



# Planning Development Brief

Land at Cross Street,  
Sale.

Adopted June 2007

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SOMALI

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URDU

## **INTRODUCTION**

The purpose of this planning development brief is to provide a detailed planning and urban design framework to guide the redevelopment of land and property at 137-165 Cross Street, Sale. The development area is edged in black on the location plan included within Appendix 1.

The site offers a unique opportunity for an innovative and comprehensive development scheme in a prominent location on the street frontage of a major arterial route through Trafford.

There have been several informal proposals for redevelopment at this location but no planning applications have been submitted.

## **THE BRIEFING PROCESS**

This planning development brief has been prepared by Trafford Borough Council as an informal planning document, produced in accordance with the Revised Trafford Unitary Development Plan (UDP), (Adopted June 2006). This document should be read in conjunction with the Revised Trafford UDP and, in particular, with the A56 Corridor Development Guidelines Supplementary Planning Document (SPD), (Adopted March 2007) which forms part of the new Local Development Framework (LDF) for Trafford.

The A56 Corridor Development Guidelines SPD sets out the broad principles for the development and improvement of the A56 Corridor. It identifies this site as a 'major development opportunity' and recommends that a detailed development brief be prepared by the Council or the landowner.

The first part of this brief sets out the objectives, site information and policy context for the development area. The second part focuses on the principles for development and sets out planning and design guidance.

This document will be subject to consultation with key stakeholders, and following consideration of all the responses, will be amended as appropriate and then approved as planning guidance for the development of the site. Once approved, this

document will be a key material consideration in the determination of all relevant applications for planning permission on this site.

## **OBJECTIVE**

The overall objective of this development brief is to promote the redevelopment of 137-165 Cross Street in Sale. The intention is to secure a comprehensive, high quality mixed-use development, which is architecturally distinctive but respects and makes a positive contribution to the wider locality. This brief will act as a guide to developers wishing to formulate detailed development proposals for the site.

## **SITE INFORMATION**

### **Physical Context**

The site is located on an important regional transport corridor – the A56, between Junction 7 of the M60 motorway and Sale Town Centre and is highly visible from the main highway network.

There are good public transport links to the site. A large proportion of the A56 is identified as a Quality Bus Corridor, and the Metrolink tram system runs parallel to the A56 for much of its length, connecting Altrincham with Manchester City Centre. The nearest tram stations are located within 10 minutes walking distance of the site within Sale Town Centre and on Dane Road, Sale.

The quality of the pedestrian environment fronting onto the A56 is fair with sufficient road crossing facilities available in close proximity to the site.

### **Site Description**

The site is approximately 0.74 hectares in size and roughly T-shaped. It comprises a former public house, a large garage with multiple workshops for vehicle repair, two commercial units and a small terrace of properties with retail use at the ground floor and residential accommodation above. There are no listed buildings or tree preservation orders within or immediately adjacent to the boundary of the development site.

The majority of the site is vacant and in a state of semi-dereliction. Some of the larger properties have been vacant for almost ten years, with poor maintenance contributing to their continued degradation. Only two ground floor retail units and two first floor residential units remain occupied.

This section of the A56 is mainly commercial in nature with few properties remaining in residential use. To the rear of the site on Denmark Road, Dovestone Road, Gordon Avenue and Windsor Avenue are a mixture of residential properties generally dating from the late nineteenth and early twentieth centuries.

### **OPPORTUNITIES AND CONSTRAINTS**

	<b>Opportunity</b>	<b>Constraint</b>
<b>Location</b>	<ul style="list-style-type: none"> <li>▪ A major development opportunity on the street frontage of a main arterial route.</li> <li>▪ Potential to create a high quality landmark, architecturally distinctive scheme.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Close proximity of properties on Denmark Road, Gordon Avenue and Dovestone Road to the shared boundary will require extreme care in siting and scaling of proposed development.</li> </ul>
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>▪ Located on a principal arterial route, which links the distinct settlements of Altrincham, Sale, Stretford, Gorse Hill and Old Trafford with one another and through to Manchester City Centre.</li> <li>▪ Less than half a mile south west of Junction 7 of the M60 motorway – the Manchester Orbital Ring Road which links Sale with Manchester, Salford, Stockport and the wider motorway network.</li> <li>▪ Close to good public transport links: a Quality Bus Corridor and within walking distance of the Bury – Altrincham Metrolink line and Sale Town Centre.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The A56 is extremely heavily trafficked. Proposals must avoid uses / designs that will greatly increase vehicle movements within this immediate area.</li> <li>▪ In addition the route is monitored as a congestion indicator, and the proposals must aim to achieve no adverse traffic impact on this congestion indicator.</li> <li>▪ Access and parking proposals must therefore not directly or indirectly contribute to peak time congestion on the A56.</li> <li>▪ The preferred access arrangements will include some access from side roads in conjunction with</li> </ul>

	<b>Opportunity</b>	<b>Constraint</b>
		<p>the introduction of road safety and parking measures, and access directly from the A56.</p> <ul style="list-style-type: none"> <li>▪ Commercial traffic will not be able to access the site via Gordon Avenue due to the constraints of the road width.</li> </ul>
<b>Contamination</b>		<ul style="list-style-type: none"> <li>▪ Some previous uses at this site had the potential to create sources of below ground contamination. The developer will need to carry out their own investigations with regard to ground conditions and contamination.</li> </ul>

### **POLICY CONTEXT**

Any application for development will be subject to the provisions of the Revised Trafford UDP which, in conjunction with the Regional Spatial Strategy (RSS) for the North West (formerly Regional Planning Guidance – RPG13), forms the Development Plan for the Metropolitan Borough of Trafford. Significance will also be given to the emerging regional policies in the Submitted Draft RSS (January 2006).

The Council will also give consideration to the relevant adopted Supplementary Planning Guidance (SPG) and Supplementary Planning Documents (SPD). Each of these documents has been subject to public consultation and therefore carries significant weight as a material consideration.

A full list of relevant RSS and UDP policies and a brief description of each of the relevant SPGs/SPDs can be found in Appendix 2. The requirements for on site or off site contributions in accordance with the guidance set out in the Council's adopted SPGs/SPDs will be brought forward through a planning obligation under Section 106 of the Town and Country Planning Act.

### **STATUTORY AND NON-STATUTORY CONSULTEES**

Upon receiving an application for planning permission for this site, the Council may consult with the following bodies:

- Environment Agency
- United Utilities
- Highways Agency
- Greater Manchester Police Architectural Liaison Unit
- Greater Manchester Archaeological Unit
- Local Highway Authority
- Renewal and Environmental Protection (TMBC)
- Housing Strategy (TMBC)

Any representations will be treated as a key material consideration in determining the application. Prospective developers are advised to contact these agencies directly at an early stage, preferably during pre-application discussions and before the submission of a planning application. The above list is not exhaustive and the Council may undertake wider consultation with other internal and external bodies within the prescribed period for determining the application.

The Council will consult with neighbouring properties that bound the development site as part of the statutory consultation process following the submission of a planning application. Residents of Denmark Road, Dovestone Road and Gordon Avenue will also be consulted as part of this consultation process.

### **DEVELOPMENT PRINCIPLES**

This section provides guidance to landowners, developers, architects, engineers, planners and other stakeholders with regards to the development and design principles the Council will seek to implement at this site.

This brief does not promote the use of a specific design theme/technique, nor does it set particular ratios for land uses. The Council does not wish to suppress architectural innovation, and acknowledges that a flexible approach to land use is required to ensure the future success of any proposed scheme at this site.

### **Mixed Use Development**

PPS1 makes it clear that sustainable development is the core principle underpinning planning. One way Local Planning Authorities can help to deliver sustainable development is through the promotion of mixed-use developments that allow the creation of linkages between different uses. Mixed-use development also enables the more efficient use of land, particularly on previously developed sites. Additionally, the Government/CABE good practice guide 'By Design' promotes mixed-use schemes.

This site is considered to be suitable for a mixed-use scheme as it is close to good public transport links and can easily be accessed on foot from Sale Town Centre. Residents could therefore access a range of services without the need to use the private car. Conversely, potential users could easily access services/employment opportunities available on the site by foot, bicycle or public transport.

The Council, therefore, welcomes a mixed use scheme which may include some or all of the following uses:-

- Residential;
- Retail;
- Leisure;
- Offices/Workshops.

As the site is outside of a designated town centre and the Borough has a current oversupply of housing land, developers will be required to provide supporting statements alongside any application for planning permission. The site currently accommodates limited retail and residential floorspace, although part of the site is allocated for new residential development in the Revised Trafford UDP (HOU10 – Land at Cross Street, Sale).

Proposals for town centre uses (e.g. retail, office and leisure) on the site should be justified in terms of the guidance set out in Paragraphs 3.3 – 3.27 of Planning Policy Statement 6 (PPS6) on Town Centres, with regard to the sequential approach to site selection, need, scale, accessibility and impact on existing centres.

Proposals for residential development on the site should be accompanied by a 'statement of compliance' as required under Part 8 of the Council's SPG 'Controlling the Supply of Land Made Available for New Housing Development'. This statement should describe how the proposal accords with one of the exceptions or exclusions



as defined in Parts 6 and 7 of the SPG. Developers may wish to note that a fully affordable residential scheme would comprise an exclusion to the SPG and be encouraged on this site.

In line with the principle of sustainable development, the Council would encourage prospective developers to consider, where suitable, the retention and reuse of existing properties on the site. This would reduce undue building waste and retain some of the long standing built form of the urban area providing a continuum and hence longevity to any proposal.

### **Scale, Massing and Layout**

The existing buildings on the site range in height between one and three storeys and reflect the general form of development along the majority of the A56. Generally, larger developments have been constructed on major road junctions, where an east-west route crosses the A56. The adjacent road junction with Denmark Road is small scale and serves a residential area. It is therefore imperative that future development respects the scale and form of existing buildings on and adjacent to the site to avoid dominating the streetscape in an undesirable way.

The site has an extremely long street frontage with the A56. The existing development on the site comprises three distinct blocks. Any new development should be designed in such a way that the elevation of the development facing the A56 is highly articulated to avoid one monolithic block of development along the site frontage. This should be through the provision of a number of discrete building blocks with open space between them and variation in the roof height of the buildings.

Some of the dwellings on Denmark Road, Gordon Avenue and Dovestone Road have particularly small garden areas which results in the properties themselves being in extremely close proximity to the boundaries of the site. Extreme care therefore needs to be taken in the siting and scaling of proposed development.

Nevertheless, this site represents an opportunity to use land in a sustainable and efficient manner and it is acknowledged that modern building techniques create structures with lower floor to ceiling heights than those constructed in the nineteenth and early twentieth century. It is considered that a development of generally three storeys could be accommodated on the site along the street frontage of the A56. If a

fourth storey is proposed, this should be within the central part of the site frontage, appear clearly subservient to the remainder of the building, and should relate well to the existing buildings facing Cross Street on the opposite side of Denmark Road.

The scale of the development should be reduced where the site shares a common boundary with residential properties at the rear. A height of no more than two storeys will be acceptable unless a three storey building would not exceed the roof ridge height of the neighbouring dwellings. Proposals for three storey buildings should also include a subservient top level. A development which is greater than two storeys in height will need to be accompanied by robust evidence to demonstrate that privacy standards for neighbouring properties are maintained. The form of the development should respect surrounding properties and therefore a significant number of discrete building blocks will be necessary here.

Developers should take note of the Council's Planning Guidelines on Residential Development for guidance on the minimum separation distances required between new development and existing residential properties. A reduction in these separation distances will only be considered acceptable where it can be demonstrated that appropriate mitigation measures, such as the use of screen walls, have been included as an integral part of the development and do not affect its design quality.

### **Relationship to the Street**

Proposals need to take account of the relationship between the site and adjoining streets. A successful relationship leads to a vibrant street scene which in turn creates an attractive place that people want to visit and use. Any proposal should conform to the following:

- New buildings should contribute to a common building line and should immediately address the back of the pavement. This is a primary requirement of any development and a successfully designed scheme will lead directly from the back of pavement whilst preventing a monolithic appearance by providing articulation of the frontage facing Cross Street.
- Development proposals which result in a solid, blank façade, particularly at ground level, will not be acceptable. The scheme should include a large proportion of active ground floor uses with street entrances at frequent intervals to attract

passing pedestrians and to allow pedestrian permeability and legibility through the site. All frontages should be well designed, using good quality materials and appropriate detailing. Shutters should be internalised and perforated.

- A minimum footway width of 3 metres should be maintained to provide pedestrians enough space to pass whilst allowing separation from the traffic. The primary pedestrian access to public areas of the site should be directly from the footway on Cross Street. Access to private areas can be taken from the rear of the site if necessary. Surface car parking should be located to the rear of the buildings away from the A56 frontage.
- The extent of private space around buildings should be clearly defined through the use of boundary treatments and landscaping. Private areas at ground level should be limited on the site frontage. Provision should be made for refuse storage, collection and other servicing without compromising the design quality of the proposal.
- The location of signage and advertisements for commercial premises should form an integral part of the design of a scheme and possible signage zones should be identified at an early stage. Advertisements should not dominate the external elevations of the building or be unduly obtrusive.

### **Access, Highways and Car Parking**

Some vehicular access to the site may be taken directly from the A56 at existing access points, but the developer must show that this will have a neutral effect on congestion. The Local Highway Authority will not accept an additional traffic light junction to serve the site as it is considered that this would add to congestion. Any major alterations to the public highway required to accommodate the scheme should be subject to a Section 278 agreement with the Local Highway Authority. Signage should be minimised and make maximum use of existing sign poles / lighting columns to reduce street clutter and ensure the safe and efficient use of the highway.

Depending on the mix of uses within the scheme there may be an opportunity to consider parking provision for the site on the basis of the advice in RPG 13. This states that when considering mixed-use developments the dominant land use should be used as the basis for calculation, particularly when there is an opportunity for

sharing car parking spaces in use at different times of the day. The Council's car parking standards will also be taken into account when determining the level of parking required but there may be some flexibility in their application. The emerging Draft RSS supports a restrictive approach to car parking standards in areas that have the highest levels of public transport accessibility and development density.

The developer may be required to provide a financial contribution towards highway and public transport improvements in accordance with the guidance in the Council's adopted SPD 'Developer Contributions to Highway and Public Transport Schemes' to ensure accessibility of the scheme to all by a variety of modes of transport.

### **Landscaping and Amenity Space**

High quality landscaping is an essential element of the development of this site. Landscaping should be concentrated at the rear of the site to allow the development to immediately address the back of pavement, although small areas of quality hard landscaping along the Cross Street frontage will assist in the articulation of the building.

Trafford is part of the Red Rose Forest which covers the ten local authorities in Greater Manchester. This initiative is part of a national programme of 10 Community Forests which aims to increase tree cover across these areas. The Council will therefore seek a contribution to tree planting in accordance with the guidance in the adopted SPG 'Developer Contributions to the Red Rose Forest'.

If residential properties are proposed, landscaped areas should also serve to provide amenity space for residents of the scheme. Amenity space can be increased through the use of balconies and other private outdoor areas. Large areas of roof terracing are unlikely to be acceptable however, as they would lead to a serious loss of privacy for nearby residential properties.

As this site is located in an area of deficiency in public open space and outdoor sport facilities, a contribution towards provision will be required in accordance with the guidance in the Council's adopted SPG, 'Informal/Children's Playing Space and Outdoor Sports Facilities Provision and Commuted Sums'.

### **Lighting**

Any new lighting should provide a level of illumination that creates a safe environment without an excessive amount of light pollution. This is particularly important in those parts of the site which adjoin residential properties. Any planning application for redevelopment should include details of a lighting scheme to demonstrate that nearby residential properties would not suffer from a loss of amenity from excessive light spillage. This scheme should show through the use of light contours and specific lux levels, the level of light expected across the whole site and within the curtilage of neighbouring residential properties. If lower light levels have been achieved through the use of mitigation measures such as cowling, details of these mitigation measures should be included.

### **Noise**

Any application for planning permission should be accompanied by an acoustic assessment, which should demonstrate that the occupiers of any dwellings proposed for the site and existing nearby residential properties would not suffer from excessive levels of noise and disturbance from traffic movements along the A56, vehicular movements within the site, servicing of commercial properties and the use of any external plant and machinery, such as air conditioning units or extractor flues.

### **Energy Considerations**

The Council encourages proposals that incorporate the use of innovative fuel technologies, recycling, energy efficiency measures and the conservation of natural resources.

### **FURTHER INFORMATION**

Landowners and developers are encouraged to contact the Council to discuss issues concerning their land and properties or any aspirations and proposals they may have for this site.

Contact the Council's Strategic Planning & Developments team for advice on:

- Planning policy
- Urban design guidance
- Regeneration issues
- Land and property matters
- Site development brief

Contact the Council's Planning and Building Control Service for advice on:

- Development control matters including planning applications and pre-application discussions
- Section 106 agreements
- Planning enforcement issues
- Building control matters
- Trees and landscape issues
- Conservation Areas and Listed Buildings

### **CONTACT DETAILS**

#### **Trafford Metropolitan Borough Council**

##### **Strategic Planning & Developments**

1<sup>st</sup> Floor  
Waterside House  
Sale Waterside  
Sale  
Greater Manchester  
M33 7ZF

##### **Rachel Hiorns Senior Planning Officer**

Tel: 0161 912 4494  
Fax: 0161 912 3128  
Email: Rachel.Hiorns@trafford.gov.uk

##### **Planning & Building Control**

P.O. Box 96  
Waterside House  
Sale Waterside  
Sale  
Greater Manchester  
M33 7ZF

##### **Rebecca Coley Senior Planner**

Tel: 0161 912 1482  
Fax: 0161 912 3128  
Email: Rebecca.Coley@trafford.gov.uk

## APPENDIX 1

### SITE PLAN



## APPENDIX 2

### POLICY CONTEXT

#### National Context

The government issues its own planning advice and guidance in the form of Planning Policy Guidance Notes (PPGs) and their successors, Planning Policy Statements (PPSs). Although not forming part of the development plan, these are extremely important material considerations in the determination of applications for planning permission. The following will be taken into account when considering development proposals at this site:

**PPS1: Delivering Sustainable Development** – which requires planning authorities to ensure that social inclusion, economic development, environmental protection and the prudent use of resources are at the forefront of policy making and implementation.

**PPS3: Housing** – which underpins the delivery of the Government’s strategic housing policy objectives and seeks to ensure that everyone has the opportunity to live in a decent home, which they can afford in a community where they want to live.

**PPS6: Town Centres** – which sets out the Government’s policy on planning for the future of town centres and promoting their vitality and viability.

**PPG13: Transport** – which seeks to encourage a modern integrated high quality transport system. It seeks to integrate planning and transport at the national, regional, strategic and local level and to promote more sustainable transport choices.

#### Regional Context

The following policies of the Regional Spatial Strategy for the North West (March 2003) will be taken into account when determining any application for planning permission on the site:

- DP1 – Economy in the Use of Land and Buildings



- DP3 – Quality in New Development
- SD9 – The Regional Transport Strategy
- UR1 – Urban Renaissance
- UR3 – Promoting Social Inclusion through Urban Accessibility and Mobility
- UR4 – Setting Targets for the Recycling of Land and Buildings
- UR7 – Regional Housing Provision
- UR8 – A Phasing Mechanism for the Release of Housing Land
- UR9 – Affordable Housing
- UR10 – Greenery, Urban Greenspace and the Public Realm
- T1 – Integrating Transport Networks in the North West
- T3 – The Regional Highway Network
- T10 – Regional Priorities for Transport Investment and Management

In addition the following policies of the Draft Regional Spatial Strategy are relevant:

- DP1 – Regional Development Principles
- W5 – Retail Development
- L4 – Regional Housing Provision
- L5 – Affordable Housing
- RT1 – Regional Public Transport Framework
- RT2 – Management and Maintenance of the Highway Network
- RT6 – Parking Policy and Provision
- EM3 – Green Infrastructure

### **Local Context**

#### **Unitary Development Plan (UDP)**

The Council adopted its Revised Trafford UDP on the 19<sup>th</sup> June 2006. This sets out the framework and priorities for the development, improvement and conservation of land and buildings within the Borough of Trafford until 2016. As such the Revised Trafford UDP and RSS form the current Development Plan for the Borough that informs and supports the contents of this development brief.

The following policies of the Revised Trafford UDP will be taken into account when determining any application for planning permission on the site:

### H3 – Land Release for New Housing Development

The Council will maintain a supply of land for new housing development sufficient to meet the requirements set within Regional Planning Guidance, and ensure the phased release and development of the new site allocations identified.

Under Proposal H3 (Site HOU10) part of the site (excluding the Public House) is allocated for residential development.

### A2 – Areas for Improvement

The Council is committed to securing improvement of areas including the A56 Corridor through the upgrading of the local environment, the development and provision of improved services, facilities and amenities and other support measures.

### T6 – Land Use in Relation to Transport and Movement

This policy is intended to reflect the objectives of PPG13 by making the best use of the existing transportation network, and promoting and making the fullest use of alternative means of transport including public transport.

### T7 – Relief and Congestion on the A56

The Council will seek through improvements to reduce the congestion problems along the A56. This policy will seek to ensure that any new development does not conflict with these objectives.

### T11 – High Quality Public Transport Network Improvements

The Council, in its decisions on land use matters, will actively encourage and seek support for the improvement and development of the Metrolink, Rail and Bus Stations/Stops, and Quality Bus Corridors.

### ENV27 – Road Corridors

The Council will seek to improve the environment along major road corridors. Developers will be required to pay particular attention to the treatment of building elevations fronting the road corridor, and where appropriate provide a complementary standard of planting, ground surface and boundary treatment.

### S1 – New Shopping Development

The Council will permit new retail development within established town, district, local and neighbourhood shopping centres as defined in the Revised Trafford UDP, where

such development extends choice and service to the public and does not significantly undermine the vitality and viability of nearby town and district centres as a whole. New retail development in the edge-of-centre or out-of-centre locations will not be permitted unless supported by clear evidence of need.

#### S11 – Development Outside of Established Centres

Proposals for retail development not on land within town and district centres (or is specifically allocated for this purpose in the Plan) will not be permitted unless it meets all the criteria set out in this policy.

#### D1 – All New Development

This policy seeks to ensure that all new developments are of a high standard of design and layout and sets out a number of principles that developments should adhere to.

#### D2 – Vehicle Parking

This policy states that all new development should provide sufficient off street space to accommodate all vehicles likely to be attracted to or generated by a proposed development.

#### D3 – Residential Development

This policy states that the Council will expect developments to achieve a net residential density of 30 – 50 dwellings per hectare, with greater intensity of development at places with good or existing or planned public transport accessibility and other community facilities, taking into account the context of the site and the character of the area. It also sets out a number of general principles to which residential development should adhere.

#### D10 – Advertisements

The Council will have regard to the interests of amenity and public safety when considering applications for advertisements.

#### [Supplementary Planning Guidance \(SPGs\)](#)

##### PG1: Residential Development (September 2004).

Sets out standards and guidelines for all new residential development in the Borough whilst acknowledging the need to achieve a balance between encouraging urban

regeneration, through higher density development, whilst maintaining and enhancing the character and amenity of established residential areas.

PG26: Controlling the Supply of Land Made Available for New Housing Development (September 2004).

Sets out the methods by which the Council will control its supply of housing land when the scale of committed new development proposals in the Borough exceeds ten times the annual average new build requirement set out in the Regional Spatial Strategy. Planning permission will not be granted for new housing development unless the exclusions or exceptions set out in Part 6 and 7 of the SPG apply.

PG27: Provision for New Affordable Housing Development (September 2004).

Sets out how the Council will implement Proposal H8 of the Revised Trafford UDP. It will negotiate for the inclusion of an element of low-cost housing on all urban sites where the site is 1.0ha or more in size or has the potential for the development of 25 or more dwellings.

PG28: Informal Children's Playing Space and Outdoor Sports Provision and Commuted Sums (September 2004).

Sets out the Council's approach to securing a contribution towards the provision of children's play space facilities and outdoor sports provision, for any new development taking place in an area of deficiency.

PG29: Developer Contributions to the Red Rose Forest (September 2004).

Sets out how the Council will implement Proposal ENV16 of the Revised Trafford UDP. The Council will impose planning conditions or negotiate planning obligations with applicants to secure the planting of trees, hedges and woodlands.

#### Local Development Framework (LDF)

The Planning and Compulsory Purchase Act 2004 requires that Trafford replace the Revised Trafford UDP with a new development plan for the Borough to be known as the Trafford LDF. The LDF will comprise a portfolio of documents that will provide development guidance at least until 2021. The timetable for the production of the documents that will form the new LDF plan is set out in the Trafford Local Development Scheme (LDS).

Supplementary Planning Documents (SPDs)

SPD1: Developer Contributions to Highways and Public Transport Schemes (March 2007).

This SPD establishes the Council's approach and methodology for the calculation of commuted sums required from developers for the provision of highways and public transport improvements, under Section 106 of the Town and Country Planning Act.

SPD2: A56 Corridor Development Guidelines (March 2007).

This SPD sets out proposals and provides guidance to support the physical and environmental improvement of the Borough's most important road corridor. It will assist in the interpretation and implementation of Proposal T7 and Proposal ENV27 of the Revised Trafford UDP.

Trafford Community Strategy

The Council's activities are guided by and are consistent with the objectives and priorities set out in the Trafford Community Strategy. In particular:

- Achieve a better balance and mix in the housing market between availability and demand;
- Persuade and influence local and national Government transport planning to improve the existing infrastructure, expand Metrolink, improve east-west connectivity, reduce congestion, and improve the road network and road safety;
- Improve and protect our high quality environment and public open spaces, reduce pollution and the environmental implications of what we do;
- Continue to control the growth of "infill" housing development;
- Identify and promote environmentally friendly and appropriate site development opportunities;
- Encourage environmentally friendly and appropriate development and investment in our town centres to encourage their individualism and enhance vibrancy;
- Bring together all strategies related to the development, management and accessibility of our parks, outdoor and open spaces including the public areas outside our homes, shops, workplaces and leisure venues.