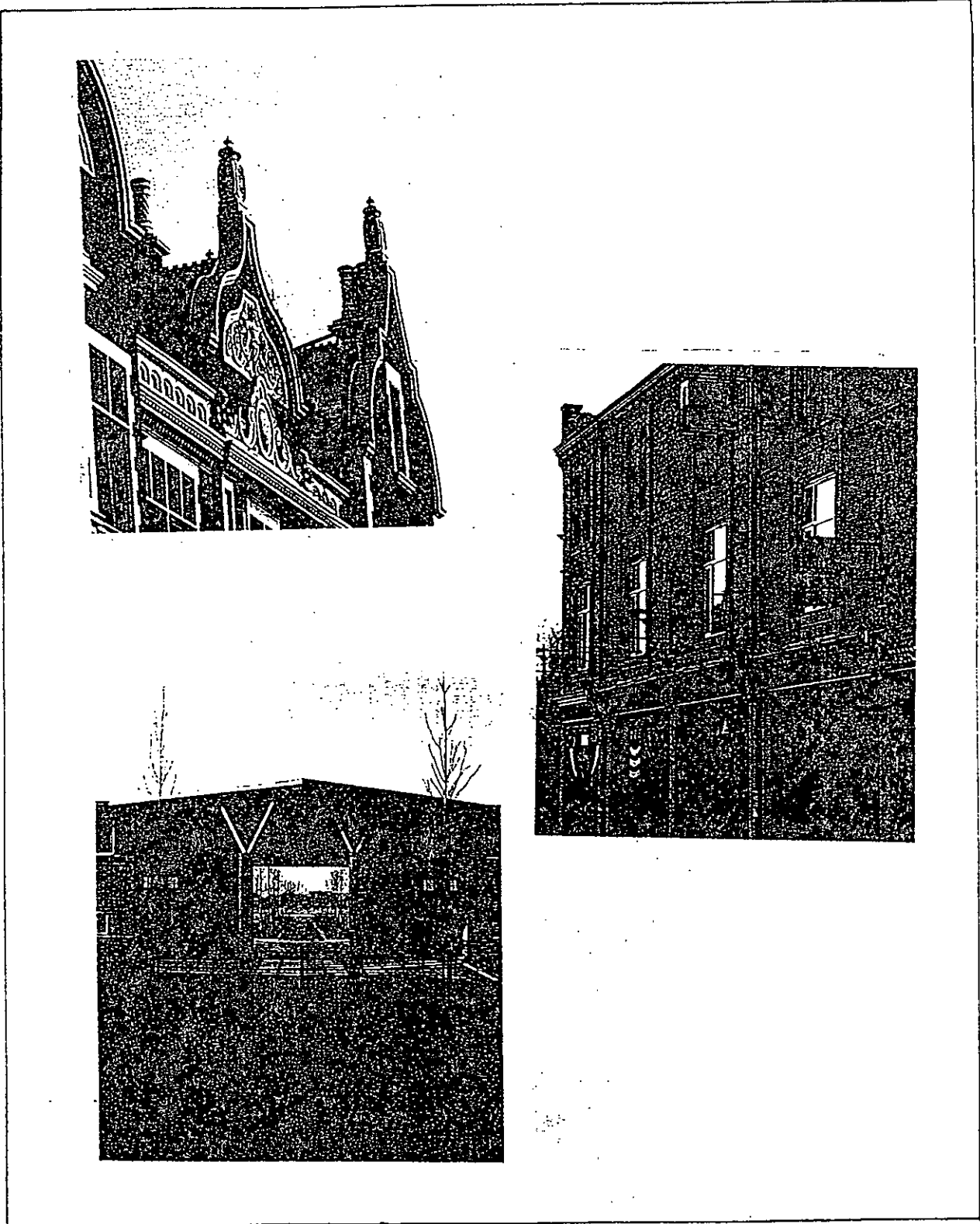


PLANNING GUIDELINES

SERVICE USES IN TRAFFORD PARK



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AS APPROVED FOLLOWING PUBLIC CONSULTATION
JANUARY 1997

1. INTRODUCTION

- 1.1. These Guidelines refer to service uses serving the general public, such as banks, cafes, etc, including all those uses coming within Classes A2 and A3 of the Schedule to the Town and Country Planning (Use Classes) Order 1987 (see Annex 1).
- 1.2. The Local Planning Authority wish to encourage the provision of service uses so as to improve facilities available to those working in Trafford Park and thereby support the role of Trafford Park as a major industrial area. However, the location of new service uses may need to be controlled in the interests of safeguarding and promoting the existing centre at the Village. Other issues such as highway safety and convenience, and visual amenity, also need to be considered in each case.
- 1.3. Whilst planning applications will normally be expected to comply with these Guidelines if they are to be granted, every application will be dealt with on its merits in the particular circumstances having regard to the provisions of the Development Plan and any other material considerations, including the response to normal publicity of the application.

2. DEVELOPMENT PLAN

- 2.1 The main planning policies for the area are set out in the Trafford Unitary Development Plan (adopted May 1996). Relevant Policies and Proposals of this Plan include:

- S7 supporting new local shopping centres at Third Avenue/
Eighth Street, Trafford Park and Wharfside, Trafford Park;
- E15 identifying Village for development to provide the main business service and amenity centre for the estate; a local shopping centre and accommodation for small office and light and general industrial firms;

identifying Wharfside for development to provide the main business and commercial development area for large and medium sized office, high technology and light and general industrial firms, accompanied by prestige hotel and conference facilities and a local shopping centre;
- D1 setting out criteria for all new development;
- D2 concerning the provision of car parking

- 2.2. These Guidelines are intended to act as supplementary planning guidance to the provisions of the Unitary Development Plan.

3. PRESENT PROVISION

3.1 At present (November 1995) the main business service centre at the Village provides:

- Public houses
- Banks
- Cafes/sandwich shops
- Newsagents
- Hairdressers
- Printing
- Heritage shop
- Betting shop
- Post Office
- Church
- Community Centre
- Business Centre
- Training Centre
- Day Nursery

3.2 Elsewhere in the Park there are public houses at Trafford Wharf Road (The Samuel Platt's) and Redclyffe Road (The Swinging Bridge). There are cafes at the corner of Guinness Road/Ashburton Road West and within Asda at Barton Dock Road. In addition there are a number of portable type snack bars in various locations.

3.3. Provision of all types of facilities in the Dumplington area will increase considerably with the completion of the Trafford Centre sub-regional shopping development which is under way.

4. GUIDELINES

4.1 Guideline

Generally, service uses serving the whole or a wide area of Trafford Park will be encouraged to locate within the Village.

4.2 Explanation

The predominantly employment based development in the area does not provide a basis for supporting many shops or service uses. Grouping shops and service uses together strengthens the viability of such uses by providing a more attractive focus for customers and encouraging multipurpose trips.

4.3 Guideline

Exceptions to the Guideline at 4.1 above will be considered in the following cases:

- (i) small developments of a type which people tend to use more frequently (e.g. a snack bar rather than a bank), and which are not located within 800m of the Village local centre (see, Annex 2 for definition of area);**
- or (ii) development of a type unlikely to locate within or to be suitable for the local centre at the Village.**

4.4 Explanation

The exceptions identifies are those which would tend not to detract from or hinder the development of the local centre at the Village. Developments identified in 4.3 (i) will tend to serve a localised area only. Even small developments if located within 800m of the Village local centre would tend to compete for some of the same area of custom, particularly walk-in custom, and would thereby detract from the local centre.

With regard to 4.3 (ii), there may be a variety of reasons for this applying, depending on what development is being proposed. Any reasons put forward by the applicant will be taken into account when considering the application.

4.5 Guideline

Developments which are likely to result in harm to highway safety or convenience will not be permitted.

4.6 Explanation

Developments should normally provide adequate parking and servicing space within their curtilage as otherwise parking and loading or manoeuvring may take place on the highway which could cause congestion or result in unsafe conditions. Developments which take up or obstruct parking or servicing/manoeuvring space which is needed for another use may also cause similar problems. Development will be assessed in their particular circumstances and having regard to Trafford Borough Council's Car Parking Standards. Regard will also be had to the likelihood of the proposed development attracting customers in HGV's and the implications of this for highway safety and convenience.

4.7 Guideline

Developments should be compatible in appearance with their surroundings and should not prejudice the regeneration of the area.

4.8 Explanation

Considerable efforts are being made to regenerate the Trafford Park area to support and enhance investor confidence. It is vital that nothing is done to undermine this. Developments should fit into or contribute to this regeneration aim. This will normally mean a good standard of appearance for any buildings, and provision of landscaping, screening and of boundary treatment in appropriate cases.

THE TOWN AND COUNTRY PLANNING (USE CLASSES)
ORDER 1987

SCHEDULE (EXTRACT)

Class A2. Financial and professional services

Use for the provision of:-

- a) financial services, or
- b) professional services (other than health or medical services), or
- c) any other services (including use a betting office) which is appropriate to provide in a shopping area

where the services are provided principally to visiting members of the public.

Class A3. Food and Drink

Use for the sale of food or drink for consumption on the premises or of hot food for consumption off the premises.

