



Crescent
Salford

Final Development Framework
January 2021



University of
Salford

University of
Salford

DISPLAY INFO

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Salford Crescent Visual - Aerial



01.

Introduction

01. Introduction

The next 20 years are going to be very important for Salford; substantial progress has been made in securing the city’s regeneration with the city attracting continued investment from all over the world. Major developments such as MediaCityUK have put Salford on the map and development in the city continues at pace, rivalling that of neighbouring Manchester. Salford has its challenges and it is essential that new development is carefully integrated into the city in such a way that maximises benefits for all Salford residents and responds to identified challenges so that the city continues to prosper.

Figure 1.1 / Transport Hub - Visual



In recent years, Salford has seen a substantial amount of investment in new homes, businesses, infrastructure and the public realm. The delivery of major projects such as MediaCityUK, Salford Central, Greengate, Port Salford and the AJ Bell Stadium, and the revitalisation of road and riverside corridors, has transformed large areas of Salford and had a significant impact on the city’s economy and profile. Investment in Salford is ongoing and increasing numbers of people are choosing it as a place to live, work and visit.

City Centre Salford, Salford Quays, and some adjoining areas have experienced significant growth and investment in recent years and provide a major concentration of employment, retail, leisure, tourism and cultural opportunities. However, there are still high level of deprivation in some of the inner neighbourhoods surrounding the City Centre.

The Framework area lies within City Centre Salford bordered to the south-east by Chapel Street, an area of the city which has seen significant development in recent years with residential projects such as Timekeepers Square and Vimto Gardens and investment in traffic calming, public realm and landscaping. The Framework area is served by Salford Crescent mainline train station and is within walking distance of Manchester City Centre to the east.

It is centred around the University of Salford’s campus, which is a large employer in the City

and contributes significantly to Salford’s economy, but is currently divided by natural and man-made infrastructure including the River Irwell, railway line and the A6/Crescent. This has led to parts of the Framework Area being left vacant or under-utilised. The expansion of the City Centre provides a unique opportunity to build on the areas existing assets including strong transport connections, heritage assets, and high quality green space to create a city district which links education with local industry, culture, heritage and residential development.

The Development Framework promotes radical improvements to the public realm and aims to establish strong links between the University and the surrounding communities.

The Development Framework has been prepared by Salford City Council (‘SCC’) working in close collaboration with its Partners, the University of Salford (‘UoS’) and The English Cities Fund (‘ECF’), to set out an ambitious long term vision for the area which will guide future regeneration over the next 20 years. The Framework sets out development principles that will facilitate high-quality place-making, capitalise on the area’s unique existing assets and meet the needs of local communities.

In order to fully realise the transformational vision for the area and the significant benefits that can be generated locally, a clear implementation and delivery strategy is proposed that forms a ‘golden thread’ running through the Development Framework.

Figure 1.2 / The Crescent - Visual



01. Introduction

Crescent: A Unique Regeneration Opportunity

Crescent represents one of the UK’s most exciting regeneration opportunities and builds upon the successful renaissance of Salford in recent years as a key component of the Northern Powerhouse. The area has the potential to be a world class, globally recognised destination for people to **live, learn, work, visit** and **play**.

The area covered by the Development Framework sits within City Centre Salford and extends to approximately 102 hectares. The Development Framework area primarily falls within the Irwell Riverside and Broughton wards with a small area to the south and south-east falling within the Langworthy and Ordsall wards (although it is noted that the ward boundaries are currently being reviewed).

The Framework area contains the Peel Park and Frederick Road Campuses of the University of Salford, the SCC owned Salford Innovation Park and civic amenities such as Salford Museum and Art Gallery, Peel Park and the Meadows. Surrounding the Framework Area are established communities centred around Pendleton, Lower Broughton and Chapel Street. The area is a major gateway into City Centre Salford from the west and represents Salford’s principal cultural and higher education hub.

The Development Framework area has been divided into six ‘zones’ which will form distinct character areas. Each has a key role to play in delivering the required level of transformation for Crescent:

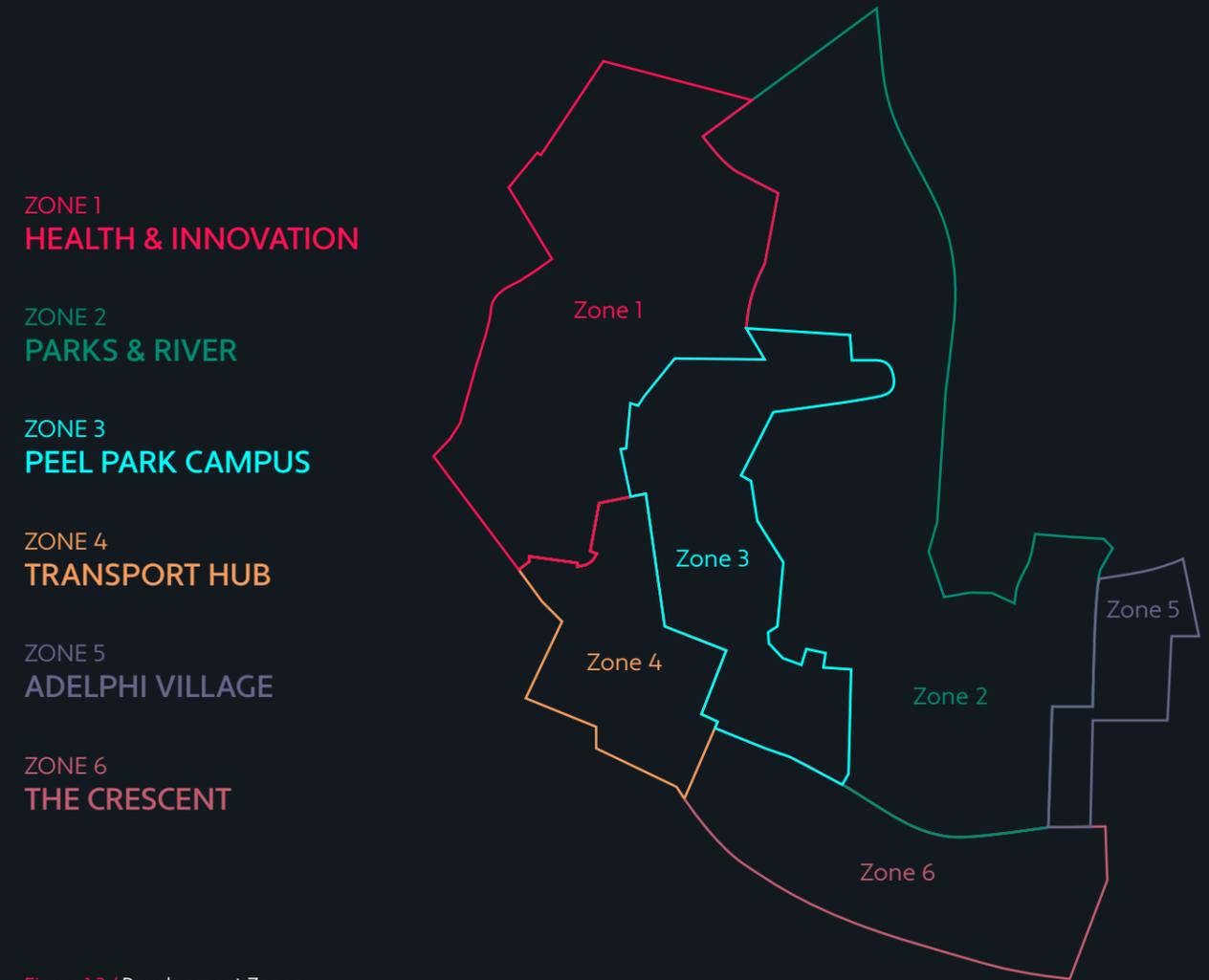


Figure 1.3 / Development Zones

One of the key Development Framework drivers is to ensure that development proposals are brought forward in a way that maximises placemaking opportunities and ensure social value is generated through the application of the Development Framework.

01. Introduction

Figure 1.4 / Aerial Image showing Key Existing Assets



01. Introduction

The Delivery Partners

Salford City Council

Salford City Council have overseen the preparation of the Development Framework in collaboration with Partners and other landowners. The Council has a strong track record in delivering large-scale mixed-use regeneration schemes across the City, working in partnership with the private sector and other key stakeholders.



The University of Salford is one of Salford's biggest employers and makes a significant contribution to the local economy. The University of Salford has been undergoing a transformation over recent years, much like the City of Salford itself. Rooted in Salford for almost 125 years through its founding institution the Royal Technical Institute, the University today has global reach and impact. Students are attracted to the city from around the world and the University has over 170,000 alumni in every corner of the globe, across all sectors and at all levels.

Salford graduates are supporting key growth sectors in the city, the city region and beyond – these include Acoustics; Energy; Robotics and AI; Health Innovation; and Automotive and Autonomous Vehicle Technology. The University of Salford is committed to building sustainable growth which includes striving to continuously innovate the curriculum through partnership with industry to give students future-proofed, real-world skills and mind-sets.



In March 2020, The English Cities Fund (ECF) was selected as the Private Sector Partner (PSP) for the regeneration of Salford Crescent and the University District. ECF is a partnership formed in 2001 between Muse Developments, Legal and General and Homes England. Since then ECF have been working with councils, landowners and communities to create exceptional places across the UK, bringing together investment, regeneration expertise and long-term commitment to shape our towns and cities for the better.

ECF has delivered some of the country's most complex and successful urban regeneration projects. These also include a number of schemes in Salford including Chapel Street, New Bailey, Valette Square, Vimto Gardens, Timekeepers Square and Carpino Place (these schemes form part of the wider Salford Central regeneration project).



01. Introduction

Progress So Far

The process of change across the Crescent area has already started, and this Development Framework builds on the significant progress made by SCC and UoS over recent years. A summary of masterplanning work undertaken to date is provided below:

2014 The Crescent Development Framework

In May 2014, SCC adopted the current Crescent Development Framework. This was subject to public consultation and forms a material consideration in the determination of planning applications in the area. Due to the changing regeneration and policy context, this guidance is now out-of-date and has been superseded by this new Development Framework.



Salford City Council
Crescent Development Framework

May 2014

2018 University of Salford & Salford Crescent Masterplan

In May 2017, 5plus architects were appointed by SCC and UoS to prepare an indicative Masterplan for the Crescent.

The Masterplan explored the opportunities for SCC and UoS to combine their assets across the area to create a development proposition of scale and duration. The Masterplan established an initial vision and set of key objectives for the area and identified a comprehensive pipeline of development and investment opportunities including:

-  3,000 residential new build apartments / townhouses
-  1.5 miles cycleways
-  1.6 million sq ft of new commercial floorspace
-  1,000 trees
-  New multi-storey car parks
-  1.1 million sq ft of new educational floorspace
-  Nearly 2 million sq ft of public realm
-  Over 2,000 new student accommodation beds on campus
-  1.5 miles green landscaped routes
-  New hotel and University events and conferencing facility

Public consultation was undertaken with local residents, businesses and interested investors / partners on initial proposals throughout August-September 2018. However, the indicative Masterplan had no statutory 'weight' in planning terms as it was never formally approved by the Council.

2020 University Estate Masterplan Refresh

In 2020, UoS prepared a Masterplan 'Refresh' setting out updated proposals for its campus over the next 15 years (2020 -2035). Following the appointment of ECF in March 2020, the updated development proposals for the University's Peel Park Campus are set out in this new Development Framework.

01. Introduction

Next Steps

Building on the extensive work undertaken to date, this new Development Framework will look to formalise the development proposals for area and will be used to guide future development over the next 20 years.

Purpose of the Development Framework

The overarching purpose of this Development Framework is to establish a clear vision, objectives and set of development principles that will catalyse the delivery of transformational change over the next 20 years, securing a range of long-lasting economic, social and environmental benefits across the Framework area and adjoining communities. It has been prepared in the context of Salford’s wider regeneration initiatives and embeds the following seven key Partner policy priorities at its heart:



Learning and Innovation



Connectivity, Movement and Sustainable Transport



People, Community and Tackling Inequality



Environment and Blue-Green infrastructure



Culture and Creativity



Climate Change and Sustainability



Strong and Diverse Economy

The key objectives that flow from these priorities will provide the structure for a series of Framework-wide and character area specific development principles that will establish overarching parameters and aspirations, guiding future development. The Illustrative Masterplan contained within this Development Framework is a diagrammatical embodiment of these development principles. It is accompanied by a delivery strategy which provides an indication of how development could be accommodated across the area over time, informed by a detailed understanding of existing challenges and opportunities and proposed interventions.

Status of the Development Framework

Following approval by SCC, the Crescent Development Framework will guide development across the Framework area over the next 20 years and will form a material consideration in the determination of all future planning applications across the area.

The Development Framework does not form part of SCC’s adopted Development Plan. However, it has been prepared having had full regard to relevant legislation including national planning policy contained in the National Planning Policy Framework (NPPF) (2019), the ‘saved’ policies of the Salford Unitary Development Plan 2004-2016 (UDP) (2006), the Draft Greater Manchester Spatial Framework (2019), and emerging policies within the “A Fairer City” Publication Salford Local Plan: Development Management Policies and Designations (2020).

Once approved by SCC, the Crescent Development Framework will supersede the previous Crescent Development Framework (adopted May 2014).

Benefits of the Development Framework

There are a number of benefits that will be derived from the preparation of a Development Framework for the long-term regeneration of the Crescent area including:

- Taking a holistic view of the existing challenges and opportunities and developing a robust response, informed by technical evidence and public consultation, that will facilitate high-quality place-making and deliver transformational change in the longer term;
- Enabling the local community and key stakeholders to feed into the Vision and development principles for the area at an early stage, providing vital local knowledge that will help shape future proposals and interventions;
- Integrating the proposals with a wider strategy for regeneration and infrastructure initiatives (i.e. large scale transport proposals), ensuring that proposals recognise and respond to surrounding communities and land uses;
- Providing certainty to investors on expectations for development across the area, whilst maintaining adequate flexibility to respond to development and investment opportunities which may come forward over the next 20 years;
- Acting as a promotional tool to highlight the fantastic assets that already exist within the area and to demonstrate what could be achieved;
- Providing additional guidance in order to direct and deliver the aspirations contained within relevant policies of the emerging Salford Local Plan and ensure their effective implementation; and
- Establishing an indicative implementation and delivery strategy, plotting out how and when various sites will be brought forward for development in a phased manner.

01. Introduction

Consultation

Accompanying this Development Framework is a Consultation Statement which has been prepared in accordance with Salford’s Statement of Community Involvement (SCI) 2010 (as amended).

The Consultation Statement sets out who the project team have engaged with in preparing both the Draft and Final Development Framework; a synopsis of the main issues raised by consultees, and how those issues have been addressed in the Development Framework.

A summary of the key stages of the Development Framework preparation process is set out below.

SA/SEA Screening

At an early stage of the process, CBRE Limited was commissioned to complete a Strategic Environmental Assessment (SEA)/ Sustainability Appraisal (SA) Screening Statement for the draft Crescent Development Framework Document. The purpose of the Screening Statement was to identify whether there is a need for a standalone SEA/ SA to accompany the Development Framework.

Although non-statutory documents (such as this) are not required to undertake a SA/SEA, in the interest of ensuring that the Development Framework is as robust as possible, a Screening exercise was undertaken to screen the need for SEA/SA to be undertaken alongside the Development Framework. The Screening exercise was undertaken against the criteria

from Annex II of the SEA Directive and Schedule 1 of the Environmental Assessment of Plans and Programmes Regulations (2004).

The Screening Statement concluded that the Development Framework is not likely to have any significant effects on the environment and therefore a full SEA is not required. Conversely, it shows that a number of positive benefits will be generated. In addition, the emerging Local Plan policies will be subject to a full SEA.

The SA/SEA Screening was issued to Natural England, Historic England and the Environment Agency and it was confirmed that SA/SEA was not required. Notwithstanding this, a Sustainability Audit has been prepared which accompanies this Development Framework.

Scoping Consultation

An initial Scoping Consultation was undertaken by SCC from 6 July – 3 August 2020. SCC sought the views of stakeholders and consultees through a scoping consultation letter on its intention to refresh the Crescent Development Framework. This contained details of the revised vision and objectives and set out the next steps in terms of a review of the Masterplan.

The Scoping Letter was sent by post to approximately 6,000 residents and local businesses falling within the Framework area, and the area immediately adjacent to the Framework area, and all statutory consultation bodies.

Details of the scoping consultation were also published on SCC’s website and an electronic version of the letter was available to download.

Finally, details of the scoping consultation were also published on the dedicated website for the project where an electronic version of the letter was available to download.

 www.salfordcrescent.com

Draft Development Framework Consultation

SCC’s Cabinet approved the commencement of public consultation on the Draft Development Framework for a 6-week period commencing on 20 October – 1 December 2020 to allow consultees to provide views on the draft Development Framework.

Due to the ongoing restrictions relating to COVID-19, this was undertaken via a virtual consultation event hosted on a dedicated website. The virtual consultation included a number of virtual boards, feedback forms and a copy of the Draft Development Framework for download.

 <https://salfordcrescent.consultation.ai/>

Details of the draft Development Framework consultation were also published on SCC’s website and an electronic version of the Framework was available to download.

Finally, details of the draft Development Framework consultation were also published on the dedicated website for the project where an electronic version of the Framework was available to download.

 www.salfordcrescent.com

The representations received have been fully considered by the Council in the preparation of the final Development Framework, with formal responses presented within the final Consultation Statement which accompanies the Framework.



Future Development Proposals

As specific proposals/ planning applications come forward within the Development Framework area, further consultation will take place, providing additional opportunities for engagement and comment for stakeholders, residents and businesses.

02.

Salford's Time

02. Salford's Time

Context for Change



Greater Manchester

Greater Manchester is home to over 2.8 million people, and has seen an increase of over 200,000 residents in the last 10 years alone. The population is forecast to grow by around another 190,000 people by 2037 (GMSF Publication Draft, October 2020).

The region is one of the most economically diverse in the UK, and is the main driver of the northern economy, generating nearly 40% of total output (Gross Value Added - GVA) in the North West, and 20% across the North of England. At present, around 1.4 million jobs are provided within Greater Manchester. The baseline economic forecasts predicts an increase of around 100,000 jobs by 2037, increasing to 170,000 in the accelerated growth scenarios.

Employment opportunities are largely focussed around the City Centre and adjoining areas such as Salford Quays which collectively account for

20% of jobs. Baseline economic trends suggest that the majority of employment growth would be in Salford, Manchester and Trafford.

Greater Manchester's overarching aim is to evolve into a world-class global city. Whilst the region has seen considerable growth and investment in recent years under the Northern Powerhouse agenda, in order to realise this vision, it will be critical to ensure that a strong economy, skilled residents, a high quality place and the environment, and lastly a diverse portfolio of investment and development opportunities are delivered.

02. Salford's Time

KEY

-  City Centre Salford
-  Salford City Council Boundary
-  The Crescent Site Boundary
-  Main Roads
-  Rail link
-  Metrolink
-  Metrolink Extension

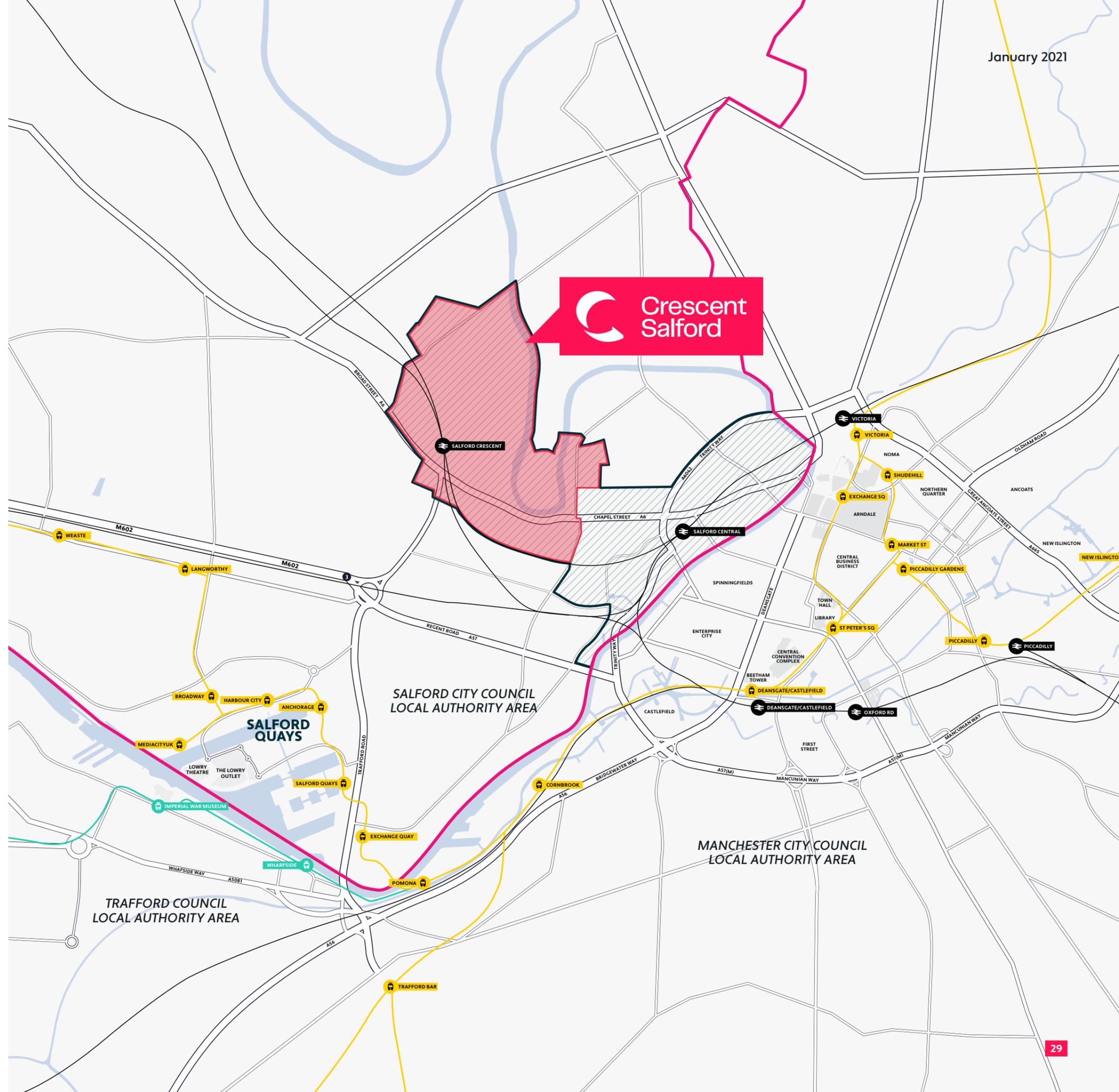


Figure 2.1 / Context

02. Salford's Time

Salford's Story

Salford, along with the other Greater Manchester authorities, has a key part to play in accommodating much of this anticipated growth. Salford has not yet reached its full potential and increasing numbers of people are choosing it as a place to live, work, invest and visit.

With a population of 251,300, the city has experienced significant growth over the last 15 years, and this has been at a considerably higher rate (16.2%) than Greater Manchester (10.9%) or the North West (7.0%).

Salford is a major employment centre which makes a significant contribution towards Greater Manchester's economy. There are estimated to be over 9,500 active businesses in the city, and a significant number of these are concentrated within City Centre Salford and Salford Quays. The city's unemployment rate has seen a substantial recent reduction, falling to 4.9% in the year to June 2018.

Housing is an issue of great significance within the city. Average house prices have increased rapidly in recent years and are now around 15% above the previous peak of 2007. The house price to income ratio has risen above 5.6 (with above 4 being deemed unaffordable), indicating that there are affordability issues in the city. Although the ratio is considerably lower than the average for England as a whole (over 7.9), a significant number of households still find it financially difficult to access the right type of housing.

There are also considerable challenges within the city with regards to health, education and skills. Salford currently suffers from significant health inequalities, and average health levels in the city are much worse than the national average.

The ongoing investment and development currently being undertaken in the city is addressing these challenges but there is still progress to be made.

The following key challenges have been identified by Salford City Council within its emerging Local Plan:

- Tackle inequality, promote fairness, and ensure that all residents share in the benefits of growth
- Increase average levels of health and educational attainment, and reduce disparities
- Accommodate Salford's growing population, in housing that meets the full range of needs
- Continue to develop a strong, diverse economy that can withstand economic shocks and provide a range of accessible employment opportunities
- Facilitate the continued growth of those locations that are essential to Greater Manchester's future prospects, such as the City Centre and Salford Quays
- Cope with the additional demand for travel associated with the growth in population, businesses and tourists, in a sustainable way without worsening congestion
- Deliver the infrastructure required to support a growing population, including transport, schools and health facilities
- Ensure that growth has a positive impact on environmental and heritage assets, and contributes to attractive and distinctive places
- Minimise contributions to climate change and adapt to its effects, including reducing the risk and impacts of flooding

When developing the key principles for the Development Framework these challenges have all been considered. As the Crescent area is developed it is important that the ongoing challenges for the city as a whole are addressed to ensure places are not left behind as regeneration takes place.



CGI: Riverside development at Two New Bailey Square

Regeneration in Salford

Salford's growth strategy has in recent years focused on investment in iconic buildings, new infrastructure and public realm, new homes, education, health facilities and business.

From major developments to city parks, revitalised waterways and green spaces, Salford is being rebuilt and now more people than ever before are choosing it as a place to live, work, invest and visit. The City is also investing in its transport infrastructure, both to improve connectivity, and to support the sustainable growth of the city.

Salford is capitalising on its unique identity, assets and entrepreneurial skills to provide real benefits for its growing population. Key recent achievements include:

- The £550 million MediaCityUK development at Salford Quays
- The £26 million Salford City Stadium and future associated development
- The completion of Greengate Square which is set to be the catalyst for £400 million in private sector investment
- New innovative projects like the Soapworks and The Landing
- The revitalisation of key areas along Chapel Street and the riverside corridors of the Bridgewater Canal and the River Irwell
- The £650 million scheme to transform Pendleton which has 1,500 new homes built, 1,300 homes modernised and 500 new jobs.
- The brand new riverside development at New Bailey which includes hotels, offices and restaurants and residential accommodation in close proximity to Manchester's city centre.

Building on the success of the recent and planned development in the surrounding area, the Crescent is on course to become a major new city district over the next 20 years.

02. Salford's Time

A Strategic Location

City Centre Salford

The Greater Manchester context is critical in understanding Salford today. Salford, and particularly City Centre Salford, sits at the heart of the metropolitan area. Due to this strategic location, Salford has seen a turnaround in its fortunes over recent years, reversing decades of population decline and securing high levels of investment. This significant growth and investment in recent years now provides a major concentration of employment, retail, leisure, tourism and cultural opportunities.

The city is now delivering high levels of growth, in both new housing and new jobs, and is helping to drive forward both Salford's and the Greater Manchester economies.

The Development Framework area sits within City Centre Salford which represents a major opportunity: City Centre Salford is directly adjacent to Manchester City Centre and this area of Salford, more than any other, is experiencing a period of considerable transformation and growth, and has potential to catalyse development across the rest of Salford.

Regeneration Areas:

- | | |
|--|--|
| ● SALFORD | ● MANCHESTER |
| ① Charlestown | ① St Johns |
| ② Chapel Street | ② St Mary's Parsonage |
| ③ Lower Broughton | ③ Medieval Quarter |
| ④ Middlewood Locks | ④ Ramada Complex |
| ⑤ MediaCityUK | ⑤ NOMA |
| ⑥ Greengate | ⑥ Northern Gateway |
| ⑦ Pendleton PFI | |
| ⑧ Adelphi Riverside | |
| ⑨ Salford Central | |
| ⑩ Liverpool Street | |
| ⑪ Irwell River Park | |

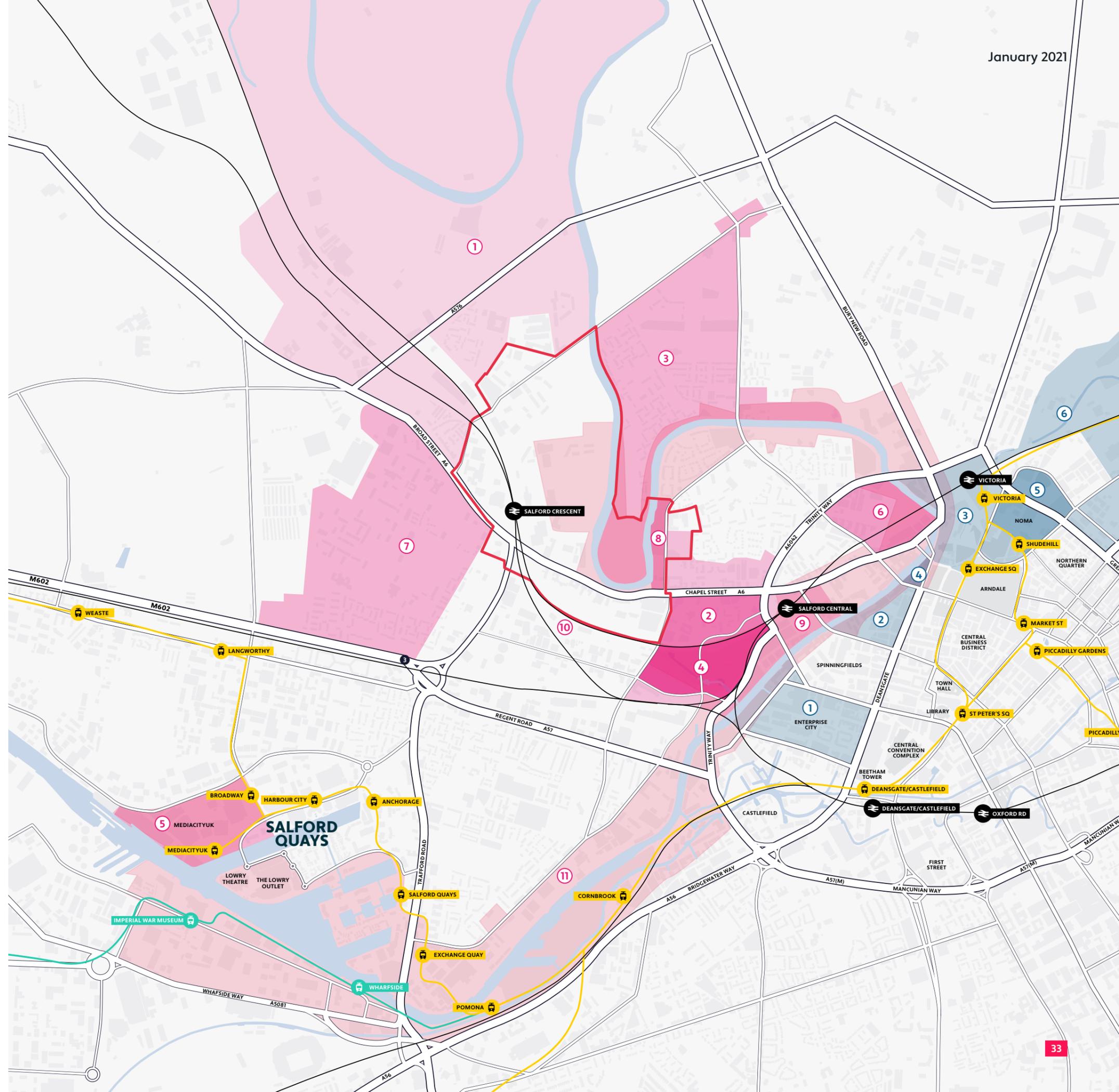


Figure 2.2 / Strategic Location

02. Salford's Time

A Strategic Location

Innovation Triangle

Not only is the Development Framework area located within a strategic location in terms of the Greater Manchester context, it also sits within the highly significant 'Innovation Triangle'. This comprises MediaCityUK, Salford Royal Hospital and the University of Salford.

MediaCityUK has changed the face of the city, creating a globally important home for creative, digital and media industries. This, coupled with the work being undertaken by the University of Salford, and Salford Royal Hospital, creates a unique Innovation Triangle across the area.

In light of this, the Framework area should not be viewed in isolation - it is a critical component that can unlock a wider transformational opportunity to deliver an innovation district at scale - mixing future employment, residential and cultural uses.

As a broader investment proposition, it builds on and will benefit from the other components of Salford's Innovation Triangle including:

- 

Continued growth of the Tech cluster already thriving at MediaCityUK & the Quays and the wider sector across GM
- 

Rapid growth of the City Centre Salford
- 

Planned doubling in size of MediaCityUK and the wider Quays areas over the next 10 years
- 

Future development opportunity areas at Liverpool Street and the area immediately north of MediaCityUK.

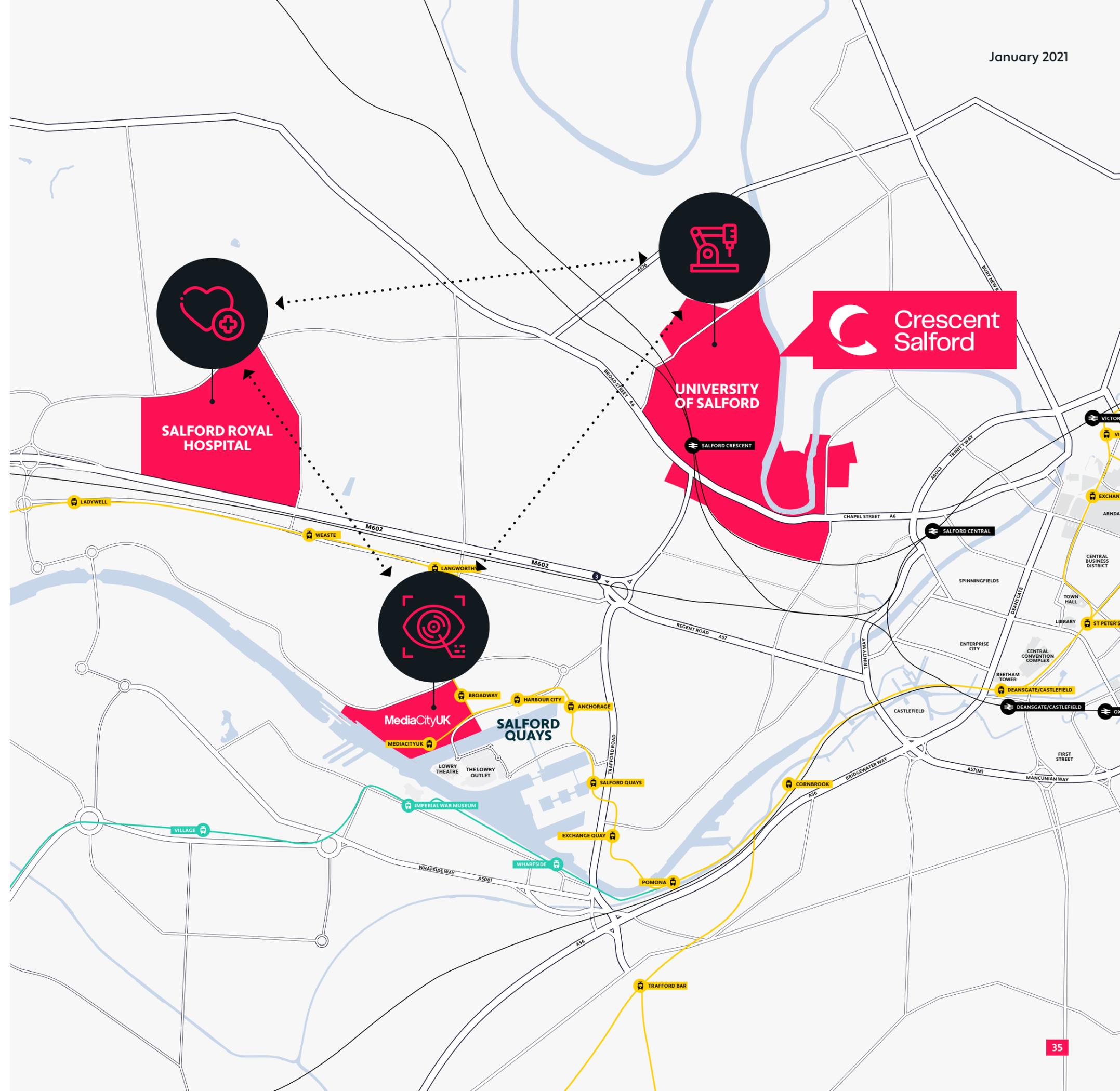


Figure 2.3 / Innovation Triangle

02. Salford's Time

The City of Salford Unitary Development Plan (UDP)

June 2006

The 'saved' policies of the Unitary Development Plan (UDP) form part of the city's current Development Plan.

Policy E3

Knowledge Capital

A Knowledge Capital, consisting of a cluster of knowledge-based employment, education-related uses, cultural facilities, and other complementary uses, will be developed based around the internationally important University of Salford and linking through to the universities within the city of Manchester.

Policy MX1/2

Mixed-Use Area

Policy MX1 seeks to develop a vibrant mixed-use area with a broad range of uses and activities, and development within these areas will be required to support this.

Policy E3

Knowledge Capital

A Knowledge Capital, consisting of a cluster of knowledge-based employment, education-related uses, cultural facilities, and other complementary uses, will be developed based around the internationally important University of Salford and linking through to the universities within the city of Manchester.

An extract of the Proposals Map relating to Crescent which shows the relevant designations is provided at Appendix A.

SCC is now preparing a new Local Plan for the city which, once adopted, will supersede the policies within the UDP.

The Salford Local Plan: Development Management Policies and Designations (SLP:DMP)

Publication Version (January 2020)

The publication version of the Local Plan was published for consultation in January 2020 with comments invited until March 2020. The plan is expected to be submitted to the Secretary of State in 2021. The following key policies have been considered in the preparation of this Development Framework.

Policy F1

An Inclusive Development Process

Developers are strongly encouraged to involve local residents, businesses and other stakeholders throughout the development process.

Policy F2

Social Value and Inclusion

Development shall be located, designed, constructed and operated so as to maximise its social value and contribution to making Salford a more socially inclusive city.

Policy EF2

Coordinated Development

Development will not be permitted if it would unacceptably hamper or reduce the development options for adjacent sites or the wider area. Development must make provision for, and be phased with, supporting infrastructure, facilities, and appropriate environmental mitigation.

Policy AP1

City Centre Salford - Crescent, University of Salford and Innovation Park (G)

The area will provide a distinctive western entrance to the City Centre. Its historic buildings, coupled with enhanced views and connections to surrounding open spaces, will offer an attractive context for any further development. The green character of Peel Park will be extended across the A6 around Fire Station Square, and high quality public realm will unify the important cluster of heritage, cultural and university assets, providing a strong, active focus for the area. The university campus will continue to be improved and the adjacent Innovation Park enhanced for knowledge-based uses. Residential uses will be focused in the area to the south of The Crescent. The line of the former Manchester Bolton and Bury Canal provides an opportunity to open up new green infrastructure through this area.

Policy AP4

Salford Innovation Triangle

Development shall:

- Support its role as the key focus for innovation-led economic growth within the city;
- Enable enhancements in the area's infrastructure, including:
- Deliver the latest digital infrastructure throughout the area;
- Provide a new Metrolink line between Salford Quays and Salford Crescent Station, potentially with a bus transit scheme being developed initially, better connecting the two anchors of MediaCityUK and the University of Salford.

Policy A1

Supporting Sustainable Transport

Development shall:

- Help to reduce the overall need to travel through its location, density and mix of uses;
- Enable a modal shift towards more sustainable forms of transport such as walking, cycling and public transport;
- Minimise any adverse impacts on transport networks; and
- Be phased with the provision of sufficient transport infrastructure and services.

Policy ED3

University of Salford

The continued enhancement of the facilities and campuses of the University of Salford will be supported. Development shall:

- Form part of a comprehensive development strategy to ensure that the university's estate is properly coordinated and managed;
- Support an increase in use of public transport, cycling and walking;
- Take advantage of opportunities for greening the campus; and
- Promote links between business sectors and the university's skills and research strengths to support the Industrial Collaboration Zone aspirations, including enhancement of Salford Innovation Park.

Policy HE6

Canals

The canals in Salford will be protected as important heritage assets, including the Manchester, Bolton and Bury Canal and its former line.

- Development alongside the line of the canal shall facilitate its restoration or, where this is not practicable, provide open space incorporating walking and cycling routes and heritage interpretation features along its line so that the potential for future restoration is retained and people can appreciate the history of the canal.
- Development that would prevent or significantly hinder the future restoration of the canal or its tow-path will not be permitted.

Figure 2.5 / Emerging Salford Local Plan



<https://map.salford.gov.uk/publication-local-plan-policies-map/>

The above policies, alongside those outlined in Appendix A, form the context for the development of the Development Framework.

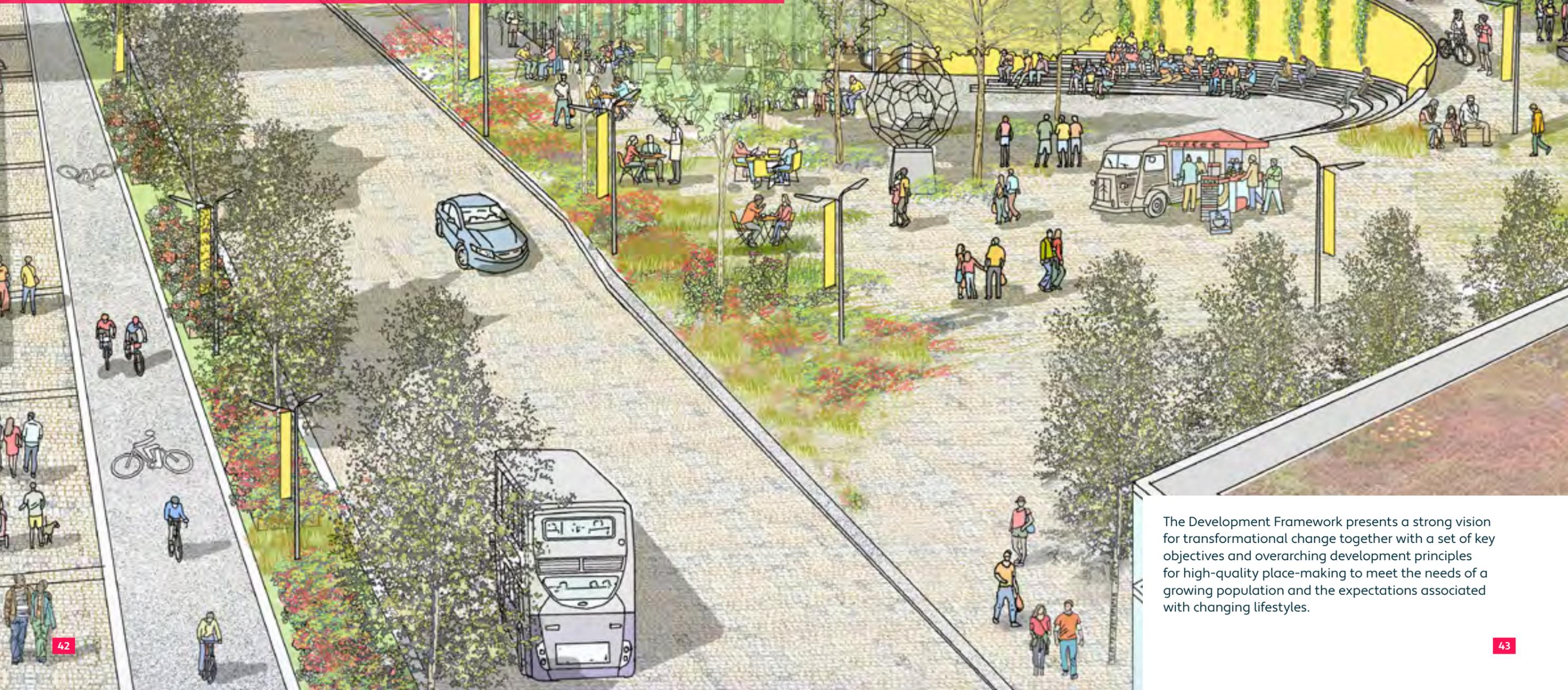
03.

The Vision

03. The Vision

“The Crescent Development Framework aims to transform this part of Salford into a globally recognised destination for people to live, learn, work, visit, play and be active. It will build on the existing positive characteristics of Salford, such as the historic environment around the Crescent Conservation Area, to deliver a distinctive sense of place. It will create an inspiring, attractive and sustainable place which generates professional and educational opportunities for the benefit of the wider community whilst also protecting and enhancing the natural environment.”

Figure 3.1 / Frederick Road Podium - Visual



The Development Framework presents a strong vision for transformational change together with a set of key objectives and overarching development principles for high-quality place-making to meet the needs of a growing population and the expectations associated with changing lifestyles.

03. The Vision

In order to deliver this ambitious Vision, twelve key objectives for the Development Framework have been identified, informed by the regeneration context, national and local planning policy (set out in Section 2) and the site’s constraints and opportunities (set out in Section 4).

In developing these objectives regard was also had to the United Nations Sustainable Development Goals (UN SDGs) and the 10 characteristics set out within the National Design Guide which are discussed in the sections below.

Flowing from these key objectives are a set of overarching development principles at both the Framework-wide level and the character area level in order to ensure high-quality placemaking in order to deliver this ambitious vision. These are set out within Sections 5-8 of this Framework.

United Nations Sustainable Development Goals (UN SDGs)

The UN SDGs are an internationally recognised set of objectives to 2030 that seek to achieve a better more sustainable future and were adopted by all United Nations Member States in 2015.

There are 17 Sustainable Development Goals all of which are intrinsically connected.



Figure 3.2 / UN Sustainable Development Goals

The following SDGs are of particular relevance to the Framework area and have formed a key consideration in the development of the objectives outlined on the following pages.

- **Goal 1**
No Poverty
Economic growth must be inclusive to provide sustainable jobs and promote equality
- **Goal 3**
Good Health and Well-Being
Ensuring healthy lives and promoting the well-being for all at all ages is essential to sustainable development.
- **Goal 8**
Decent Work and Economic Growth
Sustainable economic growth will require societies to create the conditions that allow people to have quality jobs.
- **Goal 9**
Industry, Innovation, and Infrastructure
Investments in infrastructure are crucial to achieving sustainable development.
- **Goal 11**
Sustainable Cities and Communities
There needs to be a future in which cities provide opportunities for all, with access to basic services, energy, housing, transportation and more.
- **Goal 13**
Climate Action
Climate change is a global challenge that affects everyone, everywhere.

03. The Vision

The National Design Guide (October 2019)

In developing the Objectives for the framework, the National Design Guide has also been referenced, building upon the Vision and UN SDGs identified in previous sections. The National Design Guide identifies 10 characteristics grouped into three key pillars of climate change, community and character. These ten characteristics are then used to create physical character, nurture and sustain a sense of community and work to address issues affecting climate change. They all contribute towards the cross-cutting themes for good design set out in the National Planning Policy Framework (NPPF) and National Planning Policy Guidance (NPPG).

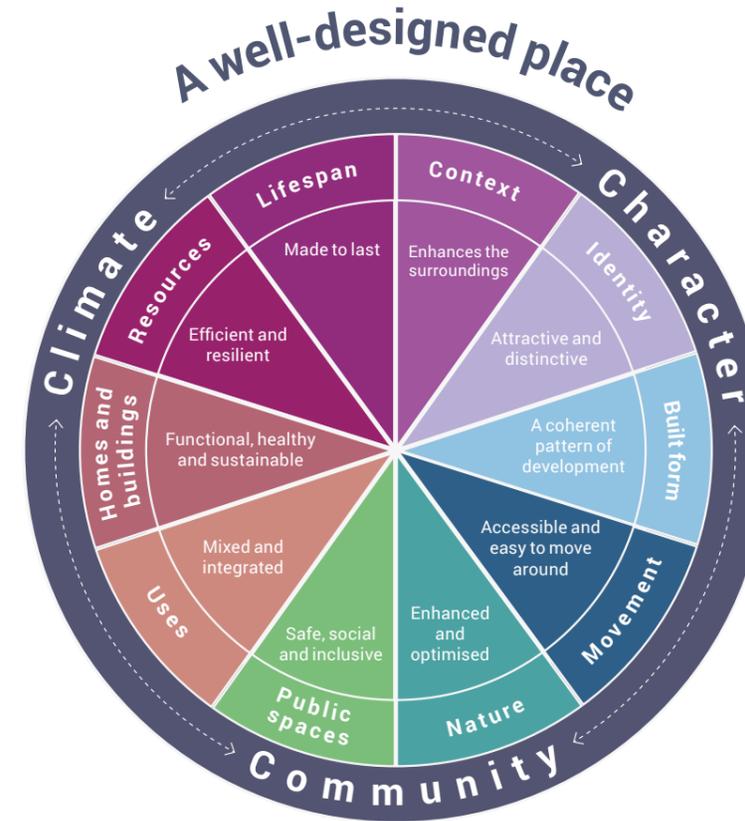


Figure 3.3 / 10 Key Characteristics (Source: National Design Guide, MHCLG, October 2019)

These three key pillars are considered to be key drivers for the Development Framework. They have informed the Framework-wide and character area development principles for the Crescent, set out in Section 5 and Section 6 respectively. The matrix adjacent outlines how they link directly with the key Partner policy priorities, which are set out on page 20.



Climate Change

Salford City Council is targeting Net Zero Carbon by 2028 and the UK Government has a target of 2050. Adapting to and mitigating against climate change and the drive towards sustainable and carbon neutral development is a key consideration of the Development Framework. It will play a major role in the design of future developments within the Framework Area.



Character

The Development Framework identifies six zones across the Crescent area, taking their existing characteristics and weaving them together to create an area with distinctive physical characteristics running through it.

Retaining and building upon the areas existing character whilst bringing new development forward presents a major opportunity to deliver a unique and distinctive new district in Salford.



Community

The Framework area comprises a varied and diverse community, including University students and local residents.

The Development Framework has been prepared with a focus on integrating the existing communities in order to ensure that both the existing and future communities can thrive.

10 KEY CHARACTERISTICS - NATIONAL DESIGN GUIDE

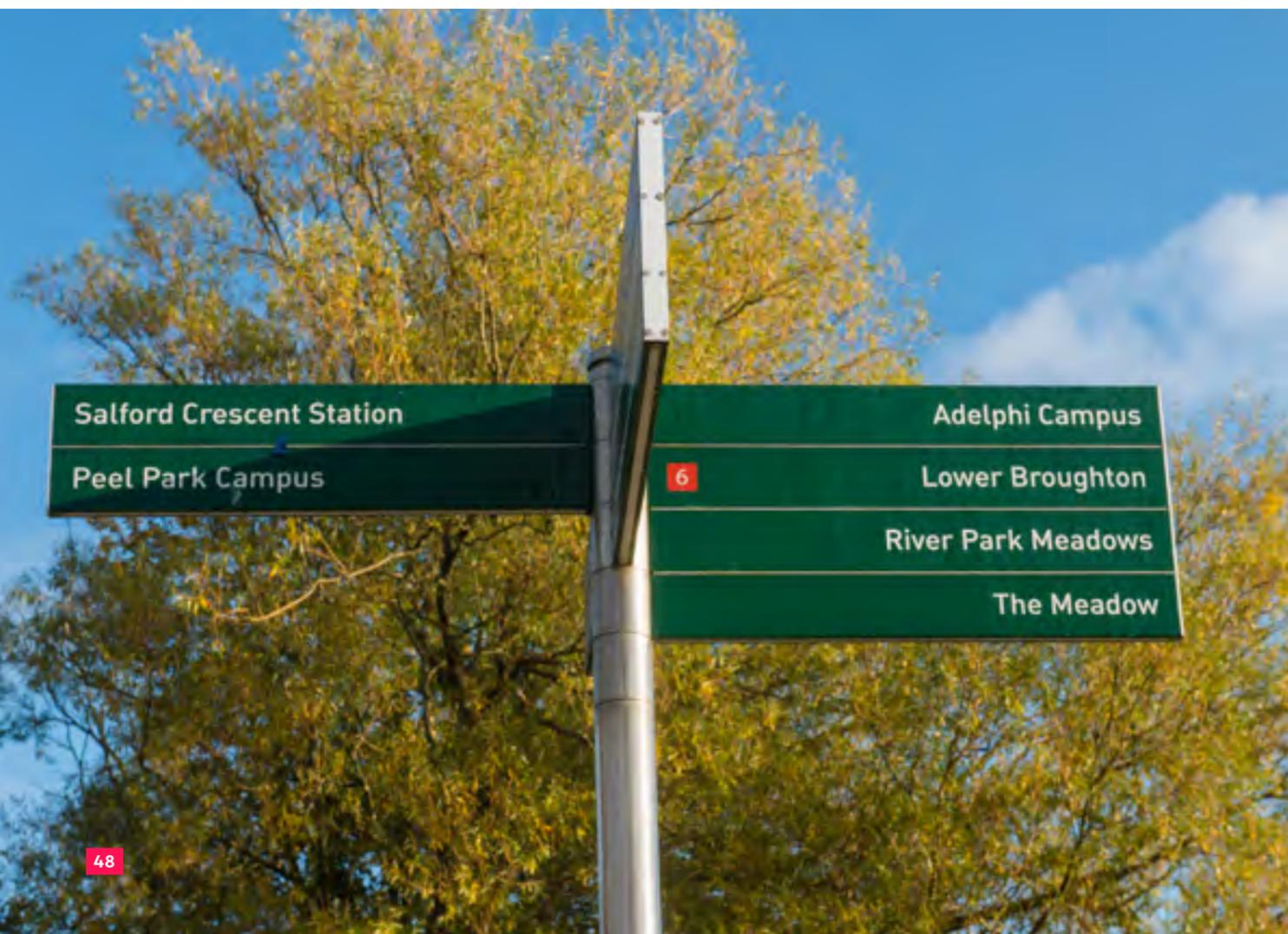
	Context	Identity	Built form	Movement	Nature	Public spaces	Uses	Homes and buildings	Resources	Lifespan
Learning and Innovation										
People, Community and Tackling Inequality										
Culture and Creativity										
Strong and Diverse Economy										
Connectivity, Movement and Sustainable Transport										
Environment and Blue-Green Infrastructure										
Climate Change and Sustainability										

7 PARTNER POLICY PRIORITIES

03. The Vision

Key Objectives

Underpinning the Vision are a series of key objectives, grouped under the key Partner policy priorities. These form the structure around which the Framework-wide and character area specific principles and Illustrative Masterplan have been formulated to guide future development and investment across the area.



Learning and Innovation

1. Support and enhance the future development of the University

- Transform the University’s Campus and the surrounding area to make it an outstanding place to study, work, live and visit and raise the profile of the University regionally, nationally and internationally.
- Enhance the Campus, bridge barriers between the various University zones and enhance existing assets.
- Create a new innovation district to forge stronger links between University teaching and research and industry and employers, bringing economic growth and added value to the Salford economy.
- Crystallise new opportunities to better connect the University with industry. New infrastructure and public realm will better connect the campus to cultural facilities and fantastic green recreational spaces across the area.

2. Enhance the local experience for students and University staff

- Enhance the local experience for students and University staff and ensure that the University campus and wider Crescent area provides an attractive and safe long-term home-from-home base to improve academic performance and graduate retention rates within the City.
- Create a ‘sticky campus’ which would include 24/7 activity to drive economic growth and provide a vibrant and exciting staff and student experience as well as opportunities for local businesses. A ‘sticky campus’ refers to one which encourages students to stay on campus longer rather than go home or elsewhere for entertainment or food and beverage options.



People, Community and Tackling Inequality

3. Provide high quality homes and a mix of tenures

- Bring forward a varied mix of high-quality, adaptable, low energy home for all.

4. Respond to and integrate with local communities

- Respond to, and fully integrate with existing communities which surround the area.
- Create new connections to surrounding communities to ensure that new buildings, places and infrastructure created within the Development Framework area benefit communities adjoining the area.

5. Create opportunity for all and ensure nobody is left behind

- Create opportunities for everyone, reducing inequality, with the aim of leaving a positive legacy for communities within and surrounding the area.
- Deliver social value for the local area by promoting social, economic and environmental sustainability through the project’s life cycle employing a Social Value Strategy for the design, construction, occupation and estate management of the site.

6. Support healthy lifestyles, improved well-being and enhanced opportunities to be physically active

- Support healthy lifestyles and the improved well-being of students and University staff and of current and new residents and employees through the provision of safe and accessible green infrastructure, sustainable transport, enhanced public realm, quality new homes and a range of employment opportunities.
- Explore opportunities to develop and enhance physical health infrastructure and facilities in the locality.

03. The Vision



Culture and Creativity

7. Create a place with culture at its heart

- Build on the fantastic existing assets across the area to create a place rich in culture.
- Create a new cultural hub, centred around the landmark Salford Museum and Art Gallery and former Fire Station.
- Redevelop Maxwell Hall to create a modern conferencing and event centre. Connectivity between assets across the cultural hub will be significantly enhanced by high quality public realm enhancements.



Strong and Diverse Economy

8. Generate high quality employment opportunities and create a truly unique and compelling innovation district

- Generate high-quality employment opportunities across the area.
- The innovation zone will be an attraction to both skilled and creative workers, innovative firms, researchers and investors.
- The innovation zone will be interconnected with the University, MediaCityUK and Salford Royal NHS Foundation Trust to help realise the ambition of the Salford Innovation Triangle.
- The University Industrial Collaboration Strategy (ICS) will be used as a fundamental principle to encourage industry partnership schemes.



Connectivity, Movement and Sustainable Transport

9. Radically change and enhance existing infrastructure and public realm

- Enhance existing and provide new green infrastructure and public realm that will allow for sustainable travel and connectivity throughout the area and into adjacent communities.
- Opportunities will be explored to create a new high-quality transport hub centred around Salford Crescent Station, including potential new Metrolink connections to Salford Quays, creating a destination that is accessible to all.



Environment and Blue-Green infrastructure;

10. Enhance the wealth of existing green assets and significantly increase biodiversity

- Capitalise on the fantastic green spaces and the River Irwell that already exist in the area and create new infrastructure and public realm full of rich greenery that will encourage walking, cycling and recreation.

11. Conserving and enhancing the area's unique historic environment

- Establish a positive strategy for the conservation and enjoyment of the area's unique historic environment and character, celebrating the areas many listed buildings and structures, historic parks and archaeological sites.



Climate Change and Sustainability

12. Lead the way to carbon neutrality

- Lead the way to carbon neutrality with sustainability placed at the heart of new development proposals; creating sustainable transport and infrastructure, ensuring climate resilience, increasing biodiversity, creating healthy streets and public realm and developing highly sustainable and environmentally friendly buildings.

04.

The Crescent

Contextual Analysis

04. The Crescent

Contextual Analysis

Context

The Framework area covers approximately 102 hectares (252 acres). It encompasses an extraordinary array of unique natural, physical, historic and cultural assets centred around the River Irwell and the University of Salford.

The Crescent lies within City Centre Salford, approximately 2km to the west of Manchester City Centre and 1.5km to the north east of Salford Quays. It is easily accessible due to the various transport links and network of walking and cycle routes. The A6 is a primary spine road that leads into Salford from Manchester City Centre.

The red line plan provided at Figure 4.1 below shows the extent of the Development Framework area.

The Development Framework area is comprised of a diverse range of existing buildings, predominantly associated with the University of Salford, including those in educational, commercial, industrial, leisure, cultural and residential use.

The Framework area also contains substantial areas of greenspace and parks including Peel Park, the Meadows and the David Lewis Playing Fields which all adjoin the River Irwell, which traverses the site.

It is surrounded by the well-established residential communities of Lower Broughton, Pendleton, Charlestown, Chapel Street and Adelphi Street together with a range of local businesses and industrial operations.

This section provides a description of the Framework area as it is today and identifies the key opportunities and challenges that have informed the preparation of the Development Principles and Illustrative Masterplan.

Figure 4.1 / Red Line Plan



Land Uses

Within the Framework area there are a diverse range of land uses present all centred around the University of Salford's Peel Park Campus including educational, industrial, commercial, leisure, residential and cultural uses, as shown in the figure below.



To the north of the Framework area around Frederick Road, the Salford Innovation Park and the Innovation Zone there are a cluster of industrial buildings interspersed by low rise residential properties known as Strawberry Hill. Beyond the boundary to the north the area is characterised by low rise residential communities and industrial uses.

The central and western elements of the Framework area comprise the University of Salford's main campus and include associated uses including teaching facilities and student accommodation.

This area also forms the heart of the Crescent's rich and diverse cultural offer focussed around Salford Museum and Art Gallery, the Working Class Movement Library, Peel Hall, Maxwell Hall and New Adelphi Theatre.

To the south of the A6 along the Crescent the area is mixed-use in nature with University buildings, commercial units, community uses, residential properties, leisure uses and industrial units together with a large expanse of surface car parking. Within this area there are a number of vacant buildings including the former Police HQ. Beyond the boundary to the south is the railway line and industrial uses associated with CEMEX operations on Hope Street.

The east of the Framework area is characterised by the green spaces of Peel Park, the Meadows and David Lewis Playing Fields which adjoin the River Irwell. To the east of the river is the emerging Adelphi Street community, vacant buildings including the Old Adelphi and Centenary Building and surface car parks. Beyond this to the north and east are the well-established communities of Chapel Street and Lower Broughton.

Careful consideration will need to be given as to how the proposals refer to and integrate with surrounding uses and communities.

Figure 4.2 / Land Usage Plan

- KEY**
- Site Boundary
 - University of Salford
 - Residential
 - Student Residential
 - Commercial
 - Mixed Use
 - Industrial
 - Pubs/Bars/Restaurants
 - Cultural
 - Educational
 - Religious Buildings
 - Salford City Council
 - Vacant Buildings
 - Institutional



04. The Crescent Contextual Analysis

Land Ownership

The majority of the land within the Framework area (**approximately 90%**) is under the ownership or leased by the University of Salford and Salford City Council. However, as shown on the figure below there are also a number of private ownerships within the Framework boundary including landholdings controlled by:

- Salford City College;

- Network Rail;

- Electricity North West Limited;

- Travis Perkins Limited;

- Canal and River Trust;

- Salix Homes;

- Done (Property) Limited;

- Myliko International (Wines) Limited;

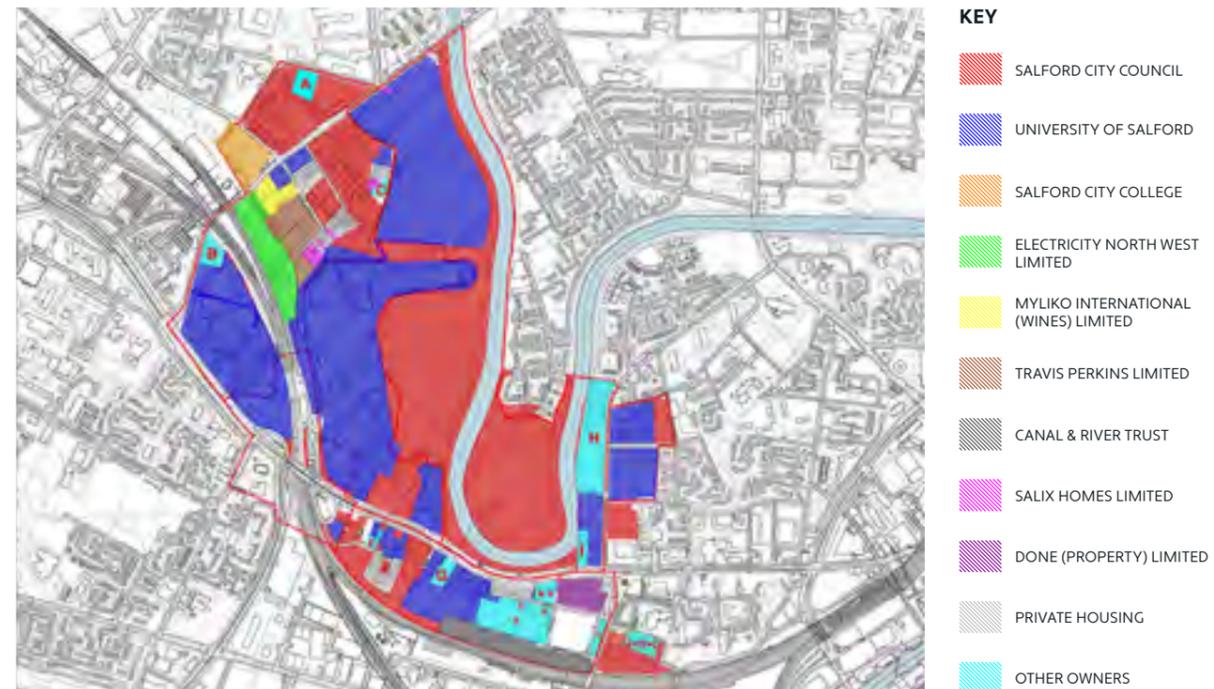
- Private Residential Properties; and

- Citroen UK Limited.

Given that the majority of the Framework area is controlled by the Partners, this will enable the coordinated delivery of the proposals over the next 20 years. The Partners have worked collaboratively to ensure that the proposals presented in this Framework have been prepared in a holistic manner in order to secure the widest possible range of regeneration benefits locally and across the City.

It is recognised by the Partners that existing businesses, social enterprises and residential communities contribute to the vitality and viability of the area as a place to live and work. The Partners are committed to engaging with the local community to understand the issues that are important locally and to generate significant social value over the next 20 years.

Figure 4.3 / Land Ownership



Scale and Density

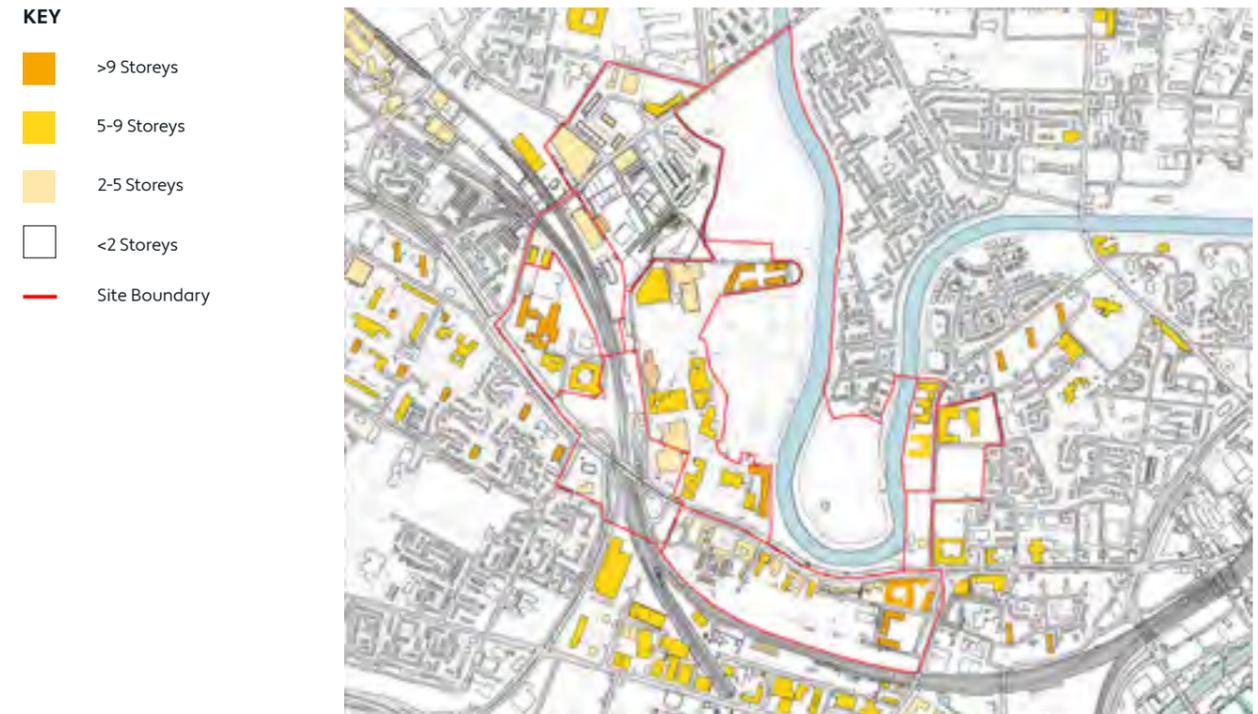
As shown on Figure 4.4, the scale and density of existing development varies across the Framework area, typically ranging between 1-4 storeys in height. However, there are also a number of taller buildings present including:

The Local Crescent	16-22 storeys
Outwood Wharf	18 storeys
Maxwell Building	10 storeys
Peel Park Student Residential	10 storeys
Allerton Building	9 storeys
Adelphi Wharf	7-9 storeys

The scale of development in the area continues to evolve, particularly around the A6, influenced by the large-scale regeneration schemes that have come forward in Salford Central and Chapel Street. The north of the site consists of lower-rise industrial buildings ranging between 1-3 storeys.

The residential communities surrounding the Framework area including Pendleton, Lower Broughton, Charlestown and Adelphi Street are generally characterised by lower rise family housing.

Figure 4.4 / Scale and Density



04. The Crescent

Contextual Analysis

Historic Environment

The name ‘Salford’ is rooted in its riverside location as it is derived from ‘sallow’, a type of willow, and ‘ford’, meaning a crossing. In the early 13th Century, Salford began to evolve as a small town just east of the Framework area in a triangle of land bounded by the River Irwell, Sergeant Street - now Chapel Street, Gravel Lane and Greengate.

By 1794, development had extended from Salford’s historic core to the Crescent creating large townhouses and gardens overlooking the River Irwell and surrounded by fields to the south. These were later largely replaced by housing and coal yards linked to the Manchester, Bolton and Bury Canal following its completion in 1808.

With the creation of Peel Park, the first public park in England in 1846, and the Museum and Art Gallery in 1850, the area became a new Civic Centre for Salford, home of the Fire Station, Police Headquarters and Technical College.

The development of the Royal College of Advanced Technology (later University of Salford) and Peel Park Technical College (later the Salford College of Technology) and then the University College Salford during the 1960’s and 70’s, established the area as the main centre for higher education in the City. This position was further enhanced following the merger of these institutions in 1996 to form what we now know as the University of Salford.

L. S. Lowry studied at Salford School of Art, housed in the present Peel Building, between 1915 and 1928. Lowry was fascinated by the relationship between the Park and its industrial setting. He often painted Peel Park and also fantasy versions of Peel Park: ‘Sunday Afternoon’ features a boating lake, ‘The Bandstand, Peel Park, Salford’ (1931).

Designated Heritage Assets

As shown on Figure 4.5, the Framework area contains a rich history which can be observed from the number of designated (and non-designated) heritage assets and parks.

Conservation Areas

Much of the Framework area falls within the Crescent Conservation Area and part of the area to the south-east falls within the Adelphi Bexley Square Conservation Area:

- The Crescent Conservation Area was designated by SCC in 1981 and covers an area of 11.42 hectares which includes Peel Park and David Lewis Recreation Ground to the north and the Civic and Educational Centre to the south, together with buildings along the Crescent. SCC prepared and adopted the Crescent Conservation Area Character Appraisal in May 2008. The Crescent Conservation Area is currently identified as being ‘at risk’ by Historic England (Heritage at Risk register, 2020).
- Adelphi Bexley Square Conservation Area was designated by SCC in 1978 and covers an area of 6.70 hectares including Chapel Street to the south together with the two distinct areas around St Philip’s Church and Bexley Square.

Listed Buildings

There a number of Listed Buildings within the Framework area as listed within the table adjacent and shown on Figure 4.5. These contribute to the area’s distinctive character.

Non-Designated Heritage Assets

Locally Listed Buildings

The Framework area contains a number of non-designated heritage assets as identified in Salford’s Local List of Heritage Assets and as shown on Figure 4.5.

Former line of the Manchester, Bolton & Bury Canal

The former line of the Manchester, Bolton and Bury Canal is located to the south of the Crescent within the Framework area. The canal was commissioned by local landowners and businessmen and was constructed c.1791-1808 to connect Bolton and Bury with Manchester. The canal, when fully opened, was 15 miles long and was accessed via a junction with the River Irwell in Salford. Since its demise in the 1960s the canal has been culverted and some sections in-filled.



Queen Victoria Statue



Salford Museum & Art Gallery



Peel Building

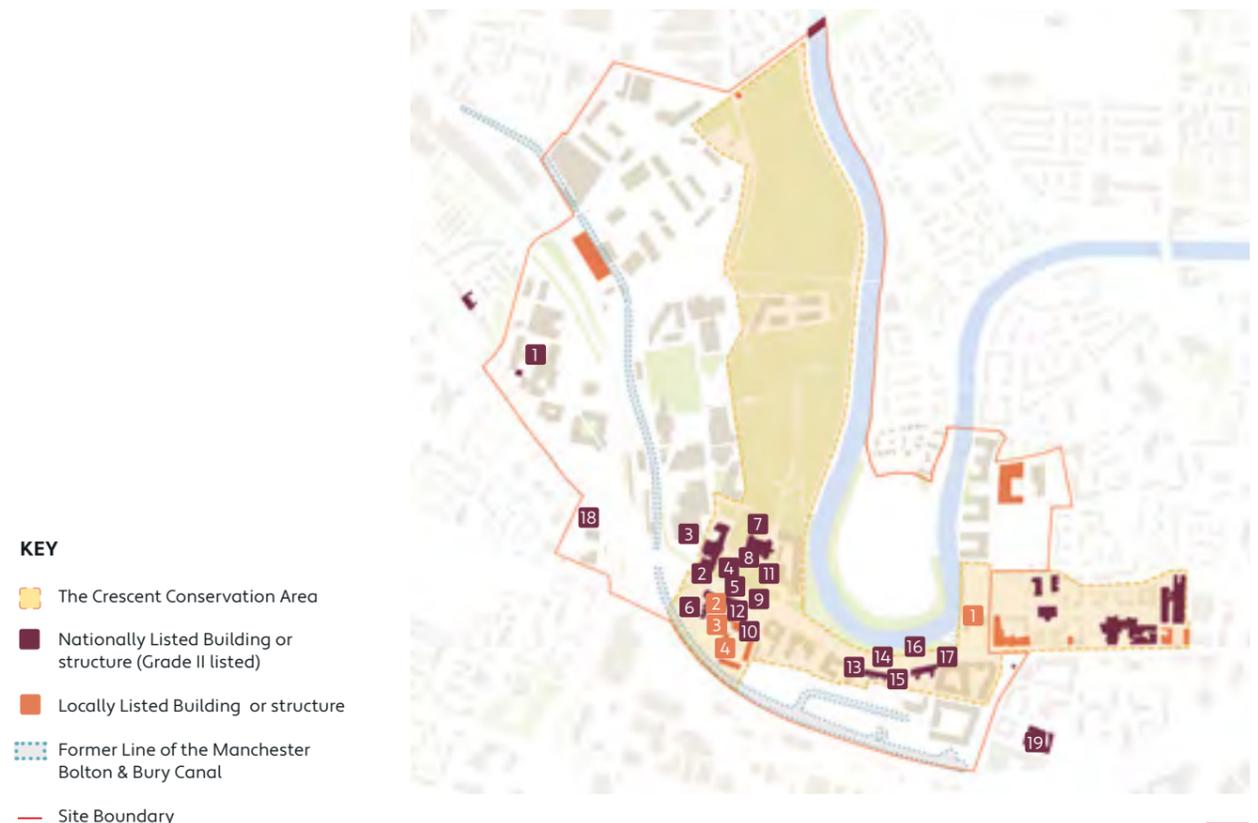
LISTED BUILDINGS

Ref.	Description	Grade
1	Three totem sculptures in front courtyard of the Allerton Buildings on Salford University Campus	II
2	Former Nurses Home	II
3	Peel Building	II
4	Gazebo to east of Peel Building	II
5	Joule House	II
6	2, 4 and 6 Acton Square	II
7	Royal Art Gallery, Museum and Library	II
8	Statue of Queen Victoria	II
9	War Memorial in Albion Place	II
10	The Old Fire Station	II
11	Statue of Prince Albert	II
12	Telephone Kiosk Adjacent to Albion Place	II
13	1 Hulme Place	II
14	22-34, The Crescent	II
15	1 Massey Street	II
16	19,20 and 21, The Crescent	II
17	17, The Crescent	II
18	Lancashire Fusiliers Memorial	II
19	Islington Mill	II

LOCALLY LISTED BUILDINGS

Ref.	Description	Salford ref.
1	Adelphi Building	HE_LLIW22
2	NatWest Bank, Albion Place	HE_LLIW11
3	Fire Station, Albion Place	HE_LLIW01
4	1-30 Fire Station Square	HE_LLIW17

Figure 4.5 / Statutory and Non-Statutory Heritage Assets



KEY

- The Crescent Conservation Area
- Nationally Listed Building or structure (Grade II listed)
- Locally Listed Building or structure
- Former Line of the Manchester Bolton & Bury Canal
- Site Boundary

04. The Crescent Contextual Analysis

University Campus

The University of Salford has grown significantly since its creation in 1896 and has a proud heritage rooted in the Industrial Revolution. It is passionate about engaging with and developing local communities across Salford and Greater Manchester, through pioneering exceptional industry partnerships to lead the way in real world experiences, preparing students for life after University.

The University has two campuses across Salford: Peel Park and MediaCityUK. Peel Park is the site of the former Royal Technical Institute of Salford, as set out in the previous section; MediaCityUK is the digital, creative and media campus.

Peel Park Campus

The Peel Park campus has an indiscriminate character, which has been the result of many years of sporadic improvement and investment. The University has acknowledged that further investment and intervention is now required which has been reflected in the previous masterplanning efforts relating to the University campus, including the most recent 2020 Masterplan Refresh. This Development Framework provides the opportunity to consider this holistically in the context of the wider Crescent area which presents a significant opportunity.

The University exerts a strong presence onto the A6, characterised by the red-brick grandeur of the Peel Building and Salford Museum and Art Gallery to the north - known as the 'civic gateway', with Albert Bentley Place and nearby Victorian villas of the Working Class Movement Library located directly opposite to the south.

Moving further north into the campus, the history fades and the character of the campus becomes much less clear, with buildings of differing ages and characters. Most notably, the Newton Building, housing part of the School of Science, Engineering and Environment (SEE) is a low-rise workshop and laboratory building set low into the campus topography and built of concrete blocks and aluminium windows and now clearly showing its age.

The original 1960's masterplan established a North-South pedestrian route, linking the civic gateway described above to a 'college green' at the heart of the campus - this pedestrian-friendly route is still strongly evident today.

The central area of the campus is dominated by the New Adelphi Building, built as part of a previous plan to relocate the School of Art and Media onto the main campus from the remote and disconnected Adelphi area of the campus.

Other central campus buildings such as Lady Hale and the Clifford Whitworth Library make little contribution with the latter, and whilst having recently undergone significant internal refurbishment, provide a very poor external image of a contemporary library service for prospective visitors and students.

Beyond the Library and New Adelphi Building, the campus character opens up again to reveal the 'college green'.

Further north, the campus is largely characterised by student accommodation village, the Students Union Building and the Tom Husband Sports Centre. Here there is a strong community feel with high quality residences set within a green, parkland setting consisting of Peel Park to the east and David Lewis Sports Ground to the north.

To reach the Frederick Road Campus, from Peel Park requires crossing the railway line via a footbridge, only to arrive on the edge of the A6 rather than on campus. Connectivity is poor and the character of the Frederick Road campus has no consistency with that of the Peel Park Campus. The Mary Seacole building turns it back on to the A6 which further emphasises this.

Equally dominant is the Allerton Building - a vast and sprawling 20,000 sqm 1960's concrete framed building which sits amongst car parking. Isolated yet connected to a sequence of other low lying support buildings, the arrangement forms a small but wind-swept courtyard accommodating the Grade II listed totem structures. The Allerton Building is in poor repair and is surplus to requirements.

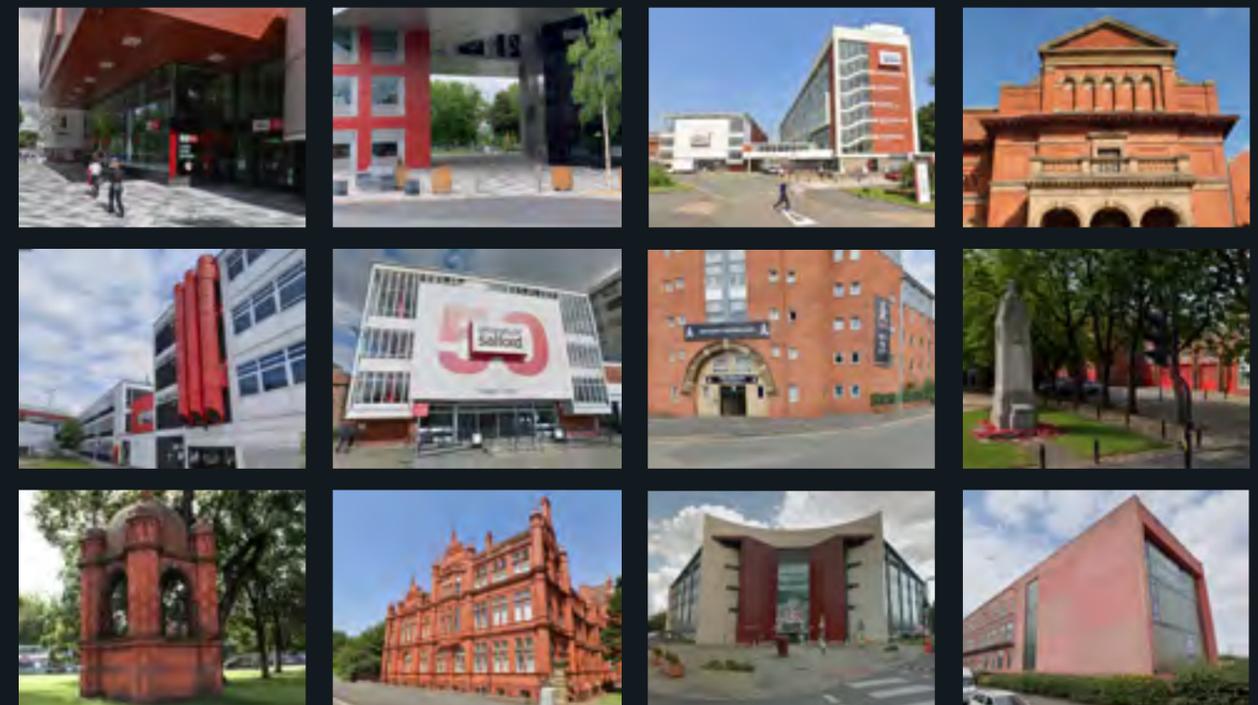
There is a clear need to provide an appropriate University experience for students and staff on the Frederick Road site, therefore, as much as there is a need to provide investment in new academic facilities, the issues of connectivity, arrival and sense of place also needs to be resolved.

Campus Colour Palette

The colour scheme of the University buildings is dominated by shades of red which vary in hue across the site.

Many of the older buildings are red brick which has meant terracotta hues dominate the areas with more heritage. Newer buildings have incorporated stronger reds often used as accents against white façades.

This identity of built form gives the Peel Park campus a certain level of placemaking identity which is currently not echoed in other site features and materiality.



04. The Crescent Contextual Analysis

Sustainable Transport, Connectivity and Movement

The Crescent is situated in a highly sustainable location within City Centre Salford. It is well connected to public transport via Salford Crescent Rail Station and a wide range of bus services that use the A6 Crescent, all providing good opportunities to access the site from varied destinations. The area is also bisected and surrounded by cycle routes (both off road and on road).

However, the level of vehicular traffic using the A6 and the physical barrier the A6 presents in certain locations along the Crescent, can result in a poor pedestrian environment during busy periods and limits north-south connectivity in some areas.

Figure 4.6 / Connectivity



Walking & Cycling

Cycling

The Bee Network represents a vision for Greater Manchester to become the very first city-region in the UK to have a fully joined-up cycling and walking network: the most comprehensive in Britain covering 1,800 miles. As shown within Figure 4.7 there are a number of routes that have been identified as part of the Bee Network. The A6 and most of Frederick Road is identified as a 'Busy Beeway' - a corridor on busier roads that will require a higher level of design intervention to improve cycling and walking. TfGM currently has proposals to expand the network in the vicinity of the Framework area around Chapel Street, Islington and Trinity Way.

Route 6 of the National Cycle Network bisects the Framework area from north to south partially travelling alongside the banks of the River Irwell along Meadow Road and linking to Wallness Lane. Improvements have been made locally to the riverside walkway adjacent to Peel Park

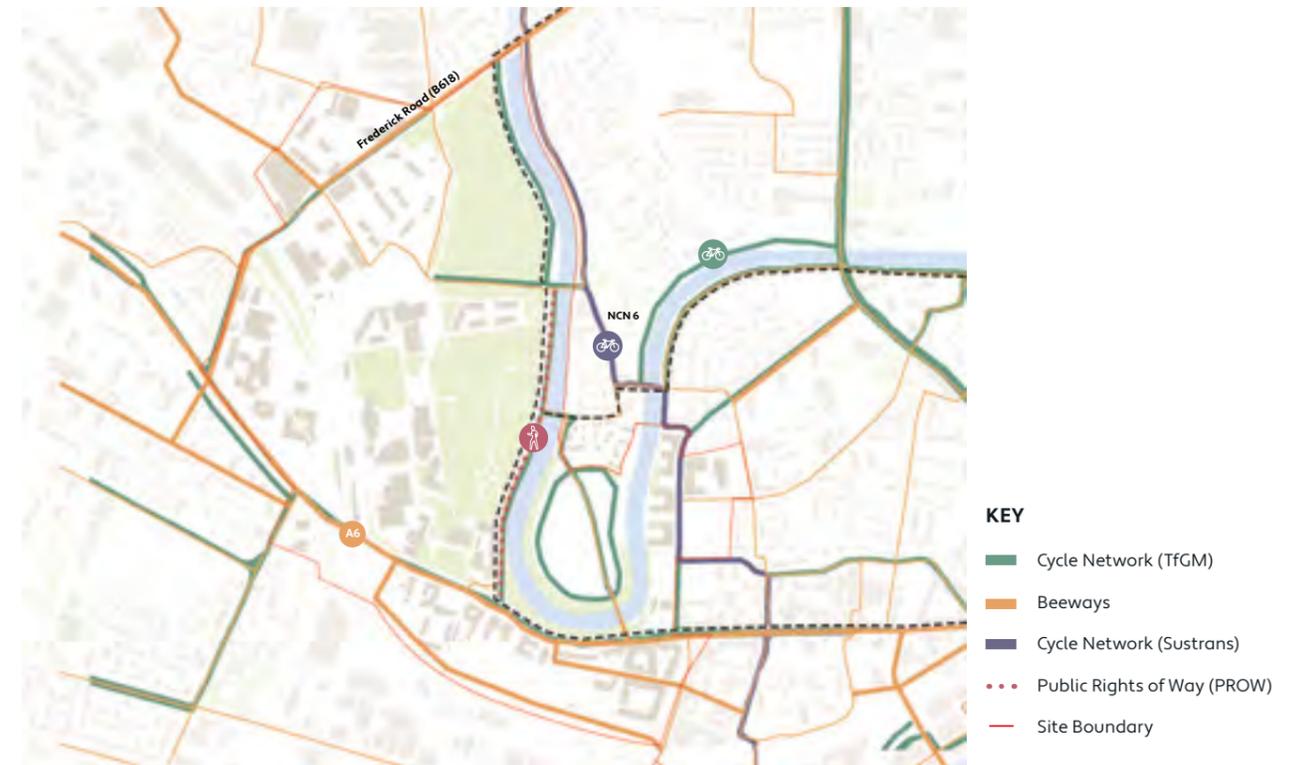
and David Lewis Playing Fields to enhance off-road pedestrian and cycle connections.

The Development Framework represents a generational opportunity to significantly reduce car dominance and to create safe cycle infrastructure linking with other sustainable modes including Salford Crescent Railway Station.

Walking

A Public Right of Way runs along the western edge of the River Irwell. Current pedestrian connections and infrastructure throughout the Framework area are disjointed with major arterial routes such as the A6, Frederick Road and Albion Way creating barriers to efficient permeability across the area. The quality of the public realm and footway treatments varies across the area; however, the overall pedestrian experience as it currently stands is generally poor, especially around the periphery of the Framework boundary.

Figure 4.7 / Walking and Cycling



04. The Crescent Contextual Analysis

Public Transport

Bus

The Framework area is well served by several high frequency bus routes that stop along the A6, Frederick Road, Lower Broughton Road and Adelphi Street including services 26, 27, 34, 35A, 36, 50 and 100C. Services connect the area to wider region traveling east towards Manchester City Centre and west across Salford and onto destinations such as Bolton, Leigh and the Trafford Centre. The A6 is a busy travel corridor with approximately 40 buses per hour travelling along the Crescent.

In association with the movement of some University departments to MediaCityUK, there is a direct bus service from Salford Crescent Station to MediaCityUK running at 10 minutes intervals.

Train

Salford Crescent mainline rail station lies at the heart of the Framework area, fronting onto the A6 Broad Street/ Crescent, a dual carriageway radial route into the city fed by the A580 East Lancs Road. The station is built on a short common section of route heading north west, with platforms located hard up between two junctions, known as Windsor Bridge South Junction and Windsor Bridge North Junction.

Of the two diverging routes heading south east from the station, the northerly route heads towards Salford Central and Manchester Victoria. The southerly route, also known as the 'Windsor Link', heads towards Manchester Piccadilly via Manchester Oxford Road and Deansgate stations (the 'Castlefield Corridor'), and a complex series of junctions in the Ordsall Lane area. Of the two routes heading north west from the station, the more easterly leads towards Bolton and Preston, and the westerly route towards Atherton and Wigan.

There are frequent services from the station and the railway in this area is heavily used. There are usually 11 trains per hour (tph) in each direction. The station and all trains serving it are operated by Northern (10 tph in each direction) and TransPennine Express (1tph in each direction). Destinations served include Manchester Victoria, Manchester Airport, Leeds Wigan Wallgate, Southport, Bolton, Blackpool and Edinburgh.

The Crescent Station building as existing provides no sense of arrival into the Crescent area and is uninspiring. The building is small and contains only a ticket office, ticket machine, limited waiting space with minimal seating. Only one toilet is provided, not on the platforms. There is no retail unit, coffee shop or similar anywhere in or close to the station. While the canopy on the platform was recently improved, there is still a large gap where rain falls directly onto the platforms.

On leaving the station, signage and legibility is lacking and it is unclear how to access either the University campuses or the wider area.

As part of their 2040 Vision, TfGM is pursuing a number of tramway extensions, both as conventional tram services, as now, and also as tram-train services, with vehicles capable of sharing infrastructure with conventional heavy rail services and complying with Network Rail standards. The Atherton line is one of four routes which TfGM is developing for the purpose of expanding connectivity in the city centre, relieving the congested existing central routes, and increasing service frequency.

Vehicular Access

Strategic Road Network

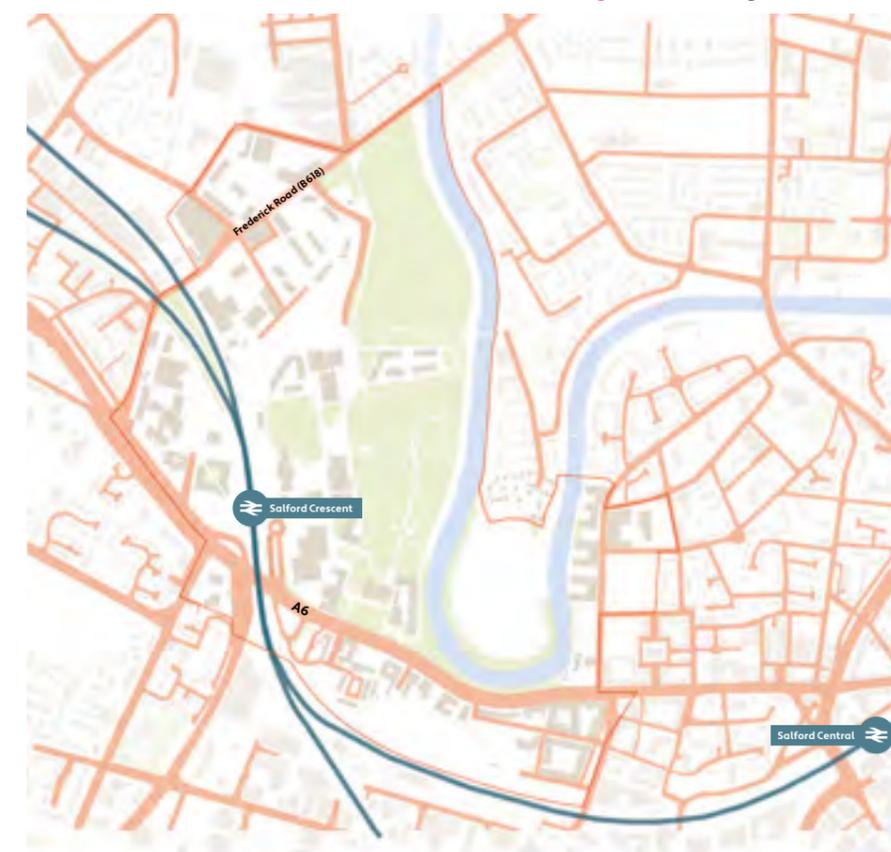
The Framework area is situated approximately three miles from Junction 3 of the M602 which connects to the M60 and M62 Motorway network.

The A6 'Crescent' and its continuation on to Chapel Street is a key primary route into Salford and Manchester City Centre from the West. It connects the City with the A580 'East Lancashire Road' and wider locations to the West including Bolton and Preston. In recent years SCC has implemented significant traffic calming measures and public realm improvements around the Crescent and Chapel Street. Furthermore, public realm improvements have also been carried out on Oldfield Road to enhance the pedestrian experience.

The A6 remains a very busy through route for traffic heading into Manchester City Centre and the existing road system represents a continued barrier to pedestrian and cycle movement.

The area remains 'car dominant' as evidenced by the number of City Council and University surface car parks currently in operation. The existing surface car parks represent an inefficient use of land with many located in prominent locations better suited to alternative uses. Through a rationalisation of the current car-parking offer and taking a holistic view of future connectivity, there is a clear opportunity to better utilise prime brownfield sites and also assist in transitioning away from motor vehicle use.

Figure 4.8 / Strategic Road Network



Overall, the majority of the Framework area has a Greater Manchester Accessibility Level (GMAL) of 8, the highest possible accessibility. Despite this, there are clear opportunities to enhance sustainable movements in the area and to encourage walking and cycling locally.

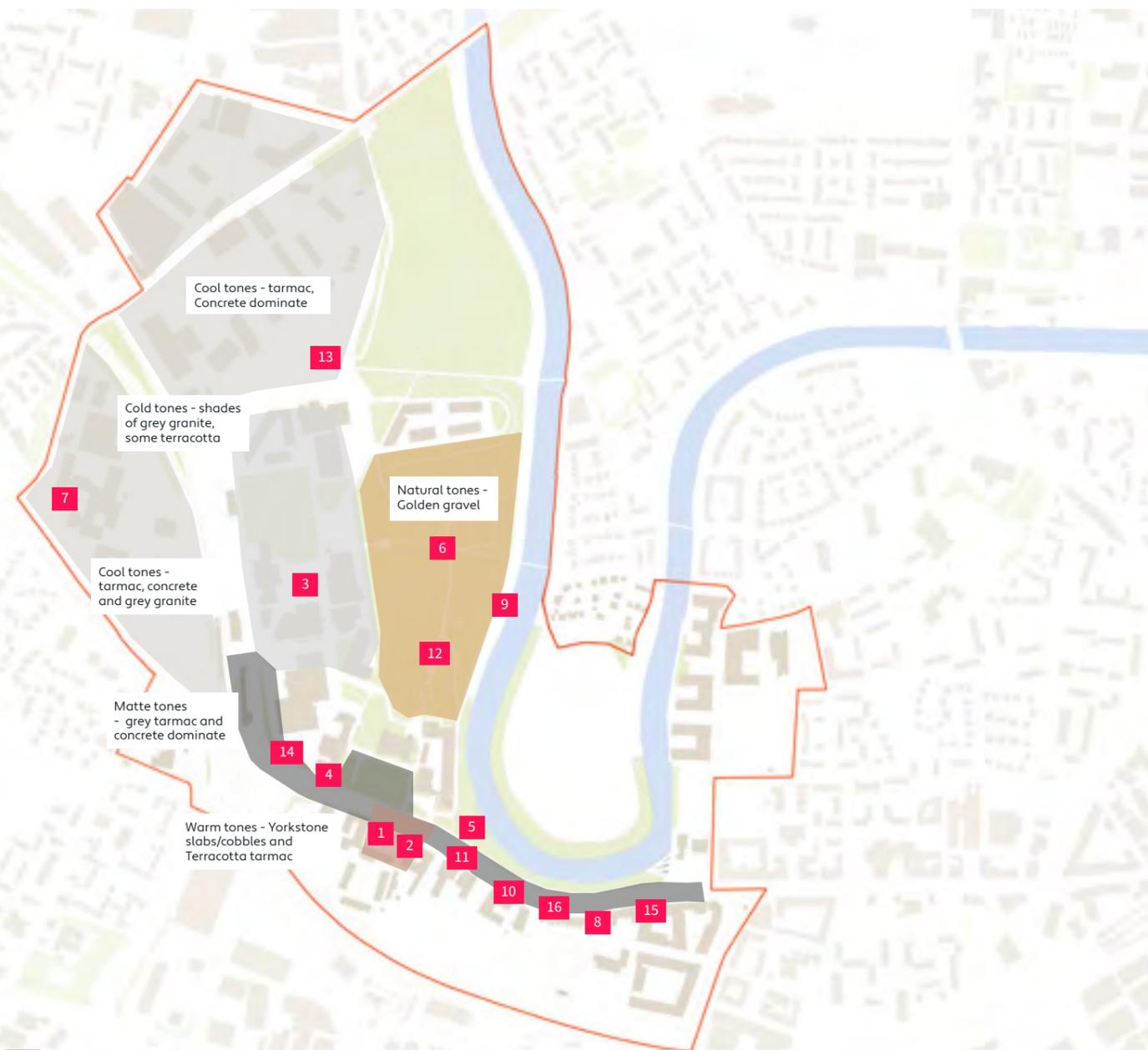
04. The Crescent Contextual Analysis

Resources

Public Realm

The public realm across the Framework area lacks a consistent high-quality unifying materiality and suffers from poor legibility which negatively impacts of pedestrian movement and flows in places. The photographs and key plan below provide an illustration of the range of treatments currently observed within the public realm. The numbers provided on Figure 4.9 correspond with the numbering of the photographs.

Figure 4.9 / Key showing location of public realm elements identified



1. Yorkstone slab paving

This yorkstone paving is found mostly in Albert Bentley Place and around the Salford Cenotaph in the conservation area of the site near.



2. Yorkstone cobbles

The areas of yorkstone cobbles are found in Albert Bentley Place and in front of the Salford Institute for Public Policy in the conservation area of the site near.



3. Granite paving (coloured)

This granite paving is found around the newer parts of the university campus including the Students Union and the New Adelphi building.



4. Clay paving

The clay paving is found around the Peel building in the conservation area of the site and echoes the red brickwork.



5. Resin bound gravel

The resin bound gravel sites at the entrance to Peel Park at the gateway point from the A6.



6. Granite paving (buff)

This buff granite paving is found around the Statue of Joseph Brotherton and echoes the more stately setting of this monument.



7. Concrete slab paving

Concrete slab paving is used in various places across the site including the Frederick Road Campus and parts of the crescent pavement.



8. Concrete block banding

Concrete block banding is used in various places across the site at edges of paved areas like the crescent pavement.



9. Concrete slabs (large unit)

These large concrete units sit along the west bank of the Irwell in Peel Park and contribute to the river's flood defences whilst offering another pedestrian route.



10. In-situ concrete surface

In-situ concrete areas have been used to surface less busy road areas including parking and drop off points.



11. Terracotta tarmac road surface

Terracotta tarmac road surface has been used in busier pedestrian crossing areas to signal caution to drivers.



12. Gravel path

Gravel paths are found throughout Peel Park dividing up the grassed areas, linking up various parts of the campus.



13. Tarmac path

Tarmac paths are found through some wooded and more natural north areas of the site near the David Lewis sports ground.



14. Tarmac pavement

Tarmac pavements are found across the site and a large area of it runs from the University bus stop area up to Salford Crescent train station.



15. Tarmac road surface

Tarmac is used for much of the busier roads across the site including the A6.



16. Terracotta tarmac central reservation

Terracotta central reservations divide the busy carriageways of the A6, the colour change and kerb helps to direct traffic flow.

04. The Crescent

Contextual Analysis

Nature/ Public Spaces

Greenspaces and the River Irwell

One of the defining features that gives the Crescent area such a unique and distinctive character is its abundance of high-quality green and open space that sits alongside the River Irwell. Indeed, this amount of open space located in the City Centre is extremely rare and provides a significant recreational, cultural and educational opportunity. The key elements of the green and open spaces comprise:

Peel Park

Peel Park was the original City Park and is one of the oldest public parks in the UK. Lark Hill Mansion, dating from 1792, originally stood to the north of the Crescent. The house was sold with 7 acres of land to the Parks Committee and a public park was laid out and opened in 1846 on the ground surrounding the mansion and meadowland to the north. This was one of three public parks opened on the same day within Manchester and Salford.

The Park was named in honour of Sir Robert Peel who had been a prominent figure in the campaign for public parks and who had also contributed to the purchase. The park was typical of its period with a formal avenue leading down from the ornate gateway constructed on the Crescent. Historic maps indicate that the park was

later enlarged and further developed with formal terracing and a flight of steps. This can still be appreciated today.

Peel Park is an attractive greenspace comprising lawns, mature tree planting, formal flower beds, footpaths and play space which has recently seen the benefit of Heritage Lottery Funding (HLF) and Council investment. The park provides a strong recreational offer for families in the surrounding communities and visitors from further afield. Opportunities exist to improve the relationship of the park with the River and enhance wayfinding.

The Meadow

The Meadow is the largest area of open space within the Framework area at 7 hectares. It is a distinctive area located within the meander of the River Irwell that provides an important recreational offer for the local community as well as providing natural meadow, woodland and wetland habitats to encourage wildlife.

As part of recent works, a new pathway has been installed together with seating and public art. The area currently represents an underutilised asset which results from its poor connectivity from the wider area, especially the A6 Crescent.

David Lewis Playing Fields

The David Lewis Playing Fields comprise of four full-size grass pitches and one full-size Artificial Grass Pitch (AGP) which recently opened in February 2020, together with clubhouse and changing facilities. The area is accessed via a poorly defined entrance off Frederick Road to the north and it sits adjacent to Peel Park and the River Irwell.

The pitches are currently owned and operated by the University of Salford. The new AGP pitch is fully floodlit and is available for use by the community and local schools and is therefore a key asset.

Other Open Space

Other areas of public space include:

- Allerton Courtyards;
- Mary Seacole Square;
- Land in front of the Salford Museum and Art Gallery;
- Albion Place; and
- Acton Square.

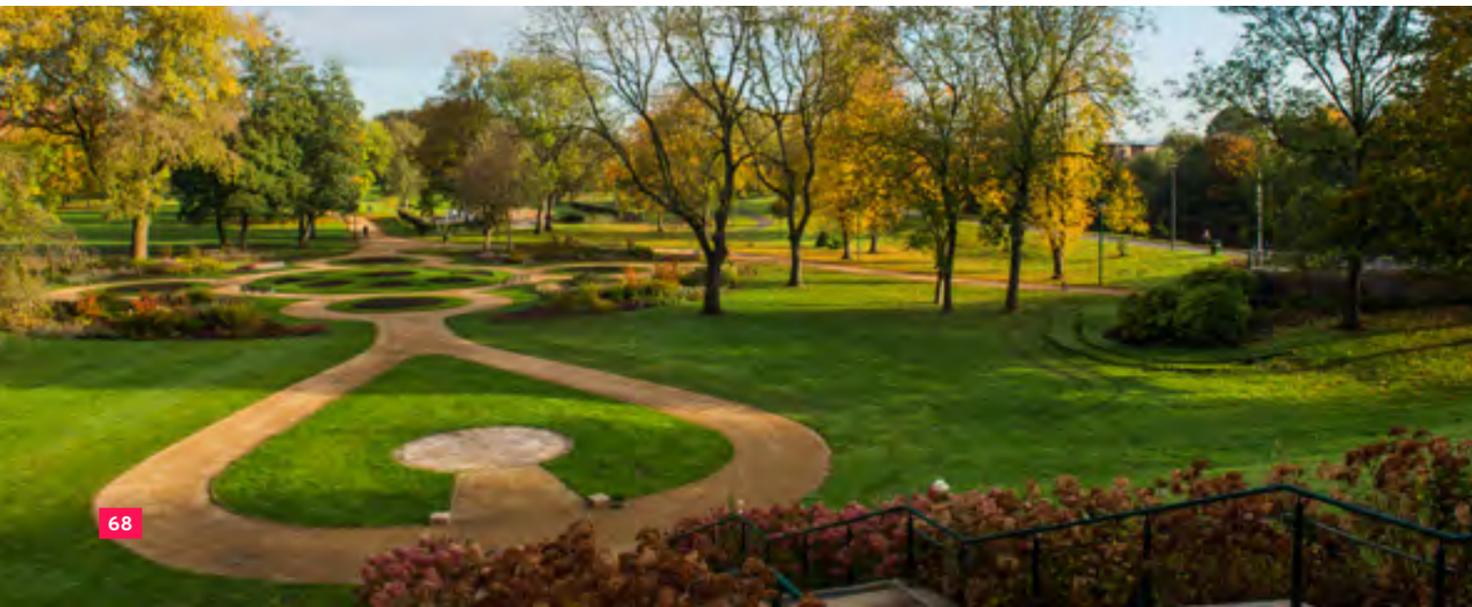


Figure 4.10 / Green and Open Space



KEY
— Site Boundary

04. The Crescent Contextual Analysis

Landscape and Biodiversity Designations

Statutory Designations

The River Irwell is a designated Site of Biological Importance (SBI). SBIs include priority habitats identified in national and/or local biodiversity action plans, although such habitats are also found in other locations across the city.

Biodiversity

The site includes a number of priority habitats which offer considerable ecological benefit to the local surroundings. The Forestry Commission has classified certain areas of woodland and woodland fringe as having high spatial priority in the woodland priority habitat network. The priority species for countryside stewardship targeting is the lapwing making the provision of their habitat a high priority.

Invasive species

There is evidence of Japanese Knotweed and Giant Hogweed on the banks of the Irwell surrounding the Meadow. These invasive non-native species are major threats and their presence on site must be addressed.

Figure 4.11 / Landscape and Biodiversity Designations



Flooding and Drainage

Risk of Flooding

The River Irwell is the main source of flood risk for the Framework area. As shown on Figure 4.12 a large proportion of the Framework area is designated as Flood Zone 1 (low probability) however, the low-lying areas of Peel Park, David Lewis playing fields and the Meadow are considered Flood Zone 2 (shown on the plan in grey), which is an area having an annual probability of 0.1% to 1% for flooding to occurring in any year (medium probability).

An area of Peel Park falls within Flood Zone 3, which is an area having an annual probability of greater than 1% for flooding to occurring in any year (high probability), however the Environment Agency (EA) has undertaken flood defence improvements in recent years to manage this risk.

Flood Zone 2 extends into the lowest elevations of the Innovation Zone with the existing houses, commercial units and industrial units off Wallness Avenue, Broughton Road East and Fredrick Road being effected by this.

Additionally, the northern area of the Adelphi Zone lies in Flood Zone 2, with an area of Flood Zone

3 benefiting from the flood defences. This affects Cannon Street, Damask Avenue and Silk Street.

To mitigate the risk associated with flooding around the River Irwell, in 2018, the Environment Agency, Salford City Council and the University of Salford, together with local partners, completed the £10m Salford Flood Improvement Scheme. Built on the former University of Salford Castle Irwell and sports campus the scheme delivered on a long-held vision to reduce the risk of flooding from the River Irwell and provide a boost to local wildlife populations by including a 5+ hectare high quality urban wetland habitat.

There is a significant risk of surface water flooding at the southern and western sections of the David Lewis playing fields and along Wallness Lane, extending to the north, affecting sections of Fredrick Road and Broughton Road East. The proposed development of these areas should be sympathetic to the flood risk and key Blue-Green Infrastructure should be implemented to mitigate this risk. Any development should work with the natural flowpaths allowing flood water to move around without increasing the existing issues.

Figure 4.12 / Flooding and Drainage
(Source: Environment Agency)



04. The Crescent Contextual Analysis

Site Conditions

Topography and Levels

An ordnance datum or OD is a vertical datum used by an ordnance survey as the basis for deriving altitudes on maps. A spot height may be expressed as AOD stands for “above ordnance datum” and is a commonly used measure of height, where ordnance datum is vertical by ordnance survey as the basis for deriving altitudes.

Topography

The topography of the Framework area undulates across it with the highest elevation to the north-west at 48m AOD to the low levels of 25-27m AOD of the River Irwell.

River Irwell

The River Irwell enters the Framework area with a channel level of 25m AOD and top of bank level being approximately 29m AOD. As it exists within the Framework boundary, the Irwell has a channel level of 25m AOD and a bank level of 27m AOD.



Rail Corridor

The rail corridor enters the Framework area in a cutting between three and four metres depth up to Salford Crescent Station, although the ground drops away to the east of the cutting. The rail corridor follows southern boundary of the Framework area remaining in a cutting of between two and three metres depth. The rail corridor continues past the area and rises to meet the Salford Central Station to the east. Salford Crescent Station has a rise of over three metres to University Road West.

Primary Road Features

The Frederick Road bridge crosses the River Irwell at an approximate level between 30- 31m AOD. The A6 passes over the rail corridor or at a height of approximately 8 metres, with the underpass to Albion Way sitting approximately 1m higher than the rail corridor. As the A6 passes above the River Irwell, there is a 13m height difference between the road surface and the river channel.

Other Notable Features

Peel Park is between 6 and 10 metres lower than the surrounding university campus providing an area of flood resilience adjacent the River Irwell, with a sloped embankment providing a rapid level change at the perimeter of the park. This level change continues along Wallness Lane towards Frederick Road, with the David Lewis playing fields lying 3-4m lower than the industrial developments to the west.

A footbridge crosses the River Irwell from Peel Park to Hydra Close with a clearance of approximately 2-3m above the river bank.



Environmental Issues

Air Quality

The area around Albion Way, Crescent/A6 and Adelphi Street falls with the Greater Manchester Air Quality Management Area (AQMA) where national air quality objectives for a specific pollutant (i.e. NO2) are likely to be exceeded.

Noise

Surrounding the Framework area, are a number of existing cultural and industrial uses. Any proposals will need to take account of existing noise levels when developing proposals.

Constraints and Opportunities

The Framework area contains a number of unique opportunities but also some challenges that need to be overcome. In order to facilitate the transformational change required and to harness the potential of the area, a holistic approach needs to be taken to developing proposals within the Framework area. This needs to be coupled with a clear vision as to how and when these proposals will be delivered.

The following section provides an overview of the key issues that have been raised as part of the consultation process and identified by the Partners that must be carefully considered in developing proposals for the area. These issues have informed a series of development principles and an Illustrative Masterplan that will guide development within the Framework area over the next 10+ years.

04. The Crescent Contextual Analysis

CONSTRAINTS



Car Dominance

Major road routes and surface car parks in key gateway locations dominate the area. This in turn creates a poor pedestrian experience and fractured public realm.



Surrounding land uses

Industrial land uses adjoining the Framework area to the north and south of the Crescent beyond the railway line impact on the potential strategic regeneration options in these locations.



Severance

The site is currently severed by a number of infrastructure and amenity elements including the railway line, the A6 and the River Irwell. These provide a barrier to permeability and connectivity through the Framework area.



Vacant Land and Buildings

There are a number of vacant and poor-quality buildings in the area that detract from the appearance and perception of the area.



Energy Efficiency

Many of the existing buildings within the Framework area, particularly the older stock across the University campus, have poor energy efficiency and will require significant investment if they are to be retrofitted.



Land Ownership

Whilst the majority of the land is in the ownership of the University of Salford and Salford City Council there are also a number of smaller private ownerships within and on the edge of the Framework area which may impact on the realisation of regeneration aspirations.



Key Gateways

There is currently no sense of arrival or gateway to the Framework area.



Heritage

The Framework area is covered by the Crescent Conservation area and Adelphi Bexley Square Conservation Area within which there are a number of statutory listed and locally listed buildings. Furthermore, the route of the former Manchester, Bolton and Bury Canal falls within the area.



Topography and Levels

There is a considerable change in level across the Framework area particularly around Salford Crescent station and down to the River from the A6.



Flood Risk

The Framework area in parts is situated within Flood Zone 2 and 3.

OPPORTUNITIES



Transformational Change

Potential to realise a once in a generation opportunity to build on the areas extensive existing assets to create a high-quality development that benefits all.



The University

Build on the University's outstanding reputation to facilitate the implementation of its ambitious campus improvements.



Parks and Rivers

Potential to enhance and better connect the existing parks, open space and river edge. Enable better pedestrian accessibility to the Meadows and around the River.



Re-thinking Road Structures

Potential to de-engineer the A6 Crescent road and assess how road traffic flows through the Framework area.



Connectivity, Movement and Sustainable Transport

Opportunity to de-engineer the A6 Crescent road, enhance pedestrian/cycle permeability and improve public transport provision.



Social Value

Opportunity to embed social value in the delivery of the Framework vision and ensure that the needs of the local community are addressed.



Activation of building frontages along the Crescent

Active frontages will create interest and enliven this important Gateway to the Framework area.



New Gateways

Potential to provide active hubs and gateways of distinctive character.



Re-assess car parking strategy and rationalise surface car parking

Opportunity to review the current car parking strategy in light of future sustainable transport proposals and to look to utilise inefficient surface car parking in prime areas for alternative uses.



Heritage

The area's existing heritage assets and unique character present an opportunity in terms of placemaking and realising the true value of the area.

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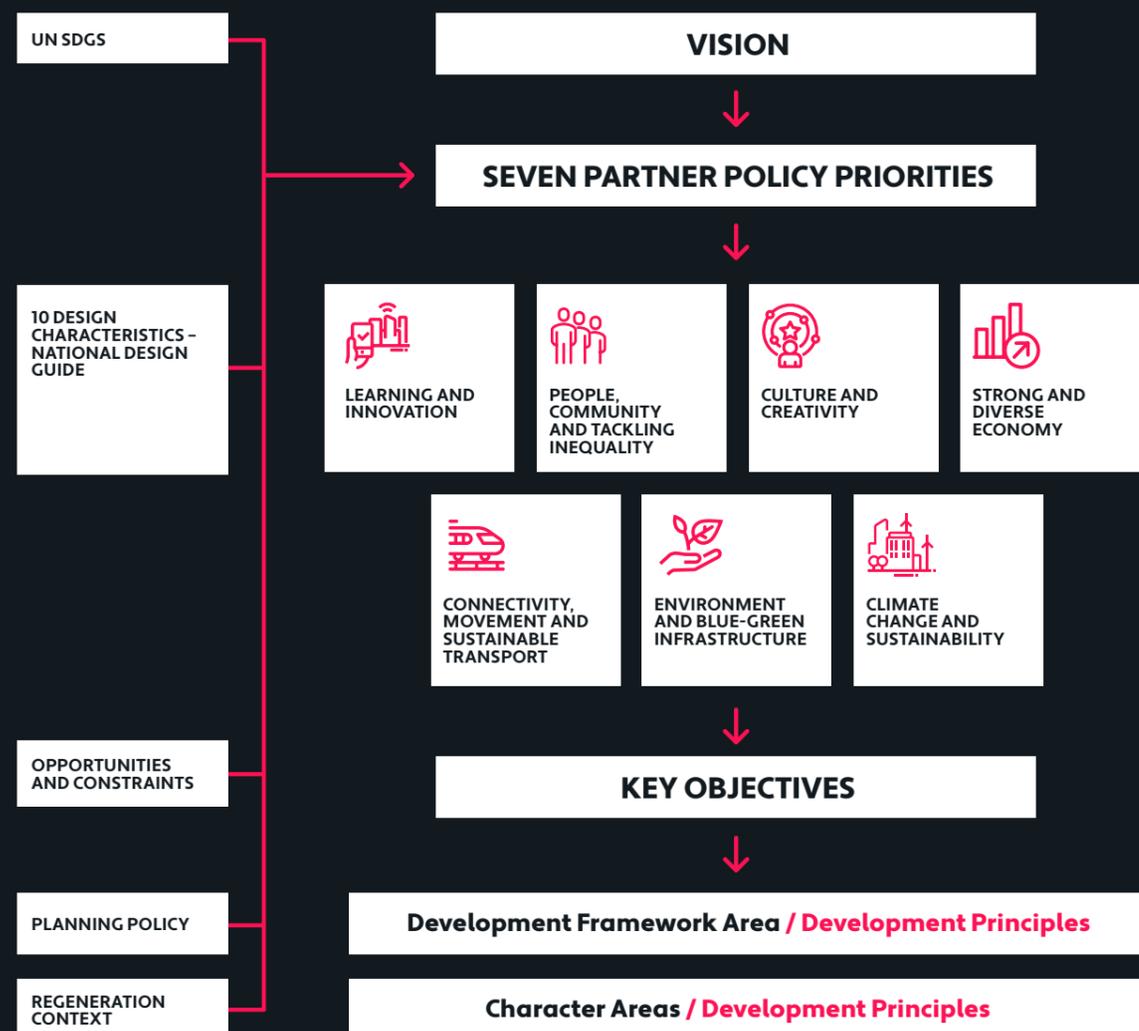
Development Framework Area

Development Principles

05. Development Framework Area Development Principles

The purpose of the Development Framework is to help guide future development across the Crescent area over the next 20+ years. In this context, a series of overarching development principles which apply to and cover the entire Framework area have been developed, which flow from the Vision and Objectives, the UN SDGs, and take cues from the 10 characteristics of well-designed place and the associated Design Principles set out in the National Design Guide.

Figure 5.1 / Flow Diagram – Vision and Objectives



This section focuses on the following overarching development principles for the Crescent as a whole. These principles link directly with the characteristics covered above and the key objectives outlined in Section 3.

Finer grain development principles have then been identified for each of the six zones as set out in Section 6.



PRIORITY 1

Learning and Innovation



PRIORITY 2

People, Community and Tackling Inequality



PRIORITY 3

Culture and Creativity



PRIORITY 4

Strong and Diverse Economy



PRIORITY 5

Connectivity, Movement and Sustainable Transport



PRIORITY 6

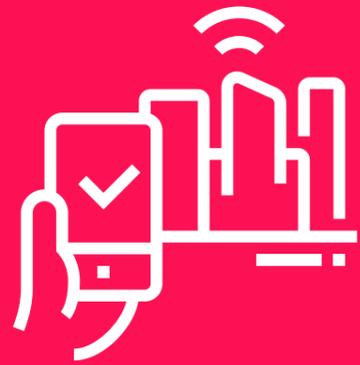
Environment and Blue-Green infrastructure



PRIORITY 7

Climate Change and Sustainability

05. Development Framework Area Development Principles



PRIORITY 1

Learning and Innovation

05. Development Framework Area

Development Principles

PRIORITY 1, LEARNING AND INNOVATION

The **‘Learning and Innovation’** theme encompasses a large part of what the Framework is looking to achieve; on one hand, the University of Salford is located at the heart of the Crescent Development Framework area, and transformation of this key asset will be fundamental to the success of the wider area. On the other hand, there has long been an aspiration to develop the University’s research and create a purpose-built and dedicated Health & Innovation Zone to facilitate collaboration between the University’s research and industry and employers in the relevant fields. In this context the ‘learning’ element and ‘innovation’ element go hand in hand together.

This desire reflects the Crescent’s strategic location within Salford’s ‘Innovation Triangle’ which is an internationally significant clustering of innovative activity across a range of sectors, incorporating Salford Quays and MediaCityUK, the University of Salford and Salford Royal Hospital (as set out in Policy AP4 of the emerging Salford Local Plan and Section 4 of this document).

There is potential for further major intensification within the Triangle; the Triangle does not have rigid boundaries, and inevitably there will be nearby locations that can contribute to and benefit from innovation and research activities. There are separate policies in the emerging Local Plan relating to key parts of the Triangle, such as Salford Quays (Policy AP2), the University of Salford (Policy ED3), and Salford Royal Hospital (Policy HH3).

This Development Framework provides the basis for the transformation of the University’s Peel Park and Frederick Road campuses (as set out in Section 6 under Zone 2) alongside the development of an identified ‘Health & Innovation Zone’ (as set out in Section 6 under Zone 1) to the north and west of the campus. The siting of the Health & Innovation Zone is deliberate and takes account of this strategic location, seeking to maximise the opportunity to develop both learning, research, innovation, industry and employment in parallel.

The Crescent area will contribute significantly to the Innovation Triangle and through the development of this dedicated Zone will encourage innovation and research activities and partnership and collaboration between research and industry.



This Framework will facilitate this interaction and will provide collision space alongside exceptional buildings and public realm in order to ensure collaboration and ultimately the success of this Zone. Further details and parameters for the Health & Innovation Zone and Peel Park Campus Zone are set out in Section 6.

The remainder of this section sets out the vision, the key themes, the rationale and justification for the future development of the Health & Innovation Zone and the thinking around how this may be achieved.

- 1. Peel Building - School of SSE
- 2. Humphrey Booth House
- 3. Maxwell Building & Maxwell Hall
- 4. Peel Park Student Accommodation
- 5. Fire Station Square
- 6. New Adelphi

05. Development Framework Area

Development Principles

PRIORITY 1, LEARNING AND INNOVATION

Health & Innovation Zone Vision

In late 2019, a vision for the development of an 'Innovation Zone', was established based on primary research covering activities at the University of Salford and Salford Royal NHS Foundation Trust, and on the needs of the local population as expressed in various City Council and NHS Reports. That vision was based upon research and analysis which sought to identify themes that:

- Built upon strengths or key attributes of the local area;
- Are complementary to other research activity in the wider Greater Manchester (GM) area;
- Represent sectors with business growth potential; and
- Could positively impact on the health and well-being of the local and wider population.

A review of ongoing research at the University of Salford highlighted activities in the areas of Robotics and Autonomous Systems, Built Environment, Acoustics and Health as being of most importance and which could form the basis of the future development of the Health & Innovation Zone.

These activities represent a dynamic mix of interests that together, contribute towards achieving an overall 'Healthier Living' vision to meet the challenges of Salford's community and economy. It will also act as a draw to a prospective diverse range of occupiers that will support growth.

As a result, Healthier Living has been embedded as the overarching theme for the development of the Zone for the purposes of the Development Framework.

The key themes for the Zone that will support the overarching Healthier Living vision, and will generate a commercially active and sustainable community of business, work for the benefit local people, and which will draw upon local expertise are:



Theme 1

Robotics & Automation, as an anchor capability, one which will sustain and encourage innovation into other disciplines and knowledge areas, particularly the second and third themes



Theme 2

Built environment (including Acoustics)



Theme 3

Healthcare (including Prosthetics & Orthotics)



These interlocking core themes impact across multiple sectors (e.g. manufacturing, transport, healthcare, etc.) all of which, from an innovation perspective, represent growth sectors, have a significant role to play in the GMCA Local Industrial Strategy (LIS), and have a role in developing better environments (home and work) to support Healthier Living.

The Health & Innovation Zone provides a unique opportunity to capitalise on the concept of a Living Lab; a location where innovation, community, research and business are intertwined to develop a real world test bed for new innovations that support the ambition of developing Healthier Living for all.

Figure 5.2 / Innovation District themes

05. Development Framework Area

Development Principles

PRIORITY 1, LEARNING AND INNOVATION

Existing Assets in Innovation Zone

There are a number of existing assets and committed projects within the Health & Innovation Zone which will be further developed and enhanced through the Development Framework. A number of these assets were included within the University's 2020 Masterplan Refresh and are at the heart of the 'learning and innovation' agenda. These assets are summarised below along with a brief description of their interdependencies and synergies:

→ **Centre of Excellence in Intelligence Automation & Robotics (EIAR)**

→ **Innovation Forum**

→ **Energy House 2.0**

→ **Centre of Sound and Vision**

→ **Centre for Prosthetics and Orthotics**

→ **New Health and Society + Clinic**

The technology areas are growing and receiving investment, with a new build planned to create the North of England Robotics Innovation Centre for Robotics and Autonomous Systems (Theme 1), including space to work with SMEs.

Energy House 2.0 is under construction to the west of the Zone to create a state-of-the-art climate-controlled testing environment for the building industry (Theme 2).

These interlocking research areas create an interdisciplinarity that is attractive to a broad range of businesses across many industrial sectors, from manufacturers looking to use automation and robotics to increase productivity and reduce waste, to new prosthetics device developers needing to work with specialists in those areas and in robotics, or the development of new materials and (automated) techniques for the construction industry to create healthier, cleaner

living and working environments, either through new build or retrofit solutions to properties.

Energy House 2.0 will provide access to facilities for testing and monitoring the performance of new construction methods and materials. In addition, the University's Institute of Acoustics and Vibration Research is developing plans for a new set of facilities that will add capability to the materials testing capacity to support the Built Environment businesses in the area.

With respect to Acoustics and Vibration research (Theme 2), Salford has a strong teaching and research offering in the context of the UK. Acoustics is a broad and diverse discipline that impacts multiple industries, products and areas of society. The UK Acoustics sector is estimated to employ 16,000 people and generates £4.6bn in output annually with around 750 companies in the field. Salford's research expertise has been established over 20 years with interests in the testing of materials for their acoustic properties, whether that is in modelling and testing of materials to create a particular sound (e.g. the sound of a car door closing), or materials to reduce noise and create a healthier environment for work, travel and living.

The University of Salford is 1 of 60 United Kingdom Accreditation Service (UKAS) accredited sites for acoustic testing of materials in the UK, and 1 of only 10 organisations with accreditation to perform acoustic calibration services. This highlights the unique expertise within the University.

Development Principles



Learning and Research

University at it's Heart

Acknowledge the University at the heart of the Development Framework and support and enhance the future development of the University.

Raise the Profile of the University

Build on the University's world-class reputation and raise the profile of the University regionally, nationally and internationally to make it an outstanding place to study, work, live and visit.

Transform the Campus

Transform the University's Peel Park and Frederick Road Campuses through proposals for refurbishment and enhancement of existing assets, new buildings and an enhanced public realm.

Increase Accessibility through Infrastructure

Include major infrastructure and transport proposals to make the University more easily accessible to those travelling to it from inside and outside the region.

Create a 'Sticky Campus'

Proposals which will create a vibrant student and staff experience through a mix of land uses, to encourage a 24/7 economy which is currently lacking, will be encouraged.



Innovation and the Economy

Bridge the gap between Research and Industry

Develop an Innovation Zone (including circa 3 million sq ft innovation and commercial floorspace) which bridges the gap between research and industry, forging strong links between University teaching and research and industry and employers.

Foster Economic Growth

Create conditions for significant economic growth in this Zone to add value to the Salford economy and act as a catalyst for further development and investment in the area.

Increase Permeability and Improve Public Realm

Break down existing barriers in the Framework area and improve connectivity by creating stronger links between the University's Peel Park and Frederick Road campuses, major transport and infrastructure proposals and new and existing green spaces through improved pedestrian and cycle access.

Improve Student and Staff Experience

Improve the staff and student experience and wellbeing through placemaking activities, public realm improvements and the built environment to ensure the wider Crescent area provides an attractive and safe long-term home-from-home base to improve academic performance and graduate retention rates within the City.

Integration with the Local Community

Encourage links between the University and the local community.

05. Development Framework Area
Development Principles



PRIORITY 2

People, Community and Tackling Inequality

05. Development Framework Area

Development Principles

PRIORITY 2, PEOPLE, COMMUNITY AND TACKLING INEQUALITY

As has been set out in Section 2 of this Development Framework, more and more people are choosing Salford as a **place to live, work and visit**. It will be essential to ensure that both the existing and future community in and around the Crescent share in the benefits of growth and that the Development Framework tackles inequality and promotes fairness.

The Development Framework will support development proposals which are well designed, functional, accessible and sustainable. The aspiration is to address issues of social deprivation in the area to meet the needs of existing residents and businesses whilst encouraging inward investment and creating a place which is both attractive to live, work, study and visit.

Development Principles



Providing High Quality Homes

A range of high quality homes

Provision of high quality homes across a mix of types and tenures designed to meet the need of a wide range of users and are adaptable to change, if required, over time.

Responding to changing demographics

Both the existing and changing demographic of the area will be considered in all proposals.



Generating Social Value

Maximise social value and social inclusion

Create opportunities for everyone, maximising wider social value and contributing to social inclusion, with the aim of leaving a positive legacy for communities within and surrounding the area.

Develop a Social Value Strategy

This will follow a four-step process including assessing needs, engaging with the community, development of set of interventions and working with local partners to deliver these. Once completed, management and monitoring against objectives will be undertaken.



Ensuring Healthy Lifestyles

Support healthy lifestyles

Ensure healthy lifestyles and the improved wellbeing of University students and staff and of current and new residents and employees through the provision of safe and accessible green infrastructure, sustainable transport, enhanced public realm, quality new homes and a range of employment opportunities.

Support proposals which promote access

to green infrastructure and enhanced public realm.

Encourage walking and cycling

through infrastructure and public realm improvements and improved connectivity.



Tackling Inequality and Promoting Fairness

Integrate with existing communities

Respond to, and fully integrate with existing communities which surround the area.

Improve connectivity with adjacent communities

Create new connections to surrounding communities to ensure that new buildings, places and infrastructure created within the Framework area benefit communities adjoining the area.

Improve health outcomes and provide health facilities

Explore opportunities to develop and enhance physical health infrastructure and facilities in the locality to improve health outcomes.

Reduce inequalities

Increase average levels of health and educational attainment and reduce disparities including through the Social Value Strategy.

Deliver initiatives with the local community

- not for them, and ensuring they are meaningful and inclusive, evolving as community needs change, such as:

- Provide and prioritise training, employment and business opportunities for Salford residents;
- Raise people most in need out of poverty and reduce inequalities;
- Contribute to protecting and enhancing the natural, built and historic; environments;
- Prudent use of natural resources, the minimisation of waste; and pollution, and adapting to a low carbon economy.

Engage stakeholders and communities

at the earliest possible stage to design policies, programmes and services. Ensuring that any barriers to people participating in that process are removed or reduced.

Encourage proposals to embed social value

by committing to unlock value across the lifecycle of the development in accordance with the Social Value Strategy which is being prepared for the area.

Incorporate social value into future procurement processes including appointment of contractors, suppliers, consultants and estate managers. Successful companies will sign up to the Crescent Social Value Supply Chain Charter;

Celebrate success of best-practice social value delivery by sharing learning so others can refine their own delivery strategies. Always look to improve how social value can be unlocked further at every stage; and

Incorporate social value into agreements with the businesses occupying new space. They have a role to play in delivering positive outcomes and will be expected to sign the Crescent Social Value Occupier Charter.

05. Development Framework Area Development Principles

PRIORITY 2, PEOPLE, COMMUNITY AND TACKLING INEQUALITY



Public, Civic and Green Space

Greening of the urban area

Greening of the urban area as a whole, including the A6 and other arterial routes. Improve connectivity and the relationship between Salford Museum & Art Gallery and Peel Park.

Develop a Programme of Activities

Maximise the opportunity which Peel Park and other spaces present for a regular programme of activities ranging from small events through to large-scale initiatives. This would anchor people to the area and engage the community whilst providing income for local businesses.

Create New Public Spaces

Create new complementary public areas, which have diverse communities and sustainability at their heart such as the development of the Frederick Road podium and creation of a new central plaza within the Innovation Zone to improve connectivity, provide amenity space and to facilitate collaboration and collision of ideas between employees, students and staff.



The Right Mix of Uses

Develop a 24/7 Economy

Ensure that the Crescent has a successful and vibrant day time and night time economy by providing a rich mix of land uses. This would include commercial uses such as food and drink, retail, restaurants, bars and cafes to create a day and night time economy with a range of venues. This would also include world-class conferencing, convention, leisure and hospitality offer which will draw audiences from across the region and beyond. Build upon the existing offering and introduce new elements to improve the offering available for people using the space throughout the week and weekends.



Temporary and Meanwhile Uses

A Meanwhile Use is used to describe a diverse range of pop-up cafés, shops and temporary uses of empty property and land.

Activate the Area

Encourage footfall and generate interest through development of temporary and meanwhile uses in key locations to activate the area, particularly in early phases of development to put the Crescent 'on the map'.

Temporary and Permanent Events and Activities

Well-placed temporary interventions along important site connections will animate key routes and create dwell spaces and opportunities for trails and themed linking spaces.



Improved connectivity, accessibility and enhanced feeling of safety

Enhanced physical connections and redesign key spaces

Create new and enhance existing physical connections and redesign key spaces throughout the Development Framework area to ensure clearer paths into the Crescent and to improve connectivity across the area and between the six key zones.

Ensure Accessibility and Improve Wayfinding

Ensure that both new and enhanced existing physical connections and any signage/ wayfinding schemes are fully accessible to a diverse group of people and are designed against crime. This would typically include dementia friendly signage/ hidden disability signage and commonly recognised symbols.

Embed Secure by Design Principles

Secure by Design principles shall be integrated as part of future proposals, including provision of Crime Impact Statements and engagement with Greater Manchester Police (GMP) as appropriate.



Placemaking

Develop a successful placemaking strategy

Develop a successful placemaking strategy for the Crescent to harness the culture, green spaces and heritage assets, including the former line of the canal, and to grow and develop a community and destination through targeted activities, interventions, support and promotion.



Enhancing the Character of the Area

Celebrate the Crescent's Character

Celebrating the Crescent area's heritage assets, architecture and outstanding open spaces, including through the proposed new linear park referencing the line of the former canal.

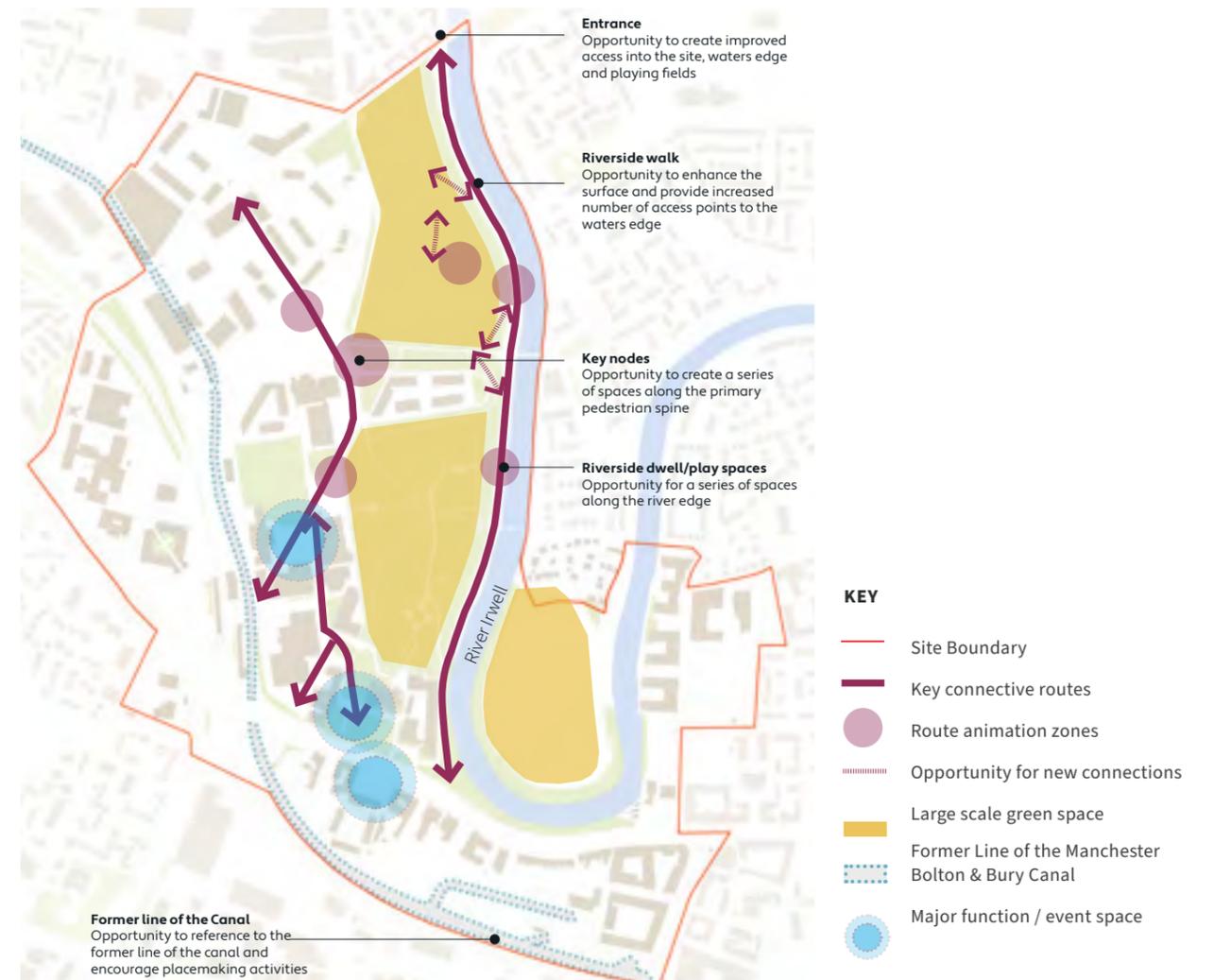
New Iconic Architecture and High Quality Public Realm

Development of new, iconic architecture and high quality public realm which will further establish the Crescent as a recognised destination.

Improve Arrival Experience

De-engineering and greening of arterial routes such as the A6 and improving arrival experience at Salford Crescent station.

Figure 5.3 / Opportunities for Placemaking activities



05. Development Framework Area Development Principles

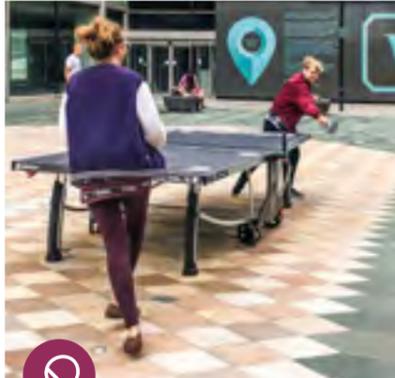
PRIORITY 2, PEOPLE, COMMUNITY AND TACKLING INEQUALITY

Examples of Placemaking Activities and Meanwhile Uses

Route Animation



River Edge



Street Games



dwell



Performance/Installation Space



Event Space



Green/ Public Spaces



Nature learning/play



Outdoor markets



Urban farming



Art installation / exhibition



Pop-ups



05. Development Framework Area Development Principles



PRIORITY 3

Culture and Creativity

05. Development Framework Area

Development Principles

PRIORITY 3, CULTURE AND CREATIVITY

Salford Crescent has an active creative scene and unique cultural assets that should be embraced and promoted. The aspiration for the Framework area is to build on this potential to create a quality place that will transform Salford Crescent into a major visitor ‘destination’ within the City Centre. The area will become a recognised destination for **arts, culture and food and drink** that rivals the offer in established locations in Manchester and the North West.

Development Principles



Creation of a cultural and creative ‘gateway’

A new ‘gateway’ for creative and cultural uses will be created, building on the potential of existing performance venues and exhibition space including Salford Museum and Art Gallery, the University’s New Adelphi and Peel Buildings, Hemsley House and the Working Class Movement Library. In this area support will be given to new creative spaces including Maxwell Hall as well as artist-led studio space which will tap into Salford’s unrivalled grass-roots creative scene and provide a focal point locally.



Encouraging ‘Meanwhile uses’

A meanwhile use is used to describe a diverse range of pop-up cafés, shops and temporary uses of empty property and land. These types of uses represent a key opportunity to better utilise vacant or underused spaces and animate the Framework area with activity in the short-term. They also provide an opportunity to raise the profile of the area through a more comprehensive events programme. The promotion of suitable meanwhile uses will be encouraged subject to landowner agreement.



Embracing the Area’s History and Heritage

Heritage is an extremely valuable and unique selling point across the Framework area; however, it is acknowledged that the Crescent Conservation Area is included on Historic England’s Heritage at Risk register (2020) and the area is not without its issues at present.

Cultural programming and events will be supported that seek to reframe the area’s rich heritage by interacting with historic buildings, monuments and public spaces in a modern way whilst respecting the need for their ongoing conservation, restoration, enhancement and protection.

Any future proposals within the Framework area should be based upon a clear understanding of the character and significance of the surrounding heritage assets, and if required, a Heritage Assessment should be undertaken proportionate to the significance of the asset in line with statutory requirements.



Creation of a City Centre Park

A fundamental strength of the area is its unique blue and green infrastructure (the River Irwell, Meadow and Peel Park). These assets collectively represent a significant recreational and leisure asset within the study area with potential to serve the wider City Centre. As development reaches out to envelope them, Peel Park and the Meadow will become THE “City Centre Park” - a focus for leisure activities, wellbeing, community gatherings and events for urban residents and city visitors alike. The way in which the parkland connects with and is visible from the Crescent and Adelphi areas will be fundamental to the re-positioning and profile of the parkland and to the connectivity of the entire area.



Events and Experiences

The area has a small, but highly authentic programme of events running throughout the year, however given the quality of artists, creators and producers within this part of Salford, there are significant opportunities to work with existing event organisers to help them improve their current programmes - in terms of profile, scale and impact. Support will be provided to event promoters in order to develop a more comprehensive programme of events, to help raise the profile of the area and attract new audiences.



Arts and Cultural Offer

The area has the potential to become “the City Centre’s Arts Playground”, a unique district where the established grass roots art ecology blends with incoming names and energy to take advantage of the myriad of flexible spaces available, producing world-class interventions and engagement with the support of the Partners.

05. Development Framework Area
Development Principles



PRIORITY 4

**Strong and Diverse
Economy**

05. Development Framework Area

Development Principles

PRIORITY 4, STRONG AND DIVERSE ECONOMY

Within the Framework area, the University is a major employer. There are well **over 50,000 jobs** currently located within the Salford Innovation Triangle area, concentrated primarily at MediaCityUK & the Quays, City Centre Salford, at the Salford Royal campus and in the various existing industrial employment areas in their vicinity.

The area contains many competitive advantages:

Strategic location

Close proximity to the GM regional centre and access to markets in Manchester, across GM and the wider north.

Strong foundations

The existing assets and opportunities already located in the area in the anchors (MediaCityUK, University and Hospital) and existing business base.

Talent

The availability of skills and talent on the doorstep in a rapidly growing residential area, but also with access to a wider travel to work area via strong transport links.

Land

Availability of underutilised land for future development.

Culture

Access to urban green space and waterside settings alongside an established and growing cultural offer.

Investor confidence

High levels of commercial investment in recent years and an exceptionally strong future development pipeline including MediaCityUK plans to double in size over the next decade which will generate 7,000 jobs as part of the overall +15,000 jobs that can be created in the area (including the wider Quays area) as a whole.

Development Principles



Maintaining a wide range of uses

Proposals within the Framework area will seek to maintain a wide a range of uses, reflecting its importance within the City Centre, supporting its roles as a business location, tourism, cultural and leisure destination and centre of learning and knowledge. The Framework will look to capitalise on the broader economic and innovation potential of the area. Promotion of suitable meanwhile uses will be encouraged subject to landowner agreement.



Supporting Growth Sectors with Innovation Potential

Building on the strengths of the University's research capabilities, critical mass of notable businesses and opportunities to trial close-to-market goods and services, the following growth sectors will be supported across the Framework area:

- Digital and Creative Industries
- Financial and Professional Services
- Robotics and Automation
- Health and Social Care
- Built Environment/ Construction
- Manufacturing and the Low Carbon Economy



Enhancing Digital Infrastructure

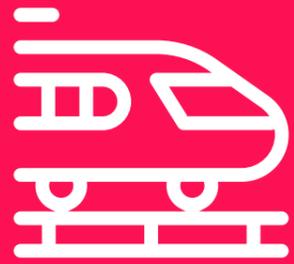
The significance of digital technology goes beyond the specialised sector itself and ranges across all sectors increasingly and so in this sense is best understood as a cross-cutting enabling opportunity. It is also closely related to other developing technologies such as robotics where the innovation potential will stem from knowledge transfer between and across sectors, firms and workers. The continued enhancement of digital infrastructure (i.e. broadband, 5G mobile networks, the internet of things) to create an affordable, high speed and high capacity network across the Framework area will be supported. Furthermore, opportunities to design in Building Information Modelling to new development to accommodate existing and future smart cities applications, including data collection and communications facilities, will be encouraged line with emerging Local Plan policy DG1.



Opportunities for all

It is essential that everyone gets the opportunity to benefit from the areas strong and diverse economy. Skills training, both online and physical, will be incorporated into the proposals to enable local residents to learn new skills, especially those related to the growth sectors identified.

05. Development Framework Area
Development Principles



PRIORITY 5

**Connectivity, Movement
and Sustainable Transport**

05. Development Framework Area

Development Principles

PRIORITY 5, CONNECTIVITY, MOVEMENT AND SUSTAINABLE TRANSPORT

The Crescent area is a major transport gateway to the City and this part of Salford. The Development Framework will provide a genuine choice of sustainable transport options including **improved pedestrian and cycle routes and infrastructure, bus and rail connectivity and in future years, Metrolink.** In turn, through improved infrastructure, the Development Framework will promote activity and social interaction, contributing to health, wellbeing, accessibility and inclusion.

The Development Framework seeks to achieve the right mix of sustainable travel choices for the area by limiting the impacts of car use through de-engineering the A6 and by prioritising and encouraging walking, cycling and public transport, mitigating impacts and identifying opportunities to improve air quality.

It will also incorporate green infrastructure and sustainable drainage, including street trees to soften the impact of hard transport infrastructure i.e. surface car parking, particularly around the Crescent, to help improve air quality and contribute to biodiversity.

The following development principles seek to make a virtue of the Crescent's strategic location within the City Centre and its excellent connectivity. The principles have been ordered around the following key aspects:



Public Transport and Creation of a new Transport Hub



Walking and Cycle Connectivity



Re-thinking Road Structures and Car Parking and Servicing



Development Principles



Public Transport

The Framework area is well served by public transport; however, more can be done to make the existing provision more accessible and to facilitate a modal shift away from private motor car.

Greater Role for Bus Services

The de-engineering of the A6 to reduce vehicular traffic provides opportunities to enhance existing bus services that operate within the Framework area and expand the role and attractiveness of buses as part of the wider modal mix.

Provision of a new Metrolink Line

Working closely with TfGM, the potential to provide a new Metrolink line connecting Salford Quays and Salford Crescent Station, supporting the enhanced connectivity between the City Centre, Salford Crescent and Salford Quays. A key aim is to provide additional network resilience and capacity.

Creation of a Transport Hub

Working collaboratively with TfGM and Network Rail, the aspiration is for Salford Crescent Station to be transformed into a major public transport interchange for rail, Metrolink and bus services. The station will be subject to significant improvements to create a high-quality mixed-use gateway including the potential for a 'build-over' to create a new area of public realm around the rail facility linking into the University and Crescent areas.



Re-Thinking Road Structures and Car Parking and Servicing

Despite recent traffic calming measures the Framework area continues to be a car dominated environment that doesn't maximise the potential of its sustainable location within the City Centre. The following development principles seek to address these challenges:

De-engineering of the A6

The aspiration is for a stepped de-engineering of the A6 to reduce and eventually remove general traffic from this route. This will enable the A6 to be de-engineered creating opportunities for wide pedestrian footways and fully segregated cycle lanes. This will also allow for enhanced bus

services along the A6 Crescent and safeguard a corridor for the expansion of the Metrolink network to Salford Crescent. These elements would be separated by new planting in order to establish a safe and efficient route into the City Centre. Discussions are ongoing with relevant stakeholders including TfGM and Manchester City Council in this regard.

Rationalising the Car Parking Strategy and Creation of Mobility Hubs

Existing surface car parks represent an inefficient use of land and do not align with the Vision and Objectives for area moving forward. The provision and operation of car parking is a key tool in supporting and promoting sustainable travel modes, therefore provision of spaces should be minimised where feasible operationally for the University and controlled via reduced maximum parking standards. Parking provision across the Framework area will be rationalised in a phased manner in order that overall parking levels are controlled and that their location is appropriate to serve key uses such as exhibition/event space. Connections between parking and key sites across the areas should be legible, comfortable, direct and of a high quality.

Creation of new Mobility Hubs

Salford Crescent will continue to grow as a resident, worker and visitor destination over the next 10+ years. In order to provide sufficient car parking on site for existing and future demand, a series of adaptable mobility hubs, will be created within the Framework area with the first to be delivered on Frederick Road, known as the Movement Hub, and integrated with the proposed Podium. These hubs could potentially incorporate not only car parking spaces, but also car club provision, electric vehicle charging points, cycle parking/ hire and potentially other emerging modes of transport such as e-scooters. It is the intention that these hubs become focal points for sustainable transport.

Servicing and Deliveries

Consolidation of servicing and deliveries will be encouraged with access to be via key access routes with efficient movement through the development zones and minimum/ no lay-over. There is an aspiration to trial such arrangements and act as an exemplar site.

05. Development Framework Area

Development Principles

PRIORITY 5, CONNECTIVITY, MOVEMENT AND SUSTAINABLE TRANSPORT



Walking and Cycle Connectivity

The existing pedestrian and cycle network within the Framework area is fragmented, severed by heavily trafficked major arterial routes or the natural barriers such as the River Irwell, which limits connectivity with surrounding communities and also internally. Furthermore, certain areas within the existing public realm are not well maintained, having poor street lighting and lack natural surveillance all of which can make people feel unsafe and thus unlikely to use regularly, especially in winter. The following key principles are proposed to address these issues and encourage increased walking and cycling.

Enhance pedestrian and cycle network

Existing pedestrian and cycle infrastructure will be enhanced through the removal of existing barriers to movement; improved route continuity and accessibility through and within the Framework area; stronger key linkages to surrounding areas and pedestrian/ cycle network (i.e. Bee Network) and better legibility. The aspiration is to create an environment which encourages people to walk and cycle more regularly and that improves the permeability of the area. Delivery will be accelerated where feasible and in the interests of the development.

Movement and Legibility

High quality primary cycling and walking routes will be developed through and between all of the Framework area's green spaces and parks, creating a network that will link them together, making them as accessible as possible to their users. Secondary routes will allow access and exploration of each corner of the park areas.

Make Best Use of Natural Assets

Aspiration to make best use of the areas natural assets, including opening up the River frontage along the A6, enhancing access to the Parks and referencing the disused canal alignment.

Creation of a Podium across Frederick Road

Currently Frederick Road creates a significant barrier to movement from the surrounding residential communities through to the University Campus, Parks and the Crescent. It also divides the Innovation Zone creating an island site around Winders Way. To remove this barrier and enhance this important north-south link a new iconic pedestrian/ cycle podium is proposed that will connect the areas and act as a catalyst for the Innovation Zone. The podium will incorporate high quality public realm that will extend towards the University Campus and Peel Park, providing safe and inclusive access for all.

Enhancing Access to the Meadow from the East

Existing east-west connectivity between the Adelphi Village/ the Crescent and the Meadow is poor due to severance created by the River Irwell which limits the accessibility of this important green space to many people. In order to address this, new bridge links are proposed that will enable pedestrians and cyclists to access and enjoy the Meadow more easily.

Cycle Parking

Enhancement of appropriate cycle facilities within the Framework area will be supported. These should be adaptable and embrace emerging technologies relating to digital infrastructure, user information systems and emerging sustainable modes such as e-scooters.



KEY

- Connectivity & Legibility
- De-Engineering Highways
- Watercourse Activation

- Primary Gateway
- Secondary Gateway
- Former Line of the Manchester Bolton & Bury Canal

Figure 5.4 / Connectivity, Movement and Sustainable Transport Plan

05. Development Framework Area
Development Principles



PRIORITY 6

Environment and Blue-Green Infrastructure

05. Development Framework Area

Development Principles

PRIORITY 6, ENVIRONMENT AND BLUE-GREEN INFRASTRUCTURE

In realising ambitions for the Framework area consideration should be given to positively responding to existing context and improving the built and natural environment wherever possible. The following key development principles should be read in conjunction with Salford's planning policies set out within the adopted UDP and emerging Publication Local Plan.

Development Principles



Heritage

Protecting and Conserving Heritage Assets

Within the Framework area, designated heritage assets (such as scheduled monuments, listed buildings, registered parks and gardens and Conservation Areas) and non-designated assets (such as locally listed buildings) will be conserved and their enhancement encouraged ensuring that they continue to make a positive contribution to the character and identity of the Crescent area. Proposals for works that affect heritage assets will be assessed in line with the provisions of relevant legislation and the National Planning Policy Framework.

Managing Change in Historic Locations

New development proposals in historic locations within the Framework area, such as the Crescent, will be required to protect, conserve and enhance the historic character of places and positively respond to the history of the area, enabling people to understand how places have changed over time. New development will need to be carefully designed to ensure it does not detract from the large number of heritage assets, and where appropriate, opportunities to secure enhancements of existing assets will be sought.

Re-use of vacant and underutilised historic buildings

The positive re-use of vacant or underutilised heritage assets will be supported and encouraged where it helps to ensure that buildings are appropriately maintained. Proposed uses should be consistent with the protection and enhancement of the asset's heritage significance and its sustainable long-term use.

Former line of the Manchester, Bolton & Bury Canal

The line of the former Manchester, Bolton and Bury Canal will be protected as an important heritage asset. In order that people can appreciate the history of the canal, reference will be made to its former line by way of a new pedestrian/ cycle route that signposts the route and provides heritage interpretation along the way whilst protecting it for potential future restoration. Where historic areas of the canal can potentially be incorporated into the landscaping proposals, then further investigation will be undertaken as to the feasibility of doing so. In places, the original line of the canal has been severed by significant infrastructure (including the A6 and railway lines) and therefore at these pinch points there may need to be some deviation from it in order to deliver a route that could potentially be fully navigable in the future.



Biodiversity

Protection and Enhancement

Existing biodiversity assets within the Framework area, including the River Irwell Site of Biological Importance (SBI), the Meadow and Peel Park, will be protected and where practicable enhanced. The following proposals to further improve local biodiversity will be supported:

- Re-greening the streets, encouraging greater biodiversity and improving connectivity between habitats;
- New planting of native tree and flower species along the bankside of the river and pedestrian/ cycle paths;
- Management of invasive species; and
- Incorporating SUDS as part of future drainage strategies.



Flood Risk and Drainage

Flood Risk and Drainage

Given that areas towards the north of the Framework boundary and around the River Irwell are designated as being within Flood Zones 2 and 3 careful consideration will need to be given to addressing any potential flood risk issues and developing an appropriate drainage strategy, potentially including Sustainable Urban Drainage Systems. A site-specific flood risk assessment and a Sequential Assessment in line with national policy and guidance for any development in areas at risk of flooding would need to be submitted with any planning application for new development within Flood Zones 2 or 3 or an area at risk from other forms of flooding (such as surface water, sewer or groundwater flooding). New development should seek to reduce flood risk wherever practicable.



Residential Amenity

'Agent of Change' Principle

Within and surrounding the Framework area there are diverse range of uses including residential, cultural, educational and industrial, in close proximity. There are a number of established industrial operations (for example CEMEX located to the south of the Crescent) and cultural assets which represent noisier activities that could potentially impact on more sensitive uses such as residential. In the interest of ensuring that the area remains vibrant and business can continue to operate effectively whilst protecting the amenity of residents, the 'agent of change' principle will be adopted in assessing new developments. This means that where existing business or community facilities could have a significant adverse effect on new development (for example noise) in its vicinity, those proposing it (or 'agent of change') will be required to provide suitable mitigation before the development has been completed.

Tall Buildings

Any future proposals for taller buildings within the Framework area will need to provide sufficient information to justify the scale of development taking into account guidance set out within 'saved' UDP policy DS5 'Tall Buildings' and draft Local Plan Policy D5 'Amenity'.



Open Space

Sport Facilities

Improvements to sports facilities should be informed by future feasibility studies to determine the right mix and size of sports facilities required to meet current and future demand. As a statutory consultee, Sport England should be consulted where appropriate.

05. Development Framework Area

Development Principles

PRIORITY 6, ENVIRONMENT AND BLUE-GREEN INFRASTRUCTURE



Public Realm

Create a High Quality Public Realm

A high-quality public realm will create a more coherent sense of place with a diverse range of street typologies and character of spaces. This will be achieved through the provision of high quality routes, civic spaces and green spaces. Other measures will include the improved permeability for pedestrians and cyclists, ensuring that all new and upgraded parts of the public realm achieve the highest quality design.

Sustainable Landscape Strategy

Development of an overarching sustainable landscape strategy will also be incorporated which will include sustainable stormwater management as an essential element.

A Network of Public Spaces

The public realm will be designed to be attractive, diverse and create a network of public spaces that relate to the wider urban context and are driven by public life and people first design.

Proposed Linear Park along the line of the Former Canal

A new linear park is proposed along the former line of the former canal. This will be designed to be of a high quality, incorporating new public realm as appropriate, and will reference the former line of the canal, embracing this non-designated heritage asset.

Development Principles for each of these elements are provided on the following pages.



Hierarchy of Streets Spaces

The Framework area is serviced by a strong hierarchy of streets and spaces. It builds on the existing road network and paths, as well as envisioning new roads and linkages to improve the permeability of the whole of the Crescent area. These include:

A New Linear Park

Key sequential north-south and east-west pedestrian streets connecting the neighbourhoods, and key destinations while linking to the wider network of routes, each having a distinctive character and function.

Enhanced River Corridor

Focused around the River Irwell. Enhancement and extension of the existing route with improved access for cyclists and pedestrians. Strengthening of the wildlife corridor and river edge habitats.

Pedestrian-focused Streets

Pedestrian streets with minimal vehicular access which allow safe movement will be promoted. Their design will seek to creating a comfortable environment of human scale for all users moving through the spaces in different ways, and a sense of place and orientation.

Green Transport Corridors

Key primary vehicular routes used for Metrolink, train, bus and private cars. These will be enhanced with new tree planting, and where possible, rain gardens to improve environmental performance.

Enhanced Green Spaces

The site contains a large area of green space. Enhancement of these existing green spaces will be vital to create a mix of recreational, social and commercial spaces and pocket parks that reference the history of the site, particularly Peel Park.

Squares and Public Open Spaces

Mainly hard spaces, though in appropriate locations this will be balanced with tree planting and soft landscape areas.

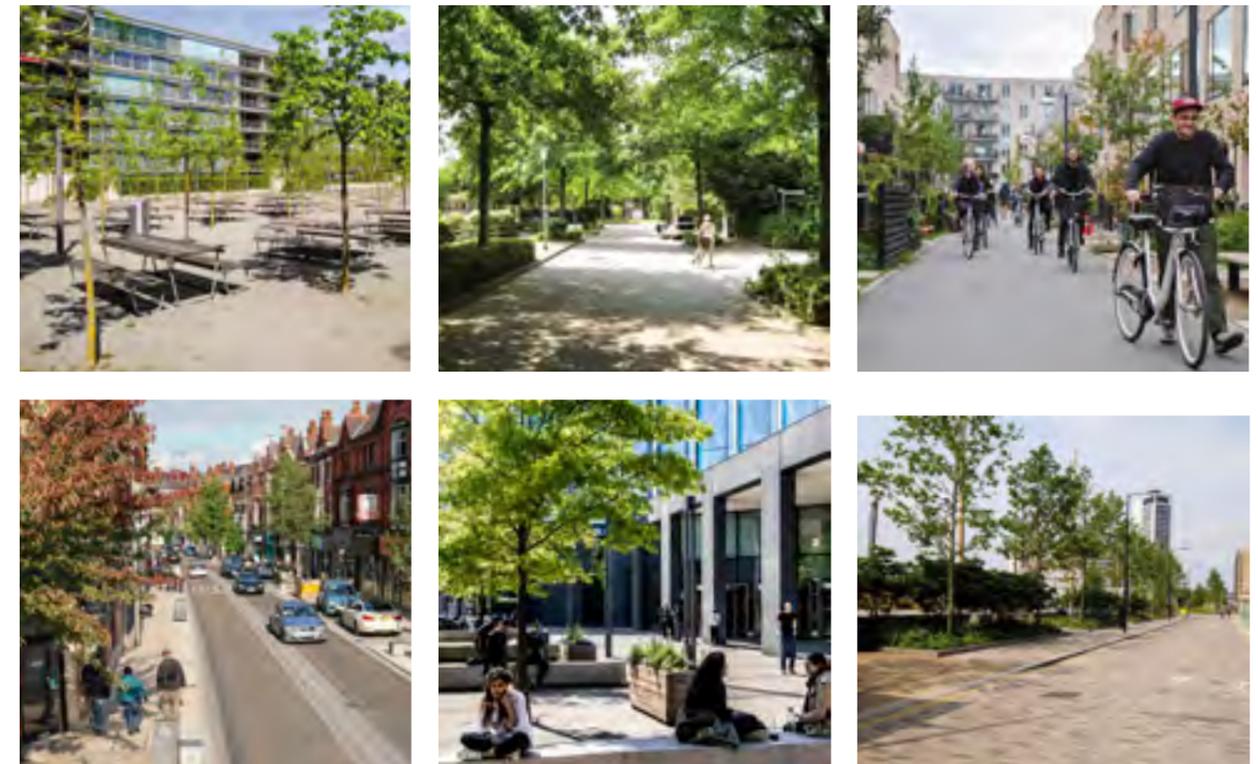


Figure 5.5 / Hierarchy of Street and Spaces

05. Development Framework Area Development Principles

PRIORITY 6, ENVIRONMENT AND BLUE-GREEN INFRASTRUCTURE

Green Transport Corridors

- New tree planting along The Crescent and Frederick Road to create a softer environment, whilst also improving air quality.
- Introduce sustainable urban drainage (SUDs) and planting where possible.
- Create vegetated surface on Metrolink routes.
- Improved pedestrian permeability by upgrading existing crossings and adding new crossings.
- Improved environment for walking and cycling to encourage these sustainable modes of movement.

Figure 5.6 / Green Transport Corridors



Linear Parks

- Create an active movement corridor that is car-free and which connects a number of zones within the Framework area and links to the wider area.
- Promote generous planting to create a verdant character - there is an opportunity for the whole stretch to incorporate a sustainable urban drainage system (SUDS)
- Provide opportunities for seating and increasing dwell time.

Figure 5.7 / Linear Parks



05. Development Framework Area Development Principles

PRIORITY 6, ENVIRONMENT AND BLUE-GREEN INFRASTRUCTURE

River Corridor

- Promote activation of the watercourse
- Improve visual connection with the water
- Enhance access and new connections to the existing path adjacent to the River Irwell
- Create small spaces for dwell or opportunity for temporary food and beverage vans/stalls
- Improve connectivity to the river, with a new path at lower levels adjacent to the Crescent.
- Enhance biodiversity and wildlife with new tree planting and habitat creation. Selective removal of invasive species.
- Create arrival spaces and signage to improve access and navigation.



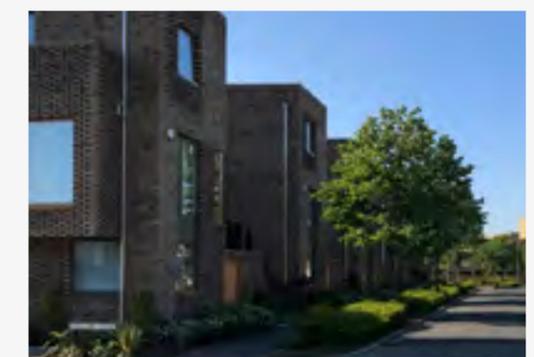
Figure 5.8 / River Corridor



Pedestrian Streets

- Deliver a network of high-quality pedestrian streets that have a comfortable human scale
- Ensure that spaces for spill out activities are provided
- Deliver street trees and planting wherever possible
- Ensure vehicular traffic is incorporated within a balanced street environment where required for access

Figure 5.9 / Pedestrian Streets



05. Development Framework Area Development Principles

PRIORITY 6, ENVIRONMENT AND BLUE-GREEN INFRASTRUCTURE

Green Spaces

- Enhance the aesthetic, biodiversity and recreational value of the existing parks
- Encourage the use of the parks by the public through development of a strong events programme.
- Create a central linear park that integrates the University campus with each of the surrounding character areas.
- Create a large area of green space around the transport hub that will provide a tranquil retreat for dwell and recreational uses while creating a transitional movement space to service the transport hub.

Figure 5.10 / Green Spaces



Squares and Public Open Spaces

- Ensure that newly created squares and spaces are of a high quality and robust design in order to become destinations for students, residents, workers and visitors.
- Create gateway spaces that announce the Crescent with a selected choice of street furniture and surfacing, trees and gateway features.
- Accommodate spill-out activities from active ground floors on the edges of squares and streets.
- Design squares to be flexible, allowing for a range of events and activities.

Figure 5.11 / Squares and Public Open Spaces



05. Development Framework Area Development Principles

PRIORITY 6, ENVIRONMENT AND BLUE-GREEN INFRASTRUCTURE



Ecology and Planting

- Existing trees should be retained wherever possible and new planting established to enhance the 'green' character of the Framework area.
- The layout and specification of trees should reflect the character and scale of the adjacent development and should include both native and non-native species.
- Take advantage of habitat creation within the development, as well as its role within the whole.
- Roads should where possible be tree lined and/or with rain gardens.
- Planting should be allowed for in the semi-private spaces and used as elements distinguishing the public and private sphere.
- Within open spaces and streets ease of maintenance should be a key consideration in selecting species; more flexibility can be allowed within semi-private and private spaces.
- Green façades will be encouraged.
- A clear maintenance strategy will be developed to ensure the legacy of the site and maximise the opportunity for improved ecology and habitats.



Street Furniture, Signage and Materiality

- An integrated approach to street furniture will be taken to minimise clutter and facilitate easy pedestrian and cycle movement.
- Street furniture should be of flexible design and inviting for everyday uses and add to the sense of place; consideration should also be given to any maintenance required.
- High-quality play equipment of modern design should be provided.
- Secure high-quality cycle storage should be accommodated at key gateway spaces and centrally within each neighbourhood; each new development should secure quality cycle parking.
- Lighting design should be integral and appropriate to create a safe environment throughout; this includes buildings, gateways, open spaces and landscape features.
- The signage and wayfinding strategy should acknowledge all user groups and be accessible to all. It should expand that already in place around the University Campus and be designed around the following principles:
 - Consider spatial layout, materiality, clear routes and sensory clues to assist all people to move through spaces intuitively.
 - Ensure clear signage throughout the site utilising appropriate fonts, colour contrasts and universally recognised symbols.
 - Information on signage to be provided at varying heights from the ground
 - Signage will be well lit
 - A range of signage from larger totems down to directional signage to provide clear direction.
- Choice of materials should be carefully considered and where possible recycled, reused and sustainably sourced materials should be used.
- To support the sustainable drainage strategy, permeable and flexibly laid paving should be used wherever possible.
- The materials will take inspiration from the existing palette of materials and colours set as part of the University campus.



05. Development Framework Area Development Principles

PRIORITY 6, ENVIRONMENT AND BLUE-GREEN INFRASTRUCTURE



Green Infrastructure

The Framework area will bring green infrastructure and water management together using adaptive and resilient measures within the landscape that will provide environmental, ecological, social, cultural and economic benefits.

The benefits of green space on health and wellbeing have been widely documented and there is a substantial evidence base linking improved physical and mental health with access to green spaces.

Trees, Planting & Green Connections

The site will use trees and planting in an intelligent way, both for the area's beautification, as well as in the form of Sustainable Urban Drainage Systems (SUDs) and other stormwater mitigation measures. Trees as a key element of design will line main streets to form urban boulevards and announce destinations, with anchor trees accentuating corners.

The extent of the proposed green infrastructure throughout the site is considerable and ties in well with the existing green assets of the locality. Enhancing the existing green areas and linking new proposals to them will have a huge benefit to all site users and local wildlife.



Figure 5.12 / Green Infrastructure

05. Development Framework Area

Development Principles

PRIORITY 6, ENVIRONMENT AND BLUE-GREEN INFRASTRUCTURE



Blue Infrastructure

Blue Infrastructure refers to water elements such as rivers, canals, ponds and Sustainable Urban Drainage Systems (SUDs) which can be used to manage flood risk across the Framework area.



Blue infrastructure will be integrated into the landscape to create a network that manages water and works with nature.

An overarching sustainable stormwater management strategy will be developed for the Framework area which each Zone can contribute to.

The use of SuDS will be encouraged; however, it should be established via appropriate and comprehensive ground investigation that any infiltration measures proposed are feasible and that drainage features can be adopted, effectively maintained and would not result in environmental detriment.

To deliver the most sustainable drainage solution, design of development should plan new green and blue features around existing topography where practicable.

Opportunities to incorporate the sustainable disposal of surface water as part of new public realm features will be encouraged. For example, rain gardens could be used on main corridors - along residential streets they are encouraged in order to maximise the neighbourhood's 'sustainability' contribution and positively contribute to its character.

In line with national guidance, stormwater should be sustainably dealt with within each development; developments should demonstrate how they contribute to discharging stormwater by sustainable means.

The River Irwell is a key blue asset for the area, and there are real opportunities to improve connectivity to the river with new pedestrian routes.



KEY

-  Retention ponds
-  Infiltration park
-  Street swales and infiltration
-  Roadside swales
-  Water Movement

Figure 5.13 / Blue Infrastructure

05. Development Framework Area
Development Principles



PRIORITY 7

Climate Change and Sustainability

05. Development Framework Area

Development Principles

PRIORITY 7, CLIMATE CHANGE AND SUSTAINABILITY

In July 2019, Salford City Council declared a climate emergency. This included setting a date of 2038 for carbon neutrality in Salford, which matches the target for the whole of the sub-region established in the 5-Year Environment Plan for Greater Manchester. To help achieve carbon neutrality by 2038, a target has been set in the emerging Local Plan that all new development should be **zero carbon from 2028**.

In order to contribute to achieving this aim within the Framework area, the following sustainability objectives have been identified:

- **Net Zero Carbon;** To be net zero carbon on construction and in operation
- **Sustainable Transport;** To transition to active and sustainable transport with greater local and regional connections
- **Climate Resilience;** To be resilient against the impacts of climate change, adapting to our changing world
- **Sustainable Water Management;** To conserve and reuse water onsite and strive towards water positive
- **Zero Waste/ Circular Economy;** Eliminating waste and improving resource efficiency through circularity
- **Biodiversity Net Gain;** Delivering a net gain in biodiversity, whilst providing high quality green spaces
- **Quality Places;** Creating communities that have a strong sense of place and identity, maximise shared value, and that delight
- **Health and Wellbeing;** Enhancing health and wellbeing through sustainable placemaking
- **Social Value;** To have a positive impact on the local community and significantly increasing social value

Development Principles



Promoting Safe and Attractive Opportunities for Active Travel

In order to encourage more people to choose to walk and cycle when making local journeys, pedestrian connectivity will be enhanced throughout the Framework area together with improvements to the public realm. Special attention will be paid to ensuring that routes are safe and secure through the incorporation of additional lighting and better legibility.



Minimising the Need to Travel

In order to minimise the need to travel and maximise the ability to make trips by sustainable modes of transport, higher density development will be directed to the most accessible and sustainable locations within the Framework area, subject to other policy considerations.



Energy Efficient, Low Carbon Design of New Buildings

Developers will be encouraged to ensure that new buildings are designed to incorporate a high-performance envelope to minimise heat loss / gain, maximise the use of natural and use low energy lighting systems, and use low temperature heating and cooling systems based on heat pumps where practicable.



Reducing reliance on private motor vehicles

A key aspiration is to reduce reliance on private motor vehicles and to encourage a model shift toward active travel (walking and cycling) or sustainable modes of transport including bus, metrolink and train. As detailed in the Connectivity, Movement and Sustainable Transport section measures including the de-engineering of the A6, rationalisation of car parking and creation of a new transport gateway will be pursued to secure a lower carbon future in the area.



Maximising the use of renewable technologies

Building on the University's reputation for innovation in the built environment, the use of renewable zero carbon technologies, such as solar PV and heat pumps will be embraced. Developments should look to incorporate appropriate zero/ low carbon measures to offset energy requirements.



Flexibility as Standard

Efforts should be made to futureproof new buildings through design, ensuring that spaces are flexible and adaptable.

05. Development Framework Area Development Principles

PRIORITY 7, CLIMATE CHANGE AND SUSTAINABILITY



Refurbishment and Re-use of Existing Buildings

Proposals to refurbish or re-use existing buildings will be encouraged to reduce energy consumption including through improving the building fabric, lighting and heating and ventilation systems and to ensure that technology is used effectively to analyse and manage the operational performance of the buildings, subject to other policy considerations including heritage interests.



Energy Networks

Energy networks will have an important role to play in enhancing energy efficiency, particularly around the University campus or denser residential communities. They are especially effective at providing heat for developments with high demand (e.g. leisure facilities, student accommodation and high density residential) together with existing buildings that may not be suitable for retrofit with heat pump systems. Opportunities to deploy phased energy networks in clusters to address specific needs should be fully investigated and implemented subject to further feasibility and viability.



Energy Management

Innovative solutions to energy management that utilises new and emerging technologies will be supported. These may include opportunities for peer-to-peer energy generation and storage underpinned by emerging blockchain and novel energy storage technologies.



Electric Vehicle Charging Points

Opportunities to enhance the electric vehicle charging infrastructure in suitable locations throughout the Framework area will be supported, having regard to existing provision in the local area.



Whole Life Carbon Assessments

In developing new buildings and infrastructure elements the commissioning whole life carbon assessments will be encouraged



Nature-Based Solutions

Nature-based solutions should be prioritised as a means of reducing flood risk and reducing urban heat island within the Framework area.



Urban Heat Islands

"Urban heat islands" occur in areas with dense concentrations of pavement and buildings that absorb and retain heat. This effect increases heat-related illness and mortality. Climate change will likely lead to more frequent, more severe, and longer heat waves during summer months. Extreme heat events often affect our most vulnerable populations most seriously. Trees, green roofs and green walls can help reduce urban heat island effects by shading building surfaces, deflecting solar radiation, and releasing moisture into the air and as such opportunities to introduce such features will be considered across the Framework area.



Climate Change Risk and Adaptation Appraisal

In bringing forward development across the Framework area, developers will be encouraged to provide Climate Change Risk and Adaptation Appraisals to support proposals



Delivering Net Gain

New development within the Framework area should deliver net gains in natural capital, biodiversity and social return on investment.



Sustainable Urban Drainage Systems (SUDs)

An overarching SuDS Masterplan will be developed for the Framework area in order to better utilise raingardens and swales to maximise retention of water on-site for re-use and to avoid flooding downstream. This is developed further under Priority 6 - Blue Infrastructure.

06.

Character Areas

Development Principles

06. Character Areas Development Principles

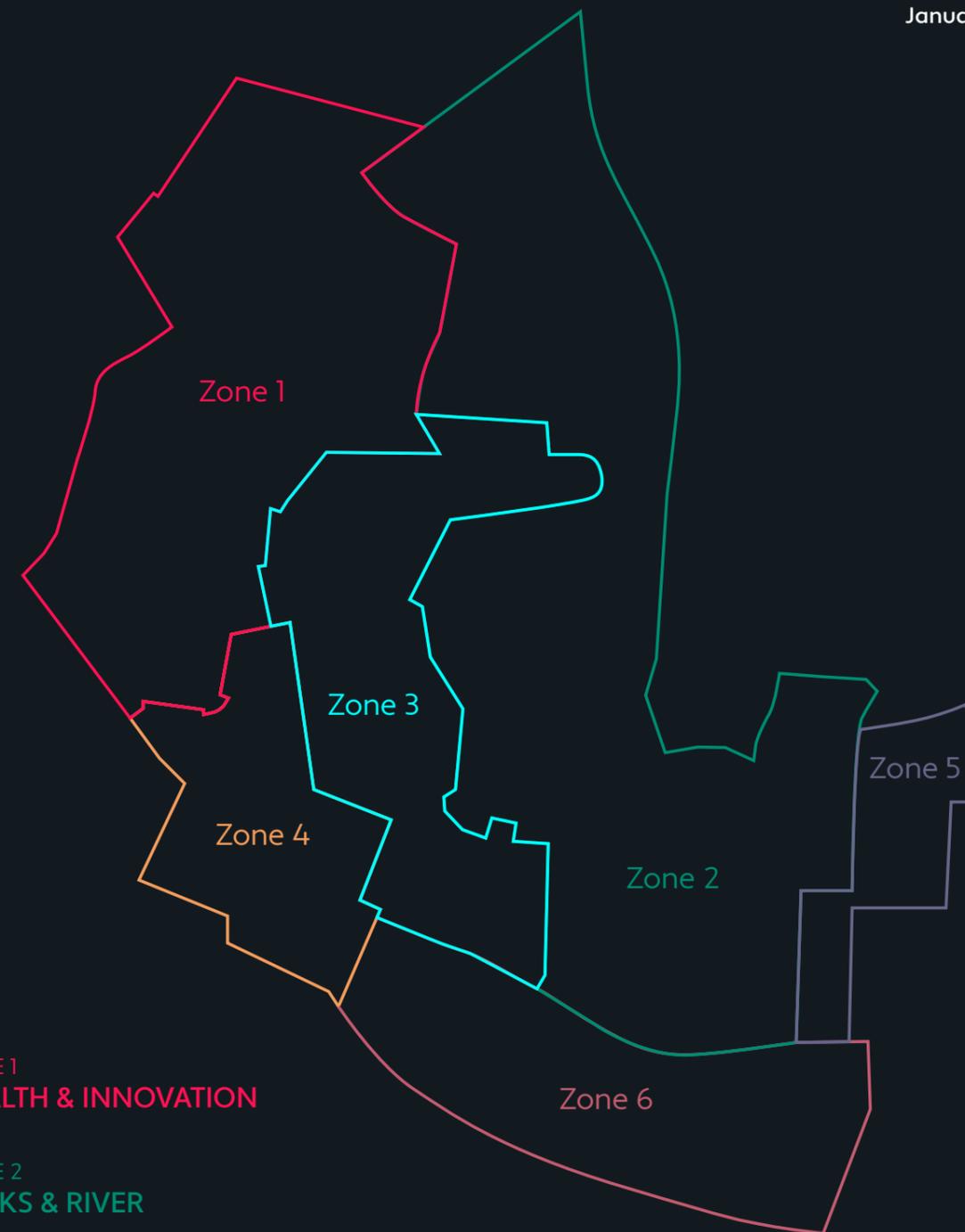
The Development Principles presented in Section 5 provide the overarching framework for future development within the area informed by the vision, objectives and design principles. The Development Framework area is defined by **six 'zones' or 'character areas'**.

A series of options were developed for each zone or character area in order to define how development could potentially come forward in the future. These options were tested by the technical team with a 'preferred option' for each zone identified. This 'preferred option' formed the basis for the draft Development Framework.

Following the 6-week public consultation on the draft Development Framework and engagement with key stakeholders, the preferred options for each zone were refined and updated, taking into account all comments received to date. Appendix C provides a summary of the draft Development Framework proposals and the key changes which have been made in developing the 'final' Development Framework.

The development principles and proposals for each zone, which, together, now form the basis of the final Development Framework, have therefore been informed by high-level technical assessments, the professional expertise of the partners and project team and through local knowledge, established through the 6-week public consultation and engagement with key stakeholders.

Any future planning applications within each of the zones will need to be supported by robust technical assessments as required by the Council. Key planning considerations may include, but are not limited to, heritage, highways, flood risk, townscape, ecology, sustainability, sunlight and daylight, and design.



**ZONE 1
HEALTH & INNOVATION**

**ZONE 2
PARKS & RIVER**

**ZONE 3
PEEL PARK CAMPUS**

**ZONE 4
TRANSPORT HUB**

**ZONE 5
ADELPHI VILLAGE**

**ZONE 6
THE CRESCENT**

Figure 6.1 / Character Areas

06. Character Areas
Development Principles

ZONE 1

Health & Innovation Zone

The Framework area sits in a strategic location within Salford’s ‘Innovation Triangle’ which comprises an internationally significant clustering of innovative activity across a range of sectors, incorporating Salford Quays and MediaCityUK, the University of Salford and Salford Royal Hospital (see Policy AP4 of the emerging Salford Local Plan).

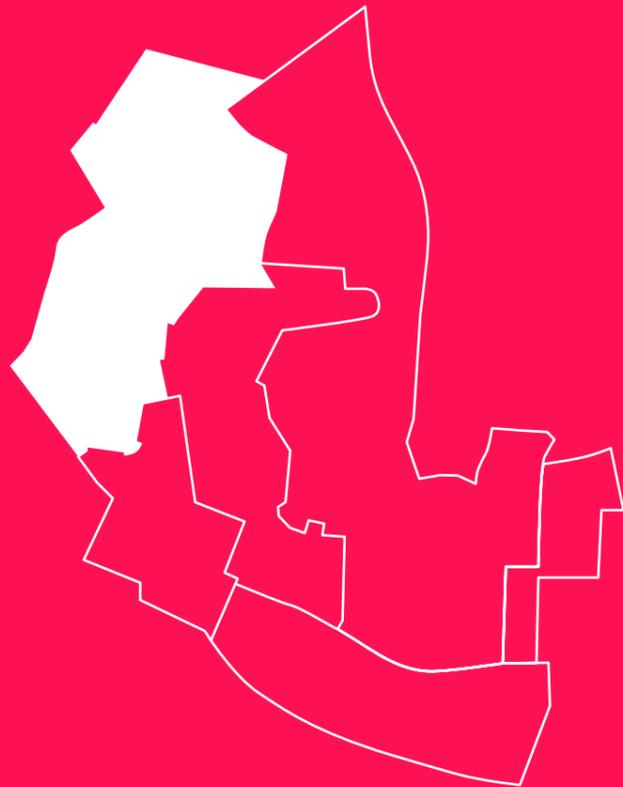
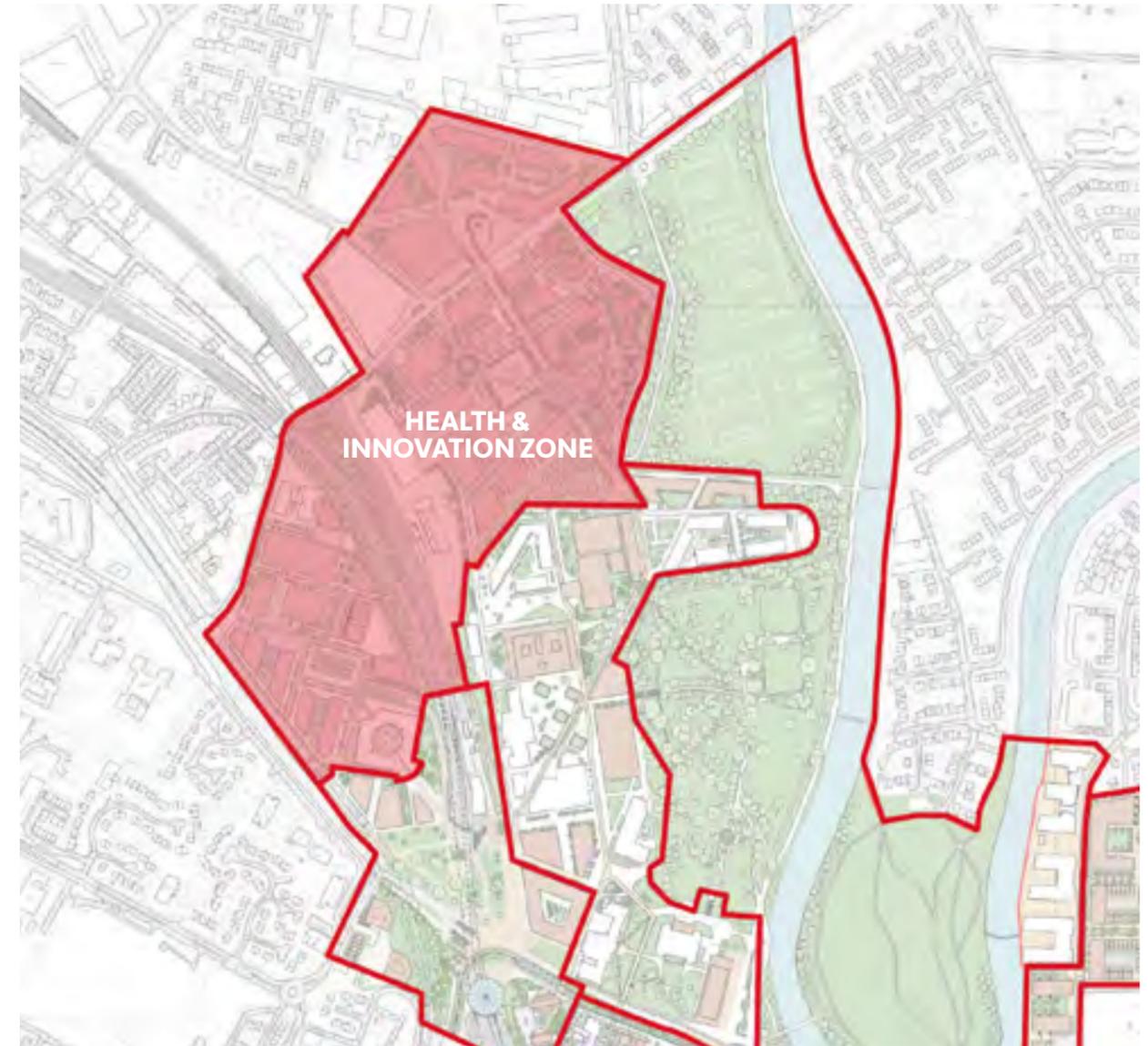


Figure 6.2 / Innovation Zone Boundary



Section 5 of this Framework provides the context for the development of the Health & Innovation Zone under the ‘Learning and Innovation’ theme. This set out the overarching vision and key themes for the development of this Zone within the context of the wider Innovation Triangle across Salford. A ‘Healthier Living’ mission was identified for this Zone which encompasses the themes of Robotics & Autonomous Systems, Built Environment, Acoustics and Health which in turn reflect some of the University’s research specialisms.

The Development Principles set out within this section provide guidance for the future development across the Health & Innovation Zone in order to ensure a successful and unified zone where a distinct identity can be developed, and which facilitates both research and industry to co-locate, and provides dedicated space for collaboration and partnerships to be developed.

06. Character Areas Development Principles

ZONE 1, HEALTH & INNOVATION

Key Components

The following committed projects/existing assets will be retained and embraced:

- Centre for Prosthetics and Orthotics
- North of England Robotics Innovation Centre
- Centre of Sound & Vision
- Innovation Forum
- Energy House 2.0
- New Health and Society + Clinic
- Multi-storey car park
- Mary Seacole building to remain

In addition, the Zone will include the following new components:

- A new 40,000+ sq ft Innovation Centre
- Incubator Space
- Post-Incubator Space (grow-on)
- Catapult/Catalyst Centres
- Faculty Space
- Commercial Space for inward investment (spin-in)
- Residential/ Commercial concept buildings (showcase)
- Residential including live/ work
- Amenity space/ public realm within the Active Heart
- Frederick Road Podium
- Movement Hub

Further detail on some of the key components is set out on the following pages.

Innovation Centre

Precedent Images

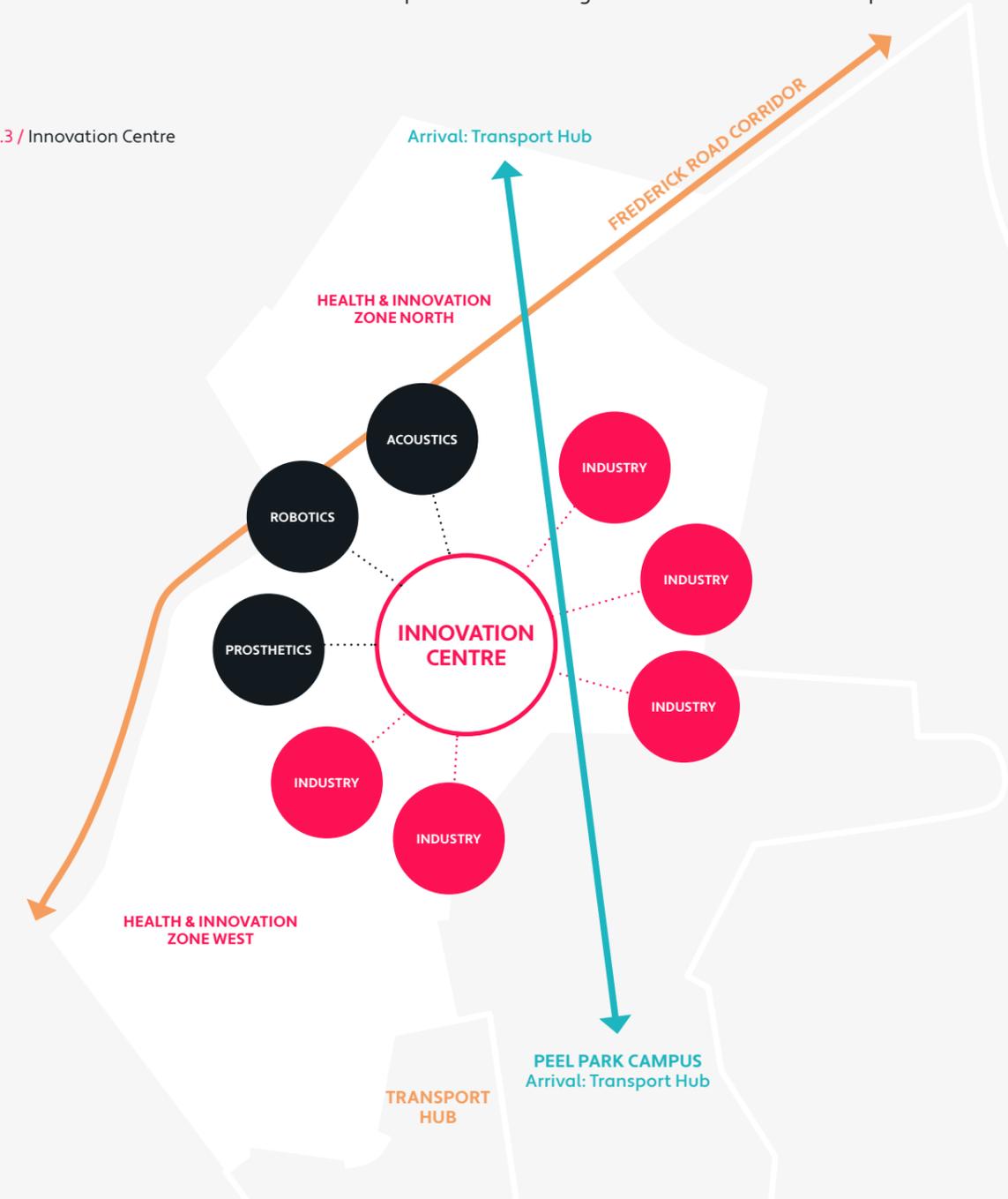


Innovation Centre The Anchor for the Health & Innovation Zone

The Innovation Centre will act as the catalyst for curating collision between the people that work and live here. It will be where people from different university faculties and industry meet and interact. It will be a destination and anchor for the Zone. Extending to approximately 40,000+ sq ft, it will include a mix of uses including office, wet/ dry lab space, workshops and amenity space such as cafes and breakout space to facilitate collaboration. Incubation space will also provide opportunities for University students starting out.

It is centrally located on the linear park which is the main spine route that connects this Zone into the wider area and the primary transport infrastructure hubs. The building, or series of buildings, will be transparent and outward looking with active ground floor uses to draw people in, which would seamlessly extend out and interact with the surrounding streets, routes, spaces and buidings to define the heart of the place.

Figure 6.3 / Innovation Centre



06. Character Areas Development Principles

ZONE 1, HEALTH & INNOVATION

Central Public Realm The Active Heart of the Zone

A number of options were considered for the creation of a central area, which acts as the active heart of the Health & Innovation Zone adjacent to the Innovation Centre, maximising the opportunity presented by the linear spine which is the primary route through the Framework area. This space will be at the confluence of several pedestrian desire lines and will have blue/green infrastructure running through it, being accessed from both the Frederick Road corridor to the north and the Transport Hub to the south. This will provide a further space for industry and the University to come together and feed off one another.

Frederick Road Podium The Connector

Currently the Health & Innovation Zone is divided in two sections by Frederick Road which forms a barrier running in an East-to-West direction. Therefore, a key objective for the development of this Zone is to remove this barrier through development of a major piece of infrastructure which will be, in essence, a podium over Frederick Road. A conceptual vision for the podium is provided below.

Movement Hub The Arrival Point

There has long been an aspiration to include a car park within Health & Innovation Zone North. The Development Framework proposes the creation of a 'Movement Hub' which will be not just a car park but a multi-modal sustainable transport hub. This is the arrival point into the Zone. The key design principles for this option are:

- A multi-model hub and not just a car park
- Located on the primary spine route through the Framework area with easy access to Frederick Road

- The Movement Hub may include:
 - Car and motorbike parking including electric charging
 - Cycle hub with secure bike parking, bike hire scheme, changing facilities, lockers, drying facilities, e-bike charging and repairs
 - Gym and wellness facility Café, amenity to anchor use

Figure 6.4 / Frederick Road Podium - Visual



06. Character Areas Development Principles

ZONE 1, HEALTH & INNOVATION

Development Principles



Sustainable Transport, Movement and Connectivity

Improved pedestrian and cycle connectivity

Facilitated through revised urban grain with all routes leading to the Transport Hub at the heart of the Framework area.

Removal of east-west barrier (Frederick Road)

Pedestrian and cycle connectivity within the area will be enhanced which allows greater movement in a north to south direction, opening up Innovation Zone North and driving further footfall.

Creation of a safe pedestrian zone

The Frederick Road podium will create a safe and accessible zone for pedestrians and cyclists using a shared space surface over the road connecting into city-wide cycling and walking infrastructure.

Existing traffic flows not significantly impacted

Frederick Road will continue to operate as existing without traffic flows being significantly impacted.

Movement Hub

Creation of a multi-modal sustainable transport hub at the arrival point into the Zone.

Connecting Innovation Zone North

Use of the podium to link Health & Innovation Zone North (and the existing communities beyond) to Peel Park and main University Campus.

Former line of the Manchester, Bolton & Bury Canal

The former line of the canal which runs through this Zone will be referenced. Consideration should be given to design, layout and orientation of buildings as it relates to the former canal. It will also encourage sustainable modes of transport to be utilised, connecting into other zones, including Zone 4 and 6.



Greenspaces and Public Realm

Arranged around high-quality Public Realm

The design of the public realm and the positioning of the buildings has been purposely designed in such a way to encourage collaboration in research and development and acts as a magnet to draw people in and deliver this key objective.

A new public space

The podium will attract visitors in its own right as a key piece of infrastructure and public realm. This will provide a significant community resource which will not only provide enhanced connectivity but will also contribute to improved health and wellbeing.

Podium

The podium will create a new boulevard in the sky with views, seating areas and new planting – this will be a key piece of raised landscape which crosses the road using extensive planting to blur the lines between built and natural environments.

Biodiversity Enhancements

New planting of native tree and flower species will be encouraged alongside the riverbank and pedestrian/ cycle path to encourage greater biodiversity and improve connectivity between habitats.

Greening the urban environment

There is an overarching aspiration to 'green' the Crescent area. This will be achieved through the incorporation of new street planting and dwell spaces, sustainable urban drainage, informal nature planting, tree lined boulevards and green infrastructure including on the new podium.



Land Uses

The Health & Innovation Zone will incorporate a number of land uses to create a vibrant and diverse place. This will include a mix of land use typologies including incubator space, office floorspace, residential, educational and industrial.

Anchor research and industry projects

A number of individual projects have been identified within the industrial/research/testing sphere as set out below:

- North of England Robotics Innovation Centre**
 The catalyst project which will form the landmark building within the Innovation Zone. Predominately a research facility, the new building will house robotics, health, manufacturing and automotive laboratories as well as industry space. This new facility will allow researchers to experiment, test and pilot innovative ideas using digital innovation.
- A New Centre for Sound and Vision**
 Creation of a new centre for Sound and Vision to house specialist University facilities currently housed within the Newton Building.
- Centre of Orthotics and Prosthetics**
 To house the relocated facilities from the former Brian Blatchford building.
- Energy House 2.0**
 A state-of-the-art climate-controlled testing environment for the building industry.
- Health and Clinic building**
 An onsite clinic offering a key service to students and local people.

Catapult Centre for research and specialist activities

Locations for research and specialist activities such as testing of prototypes.

The Innovation Centre

The Innovation Centre will extend to 40,000+ sq ft and will include a mix of uses, including office, wet and dry lab space, workshop space and amenity space such as cafes and break out space to facilitate collaboration. Incubation space will also provide opportunities for university students starting out.

Live and Innovate

Ground floor active uses and amenity, innovation on lower levels above and then residential on top. Vibrant truly mixed use buildings to maximise activity. These would be located at either end of the land bridge/podium anchoring activity to Winders Way and also the heart of the Zone.

Student Accommodation

Given this Zone's location immediately adjacent to the University, a further phase of student accommodation will be provided comprising high quality purpose-built units for existing and future students.

Future Residential Development

A small area of new residential development is also proposed adjacent to the David Lewis Playing Fields. A broad range of house types, sizes and tenures will be provided in order to create a vibrant new community that meets the needs of a large cross-section of society. This would be located to the east of the Zone making use of the views adjacent to the sports ground and to the River.

06. Character Areas Development Principles

ZONE 1, HEALTH & INNOVATION

Development Principles



Scale, Massing and Density

Opportunities for Iconic Design

There is significant opportunity to incorporate iconic and innovative design, displaying some of the innovation thinking in building and modern systems of construction, reflecting the ongoing research and development which is taking place in this Zone. The podium proposed bridging Frederick Road and Innovation Centre have potential to be iconic projects within this Zone.

Opportunities for Scale

Informed by the surrounding context, opportunities for high density development of scale exist across the Zone. The scale will vary across the Zone to add character and identity to the buildings and the spaces and places between them.

Townscape

Any future proposals for taller buildings in the Crescent area will need to provide sufficient information to justify the scale of development taking into account guidance set out within 'saved' UDP policy DS5 'Tall Buildings' and draft Local Plan Policy D5 'Amenity'.

Signature Arrival Point/ Destination

The podium will be an iconic structure of scale which will put the Health & Innovation Zone 'on the map'.



Design Quality

Innovation Identity

The Health & Innovation Zone is separate to the University campus (although well-connected) therefore, there is an opportunity to create an identity which does not have to have a campus education look and feel, but a more industry-focused approach in its design. The Innovation Zone will be a place that interacts with its surroundings, is integrative, and encourages people from different communities to interact.

High-quality Public Realm

Public realm in this Zone should be of the highest quality and encourage people studying, living and working in the area to dwell in the central plaza adjacent to the Innovation Centre to encourage collaboration.

Futureproofed Design

Buildings will be designed for climate change and future adaptability/flexibility. The Net Zero Carbon aspiration will affect the form of buildings to maximize passive design measures reducing operational energy, and also light weight construction methodology to reduce embodied carbon. Buildings will be fundamentally designed with flexible use/ adaptability considered so that they are able to adapt to suit over time as needs change.

Amenity

New proposals should respect the amenity of existing uses and seek to undertake necessary assessments as part of any future planning application including, but not limited to, privacy/overlooking, sunlight/daylight and wind microclimate.

Orientation

The orientation of future residential developments should have consideration to the green assets located to the east. The layout and orientation of development adjacent to the former line of the canal shall be carefully considered and proposals should seek to reference it where practicable.

ILLUSTRATIVE MASTERPLAN



Figure 6.5 / Innovation Zone, Illustrative Masterplan

KEY	
■ Zone Boundary	■ Innovation
■ University of Salford	■ Live and Innovate
■ Residential	■ Retail
■ Student Residential	■ Car Park

06. Character Areas Development Principles

ZONE 2

Parks and River

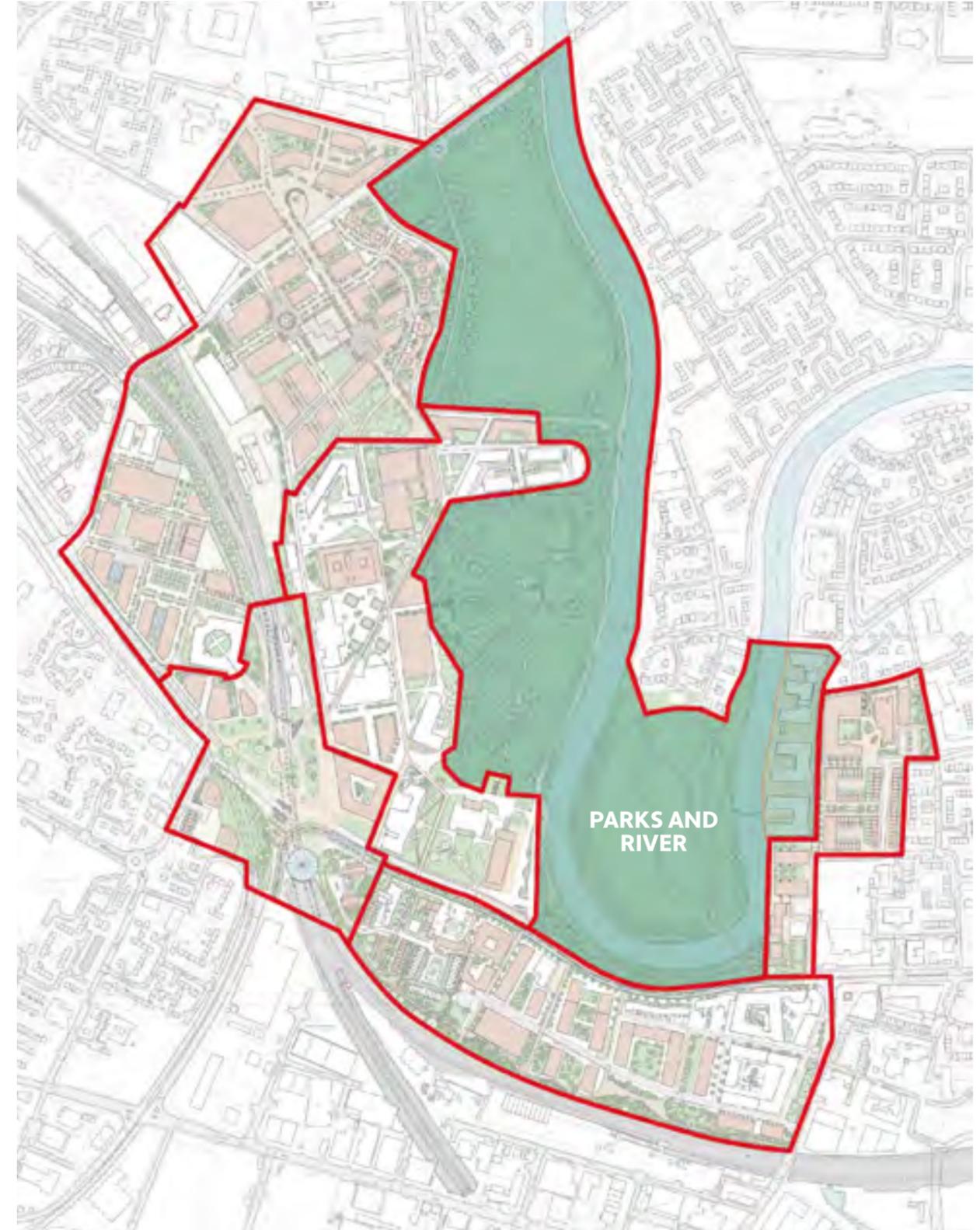
The Development Framework contains a large area of green space focused around Peel Park, the Meadow, the David Lewis Playing Fields and the River Irwell.

These spaces act as an important 'green lung' for the surrounding area, providing valuable recreation space and ecological habitats.

All of the existing green space will be retained and improved and connections into and out of this Zone will be enhanced for the benefit of existing and future residents and users.



Figure 6.6 / Parks and River Boundary



06. Character Areas Development Principles

ZONE 2, PARKS AND RIVER

Development Principles

The following principles will guide the enhancements and improvements made within this zone, noting that no development is proposed.



Landscape Design Principles

- A recreational space which must enhance the experience of transient users whilst offering varied and numerous options to dwell especially in waterside setting.
- Set within a conservation area any enhancements must be sympathetic and work in harmony with the heritage setting.



Routes

- Create pedestrian and cycle access along the length of the Irwell which links into existing network of cycle and pedestrian routes to serve local and city wide transient users effectively.
- Enhance riverside route with opportunity for dwell particularly along river banks offering a variety of permanent and temporary uses.
- Open up key gateways and improve access. Provision of new links across the River Irwell.



Trees and Planting

- Management and retention of the existing trees to ensure the longevity.
- Where appropriate Introduce trees of similar species to allow succession. Sensitive clearance of certain areas of dense vegetation on the banks of the Irwell to open up views as well as access to water.
- Remove invasive species and re-plant native trees and vegetation to enhance biodiversity.



Materiality

- Robust but sensitive materials palette suitable for cycling and pedestrian movement which fits within a more natural setting.
- Sustainable drainage incorporated with paving where possible.
- Enhance existing paths surface and introduce wayfinding elements and street furniture to create a unified sense of place across the area.



Spaces

- Encourage the use of the green spaces by the students and staff of the University and the wider public.

ILLUSTRATIVE MASTERPLAN

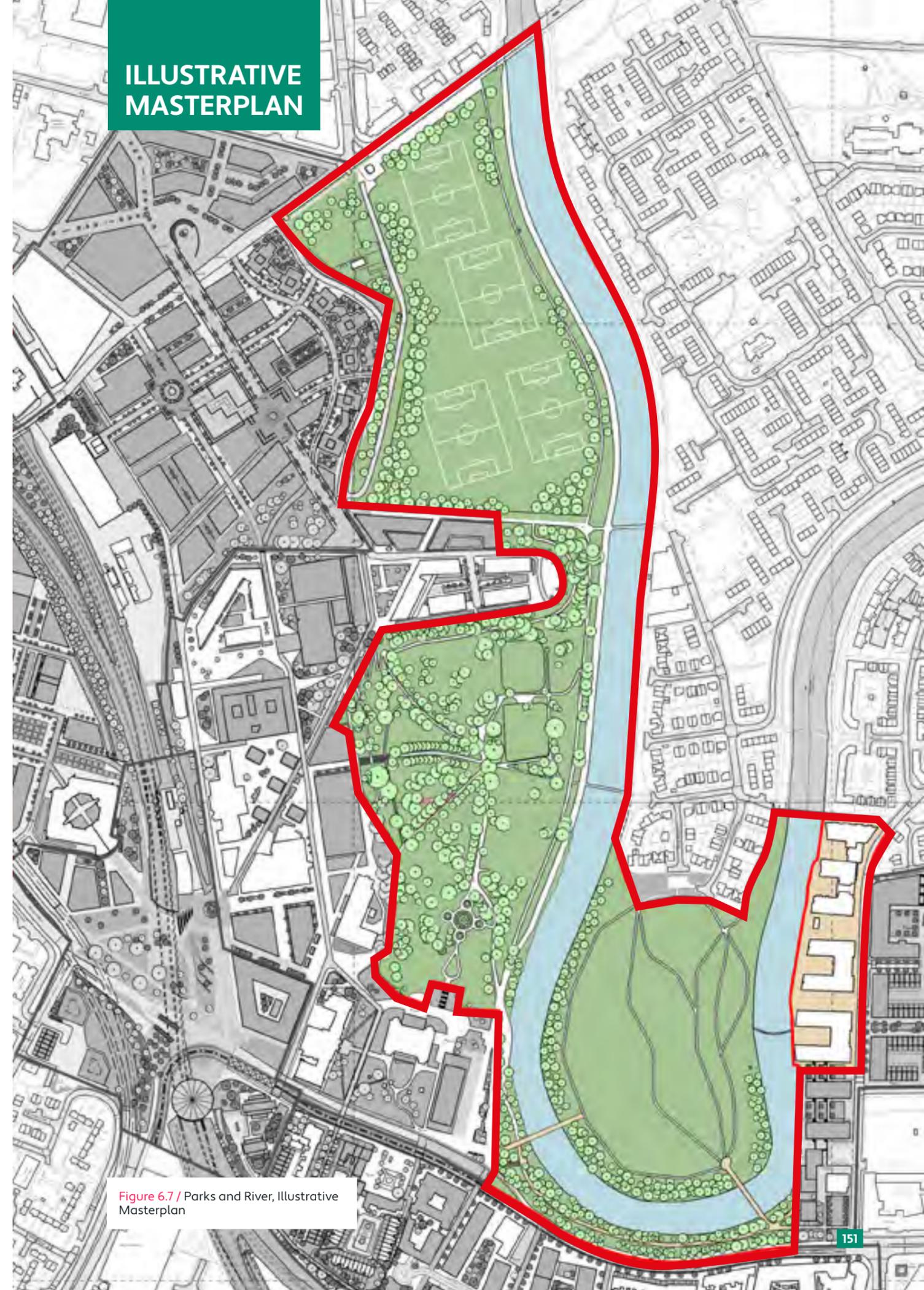


Figure 6.7 / Parks and River, Illustrative Masterplan

06. Character Areas Development Principles

ZONE 3

Peel Park Campus

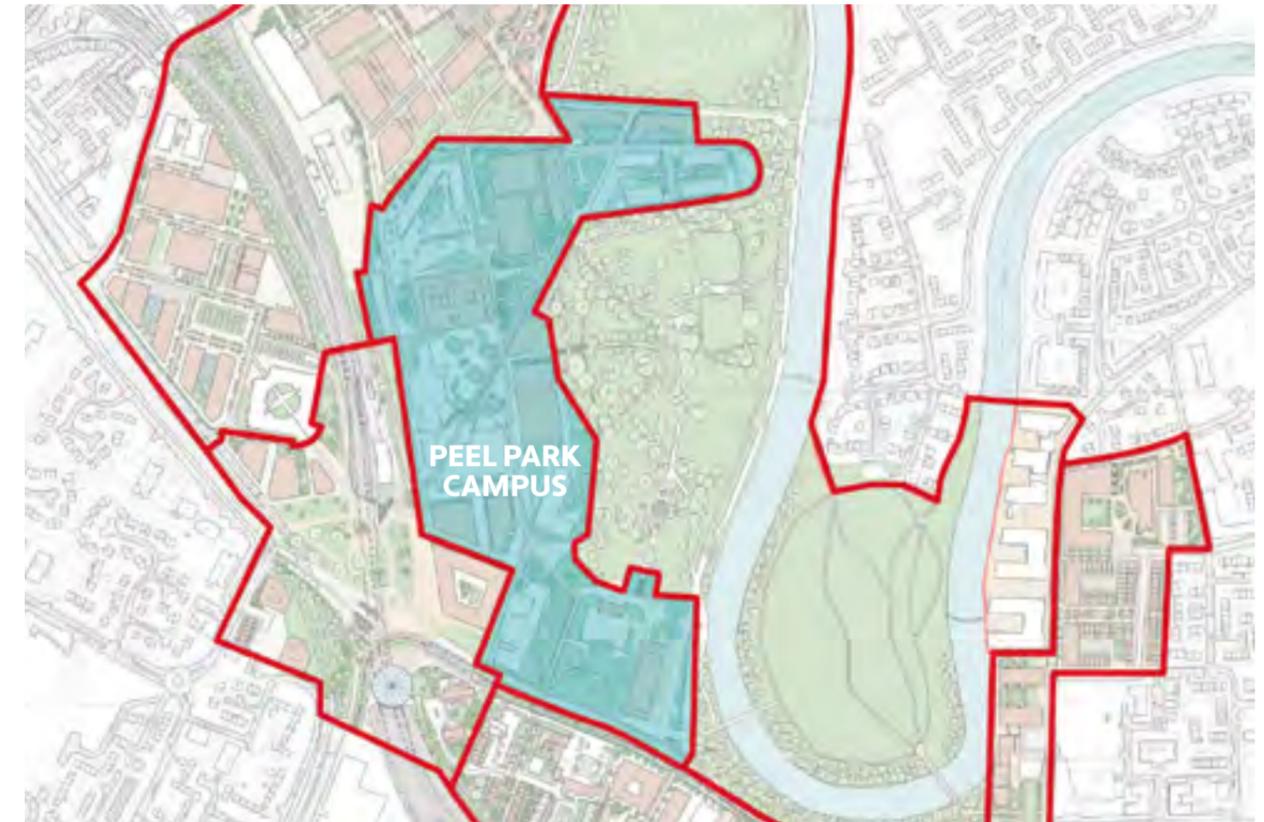
The University's Peel Campus sits at the heart of the Development Framework area. In 1960, the University had a visionary masterplan drawn up which saw the development of the University adjacent to Peel Park. With a modest population of just 5,000, the vision saw the campus develop northwards towards Frederick Road rather than an expansion along the A6 as it exists today.

The Masterplan of the 1960s incorporated the library, lecture theatre block – both completed in 1970-71, the student's union building, staff house, sports hall and additional refectories.

Today's Vision for the Campus, as expressed within the University's 2020 Refresh, is focused around 20,000 students.



Figure 6.8 / Peel Park Campus Boundary



Peel Campus Vision

The University's existing 5-year (2016-21) strategy has responded to the Government's Industrial Strategy White Paper. Powered by new technologies, the way we live our lives as workers, citizens and consumers are being transformed across the globe; the University's vision takes this into account and intends to bring enormous benefits to students, colleagues and industry partners.

To deliver these benefits, the University's current strategy is focused on developing Industry Collaboration Zones as their single institution-wide strategic priority.

The Industry Collaboration Strategy focuses on three key areas:

-  **Smart living;**
-  **Robotics; and**
-  **Digital.**

These areas will boost productivity by backing businesses to create jobs and increase the earning power of individuals. The University is investing in skills, industries and infrastructure to prepare students and colleagues to be fit for the future.

There are a number of other key components identified within the 2020 Masterplan Refresh which fall within the Health & Innovation Zone and the Parks and River Zone. As such, these have not been included in this sub-section.

06. Character Areas Development Principles

ZONE 3, PEEL PARK CAMPUS

Existing Assets

There are a number of existing assets within the Peel Park Campus Zone which will be retained and enhanced in the Development Framework.

The University comprises four academic Schools, occupying a range of buildings across different sites and campuses. Some Schools have multiple buildings and facilities, whilst others have limited visible campus presence. The four schools are:

- School of Arts & Media
- School of Science, Engineering and Environment (SEE)
- School of Health & Society
- Salford Business School

Each School is supported by a range of other campus buildings providing facilities including sports facilities, libraries and lecture theatres amongst others.

In addition, there are a number of buildings across campus, including those which are surplus to future requirements and those which are potentially earmarked for demolition such as Maxwell Main which provide a range of professional services and staff accommodation. Overall the University community comprises approximately 20,000 students and circa 2,000 staff.

A major challenge for the 2020 Masterplan Refresh was to address the fragmented nature of School activity and to consolidate, where possible, academic activity by School and by Building and begin to establish new identities for instance for Salford Business School which currently is co-located along with other uses in Maxwell Main. This has been maintained within the Development Framework.

A number of proposals have been put forward to address this - for example the proposed SEE Building will be the first project to begin to establish this new academic campus identity.

The location, size and overall quantum of general and pooled teaching space was also reviewed through the 2020 Masterplan refresh. The teaching and learning model moving forward will be to ensure that the academic buildings for each school contain largely specialist and general teaching, workshops, laboratories and staff offices, whilst there is a clustering of 'pooled' teaching space located centrally on campus and accessible by all.

A new central Hub building is proposed which will provide a range of cross-campus resources such as a Library, bookable pooled teaching rooms and Student Services. This will involve removing pooled teaching and library facilities out from each academic building, with the exception of the lecture theatre spaces and will facilitate the creation of 'academic neighbourhoods'.

As part of the desire to improve campus life and to establish itself as a local cultural and arts venue, Maxwell Hall will be redeveloped as a new state-of-the-art concert and conference venue which could also serve as a venue for student open days, visiting speakers, concerts and degree-award ceremonies. Aligned to this is the proposed establishment of a new destination for food and beverage, Arts and Culture in and around Albert Bentley Place.

Key Components

Key assets identified within the Masterplan Refresh 2020 are to be retained within the Development Framework, including:

- Maxwell Hall + public realm
- Science, Engineering and Environment (SEE) Building
- Hub Building + University Gateway public realm
- Salford Business School + public realm
- Professional Services

Figure 6.9 / Fire Station Square and Crescent Cross-Section Visual



06. Character Areas Development Principles

ZONE 3, PEEL PARK CAMPUS

Development Principles



Sustainable Transport, Movement and Connectivity

De-engineering the A6 and highway improvements works

To establish a proper sense of arrival for students, staff and visitors of the University, calming and slowing traffic and prioritising pedestrians as part of the proposals to de-engineer the A6 will be central to realising the University's vision, which, coupled with iconic architectural design will fundamentally change the initial impressions of the Peel Park Campus.

A Connected Campus

Improving the arrival experience at Salford Crescent station and bringing Metrolink will ensure that the Peel Park Campus can continue to attract talent. It is key that staff and students can access the campus in a safe and secure way and with a welcoming atmosphere.

Creation of a 'Single Campus'

Through one single vision and approach to public realm and landscaping, plus increased connectivity, the ambition is to establish a united placemaking experience across both campuses.

Improved pedestrian and cycle connectivity

This will be facilitated through revised urban grain with all routes leading to the Transport Hub at the heart of the Framework area.

A safe, diverse & inclusive campus

Using all modes of transport and allowing access for all.

Consolidated car parking

This is critical to improving the existing public realm. It will also be critical that the University enact a sustainable transport plan making use of the new infrastructure planned in other Zones.



Greenspaces and Public Realm

Improved Access to Peel Park

Following consultation on the draft Framework, the design around the new Maxwell Hall has been revised, to remove built form to the north east and provide additional public realm and landscaping in this location adjacent to the River and providing an improved route for pedestrians and cyclists to access Peel Park from the A6 Crescent.

A vibrant public plaza within the main campus

The main campus is characterised by old and new academic buildings (such as the Adelphi building) which generally address the main public space. This will be enhanced in line with the overarching placemaking principles for the Development Framework in order to create an enhanced experience for students, staff and visitors.

A Campus in the Park

The release of land from surface car parks not only reduces on campus car movements, but also significantly allows for a transformation in the greening of the campus with the concept of extending Peel Park into the University estate.

Biodiversity Enhancements

New planting of native tree and flower species will be encouraged alongside pedestrian/cycle paths to encourage greater biodiversity and improve connectivity between habitats, particularly linking into and out of Peel Park.

Greening the Urban Environment

'Greening' the Crescent, which frames the Campus, will be achieved through new street planting and dwell spaces, sustainable urban drainage, informal nature planting and green infrastructure.

Water Reduction

Proposals to diversify the public realm, to improve biodiversity and use the landscape as an opportunity to address the University's requirement to reduce water consumption and increase green-water recycling and flood risk mitigation will be incorporated where practicable.



Land Uses

The Peel Campus will largely focus on educational and academic uses but will also incorporate a number of land uses to create a vibrant and interesting place. This will include a mix of land use typologies including teaching and research space, student accommodation and some commercial uses.

Development of high quality education floorspace

A number of the existing schools will be upgraded and developed in terms of their teaching and research space which remains the key function of this Zone.

A New Multifunction Centralised Student Hub

This will enable the co-location of several student-centred support services including the library, study spaces, food hall and student services in one centralised service and will provide somewhere for students to socialise, and study between core teaching hours in a modern and flexible environment which currently isn't provided.

Technology & Digital Teaching & Learning

With a significant shift in focus towards a Virtual Learning Environment and a wider use of online delivery modes, the University anticipate a need to shift the focus of traditional school-based seminar, tutorial and lecture space towards spaces more suited for group-based, student-centred personalised learning. The new Hub and Digital Teaching Building will be used to explore this concept further. The facility is considered a digitally rich learning environment where students will have the ability to access live and pre-recorded seminar and content and well as use traditional seminar space for 'flipped learning' and group-based enquiry.

Diversifying the Commercial / Retail offer

New commercial uses including food and beverage offerings will create a 'sticky campus' which will encourage students to stay on campus longer rather than going elsewhere for food and drink or going home. This will improve the student experience overall, through providing additional services for students such as gyms, restaurants, bars,

galleries and other cultural venues. Furthermore, this will help to integrate the University with the surrounding local Salford community and could also provide opportunities for local businesses.

A Cultural Hub

The University sits at an important location and has an opportunity to make a significant contribution towards the growing cultural and arts community in this location. This will be in part facilitated by the deengineering of the A6 to create an urban square that unifies the Salford Museum/ Maxwell Hall and Albert Bentley Place, making the cultural district an extension of the campus. Diversifying existing land uses such as the new Maxwell Hall venue for cultural, concert and conference events will contribute towards this.

Revitalised Sports Centre

As part of the Health and Wellbeing agenda, the Tom Husband Sports Centre will be redeveloped and extended to provide a modern fit-for-purpose centre for use by the School of Health and Society as well as for students sports and recreation.

Student Accommodation

Additional student accommodation will be provided in this zone providing high quality purpose-built units (c. 2,000) for existing and future students and adding to the existing offer.

Links to Industry and the Innovation Zone

Research and innovation is not exclusive to the Health & Innovation Zone; the existing Energy House is located on this site, along with the Clinic, located in the new School of Health and Society building. The on-site clinic is a good example of how the University encourage industry collaboration between students and the NHS by offering a key service to students and local people.

06. Character Areas Development Principles

ZONE 3, PEEL PARK CAMPUS

Development Principles



Scale, Massing and Density

Opportunities for Scale

Informed by the surrounding context, opportunities for high density development of scale exist across the Peel Park Campus Zone. This would take into account the setting of any listed buildings as set out below. The Illustrative Masterplan for this Zone seeks to create an optimum campus volume that reduces university sprawl.

Heritage

The zone is partially covered by the Crescent Conservation Area and contains a number of Listed Buildings and non-designated heritage assets. Any future proposals would need to be informed by an assessment of heritage impacts in line with 'saved' UDP policy ST15 and emerging heritage policies contained in Chapter 20 of the Publication Local Plan (2020).

Townscape

Any future proposals for taller buildings in the Peel Park Campus will need to provide sufficient information to justify the scale of development taking into account guidance set out within 'saved' UDP policy DS5 'Tall Buildings', draft Local Plan Policy D5 'Amenity'.



Design Quality

Creating an inviting campus

To meet its objectives, the University of Salford needs a high-quality, modern, attractive campus with outstanding facilities to attract both industry collaborators and students.

Creation of a world-class gateway along the A6

The Development Framework will facilitate significant transformation of the existing townscape (demolition of Maxwell Main and the new Maxwell Hall), landscape, public realm and highway which will create an important 'front door' to the University.

Opportunities for iconic design

Given the key gateway location of this zone, there are opportunities for iconic architectural design of the highest quality to create interest and cement the location as a Campus of Excellence. One example could be the new Hub building which is highly visible from the A6 and the new transport hub. Another example is the new Maxwell hall building which is proposed to be a state-of-the-art concert and events venue.

ILLUSTRATIVE MASTERPLAN

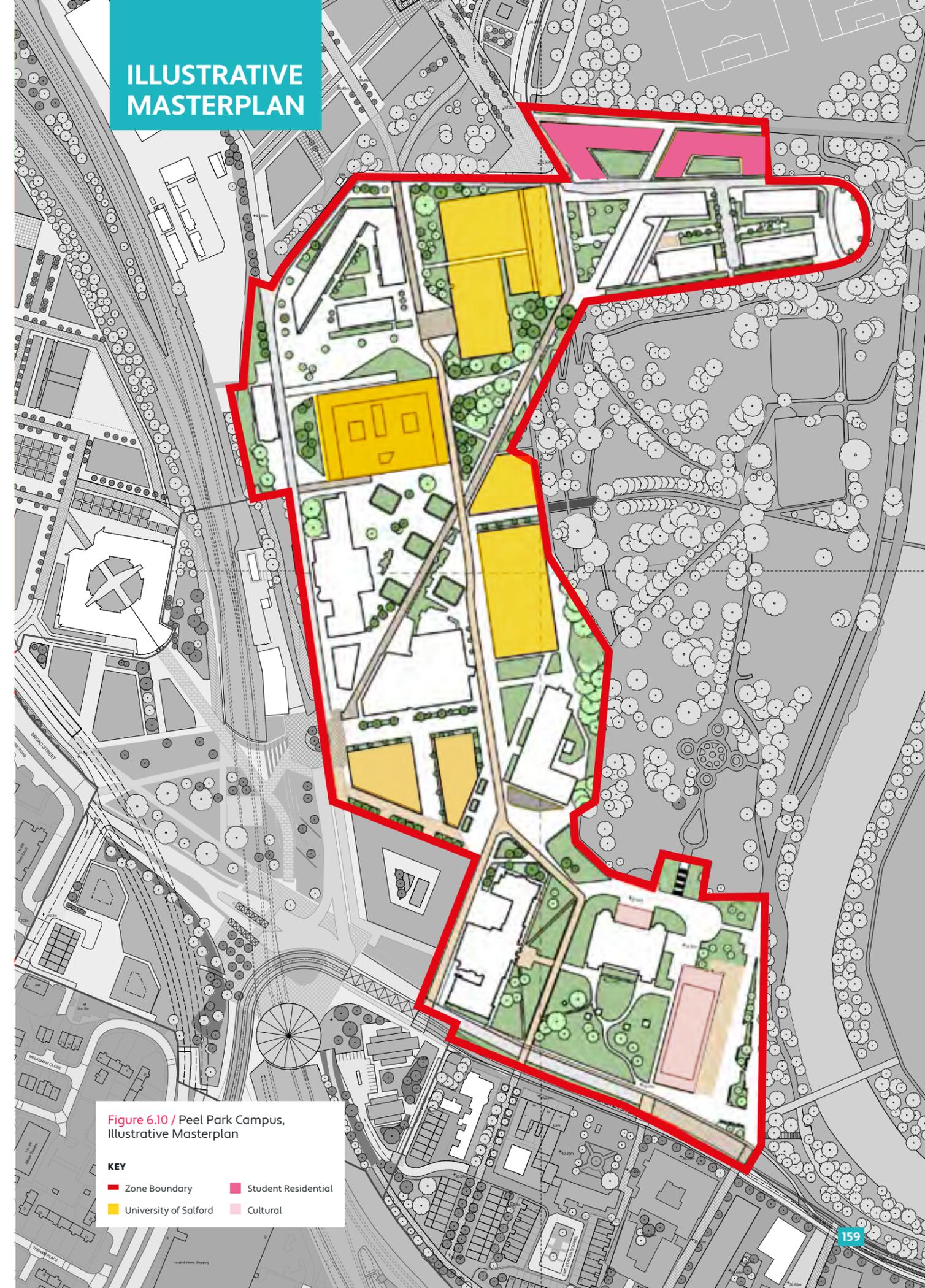


Figure 6.10 / Peel Park Campus, Illustrative Masterplan

KEY

- Zone Boundary
- University of Salford
- Student Residential
- Cultural

06. Character Areas
Development Principles

ZONE 4

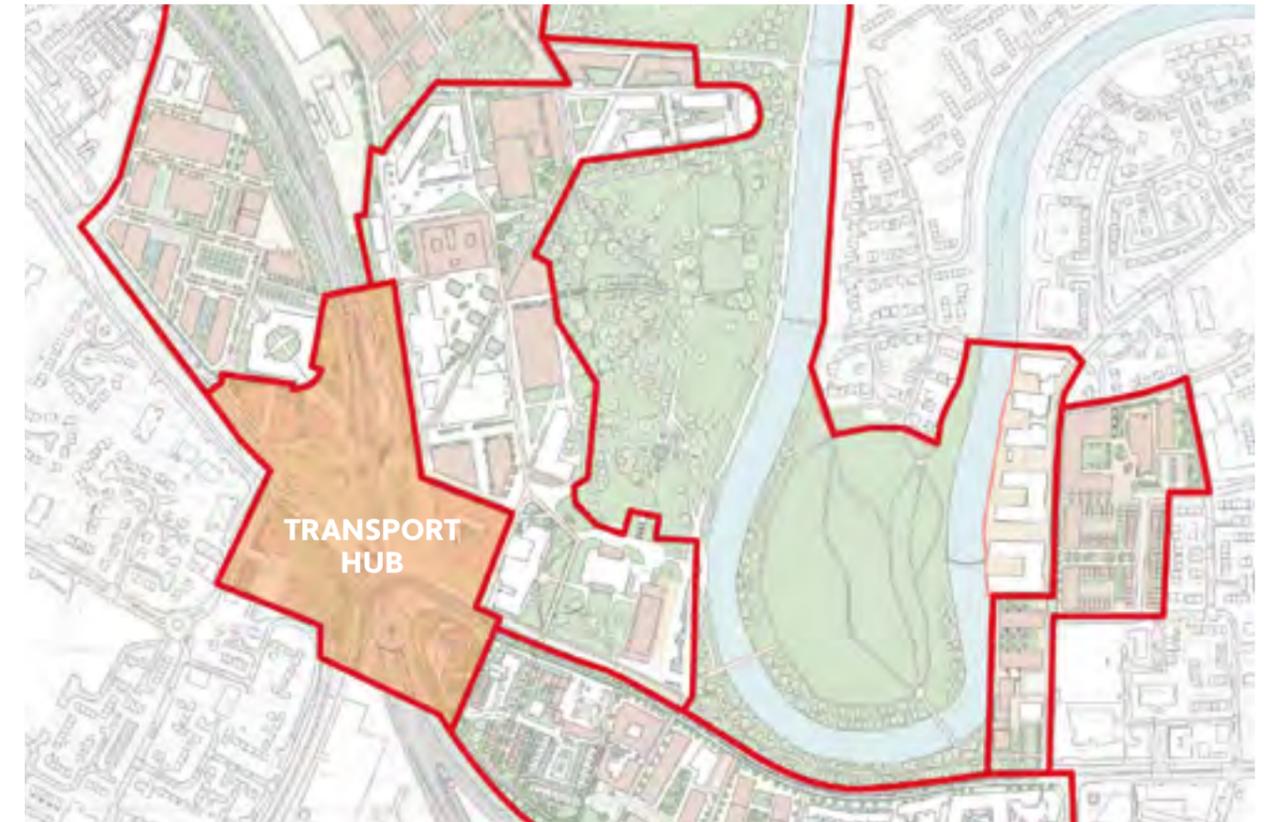
Transport Hub

The Transport Hub is centred around the existing Salford Crescent Station which sits at the heart of the Development Framework area. The Station is currently only served by mainline trains. Improvements to the station and the surrounding area are key to the success of the Crescent area. The proposed improvements will create a new Transport Hub which will become the focus of movement in and out of the area.

The Transport Hub will be a landmark infrastructure project which reduces car dominance, connects communities and provides a hub for sustainable mass transit in Salford.



Figure 6.11 / Transport Hub Boundary



Transport Hub Vision

The vision is for the Transport Hub to be an integrated transport interchange providing public transport services across the city region and beyond. The improvements to the station will create a destination in its own right where people are encouraged to spend time. The hub will become a place to meet at and travel to.

The Hub will address the existing issues around the Station, including the significant level changes, severance caused by the A6 and lack of legibility. This will be realised by building over the existing station and rail lines to create a new high-quality area of public realm for enjoyment by all users of the new Transport Hub.

To achieve this Vision, the Hub will provide:

-  **Mainline train station and interchange**
-  **Metrolink Stop**
-  **Cycle hub**
-  **End of trip facilities**

Following consultation on the draft Development Framework, and engagement with Transport for Greater Manchester (TfGM) the proposed location of the Hub and the main station building has been moved to the south of the A6 bridge, with the new station entrance being located facing north towards the Peel Park Campus and the new University Hub building. The proposed Metrolink platform has also been relocated further to the east along the Crescent.

Detailed design will now be further developed in conjunction with TfGM and other relevant stakeholders.

06. Character Areas Development Principles

ZONE 4, TRANSPORT HUB

Development Principles



Sustainable Transport, Movement and Connectivity

Build over the Railway Lines

The proposed build over will improve pedestrian connectivity through the site, creating clear sightlines to increase safety.

Seamless Connectivity

The build-over provides seamless connectivity across the railway lines, linking the Health & Innovation Zone South with the Peel Park Campus Zone - including Energy House 2.0 with SEE. The railway is currently a barrier splitting the existing campus into two sites.

Connectivity to Pendleton

Following the consultation on the draft Development Framework, the design has been developed to improve connections to Pendleton from the Transport Hub, as shown on the illustrative masterplan extract on subsequent pages.

Improved access to Public Transport

Facilitated through the development of a Metrolink connection between Salford Crescent and Salford Quays as well as bus connections and mainline rail services.

Metrolink Integration

Following further engagement with TfGM, the proposed location of the Metrolink stop is now located at the 'front door' the University within the heart of the Transport Hub, providing multi-modal connections.

Cycle Facilities

Sustainable modes of transport including cycling will be encouraged through creating end-to-end facilities at the station. This in turn also encourages healthy living.

Re-alignment of the A6

Public transport and pedestrians are prioritised and a safe crossing over the A6 is created. New Metrolink station and platforms are integrated.

Former line of the Manchester, Bolton and Bury Canal

The former line of the canal will be referenced and consideration should be given to design, layout and orientation of buildings as it relates to the former canal. It will also encourage sustainable mode of transport such as walking and cycling to be utilised, connecting into other zones, including 1 and 6.



Greenspaces and Public Realm

New green space

The build-over will create new green space which will encourage dwell time and contribute to general health and wellbeing, through tree planting and landscaping.

New public realm

The improvements will create a space which is inviting and safe, encouraging people to use the station to access the Crescent area and surrounding communities beyond.



Land Uses

Transport led residential community

Increased connectivity will make the area an attractive place to live, therefore the area immediately adjacent to the station is proposed for residential use.

Leisure, Food and Beverage

The Hub will attract a high level of footfall therefore providing an opportunity for ground floor leisure uses, café and bars. These will be dual level linking to the station below ground. Whilst the draft Development Framework contained proposals for three retail blocks within this zone, following further design input this has now been removed and this area forms part of the public realm in this zone.

Redevelopment Opportunities

The realignment and de-engineering of the A6 and the station build-over may provide redevelopment opportunities in the vicinity of the Transport Hub to link the site to the surrounding area.

Metrolink Stop

The extension of the Metrolink will provide increased connectivity to and from the wider city region, including linkages to Salford Quays, addressing a current deficiency in Metrolink provision.

Figure 6.12 / Transport Hub - Visual



06. Character Areas Development Principles

ZONE 4, TRANSPORT HUB

Development Principles



Scale, Massing and Density

Tall building cluster

Both local and national planning policy encourages increased density within sustainable locations close to public transport. Clusters of tall buildings are found adjacent to transport hubs across Greater Manchester and major cities throughout the UK. The improvements to the Crescent Station, including the build-over, present a unique opportunity to explore the development of a tall building cluster in this location.

Following consultation on the draft Development Framework, and taking into account comments received, the massing and positioning of the proposed towers to the west of the Hub has been revised and a terrace of six units is also now proposed adjacent to existing development beyond the red line boundary to break up the massing in this location.

Similarly, the massing and layout of the proposed residential development to the east of the Hub, and to the south of the Metrolink platforms, has been reviewed to maximise potential for dual aspect apartments as shown on the illustrative masterplan extract adjacent.

Any future development in this area will be further assessed through the planning application process as and when proposals come forward.

Navigable and Human Scale

Care has been taken to ensure the station design provides an arrival point into a public and inviting plaza representative of the historic stations which are navigable and human in scale.



Design Quality

Station design

Enhancing Salford Crescent Station provides an opportunity to create an iconic station building which will become a key gateway into City Centre Salford. The majority of the station infrastructure and terminal are enclosed below the build-over at platform level, reducing the footprint of the station at grade. The station entrance is identified through an iconic lantern which brings people and light down to station level. Additional rooflights integrated into the landscape are proposed to provide a visual sky connection to the platform level.

University of Salford Hub Building

The University Hub building located directly to the north-west of the Transport Hub should be of a high-quality, iconic design, given that this will be one of the first buildings which can be appreciated by visitors upon arrival at the Transport Hub.

Active Frontages

Active frontages which face onto the new public realm provided in conjunction with the build over will be encouraged to increase dwell time and make the Hub a destination in its own right.



ILLUSTRATIVE MASTERPLAN

Figure 6.13 / Transport Hub, Illustrative Masterplan

KEY	
—	Zone Boundary
	Station over-build
	University of Salford
	Residential
	Mixed Use

06. Character Areas
Development Principles

ZONE 5

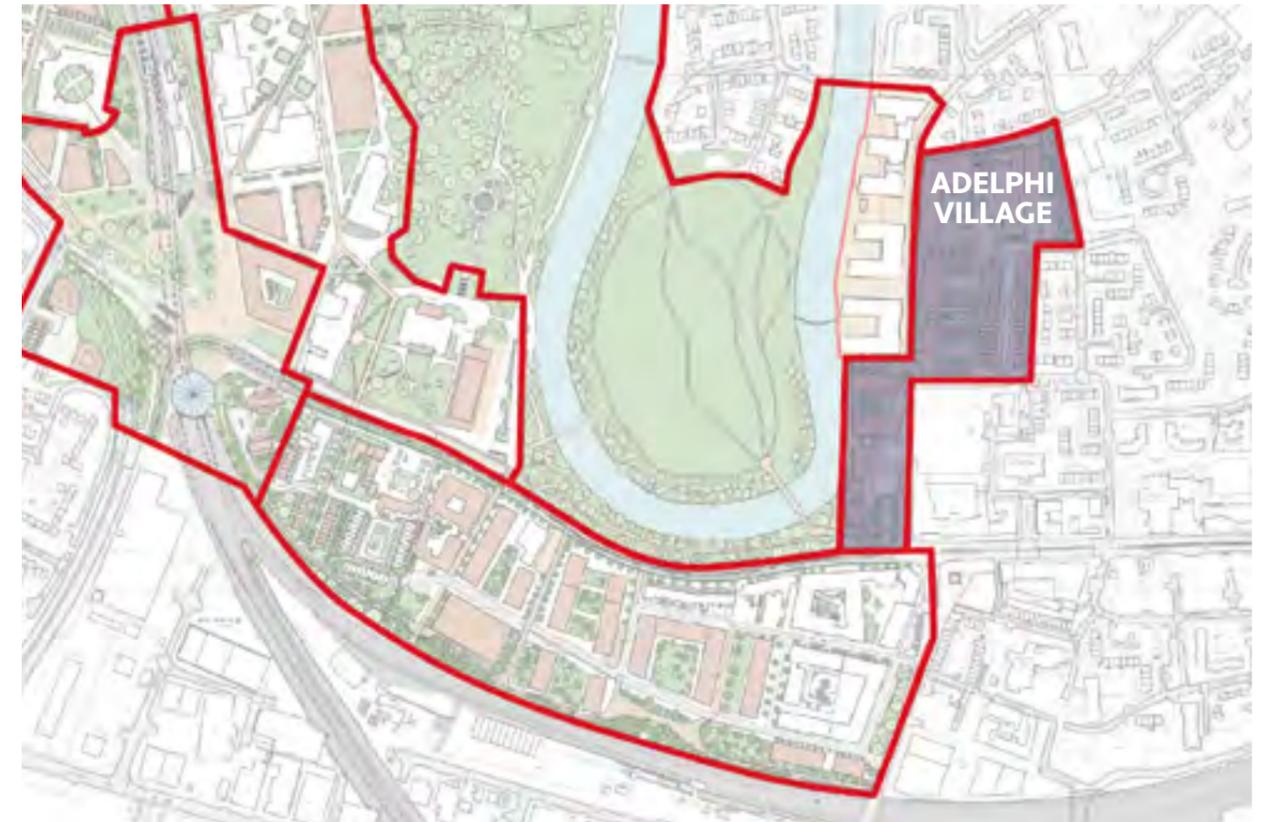
Adelphi Village

The Adelphi Village is situated to the east of the River Irwell and comprises a mix of uses including the vacant Centenary Building, vacant Old Adelphi building and surface car parking at Farmer Norton. The area is surrounded by medium to low rise residential communities including new developments at Valette Square and Timekeepers Square and Adelphi Wharf together with more established properties around North George Street and Cannon Street.

The Adelphi Village is distinctly separate from the higher density Crescent area and educational and research grain of the Innovation zone. Adelphi is representative of the old civic district in Salford, laid on a grid system, where a few main roads give way to smaller residential streets. The proposals for the area seek to retain the domestic scale and road grid structure of the neighbouring streets with the Centenary Building and Old Adelphi forming the community anchor at the heart of the local community.



Figure 6.14 / Adelphi Village Boundary



Development Principles



Sustainable Transport, Movement and Connectivity

Pedestrian and Cycle Connectivity

A strong emphasis will be placed on pedestrian and cycle accessibility within the Adelphi Village with sustainable transport choices being actively promoted through public realm treatments. It is vital that residential neighbourhoods are connected by an urban grain of streets which can be safely inhabited, navigated, and liveable throughout the day and night. The Adelphi zone is connected to the wider Framework area through a primary walking route along the Crescent and around the River.

Vehicular Access

The use of sustainable transport modes will be championed however it is acknowledged that access by private transport will still be required by some residents. Adelphi Village will allow for car access but will seek to keep vehicles on the periphery of the area to allow community blocks to flourish off pedestrian only routes at its heart.

Vehicular Movement

The residential focus within the Adelphi Village means that tertiary routes (i.e. lanes) and their associated scale will be the primary road types within the area. The routes will be scaled to reflect the lower density housing and to create liveable streets which form an extension of the public realm. This network of lanes helps define the character of the neighbourhood.

06. Character Areas Development Principles

ZONE 5, ADELPHI VILLAGE

Development Principles



Greenspaces and Public Realm

The Meadow

The relationship with the Meadow to the west provides an abundance of green space for residents to use and enjoy. Opportunities to provide enhanced connectivity by way of new bridges across the River Irwell will be explored.

Pocket Parks

The domestic scale of the Adelphi Village allows for public and private garden spaces which weave between the streets. Pocket parks will be promoted in this zone, providing an extension of the wider green infrastructure.

Street Hierarchy

The hierarchy of street profile both in terms of access and materiality is key to the success of the neighbourhood and the ability to create liveable streets which connect and integrate the community and surrounding areas.

Materiality

The surfaces of the streets and its furniture at the heart of the development must reflect the desire for pedestrian activation enabling residents to dwell, using the space as an extension of their homes.

Permeability with the River

The existing residential developments along the River Irwell currently restrict the permeability of the community with the River edge. The aspiration is to address this by inviting the public realm between the blocks to the River enabling tangible pedestrian connections between the heart of the Adelphi Village and the River Irwell.



Land Uses

New Residential-Led Community

Adelphi Village will become a high quality residential community anchored by new creative/ community uses and a unified public realm.

Redevelopment of the Farmer Norton Car Park

The existing car park will be redeveloped to create a new residential community comprising a mix of low-medium density apartments and townhouses set around high quality public realm.

Redevelopment of the Centenary Building Car Park

The development of new medium to high density residential apartments on the existing car park to the rear of the Centenary Building is proposed. Design consideration would need to be given to how the new development relates to the Centenary Building and surrounding residential community.

Repurposing the Centenary Building

The Centenary Building, winner of the inaugural Stirling Prize, was lauded for its architectural design; however, the building is currently vacant as, functionally, it does not meet academic requirements. Alternative uses for the building will be supported. Given the emerging residential community around the Adelphi Village and the Crescent, re-purposing the building to create a new community/ social facility would generate a number of benefits - the facility could include uses including a GP, dentist practice, library, creche, and/or community space. Any proposal for alternative uses would need to retain key architectural features, spatial configuration and contemporary use of steel, glass and concrete.

Re-use of Old Adelphi

The re-use, redevelopment, extension and adaptation of the vacant Old Adelphi building will be supported subject to other policy considerations. It is considered that the building may be suitable for a number of uses including cultural/ creative or residential.



Scale, Massing and Density

Low to Medium Density Development

The indicative proposals for the Adelphi Village have been designed to reflect the existing massing, street scale and character of the local neighbourhood providing terraced housing and small apartment blocks in the centre of the development which do not exceed 4 storeys. These blocks reflect the existing terrace streets and builds in the success of local developments such as Timekeepers Square.

Medium to Higher Density

As the Adelphi Village extends West across Adelphi Street, the existing blocks on the edge of the River Irwell provide scope for an increase in scale to maximise the views provided by the River.

06. Character Areas Development Principles

ZONE 5, ADELPHI VILLAGE

Development Principles



Design Quality

Active Frontages

Whilst active ground floors are traditionally associated with commercial uses such as cafes, proposals should look to incorporate active residential frontages which provide an outward looking design allowing for connectivity between the private residence and the neighbourhood where desired. This ground floor activation helps to connect the community and assists in promoting the liveable streets which are enabled through managed connectivity routes.

High Quality Design

To reflect the successful new residential developments surrounding Adelphi Village, high quality design and materiality will need to be demonstrated as part of any future proposals.

Heritage

Adelphi Village is partially covered by the Adelphi Bexley Square Conservation Area and sits adjacent to a number of Listed Buildings and non-designated heritage assets. Any future proposals will need to include an assessment of heritage impacts in line with 'saved' UDP policy ST15 and emerging heritage policies contained in Chapter 20 of the Publication Local Plan (2020).

Passive Design Features

The integration of passive environmental design principles and high aspiration energy performance targets will be encouraged where possible to provide highly efficiency homes targeting Net Zero Carbon in-use energy.

Riverside Activation

Following consultation on the draft Development Framework, the design has been updated to include riverside activation along the River Irwell as part of the proposed residential schemes in this location, continuing the riverside walk which has been begun by developments to the north. This will create a pleasant and walkable route for pedestrians and cyclists.

ILLUSTRATIVE MASTERPLAN



Figure 6.15 / Adelphi Village, Illustrative Masterplan

KEY	
■	Zone Boundary
■	Residential
■	Mixed Use
	Existing Buildings
■	Retail

06. Character Areas
Development Principles

ZONE 6

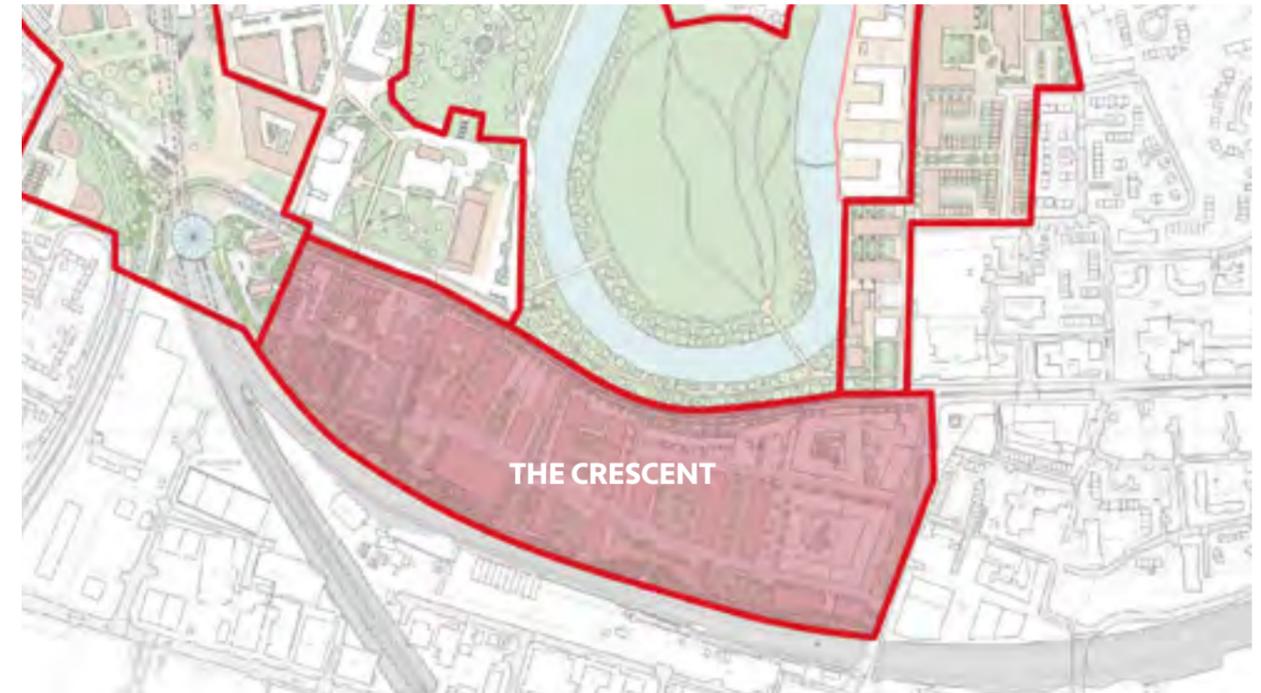
The Crescent

The Crescent Zone is situated in a highly sustainable location along the A6 and contains a wealth of unique historic and cultural assets including Fire Station Square, Working Class Movement Library and the Former Police HQ. It also contains a number of underutilised University Buildings, surface car parks and vacant plots which present substantial opportunities for development, aligning with the regeneration that has taken place in Salford Central over the past 10 years.

It is proposed that the Crescent will become a vibrant residential-led mixed use community comprising a varied range of medium to high density housing together with other community and leisure uses. To further enhance the areas connectivity and access to sustainable transport, the de-engineering of the A6 and improved access to the River coupled with enhanced green spaces and public realm is proposed.



Figure 6.16 / The Crescent Boundary



Development Principles



Sustainable Transport, Movement and Connectivity

Currently the A6 is characterised by heavy infrastructure with very limited greening. There is poor visibility across the street looking towards the river and The Meadow. By de-engineering the road and removing car traffic from the A6 this will provide significant opportunities as discussed below.

De-engineering of the A6

The aspiration is for the A6 to be de-engineered, removing cars from the Crescent, integrating Metrolink and a bus route, creating an enhanced sustainable route into the City Centre.

Creation of Shared Space on the Crescent

The aspiration is to create opportunities for wide pedestrian footways and fully segregated cycle lanes. This will also allow for enhanced bus services along the A6 Crescent and safeguard a corridor for the expansion of the Metrolink network to Salford Crescent. These elements would be separated by new planting in order to establish a safe and efficient route into the City Centre.

Combination of Bus and Metrolink route

The central area of the A6 Crescent will be remodelled to combine bus and Metrolink routes.

Riverside Shared Space

Opportunities will be explored to create a riverside boulevard by removing the cantilevered sections of the existing road to create a new shared space with River views, seating areas and new planting.

Pedestrian and Cycle Connectivity

Permeability will be enhanced with improved links created from north to south and a new green link provided within a linear park to the southern boundary (along the line of the former Manchester, Bury & Bolton canal).

06. Character Areas Development Principles

ZONE 6, THE CRESCENT

Development Principles



Greenspaces and Public Realm

Linear Park

A new linear park containing pedestrian and cycle routes will be created along the southern boundary of the area adjacent to the railway line (along the link of the former Manchester, Bolton & Bury canal).

The proposed linear park should be of a high quality and embed secure by design principles to prevent opportunities for antisocial behavior and/or crime.

As proposals come forward in this area, consideration needs to be given to the design and layout of adjoining development, particularly with regards to scale, massing and layout to ensure appropriate high quality development with active frontages.

Pedestrian and Cycle Access to the River

A new pedestrian and cycle path at a lower level alongside the River Irwell will be created to facilitate access to the watercourse. This will provide a significant community resource which will not only provide enhanced connectivity but will also contribute to improved health and wellbeing.

Enhancing visual connectivity with the River

An enhanced visual connection with the River from the Crescent will be achieved through the de-engineering of the A6 and through selective clearance of vegetation alongside the bankside, subject to appropriate surveys. This will create clear lines of sight from the Crescent through to the Meadow beyond.

Removal of Invasive Species

In improving watercourse activation, current invasive species (Japanese Knotweed and Giant Hogweed) will need to be removed from the bank of the River.

Biodiversity Enhancements

New planting of native tree and flower species will be encouraged alongside the riverbank and pedestrian/ cycle path to encourage greater biodiversity and improve connectivity between habitats.

Greening the A6

Greening of the A6 will be achieved through the incorporation of new street tree planting and dwell spaces, sustainable urban drainage (SuDS), informal nature planting and associated green infrastructure.



Land Uses

The Crescent is a mixed-use area comprising a range of land use typologies including residential, cultural, educational and industrial.

New Residential-Led Community

Given the areas excellent connectivity, employment opportunities and proximity to extensive green space, the Crescent is proposed to be the focus for new housing within the Framework area. A broad range of house types, sizes and tenures, including affordable housing, will be provided in order to create a vibrant new community that meets the needs of a large cross section of society.

Humphrey Booth House, Crescent House and Faraday Building

In line with the University's aspirations, it is proposed that Humphrey Booth House, Crescent House and the Faraday Building will be demolished once vacant and replaced with residential development.

Leisure & Retail

In order to take advantage of the area's unique location close to the University and local cultural/ creative assets together with the potential future growth in residential, there are opportunities for small scale ground floor leisure uses and retail uses within the area, including cafes and bars.

Car Parking/ Mobility Hub

The level of surface car parking in the area represents an inefficient use of land in a prime gateway location. In light of the proposals to de-engineer the A6 and the aspiration to achieve

the sustainability objectives presented in Section 5, there is an opportunity to rationalise and consolidate existing car parking spaces. Whilst sustainable modes will be encouraged and are expected to be used by the majority, a provision of controlled car parking will be required to support the University, Police HQ hotel, Maxwell Hall and the cultural Quarter visitors.

Former Police HQ

The vacant former Police HQ is ideally located on the Crescent road frontage within walking distance to the University campus and a range of existing cultural assets including Salford Museum and Art Gallery, Hemsley House and once complete, the new Maxwell Hall venue. The re-purposing of the building and extension to the rear for use as a hotel to cater for visitors will be supported, subject to being supported by appropriate technical information. Following the draft Development Framework consultation, the design has now been revised to include a clear servicing and access strategy to the rear.

The Old Fire Station

The Old Fire Station is a unique and underutilised asset - alternative uses such as the creation of a multi-use community space or leisure uses will be encouraged, in conjunction with the development of the Cultural Quarter. Significant placemaking opportunities exist here to reinvigorate the space and encourage activity.

Figure 6.17 / The Crescent - Visual



06. Character Areas Development Principles

ZONE 6, THE CRESCENT

Development Principles



Scale, Massing and Density

Existing Crescent Building Line

The existing building line along the Crescent, typified by lower scale terraces should be retained as part of any future redevelopment where practicable.

Opportunities for Scale

Informed by the surrounding context, opportunities for high density development of scale exist to the south of the Crescent taking in Irwell Place Car Park and Hulme Street. Looking North to South there is the potential for the traditional low-scale development on the Crescent frontage to sequentially step up towards the centre of the area before scaling back down towards the linear park. Looking East to West, development should transition from high density apartments around Outwood Wharf to low density townhouses around the historic core.

Heritage

The Crescent Zone is covered by the Crescent Conservation Area and contains a number of Listed Buildings and non-designated heritage assets. Future proposals would need to include an assessment of heritage impacts in line with 'saved' UDP policy ST15 and emerging heritage policies contained in Chapter 20 of the Publication Local Plan (2020) and national policy.

Townscape

Future proposals for taller buildings in the Crescent will need to provide sufficient information to justify the scale of development taking into account guidance set out within 'saved' UDP policy DS5 'Tall Buildings', draft Local Plan Policy D5 'Amenity' and Historic England's Guidance on Tall Buildings (December 2015).



Design Quality

Active Frontage to the A6

Active frontages along the A6 Crescent will be encouraged at ground floor level to encourage interaction with the street and natural surveillance. It is acknowledged that active frontages will not be possible throughout the whole zone; however, new buildings should incorporate overlooking of public spaces where possible.

Amenity

New proposals should respect the amenity of existing uses and seek to undertake necessary assessments as part of any future planning application including, but not limited to, privacy/overlooking, sunlight/daylight and wind microclimate.

Noise

Due to surrounding industrial uses along the southern boundary beyond the railway line, any proposals within this location would need to suitably assess and mitigate any potential noise impacts associated with current operations to protect existing business and the amenity of new residents/ occupiers.

Orientation

The orientation of future residential development should seek to minimise single aspect north facing apartments utilizing passive design principles to maximise daylight availability and natural ventilation potential. This orientation would simultaneously maximise the physical and visual connections with the Crescent, River Irwell and the Meadow beyond to the north and to the former line of the canal and proposed linear park to the south.

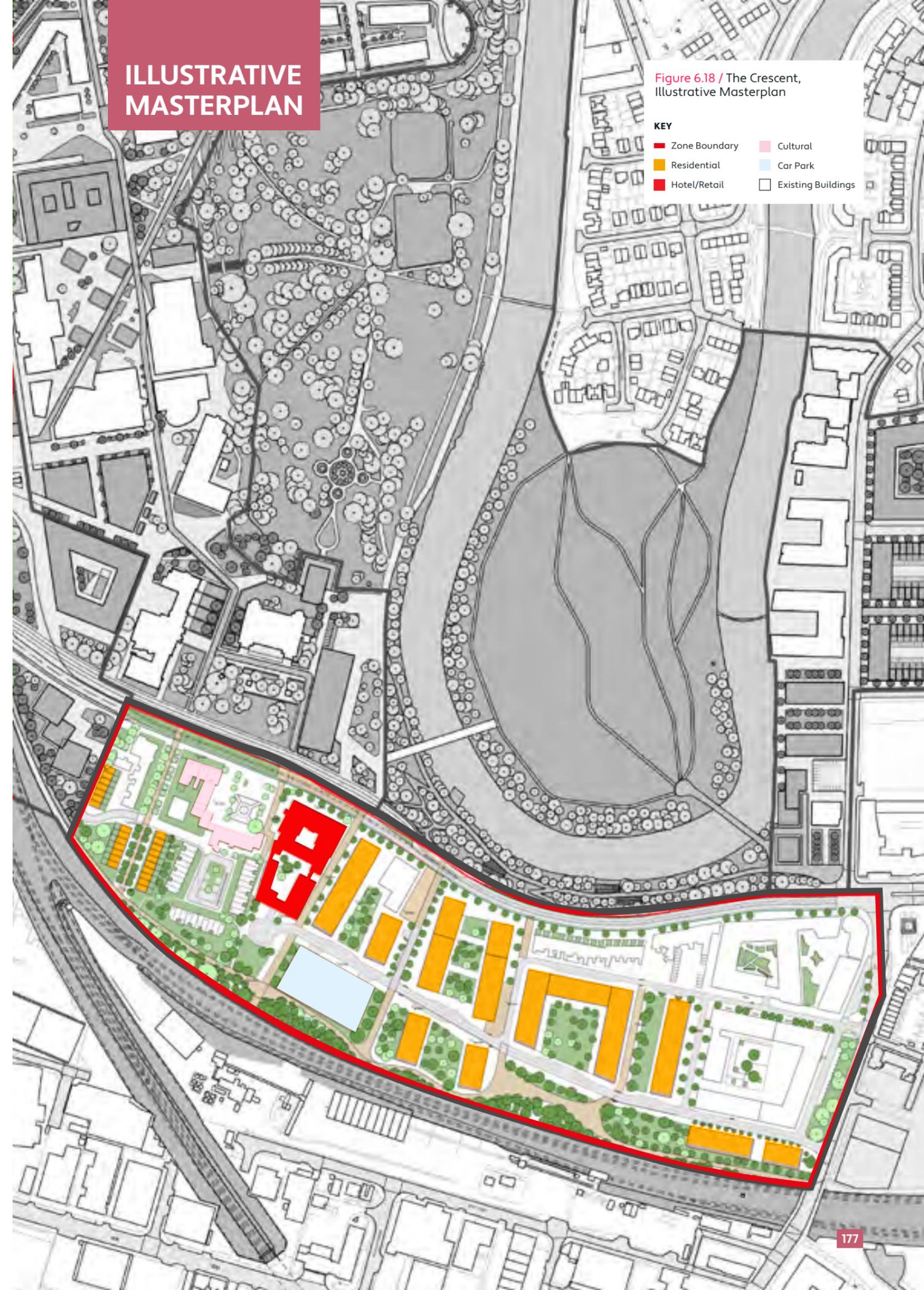
Climate Change and Embracing Low Carbon

The Net Zero Carbon aspiration will affect the form of buildings to maximize passive design measures reducing operational energy, and also light weight construction methodology to reduce embodied carbon.

ILLUSTRATIVE MASTERPLAN

Figure 6.18 / The Crescent, Illustrative Masterplan

KEY	
	Zone Boundary
	Residential
	Hotel/Retail
	Cultural
	Car Park
	Existing Buildings



07.

Illustrative Masterplan

07. Illustrative Masterplan

This Development Framework establishes a clear vision for the Crescent, from which a series of key objectives have flowed. These objectives coupled with a detailed understanding of challenges and opportunities across the Framework area have informed a series of overarching development principles to guide future development. At finer grain level, these objectives have been further distilled to establish a set of character area development principles for each of the six zones which, together, make up Salford Crescent.

The Illustrative Masterplan adjacent demonstrates how proposals for the Crescent could potentially be accommodated over the next 10+ years. This Masterplan has been refined following feedback received during the public consultation period undertaken between October - December 2020, and following engagement with key stakeholders. Moving forwards, the Framework will be responsive to changing circumstances and retains an element of flexibility to adapt as conditions change.



Figure 7.1 / Illustrative Masterplan

08.

Delivering the Development Framework

Implementation and Phasing

08. Delivering the Development Framework Implementation and Phasing

The Salford Crescent Development Framework covers an area of **102 hectares** and comprises six separate zones each with their own unique identity as well as specific challenges and opportunities.

A number of significant infrastructure interventions are proposed as part of the Development Framework that will dramatically transform the area and catalyse regeneration over the longer term. Given the scale and ambition of the proposals and the level of investment required to realise the vision, a phased approach to delivery is proposed. This Section sets out an indication of when new development will come forward and how new infrastructure will be funded.

Indicative implementation and phasing

This section provides an indication of when certain development projects will come forward across the Development Framework area over the next 20 years based on current understanding.

PHASE 1

Years 2021-2024

- | | |
|---|--|
| Demolition | University Buildings |
| Development of Buildings | Infrastructure/Public Realm |

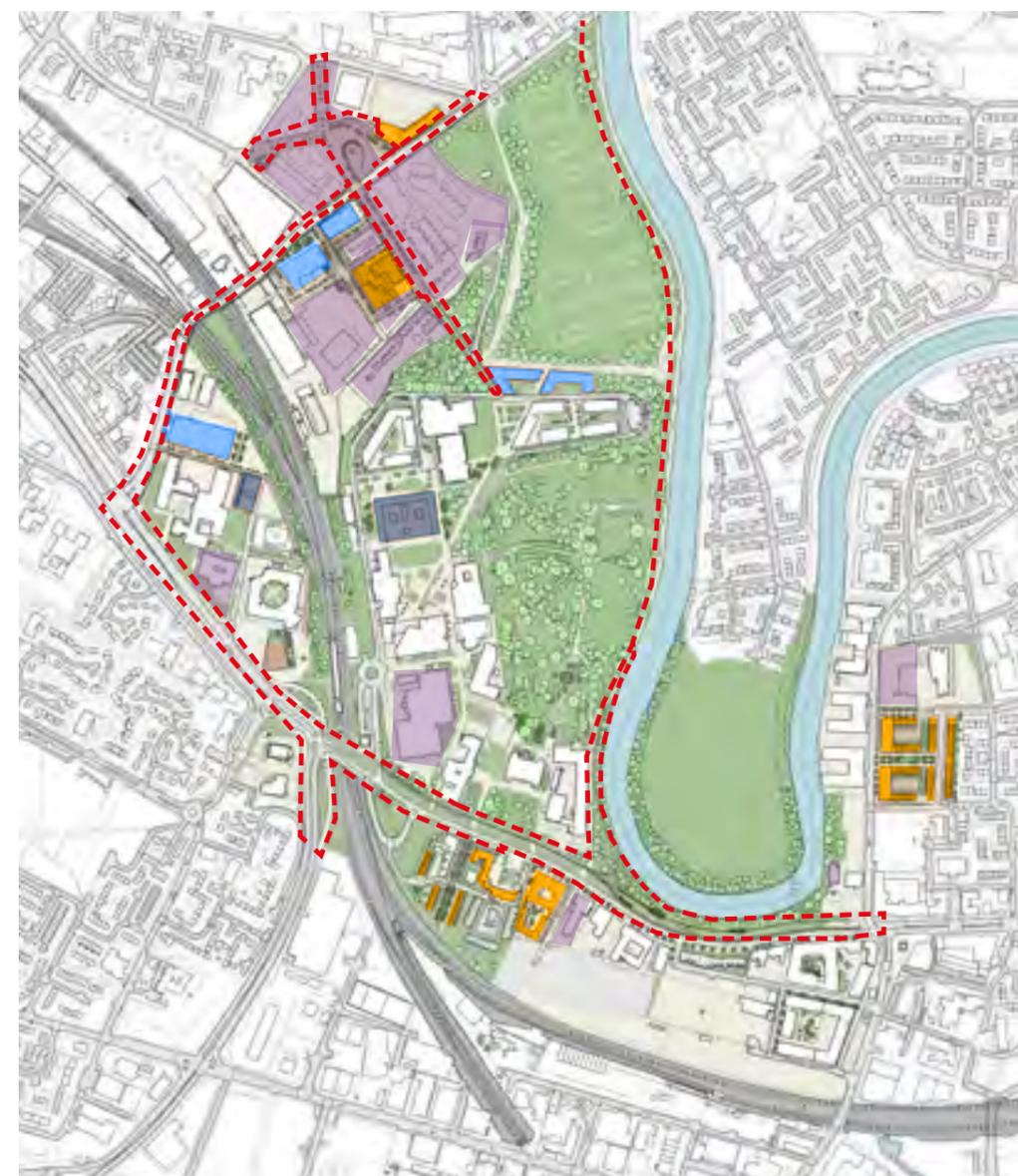


Figure 8.1 / Phase 1

08. Delivering the Development Framework

Implementation and Phasing

PHASE 2

Years 2025-2029

- Demolition
- University Buildings
- Development of Buildings
- Infrastructure/Public Realm

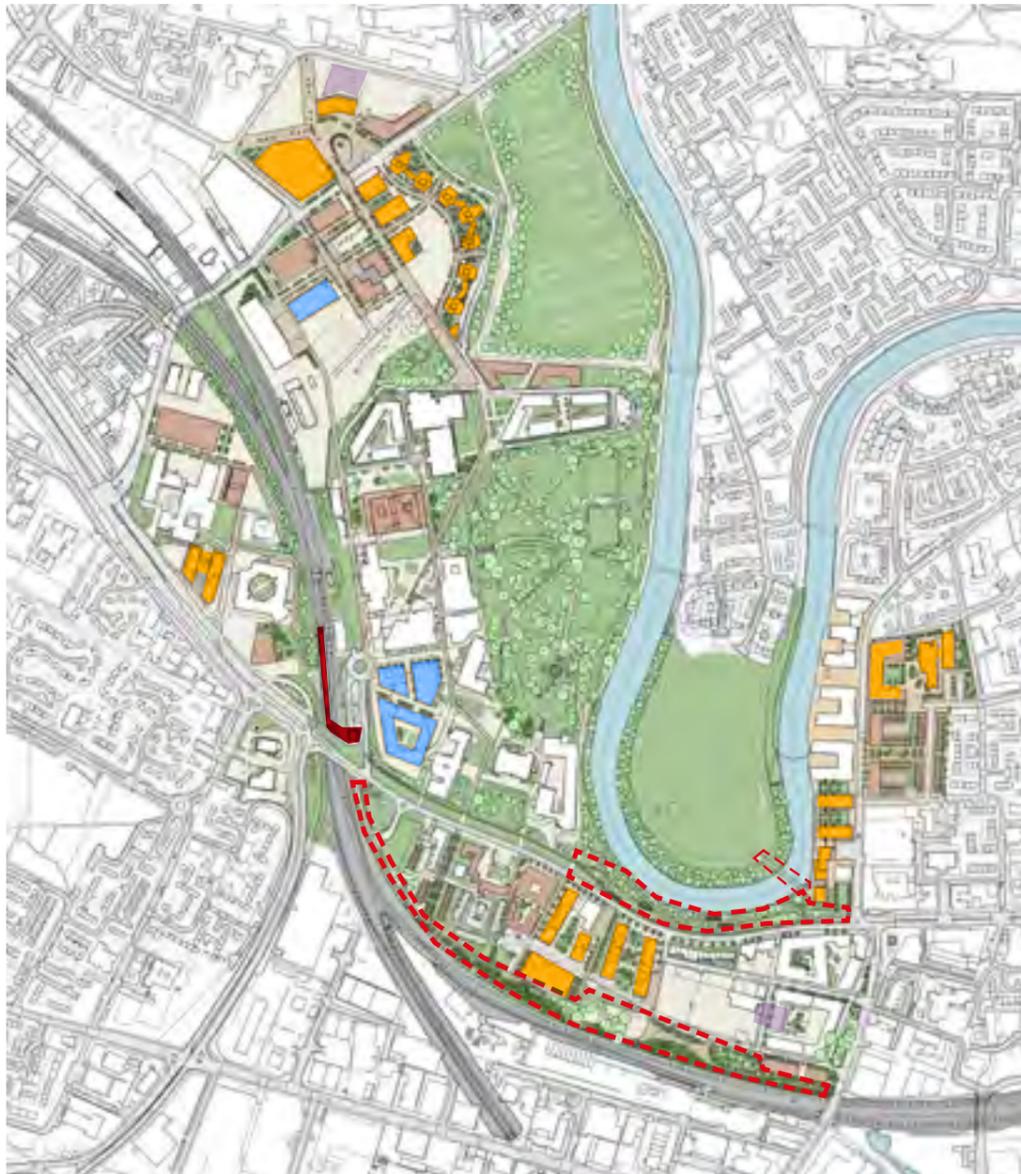


Figure 8.2 / Phase 2

PHASE 3

Years 2029-2033

- Demolition
- University Buildings
- Development of Buildings
- Infrastructure/Public Realm



Figure 8.3 / Phase 3

08. Delivering the Development Framework Implementation and Phasing

PHASE 4

Years 2033-2040

- | | |
|--|---|
| Demolition | University Buildings |
| Development of Buildings | Infrastructure/Public Realm |



Figure 8.4 / Phase 4

Infrastructure Investment

In order to realise the ambitions for the Crescent, it is critical that major infrastructure interventions are financed and delivered as early as possible including, but not limited to:

- **Creation of a new public podium across Frederick Road;**
- **De-engineering and greening of the A6;**
- **Creation of pedestrian links down to and along the River Irwell;**
- **Developing a new transport hub including Metrolink stop; and**
- **Significant public realm works throughout the Development Framework area.**

These interventions will require significant levels of investment. This is proposed to be funded by both the English Cities Fund (ECF) equity and through the rigorous assessment of public sources of funding available. This approach has been successfully demonstrated by the English Cities Fund (ECF) and Salford City Council (SCC) at Chapel Street and Salford Central where significant improvements to infrastructure were secured utilising a range of funding streams including local growth funding and DTA Pinchpoint funding.

The availability of this type of funding acts as an accelerant to the delivery of regeneration schemes ensuring that infrastructure is in place ahead of subsequent development. This in turn provides a catalytic effect for potential investors considering the development as they can see that transformation has begun and it is committed.

Developer Contributions

In addition to the above, Salford City Council may require developer contributions agreements to be secured in respect of future proposals in accordance with saved UDP policy DEV5, the Planning Obligations Supplementary Planning Document (December 2019) and emerging Local Plan policy PC1 (once adopted).

Developer contributions would be subject to the requirements of Regulations 122 and 123 of the Community Infrastructure Levy Regulations 2010 or any relevant subsequent legislation.



Appendices

APPENDIX A

Planning Policy

Appendix A, Planning Policy Review

National Planning Policy

Planning for the Future August 2020

On 6 August 2020, the Ministry of Housing, Communities and Local Government (MHCLG) launched the 'Planning for the Future' White Paper which proposes reforms of the planning system to streamline and modernise the planning process, bring a new focus to design and sustainability, improve the system of developer contributions to infrastructure, and ensure more land is available for development where it is needed. The White Paper is being consulted on until 29 October 2020.

In the new system local areas will develop plans for land to be designated into three categories:

- **Growth areas** will back development, with development approved at the same time plans are prepared, meaning new homes, schools, shops and business space can be built quickly and efficiently, as long as local design standards are met.
- **Renewal areas** will be suitable for some development - where it is high-quality in a way which meets design and other prior approval requirements the process will be quicker. If not, development will need planning approval in the usual way.
- **Protected areas** where development will be restricted to carry on protecting our treasured heritage like Areas of Outstanding Natural Beauty and National Parks.

Communities will be consulted from the beginning of the planning process - and help shape the design codes to guide what development can happen in their local area.

Budget 2020 – Delivering on our Promises to The British People March 2020

It is acknowledged that the Budget took place against the backdrop of the global outbreak of COVID-19. It sets out the following key points:

- Funding excellent public services;
- Levelling up and getting Britain building;
- Supporting people and families;
- Backing businesses;
- Investing in innovation; and
- Growing a greener economy.

Planning for the Future March 2020

This document, prepared by the Ministry of Housing, Communities and Local Government (MHCLG), outlines the Government's aim's for increased number of people to be able to own their own homes and to protect those who are living in rented accommodation. The report was a precursor to the Planning White Paper published in August 2020.

The key vision is to support communities to deliver more homes for local people. The Government will introduce a Building Safety Bill to bring about the biggest change in building safety for a generation and a Renters' Reform Bill to provide greater stability for those who rent their homes. To ensure that residents in social housing are treated fairly a Social Housing White Paper will be published.

The Government will back brownfield land development and encourage greater building in urban area. New tools will be introduced to support communities to densify and make the best of their underutilised brownfield land. These will include;

- *Investing £400m to use brownfield land productively – the Government will work with ambitious mayors and local leaders to regenerate local brownfield land and deliver the homes their communities need on land which is already developed.*
- *Launching a national brownfield map and a call for proposals for building above stations – the government will launch a national brownfield sites map in April 2020 and will conduct a call for proposals to seek evidence on the barriers to, and opportunities in, building above stations in urban areas. It is vital that we make the most of existing transport hubs, encouraging modern, green communities where people live close to public transport.*
- *Reviewing the formula for calculating Local Housing Need (LHN) – we will introduce a new approach which encourages greater building within and near to urban areas and makes sure the country is planning for the delivery of 300,000 new homes a year.*
- *Introducing new rules to encourage building upwards, increasing density in line with local character and make the most of local infrastructure – we will introduce new permitted development rights for building upwards on existing buildings by summer 2020, including to extend residential*

blocks by up to two storeys and to deliver new and bigger homes. We will also consult on the detail of a new permitted development right to allow vacant commercial buildings, industrial buildings and residential blocks to be demolished and replaced with well-designed new residential units which meet natural light standards.

- *Supporting community and self-build housing – we will support those who want to build their own homes to find plots of land and provide help to parish councils and neighbourhood forums who wish to build a small number of homes to allow their communities to grow organically, providing homes for the next generation and those wishing to downsize.*
- *Backing the Oxford-Cambridge Arc, including a new spatial framework and up to 4 new development corporations – the Arc has the potential to be a world-leading green growth corridor, with high-productivity jobs and environmentally-friendly developments. The Spatial Framework will give certainty to businesses and developers about where new housing and employment will be delivered until 2050 and support planning for the right infrastructure to meet social, environmental and economic needs. The government is also going to examine and develop the case for up to four new Development Corporations in the Ox-Cam Arc, subject to necessary public consultation, in or around Bedford, St Neots/Sandy, Cambourne and Cambridge, which includes plans to explore the case for a New Town at Cambridge, to accelerate new housing and infrastructure development.*

Community infrastructure will be delivered first with local authorities to be provided with greater funding for infrastructure to ensure that sufficient resources are available. This includes:

- *Investing another £1.1 billion in local infrastructure to unlock almost 70,000 new homes – our infrastructure-first approach to building new homes means putting in the transport, utilities, digital connectivity and community services like schools and hospitals early, so that new developments do not put strain on local services. The Budget set out that over £1.1 billion will be provided to fund key infrastructure schemes from Surrey to Sunderland, including new roads, transport links, flood defences, leisure and healthcare facilities, digital and power networks and schools. To date we have allocated over £4 billion through the Housing Infrastructure Fund (HIF) to unlock up to 340,000 new homes.*
- *A new £10 billion Single Housing Infrastructure Fund – as set out in the Conservative manifesto, we will also build on this infrastructure investment with a new long-term, flexible fund which will give confidence to communities, developers and local authorities. Details of the funding will be announced alongside the Spending Review. Homes England will engage with local authorities and the wider market to build a pipeline of opportunities up and down the country.*

The Government will take action to encourage more beautiful design and ensure local authorities have the support the need to demand higher standards. They will:

- *Revise the National Planning Policy Framework (NPPF) to embed the principles of good design and placemaking – this will make clear that high-quality buildings and places must be considered throughout the planning process. The framework will expand on the fundamental principles of good design to define what is expected of local authorities and developers to support the creation of beautiful places.*
- *Respond to the Building Better, Building Beautiful Commission's report – we will look to take forward many of the Commission's recommendations, which include calling for urban tree planting and giving communities a greater opportunity to influence design standards in their area. This will put tree lined streets at the centre of future plans, so that they become the norm not the exception.*
- *Give local authorities the ability to ensure that new homes conform to local residents' ideas of beauty through the planning system – using the National Model Design Code we will set out clear parameters for promoting the design and style of homes and neighbourhoods local people want to see. We will ask local places to produce their own design guides and codes, informed by listening to local people and considering local context. This will embed standards in planning policy and give local communities the confidence to demand that they are met.*

National Planning Policy Framework (NPPF) February 2019

The NPPF provides the overarching planning framework that underpins decision making and the plan making process in England.

The NPPF provides the Government's planning policies for England and sets out how these are expected to be applied. The NPPF expects the planning system to embrace positive development and to deliver the types of sustainable development that will create inclusive, mixed and vibrant communities.

The Framework sets out the three dimensions of sustainable development: economic, social and environmental, including contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation. It places the presumption in favour of sustainable development at the heart of the Framework to ensure that sustainable development is pursued in a positive way through both plan-making and decision-taking.

Appendix A, Planning Policy Review

Local Planning Policy

Saved Policies of Salford Unitary Development Plan (UDP)

June 2006

Policy ST1: Sustainable Urban Neighbourhoods

Development shall contribute towards the creation and maintenance of sustainable urban neighbourhoods.

Policy ST 3: Employment Supply

A good range of local employment opportunities will be secured by:

- Maintaining an adequate supply and variety of land and buildings for employment purposes;
- Protecting, and increasing the attractiveness of, existing employment areas;
- Enabling the diversification of the local economy; and
- Using planning obligations to secure local labour contracts and training.

Policy ST 5: Transport Networks

Transport networks will be maintained and improved through a combination of the following measures:

- The protection and extension of the network of pedestrian and cycling routes;
- The expansion and improvement of the public transport system and the enhancement of support facilities;
- The maintenance and improvement of the highway network;
- The provision of new road infrastructure where this will support the city's economic regeneration;
- Requiring development proposals, highway improvement schemes and traffic management measures to make adequate provision for the needs of the disabled, pedestrians and cyclists, and, wherever appropriate, maximise the use of public transport; and
- The protection and enhancement of rail and water-based infrastructure to support the movement of freight and passengers.

Policy ST 7: Mixed-use Development

Mixed-use development that minimises the need to travel will be focused in the Chapel Street regeneration area, Salford Quays, the Ordsall Lane riverside corridor, Lower Broughton, the town centres, neighbourhood centres, and other locations well served by public transport.

Policy ST 12: Development Density

Development within the regional centre, town centres, and close to key public transport routes and interchanges shall seek to achieve a high density appropriate to the location and context.

Policy ST 15: Historic Environment

Historic and cultural assets that contribute to the character of the city will be preserved and, wherever possible and appropriate, enhanced.

Policy DES 1: Respecting Context

Development will be required to respond to its physical context, respect the positive character of the local area in which it is situated, and contribute towards local identity and distinctiveness.

In assessing the extent to which any development complies with this policy, regard will be had to the following factors:

- The impact on, and relationship to, the existing landscape and any notable landscape or environmental feature or species;
- The character, scale and pattern of streets and building plots, including plot size;
- The relationship to existing buildings and other features that contribute to townscape quality;
- The impact on, and quality of, views and vistas;
- The scale of the proposed development in relationship to its surroundings;
- The potential impact of the proposed development on the redevelopment of an adjacent site;
- The desirability of protecting an existing building line, or allowing discontinuities that would improve or enrich the existing townscape and public space;
- The street's vertical and horizontal rhythms;
- The quality and durability of proposed materials and their appropriateness to both the location and the type of development; and
- The functional compatibility with adjoining land uses.

Where there is no discernible or well-developed local character or distinctiveness, developments will be required to adopt high design standards that support the creation of a distinctive place, ensuring that this is appropriate to the nature, setting, culture and community of the local area.

Policy DES 3: Design of Public Space

Where development includes the provision of, or works to, public space, that public space must be designed to:

- Have a clear role and purpose, responding to established or proposed local economic, social, cultural and environmental needs;
- Reflect and enhance the character and identity of the area;
- Form an integral part of, and provide an appropriate setting for, surrounding developments;
- Be attractive, safe, uncluttered and appropriately lit;
- Be of an appropriate scale;
- Connect to established pedestrian routes and other public spaces; and
- Minimise, and make provision for, maintenance requirements.

Policy DES 5: Tall Buildings

Tall buildings will be permitted where:

- The scale of the development is appropriate to its context and location;
- The location is highly accessible by public transport, walking and cycling;
- The building would positively relate to and interact with the adjacent public realm;
- The building would be of the highest quality design and construction;
- The building would make a positive addition to the skyline;
- The building would not detract from important views;
- There would be no unacceptable overshadowing or overlooking;
- There would be no unacceptable impact on the setting of a listed building, or the character or appearance of a conservation area;
- There would be no unacceptable impact on microclimate, telecommunications activity and aviation safety; and
- The development would be consistent with other policies and proposals of the UDP.

Policy DES 7: Amenity of Users and Neighbours

All new development will be required to provide potential users with a satisfactory level of amenity, in terms of space, sunlight, daylight, privacy, aspect, and layout and will have an unacceptable impact on the amenity of other developments.

Policy H 1: Provision of New Housing Development

All new housing development will be required to:

- Contribute towards the provision of a balanced mix of dwellings in terms of size, type, tenure and affordability;
- Be built at an appropriate density, which will be no less than 30 dwellings per hectare (net) throughout the city, and no less than 50 dwellings per hectare (net) on sites within or adjoining the mixed-use areas listed in Policy MX1;
- Provide a high-quality residential environment and adequate level of amenity, in accordance with the design policies of the UDP;
- Make adequate provision for open space in accordance with Policy and Policy R2;
- Where necessary, make an adequate contribution to local infrastructure to support the development; and
- Be consistent with other policies and proposals of the UDP.

In determining whether the proposed mix and density of dwellings on a site is appropriate and acceptable, regard will be had to the following factors:

- The size of the development;
- The physical characteristics of the site;
- The mix of dwellings in the surrounding area;
- Any special character of the surrounding area that is worthy of protection;
- The accessibility of the site, and its location in relation to jobs and facilities;
- Any specific need for, or oversupply of, residential accommodation that has been identified;
- The strategy and proposals of the Housing Market Renewal Initiative; and
- Any other relevant housing, planning or regeneration strategies approved by the city council.

Appendix A, Planning Policy Review

Local Planning Policy

Policy A 2: Cyclists, Pedestrians and the Disabled

Development proposals, road improvement schemes and traffic management measures will be required to make adequate provision for safe and convenient access by the disabled, other people with limited or impaired mobility, pedestrians and cyclists.

The needs of these groups will also be catered for by:

- Promoting specific highway improvement and traffic management measures that increase safety for and afford greater priority to the disabled, other people with limited or impaired mobility, pedestrians and cyclists; and
- Identifying, protecting and improving networks of key disabled, pedestrian and cycling routes.

Development that would result in the diversion or extinguishment of an existing public right of way will only be permitted where:

- It can be demonstrated that adequate levels of access for the disabled, pedestrians and cyclists will be maintained to, around, and where appropriate, through the site; and
- In the case of a public right of way that forms part of the city's Countryside Access Network, the proposal fully accords with Policy R5 'Countryside Access Network' of this UDP.

Policy A 4: Railways

Improvements to the city's railway stations, rail infrastructure and rail services will be secured through:

- The continued development and improvement of Salford Central Station as a major public transport facility serving Manchester city centre, and Salford Crescent Station as an interchange;
- The refurbishment of the city's other existing railway stations;
- The improvement of access arrangements for pedestrians, cyclists and the disabled; secure cycle parking facilities; waiting areas; park and ride facilities; and measures to improve safety and security for all rail users;
- The provision of new railway stations that will serve major new development that would be likely to generate significant levels of traffic; and

- Measures that would improve the safety, speed and capacity of the rail network or relieve congestion upon it, whilst maintaining local services.

Where appropriate to the needs and potential impact of a development, planning obligations will be used to secure any or all of the above measures.

Policy A 5: Buses

The provision of Quality Bus Corridors and bus lanes will be permitted, where they are consistent with regeneration objectives and other policies and proposals of the UDP.

Bus priority measures will be introduced along the A6/A580 Leigh to Manchester (the Leigh, Salford, Manchester Guided Busway).

In addition, the introduction of bus priority measures along the A576 Pendleton to Cheetham.

Other improvements to the quality of bus services, facilities and associated highway infrastructure will also be secured through:

- The provision of new interchange facilities;
- The improvement of existing bus stations and bus stops, including improved standards of security, pedestrian and disabled access and improvements in the waiting environment; and
- New forms of bus provision, such as flexible and demand responsive services, minibuses, and school buses.

Development proposals will be required to make adequate provision for access to and the use of buses. In particular, developments should:

- Facilitate safe, direct and convenient access to existing bus stops and services, in accordance with Policy DES2;
- Make good any deficiencies in bus services, facilities or associated highway infrastructure required to service the development, in accordance with Policy A1; and
- In the case of larger developments, make specific provision for new bus stops and other associated infrastructure as an integral part of the development, and, where appropriate, make financial contributions towards new or improved bus services.

Where appropriate to the needs and potential impact of a development, planning obligations will be used to secure any or all of the above measures.

Policy CH 1 - Works to, and Demolition of, Listed Buildings

A. Proposals for the alteration, extension, change of use or demolition, whether partial or total, of a listed building will be considered in relation to the effect on:

- The importance of the building;
- The particular physical features of the building;
- The building's setting and contribution to the local scene; and
- The extent to which the proposed works would bring substantial benefits for the community.

B. Proposals involving the alteration, extension, change of use or partial demolition of a listed building will be permitted only where they would preserve or enhance the character and features of special architectural interest that contribute to the reasons for its listing.

C. Total or partial demolition of a listed building, or its change of use, will be permitted only where:

- It is not practicable or economically feasible to continue to use the building for its existing or previous purpose;
- It can be clearly demonstrated that there is no other viable use and no alternative viable means of securing its preservation; and
- That in relation to total demolition, any proposed redevelopment or the creation of a cleared site would not cause unacceptable harm to the setting of any remaining listed buildings.

D. Where consent for demolition is granted, it will be subject to conditions requiring:

- The prior approval of detailed plans for the replacement development, together with the letting contract for the development; and
- The recording of details of the listed building.

Policy CH 3: Works Within Conservation Areas

Development in conservation areas will only be permitted where it would preserve or enhance the character or appearance of the conservation area. In determining this, regard will be had to the extent to which the proposal:

- Retains or improves features that contribute to the character or appearance of the conservation area;
- Is of a high standard of design, consistent with the design policies of the plan;
- Retains existing mature trees;
- Secures environmental improvements and enhancements; and
- Protects and improves important views within, into and out of the conservation area.

Policy CH 7: Manchester, Bolton and Bury Canal

Planning permission will be granted for the restoration of the Manchester, Bolton and Bury Canal. The line of the canal will be protected. Development that would prejudice the reinstatement of the canal and its towpath will not be permitted.

In circumstances where the restoration or improvement of the canal or towpath is necessary to enable development to proceed satisfactorily, or where the development would benefit directly from the restoration or improvement, contributions will be sought with a view to securing such restoration or improvement.

<https://map.salford.gov.uk/proposalsmap/>



Figure 2.1 / Unitary Development Plan - Proposals Map Extract

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Local Planning Policy

Publication Salford Local Plan: Development Management Policies and Designations January 2020

Policy F2: Social value and inclusion

All development shall be located, designed, constructed and operated to maximise its social value and contribute to making Salford a more socially inclusive city.

All major developments shall submit a Social Value Strategy at the planning application stage for the approval of the city council.

The Social Value Strategy shall identify how the development will support social inclusion and deliver social value throughout its lifecycle. This shall include demonstrating how the development will maximise its positive contribution to:

- Reducing inequalities in Salford and their adverse impacts on residents;
- The ability of local residents and vulnerable groups to fully participate in society;
- Inclusive places, in accordance with Policy F3;
- Economic inclusion, with positive consideration given to:
 - » Ensuring that access arrangements cater for all needs, maximising opportunities for walking and cycling;
 - » Promoting on-site employment opportunities to Salford residents;
 - » Providing training opportunities for Salford residents;
 - » Utilising local supply chains; and
 - » Signing up to the City Mayor's Employment Charter; and
- Good mental and physical health, in accordance with Policy HH1.

For the purposes of this policy, social value is defined as the range of potential social, economic and environmental benefits to communities in Salford, including existing residents, businesses and other stakeholders in the local area.

Policy F3: Inclusive places

All places and developments shall be as inclusive as possible, capable of adapting to a broad range of changing needs and delivering a high quality of life, where no one is potentially excluded because of disability, age, gender, sexuality, ethnicity or social class. Achieving this will involve:

- Developing and sustaining a distinctive local character;
- Providing an attractive, safe and inviting environment and public spaces, free from excessive air and noise pollution;
- Integrating a high level of green infrastructure that contributes important environmental functions;
- Making it easy and attractive to walk, cycle and use public transport, with motor vehicles not being allowed to dominate;
- Offering excellent external connections, both through sustainable transport links and digital connectivity;
- Delivering a diverse mix of decent and adaptable homes, including affordable housing;
- Providing a varied choice of business accommodation, including for start-ups and small and medium enterprises (SMEs) and spaces for innovation; and
- Incorporating a range of amenities and facilities to meet different local needs.

Policy CC1: Climate change

Development shall support Salford becoming carbon neutral by 2038, through where relevant:

Minimising carbon emissions by:

- Being located so as to minimise the need to travel and maximise trips by sustainable modes of transport;
- Delivering a density of development that makes the most of accessible sites;
- Contributing to more walkable and cyclable neighbourhoods that reduce demand for car use;
- Incorporating electric vehicle charging points;

- Protecting and taking opportunities for the more sustainable movement of freight;
- Adopting the principles of the energy hierarchy, with new build residential development exceeding the fabric energy efficiency required under Part L of the Building Regulations 2013 by 19%, and new build non-residential development of 1,000m² or more achieving at least BREEAM very good or an accepted equivalent, and meet the standard required by any subsequent revision to building regulations, working towards a target that all new development shall be zero net carbon from 2028;
- Taking opportunities to incorporate and connect to renewable and low carbon energy infrastructure;
- In the case of existing buildings, retrofitting them with measures to reduce energy consumption, in a manner consistent with their heritage interest.

Maximising carbon storage and sequestration, including by:

- Protect and support the provision or restoration of habitats that provide a carbon storage function;
- Incorporating green infrastructure, such as trees and woodland, that helps to sequester carbon from the atmosphere; and
- Minimising degradation and erosion of soil.

Mitigating and adapting to the impacts of climate change, including by:

- Managing flood risk associated with higher peak river flows and more extreme weather events, and relocating vulnerable uses;
- Providing shade and green infrastructure to reduce overheating of urban areas during warmer summers;
- Creating a place that promotes social interaction;
- Delivering a net gain in biodiversity value;
- Incorporating appropriate water efficiency and water recycling measures, to help minimise the potential for drought;
- Minimising and mitigating air pollution so as to reduce the potential for higher temperatures which in turn leads to poorer air quality.

Responding to the economic and policy changes that are likely to accompany climate change, including by reducing the reliance on the private car.

Policy EF1: Efficient use of land

Developments shall use land efficiently. All parts of a site shall have a clear and positive purpose.

Support will be given to the use of suitable previously developed land and appropriate opportunities to remediate despoiled, degraded, derelict, contaminated or unstable land.

The density of a development shall:

- Respond to the local context, character and distinctiveness; and
- Reflect the accessibility of the site:
 - » By public transport, cycling and walking; and
 - » To public services, community facilities, amenity and recreation provision.

The highest density development shall be in the most accessible locations.

Residential densities shall meet the requirements in Policy H3.

Where low-rise non-residential development is proposed, the applicant shall demonstrate that positive consideration has been given to incorporating residential uses above, provided that residents would have a good level of amenity.

Policy EF2: Co-ordinated development

Development will not be permitted if it would unacceptably hamper or reduce the development options for adjacent sites or the wider area. Development must make provision for, and be phased with, supporting infrastructure, facilities, and appropriate environmental mitigation.

Development on individual sites will only be required to be guided by a masterplan or framework for the wider area where there is a need to:

- Demonstrate that development options on other sites would not be unacceptably reduced;
- Secure consistency in layout and/or design across more than one site;

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Local Planning Policy

- Accommodate and/or fund infrastructure when this would not be possible by viewing individual sites in isolation; or
- Ensure that the cumulative impacts of development in the area are properly assessed;

Where a masterplan/framework is produced by someone other than the city council:

- The boundaries and scope of the masterplan/framework area shall be agreed with the city council at an early stage in the production process; and
- The final version of the masterplan/framework shall be endorsed by the city council.

The production process for the masterplan/framework shall:

- Ensure the proper consultation of the local community and other stakeholders within and adjoining the masterplan/framework area;
- Seek to maximise social value and inclusion in any resulting development; and
- Identify early in the process whether the scale and nature of the development proposed within the masterplan/framework area is likely to need to be subject to an Environmental Impact Assessment (EIA) and, if so and as far as practicable, use the EIA process to guide the development of the masterplan and identify opportunities to improve it.

No development will be permitted on sites allocated for development through the Greater Manchester Spatial Framework until a masterplan or Supplementary Planning Document (SPD) has been developed with the local community and other stakeholders, and endorsed, or in the case of an SPD adopted, by the city council.

Policy API: City Centre Salford

Neighbourhoods

Development in City Centre Salford shall be fully integrated into, and contribute to the success and strong sense of place of, both the neighbourhood within which it is located and the City Centre as a whole, in accordance with the following:

- Adelphi – This residential-led mixed-use area will take maximum advantage of the attractive riverside location overlooking The Meadow, providing a

high-quality setting for the area's open spaces and riverside walkway and cycleway in accordance with policy D9.

- Crescent, University of Salford and Innovation Park – The area will provide a distinctive western entrance to the City Centre. Its historic buildings, coupled with enhanced views and connections to surrounding open spaces, will offer an attractive context for any further development. The green character of Peel Park will be extended across the A6 around Fire Station Square, and high-quality public realm will unify the important cluster of heritage, cultural and university assets, providing a strong, active focus for the area. The university campus will continue to be improved (see Policy ED3), and the adjacent Innovation Park enhanced for knowledge-based uses. Residential uses will be focused in the area to the south of The Crescent. The line of the former Manchester Bolton and Bury Canal provides an opportunity to open up new green infrastructure through this area.
- The Meadow and Peel Park – The Meadow and Peel Park will provide the largest integrated area of greenspace in the City Centre, with improved connections to surrounding areas.

Uses

Development shall maintain the wide range of uses in City Centre Salford, reflecting its importance within the wider City Centre, supporting its roles as a business location, tourism, cultural and leisure destination, centre of learning and knowledge, and home to a series of residential neighbourhoods:

1. Business, tourism, cultural and leisure development will be appropriate across the area.
2. The continued enhancement of the facilities at the University of Salford campus will be supported, with student housing focused within and immediately around the campus. The western end of the University of Salford area will remain predominantly in use for university-related activities and other knowledge-based uses.
3. Residential-led mixed-use development will be appropriate across the rest of City Centre Salford. This will be primarily in the form of apartments, reflecting the area's locational advantages, but may also include houses built at high densities.

4. Retail and leisure uses, community and social facilities and other amenities to support the residential, business and visitor populations will be permitted. These facilities shall be focused on prominent frontages, busy intersections with high footfall, and where they can add vibrancy and best meet the needs of the neighbourhood.

Transport and movement

In order to support the successful functioning of the City Centre, particularly in terms of facilitating people to travel by sustainable modes of transport, the following initiatives will be promoted:

- The development of further public transport links into the City Centre's existing rail stations, employment, cultural and leisure opportunities;
- The continued improvement of Salford Central Station as the main western rail gateway to the central business district of the City Centre, including through works which enable more services and longer trains to stop at the station;
- The transformation of Salford Crescent Station into a major public transport interchange for rail, Metrolink and bus services, with the continued improvement of the station itself as a key rail facility serving the Crescent / Chapel Street and the University of Salford and the investigation into the potential to increase the number of platforms;
- A new Metrolink line connecting Salford Quays and Salford Crescent Station, supporting the integration of the City Centre with Salford Quays, potentially with a quality bus transit scheme being developed initially; and
- A new footbridge from the Crescent across the River Irwell, enabling The Meadow and Peel Park to act as a key green space in the City Centre and forming part of the wider Irwell River Park.

Policy AP4: Salford Innovation Triangle

Development within the Salford Innovation Triangle shall:

- Support its role as the key focus for innovation-led economic growth within the city;
- Maximise the benefits of its three primary anchors:
 - » MediaCityUK (see Policy AP2);
 - » University of Salford (see Policy ED3);
 - » Salford Royal Hospital (see Policy HH3).

- Enable enhancements in the area's infrastructure, including:
 - » Delivering the latest digital infrastructure throughout the area;
 - » Providing a new Metrolink line between Salford Quays and Salford Crescent Station, potentially with a bus transit scheme being developed initially, better connecting the two anchors of MediaCityUK and the University of Salford; and
 - » Expanding the use of low-carbon energy systems.
- Contribute to the provision of vibrant places with distinctive identities across the Triangle.

Policy CT2: Art and culture

Development shall:

- Maintain and, where appropriate, enhance the provision of cultural activities and facilities across the city, including workspaces and studios; and
- In the case of major developments, where practicable and appropriate to the location, incorporate cultural activities (which may include the provision of public realm capable of hosting events and performances, as well as cultural space within buildings).

The temporary use of sites and premises for cultural activities, particularly in locations where they can help to animate the public realm, and the provision of public art will be supported.

If a development would potentially result in conflict between a cultural activity and another use, especially in terms of noise, then the development responsible for the change must secure the implementation of appropriate mitigation before it is completed (known as the 'agent of change' principle).

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Policy H1: Type of housing

Individual new residential developments shall contribute to the provision of a broad mix of housing options across Salford and within the local area, ensuring that identified housing needs can be met. This includes:

- Within City Centre Salford, Ordsall Waterfront, Salford Quays and the other town centres, incorporating ground floor duplexes and other larger dwellings where practicable that enable a wider range of households to live in these locations; and

Location (use the highest density that applies when a site falls within more than one location)	Minimum net residential density (dwellings per hectare)		
	Within the location	Within 400 metres	Within 800 metres
Designated centres:			
City Centre	200	120	70
Town centres	120	70	50
Local centres	70	50	35

Location (use the highest density that applies when a site falls within more than one location)	Minimum net residential density (dwellings per hectare)		
	Within the location	Within 400 metres	Within 800 metres
Public transport stops:			
Salford Central Station, Salford Crescent Station and all Metrolink stops	N/A	200	120
Eccles Station	N/A	120	70
Irlam Station, Swinton Station, Walkden Station and other rail stations with a frequent service ⁴⁴	N/A	70	50
Existing or potential bus stops on main bus corridors ⁴⁵	N/A	50	35
Areas within GMAL 6 and above ⁴⁶	50	35	35
Minimum net residential density of 35 dwellings per hectare in all other locations			

- Within the rest of the city, providing at least 80% of the net increase in dwellings in the form of houses, with a lower proportion of houses only being acceptable where:
 - » The proportion of houses, and other dwelling types with at least three bedrooms and private amenity space, is still being maximised as far as possible; and
 - » At least one of the following apply:
 - » It can be clearly demonstrated that the site has distinct characteristics that make a higher proportion of houses inappropriate

or impracticable to provide, such as financial viability, flood risk or design context;

- » The development provides specialist accommodation, such as for older people, or there is a demonstrable need for different types of dwellings; or
- » The minimum density requirements in Policy H3 can only be met through a higher proportion of apartments.

Policy H3: Housing density

New residential development shall achieve the minimum densities in the table below:

Lower densities will only be acceptable where they can be clearly justified by:

- Local housing market issues, such as a demonstrable need for a particular type of housing that cannot be delivered at a higher density and would otherwise not be met; or
- Site-specific issues, such as the design context and any potential impact on the wider landscape or townscape including heritage assets and their setting.

Policy ED3: University of Salford

The continued enhancement of the facilities and campuses of the University of Salford will be supported.

Development proposals for the university shall:

- Form part of a comprehensive development strategy that will ensure that the continued evolution of the university estate is properly coordinated and managed;
- Support an increase in the proportion of staff, students and visitors who access the university, and move between its campuses, by public transport, cycling and walking;
- Take advantage of opportunities for greening the campus environment; and
- Seek to promote links between business sectors and the university's skills and research strengths in support of the university's Industrial Collaboration Zone aspirations, with the further enhancement of the Salford Innovation Park providing a particular opportunity in this regard.

Development proposals for the Peel Park and Frederick Road campus shall:

- Significantly enhance the overall attractiveness of the campus to students, residents and visitors in terms of the quality of new built development, public realm and the overall vibrancy of the area;
- Improve the physical and functional integration of the campus with its surroundings, through working with partners to improve connectivity with the wider City Centre and enhancing key shared access points into the campus and other facilities such as Peel Park;

- Enhance pedestrian and cycling routes through the campus and onwards to surrounding areas. The line of the Manchester Bolton and Bury canal provides an opportunity to open up new green infrastructure through the campus;
- Minimise the negative impacts of traffic and parking within the campus and on the surrounding area, and significantly reduce the amount of land used for car parking; and
- Contribute towards the development of a Cultural Gateway, focused around Salford Museum and Art Gallery and Fire Station Square, with the latter being animated by new cultural and food and drink uses.

Policy HH2: Development and health

All development shall support an improvement in public health and a reduction in health inequalities, including by:

- 1) Minimising adverse impacts on health;
- 2) Providing a healthy living and working environment;
- 3) Supporting healthy lifestyles;
- 4) Promoting social and economic inclusion; and
- 5) Ensuring good access to a full range of health facilities.

Health impact assessments will be required for development proposals that the city council considers would have the potential to have a significant adverse impact on health and wellbeing. Health impact assessments shall:

- I) Appraise the potential positive and negative impacts on health and wellbeing, both on end users and the local population;
- II) Consider the impacts on different groups, taking into account that some groups will be more vulnerable to negative impacts; and
- III) Set out actions to maximise positive impacts, and minimise and mitigate adverse impacts, on health and wellbeing, having regard to the most affected groups.

Development that would have an unacceptable impact on health or wellbeing will not be permitted.

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In particular, the location and concentration of the following types of development will be carefully controlled to avoid possible adverse impacts on health and wellbeing:

- A) Hot food takeaways;
- B) Off-licences;
- C) Facilities that encourage smoking, for example smoking shelters and shisha lounges; and
- D) Payday lenders, betting shops and amusement arcades.

Where uses identified in points A-D above can be justified, these shall be located away from places that are regularly frequented by younger people. The proximity to other community uses where the residents can be vulnerable will also be considered.

Policy A1: Supporting sustainable transport Development shall:

- Help to reduce the overall need to travel through its location, density and mix of uses;
- Enable a modal shift towards more sustainable forms of transport such as walking, cycling and public transport;
- Minimise any adverse impacts on transport networks; and
- Be phased with the provision of sufficient transport infrastructure and services.

Policy A2: Transport hierarchy and sustainable streets Development and transport infrastructure schemes shall:

1) Be located and designed to promote the following hierarchy (highest priority listed first), helping to maximise the use of those modes towards the top of the hierarchy, whilst ensuring appropriate access for emergency vehicles at all times and taking account of the needs of all users (including those with impaired mobility and their carers) and the function of the street:

- Pedestrians;
- Cyclists;
- Public transport users;
- Commercial deliveries and specialist service vehicles (e.g. waste collection, taxis/private hire vehicles);
- Other motor traffic.

2) Support the delivery of more sustainable streets, taking into account the wider function of the street, including by:

- Making it easier and more attractive to walk, cycle and use public transport, which may involve the reallocation of existing road space and the introduction of additional wayfinding signage and crossing points;
- Providing varied spaces for people to meet, linger and rest, and for children to play, enabling greater social interaction;
- Incorporating high levels of green infrastructure designed to bring people closer to nature, enhance biodiversity, enable the movement of wildlife, soak up pollutants, reduce flood risk, and improve quality of life; and
- Supporting local distinctiveness and identity through features and uses that provide visual interest and activity.

Policy A4: Public transport

In order to manage the travel demand from development, the following public transport schemes will be supported, and new development shall be consistent with and, where appropriate, facilitate them:

1) The expansion of the Metrolink system in Salford, including:

- The extension of the Trafford Park line to the AJ Bell Stadium and Port Salford;
- A new Metrolink line connecting Salford Quays and Salford Crescent Station, improving sustainable transport access to Salford Quays and its integration with the City Centre and the rail network. Initially, it is expected that a quality bus transit scheme will be delivered in this location, to be transformed into a Metrolink line in the longer term;
- Investigating the potential to convert rail lines to tram-train use and considering how accessibility can be maximised having regard to heavy and light rail solutions.

2) Investigating the potential to convert rail lines to tram-train use and considering how accessibility can be maximised having regard to heavy and light rail solutions

3) The significant enhancement of public transport facilities within City Centre Salford and improved connections with the wider City Centre, including:

- The development of further public transport links into the City Centre's existing rail stations, employment, cultural and leisure opportunities;
- The continued improvement of Salford Central Station as the main western rail gateway to the central business district of the City Centre, including through works which enable more services and longer trains to stop at the station;
- The transformation of Salford Crescent Station into a major public transport interchange for rail, Metrolink and bus services, with the continued improvement of the station itself as a key rail facility serving Chapel Street, The Crescent, the University of Salford and Pendleton, and the investigation into the potential to increase the number of platforms.

4) The development of new and improved public transport interchanges, focusing particularly on the town centres and rail stations.

5) The enhancement of the city's rail stations, particularly in terms of passenger facilities and disabled access.

6) The electrification of the city's rail lines.

7) The further expansion of rapid transit routes along the A580 East Lancashire Road and elsewhere within the city, particularly where this improves the accessibility of key employment and leisure locations.

8) The development of an improved local bus network, including the investigation of opportunities for bus priority where appropriate.

Policy EG1: Sustainable energy

All developments shall accord with the following energy hierarchy (in order of preference):

- 1) Minimise energy demand;
- 2) Maximise energy efficiency;
- 3) Utilise renewable energy;
- 4) Utilise low carbon energy; and
- 5) Utilise other energy sources.

The retrofitting of existing buildings with measures to reduce energy consumption will be encouraged.

Working towards the target that all new development shall be zero net carbon from 2028, the principles of the energy hierarchy shall be adopted to achieve the following standards:

- All new build residential development: Exceed the fabric energy efficiency required under Part L of the Building Regulations 2013 by 19% and meet the standard required by any subsequent revision to Part L; and
- New build non-residential development of 1,000 sqm or more: At least BREEAM very good and meet the standard required by any subsequent revision to Part L of the Building Regulations.

District heating network development areas

Within district heat network development areas shown on the Policies map, development (including new build, conversions and changes of use) involving ten or more dwellings and/or over 1,000 sqm of non-residential floorspace shall connect into the heat network, or be designed to do so, unless it can be demonstrated that there are more effective alternatives for minimising carbon emissions, or such connection is impracticable or financially unviable.

Development and energy proposals that would generate significant surplus or waste heat shall take all practicable measures to utilise that heat to meet local energy needs, including as part of an existing or proposed district heating network.

Policy D1: Design principles

All development shall achieve a high design quality, consistent with the ten characteristics set out in the National Design Guide (or any subsequent amendments):

- Context: enhances the surroundings
- Identity: attractive and distinctive
- Built form: a coherent pattern of development
- Movement: accessible and easy to move around
- Nature: enhanced and optimised
- Public spaces: safe, social and inclusive
- Uses: mixed and integrated
- Homes and Buildings: functional, health and sustainable

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- Resources: efficient and resilient
- Lifespan: made to last

Consistency must also be achieved with the following two additional principles in the interests of achieving the objectives of this plan as set out in Chapter 3:

- Active design: buildings and spaces that promote physical activity as part of everyday life
- Socially inclusive: a place for everyone, that promotes social interaction.

All Design and Access statements shall clearly explain how development delivers all of the above principles, and the other design-related policies of this plan.

Developments that raise significant design issues will be expected, where appropriate, to undergo a local design review before any planning application is determined.

Policy D2: Local character and distinctiveness

Development shall protect, enhance and respond to any positive character and distinctiveness of the local area, and contribute towards local identity. It shall be a positive addition to the surrounding area, being integrated within the townscape and landscape.

In particular, development shall have regard to the following characteristics of the local area:

- Topography and landscape features;
- Historic assets and features, including views of and from them;
- Pattern, size and arrangement of street blocks, plots and buildings, including building lines;
- Scale and shape of buildings, including height, massing, silhouettes and roofscapes;
- Vertical and horizontal rhythms, for example created by window arrangements and architectural composition;
- Materials, boundary treatments and landscaping;
- Vistas, panoramas and views of natural and built landmarks; and
- Memories and associations including an area's main (or former) uses, local traditions, social history and cultural expression.

New buildings shall use a consistent architectural style, individual elements adding up to a coherent whole, designed to relate to the positive context of its surroundings. Buildings shall have a sufficient texture, depth and detailing to provide visual interest, particularly at street level where buildings will need to relate to a human scale.

Where it is deemed that a deliberate contrast to certain characteristics would benefit the design, or to create a development that is highly sustainable, the development shall still relate to the points above and justify any non-compliant areas.

Where there is no discernible or well-developed local character, developments shall contribute to the creation of a distinctive, integrated and coherent place.

Policy D4: Spaces

All spaces shall be accessible, where appropriate, to everyone who wants to use them and be designed to have a clear purpose and role, which is apparent to all potential users.

Developments and other proposals shall:

- Take opportunities to incorporate new spaces and respond positively to existing spaces;
- Provide appropriate levels of activity, particularly at ground floor level, that encourage a variety of uses in spaces and offer the natural surveillance required to make those spaces useable and safe;
- Carefully place street furniture, signage and other objects within public spaces, to avoid clutter and unnecessary physical or visual obstacles, responding to the nature and use of the space in question and in particular the needs of visually impaired persons;
- Make appropriate use of public and private spaces at all times, including the creation of sensitive lighting schemes that enable evening use without an unacceptable impact on residential amenity and the visually impaired;
- Provide shelter where people are likely to gather, for example through the location and design of buildings and landscaping;
- Minimise surface car parking and ensure that it does not dominate, or detract from, the streetscene or waterside locations;

- Include provision for the long-term maintenance and management of any public spaces that form part of, or are needed by, the overall development, in accordance with Policies G11 and BG2; and
- Incorporate public and private spaces that are integral to the proposed development.

The design of public spaces shall be consistent with efforts to maximise green infrastructure, in accordance with Policy G11.

Public spaces shall connect to walking and cycling networks and be designed to respond to desire lines.

Boundary treatments may be required where private spaces adjoin public spaces and shall be carefully designed to respond to local character, utilising green infrastructure and providing visual permeability where compatible with the functions of the adjoining public and private spaces.

Policy HE1: Heritage protection

Salford's heritage assets and their setting will be conserved, and their enhancement encouraged, ensuring that they continue to make a positive contribution to the character and identity of the city's neighbourhoods.

The level of protection afforded to any individual heritage asset will reflect:

- Whether it is a designated or non-designated heritage asset;
- The nature, extent and level of its significance, having regard to its architectural, historic, artistic and/or archaeological interest;
- The degree to which the setting and significance of other heritage assets is reliant on it and their relationship to each other and the individual heritage asset; and
- The contribution that it makes to the character and identity of the local area and Salford more generally including the following key elements:
 - » The earliest evidence of human activity, such as the Iron Age promontory fort in Cadishead;
 - » The city's Medieval beginnings, found particularly in City Centre Salford;
 - » The city's industrial origins, such as Islington Mill where textiles were manufactured;

- » Infrastructure of national and international significance, such as the Bridgewater Canal, the Manchester Ship Canal, the Manchester, Bolton and Bury Canal, the Manchester-Liverpool rail line, the former Salford Docks (now Salford Quays) and Barton Aerodrome;
- » The city's mid-19th Century development, such as the high-status villa housing and parkland found in Broughton, along the Crescent, in Ellesmere Park and at Buile Hill Park;
- » The nineteenth century institutional and civic buildings, such as former town halls, educational buildings, public baths and theatres;
- » The city's social history, such as Bexley Square and Kersal Moor where major public gatherings of historic significance took place
- » Harm to heritage assets shall be minimised as far as practicable. The acceptability of any such harm will be determined in accordance with the requirements of the National Planning Policy Framework.

Where harm to heritage assets is unavoidable, appropriate compensation shall be provided by better revealing the significance of the heritage assets, securing repairs to them, improving public access to them, and providing publicly accessible information about them. Where a heritage asset will be, or has been, lost or covered up, then the development design should make an appropriate reference to it.

Policy HE3: A positive future for heritage assets

The positive use of heritage assets will be encouraged, helping to ensure that they are appropriately maintained. The use secured should be consistent with the protection and enhancement of the asset's heritage significance and its sustainable long-term use.

The original or a historically significant use will typically be the most appropriate long-term use for a heritage asset, and where a proposal departs from this then the applicant will need to demonstrate why it is not feasible to retain or restore that use original/historic use.

Uses that provide opportunities for heritage learning and public access to and appreciation of heritage will be looked on more favourably.

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Policy HE6: Canals

The canals in Salford will be protected as important heritage assets, including:

- The Bridgewater Canal;
- Worsley Navigable Levels;
- The Manchester, Bolton and Bury Canal and its former line;
- Fletcher's Canal and its former line;
- The Manchester Ship Canal.

In the case of the Manchester, Bolton and Bury Canal and Fletcher's Canal:

- Development alongside the line of the canal shall facilitate its restoration or, where this is not practicable, provide open space incorporating walking and cycling routes and heritage interpretation features along its line so that the potential for future restoration is retained and people can appreciate the history of the canal; and
- Development that would prevent or significantly hinder the future restoration of the canal or its towpath will not be permitted.

Policy GI1: Development and green infrastructure

Development shall protect and enhance the green infrastructure network in Salford by helping to maximise its:

- Extent, whilst having regard to the development needs of the city;
- Interconnectedness, enabling individual pieces of green infrastructure to deliver greater benefits through links to the wider network;
- Multi-functionality, whilst not detracting from the important primary functions of individual pieces of green infrastructure; and
- Quality, ensuring that it can meet its various functions as effectively as possible.

In complying with the above points, developments shall:

- Respond to the specific location, characteristics and surroundings of the site to take opportunities to incorporate green infrastructure that can most effectively benefit the wider area, for example providing sustainable urban drainage systems that address identified problems such as flood risk and water quality, and deliver environmental and quality of life benefits;
- Ensure that green infrastructure is central to the design, rather than being relegated to 'left-over' land;
- Use land and building surfaces creatively to maximise on-site green infrastructure provision, particularly within areas where there are currently major green infrastructure deficits such as City Centre Salford and Salford Quays;
- Seek to maximise the benefits, and where appropriate public use, of the green infrastructure, with an emphasis on promoting healthier communities; and
- Ensure that appropriate long-term management and maintenance measures are in place for any green infrastructure.

Green infrastructure functions

Appropriate functions of green infrastructure may include:

- Providing habitats for plants and animals, particularly native species, and corridors and stepping stones for their movement;
- Providing opportunities for food production, both commercial and non-commercial;
- Mitigating the risks and impacts of flooding;
- Mitigating air, water and noise pollution;
- Providing carbon storage and sequestration;
- Offering relief from high temperatures;

- Providing sport and recreation opportunities;
- Providing space for public events, meeting places and quiet contemplation;
- Providing attractive walking, cycling and horse-riding routes;
- Contributing to the quality of townscapes and landscapes, and providing a high-quality setting for development;
- Supporting heritage and local identity;
- Separating individual developments and settlements;
- Providing an educational resource.
- Within areas of poor average resident health, the provision of opportunities for physical activity;
- Within Chat Moss, the storage of carbon;
- Within the Biodiversity Heartland, the wider Great Manchester Wetlands Nature Improvement Area, and areas that do not meet the standards relating to access to strategic and local natural greenspace (see Policy R1), the provision of habitats, movement corridors and stepping stones for plants and animals; and
- Within and around the waterway network and other water bodies, measures to achieve 'good' status of the water body in accordance with Policy WAI and encourage movement of species.

Within the following parts of the city, some of which overlap, the provision and improvement of green infrastructure shall support and enhance the identified priority functions as far as practicable:

- Within flood zones 2 and 3 as identified by the Environment Agency, the provision of capacity for water storage in the event of a flood;
- Within City Centre Salford, Salford Quays and other areas of high-density development, the provision of relief from high temperatures, and the efficient use of surfaces to maximise the provision of green infrastructure including through green roofs, green walls and street trees;

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Crescent Development Framework

May 2014

Prepared by Salford City Council to set out a new vision and objectives for the area and provide guidance for its future. It outlines that the process of change in the area will continue over time and the framework is intended to inspire and guide development of The Crescent while allowing the necessary flexibility to meet changing circumstances.

It sets out the following objectives;

- Increase the number of residents living in the area;
- Encourage a range of housing types and tenures to be developed in the area;
- Provide new opportunities for employment taking advantage of the proximity to the University;
- Improve accessibility to public transport;
- Maximise the benefit of traffic calming The Crescent to improve connectivity with surrounding areas and improve permeability within the area;
- Make The Crescent itself the city high street and focus for development;
- Create new urban spaces and retain and enhance existing green space;
- Enhance the role of the area as a visitor destination based around Salford Museum and Art Gallery;
- Deliver projects to improve the quality of recreation assets including Irwell River Park, The Meadows and Peel Park;
- Support the vision and objectives of the University of Salford to achieve a transformational change in the Peel Park and Frederick Road campuses which will be a key driver of regeneration in the area.

The Framework divides the area into four 'Area Development Zones', namely Frederick Road 'Innovation Park'; The University of Salford Campus; The Parks; New Windsor.

Shaping Central Salford's Spaces and Places – Public Realm Handbook

February 2009

This document is supported by CABE Space and prepared by Salford City Council. The handbook builds on the principles set out in the Salford City Council urban design guide, Shaping Salford and defines the standard for those working with the built environment. The Council has adopted this handbook and it will be used to set a benchmark for public realm improvements across the city.

By adopting the standard the guide contributes to creating public spaces that are appealing and become well loved and used spaces at the heart of the community.

Salford City Council – Supplementary Planning Document – Design and Crime

July 2006

The SPD has been prepared to give guidance on the design and layout of the physical environment so as to reduce crime, the fear of crime and anti-social behaviour for the whole of Salford.

Salford City – Supplementary Planning Document – Planning Obligations

December 2019

The document sets out how planning obligations will be secured by the Council. A key principle underpinning the approach to securing planning obligations set out within this document is the need to have regard to development viability.

The Council's approach to securing planning obligations is therefore based around the following priorities;

- Affordable housing;
- Open space;
- Education;
- Transport;
- Public Realm;
- Other contributions – these are considered on a site by site basis.

Planning obligations associated with affordable housing differ depending on the spatial area a site lies within. The residential value area has been assigned by the Council to reflect the different land values throughout the borough.

The document provides detail on how the different obligations will be calculated and applied to different application types.

	PLANNING OBLIGATION TYPE					
	Affordable housing	Open space	Education	Transport	Public realm	Other obligations
1 - 10 dwellings	✗	✗	✗	✗	✗	Site-specific
11 - 24 dwellings on sites less than 1 hectare (comprising of less than 11 houses)	✗	✓	✗	Site-specific	Site-specific	Site-specific
11 - 24 dwellings on sites less than 1 hectare (comprising of 11 or more houses)	✗	✓	✓	Site-specific	Site-specific	Site-specific
25 or more dwellings or residential sites over 1 hectare (comprising of less than 11 houses)	✓	✓	✗	Site-specific	Site-specific	Site-specific
25 or more dwellings or residential sites over 1 hectare (comprising of 11 or more houses)	✓	✓	✓	Site-specific	Site-specific	Site-specific
Less than 1,000sqm of non-residential floorspace	✗	✗	✗	✗	✗	Site-specific
Non-residential floorspace of 1,000sqm or more	✗	✗	✗	Site-specific	Site-specific	Site-specific
<ul style="list-style-type: none"> • This table is a guide and there may be specific cases that vary from this for justifiable reasons. • Dwellings and non-residential floorspace include both new build and change of use. The requirements associated with change of use applications will be considered on a case by case basis having regard to any net increase in the number of bed spaces (for conversions to residential use) and any change in intensity of use (for conversions to non-residential use). • Development that is mixed use or does not clearly fall into one category will be assessed on an individual basis for the nature of provision required. 						

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Salford City Council – Supplementary Planning Document – Salford Greenspace Strategy January 2019

Salford City Council has undertaken a comprehensive review of the greenspace strategy supplementary planning document within the framework established via the relevant saved policies of the Salford Unitary Development Plan and the Salford Draft Local Plan relating to the issues of open space and recreation.

The document outlines the importance of greenspaces to the borough and outlines the current issues with the existing space.

The objectives of the SPD are to ensure that;

- All households are within an appropriate distance based on the walking distances of the individual local recreation standards;
- Greenspaces are interlinked and accessible by attractive walking and cycling routes;
- Publicly accessible greenspaces are multi-functional, of a high quality, desirable and well-maintained;
- Greenspaces meet the diverse needs of potential users, including those with mobility difficulties;
- Greenspaces are safe and well-used;
- Greenspaces do not detract from the amenity of the surrounding area.

The SPD will be used to help assess and determine planning application and is intended to guide architects, developers, landscape architects and urban designers in designing out crime. It is important that community safety considerations should be an inherent part of the design process and should inform development at an early stage.

Salford City Council - Supplementary Planning Document – Natural Conservation and Biodiversity adopted 19th July 2006

The SPD expands on the policies of the Unitary Development Plan relating to issues of nature conservation and biodiversity and seeks to ensure that all stakeholders have a clear understanding of how those policies should be implemented and their desired outcome.

The overarching goal of the SPD is to ensure that there is no net loss of nature conservation assets and where appropriate there is an improvement in them.

Salford City Council - Supplementary Planning Document – Design – Shaping Salford March 2008

The document is intended to be used with other local and national policy documents to guide the design of Salford's buildings and spaces.

Shaping Salford reflects the need to design in a way that allows the city to support its population socially and economically, working with and inviting those affected into an inclusive decision making process. Equally, development must contribute to the creation of an environmentally sustainable city supporting the natural environment minimising the effects of, and being more adaptable to, the potential impact of climate change.

Sets out a series of expectations for the city;

- Buildings of exemplary design quality;
- Stimulating places to live work and play;
- Inspiring places to study and worship;
- Inviting, sustainable and environmentally friendly places;
- To be the best and for other towns and cities to follow our lead.

Greengate, Salford – Regeneration Strategy February 2018

Document sets out the growth which the Greengate area has seen in recent years and outlines the strong development pipeline which is expected to be delivered in the next ten years across a number of high density schemes.

The regeneration strategy for the area has been updated to reflect what has already been delivered and to highlight the opportunities offered by underutilised land such as the surface car parks, old industrial premises and vacant railway arches.

Greengate sits in the heart of City Centre Salford where the vision to 2040 is; for it to become a distinctive place to live, work and visit, proud to be more Brooklyn than Manhattan, where people and businesses, from near and far, can find the space they need to thrive, prosper, create and connect.

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Manchester City Council, Salford City Council, Trafford Metropolitan Borough Council – Planning Guidance, Irwell City Park March 2008

This Planning Guidance relates to the intention to establish the Irwell City Park as an exciting and unique waterfront location within the Regional Centre.

The transformation will create dramatic public spaces, new waterside environments and new connections between the riverside and local neighbourhoods and businesses. There will be new high quality commercial and residential properties and leisure uses along the riverside to provide attractions and activity. The biodiversity and environmental quality of the river will be significantly improved.

The River Irwell was once one of the most important commercial and recreational waterways in the North West. Following its steady decline in the early twentieth century as the industrialisation and transport progress of Manchester and Salford changed the face of the river banks, the strategic importance of the Irwell as a valuable asset has again become apparent in recent years. The benefits in terms of its historical legacy as well as its huge potential to act as the physical manifestation of the economic and social resurgence of the Greater Manchester Regional Centre are enormous.

The three Local Authorities of Manchester City Council, Salford City Council and Trafford Metropolitan Borough Council together with the Central Salford Urban Regeneration Company have recognised this potential and are now looking to turn the tide on years of neglect and embrace the River Irwell as a fundamental part of the Regional Centre's heritage and a key component to its future economic and social growth.

Salford City Council – Planning Guidance – Pendleton March 2009

The purpose of the guidance is to review Pendleton under a comprehensive process of transformational change to make it a place of choice for people seeking to live or invest in Salford.

Present communities will be retained and expanded and other forms of development attracted.

New and different forms of housing will act as key drivers in delivering the area's regeneration.

Guidance seeks to provide a clear framework for the development and regeneration of the Pendleton and Langworthy areas until 2025 to enable this revival process to take place. It aims to support and complement the Private Finance Initiative programme for improving council housing in the area as well as being the catalyst for restructuring the housing market.

Salford City Council – Salford Central Development Framework May 2009

This Development Framework promotes a comprehensive approach to regenerating Salford Central to ensure that the vision is delivered and that Salford is indeed transformed from the 'World's first industrial city to city beautiful'.

The Development Framework builds on the policy guidelines outlined in the Planning Guidance to provide a spatial configuration for new development within Salford Central. The Planning Guidance identifies five character areas within the Salford Central area. The Development Framework indicates how these character areas may be better connected and integrated, one with another, and with the surrounding area. It also sets out a new urban structure of routes and spaces through Salford Central and identifies appropriate uses to animate them. The scale and form of new development has a major influence on the character of an area and the Development Framework sets the parameters for building height, massing and their relationship to the routes and spaces within the area.

Salford City Council – Planning Guidance – Salford Central – March 2008

This guidance has been prepared to ensure that the whole of the Salford Central area benefits from the investment and expansion of Manchester City Centre.

The vision for Salford Central is to comprehensively regenerate this important area of the City of Salford and the Regional Centre to help diversify its economic base and bring in new activity. The transformation will create a distinctive new part of the city centre, with new high quality commercial and residential properties and leisure uses, new urban environments, dramatic public spaces and new connections to the heart of the city centre.

The challenge is to create the conditions to enable successful regeneration to occur over the next few years and to make sure that all the area benefits from the current expansion of the Regional Centre – this expansion is a significant opportunity which the city council needs to maximise. The city council and the Central Salford Urban Regeneration Company (URC) will be driving this future transformational change of the Chapel Street area to create a vibrant and modern part of the Regional Centre – Salford Central.

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Salford City Council – Crescent Conservation Area Appraisal

May 2008

This document sets out the results of a study of the Crescent Conservation Area. The Crescent Conservation Area, which was first designated in 1981, and extended in 2008, covers an area of 11.42 ha (28.26 acres), includes 30 listed buildings and monuments and lies on the A6 corridor adjacent to the River Irwell, approximately 2 kilometres west of Manchester city centre. The Development Framework area encompasses a large part of the Conservation Area.

The area derives its name from the crescent of 14 Grade II listed Georgian town houses, now converted to mostly office and commercial uses, that were built by entrepreneurs and businessmen who wished to reside relatively close to their town centre businesses at the beginnings of the industrial revolution.

The area still contains some fine 19th and early 20th century town houses and civic buildings of local significance. In recent years, the University of Salford has become a major landowner of some of the finest period buildings – such as the Peel Building – and has carried out a steady redevelopment of sites and rejuvenation of existing buildings since the late 1960's. The expansion of the A6 corridor in 1964 has also had a significant impact on the cohesion of the conservation area.

SUMMARY OF SPECIAL INTEREST

Civic, Educational and Cultural Character

The Crescent Conservation Area derives its underlying character from four key phases of development. The early 19th Century origins of the area are expressed in the remaining terraces of houses along the shallow riverside curve of the Crescent and around Acton Square. These were built when the Crescent was a fashionable suburb for the wealthy, attracted by extensive views across the meandering River Irwell. Later, in the mid-19th Century, the Crescent was the location for landmark social and cultural reforms. One of the earliest public local museums in the country was established here along with the very first free public library in 1850. In 1846, Peel Park was opened as one of a pioneering Manchester/Salford initiative of three public parks. These were the first to be established in a major industrial city. As municipal powers and responsibilities increased in the late 19th and early 20th Centuries, the development of the area as a civic enclave intensified.

The Salford Royal Technical School (present Peel Building) opened in 1896, and the development of the Fire Station (1903) and Salford Police Headquarters (1957) on sites on the opposite side of the Crescent further cemented the civic character of the space. Each period built new structures to meet new social and functional needs according to its ideals of architectural style and embellishment, contributing to the stylistic variety and range of high quality building materials that characterise the conservation area.

Through various name and status changes the Technical School became a college of advanced technology in 1956, and the cornerstone of the University of Salford in 1967. These educational developments at the Crescent had a profound effect on the character of the area. Older buildings were taken into college use, and a series of steel frame and glass teaching and administrative blocks – notably the Maxwell Building of 1959-60 – were constructed on part of Peel Park and on redeveloped terraced villa sites along the Crescent.

Pedestrian Routes and Public Spaces

Permeability is part of the character of the conservation area. The Crescent is part of the A6 main arterial route to the north and west linking Salford and Manchester with the national motorway network and adjacent towns. This road provides a spine at the centre of a pedestrian walkway network allowing free access throughout the conservation area. To the north of the main road there are a number of walkways between the educational and civic establishments, with links into and through Peel Park to the northern University campus, Frederick Road in the north, and Meadow Road across the Irwell in the east. To the south of the A6, there is free pedestrian access between the squares of Albion Place and Acton Square that offer quiet resting areas. To the rear of the former Fire Station access can be gained to the attractive Fire Station Square, although this is a private residential area. It is anticipated that the proposed reinstatement of the Manchester, Bolton and Bury Canal will offer an opportunity to provide additional pedestrian links within the area. Work on the Irwell City Park initiative may improve links between Peel Park, the adjacent riverside walkway and the areas to the east of the river.

Retention of Original Character

Strong continuity of civic and educational use is a characteristic of the area. Where houses and civic buildings have been reused, their former uses are still apparent, as their exteriors have been altered little. The Crescent retains its mix of residential, civic and educational character despite changes in the function of buildings such as the Fire Station and former police headquarters, and commercial conversions of former houses. The continued presence of the Salford Museum and Art Gallery (SMAG) and Local History Library in the building that was purpose-built to accommodate these cultural uses is a key element in the retention of this character and the historical continuity of the site. A strong sense of place is created by the architectural vigour and substantial scale of the buildings, their relationship with the river, and the sense of civic pride signified by the qualities of the spaces between them. Together these elements create a readily identifiable gateway to the city centre from the west.

Definition of the Special Character of the Conservation Area

The Crescent Conservation Area has a civic, educational and cultural character arising from its development over the early 19th to mid 20th Centuries for high status housing and pioneering artistic, cultural and educational initiatives. In the vicinity of the A6 the buildings have strong urban, even monumental, qualities, being set on a consistent back of pavement building line and arranged formally in squares linked by the central spine of The Crescent. A distinctive urban grain of linear plots aligned perpendicular to both street and squares defines the area, with buildings typically addressing the street. With certain exceptions, there is a general harmony of heights, scale and massing within and between the spaces of the conservation area.

Buildings display a variety of architectural styles, reflecting the long period over which the area was developed. There is a strong red brick-built character to the conservation area, which promotes visual consistency and colour harmony, unifying the range of building types and architectural styles. Local sandstone is used in a restrained way for dressings and carved decoration, while ornamental terracotta is employed extensively in lettering and sculpture on the Edwardian buildings. Windows and doors display traditional materials and

joinery patterns. This limited palette of traditional materials and high level of craftsmanship contrasts with system-built modern structures in steel, brick and glass, while the symbolic sculptural elements of the Peel Building display scenes of activities originally taught there and allegories of the arts and sciences, linking the old and new buildings of the University in their continued common purpose of promoting learning and culture.

Green spaces are important in expressing the civic qualities of the urban layout. Formal spaces are enlivened with tree planting and the former houses of the early 19th Century are set behind small front gardens with railings. Both tree foliage and the generous lawn to University Square offer a softer foil to the buildings of the conservation area, and contrast with its formal urban qualities. The riverside setting of the conservation area is enhanced by the green spaces of the Meadows and Peel Park and views over these open areas from the elevated crest of the river valley are a key feature of the character of the area. Other important views are those along the Crescent itself, views into squares from the Crescent and panoramic views across the River Irwell towards Manchester from Peel Park. These feature the iconic arrangement of St. John's Cathedral spire and the domed bell tower of St. Philip's Church in an historic Salford skyline.

Issues to be Tackled through Regeneration

The CAA identifies a number of issues to be tackled in the area through regeneration and planning control, including:

- Quality of new developments
- Vacant land
- Building condition and use
- Traffic Impact
- Public Realm, Green Space And Environmental Maintenance
- Access
- Highway Clutter
- Pedestrian Experience of the Crescent

'At Risk' Register

Historic England has recently advised that the Crescent Conservation Area is on the 'at risk' register (Heritage at Risk register, last updated October 2020).

Appendix A, Planning Policy Review

Local Planning Policy

Salford City Council – Adelphi Bexley Square Conservation Area Appraisal July 2007

This document sets out the results of a study of the Adelphi Bexley Square Conservation Area. The Adelphi Bexley Square Conservation Area was designated in 1978 and covers an area of 6.70 ha (16.58 acres). It lies on the Chapel Street (A6) corridor close to the City of Manchester and contains 12 listed buildings and structures.

Historically, the area lies immediately to the west of the original settlement of Salford and is significant in its representation of the rapid urban expansion that occurred as a result of the industrial revolution.

The area still contains fine period examples of town houses built by entrepreneurs and businessmen and civic buildings, which catered for an increased demand for public building and for better administration. The industry that once dominated this area has now ceased to exist, although the former Islington Mill still remains. In recent years the conservation area has been improved considerably through a combined programme comprising demolition of redundant buildings, on-going redevelopment and creation of new open spaces and walkways.

SUMMARY OF SPECIAL INTEREST

Civic Quality

The Adelphi Bexley Square Conservation Area derives its underlying character from the planned grid layout format, which occurred during the 19th Century. This is centred around two main areas, St Philip's Church and Bexley Square. In addition the civic quality of the buildings including classically designed buildings fronting Chapel Street (A6) give the area its character.

The sense of place created by these buildings and the spaces between them signify the civic pride of the area. Most former residents of the area and outlying districts would have needed to visit such buildings as Salford Royal Hospital, the Town Hall, one of the churches or the Education Offices as part of their daily life. These buildings were, and remain, on the main bus routes on the A6 linking Salford and Manchester with the outlying districts of Swinton, Worsley, Leigh and beyond.

Pedestrian Walkways And Squares

The character of the area is now enhanced by pedestrian walkways with small resting areas between the major buildings. Historically, rows of terraced houses were located in these spaces, encroaching right up to the rear walls of St John's Cathedral and Salford Town Hall. This would have concentrated the atmosphere, with so many people living and working in such close proximity. The revitalized spaces and tree cover between the buildings has improved this aspect of the area. Artwork such as St John's Obelisk to the rear of the Cathedral and the seed sculpture to the east of St Philip's Church give additional interest to the area.

Retention Of Original Character

The former uses of the original buildings is still quite apparent as their exteriors have been altered little. Salford Royal Hospital and the County Court House, although now converted to apartments, retain their character and still have their royal coats of arms above their main doorways. Both St John's Cathedral and St Philip's Church are used regularly by their respective congregations. The two remaining public houses, the Church Inn and The Oxford, are used regularly. The two and three storey offices in and adjacent to Bexley Square are also the centre of regular pedestrian activity.

Definition of the Special Interest of the Conservation Area

The special interest of the conservation area relates to its historic interest as a record of Salford's westward expansion along the key eastwest route of Chapel Street in the late 18th and early 19th Centuries, and to its architectural and townscape qualities. Adelphi has a strong civic character resulting from the development of civic and ecclesiastical buildings in the early years of the 19th Century, and contains buildings of architectural merit dating from the 19th and 20th Centuries. These reflect the civic beginnings of the area and the later commercial development of Chapel Street. The historic route of Chapel Street connects squares and important building groups focused around St. Philip's Church, St. John's Cathedral and the former Town Hall. To the north

of Chapel Street the formal qualities of the townscape are reflected in a grid of pedestrian walkways which treats key buildings and public works of art as focal points in a composition.

Views along Chapel Street, views into squares from the main route and views along walkways between the major building groups link the key spaces of the conservation area. Varied and prominent skyline features on both the north and south frontages of Chapel Street are significant components of these views, which connect the conservation area with both its immediate and wider setting. The visual dominance of the landmark spire of St. John's Cathedral and the bell tower of St. Philip's Church creates a distinctive sense of place.

The formal arrangement of routes and spaces in the conservation area is complemented by consistent building lines and by formal and decorative boundary treatments in the form of walls and railings. Setts and flags of local stone are high quality traditional paving materials which emphasise local distinctiveness, and which contribute to the qualities of craftsmanship embodied in original building materials and architectural features within the area. Visual harmony results from the use of a limited palette of largely natural building materials and this serves to unify the multiplicity of building styles from different architectural periods. There is also an harmonious relationship of scale, height and massing in the streetscape. Green spaces and trees are effective foils to the urban qualities of the built layout, as well as contributing to the formal arrangement of spaces themselves in the form of greens and avenues. The riverside setting of the conservation area to the west forms a soft edge in contrast to the hard-edged environs of Chapel Street, and affords views which link the historic cityscape with the natural environment of the Meadows and banks of the River Irwell.

Chapel Street dominates the conservation area as a busy and noisy major traffic route. In contrast, the pedestrian-dominated walkways and squares to the north are quieter and more tranquil spaces in which the quality of both architecture and townscape can be savoured. The area is characterised by a mix of civic, commercial, ecclesiastical and community uses.

Issues to be Tackled through Regeneration

The CAA identifies a number of issues to be tackled in the area through regeneration and planning control, including:

- Quality of new developments
- Derelict and neglected buildings
- Building condition
- Poor Quality Buildings and Uses
- Vacant Sites
- Traffic Impact
- Unsightly Surface level car parks

APPENDIX B

Regeneration Context

Appendix B, Regeneration Context

Greater Manchester Sub-Regional

Greater Manchester Transport Strategy 2040

The Greater Manchester Transport 2040 is a strategy prepared by Transport for Greater Manchester (TfGM). The vision of the document is to provide 'World class connections that support long-term, sustainable economic growth and access to opportunity for all'.

The strategy proposes a series of interventions which range from transformational investment in HS2 and new, fast east-west rail connections across the North; to establishing Greater Manchester as a modern, pedestrian and cycle friendly city-region. The local road system to be much more reliable and safer for all users, including freight and commercial traffic. And, build on the success of the commuter revolution, which Metrolink and improved local rail services have brought over the past 20 years, with the delivery of new and enhanced rapid transit links and a transformed local bus network.

The strategy focuses on public transport with the interventions seeks to create a truly integrated Greater Manchester Transport Network.

The relevant ambitions of the strategy are as follows;

- To develop a fully inclusive and affordable sustainable transport system for all;
- To develop a transport system that supports people in leading active, healthy lives;
- For Greater Manchester to be known for the quality of its urban areas, natural environments with transport emissions reduced to near zero, and new transport schemes delivering environmental enhancements whenever possible;
- To create a comprehensive network of on and off-road walking and cycling routes that make it easier and safer for people to walk and cycle to key local destinations, such as local centres, jobs, healthcare and education, for leisure purposes and for local public transport access;
- To develop a fully integrated, customer-focused, low-emission public transport network, with simple, integrated ticketing, that provides an attractive and accessible alternative to travelling by car to key Greater Manchester destinations;
- To extend the benefits of rapid transit to more areas of Greater Manchester and provide the capacity and reliability needed to support growth in the economy.

Draft Delivery Plan 2020-2025

The Draft Delivery Plan is the second in a series of delivery plans which ensure that the long-term challenges outlined in the 2040 Transport Strategy can adapt and respond to emerging trends and priorities.

It sets out the following aims to achieve by 2025;

- To end the decline of bus use and stabilise patronage at approx. 190m journeys per year.
- To continue the growth in Metrolink through the new Trafford Park line and additional tram capacity, and reach more than 50m passengers travelling on the network per year.
- To support the continued growth in rail use at about 3% per year so that annual local trips will grow from about 40m to about 50m.
- To move significantly towards the Cycling and Walking Commissioner's 10-year goal to double and then double again cycling in Greater Manchester.
- Traffic levels (in terms of total vehicle kilometres) remaining constant on the local road network, as has been the trend in Greater Manchester since the mid-1990s.

In the next five years (subject to funding) the plan aims to complete business cases for the early delivery of 'Quality Bus Transit (MediaCityUK – Salford Crescent)' and develop options for the Metrolink connection between MediaCity and Salford Crescent.

Evidence Base 2018 Update

The updated Evidence Base document sets out the recent trends in travel in Greater Manchester and includes new evidence and analysis undertaken by TfGM.

The report provides a proposed pathway to achieving the right mix of transport modes in order to achieve the target of 50% of trips by sustainable modes. It is anticipated that this pathway will change in response to the ongoing monitoring.

The evidence base will be updated throughout the lifetime of the strategy.

Five Year Environment Plan for Greater Manchester 2019-2024

The plan is about meeting the environmental responsibilities set out in the Greater Manchester Strategy alongside securing our economic future and wellbeing. The plan is part of a series of bold plans for the city region.

The plan sets out a series of challenges which threaten the future health and prosperity of the city region including contributions to climate change, air quality, production and consumption of resources, natural environment and resilience and adaptation to the impacts of climate change.

The plan sets out the following long-term vision for the city regions environment;

- Infrastructure will be smart and fit for the future. There will be an integrated, clean and affordable public transport system, resource efficient buildings, greater local community renewable energy, cleaner air, water and greenspace for all.
- All citizens will have access to green space in every community, more trees including in urban areas, active travel networks, environmental education and healthy and locally-produced food.
- Citizens and businesses will adopt sustainable living and businesses practices focusing on local solutions to deliver a prosperous economy.

The plan provides details of tangible targets which have been set out in order to achieve the vision above. These targets are then broken down into a series of actions.

Beelines – Greater Manchester's Cycling and Walking Infrastructure Proposal

The proposal sets out the scale of ambition that Greater Manchester has to deliver what will be the UK's most comprehensive cycling and walking network.

The Beelines are routes on quieter road which require little intervention to be made attractive to pedestrian and cyclists. They will provide a network of attractive routes between communities across greater Manchester. In order to cater for people who want to walk or cycle along main arteries further intervention is required. The ambition is to undertake intervention on a main route within each district which will feed to a network of quieter roads.

A series of maps have been provided and route identified for signage and intervention. Ensuring that neighbourhood are linked to each other as well as town centres is a key part of the proposal.

In Salford 194 new or upgraded crossings are proposed enabling 94% of the population to use Beelines. Nine miles of Beelines on busy roads are proposed,

Appendix B, Regeneration Context

Greater Manchester Sub-Regional

Climate Change and Low Emission Strategies – Whole Implementation Plan for Greater Manchester 2016-2020

The document was prepared by the Greater Manchester Low Carbon Hub. The headline goals are as follows;

- Cutting carbon emissions by 48% between 1990 and 2020;
- Growing a low carbon economy;
- Rapidly adapting to a changing climate;
- Embedding low carbon behaviours; and
- Achieving air quality thresholds.

The plan outlines ten critical actions to achieve the 2020 targets and lay strong foundations for the journey to a future low carbon economy.

and accessible alternative to travelling by car to key Greater Manchester destinations;

To extend the benefits of rapid transit to more areas of Greater Manchester and provide the capacity and reliability needed to support growth in the economy.

Greater Manchester Spatial Framework Publication Plan Draft for Approval October 2020

The GMSF sets out a clear vision for Greater Manchester. The vision for the document is to bring forward brownfield land for development, reduce the net loss of Green Belt and provide stronger protection for important environmental assets. It will enable Greater Manchester to meet its local housing need, promote a new approach to town centres, support wider strategies around clean air, walking and cycling and under pins the ambition for the city to be carbon neutral by 2038.

The ambition is for Greater Manchester to become a top global city with higher levels of international trade, investment, visitors, academic research and students.

It will continue to development research and development capabilities which are under pinned by the existing academic institutions as well as investing in strengthening existing and creating new employment locations so that all part of the city region become part of the thriving northern powerhouse.

The Framework will;

- Set out how Greater Manchester should develop over the next two decades up to the year 2037;
- Identify the amount of new development that will come forward across the 10 districts, in terms of housing, offices, and industry and warehousing, and the main areas in which this will be focused;
- Protect the important environmental assets across the conurbation;
- Allocate sites for employment and housing outside of the urban area;
- Support the delivery of key infrastructure, such as transport and utilities;
- Define a new Green Belt boundary for Greater Manchester.

The Draft Publication Plan 2020 was presented to AGMA Executive Committee on 30 October 2020, where the leaders of all 10 Greater Manchester councils supported in principal the latest draft of the Framework, intended to map areas for future development and support post-Covid economic recovery in the period to 2037.

The updated document sets out a clear vision for Salford Crescent as part of the City Centre Core Growth Area which straddles the boundary between Manchester and Salford and includes Chapel Street and the Crescent to the west, which will deliver a significant number of new jobs and new homes.

There is a clear commitment to improved connectivity and provision of infrastructure between the City Centre and adjacent areas, such as between The Quays and Salford Crescent, which will support growth across the City Centre, as well as in edge-of-centre locations that benefit from this improved connectivity and become increasingly suitable for higher density and the expansion of further knowledge based clusters of development. A potential Metrolink extension is identified within the GMSF Publication Plan from Salford Quays to Salford Crescent.

Throughout November 2020, the Publication Plan was taken to each of the ten Greater Manchester councils for approval. At its Cabinet meeting on 4 December 2020, Stockport Council resolved not to publish GMSF 2020 for consultation. As a result, talks are ongoing with regards to progressing the GMSF as a plan of the remaining 9 districts that make up Greater Manchester.

Greater Manchester Work and Skills – Strategy and Priorities 2016-2019

The strategy has been prepared by the GMCA and aims to deliver a work and skills system which meets the needs of our employers and residents. It acknowledges that the Greater Manchester context is highly complex and there are dual challenges of both supporting economic growth and reforming public services.

The vision for the document is;

By 2035, the Greater Manchester city region will be one of the world's leading regions, driving sustainable growth across a thriving North of England. It will be ever more productive, innovative, creative, known for the excellent quality of life enjoyed by our residents who are able to contribute to and benefit from the prosperity that growth brings.

The following broad objectives have been agreed;

- Employers will be at the heart of our skills and work system and be incentivised to invest in, and utilise, the skills of their workforce;
- Residents will be given support, whenever they need it, to make informed choices about their employment and career progression options;
- Young people will leave compulsory education well prepared for the world of work and further study;
- Further education and training providers will progress more people in to intermediate and advanced level skills in areas linked to Greater Manchester's growth sectors;
- Locally commissioned work and skills initiatives will provide integrated support targeted at the unemployed and those furthest from the labour market;
- Health commissioning will be integrated with skills and work support to capitalise on the fact that 'good work is good for your health'.

The document set out a series of priorities to achieve the above objectives.

The Greater Manchester Digital Blueprint April 2020

The document has been prepared by the GMCA it sets out the next chapter in the ambition to be recognised as a world-leading digital city region with an ongoing commitment to taking an open, innovative and connective approach to delivering that ambition.

The ambition is for Greater Manchester to be a top five European digital city-region and recognised globally for its digital innovation.

The three year headline aims are as follows;

- Ambition is to increase the number of adults who have all 5 basic digital skills to 80% from 78% over the next three years;
- By 2023 the average download speed across fibre, cable, mobile and wireless will exceed 100MPS compared to a Q4 2017 baseline of 32MPS;
- 86,000 people employed in digital and creative industries in 2019 growing to 96,000 in 2023;
- Creative digital and tech economy growing to £5.5 billion by 2025 and £7 billion by 2029.

Appendix B, Regeneration Context

Greater Manchester Sub-Regional

Our People Our Place – The Greater Manchester Strategy

This document has been prepared by the GMCA. It sets out a vision to make Greater Manchester one of the best places in the world to grow up, get on and grow old. The strategy is for everyone in Greater Manchester including residents, community and social enterprises, businesses and civic leaders. The strategy builds on the progress made by the first two strategies published in 2009 and updated in 2013. This strategy focuses on ensuring that the people of Greater Manchester can all benefit from economic growth and the opportunities that brings.

This document provides the framework for the local Industrial Strategy and sets out how it will build on the existing core strengths including;

- Our concentration of science, research and innovation assets. Our universities give us the largest concentration of excellence in health research nationally outside South East England and, in advanced materials, a unique opportunity to develop 'Graphene City', bringing together world-leading science with business to create jobs and growth.
- Our globally-competitive manufacturing sector, with niche strengths in advanced materials; textiles; chemicals; and food & drink. Greater Manchester's small-medium sized manufacturers also play critical roles in national and global supply chains.
- Our vibrant digital sector, which through assets such as MediaCityUK, the Farr Institute, CityVerve, Jodrell Bank, Hartree Centre, and the associated tech cluster, make Greater Manchester the UK's second digital hub.
- Our cultural and sporting economy, underpinned by national assets such as theatre at the Lowry and The Royal Exchange, galleries at Manchester Art Gallery and the Whitworth, our world renowned music scene, new, original works at the Manchester International Festival and Factory, the Halle orchestra, globally leading football and rugby league clubs, and world-class sporting facilities for cycling, cricket, and swimming.
- Our well-developed local and strategic transport networks, The region has excellent air, road, rail and water connectivity, with Metrolink being the UK's most successful light rail network. Manchester Airport now serves over 200 destinations, more than any other UK airport.
- Our dynamic regional centre, which has fuelled jobs growth in public and private sector service industries in recent years, and our town and district centres which are increasingly important for jobs and homes across the conurbation.
- Our highly trained workforce which includes one of the largest graduate pools in Europe, a strong concentration of STEM graduates and postgraduates, and a long and successful history of entrepreneurship and enterprise.

The vision is structured around 10 priorities reflecting the life journey of the city's residents;

- **Priority 1**
Children starting school ready to learn;
- **Priority 2**
Young people equipped for life;
- **Priority 3**
Good jobs, with opportunities for people to progress and develop;
- **Priority 4**
A thriving and productive economy in all parts of Greater Manchester;
- **Priority 5**
World-class connectivity that keeps Greater Manchester moving;
- **Priority 6**
Safe, decent and affordable housing;
- **Priority 7**
A green city-region and a high quality culture and leisure offer for all;
- **Priority 8**
Safer and stronger communities;
- **Priority 9**
Healthy lives, with quality care available for those that need it;
- **Priority 10**
An age-friendly city-region.

The document then provides a series of enablers which will facilitate the above priorities.

Greater Manchester Infrastructure Framework 2040

The document has been prepared by the GMCA. It recognises the importance of the city regions infrastructure and the multiple parties which are involved in its management and delivery. The GMCA have taken steps towards the delivery of a holistic cross sector Greater Manchester infrastructure Strategy (GMIS). The aim of this is to focus on developing infrastructure which ultimately improves the lives of all those living and working within Greater Manchester.

The Greater Manchester Infrastructure Framework is the precursor to the GMIS and will frame the key issues and priorities which the GMIS should address and sets out;

- The key trends affecting infrastructure up to 2040
- How those trends will affect each infrastructure network (i.e. the impacts)
- The response needed to achieve the Greater Manchester infrastructure vision – the Framework

The following key infrastructures sectors covered within the framework are as follows;

- Energy;
- Transport;
- Digital;
- Flooding, surface and waste water management;
- Green and blue infrastructure; and
- Potable (drinking) water.

The key trends to 2040 will be to improve the efficiencies of building and appliances and increasing awareness and changing behaviour of consumers to reduce per capita demands. The framework outlines the key points which will help to achieve the vision including transport and investment into district heat network.

Appendix B, Regeneration Context

Greater Manchester Sub-Regional

Greater Manchester Local Industrial Strategy

June 2019

This document has been prepared by the GMCA. The strategy sets out how the UK will respond to these economic and technological changes as well as other global forces such as an aging society and the needs to transition to clean growth, while raising productivity and earnings.

The Local Industrial Strategy will inform how local leaders will capitalise on the city-region's unique assets and opportunities over the long-term by aiming to:

- Set Greater Manchester up to be a global leader on health and care innovation - creating new industries and jobs, improving population health and extending healthy life expectancy;
- Position Greater Manchester as a world-leading city-region for innovative firms to experiment with, develop and adopt advanced materials in manufacturing;
- Build on Greater Manchester's position as a leading European digital city region; enable the digitalisation of all sectors; and capitalise on the links between digital and creative industries that feed internationally significant clusters in broadcasting, content creation and media, and maximise growing assets in cyber security;
- Achieve carbon neutral living in Greater Manchester by 2038, by launching the UK's first city-region Clean Growth mission.

The strategy outlines that key to the success of the Local Industrial Strategy will be strengthening the city-region's foundations of productivity and ensuring that growth benefits all people and places.

Health innovation is highlighted as an opportunity for the future. It recognises that the city-region has recognised research capabilities in health innovation and one of the largest life sciences clusters outside south east England. Social care devolution has given the city-region greater control over £6 billion of health and care budgets. This gives the ability for Greater Manchester to drive innovation in the health and care system to improve population health which also creating new industries and new jobs.

The Strategy aims for Greater Manchester to be a leading regional for innovative firms to experiment with, develop and adopt advanced materials and made smarter technologies in manufacturing, facilitating the design of new products and processes.

It sets out the Clean Growth Challenge to drive rapid decarbonisation this links directly to the city regions goals to be carbon neutral by 2038.

The Greater Manchester Internationalisation Strategy 2017-2020

This document has been prepared by the GMCA. It sets out that Internationalisation is embedded within the DNA of Greater Manchester and it fundamental to our continued economic success. The Greater Manchester Strategy confirms that the city will 'compete on the international stage for talent, investment, trade and ideas'.

The long term vision is to become a top 20 Global City by 2035, measured by the following;

- Attractiveness to international investors, visitors, business and academic talent and students;
- International cultural and place offer and the propensity of our business base to trade internationally;
- Success as a key international gateway to the UK - and a gateway to the world for our UK businesses and communities; and
- Quality and ease of access and interconnectivity to all places across the city region to maximise the local benefits of Internationalisation across Greater Manchester's communities.

APPENDIX C

Design Evolution

Appendix C, Design Evolution

Design Development From Draft to Final Proposals

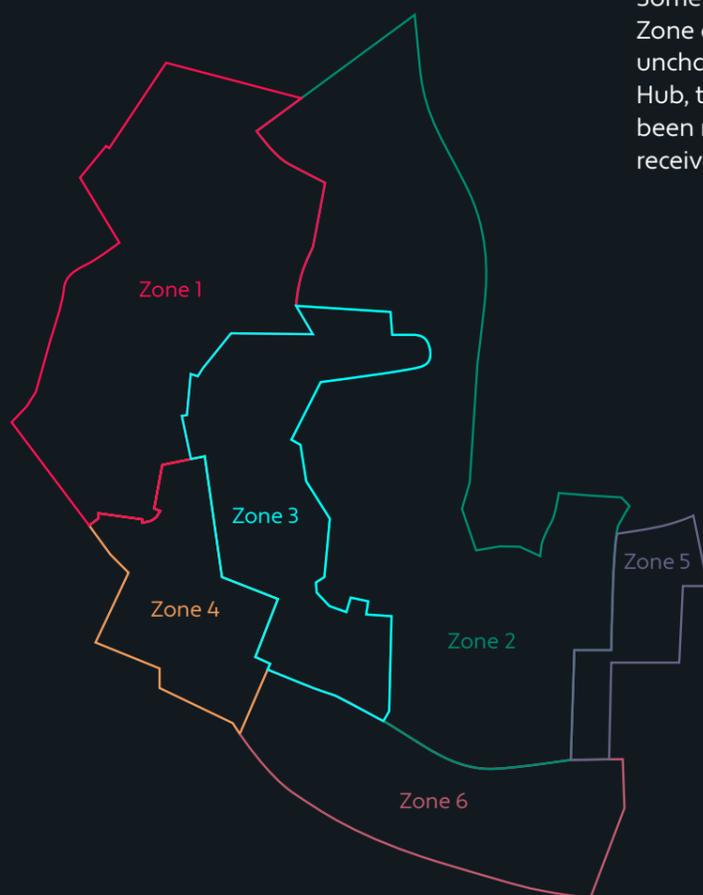
The Final Development Framework represents the culmination of a number of workstreams and has taken into consideration:

- Existing and emerging planning policy, a summary of which is provided at Appendix A;
- The regeneration context, a summary of which is provided at Appendix B;
- Up to date commercial input and market analysis; and
- Previous masterplanning efforts which have been undertaken in recent years.

A series of options were developed for each character area, taking previous masterplanning efforts as the starting point and ratifying this against future projections and market analysis, in order to assess and define how development could potentially come forward in the future. These options were tested by the technical team with a 'preferred option' for each zone being identified. Together, the preferred options for each zone, formed the basis for the draft Development Framework.

Following the 6-week public consultation on the draft Development Framework and engagement with key stakeholders, the preferred options for each zone were refined and updated, taking into account all comments received to date.

Some of the zones - such as the Peel Park Campus Zone and Adelphi Village - remain relatively unchanged from the 'draft' proposals. The Transport Hub, the Crescent and Health & Innovation Zones have been refined and updated in response to comments received, and now reflect the latest thinking.



**ZONE 1
HEALTH & INNOVATION**

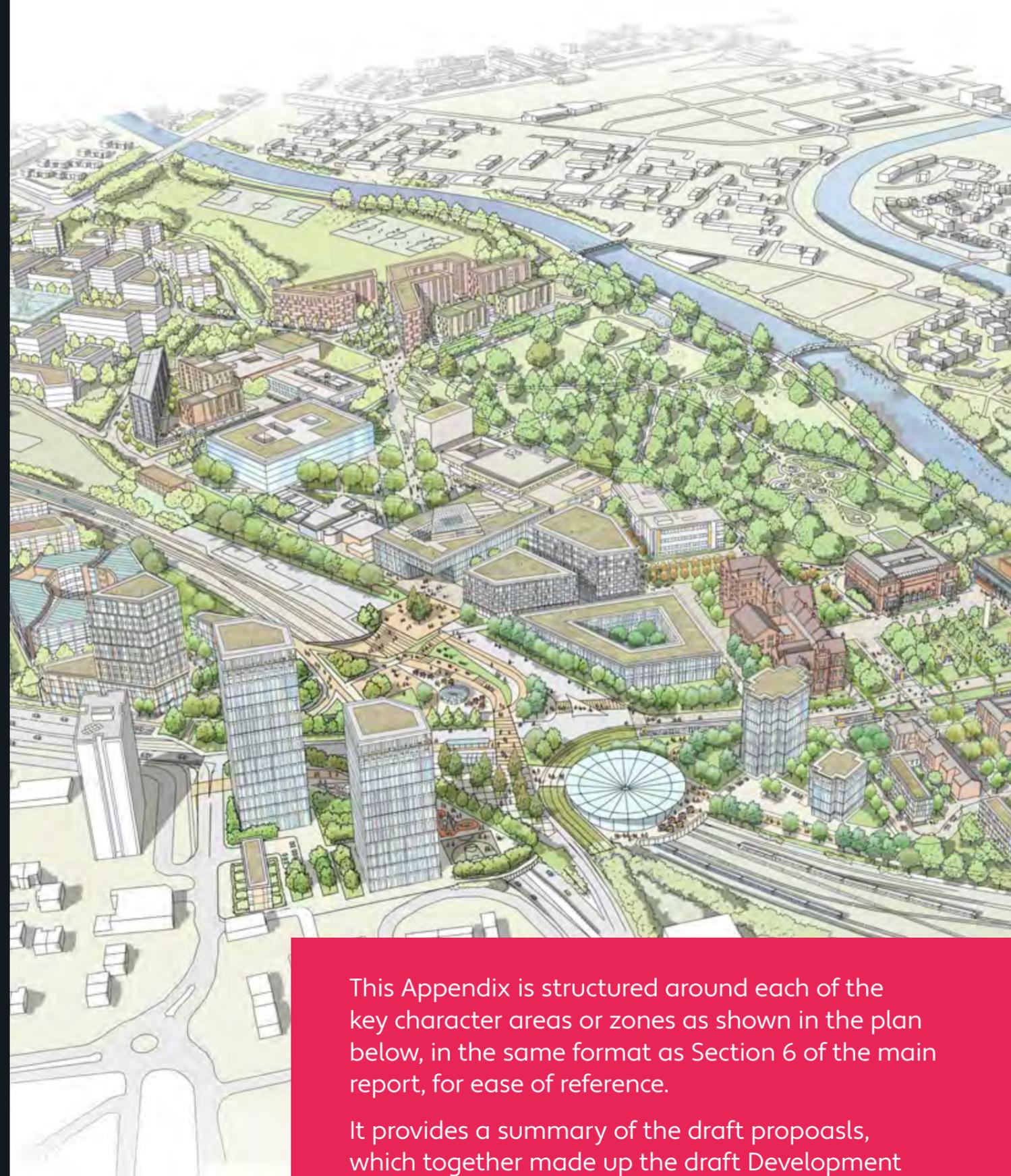
**ZONE 2
PARKS & RIVER**

**ZONE 3
PEEL PARK CAMPUS**

**ZONE 4
TRANSPORT HUB**

**ZONE 5
ADELPHI VILLAGE**

**ZONE 6
THE CRESCENT**



This Appendix is structured around each of the key character areas or zones as shown in the plan below, in the same format as Section 6 of the main report, for ease of reference.

It provides a summary of the draft proposals, which together made up the draft Development Framework, and the key changes which have been made in formulating the 'final' proposals.

Appendix C, Design Evolution

Zone 1 - Health & Innovation Zone

Draft Development Framework

Starting Point for the development of the Health & Innovation Zone

Development in the Health & Innovation Zone has, to some extent, been dictated by the University of Salford's existing masterplan. Therefore the following committed projects have been incorporated within the Illustrative Masterplan:

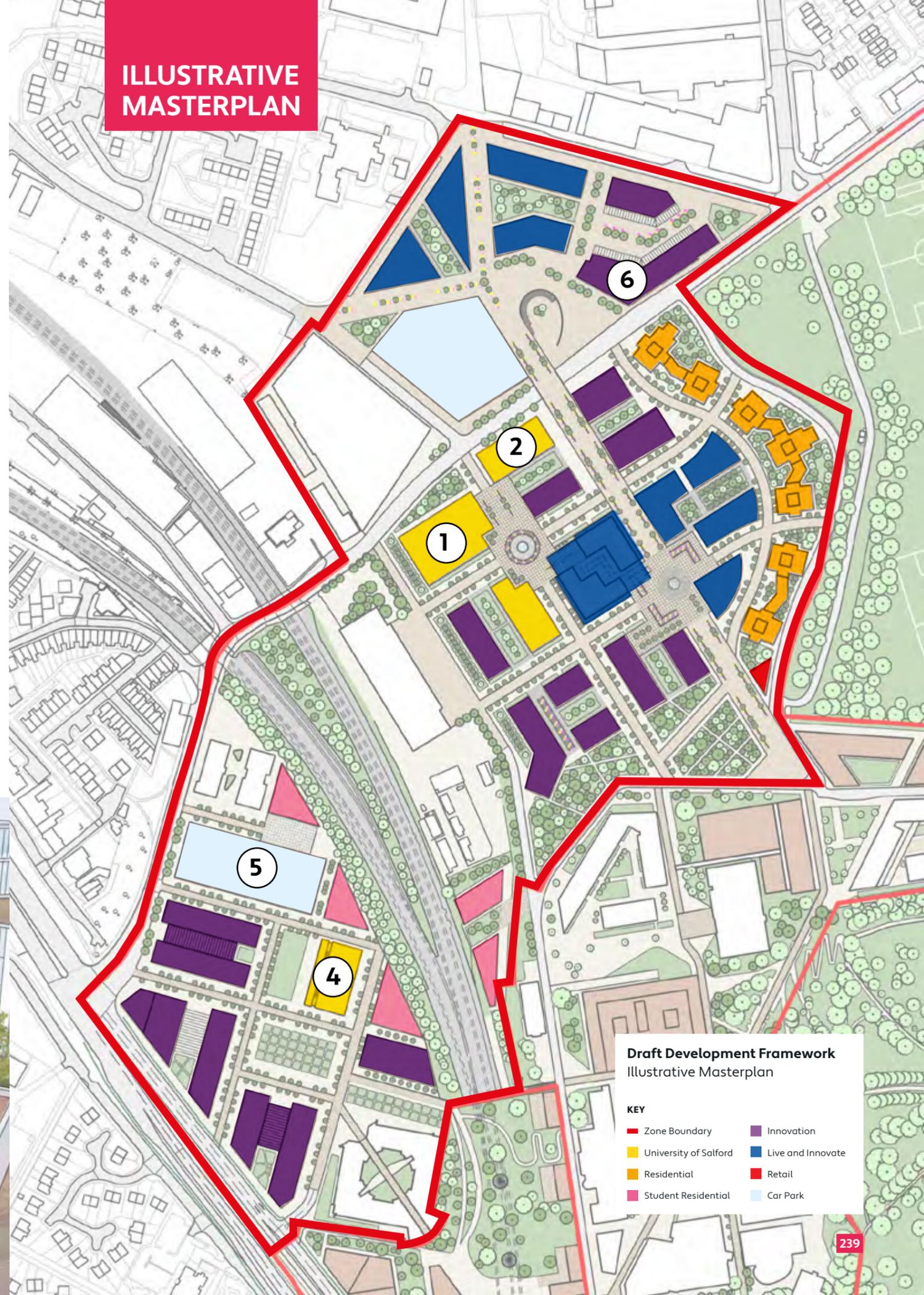
1. Centre for Prosthetics & Orthotics
2. North of England Robotics Innovation Centre
3. Centre of Sound & Vision
4. Energy House 2.0
5. Multi-storey car park

The Innovation Forum (6) is also an existing building and has been retained and embraced within the Masterplan.

The remaining area was designed with the following objectives in mind:

- To enhance north-south connectivity
- To incorporate a further car park
- To enhance primary route widths
- To align secondary routes
- To use building block/ footprints circa 10,000 sq ft

These principles were used to develop the proposals for the draft Development Framework.



ILLUSTRATIVE MASTERPLAN

Draft Development Framework Illustrative Masterplan

KEY

█ Zone Boundary	█ Innovation
█ University of Salford	█ Live and Innovate
█ Residential	█ Retail
█ Student Residential	█ Car Park

Appendix C, Design Evolution

Zone 1 - Innovation Zone

Final Development Framework

In updating and refining the proposals, only minor changes have been made to the Health & Innovation Zone.

The existing buildings including the Innovation Forum and the committed projects have been retained, as well as the key features within the Zone including the Innovation Centre and the new Innovation floorspace contained within the new blocks which are proposed.

The connection between Peel Park Campus and the Health & Innovation Zone to the north has been improved in respect of existing biodiversity, retaining the natural ridge line and wildlife routes.

The perimeter road has been reviewed and upgraded to better serve both the Peel Park Campus and the Health & Innovation Zone.

One of the student accommodation blocks to the south of the Zone has been removed to provide more breathing space in this location.

Connection between Peel Park Campus and Health & Innovation Zone improved in respect of existing biodiversity, retaining natural ridge line and wildlife routes

Dedicated walkable route from UoS MSCP to Peel Park campus

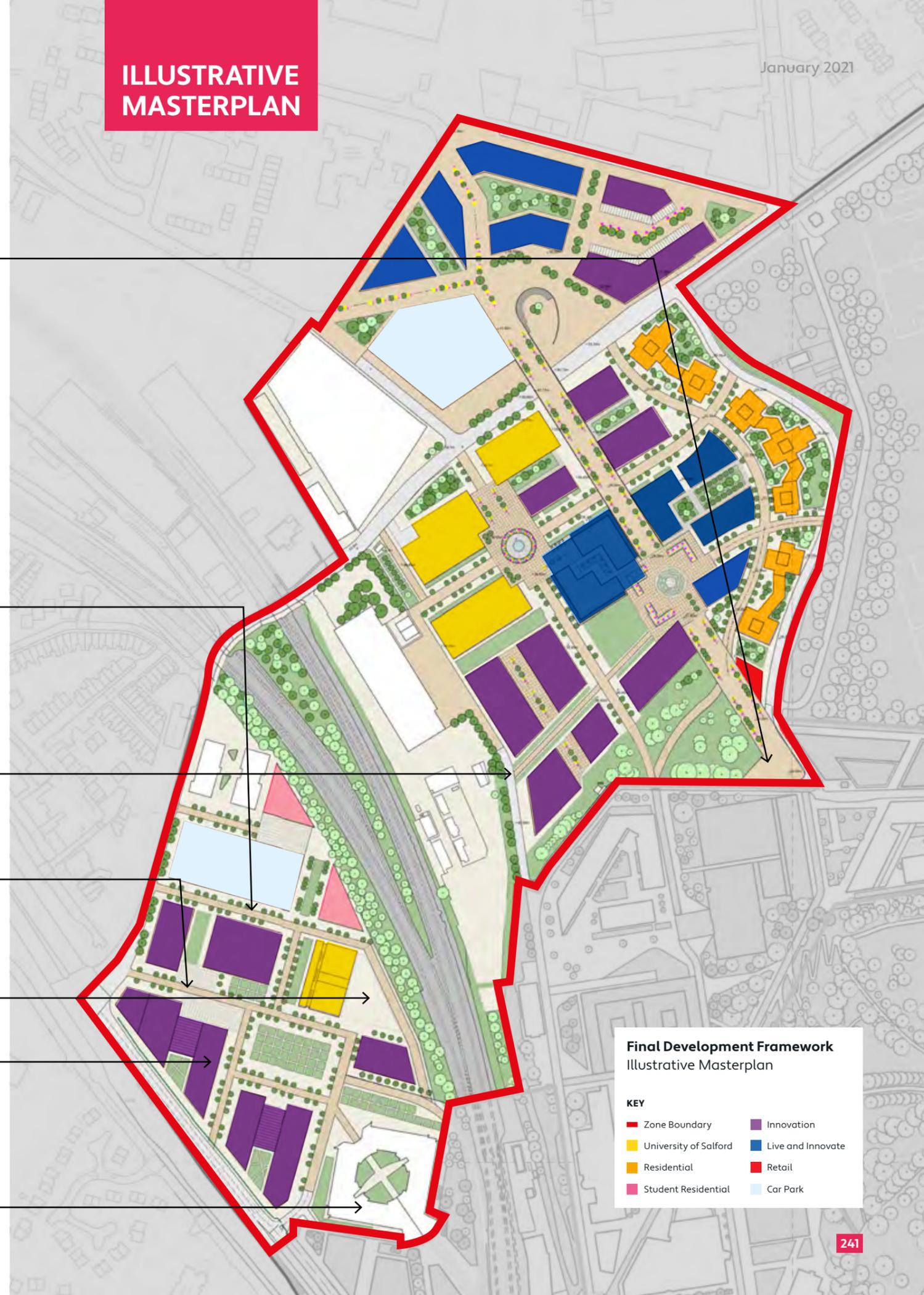
Perimeter road upgraded for serving of Peel Park Campus and Health & Innovation Zone.

Building footprints adjusted to account maximise the quality and visibility both to and from the public square

Proposed student accommodation block removed

Building footprints along A6 act as sign post for Salford Crescent as you drive towards Manchester. Buildings plots are flexible to offer as large buildings or broken down into individual blocks

Minimal car access of A6 to Health & Innovation Zone (Clinic traffic only)



Final Development Framework Illustrative Masterplan

KEY

■ Zone Boundary	■ Innovation
■ University of Salford	■ Live and Innovate
■ Residential	■ Retail
■ Student Residential	■ Car Park

Appendix C, Design Evolution Zone 2 - Parks and River

Draft and Final Development Framework Proposals

Fundamentals of the Parks & River Zone development

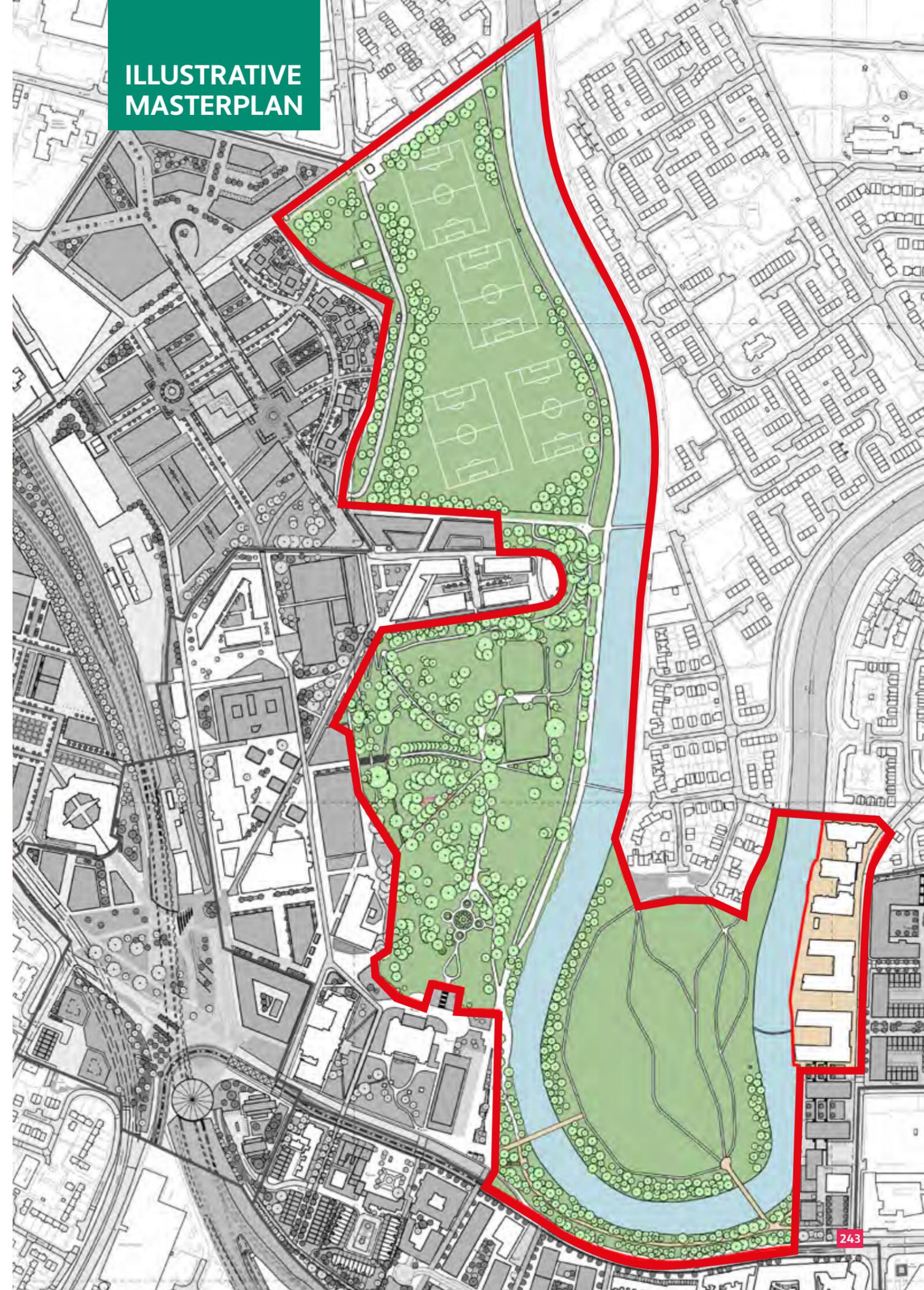
The Framework area contains a large area of green space focused around Peel Park, the Meadow, the David Lewis Playing Fields and the River Irwell.

These spaces act as an important 'green lung' for the surrounding area, providing valuable recreation space and ecological habitats.

All of the existing green space will be retained and improved and connections into and out of this Zone will be enhanced for the benefit of existing and future residents and users. This includes through the provision of two new footbridges into the Meadows from the A6 Crescent.

This has remained consistent in both the draft Development Framework and the final Development Framework.

ILLUSTRATIVE MASTERPLAN



Appendix C, Design Evolution Zone 3 - Peel Park Campus

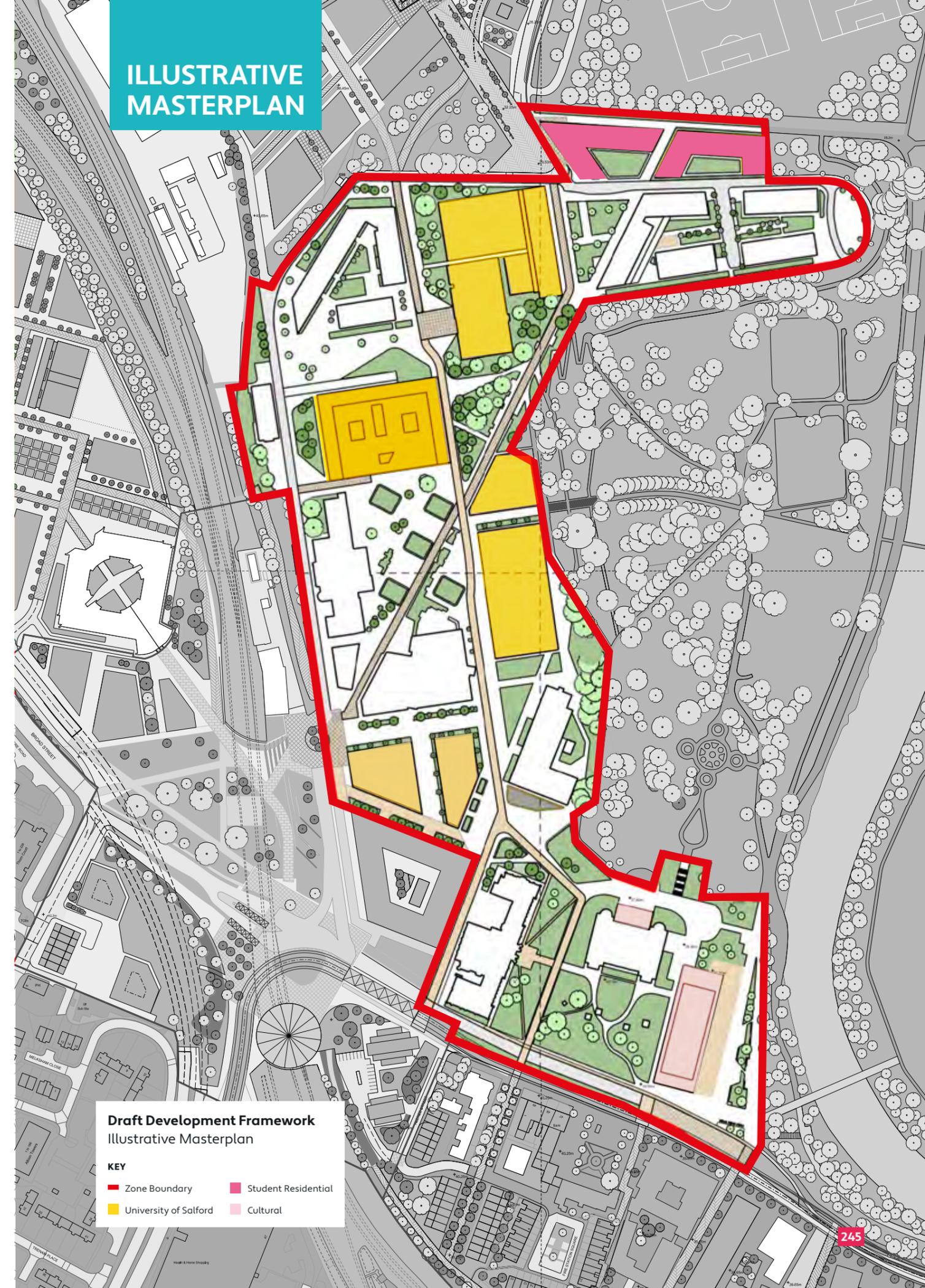
Draft Development Framework

Starting Point for the development of the Peel Park Campus

Development of the Peel Park Campus has, from the outset, been based upon the following key components identified within the Masterplan Refresh 2020 which have been retained within the Development Framework, including:

- Hub Building + University Gateway public realm
- New Maxwell Hall + public realm
- Science, Engineering and Environment (SEE) Building
- Salford Business School + public realm
- Professional Services

These key elements were integrated and the draft Masterplan for this Zone was worked up and presented within the Draft Development Framework.



ILLUSTRATIVE
MASTERPLAN

Draft Development Framework
Illustrative Masterplan

- KEY
- Zone Boundary
 - Student Residential
 - University of Salford
 - Cultural

Appendix C, Design Evolution Zone 3 - Peel Park Campus

Final Development Framework

In updating and refining the proposals, only minor changes have been made to the Peel Park Campus Zone.

The proposed development to the north east of the new Maxwell Hall venue - as shown in the draft Development Framework - has now been removed, and an area of high quality public realm is now proposed in its place, opening up views to the River and providing a visual connection with the Meadows beyond.

The connection between Peel Park Campus and the Health & Innovation Zone to the north has been improved in respect of existing biodiversity, retaining the natural ridge line and wildlife routes.

The perimeter road has been reviewed and upgraded to better serve both the Peel Park Campus and the Health & Innovation Zone.

ILLUSTRATIVE MASTERPLAN

Connection between Peel Park Campus and Health & Innovation Zone improved in respect of existing biodiversity, retaining natural ridge line and wildlife routes.

Perimeter road upgraded for serving of Peel Park Campus and Health & Innovation Zone.

Proposed development in this location has been removed and in its place, improved public realm and landscaping is now proposed.

Final Development Framework Illustrative Masterplan

KEY

- Zone Boundary
- University of Salford
- Student Residential
- Cultural

Appendix C, Design Evolution Zone 4 - Transport Hub

Draft Development Framework

Starting Point for the development of the Transport Hub

Development of the Transport Hub has, from the outset, been based upon the following key principles:

- To incorporate a traditional station terminal, with potential for an iconic design to put the Crescent 'on the map'
- To integrate Metrolink terminal zone
- To take into consideration level changes across this Zone
- Provision of a cycle hub/ cycling parking
- Maintain current service access
- Remove the underpass
- Incorporate retail, food and beverage provision
- Potential for residential development in a highly sustainable location on adjacent development land

The initial design proposals identified that there was potential to include a 'lid' or station build-over which would take into account the level changes across the site and provide a new public square opportunity.

This was worked up and presented within the Draft Development Framework.



ILLUSTRATIVE
MASTERPLAN

Draft Development Framework
Illustrative Masterplan

KEY

- Zone Boundary
- Station over-build
- Residential
- Mixed Use
- University of Sford

Appendix C, Design Evolution Zone 4 - Transport Hub

Final Development Framework

In updating and refining the proposals, a number of changes have been made to the Transport Hub Zone, following engagement with key stakeholders including TfGM. In summary these comprise:

- The station has been moved to the south of the A6 Crescent, with the Metrolink platform located to the north-east;
- The main station entrance has been revised and now faces north, providing a key gateway to the Crescent area, including the University;
- The proposed massing of the residential towers to the west of the station has been revised, with a 6 unit terraced residential scheme now being incorporated;
- Similarly, the massing of the proposed residential towers to the east of the station has been revised, and the orientation has been reconsidered; and
- The proposed retail blocks to the north have been removed and additional landscaping and public realm is now proposed in this location.

ILLUSTRATIVE MASTERPLAN

Proposed retail blocks removed and replaced with improved landscaping and public realm

Keep station build over or 'lid'

Reduced Towers (height as per existing)

6 unit terrace scheme (3 storeys)

Station moves to the south and new station entrance

Reduced Towers (15+ storeys)

Apartment block (4 storeys)

Final Development Framework Illustrative Masterplan

KEY

- Zone Boundary
- Residential
- Mixed Use
- University of Salford
- Retail

Appendix C, Design Evolution

Zone 5 - Adelphi Village

Draft Development Framework

Starting Point for the development of the Adelphi Village Zone

The Adelphi Village is situated to the east of the River Irwell and comprises a mix of uses including the vacant Centenary Building, vacant Old Adelphi building and surface car parking at Farmer Norton. The area is surrounded by medium to low rise residential communities including new developments at Valette Square and Timekeepers Square and Adelphi Wharf together with more established properties around North George Street and Cannon Street.

The Adelphi Village is distinctly separate from the higher density Crescent area and educational and research theme for the Health & Innovation zone. It is representative of the old civic district in Salford, laid on a grid system, where a few main roads give way to smaller residential streets.

With this in mind, the proposals for the area, from the outset sought to retain the domestic scale and road grid structure of the neighbouring streets with the Centenary Building and Old Adelphi forming the community anchor at the heart of the local community. This formed the basis for the draft Development Framework.

A series of options were explored for the redevelopment of the Farmer Norton Car Park with a focus on the arrangement of the housing and ratio of sizes. The 'preferred option' was taken forward into the draft Development Framework.

ILLUSTRATIVE MASTERPLAN



Appendix C, Design Evolution

Zone 5 - Adelphi Village

Final Development Framework

In updating and refining the proposals for the purposes of the 'final' Development Framework, only minor changes have been made to the Adelphi Village Zone.

In response to comments received during the Consultation period, the Framework has been updated to include riverside activation enhancing the rivers edge, as part of any future residential scheme. This will continue the riverside pedestrian walk which has been begun by developments to the north and will improve connectivity for pedestrians and cyclists.

River side activation enhancing rivers edge as part of any future residential scheme

ILLUSTRATIVE MASTERPLAN



Appendix C, Design Evolution

Zone 6 - Crescent

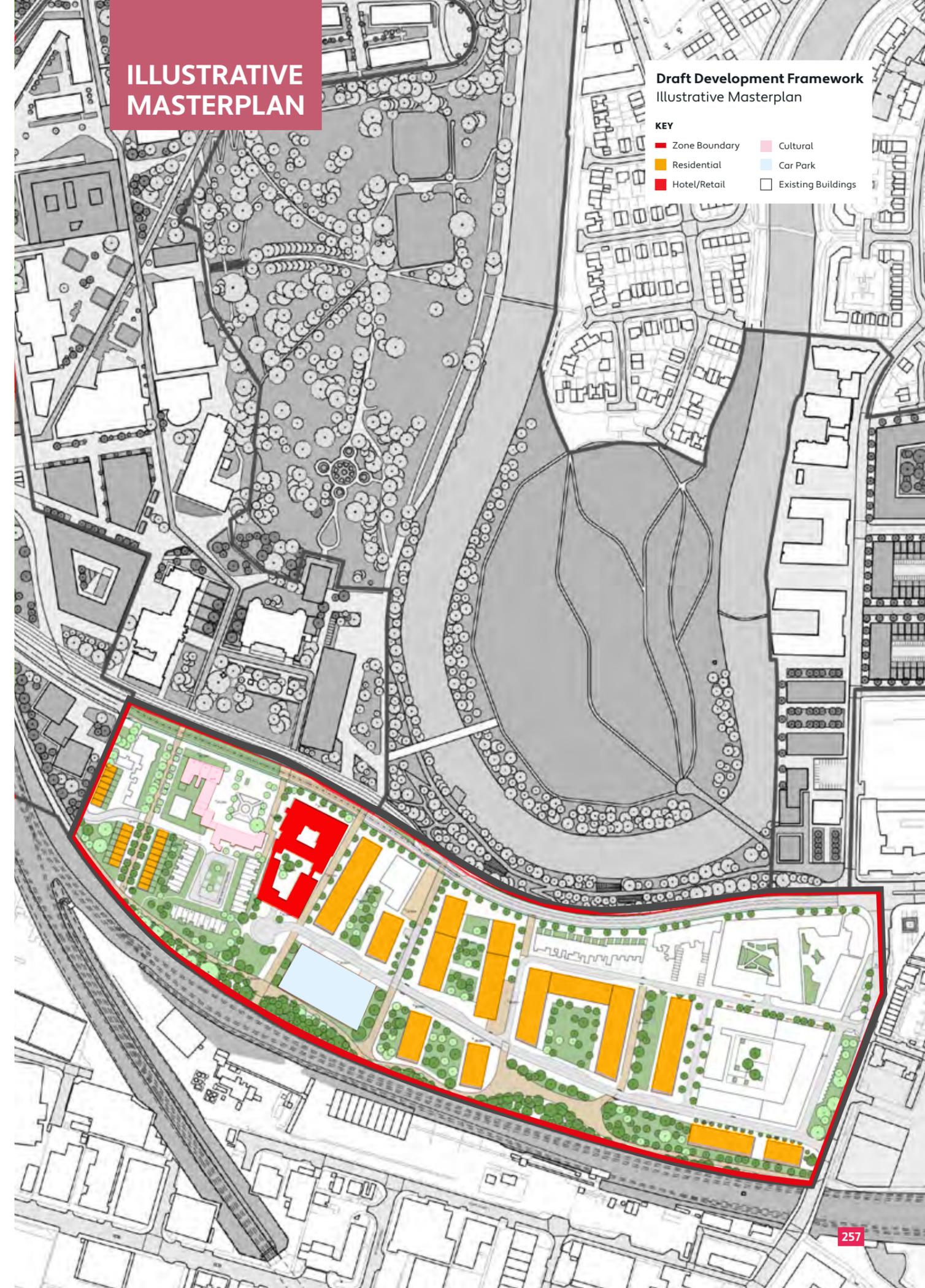
Draft Development Framework

Starting Point for the development of the Crescent Zone

The Crescent Zone is situated in a highly sustainable location along the A6 and contains a wealth of unique historic and cultural assets including Fire Station Square, Working Class Movement Library and the Former Police HQ. It also contains a number of underutilised University Buildings, surface car parks and vacant plots which present substantial opportunities for development, aligning with the regeneration that has taken place in Salford Central over the past 10 years.

In this context, the draft Development Framework proposed that the Crescent will become a vibrant residential-led mixed use community comprising a varied range of medium to high density housing together with other community and leisure uses.

To further enhance the areas connectivity and access to sustainable transport, the de-engineering of the A6 and improved access to the River coupled with enhanced green spaces and public realm was proposed.



Appendix C, Design Evolution

Zone 6 - Crescent

Final Development Framework

In response to feedback and comments submitted during the consultation period, a series of amendments were made to the Crescent Zone.

The former line of the Manchester, Bolton & Bury Canal runs along the southern boundary of the Zone. In response to comments received, the proposed linear park which proposes to reference this non-designated heritage asset, has been updated to better reflect the line of the canal and consideration of how this connects into adjacent zones has also been considered.

Massing to the rear of the former Police Station HQ has also been reviewed and revised to provide a deliverable servicing and access strategy.

Finally, the massing of the proposed residential blocks to the south of the A6 Crescent have been revised and rationalised to increase building separation in this part of the Masterplan.

ILLUSTRATIVE MASTERPLAN

Final Development Framework Illustrative Masterplan

KEY

- Zone Boundary
- Residential
- Hotel/Retail
- Cultural
- Car Park
- Existing Buildings

Deliverable servicing and access strategy connection

Updated linear park route updated to better reflect the line of the former canal

Larger masses rationalised to give better building separation



Crescent
Salford