



Office development

Policy EJ4: Offices

Key employment areas

- A. The Council will support the sustainable development of offices within the following key employment areas:
- i. Davenport Green (Timperley Wedge)
 - ii. Town Centres (Altrincham Town Centre, Sale Town Centre, Stretford Town Centre, and Urmston Town Centre)
 - iii. Wharfside and Pomona
 - iv. Trafford Waters
 - v. Broadheath Employment Area
- B. Within Davenport Green (Timperley Wedge); Trafford's Town Centres; Wharfside and Pomona; and Trafford Waters, office employment uses (Use Classes E(c)(i), E(c)(ii), E(g)(i), E(g)(ii) and similar employment uses) will be supported.
- C. Within Broadheath Employment Area, approximately 3,000 sqm of new office floorspace (Use Classes E(c)(i), E(c)(ii), E(g)(i), E(g)(ii) and similar employment uses) will also be delivered during the plan period.
- D. Within Trafford's Town Centres, new offices will be supported where they contribute to the character, function and viability of that centre and where they create an active frontage within the street scene.

Office uses in other locations.

- E. Proposals for office development outside of the areas covered by this policy, or by the EJ4 locality policies, must be in the most accessible locations with a Greater Manchester Accessibility Level of 6 or more.
- F. Mixed-use developments that integrate office space with other uses, such as residential, retail, or community facilities; will be encouraged where appropriate, to create vibrant, sustainable neighbourhoods.

Flexibility and Adaptability in Office Design



- G. New office developments should provide flexible, adaptable and collaborative spaces that can accommodate a range of businesses and adjust to changing market conditions, particularly with the growing trend of remote working and hybrid working models reflecting the needs of modern businesses.
- H. Office buildings should provide pedestrian-friendly designs, with direct access to public transport hubs. Secure cycle parking, showers, and changing facilities should be integrated to support active travel.

Policy EJ4N: Other Offices within Trafford North

- A. In addition to Stretford Town Centre, Wharfside and Pomona and Trafford Waters: Office uses (Use Classes E(c)(i), E(c)(ii), E(g)(i), E(g)(ii) and similar employment uses will be supported as defined on the policies map, at:
 - i. Cornbrook Station Office Area.
- B. Development at Cornbrook Station Office Area will be required to accord with any adopted masterplan, safeguarding any land identified within it for Metrolink expansion. This land will be retained for this purpose until TfGM have confirmed that the land is no longer needed.

Policy EJ4S: Other Offices within Trafford South

- A. In addition to Davenport Green, Altrincham Town Centre and Broadheath Employment Area: Office uses (Use Classes E(c)(i), E(c)(ii), E(g)(i), E(g)(ii) and similar employment uses will be supported as defined on the policies map, at:
 - i. Altrincham Business Park, Moss Lane, Altrincham



Policy EJ4C: Other Offices within Trafford Central

- A. In addition to Sale Town Centre: Office uses (Use Classes E(c)(i), E(c)(ii), E(g)(i), E(g)(ii) and similar employment uses will be supported as defined on the policies map, at:
- i. Sale Business Park (Dovecote), Old Hall Road, Sale

Places for Everyone Links

JP-J 2 and JP-J 3

Relevant Strategic Objectives

SO4 and SO5

- 5.27. PfE highlights two primary office markets outside the city centre, namely The Quays (Wharfside) and South Manchester, with the latter including the area around Manchester Airport (Davenport Green) as well as Trafford's town centres, offering their own distinctive characteristics that are attractive to occupiers and have significant potential for further growth.
- 5.28. Town Centres will be a key location for the economic growth of Trafford. They will continue to be a focus for investment to help attract businesses and helping them be successful. The Council welcomes the provision of offices within our town centres. It is a use which benefits from a highly accessible location, but which also attracts visitors to a centre generating footfall.
- 5.29. Office development at New Carrington, Broadheath and Trafford Waters will involve the use of previously-developed land, linking to existing employment uses.
- 5.30. Trafford Waters is a development site immediately adjacent to the Manchester Ship Canal in the northeast of the North Locality. The Trafford Waters proposal is a residential led mixed use development that is expected to deliver around 80,000 sqm offices.
- 5.31. The Quays, which covers either side of the ship canal in both Trafford and Salford as identified in the PfE, is an established cluster of digital and



media uses with an international reputation. The Quays has the potential for major expansion within digital/creative industries as well as being one of the primary locations for the growth in office accommodation in Trafford, delivering sustained growth as a major business location including an internationally important digital and creative cluster.

- 5.32. Existing office floorspace will continue to have an essential role in meeting the needs of our businesses, often providing a lower cost alternative to new premises, especially for start-ups and smaller businesses.

Consultation Question 5-6

Do you support Policy EJ4? Are there any changes required which would improve the policy? Please provide any supporting evidence which you think is relevant.