

Greengate

Regeneration Strategy

Adopted: March 2014



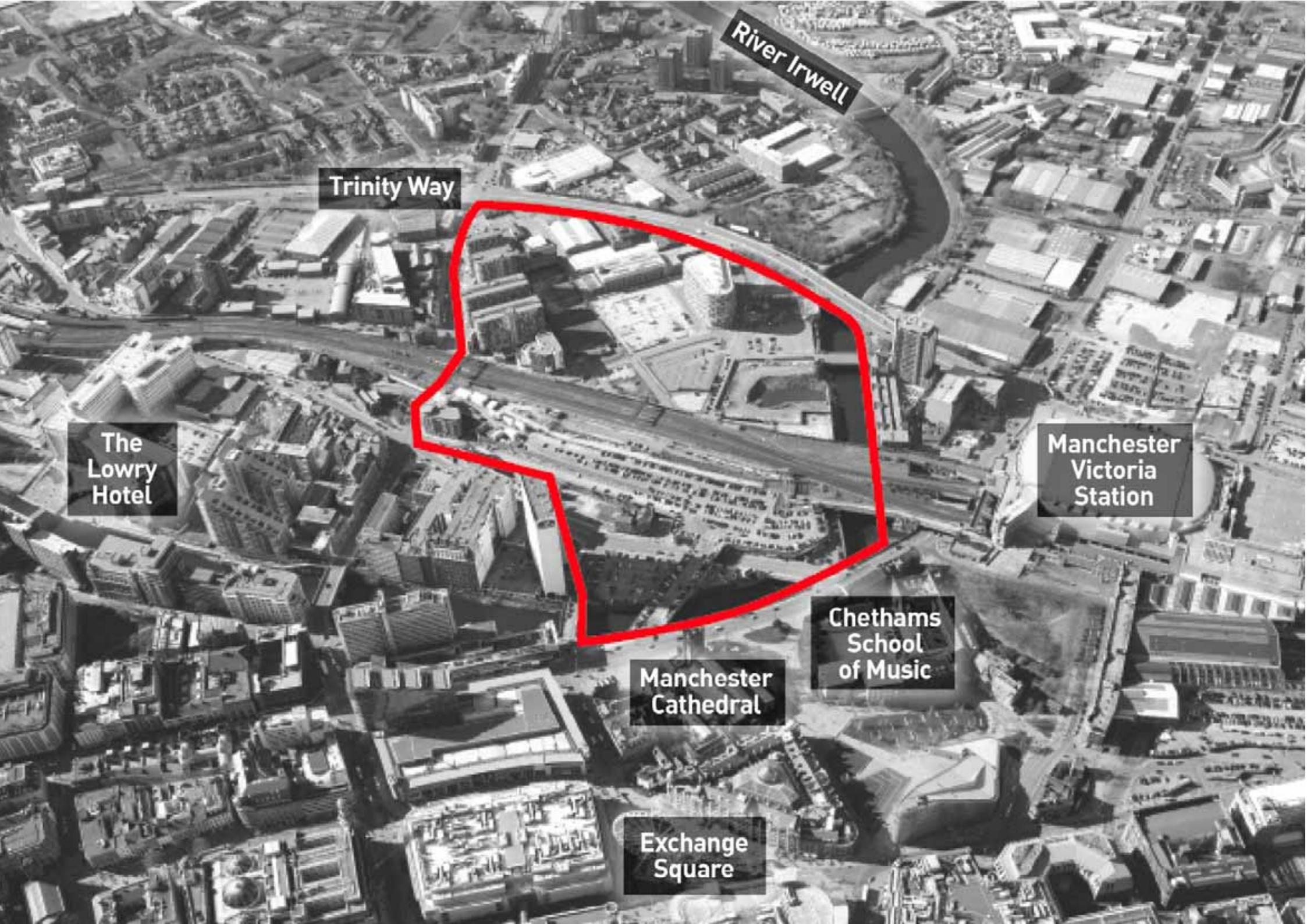
Greengate Regeneration Strategy

Contents

■ 1.0	Introduction	1
■ 2.0	Area History and Context	3
■ 3.0	Opportunities and Constraints	8
■ 4.0	Regeneration and Planning Context	10
■ 5.0	Vision and Strategy	12
■ 6.0	Access	14
■ 7.0	Mix and Quantum of Development	18
■ 8.0	Massing and Building Heights	20
■ 9.0	The Podiums	24
■ 10.0	Public Realm and Heritage	26
■ 11.0	Implementation	31

Appendices

- A Key saved Unitary Development Plan policies that this regeneration strategy will help to implement



Trinity Way

River Irwell

The
Lowry
Hotel

Manchester
Victoria
Station

Chethams
School
of Music

Manchester
Cathedral

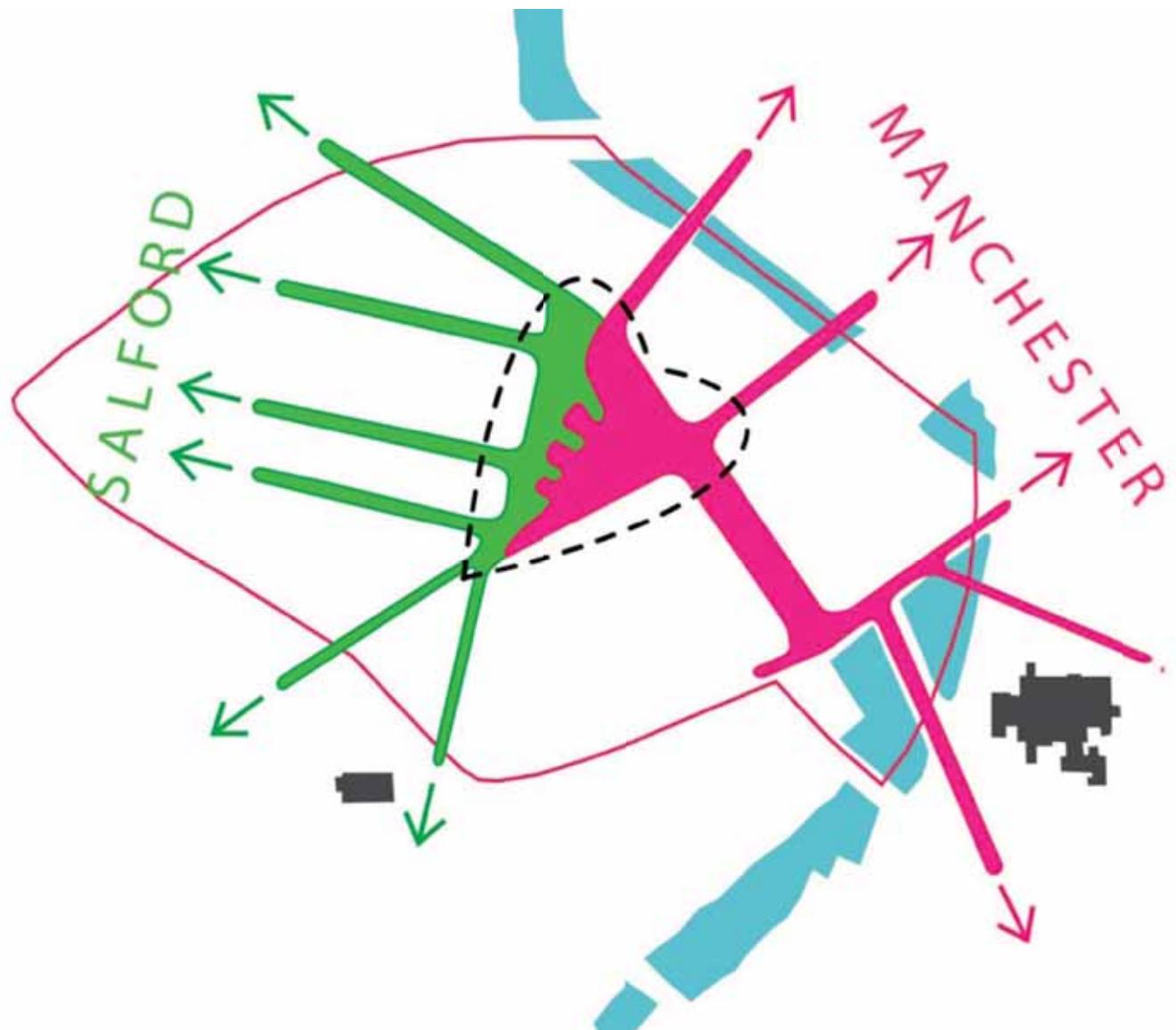
Exchange
Square

1.0 INTRODUCTION

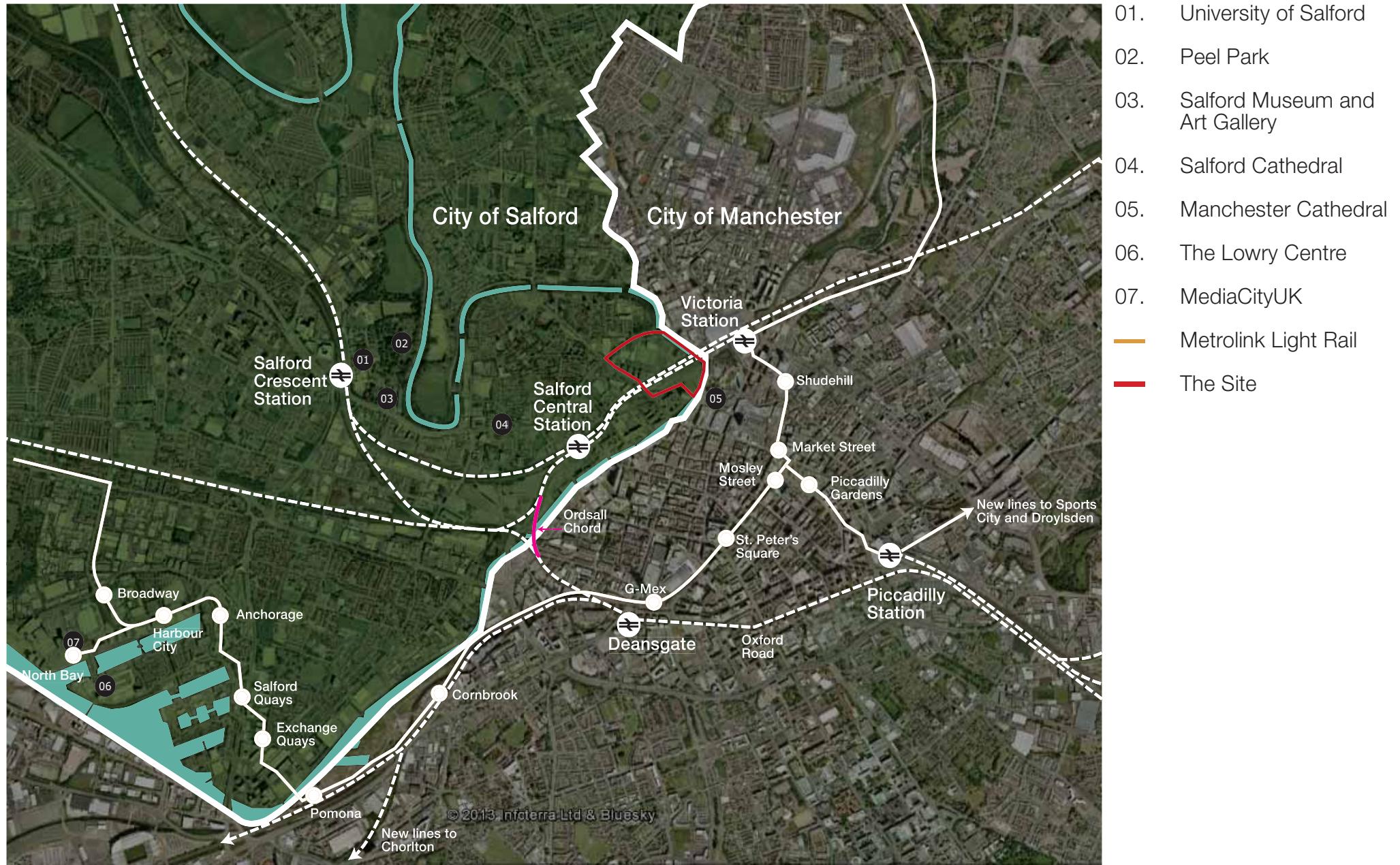
1.1 Salford City Council adopted this Regeneration Strategy in March 2014 to guide the redevelopment of the Greengate area of Salford.

1.2 The document is intended to provide a positive vision and strategy for the development of the Greengate area. It sets out updated and clear guidelines for those involved in the development process, and seeks to ensure that all new development in Greengate achieves the highest standards of quality and design. It will help to implement the saved policies of the City of Salford Unitary Development Plan and national planning policy, and will be a material consideration in determining applications for planning permission and other matters in the Greengate area.

1.3 Public consultation on this strategy was carried out over six weeks between 8 July 2013 and 19 August 2013. The strategy has been revised further as a result of comments received during the public consultation. The report of consultation, which details the changes made in light of consultation responses, is available on the Council's website at www.salford.gov.uk/.



Wider context



2.0 AREA HISTORY AND CONTEXT

2.1 Greengate comprises 13 hectares of strategically located land bounded by the River Irwell, Victoria Bridge Street and Chapel Street, Blackfriars Road and Trinity Way, which forms part of the Manchester inner ring road.

2.2 Greengate is the original historic core of Salford and sits within the easternmost part of the City of Salford. In the mid 1800's some two thirds of the population of the city lived in the Greengate District. By the 1930's, it was in a state of decay and declared a slum clearance area. More recently the area was developed first for large scale industrial and manufacturing purposes and then, following the decline of these industries in the 1970s and 1980s, the area became occupied by a mixture of generally low grade employment uses and long stay surface car parking (see plan on page 5 for the existing uses in the area).

2.3 The area is divided in an east / west direction by the raised Manchester Victoria railway line, below which are located a series of architecturally intriguing vaults and arches. While both the river and the railway line are relatively permeable, the existing movement patterns centre heavily on a north to south flow, into the Manchester part of the city centre. This is reflected in the predominance of car parking and car related businesses currently occupying the area, coupled with high levels of vacancy, under-occupation and dereliction.



01 Hunt's Bank Viaduct



02 Aerial View of Victoria Station



03 Original Blackfriars Bridge



04 Flat Iron Market



05 Historical Market Place



06 Blackfriars Bridge Reconstructed



07 Aerial Photograph of Manchester Cathedral & Exchange Buildings

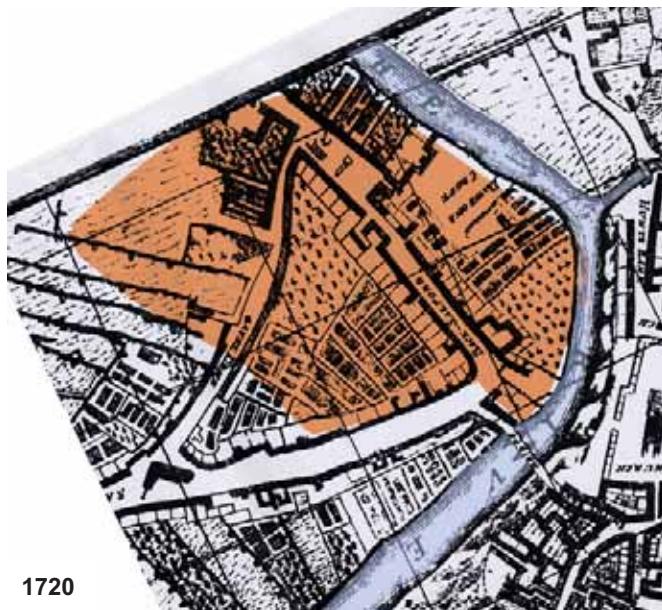


08 Cathedral Approach from Victoria Street



09 Station Approach by L.S.Lowry

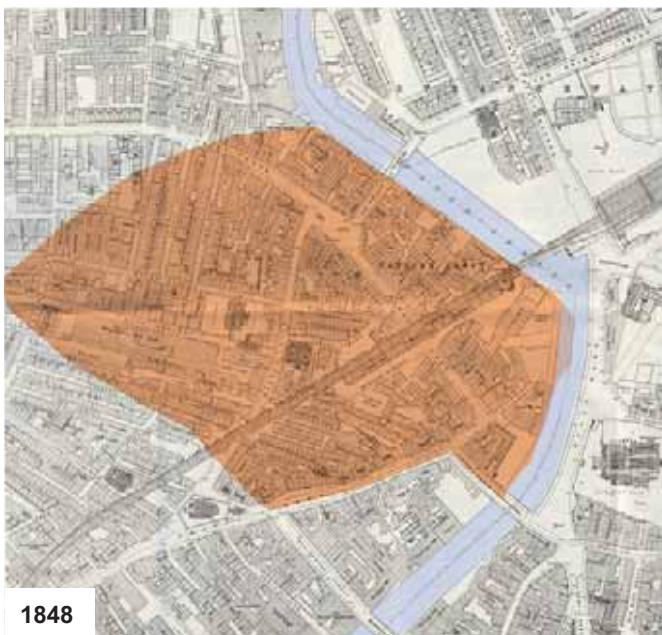
Historical maps of Greengate



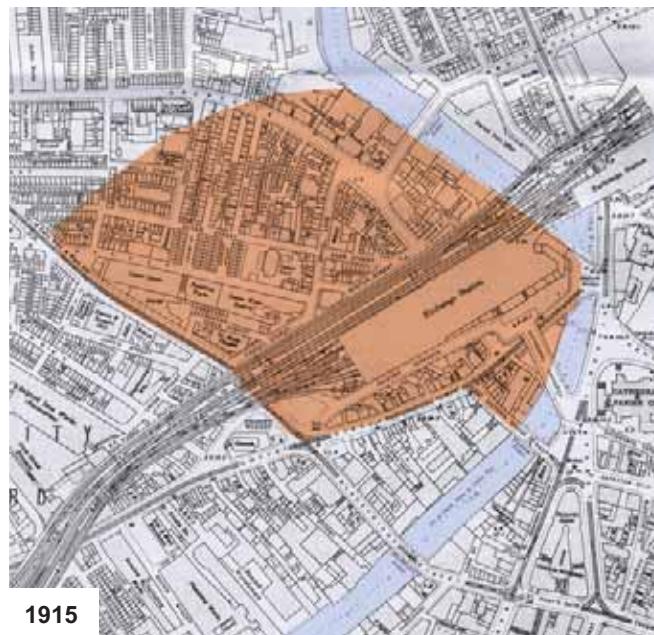
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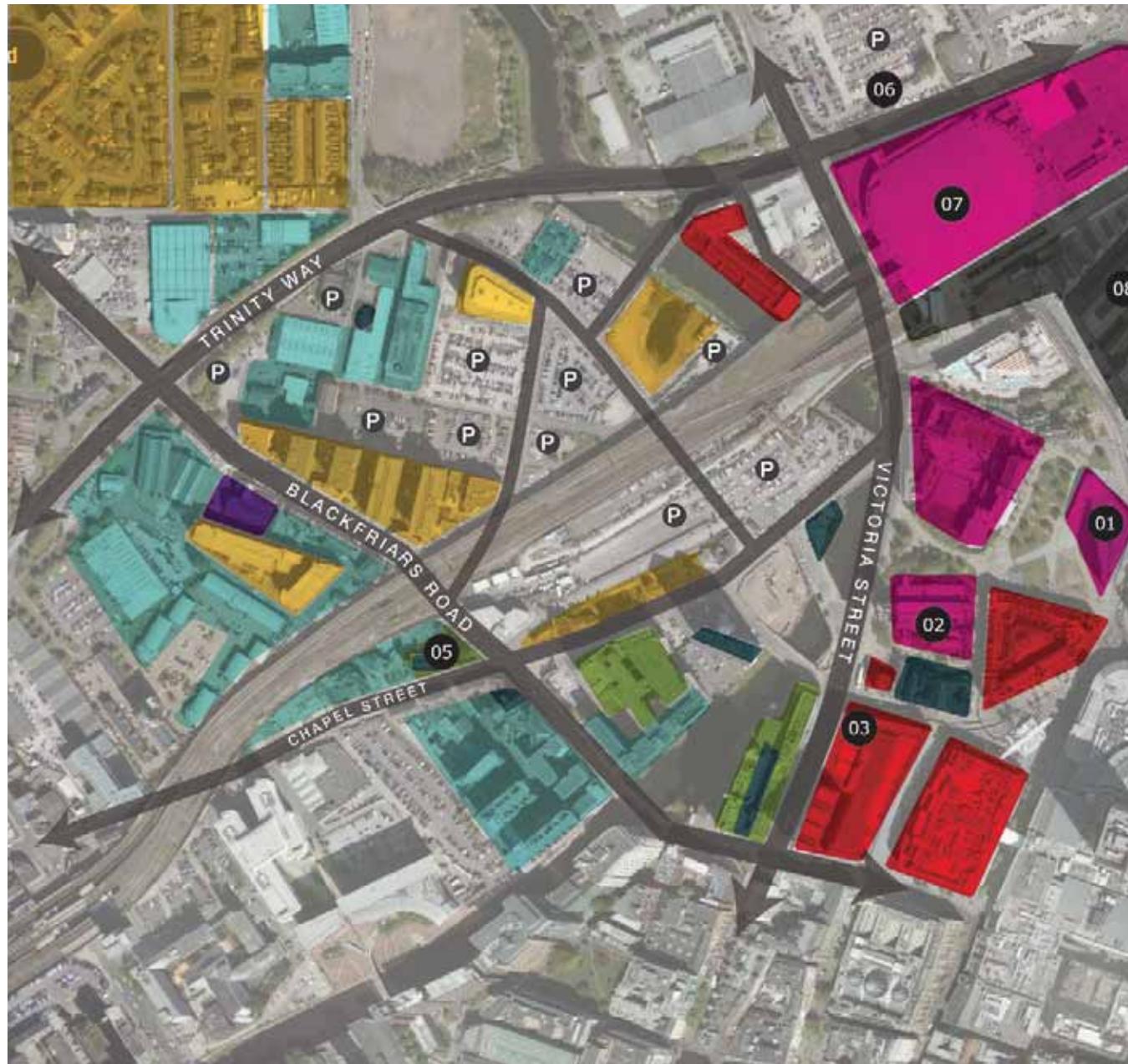


1848



1915

Existing Uses



- P Car Parking
- Railway Station
- Public / Cultural Buildings
- Commercial
- Pubs, Bars, Hotel
- Residential
- Retail
- Industrial
- Sports / Leisure

Greengate Development Framework (June 2005) and Planning Guidance (January 2007)

2.4 Recognising the potential of the area, the direction of government policy and the increased developer interest in the area following the rebuilding of the Manchester part of the city centre, a development framework for the area was commissioned in 2004. The Exchange Greengate Development Framework was prepared by Fielden Clegg Bradley Studios under a joint commission by Salford City Council, Network Rail and ASK Property Developments Ltd. The Exchange Greengate Development Framework was adopted in June 2005.

2.5 The vision for the area sought to fundamentally reconnect the historic cores of Salford and Manchester with improved physical links and a network of high quality public realm extending from Manchester's Cathedral Quarter, together with the creation of a new urban fabric of high quality and high density mixed use development. An accompanying Planning Guidance document was subsequently developed and adopted by Salford City Council in 2007 to give further guidance to landowners and developers in the area.

Development progress

2.6 The regional centre of Manchester continues to thrive in spite of a challenging economic climate. Around the Millennium Quarter in Manchester and Greengate in Salford the pace of development may have temporarily

slowed but the appetite for change remains, with new proposals continuing to come forward to build on the redevelopment to date.

2.7 The Greengate Development Framework has informed a number of projects built at Greengate since 2005, including:

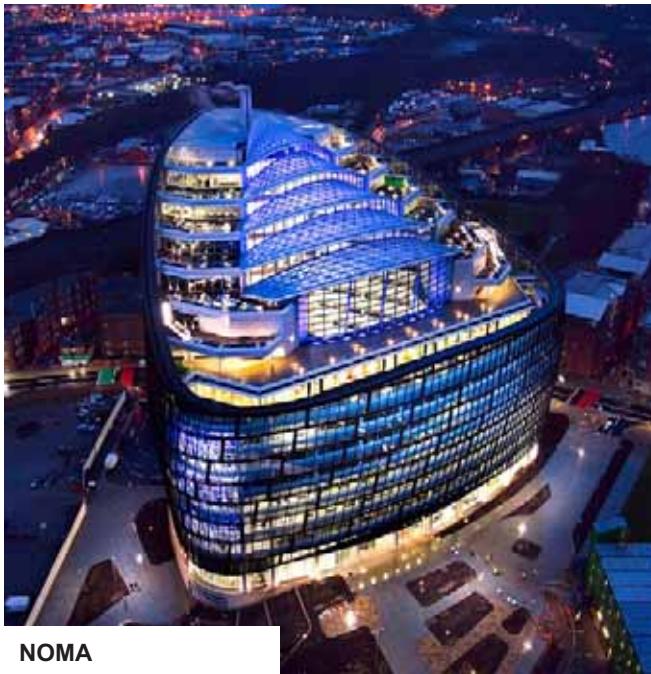
- **Spectrum, Blackfriars Road** – this development comprises 578 apartments and 2,300m² of retail and office floorspace and brings a high quality, high density residential aspect to the west of the Greengate site
- **Abito Apartments, Greengate** – is a nine storey building comprising 256 one bedroom apartments with 850m² of retail and commercial floorspace, which has introduced a new type of compact living to the city centre
- **The Approach, Chapel Street** – is a seven storey building at the corner of Blackfriars Road and Chapel Street and includes 54 apartments with 760m² of retail and commercial floorspace
- **The former Police Station, 62 Chapel Street** – this important listed building has been sensitively converted and refurbished as architects' offices

2.8 In addition to the above developments a £13.3 million new piece of public realm has been built at Greengate Square, reconnecting the historic cores of Salford and Manchester and capable of hosting events and festivals. This complements the wider plans for Manchester's medieval quarter, where Chetham's School of Music has recently re-opened, Victoria Street has been closed to traffic and the longer-term redevelopment of the Palatine Buildings at Chetham's School will restore the original character of the complex, its relationship to the historic medieval core and open the site up to the river and Greengate.

2.9 Further afield development continues around Salford Central Station, to the north of Trinity Way, along Chapel Street, at Victoria Station and the NOMA quarter, where the Co-op development has further enhanced the north of the regional centre.



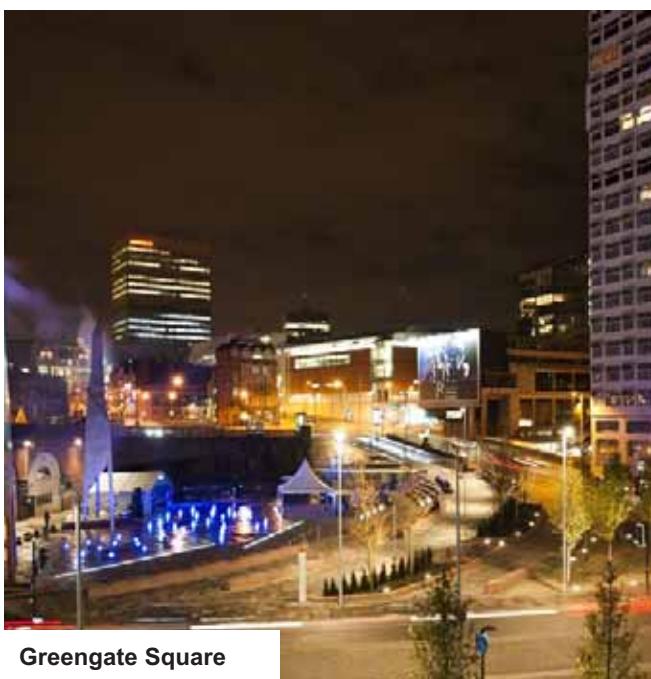
Spectrum



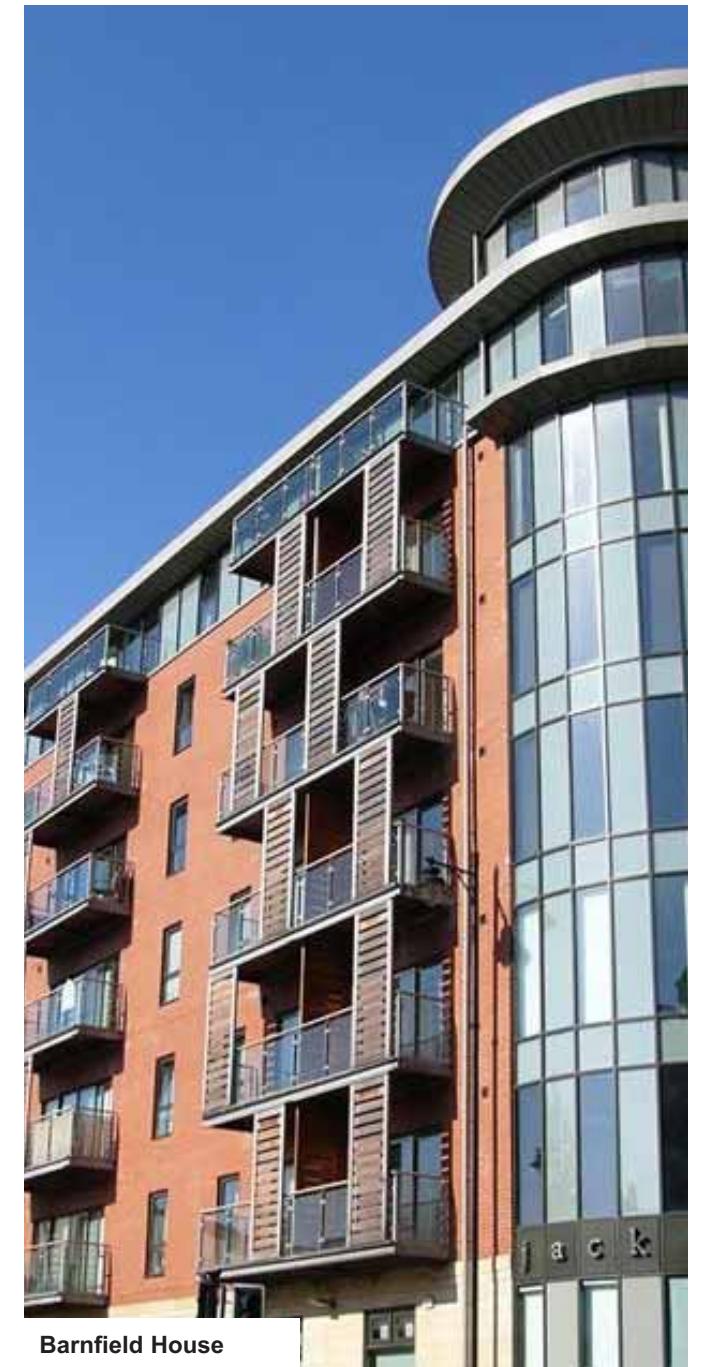
NOMA



Abito Apartments



Greengate Square



Barnfield House

3.0 OPPORTUNITIES AND CONSTRAINTS

3.1 There are a number of key opportunities and constraints which will be critical to the successful redevelopment of the Greengate area, which the plan on page 9 highlights.

Opportunities

3.2 Greengate sits central to much of the development that has taken place within the regional centre and in Central Salford in recent years. Greengate also sits central to much of the planned development over the next few years such as the improvements to Manchester Victoria station and the further development of the Co-op Quarter. These developments should benefit and promote the attractiveness of Greengate to investors, developers, businesses, workers and potential residents.

3.3 Greengate also sits very close to the primary shopping area of the city centre and its other important assets, including the railway architecture, the river frontages, historic bridges and views onto landmark buildings if exploited successfully, could be a real asset to its redevelopment potential.

3.4 The updated proposals set out in this strategy should also help to overcome the severance caused by the railway line, introducing new public amenity spaces and will serve to put Greengate on the map, stamping it with a unique urban form and character. In particular, the new public spaces such as Greengate Square and the new river crossing, the re-use of the

viaducts, together with a series of towers and urban blocks will create a prestigious new urban quarter of the regional centre.

Constraints

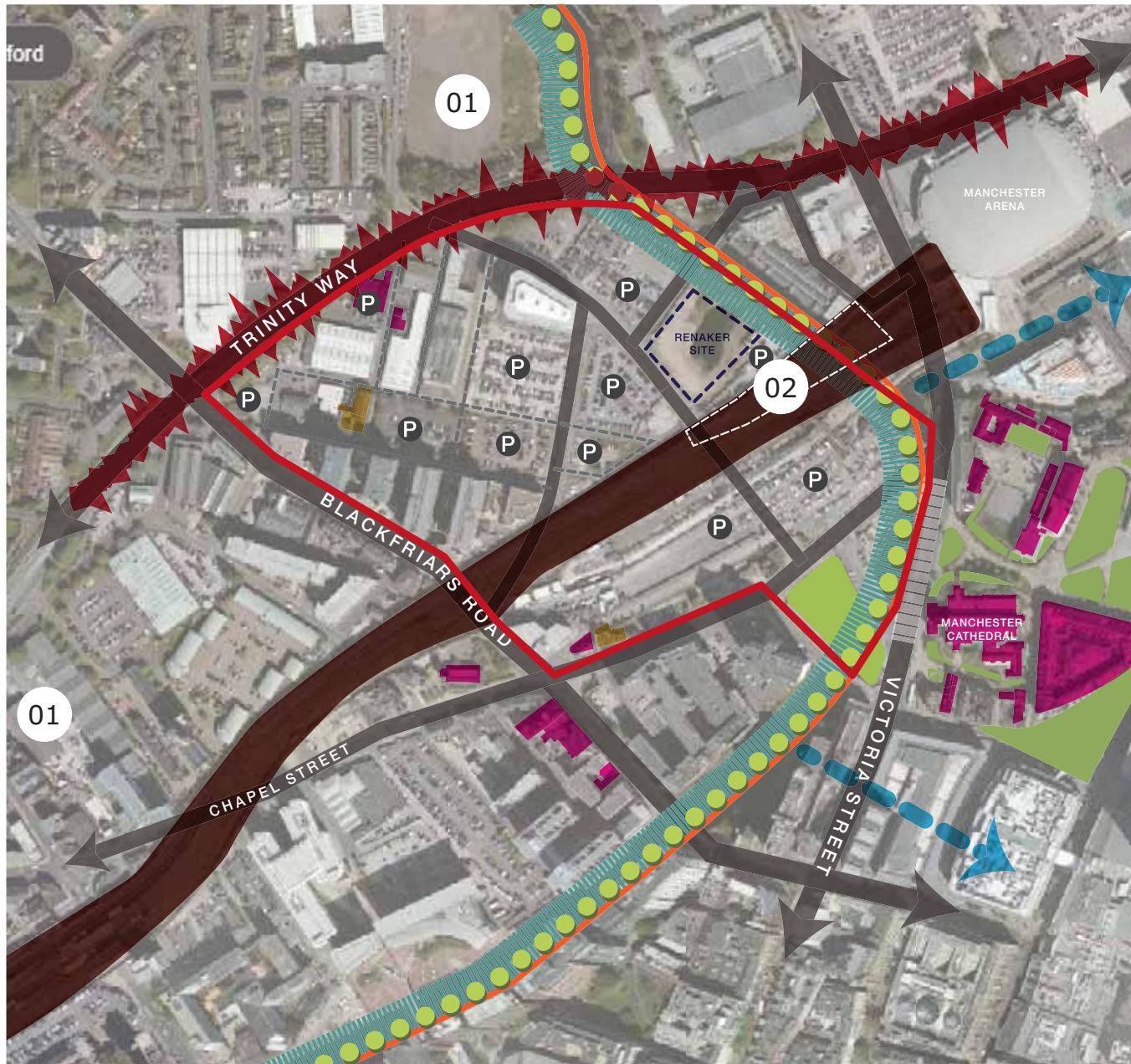
3.5 The major constraints are the physical constraints presented by the area – its severance by the River Irwell and the railway viaduct, the collapse of much of the existing public realm and the topography of the area. Some parts of Greengate also lie within the floodplain and developments will need to be sensitively designed to mitigate against this risk.

3.6 Other potential constraints on realising Greengate's potential includes the reluctance of car parking owners to relinquish their land for development and the continuing uncertain economic climate. The council will continue to work with these landowners, particularly as market conditions improve and facilitate pro-active discussions with those with development interests.

The need to review the strategy

3.7 Much has changed since the original development framework and Planning Guidance was produced in 2005 and 2007 respectively. A new National Planning Policy Framework (2012) has been introduced with a presumption in favour of sustainable development. The original framework was also conceived and designed in a much more buoyant economic climate. Reviewing the plan from a more challenged economic climate, having suffered the longest post-war economic recession, has allowed for our ambitions to be reconsidered to create a strategy that can assist in enabling a more robust, deliverable and sustainable quarter that will enhance both cities.

Opportunities & Constraints



Opportunities

The strategic location of the site within Manchester City Centre and its potential for associated land uses;



The preservation and enhancement of listed buildings, including the redeeming features of the railway architecture and historic bridges, will visually enrich and add value to the area;



The prominence of the site due to its geographical location, particularly in relation to key pedestrian and other public transport routes;



The physical attributes of its adjacency to the River Irwell and the promotion of the River as a physical connector plus a recreational, ecological and visual asset through being within a Wildlife Corridor and Strategic Recreation Route;



The significance of being located within the Chapel Street Regeneration Area;



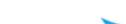
Making provision/improvement/celebration of physical connections through better use of the railway and canal/waterway infrastructure;



Positive impact on wider area regeneration, including key development site at Springfield Lane and Sillivan Way. This would help enable a greater coherency between different pockets of the city;



Constraints
The barriers caused by the railway viaduct;



Manchester has traditionally developed with its back to the river and challenges arise out of this through the site being located on the opposite bank;



The historic loss of the Exchange Station 'front door' to Greengate and the loss of connectivity as a consequence of this.



The severance created by the heavily trafficked Trinity Way resulting in a poor pedestrian environment separating the study area from those sites, uses and residents to the north and west.



Surface car parking

4.0 REGENERATION AND PLANNING CONTEXT

Regeneration context

- 4.1 The City Mayor recently launched a Salford City Plan: 2013 – 2016 based around four key themes including Theme 1: A Growing City. The Greengate Regeneration Strategy will make an important contribution to the successful delivery of the City Plan.
- 4.2 The council's adopted Regeneration Strategy, Salford 2025: A Modern Global City identifies Greengate as a strategic priority project. This regeneration and investment prospectus envisions Greengate as becoming a new corporate centre for Salford, featuring high quality public spaces, new homes and office developments.
- 4.3 Greengate also forms part of, and will contribute to, the successful delivery of the **Manchester City Centre Strategic Plan**, which aims to promote the growth of the regional centre. This is currently being reviewed and updated.

Planning context

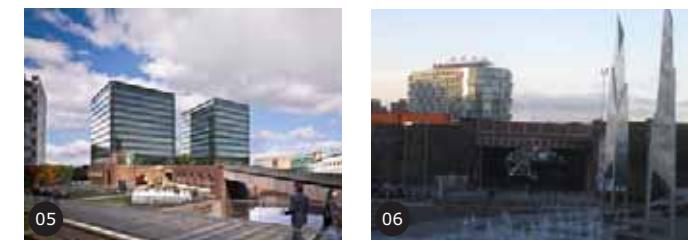
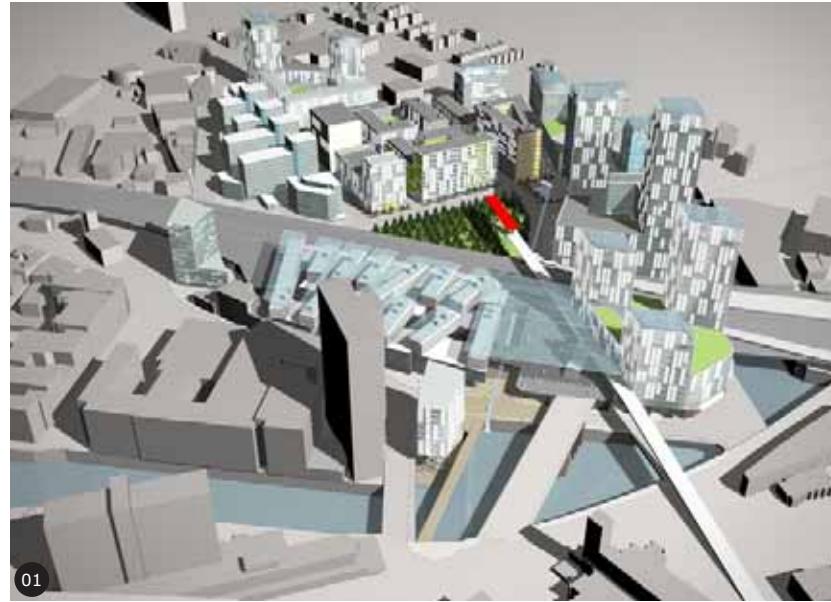
- 4.4 This regeneration strategy replaces the previously adopted Exchange Greengate Development Framework (June 2005) and Greengate Planning Guidance (January 2007).

- 4.5 The strategy is consistent with national planning policy, and will help to support the implementation of Salford's development plan, which currently consists of:
 - The saved policies of the City of Salford Unitary Development Plan (UDP);
 - The Greater Manchester Joint Waste Development Plan Document; and
 - The Greater Manchester Joint Minerals Development Plan Document.
- 4.6 In particular, the strategy will assist in the delivery of saved UDP Policy MX1, which seeks to develop Greengate as a vibrant mixed-use area. This and the other key saved UDP policies that the strategy will help to implement are listed in Appendix A. The city council is currently preparing a new Local Plan, which will eventually replace the saved UDP policies.
- 4.7 The city council has produced (and is producing) other guidance as part of its planning policy framework for the city. This strategy therefore supports and is supported by a number of other statutory and non-statutory documents, which developers should refer to prior to submitting applications for planning permission, including:
 - **Supplementary Planning Document: Design** (adopted March 2008)
 - **Supplementary Planning Document: Design and Crime** (adopted 19 July 2006)
 - **Supplementary Planning Document: Planning Obligations** (adopted 21 March 2007. Updated version currently being produced)
 - **Planning Guidance: Housing** (adopted 20 December 2006)
 - **Planning Guidance: Flood Risk and Development** (adopted 1 July 2008)
 - **Planning Guidance: Irwell City Park** (adopted 19 March 2008)

Planning History

The Exchange Greengate: A Brief History

- 01. Greengate's framework 2004;
- 02. Developing the framework - 2004; 03. Understanding the wider context; 04. Detailed approach; 05. Ask Eastern podium development; 06. Greengate Square comprising of a large water features and a new pedestrian bridge from Victoria Street.



5.0 VISION AND STRATEGY

5.1 The regeneration of Greengate is expected to unlock around £400 million of investment over the next 15 years, creating around 5,000 new jobs, delivering a minimum of around 1,800 new residential units and creating a vibrant new neighbourhood within the heart of the regional centre.

5.2 The area will be characterised by outstanding architecture, high quality public spaces, urban art and a distinctive waterside frontage.

5.3 It will be important that the benefits of Greengate's strategic location are maximised – its proximity to Manchester Victoria station and its position a few minute's walk to the primary shopping area of Manchester City Centre. It will be equally important to ensure that Greengate is fully integrated into surrounding neighbourhoods and areas through enhanced links and improved access to ensure that the rest of the city benefits from the expected level of investment and opportunities that will be created at Greengate in the coming years.

5.4 There are a number of key elements which will be critical to the success of this strategy:

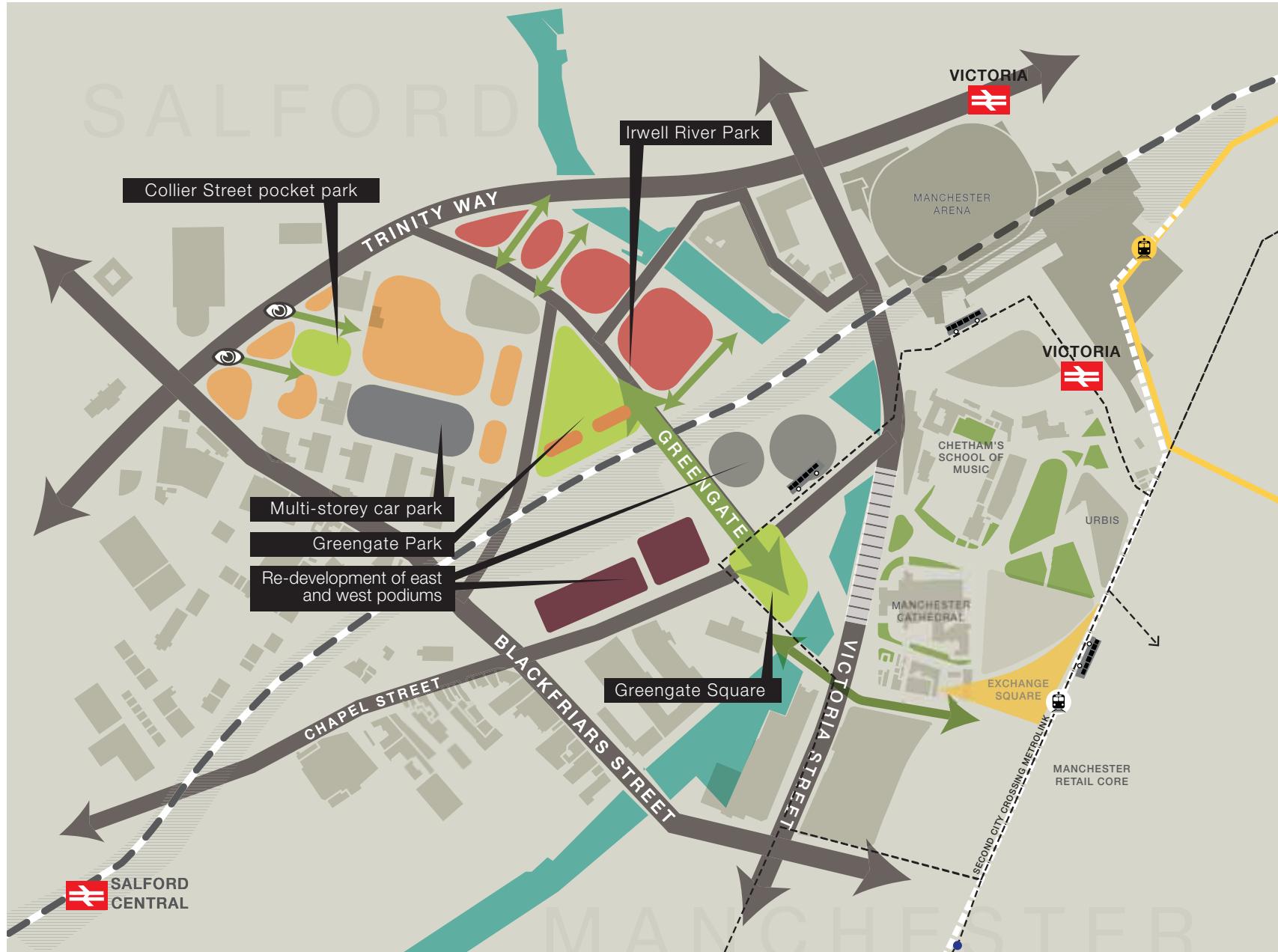
- Delivering a mix of uses, including new homes, workplaces, retailing and leisure
- Securing a high density of development appropriate to the area's central location, helping to provide a vibrant atmosphere
- Delivering a series of high quality public spaces, including a new Greengate Park and building on the success of Greengate Square
- Respecting and taking full advantage of the area's historic significance and heritage assets, including the river, viaducts and historic street pattern to create a distinctive and attractive area
- To ensure development has the minimum impact on the environment, including encouraging sustainable and local energy production
- To increase the proportion of trips made by public transport, by cycling and on foot and to reduce the proportion made by car

Key proposals

5.5 The plan on the opposite page highlights the key proposals that will be critical to the successful delivery of this strategy. These are summarised below and expanded upon in subsequent sections:

- A network of high quality public spaces (see section 10.0):
 - » Greengate Square – this fantastic new £13.3m public realm opened in February 2013 and is already hosting events, attracting footfall and putting Greengate on the map
 - » Greengate Park – the largest proposed public space in the regional centre. Located to the north of the viaduct this greenspace will provide a relaxing retreat from the bustle of the city centre
 - » Collier Street pocket park – new informal public space for local residents
- Irwell River Park walkway (see section 6.0) – continuation of the Irwell River Park walkway through the heart of Greengate.
- A new multi-storey car park between King and Queen Street (see section 6.0)
 - a proposed new 500 space car park to compensate for the loss of the current surface car parks
- Mixed-use re-development of the east and west podium (see section 9.0) – the re-development of the Chapel Street frontage and on top of the east and west podium is critical to creating a 'front door' into Greengate and showcasing the area

Key proposals plan



6.0 ACCESS

6.1 The overriding priority of this strategy is to encourage sustainable travel. The mix and density of uses proposed at Greengate have been carefully considered in order to promote and help achieve this priority.

6.2 However, we do also recognise that Greengate will continue to be accessed via a range of travel options and this strategy needs to cater for these too. The plan on page 15 sets out the key pedestrian routes, access improvements and access proposals.

Walking and cycling

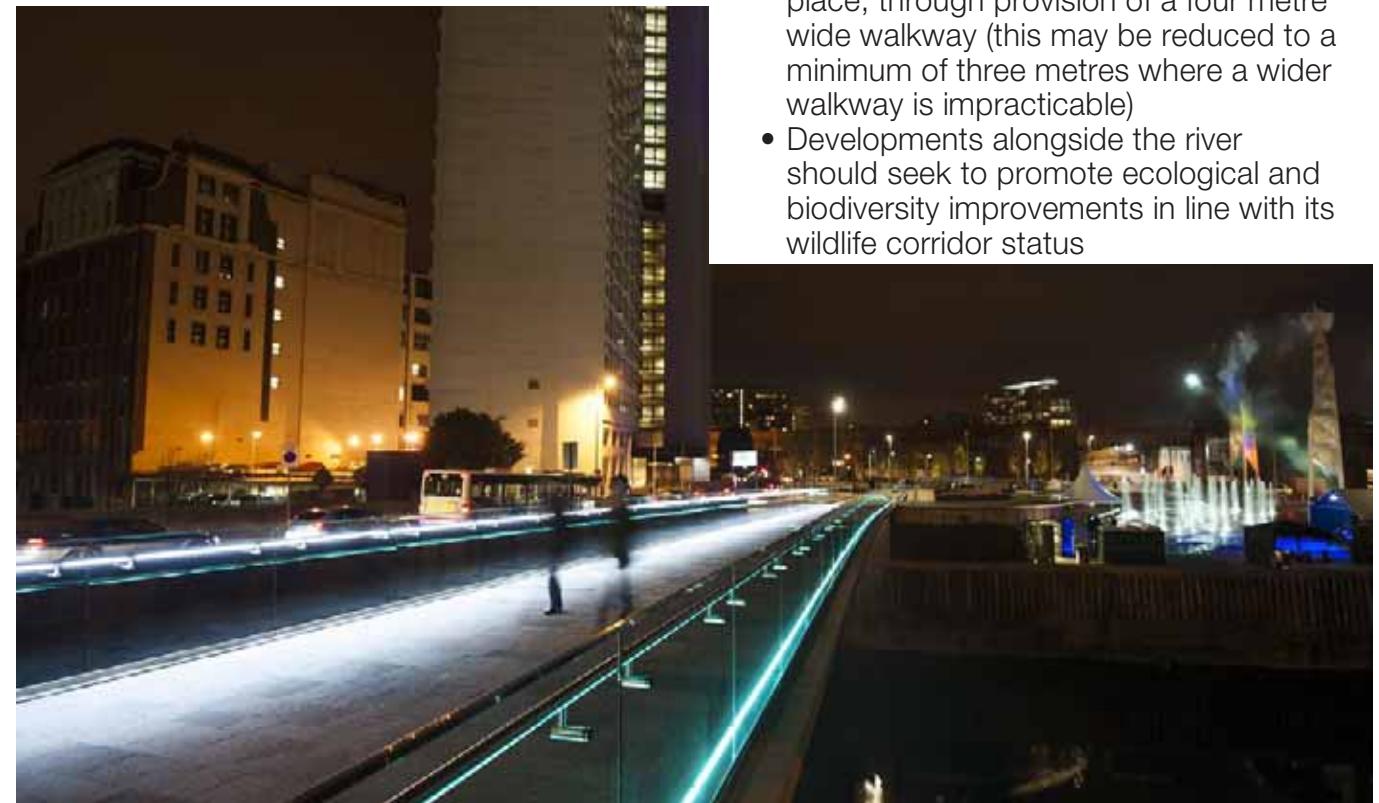
6.3 Encouraging sustainable travel will be encouraged and promoted in order to create a vibrant but sustainable new neighbourhood. Whilst the strategy respects the existing street pattern, both of the historic Greengate triangle and also the neighbouring Victorian street grid, pedestrian and cycle friendly streets will be created. This permeability should not be compromised by new developments.

6.4 The River Irwell is both a key asset and a key barrier to accessing Greengate. The new pedestrian footbridge (see photo opposite) delivered as part of Greengate Square has re-connected the historic cores of Salford and Manchester and greatly improved the permeability of Greengate. A critical project to promoting walking and cycling in the area is Irwell River Park, which

aims to enhance the pedestrian and cycle route along the river edge. Due to technical and structural issues with following the course of the river in this area, Irwell River Park will deviate from the river in Greengate to pass through Greengate Square and then follow the route of Greengate and reconnect with the river across the other side of Trinity Way (by either crossing underneath Trinity Way or via a new enhanced pedestrian crossing). Nevertheless, developments will be expected to open up public access along the river.

Key principles

- The pedestrian environment on Greengate's main streets will be improved by the removal or restriction of traffic
- Where feasible, developments should seek to open up west-east routes to the river to reconnect it into the main body of Greengate
- Developments along the river will be expected to open up public access along it, either now or in the future once further development along the river has taken place, through provision of a four metre wide walkway (this may be reduced to a minimum of three metres where a wider walkway is impracticable)
- Developments alongside the river should seek to promote ecological and biodiversity improvements in line with its wildlife corridor status



Access plan and key proposals





The viaduct

6.5 The railway line and viaduct currently severs Greengate into two, presenting both a perceived and physical barrier. Removal of the non-operational viaduct will make the viaduct a much more positive feature in the area, improving accessibility between the north and south of Greengate and greatly enhancing physical and visual links. The introduction of active commercial uses will further enhance this link.

Key principles

- Removal of the non-operational viaduct

Public transport

6.6 Greengate is very well placed for public transport provision. A major objective of this strategy is to encourage a switch to public transport to reduce the impact of the car. Links to the train and tram network at Manchester Victoria Station will be promoted via signage and further enhancements to bus routes and infrastructure are strongly supported by this strategy.

Key principles

- Buses will continue to form the backbone of public transport connections between central Manchester and the Chapel Street corridor
- Manchester Victoria Station, just to the east of the area, is a key transport hub for Greengate and links to this should be enhanced

Car parking and servicing

6.7 The original development framework proposed that parking would be housed within the existing viaduct vaults, within the curtilage of new developments, on-street and underneath Greengate Park. Whilst the first two options are to be retained the latter two options are no longer considered viable or preferable. This has required a fresh look at the potential for car parking within Greengate.

6.8 A number of sites have been considered as potential parking locations around the Trinity Way and Blackfriars Road junction, including integrating parking into larger scale urban blocks. However, it was considered that these created a footprint that did not respond positively to the listed buildings nearby or allow for either views or future connections into Greengate.

6.9 The best location for a multi-storey car park is considered to be the land between King and Queen Street identified on the plan on page 15. This is the preferred location as it will not draw traffic too deep into the main part of the site, whilst not being too far from the public realm and key locations in the city centre. This space allows for a simple and efficient car parking layout grid which can be fronted to the north and south with single aspect residential or commercial space to front onto the new public realm. The photos opposite highlight architectural precedents.

Key principles

- Car parking provision should not exceed the maximum standards set out in saved UDP policy A10 and the associated Annex C
- The detailed design of a multi-storey car park requires careful consideration to ensure it sits well within an urban residential context
- Within mixed use schemes developers will be required to investigate the provision of shared parking facilities that further reduce the need for space
- Servicing to non-residential uses should be provided off street within the development, for example through shared surface areas

7.0 MIX & QUANTUM OF DEVELOPMENT

7.1 The original Greengate development framework was designed as a highly flexible strategy that could adapt to a variety of uses over time. This document proposes to retain that flexibility, but recognises that it may not be possible to deliver the originally envisaged scale of development, at least in the short to medium term. This strategy therefore sets out a revised minimum quantum and mix of development, detailed below:

Development Type	Gross (m²) Total	Gross (ft²) Total
Commercial	111,118	1,196,817
Residential, 1826 units @ 85m ² gross area	155,210	1,670,666
Amenity spaces	6,000	63,500
Car parking	14,580	156,940
Total development area	286,908	3,087,923

7.2 Over the next 15 years it is anticipated that Greengate has the capacity to deliver over 280,000m² of development floorspace. This is the minimum amount of development that the area could support. Given its prime location however the city council will encourage and seek to maximise the development potential of this area, subject to the other principles set out in this document being met, and significantly more could be delivered in practice.

7.3 The precise balance of uses appropriate for the area is not rigidly set out – the mix of development activity will be informed by both commercial and economic considerations and the need to offer a diversity of facilities for all those who want to live, work, visit and enjoy themselves in Greengate. The table above does however suggest an indicative mix of uses.

Residential development

7.4 The scale of residential development activity is driven by the need to establish a sense of place within Greengate, a place that houses and supports a significant local population. Greengate has the potential to offer a superb living environment in the heart of the city centre.

7.5 The type, size and tenure of new residential schemes will be in accordance with the saved policies of the city council's Unitary Development Plan and the Housing Planning Guidance adopted in December 2006. These documents can be viewed online at www.salford.gov.uk. This updated strategy does however envisage a mix of apartments and family housing coming forward in Greengate, with the area being capable of supporting a minimum of 1,826 new homes.

7.6 To maintain good urban design standards greater emphasis will be placed on ground floor residential entrances, including duplex units to create active frontages.

Commercial, leisure and retail development

- 7.7 It is assumed that Greengate can accommodate around 111,000m² of new commercial floorspace, primarily focused to the south of the viaduct.
- 7.8 Developers will be encouraged to incorporate active uses such as retail / cafe bar space at ground floor level, focused around primary pedestrian routes and public spaces. The retail and leisure components that come forward are expected to complement and strengthen the overall city centre offer rather than compete with the primary shopping area in the Manchester part of the city centre.
- 7.9 To the north of the viaduct it is proposed that smaller scale workplace accommodation will be provided to complement space around the viaduct arches and around the listed buildings and studio spaces on Collier Street.
- 7.10 Subject to demand, there are also possibilities to introduce new retailing including markets under the railway viaducts to help attract visitors into Greengate.

Other uses

- 7.11 Other appropriate uses in the Greengate area could include tourism such as hotels, cultural and creative uses, community facilities, essential infrastructure and support facilities. In determining the appropriate mix of uses, regard will be had to the positive impact on regeneration, the objective to maintain a balance of different uses, the contribution towards securing activity during the day and evening, and proximity to pedestrian and transport routes.

Key principles

- A balanced mix of uses will be delivered to create a successful new neighbourhood
- The area will accommodate a mix of apartments and family housing
- Developments should seek to incorporate active ground floor uses, particularly on primary pedestrian routes and fronting onto public spaces. Where a developer considers this to be uneconomic in the prevailing climate, they should seek to build flexibility into their schemes to allow for conversion to commercial at a later date
- Where not fronting on to a main route / public space developers should seek to provide ground floor residential entrances, including duplex units to create active frontages.
- Developments should seek to bring the railway arches back into commercial use

8.0 MASSING AND BUILDING HEIGHTS

8.1 Greengate will adopt the established urban form of the Manchester part of the city centre, with its dense and compact city blocks and regular street grid. Greengate is part of the city centre and as such the opportunity to maximise the area's development potential will be encouraged, subject to sustainability criteria and other considerations set out in this document being met.

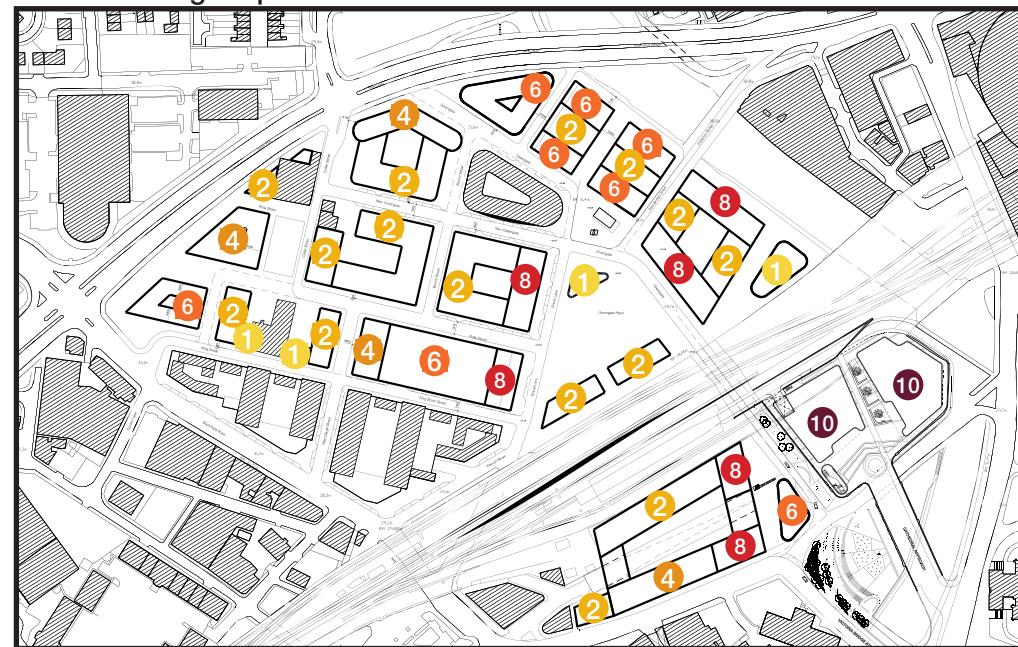
8.2 The original 2007 Planning Guidance anticipated buildings of up to 40 storeys in height and had devised an approach to allow for a number of taller buildings to come forward focused around Victoria Station, the River Irwell and Trinity Way. Whilst we do not envisage buildings of this height coming forward in the near future, the principle of taller buildings being acceptable along the northern and eastern boundary of Greengate is retained by this strategy with a view to creating an identifiable and recognisable skyline. This will create a significant frontage that relates to the large scale of Trinity Way and the River Irwell, with massing that is appropriate to the scale of the infrastructure and that provides a degree of acoustic separation between the main highway and quieter residential areas.

8.3 A degree of stepping is anticipated along Trinity Way, from a high point at either end at Blackfriars Road and the River. The same approach is anticipated on the west podium, with lower rise buildings at the junction with Blackfriars Road and buildings then rising in height approaching Greengate. The plan on page 22 details the principles of the massing strategy for Greengate.

8.4 It is also proposed that Greengate will be defined by a series of minimum heights below which it is felt that the height of the building will not provide sufficient scale and presence to its urban setting. These minimum heights will vary according to their location around Greengate. See the plan below for details of these.

8.5 There will be flexibility in considering the individual composition of block massing – this will allow variation of height relative to aspect, street width and proximity to large scale public spaces.

Minimum heights plan



Key principles

- Applications for planning permission should be consistent with the minimum heights plan shown on page 20
- Taller buildings will be acceptable along the northern and eastern boundary of Greengate. Applications for planning permission for tall buildings should, however, ensure that the following criteria are fully addressed (these criteria are set out in more detail in the English Heritage / CABE Guidance on Tall Buildings):
 - » Context, including the relationship with relevant topographical features and other tall buildings
 - » Effect on the existing built environment and in particular, the impact on the Cathedral conservation area and nearby Grade 1 and 2 listed buildings
 - » Relationship to transport infrastructure, including the need to consult Manchester Airport on structures exceeding 90 metres in height and, in particular, links to public transport facilities
 - » Architectural quality of the building including its scale, form, massing, proportion and silhouette, facing materials and relationship to other structures. The design of the top of a tall building will be particularly important
- » Contribution to external and internal public spaces and, in particular, the relationship to the surroundings at street level
- » Effect on the local environment including microclimate and overshadowing
- » Contribution to improving access and linkages to and from the site and wider area
- » Impact on the opening up or effective closure of views of key buildings / streets which help the legibility of the city centre area
- » Sustainability of the proposal in the broadest sense of its physical, social, economic and environmental impact.
- Taller buildings should be positioned at the corners of blocks and to the perimeter to reduce overlooking and overshadowing (the plan on page 20 sets out the general position of where taller buildings would be acceptable').

Massing Strategy



01. Main height grouping around existing approval for East Podium Site
02. Heights drops away to respond to Chapel Street Scale
03. Taller heights along Irwell with further height possible for the former BSC site
04. Continuous medium scale height focused on Greengate Square to create an enclosed space
05. Centre of site is predominately low rise reflecting possible housing types and connecting to existing listed buildings
06. Scale drops to respond to listed buildings around Trinity Way
07. Scale drops moving away from Blackfriars Road into heart of the site.

Indicative Massing - View from Manchester City Centre



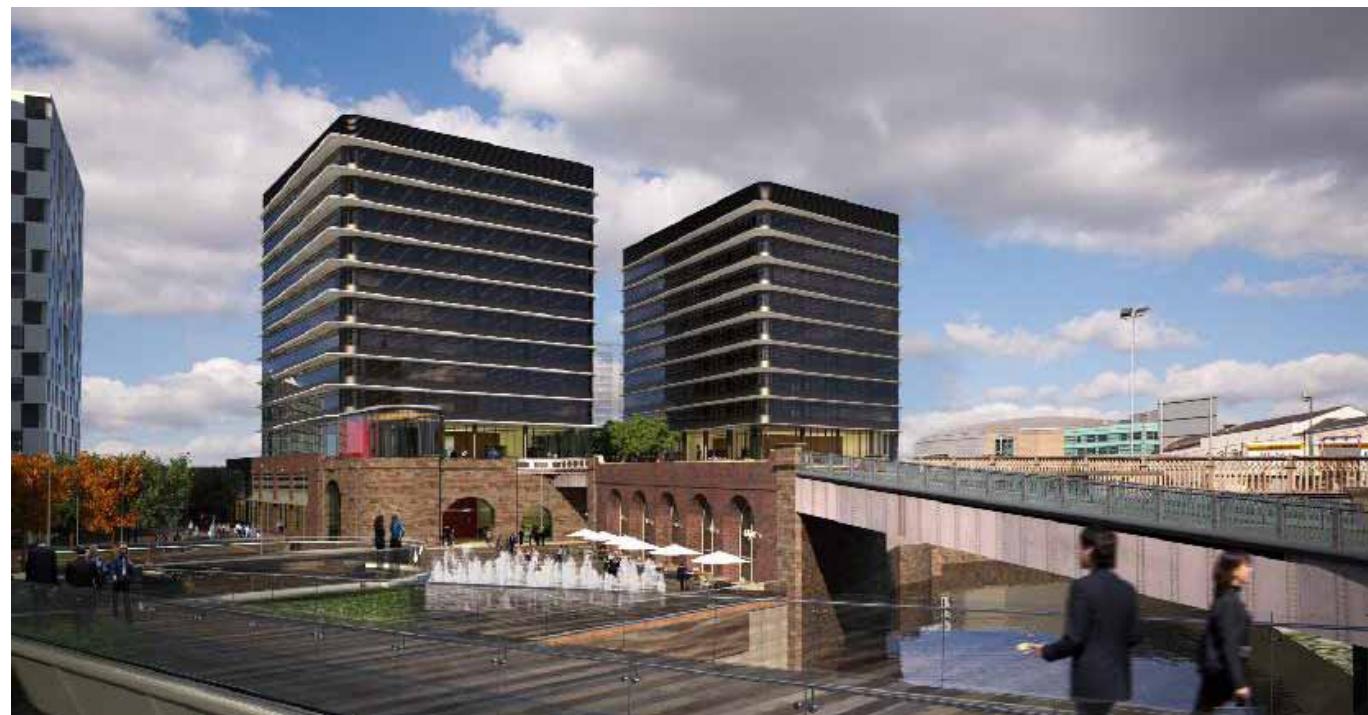
9.0 THE PODIUMS

Eastern Podium

9.1 On the eastern podium planning consent has been granted for two medium rise large floorplate office buildings (Buildings 100 and 101) as part of a joint venture between ASK Developments and Network Rail. The twin buildings will create a major presence on the Salford bank of 10 storey blocks with major lobby levels and the historic podium beneath housing in excess of 400 parking spaces.

9.2 The two buildings will sit at the head of Cathedral Approach at the location of the former Manchester Exchange Station and will introduce a grand new scale relating across to the Cathedral and the new department stores around Exchange Square and the new Museum of Football.

9.3 The proposed heights will be taken as the new standard for future development proposed around the main podium frontage onto Greengate Square, creating an enclosure of consistent height around the new public realm corridor. A new public square will also be provided on top of the railway viaduct as part of the eastern podium redevelopment



Key principles: East Podium

- The buildings should provide sufficient scale so as to provide a sense of enclosure to Greengate Square
- The historic Cathedral Approach should be retained as the primary access route to the site
- Car parking will continue to be accommodated within the podium and viaduct vaults

- A new public square will be created on top of the podium
- Any redevelopment should seek to bring the railway arches back into commercial use where feasible

Western Podium

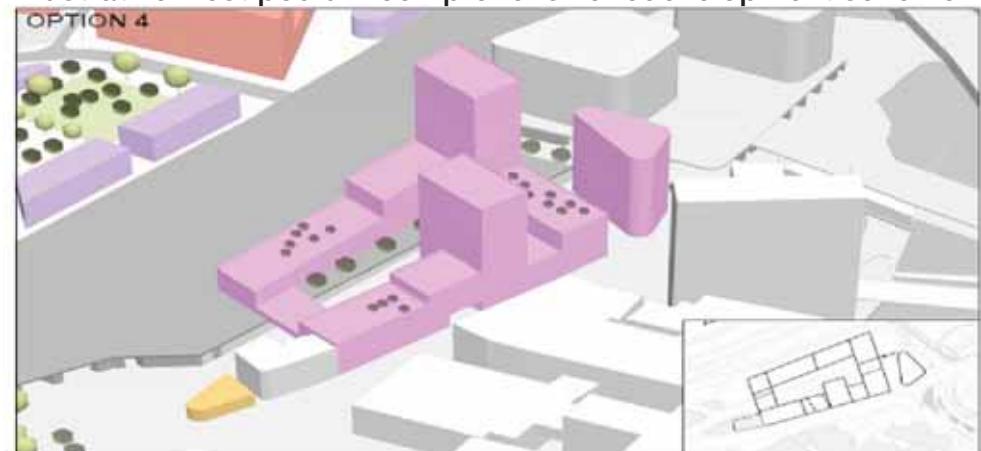
9.4 The western podium is a key site in the context of Greengate. Our proposals for Greengate suggests an island / pebble building that will sit as an object within the wider public space and allow movement and active frontage to it. It is envisaged that this will be a medium rise building in the region of 10 – 12 storeys with a small footprint but with excellent location and views across to Manchester City Centre.

9.5 As a counterpoint to this a number of options have been considered for the redevelopment of the rest of the western podium. The plans opposite illustrate how the west podium could come forward either as a single comprehensive redevelopment scheme or on a plot-by-plot basis.

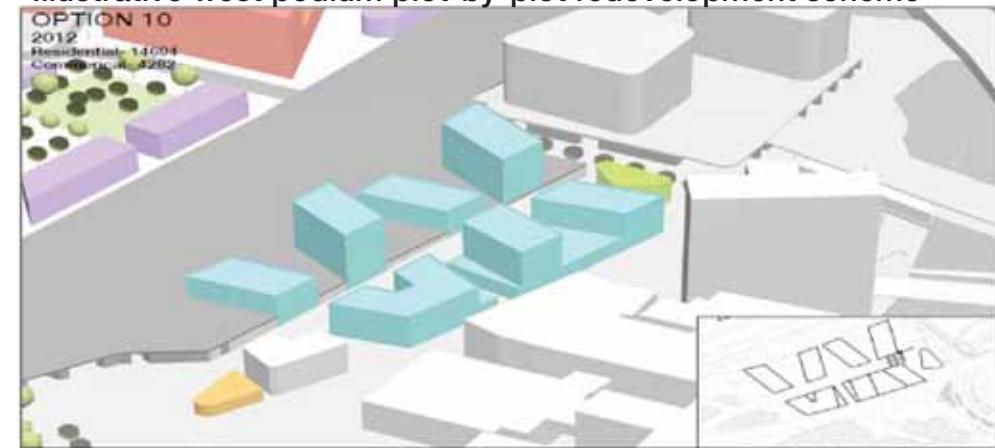
Key principles: West Podium

- Heights should be tallest to the east overlooking Greengate Square to provide a sense of enclosure and tie in to the east podium redevelopment. Heights should then gradually reduce to the west to respect the change in grain and listed buildings at the junction of Blackfriars Road
- The historic Salford Approach should be retained as a central route through the site
- Car parking will continue to be accommodated within the podium and viaduct vaults
- Access, either temporary or permanent, will need to be maintained to the top of the viaduct whilst redevelopment takes place

Illustrative west podium comprehensive redevelopment scheme



Illustrative west podium plot-by-plot redevelopment scheme



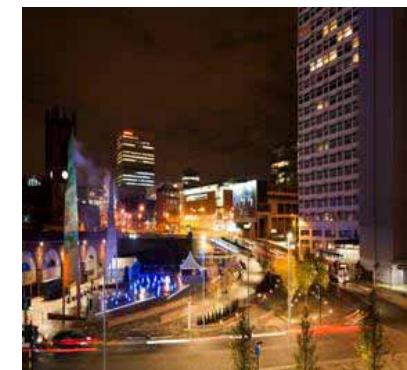
10.0 PUBLIC REALM AND HERITAGE

- 10.1 One of the key design drivers for Greengate is to build on the success of the integrated public realm strategy that has evolved in Manchester City Centre connecting the Millenium Quarter with Market Street and Piccadilly Gardens.
- 10.2 The public realm at Greengate is conceived as an integrated sequence of spaces leading from the River Irwell and boundary with Manchester to the heart of the Greengate area (see plan on opposite page). The vision is to create an outstanding series of new public spaces which will complement those within the Millenium Quarter but also protect and enhance the unique character of the historic centre of Salford.
- 10.3 The public realm strategy is defined according to primary and secondary areas of public realm. Primary public realm areas are the key sites set out on the plan overleaf. Secondary public realm is the smaller areas of public realm and public realm within the curtilage of developments and on secondary pedestrian routes.

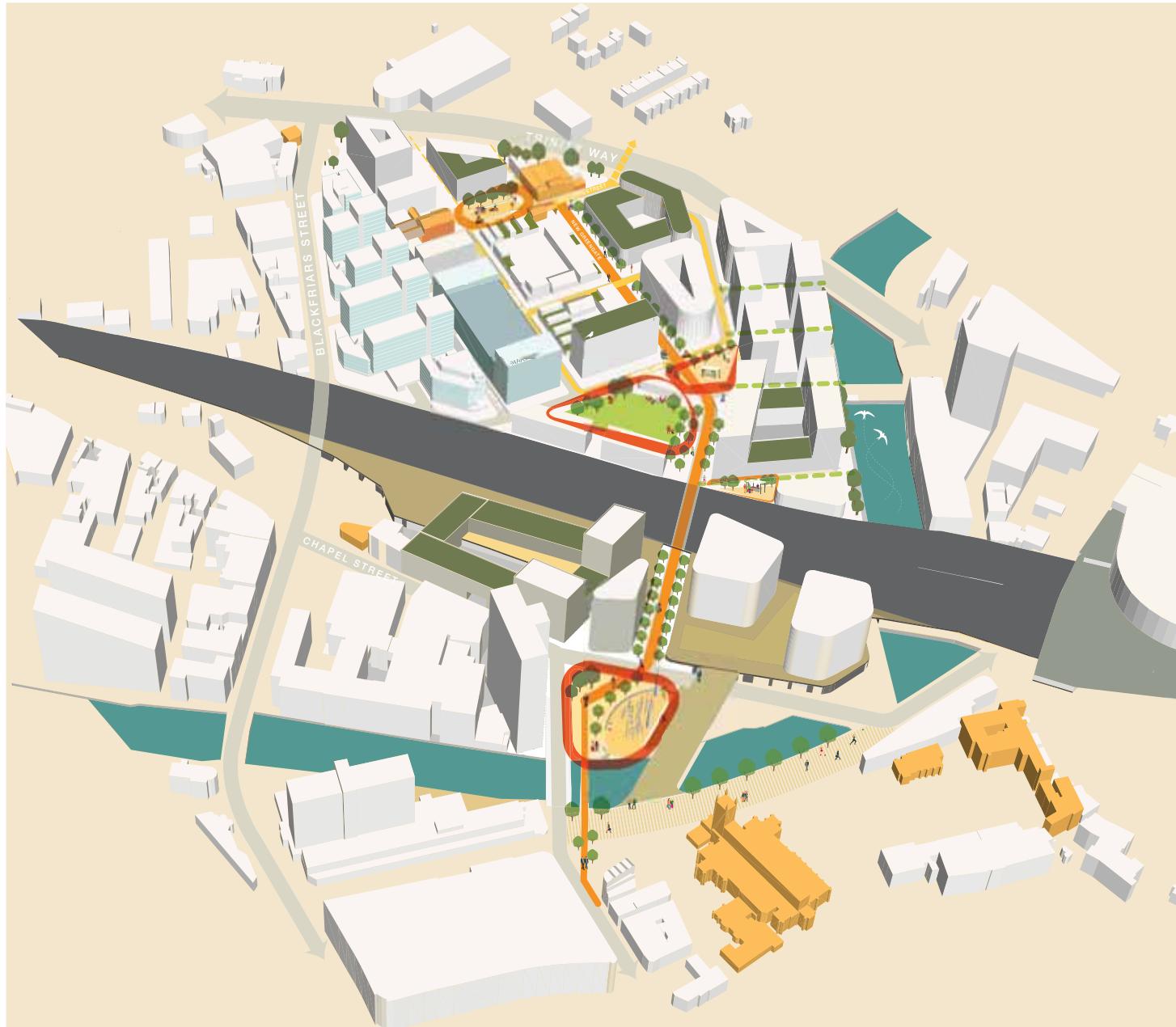
Primary public realm

Greengate Square and Greengate Link

- 10.4 Greengate Square (opposite) has recently been completed and provides the major front door into Greengate. The Square reconnects the historic cores of Salford and Manchester to mark out the medieval centres of both cities as a grand piece of public space. The square is defined by terraced seating, stainless steel beacons and fountains to create an iconic new public realm and events space.
- 10.5 The opening up of the railway viaduct will be the second element to this first phase of public realm and will create strong physical and visual links between Greengate Square and Greengate Park. This is expected to be removed in summer 2014 when re-development of the East podium commences on site.



Public realm plan



Greengate Park

10.6 Greengate Park (see visual opposite) is the key element of public realm to the north of the viaduct. The scale of the space will roughly equate to Exchange Square on the Manchester side of the Irwell and its extent responds to the key routes of Greengate and Gravel Lane that were the main streets of medieval Salford. Greengate Park will be a much more informal green space, to complement the more formal public realm space at Greengate Square.

10.7 To assist the deliverability of this scheme and to provide a degree of enclosure to the space, a commercial building is envisaged on the space along with a cafe kiosk. The kiosk is imagined as a notable object piece in the manner of similar scale kiosks at Brindley Place or the Bull Ring in Birmingham, which are low rise but of high design quality.

Key principles: Primary public realm

- High quality and durable materials should be used, whilst the general design approach to paving, floorspace and road surfaces should be in keeping with the neighbouring materials palette
- Changes in levels should be dealt with through imaginative design solutions to create disabled access
- The spaces should be designed as pedestrian friendly environments, with

shared surfaces, dropped kerbs and seating areas to enable activity to spill out onto the public realm

- Development should not preclude or inhibit the bringing back into use of the railway arches and should complement and encourage active retail and commercial street frontages
- The removal of the non-operational viaduct should be progressed at the earliest opportunity
- Good lighting, including architectural lighting, will be important to address unsightly and dark areas
- Green the area, including through tree planting and formal and informal planting, to provide structure and year round interest
- The heritage of the area, and in particular the former Market Place and Salford Cross should be incorporated into the public realm to interpret the city's medieval origins

Secondary public realm

10.8 The secondary public realm includes a new pocket park, a new boulevard linking Greengate Square with Collier Street Baths and a new public square as part of development on the railway viaduct. It is also anticipated that other key developments will also include some publicly accessible open space e.g along the riverside.

Greengate Park



Collier Street pocket park



11.0 IMPLEMENTATION

Phasing

11.1 The revised vision for Greengate which this document sets out will be challenging to deliver, but is considered to be realistic and achievable. However, it is important that the ambition of the original development framework is not diluted too much purely due to current difficult economic circumstances. The city council believes that the revised Greengate Regeneration Strategy will assist in enabling a more robust, deliverable and sustainable quarter that will enhance both Salford and Manchester.

11.2 In terms of phasing and delivery, an implementation programme of around 15 years is anticipated. It will be important that all partners; landowners, developers, stakeholders and local residents work together collaboratively to ensure its successful delivery. The phasing of development will ultimately be led by the private sector and will therefore be subject to developers bringing schemes forward. Thus, it is difficult to set out a precise timetable for implementation of this strategy.

11.3 Whilst the council's direct control over the phasing of implementation is limited we do anticipate the following broad phasing of development:

- Short-term (0 – 5 years) – development to the south of the viaduct, on the

east podium and within the vaults on Greengate Link to come forward

- Medium-term (6 – 10 years) – Greengate Park to be delivered along with the redevelopment of the west podium and some redevelopment to the north of the viaduct
- Long-term (11+ years) – further redevelopment of sites to the north of the viaduct along with redevelopment of the railway arches on the north side of the viaduct to create a major retail / leisure destination

11.4 The council's role with regards to implementing the strategy will be to:

- Encourage, influence and provide guidance to developers interested in Greengate
- Facilitate meetings between landowners and developers looking to invest in Greengate
- Ensure the principles of this strategy, and of the city council's development plan, are given appropriate weight in the development management process
- Deliver the major public realm enhancements outlined in section ten

Land assembly

11.5 Whilst the council does not anticipate large scale use of compulsory purchase powers, given the historic nature of land ownership in the area some parties are likely to be only interested in retaining existing income streams from temporary / low quality uses. Selective use of CPO powers may therefore be justified for specific prioritised development and infrastructure activities and to give certainty to the development process.

Section 106 contributions

- 11.6 The redevelopment of Greengate will require quite significant infrastructure improvements to facilitate the level of development proposed and to deal with the long-term issues of the collapse of the public realm which currently characterises significant parts of Greengate.
- 11.7 As it is likely that different components of the site will be brought forward by different developers, the best opportunity for securing contributions towards these infrastructure costs will be through Section 106 of the Town and Country Planning Act 1990. All developments that are brought forward within Greengate will therefore be required to contribute proportionately to the cost of public realm and public transport provision. This will be necessary to deliver the exceptional design quality and unique environment envisioned within this strategy and to help achieve the major objective of encouraging a switch from the use of private to public transport.
- 11.8 The scale of contributions typically required from new development is set out in the Salford City Council Planning Obligations Supplementary Planning Document, which is currently being updated. This can be accessed at: <http://www.salford.gov.uk/planobligationspd.htm>.

Public sector funding requirements

- 11.9 Whilst the private sector will fund the majority of the anticipated £400 million investment in Greengate over the next 15 years, and Section 106 will contribute to some of the proposed infrastructure improvements, there will still be a substantial public sector funding requirement to deliver all of the proposed interventions. The ongoing commitment of Salford City Council, the Greater Manchester Investment Fund and other external funders will therefore be imperative to the successful delivery of this strategy.

APPENDIX A

Key saved Unitary Development Plan policies that this regeneration strategy will help to implement

- i. Strategic Policies:
 - ST1 – Sustainable Urban Neighbourhoods
 - ST3 – Employment Supply
 - ST4 – Key Tourism Areas
 - ST5 – Transport Networks
 - ST7 – Mixed Use Development
 - ST12 – Development Density
 - ST14 – Global Environment
 - ST15 – Historic Environment
- ii. Mixed Use Development:
 - MX1 – Development in Mixed Use Areas
 - MX2 – Chapel Street Frontage
- iii. Design:
 - DES1 – Respecting Context
 - DES2 – Circulation and Movement
 - DES3 – Design of Public Space
 - DES4 – Relationship of Development to Public Space
 - DES5 – Tall Buildings
 - DES6 – Waterside Development
 - DES7 – Amenity of Users and Neighbours
 - DES9 – Landscaping
 - DES10 – Design and Crime
- iv. Housing:
 - H1 – Provision of New Housing Development
 - H4 – Affordable Housing
 - H8 – Open Space Provision associated with New Housing Development
- v. Employment and the Economy:
 - E3 – Knowledge Capital
- vi. Accessibility:
 - A2 – Cyclists, Pedestrians and the Disabled
 - A5 – Buses
 - A6 – Taxis
 - A8 – Impact of Development on the Highways Network
 - A10 – Provision of Car, Cycle and Motorcycle Parking in New Developments
- vii. Environmental Protection and Improvement:
 - EN22 – Resource Conservation
 - EN23 – Environmental Improvement Corridors
- viii. The City's Heritage:
 - CH2 – Development affecting the setting of a Listed Building
 - CH3 – Works within Conservation Areas
 - CH4 – Demolition of Buildings within Conservation Areas
 - CH5 – Archaeology and Ancient Monuments
 - CH8 – Local List of Buildings, Structures and Features of Architectural, Archaeological or Historic Interest
- ix. Recreation:
 - R7 – Recreational Use of Waterways
- x. Development:
 - DEV5 – Planning Conditions and Obligations
 - DEV7 – Protection of Aviation Safety at Manchester Airport
- xi. Waste:

