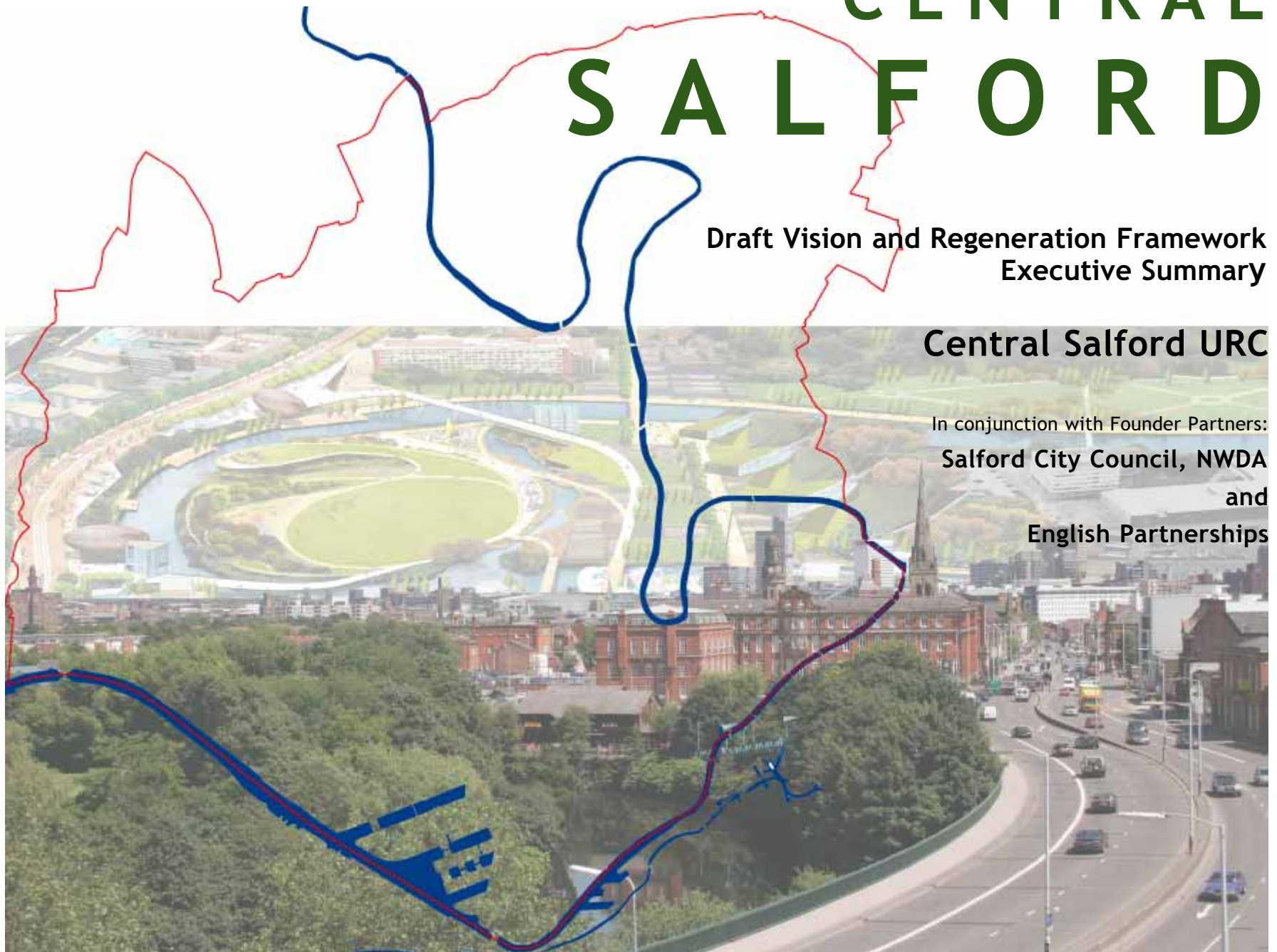


# CENTRAL SALFORD

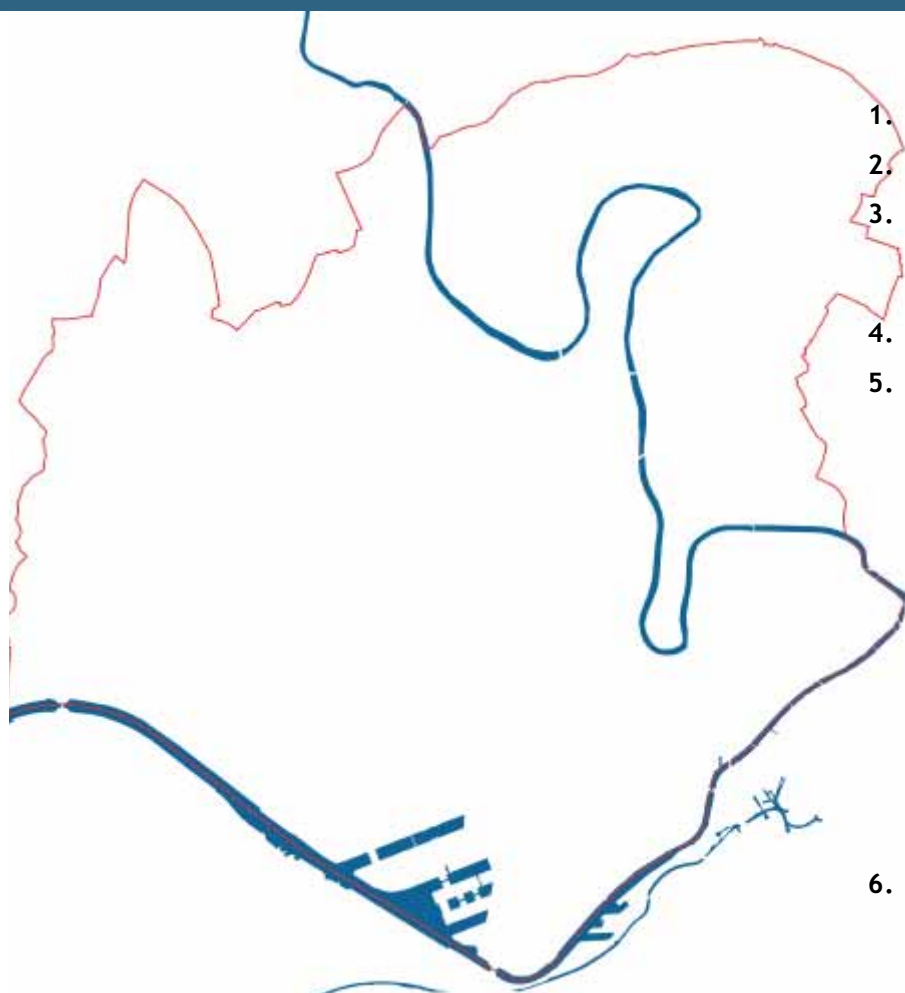
**Draft Vision and Regeneration Framework  
Executive Summary**

**Central Salford URC**

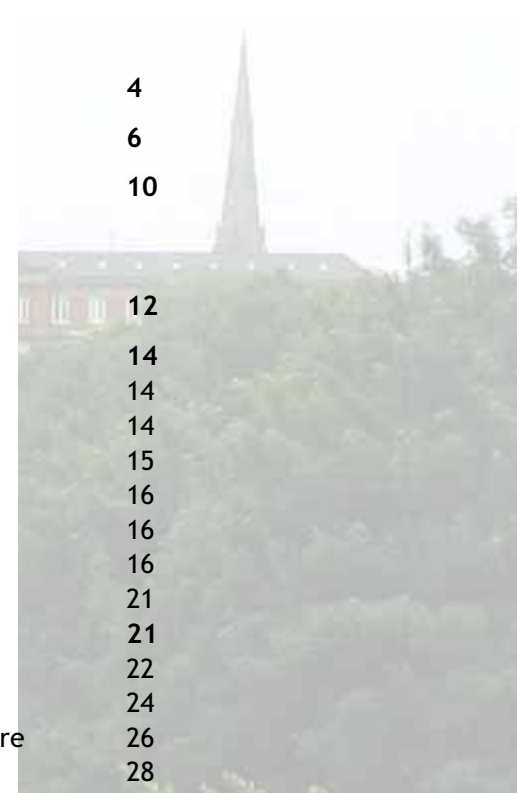
In conjunction with Founder Partners:  
**Salford City Council, NWDA  
and  
English Partnerships**



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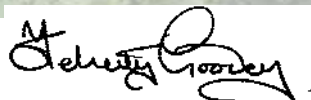


# World's first industrial city to City beautiful!

*Eight months ago an international team of urban designers, architects, planners and economists was appointed to prepare a 'Vision' of how Central Salford might be transformed. Their first reactions were mixed - and the team thought it could be quite a challenge. But the more they walked the streets and talked to the people who live here, the more they became convinced that Central Salford had all the makings of somewhere really beautiful. 'Beauty' is a word not often used by experts in regeneration but our team use it all the time. Almost every day one or other would want to tell us of their latest beautiful discovery - a wonderful river, lovely green spaces, elegant historic buildings.*

*The team also 'discovered' Salfordians: active, energetic people who really care about their communities. This framework is based not only on making the most of the many physical assets of Central Salford but on ensuring that the local residents are among the first to benefit. A city without its local people is not a city - it's a dormitory and no one wants that.*

*After months of hard research, analysis and talking to a huge number of people in Salford and beyond, all of whom have a stake in the future, the team have come up with a Vision which Salford City Council, the NWDA, English Partnerships and our many other partners believe could transform not only the physical environment of Central Salford but the lives of the 72,000 people who live here. Like all the best ideas it's a simple proposition, but one which research indicates can be delivered; it is to make Central Salford the most beautiful part of Greater Manchester.*

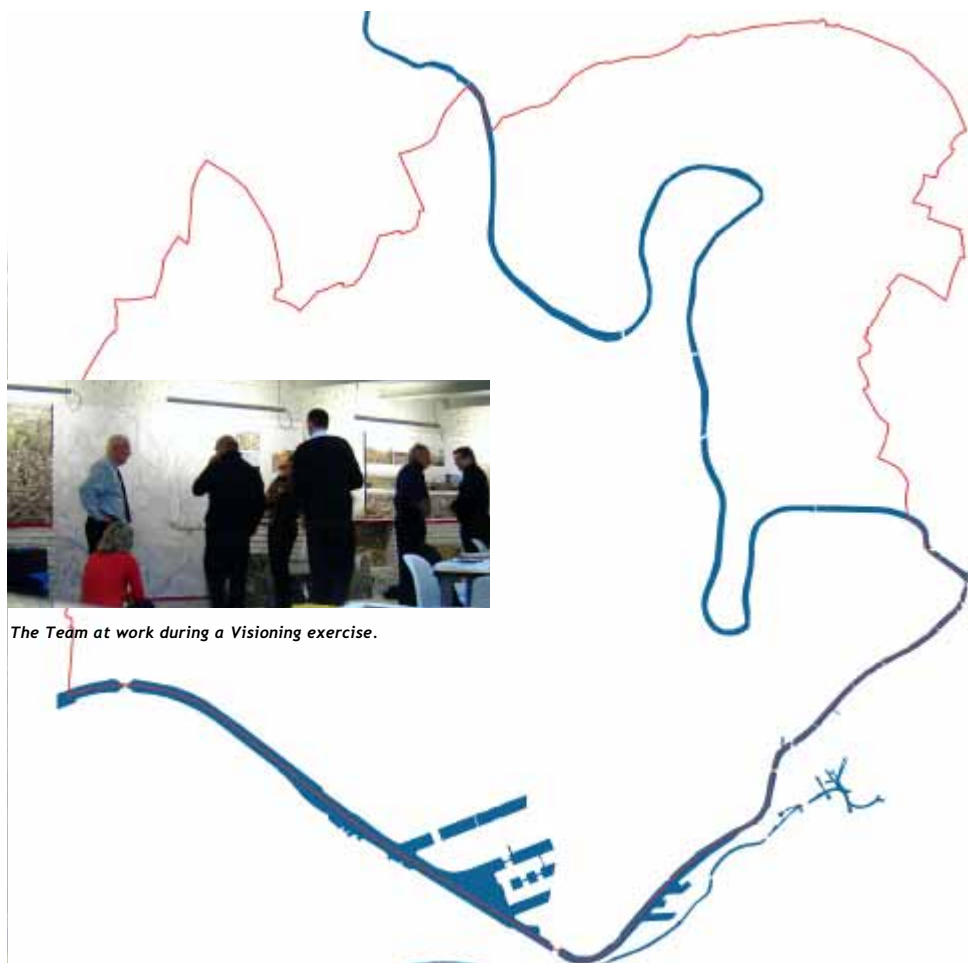


Felicity Goodey  
Chair, Central Salford Urban Regeneration Company

JULY 2005



# 1. INTRODUCTION



*The Team at work during a Visioning exercise.*

Central Salford Urban Regeneration Company (URC) brings together private and public sector partners under the chairmanship of the private sector with the mission of driving the transformation of Central Salford and helping to create a vibrant, modern city. Its three founder partners are Salford City Council, Northwest Regional Development Agency and English Partnerships.

The URC will work with local people, national, regional and local agencies and the private sectors to transform Central Salford. It will use a mixture of public assets, funding and powers to attract high levels of investment, stimulate quality development and strategically deliver and co-ordinate the sustainable regeneration of the area.

Central Salford embraces over 2,000 hectares adjoining the regional centre of Manchester and is currently the home to over 72,000 people.

The establishment of the company was formally approved by central government in January 2005, and one of the URC's first actions is to lead the production of a Vision and Regeneration Framework to guide the way Central Salford will look and feel over the next 20 years.

Following an international competition, the URC appointed a highly experienced team of consultants to design its regeneration framework. Co-ordinated by Locum Consulting, the other principal team members include Joe Berridge of Urban Strategies Inc, Italian architect Massimiliano Fuksas, and Professor Stuart Gulliver of Glasgow University.

This document summarises the draft framework, which has been put together following extensive research and consultation with stakeholders, and is now the subject of a much wider public consultation exercise.





Area and Boundary of Central Salford



*Seeds of growth and opportunity can be found in underutilised landscapes.*



*Discussing key issues during the workshops.*





*Central Salford will be transformed into a beautiful and vibrant urban centre.*



## 2. VISION

Central Salford will be transformed. A beautiful, vibrant new urban centre with striking economic opportunity is waiting to be born out of its fine heritage and the unveiling of its many natural assets. These include a wonderful meandering river and fantastic open spaces, which will be enhanced to provide a distinctive setting for the area. Where the City is fragmented it will be re-connected. The City's elegant but under-used buildings and its vacant but potent spaces will be filled with places to live, work, shop and enjoy life.

The historic core of Salford with its magnificent buildings and unique character will be revitalised in a beautiful landscape mixing the old with the new. Walkable streets will be made from clogged highways. A diverse mix of new employment growth will feed off the dynamism of the regional centre and from the opportunities already in Central Salford. These opportunities will spawn new demand for different kinds of housing and renew the existing residential communities. The restored health of Central Salford will flow across the entire urban area, stretching out to benefit all of Salford's communities.



*A radically transformed River Irwell and  
The Meadows*

*Central Station and Salford's Corporate  
Centre*

*The historic core:  
Salford's urban transformation of  
Chapel Street*



- 1 Manchester City Centre
- 2 Exchange Greengate
- 3 Salford Central Station and Corporate Centre
- 4 The Meadows
- 5 Chapel Street Boulevard Improvement
- 6 Manchester, Bolton & Bury Canal
- 7 University of Salford + Salford Crescent Station Gateway
- 8 Churchill Way linkage to Crescent/ Chapel Street
- 9 Pendleton District at Salford Shopping Centre
- 10 Langworthy Park Improvement
- 11 Continuous River Irwell Walk from Centenary Bridge to Salford Quays
- 12 Salford Quays
- 13 Ordsall Park Improvement - linking Salford Quays, Ordsall + the River Irwell
- 14 Continuous River Irwell Walk
- 15 Oldfield Road - Green Boulevard linking Chapel Street with Salford Quays





The 'City beautiful'

This Vision is deliberately ambitious. It envisages comprehensive, radical transformation. It is a solidly based goal. The economy of the Manchester region is strong; Salford Quays has been a resounding success and the rich legacy of the river, open spaces and historic buildings await rediscovery. The Housing Market Renewal (HMR) Pathfinder, Single Regeneration Budget (SRB) and New Deal for Communities (NDC) programmes, amongst others, are stabilising communities and there is a spirit of confident co-operation between the people of Salford, elected representatives, community leaders and funders responsible for bringing about transformational change. Salfordians will be proud of where they live and new residents and businesses will be attracted to Central Salford by its location, unique character and beauty.

# 3. CONTEXT

The transformation of Central Salford will take place in a broad economic and social context. This Vision and Regeneration Framework seeks to identify and exploit opportunities in Central Salford that will strengthen the Manchester City Region and make the North West Region more competitive in national and international markets.

## Policy Context

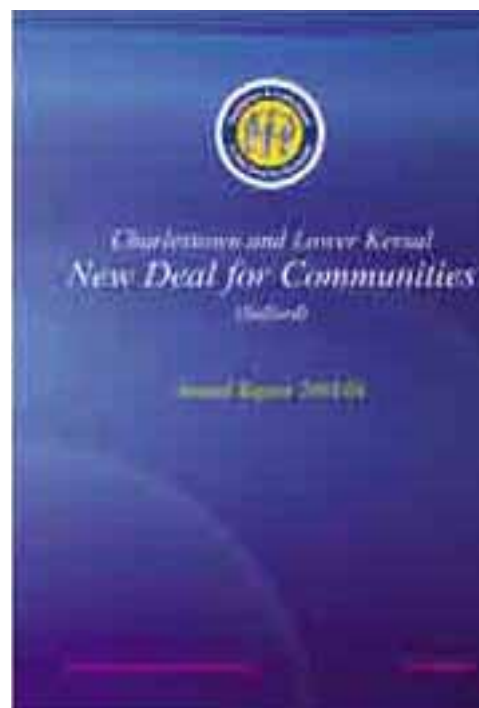
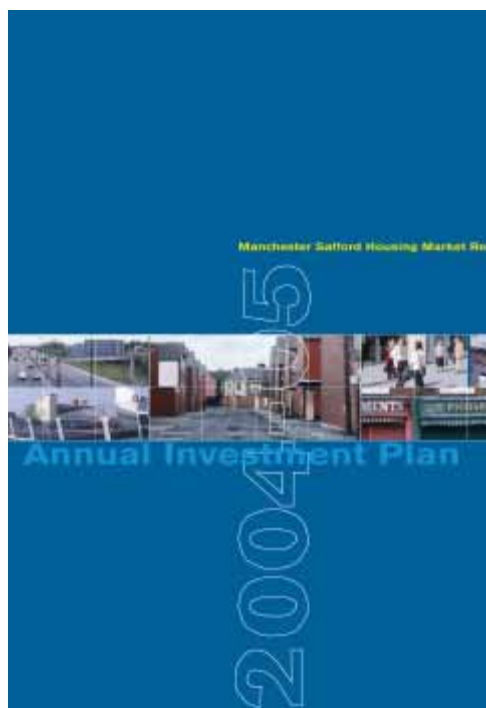
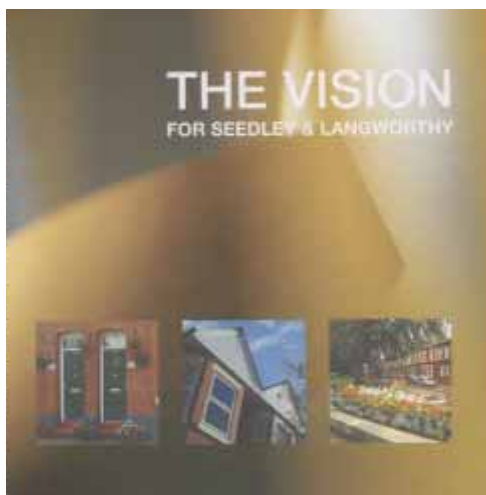
Implicit in this is the need to complement, rather than compete with, development within the Manchester City-region. The URC will work closely with Salford City Council, as well as other Greater Manchester authorities, and partners in the Northern Way, to ensure effective communication and co-ordination of activity and interventions. The Vision and Regeneration Framework for Central Salford will help to deliver key national and regional policies and wider sub-regional and regional priorities, as well as those of the three founder partners within the URC, Salford City Council, NWDA and English Partnerships.

## Current Regeneration Programmes

Central Salford includes a number of Salford's well-established neighbourhoods. Each has a distinct role to play, highlighted by the number of programmes and initiatives currently underway or at planning stage. These include Chapel Street, Seedley and Langworthy, Higher and Lower Broughton, Lower Kersal and Charlestown, Ordsall and Pendleton. The Manchester Salford HMR Pathfinder programme is one such key programme and a powerful catalyst of transformational change in Central Salford, the sub-region and the region.

The Vision and Regeneration Framework will provide the Central Salford-wide context for the area's revival. Within it a range of funding streams, assets and programmes will be aligned, applied and co-ordinated. It will add value to existing local regeneration initiatives by securing new strategic development, generating cross-neighbourhood benefits and linkages, actively promoting Central Salford to the private sector and radically improving the image, profile and perception of the area.





*The Vision and Regeneration Framework will add value to existing initiatives.*

# 4. STRATEGY

Salford must dramatically improve its image; create a sustainable economic base; deliver the existing neighbourhood-based regeneration programmes; focus new public investment strategically where it can generate most private sector investment; and ensure that this transformation benefits existing residents of Salford as well as attracting new people and life to the city.

The strategy can be summarised as follows:

- To make Central Salford a beautiful, lively and prosperous area, transforming its image to attract a wide range of people to live, work, shop and enjoy themselves;
- To create a thriving sustainable economy by connecting the energy of the regional centre to Central Salford and enhancing local concentrations of excellence, creativity and innovation;
- To support the wide ranging programmes of improvement now underway in many of Salford's neighbourhoods;
- To focus new public investment strategically where it can generate most private investment and then spread the benefit to Salford as a whole; and to ensure that this transformation benefits existing residents of Salford as well as attracting new life to the city.



*Central Salford will connect to the energy of the Regional Centre.*





The Vision and Regeneration Framework will represent a vital business planning tool for the URC and all its partners to work together towards the common goal of making Salford desirable physically, socially and economically.

The Vision and Framework will:

- Provide a prioritised focus for future Housing Market Renewal activity;
- Establish the relationship between high level regeneration/activity and the development and implementation of housing related and neighbourhood-specific solutions;
- Create the conditions to bring about more diverse neighbourhoods and provide greater housing choice;
- Identify areas for the growth of economic activity;
- Establish a climate for high quality design and development;
- Support the further development of first class education, skills and health services.



# 5. CLIMATE, LANDSCAPE, SEEDS

The transformation of Central Salford into the re-ordered, re-connected and beautiful city proposed in the Vision will need - using the analogy of creating a beautiful garden - a suitable climate, improvement of the landscape and the right seeds to be planted.

## Climate

Central Salford requires an economic, social and political climate that encourages private investment and entrepreneurialism, while fostering partnership between the public, private and community / voluntary sectors. All of these sectors and their representative agencies, have an important role to play in ensuring the right climate to enable future growth.

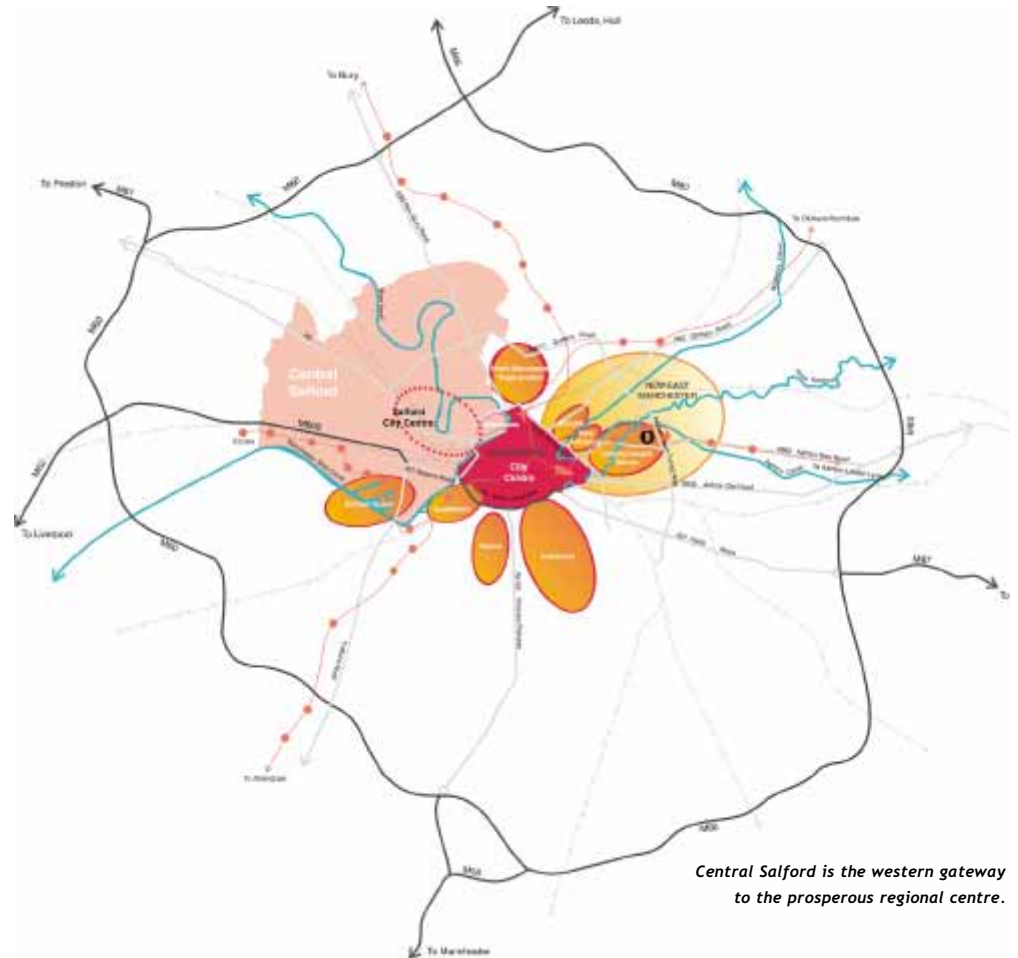


## Economic Climate

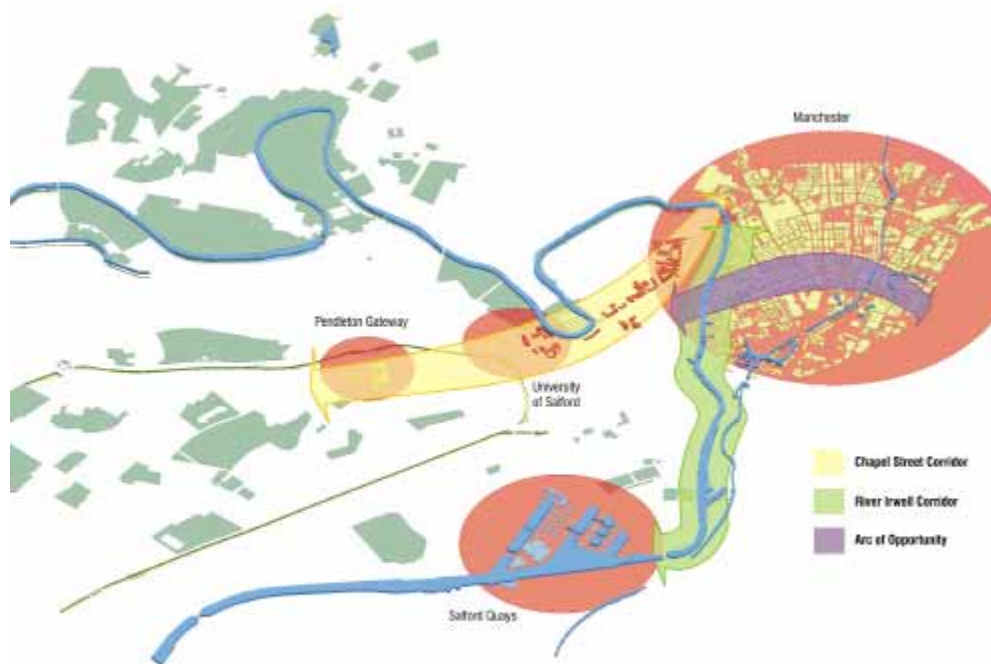
The current economic position for the City and Central Salford in particular features high unemployment, low economic activity, and low competitiveness rates which in turn undermine the economic image of the City.

In order to address these issues, the Vision calls for:

- A focus on the corporate office market and on investment that leverages the growth of Manchester City Centre and which encourages development to expand across the river to the Central Station area; with complementary service-oriented office space within mixed-use development at Exchange Greengate;
- Emphasis on emerging key initiatives, including major new investments around Salford University and Hope Hospital;
- Investment in creative industries and related sectors. The development and implementation of an innovative strategy for encouraging creative people of all kinds and talents to live, work and invest in Central Salford.







Pendleton Gateway, University of Salford, Salford Quays and the Regional Centre are assets that offer great potential to stimulate economic development. Development should be directed along Chapel Street/Crescent, the River Irwell Corridor and the Arc of Opportunity so that these assets are linked and their benefits can spread throughout Central Salford and beyond.

## Social Climate

Salford currently faces challenges to uplift performance on education and skills, to tackle health inequalities, poor housing and levels and perceptions of crime and security. If the Vision is to be delivered and truly sustainable communities created, these issues require radical improvement. The Vision encourages the Local Strategic Partnership (Partners IN Salford) and its partners to continue to energetically champion the themes in the Community Plan and in particular the following:

- Focusing on skills development in tandem with Salford's Economic Development Strategy and Salford's Employment Plan;
- A healthy City - and a well cared-for population through continued investment in front-line health facilities for Salford including the LIFT primary care centres, the Hope Hospital SHIFT programme and a range of community based programmes;
- A safe City - pursued in tandem with the Salford Crime and Disorder Reduction Partnership.
- A learning and creative City with a high achieving and skilled resident population. The Vision calls for an enhanced role for education and training at all levels. Key mechanisms to achieve this will be:
  - Building Schools for the Future - directing central government funding to rebuild or refurbish the City's secondary schools in the next 10 years;
  - City Academies - the development of two further Academies linked to the University and to secondary schools in the area will be explored;
  - Developing the role of the University of Salford;



## Landscape

### Physical Intervention Strategy

The transformation of Central Salford can only take place within a transformed physical landscape. The physical intervention strategy outlined in the Framework is aimed at making Central Salford a place that ranks amongst the most successful British and European cities. An urban environment of quality and character will provide an attractive setting for new private investment, but also ensure that residents, existing and new, have the opportunity to enjoy a safe, healthy and beautiful environment.

The principles governing the approach are to:

- Focus on the area's strengths;
- Target public infrastructure interventions to build confidence and ensure maximum leverage of private investment;
- Transform the public environment first, in order to improve the physical image of Central Salford;
- Prioritise key projects in order to achieve early delivery and build confidence.

### Intervention Themes

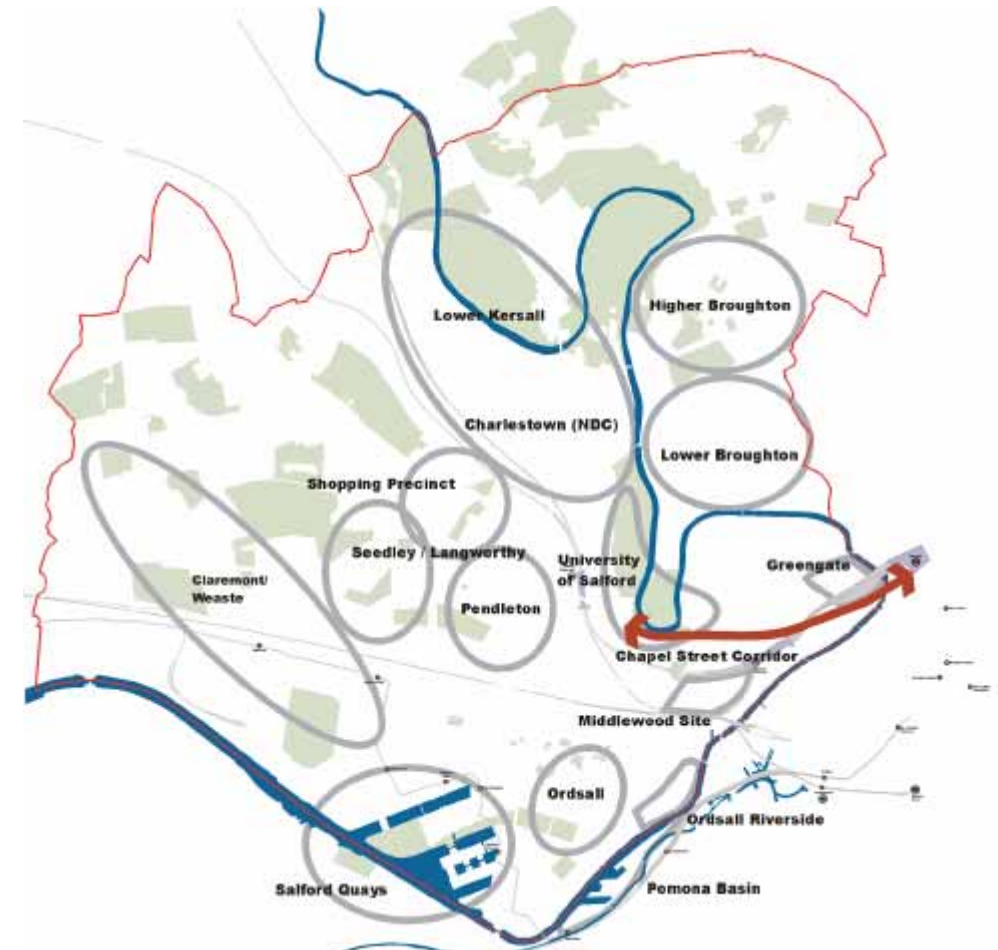
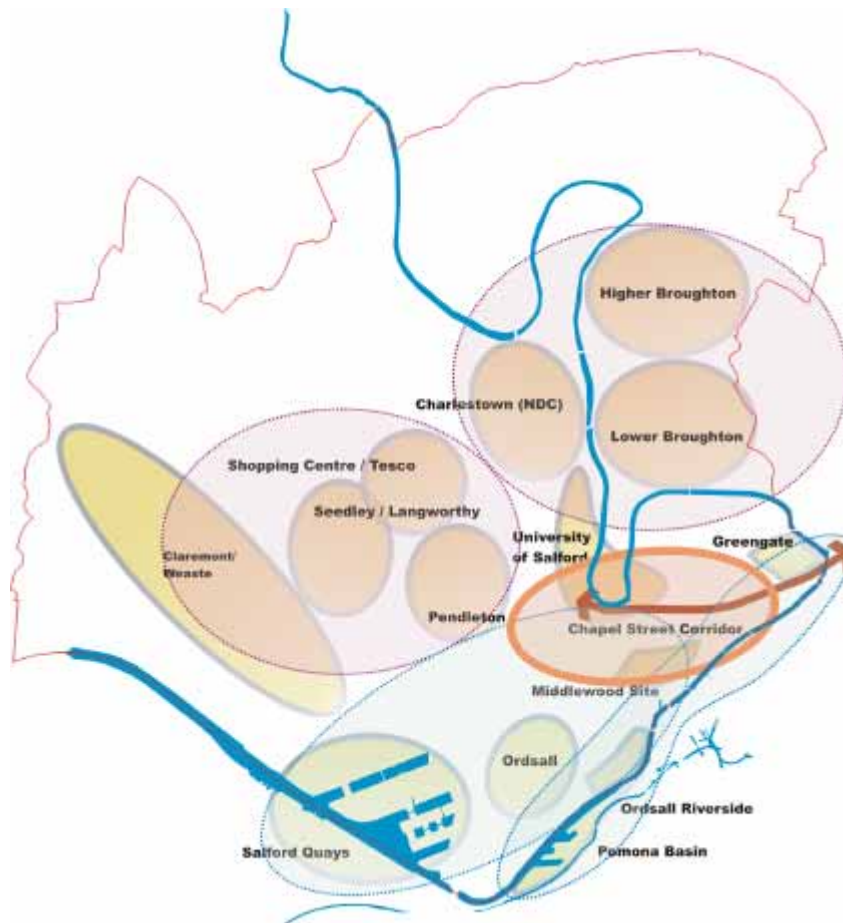
The landscape for Central Salford will be shaped and created by:

- Investing in a strong and distinctive Centre for Central Salford with high quality urban spaces along the new Chapel Street / Crescent Boulevard which will become a street of quality and reputation to match the best streets in Europe. It will include a new public square at the heart of the University of Salford.
- Celebrating the green open spaces and the blue waterfronts and using the River Irwell as the primary thread connecting the Regional Centre to the new Centre of Salford and the neighbourhoods.
- Making major traffic and transport interventions that reduce the traffic on Chapel Street, encouraging the use of public transport and upgrading rail stations and services.
- Establishing a network of pedestrian-friendly, tree-lined boulevards with dedicated public transport routes, to facilitate movement within the City and re-connect Salford's neighbourhoods.
- Creating an interconnected River and Open Spaces Network of parks, pedestrian routes and river / canal-side walkways which make walking, cycling, recreation and the enjoyment of beautiful places everyday activities in Central Salford.
- Connecting Salford Quays and its cultural, retail and housing successes with adjacent neighbourhoods.
- Making strategic investments in neighbourhoods to provide greater choices for housing, particularly for families; improving linkages between neighbourhoods; generating cross-community benefits; and enabling the full potential of neighbourhood level programmes to be realised.



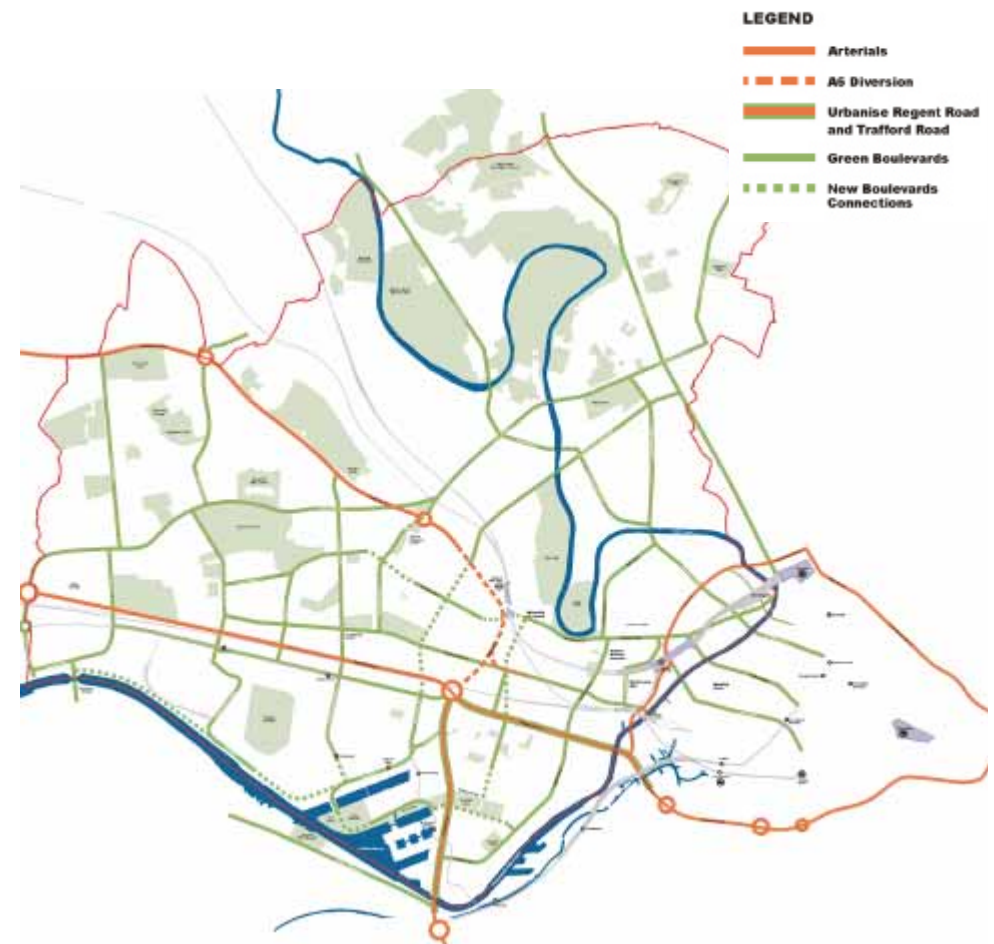
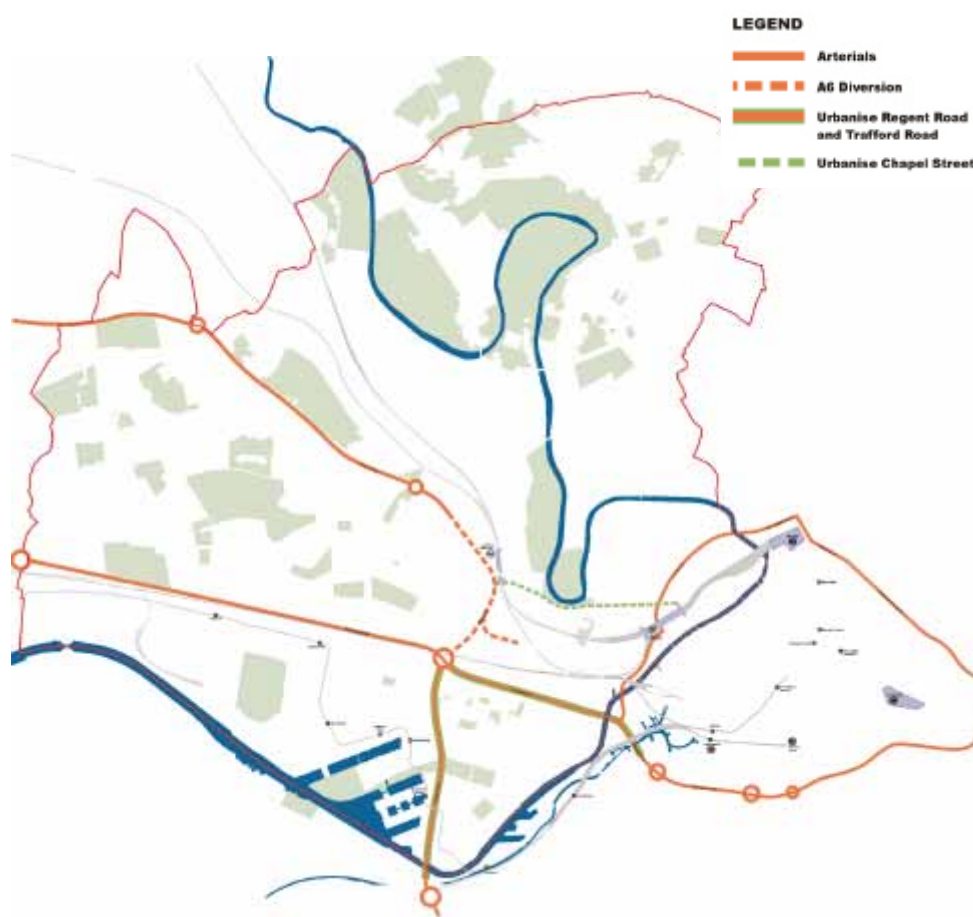
- Investment will be directed towards establishing a strong and distinctive Centre for Central Salford. The new Chapel Street/Crescent Boulevard will link high-quality urban spaces and will become a street of quality and reputation comparable to the most celebrated streets in Europe.

- Central Salford's numerous green open spaces will be celebrated, and the River Irwell will be emphasised as the primary thread that connects the Regional Centre with the new Centre of Salford and its neighbourhoods.



- Major traffic and transport investment will improve connectivity within and throughout Central Salford. Key interventions will reduce traffic on Chapel Street, encourage the use of public transport, and direct resources to upgrade rail stations and services. Streetscaping and public space improvements will establish pedestrian-friendly junctions for Regent Road and Trafford Road.

- A network of pedestrian-friendly, tree-lined boulevards will be established to facilitate movement within the City and to re-connect Salford's neighbourhoods





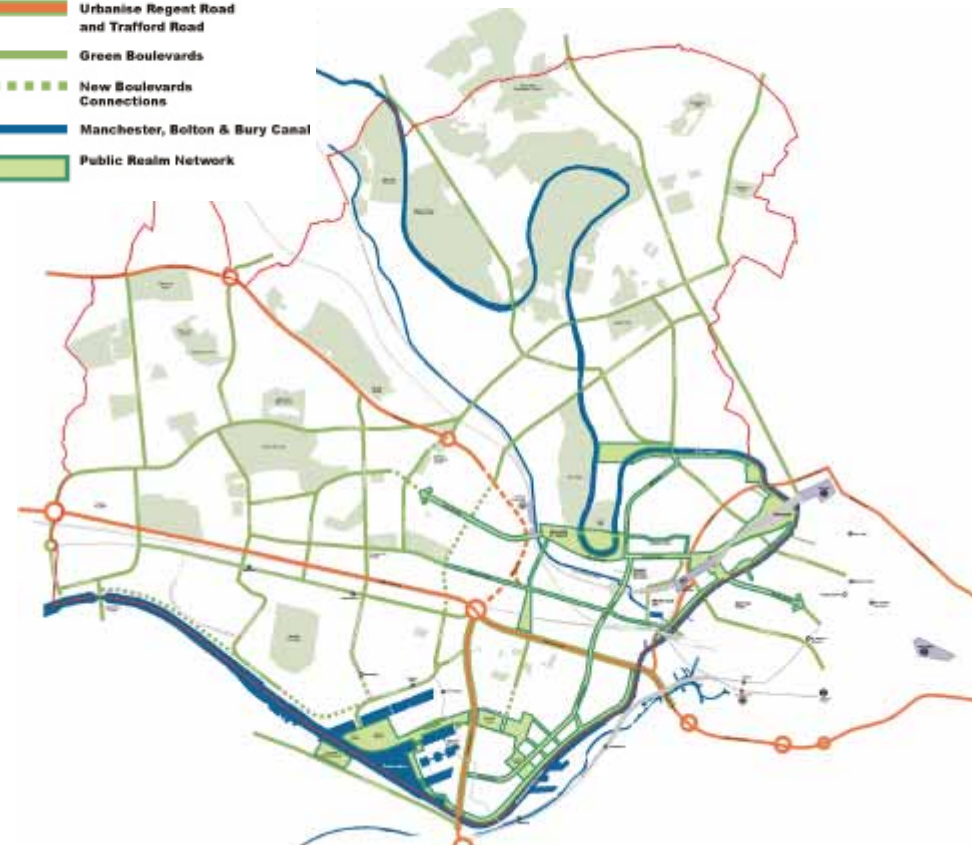
- Salford Quays offers an opportunity to extend and connect cultural, retail and housing successes with adjacent neighbourhoods.

- An interconnected River and Open Spaces Network of parks, pedestrian routes and river/canal-side walkways will be established to create accessible, high-quality opportunities for walking, cycling, recreation and the enjoyment of beautiful places. A clear and accessible public realm network will be established to link Chapel Street and the River Irwell with Salford Quays; and the Manchester, Bolton and Bury Canal restoration will be implemented.

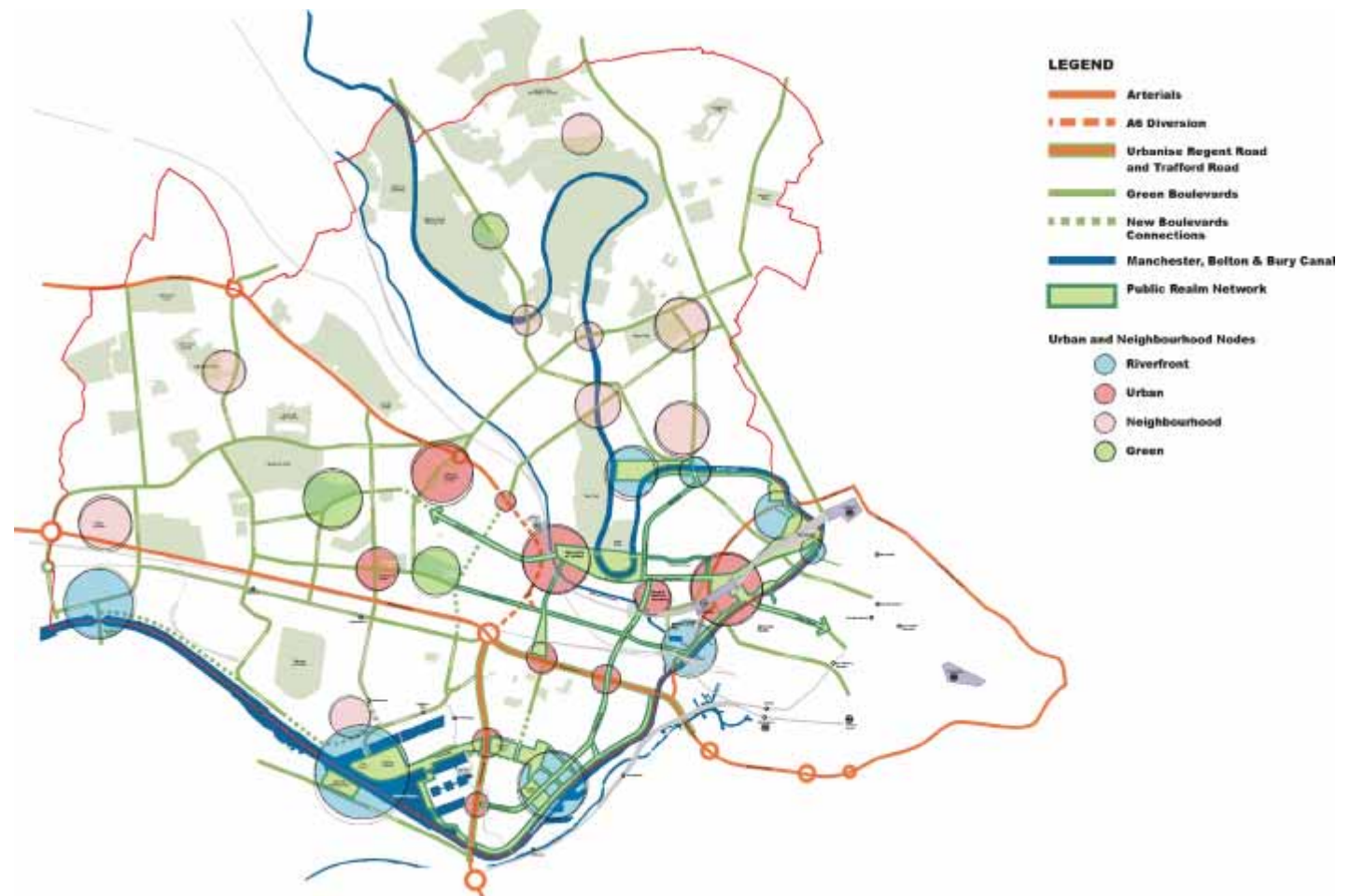


#### LEGEND

- Arterials
- - - A6 Diversion
- Urbanise Regent Road and Trafford Road
- Green Boulevards
- - - New Boulevards Connections
- Manchester, Bolton & Bury Canal
- Public Realm Network



- Strategic investment in significant activities and projects throughout Central Salford's neighbourhoods will enable the full potential of neighbourhood-level programmes to be realised, allowing these initiatives to act as nodes or seeds that can generate widespread benefits.







*Chapel Street and The Crescent*



*Central Station Area*



*Pendleton District +  
The Shopping Precinct*



*The Quays and Waterfront*



*The River Irwell Corridor*



## Seeds

The transformation of Central Salford will be catalysed by a series of specific initiatives and projects, large and small - the seeds that will grow into the distinctive features of the future. Some of these initial seeds must be planted through public investment to create structure and momentum. The success of these first seeds will feed later growth to be undertaken by the private sector.

## Five Transformation Areas

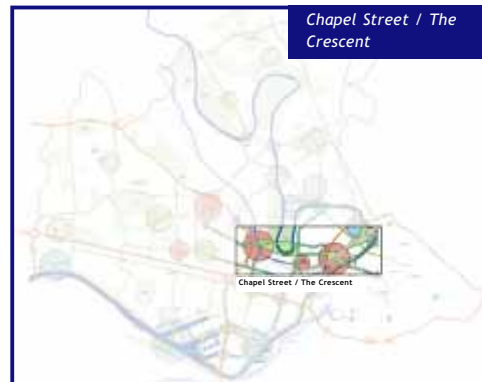
Building on Central Salford's strengths and primary drivers of change, five Transformation Areas have been identified as places where focused public and private investment over the short to medium term will have the greatest potential for stimulating the long-term regeneration process and bolstering the many activities already taking place across Central Salford.

The Five Transformation Areas are:

1. Chapel Street/The Crescent
2. Central Station Area
3. Pendleton District and Shopping Centre
4. The Quays and Waterfront
5. The Irwell Corridor

The five areas and the initial key sites within them are as follows:





## 1.Chapel Street / The Crescent

The first priority in implementing the Vision will focus on the area from Exchange Greengate through Central Station and Salford University to Pendleton. Chapel Street is the strand that links the river, the regional centre, the historic centre and Salford University to the surrounding neighbourhoods. Interventions will include enhancing the physical environment, transforming the area into Salford's Creative Quarter, restoring the historic city core and stimulating the creation of new centres of commerce and urban living. A primary objective is to reduce the traffic to create a pedestrian friendly tree-lined grand boulevard linking beautiful new public open spaces, and areas for leisure and shopping.

### Key Sites:

**Exchange Greengate** - a community of urban living with shops, offices, public squares and pedestrian connections into the neighbouring city centre;

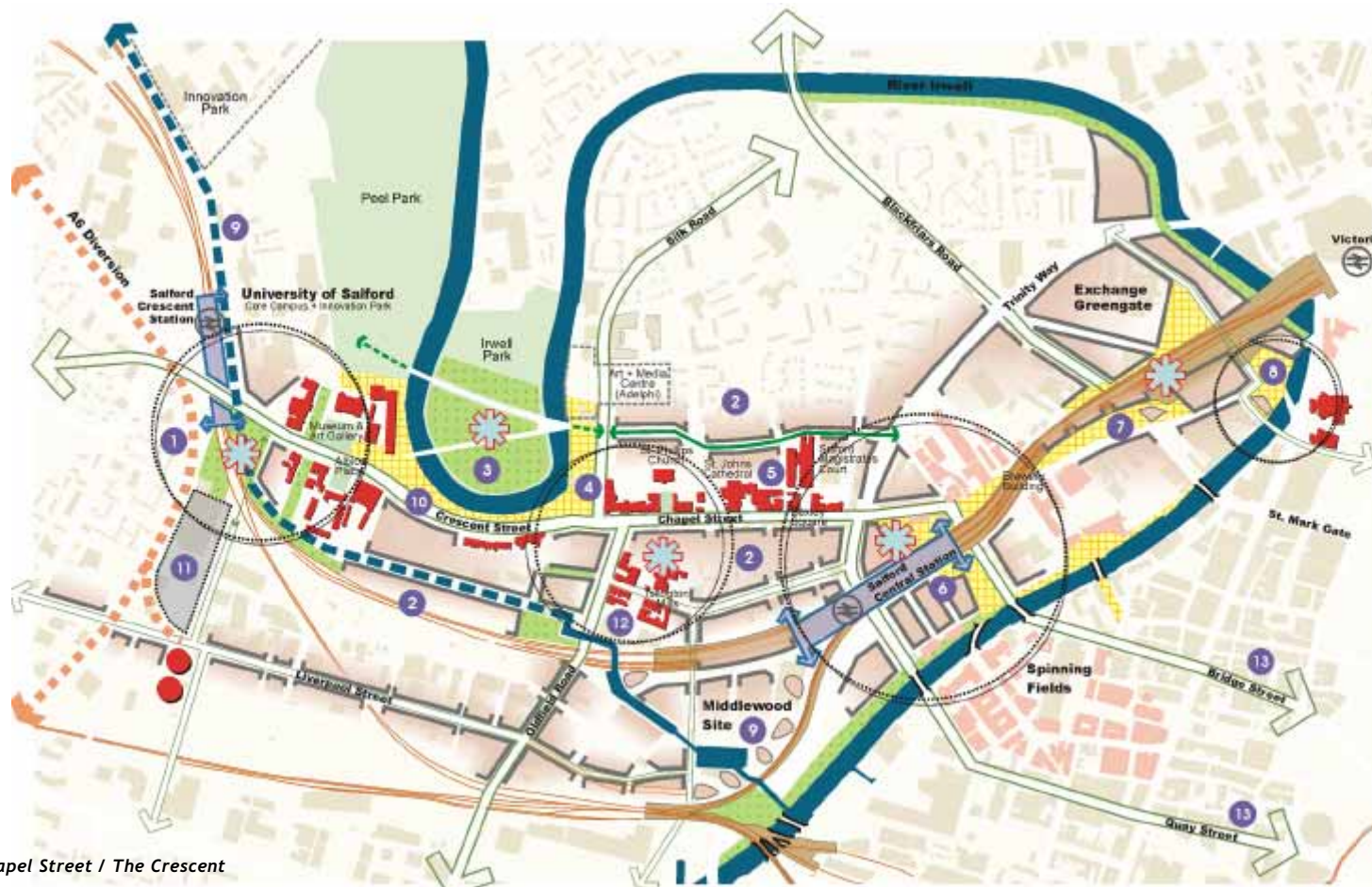
**Salford University and Salford Innovation Park** - a new public square on The Crescent will become a meeting place at the heart of the University with bars, restaurants, cafés and galleries as part of developing the University Campus;

**The Meadows** - overlooked by a terrace from The Crescent and formed by the new 'Grand Boulevard', The Meadows will become a major, high quality, landscaped area - a special green and blue oasis within walking distances of Central Salford and Manchester;

**The Historic and Creative Quarter extending from Bexley Square** - historic buildings will be reclaimed and renewed and high quality new buildings and spaces created to form a new heart in the old City;

**Crescent Station** - improved connectivity and integration to encourage more sustainable commuting for workers and students.





- 1 University of Salford gateway and Salford Crescent Station improvements
  - 2 Intensify market and student housing
  - 3 Create a unifying public space: "Crescent Square and Meadows"
  - 4 Improve junction of Chapel Street and Oldfield Road
  - 5 Historic Core - enhance Bexley Square and surrounding historic structures
  - 6 Salford Central as multi-modal interchange and catalyst for mix-use development around significant public spaces
  - 7 Creative Quarter - Viaduct conversion and Cathedral Approach
  - 8 Manchester Cathedral "Forecourt"
  - 9 Manchester, Bolton & Bury Canal
  - 10 Urbanise Chapel Street
  - 11 Park n' Ride Opportunity
  - 12 Focus on existing heritage mill structures
  - 13 Extend Chapel Street to reinforce the 'Arc of Opportunity'
-  Signature Projects

Chapel Street / The Crescent



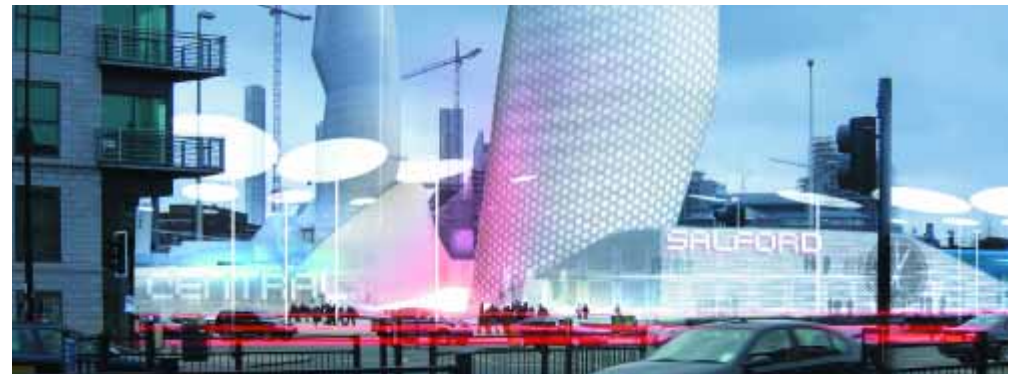


Salford Central Station

## 2. Central Station Area

The rationale for developing the Salford Central Station area is to encourage future high quality commercial development across the river from Spinningfields in Manchester to create the foundations for Central Salford's Corporate Centre. The Corporate Centre will link the Salford and Manchester sides of the regional centre, currently divided by water, rail viaducts and the Inner Relief Route. It will be a vibrant area, characterised by exciting and beautiful piazzas at its northern and southern points.

Redesigning the station to make it more inviting and accessible will leverage the potential of this tremendous asset. Significant land availability, combined with improvements to the station and environmental quality will encourage the growth of Central Manchester to spread into Salford.



Landmark buildings will define the hub at Central Station





## Key Sites:

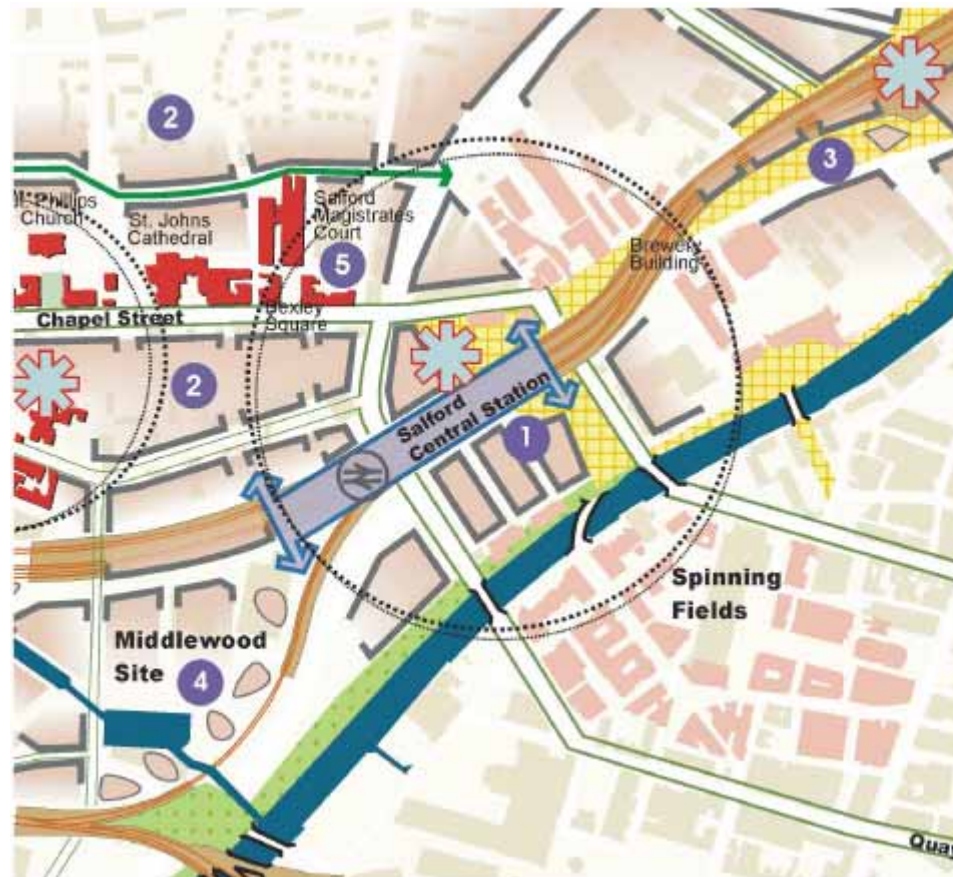
**Central Station and Corporate Centre**  
Salford Central Station will be enhanced by new entrances and platform facilities, a public piazza, improved access and better rail services to maximise benefits from the natural extension of Spinningfields across the river to create a high quality corporate centre in Salford.

## Middlewood

Middlewood Locks will be created around the re-instated Manchester, Bolton and Bury Canal to form a distinctive mixed use, housing, leisure and commercial destination.



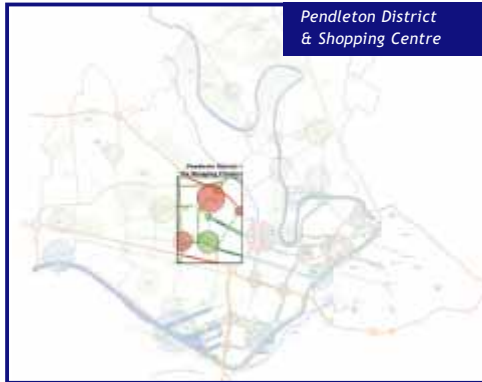
*The Central Station Area will be established as Salford's mixed use corporate centre*



Central Station Area

- 1 Salford Central as multi-modal interchange and catalyst for mix-use development around significant public spaces
- 2 Intensify with market and student housing
- 3 Creative Quarter - Viaduct conversion and Cathedral Approach
- 4 Manchester, Bolton & Bury Canal
- 5 Historic Core - enhance Bexley Square and surrounding historic structures

 Signature Projects



### 3. Pendleton District and Shopping Centre

The Pendleton District will become both Central Salford's shopping and community destination, and the gateway connecting neighbourhoods, Chapel Street / Salford City Centre and the Manchester Regional Centre.

A proposal for a new large-format retail store creates an opportunity to invigorate the shopping facilities and encourage a wider and better mix of shops and services within an inviting environment. New housing types will be supported by new and existing community services concentrated around a new primary care centre and better transport access.

#### Key Sites:

##### Shopping Centre and New Public Space

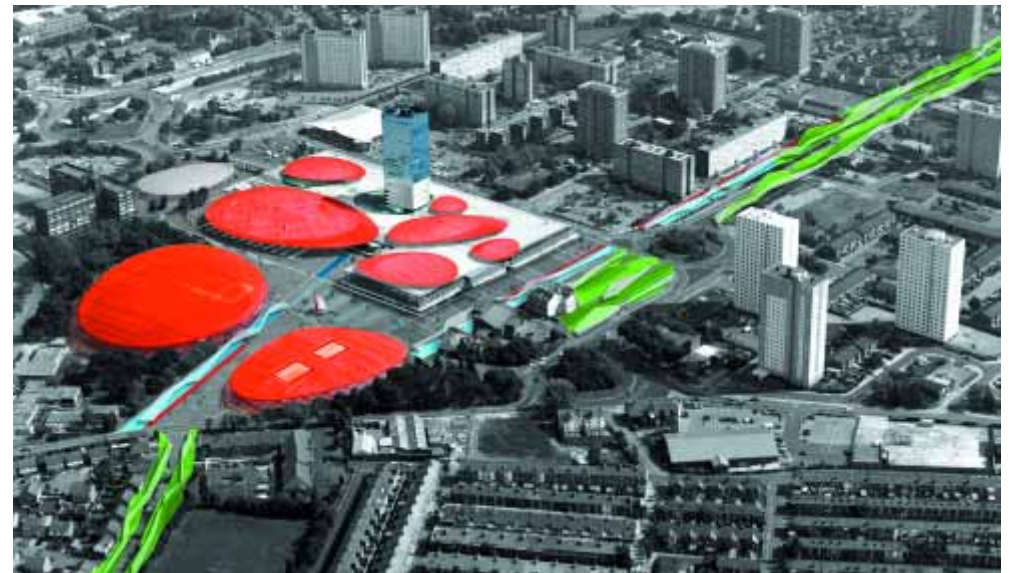
Further additions and improvements are planned to continue the development of this shopping location within re-designed, high quality, people friendly spaces.

##### Pendleton Gateway

Highway and environmental improvements will enhance pedestrian connections into Pendleton and the New Deal for Communities area in Charlestown and Lower Kersal.

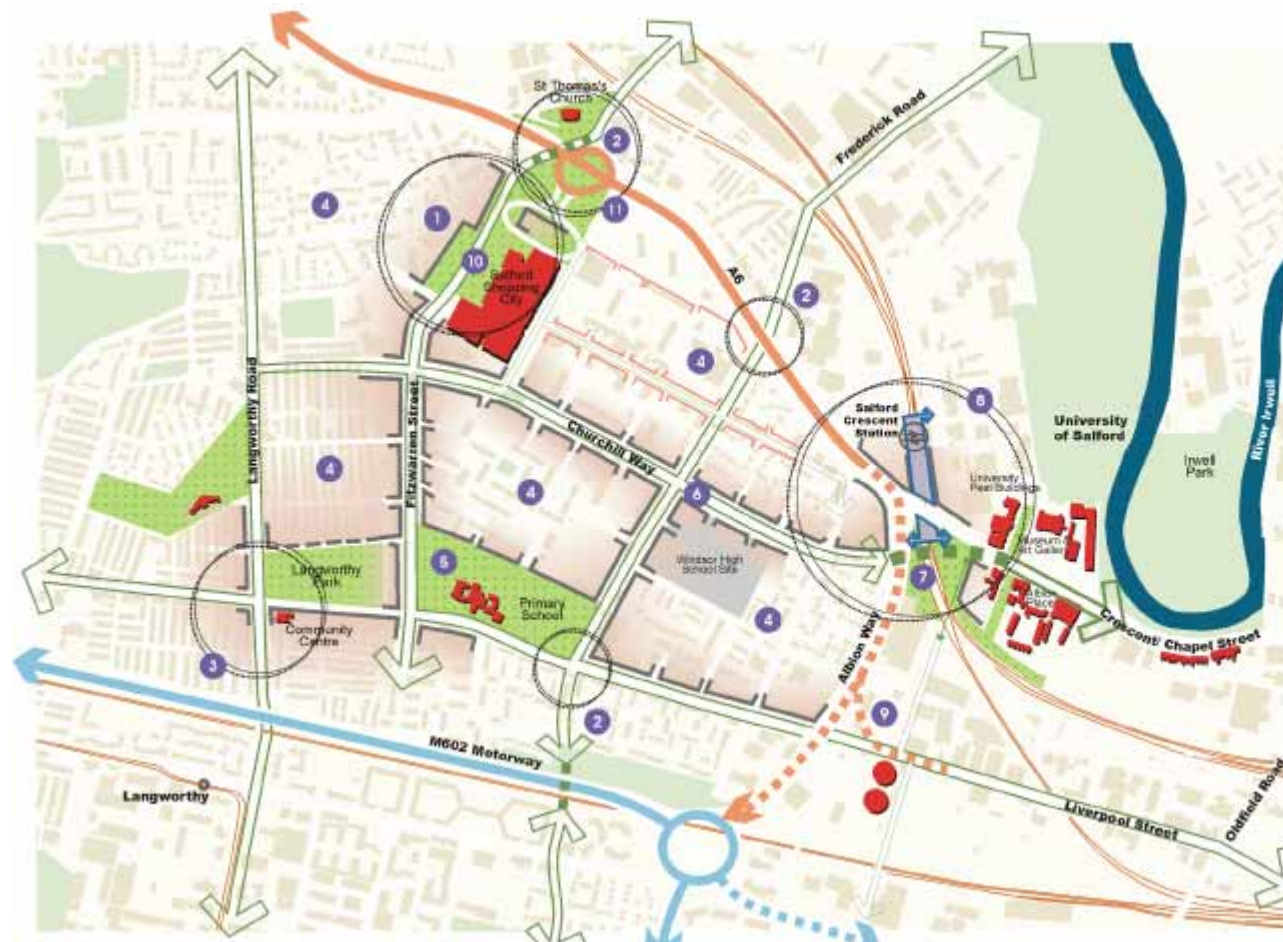


*Connecting the Crescent, Chapel Street and Pendleton*



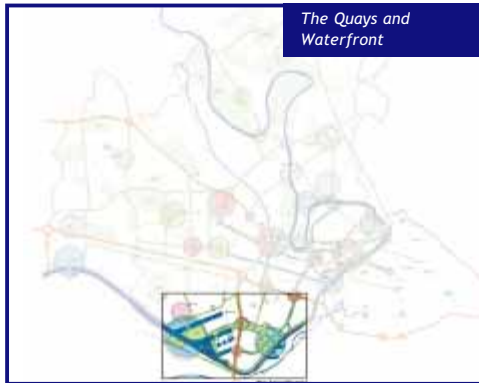
*Potential for a destination Shopping City*





- 1 Shopping Centre: urban blocks
- 2 Extend primary streets and improve junctions
- 3 Focus on the "4 corners" of Langworthy
- 4 Strengthen internal neighbourhood structure
- 5 Strategically focus open spaces on community assets
- 6 New neighbourhood boulevard
- 7 Extending new boulevard connecting to Chapel Street
- 8 Salford University gateway
- 9 A5 Traffic Diversion
- 10 Pendleton Square
- 11 Pendleton Gateway

Pendleton District and Shopping Centre



#### 4. The Quays and Waterfront

The ever-growing success of Salford Quays and The Lowry highlights the potential of Salford's water frontage, running from the City Centre through Ordsall and The Quays to Weaste, as a catalyst in the City's renewal. Reinvestment in the water's edge, the street network and public transport connections, combined with a mix of residential options ranging from apartments to family housing, will extend the success of The Quays to the rest of the Waterfront and across Central Salford.

The Quays will be a mixed-use area, with distinct nodes of activity connected by an active and beautiful waterfront along the Manchester Ship Canal. The Ordsall community will be strengthened as an area of family housing. A second residential area will be more firmly established to the west between Broadway and Eccles New Road. Extending The Quays / Broadway to Centenary Way will provide opportunities to create a waterfront boulevard and better integrate Hope Hospital and the Claremont / Weaste area with Central Salford.



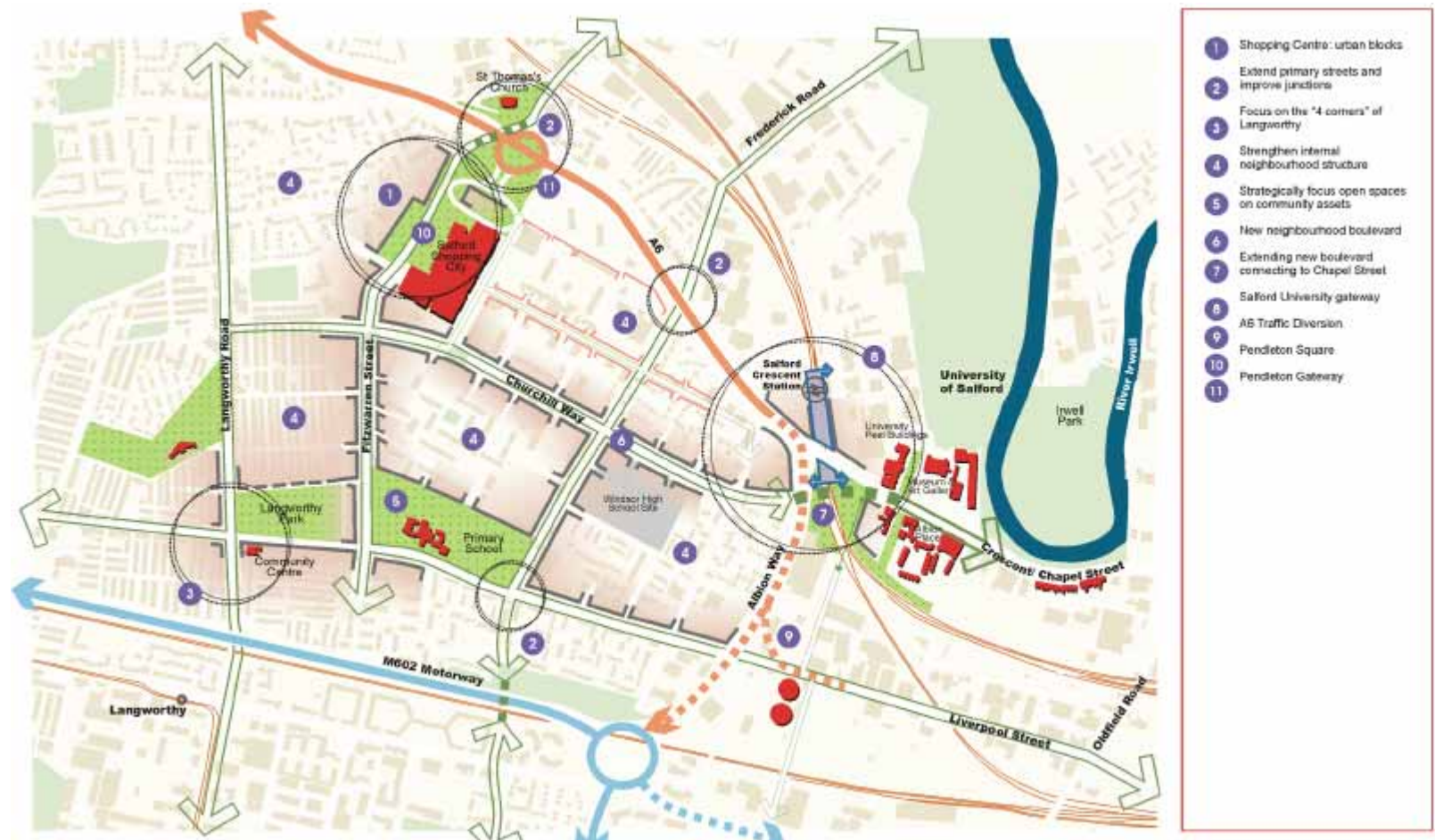
#### Key Site:

##### Ordsall Neighbourhood

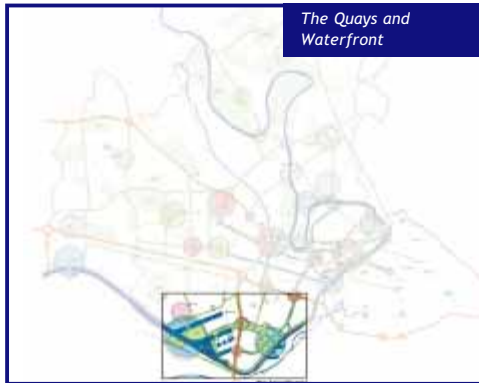
Improved street and park connections between Ordsall and The Quays will be supported by continuing investments in housing choice and community services.







Pendleton District and Shopping Centre



#### 4. The Quays and Waterfront

The ever-growing success of Salford Quays and The Lowry highlights the potential of Salford's water frontage, running from the City Centre through Ordsall and The Quays to Weaste, as a catalyst in the City's renewal. Reinvestment in the water's edge, the street network and public transport connections, combined with a mix of residential options ranging from apartments to family housing, will extend the success of The Quays to the rest of the Waterfront and across Central Salford.

The Quays will be a mixed-use area, with distinct nodes of activity connected by an active and beautiful waterfront along the Manchester Ship Canal. The Ordsall community will be strengthened as an area of family housing. A second residential area will be more firmly established to the west between Broadway and Eccles New Road. Extending The Quays / Broadway to Centenary Way will provide opportunities to create a waterfront boulevard and better integrate Hope Hospital and the Claremont / Weaste area with Central Salford.



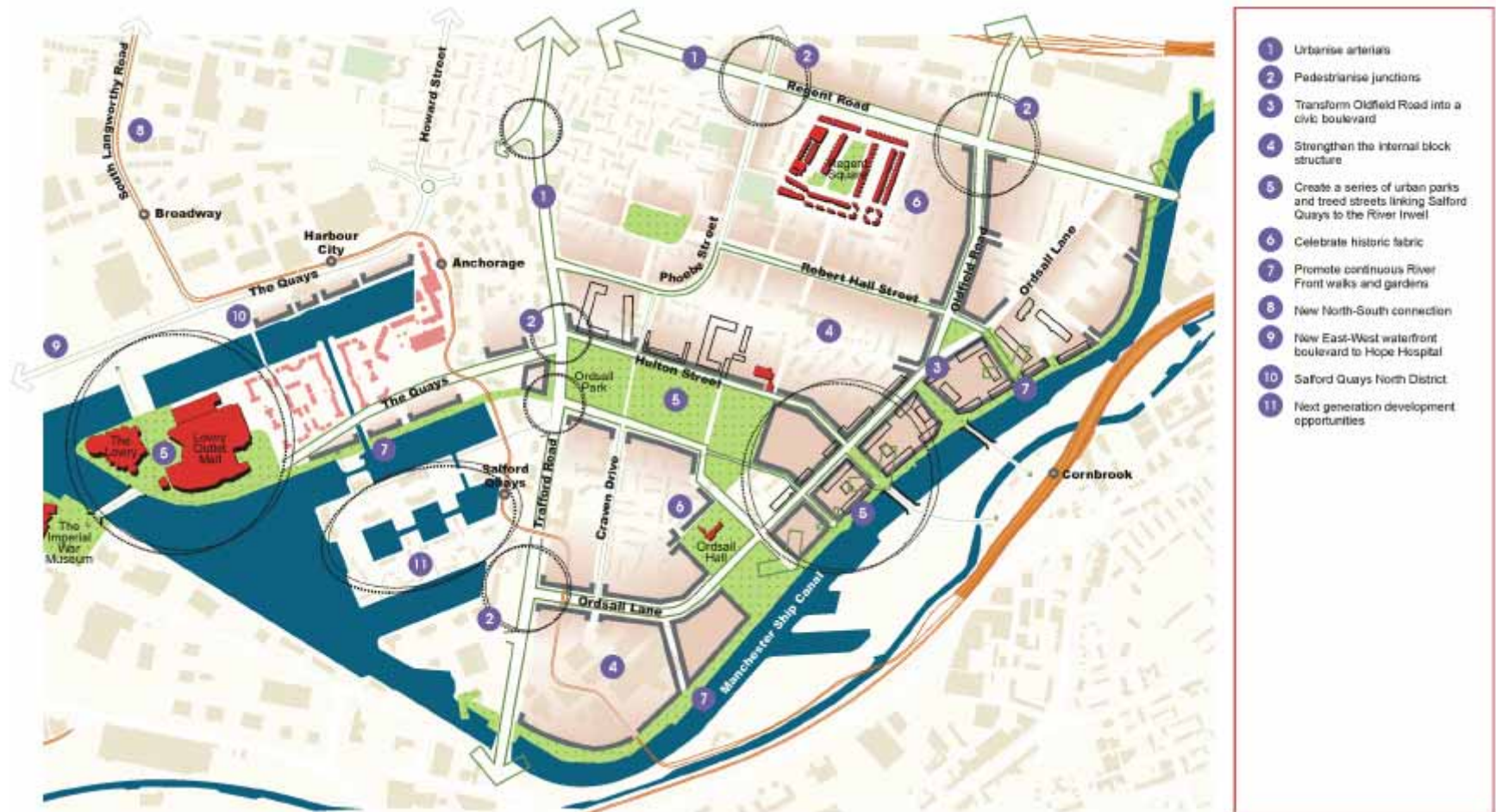
#### Key Site:

##### Ordsall Neighbourhood

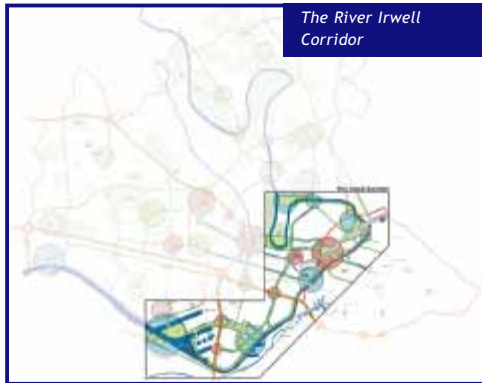
Improved street and park connections between Ordsall and The Quays will be supported by continuing investments in housing choice and community services.







The Quays and Waterfront



## 5. The Irwell Corridor

The River will be celebrated as a distinctive feature that is accessible and integral to outdoor life.

The River Irwell Corridor's focal point will be an improved riverside walkway extending from Salford University at The Crescent through Salford and Manchester to Salford Quays. This will link Salford's three primary business nodes and centres of activity: The Quays, Central Station area and Exchange Greengate, interspersed with residential and commercial sites.

The riverside path and key sites along it will be improved to a standard that will provide high quality, safe spaces for land and water-based leisure.

### Key Sites:

#### Broughton Riverside

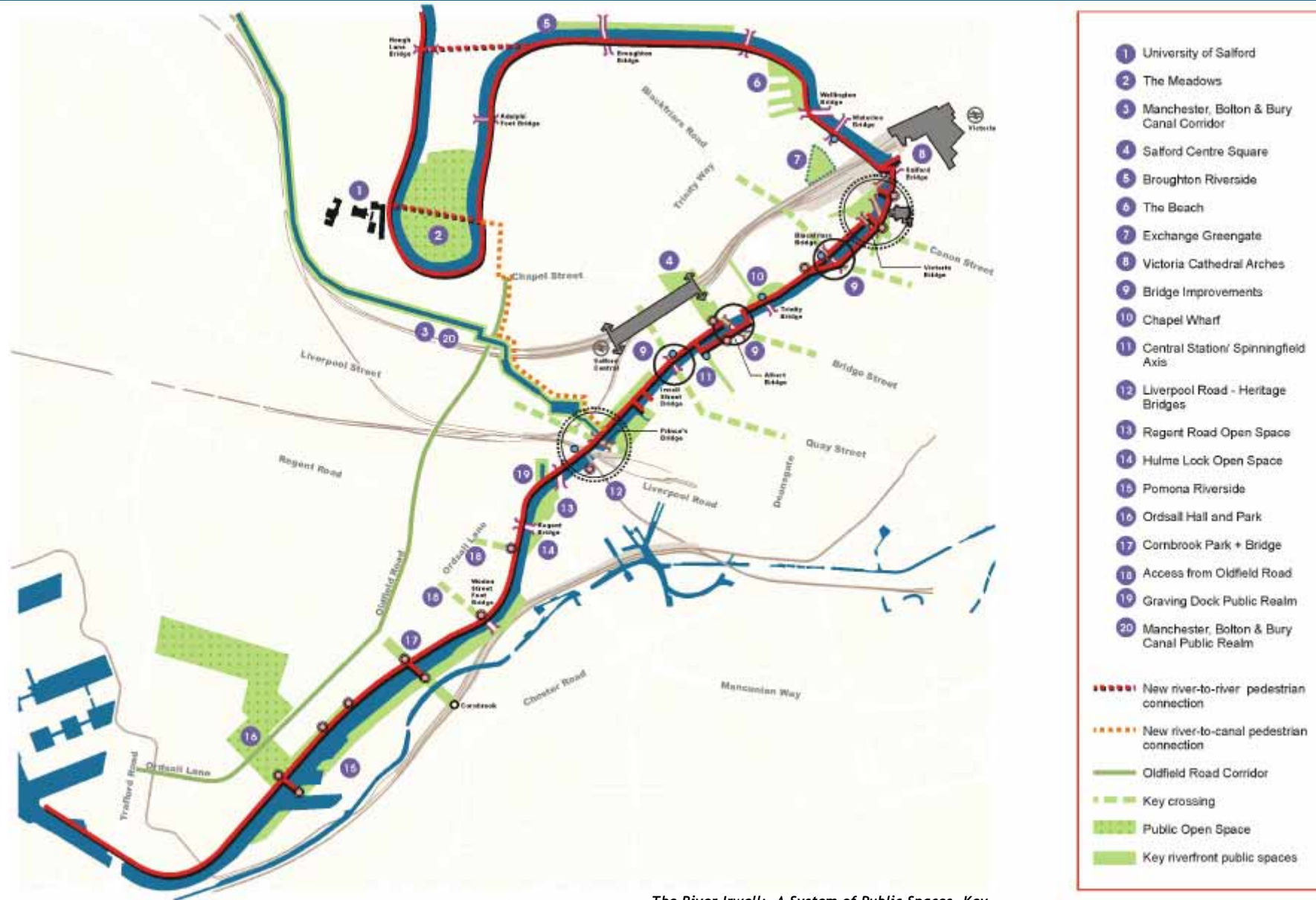
A wide choice of family-based housing offering access to the riverside will be provided.

#### North Irwell Riverside

Opportunities will be taken forward to make the most of the riverside asset including environmental improvements and the provision of new homes to further enhance the choices available to residents.





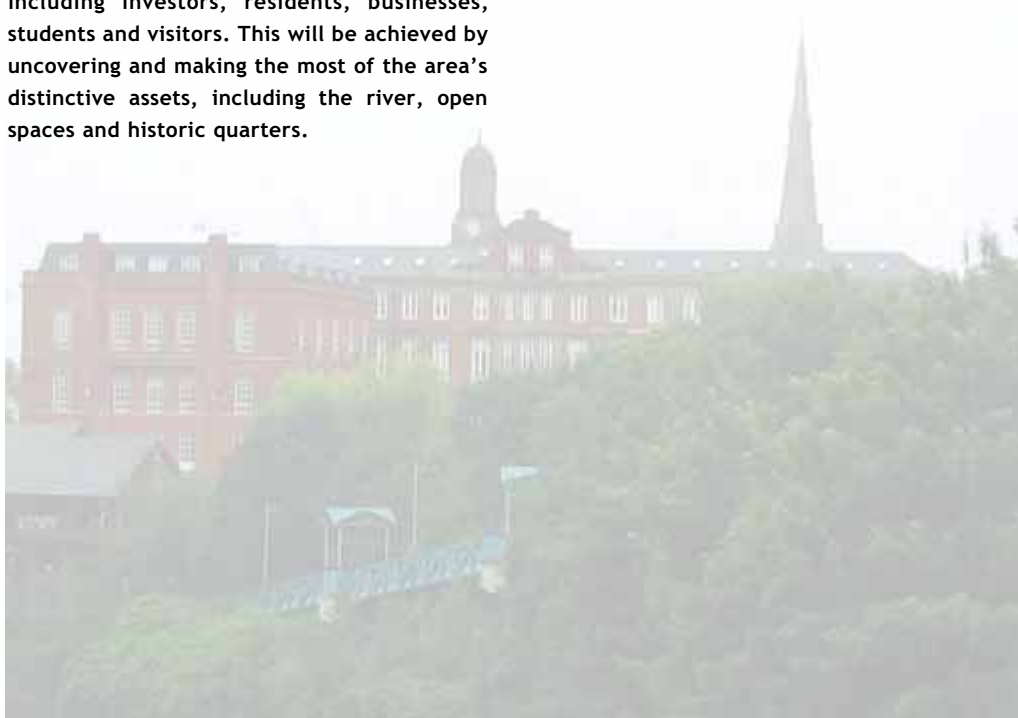


*The River Irwell: A System of Public Spaces, Key Connections and Adjacent Development Opportunities*

## 6. IMAGE

*World's first  
industrial city  
to City beautiful!*

The image and distinctiveness of Central Salford are vital to its success. Salford will maximise its alignment with the overall Manchester brand for national / global audiences while delivering its own distinctive 'local brand' that will speak to all of the key target markets the city hopes to attract, including investors, residents, businesses, students and visitors. This will be achieved by uncovering and making the most of the area's distinctive assets, including the river, open spaces and historic quarters.



SALFORD



## A Framework for the Future

*This Regeneration Framework isn't a detailed plan of what will change and where - it's a framework to reorder the city, reconnect communities and make Central Salford a beautiful place. It's a guide within which all the many public, private and community organisations can work together to achieve more than could ever have been achieved alone, making individual contributions to the overall vision. Most of all, the framework underlines that Central Salford can have everything that every other world-class city has - high-quality housing, great art and architecture, green spaces, waterside locations and a thriving business and commercial centre.*

## Creating the Right Climate for Growth

*Central Salford and its many assets will be reconnected, seeds for growth will be planted in each area, and that growth will be encouraged to spread outwards. The huge amount of good work being done in each community will then have a much wider impact and Central Salford will be in a better position to reach its full potential.*

## Celebrating the Green and the Blue

*The potential to utilise the River Irwell, and the numerous green spaces that are linked to it, is a key theme of the Vision and Regeneration Framework. The river can become a powerful catalyst of urban renewal - the symbol of the new city, a thread running through its neighbourhoods and a strong link to the Regional Centre. It will be the stage for a remarkable series of public artworks and spaces, the climax of which will be in The Meadows below The Crescent and Salford University.*

## A City that Works on Foot

*The River Irwell, Central Salford's many green spaces and the beautiful buildings that have been hidden or dwarfed by roads will be reconnected with tree-lined boulevards that are more accessible to pedestrians. The river will be opened up and developed with beautiful, accessible waterfront locations, and neighbourhoods that have become fragmented will be reintegrated with one another, making Central Salford a better connected, more pedestrian-friendly area.*

## Transforming Central Salford: A place to go through will become a place to go to.

*Hope, aspiration and excellence will be the hallmarks of Central Salford. No longer simply a place in between destinations, Central Salford will unlock the natural, community and urban heritages that have long been neglected, and make these the foundations upon which an economically and socially prosperous civic world will flourish. Central Salford will become a true partner in the emerging cosmopolitan city-region of Manchester.*

## Unlocking Salford Quays

*Investment will be directed to encourage the employment, housing, retail and cultural successes in The Quays to spill over into the adjacent neighbourhoods of Ordsall, Weaste and Langworthy, and to stimulate the redevelopment of the river through to the Regional Centre. A key priority will be to create a network of green boulevards that will tie Salford Quays into the surrounding urban area and allow its positive energy to flow. Open space connections can be made to and through Ordsall to open it up to the river and give life to riverside development.*

## Internationally Acclaimed Architecture

*Buildings with outstanding architecture will be used as 'seeds' to kick-start regeneration. This technique has proven to work across the world and nowhere more successfully than in Salford itself, where Salford Quays and The Lowry acted as a catalyst for the Imperial War Museum North and have created thousands of jobs. The area is now known not just as a tourist destination, but also for its business, residential and commercial offering. The development of world-class architecture across the whole of the Central Salford area will encourage regeneration in a similar way.*

## Next Steps

*The Draft Vision and Regeneration Framework is the subject of extensive stakeholder consultation being conducted by the URC, in conjunction with Salford University and a collective of community, voluntary and social enterprise organisations from across the Central Salford area, during July to September 2005.*

### ***The Consortium Team***

*Central Salford URC and partners have been advised by the following international team of consultants:*

