

Trafford Wharfside Development Framework

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Document summary

This document is in reference to the Trafford Wharfside Development Framework

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1 Executive Summary

1 Executive summary

The purpose of the Trafford Wharfside Development Framework is to set the vision for Trafford Wharfside and guide future development of the area, considering how this area should operate as a 'place'.

The Development Framework is not a planning policy document and as such does not form part of the adopted Development Plan for Trafford Council. It is proposed that the Development Framework will be endorsed by Trafford Council.

Once endorsed, the Local Planning Authority will be able to use the Development Framework as a material consideration, when determining planning applications in the area.

Hawkins\Brown, with collaborators Avison Young, Civic Engineers and LDA Design were appointed by Trafford Council in July 2022 to prepare the Trafford Wharfside Development Framework.

The main objective of the study is to set the overall vision for the Wharfside area in terms of its role and function as a 'place' and to produce a development framework and delivery strategy that will guide future development in the Trafford Wharfside area.

This Development Framework will be a key document to identify the potential role for the public sector to help stimulate development on the identified sites and provide information for landowners/potential developers regarding the vision, type and scale of development envisaged for the Wharfside area.

The Study Area

Trafford Wharfside is a key strategic area of Trafford located within the Manchester Regional Centre on the south bank of the Manchester Ship Canal and opposite Salford Quays.

Sitting at the gateway to Trafford Park, Europe's largest industrial park, Trafford Wharfside has historically been a place defined by industry and productivity. The study area, comprising of 87 hectares, continues to provide significant industrial and commercial uses alongside key cultural destinations including Old Trafford football stadium, Imperial War Museum North and Victoria Warehouse. The study area has an emerging presence of new residential development at No.1 Old Trafford.

The area sits between large urban areas to the north in Salford Quays, undergoing rapid regeneration, change and development, a successful industrial park to the east and established low-rise suburbs to the south adjacent to the Manchester United Football club.

Outline of the Development Framework

This document sets out the baseline research and emerging proposals to act as a reference for the emerging proposals for the Trafford Wharfside Development Framework.

- **Chapter 2** provides an overview and introduction to the development framework and study area.
- **Chapter 3** provides a summary of the collaborating partners supporting this Development Framework.
- **Chapter 4** sets out the strategic regeneration, planning and emerging development context.
- **Chapter 5** summarises the baseline spatial analysis for the study area and local context.
- **Chapter 6** summaries the vision, including the strategic placemaking principles and neighbourhood placemaking vision
- **Chapter 7** sets out the delivery and phasing strategy
- **Chapter 8** defines the proposals for urban design, landscape strategies and architectural principles for emerging development within Trafford Wharfside.

The regeneration potential of the Trafford Wharfside area is significant, and the enhancements described in this document will result in social, environmental, and economic benefits for the local community and the Borough as a whole.

Key Elements of the development framework

The Development Framework seeks to deliver:

- A landscape led approach to incorporate a range of high-quality public realm, pedestrian / cycle routes, a new park and public open space to create a connected community accessible to both residents and visitors to the study area.
- Integration and enhancement of established and new public transport networks to encourage more active travel and reinforce connections between the wider Trafford area, Salford Quays, and Manchester City Centre.
- Enhance employment and innovation opportunities through consolidation /intensification of industrial uses and creation of new employment space offers.
- A mixture residential-led mixed use development that provides a range of tenures and typologies.

Create opportunities to enhance the visiting experience and retain visitors to cultural destinations including Manchester United Football Club, Imperial War Museum North and Victoria Warehouse to encourage local spend by providing a sense of place around the cultural destinations.

Key Documents for the Wharfside Area

The Development Framework has been prepared in conjunction with the Trafford Wharfside Masterplan and a borough-wide Design Code.

In particular, the Trafford Wharfside Masterplan builds on the principles of the Framework into a more detailed assessment of development potential.

2 Introduction

2 Introduction

2.1 Overview

Located on the southern bank of the Manchester Ship Canal the Trafford Wharfside area incorporates the southern extent of MediaCity, an international hub for the digital and creative industries and home to leading companies including the BBC and ITV.

The Development Framework

The Development Framework has been prepared by Hawkins\Brown and their collaborators, on behalf of Trafford Council, working in close collaboration with its Partners, Manchester United Football Club ('MUFC'), Peel and Salford City Council ('SCC'), to set out an ambitious long term vision for the area which will guide future regeneration for the Trafford Wharfside Area.

The development of the Trafford Wharfside Area has been a long-standing regeneration priority for Trafford Council. Its strategic location across the Manchester Ship Canal from Salford provides an opportunity that can act as a catalyst for the regeneration of this corner of Trafford Park.

This area of Trafford Park benefits from a range of unique opportunities, which make it attractive and suitable for long-term redevelopment, including; its strategic location in the north of the Borough, with great accessibility to Manchester City Centre, Salford Quays, Manchester Airport and from the residential suburbs of the wider Trafford area.

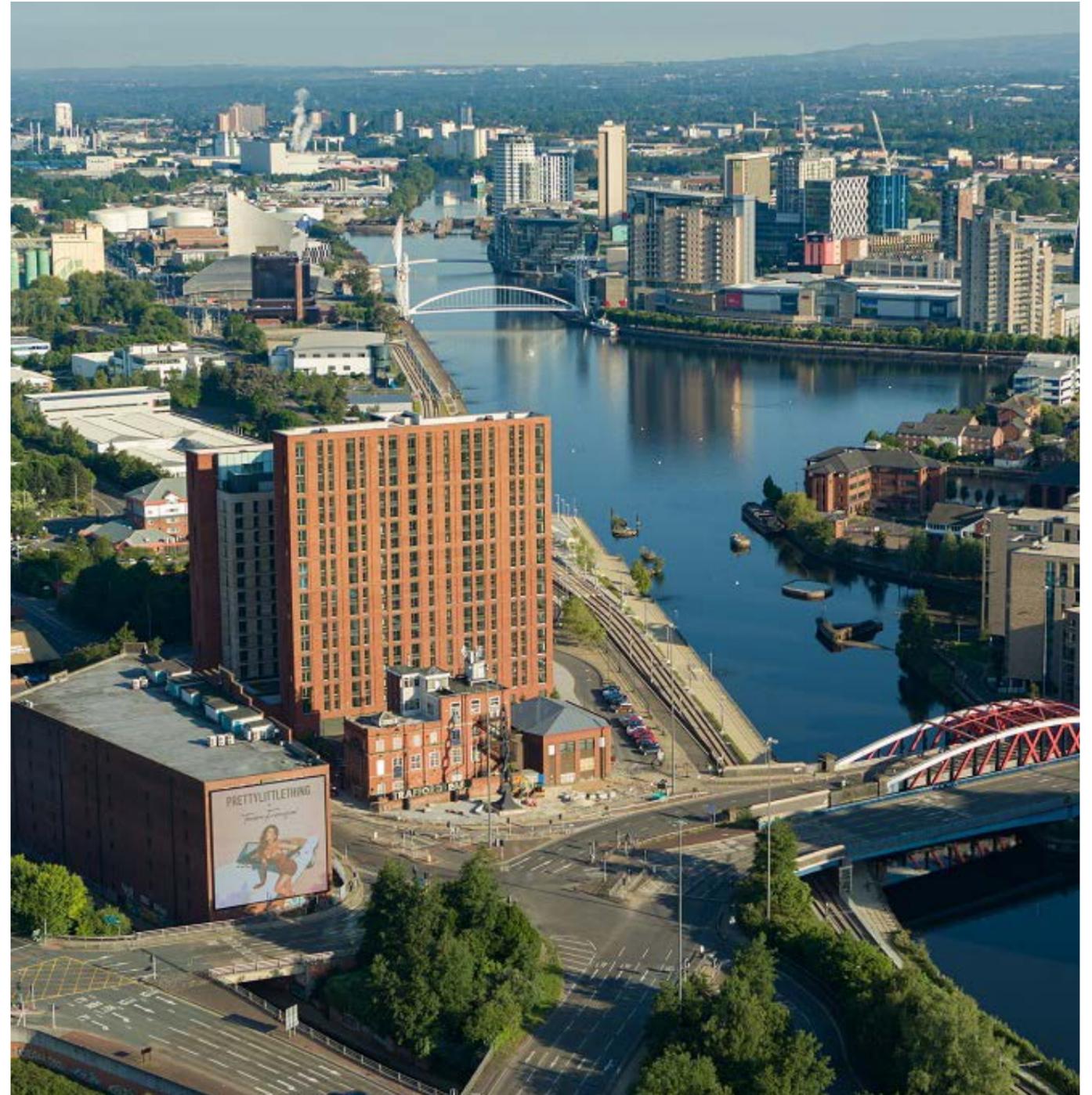
The challenge for this framework is to reconnect this currently fragmented place. There is a need to draw the key assets of the place together, with placemaking interventions that will:

- Celebrate the arrival points throughout the area
- Create an active network of streets
- Enhance the processional route between Old Trafford and Salford
- Enhance the corridor of the Bridgewater Canal
- Create strong and attractive connections to surrounding communities within Salford Quays, Old Trafford and Pomona Island
- A natural corridor connecting a new mixed use residential community to the waterfronts and beyond, with a new community park at its heart
- A visual link between the Imperial War Museum North/ Media City Bridge and Manchester United's football stadium should be maintained

The framework has the potential to create a flexible place which revolves around a network of streets and space, delivering a series of moments in which communities can engage with one another. These connections should unlock opportunities to create both dramatic and intimate moments, reflecting the diverse character of the place.

The Framework sets out development principles that will facilitate high-quality place-making, capitalise on the area's unique existing assets and meet the needs of local communities.

The Council does not have the resources to implement the contents of the development framework alone. Implementation and delivery of the development framework will require the Council to work closely with a range of different partners, including landowners and developers, as well as infrastructure providers and Transport for Greater Manchester, to ensure a collaborative and coordinated framework and approach to delivery. In order to fully realise the transformational vision for the area and the significant benefits that can be generated locally, a clear delivery strategy has been proposed by the consultant team, this can be found in Chapter 7.



This page
Aerial photograph of
Trafford Wharfside

2 Introduction

2.2 The study area

Trafford Wharfside is a key strategic part of Trafford located within the Manchester Regional Centre on the south bank of the Manchester Ship Canal and opposite Salford Quays.

Sitting at the gateway to Trafford Park, Europe's largest industrial park, Trafford Wharfside has historically been a place defined by industry and productivity.

The industrial and commercial use of the area has led to an inward looking and fragmented form which provides little opportunity to draw people through the site. The introduction of major cultural and sporting attractions at the edges of the site has created key gateways which announce dramatic arrival points into the area. To the north, the Imperial War Museum North marks the arrival from Salford with a unique architecture, however, fails to draw people along the impressive Wharfside walk.

Similarly, the grandeur of Old Trafford football stadium is not matched by the urban realm around it. The evolution and regeneration of Salford Quays and the Ship Canal has created a vibrant and attractive waterfront, with opportunities expanding into Trafford.

Trafford Wharfside is well-connected by the Metrolink, key roads and rail routes running through the centre of Greater Manchester. The Wharfside area is a popular route for walkers and cyclists, offering nostalgic images of promenading.

Trafford Wharfside has significant potential as part of the Quays for new economic and residential development. The presence of Manchester United Football Club is felt within the area, which is a sporting and visitor destination of international significance.

The Trafford Wharfside area offers scope for the development of further employment, residential and mixed use schemes taking advantage of the proximity of MediaCity, Manchester city centre, Manchester United Football Club and the attractive waterfront location.

Site area:
Circa. 87 hectares

Key

--- Site boundary line

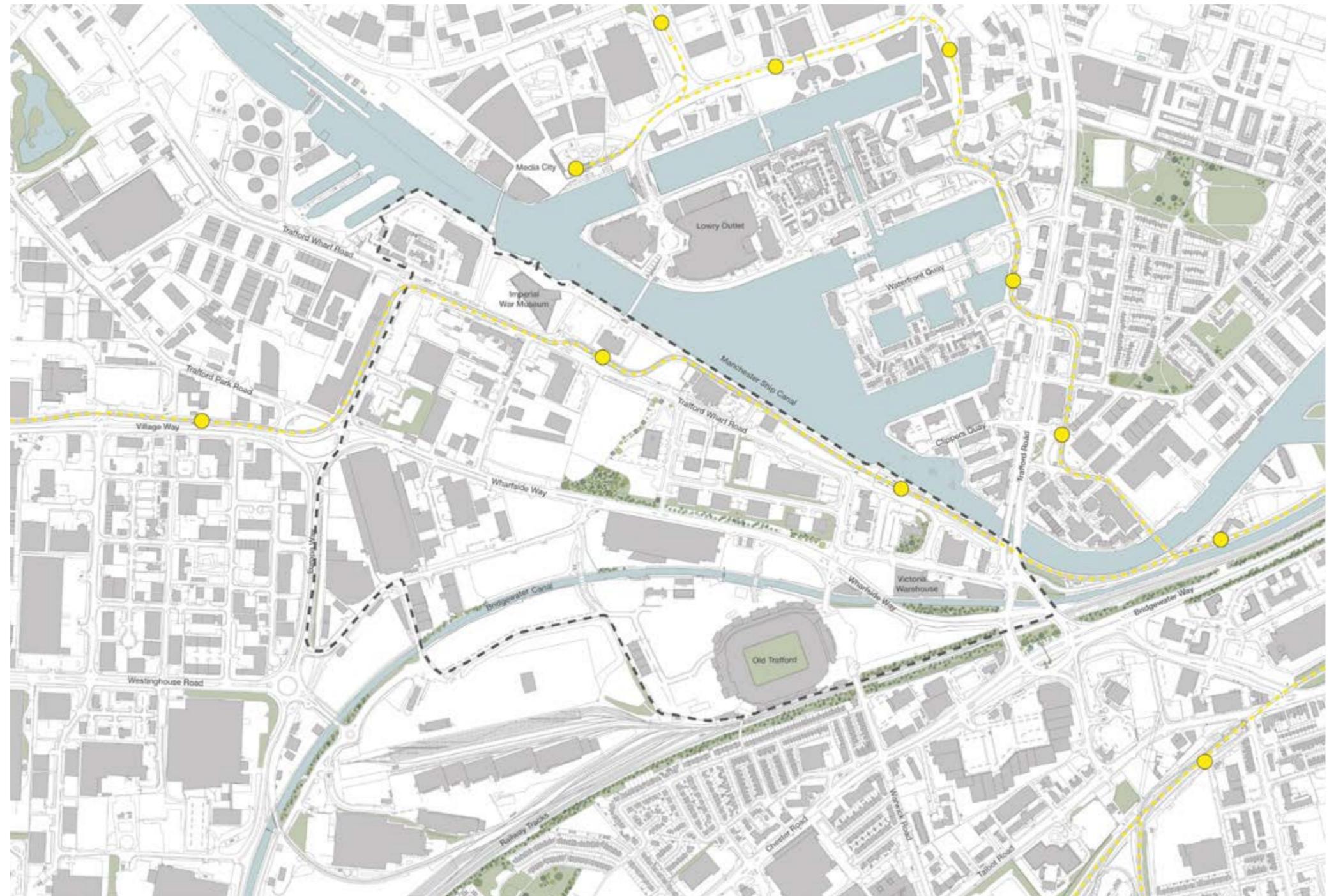


Fig. 2.01
Site plan showing
Trafford Wharfside and
the immediate context

2 Introduction

2.3 Vision and Objectives

Vision

Trafford Wharfside occupies a unique location. Flanked by the Manchester Ship Canal and the Bridgewater Canal, home to international visitor destinations at Manchester United Football Club, the Imperial War Museum North, and the O2 event space at Victoria Warehouse, and all in the heart of the first planned industrial estate in the world. Trafford Wharfside has huge potential to deliver significant social, environmental and economic benefits for both the Borough and the wider region. This Framework and the accompanying masterplan can help realise that potential by setting a vision and a series of objectives which all new development proposal should respect.

The Council's vision for Wharfside is:

“The creation of a new, inclusive, diverse, resilient and vibrant mixed-use neighbourhood that maximises opportunities in the area. Wharfside will have its own distinctive identity, building on its unique attractions and enhancing its heritage assets, providing a unique and attractive destination for the wider community, residents, businesses and visitors alike. Landscape-led, high quality sustainable design, provision of green infrastructure and the promotion of green active travel routes will be at the heart of the area's transformation. New opportunities for work, leisure and play will be created in a high-quality and accessible setting, improving health and wellbeing whilst creating a major mixed-use area of regional and international significance.”

Objectives

To drive this vision, a series of objectives have been set which include:

- A landscape-led place which connects Wharfside to surrounding communities, and allows a new community to grow together.
- To promote development that aligns with Greater Manchester's vision to be carbon neutral by 2038.
- Celebrate and respect the existing global and regional landmarks within Wharfside.
- Build on Wharfside's rich history and architecture, reflecting its industrial past and delivering new high quality distinctive buildings that help to develop tourism on Wharfside.
- Create an amazing waterfront destination full of activity and energy.
- Deliver high quality homes and employment space with a mixture of tenures and typologies for a diverse community.
- Optimise opportunities for new economic growth, particularly around the digital and media and leisure industries.
- The vision for Trafford Wharfside is underpinned by the objectives and principles set out within this document and the development principles and requirements of the accompanying masterplan. In addition, development within the Trafford Wharfside area should also be considerate of the wider context to ensure development at Wharfside ties into wider aspirations in Trafford. This includes the adjacent Civic Quarter and the vision set out within the Civic Quarter Area Action Plan; the emerging developments around MediaCity, Cotton Quay and Salford Quays as a whole; the aspirations set out in the Greater Manchester Combined Authorities' Places for Everyone and the design requirements set out in the Trafford Design Code.

Top left
Nørrebrohus,
Copenhagen

Top right
Kalvebod Waves,
Copenhagen

Bottom left
Marmalade Lane,
Cambridge

Bottom right
Rank Hovis Building,
Trafford



A landscape-led place which connects Wharfside to surrounding communities, and allows a new community to grow together



Create an amazing waterfront destination full of activity and energy



Deliver high quality homes and employment space with a mix of tenures and typologies for a diverse community



Build on the rich history and architecture of the place to reflect its industrial and productive past

2 Introduction

2.4 Delivery

In addition to a scoping exercise and clear vision for the future of Trafford Wharfside, this document provides consideration of the delivery opportunities and challenges that exist and makes recommendations in this context (documented within Section 7).

The Development Framework together with the Masterplan and a close working relationship with partners will allow for the delivery of a distinctive, exciting new place which sets the bar for place making and design quality in Greater Manchester.

The Delivery Strategy seeks to provide a roadmap that stakeholders can take ownership of and progress at pace.

Delivery is built around the following key principles:

- **Design Quality:** A shared recognition and commitment from all partners to make Wharfside an exemplar development, designed around the landscape-led approach proposed in Trafford's draft Design Code.
- **Climate Resilience:** Ensuring that any delivery within Trafford Wharfside contributes positively to addressing the climate emergency;
- **Collaboration and Partnership:** Recognising that there is a need to work collaboratively to share resources and accelerate, positively shape, secure 'marriage value' and enable delivery;
- **Positivity and Problem Solving:** Approaching delivery positively and having a 'can do attitude' to solving problems and overcoming barriers;
- **Commitment and Focus:** A shared long-term commitment to responding to the challenges and opportunities identified and driving forward delivery;
- **Innovation and Creativity:** Experimenting with innovative project ideas and exploring innovative approaches to leverage funding; and,
- **Agility and Pace:** Working together innovatively and at pace to deliver change and continuously reviewing projects to ensure they respond to changing needs.

Section 7 considers these principles further, taking account of ownership and site conditions to put forward credible delivery options to support the ambitions of the Framework.

A number of 'catalytic projects' are identified which are considered to be important to create momentum and the right circumstances for wider change and investment. It is intended those early interventions will catalyse wider investment from businesses, residents, developers, and investors and encourage wider delivery to progress.

Right:
View along the
Bridgewater Canal with
Manchester United
Football Club on the left



3 The development and delivery partners

3 The development and delivery partners

The Development Framework has been commissioned in collaboration with Partners.



Trafford Council

Trafford Council has led the commission of the Development Framework in collaboration with Partners. The Council has a strong track record in delivering large-scale mixed-use regeneration schemes across the metropolitan borough, working in partnership with the private sector and other key stakeholders.



Manchester United Football Club

Manchester United Football Club (MUFC) are a professional football club based in Old Trafford. The stadium, located within the study area is one of the world's most recognisable venues and the largest club football stadium in the UK. MUFC has significant land holdings and is one of the greatest attractions in Manchester with 2.5m visitors per year.



Salford City Council

Salford City Council have overseen the preparation of the Development Framework in collaboration with Partners. Salford is a city where innovation, leadership and partnership working are contributing significantly to the increased economic vitality, growth and competitiveness of Greater Manchester and the region as a whole.



Peel

Peel have a significant land holding in the area which is concentrated along the banks of the Manchester Ship Canal and provides an opportunity to build further on the success of Media City and The Quays. Peel are responsible for some of the most transformational development projects in the UK - projects that are revitalising communities and creating opportunities.

4 Strategic regeneration context

4 Strategic regeneration context

4.1 Planning context

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

Sub-Regional Plans, Policies and Strategies

Greater Manchester Strategy – Our People, Our Place

The GMS was published in October 2017 and was prepared by the 10 Greater Manchester Combined Authorities (GMCA), the Mayor, the NHS, the police and the fire service; with help from businesses, voluntary, community and social enterprise organisations, and members of the public. The plan explains the GMCA's ambitions for the future of the city-region and covers health, wellbeing, work and jobs, housing, transport, skills, training and economic growth.

The 10 priority areas in the strategy are:

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

Greater Manchester Transport Strategy 2040

The Greater Manchester Transport Strategy 2040 sets out the ambitious plan to establish a fully integrated, high capacity transport system across Greater Manchester. It sets out long-term proposals to create a cleaner, greener, more prosperous city region through better connections and simpler travel which will make it easier for residents, businesses and visitors to travel to a wide range of destinations through sustainable transport modes.

5-Year Environment Plan for Greater Manchester (2019-2024)

The Environment Plan for Greater Manchester sets out the long-term vision to ensure that Greater Manchester is a clean, carbon neutral, climate resilient city region with a thriving natural environment and circular, zero-waste economy. It sets out a number of aims and priorities over the next 5 years to tackle the urgent and significant environmental challenges faced in Greater Manchester.

Carbon Neutral Action Plan, Trafford Council (2020)

Trafford Council declared a Climate Emergency on 28th November 2018, committing to tackle climate change and work towards carbon neutrality for Trafford Council and also across Trafford as a borough in partnership.

Trafford Council was the first local authority in Greater Manchester to declare a climate emergency and subsequently established a Scrutiny Climate Change Task and Finish Group to carry out key tasks and prepare an action plan, which was reported to Council Executive in September 2020.

This plan contains measures that will reduce the borough carbon footprint and put Trafford on a pathway to carbon neutrality by 2038, and in doing so, help to improve the health and wellbeing of the community, the environment, and the economy. The action plan aims for carbon neutrality by 2038, aligned with the GM 5 Year Environment Plan and overseen by a cross-sectoral Trafford Climate Emergency and Air Quality Commission.

Local Policy Context

The Trafford Core Strategy (Adopted January 2012)

The Trafford Wharfside Development Framework will sit alongside the adopted Core Strategy. The Trafford Wharfside is identified as a Strategic Location under policy SL2. Policy SL2 states that the focus of the Trafford Wharfside area will be on opportunities for new economic (particularly digital and media industries), leisure (hotels and visitor attractions) and residential development.

The following Core Strategy Policies are of relevance to the Trafford Wharfside Development Framework and any future planning applications:

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

Civic Quarter AAP

The AAP was adopted on 25 January 2023 and covers approximately 55 hectares of land including Trafford Town Hall and internationally renowned Lancashire Cricket Club. The plans include increased residential and commercial development alongside improved public realm and active travel facilities.

Planning Guidance – Media City & Quays Point (2007)

The Media City and Quays Point planning guidance covers a portion of the Trafford Wharfside Development Framework area. Together, Salford Quays and Trafford Wharfside function as Greater Manchester's waterfront. The vision for the area is to create a modern digital city for the UK. Trafford Wharfside is identified as a strategic location for high quality mixed development, with support given to development for offices, high technology and light industry, hotel, tourism and leisure facilities.

Planning Guidance – Irwell City Park (2008)

The Irwell City Park Planning Guidance covers a proportion of the Trafford Wharfside Development Framework area. The vision for the Irwell City Park is to create a new and exciting urban park, focusing on its spectacular industrial and architectural achievements and attracting new waterfront development and activities and linking neighbourhood and communities with the heart of the Regional Centre. The guidance proposes a number of public open spaces, riverside walkway and cycleways and bridges.

4 Strategic regeneration context

4.1 Planning context

Wharfside Masterplan

The Wharfside Masterplan will provide a detailed masterplan to sit between this Framework document and the Trafford Design Code. Work on the masterplan is being carried out by Capita and Barnes Walker in collaboration with Council officers.

Emerging Planning Policy

There are a number of emerging planning policy documents that are currently being prepared at a Borough level, including:

Draft Trafford Local Plan

The Council are currently preparing a new Local Plan for Trafford, which will set out planning policies and allocate sites for development, protection or for other purposes such as town centre boundaries or green networks. The Trafford Local Plan will form part of the Development Plan for Trafford and once adopted will form the basis for making decisions on planning applications, alongside other documents in the Development Plan.

The Council consulted on a Regulation 18 draft of the Trafford Local Plan in February 2021 and the representations received are currently being considered. In relation to Trafford Wharfside the key Draft Policies are TP2- Trafford Wharfside and Pomona and AF2- Trafford Wharfside, which confirms the Council's ambitions for Trafford Wharfside to be of regional and international significance, focussing opportunities for new economic (particularly digital and media industries), leisure (hotels and visitor attractions) and residential developments.

The publication version of the Trafford Local Plan will be released for consultation once PfE has been adopted.

Draft Places for Everyone (PfE)

Places for everyone (PfE), which is currently at the examination stage, has been prepared by the Greater Manchester Combined Authority and covers nine of the ten boroughs in Greater Manchester (excluding Stockport). The PfE, when adopted, will form part of Trafford's Development Plan and will set out strategic policies and priorities, including the number of new homes and level of employment land that should be brought forward over the plan period (up to 2037). The Trafford Wharfside Development Framework will help to deliver the residential and employment growth planned for Trafford within the PfE and ensure effective use of brownfield land.

Trafford Design Code (Consultation Draft June 2023)

As a pathfinder authority, the Council has worked with the Department for Levelling Up, Housing and Communities and the Design Council to produce the Trafford Design Code. The Code builds upon the government's commitment to deliver a step-change in design quality. All new development should be landscape and context-led, deliver attractive and sustainable buildings and places with a strong identity that promote health, wellbeing and inclusivity. All new development should comply with the Code.

Wharfside Masterplan

A masterplan for the Wharfside area has been commissioned by Trafford Council which will be adopted alongside this Framework. The masterplan will form part of the emerging Trafford Design Code and include an assessment of key view corridors, skyline and massing options supported by Townscape Visual Impact Assessment, opportunities for land assembly, and a heritage and green and blue infrastructure assessment. The outputs will inform the masterplan and include a land use plan; character area plans; block typology plans; plot coverage plans; building heights plans including tall building placement; massing and skyline plans and images; and active frontage plans. Together, the outputs will set a series of robust urban design principles by which the future development of Trafford Wharfside will be delivered.

Emerging Studies

Greening Trafford Park

This Green Infrastructure Study aims to transform Trafford Park into a more sustainable employment district. This includes the improvement of active and public transport infrastructure networks and the development of enriched green space within the park, whilst working with both existing and anticipated businesses to become more environmentally innovative and responsible.

Mayors Challenge Fund Tranche 4

The Mayor's Cycling and Walking Challenge Fund (MCF) involves the improvement of cycling and walking facilities between Wharfside Way and Moss Road, encouraging active travel to and around Trafford Park, Media City and Old Trafford Stadia.

Manchester United Football Club Masterplan

Manchester United has appointed a team of leading consultants to begin work on creating a masterplan for the redevelopment of Old Trafford. Work has commenced on developing options for Old Trafford and studying their feasibility, with the aim of significantly enhancing the fan experience. Further details will be issued by Manchester United in due course and should be read alongside this Development Framework.

4 Strategic regeneration context

4.1 Planning context

In Construction

- 1 **X1 Media City Towers**
4 x 26 storeys, 1,100 units
- 2 **Fortis Quay**
10-27 storeys, 593 units
- 3 **Botanical Gardens**
6-13 storeys, 149 units
- 4 **Paragon House**
115 units
- 5 **Urban Green**
12-16 storeys, 174 units
- 6 **MediaCity Phase 2**
1,800 units and commercial space

Consented

- 7 **X1 Michigan Towers**
9-41 storeys, 1,298 units
- 8 **Mariner's Quay & Victoria Quay**
20-23 storeys, 336 units
- 9 **Furness Quay**
6-26 storeys, 421 units
- 10 **Cotton Quay**
6-20 storeys, 1495 units
- 11 **Vista**
30 storeys, 402 units
- 12 **Victoria Warehouse - Conversion to hotel**
200 hotel units
- 13 **Berkeley Square**
6-9 storeys, 500 units
- 14 **Skerton Road**
6-11 storeys, 367 units
- 15 **Grove House**
8 storeys, 94 units

Emerging Policy and Studies

- 16 **Civic Quarter Area Action Plan**
- 17 **Pomona Island Masterplan**
- 18 **Greening Trafford Park**

- Wharfside Strategic Location
- Metrolink Stop



Fig. 4.01
Site plan showing emerging schemes within Trafford Wharfside and the immediate context

5 Local context and spatial analysis

5 Local context and spatial analysis

5.1 Summary

The Trafford Wharfside site is bounded by the Manchester Ship Canal to the north and the Manchester Piccadilly railway line to the south. The site sits on the boundary of the Trafford and Salford Boroughs, overlooking Salford Quays and Media City across the river.

Trafford Wharfside is well-connected by the Metrolink, key roads and rail routes running through the centre of Greater Manchester. The site already includes great assets such as the Manchester United Football Stadium, Imperial War Museum North and the Victoria Warehouse, enhancing its industrial heritage and character.

The Manchester Ship Canal is a canalised river. The turning basin area in Salford is a major area of development for Greater Manchester, providing key locations for the BBC, ITV and Lowry Theatre as well as water-front development, therefore focusing more interest in the canal and its water quality.

The Manchester Ship Canal corridor in Salford and Trafford is a key focus area for growth in the North West, however the features of the canal make it deep and slow moving and in summer months this can lead to a reduction in dissolved oxygen which is a barrier to a thriving fish population. Further aeration would benefit this part of the Manchester Ship Canal to ensure that the waterfront is an attractive place to dwell and to enhance the local biodiversity and attract wildlife.

Key

- Wharfside Strategic Location
- Metrolink Stop
- Proposed Metrolink Expansion stop
- Railway station
- Key Road
- - - Borough Boundary

Key Landmarks

- 1 Imperial War Museum North
- 2 Manchester United Football Stadium
- 3 Victoria Warehouse
- 4 The Lowry
- 5 Ordsall Park
- 6 Old Trafford Cricket Ground

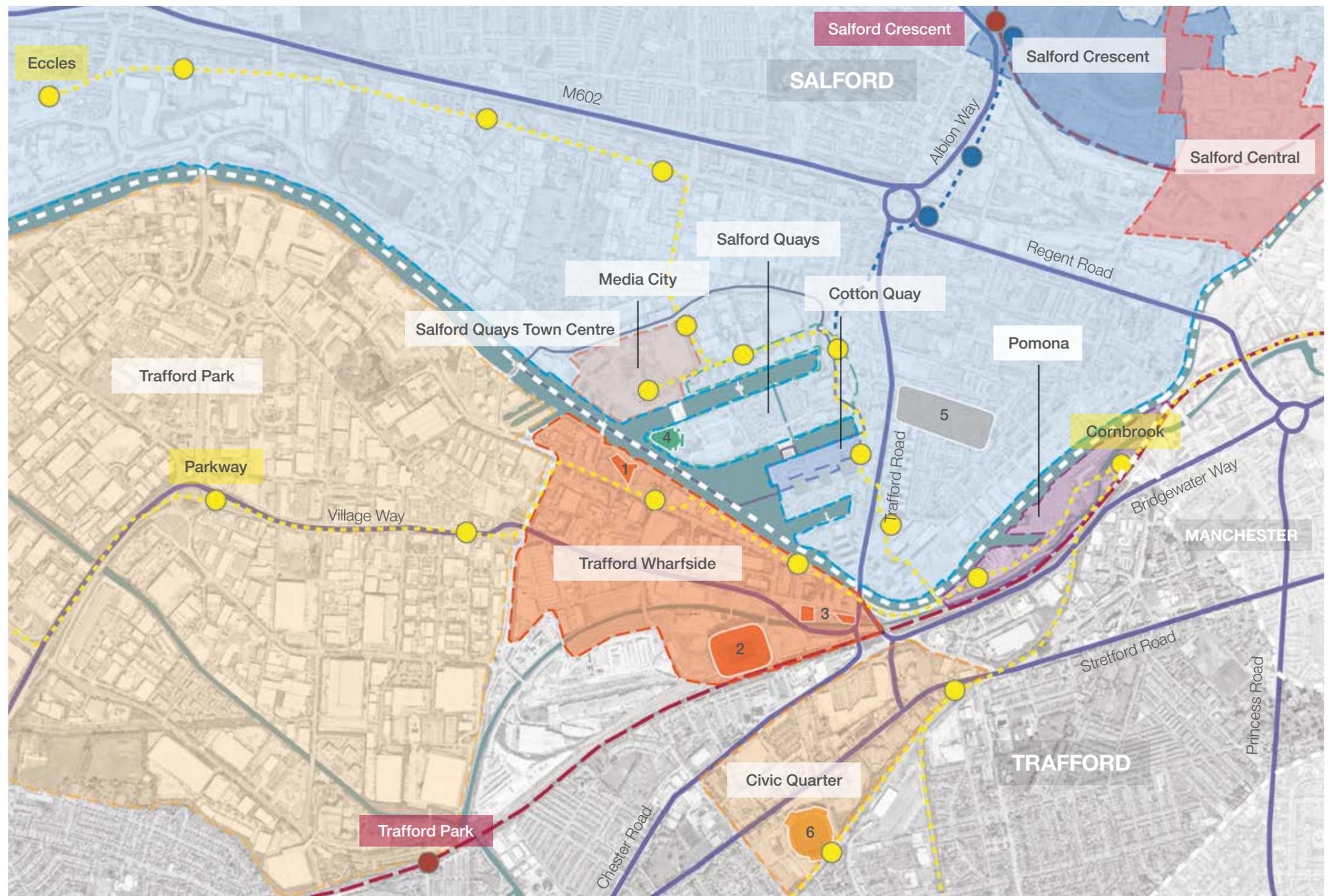


Fig. 5.01
Contextual plan showing Trafford Wharfside, contextual areas and connectivity

5 Local context and spatial analysis

5.2 Site photos

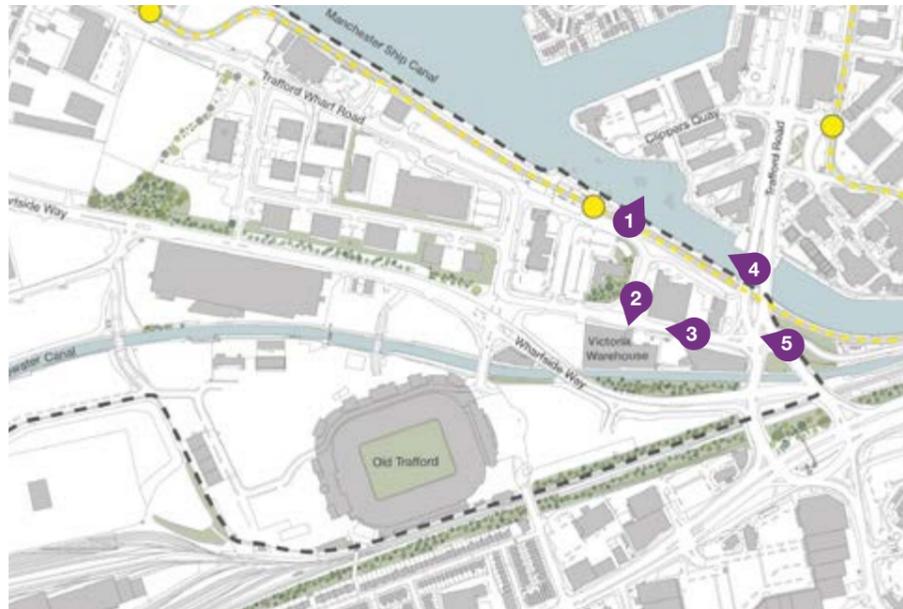


Fig. 5.02
Key plan showing the positioning of the site photos shown



View of Salford across the Manchester Ship Canal



View of Liverpool Warehouse from Victoria Place



View westbound along Victoria Place



View across the Manchester Ship Canal from Trafford Road Bridge



View westwards from Trafford Wharf Road looking towards the Old Telephone Exchange

5 Local context and spatial analysis

5.2 Site photos

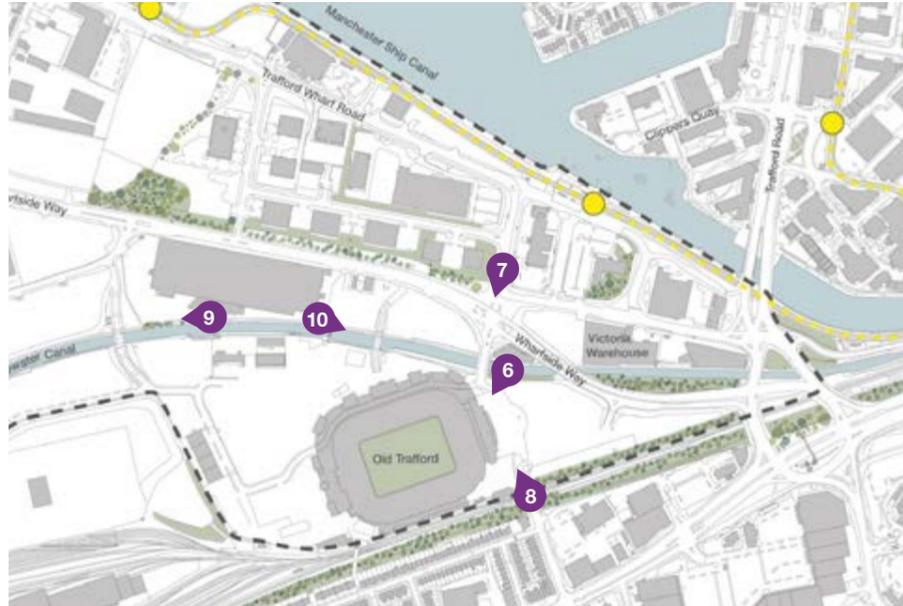


Fig. 5.03
Key plan showing the positioning of the site photos shown



View of the Manchester United Football Stadium from the Bridgewater Way canal path



View of Hotel Football and the Bridgewater Canal looking eastwards



View of the Manchester United Football Stadium from Sir Matt Busby Way



View of the John Gilbert Way Bridge from the Bridgewater Way canal path



View of the Manchester United Football Stadium from the Bridgewater Way canal path

5 Local context and spatial analysis

5.2 Site photos



Fig. 5.04
Key plan showing the positioning of the site photos shown



View showing the AKW warehouse from Europa Way



View southbound along Warren Bruce Road



View of Whitworth Bros building from Elevator Road towards Media City



View eastbound along Wharfside Way



View eastbound along Waterside

5 Local context and spatial analysis

5.2 Site photos

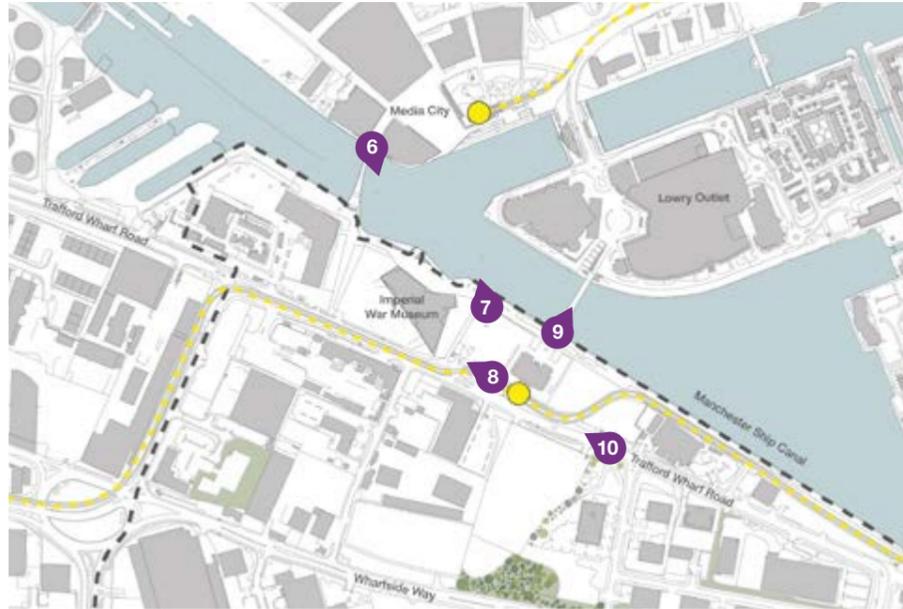


Fig. 5.05
Key plan showing the positioning of the site photos shown



View of the Imperial War Museum North from the Media City Footbridge



View of Media City and the Lowry Manchester in Salford across the Manchester Ship Canal



View of the Imperial War Museum North from the Imperial War Museum Metrolink stop



View of Salford across Millennium Bridge



View of Quay West along Trafford Wharf Road

5 Local context and spatial analysis

5.3 Existing character areas

The character of Trafford Wharfside varies greatly across the study area. The Waterfront zone is characterised by contemporary architecture, with predominantly metal and glazed façades. The scale and glamour of the Salford Quays waterfront provides a sense of excitement, in coherence with the landmark Imperial War Museum North. The open public realm running alongside the Manchester Ship Canal serves the series of bridges that unite the Salford and Trafford boroughs together. The vast area surrounding Wharfside Way is home to many light industrial, haulage and manufacturing businesses. The site broadly contains larger grain warehouses, with little uniqueness or disparity between them. There are some moments of industrial heritage where historical factories have been extended and converted, with some interesting roofscapes, brickwork and infrastructural remains. This area is currently vehicular-dominated and is not desirable for pedestrians. To the east of the study area, Victoria Warehouse is a significant cultural icon for Greater Manchester - its reputation as a trendy music and events venue draws vibrancy and activity to this area on evenings and weekends. The close proximity of former-industrial warehouses give the zone a unique character with their layers of quality brickwork. The Victoria Warehouse itself acts as an example of creative restoration and reuse, encouraging further opportunities to build upon existing heritage, whilst also developing new residential buildings with complementary brickwork such as No.1 Old Trafford. The stadium zone is centred around world-renowned Manchester United Football Club's stadium Old Trafford. On match days, this district comes alive with crowds of football fans overflowing from the vast open areas surrounding the stadium. On non-match days, this space can be deserted, emphasising its scale.

Key

-  Wharfside Strategic Location
-  Waterfront zone
-  Wharfside Way and Industry zone
-  Stadium zone
-  Wharfside and Victoria Warehouse zone



Fig. 5.06
Site plan showing existing character areas within Trafford Wharfside

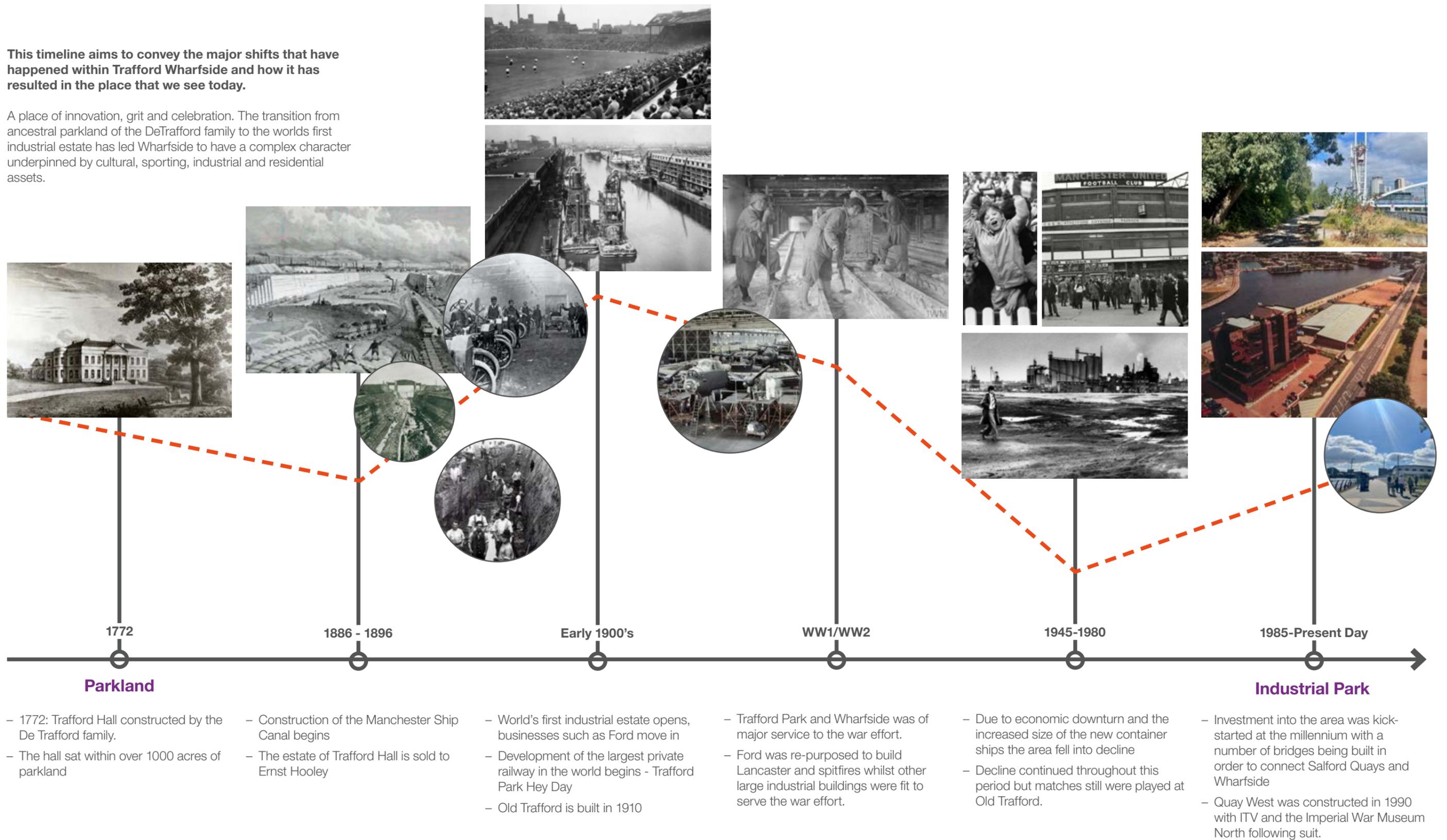
5 Local context and spatial analysis

5.4 Historic context - From parkland to industrial park

Fig. 5.07
Historical timeline of Trafford Wharfside area

This timeline aims to convey the major shifts that have happened within Trafford Wharfside and how it has resulted in the place that we see today.

A place of innovation, grit and celebration. The transition from ancestral parkland of the DeTrafford family to the worlds first industrial estate has led Wharfside to have a complex character underpinned by cultural, sporting, industrial and residential assets.



5 Local context and spatial analysis

5.5 Historic assets and existing buildings

Within the site boundary, there are many key buildings with heritage and cultural value that should be retained. These assets vary between buildings to be creatively reused and refurbished, and those to be retained in their existing condition.

There is an array of non-heritage existing buildings of a decent condition, that could be considered for retention. These are predominantly characterised as light industrial warehouses. The wider area includes several Grade II Listed and also non-designated heritage assets that support the surroundings as a place of significant historic interest.

Non-designated heritage assets



Imperial War Museum North

Non-designated heritage assets



Whitworth Bros. Ltd.

Non-heritage existing buildings of a condition suitable for retention



Warren Bruce Court



Manchester United Football Club



Old Telephone Exchange and Skyhook



Circle Street Units



Victoria Warehouse



Former electric cable works (AKW Warehouse)



Waterside Units

5 Local context and spatial analysis

5.6 Building heights

The majority of buildings are below 20m in height. In addition, there is significant height across the river at Media City and Salford Quays.

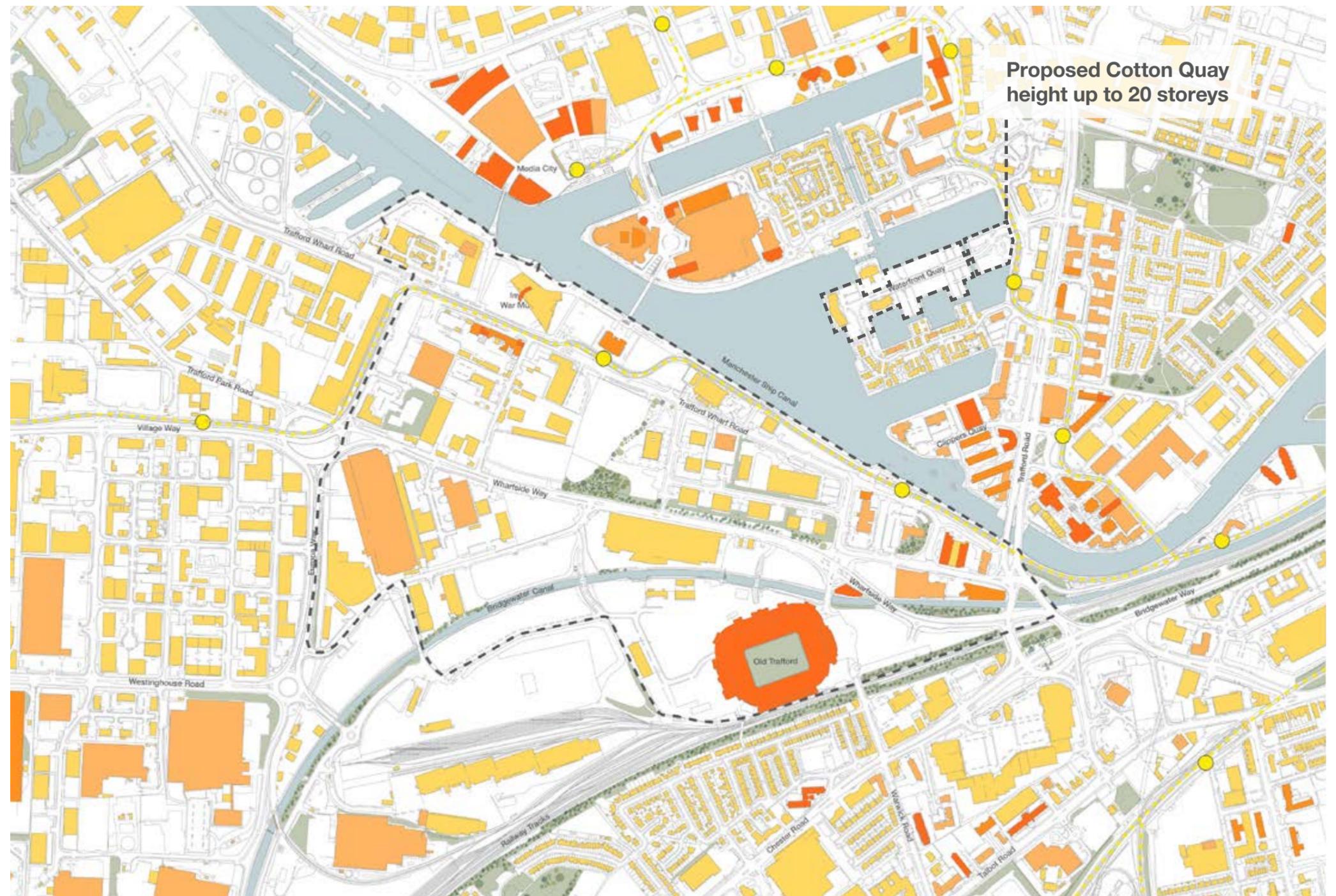


Fig. 5.08
Site plan showing existing building heights within Trafford Wharfside

5 Local context and spatial analysis

5.7 Existing uses

There a high proportion of light industrial warehouses that provide significant employment for the area, extending westwards into Trafford Park.

The current culture/entertainment buildings within the site should be retained and strengthened through additional development. Across the Manchester Ship Canal into Salford, there are areas of commercial, residential, cultural, retail, leisure and F&B. This creates activity around the waterfront which adds to the vibrancy of the area. Opportunities should be taken to complement these uses and generate more activity on the Trafford side of the waterfront.

Key

- Wharfside Strategic Location
- Metrolink Stop
- Salford Quays Town Centre Boundary
- Employment
- Residential
- Retail
- Culture/entertainment
- Leisure
- Hotel
- Health
- Education
- F&B
- Place of worship

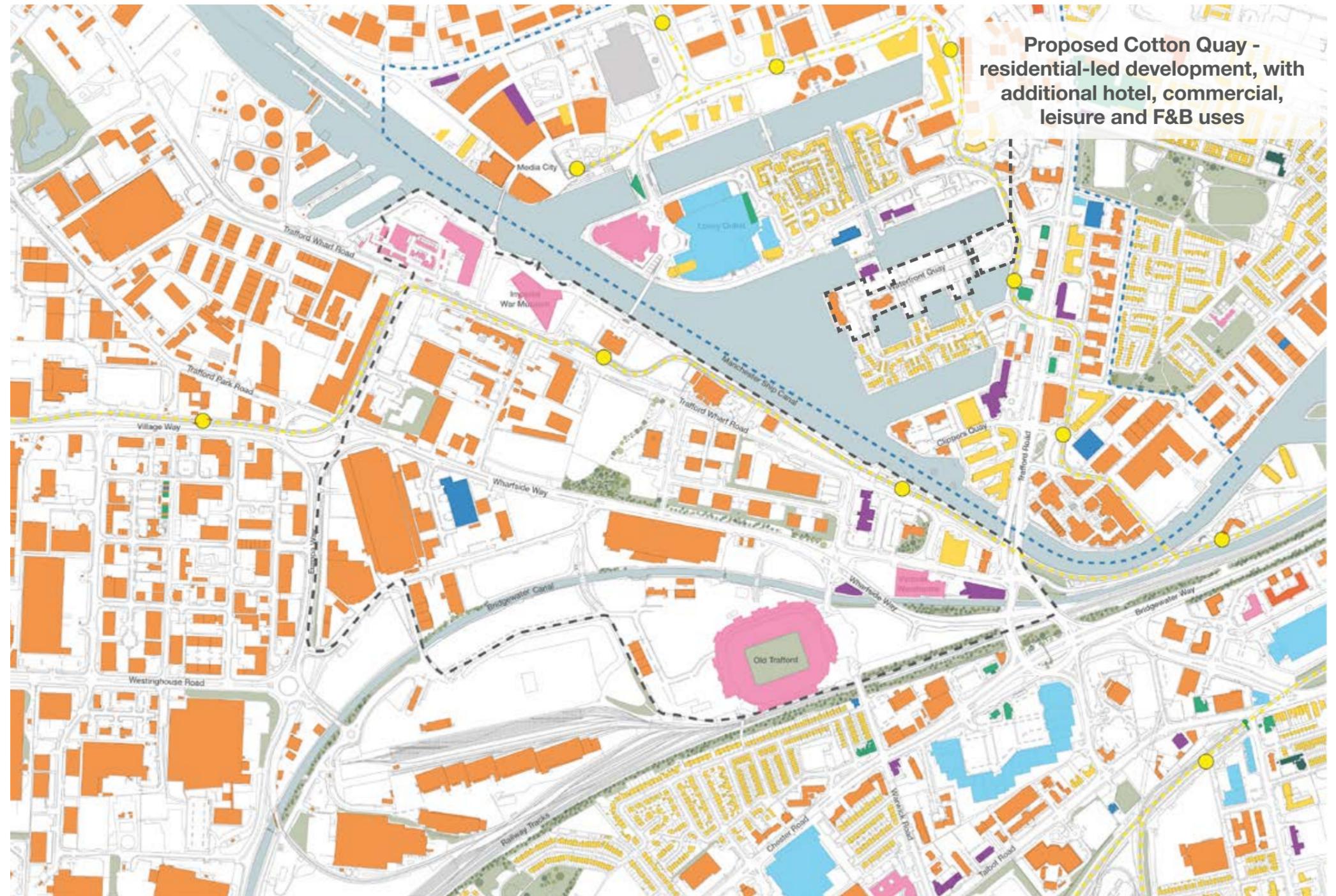


Fig. 5.09
Site plan showing existing building uses within Trafford Wharfside



5 Local context and spatial analysis

5.8 Population and housing markets

Summary

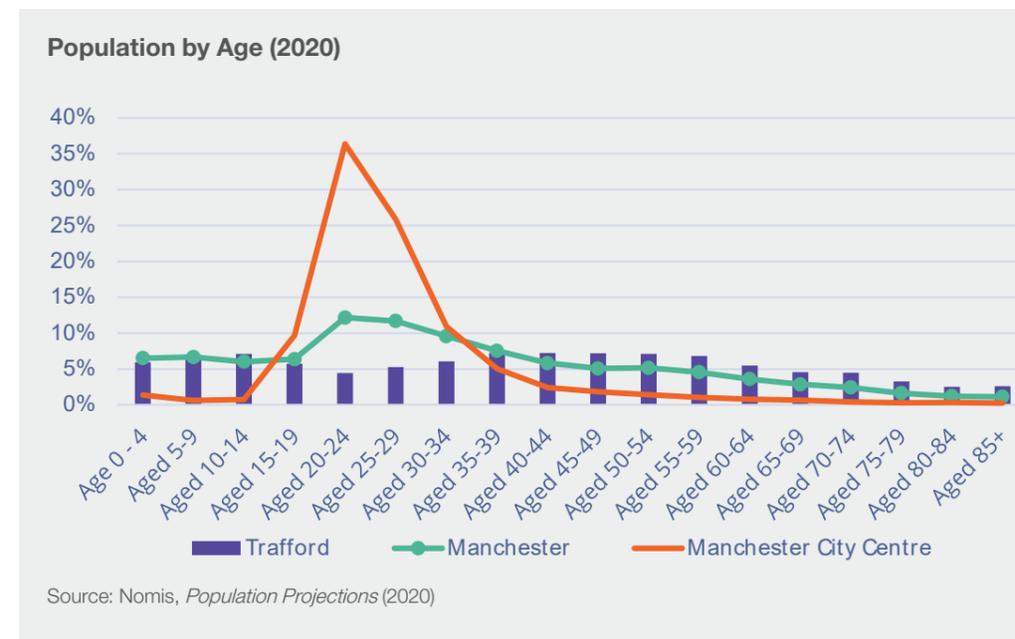
Existing and Changing Catchment

- At the borough level, Trafford has a low working age population relative to Manchester and Manchester City Centre.
- Building on this, population projections indicate a significant ageing population, with growth in those aged 50-64 (11%) and 65+ (33%). These trends may present challenges for Trafford over the longer term.
- Mosaic analysis indicates a gathering of middle-income socio-economic groups, with very little diversity. This point is accentuated when viewed against the diverse trends in Manchester.
- This context is also reflected in housing composition and tenure data, with a very high proportion of one family households (69% in Trafford Wharfside, 64% in Trafford) and high home ownership (73% Trafford Wharfside, 69% Trafford). Private rented stock is very limited relative to comparator areas.
- The development pipeline (see appendix) indicates a large quantum of flatted development coming forward in the broader area, however, there is limited development activity within the red line boundary.

Residential Proposition

- The framework should seek to deliver a mix of dwelling type, size and tenure to accord with Trafford Local Plan requirements and meet Trafford's identified local housing needs.
- Thinking about population change in the future, consider options over the next 10-20 years to allow ageing population to stay in the area.
- Careful thought needs to be given to how to effectively plan this into a predominantly industrial environment.

Population



Housing Market

Household Composition, 2021

| | Trafford Wharfside | Trafford | Manchester City Centre | Manchester | England |
|------------------------------|--------------------|----------|------------------------|------------|---------|
| One person household | 25% | 30% | 45% | 35% | 30% |
| One family household | 69% | 64% | 26% | 49% | 62% |
| Other household types | 6% | 6% | 29% | 16% | 8% |

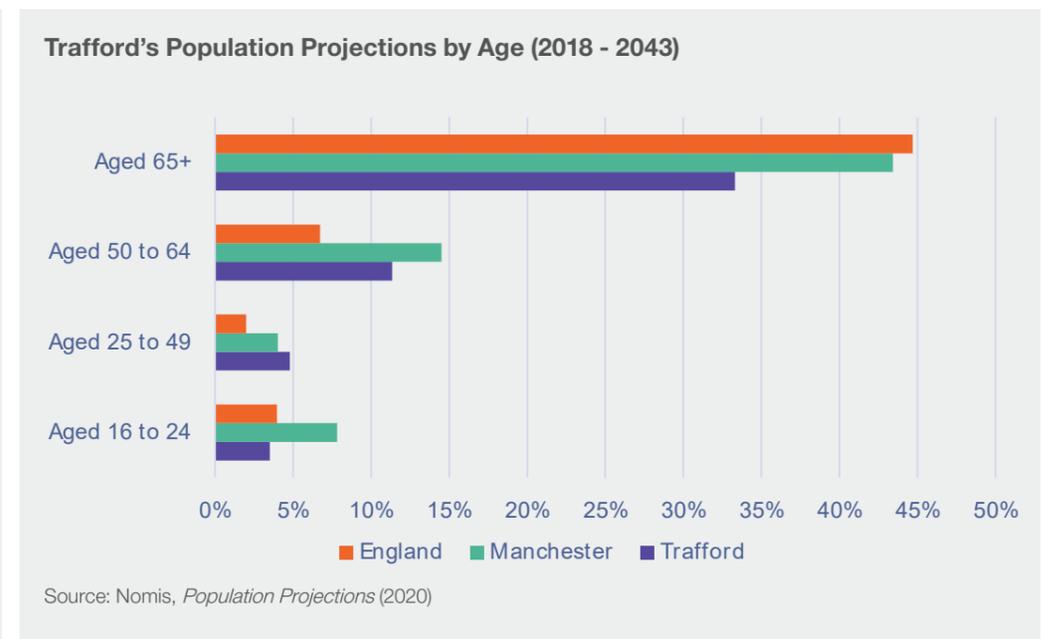
Source: Nomis (2020)

Fig. 5.10
Chart showing population by age, for Trafford, Manchester and Manchester City Centre

Fig. 5.11
Chart showing Trafford's population projections by age

Fig. 5.12
Chart showing household comparison for Trafford Wharfside, Trafford, Manchester City Centre, Manchester and England

Fig. 5.13
Chart showing household tenure for Trafford Wharfside, Trafford, Manchester City Centre, Manchester and England



Household Tenure, 2011

| | Trafford Wharfside | Trafford | Manchester City Centre | Manchester | England |
|-------------------------|--------------------|----------|------------------------|------------|---------|
| Owned | 73% | 69% | 24% | 38% | 63% |
| Shared ownership | 1% | 1% | 1% | 1% | 1% |
| Social rented | 13% | 16% | 8% | 32% | 18% |
| Private rented | 11% | 13% | 65% | 28% | 17% |
| Living rent free | 1% | 1% | 1% | 2% | 1% |

Source: Nomis (2020)

5 Local context and spatial analysis

5.9 Industrial market considerations

Summary

Economic Analysis Key Findings

- Industrial activities are critical to the local economy, both within the red line boundary and across the wider area as areas of employment. This is reflected by high levels of existing employment and business population across transport and storage, wholesale and manufacturing sectors.
- In recent years, these sectors have typically seen the strongest levels of growth. Sectoral projections indicate the continued importance of industrial sectors into the next 20 years, with these sectors maintaining their importance through the COVID-19 period.
- The Development Framework needs to balance maintaining this important economic function with improvement of offer to retain and attract business investment in the future, and attracting a mix of uses to create a sustainable neighbourhood.

Industrial Property Market Analysis

- There is a strong baseline of industrial stock within the red line boundary and across the wider market area.
- Despite some limited dated and poor quality stock in the area, vacancies are low (3.3%) and market rents are experiencing strong growth (18% increase on 2018 levels). Despite this, there has been minimal development activity in recent years.
- The under supply of industrial stock is limiting the ability of Trafford Wharfside to capitalise on its strategic gateway location. Refurbishment of existing stock where possible and appropriate and delivery of additional stock as part of the wider mix of uses desired will be critical to support the vitality of the local economy, offset growing affordability challenges and meet environmental objectives.
- Demand for industrial units is generally for smaller stock, with 86% of properties leased over the last 5 years for units between 1,000 and 10,000sqft. However, Trafford has seen some large-scale (100,00sqft+) leases signed for logistics space despite a dearth of prime built accommodation or development sites.
- Occupiers are largely based in manufacturing, professional, scientific and technical services and logistics.

Industrial Proposition

- Opportunity to attract investment in new commercial offer to intensify and meet strength of demand from industrial sector in more efficient format. Could consider stacking uses to deliver alongside desired mix of uses. Existing floorspace if retained will require investment to attract business occupation and must address issues of low density and poor visual and wider impact.
- Tap into changing residential and commercial landscape, with last mile logistics to service influx of new homes, nearby business in Salford, and delivery of new commercial stock within Trafford.
- Light industrial space is considered key to cater to creative studios/maker spaces, wholesale, dark kitchens in line with key sectors. Existing floorspace if retained will require investment to attract business occupation.
- Logistics uses should present direct linkages to Wharfside Way and strategic road network, light industrial to focus in proximity to residential and softer commercial uses. Maybe scope to consider co-location of uses in appropriate areas.

Economic Analysis

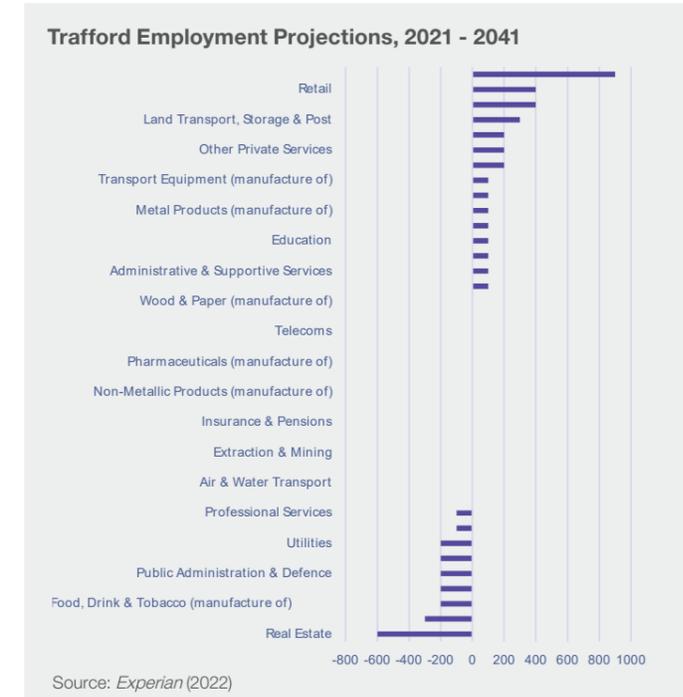
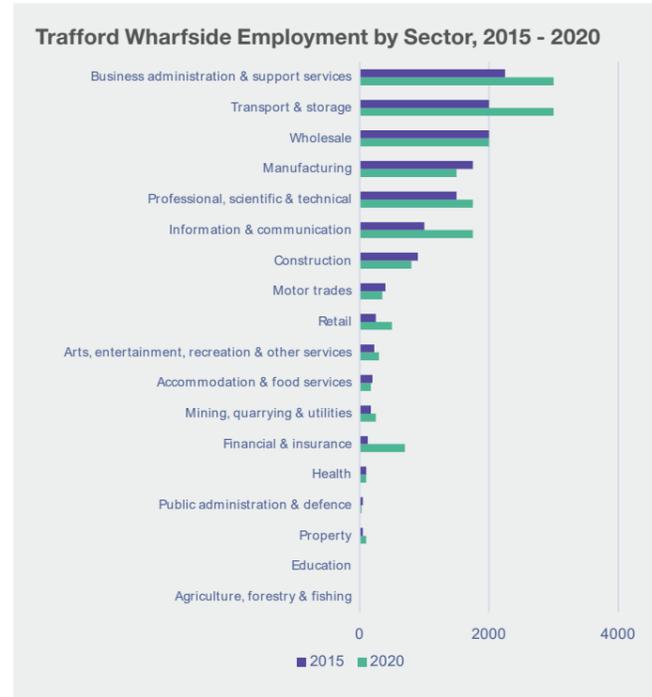


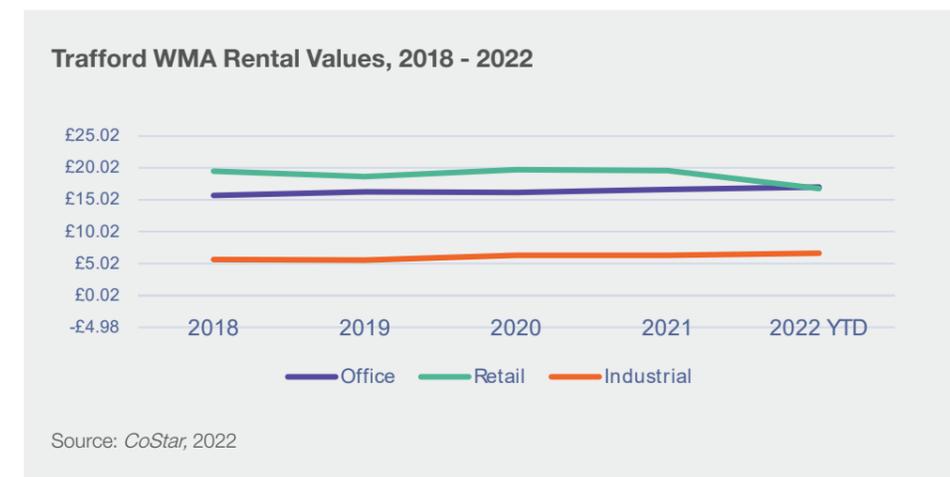
Fig. 5.14
Chart showing Trafford Wharfside Employment by Sector

Fig. 5.15
Chart showing Trafford WMA, Vacancy Rates for industrial property

Fig. 5.16
Chart showing Trafford Employment Projections

Fig. 5.17
Chart showing Trafford WMA Rental Values for industrial property

Commercial Property Market Analysis



5 Local context and spatial analysis

5.10 Workspace market considerations

Summary

Economic Analysis Key Findings

- The knowledge economy is critical to the local economy, both within the red line boundary and across the wider area. This is supported by high levels of employment in business admin & support services, information, and professional, scientific and technical services. These sectors are also well represented by local businesses, and aligned to key economic hubs including Salford Quays, Media City and universities and economic activity across the Regional Centre.
- In recent years, these sectors have typically seen the strongest levels of growth. Sectoral projections indicate the continued importance of the knowledge economy into the next 20 years.

Office Market Analysis

- The office market within the red line is performing well, with stock well occupied, and steady rental value growth.
- There is a sector specialism here in Professional, Scientific and Technical Services.
- Whilst office market rents have grown steadily, take-up in Manchester city centre and the out-of-town market has been slow through 2022. Vacancies have experienced steady growth, and there is very limited development activity.
- Demand has typically been characterized by take-up of smaller units under 10,000sqft. This is largely supported by the growth in flexible working, and a shift way from large floorplate occupational requirements.

Workspace Proposition

- Trafford Wharfside can look to link in with the strong office base at Salford Quays and capitalise on the growing creative presence here.
- There is also a need to respond to changing working dynamics and the growth of flexible working. Agents suggest provision of smaller floorplate, flexible workspace to align with key sectors and growth sectors will drive greatest levels of demand in this location.
- There may be scope to consider co-location of uses in appropriate areas.

Economic Analysis

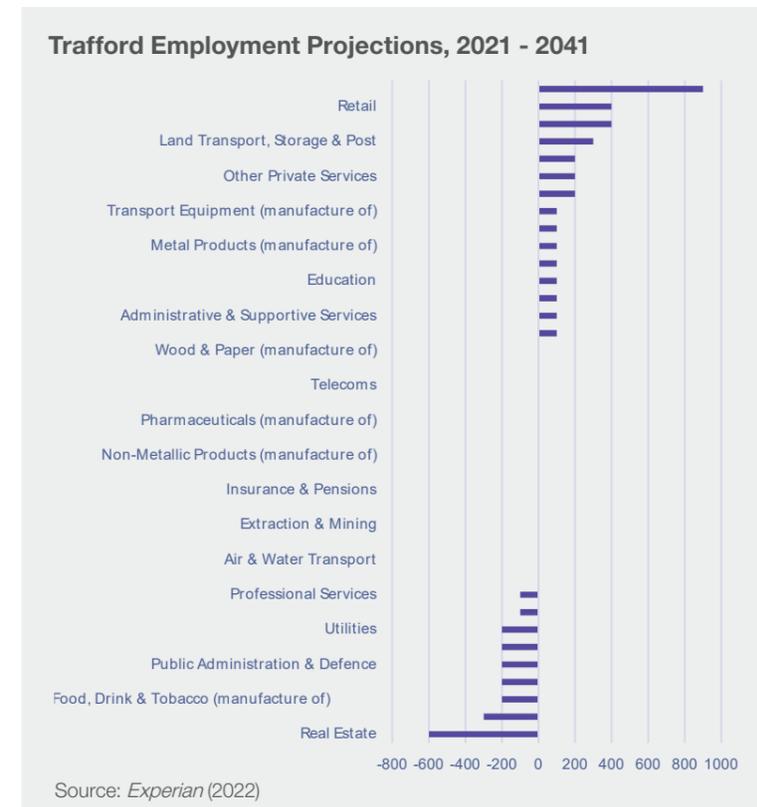
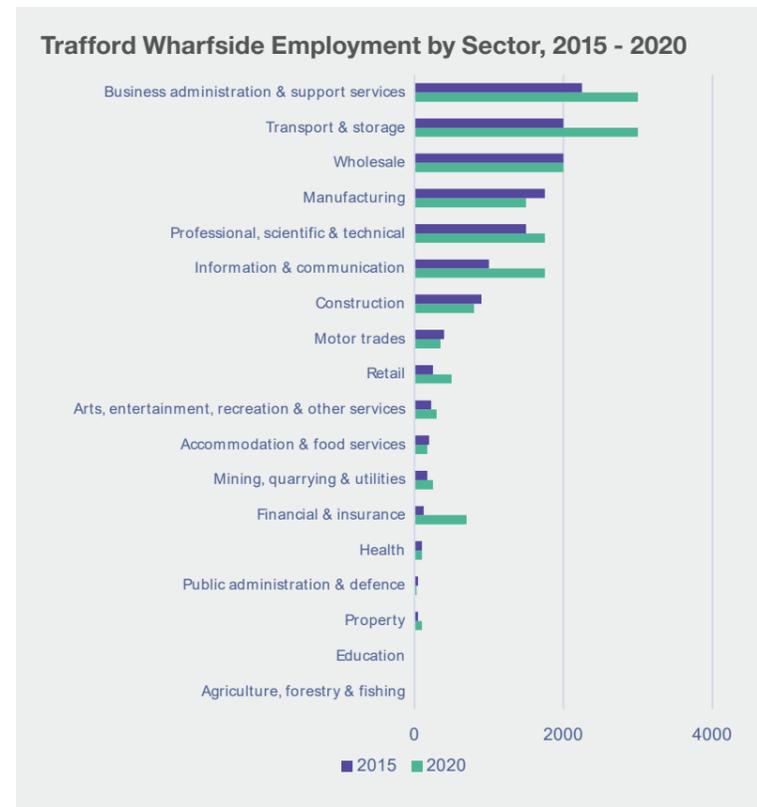


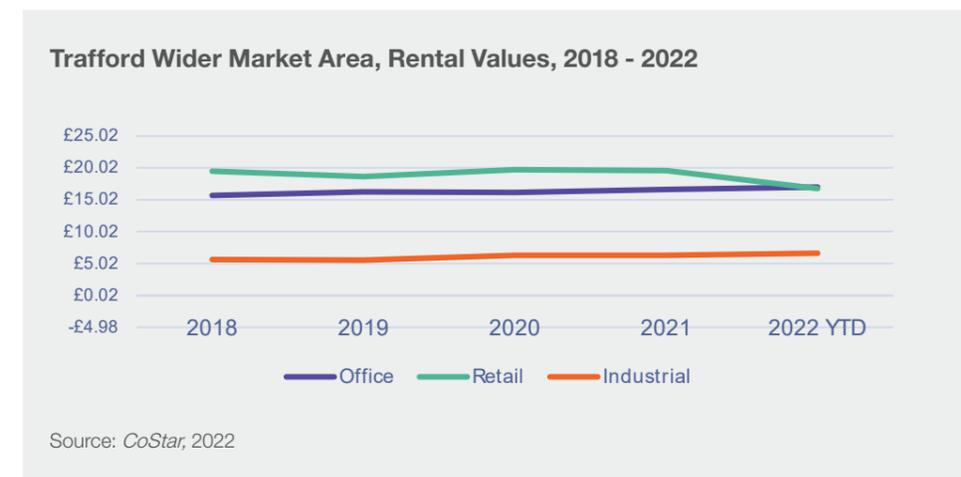
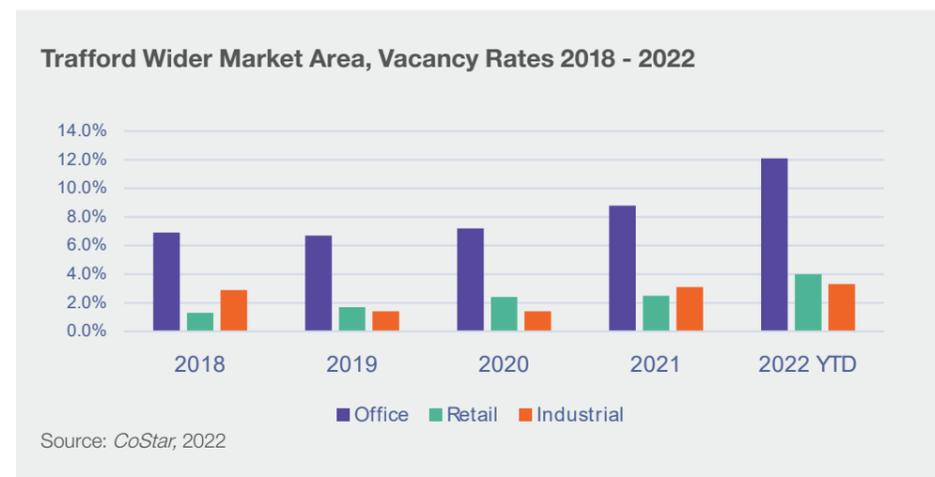
Fig. 5.18
Chart showing Trafford Wharfside Employment by Sector

Fig. 5.19
Chart showing Trafford Wider Market Area, Vacancy Rates for commercial property

Fig. 5.20
Chart showing Trafford Employment Projections

Fig. 5.21
Chart showing Trafford Wider Market Area, Rental Values for commercial property

Commercial Property Market Analysis



5 Local context and spatial analysis

5.11 Land ownership plan (Page 1 of 2)

This site map details the complexity of land ownership across the site. The maps indicate that plots to the north (1-6) and south (20-28) generally present less complex ownership dynamics, being in largely single ownership. The central portion of the site (plots 7-19) comprise sites largely in multiple freehold ownerships, and in many cases also impacted by a number of leasehold interests. Currently, there is minimal public sector ownership across the study area with plot 25 the only freehold plot owned by Trafford Council.

We are aware through conversations with the Council and the landownership engagement programme that Peel Holdings is exploring options for new development opportunities on plots 1-6.

In addition, Manchester United Football Club own plots 13, 14, 20, 21, 23, 26, 27 and 28 and has engaged masterplanners to consider development potential within this area specifically. Further details will be issued by Manchester United in due course and should be read alongside this Development Framework.

- | | | | |
|-----|--|------|---|
| 1. | Peel Group Leasehold to ITV (50 yrs) | 10a. | Kratos Analytical Ltd Leasehold to Shimadzu Research Laboratory Ltd (996 yrs) |
| 2. | Peel Group Leasehold to Imperial War Museum North (200 yrs) | 10b. | Missguided Ltd Leasehold to Electricity North West Ltd (99 yrs) |
| 3. | Peel / TFGM | 10c. | Electricity Supply Nominees Ltd Leasehold to LDEX Group Ltd (20%) |
| 4. | Peel / TFGM | 11. | Electricity Supply Nominees Ltd Leasehold to Wilman Universal Industries Ltd (10 yrs) Leasehold to Testerworld Ltd (10 yrs) |
| 5. | Peel / TFGM | 12. | Peel Ports |
| 6. | Peel | | |
| 7a. | Cole Waterhouse Ltd Leasehold to Autumnwindow Ltd | | |
| 7b. | British Telecommunications Plc Leasehold to Autumnwindow Ltd | | |
| 8. | Hilti Group | | |
| 9a. | Private Leasehold to Premier Inn Hotels Ltd (140 yrs) | | |
| 9b. | Trafford Borough Council Leasehold to Relentless Group | | |

-  Wharfside strategic location
-  Transport for Greater Manchester
-  Freehold site
-  Leasehold on site

-  Peel ownership
-  Manchester United Football Club ownership
-  Peel Ports ownership

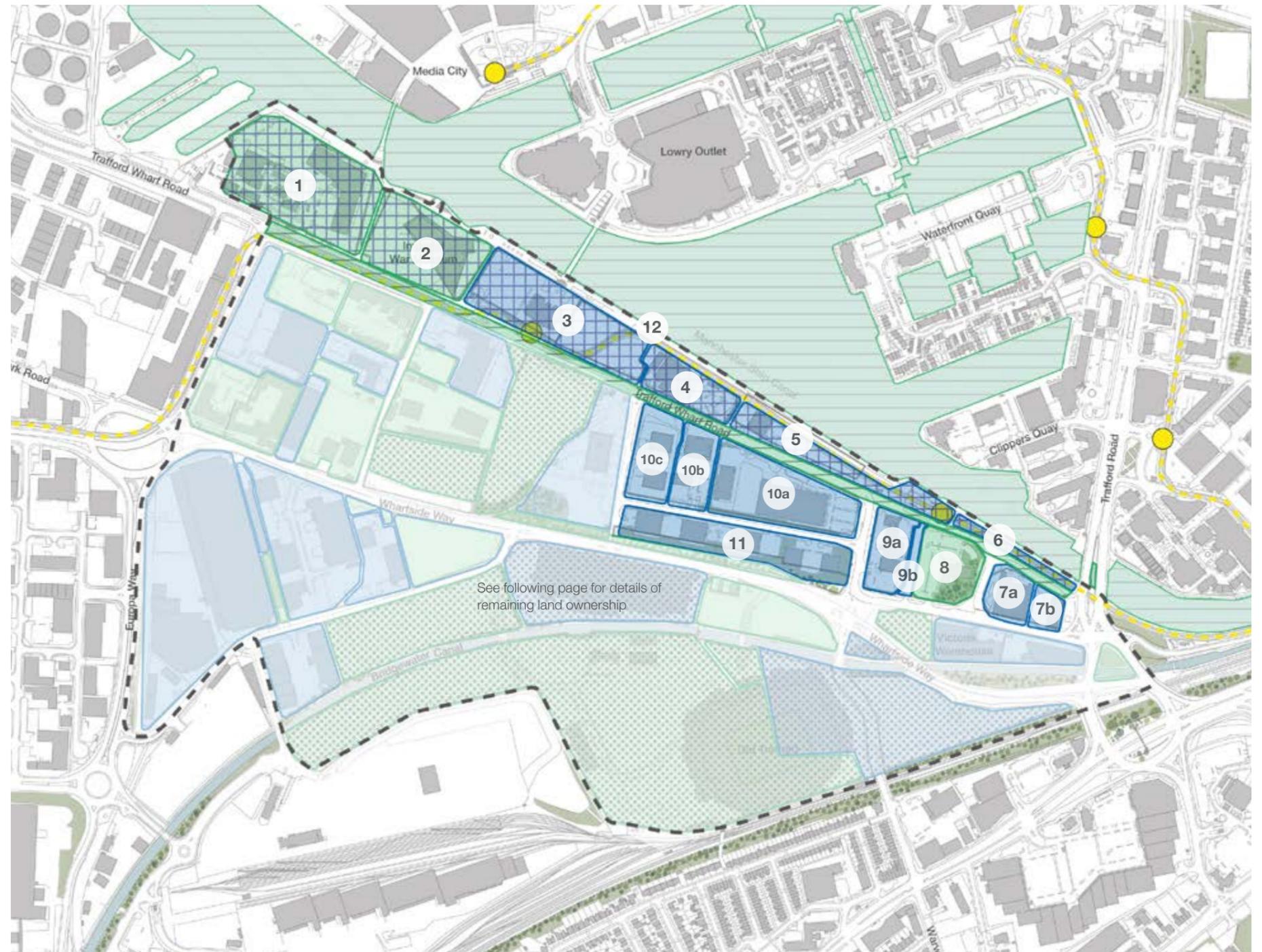


Fig. 5.22
Site plan showing land ownership within Trafford Wharfside

5 Local context and spatial analysis

5.11 Land ownership (Page 2 of 2)

- | | | | |
|------|---|------|---|
| 12a. | Blevins Franks Trustees Leasehold to Blevins Franks Trustees (999 yrs) | 18d. | Private Leasehold to Go Karting For Fun Ltd (25 yrs) |
| 12b. | Trafford Borough Council | 18e. | Private |
| 13. | Manchester United Football Club Ltd | 18f. | Private Leasehold to West Pennine Trucks Ltd |
| 14. | Manchester United Football Club Ltd | 18g. | TMF Channel Islands Ltd |
| 15a. | Key Cities Nominee Limited Leasehold to Brand Addition Ltd | 19. | Manchester United Football Club Ltd |
| 15b. | MJF SSAS Trustees Ltd | 20. | Manchester United Football Club Ltd |
| 15c. | A&B Containers Holdings Ltd | 21. | Manchester United Football Club Ltd |
| 16a. | Whitworth Bros Ltd | 22. | Manchester United Football Club Ltd |
| 16b. | Starmex Manchester Ltd Leasehold to Carillion Utility Services Ltd (20 yrs) | 23. | Manchester United Football Club Ltd |
| 16c. | Saint Vincent Operations Ltd | 24. | Private Leasehold to Academy Group Ltd |
| 16d. | Whitworth Bros Ltd | 25. | Trafford Borough Council |
| 16e. | Tameside Metropolitan Borough Council Leasehold to Bunzl Retail and Healthcare Supplies Ltd (10 yrs) | 26. | Manchester United Football Club Ltd |
| 16f. | Economic Solutions Ltd | 27. | Manchester United Football Club Ltd |
| 17. | Private Leasehold to Clivedon Furniture Ltd (13 yrs) Leasehold to Multi Ecommerce International Ltd | 28. | Manchester United Football Club Ltd |
| 18a. | TMF Channel Islands Ltd Leasehold to AKW Global Warehousing Ltd (5 yrs) | 29. | Old Trafford Supports Club Ltd |
| 18b. | Private Leasehold to Leasehold to Optare Plc (10yrs) | 30. | The Manchester Ship Canal Company |
| 18c. | The Trustees of David Bratt and Sons Ltd | | |

-  Wharfside strategic location
-  Transport for Greater Manchester
-  Freehold site
-  Leasehold on site
-  Peel ownership
-  Manchester United Football Club ownership
-  Peel Ports ownership



Fig. 5.23
Site plan showing land ownership within Trafford Wharfside

5 Local context and spatial analysis

5.12 Routes and connectivity - Summary

Car Parking – baseline and opportunities

For publicly accessible car parks there are multi storey car parks to the north of the study area in MediaCity and the Quayside shopping centre, these provide in excess of 5,400 spaces. There are other small car parks near the study area but there is no publicly accessible parking in the study area with the exception of the car park at the IWMN which is intended for visitors and only open 10:00-17:00.

The majority of streets within the study area have parking and no waiting controls in the form of double yellow lines. There is very limited current provision for on-street parking, whilst in instances where it is permitted it tends to be unrestricted. The limited amounts of on-street parking can be found on Waterside and Elevator Road, whilst the on-street parking along the west side of Elevator Road is in place of the footway meaning that pedestrian movements are restricted to the east side of the street only.

Manchester United Football Club owns and/or controls land which can accommodate in excess of 5000 parked cars for use on matchdays and events at Old Trafford Stadium. There are opportunities to rationalise and reconfigure these car parking areas by considering park and ride and the sharing of car parking provision across a variety of end users where times of peak demand for parking may not coincide.

A proposal for a mobility hub with multi-level car parking, located centrally to the study area, could provide for future residents and visitors, along with some limited additional on-street parking provision which could play a role when combined with introducing greening to civilise some of the wide roads within the study area. The existing car parking provision located over towards MediaCity offers potential additional space for visitors, particularly those carrying out linked-trips.

Considerations regarding interfacing with Metrolink

The Metrolink Line runs through the study area towards the Trafford Centre. Wharfside tram stop is in the east of the study area and the Imperial War Museum stop is in the north near the pedestrian bridge link to The Lowry. Beyond the study area to the west is The Village tram stop and to the north is the MediaCity tram stop which is on the Blue Line and accessible via the MediaCity footbridge. Beyond the study area to the east is the Exchange Quay tram stop. Future Metrolink extensions that are proposed from MediaCity to Salford Crescent will further enhance the connectivity of the area.

Considerations regarding interface with the existing cycle network

The cycle network in the study area is well connected to routes to Trafford, Salford, and Manchester. As part of a separate initiative by Trafford Council, improvements to the cycle network are currently being reviewed which will run along Wharfside Way and south along Europa Way. Whilst these improvements are welcome, the designs would benefit from a coordinated approach which also considers the future development potential outlined in this framework rather than focussing upon the existing situation, as this would help to promote walking and cycling within and through the area for existing and future demand.

The cycle network provides access to the tram stops within the study area, the Wharfside stop benefits from having 10 covered cycle parking spaces while the IWMN stop has no provision for cycle parking. Improvements could be made to cycle storage options at these stops to provide for people wishing to make multi-modal journeys as cycles are not currently permitted on trams operating on the Metrolink network, unless fully folded and covered.

Considerations regarding interfacing with quayside

There are limited access points to the waterfront due to the current configuration of development plots and the presence of the tram corridor. The width of the promenade walkway alongside the ship canal was reduced to accommodate the Metrolink and as a result it can feel enclosed. Whilst some access to the waterfront across the tram line was maintained and is accessible, as the waterfront plots are developed additional connections to the promenade walkway would be beneficial. There is benefit to considering how this section of the tram line would complement the future developed area if it were to be converted to a “street-running” configuration with the tracks set into the public realm, primarily this would improve permeability of the waterfront plots and increase access to the walkway making it feel less enclosed. The alternative is to consider the introduction of additional crossing points at key locations along the tram line which would help to reduce both the severance created by the tram corridor and the current canalisation effect of the promenade walkway.

Manchester United Football Ground Railway Station

Just outside of the study area, the Manchester United Football Ground Railway Station was constructed by the Cheshire Lines Committee and opened on 21 August 1935. It provided one platform, and trains would stop at the station on match days only. It was initially named United Football Ground, but was renamed Old Trafford Football Ground in early 1936.

The station benefited from a direct connection to the Old Trafford football stadium and the platform is adjacent to the south stand of the stadium. However, due to security concerns, the station has been closed since 2017.

From engagement with Manchester United Football Club, there are currently no plans in the pipeline to reopen the station due to the proximity to the south stand, and security concerns. In the meantime, it should be noted that Manchester United has appointed a team of consultants to begin work on creating a masterplan for the redevelopment of Old Trafford. Work has commenced on developing options for Old Trafford and studying their feasibility, with the aim of significantly enhancing the fan experience.

Greening Trafford Park

ARUP and Groundwork have been appointed on behalf of Trafford Council to develop a Green Infrastructure Study for Trafford Park. It sets out a vision for a greener Trafford Park with improved sustainable and active travel links and more pleasant green spaces and connections through the Park.

This aims to transform Trafford Park into a more sustainable employment district. This includes the improvement of active and public transport infrastructure networks and the development of enriched green space within the park, whilst working with both existing and anticipated businesses to become more environmentally innovative and responsible.

It is important that future proposals coming forward within the Trafford Park area take note of the contents set out within the Greening Trafford Park Study and should be read alongside the Trafford Wharfside Development Framework.

5 Local context and spatial analysis

5.13 Routes and connectivity

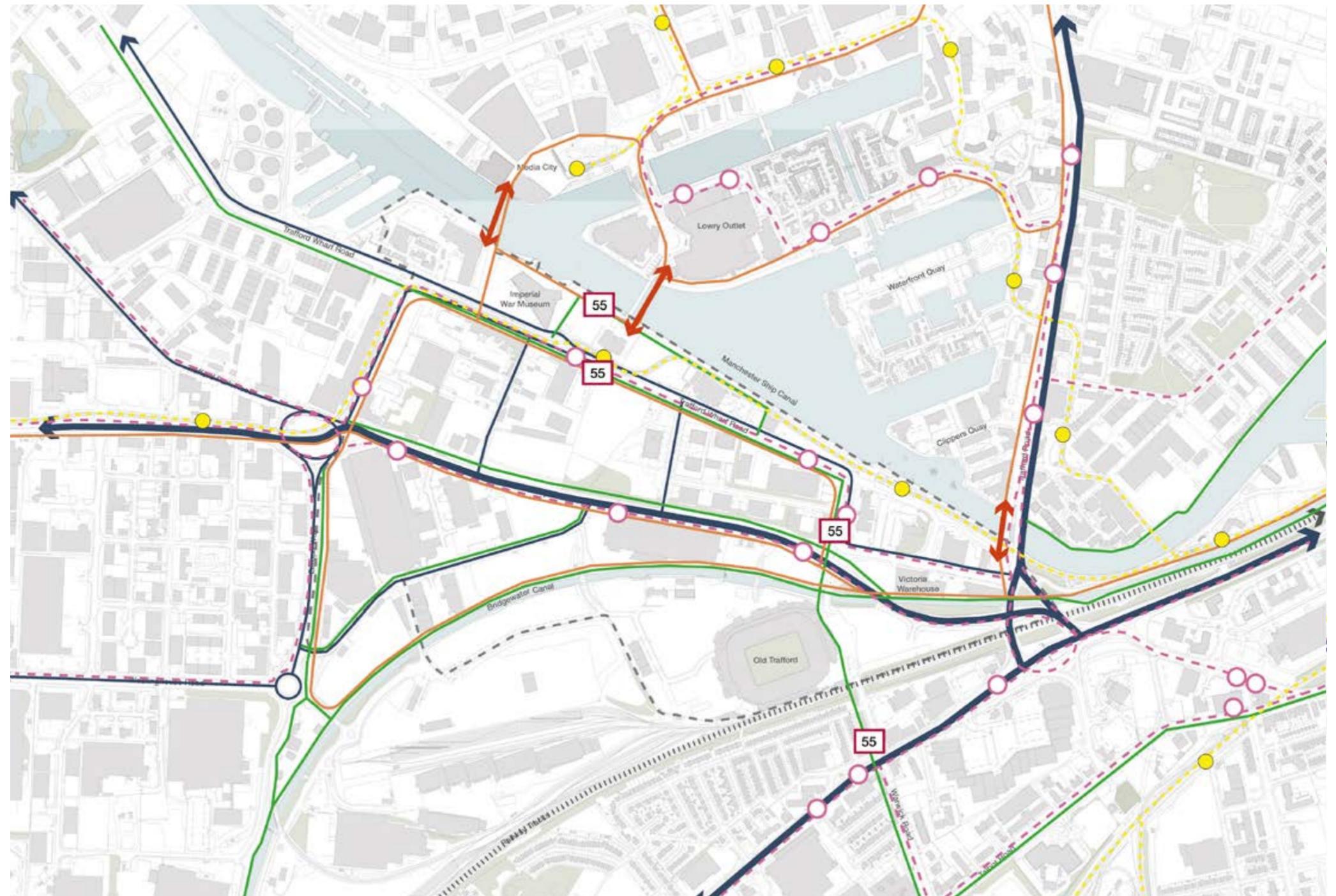


Fig. 5.24
Site plan showing routes and connectivity within Trafford Wharfside and the immediate context



5 Local context and spatial analysis

5.14 Sense of place - Landscape context

An Industrial Landscape

Sitting at the edge of Trafford Park, Europe's largest industrial park, Trafford Wharfside has historically been a place defined by industry and productivity.

The industrial nature of the area means that the townscape is made up of large and expansive linear features, including wide roads, large junctions, bridges and canals.

As a legacy, the predominant landscape feature of the Wharfside area is its network of canals which traverse and border the site. These canals, once focussed around trade and industry, are now primarily leisure routes. The two canals, the Bridgewater Canal and the Manchester Ship Canal, are largely hard edged in this area, however bring significant levels of biodiversity to the site and connect users to surrounding green spaces around the site.

The existing road network is designed to move people through or around the site at speed, with general perceptions defined by large imposing structures such as the Old Trafford Stadium or Victoria Warehouse. As a result the area is largely undefined as a place to experience as a pedestrian.

A Residential Landscape

Wharfside currently lacks a residential community, although the recent development of No.1 Old Trafford has begun to grow the living offer within the area. Wharfside, however, is surrounded to the north and south by well established residential areas. An area of traditional network of red-brick terraced streets is set between the A56 and the railway line to the south of Wharfside. To the north, beyond the Ship Canal, Salford Quays is also home to a variety of tenures including small terrace homes and large apartment blocks. The Clippers Quay development, in particular, offers a very visible residential environment with large waterside landscapes and roof terraces.

A Cultural Landscape

Wharfside and the adjacent Salford Quays is home to a number of unique cultural landmarks, each drawing large amounts of visitors to the area. The Lowry Theatre, Old Trafford Cricket Ground and the Old Trafford Stadium, in particular, attract international and national visitors to the area. Additional attractions, including the Imperial War Museum North, Lowry Shopping Centre and Victoria Warehouse, offer a varied experience for visitors to the area. The visitor experience, however, is disjointed and the opportunity to encourage visitors to move through the area is not taken.

To the north the Imperial War Museum North marks the arrival from Salford with a unique architecture, however, fails to draw people along the impressive Wharfside walk. Similarly, the grandeur of Old Trafford football stadium is not matched by the urban realm around it. The evolution and regeneration of Salford Quays and the Ship Canal has created a vibrant and attractive waterfront, with opportunities expanding into Trafford. The Wharfside area is a popular route for walkers and cyclists, offering nostalgic images of promenading.

Connecting a Fragmented Landscape

The industrial and commercial use of the area has led to an inward looking and fragmented form which provides little opportunity to draw people through the site. The introduction of major cultural and sporting attractions at the edges of the site has created key gateways which announce dramatic arrival points into the area.

The key challenge for this framework is to reconnect this currently fragmented place. There is a need to draw the key assets of the place together, with key placemaking interventions which celebrate key arrival points throughout the area. The framework has the potential to create a flexible place which revolves around a network of streets and space, delivering a series of moments in which communities can engage with one another. These connections should unlock opportunities to create both dramatic and intimate moments, reflecting the diverse character of the place.



Industrial Landscape



Manchester Ship Canal



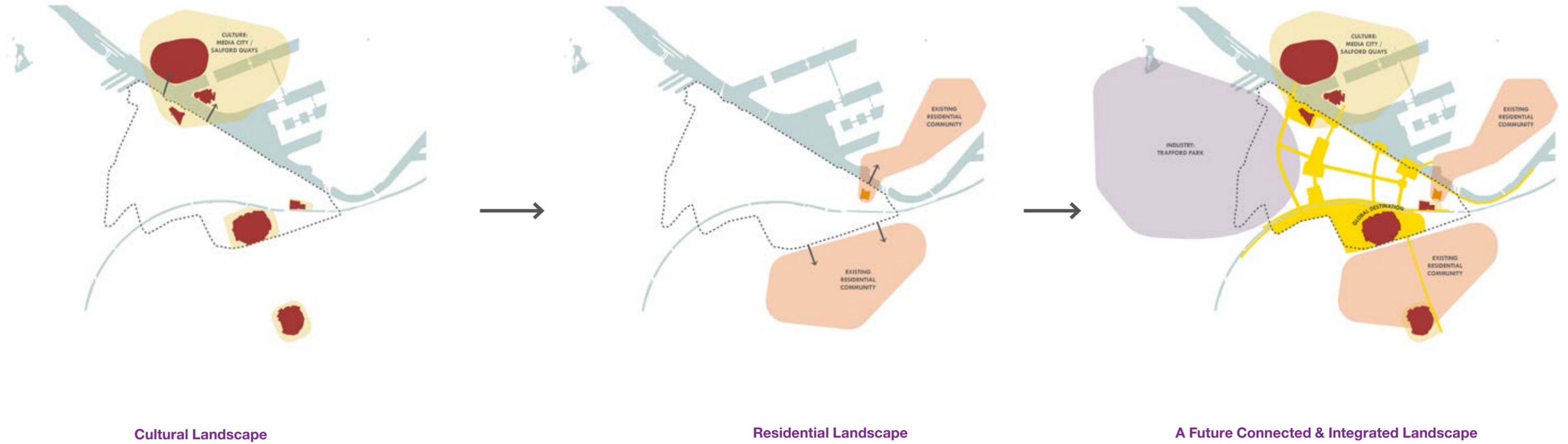
Heavily trafficked, wide infrastructure corridors through site

5 Local context and spatial analysis

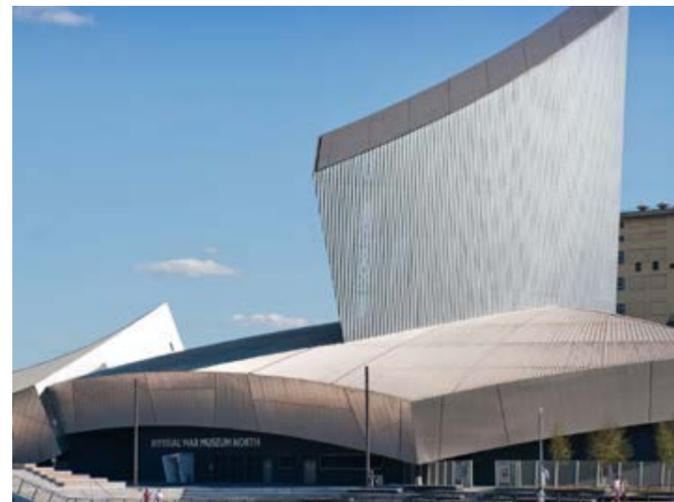
5.14 Sense of place - Landscape context

Fig. 5.25

Diagrams showing the current landscape context of Trafford Wharfside and the surrounding area



Old Trafford Stadium



Imperial War Museum North



Clippers Quay



A greener, activated landscape to encourage liveability and connect visitors to the place.

5 Local context and spatial analysis

5.15 Green Infrastructure

The Trafford Wharfside area, and its immediate surrounding area, is currently lacking any publicly accessible green space.

Trafford Ecology Park and the boating lake is one of the only remaining landscape heritage features of the former De Trafford Family estate. Whilst it acts as a form of 'oasis' within the primarily industrial Trafford Park, opening hours are restricted.

There are a few green spaces and parks further afield, including Ordsall Park in Salford, but these spaces are too distant for prospective residents of Wharfside to reasonably access on foot.

The creation of a new residential community will require the provision of a number of new green spaces within the Wharfside area itself. These spaces should be large enough to accommodate tree planting, growing space, places for children to play and for adults to relax. Residents should be able to reach these spaces from green, active travel corridors which allow for the provision of dwell time.

There is also an opportunity to better utilise the landscape potential of the existing linear infrastructure including the canals and major road corridors to maximise green infrastructure running through the site.

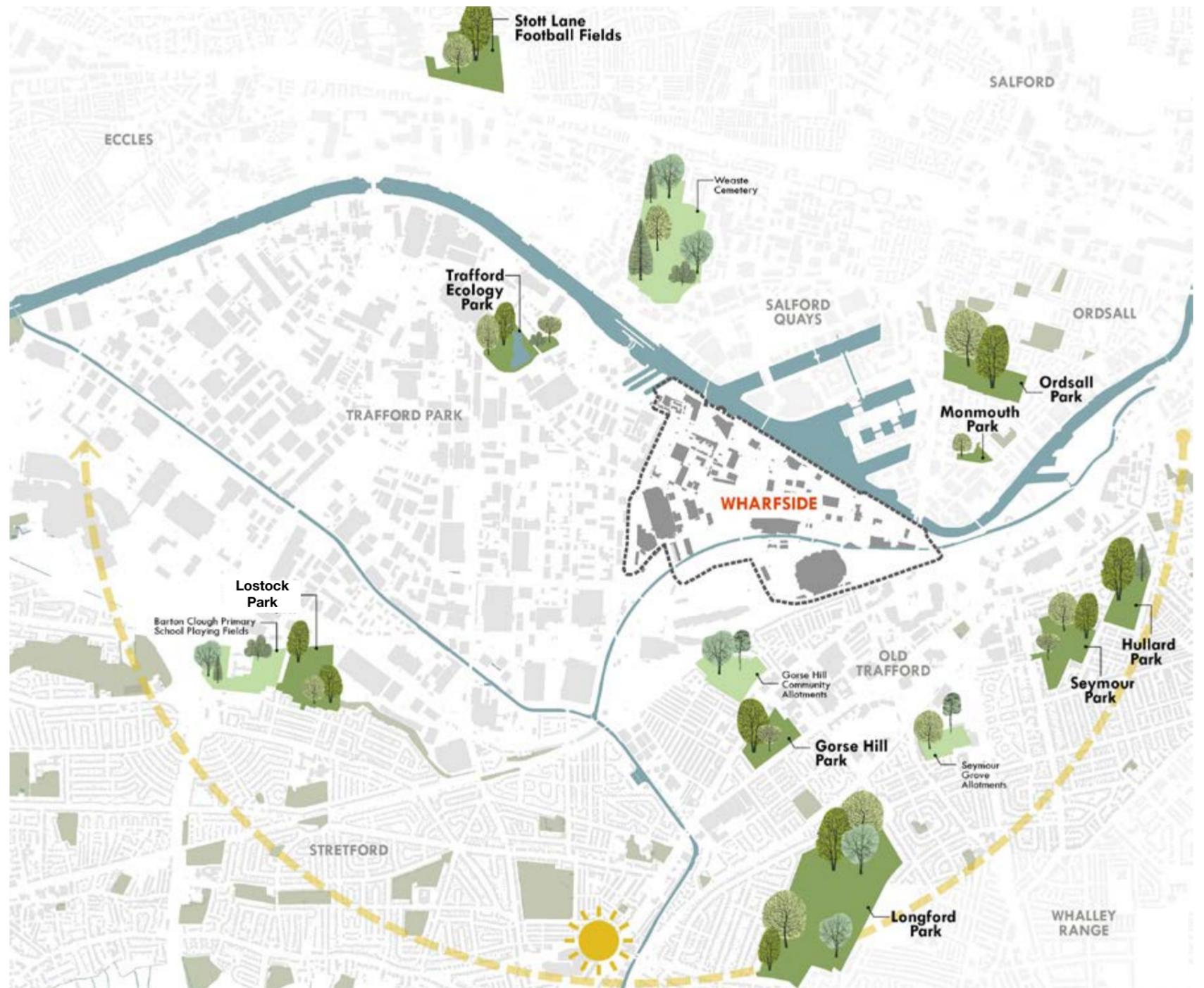


Fig. 5.26
Wharfside is currently lacking in any green space

Key

- Public Parks
- Important local green spaces

5 Local context and spatial analysis

5.15 Green infrastructure

This page
Example images
of local green
infrastructure

The only green infrastructure within the Wharfside project boundary exists in the form of mature and in some cases pioneer vegetation corridors to the edges of plot boundaries and vacant brownfield sites. The A Roads traversing the site, including Wharfside Way and Trafford Wharf Road are generally well framed by large green verges made up of mature trees and hedgerow. Changes in level north of Wharfside Way are generally accompanied by general landscape bunds which mark the plot boundary and entrances.

Scope exists for greening the Bridgewater Canal and Manchester Ship Canal corridors, both of which have tremendous potential to become green active travel corridors.

Mature vegetation corridors



5 Local context and spatial analysis

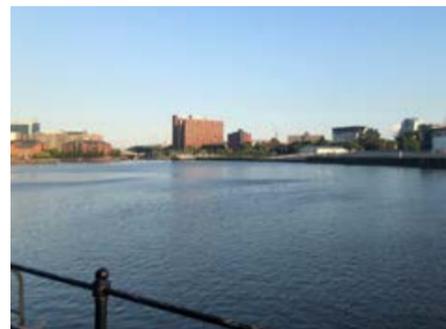
5.16 Waterways

The canal network is a key part of the landscape within Wharfside. The site is located strategically between the Bridgewater Canal and the Manchester Ship Canal, offering water connections across Greater Manchester. The waterways offer good linear connections through the site and towards Salford, Trafford and Manchester. Connection along both canals, however, disjointed with connections east through the adjacent Pomona Island creating a barrier to movement into Manchester City Centre.

Both canals have high levels of recreational and leisure movement on the water and on their towpath, offering a popular cycle and rowing route for example. The Wharfside area, looking towards Salford Quays, is a particularly popular running and walking route. The Bridgewater Canal is currently under utilised as a landscape asset and connectivity down to the canal in this area is very poor.

Connections between the two canals is poor and, therefore, opportunities exist to celebrate enhanced connections between Salford and Trafford by enhancing bridge connections and the landscape connections through the Wharfside site.

Finally, the historic significance of the canals and the connection to the Industrial Revolution is currently under represented in the area. The opportunity to visually represent this in the landscape and public realm should be considered.



Manchester Ship Canal / River Irwell



Bridgewater Canal

Key

-  Manchester Ship Canal / River Irwell
-  Bridgewater Canal

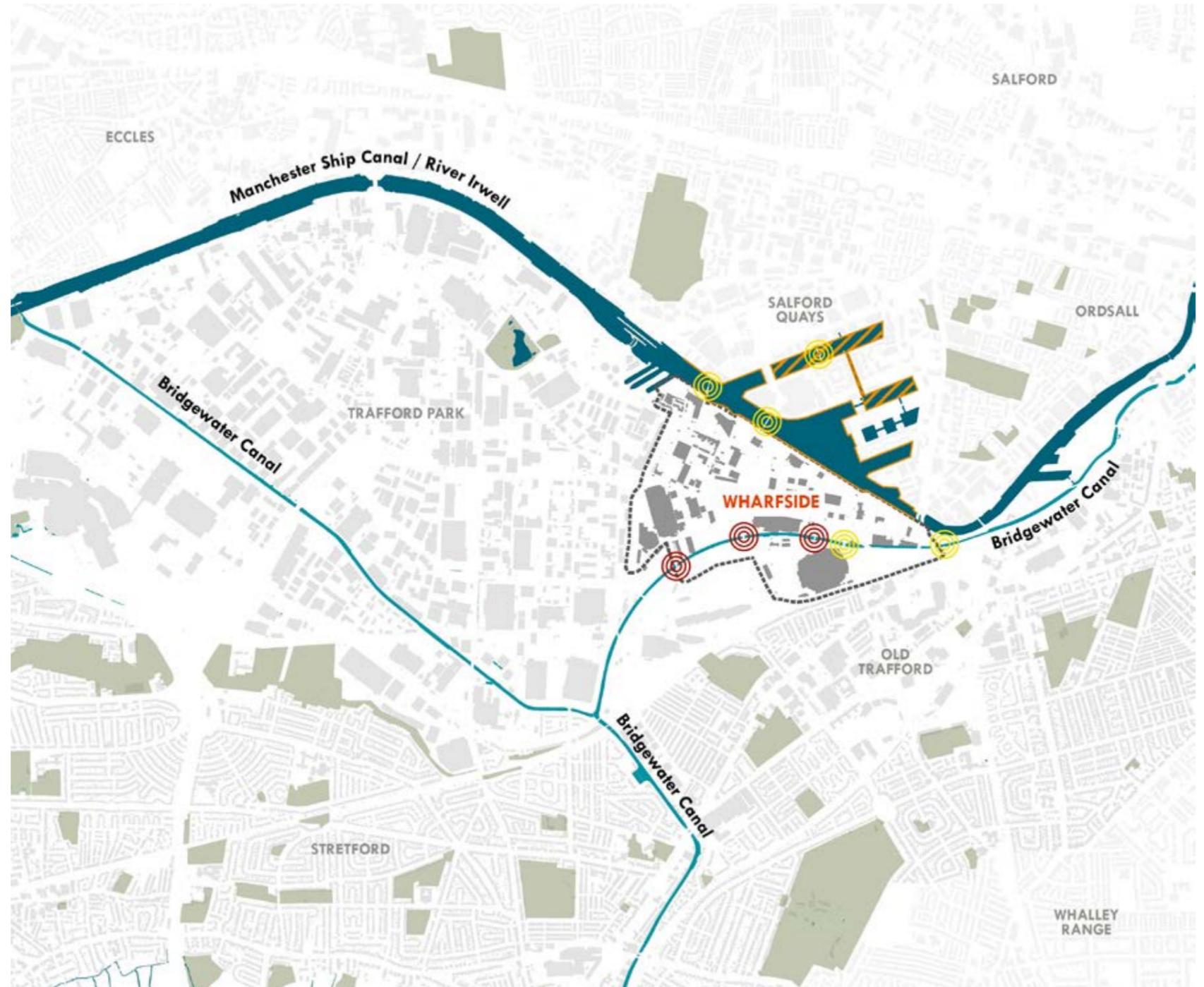


Fig. 5.27
Wider area plan showing surrounding waterways

5 Local context and spatial analysis

5.17 Blue infrastructure - Access and crossing points

This page
Example images of
local blue infrastructure

The proximity to both canals is a unique feature that has shaped the formation of Trafford Wharfside and surrounding local centres, over the last 200 years. They are social, ecological and leisure assets that should be celebrated and function at the heart of the proposed framework.

Access into the water



Salford Quays is the only point where you can get down to level and enter the water, consequently allowing for an active waters edge. Swim events and water sports are a successful feature of the Quays.

Salford also allow for many opportunities to sit and dwell on stepped seating near the water's edge. In Wharfside there is a promenade but it is disjointed, not well maintained and inactive.

Poor Bridge Crossing



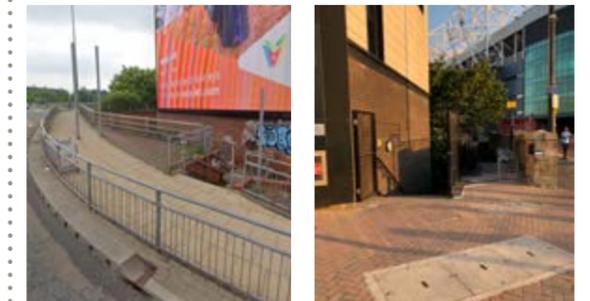
The poorest quality bridge connections are from Trafford Wharfside over the Bridgewater Canal. They are primarily of a former industrial use, vehicular dominated, unwelcoming and often easy to miss. They give major opportunity to be enhanced for the pedestrian experience particularly around the Old Trafford Stadium.

Good Bridge Crossing



Connections and access to the Manchester Ship Canal are good with investment being made into architectural bridge connections over to Salford Quays and Media City allowing Wharfside the opportunity to make a cultural connection and make the most of both sides of the water.

Canal exit points



The Bridgewater Canal provides good linear walking and cycling connections through to Manchester Centre and on to Stretford but the exit points that sit within the Wharfside boundary are very poor. The bridge crossings particularly around Old Trafford Stadium are blocked, feel industrial and are not pedestrian focused leaving access onto only one side of the canal

5 Local context and spatial analysis

5.18 Landscape character and analysis

At present there are varying types and qualities of streets and spaces that will have a changing role as Wharfside is developed through this framework. The plan and annotated images aim to capture the key public realm features on site including, existing connectivity, street network, access to water, mature green spaces and bridges, highlighting where there is potential for change or improvement.

All large civic spaces in the area are primarily well used and will play a key part in stitching any proposed new landscape together. Currently, those in Wharfside are well used but of poor quality and lack an integrated landscape approach to increase greening through the area.

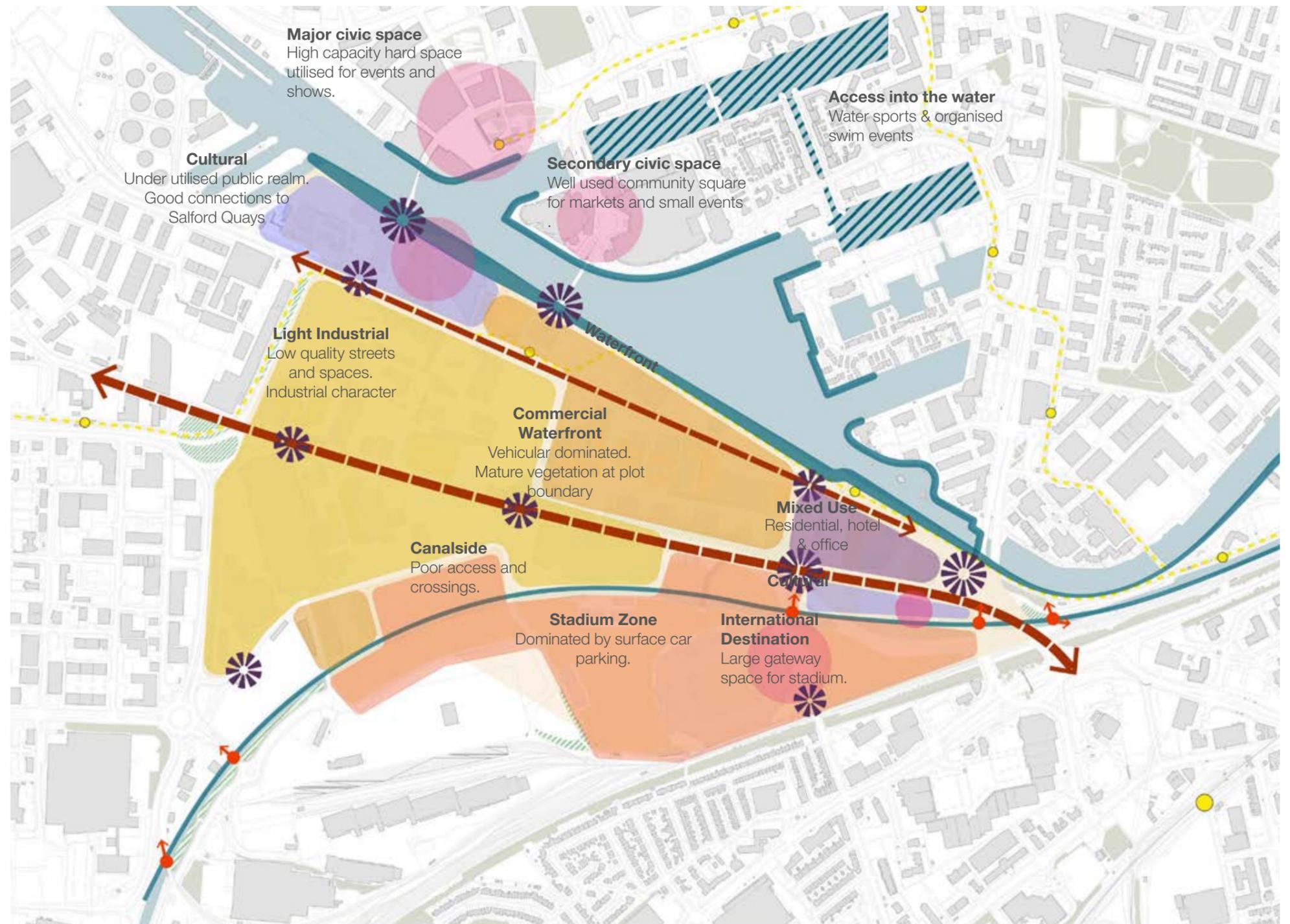


Fig. 5.28
Plan showing the current character areas within the Trafford Wharfside area and its surrounding context

5 Local context and spatial analysis

5.18 Landscape character and analysis



5 Local context and spatial analysis

5.19 Site constraints

Key

-  Wharfside Strategic Location
-  Metrolink Stop
-  Poor wayfinding to Media City
-  Acoustic pollution from Road / Containerville
-  Impermeable edge with limited connections to wider area
-  Local assets hard to access
-  Key views on approach obscured
-  Bisected by busy traffic
-  Limited green space
-  Restricted access to canal
-  Blue infrastructure hidden and underutilised
-  Metro line dominates key waterfront length + reduces crossing points
-  Low visibility and connections to Manchester Ship Canal

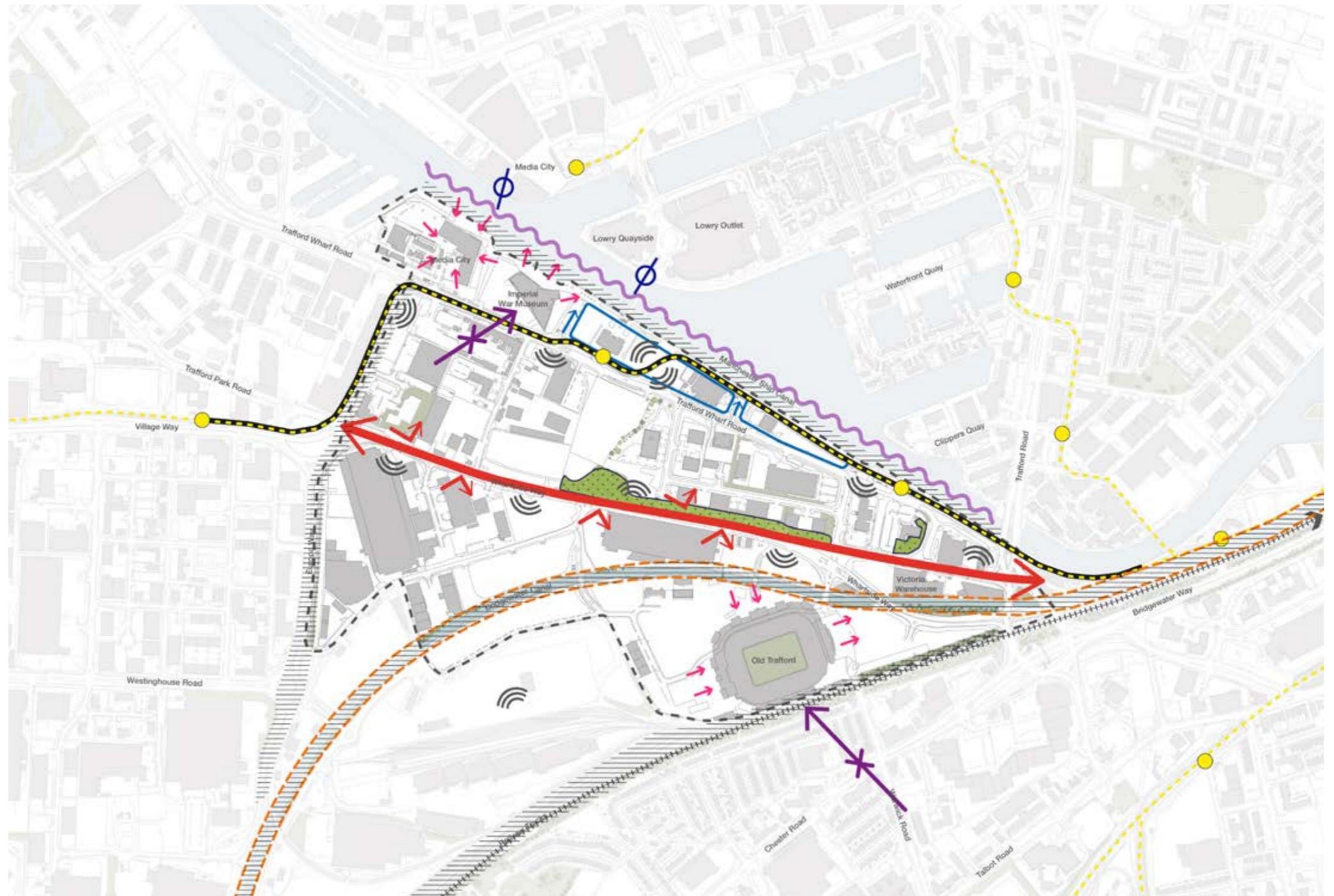


Fig. 5.29
Site plan showing site constraints



5 Local context and spatial analysis

5.23 Site opportunities

Key

- Wharfside Strategic Location
- Metrolink Stop
- ↔ Rationalise and enhance vehicular routes
- ↔ Maximise connections between and to waterways
- Open up Bridgewater Canal
- Open up connections to MSC
- ✕ Knit into existing context
- ♥ Weave in meaningful open space
- ↔ Strengthen and celebrate north/south connections between Salford and Trafford
- ↔ New pedestrian and cycling bridge connection
- ↔ Celebrate new processional route
- ☼ Celebrate existing cultural assets
- ~ Activate waterfront
- - - Emerging local development

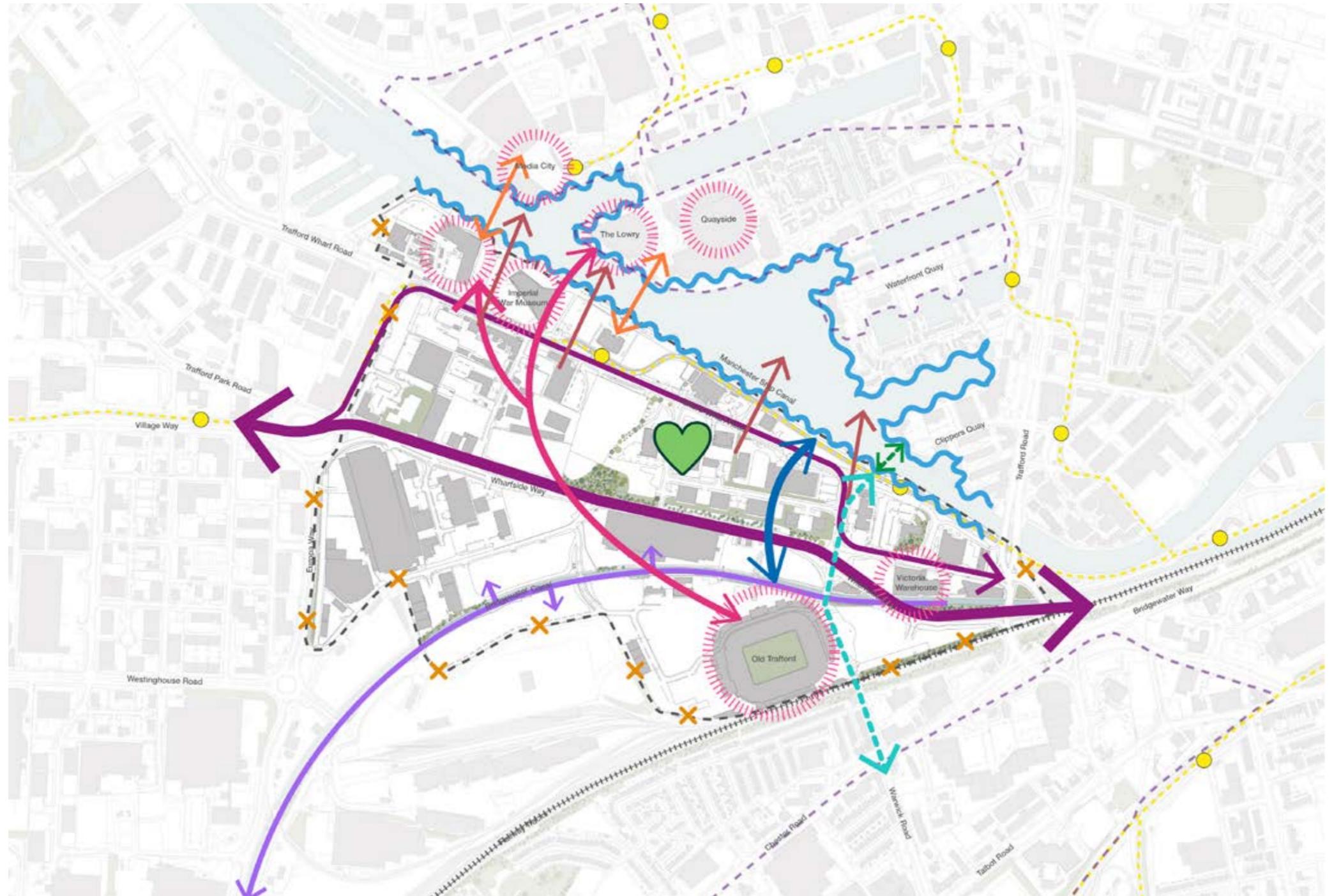


Fig. 5.30
Site plan showing site opportunities



6 Development Framework - Vision

Nature and Landscape at its Heart

Delivering a landscape-led place where people have access to nature and landscape on their doorstep, contributing to biodiversity and wellbeing within the city. Delivering a safer, more attractive and healthier place to live and visit.



Healthy, Active and Engaged Community

Utilise Wharfside's highly accessible location to create a place where all public spaces and amenities are accessible within an easy 5-minute walk, offering healthy and engaged lifestyles. Engage the new community in designing new places and buildings to encourage a sense of ownership.



Connecting and Celebrating the Waterfront

Create strong connections between the Bridgewater and Manchester Ship Canals, as well as along their lengths, creating highly active and attractive corridors of movement through Wharfside with points of celebration at key vantage points.



Strategic Placemaking Objectives

Designing with Character and Beauty

New buildings should have a positive and coherent identity. They should be context appropriate, protect the setting of heritage assets whilst embracing new and sustainable ideas and bringing delight. Opportunities to create exciting new spaces around Wharfside's key landmarks (IWMN and Old Trafford) should be grasped. View corridors should link these landmarks to create a truly global destination.



A Place Defined by its Streets

Deliver a network of highly accessible, safe, inclusive and active streets which prioritise walking and wheeling and embrace placemaking throughout the neighbourhood.



Connecting Wharfside into the City

Ensure that all new communities are knitted into the fabric of the city and embrace the existing connections to surrounding neighbourhoods.



6 Development Framework

6.2 The neighbourhood placemaking vision

A 5-minute community with a global reach

Trafford Wharfside is well-connected to sustainable modes of travel, offering an opportunity for a highly liveable and sustainable new urban waterside community. Served by three tram stops, with easy access to major employment and leisure hubs at Salford, Trafford Park and Manchester City Centre, Trafford Wharfside offers an opportunity create a new place which balances major destination places with more community focused spaces for residents to enjoy throughout the day and week.

Building on Trafford's vision for a network of 20-minute communities across the borough, our vision for Trafford Wharfside is a dynamic and ultra-connected network of 5-minute communities. The scale of the place, coupled with access to the Metrolink and opportunity for connected open space and amenity, delivers a huge opportunity to offer a place to live and visit where all amenities, landmarks and public spaces are easily accessed within 5-minutes walk.

The aim is that, as the area evolves, the zones where the 5-minute communities meet (see below) will be home to shared amenity, such as shops and community facilities, and public open space which will serve the whole area.

This placemaking vision will create a greener, more natural place which offers a balance between engaged community spaces and major global destination spaces. The result will be an attractive, connected and natural place to live, visit and dwell.

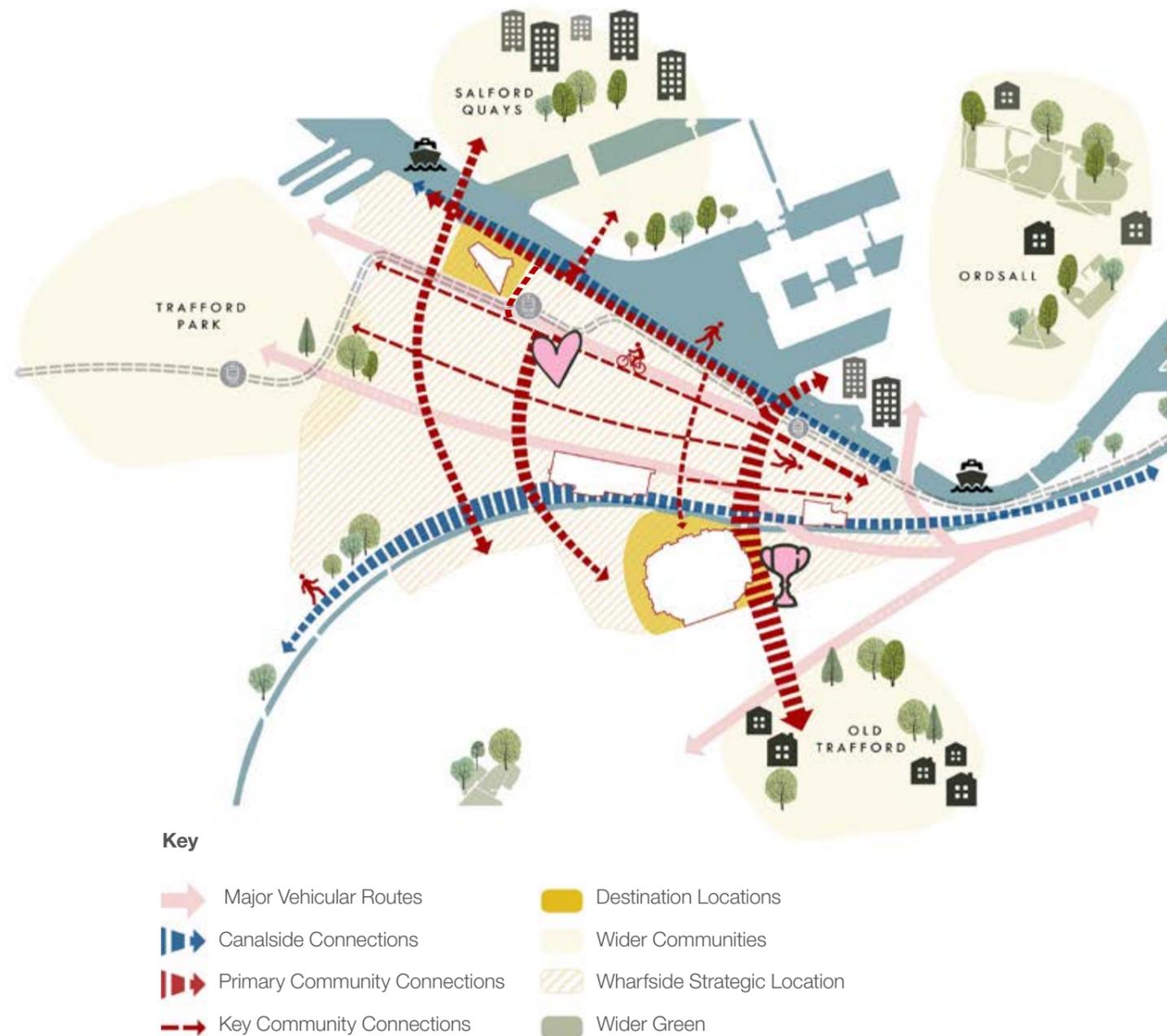


Fig. 6.02
Trafford Wharfside Placemaking Vision



Fig. 6.03
15-minute walking areas which come together to connect the whole of Trafford Wharfside, locating amenities and public open space strategically where the areas meet.

Right:
View along the Manchester Ship Canal, looking west with MediaCity in the background





IMPERIAL WAR MUSEUM NORTH

7 Development Framework - Delivery and phasing

7 Development Framework - Delivery and phasing

7.1 Indicative potential development plan

Development opportunities

This plan identifies the potential development opportunities for the Wharfside area, by broad uses, and is for illustrative purposes only as a high-level overview. The Draft Masterplan provides more detail and needs to be read in conjunction with this plan.

Definitive planning policy, upon which planning, development and investment decisions can be made, will follow via the Trafford Local Plan and/or other appropriate formal planning documents. The outcomes of the formal plan-making process may differ from that shown on the plan..

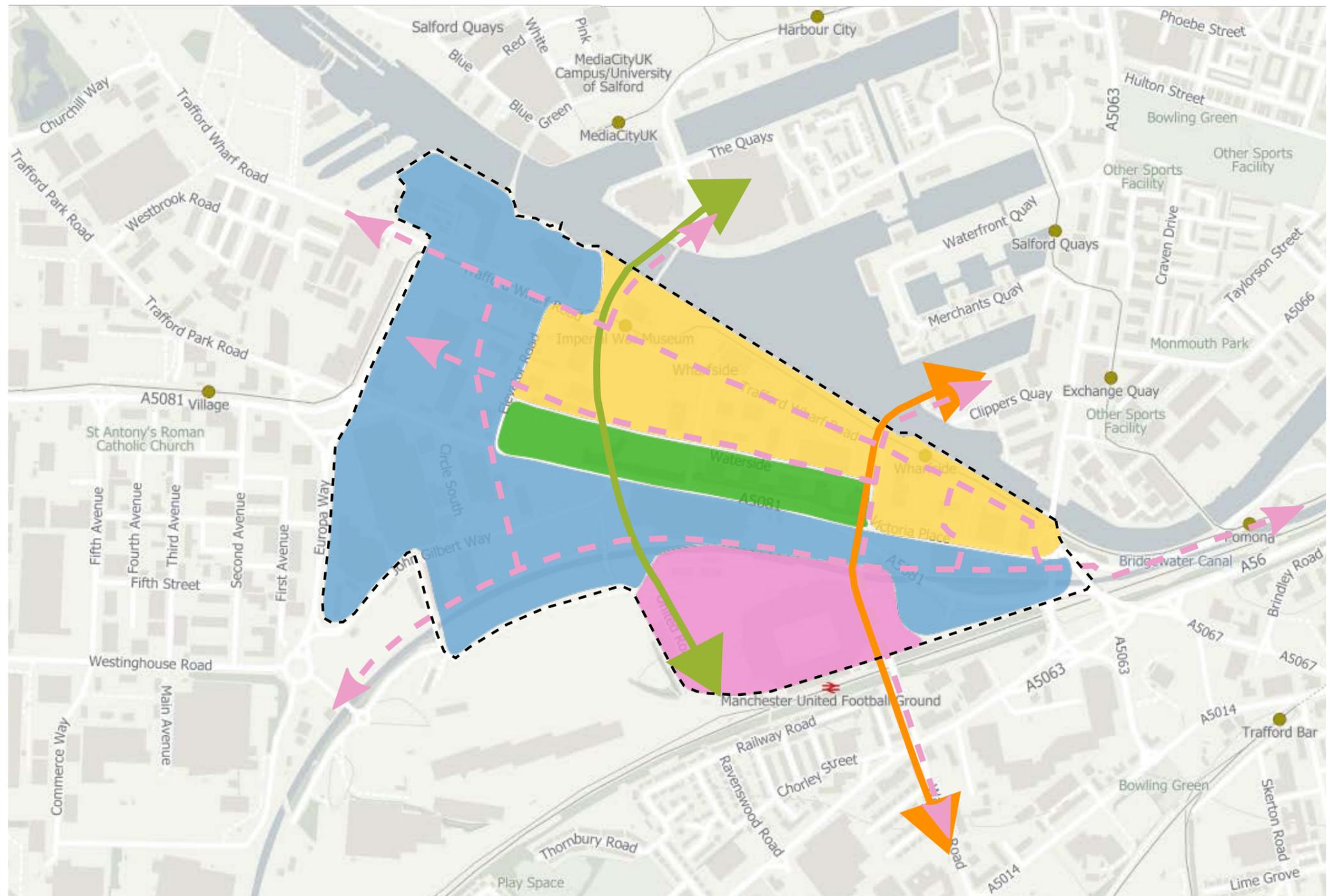


Fig. 7.01
Indicative Potential Commercial-Led Zoning Plan

This Framework is an indication of the potential development opportunities in the Trafford Wharfside area and is not binding on any party; however it will be a material consideration in the determination of planning applications. Definitive planning policy upon which planning, development and investment decisions can be made will follow via the Trafford Local Plan and/or other appropriate formal planning documents. The outcomes of the formal plan-making process may differ from that shown on this page.

7 Development Framework - Delivery and phasing

7.2 Delivery strategy

Nature and Scale of Change Envisaged

The Development Framework has identified the potential for significant change across Trafford Wharfside, including continued economic contribution of the area alongside new residential development.

The Framework recognises that Trafford Wharfside has an important role to play to the wider Trafford and Greater Manchester economy. This includes the need to retain the quality elements of existing business and employment activity, but at the same time deliver a significant new residential / mixed use neighbourhood.

The masterplan that will sit alongside this Framework will ensure that the development potential of the area as a whole is optimised whilst at the same time delivering a green, beautiful and sustainable place.

Principles of Delivery

This Development Framework will require partners to work closely together to secure comprehensive and tangible change at Trafford Wharfside. The Framework and masterplan provide a roadmap that stakeholders can take ownership of and progress at pace.

Partners will need to be innovative in their approach to delivery, drawing on the principles set out below.

Trafford Development Framework Delivery Principles

- **Climate Resilience:** Ensuring that any delivery within Trafford Wharfside contributes positively to addressing the climate emergency, and complies with climate change policies within the Development Plan;
- **Collaboration and Partnership:** Making the most of opportunities to work collaboratively to share resources and accelerate, positively shape, secure 'marriage value' and refine delivery;
- **Positivity and Problem Solving:** Approaching delivery positively, solving problems and overcoming barriers;
- **Commitment and Focus:** A shared long-term commitment to responding to the challenges and opportunities identified and driving forward delivery;
- **Innovation and Creativity:** Experimenting with innovative project ideas and exploring innovative approaches to leverage funding; and,

- **Agility and Pace:** Working rapidly together to deliver change and continuously reviewing projects to ensure they respond to changing needs.

Key Delivery Considerations

The Council will support the delivery of sites in accordance with the Development Plan in the following ways:

Climate Resilience

Trafford Council declared a climate emergency in November 2018, and has made a commitment to carbon neutrality for the borough by 2038.

In development terms specifically, the Council has enhanced existing planning requirements that will improve sustainability such as Electric Vehicle Charge Points and Cycle Storage on new build homes and is committed to developing new low carbon planning policies as part of Places for Everyone and the emerging Local Plan that will support the Borough's target of becoming a Net Zero Borough by 2038

The Council has also committed to provide community leadership to help reduce CO2 emissions towards net zero across the borough, establish action to tackle climate change as a key driver of all decision-making; and take action to mitigate the impact of climate change on a Borough wide basis and beyond, through adaptation.

Future delivery in Trafford Wharfside will be progressed in accordance with this context and these commitments. The Council will expect all partners in delivering against this Framework to mirror and integrate the commitments made.

Development Sites in Private Ownership

The majority of sites captured within the Framework are in private ownership. The Council will assist in the delivery of these sites by:

- Encouraging early pre-application engagement from developers.
- Continuing to produce and evolve planning policies and frameworks that reflect the area's changing context including the Wharfside Masterplan, the new Local Plan and the Trafford Design Code.
- Providing clear and consistent advice to developers to ensure the delivery of high quality development.

- Using planning conditions to minimise disruption to residents and businesses during construction.
- Using planning obligations to secure the provision of a high quality public realm, public open space, affordable housing, family housing, in addition to maximising local employment opportunities. In accordance with national and local planning policy and guidance

The masterplan will be produced to allow individual development parcels to come forward in a way that does not prejudice the delivery of adjacent sites or the area as a whole, whilst at the same time ensuring that a comprehensive approach is taken in delivering an attractive public realm, public open space, community facilities and other infrastructure.

The Council will, where appropriate, intervene to ensure that Development Plan allocations are delivered in good time, and to facilitate more comprehensive development delivery. This will always be done by agreement where possible.

7 Development Framework - Delivery and phasing

7.2 Delivery strategy

Development Sites in Council Ownership

The Council will seek to maximise the value and promotion of the Vision and Objectives contained within the Trafford Wharfside Framework in all sites it either owns or acquires an interest in.

In considering how the Council delivers against the aspirations contained within this Framework, there are a number of delivery routes that the Council will be mindful of in either its use of its own land or when providing guidance and assessing applications for development through the planning application process. Approaches to delivery include the following:

Self-delivery: For those sites that are wholly within the Council's control and do not require integrating adjacent sites, the Council will consider options for developing out the sites in accordance with the aspirations contained within the Framework.

Joint Venture: The Council has a strong track record in working within Joint Ventures and will consider appropriate opportunities within the Trafford Wharfside area where it can bring its skills and expertise to jointly bring forwards more complex developments in partnership with private and public sector partners.

Development Agreement: The Council may consider options around Development Agreements when disposing of its land, this may be used to promote developments taking place that are in alignment with the Vision and Objectives as set out within the Framework.

Land Sale: The Council may consider achieving best value for its assets through offering the land on the open market.

Strategic Master Developer: The Council may consider options for taking on the role of Strategic Master Developer for larger or more complex areas of Trafford Wharfside or it may consider working in partnership with another public or private sector developer who wishes to take on this wider role.

Public Realm Interventions and Management

The Council's role in the delivery, management and promotion of public realm will be influenced by ownership dynamics. Public space interventions that sit within privately owned development sites are expected to be delivered and likely funded by the developer as part of the scheme, or as part of wider public realm requirements required to deliver an

attractive and sustainable place. There is an expectation that a high-quality public realm will be delivered, and the Council will set the location and nature of this space through the masterplan and the planning process.

For sites in public sector ownership, the responsibility will sit with the Council to deliver these interventions. These may be funded, or part funded through S106 contributions or through the drawing down of external funding through the submission of bids to external funding streams.

The Framework is a long-term ambition and therefore the Council recognises the need to ensure that long term stewardship and management strategies are in place and implemented across any new and retained and improved built environments within the Framework area. The Council recognises delivering high standards of maintenance and care within the public realm will ensure the environment remains safe and attractive to users. It also ensures the obligations under any future development agreements or leases are being adhered to and in the early part of the public realm life cycle, the necessary maintenance is being undertaken ensures warranties are kept in place.

The Council will expect place management strategies to come forward as part of any development proposals – integrating on-site and off-site management considerations. Exploration should be undertaken around the potential to establish an area-wide management strategy and delivery structure. Whomever resumes the responsibility for managing the estate should develop a site specific plan that retains all rights under the warranties. Over the course of the life of the public realm there will be a need for periodic replacement of all of the items delivered. This replacement will be influenced both by the materials selected on install but also the levels of usage they receive. A robust approach to maintenance and early stage rectification of any faults can increase the life span of every element. A high level life cycle cost illustration is included below – summarising when lifecycle costs could be expected across the area– subject to the detail of design and delivery of the public realm across the area.

Any future public realm strategy (outside of private interests) must have regard to value generation and direct commercialisation and/or service charge structures to be in place to enable funds to be available. This will create reserve funding to mitigate large scale cost items.

Once developed it is feasible to consider events and schemes that may in fact generate revenue within the realm. This revenue can be retained to help reduce the ongoing running costs or as commercial return subject to whether service charge can be leveraged to address ongoing costs and maintenance.

Some examples of commercialisation opportunities includes: Sponsorship of elements of the estate, for example local businesses may wish to sponsor a bench or an area of planting;

- Specialist markets;
- Hiring out available space;
- Making the space available for filming, production companies frequently look for underutilised locations.

sustainable and high-quality physical environment – shaping wider development investment and building on the opportunities already abundantly present in the Trafford Wharfside area.

All of the moves are conceptual and require progression of more detailed design, initially through the masterplan, and continued work with partners to put delivery strategies and approaches in place. Where the placemaking moves sit with a specific development plot / proposal (Enlivened Waterfront Destination - Manchester Ship Canal, Connecting to the Neighbours) – the Framework and Masterplan include principles to be factored into place and development design and delivery. Where the placemaking moves sit across ownerships and development plots (Liveable and Active Network of Streets, The Processional Route, The Living Link and Community Park, and The Banks of Bridgewater Canal), alternative delivery strategies are required. In summary the following is noted:

- Liveable and Active Network of Streets: this placemaking move is a design principle which cuts across the Wharfside area. This includes the need for newly created streets – which will need to reflect the ambitions of this document, and investment in existing streets through funding secured through future funding bids or capital programme, and/or through S106 contributions from development.
- Other placemaking moves including the Processional Route, the Living Link and Community Park, the banks of the Bridgewater Canal and other general public open space and public realm provision: Subject to progression of more detailed design proposals for these placemaking interventions, including those set out in the masterplan, it is assumed that they will be delivered on both privately owned land and public highways, either as an integral part of a development scheme or through s106 contributions from development, but also potentially through future funding bids or capital programme prioritisation.

Careful consideration will need to be given to the future management of open space. This will include a need to consider factoring long term management measures (e.g. water supply to support planting strategy, power supply to support commercialisation), appropriate governance (e.g. management company, community interest groups, etc.), and mechanisms such as estate charges to contribute to costs.

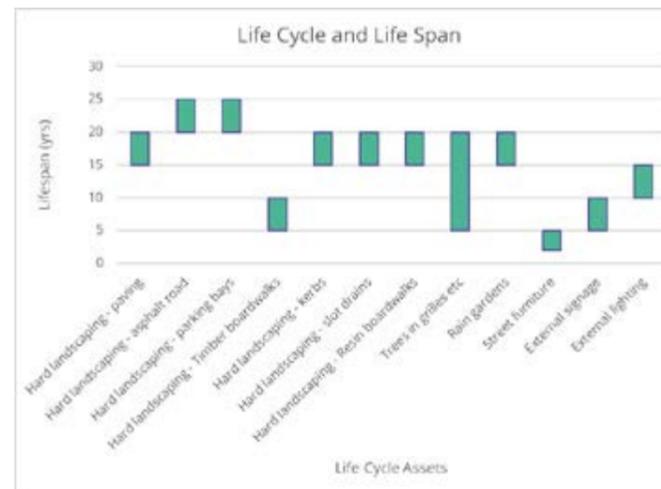


Fig. 7.03
Chart showing a high level life cycle cost illustration

Catalytic Projects and Development Phasing

Catalyst Projects

The Development Framework has identified six key placemaking moves - documented in Section 8 of the document. A number of these are integrated into specific development plots / proposals, and others cut across the area, ownership and development plots. These moves are considered priority opportunities to creating a positive,

7 Development Framework - Delivery and phasing

7.2 Delivery strategy

Bottom
No 1 Old Trafford,
Trafford

Development Phasing

Factors such as Development Plan allocation and the need to deliver sites within timescales set out within the plan, site ownership, scheme design, feasibility, viability and availability of funding, requirement for and time to secure vacant possession all impact the speed at which development sites across the Framework area can be delivered.

The Council will look to continue its close working relationship with the main landowners, Manchester United and Peel, but will also look to foster a close working relationship with all other landowners to help realise the objectives and vision of the Framework.

Peel's significant landholding, centred along the banks of the Manchester Ship Canal, provides an opportunity to build further on the success of MediaCity and The Quays.

Manchester United's landholding presents an opportunity to build on Old Trafford's role as an international sports and leisure attraction, and open up the stadium area to the Bridgewater Canal. It is understood that United are developing their own masterplan for this site.

The masterplan will set out how smaller landowners can bring redevelopment opportunities forward in compliance with the masterplan but without prejudicing the redevelopment of adjacent sites or the area as a whole.

The Council will endeavour to utilise negotiation and partnership approaches in delivering the ambitions of the Framework, the masterplan and the Development Plan but will consider the use of CPO powers where appropriate.

The Council recognises that the potential of the site to deliver significant socio-economic and environmental benefits, if supported by a comprehensive delivery approach may provide the means of building a business case to support funding.

Funding of Delivery

A wide range of public and private funding sources will be needed to deliver the interventions set out in this Framework. Where possible funding will be secured from private sector developers, both via direct delivery on development sites and through S106 agreements and CIL monies.

However, in some circumstances public sector funding may be needed to optimise outcomes. Some example sources of funding that could be considered are set out below:

- The UK Shared Prosperity Fund (prioritising investment in community and place, supporting local businesses and people and skills).
- Levelling Up Fund (Supporting town centre and high street regeneration, local transport projects and cultural and heritage assets).
- Brownfield Land Release Fund (Targeting Council-owned small sites that have been previously developed, and where viability issues have prevented their development. Additionally, funding available for Homes England to deploy on non-Council owned sites to enable brownfield delivery).
- Homes England Brownfield Infrastructure Land Fund (Nature of programme and scale of funding available to be confirmed following Government sign-off of programme).
- Community Ownership Fund (To support community groups to take ownership of assets and amenities at risk of being lost).
- Affordable Homes Programme (Grant funding to support the capital costs of developing affordable housing for rent or sale).

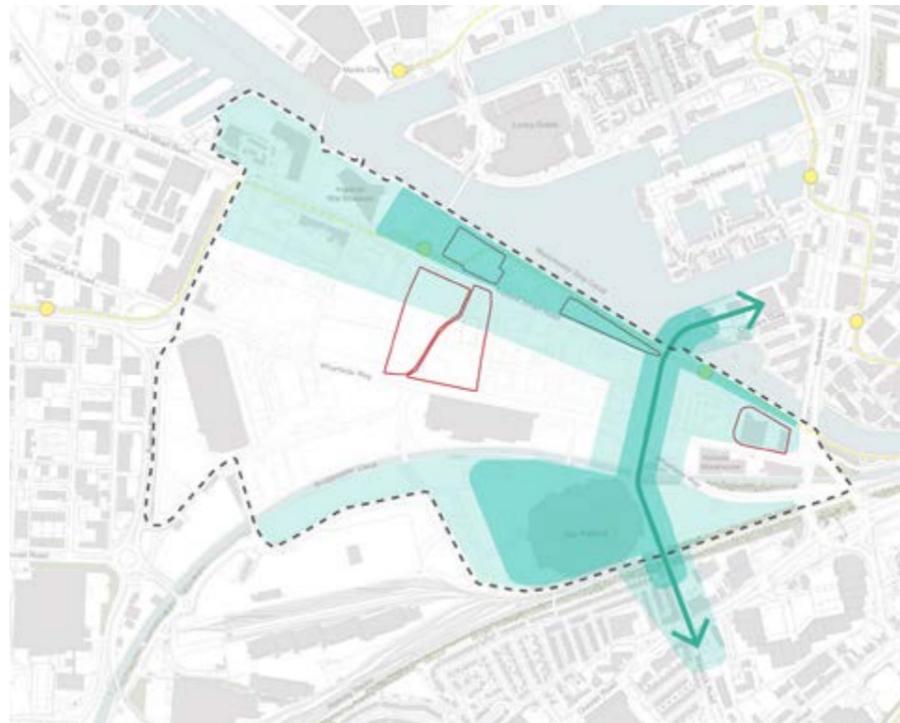
The Greater Manchester Combined Authority (GMCA) and Greater Manchester Property Venture Fund (GMPVF) are important additional sources of development funding and finance to be considered in more detail. GMCA administers the Greater Manchester Investment Fund and has a Brownfield Housing Fund (grant). At the time of writing GMCA continues to explore development pipeline associated with existing and potential future funding programmes. It is considered that Trafford Wharfside is an important candidate location for funding in this context in the future.

The Council will continue to review all local and national sources of funding available to support the delivery of the Framework vision and objectives as these will change over time.





Fig. 7.05
 Site plans showing an indicative phasing strategy for focusing development across the Trafford Wharfside area

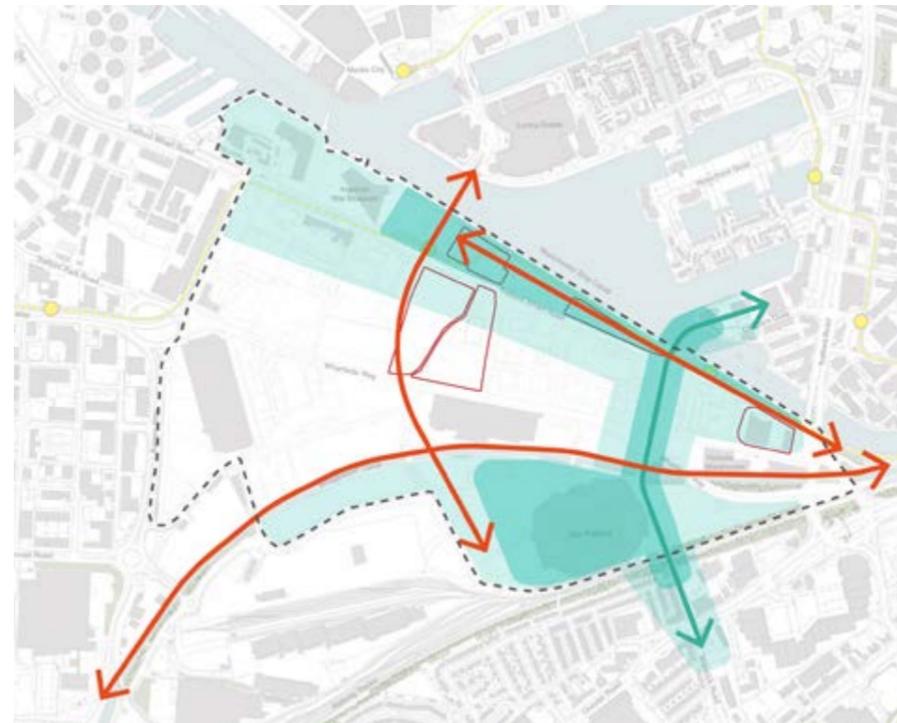


Destination Development

In the early stages, development is likely to be primarily focused along the waterfront and stadium zone, leading outwards over time. Development-ready or recently completed catalytic sites are identified in red, have the potential to drive early investment into the area. The Processional Route is a key intervention to be introduced at early stages to stimulate activity and engagement across the area, connecting the landmark stadium to the waterfront and across to Salford.

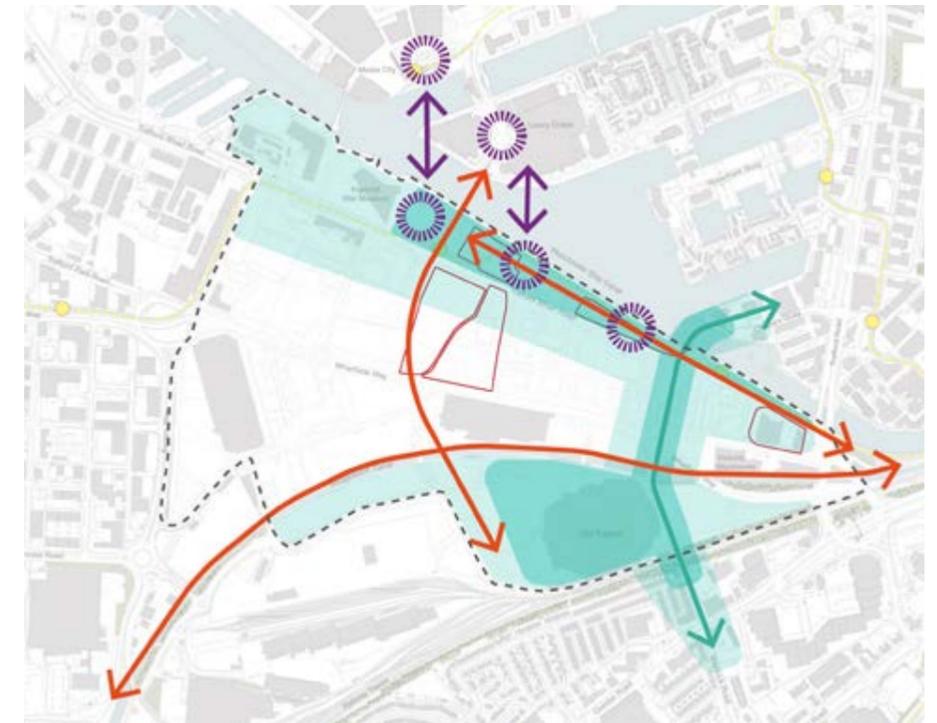
- Key**
- Stages of Development
 - Stages of Development
 - Catalytic sites
 - Processional Route
 - Key Active Corridors
 - Connections to Salford
 - Opportunity sites for temporary intervention

Left:
 Excelsior Works
 Manchester



Key Connections

As initial development progresses, the Living Link and further key corridors should be established as primary pedestrian and cycle active travel routes across the study area. The public realm along the waterfront from Millennium Bridge across to Pomona and the pathway along the Bridgewater Canal are both important connections to be enhanced.



Waterfront Activation

Vacant sites along the waterfront edge can be temporarily appropriated to stimulate engagement within Trafford Wharfside. These moments of activity can work in collaboration with Salford Quays and Media City to create a vibrant environment as phasing across the site progresses.

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8 Development Framework

8.1 Public realm and placemaking framework

Our placemaking vision has informed the proposed public realm framework (adjacent) and the key moves and interventions illustrated on the following pages.

The public realm framework sets out a hierarchy of public spaces, streets and corridors which will deliver the landscaped regeneration and growth of Trafford Wharfside.

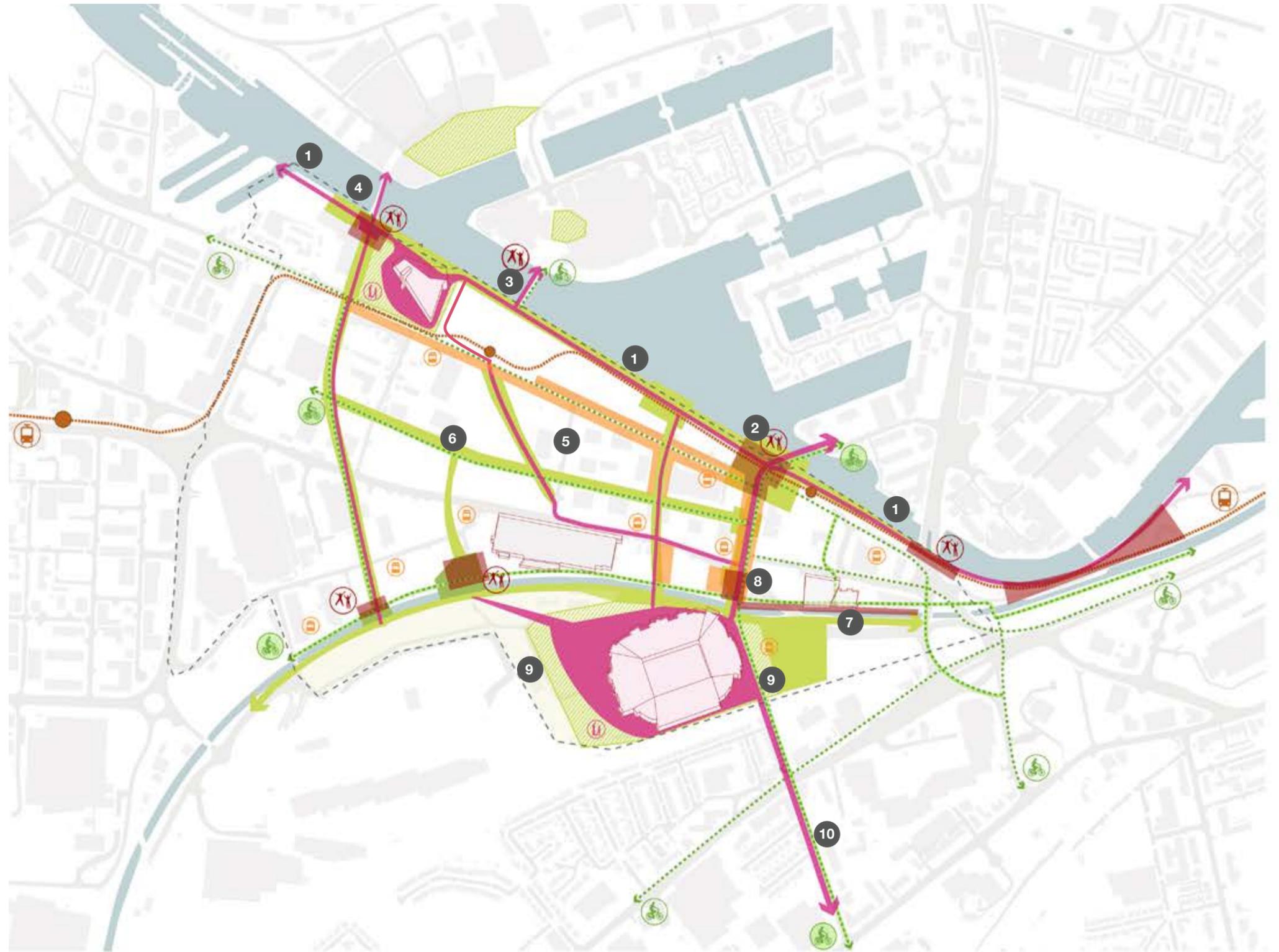


Fig. 8.01
Site plan showing proposed public realm framework

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8 Development Framework

8.1 Public realm and placemaking framework

The public realm framework is made up of the following:

1 Wharfside Waterfront

Enhanced linear space along the entire length of the site and connecting Wharfside to Salford, Pomona and Old Trafford.

Key principles:

- A continuous linear space to encourage walking and cycling along its route
- Enhanced connectivity to Pomona Island under the Trafford Road Bridge and unlocking route adjacent to metrolink
- Any development on Wharfside to retain high levels of daylight penetration into waterfront
- Careful use of planting and trees on the southern edge of the linear space to create a buffer to the tram line
- Use of creative lighting and public art to create a destination space for the city
- Creation of an active edge to the Waterfront through the delivery of highly active ground floors
- Celebrate crossings, bridges and arrival points to the Waterfront. Explore options for increasing crossing points over the Metrolink line.



Existing waterfront to be enhanced and allow further connection to the waters edge.

2 Wharfside Square

An enhanced arrival to the Bridgewater Canal at Sir Alex Ferguson Way.

Key principles:

- Enhance space around the Trafford Wharfside Metrolink Stop and Sir Alex Ferguson Way to create a major arrival space at the Waterfront.
- Create a flexible space which has capacity to accommodate match/ event day footfall and also operate as a day-to-day public square.
- Reduce clutter where possible and provide legible routes to the Waterfront.
- Introduce lighting and public art for activity and interest.
- Increase safety and use throughout the day through lighting and increased surveillance.



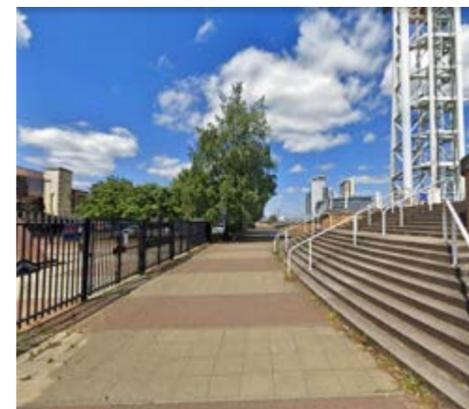
Precedent: A flexible space that can guide users to both the stadium, the waterfront and towards the IMWN.

3 Millennium Bridge

Enhanced public space at the Millennium Bridge, enhancing connections to Salford and creating a focal point on the Waterfront.

Key principles:

- A new gateway public space at the foot of the Millennium Bridge, creating a destination space along the Waterfront and celebrating the connection between Trafford and Salford.
- Grasp opportunities to create a playful and celebratory space for visitors and residents.
- Use of public art, lighting and small events to animate the space.
- Viewing areas and visual connections used to link the two sides of the canal.



Opportunity to create a gateway space at the foot of the Millennium Bridge forging the connection to Salford Quays.

4 Imperial War Museum North & Media City Footbridge

Enhanced public space at IWMN to celebrate this key landmark.

Key principles:

- Reduce barriers to deliver a comprehensive space surrounding the IWMN, creating a space and frontage onto the Waterfront and Trafford Wharf Road
- A cohesive space which reflects the internal use of the IWMN
- Frame views and routes towards Media City via the footbridge
- Create clear routes towards Trafford Wharf Road and beyond



Existing space to be enhanced to make further connection between Trafford, IWMN & Salford Quays.

5 “Low or No” Traffic Community

An emerging sustainable residential neighbourhood at the heart of Wharfside.

Key principles:

- Phased delivery of a new residential and/ or commercial community between Wharfside Way and Trafford Wharf Road
- Focus on active and sustainable connections to reduce reliance on car
- Focus vehicular access to periphery along Trafford Wharf Road and Waterside to unlock opportunity for car free streets and a central public open space
- Create legible active connections through the site
- Focus on health, safety and well-being to deliver a highly liveable space to live



Precedent: Pedestrian priority community/ commercial space that forms the ‘core’ of Wharfside.

8 Development Framework

8.1 Public realm and placemaking framework

6 Central Community Park

A new central park at the heart of Trafford Wharfside.

Key principles:

- Early delivery of a large public park at the heart of a new residential community
- Focus on the delivery of nature at the heart of the community, including innovative drainage solutions and careful landscape design to encourage increased biodiversity
- Use of informal and formal play to deliver a family friendly and healthy space for everyone
- Integration of cycling and recreational routes to encourage activity throughout the day
- Curation of the space for small to medium sized events within the park
- Legible green connections into and through the park to integrate the space into the surrounding communities
- Clear routes to nearby Metrolink stops for enhanced sustainable connections



Precedent: Central community space that combines event flexibility, play space and community uses .

7 Bridgewater Canal

Enhancement of the canal corridor and improved connections.

Key principles:

- Enhance the existing corridor through towpath enhancements, increased access at key junctions and greening of the route
- New canalside spaces to the north and south at key crossing points, forming connections between the two canals
- Increased opportunities for the recreational use of the canal and potential water taxi connections into Manchester



Precedent: Potential for activation along the towpath of the Bridgewater Canal as development begins along the edges.

8 Wharfside Way/ Sir Matt Busby Way

Further enhancement of junction for pedestrians and cyclists.

Key principles:

- Reduce scale of junction where possible through potential review of development plots
- Increase green space on the junction and running down Sir Alex Ferguson Way
- Maintain flexibility and capacity for large numbers of pedestrians on match day
- Retain cycle and pedestrian movement through the junction
- Use of public art and interpretation to aid legibility and create a gateway to Trafford Wharfside and Old Trafford
- Create spill out space and active frontage on all sides to increase vibrancy throughout the day
- Create enhanced access to Bridgewater Canal at the bridge, including the creation of a south facing space next to the canal



Precedent: Utilising segregated cycle lanes to give safe access to both pedestrians and cyclists.

9 Old Trafford Stadium

Major new landmark public space around Old Trafford Stadium.

Key principles:

- A major new world-class public space framing the whole of the Stadium
- A flexible space which is designed to accommodate high levels of match day footfall and events, whilst being adaptable for day-to-day use outside of these times
- Integration of green space and planting where possible
- Use of seating and barriers for effective HVM within the space
- Creative use of lighting to animate the space and the Stadium
- Clear legible routes to Old Trafford and towards Salford
- Enhanced connection between IWMN and Old Trafford through wayfinding, creative public realm design and legible routes



Precedent: Create a world class public space that has flexibility in both quiet and busier match day times

10 Warwick Road/ Chester Road

Enhanced corridor connecting Old Trafford with Trafford Wharfside.

Key principles:

- Comprehensive review of Warwick Road route connecting Old Trafford Cricket Ground, the Town Hall, Old Trafford Stadium and the Wharfside
- Enhanced cycle and pedestrian connections, including a review of the Chester Road and Talbot Road junctions
- Increased landscape and planting throughout the route, maximising opportunities for SUDs
- Maximise opportunities for active uses, particularly around Chester Road and into Wharfside
- Use of lighting, wayfinding and signage to increase legibility
- Community based art and engagement encouraged to integrate the local Old Trafford community with the Wharfside



Processional route towards Old Trafford to be enhanced and key gateway moments to be highlighted.

8 Development Framework

8.2 Key placemaking moves

- Fig. 8.02** Diagram demonstrating An Enlivened Waterfront Destination concept
- Fig. 8.03** Diagram demonstrating Liveable and Active Network of Streets concept
- Fig. 8.04** Diagram demonstrating The Processional Route concept
- Fig. 8.05** Diagram demonstrating Connecting to the Neighbours concept
- Fig. 8.06** Diagram demonstrating The Living Link and Community Park concept
- 8.07** Diagram demonstrating The Banks of Bridgewater Canal concept



An Enlivened Waterfront Destination

The waterfront at Wharfside will be regenerated to enliven the whole waterfront to create a major destination space



Liveable and Active Network of Streets

A new network of green and active streets connecting a network of new public spaces and the two canals



The Processional Route

A celebratory destination route, offering a flexible corridor connecting Old Trafford with Salford, with key spaces and squares at the cricket ground, football stadium and the canal arrival



Connecting to the Neighbours

Creating strong and attractive connections to surrounding communities within Salford Quays, Old Trafford and Pomona Island



The Living Link and Community Park

A natural corridor connecting a new mixed use residential community to the waterfronts and beyond, with a new community park at its heart.



The Banks of Bridgewater Canal

An enhanced canal corridor offering key spaces which connect the corridor to the Wharfside community and create vibrant canal side spaces at key interchanges and regeneration areas.

8 Development Framework

8.3 Public realm framework - The Waterfront

The Waterfront Vision

The Wharfside area will be a world class waterfront space, becoming a destination within the city region and a place that matches the global role of this area.

A strategy should be required for greening the waterfront. Previous comments have identified the difficulty with planting close the canal.

Three new public spaces will celebrate the arrival to the space and create key 'pause' points along the waterfront. The spaces are arranged around the two existing pedestrian bridges which connect to Salford, as well as a future connection to Clippers Quay at the Wharfside Metrolink.

These spaces will be highly active with a programme of events and public art utilised to celebrate the space, coupled with a concentration of active uses framing these spaces and emphasising them as destinations. Care will be taken to ensure the waterfront has access to light throughout the day and views from and to the space are framed positively.

The Wharfside waterfront will accentuate the site's existing popularity as a linear walking and cycling route, with links to Pomona Island and west along the Ship Canal unlocked.

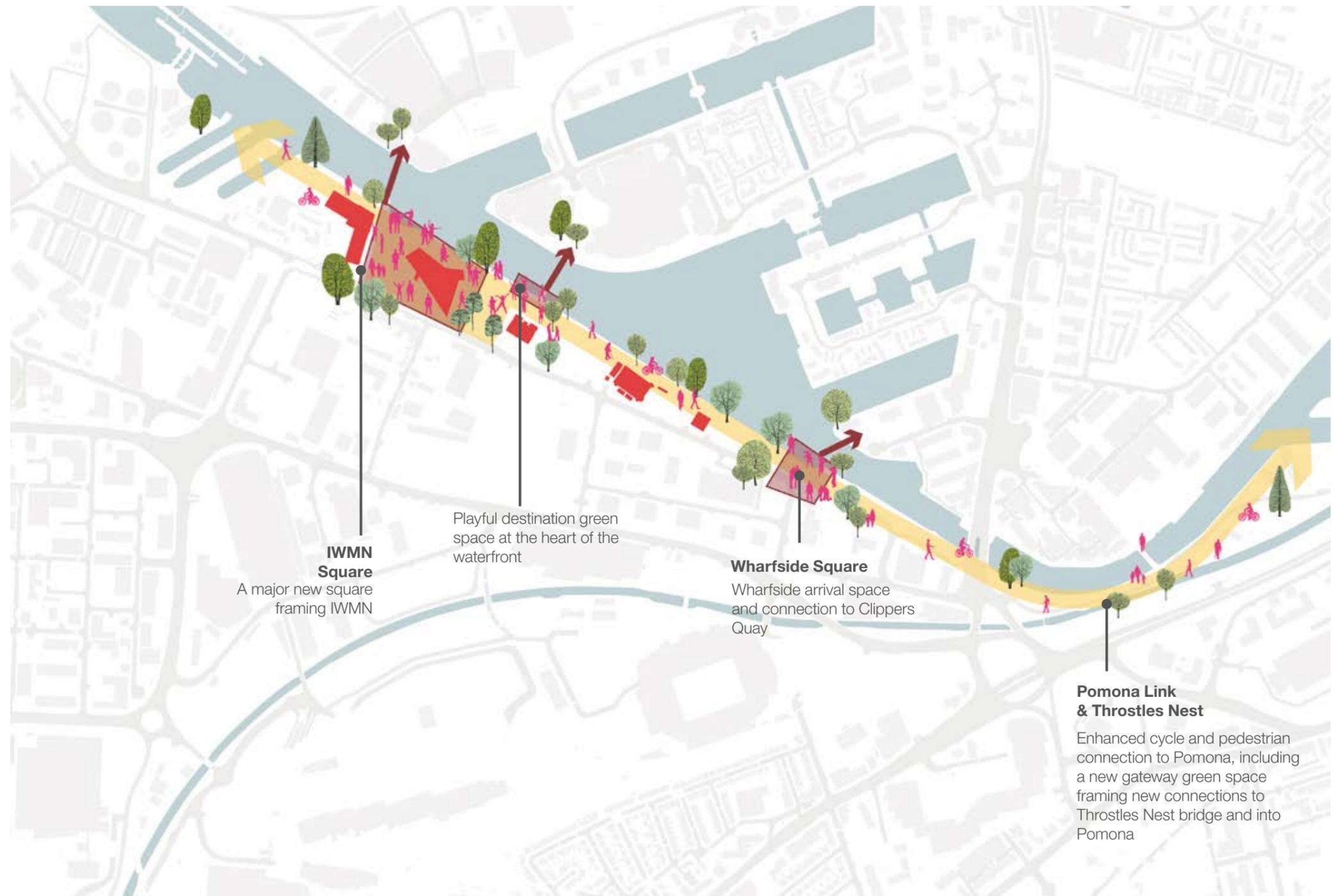


Fig. 8.08
Waterfront Vision

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8 Development Framework

8.3 Public realm framework - The Waterfront

Fig. 8.09
The Wharfside Waterfront

Fig. 8.10
Stepping down to the canal

Interventions

The following key interventions are proposed to deliver the new Wharfside waterfront.

The Wharfside Waterfront

Wharfside redesigned to deliver a major new waterfront destination space. Three new public spaces punctuating the waterfront and arrival points onto Wharfside. In addition a connection point will be made where at the central connection to Trafford Wharf Road, this will include stepping down towards the water to facilitate a better connection at this point. Engagement with the Peel Ports Group will be required as part of any statutory consultation should any alterations be proposed to the waterside edge of the Manchester Ship Canal.



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Stepping down to the canal

Grasping opportunities to step down to the canal, potentially incorporated into new bridge structures, and unlock leisure opportunities and ensure connected routes for the whole length of the space



8 Development Framework

8.4 Public realm framework - The Processional Route

The Processional Route

The processional route will be a highly active route befitting of its role as a key connector between two international stadia and the canal. The route will be framed by a mixture of uses which are active throughout the day, and not only on match days. A world class public space will frame Old Trafford Football Stadium, offering a flexible and vibrant space all year around. The arrival space at Wharfside Metrolink will be enhanced to deliver a flexible and welcoming space for the site.

The route will form a strong pedestrian and cycle connection linking Old Trafford and Wharfside Metrolink Stations. Taking in key landmarks, the route will celebrate their positions within the city to make stronger connections between them to unlock a highly active route.

- **Old Trafford Cricket Ground, Trafford Town Hall and UA92** - Brian Statham Way, and Warwick Road, defined within the Civic Quarter AAP, will be enhanced to frame these three assets and improve legibility towards Wharfside. The junction with Talbot Road will be enhanced to improve connection and frame all three buildings.
- **Chester Road** - This busy junction will be enhanced to improve connectivity and increase flexibility to deal with match day capacity. Junctions and crossings will be redesigned to create a much more pedestrian friendly environment and create a clear route towards Wharfside. A mixture of uses, including leisure, retail, office and F&B, are encouraged here to move away from primarily match day uses.
- **Old Trafford Football Stadium & Wharfside Way** - A major new public square will frame a revitalised stadium complex, bringing capacity for events and activities throughout the week. Whilst capacity and flexibility is key, the use of landscape is encouraged to soften the space and offer places for seating to encourage dwelling in the space. To improve the wider experience of the area, landscape and public realm proposals around Wharfside Way will enhance the pedestrian and cycle experience in this area.
- **Wharfside Square** - A new flexible space will be created at the conclusion of the route, drawing together Trafford Wharf Road and the waterfront. Significant opportunities for enhanced public square which embraces the Metrolink Station and frames a new bridge over to Clippers Quay, with opportunities to step down to a waterside pontoon.

A vibrant mixture of uses is encouraged along the whole route, including residential, office and leisure, with points of intensity in the areas highlighted above.



Fig. 6.15
The Processional Route

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8 Development Framework

8.4 Public realm framework - The Processional Route

Interventions

The following key interventions are proposed to deliver the new Processional Route.

Old Trafford Square - a new global civic space

A major new civic space framing an enlivened football stadium, framed by a vibrant mix of uses and a programme of events throughout the year. A flexible space that is equally active during the week and on a match day.

An Active Spine - Old Trafford to Salford

A dynamic new public realm corridor linking Old Trafford Cricket Ground, the Civic Quarter, Old Trafford Football Ground and the two canals. An adaptable place enriched by active uses, homes and high quality landscape.

Pedestrian Friendly Interchanges - Shifting the Focus

Addressing the scale and design of key junctions at Chester Road, Talbot Road, Wharfside Way and Trafford Wharf Road to create pedestrian friendly junctions. Unlock opportunities for public realm and landscape through pedestrian efficient management of highways.



Fig. 8.11
The vision for the processional route connecting Wharfside's landmarks with the rest of Trafford, Manchester, Salford and the world

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Precedent Images



8 Development Framework

8.5 Public realm framework - The Living Link and Public Spaces

The Living Link & Public Spaces

Our vision for 5-minute community will require legible movement corridors and a centrally accessible green space for the whole community. A "living link" will be created which penetrates into the heart of the emerging community. The route will take the form of a linear network of green spaces, with a new community park sitting at its heart. The linear park will provide significant new public spaces at the heart of the community, ensuring at least 50% of these spaces being green.

The north will be defined by public space, adjacent to Millennium Bridge, which will deliver a playful events space at the arrival to the canal. The space will create a playful landscape space at the centre of the Wharfside waterfront.

A community open space will be a green heart to the new community, bringing nature and play to residents and visitors. The park will be framed by active residential and commercial frontages with clear legible routes towards and through the space. The park must reflect the industrial and productive character of the place.

Bridgewater Steps will connect the canal and its tow-path with the northern bank of the canal. A set of seated steps will reach up to John Gilbert Way and connect into emerging development opportunities in the area. The south facing steps will bring significant opportunities for active uses and events, becoming a significant residential destination in the area.

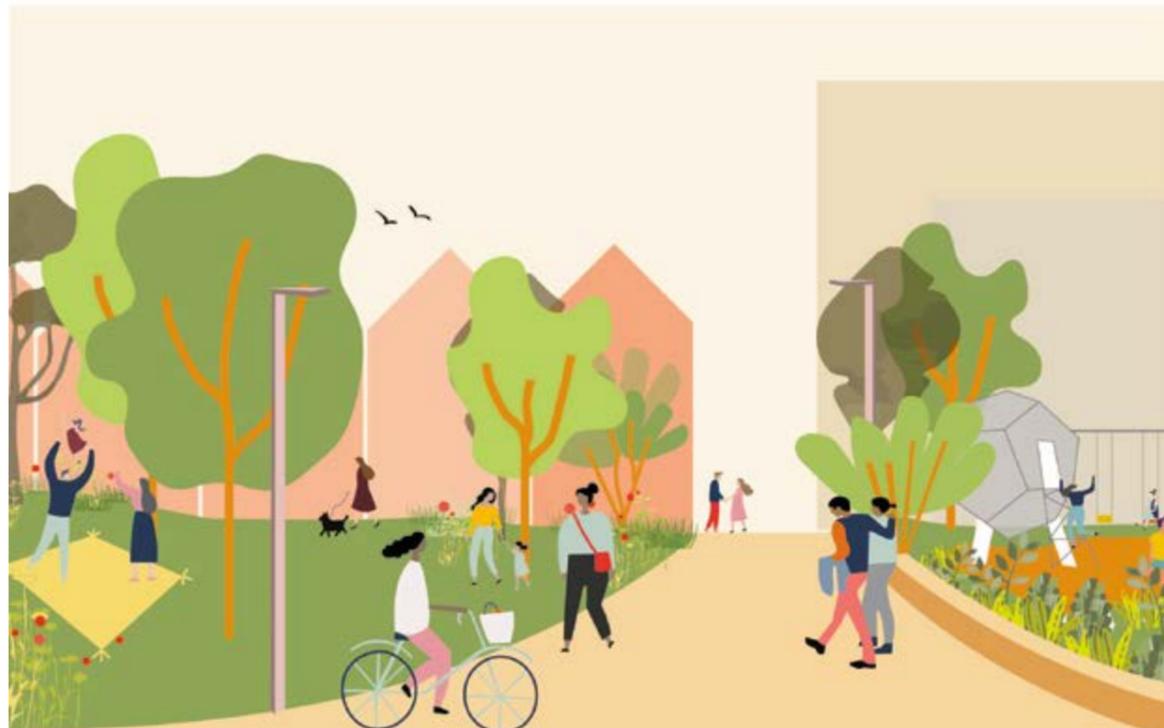


Fig. 8.12
Community Park Vision



Fig. 8.13
Living Link Vision

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8 Development Framework

8.5 Public realm framework - The Living Link and Public Spaces

Interventions

The following key interventions are proposed to deliver the new Living Link and public spaces.

Public Space

Create a major new civic space at the arrival to the Manchester Ship Canal, either within or adjacent to the existing Quay West site, celebrating the expansive views over the water and punctuating the Wharfside experience.

Deliver a new park at the heart of Wharfside, surrounded by new homes and easy accessed from all parts of the community. Connect north-south to both canals to create a linear park, formed from a network of green spaces, offering significant green space for the new community and visitors. The alignment of this route will need to be determined through the masterplan.

Bridgewater Steps

Make John Gilbert Way accessible to the public and create a tiered public space stepping down to the canal, offering a vibrant and adaptable public space which enlivens the canal this key part of the new Bridgewater Canal Corridor.

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Precedent images

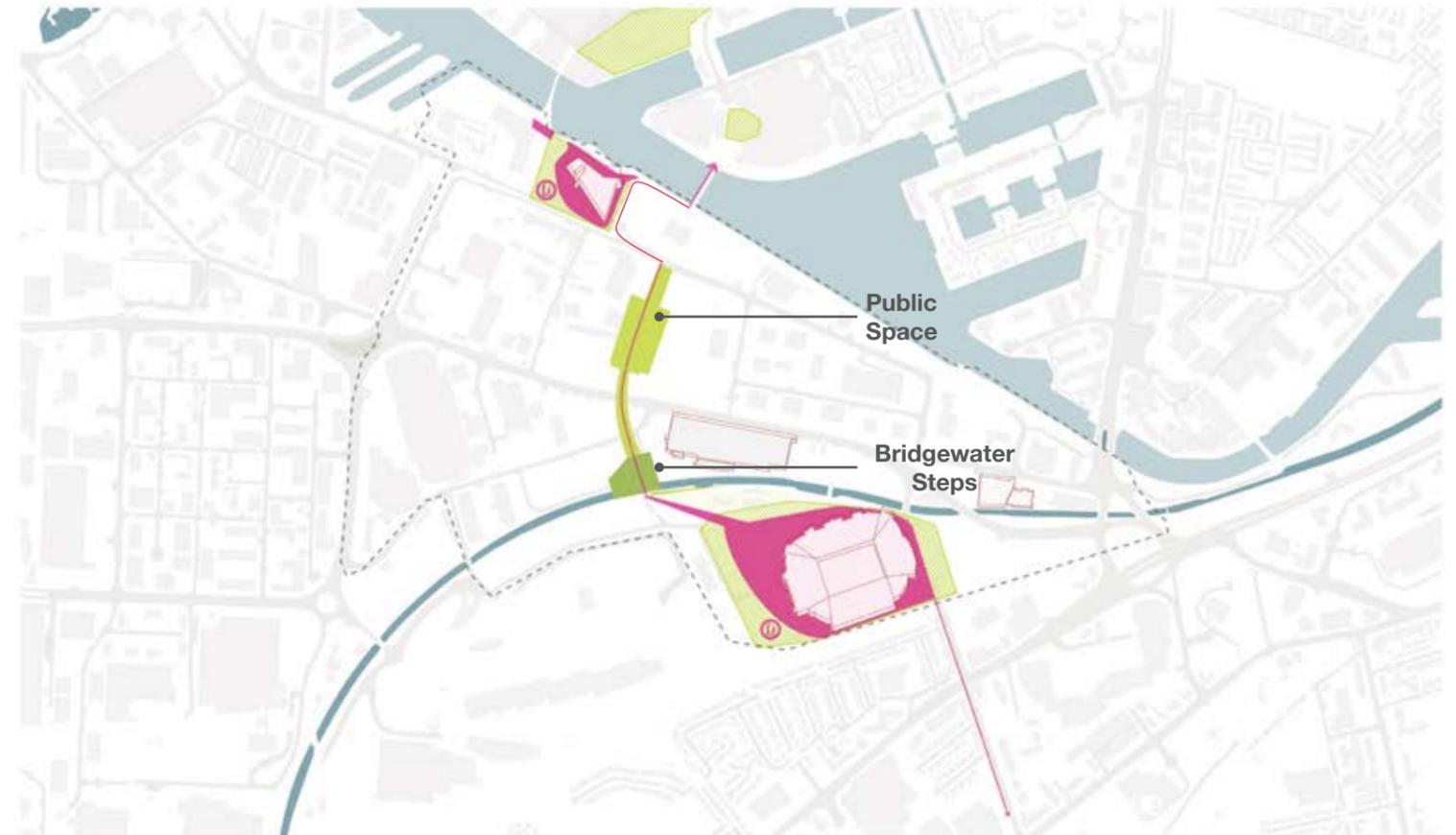


Fig. 8.14
Living Link Key Aspects

8 Development Framework

8.6 Public realm framework - Bridgewater Canal

Bridgewater Canal

The Bridgewater Canal is currently an under appreciated and inaccessible resource for Trafford. The corridor offers much in the way of connectivity and access to nature, as well as the placemaking and recreational opportunities the space provides. Bridgewater Canal will be connected into Wharfside through a series of public realm and regeneration moves, unlocking access and activity along the corridor.

Key nodes or bridges will be celebrated to create points of connection and activity to create safe, accessible and attractive places to spend time. Opportunities to maximise south facing spaces, as well as impressive views of the nearby stadia, should be grasped. The industrial heritage and historic landmarks which sit alongside the canal should be celebrated and retained.

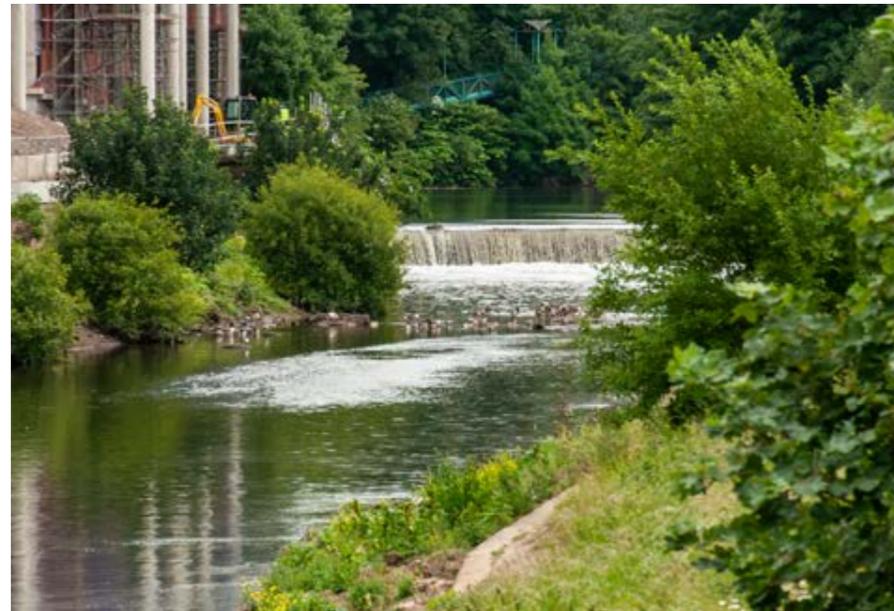
The tow-path, which runs along the northern bank of the canal, will be enhanced as a safe pedestrian and cycle route. The landscape of the corridor should be celebrated, linking people to the canal corridor. As well as the corridor itself, four key areas – Bridgewater Steps, Victoria Quay, Old Trafford Quay and Throstles Nest – which will enliven and punctuate the canal route through Wharfside.



Creation of quayside spaces between existing and emerging landmark buildings at Victoria Warehouse and Old Trafford Stadium.



Use of changes in level and steps to create south facing destination spaces for residents and visitors.



Retain the natural and industrial character of the canal route.



Mix regeneration and development sensitively with the industrial character of the canal route.

8 Development Framework

8.6 Public realm framework - Bridgewater Canal



Fig. 8.15
Bridgewater Canal Vision

Interventions

The following key interventions are proposed to deliver the new Bridgewater Canal.

Bridgewater Steps

Make John Gilbert Way accessible to the public and create a tiered public space stepping down to the canal, offering a vibrant and adaptable public space which enlivens the canal at this key part of the new Bridgewater Canal Corridor

Old Trafford & Victoria Quay

The area stretching from Sir Matt Busby Way to Trafford Road offers a great opportunity to deliver a highly active canal side space with active frontages and public spaces drawing people into Wharfside.

Throstles Nest

To the east of the study area, the area around Pomona Strand and the historic Throstles Nest footbridge offers an opportunity to connect the two canals and create a landscape gateway between Pomona Island and Wharfside. New public spaces and pedestrian/ cycle connections will be established to unlock links into the city.

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8 Development Framework

8.7 Public realm framework - Connecting with the neighbours

Connecting with the Neighbours

Trafford Wharfside offers a major opportunity to enhance connections to the surrounding communities. These communities offer mutual benefits in terms of retail and leisure uses, as well as populations which may make use of the emerging amenities and uses within Trafford Wharfside. Our vision seeks to celebrate existing connections and create new ones to deliver a new community which knits into the wider city.

The active loops which are emerging in Salford Quays will knit directly into Trafford Wharfside and the waterfront will offer a real synergy point between the two places. The towpath along the Ship Canal will be unlocked under Trafford Road and offer an attractive continuous route to Pomona and onto Manchester. The processional route will reinforce the importance of the links to Old Trafford and the residential communities around Civic Quarter and the wider area.

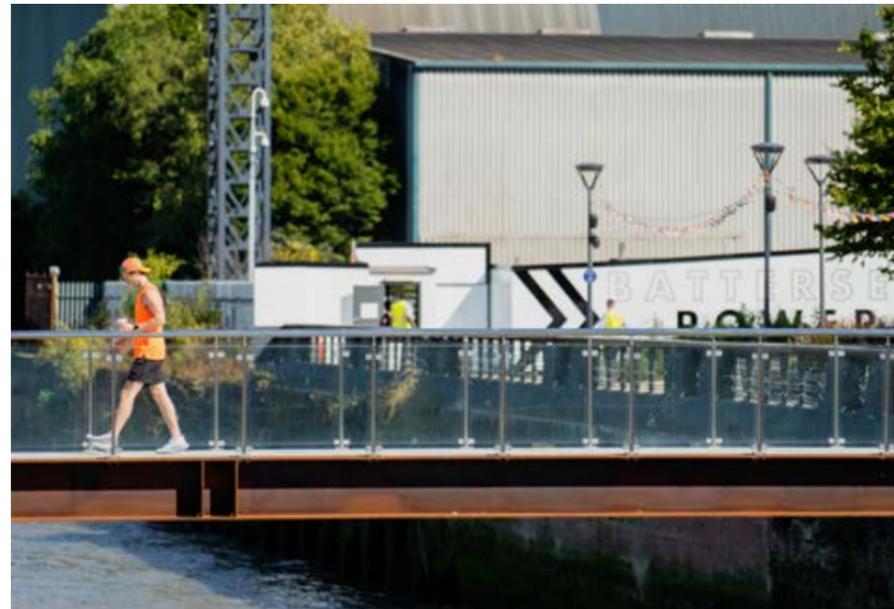
Note that should any alterations be proposed to the waterside edge, engagement with Peel Ports Group should be undertaken as part of any statutory consultation.



Destination bridge with multiple roles and levels to allow pedestrians to step down to the waterfront.



Use of tiers and steps to create places to dwell and activity, as well as offer opportunities for events.



Meet desire lines to create legible feature connections to Salford and onto Pomona.



Use of pontoon or piers to connect people to the water and create a unique destination within Trafford.

8 Development Framework

8.7 Public realm framework - Connecting with the neighbours

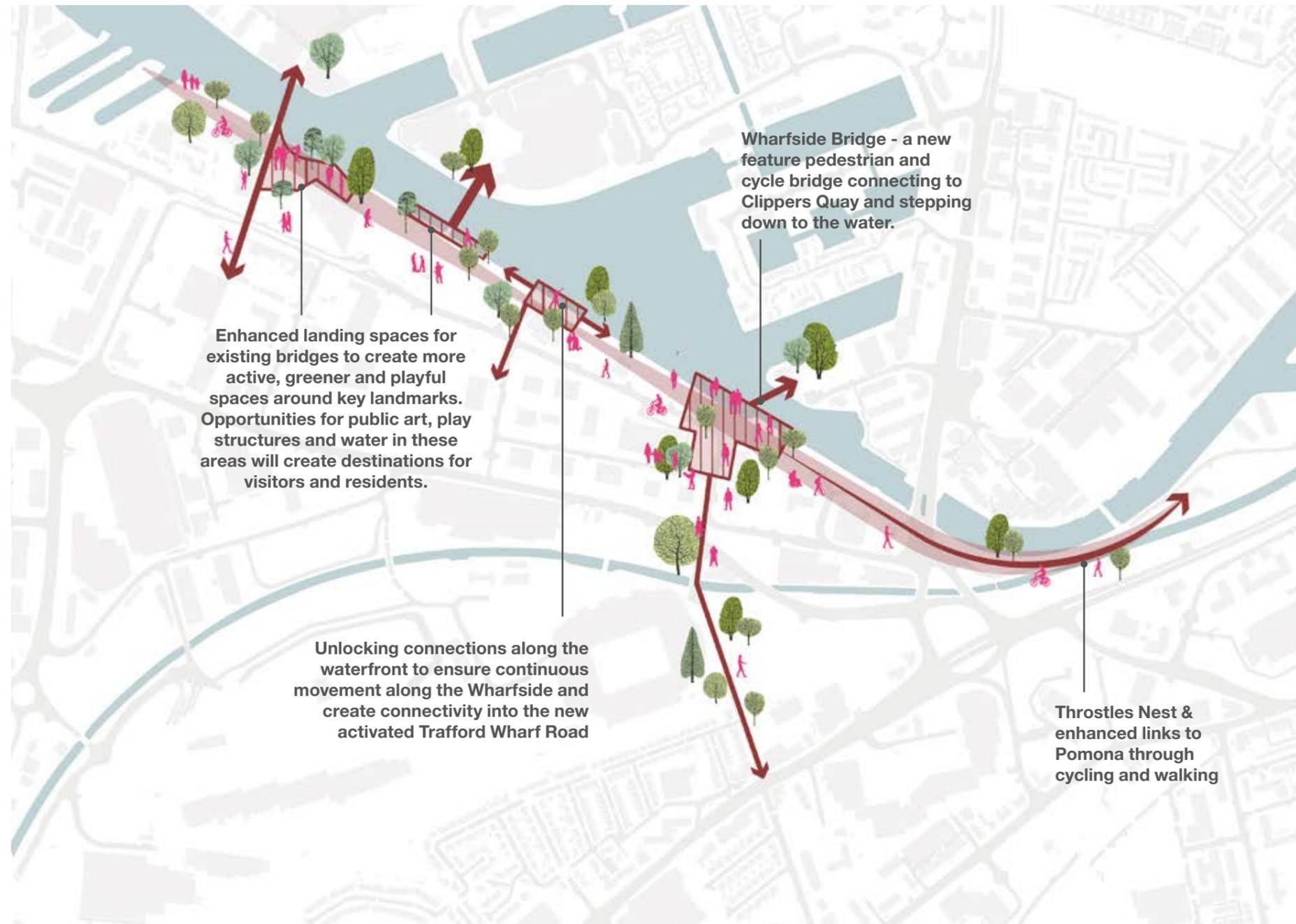


Fig. 8.16
Connecting with the Neighbours Vision

Interventions

The following key interventions are proposed to deliver connections to neighbours.

Wharfside Pedestrian Bridge

A new pedestrian bridge connecting Wharfside to the Clippers Quay and beyond. An opportunity to celebrate the unique character of the area - including Gnome Island.

Pomona Island Link

Establish a continuous link along Wharfside for pedestrians and cyclists to connect directly into Pomona Island and beyond into Manchester.

Visual Links

Create and celebrate vantage points with views into Salford Quays, Manchester and back towards Old Trafford.

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8 Development Framework

8.8 Public realm framework - The streets

Trafford Wharf Road

To have a “High Street” feel, perhaps with a little less street-frontage than a typical high street area, but with slower and lower volumes of vehicular traffic. A reduced carriageway width, some on-street car parking encouraged, particularly suiting the active frontage during the day, and visitors to the new homes in the area at night (match-day restrictions would apply of course)

Wharfside Way

This would need to remain as a strategic road for the area, particularly as it serves the wider Trafford Park area to the west, with few alternative routes of a similar category. Opportunities exist however to civilise this route, slowing traffic speeds along the link through TWDF whilst not removing capacity from key junctions. This could be achieved by a combination of planting and dedicated cycle infrastructure to visually narrow the street, aligning with separate plans by Trafford Council to enhance cycle routes in the area.

Elevator Road / Waterside

These “side roads” currently only really serve to carry vehicles to the various commercial/light industrial premises which sit between Wharfside Way and Trafford Wharf Road. Some staff and visitors do walk from the local public transport nodes. Categorising this network of side roads as a combination of High Streets and Local Streets will ensure the appropriate mix of active frontage is achieved along with high priority for pedestrians and cyclists without the need for dedicated infrastructure.

Sir Matt Busby Way (leading to Sir Alex Ferguson Way)

This “Processional Route” will be defined as a Destination Route in line with the categories contained within the Trafford Design Guide. The future feel of this route should include interventions to seek to improve the ability to cross Wharfside Way, and whilst Sir Alex Ferguson Way does have wide footways and some dedicated cycle infrastructure, the streetscape could be enhanced and the width at the mouth of some side road junctions could be reduced to improve active travel amenity.

Enabling the 5-Minute Community

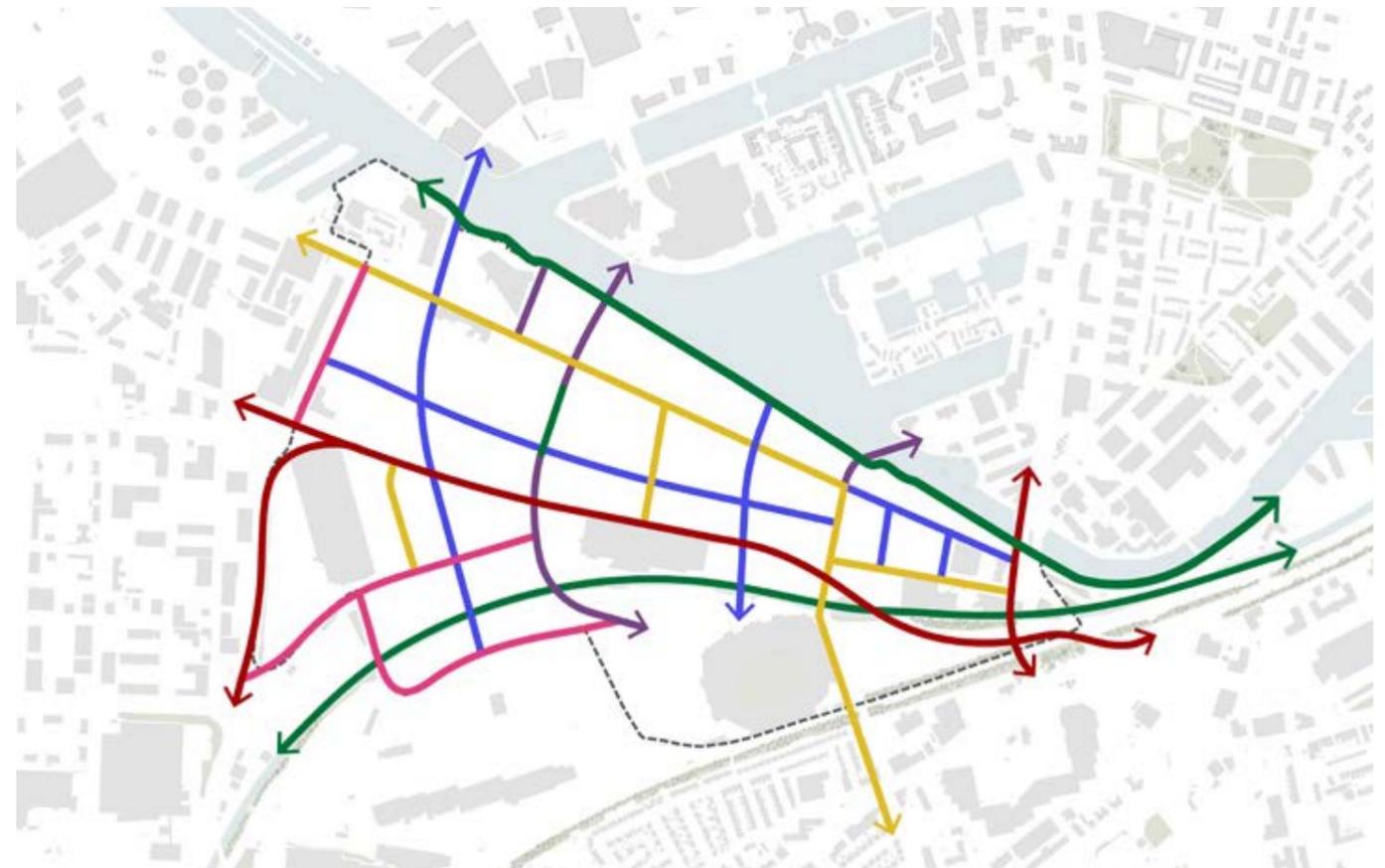
Embedded within the framework is a desire to achieve the principles of a “5 minute neighbourhood” for future residents and visitor to the area. With the addition of some local services, facilities and amenities within the ground floor uses, new development plots will play a key role in achieving this aspiration. It is recognised that some facilities and local services such as places of worship, health centres and secondary schools/colleges are likely to remain beyond a 5 minute walk or cycle ride, yet within comfortable travel distances, connected by enhanced active travel measures identified by this framework.

Trafford Design Code

The street network and street typologies have overlaid into the strategy for the Trafford Wharfside street network. This is demonstrated in the adjacent diagram and the street sections shown on the following page.



Fig. 8.17
Street definition diagram, imagery extracted from Trafford Design Guide



- 1. Destination Street
- 2. Local Street
- 3. High Street
- 4. Connector Roads
- 5. Strategic Roads
- 6. Park

Fig. 8.18
Site plan showing proposed street network

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8 Development Framework

8.8 Public realm framework - The streets

Note: imagery extracted from Trafford Design Guide

Fig. 8.19
Illustrative street section vision of a Destination Street

Fig. 8.20
Illustrative street section vision of a High Street

Fig. 8.21
Illustrative street section vision of a Strategic Road

Fig. 8.22
Illustrative street section vision of a Local Street

Fig. 8.23
Illustrative street section vision of a Connector Road

Fig. 8.24
Illustrative street section vision of a Park

1. Destination Street



Low traffic, pedestrian focused, places to sit and dwell

3. High Street



Low traffic, cycle and pedestrian friendly, places to sit and pause

5. Strategic Roads



High traffic routes with tree planting and minor pedestrian routes

2. Local Street



Access traffic only, pedestrian space, places to sit and dwell and play

4. Connector Roads



Reduced traffic, greening of the street edges and transport links for pedestrian comfort

6. Park



A destination & local, pedestrian only, places to play socialise, ecologically rich.

8 Development Framework

8.9 Movement framework - Walking and wheeling

Active Travel will be an essential ingredient within the future masterplan for this area. Promoting walking and wheeling ahead of the use of the private car has been a long-standing policy objective for placemaking in urban areas throughout the UK. However, as car drivers continue to shift towards the use of Electric Vehicles (EVs) we must not lose sight of the fact that cars can continue to have an adverse impact upon the urban environment.

The continued reliance upon the private car, if unmitigated, will mean that streets in urban areas could continue to be interrupted by unnecessarily high volumes of traffic, and the effect of reducing the volume of traffic alone can serve to simply increase the speed of the traffic through an area.

This framework for Trafford Wharfside seeks to enable its streets to be welcoming and safe for people who wish to walk, cycle and spend time in those streets. The framework also recognises the opportunities to connect to the surrounding network of walking and wheeling routes, for commuter, leisure and retail trips which includes connecting to public transport nodes as part of a longer trip purpose.

The opportunities to redevelop and introduce new land uses within the framework's study area can only truly be realised if the public realm is enhanced at pace with, or even ahead of, the redevelopment as part of a well-considered and appropriately phased masterplan.

The framework has identified how the various streets can be enhanced and re-purposed, in line with the council's Design Code, to fully promote and provide for active travel whilst retaining essential vehicular access and through movement. Dedicated cycle routes should be provided to segregate cyclists from both vehicular traffic and pedestrians.

The movement framework also seeks to increase and encourage the use of waterside traffic-free walking and wheeling routes, with opportunities to deliver additional connections between the canal and the surrounding street-level infrastructure, for both the Bridgewater Canal and Manchester Ship Canal corridors which pass through or alongside the study area. Additionally a proposed new bridge link across the ship canal into Clippers Quay, close to the Wharfside Metrolink Tram Stop will form an extension of the northern end of the processional route to Old Trafford Football Stadium, enabling cyclists and pedestrians to bypass a key section of the heavily trafficked A5063 Trafford Road.

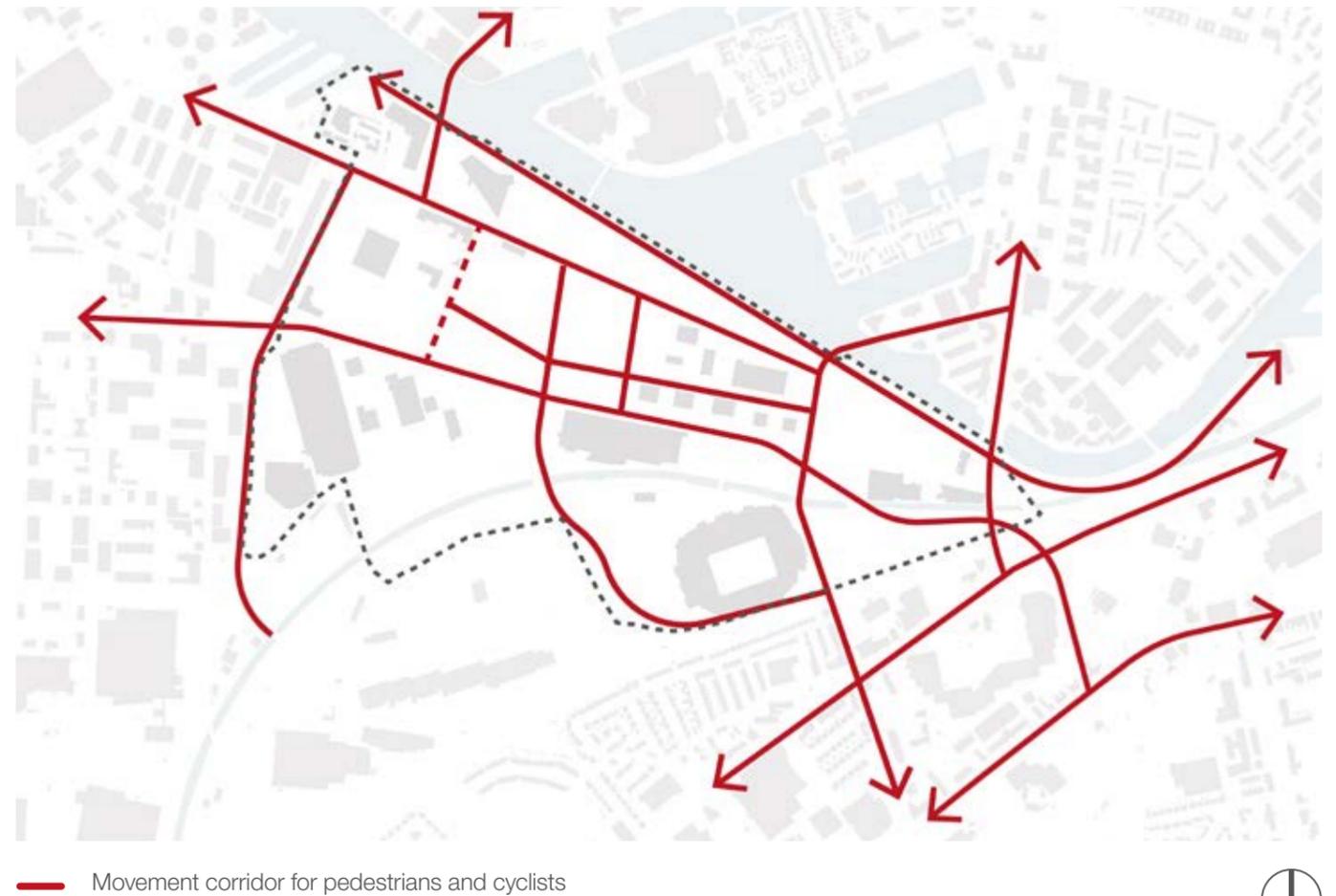


Fig. 8.25
Site plan showing walking and cycling network

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8 Development Framework

8.10 Movement framework - Vehicular access

The framework contains proposals to re-purpose and re-classify the network of streets within the study area, as described in the Walking & Cycling section of this framework. The future typology of those streets includes a recognition that vehicular access to and through the Trafford Wharfside area needs to be maintained, whilst for the most part, drivers should feel subordinate to other road users.

Wharfside Way runs on an east-west axis and its central position bisects the Trafford Wharfside area, creating a significant barrier due to the volume and speed of the traffic currently passing along this strategic road.

Geographically, Wharfside Way is the sole strategic route into Trafford Park from the east and whilst there are strategic road connections linking Trafford Park to the west, including access to the motorway network, the possibility of diverting significant levels of traffic away from Wharfside Road would not be feasible. Consequently, the framework has focussed its proposals for this road to reduce its barrier effects by lowering vehicle speeds and easing the ability for active travel to occur safely along and across it.

The means of vehicular access into the areas to the north of Wharfside Way are proposed to be limited to either end of Trafford Wharf Way, Warren Bruce Road and Elevator Road. This would result in the removal or severance of Waterside which currently provides a one-way (north to south) connection from Trafford Wharf Way to Wharfside Way.

Trafford Wharf Road should have less of its carriageway space made available for vehicular traffic, with the potential future land uses in the area removing the need for the central turning lane. This intervention would enable wider footways and better accommodate segregated cycle infrastructure whilst offering some deliberately limited opportunities for on-street car parking activity which would complement the future daytime and evening visitor activity.

The framework also includes a consideration for the future car parking needs of the potential new residents, visitors and those who are employed in the area. Central to this is a proposed Mobility Hub which could be located centrally, accessed from Waterside. The mobility hub could have the potential to provide for most of the combined car parking needs of the future residential development in the area, removing the need for each plot to deliver on-site car parking – with the exception of blue badge parking and potentially some short-stay/drop-off car parking which, along with vehicular servicing, should understandably be better contained within the curtilage of each plot.

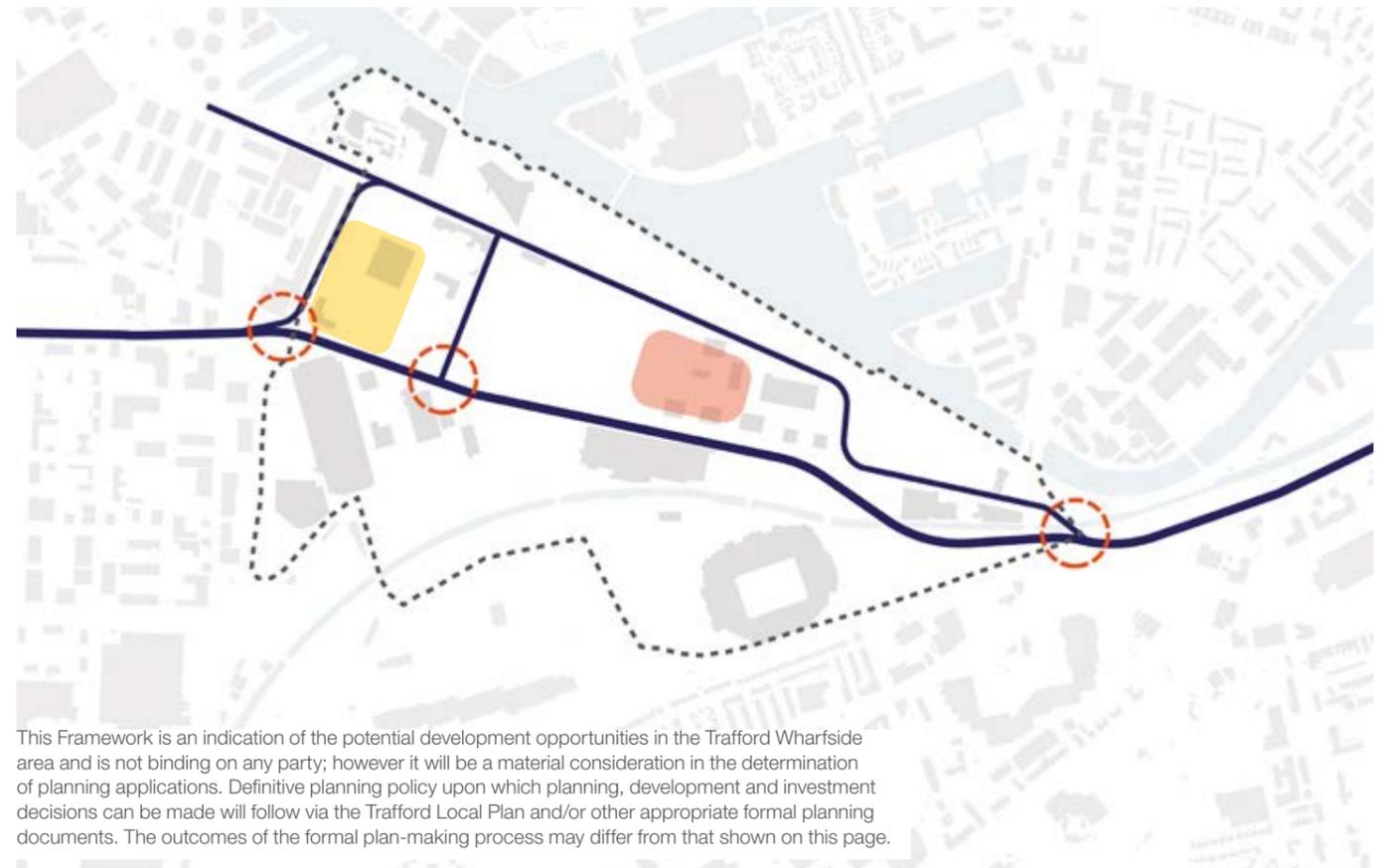
The Mobility Hub could have a quantum of car parking which is shared between the varying demands for daytime, evening and weekend activity for example a new local school may create a need for daytime car parking where those same spaces could be used by residents during the evening and at weekends. The Mobility Hub could also contain cycle parking, cycle hire and repair, along with home shopping delivery facilities including lockers and last mile logistics.

There is a precedent model for a Mobility Hub within Greater Manchester at the back of Ancoats in Manchester City Centre, where the early delivery of the hub prior to the arrival of a significant number of new homes in the area is key to its planned success.

The framework has considered highway capacity, as this is a key baseline constraint and congestion is a tangible factor which stakeholders and existing road users are often fully tuned into. The potential new land uses identified as being able to come forwards within the study area are expected to result in people dwelling for longer, whether that manifests itself in new residential development replacing some existing light industrial uses, or visitors to Old Trafford Football Stadium remaining for longer after the final whistle to enjoy a meal or to socialise nearby before leaving the area. The highly accessible nature of the area, with two Metrolink Tram Stops along with a range of bus services passing through the area, as well as the proximity of major employment attractors such as Media City, Old Trafford and Trafford Park, will result in the attraction of residents who either: choose not to own a car; or choose to only use their cars for leisure and retail trips which would typically occur outside of the traditional times of peak hour congestion.

The potential new masterplan for Old Trafford Football Club could contribute to the easing of traffic conditions on match-days due to the aspirations outlined above to increase visitor dwell times in the area. Further significant reductions in car-bourn trips in the immediate vicinity of the stadium could be achieved by linking any new masterplan to proposals for a Match Day Park & Ride strategy.

The vehicular activity associated with the future use of the framework area, and its potential effects upon the road network, will need to be considered in detail during the development of a masterplan for Trafford Wharfside. Whilst at this stage, for the reasoning as outlined above, it is considered that congestion and delay is not likely to be materially altered by the redevelopment of this area and the framework and subsequent masterplan will present opportunities to alleviate the current traffic conditions.



- Vehicular routes
- Vehicular Access Point to Trafford Wharf Road
- Potential mobility hub location
- Potential logistics hub location

It is recognised that the strategic road infrastructure in the surrounding areas is subject to high demand, particularly at typical peak commuter periods, and the infrastructure and car parking associated with Media City and White City will continue to grow in their usage in their own rights. The development framework is identifying types of development, including new homes, which will remove some of the current traffic-generating parcels of employment land and replace those areas with new residential development. The prospective new residents in this area will be highly likely to utilise the two nearby Metrolink tram stops, along with active travel, to undertake

their daily commute to work and to carry out leisure and retail trips into Media City and into the city centres of Salford and Manchester. Therefore, whilst the development framework is not setting out to resolve the wider issues experienced on the strategic road network, it is suggested that redevelopment can occur without placing material additional pressures to that network. Future technical assessments of the traffic and transport aspects associated with any emerging masterplan for the Development Framework area will be carried out to verify this approach or to propose mitigation where necessary.

This Framework is an indication of the potential development opportunities in the Trafford Wharfside area and is not binding on any party; however it will be a material consideration in the determination of planning applications. Definitive planning policy upon which planning, development and investment decisions can be made will follow via the Trafford Local Plan and/or other appropriate formal planning documents. The outcomes of the formal plan-making process may differ from that shown on this page.

Fig. 8.26
Site plan showing Vehicular Access network

8 Development Framework

8.11 Architectural framework

Design Quality

This Development Framework is an opportunity to ensure future development within the Trafford Wharfside study area is consistently of high quality. It is important that historical assets are maintained in quality and character when refurbished or repurposed for most appropriate use.

A strong sense of place can be created in Trafford Wharfside by ensuring a high-quality design approach is applied to support a well-designed and lively built environment. All development is expected to comply with the Trafford Design Code and the Wharfside Masterplan. This will include responding to the surrounding streetscape and the provision of active frontages along key routes.

The development should provide an appropriate quantum of housing with high-quality, sustainable design at its core. The proposals set out within the Development Framework seek to deliver a diverse mix of housing typologies and tenures to promote socio-economic equality and inclusion. All housing delivered across the study area is to demonstrate excellence in design quality.

Proposals that come forward should contribute to meeting local household needs by providing a mix of dwellings sizes as required by local evidence. Given the nature and location of the study area with excellent public transport access and connectivity, Trafford Wharfside has the opportunity to champion sustainable living and active travel. Units should be designed to Nationally Described Space Standards (NDSS) as a minimum.

Architectural Character

Making beautiful, sustainable places to live and work also means creating places that feel at home within their surroundings, while also pushing the boundaries of design.

Central to the development of the masterplan is to create distinct neighbourhoods that people can feel proud of and feel a sense of ownership of. These will be underpinned by the historic fabric of the site and context alongside the emerging uses. There are several key assets within the site that not only capture a part of the character of Trafford but enhance the development by creating moments of familiarity and grounding.

A varied streetscape will be achieved through changes in heights, massing and materiality. A creative approach to block design, blending scales and building types is required to avoid a monolithic streetscape.

The study area has been split into five character areas, each with their own distinct identity and role within the Trafford Wharfside Development Framework. All areas have a unique identity – defined by a blend of land uses, infrastructure networks and landmarks. Please see page 81 for further detail for each character zone.

Scale and massing

The Trafford Wharfside site predominantly consists of low - medium scale industrial units and warehouses. Scale must be appropriate to its locality, in particular when in close proximity to heritage assets.

Heights within the study area will be subject to testing through the masterplan and through the pre-application process, which includes assessing townscape, heritage and environmental impacts.

Frontages and active uses

It is important to maximise activation of the frontages along the waterfront to promote natural surveillance and enliven the public realm. Windows and doors should directly front the street and boundary treatments should be low to provide visual connectivity between the street and building frontages. Apartment blocks should have tall ground floors to allow for generously sized openings to maximise activation of the street. Spill-out activity from the ground floors on to the street should also be encouraged to enliven the public realm.

Orientation

Development will take account of environmental issues, including contamination, sunlight and orientation, prevailing wind direction, noise, air quality and topography. These factors will also influence issues, such as surface water run-off, public realm, landscape, heritage, views, and routes.

Creative solutions to building form will be sought, for example, building form and siting should respond positively to address issues such as noise and air quality. This will be of particular importance around the existing facilities that will be retained, including Victoria Warehouse and Manchester United Football Club. Where residential uses will be adjacent to key arterial routes, architectural and landscape solutions should be implemented to ensure that noise does not impact the quality of the living environment, and residential amenity is protected from any potential noise and visual impacts.

The waterfront on the Manchester Ship Canal presents an opportunity to connect Trafford Wharfside with the water and Salford Quays. This area will be distinguished by high-quality landscaping designed to improve access to the waterside, making the most of sunlight and orientation. Stepped levels to the water and high-quality public realm will create a positive relationship with the Manchester Ship Canal, including potential for access at key connection nodes.

The massing along Trafford Wharf Road facing onto the waterfront should be mindful of orientation and the need to support a human-scaled environment with good sunlight penetration. Outward facing development along the edge of Trafford Wharf Road and the waterfront will create well-overlooked and safe outdoor public spaces

8 Development Framework

8.12 Heritage and culture

There are a number of heritage assets within and just outside the Wharfside area. These buildings have aesthetic, evidential, communal or historical value.

National and local planning policies make clear that heritage assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations.

Part of the public value of heritage assets is the contribution that they can make to understanding and interpreting our past. Trafford Park was the first purpose built industrial park in the world and remains one of the largest. An inland port, thirty miles from the sea, home to the first Ford Motor Company factory outside the United States - and also used for the production of Rolls-Royce Merlin engines during the Second World War - an estimated 75,000 workers were employed in the park.

Given the importance of these assets to understanding Manchester's past, and as significant change is expected in the Wharfside area, there is a presumption that these assets should be retained and their settings respected in the redevelopment of the area.

Key

- Grade I Listed
- Grade II Listed
- Non-designated heritage asset (NDHA)

1. Imperial War Museum North
2. Whitworth Bros LTD
3. Old Telephone Exchange
4. Former Ford Motor Works
5. Sky Hooks
6. Various NDHAs in Trafford Park Village
7. Manchester Ship Canal
8. Manchester Ship Canal Dry Docks (1-3)
9. Manchester United Football Club including associated statues and the Munich Memorial
10. Victoria Warehouses
11. Glover's Cables (Former Electric Cable Works)

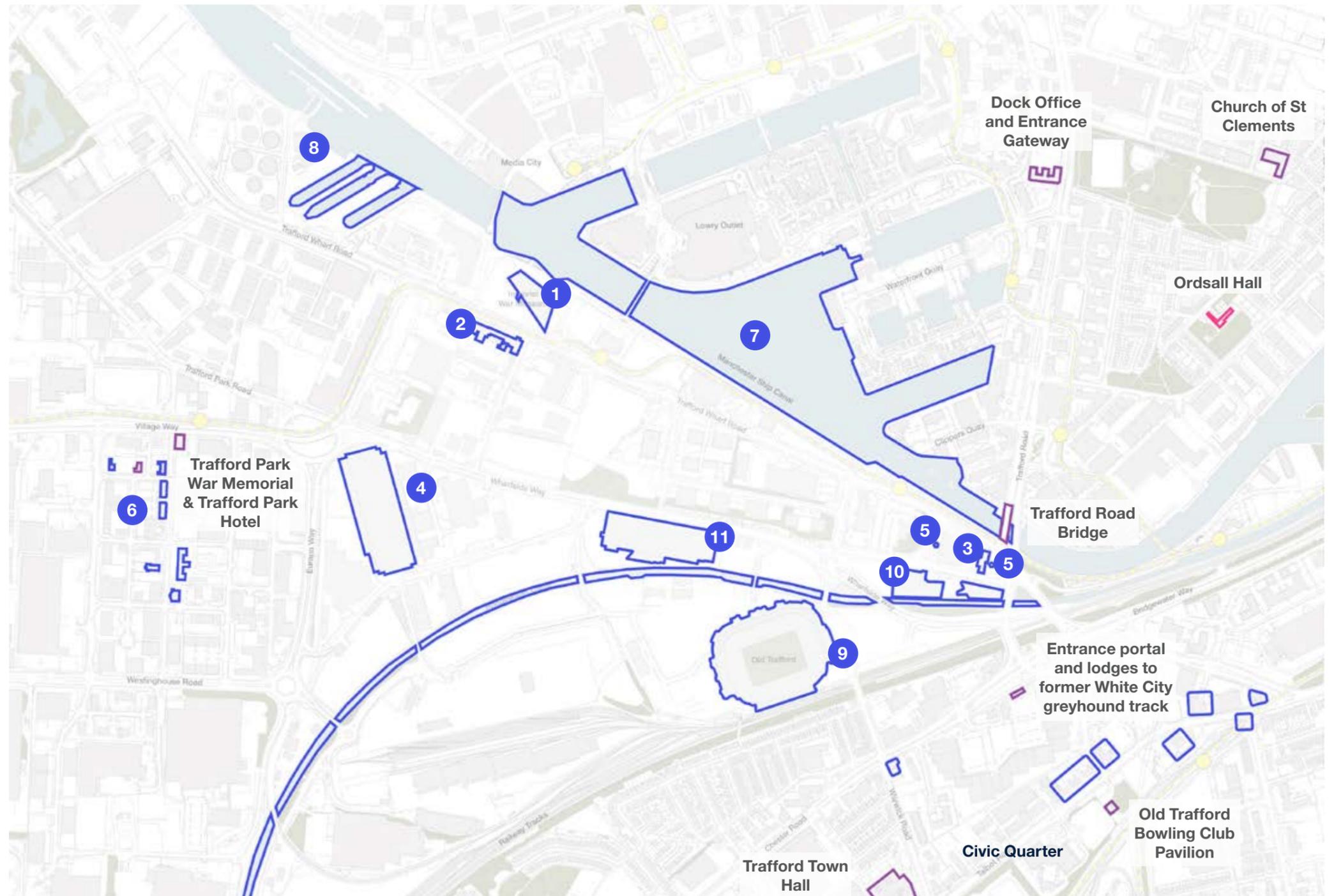


Fig. 8.27
Site plan showing anticipated buildings for retention

8 Development Framework

8.13 Sustainability and well-being

Trafford Council, alongside the Greater Manchester Authorities, are committed to ensuring the region develops with sustainability and promoting tackling climate change as a primary goal. Trafford Council are committed to increasing the understanding of climate change and its consequences and identifying actions that can be taken to reduce the carbon footprint, with an overall aim to be carbon neutral by 2038.

All development proposals within the Trafford Wharfside area will be expected to achieve the highest levels of energy and water efficiency that is practical and viable, and to maximise opportunities to incorporate sustainable design features where feasible with the aim to make Trafford healthier, cleaner and greener.

In the interests of sustainability and climate change, all development proposals should:

- Improve the pedestrian and cycle environment;
- Promote the use of sustainable transport modes;
- Reduce the reliance on vehicular usage;
- Incorporate sustainable drainage solutions; and
- Increase site biodiversity.

Carbon neutrality and sustainable development

Minimise resource and energy consumption as well as carbon emissions through the inclusion of sustainable design and construction features where this is technically feasible and viable, with further consideration to be given to the whole-life carbon cost of development.

The development framework promotes the adoption of Passivhaus and other sustainability assessment standards and accreditation (such as BREEAM, Nabrs or The Carbon Trust) where possible.

Embodied carbon: Whole life design

Developments should plan to be zero carbon, with an intention to minimise embodied carbon where possible and incorporate offsetting for both operational and embodied carbon to achieve carbon neutrality.

Embodied carbon: Retrofit first

Retention and retrofit may not always be the most appropriate approach to redevelopment of a site, however where a site incorporates existing buildings, comprehensive consideration for retention, refurbishment and retrofit of existing buildings should be made.

Air Quality

Developments should be able to demonstrate a positive contribution to air quality in both the local and surrounding areas.

Water Quality

The Manchester Ship Canal corridor in Salford and Trafford is a key focus area for growth in the North West, however the features of the canal make it deep and slow moving and in summer months this can lead to a reduction in dissolved oxygen which is a barrier to a thriving fish population. Further aeration would benefit this part of the Manchester Ship Canal to ensure that the waterfront is an attractive place to dwell and to enhance the local biodiversity and attract wildlife.

Biodiversity

Development proposals should contribute to the greening and biodiversity net gain of Trafford Wharfside by including urban greening as a fundamental element of sites and building design, and by incorporating measures such as high quality landscaping (including trees), green roofs, green walls and nature based sustainable drainage. -

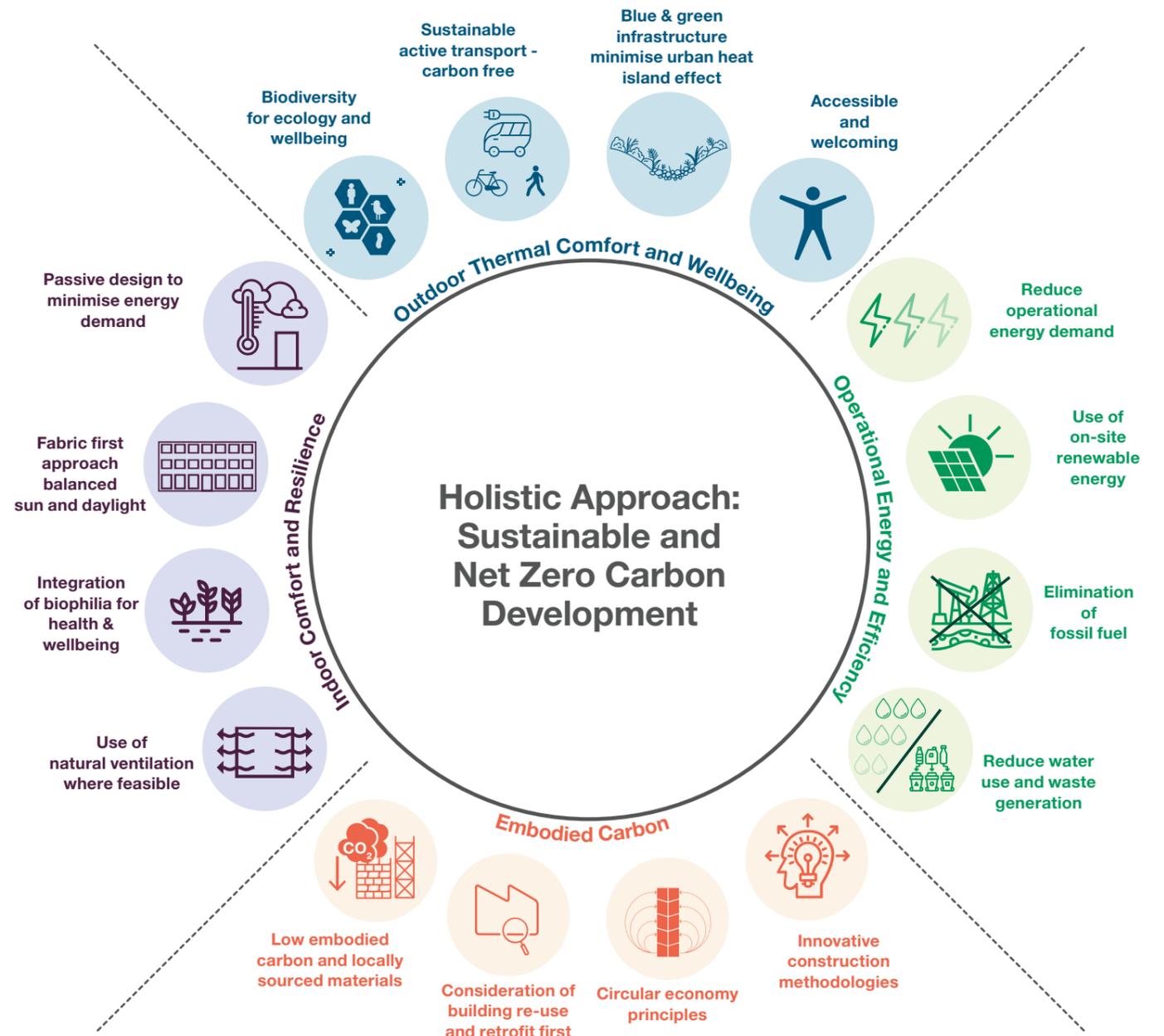
Development proposals will need to ensure at least 10% Biodiversity Net Gain to achieve planning permission. This is a new requirement arising from the Environmental Act 2021, 2021.

Well-being

All development schemes will be expected to comply with the Trafford Design Code in order to promote wellbeing. The development framework aims to place well-being at the centre of all development. All residential development schemes should provide good quality internal and external living environments and relate positively to the public spaces around them. Promoting access to green and blue infrastructure, modes of active travel and fostering moments for social cohesion to all contribute to improving the social sustainability and well-being of those living, working and visiting the Trafford Wharfside area. All development should comply with the Trafford Design Code.

Fig. 8.28

Diagram illustrating principles for Sustainable and Net Zero Carbon Development



8 Development Framework

8.14 Mixed use communities

Fig. 8.29
Diagram illustrating mixture of uses anticipated for Trafford Wharfside

Development within the study area should benefit from a mixed-use approach with various uses being promoted to complement and support one another within the emerging neighbourhood, but also enhance the wider context including Trafford Park, Media City and Salford Quays.

Uses should be appropriately sited throughout the development area and be considerate of their surroundings. The area should promote a landscape-led approach to development, creating opportunities for connection, active travel and facilitate social activity. Development should take account of principles established in the Trafford Design Code.

Employment space

The area should continue to promote an emphasis on the employment opportunities already established in the Wharfside area. Consolidation and intensification of already established industrial uses will open up development opportunities for redevelopment of plots throughout the study area. New industrial, workspace and innovation space should enhance employment and innovation opportunities and provide a wider offer for the market.

Housing

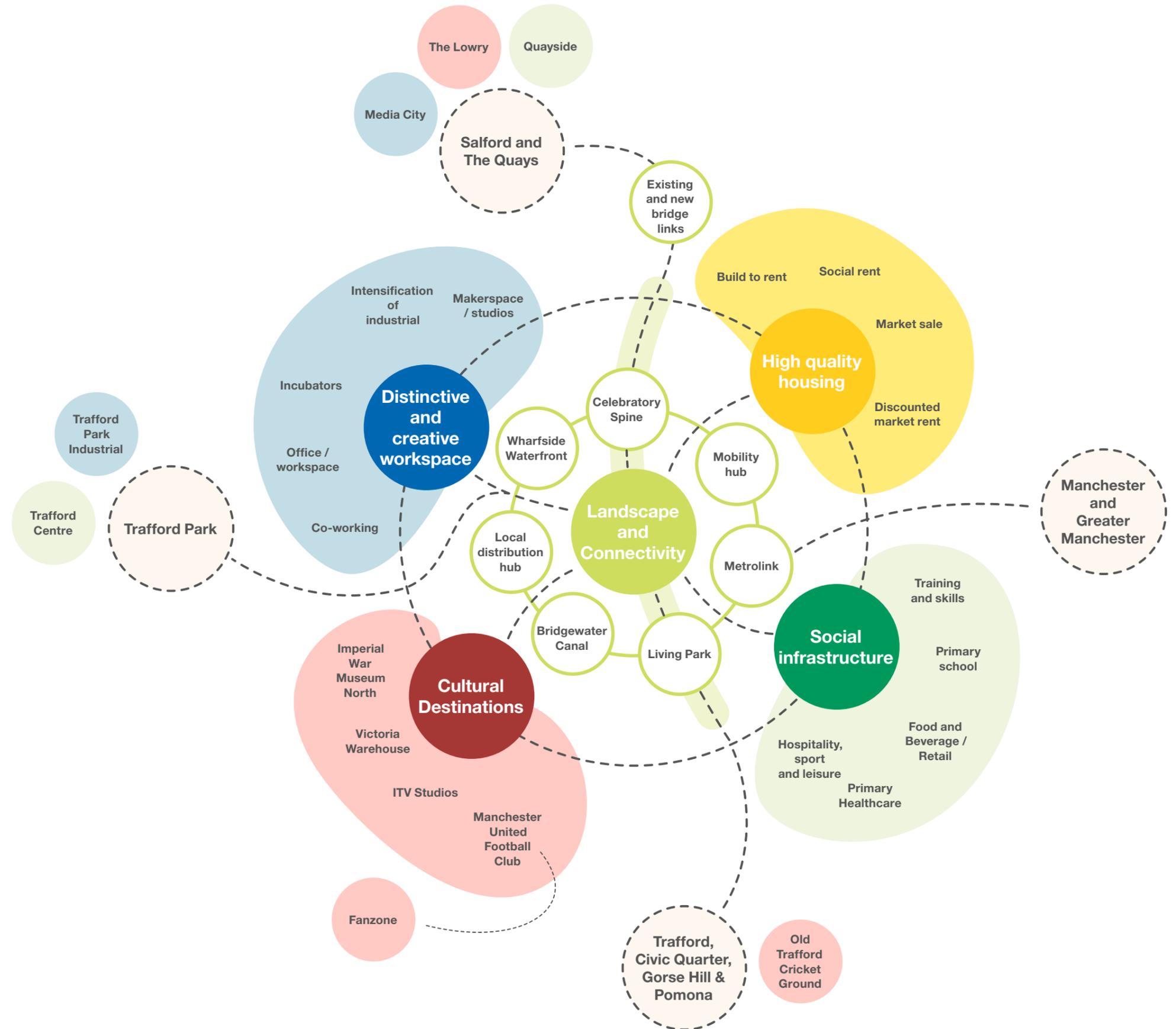
A mixture of residential-led mixed use development that provides a range of tenures and typologies should be promoted.

Cultural destinations

The cultural destinations in the area (including Manchester United Football Club, Imperial War Museum North and Victoria Warehouse) are vital assets to both social and economic drivers for Trafford and the Wharfside area. These will need to be enhanced through public realm interventions to improve accessibility and through supporting facilities for visitor experience. The area should create opportunities to enhance the visiting experience and retain visitors to cultural destinations through providing integrated ground level hospitality and leisure offerings.

Social infrastructure

It is imperative that a community with the appropriate amenities is developed within Trafford Wharfside to support a sense of place and belonging and foster longevity for those living and working within the area. Uses such as a primary school and primary healthcare facilities will be critical in supporting communities in Trafford Wharfside.



8 Development Framework

8.15 Defining character areas

The Trafford Wharfside area can be divided into five broad Character Zones, reflecting on the different scale, character and current/potential uses.

The plan showing the Zones is for illustrative purposes only, as a high-level overview and should not be read as defining exact boundaries and uses. The draft Masterplan provides more detail in respect of the Trafford Wharf, Wharfside Heart and Stadium District Zones.

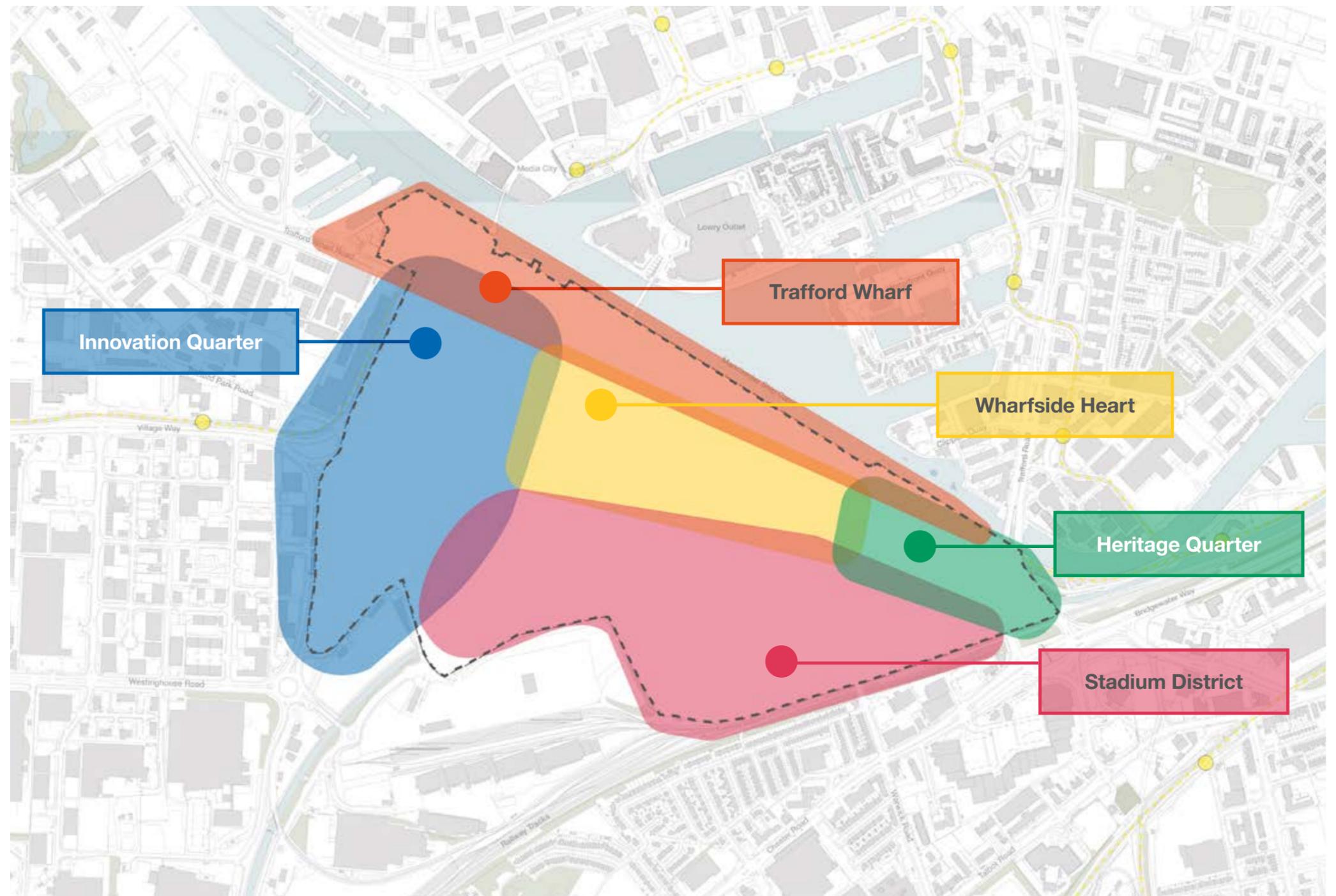


Fig. 8.30
Site plan showing proposed character areas

This Framework is an indication of the potential development opportunities in the Trafford Wharfside area and is not binding on any party; however it will be a material consideration in the determination of planning applications. Definitive planning policy upon which planning, development and investment decisions can be made will follow via the Trafford Local Plan and/or other appropriate formal planning documents. The outcomes of the formal plan-making process may differ from that shown above.

8 Development Framework

8.16 Character zones - Trafford Wharf

Trafford Wharf is the north area of the site bordering the Manchester Ship Canal and bounded by Trafford Wharf Road to its south. The site represents the edge of Trafford Borough and overlooks Salford across the river, with key views of Media City and Salford Quays. The walkway along the waterfront is underwhelming and underused.

Characterised as Trafford Wharf, this northern area will provide a key public realm route along the waterfront, capitalising on the fantastic views and connection to Salford Quays and Media City.

The development will be mixed-use, providing active ground floors with commercial and F&B amenities, with either residential or commercial uses at upper levels.

Subject to the masterplan, and mindful of respecting the setting of the Imperial War Museum North and the Heritage Quarter, there is the potential for some high quality landmark development, including some higher rise development, along the waterfront, together with attractive public open space.

Opportunities should be taken for improving public access across the Metrolink line towards the canal wherever they exist.

Key retained buildings **The Imperial War Museum North, ITV Studios The Tour**

Potential building uses **Residential (BTR, Market Sale)**
Cultural destinations
Hotels
Commercial (workspace, media)
F&B / retail

Uses are indicative and not restrictive

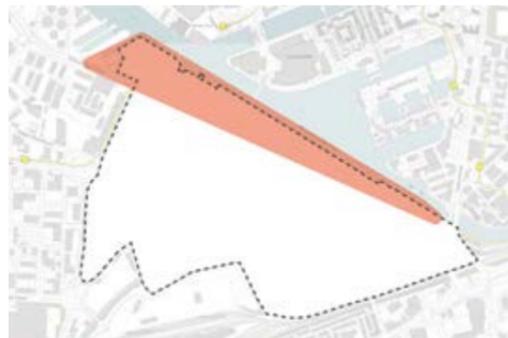


Fig. 8.31
Site plan indicating Trafford Wharf character area



Top left
Portlands Place, London

Top right
Lille Langebro bridge and inner harbour, Copenhagen

Bottom left
Capital Docks, Dublin

Bottom right
Zollhafen, Mainz

8 Development Framework

8.17 Character zones - Heritage Quarter

The Heritage Quarter is adjacent to Trafford Wharf, with the Manchester Ship Canal running along its north waterfront. The site is bounded between Sir Alex Ferguson Way, Wharfside Way and Trafford Road, which includes the Bridgewater Canal running through the south of the site. The area contains several buildings for retention with significant architectural character and heritage.

The Victoria Warehouse, alongside the Telephone Exchange, provide a unique industrial heritage to the site.

There is potential to provide improved access and activity to the Bridgewater Canal along Victoria Quay with new improved public realm adjacent to Victoria Warehouse.

All new development will need to respect the character and setting of these heritage assets.

Key retained buildings
Victoria Warehouse
Old Telephone Exchange
No.1 Old Trafford

Potential building uses
Residential
 (BTR, Market Sale)
Cultural destinations
Commercial (workspace)
F&B / retail

Uses are indicative and not restrictive

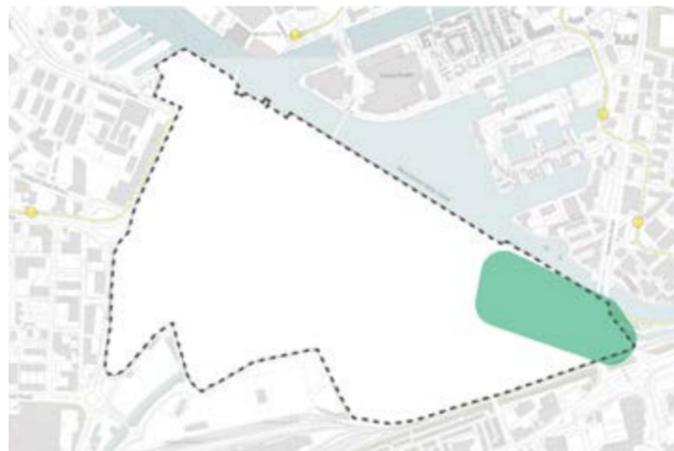


Fig. 8.32
 Site plan indicating Heritage Quarter character area



Top left
 Burridge Gardens,
 London

Top right
 Carlsburg,
 Copenhagen

Bottom left
 Strijp S, Eindhoven

Bottom right
 Granary Square,
 London

8 Development Framework

8.18 Character zones - Stadium District

The Manchester United Stadium is a key asset. The Stadium Quarter is defined by the railway line to its south, Wharfside Way to its north and John Gilbert Way to its west.

Development for the Stadium Quarter will be guided by the presence of the stadium itself. Improved public realm and green space will be in its immediate proximity, with the opportunity for mixed-use residential development further outwards within the zone. Ground floors should be activated to provide commercial interest to capitalise on the stadium footfall, including advanced F&B. The area will include a key processional route to the stadium, extending northwards along Sir Matt Busby Way.

Whilst it is not expected that residential development would be delivered south of Wharfside way, any residential development in close proximity to the stadium will need to be designed to protect the amenity of residents from noise and disturbance on matchdays.

Key retained buildings **Manchester United Football Stadium**
Former Electric Cable Works

Potential building uses **Cultural destinations**
F&B / retail
Commercial (workspace)
Residential

Uses are indicative and not restrictive

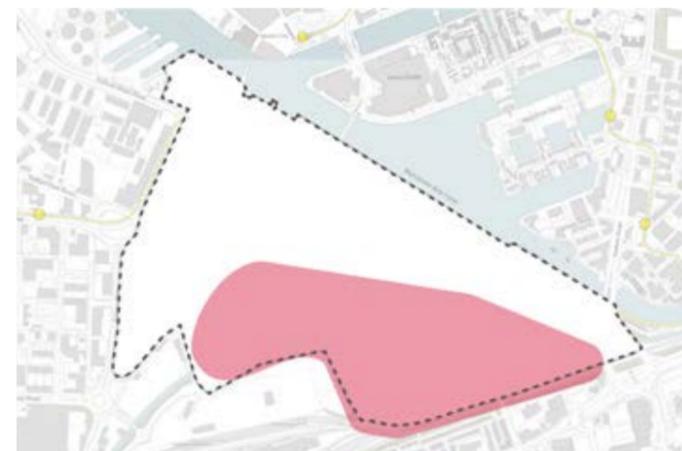


Fig. 8.33
Site plan indicating Stadium District character area



Top left
Wembley Way, London

Top right
Ashburton Triangle and Emirates Stadium, London

Bottom left
Olympic Park, London

Bottom right
Aquatics Centre, London

8 Development Framework

8.19 Character zones - Wharfside Heart

The Wharfside Heart is the area to the core of the development, bordering onto each of the other character areas. This zone therefore connects the site as a whole.

This zone will provide a high quality, landscape and residential-led neighbourhood. The public realm will include a green route linking Trafford Wharf with the Stadium district, together with significant areas of public open space, including a public park with children's play areas.

There will be an area allocated for a new primary school and other community facilities, together with a mobility hub to cater for the car parking needs of the site.

- Potential building uses
- Residential**
(Family Homes, Affordable)
 - Later-living residential**
 - F&B / retail**
 - Mobility hub**
 - Primary school**
 - Primary healthcare facility**
 - Commercial (workspace)**

Uses are indicative and not restrictive

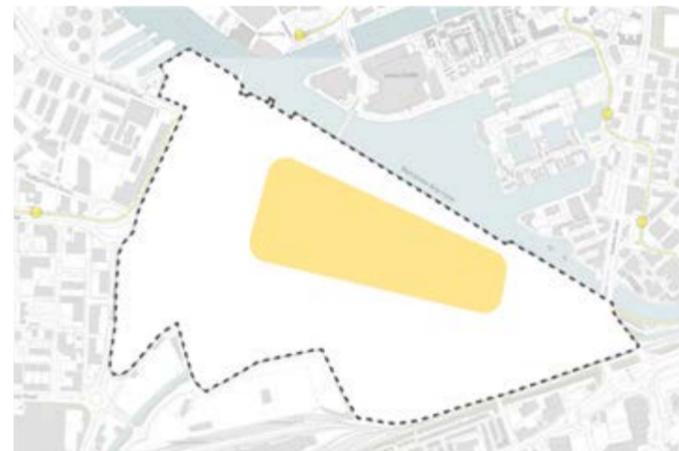
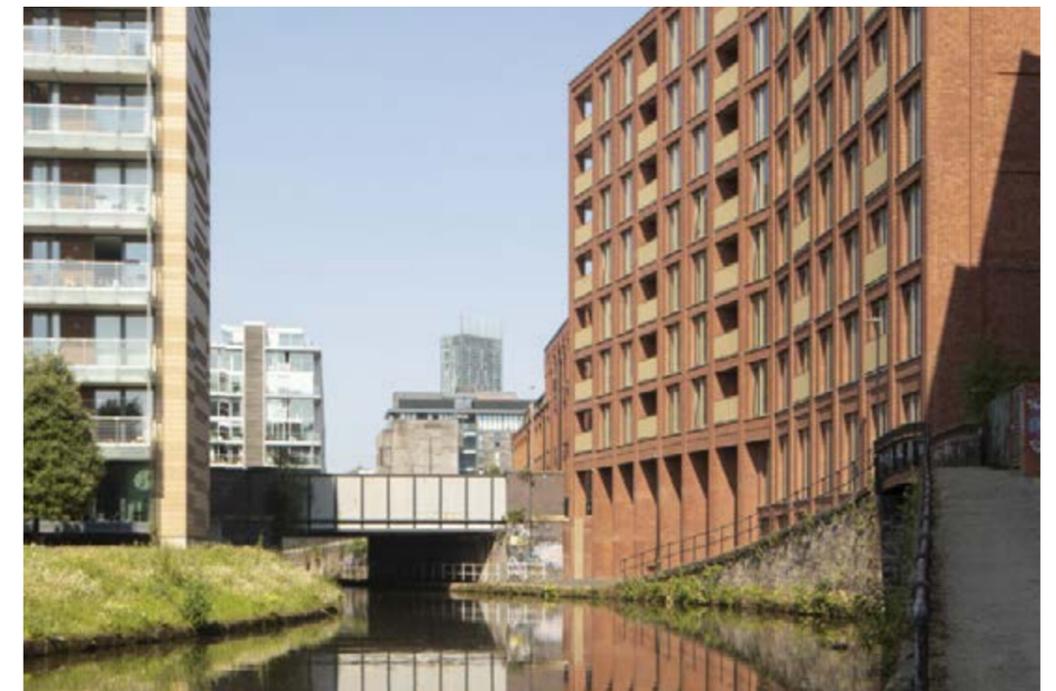
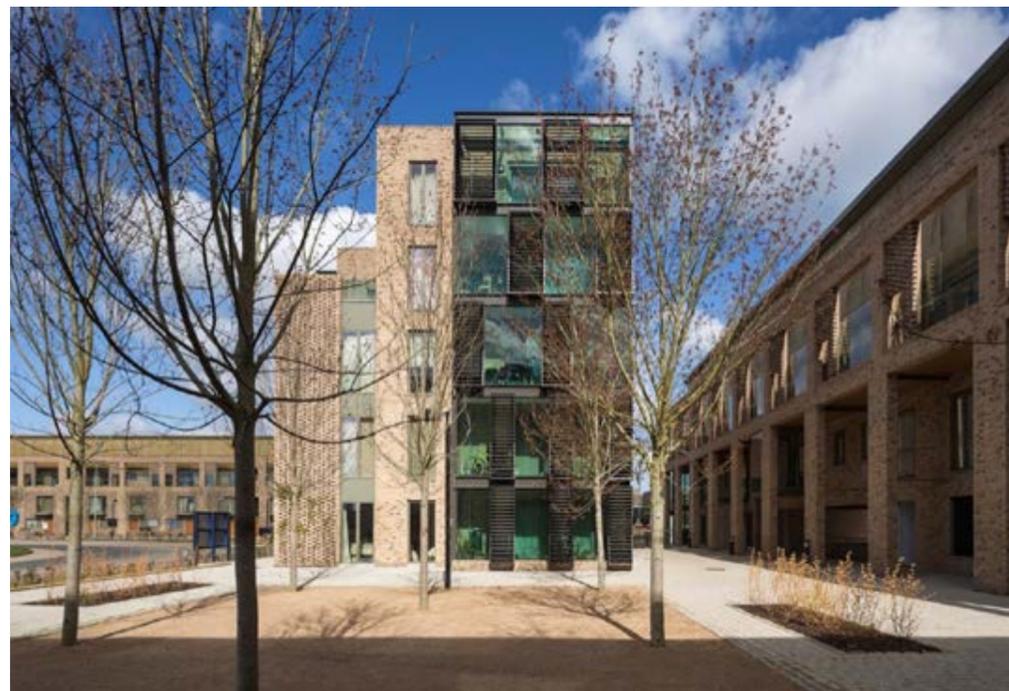


Fig. 8.34
Site plan indicating Wharfside heart character area



Top left
Leaf Street,
Manchester

Top right
Roof Gardens,
Manchester

Bottom left
Great Kneighton,
Cambridge

Bottom right
Excelsior Works,
Manchester

8 Development Framework

8.20 Character zones - Innovation Quarter

Top left
Design District, London

Top right
Manor Works, Sheffield

Bottom left
Gucci Hub, Milan

Bottom right
Here East, London

The Innovation Quarter is the western area of the Trafford Wharfedale masterplan, bounded by Warren Bruce Road and Europa Way on its western edge. John Gilbert Way separates the Innovation Quarter from the Bridgewater Neighbourhood to the site south. Wharfside Way runs through the site from east to west, providing key access for industrial services.

There is great opportunity to build upon the industrial usage and character of the site, with great industrial sector demand. Included within the character area are existing buildings of great architectural character and heritage to be creatively reused and refurbished. The combination of reuse and new build can cater to creative studios and maker spaces. Promoting industrial /workspace uses within this area should act as a buffer and an acoustic barrier to restrict residential uses moving into Trafford Park.

Key retained buildings **Former Ford Motor Works**
Whitworth Hovis Building

Potential building uses **Commercial (workspace, media)**
Light industrial / maker space
Logistics hub

Uses are indicative and not restrictive

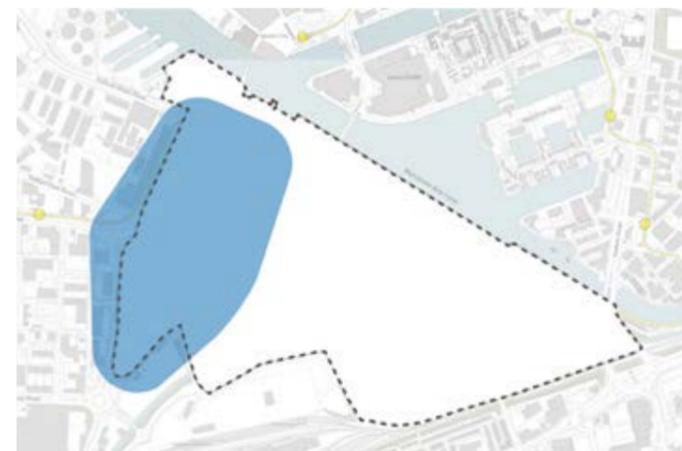


Fig. 8.35
Site plan indicating Innovation Quarter character area



London\
Edinburgh\
Manchester\
Los Angeles\
Dublin\

hawkinsbrown.com