

MEDIACITY / QUAYSIDE MEDIACITY / QUAYSIDE

REGENERATION FRAMEWORK

SALFORD

October 2023

Salford City Council

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INTRODUCTION

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- Extent of the Framework
- Team
- Structure of the Report

EXECUTIVE SUMMARY

July 2023

Building on the remarkable process of transformational regeneration that has taken place over more than 30 years in Salford Quays, Peel Media Ltd have decided to review the remaining phases of MediaCity Phase 2. This has been necessary in part to address changes in market context in a post pandemic world, with sustainability and inclusive growth principles underpinning the next phases of regeneration.

It also presents an important opportunity to review and refresh the area's place based regeneration principles to build upon the success of MediaCity Phase 1 and support the repositioning and enhancement of Quayside MediaCity. As each of these areas collectively form the Primary Shopping Area within Salford Quays recently designated town centre, it is essential that the forward planning of this area is therefore considered holistically.

This area sits centrally within Salford Quays, and forms part of Greater Manchester's Central Growth Cluster, one of six growth locations within GM recognised as an opportunity to bring forward development at scale to deliver transformational change across the region. The strategic approach of the Regeneration Framework will allow opportunities to be identified. The next phases of investment within MediaCity and Quayside will be infused by the Framework's vision, objectives and principles. These seek to maximise broader regeneration, economic and social ambitions and opportunities within and beyond the boundaries of the Regeneration Framework.

On this basis, it has not been considered appropriate to simply review and refresh the MediaCity Phase 2 proposals in isolation, but rather to present an overarching Regeneration Framework for the Primary Shopping Area of the Quays Town Centre as a whole, set within its context.

The Regeneration Framework is underpinned by a detailed analysis of the existing 'place' in context as it currently functions and operates. It provides development principles that will guide the delivery of the next phases of development whilst aligning with the Council's strategic priorities, as captured in Salford Quays 2030 vision and adopted planning policy.

Next Steps

The draft Framework will be subject to a six week period of consultation, providing key stakeholders, the local community and wider interest groups with the opportunity to review, consider and provide feedback.

Following the consultation period, the draft will be reviewed and updated to address comments, before a final draft is considered for endorsement by Salford City Council Cabinet.

Once endorsed, the document will inform the design development of emerging development proposals within the Framework area and serve as a material consideration in the determination of future planning applications.

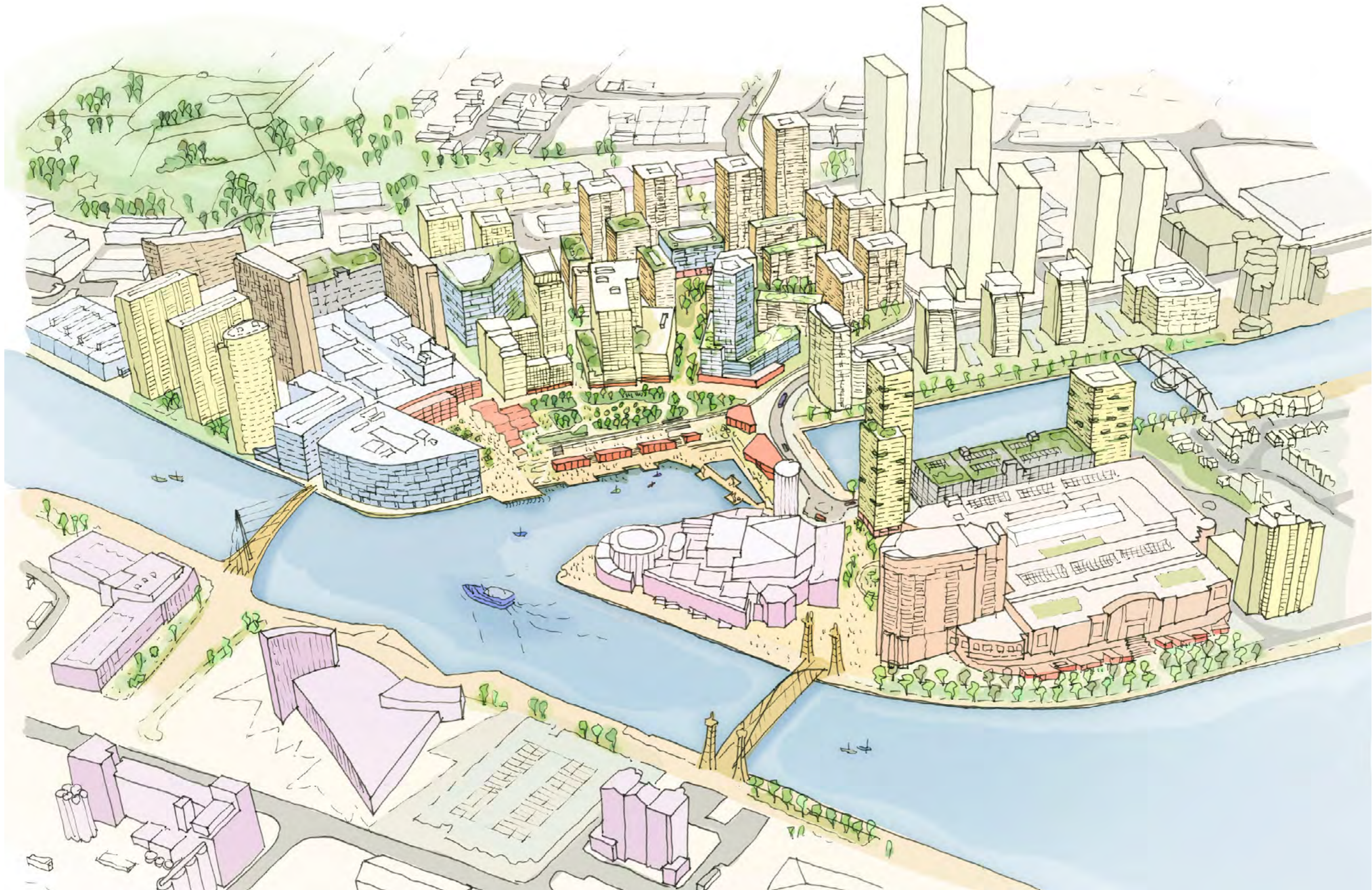


Fig.1.1 Sketch of the Regeneration Framework area

EXECUTIVE SUMMARY

Journey to Date

For a period extending over 30 years, Salford Quays has witnessed a remarkable transformation, from a derelict wasteland in the mid-1980s following to the closure of Manchester Docks, to a centre for media, innovation, business, culture, retail, sport and entertainment. Simultaneously, it has also emerged as a highly desirable commercial destination and home to a thriving residential community.

A key milestone on this journey was the opening of The Lowry in 2000, with its theatres, galleries, shops, bars, restaurant and conference facilities. Together with The Lowry Outlet Mall which has since been renamed and is referenced in this document as Quayside MediaCity, the area evolved into an important visitor destination supported by world-class culture, entertainment, sporting and leisure facilities. Indeed today, led by the Lowry alongside the Imperial War Museum and MediaCity, the continually evolving cultural events programme across the Quays helps to maintain the area's profile as a regional and national visitor destination. This is a key ingredient of its ongoing vitality and success.

The transformation started when Outline Permission (06/53168/OUT) was granted for the MediaCity site (15.1 hectares), comprising two phases of development. This permission sought to create a pedestrian-friendly, landscaped environment with a waterfront emphasis, and the introduction of media-focused landmark tenants. It set out the following maximum floorspace parameters:

- 119,120 sqm of Business;
- 23,225 sqm of Studio & Production;
- 2,415 sqm of Retail;
- 3,176 sqm of Leisure Space;
- 2,249 sqm of Residential Apartments; and
- 300-bedroom hotel.

Following on from the opening of the Lowry in 2007, construction commenced on Phase 1 of MediaCity. Opening in 2010, it provided a purpose built home for creative and digital businesses with the BBC acting as the key initial anchor tenant, quickly joined by ITV, University of Salford and a number of smaller enterprises.

Since its inception, MediaCity has developed a national profile as a unique and thriving centre of excellence for media and broadcasting. This success is evident through the attraction, retention and investment commitments of further nationally recognised anchor tenants, as well as the thriving ecosystem of SMEs that now exists.

Educational and health institutions, such as the University of Salford, Host, University Campus of Football Business (UCFB) and the co-location of organisations such as Bupa, also play a key role in the MediaCity business ecosystem. They enable the creation of public / private partnerships, provide access to R&D initiatives and help develop the skills and educational programmes to support innovation and the attraction and retention of talent need to support inclusive growth objectives.

The area is also home to an established residential community, which has access to a range of employment opportunities; all the facilities of town centre living, a nationally significant culture and arts events and a unique connection with the waterside and natural environment. MediaCity's residents play a key role in its long term sustainability as a vibrant mixed use town centre, as the growing population serves to animate safe and vibrant streets; provide accessible skills and talent for commercial occupiers and create a strong, healthy and established community.

Underpinning the successful delivery and success of MediaCity has been the significant up-front investment required (and subsequently delivered to support Phase 1 and Phase 2 of the masterplan). The site-wide infrastructure that was delivered as part of the original infrastructure programme cost circa £60m, delivered through a combination of planning obligations and grant funding. This included: Broadway link road, pedestrian swing bridge across Manchester Ship Canal, MediaCity site roads, on site utilities, junctions into the site, tram enabling works – excluding TfGM work (tram lines, stock, connection to existing network), and public realm including Media Piazza, pocket parks and squares.

With such an incredible story to date, the existing and unique mix of spaces, uses and occupiers will form the bedrock for the next evolution of the area.

EXECUTIVE SUMMARY

Strategic Context

The Regeneration Framework has been directly informed by the Development Plan, Places for Everyone and other material considerations including the Quays Vision 2030.

The Framework will support the expansion and enhancement of the waterfront town centre mixed use neighbourhood including improvements to MediaCity Phase 1 and Quayside. The proposals will drive inclusive economic growth and innovation from the clustering of key sectors, and they will further enhance the area as distinctive visitor destination that is characterised by a rich mix of retail, leisure, culture and arts. Critically, the proposals will be inclusive in maximising benefits for the existing communities as well as providing high quality homes of choice for new communities.

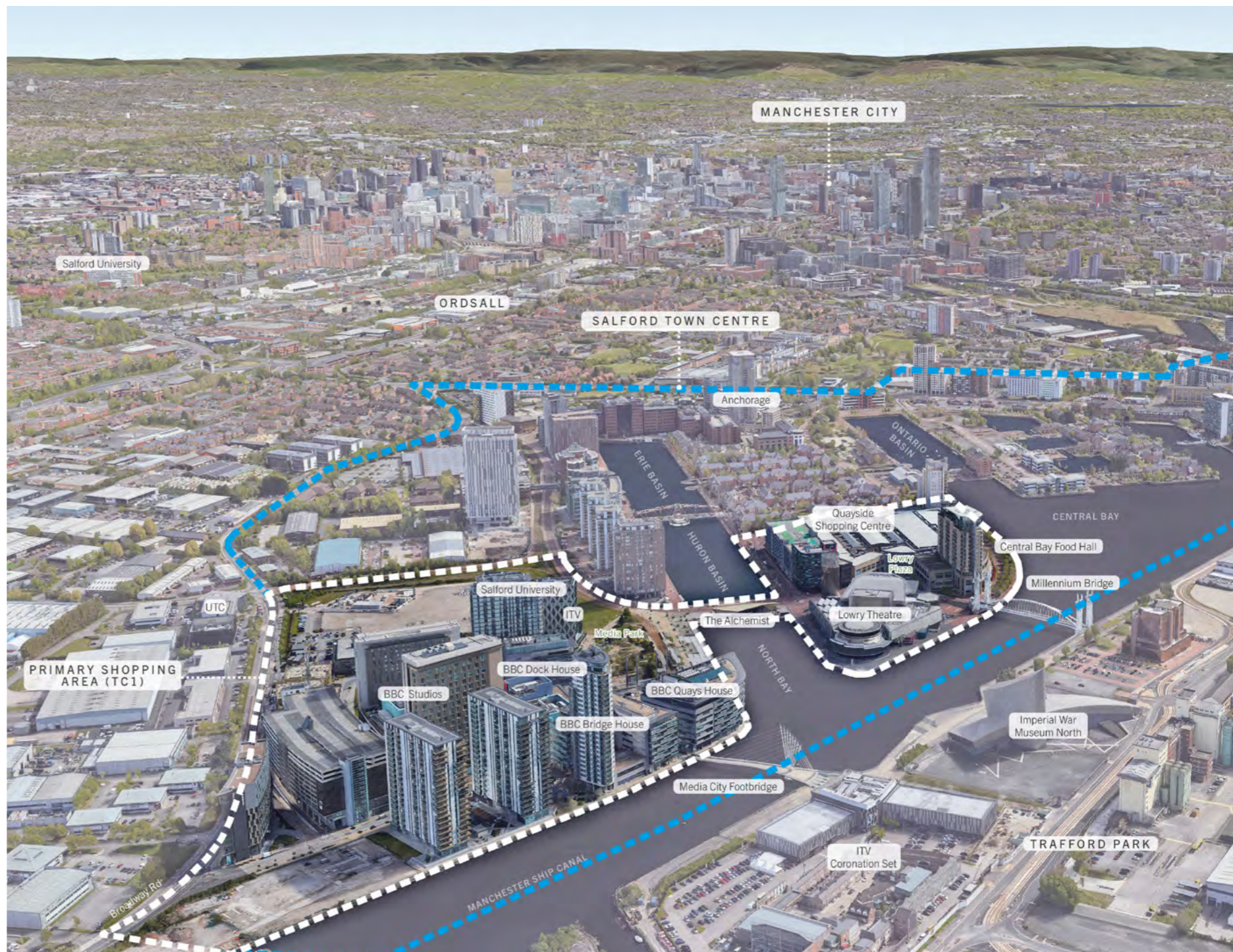


Fig.1.2 Aerial view of the Framework Area

EXECUTIVE SUMMARY

The Vision

The Vision and its component Vision Pillars provide the central thread running through the Regeneration Framework and have informed the development of the key guiding principles and the illustrative masterplan.

The Framework Area will leverage the strength of MediaCity and Quayside to become the most distinctive, highly connected and sustainable town centre in Greater Manchester, being home to a thriving business ecosystem and providing inclusive opportunities for diverse and healthy communities.

The Vision is underpinned by the following key objectives:

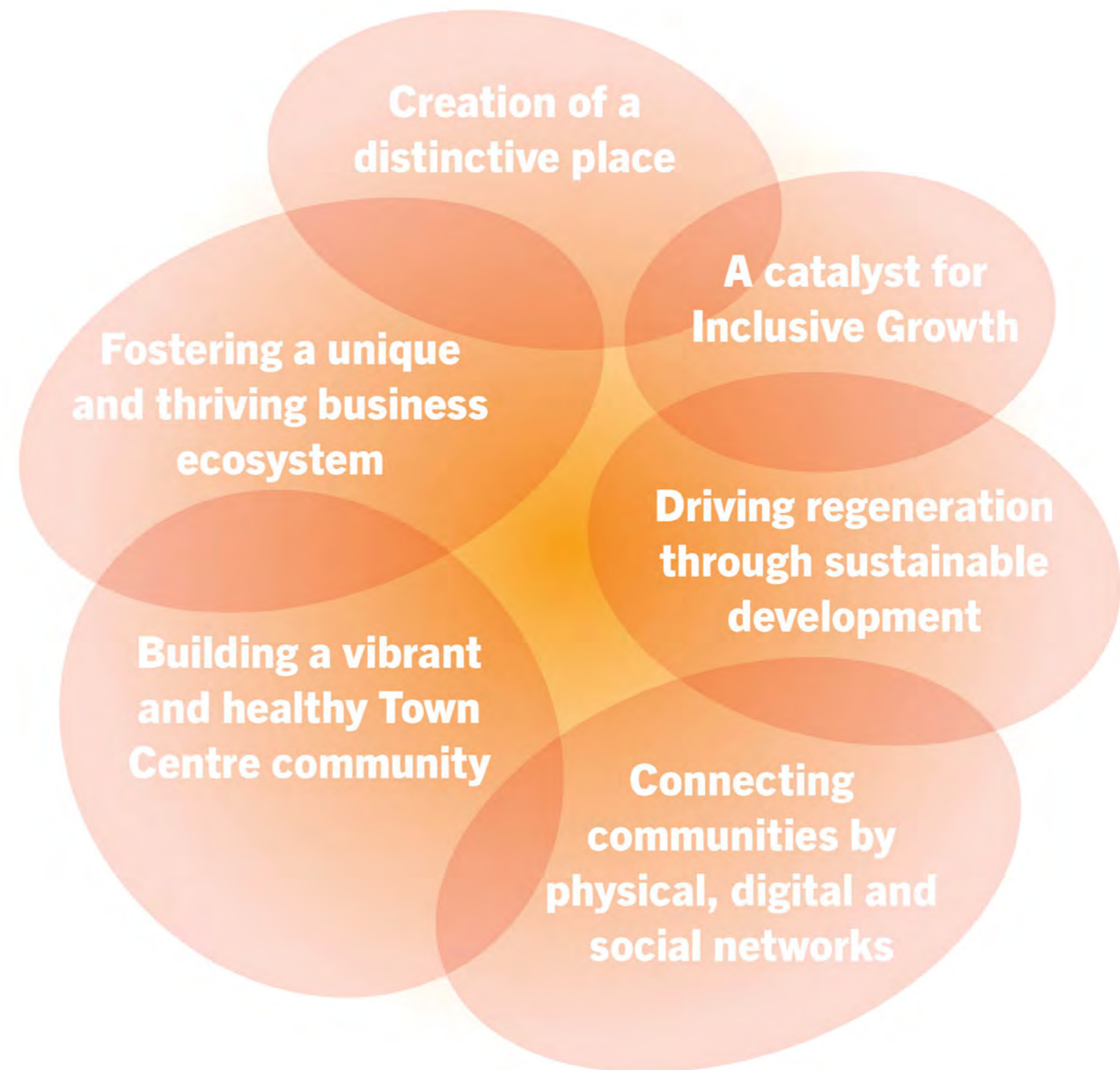


Fig.1.3 Diagram of the Objectives



Fig.1.4 MediaCity's waterfront, view towards North Bay and the Imperial Museum. Photo from site visit, May 2023

EXECUTIVE SUMMARY

Key Opportunities

Through the testing and development of the illustrative masterplan, the scale of opportunity has identified capacity for around 3,200 new homes and 75,000 sqm of commercial floorspace. This scale of growth would provide much needed homes within an area that already benefits from existing infrastructure and services, high quality public realm, job opportunities, as well as variety of retail and leisure facilities.

Given the scale of opportunity, the Framework is flexible to enable it to respond to market demands over a delivery period of 15 – 20 years. The Framework may therefore be reviewed periodically to reflect any material departure that may be required in future. The key current opportunities are set out below.

The scale of the Framework Area presents an opportunity define a series of character areas. The identity of these areas underpins how they will be enhanced and developed to positively contribute to the town centre and respond to the evolving needs of their communities.

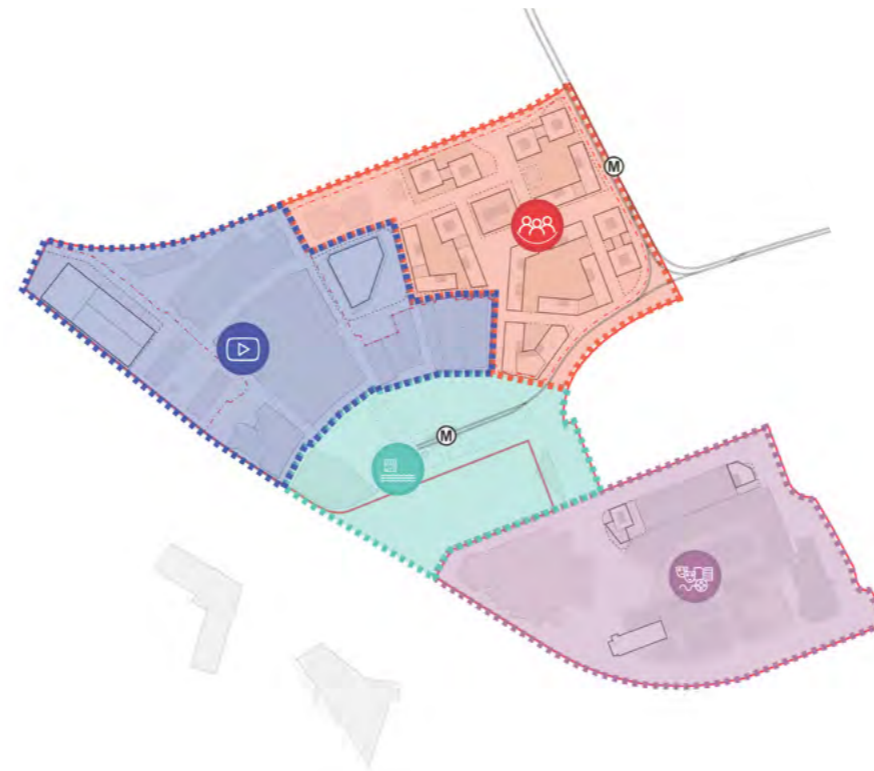


Fig.1.5 Diagram of the 4 character areas

**Media Piazza**

Building on the sustained success of the business ecosystem at Phase 1, there is an immediate opportunity to further invest in further animation and activation of the existing public realm including waterfront connections and associated retail provision and other activity.

Peel Media Ltd already delivers a programme of temporary cultural events, as well as curating a mix of retail occupiers that include smaller independent businesses that complement the sense of place and vibrancy of the town centre. To further enhance this aspect of Phase 1, the current retail offer being reviewed and there is an opportunity to introduce small food and beverage pavilions to provide a more defined and animated edge to Media Piazza and maximise the unique waterside aspect.

There are further opportunities to enhance the existing network of spaces through enhanced active travel routes, introduction of additional soft and biodiverse landscaping and introduction of features that will bring further animation at all times of the day.



Living Hub

The Living Hub will become a new sustainable neighbourhood that provides a range of housing types, and access to outdoor residential recreation spaces and local shops, services and amenities. Residents will have unparalleled access to employment, retail and leisure amenities, which will all be on the communities doorstep. A growing sustainable community will positively contribute to the vibrancy and long term sustainability of The Quays, whilst also helping Salford meet its housing delivery targets.

A strengthened residential community will also support the talent requirements of the MediaCity commercial cluster, thereby maximising the agglomeration effects that can be achieved through attracting and retaining businesses across the media and digital tech sectors. Some plots within Phase 2 have already been identified to be brought forward for commercial development, such as C3; however, there are other within the Living Hub that will blend residential and commercial development to integrate the two character areas.

The review of the previous masterplan has identified the capacity to deliver more offices, shops and homes than were envisaged by the original planning permission, which will create the opportunity to create a wider range of new jobs, homes and leisure amenities for both existing and new communities.



Cultural and Community Hub

Quayside shopping centre is at the heart of the Framework Area and presents a major opportunity to be repositioned and future proofed to meet the new demands on town centre retail provision. The area includes the Quayside Shopping Centre, The Lowry and the Plaza. Significant investment plans are underway to enhance the quality of retail experience at the shopping centre and surrounding area. The area will offer an array of market leading retailers mixed with smaller independents, as well as leisure and food & beverage providers. This journey has already started with the development of Central Bay food hall, which is not only reanimating the waterfront, but also providing prime opportunities for Salford based start-ups and introducing local independents into the mix a direct response to the findings of the Salford 2030 Vision.

The area will also incorporate key social infrastructure provision, recognising that doctors, dentists, post offices and education facilities are all essential components of creating sustainable places.

The strategy at Quayside is a direct response to the community consultation feedback from the Salford 2030 Vision. Proving the right mix of uses and creating an experience-led leisure destination will enhance the Quay's reputation as one of Greater Manchester's primary town centre destinations.

As part of this repositioning, the Framework recognises the benefit of increasing the number of residents who live at Quayside, with an opportunity having been identified to deliver c. 400 new homes as part of town centre mix of uses. These will not only make a positive contribution to the vitality and viability of the area, but also present the opportunity to better integrate Quayside with the existing residential community to the east.



Waterfront and Gateway

The Waterfront and Gateway is strategically located as one entry point into MediaCity, with transport connections within and in close proximity to this area of the Framework. The Bund provides a key connection for the two sides of the primary shopping area within the broader town centre designation.

The Waterfront and Gateway will be truly exemplar and distinct destination, which leverages the remarkable waterfront location. The waterfront will be activated by people-first purpose- designed spaces, framed by MediaCity's iconic architecture. The neighbourhood will become a vibrant melting pot of activity, forming the central node of the Framework, connecting and bringing together all character areas.

The area will have a strong network of pedestrian and cycle friendly routes, including along the water's edge, to promote active travel and support connectivity within the Framework area and beyond.

The Waterfront and Gateway will have a variety of vibrant areas of public realm to promote a sense of arrival, with Media Piazza forming the civic heart of MediaCity. This will provide a space for local residents, workers and visitors to come together, including within a new flexible gathering space for informal gatherings and formal, curated events. Media Park will provide an active recreational landscape, surrounded by active ground floor uses and low-rise pavilions that support both the day and night time leisure economy.

REGENERATION FRAMEWORK STATUS

A Flexible Framework

The draft Regeneration Framework has been developed to be in accordance with policy and guidance.

The Salford Local Plan (2023) provides the most up to date adopted planning policy context for the Framework Area. At the time of writing, the Salford Quays & Trafford Wharfside Guidance (2007) remains relevant guidance, although this will be kept under review.

At the current time, this draft Framework has been published for public consultation. Following the six week consultation period, responses will be considered and, where necessary, the Framework will be updated.

The updated Framework will ultimately be considered by Salford City Council's Cabinet for endorsement.

Once endorsed, the final document will be given significant weight as a material consideration in the Local Authority's determination of future planning applications that fall within the Framework Area.

The Framework will be used to guide future proposals to ensure the overall vision and objectives for the area can be realised. The framework development principles have been established to guide how detailed planning proposals address site specific considerations and technical planning requirements. They have been designed to be flexible to facilitate the way in which proposals address site specific considerations through detailed design. The necessity for flexible development principles also recognises the inevitability of changes to environmental, social and economic considerations over the medium and long term. Within this context, the illustrative masterplan contained within the Regeneration Framework is an interpretation of the development principles and is not intended to represent a prescriptive or fixed form of future development.

Overall, the Framework is intended to establish a long term strategic direction for MediaCity and Quayside area, which will not only shape the physical development of buildings and spaces, but also ensure early consideration and actions are taken to build sustainable communities, enhance environmental quality and drive inclusive growth.



Fig.1.6 MediaCity area



Fig.1.7 Quayside area

EXTENT OF THE FRAMEWORK

The Regeneration Framework covers an area of 23.30 ha, comprising two large parcels referred to as MediaCity UK and Quayside, which are connected by The Bund.

MediaCity UK is bordered by Broadway to the north, Manchester Ship Canal to the west, North Bay to the south and Broadway tram line to the east.

The Quayside is directly south of MediaCity, across the North Bay and Huron Basin, and comprises the Lowry, Lowry Shopping Centre and Imperial Point.

The Framework Area directly incorporates with the Salford Quays Primary Shopping Area policy designation (Policy TC1), contained within the Salford Local Plan (2023).

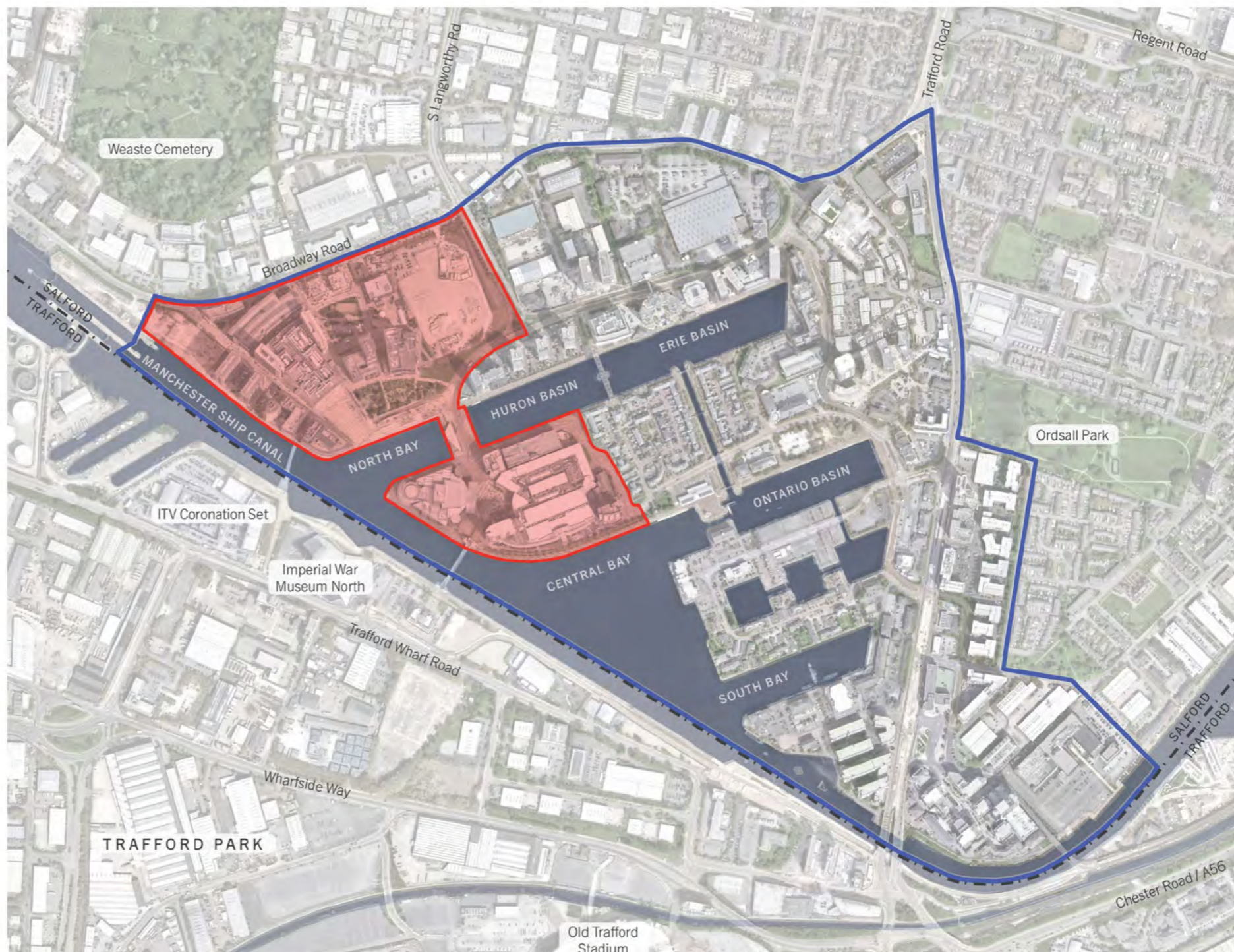
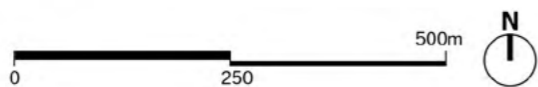


Fig.1.8 Extent of the Framework

- RF Boundary and Primary Quays Shopping Area (TC1)
- Salford Town Centre
- District boundary of Salford with Trafford



TEAM

The preparation of this Framework has been brought forward by the majority landowners across MediaCity UK and Quayside, comprising Peel Media Limited (a Joint Venture between Peel L&P and Landsec), as well as Peel L&P in its capacity as a single entity landowner. The Regeneration Framework has been prepared in collaboration with Salford City Council (SCC) and has been informed by regular discussions and review sessions with Senior Officers to ensure the document reflects the Council's strategic objectives and provides an appropriate level of guidance to inform future development proposals.

Salford City Council ultimately intends to endorse the Framework as a material consideration to be considered as part of future planning applications within the Framework Area and the Council will therefore be the document's "owners".

The document has been prepared by a multi-disciplinary team.

- Deloitte – Town Planning
- Prior + Partners – Master-planning
- Steed Urban – Landscaping
- TPM – Ecology
- TTHC - Transport

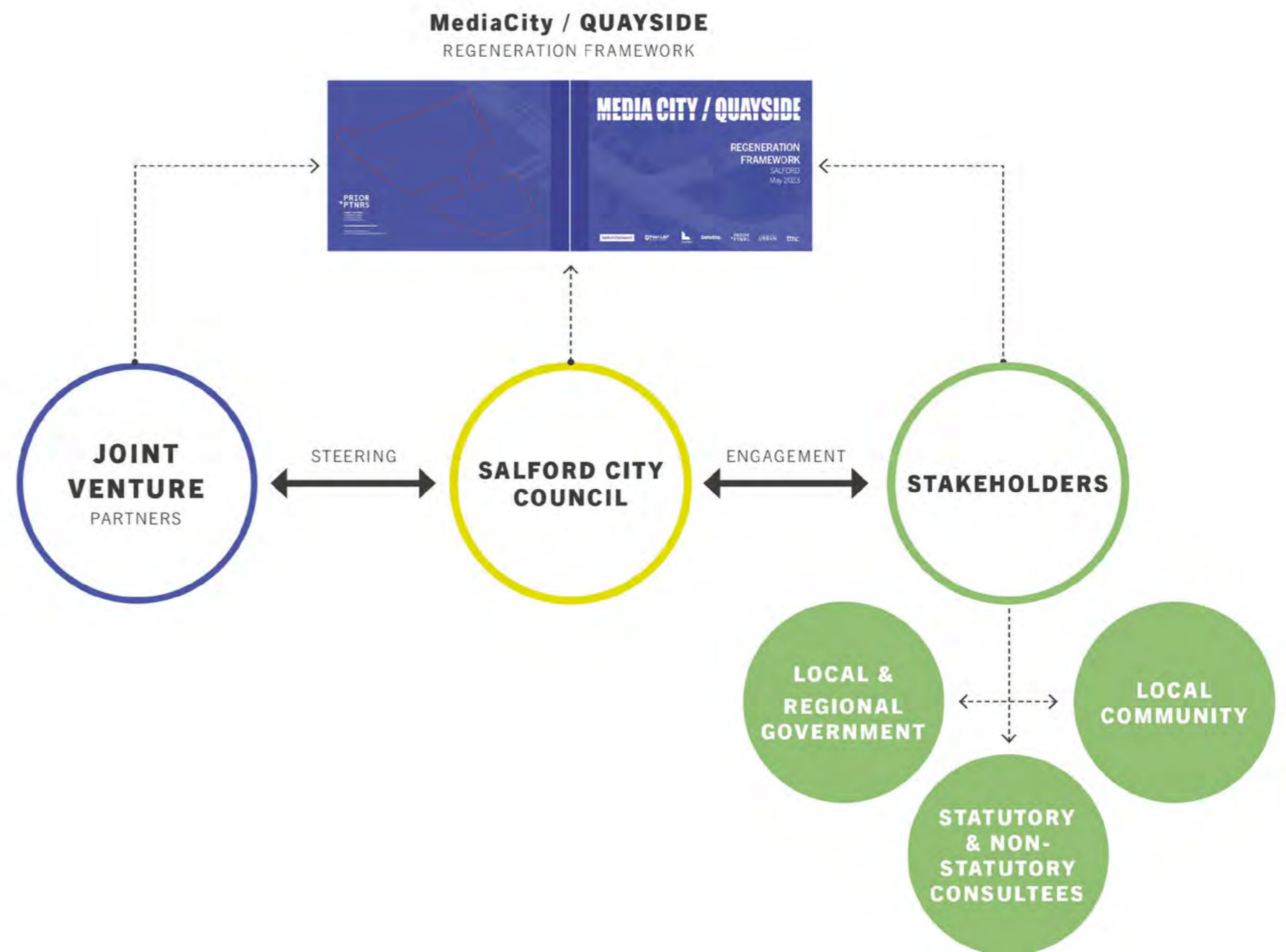


Fig.1.9 Flow diagram of the team structure

STRUCTURE OF THE REPORT

This Regeneration Framework is structured as follows:

- Section 1: Introduction and Overview – setting the scene for the SRF, including Vision and Objectives, Drivers for Change – the economic, social and environmental factors that present the underlying opportunity for investment and regeneration.
- Section 2: Site Analysis – an assessment of the range of key considerations in the local environment that will inform future development.
- Section 3: Place-based Development Principles – the guiding framework and key considerations for future development.
- Section 4: Phasing and Delivery – outlining the key principles and rationale for the phasing and delivery of the scheme.

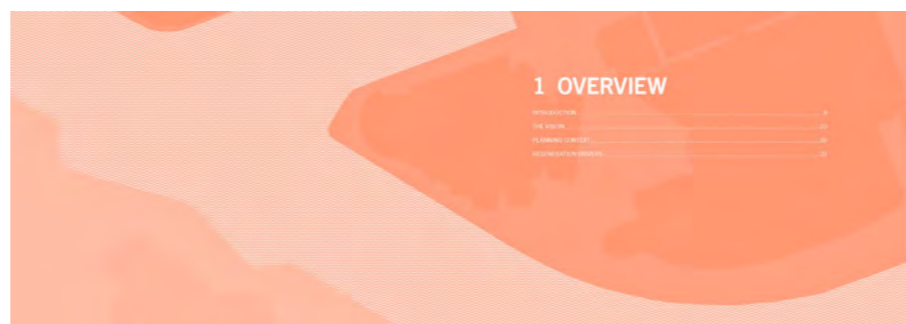


Fig.1.10 Section 1, Overview



Fig.1.12 Section 3, Framework

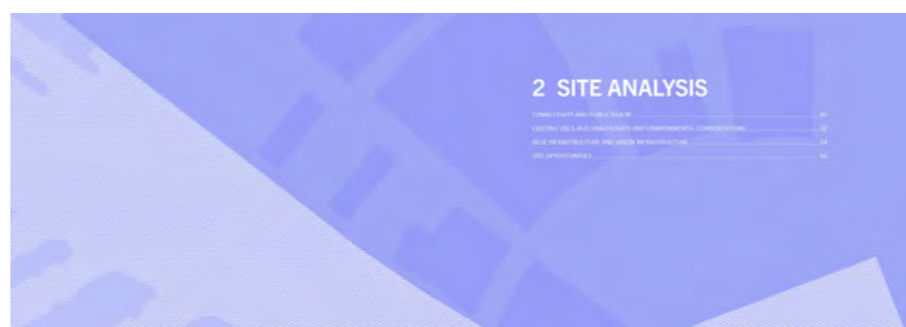


Fig.1.11 Section 2, Site Analysis



Fig.1.13 Section 4, Implementation

THE VISION

Statement

The Framework Area will leverage the strength of MediaCity and Quayside to become the most distinctive, highly connected and sustainable town centre in Greater Manchester, being home to a thriving business ecosystem and providing inclusive opportunities for diverse and healthy communities.

Creation of a distinctive place



A place that is truly unique to Greater Manchester and the UK, where sustainable modern architecture is set within the context of the historic Quays and surrounded by vibrant and high quality public spaces that serve as centres of culture and community wellbeing.

Driving regeneration through sustainable development



Sustainability will continue to be a key cross cutting theme, building on all that has been achieved to date through a continuously evolving and genuinely progressive sustainability framework which has been at the heart of The Quays and MediaCity's delivery programme.

Building a vibrant and healthy Town Centre community

A place that will continue to strengthen and grow the residential community, as an essential component to its future success. The Framework presents an immediate opportunity for future investment to deliver high quality homes within distinct and attractive neighbourhoods, which benefit from unparalleled access to employment, retail, leisure, recreation and reference to it having a unique waterside setting and excellent access to blue and Green infrastructure but not unparalleled access to natural environment.



Connecting communities by physical, digital and social networks

A place with networks running through every element of its DNA. Facilitating the growth of sustainable and active travel, providing the environment and infrastructure for businesses to maximise the benefits of co-location, and designing neighbourhoods that encourage social interaction and integration.



Fostering a unique and thriving business ecosystem

A place where media, technology, innovation and a range of complementary businesses have the space, infrastructure and facilities to flourish. An ecosystem that creates a hub of pathways and opportunities to attract, upskill and retain the very best talent. The Quays will continue to build on its success as a global centre for media and digital sectors to drive inclusive growth for Salford and the wider Region.



A catalyst for Inclusive Growth

A place that is committed to be a catalyst for inclusive growth for existing and future communities. Future proposals will seek to maximise social value and the contribution to making Salford a more socially inclusive city, reflecting the city council's vision and 'Great Eight' priorities.



PLANNING CONTEXT

Content

- Vision Pillars
- Planning Policy and Guidance
- Evolution of the Masterplan
- Purpose of the Framework

PLANNING POLICY AND GUIDANCE

A detailed overview of the planning policy and guidance is set out in Appendix 1. It will be essential for any future planning application to adhere to planning policy and consider guidance to ensure proposals are in line with these. Applications will need to consider:

- National Planning Policy, including the National Planning Framework, National Planning Practice Guidance, and National Design Code.
- Regional and sub-regional, including The Greater Manchester Strategy 2021 – 2031, Places for Everyone Framework Publication Draft 2021, Greater Manchester Transport Strategy 2040, Greater Manchester Work and Skills Strategy (2022-2027), and Greater Manchester’s Walking and Cycling Investment Plan (Bee Network) 2020.
- Local Policy and Guidance, including Salford Quays 2030 Quays and The Salford Local Plan: Development Management Policies and Designations (SLP:DMP) 2023.

Appendix 1 provides an overview of some of the key Policies within the Salford Local Plan and how future development within the masterplan will need to consider. This Framework will become a material planning consideration once adopted. Applicants will need to consider the detail within this document alongside planning policy and guidance listed, and any future documents that may emerge in the future.



Fig.1.14 National policies



Fig.1.15 Regional and sub-regional policies



Fig.1.16 Local Policy and Guidance



Fig.1.17 View towards Millennium Bridge and Quayside Shopping Centre.

EVOLUTION OF THE MASTERPLAN



2006 Outline Consent

In 2006, Outline Permission (06/53168/OUT) was granted for the entirety (15.1 hectares) of the site, comprising 2 phases of development. This permission sought to create a pedestrian-friendly, landscaped environment with a waterfront emphasis, as well as the introduction of media-focused landmark tenants. It set out the following floorspace parameters:

- 119,120 sqm of Business;
- 23,225 sqm of Studio & Production;
- 2,415 sqm of Retail;
- 3,176 sqm of Leisure Space;
- 2,249 sqm of Residential Apartments; and
- 300-bedroom hotel.



2013 Reserved Matters Phase 1

Following the granting of Outline Permission, a series of Reserved Matters (RM) applications were approved between 2007 and 2010, including: 07/54178/REM, 07/55650/REM, 09/57460/REM and 09/57366/FUL. These covered offices and studios, residential units, hotel accommodation, A3, A4 and A5 space, and University space.

Upon completion in 2013, this first phase successfully delivered the vision of a pedestrian-friendly visitor-location with a strong sense of place; home to a range of internationally renowned broadcasting and creative tenants.



2016 Reserved Matters Phase 2

The Outlined Consent required all RM applications to be submitted by 2016. Pursuant to this, 16/68301/REM was approved, for landscaping, residential blocks, office blocks, a multi-storey car park, live/work units and commercial with associated car parking.

Additionally, two standalone full planning applications were submitted (2016 and 2019) for Plot C5 and superseding the consent on D3 (16/68299/FUL and 2019 19/74447/FUL).

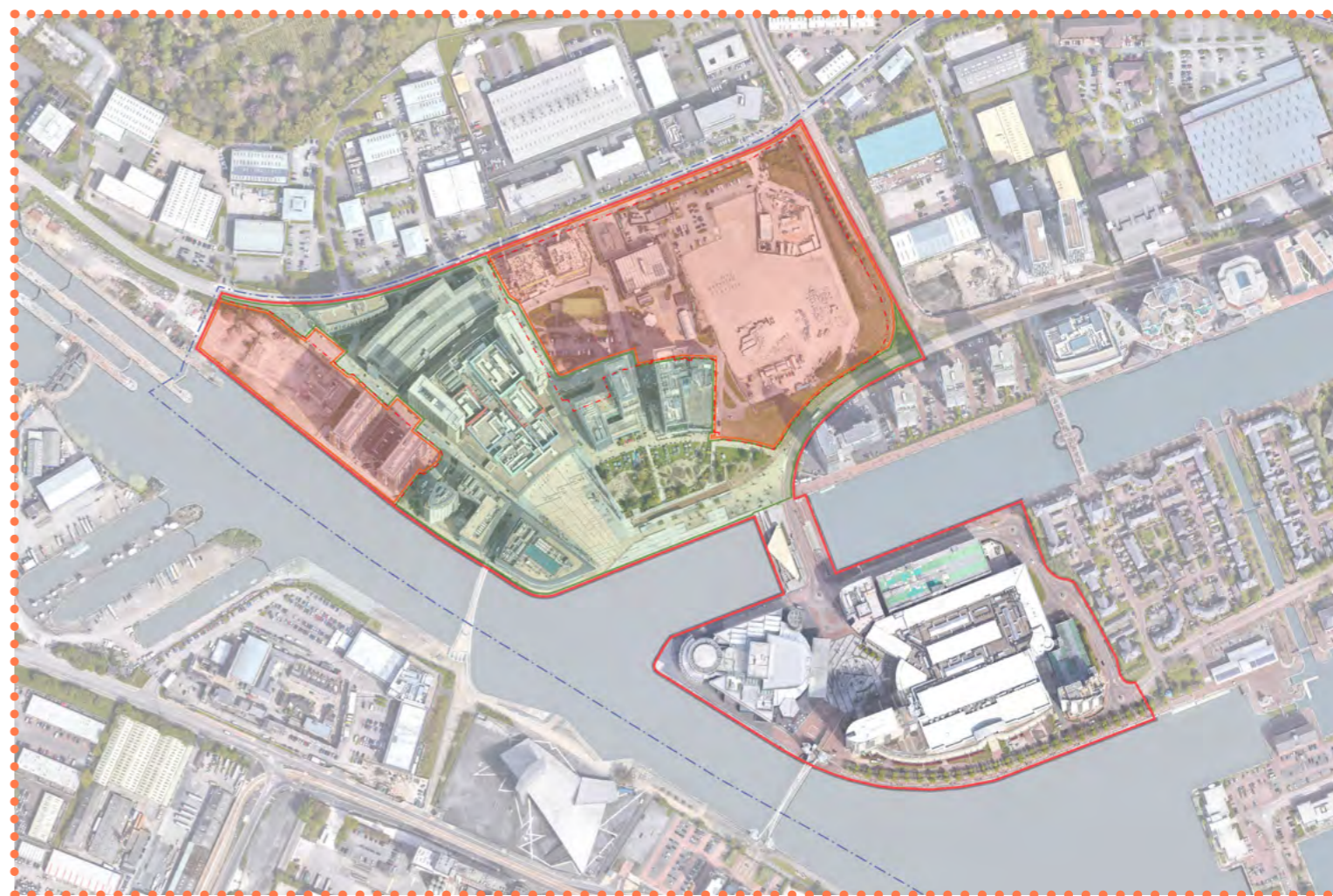
Since the RM consent, plots B5, C3, C4, C5, C6, D4, D5 and the Phase 2 of the public realm works remained undeveloped.



1995-2005 Quayside

In 1995 an Outline Application was submitted for the erection of the Lowry Centre, mixed commercial, leisure, retail and office space, a multi-storey car park, footbridge and service road.

A series of planning permissions were secured in the later half of the 1990s, which included the Lowry Centre for Visual and Performing Arts, the realignment of the loop road and construction of the Lowry Plaza and the erection of the Lowry Shopping Centre, Imperial Point, a nine-storey hotel and Digital World Centre office block. Sovereign Point was brought forward in 2003.



Today - 2023 Regeneration Framework

The Regeneration Framework is now being brought forward to refresh the masterplan across MediaCity and Quayside. The Framework is underpinned by the success of regeneration to date, but looks to deliver the future vision for the area. It is informed by up to date strategic objectives, planning policy, post-pandemic socio-economic shifts and a renewed focus on the need to push the boundaries on creating a highly sustainable and inclusive town centre.

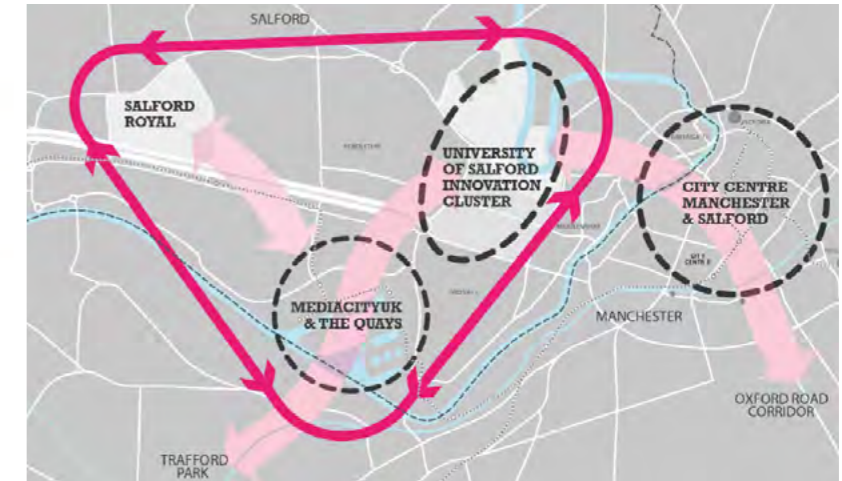
REGENERATION DRIVERS

Salford Quays has experienced significant growth and investment in recent years, providing a major concentration of employment, retail, leisure, tourism and cultural opportunities. Below is an overview of the primary regeneration drivers, with additional detail provided in Appendix 2.



Regional Growth

Manchester’s regional growth has ignited a transformative journey for MediaCity in Salford, charting a course toward an even more dynamic and influential hub for media and creative industries. As the city experiences an unprecedented influx of businesses and talent, MediaCity has emerged as a pivotal player in this narrative, evolving as a centre for innovation and collaboration. The demand for new jobs in field ranging from digital media and broadcasting to content creation has resulted in a surge in demand for skilled professionals and housing needs. Media City’s success therefore enhances its integral role in the context of regional growth, underlining the importance of well considered and sustainable regeneration that fosters diversity and inclusion.



Innovation

A crucial component of the Salford Innovation Triangle is the creation of a new innovation district at Salford Quays, capitalising on the strength of the existing media and technology cluster. Future investment at MediaCity therefore presents the opportunity to deliver this strategic objective, as it will not only deliver new high quality commercial office and studio spaces, but deliver high quality homes and major enhancements to place-making that will attract those wanting to live, work and play at Salford Quays .



The Business Ecosystem

Salford Quays has developed to form a key role in Greater Manchester's growth, as it has become home to an internationally significant cluster of media, digital and creative businesses. Demand for maximising flexibility and adaptability in new builds is growing, as is for new developments to achieve net zero status. Salford Quays is ideally placed to deliver spaces that meet the needs of future businesses and further enhance the town centre as an important commercial and employment hub.



Residential Demand

Ongoing economic and population growth is continuing to drive the need for new high-quality residential accommodation across a range of tenures. Demand includes a mixture of first-time buyers and professionals, as well as those who are choosing to locate away from the Regional Centre. Such high levels of demand are underpinning the need to regenerate brownfield sites to deliver new homes, particularly those that are highly connected and can benefit from existing infrastructure.

The Salford Local Plan sets out that housing affordability in Salford is worsening and is a major challenge for many households, highlighting the supply of affordable housing is a key priority. The Framework area is therefore an ideal location for new housing and provides opportunities to integrate new housing to help meet this demand in a sustainable and highly accessible location.



Sustainability

The Salford Local Plan sets the target of becoming carbon neutral by 2038 and embeds an integrated approach to sustainable development throughout, including specific policies on transport, carbon, energy and water. As Salford's population is growing, increasing population density in sustainable and accessible locations is therefore critical component of housing a growing population, whilst minimising environmental impacts. Delivering high quality low carbon development through construction and operation is therefore an essential component for all future development.

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CONNECTIVITY AND PUBLIC REALM

Existing Connectivity

The Framework Area benefits from excellent accessibility, both in respect of connections across the site itself. The truly mixed use qualities of the Framework Area mean that it provides all day to day needs for the community, supported by a high quality network of pedestrian and cycle routes. Beyond, Buses and Metrolink services provide excellent connectivity to the city centre and Greater Manchester, including direct access to the regional and national railway network, as well as Manchester International Airport.

Key attributes include:

- Large areas of traffic free and Pedestrianised streets throughout the site, the only highway in the site is Quays Road;
- MediaCity Metrolink stop;
- Close proximity to Imperial War Museum stop on the Trafford Park Line;
- Bus routes along Broadway, Quays Road and Trafford Road;
- Pedestrian and Cycle friendly vehicular streets providing a low speed environment with low levels of traffic (Blue, Red, Orange, and Pink);
- Recently improved Trafford Road corridor to the east, which provides segregated pedestrian and cycle routes;
- Cycle routes on Broadway and South Broadway and National Cycle Network route 55 along Trafford Wharf

Road; and,

- Secure cycle parking for over 600 bicycles
- Pedestrian footbridges across the Manchester Ship Canal.

Existing Public Realm

Development to date has delivered substantial areas of public realm and generously sized pedestrian connections, which are designed to provide the community with access to high quality outdoor spaces that promote wellbeing and, active travel. Public spaces include:

- **Media Piazza** - a formal hard landscaped space that hosts media, sports and cultural events, as well as markets;
- **The “Gardens” / Media Park** - a soft landscaped green space with a year-round programme of events and street food;
- **The Bund and south side of Media Park** - a key multimodal interchange, which presents both challenges and opportunities;
- **The Waterfront** - public realm is varied, although characterised by hard landscaping with limited opportunities for direct connection to water; and
- **Lowry Plaza** - between the Lowry and Quayside Shopping Centre is hard landscaping and is regularly used for makers markets and other pop-up events.

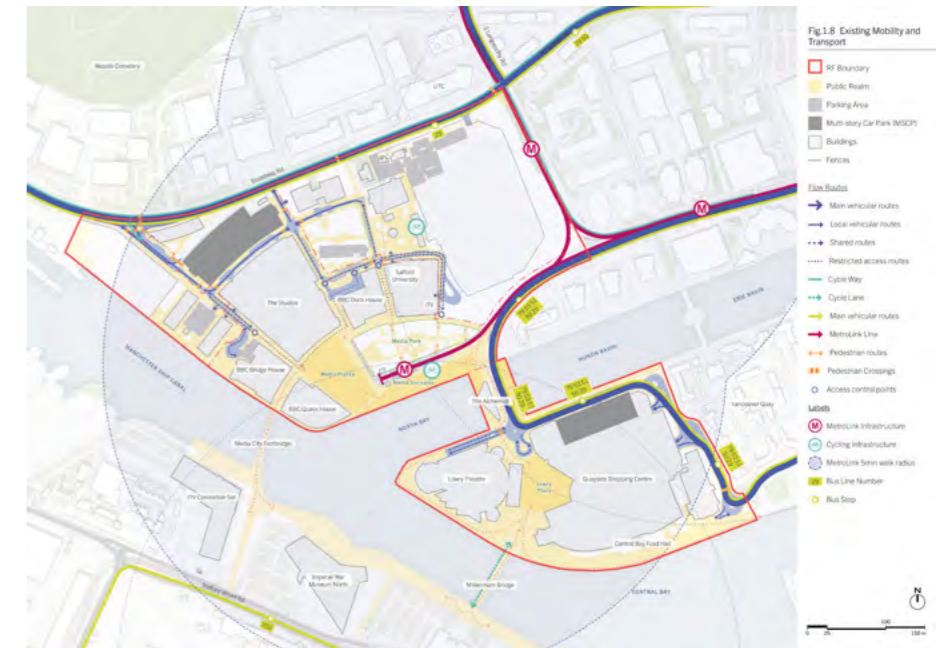


Fig.2.1 Existing Mobility and Transport



Fig.2.2 Existing Public Realm



Fig.2.3 View towards ITV, MetroLink tracks and Media Park. Photo from site visit, May 2023

EXISTING USES, BUILDING HEIGHTS AND ENVIRONMENTAL CONSIDERATIONS

Existing Uses

The Framework Area is home to a wide range of creative and digital businesses, including both national broadcasters and SMEs, cultural institutions, education institutions, retail provision, homes, hotels, healthcare organisations, commercial uses, food and beverage offerings, convenience stores, a gym and car parking. The unique blend of uses and occupiers is an essential characteristic of the area, which is central to its success.

Building Heights and Massing

The Framework Area features a range of different heights and landmark buildings, including high density residential blocks and large floorplate offices and production studios. Within Media City, buildings are located around the northern and western edge of the Piazza and the Gardens to maximise light into these public realms and to create a more inviting and open environment. This is conveyed in “Fig.2.4 Waterfront and Media Piazza”.

Environmental Considerations

The location, orientation, and physical arrangement of the existing surroundings to the Framework Area create a range of microclimate and environmental considerations. In summary:

- Topography is typically shallow, this helps accessibility;
- The annual study of sunlight exposure and movement identifies Media Piazza, Media Park and Central Bay Waterfront as areas receiving the most sunlight throughout the year;
- Blue Street experiences micro-climatic wind conditions, particularly during the winter months, which makes it less attractive for activities. The route is largely characterised by vehicular movements;
- The waterfront is less comfortable during the colder months due to south-west prevailing winds. In warmer months, this area gets more sunshine and becomes a hive of activity as the environment becomes more suitable for outdoor recreation.



Fig.2.4 Waterfront and Media Piazza



Fig.2.5 Media Park

Fig.2.6 Existing Heights



- RF Boundary
- MediaCity Phase 2

- Building Heights**
- Low rise (up to 10m)
- Mid rise (up to 50m)
- High rise (more than 50m)
- Tall Buildings

- X Existing Plots
- C3 Plot with Planning Consent

BLUE INFRASTRUCTURE AND GREEN INFRASTRUCTURE

Blue Infrastructure

The Framework Area has direct relationship with the Manchester Ship Canal, North Bay, Eerie Bay and Huron Bay, which each have their own distinctive character and function. This includes:

- Central Bay is a designated as an area of Biological Importance;
- Huron Basin is used for a range of water based recreational activities, such as open water swimming;
- A variety of activities such as pleasure craft tours and rowing take place along different stretches of the Ship Canal; and
- Public routes alongside these waterways and basins, including Strategic Recreation Routes and the pedestrian footbridges provide strong connections for pedestrians and cyclists.

Green Infrastructure

Media Park is at the very heart of the Framework area and a patchwork of mostly small scale; urban green space exists within easy reach. Beyond the Framework area is an extensive network of green spaces, including:

1. Weaste Cemetery to the Northwest;
2. Ordsall Park to the East;
3. Trafford Ecology Park to the west; and
4. Peel Park and the Meadow to the northeast.

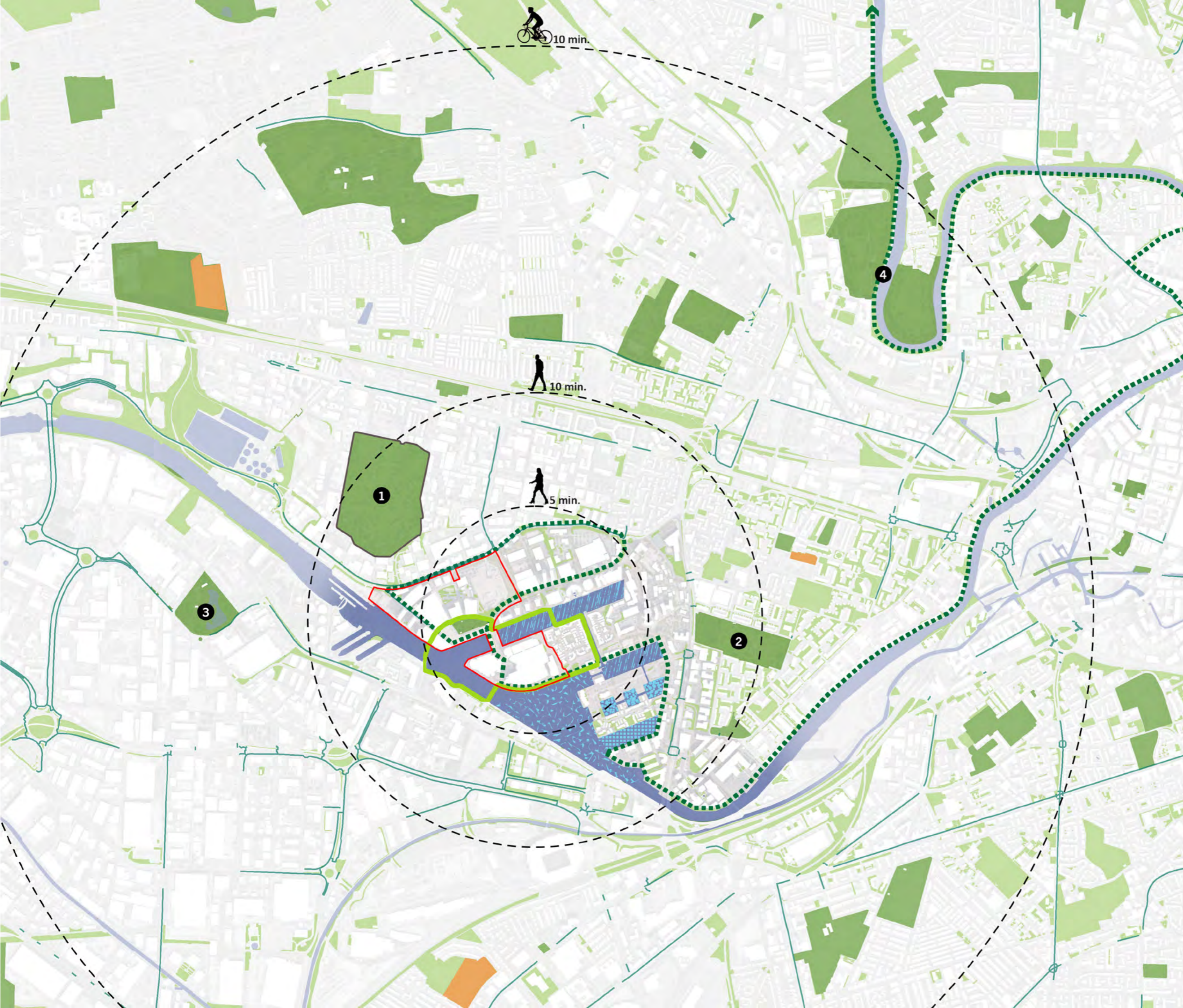


Fig.2.8 North Bay and Huron Basin



Fig.2.7 Media Park

Fig.2.9 Surrounding Green and Blue Infrastructure



- RF Boundary
- Buildings
- Existing Green Infrastructure**
 - Major Parks & Green Open Space
 - Weaste Cemetery
 - Other Green Open Space
 - Allotments
 - Existing Strategic Recreation Route
 - Inner Loop
 - Existing Cycling Routes
- Existing Blue Infrastructure**
 - Existing Water Bodies
 - Area of Biological Importance
 - Licenced Pleasure Craft and Water Sports
 - Water Sports Only
 - Private

SITE OPPORTUNITIES

The following opportunities have been identified:

- Create a vibrant town centre and optimise the use of land to deliver a density of development that supports the vitality and viability of a successful town centre;
- Strengthen relationship with the water edge through making use of existing public space and increase opportunities for people to interact with this space;
- Strengthen pedestrian connectivity across the Framework Area and with surrounding areas. Potential to re-imagine the Quays bridge;
- Provide high quality homes to support the growth of sustainable communities. Provide neighbourhood public spaces for residents;
- Improve the public space experience;
- Prioritise Active Travel via enhanced connectivity: Active travel routes should be promoted as an essential part of the hierarchy of streets and their detailed design should ensure the safety and accessibility of both pedestrians and cyclists;
- Support the use of electric vehicles;
- Maximise the efficient use of existing parking provision, accommodating reduced private car ownership and associated parking through the expansion and promotion of car club provision;
- Promote and design for work from home trends which have become well established at MediaCity;
- Active streets and frontages on ground floor levels to aid wayfinding and attractiveness of key routes. Explore opportunities to bring forward meanwhile uses that activate areas that will be delivered in later phases;
- Promotion of improved links to the City Centre and rail stations;
- Sustainability at the heart by showcasing sustainability and innovation throughout. Enhance green and blue infrastructure, with an increase in overall biodiversity.

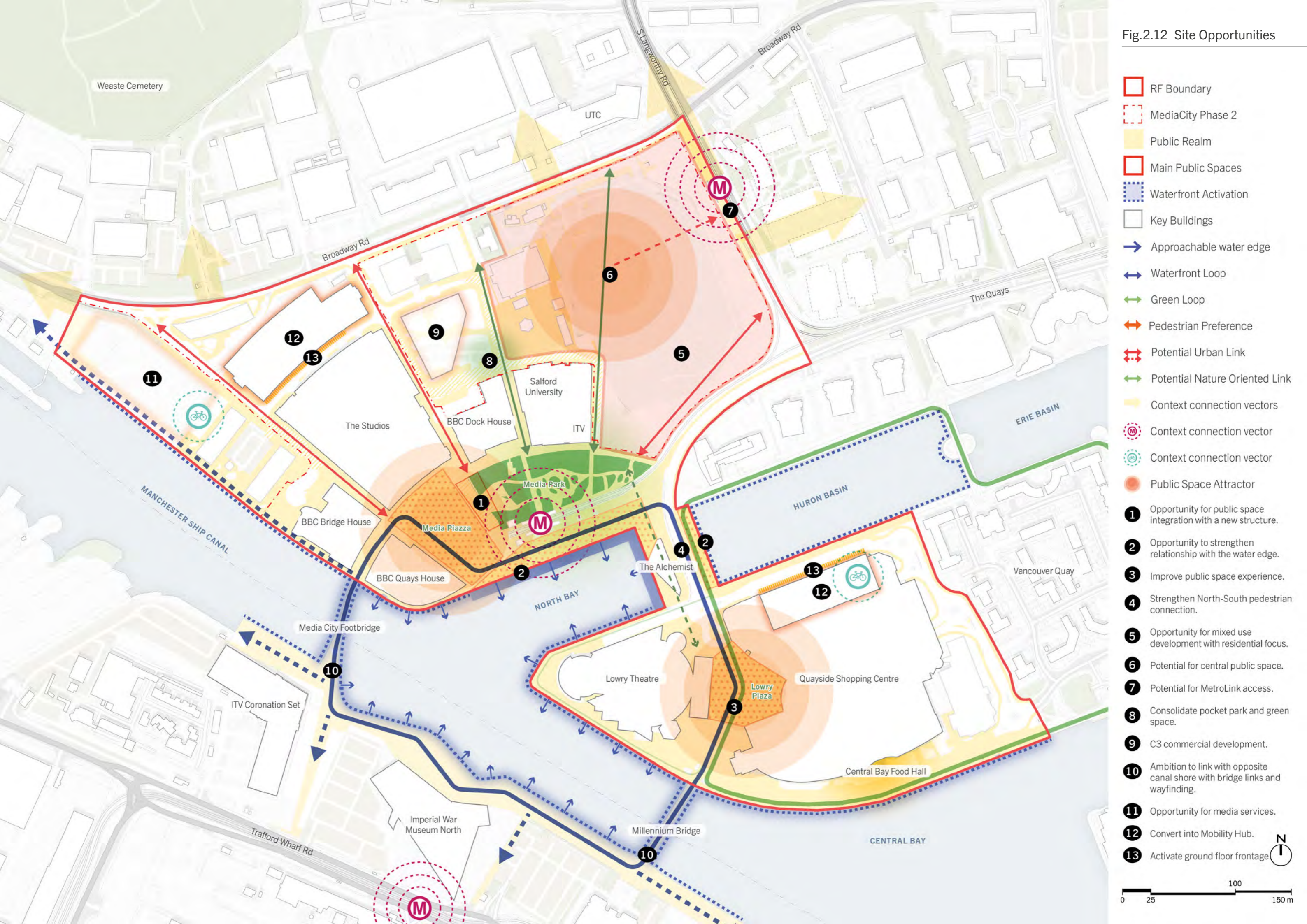


Fig.2.10 Vacant Land



Fig.2.11 Lowry Plaza

Fig.2.12 Site Opportunities



- RF Boundary
 - MediaCity Phase 2
 - Public Realm
 - Main Public Spaces
 - Waterfront Activation
 - Key Buildings
 - ➔ Approachable water edge
 - ↔ Waterfront Loop
 - ↔ Green Loop
 - ↔ Pedestrian Preference
 - ↔ Potential Urban Link
 - ↔ Potential Nature Oriented Link
 - Context connection vectors
 - M Context connection vector
 - C Context connection vector
 - Public Space Attractor
- 1 Opportunity for public space integration with a new structure.
 - 2 Opportunity to strengthen relationship with the water edge.
 - 3 Improve public space experience.
 - 4 Strengthen North-South pedestrian connection.
 - 5 Opportunity for mixed use development with residential focus.
 - 6 Potential for central public space.
 - 7 Potential for MetroLink access.
 - 8 Consolidate pocket park and green space.
 - 9 C3 commercial development.
 - 10 Ambition to link with opposite canal shore with bridge links and wayfinding.
 - 11 Opportunity for media services.
 - 12 Convert into Mobility Hub.
 - 13 Activate ground floor frontage.

3 FLEXIBLE FRAMEWORK PLAN

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DEVELOPMENT PRINCIPLES

The Development Principles provided within the following section are designed to guide future development plots to help ensure they are brought forward to respond to the existing and future context and combine to deliver the Framework's vision and objectives. The following section provides the overarching development principles that are to be considered by all developments across the Framework.

Content

- Structural Components of the Masterplan
- Unlocking Inclusive Growth
- Sustainability
- Delivery of Green and Blue Infrastructure
- The Creation of Successful Public Spaces and Key Connections
- A Complimentary Mix of Uses and Residential Typologies
- Promoting Active Travel and Public Transport



› **Structural Components of the Masterplan**



› **Unlocking Inclusive Growth**



› **Sustainability**



› **Delivery of Green and Blue Infrastructure**



› **A Complimentary Mix of Uses and Residential Typologies**



› **The Creation of Successful Public Spaces and Key Connections**



› **Promoting Active Travel and Public Transport**



Fig.3.1 View towards the Imperial War Museum from MediaCity. Source: site visit May 2023



STRUCTURAL COMPONENTS OF THE MASTERPLAN

The Framework presents an illustrative masterplan that represents one version of how the masterplan could look in the context of the vision, objectives and development principles of the Regeneration Framework and current commercial requirements. The Framework therefore serves to provide the backbone for the regeneration opportunity to guide the development of the masterplan to maximise beneficial outcomes, whilst retaining flexibility to ensure detailed development of each plot can be refined and respond to changing market conditions, design innovation and technical analysis over the course of the long term delivery period.

To guide the emerging masterplan there are a series of important components that form the backbone for the regeneration opportunity and should be key considerations at early design stages.

— Distinctive Neighbourhoods

Development proposals should be designed to positively contribute towards the future identity of each character area. In this regard building designs for each phase should address both the existing condition and future development potential for surrounding plots, within the context of the illustrative masterplan and character area development principles. The design of each building should therefore respond to the needs of existing and future communities, contribute towards the establishing a clear hierarchy of streets, enhance the network, function and quality of public spaces and active travel routes, with coordinated ground floor activation. Some buildings should be developed to be distinctive in their own right, either through detailed architectural design or scale, recognising the role they will play in delivering the overall height strategy and their contribution to wayfinding.

— Target Mix of Uses

The existing variety of uses across MediaCity and Quayside is one of its key strengths. Delivering a diverse mix of uses across the masterplan should continue to support a vibrant and successful town centre, although each Character Area is likely to have a predominance of particular uses to align with their distinct identity and functions.



Fig.3.2 The Lowry, a reference of a distinctive/iconic architecture



Fig.3.3 Media Piazza comprised by the BBC facilities

— Scale of Development

The target quantum are aligned with the policy aspiration to deliver a viable mixed use town centre that delivers high density residential development. Here is an opportunity for scale in this location and the site characteristics that support that. Furthermore, Salford Local Plans seeks to use land efficiently (Policy EF1: Efficient use of land), outlining that the density of development is a key in supporting efforts to minimise the need to travel and maximise the number of journeys made by more sustainable modes of transport such as walking, cycling and public transport. Policy CC1: Climate Change seeks to minimise carbon emissions through delivering density that makes the most of accessible sites. This is also outlined in Policy A2: Transport hierarchy and sustainable streets, and Policy A3: Walking and Cycling.

Whilst the quantum per use is likely to flex over the long term delivery of the masterplan to respond to evolving demands and site specific considerations, the Framework reflects an optimum relationship in view of strategic context and market dynamics to support the vision and strategic objectives whilst ensuring viability and therefore deliverability.

— Public Realm

Proposals should recognise the role of existing high quality realm and seek to enhance the existing provision. Building on the sustained success of the business ecosystem at Phase 1, there is an immediate opportunity to further invest in further animation and activation of the existing public realm including waterfront connections and associated retail provision and other activity. Within the new development area, the Framework will deliver a new generous public square at its heart, which is of a scale and form that characterises its role as a community focussed neighbourhood space.

— The Boulevard

Delivery of a pedestrian link between Broadway Metro-link, the public square and Media Park will be an essential component of the Public Realm Strategy as it will connect into the existing network of public spaces, maximise access to amenities and facilities across the Framework area and promote the use of sustainable transport.

— Structure and Hierarchy of Streets and Public Spaces

It will be important for a hierarchy of streets to be maintained across the masterplan to ensure building designs respond to the function of spaces at ground level, particularly regarding primary entrances, active frontages and back of house / servicing areas.



Fig.3.4 MediaCity Park, BBC studios in the distance

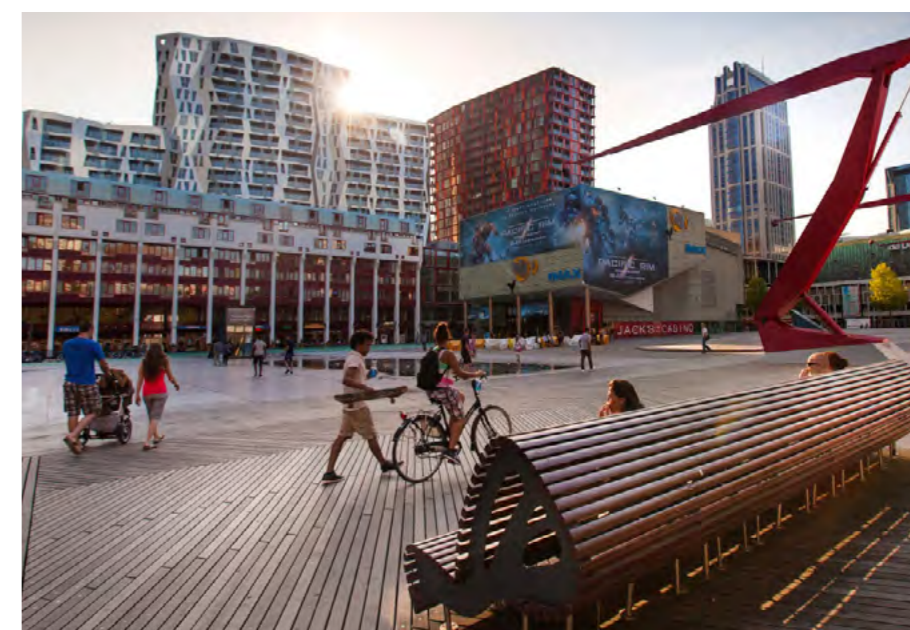


Fig.3.5 Square dedicated to pedestrians and cyclists



UNLOCKING INCLUSIVE GROWTH

The regeneration of Salford Quays has positively transformed the area as one of the Europe's most successful and iconic centres for media and production. The success of the area has created substantial numbers of new jobs, homes and economic growth for the local area and the city region. With the benefit of this platform and the future investment opportunity, it is crucial for future proposals to consider how they will contribute towards delivering a fairer Salford through inclusive opportunities for existing and future residents within and beyond the boundaries of the Framework Area. To unlock inclusive growth, proposals should consider how they will contribute to the following:

— **Creation of a Town Centre that prioritises Health and Wellbeing**

Delivering opportunities for recreational activities and play space, promoting active travel, connecting with the natural environment and meeting the healthcare needs of the future community.

— **Putting People at the Heart of the Framework**

Recognising that a sustainable, healthy and established community is the lifeblood of successful and vibrant places. Promotion of active community engagement, collaboration and participation throughout all stages of the planning process will be key to positively inform the shape the future masterplan.

Consideration should be given to including social infrastructure, where there is an identified need and where it is feasible and viable both now and in the long term.

— **Positively enhancing Framework Area Boundaries**

Proposals should explore opportunities to strengthen permeability and connectivity with existing and future communities through careful consideration of the hierarchy of streets and delivery of key strategic routes that connect with the wider area.



Fig.3.6 Vibrant Town Centre promoting active streets and businesses.



Fig.3.7 Vibrant Town Centre dedicated to the community.



— **Supporting pathways through education and employment**

The Framework Area already includes a range of educational providers, which should continue to be supported as an essential part of the mix of uses. Opportunities to strengthen connections and opportunities with commercial occupiers should be maximised. Consideration should be given to whether additional forms of education provision are required to support the growing community, such as early years care to support parents to get into work or progress careers.

— **Supporting start-up Independent Businesses**

As future commercial buildings and spaces are brought forward, consideration should be given to how they align with the objectives of a broader commercial occupier strategy for the Framework Area. To support a sustainable and inclusive economy, consideration should be given to including flexible commercial spaces or operational models that meet the needs of a range of businesses types and sizes, including those that support the delivery of accessible training and employment opportunities within the Media sector. This approach would seek to attract a diverse range of occupiers that will strengthen local identity and enhance the diversity and vibrancy of the area.

— **Delivering Homes of Choice, including a range of Tenures**

Residential accommodation should meet the growing needs of a varied and mixed community. Salford’s Local Plan provides a range of key policies relating to affordable housing, quality, type and tenure of residential accommodation to deliver inclusive, mixed communities and these will be expected to be addressed by future proposals.

— **Delivering Digital Infrastructure for All**

MediaCity already has one of the most advanced digital infrastructure networks in the country, which provides an exceptional platform to support future communities through access to the network, as well as using it to deliver innovative smart solutions to public spaces and infrastructure.

Future development proposals should capitalise on the unparalleled digital infrastructure across MediaCity to support the continued growth of the business ecosystem, as well as in response to the more flexible working patterns of today’s workforce.

Consideration should also be given to incorporating digital infrastructure into public spaces, where this can improve their use and function.



Fig.3.8 Safe streets for pedestrian and cycling travels.



Fig.3.9 Variety of homes and types of accommodation.



SUSTAINABILITY

Underpinned by sustainability objectives of the Salford Local Plan and the MediaCity Sustainability Strategy, future proposals within the Framework area should consider how they address the following overarching objectives:

1. Create opportunities for healthy and prosperous lives by delivering a thriving town centre.
2. Provide a flexible framework that adapts to the community's changing needs.
3. Promote highly sustainable and smart built environments.
4. Enable low-carbon development and energy-efficient buildings.
5. Regenerate and enhance existing habitats.
6. Invest in a high-quality public realm with a focus on green and blue infrastructure through increased biodiversity and the use of sustainable urban drainage.
7. Promote low carbon movement.

MediaCity not only looks to deliver a sustainable development with the above pillars, but also ensure the sustainable management of the built environment and open spaces.



Fig.3.10 Public spaces as an opportunity to regenerate and enhance existing and future habitats.



Fig.3.12 Promoting healthy environments and active travel.



Fig.3.11 Improving public transport



Fig.3.13 Promoting low carbon movement.



DELIVERY OF GREEN AND BLUE INFRASTRUCTURE

Green infrastructure plays a key role and value in delivering biodiversity, enhancing the distinctiveness and character of routes and spaces, and providing health and wellbeing benefits to existing and future communities. Future proposals should seek to maximise green and blue infrastructure opportunities to strengthen the connection of the Framework area and its future communities with the natural environment, whilst using it to respond to current and future environmental challenges.

Open spaces and the waterfront provide the opportunity to create strategically important stepping-stones through Greater Manchester's green and blue infrastructure. Future proposals should consider opportunities to improve the role of spaces in this context and contribute towards wayfinding that encourages exploration of the wider network, including Ordsall Park and Waterfront, Weaste Cemetery and the Irwell River Park.

Proposals should also explore opportunities to engage people as part of the green and blue infrastructure strategy, through natural play areas, outdoor education, grow spaces and outdoor culture and arts events.

Options to incorporate a variety of green and blue infrastructure solutions should be assessed to inform future development proposals. These could include:

— Biodiversity

- Future proposals should deliver at least 10% biodiversity net gain (BNG), and should explore opportunities to be informed by Salford's world-leading IGNITION Living Labs;
- Connecting new and existing habitats should be sought in the design of spaces to create and provide new movement corridors for nature;
- Planting will seek to incorporate native species that may be complemented by non-native wildlife friendly plants that are resilient to future climate change and reflect the rich history of the Quays as a global interchange.



Fig.3.14 Media Park as the predominant green space, an opportunity for planting and protecting existing habitats.

— Blue Infrastructure and Sustainable Urban Drainage

- Future proposals must develop an appropriate robust and sustainable drainage strategy to address flood risk issues, including critical surface water drainage requirements;
- In developing the drainage strategy, consideration should be given to the incorporation of Sustainable Urban Drainage Systems (SUDS) and their future Management, particularly regarding links into existing infrastructure at Phase 1, which has implemented a sustainable drainage system;
- Blue infrastructure is a vital resource for amenity, biodiversity and urban cooling.



Fig.3.15 Example of SUDS that incorporate biodiversity and landscape.



THE CREATION OF SUCCESSFUL PUBLIC SPACES AND KEY CONNECTIONS

A well-connected network of spaces should provide the foundation, from which future proposals will develop. Public spaces and routes should seek to provide opportunities for local residents, workers and visitors to interact with nature whilst ensuring that these spaces are both attractive and usable.

Future proposals should design and bring forward public spaces, connections and routes:

- To be at the heart of each character area, offering a range of accessible and inclusive uses for all members of the community;
- Including cultural and recreational interventions that contribute towards social infrastructure;
- To have their own function and contribute to the distinctiveness of each area, with a corresponding scale and form;
- To support the delivery of ground floor active uses;
- To deliver consistent high-quality design and wayfinding to unify each space with the wider Framework area, and;
- To be supported by a long term management strategy to maintain the quality of spaces.

The design of public spaces and key connections should

include a range of hard and soft landscape treatments appropriate for the function of each space and the identity of the character area. Hard landscape solutions should be robust and durable, whilst soft landscape should be carefully considered to enhance biodiversity (using native species) and create welcoming and usable spaces throughout the year.

— Maximising the Waterfront

The Waterfront is one of the most distinctive features of the Framework area, which provides a unique opportunity for future proposals to maximise the environmental, cultural and wellbeing benefits associated with this natural asset. Here are also opportunities to create landmark buildings here, in line with this Regeneration Framework, the Local Plan and through detailed technical assessments as part of planning proposals.

From an environmental perspective, proposals should seek to positively contribute to blue infrastructure at all scales. This may include creating or enhancing public spaces that strengthen the Framework's relationship with the waterfront through activity or features, or may require on-site sustainable urban drainage.

From a cultural perspective, the historic importance of the Quays should be maintained and celebrated. Whilst a lot of the original historic fabric has been lost, the Framework



Fig.3.16 MediaCity waterfront as it is today



Fig.3.17 Example of an attractive waterfront

is fundamentally shaped by the Quays, which played a significant role wider region's industrial past. Future proposals should consider opportunities to enhance visual and physical connections with the waterfront to maximise the enjoyment of the asset.

In respect of wellbeing, the Quays already provides a network of pedestrian and cycle friendly routes along the water's edge. These are key features of the Framework's hierarchy of streets, as they serve as essential infrastructure to facilitate the growth of active travel networks. Future proposals should seek to enhance waterside routes through improving activation, wayfinding and connections.

— Landmark Building and Vistas

The starting point for considering the location of tall buildings should be the heights strategy included within this Regeneration Framework, although this is not prescriptive and alternative locations for tall buildings may be justified if aligned with the objectives of the Framework.

All landmark buildings should support strong and compelling townscape principles that positively contribute towards the masterplan and the way in which they positively support creation of distinct and attractive character areas. For example, landmark buildings may be appropriately located at gateway locations, key junctions,

or where they seek to terminate key vistas, deliver improved public realm and enhance wayfinding.

Where mid-rise landmark buildings are located in prominent locations, (for example, Plot D5), the design development process should explore the feasibility of delivering a more distinctive architectural form and aesthetic to maximise their contribution to the quality and local identity of the built environment.

— Wayfinding and Signage

Wayfinding and Signage Strategy should be developed to underpin future development proposals. The Strategy should support the delivery of a holistic, coordinated and consistent approach to wayfinding and signage to support placemaking and local identity. Future landscaping and development proposals should adhere to the overarching Wayfinding and Signage Strategy.

Appropriate signage and mapping should be provided along key connections and routes, within public spaces and at public transport nodes to enhance wayfinding across the masterplan area and behind.

Future proposals should explore opportunities to incorporate unique design features within the landscaping and built form, as appropriate, to support legibility and wayfinding.

Features such as planters, trees, water features, art and sculpture should be considered to support wayfinding. Alongside this, future proposals should consider opportunities to incorporate curated lighting and seating to create a welcoming space that encourages social interactions, staying and playing.

Future proposals must consider wayfinding solutions for users with visual, mobility and other limitations to ensure that spaces and routes are legible for all. This should seek to support all users in safely and confidently navigating the network of spaces within and beyond the masterplan.



Fig.3.18 Informative banner in MediaCity

— Active Frontages to Support Vibrancy and Vitality

Future proposals should seek to deliver active street frontages where this is aligned with the hierarchy of streets and will positively contribute towards the place-making objectives of the Framework.

Active frontages along primary routes are anticipated to predominantly comprise retail or food & beverage uses (F&B) or, where such uses are not appropriate, active frontages can still be maximised through good design e.g., the position of residential / commercial entrances and windows.

Main building entrances should usually be located on primary routes, with servicing and waste activities being directed to secondary routes. This should promote the vibrancy of streets and provide passive surveillance.

Residential amenity spaces such as residents lounges, workspace, leisure facilities will also be able to successfully deliver active frontages.

Future retail and F&B provision should be curated as part of a wider Commercial Retail Strategy for the Framework, which will periodically reviewed to ensure provision responds to changing occupier and customer demands.

To maximise continued occupation and the positive contribution of active frontages to each area, retail units should, where possible, be designed to be flexible and be capable of responding to changing occupier demands and the continued evolution of the sector.

Whilst active uses have the benefit of maintaining vibrant streets across the daytime and evening, careful consideration should be given to operational hours and the location of any noise generating uses, to avoid impacting the amenity of nearby sensitive uses.



Fig.3.19 Active frontages at Green Street



Fig.3.20 Frontages that are less active, landscape proposals create an opportunity to enhance its vibrancy.



Fig.3.21 The Lowry as a destination

— Meanwhile Use Strategy

Recognising the long term nature and scale of the regeneration programme at MediaCity, meanwhile temporary uses will be an essential part of establishing the identity of each area. Opportunities should be taken to deliver meanwhile or temporary uses, outside of the larger scale events calendar, as they will facilitate ongoing regeneration, including economic and social activity, with a particular focus on the local community.

Opportunities to provide the temporary meanwhile use of buildings or land for a socially beneficial purposes or recreational uses should be explored, as these will positively contribute towards inclusive growth and wellbeing of the community.

Temporary ‘meanwhile’ uses should enable low cost and low risk opportunities for small enterprises, businesses or community groups to have a high-profile space and engage with the local community. They can bring vacant land and properties back into use and help contribute to a better physical and social environment. The vision for meanwhile uses at MediaCity is wide-ranging including food, leisure, retail, recreational and wellbeing activities.

Meanwhile uses should positively contribute towards public spaces that are light, safe and accessible; and which are designed to be appropriate for the duration and context of the use.

Meanwhile uses may fall into the following categories amongst others:

- The Arts: Accessible and engaging programming with cultural significance from across the arts;
- Visual Arts: Exhibitions and installations including public sculpture, exhibition of painting and photography and projected installations;
- Literary Arts: Poetry events, writing circles, book launches and collaborations with the local literature community;
- Performance arts: Live music events, street theatre, dance and film screenings;
- Food and Drink: A range of food and drink events e.g., cookery demonstrations, Street Food Events, Beer Festival, fresh produce markets;
- Sport and Recreation: Temporary skate park, play spaces and pocket parks, exercise and dance classes, screenings of major sporting events;
- Bicycle Events: Pedal powered events, bicycle maintenance classes, bike swap and sales etc.
- Running events: Exploring links with the existing calendar of high profile running events taking place in Manchester and Salford;
- Local Interest Events: Linking with existing major city centre events;
- Pop up Cinema: Seasonal community movies.



Fig.3.22 Example of a vibrant town centre with pop-up activities and meanwhile uses.



Fig.3.23 Temporary events, attracting visitors and locals.



A COMPLIMENTARY MIX OF USES AND RESIDENTIAL TYPOLOGIES

— A Complimentary Mix of Uses

The distinctiveness of each Character Area will be largely driven by the delivery of a predominant use, such as commercial in Media Quarter; residential in the Living Hub; and cultural and retail uses in Quayside. However, it will still be essential to incorporate a diverse mix of uses across all Character Areas, as this will serve as a key component of creating an attractive and vibrant neighbourhood that meets the needs of all members of the community. Within this context, the illustrative masterplan identifies a range of opportunities to introduce mixed use plots in appropriate locations within each Character Area. This will respond to demands of the business and residential communities as the Framework area develops.

The majority of new residential development will be delivered within the Living Hub, which will provide homes of choice to support the creation of new sustainable and healthy community. Additional residential plots are likely to be appropriate within Quayside area, as this will positively contribute to the mix of uses and vibrancy of the character area.

The Illustrative Masterplan identifies a number of ‘mixed use’ plots along the south and western areas of the Living Hub. The location of these plots presents the opportunity to be more flexible due to them serving as a transitional zone between the commercial characteristics of Media Quarter and the predominantly residential character of the Living Hub. The predominant use will depend on market demand at the point at which they are brought forward.

Future proposals should consider the location, quantum and size of ground floor leisure and retail units, within the context of an overarching a Commercial Occupier Strategy for the Framework Area. Active retail frontage should be aligned with the hierarchy of streets to generate and steer footfall, and guide noise generating activities away from residential buildings or other sensitive uses.

The design and flexibility of retail units should seek to maximise the potential to attract independent businesses and to provide grow-on space to enable these businesses to establish a long term home in the Framework Area. It is envisaged that the delivery of a covered area could host temporary markets that will provide a vibrant trading opportunity for independent start-ups, whilst pavilions and a range of retail unit types and sizes within buildings are intended to provide the appropriate grow-on space to support a sustainable retail ecosystem.

Some larger retail units will need to be delivered, where there is an identified need for convenience shopping, to support the residential community. Associated servicing and waste arrangements should not compromise the quality of public spaces and should respect the need to maintain residential amenity for existing and future plots.



Fig.3.24 Example of an area of a diverse mix of uses.



Fig.3.25 Example of a square with multiple uses and a variety of uses.

— Residential Typologies

Delivering a range of high quality, affordable and accessible, energy efficient and future proofed homes will be the building blocks of creating a long term sustainable and mixed residential community. Opportunities to deliver high density residential development across the Framework Area would maximise the level of regeneration to be provided, whilst allowing for the efficient use of land, as supported by the Local Plan. To create a sustainable mixed community for the area, it will be important for the a range of residential accommodation tenures to be brought forward by future proposals.

Within this context, new residential development within the Framework area must demonstrate that the scheme will deliver high quality homes, as required by the Policy D1 – D7 of the adopted Salford Local Plan: Development Management Policies and Designations.

Future residential proposals should ensure that public realm and open green space provides a range of accessible, safe and inclusive spaces, which caters to the needs of an inclusive and diverse community. This should provide opportunities for all members of the community to stay, place and interaction, fostering social interactions and community cohesion.

Opportunities to introduce a variety of heights to the skyline should be explored to deliver a rich urban grain that supports architectural quality and expression, whilst responding to site specific environmental considerations

to create attractive and welcoming open spaces. New development should have regard to privacy, microclimate (wind, sunlight, daylight, overshadowing), noise, refuse management, safety and vehicular movement for example are maximised. This will need to be tested and demonstrated through specific studies that are prepared and submitted in support of detailed applications as they come forward pursuant to the Framework. Future proposals should also achieve appropriate separation distances and avoid north facing single aspect units to protect amenity, ensure privacy and enhance sunlight and daylight penetration.

Development proposals will be expected to be delivered in accordance with the Salford Local Plan.

— Human Scale and the Urban Grain

The Framework is an essential component of guiding the creation of an accessible, attractive and inclusive town centre. Central to the success of the town centre will be the people who live, work and visit the area and future proposals must therefore seek to create attractive, vibrant, permeable and human scale spaces. Variety in architectural rhythm and block form must contribute to a varied skyline, and create opportunities to deliver a higher quality series of spaces for pedestrians and cyclists to enjoy.



Fig.3.26 Example of ‘finer grain’ buildings (mid-rise) to achieve a human scale.



Fig.3.27 Example of diverse residential typologies and architecture.



PROMOTING ACTIVE TRAVEL AND PUBLIC TRANSPORT

— Promoting Active Travel

The masterplan should seek to promote active travel, such as walking and cycling, in several ways:

Integrated network: the masterplan should continue to develop a well-connected and comprehensive active travel network. This network should consist of pedestrian-friendly pathways, cycle lanes and shared spaces that prioritise the safety and convenience of active travel. It should connect key destinations, such as the metro-link stations with each of the Character Areas and link with onward connections beyond the masterplan area.

Infrastructure Investment: The masterplan should seek to enhance the existing infrastructure, which may include delivering dedicated cycle lanes, providing mobility hubs, car clubs, cycle parking, enhanced accessible pedestrian routes and contribute towards improved links to/from the City Centre and rail stations.

Safe and Accessible Design: Active travel infrastructure should be designed with safety and accessibility in mind. This will include signage and appropriate lighting. New or enhanced routes will need to consider safety for all users and ensure adequate space and design supports a range of users and does not create conflicts.

Travel Plans: Future proposals should be supported by Sustainable Travel Plans that are aligned with a strategic and well-coordinated approach to promoting active travel across the Framework Area and beyond.

— Public Transport Integration

The masterplan should encourage seamless integration between active travel and public transport systems. This could involve providing cycling and walking infrastructure near public transport hubs, ensuring easy access routes are provided and supporting initiatives that encourage multi-modal journeys, such as bike hire provision and bus stops.

Opportunities to contribute to improved links to the City Centre and rail stations should also be promoted.

— Parking

The masterplan should seek to maximise the efficient use of existing parking provision.

Opportunities exist to promote the expansion of car club provision which provides an effective means of reducing private car ownership and associated parking. The masterplan provides an opportunity to review the existing and permitted parking totals that were previously promoted based on travel assumptions by private car which have not been in practice.

The continued trend in reduced car travel in favour of active travel, public transport and increased work from home characteristics should be exploited within the masterplan.



Fig.3.28 Example of Green Streets that allow spaces for recreation, walking and cycling.



Fig.3.29 The MediaCity MetroLink station and the cycling infrastructure provide great alternative modes of transport

— **Designing In Waste and Servicing**

Careful consideration of waste and servicing arrangements through design and operation of proposals is of fundamental importance to maintain the quality of key public spaces and routes, as well as residential amenity. To achieve this, fronts and backs of buildings must be considered in the context of the hierarchy of streets and network of spaces, within back of house areas incorporated within buildings. Where waste and deliveries are required, consideration should be given to the proximity of sensitive uses to minimise potential impacts on amenity.

Where appropriate, the existing highways network should be reviewed and rationalised as part of future proposals to enhance development plot layouts, improve public spaces and enhance the pedestrian environment.

In developing the hierarchy of streets and servicing arrangements, consideration should be given to identifying an effective standardised approach to waste and servicing arrangements across the Framework area, as this will facilitate the ability of refuse collections and deliveries to efficiently undertake their roles.



Fig.3.30 Servicing arrangements should be designed strategically to avoid disturbances in the public space.



Fig.3.32 The design of waste and servicing routes should not affect the design and quality of the pedestrian environment.



Fig.3.31 Streets of pedestrian priority that allow access to residents and servicing only, should be clearly designated and signalled to avoid rat run.



Fig.3.33 Changes of pavement, bollards, signage among other strategies could help in establishing hierarchies.

ILLUSTRATIVE MASTERPLAN

Content

- Key Moves
- Development Zones
- Indicative Land Use Distribution
- Indicative Ground Floor Uses
- Massing and Height Strategy
- Hierarchy of Streets
- Illustrative Masterplan

The illustrative masterplan represents an interpretation of the vision, objectives and development principles of the Regeneration Framework, whilst also addressing current market demand. The illustrative masterplan provides flexibility to ensure the detailed development of each plot can be refined and appropriately respond to changing market conditions, design innovation, local needs and technical analysis over the course of the long term delivery period.

The following section summarises how these components have developed through this approach, progressing through a logical set of masterplanning moves to identify a vision of potential forms and functions for the future Framework Area.

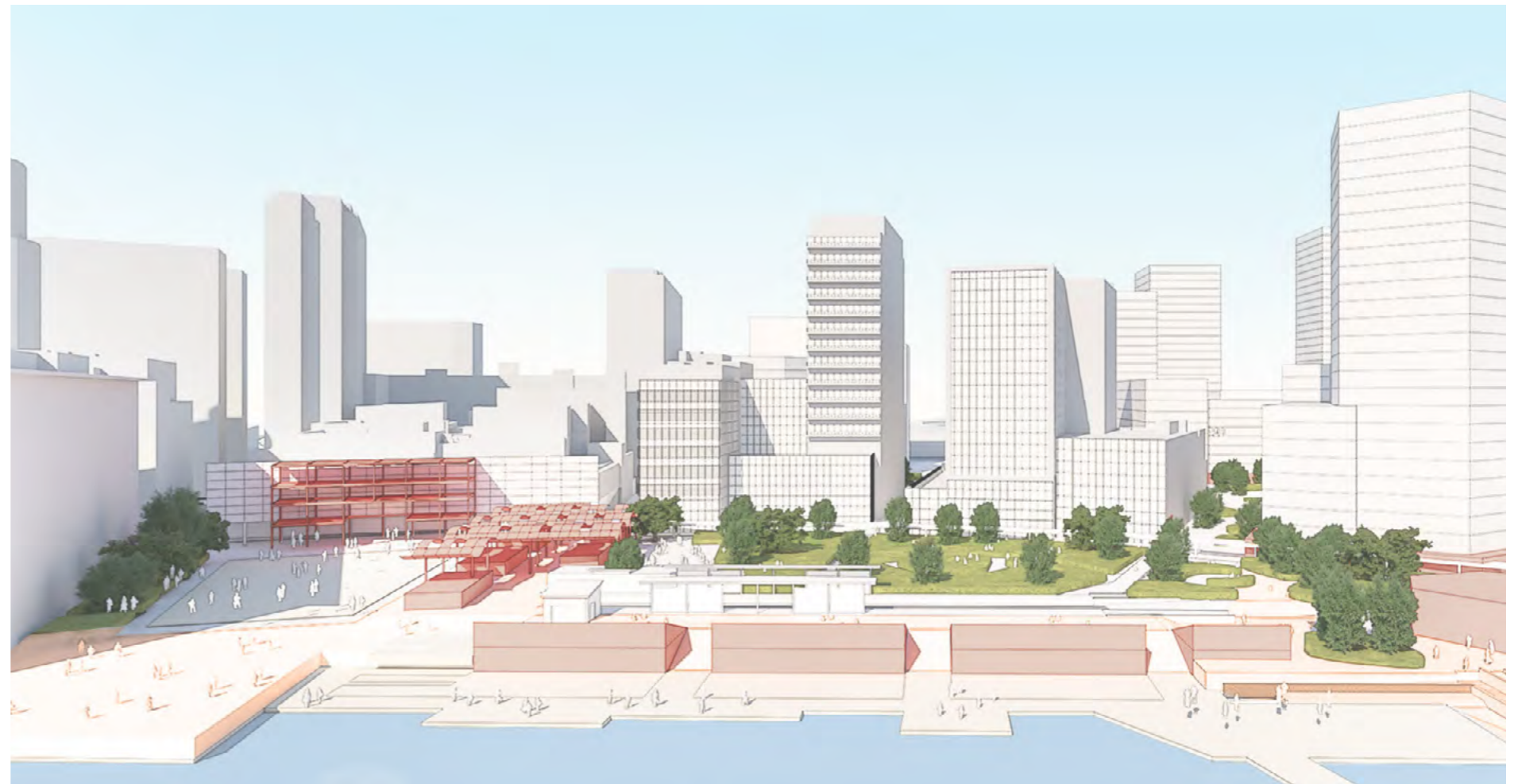
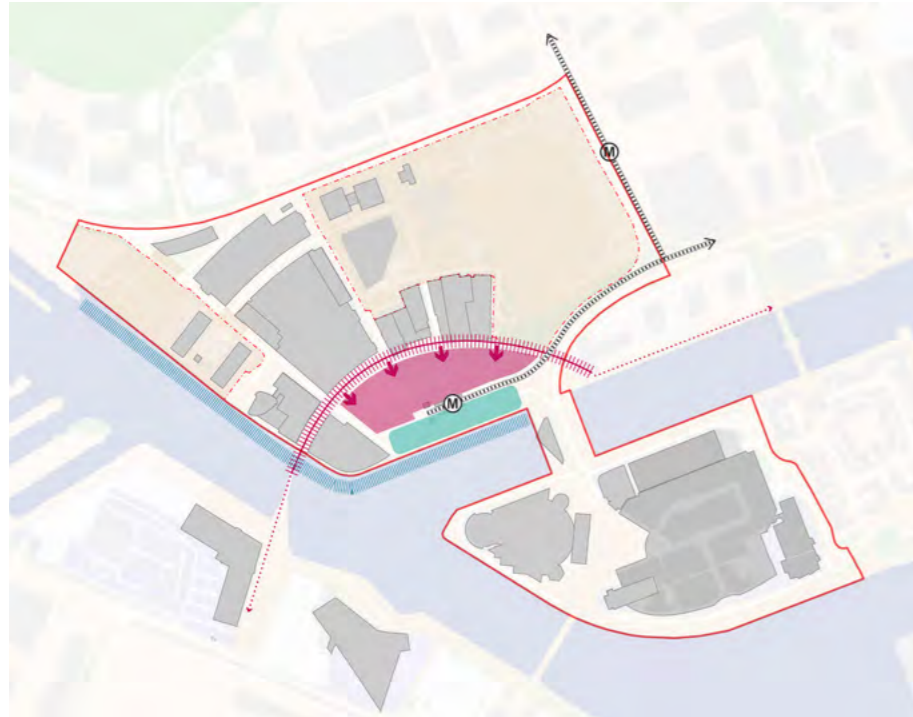


Fig.3.34 View towards MediaCity with the indicative new development



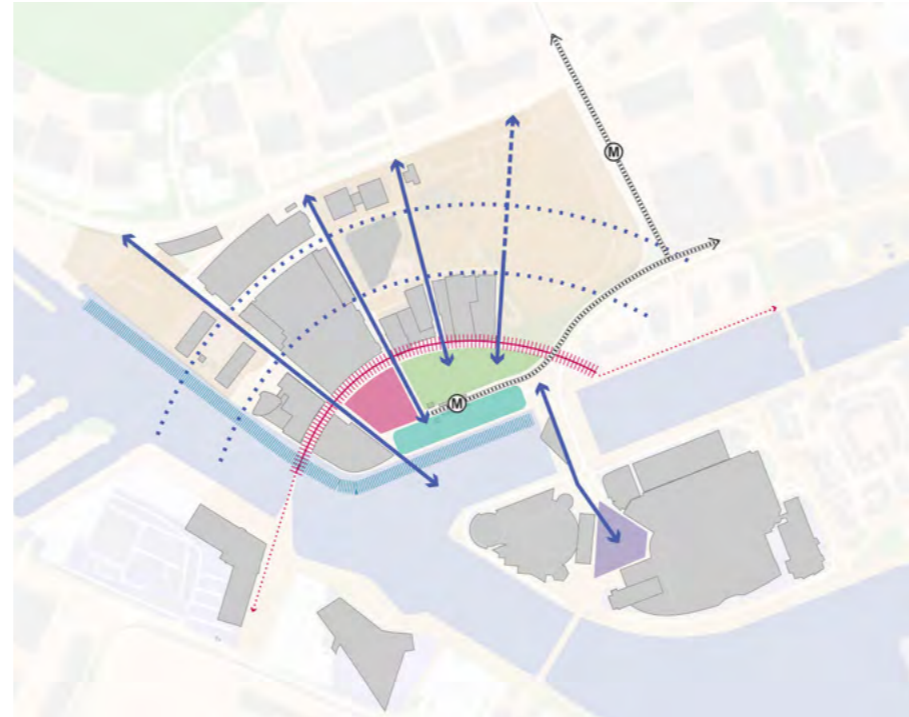
Fig.3.35 View of the Regeneration Framework Area with the indicative new buildings

KEY MOVES



1. Water at the Heart

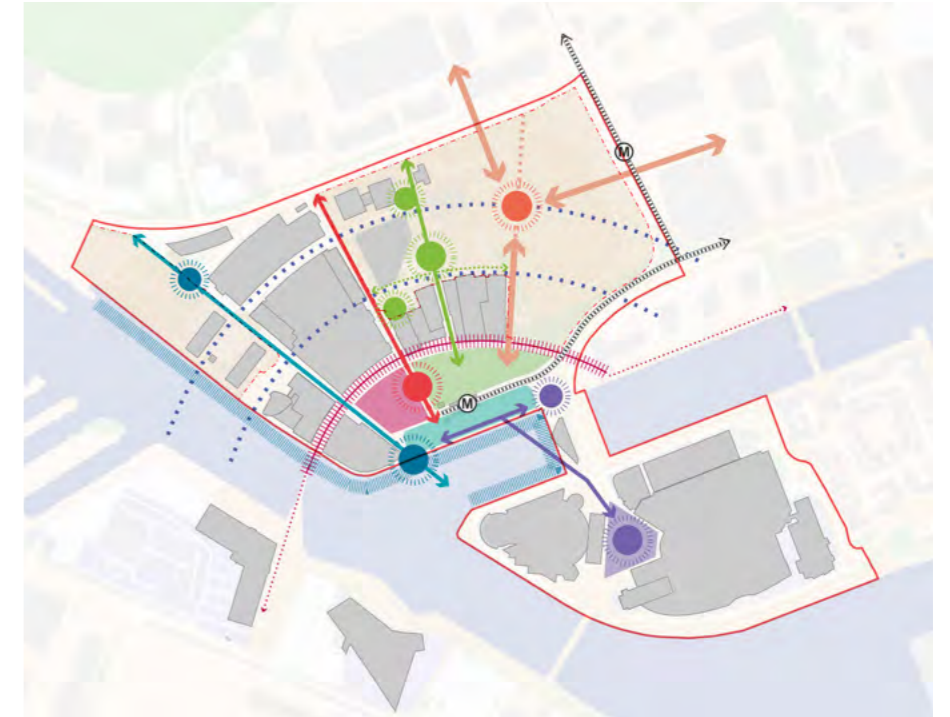
The waterfront is essential to the site's identity. It is placed at the heart of the development to emphasise the waterfront's historical value and character. The scheme brings the water closer to the main outdoor spaces of the masterplan (the Media Piazza and Media Park) through an active boardwalk and bridge to the Lowry. The aim is to provide a vibrant and dynamic public space that brings people together along the water's edge.



2. Radial Masterplan

The original masterplan's radial character highlights the water's role as all streets come together in the Media Piazza, Media Park and Boardwalk. This SRF builds on this concept to preserve the role of the water as a welcome point and destination of all connections.

The SRF encourages the recognition of the original Radial Masterplan through the configuration of the new development plots and/or the building orientation to key public spaces.

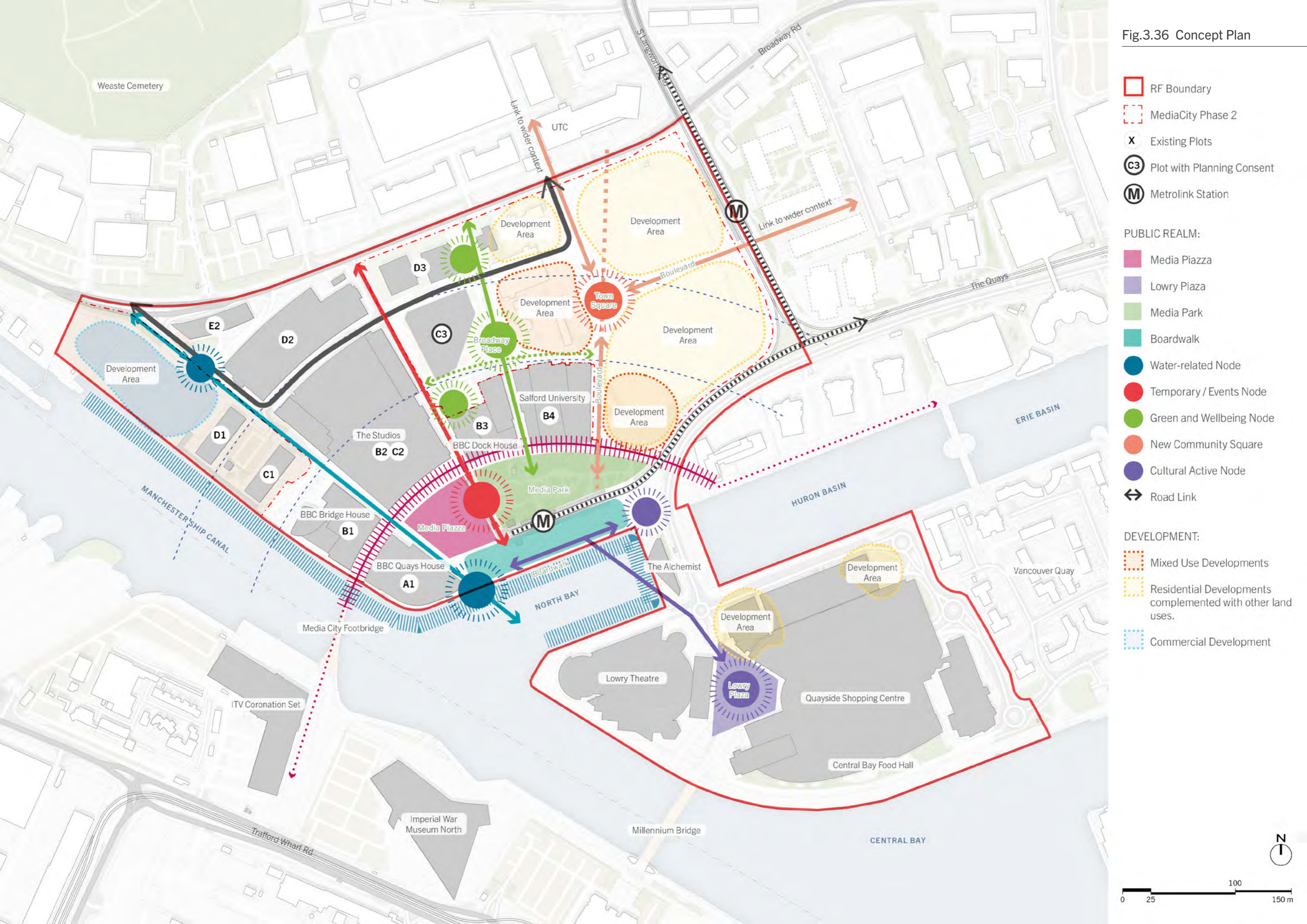


3. An Interconnected Network of Public Spaces with Hierarchy and Identity

The radial masterplan evolves into a connected network of streets and places that forms the basis of the Town Centre, providing destinations not only for the locals but also for the wider Salford community.

The network is vibrant, provides an identity and improves wayfinding through a clear hierarchy and functions: at the intersection of the primary structuring elements, active nodes are defined and characterised by adjacent land uses and activities. New key connections are identified to promote pedestrian and cycling flows to/from surrounding districts and nearby primary open spaces.

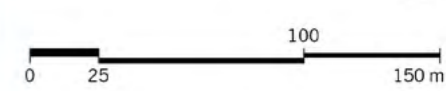
Fig.3.36 Concept Plan



- RF Boundary
- MediaCity Phase 2
- X Existing Plots
- C3 Plot with Planning Consent
- M Metrolink Station

- PUBLIC REALM:**
- Media Plaza
 - Lowry Plaza
 - Media Park
 - Boardwalk
 - Water-related Node
 - Temporary / Events Node
 - Green and Wellbeing Node
 - New Community Square
 - Cultural Active Node
 - ↔ Road Link

- DEVELOPMENT:**
- Mixed Use Developments
 - Residential Developments complemented with other land uses.
 - Commercial Development



DEVELOPMENT ZONES

Development Zones

The new development areas present an opportunity to densify and create a vibrant mixed use neighbourhood constituted by the following principles:

- Zone 1, to the west of the site, has potential to extend the existing Media cluster and benefit from its waterfront location.
- Zone 2, to the north of the site and facing Broadway Road, brings opportunities for new residential aligned with the new High Definition towers in D3.
- Zone 3, to the east of the site, constitutes the larger extent of land with development opportunity within the SRF. However, this zone is likely to be divided into different plots to enable the delivery of a new community square and key pedestrian links that connect the network of spaces from Media Park through the new square towards Broadway Metrolink.
- Other development opportunities are identified in the Quayside area which will contribute to the regeneration and increased vibrancy of the Lowry and Shopping Centre.

Figures below illustrate indicative plot layouts that could be contained within the defined development zones.

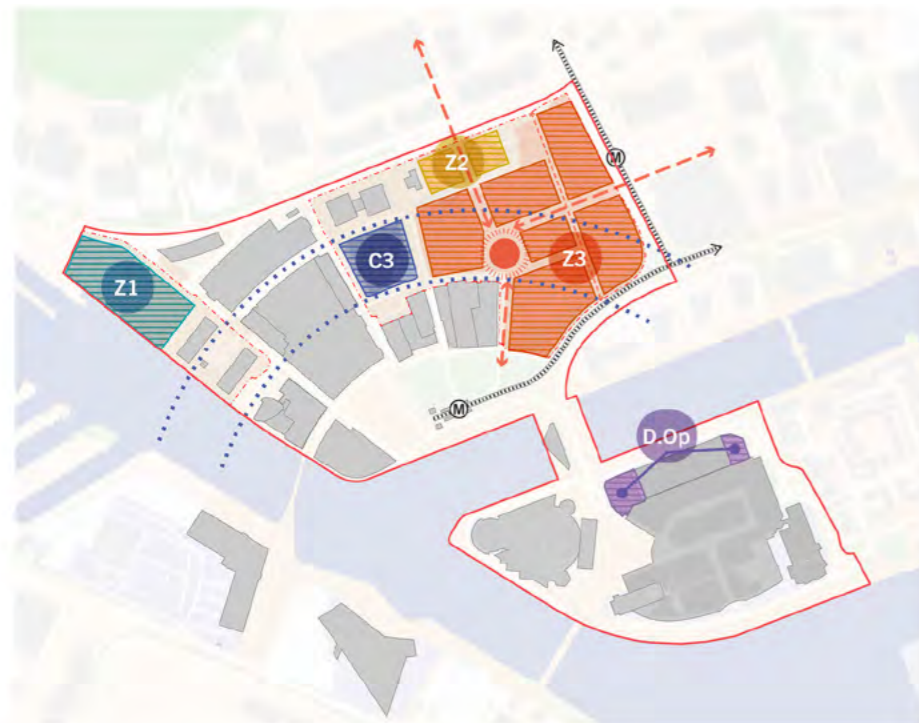


Fig.3.37 South Square

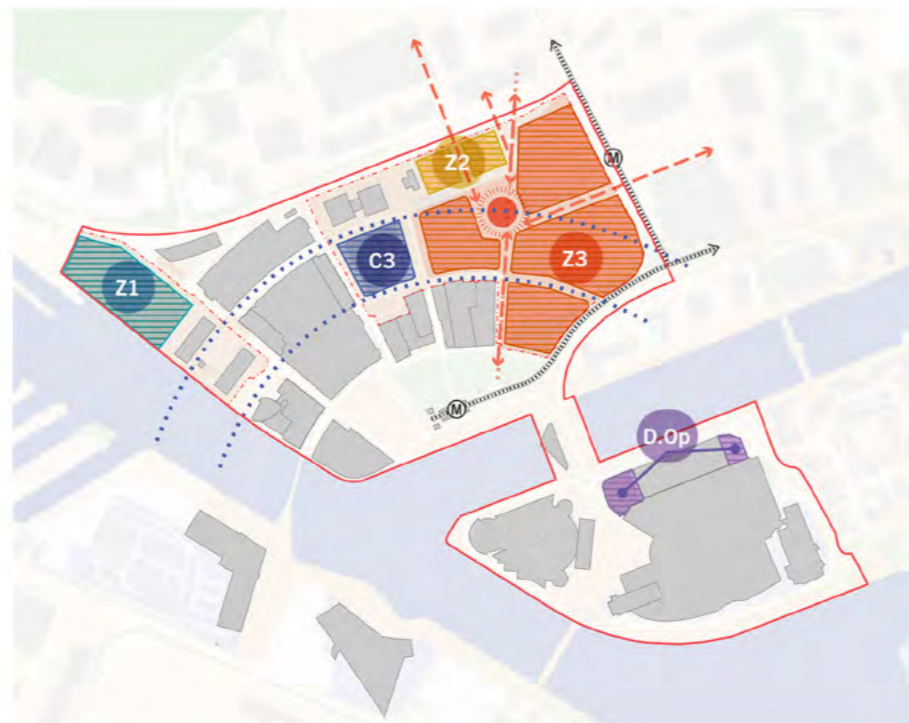


Fig.3.38 North Square

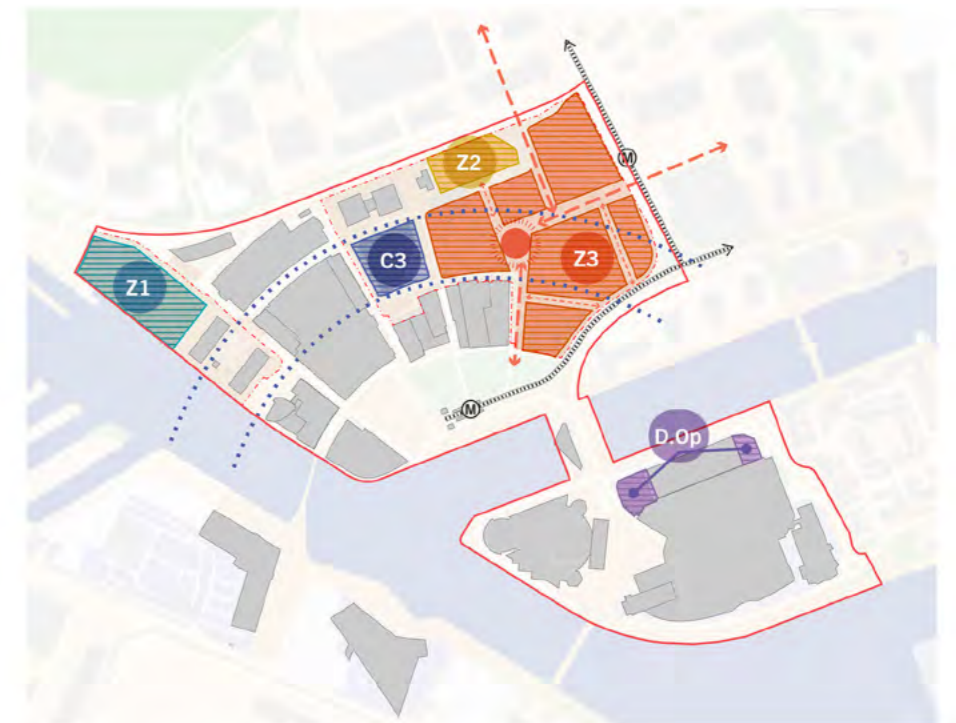
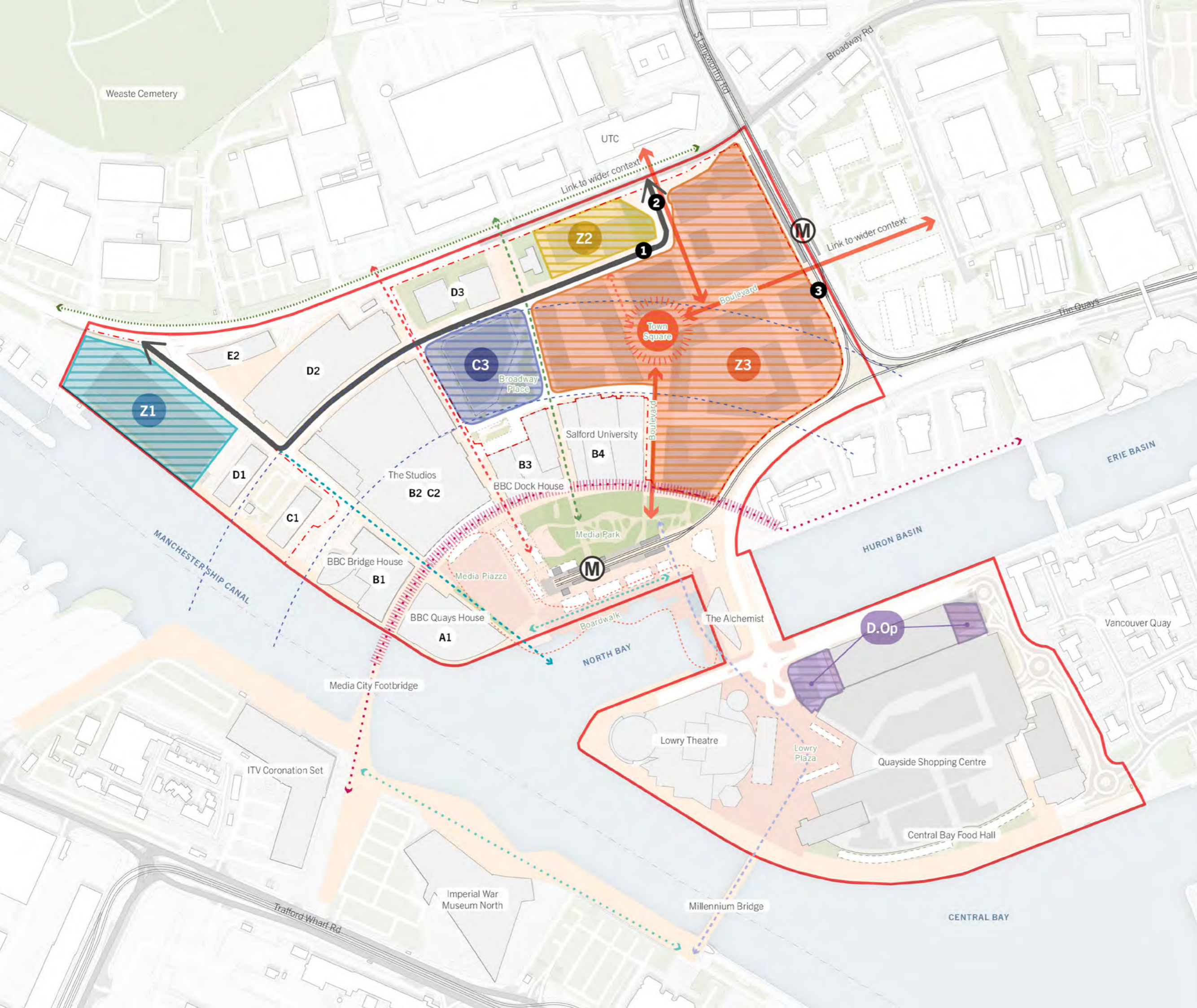


Fig.3.39 Central Square

Fig.3.40 Development Zones



- RF Boundary
- MediaCity Phase 2

Development Areas:

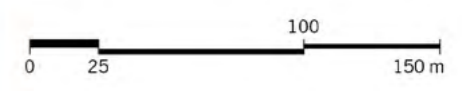
- Zone 1
- Zone 2
- Zone 3
- Plot with Planning Consent
- Development Opportunities (D.Op)

Public Realm:

- ↔ Pedestrian Links
- ⋯ Green Street / Crescent
- ⋯
- ⋯
- ⋯

Technical considerations:

- ↔ Road Link
- ① Alignment of Red Street
- ② Future junction between Red Street and Broadway Rd
- ③ Offset to MetroLink



INDICATIVE LAND USE DISTRIBUTION

This RF aims to create a vibrant and thriving town centre, and therefore the framework promotes variety of land uses and active ground floors. The creation of a mixed-use neighbourhood promotes:

- Safe and active streets throughout the day and evening;
- A vibrant blend of uses that attract a more diverse range of occupiers, residents and visitors to the area; and
- An adaptable town centre that can meet commercial and community needs in the same area.

As indicated in the Salford Local Plan, the Quays area is within one of Salford's town centres, and therefore, should meet the majority of the everyday needs of Salford's residents for shops, other main town centre uses and facilities. The Local Plan notes that MediaCity provides a significant opportunity to further expand, diversity and complement the existing main town centre use offer at Salford Quays.

The Illustrative Masterplan has identified potential locations for retail provision. As outlined in the Salford Local Plan, relevant uses in towns will be managed in accordance with the town centre policies TC1 to TC4. Policy TC1 states “an emphasis on taking advantage of the unique character of the centre and delivering a diverse range of uses that supports its vitality and viability” should

be considered in town centres. Future proposals should therefore seek to achieve this when considering retail provision.

The land uses are distributed as follows:

- E1 has the potential to extend and complete the Media cluster and therefore is identified for commercial / studio / parking uses;
- C3 has planning permission to deliver an office building, including a high quality landscaped area;
- The plots to the east of the site D4+E5, C4, C5, C6 and D6 have the potential to create a new residential community centred around a new square and boulevard that will key to the neighbourhood character the Living Hub. Other complementary land uses, such as retail, F&B and community space to meet the needs of the residential community would be expected to deliver active frontages and bring animation to streets;
- Plot D5 is mixed use, as this will bring activity to the square at other times of the day and introduce a more diverse mix of people to the square. It can host multiple uses such as educational, office, hotels, residential, community, F&B and retail;
- Plot B5 completes the mixed-use offer and active frontage to Media Park crescent. The Plot is considered to be appropriate for a range of uses

including office, residential, and / or hotel, alongside retail, F&B or community uses on the ground floor;

- The plots to the south bring new opportunities to intensify and regenerate the Quayside area, complementing the existing cultural and retail character with new residential and mixed-use opportunities, such as education, F&B and retail.

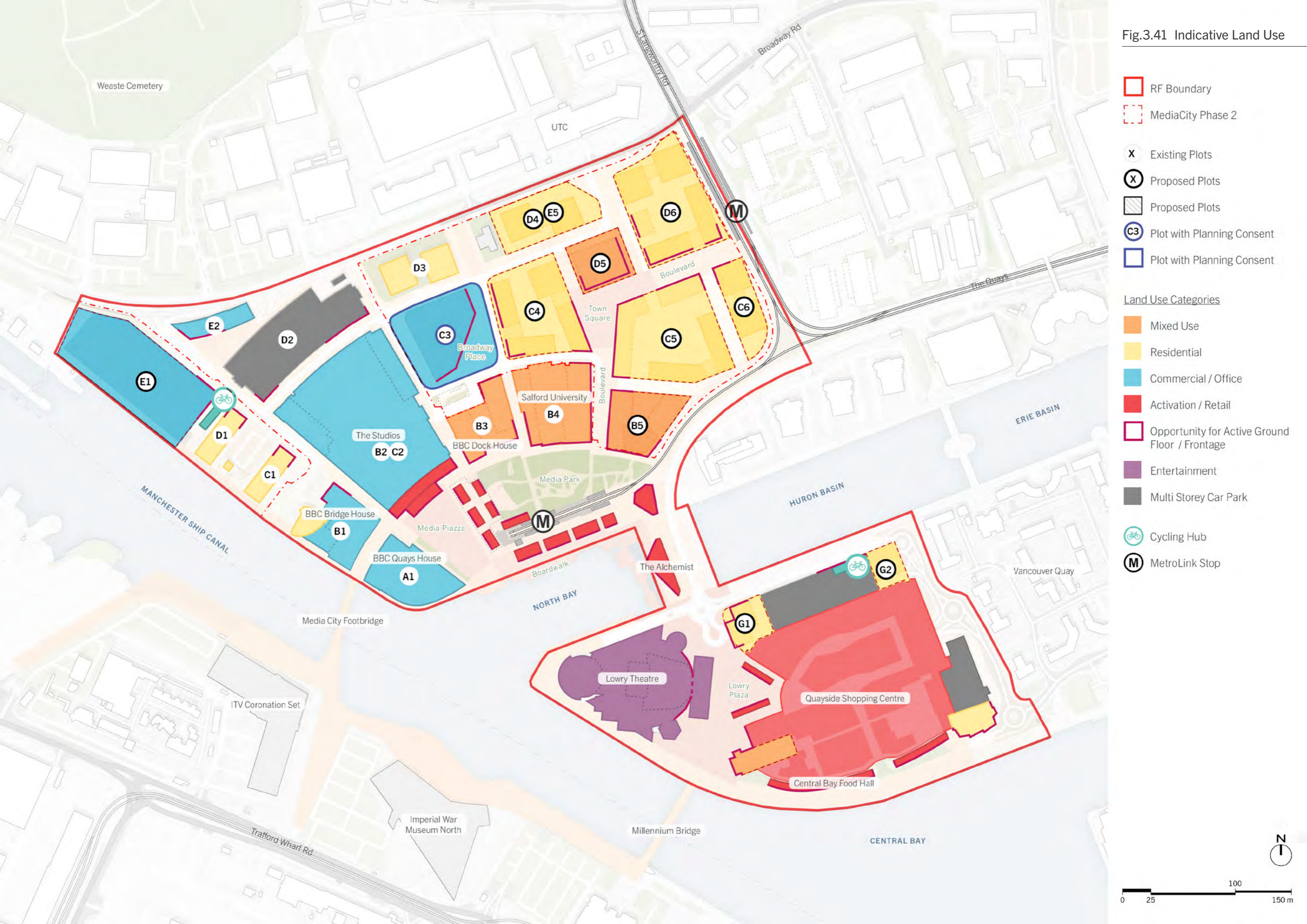
Beyond these developable plots, the Regeneration Area aims to deliver a large amount of Public Realm. This includes improvements to the existing open spaces and the creation of multiple activation pavilions, illustrated in red in the “Fig.3.41 Indicative Land Use”.

Based on the illustrative masterplan, the framework area has capacity to deliver the following quantum of development per use:

- Commercial / Office: 75,000 sq. m (GIA)
- Residential dwellings: 3,200
- Retail / Leisure: 8,000 sq.m (GIA)
- Hotel: 300 beds

There may be scope for inclusion of other uses that align with the policy objectives for the town centre, although this will be subject to further consideration of each plot.

Fig.3.41 Indicative Land Use



- RF Boundary
 - MediaCity Phase 2
 - X Existing Plots
 - X Proposed Plots
 - X Proposed Plots
 - C3 Plot with Planning Consent
 - C3 Plot with Planning Consent
- Land Use Categories**
- Mixed Use
 - Residential
 - Commercial / Office
 - Activation / Retail
 - Opportunity for Active Ground Floor / Frontage
 - Entertainment
 - Multi Storey Car Park
 - 🚲 Cycling Hub
 - M MetroLink Stop



INDICATIVE GROUND FLOOR USES

Following the development principles, the SRF highlights the aim to create active frontages that will support the vibrancy and vitality of the place. Future proposals will promote active frontages along primary pedestrian links and public spaces.

The ground floor uses could include retail, community services, leisure, among other live-working uses. The uses are distributed in four distinctive areas that are classified following the users they provide:

- For the Working Community. Services in this area will respond to the needs of the working community: cafe, bike hub, special store, warehouse store among other retailers;
- For the Resident Community: Services in this area will provide the daily needs and services for the neighbourhood. This could include convenience stores, off-license, cafe, restaurant, local retailers, special grocery and fruit retailers, library, co-working space, barber shop and hairdresser, nursery, etc.;
- For All: The Waterfront and Gateway comprises uses and activities that are inclusive for all, targeting residents, workers and visitors. It is the central core and arrival point where all users meet;
- Central Services: The Community and Culture Hub will be a central area for community services, retail and culture, these will serve the residents, employees and visitors of the area. The quayside will remain the built form of the Town Centre.



Fig.3.42 Example of services for the working community



Fig.3.44 Example of activities for all



Fig.3.43 Example of services for the residents



Fig.3.45 Example of central services for the wider community.



Fig.3.46 View of BBC buildings and Media Piazza

MASSING AND HEIGHT STRATEGY

This framework promotes the use of various building typologies: low-rise, mid-rise and high-rise.

- The low-rise buildings frame open spaces and provide a human scale;
- Mid-rise buildings create compact neighbourhoods that ensure efficient use of land while still offering a streetscape where people feel comfortable;
- High-rise buildings are landmarks - they are visible from further away and are part of the skyline, defining the place's identity. There are certain tall buildings that are visible from the focal point, the Lowry, centre of the original radial masterplan. These constitute critical masses that ensure the vibrancy and success of the area.

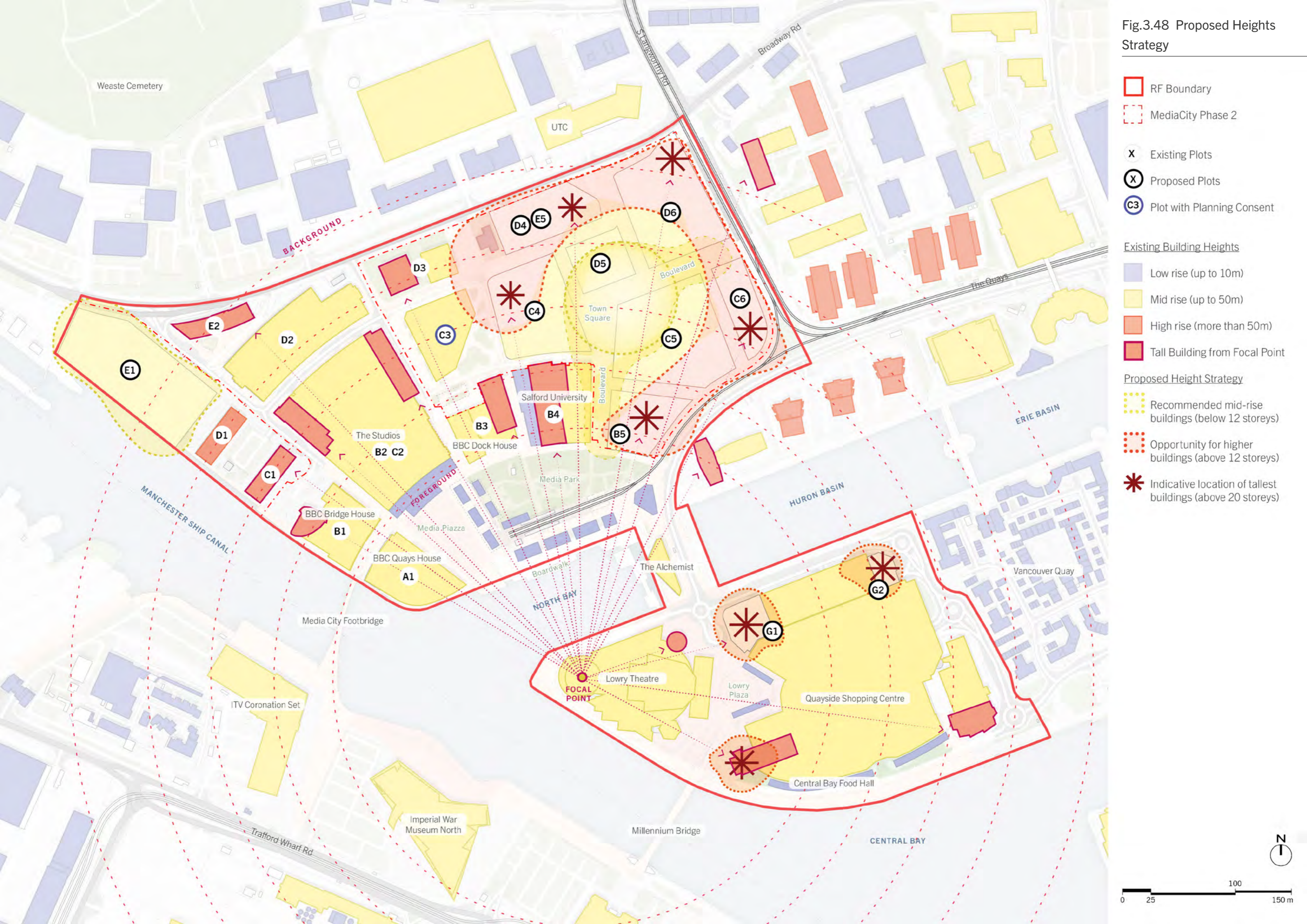
This massing and height strategy is based on the following principles:

- General massing and height arrangements follow the radial and concentric masterplan configuration;
- New development will be predominantly mid-rise around the town square with high-rise opportunities towards the edges of the developable areas;
- Opportunities for tall building are identified in certain locations, providing a gateway into the development and highlighting relevant areas of the masterplan.



Fig.3.47 Axonometric of the proposed context (including planned developments) highlighting high-rise buildings

Fig.3.48 Proposed Heights Strategy



- RF Boundary
 - MediaCity Phase 2
 - X Existing Plots
 - X Proposed Plots
 - C3 Plot with Planning Consent
- Existing Building Heights
- Low rise (up to 10m)
 - Mid rise (up to 50m)
 - High rise (more than 50m)
 - Tall Building from Focal Point
- Proposed Height Strategy
- Recommended mid-rise buildings (below 12 storeys)
 - Opportunity for higher buildings (above 12 storeys)
 - ✳ Indicative location of tallest buildings (above 20 storeys)

HIERARCHY OF STREETS

The Hierarchy of Streets sets out the indicative locations where different types of streets are proposed. It seeks to provide a range of active travel routes for users, whilst maintaining essential logistical routes, for example servicing. The plan classifies the streets and roads into three categories:

- Type 1: Motorised vehicles to be separated from Pedestrians and Cyclists where possible;
- Type 2: Local roads (secondary), main vehicular circulation across the site. These are low speed roads where cyclists and motor vehicles share the highway but pedestrians are separated;
- Type 3: Restricted roads only for authorised vehicles (residents, servicing and ERV) they predominantly have a pedestrian priority and feel.

The spaces around the Green Boulevard, Town Square, Media Piazza and Media Park are primarily pedestrian places, where friends and family gather to enjoy the largely traffic free spaces, they are spaces that host events and the adjacent shops and services spilling into the edges.



Fig.3.49 Today Broadway road has a shared path for cyclists and pedestrians.



Fig.3.51 Pedestrian way west of High Definition Towers (D3) with landscape edges.

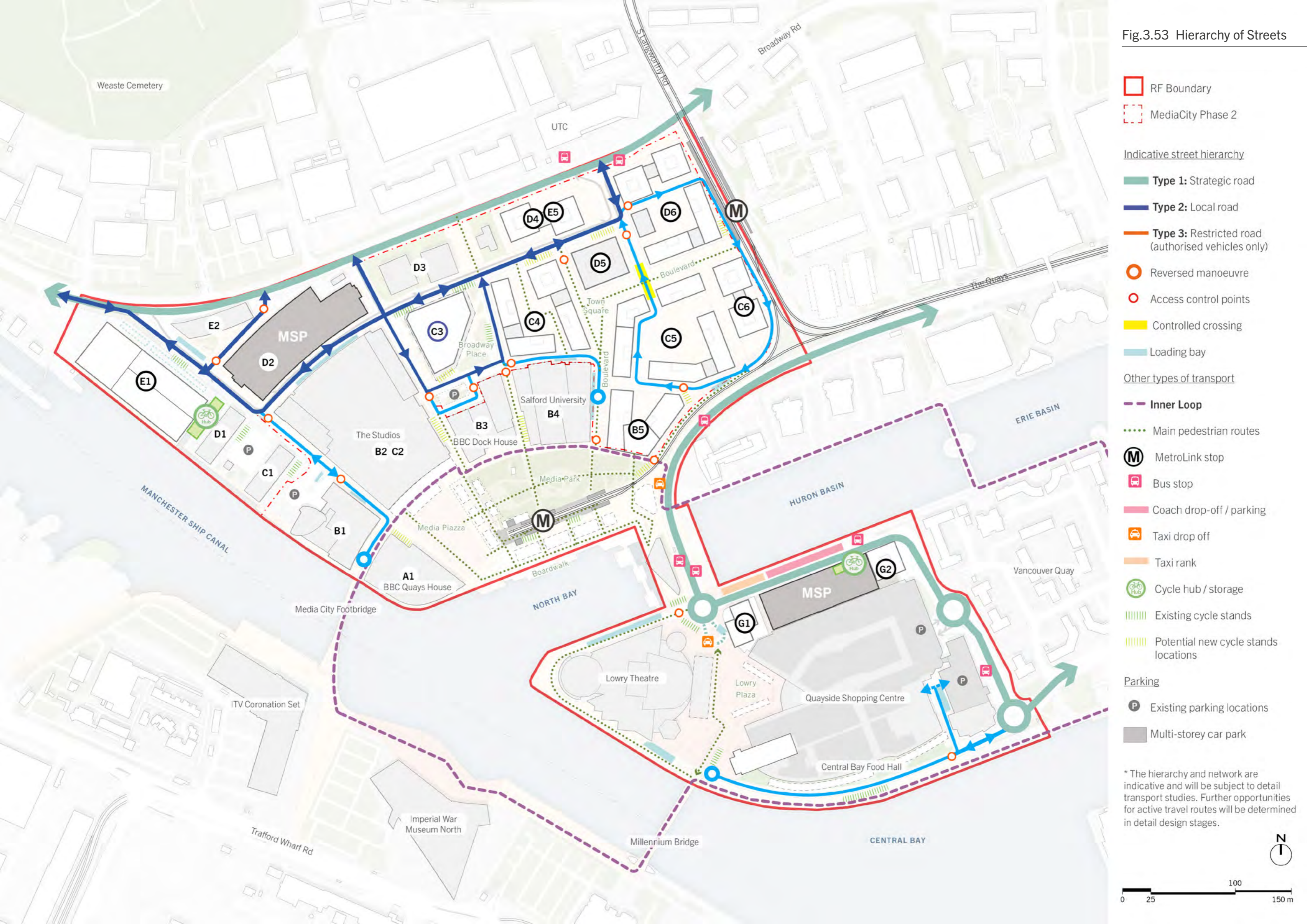


Fig.3.50 Access control point in White Street.



Fig.3.52 The Quays taxi rank and coach drop-off.

Fig.3.53 Hierarchy of Streets



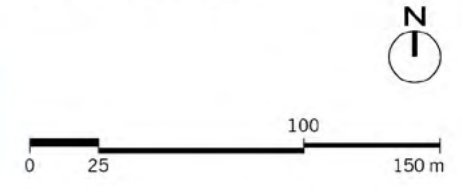
- RF Boundary
- MediaCity Phase 2

- Indicative street hierarchy**
- Type 1:** Strategic road
- Type 2:** Local road
- Type 3:** Restricted road (authorised vehicles only)
- Reversed manoeuvre
- Access control points
- Controlled crossing
- Loading bay

- Other types of transport**
- Inner Loop**
- Main pedestrian routes
- M MetroLink stop
- B Bus stop
- Coach drop-off / parking
- Taxi drop off
- Taxi rank
- H Cycle hub / storage
- Existing cycle stands
- Potential new cycle stands locations

- Parking**
- P Existing parking locations
- Multi-storey car park

* The hierarchy and network are indicative and will be subject to detail transport studies. Further opportunities for active travel routes will be determined in detail design stages.



ILLUSTRATIVE MASTERPLAN

The illustrative masterplan represents an interpretation of the vision, objectives and development principles of the Regeneration Framework, whilst also addressing current market demand. The illustrative masterplan provides flexibility to ensure the detailed development of each plot can be refined and appropriately respond to changing market conditions, design innovation, local needs and technical analysis over the course of the long term delivery period.

The following section summarises how these components have developed through this approach, progressing through a logical set of masterplanning moves to identify a vision of potential forms and functions for the future Framework Area.

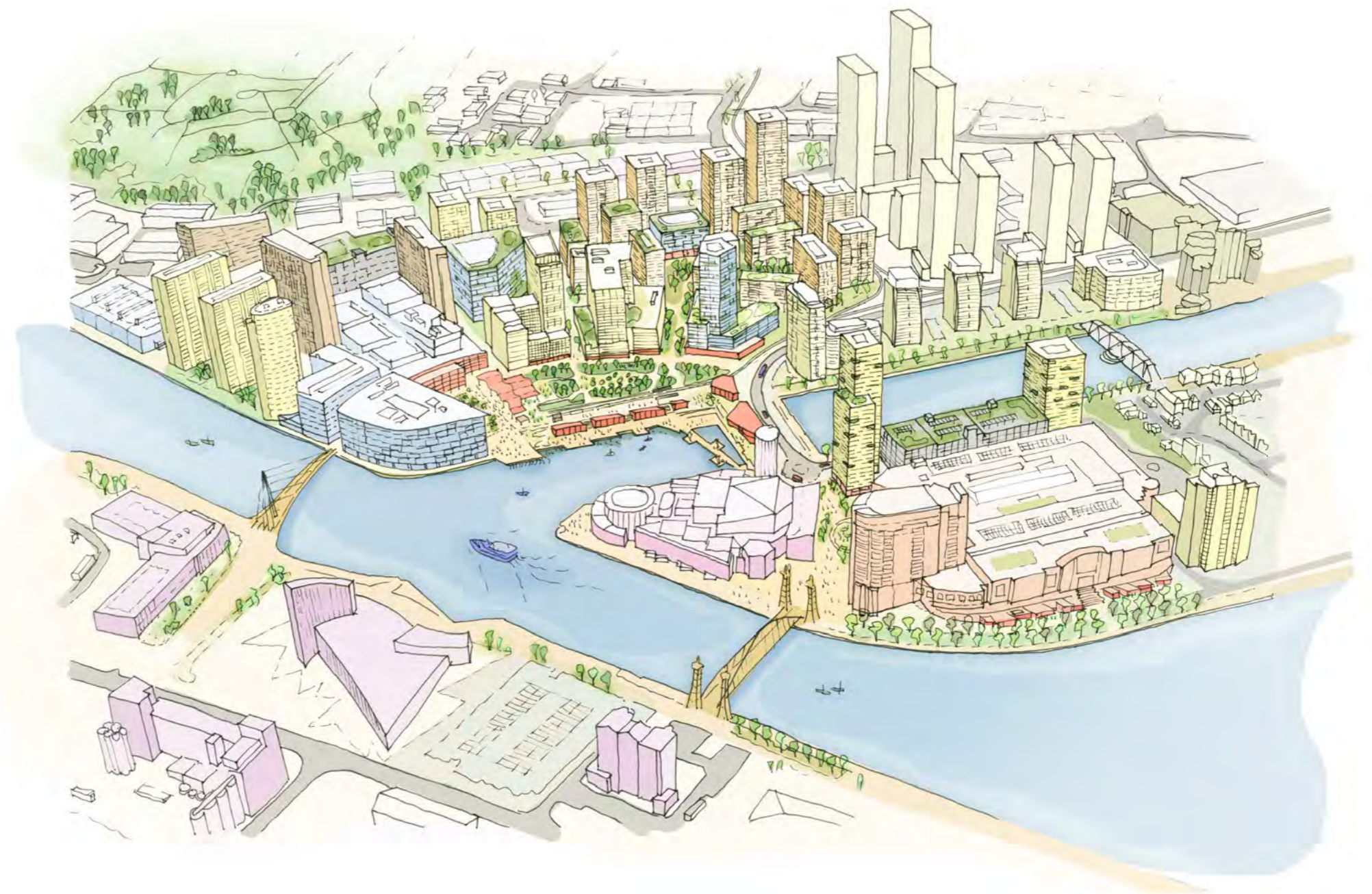


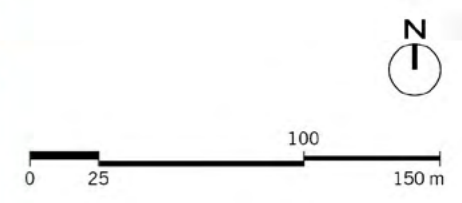
Fig.3.54 Sketch of the Regeneration Framework area

Fig.3.55 Illustrative Masterplan



- RF Boundary
- MediaCity Phase 2

Use	Use Class	Target Quantum
Residential	C3	3,175 units
Commercial	E	72,596 m ²



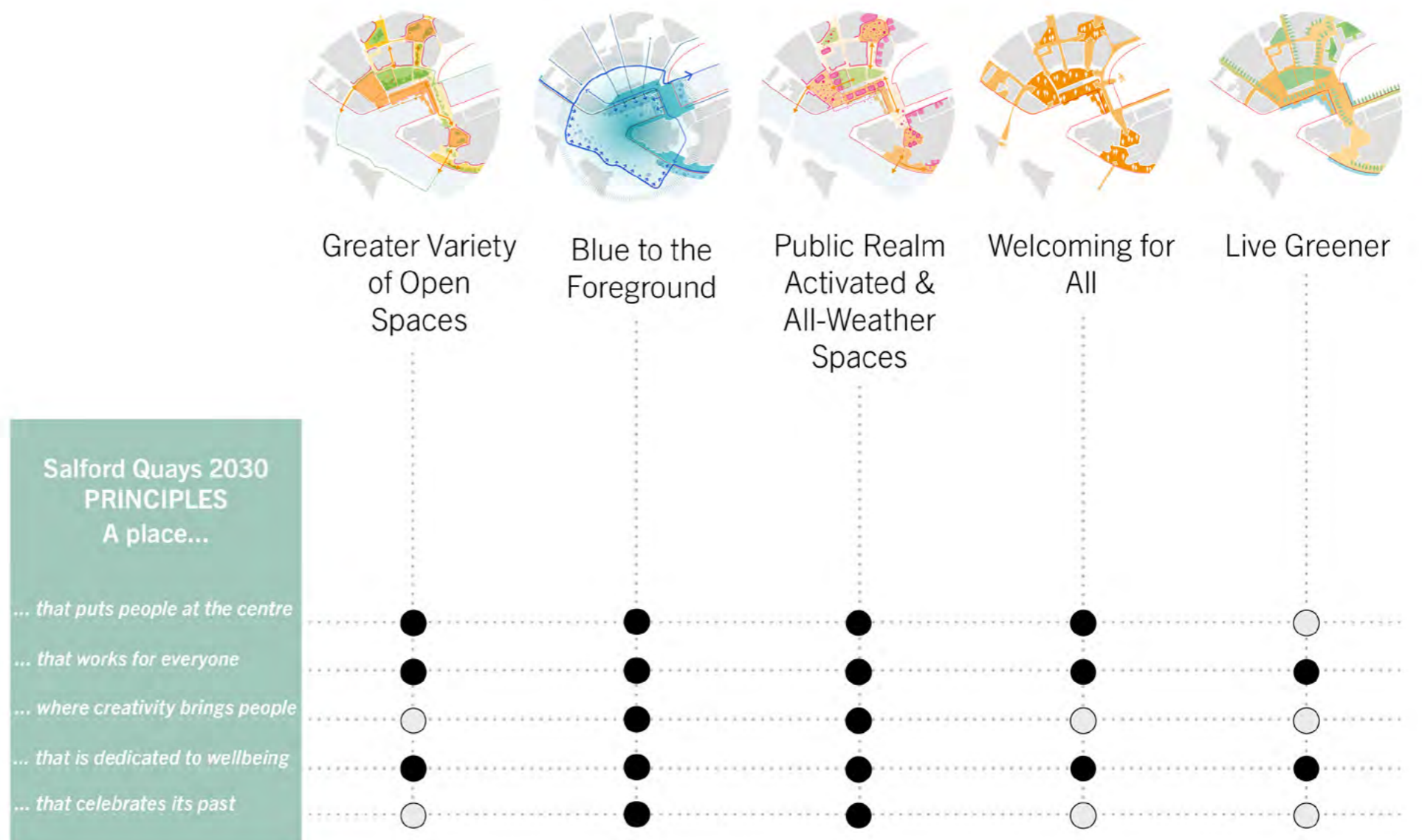
PLACEMAKING STRATEGY

Content

- 5 Principles
- Greater Variety of Open Spaces
- Water at the Heart
- Public Realm Activated and All-Weather Spaces
- Welcoming for All
- Live Greener
- Placemaking
- Landscape Overview

5 PRINCIPLES

The Placemaking Strategy is based upon '5 Principles of Place' as stepping stones that will make the success of Salford Quays and Town Centre as a 'Place for All' (as outlined at the Salford Quays 2030 Principles):



Salford Quays 2030 PRINCIPLES
A place...

... that puts people at the centre

... that works for everyone

... where creativity brings people

... that is dedicated to wellbeing

... that celebrates its past



Fig.3.56 View towards MediaCity Studios and the Piazza. Photo from site visit, May 2023

Principle 1

GREATER VARIETY OF OPEN SPACES



Fig.3.57 Greater Variety of Open Spaces

1. Waterfront and Boardwalk
2. Gateway
3. Media Piazza
4. Media Park
5. Lowry Plaza
6. Central Bay
7. Broadway Place
8. Town Square
9. Boulevard
10. Green Boulevard

As the areas of the MediaCity and Quayside grow and evolve into a rounded live-working community, there is an opportunity to provide a more diverse public realm network which would respond to a greater variety of use scenarios, public interface and easy connections to the wider Salford Quays.

The MediaCity Masterplan (Phase 1 and 2) was planned around the two main open spaces (The MediaCity plaza and the MediaCity park) naturally connected through the waterfront. Plots arose from a Radial Masterplan – concentric streets of similar character and identity – serving vehicular traffic, cycle and pedestrian flows. The Lowry Place, however, was connected to the network of open spaces through The Quays, with little expression to the waterfront and presence of heavy traffic. The rest of the scheme had some pocket parks and inner block courtyards, which contributed positively to the diversity of open spaces.

The new scheme is supported by a pedestrian priority network of open spaces, generating fluid connections and sequential gradual discovery of new spaces. Each of these spaces has a recognisable identity and specific play role in the overall Network depending on the character area they are located (see “Character Areas” on page 82) There is a rationale of hierarchies and interdependencies, followed by a diversity of use and scale of the open space offer:

Primary Open Spaces, regional attractors (destinations):

1. Waterfront and Boardwalk
2. Gateway
3. Media Piazza
4. Media Park
5. Lowry Plaza
6. Central Bay

Secondary Open Spaces, for the work-living community and visitors:

7. Broadway Place
8. Town Square
9. Boulevard
10. Green Boulevard

All these spaces are connected through the network of Healthy Streets (refer to Principle 6, Streets for People)

The scheme also enables better connections with the wider Quays structuring the cycle network and pedestrian routes, including the Inner Loop.

FLEXIBLE FRAMEWORK PLAN

The Public Realm Network expands beyond the limits of the Regeneration Area, establishing pinch points that will give access to the surrounding community:

- To the north, three radial connections extend across Broadway Road towards the north Weaste and Eccles communities, linking to Salford Innovation Triangle;
- To the north-east, the Green Boulevard connecting Broadway Tram station across S. Langworthy Rd and towards the new Michigan Towers;
- To the south, links to the Inner Loop - route from Media Park and Piazza, MediaCity Footbridge to Trafford’s landmarks and cultural assets (Imperial War Museum North and ITV Coronation Set), Millennium Bridge, Central Bay, Mariner’s Canal towards Detroit Swing Bridge across Huron Basin’s north waterfront and back to MediaCity Gateway across The Quays.



Fig.3.58 Town Square with independent shops and pop-ups



Fig.3.60 Green connections that serve as recreational spaces



Fig.3.62 A flexible open space for community-oriented programmes

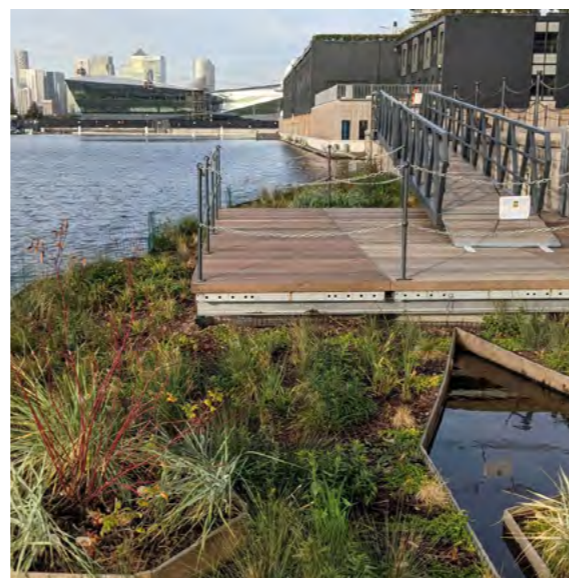


Fig.3.59 Spaces of observation and leisure near the water

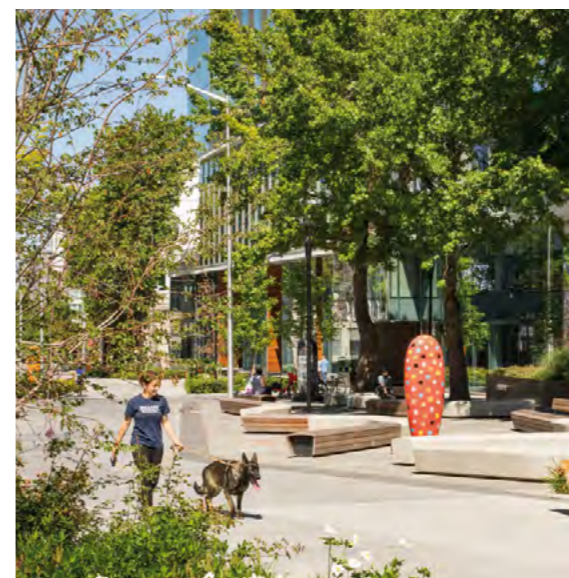


Fig.3.61 Green spaces in-between residential blocks



Fig.3.63 Treatment of the Water Edge through a hardscape promenade

Principle 2

WATER AT THE HEART

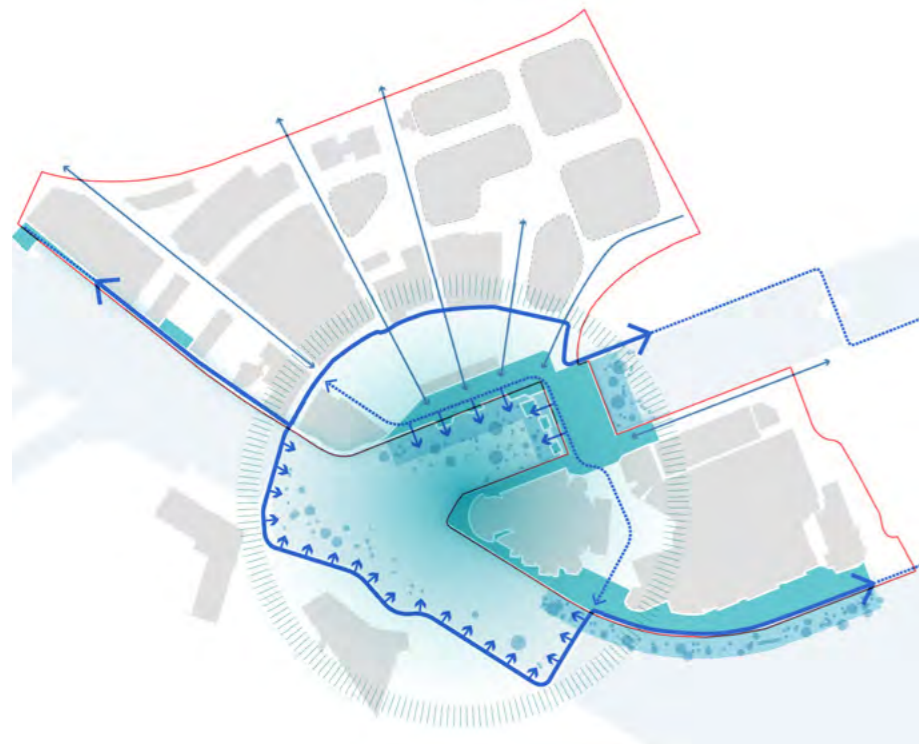


Fig.3.64 Water at the Heart

Water is the greatest asset and defining element for Salford Quays. Located at the epicentre of the site it is also central to the narrative of the Placemaking Strategy – intent to celebrate the historic waterside dock location.

The priority is to improve accessibility and bring activity to the North Bay waterfront. The ‘Water at the Heart’ means that the waterfront becomes the central asset of the new Town Centre. With a welcoming public realm and more activity concentrated along all sides of North Bay, the connections between MediaCity, Quayside and the surrounding Quays will improve, reducing the sense of long distances and improving the overall user experience.

The key moves are:

- The water will bring playful themes to the scheme – will be introduced as part of the landscape proposals;
- The water edge will be designated to introduce flexible and joyful activities for everyone. It will also provide easy access to the Inner Loop “Destination Water Loop”, a circuit loop that begins at the southern side of the Lowry, runs long the waterfront over-looking the Manchester Ship Canal, along the Mariners canal, across the landmark Detroit Bridge and back to the Lowry;
- The pedestrian and cycling routes along the water will be accompanied by wayfinding strategies

bringing together sites of historic and cultural interest (such as the Old Manchester Docks) and others of contemporary architecture (such as Millennium Bridge, the Bund and the Lowry among others);

- Vistas throughout the journeys will be conducted to maximise the relationship with the water and strengthen the dockland identity.

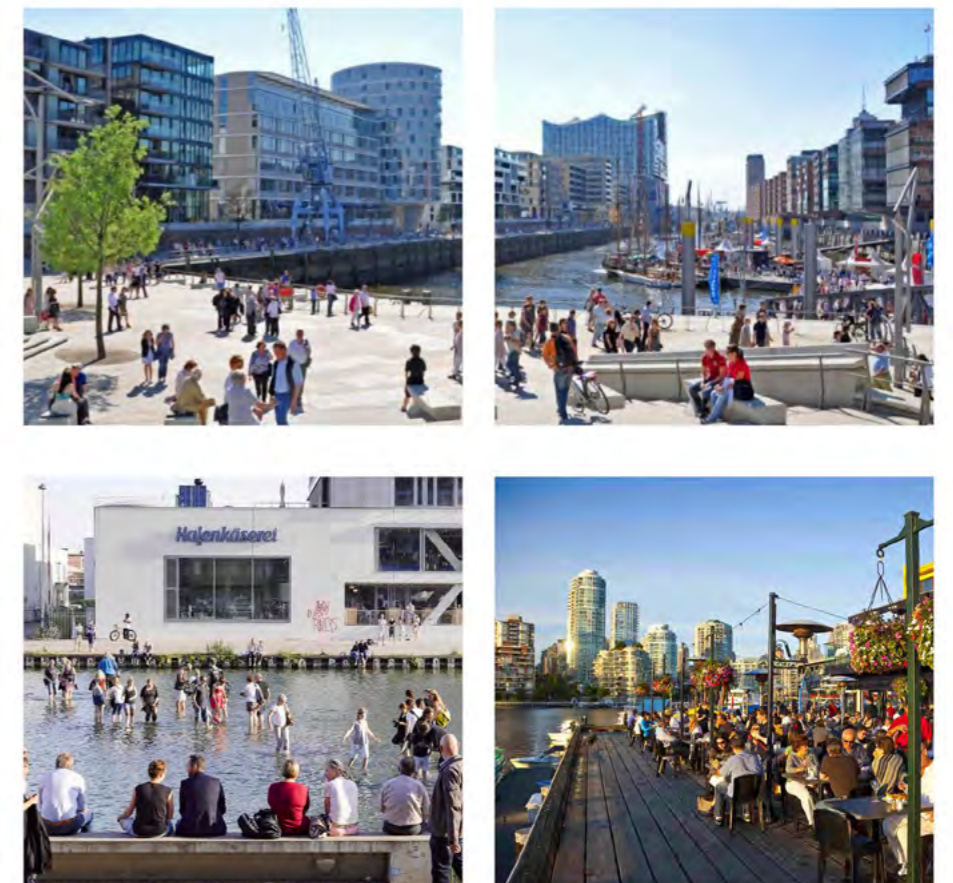


Fig.3.65 Examples of active waterfronts

Principle 3

PUBLIC REALM ACTIVATED AND ALL-WEATHER SPACES



Fig.3.66 Public Realm Activated & All-Weather Spaces

1. Waterfront and Boardwalk
2. Gateway
3. Media Piazza
4. Media Park
5. Lowry Plaza
6. Central Bay
7. Broadway Place
8. Town Square
9. Boulevard
10. Green Boulevard

The public realm comes alive through an activation programme, people’s activities and shared experiences. The site currently hosts three large public spaces – The Media Piazza, Media Park and the Lowry Plaza – as well as the waterfront. These spaces – even if of good quality and setting– can feel deserted at some times of the year without a strong active programme and environmental comfort.

The weather is an important component of the experience of the Place as it contributes to comfort. Offering sheltered and covered spaces will add opportunities for hosting events and social gatherings across all seasons. Enclosed spaces of finer grain such as the Town Square and Boulevard as well as the covered spaces (in-between Media Park and Piazza), the increase of tree planting in the streets and Media Park, will all contribute in creating more comfortable places (sheltered from wind and other weather agents).

Some buildings will be located on small building plots, with open spaces nearby, to enable the provision of a variety of uses in these areas and better animate the large spaces by making it more usable throughout the year. For example, this could include different areas such as:

- The Waterfront and the Media Piazza, while introducing small and flexible pavilions gives flexibility to host different events;

- The Town Square and Boulevard where convenience stores can give opportunities for local businesses;
- The Lowry Plaza, where temporary activities will complement the existing assets;
- Broadway Place, a space potentially dedicated to well-being of the working community, designed along green pocket areas.

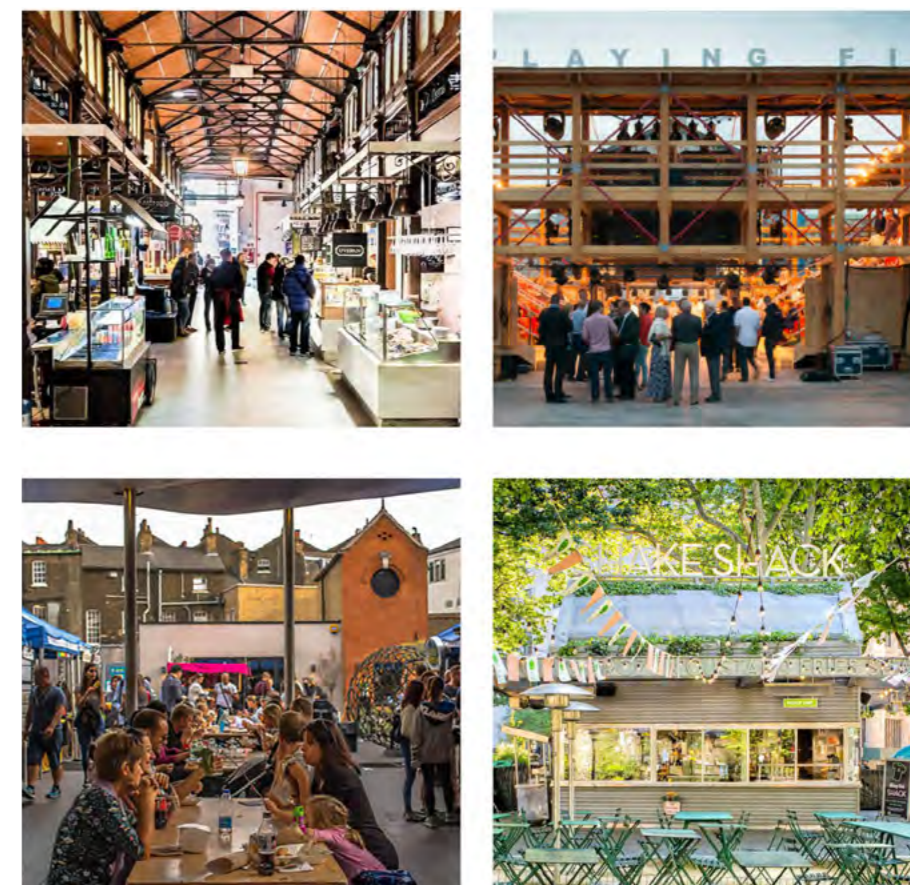


Fig.3.67 Smaller buildings and open spaces

Principle 4

WELCOMING FOR ALL



Fig.3.68 Streets for People

Streets and open spaces impact the physical, mental and social health of communities that live in and around. This Regeneration Framework aims to create Healthy Streets and Open Space – welcoming places for everyone to walk, spend time and interact with other; spaces that are attractive to all ages, cultures and needs.

Healthy Living is designed around the following indicators:

- Everyone feels welcome
- Easy to cross
- Shade and shelter
- Places to stop and rest
- Not too noisy
- People choose to walk and cycle
- People feel safe
- Things to see and do
- People feel relaxed
- Clean air

To date, MediaCity has already demonstrated that large areas of traffic free and pedestrianised streets can deliver a high quality environment which prioritises these characteristics. With the exception of the Quays route through the site, all other internal roads are limited to 20mph, thereby providing a quiet, low speed, safe centre for pedestrians and cyclists.

There are over 600 secure cycle parking spaces already provided within the centre and opportunities to expand this provision, along with other cycle facilities and routes.

By continuing to minimise and control the movement of vehicles within the site, the streets have the potential to be safer for recreation and gatherings. The new Living Hub provides an opportunity to offer new spaces for children and the young community.

MediaCity and Quayside will be well positioned to deliver a comprehensive environment of healthy streets.



Fig.3.69 Examples spaces with areas dedicated to people and leisure.

Principle 5 LIVE GREENER



Fig.3.70 Live Greener

The Regeneration Framework will increase the number of homes here, providing the opportunity to create a true living-working community and diversifying the land uses.

This means that more people will be living at MediaCity and Quayside, helping to achieve a critical mass which can support amenities and bring life to the public realm outside working hours.

This new residential neighbourhood could be truly exceptional: it could provide an attractive option for green living – set within calm, generously planted shared courtyards at moderate to high density, while having culture, entertainment, leisure, retail and sports all within an easy walking distance. A community that lives and work and has access to all amenities in no more than a 15min walk. Refer to Sustainability Goals in “Sustainability” on page 44, in reference to growing Sustainable Communities.

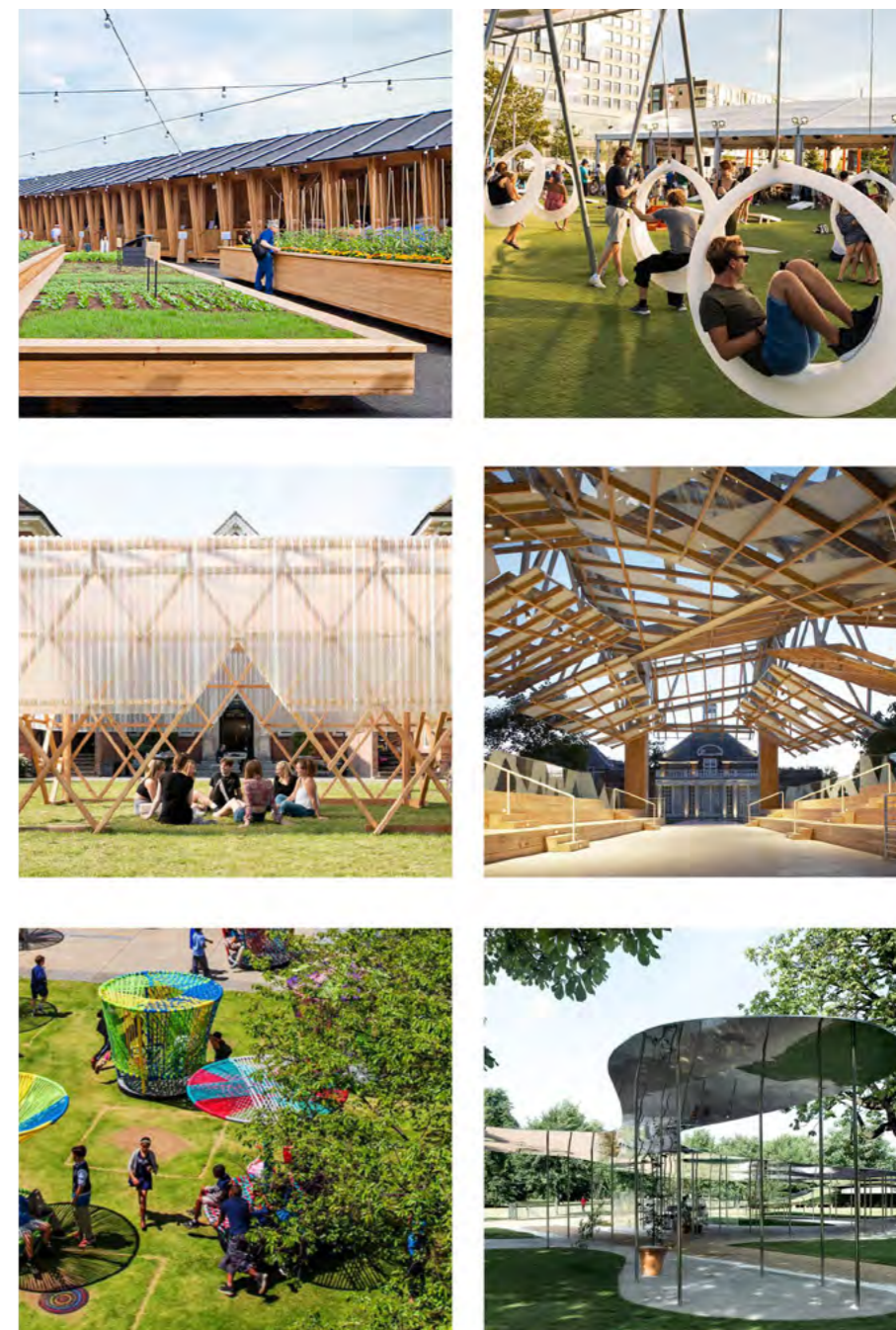


Fig.3.71 Growing sustainable communities

PLACEMAKING

Spaces Full of Life

The Town Centre spaces will form a backbone of a diverse and extensive Public Realm Network.

The network consists of the Media Plaza, the Media Park, the new Town Square, the Waterfront, the Lowry Plaza, Broadway Place and all the links between them and with the surrounding neighbourhoods. Each of these spaces will have a distinctive character, formed by the water, landscaping and public realm design as well as the surrounding uses.

A Network of pedestrian and cycling streets along with active ground floors and structures will create a liveable environment for people to enjoy and stay. A changing scenario through temporary structures and events that will attract locals and people from other neighbourhoods, making MediaCity and Quayside a strong destination.

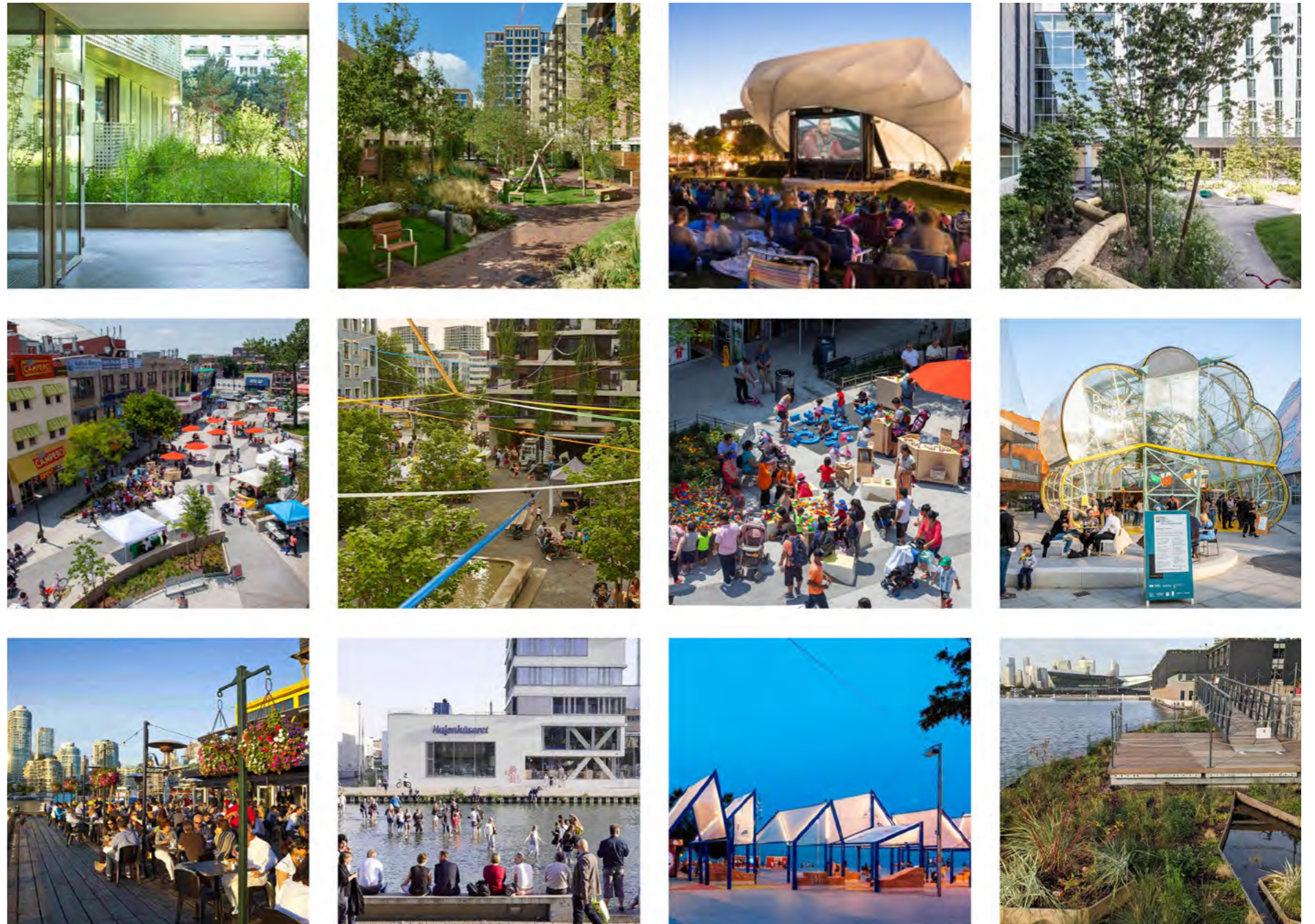


Fig.3.72 Precedent Library informing the Placemaking Strategy



- Active Uses per Area:
- Waterfront and Gateway
 - Broadway Place
 - Town Square and Boulevard
 - Green Boulevard
 - Lowry Plaza
 - Central Bay
 - Blue Street

Fig.3.73 Spaces Full of Life: Placemaking Strategy

LANDSCAPE OVERVIEW

The contribution made by the landscape and public realm to MediaCity in its popularity as a work, visitor and living destination cannot be under-estimated. The public access to its waterfront, the creation of a network of urban spaces and green park have contributed greatly to the growth and attractiveness of this rapidly growing part of Salford. The creation of these formative spaces set the standard and through the involvement of the creative and media sectors have continually injected a layer of interaction, play and entertainment experienced in these spaces, so they have continued to grow as an inspiring destination recognised and admired worldwide.

With the expansion of MediaCity to grow its community comes the exciting opportunity to expand, through the Strategic Regeneration Framework, its public realm and landscape contribution, rejuvenate some of its older destination spaces and provide alternative, more sustainable ways to connect through the community. Interwoven with these objectives is a deep understanding that more must be done to support a range of environmental challenges, such as climate and nature emergencies, and provide further for our population's diversity, health, and wellbeing.

The landscape strategy is both an evolution of MediaCity's existing external spaces alongside the framework for new spaces and routes that connect with the MediaCity Phase 2 development and wider neighbourhoods. In supporting a growing community of residents, workers and visitors, the landscape strategy identifies the narrative and vision for the landscape, outlines the site-wide strategy and then examines character, use and strategy for each of the key spaces and routes identified within the goals of the framework.

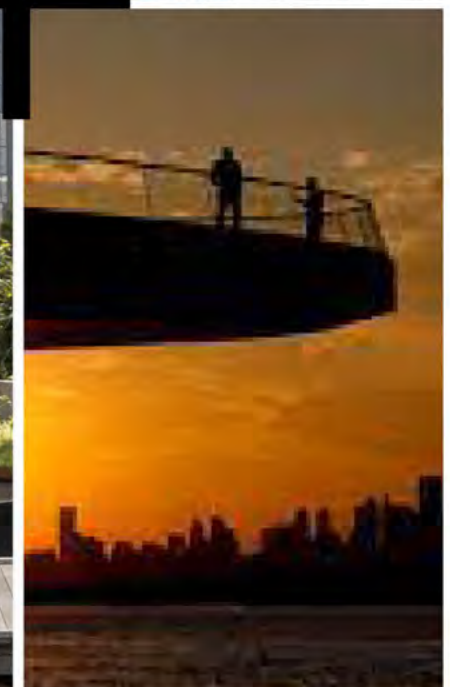
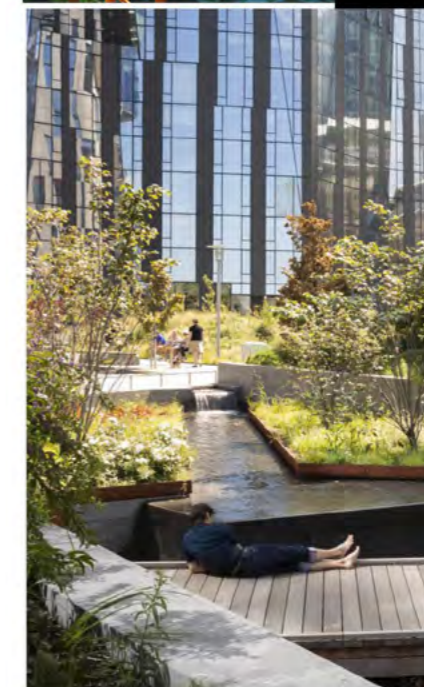
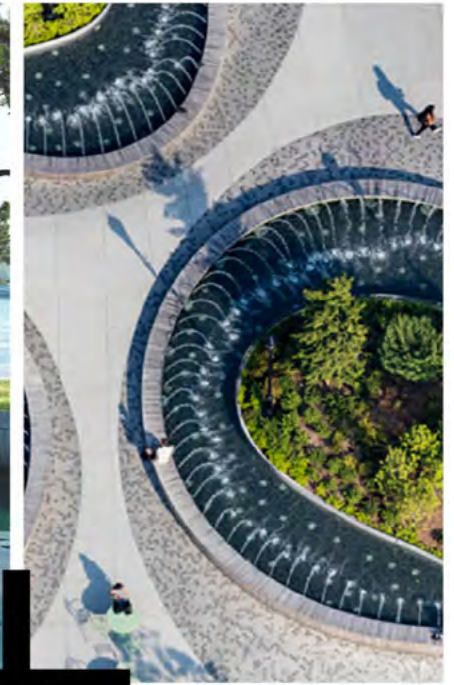
Collectively the landscape strategy aims to:

- Strengthen the range of facilities and external spaces provided;
- Diversify usage and appeal to a broadening community;
- Expand the network of pedestrian focused spaces and limit the impact of vehicles;
- Embrace the inclusion of more biodiversity;
- Create intuitive navigation through the site; and
- Integrate exciting and unforgettable experiences that can be enjoyed repeatedly.

Urban
Habitat



Instinctive
Connections



Dynamic Green
Space

Iconic and
Memorable

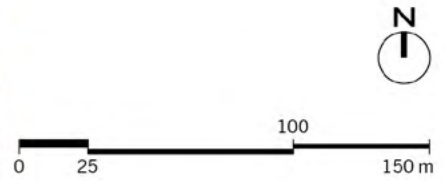
Fig.3.74 Illustrative Landscape Masterplan



RF Boundary

Public Realm

- 1 Waterfront
- 2 Media Park
- 3 Gateway
- 4 Media Piazza
- 5 Covered Space
- 6 Lowry Plaza
- 7 Central Bay Waterfront
- 8 The Quays and Huron Basin
- 9 Town Square
- 10 Boulevard
- 11 Green Boulevard
- 12 Orange Street and Red Street
- 13 Broadway Place
- 14 Community Gardens
- 15 Blue Street and Other Existing Streets
- 16 Green Roofs



CHARACTER AREAS

The plots are clustered in character areas based on the land use, open space network, main activities and geographical characteristics. The proposed framework divides the site into 4 distinctive character areas, which are:

Content

- Media Quarter
- Waterfront and Gateway
- Cultural and Community Hub
- Living Hub



 **Media Quarter**

The Media Quarter is a mixed-use cluster with commercial, residential and retail, defined by the Media Piazza, the water edge with Manchester Ship canal and the strong presence of media-related businesses, heritage of MediaCity.



 **Waterfront and Gateway**

The waterfront is the central node that brings all character areas together. It is an arrival and welcoming point that is accessible and open to all (gateway). It's character relies on the presence of water and the unique historic waterside dock location.



 **Cultural-Community Hub**

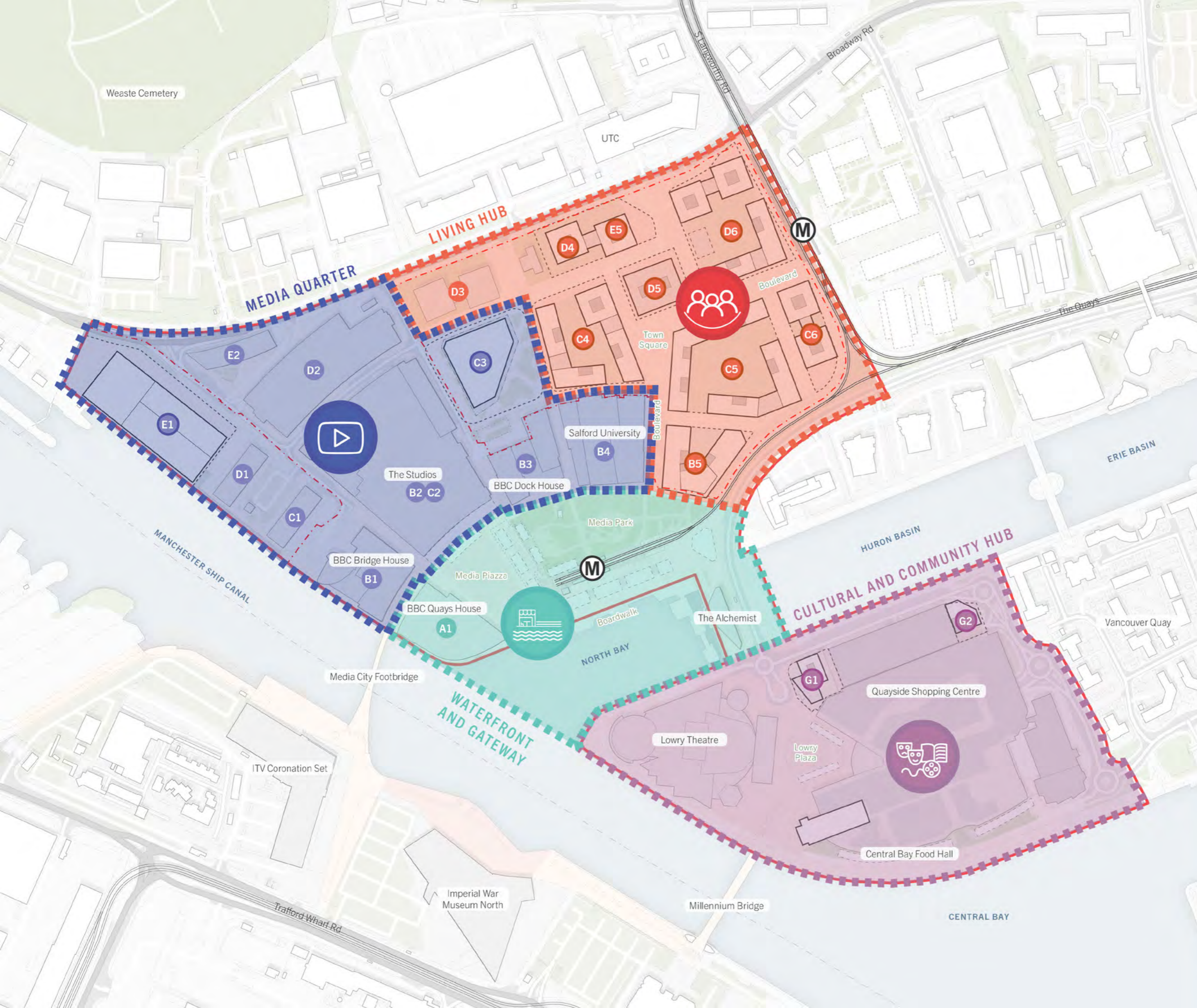
The Cultural and Community Hub is a place for art and culture, attracting leisure and retail. It is a vibrant culture and leisure destination that brings services not only for the local Quays community but also for the wider Salford community.










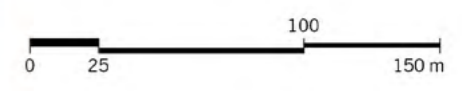
 **Living Hub**

Living Hub is a new development opportunity for mixed-use. While the other character areas are defined from their existing distinguished identity, Living Hub brings something new that will arise from the play of the new architecture and landscape.

Fig.3.75 Character Areas



-  RF Boundary
-  MediaCity Phase 2
-  Media Quarter
-  Living Hub
-  Waterfront and Gateway
-  Cultural and Community Hub
-  MetroLink Stop





MEDIA QUARTER

The Media Quarter will be recognised as the home of choice for Media businesses and institutions, forming a cluster of media, broadcasting and production activity and innovation. The Media Quarter will be the front door to MediaCity's international media and digital creativity hub, a neighbourhood where businesses, institutions and creators come together and have access to state-of-the-art facilities.

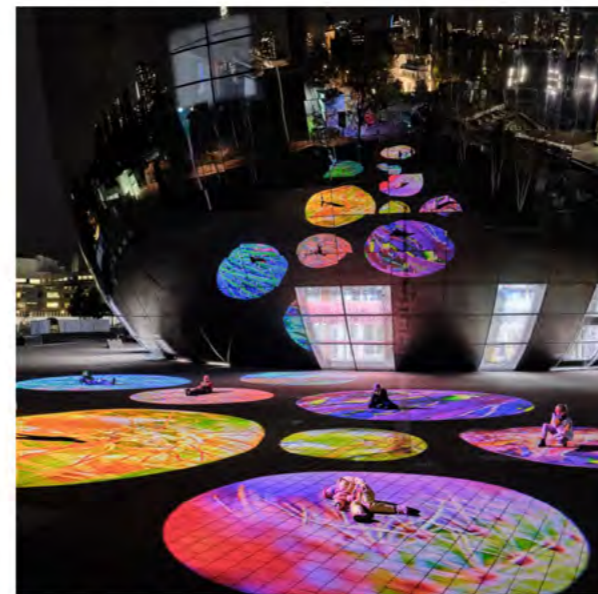
Media Quarter comprises the 'essential heritage' of MediaCity, being home to key anchor tenants, such as the BBC and ITV. The essential heritage is characterised by landmark buildings that underpin the iconic identity of MediaCity. New development within the Media Quarter will seek to preserve and strengthen this iconic identity. The neighbourhood will remain characterised by a predominant mix of mid-rise and high-rise buildings with a developed architectural style, that compliments the essential heritage of the Media Quarter.

The Media Quarter will continue to be a vibrant neighbourhood with strong connections to the central Media Piazza, recognising its importance as a key civic and events space. The vitality of the neighbourhood will be supported by active frontages and high quality public realm.

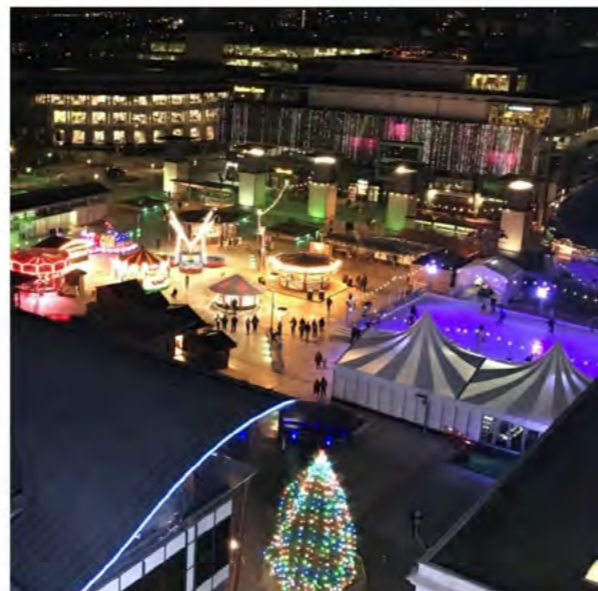
HOME OF MEDIA



PLAYFUL AND INTERACTIVE



INNOVATIVE



FLEXIBLE AND LARGE EVENTS



LARGE OPEN SPACES



DYNAMIC

The creation of a vibrant and consolidated mixed-use neighbourhood will be underpinned by a strong media presence, supported by the creation of a new destination at the top of Blue Street.

► **Character Area**

Future proposals must seek to preserve the characteristics of the area, drawing on the Quays heritage and the more recent iconic identity of MediaCity UK.

Proposals should maintain and contribute to the nationally iconic skyline of MediaCity, enhancing the recognisable vista through the delivery of high quality architecture that contributes to the existing form of buildings.

► **Development Plot Opportunity**

Future development opportunities within Media Quarter are relatively limited due to the majority of plots already having been delivered. Plot E1 is the largest remaining undeveloped plot and future proposals should seek to establish a dialogue with neighbouring buildings and public spaces, with consideration given to architectural design, orientation, active frontages, public realm and enhancing local environmental conditions. Key design considerations should include:

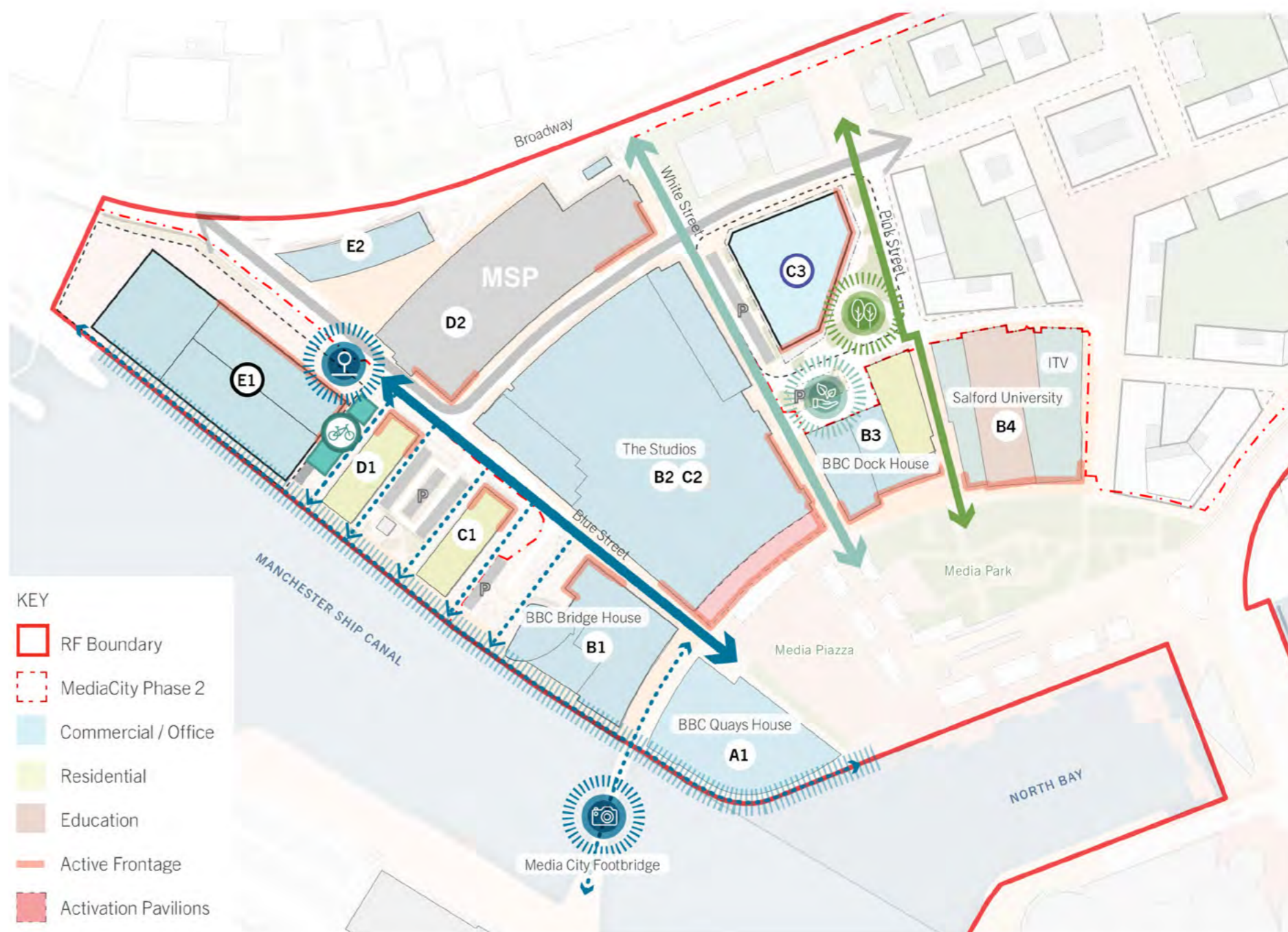


Fig.3.76 Conceptual diagram of the Media Quarter

- Providing active frontages, particularly along the Blue Street, facing onto the existing public realm at the front of Plot E2 (Premier Inn) to ensure this space is successfully utilised and activated.
- Recognising that Plot E1 is located at the north-western gateway into MediaCity, future proposals should recognise this key location and explore opportunities to enhance this gateway into the Framework Area.
- Ensuring the entrances, orientation and active frontages support future redevelopment and regeneration opportunities to the Northwest, beyond the Framework boundary.

► Blue Street and Public Realm Enhancements

Opportunities to extend public realm enhancements along Blue Street to Media Piazza should be explored to strengthen north south connections within the character area and beyond.

This should include opportunities for softening the existing public realm through urban greening, to strengthen the connection with the natural environment and improve local environmental conditions. Proposals should link with the existing public realm at the top of Blue Street (between the MSCP (Plot D2) and the Premier Inn hotel (Plot E2).

Future proposals should enhance key connections and routes for active travel, aligned with the Framework Area's hierarchy of streets.

A review of the existing tree provision should be undertaken to establish a range of options to suit conditions. This could include the installation of trees and plants in moveable containers where utilities and services exist, and new street tree planting in tree pit systems where feasible. Collectively these opportunities will support an increase in local biodiversity and improve the quality of the public realm experience.

► Improving the pedestrian experience

Opportunity to continue reinforcing the pedestrian experience with public realm improvements such as:

- Blue street as the key link between the gateway to the Media Quarter and Media Piazza to the south;
- Improved visual and physical connections with the waterfront;
- More habitat opportunities on the streets and more trees and planting to increase biodiversity;
- White Street ending in a waterfront public spaces;
- Increase seating and dwelling opportunities;



Fig.3.77 Lively and healthy streetscapes



Fig.3.78 Improving pedestrian experiences

- Increase areas of high quality road and paving finishes; and;
- Extend public realm connections along the ship canal.

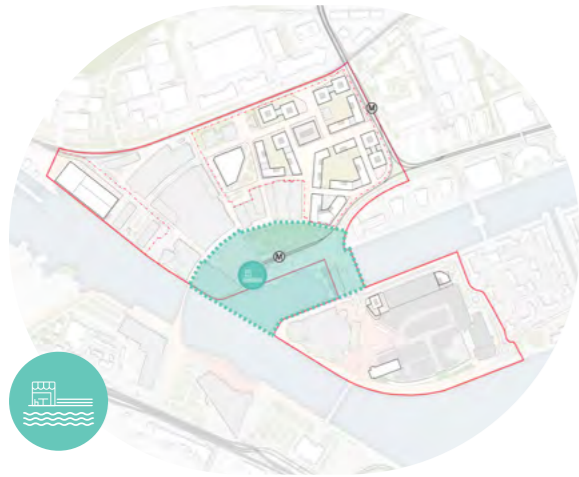
► **Activation and Connectivity**

Opportunities should be explored to deliver of increased vibrancy and ground floor activity to draw people through the area, including along Blue Street, which will in turn improve permeability and connectivity throughout the character area and beyond.

Innovative ways to better utilise and repurpose ground floor entrances, atriums and frontages surrounding Media Piazza should be developed to strengthen the relationship with the Piazza and create publicly accessible spaces.



Fig.3.79 Artistic sketch of the Media Quarter



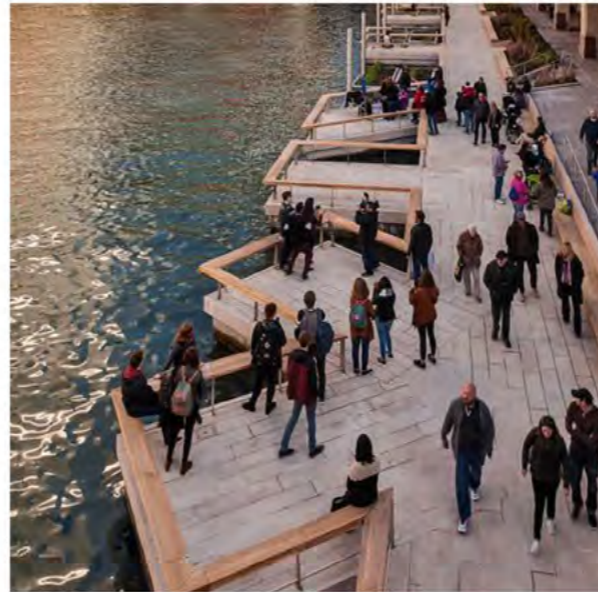
WATERFRONT AND GATEWAY

The Waterfront and Gateway will seek to leverage the remarkable setting of this location to maintain and enhance it as a distinct destination. The waterfront will be activated by people-first purpose-designed spaces, framed by MediaCity's iconic architecture. The neighbourhood will become a vibrant melting pot of activity, forming the central node of the Framework, connecting and bringing together all character areas.

The Waterfront and Gateway is strategically located at the main entry point into MediaCity, with transport connections clustering at the heart of the Framework. The Quays road provides an important link between the Quayside and MediaCity, for pedestrians, cyclists, buses and other vehicles, presenting the opportunity to provide a new dedicated pedestrian and cyclist crossing

The Waterfront and Gateway will have a variety of vibrant areas of public realm to promote a sense of arrival, with Media Piazza forming the civic heart of MediaCity. This will continue to serve as a key area of high quality public realm for local residents, workers and visitors to come together, including within a new flexible gathering space for informal gatherings and formal, curated events.

DESTINATION



ACTIVE WATERFRONT



ACCESSIBLE FOR ALL



LIVEABLE



SUSTAINABLE



DYNAMIC

A new covered space within Media Piazza will provide activation all your round. Media Park will provide an active recreational landscape, surrounded by active ground floor uses and low-rise pavilions that support both the day and night time economy.

► **Destination Creation and Activation**

Future proposals should seek to enhance the vibrancy of key spaces, including Media Piazza through the introduction of low-rise pavilions, active frontages and a central covered space. Selective interventions should be taken that build upon the success of existing areas of public realm and recognise the important function of these spaces.

Opportunities to introduce low-rise pavilions and covered spaces within the public realm should seek to enhance the environment and pedestrian experience around The Quays road. Low-rise pavilions should be designed with use of high quality architecture and materials. The units should also be designed to be flexible to enable them to accommodate a range of potential occupiers and uses to allow their use to evolve and respond to changing demands over the long term.

Opportunities should be explored to introduce meanwhile uses, as well as cultural / art installations within the public realm and along key routes to enhance the vibrancy and vitality of these spaces all year round.

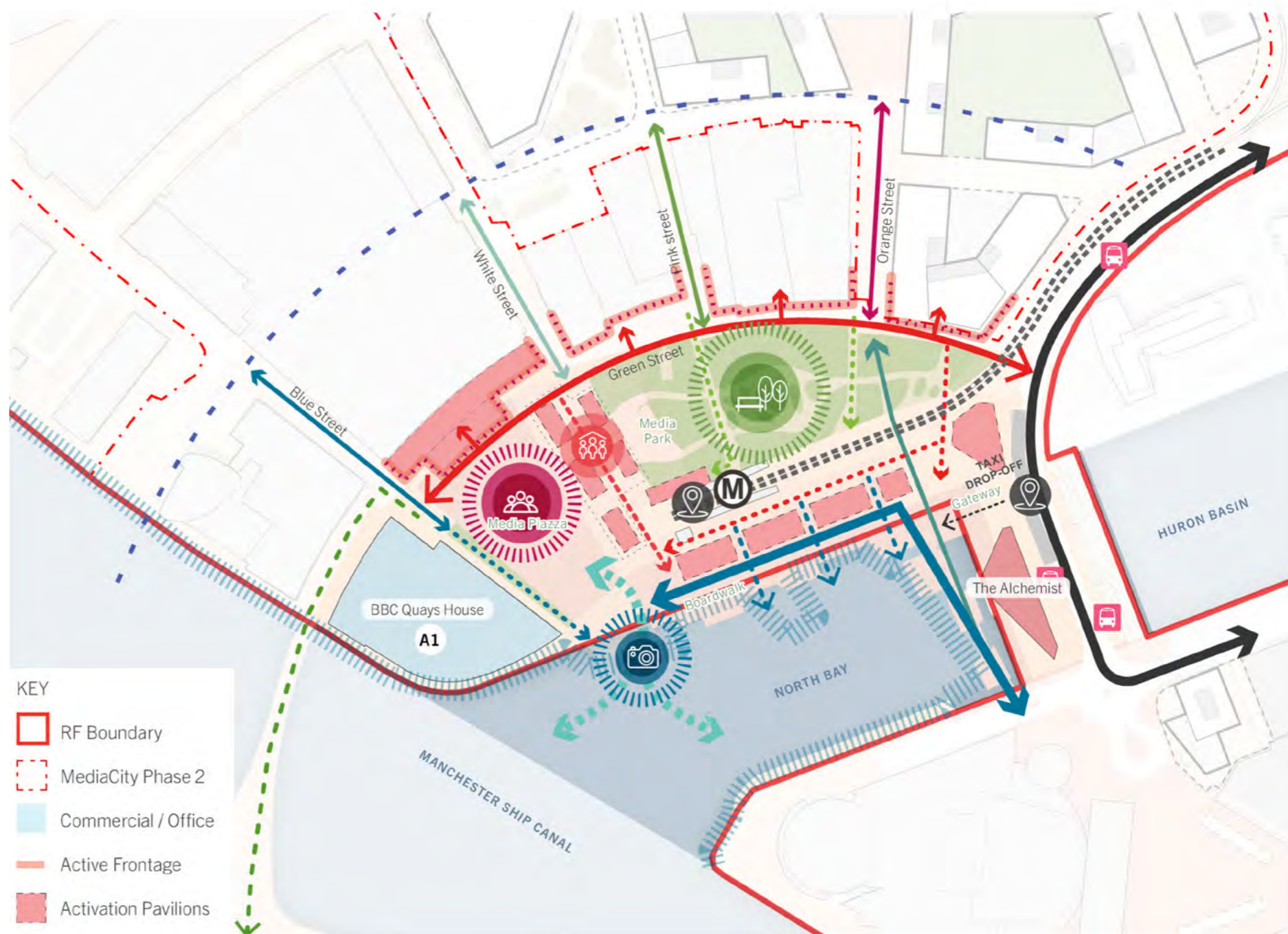


Fig.3.80 Conceptual diagram of the Waterfront and Gateway

Future proposals should carefully consider and curate retail, leisure and F&B occupiers and how they will complement other leisure and retail destinations within the Framework Area, such as Central Bay.

► Connectivity

Future proposals should improve the presence and accessibility of sustainable travel options to deliver enhanced connectivity and permeability. The focus of any improvements and enhancements should seek to expand links both within the masterplan area and to adjoining connections to ensure non-car modes are maximised. Strong connections to tram stops and bus services should be prioritised to support multi-modal travel.

Future proposals should seek to contribute to an enhanced network of pedestrian and cycle friendly routes along the water's edge to support active travel through improved activation and wayfinding.

A key strategic opportunity exists to create a new pedestrian and cycling crossing across the basin, to provide more direct desire lines and enhance connections between the Waterfront and Gateway and Quayside Town Centre. The delivery of this major infrastructure will require significant investment and coordination between Peel Ports and other statutory consultees.

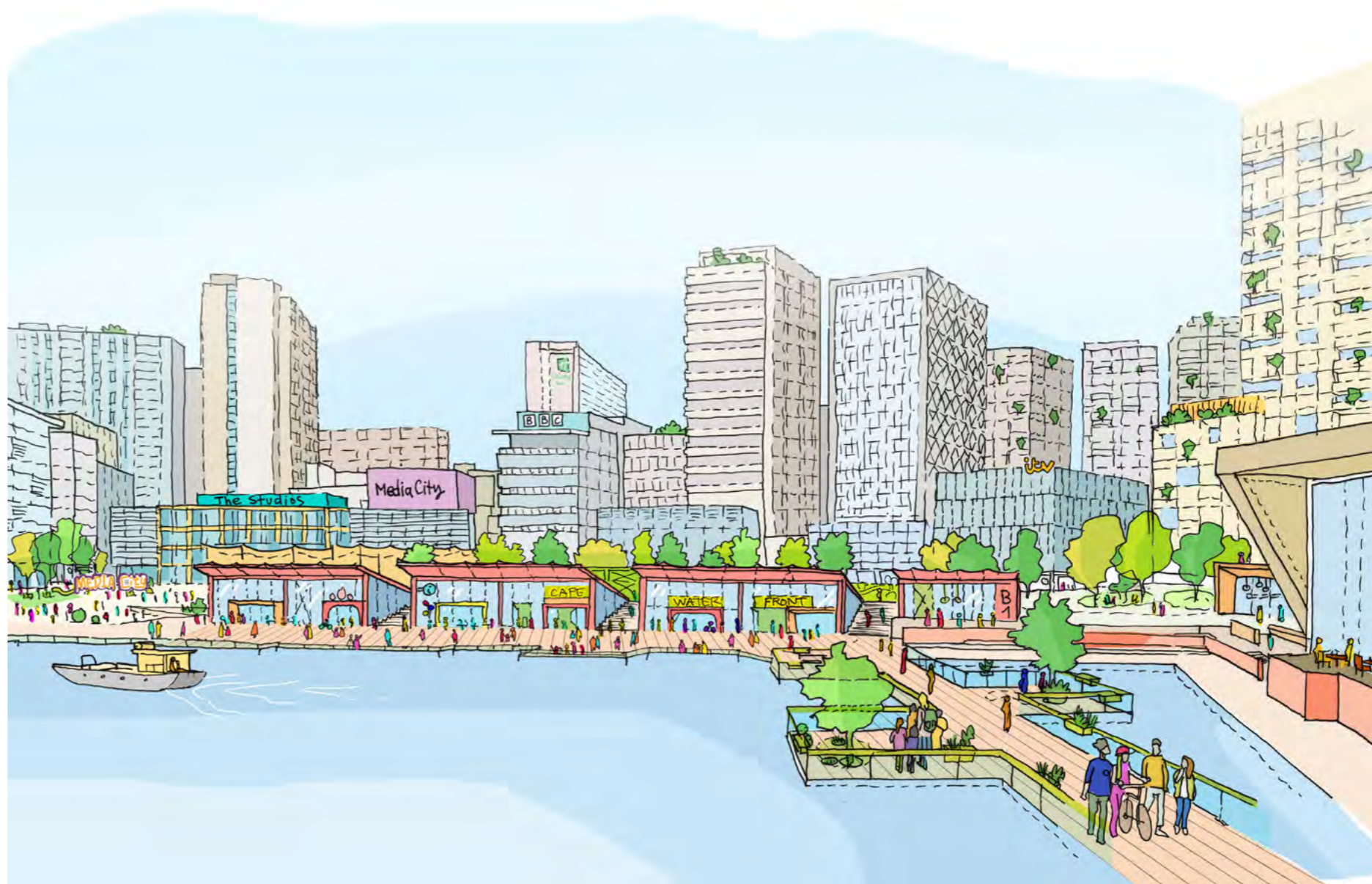


Fig.3.81 Artistic sketch of the Waterfront and Gateway

Opportunities to contribute to improved links, outside of the Regeneration Framework boundary, to the City Centre and rail stations should also be promoted.

Future proposals must consider how the masterplan and plots are designed to connect into future links to the north and south.

► **Public Realm and Green Infrastructure**

Green and blue infrastructure enhancements should be focused around the Waterfront, Media Park, Media Piazza, the Gateway and the Covered Space.

The public realm within the Waterfront and Gateway is at the heart of the Framework and plays an important role as the key destination for visitors to the Framework Area.

Opportunities for soft landscaping and pockets of green space, trees and planting should be maximised to deliver environmental benefits (including around biodiversity and the microclimate) and public amenity value.

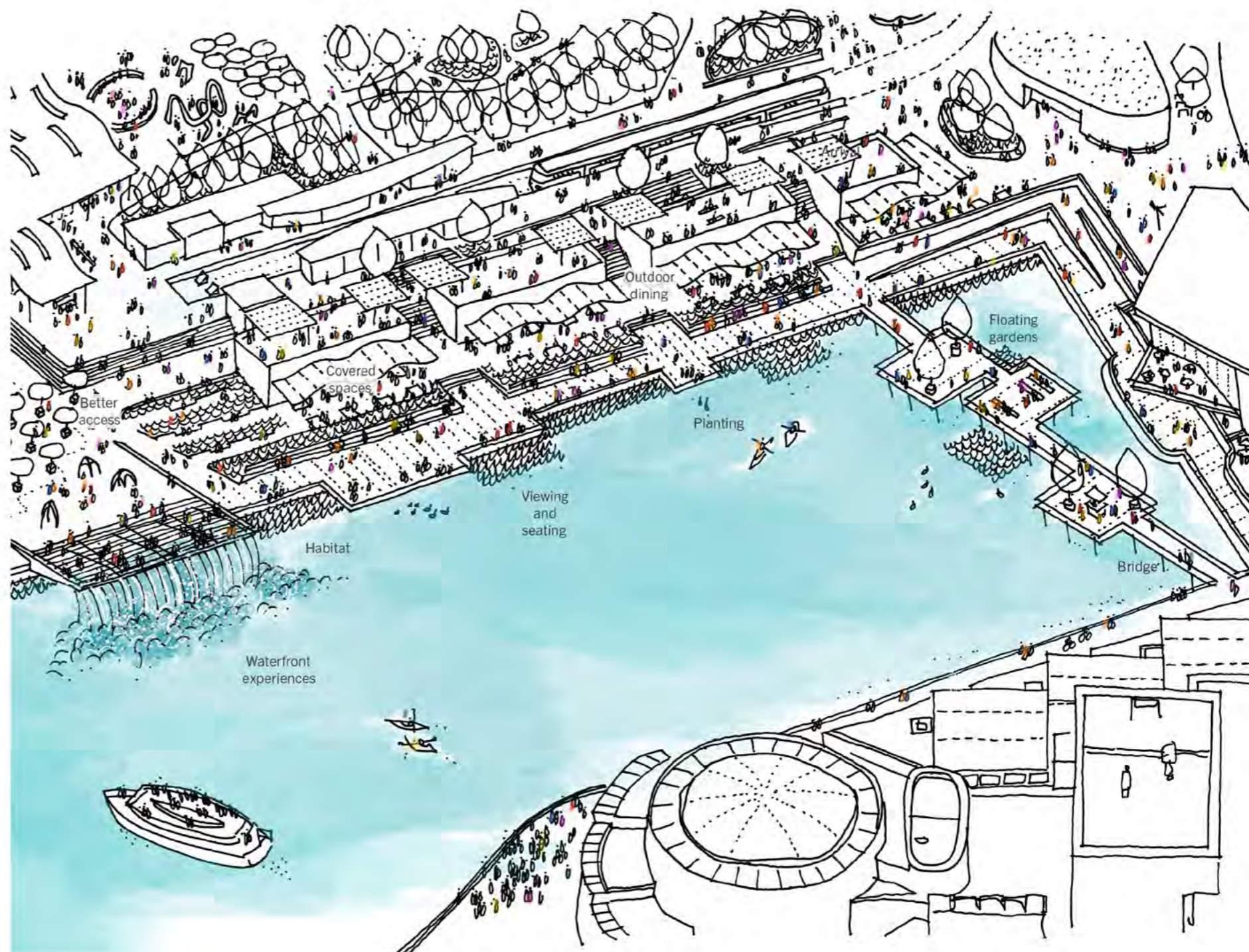


Fig.3.82 Artistic Sketch of the Waterfront and Gateway. Image by Urban Landscape Architects.



CULTURAL AND COMMUNITY HUB

Quayside will be a vibrant, revitalised mixed-use character area that meets the needs of the local community and serves the wider Salford population.

The Quayside will support the area's growing residential population through the delivery of services as well as high quality homes. It will also perform as a regional attractor that serves as a retail, arts, cultural and leisure destination.

The Quay's reputation as one of Greater Manchester's primary town centre destinations will ensure the needs of local communities are met. Opportunities to include more social infrastructure provision, to better meet the needs of the existing and future communities will be explored. Providing the right mix of social infrastructure, retail, leisure and other town centre uses here will not only add to the vibrancy of the area, but also present the opportunity to better integrate Quayside with the existing residential community to the east.

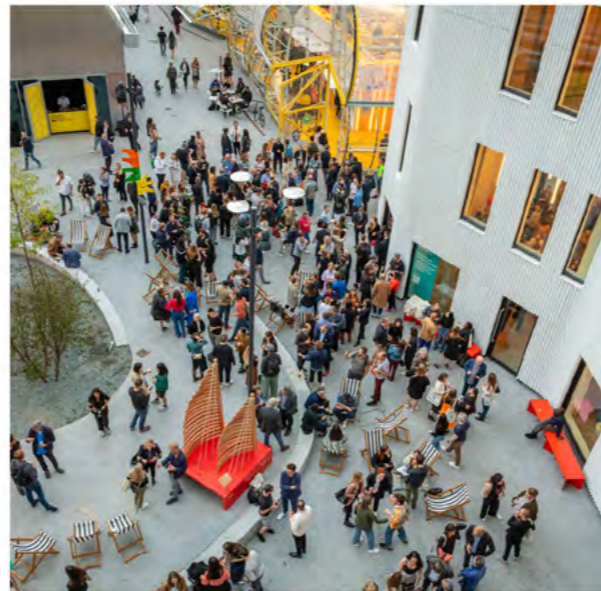
MEETING POINT



DESTINATION



FLEXIBLE



VIBRANT



CULTURAL



ARTS & CRAFTS

► **Town Centre Shops and Facilities**

Future proposals should seek to future proof the Quayside MediaCity shopping centre (formerly The Lowry Outlet Mall). The retail and leisure provision should be optimised to respond to changing demands. Peel as present owner, will continue to maintain their commercial occupier strategy and regularly review and refine to respond to Character Area objectives, future occupier demands and the continually evolving trends of the retail sector.

Future proposals should deliver a range of units that are attractive to different occupiers, including larger anchor tenants. There should be a blend of high street and independent occupiers, whilst proposals should recognise that well-know high street occupiers are more likely to be locating here to underpin the town centre location. Opportunities should be explored to introduce shops, services, F&B and leisure uses in new areas of the town centre (including around the central bay and Lowry Plaza) to support the area’s residential, business and tourism populations.

As set out in the Salford Quays 2030 Vision, whilst the centre continues to improve there will need to be continued focus to ensure this progress is maintained and the aspirations in the vision maintained. Quayside shopping centre bookends the town centre at one end and will be the main location of retail, local services and amenities including shops, community facilities including

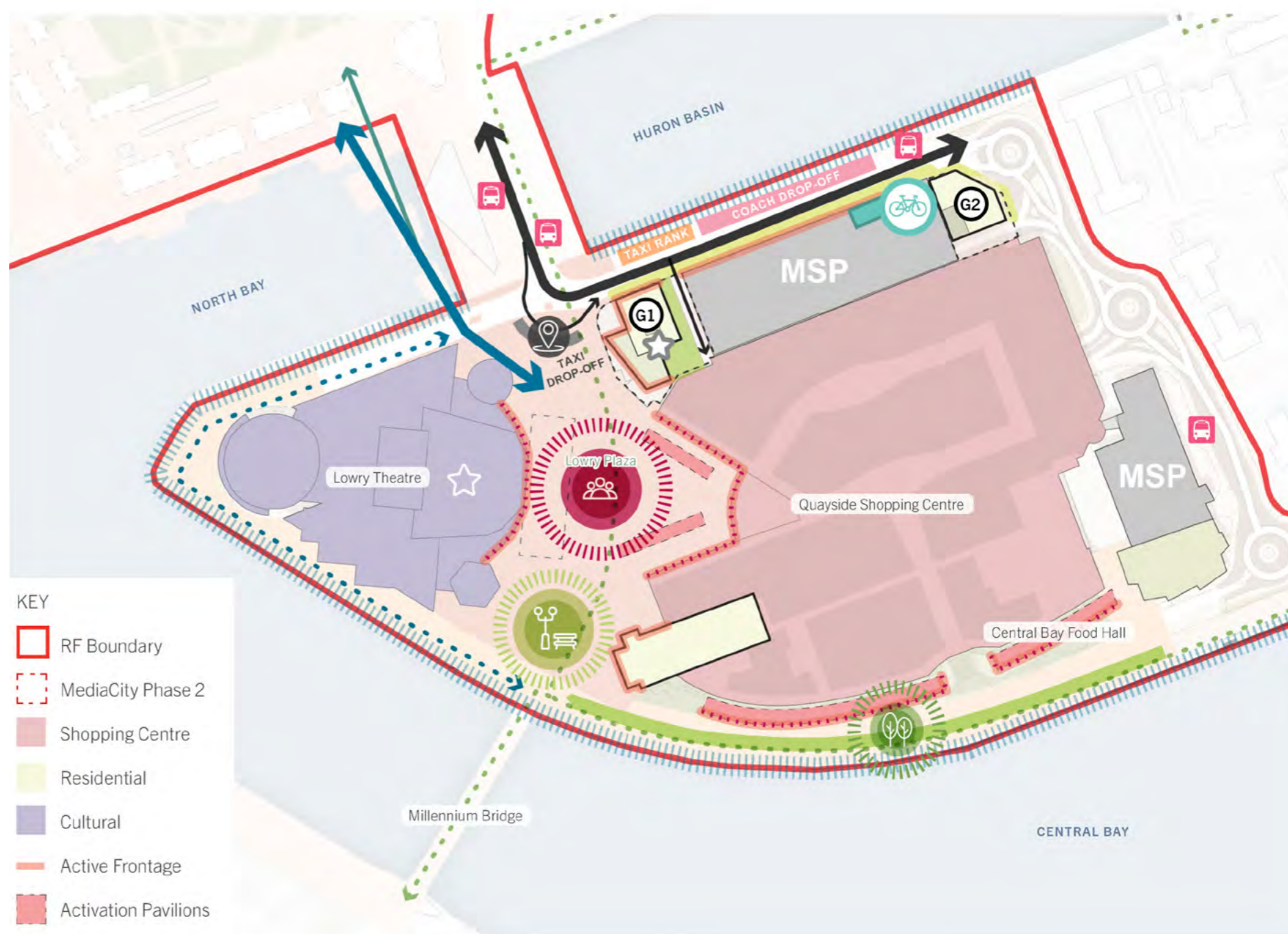


Fig.3.83 Conceptual diagram of the Cultural and Community Hub

a new GP surgery and pharmacy, leisure uses and food and beverage uses. This will be particularly important as Salford Quays continues to grow with an expanding population with new homes and workplaces. The shopping centre will be the central area within the Quays town centre providing the services and amenities required alongside retail provision.

The 2030 vision sets out an ambition for the shopping centre to be reconfigured so that it faces the waterfront with provision of independent cafes, markets and restaurants.

This vision has now started to be realised with the creation of Central Bay, the new independent food and beverage destination which opened in Autumn 2023. Plans are in place for new public realm along the waterfront which will further enhance the destination and encourage connectivity in this area of the town centre. It is key that this progress is supported going forward.

► Leisure and Culture

Future proposals should create opportunities (e.g., pop-up events, exhibitions, markets) to support the town centres role as an arts, cultural and leisure destination.

Future proposals should recognise the role of the town centre as a key component of the night time economy. The introduction of retail, leisure and F&B uses should



Fig.3.84 Artistic sketch of the Quayside

seek to support the existing cultural ecosystem, including the Lowry. Residential amenity will be an important consideration when considering the specification and location of any night-time uses.

► Residential

Opportunities could be explored to bring forward residential development within the Quayside character area, as this will positively contribute to the mix of existing uses. Any proposals will need to be in line with the Salford Local Plan residential mix policies including, AP2: Salford Quays, Policy H1: Types of Housing and Policy H2: Size of Dwellings. Plots G1 and G2 present the most likely locations to deliver high density residential buildings, as they will maximise the limited availability of developable land.

Opportunities to deliver a landmark, high rise, residential-led buildings on the western corner of the MSCP should be explored, which establishes an architectural dialogue with landmark buildings within the Living Hub character area.

Considering the central location and character of the surrounding area for Plots G1 and G2, it is anticipated that residential could be provided here, with potential for these to create a new landmark building.

The orientation, layout and design of residential proposals in the town centre should ensure the activation of the public realm network and key routes.

► Public Realm

Public realm enhancements within Quayside should be focused on Lowry Plaza, Central Bay Waterfront, and The Quays and Huron Basin, and be coordinated with Salford's wider Inner Loop proposals.

Future proposals should seek to improve access to the Lowry Plaza from the Bund, providing a better pedestrian experience and reducing the presence of vehicles where possible, through enhancements to the public realm. Public realm enhancements in and around the Lowry Plaza must also ensure the functional requirements of the Lowry, Quayside and the Plaza are maintained, particularly regarding servicing movements and the ability to host events; such will need to consider requirements for emergency access and day-to-day services such as deliveries and drop-offs.

Opportunities should be explored to improve the public realm fronting Central Bay, known as 'Central Bay Waterfront'. This could include the introduction of balustrades, high quality paving, urban furniture, lighting and more seating areas.

Future proposals should seek to contribute to an enhanced network of pedestrian and cycle friendly routes along through improved activation and wayfinding. This should be supported by a wayfinding and signage strategy, that could be extended beyond the Framework boundary.

► Connectivity and Permeability

Future proposals that improve the activation of the ground floor of the MSCP will be supported, particularly fronting the Huron Basin.

Future proposals should explore opportunities to deliver an improved frontage and enhanced permeability along the eastern edge of the character area to better integrate with the existing community to the east. Through this analysis, proposals should seek to create a more successful and welcoming front door to Quayside when approaching from the east, which may be achieved through location of new entrances, creating new pedestrian / cycle links, improved landscaping or de-engineering the highway.

Proposals should seek to enhanced relationship, where possible with communities beyond boundary – to the east through improved permeability and buildings entrances.

Consideration should be given to the de-engineering of the existing highways network to create a more attractive pedestrian and cycle experience. This should seek to concentrate vehicle movements away from the town centre.

Proposals to de-engineer the road network should create an improved front door and landing point into the Waterfront and Gateway area.



LIVING HUB

The Living Neighbourhood will be a new neighbourhood of choice that will be home to a new sustainable residential community. It will provide homes for both existing and new Salford residents in an attractive neighbourhood, where residents benefit from high quality, energy efficient and future proofed homes, access to inclusive public spaces and facilities, including complimentary commercial, retail and leisure uses that are centred around the needs of the local community and respectful of the area's residential character. There will be a wide variety of homes to support the creation of a mixed and sustainable community.

The Living Neighbourhood will have a diverse range of safe and intimate spaces for all residents to meet, play and socialise. The main square will form the civic heart of the residential community, forming part of landscaped pedestrian orientated public realm network; this will support linkages and visual connections with Media Park and the Waterfront, creating an attractive, permeable and legible neighbourhood.

DIVERSE



SHARED



WELL-BEING



VARIETY



PLAY



LOCAL

► **Architectural Quality and Urban Grain**

Future development of residential proposals should be of a high quality design, irrespective of tenure, and positively contribute towards the creation of a residential-led character area. Architectural design should deliver a rich urban grain and townscape interest to provide a strong and attractive identity for the area. This should aid permeability and legibility within the area

Future plots should seek to focus mid-rise elements towards the centre of the neighbourhood, including around the main neighbourhood square.

Opportunities for high rise elements should be explored and focused on the edges of the character area, particularly to the north and north-eastern boundaries.

Developments should avoid long spans of inactive and/or monolithic frontages at the ground floor level to ensure a rich urban grain. Proposals should also achieve appropriate separation distances to protect amenity, ensure privacy and enhance sunlight and daylight penetration.

Future proposals for mid rise and high rise buildings within the character area should support the creation of an intimate streetscape, by exploring design and material options that provide a human scale and welcoming environment for the residential community.



Fig.3.85 Conceptual diagram of the Living Hub

Buildings within the new neighbourhood should use a complementary palette of materials, whilst providing the required diversity to create a unique sense of place and for each plot to have its own identity.

Where commercial uses are proposed within this area, careful consideration should be given to the relationship with adjacent residential plots to ensure the future residential amenity of residents can be preserved.

► Commercial / Mixed Use Opportunities

Future proposals should explore opportunities to deliver 'landmark' commercial-led buildings on plots B4 and B5.

Future proposals should support the delivery of ground floor areas consisting of mixed uses (retail, F&B and leisure spaces) that are attractive to a range of occupiers by providing a variety of floorplates and unit sizes.

Development proposals should support the provision of neighbourhood facilities to address identified needs. This may include recreational spaces, play facilities/ areas, retail provision focused on serving the local community's daily needs (e.g., post office) and social infrastructure (e.g., health and education).

Future proposals should carefully consider and curate retail and leisure occupiers through the development of a retail and leisure occupier strategy for the area.

The location and operations of future occupiers should be sensitive to neighbouring residential uses and ensure they do not negatively impact neighbourhood quality.



Fig.3.86 Artistic sketch of the Living Hub

► Public Realm for Residents

Future proposals should ensure that public realm and open green space provides a range of accessible, safe and inclusive spaces, which caters to the needs of a diverse residential population. This could include informal play spaces, public art, and community growing spaces that contributes to attractive, engaging and vibrant spaces. This should provide opportunities for all members of the community to stay, place and interaction, promoting social cohesion.

Proposals should ensure that public realm and open space provision considers existing and future provision as part of other development plots.

Opportunities for soft landscaping and pockets of green space, trees and planting should be maximised where possible. It is important that connections to both existing and proposed green and blue infrastructure are promoted through the design, including enhancing the relationship with the waterfront.

Green and blue infrastructure enhancements should be focused around the delivery of Town Square, the Boulevard, Green Boulevard, Orange Street and Red Street, Broadway Place, and Community Gardens and Courtyards.

Through detailed design, consideration should be given to creating residential courtyards that are also inclusive and accessible to other members of the community. In this respect, gated communities should be avoided, other than where security or safety concerns require managed access.

► Permeability

Future proposals should ensure that the Boulevard provides visual permeability within the character area and the SRF, and should recognise the importance of maintaining permeability beyond the boundary to the north through the creation of key viewing corridors.

Permeability within and between development plots should be promoted through future design proposals.

► Active Frontages

Future development should provide active street frontages, particularly around key public spaces and routes, to promote street life and enhanced activation to the street scene. This also has the added benefit of natural surveillance (see indicative active frontages illustrated in the “Fig.3.85 Conceptual diagram of the Living Hub” on page 97)

Active frontages shall be provided in the form of ground floor active commercial uses or, where commercial uses are not appropriate, active frontages can still be maximised through good design e.g., the position of residential front doors and windows.

► Parking

The masterplan should primarily seek to maximise the efficient use of existing parking provision.

The continued trend in reduced car travel in favour of active travel, public transport and increased work from home characteristics should be exploited within the masterplan.

Any additional on-site car parking provision should be integrated into the design of residential buildings, with limited visibility or visual impact from key routes and should avoid locations where opportunities for active frontages have been identified.

Parking provision must include appropriate accessible car parking provision and secure off-street cycle parking for residents, as well as visitor cycle parking that is carefully integrated within the public realm.

Extensive car parking is already provided across the Framework Area and future proposals should therefore explore opportunities for utilising off-site parking as part of a strategy to reduce parking ratios and promote use of more sustainable forms of transport. The potential to develop a framework-wide parking strategy should be explored, as this could present opportunities to make best use of existing car parking and maximise land available for other uses.

Opportunities exist to promote the expansion of car club provision which provides an effective means of reducing private car ownership and associated parking. The masterplan provides an opportunity to review the existing and permitted parking totals that were previously promoted based on travel assumptions by private car which have not been in practice.

Where new car parks are necessary, these should provide mobility hub facilities that include cycle parking and dedicated parcel delivery function that serves to better manage ad-hoc deliveries across the wider Framework Area.

4 PHASING AND DELIVERY

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INTRODUCTION

The delivery and phasing of the Framework masterplan will require the coordination of a large array of interdependencies that include continuation of retained operational buildings and spaces, securing timely planning permissions, market demand and other external factors. Whilst the landowners are absolutely committed to delivery at pace, the array of interdependencies will rely on the alignment of third party objectives. Land owners already have excellent working relationships with all key stakeholders and so a key component of delivery will be to continue strong collaborative relationships that share the vision and objectives of the Framework.

Delivery Considerations:

Overall, development will seek to positively respond to market opportunities in a way that drives positive outcomes when assessed against the criteria for success identified in this Regeneration Framework. The illustrative masterplan sets out the ambition and opportunity, although specific details will emerge as part future planning applications. Given the scale of opportunity, development will need to respond to market demands over a 15 – 20 year delivery programme and the Framework may be review periodically to reflect any variation from the current ambitions.

- Retained operational buildings and on-going function of existing public spaces: The Framework Area is home to a vibrant business and retail ecosystem,

a healthy residential community and series of iconic public spaces that have been designed to accommodate a range of functions. It will therefore be essential that retained buildings, occupiers and public spaces are carefully considered during the future sequencing of phases to ensure any development impacts can be minimised.

- Highways Network: The Framework presents the opportunity to deliver a range of positive interventions into the highways network, which would seek to improve the streetscape, public realm and form key considerations for the design of each development plot. The outcomes of further detailed technical analysis and costing of potential highways interventions will therefore be required to inform how and when such improvements might take place.
- The delivery of future infrastructure may potentially be accelerated through third parties and public sector partnerships.
- Securing timely planning permissions: All new elements of the masterplan will require the design of detailed proposals to be developed as part of the planning process, which will include key stakeholder and public engagement. Considering the scale and complexity of each plot, each application will need to be robustly prepared in consultation with Salford City Council.

- Market demand: A key component of the delivery and phasing strategy is the need to maximise the beneficial outcomes of the investment and drive market demand to ensure the future success of the Framework and wider Town Centre. The phasing therefore outlines a logical strategy to generate long term positive impacts through the creation of new connections and improved public spaces, whilst the delivery of new development plots is focussed around creation of the new neighbourhood square that will be central to high quality and vibrant place creation.
- Other external factors: Due to the scale of the masterplan, it is necessary to consider delivery over the long term. Within this context, there will inevitably be a wide range of external environmental, social and economic factors that will inform the evolving delivery and phasing strategy.

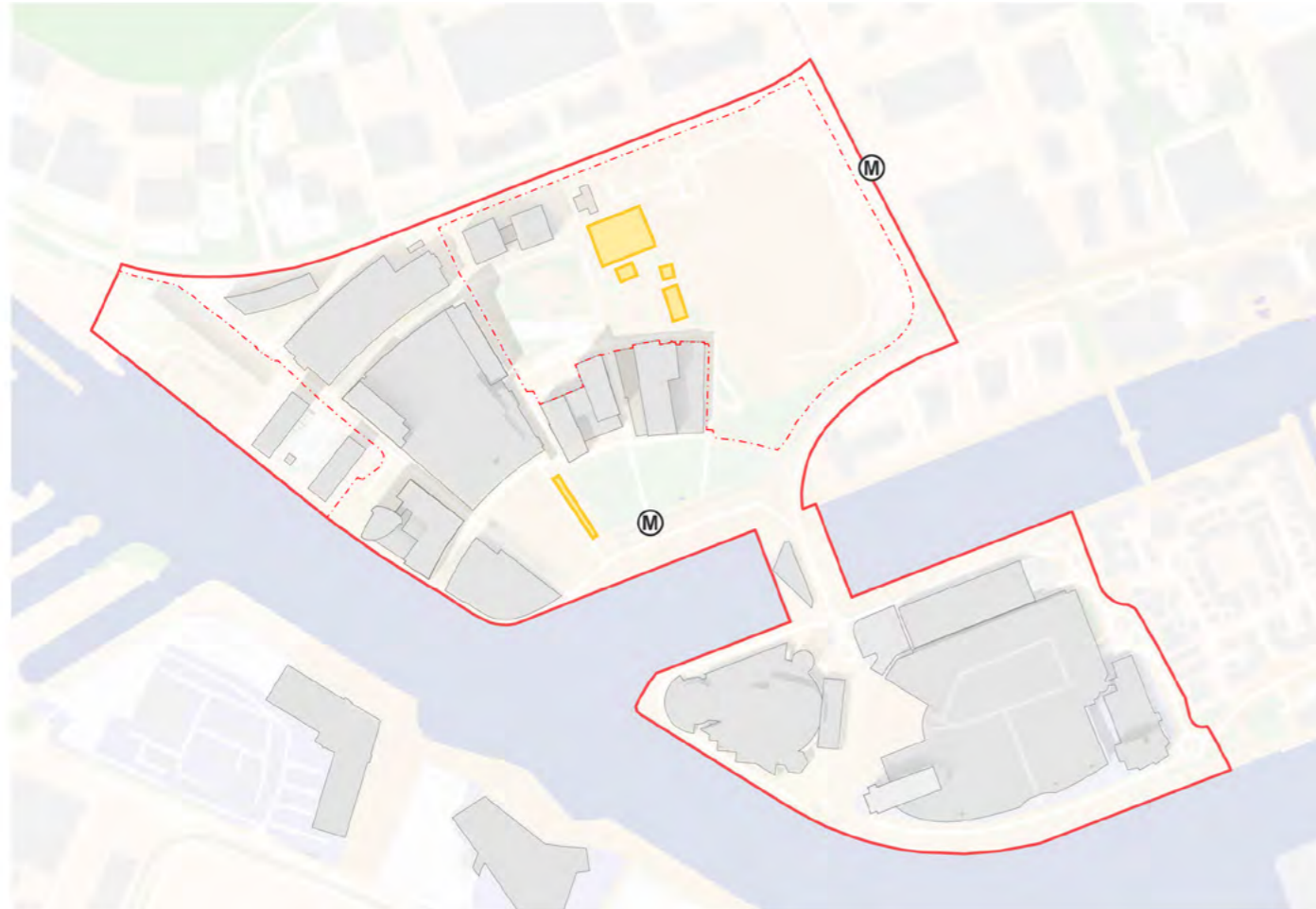
Within this context, the following provides an indication of the currently anticipated sequence for future plots progressing. Recognising that this may change over time, the landowners will continue to review and update the masterplan phasing plan as part of on-going engagement with key stakeholders.



Fig.4.1 Aerial view towards MediaCity, looking North.

PRELIMINARY PHASING AND DELIVERY STRATEGY

Site Preparation



Site preparation and removal of some built elements.

Phase 1



Start development, regeneration of relevant water edges and reinforce public fund.

Development:

- Delivery of C3 (commercial)
- C4 (residential)
- G3 change of use.

Public Realm:

1. Bund Bridge and some pavilions.
2. Public realm and landscape improvements of Central Bay
3. Early activation of the Media Piazza, Media Park and Lowry Plaza.
4. Landscape works in Broadway place (C3) and Orange Street.
5. Activation of the Shopping Centre ground floor connection between Central Bay and the Lowry plaza.
6. New bike hub east of E1.

Phase 2



Phase 3



Consolidate development around the Town Square and deliver the main Public Realm and Landscape scheme.

Development:

- D5 (mixed use)
- C5 (residential)
- B5 (mixed use)
- G1 (residential)

Public Realm:

1. Town Square and Boulevard.
2. Full activation and design of the new Media Piazza, including pavilions.
3. Covered space.
4. Waterfront Boardwalk and pavilions.
5. Integrate with the Inner Loop.
6. Media Park and active frontages/uses along green street.
7. Full activation of Lowry Plaza.
8. Quayside Multi-Storey car park bike hub.

Complete Living Community and Media Quarter along with the rest of infrastructure improvements. Deliver remaining residential units.

Development:

- D4+E5 (residential)
- D6 (residential)
- C6 (residential)
- G2 (residential)
- E1 (commercial/office)

Public Realm:

1. Blue road improvement.
2. Wider connections (north): Green Boulevard connection towards the MetroLink Broadway station.
3. Wider connections (east): Connection with Broadway road.

INFRASTRUCTURE

Introduction

Significant levels of investment in infrastructure have taken place within the Framework Area, sufficient to futureproof all development that has either been delivered or consented to date.

This investment provides a strong foundation for accelerating the delivery of the future enhanced masterplan proposals

Planning Obligations

A key reason for MediaCity's success is the infrastructure delivery programme that has been brought forward across the whole site, including the provision of related highways infrastructure, public realm, metro-link, utilities and services. This provision has been assessed as providing the capacity to serve the full scale of all extant consented development associated with Media City Phase 2. The framework area has also already supported the delivery of 100 affordable homes within initial phases of residential development, as part of the 'High Definition' scheme.

A key principle of this framework is that it is an opportunity to realign the next phases of investment and development at MediaCity to achieve better outcomes. It demonstrates that changes can be achieved to the arrangement and mix of development that will better reflect the way that MediaCity functions today and, in so doing, how it supports the people that live, work and spend leisure

time there. It also presents an opportunity to achieve an increase in the quantum of development, enhancing Salford's growth.

Policy PC1 of the Local Plan identifies the circumstances upon which Planning Obligations will be sought as part of new development, namely where it would have an unacceptable adverse impact or would result in a material increase in the need or demand for infrastructure, services, facilities and/or maintenance for which other sources of funding have not been secured in full, and where adequate mitigation measures are required to be put in place. Given the extant planning permission approves a quantum of development that is underpinned by the upfront investment in infrastructure that has taken place, and that will be a material consideration in the determination of any future application, additional infrastructure will evidently not be required for the development up to the previously approved quantum of development. PC1 however will of course also be applied to net additional development coming forward in line with enhanced ambitions of the revised Regeneration Framework. Additionally, affordable housing delivery through grant funding will also continue to be explored in order to meet the requirements of Local Plan Policy H4, building upon the success of the aforementioned 'High Definition' development. In the event that viability appraisals are required to facilitate assessment of the uplift in the quantum of development against the criteria in Policy PC1 (i to iv), then the cost of further infrastructure

expenditure will also be considered as a cost within the associated viability appraisals. This will be an important part of the process for ensuring that the benefits of the development, aligned to longstanding regeneration objectives, are maximised, but not ultimately adversely compromised, and take into consideration the existing future proofed infrastructure already delivered.



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