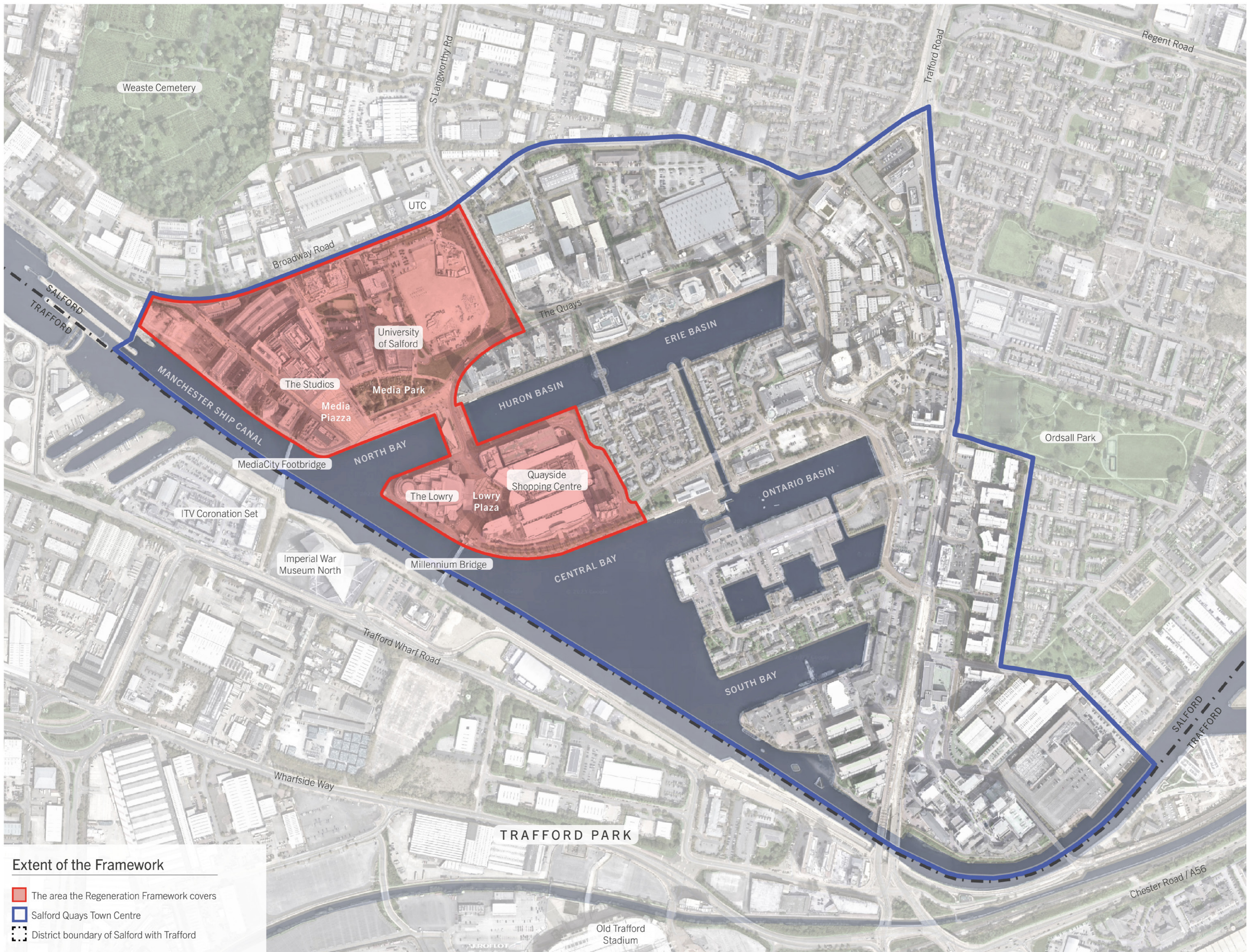




# 1 INTRODUCTION

Welcome to the public consultation for the MediaCity and Quayside Regeneration Framework. Building on the remarkable regeneration that has taken place over more than 30 years in Salford Quays, we are now consulting on the draft Regeneration Framework that will set the overarching strategy for the next phases.



**Extent of the Framework**

- The area the Regeneration Framework covers
- Salford Quays Town Centre
- District boundary of Salford with Trafford

The Regeneration Framework covers an area of 23.30 ha, comprising two large parcels referred to as MediaCity and Quayside, which are connected by The Quays road. It covers the area in red as shown in the diagram above.

This Framework sets out opportunities to enhance the area through improving existing public spaces and creating new high-quality spaces, providing a town centre that meets the Salford Local Plan aspirations and delivering new business spaces, homes, amenities and leisure offering that locals can benefit from whilst meeting market demands.

Following consultation, the Regeneration Framework will be updated and the final version will serve to guide how future phases are brought forward in a cohesive way to maximise this once in a generation opportunity to transform this currently

underutilised part of the Salford Quays Town Centre. Many exciting ideas and proposals are set out in the Regeneration Framework to improve the area, including increasing connectivity in and around the site, improving the quality of public spaces and enhancing the environmental and built quality of the Quays to drive sustainable and inclusive growth.

We want to get your feedback on the draft document to ensure we can consider the views of all key stakeholders, including residents, businesses, community groups and visitors.



## 2 THE JOURNEY TO DATE

For a period extending over 30 years, the wider area of Salford Quays (which the Framework falls within) has witnessed a remarkable transformation. It has changed from a derelict wasteland in the mid-1980s following the closure of Manchester Docks, to a residential community, a new town centre, and a place for media, innovation, business, culture, retail, sport and entertainment.

### MediaCity



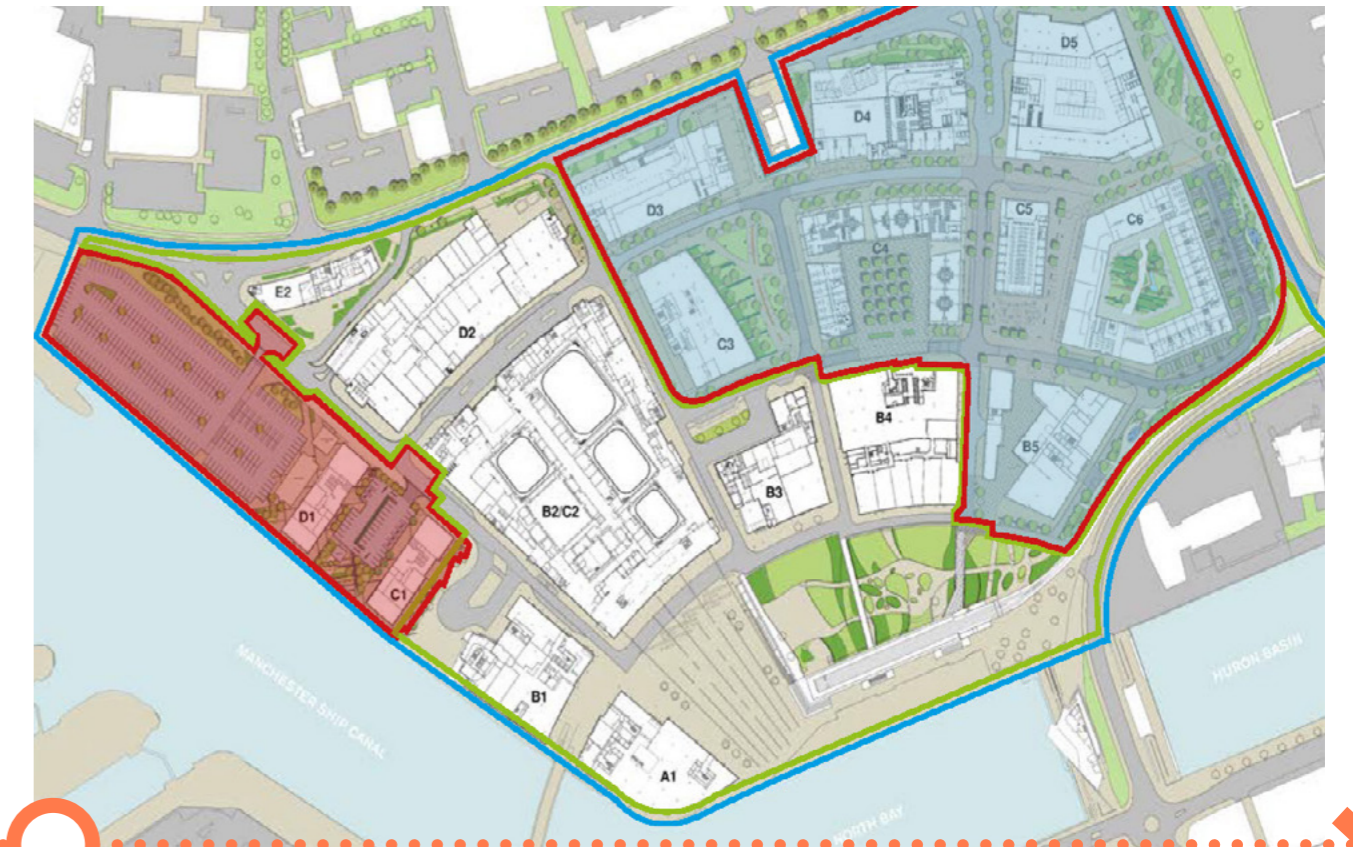
2006 Outline Consent

In 2006, Outline Permission (06/53168/OUT) was granted for MediaCity, 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.



2013 Reserved Matters Phase 1

Following the granting of Outline Permission, a series of Reserved Matters (RM) applications were approved between 2007 and 2010. These included offices and studios, residential units, hotel accommodation, food and beverage, and University space. Upon completion in 2013, this first phase successfully delivered 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 Outline Consent required all Reserve Matters (RM) applications to be submitted by 2016. Pursuant to this, a RM application and separate standalone planning applications were approved, for landscaping, residential blocks, office blocks, a multi-storey car park, live/work units and commercial with associated car parking. Whilst much development has taken place, the full extent of these permissions has not yet been delivered.

### Quayside

#### 1980's Re-imagining the Vision

In the 1980s, the Quays and surrounding areas were purchased by Salford City Council with a vision to create a landmark leisure destination for Salford. In 1988, a Development Strategy Review was undertaken, which proposed the creation of a performing arts centre and Metrolink connectivity to the wider network.

#### 1990's Millennium Projects

During the 1990s, a Masterplan for the area was published and the revitalisation of the Quays began. In 1993, the first water sports centre was opened, followed by the Royal opening of Salford Wharf promenade in 1994. Throughout the latter half of the 1990s, a series of planning permissions were secured, including the Lowry Centre, Lowry Plaza and Shopping Centre, Imperial Point and the Digital World Centre offices, in addition to the realignment of the Quayside loop road. In 1999, Metrolink connectivity was delivered to the Quays.

#### 2000's Continuing Delivery

The Lowry was opened by Queen Elizabeth II in 2000 and the Quayside Shopping Centre opened in 2001. The Salford Quays Millennium footbridge was also delivered in 2000, linking Quayside with Trafford Wharf and the Imperial War Museum North. Throughout the early to mid-2000s, Imperial Point, Sovereign Point, the Digital World Centre offices and the realigned loop road were all delivered; resulting in a configuration of uses which has been retained to this day.



### Today

#### 2023 MediaCity and Quayside 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.

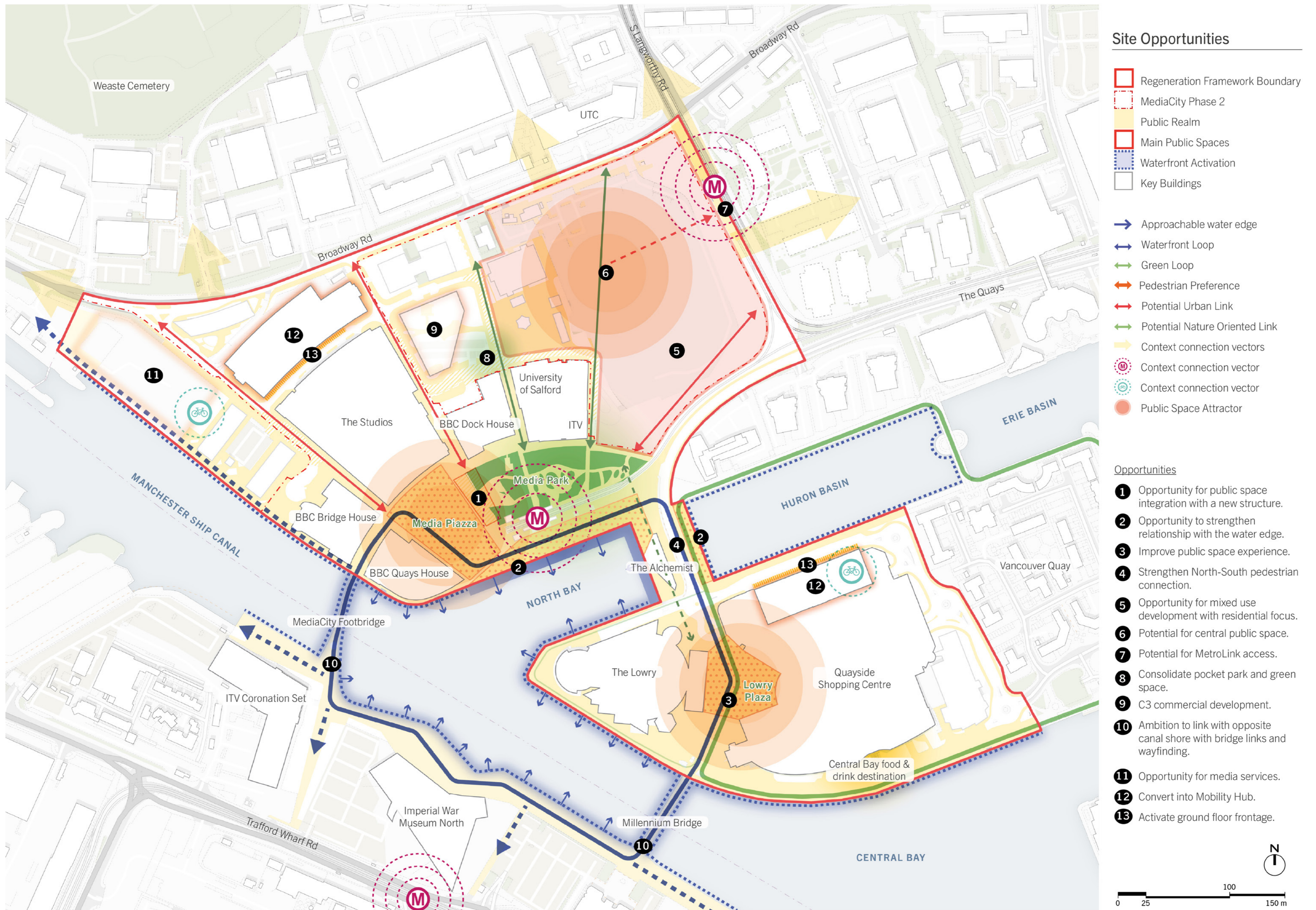
It is informed by up to date strategic objectives, planning policy, post-pandemic socio-economic shifts and a renewed focus on the need to push the boundaries on creating a highly sustainable and inclusive town centre.





## 3 SITE ANALYSIS

Understanding what works well and what can be improved is an important part of ensuring the proposals really do deliver a place that is welcoming and comfortable for all users.



### Connectivity

The Framework Area benefits from a network of pedestrian and cycle routes, buses and Metrolink services that connect people to and from the site. That said, we recognise there are opportunities to improve links within and outside the site, to make it easier for people living, working and visiting here to choose sustainable travel options and navigate the area better. A Strategic Transport Assessment will also inform any future highways interventions that may be required.

### Public Realm

Development to date has delivered substantial areas of public realm including Media Piazza, The Bund and south side of Media Park, The Waterfront, and Lowry Plaza. Some of these spaces are more popular than others. The Framework seeks to enhance spaces that could be improved and provide new ones that are of high quality to promote wellbeing and active travel.

### Green and Blue Infrastructure

Media Park is at the very heart of the site. The Framework Area is adjacent to Manchester Ship Canal, North Bay, Erie Basin and Huron Basin, which include water based recreational activities, such as open water swimming. Green and blue infrastructure is not only important from an environmental perspective, but also a recreational and wellbeing one. The Framework seeks to build on the existing provision and ensure existing and new spaces meet existing and future resident's needs, places that people want to spend time in and support biodiversity. This has been informed by an Ecological Baseline Assessment.

### Existing Uses

MediaCity and Quayside 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, gyms and car parking. The Framework seeks to provide more homes and spaces for business and leisure uses to support the Town Centre's sustainable growth.

### Environmental Considerations

Topography is mostly flat across the site, supporting accessibility for a range of users. We know that areas such as Media Piazza, Media Park and Central Bay Waterfront are among the sunniest. Along the waterfront is less comfortable during the colder months due to south-west prevailing winds, however, in warmer months, this area gets more sunshine and becomes a hive of activity. Whilst people who are regularly on site will be aware of windy areas, we have undertaken an analysis of wind to define spaces that experience this and to ensure the location of new buildings are considerate of this. The Framework has considered how areas such as the waterfront can be improved to be more useable throughout the year, such as introducing pavilions to break up the wind and provide some shelter when needed.

### Building Heights and Massing

Throughout the site, there is a range of different heights and landmark buildings, including high density residential blocks and large floorplate offices and production studios. The Framework has considered how these should be considered with regard to future development to create an environment that works from a placemaking and environmental perspective.



## 4 THE VISION

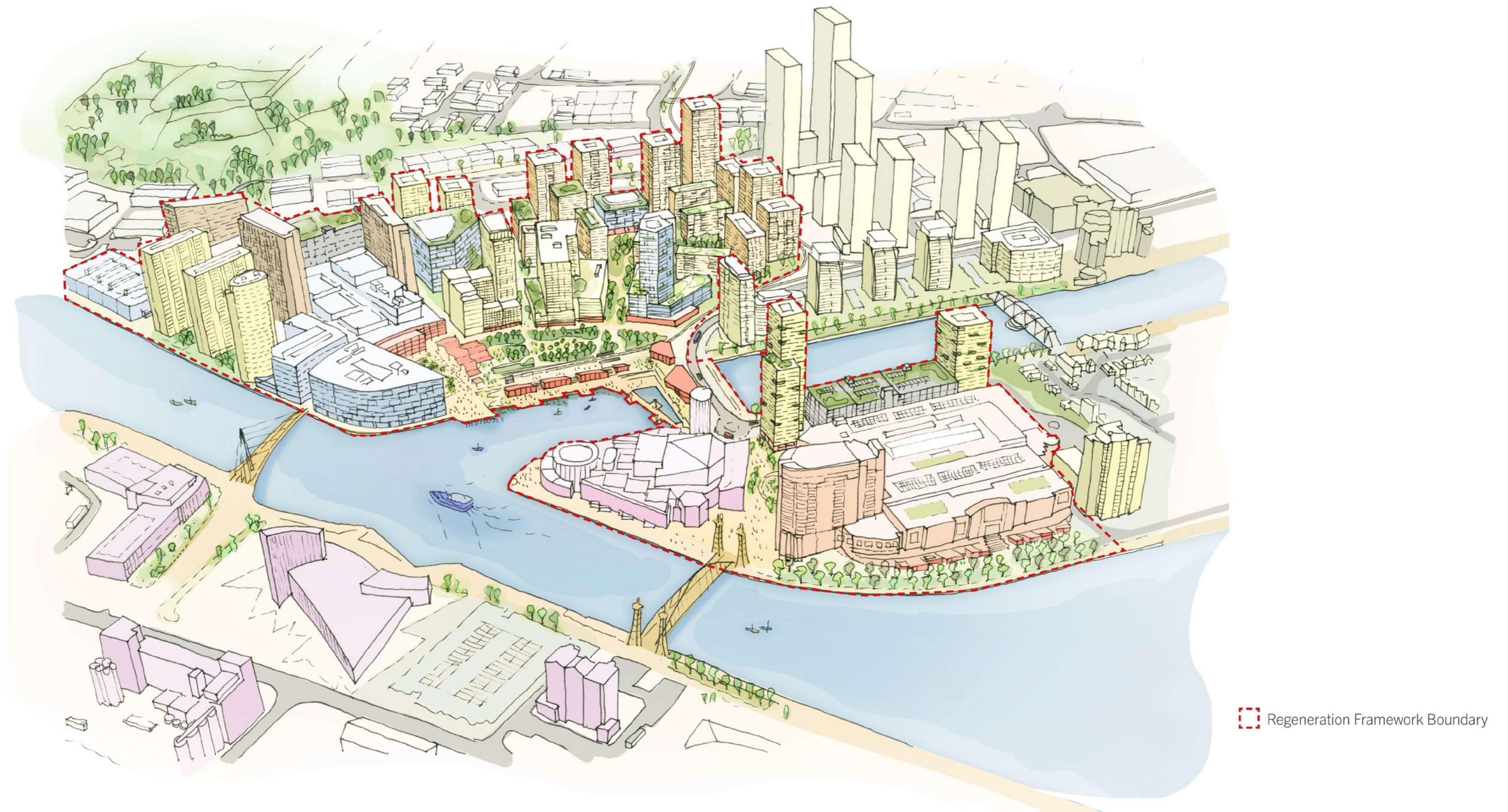
The Framework Area will leverage the strength of MediaCity and Quayside to become the most distinctive, highly connected and sustainable town centre in Greater Manchester, being home to a thriving business ecosystem and providing inclusive opportunities for diverse and healthy communities.





# 5 DEVELOPMENT PRINCIPLES

Our aspiration is for MediaCity and Quayside to be a place that embraces inclusive growth, supports long term sustainable communities and positively contributes to the environment. Seven Development Principles have been prepared to guide future development proposals, explaining how this should be considered to ensure new planning applications are inclusive, sustainable and environmentally sound. An overview of each is outlined below:



Regeneration Framework Boundary



**1. Structural Components of the Masterplan**  
The Framework outlines a number of guiding principles for the area, which should be considered as part of future planning applications:

- The creation of a distinctive neighbourhoods;
- A target mix of uses, including residential, commercial, retail and leisure;
- Appropriate scale of development;
- High quality and integrated public realm; and
- Hierarchy of streets and boulevards.



**2. Unlocking Inclusive Growth**  
The Framework outlines the key considerations to unlock inclusive growth within and beyond the boundaries of the Framework Area, including:

- A town centre which priorities health and wellbeing;
- Putting people at the heart of the Framework;
- Enhancing site boundaries;
- Supporting education and employment;
- Nurturing start-ups;
- Delivering homes of choice; and
- Delivering digital infrastructure for all.



**3. Sustainability**  
Future proposals within the Framework Area will consider:

- Creating opportunities for health and prosperous lives;
- Flexibility to meet the community's changing needs;
- Smart built environments;
- Low-carbon development and energy efficiency;
- Regenerating and enhancing existing habitats;
- Increased biodiversity and biodiversity net gain;
- Sustainable urban drainage systems; and
- Low carbon movement.



**4. Promoting Active Travel and Public Transport**  
The Masterplan seeks to promote active travel through:

- An integrated network of routes;
- Safe and accessible design;
- Requiring sustainable travel plans in future planning



**5. The Creation of Successful Public Spaces and Key Connections**  
The Masterplan will deliver a well-connected network of spaces and routes which seek to provide opportunities for residents, works and visitors to interact with nature whilst ensuring these spaces are both attractive and useable. Future planning applications will consider:

- Maximising the waterfront for the amenity of residents and visitors;
- Well-designed, landmark buildings;
- Wayfinding and signage to ensure a well-integrated network of routes;
- Active frontages to support vibrant streets; and
- Meanwhile uses to provide temporary uses on areas to be developed in later phases.



**6. A Complementary Mix of Uses and Residential Typologies**  
The Masterplan will facilitate the delivery of a diverse mix of uses across the Framework Area to create an attractive and vibrant neighbourhood which meet the needs of all members of the community. This will include a range of high-quality, affordable and accessible, future-proofed homes.

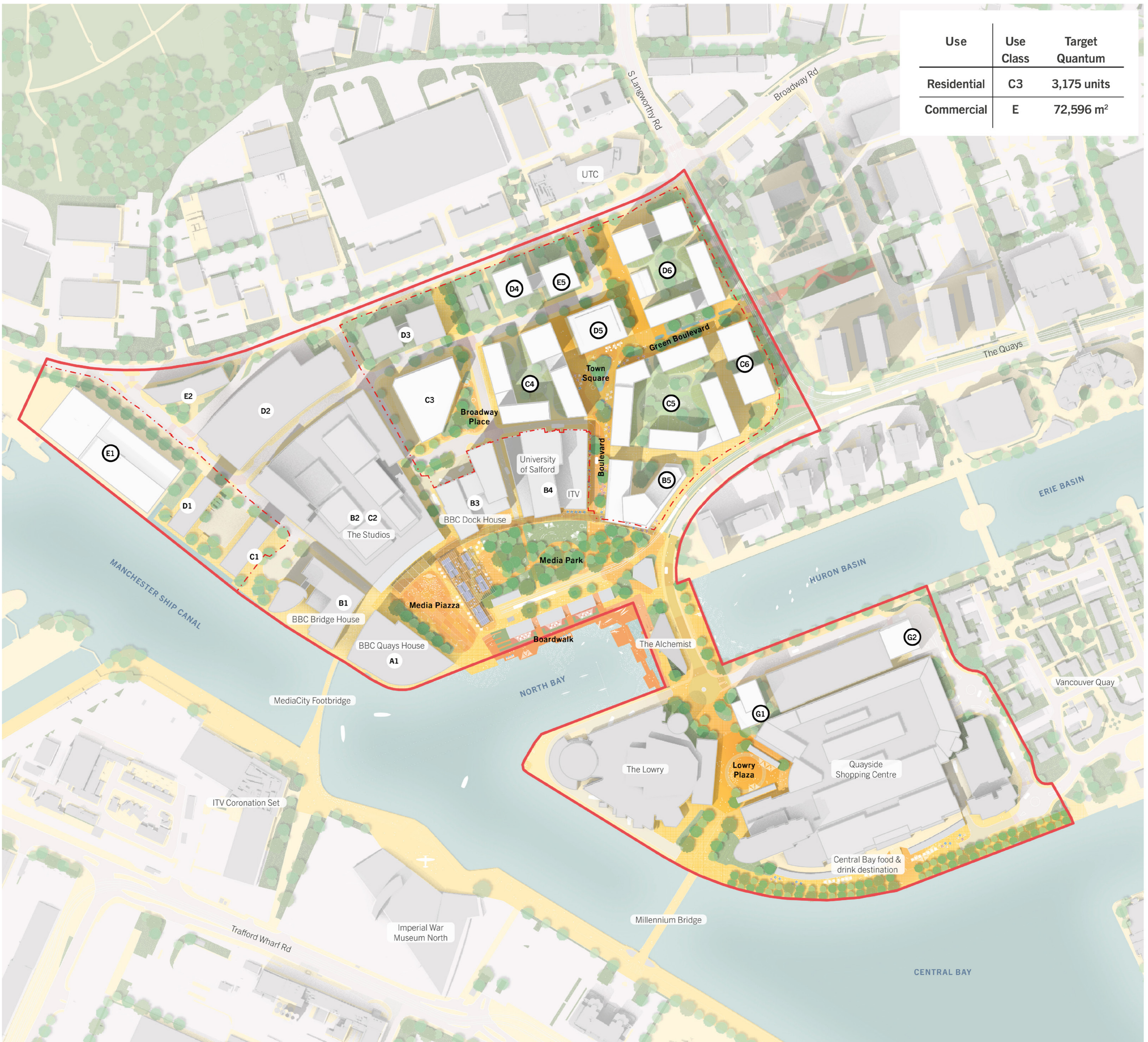


**7. Delivery of Green and Blue Infrastructure**  
Future development across the Framework Area will seek to maximise green and blue infrastructure opportunities to strengthen the connection of the area to the natural environment, whilst using it to respond to current and future environmental challenges. Future proposals will also explore opportunities to engage people as part of the green and blue infrastructure strategy, through natural play areas, outdoor education, communal urban gardens and outdoor culture and arts events.



## 6 ILLUSTRATIVE MASTERPLAN

The illustrative masterplan represents an interpretation of the vision, objectives, and development principles of the Regeneration Framework. It is flexible, 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.



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

- Regeneration Framework Boundary
- MediaCity Phase 2
- Existing Buildings
- Future Development





## 7 PLACEMAKING STRATEGY

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). These are:



### 1. Greater Variety of Open Spaces

Taking the 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.

### 2. Water at the Heart

Improving accessibility and bringing activity to the North Bay waterfront, making it the central asset of the new Town Centre. With this, connections and user experience between MediaCity, Quayside and the surrounding Quays will improve, through aiding wayfinding and bring more life to this area.

### 3. Public Realm Activated and All-Weather Spaces

Bringing the public realm alive through an activation programme, people's activities and shared experiences. The site currently includes The Media Piazza, Media Park and The Lowry Plaza, which could be made more comfortable with additional trees and covered areas (e.g. small and flexible pavilions).

### 4. Welcoming for All

Creating healthy streets and open spaces that are welcoming places for everyone to walk, spend time and interact with one other; spaces that are attractive to all ages, cultures and needs. For example, healthy living includes considerations to shade and shelter, places to stop and rest, creating spaces where people can choose to walk and cycle and a place where people can feel relaxed.

### 5. Live Greener

The new residential neighbourhood 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.



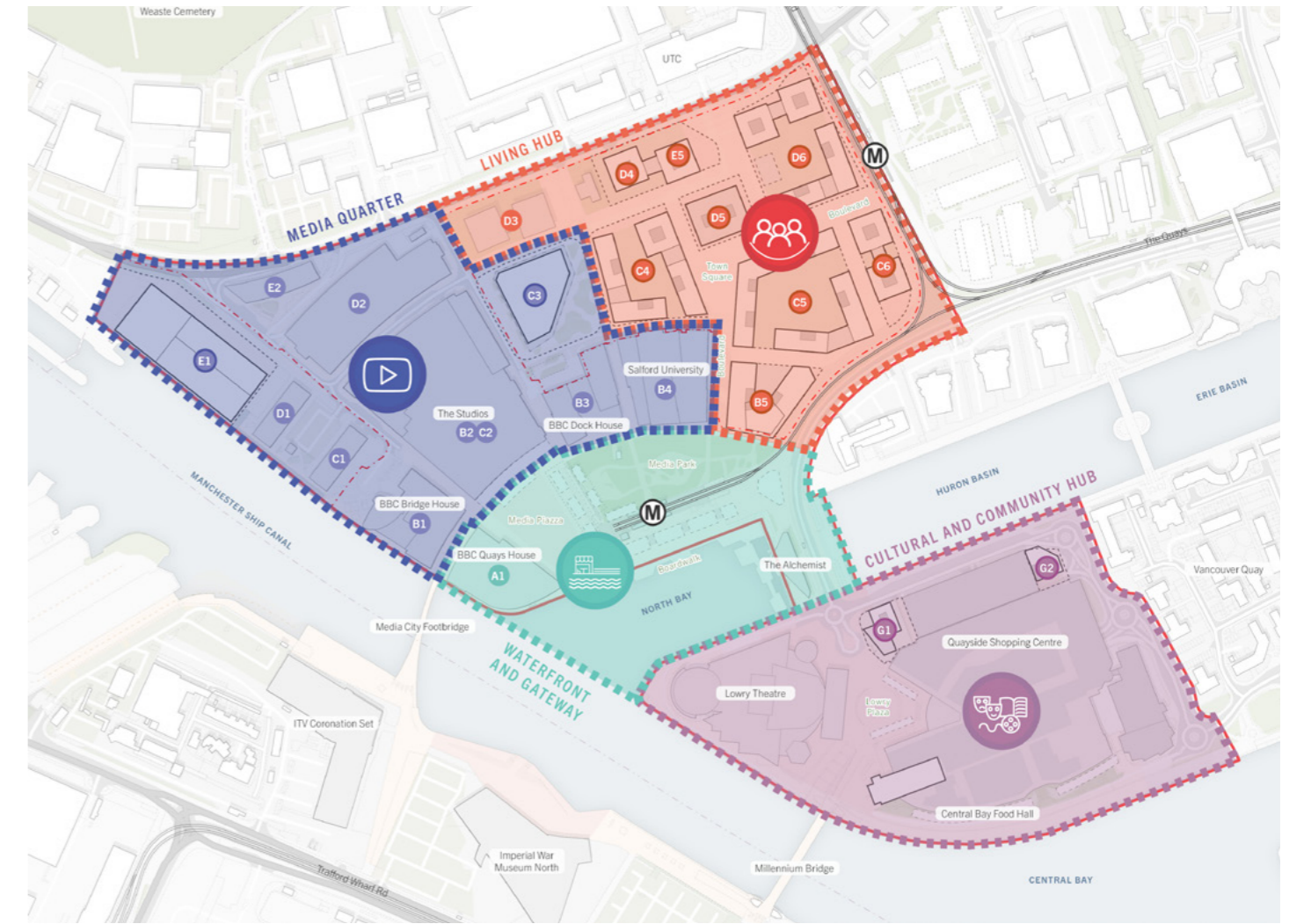
Perspective view with the key open spaces and active areas

The image above provides an overview of how the place-making strategy could deliver a well-connected, accessible, and attractive masterplan, which supports community wellbeing and enhances the connection with the natural environment. The detailed drawings and plans will come forward in future planning applications.



## 8 CHARACTER AREAS

Given the scale of the Regeneration Framework site, plots have clustered in character areas based on the land use, open space network, main activities and geographical characteristics. The four distinctive character areas are set out below.

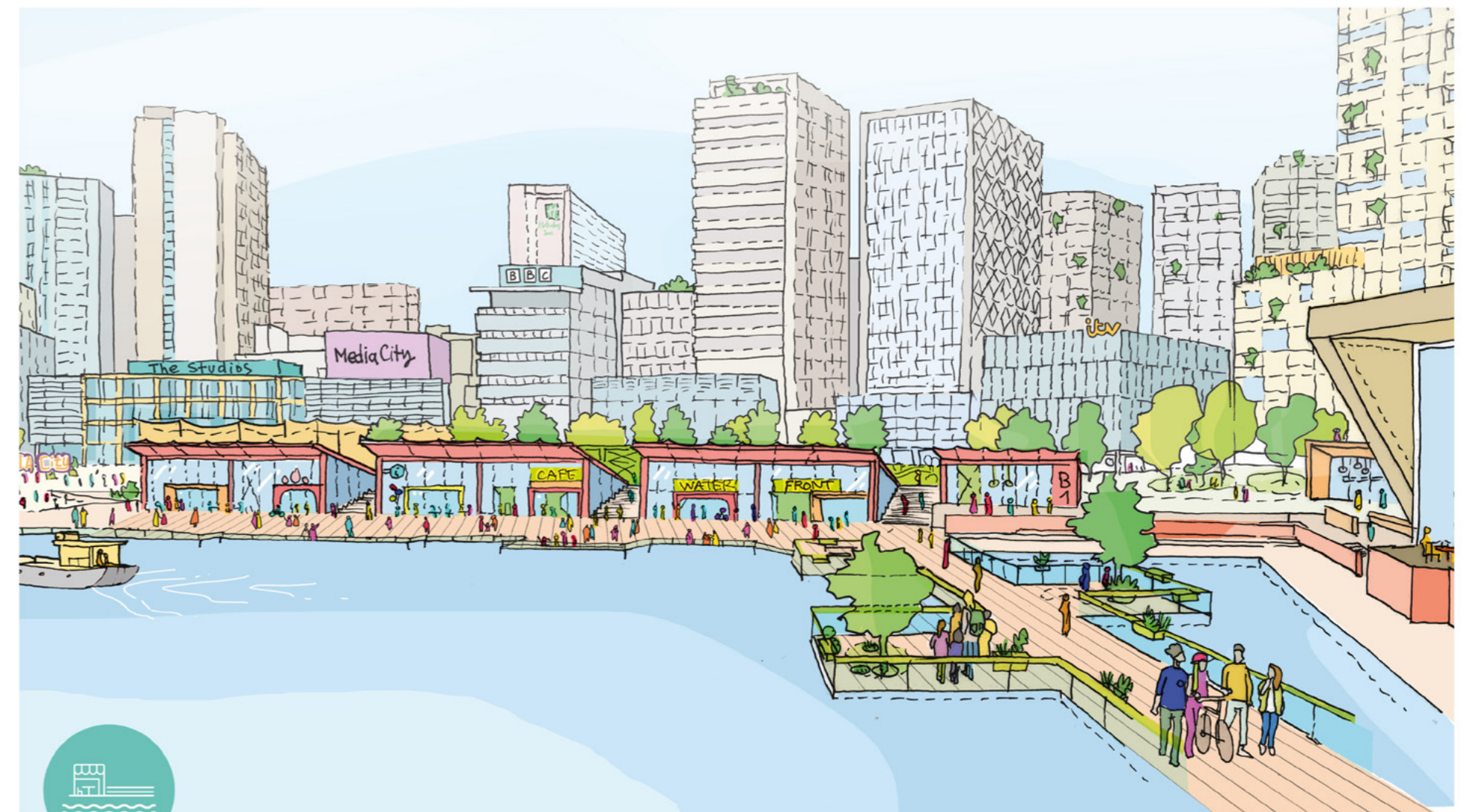


Character Areas



Media Quarter

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



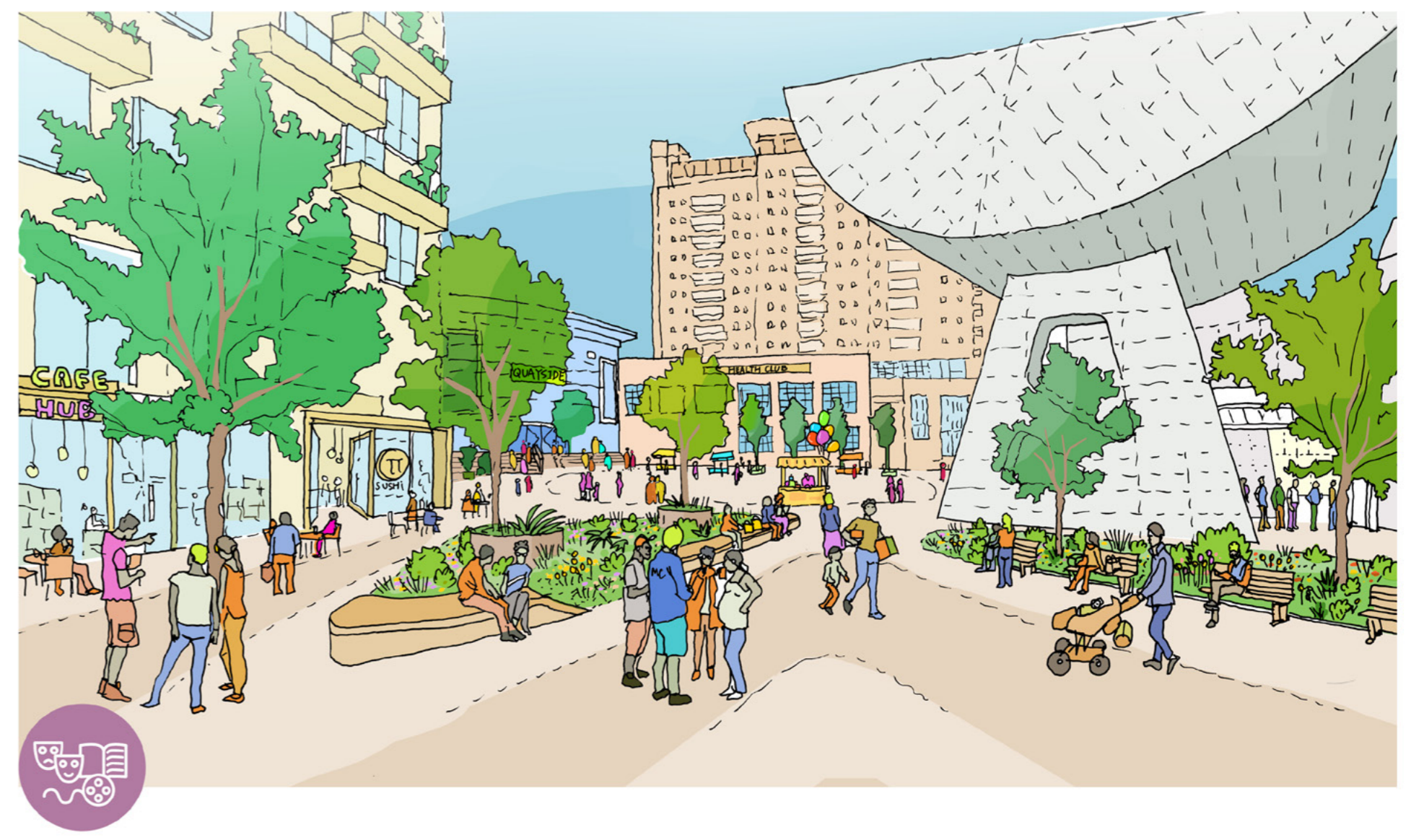
Waterfront and Gateway

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. Its character relies on the presence of water and the unique historic waterside dock location.



Living Hub

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



Cultural and Community Hub

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



## 9 OVER TO YOU

This document has been a development of existing permissions, the new Local Plan and brings in the aims of the recent Salford Quays Vision 2030 and in particular the feedback from the community contained in that document.

As each planning application comes forward there will be further opportunities to talk about details of individual developments and their impact.

The Regeneration Framework is there to consider how all this new development could work to maximise the quality of public space and the benefits to the wider community. We would love to hear your views on these proposals.

The Consultation will be open from October 18th to November 29th, 2023. You will be able to respond online by following links from this website:

*[shaping.salford.gov.uk/en-GB/projects/mediacity-and-quayside-framework-consultation](https://shaping.salford.gov.uk/en-GB/projects/mediacity-and-quayside-framework-consultation)*



Once the Consultation period ends, we will review all feedback and update the Framework. Following this, the revised document is due to be adopted early in the new year.