



Salford City Council &  
Trafford Metropolitan Borough Council  
**Planning Guidance**

**mediacity:uk & Quays Point**  
Adopted 17<sup>th</sup> January 2007



## Preface

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هاتف رقم 0161 793 3536

এই পুস্তিকাটি বোঝার জন্য যদি আপনার সাহায্যের প্রয়োজন হয় তাহলে সেলফোর্টে কাউন্সিলের ইকুয়ালিটি টিমের সঙ্গে যোগাযোগ করুন টেলিফোন নম্বর 0161 793 3536

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1	Introduction	1
2	Planning Context	3
3	Strategic Principles	6
4	Area Specific Guidance	11
■	Appendices	
A	UDP Extracts	1
B	Consultation and Public Involvement	7
C	Contact Details	8

# Contents

## 1 Introduction

**1.1** This Guidance relates to the intention to establish mediacity:uk (mc:uk) on approximately 220 ha of land in and around Salford Quays and Trafford Wharfside, with the 14.8 ha Quays Point site at its core (Figure 1.1). The Vision is to create a globally significant new media city capable of competing with similar emerging locations in places such as Copenhagen, Seoul and Singapore. The intention is to create a modern digital city for the UK, where creative talent is drawn by the quality and excitement of the environment and the range and mix of people. mediacity:uk will be

1. a place that is designed to stimulate linkage and exchange ideas;
2. a place where people live, work, play and learn;
3. a place where new ways of informing, educating and entertaining will be created.

**1.2** Situated within Manchester Regional Centre, The Quays (Salford Quays and Trafford Wharfside) function as Greater Manchester's waterfront and has been the catalyst for regeneration within the western gateway to Manchester over the last 20 years. Quays Point is the last undeveloped part of the former Manchester Docks. It is a prominent water frontage site in the heart of the city, which is currently undergoing significant change under the direction and guidance of the Central Salford Urban Regeneration Company (URC). The completion of the regeneration of Salford Quays is one of the top priorities for the URC.

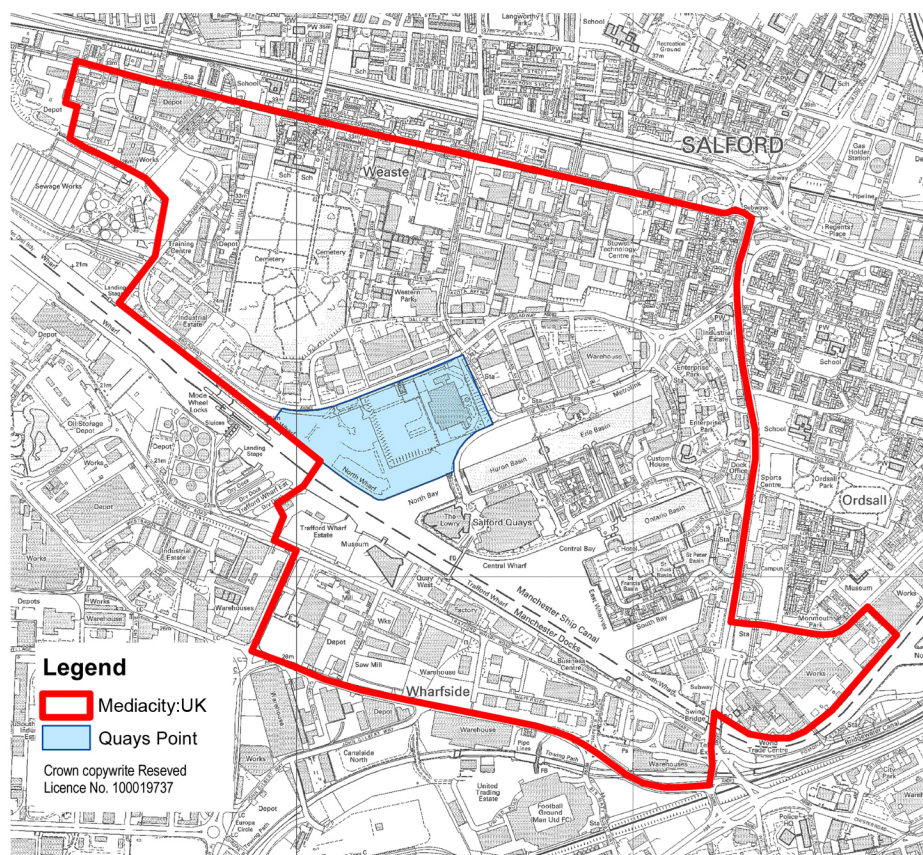


Figure 1.1 Location Plan

## Introduction

- 1.3** Salford Quays is well recognised as a dynamic new mixed-use part of the Regional Centre. Recognising this potential, Salford City Council and Peel Holdings are working collaboratively to produce a masterplan for the area, aimed at providing a context within which to bring forward individual projects to shape and define an exciting and diverse new part of the Regional Centre.
- 1.4** Alongside this, Trafford Wharfside is emerging as an area of great opportunity linking the established industrial estate of Trafford Park with the Regional Centre. There is a particular focus on high value hi-tech industries as well as maximising the tourism and leisure potential of the area close to Manchester United Football Club, the Imperial War Museum North, Salford Quays and the Regional Centre.
- 1.5** This Planning Guidance has been prepared jointly by Salford City Council and Trafford Metropolitan Borough Council to set out the guidelines which the Councils as local planning authorities will apply in considering applications for planning permission within the area. At this stage it represents non statutory guidance, but it is set within the framework provided by the Adopted City of Salford Unitary Development Plan (2004 – 2016) (Salford UDP) and the Revised Adopted UDP for Trafford (Trafford UDP), and will be translated into the respective Local Development Frameworks in due course, and as appropriate.
- 1.6** The Guidance draws on the work done in preparing a Masterplan for the Quays Point area and to guide that work as it is refined. It is intended to assist the two local planning authorities and developers, as well as assisting the URC as it moves forward in implementing key elements of the Central Salford Vision & Regeneration Framework.
- 1.7** The Guidance will be a material consideration for the two local authorities when determining planning applications and other matters in the area, and will help guide investment decisions both by key agencies and developers.
- 1.8** Applicants will be expected to demonstrate how their proposals address the issues covered in the Guidance, along with the wider policy framework established in the Salford UDP and/or the Trafford UDP, planning documents forming part of the Local Development Frameworks, the Regional Spatial Strategy for the North West, and national planning policy.
- 1.9** The Guidance takes full account of the opportunities presented by the area's location (much of which is within the Regional Centre), and its location within The Quays & Waterfront Transformation area (which is one of the URC's Priority Transformation Areas, and will be a focus for activity to regenerate and transform Central Salford).



## 2 Planning Context

### Salford UDP

- 2.1 Within Salford, the policies contained in the Salford UDP form the basis for the proposals contained in this Guidance. The UDP policies and other relevant adopted strategies will be taken into consideration in approving the detailed design and implementation of development proposals for mediacity:uk and Quays Point in particular.
- 2.2 The following policies provide the key policy statements in the Salford UDP, so far as this planning guidance for mediacity:uk & Quays Point is concerned.

### Policy MX1: Development in Mixed-Use Areas

- 2.3 This policy promotes the south eastern part of mediacity:uk (including Quays Point) as suitable for the development of a vibrant mixed use area with a broad range of uses and activities. Appropriate uses for the area are identified as including housing, offices, tourism (including hotels), leisure, cultural uses, education, community facilities, retail and food and drink uses (subject to compliance with associated retail and leisure policies), knowledge-based employment (including live-work units), and essential infrastructure and support facilities.
- 2.4 The reasoned justification to the policy explains that the Quays area will continue to develop as an internationally important visitor destination and as one of the region's primary office locations, benefiting from Metrolink connections and attracting some of the highest quality architecture in the region. These functions will continue to be complemented by residential, retail and leisure uses that will produce a distinctive mixed use area. The Quays Point area is particularly highlighted as a strategically important development opportunity, the coordinated development of which will strengthen the success of Salford Quays and provide new landmarks that take advantage of the waterfront and complement existing assets such as The Lowry. The opportunity to include significant levels of residential accommodation is also noted.

### Encouraging Better Design

- 2.5 The Salford UDP provides a comprehensive suite of design policies, tackling specific issues such as respecting context, the relationship of buildings and public space, waterside development, and tall buildings.
- 2.6 In addition to the UDP, the Council has also produced other advice and guidance on planning related matters. These documents are also taken into account in the determination of planning applications although they do not carry the same weight as policies within the UDP.
- 2.7 The guidance note entitled Encouraging Better Design explains that the Council is committed to securing high quality design in all new developments across the city. It states that poor design is a valid reason for the refusal of planning permission.
- 2.8 The note suggests that design should be considered at the earliest possible stage in the development process. The guidance explains that planning applications should be accompanied by design statements and supporting visual information. Submission of Design and Access Statements has been a statutory requirement from 10th August 2006.

## Planning Context

- 2.9** In the case of major proposals or where there is a high profile design issue to be addressed, planning applications may be referred to a formal 'design and review process'. This may involve a design review panel convened by the Council or the Commission for Architecture and the Built Environment (CABE); or in the case of public realm works, involvement of CABE Space.
- 2.10** Applications for development in the Quays Point area will need to comply with the guidance that is set out in this note and should be of high design quality.
- 2.11** Whilst the above policies are considered to be the most significant with regard to the development of mediacity:uk, many other policies in the UDP are relevant. These are listed in Appendix A1.



Figure 2.1 Typically, the road and public realm areas should radiate from the waterfront, with larger development plots to the north of Quays Point (towards Broadway)

### Central Salford URC

- 2.12** The Central Salford URC aims to transform Central Salford over the next 20 years, guided by a new vision and regeneration framework. It intends to unlock hundreds of millions of pounds of private sector investment leading to thousands of new job opportunities. The URC is a private/public sector partnership led by the private sector and actively supported by its founder members - Salford City Council, English Partnerships and the North West Regional Development Agency (NWDA). The URC covers an area of over 2,000 hectares, including the mediacity:uk & Quays Point site.

- 2.13** The transformation of Central Salford will include dramatic improvements to the city's infrastructure, the development of business premises, mixed-tenure housing (private and affordable housing), improved schools, safe and inspiring open spaces, new community and leisure facilities, retail outlets and an improved transport infrastructure. The aspiration is to create a world-class living, working, learning and leisure environment. The URC team is now working with stakeholders to implement the Central Salford Vision & Regeneration Framework.
- 2.14** The Central Salford Vision & Regeneration Framework will be an important material consideration for the Council in determining planning applications in the mediacity:uk & Quays Point area. Applicants will be required to demonstrate that their development proposals are consistent with the Framework and contribute to meeting its overall objectives.

### **Trafford UDP**

- 2.15** Within Trafford, the policies contained in the Trafford UDP form the basis for the proposals contained in this Guidance. The UDP policies and other relevant adopted strategies will be taken into consideration in approving the detailed design and implementation of the redevelopment proposals for mediacity:uk in particular. These are listed in Appendix A2.
- 2.16** The following policy provides the key planning guidance for the Trafford Wharfside element of mediacity:uk.

### **Proposal TP5 - Trafford Wharfside**

- 2.17** This is identified as a strategic location for high quality mixed development reflecting its proximity to the Ship Canal, Salford Quays, Trafford Park and the Regional Centre. Development for offices, high technology and light industry, hotel, tourism and leisure facilities and other similar uses that reflect the urban high amenity nature of the area will be permitted.
- 2.18** The area benefited from a massive amount of investment in the 1990s, facilitated by the Trafford Park Development Corporation including new and improved highways, reclamation of land, improvements to buildings, landscaping, public art and a Wharfside Walkway alongside the Manchester Ship Canal. The proposal identifies a number of key opportunity sites including the Victoria Warehouses which act as the eastern gateway to Wharfside and the South Bank site opposite Quays Point. The proposal also makes provision for an extension to the Metrolink system through Trafford Park linking Manchester City Centre with the Trafford Centre.

### **Regional Spatial Strategy**

- 2.19** The policies and proposals set out in this Guidance are also considered to be consistent with the policies set out in Regional Spatial Strategy, particularly those related to the Spatial Development Framework; Economic Growth & Competitiveness; and Urban Renaissance. The relevant policies are set out in Appendix A3.

## 3 Strategic Principles

### Introduction

- 3.1** Having considered the policy framework for mediacity:uk & Quays Point, this section of the planning guidance considers the overall Strategic Principles that will underpin the redevelopment of the area.
- 3.2** The key aim for Quays Point is to deliver the comprehensive regeneration of the 14.8 hectare core site to form the heart of a wider new media quarter (mediacity:uk), combining high quality commercial and residential properties with leisure uses, tourism uses, community facilities, public spaces and new waterside environments. The redevelopment should ensure that the new urban forms create a unique sense of place, yet are closely linked into existing streetscapes to create an area that is diverse, being both distinctly modern and heritage rich, capitalising on assets such as The Lowry and Imperial War Museum North (IWMN).

### Key Principles & Strategic Objectives

#### Quays Point

- 3.3** Development proposals within Quays Point should accord with the following overall Key Principles and Strategic Objectives for the area:
- To create a cohesive, vibrant, mixed use area, with its own distinctive sense of place and character, contributing to the dynamism of the adjoining parts of Salford Quays and the wider mediacity:uk.
  - Deliver a new area of the highest quality built environment, enhancing the profile and environment of Salford Quays and promoting Quays Point as a thriving economic and leisure location.
  - Create an area where people want to live, work, learn and invest, with social and cultural opportunities for all.
  - Create a location that provides opportunities for bespoke destination activities to be accommodated as an essential part of the mix of uses.
  - Create clear physical linkages between the core Quays Point site and its essential hinterland, to encourage economic and social integration with surrounding industrial, commercial and residential areas, including other parts of The Quays to the south - including Trafford Wharfside, via new and existing bridge links, and the heart of Central Salford to the north.
  - Promote a well-conceived movement pattern and structure, urban in scale and of exceptional design quality, with flexibility to evolve and change over time, providing an environment where people can meet and interact in a secure and inviting environment.
  - To achieve a series of core infrastructure and public realm interventions that, in combination, will ensure that Quays Point can function as a thriving part of the Regional Centre. The Broadway Link and enhancements to public transport links are critical in this respect.
  - To secure major public transport improvements that will significantly contribute to achieving a greater modal split within the area.
  - To create exciting buildings and useable spaces that have a minimal impact on non-renewable resources.
  - Link with elements of green infrastructure around Salford Quays and Trafford Wharfside and promote planting to create and enhance a network of green spaces and routes,

particularly based around the Manchester Ship Canal, the River Irwell and the Bridgewater Canal.

## Key Principles & Strategic Objectives

### mediacity:uk

**3.4** Development proposals within the wider mediacity:uk should accord with the following overall Key Principles and Strategic Objectives for the area:

- To be a cohesive, vibrant, mixed use area, with a distinctive sense of place and character, contributing to the dynamism of the core Quays Point site.
- Deliver a new area of high quality built environment, enhancing the profile and environment of mediacity:uk creating a thriving economic and leisure location.
- Create an area where people want to live, work, learn and invest, with social and cultural opportunities for all.
- Create clear physical linkages between the core Quays Point site and its essential hinterland, to encourage economic and social integration with surrounding industrial, commercial and residential areas, including other parts of The Quays, with the heart of Central Salford to the north - and, via new and existing bridge links, to Trafford Wharfside.
- Promote a well-conceived movement pattern and structure, urban in scale and of exceptional design quality, with flexibility to evolve and change over time, providing an environment where people can meet and interact in a secure and inviting environment.
- To achieve a series of core infrastructure and public realm interventions which, in combination, will ensure that mediacity:uk can function as a thriving part of the Regional Centre. The Broadway Link, the new footbridge from Trafford Wharfside to Quays Point and enhancements to public transport links are critical in this respect.
- To secure major public transport improvements that will significantly contribute to achieving a greater modal split within the area.
- To create exciting buildings and useable spaces which have a minimal impact on non-renewable resources.
- Link with elements of green infrastructure around Salford Quays and Trafford Wharfside and promote planting to create and enhance a network of green spaces and routes, particularly based around the Manchester Ship Canal, the River Irwell and the Bridgewater Canal.



**Figure 3.1** A String of taller buildings are envisaged along the northern and eastern boundary of the area, creating an identifiable and recognisable skyline in the vicinity of Broadway and the Broadway Metrolink Station

### Relationship with the rest of Manchester Regional Centre

- 3.5** The Quays forms an important part of the Regional Centre.
- 3.6** Over the last 20 years, the former derelict Manchester Docks have been transformed into the internationally acclaimed “Salford Quays”. The Quays has become a model for waterside regeneration worldwide. It has become not just a vibrant new part of Salford and Trafford, but has grown into a vital new quarter of the Regional Centre, functioning as ‘Manchester’s Waterfront’.
- 3.7** Quays Point is the last remaining un-reclaimed part of the former docks and its transformation will be an important stage in consolidating the form and function of the Quays (and mediacity:uk) as an important economic driver for the region and as a visitor destination in its own right. The vision for Quays Point is to create a dynamic new quarter for the Quays and the Manchester Regional Centre, focusing on media and related developments, building on the current assets of The Lowry, Imperial War Museum North and Lowry Outlet Mall.

### Transportation

- 3.8** The following key principles are central to the Transport Assessments to be prepared in support of all planning applications for ‘major development’ within mediacity:uk and at Quays Point in particular.
- The waterfront location of Quays Point is an unrivalled asset. The recreational use of the waterfront (for walking and cycling) is an essential feature that all developments must respect and provide for, to the same high quality as in the rest of Salford Quays. These should be publicly accessible at all times and be continuous with the adjoining

walkways that link through to Manchester City Centre. A new pedestrian and cycle 'circuit' should be created by the construction of a new footbridge, linking Quays Point with Trafford Wharfside.

- A grid of pedestrian and cycle friendly streets is envisaged throughout the Quays Point site, linking into the rest of the Quays and into the wider mediacity:uk.
- Quays Point is well placed for public transport provision, including Metrolink services and buses. The Metrolink spur should be extended into the Quays Point site to improve public transport accessibility. This and other measures will need to be undertaken in order to ensure that these links are further enhanced to reduce the reliance on the car. New services linking the Quays with the Chapel St area (heavy rail stations and the University) Old Trafford and the Manchester University quarter should be promoted.
- The exceptional road accessibility of the site should be further improved by the construction of the Broadway Link road – improving access to M602 junction 2 at Eccles. This new road (UDP proposal A9.1) is a requirement triggered by the release of an agreed quantum of additional floorspace on the Quays. Provision of the Broadway Link will improve access to Salford Quays and Trafford Park for buses, cyclists, pedestrians and cars, supporting and enabling development at Quays Point.
- The development of Quays Point could provide new facilities for river boats and river taxis, with services capable of enhancing linkage between Manchester City Centre, Salford Quays and the Trafford Centre.
- In line with redevelopment principles established at the Quays, car parking should not dominate new developments. Bespoke car parking provision for new development blocks is envisaged within the curtilage of individual schemes, the majority of the new city blocks offering the potential for underground or concealed frontage parking. Sites for new multi-storey car parking options will need to be considered for shared facilities and visitor destination uses.

## Sustainability

- 3.9** Sustainable development is acknowledged by the UK Government in Planning Policy Statement 1 (PPS1) as being the core principle underpinning planning
- 3.10** All proposals for development within the mediacity:uk area should accord with the principles of sustainability and should facilitate the delivery of sustainable development.
- 3.11** In view of this, and in line with PPS22 and Salford UDP policy EN22, when submitting for planning permission, applicants should consider the introduction of the following mechanisms, amongst others:
- The installation of a combined heat and power electricity supply;
  - The use of ground source heat / cooling pumps;
  - The use of BREEAM 'very good' ratings as minimum development standards within all new buildings;
  - The consideration of photovoltaic cells/panels and vertical axis wind turbines for high level rooftops; and
  - The installation of a separate drainage system together with use of porous surfaces.
- 3.12** These and other mechanisms for minimising carbon emissions should be encouraged as development progresses within the Quays Point area, as should opportunities to enhance the role of the Manchester Ship Canal / River Irwell as an important ecological corridor. Tree planting is encouraged as part of landscaping schemes and public realm works, in order to support the area's biodiversity, offset carbon dioxide emissions and enhance the appearance of the area.

## Strategic Principles

- 3.13** These measures will ensure that the redevelopment of Quays Point accords with Policy ST1 of the Salford UDP, which promotes the creation and maintenance of sustainable urban neighbourhoods.



## 4 Area Specific Guidance

### Area Specific Guidance

#### Policy MC:UK 1

##### Quays Point - Mix of Uses

The following mix of uses will be promoted in the Quays Point area, in line with Policy MX1 of the Salford UDP (2004 – 2016):

1. Commercial Development: High quality new office based employment uses will be encouraged at Quays Point, with a particular emphasis on media and creative industries.
2. Retail/Leisure/Tourism: The Quays Point area has potential to accommodate a vibrant mix of leisure, retail and visitor attraction opportunities that will contribute to its role as a visitor destination and as a place that is conducive to media and creative industries. Retail components that come forward should complement and strengthen the current retail offer on the Quays, rather than competing with Manchester City Centre's shopping offer. The emphasis should be on serving the needs of the new development within which it is located, as well as meeting unmet demand within the Quays area.
3. Residential Development: Quays Point has the potential to offer a high quality living environment in the heart of Salford Quays. It is envisaged that new residential activity will consist predominantly of 1, 2 and 3 bedroom apartment dwellings. However, innovative approaches to the provision of suitably high density family accommodation should form part of the mix.
4. Access: Improved public transport facilities will need to be completed in line with occupation of new facilities. Any development must take into account the need to ensure that car parking provision, both general provision for Quays users, and area specific provision for new occupiers, must be adequately catered for. An incremental approach should be taken towards the removal and re-provision of existing car parking facilities as development needs dictate. Consideration of the need for multi-storey parking should be set out at the initial stages of development. Access to the parking areas should be taken directly or indirectly from Broadway only.

#### 4.1 Reasoned Justification

The supply of new housing in the area will be managed having regard to the policies and proposals contained in:

- Regional Spatial Strategy; and
- Adopted Unitary Development Plans (and Core Strategies when adopted)

and will have regard to:

- The need for additional housing generated by additional employment; and
- the objective of securing mixed use developments that minimise the need to travel and the provision of infrastructure and services.

The provision of new retail facilities in the area will be assessed against:

- Adopted Unitary Development Plan policies; and
- Planning Policy Statement 6 (PPS6)

## Policy MC:UK 2

### mediacity:uk - Mix of Uses

The following mix of uses will be promoted in the wider mediacity:uk area, in line with policies contained within the Salford UDP and the Trafford UDP:

1. Commercial Development: Immediately adjoining / facing the core Quays Point site, high quality new office based employment uses will be encouraged at Trafford Wharfside and on Dock 9, with a particular emphasis on high technology, knowledge based and media & creative industries.
2. Leisure/Tourism: The mediacity:uk area has potential to contribute to the mix of leisure, retail and visitor attraction opportunities that will contribute to its role as a visitor destination and as a place that is conducive to media and creative industries.
3. Residential Development: Whilst some further residential development is appropriate in the waterfront parts of Salford Quays, it is not envisaged that new residential uses will be a dominant component in the wider mediacity:uk area where existing land use patterns are largely envisaged to remain.
4. Community Facilities: Appropriate facilities will be needed to support the scale of development envisaged within the mediacity:uk area, including the provision of a new high school to serve Salford's part of the Regional Centre, potentially with a media/performing arts specialty, helping to ensure that the area is attractive to a diverse range of households and that all sections of society benefit from the opportunities within it.
5. Access: Improved public transport facilities will need to be completed in line with proposals in Transport Assessments and made available in line with occupation of new facilities.

## 4.2 Reasoned Justification

It is not envisaged that there will be a demand for large scale redevelopment in the wider mediacity:uk area, but where proposals do come forward, they will be assessed against this policy.

It is not envisaged that retail facilities will be a significant component of the mix in the wider mediacity:uk area. However, all proposals will be assessed against:

- Adopted Unitary Development Plan policies; and
- Planning Policy Statement 6 (PPS6)

Leisure uses will be considered in the same manner.

### Policy MC:UK 3

#### Quays Point - Urban Form, Density and Massing

1. The redevelopment of Quays Point should take on a more traditional urban form than has been typical at Salford Quays, with dense and compact city blocks, generally 8-10 storeys in height, punctuated with the occasional higher tower block, possibly over 20 storeys high at the Broadway end of the site.
2. Within Quays Point, the road and public realm areas should radiate from the waterfront, with larger development plots to the north of Quays Point (towards Broadway), with generally more compact intimate spaces and plots approaching the waterfront. On the waterfront to Dock 9 (facing The Lowry), a new Piazza should be provided. This will be a large enough space to allow for vistas and ceremonial events, but intimate in feel with active ground floor uses to create the vibrancy required to create a high level of activity throughout the day. This approach suggests building height limited to six storeys towards the waterfront, rising in places to over ten storeys adjoining public open spaces and towards the rear of the site and around the Metrolink Station. No vehicular access should be allowed into the Piazza, with rear or underground servicing as the norm. (Consideration may be given to 'out of hours' servicing where essential).
3. A string of taller buildings are envisaged along the northern and eastern boundary of the Quays Point area, creating an identifiable and recognisable skyline in the vicinity of Broadway and the Broadway Metrolink Station. Where taller buildings are developed, they will range in height from twelve to over twenty storeys, generally positioned at the corners of the larger urban blocks and to the perimeter of the area to reduce overlooking and overshadowing.
4. To help create the more intimate urban form envisaged for Quays Point, flexibility will be required within the individual composition of block massing, allowing variation of height relative to aspect, street width and proximity to large scale public spaces.
5. Providing a blend of commercial offices, other employment / visitor attractions, retail, leisure and residential uses throughout the area will help to create an urban environment that can accommodate 24-hour activity and thus promote the vibrant environment conducive to creative industries.

### Policy MC:UK 4

#### mediacity:uk - Urban Form, Density and Massing

1. The Imperial War Museum North and The Lowry are nationally important landmarks, and therefore their settings and strategic views along the water frontage will be protected and enhanced.
2. As development within the wider mediacity:uk area moves away from the waterfront and key transport nodes (eg Broadway / Metrolink Stations) densities will generally reduce.

#### 4.3 Reasoned Justification

New development on Trafford Wharfside will need to contribute to the framing of the waterfront, with buildings of an appropriate scale and mass, so as to provide a suitable setting for the Imperial War Museum North and The Lowry.

### Policy MC:UK 5

#### Quays Point - Public Realm

1. The delivery of a number of core infrastructure and public realm interventions are central to the vision to develop Quays Point as a thriving part of mediacity:uk and the Regional Centre. The key proposals supporting this objective are as follows:
  - i. The Waterfront: the extension of the quality Salford Quays waterside environment around which an exciting and dynamic leisure environment can flourish.
  - ii. The Piazza; to create a vibrant space full of activity, facing The Lowry. Consideration should be given to opening this area to the water by reducing levels and the creation of a boardwalk or floating pontoons with active uses, including mooring facilities.
  - iii. New Boulevards radiating from the waterfront. The boulevards should accommodate a combination of mixed use developments (with active ground floor uses), attractive open spaces, and pedestrian priority areas that will ensure the boulevards have a high level of activity throughout the day. Some will be grand in scale, providing the vistas of key buildings – especially The Lowry and Imperial War Museum North - and forming the main routes into the area. Others will be more intimate. A particular vista to seek to retain and enhance will be that south along Langworthy Road to The Lowry.
  - iv. Pocket Parks, Squares and green spaces: the network created by the radiating boulevards will be punctuated by exciting and unexpected spaces, dotted into the heart of Quays Point, providing spaces for seating, meeting, eating and playing, representing an important feature of the local environment. These spaces will have an attractive mix of hard and soft space, with high quality planting to create a distinctive contribution to Central Salford URC's Vision of 'the green and the blue' (planting and water)

### Policy MC:UK 6

#### mediacity:uk - Public Realm

Within the wider Trafford Wharfside and Salford Quays area outside the Quays Point site, there will be a continued emphasis on high quality public realm provision, particularly on the water frontage itself. Within the rest of mediacity:uk, both Councils will work to ensure the provision and maintenance of quality public spaces and highways.

### Policy MC:UK 7

#### Quays Point - Pedestrian Connectivity

Within the area, a network of pedestrian and cycle friendly streets will be promoted throughout Quays Point. These should link into the urban fabric north of Broadway to draw activity to the waterfront.

## Policy MC:UK 8

### Quays Point & mediacity:uk - Pedestrian Connectivity

1. Development schemes should provide a safe, attractive, well cared for public realm which will encourage people to walk. Clear and direct pedestrian routes to bus stops and Metrolink Stations is to be an essential feature of the design concept.
2. Development proposals should take account of the following principles which will promote pedestrian connectivity throughout the site:
  - Pedestrian areas should be readily visible to drivers, residents and other pedestrians;
  - Measures should be introduced in order to slow traffic, resulting in safer environments for pedestrians;
  - Shared surfaces utilising changes in materials can avoid conflict in movements between vehicles and pedestrians;
  - Priority should be given to pedestrians travelling through the site to the waterfront and other visitor attractions;
  - Footpaths should lead to areas people want to travel to;
  - Pedestrian and cycle routes free from vehicular traffic flow should be considered and incorporated into development schemes, particularly along the waterfront promenade; and
  - Pedestrian and cycle routes should link mediacity:uk with surrounding residential communities, via clear, direct and safe routes.

## Policy MC:UK 9

### Planning Obligations

1. All developments that are brought forward within Quays Point will be required to contribute proportionately to the required high level of infrastructure necessary to serve the overall site, through the use of planning obligations, conditions or other similar mechanisms.
2. Outside the Quays Point site, the two local authority's normal Planning Obligation requirements will be applied.
3. Salford City Council is currently producing a Planning Obligations Supplementary Planning Document. This will provide further guidance on the levels of contribution required from new development in the parts of mediacity:uk that are in Salford. Copies are available from:

Spatial Planning  
Salford City Council  
Salford Civic Centre  
Chorley Road  
Swinton  
M27 5BY

#### 4.4 Reasoned Justification.

## Area Specific Guidance

It is expected that any Planning Application for major development within the Quays Point area will be subject to a planning obligation or condition to secure contributions to the provision and long term maintenance (where appropriate) of public realm / publicly accessible amenity space / public transport serving / within the area. This will ensure that any additional pressure on the local environment, services and infrastructure, occurring as a result of new development, will be reduced or ameliorated as much as possible. Other matters to be assessed for inclusion in conditions / planning obligation will be the provision of improved open space leisure (on or off site) and contribution to the provision / improvement of education facilities in the area. This assessment will be informed by the submission of an open space assessment / strategy to accompany all planning applications for 'major development' to assess the needs arising from those developments.

### Policy MC:UK 10

#### Planning Applications

1. All planning applications for "major development" in the Guidance area should be accompanied by the following:
  - Planning application forms (5 copies);
  - Relevant site location plans – 1:500/1:200 scale including site red edge outline plan, elevation plans and layout plans. A masterplan will be required for outline applications comprising indicative details supported by a design statement. All applications should be accompanied by 3D visualisations and models;
  - Planning supporting statement – justifying the development in National, Regional and Local planning policy terms, and addressing safety / secured by design principles;
  - Design Statement demonstrating that the proposals comply with the Council's design policies;
  - Transport Assessment and Travel Plan; (within Quays Point, this should also include a transport statement on the Metrolink Spur extension);
  - Environmental Assessment where appropriate (as directed under the 1999 EIA Regulations); and
  - Desk top ground conditions study.
  - Design and access statement
2. Pre-application submission discussions with Council Officers will form an integral element of the design and planning process. Both Council's operate a Development Team approach in such discussions, bringing together the relevant professionals. It will also involve officers from the URC and GMPTE in relevant discussions.
3. Where relevant, full consultation with the local community and businesses should be undertaken prior to the submission of a planning application in order to foster community involvement in the planning process. Both Councils are also concerned to ensure that existing businesses are involved in discussions on relocation opportunities at an early stage in the development of specific proposals. In all cases, applicants will be expected to comply with the requirements of the two local authorities Statements of Community Involvement.

## Appendix A UDP Extracts

### Appendix A1 - City of Salford Unitary Development Plan 2004 – 2016

Full text of the UDP can be viewed on the city council's website, at

<http://www.salford.gov.uk/living/planning/udp.htm>

Many policies and proposals within the UDP are relevant to developments within mediacity:uk – including the whole of the Design Chapter. Attached is a list of those policies considered to be particularly relevant to developments within that part of mediacity:uk within Salford.

### Key Policies in the City of Salford Replacement UDP 2004 – 2016 supported by this Planning Guidance

#### Strategic Policies:

- ST1 - Sustainable Urban Neighbourhoods
- ST2 - Housing Supply
- ST3 - Employment Supply
- ST4 - Key Tourism Areas
- ST5 - Transport Networks
- ST6 - Major Trip Generating Development
- ST7 - Mixed Use Development
- ST8 - Environmental Quality
- ST9 - Retail, Leisure, Social & Community Provision
- ST11 - Location of New Development
- ST12 - Development Density
- ST13 - Natural Environmental Assets
- ST14 - Global Environment
- ST15 - Historic Environment
- ST16 - Sustainable Waste Management

#### Mixed Use Development:

- MX1 - Development in Mixed Use Areas

#### Design:

- DES1 - Respecting Context
- DES2 - Circulation and Movement
- DES3 - Design of Public Space
- DES4 - Relationship of Development to Public Space
- DES5 - Tall Buildings
- DES6 - Waterside Development
- DES7 - Amenity of Users and Neighbours
- DES9 - Landscaping
- DES10 - Design and Crime
- DES11 - Design Statements

## UDP Extracts

### Housing:

- H1 - Provision of New Housing Development
- H2 - Managing the Supply of Housing
- H3 - Housing Improvement
- H4 - Affordable Housing
- H8 - Open Space Provision associated with New Housing Development
- H9 - Sites for New Housing (H9/9, Former Weaste Tram Depot, Eccles New Road).

### Employment and the Economy:

- E4 - Sites for Employment Development (E4/15, Land South of Pacific Way)
- E5 - Development within Established Employment Areas
- E6 - Tourism Development

### Retail and Leisure Development:

- S2 - Retail and Leisure Development outside Town Centres and Neighbourhood Centres

### Education, Health & Community Facilities

- EHC1 - Provision and Improvement of Schools and Colleges
- EHC3 - Provision and Improvement of Health and Community Facilities

### Accessibility:

- A1 - Transport Assessments and Travel Plans
- A2 - Cyclists, Pedestrians and the Disabled
- A3 - Metrolink
- A5 - Buses
- A6 - Taxis
- A8 - Impact of Development on the Highway Network
- A9 - Provision of New Highways (A9/1, The Broadway Link)
- A10 - Provision of Car, Cycle and Motorcycle Parking in New Developments
- A12 - Provision of Coach and Lorry Parks

### Environmental Protection and Improvement:

- EN8 - Nature Conservation Sites of Local Importance (EN8/12, Salford Quays North)
- EN9 - Wildlife Corridors
- EN14 - Derelict, Underused and Neglected Land
- EN16 - Contaminated Land
- EN22 - Resource Conservation
- EN23 - Environmental Improvements Corridors

### The City's Heritage:

- CH6 - Parks and Gardens of Historic Interest (CH6/1, Weaste Cemetery)
- CH7 - Archaeology and Ancient Monuments
- CH8 - Local list of Buildings, Structures and Features of Architectural, Archaeological or Historic Interest



**Salford City Council****Recreation:**

- R1 - Protection of Recreational Land and Facilities
- R2 - Provision of Recreation Land & Facilities
- R4 - Key Recreation Areas (R4/8, Salford Quays)
- R7 - Recreational Use of Waterways

**Development:**

DEV5 - Planning Conditions and Obligations

DEV7 - Protection of Aviation Safety at Manchester Airport (DEV7ii affects a small part of the wider mediacity:uk area, at the southern end of the area)

**Supplementary Planning Documents:**

- Salford Greenspace Strategy SPD
- Design & Crime SPD

Work is ongoing on other SPD, and developer should enquire as to the availability of further SPD which may affect the preparation of planning applications.

## UDP Extracts

### Appendix A2 - Trafford Revised Adopted Unitary Development Plan

Full text of the UDP can be viewed on the Council's website, at <http://udp.trafford.gov.uk>

Many policies and proposals within the UDP are relevant to developments within mediacity:uk. Attached is a list of those policies considered to be particularly relevant to developments within that part of mediacity:uk within Trafford.

### Key Policies in the Borough of Trafford Revised Adopted UDP supported by this Planning Guidance

#### The Themes of the Plan:

- GP1 – The Themes of the Plan

#### Area Based Policies

- A1 – Priority Regeneration Areas

#### The Environment

- ENV1 – Flood Risk
- ENV2 – Improving the Environment
- ENV4 – Trees, Hedgerows and Woodlands
- ENV5 – Community Forest
- ENV8 – River Valleys and Major Watercourses
- ENV10 – Wildlife Corridors
- ENV14 – Tree and Hedgerow Protection
- ENV15 – Community Forest
- ENV16 – Tree Planting
- ENV24 – Buildings of Special Architectural and Historic Interest
- ENV26 – Archaeological Sites
- ENV27 – Road Corridors
- ENV28 – Rail Corridors
- ENV29 – Canal Corridors
- ENV30 – Control of Pollution
- ENV33 – Contaminated Land

#### Employment

- E1 – The Overall Supply of Land for Development
- E3 – Land for Commercial Office Development
- E4 – Land for New Technology Industry and Business Park Use
- E6 – Tourism Related Development
- E7 – Main Industrial Areas
- E9 – Small Industrial/Nursery Units
- E11 – Development Outside Main Office Development Areas
- E12 – Office Conversions
- E13 – Strategic Development Sites

#### The Trafford Park Area

- TP5 – The Wharfside Strategic Area
- TP11 – The Trafford Park Rail Corridors

## Housing

- H1 – Land Release for New Housing Development
- H2 – Location and Phasing of New Development
- H4 – Release of Other Land for Development

## Open Space And Recreation

- OSR1 – Open Space
- OSR2 – Major Leisure Developments
- OSR3 – Standards for Informal Recreation and Children’s Play Space Provision
- OSR4 – Standards for Outdoor Sports Facilities Provision
- OSR6 – Protected Linear Open Land
- OSR9 – Open Space in New Housing Development
- OSR14 – Recreational Use of the Bridgewater Canal
- OSR15 – Integrated Access Network for Trafford
- OSR6 – Protection of Access Network
- OSR18 – District Outdoor Sports Stadium
- OSR 19 – Major Indoor Sports Facilities

## Shopping

- S1 – New Shopping Development
- S11 – Development Outside Established Centres

## Transport And Movement

- T1 – Sustainable Integrated Transport Network
- T2 – High Quality Integrated Public Transport Network
- T3 – Pedestrian and Cycling Route Network
- T4 – Maintaining and Improving the Highway Network
- T5 – Sustainable Movement of Goods
- T6 – Land Use in Relation to Transport and Movement
- T9 – Private Funding of Development Related Highway and Public Transport Schemes
- T11 – High Quality Public Transport Network Improvements
- T15 – Inland Waterways
- T17 – Providing for Pedestrians, Cyclists and the Disabled
- T18 – New Facilities for Cyclists

## Development Control Criteria

- D1 – All New Development
- D2 – Vehicle Parking
- D3 – Residential Development
- D4 – Industrial Development
- D10 – Advertisements
- D11 – Renewable Energy
- D12 – Telecommunications Development
- D13 – Energy Considerations in New Development

**Appendix A3 - The Regional Spatial Strategy for the North West.**

Published March 2003

Full text of Regional Spatial Strategy can be viewed on the Government Office website, at

<http://www.gos.gov.uk/gonw/Planning/RegionalPlanning/RegionalPlanningGuidance>

Many policies and proposals within RSS are relevant to developments within mediacity:uk. Attached is a list of those policies considered to be particularly relevant to developments within that part of mediacity:uk within Salford and Trafford.

**Key Policies in the Regional Spatial Strategy supported by this Planning Guidance****Core Development Principles**

- DP1 Economy in the Use of Land and Buildings
- DP3 Quality in New Development
- DP4 Promoting Sustainable Economic Growth and Competitiveness and Social Inclusion

**Spatial Development Framework**

- SD1 The North West Metropolitan Area – Regional Poles and Surrounding Areas

**Economic Growth & Competitiveness**

- EC1 Strengthening the Regional Economy
- EC3 Knowledge-Based Industries
- EC4 Business Clusters
- EC6 The Regeneration Challenge: Bringing the Benefits of Economic Growth to Areas of Acute Need

**Urban Renaissance**

- UR1 Urban Renaissance
- UR3 Promoting Social Inclusion through Urban Accessibility and Mobility

## Appendix B Consultation and Public Involvement

### Consultation and Public Involvement

The draft Planning Guidance for mediacity:uk was subject to a six week public consultation from 18 August to 28 September 2006.

All comments received were carefully considered by the two councils and the Planning Guidance amended where appropriate. A summary of the representations received is available from either council.

## Appendix C Contact Details

### Contact Details

Developers are actively encouraged to enter into pre-application discussions about their proposals.

#### Salford City Council

In Salford, the city council and the Urban Vision Partnership (acting as consultant to the city council) deal with planning and development matters.

Contact Salford City Council for advice on:

- Planning Policy issues
- Urban design issues
- Regeneration issues (including the work of the Central Salford Urban Regeneration Company)

Contact the Urban Vision Partnership for advice on:

- Development Control matters, including planning applications and pre-application discussions
- Building Control issues
- Highway and Traffic issues
- Land and Property matters
- Drainage issues
- Trees and Landscape issues

Contact details are:

Salford City Council  
Civic Centre  
Chorley Road  
Swinton  
Salford  
M27 5BY  
Tel: 0161 793 37821

Urban Vision Partnership Ltd  
Emerson House  
Albert Road  
Eccles  
Salford  
M30 0TE  
Tel: 0161 779 4986

All Salford City Council publications are available on the Council's website ([www.salford.gov.uk](http://www.salford.gov.uk)). To assist people with particular needs, many of the documents can be made available in large print, Braille, audiotapes and in a number of alternative languages on request.

**Trafford Borough Council**

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

- Planning Policy issues
- Urban Design issues
- Regeneration issues

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

- Development Control matters, including planning applications and pre-application discussions
- Building Control issues
- Highway and Traffic issues
- Land and Property matters
- Drainage issues
- Trees and Landscape issues

Contact details are:

Strategic Planning and Developments  
PO Box 96  
Waterside House  
Sale Waterside  
Sale  
M33 7ZF  
Tel: 0161 912 4475  
[strategic.planning@trafford.gov.uk](mailto:strategic.planning@trafford.gov.uk)

Planning and Building Control  
PO Box 96  
Waterside House  
Sale Waterside  
Sale  
M33 7ZF  
Tel: 0161 912 3149  
[development.control@trafford.gov.uk](mailto:development.control@trafford.gov.uk)





## Salford City Council

### **Spatial Planning**

Housing and Planning Directorate  
Salford Civic Centre  
Chorley Road  
Swinton  
Salford  
M27 5BY

**Telephone : 0161 793 3782**

**E-mail: [plans.consultation@salford.gov.uk](mailto:plans.consultation@salford.gov.uk)**

**[www.salford.gov.uk/mediacity](http://www.salford.gov.uk/mediacity)**

Adopted 17<sup>th</sup> January 2007



### **Strategic Planning and Developments**

PO Box 96  
Waterside House  
Sale Waterside  
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M33 7ZF

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