



# Trafford Core Strategy: Technical Note on Strategic Locations & Sites Selection

March 2010

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# 1 INTRODUCTION

- 1.1 This Technical Note sets out the Council's revised position on Locations & Sites within its Core Strategy and provides justification for the change in position. Essentially, the number of Strategic Locations has been reduced from 13 to 5, with the remaining Locations being incorporated into existing Core Policies, and no Strategic Site allocations are now proposed within the Core Strategy.

# 2 BACKGROUND

- 2.1 The Spatial Strategy within the Core Strategy: Further Consultation on the Preferred Option (June 2009) included 13 Strategic Locations and 5 Strategic Sites.

- 2.2 The 13 Strategic Locations were:

- SL1 – Pomona Island;
- SL2 – Trafford Wharfside;
- SL3 – Old Trafford;
- SL4 – Lancashire County Cricket Club Area (LCCC);
- SL5 – Trafford Park Core;
- SL6 – Trafford Centre Rectangle;
- SL7 – Stretford Crossroads;
- SL8 – Carrington;
- SL9 – Partington;
- SL10 – Sale West;
- SL11 – Sale Town Centre;
- SL12 – Woodfield Road, Broadheath;
- SL13 – Altrincham Town Centre.

- 2.3 The 5 Strategic Sites were:

- SS1 - Victoria Warehouse;
- SS2 – Trafford Quays;
- SS3 – Stretford Meadows;
- SS4 – Partington Canalside;
- SS5 – Altair, Altrincham.

- 2.4 Within the Preferred Option (June 2009) document, Strategic Locations were defined as being wide areas for change, regeneration or development which would create a framework for the future allocation of land. Strategic Sites were defined as specifically defined sites which would deliver significant development that is central to the achievement of the Core Strategy. The Strategic Sites would be land use allocations within the Core Strategy giving them a high status in decision-making on planning applications.

# 3 CURRENT PLANNING GUIDANCE

- 3.1 Principal guidance on the treatment of strategically significant sites in a Core Strategy is contained within PPS12 (published June 2008). Paragraph 4.6 refers to the situation where Strategic Sites may be allocated within a Core Strategy. The key criterion set out in PPS12 is that, where a site allocation is sought, the site must be '*central to the*

*achievement of the strategy'* although it cautions that the Core Strategy should not *'include site specific detail that can date quickly'*.

- 3.2 It is also clear (paragraph 4.7) that Strategic Sites should be allocated and shown on a Proposals Map. In contrast, the only reference to Locations for strategic development in PPS12 is that they should be indicated on a key diagram (paragraph 4.1(3)).
- 3.3 A further reference to Strategic Sites in paragraph 4.11 indicates that the Core Strategy should include the specific infrastructure requirements of any strategic sites allocated in it. With reference to paragraph 4.9, this is taken to mean that the infrastructure required to support development, costs, sources of funding, timescales for delivery and gaps in funding must be identified. The test should be whether there is a reasonable prospect of provision (paragraph 4.10).
- 3.4 Further guidance on how planning inspectors have considered the issue of Strategic Sites within Core Strategies can be found in the PINS document Examining Development Plan Documents: Learning From Experience (September 2009). The advice is clear that the level of detail required to justify a Strategic Site allocation will in practice depend on when the site is expected to come forward. Paragraph 31 states:
- "For a site anticipated in the early years of the plan there is an expectation that the detailed delivery matters such as availability and infrastructure requirements will have been resolved. Matters that impact on the rest of the plan area (such as the scale and nature of development) will also need to have been resolved. On the other hand those that only impact on the site itself, such as the internal road layout for example, do not need to be detailed."*
- 3.5 The document also states that "...the implication of making a Strategic Site an allocation in a Core Strategy (CS) is that the development will not usually need to be addressed in a subsequent DPD."
- 3.6 More specific and detailed guidance on what constitutes a site and a location is contained in an Inspector's Advice Note given to Wigan Council in October 2009. Here the inspector clarifies that *"...the inclusion of Strategic Sites in CSs (as opposed to the identification of broad locations for future developments) will add to the amount and detail of the work needed to support the CS. The detail is equivalent to a former UDP allocation."*
- 3.7 In his view, "...allocations should normally only be included in a CS where there is a need to create certainty, or to enable an early start on the development, or where there is no programmed Allocations or other DPD to deliver the strategic sites." The Inspector then goes on to list a number of criteria for what should be provided for a general location and what should be provided to support a site allocation: For a location the following needs to be provided:
- A clear objective/aim for what is intended to be achieved in the overall development;
  - An identification of site constraints - both those that are fixed and those that need to be overcome or mitigated;
  - All the different land uses/proposals and their scale that the site is to accommodate (e.g. xx housing, yy employment, community facilities etc);
  - What infrastructure (e.g. transport, education, social and community services) is needed to make that development a viable, attractive, sustainable location;
  - What of the above needs to be provided by when (i.e. inter-related phasing of all elements) and who will fund it and deliver it.

- 3.8 In order for the site to be considered as an *allocation* in the Core Strategy, the following additional information is required:
- The phasing plans to show all infrastructure required for the development over 5 year intervals, including who will fund and deliver it. The key milestones for the development including planning application submission; commencement on site; and consequences if missed to be detailed.
  - The means of delivery through the planning system – either through subsequent SPD(s) or a masterplan.
  - The exact boundary of the proposed site including all the land needed to deliver the development on an OS base.
- 3.9 He concludes by stating that for locations, the amount of detailed infrastructure work required would be less (than for site allocations) and they could be roughly identified on the key diagram. However, there would still have to be sufficient evidence to show in principle that the location was capable of development.

## **4 SUMMARY OF REPRESENTATIONS ON STRATEGIC SITES AND LOCATIONS**

- 4.1 Through consultation on the Core Strategy Preferred Option (June 2009), the Council received a number of relevant comments about the Sites and Locations element. Most of these comments related to specific Sites and Locations although some of them are relevant to the principle of our approach to this element. The most significant representations came from the Government Office for the North West (GONW) who made specific comments on individual Locations and Sites which required a rethink and revision to the approach thus far on Locations & Sites.
- 4.2 One recurring comment questioned whether the change proposed in some Locations was significant enough to justify it being identified especially. For example, it was considered that the strategy proposed for the Trafford Park Core area of continuing to focus employment development here was really just 'business as usual' and didn't constitute significant enough change to justify identifying it as a Location.
- 4.3 Additionally where a proposed Strategic Site already had planning permission (e.g. Altair), the need to identify them especially was questioned considering that they already had planning status.
- 4.4 The recurring theme of the representations has been whether there is sufficient information to justify a site's inclusion and, whether there is sufficient certainty that a site will be delivered as proposed.

## **5 TRAFFORD APPROACH TO STRATEGIC SITES AND LOCATIONS**

- 5.1 On the basis of current planning guidance and the representations received on Sites and Locations after the Preferred Options stage, Trafford has refined the definition of a Strategic Site and a Strategic Location.

5.2 For the purposes of the Trafford Core Strategy, a Strategic Site is defined as being:

- Central to the achievement of the Core Strategy;
- Supported by information of what is being provided, when it will be provided, who will provide it, how it will be delivered and what will happen if elements are not provided. This information must be detailed, agreed by all delivery partners, with specific costs and funding sources identified. A timetable for the delivery of the Site must also be agreed; and
- Programmed for delivery through the Core Strategy.

5.3 For the purposes of the Trafford Core Strategy, a Strategic Location is defined as being:

- An important element in the achievement of the Core Strategy;
- Supported by information of what is being provided, when it will be provided, who will provide it, how it will be delivered. This information has been outlined, with general costs and funding sources identified; and will be agreed in principle by all delivery partners; and
- Programmed for delivery through the Land Allocations Plan DPD.

5.4 The approach has been to assess whether a particular area met the criteria to be considered as a Site. If, for example there was not enough detailed information about the infrastructure required or no clear agreement about who would deliver it, and when, it could not be considered as a Strategic Site and the area was then assessed against the criteria for a Location.

5.5 Those areas previously proposed as either Sites or Locations that did not meet the criteria for either a Site or a Location, were incorporated within relevant Core Policies of the Core Strategy.

5.6 The following sections consider each of the 5 Strategic Sites and 13 Strategic Locations put forward in the Preferred Option and set out the justification for making any changes to their status.

5.7 The commentary for each Site / Location is organised around the 3 criteria listed above, that is;

- Whether the proposal for the area is central to the delivery of the Core Strategy, an important element of it or would be more appropriately dealt with through an existing Core Policy;
- What level of detail exists about the proposal and its required supporting infrastructure and whether there is sufficient certainty about how and when the proposal will be delivered;
- How the proposal for the area can be delivered through the development plan – either in the Core Strategy or through another DPD such as the Land Allocations Plan or through some other means such as an SPD.

5.8 Following an assessment of each area against these criteria, a conclusion as to whether it should be allocated as a Site, identified as a Location or dealt with in an existing Core Policy is reached.



## 6 STRATEGIC SITES

### SS1 Victoria Warehouse

- 6.1 Victoria Warehouse is a long-standing underused building in a very prominent position on the edge of Wharfside, in Trafford Park. The potential for major development on the site has been recognised and supported in principle by the Council over the years although no scheme has come forward which is why the land was identified for allocation in the Core Strategy Preferred Option.
- 6.2 The land has significant potential for development with large scale office, residential and hotel schemes, within tall buildings. However, while the gateway position, its potential role within Mediacity:uk and, the potential amount of development on the land is significant it is not large enough on its own to be considered as central to the strategy. The real importance of the land relates to its position as a gateway to the borough and in supporting the expansion of Mediacity:uk into Trafford, all of which can be achieved within the context of a Wharfside strategic location.
- 6.3 Development on this land had been actively promoted by its owners Howard Holdings who unfortunately went in to administration in summer 2009. Their vision for the development of the land was not brought forward through any planning application so the details of their proposals were never fully developed. This consequently raises major doubts over the deliverability of the proposals for this land in the short-term as there is no proposal and no-one identified to deliver it. For this reason there is insufficient certainty to enable the site to be considered as a site allocation in the Core Strategy.
- 6.4 Whilst Victoria Warehouse cannot be considered as a Site as it is not central to the Core Strategy and has no detailed proposal or means of delivery, it remains a potential gateway site for the Borough and has been identified as an area which could contribute to the delivery of residential development over the Plan period, which will enable the Council to meet its housing land target. It is therefore highlighted within the Trafford Wharfside Strategic Location and, as a result, will be considered for allocation within the Land Allocations Plan.

### SS2 Trafford Quays

- 6.5 Trafford Quays is the largest development site within the Trafford Centre Rectangle and the proposal is for a mixed use development of 1,050 residential units comprising, predominantly, accommodation suitable for families, commercial office (B1) space and, community facilities;.
- 6.6 Trafford Quays is an important opportunity for the Borough, located, as it is, close to the Trafford Centre. It will, however deliver less than 10% of the Borough's housing supply in the plan period on green-field land. As such it is not considered to be, on its own, central to the Core Strategy.,.
- 6.7 Whilst the promoter of the Trafford Quays site, Peel Holdings, has submitted a large amount of information relating to the development of the site, this information does not provide sufficient certainty around when the different elements (including the necessary improvements to infrastructure) will be provided, who will provide them, how they will be delivered and what will happen if elements are not provided. There is also no agreed timetable for the delivery of the development. On this basis, it cannot be considered as a site allocation in the Core Strategy.

- 6.8 In conclusion, Trafford Quays (on its own) cannot be considered as being central to the Core Strategy, and there is not enough detailed information or certainty over delivery to justify its allocation as a Strategic Site. It has, therefore, been highlighted within the Trafford Centre Rectangle Strategic Location reflecting the importance of the Trafford Quays development area in delivering an important element of the Core Strategy, (including the delivery of family and affordable housing, employment opportunities and significant improvements to public transport) and the level of information regarding its delivery.
- 6.9 More details of what is proposed at Trafford Quays and how it can be delivered can be found in the Background Note on the 5 Proposed Strategic Locations, under the Trafford Centre Location section.

### **SS3 Stretford Meadows**

- 6.10 Stretford Meadows is a 50 hectare former landfill site within the Green Belt, and will be promoted as a woodland / meadow recreation area. It will enhance the strategic Green Infrastructure of Greater Manchester by linking the Mersey Valley with Salford and Manchester and will deliver a number of functions including enhancing the image of a prominent economic gateway, addressing deficiencies in open space, opening up connections to other green spaces and, providing climate change mitigation measures.
- 6.11 Whilst Stretford Meadows will be a significant piece of green infrastructure and recreation area it is not considered to be central to the Core Strategy. It will, however, make a significant contribution to meeting a deficiency in open space in the north of the Borough. Therefore, the proposal would be more appropriately incorporated in Core Policy R3 dealing with Green Infrastructure.
- 6.12 In addition, the details of the proposal are limited at this stage and, while the landowners and delivery partners are actively working together, there has been no agreement over how and when the proposal will be delivered. As such it cannot be considered as either a Strategic Site or a Strategic Location and instead should be incorporated into Core Policy R3 on Green Infrastructure and considered within the Land Allocations Plan. This strengthens Policy R3, gives the proposal suitable planning status and provides a proper framework for future allocations through the Land Allocations Plan.

### **SS4 Partington Canalside**

- 6.13 The proposal at Partington Canalside is for the development of a significant substantially vacant/unused 16 hectare green-field site abutting the Manchester Ship Canal; to provide approximately 550 units of new residential accommodation, suitable for families, which is linked to a redeveloped local shopping centre in the centre of Partington and improvements to open space and amenity areas across the town in terms of quality and access.
- 6.14 The proposals at Partington Canalside make a significant contribution towards meeting local housing needs and will act as a catalyst for the wider regeneration of Partington, particularly in terms of its link to a new shopping centre. However, on its own, the site will provide only 5% of the proposed housing numbers for the borough and as such it is clearly not central to the overall Core Strategy.

- 6.15 The outline planning permission on the site, for 550 dwellings (and the associated redevelopment of the shopping centre) that the Council is “minded to approve” remains subject to the signing of a S106 agreement. Therefore, at this point in time, it is not certain when this site will be delivered. Therefore, Partington Canalside does not meet the second criteria for a site in that there is no detail about how and when the proposal will be delivered. In the longer term, however, there is a reasonable prospect of delivery.
- 6.16 The main importance of the proposal is to secure the regeneration of Partington as a whole and as such is best dealt with in Core Policy L3 dealing with Regeneration and, if necessary, as a site allocation in the Land Allocations Plan rather than it being identified as a Strategic Location. This will strengthen the regenerative benefits of Policy L3, clarifying the links between the residential development and the redevelopment of the local centre. It also gives the proposals for Partington Canalside and Partington suitable planning status and provides a proper framework for future allocations through the Land Allocations Plan.

### **SS5 Altair Altrincham**

- 6.17 The main development opportunity within Altrincham Town Centre is Altair which is a high quality, high density multi-storey mixed-use development on a 3 hectare brown-field site immediately to the east of the Altrincham transport interchange. The mixed-use development to comprise:
- Retail, café, bar, and restaurant accommodation (up to 15,000 sqm);
  - Commercial office accommodation (up to 8,500 sqm);
  - Hotel accommodation (up to 7,700 sqm);
  - Ice Rink and other leisure development (up to 11,600 sqm);
  - Residential apartment accommodation (up to 150 units) to provide a mix of sizes and tenures;
  - Hospital and healthcare facility;
  - New areas of public realm. and
  - improvements to pedestrian linkages to the rest of the town centre, in particular a new pedestrian bridge link between the Site and the Interchange.
- 6.18 The Altair proposal is a key scheme for Altrincham Town Centre which is the principal town centre in the Borough therefore it is significant but, in terms of scale, it cannot be considered as being central to it.
- 6.19 The site does already have outline planning permission for the uses proposed and a compulsory purchase order for some of the land is being progressed. This gives the delivery of it some certainty although there is no clear agreed timetable for that delivery. Therefore, on balance, it doesn't meet the second criteria for a site, or indeed that of a Location.
- 6.20 The key benefit of the proposal is that it contributes to the regeneration of Altrincham Town Centre and as such it would be more appropriate to incorporate it within Core Policy W2 for Town Centres and Retail. This helps to strengthen the economic and regenerative benefits of the Policy, gives the proposals for Altair and Altrincham suitable planning status and provides a proper framework for future allocations through the Land Allocations Plan.

## 7 STRATEGIC LOCATIONS

### SL1 Pomona

- 7.1 A new mixed-use commercial district will be created at Pomona to complement the offers of the city centre and Salford Quays / Mediacity:uk. It will be a new destination for business and leisure users combining significant commercial and recreational development for communities in the city centre and Old Trafford areas. As a result of the Sequential Testing of the Strategic Locations and other development areas, undertaken in accordance with PPS25, this Pomona Island is not identified as a preferred location for more vulnerable uses such as residential.
- 7.2 Pomona is one of the largest vacant sites within the Regional Centre and has been derelict and unused for over 20 years. It's prominence and position close to the city centre makes it a prime development opportunity that has the potential to regenerate not only one of the longest standing derelict sites in the Regional Centre but also provide employment and leisure opportunities to deprived communities in Old Trafford and Ordsall in Salford. The site could also act as a physical and commercial link between the city centre and Mediacity:uk at Trafford Wharfside. For all these reasons it is considered that the development of Pomona is central to the Core Strategy.
- 7.3 Part of the area already has the benefit of planning consent for residential units (546 units). However, the plans for the development of the whole site are in doubt due partly to poor market conditions and partly to current concerns over flood risk. There are no agreed details of what will be provided on the site and no clear strategy or masterplan for the delivery of the proposals. Therefore, Pomona Island does not meet the second criteria to be defined as a Strategic Site.
- 7.4 However, due to its strategic position in the Regional Centre and the need to develop this long term derelict site, Pomona should be retained as a Strategic Location in the Core Strategy. Whilst there are doubts over delivery at the present time, under normal market conditions the development of the site is a realistic prospect. Ultimately, Pomona is too large, too in need of development, and too well located not to be included as a Strategic Location in the Core Strategy. Therefore while the site cannot be allocated in the Core Strategy, the detailed proposals and delivery of Pomona can be brought forward through the Land Allocations DPD.
- 7.5 More details of what is proposed at Pomona and how it can be delivered can be found in the Background Note on the 5 Proposed Strategic Locations.

### SL2 Wharfside

- 7.6 The area has great potential as part of Mediacity:uk for new economic and residential development and also contains Manchester United Football Club which is a sporting and visitor destination of local, regional, national and international significance. The Council will identify and promote land for development within this Location to create a major mixed-use area with a focus on opportunities for new economic (particularly digital and media industries), leisure (hotels and visitor attractions) and residential development.
- 7.7 Specifically, redevelopment will provide:

- In the Mediacity:uk area: high quality mixed-use development for employment activity (up to 15 hectares of mainly B1 office and light industrial uses), leisure (including hotels) residential development (up to 900 units) and an appropriate scale of supporting retail and community uses;
- A high quality, high density, multi-storey mixed-use redevelopment of Victoria Warehouses which is a prominent long-standing, under-used, 1.4 hectare site located at the Trafford Wharfside eastern gateway. The mixed-use redevelopment to comprise: residential apartments; commercial office accommodation; hotel accommodation; and ancillary leisure and retail accommodation;
- In the Manchester United stadium area: development that supports the existing football stadium and associated hospitality, conference, retail and visitor facilities.

- 7.8 Wharfside is a key strategic part of Trafford lying as it does within the Regional Centre on the south bank of the Manchester Ship Canal, opposite Salford Quays. It is a diverse area where old and new industrial buildings sit close to major visitor attractions such as Manchester United Football Club, the Imperial War Museum North and The Quays. The area is also in close proximity to the nearly complete BBC complex in Salford which is the centrepiece of the Mediacity:uk concept. With existing and new pedestrian bridge crossings the area has the potential to expand on and benefit from the economic growth associated with Mediacity:uk. The area also has significant potential to provide development linked to the main visitor attractions and enhance the visitor experience to the area. Whilst many of the existing sites are in active use, the density of development is low and there are significant opportunities to address dereliction and under-use of sites within the area. For all these reasons, but primarily for its economic and tourism potential to enhance the Regional Centre, it is considered that the development of Wharfside is central to the Core Strategy.
- 7.9 Trafford Wharfside is a large area with scores of different sites, facilities and landowners. This makes the area complex and the competing interests make the production of a clear, detailed strategy for delivery difficult. Although a masterplan for the area is in production, this has just reached the stage of developing an initial vision and no clear timetable for delivery has been agreed. There are no agreed details of what will be provided in the area and no clear strategy or masterplan for the delivery of the proposals. Therefore, Wharfside does not meet the second criteria to be defined as a Strategic Site.
- 7.10 However, due to its strategic position in the Regional Centre and the need to expand the benefits of Mediacity:uk and maximise the visitor potential of MUFC and The Quays, Trafford Wharfside is retained as a Strategic Location in the Core Strategy. Whilst there are some doubts over delivery at the present time, under normal market conditions the development of the area is a realistic prospect. Therefore, while the area cannot be allocated in the Core Strategy, the detailed proposals and delivery of Trafford Wharfside can be brought forward through the Land Allocations DPD.
- 7.11 More details of what is proposed at Trafford Wharfside and how it could be delivered can be found in the Background Note on the 5 Proposed Strategic Locations.

### **SL3 Old Trafford**

- 7.12 Old Trafford is in an area of relative deprivation as identified in the Index of Multiple Deprivation (IMD), and as such the Council has been committed to regeneration within this area for some time. In the eastern section of the Old Trafford Regeneration Area,

housing led redevelopment will be promoted which will improve the quality and diversity of the housing stock, improve access to the Regional Centre and Trafford Park and provide further commercial, cultural and community facilities. Specifically development will provide approximately 1,000 (net) new residential units; small scale office development; and small scale retail facilities to meet local needs. This proposal provides an opportunity to develop a mix of type and tenure of residential development to meet the evolving needs of the local community. Additionally it, together with Core Policy L4, seeks to improve connectivity using sustainable modes of transport (within and out of the area) to ensure good access to a range of employment opportunities and services.

- 7.13 The proposals for Old Trafford are significant in terms of the numbers of residential units involved and for the regeneration of one of the Borough's Priority Regeneration Areas. Development in this area will support the regeneration of the City Region Inner Area through the creation of a new sustainable mixed-use neighbourhood. However, it would not be large enough in scale to be considered as central to the strategy although it remains an important element of it.
- 7.14 A masterplan for Old Trafford has been produced and approved by the Council. This sets out how the area could be redeveloped for housing and other uses in order to improve the housing stock and realise new opportunities. The masterplan is reasonably robust and detailed in its strategy for delivering this change and it is clear that, in the long term there is a reasonable prospect of delivery. Therefore, delivery is not detailed and agreed to such a degree that Old Trafford can be considered as a Strategic Site or a Strategic Location.
- 7.15 However, the main importance of the proposal is to secure the regeneration of Old Trafford as a whole and as such would be more appropriately incorporated within Core Policy L3 dealing with the Regeneration of deprived neighbourhoods within Trafford and through the Land Allocations Plan rather than it being identified as a Strategic Location. This would help to strengthen the regenerative benefits of the Policy, give the proposals for Old Trafford suitable planning status and provide a proper framework for future allocations through the Land Allocations Plan.

#### **SL4 Lancashire County Cricket Club Area**

- 7.16 The Lancashire County Cricket Club (LCCC) and surrounding area is one of the most visited places in the Borough. It contains a major international sporting attraction in the Cricket Club, is adjacent to Manchester United Football Club and also contains a number of important community facilities such as Trafford Town Hall, Trafford College and the Stretford Leisure Centre. However, the area is fragmented by a number of large footprint single uses and a significant opportunity exists to improve the visitor experience for its sporting attractions and to create a new residential neighbourhood.
- 7.17 Specifically, development in this area will deliver:
  - a redeveloped LCCC sports stadium with ancillary sports and leisure facilities;
  - 900 residential units comprising predominantly accommodation suitable for families;
  - A redeveloped and renovated Trafford Town Hall providing new accommodation for Trafford Council's Civic and Administrative functions;
  - improvements to education, community and commercial facilities; and
  - Improvements to the local highway network and better linkages with public transport infrastructure.

- 7.18 Development in this area will support the regeneration of the City Region Inner Area through the creation of a new sustainable mixed-use neighbourhood. It will also secure the regeneration of one of the Borough's main visitor and sporting attractions (the Cricket Club) and the reuse of the Borough's principal administrative building, both of which have significant cultural, civic and historic value. This, alongside other redevelopment opportunities, means that the area should be regarded as being an important element of the Core Strategy. Due to its relatively limited scale, however, it cannot be considered as being central to the strategy.
- 7.19 The Council is in the process of undertaking a masterplan for the area. This work will provide more detail about the key opportunities within the area alongside further evidence for the delivery of this Proposal. So, at present, there are no clear details of what will be delivered and how nor an agreed timetable for delivery. Therefore, the area cannot be considered as a Strategic Site. However, there is a reasonable prospect of development coming forward in the area and so it could be considered as a Strategic Location in terms of the criteria outlined above.
- 7.20 As the area is an important element of the Core Strategy and there is a reasonable prospect of delivering the proposed development, it should be identified as a Strategic Location in the Core Strategy. Once the masterplan has been completed and approved, the detailed proposals and delivery of the LCCC Quarter can be brought forward through the Land Allocations DPD.
- 7.21 More details of what is proposed in the LCCC area and how it could be delivered can be found in the Background Note on the 5 Proposed Strategic Locations within the Lancashire County Cricket Club Quarter section.

#### **SL5 Trafford Park Core**

- 7.22 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, where appropriate, supporting commercial office accommodation.
- 7.23 Given the scale of the area and its role in providing accommodation for large-scale industrial and warehouse development, Trafford Park Core is central to the Core Strategy and satisfies the first criteria to be considered as a Strategic Site.
- 7.24 The Trafford Park Core area is a very large area with many different sites, facilities and landowners. Although a masterplan for the area is in production, this has just reached the stage of developing an initial vision and does not provide sufficient certainty around when the different elements (including the necessary improvements to infrastructure) will be provided, who will provide them, how they will be delivered and what will happen if elements are not provided. There is also no agreed timetable for the delivery of the development. As such the proposal does not meet the second criteria for a Strategic Site or a Strategic Location as there is insufficient certainty at this point in time over how it will be delivered.
- 7.25 However the importance of Trafford Park Core to the Core Strategy is beyond doubt and the proposals need to be incorporated into the Core Strategy in a meaningful way. The proposals for Trafford Park Core are therefore incorporated into Policy W1 dealing with Economic Development. This strengthens the economic benefits of the Policy,

gives the proposals for Trafford Park Core suitable planning status and provides a proper framework for future allocations through the Land Allocations Plan.

### **SL6 Trafford Centre Rectangle**

- 7.26 The Trafford Centre Rectangle is a key strategic part of Trafford, forming the western part of Trafford Park. Whilst some parts of the area, such as the Trafford Centre itself, are not expected to change over the life time of this Plan, there are a number of sites within the location that offer significant opportunities to contribute to both local and sub-regional priorities over the Plan Period and beyond. Trafford Centre Rectangle has been identified as a priority for a mix of uses including substantial new residential development largely at Trafford Quays with some further commercial office, hotel and leisure accommodation.
- 7.27 Specifically over the Plan period, development in this Location will deliver:
- 1,050 residential units comprising, predominantly, accommodation suitable for families, on the land known as “Trafford Quays”, commercial office (B1) space and, community facilities;
  - Up to 10 hectares of land for employment activity providing high quality commercial (B1) development, and including a landmark building, not exceeding 30,000 sq m at the Former Kratos site;
  - New community facilities to support those people using the development;
  - A high quality (4\* minimum) hotel and conference facility, in the region of 200 bed spaces located close to Junction 9 of the M60;
  - A new museum facility on land at the corner of Barton Dock Road and Phoenix Way.
- 7.28 Although it is outside both the Regional Centre and Inner Areas, the area has a significant role at the sub-regional level. Proposed developments within the area will be important in delivering the targets for regeneration and delivering the level of growth proposed in the Core Strategy. However, it is not considered to be central to the Core Strategy, because it does not propose development at a large enough scale. It is, however, an important element of the Core Strategy.
- 7.29 Some of the proposed development in the area already benefits from planning permission (the landmark office development, hotel and museum), the mixed residential proposals at Trafford are supported by a large amount of information supplied by the owners Peel Holdings (see Trafford Quays Delivery Strategy, submitted by way of the Core Strategy Preferred Options consultation, June 2009) and some parts of the area are likely to come forward later in the plan period (e.g. Containerbase). Whilst the supporting information is extensive, there are still a number of issues for the sites that are unresolved and there is no agreed timetable for the delivery of Trafford Quays or the planning permissions. Therefore, there is not sufficient detail and certainty in terms of delivery to allocate the Rectangle as a Strategic Site. The proposals for the area have, however, been supported by general information of what is being provided, when it will be provided and who will provide it, and how it will be delivered. It is therefore possible to conclude that the area could be considered as a Strategic Location in terms of the second criterion in paragraph 5.2 above.
- 7.30 Therefore, as the Trafford Centre Rectangle is an important element of the Core Strategy and there is a reasonable prospect of delivering the proposed development, it should be identified as a Strategic Location in the Core Strategy. Therefore, while the



area cannot be allocated in the Core Strategy, the detailed proposals and delivery of the area can be brought forward through the Land Allocations DPD.

- 7.31 More details of what is proposed in the Trafford Centre Rectangle and how it could be delivered can be found in the Background Note on the 5 Proposed Strategic Locations.

### **SL7 Stretford Crossroads**

- 7.32 For Stretford, as one of the Borough's four town centres, there is a focus on the consolidation and improvement of the convenience and comparison retail offer, with the potential to strengthen and enhance the retail offer where suitable, as well as diversification to other uses such as offices, services, leisure, cultural and residential, as appropriate.
- 7.33 As Stretford is not the main town centre in the Borough, its development and regeneration, whilst important, is not central to the Core Strategy. At present, there are no details of how proposals in the town centre will be delivered other than in a general sense through private sector investment and no agreed timetable for delivery. There is no agreed masterplan or regeneration framework for the town, nor is one in production. Therefore, on this basis, the town centre cannot be considered as a Strategic Site or a Strategic Location.
- 7.34 Therefore, the proposals for Stretford have been incorporated in Policy W2 dealing with Town Centres and Retail. This strengthens the regenerative benefits of the Policy, gives the proposals for Stretford suitable planning status and provides a proper framework for future allocations through the Land Allocations Plan.

### **SL8 Carrington**

- 7.35 Carrington is a major brown-field opportunity area within the south of the Borough. The proposal moves away from continuing to primarily focus employment in the area, to introducing a large-scale mixed use development. Therefore, the land use of a large area of Carrington will be changing during the life time of this Plan to encompass a large-scale mixed-use scheme, based around the existing residential and business community. A major mixed-use development will be delivered here, providing a much larger residential community, together with employment, educational, health and recreational facilities. This will be supported by substantial improvements to both public transport and road infrastructure.
- 7.36 Specifically development in this area during the Plan period will deliver:
- 1,560 residential units comprising, predominantly, accommodation suitable for families;
  - Up to 75 hectares of land for employment activities;
  - Contributions towards a scheme to mitigate the impact of traffic generated by the development on the Strategic, Primary and Local Road Networks;
  - Significant improvements to public transport infrastructure;
  - Community facilities including convenience retail, school provision, health and recreational facilities of a scale appropriate to the needs of the new community; and

- High quality green infrastructure within the new community and that connects with the surrounding open countryside and protects and enhances the existing sites of environmental importance.

- 7.37 Although Carrington is not part of the Regional Centre or Inner Area and is on the fringe of the urban area, it is strategically significant in that it is a major brown-field land opportunity, will deliver a substantial amount of housing development to meet housing needs and will reduce the isolation of communities in both Carrington and Partington. It should therefore be considered as a central element of the Core Strategy,
- 7.38 The mixed employment / residential proposals at Carrington are supported by a large amount of information supplied by the owners Shell (see the Carrington Delivery Statement prepared on behalf of Shell in November 2009). Whilst the supporting information is extensive, there are still a significant number of issues for the area that are unresolved and there is not sufficient certainty around when the different elements (including the necessary improvements to infrastructure) will be provided, who will provide them, how they will be delivered and what will happen if elements are not provided. There is also no agreed timetable for the delivery of the development. Therefore, there is not sufficient detail and certainty in delivery to allocate the Carrington as a Strategic Site. However, proposals for the area have been supported by general information of what is being provided, when it will be provided and who will provide it, and how it will be delivered. It is therefore possible to conclude that the area is a Strategic Location in terms of the second criterion in paragraph 5.2 above.
- 7.39 Therefore, although Carrington is a central element of the Core Strategy and there is a reasonable prospect of delivering the proposed development, it should be identified as a Strategic Location in the Core Strategy. While the area cannot be allocated in the Core Strategy, the detailed proposals and delivery of Carrington can be brought forward through the Land Allocations DPD.
- 7.40 More details of what is proposed in the Carrington area and how it could be delivered can be found in the Background Note on the 5 Proposed Strategic Locations.

### **SL9 Partington**

- 7.41 Within Partington, development and redevelopment will be supported which will provide substantial (up to 850 units) new residential accommodation suitable for families, including the development of a significant substantially vacant/unused 16 hectare green-field site abutting the Manchester Ship Canal; a redeveloped local shopping centre and; improvements to open space and amenity areas in terms of quality and access.
- 7.42 The proposals for Partington are locally significant in terms of the numbers of residential units involved and for the regeneration of one of the Borough's Priority Regeneration Areas, however it would not be large enough in scale to be considered as central to the strategy although it remains an important element of it.
- 7.43 The bulk of the housing numbers proposed for Partington would be delivered by the Partington Canalside scheme. As discussed above, it is unlikely that this scheme will come forward in the short term and therefore the delivery of the bulk of the regeneration for Partington is unclear and has no agreed timetable. Therefore, Partington does not meet the second criteria for a Strategic Site in that there is no detail about how and when the proposal will be delivered. In the long term, however, there is a reasonable prospect of delivery.

- 7.44 The main importance of the proposals is to secure the regeneration of Partington as a whole and as such would be more appropriately dealt with through Core Policy L3 dealing with regeneration and inequalities in Trafford and as site allocation(s) in the Land Allocations Plan rather than it being identified as a Strategic Location. This helps to strengthen the regenerative benefits of the Policy by linking the development to the redevelopment of the local centre. It also gives the proposals for Partington Canalside and Partington suitable planning status and provides a proper framework for future allocations through the Land Allocations Plan.

#### **SL10 Sale West**

- 7.45 Within Sale West, development and redevelopment will be supported in order to regenerate this former Council estate. Development should focus on improvements to the residential mix and quality, the neighbourhood centre, the public realm and access to employment opportunities. The Council will seek the net addition of 100 residential units during the plan period.
- 7.46 Although this proposal is important for the regeneration of the Sale West Estate, in terms of its importance to the borough as a whole and the limited scale of housing numbers proposed, it is neither central to the strategy nor a particularly important element of it. In addition, although there is an active delivery partner in the area (Irwell Valley Housing Association) there is no clear strategy or timetable for delivery. As such, the proposal cannot be considered as either a Strategic Site or a Strategic Location in the Core Strategy.
- 7.47 However the principle of regenerating the Sale West estate is important and therefore, the proposals should be retained in the Core Strategy and are dealt with in Core Policy L3 dealing with the regeneration of deprived neighbourhoods within Trafford. This strengthens the regenerative benefits of the Policy, gives the proposals for the area suitable planning status and provides a proper framework for future allocations through the Land Allocations Plan.

#### **SL11 Sale Town Centre**

- 7.48 For Sale, as one of the Borough's four town centres, there will be a focus on the consolidation and improvement of the convenience and comparison retail offer, with the potential to strengthen and enhance the retail offer where suitable, as well as diversification to other uses such as offices, services, leisure, cultural and residential, as appropriate.
- 7.49 As Sale is not the main town centre in the Borough, its development and regeneration, whilst important, is not central to the Core Strategy. At present, there are no details of how proposals in the town centre will be delivered other than in a general sense through private sector investment and no agreed timetable for delivery. There is no agreed masterplan or regeneration framework for the town, nor is one in production. Therefore, on this basis, the town centre cannot be considered as a Strategic Site or a Strategic Location.
- 7.50 The proposals for Sale have been incorporated into Policy W2 dealing with Town Centres and Retail. This strengthens the economic and regenerative benefits of the Policy, gives the proposals for Sale suitable planning status and provides a proper framework for future allocations through the Land Allocations Plan.

### **SL12 Woodfield Road, Broadheath**

- 7.51 Proposals for Woodfield Road in Broadheath centre around the potential for housing and mixed-use redevelopment of existing redundant industrial buildings in the area. The area could make a positive contribution in terms of more housing and, particularly the provision of family and/or affordable housing in the Altrincham area. However, the scale of the proposals are limited and therefore are not central to the strategy and only important within the wider Altrincham area.
- 7.52 In addition, the proposals do not meet the second criteria for a Strategic Site or Location as there are no clear details of how development here will be delivered or any timescale for development. There are also some infrastructure issues such as highway access which need to be resolved. Therefore the area cannot be considered as either a Site or a Location in the Core Strategy.
- 7.53 The area's potential for housing is important, however, and therefore the potential numbers have been incorporated into Table L1 in Core Policy L1 in terms of its contribution to provision in the South City Region. In this way, the potential of the site is retained in the Core Strategy although the detailed delivery of the site will be considered in the Land Allocations Plan.

### **SL13 Altrincham Town Centre**

- 7.54 Altrincham, as the main town centre in the Borough, will be the principal focus for high quality comparison retail supported by a range of retail, service, leisure, tourism, office and other town centre-type uses, including residential. As such, the proposals for the centre are central to the Core Strategy as they would secure the regeneration of the principal town in the Borough.
- 7.55 Aside from Altair (see above), however, there are no details of how proposals in the town centre will be delivered other than in a general sense through private sector investment and no agreed timetable for delivery. There is no agreed masterplan or regeneration framework for the town, nor is one in production. Therefore, on this basis, the town centre cannot be considered as a Strategic Site or a Strategic Location.
- 7.56 The proposals for Altrincham have been incorporated into Policy W2 dealing with Town Centres and Retail. This strengthens the economic and regenerative benefits of the Policy, gives the proposals for Altrincham suitable planning status and provides a proper framework for future allocations through the Land Allocations Plan.

## 8 PROPOSED REVISIONS TO LOCATIONS & SITES

- 8.1 As a result of the assessments set out above, we are proposing to significantly revise the Locations & Sites in the Core Strategy in the following ways. A summary table is provided in Annex A.

### Strategic Sites

- 8.2 The 5 Strategic Sites from the Core Strategy Preferred Option have been removed as none met the Strategic Site criteria set out above. We are not now proposing any site allocations in the Core Strategy. However:

- The Trafford Quays Strategic Site has been included within the Trafford Centre Rectangle Strategic Location reflecting its importance in delivering housing in this Location;
- The Stretford Meadows Strategic Site has been incorporated in Policy R3 reflecting its importance in providing a key piece of Green Infrastructure;
- The Partington Canalside Strategic Site has been incorporated in Policy L3 reflecting its importance in delivering housing in the Partington regeneration area;
- The Altair Strategic Site has been incorporated in Policy W2, reflecting its importance in regenerating Altrincham Town Centre; and
- Victoria Warehouse Strategic Site has been incorporated in the Wharfside Strategic Location reflecting its importance in delivering housing and employment opportunities in this Location.

### Strategic Locations

- 8.3 The number of Strategic Locations has been reduced from 13 to 5.

- 8.4 The 5 proposed Strategic Locations are:

- Pomona Island;
- Trafford Wharfside;
- Lancashire County Cricket Club Quarter;
- Trafford Centre Rectangle;
- Carrington.

- 8.5 The remaining 8 Strategic Locations from the Preferred Option (June 2009) document have been incorporated in Core Policies in the following ways:

- Old Trafford, Partington & Sale West Locations are in Policy L3;
- Trafford Park Core Location is in Policy W1
- Altrincham, Sale & Stretford Locations is in Policy W2; and
- Woodfield Road Location is covered within provisions of Policy L1, specifically the South City Region area.

- 8.6 These areas remain important to the Core Strategy in delivering housing and employment and/or safeguarding town centres. The site specific implications of these areas will be detailed and identified in the Land Allocations Plan DPD.

- 8.7 It should be clear that every one of the 13 Locations and 5 Sites identified at the Preferred Options stage has been retained in the current version of the Core Strategy, just in different forms.

- 8.8 The approach outlined above results in a Core Strategy that is clear in its strategic purpose, provides the appropriate level of guidance and certainty in order to deliver its Vision and Objectives.

## ANNEX A – SUMMARY OF PROPOSED CHANGES TO STRATEGIC LOCATIONS AND SITES

Location / Site	Position in Preferred Option (June 2009)	Position in Revised Core Strategy (February 2010)
SL1 Pomona	Strategic Location	Strategic Location SL1
SL2 Wharfside	Strategic Location	Strategic Location SL2
SL3 Old Trafford	Strategic Location	Within Core Policy L3
SL4 Lancashire County Cricket Club Quarter	Strategic Location	Strategic Location SL3
SL5 Trafford Park Core	Strategic Location	Within Core Policy W1
SL6 Trafford Centre Rectangle	Strategic Location	Strategic Location SL4
SL7 Stretford Crossroads	Strategic Location	Within Core Policy W2
SL8 Carrington	Strategic Location	Strategic Location SL5
SL9 Partington	Strategic Location	Within Core Policy L3
SL10 Sale West	Strategic Location	Within Core Policy L3
SL11 Sale Town Centre	Strategic Location	Within Core Policy W2
SL12 Woodfield Road, Broadheath	Strategic Location	Within Core Policy L1
SL13 Altrincham Town Centre.	Strategic Location	Within Core Policy W2
SS1 Victoria Warehouse	Strategic Site	Within Wharfside Strategic Location SL2
SS2 Trafford Quays	Strategic Site	Within Trafford Centre Rectangle Strategic Location SL4
SS3 Stretford Meadows;	Strategic Site	Within Core Policy R3
SS4 Partington Canalside	Strategic Site	Within Core Policy L3
SS5 Altair, Altrincham.	Strategic Site	Within Core Policy W2

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