



Cornbrook Hub

Regeneration Framework

November 2013





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1

Executive Summary

This Regeneration Framework has been prepared jointly by Manchester City Council and Trafford Borough Council (the “Authorities”).

This document provides the Authorities vision and strategic level planning guidance for the comprehensive and co-ordinated regeneration of an area of the Regional Centre / Manchester City Centre which will, in time, become known as “Cornbrook Hub”.

Implementation of this framework will transform an important strategic site, which is currently underutilised, and create a significant new gateway in Manchester City Centre, Trafford, Pomona Island and Media City UK.

1.1 Executive Summary

Cornbrook Hub

The Cornbrook Hub site (the “site”) is located within the Regional Centre in a strategically important gateway location at the south western gateway to Manchester City Centre. It is prominently situated adjacent to the A56 Bridgewater Way, which provides access to the Pomona Island Strategic Development location (of which the site forms part) and the Bridgewater Canal. Located within the site is the Cornbrook Metrolink station – a key element of the City Region’s public transport network.

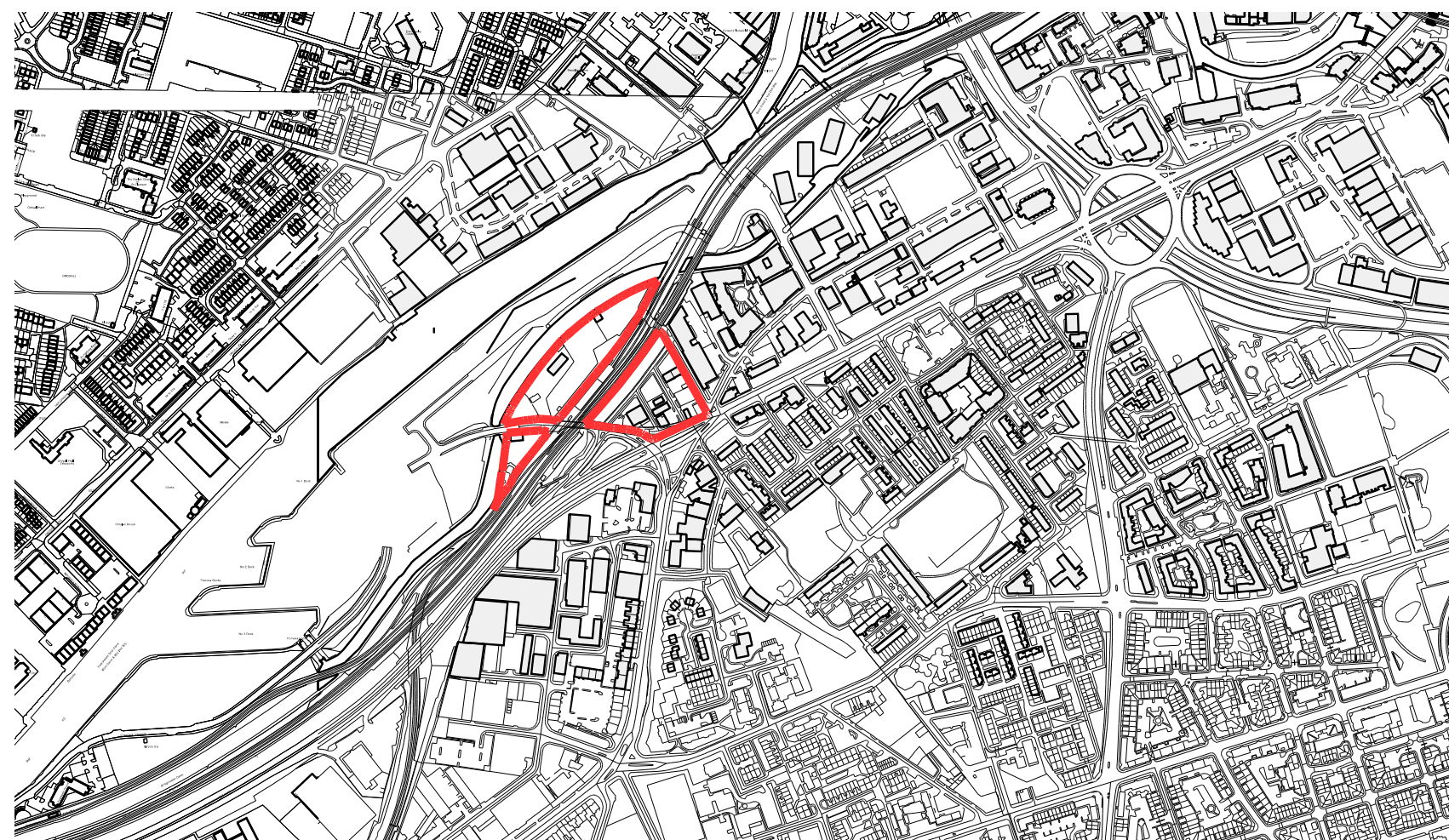
Notwithstanding this strategically important location the site is presently under-utilised, being occupied by a range of heavy industrial uses such as scrap metal merchants and open storage yards. These are uses which detract from the environmental quality of the area and which are increasingly incompatible with newly regenerated areas such as St George’s Island and the emerging proposals for Pomona Island.

The contribution which the site presently makes to the economic and environmental success of the Regional Centre / City region is, at present, extremely limited. It has much more to offer.

Both Authorities are committed to maximising the regeneration potential which is encapsulated within the site.

Redevelopment of the site will need to be of the scale and nature that will transform and help regenerate not only the site but the immediate surrounding area. This is considered a key priority in achieving a step change which will ensure that Cornbrook Hub, and the surrounding area, becomes a place to live, work and invest.

Both Authorities consider that only comprehensive and co-ordinated redevelopment of the site can achieve this and overcome the constraints to development which exist



Red Line Boundary



Existing Site

The Vision

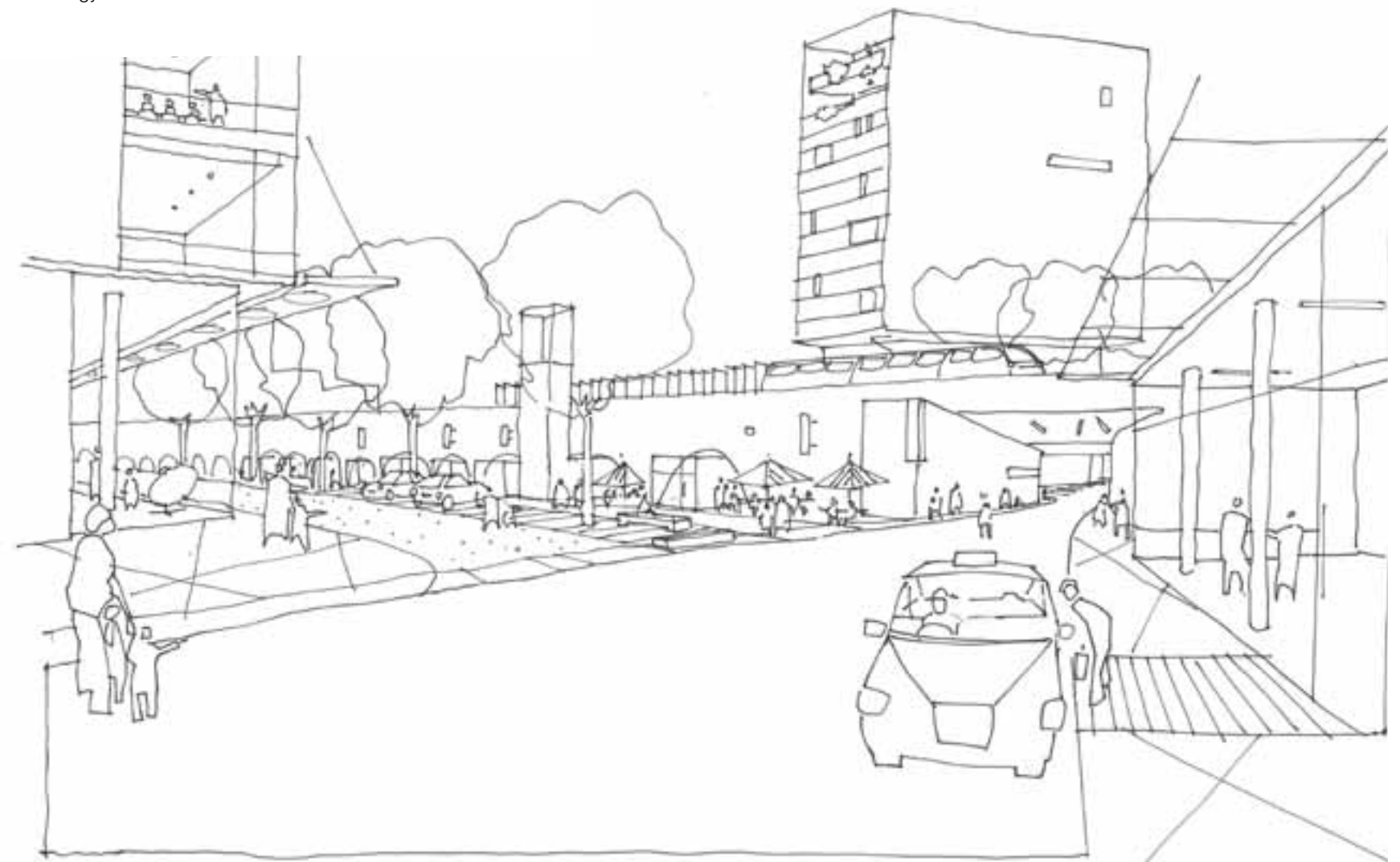
Both Authorities believe the regeneration of the Site has significant potential to deliver:

- + A new gateway development on the A56 – a sign post to Manchester City Centre, Trafford, Media City:UK, Pomona Island and an enhanced Cornbrook Metrolink Station.
- + Redevelopment of the site to deliver a range of uses designed to complement the existing and planned residential communities of the surrounding areas including locations such as Pomona Island and Ordsall Riverside. A variety of uses including commercial, office space, retail, hotel, residential accommodation and community facilities will be considered appropriate.
- + High quality commercial accommodation for uses including offices, hotels and retail operators. Circa 1750 new jobs could be created during construction and upon occupation; a particularly important consideration given the deprived nature of many nearby neighbourhoods (see section 4);
- + Reinforcement of public investment in public transport and infrastructure. There is a real opportunity to enhance the environmental quality of the public realm around Cornbrook Metrolink Station, to drive increased patronage and inspire investor and occupier confidence in the area and other key regeneration sites such as Media City:UK and Pomona Island.
- + The relocation of land uses which are incompatible with existing and future uses of adjoining sites. These uses could be replaced by high quality buildings and new areas of public realm designed as a single entity delivering a much higher quality environment. There is also an opportunity to reuse the Victorian railway arches in a contemporary and innovative manner.
- + Improved permeability through the site providing local residents with improved access to the Bridgewater Canal and Irwell City Park and associated pedestrian / cycling routes and provide local amenities for the community.

In essence, the site presents an opportunity to initiate a regeneration process along the A56 corridor, which to date has not benefitted from the spread of regeneration activity outwards from the commercial core of Manchester City Centre.

Due to the physical constraints of the site and the importance of maximising its regeneration potential it is clear that the vision presented within this document can only be achieved through a carefully managed, co-ordinated and comprehensive development strategy.

Proposed view of Cornbrook Triangle development from Cornbrook Road, looking towards A52



The Regeneration Framework

Given the regeneration potential presented by the site it is critical that a considered and comprehensive approach is taken to its redevelopment in order to maximise the long term positive effect on the regeneration of the wider area. The Regeneration Framework's principle purpose is therefore to provide a clear articulation of how the partners believe redevelopment of the site should be approached.

The document provides a detailed examination of the key issues, opportunities and challenges presented by the Site. It then places it in the context of existing planning and regeneration policy and the many other regeneration initiatives in Manchester, Trafford and Salford. It goes on to establish a set of key development parameters in respect of:

- + The mix of uses;
- + The quantum of development;
- + The scale of development;
- + Broad access arrangements;
- + Broad site layout;

This document then sets out a compelling case for a comprehensive and co-ordinated approach to redeveloping the site as well as setting out guiding principles for the built form of the development and the delivery strategy for achieving the vision of both Authorities.

It concludes by providing an illustration of how the site might be developed in the future and the Authorities vision realised, working within the defined development parameters. This is for illustrative purposes only.

This Regeneration Framework has been adopted for development control purposes by The Authorities.



View of the proposed Northern side of Cornbrook Avenue



View of proposed Cornbrook Avenue from the East

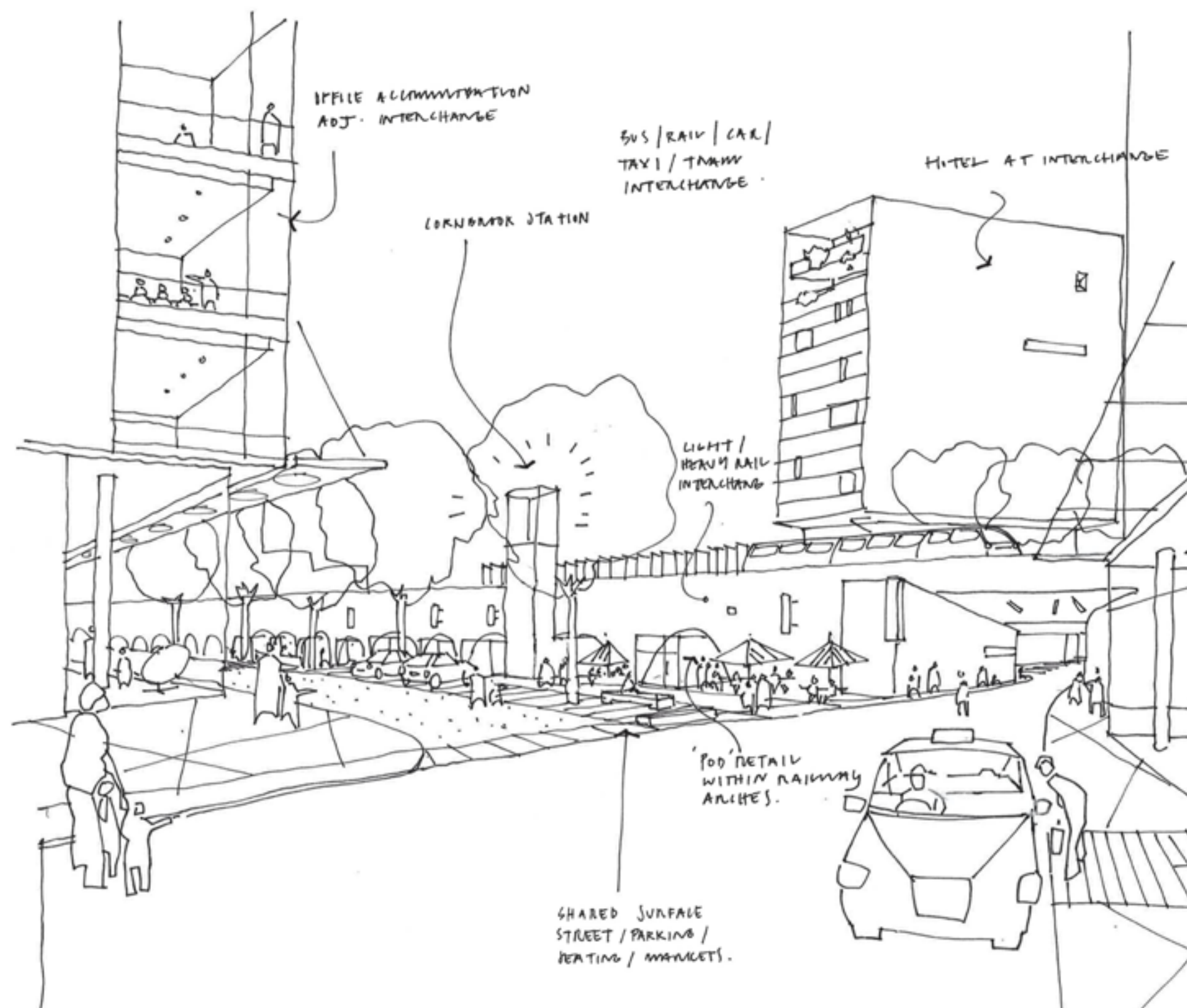
2 The Vision

The partners have a clear vision of what the redevelopment of Cornbrook Hub will deliver and what type of place it will become in the future.

2.1 Vision Statement

The comprehensive redevelopment of the site will deliver:

- + Creation of a new gateway in a prominent location on the A56 – a sign post to Manchester City Centre, Trafford, Media City, Pomona Island and an enhanced Cornbrook Metrolink Station.
- + The relocation of existing heavy industrial uses which are incompatible with the site's location at the Gateway to one of Europe's great city centres;
- + New high quality contemporary urban buildings and areas of public realm alongside the A56 and Bridgewater Canal;
- + New investment, jobs and economic growth in one of the most deprived areas in England. It will complement the existing and planned residential development of the area;
- + An enhanced Metrolink station which will drive increased patronage and deliver sustainability benefits;
- + A range of facilities for both local residents and visitors to the City; it will support Manchester City Centre's role as global conference and business centre;
- + Improved levels of integration between the site, surrounding areas and the waterfront of the Bridgewater Canal and River Irwell.





View of Cornbrook Hub from the A56 Looking North

As a result the site will become a place...

- + To stay;
- + To eat;
- + To work;
- + To connect;
- + To meet a friend.

The site will have a multiplicity of roles as is befitting a site at the gateway to a major European city. It will provide employment opportunities for residents of existing and planned residential neighbourhoods and the wider City region.

It will provide overnight accommodation for visitors to Manchester, Trafford and Salford, whether for business or pleasure.

It will provide retail accommodation and accommodation for other community uses that will meet the need of existing and future residents and for those using the Metrolink facilities.

It will provide safe and convenient access to the public transport network of the City region. Finally, it will provide areas of high quality public realm, spaces where residents and visitors can meet, interact. The site will connect the commercial core of Manchester City Centre to the wider regeneration initiatives along the A56 corridor.

However, these benefits and this vision can only be realised if the site is redeveloped and regenerated in comprehensive manner.

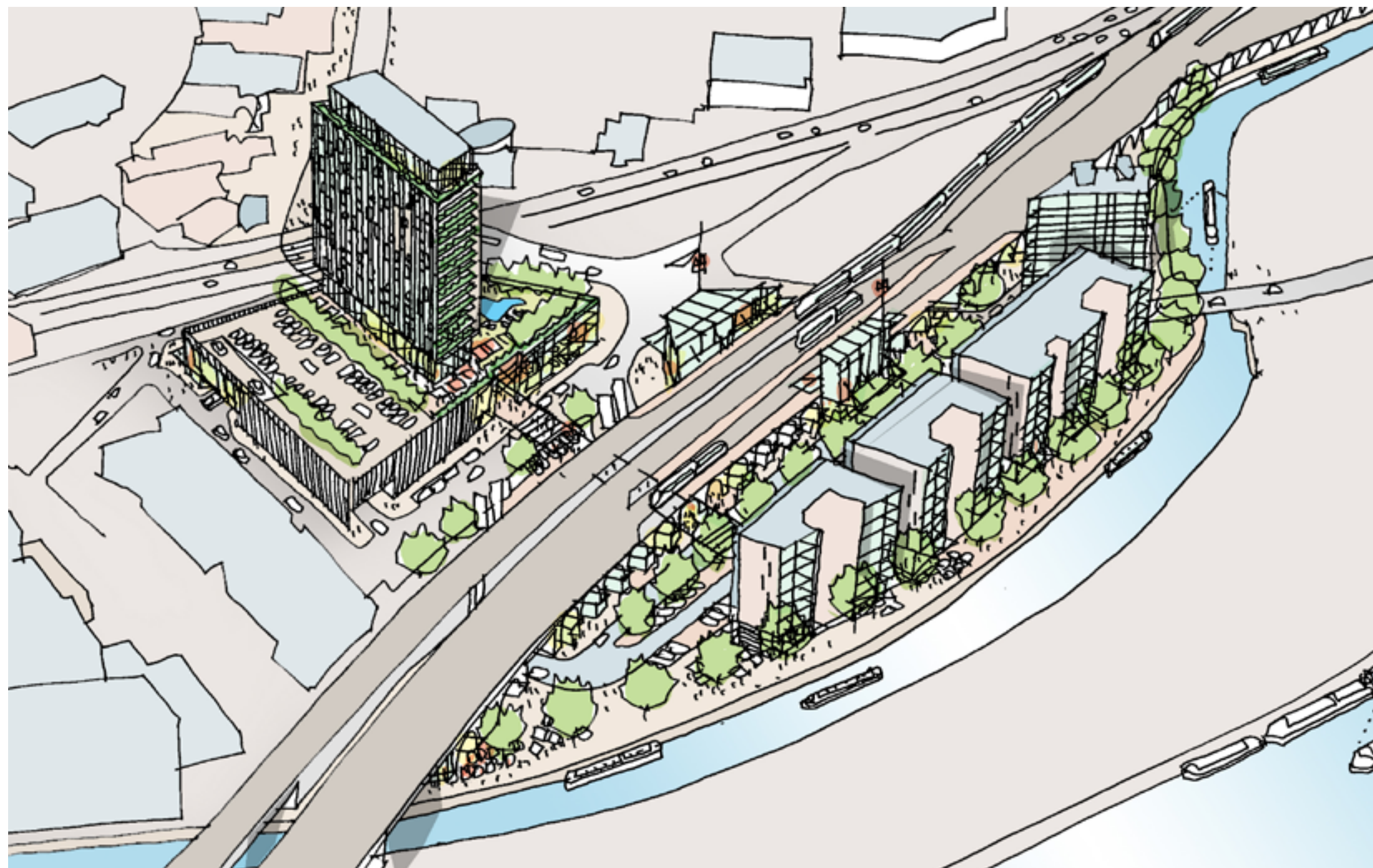
A New Skyline

The site marks the entrance to Manchester City Centre from the West. It is a key location. New buildings and areas of public realm of the highest standard possible will be delivered. The opportunity to mark the key junction of A56 and Pomona Island with increased scale will be taken.

Connectivity

The site already enjoys an important location within the public transport network as it allows passengers to transfer between existing and future metrolink lines. This role will be enhanced. Redevelopment of the site will deliver a new station entrance located at the heart of the site's regeneration. Increased patronage and customer safety will result.

It is proposed to open up some of the Victorian railway arches to improve the permeability of the site. A direct pedestrian linkage passing through the site linking the A56 and residential communities beyond to the pedestrian / cycle routes alongside the Bridgewater Canal will be delivered. For users of these routes the site will become a key reference point; a signpost along a journey. Connectivity to St Georges Island, Pomona Island and Timber Wharf will also be enhanced.





Land Uses

Redevelopment of the site will deliver a range of uses designed to complement the existing and planned residential communities of the surrounding area including locations such as Pomona Island and Ordsall Riverside. A variety of uses including retail, commercial office space, hotel, residential accommodation and community facilities will be considered appropriate.

Buildings with active ground floor uses, including retail accommodation, will provide frontage to the A56 and Cornbrook road. Buildings in this part of the site will be of a higher density and scale to mark the gateway to the City Centre and Pomona Island.

It is proposed that the existing Victorian arches will be opened up to provide space for local retail and leisure uses. These will sit alongside a boulevard and new area of public realm which shall wrap itself around the new commercial office buildings. This area of public realm will function as an events space: for Sunday markets and other similar activities. The office buildings will overlook and activate the Bridgewater Canal footpath.

The proposed land uses will compliment the proposed uses from the approved Pomona Island masterplan of June 2008. See diagram opposite

Retail Vision

A key principle in achieving a rich mix of vibrant uses within the site and to reinforce the urban design principles set out within this framework, will be to allow for a range of retail uses within the proposals for the Cornbrook Hub.

Retail operators will activate the ground floor environment, promote pedestrian movements and act as a catalyst for the other uses on the site, such as offices.

It is envisaged that there will be a broad retail offer ranging from specialist and local non-food retailers to modest food led convenience stores accommodated in a range of types of accommodation from purpose built units to ‘pods’ inserted beneath the railway arches. The high quality public realm will accommodate

temporary markets and events which will in turn create a unique identity at weekends and evenings throughout the year.

With a range of accommodation available the retail operators likely to be attracted to the site will include independent traders to recognised local convenience brands. Each operator providing a different dimension to what the development offers.

In order to encourage this mix of retail operator both authorities will encourage the developer to offer a variety of deal structures. Flexible and turnover related deals will be offered to local traders and long term structured leases for larger established retail operators.

The convenience goods retail offer will be targeted at and provide top-up shopping facilities for existing communities within local neighbourhoods such as St Georges and Hulme as well as serving the new communities which will emerge from developments in locations such as Pomona Island. It will also serve users of the Metrolink service travelling into and out of Manchester City Centre whether they start / terminate their journey at the enhanced Cornbrook station or break their journey enroute to elsewhere to use the facilities available.

Delivery of the Vision

In order to deliver this vision a suite of development parameters have been developed. These will guide the formulation of detailed development proposals for the site and will be used by the Authorities in the determination of subsequent planning applications. They have been adopted for development control purposes. The parameters define four development cells and indicate the range of land uses which will be supported in each. Also set out are parameters in terms of the potential maximum amount of floor space and maximum building heights that will be permitted in each.

The parameters are set out in the Plan on page 27.

3

The Need for a Comprehensive Approach

Both Authorities consider that a fundamental requirement is for a comprehensive approach to development. The reasons for reaching this conclusion are set out within the following pages of this document. This section outlines the main site problems and discusses the importance of developing the site on a comprehensive basis. It assesses the needs for site preparation and construction of built development in the context of these risks and identifies why the development of the site must be brought forward in a comprehensive and co-ordinated manner.

3.1 The Need for a Comprehensive Approach

Site Problems

The site is currently constrained by a number of significant physical problems that fix the parameters within which any development must be undertaken. These problems include:

- + Railway arches with live heavy and light rail tracks. The presence of these structures dissects the site and separates the main Cornbrook Triangle area from the rest of the site and isolates and limits access to the land to the north west of the arches adjacent to the Bridgewater Canal.
- + The presence of existing buildings and structures on the site, many of which are in poor condition.
- + The presence of derelict buildings and structures;
- + The presence of large structures such as the railway arches;
- + The likelihood of extensive and severe contamination of the ground caused by long-term historic “dirty users” poses risks to human health and the environment;
- + Less accessible and thereby difficult to develop areas (for example the land between the railway arches and the Bridgewater Canal) which it would be difficult to improve if not brought forward in conjunction with the rest of the site. If not improved the poor condition of these back areas would act as a blight to development of other areas of the site and the wider area;
- + Size: In its entirety the site only extends to 2.3 hectares. Piecemeal development of smaller elements of the site will not achieve the Authorities’ regeneration aspirations.
- + The site is currently broken into very small sections by the existing road network within the site. Successful and comprehensive development will only be achieved through stopping up many of the existing streets, such as Runcorn Street and Westminster Street.
- + Intimidating and potentially unsafe main entrance to the Cornbrook Metrolink station.
- + Non-conforming and dirty existing site uses on parts of the site, including the car breakers and scrap metal merchants.

Approach to Resolving These Problems – A Comprehensive Approach to the Development

Development to address all of these issues will be a complex process but can be divided into two distinct phases of development. These are:

- + Site preparation - the remediation (clean up) of the whole site and provision of infrastructure; and
- + The built development itself - the erection and fitting out of buildings and the laying out and landscaping of open areas.

The Authorities consider that the opportunity for development of the site to resolve all of these problems will be missed if development of the site is permitted on a piecemeal basis. Piecemeal development of parts of the site would physically constrain or prevent the development of the remainder of the site. In addition, a piecemeal approach to development of the site would deliver development reduced in scale which in turn would mean that development would fail to exploit in full the strategic importance of the site and would fail to deliver a high quality development to meet the both Authorities vision and achieve the required regeneration benefits. Piecemeal development would not produce the scale of development needed to finance the essential elements of the regeneration of this site as set out in the framework.

Site Preparation

Development proposals for the site must secure the satisfactory remediation of the whole of the site. The only way to ensure this is to undertake the remediation of the site on a comprehensive, and not a piecemeal, basis. The costs of remediation works must be spread equally across the site. This cannot be achieved if parts of the site are allowed to be redeveloped on a piecemeal basis. If the costs are not spread equally then some parts of the site may not be remediated and developed. This would have a significant negative impact on the both Authorities’ ability to secure a high quality development and attract end-users for the remainder of the site.

Piecemeal remediation that prejudiced securing the satisfactory remediation of the whole site and therefore left parts still contaminated would result in an unacceptable working environment.

A comprehensive remediation of the entire site will ensure:

- + That all risks to human health and the environment are properly addressed and either removed or mitigated;
- + That responsibility for remediation of the site can be traced to an identified individual. If anything goes wrong with the remediation works there needs to be a clear line of responsibility for the rectification of any problems. If there is a piecemeal approach to the remediation of the site with numerous developers being involved in the works it would be very hard to see where the liability lies for any residual contamination and risks;
- + That the remediation works are undertaken in a way which minimises adverse effects on human health; and
- + That the remediation works are undertaken in a way which protects the adjacent water courses, notably: Bridgewater Canal, The Manchester Ship Canal and the River Irwell. It is the Authorities’ view that numerous different remediation projects on the same site would increase the risk of a pollution incident to these water courses.

To ensure that a high quality development is achieved the Authorities must be able to demonstrate that the whole of the site will be remediated to appropriate standards and in accordance with regulatory requirements. A single, co-ordinated and comprehensive approach to remediation will provide a platform for developer confidence as developers will be assured that they can take development schemes forward in the knowledge that contamination issues have been properly and fully addressed and risks adequately managed.

The Authorities consider that the following infrastructure works need to be undertaken to deliver the high-quality development of the site:

- + Clearance and removal of all derelict above ground buildings and structures over the whole site area;
- + The removal of dirty ‘scrap metal’ uses;
- + Provision of appropriate measures to manage flood risk;
- + Re-positioning of the entrance to the Cornbrook Metrolink station;
- + Increased permeability through the arches;
- + Provision of designated areas for buses, thus enabling residents of St Georges, Hulme and Stretford to gain easy access to the Metrolink system by all public transport;
- + Stopping up of existing street such as Runcorn Street and Westminster Street;
- + Provision of good quality public realm either side of the existing arches in order to: improve public safety; improve the local environment; and, encourage private sector investment.

These works need to be undertaken across the site and would be impossible to achieve if development of the site is taken forward in a piecemeal way and at different times. These works need to be addressed in a comprehensive manner to ensure that an “infrastructure platform” is established to take the development forward across the site.

The Built Development Itself

The Authorities consider that built development must be co-ordinated and achieved on a comprehensive basis to secure:

- + Delivery of a high quality layout and form of development over the whole site area including the more difficult to develop parts of the site;
- + High-quality design integration and standards across the site;

- + An appropriate mix of uses throughout the development to achieve a balanced community and to ensure that the different uses integrate properly with each other;
- + The creation of better and more legible permeability through the site;
- + The proper spacing and provision of public realm infrastructure and public open space;
- + Provision of pedestrian and cycle opportunities;
- + Provision of bus infrastructure;
- + Creation of a new, safe and appealing entrance to the existing Cornbrook Metrolink station;
- + A co-ordinated approach to the site's re-development which will minimise any detrimental effects on neighbouring properties;
- + That more profitable parts of the site are used to cross-subsidise the less profitable parts;
- + That back-land parts of the site are brought forward in conjunction with the more prominent sites.
- + That an environment is created which will attract significant private sector investment, thus negating the requirement for public subsidy;
- + To create an appealing gateway to; Manchester City Centre; the strategically important Pomona Island development; and the important employment areas within Trafford.

The Authorities consider that the development of the Cornbrook Hub area, which incorporates all of the above elements, is only achievable if there is certainty as to the delivery of all elements to an acceptable programme via a fully coordinated and comprehensive delivery approach.

Conclusion

For all of the above reasons, both Authorities consider a comprehensive approach is required to secure the satisfactory development of the site.

The Authorities consider that the development of the whole site is essential to:

- + Achieve its vision for the Cornbrook Hub;
- + Secure the required regeneration benefits for the community as a whole;
- + Achieve its key development requirements and thereby a satisfactory layout and form of development.
- + The Authorities further consider that the development of the site must encompass the following essential elements:
- + Satisfactory remediation of the whole site area;
- + Clearance and removal of all above ground buildings and structures over the whole site area;
- + The removal of the scrap metal uses;
- + Provision of appropriate measures to manage flood risk;
- + Stopping up of existing street;
- + Delivery of a high quality layout and form of development over the whole site area including the more difficult to develop parts of the site;
- + Delivery of high-quality design integration and standards across the site;
- + An appropriate mix of uses throughout the development and ensuring that the different uses integrate properly with each other;
- + Creation of better and more legible permeability;

- + Provision of appropriate public realm infrastructure and public open space;
- + Provision of pedestrian and cycle opportunities;
- + Provision of bus infrastructure.
- + Creation of a safety, more useable and attractive entrance to the existing Cornbrook Metrolink station.
- + Attract significant private sector investment.

The Authorities consider that the development of the Cornbrook Hub, which incorporates all of these elements, is only achievable if there is certainty as to the delivery of all elements to an acceptable programme via a fully coordinated and comprehensive delivery approach. In order to achieve a comprehensive delivery approach the Authorities consider that the site must be developed in a single coherent process and operation. To underpin this approach the Authorities will be seeking to appoint a high quality lead developer.

Should the site be developed by more than one party the Authorities will be seeking to enter into legal agreements with all landowners and developers to ensure that the development of the site proceeds in a co-ordinated and seamless manner and that the costs of achieving essential infrastructure and remediation works are shared across the site.

4 Built Development

4.1 Built Development

To achieve their vision for the site and a satisfactory layout and form of development the Authorities consider that development of this site must:

- + Create a new gateway consistent with entering a city of European significance;
- + Achieve, as a whole, a high density of commercial mixed use development;
- + Achieve a high quality environment with the highest possible standards of urban design reflecting local distinctiveness and the aspirations of both the Authorities;
- + Achieve vibrant and attractive uses and development on all parts of the site;
- + Relate to, integrate and connect well with its surroundings;
- + Deliver innovative architecture;
- + Include extensive areas of well designed public space integrated so as to be readily surveilled from neighbouring development;
- + Relate well to the canal and the proposed development on Pomona Island;
- + Maximise permeability for pedestrians and cyclists;
- + Be as inclusive as possible meeting the highest accessibility standards.

Key Principles

Both Authorities consider that the above requirements will only be achieved if any development proposals for this site are brought forward in a comprehensive and fully co-ordinated manner and comply with the following key principles:

- + Sustainability;
- + Sustainable transportation;
- + Commercial mixed use;

These principles are detailed and explained more fully in turn.

Sustainability

In line with Government policy, both Authorities are committed to regenerating its urban areas by prioritising the development of sustainable brownfield sites. Delivering development of the site as early as possible is a fundamental element of the Authorities’ planning and regeneration strategies to revitalise the inner urban areas and prevent unnecessary greenfield development. Both Authorities consider that they can only ensure early delivery of development on the scale required at the site via comprehensive development.

That the finished scheme embodies best practise in sustainable development is fundamental to achieving the vision for the site. To ensure best practice in sustainable development proposals must meet the following objectives:

- + Ensure that efficient use of the whole site is made;
- + Ensure a mixture of commercial uses with a significant employment element;
- + Ensure that the site is easy to walk and cycle around;
- + Ensure that buses can circulate and utilise the site;
- + Ensure the best possible choice of sustainable transport options;
- + Where possible, use recycled construction materials and materials locally sourced and / or environmentally friendly;
- + Ensure that the nature conservation, archaeological and built heritage importance of the site is enhanced.

Both Authorities consider that all the above objectives for sustainable development will best be met by a comprehensive development of the site and that comprehensive development therefore affords the best opportunity to deliver development as sustainable as is possible.

In addition, consideration should be given to re-use of the railway arches in a manner which optimises public open space either side of the light and heavy real tracks.

Sustainable Transport

Encouraging the use of sustainable transport is fundamental to the vision for this development. The site is in a highly sustainable location close to Manchester City Centre, Salford Quays, MediaCity UK and Trafford Park. Comprehensive development of the site must exploit this locational advantage and present people with a wide choice of sustainable transport options. Development proposals must be accompanied by a travel plan and transport assessment.

The following measures are required to maximise take up of sustainable transport options:

- + Ensuring that buses can enter, circulate and stop within the site;
- + A new prominent entrance for the Cornbrook Metrolink station, which is visible from Chester Road; making use of this important link to Manchester City Centre, MediaCity UK and beyond, more useable and appealing for a wider cross section of the population within the vicinity of the site.
- + Provision to maximise permeability throughout the site for pedestrians and cyclists.

Provision of these measures will help minimise take up of private vehicular transport and thereby afford a largely traffic free ambience to the development. The Authorities consider that a development as large in area as possible is needed to achieve the mass of development required to secure provision of these measures.

Mixed-Use

In the interests of building a sustainable and balanced community which provides employment opportunities, achieving a more vibrant and varied neighbourhood and street scene, and in the interests of providing new employment premises in a sustainable location, the Authorities require a commercial mixed use development which delivers the following essential elements:

- + New affordable office accommodation;
- + A new hotel;
- + Accessible and quality convenience retail provision to serve;
 - The new development
 - The existing residential and commercial communities
 - The new mixed use development on Pomona Island
- + New Metrolink station foyer and mini transport interchange;
- + Retail, leisure and work shop accommodation within existing railway arches;

All proposals for uses of the site will be considered against the relevant local plan policies set out in Section 4. The Authorities consider that mixed uses including a finely grained mixing of uses across the development will best be achieved by a comprehensive approach to development of the whole site area.

The Layout and Design of Development

The Authorities wish to encourage innovative approaches to the design and architecture of built development on the site. For this reason, it does not wish to be overly prescriptive in terms of design. However, to assist developers, the Authorities have developed an indicative design proposal for the development which would be feasible to develop in the current market. This design solution has been developed to:

- a) Illustrate how the site could be developed;
- b) Inform future design solutions and to set a framework on how to judge future design solutions for the site;
- c) Demonstrate how a comprehensive approach to development is essential in order to achieve both Authorities aspirations for the site.

The way in which the site is laid out and relates to neighbouring communities and townscape is crucial to the Authorities achieving their vision. Any development proposal must therefore provide high quality visual and functional linkages with adjoining areas both to integrate the development with the neighbouring areas and to draw people into the site to enhance the vitality of the new quarter and ensure its contribution to the economic life of the region.

Conclusion - The Need for a Comprehensive Built Development

Both Authorities have set out above why they consider that only the comprehensive development of the whole site will:

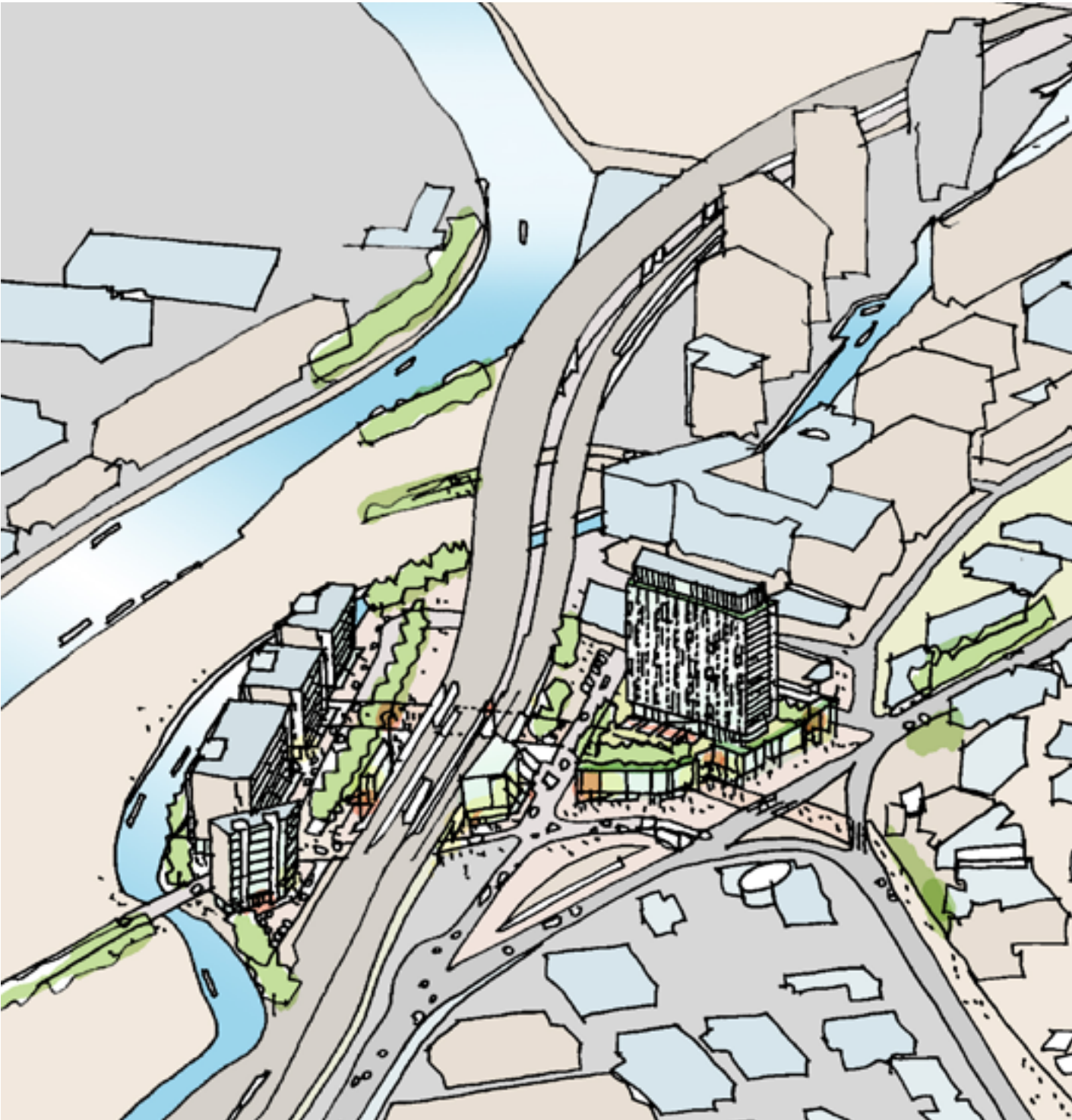
- + Achieve their vision for the site;
- + Secure the required regeneration benefits for the community as a whole;
- + Achieve their key development requirements.

The Authorities have set out why they consider that their key requirements for development of the site can only be met by the comprehensive development of the site and that the key principles with which any development must comply to meet these requirements will best be delivered via a single approach to delivering the development of the site.

As set out in this section and section 3 of this framework, piecemeal development of the site will fail to reach the sites full potential and will not achieve authority’s vision.

The Authorities consider that only such a comprehensive development will address the topographic physical challenges of the site including its triangular form, its dissection by railway arches without leaving areas which are difficult or impossible to develop. The Authorities consider that only a fully coordinated and single approach will deliver a high quality layout and form of development over the whole site area including the less accessible and potentially more difficult to develop parts of the site.

The Authorities consider that only a comprehensive approach to development will be of a scale that can finance and therefore achieve all the essential but challenging elements of the development.



5 Delivering the Vision

5.1 Delivery Strategy

This document clearly demonstrates that it is essential for the whole site to be brought forward, remediated and redeveloped in a co-ordinated and comprehensive manner.

Both Authorities intend to work in partnership with a single private sector partner to assemble the site, develop detailed proposals and to develop the site. Manchester Ship Canal Developments Ltd (MSCD) already owns and controls the majority of the site.

Once the whole site is assembled, it will be cleared and a remediation contract will be entered into for the whole site, ensuring that the cost of remediating the most polluted elements of the site are spread evenly across the whole property.

Redevelopment of the whole site will then be commenced on a carefully sequenced basis, adopting the phasing proposals as illustrated opposite.

Such an approach will enable the key roadside phases to be brought forward at the same time as the public realm works. This in turn will create the appropriate physical environment to promote the redevelopment of new employment space on the Pomona Island side of the site to the North West of the railway arches.

Both Authorities consider that such a strategy can only realistically be achieved in a fully co-ordinated and comprehensive approach to development across the whole site.

Delivery Strategy

It is envisaged that the area encapsulated by the A56 and the railway arches will be developed as Phase 1. This will create the gateway between Manchester and Trafford, and will create a suitable environment to be developed which will promote redevelopment of the latter phases between the railway lines and Pomona Island.

Once Phase 1 has been completed, Phase 2 and 3 sites will be used for a variety of uses; markets, open air events etc. These 'meanwhile/interim' uses will be a conduit to bring visitors to the site to help restore and promote the regenerated Cornbrook area.

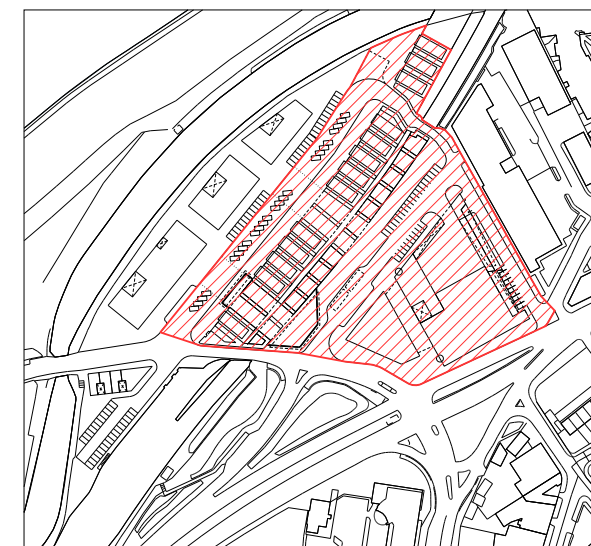
The use and promotion of meanwhile/interim uses will provide opportunities for new and local businesses and thus play an important contribution to the local economy.

The development of the later phases will commence following a marketing exercise, which will promote Phase 2 and 3 sites for long term sustainable employment uses.

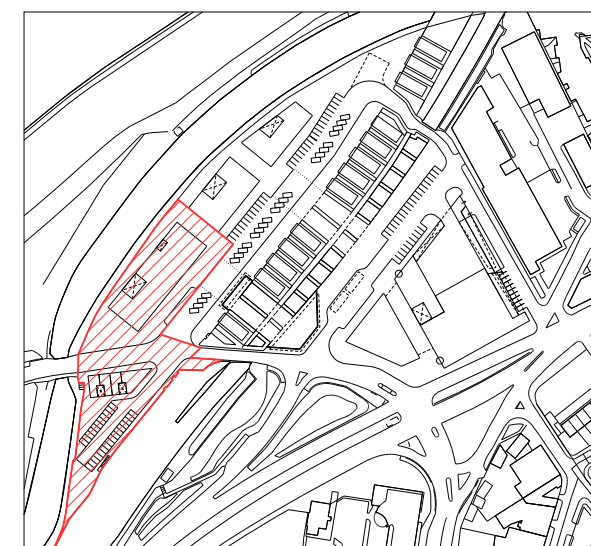
Relocation of Existing Occupancies

The Authorities will work with and support the developer of the site to manage existing uses on the site and to ensure that more sustainable and appropriate accommodation is identified for occupiers seeking relocation premises. In situations where occupiers are failing to cooperate with the developer of the site, the authorities will consider the use of compulsory purchase powers, where deemed appropriate.

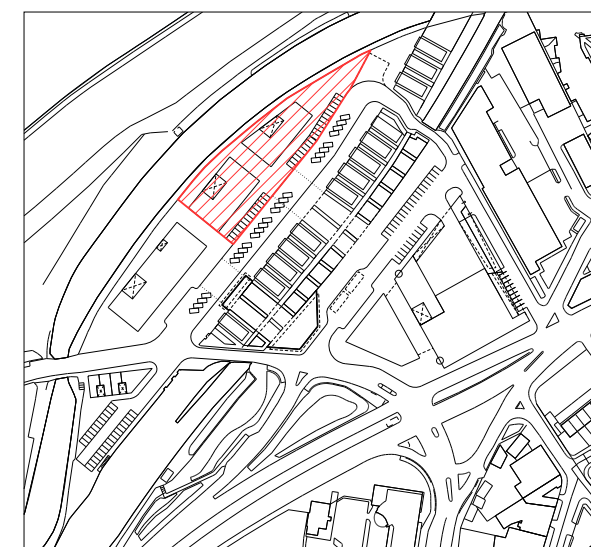
Phase 1- '0-5 Years'



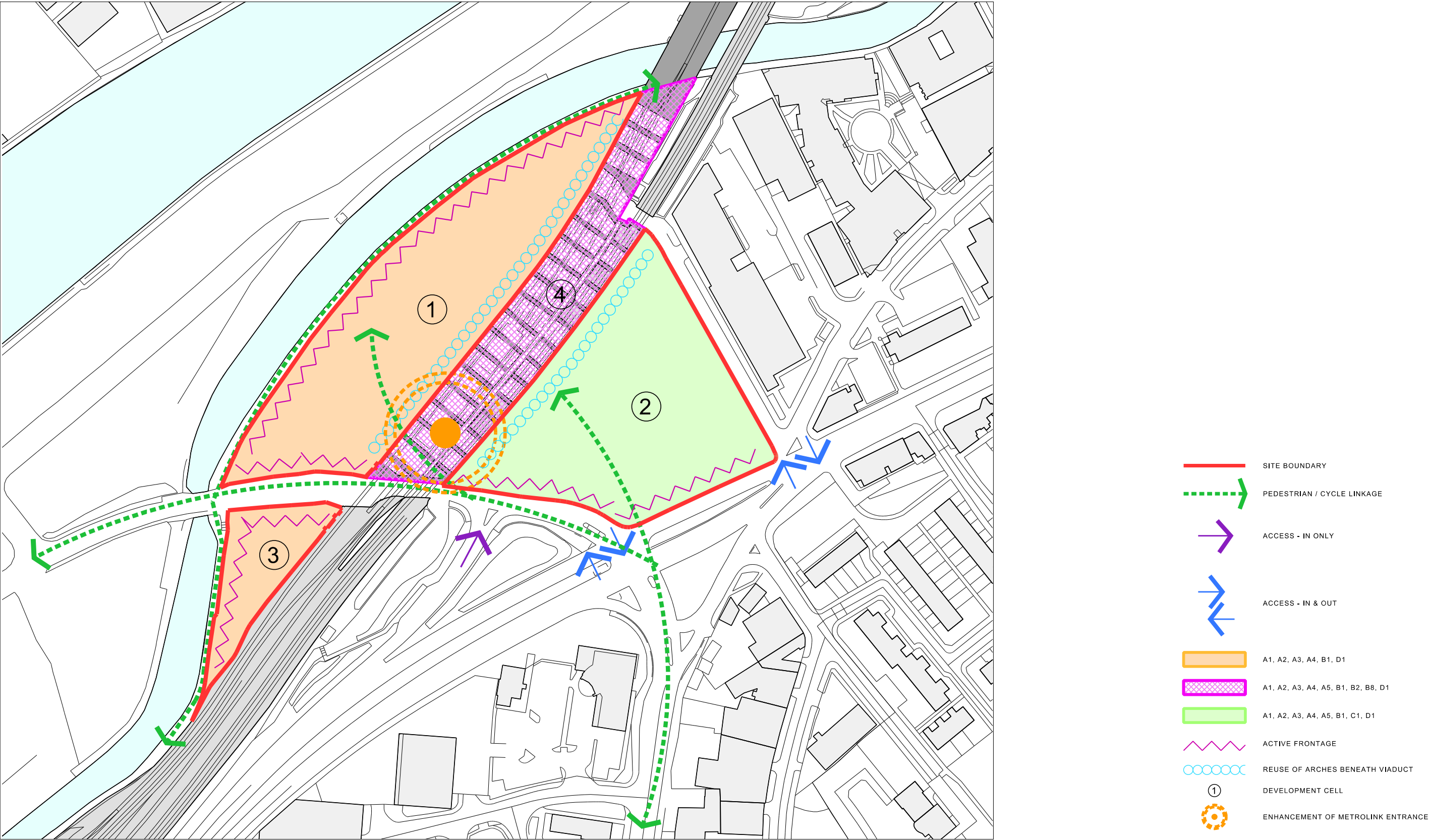
Phase 2- '5-10 Years'



Phase 3- '10-15 Years'



5.2 Parameter Plan



6

Emerging Proposals

6.1 Illustrative Masterplan: Ground Floor

Block A

Destination Retail:

- + 1 storey

Food Retail:

- + Sales at ground floor
- + Servicing at ground floor
- + 39 car parking spaces at grade

Hotel:

- + Entrance at ground floor
- + Lift to reception and upper levels of hotel only
- + Taxi drop off at shared service space
- + 14 storeys

Block B

New Entrance to Existing Tram Station:

- + Enhanced and prominent entrance
- + Access from Dinton Street
- + Permeability through station to canalside

Block C

- + Prefab modular pods placed into existing railway arches
- + Provides opportunities for retail, commercial or recreational activities

Block D

Commercial Office Block:

- + Individual front doors
- + 3 storeys
- + 27 car parking spaces at grade

Block E

Commercial Office Block:

- + 7 storeys
- + 55 shared car parking spaces for blocks E, F & G

Block F

Commercial Office Block:

- + 7 storeys
- + 55 shared car parking spaces for blocks E, F & G

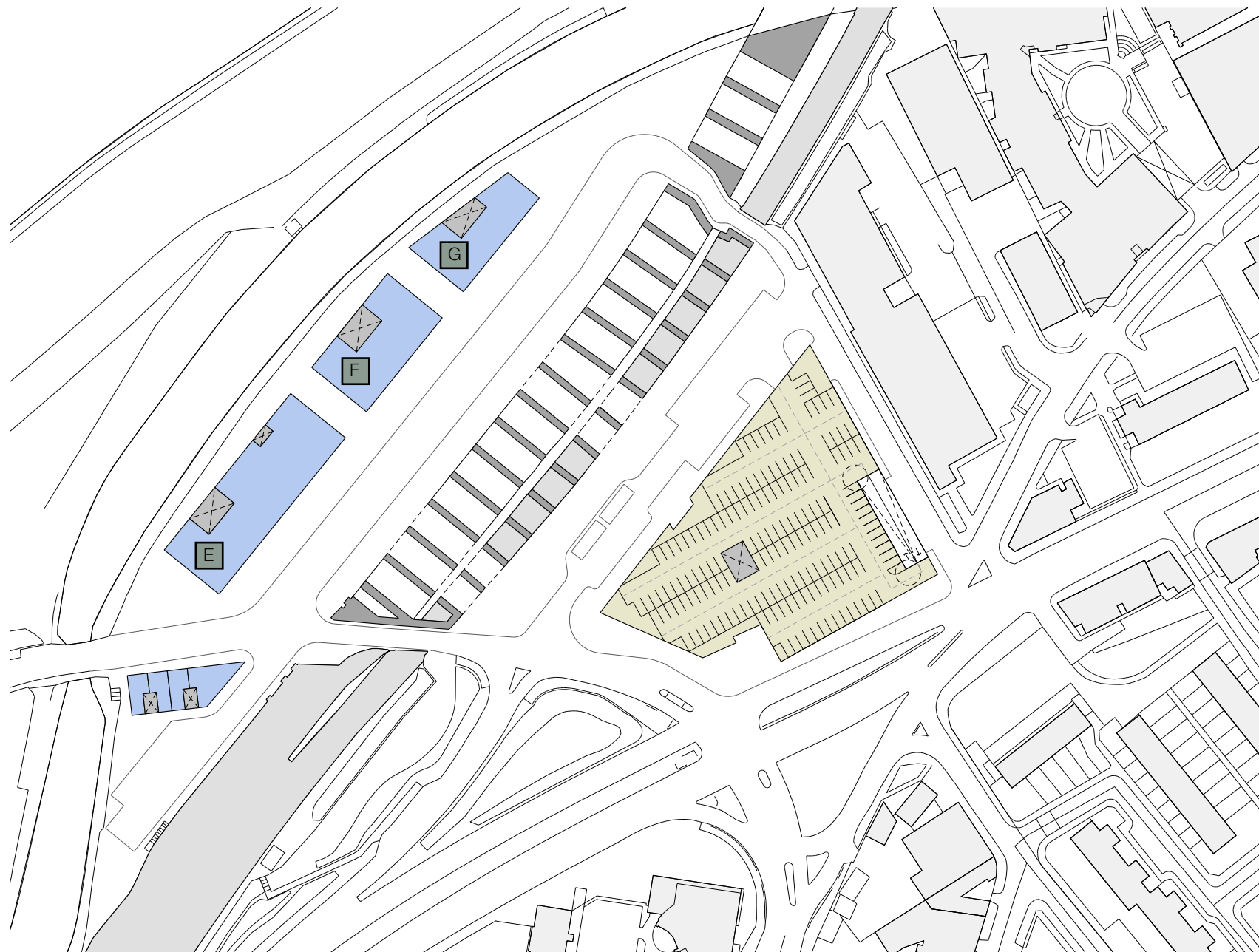
Block G

Commercial Office Block:

- + 7 storeys
- + 55 shared car parking spaces for blocks E, F & G



First Floor



Block A

Food Retail:

- + 160 car parking spaces

Hotel:

- + Core serving hotel

Block D

Commercial Office Block:

- + 3 storeys

Block E

Commercial Office Block:

- + 7 storeys

Block F

Commercial Office Block:

- + 7 storeys

Block G

Commercial Office Block:

- + 7 storeys



Second Floor

- Block A**

Food Retail:

+ 160 car parking spaces

Hotel:

+ Core serving hotel
- Block D**

Commercial Office Block:

+ 3 storeys
- Block E**

Commercial Office Block:

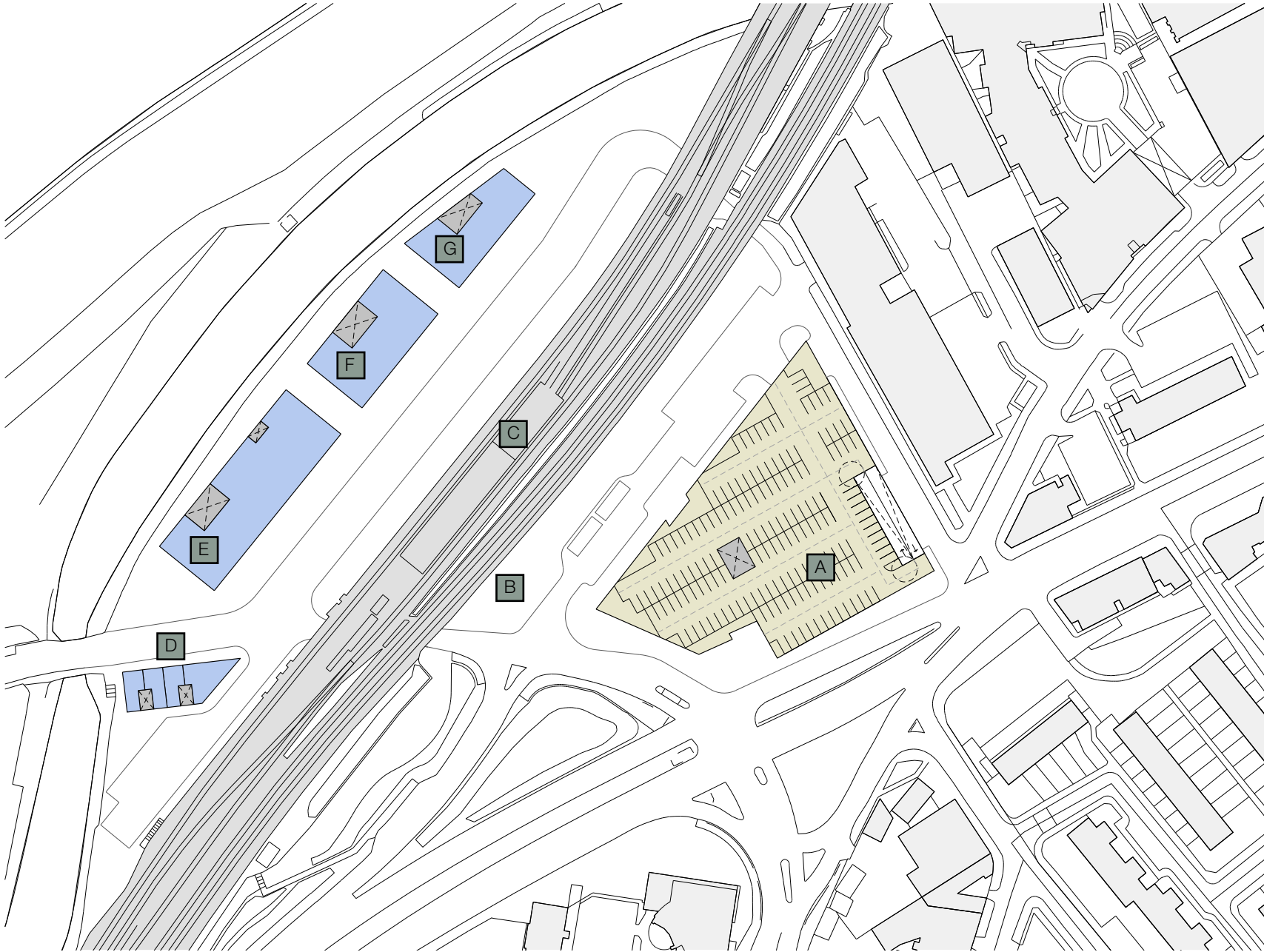
+ 7 storeys
- Block F**

Commercial Office Block:

+ 7 storeys
- Block G**

Commercial Office Block:

+ 7 storeys



Hotel

Offices

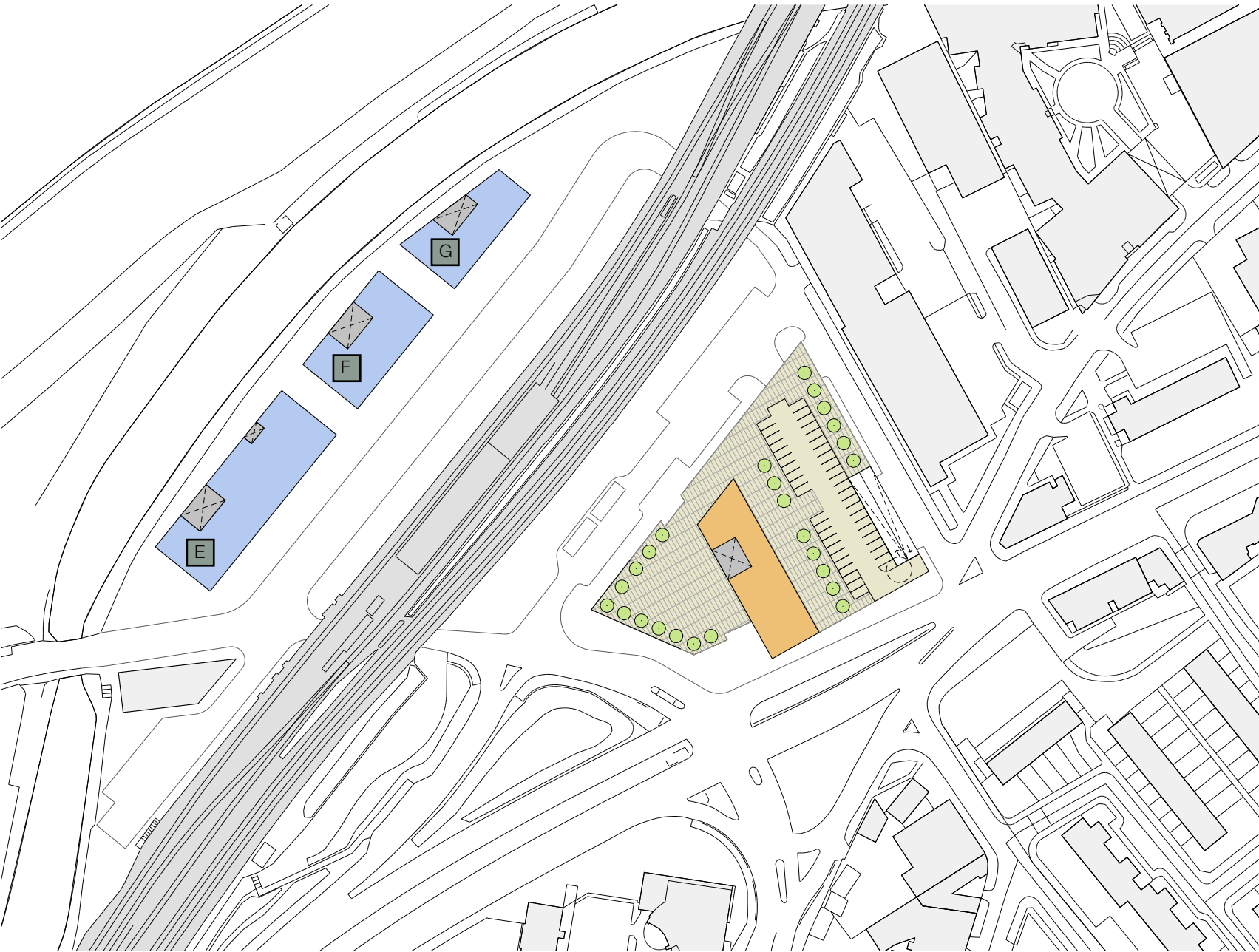
Retail

Food Retail

Car Parking

Circulation Core

Third Floor



Block A

Hotel:

- + 1 front of house floor (reception / cafe bar / restaurant)
- + 43 car parking spaces for hotel patrons only
- + Roof top garden

Block E

Commercial Office Block:

- + 7 storeys

Block F

Commercial Office Block:

- + 7 storeys

Block G

Commercial Office Block:

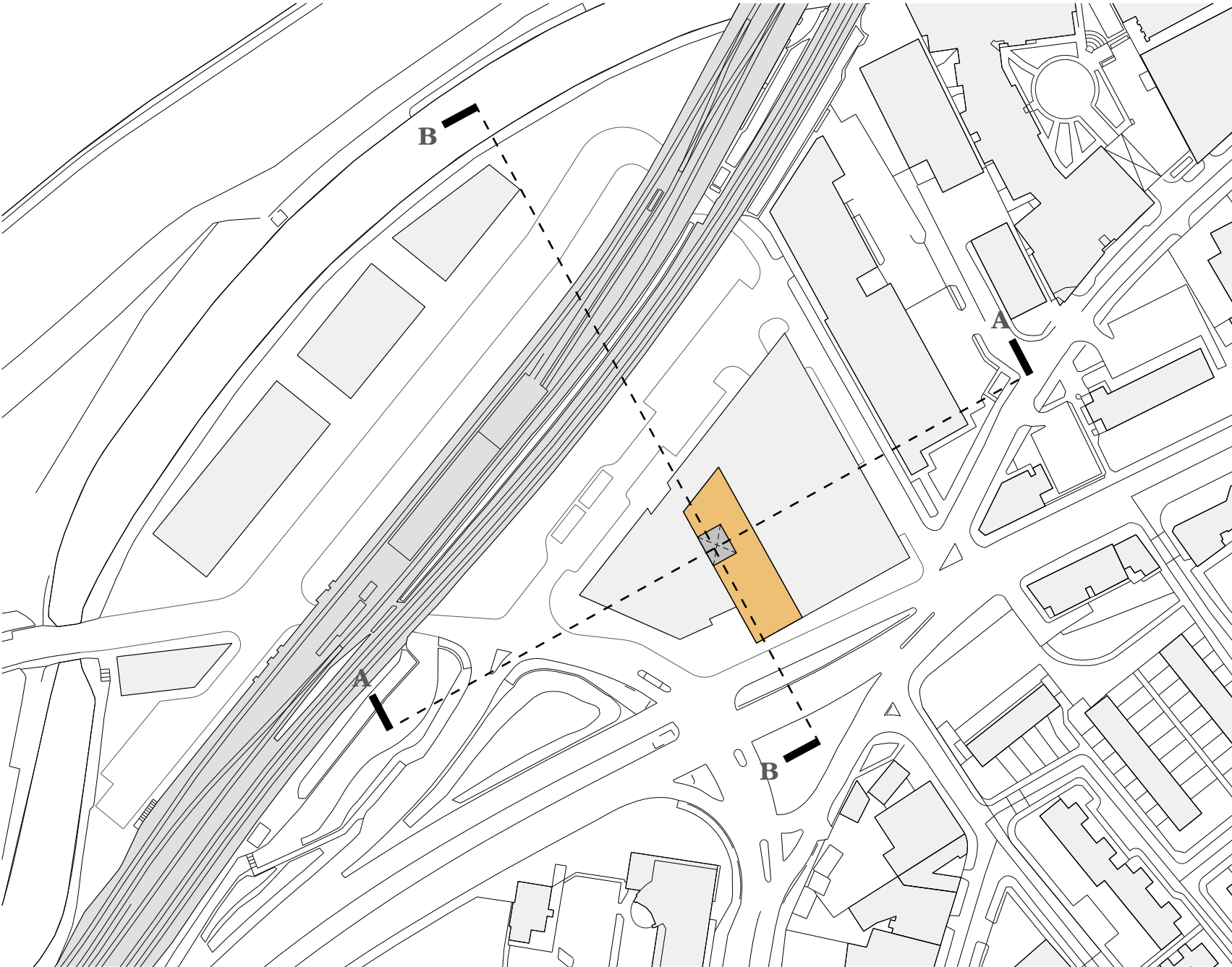
- + 7 storeys



Typical Upper

Block A

- Hotel:**
- + 266 bedrooms total
 - + 19 bedrooms / floor
 - + 14 bedroom floors - above reception and communal floor
 - + 1 floor at 15th level possibly roof bar/ restaurant or gym/spa



Hotel

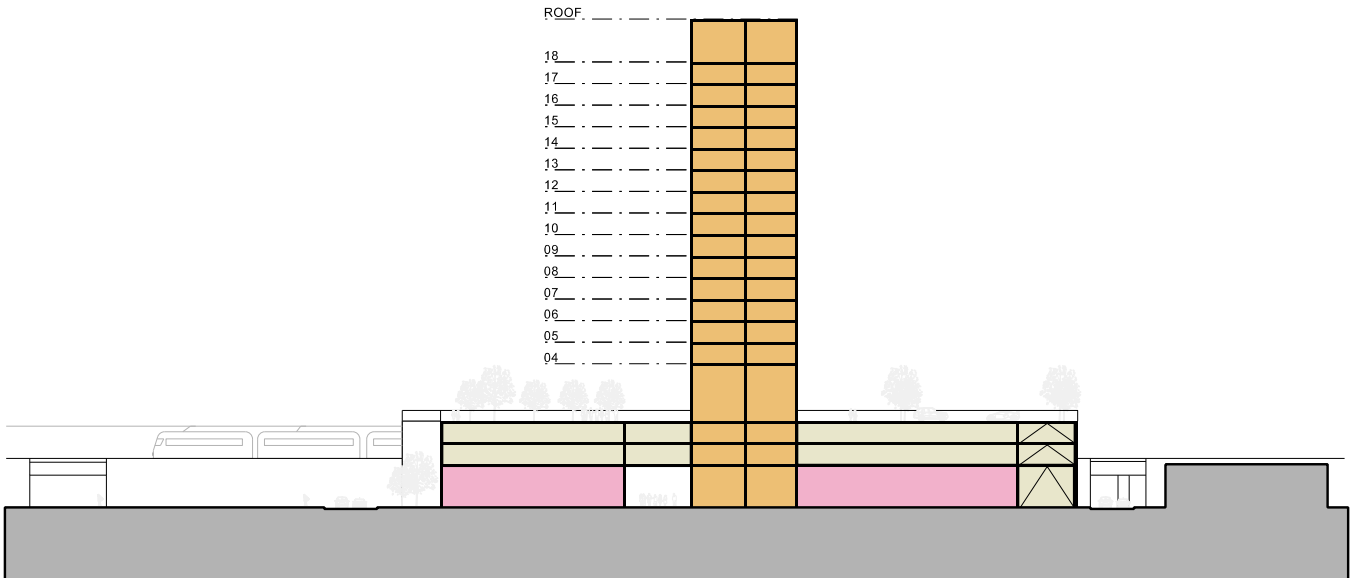
Offices

Retail

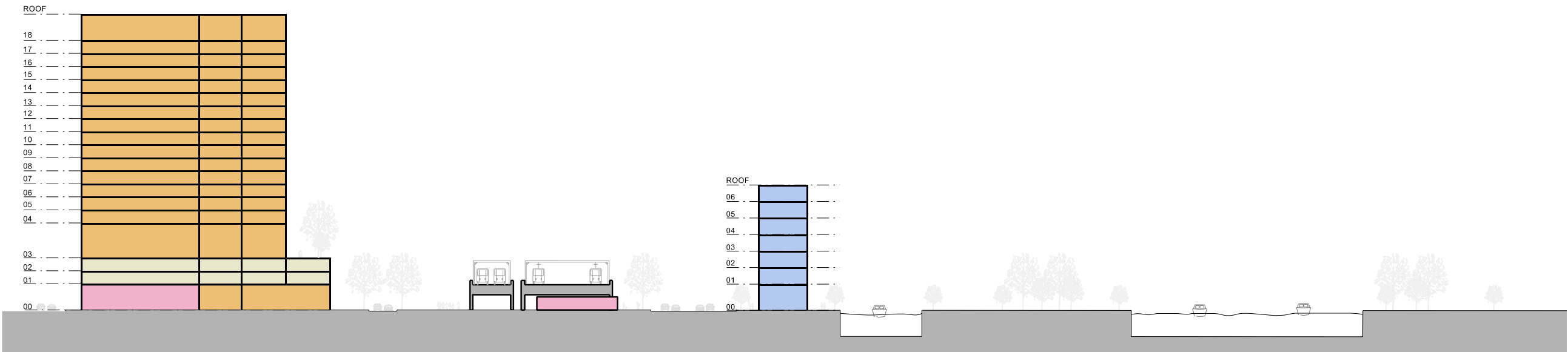
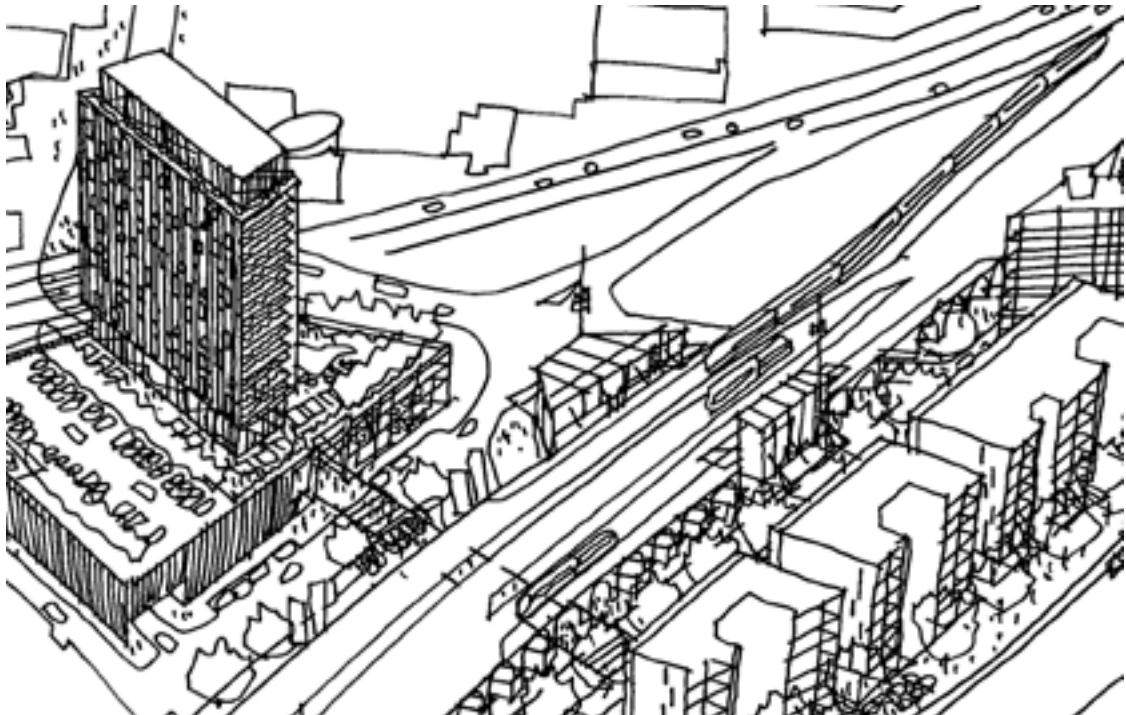
Food Retail

Car Parking

Circulation Core



Section A-A



Section B-B

Area Schedule

Area Schedule

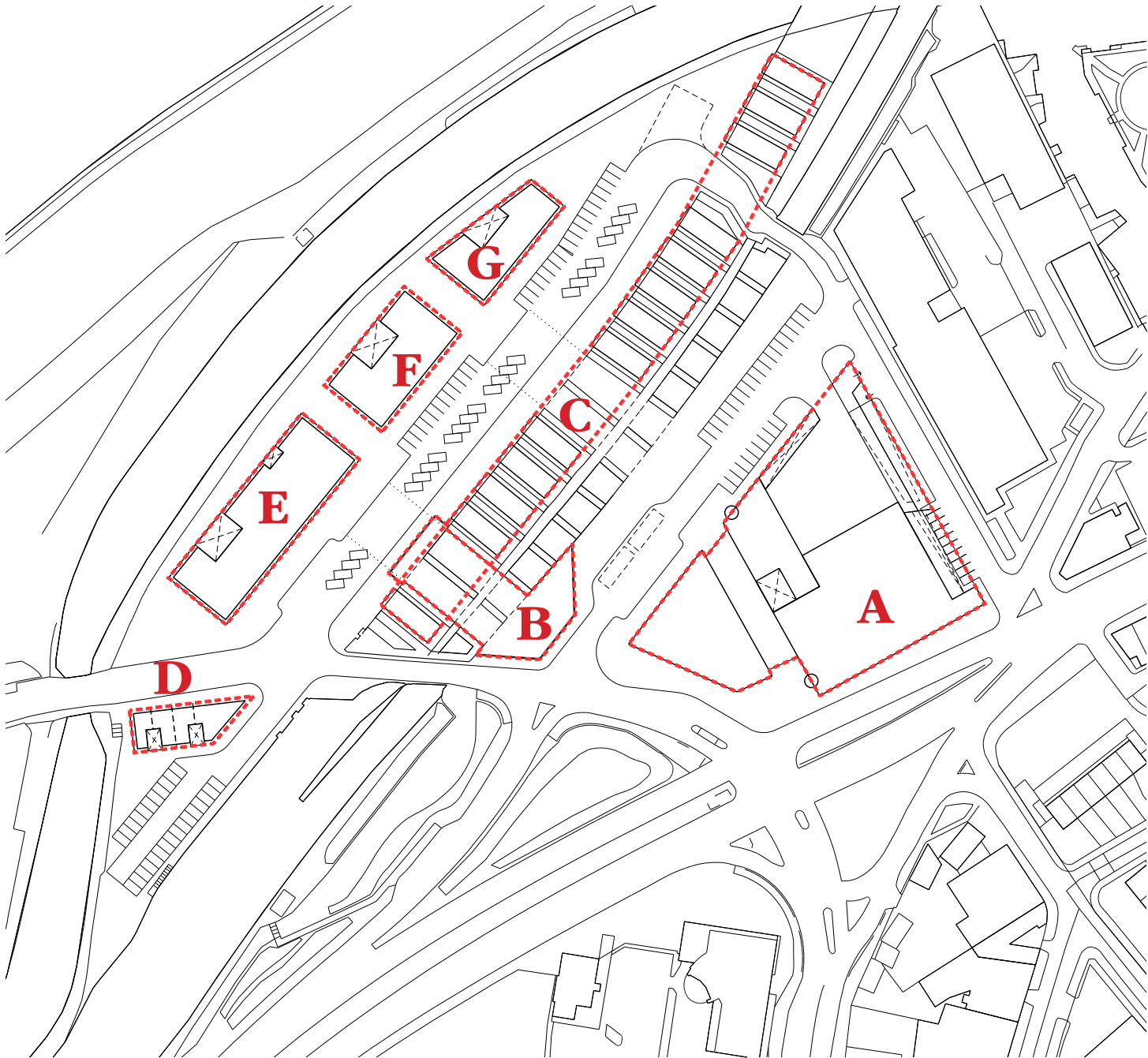
Cornbrook Triangle
Revision
Issued
A
11.04.11

	Block A		Block B		Block C		Block D		Block E		Block F		Block G		
	GEA		GEA		GEA		GEA		GEA		GEA		GEA		
Floor	SQM	SQFT	SQM	SQFT	SQM	SQFT	SQM	SQFT	SQM	SQFT	SQM	SQFT	SQM	SQFT	
18	540	5813													
17	787	8471													
16	787	8471													
15	787	8471													
14	787	8471													
13	787	8471													
12	787	8471													
11	787	8471													
10	787	8471													
9	787	8471													
8	787	8471													
7	787	8471													
6	787	8471							1260	13563	756	8138	594	6394	
5	787	8471							1260	13563	756	8138	594	6394	
4	787	8471							1260	13563	756	8138	594	6394	
3	3697	39795													
3	787	8471							1260	13563	756	8138	594	6394	
2	4484	48266					347	3735	1260	13563	756	8138	594	6394	
1	4484	48266					347	3735	1260	13563	756	8138	594	6394	
GF	480	5167													
GF	1594	17158													
GF	767	8256	1005	10818	102	1098	273	2939	1120	12056	658	7083	504	5425	
					13										
Total	27851	299788	1005	10818	1326	14273	967	10409	8680	93432	5194	55908	4068	43788	
														SQM	SQFT
Grand total														49091	528416

	Transport Interchange
	Hotel
	Office
	Retail
	Food Retail
	Car Parking / Terrace

Summary		
Total Gross Office Space	18909	203536
Net Office Space (Assuming 80% N>G)	15127.2	162829
Total Gross Retail Space	3687	39687
Total Gross Hotel Space	12825	138048
20 bedrooms / typical floor		
3 floors ancillary		

Block Reference Plan



Precedents



MPV Leeds



MPV Leeds



Bankside, London



Holiday Inn, Media City



Piccadilly Markets



Manchester Markets



No.1 Poultry Gardens



Liverpool One



The Hive, Manchester



New York Street, Manchester



Old Mill Street, Manchester



Old Mill Street, Manchester



Appendix 1 The Site & Its Context

Strategic Location

Manchester City Region

The site is located at the heart of the Manchester City Region and forms part of the Manchester/Salford Regional Centre. The City Region is made up of the ten local authority areas of Manchester, Salford, Trafford, Oldham, Rochdale, Bury, Bolton, Wigan, Stockport and Tameside. It contains a population of over 2.5m people and is the largest and most important economic area of the country outside of the south east.

In physical terms, the City Region is highly diverse, containing, in the Regional Centre, a modern and internationally renowned urban centre at its heart and attractive semi-rural areas at its borders with Cheshire, Merseyside, Lancashire and Yorkshire. The City Region's socio-economic context is similarly diverse containing a number of high value and economically prosperous areas, particularly concentrated in the south of the sub-region. There are also high levels of residential-based deprivation and unemployment within the inner urban areas immediately surrounding the Regional Centre and within the former mill towns to the north.



Manchester City Region





Manchester / Salford Regional Centre

At the heart of the City Region is the Manchester/Salford Regional Centre covering parts of the local authority areas of Manchester, Salford and Trafford. It is the largest and most important commercial centre in the north of England and is the economic engine of the Manchester City Region providing employment for a substantial number of people in a wide variety of sectors

It is a highly diverse area containing a wide range of internationally recognised areas and assets including the commercial core of the City Centre, Salford Quays and Trafford Wharfside, including Manchester United Football Club, MediaCity:UK as well as world renowned educational facilities at Salford University and the two universities of Manchester.

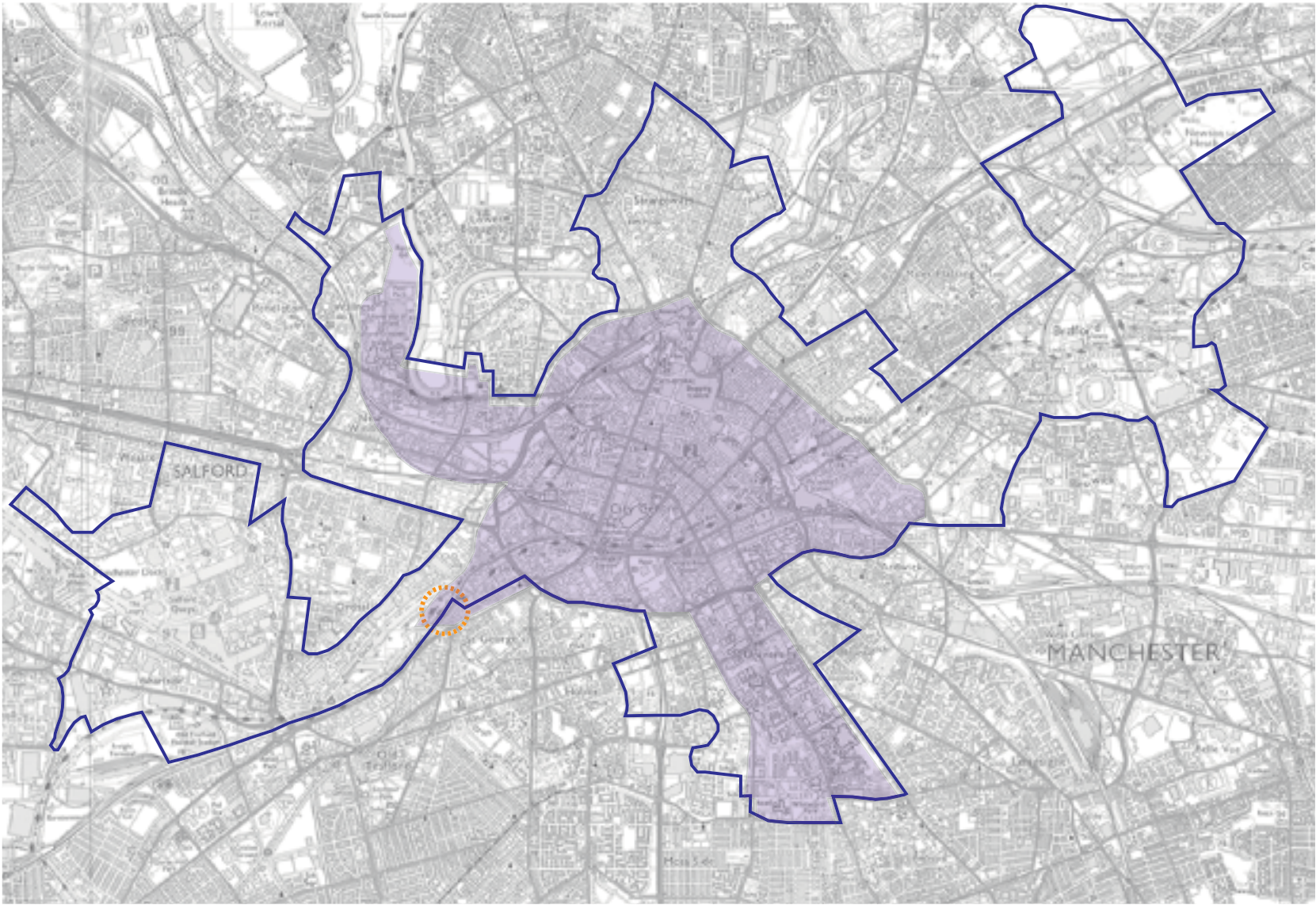
The Regional Centre has seen high levels of regeneration over the last 25 years. This regeneration has been and continues to be at the centre of the City Region's economic revival and its rise on the international business and tourism stage. Whilst the revival of the Regional Centre has been a huge success story, the area continues to provide significant regeneration opportunities. Continuing to realise these emerging opportunities will be critical to the ongoing economic growth and transformation of the City Region.




Manchester / Salford Regional Centre

Manchester Regional Centre

The Regional Centre is split into two distinct parts. Manchester City Centre is, essentially, the commercial core containing the majority of commercial facilities and associated employment. The remainder of the Regional Centre is more mixed in character. It contains pockets of economic prosperity and vitality, such as at Salford Quays and along the Oxford Road Corridor sitting alongside areas which have largely been in post-industrial decline for the last three decades but which are now emerging as the next wave of major regeneration opportunities such as the Ordsall Riverside Corridor, Salford Central and Pomona Island.

The Cornbrook Hub site occupies a strategic location within, but on the edge of, Manchester City Centre and the Pomona Island Strategic Development Location and the regenerated Salford Quays.



- KEY
-  Regional Centre
 -  City Centre
 -  Cornbrook Hub

Regional Centre

COMPLETED REGENERATION



REGENERATION REQUIRED



Local Context

Cornbrook Hub: Strategic Accessibility

The site occupies a highly prominent location alongside the A56 Bridgewater Way, a major arterial road running south west from the City Centre to a number of surrounding suburbs, including Altrincham, Sale and Stretford. The A56 provides the site with a highly prominent frontage opposite which is a mix of commercial, industrial and offices uses.

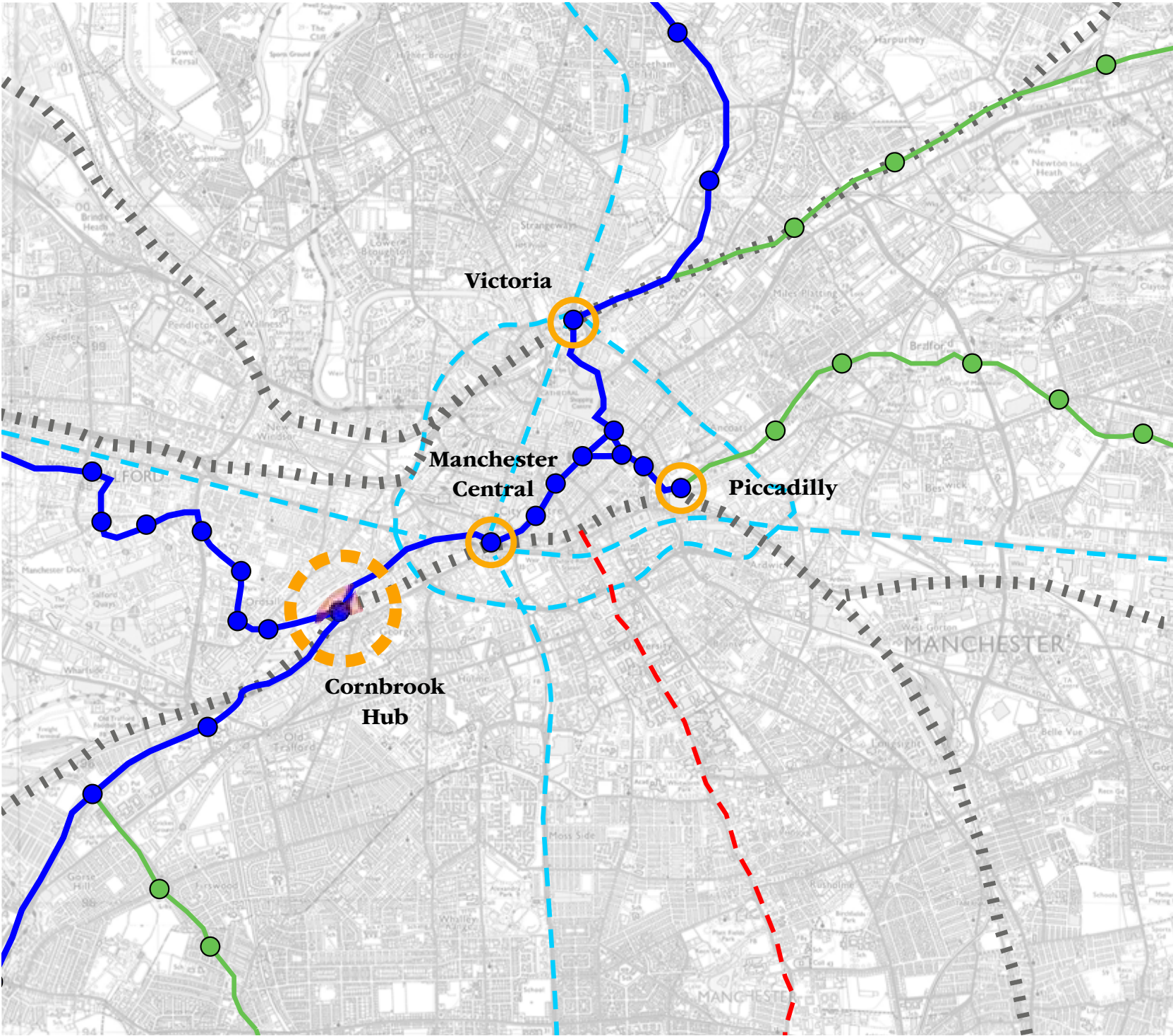
In addition, the site contains the Cornbrook Metrolink station. This principally functions as an interchange station on the Eccles, Altrincham, Bury and Chorlton Metrolink line making the site easily accessible from anywhere on the Metrolink network.

The site is bounded by the Bridgewater Canal and River Irwell to the north-west, presenting a waterside frontage. On the opposite side of the river lies the suburb of Ordsall within the local authority area of Salford. The Ordsall area is subject to a major regeneration programme, including the Ordsall Riverside Corridor scheme which seeks to transform largely redundant industrial land to provide a mix of high quality residential and commercial development within an attractive waterside setting.

Socio Economic Context

The site is located within the Hulme and Clifford wards. A high level review of a range of socio-economic indicators for the area has revealed the following which are expanded upon in Appendix 2.

- + The Hulme and Clifford Wards have experienced significant percentage population increases, above those experienced at local authority or regional level. This is likely to continue in the future as sites such as Pomona Island come forward for development;
- + The area surrounding the site is ranked as being in the top 10% most deprived in England. Adjoining areas are also ranked in the top 10%;
- + Some of the areas which neighbour the site are ranked in the top 3% most deprived areas in England in terms of income levels;
- + Percentage levels of economic activity in the Hulme and Clifford Wards are below those recorded at local authority and regional level;
- + Percentage levels of unemployment are higher than has been recorded at local authority or regional level;
- + The percentage of residents in Clifford Ward using the Metrolink to travel to work is lower than in Trafford borough as whole. This is notwithstanding the presence of Cornbrook Station.



Local Context





The corner of Dinto Street & Cornbrook Road



Cornbrook Road looking along access to Metrolink Station



View along Cornbrook Road looking towards the A56



Trentham Street looking towards railway arches



View from corner of Threntham Street looking South-West along the A56



View along Runcorn Street from the A56

Land Uses

Whilst forming part of the defined City Centre, the area around the site does not share the character and vitality of the commercial core. The area is largely characterised by heavy industrial uses and a predominance of vacant and underutilised land, containing heavy industrial and low value uses, particularly to the west and east. It is one of a number of low industrial areas immediately surrounding the City Centre which are increasingly unfit for purpose and failing to meet the accommodation and locational needs of modern occupiers, reflected in high levels of unoccupied buildings and vacant land.

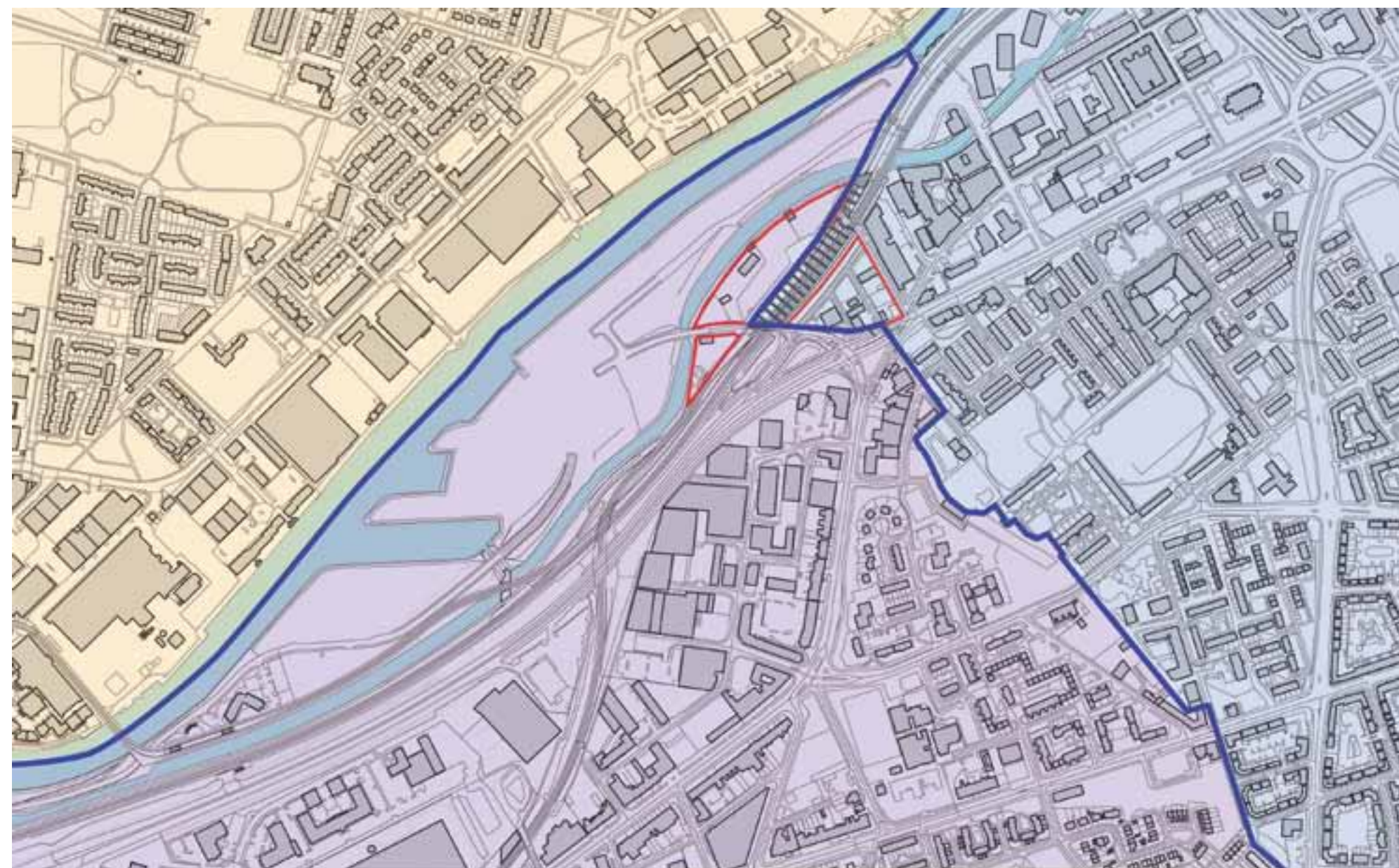
However, the character of the area surrounding the site is juxtaposed by that of the nearby St. Georges Island area, a similar former industrial area which has now been successfully developed as a City Centre residential location. St. George’s Island contains in excess of 1,000 high quality apartments and office space, alongside ancillary retail and leisure facilities focused around the Rochdale Canal. This provides a stark reminder of Cornbrook Hub’s location at the gateway to one of the country’s most vibrant commercial centres.

At present the area around the site lacks any clear purpose and whilst having once been an important employment area for the Regional Centre, it is currently little more than a landmark passing point for car and Metrolink users travelling into the City Centre from the west and south west. However the area’s natural passing as an industrial location, coupled with its gateway location and strategic accessibility present a major and rare regeneration opportunity for the Regional Centre, which will only be harnessed and maximised by a comprehensive and co-ordinated approach to redevelopment.

The Site

The site itself extends to approximately 2.3 ha in total and lies partly within the Local Authority areas of Manchester and Trafford.

The most dominant feature within the site is the Victorian railway viaduct which runs south east to south west through its centre, dissecting the site into three parts as described below. The viaduct remains operational, used by both heavy and light rail services. The viaduct contains a number of traditional railway arches of the type which have been successfully redeveloped for retail, commercial and leisure uses elsewhere within the Regional Centre, such as at Deansgate Locks in Castlefield.



Manchester, Trafford & Salford District Boundaries

Salford
 Trafford
 Manchester



St George's Island



Surrounding industrial uses



Manchester Ship Canal with Pamona Island to the right



Pomona Island



A56 (looking north towards the city centre)



A56 (looking south towards the Trafford)



Cornbrook Avenue (towards station)



Entrance to Cornbrook Metrolink station

Aside from the viaduct the three distinct areas of the site are as follows:

- + A56 frontage – a 0.99 ha area of land providing a frontage to the A56 and bounded by the existing Victorian railway viaduct to the north west and Cornbrook Road to the south west. This area is currently occupied by a mix of heavy industrial, low (value) employment uses and a public house;
- + Waterside frontage – a 1.10 ha of land bounded by the Bridgewater Canal to the north west, the railway viaduct to the south east and Cornbrook Road to the south west. This area of land is currently occupied by heavy industrial uses and forms part of Pomona Island; 30.6 hectare area of former dockland on the River Irwell. Pomona Island is identified in the emerging Trafford Core Strategy as a Strategic Development Location with the potential to accomodate over 800 residential units alongside associated retail, hotel and commercial uses.
- + Cornbrook Road triangle – a 0.21 ha triangular area of land bounded by Cornbrook Road to the north, the Bridgewater Canal and Pomona Island to the west and the railway viaduct to the east. This area is currently vacant and forms part of Pomona Island.

The other prominent feature within the site is Cornbrook Metrolink station. This is located on the railway viaduct above the site and is accessible to pedestrians via Cornbrook Road which also dissects the site. Cornbrook station principally functions as a key interchange within the Metrolink network. Whilst a discrete ground level access to the station is provided, the general lack of intense uses, activity and frontage within the Cornbrook area together with the poor quality of public realm and heavy industry dissuades greater use of the station by local residents.

Historical Analysis

1848



By 1848 the industrial revolution is well underway in Manchester. Hulme ward is expanding as a city fringe residential community serving the various mills / dye works and farms adjacent to the River Irwell. Manchester Ship Canal is not yet constructed but the Bridgewater Canal is running and in fact defines the Cornbrook Hub site on it's northern edge. The Cheshire Lines railway opened in 1830 and is clearly visible running through the site. A series of lodges and houses running along the A56 take the Cornbrook name around the site.

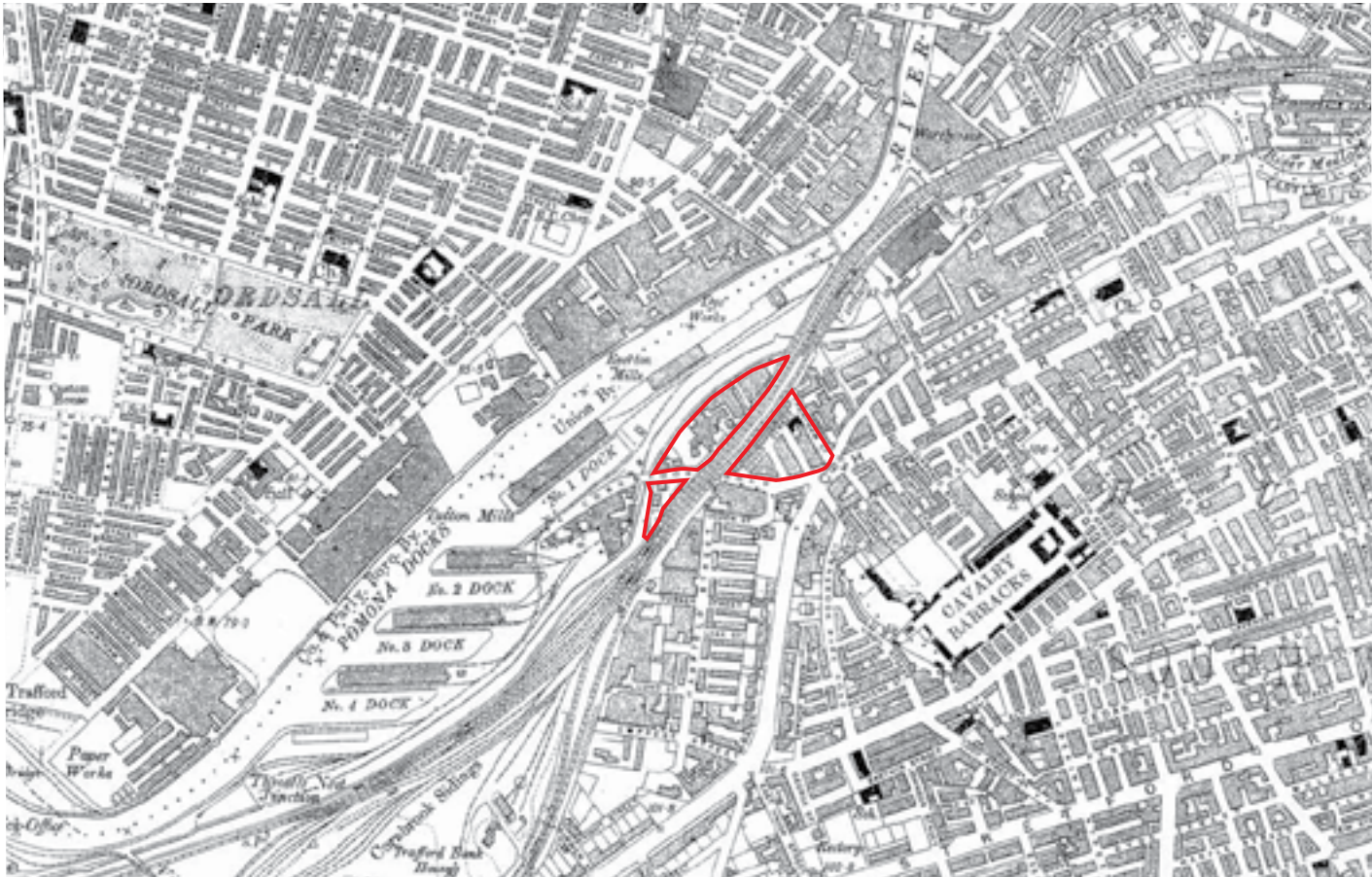
1896



By 1896 Cornbrook has developed into a eponymous ward, with Cornbrook Road linking A56 to Pomona Docks. The River Irwell has been developed into the Manchester Ship Canal. The industrial revolution is in full swing. In the preceeding 50 years, neighbouring Ordsall has changed from farm land to a thriving industrial community.

Interestingly we now see the multi-modal transport interchange in use. The Manchester Ship Canal, Bridgewater Canal, Liverpool to Manchester railway and road network all converge and connect at Cornbrook.

1909



In terms of economic activity, the early 20th century marks Cornbrook’s heyday. The Manchester Ship Canal is barely 15 years old. Competition between railway, the Bridgewater Canal and the Manchester Ship Canal is at it’s most fierce. Thriving communities serve the textile and manufacturing industries, local transport and the canal distribution network through Manchester.

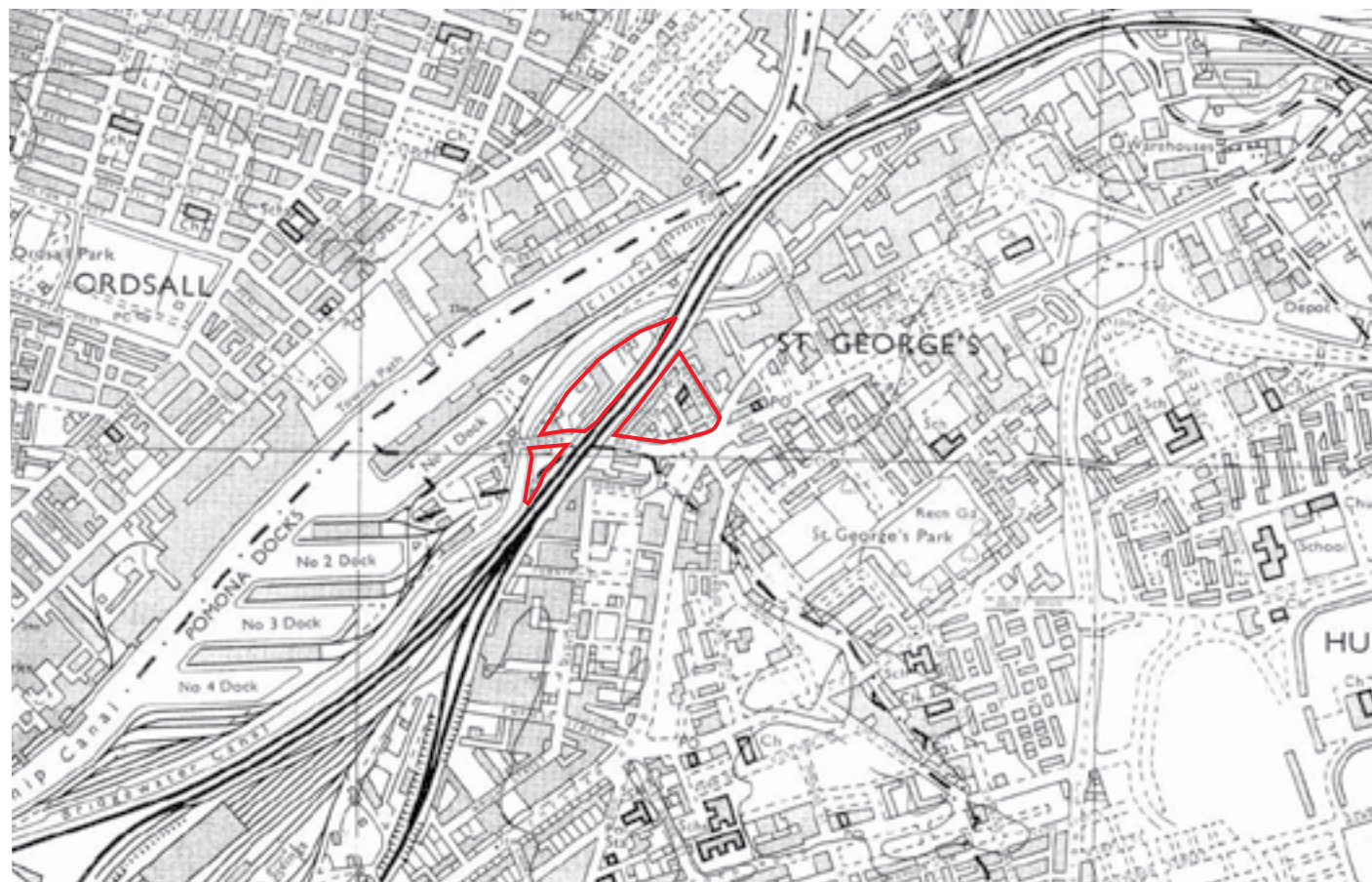
1923



Immediately prior to the Great Depression during the inter-war years, Cornbrook’s urban grain remains largely intact. However, the experience on the ground will have been bleak. Following the war of 1939-1945 the onset of post industrial decline started to take place as Manchester’s industrial industries faced growing worldwide competition.



1970

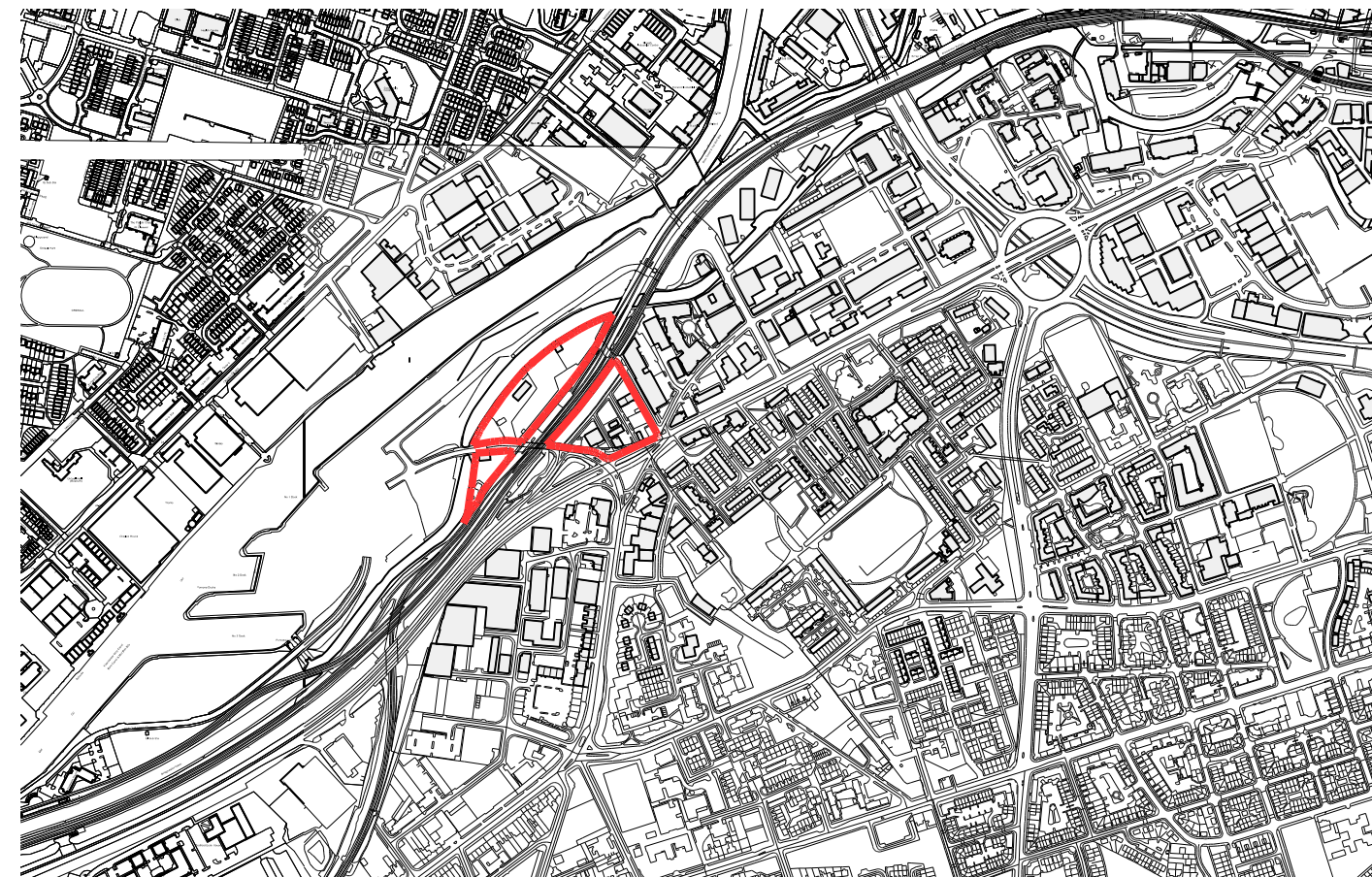


The 1970's mark a low point in the area's history. Post industrial decay is well underway and the dramatic regeneration of Greater Manchester in the 1990's has not yet taken place. Although the Manchester Ship Canal is still operational, the traffic along the watercourse is greatly reduced.

Densely arranged terraces occupied the front triangle of the Site until the mid 1970's when much of the stock was cleared to make way for the small industrial units we see today.

In contrast, industrial mills occupied the rear waterside section of the site until the industry's demise. Apart from a few scrap yards the site is largely redundant.

2011



Manchester, Salford and Trafford have undergone a remarkable transformation since the 1970's. Regeneration of the city centre came first. The north-west has grown through investment in new sectors such as the service sector, the expansion of the airport, advanced manufacturing and an expansion of the university sector. Housing market renewal has seen Hulme transformed. The Cornbrook area however has seen little regeneration apart from the opening up of Cornbrook Metrolink station. The A56 is a harsh environment and it has attracted only retail uses. The industrial nature of the site is unattractive and intimidating. The potential of the site as a local hub is clear.



1901 Boundary to Burnside Road



1958 Railway Hotel, Cornbrook Road



1960 Westminster Street



1961 Runcorn Street



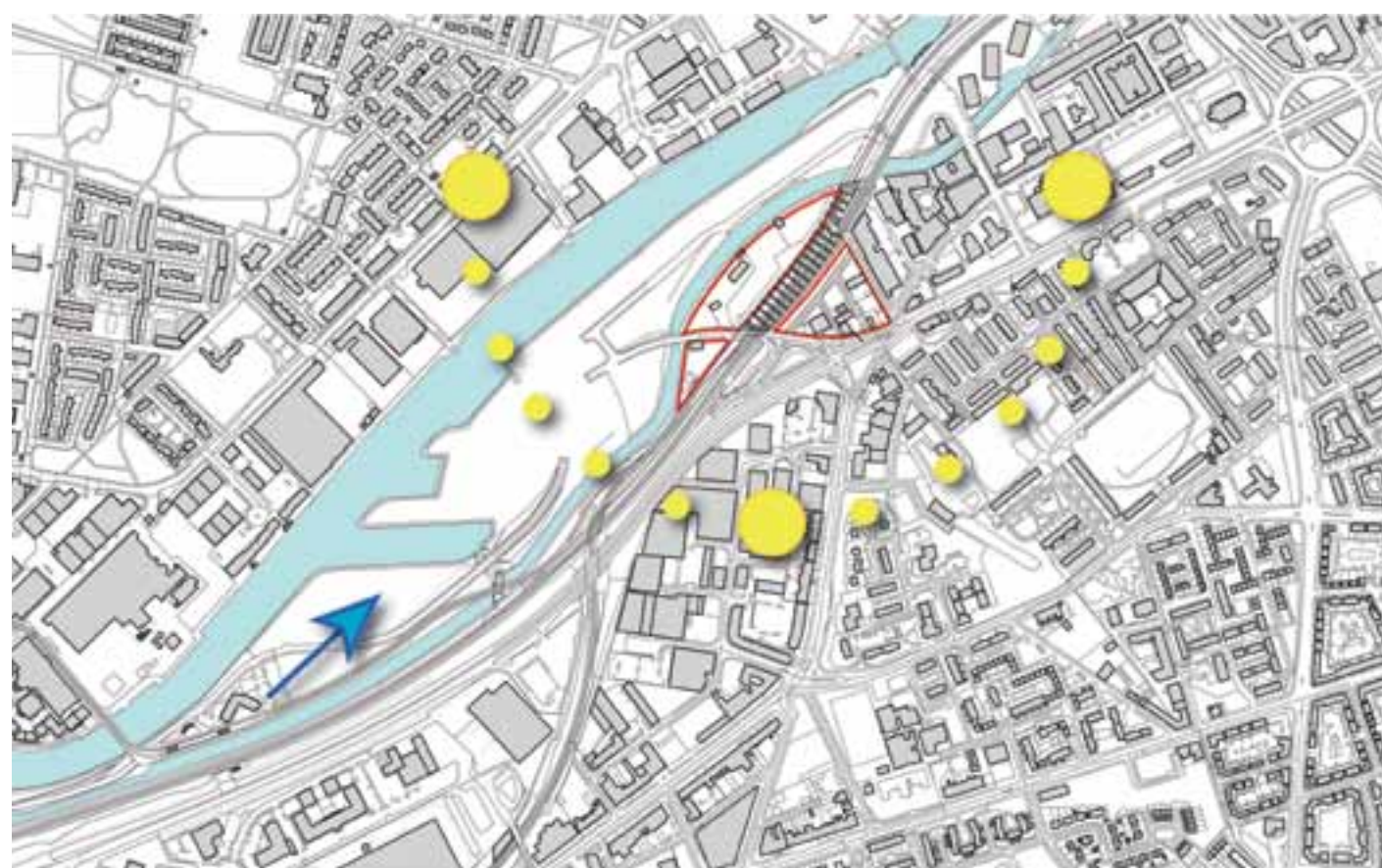
1961 Cornbrook Road



1962 Cornbrook Road

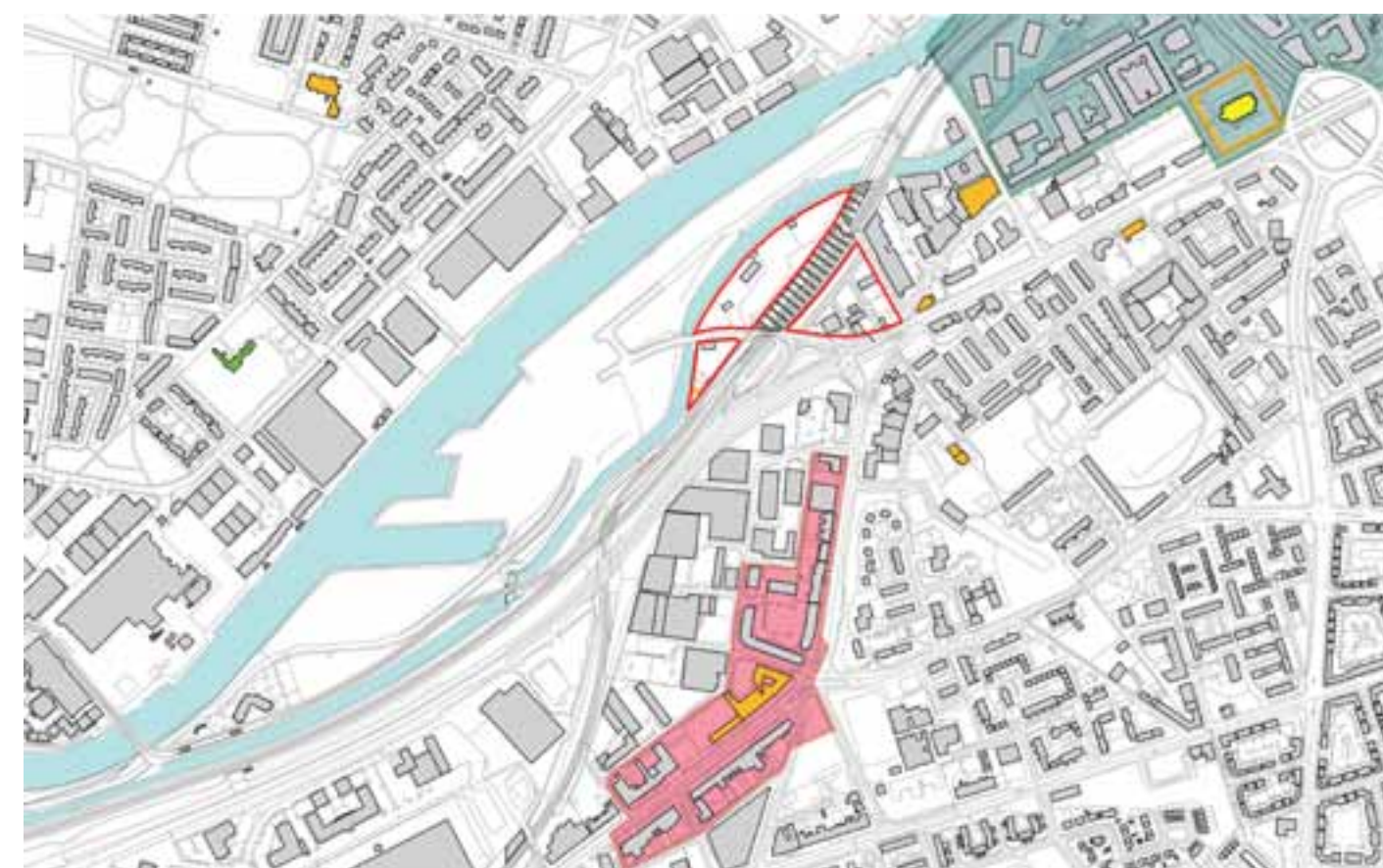
Site Analysis

Microclimate



The diagram illustrates the relationship between the Sun's path and the prevailing wind. A horizontal line of seven yellow circles represents the 'Sunpath'. The fourth circle from the left is significantly larger and more prominent than the others. Below this line, a blue arrow points to the right, labeled 'Prevailing Wind'. This indicates that the prevailing wind direction is from the left, blowing towards the right, which is the direction of the Sun's path.

Listed Buildings & Conservation Areas

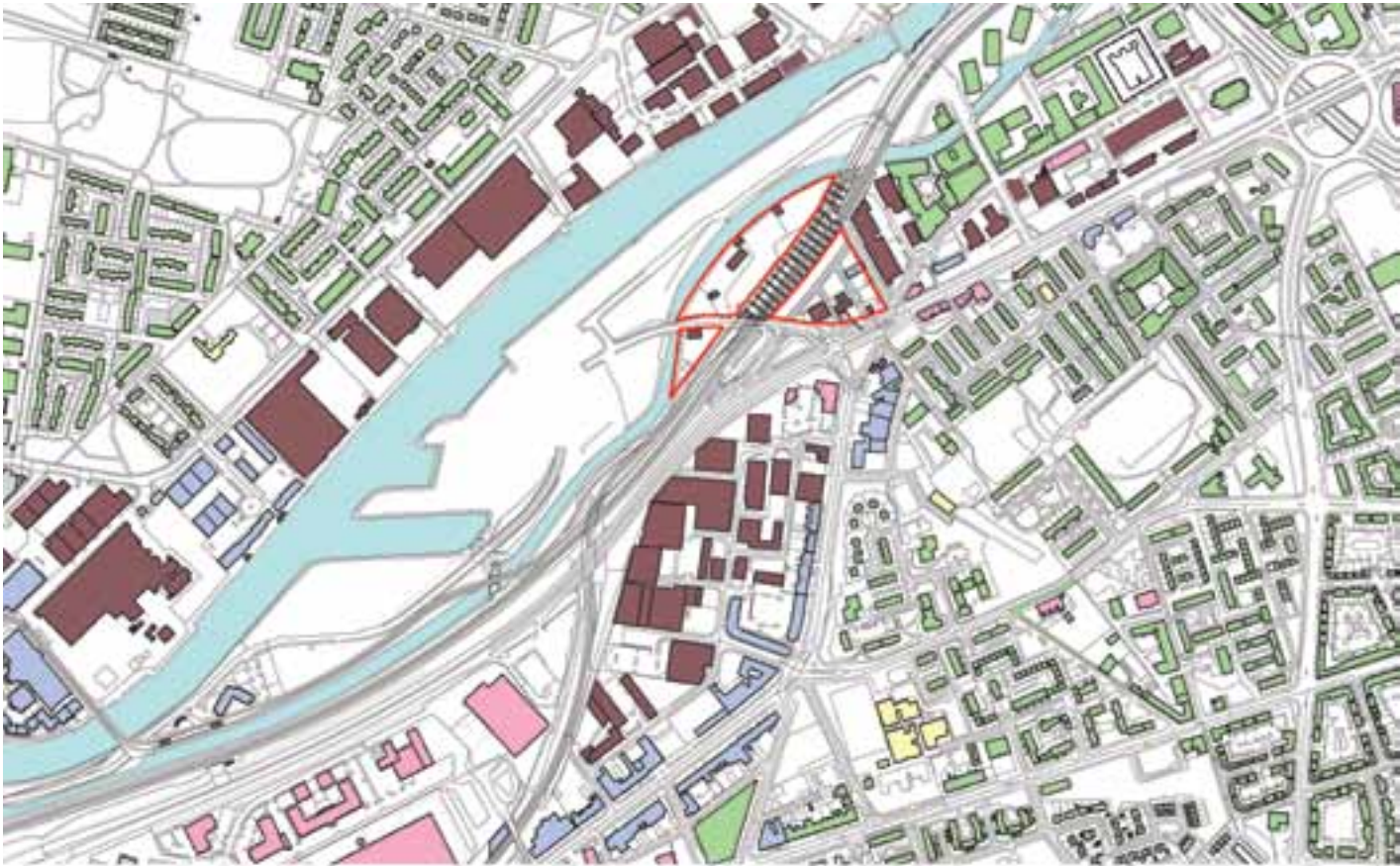


 Grade I
  Grade II*
  Grade II
  Castlefield (Manchester)
  Empress (Trafford)

Cornbrook Hub is Situated outside defined Conservation Areas and contains no Listed Buildings.



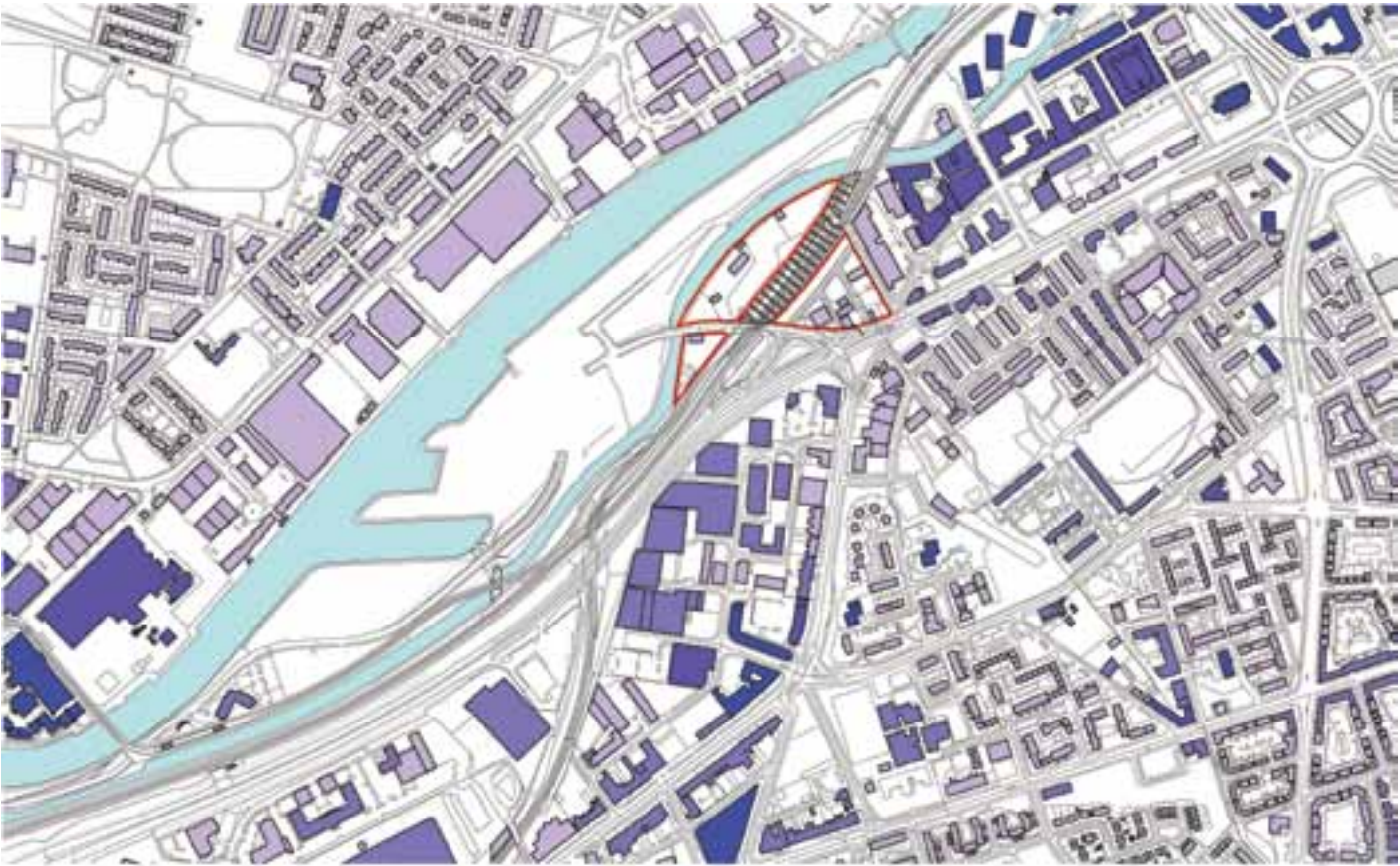
Building Uses



- Office
- Retail
- Residential
- Industrial/Manufacturing
- Community

The site is clearly under-utilised with much of it used for open storage. The railway viaduct divides the site. It is located in an area with a mixed character. In coming years, further residential development will come forward at Pomona Island (NW) and as part of the Ordsall Riverside Initiative.

Building Heights

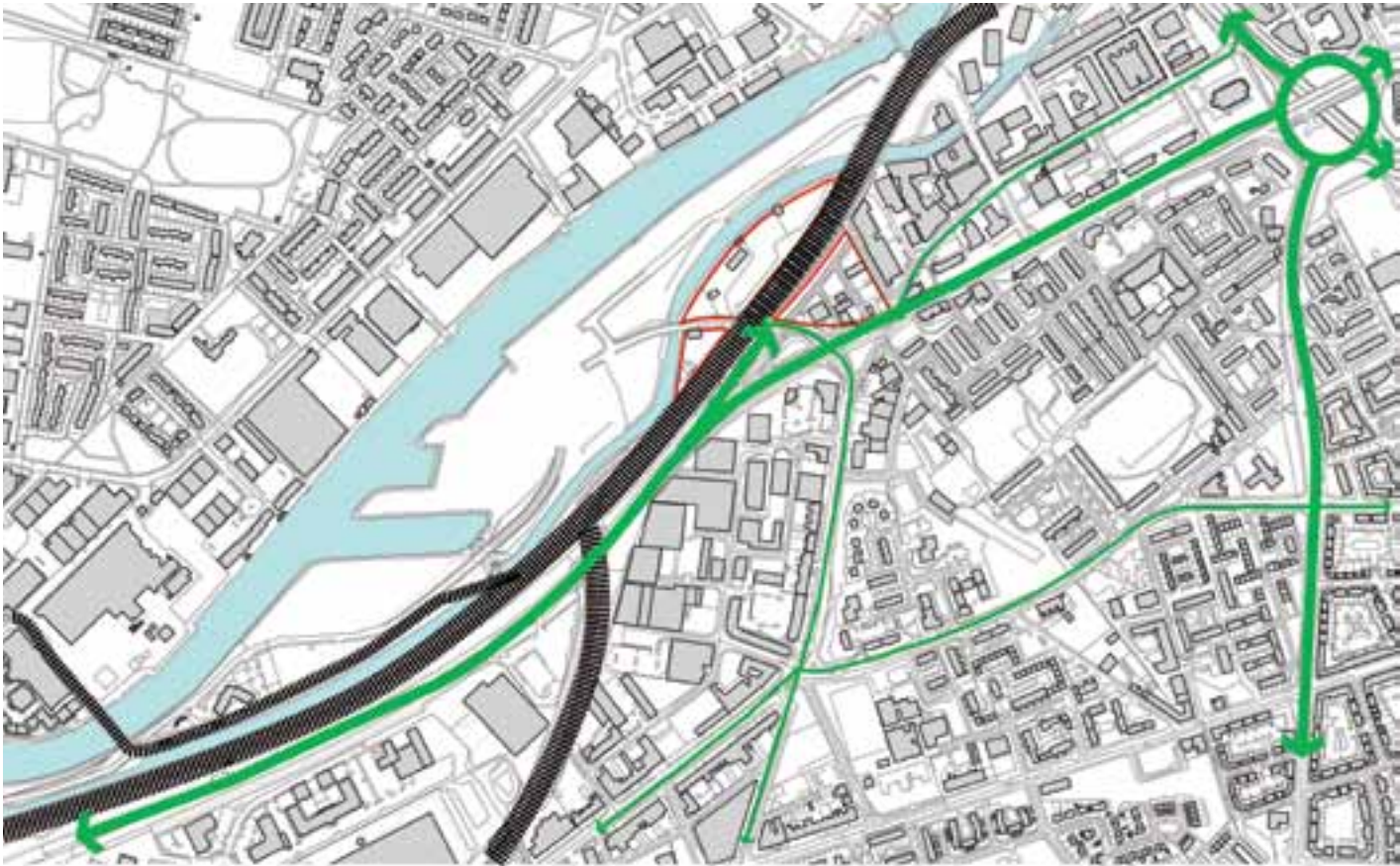


- 0-10m
- 10-20m
- 20-30m
- 30m+

Building heights in the vicinity of the site vary considerably. A precedent for higher density development and taller buildings has been established at St George's Island .

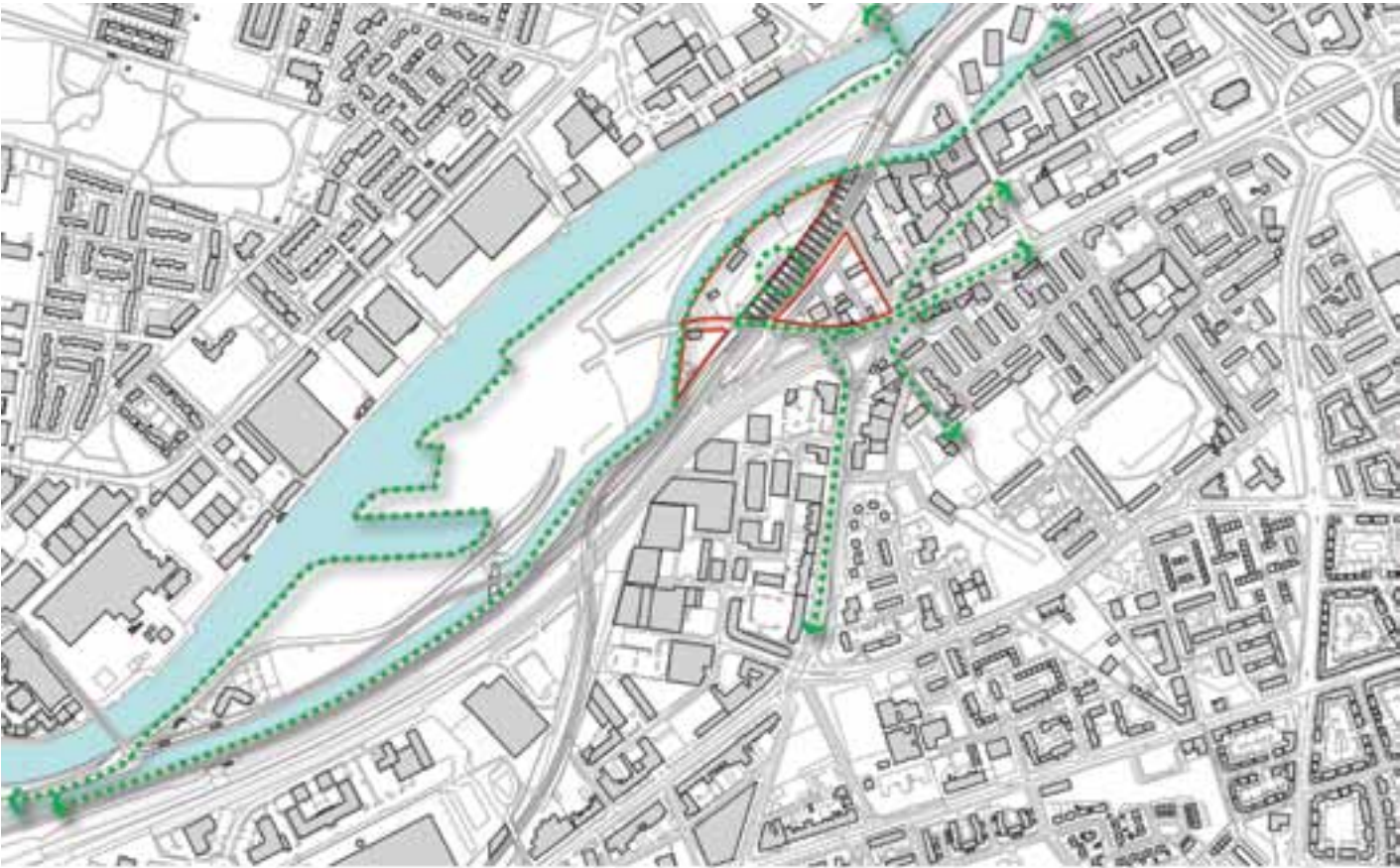


Vehicular Routes



Although the site has many constraints defined by the Victorian infrastructure running through and around it, these constraints are also its greatest assets. The site has unparalleled transport access and a significant commercial frontage to the A56.

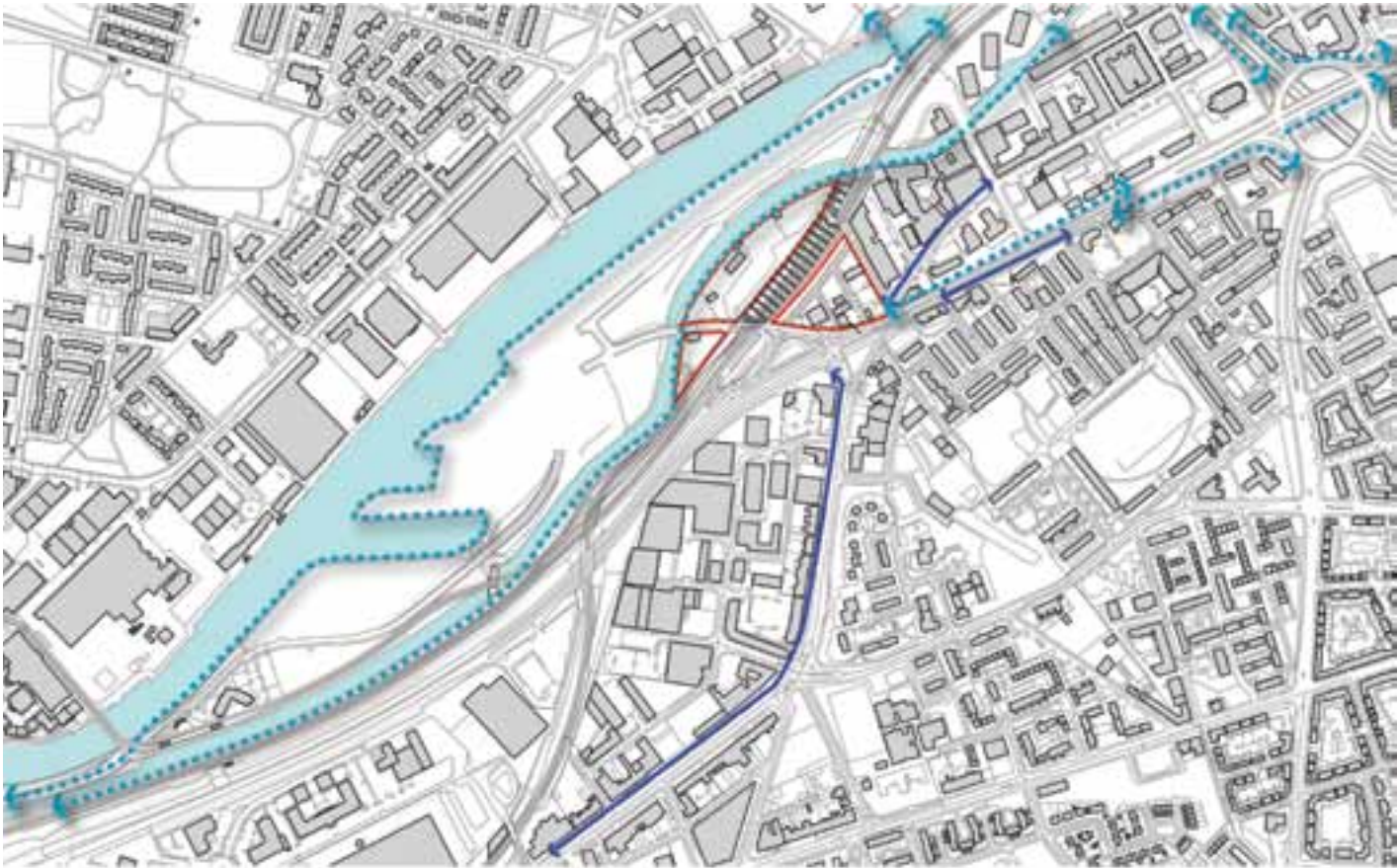
Pedestrian Routes



The pedestrian permeability in and around the site are again defined by the Victorian infrastructure. Traversing the A56 is difficult and from the South into the proposed development and beyond. To the North of the site lies both the Manchester Ship Canal and the River Irwell. There is no pedestrian permeability through the site and no linkage between residential areas to the south and the water. The Irwell is a positive amenity space, underutilised but is undergoing regeneration itself.



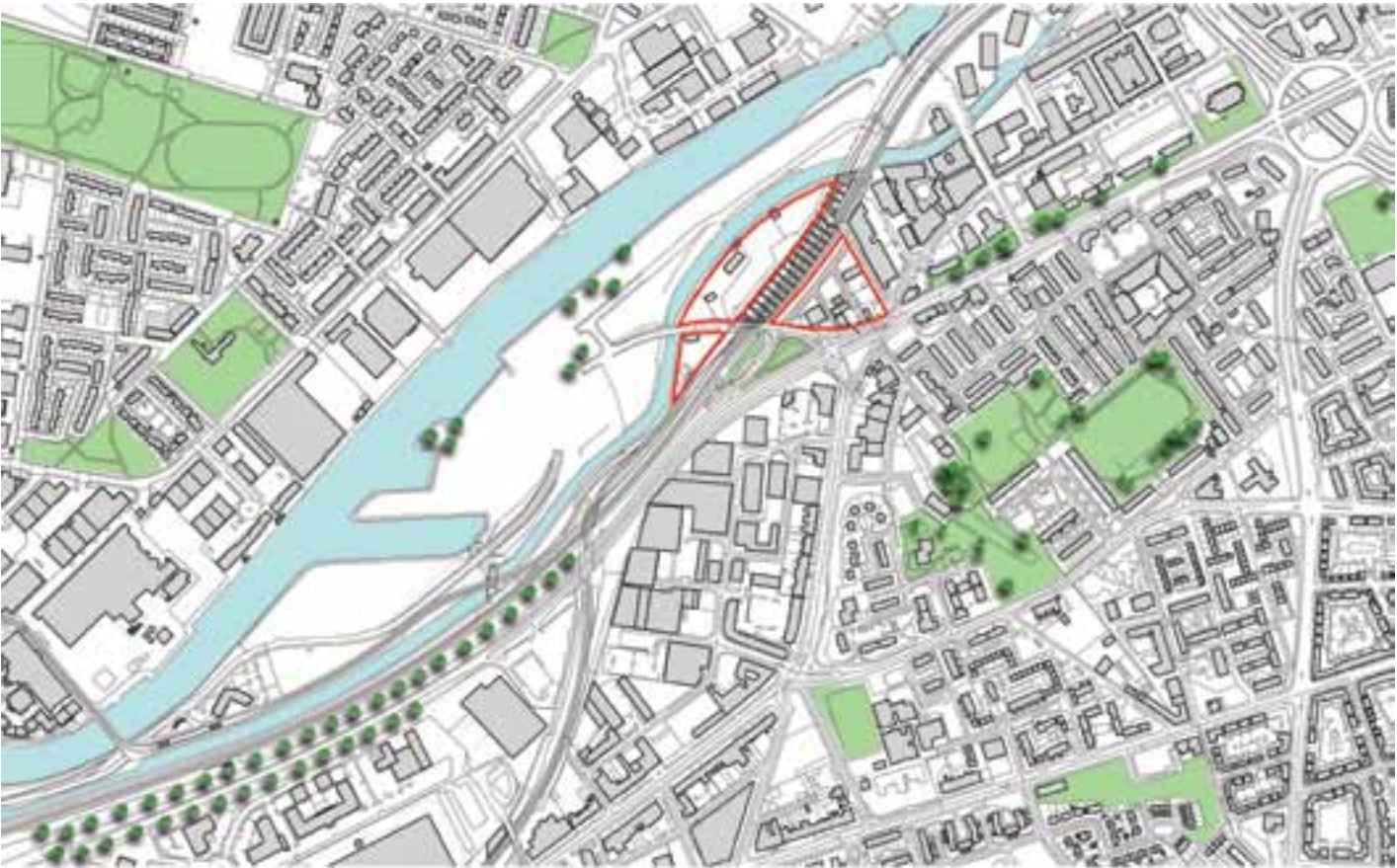
Cycle Routes



.....➔ Traffic Free Cycle Routes —➔ On Road Cycle Route

The site is located adjacent to the Bridgewater Canal. however, there is no direct access to the cycle route which adjoins the canal.

Greenspace



The Site is located within an urban location where the availability of high quality public space is limited. The redevelopment of Pomona Island and delivery of the Irwell City Park initiative will play a contribution to addressing this.



Existing Local Amenity & Facilities

Local Amenity and Facilities

The site is located in an area which has seen high levels of population growth; a feature which is likely to continue in the future. It is, however, relatively poorly served by local community infrastructure at this present time.

The adjacent image demonstrates that there are little or no day-to-day community facilities within 0.5km of the site, with the nearest main supermarket being located almost 1km away at Regent Road, Salford. Although smaller convenience stores / corner shops are located slightly closer, such as Store! MOHO, these are small scale and offer only a limited range of products.

Similarly, the nearest doctor's surgery, dental surgery and pharmacy are all located almost 1.5km from the site, as is the nearest post office at 1km. The nearest childcare nurseries are located approximately 2km from the site. Levels of public open space in the local area are also limited within the local area.

Services / Facilities

Post Offices

Community Centres

Schools

Dentists

Doctors

Pharmacy

Library

Nursery

Retail

Worship

Hospitals

Informal Open Space

Commercial

Supermarkets

Hotels

Area Lacking Amenity & Facility

1. Store! MOHO

2. Sainsburys_Regent Road

3. City Gate

4. Masha Allah Food Store

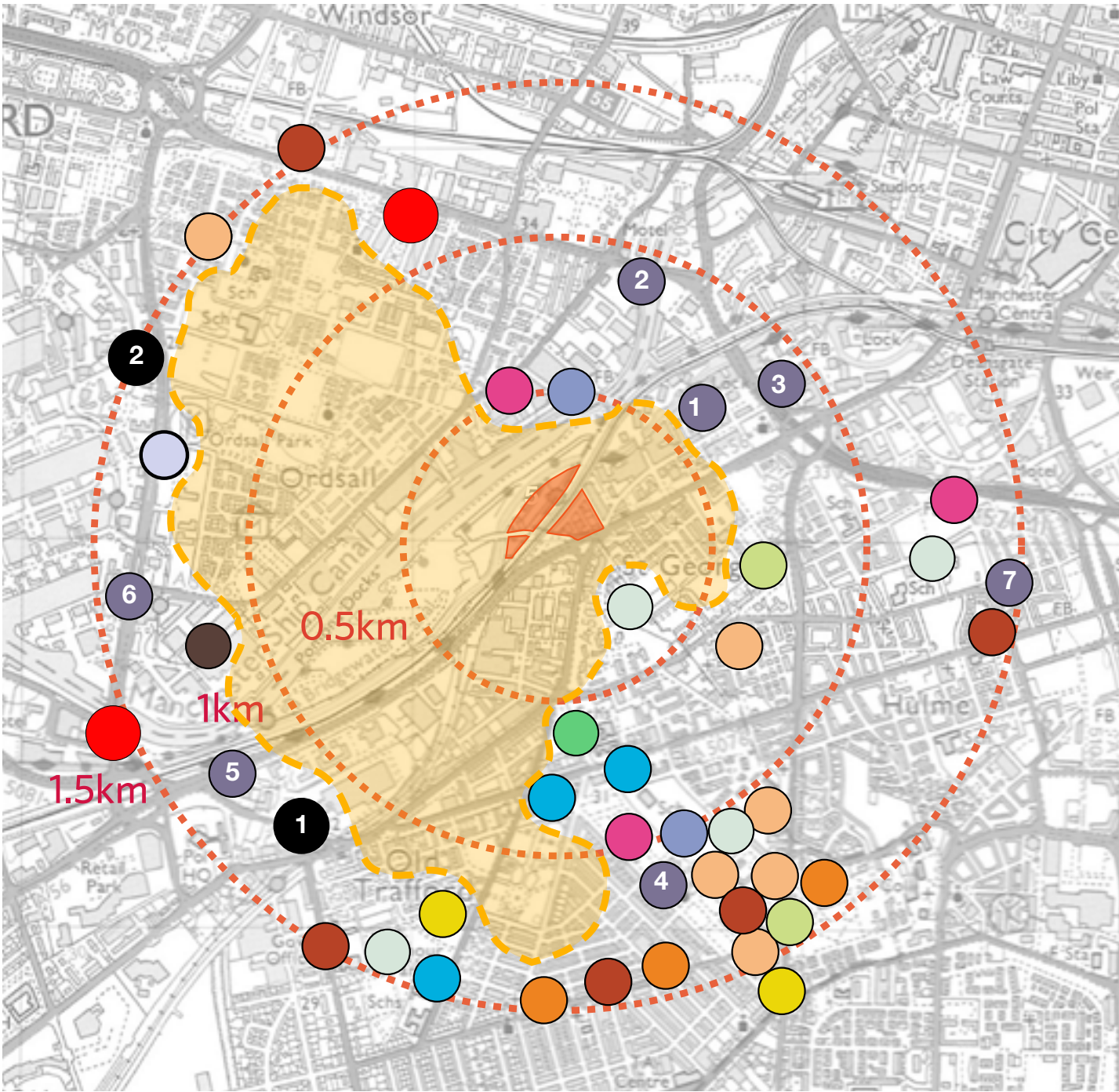
5. Fruits 'r' us

6. Tesco Metro

7. Albakara Supermarket

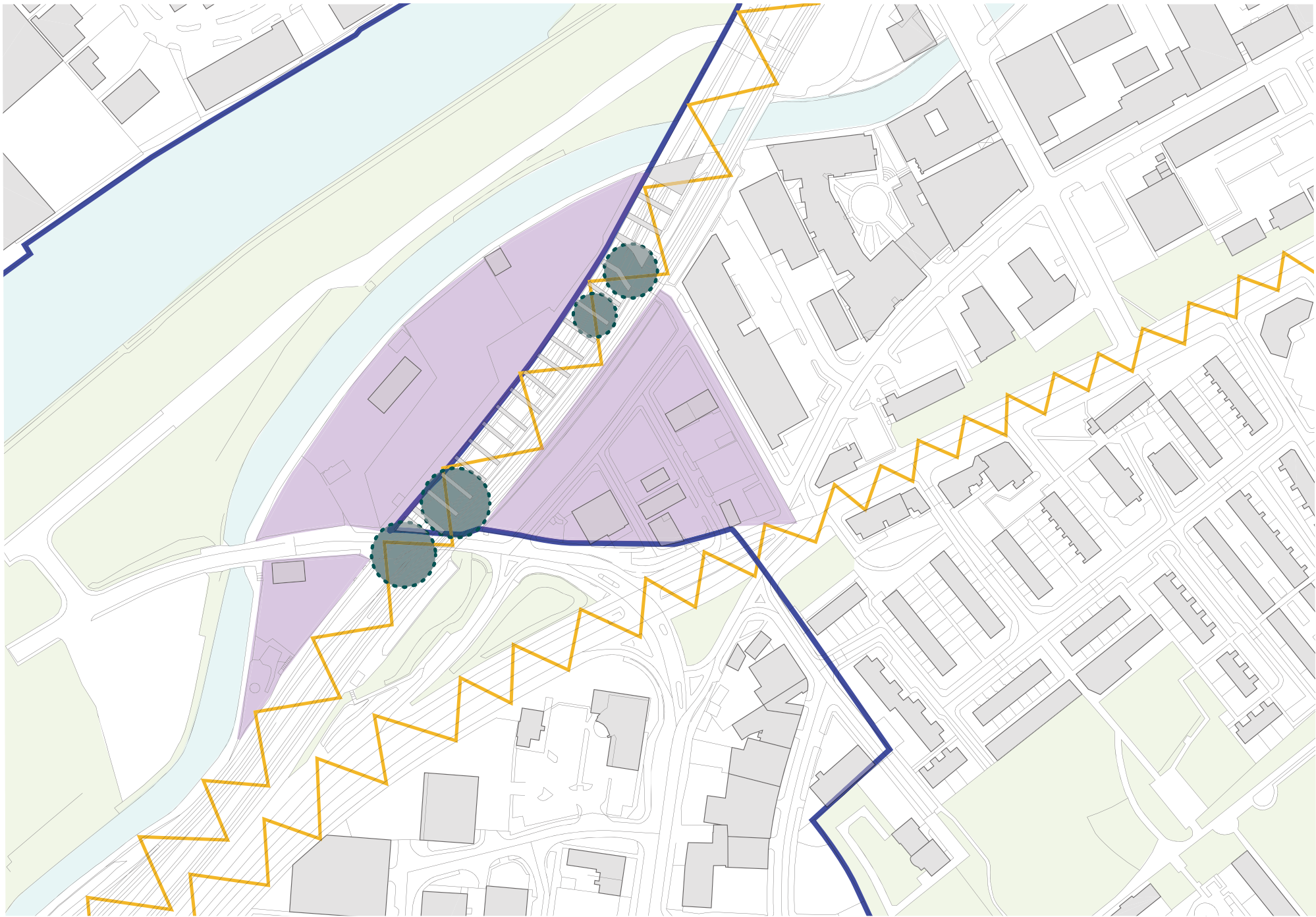
1. Trafford Hall Hotel

2. Ramada Salford Quays



Local Amenity and Facilities

Summary of Site Analysis



Constraints Plan

Constraints

The masterplanning constraints are defined by the Victorian infrastructure. The railway viaduct severs the site in two. The southern part enjoys great commercial frontage and access.

The northern part suffers from poor access – limited by the capacity of the railway arches and poor commercial frontage.

The environment in and around the viaduct is intimidating due to the current uses on the site and the physical constraints of the poorly lit archways.

- District Boundaries
- Infrastructure
(Creating Barrier, Noise & Air Pollution)
- Negative Environment Under and Surrounding Viaduct, no frontage to station
- Poor Commercial Frontage

Opportunities

The masterplanning opportunities are again a result of the Victorian infrastructure which defines the site.

The key opportunity is the Metrolink access to Cornbrook station. This will create footfall, commercial value, logistical efficiencies and can define the identity of the site.

Under the station the railway arches forming the viaduct can be utilised as innovative retail and leisure spaces to serve local residents and visitors. The arches can also be opened to create permeability across the development and into surrounding areas.

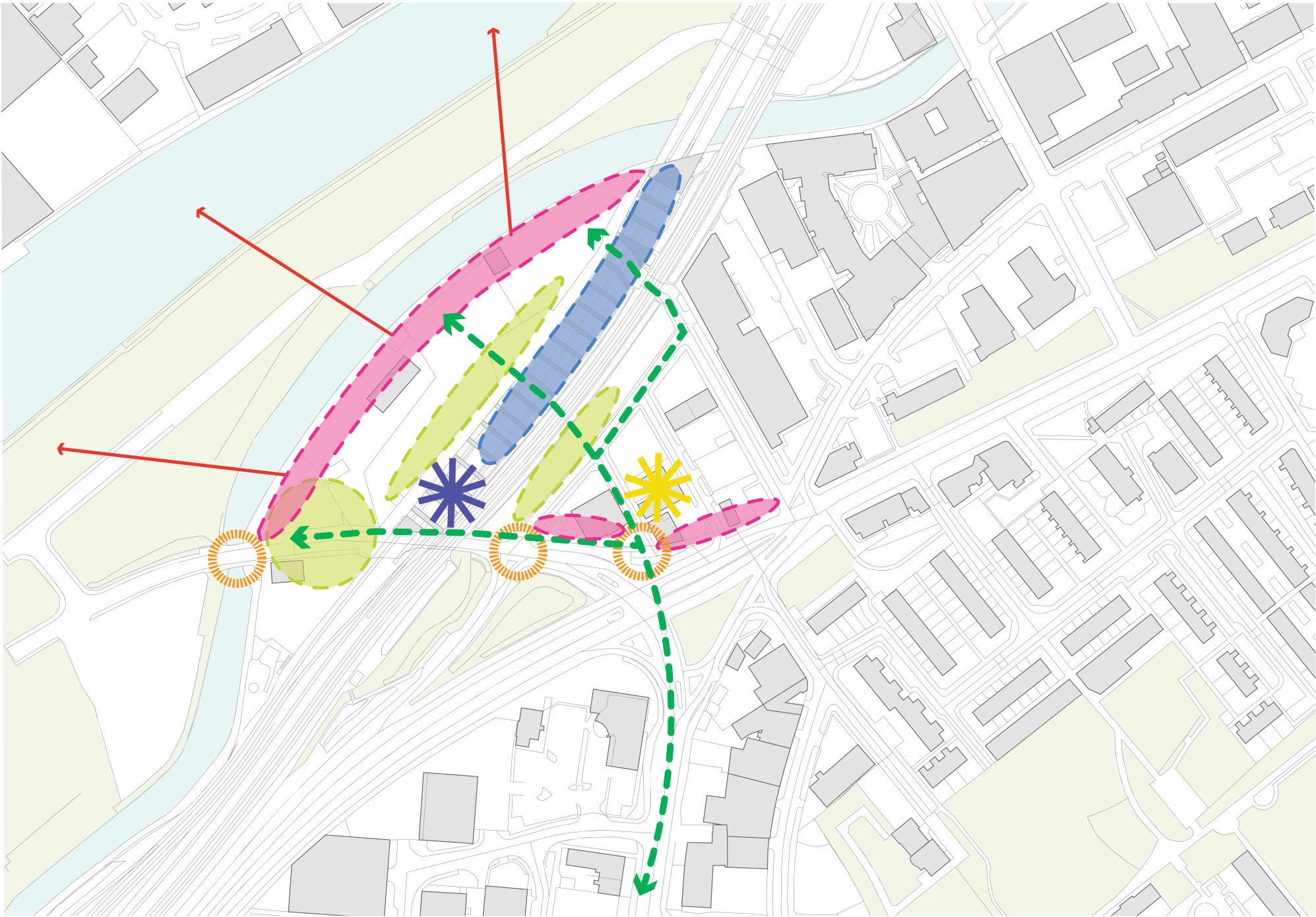
The A56 creates fantastic commercial frontage to the site. This would promote a number of commercial uses. The A56 facing development plots could accommodate higher density and height with larger buildings promoting the site and creating an identity.

There is an opportunity to take advantage of waterside frontage whilst integrating into the wider Irwell City Park initiative.

It will only be possible to make maximum use of the opportunities which the site presents through a carefully co-ordinated and comprehensive approach to redevelopment.

- Amenity Hub

Provide amenity for surrounding community
- Frontage
- Key Public Space
- Regeneration of Victorian infrastructure
- Transportation Hub
(Tram, Train, Bus, Car)
- Enhanced Connectivity
- Landmark Building Opportunity
- Gateway
- Views Out



Opportunities Plan



Appendix 2

Planning & Regeneration Framework

This section of the Regeneration Framework considers the key policy and regeneration drivers relevant to the redevelopment of the Cornbrook Hub site. It is split into two distinct sections as follows:

- + Part 1 considers the relevant planning policy framework.
- + Part 2 considers the Regional Centre regeneration context.

It is important that this context is fully understood to ensure that this Regeneration Framework and the proposals which it supports are consistent with the strategic level policy and regeneration objectives for the Regional Centre and support and complement other regeneration initiatives within the Regional Centre.

Planning Policy Framework

This section of the Regeneration Framework considers the key policy and regeneration drivers relevant to the redevelopment of the Cornbrook Hub site.

It is split into two distinct sections as follows:

- + Part 1 considers the relevant planning policy framework.
- + Part 2 considers the Regional Centre regeneration context.

It is important that this context is fully understood to ensure that this Regeneration Framework and the proposals which it supports are consistent with the strategic level policy and regeneration objectives for the Regional Centre and support and complement other regeneration initiatives within the Regional Centre.

Planning Policy Framework

As described earlier, the site straddles the boundary between the administrative areas of Manchester and Trafford. It is also adjacent to but outside the Salford City Council administrative area.

The growth of the Manchester Regional Centre which covers the central parts of Manchester, Salford and Trafford is seen as a major opportunity to attract further inward investment and create jobs for local people.

Accordingly, the Regeneration Framework for the site has been devised having regard to the following key planning and regeneration policy documents.

City of Manchester Policy Documents

The key planning policy documents in Manchester comprise the **adopted Core Strategy (2012)** and the saved policies of the **Unitary Development Plan (1995)**.

The Core Strategy represents Manchester City Council's most up to date expression of planning policy for the City for the period to 2027 and has superseded the overarching policies of the UDP.

The Core Strategy sets out a comprehensive vision of what Manchester will look like in 2027 which emphasises the importance of the City as a place for business and as an international tourism destination.

The key themes of Core Strategy policy of relevance to the site are as follows:

- + The site is entirely within the defined City Centre boundary;
- + Employment generating development (including offices) is encouraged in the City Centre as is the provision of a minimum of 4,500 sq. metres of retail floorspace (convenience goods), particularly where sites are well related to areas of population growth;
- + A minimum of 16,500 new residential apartments will be provided within the City Centre;

- + New hotel development which contributes to the quality of the City Centre hotel offer will be supported by the Council;
- + Development within the City Centre will generally be high-density and contain a mix of uses in order to maximise the efficiency of land;
- + City Centre development schemes which would make significant contributions to the City Centre's role in terms of employment and retail growth will be supported, subject to the proposal's impact on key aspects of the City's heritage and character;
- + The Council will provide appropriate support, including site assembly, for schemes which are likely to contribute to the promotion or improvement of the social, economic or environmental well-being of Manchester;
- + The need for a high standard of design quality in terms of building architecture, public realm and creating a sense of place is emphasised;
- + Development should ensure high standards of accessibility by a range of modes of transport.

Policy EN2 sets out detailed guidance on tall buildings, stating that these will be supported subject to a number of criteria being satisfied. These criteria relate to excellent design quality, appropriateness of the location, contribution to sustainability and place making and whether the use of a tall building will help bring about significant regeneration benefits. The policy also advises that suitable locations will include sites within and immediately adjacent to the City Centre with particular encouragement given to non-conservation areas and sites which can easily be served by public transport nodes.

Sitting beneath the adopted Core Strategy and saved policies of the UDP is the **Guide to Development in Manchester Supplementary Planning Document and Guidance**.

Part 1 of the document, comprises a formal Supplementary Planning Document and provides guidance on the principles that should be applied to all development proposals in respect of design, accessibility, environmental standards, street hierarchy, parking guidelines, safety, health and internal design.

Part 2 of the document provides additional guidance on the various character areas of the City. The City Centre is highlighted as a vibrant and powerful centre of national and international significance. The need to accommodate the requirements of businesses, investors and visitors to maintain the economic prosperity of the City is emphasised.

The formal policy framework in Manchester is also supported by a number of non-statutory strategic policy documents including:

- + The Manchester City Centre Strategic Plan; and
- + The Central Manchester Strategic Regeneration Framework.

The Manchester City Centre Strategic Plan (2009) was produced by CityCo and the City Council. It covers the period to 2012 and, while it does not form part of the formal planning policy framework, it does provide a further expression of Manchester City Council's objectives for the City Centre.

The document identifies the need for the provision of new office accommodation to ensure that the City consolidates its position as the main centre for financial and professional services outside of London. It also identifies that future expansion of the hotel market will be vital in underpinning the fast growing conference market in the City Centre.

The Central Manchester Strategic Regeneration Framework aims to provide a strong vision for Central Manchester over the next few years by setting out a broad spatial framework within which investment can be planned so as to make the maximum possible contribution to social and economic objectives. The growth of the City Centre is seen as a major opportunity to attract further inward investment and create jobs for local people.

Trafford Policy Documents

The key Trafford Borough Council planning policy documents comprise the **adopted Core Strategy (2012)** and the saved policies of the **Unitary Development Plan (2006)**.

Again, the policies contained within the adopted Core Strategy are considered to be of greatest relevance as they provide the most up to date expression of Trafford Borough Council’s objectives.

The Core Strategy identifies a number of Strategic Objectives for the Borough. These include the need to create the right conditions to sustain employment sites for new and diverse investment and to enable Trafford to remain a competitor in the sub-region (S03). Objective S06 identifies the need to promote significant levels of development in the most sustainable locations of the borough.

Pomona Island is identified as a Strategic Development Location (a broad spatial designation which includes part of the Cornbrook site) suitable for the development of c.800 homes (largely apartments), commercial office and ancillary bar, restaurant and hotel uses.

In addition to the formal policy designations, a **Pomona Island Masterplan (2008)** has been prepared by Peel and endorsed by Trafford Council. This envisages the redevelopment of the Pomona Island site to provide residential and commercial accommodation. That part of the site which forms part of Pomona Island is identified in the Pomona Island Masterplan as being a “Commercial Zone” to be developed as Phase 2b.

Sitting beneath the Core Strategy is the **Old Trafford Masterplan (2009)**. This is a non-statutory document which has been prepared by a consortium of Trafford Council, Trafford Housing Trust and the Old Trafford Neighbourhood Partnership.

The aim of the masterplan is to create long lasting and safe communities with an excellent environment, quality housing and better access to training and employment. The Old Trafford neighbourhood is divided into nine zones. Whilst its coverage does not extend to include the site it is in reasonably close proximity with the closest areas being the St George’s Gate and the Hullard Neighbourhood zones. St George’s Gate is identified as an

opportunity location for a landmark building while improvements to existing housing stock and community facilities are amongst the objectives for the Hullard Neighbourhood.

Joint Authority Documents

Irwell City Park Planning Guidance (ICPPG):

In 2008 Manchester, Salford and Trafford Council’s jointly prepared and adopted the Irwell City Park Planning Policy Guidance Document (ICPPG). This is concerned with the creation of a new urban park attracting new waterfront development and activities and linking neighbourhoods and communities within the heart of the Regional Centre.

The ICP area is divided into five zones for planning policy purposes. Part of the site (north of the railway / Metrolink lines) falls within Zone 5 – Pomona.

Development within the Irwell City Park area is expected to comply with the provisions of the ICPPG.

The key policy drivers as relevant to the redevelopment of the site are as follows:

- + New infrastructure is to be of high quality contemporary design;
- + Urban art is to be incorporated where possible / appropriate;
- + Mixed use development is encouraged in order to create vibrant and interesting area;
- + Streets and spaces are to be easily overlooked by development;
- + Extended and enhanced pedestrian and cycle routes are to be provided along the river edge extending back to adjoining neighbourhoods;
- + Development is to present active frontage to riverside walkways / cycleways;
- + A major objective is to encourage a switch to public transport and walking / cycling.

Summary of Planning Policy

The site is located within the Regional Centre. The Regional Centre is to be the focus for economic and commercial development, leisure and cultural activity.

The site is located within Manchester City Centre and forms part of the Pomona Island Strategic Development Location. The provision of office, retail, hotel and residential accommodation is encouraged by the adopted Core Strategies of both local authorities.

The site adjoins a public transport hub and is outside any designated Conservation Area and could therefore be considered, under Policy EN2 of the Manchester Core Strategy to be a suitable location for a tall building subject to the other policy criteria being satisfied.

Regeneration Framework

The site sits within a wider area which continues to be subject to major regeneration proposals.

Each of these initiatives seeks to achieve and contribute to the strategic objectives for the Regional Centre and the growth of the economy of the City Region at large.

It is critical to the ongoing success of the Regional Centre's regeneration that proposals for the site have regard to and are formulated in the context of the other known regeneration proposals so that where possible the new uses on the site can complement these regeneration proposals.

A review of current known and emerging regeneration initiatives has therefore been completed both to ensure that proposals for the site do not compete or conflict with others and to identify those commercial development opportunities to which proposals can respond thereby maximising their regenerative impact. Working with the grain of the wider regeneration context is therefore critical to the ability of the site to fulfil its own regeneration potential.

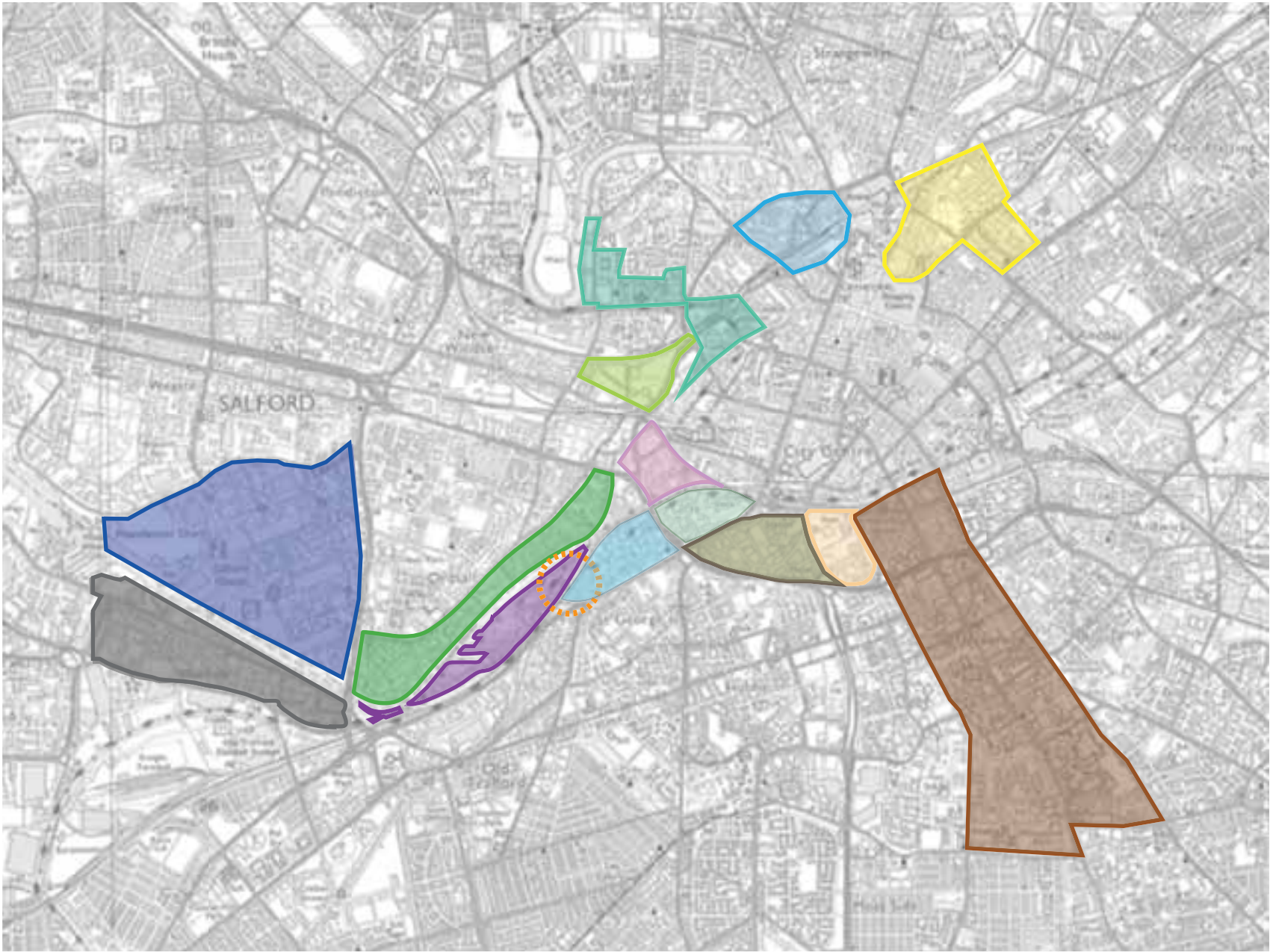
The diagram opposite provides an overview of the current and emerging strategic level regeneration initiatives in the Regional Centre. Further detail of each initiative is provided in Appendix 3, page 69.
















It is clear that the emerging regeneration proposals for the Regional Centre are increasingly focusing on more peripheral areas of Manchester City Centre as opportunities within the core City Centre area become increasingly scarce. These peripheral areas are often located close to surrounding residential areas. The proposals at NOMA and Salford Central are very clear examples of this. This type of more dispersed regeneration has the potential to act as a catalyst to the regeneration of the surrounding residential areas, potentially more so than the recent pattern of regeneration which has largely focused on the commercial core of the City Centre.

Whilst this pattern of disbursement is evident along the south western corridor to a degree, it is clear that recent and emerging regeneration in this area, such as at St. George's Island and Pomona have a heavy bias towards residential-led development. In contrast there is a clear absence of commercial-led regeneration proposals for the A56 corridor area – development that will deliver uses ancillary to the emerging residential proposals and which will provide local long term employment opportunities for existing and future residents.

This contrasts with, the Ordsall Riverside Corridor on the opposite side of the River Irwell which, employing a comprehensive masterplan approach, will deliver a wide mix of uses, all of which are critical to delivering genuine and meaningful regeneration for the Regional Centre and the surrounding community.



Taking advantage of its prominent location and high levels of accessibility, the site provides the opportunity to support a range of employment generating commercial developments.







KEY			
	Oxford Road Corridor		Pomona Island
	Noma		Ordsall Riverside
	First Street		Castlefield
	Exchange Greengate		St Georges
	Great Jackson Street		Salford Quays/ Media City UK
	Salford Central		Trafford Wharfside
	Middlewood Locks		Cornbrook Hub
	Water Street		



Emerging Strategic Level Regeneration Initiatives in the Regional Centre

Appendix 3 Regeneration Schemes Matrix

Plan Reference	Regeneration Scheme Name	Location	Overview	Timescales	
1	Ordsall Riverside	Regional Centre	Mixed use development of existing employment area located adjacent to the Manchester Ship Canal/River Irwell located between the City Centre and Salford Quays. Series of development sites to be delivered providing a waterside frontage and a mix of residential, office leisure and ancillary retail uses.	No firm date for delivery. One scheme currently under development at the former Colgate factory. Marketed as Soapworks the scheme will deliver a wide mix of uses including residential, hotel and office uses. Phase 1 completed 2011. Phase 2 to be completed in 2012.	 <p>Soapworks</p>
2	Pomona Island	Regional Centre	<p>Area of former dockland located adjacent to the Manchester Ship Canal between the City Centre and Salford Quays. Site is largely vacant and will be developed for over 800 residential units alongside associated employment floorspace, commercial leisure facilities including a hotel and ancillary retail/bar restaurant facilities.</p> <p>Planning permission approved for the residential development of 1.7 hectares of the site comprising 546 residential apartments was granted in May 2007.</p> <p>Pomona Island identified as a strategic location in the emerging Trafford Core Strategy (SLI).</p>	Residential scheme to be delivered by 2015.	 <p>Pomona Island</p>



3	Trafford Wharfside	Regional Centre	Major mixed used development of existing industrial/employment land fronting the Manchester Ship Canal and forming part of the wider Salford Quays area. The area is anticipated for a mix of employment development (10ha mainly B1), residential and ancillary uses as well as hotels and tourism related development.	First phase of development currently under construction to accommodate relocation of ITV from their existing Manchester City Centre site. It is expected that the wider proposals will be delivered by 2020.	 <p>ITV Trafford Wharfside</p>
4	First Street	City Centre	Mixed use redevelopment of southern gateway to City Centre to provide office, retail and leisure uses focused around high quality public realm and open spaces. Current Development Framework includes the provision of c130,000 sq m of office accommodation. The level of car parking provision across the area is not specified at this stage.	<p>First phase comprising of 20,000 sq m of refurbished office within former BT Exchange completed in 2011.</p> <p>The second phase will comprise a new arts centre accommodating the Cornerhouse Cinema and Library Theatre which will relocate from their current City Centre premises. This phase is expected to be completed by 2014. Future phases will be delivered to 2020.</p>	 <p>Number One First Street</p>


5	Salford Quays/Media City UK	Regional Centre	<p>Former Manchester Docks area which has been substantially regenerated over the last 20 years to provide a high quality, vibrant mixed use area consisting of residential development, offices, retail and hotels. Most recently, this includes the development of the first phase of MediaCity:UK, a new media hub for the north of England and now home to several BBC departments. In addition to the future expansion of MediaCity: UK, the Draft Core Strategy for Salford proposes an additional 170,000 sq m of general office accommodation within the Salford Quays area.</p>	<p>Phase 1 of Media City is now complete. This extends to c14.5 ha and provides c250,000 sq m of commercial floor (including c8,000 sq m of office accommodation) along with apartments and a hotel plus a 2,300 space multi-storey car park.</p> <p>MediaCity:UK will extend to c200 ha over time, utilising additional land around Phase 1 and within the wider Salford Quays area. Future phases are likely to provide additional floor space for media related business as well as general office accommodation and additional residential accommodation and ancillary retail and leisure facilities.</p> <p>A planning application for Phase 2 of MediaCity:UK has recently been submitted to Salford Council. This will be delivered over the next 15 to 20 years.</p>	 <p>MediaCity:UK Phase 1</p>
6	Greengate	Regional Centre	<p>Regeneration of 13 ha area of land on the north western boundary of the commercial core of the City Centre. Scheme led by Ask Developments and will deliver a wide mix of residential, office and leisure uses. First phase of development currently under construction comprising significant public realm works to provide improved connections to the commercial core of the City Centre. Expected to deliver 100,000 sq m.</p>	<p>To be delivered over a ten year period.</p>	 <p>Greengate</p>


7	Salford Central	City Centre	Major regeneration area of historic centre of Salford focused around Chapel Street which provides a key access point into the City Centre from the west. Series of development sites to come forward providing a wide mix of town centre uses including offices, retail, leisure and residential development.	No timetable for commencement of development to date. Land assembly ongoing. Development expected to be delivered over a 20 year period.	
8	Water Street	City Centre	Area of 13 ha of underutilised land on the south western edge of the City Centre adjacent to the historic Castlefield area of the city. Strategic Regeneration Framework for area recently adopted by the City Council which will act as a vehicle to deliver the proposed development. A mix of uses are proposed including offices, residential, retail and leisure uses. within a series of development blocks.	To be delivered over a 10 to 15 year period.	

River Irwell, Salford Central

Water Street

9	Great Jackson Street	City Centre	<p>Mixed use redevelopment of southern gateway to City Centre to provide residential, offices (c140,000 sq m) retail and leisure uses. An adopted Development Framework for the area confirms that car parking will be provided within a series of multi-storey and surface formats according to the needs of the development.</p>	<p>Outline planning permission for development of substantial part of area comprising c1,000 residential units along with office, retail and leisure accommodation approved February 2008. No firm timescale for commencing development.</p> <p>No firm timescales for delivery of wider site.</p>	 <p>Great Jackson Street</p>
10	NOMA	City Centre	<p>Northern gateway to City Centre. Key development opportunities focused around redevelopment of existing Co-operative Group complex, Victoria Railway Station and surrounding land marketed as NOMA.</p> <p>NOMA is a major mixed-use redevelopment of 20 acre Co-operative Group complex incorporating a number of buildings and surrounding land. Scheme will provide c150,000 sq m of new office accommodation in a variety of formats within new and existing buildings along with associated retail, leisure and hotel uses focused around high quality public realm and open spaces.</p> <p>Phase 1 of NOMA is the</p>	<p>Phase 1 will be completed in 2012. It is expected that future phases will be delivered over the next 10 to 12 years.</p>	 <p>NOMA</p>

			<p>development of a new head quarters for the Co-operative Group. This provides 35,000 sq m of floor space over 15 storeys. This development is current under construction.</p> <p>A variety of other development sites are being marketed though no further firm plans for any of these have been announced to date.</p>		
11	Corridor Manchester	City Centre	<p>Regeneration of key southern corridor leading to City Centre, focused on further development of the City's knowledge based economy utilising land assets in and around the City's university campuses.</p>	To be delivered over a 20 year period.	
12	Middlewood Locks	Regional Centre	<p>7ha vacant site located within the southern part of the Salford Central area. Site benefits from planning permission for a mix of uses provided up to 237,661 sq m of floor space including up to 67,773 sq m of office accommodation. This permission was granted in April 2007.</p>	No firm timescales. The site is currently being marketed for sale and a re-plan of the site is likely to be required to deliver a viable scheme.	 <p>Middlewood Locks</p>

13	Strangeways	Regional Centre	<p>Existing industrial/employment area on northern edge of City Centre located along the A56. There is an adopted development framework. Limited development in recent years and no comprehensive development proposals for area, though future development opportunities are likely to emerge as existing industrial businesses relocate.</p>	<p>First phase of redevelopment of former site of Boddingtons Brewery has been completed providing a new Travelodge Hotel. Wider proposals include for c47,000 sq m of office accommodation. No timeframe for future phases at this stage and no firm plans for other sites within the Strangeways area.</p>	 <p>Boddingtons Site Regeneration Framework</p>
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Appendix 4

Socio Economic Conditions

As noted, the site lies within the local authority areas of Manchester (Hulme Ward) and Trafford (Clifford Ward). A number of recognised socio-economic indicators have been reviewed at ward, local authority and regional level in order to identify prevailing socio-economic conditions in the vicinity of the site.

This high level assessment has generated a number of key findings:

- + The Hulme and Clifford Wards have experienced significant percentage population increases, above those experienced at local authority or regional level;
- + The site is located in an area ranked as being in the top 10% most deprived in England. Adjoining areas are also ranked in the top 10%.
- + Some of the areas which neighbour the site are ranked in the top 3% most deprived areas in England in terms of income levels.
- + Percentage levels of economic activity in the Hulme and Clifford Wards are below those recorded at local authority and regional level;
- + Percentage levels of unemployment are higher than has been recorded at local authority or regional level. Levels are also higher in Hulme and Clifford Wards than in any other adjoining ward in Trafford or Manchester.
- + Relatively high numbers of residents in the Hulme and Clifford wards travel less than 2km to work when compared with figures recorded at local authority and regional level.
- + The percentage of residents in Clifford Ward using the Metrolink to travel to work is lower than in Trafford borough as whole. This is notwithstanding the presence of Cornbrook Station.

Population

As noted, the site lies within the local authority areas of Manchester (Hulme Ward) and Trafford (Clifford Ward). Between 2001 and 2007 the residential population of these wards increased by 29.31% and 6.62% respectively, both of which are above the corresponding figures for Manchester, Trafford and the North West as whole. This increase is most likely explained by the redevelopment of brownfield land for apartments and housing and desire to live in close proximity to Manchester City Centre.

Increased population levels were also experienced in neighbouring wards in both authority areas and in Ordsall Ward in Salford.

Future population levels are also likely to increase as remaining parcels of previously developed land are redeveloped in the local area. Immediately to the north, the Pomona Island site has been identified as a strategic location for at least 800 new homes in the emerging Trafford Core Strategy.

Refer to Table 1: Population Change 2001-2007.

Indices of Multiple Deprivation

Indices of Multiple Deprivation provides a relative measure of various types of disadvantage across geographical areas relating to matters such as income levels, employment, living environment and crime. Using rankings from 2010 it is possible to identify what are known as Super Output Areas around the site in order to gauge the level of deprivation in the local area.

The site is located within the Trafford 001E SOA. This area, which broadly encompasses the residential area around St Georges Park is within the top 10% most deprived in England on the combined indices. The adjoining SOA's within Trafford vary in their ranking but, on average fall within the top 20% most deprived. It is of particular note that SOA's Trafford 001C and 001D which broadly encompass the residential areas around St Alphonus Primary School and Hullard Park are in the top 3% of most deprived areas in the country when considering income levels.

The adjoining SOA's in Manchester are similarly relatively deprived falling, on average, within the top 10% in England. The adjoining SOA's in Salford, which broadly correspond with the Ordsall neighbourhoods, are ranked within the top 2% of most deprived areas in the country.

Area	Hulme	Clifford	Manchester	Trafford	North West
Population increase 2001-2007	29.31%	6.62%	18.43%	1.5%	2.06%

Table 1: Population Change 2001-2007

Area	Hulme	Clifford	Manchester	Trafford	North West
Economic Activity ¹	47.42%	54.87%	55.84%	68.42%	63.91%
Unemployed ²	5.74%	6.23%	5.02%	2.70%	3.63%

Table 2: Economic Activity and Unemployment Levels

It should be noted that these data-sets relate to 2001 and so levels of unemployment are likely to have increased in the intervening period given the worsening economic conditions.

¹ Percentage of persons within defined area economically active
² Percentage of persons within defined area unemployed.

	Hulme	Clifford	Manchester	Trafford	North West
% of residents travelling less than 2km	37.30%	21.65%	18.62%	17.54%	21.16%
% of residents using Metrolink (light rail / tram)	0.66%	1.7%	0.63%	3.27%	0.33%

Table 3 – Travel to Work Patterns

Economic Activity

While population levels have increased in the Hulme and Clifford Wards, the percentage of persons recorded as being economically active are below the levels recorded for Manchester, Trafford and the North West as a whole. Levels of unemployment are above the corresponding borough wide figures.

Within the Hulme ward, 47.42% residents are economically active which is below the level recorded in Manchester as a whole (55.84%). In Clifford Ward, 54.87% are economically active which again is well below the figure (68.42%) recorded in Trafford as a whole. The corresponding figure for the North West as a whole is 63.91%.

The level of unemployment in the Clifford Wards is recorded as being 6.23% which is more than double that for Trafford as a whole (2.7%) and well above the figure for the North West as a whole. In Hulme the figure is 5.74% which is similar for the City as a whole but well above the North West (3.63%).

It is of particular note that unemployed levels in Hulme and Clifford wards are above those of neighbouring wards including Longford (3.62%), Gorse Hill (3.91%), Ordsall (4.52%), Weaste (3.2%), Langworthy (5.11%) and Irwell Riverside (4.12%).

Refer to Table 2: Economic Activity and Unemployment Levels

Travel to Work Patterns

Analysis of available information reveals that a greater proportion of residents within the Clifford Ward are travelling less than 2km to work each day (21.65%) than is the case for residents in Trafford as a whole (17.54%). A similar situation exists in Hulme where more than twice as many people travel less than 2km to work than in Manchester as a whole (37.70% compared to 18.62% for Manchester as a whole) and in each of the neighbouring wards.

This trend is probably explained by the proximity of the wards to Manchester City Centre and the significant employment opportunities located therein.

Refer to Table 3 – Travel to Work Patterns.

However a smaller percentage of residents in the Clifford ward are using Metrolink (1.7%) than in Trafford as a whole (3.27%). The same can be said for residents of the neighbouring ward of Gorse Hill. This may be explained by the fact that although the Cornbrook Metrolink Station is easily accessible to these locations, the presently unappealing environmental conditions in the vicinity of the site and poor quality entrance arrangements to the station may be dissuading higher levels of usage. The figures for the neighbouring wards of Longford (5.47%) and Ordsall (5.32%) indicate the potential to achieve higher rates of usage where a better quality station environment is provided.

Appendix 5

Transport Considerations

CORNBROOK HUB
Transport Considerations

November 2012

1. This Appendix covers transport and highways issues relating to the proposed Cornbrook Hub development on land at Cornbrook Road on the edge of Manchester city centre (hereafter referred to as the 'Site'). The indicative Masterplan comprises office accommodation, varied local retail provision, a hotel, and a transport interchange 'hub' incorporating the existing Cornbrook Metrolink station.
2. The Site overlaps with the Pomona Island Strategic Location identified in Trafford MBC's adopted Core Strategy. The indicative office proposals in Blocks D-G on the Site have already been identified in general terms as part of Pomona Island, and therefore the impact of the office development has already been accounted for.

Accessibility and transport provision

3. The Site surrounds Cornbrook station which already benefits from a high-frequency Metrolink tram service to and from the city centre, Altrincham, Eccles, MediaCityUK, Chorlton, Bury and Oldham. The current service from Cornbrook is summarised in **Table 1**.

Destination	Daytime frequency (trams per hour)	
	Mon-Sat	Sunday
City Centre (<i>Piccadilly or Victoria</i>)	25 tph	15 tph
Altrincham	10 tph	5 tph
Eccles	5 tph	5 tph
MediaCityUK	5 tph	5 tph
Chorlton (<i>St Werburgh's Road</i>)	5 tph	5 tph
Bury	5 tph	5 tph
Oldham Mumps	5 tph	5 tph

Table 1

4. The Metrolink services connect with the National Rail network at Manchester Piccadilly, Manchester Victoria and Altrincham. Within the next 12 months Metrolink services will also run to and from Didsbury, Rochdale and Droylsden, and by 2016

there will also be services to Ashton-under-Lyne, Wythenshawe and Manchester Airport. All the new services will serve Cornbrook.

5. There is also a proposed extension which would serve Trafford Park and the Trafford Centre which is being promoted by Trafford MBC and TfGM. Again, services on the new line would serve Cornbrook. Overall, there will then be 45 trams per hour stopping at Cornbrook.
6. Cornbrook station is shown in the context of the current and future Metrolink network at **Appendix A**. This shows that Cornbrook Hub will be one of the most frequent, if not the most frequent, Metrolink-served locations within Greater Manchester, outside the City Centre core. This availability will create the highest possible encouragement for the Cornbrook Hub 'public' to use Metrolink instead of cars.
7. In addition to Metrolink, the Manchester – Warrington heavy rail line also passes through the Site, running largely parallel to the tram lines. Subject to capacity on the line, there is the possibility that a station could be constructed here in the future.
8. The nearest existing bus stops to the Site are on Chester Road within walking distance, and provide additional transport links to Didsbury, Stretford and Urmston as well as the city centre. The bus services are summarised in Table 2.

No	Route	Daytime frequency		
		Mon-Fri	Saturday	Sunday
84	Reddish – Didsbury – Cornbrook – Manchester	30 minutes	30 minutes	Hourly
255	Partington – Stretford – Cornbrook – Manchester	30 minutes	30 minutes	30 minutes

Table 2

9. As part of the Pomona Island development, there is the potential to divert bus routes from Chester Road, Wharfside Road and Trafford Road through Pomona Island once it has been sufficiently developed. As Cornbrook is proposed to become a transport hub, the diverted routes would serve new stops adjacent to the Metrolink entrance in due course, which would improve the public transport accessibility of the Site even further.

10. The proposed development will be commercially very attractive to bus operators, with easy re-routing enabling a substantial net increased number of potential passengers.
11. The Site has good pedestrian links to Castlefield and the city centre along the Bridgewater Canal towpath. The Bridgewater Way, a high-quality walking route along the canal, will be developed over the next few years and this will further encourage walking to and from the Site.
12. Fully controlled pedestrian and cycling facilities exist at the Cornbrook Road/A56 junction. This is a relatively compact junction which serves pedestrians and cyclists well, providing a safe walking route between Hulme and Cornbrook.
13. The Hulme Hall Road junction with Chester Road would be signalised for the Pomona Island development and this would include safe crossing facilities.
14. There is a footbridge across the Manchester Ship Canal at nearby Hulme Hall Road, providing a walking route to the site from Ordsall (on the Salford side of the MSC). This pedestrian link is shortly to be upgraded by Peel.
15. Therefore, the current and proposed pedestrian facilities make walking an attractive and realistic option for access to the Site.
16. Due to the flat topography of the local area, the Site is highly accessible by cycle. Ellesmere Street has a marked cycle lane and Chester Road has a wide cycle lane separate from the highway, providing a safe and well-used cycle route to and from Manchester city centre. The canal towpath is also a popular cycle route.
17. Secure cycle parking would be provided as part of the development to encourage cycling to and from the Site.
18. **The Site is therefore accessible by a range of modes, including the exceptional future Metrolink service and wide catchment, substantially reducing reliance on the private car.**

Traffic impact

19. As discussed earlier, the traffic generated by the indicative office component, (Blocks D to G), has already been identified and assessed as part of the Pomona Island location. TTHC submitted a report entitled “Pomona Island Transport Review”, on behalf of Peel Holdings Ltd, to the Core Strategy which was discussed at the EIP, prior to it becoming a Strategic Location in the adopted Core Strategy.
20. Two development scenarios were considered in the Pomona Island Transport Report. Scenario 1 included 7 hectares of office floorspace and Scenario 2 included 10 hectares of office floorspace. In Scenario 1, the office floorspace accounted for 82% of development traffic in the AM peak and 79% in the PM peak. In Scenario 2 the office floorspace accounted for 70% of development traffic in the AM peak and 67% in the evening peak.
21. The TRICS national database has been used to estimate an indicative level of additional vehicle trips generated by the retail and hotel proposals in the weekday morning and evening peak hours. It can be assumed that some people visiting the retail components will visit more than one outlet at the same time. Therefore a conservative discount of 10% has been applied to the retail trip generation to reflect linked trips.
22. The indicative vehicular trips are presented in **Table 3**.

Component	AM Peak			PM Peak		
	Arr	Dep	Total	Arr	Dep	Total
Combined retail	134	114	248	251	254	505
Hotel	64	77	141	56	51	107
Discount	-9	-9	-18	-12	-12	-24
Total	189	182	371	295	293	588

Table 3

23. It should be noted that the sample surveyed sites used for the retail trip generation forecasting are not directly comparable to the Cornbrook proposals. It is anticipated that a high proportion of customers would access the retail on foot from the surrounding residential and employment areas. Furthermore, the office sites used for the TRICS assessment do not benefit from the exceptional public transport provision and are much more car-orientated. Therefore, these indicative vehicle trip rates, and resulting car trips, would be significantly lower in reality.

24. The assumed trip distributions for the retail and hotel components are shown at **Figure 1**. These follow those presented to the Trafford Core Strategy for Pomona Island. The resulting indicative car trips using the above trip generation figures are shown on the local network at **Figure 2**.

25. The impact of the development on the local highway network would be minimal, even if the unrealistically high trip generation shown in **Table 3** was to occur. **Figure 2** shows that the largest directional increase, on Chester Road in the evening peak, is less than one vehicle per minute.

Access arrangements

26. An extract from the indicative Masterplan is included at **Appendix B**, showing the proposed internal highway layout.

27. Vehicles would access the Site via Cornbrook Road and Trentham Street, which both meet Chester Road (the A56) at a signalised junction and priority junction respectively. The development includes two internal roads running either side of the Metrolink and railway lines which link Cornbrook Road and Trentham Street.

28. The Cornbrook Road junction consists of a four-arm signal-controlled arrangement. The layout is such that the left and right turns from the A56 are catered for via slip roads onto the side roads (Cornbrook Road and A5014 Chester Road). The slip road onto Cornbrook Road is terminated by a give-way junction. The slip road onto Chester Road is signalised and linked to the main signalised junction.

29. In 2007, TTHC concluded from examination of the signal settings that there is considerable spare capacity for accommodating the Pomona Island proposals, and the junction would be able to accommodate the relatively small increase in traffic resulting from Cornbrook Hub.

30. The Chester Road/Trentham Street junction is a priority junction. Full turning movements are possible here, although the right turn movement out of Trentham Street requires the crossing of two lanes of traffic. Visibility to the right is poor for vehicles turning out of Trentham Street onto the A56. There will be a need for a junction improvement here, which can be delivered as part of the development without the need for third-party land.

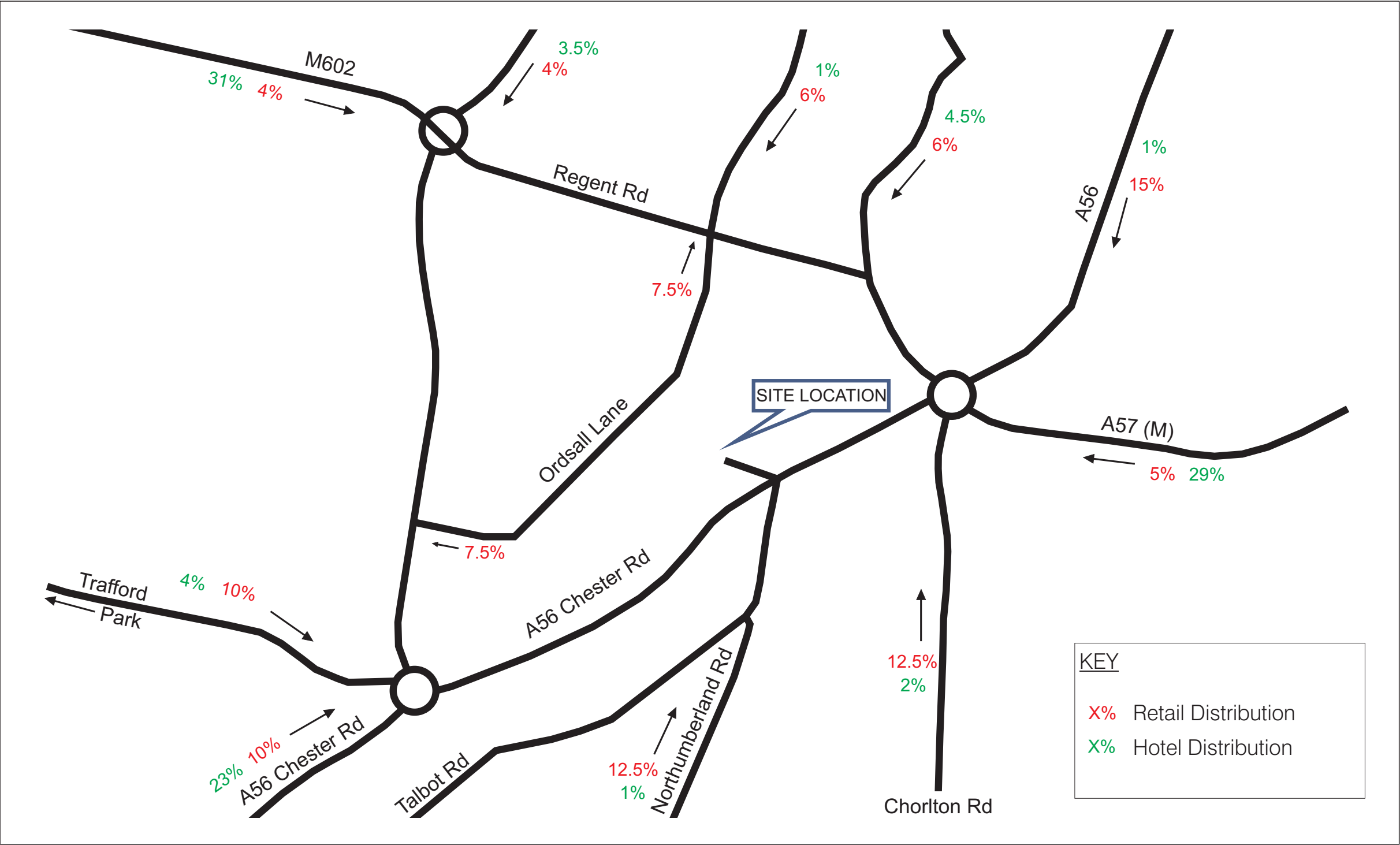
Parking provision


31. The Site lies on the boundary between the Trafford and Manchester Districts. Parking standards vary slightly between the two authorities and also by location but both stipulate different levels of maximum parking depending on multi-modal locational accessibility. The Site's location is exceptional as it lies just outside the regional city centre adjacent to Cornbrook Metrolink station, which will have one of the highest tram frequencies in Greater Manchester and widest tram catchments. Therefore, a judgement has been made on an appropriate level of parking for the development.

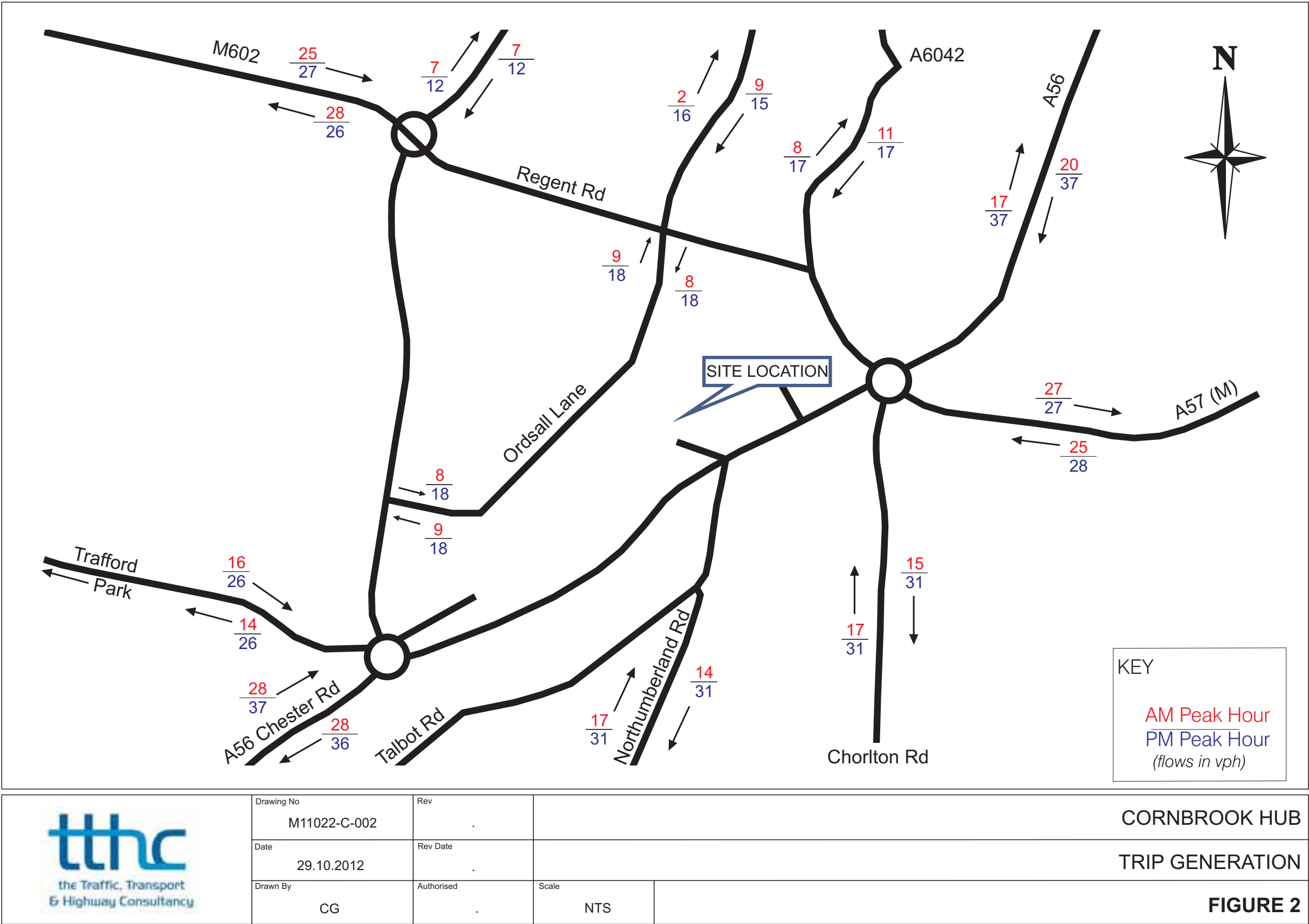
32. In the indicative Masterplan, a shared car park of circa 320 spaces is shown on the first and second floors of Block A, to serve the office employees and retail customers. Some 'on street' restricted use spaces will also be provided adjacent to the four office blocks, and some short-stay spaces at grade solely for the retail.

33. This combined quantum is significantly less than the range of maxima set out in the two Districts' standards. The maximum 'standards', however, for the retail element (ranging between 1 per 14m² and 1 per 22m²) do not reflect the local function and scale of what is proposed on the Site. The office 'standards' (ranging between 1 per 30m² and 1 per 40m²) cannot be as specific in relation to Metrolink proximity as pertains at Cornbrook, in regard to both numbers of trams and range of catchment of their routes.

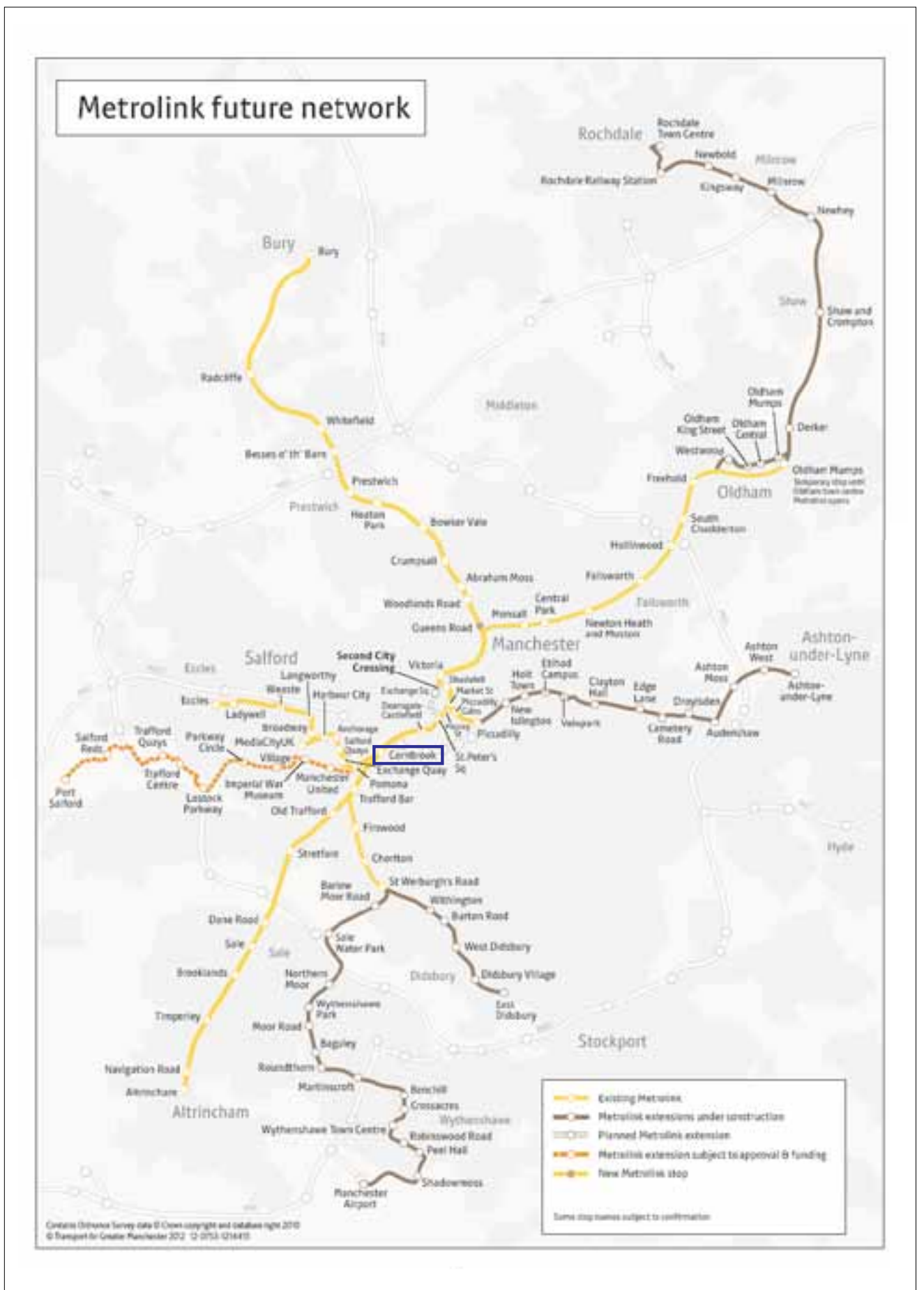
34. Use of the proposed, 'reduced', parking will be developed and controlled through an Area Wide Travel Plan.
35. Separate parking for the hotel will be provided on the rooftop level of the MSCP, and access will be controlled to ensure its exclusive use by hotel guests and staff.
36. The separate hotel parking provision is circa 43 spaces, which is lower than the allowed maximum (1 space per bedroom). However, given the Site's excellent connections to the local and national transport networks, a high proportion of guests will access the site by non-car modes. For example, guests travelling from outside Manchester can arrive in the city centre by train, then easily reach the Site by Metrolink or taxi.
37. Overall, the proposed parking provision reflects the exceptional multi-modal accessibility of the Site and the mixed-use development synergy which will be created in the wider Pomona/Cornbrook areas, and with the existing adjacent recent development.



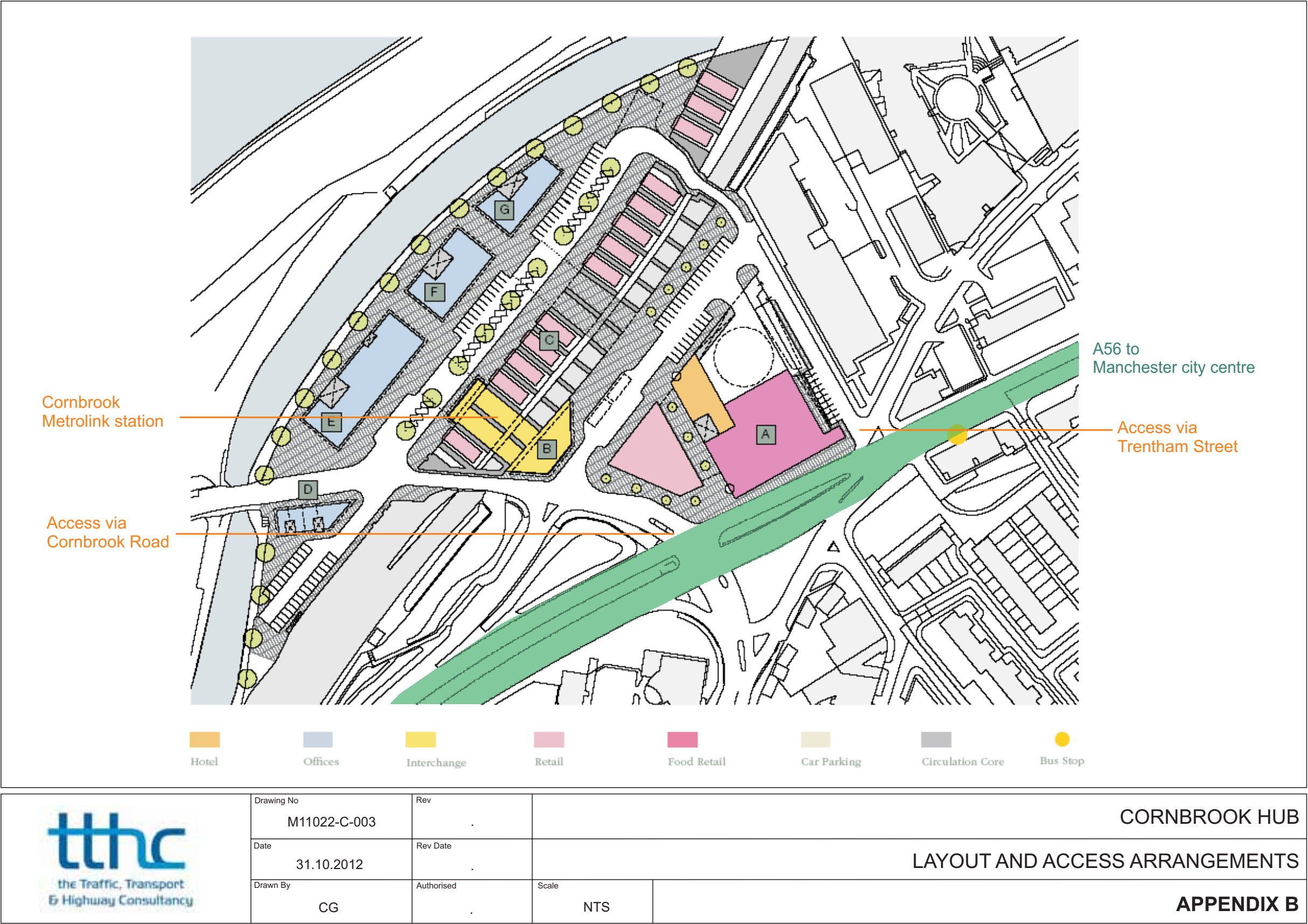
	Drawing No M11022-C-001	Rev .	CORN BROOK HUB	
	Date 29.10.2012	Rev Date .	TRIP DISTRIBUTION	
	Drawn By CG	Authorised .	Scale NTS	FIGURE 1



Appendix A
Current and Future Metrolink Routes



Appendix B
Layout and Access Arrangements



5plus architects