



Manchester City Council
Salford City Council
Trafford Metropolitan Borough Council

**Planning Guidance
Irwell City Park**

Consultation Draft

August 2007

Preface

This document can be provided in large print, audio, electronic and Braille formats. Should you require it in any of these formats please contact Spatial Planning on 0161 793 3782.

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The Planning Guidance for Irwell City Park is at a draft stage and will be subject to public consultation during the period 17 August to 27 September 2007.

Any comments on the draft Guidance should be sent to the address on the back cover to be received before the end of this period:

All comments received by 4.30pm on 27 September 2007 will be taken into account and the Planning Guidance amended where appropriate. It is anticipated that the final version of the Guidance will be adopted by the three Councils in January 2008.

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1 Introduction

- 1.1** The River Irwell was once one of the most important commercial and recreational waterways in the North West. Following its steady decline in the early twentieth century as the industrialisation and transport progress of Manchester and Salford changed the face of the river banks, the strategic importance of the Irwell as a valuable asset has again become apparent in recent years. The benefits in terms of its historical legacy as well as its huge potential to act as the physical manifestation of the economic and social resurgence of the Manchester Regional Centre are enormous.
- 1.2** The three Local Authorities of Manchester City Council, Salford City Council and Trafford Metropolitan Borough Council together with the Central Salford Urban Regeneration Company have recognised this potential and are now looking to turn the tide on years of neglect and embrace the River Irwell as a fundamental part of the Regional Centre's heritage and a key component to its future economic and social growth.
- 1.3** The vision is to see the restoration of the River to create a new and exciting urban park, focusing on its spectacular industrial and architectural achievements, attracting new waterfront development and activities and linking neighbourhoods and communities with the heart of the City Centre. The project has been named '**Irwell City Park**'.



Purpose of this Document

2 Purpose of this Document

- 2.1** This Planning Guidance relates to the intention to establish the Irwell City Park as an exciting and unique waterfront location within the Manchester Regional Centre.
- 2.2** The transformation will create dramatic public spaces, new waterside environments and new connections between the riverside and local neighbourhoods and businesses. There will be new high quality commercial and residential properties and leisure uses along the riverside to provide attractions and activity.
- 2.3** The principles set out are intended to provide clear guidance to stakeholders in the development process – landowners, local businesses and residents, statutory agencies, public sector organisations and private developers. The Guidance aims to ensure that new public realm and infrastructure in the Irwell City Park is not only of exceptional design quality but also that it is integrated with the surrounding area and that linkages between other regeneration initiatives in the Regional Centre are successfully achieved.
- 2.4** The Guidance has been prepared by Manchester City Council, Salford City Council and Trafford Metropolitan Borough Council to set out the guidelines which the Councils as Local Planning Authorities will use as a material consideration in determining applications for planning permission and other matters in the Irwell City Park area. In addition, it establishes a set of principles to ensure the provision of a continuous river walkway suitable for pedestrians and cyclists and the high quality design of new public open spaces and other infrastructure. It provides an important contribution to the successful planning of the area in a situation where a number of different agencies and landowners will be bringing forward individual sites.
- 2.5** Applicants for planning permission will be expected to demonstrate how their proposals address the principles covered in this Guidance along with the wider policy framework established in the Councils' respective Unitary Development Plans (UDP), emerging Local Development Frameworks, the Regional Spatial Strategy for the North West and national planning policy.
- 2.6** At this stage, the Guidance is a non statutory Planning Document but it is set within the planning policy framework provided by the three UDPs for Manchester, Salford and Trafford.
- 2.7** Map 10.1 'Irwell City Park Context' sets the context for the Irwell City Park within the boundaries of Manchester, Salford and Trafford.

Irwell City Park Boundary and Zones

- 2.8** The boundary of the Irwell City Park for the purposes of this Planning Guidance has been agreed by the three Councils of Manchester, Salford and Trafford. The boundary extends from The Meadows and Peel Park to the north, through the city centres of Manchester and Salford, through the Ordsall and Pomona dock areas, and around to Salford Quays and Trafford Wharfside.
- 2.9** The Irwell City Park is formed by six key zones, reflecting the character of the river along its route:
- Zone 1 – The Meadows
 - Zone 2 – Anaconda
 - Zone 3 – Heart of the City

- Zone 4 – Castlefield
- Zone 5 – Pomona Ordsall
- Zone 6 – The Quays

2.10 The boundary of the Irwell City Park is set out at Map 10.2 'Irwell City Park Boundary', and a map showing the six zones is set out at Map 10.3 'Irwell City Park Zones'.

Zone 1 – The Meadows

2.11 The Meadows and Peel Park are the green heart of Central Salford and form the centre of this zone. The Irwell loops through these major greenspace areas, and taken together these assets offer tremendous potential to create a stunning natural resource so close to the Regional Centre.

Zone 2 – Anaconda

2.12 This zone snakes around the north of the regional centre and through the communities of Lower Broughton and Trinity. It provides the opportunity to link these communities and provide a high quality recreational resource for existing and new residents.

Zone 3 – Heart of the City

2.13 Here the Irwell runs through the city centres of Manchester and Salford and provides an attractive relief to the density of development. It creates a dramatic 'urban canyon' where the river is bounded on both sides by tall buildings. The historic and the new co-exist as landmark buildings and public spaces line the river along this stretch including Manchester Cathedral and the Lowry Hotel.

Zone 4 – Castlefield

2.14 The industrial heritage of this area and its proximity to the city centre has been the basis for Castlefield's regeneration as an attractive live/work area and as a leisure destination. The network of canals, bridges and viaducts which cross the area are a key part in defining the character of this zone.

Zone 5 – Pomona Ordsall

2.15 The river broadens along this stretch into the Manchester Ship Canal which was historically the location for the city's docks and industry. Industrial decline has marked this area but as the renaissance of the Regional Centre continues to cascade out, the river will be the driver for the future redevelopment of this area for high quality waterside living and mixed-use areas.

Purpose of this Document

Zone 6 – The Quays

- 2.16** The waterfront character transforms through this zone into the world-class Quays, dominated by the wide expanse of the Manchester Ship Canal and its high quality public spaces and iconic buildings including the Lowry and Imperial War Museum. The development of mediacity:uk will reinforce the transformation of this area as a dynamic and vibrant part of the Regional Centre.

3 Planning and Regeneration Context

Planning Context

- 3.1** This Planning Guidance is intended to complement rather than duplicate other local, regional and national planning policy. In particular, it expands on the policies of the Regional Spatial Strategy for the North West and the Unitary Development Plans (UDPs) of the three Local Planning Authorities with the aim of ensuring all new development in the Irwell City Park achieves the highest standards of quality and design.
- 3.2** Key policies contained within both the adopted North West Regional Spatial Strategy (RSS) and the emerging Draft RSS, currently due to be adopted in March 2008, support the development principles contained within the Planning Guidance and these are set out in Appendix A 'Key Policies Supported by this Planning Guidance'. Draft RSS ensures that the Regional Centre within the Manchester City Region continues to develop as the primary economic driver, providing the main focus of retail, leisure, cultural and tourism development in the City Region. This Planning Guidance complements this objective through the creation of high quality urban environments along the length of the River Irwell into the heart of the Regional Centre.
- 3.3** In addition to the UDPs, the three Councils have produced (and are producing) other guidance as part of their planning policy frameworks for their areas. Details of all the planning documents currently in force and a timetable for the adoption of new documents are set out in the Local Development Schemes of the three Councils. This Planning Guidance is supported by a number of these documents as well as other non statutory advice including:
- a. Manchester**
 - Guide to Development in Manchester 2 (Supplementary Planning Document and Planning Guidance – adopted April 2007)
 - Manchester City Centre Strategic Plan 2004 – 2007
 - The Manchester Community Strategy 2002 - 2012
 - b. Salford**
 - Supplementary Planning Guidance: Design and Crime (adopted July 2006)
 - Supplementary Planning Guidance: Greenspace Strategy (adopted July 2006)
 - Supplementary Planning Document : Planning Obligations (adopted March 2007)
 - Planning Guidance: Housing (adopted December 2006)
 - Planning Guidance: The Exchange Greengate (adopted January 2007)
 - Planning Guidance: mediacity:uk (adopted jointly with Trafford MBC in January 2007)
 - Supplementary Planning Document: Design (consultation on draft document due June / July 2007)
 - Planning Guidance: Salford Central Station Area / Chapel Street West (consultation on draft document due October / November 2007)
 - Planning Guidance: Ordsall Riverside (consultation on draft document due October / November 2007)
 - c. Trafford**
 - Trafford 2021 : A Blueprint (Community Strategy)
 - Supplementary Planning Guidance: PG1 – New Residential Development (adopted September 2004)

Planning and Regeneration Context

- Supplementary Planning Guidance: PG24 – Crime and Security (adopted September 2002)
- Supplementary Planning Guidance: PG26 – Controlling the Supply of Land Made Available for New Housing Development (adopted September 2004)
- Supplementary Planning Guidance: PG27 – Provision for New Affordable Housing Development (adopted September 2004)
- Supplementary Planning Guidance: PG28 – Informal/Children’s Playing Space and Outdoor Sports Facilities Provision and Commuted Sums (adopted September 2004)
- Supplementary Planning Guidance: PG29 – Developer Contributions Towards Red Rose Forest (adopted September 2004)
- Supplementary Planning Guidance: PG30 – Landscape Strategy (adopted September 2004)
- Supplementary Planning Document: SPD1 – Developer Contributions to Highway and Public Transport Schemes (adopted March 2007)
- Supplementary Planning Document: SPD2 – A56 Corridor Development Guidelines (adopted March 2007)
- Planning Guidance: mediacity:uk (adopted jointly with Salford City Council in January 2007)

Regeneration Context

a. Manchester

City Centre Strategic Plan 2004-2007

- 3.4** The purpose of the Strategic Plan is to provide an agreed framework for continued regeneration, investment and service improvement in the city centre. It includes the whole area within the Inner Relief Route, including the Chapel Street area in Salford, and incorporates the views of residents, businesses, public, private and voluntary sector organisations.
- 3.5** The development of Irwell City Park would support many priorities for action identified in the current Strategic Plan, such as promoting effective management of the waterways, providing high quality environments for pedestrians and cyclists, and creating world-class visitor attractions.
- 3.6** A review of the current Plan has commenced, and it is anticipated that a draft Plan covering the period 2007-2012 will undergo a comprehensive consultation process during May/June 2007 and be finalised by autumn 2007. It will build on the achievements of the current plan period, but with renewed focus on area priorities. The establishment of a chain of high quality, well-used open spaces along both banks of the Irwell, linked by fully accessible riverside pedestrian routes as envisioned for the Irwell City Park, will complement the current and replacement Strategic Plan.

Strangeways / Boddingtons

- 3.7** The site of the former Boddingtons Brewery, adjacent to the northern fringe of the city centre and approximately 170 metres from the River Irwell, is to be redeveloped for business use. The North Manchester Partnership is preparing a Development Framework for the Strangeways/Boddingtons area. Irwell City Park would complement and add to the attraction of the site for commercial development by promoting access to high quality riverside open spaces.

Victoria / Millennium Quarter

- 3.8** This is the northernmost section of the city centre, including the transport nodes of Victoria Station and Shudehill Transport Interchange, Chetham's School, the cathedral, key visitor attractions such as the Printworks, Urbis and the Arena, and a major office location. There is potential to add to the existing office floorspace in the area through new developments adjacent to Victoria Station. With regard to Irwell City Park, the area includes the confluence of the river Irk with the Irwell, and is the location of historic bridge links between Manchester and Salford.
- 3.9** A strategic priority in the area is the extension of the high quality public realm created in Cathedral Gardens down to the Irwell, and the consequential pedestrianisation of Victoria Street. This would give an opportunity to substantially improve the setting of the cathedral and Chetham's School (both Grade I listed) and create new public realm spanning the river, improving links with developments proposed around Greengate. This would be entirely consistent with the aims and objectives of the Irwell City Park.

Deansgate / Parsonage Gardens

- 3.10** This area extends from Bridge Street to Victoria Bridge, lying between the river Irwell and city centre's retail core. It includes the Ramada Hotel, Parsonage Gardens and Trinity Bridge, and is mainly characterised by office, as well as residential and hotel uses.
- 3.11** The principal opportunities for links with the Irwell City Park are around the Ramada Hotel and Trinity Bridge. Any redevelopment proposals for the Ramada Hotel will be required to incorporate greatly improved riverside access and links from the adjacent Blackfriars Bridge and Victoria Bridge, whilst any developments around Albert Bridge House will also need to improve access to the bridge and the riverside.

Spinningfields

- 3.12** The comprehensive redevelopment of Spinningfields is creating a significant new destination within the city centre. The area is currently bounded by the Irwell, Deansgate, Bridge Street and Quay Street, and includes high quality office developments, educational and legal facilities, residential accommodation and substantial public realm.
- 3.13** The Left Bank residential scheme incorporates a new riverside walkway, linked to the adjacent Albert Bridge and Irwell Street Bridge, with a direct route from the Irwell to new spaces further from the river and permission for a new pedestrian bridge. The Irwell City Park will link this new public realm into a wider network of routes and open spaces, to the benefit of the new developments in Spinningfields and potential future development on adjacent sites to the south of Quay Street.

Planning and Regeneration Context

Castlefield

- 3.14** The wider Castlefield area covers the area between Deansgate/Chester Road and the river Irwell, and south of St. John Street. This includes the Museum of Science and Industry, the visitor attractions and public spaces around the Bridgewater Canal Basin, and St. George's Island/Ellesmere Street. The area has a long frontage to the Irwell, including a number of development sites. There are therefore substantial opportunities for the Irwell City Park to contribute to and be integrated with future developments along the river frontage.
- 3.15** The residential population of the area has increased dramatically in recent years, including developments around St. George's and Water Street. There is therefore need for improved pedestrian links across the Irwell and the major roads that surround and cut through the area, as well as informal residential infrastructure such as high quality public realm which would be provided by the Irwell City Park.

b. Salford

Central Salford Urban Regeneration Company

- 3.16** The mission of Central Salford URC is to drive the transformation of Central Salford and shape the creation of a vibrant, modern city. Central Salford embraces over 2,000 hectares including part of the Regional Centre of Manchester and Salford, and is currently the home to over 72,000 people.
- 3.17** Central Salford URC was established in 2005 with its three founding members being Salford City Council, the Northwest Regional Development Agency and English Partnerships. Chaired by the private sector, it brings together both public and private sector partners to attract high levels of investment, stimulate quality development and strategically deliver and co-ordinate the sustainable regeneration of the area.
- 3.18** The Central Salford Vision and Regeneration Framework was finalised in 2006 and identifies the vision and key projects required to deliver the transformation of Central Salford over the next 20 years. The Vision and Regeneration Framework identifies four transformation areas which will be central to the realisation of this. The Irwell City Park is key to three of these transformation areas; Chapel Street / The Crescent, The Quays and Waterfront, and the River Irwell Corridor.
- 3.19** Detail on the key projects within these transformation areas is identified below:

Salford Crescent Gateway and University of Salford

- 3.20** The Crescent is a major gateway into the Regional Centre from the west, and at its heart lies Salford University. A new public square on The Crescent will become a meeting place with bars, restaurants, cafes and galleries at the centre of the University Campus. The land south of The Crescent has potential to support new commercial and residential development and to contribute to a stronger University precinct. Bounded by the Irwell, the Meadows will become the green heart of the area and is identified as a core project within the Irwell City Park. Central Salford URC has led on the preparation of a masterplan for The Crescent area, and the City Council will be preparing planning guidance to provide a supportive context for its realisation.

Chapel Street / Salford Central Station

3.21 Chapel Street is the historic core of the city of Salford, and is the strand that connects the River Irwell, the Regional Centre and Salford University to the surrounding neighbourhoods. The vision for the Chapel Street area is to enhance the physical environment, transform the area into Salford's Corporate Centre and Creative Quarter, restore the historic city core and stimulate the creation of new centres of commerce and urban living. Salford City Council, Central Salford URC and English Cities Fund are working in partnership to deliver the transformational change in the Chapel Street West / Salford Central Station area and the City Council is preparing planning guidance to support the comprehensive regeneration of this area.

Exchange Greengate

3.22 Exchange Greengate is a major project to facilitate and maximise the development opportunities at the key site bounded by Chapel Street, Victoria Street, Trinity Way and Blackfriars Road. A major 300,000 sqm regeneration project will provide a new high-quality, mixed-use community with shops, offices, residential uses, public squares and pedestrian connections, and will accommodate the westward growth of Manchester City Centre's corporate development. The City Council adopted planning guidance for the Exchange Greengate area in January 2007. Central Salford URC has guided the submission of a planning application which will establish new areas of public realm of the highest quality to connect Manchester and Salford.

Ordsall Riverside

3.23 The Ordsall Riverside forms an important part of the Irwell City Park and extends for approximately 2km along the riverside. Central Salford URC has recently led on the production of a masterplan for the Ordsall Riverside area. The area will be transformed as a high quality mixed use area and central to this will be the creation of a network of well designed streets and public spaces that open up access to the riverside and provide active frontage to overlook the riverside walkway. The masterplan proposals include the creation of a high quality quayside public space and a series of green fingers that connect existing routes in the Ordsall neighbourhood with the river. The largest of these, Ordsall Meadow, will create a high quality greenspace link between the Grade I listed Ordsall Hall and the riverside.

mediacity:uk

3.24 mediacity:uk will be a world-class innovative and creative hub, and its development will be anchored by the location of the largest BBC presence outside of London. mediacity:uk will capitalise on its waterfront location at the heart of Salford Quays and a new network of tightly knit streets, squares and boulevards will cascade down into a huge waterfront piazza. mediacity:uk includes areas within both Salford and Trafford and planning guidance to support the development of the area was adopted jointly by both Councils in January 2007. An outline planning application for the 15.1ha site at the heart of mediacity:uk has been approved, and detailed permission was granted in April 2007 for part of the first phase of development.

c. Trafford

Pomona

- 3.25** Pomona is an “island” waterway site well located in relation to the Regional Centre. Having benefited from the significant investment in reclamation, infrastructure, public transport and environmental improvement, it is now being promoted for high quality mixed use development for waterside leisure, housing and office accommodation, hence its identification as a sub regional strategic development site and as a future site for new housing development.
- 3.26** The development of the site will help to maximise the tourism potential of the canal-side area between Manchester City Centre, Ordsall Riverside and Salford Quays. The Council will look favourably on development proposals that would complement the uses that have been developed at Castlefield in Manchester and at Salford Quays. The Pomona site is also part of the Old Trafford Priority Regeneration Area. This inner urban area is the most deprived area of the Borough and has been identified by the Council as a priority area for improvement and regeneration action.

Trafford Wharfside

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

4 Development Progress

- 4.1** As the Irwell City Park Design Framework has been produced in 2006 and 2007, a number of key development schemes have been submitted to the three Councils. These proposals were considered in the context of the emerging framework to ensure an appropriate architectural and spatial fit with the recommended design principles.
- 4.2** These schemes represent the beginning of the qualitative change to create the distinctive character and sense of place envisaged for the Irwell City Park into the future. The development schemes are supporting the delivery of the vision for the Irwell City Park area in a range of ways including through the provision of new stretches of riverside walkway, delivering improvements to existing areas of riverside walkway and creating new riverside public spaces. New development is also providing positive overlooking of the riverside walkway and creating active uses at ground floor level in key locations in order to support the animation of the area. Development along the corridor is also increasing the local population base and therefore increasing the number of potential future users of the park.
- 4.3** The key development schemes along the River Irwell corridor as at July 2007 are detailed at Appendix B 'List of Development Schemes'.

5 Irwell City Park Design Framework

The Area's History

- 5.1** The River Irwell was the origin and focus of the earliest settlements that eventually became Manchester and Salford. The Irwell was a point of union and linkage between the cities. Most of the two cities earliest development and earliest industry was within a short distance of the river. Today, many of the landmarks of the cities lie along its banks or within easy walking distance.
- 5.2** The industrialisation brought an even greater intensity of development along the river which tended to progressively channel it and enclose it. Throughout the 19th and 20th centuries the river was steadily re-engineered and distanced from the main centres of population. With the decline in industry this was exacerbated and the high levels of dereliction, coupled with the lack of easy access or surveillance, led to the river becoming a half-forgotten backwater.
- 5.3** The fact that it also forms a boundary between the three Local Authorities for long stretches has meant that they have to a large extent seen it as an edge, and development has tended to turn its back further on the river, or to see it as more of a threat than an asset, hence compounding the inaccessibility and insecurity of the river corridor.

The Need for a Design Framework

- 5.4** Since the 1980's, the three Local Authorities have made some interventions to stem the negative impacts of decline. Most notable of course has been the transformation of the former Manchester and Salford Docks into the Quays. There has been the limited provision of walkways to improve access to the river and some riverside development but this has not been of sufficient scale to revitalise the river corridor along its whole length from Salford University to the Quays.
- 5.5** The combination of Government policy, funding opportunities, new land owners, increasing developer interest and the rebuilding of Manchester City Centre means that there is now an opportunity to reverse the decline and reclaim the river as a focal point and linkage between Manchester, Salford and Trafford, and between their respective communities.
- 5.6** The amount of private sector led development already underway or anticipated within the next decade is likely to bring about a fundamental transformation of the river corridor, and yet currently there is little to link this development together or ensure that it does not repeat the defensive and introverted character of much recent development along its banks. Only a unified and coordinated strategy, backed at the highest political levels within all three authorities, will ensure that the river is not lost to the city as an asset for another generation.
- 5.7** In order to achieve the physical transformation, the three Local Authorities formed a new partnership in December 2005 with key stakeholders and landowners to produce an imaginative and creative development framework for a new riverside park, to be known as Irwell City Park. The success of great world cities is usually due to their 'liveability' which is based to a large extent on ease of movement between areas, generous provisions of high quality public spaces and a varied and diverse range of lifestyle choices. Irwell City Park has the potential to become a key driver in the step change that is now required in the development of the Regional Centre.

5.8 Broadway Malyan was appointed in September 2006 to lead a team to prepare a Design Framework for Irwell City Park. The Framework was completed in April 2007.

The Irwell City Park Design Framework

5.9 The Framework's overall vision for Irwell City Park is of a new city centre place which will provide quality public open space and will reconnect Manchester, Salford and Trafford. The river will no longer be the forgotten periphery but will become part of the heart of the two Cities and Trafford, ensuring that it makes a significant contribution to the physical, economic and social life of the emerging integrated city region.

5.10 The Design Framework is underpinned by a number of strategic objectives which define the type of place Irwell City Park will become. The key principles are to:

- create a cohesive and vibrant linear park with its own distinctive sense of place and character, exploiting the richness and fascination of the river and drawing on the energy and activity of the city centre
- provide essential infrastructure to support this qualitative change including new riverside walkways, open spaces and bridges
- build on the diversity of the historic waterfront and urban environment, creating places which are lasting and memorable and which create an attractive focus for living, working and visiting
- create new pedestrian and cycle connections between key parts of the urban centre to encourage integration with surrounding neighbourhoods and the commercial core of Manchester City Centre, Central Salford and Trafford Wharfside
- promote a well conceived pattern and structure to the provision of built facilities, urban in scale, of exceptional design quality and sustainable in construction, with flexibility to evolve and change over time
- provide precious new recreational opportunities, breathing spaces and meeting places for local communities within centres for healthier living and less reliance on vehicular transport.
- make a major contribution to the sustainability of the area's regeneration in environmental and biodiversity terms

5.11 The Design Framework establishes the key principles of character, accessibility and circulation, environmental sustainability and design of new walkways, open spaces and bridges which have been adopted in this Planning Guidance.

5.12 Consultation has been undertaken during the preparation of the Design Framework in order to:

- raise awareness of the creation of the Irwell City Park
- encourage discussion about the river's potential and in particular its use and environmental values
- seek ideas and opinions from local residents, businesses and other interested parties.

5.13 Details of the consultation are set out in Appendix C 'Consultation and Public Involvement'.

6 Planning Guidance

A. Irwell City Park : A Sense of Place

Character

Policy ICP 1

The creation of the Irwell City Park will result in a vibrant and distinctive part of the Regional Centre with a range of functions including commercial, residential, cultural, retail and leisure uses. It will be characterised a continuous riverside walkway, high quality public spaces and a distinctive waterside frontage with new connections between Manchester, Salford and Trafford. It will be an area where there is activity, life and movement.

- 6.1** The Irwell City Park will become its own immediately recognisable place with a distinctive sense of character providing a diversity of essential functions and accessible to all. It will deliver living, working, social and leisure opportunities for existing and new communities along its length including over 75,000 residents and an even larger working population.

Appearance

Policy ICP 2

The design of new infrastructure, in particular, walkways, bridges and public realm, should seek to provide high quality contemporary solutions that respond to the River Irwell's architectural and historic legacy. Designs should interpret the materials and form found in adjoining areas and seek to establish visual qualities that will make the City Park distinctive and successful.

- 6.2** The design of new infrastructure will be important in establishing the character of the new City Park and linking it into adjoining residential and commercial areas including the City Centre.
- 6.3** The riverside walkway, providing a continuous route from The Meadows to The Quays, will be a core element of the City Park. It should ideally be at least four metres wide (with a minimum width of three metres) and applicants will be expected to follow a palette of materials and street furniture to unify the walkway design. Further information on this should be sought from the appropriate Local Authority.

Lighting

Policy ICP 3

The introduction of creative architectural lighting schemes is encouraged.

- 6.4** These will provide visual, environmental and security benefits, enhancing the attractiveness of the City Park. Any lighting schemes must not adversely affect the amenity of nearby residential buildings.

Public Art

Policy ICP 4

The potential for urban art should be considered at an early stage in all appropriate infrastructure and development schemes.

- 6.5** High quality artwork which is well designed, fun and exciting will help give a distinctive identity to the City Park. This should include tactile artwork to offer interest to visually impaired users.

Key Views

Policy ICP 5

New infrastructure should exploit the angles, alignments and changes of level of sites along the River to maintain and create new vistas.

- 6.6** An important part of establishing the Irwell City Park as a new City destination will be to help people to orientate themselves from outside and within the area. As well as the physical links, visual connections will also be important. New infrastructure will need to respect the angles, alignments and changes of level to maintain key views and create new vistas.
- 6.7** The provision of 'gateway' riverside buildings will help create a sense of place, mark entrances into the City Park and improve general orientation within the wider area.

Secure Design

Policy ICP 6

The provision of new development and infrastructure should take into consideration the principles of 'Secured By Design'.

- 6.8** Safety and security in the City Park are complex but vital elements in creating an attractive place to live, work and visit. Design will make a significant contribution to everyone's sense of security in the Park. In particular:
- infrastructure designs should include crime prevention measures
 - lively, lived in streets and public spaces that are easy to overlook and oversee should be created

Planning Guidance

- the design of active frontages on developments that face the riverside walkway and public realm will be important – for example, the opportunity to ‘spill’ out onto streets and open space
- there should be a variety of routes through the City Park which are clearly signed and well lit at night
- avoidance of ‘dead space’ such as blank walls, high fences or service access at ground level.

6.9 Applicants must demonstrate how the principles of ‘secured by design’ have been incorporated within their schemes.

Boundary Treatment

Policy ICP 7

The design of boundary treatments fronting onto the City Park’s walkways and public open spaces needs careful consideration to ensure a balance between building security, defensible space and maintaining the quality and attractiveness of the City Park’s facilities.

6.10 The riverside walkway and public realm must be as attractive and user friendly as possible. Whilst it is acknowledged that security is a very real issue for developments adjoining the City Park, the visual and physical impact of boundary fencing needs to be carefully designed so as not to diminish the quality and attractiveness of the City Park’s spaces and routes. Design will involve the consideration of factors such as the height of fencing, types and colour of material and the successful use of landscaping.

Landscaping

Policy ICP 8

A unified landscaping strategy will be provided throughout the Irwell City Park area.

6.11 The Irwell City Park will become a unique and easily identifiable part of the Regional Centre. An important element in achieving this identity will be common landscape treatments across the area. These will ensure that routes and spaces are designed in a unified manner through the use of specific materials, trees, planting and detailing.

6.12 Further information on these details should be sought from the appropriate Local Authority.

Heritage

Policy ICP 9

New development and infrastructure schemes will need to respect the historic and architectural importance of listed buildings and structures within the City Park area.

6.13 This stretch of the River Irwell is rich in history and closely entwined with all the key stages of development of the Manchester, Salford and Trafford. The Irwell City Park provides an opportunity to reveal and celebrate these historic assets and make them key attractions within the City Park. All new infrastructure will need to be sympathetic to listed buildings and other structures through:

- designs which understand and respect their architectural and historic setting, which are of an appropriate scale and size and which use appropriate details and materials
- the retention of important views
- the use of landscaping and planting of trees which enhance amenity and environmental quality

Archaeology

Policy ICP 10

In order to improve the understanding of the evolution and character of historic Manchester, Salford and Trafford no development or infrastructure provision will take place within the Irwell City Park until a programme of archaeological investigation work has been secured

- 6.14** There has been relatively little archaeological investigation of Manchester, Salford and Trafford's riverside. However, there is certain to be a wealth of remains along the river banks relating to development since the medieval period and particularly the Cities' rich industrial legacy
- 6.15** This policy is to ensure there is a record and evaluation of remains of archaeological interest within the City Park area, particularly where development or new infrastructure provision will affect known or suspected sites of local archaeological value

Management and Maintenance

Policy ICP 11

A management and maintenance strategy will be established to ensure that standards of future maintenance of the City Park are appropriate and of the highest quality.

- 6.16** Ensuring that the City Park and its infrastructure are managed and maintained to a consistent high standard will be essential to achieving the long term vision for the Park. The three Local Authorities are exploring options for maintenance arrangements, both the funding and models for delivery.
- 6.17** The design of new infrastructure and landscaping must be responsive to their long term maintenance requirements to ensure the continuing quality of the City Park environment.

B. Irwell City Park : An Accessible Place

City Centre Transportation

Policy ICP 12

The Irwell City Park is very well placed for public transport provision. New transport networks and associated developments should achieve a balance between ensuring that it is as easy as possible to get to the City Park whilst minimising the impact on people being able to move around the area itself. A major objective is to encourage a switch to public transport to reduce the impact of the car.

6.18 Transport considerations will play a crucial role in ensuring people can easily access the Irwell City Park but these cannot be considered in isolation from the transportation strategy for Manchester's Regional Centre. In line with the City Centre Strategic Traffic Management Plan, two key objectives are to:

- improve the environment, attractiveness and safety of the Regional Centre.
- increase the proportion of trips made by public transport, by cycling and on foot and to reduce the proportion made by car.

6.19 The transport strategy for the City Centre continues to be developed but some of the core principles of relevance for the City Park will be:

- improving the pedestrian environment on the City Centre's main streets by the removal or restriction of traffic.
- buses will continue to form the backbone of public transport connections within the City Park area. The routing of buses in and through the City Park will be reviewed as development progresses.
- experience shows that Metro Shuttle bus services are without doubt a substantial influence in connecting different parts of the City Centre. Further extensions to serve and connect with the City Park will be considered in future.
- measures will ensure that the links with heavy rail and Metrolink services are maintained and improved.

River Irwell Corridor

Policy ICP 13

The creation of the Irwell City Park will re-define the role of the River Irwell as a point of interconnection between Manchester, Salford and Trafford. There will be an extended and enhanced pedestrian and cycle route along the River edge, regularly linking back into adjoining neighbourhoods and the City Centre.

6.20 The Irwell City Park will support the role of this length of the River Irwell as Manchester, Salford and Trafford's major recreational, landscape and ecological asset. In particular, new development along the River should provide walkways as part of a continuous riverside pedestrian and cycle route and active frontages along the river edge to enhance safety through overlooking.

Accessibility

Policy ICP 14

A core network of fully accessible routes will be established in the Irwell City Park.

- 6.21** A network of routes accessible to pedestrians, cyclists and disabled users is envisaged. This network will offer numerous alternatives for movement through the City Park leading to and from important destinations within and outside the area. This permeability should not be compromised by new developments – indeed opportunities may arise where new routes can be created and former routes can be reinstated. Map 10.4 ‘Irwell City Park Sites for Infrastructure’ sets out the core network of routes.
- 6.22** The specific route within the City Park is the riverside walkway providing a continuous link from The Meadows to The Quays – this pedestrian and, in places, cycle route will be regularly linked back into the street grid of adjoining areas.
- 6.23** All routes will be compliant as far as possible with Manchester City Council’s Design for Access 2 Manual, ensuring, for example, that ramps, where essential, have a maximum gradient of 1:20 with landings at appropriate intervals. Where space constraints do not allow for full wheelchair, cyclists or mobility impaired access, well marked alternative routes will be provided – however these will be kept to an absolute minimum.

Signage/Legibility

Policy ICP 15

The Irwell City Park will be a place that has a clear image and is easy for people to find and move around. Routes within the City Park will be easy and attractive to follow for a range of different users.

- 6.24** It will be important to promote a clear image for the City Park through waterside development and facilities that provide recognisable routes, intersections and landmarks to help people find their way around. There must be continuity between all main points for all potential users with well signposted access and egress points at regular intervals to all key destinations.
- 6.25** A unified signage and interpretation strategy will be developed by the three Local Authorities to help ensure this is successfully achieved.

Rights Of Way

Policy ICP 16

A Public Right of Way (footpath only) will be created along the entire riverside route of the Irwell City Park to provide the City Park with full public access all year round and at all times.

Planning Guidance

- 6.26** One of the key objectives of the City Park is to ensure that permanent 24 hour a day, 365 days a year, public access is secure for the entire length of the Park from The Meadows to The Quays.
- 6.27** It is proposed to create a Public Right of Way (PRoW) along the entire route – this will be a footpath only. This will provide the walkway with a permanent and robust status under the law and will enable it to be put on the Definitive Map and Ordnance Survey maps.
- 6.28** Where the physical nature of the route makes cycling possible and safe, cycle paths will also be established.
- 6.29** Creation agreements with landowners and other parties will be subject to individual negotiations as the route is newly established or existing undefined lengths are improved.

C. Irwell City Park : A Natural Place

Environmental Design

Policy ICP 17

All proposals for new development and infrastructure within the Irwell City Park should accord with the principles of sustainable construction and should make a positive contribution to the delivery of a sustainable environment.

- 6.30** Sustainable development is acknowledged by the UK Government in its Planning Policy Statement 1 as being the core principle underpinning the planning system.
- 6.31** When seeking planning permission for new infrastructure within the City Park area, applicants should therefore consider the introduction of the following mechanisms, amongst others:
- The use of materials from sustainable sources
 - The use of benchmark BREEAM/Code for Sustainable Homes ratings as minimum development standards within all new City Park buildings
 - The consideration of photovoltaic cells/ panels and vertical axis wind turbines or other technologies to provide renewable energy generation (eg photovoltaic panels on street lighting columns)
 - The use of green or 'living' roofs

Water Quality

Policy ICP 18

The design of all proposals for new development and infrastructure within the Irwell City Park should, where possible, contribute to the improvement of the quality of water in the River Irwell.

Drainage

Policy ICP 19

The design of all proposals for new development and infrastructure within the Irwell City Park should contribute to the regulation of the level and flow of surface and ground water entering the River Irwell

- 6.32** The quality and volume of water in the River Irwell will play a critical part in the success of the City Park, not only visually but also to safeguard human health and amenity for river users and to sustain ecological assets such as fish and plant life. It will therefore be important for new infrastructure to contribute to the protection of the quality and levels of surface and ground water entering the River. Design considerations should include:
- Sustainable urban drainage systems to minimise run off to the river and including measure such as the use of swales, soakaways and permeable paving to ensure that run off is released into the River in a controlled fashion
 - Filtering of run-off water to help remove harmful discharges
 - Arrangements to deal with litter and illegal dumping in the River
- 6.33** The three Authorities will work with other agencies including the Environment Agency, the Mersey Basin Campaign, Action Irwell and the Healthy Waterways Trust to continue to develop design and maintenance proposals which address these water quality and drainage issues.

Biodiversity

Policy ICP 20

The provision and design of new development and infrastructure within the Irwell City Park should take into consideration the protection of existing flora and fauna habitats and wildlife corridors as well as identifying opportunities for local interventions that will improve the overall value and biodiversity of the River and its edges

- 6.34** Irwell City Park aims to promote greater biodiversity along the River. This aim responds to local people's priorities as well as established policy of the three Local Authorities and national best practice. The ecological value of the River today is limited due to the poor water quality and limited habitat niches along the River corridor.
- 6.35** There are specific opportunities to enhance the role of the River Irwell as an important ecological corridor which new development and infrastructure will be expected to take into account. These include :
- Tree, shrub and hedgerow planting is encouraged as part of landscaping schemes and public realm works, in order to support the area's biodiversity, offset carbon dioxide emissions and enhance the appearance of the area.
 - Semi-formal lines of planted trees, all of one species, and standard shrub planting
 - 'Soft' and 'hard' ecological engineering at appropriate locations along the river banks
 - Wildflower seeding on grassed embankments

Planning Guidance

- Provision of bat boxes and nesting boxes
- Provision of pockets of marginal aquatic habitat in wire baskets where the opportunity exists to cut into existing riverbanks
- Nesting and feeding platforms will be provided along the riverbank where constraints allow
- Similarly, where flood constraints allow, small areas of reedbed will be created along riverbanks as this is a priority for Manchester and Salford and great cover for wildlife
- Treatment of non native and invasive species will be carried out before any enhancement works are permitted to avoid the spread of the species

D. Irwell City Park : An Active Place

Waterside Development

Policy ICP 21

Waterside development within the Irwell City Park will provide a mix of uses to contribute to the creation of a vibrant and interesting area which has activity during the day and evening throughout the year.

6.36 Over the next 15 years, sites alongside the River Irwell have the capacity to deliver a significant amount of development floorspace. The mix of development activity will be informed by both commercial and economic considerations. However, there is a real opportunity to offer a diversity of facilities including recreation and watersports for all those who want to live and work beside, visit and enjoy themselves in the Irwell City Park.

River Use

Policy ICP 22

New development and infrastructure should consider opportunities to encourage further use of the River Irwell for transport, recreational and sports activities

6.37 Bringing the River to life is a key objective for the City Park. An important contribution to achieving this aim will be to encourage a wider range of people to make use of the River itself and to improve the conditions for those who already use it. Examples include:

- Introduction of a system of river buses and taxis with the provision of landing stages at strategic points
- Encouraging angling by providing fishing pegs at suitable locations
- Providing facilities to support the use of the water for rowing
- Encouraging the use of the River by leisure barges, connecting into other waterways such as the Bridgewater Canal. Important elements to promoting such leisure boat use include secure mooring areas and marinas

6.38 It must be stressed that River usage cannot be universal for a range of health and safety reasons and it will be essential that water-based activities are carefully controlled and carried out by experienced and well monitored users. Discussions on proposals should be held with the three Local Authorities and other relevant agencies and landowners

Active Ground Floor Uses

Policy ICP 23

Developments that face the Riverside walkway and public realm should incorporate active frontages to encourage vibrant areas and pedestrian activity

6.39 As well as achieving the right mix of residential, commercial and retail uses alongside the River, it will be important to ensure that the ground floors of development fronting the walkways and new public open spaces offer active frontages. Designing for active frontages helps create lively, varied and safe places with plenty of natural surveillance.

6.40 The following design elements (as detailed in English Partnerships' Urban Design Compendium) should be considered :

- Frequent doors and windows with few uninterrupted or blank elevations
- Narrower frontage buildings, giving vertical rhythm to the street
- Appropriate articulation of facades to provide a human scale and welcoming feeling – for example, through porches and bays
- Lively internal uses visible from the outside and/or spilling onto the street

6.41 Secluded niches in ground floor street elevations should be avoided as they provide opportunities for crime and anti social behaviour.

E. Zone Specific Guidance

Sites for Infrastructure

6.42 Each zone within the Irwell City Park includes a number of sites for the provision of new infrastructure. There are also proposals for the enhancement and improvement of existing facilities. Specific works include :

- The provision of new lengths of walkway
- The improvement and refurbishment of existing lengths of walkway
- The provision of new pedestrian bridges connecting key points on either bank of the River
- The enhancement of existing bridges through improved access and lighting
- The creation of new public realm and open space
- The repair and refurbishment of existing areas of open space

Zone 1 : The Meadows

6.43 The Meadows includes the following principal elements of new infrastructure. These are:

Policy ICP 24

1. Improvements to Peel Park riverside
2. A new pedestrian bridge linking The Meadows to Peel Park
3. A new pedestrian bridge linking The Meadows to The Crescent via the existing ramp
4. The creation of an Ecology Park at The Meadows with the following elements :
 - A network of routes crossing The Meadows and linking to the bridges and surrounding routes
 - A matrix of wetland, marginal and woodland habitats
 - Large earthworks amphitheatre for outdoor public events
 - Large play/recreation area for local community needs
 - Building (approx. 200 sq.m) to contain Ranger base/visitor centre/information hub/accessible toilets.
 - Car park (15 spaces) for disabled parking, school minibuses and Ranger vehicles
5. A new cycle-footpath route along Adelphi Street riverside, linked back to The Crescent / Chapel Street via the existing ramp
6. Improved pedestrian linkage from The Meadows north to the existing footbridge

6.44 Map 10.5 'Zone 1: The Meadows - Sites for Infrastructure' shows the boundaries of these sites.

Zone 2 : Anaconda

6.45 Anaconda includes the following principal elements of infrastructure improvements including refurbished walkways and new open space. These are :

Policy ICP 25

1. The refurbishment of existing riverside footpaths including widening, resurfacing and relighting
2. The creation of a new walkway and improved river frontage at Springfield Lane
3. The creation of a new walkway linking Broughton Bridge and Cottenham Lane (north side of river)
4. Improved crossing points at the existing bridges at Broughton Bridge and East Philip Street/Cottenham Lane
5. The improvement of existing greenspace along both banks of the River
6. The creation of new communal open space as part of the Lower Broughton Regeneration and Springfield Lane redevelopment projects
7. A new pedestrian bridge at Springfield Lane
8. Improvements to the subway beneath Trinity Way

6.46 Map 10.6 'Zone 2: Anaconda - Sites for Infrastructure' shows the boundaries of these sites.

Zone 3 : Heart of the City

6.47 This zone includes the following principal elements of new infrastructure within the heart of the City Centre. These are :

Policy ICP 26

1. The creation of a new route through The Exchange Greengate linking the River at Victoria Bridge Street/Chapel Street to the River at Trinity Way. This comprises new public open space and an improved link along Greengate as part of The Exchange Greengate Primary Public Realm proposals
2. A new pedestrian bridge linking Victoria Street to Chapel Street (part of The Exchange Greengate Primary Public Realm).
3. The provision of a new length of walkway at West Riverside to link New Bailey Street to Chapel Wharf and improvements to the adjoining existing West Riverside Square
4. The improvement of existing lengths of walkway on the Salford bank from New Bailey Street to Hampson Street
5. The improvement of the existing walkway on the Manchester bank from Irwell Street to Prince's Bridge
6. A new suspended walkway bridge linking Victoria Street and Chapel Wharf
7. A new pedestrian bridge linking Spinningfields to Stanley Street and the creation of a new public space on the Salford bank providing a connection to Salford Central Station
8. A new pedestrian bridge linking Water Street and land at Stanley Street.
9. Enhancements to existing bridges at Victoria Bridge, Blackfriars Bridge, New Bailey Street and Windsor Bridge including improved lighting and crossing points
10. The creation of Cathedral Square, a new area of public realm fronting Manchester Cathedral along Victoria Street and linking to the footbridge to The Exchange Greengate
11. The creation of new riverside open space on the Manchester bank from Victoria Bridge Street to Blackfriars Street
12. The extension westwards of the public open space at Chapel Wharf/Trinity Bridge
13. Improvements to the pedestrian access to Trinity Bridge on the Manchester bank
14. Refurbishment of Trinity Square, including new paving, lighting and street furniture
15. Creation of new open space on land adjoining Bridge Street West (Manchester bank) including cantilevered deck, new gardens, information point and toilets
16. Improvements to the embankment leading from the Pump House to the riverside walkway
17. Improvements to existing landscaped areas at Windsor Gardens and Canal Gardens including new paving, lighting and seating

6.48 Map 10.7 'Zone 3: Heart of the City - Sites for Infrastructure' shows the boundaries of these sites.

Zone 4 : Castlefield

6.49 This zone includes the following principal elements of new and improved infrastructure. These are:

Policy ICP 27

1. Improvements to existing sections of the riverside walkway on both the Salford and Manchester banks, including resurfacing new lighting and boundary repairs
2. A new bascule footbridge at Hulme Lock
3. Enhancements to existing bridges at Prince's Bridge, the Stephenson Railway Bridge, Regent Road Bridge and the Woden Street footbridge including improved access, lighting and surfaces
4. Creation of new open space around the historic railway viaducts on Water Street including a public garden on top of the Stephenson Railway Bridge
5. Creation of new open space at Wilburn Street Basin
6. Provision of a raised walkway and viewing platform at the junction of the River with the River Medlock
7. Enhancements to the existing open space at Woden Street at the Salford end of the Woden Street footbridge including access improvements, play facilities and additional seating and landscaping
8. Creation of new open space at the Trafford end of the Woden Street footbridge to provide a gateway into the Pomona development site
9. Improvements to the pedestrian route through the parallel railway viaducts at St George's Arches

6.50 Map 10.8 'Zone 4: Castlefield - Sites for Infrastructure' shows the boundaries of these sites.

Zone 5 : Pomona Ordsall

6.51 Pomona Ordsall includes the following principal elements of new and improved infrastructure.

Policy ICP 28

1. Improvements and repairs to the existing walkway on the Salford bank including resurfacing, wall treatments, cantilevered timber decks and new lighting.
2. A new pedestrian bridge and green boulevard linking Ordsall/East Ordsall Lane and the Pomona site extending south over the Bridgewater Canal to Cornbrook Metrolink Station.
3. Creation of new public realm within the Pomona redevelopment site including an area of greenspace at the northern end and a public square around the proposed marina in the former dock.

4. Creation of a promenade along the Ordsall riverside with limited vehicular access and a high quality shared cycleway/footpath
5. Creation of green boulevards linking Ordsall Lane and the Ordsall riverside
6. Creation of a new formal greenspace linking Ordsall Hall with the River, consisting of lawns, planting, a central water feature and a decked viewing platform
7. Improvements to the grounds of Ordsall Hall

6.52 Map 10.9 'Zone 5: Pomona - Sites for Infrastructure' shows the boundaries of these sites.

Zone 6 : The Quays

6.53 The Quays includes the following principal elements of new and improved infrastructure.

Policy ICP 29

1. Improvements and repairs to existing walkways at Clippers Quay Waterfront, Trafford Park Waterfront and within Salford Quays, including new lighting and tree planting
2. A new pedestrian bridge at Clippers Quay linking the Salford and Trafford banks
3. A new lifting bascule pedestrian bridge at Mediacity linking the Mediacity development with the Imperial War Museum North site
4. Enhancements to the Trafford Road Bridge including improved lighting and pedestrian access
5. Creation of new public realm at the Clippers Quay Podium as part of the site's redevelopment
6. Creation of an ecological area with reedbeds and decked walkways at the Clippers Quay Inlet
7. Provision of an area of new public realm at The Hub in Trafford linking the City Park to the Old Trafford Stadium Spine
8. Extension and improvement of the Imperial War Museum North Waterfront
9. Provision of an Information Point and main City Park access within the Lowry Plaza
10. Creation of a new major public square and events space as a key focal point for the Mediacity development

6.54 Map 10.10 'Zone 6: The Quays - Sites for Infrastructure' shows the boundaries of these sites.

7 Implementation and Monitoring

- 7.1** The development control process will be the primary way in which this Planning Guidance is implemented, specifically in terms of informing decisions on planning applications for new development and infrastructure. The Guidance does not have the status of the Development Plan (for the purposes of Section 38 of the Planning and Compulsory Purchase Act 2004).
- 7.2** Given its role in the development control process, the Planning Guidance should also be used by developers to inform the design of their development schemes prior to the submission of planning applications. This will help to reduce costs for developers by minimising the need for scheme amendments and will also help to improve design quality by ensuring that developments respond to the principles set out.
- 7.3** In addition to their roles as Local Planning Authorities and coordinators of regeneration activity, the three Local Authorities will also assist in the delivery of this Guidance through their other activities, for example when designing and implementing their own improvement works such as highway and lighting schemes. Likewise it is expected that other organisations such as statutory undertakers will have regard to these design principles.
- 7.4** The Guidance provides a framework for all landowners to make decisions regarding their sites within the Irwell City Park.
- 7.5** The effectiveness of the Guidance will be regularly assessed by the three Authorities. It is anticipated that this will be both a qualitative assessment as well as using quantitative indicators such as new infrastructure provided and improvements to existing facilities. This assessment will help to identify whether there is any need for the Guidance to be reviewed.

8 Planning Obligations

- 8.1** All developments that are brought forward within the boundary of the Irwell City Park will be required to contribute proportionately to the cost of the new infrastructure and improvements to the existing infrastructure in the City Park. Specifically, this will include :
- the proposed and existing walkways and routes
 - the new and existing bridges
 - the new areas of public realm and public open space together with existing areas requiring refurbishment and repair
- 8.2** This is necessary to deliver the exceptional design quality and unique environment required to make the Irwell City Park a special and successful place for local communities, businesses and visitors.
- 8.3** Each Local Authority has its own policy regarding the use of Planning Obligations and these policies provide further guidance on the levels of contribution that will be required from new development in the Irwell City Park area.

MANCHESTER CITY COUNCIL

- 8.4** The Manchester City Council UDP 'Implementation of the Plan' section deals with Community Benefit. This sets out the Authority's ability to enter into a planning obligation using S106 of the Town and Country Planning Act 1990 with 'the intention of enabling the wider community to share the benefits arising from the development activity'

SALFORD CITY COUNCIL

- Salford City Council has recently adopted a Planning Obligations Supplementary Planning Document (March 2007).
- This sets out the contributions that will be sought from residential and commercial developments and it is anticipated that a proportion of these will be used to fund the infrastructure works required.
- Copies of the Planning Obligations Supplementary Planning Document are available to view at the following places :
 - Via the website www.salford.gov.uk/planobligationspd
 - At public libraries in the City of Salford during normal opening hours
 - At the main Civic Centre reception, Chorley Road, Swinton Monday to Friday 8.30 am to 4.30 pm

TRAFFORD METROPOLITAN BOROUGH COUNCIL

- Trafford Metropolitan Borough Council has adopted a Developer Contributions to Highways and Public Transport Schemes Supplementary Planning Document (March 2007).
- The basic premise is that contributions are collected for highways improvements (including public realm) and public transport improvements. It is anticipated that for developments within the Irwell City Park area, a proportion of the funds collected would be used to support the proposed infrastructure works .
- Copies of the Developer Contributions to Highways and Public Transport Schemes Supplementary Planning Document are available to view at the following places :

Planning Obligations

- Via the website <http://www.trafford.gov.uk>
- At Trafford Town Hall, Talbot Road, Stretford
- At Waterside House, Sale Waterside

9 Planning Applications

9.1 All planning applications for new development and infrastructure within the Irwell City Park should be accompanied by the following as a minimum :

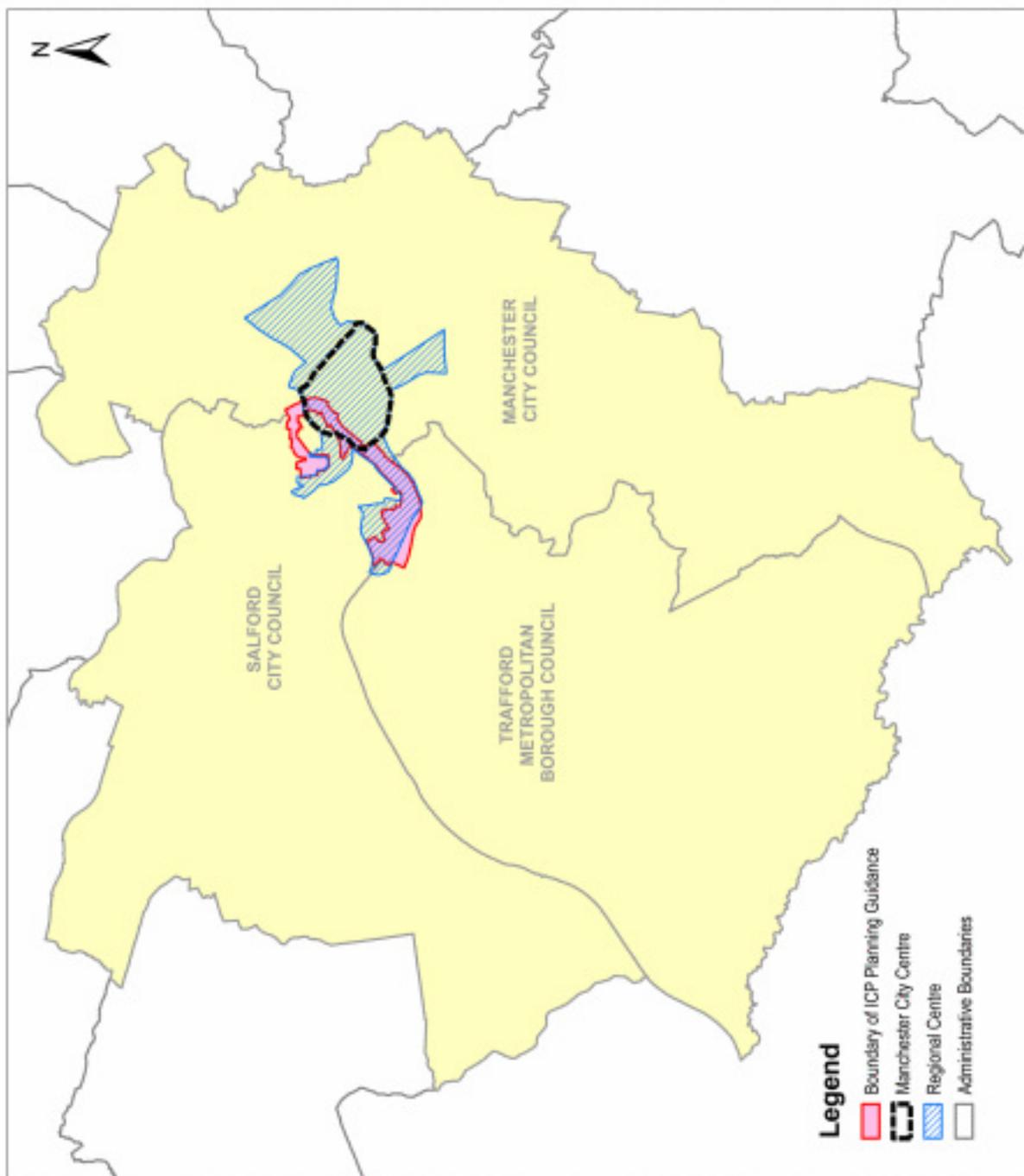
- Planning Application Forms (five copies) and appropriate fee.
- Relevant Plans and Elevations: 1:500 or 1:200 scale including site edged red, proposed layout plans and proposed elevations. All applications should also be supported by 3D visualisations and models as appropriate.
- Planning Statement – justifying the development in national, regional and local planning policy terms including the requirements of this Planning Guidance.
- Design and Access Statement – demonstrating that the proposals comply with the requirements of this Planning Guidance.
- Specifically the Design and Access Statement should set out:
 - the design principles of the scheme
 - how the design relates to its site and neighbouring sites, addressing particularly:
 - scale, massing, orientation and materials;
 - how the scheme impacts on the character of the area, views and vistas and street patterns;
 - views and vistas and street patterns;
 - how the design relates to the historic environment of the area
 - how the amenity of users and neighbouring developments has been protected.
 - how the scheme contributes to fulfilling the objectives of the Irwell City Park, particularly in respect of design and improving connections
 - features which will ensure access for all as well as safe circulation and movement in and around the site.
 - measures which help to design out crime including physical security, surveillance, access and management.
- Environmental Impact Assessment (where appropriate and as directed by the Town & Country Planning (Environmental Impact Assessment) (England & Wales) Regulations 1999, as amended.
- Desk Top Ground Conditions Study

9.2 Pre application discussions with Planning Officers within the appropriate Authority will form an integral element of the planning and design process. Contact details are given in Appendix D 'Contact Details'.

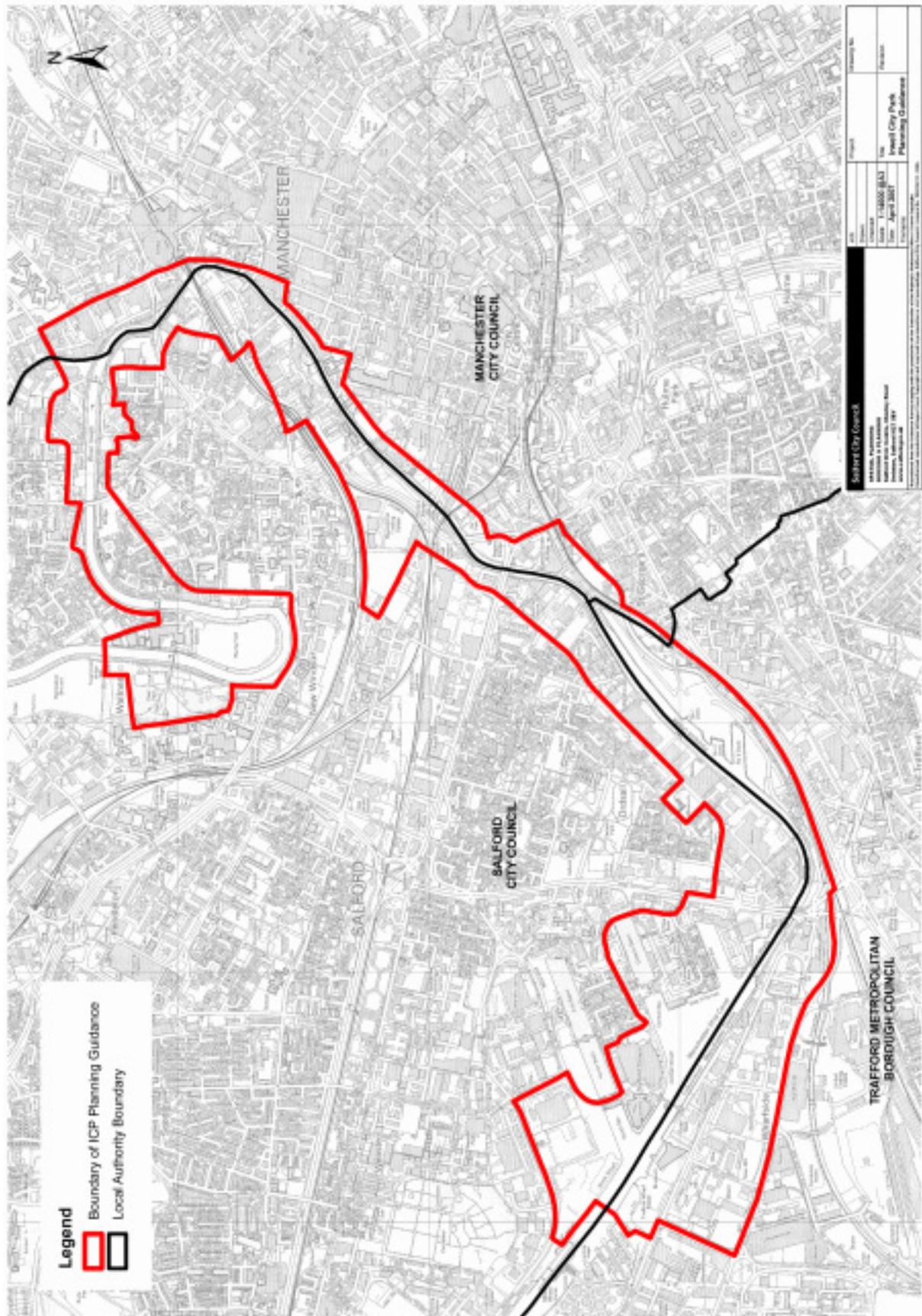
9.3 Where relevant, full consultation with local businesses and residents should also be undertaken prior to the submission of a planning application in order to foster community involvement in the planning process.

10 Plans

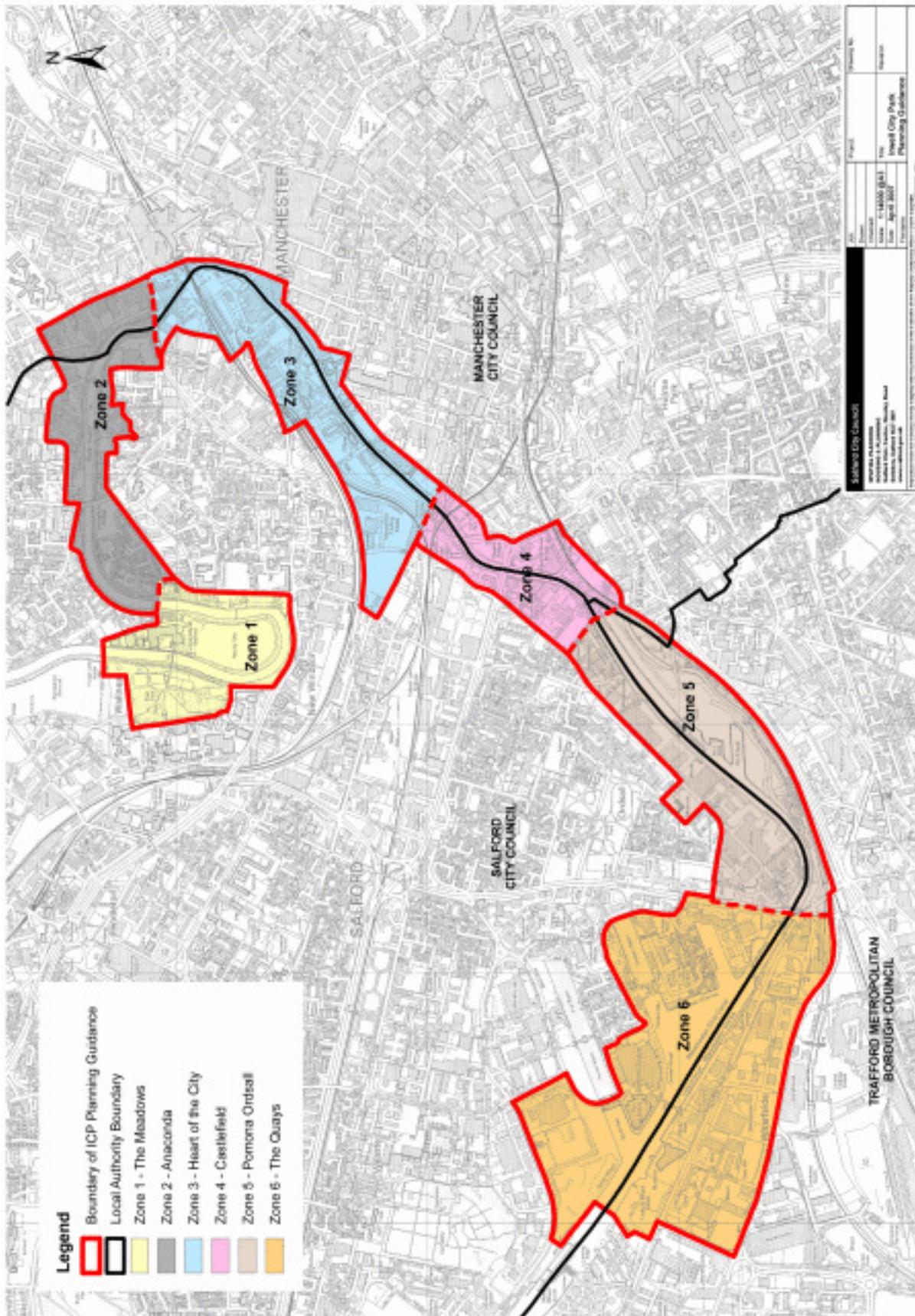
- Map 10.1 'Irwell City Park Context'
- Map 10.2 'Irwell City Park Boundary'
- Map 10.3 'Irwell City Park Zones'
- Map 10.4 'Irwell City Park Sites for Infrastructure'
- Map 10.5 'Zone 1: The Meadows - Sites for Infrastructure'
- Map 10.6 'Zone 2: Anaconda - Sites for Infrastructure'
- Map 10.7 'Zone 3: Heart of the City - Sites for Infrastructure'
- Map 10.8 'Zone 4: Castlefield - Sites for Infrastructure'
- Map 10.9 'Zone 5: Pomona - Sites for Infrastructure'
- Map 10.10 'Zone 6: The Quays - Sites for Infrastructure'



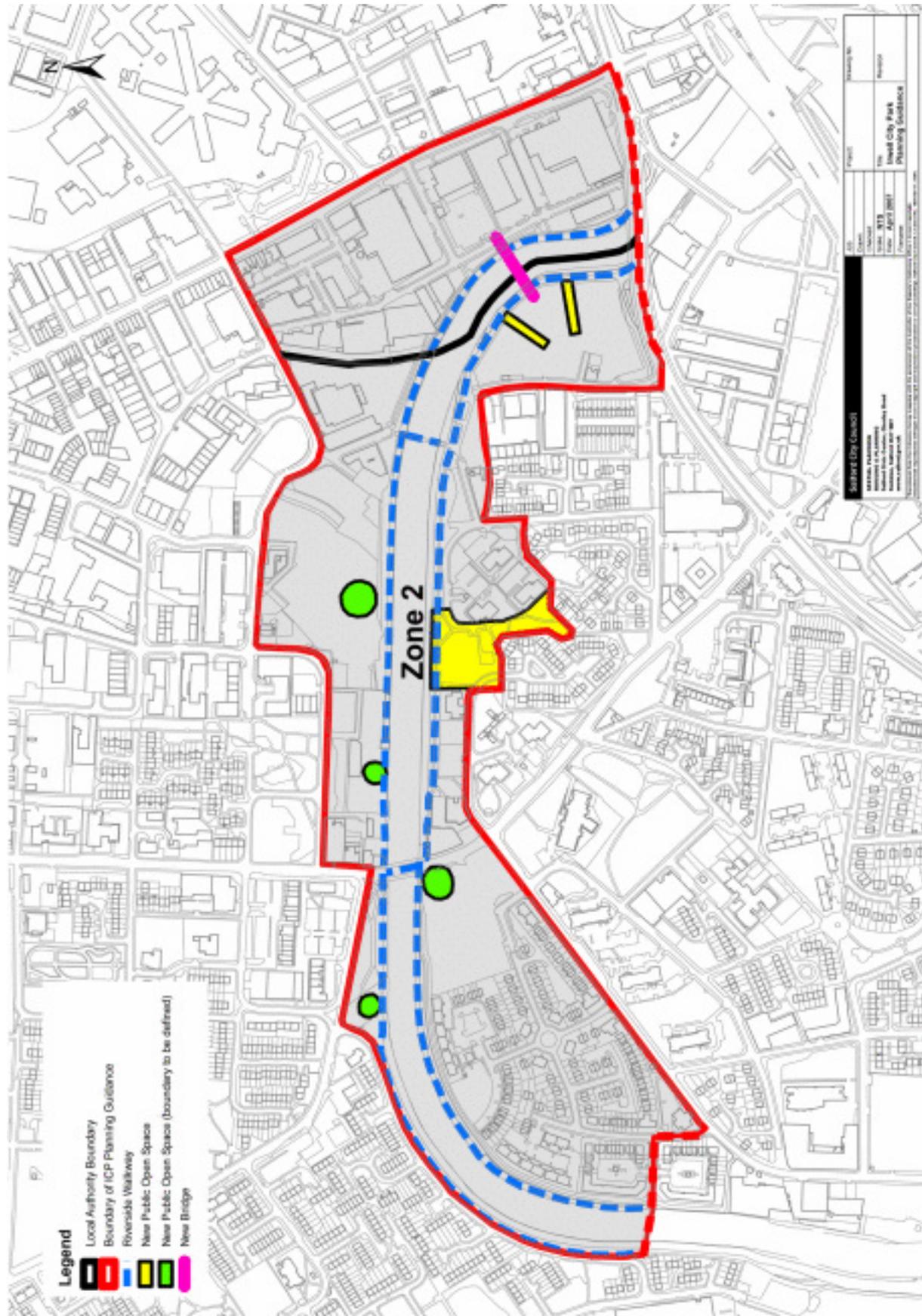
Map 10.1 Irwell City Park Context



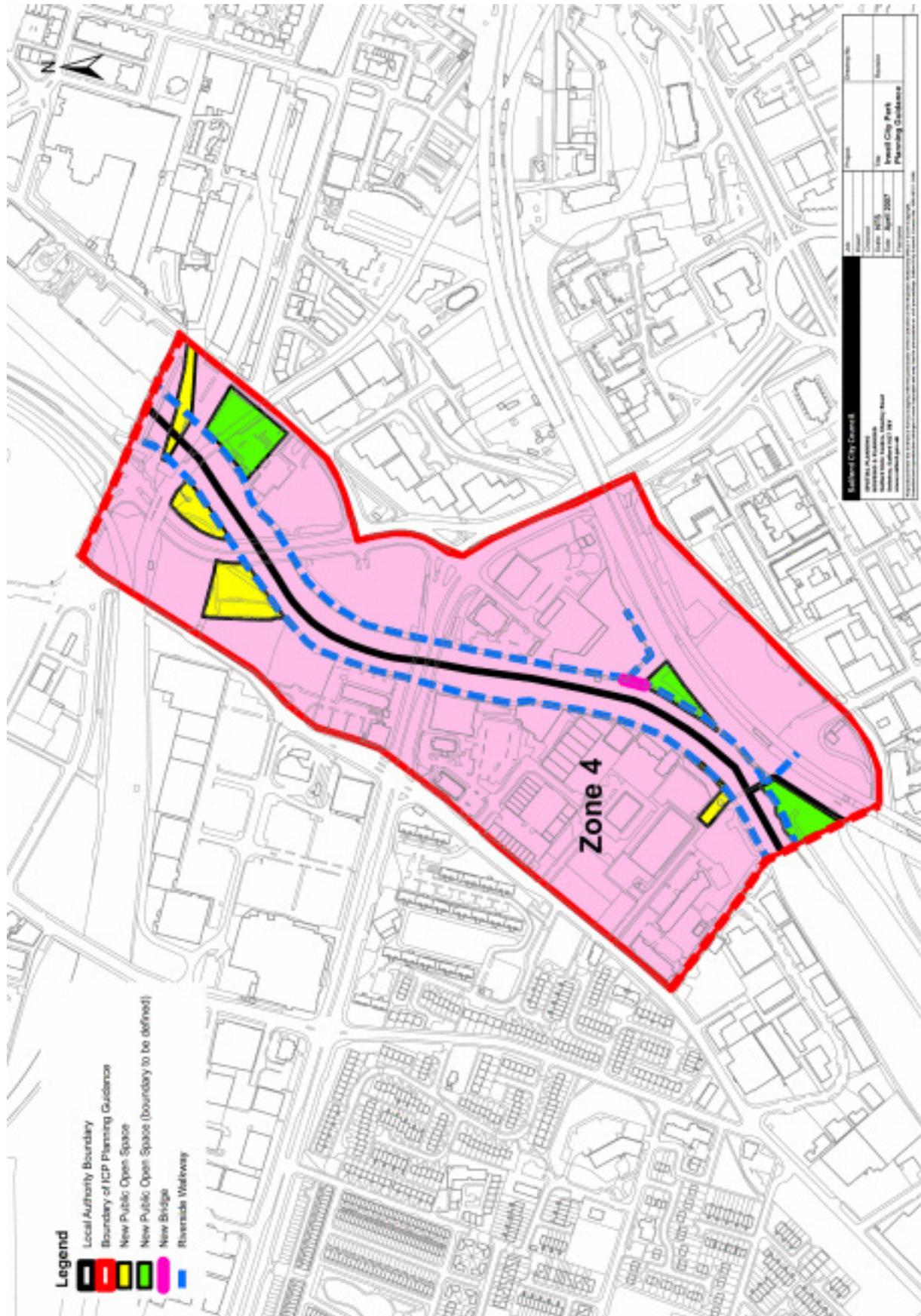
Map 10.2 Irwell City Park Boundary



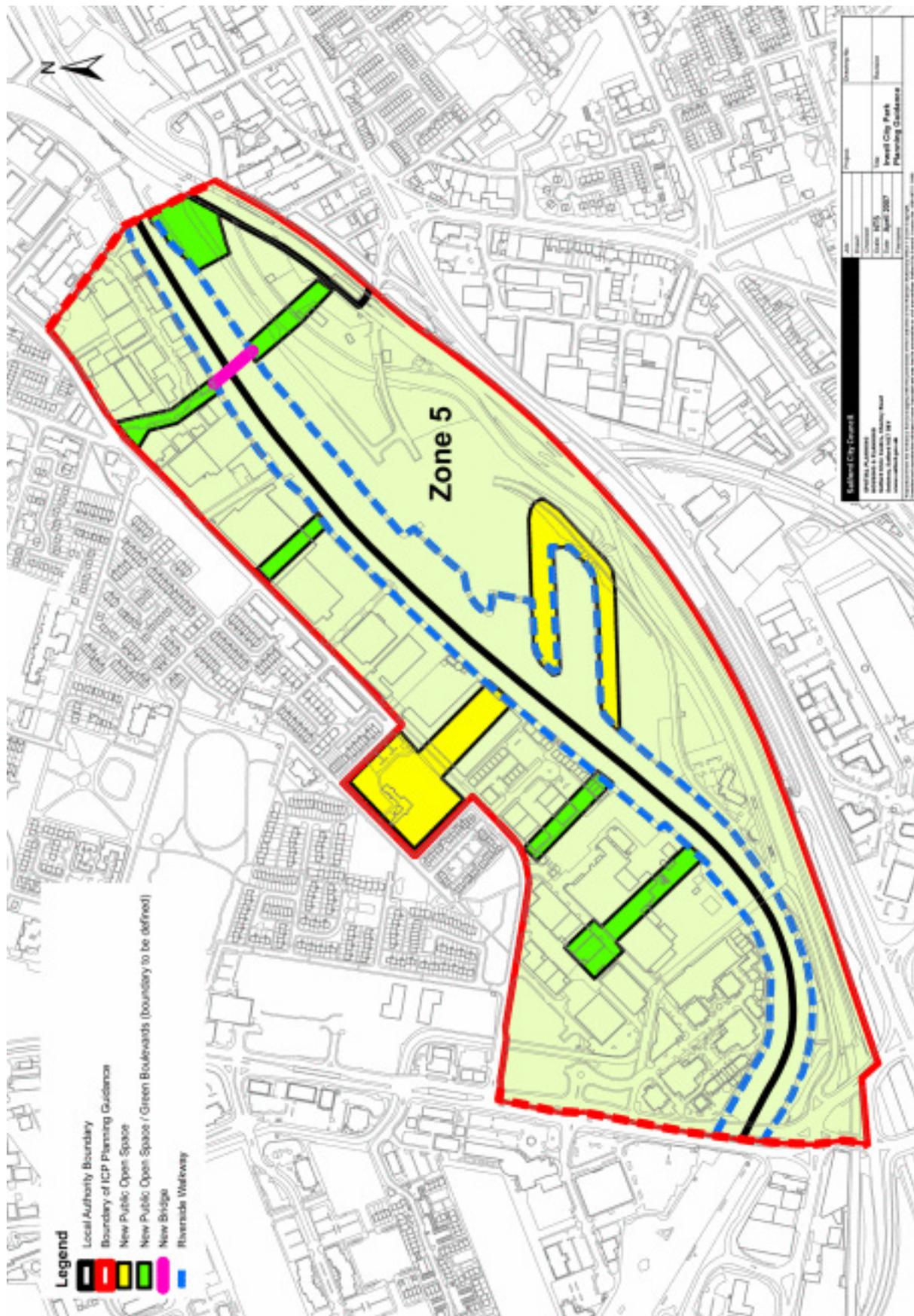
Map 10.3 Irwell City Park Zones



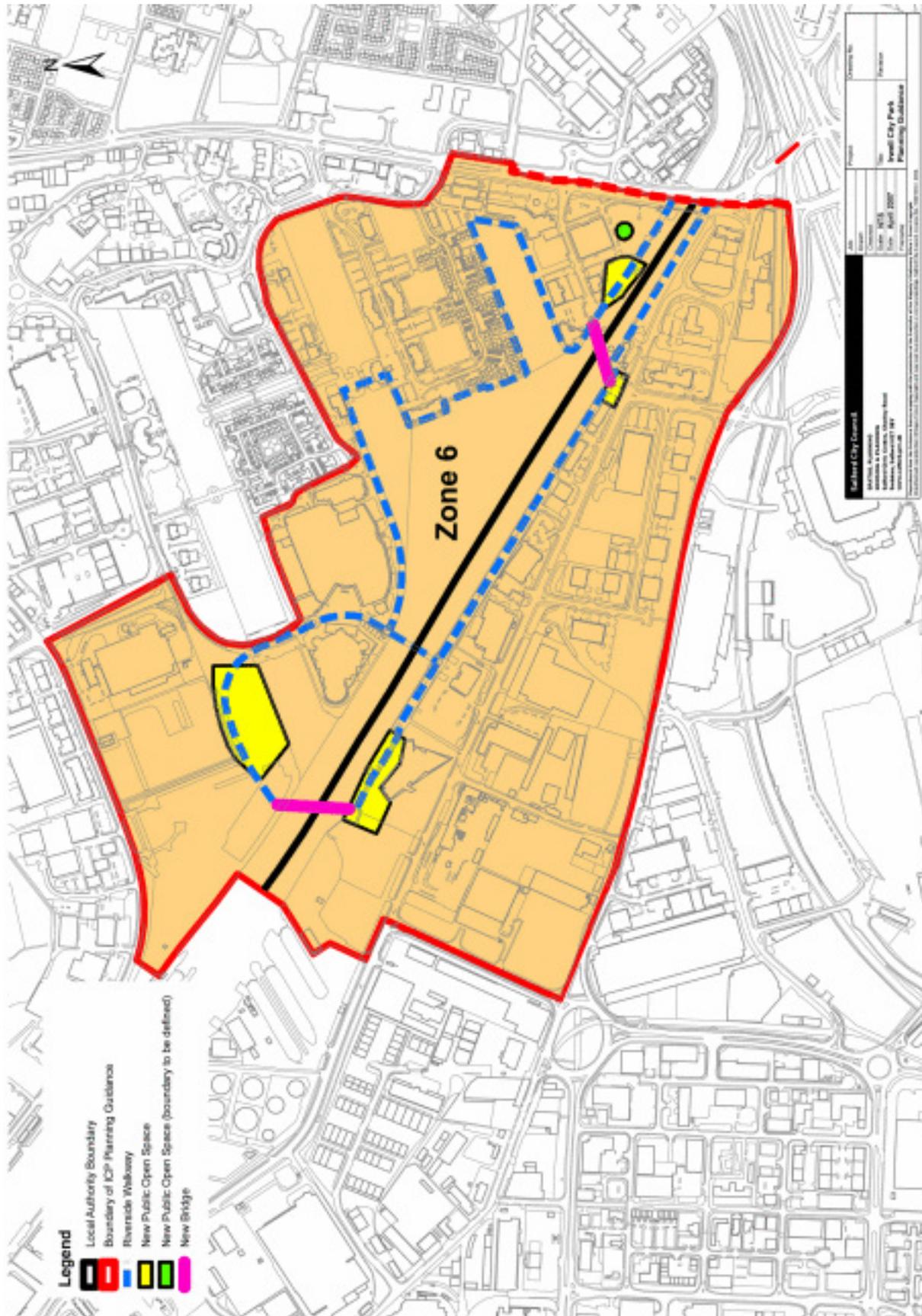
Map 10.6 Zone 2: Anaconda - Sites for Infrastructure



Map 10.8 Zone 4: Castlefield - Sites for Infrastructure



Map 10.9 Zone 5: Pomona - Sites for Infrastructure



Map 10.10 Zone 6: The Quays - Sites for Infrastructure

Appendix A Key Policies Supported by this Planning Guidance

KEY POLICIES IN THE STATUTORY DEVELOPMENT PLANS OF THE AUTHORITIES OF MANCHESTER, SALFORD AND TRAFFORD

REGIONAL SPATIAL STRATEGY FOR THE NORTH WEST

A.1 Regional Spatial Strategy for the North West forms part of the statutory development plan for each of the authorities within the region, and therefore is part of the development plan for Manchester, Salford and Trafford.

A.2 The following policies of the existing Regional Spatial Strategy are supported by this Planning Guidance:

- DP1 – Economy in the Use of Land and Buildings
- DP2 – Enhancing the Quality of Life
- DP3 – Quality in New Development
- DP4 – Promoting Sustainable Economic Growth and Competitiveness and Social Inclusion
- SD1 – The North West Metropolitan Area – Regional Poles and Surrounding Areas
- SD9 – The Regional Transport Strategy
- EC3 – Knowledge Based Industries
- EC9 – Tourism and Recreation
- EC10 – Sport
- UR1 – Urban Renaissance
- UR2 – An Inclusive Social Infrastructure
- UR3 – Promoting Social Inclusion through Urban Accessibility and Mobility
- UR4 – Setting Targets for the Recycling of Land and Buildings
- UR5 – Existing Commitments in Development Plans
- UR7 – Regional Housing Provision
- UR8 – A Phasing Mechanism for Release of Housing Land
- EQ1 – Tackling Derelict Land and Contamination Issues
- EQ3 – Water Quality

A.3 The following policies of the submitted Draft Regional Spatial Strategy are supported by this Planning Guidance:

- RDF1 - Main Development Locations
- W6 - Tourism and the Visitor Economy
- W7 - Principles for Tourism Development
- RT7 - A Regional Framework for Walking and Cycling (Policy numbering has changed in RSS Panel Report – now Policy RT8)
- EM1 - Integrated Enhancement and Protection of the Region's Environmental Assets
- EM2 - Remediating Contaminated Land
- EM3 - Green Infrastructure
- EM4 - Regional Parks
- EM5 - Integrated Water Management
- MCR1 - Manchester City Region Priorities
- MCR2 – Regional Centre and Inner Areas of the Manchester City Region

Key Policies Supported by this Planning Guidance

PLANNING POLICY FRAMEWORK: MANCHESTER

Key policies in the City of Manchester Unitary Development Plan (adopted 21 July 1995) supported by this Planning Guidance include:

1. Employment and Economic Development

- I1 – To retain and maximise employment opportunities
- I1.8 – Improving tourism opportunities

2. Environmental Improvement and Protection

- E1 – To foster a cleaner and less polluted city
- E1.1 – Improving pedestrian routes
- E1.3 – Decreasing pollution in watercourses
- E2 – To safeguard the city's environment
- E2.3 – Protecting important wildlife habitats
- E2.4 – Creating new wildlife habitats
- E3 – To enhance the City's environment
- E3.4 – Creating major linear recreational open spaces along river valleys
- E3.6 – Improving public access to and alongside waterways
- E3.7 – Improving conditions for disabled people via environmental works

3. Regeneration

- R1.1 – Regeneration of city centre

4. Housing

- H2.1 – Environmental improvements to make residential areas safer/more attractive

5. Leisure and Recreation

- L1 – To improve and add to the City's stock of leisure, recreation and cultural facilities
- L1.3 – Use of the City's rivers and canals for recreation
- L1.6 – Provision of safe and attractive areas for informal recreation
- L1.7 – Strengthen Manchester's role as an arts and cultural centre
- L1.8 – Provision of public art

6. Transport

- T3 – To make significant improvements to enable pedestrians and cyclists to move around more easily and safely
- T3.5 – Developing routes and facilities for mobility-impaired people
- T3.6 – Developing a safe network of routes and facilities for cyclists
- T3.8 – Use of river valleys to develop off-street route networks for cyclists and pedestrians

7. City Centre General Policies

- RC3 – Compatible mixed uses to be encouraged
- RC4 – Prioritisation of waterways for environmental improvement
- RC5 – Improve public accessibility and amenity value of the waterways

- RC5 – Promote tourism
- RC7 – High standards of design required for developments on sites adjoining the River Irwell.
- RC18 – Provision of safe, pleasant and convenient conditions for pedestrians and cyclists.
- RC19 – Production of informal planning guidance for more detailed proposals, including environmental improvement.

8. City Centre Small Area Policies

- RC20 Area 1 – Victoria Station/Cathedral Area
- RC20 Area 3 – Arndale Centre/Market Place
- RC20 Area 5 – Blackfriars St/Deansgate/Bridge Street/River Irwell
- RC20 Area 25 – Bridge Street/Deansgate/Quay Street/River Irwell
- RC20 Area 26 – Quay Street/Deansgate/Liverpool Road/River Irwell
- RC20 Area 27 – Rivers Medlock and Irwell/Liverpool Rd/Chester Rd/Egerton St
- RC20 Area 28 – St Georges

9. City Wide Development Control Policies

- DC16.1 – Trees and development
- DC18.1 – Conservation areas
- DC19.1 – Listed buildings
- DC20.1 – Archaeology and ancient monuments
- DC21.1 – Flood risk areas
- DC22.1 – Footpath protection

Key Policies Supported by this Planning Guidance

PLANNING POLICY FRAMEWORK: SALFORD

Key Policies in the City of Salford Replacement UDP 2004 – 2016 (adopted 21 June 2006) supported by this Planning Guidance include:

i. Strategic Policies:

- ST1 – Sustainable Urban Neighbourhoods
- ST4 – Key Tourism Areas
- ST5 – Transport Networks
- ST7 – Mixed-use Development
- ST8 – Environmental Quality
- ST10 – Recreation Provision
- ST13 – Natural Environmental Assets
- ST15 – Historic Environment

ii. Mixed-use Development:

- MX1 – Development in Mixed-use areas

iii. Design:

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

iv. Housing :

- H1 – Provision of New Housing Development
- H8 – Open Space Provision Associated with New Housing Development

v. Employment and the Economy

- E6 – Tourism Development

vi. Accessibility

- A2 – Cyclists, Pedestrians and the Disabled

vii. Environmental Protection and Improvement

- EN5 – Nature Conservation Sites of Local Importance
- EN9 – Wildlife Corridors
- EN10 – Protection of Species
- EN12 – Important Landscape Features
- EN14 – Derelict, Underused and Neglected Land

- EN16 – Contaminated Land
- EN18 – Protection of Water Resources
- EN19 – Flood Risk and Surface Water
- EN20 – River Irwell Flood Control
- EN23 – Environmental Improvement Corridors

viii. The City's Heritage

- CH2 – Development Affecting the Setting of a Listed Building
- CH3 – Works Within Conservation Areas
- CH7 – Manchester, Bolton and Bury Canal

ix. Recreation

- R1 – Protection of Recreation Land and Facilities
- R2 – Provision of Recreation Land and Facilities
- R3 – Regional Park
- R4 – Key Recreation Areas
- R5 – Countryside Access Network
- R7 – Recreational Use of Waterways

x. Development

- DEV5 – Planning Conditions and Obligations

Key Policies Supported by this Planning Guidance

PLANNING POLICY FRAMEWORK: TRAFFORD

Key Policies in the Revised Trafford Unitary Development Plan (adopted 19 June 2006) supported by this Planning Guidance include:

The Themes of the Plan:

- GP1 – The Themes of the Plan

Area Based Policies

- A1 – Priority Regeneration Areas

The Environment

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

Employment

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

The Trafford Park Area

- TP2 – Pomona Strategic Development Area
- TP5 – The Wharfside Strategic Area
- TP11 – The Trafford Park Rail Corridors
- TP13 – Manchester United Stadium Area

Housing

- H1 – Land Release for New Housing Development
- H2 – Location and Phasing of New Development
- H3 – Land Release for New Housing Development
- H4 – Release of Other Land for Development

Open Space and Recreation

- OSR1 – Open Space
- OSR2 – Major Leisure Developments
- OSR3 – Standards for Informal Recreation and Children's Play Space Provision
- OSR4 – Standards for Outdoor Sports Facilities Provision
- OSR6 – Protected Linear Open Land
- OSR9 – Open Space in New Housing Development
- OSR14 – Recreational Use of the Bridgewater Canal
- OSR15 – Integrated Access Network for Trafford
- OSR16 – Protection of Access Network
- OSR18 – District Outdoor Sports Stadium
- OSR 19 – Major Indoor Sports Facilities

Shopping

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

Transport And Movement

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

Development Control Criteria

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

Appendix B List of Development Schemes

B.1 There are a significant number of developments that are either proposed, underway, or recently complete along the Irwell City Park corridor. These proposals were considered in the context of the emerging framework to ensure an appropriate architectural and spatial fit with the recommended design principles. These schemes represent the beginning of the qualitative change to create the distinctive character and sense of place envisaged for the Irwell City Park into the future. The key development schemes as at July 2007 are set out below:

Zone 1 – The Meadows

B.2 This zone lies fully within Salford.

Land West of Damask Avenue and West of Adelphi Street (Salford)

B.3 This mixed use development was granted planning permission in February 2007 and comprises a 27 storey development with 221 residential units with 2973sqm of retail and commercial floorspace. The development includes the creation of a public piazza and the provision of a riverside walkway. Site preparation works commenced in early 2007.

Adelphi Weir Site (Salford)

B.4 A planning application was submitted in August 2006 and discussions are ongoing between the applicant and the City Council. The proposed development comprises a mixed use development (to a maximum of 25 storeys) to include 406 residential units and 3810sqm of retail / commercial floorspace. The development includes the provision of a riverside walkway and the creation of a major new public square.

Zone 2 – Anaconda

B.5 This zone lies predominantly within Salford, with the eastern part of the zone within Manchester.

Springfield Lane Site (Salford)

B.6 Three outline planning permissions were granted in December 2005 representing three options for development on this site. Each of the options represent variations on a high density mixed use scheme in 9/10 storey blocks comprising around 500 residential units with retail / commercial floorspace. One of the options includes the development of a 171 bedroom hotel. All of the options include the provision of a riverside walkway. The scheme offers potential for the building of a footbridge across to development in Manchester, however it is recognised that this is subject to funding and does not form part of the outline consented scheme.

Zone 3 – Heart of the City

B.7 This zone lies within both Manchester and Salford.

Land at Queen Street / Collier Street / Gravel Lane (Salford)

- B.8** An outline planning application was approved in June 2007 for a mixed use development comprising of four residential buildings rising from 4 to 22 storeys in height, with retail and commercial floorspace. The site will define the western edge of the public realm linking the new Greengate Square to Trinity Way

Former David Bentley Building, Greengate (Salford)

- B.9** An outline planning application was submitted in July 2006 for a mixed use development (maximum 22 storey) comprising 219 residential units and 1162sqm of retail / commercial floorspace on this site. The key public realm linkage from the new Greengate Square to the riverside walkway lies within the this site, and the site also includes the stretch of riverside walkway running north to Trinity Way.

Land at New Bridge Street / Greengate (Salford)

- B.10** An outline planning application was submitted in December 2006 for a mixed use development comprising two towers of 46 and 31 storeys, an 8/9 storey and a 12 storey development to include residential, hotel, restaurant, office and retail uses. This site will define the key frontage to the new Greengate Square and will incorporate a return stretch of riverside walkway to where the site adjoins the railway viaduct.

Land at Chapel Street / Blackfriars Road / Former Liverpool to Manchester Railway Line (Salford)

- B.11** An outline planning application was approved in June 2007 for a mixed use development comprising six residential blocks rising from 8 to 20 storeys, three commercial office blocks rising from 8 to 16 storeys, and a 20 storey hotel and residential block with retail / commercial floorspace. The development of this site will define the key public realm linkage between Manchester Cathedral and the new Greengate Square with active ground floor uses to provide a high level of animation.

Exchange Greengate Public Realm (Salford)

- B.12** An application for full planning permission was submitted by Central Salford URC in September 2006 for the provision of new public realm in the form of three new urban spaces; a water based square fronting the River Irwell, an enlarged pedestrian route along Greengate and a new city square to the north of the railway viaduct including a new pedestrian bridge across the Irwell to Victoria Street. The Council resolved in June 2007 that it was minded to approve consent.

The Edge (Salford)

- B.13** This mixed use development by Countryside Properties was recently completed and the 20 storey building comprises 275 apartments with mixed uses at ground level. The development included improvements to the existing riverside walkway.

List of Development Schemes

Chapel Wharf (Salford)

B.14 Outline planning permission was granted in April 2006 for the development of a mixed use scheme comprising 990 apartments and 5,088sqm of commercial, retail and leisure space. Detailed permission was granted in September 2006 for Phase 1 which comprises a 40-storey tower and a 19-storey block. The public realm works associated with the development will include enhancement of the existing riverside walkway which forms the southern boundary of the site.

Middlewood Locks (Salford)

B.15 An outline application was submitted in May 2006 for mixed use development comprising 142,697sqm of residential use, 67,773sqm of commercial use; and 27,191sqm of leisure / retail use. The proposed development includes a significant area of public realm and is focused around the reinstated Manchester Bolton Bury canal, with three new public spaces adjoining the canal. Planning permission was granted in April 2007.

Spinningfields Public Realm (Manchester)

B.16 Full planning permission was granted in February 2002 for landscaping works to create high quality public spaces and linkages associated with the redevelopment of the Spinningfields area, and the implementation of the public realm works is underway. This includes the provision of the riverside walkway alongside the Left Bank residential scheme.

Left Bank (Manchester)

B.17 Planning permission was granted in October 2000 for this mixed use development comprising 399 residential units and retail and food/drink uses at the ground floor. The development is currently approaching completion, and the scheme incorporates landscaping associated with the riverside walkway and the provision of an area of public space.

Spinningfields Bridge (Manchester)

B.18 Planning permission was granted in July 2002 for the construction of a new bridge across the Irwell from the Spinningfields development. The bridge would link the Spinningfields development with the Salford Central Station area.

Zone 4 – Castlefield

B.19 This zone lies predominantly within Manchester and Salford, however a small area of the zone lies within Trafford.

Slough and Derwent Street Estates (Salford)

B.20 In June 2006 an application for full planning permission was submitted for a development comprising 437 apartments and 1,100sqm of commercial office space. The site lies adjacent to the existing riverside walkway. The Council resolved in December 2006 that it was minded to approve consent but required a s106 agreement.

Lamba Court (Salford)

B.21 This residential scheme by Bellway Homes comprises 212 apartments and presents a façade with balconies overlooking the river. The final phase of the scheme was completed in late 2006 and includes the provision of access points from the development onto the existing riverside walkway.

Vie (Manchester)

B.22 Planning permission was granted in September 2004 for this residential scheme comprising 207 residential units together with a small number of live-work units. Vie is a development by Redrow Homes and completion was achieved in late 2006. The development incorporates the provision of a riverside walkway.

St George's Island (Manchester)

B.23 Full planning permission was granted in March 2004 for a mixed use development comprising 5 residential blocks with 434 residential units and commercial space at ground floor. This development by Dandara is now approaching completion. A series of undulating landscaped terraces provide a permeable area of public space that links the development with the canal edge, and a dynamic canalside walkway forms part of the development to complement the existing canal towpath to the south.

St George's Island - New Footbridge (Manchester)

B.24 This new footbridge was granted planning permission in October 2006 and is now complete. The bridge crosses the Bridgewater Canal from the canal towpath at Timber Wharf and links to the St George's Island development.

Zone 5 – Pomona Ordsall

B.25 This zone lies predominantly within Salford and Trafford, however a small area of the zone lies within Manchester.

Vanguard Textiles Site (Salford)

B.26 An application for full planning permission was submitted in August 2006 for a mixed use development comprising 221 residential units, 6 live/work units, 3,600sqm of commercial space and 370sqm of leisure space. The site lies adjacent to the existing riverside walkway.

Pomona Dock No 3 (Trafford)

B.27 An application for full planning permission was submitted for a development comprising 546 apartments in 5 blocks (rising from 8 to 16 storeys) with associated public realm works and improvements to the canalside walkway. In October 2006 the Council resolved that it was minded to grant permission, and discussions are continuing to confirm the s106 contributions.

List of Development Schemes

Zone 6 – The Quays

B.28 This zone lies within both Salford and Trafford.

Clippers Quay (Salford)

B.29 Outline planning permission was granted in February 2007 for a mixed use development comprising 654 residential units and 7,212sqm of commercial floorspace which is 23 storeys at its highest point. Landscaping is reserved for later approval and this will therefore determine the detailed approach to public realm, however a podium is proposed which would wrap around the building and link the public realm on the Trafford Road elevation with the waterside walkway along the Manchester Ship Canal. The scheme also includes active ground floor commercial space along the canal's edge to encourage greater animation of the waterside.

Abito Salford Quays (Salford)

B.30 Full planning permission was granted in April 2006 for a mixed use development comprising 290 residential units within a block ranging from 8 to 11 storeys, and 400sqm of retail / commercial floorspace fronting the dockside walkway. Development has now started on site.

Victoria Warehouses (Trafford)

B.31 An application was submitted for mixed use development comprising 388 residential units, 15,369sqm of commercial use, and over 10,000sqm of hotel, leisure and retail and community space. The Council resolved that it was minded to grant planning permission in May 2006 and discussions are continuing to confirm the s106 contributions.

mediacity:uk (Salford and Trafford)

B.32 Outline planning permission was granted by Salford City Council in October 2006 for development of a 15.1 hectare site which will be the home of mediacity:uk and the BBC relocation. mediacity:uk will be a world class creative hub for the interaction of arts and media. The uses permitted as part of the outline permission comprise business, studios and production space, residential, retail and commercial, and hotel and leisure development. A 16,610sqm public plaza is identified as fronting the waterside at North Bay. The masterplan highlights this as a vibrant place of activity and the central node for all pedestrian access. The masterplan also identifies a new pedestrian bridge link across the Manchester Ship Canal to the Imperial War Museum.

B.33 A reserved matters application was approved by Salford City Council in April 2007 for part of the first phase of development. Within this, buildings A and C are located adjacent to the Manchester Ship Canal and development will include the creation of a waterside walkway with active frontages to the waterside.

Appendix C Consultation and Public Involvement

- C.1** A comprehensive communication and engagement programme has been delivered in order to engage a wide range of stakeholder groups and local communities in the development of the Irwell City Park proposals.
- C.2** The Irwell City Park communication and engagement programme was divided into four key phases:
- Phase 1 – September to December 2006: Planning, awareness raising, and strategic stakeholder consultation phase
 - Phase 2 – January to February 2007: Main consultation phase
 - Phase 3 – March to May 2007: Analysis, evaluation and feedback phase
 - Phase 4 – June 2007 onwards: Long term engagement plan
- C.3** The Irwell City Park communication and engagement programme was developed by a working group which included local residents and community and voluntary sector representatives. Local community and voluntary groups delivered many of the consultation events and activities, supported by a wider facilitation team.

Summary of communication and engagement activity

- C.4** Through the communication and engagement programme 50 events and activities were held and over 40,000 leaflets, postcards and brochures were distributed through consultation events and various public outlets including schools, community centres, libraries and museums. In addition, several thousand people received information about the project through presentations, the ICP website, discussions with the project team and other methods. The comprehensiveness of the approach to communication and engagement enabled over 1500 people to contribute their ideas to help shape the proposals for Irwell City Park.
- C.5** Key activities included:
- Around 70 strategic community stakeholders from across the three local authority areas contributed to a workshop event in December 2006.
 - Local community and voluntary groups led a range of activities throughout January and February 2007, including street theatre, broadcasting, vox pops, focus groups, doorstep interviews and workshop sessions. Almost 900 people were engaged through these methods, including residents living in the immediate Irwell City Park area and further afield, as well as communities of identity such as people with disabilities, BME groups, LGBT groups, older people and faith groups.
 - Presentations were made to heads of local schools to seek feedback, and further activities were arranged to capture the views of children and young people. Working with Urbis museum and the University of Manchester, five workshops took place involving over 150 school children and students.
 - Other activities included a roadshow that took place in a main shopping centre in Manchester, staffed stands at existing events in local neighbourhoods, and questionnaires that were made available online and at local community centres. Around 300 people gave their feedback through these methods.
 - In addition to the community engagement programme, developers were consulted on an ongoing basis through group sessions and one to one meetings, and businesses were engaged through a business event as well as individual meetings. Organisations and individuals with a special interest in the river gave feedback through a specially

Consultation and Public Involvement

arranged question and answer session for Action Irwell and Action Manchester Waterways organisations, as well as through individual meetings, emails and letters and at the Mersey Basin annual conference.

Summary of feedback from communication and engagement activities

C.6 Over 1500 people gave their views and opinions to help shape the proposals for Irwell City Park. Over half of those consulted (775) gave their feedback through completing questionnaires. This provided good quality quantitative data, enabling conclusions to be drawn about levels of support for the project and what different types of stakeholders wanted from the project. The remaining data gathered through workshop sessions and events was qualitative in nature, so that more detailed opinions and comments could be captured, and so that people could enter into meaningful debate.

Questionnaire responses

C.7 Key findings from the questionnaire responses were:

- 84% of respondents overall felt that it was extremely important (67%) or important (17%) to improve the river and surrounding area. The most enthusiastic groups were business owners (95% feeling it was extremely important or important), residents and leisure users (both 87%) and those working in the area (86%).
- The top priorities for all consultees to encourage them to visit the river and the riverside more was good ongoing maintenance (57.2%), better access onto the river and along the river route (52.6%) and places for people to gather/seating and shelter (52.4%).
- In terms of what events and activities would attract people to the Irwell City Park, The most popular were places to eat and drink (60.7% for all groups). The second most popular choice for all consultees was wildlife and nature areas/green space (57.5%) followed by festivals/fun days and grand events (55%) as the third priority.

Qualitative feedback

- Community cohesion and local pride - this was particularly important and consultees wanted Irwell City Park to become an area that they can have pride in and feel a sense of ownership over. The park was also seen by consultees as a tool for linking communities in the area and creating greater community cohesion.
- Safe, well maintained welcoming green environment - throughout the consultation stakeholders identified that people will be attracted to Irwell City Park if it is a place in which everybody feels safe and welcome. It was felt that the River Irwell suffered from a poor image currently, and that this image had been compounded by safety and access issues. Many considered the area to be a lost opportunity, with the potential to become a valuable resource.
- New activities - the provision of activities proved an important priority to the majority of those consulted and it was considered that activities would be very important in animating Irwell City Park, bringing the river back to life. A wide range of activities were identified that would encourage people to visit and use the area, and most of these fell into the following categories; places to eat and drink, wildlife and nature areas, festivals and fun days, music, dance, theatre, sports and leisure activities, and shops and markets.
- Health and wellbeing - the future health and wellbeing of the community was identified by community stakeholders as an important benefit that Irwell City Park should provide to the local community and the surrounding area. The project was identified as a possible

vehicle for improving the health of the community, by providing a pleasant place for local people to walk to, relax in and use as part of their daily activities.

- Education - education was another important benefit that was identified throughout the consultation by a variety of stakeholder groups, including local residents, leisure users, public agencies and local school teachers. Consultation with schools and universities identified a number of ways in which the project could enhance the education offer in the area, particularly when working closely with the environment and wildlife conservation.
- Accessibility - accessibility was a strong theme that emerged from the consultation, and improvements in this area were seen to be a key factor in encouraging people to visit the River. It was felt the access could be improved through better parking facilities nearby and better public transport links, as well as additional bridges so that people could reach the area and equally leave the area at key locations. Access along the river was also important to many people, with requests for high quality pathways, wide where possible, with clear signage making it easy to join and leave the river.
- Facilities - facilities were important to many consultees, particularly basic facilities such as public conveniences, litter bins, seating and shelter. Many respondents noted that the provision of meeting and seating areas would encourage them to visit and use the park.
- Environment and wildlife - environment and wildlife conservation were identified as issues by a number of those consulted. It was felt that the project should contribute to the improvement of the environment and river quality and should conserve existing wildlife, as well as encouraging additional wildlife, for example through the creation of specific 'safe havens' along the river.

Stakeholder support and involvement

- C.8** Large numbers of participants offered their feedback through events and activities, and the vast majority were extremely supportive of the project. Many organisations and individuals offered additional support for the Irwell City Park project and in total just under 700 people requested to be kept informed about the project, with over 100 people expressing the desire to play a more active role and be involved in the project as it develops. An extensive database now exists in order to ensure continuing involvement as the Irwell City Park proposals move forward.

Appendix D Contact Details

Developers are actively encouraged to enter into pre-application discussions about their proposals for the River Irwell corridor.

Manchester

In Manchester, developers are encouraged to contact the City Council at:

City Centre Planning Group
Chief Executive's Department
Manchester City Council
Level 7, Town Hall Extension
Albert Square
Manchester
M60 3NY
T: 0161 234 4555

Salford

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

Contact Salford City Council for advice on:

- Planning policy issues
- Conservation and listed building issues
- Urban design issues
- Regeneration issues (including the work of the Central Salford Urban Regeneration Company)

Contact the Urban Vision Partnership for advice on:

Development control matters, including planning applications and pre-application discussions

- Building control issues
- Highway and traffic issues
- Land and property matters
- Drainage issues
- Trees and landscape issues

Contact details are:

Spatial Planning
Salford City Council
Civic Centre
Chorley Road
Swinton
Salford
M27 5BY
T: 0161 793 3782

Urban Vision Partnership Ltd

Emerson House
Albert Road
Eccles
Salford
M30 0TE
T: 0161 779 4986

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

Trafford

In Trafford, developers are encouraged to contact the Council at:

Strategic Planning and Developments
PO Box 96
Waterside House
Sale Waterside
Sale
M33 7ZF
T: 0161 912 4475

Salford City Council

Salford City Council

Irwell City Park Planning Guidance
Spatial Planning
Housing and Planning Directorate
Salford Civic Centre
Chorley Road, Swinton
Salford, M27 5BY

Telephone : 0161 793 3782

E-mail: plans.consultation@salford.gov.uk

Web: www.salford.gov.uk/plguidance



Manchester City Council

Irwell City Park Planning Guidance Consultation
Planning Strategy
Chief Executive's Department
Manchester City Council
Level 7
Town Hall Extension
Albert Square
Manchester, M60 3NY

Telephone: 0161 234 4555

E-mail: planningstrategy@manchester.gov.uk

Web: www.manchester.gov.uk



Trafford Metropolitan Borough Council

Irwell City Park Planning Guidance Consultation
Strategic Planning and Developments
PO Box 96
Waterside House
Sale Waterside
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E-mail: strategic.planning@trafford.gov.uk

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