

Empress Regeneration Area Broad Location

- 1.82. The Empress Regeneration Area includes a mix of residential and industrial / commercial uses, much of which has an historic character and is part of the Empress Conservation Area.
- 1.83. The area has declined in recent years and the Conservation Area has been on Historic England's Heritage at Risk Register since 2012. Recent work has been commissioned to develop the Empress Conservation Area Regeneration Plan, which seeks to address the causes of decline and enable the sensitive redevelopment of the area. This study identified a number of sites which may be suitable for redevelopment for both residential and employment uses, and the area has therefore been identified as a Broad Location in the Local Plan. The location of the area provides an opportunity to provide an enhanced gateway to Manchester City Centre.
- 1.84. The Empress Regeneration Area includes an important and long-established employment area within the north locality. This is the Hadfield Street Industrial Area – Policy EJ3N. Any redevelopment opportunities within the area will need to accord with this policy.
- 1.85. Some sites within the Broad Location are identified as proposed allocations within the north locality chapter, such as AN7: 499 Chester Road and AN14: 332-340 Chester Road. These sites already form part of the housing land supply, but there are likely to be further development opportunities for both housing and employment and these additional sites (AB8 and AB9) are identified on the indicative plan (Figure 1-9).

A4: Empress Regeneration Area Broad Location

Development proposals within the Empress Regeneration Area will be required to:

- A. Be in accordance with Local Plan Policy EJ3 and EJ3N in relation to the Hadfield Street Industrial Area.
- B. Deliver a range of dwelling sizes and types which help to meet the identified housing need, as set out in Local Plan Policies R4 (and R4N), having regard to the latest Housing Needs Assessment.
- C. Make provision for affordable housing in accordance with the relevant Locality requirements of Local Plan Policy R3 (and R3N where appropriate).
- D. Deliver development at a density of around 120 dph.
- E. Enable, contribute to and/or provide improvements to public transport and infrastructure, including pedestrian, cycling and wheeling access and accessibility to tram stops, railway stations and/or bus stops/ interchanges.
- F. Achieve low car developments, through a reduced level of car parking in accordance with all relevant the parking standards set out in Local Plan Policy TM10.
- G. Retain mature trees and incorporate green buffers and public realm enhancements to mitigate noise and air quality impacts.
- H. Provide green and open spaces in accordance with Local Plan Policy OS1.
- I. Achieve a high-quality, locality distinctive design which responds sympathetically to the Empress Conservation Area.
- J. Preserve and enhance the existing historic and industrial fabric of the area
- K. Incorporate appropriate noise and air quality measures in accordance with Local Plan Policies BE1 and BE8;

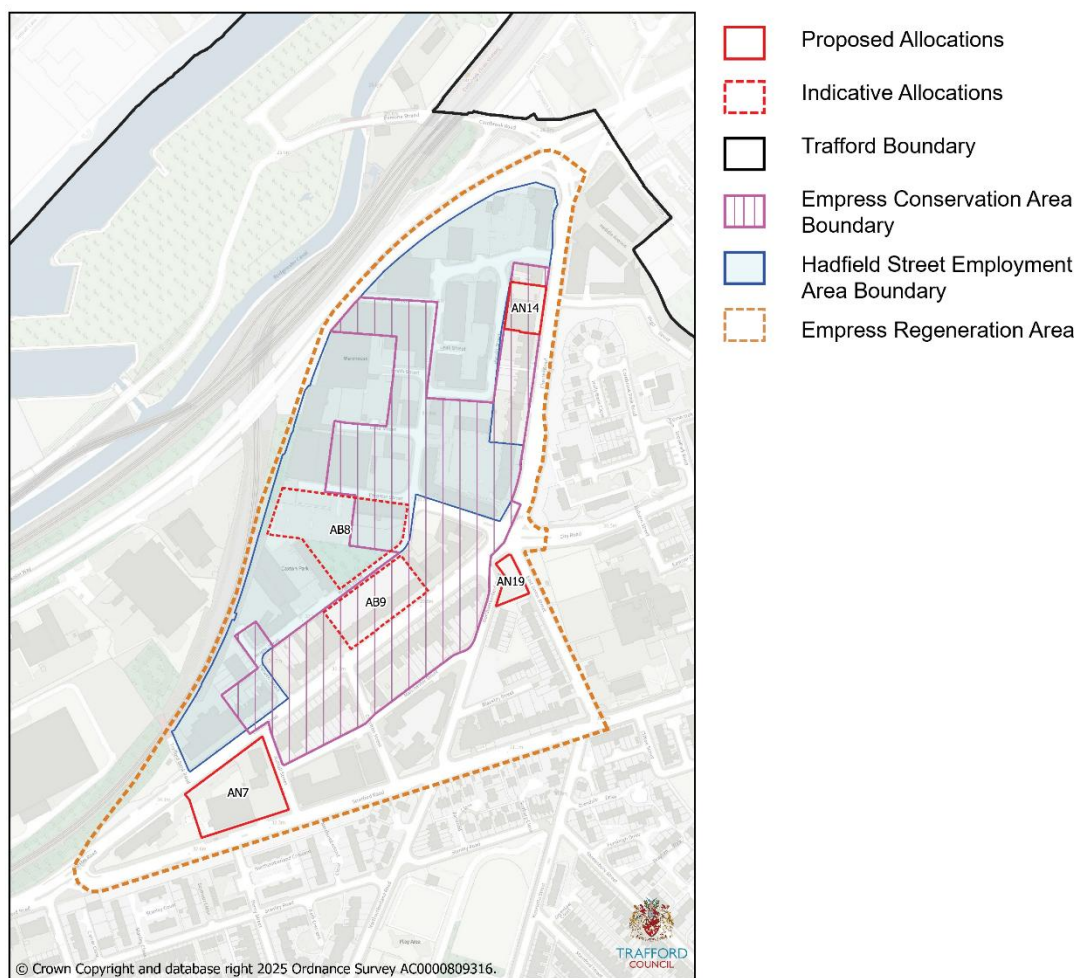


Figure 1-9: Empress Regeneration Area Broad Location

- 1.86. Sites within the Empress Regeneration Area offer an opportunity to make more efficient use of land, for both residential and employment development, within this strategically important location. They will provide new residential development opportunities at a key gateway to Manchester City Centre, whilst sustaining and enhancing the employment offer.
- 1.87. In relation to residential development, schemes should seek to deliver a density of around 120 dph, where appropriate, taking into account any heritage / design constraints relating to the Empress Conservation Area. This is a highly sustainable location and is generally suitable for higher density schemes. The 120 dph requirement is in excess of the minimum PfE Policy JP-H4 requirement but is considered to be appropriate given the guidance

provided by national planning policy, sustainable transport links and proximity to Manchester City Centre.

- 1.88. The Hadfield Street employment area is at the heart of the Regeneration Area and includes the Empress Business Centre. Employment uses within this designated employment area will be encouraged and any other uses which would erode the employment area will not be supported.
- 1.89. The area is already served by multiple modes of transport and development should contribute to improving this offer and providing enhanced infrastructure, particularly in relation to active travel.
- 1.90. Schemes will also be expected to contribute to public realm and green space enhancements, particularly where these would enhance the quality of the Conservation Area.

Consultation Question 1-5

Do you support the proposed broad location? Please explain your reasons.