



TRAFFORD COUNCIL

Further Changes to Policy W1 proposed during Hearing Session 4 part 2

29th September 2011

Introduction

Subsequent to issuing CD12.100.1, in which the Council responded to representations raised by Royal London Asset Management (RLAM) and the Highways Agency, the Council is now in a position to present to the Examination a series of further changes to Policy W1 which result from further discussion with RLAM and to address issues raised during Hearing Session 4 part 2 on the 28th September 2011.

These incorporate both those changes consulted upon in July 2011 through CD12.95 and those that were proposed in response to the draft NPPF (CD12.98.1, 12.98.2, and 12.98.3) as well as those in 12.100.1. They should also be considered in conjunction with CD12.103.2 which proposes changes to Policy R4.

In summary, these changes are necessary to provide clarity about the definition of Davenport Green as a potential employment site in order to ensure the plan retains sufficient flexibility to respond to changes in economic circumstances and the Government's Planning for Growth agenda. Although these changes are not as a result NPPF, the Council does not think that they would be contrary to NPPF. Changes have also been made to ensure that the policy does not repeat government guidance.

These proposed changes will be added to the Schedule of Proposed Changes (CD 12.4) at S300.116 and will supersede 200.32, S300.111 and S300.113. These proposed changes will not supersede those included in S.300.52, S.300.53, S300.55, and S300.112.

The Council does not consider that the changes presented in this document would alter the overall thrust of the Council's policy position. It does not therefore consider that, should these further revisions to the Plan be accepted by the Inspector, there would be significant procedural implications following the completion of the Examination Hearing sessions.

18 W1 - ECONOMY

18.1 In order for Trafford to remain competitive and contribute to the growth of the economy of the sub-region, it needs to continue to diversify its range of employment types. The aim of this policy is to facilitate the continued modernisation and revival of industrial and commercial activity through the release of sufficient land.

POLICY W1: ECONOMY

Supporting Growth

W1.1 In order to encourage the development of clusters of economic activity the Council will identify a range of sites for a variety of employment uses, with the appropriate infrastructure to attract key economic growth sectors to Trafford. Employment uses within this policy refers to B1 business/office, B2 general industry and B8 storage or distribution and similar appropriate uses.

W1.2 The Council recognises the significant contribution that existing successful manufacturing industries make to the economy of the Borough and will continue to support these industries where appropriate within the context of the Development Plan for Trafford.

Distribution

W1.3 The Council will focus employment uses in the following places:

- Pomona Island;
- Trafford Wharfside;
- Trafford Park Core;
- Trafford Centre Rectangle;
- Carrington;
- Broadheath; and,
- Town Centres.

[In addition to the above list the Council will support the development of land at Davenport Green where proposals come forward in accordance with Policy R4 \(at R4.3 and R4.4\).](#)

W1.4 Table W1 sets out an indicative minimum figure for the amount of land proposed for a range of employment development, by place, over the plan period. The land supply figures in Table W1 include the recycling of existing employment land and buildings and land that is being brought into employment use for the first time.

W1.5 B1 office uses will be focused in the Regional Centre (Pomona and Wharfside), and the town centres. B1 office development will be appropriate within Trafford Park Core, Carrington, Broadheath and at Trafford Centre Rectangle where it is accessible by sustainable transport modes and meets other relevant criteria in national planning guidance [and at Davenport Green where it meets the criteria of Policy R4.4.](#)

W1.6 Trafford Park Core will be a key location for industry and business activity within the

Manchester City Region Inner Area and will be the principal location for employment development in the Borough. The focus will be on the provision of modern industrial, storage and distribution and office development with residential development not normally supported. Improvements to public transport infrastructure to provide an integrated, frequent public transit system linking the location with surrounding residential and commercial areas will be required.

W1.7 Carrington has significant potential to accommodate large-scale employment development, particularly for general industrial, storage and distribution uses and office development, in order to complement the offer in Trafford Park. Part of the former Shell site at Carrington is proposed for employment development as part of the creation of a new mixed-use neighbourhood. Further details are set out in Location SL5.

W1.8 Broadheath will be retained and supported as a principal employment location in the south of the Borough.

W1.9 [Policy R4 identifies land at Davenport Green for an exemplar, very high quality B1 business / office development in the event that it satisfies all criteria in Policy R4.4.](#)

W1.10 Employment development in the other places identified will be detailed in Policy W2 or through each individual Strategic Location.

W1.11 Outside of these places and any smaller sites identified within the Land Allocations DPD, the Council will only permit employment uses provided that it is in accordance with other policies in the Development Plan for Trafford and that:

- It will contribute significantly to the Plan's overall objectives, including the economic growth of the City Region;
- It will contribute significantly to the achievement of the regeneration priorities set out in Policy L3;
- It promotes the use of derelict, vacant or under-used previously developed land and;
- It will be accessible by a range of alternative modes other than the private car.

W1.12 In determining applications [for non employment uses for the redevelopment of on unallocated](#) employment sites, [sites outside of the Strategic Locations and employment places listed in W1.3](#) ~~for non-employment uses~~, developers will be required to provide a statement to the satisfaction of the Local Planning Authority, demonstrating that:

- There is no need for the site to be retained for employment purposes and it is therefore redundant;
 - There is a clear need for the proposed land use(s) in this locality;
- There are no suitable alternative sites, within the locality, to meet the identified need for the proposed development;
- The proposed redevelopment would not compromise the primary function of the locality or the operations of neighbouring users, and,
- The proposed redevelopment is in accordance with other policies in the Development Plan for Trafford.

Hazardous Installations

W1.13 The Council will only permit the development of hazardous or bad neighbour industries where it can be demonstrated that it will not:

- Increase the risk for residents and members of the public, unless suitable measures can be agreed to mitigate risk;
- Compromise the primary function of the employment locality or the operations of neighbouring users;
- Compromise the potential for economic regeneration of the wider area;
- Bring about a significant deterioration in the quality of the environment of the surrounding areas, and,
- Be contrary to other policies in the Development Plan for Trafford.

Scale

W1.14 The Council will identify sufficient quantity and choice of land to deliver the new employment provision. The distribution of this employment development is shown in Table W1 below.

Table W1: The Supply of Land for New Employment Development 2008/9 to 2025/6*

	Up to 2015/6	2016/7 to 2020/1	2021/2 to 2025/6	Total Land Supply for B Use (Hectares)
Pomona Island	4	4	2	10
Trafford Wharfside	3	3	4	10
Trafford Park Core	18	22	15	55
Trafford Centre Rectangle	2	6	7	15
Carrington	25	25	25	75
Broadheath	3	3	4	10
Town Centres	1	2	2	5
Elsewhere	3	3	4	10
Policy W1 Allocation Total	59	68	63	190

* [Davenport Green - In the event that development proposals come forward at Davenport Green in accordance with Policy R4 \(at R4.3 and R4.4\) such new employment development provided by that proposal will be in addition to that set out in the table above.](#)

IMPLEMENTATION

Implementation Mechanisms

Implementation will be through development at the Strategic Locations identified in this Core Strategy. These and other significant sites elsewhere in the Borough will be allocated in a Land Allocations DPD and Area Action Plan(s). Other sites will be identified through the planning application decision making process.

Delivery Agent

Private Sector

Timescales

This will be ongoing throughout the plan period. The Land Allocations DPD is scheduled to be adopted in 2012. Phasing for the development of the identified employment areas is set out in detail in Table W1. This phasing reflects the likely availability of funding and programme of works anticipated at this time.

Funding

Funding will generally be through public and private sector investment.

Justification

- 18.2 Policy W1 seeks to guide economic regeneration and development across the Borough to achieve the aims, objectives and spatial development requirements of the Trafford Sustainable Community Strategy and the Trafford Economic Development Plan.
- 18.3 Trafford is a fundamentally important part of the City Region economy and a location where the development of significant clusters of economic activity in key economic growth sectors, supported by appropriate infrastructure, will be essential for the Borough to diversify and grow its employment base to properly contribute to the city region, maintaining and improving its competitiveness and developing into one of Europe's premier city regions.
- 18.4 The key economic growth sectors the policy is seeking to foster and allow to develop are those that have been identified by the NWDA, the Greater Manchester Forecasting Model and the Trafford Economic Development Plan. The key economic growth sectors are:
- financial and business services;
 - distribution;
 - cultural, creative and media industries;
 - advanced engineering, and,
 - other personnel services.

- 18.5 Other key growth sectors such as retail, commercial leisure and hotels and waste management facilities are covered in Policies L6, W2 and R6.
- 18.6 The findings of the Trafford Employment Land Study of May 2009 indicate that a sufficient supply of suitable and developable employment sites exists to meet the Borough's contribution to the requirement suggested in the Greater Manchester Employment Land Position Statement of August 2009 (170 hectares of land plus or minus 10% up to 2026) ~~without the need to retain the historic but unimplemented UDP allocation for a high amenity employment site at Davenport Green.~~
- 18.7 The new employment land development proposals set out in Table W1 take account of the site by site findings of the Trafford Employment Land Study, current (April 2010) known development commitments and expectations for the recycling/re-use of currently developed land to provide accommodation to meet the changing needs of business. The amount of land proposed for new employment development in this policy is set as a global total supply to accommodate all the types of development required to meet the Borough's needs over the Plan period, allowing flexibility to accommodate inevitable changes in the requirements of businesses over time as they seek to respond to changing economic circumstances. Detailed proposals, disaggregated by broad employment use (B1 office, B2 industry and B8 warehousing) will be included in the Land Allocations DPD.
- 18.8 [Due to an insufficient amount of sites within or on the edge of town centres required to meet the identified need for office uses, the Council considered further locations outside of the town centres in line with national and regional guidance. This led to the identification of the foci for office development to be as set out in Policy W1.5.](#)
- 18.9 The indicative minimum land supply figures set out in Table W1 provide the flexibility for the employment locations to deliver more or less development in line with the strategy and all other policies of the CS. However, any development proposals that vary the amount of land from the indicative target number will be determined in the light of on-going monitoring work and compliance with the relevant Location development requirements and other policies in the Core Strategy.
- 18.10 The historic development and current (April 2010) land supply data used to compile Table W1 indicates an overall 85:15% split between industry/warehousing and office development. The Council expects that this ratio will be maintained over the Plan period, albeit that there may be geographical variations dependant upon the characteristics of those areas.
- 18.11 The strategic development locations identified in Policy W1 are key proposals intended to secure the revival, modernisation and development of a diversity of industrial, commercial, warehousing/distribution, service and support activities. The range of activities to be prioritised and encouraged in each of the Strategic Locations is set out in greater detail in Strategic Locations section of the Plan, detailed employment allocations will be identified in the Land Allocations DPD.
- 18.12 [In addition to the New Employment Development figures set out in Table W1, Policy R4 identifies land at Davenport Green for an exemplar, very high quality B1 business / office development in the event that it is needed to support approved development proposals at Airport City or MediPark at University Hospital South Manchester, or that a need has been generated by a significant change to the economic context of the region as a result of either the growth of Airport City or the MediPark. Until such time as proposals emerge which satisfy all criteria of Policy R4.4, the land is protected as Countryside, outside the Green Belt.](#)

- 18.13 Outside the Strategic Locations, [the land identified in Policy R4.3](#) and those [sites](#) identified within the LADPD, development and redevelopment for economic purposes will be supported in a measured way commensurate with the need for the development, the availability or otherwise of suitable alternative development locations and their effect on environment and amenity of surrounding land uses.
- 18.14 All proposals for the development of any industrial, commercial, warehousing and storage uses associated with Manchester Airport will be subject to very careful assessment in consultation with Manchester Airport Plc and other appropriate agencies to determine the appropriateness of the proposal.
- 18.15 Insofar as the development of new hazardous installations is concerned all such proposals will be subject to very careful assessment in consultation with the Health and Safety Executive to determine the scale of risk both to the prospective workforce and the occupiers of adjacent developments before any planning consent for development is granted.

Which Objective(s) delivered by this Strategic Location/Policy	Reference Number(s)
Key Objective(s) of the SCS	SE1, SE2, SE3, SE4, SE5, SE7, SE10, SE13
Strategic Objective(s)	SO2, SO3, SO4 & SO6
Place Objective(s)	TPO3, TPO8, TPO14 OTO8, OTO10 STO8, STO17 SAO4, SAO11 ALO12, ALO14, ALO23 CAO9, CAO10, CAO17