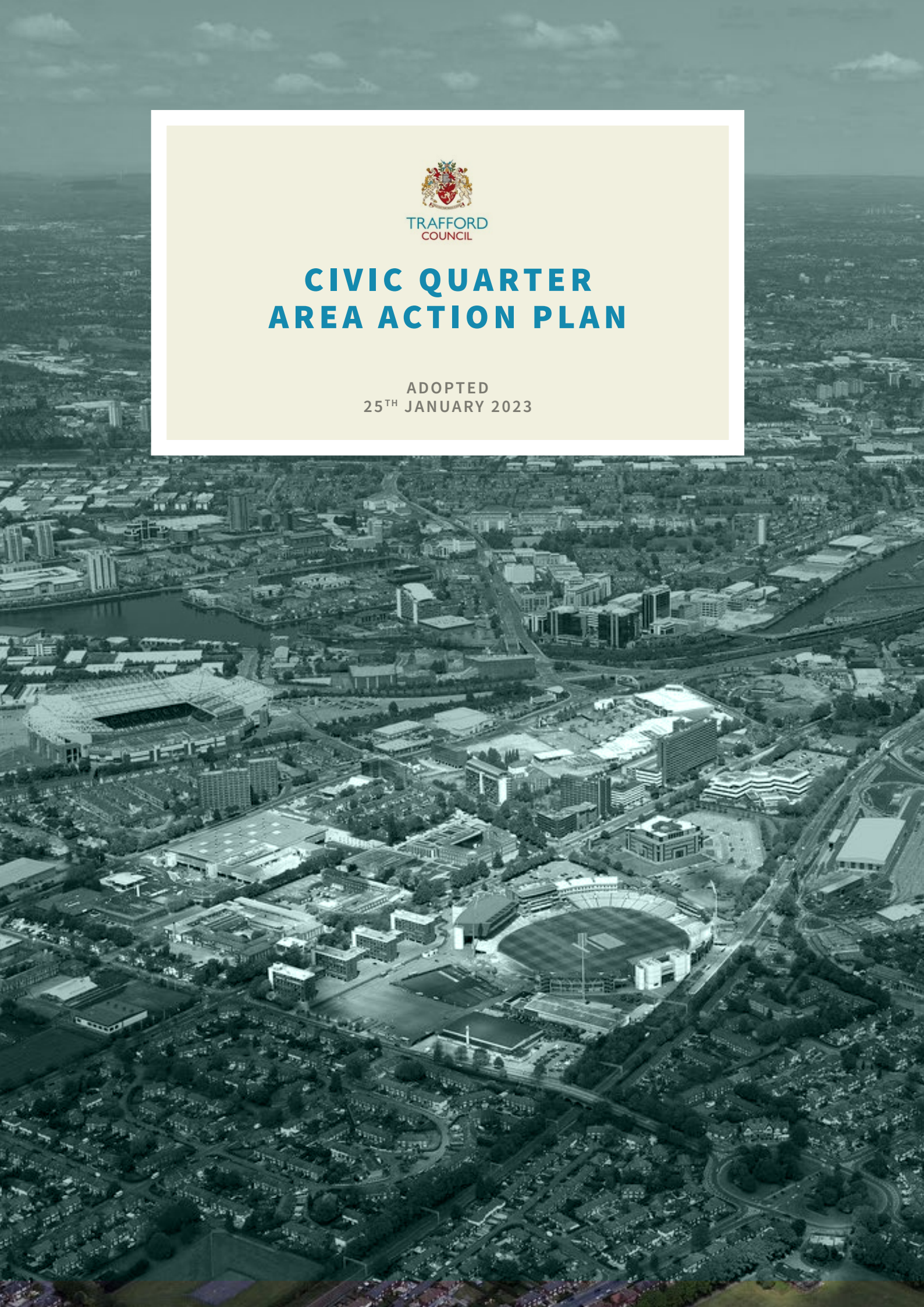




TRAFFORD
COUNCIL

CIVIC QUARTER AREA ACTION PLAN

ADOPTED
25TH JANUARY 2023



Foreword

Trafford Council plays an important strategic role in developing and shaping the future of our communities. In doing so, engagement with those communities, and with our partners, businesses and other stakeholders, is critical in bringing forward a vision for Trafford which is shared by all.

The Council has bold ambitions for Old Trafford and Stretford and is proud to present the Civic Quarter Area Action Plan (CQAAP). This document is a vision, masterplan and strategy for the comprehensive regeneration and future development of the Civic Quarter, with a presumption in favour of sustainable development at its heart. It is a statutory development plan document, which provides the starting point for determining planning applications within the Civic Quarter. It will enable the Council to deliver the change the area needs in order that it can establish itself as a new sustainable, diverse and vibrant mixed use neighbourhood, that builds on the area's existing business and residential neighbourhoods, its important civic role, celebrates its hidden heritage, and makes the most of its connectivity and the opportunities that this can bring.

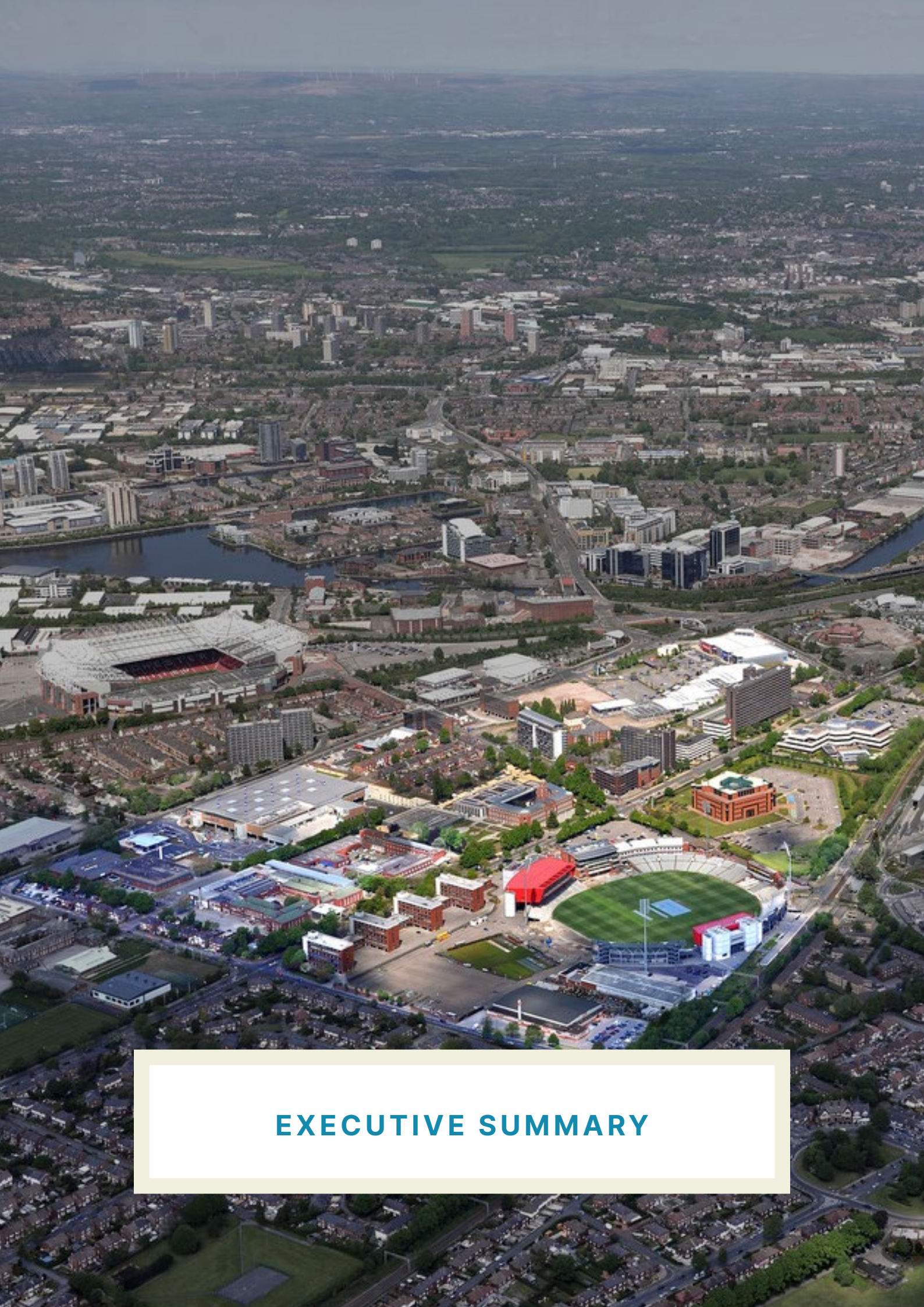
The Civic Quarter will have a new distinctive identity and will be a destination and a place to live, work and play. The Council's commitments to sustainability and the provision of high quality design and environmental standards will be at the heart of the delivery of development in the Civic Quarter.

The policies in the CQAAP reflect these commitments and will be a blueprint for future place-making.

The Council is also a significant landholder in the area and will be working with its partners and developers to ensure that the best use is made of both publicly and privately owned land.

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EXECUTIVE SUMMARY



Executive Summary

The development of the Civic Quarter area has been a long-standing regeneration priority for Trafford Council. Its strategic location provides an opportunity that can act as a catalyst for the regeneration and renewal of not only the Civic Quarter but also the wider north Trafford area. This would build on the area's existing unique opportunities, including the two world renowned sporting institutions of Manchester United Football Club (MUFC) and Lancashire Cricket Club (LCC), Trafford Town Hall and the new UA92.

The Civic Quarter Area Action Plan (CQAAP) intends to provide clarity and increased certainty about how the opportunities can be realised. It establishes a vision, masterplan and strategy for how the area could be revitalised over the next 15 plus years to create Trafford's newest, greenest and most vibrant neighbourhood for local residents, businesses and visitors alike.

The area benefits from a range of unique opportunities which make it attractive and suitable for long-term redevelopment. This includes its strategic location in the north of the Borough, with great accessibility to Manchester city centre, Manchester Airport, Salford Quays and the residential suburbs of Gorse Hill, Old Trafford, and Stretford.

The Council is committed to the revitalisation of this area and will work closely with a range of different partners, including landowners and developers, infrastructure providers and Transport for Greater Manchester, to ensure that existing challenges are overcome and that the ambitions set out in this document are met.

The CQAAP sets out several policies which will ensure that future developments contribute towards and deliver the overall vision and strategic objectives of the CQAPP. These policies comprise:

**Policy CQ1:
Civic Quarter Regeneration**

**Policy CQ2:
Housing**

**Policy CQ3:
Mixed Use Communities**

**Policy CQ4:
Sustainability and
Climate Change**

**Policy CQ5:
Conservation and Heritage**

**Policy CQ6:
High Quality Design
(including Policy CQ6.1:
Tall Buildings)**

**Policy CQ7:
Public Realm Principles**

**Policy CQ8:
Wellbeing Route
Talbot Road**

**Policy CQ9:
Processional Route**

**Policy CQ10:
Movement, Permeability
and Parking**

**Policy CQ11:
Infrastructure and Obligations**

The promotion of
**sustainable forms
of transport and
the utilisation
of renewable
energy sources**

will have significant environmental benefits and will assist in reaching the Council's carbon neutral aspirations.

The transformation of circa
**20 ha of brownfield
land alongside the
delivery of associated
green space**

will enhance the physical appearance of the area and result in environmental benefits.





The potential creation of up to
50,000 m²
of new office
and commercial
floor space



The creation of the
**Processional and
Wellbeing Routes**

and enhancement to permeability and
open space connectivity will promote
health and well-being in the area.



Delivery of up to
4,000
new high-quality homes

which will diversify the existing choice of
homes with an emphasis on family homes.



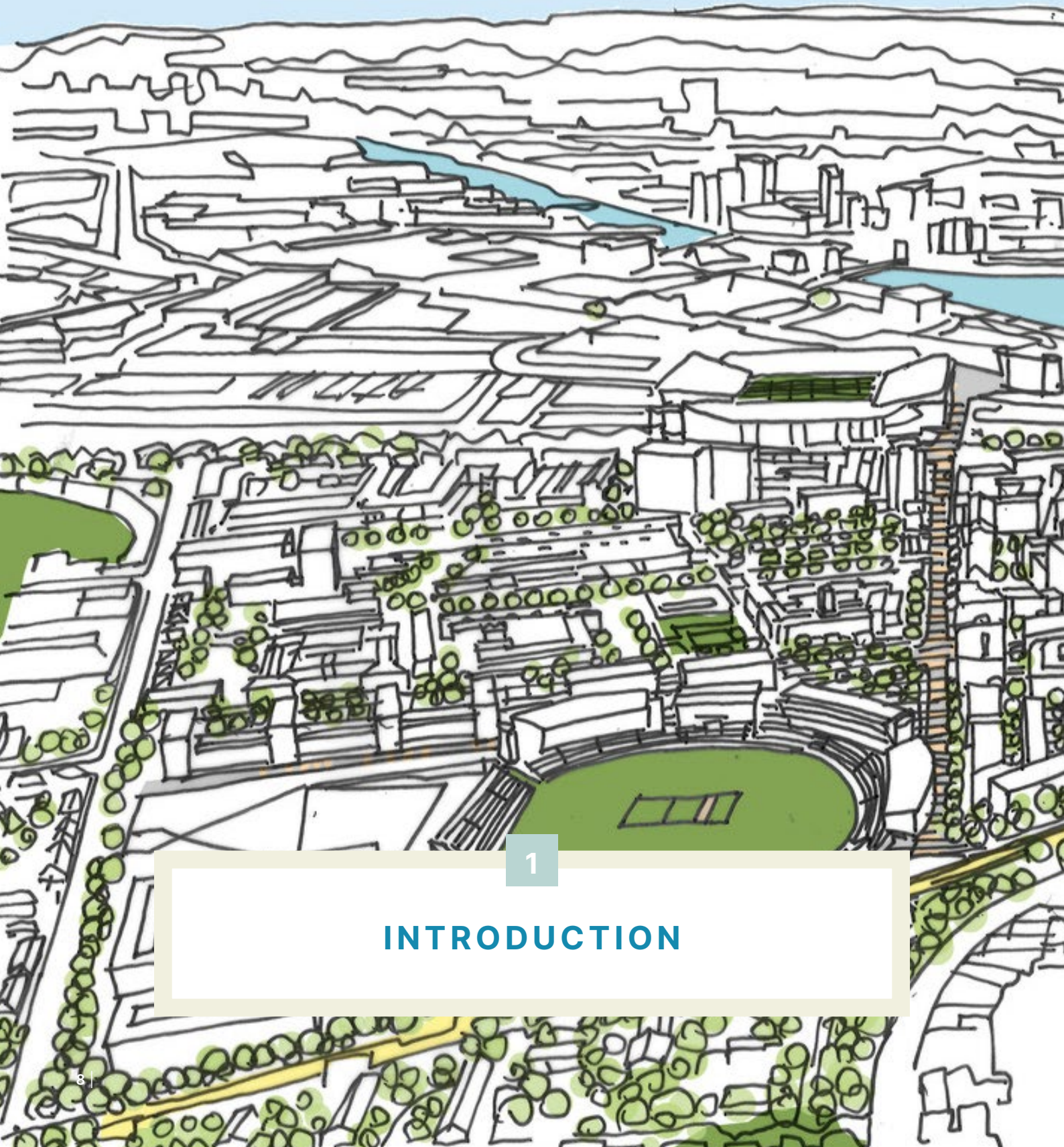
Further opportunities for
job creation

will also be generated within
the local economy and supply
chain as a result of construction
activities and increased household
expenditure.



Area Vision

The creation of a new, inclusive, diverse, resilient and vibrant mixed-use neighbourhood that builds on and maximises the existing opportunities in the area. It will have its own distinctive identity, allowing for the enhancement of heritage assets, providing a unique and attractive destination for the wider community, residents, businesses and visitors alike. High quality design, including sustainable design features, provision of green infrastructure and promotion of sustainable modes of transport will be at the heart of the area's transformation. New opportunities for work, leisure and play will be created in a high-quality and accessible setting, improving health and wellbeing and creating a sense of pride in the local area.



1

INTRODUCTION

1.1 The Civic Quarter Area Action Plan

1.1.1 With circa 500,000 visitors to LCC and a further circa 2.5 million visitors per year to MUFC, Trafford's Civic Quarter is the most visited place in the Borough and is internationally renowned. It also contains a number of important community facilities such as Trafford Town Hall, Trafford College, Stretford Police Station, the new UA92 and Stretford Leisure Centre.

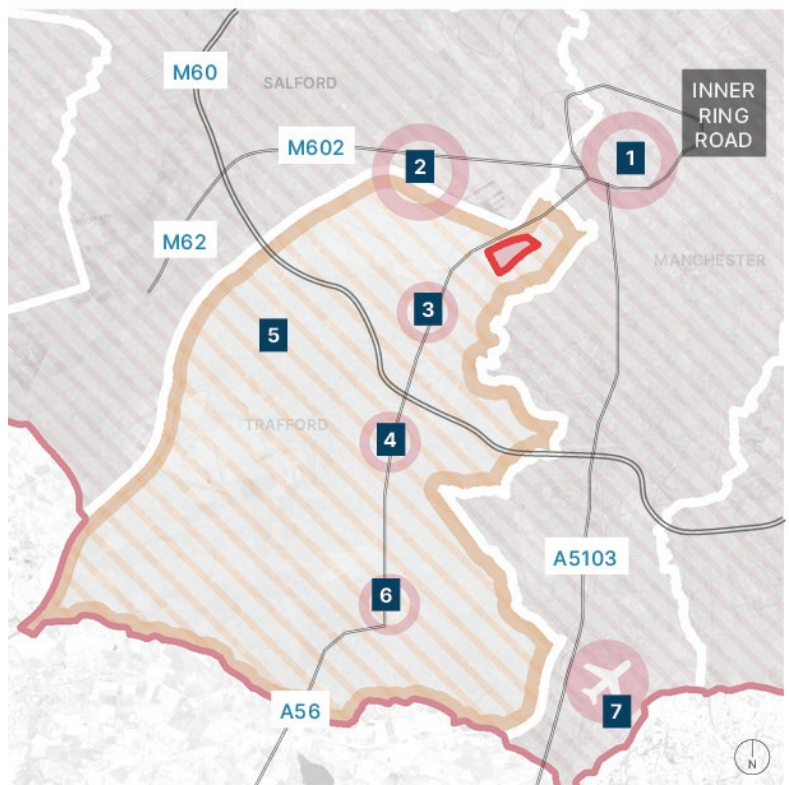
1.1.2 However, the area is fragmented by a number of large footprint single uses. A significant opportunity exists to create a vibrant neighbourhood for local residents, businesses and visitors. The preparation of the CQAAP responds to existing development pressure and increased developer interest in the area over the last few years, which has resulted in a number of major planning applications coming forward.

1.1.3 Development in this area will support regeneration through the creation of a new mixed-use neighbourhood in a highly accessible location creating an inclusive, safe and sustainable community for the people of Stretford/Old Trafford. This will be achieved through the active reuse of vacant brownfield sites and underused land and the improvement of existing facilities and services.

1.1.4 The Council's objective is to create a significantly improved local environment with new leisure facilities for the community, to assist in the creation of additional jobs, and to provide new high-quality homes for all, including affordable homes, that will sit within attractive, high quality public realm. The regeneration potential of the Civic Quarter is significant, and the aspirations of this document will result in social, environmental and economic benefits for the local community and the Borough as a whole.

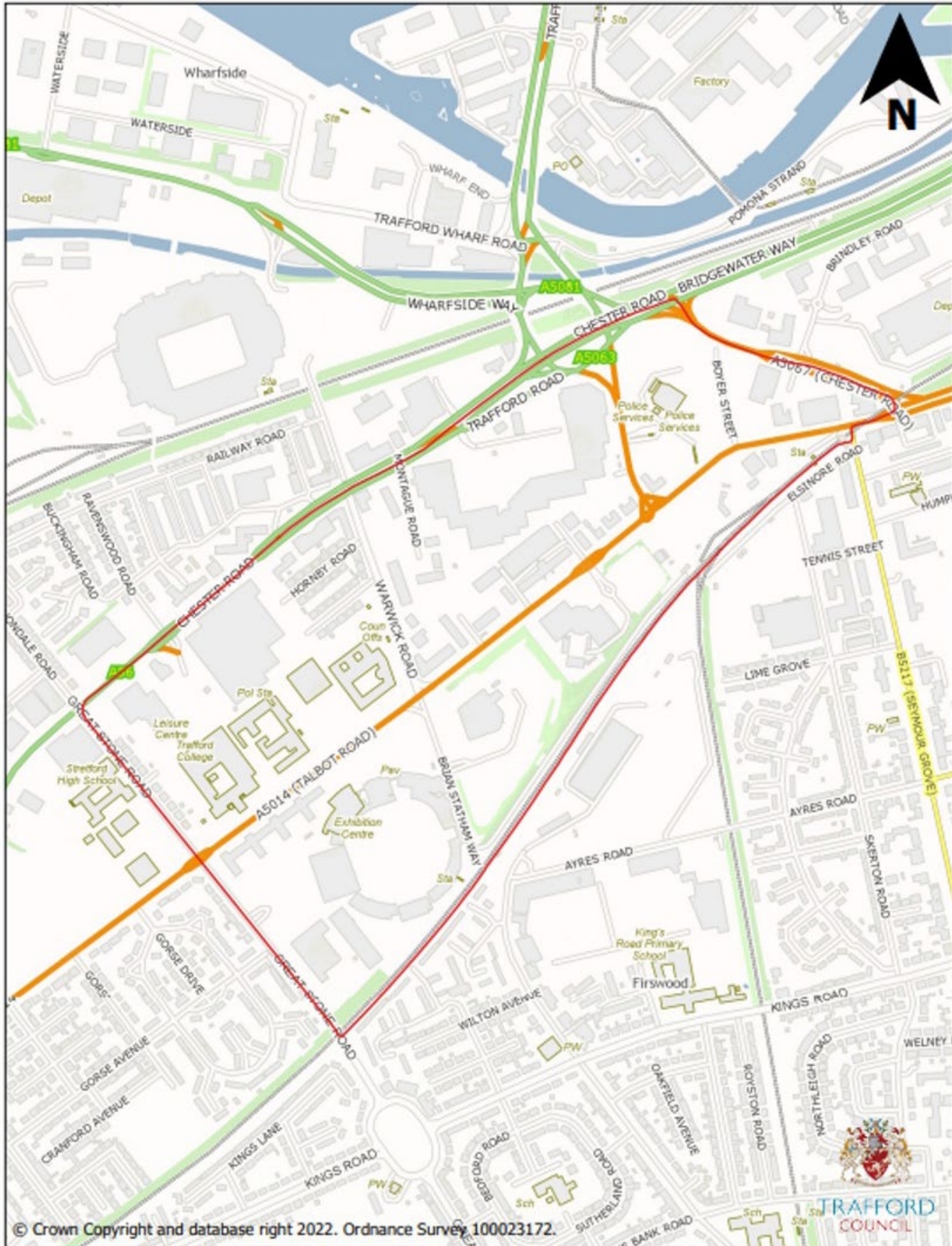
Key

- The Civic Quarter
- 1. Manchester City Centre
- 2. Salford Quays
- 3. Stretford
- 4. Sale
- 5. Urmston
- 6. Altrincham
- 7. Manchester Airport



AAP Area within Trafford Borough Context

1.2 The Boundary of the Civic Quarter



1.3 Purpose of the Civic Quarter Area Action Plan

1.3.1 The CQAAP sets out detailed policies for the area in order to ensure that the scale of development and proposed changes for the area (to 2037 and beyond) are positively managed and guided by a robust planning framework. It seeks to meet the aspirations of the Council and the local community to improve the area as a whole, as well as the individual places within it. In doing so, the CQAAP will promote the effective use of land and meet the need for homes and other uses, whilst safeguarding and improving the environment and ensuring safe and healthy living conditions.

1.3.2 The CQAAP seeks to provide clarity and increased certainty about how the opportunities for improving the Civic Quarter will be realised and to ensure its challenges are addressed. Specifically, it prescribes a vision for how existing and future neighbourhoods are to develop, allocates areas for particular uses and types of development, and sets out specific policies aimed at ensuring new developments are ambitious, appropriate, sustainable and well designed.

1.3.3 The CQAAP sets out a strategy for how the growth in the area will be managed to ensure the best quality of life for existing and future residents, workers and visitors.

1.3.4 The CQAAP forms part of the Council's statutory development plan alongside the Trafford Core Strategy and the Revised Trafford Unitary Development Plan (which will be replaced in time by the emerging Trafford Local Plan). The development plan also includes the joint Greater Manchester Waste and Minerals plans and the Altrincham Town Centre Neighbourhood Business Plan. Places for Everyone (formerly the Greater Manchester Spatial Framework) is also under preparation and will form part of the statutory development plan. The CQAAP has been prepared in accordance with the Town and Country Planning (Local Development) (England) Regulations 2012. The development plan informs the entirety of the development management process, from pre-application through to the determination of planning applications or related consents; it is the statutory starting point when making planning decisions in the area.

1.3.5 The CQAAP identifies development opportunities, some of which are in private ownership. The full socio-economic benefits can only be achieved if there is certainty about the delivery of a comprehensive regeneration scheme that provides appropriate development of the right type in the right place. The Council will act pro-actively to work with the private sector to deliver new development. Where required, the Council will also seek to assemble land to ensure the delivery of the identified opportunities and use its compulsory purchase order (CPO) powers, where necessary, if land cannot be acquired through agreement. The use of, and justification for, CPO powers will be fully explored in situations where this may accelerate and maximise the opportunity to realise the objectives of the CQAAP. This could include circumstances where existing covenants may otherwise impede the delivery of the CQAAP vision.

1.4 Planning Policy Context

1.4.1 The CQAAP has been drafted to ensure consistency with relevant national, regional and local planning policy and guidance. The Council's aims and objectives for the area are supported by a number of existing strategic plans and policies, which are summarised below.

1.4.2 National Planning Policy Framework (NPPF)

The most recent revision to the NPPF, published in July 2021, sets out the Government's key planning policies for development within England. The key policy themes contained within the updated NPPF, which are of relevance to the CQAAP and any future planning applications, are set out below:

Presumption in Favour of Sustainable Development

Central to the NPPF is the presumption in favour of sustainable development.

Delivering a Sufficient Supply of Homes

Paragraph 60 reiterates one of the main Government objectives: to significantly boost the supply of homes. To do this, land should come forward where it is needed in order to meet identified housing requirements.

Building a Strong, Competitive Economy

The NPPF confirms that planning decisions should help create the conditions in which businesses can invest, expand and adapt. Paragraph 81 states that *"significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development"*.

Promoting Healthy and Safe Communities

Paragraph 92 and 93 of the NPPF states that planning policies should aim to achieve healthy, inclusive and safe places which *"promote social interaction... are safe and accessible... [and] enable and support healthy lifestyle"* as well as provide *"the social, recreational and cultural facilities and services the community needs"*.

Promoting Sustainable Transport

Paragraph 104 the NPPF confirms that transport issues should be considered from the earliest stages of plan-making and development proposals. This is in order that the potential impacts on transport networks can be addressed and to allow opportunities to promote walking, cycling and public transport use to be pursued.

Making Effective Use of Land

The NPPF emphasises the importance of planning policies and decisions promoting an effective use of land in meeting the need for homes and other uses. Paragraph 124 is clear that planning decisions should support development that makes efficient use of land, taking into account the availability and capacity of infrastructure and services, the importance of securing well-designed places, and local market conditions and viability.

Achieving Well-Designed Places

Paragraph 126 is clear that good design is a key aspect of sustainable development, in the interests of creating better places in which to live and work and in helping to make development acceptable to communities.

Conserving and Enhancing the Historic Environment

Paragraph 190 states that development plans should set out a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets that are most at risk through neglect, decay or other threats.

1.4 Planning Policy Context

1.4.3 The Greater Manchester Strategy (GMS)

Our People, Our Place

The GMS was published in October 2017 and was prepared by the 10 Greater Manchester Combined Authorities (GMCA), the Mayor, the NHS, the police and the fire service, with help from businesses, voluntary, community and social enterprise organisations, and members of the public.

The plan explains the GMCA's ambitions for the future of the city-region and covers health, wellbeing, work and jobs, housing, transport, skills, training and economic growth.

The 10 priority areas in the strategy are:

- Children starting school ready to learn;
- Young people equipped for life;
- Good jobs, with opportunities for people to progress and develop;
- A thriving and productive economy in all parts of Greater Manchester;
- World-class connectivity that keeps Greater Manchester moving;
- Safe, decent and affordable housing;
- A green city-region and a high quality culture and leisure offer for all;
- Safer and stronger communities;
- Healthy lives, with quality care available for those who need it; and
- An age-friendly Greater Manchester.

1.4.4 Greater Manchester Transport Strategy

2040

The Greater Manchester Transport Strategy 2040 sets out the ambitious plan to establish a fully integrated, high capacity transport system across Greater Manchester.

It includes long-term proposals to create a cleaner, greener, more prosperous city region through better connections and simpler travel which will make it easier for residents, businesses and visitors to travel to a wide range of destinations through sustainable transport modes.

1.4.5 5 Year Environment Plan for Greater Manchester

(2019-2024)

The Environment Plan for Greater Manchester sets out the long-term vision to ensure that Greater Manchester is a clean, carbon neutral, climate resilient city-region with a thriving natural environment and circular, zero-waste economy.

It includes a number of aims and priorities over the next 5 years to tackle the urgent and significant environmental challenges faced in Greater Manchester. The CQAAP has been developed with these aims and priorities at the forefront, to ensure that a sustainable and resilient new neighbourhood can be created.

1.4 Planning Policy Context

1.4.6 **Trafford Core Strategy** (Adopted January 2012)

The CQAAP sits alongside the adopted Core Strategy as the statutory development plan for the area (together with the saved policies of the Revised Trafford Unitary Development Plan, the joint Greater Manchester Waste and Minerals plans, and the Altrincham Town Centre Neighbourhood Business Plan).

The CQAAP boundary covers land previously within Core Strategy Policy SL3: Lancashire County Cricket Club Quarter (a Strategic Location) and also Policy L3 as part of a Priority Regeneration Area. Policy SL3 was superseded on adoption of the CQAAP.

The following Core Strategy policies are of relevance to the CQAAP and continue to be read alongside it, although specific elements of these policies may have been replaced or part-replaced:

- L1 Land for New Homes
- L2 Meeting Housing Needs
- L3 Regeneration and Reducing Inequalities
- L4 Sustainable Transport and Accessibility
- L5 Climate Change
- L7 Design
- L8 Planning Obligations
- W1 Economy
- W2 Town Centres and Retail
- R1 Historic Environment
- R2 Natural Environment
- R3 Green Infrastructure
- R5 Open space, Sport and Recreation
- R6 Culture and Tourism

A schedule of policies that are superseded or replaced (either in full or in part) on adoption of the CQAAP is contained in Appendix 4.

1.4 Planning Policy Context

1.4.7 Emerging Planning Policy

There are a number of emerging planning policy documents that are currently being prepared, both at a Greater Manchester strategic level and at a Borough level, including:

Places for Everyone

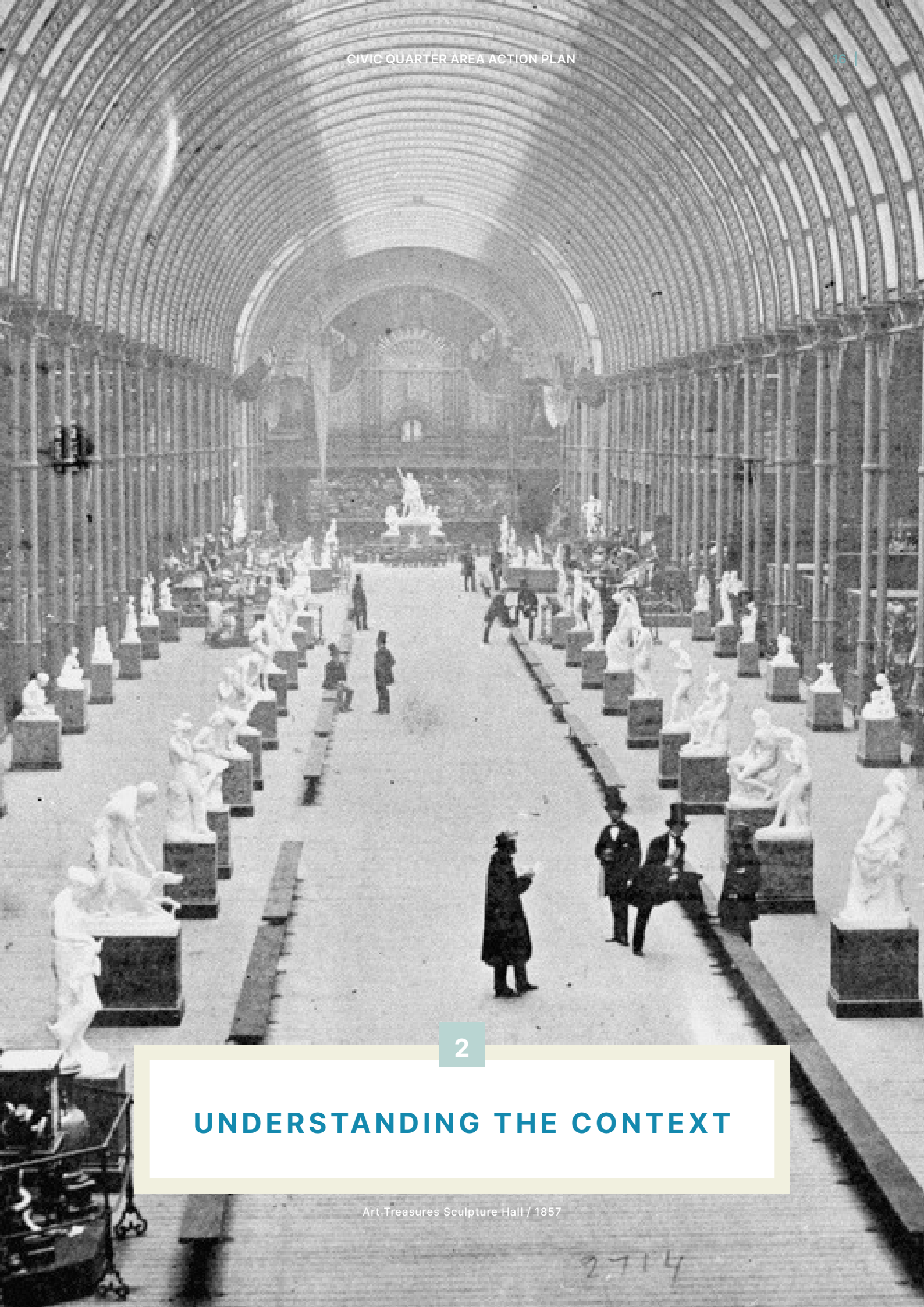
Places for Everyone (Pfe) is a joint plan for nine authorities of Greater Manchester following the decision of Stockport Council to withdraw from the process of preparing the Greater Manchester Spatial Framework. The nine authorities are Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford and Wigan. Publication (Regulation 19) consultation on Pfe 2021 took place in August to October 2021. It was submitted to the Secretary of State in Spring 2022, and Examination hearing sessions commenced in November 2022. Pfe will set the strategic policies and priorities across the nine authorities, including the number of new homes and level of employment land that should be brought forward over the plan period (up to 2037).

Trafford Local Plan

The Council is currently preparing a new Local Plan for Trafford, which will set out planning policies and allocate sites for development, for protection or for other purposes such as town centre boundaries or green networks. The draft Trafford Local Plan (Regulation 18) was consulted on in early 2021 and it is anticipated that the next stage of the plan will be consulted on in 2023.

Trafford Design Guide and Trafford Design Code

The Council is currently preparing a Design Guide for Trafford. This will set out the general design principles and standards that development proposals should follow when having regard to the Borough's local context and characteristics. As part of the Government's Design Code Pathfinder Programme, the Council is also preparing a complementary Design Code. This will make various design specifications, including in relation to the layout of streets and the choice of materials, and again it will apply to the whole of Trafford. Both documents will be adopted as supplementary planning guidance.



2

UNDERSTANDING THE CONTEXT

Art Treasures Sculpture Hall / 1857

2714

2.1 Location

2.1.1 The CQAAP area covers approximately 55 ha (135 acres), comprising predominantly previously developed land within the wards of Longford, Gorse Hill and Clifford. It is located within north-east Trafford and is close to the administrative boundaries of Manchester City Council and Salford City Council to the north.

2.1.2 The area mediates between large urban areas to the north undergoing rapid change and development, and established low-rise suburbs to the south.

2.1.3 Salford Quays maintains strong growth in development, lying only a few hundred metres to the north, with its attractive waterfront and major cultural offer. Pomona Island, within Trafford, is also regarded as a significant area of future change. Manchester city centre is only 10 minutes away, 4 stops by tram.

2.1.4 To the east, west and south, the area is bounded by the significant green amenities of Seymour Park, Gorse Hill Park and Longford Park. The latter is the Borough's largest park and leads into the expansive Mersey River Valley.



2.1 Location

2.1.5 The Civic Quarter's strategic position provides an opportunity for development to act as a catalyst for the regeneration and renewal of not only the Civic Quarter but also the wider north Trafford area. This would build on the wider area's existing unique opportunities, including the two world renowned sporting institutions of MUFC, which sits just outside the CQAAP boundary, and LCC, Trafford Town Hall and UA92.

2.1.6 Whilst the policies within this document relate solely to land within the CQAAP boundary, the Council remains committed to the regeneration of the wider area, covering Stretford, Trafford Bar, Wharfside and Pomona. The CQAAP is also mindful of the proximity of, and relationships with, the surrounding residential communities.

- | | | | |
|-----------------------------|-----------------------------|-----------------------------|------------------------------|
| 1. Stretford High School | 5. MUFC Stadium | 9. Trafford Town Hall | 13. UA92 |
| 2. Stretford Talbot Centre | 6. Trafford College | 10. Lancashire Cricket Club | 14. British Gas |
| 3. Stretford Leisure Centre | 7. Stretford Police Station | 11. Former B&Q | 15. Metrolink Trafford Depot |
| 4. Tesco | 8. Lancastrian House | 12. White City Retail Park | |



Aerial view of the Civic Quarter



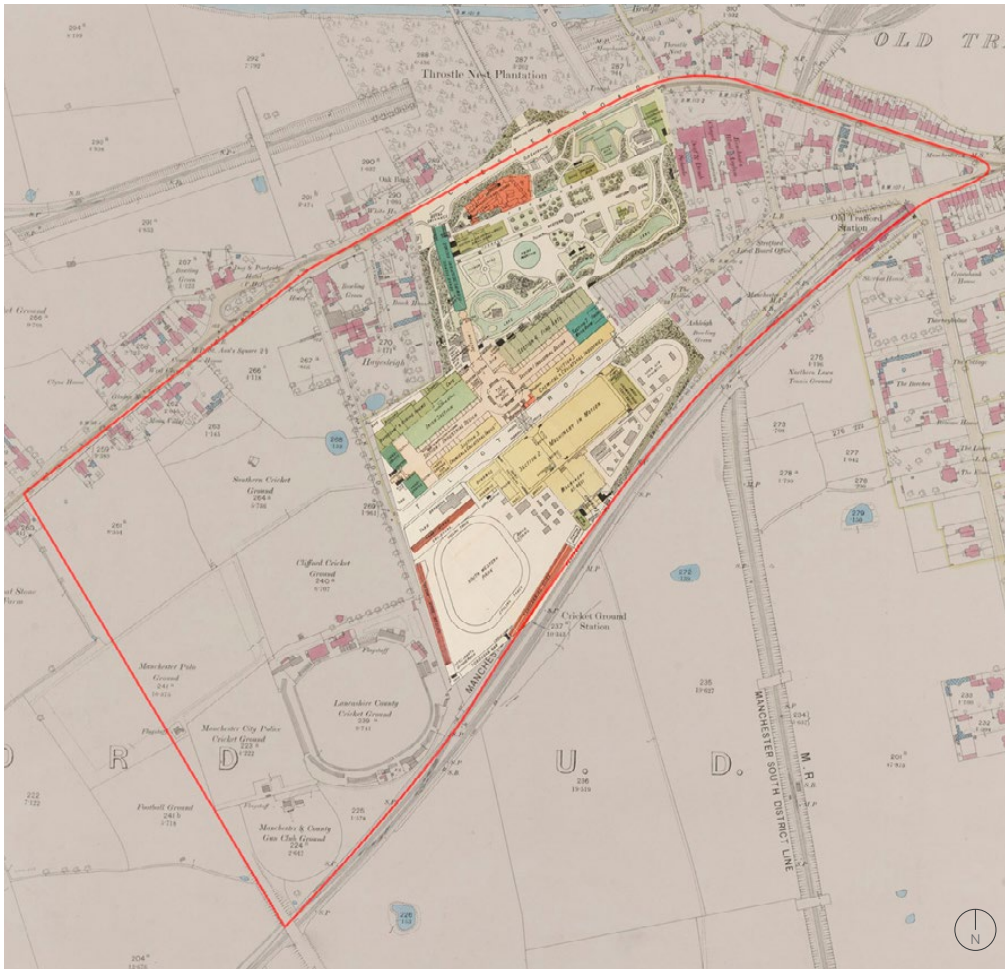
UA92



Lancashire Cricket Club

2.2 Historic Context

2.2.1 A Heritage Assessment was prepared to inform the development of the CQAAP. The document provides a proportionate analysis and assessment of the built heritage of the Civic Quarter. It includes an audit of the designated and non-designated heritage assets within the boundary and contains broad recommendations for positive and sensitive future management and change.



Area Boundary overlaid on 1895 map with 1887 Royal Jubilee Exhibition overlaid



Royal Jubilee Exhibition / 1887
View from Botanical Gardens (White City) towards what is now Oakland House



The Great Hall / 1857
The Manchester Art Treasures Exhibition as featured in The Illustrated London News

2.2 Historic Context

2.2.2 In summary, the Civic Quarter has a rich and fascinating history in culture, events, health and wellbeing, with the area's development being largely linked to the opening of the Royal Botanical Gardens in 1831. The Gardens played an integral part in two spectacular national exhibitions; the Art Treasures Exhibition, held in 1857, and some thirty years later, the Royal Jubilee Exhibition.

2.2.3 Today, the Grade II listed Entrance Portal and Lodges to the former White City Greyhound Track remain. They are isolated at the White City Retail Warehouse car park fronting Chester Road.

2.2.4 Around the time of the exhibitions, other sporting development was taking place with the development of Lancashire County Cricket Ground in 1857 and the Old Trafford Bowling Club, which was founded in 1877 and was one of the area's most substantial clubhouses for amateur sport.

2.2.5 By 1889 Old Trafford, which formed part of the township of Stretford, had established a well-connected and notable residential, leisure and institutional character. Green spaces were an important aspect of this character. The area's reputation for sports continued with the opening of Manchester United's Football Ground in 1910.

2.2.6 The use of Chester Road increased in intensity during the 20th century, becoming a key arterial route around and through the urban area. This increased intensity resulted in a change to the character of Old Trafford/Stretford, with residential properties being demolished to make way for larger commercial premises, such as the British Gas and the Kellogg's headquarters buildings (the latter now reoccupied as UA92). Commercial development of the area has led to larger footprints, increased densities and larger heights and massing in buildings.

2.2.7 Whilst the Civic Quarter area has a rich history associated with sport, leisure, institutional and residential uses, the historic character has been eroded over time, thereby emphasising the importance of the surviving elements and their connection to the area's past. Ensuring the promotion and enhancement of the rich history of the remaining heritage assets and seeking to ensure positive opportunities to reinforce the area's rich history is a key opportunity and challenge for the CQAAP to address.



Royal Avenue / 1836
View before British Gas offices and Kellogg's Headquarters with Talbot Road to foreground, right

2.2 Historic Context

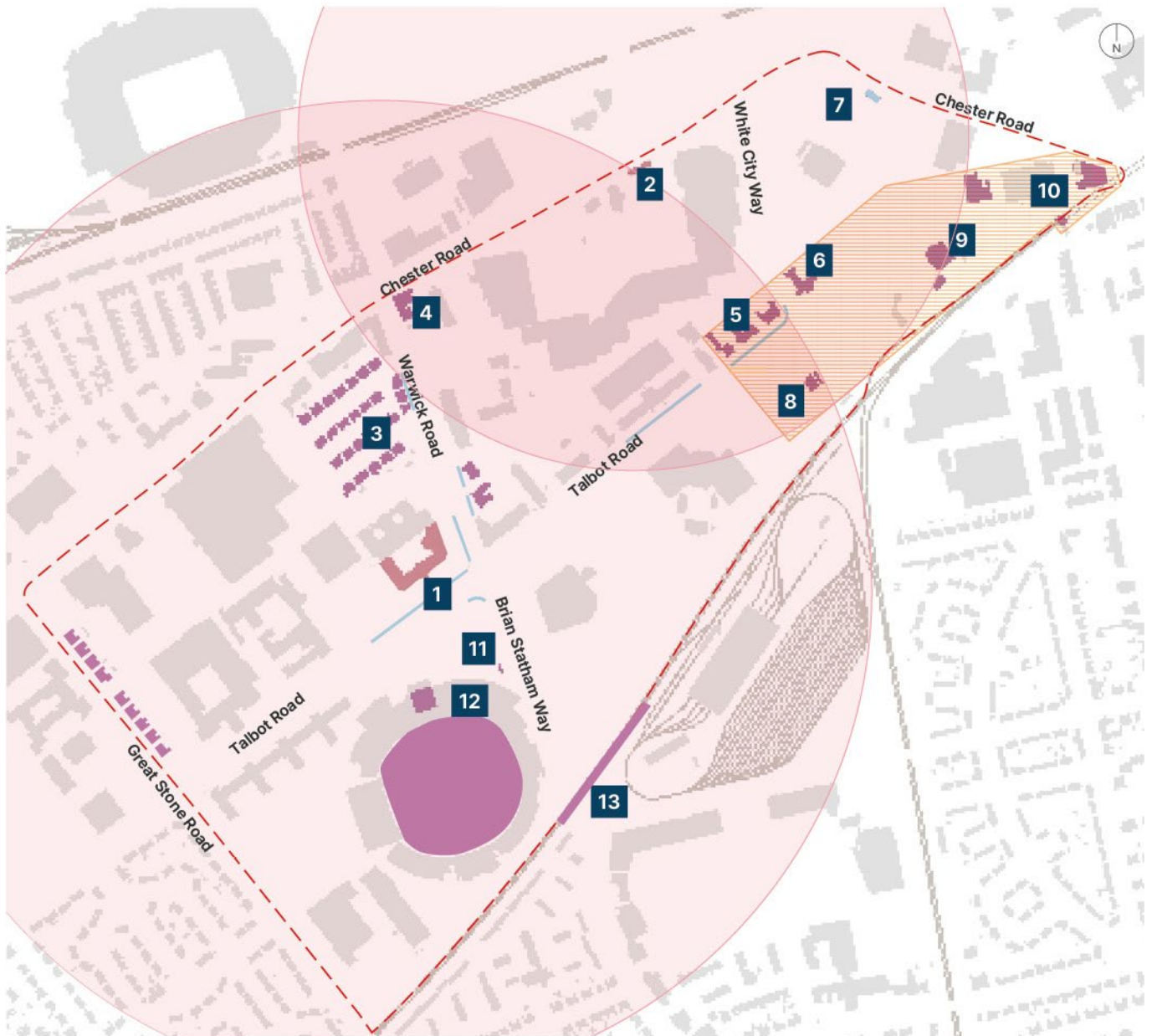
Key

- - - Civic Quarter AAP boundary
- Historic boundary walls and gate piers
- Listed building
- Listed building setting*
- Non-designated heritage asset
- Historic area setting

**Notwithstanding some indication of 'setting', the NPPF (Annex 2, Glossary) is clear that the setting of a heritage asset is not fixed and it may change as the asset and its surroundings evolve.*

Designated and Non-designated- Heritage Assets

- | | |
|--|---|
| <ol style="list-style-type: none"> 1. Trafford Town Hall Grade II 2. Entrance Portal and Lodges to Former White City Greyhound Track Grade II 3. Historic residences to Hornby Road, Barlow Road and south part of Warwick Road 4. The Trafford Pub 5. Victoria villas to Talbot Road 6. Former Ellis Llwyd Jones Hall 7. Institute gateposts 8. Old Trafford Bowling Club | <ol style="list-style-type: none"> 9. Former Trafford Public Hall and associated buildings 10. Commercial and former residential buildings to Talbot Road / Chester Road 11. Turnstiles to Old Trafford Cricket Ground, Brian Statham Way 12. Cricket Pitch and Pavilion, Old Trafford Cricket Ground 13. Old Warwick Road Station Platforms |
|--|---|



Heritage Assets

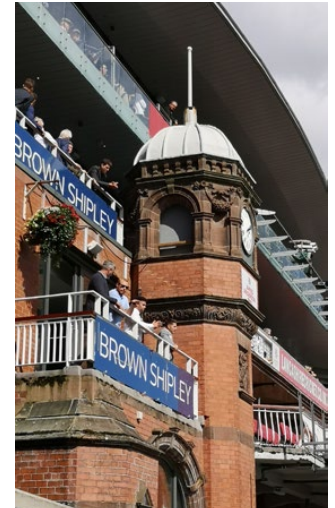
2.2 Historic Context

2.2.8 Opportunities

- Revealing the untold history of the area;
- Ensuring the retention and enhancement of the existing heritage assets;
- Protecting the setting of heritage assets;
- Repairing the fragmented street scene and ensuring better connectivity of heritage assets; and
- Reinforcing the historic uses of the area in particular sport, leisure, arts, cultural and residential.



The Bowling Club



Lancashire Cricket Club Ground

Historic Leisure and Sport Sites

Historic Commerce



Commercial buildings



Trafford Bar tram stop



Former Kellogg's building



The Grade II Entrance Portal and Lodges to Former White City Greyhound Track



Commercial buildings



The Trafford Pub

2.2 Historic Context

Historic Residences



Vryniew House



Victorian villas to Talbot Road



Former Victorian villas



Victorian villas to Warwick Road



Residences to Barlow Road and Hornby Road



Altered Victorian villas to Warwick Road

Historic Civic and Institutional Sites



Trafford Town Hall



Former Greater Manchester Police building



Former Stretford UDC offices



Gateposts to the former Henshaw's Blind Asylum



The Ellis Llwyd Jones Hall

2.3 Neighbourhood Areas

2.3.1 The existing Civic Quarter can be divided into a number of distinct areas as set out below:



Neighbourhood Areas

Central Neighbourhood

The Central Neighbourhood comprises of a number of key large scale land parcels, including the Former Kellogg's site, the British Gas site and White City Retail Park. The former Kellogg's building itself is occupied by UA92, and the wider site is coming forward for new residential units, offices and a primary school.

The out-of-centre White City Retail Park, which has recently undergone refurbishment, comprises a terrace of food and non- food retail units (including bulky goods stores and some chain restaurants and cafes).

In addition, this area also contains a number of substantial office buildings along Talbot Road, including Oakland House, Botanical House, Charlton House and Atherton House, in addition to some residential buildings.

Southern Neighbourhood

The Southern Neighbourhood largely comprises of the LCC ground and 'The Point' conference centre, with associated uses including a hotel, café and car parking located along the prominent Talbot Road site frontage. This acts as the main thoroughfare to the wider area.

The Lancastrian House office development is also located along the frontage to Talbot Road, whilst the vacant former B&Q site located off Great Stone Road also offers a significant redevelopment opportunity.

Western Neighbourhood

The Western Neighbourhood is bounded by Chester Road and Talbot Road. The neighbourhood comprises the main civic buildings for the Borough, including the Grade II listed Trafford Town Hall and Sunken Gardens, Trafford College and Stretford Police Station. These all occupy prominent locations off Talbot Road.

In addition, this area also contains the current Stretford Leisure Centre, a Tesco superstore, some commercial units along Chester Road and an element of housing on Great Stone Road and Warwick Road.

Northern Neighbourhood

The Northern Neighbourhood comprises part of the former Greater Manchester Police headquarters site, which has been vacant for a number of years. This offers a great opportunity to bring back into use a large brownfield site.

Eastern Neighbourhood

The Eastern Neighbourhood comprises of a number of historic buildings, including the former Stretford UDC offices (now known as Trafford Hall Hotel), Old Trafford Bowling Club, and a group of Victorian villas on Talbot Road. These historic buildings are currently interspersed with a number of commercial properties which detract from their setting.

2.4 Movement

2.4.1 Pedestrian and Cycle



Key

- - - AAP boundary
- - - Pedestrian and cycle-only routes
- - - Segregated cycle lane

Movement Priority

Opportunities

- Creating greater permeability and interconnected routes within the Civic Quarter and neighbouring areas;
- Promoting walking and cycling routes and for them to link with existing and proposed new greenspaces; and
- Maximising connections to Longford Park and into Mersey Valley to the south as well as with key commuter routes to Stretford, Manchester city centre and Salford Quays.

Pedestrian

Pedestrian movement is predominantly limited to vehicular routes as plot boundaries are mostly secured with perimeter fencing. There is a pedestrian-only route linking Talbot Road and Chester Road which passes between the Town Hall building and the sunken gardens before reaching the Tesco store. A pedestrian route also exists to the south of the cricket ground and tram line (just outside of the Civic Quarter).

Cycling

The Mayor’s Challenge Fund (MCF) was established in June 2018 and was designed to make Greater Manchester a city region where walking and cycling are the natural choices for shorter journeys. Works have recently been completed to upgrade the Stretford Cycleway on Talbot Road with provision of inclusive pedestrian facilities and segregated cycle lanes including at junctions. There are further schemes identified through the MCF to connect this cycleway to the wider network.

The existing cycle routes link the area to Salford, Manchester city centre, south Manchester and Stretford. Talbot Road is a longstanding popular route for commuter cyclists who wish to avoid Chester Road on their way to Manchester city centre.

There are further opportunities to enhance the routes, whilst promoting walking and cycling as sustainable modes of movement within the Civic Quarter and beyond. This correlates with the aims of the MCF, which acknowledge the importance of improved routes between Stretford town centre, UA92 and Manchester city centre. It also supports the objectives of Active Design, as promoted by Public Health England and Sport England, which seek to encourage community activity in everyday lives, and also of Transport for Greater Manchester’s Streets for All initiative.

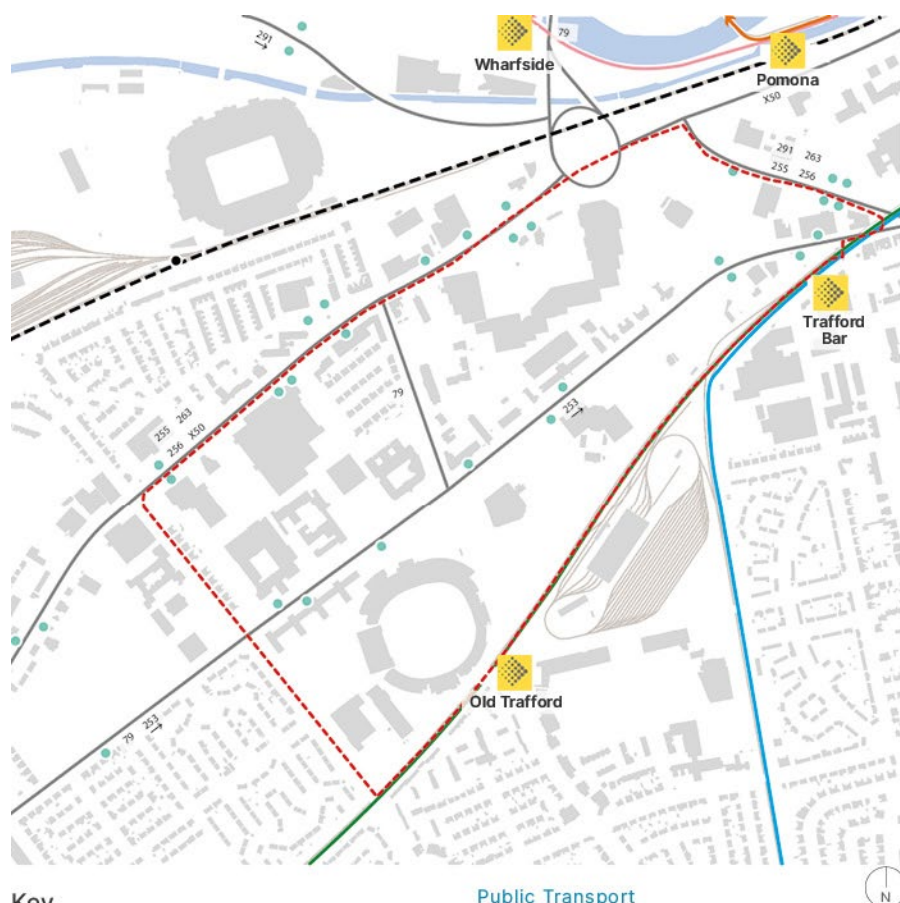


Talbot Road existing cycle provision



Pedestrianised routes

2.4.2 Public Transport



As set out in a supporting Transport Assessment used to inform the development of the CQAAP, the area is very well served by existing public transport links, including:

Metrolink

Old Trafford and Trafford Bar Metrolink stops provide access to the Metrolink network across Greater Manchester with regular services to key destinations, including Stretford, Sale and Altrincham, as well as Manchester Airport, Salford Quays and Manchester city centre.

Bus

Frequent bus services run along Chester Road and a less frequent service along Talbot Road providing services to and from Manchester city centre, Hulme, Stretford, Sale, Altrincham and the Trafford Centre.

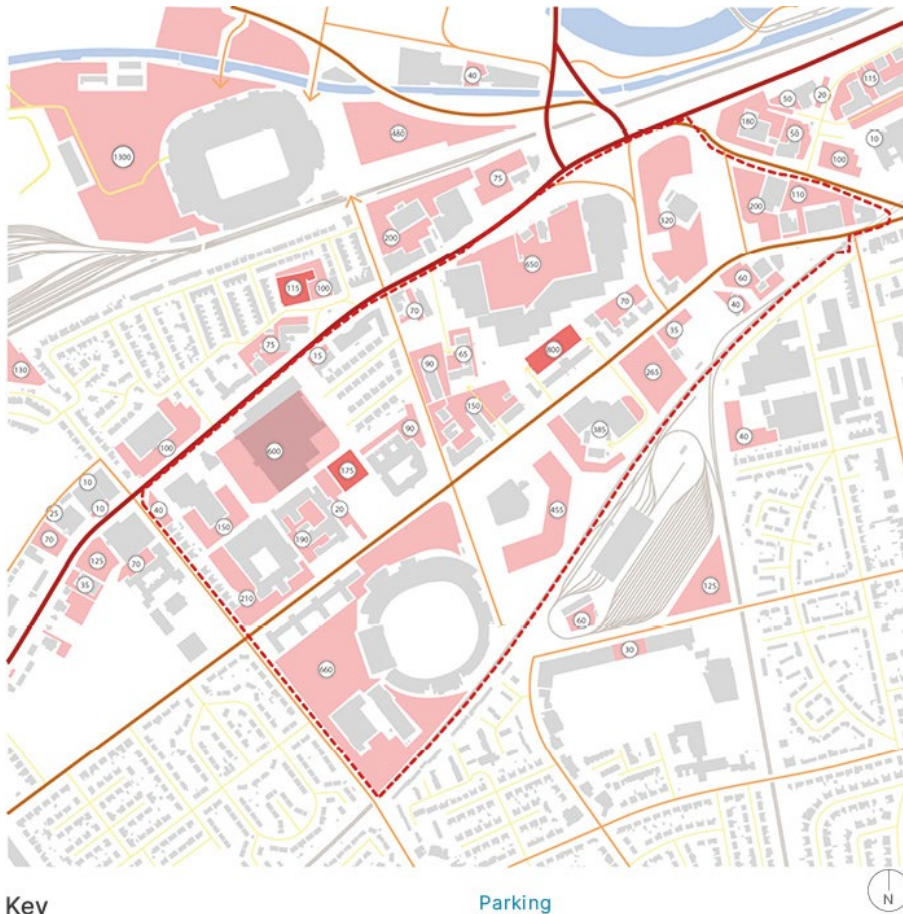
Opportunities

- Promoting Trafford Bar Metrolink stop as an interchange connecting the Airport and Altrincham lines;
- Improving connections between the Wharfside and Old Trafford Metrolink stops through the pedestrian priority 'Processional route';
- Improving match-day capacity for trains, buses and trams; and
- Improving the built and natural environment at the Old Trafford Metrolink stop.



Old Trafford Metrolink tram stop

2.4.3 Traffic and Car Parking



Key

- - - AAP boundary
- Multi storey parking
- Surface parking
- Major road
- Primary routes
- Secondary routes
- Tertiary routes

Parking

Traffic Flows

Based on the supporting Transport Assessment, the highest traffic flows occur along the A56 Chester Road, along the northern boundary of the Civic Quarter, as it is a strategic link to key destinations including Trafford Park, Salford Quays and Manchester city centre. The Transport Assessment also concludes that Talbot Road is a relatively busy route and a reduction in flows would be beneficial to non-car users.

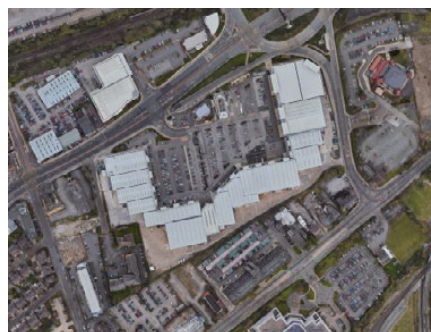
Car Parking

The proportion of land dedicated to surface car parking in the area is high. Survey data associated with the Transport Assessment indicates that there are circa 4,731 car parking spaces, on both public and private land, located within the Civic Quarter.

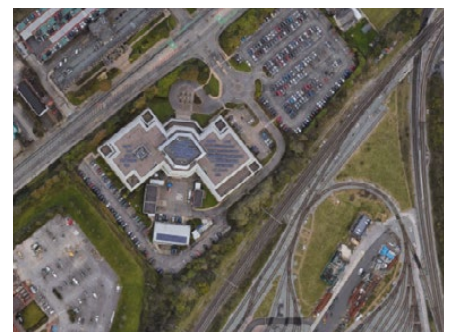
As a result, some of the key thoroughfares in the Civic Quarter are visually dominated by surface car parking, which detracts from the streetscape and impacts on the potential to create attractive places to live, work and visit. It also represents an inefficient use of land. The CQAAP seeks to address this shortcoming.

Opportunities

- Reducing the dominance of surface car parking on arterial routes;
- Encouraging a modal shift to sustainable modes of transport and Active Travel; and
- Further promoting Talbot Road as a corridor for walking and cycling.

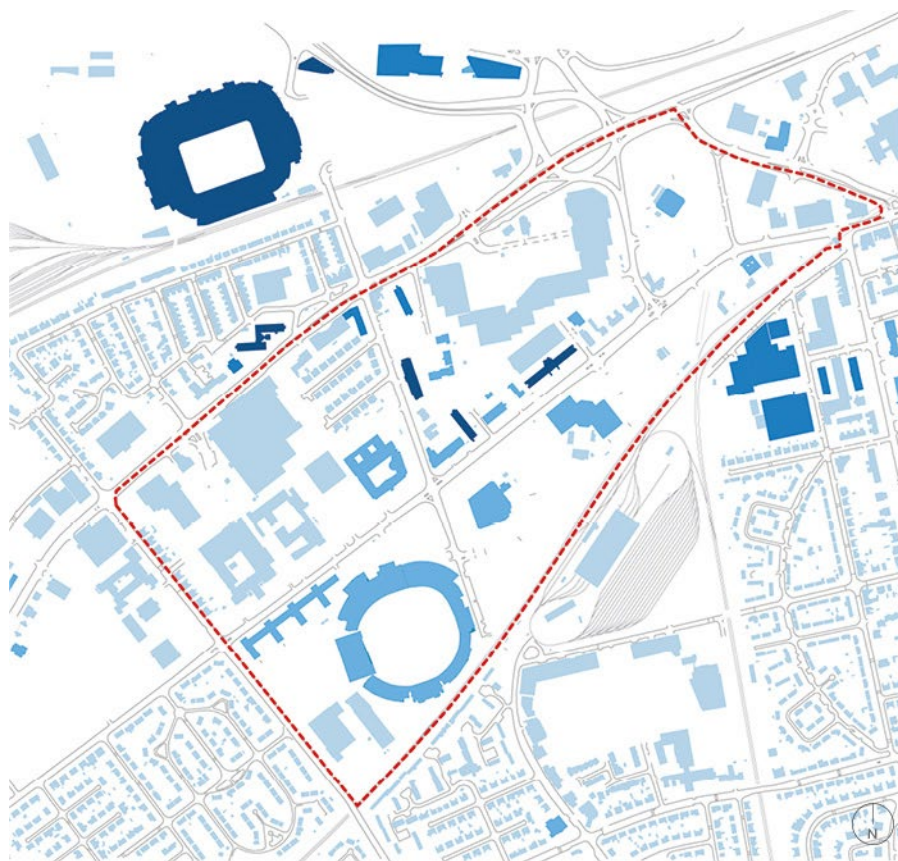


White City Retail Park Surface Parking



Surface parking at the British Gas site

2.5 Scale, Massing and Identity



Key

- - - AAP boundary
- Up to 3 storeys
- 4-6 storeys
- 7 - 11 storeys
- 11+ storeys

Massing Heights



Mid and High Rise Building



Low Rise Dwelling

2.5.1 The area is generally characterised by large footprint commercial, civic, leisure and retail developments. The northern side of Talbot Road is generally characterised by taller mid to late 20th century office buildings. Oakland House on Talbot Road is the tallest building, at 15 storeys in height. Trafford Town Hall, Stretford Police Station and Trafford College are lower in scale, with the clock tower of Trafford Town Hall the dominant feature.

2.5.2 The retail developments at Tesco and White City Retail Park have very large footprints but do not generally exceed three storeys in height.

2.5.3 On the southern side of Talbot Road, LCC and the adjoining Lancastrian House office development are both up to six storeys in height. The former Kellogg's and British Gas buildings lie in large, open plots. Building heights reduce significantly towards the historic Trafford Bowling Club and the Victorian villas to Talbot Road which do not exceed three storeys.

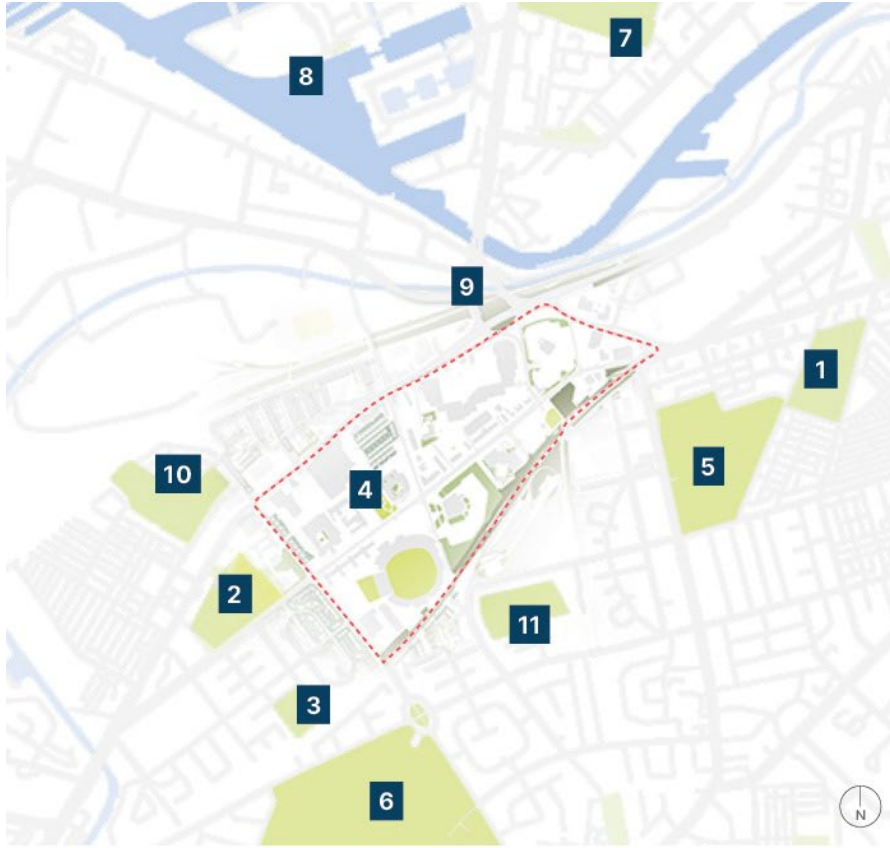
2.5.4 There are traditional two storey residential properties to the north and south of the area and also within it on Hornby Road and Barlow Road. These typically display a finer, street based urban grain.

2.5.5 Despite the Civic Quarter being home to world class sports and event facilities, and it accommodating the main civic functions for the Borough, there is an overall lack of character to the area to otherwise make it a distinctive and memorable place. Important features are not sufficiently announced and there is poor legibility to the area as a whole which does not enable users to find their way around.

2.5.6 Opportunities

- Creating a new and positive identity and character through improved street definition, place-making and a denser urban grain; and
- Promoting the area through gateway and landmark developments at key locations.

2.6 Green Infrastructure and Open Space



Green Infrastructure

Key

- - - AAP boundary
- Parks and open spaces
- Private residential gardens
- Private communal gardens
- Verge and embankments
- Waterfront amenity

1. Hullard Park
2. Gorse Hill Park
3. Marje Kelly Park
4. Sunken Gardens
5. Seymour Park
6. Longford Park
7. Ordsall Park
8. Salford Quays Waterfront
9. Bridgewater Canal
10. Nansen Park and Gorse Hill Community Allotments
11. Seymour Grove Allotments

2.6.5 Opportunities

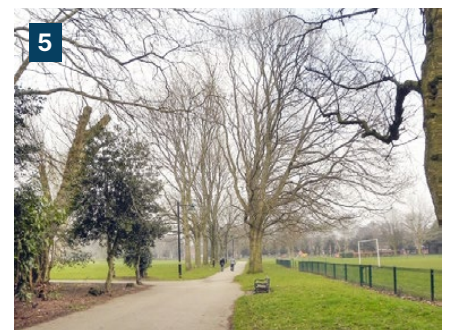
- Promoting the Civic Quarter as an area of health and wellbeing;
- Bringing alive the area's historic green and recreational spaces;
- Supporting the creation of new recreational links through the Civic Quarter to surrounding areas; and
- Improving the connections to surrounding parks and greenspaces.

2.6.1 There are limited parks and open spaces within the Civic Quarter. However, the area is close to a number of established parks, green spaces and allotment gardens that provide recreation and respite to Trafford residents and visitors. Longford Park, the largest in the Borough, is accessed through The Quadrant and leads to the wider Mersey River Valley.

2.6.2 Within the Civic Quarter there is an historic bowling green associated with a former Tudorbethan Pub and now run as the community Trafford Bowling Club.

2.6.3 Mature trees line several main roads, including Talbot Road and Warwick Road, and cluster around Trafford Bar Metrolink stop. There are green frontages to former villas and historic residences. There is also the Sunken Gardens at Trafford Town Hall as well as the cricket ground at LCC.

2.6.4 The waterfront amenities of Bridgewater Canal and Salford Quays lie only a few hundred metres away, severed from the area by Chester Road.



Seymour Park



Longford Park

2.7 Summary of Challenges

2.7.1 Based on the analysis undertaken on the existing context and character of the Civic Quarter, the following issues and opportunities have been identified and will be addressed through the CQAAP.

1. Stretford Leisure Centre

The current Leisure Centre facility, located off Great Stone Road, is outdated, over capacity and no longer fit for purpose to meet the modern demands of residents. An alternative facility is needed.

2. Former B&Q Site

The former B&Q site has lain vacant for a number of years. It has a substandard and derelict appearance.

3. Dominance of Car Parking

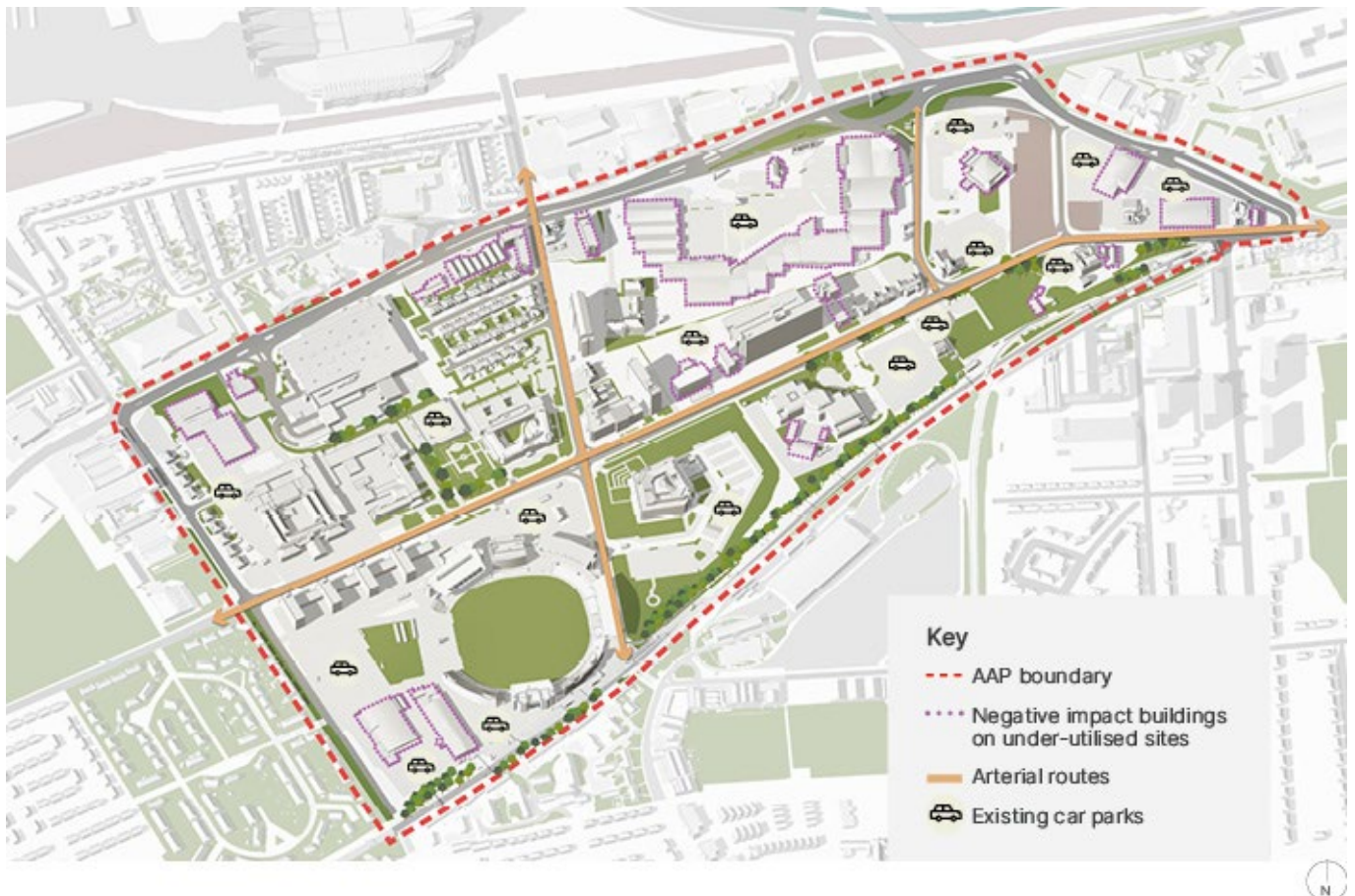
Some of the key thoroughfares in the Civic Quarter are dominated by surface car parking, which has a negative visual impact.

4. Pedestrian Connectivity

The Civic Quarter area suffers from poor connectivity and legibility with the existing urban grain limiting pedestrian and cycle movement.

5. Lack of Identity

The Civic Quarter, despite its history and significance, lacks character and identity, and there is no positive sense of arrival or wayfinding.



2.8 Summary of Opportunities

2.8.1 The Civic Quarter presents an opportunity for large scale redevelopment in one of Trafford's most sustainable and accessible locations.

1. Refurbished Stretford Leisure Centre

The Council recognises that the current Stretford Leisure Centre is outdated and requires improvement. The CQAAP confirms that the Council is committed to providing a refurbished leisure centre.

2. Lancashire Cricket Club

The presence of LCC, as an international sports venue, is a significant asset for the Civic Quarter. Its ability to draw in visitors, along with the nearby MUFC, to promote vibrancy, activity and a sporting culture, should be maximised. Improvements to the public realm around LCC are also anticipated which would help to create a unique sense of place.

3. The Former Kellogg's Site

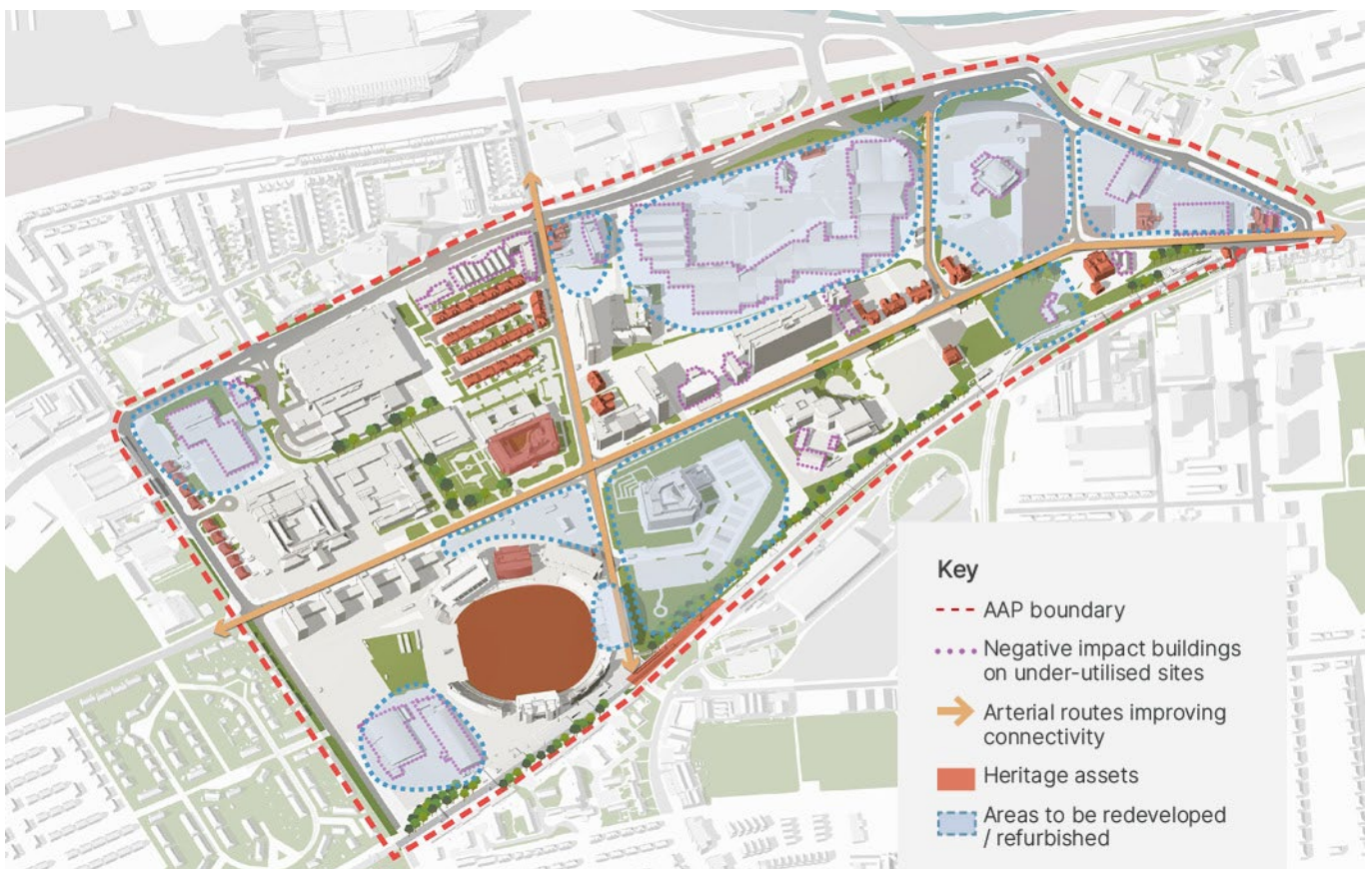
The former Kellogg's office building on Talbot Road, which had laid vacant, has recently been re-occupied as a key UA92 venue and there is a significant opportunity to create a vibrant new mixed-use community around it.

4. Pedestrian Routes

The layout and configuration of the main routes through the Civic Quarter and the relationship with key destinations and public transport hubs provides an opportunity for the routes to be better utilised. New secondary routes could be created, and pedestrian and cycle usage should be maximised throughout.

5. Identity

Extensive redevelopment and investment provides the opportunity to establish a positive and coherent identity that would make the Civic Quarter truly distinctive and memorable. This could include new landmark buildings, restored and better respected heritage assets, recognisable streets and spaces facilitating Active Travel, and new residential neighbourhoods.



3

THE VISION

3.1 Area Vision

3.1.1 The Civic Quarter's transformation will benefit the area's existing and future residents, building on the strength and resilience of the existing community to help deliver a positive



Illustrative Masterplan

“The creation of a new, inclusive, diverse, resilient and vibrant mixed-use neighbourhood that builds on and maximises the existing opportunities in the area. It will have its own distinctive identity, allowing for the enhancement of heritage assets, providing a unique and attractive destination for the wider community, residents, businesses and visitors alike. High quality design, including sustainable design features, provision of green infrastructure and promotion of sustainable modes of transport will be at the heart of the area’s transformation. New opportunities for work, leisure and play will be created in a high-quality and accessible setting, improving health and wellbeing and creating a sense of pride in the local area”

3.2 Strategic Objectives

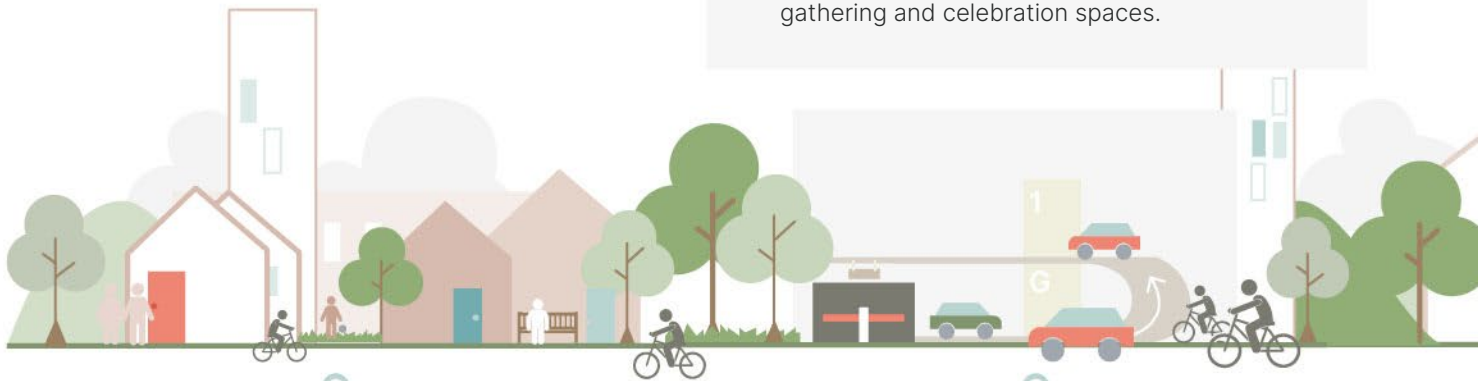
3.2.1 In order to deliver and support the overarching vision for the Civic Quarter area, a number of high-level strategic objectives have been identified.



1 Creation of High-Quality Public Realm

Well-designed public spaces will be at the heart of the Civic Quarter Area. The creation of high-quality public realm will link development sites and create a better sense of place through the provision of:

- A Wellbeing Route along Talbot Road which will include enhanced green infrastructure. It will become a people and cycle-friendly route that will make a better connection between Stretford and Manchester;
- A pedestrianised and ceremonial route along Brian Statham Way and Warwick Road, amplifying the connection between Old Trafford Metrolink stop, Trafford Town Hall, LCC and MUFC, and as a space to accommodate fans on match days and welcome visitors throughout the year; and
- The creation of new public space across the area, which will become everyday destinations and which will offer gathering and celebration spaces.



2 Supporting Sustainability

Ensuring that proposals support the Council's aspiration to be carbon neutral by 2038, through the incorporation of renewable technologies and energy efficient homes to promote cleaner and greener living.

3 Rationalisation of Surface Car Parking

Removing the dominance of existing surface car parking to encourage a modal shift towards sustainable transport and Active Travel.

4 Housing a Growing Community

Significantly boosting the amount of housing in the Civic Quarter and diversifying the existing housing offer in the area, through the provision of a mix of housing typologies including apartments, town houses and family homes to ensure that housing needs are met.

5 Enhancement of Heritage Assets

Promoting the conservation and enhancement of heritage assets and their settings through new development, high quality design and public realm improvements.

6 Supporting Sustainable Economic Growth

Supporting the creation of a range of employment opportunities, including new office floorspace, together with some commercial, retail, community and social uses to create sustainable and vibrant new neighbourhoods.

7 Improved Permeability and Connectivity

Enhancing permeability within and through the Civic Quarter by better connecting different uses through improved street design, the removal of barriers to movement, the establishment of new routes, and encouraging a modal shift from vehicular usage to sustainable modes of movement.

8 Creation of Defining and Distinctive Neighbourhoods

The area's brand, including the connection to sport, leisure, culture and events as well as heritage assets, will be maximised in order to create a better sense of identity. Within this separate neighbourhoods with different characteristics will be defined to bring together a new destination of choice for residents, visitors and businesses.

9 The Promotion of a Major Sporting Venue

The growth and enhancement of Lancashire Cricket Club and the strengthening of its role as an international sporting venue.





4

AREA-WIDE POLICIES

4.1 Policy CQ1 Civic Quarter Regeneration

Through the implementation of this overarching policy, the Council seeks to establish the Civic Quarter as one of Trafford's most sustainable and accessible locations. The objective is to achieve large scale residential-led redevelopment, with complementary commercial uses to support sustainable growth, interspersed with existing sporting, civic and historic assets to deliver a rejuvenated, high quality, attractive, green and well-connected neighbourhood.

Policy CQ1 Civic Quarter Regeneration

1. Development will be supported where it will contribute to the establishment of the Civic Quarter as one of Trafford's most sustainable and accessible locations. Development should help to achieve large scale residential-led redevelopment, with complementary commercial uses to support sustainable growth, interspersed with existing sporting, civic and historic assets and deliver a rejuvenated, high quality, attractive, green and well-connected neighbourhood;
2. Development which will contribute to the functioning of the Civic Quarter as a visitor destination will be supported where it is consistent with the first requirement of Policy CQ1;
3. Development will be supported which, by its proposed use and design, reinforces the Civic Quarter's sporting, cultural and institutional heritage;
4. The Council will grant planning permission for a mix of uses across the Civic Quarter in accordance with the Policies Map and as detailed on the Land Use Parameter Plan. Development should not exceed the building heights on the Building Height Parameter Plan and should accord with the Improved Permeability and Greenspace Parameter Plan;
5. The Council will support the continued use and enhancement of Lancashire Cricket Club (LCC) as an international sports venue. Development should not undermine the role, function and operation of LCC as a major sport and leisure attraction within the Civic Quarter. The redevelopment of the former B&Q site must take into account the overall impacts of major events, noise and access at LCC and must not prejudice LCC's operations or Strategic Objective 9 of this CQAAP to build on the success of LCC as an international sports venue and visitor destination;
6. Development should be designed such that it would not prejudice the comprehensive development of the Civic Quarter, including the ability of neighbouring development sites to come forward in accordance with the vision for the area and as illustrated on the Policies Map; and
7. The Council may accept a phased approach in the development and redevelopment of major sites within the Civic Quarter (subject to a justified and appropriate phasing strategy).

Three parameter plans support this policy with their content combined on the CQAAP Policies Map. The other landscape plans, masterplans and massing diagrams contained in this document and not referred to in Policy CQ1 are for illustrative purposes only and have not been tested against the policies of the CQAAP or other development plan policies. They should not be treated as a template to guide planning applications.

The acceptance of the phasing of major sites in some situations is in acknowledgement that the redevelopment opportunities identified in the CQAAP represent a significant level of change. Unlocking these opportunities could be complex, particularly where there are existing uses (for example, at White City Retail Park) and a phased approach may be necessary in order to aid delivery.

4.1 Policy CQ1 Civic Quarter Regeneration



Trafford Civic Quarter / 1932



Trafford Civic Quarter / 2019

Policy CQ1: Policies Map and Parameter Plans

Land Uses: Goals

- A residential-led transformation of the Civic Quarter is expected with a broad range of other uses encouraged in order to provide a sustainable and balanced community.
- Uses will be supported which contribute to the functioning of the Civic Quarter as a visitor destination - in building on the role and opportunity of LCC as an international sporting venue and tourist attraction - and where they are consistent with the vision for the area and accord with the Land Use Parameter Plan.

Building Heights: Goals

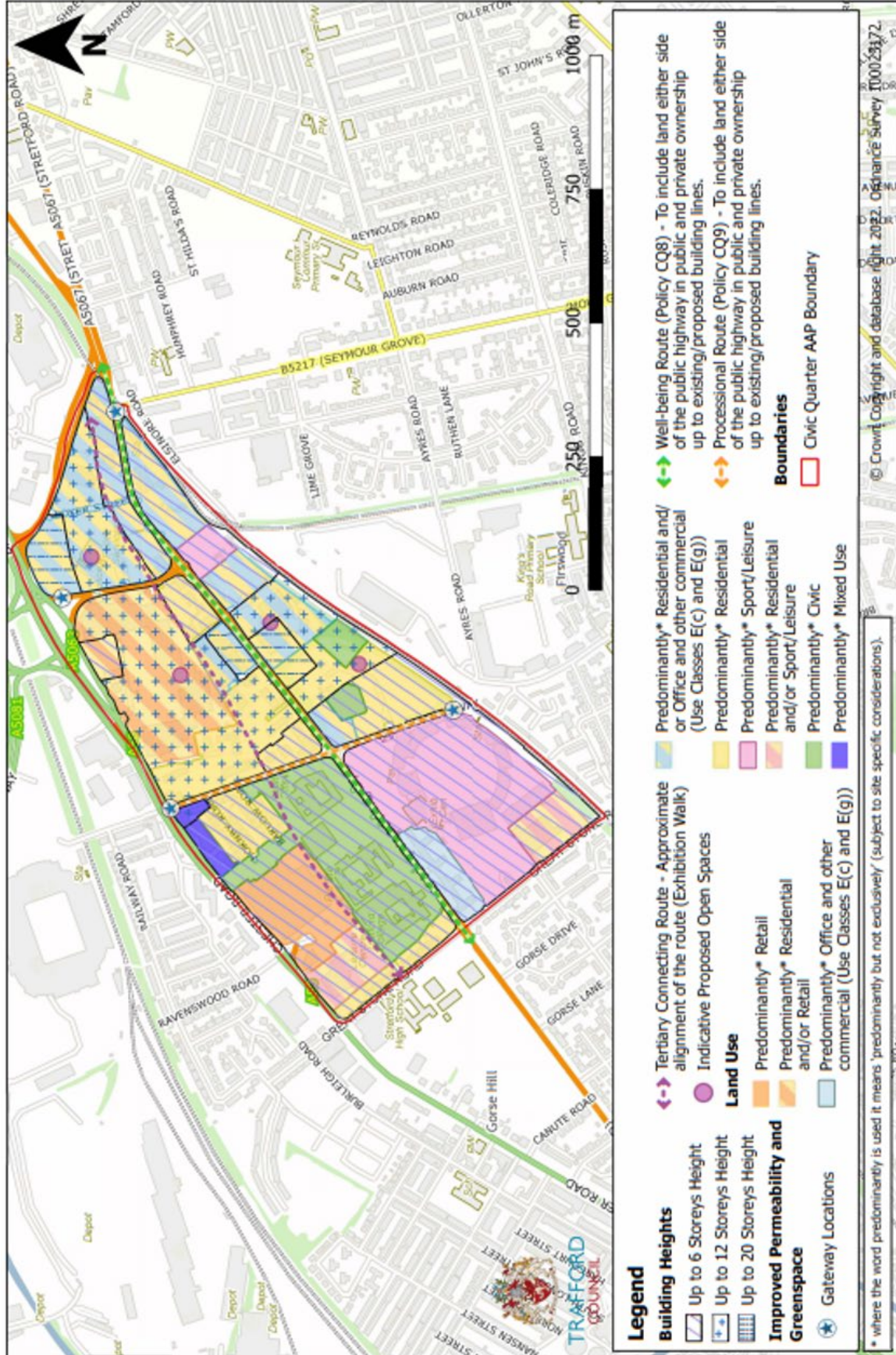
- Consolidate greater height around Oakland House (Talbot Road) and at the northern gateway facing Chester Road/Bridgewater Way.
- The Building Height Parameter Plan sets out the expected normal maximum height in an area, but that maximum height may not be achievable across the whole area. Buildings of a lower height are required around historic assets and also around the residential communities on Hornby Road and Barlow Road. It is not envisaged that the maximum height parameters will be achieved within the immediate setting of heritage assets or adjacent to existing residential communities.

Improved Permeability and Greenspace: Goals

- Create new pedestrian and cycling priority connections east to west and north to south.
- Maximise the opportunities afforded by the gateway locations as a means of accessing the Civic Quarter on foot and by bicycle.
- Establish a network of well-connected open spaces, allowing for the creation of new, and the enhancement of existing, spaces.

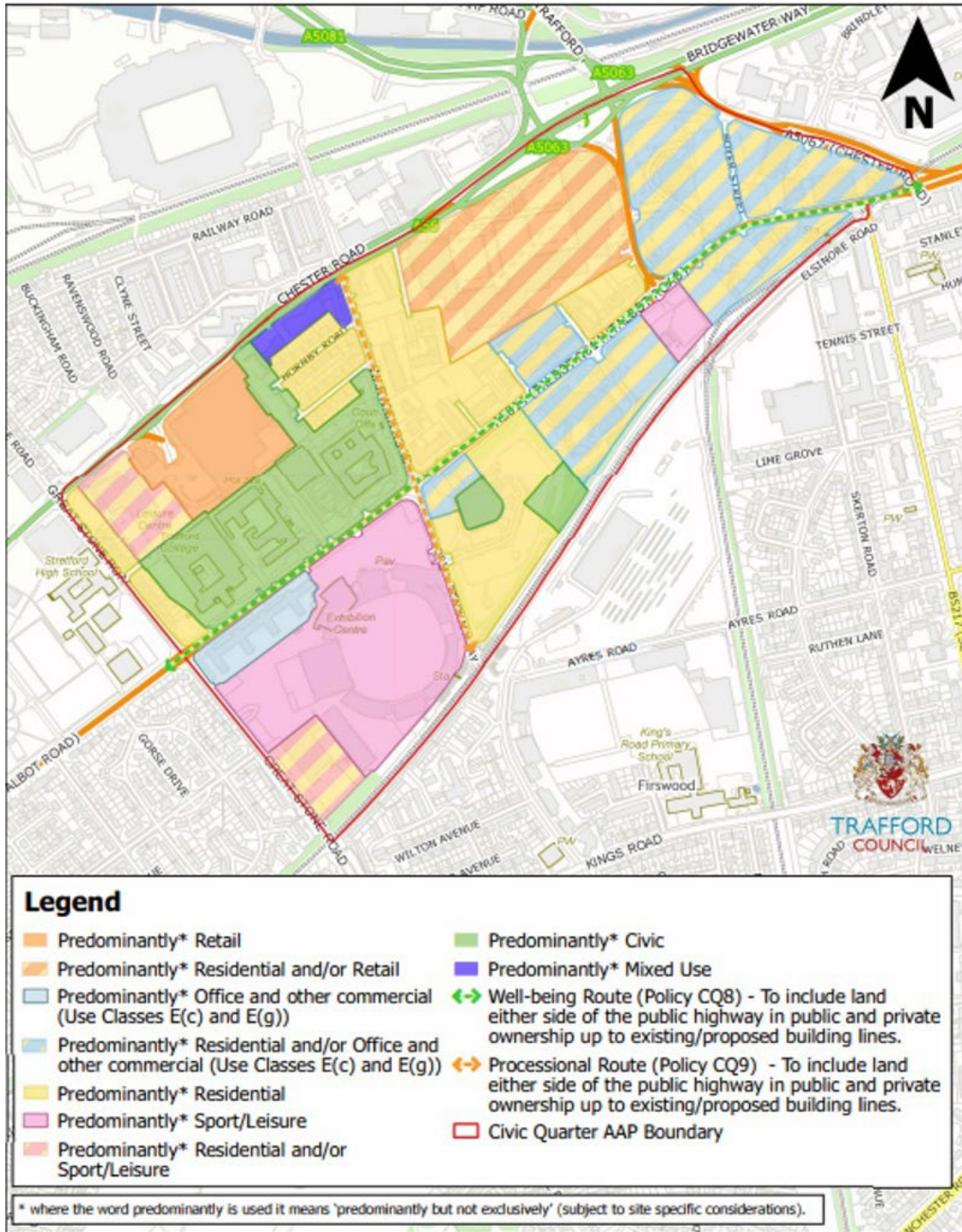
4.1 Policy CQ1 Civic Quarter Regeneration

CQAAP Policies Map



4.1 Policy CQ1 Civic Quarter Regeneration

Land Uses Parameter Plan



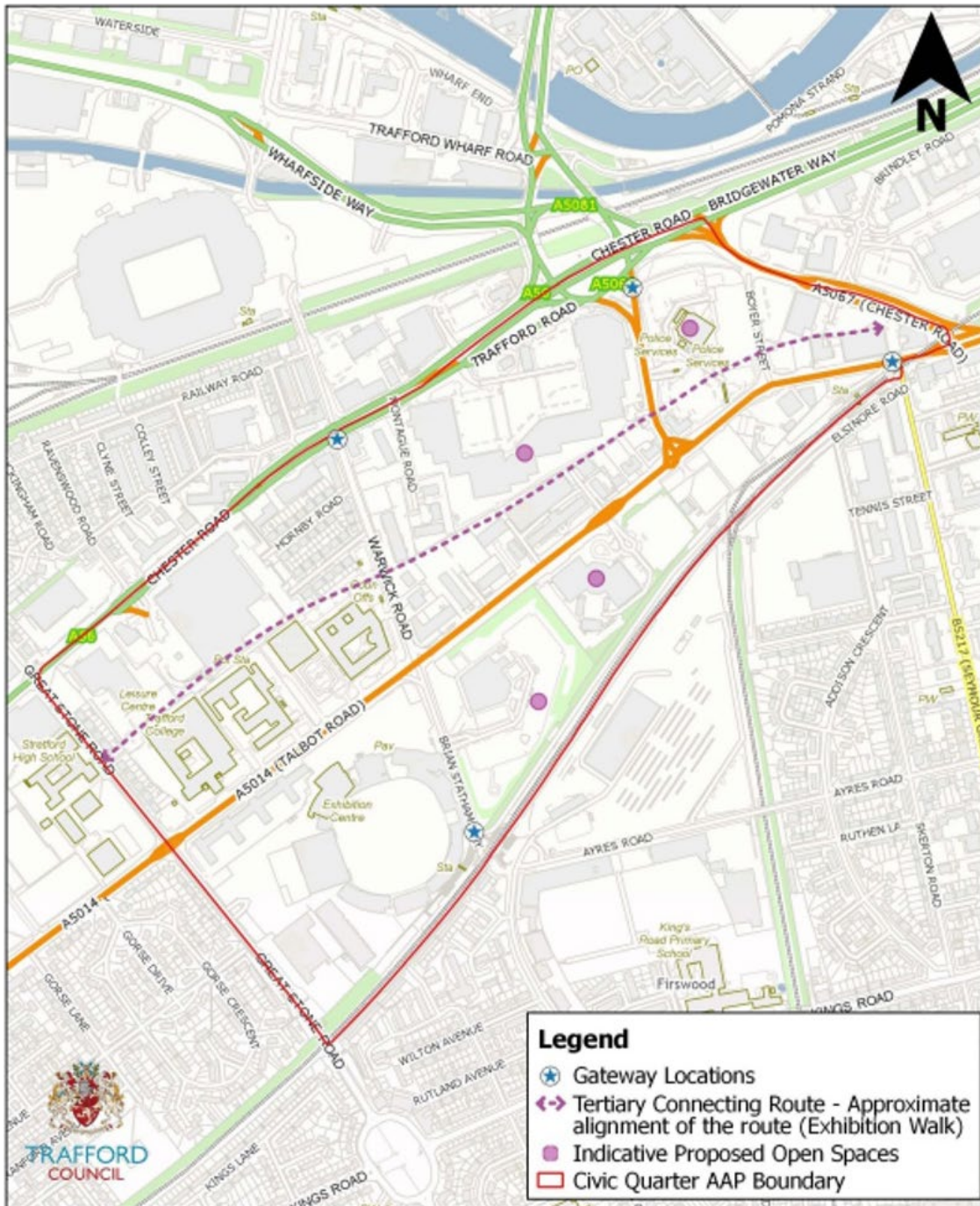
4.1 Policy CQ1 Civic Quarter Regeneration

Building Heights Parameter Plan



4.1 Policy CQ1 Civic Quarter Regeneration

Improved Permeability and Greenspace Parameter Plan



4.2 Policy CQ2 Housing

The Council recognises that new housing will play a leading role in the creation of new and vibrant neighbourhoods. Given the sustainable nature of the area, a range of housing types will be acceptable, subject to compliance with other relevant development plan policies. The Civic Quarter area provides the opportunity for higher density housing in appropriate locations (as identified within the neighbourhood areas).

A mix of typologies, including the provision of family housing, is required across the Civic Quarter. Developments should be designed to include private amenity space, to limit the risk of crime and to ensure that there will be no unacceptable amenity impacts on existing and future residents. The Council expects developers to provide affordable housing as part of all major residential developments within the Civic Quarter. Affordable housing is further addressed in Policy CQ11.



Apartment blocks - Elephant Park, London



Stacked townhouses - Eddington, Lot 1, Cambridge



Townhouses and apartments - The Colville Estate, London



Residential street - Marmalade Lane, Cambridge



Townhouses and apartments - Gray's Inn Road, London

4.2 Policy CQ2 Housing

Policy CQ2 Housing

The CQAAP is expected to deliver up to 4,000 new homes on existing identified sites, with 2,500 (as a minimum) of these homes delivered in the plan period and the remainder after 2037. The housing trajectory in Appendix 5 provides an indicative site specific trajectory across the Civic Quarter having regard to the potential capacity of individual sites for housing. The Council will, however, support policy compliant proposals for residential development which would provide delivery earlier in the plan period.

Proposals for new residential development within the Civic Quarter will be supported subject to compliance with the following requirements and when having regard to the Policies Map and the detail contained in the three parameter plans:

1. The proposed mix of dwelling size, type and tenure should contribute to meeting the housing needs of the Borough and should include the provision of family dwellings. All new major residential schemes will be expected to deliver the following mix: 30% 1 bed, 50% 2 beds and 20% 3 and/or 4 beds;
2. Development proposals should be design and context-led. It is anticipated that an average density of 170 dph will be achieved across the plan area. Higher densities will be achievable in areas identified on the CQAAP Policies Map and the Building Height Parameter Plan for 'up to 12' and 'up to 20' storeys. Sites with townscape, heritage and ground condition constraints may be required to deliver lower densities;
3. Proposals should comply with Nationally Described Space Standards or any future minimum space standards adopted by the Council;
4. The Council will require all new residential units to be built to Part M 4 (2) Accessible and Adaptable Homes Standards;
5. Other forms of housing may be acceptable, including dwellings for older persons and specialist forms of housing including care/extra care, where it would meet identified needs;
6. Student accommodation proposals may also be acceptable where they would be needed as part of UA92. Student housing proposals will need to comply with best practice, as adopted by the University of Manchester and other leading universities;
7. Housing proposals (including in the Private Rented Sector) should provide a minimum of 25% affordable housing on-site in accordance with Policy CQ11;
8. All new developments should be of excellent design quality and should demonstrate sound sustainability principles in accordance with Policy CQ4;
9. All proposals for residential development should preserve the amenities of existing neighbouring residents, and should deliver high standards of residential amenity for prospective occupants. This should be achieved through: appropriate siting, scale, massing and design; by ensuring that car parking, deliveries, servicing and refuse management arrangements are adequately provided for; and careful consideration of proximity to, and relationship with, non-residential uses. All new residential development should provide useable private amenity space for residents (gardens, balconies and/or terraces). Apartments should also be provided with communal gardens;
10. On-site open space and play facilities will be required on the following sites (as shown on the Improved Permeability and Greenspace Parameter Plan and the Policies Map):
 - Former Greater Manchester Police site
 - Former British Gas site
 - White City Retail Park site
 - Former Kelloggs site

Where open space and play facilities are provided on-site and are publicly accessible, an offset from Policy CQ11 will be available based on the proportion of policy compliant space provided; and
11. Proposals should comply with all other relevant development plan policies.

Major Development

In applying the policies of the CQAAP, the Council will use the definition of major development as contained within the Town and Country Planning (Development Management Procedure) (England) Order 2015).

4.3 Policy CQ3 Mixed Use Communities

The Council is supportive of a mix of uses within the Civic Quarter area as this will help to enhance sustainability and deliver objectives for a new vibrant destination, creating both active day time and night-time economies and a real sense of place.



School / community facilities - Marmalade Lane, Cambridge



Higher education Kellogg College Hub, Oxford



Residential street - Clay Street, London



Evening street scene - Stations Area Almere Central, The Netherlands



Angel Gardens, NOMA

4.3 Policy CQ3 Mixed Use Communities

Policy CQ3 Mixed Use Communities

Whilst new development in the Civic Quarter is required to be predominantly residential-led, a mix of uses in accordance with the Land Use Parameter Plan will be permitted. Small-scale complementary uses will also be permitted. The following uses will contribute to a mixed use community:

1. The creation of up to 50,000sqm of new offices and other commercial floorspace (Use Classes E(c) and E(g)), where this will help to deliver job opportunities and meet market demand;
2. A refurbished Stretford Leisure Centre;
3. Cafés, bars and restaurants. The amenities of existing and new residential occupiers should be adequately protected through appropriate treatment of noise/disturbance, odour, waste, light pollution and other relevant considerations, and ensuring that there would not be an over-concentration of such uses that would have adverse impacts on the health of Trafford's residents;
4. Hotels/aparthotel accommodation to meet market demand;
5. Community uses and local services, such as small-scale health provision, schools and higher/further education buildings, creches and children's nurseries;
6. Uses that would enhance the civic and tourism function of the Civic Quarter, such as museums, exhibition halls, event space, public parks and art galleries;
7. Other main town centre uses to meet local needs;
8. Development to support the growth of LCC as an international sporting venue and tourist attraction; and
9. Meanwhile uses' (as defined below) will generally be supported provided: (i) they do not undermine the vision or delivery of the CQAAP; (ii) they are controlled appropriately by the use of temporary planning permissions; (iii) justification is provided for why a site is unable to be delivered for comprehensive redevelopment as illustrated on the Policies Map within the period of the temporary planning permission sought; and (iv) they comply with all other relevant development plan policy and national planning policy, particularly in regard to main town centre uses.

The Council will use conditions to remove permitted development rights to prevent the loss of new office floorspace in the interests of supporting the economic growth of the Civic Quarter.

The 'agent of change' principle will apply in circumstances where the operation of an existing non-residential use could have a significant adverse effect on new residential uses. Planning permission will be refused unless the developer of the residential use is able to suitably mitigate the impact. The agent of change principle applies to existing businesses and facilities, which should not have unreasonable expectations placed upon them as a result of residential development after they were established.

Proposals for major development on sites identified on the Policies Map and Land Use Parameter Plan for Predominantly Residential and/or Office/Commercial use should ensure that a proportion of any floorspace proposed includes an office/commercial element (Use Classes E(c) and E(g)). This should be proportional to the scale of the development proposed and reflects the necessity to deliver a mixed use community.

In all cases, it will be necessary to demonstrate compliance with all other relevant development plan policies and national planning policy including concerning out-of-centre development for main town centre uses.

For the avoidance of doubt, this policy (as with other policies of the CQAAP) is drafted with reference to the Town and Country Planning (Use Classes) Order 1987 as amended but it shall apply to any equivalent uses/Classes in any statutory instrument revoking and/or re-acting that Order.

Meanwhile Uses

A meanwhile use describes a situation where a site is utilised for a duration of time before it is turned into a more permanent end state, taking advantage of a short window of opportunity.

4.4 Policy CQ4 Sustainability and Climate Change

The Council, alongside the other Greater Manchester Authorities, is committed to undertaking urgent action to tackle climate change, with the aim to make Greater Manchester one of the globe's healthiest, cleanest and greenest city-regions.

Trafford Council was one of the first local authorities in Greater Manchester to declare a climate emergency in November 2018 and is committed to reducing the Borough's carbon footprint with an overall aim to be carbon neutral by 2038, with new development being net zero carbon by 2028.



Use of natural and high quality materials - Bedales School, Art and Design Building, Petersfield

- Health and Happiness
- Equity and Local Economy
- Culture, Community and Heritage
- Land Use, Wildlife and Nature
- Sustainable Water
- Local and Sustainable Food
- Sustainable Materials and Products
- Sustainable Travel and Transport
- Zero Waste
- Zero Carbon Energy

One Planet Living is a straightforward framework promoting a world where everyone lives happy, healthy lives within the limits of the planet, leaving space for wildlife and wilderness.



Rain garden - Cours de l'île Seguin, Boulogne-Billancourt, France



Rain garden - Bridget Joyce Square, London

4.4 Policy CQ4 Sustainability and Climate Change

Policy CQ4 Sustainability and Climate Change

1. All major development proposals within the CQAAP will be expected to demonstrate how they:
 1. Improve the pedestrian and cycle environment;
 2. Promote the use of sustainable transport modes;
 3. Reduce the reliance on the private motor car;
 4. Incorporate sustainable design and construction features and follow the principles of the waste hierarchy;
 5. Have applied the hierarchy of drainage options in dealing with surface water and incorporate sustainable drainage solutions which maximise opportunities to integrate surface water management with green infrastructure to secure multi-functional benefits (whilst ensuring any pollution risks to surrounding watercourses and water bodies are eliminated);
 6. Achieve the highest levels of energy and water efficiency that is practical and viable (including meeting the optional Part G Building Regulation standard for water use as a minimum);
 7. Make provision for charging infrastructure for electric and other ultra-low emission vehicles (in accordance with Policy CQ10);
 8. Increase site biodiversity and deliver biodiversity net gains (in accordance with national policy); and
 9. Provide mitigation for any adverse impacts on levels of air quality in the local area.
2. All major development proposals shall be implemented in accordance with a development-specific actionable zero carbon plan. The plan, submitted at application stage, shall identify how the development would avoid, minimise or mitigate carbon emissions and incorporate carbon offsetting for both operational and embodied carbon over the first 60 years of the development (definitions of carbon and carbon offsetting that the Council will apply are provided below). An exception to this requirement will be where development comprises revisions to an existing consent (already supported by an actionable zero carbon plan) or a proposed change of use where there will be no significant construction activity.
3. All major development proposals within the CQAAP will be expected to demonstrate how climate change has been considered in its design and what measures have been put in place to ensure long-term resilience to future climatic changes and to achieve carbon reduction.



Improved cycle infrastructure -
Oxford Road, Manchester

Carbon offsetting

Any activity that compensates for the emission of carbon dioxide or other greenhouse gases.

Embodied carbon

The amount of carbon (and other greenhouse gases) emitted during the construction of a building/scheme.

Operational carbon

The amount of carbon (and other greenhouse gases) emitted once a building/scheme is in use.

4.5 Policy CQ5 Conservation and Heritage

The Civic Quarter area includes a number of designated and non-designated heritage assets. These heritage assets have historic, architectural, communal and evidential significance. The Council will engage its statutory duties and refer to national heritage planning policy in considering proposals which affect the fabric and/or setting of those heritage assets including key views and the inter-visibility between heritage assets, and in accordance with the CQAAP Policies Map and Building Height Parameter Plan.

It has been documented that the area has a rich and fascinating history in culture, sports, events, health and wellbeing which unfortunately has been eroded over time. The Council's objective therefore is to not only ensure that the remaining heritage assets are retained and enhanced but also to ensure that the historic urban grain is strengthened and that the untold history of the area is celebrated.



Modern re-use - Middleport Pottery, Stoke-On-Trent



Sensitive, modern extension of a civic building - Town Hall, Trafford

Policy CQ5 Conservation and Heritage

The Council will seek to strengthen the historic and local character of the Civic Quarter by conserving and enhancing designated and non-designated heritage assets, their setting, and the wider historic environment. Proposals for new development should:

1. Identify and positively respond to the distinctive character and significance of heritage assets and their settings;
2. Maximise opportunities for integrating heritage assets including archaeology within new development, through high quality design, landscaping, public realm, the interpretation and reinforcement of lost historical and cultural landscapes relating to the area's sporting, cultural and institutional heritage, and enhancing connectivity between the identified heritage assets and the historic townscape;
3. Put heritage assets to viable uses consistent with their conservation, including through the adaptive re-use of vacant historic buildings, reinstating street frontages and historic urban grain, wherever possible; and
4. Protect key views of the clock tower of Trafford Town Hall (Grade II listed). All applications for new development which have the potential to affect key views of heritage assets, including all remaining sporting, cultural and institutional heritage assets (such as Lancashire Cricket Club, Old Trafford Bowling Club and the entrance portal and gates to White City), will be required to be accompanied by a detailed views analysis.



Historic church as key design reference - Timekeepers Square, Salford

4.6 Policy CQ6 High Quality Design

The Council views the regeneration of the Civic Quarter as an opportunity to drive a step change in the built environment by delivering high quality design both within the architecture of new buildings and in the approach to landscaping and public realm.

The Council expects all proposals to demonstrate adherence to best practice urban design principles, in accordance with the National Design Guide, the emerging Trafford Design Guide and Code, and the detailed CQAAP Design Code in Appendix 2.



National Design Guide A well-designed place

- Context** | Enhances the surroundings
- Identity** | Attractive and distinctive
- Built Form** | A coherent pattern of development
- Movement** | Accessible and easy to move around
- Nature** | Enhances and optimises
- Public Spaces** | Safe, social and inclusive
- Uses** | Mixed and integrated
- Homes and Buildings** | Functional, healthy and sustainable
- Resources** | Efficient and resilient
- Lifespan** | Made to last



Grouped front doors to encourage neighbourly interaction - King's Crescent, London



Communal outdoor space - King's Cross St. Pancras



Communal garden space - Elephant Park, London

4.6 Policy CQ6 High Quality Design

Policy CQ6 High Quality Urban Design

The Council will require all proposals for new development in the Civic Quarter to achieve high quality design which will be accessible and useable by all sections of the community. Schemes which promote poor design solutions or are not accessible will not be accepted. All proposals should:

1. Demonstrate compliance with the CQAAP Design Code;
2. Deliver architecturally innovative design which will raise design standards within the area whilst preserving existing residential amenity standards;
3. In accordance with Policy CQ2 and the CQAAP Design Code, ensure that high amenity standards are achieved in new residential development, including the provision of private external amenity space to all houses and apartments (consisting of gardens, balconies and/or terraces). Well-designed communal gardens should also be provided to all apartments buildings;
4. Provide buildings which are sensitively and contextually designed in line with the following principles:
 - Scale, height and massing should be sensitive to the existing context;
 - Variation in scale, height and massing (including within individual height parameter zones) will be required to provide townscape interest;
 - Introduce appropriate spacing and breaks between buildings to achieve a sensitive urban grain and to avoid (i) overly long frontages, (ii) perimeter blocks without appropriate spacing between buildings, and (iii) tall buildings being in uncomfortably close proximity to each other;
 - Provide breathing space between buildings to allow for appropriate provision of amenity space, public realm and tree planting; and
 - The ground floor of the building shall be designed to create interest and activity.
5. Limit the provision of new areas of open surface car parking;
6. Provide new areas of public realm and green space, incorporating quality hard and soft landscaping;
7. Remove physical barriers and encourage permeability and passive surveillance with sensitive demarcation of the public and private realm;
8. Be designed to reduce the risk of crime, including the incorporation of hostile vehicle mitigation where necessary;
9. Avoid poor quality or unnecessary signage and street clutter in order to maintain the high design standards for the area; and
10. Provide adequate and well-integrated servicing, delivery, refuse and recycling facilities in order to avoid unacceptable impacts on local amenity or undermining the quality of the public realm.



Private outdoor space - Howarth Tompkins, Silchester Estate

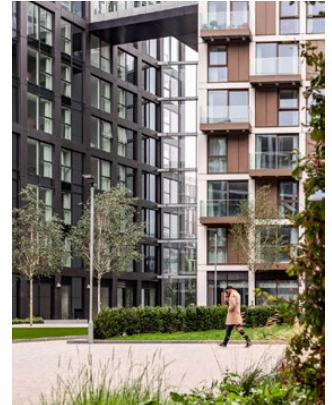
4.6 Policy CQ6 High Quality Design

4.6.1 Policy CQ6.1 Tall Buildings

In the right locations tall buildings can make an important contribution towards delivering new homes, and high quality place-making, often offering excellence in design and providing an opportunity to build to higher densities around public transport nodes. However, a poorly designed tall building can seriously harm the character and identity of a place and the value of important views. Principal failings with tall buildings are often a lack of understanding of context, a failure to demonstrate neighbourliness,

the tendency to create too many single aspect apartments especially with a northerly aspect, and to access too many apartments from a single core.

Policy CQ6 and the CQAAP Design Code require variation in scale and massing and pockets of lower height 'villages' to create townscape interest, improve outlook and maximise light penetration. Development which results in tall buildings being in uncomfortably close proximity to each other will not be permitted on design and amenity grounds.



Angel Gardens, NOMA, Manchester

Policy CQ6.1 Tall Buildings

Within the Civic Quarter, a tall building is defined as one that is 6 storeys or more. The Building Height Parameter Plan sets out maximum height parameters for new buildings in the Civic Quarter. Proposals for tall buildings will be supported where they are considered to be appropriate to their context, in accordance with the Policies Map and Building Height Parameter Plan and where they address the following principles:

1. Demonstrate early and effective engagement with the Local Planning Authority and local community, including appropriate use of design review panels;
2. Careful consideration should be given to building form, proportion, massing, composition, silhouette, detailing, legibility and materials so as to achieve design excellence;
3. Should not adversely impact on identified heritage views and other important views identified in the CQAAP;
4. Where proposed near existing tall building groups, new proposals should follow the established principles of group composition, such as noticeable stepping down in height around cluster edges and a balanced range of heights including mid-rise and low-rise elements where appropriate, to achieve an acceptable relationship with existing buildings;
5. Proposals for isolated tall buildings or tall buildings that sit in close proximity to mid-rise or low-rise buildings should similarly follow the established principle of stepping down in height, scale and grain to achieve an acceptable relationship with existing buildings;
6. Provision and future management of private and shared amenity space for residential schemes should be in accordance with Policy CQ2 and the CQAAP Design Code;
7. The proposal should have an active relationship with the street and make a positive contribution to townscape and the public realm, including new tree planting;
8. Demonstrate that the site can accommodate the uses and quantum of development proposed and deliver a high standard of amenity, including achieving good levels of daylight and sunlight to residential properties and amenity areas; and minimising overshadowing, noise and wind impacts;
9. Demonstrate safe and appropriate access, car and bicycle parking provision whilst ensuring that servicing, deliveries and refuse storage and collection is well-integrated and minimises impacts on townscape and amenity;
10. Design should be credible from a technical and financial perspective including continuity of the project architect;
11. Safety, including fire prevention and safe evacuation; and
12. Accessible, including lift access to all floors.

4.7 Policy CQ7 Public Realm Principles

The Council's aspiration is to create a high quality urban public realm which will link development sites and create a more coherent and robust sense of place within a diverse framework of streets and spaces. This will be achieved through the provision of high quality routes and civic spaces. Other measures will include the improvement of permeability for pedestrians and cyclists and ensuring that all new and upgraded parts of the public realm achieve the highest quality design.

A key part of the objective is the development of an overarching sustainable landscape strategy which will include sustainable surface water management as an essential element of each development. This policy will also support the principles of Active Design and Streets for All.



Illustrative Landscape Masterplan



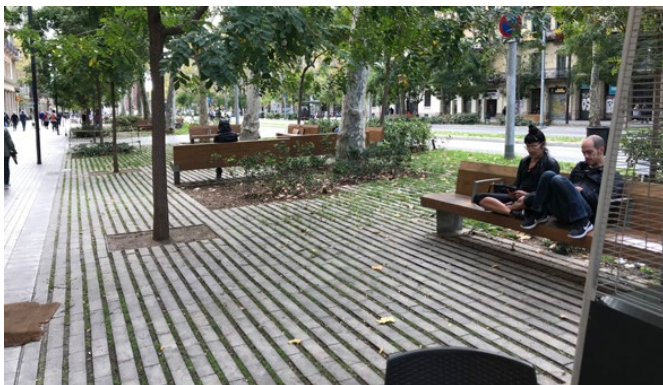
Policy CQ7 Public Realm Principles

The Council will require all proposals new development in the Civic Quarter to provide, or support the delivery of, high quality, accessible public realm in accordance with the CQAAP Policies Map. All development proposals will be expected to:

1. Increase permeability through the creation of clear, direct, convenient, safe and well-signed routes, into, out of and around each new development site;
2. Ensure a form of development that supports and enhances the delivery of the Wellbeing Route, the Processional Route and Exhibition Walk;
3. Demonstrate compliance with the CQAAP Public Realm Code at Appendix 3 and the Improved Permeability and Greenspace Parameter Plan;
4. Provide high quality street furniture and boundary treatments, tree-lined streets, and minimise inappropriate street clutter;
5. Promote public art to enhance spaces and reinforce the creation of a distinct identity for the area;
6. Promote sustainable maintenance and management of the public realm, including the incorporation of sustainable drainage features and landscaping linked to surface water management;
7. Incorporate new soft landscaping to further enhance the character of the area and to promote increased biodiversity;
8. Support the principles of Active Design to promote health and wellbeing and to encourage physical activity; and
9. Incorporate high quality public realm works within development sites, including new tree planting and high quality landscaping. Areas of hard surfacing including car parking areas should be surfaced in high quality materials, including permeable surfacing where appropriate. The use of tarmac, bitmac and thermoplastic lining will not normally be supported (other than on carriageways).

4.8 Policy CQ8 Wellbeing Route - Talbot Road

Talbot Road is a wide radial corridor which forms part of a wider link between Stretford town centre and Manchester city centre. Mature trees that line the road already give it a green character. The CQAAP identifies opportunities to establish it as a health and wellbeing boulevard. This will result in a key 'sustainable' link from Manchester to Stretford town centre, as well as a daily leisure and recreation destination in itself. It will also further support the principles of Active Design and of Streets for All.



Dwelling space along main road - Barcelona, Spain



SUDS as street feature - Parc de Billancourt, Paris

Policy CQ8 Wellbeing Route - Talbot Road

1. The Council will support the delivery of a Wellbeing Route along Talbot Road, as shown on the Policies Map and detailed on the Improved Permeability and Greenspace Parameter Plan, which will serve to enhance cycle and pedestrian permeability and which will become a new leisure and recreational destination at the heart of the Civic Quarter.
2. Development proposals on sites that adjoin Talbot Road should ensure that development addresses Talbot Road, generating active street frontages, retaining existing trees and planting new trees, providing new and retaining existing quality landscaping and ensuring a cohesive approach to development.
3. Development proposals that would prejudice the delivery of the Wellbeing Route will not be supported.
4. All new development should support the following design principles:
 1. Accentuating the road's green character by retaining existing trees, adding more trees (including street trees) and creating a boulevard;
 2. De-engineering the street by narrowing the carriageway, widening footpaths and lowering kerbs;
 3. Establishing an upgraded designated cycle lane to create a key route that aligns with the principles of, and is part of, Manchester's new Bee Network;
 4. Encouraging the use of high quality materials to create a distinctive sense of place;
 5. The provision of multiple road crossings to aid permeability and to facilitate pedestrian movement;
 6. The creation of an 'active ribbon' along one side of the street to accommodate street furniture and local information boards/signage to promote activities and recreation;
 7. Opportunities for spill-out space, including from adjoining non-residential uses or adjoining greenspace, to support enhanced vibrancy; and
 8. New supercrossings at the junctions with Great Stone Road and White City Way.

4.8 Policy CQ8 Wellbeing Route - Talbot Road



Illustrative Plan

Key

- 1. Gateway space
- 2. Retaining existing trees
- 3. Improved crossing and public realm at junction with Brian Statham Way / Warwick Road (Processional Route)
- 4. Regular crossings to facilitate north-south permeability

4.9 Policy CQ9 Processional Route

Brian Statham Way and Warwick Road form a direct, if unremarkable, link between Old Trafford Metrolink tram stop, LCC, Trafford Town Hall and, across Chester Road to Manchester United Football Club. The Processional Route as originally envisaged in the adopted Core Strategy has an aspiration to ultimately link the Civic Quarter to MediaCityUK.

The CQAAP reimagines the link as a pedestrianised ceremonial route, amplifying the connection between the two stadia; a space to accommodate fans on match days and welcome visitors on every other day of the year to celebrate the uniqueness of the area.

Full vehicle access to existing properties along Warwick Road, Hornby Road and Barlow Road would be maintained.



Allowing for spill out - Exhibition Road, London

Policy CQ9 Processional Route

1. The Council will support the delivery of a Processional Route along Brian Statham Way and Warwick Road, as shown on the Policies Map and detailed on the Improved Permeability and Greenspace Parameter Plan, which will serve as a key pedestrian and cycling thoroughfare and dwell space between two international sports venues.
2. Development proposals on sites that adjoin the route should ensure that development addresses Brian Statham Way and Warwick Road, generating active street frontages, providing public art, retaining existing trees and planting, providing new trees and new and enhanced quality landscaping, including landscaping linked to surface water management, and ensuring a cohesive approach to development.
3. Development proposals that would prejudice the delivery of the Processional Route will not be supported.
4. All new development should support the following design principles:
 1. A more balanced street design with a greater focus on pedestrians and cyclists;
 2. The pedestrianisation of Brian Statham Way;
 3. To aid pedestrian permeability, the removal of high fences where possible, whilst recognising the need for continued security;
 4. A consolidated arrival square at the Old Trafford Metrolink stop;
 5. Ample seating opportunities to encourage people to dwell and use the space;
 6. Linearity in design in order to aid movement;
 7. Secure space for independent food and beverage vendors;
 8. Opportunities for active street frontages and spill-out from existing and new developments; and
 9. Opportunities for public art and local information boards to celebrate the area's rich history.

4.9 Policy CQ9 Processional Route



Key

- 1. Narrowed carriageway, widened pavements and new tree planting
- 2. Improved crossing and public realm at junction with Brian Statham Way / Warwick Road - the Processional Route
- 3. Balanced street design for improved pedestrian experience and to accommodate large numbers of people on match- and event days
- 4. Improved public realm at Old Trafford Metrolink tram stop

Illustrative plan



Representative space - 96 Avenue, Processional Route, Liverpool



Lively balanced street scene - New Road, Brighton

4.10 Policy CQ10 Movement, Permeability and Parking

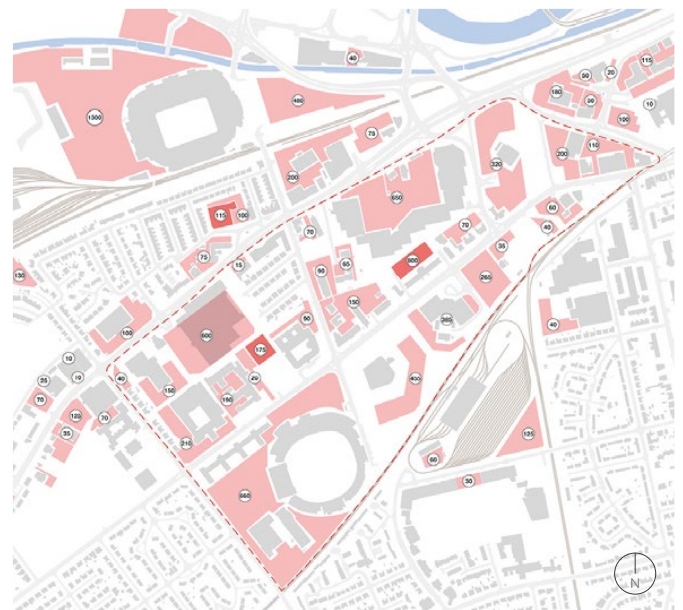
A key objective of the CQAAP is to improve permeability and accessibility throughout the Civic Quarter area by connecting different uses and encouraging sustainable modes of movement. Future improvements to pedestrian and cycling connections and public transport services will allow for a modal shift, reducing the reliance on the private car.

Pedestrian and cyclist permeability and accessibility within the Civic Quarter is limited largely to Talbot Road, Warwick Road and Brian Statham Way which are car centric and vehicle dominated. Consequently, patterns of movement for pedestrians and cyclists are constrained by the physical environment which is dominated by cars, roads and car parking, leading to the area being used as a 'cut through' route to access surrounding areas and key existing sites.

The Civic Quarter is, however, exceptionally well-located to take advantage of existing public transport infrastructure and to promote walking and cycling. A key objective of the CQAAP is therefore to establish a new movement network which will provide a clear pattern of streets and routes to encourage and facilitate walking and cycling, limiting car use.

The key mechanisms for achieving this objective will be through the creation of the Wellbeing and Processional routes and Exhibition Walk which are illustrated on the Policies Map, the Land Use Parameter Plan and the Improved Permeability and Greenspace Parameter Plan. Together these illustrate that the Civic Quarter can be made more permeable and accessible to pedestrians and cyclists, encouraging and enabling modal shift to more sustainable modes of transport and active travel.

The ultimate creation of high quality shared public space along Talbot Road, Warwick Road and Brian Statham Way via the Processional and Wellbeing routes will create a pedestrian and cyclist centric environment in which vehicle drivers are naturally more aware of and considerate towards other users. This will lead to a reduction in the area being used as a 'cut through', greatly assisting in the creation of a mixed-use and balanced community, accessed largely by residents, businesses and employees of the Civic Quarter.



Existing Parking

Key

Multi storey parking

Surface parking

4.10 Policy CQ10 Movement, Permeability and Parking

Policy CQ10 Movement, Permeability and Parking

All development proposals should assist in the delivery of the following movement, permeability and parking principles as illustrated on the CQAAP Policies Map:

1. Creation of new and/or enhanced pedestrian and cycling connections, within and through the Civic Quarter, such as the Wellbeing and Processional Routes and Exhibition Walk as identified on the Policies Map, the Land Use Parameter Plan and the Improved Permeability and Greenspace Parameter Plan;
2. Creation of new and/or enhanced connections to existing public transport within the Civic Quarter, and to support improved links to public transport beyond the Civic Quarter. Measures that will enhance the accessibility and frequency of such services should be delivered wherever possible;
3. Consolidation and/or removal of existing surface car parking to make best use of available land for appropriate redevelopment where it can be demonstrated that existing provision is surplus to requirements or can be appropriately re-provided;
4. Developments should meet their own car parking needs on-site via appropriately and high-quality designed parking provision including the use of podium parking with active frontages wherever possible in accordance with the relevant maximum car and minimum cycle parking standards set out under this policy. If proposed, applicants must demonstrate why car parking provision above these standards is necessary in light of the policy imperative to promote modal shift and the high levels of accessibility of the area;
5. Cycle storage in all development (including conversions/changes of use) should be:
 - a. fully integrated into proposed main building(s) from the initial design stage;
 - b. directly and conveniently accessed from outside the building;
 - c. accessible, attractive, secure and safe to use;
 - d. either in individual lockers, or in stores shared by groups of immediate neighbours;
 - e. covered, fully ventilated, robustly constructed and easy to maintain; and
 - f. inclusive, allowing for different user needs and different types of cycles; and
6. To encourage sustainable and active travel within the Civic Quarter, applications for stand-alone surface or multi-storey car parking to accommodate visitor parking will not be supported.

4.10 Policy CQ10 Movement, Permeability and Parking

Parking Standards

1. Car Parking
 - a. 0.2 car parking spaces per dwelling
 - b. Car parking spaces for non-residential floorspace to be considered on a case-by-case basis whilst recognising the need to protect highway safety and residential amenity
 - c. 3 disabled spaces or 6% of the overall total (whichever is greater)
 - d. 20% of all spaces must have electric vehicle charging points with the remaining 80% passive provision for electric plug-in charging and other ultra-low emission vehicles in the future
2. Cycle Parking
 - a. 1 cycle space per 1 and 2 bedroom dwellings
 - b. 2 cycle spaces per 3+ bedroom dwellings
 - c. 1 cycle space per 150 sqm of non-residential floorspace
 - d. At least one charge point should be provided to allow for re-charging of electric cycles and a charge point should be provided for a minimum of 1 in 10 cycle parking spaces. Charge points should be accessible to all cycle stand types, particularly those intended to accommodate larger/cargo cycles which may be more likely to require electric assistance

The Council is satisfied that the highway network can safely and suitably accommodate the overall quantum of development that is envisaged without giving rise to severe highway impacts. However, applications for major development must be accompanied by an appropriate Transport Assessment/ Statement which would pay particular regard to site-specific access and the impact on affected junctions.



Crown car park, façade



Garland Centre, Multi storey car park

4.11 Policy CQ11 Infrastructure and Obligations

In order to make development acceptable, national policy makes it clear that it is reasonable to seek planning contributions where development could have an adverse impact on local infrastructure and services by placing increased pressure on it, or where a development could contribute to specific needs (for example, affordable housing).

The CQAAP adopts a positive approach towards the provision of new infrastructure, facilities and services which will be required to deal with new growth in the Civic Quarter to ensure that development can be delivered in a sustainable way. A detailed assessment of the essential infrastructure that will be needed to deliver and support the new development has been undertaken. It includes new public realm and environmental/security enhancements, new green space and leisure provision, new education and health facilities, and upgrades to services and utilities. In turn this new infrastructure has been costed and has been subject to viability testing.

In order to simplify the process of determining planning applications, Policy CQ11 confirms the scope of infrastructure which new development proposals should support by way of a single financial contribution, to be secured through a Section 106 legal agreement. This will be calculated on the basis of the total new floorspace proposed (gross internal area) or, where relevant, to be converted through a change of use application. The rates indicated will be index linked throughout the CQAAP plan period. For the avoidance of doubt, the financial contributions sought through this policy will be in addition to any sums payable under the Council's Community Infrastructure Levy.

The policy also provides the mechanism to secure on site affordable housing, taking account of the findings of the Trafford Housing Needs Assessment (2019). This identifies a significant annual shortfall in affordable housing across Trafford and it highlights the importance of establishing appropriate affordable housing targets to ensure the continued and enhanced delivery of affordable homes to support sustainable communities.



Integrated cycle network - Queens Plaza's Durch Kills Green Park, New York



Opportunities for dwelling - University of California Irvine Contemporary Arts Center, Irvine, USA



Comfortably scaled street - Rue Du Tresor, Paris, France

4.11 Policy CQ11 Infrastructure and Obligations

Policy CQ11 Infrastructure and Obligations

All planning applications for major development should contribute towards the delivery of essential infrastructure in the Civic Quarter.

A financial sum will be required from all major residential schemes to address the following items:

- Public realm and environmental upgrades (including hostile vehicle mitigation to provide enhanced security within public and pedestrianised spaces);
- Green space and sports facilities;
- Education;
- Health; and
- Utility upgrades.

A financial sum will be required from all major commercial development schemes to address the following items:

- Public realm and environmental upgrades (including hostile vehicle mitigation); and
- Utility upgrades.

The financial contribution payable under this policy shall be calculated in accordance with the rates set out below (subject to future indexation from January 2021).

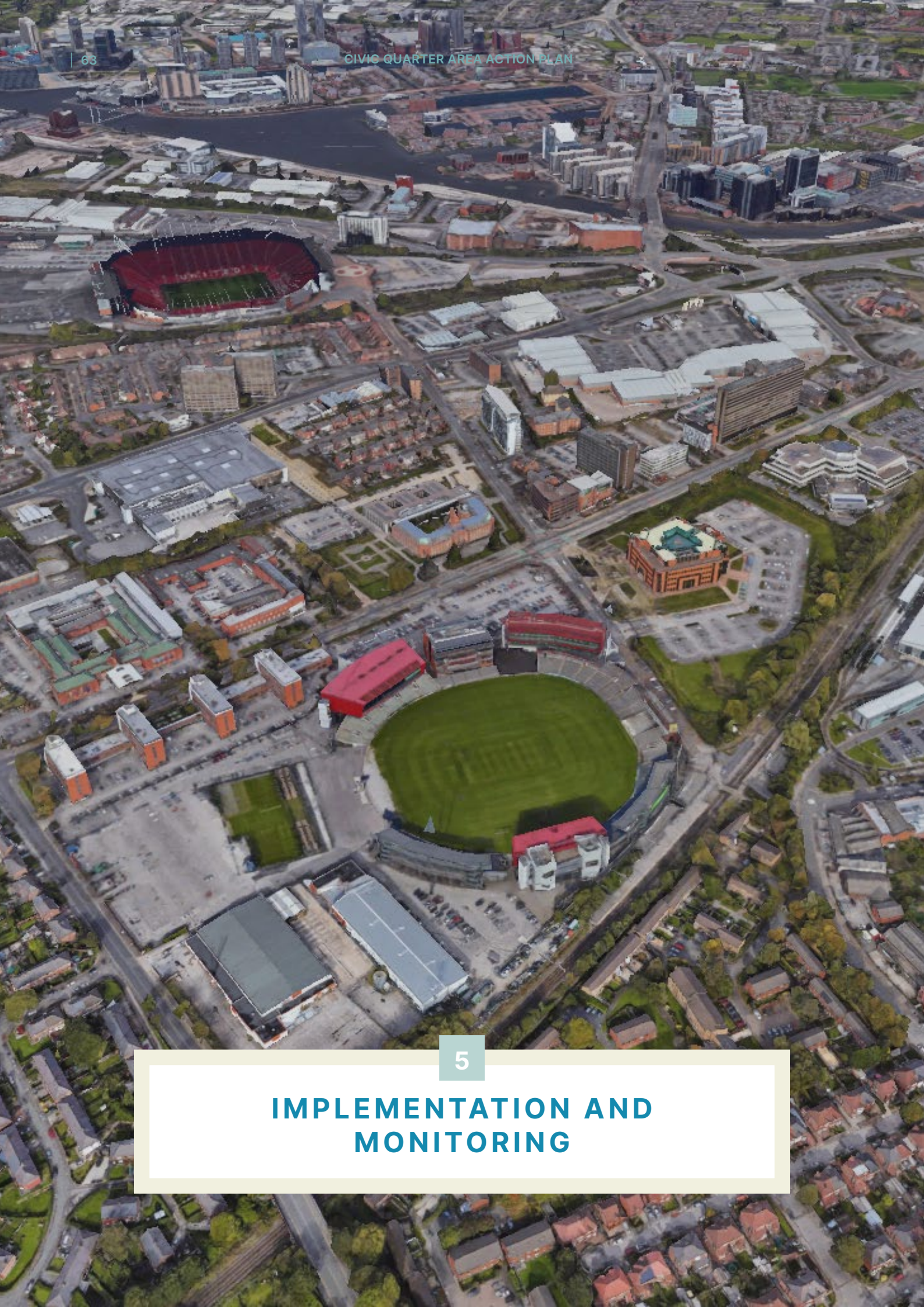
- Residential : £145.81 per m²
- Offices: £66.89 per m²
- Hotels: £66.89 per m²
- Other commercial, business and service development - covered by Class E of the Use Classes Order (but specifically excluding subsections d, e and f of Class E), and to include drinking establishments and takeaways: £66.89 per m²

It is not anticipated that there will be any particular demand for other uses within the CQAAP area that are not already stated in this policy. However, if other uses were to come forward, including sui generis uses, then these proposals will be considered on their own individual merits in terms of whether a contribution would be necessary to make the development acceptable in planning terms. Uses in Class F of the Use Classes Order (or any subsequent equivalent) are specifically excluded.

In addition to the infrastructure contribution requirement the Council requires all major residential development proposals within the CQAAP boundary to provide for a minimum of 25% affordable housing. The affordable housing should be provided on site and delivered in line with the Council's most up to date affordable housing policies, particularly in respect of tenure split, and the most up to date housing policies, particularly in respect of housing mix.

Where a development proposal contributes 'in kind' by providing necessary identified infrastructure, which would benefit the wider Civic Quarter, on site then this would be offset against the financial contribution payable (calculated on a case-by-case basis).

The viability of developments, when having regard to the expectations of Policy CQ11, has been assessed at plan-making stage. The re-visiting of viability at planning application stage is not considered necessary other than in exceptional circumstances as defined by national policy and in the case of White City Retail Park in view of its existing use value (at the time of the CQAAP's adoption). In the context of other sites within the CQAAP area, it will be up to the applicant to demonstrate whether particular circumstances justify the need for a viability assessment at the planning application stage.



5

**IMPLEMENTATION AND
MONITORING**

5.1 Working in Partnership

5.1.1 The Council does not have the resources to implement the objectives for the Civic Quarter alone. Implementation and delivery of the CQAAP will require the Council to work closely with a range of different partners, including landowners, developers, infrastructure providers and government bodies, to secure an effective approach to delivery. The CQAAP provides the right structure to facilitate a partnership-style approach

in order that investment in services, utilities, public transport and other infrastructure takes place alongside new development to ensure sustainable growth and to support the establishment of a strong, vibrant and healthy Civic Quarter over the CQAAP plan period.

5.2 Monitoring and Review

5.2.1 The Council has a statutory requirement to prepare a Monitoring Report on the progress of development plan documents such as the CQAAP. This should cover the extent to which policies are being implemented and their effectiveness.

5.2.2 By monitoring and studying trends arising from policy documents it is possible to identify potential shortcomings as well as areas of success and to enable policy to be adjusted or revised where necessary. Monitoring is also important to ensure that the wider aim of sustainable development is being achieved.

5.2.3 The Council will prepare an Authority Monitoring Report which will report progress on the Key Performance Indicators specific to the CQAAP (and which are contained in Appendix 6).



Illustrative Masterplan

APPENDIX 1 THE NEIGHBOURHOODS

White City Gates
- 1907



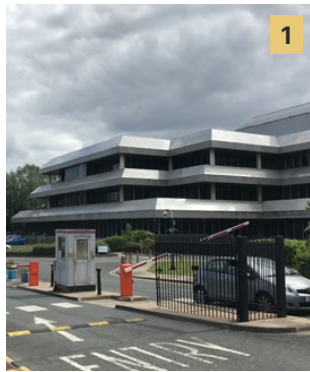
CENTRAL NEIGHBOURHOOD



Area Today

A varied mixed use area dominated by White City Retail Park to the north, lacks connections and inhibits new ones to north and south.

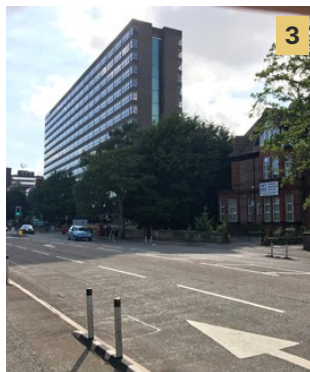
- Taller office developments to Talbot Road, including Oakland House, and with areas of surface car parking to the rear
- UA92 Academy opened in 2019 within the former Kelloggs building with long term plans to accommodate learning
- The wider Kelloggs site (Lumina village) is coming forward with new residential units, offices and a primary school
- Clusters of vacant sites lie to the north of Talbot Road with established green amenity fringing the tram line
- The site of the British Gas headquarters comprises a significant building with substantial surface car parking
- The Grade II listed Entrance Portal and Lodges to the Former White City Greyhound Track has been stripped of ornamental detail whilst its setting is lost and underplayed



British Gas building



UA92 / Former Kellogg's building



Oakland House



White City Gates



Central Neighbourhood Existing

Vision

Recast a residentially-led neighbourhood where people, place making, health and wellbeing, walking and cycling underpin the development.

Opportunities

- A re-structured retail park to include new residential development but with the prospect of some retail park remaining. Also to include a significant new public park in the location of the former Botanical Gardens towards the listed entrance portal
- Use UA92 and Lumina Village as a catalyst for further growth in this area, including new education facilities
- Create new permeability to and through the retail park and towards the Salford area and into the heart of the Civic Quarter
- Seek to realign development away from car priority developments to well-connected sustainable and mixed-use communities
- Connections to the northern neighbourhood and Salford have huge potential to accelerate regeneration
- The enhancement of heritage assets and their settings, including on Talbot Road as well as the listed entrance portal and lodge (including their repair and restoration)
- The opportunity of the British Gas site for continuing employment uses, for potential new commercial development, residential redevelopment or a combination of these uses

Height and Scale

- Taller buildings are seen to cluster around Oakland House along the civic promenade to Talbot Road, carefully scaling down towards the Town Hall and Bowling Green
- A new positive edge to Chester Road with medium-rise buildings
- Spaciousness to Talbot Road to be retained



Location Plan





Colindale Gardens, London



Victory Park, London

Key

-  Wellbeing Route
-  Processional Route
-  New green route
-  Improved pedestrian junction
-  CQAAP boundary
-  Heritage asset
-  Existing / proposed educational building



Central Park, New York



Accordia, Cambridge



Central Neighbourhood Illustrative Masterplan

Landscape Design Principles

A predominantly residential neighbourhood with a coarse grain and a variety of street typologies. New green and open spaces cater for new and existing residents.

Streets

- Generous street widths to allow for unobstructed and inclusive pedestrian and cycle movement, as well as space for dwell time and spill-out
- Higher level street typologies to allow for segregated cycle routes and controlled vehicular traffic
- Strong frontage to Talbot Road - the Wellbeing Route - with multiple pedestrian crossings to aid north-south pedestrian permeability
- Improved frontages, street environment and the pedestrian and cycle experience along White City Way

Spaces

- Key location for the delivery of new green spaces at the heart of the Civic Quarter, to include the British Gas site, the Kelloggs site and White City
- Landmark space around the White City entrance portal as a direct connection to the area's history
- Series of smaller attractive green spaces around which various community functions for all ages can flourish

Parking

- Car parking generally provided through wrapped podium solutions

Boundary Treatment

- Sensitive boundary treatments of residential ground floors to encourage a sense of ownership and appropriation of the semi-private sphere
- Retention of existing historic boundary treatments

Trees and Planting

- Retention of existing trees and significant new tree planting, including street trees
- A mix of native and non-native tree species for both streets and spaces
- Rain gardens throughout and planting to encourage biodiversity and habitat

Materiality

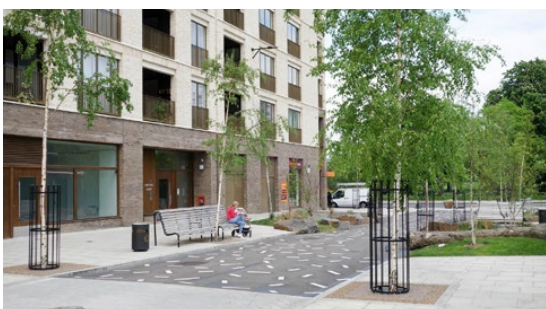
- Robust surface materials palette suitable for vehicular, cycling and pedestrian movement
- Sustainable drainage incorporated with paving



Parc de Billancourt, Paris



Residential Courtyard, Zurich



Kings Crescent, London



Kelham Island, Sheffield

Key

- Wellbeing Route
- Processional Route
- Exhibition Walk
- Greenway
- Secondary pedestrian route

1. New public space around historic White City gates
2. New tree planting along Chester Road for improved streetscape
3. New and upgraded crossings to aid permeability towards Manchester United and Salford Quays
4. Neighbourhood green with adjacent new school



Old Trafford Metrolink Station



Lancashire
Cricket Club
Ground, 1920



SOUTHERN NEIGHBOURHOOD



ALLIED NEWSPIRE
LIMITED
1920

Area Today

A key location within the Civic Quarter anchored by the cricket ground. Also accommodates office development and a large vacant site. Adjacent to Old Trafford Metrolink stop. Poor internal permeability.

- The cricket ground, a non-designated heritage asset, has benefitted from significant investment in recent years, and is a sporting venue of international significance
- Fencing surrounds much of the cricket club site, which can be visually intrusive in parts
- Lancastrian House on Talbot Road is a popular office location
- The site of the former B&Q retail unit and car park (now vacant) lies adjacent to the cricket club facing Great Stone Road and provides a transition between the scale and massing of traditional residential development to the south and west and the cricket ground
- Incline to Great Stone Road as it crosses the tramline



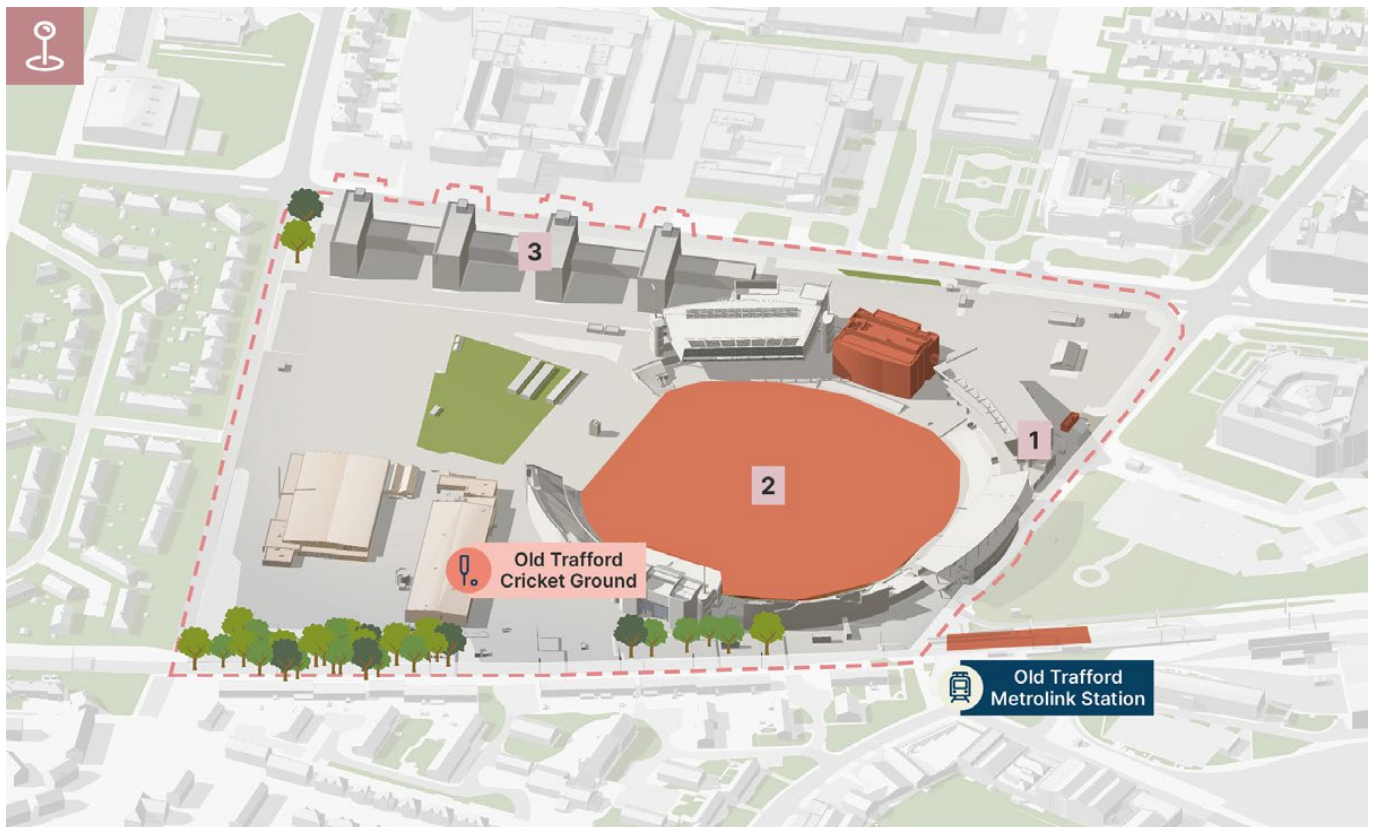
Lancashire Cricket Club



Lancashire Cricket Ground



Lancastrian Office Centre



Southern Neighbourhood Existing

Vision

A revitalised neighbourhood with sport, leisure and tourism at its core and which has successfully built upon the international profile of Lancashire Cricket Club to lead major regeneration and investment.

Opportunities

- Improvements to facilities at LCC
- A strengthened sport, hospitality, community, spectator and commercial offer around the cricket club
- Enhanced public realm adjacent to and including LCC with the establishment of a fan zone whilst retaining boundary treatments where appropriate and not undermining public safety
- The opportunity of the B&Q site for redevelopment where it would not undermine the role, function and operation of LCC and would provide a design and context-led approach to this transitional site
- The potential for some sensitive infill development
- A shift towards walking and cycling as the main methods of movement within the neighbourhood
- To deliver new development and public realm that would discourage the use of Talbot Road by vehicles
- Spaciousness to Talbot Road to be maintained

Height and Scale

- Development at the former B&Q site to transition down in height from the cricket stands to the residential properties on the south western side of Great Stone Road
- Any new development in proximity to Trafford Town Hall and the sunken gardens should respect their setting



Location Plan



Accordia, Cambridge



Altrincham Town Centre



Kirkstall Forge, Leeds



Avenue Mermoz Et Pinel, Lyon, France

Key

-  Wellbeing Route
-  Processional Route
-  New green route
-  Improved pedestrian junction
-  CQAAP boundary
-  Heritage asset
-  Stadium Extension



Illustrative Masterplan

Landscape Design Principles

The opening up of the cricket ground perimeter, where possible, and enhanced vitality and vibrancy to Talbot Road and Brian Statham Way.

Streets

- Strengthened frontage along Great Stone Road
- Improved connectivity across Talbot Road and Great Stone Road to surrounding neighbourhoods (including a new supercrossing/CYCLOPS junction)
- Allow for outdoor break out space of existing commercial properties, including the Lancastrian office centre onto Talbot Road.

Spaces

- A new fan zone incorporating land at the junction of Brian Statham Way, Talbot Road and Warwick Road
- Defined edges to aid fan zone organisation on match days and reinforce sense of place; simple design to allow for flexibility of use
- Improved public realm at Old Trafford Metrolink stop

Parking

- Potential for some consolidation of surface level car parking at LCC site if alternative parking is provided which would not impact upon the operation of LCC
- The former B&Q site to provide sufficient car parking to meet its need

Boundary Treatment

- Structured planting along boundaries to enforce edges and for easy maintenance
- Retention of historic walls to cricket ground

Trees and Planting

- Formal and structural planting on edges
- Rain gardens where possible
- Retention of trees to Talbot Road and significant new tree planting including street trees
- The retention and establishment of grass verges to Talbot Road to continue its character

Materiality

- Level surfaces, smooth and non-slip finishes for inclusive access and easy movement of large groups of people
- Paving to allow for sustainable drainage



Anfield, Liverpool



Festival on Albert Square, Manchester



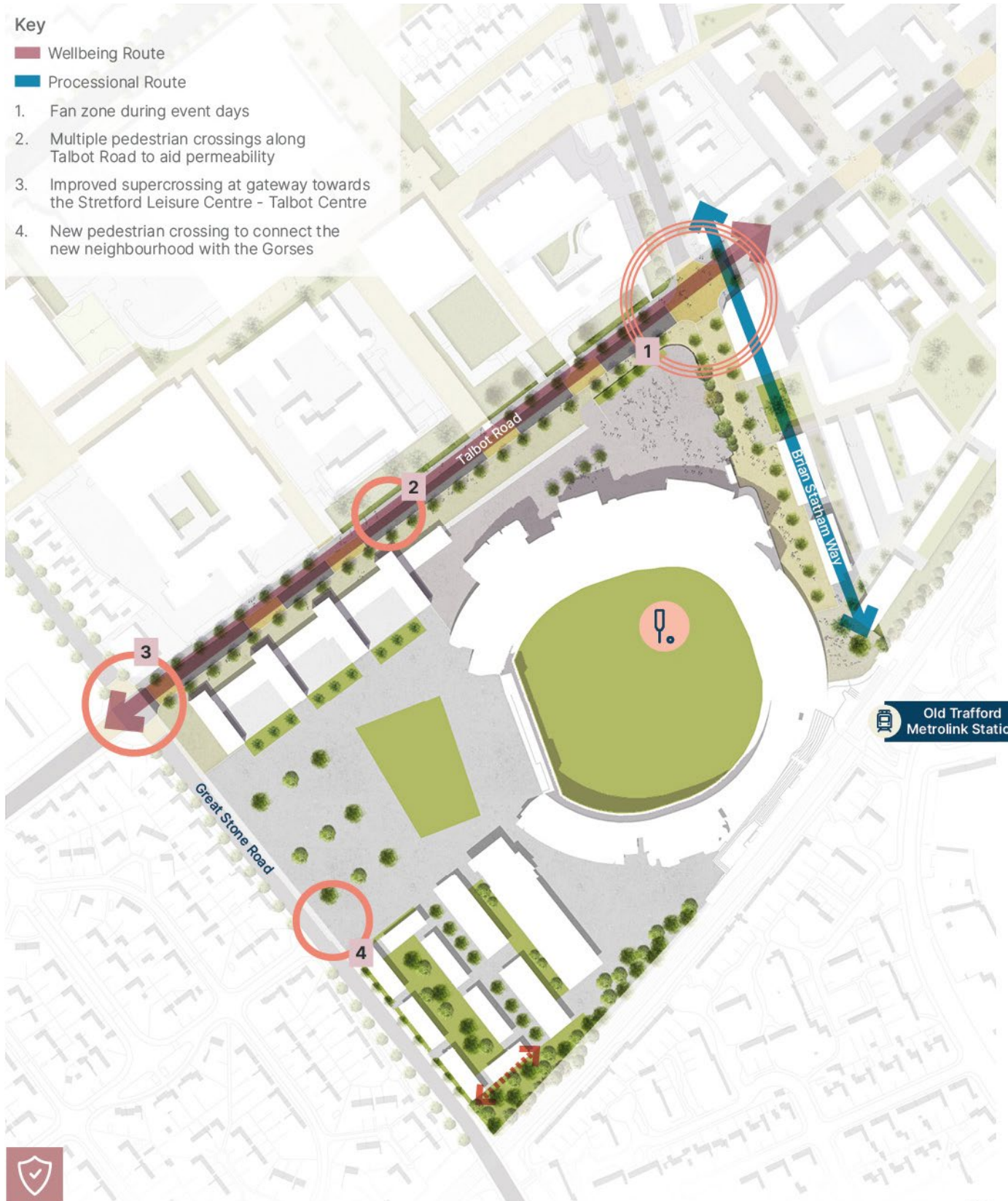
St. Pancras, London

Key

Wellbeing Route

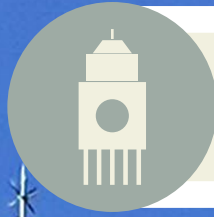
Processional Route

- 1. Fan zone during event days
- 2. Multiple pedestrian crossings along Talbot Road to aid permeability
- 3. Improved supercrossing at gateway towards the Stretford Leisure Centre - Talbot Centre
- 4. New pedestrian crossing to connect the new neighbourhood with the Gorses



Illustrative Landscape Masterplan





WESTERN NEIGHBOURHOOD



Trafford Town Hall

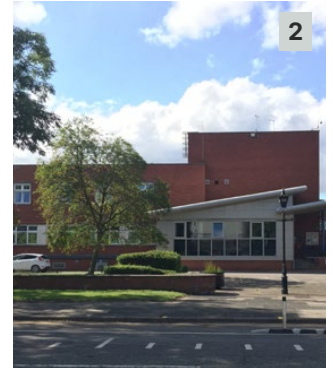
Area Today

Dominated by civic buildings to the south facing Talbot Road. The northern edge to Chester Road remains undefined with vacant areas and gap sites.

- Grade II listed Trafford Town Hall stands as a beacon of civic pride for both the local area and wider borough, surrounded by verdant gardens and mature trees
- Trafford College anchors the Great Stone Road corner
- Strong communities are housed within quality Edwardian houses along Hornby Road and Barlow Road adding a human scale with heritage value
- Well-used Stretford Leisure Centre lies diminutively to the northwest, with facilities at the end of their service life
- Tesco Extra offers a large surface car park and significant retail offer facing the busy arterial Chester Road



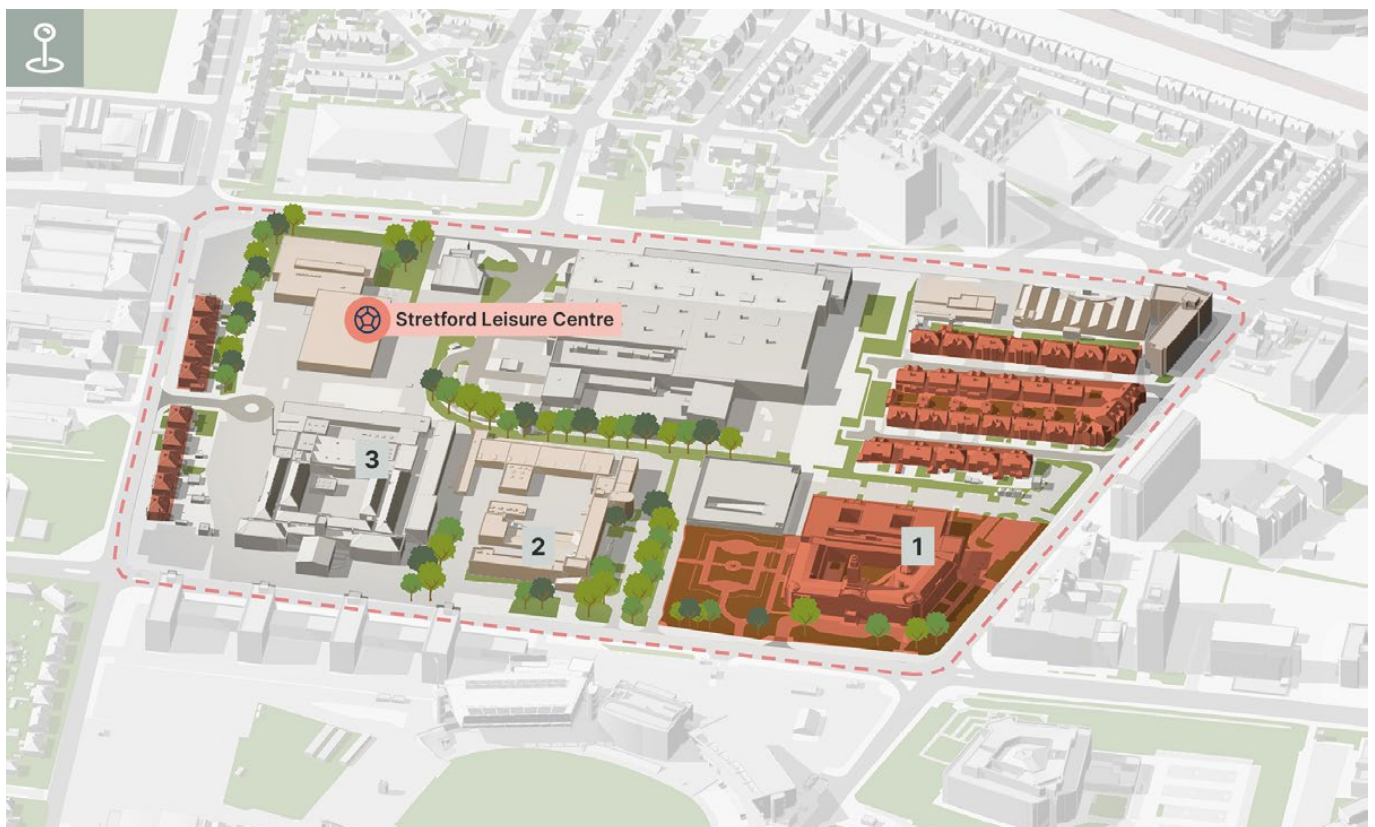
Trafford Town Hall



Stretford Police Station



Trafford College



Western Neighbourhood Existing

Vision

Redefine the civic centre of Trafford with public spaces and places fitting to the rich heritage and function in the area.

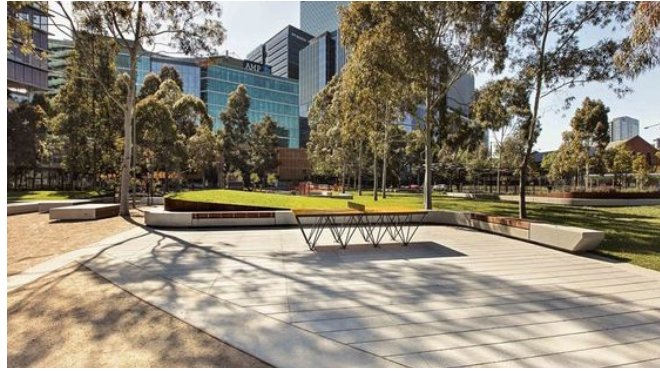
Opportunities

- Consolidate Chester Road fringe built form whilst protecting communities to the south
- Redevelopment of existing office block at the junction of Warwick Road and Chester Road
- Further enhance the setting of the Town Hall
- Refurbish the ageing Stretford Leisure Centre and explore opportunities for new outdoor sports facilities
- Protect and enhance the civic qualities of Talbot Road in urban and green space design
- The creation of new internal pedestrian/cycle routes to link Great Stone Road, Warwick Road, Talbot Road and Chester Road, and an enhanced level of permeability throughout the neighbourhood
- Improve pedestrian connectivity across Talbot Road, Great Stone Road and Chester Road to surrounding residential communities (including a new supercrossing/CYCLOPS junction)
- Reach out and connect to surrounding communities and green space

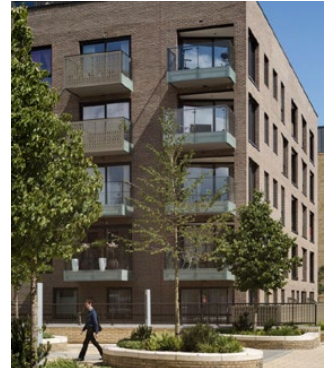
Height and Scale

- A sensitive building height to be adopted towards residential properties on Barlow Road, Hornby Road and Great Stone Road
- Maintain the building set back and wide verges to Talbot Road





Docklands City Park, Melbourne, Australia



Ceres CB1, Cambridge



Broadcasting Place, Leeds



Pitt Street Mall, Sydney, Australia



Plaza de Santa Barbara, Madrid, Spain

Key

- Wellbeing Route
- Processional Route
- New green route
- Improved pedestrian junction
- CQAAP boundary
- Heritage asset



Western Illustrative Masterplan

Landscape Design Principles

Existing civic buildings define the character for this neighbourhood, with the reinforced Talbot Road – the Wellbeing Route – becoming its lifeblood.

Streets

- Improved pedestrian and cycling environment along Talbot Road – the Wellbeing Route – including improved crossing with Great Stone Road
- Improved pedestrian and cycling environment along Warwick Road – the Processional Route – with an improved new crossing at junction with Chester Road to reinforce connection with Manchester United football stadium
- Encourage dwell and spill-out space on Talbot Road for Trafford College
- Introduce new pedestrian routes to improve permeability and with new planting

Spaces

- On Talbot Road improve quality of setting for the Town Hall Gardens
- Enhance existing space between Tesco, the Town Hall and the residential streets of Barlow Road and Hornby Road

Parking

- As part of a refurbished Stretford Leisure Centre, the site also offers the opportunity to accommodate an element of additional car parking provision, potentially delivered in a multi-storey format

Boundary Treatment

- Soft boundary treatments to reinforce the existing character of the historic Trafford Town Hall gardens and the landscape around the modern extension
- Retain historic boundary walls including to the Town Hall, Trafford College and the police station, and on Warwick Road

Trees and Planting

- Retention of existing trees and significant new tree planting throughout
- The retention and establishment of grass verges to Talbot Road to continue its character
- Rich planting and rain gardens along Exhibition Walk and in other locations where possible

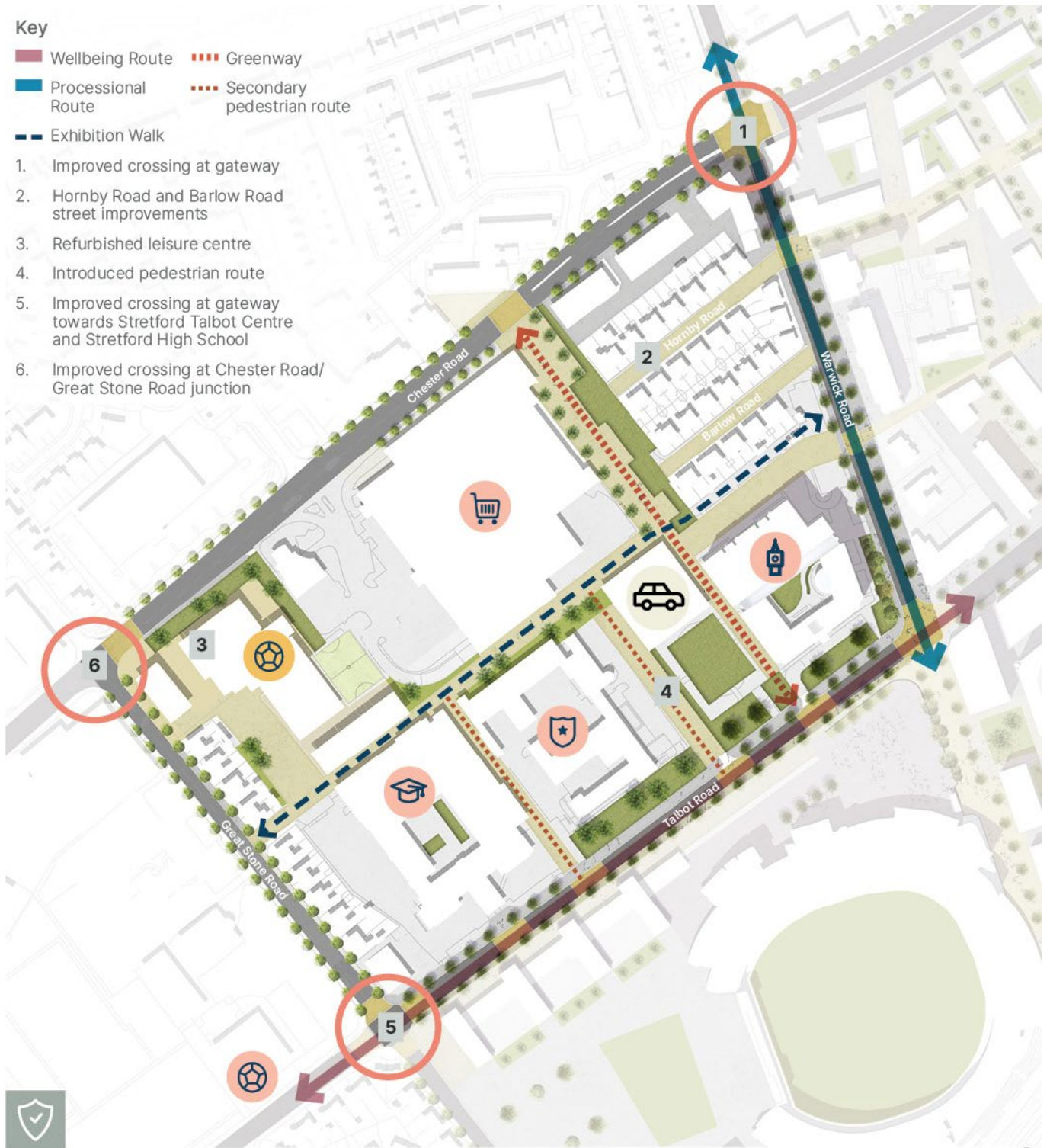
Materiality

- Materials to complement those within Trafford Town Hall gardens and the landscape around the new extension.

Key

- Wellbeing Route
- Greenway
- Processional Route
- Secondary pedestrian route
- Exhibition Walk

1. Improved crossing at gateway
2. Hornby Road and Barlow Road street improvements
3. Refurbished leisure centre
4. Introduced pedestrian route
5. Improved crossing at gateway towards Stretford Talbot Centre and Stretford High School
6. Improved crossing at Chester Road/ Great Stone Road junction

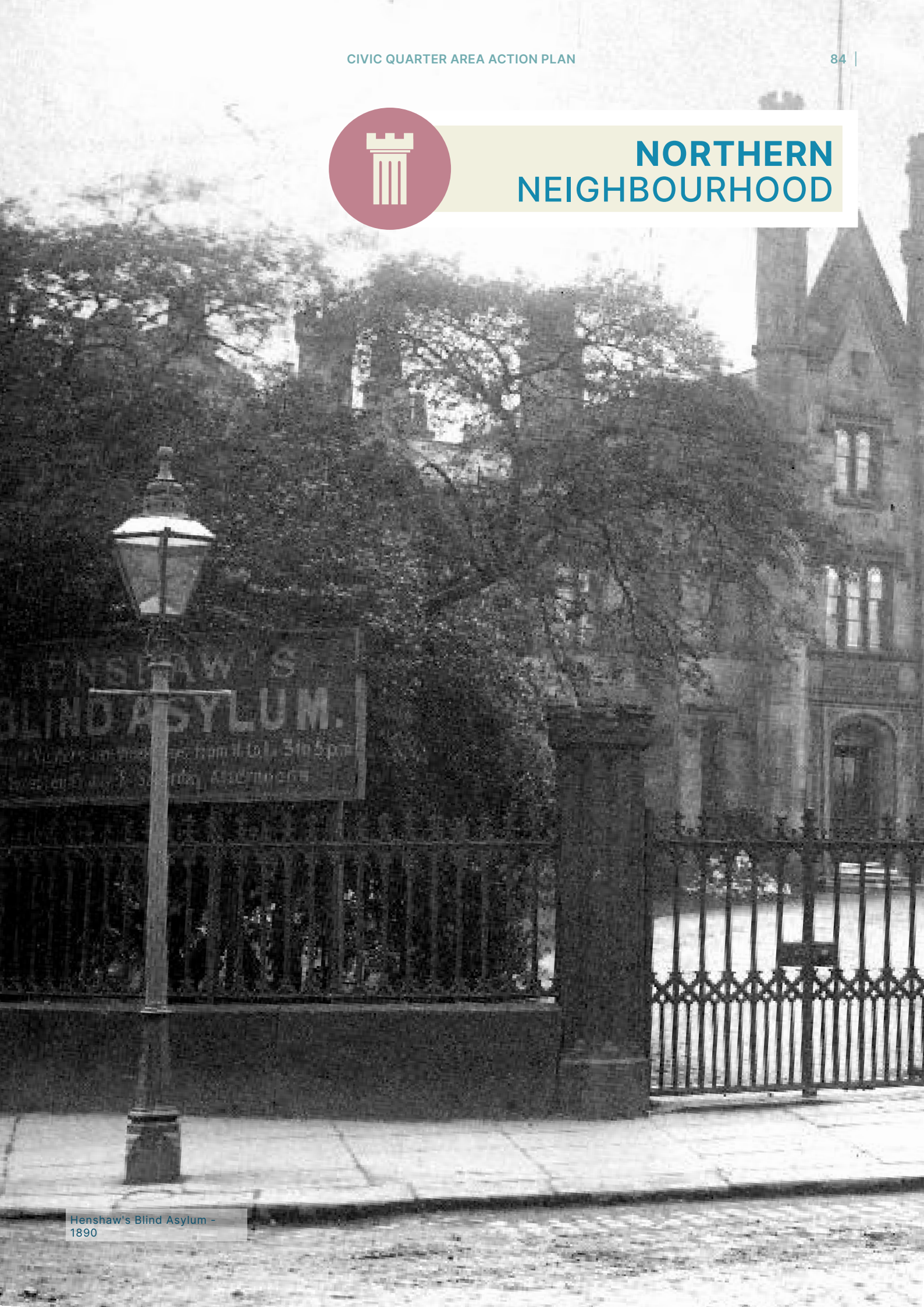


Illustrative Landscape Masterplan





NORTHERN NEIGHBOURHOOD

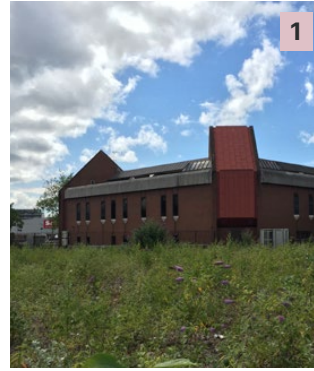


Henshaw's Blind Asylum -
1890

Area Today

The gateway to the Civic Quarter from Manchester. Dominated by the expansive former police headquarters site. Other built development is limited. Tracts of underutilised land and car parking.

- The site of the Greater Manchester Police (GMP) headquarters comprises a significant building with substantial surface car parking
- The GMP site was previously the site of the 19th century Henshaw's Blind Asylum; historic gateposts remain
- Landscape buffer to the well-trafficked A56 Bridgewater Way/Chester Road
- Located close to several Metrolink stops (Trafford Bar, Pomona and Wharfside) although connectivity could be improved
- Close to the office location of Exchange Quay
- Also contains a large car showroom, workshop and car park



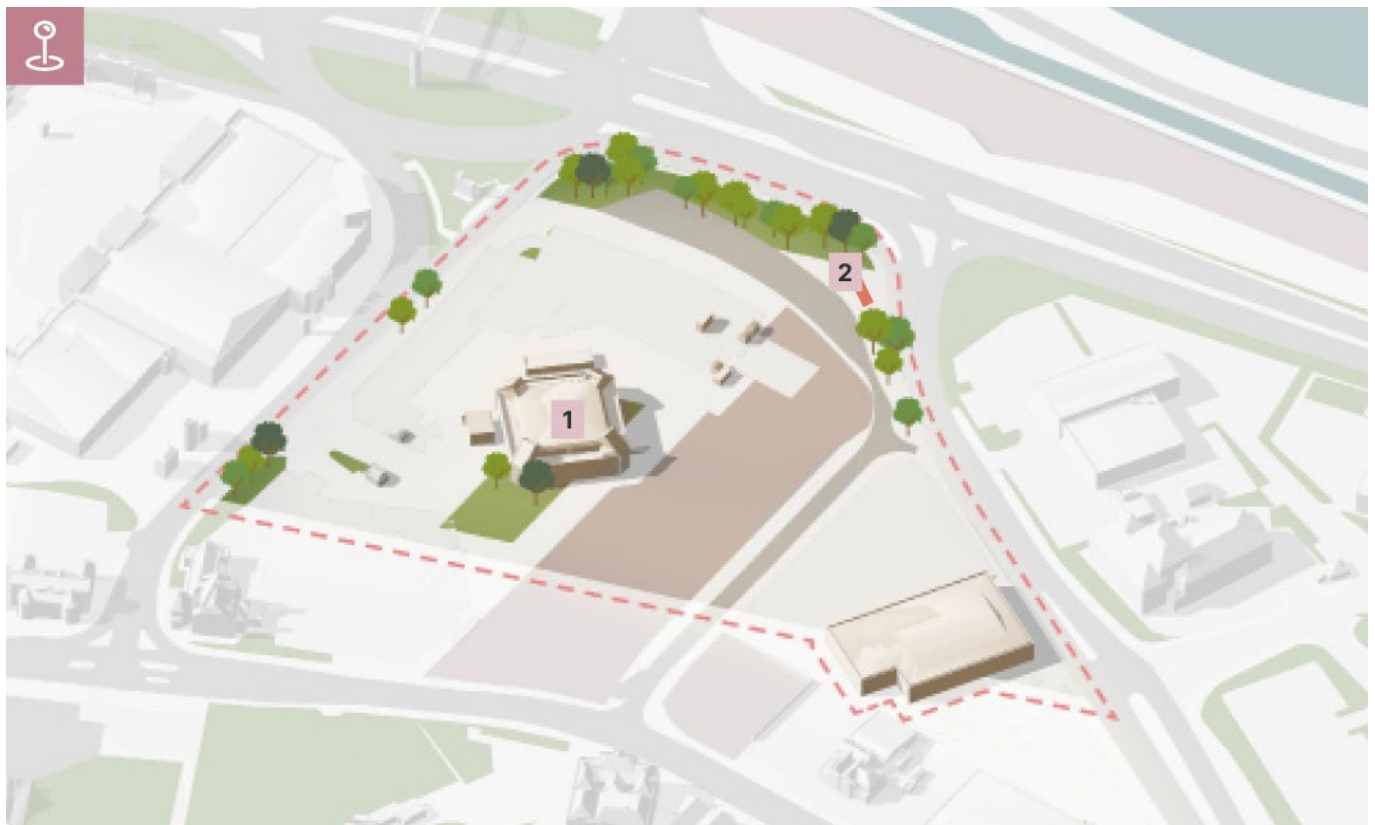
GMP Call Centre



Gateposts to the former Henshaw's Blind Asylum



Aerial view of site



Northern Neighbourhood Existing

Vision

A prime gateway location. Taller buildings accommodated at higher densities. Potential for both residential and employment uses as well as other complementary uses. New visual and functional connections with Exchange Quay.

Opportunities

- A major redevelopment opportunity, focussed on the former GMP site
- Provision of a major area of public open space within the former GMP site
- New buildings on other vacant and underutilised brownfield sites in a sustainable location
- Employment uses would complement the surrounding office/commercial location
- Residential uses would establish a new community close to other new and existing residential locations
- Capitalise on the neighbourhood's proximity to the Metrolink, particularly to Trafford Bar
- The potential to better reveal and appreciate the history and significance of the demolished Henshaw's building
- New connections to the north to forge links with Salford Quays
- An enhanced level of permeability throughout the neighbourhood
- Walking and cycling as the main methods of movement within the neighbourhood

Height and Scale

- Taller buildings to address Chester Road/Bridgewater Way to positively announce arrival to the Civic Quarter and to activate the public realm
- Lower rise development towards the southern portion of the neighbourhood to respect the scale of heritage assets on Talbot Road.





Central St. Giles Court, London



Central St. Giles Court, London



Pancras Square, London



Trafalgar Place, London

Key

-  Wellbeing Route
-  Processional Route
-  New green route
-  Improved pedestrian junction
-  CQAAP boundary



Northern Illustrative Masterplan

Landscape Design Principles

A new neighbourhood in which to live, work and relax, with a new green space at its core and an attractive entrance to the Exhibition Walk.

Streets

- Improved pedestrian connectivity towards Chester Road and Talbot Road
- The provision of new pedestrian and cycling infrastructure to Chester Road, White City Way and Boyer Street
- An enhanced pedestrian experience to Chester Road and White City Way through active and positive edges to new development
- Development arranged in order to facilitate internal pedestrian movement

Spaces

- A new green space at the centre of the neighbourhood
- Pocket green spaces interspersed with new development
- Gateway space at the entrance to Exhibition Walk

Parking

- New development to provide sufficient car parking to meet its needs which could include a multi-storey car park, podium parking and some on-street parking within the development site

Boundary Treatment

- Retention of historic gate posts
- Soft boundary treatments to new employment/commercial buildings
- Sensitive and attractive boundary treatments to new residential buildings to secure privacy and define private space

Trees and Planting

- More structured and formal planting to new employment/commercial buildings
- Opportunity for green facades to new buildings to further beautify the public realm and add to green character
- New tree planting including ornamental tree species within public spaces
- Rain gardens where possible, including to Exhibition Walk

Materiality

- Predominantly natural stone and concrete to suit the neighbourhood's varied use.



The Bar Code, Oslo



Pancras Square, London



Commercial building, London



Illustrative Landscape Masterplan

Key

- Wellbeing Route
- Exhibition Walk
- Secondary pedestrian route
- 1. Improved pedestrian crossing
- 2. Retained historic gateposts as key landscape feature to announce the neighbourhood
- 3. High quality pedestrian crossings
- 4. Substantial open space in the centre of the neighbourhood
- 5. Gateway space at beginning of Exhibition Walk connecting the northern and eastern Neighbourhoods



Telegraph Works, Greenwich, London



EASTERN NEIGHBOURHOOD



Former Trafford Public Hall

Area Today

A fragmented but rich tapestry of historic buildings, trees and boundaries exist in this area along an undefined high street.

- The northern part of Talbot Road includes several under-appreciated heritage assets starting from Trafford Bar Metrolink station and its Victorian high street, leading to the former Tudorbethan Pub bowling club and Victorian villas including Vryniew House, Trafford Hall Hotel and Ellis Llwyd Jones Hall
- Lower scale buildings of quality undermined by vacant plots and poor quality developments such as the bingo hall
- Trafford Bar Metrolink station serves as a minor interchange to both the Altrincham and Airport lines serving millions of passengers each year – significant potential to upgrade and enhance
- The high street approach from the east is undefined with gap sites in a handful of key locations – urban repair required.



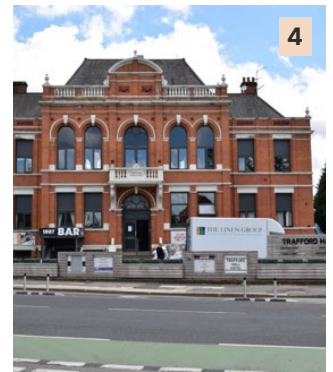
Trafford Bowling Club



The Ellis Llwyd Jones Hall



Vryniew House



Former Stretford UDC offices, now Trafford Hall Hotel



Eastern Neighbourhood Existing

Vision

Repair, reconnect and celebrate the rich fragmented historic fabric as the canvas for the identity of the area whilst unlocking the potential of the Trafford Bar Metrolink station area.

Opportunities

- Careful urban repair to announce the gateway to Trafford Bar Metrolink station with sensitive new development on gap sites between heritage assets on Talbot Road
- Retain and enhance heritage assets to repair and define the unique urban character to the area
- Define and expand the high street character at the Talbot Road and Seymour Grove junction
- Announce gateway to Trafford Bar neighbourhood with high quality corner development to the Chester Road/Talbot Road junction including enhancement to heritage assets

Height and Scale

- A sensitive height required throughout in order to respect heritage assets
- A fine urban grain and a move away from large floorplate buildings to reflect the scale and footprint of heritage assets





Accordia, Cambridge



Place Saint-Géry, Brussels, Belgium




Lonsdale Street, Dandenong, Australia



Aalborg waterfront, Denmark

Key

-  Wellbeing Route
-  Processional Route
-  New green route
-  Improved pedestrian junction
-  CQAAP boundary
-  Heritage asset
-  Enhanced Trafford Bar Metrolink stop



Eastern Neighbourhood Illustrative Masterplan

Landscape Design Principles

Reduction in scale of development to complement the historic buildings in the neighbourhood.

Streets

- Finer grain residential character that reflects the built heritage of the neighbourhood
- A new supercrossing/ CYCLOPS junction at Talbot Road/White City Way
- Buildings fronting onto the enhanced Talbot Road, providing interest, passive surveillance and active ground floors where possible to animate the street whilst retaining spaciousness to Talbot Road

Spaces

- Collection of smaller greenspaces punctuated along Talbot Road providing interest to the street
- Predominance of heritage assets and an historic and improved bowling green - opportunity for a more prominent role in the neighbourhood

Parking

- New development to provide sufficient car parking to meet its need which could include some on-street parking

Boundary Treatment

- Retention of existing historic boundary treatments
- Sensitive treatment to new development

Trees and Planting

- New tree planting to extend the Wellbeing Route character to this eastern end
- Rich green verges along Talbot Road and main routes to announce the neighbourhood and accentuate the softness of its character
- Opportunity for individual trees to accentuate key corners.

Materiality

- Sensitive treatment of surface and street furniture materials to complement and build on the historic setting and character of the area



Gasholder Park, London



Outdoor market, York



Brunswick Park, Manchester



Poynton



Illustrative Landscape Masterplan

APPENDIX 2
DESIGN CODE

Concept and Philosophy

The CQAAP seeks to establish a collection of buildings that draw on the best remaining examples of quality townscape within and adjacent to the Civic Quarter but to define a contemporary language for the area which is progressive and forward looking.

The architecture should be one of variety but within an overall context of the neighbourhood as a whole, where there is a dialogue between individual buildings rather than one of expressed difference.

Through the use of design principles and with reference to this design philosophy, the character of each building will be developed with a view to maintaining the family resemblance.

The family resemblance can be achieved through the use of common materiality, key datum heights for massing and a common architectural language that seek to unify all individual developments.



Trafford Character

The proposal for the Civic Quarter is an opportunity to physically enhance the character and appearance of this area of Trafford.

During the post-war period, this area saw much of its high-quality earlier architecture removed to be replaced by poor quality additions. However, there are isolated pockets and fragments of this earlier architecture which remain.

To identify a local 'Civic Quarter' character, pockets of quality townscape were identified for study to help inform the creation of a language to be used for the CQAAP.

The quality townscape pockets identified are described below:

1 Town Hall

Grade II listed classical revival style civic building.

2 Chorley Street Area

The nearby Chorley Street area has several Victorian terraced streets. Each street has a distinct take on the Victorian terrace.

3 Hornby Road and Barlow Road

Two streets of Edwardian period semi-detached houses with several different styles.

4 Northern Talbot Road Area

Contains several buildings that add heritage value to the townscape of the area including a Tudorbethan bowling club, the former Ellis Llwyd Jones Hall, the former Stretford UDC offices and several large Victorian villas.

5/6 Empress Conservation Area

The nearby Empress Conservation Area consists of residential and industrial buildings, Victorian and Georgian style residential houses, grand decorative Victorian office buildings and utilitarian factory buildings of varying periods and styles.





Traffordian Architecture Photomontage

Design Principles

Form Massing and Layout

1. Variation in the scale and massing should be provided to create townscape interest, high quality outlook and to maximise light penetration.
2. Pockets of lower height 'villages' should be included of 3-4 storeys. Opportunities to improve density are afforded using narrower street patterns following historic precedent.
3. Taller developments of more than 18m in height should provide large internal landscaped spaces at ground or, if appropriate, podium level. A minimum of 18m should be provided between facing windows for buildings of up to and including 6 storeys in height, with more space between buildings where they are taller. The space between and around buildings should be informed by an assessment of daylight and sunlight, the quality of the space created, the pedestrian experience and the principles of place-making.
4. Buildings should have an uncluttered, simple roof profile with all elements such as plant enclosures, solar PVS, maintenance gantries, lift overruns, safety balustrades etc., forming an integral part of the overall building form. A variety of roof profiles should be considered to add interest, avoiding the monotony of flat roofs to every building.
5. Any required solar PVS should be located on the taller element of the development and not be visible from habitable rooms or from the street.
6. Wind – proposed taller buildings will need to be assessed in terms of their impact on street level wind environments. A comfortable level is required for active public realm and squares.

Frontages

1. Active frontages should be maximised with no more than 20% of the total frontage of each side of a perimeter block or development to be inactive.
2. No more than 15 metres of any frontage should be inactive.
3. Where limited areas of inactive frontage are unavoidable, this should be directed to the locations where it will have the lowest impact on the quality of the environment, having regard to:
 - The priority of maximising active frontage along the primary routes
 - The priority of maximising active frontage around public spaces
 - The priority of maximising active frontage along pedestrian and cycle only routes
 - Avoiding opposing inactive frontages.
4. Any inactive frontage (including ventilation and extraction grilles) should be treated with high quality detailing and materials.
5. Duplexes should be the preferred typology at ground floor.
6. All ground floor units should have entrances directly from streets or public spaces.
7. Lobbies should be designed as active frontages with direct access to the public realm on street frontages and public spaces.
8. Lobbies should be clearly articulated within the elevation to provide a clear and visible entrance.
9. Retail frontages should be fully integrated with the architecture of the building.
10. Retail signage and lighting design should be consistent between all retail units.
11. Awning mechanisms should be fully recessed and integrated into the design of the elevation.

Amenity

1. All residential units should be provided with private gardens, balconies or terraces. All apartment buildings should also be provided with well-designed communal gardens.
2. Private amenity space should be accessible from the living-room or/and kitchen.
3. The front garden to ground level dwellings should be a minimum of 1.5 metres deep to function as defensible and usable space.
4. Private amenity space should be designed to minimise any adverse noise impacts from the surrounding environment.
5. Balconies may be designed as projecting, recessed or semi-recessed and should be fully integrated into the architectural composition of the façade. Recessed balconies are preferred on principal elevations.
6. The minimum width and minimum depth for balconies, terraces and other private external spaces should be 1.5 metres.
7. Balconies should be designed with privacy screens where appropriate to avoid overlooking.
8. Roofs should be provided as green roofs or as secondary amenity space in addition to ground or podium level amenity space.
9. Communal gardens should be designed to include playable spaces with incidental play sculptures, playable hard landscape features, seating, grassed areas and planting.
10. Communal gardens should be designed such that 50% of each space receives at least two hours of sunlight on 21st March.

Residential Quality

1. All units should meet or exceed the minimum National Space Standards.
2. The minimum floor to ceiling height in habitable rooms should be 2.5 metres between finished floor and ceiling level.
3. The number of units per core and storey should not exceed 8 in order to encourage neighbourly interaction.
4. Internal communal corridors should be 1.5 metres in width as a minimum.
5. Development proposals should seek to minimise all single aspect units, particularly those with a northerly aspect. Such units with a northerly aspect are not generally considered to be suitable for family housing.

Composition and Articulation

Order

The standard architectural convention of a base, middle, top should be employed in combination with site-wide key massing datums.



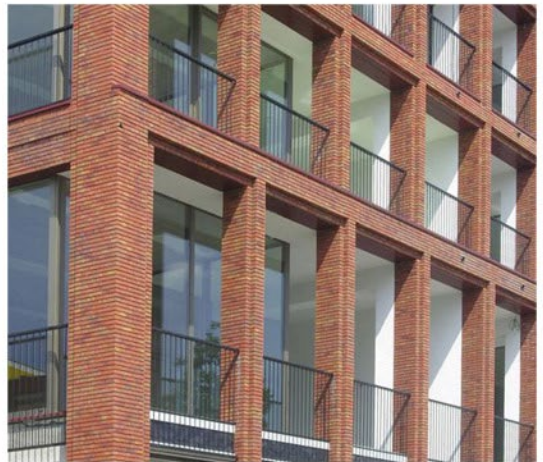
Top

Options to terminate the building to the sky include elevation rhythm change, crown, hipped corners, decorative caps. Any rooftop plant should be screened or more actively integrated into the architecture.



Middle

Use of an elevational grid to respond to either residential or commercial uses can be expressed as simple repetition or expressed bays.



Base

Be grounded, creating a sense of permanence and presence. Articulated through a regular, repeating bay rhythm or through a more solid elevation with emphasised openings.



Key Massing Datums

There are several local datums that can be used to inform the overall building form and elevation composition. This will encourage the family of buildings to be further united across the locality.

Common heights should be sought between neighbouring plots wherever possible to unite the family of buildings across the Civic Quarter.

Architectural Detailing

Special Qualities

There are several special architectural qualities that distinguish the character of buildings in the local area. It is encouraged that, where appropriate, some of the characteristics observed below can be used to produce an architecture that is distinct to the Civic Quarter.

These devices are not to be used literally but should be interpreted so as to create a contemporary architecture that has taken influence from its context whilst avoiding pastiche.

These details are not a finite list; further observation of local context may offer additional devices that describe a Civic Quarter character.

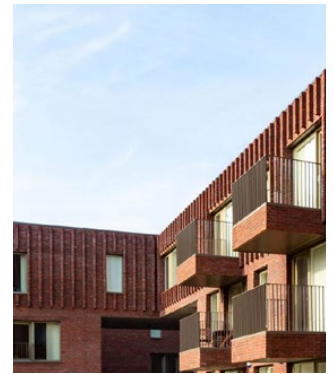
All building designs should be of high quality with strong attention to detail and the making of the building that accentuates local character as much as possible.

Bay Windows



Canted, bow and oriel bay windows are all found in the local area.

Crafted Detailing



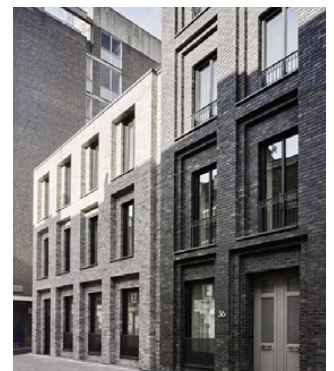
Ribbed brickwork, decorative metalwork and corbel details can be observed on buildings in the local area.

Chamfered Corners



Turning the corner with the use of a chamfer appears on several buildings such as Vryniew House on Talbot Road, Trafford Town Hall and within the Empress Conservation Area.

Expressed Openings



Openings such as doors and windows are expressed using devices like corbel detailing and material changes.

Materiality

Primary Façade Material

The careful selection and detailing of the primary materials of the proposed buildings will ensure they positively contribute to the surrounding area whilst maintaining a common language. The detailing of façade interfaces between materials is as important as their selection and should be given appropriate attention.

A palette of clay-based materials should be encouraged. Brick and masonry are preferred as the primary facing material but options for terracotta, tile or glazed brick may be accepted if justified.

The tonal palette for architecture can be formed from a response to an analytical study of local brick tones. These consist of reds/pinks, browns, oranges and cream/buffs. Material tone should vary, but be complementary across the buildings.

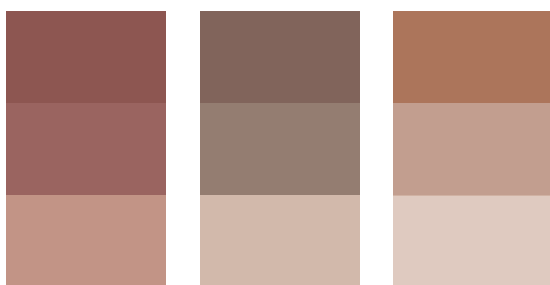
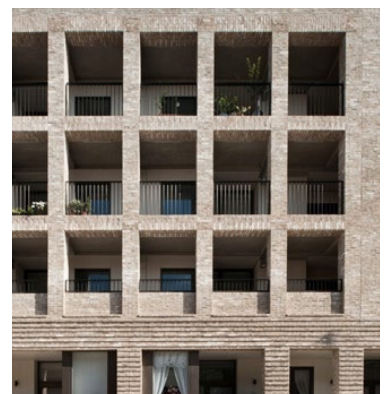
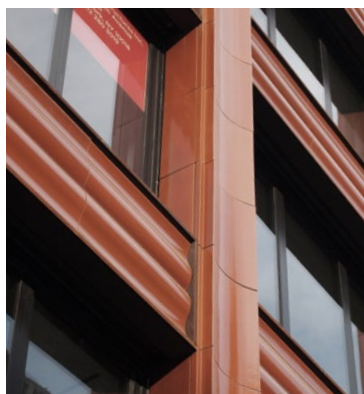
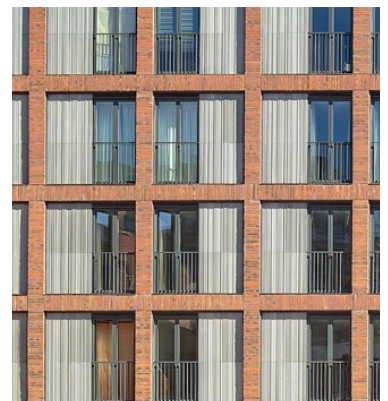
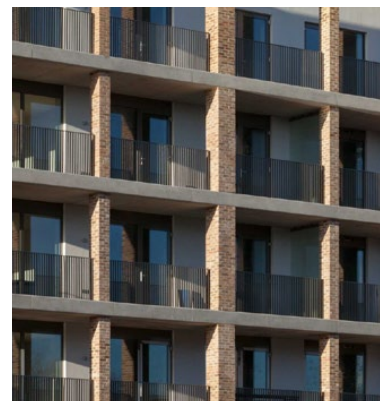
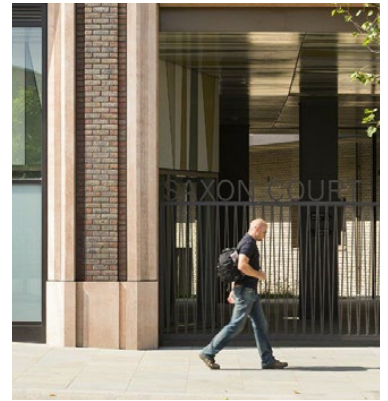
The overall impression of buildings should be complementary and instill a sense of permanence and longevity.

Secondary Elements

Many of the area's buildings have elements of crafted decoration through the use of string courses, window dressings and other detailing.

Secondary elements on the proposed buildings such as windows, balconies, balustrading, signage and screens offer opportunities to appropriately introduce a sense of craft and refined ornament.

Stone or concrete can be introduced as a secondary façade material.



Legibility

Frontages

No ground floor frontages facing onto a primary space or route should be inactive along the entire length. Where limited areas of ground floor inactive frontages are unavoidable, they should be directed to the locations where it will have the lowest impact on the quality of the public realm environment.

Any inactive frontages (including ventilation and extraction grilles) should be treated with high quality detailing and materials.

Entrances should be clearly articulated within elevations to provide clear and legible wayfinding.

Retail frontages should be fully integrated with the architecture of the building.

Retail signage and lighting design should be consistent / complementary between retail units.

Private Residential



Pairs



Defensible Space



Depth



Character

Communal Residential



Clarity



Expression



Permeability



Scale

Education



Personality



Signage



Civiness



Permeability

Commercial / A Class Uses



Defined Entrance



Enhanced Scale



Openness



Revealing the interior

Façade Expression

A clear legible rhythm of windows in walls or frames should be considered for elevations.

Openings on buildings should preferably be vertically orientated. At special moments on elevations, such as entrances, alternate proportions can be considered.

Commercial buildings should have a more formal regular grid to create a more civic/industrial-like character.

Residential buildings should have an underlying grid that is encouraged to be more relaxed and playful in appropriate areas.

One off uses, such as a school, should borrow from the approach but be allowed more freedom to be seen as special moments within the family.

APPENDIX 3
PUBLIC REALM CODE

Hierarchy of Streets and Spaces

The vision for the Civic Quarter is based on it being serviced by a strong hierarchy of streets and spaces. It builds on the existing road network (of Talbot Road, Brian Statham Way, Warwick Road and Chester Road), and envisions new roads and linkages to improve permeability as a whole. The resulting network will include:

Wellbeing Route

Talbot Road will become a strategic 'sustainable' link between the city centre and the outlying suburbs (including Stretford), as well as a being daily leisure and recreation destination at the heart of the Civic Quarter.

Processional Route

Brian Statham Way leading into Warwick Road will become a pedestrianised ceremonial route between two sporting venues of international significance and will also encourage dwell-time.

Exhibition Walk

This will be a major green link running along the line of the historic boundary of the former Botanical Gardens and linking the Western, Central, Northern and Eastern neighbourhoods.

Green Vehicular Corridors

Chester Road's function as a main arterial route will continue and be strengthened, with the prospect of some environmental improvements and tree planting.

Greenways

These will comprise new neighbourhood streets operating on a more localised grid and connecting both north-south and east-west to the main movement routes and open spaces, transportation hubs and key destinations.

The Paths

Functioning at the most localised level, these 'home zones' will typically comprise shorter pedestrianised links with minimal vehicular access to allow safe movement and meeting spaces for all sections of the community.

Greenspaces





The mix of recreational, social and commercial spaces and pocket parks will reference the history of the Civic Quarter, particularly the Botanical Gardens of the 19th century.

Each of the parks located within the neighbourhoods could be uniquely designed to reflect characteristics of the Botanical Gardens. For example, by using different ornamental trees within each neighbourhood.



Illustrative Landscape Masterplan

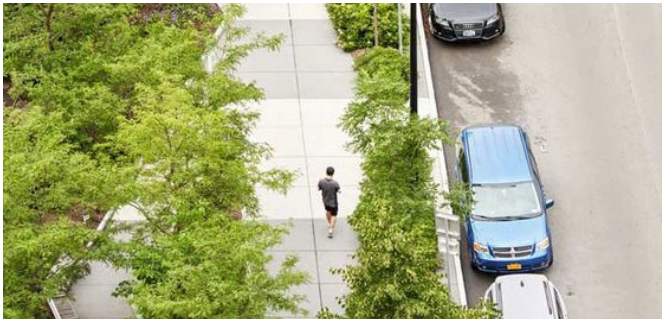
Key

-  Wellbeing Route
-  Processional Route
-  Green vehicular corridors
-  Greenway
-  The Paths
-  Exhibition Walk
-  Major gateway
-  Green open space

Public Realm Principles

Green Vehicular Corridors

- New tree planting along Chester Road and White City Way to create a more homogeneous and softer environment.
- Improved pedestrian permeability by upgrading existing crossings and adding new crossings at shorter intervals.
- Improved environment for walking and cycling to encourage sustainable modes of movement.



Buffalo Niagara Medical Campus Streetscape, Buffalo, NY

Greenways

- Predominantly green corridors with balanced street principles allowing two-way vehicular movement.
- Introducing green infrastructure including sustainable drainage, single surfaces, and narrow streets, should all help to reduce vehicle speeds.



King's Crescent, London



Stamford New Road, Altrincham



Elephant Park, London

The Paths

- Balanced street principles with pedestrian priority.
- Controlled vehicular movement to serve the neighbourhood.
- Generous space for spill out and activities.



Shaw's Road, Altrincham

Exhibition Walk

- Major car-free cycle and walking spine that connects a number of communities.
- Generous planting to create a verdant character - opportunity for the whole stretch to incorporate a sustainable urban drainage system (SuDS).
- Opportunities for seating and dwell time.



Grey to Green, West Bar, Sheffield



Trafalgar Place, London



Millennium Gallery, Sheffield

Sustainable Stormwater Management

- Recommendation for a comprehensive and overarching sustainable stormwater management strategy to be developed for the whole Civic Quarter which each neighbourhood can contribute to.
- Rain gardens should be used on main corridors where possible and along residential streets they are also encouraged.
- The incorporation of rain gardens and other features of surface water attenuation would help to support the establishment of a new sense of place.

Public Open Space

- Newly created squares and spaces should be of high quality and robust design in order to become everyday destinations for both residents, workers and visitors.
- Gateway spaces should announce the Civic Quarter with a selected choice of street furniture and surfacing, trees and gateway features.
- In the vicinity of sports and leisure destinations such as the LCC stadium, congregation spaces for match and event days and other civic functions should be secured, with spaces for temporary structures allowed.
- Edges of squares and streets should be able to accommodate spill-out from active ground floors.
- Larger play areas should be accommodated centrally within each neighbourhood, with opportunity for smaller play elements within minor streets typologies.



Climate Quarter, Copenhagen



Elephant Park, London



Oslo, Norway



First Street, Manchester

Ecology and Planting

- Existing trees should be retained wherever possible and new planting established to enhance the 'green' character of the Civic Quarter.
- The layout and specification of trees should reflect the character and scale of the adjacent development and should include both native and non-native species.
- Roads should where possible be tree lined and / or with rain gardens.
- Front gardens and semi-private spaces should be planted; the vegetation used to distinguish the boundary between the public and private sphere.
- Within open spaces and streets ease of maintenance should be an important consideration in selecting species; more flexibility can be allowed within semi-private and private spaces.
- Green façades and green roofs should be encouraged.



Elephant Park , London



Talbot Road

Street Furniture and Materiality

- An integrated approach should be designed and adopted in the provision of street furniture to minimise clutter and facilitate easy pedestrian and cycle movement.
- Street furniture should be of flexible design and inviting for everyday uses and add to the sense of place of the area; consideration should also be given to maintenance.
- High quality play equipment of modern design should be provided.
- Secure, high quality cycle storage should be accommodated at key gateway spaces and centrally within each neighbourhood. Each new development should provide secure quality cycle parking in accordance with Council standards.
- Lighting design should be integral and appropriate to create a safe environment throughout. This includes buildings, gateways, open spaces and landscape features.
- Choice of materials should be carefully considered and recycled, reused and sustainably sourced materials should be used where possible.
- To support the sustainable drainage strategy, permeable and flexibly laid paving should be used wherever possible.



Elephant Park , London

APPENDIX 4
**SCHEDULE OF POLICIES THAT
ARE REPLACED / PART REPLACED**

Schedule of Policies that are Replaced / Part Replaced

Trafford Core Strategy (2012)	
Policy	CQAAP Position
Vision	Part-replaced by CQAAP Vision
Strategic Objectives	Not affected
Place Objectives	The CQAAP should be read in conjunction with the Place Objectives for Old Trafford
SL1 Pomona Island	Not affected
SL2 Trafford Wharfside	Not affected
SL3 LCCC Quarter	Replaced by Policy CQ1
SL4 Trafford Centre Rectangle	Not affected
SL5 Carrington	Not affected
L1 Land for New Homes	Part-replaced by Policy CQ2
L2 Meeting Housing Needs	Part-replaced by Policies CQ2 and CQ11
L3 Regeneration and Reducing Inequalities	Part-replaced by Policy CQ1
L4 Sustainable Transport and Accessibility	Policies CQ4, CQ8, CQ9 and CQ10 should be read in conjunction with Policy L4
L5 Climate Change	Policies CQ4 and CQ6 should be read in conjunction with Policy L5
L6 Waste	Not affected
L7 Design	Policies CQ1, CQ6 (CQ6.1), CQ7, CQ8 and CQ9 should be read in conjunction with Policy L7
L8 Planning Obligations	Policy CQ11 should be read in conjunction with Policy L8
W1 Economy	Part-replaced by Policy CQ3
W2 Town Centres and Retail	Policy CQ3 should be read in conjunction with Policy W2
W3 Minerals	Not affected
R1 Historic Environment	Policy CQ5 should be read in conjunction with Policy R1
R2 Natural Environment	Policies CQ8 and CQ9 should be read in conjunction with Policy R2
R3 Green Infrastructure	Policies CQ8, CQ9 and CQ11 should be read in conjunction with Policy R3
R4 Green Belt, Countryside and Other Protected Open Land	Not affected
R5 Open Space, Sport and Recreation	Policies CQ7, CQ8, CQ9 and CQ11 should be read in conjunction with Policy R5
R6 Culture and Tourism	Part-replaced by Policies CQ3, CQ8 and CQ9

Revised Unitary Development Plan (2006)

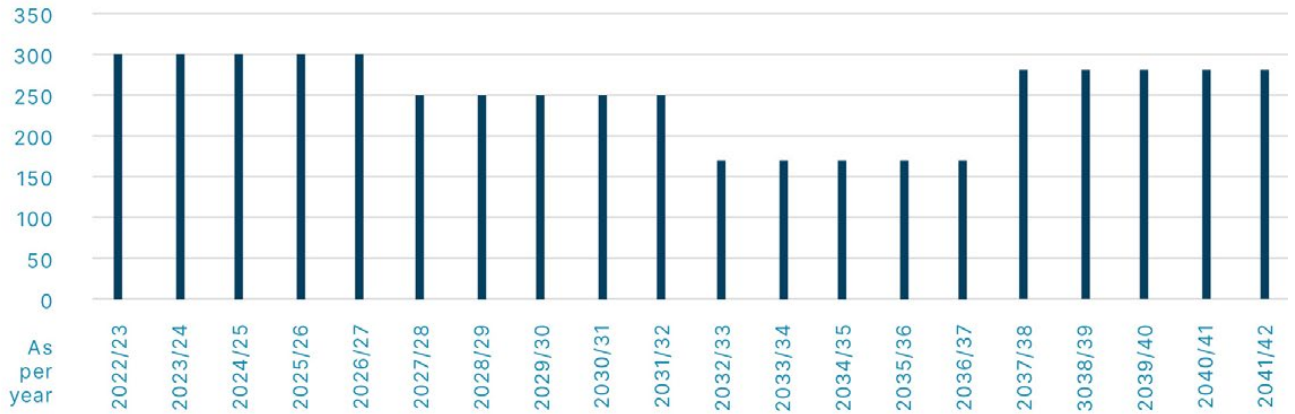
majority of saved policies not affected

Policy	CQAAP Position
E3 Land for Commercial Office Development	Part-replaced by Policy CQ3
H10 Priority Regeneration Area – Old Trafford	Part-replaced by Policy CQ1
OSR7 Improvement and Provision of Informal Recreation and Children's Play Space Provision	Policies CQ8, CQ9 and CQ11 should be read in conjunction with Policy OSR7
S11 Development Outside Established Centres	Policy CQ3 should be read in conjunction with Policy S11
T11 High Quality Integrated Public Transport Network Improvements	Part-replaced by Policies CQ1 and CQ10
T18 New Facilities for Cyclists	Policies CQ4, CQ8 and CQ10 should be read in conjunction with Policy T18

APPENDIX 5
HOUSING TRAJECTORY
2021-2037+

Housing Trajectory 2021-2037+

Housing Trajectory for CQAAP



All figures are indicative of what each site may achieve and numbers may go up or down, depending on the impact of the site specific constraints at the planning application stage.

Ave. per year	
2022/23	298.8
2023/24	298.8
2024/25	298.8
2025/26	298.8
2026/27	298.8
2027/28	247.6
2028/29	247.6
2029/30	247.6
2030/31	247.6
2031/32	247.6
2032/33	167.6
2033/34	167.6
2034/35	167.6
2035/36	167.6
2036/37	167.6
2037/38	280
3038/39	280
2039/40	280
2040/41	280
2041/42	280

SHLAA Codes	Site addresses	Total 2021/22 to 2025/26	Total 2026/27 to 2030/31	Total 2031/32 to 2036/37	Total for 2037+
1601-00	Civic Quarter AAP ¹	160	160	160	1100
1601-01	MKM House, Warwick Road, Stretford M16 0XX ²	89	0	0	
1601-07	39 Talbot Road, Old Trafford ³	68		0	
1601-08	Chester House, 1 Boyer Street, Stretford M16 ORE (Former Greater Manchester Police Headquarters site) ⁴	0	325	325	
1601-09	Alexander House, 94 Talbot Road, Stretford M16 OSP ⁵	110			
1601-11	Former Kelloggs Site, Talbot Road, Stretford M16 OPG ⁶	630	0	0	
1601-10	64-66 Talbot Road, Stretford M16 OPP ⁷	149			
2833	Former B&Q site, Great Stone Road, Old Trafford ⁸	163	0	0	
1601-12	94a Talbot Road, Old Trafford ⁹	100	0	0	
1601-13	94b Talbot Road, Old Trafford ¹⁰	25	0	0	
	Centrica, 97 Talbot Road M16 OTW (Former British Gas site) ¹¹		250		300
	Charlton House, 687 Chester Road M16 OTW and Former Car Depot, 3 Warwick Road ¹²		200		
	Bingo 3000, Talbot Road ¹³		195		
	Audi Garage, 620 Chester Road M16 OHP and 28-30 Talbot Road M16 OPF ¹⁴			285	
	Trafford Hall Hotel, 21 Talbot Road and 23-27 Talbot Road and Former Ambulance Station, Talbot Road M16 OPE ¹⁵		25		
	Halfords, 709-713 Chester Road M32 ORW ¹⁶			68	
	Bowling Clubhouse, 49 Talbot Road M16 OPW ¹⁷		27		
	17-19 Talbot Road M16 OPE ¹⁸		56		
		1494	1238	838	1400
			Total	3570	4970

Notes

- 160 equates to a 20% windfall allowance, 1100 is the residential capacity of White City based on the FCBS masterplan (Examination Document Co1 - Viability Assessment, Appendix 1)
- Planning permission 84703/FUL/15 (extant)
- Assumed residential capacity based only on the masterplan adjusted for constraints
- Based on pre-application scheme
- Prior approval 100392/PRO/20
- Based on pre-application scheme for reserved matters pursuant to 99795/OUT/20
- Planning permission 101044/FUL/20
- Assumed residential capacity based only on the masterplan
- Based on pre-application scheme
- Based on pre-application scheme

- Residential capacity based on the masterplan and assuming existing office building is not redeveloped within plan period
- Based on pre-application scheme - excludes the Trafford Arms Hotel, 699 Chester Road, M16 0GW
- Assumed residential capacity based only on the masterplan
- Assumed residential capacity based only on the masterplan
- Assumed residential capacity based only on the masterplan adjusted for constraints
- Assumed residential capacity based only on the masterplan
- Assumed residential capacity based only on the masterplan adjusted for constraints
- Assumed residential capacity based only on the masterplan

The landownership boundaries of sites 3, 15, and 17 are overlapped by masterplan blocks.

An attempt has been made to disaggregate these but some further adjustment may be required at planning application stage, particularly given the tunnel constraints.

APPENDIX 6
KEY PERFORMANCE INDICATORS

Reference	Key Performance Indicator	Target / Direction	Relevant CQAAP Policy	Source of Monitoring Information
Housing				
H1	Net additional dwellings delivered	Year on year increase over the previous year	CQ2	Development management records, planning policy monitoring using trusted sources (e.g. building control, NHBC council tax site visits)
H2	Net additional 1 bedroom, 2 bedroom, 3 bedroom and 4+ bedroom dwellings delivered	100% of approved schemes to deliver 30% 1 bed, 50% 2 bed, 20% 3 and / or 4 bed	CQ2	Planning register, application documents
H3	Net additional affordable homes delivered by tenure.	100% of qualifying schemes to deliver minimum a of 25% affordable housing	CQ2	Planning register, application documents, on-site monitoring
Transport and Movement				
TM1	Number of cycle parking facilities (including spaces) delivered for residential and non-residential uses.	100% of approved schemes to meet cycle parking standards.	CQ10	Planning register, application documents, on site monitoring
TM2	Number of surface car parking spaces	No numerical target but year-on-year reduction in surface car parking spaces within the Civic Quarter	CQ10	Site Visits
TM3	Number of electric (or ultra-low emission) vehicle parking spaces and charging points installed	100% of approved schemes to meet electric (ultra-low emission) vehicle parking and charging points standards	CQ10	Planning register, application documents
TM4	Number of proposals that meet own parking needs on-site.	100% of approved schemes to meet own parking needs.	CQ10	Development Management Records
Sustainability				
S1	The number of permitted schemes delivering an overall net gain in biodiversity	100% of major schemes to demonstrate a net gain in biodiversity	CQ4	Planning register, application documents,
S2	The number of permitted schemes which achieve the optimum sustainable drainage solution	100% of approved scheme to achieve optimum SuDS solution	CQ4	Planning register, application documents
S3	The number of permitted schemes which incorporate optimum energy and water efficiency measures	100% of approved schemes to include optimum energy and water efficiency measures	CQ4	Planning register, application documents
S4	The number of permitted schemes incorporating an actionable zero carbon plan	100% of approved schemes to incorporate an actionable zero carbon plan (when discounting the exceptions in Policy CQ4)	CQ4	Planning register, application documents
Employment				
E1	Net gain / loss in Class E(c) and Class E(g) floorspace	Year-on-year increase in total net floorspace in these categories	CQ3	Planning register, application documents, on site monitoring
Design				
D1	Number of developments that accord with the Design Code.	100% of approved schemes to accord with the Design Code	CQ6	Development Management Records
D2	Number of developments that accord with Policy CQ6.1 Tall Buildings	100% of approved schemes to accord with Policy CQ6.1	CQ6.1	Development Management Records
Infrastructure Delivery				
ID1	Progress towards the delivery of essential infrastructure by infrastructure type comprised of: Monies collected Monies spent On-site delivery	Outline business case(s) for required infrastructure complete by end 2025. Infrastructure delivery phasing plan published. Full business case(s) for required infrastructure complete by end 2028. Delivery of infrastructure in line with phasing plan.	CQ11	Planning register, application documents, S106 legal agreements, on-site monitoring
ID2	Details on all CIL monies collected and spent within the monitoring period	No target (qualitative assessment)	CIL charging schedule	CIL financial report
ID3	Number of permitted schemes which have directly contributed to: Wellbeing Route Processional Route Exhibition Walk	No target (qualitative assessment)	CQ8 CQ9 CQ10 CQ11	Planning register, application documents, on-site monitoring

