaking Strategic Housing Market Assessments. Draft Policy L3 advises that plans and strategies should, amongst other things, respond to any need to restructure local housing

markets. Policy L6 requires LPAs to set out the requirements for affordable housing.

- 3.25 Prevailing planning and regeneration policy relating to housing is of course also contained in a number of non-statutory strategy documents. Of particular relevance to housing development in the TCR are the Regional Housing Strategy, the Trafford Housing Market Assessment, the draft Trafford Strategic Housing Land Availability Assessment and the Manchester / Salford Pathfinder Initiative. Each of these are reviewed below.
- 3.26 **The Regional Housing Strategy** reiterates the core messages of PPS3 and emerging RSS with regard to housing supply and mix. Its vision is to deliver a housing offer that will promote and sustain economic growth within the region ensuring that all residents have access to a choice of good quality housing in successful, secure and sustainable communities. It agrees with the Northern Way Growth Strategy on the need to deliver a supply of good quality attractive housing of the type necessary to attract and retain a skilled workforce. The fundamental interdependence between housing and economic growth is given particular emphasis i.e. "get the housing offer right and it is an important economic driver, fail to address weaknesses and housing will act as a drag on growth potential".

3.27 The **Trafford Strategic Housing Market Assessment** (2006) was commissioned by TBC as part of its evidence base for the Local Development Framework preparation in order to provide up to date information as to the level and type of need for new housing in the borough. Some of its key findings are as follows:

- Trafford is a largely self contained housing market with little interaction with Salford or Manchester. There is however a clear polarisation of the housing market between the North and South of the Borough with the housing offer and market perceptions of the South being higher than those of the North. There is therefore a clear need to reverse the image and environmental quality of the northern part of Trafford and provide a greatly enhanced level and quality of housing.
- Demand for housing in Trafford is a result of its economic success. As a result of this success there is a need for the in-migration of workers if the recruitment needs of growing or incoming businesses are to be met. This requirement will only be met by the provision of new housing accommodation which is attractive to senior professional and managerial level workers in the knowledge and growth sectors.

- There is a need for the provision of 723 dwellings per annum in the borough which is above the requirement expressed in emerging RSS. There is a greater requirement for new affordable housing in the South of the borough.
- There is a clear need is for family housing such as 2 and 3 bedroom apartments and family housing.

3.28 A **Greater Manchester Strategic Housing Market Assessment** is currently being prepared. Whilst it is said to have informed the Draft CSPOD the final version has not yet been made publically available.

3.29 The **Draft Trafford Strategic Housing Land Availability Assessment (SHLAA)** was published for the purposes of public consultation on the 16th July 2008.

3.30 The draft assessment estimates that there is sufficient land to accommodate 10,226 dwellings in the period from the anticipated date of plan adoption (2009) to 2024.

3.31 The figures indicate 47% of this potential supply coming forward in the first 5 years (2009-2014), with 33% coming forward in years 5-10 (2014-2019), and 20% in years 10-15 (2019-2024). A further significant supply of 3338 dwellings is envisaged as being available beyond 2024

3.32 These figures show that the potential supply (10,226) is only just above emerging RSS requirements of (10,082 for the period 2009-2024) including the Growth Point requirement. Moreover, it should be noted that this is an assessment of potential and that there is no certainty, in respect of many of the sites considered, that these will be brought forward for housing development. This is especially so given the large number of small sites relied upon.

3.33 The TCR is identified in the draft SHLAA as having the potential to contribute 600 dwellings between 2009 and 2024 and a further 1400 dwellings in subsequent years.³

3.34 **The Manchester Salford Housing Market Renewal 'Pathfinder' Programme** seeks to achieve substantial change in areas affected by housing market failure which are characterised by high levels of empty properties, large swathes of older terraced properties which are no longer in demand and

³ Note: This is not consistent with the draft CSPOD which indicates that the TCR has the capacity for between 700 and 1000 dwellings in the period 2009-2024

low value properties which offer restricted choice for those wishing to move up the housing ladder.

3.35 The Pathfinder is targeted towards 4 key areas – central Salford, North Manchester, East Manchester and South Manchester. Initially set up for the period 2003 to 2006, the scheme had approved funding of £125 million. In June 2006 a further award of £106 million was made for the period 2006-2008 through the scheme update. Subsequent to this, a further £54m has been committed for the period 2008-2009.

3.36 A further package of funding for the nine Pathfinder authorities for the period 2009-2011 has recently been announced. The specific allocation to the Manchester and Salford Pathfinder will only be announced following the completion of an audit commission review.

(2) Employment - Work

3.37 Continued Economic Development compatible with stated environmental objectives is a key aim of Government policy as expressed in **Planning Policy Guidance Note 4**.

3.38 PPG4 encourages local authorities to be realistic in their assessment of need when allocating land for employment uses. They should aim to ensure that there is sufficient land available

capable of development. Policies relating to employment should provide for choice, flexibility and competition.

3.39 **Draft Planning Policy Statement 4** was published in December 2007 for the purposes of public consultation. At the outset the importance of the planning system in contributing to increased productivity and the UK's long-term economic performance is recognised. In seeking to achieve positive planning for economic development the Government's stated objectives include:

- A good range of sites identified for economic development and mixed use development;
- A good supply of land and buildings which offer a range of opportunities for new jobs in large and small businesses

3.40 Local Planning Authorities are encouraged to develop policies which are able to respond to economic change and the need for coordination with housing provision. Policies should be based on a wide evidence base and an understanding of business needs and likely changes in the market place.

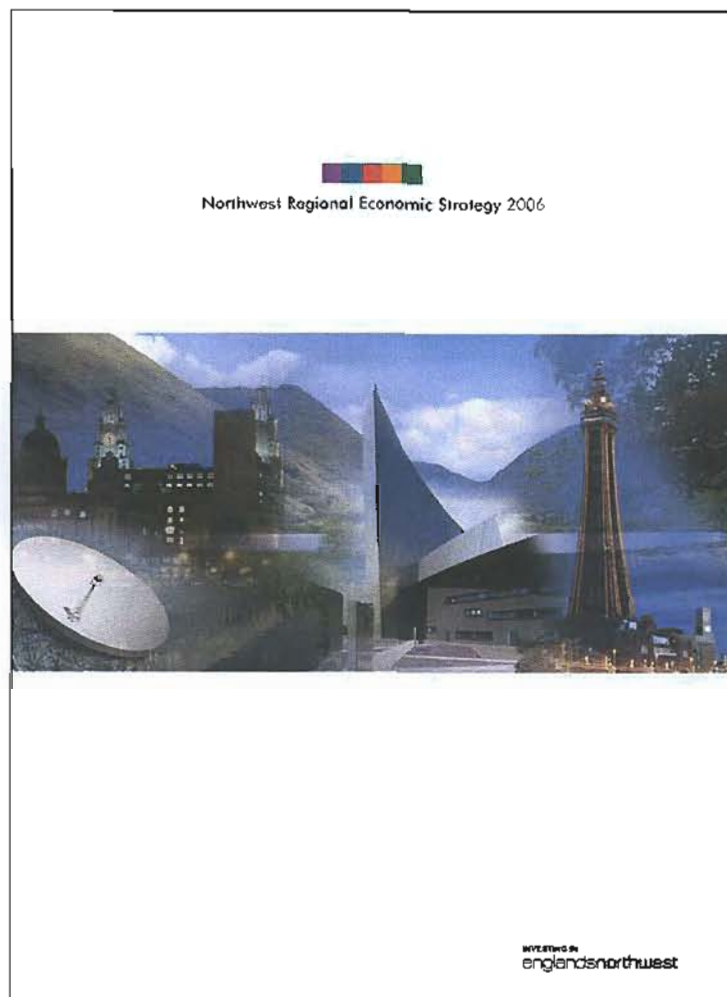
3.41 LPAs are also encouraged to make most efficient use of land and buildings and plan for and facilitate a supply of land which will be able to cater for the differing needs of businesses and

the expected employment needs of the community but which is flexible enough to be responsive to a changing economy

3.42 The **North West Regional Economic Strategy** was published in March 2006 and is the rolling 20 year strategy to shape the economic direction of the North West. The RES sets out a vision for the Region's economy as follows:

"A dynamic, sustainable international economy which competes on the basis of knowledge, advanced technology, and an excellent quality of life for all where:

- Productivity and enterprise levels are high, in a low carbon economy, driven by innovation, leadership excellence and high skills;
- Manchester and Liverpool are vibrant European Cities and, with Preston, are key drivers of city-regional growth.
- Key Growth Assets are fully utilised
- Employment rates are high and concentrations of low employment are eliminated.



3.43 The RES also seeks to take forward the Northern Way Growth Strategy and, in doing so, identifies three main drivers for achieving the vision as follows:

- Improving productivity and growing the market;
- Growing the size and capability of the workforce;
- Creating and maintaining the conditions for sustainable growth.

3.44 In addition, the RES sets out a number of actions which are required to address market failure and achieve the vision. These are contained in five 'themed' chapters.

3.45 Of particular relevance is the theme of 'People and Jobs'. Here the objectives include developing linkages between people without work and employers with vacancies and growing local employment. Developing and encouraging employment creation in or near deprived areas and capitalising on the key strengths and assets of Manchester, Liverpool and Preston are seen as key to realising the objectives. Other key drivers include ensuring that housing is provided in locations which support wider regeneration or knowledge based economic growth.

- 3.46 **The Adopted Regional Spatial Strategy** highlights that the strength of the Region's economy is vital to the future prosperity and quality of life of its residents. Policy EC1 states that the region's economy should be strengthened by an increasing focus on sectoral priorities identified in the NWDA Regional Economic Strategy (RES). The RES identifies seven growth targets that are expected to develop nationally and internationally over the next decade in which the North West must increase its representation. The target sectors include: financial and professional services, IT based services and creative industries such as public relations and the media.
- 3.47 Development plans are encouraged to identify a range of suitable sites and premises for employment purposes which, amongst other things will complement the region's sectoral priorities. The need to identify sites which will meet the needs of existing and emerging manufacturing industries is also highlighted.
- 3.48 The **Emerging RSS** supports the economic programme put forward in the Regional Economic Strategy and seeks generally to strengthen and regenerate the regional economy and address problems of worklessness.
- 3.49 Draft Policy W1 emphasises the need for plans and strategies to promote opportunities for economic development particularly

within the target growth sectors identified in paragraphs 3.48 (including the provision of appropriate sites and premises).

- 3.50 Draft Policy MCR2 advises that plans and strategies should ensure that the Regional Centre continues to be the primary economic driver for the region. It goes on to state that, in Trafford, the Regional Centre should include Trafford Wharfside and Pomona and that the Inner Areas should comprise Trafford Park and North Trafford. The need to provide employment opportunities in the Inner Area surrounding the Regional Centre is also highlighted within the policy.
- 3.51 Draft Policy MCR3 highlights the commitment to economic growth and the creation of attractive and sustainable communities in the southern part of the city region.
- 3.52 Draft Policy W3 requires that provision be made for a range of employment sites and sets out the requirements for Greater Manchester for the period 2005-2021 as being for the provision of 893 hectares of additional employment land.
- 3.53 The **Trafford Economic Development Plan (TEDP)** was published in November 2005 and commits the Council and its partners to playing a major role in the delivery of the Northern Way Growth Strategy.

- 3.54 As part of the preparation of the plan the Trafford Economic Alliance produced an Economic Assessment of the Borough setting out the key facts and figures in respect of the Trafford Economy. This assessment confirms that the borough has a strong and robust economy with one of the key economic assets of the borough being Trafford Park, of which the TCR forms part (see paragraph 4.14).
- 3.55 The TEDP highlights that, although the Borough has a successful economy and an entrepreneurial population, it is hampered by a lack of 'grown on' accommodation for new businesses and other good quality land and premises. Furthermore it identifies that, as a consequence of the continuing decline in manufacturing industry, some areas of Trafford Park will provide a real opportunity for renewal and redevelopment for new employment uses over the period to 2021.
- 3.56 Indeed, it is of note that TBC has recently commissioned [enter name of consultant] to prepare a Trafford Park Masterplan. This will seek to steer future development in the Park and maximise the potential to meet the objectives of the Northern Way Growth Strategy. The ambition is to reposition Trafford Park as an area attractive to and capable of accommodating modern business requirements across the identified key growth

sectors of the regional economy The Masterplan is due to be completed in 2009.

(3) Leisure and Tourism - Play

- 3.57 The Government's policies for leisure and tourism uses are generally contained within Planning Policy Statement 6 and the Government's Good Practice Guide on Planning for Tourism.
- 3.58 The **Tourism Good Practice Guide** emphasises that tourism in all its forms is of crucial importance to the economic, social and environmental well-being of the whole country.
- 3.59 It goes onto list the many benefits which tourism can bring to urban areas including being the focus of regeneration or a means of underpinning it and being a key ingredient of a mixed use schemes.
- 3.60 The key messages of PPS6 are reiterated in the **adopted and emerging Regional Spatial Strategy**. Policy EC8 of adopted RSS supports the provision of additional tourism facilities in the North West Metropolitan Area (of which the TCR forms part). However, the emphasis is on sustaining and adding to quality rather than mere quantity and facilities which deliver and facilitate regeneration.

(4) Environment

- 3.61 National Planning Policy on environmental matters is contained within Planning Policy Statements 9, 22 and 25 and Planning Policy Guidance Note 15.
- 3.62 **PPS9** seeks to ensure that new development maintains, enhances, restores or adds to biological and geological diversity. **PPS22** relates to renewable energy and emphasises the important role which renewable energy production can play in delivering the Government's sustainable development strategy. Amongst other things, local planning authorities and developers are encouraged to consider the opportunities for incorporating renewable energy projects in new developments. **PPS25** seeks to ensure that flood risk is taken into account at all stages of the planning process.
- 3.63 **PPG15** seeks to ensure that new developments do not adversely affect the setting of Listed Buildings and preserve or enhance the character or appearance of Conservation Areas.
- 3.64 The adopted **Regional Spatial Strategy** generally echoes the need for the region's environmental assets⁴ to be actively managed to conserve and enhance them for the benefit of all (Policies ER1, ER3 and ER5).
- 3.65 With regard to Flood Risk, local planning authorities are encouraged to apply the precautionary principle when preparing development plans. In particular, they should avoid development which would lead to flood risk elsewhere. (Policy ER8)
- 3.66 Policy EQ1 encourages the reuse of derelict and contaminated sites. It advises that particular priority should be given to those sites which present the best opportunities to support urban renaissance in line with the Core Development Principles and the Spatial Development Framework whilst Policy EQ2 is concerned with improving the region's air quality.
- 3.67 Similar policy objectives and requirements are contained in Policies EM1 and EM2 of the **emerging RSS**.

⁴ Natural resources and built heritage

3.68 Policy ER13 of the **adopted RSS** explains that the North West Regional Assembly will develop targets for the supply of electricity from grid connected renewable installations. It states that development plans should ensure that new development minimises energy use through careful and imaginative location and construction technologies and positively encourage the use of energy efficient technologies and energy from renewable sources in major new developments.

3.69 Draft Policy EM15 advises that plans and strategies should promote sustainable energy production and consumption. Draft Policy EM16 requires local authorities to prepare plans and strategies which incorporate policies which:

- promote energy efficiency standards for new homes equivalent to Level 3 of the Code for Sustainable Homes by 2010, Level 4 by 2013 and Level 6 'zero carbon' by 2016.
- promote a minimum energy efficiency standard for all other buildings of 'Very Good' when assessed against BREEAM.
- Promote implementation of energy conservation measures.

3.70 With regard to renewable energy sources, Policy EM17 states that plans and strategies should encourage rather than restrict these. Policy EM18 encourages plans and strategies to set out targets for the energy to be used in new development to come from decentralised or renewable and low carbon energy sources and to set out the type and size of development to which the target will be applied.

(5) Travel

3.71 Planning Policy Guidance Note 13 is the principal national policy document relating to travel. It promotes the case for greater integration of land use and transport planning and its key objectives are to: promote more sustainable transport choices; promote accessibility to jobs, shops, and leisure facilities by means of transport other than the car and to reduce the need to travel

3.72 These key messages are repeated and reinforced through both the adopted and emerging Regional Spatial Strategy.

Summary of Planning Policy

3.73 From the foregoing review of planning policy the following key headlines and principles can be extracted:

- There is encouragement and strong support for the closing of the productivity gap between the North of England and the national average by promoting accelerated economic growth in the North. A significant increase in the amount and quality of housing provided in the region will have a key role to play in achieving this.
- Sustainable development and the creation of sustainable communities in line with economic, social and environmental objectives to improve people's quality of life is a key priority. Again, the provision of more high quality new housing is crucial.
- Making the best use of land within the urban area through high density mixed use development, reducing the need to travel and encouraging the provision and use of public transport are all encouraged.
- Conservation and enhancement of environmental assets are important elements of sustainable development.
- The North West Metropolitan Area / Manchester City Region as defined in the adopted / emerging RSS are prioritised for development and growth. The TCR

forms part of these designations. It is also identified in the Government New Growth Point initiative as a location where development is to be brought forward.

- The importance of economic development (including leisure and tourism) is emphasised. Local authorities are encouraged to identify a range of sites and premises which can meet the needs of the target growth sectors of the economy as identified in the Regional Economic Strategy.

4. The Development Opportunity: Context

- 4.1 This section of the DF seeks to place the TCR in geographical/land use context at a strategic, local and neighbourhood level and in doing so highlights the opportunity which exists for Trafford and the TCR in particular to play their part in supporting the economic growth objectives of the City Region.
- 4.2 Section 5 goes onto explain how the development opportunities within the TCR might be realised whilst Section 6 explains how the allocation and development of land within the TCR for residential led mixed use development would comply with and support the strategic planning objectives set out at national and regional policy level.

Strategic Context

- 4.3 As has been noted within the previous section, the TCR is located within the Manchester City Region.
- 4.4 The Manchester City Region is recognised within the Northern Way Growth Strategy as the largest and best performing of the 8 city regions, and hence, as very well placed to act as a major net contributor in closing the productivity gap between the North and the national average.

- 4.5 Presently, the City Region has a population of just over 3 million (37% of the North West's total) and provides 49% of the North West's total employment land and 51% of its GVA, amounting to a sum of £48bn in 2003. Together these factors make it the foremost economic centre for the North West.

- 4.6 The Manchester City Region Development Programme, which forms part of the Northern Way Growth Strategy, sets out a series of actions considered necessary to accelerate the growth of the City Region. If the targets are achieved it is estimated that the City Region will start to bridge the productivity gap with the UK average by 2012. The Vision for the Manchester City Region as expressed in the MCRDP is that that Manchester City Region will be:

- One of Europe's premier city regions, at the forefront of the knowledge economy and with outstanding commercial, cultural and creative industries;
- World class, successfully competing internationally for investment jobs and visitors;
- An area where all people will have the opportunity to participate in, and benefit from, the investment in and development of their city;

- An area known for, and distinguished by, the quality of life of its residents; and
- An area with GVA levels to match those of London and the South East.

4.7 The MCRDP does however caution that the overall housing offer in the City Region is currently acting as a constraint on economic development as it does not provide the quality and choice necessary to attract and retain sufficient numbers of wealth creators and skilled workers particularly in the key growth sectors. To address these issues the City Region requires both an overall growth in housing numbers and a significant shift in quality of new housing provision at all levels of the market. This echoes the conclusions of the Regional Housing Strategy and the Trafford Strategic Housing Market Assessment.

4.8 Other than Manchester and Salford, Trafford is the only Greater Manchester District with part of its area within the Regional Centre⁵ and in the Inner Area⁶. It is therefore critical that the

Borough should fully meet its potential to contribute to the housing and economic development needs of the Manchester City Region in order to achieve the accelerated growth objectives that are set out in the Northern Way Growth Strategy.

4.9 Trafford's potential for making a substantial contribution is evidenced by the fact that it has the strongest and fastest growing economy within Greater Manchester and has already made a major contribution to the recent growth of the City Region's economy.

4.10 The Trafford Economic Development Plan reveals that Trafford has a higher business density than elsewhere in Greater Manchester, is a net importer of 15,000 commuters on a daily basis, has a GVA significantly in excess of the regional average and the highest level of business start up and survival in Greater Manchester. In order to for Trafford to continue to contribute effectively there is a requirement for good quality employment accommodation within the borough.

⁵ Pomona and Wharfside

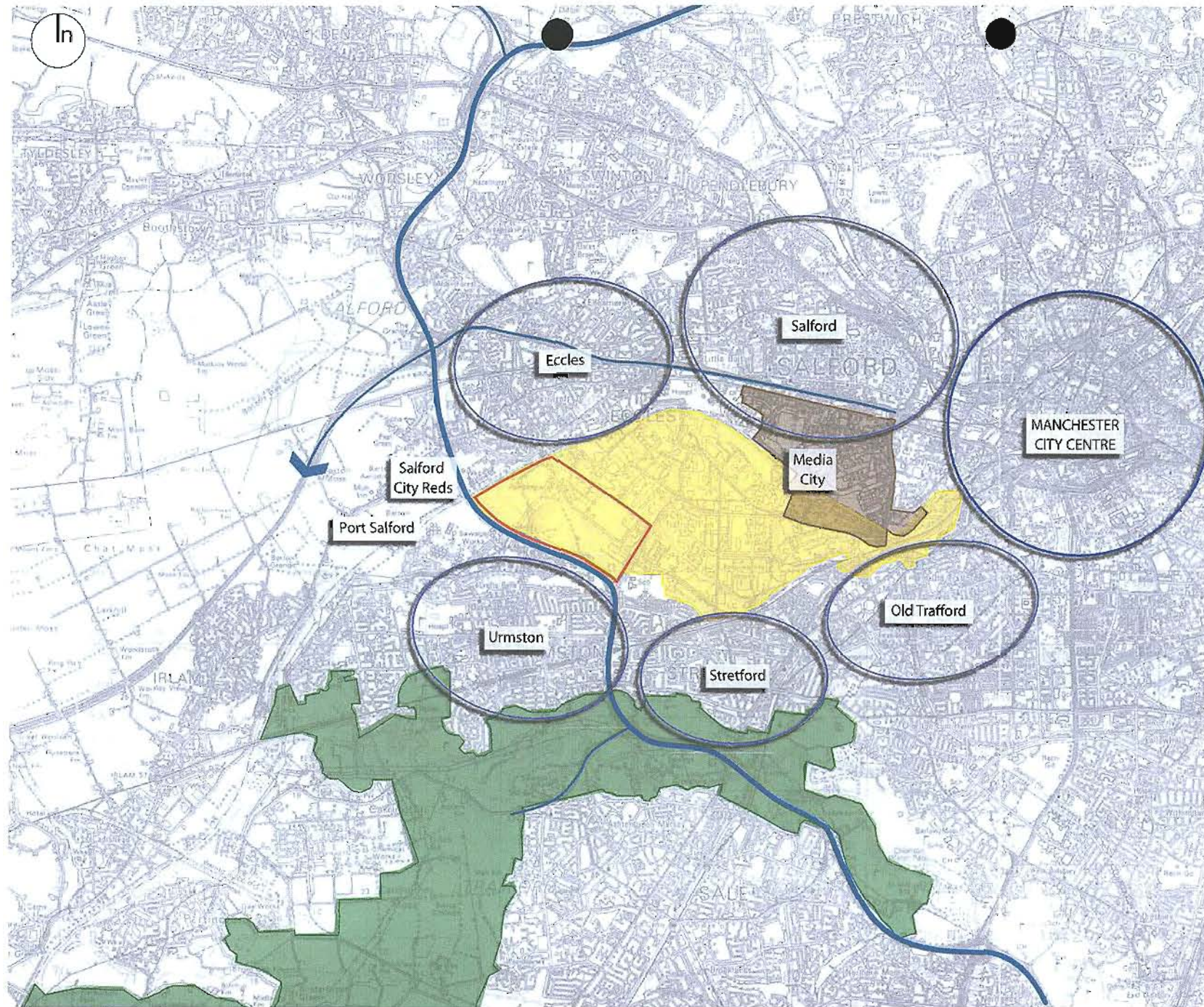
⁶ Includes North Trafford and Trafford Park

- 4.11 Trafford's potential is also evidenced by the fact that it continues to be a desirable and highly valued residential location particularly among high earners as is explained within the Trafford Housing Market Assessment. It is clear that the availability of good quality accommodation in safe and attractive parts of the Borough has also helped to support activity in the Regional Centre over many years. Given the nature of businesses that the Council is seeking to attract to a repositioned Trafford Park the provision of good quality of housing which will meet the expectations of professional, managerial and other senior employees of such industries will be essential as will a greatly enhanced scale of new house building in the north of the borough more generally.

Local Context

- 4.12 The TCR sits within both North Trafford and Trafford Park.
- 4.13 North Trafford is a strategic location and enjoys excellent accessibility via the motorway network, local distributor roads, public transport routes, including in part Metrolink. Indeed, the Manchester Ship Canal, Bridgewater Canal and M60 Orbital form strategic movement corridors linking Trafford, Salford & Manchester together offering connections to the wider city region and beyond.

- 4.14 It also has, at its heart, the unique asset of the Trafford Park Estate which has for very many years been of strategic importance as an employment area and which has very significant potential for structural change and repositioning as a major economic driver over the period to 2021.
- 4.15 Trafford Park is the largest employment estate in the Manchester City Region. The TCR employs around 10,000 people and the rest of the Park is the home of approximately 1,400 companies employing in excess of 40,000 people. Its close proximity to the residential communities of Salford, Manchester and Trafford gives it unique status in terms of provision of employment opportunities which are accessible to local people.
- 4.16 In terms of accessibility the MVA Trafford Park and Salford Quays Accessibility Study (which was undertaken on behalf of GMPTE, Trafford BC and Salford CC) reveals that the industrial part of Trafford Park benefits from a variety of bus services although most of these are financially supported (i.e. not commercially viable unlike the existing services to the Trafford Centre). Further, most services in Trafford Park are Trafford Centre related and are not confined to peak periods. Salford Quays was found to have low levels of service from scheduled bus operations with the surrounding highway network constraining opportunities.



key

-  Motorway Network
-  Trafford Centre Rectangle
-  Trafford Park
-  Green Belt (Trafford)
-  Salford Quays/Wharfedale
-  Communities

4.17 There are, therefore, shortcomings in the current levels of accessibility to both of these existing major employment areas. In their consultations with local businesses MVA found both that c.88% of staff commute by car and that accessibility difficulties were frequently cited as a principal issue by the 24% of companies who reported difficulties in filling vacant posts. Because many of the current vacancies are at a managerial or technical level (i.e. open to people who are likely to have access to and be able to afford to travel by car) MVA conclude that the perceived absence of public transport is unlikely to be a significant obstacle to potential recruits for these jobs. However, it clearly is an obstacle to achieving national and local objectives with regard to reducing car borne commuting.

4.18 As stated above, the TCR part of Trafford Park and has done so since the 1900s. It is surrounded by 5 neighbouring wards (Davyhulme East, Davyhulme West, Flixton, Urmston and Barton). An assessment of the socio economic profile of these wards has been undertaken using data contained within the 2001 Census and the 2005 Statistical Ward population estimates for England and Wales (2005). In summary the assessment reveals:

- The residential population of Trafford Borough increased by 0.34% in the period 2001 to 2005. However, the population of Flixton, Urmston and Barton declined in the same period by between 0.08% and 3.1%.
- Levels of employment in Trafford as a whole and in the five identified wards in particular were, in 2001, above the North West average.
- Similarly, the proportion of full time employees within the 5 identified wards was above the North West average.
- The majority of houses within the five wards are within Council Tax Band C and below. These are the three lowest bands and imply that these areas have a general lack of high quality / high value housing when compared with Trafford Borough as a whole and the North West more generally. It is widely accepted that a lack of quality housing effectively discourages higher income and economically active households from choosing to live in the area (ie: managerial and professional level employees).
- It is particularly instructive to note that within the Barton ward 69.4% of housing is within Council Tax

Band A (the lowest band) which is considerably higher than the North West (42.87%) and Borough Wide (19.7%) averages.

- The five wards each display a mix of house types. However, there is a general under-provision of detached and terraced houses when compared to the borough wide and regional averages. The exceptions are Davyhulme (W) which has a relatively high proportion of detached houses and Barton which has a relatively high proportion of terraced properties. Similarly, there is an under-provision of apartments in Davyhulme (E&W) and Flixton.
- Reflecting the conclusions in respect of type / size, it is instructive to note that the price of housing in each of the Wards is currently below the national average and has been since 2005.
- In terms of tenure there is, with the exception of Barton, a high level of owner-occupation within each of the five wards. The proportion of social rented stock is below the borough wide and north west average in Davyhulme(E &W), Flixton and Barton. The proportion of houses rented from the Council is also below the North West average with the exception of

Barton whose Council rented stock equates to just under 30% of all dwellings.

Neighbourhood Context

- 4.19 Whilst the TCR forms part of the wider Trafford Park it is an important economic asset in its own right. With the Trafford Centre at its heart it contains a wide range of retail, leisure, recreation, business and commercial uses providing employment for a large number of people. The Trafford Centre alone provides employment for about 7,500 people with more than 66% of these being resident within Trafford, Manchester or Salford. The Trafford Centre and its associated development is estimated by the Manchester Chamber of Commerce to inject a total of £44-55 million of gross wages into the Greater Manchester economy and the Centre alone injects a further £1.5- £2.0 million in purchases with local suppliers.
- 4.20 In addition to its retail function the Trafford Centre includes a multi-screen cinema as well as a range of food and drink outlets. It also has a bus station and petrol filling station. Within the wider TCR the diverse and established mix of uses includes:
- Barton Square: a high specification retail warehouse development with direct pedestrian connection links to

the Trafford Centre. Tenants include Habitat and home furnishing stores from BHS and Marks and Spencer.

- Additional free standing retail units: the Asda superstore and Costco.
- A wide range of active leisure / sports facilities including JJB Soccer Dome, David Lloyd Leisure Club, Play Golf and the Chill Factor.
- A range of hotels including Travelodge, Premier Inn Swinging Bridge and the Tulip Inn.
- A range of offices and light industrial developments within developments such as Venus;
- Other long standing industrial / commercial uses including container storage and handling, construction waste recycling, commercial vehicle sales and repairs etc.

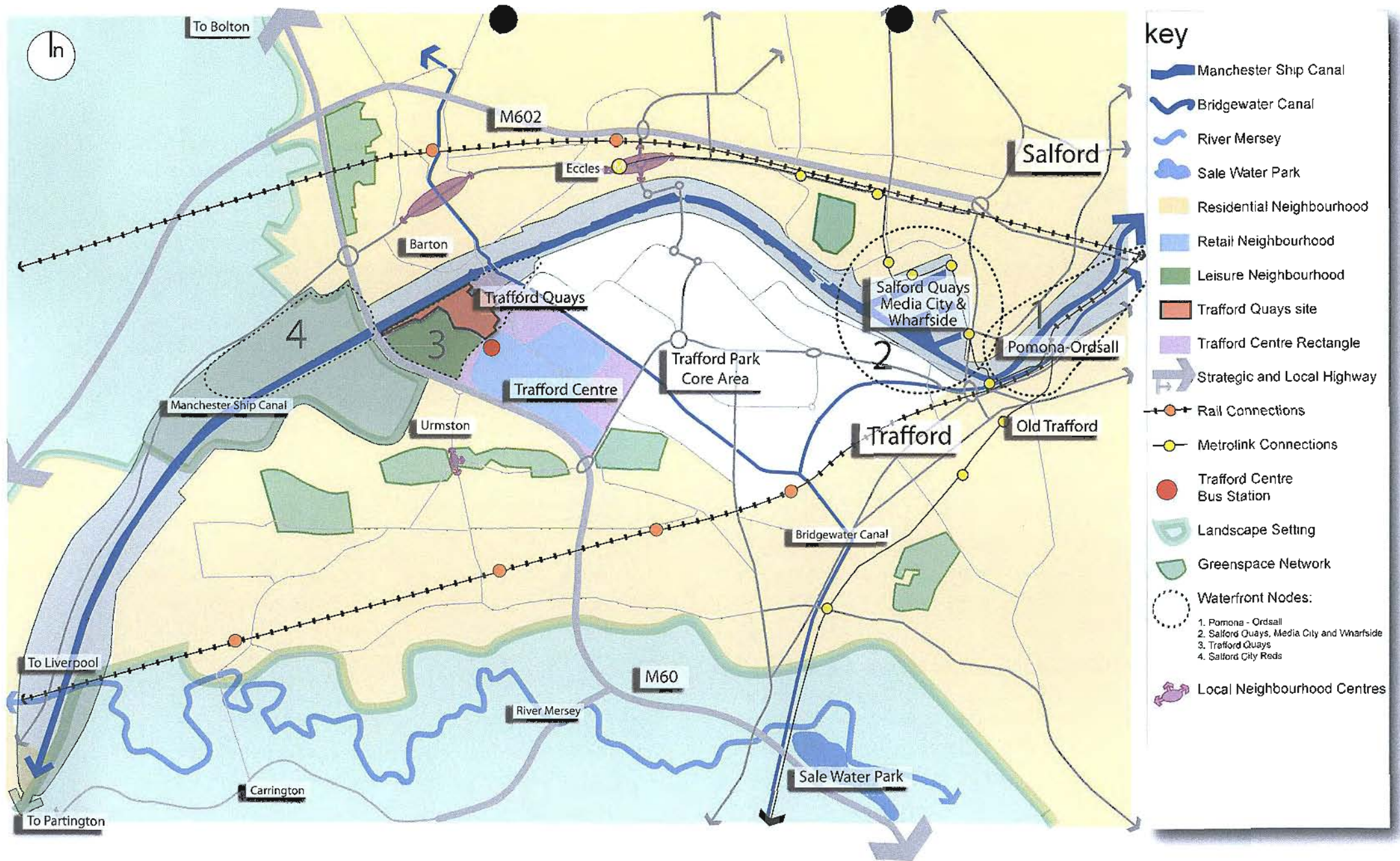
4.21 Although no accurate figures are available it is clear that the number and mix of uses and activities is already providing a significant numbers and a wide range of jobs in addition to the 7,500 attributable to the Trafford Centre. Given that these general facilities enjoy the same level of accessibility as the

Trafford Centre it is reasonable to assume that the *majority* of people employed in the various businesses and services are also resident in Trafford, Salford and Manchester.

4.22 It is anticipated that the TCR is already supporting 10,000 or more jobs and is therefore a major employment area of increasing significance. Accordingly, the TCR has been established as a location which is capable of attracting new businesses and significant investment. This is evidenced for example by the relatively rapid take up of the space within the Venus Office scheme which has attracted major organisations such as Securicor, SSL, Lend Lease and Yellcom with Yellcom having relocated from elsewhere in Trafford. This serves to demonstrate the continued attractiveness of Trafford as a business location as well as the need for new and better quality business accommodation in the borough.

4.23 In terms of accessibility the TCR has convenient national, regional and local connectivity with the diverse split of journey types across the Barton Bridge demonstrating this. For example, 1% of trips start and end beyond Greater Manchester whilst 11% of trips are local, crossing the Manchester Ship Canal.

4.24 Proximity to the motorway is obviously a key factor in attracting some business occupiers to Trafford Park and the TCR, and



regeneration context: trafford centre rectangle setting

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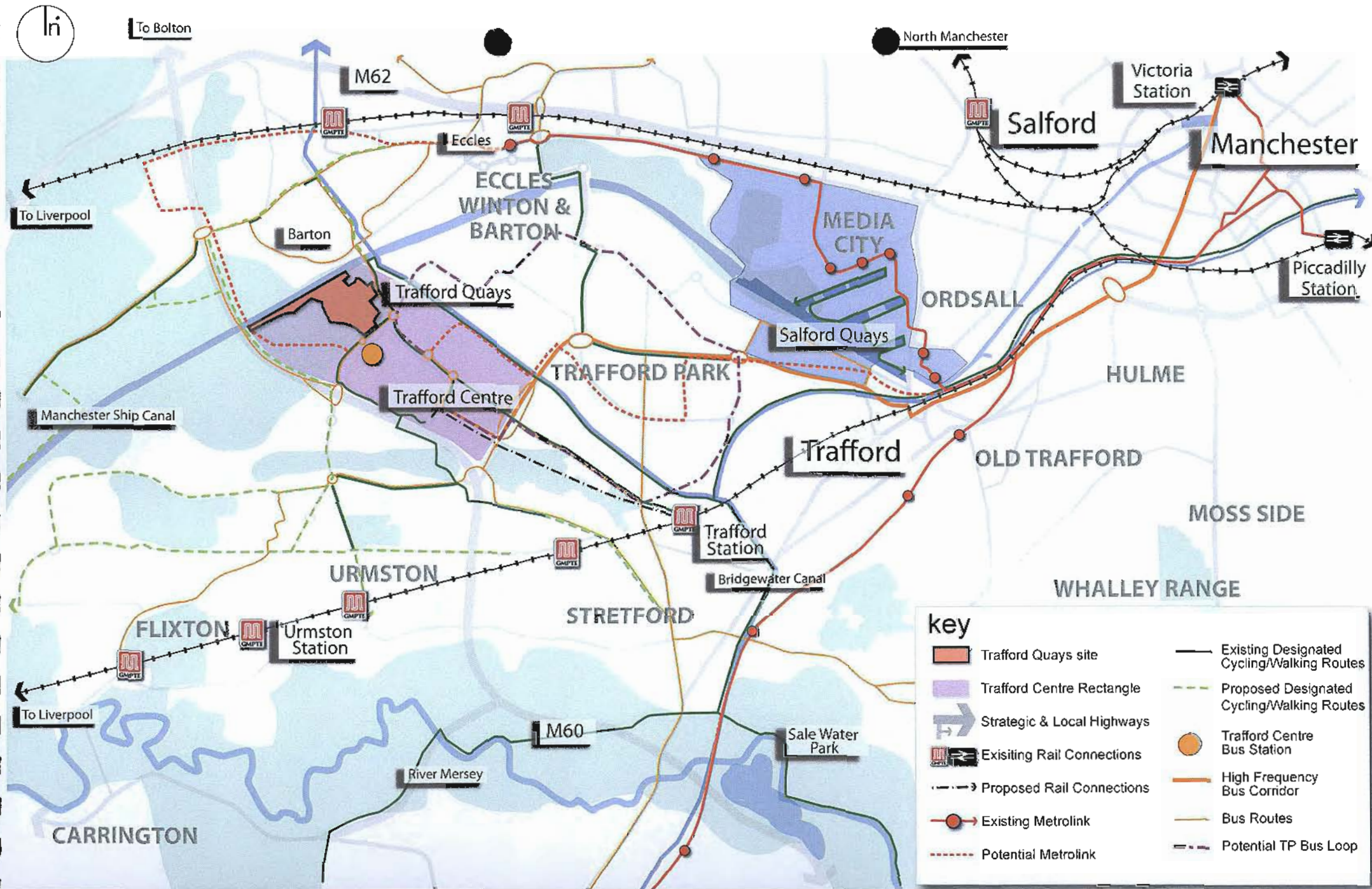
accessibility to and from the motorway network is clearly a major asset in relation to this part of the Borough. However, in making their locational decisions, many businesses are also likely to place importance on a number of other factors including accessibility by public transport and proximity to local labour market (see below) as well as complementary facilities available in the vicinity.

- 4.25 The TCR's high level of passenger transport accessibility is recognised by the Passenger Transport Executive and in the Trafford Park and Salford Quays Accessibility Study. It can be accessed by road, rail and water. It is also served by heavy and light railways. This is because it has the Trafford Centre (which serves a very wide catchment area) at its heart, it has a bespoke Bus Station and because the retail and leisure facilities within the area have resulted in a large number of bus services running into and through the Rectangle.
- 4.26 The Trafford Bus Station is a modern, high specification 16 bay complex which is served by over 20 different service routes (see map overleaf) including Service Numbers:
- 100 to Manchester Piccadilly Gardens
 - 250 to Manchester Shudehill
 - 22 to Stockport/Bolton

- 18 to Manchester Airport and Altrincham

- 4.27 The area also benefits from a high frequency bus corridor running to central Manchester.
- 4.28 The Trafford Centre Bus Station is currently a Category B Major Public Transport Interchange and would become category A with the arrival of the LRT system which would connection to the City Centre.
- 4.29 In addition there are 6 further service routes that operate along Barton Dock Road which run predominantly in the morning and evening periods. The Trafford Centre Bus Station has a high overall coverage across much of Greater Manchester with the majority of the main local residential and employment areas being served by the high frequency bus corridors, and with routes also extending to Bolton, Wigan and Stockport.
- 4.30 The Trafford Centre and other parts of the rectangle are also connected to the Metrolink at Stretford Station by the Trafford Centre Shuttlebus Service which operates on a 20 minute frequency until late evening and every day of the week. Some of the other bus routes serving the Trafford Centre also provide the potential for transfer to main line services and the Eccles line of Metrolink.

- 4.31 Approximately half of the bus services to and from the Trafford Bus Station run on a half hour service or better. The relatively high frequency of service, together with the high level of route coverage within Greater Manchester, do provide a high overall standard of accessibility for the Trafford Centre and of the wider Rectangle.



5. Development Framework

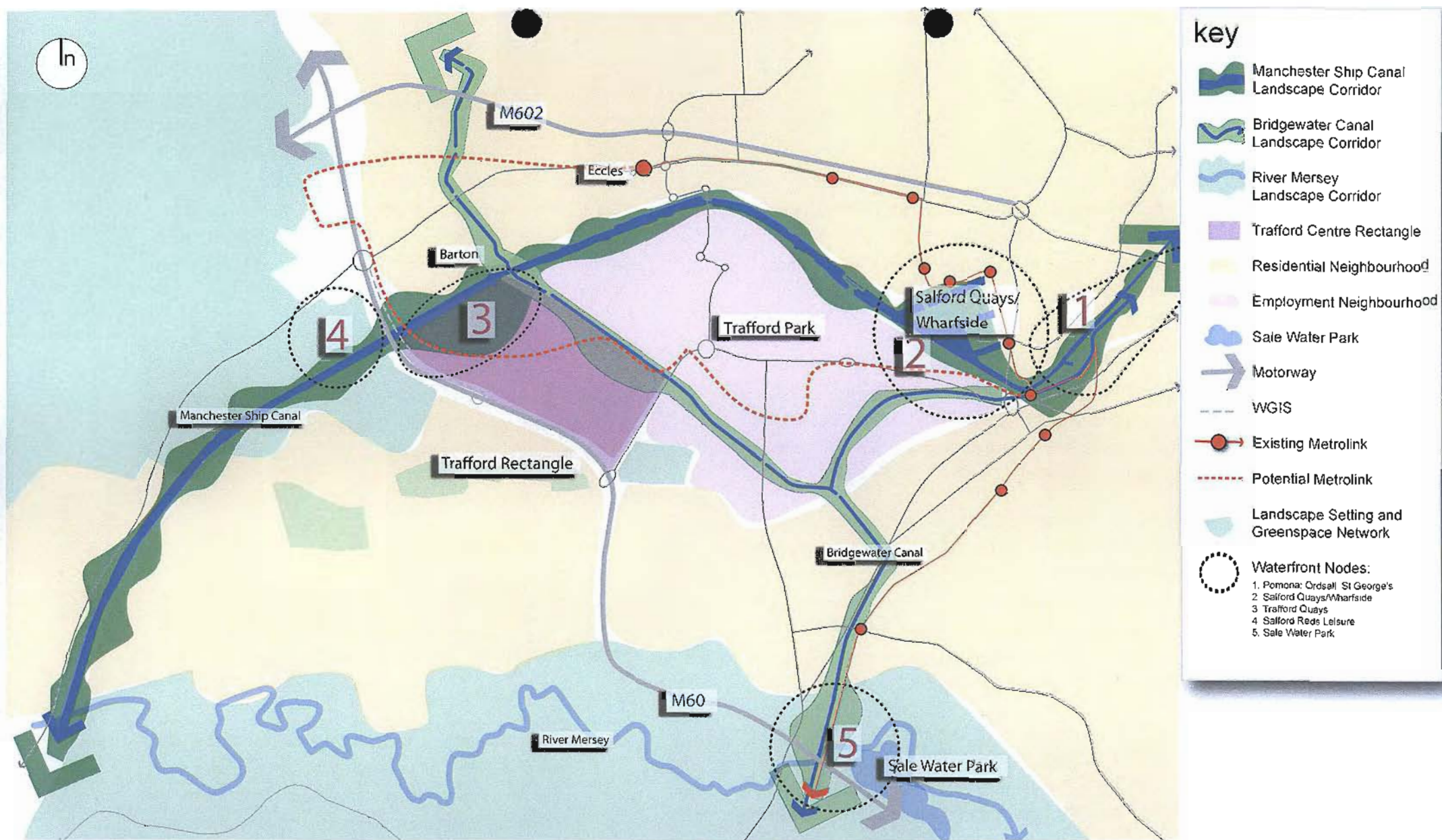
Introduction

- 5.1 This section of the Development Framework considers the urban setting and environment, identifying key issues and opportunities, leading to a consideration of strategic opportunities, and more local ideas and development principles, set out here as a Development Framework.
- 5.2 The starting point for this section is a brief overview of the wider strategic opportunities, in particular those presented by the TCR, and Trafford Quays in particular, to connect Trafford to the renaissance of the Manchester Ship Canal corridor.
- 5.3 The immediate opportunity is to establish the Trafford 'waterfront' as one of a wider sequence of 'waterfront nodes' along the Manchester Ship Canal corridor linking to Salford Quays, Media City and Salford and Manchester City centres. This may be supported by connections to additional strategic corridors, such as the Bridgewater Canal and the proposed Metrolink extension. Connections to the Sale Water Park and wider recreational offer are also beneficial in considering the development of a significant residential community.

- 5.4 The Development Framework provides the parameters within which more detailed proposals can be developed. For those areas and sites identified as opportunities for significant change, proposals will be set out as 'Concept Statements', including more detailed design principles.
- 5.5 Within the strategic context, a summary of key design challenges and opportunities for the Trafford Rectangle are provided.

Understanding the Strategic Opportunity

- 5.6 The Manchester Ship Canal, Trafford Park, the Bridgewater Canal and M60 Orbital Corridor form strategic movement corridors which link Trafford, Salford and Manchester together, and offer connections to the wider City Region and beyond. The historic role of these corridors as the focus for movement and growth provides a diversity of valuable assets to inform future development proposals and create a unique sense of place.
- 5.7 The Manchester Ship Canal corridor is undergoing a renaissance, emerging as a focus for transport and logistics and environmental technology, and the creation of more diverse residential and economic neighbourhoods.



development framework: strategic corridors and hubs

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- 5.8 This renaissance is particularly apparent along those canal reaches heading west from Manchester City centre, with established 'waterfront nodes' including Castlefields, St George's Island and Salford Quays and Wharfside. The importance of this strategic corridor as a distinctive, interconnected setting and catalyst for regeneration is recognised in the scale and ambition of emerging projects, most notable Media City and Pomona.
- 5.9 Whilst the Canal reaches closest to Salford and Manchester city centres are already being transformed, those further west within the Trafford Park industrial area and the TCR remain vacant or largely underused.
- 5.10 The Salford Reds Stadium project located on the northern Canal bank to the western side of the M60 Orbital Motorway is the closest development proposal with planning permission to Salford Quays and Manchester City centre along the Canal corridor. It offers an additional, significant dimension to the emerging Trafford Leisure Village across the Canal to the south, but remains isolated from the TCR.
- 5.11 The introduction of a range of residential, commercial and leisure activities at Trafford Quays to complement the leisure and retail offers of Trafford Leisure Village and Salford Reds Stadium provides the opportunity to create a significant

destination - a 'waterfront node' forming the next step in the sequence of destinations along the Canal corridor. Both the TCR and Trafford Quays are well placed to deliver high profile projects which will help to drive the regeneration of North Trafford and improved connections to Salford Quays, Media City and the wider Manchester Ship Canal corridor.

Understanding the Local Context

- 5.12 An urban design appraisal has been undertaken to identify key challenges and opportunities for the TCR and its setting. The appraisal is set out under the following headings:
- i) Neighbourhoods and Identity
 - ii) Movement and Connections
 - iii) Landscape and Public Realm

Neighbourhoods and Identity

- 5.13 Key challenges and opportunities are:
- **Approaches and Arrival:** the key approaches into the TCR are Trafford Boulevard and Parkway from the south and M60, Barton Dock Road from the southeast. Ashburton Road from the northeast and

Redclyffe Road from the northwest provide more local approaches. Trafford Boulevard is enclosed by high quality, well managed ornamental landscape planting, completed as part of the Trafford Centre development.

The Venus building and its feature fountain define a key arrival point. The Redclyffe Road approach from the north crosses the Manchester Ship Canal via Barton (*Swing*) Bridge, passing the Barton Aquaduct and All Saints Church. They form a dramatic approach into the Trafford Rectangle. Other approaches are less well defined, with no real sense of arrival.

- **Land Use and Built Form:** within the TCR, the building pattern is mainly fragmented and dispersed although the Trafford Centre and Barton Square are well integrated. Land uses are grouped to a degree, with retail uses focused around the Trafford Centre and Barton Square, *leisure and sporting* uses focused to the south west, and industrial/commercial uses in the north east. Elsewhere there is a mixture of retail/leisure and commercial uses in a variety of building types and age.

- **Fragmented Character Areas:** as a consequence of the mainly dispersed building patterns and land uses, the Rectangle lacks clearly defined character areas. The Trafford Centre, Barton Square and the Chill Factor E provide focal points due to their scale and prominence. However, the remaining areas within the Rectangle appear more as a series of fragmented buildings and sites and do not have any consistent identity or sense of place.

The north western extent of the TCR is defined by a more intimate building pattern including the All Saints Church and Presbytery, clock tower, Barton (*Swing*) Bridge and Aquaduct and canal locks. This group of distinct buildings and structures set within mature tree groups creates a recognisable character area and distinct sense of place.

- **Continuity and Enclosure:** generally there is a weak relationship between the scale of the streets and buildings heights/massing with little sense of enclosure. Although there is a high quality landscape structure to the main roads around the Trafford Centre, the width and form of these highways provide an open character to the corridors, with little sense of enclosure.

- **Prominent Landmarks:** the Trafford Centre (particularly the Central dome), Barton Square (particularly the Bell Tower), the Venus building, the Chill Factor E, All Saints Church spire, Barton Bridge and Aquaduct are prominent landmarks. They assist in helping people to understand the Rectangle and find their way around.
- **Views and Vistas:** the level, open nature of the TCR, and the presence of landmark buildings and structures, provides the beginnings of a strong visual framework for the area. Visual connections between landmark buildings and structures provide a 'structuring framework' for future development proposals.

Movement and Connections

5.14 Key challenges and opportunities are:

- **Public Transport Infrastructure:** the Rectangle has excellent public transport connections, with bus services focusing upon the Trafford Centre Bus Station. These connections may be further enhanced through the proposed Metrolink extension which would upgrade the facility to the highest category (i.e.

a Key Transport Interchange' In any event, further development in the TCR will stimulate a growth in public transport connections.

- **Pedestrian Routes:** strategic pedestrian routes and cycleways run through the TCR along all strategic highways and the Bridgewater Canal towpath. Active buildings and frontages would enhance any sense of safety for the users of these routes, although the routes are not unsafe. There are footpaths links along Redclyffe Road to Barton and Eccles but pavement widths are relatively narrow and pedestrians are channelled close to traffic.
- **Hierarchy of Streets and Connections:** the main distributor roads are designed to accommodate high volumes of traffic and, with their wide landscape verges, tend to separate and disconnect the buildings and activities within each building parcel from the street corridors and adjacent activity area. However they do provide strong links with the surrounding areas which are reinforced by the good accessibility which the area enjoys by public transport. Beyond these strategic connections, the street network is more fragmented and less well defined.

Landscape and Public Realm

5.15 Key challenges and opportunities are:

- **Strategic Landscape Corridors:** the Manchester Ship Canal and Bridgewater Canal corridors support linked native tree groups, planting and grassland, defining the northern and eastern edges of the Rectangle. They provide a valuable starting point in the development of 'green infrastructure' across the Rectangle. The embankments of the M60 and Parkway also support significant tree groups.

Within the Rectangle, tree planting is limited to the ornamental landscape planting of the Trafford Centre and Trafford Boulevard. All Saints Churchyard and a woodland group to the immediate south of the Trafford Centre are contained within building groups, car parking and vacant land.

- **Quality of the Public Realm:** much of the public realm within the Rectangle is fragmented and dominated by vehicle movements and associated noise, dust, fumes and signage. The exceptions are the high quality ornamental verges and highway planting, squares and entrance plaza created as part

of the Trafford Centre. They are constructed and maintained to a high standard.

- **Plot Frontages and Vacancy:** many of the frontages onto key approaches and movement corridors are formed by poor quality fencing and buildings, or vacant plots and buildings. This provides a poor quality environment and inactive public realm, particularly outside core working hours.

A Neighbourhood Approach

5.16 In response to the diversity of strategic and local challenges and opportunities, and in accordance with best practice, the Trafford Centre Rectangle Development Framework is being progressed as a family of neighbourhoods, supported by a clear hierarchy of arrival points and movement corridors, and a network of landscape, greenspace and public realm proposals.

5.17 The Development Framework is set out under the following key headings:

- i) Neighbourhoods
- ii) Movement and Connections
- iii) Landscape and Public Realm

Neighbourhoods

5.18 The **Neighbourhoods Framework** defines seven distinct neighbourhoods for the TCR, to guide preparation of more detailed development proposals and activities.

5.19 The emerging proposals for each character area and hub are outlined below.

- i) **All Saints:** focusing upon All Saints' Church, Barton Bridge and Aqueduct, this existing character area is valued for its distinctive identity and sense of place. This neighbourhood presents an opportunity for a contained high density residential development, responding to the site setting at the junction of the Manchester Ship Canal and Bridgewater Canal.
- ii) **Trafford Quays:** a residential led mixed use neighbourhood focusing upon the distinctive canalside setting of the Manchester Ship Canal and proposed Canal Link. A choice of housing types and sizes can be provided through three more local neighbourhood quarters, each with contrasting building scales and forms relating to their unique setting.

- iii) **Trafford Leisure Village:** adjacent to the M60 Barton Bridge and Trafford Boulevard, this location is an established leisure destination including a golf driving range, indoor soccer pitches, a private leisure club/gym and indoor real snow skiing – the Chill Factor E.

There is an opportunity to introduce additional leisure proposals on vacant sites, and develop recreation landscape corridors connecting to surrounding residential and employment neighbourhoods.

- iv) **Trafford Centre and Barton Square:** focusing upon the success of the Trafford Centre as a significant destination and arrival point within the TCR. This neighbourhood has expanded to the northeast with the completion of the Barton Square.

There is an opportunity to enhance the already cohesive identity and improve the building and public realm quality of adjacent retail stores.

- v) **Kratos and Parkway Approaches:** a commercial led neighbourhood focusing upon the excellent connections and high profile location provided by the Parkway linking the M60 Orbital to the Trafford Park Employment Area.

In



development framework: neighbourhoods

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All Saints

Key Elements:

- All Saints' Church, Barton Bridge and Aqueduct
- Distinctive identity and sense of place
- Opportunity for a landmark building to strengthen existing gateway features



1
2 3

1. Barton Bridge
2. Facade detail, All Saints Church
3. Gravestone detail, All Saints Church

Trafford Quays

Key Elements:

- A residential led mixed use neighbourhood
- Distinctive canalside setting
- Choice of housing types and sizes with contrasting building scales and forms relating to their unique setting
- Family living



	2
1	4 3

1. Abbots Wharf, London
2. Accordia, Cambridge - Townhouses
3. Caladomus, Harlow - Townhouses
4. Hegianwandweg, Zurich - block detail

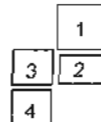
Trafford Leisure Village

Key Elements:

- Established leisure destination
- Opportunity to introduce additional leisure proposals on vacant sites
- Opportunity to develop recreational landscape corridors connecting north across the Manchester Ship Canal and south into Trafford



1. Chill Factor E - indoor ski slope
2. David Lloyd - Private Leisure Club
3. JJB Soccer Dome
4. Golf Driving Range



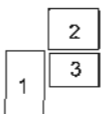
Commercial Hub

Key Elements:

- Key transition from the Trafford Centre into the proposed residential led, mixed use Trafford Quays neighbourhood
- Comprises Trafford Centre Bus Station and the Venus building
- Opportunity for offices, civic and leisure proposals



1. Trafford Centre Bus Station
2. Venus Building
3. Tulip Inn with Venus building in background



Trafford Centre and Barton Square

Key Elements:

- Principal destination and arrival point within the TCR
- Recent expansion to the northeast with the completion of Barton Square
- Opportunity to enhance improve the building and public realm quality of adjacent retail stores

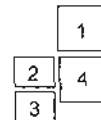


1. Aerial Photo of the Trafford Centre & Barton Square

2. Barton Square, Interior courtyard

3. Barton Square, Tower

4. Barton Square Dome



Kratos and Parkway Approaches

Key Elements:

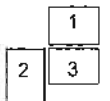
- Commercial led neighbourhood
- Excellent connections and high profile location provided by the Parkway linking the M60 Orbital to the Trafford Park Employment Area



1. Visualisation of Mercury Way, Chapman Taylor (for illustrative purposes only)

2. Chiswick Park, West London
Source: CBE

3. BA Headquarters
Source: CBE



Ashburton Approaches

Key Elements:

- Commercial /retail neighbourhood focusing upon the high profile frontage of Ellesmere Circle
- Transition between the TCR and the light industrial developments across the Bridgewater Canal to the east



1. Audi car showroom, Germany

2. B&Q warehouse

3. ASDA supermarket

4. Commercial Building fronting onto highway, Auckland

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4	

There is an opportunity to create a high quality mixed use development spanning both sides of Barton Dock Road including the creation of a high quality office development on the Former Kratos site which shall meet the needs of the target growth sectors identified in the Regional Economic Strategy and emerging RSS. Planning permission already exists for the creation of 10,000 sq metres of BCO Grade A office space.

- vi) **Ashburton Approaches:** a commercial led neighbourhood focusing upon the high profile frontage of Ellesmere Circle. This provides a transition between the Rectangle and the light industrial developments across the Bridgewater Canal to the east. There is the opportunity to create a gateway development with associated public realm improvements including along the Bridgewater Canal.
- vii) **Commercial and Transport Hub:** providing a transition from the Trafford Centre shopping centre into the proposed residential led, mixed use Trafford Quays neighbourhood. The Trafford Centre Bus Station and the Venus building are central and the commercial element of the Trafford Quays

neighbourhood (which could include a civic function) would be located in this part of the TCR.

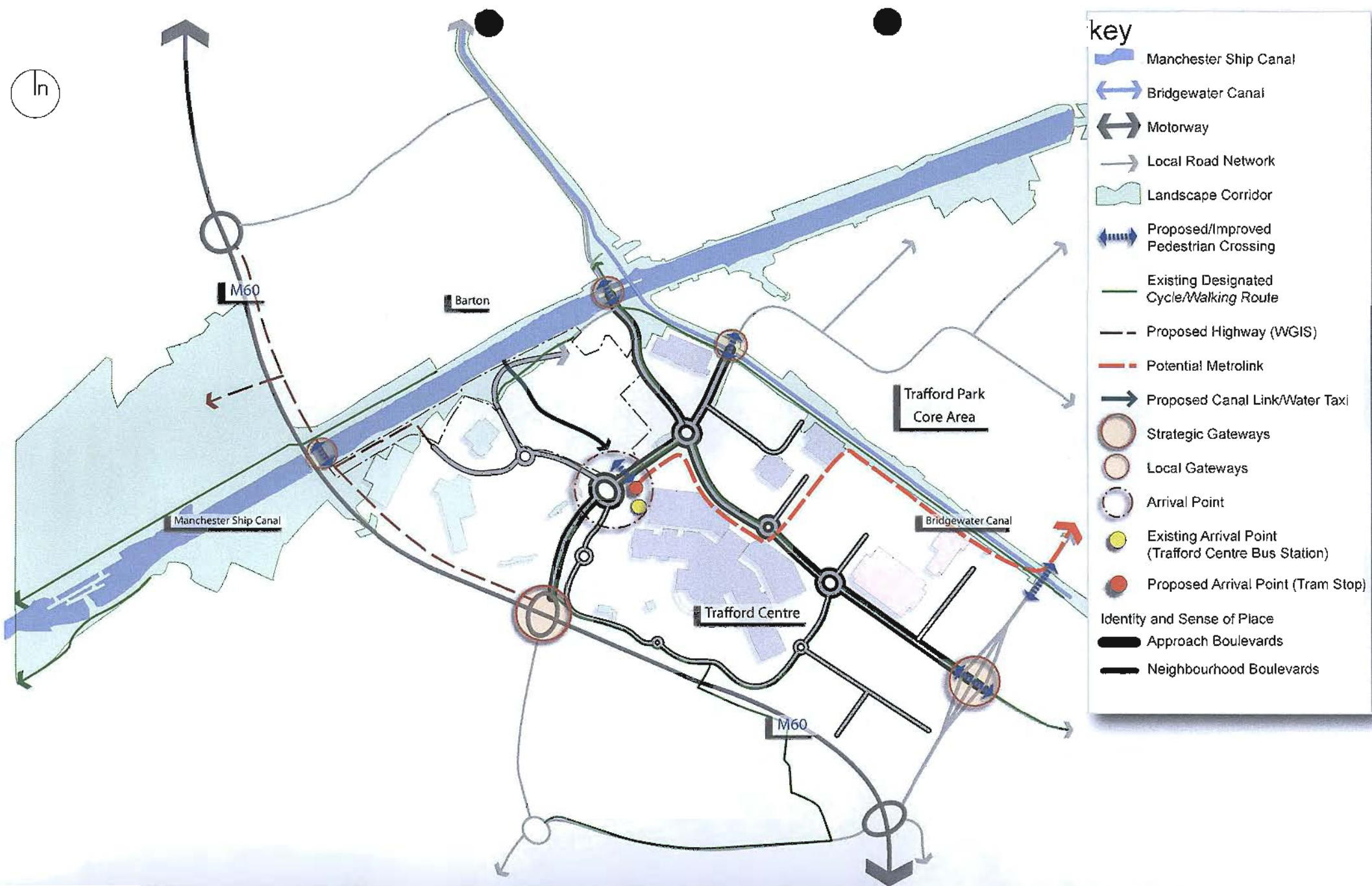
Movement and Connections

5.20 The **Movement and Connections Framework** sets out a clear hierarchy of approaches, arrival points and connections across the neighbourhoods.

5.21 Key elements of the Movement Framework are:

- i) **Gateways and Arrival Points:** creating prominent gateways and a 'sense of arrival' is essential to the delivery of a more consistent and recognisable identity across the Rectangle. This may be delivered through increased building scale and prominence at key crossing points, and memorable public realm, including integrated lighting.

Five Gateways are proposed – the two most strategic gateways being Junction 9 M60 leading onto Trafford Boulevard, and Parkway, leading onto Barton Dock Road. Two more local neighbourhood gateways are Ashburton Road and Redclyffe Road. A pedestrian/cycleway gateway is positioned along the Manchester Ship Canal southern banks, at the M60



Gateways and Arrival Points

Key Elements:

- Prominent gateways with a distinct 'sense of arrival'
- Prominent key crossing points, and memorable public realm
- Five gateways are proposed at strategic locations
- Trafford Bus Station is the key public transport arrival point



	1
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1. Venus Building
2. Blackpool Climbing Tower
3. Mersey Wave, Merseyside

Crossing Points

Key Elements:

- Clear and safe connections through improved lighting and directional signage
- Six improved crossing points
- Proposals for better crossing points at the Bridgewater and Manchester Ship Canal



1. Pedestrian Crossing at High Street Kensington
Source: CABI

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2. Merchants Bridge, Castlefield, Manchester
3. Maid Marian Way, Nottingham
Boulevard with structure planting & wide pedestrian crossing points *Source: CABI*

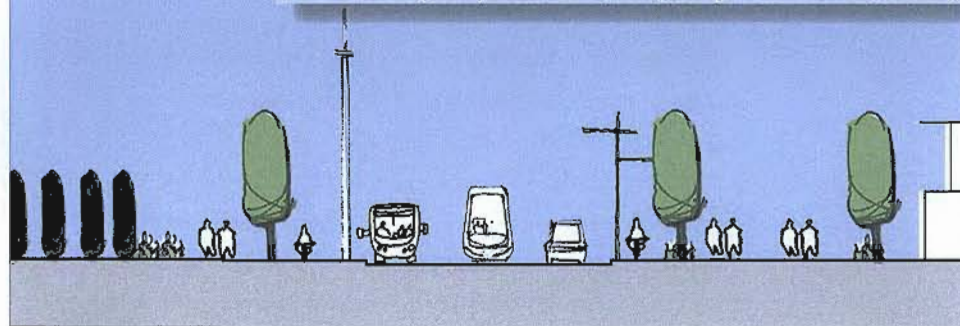
Strategic and Neighbourhood Boulevards

Key Elements: Strategic Boulevards

- Key routes into the TCR
- Appropriate building line and scale, significant tree planting and an improved, consistent public realm
- Contemporary public realm, lighting and signage



Typical organisation of a strategic boulevard with a wide carriageway, bus stop, lighting and tree planting



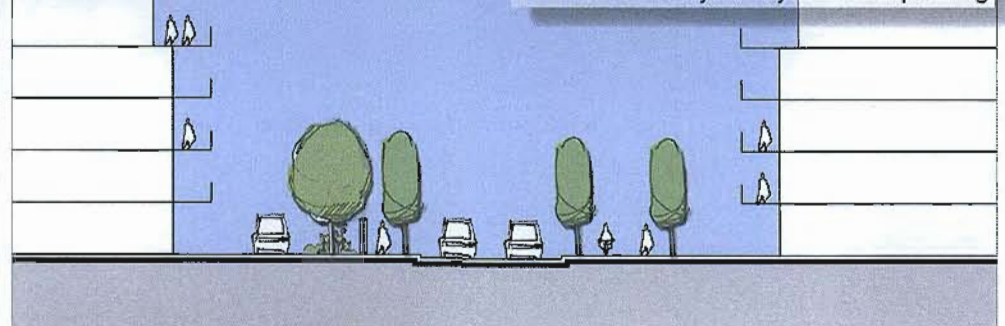
1. Speke Boulevard
2. Kop Van Zuid, Rotterdam: Green tramway

Key Elements: Neighbourhood Boulevards

- Flexible building scale and lines, with cycleways and tree planting
- Local access routes into individual neighbourhoods
- Public realm, contemporary lighting and signage defines distinct identities for each neighbourhood



Typical organisation of a neighbourhood boulevard with cycleways and tree planting



1. Neu-Oerlikon, Zurich, Street with cycle lane, SUDS, tree planting and pedestrian pavements
Source: CABI

2. Hope Street, Liverpool - Clear directional signage
Source: CABI

bridge crossing. This will become a strategic gateway on completion of the proposed WIGIS crossing.

The Trafford Centre Bus Station is the key public transport arrival point.

- ii) **Strategic and Neighbourhood Boulevards:** defining a hierarchy of streets is essential to providing a clear and legible movement framework. This may be achieved through a considered approach to future building development and public realm proposals. Creating a continuous building line, and relating building lines and scale to street widths and hierarchy will increase the sense of enclosure and direction. Contrasting approaches to landscape planting and public realm treatments, including lighting and signage all assist in understanding the street hierarchy.

A hierarchy of Strategic and Neighbourhood Boulevards is proposed. The Strategic Boulevards will act as the focus with an appropriate building line and scale, significant tree planting and an improved, consistent public realm. They are Trafford Boulevard, Redclyffe Road, Ashburton Road and Barton Dock Road.

The more local access routes into individual neighbourhoods are defined as Neighbourhood Boulevards. They provide opportunities for a more flexible building scale and lines, with cycleways and tree planting. Variations in the public realm and signage improvements may assist in defining distinct identities for each neighbourhood.

- iii) **Crossing Points:** local connections to employment opportunities, community services and recreational corridors are vital to the creation of successful local communities. Within the TCR, the canals and highways form the most prominent barriers, limiting access to specific crossing points. Improved crossing points are proposed as clear and safe connections within this framework. Improvements will need to be tailored to each location. This may simply relate to the encouragement of additional pedestrian activity through improved lighting and directional signage.

Six improved crossing points are proposed. The principal crossing point connects Trafford Quays to the Trafford Centre Bus Station. With increased pedestrian activity generated by the Trafford Quays proposal, a clear definition of this crossing point and routes into Trafford Quays is essential.

Improvements to pedestrian crossing points across the Barton (Swing) Bridge and Parkway are to be explored to improve connections to the residential neighbourhoods to the north and employment areas to the south respectively.

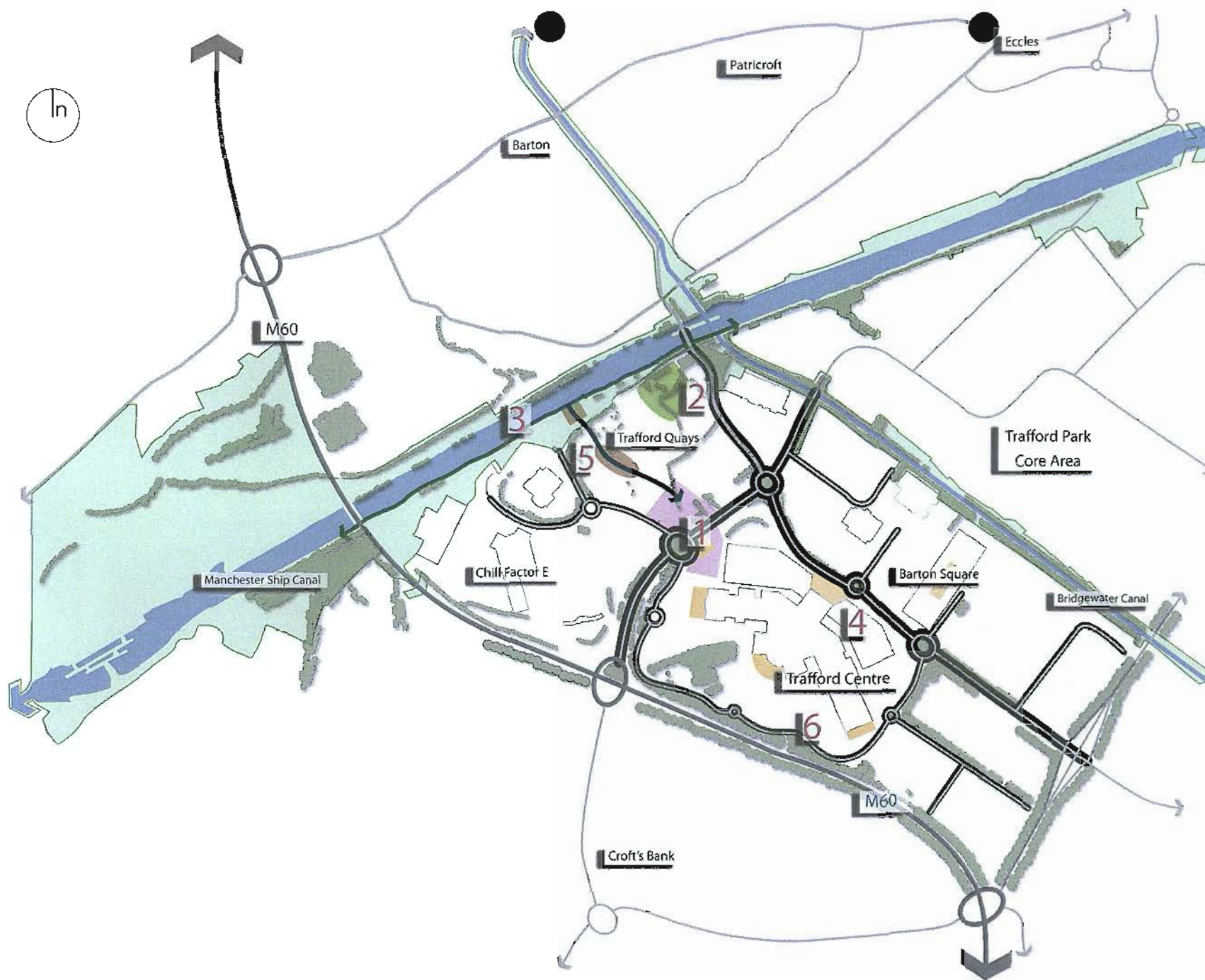
Two crossing/access points for the Bridgewater Canal are proposed to increase use and activity of the canal towpath. The WGIS proposal will provide a further Crossing Point across the Manchester Ship Canal, connecting the Salford Reds Stadium into the Trafford Leisure Village, and improving connections to the residential neighbourhoods to the north.

Landscape and Public Realm Framework

- 5.22 The **Landscape and Public Realm Framework** sets out a hierarchy of landscape infrastructure, greenspaces and public realm. The Manchester Ship Canal and Bridgewater Canal corridors support significant tree groups and associated grasslands. There are also established woodland and tree groups with the Trafford Centre neighbourhood. These landscape elements provide the starting point for the creation of a more integrated landscape structure, connected by a well structured, diverse greenspace and public realm network.

5.23 Key elements of the Landscape and Public Realm Framework are:

- i) **All Saints Church and Stevens Gardens:** the existing Churchyard and tree groups offer a relatively intimate setting, sheltered from the strategic movement corridors and key destinations. This existing greenspace provides the opportunity to create a focal point for proposed residential communities through an additional park for play and recreation.
- ii) **Barton Banks:** the southern bank of the Manchester Ship Canal is inaccessible at present. The proposed residential-led, mixed use Trafford Quays development provides the opportunity to create a safe, attractive, animated waterfront promenade connecting All Saints to the Trafford Leisure Village and the proposed Salford Reds stadium
- iii) **Trafford Centre and Barton Square Plazas:** the Trafford Centre and Barton Square contain a number of high quality, well managed entrance plazas and squares. They provide the starting point for a network of high quality public places and are well placed to connect adjacent neighbourhoods.



key

-  Manchester Ship Canal
-  Bridgewater Canal
-  Proposed Canal Link
-  Landscape Corridor
-  Indicative Tree Groups
-  Strategic & Local Highways
- Squares & Plazas**
 -  1. The Square / Trafford Centre Bus Station
 -  2. All Saints Church & Stevens Garden
 -  3. Barton Banks
 -  4. Trafford Centre & Barton Square Plazas
 -  5. Canal Terraces & Junction
 -  6. Trafford Rectangle Boulevards

All Saints Church and Stevens Gardens

Key Elements:

- Existing Churchyard and tree groups offer a relatively intimate and sheltered setting
- Existing greenspace provides opportunity to create a focal point for proposed residential communities & new park for play and recreation



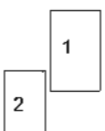
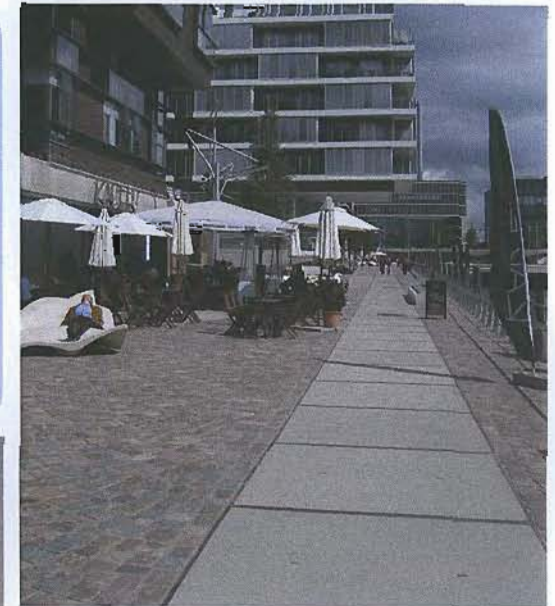
- All Saints Church and Churchyard
- Stevens Gravestone detailing
- Children playing in local park
- St. Paul's Green, London
Source: C&BE



Barton Banks

Key Elements:

- A safe, attractive, animated waterfront promenade connecting All Saints to the Trafford Leisure Village and the proposed Salford Reds stadium



- Hafencity waterfront, Hamburg
- Helsingborg Waterside, Sweden

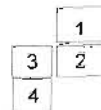
Trafford Centre and Barton Square Plazas

Key Elements:

- High quality, well managed entrance plazas and squares
- Starting point for a network of high quality public places



1. Barton Square Plaza
2. Barton Square Dome
3. Square outside Frankie & Benny's
4. Trafford Centre entrance



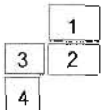
The Square and Trafford Centre Bus Station

Key Elements:

- Principal arrival point and destination
- The Canal End provides the opportunity to create a high quality, distinctive public place that is well placed to connect to the Trafford Centre Bus Station via an improved crossing point



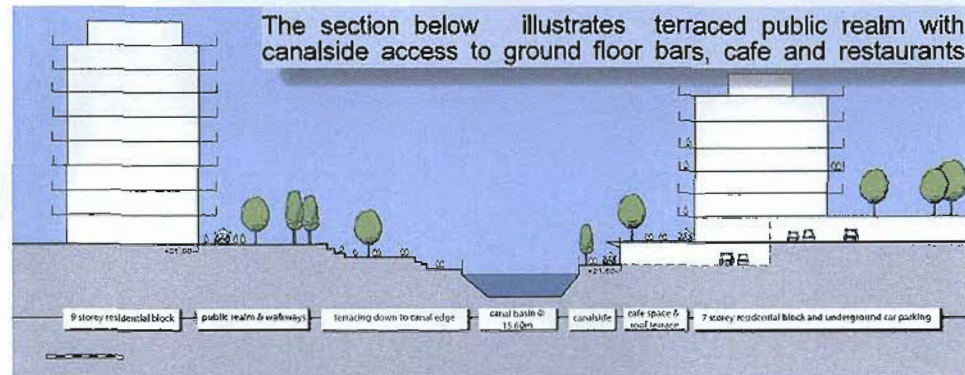
1. City Hall Square, Southbank, London
2. The Bull Ring, Birmingham
3. Exchange Square, Manchester
4. Bibao, crossing to El Corte Ingles



Canal Terraces and Junction

Key Elements:

- Terraces provide the opportunity to create a distinct leisure destination, with cafes, restaurants, bars and local retail
- Clear and direct visual and physical connections to The Square and Trafford Centre Bus Station to Barton Banks

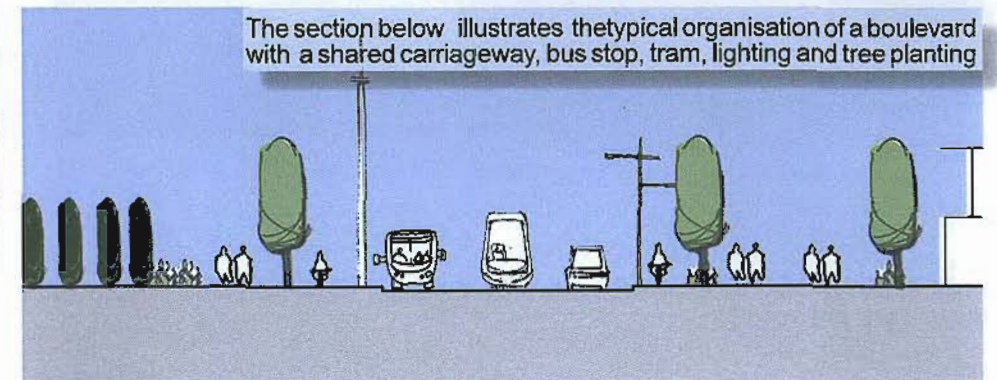


1. The Mailbox, Birmingham
2. Indianapolis Riverside
3. Copenhagen canalside

Trafford Rectangle Boulevards

Key Elements:

- Tree planting and public realm opportunities
- New 'green infrastructure' to connect to the existing tree groups along the Canals and strategic highways



1. Speke Boulevard
2. Kop Van Zuid, Rotterdam; Green tramway

- iv) **The Square and Trafford Centre Bus Station:** the proposed Canal Link and commercial buildings within the Trafford Quays neighbourhood will be a key arrival point and destination. The Canal end provides the opportunity to create a high quality, distinctive public place that is well placed to connect to the Trafford Centre Bus Station via an improved crossing point.
- v) **Canal Terraces and Junction:** the proposed Canal link will be contained on either side by terraces – a consequence of the interplay of existing ground levels and the water level of the Manchester Ship Canal. The terraces provide the opportunity to create a distinct leisure destination, with cafes, restaurants, bars and local retail focusing onto the public realm enclosed by the proposed building pattern. The alignment of the Canal is ideal for creating clear and direct visual and physical connections from The Square and Trafford Centre Bus Station to Barton Banks.

The 'Junction' where the Canal Link joins the Manchester Ship Canal creates a more local focal point. This provides the opportunity for a more contained public place, relative to the Canal Terraces.

- vi) **Trafford Centre Rectangle Boulevards:** tree planting and public realm opportunities are set out in the Movement Framework in relation to the Strategic and Neighbourhood Boulevards. Together, these Boulevards are well placed to create a cohesive 'green infrastructure' for the TCR, connecting to the existing tree groups along the Canals and strategic highways.

Progressing the Frameworks

- 5.24 The Development Framework provides the area wide strategy and principles for the TCR within which individual development opportunities may be progressed. Document 3 provides the 'Concept Statement' for Trafford Quays.

Development Opportunities

- 5.25 Our review of the area has identified a number of potential opportunity sites within the TCR, which might be expected to come forward for redevelopment/new use within the Trafford Core Strategy period to 2025. These are identified on the Plan at the end of this section of the report and are described below. All of these sites are also under Peel's control but, in some cases, the inclusion of other adjacent land ownerships could

In



key

Neighbourhoods & Hubs

1. All Saints
2. Trafford Quays
3. Trafford Leisure Village
4. Trafford Centre & Barton Square
5. Kratos Hub & Parkway Approaches
6. Ashburton Approaches
7. Commercial Hub

Movement & Connections

- Proposed/Improved Pedestrian Crossing
- Existing Designated Cycle/Walking Route
- Proposed Highway (WGIS)
- Potential Metrolink
- Proposed Canal Link/Water Taxi
- Strategic Gateways
- Local Gateways
- Arrival Point
- Approach Boulevards
- Neighbourhood Boulevards

Landscape & Public Realm

- The Square / Trafford Centre Bus Station
- All Saints Church & Stevens Garden
- Barton Banks
- Trafford Centre & Barton Square Plazas
- Canal Terraces & Junction
- Trafford Rectangle Boulevards

development framework: composite framework

TURLEYASSOCIATES

provide for a larger development opportunity. Not surprisingly the Trafford Quays site is the largest and most substantial development opportunity but the other potential sites also provide scope for a significant volume of related or complementary development.

- 5.26 Individual Concept Statements will be provided for each identified opportunity. Overviews of each opportunity are set out below.

Trafford Quays

- 5.27 As a large vacant site the location of Trafford Quays, within Trafford Park and immediately adjacent to the Trafford Park's industrial areas as well as the employment opportunities within the TCR (both committed and emerging schemes and other potential future development sites), gives it considerable development potential. This is further strengthened by the existing excellent public transport and other connections and the potential identified above for further, improved, transport connections with other new employment opportunities such as the Port Salford and Red City Developments, with the existing major employment areas of Salford Quays and Manchester City Centre in the Regional Centre, and with the neighbouring residential areas.

- 5.28 Trafford Quays is the only development site of substantial scale (23.25ha) within such close proximity to these major areas of existing and potential future employment.

- 5.29 Taking these various factors into account it is considered that the Trafford Quays site represents a major and important development opportunity within the North Trafford area. The site provides scope for a substantial scale of mixed-use development set within in a wholly new and high quality environment, and its location adjacent to the Manchester Ship Canal and the Barton Conservation Area also provides an opportunity for the creation of a high quality and attractive setting for such a development.

- 5.30 Peel's freehold ownership of the Trafford Quays site means that it is a site which can readily be brought forward for development without any need for land assembly or other intervention. The Company's unfettered ownership also provides for a very high level of control on the form, quality and phasing of any development.

Bridgewater Centre and Taylor Road

- 5.31 These two land parcels occupy a prominent position at a major roundabout access to the Trafford Centre and have frontages to two key roads. Site (1) also has a substantial frontage to the Bridgewater Canal. They are currently occupied by relatively

low grade industrial/commercial units and for commercial vehicle sales. The sites will not directly face onto any major development at Trafford Quays because of the existing intervening uses of the Swinging Bridge Hotel and the Electrical Sub Station. However the commencement of a major development at Trafford Quays is likely to increase the profile of these sites and make them suitable and of interest for redevelopment over the next 10-15 years. The two sites together extend to c. 5.4 ha and are, therefore, capable of accommodating a reasonable scale of development.

Canal Side

- 5.32 This site is currently unused and is largely hidden from view behind the adjacent large distribution units. However, it has become more prominent now that the Barton Square shopping scheme has been completed on the adjacent site and its future use and development will need to be considered in the next few years. Extending to 2.3 ha this site could also accommodate a reasonable scale of accommodation. Although its potential may be constrained to some extent by the nature of the existing uses its setting will be enhanced by the Barton Square proposals and it also has the benefit of a canal frontage. There is also the possibility that the land might best be used in conjunction with the re-use or redevelopment of the adjacent

Argos distribution depot which may become available on the expiry of the current lease.

Container Base

- 5.33 This major site may become available for redevelopment when the Port Salford freight interchange proposed on the Salford site of the Ship Canal is brought into operation if the existing activities on the site were to be transferred to the new facility.
- 5.34 This site is of a substantial size, at 10.5 ha, and occupies a prominent location on Barton Dock Road, visible from the M60 Parkway and the Trafford Centre. Given that the site is not constrained to any degree by its neighbouring land uses, the range of possible new uses is wide and its size would clearly provide an opportunity for a mixed use scheme to complement existing and other uses and facilities within the TCR.

Kratos

- 5.35 The frontage building of this site has been vacant for some years and planning permission has recently been granted for the construction of 10,000m² of BCO Grade A office accommodation (H/66496). Furthermore, Peel Investments (North) Ltd have recently submitted a further outline application which seeks to increase the amount of consented office space on the site by 17,870m² (ie. to provide total 27,870m²).

6. The Strategic Fit

- 6.1 This section of the Development Framework explains how the allocation and potential development of land within the TCR will comply with and support the strategic objectives of national and regional planning policy particularly in the delivery of sustainable development, the creation of sustainable communities and the economic growth of the region.
- 6.2 In doing so it employs the same thematic approach as Section 3:
- Housing
 - Employment
 - Environment
 - Travel

(1) Housing

- 6.3 The Trafford Centre Rectangle, in particular Trafford Quays, has the potential to make a major contribution to the realisation of the strategic objectives relating to housing provision and economic growth in the region and Trafford in particular, for the following reasons:

(i) Strategic Location

- 6.4 The TCR is located immediately adjacent to but outside the proposed Inner Area Boundary as defined in the Draft CSPOD. As is explained in Document 1, Peel Investments (North) Ltd believe that the TCR should be included within the defined Inner Area and have made detailed representations to this effect.
- 6.5 Setting that apart, residential development in the TCR would be entirely consistent with the provisions of MCR1 of emerging RSS which seeks to direct residential development to locations that are accessible by public transport to areas with strong economic prospects. As is detailed in paragraphs 4.12 - 4.30 the TCR is highly accessible by public transport and there exists, through significant levels of residential development, an opportunity to improve the level of public transport connectivity with the rest of Trafford Park, Salford Quays and the city centre which are already significant employment areas as well as the proposed new employment opportunities to be created at Port Salford and Salford City Reds.
- 6.6 Residential led mixed use development of the TCR would also be consistent with the objectives of Policy MCR3 of emerging RSS as it would create the opportunity to address local housing

needs (see paragraph 6.16 to 6.27 below) in a sustainable and accessible location.

(ii) Supporting Economic Growth

- 6.7 As is noted earlier, there is a clear recognition within the Northern Way Growth Strategy and Regional Housing Strategy that the current quality and supply of housing in the region is not good enough and that a step change in the **level and quality** of provision is required in order to attract and retain the skilled workers needed to sustain and grow the regional economy.
- 6.8 The TCR, in particular Trafford Quays, by virtue of its size (23.2ha) and locational advantages presents a significant opportunity to make a significant contribution to both of these objectives through the creation of a residential neighbourhood with a strong critical mass and identity, offering a diverse choice of housing types and tenures, green spaces and public realm. A neighbourhood whose form and identity is very different from that which is available elsewhere in the borough.

(iii) Housing Supply (Quantity)

- 6.9 As is noted earlier, there is a strategic requirement for the provision of 618 dwellings per annum (including clearance

replacement) in Trafford in the period 2003-2021 with the exception of the period 2008/9-2016/17 when the requirement is for 734 dwellings per annum. This increased requirement reflects Trafford's recently announced 'Growth Point' status.

- 6.10 Overall, therefore there is a requirement for the provision of 12,052 dwellings in the period 2003-2021.
- 6.11 We estimate that Trafford Quays has the potential to contribute in the region of 3,000 residential units.
- 6.12 Assuming that the Core Strategy is adopted by 2010 and that planning permission for the proposed development is granted by 2011, it is anticipated that the development would be phased in the following way:

2011-12	50 dwellings
2012-13	50 dwellings
2013-14	75 dwellings
2014-15	100 dwellings
2015-2025	1000 dwellings (100 dpa)
Total:	1275 dwellings

- 6.13 From this it is clear to see that Trafford Quays has the potential to deliver in the region of 900 dwellings in the period to 2021 and 1275 dwellings in the anticipated plan period (2010-2025). The remaining 1725 units would be provided post 2025. Trafford Quays will therefore make a significant contribution to the quantity of new housing provided in Trafford and the region more generally.
- 6.14 Peel's sole ownership and control of the site will provide certainty of delivery and flexibility of phasing. This is a very important consideration when bearing in mind that the Council's Draft Strategic Housing Land Availability Assessment reveals that a large proportion (49%) of the Borough's projected housing land supply will come from a large number of relatively small sites of 0.8 hectares and below, the deliverability of all of which cannot be guaranteed.
- 6.15 The other development sites are identified within the TCR are also largely in Peel's ownership and will become available for re-use or redevelopment as and when existing leases expire. Again, Peel's control of these sites provides for a higher degree of certainty with regard to the deliverability and phasing of those that are brought forward for residential use.

(iv) Housing Quality / Mix

- 6.16 The Trafford Quays site has, by virtue of its size, the potential to accommodate a broad mix of dwelling types, tenures and values.
- 6.17 These may include:
- Studio apartments
 - 2 bedroom, 3 person apartments
 - 2 bedroom, 4 person apartments
 - 3 bedroom, apartments and houses.
- 6.18 Dwelling sizes would potentially range from 35 sq metres (studio) to 87 sq metres (3 bed house).
- 6.19 The potential for the site to incorporate higher value 2 and 3 bedroom family houses and apartments will address the need for such properties which has been identified in Trafford Housing Needs Assessment (2006). It will also assist in re-balancing the housing stock in this part of Trafford; as noted above there is a general over provision of properties within Council Tax Bands C and below in this part of the borough compared to regional averages and an under provision of detached and terraced houses and apartments

- 6.20 The Trafford Quays Concept Statement identifies how a sense of neighbourhood quarters can be created. This could include the provision of 3.5 storey family executive housing set within a formal park and landscape around All Saints Church, higher density family housing set around the proposed canal link with the canal side public realm being the focus for bars and restaurants and a *high density*, tall building quarter adjacent to the Manchester Ship Canal.
- 6.21 The provision of a broad mix of properties in a high quality landscape setting as is possible at Trafford Quays will also make an important contribution to the establishment of a residential community which is sustainable in the long term. Not only will the development meet the needs and aspirations of existing borough residents, particularly those who are presently renting in the south of the borough but with the financial capacity to buy in the north but it will also have the potential to attract and retain skilled workers from outside the borough / region which are identified as being key to securing the necessary economic growth for Trafford and the wider region.
- 6.22 In terms of population retention, the broad mix of properties which the site can accommodate will mean that future residents would have the opportunity to 'trade up' or 'trade down' as their personal circumstances change without having to leave the area.

- 6.23 Population retention will also be assisted by the site's proximity to the important employment areas of Trafford Park and Salford Quays and good public transport links to the Regional Centre as well as the opportunities which exist and will arise within the TCR itself. The potential to improve the public transport connections between these key locations through residential development at Trafford Quays will assist still further. In particular, it will provide a catalyst to strengthen the AM peak service. It would also provide the opportunity to improve the already good bus services linking the TCR with Manchester City Centre.
- 6.24 The ability of the site to accommodate a broad mix of residential properties is particularly important given the nature of the other sites which make up the borough's potential housing land supply as referred to in paragraphs XX and XX (above and below). A significant number of these other sites are small scale and will not be able to contain a mix of units nor are they likely, on an individual basis, to make a significant contribution to rebalancing the mix of properties in the borough more generally.
- 6.25 The incorporation of residential development into mixed use schemes elsewhere in the TCR will provide further opportunities to create a mix of house types and tenures in the

area, contribute to the creation of a sustainable community and support further public transport improvements.

(v) Affordable Housing

- 6.26 The size of Trafford Quays and its ability to accommodate a significant number of residential units means that it also has the potential to make a contribution to addressing the need for affordable housing in the borough which has been identified in the Council's Housing Need Assessment. In particular there is evidence of people leaving the borough to areas such as Cheshire because their housing needs cannot be met locally.
- 6.27 This potential is of particular significance when reference is made to the Council's Draft Strategic Housing Land Availability Assessment. As detailed above this identifies that 49% of housing supply will derive from sites of 0.8 hectares in size. This is below the threshold at which TMBC require the provision of affordable housing.
- 6.28 Put simply, there is a need for large scale housing sites to be identified and developed if the affordable housing need in Trafford, is to be addressed.
- 6.29 Again, other sites within the TCR will provide the opportunity for affordable housing to form part of an appropriate mix of uses.

(vi) Relationship to Manchester Salford Pathfinder Initiative

- 6.30 Due to the large number of residential properties that may be created within the TCR it is necessary to consider the potential relationship with / impact on other strategic objectives; principally the Manchester Salford Housing Market Renewal Pathfinder Initiative.
- 6.31 The concept for residential development within the TCR has been prepared with this strongly in mind. It will complement and will not undermine the MSP Initiative for the following reasons.
- 6.32 The MSP Scheme update published in 2006 makes reference to work undertaken by Oxford Economic Forecasting and the possibility, under the accelerated economic growth scenario, of an additional 86,000 jobs being created in the Manchester City Region over the period to 2021 of which 46,000 would be in Manchester / Salford. The document notes that, in combination with the revised (2003) household growth rates, this increase in jobs could mean an additional 104,000 households living in the core (not defined) of the Manchester City Region.
- 6.33 Whilst the MSP clearly has a role to play in stimulating and meeting this potential new demand the MSP believes that with full delivery of all of its planned investment programmes it will

secure a net addition to the total stock within the Pathfinder area of +22,602 dwellings by 2021 (i.e. sufficient for 20% of the total 104,00 households who might be expected to require accommodation). There would therefore be a requirement for 80% of the households to be accommodated outside the MSP programmes.

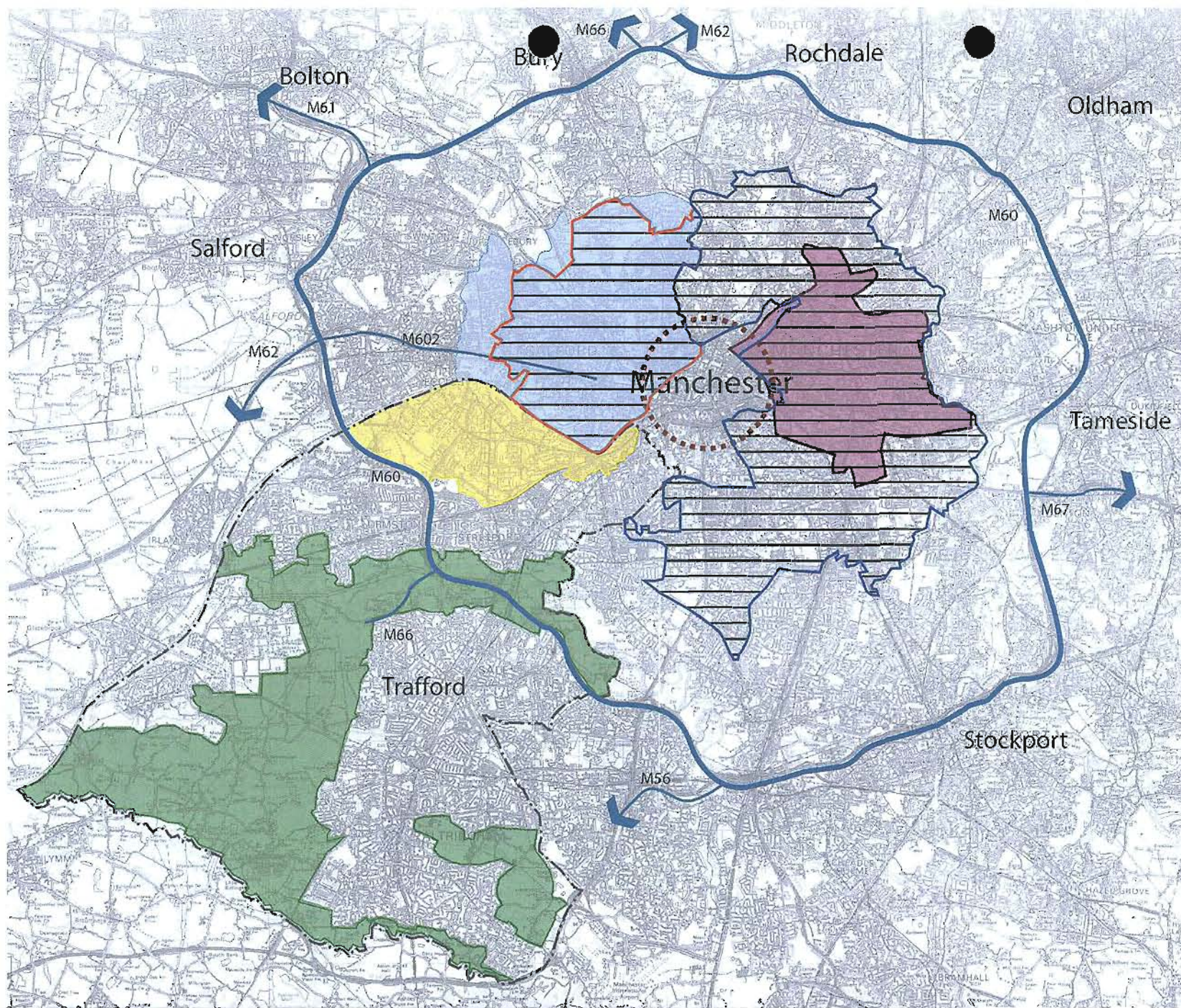
- 6.34 The TCR has a role to play in accommodating a proportion of that residual demand.
- 6.35 It is also clear from the scheme update that the Pathfinder programme is seeking to provide new housing of a quality which can attract into these areas residents who are in higher paid and higher skilled employment. However opportunities to do this will be limited by the relatively small scale of many of the sites for redevelopment which are being created in areas of housing clearance.
- 6.36 The potential physical inability of the MSP to accommodate the relevant size and quality of housing required to attract skilled workers means that the provision of such properties within the TCR will not undermine the MSP initiative in this regard (i.e. it will not deprive the MSP of a type / quality of housing which may which may otherwise be available to it).
- 6.37 Development in the TCR will also be complementary to that being provided in the MSP in so much that *development in the*

MSP is focussed on the provision of family houses and does not embrace the provision of new apartments. A significant proportion of the Trafford Quays development may comprise apartments.

- 6.38 Finally, it is important to note that formal funding of the MSP is currently scheduled to end in 2011 by which time it is expected that the housing market will be such that it can continue to deliver without financial support. As development at Trafford Quays is not anticipated to commence until 2011 it is extremely unlikely that any material number of dwellings will become available at the TCR during the lifetime of the MSP initiative.

(2) Employment

- 6.39 The TCR has the potential to make an important contribution to the growth of the local and regional economy and thus contribute to the closure of the productivity gap between the North of England and the rest of the UK through the provision of high quality commercial / leisure based accommodation which is complementary to the existing range of facilities at the Trafford Centre and to the potential large scale residential development at Trafford Quays.
- 6.40 The Development Framework detailed in Section 5 reveals how the Trafford Quays site has, along with the aforementioned



key

- Motorway Network
- Trafford MBC Boundary
- Salford URC
- Salford HMRI
- Manchester HMRI
- Trafford Park
- Green Belt (Trafford)
- New East Manchester
- Manchester City Centre

residential accommodation, the potential to accommodate commercial office buildings, community facilities, bars and restaurants set around the canal basin and small scale retail outlets designed to serve the top up / basket shopping needs of the community which will be created.

- 6.41 The other 'opportunity sites' identified within the TCR similarly have a significant level of employment generating potential.
- 6.42 For example, the Former Kratos site currently benefits from an outline planning permission for the creation of 10,000 sq metres of BCO Grade A accommodation and a further application has recently been submitted to increase this 27,870 sq metres.
- 6.43 Furthermore, the Containerbase site on the western side of Barton Dock Road (extending to 10.5 hectares) may become available for development when the Port Salford freight interchange facility becomes operational and the existing activities are relocated. Given that the site is not constrained to any degree by neighbouring land uses the range of possible uses is wide and its size would clearly provide an opportunity for mixed use development.
- 6.44 The provision of new good quality office accommodation within the TCR will play an important role in attracting and retaining within the borough organisations operating within the key growth sectors of the regional economy as identified in the

Regional Economic Strategy and emerging Regional Spatial Strategy and thus would be supportive of key strategic objectives.

- 6.45 The quantum of office accommodation presently proposed at Kratos has the potential to accommodate 1,764 employees⁷.
- 6.46 These jobs would of course be additional to the 10,000+ jobs within TCR and the 40,000 jobs within the wider Trafford Park area of which the TCR forms part.
- 6.47 The juxtaposition of a large residential community and large and diverse numbers of job opportunities will be central to the creation of the sustainable community in this part of the borough / region.

⁷ Applying Employment Density Calculations stated in a report prepared by Arup Economics on behalf of English Partnerships entitled "Employment Densities: A Full Guide" (1 full time job per 170 sq ft of accommodation).

(3) Leisure

- 6.48 The TCR already makes a significant contribution to the local and regional economy through the range of high quality leisure and tourism facilities which it offers.
- 6.49 The allocation and future development of land within the TCR and the incorporation of new leisure / tourism facilities on sites across the Rectangle, potentially as part of mixed use schemes, will increase the scale of this contribution and will play an important role in the creation of a sustainable community.
- 6.50 It has been highlighted how the Trafford Quays site provides the opportunity to accommodate a range of bar / restaurant uses with outside seating areas around the Canal Basin, areas which are not otherwise available in the Rectangle and which will serve the needs of future residents and visitors the area.
- 6.51 The other sites within the TCR similarly have the potential to accommodate high quality tourism and leisure facilities which will broaden the range and quality which is presently available consistent with the objectives of adopted and emerging RSS. For example, the Peel Group has recently submitted an application for full planning permission for the creation of a 4-star, full service hotel on land adjacent to Junction 9 of the M60. The provision of this hotel will deliver a qualitative

improvement to the hotel stock which is presently available in the area.

- 6.52 Other opportunities for the provision of leisure facilities include the Containerbase site which is of sufficient size to accommodate leisure uses as part of a mixed use development

(4) Environment

- 6.53 The size of the TCR and the locational advantages which it enjoys provides the opportunity to create a high quality mixed use environment which responds positively to the different layers of planning policy.

Neighbourhood Level Technologies

- 6.54 Due to the considerable size of the Trafford Centre Rectangle as a whole and the significant scale of individual sites such as Trafford Quays there is the potential, through the allocation and development of land in this area, to embrace neighbourhood level renewable energy technologies as is advocated within PPS22, the Emerging RSS and the Council's Core Strategy Preferred Options Document
- 6.55 Options which could be explored at detailed design stage include biomass boilers and district heating systems, solar and

wind based energy generation, ground source heating and combined heat and power plants.

Building Technologies

- 6.56 There will similarly be opportunities to reduce levels of energy consumption and embrace renewable energy production through the incorporation of sustainable construction technologies in the detailed design of individual buildings.
- 6.57 These measures could be 'passive' and be achieved through the careful master-planning of individual sites and or could be achieved through measures such as the careful selection of materials and high levels of building insulation.

General Environmental Considerations

- 6.58 A full Environmental Statement was prepared and submitted in connection with the previous planning application for residential led mixed use development on the Trafford Quays site. This addressed matters such as Ecology, Ground Contamination, Impact on Water Quality within the Manchester Ship Canal, Air Quality, Noise and Vibration and Heritage / Archaeology.
- 6.59 Whilst the assessment will need to be comprehensively updated in due course it nevertheless reveals that there are no

environmental barriers to such a development proceeding which cannot be overcome through careful scheme design and the incorporation of appropriate mitigation measures where necessary. Further detailed assessments in respect of the ecological and archaeological value of Trafford Quays have been completed in respect of the Council's consideration and approval of Peel's applications for the proposed formation of a canal cutting and water taxi basin within the site.

- 6.60 It has similarly been demonstrated through the submission of recent planning applications that there are no environmental barriers to the redevelopment of the Former Kratos site for a significant quantum of high quality office accommodation.
- 6.61 Finally, the allocation and subsequent development of land within the TCR for mixed use residential purposes (leisure/retail/commercial) provides the opportunity to deliver significant improvements to the appearance of the identified opportunity sites and consequently to the character and appearance of the TCR more generally. In particular, there will be the opportunity to create a network of greenspaces and public realm focussed on the Manchester Ship and Bridgewater Canals but also extending into the Trafford Quays site.

(5) Travel

- 6.62 The allocation and development of land at the TCR for residential led mixed use purposes would generate a critical mass of new accommodation and facilities which, in turn, would increase the viability of improving the accessibility of the area and the rest of Trafford Park more generally by public transport. It would also provide the opportunity for linkages with neighbouring residential areas and within the area itself to be substantially improved.

Public Transport

- 6.63 As noted above in paragraphs 4.12 - 4.30, the TCR is currently well served by public transport services.
- 6.64 The proposed allocation and development of land at the Trafford Centre Rectangle, particularly the residential development of Trafford Quays and the provision of commercial office accommodation and will provide the critical mass necessary to support higher frequency public transport services in the area and to enhance the viability of existing services as is recognised in the Trafford Park Accessibility Study.
- 6.65 In particular, there would be the opportunity to provide additional shuttle bus services connecting TCR with

destinations within Trafford Park and Salford Quays to high frequency, longer distance public services at designated transport interchange points and the provision of Real Time Passenger Information on bus routes.

- 6.66 Development at Trafford Quays will also create the opportunity for the provision of a Water Taxi Service linking the TCR with Salford Quays and Manchester City Centre.
- 6.67 Peel's own Transport Consultants (TTHC) support these conclusions and highlight that improvements to the public transport accessibility of the TCR /Trafford Park / Salford Quays area would not only support the national and local objective of reducing car borne travel but will also assist companies in these locations in the attraction and retention of staff and thus enable them to make an increased contribution to the growth of the local and regional economy As reported above, 24% of companies who responded to the Trafford Park Accessibility Study cited accessibility difficulties as a principal reasons for difficulties in filling vacant positions.
- 6.68 Indeed, MVM are currently looking at the viability of Demand Responsive Transport within Trafford Park.

Walking and Cycling

- 6.69 Opportunities are already available to walk and cycle to and from the TCR in all directions. There is a designated cycle route through the Trafford Centre site linking over the M60 via the Moss Lane accommodation bridge. This links into other designated routes, eastwards along Barton Dock Road and the west along Redclyffe Road which provides access over the swing bridge into Winton and Eccles.
- 6.70 There is the opportunity through the allocation and development of land in the TCR to deliver a number of improvements to pedestrian permeability.
- 6.71 For example there is the opportunity to provide improved pedestrian crossing facilities at Bridgewater Circle and Ellesmere Circle. The development of Trafford Quays and land on the eastern side of Barton Dock Road will provide a further opportunity to enhance pedestrian and cycle connections along the Manchester Ship Canal and Bridgewater Canal
- 6.72 Further proposals exist in the Trafford and Salford Local Cycling Strategies which will provide the rectangle area with an enhanced comprehensive cycling network. Under these proposals both Barton Road/ Redclyffe Road and the B5214 Trafford Boulevard / Barton Road corridor have been designated as priority network routes. Footpath links also exist

along all of these identified routes and throughout the Rectangle area.

- 6.73 Overall, improving the pedestrian and cycle linkages both internally within the TCR and with the neighbouring residential and industrial neighbourhoods will make a positive contribution towards reducing reliance on the private car as is encouraged by national and regional planning policy and will enable residents of the TCR to access retail / leisure/ sports and employment opportunities without the need to travel by car.

Highway Infrastructure

- 6.74 The proposed allocation and development of land within the Trafford Centre Rectangle will generate a need for and support the viability of delivering a package of improvements to the local and strategic highway network.
- 6.75 Of particular importance is the proposed Western Gateway Infrastructure Scheme (WGIS) which includes a new road bridge crossing of the Manchester Ship Canal, a parallel collector road alongside the M60 motorway between J11 and J10 and a link between the A57 from a point to the east of the site of Port Salford, and the B5214 Trafford Boulevard in the vicinity of the Trafford Centre.

6.76 The WGIS scheme is the subject of planning applications submitted to both Trafford and Salford Councils and which is being evaluated by the Highways Agency, SCC and TC. It will provide better linkages between the two sides of the Ship Canal in accordance with both Council's UDPs, enhance the M60 and access to Trafford Park and will enhance multi modal accessibility for existing residents and future users of the available development sites on both sides of the Canal. The proposed new bridge will also provide sufficient width for separate cycle and pedestrian routes as well as for the possible provision, at some time in the future, of a Metrolink crossing of the Ship Canal

6.77 The Transport Assessment submitted in support of the Port Salford and WGIS applications also identifies a package of possible measures to enhance public transport in this part of Trafford and Salford which could include:

- improvements to public transport facilities on the A57 adjacent to the Port Salford site;
- provision of dedicated public transport connections between Trafford Centre Bus Station, the Trafford Quays site, Port Salford and local residential areas such as Peel Green, Barton Upon Irwell and Urmston;

- re-routing of some existing bus services directly through the heart of the Trafford Quays site;
- encouragement of extended AM peak access to similar levels of frequency as the existing daytime and PM peaks;
- bus priority measures and improvements in public transport information.

6.78 In summary the proposed allocation and development of land at the TCR has the potential to deliver and support a package of improvements to the area's accessibility by public transport, on foot, by bicycle and finally by private car.