

trafford park masterplan #1 - the baseline

John Steward
Chair of TEA Place

trafford park masterplan #1 - the baseline

charlie
baker









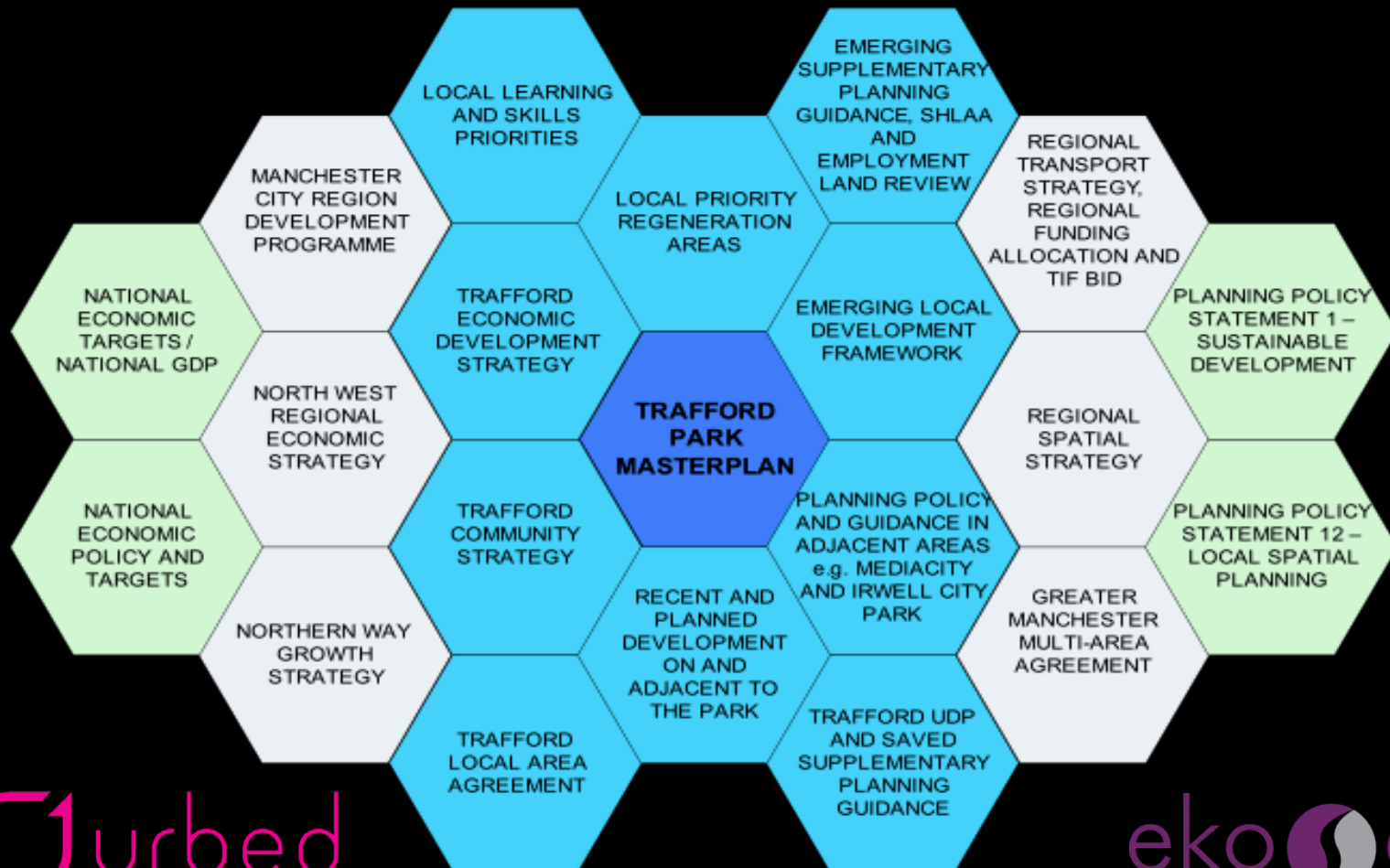
Vision and Strategic Framework

- Policy Context and Baseline and Market Conditions
- Case Studies - lessons for Trafford
- Workshops – business, developers and the public sector
- Vision and Strategic Objectives
- Spatial framework

Strategic Policy Linkages

**ECONOMIC DEVELOPMENT /
REGENERATION**

SPATIAL STRATEGY



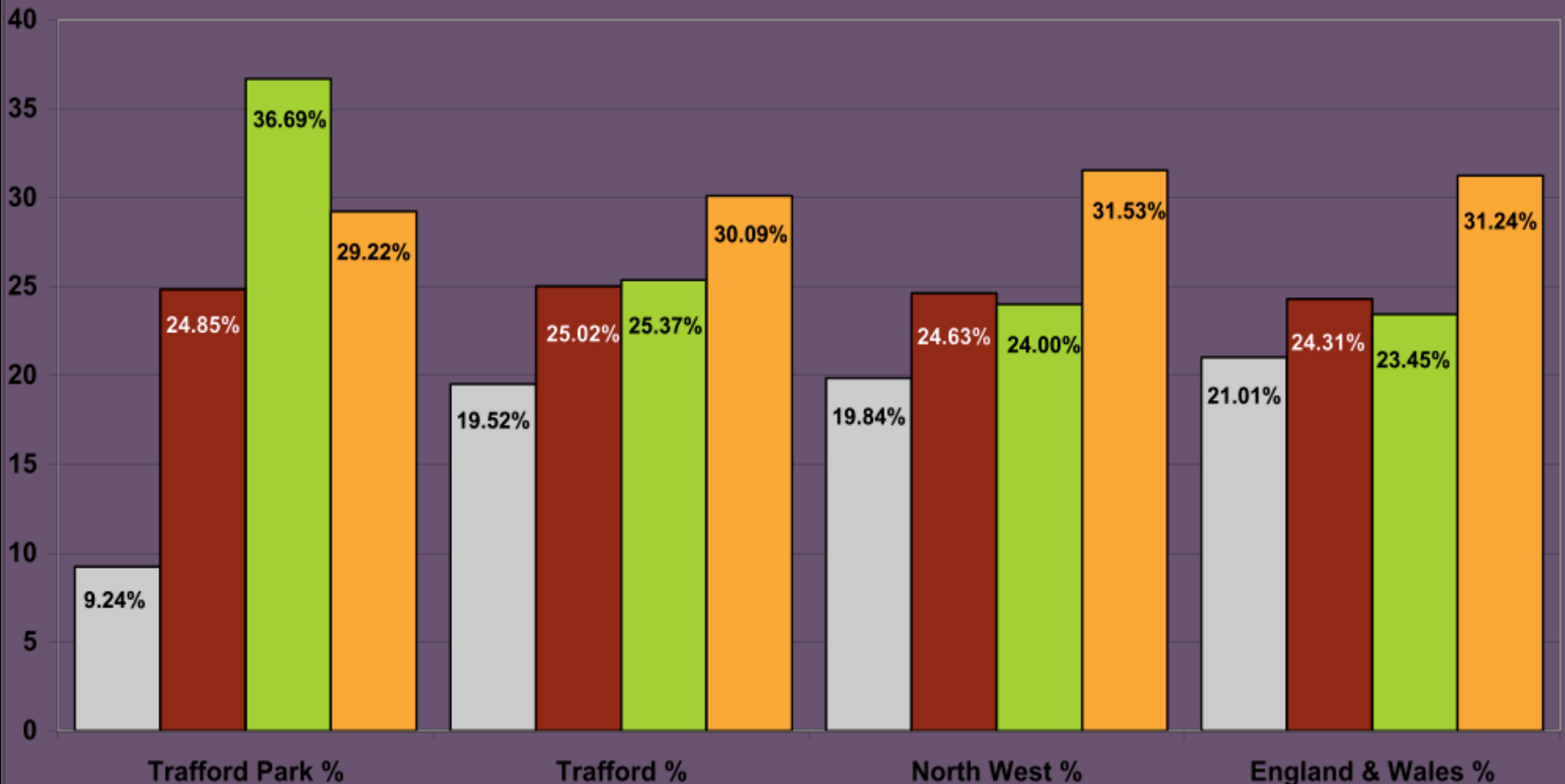
Large and Medium Sized Companies

Percentage of Total Employment by Business Size (2006)

Source: Annual Business Inquiry Workplace Analysis, Nomis

- Micro (10 or less employees)
- Small (11-49 employees)
- Medium (50-199 employees)
- Large (200 or more employees)

% of Total Number of
Businesses



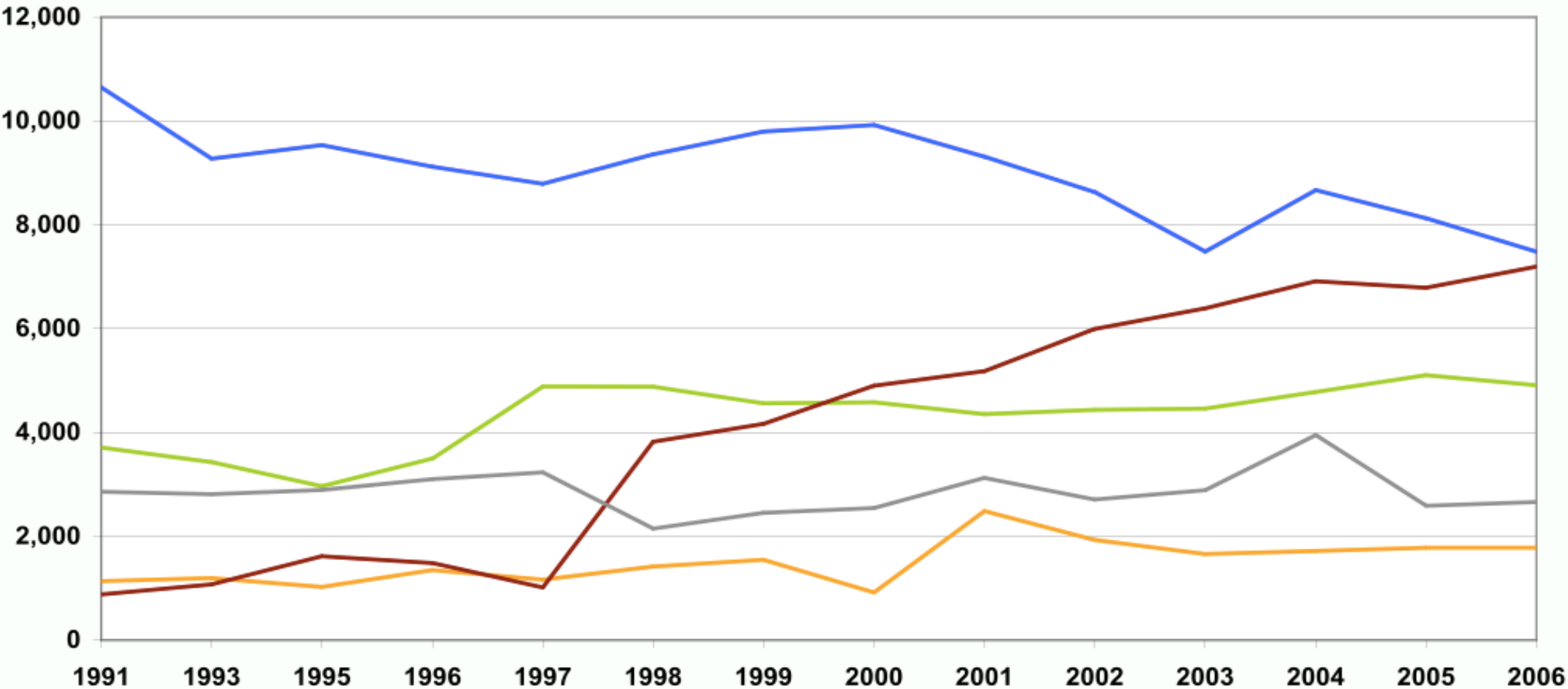
Significant change over the last 15 years

Employment Trends in Trafford Park Wards by sector (1991-2006)

Source: Annual Employment Survey 1991-1997 and Annual Business Survey 1998-2006

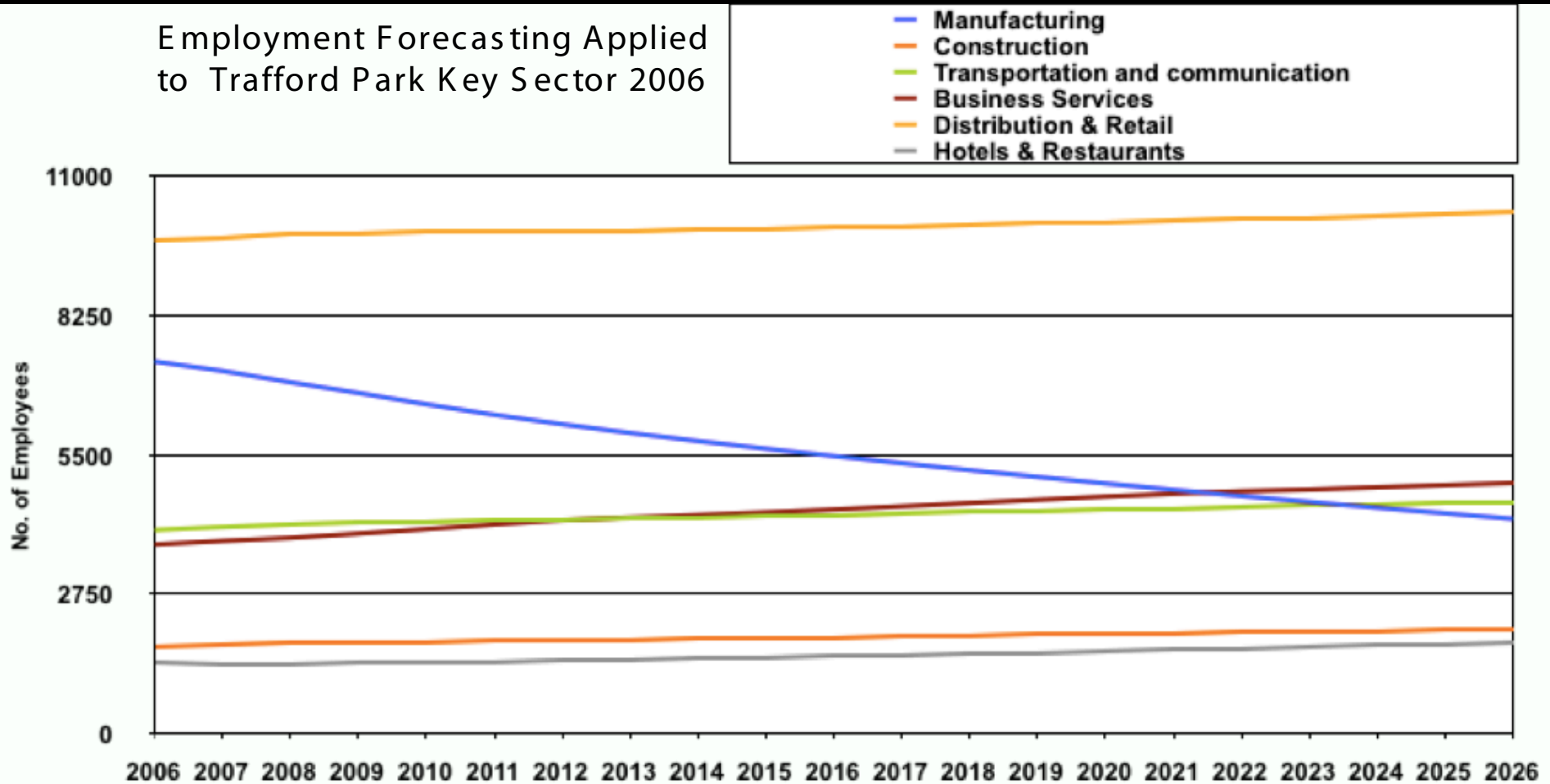
Manufacturing Construction Wholesale
Retail Distribution

Number of employees



Change will continue . . .with implications for modernisation

Employment Forecasting Applied
to Trafford Park Key Sector 2006



Other Initiatives

- Strong regional competition, especially for high quality inward investment
- NWDA promoting a number of regional priority sites
- Trafford Park well located, attractive to some types of businesses, and competitively priced

Other Industrial Parks

- Similar history and trajectory, with retail and distribution more important
- Strong commitment to retaining industrial base
- Efforts going in to modernisation and re-modelling, with enhanced management arrangements

International Comparators

- Have the advantage of a fresh start/blank canvas
- Focussed on international and high tech/knowledge based investment
- Strong focus on branding and marketing
- Often use niche districts and quarters within a wider wrapper



Stakeholders

- Businesses like the Park, but concerns about congestion
- Developers committed to Park, but recognise the complexity of securing change
- Park does what it does, quite successfully
- Developer and stakeholders interested in developing new opportunities
- Transport seen as a constraint
- Very positive support for new developments
- Concerns about policy limitations and view of neighbouring authorities

SWOC

- Strengths
 - Part of regional centre and urban core of fastest growing sub-region in the UK
 - Performs well in distribution, manufacturing, wholesale and retail compared to UK averages.
 - Proximity to city centre and airport
- Weaknesses
 - Over reliance on medium to large sized businesses
 - Little sector diversity and over reliance on declining industries.
 - Lack of commercial office space
 - Absence of shops and services for employees.

SWOC

- Opportunities
 - Predicted growth in the business services sectors.
 - Proximity to Mediacity:UK and city centre
 - Capitalising on the predicted growth in distribution in Greater Manchester
 - large sub-regional labour market
- Challenges
 - Repositioning park to offset decline in manufacturing
 - Increasing competition from other high spec business locations
 - Preference of growth sectors for urban/city centre locations

and the place?

gateways









major highways





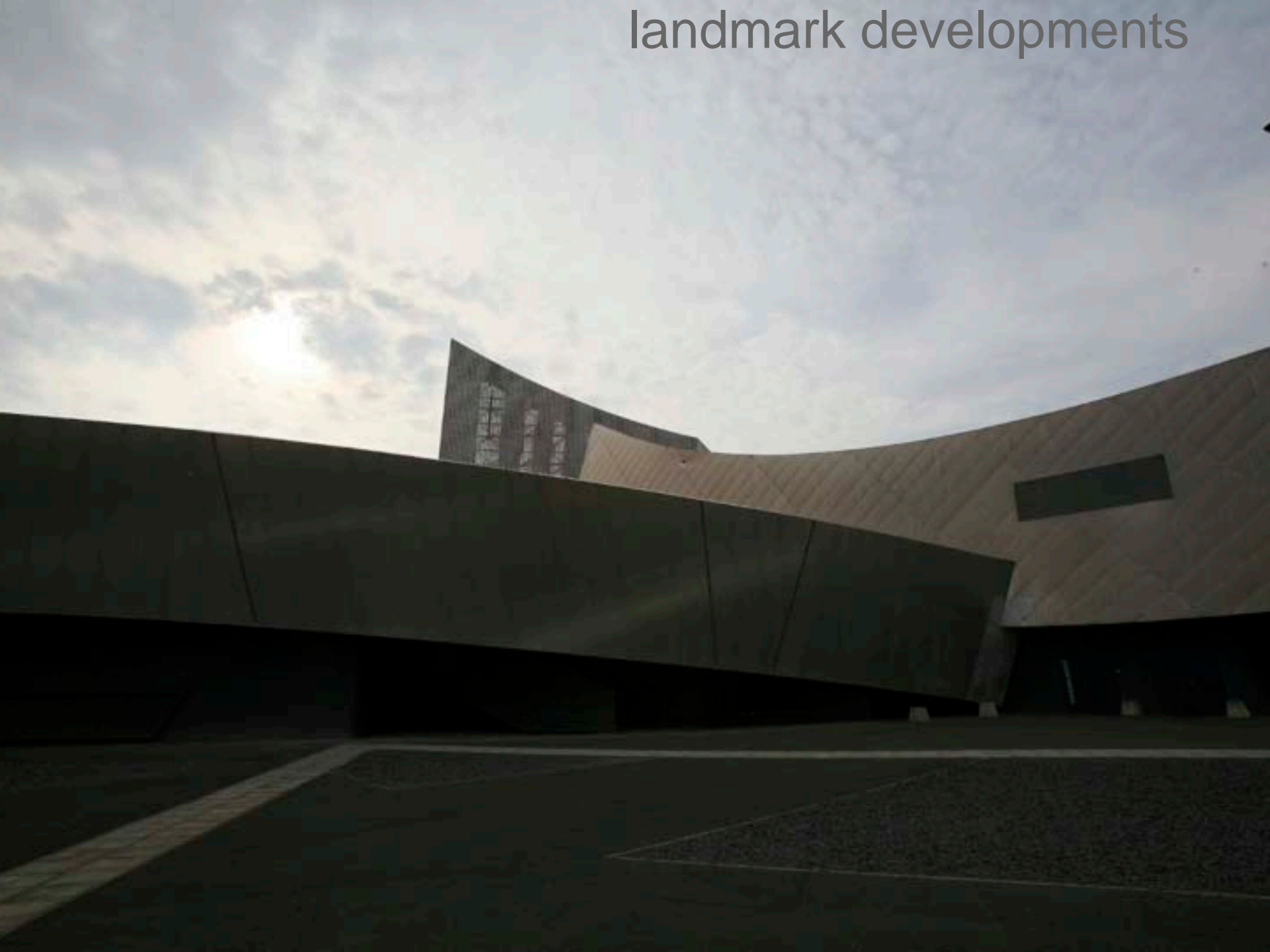
wide open spaces?







landmark developments







An aerial photograph of a light industrial park. The scene is dominated by large, rectangular warehouse buildings with grey and white roofs. A major multi-lane highway runs horizontally across the upper middle of the image. To the left of the highway, there's a large, open dirt lot with some construction equipment. To the right, more industrial buildings are visible, some with white roofs. In the foreground, several smaller, rectangular buildings are arranged in rows, with parking lots filled with cars and trucks. The overall layout is typical of a commercial or industrial development.

light industrial

Small sheds

CLIVEDON
WHOLESALE FURNITURE
TEL: 01474 27766





industrial





NICHIRIN



industrial processing + hazardous materials












office





An aerial photograph of a large industrial and logistics complex. The central focus is a massive white warehouse with a grey roof, featuring numerous loading docks along its side. Adjacent to it is a long, lower-profile building with a grey roof. To the right, a large paved area is filled with hundreds of stacked shipping containers in various colors (blue, red, yellow, green). Several semi-trailers are parked nearby. The facility is surrounded by other industrial buildings, parking lots, and some greenery. In the bottom left, there are older, more complex industrial structures with smokestacks. The text "Transport and Distribution" is overlaid in the center of the image.

Transport and Distribution



World Freight Centre











retail + leisure





New BT Total Broadband Anywhere.
Broadband inside and outside the home.



but there's enormous further potential...











RIDGE

















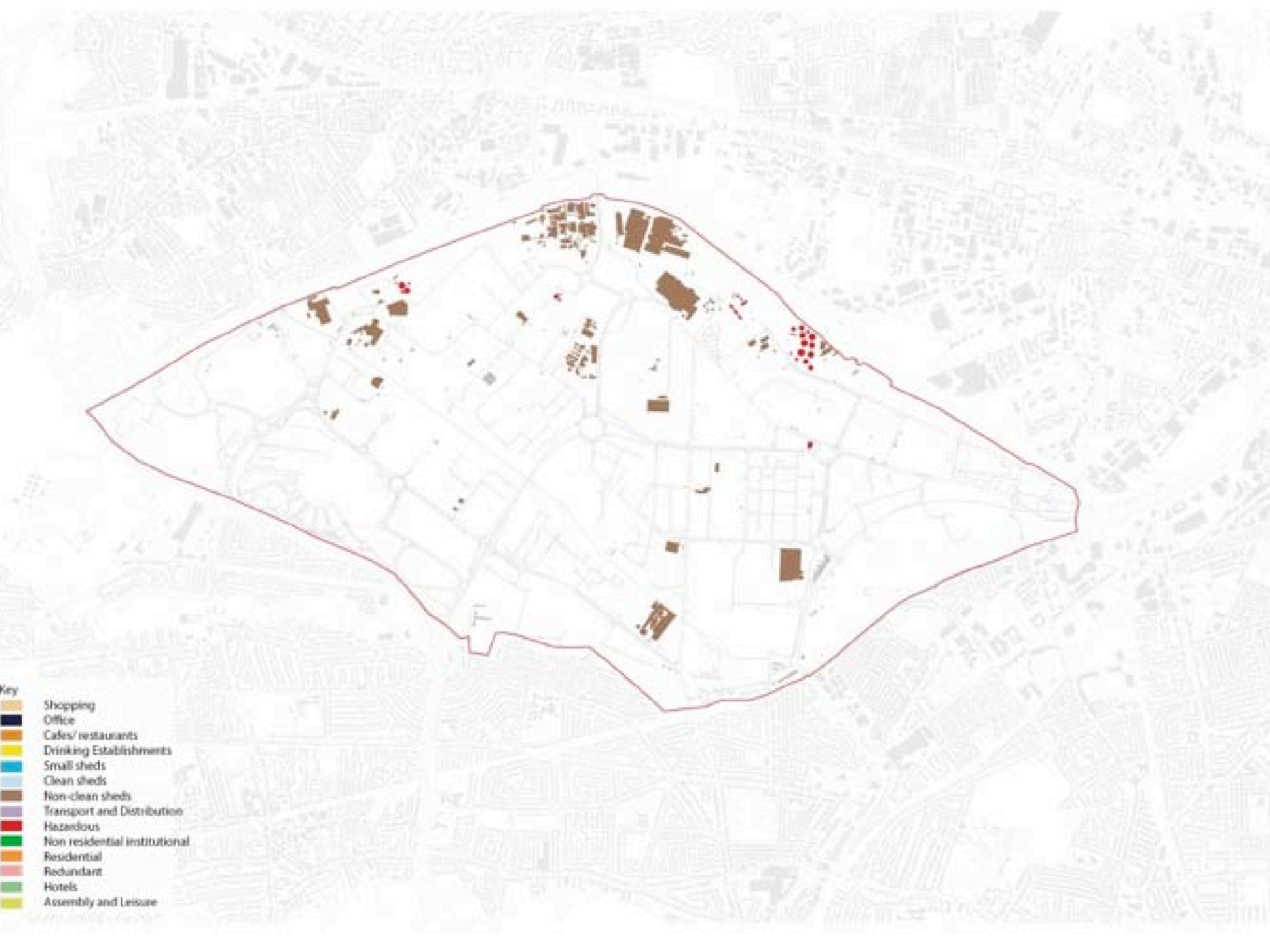
1902
BRADFORD
PARK HOTEL

3RD
AVENUE

1902
BRADFORD
PARK HOTEL

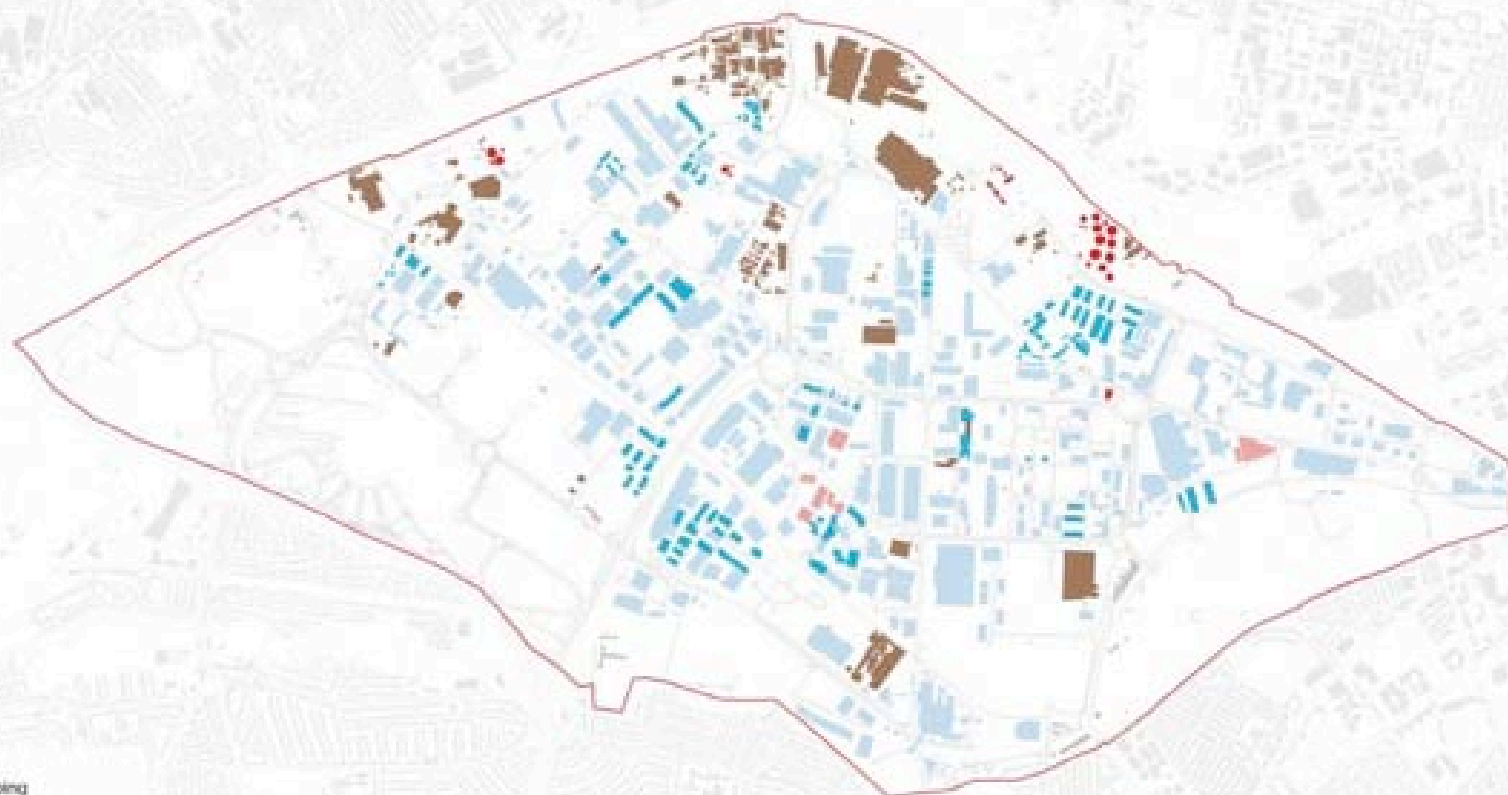


1 ROSEBANK



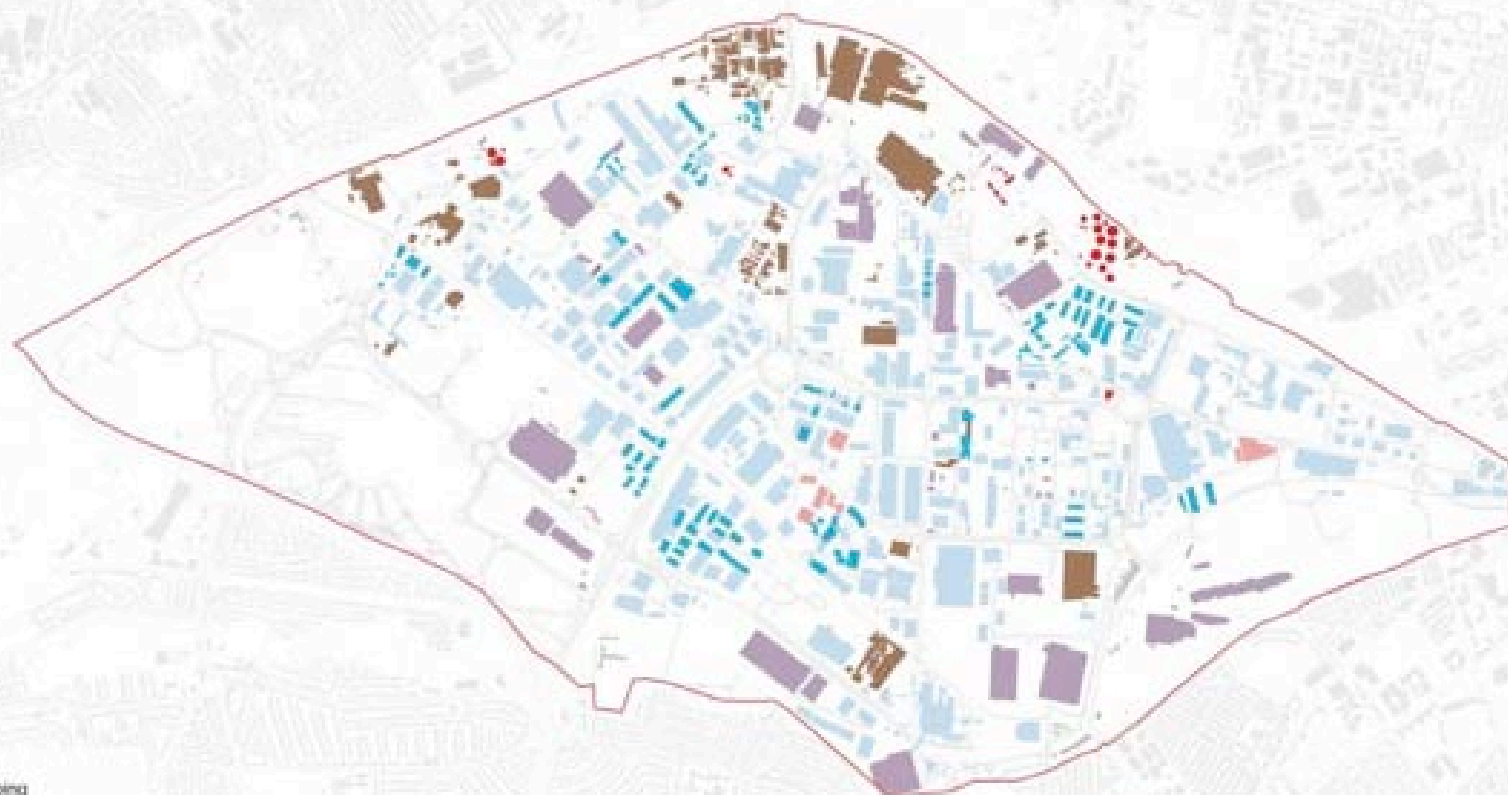
Key

- Shopping
- Office
- Cafes/restaurants
- Drinking Establishments
- Small sheds
- Clean sheds
- Non-clean sheds
- Transport and Distribution
- Hazardous
- Non residential institutional
- Residential
- Redundant
- Hotels
- Assembly and Leisure



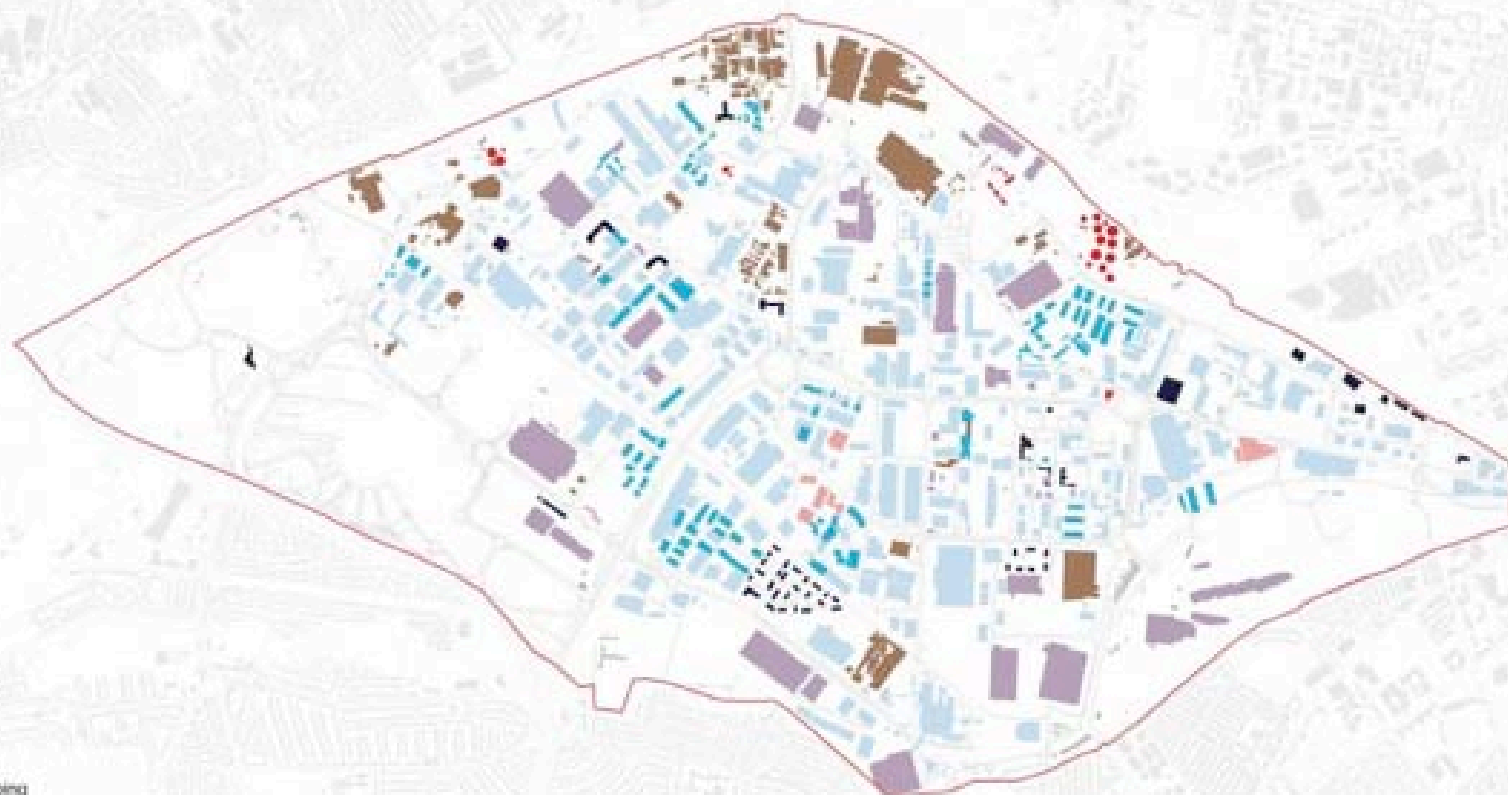
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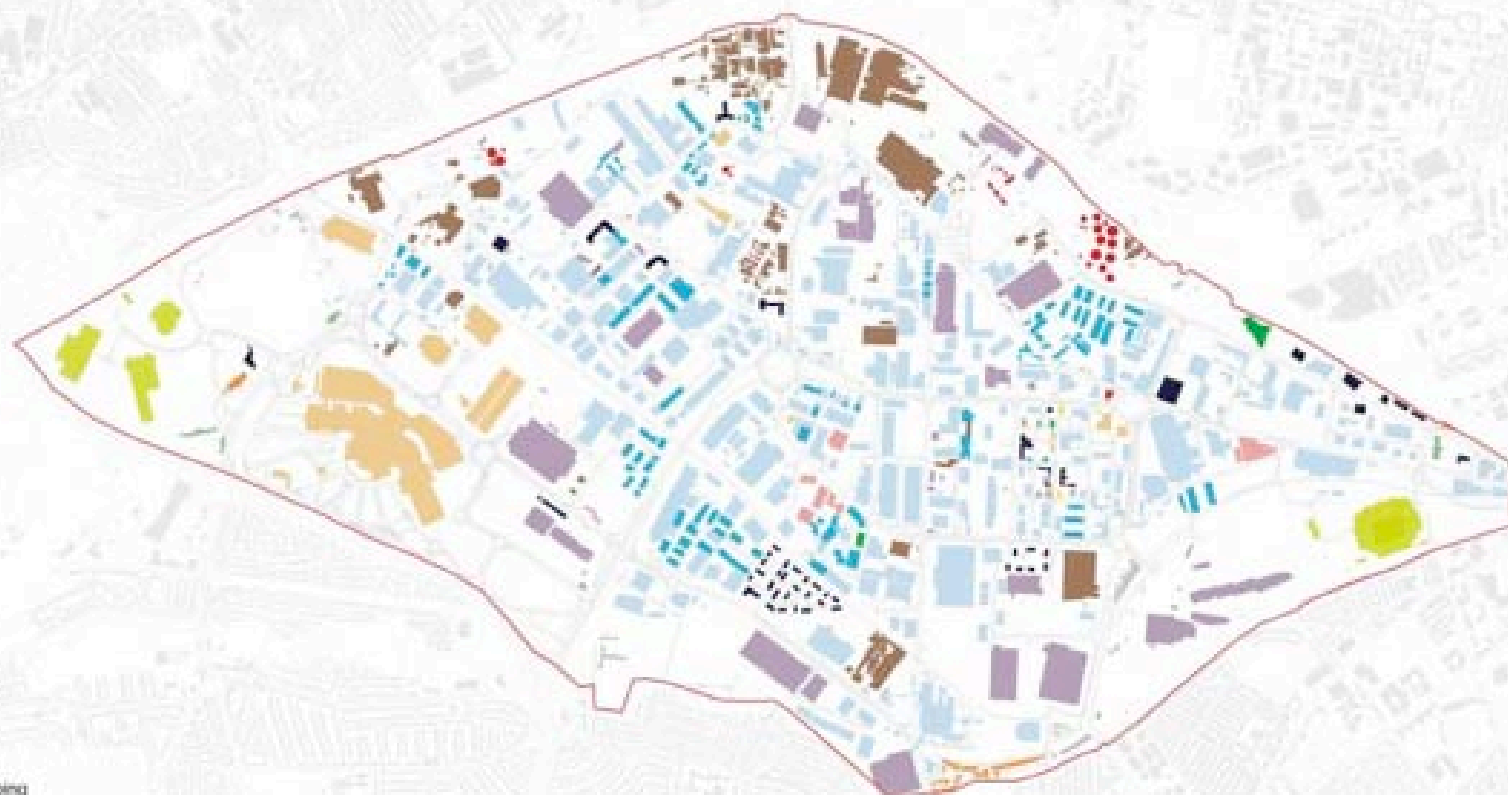
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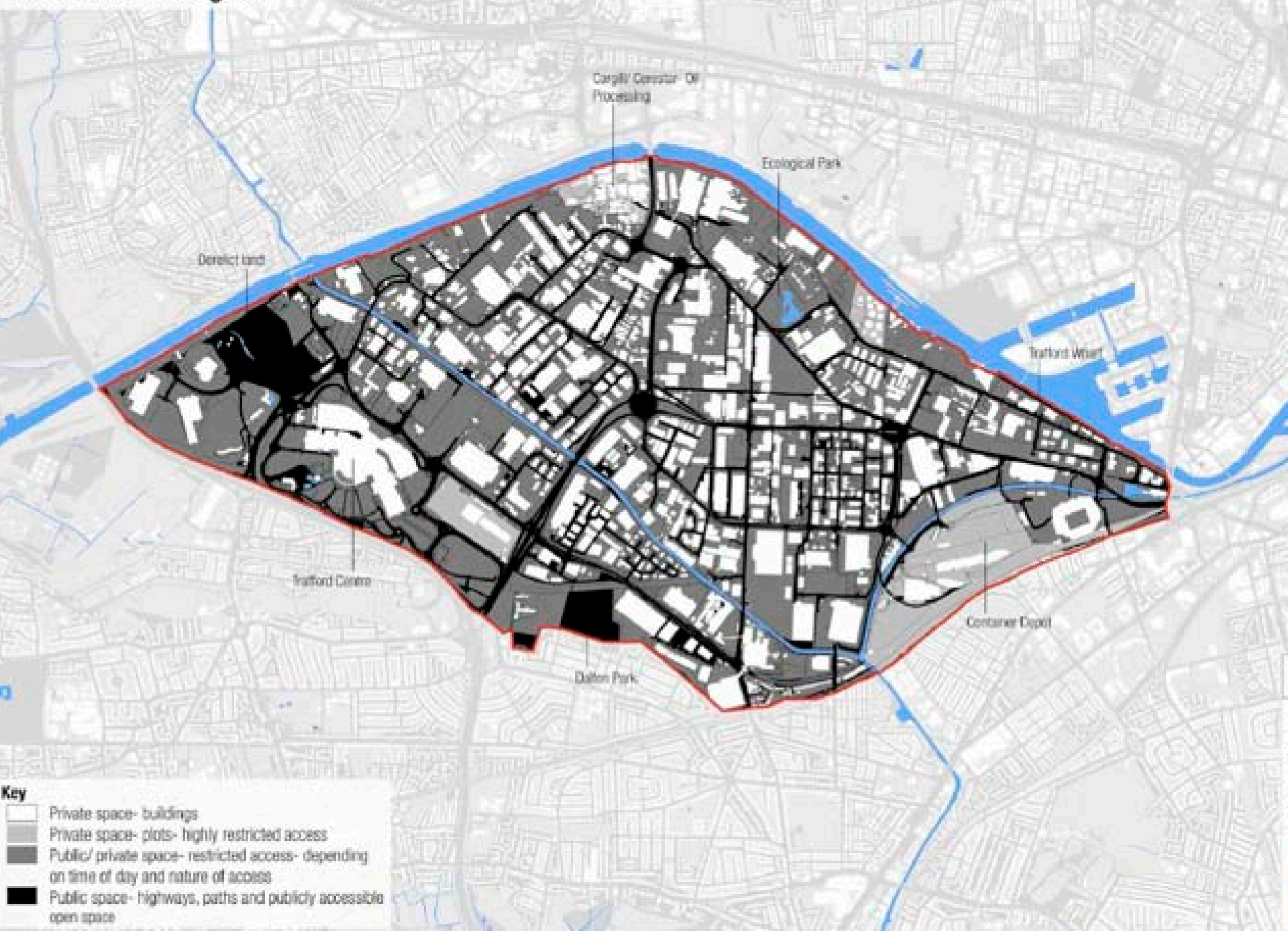
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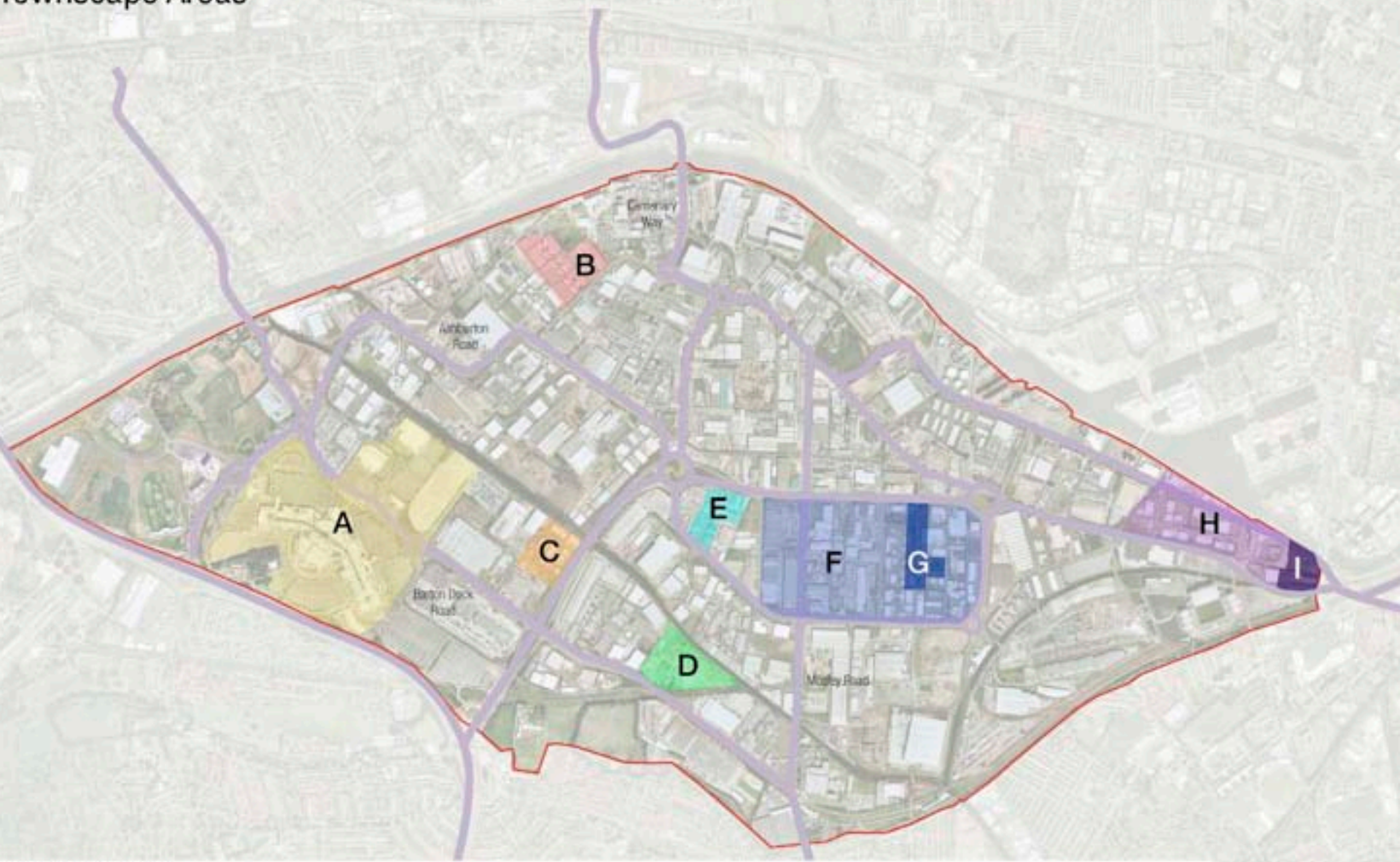


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Public Realm Diagram



Townscape Areas



Quality Score (out of 10)

Area A	Activity	7	Area B	Activity	5	Area C	Activity	6	Area D	Activity	5	Area E	Activity	5	Area F	Activity	6	Area G	Activity	8	Area H	Activity	7	Area I	Activity	5
	Legibility	3		Legibility	3		Legibility	4		Legibility	4		Legibility	4		Legibility	6		Legibility	7		Legibility	5		Legibility	7
	Enclosure	3		Enclosure	5		Enclosure	5		Enclosure	1		Enclosure	5		Enclosure	6		Enclosure	7		Enclosure	5		Enclosure	6
	Fine grain	2		Fine grain	6		Fine grain	5		Fine grain	4		Fine grain	6		Fine grain	6		Fine grain	7		Fine grain	5		Fine grain	6

Area A





Area B



Area C

Area D





Area E

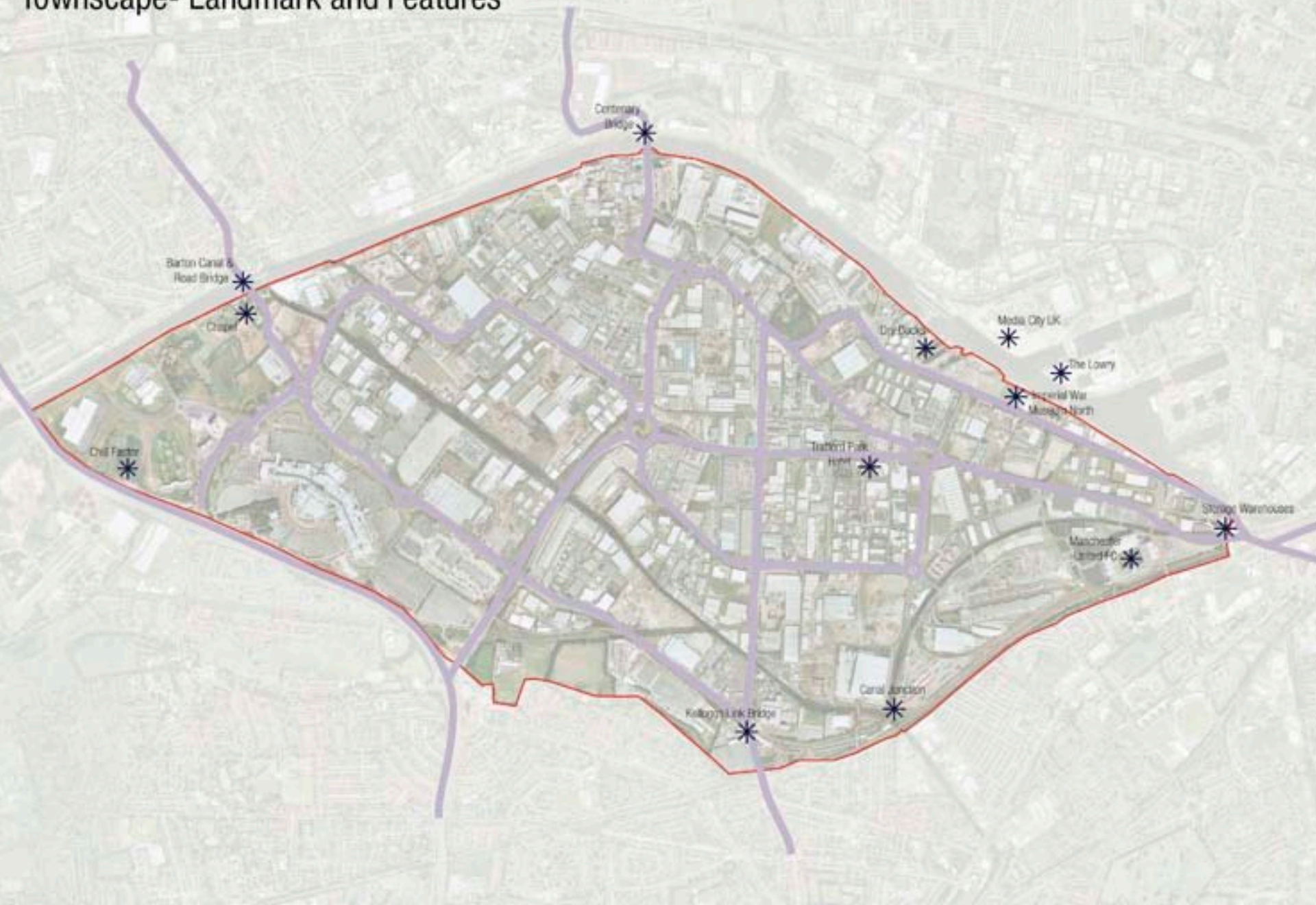
Area F ang G





Areas H and I

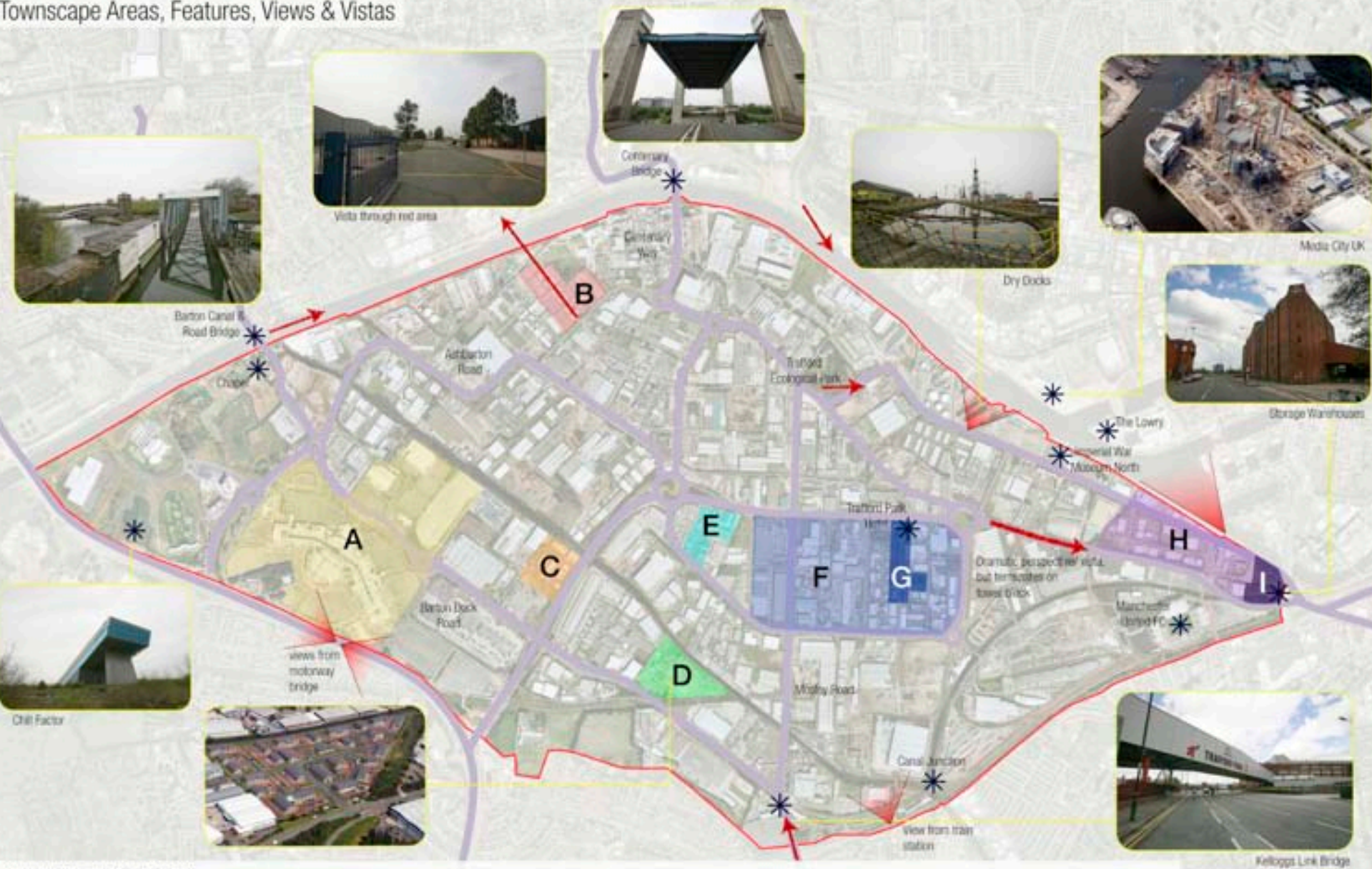
Townscape- Landmark and Features



Views, vistas and vantage points

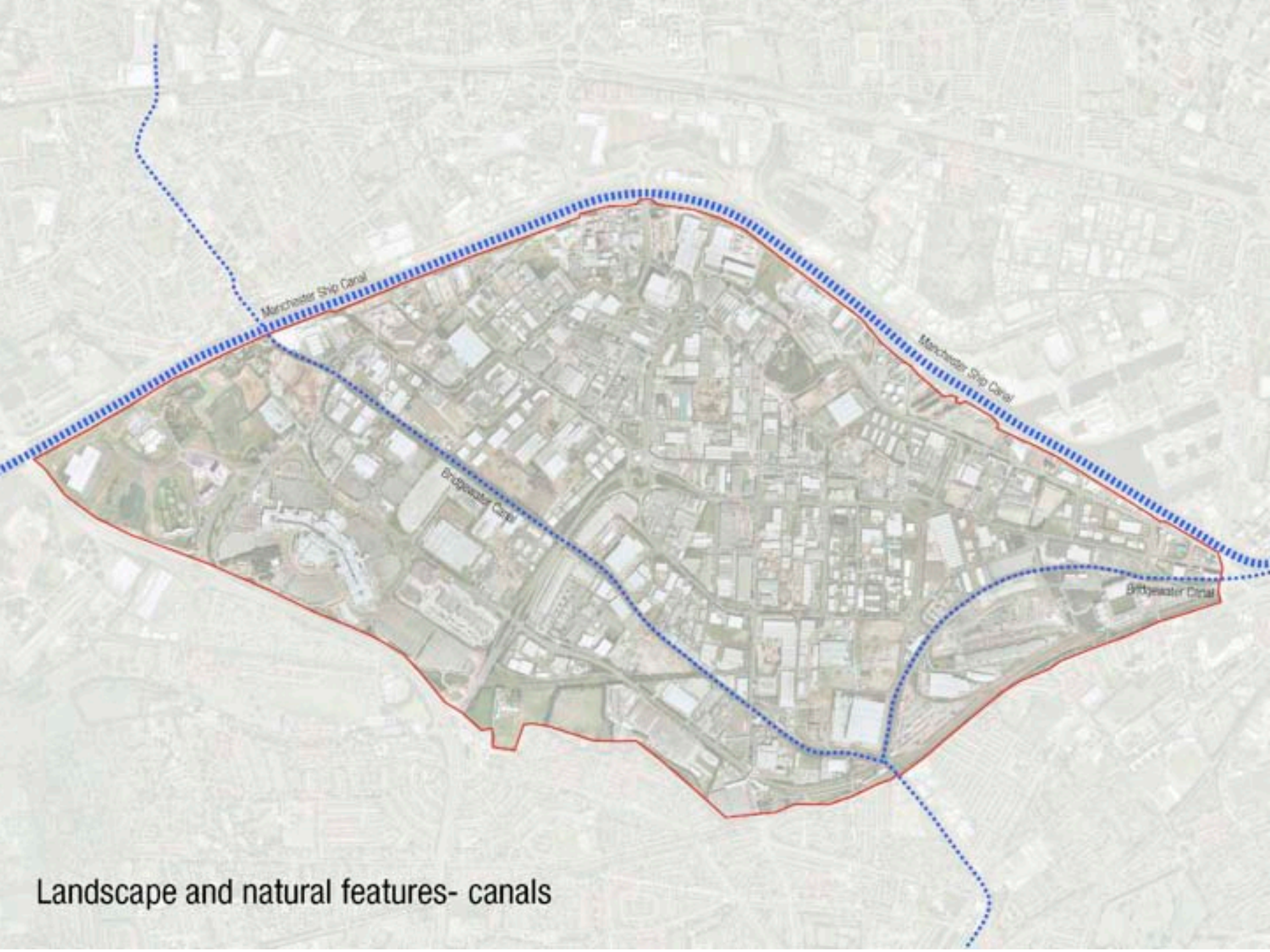


Townscape Areas, Features, Views & Vistas



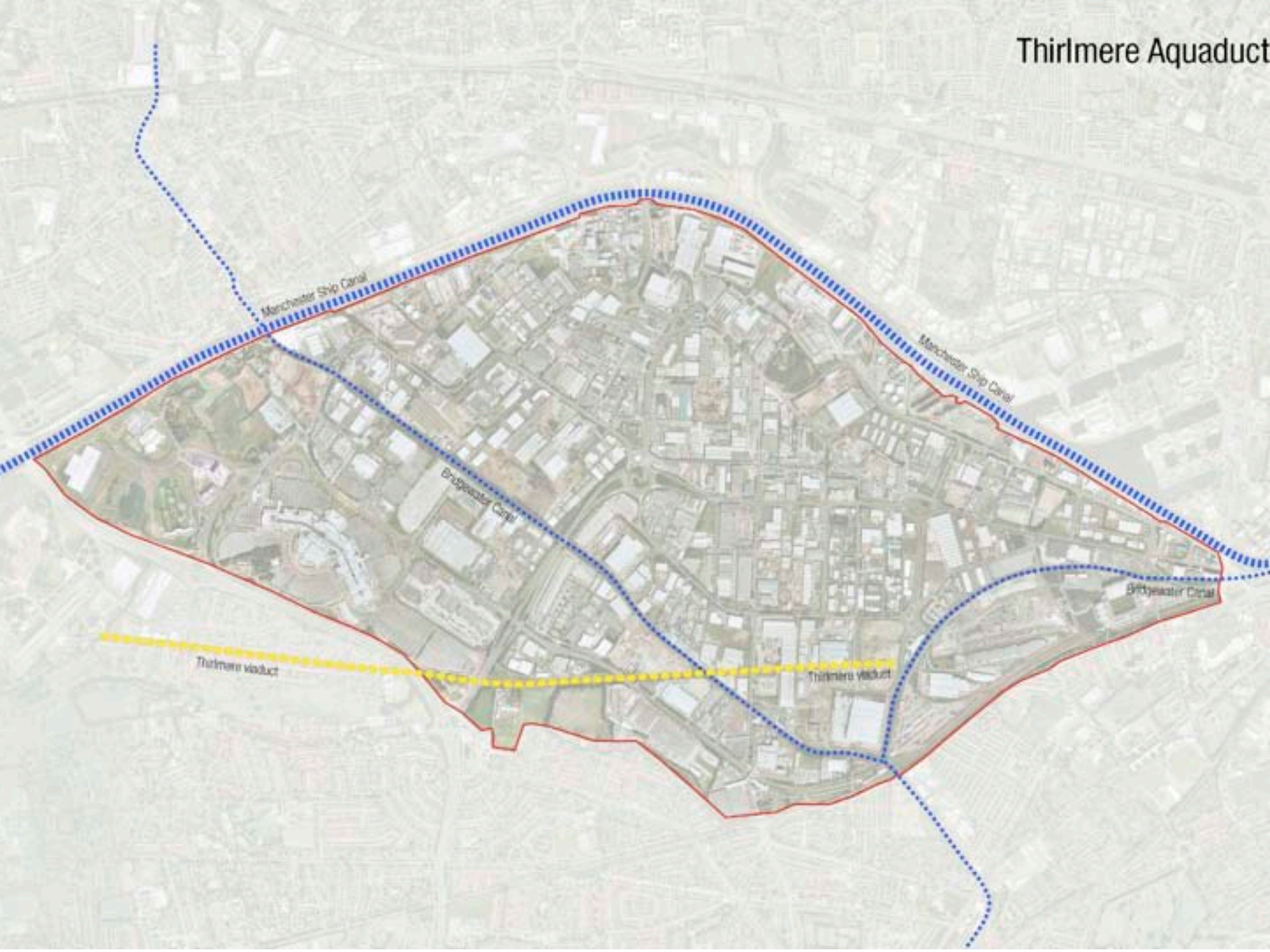
Quality Score (out of 10)

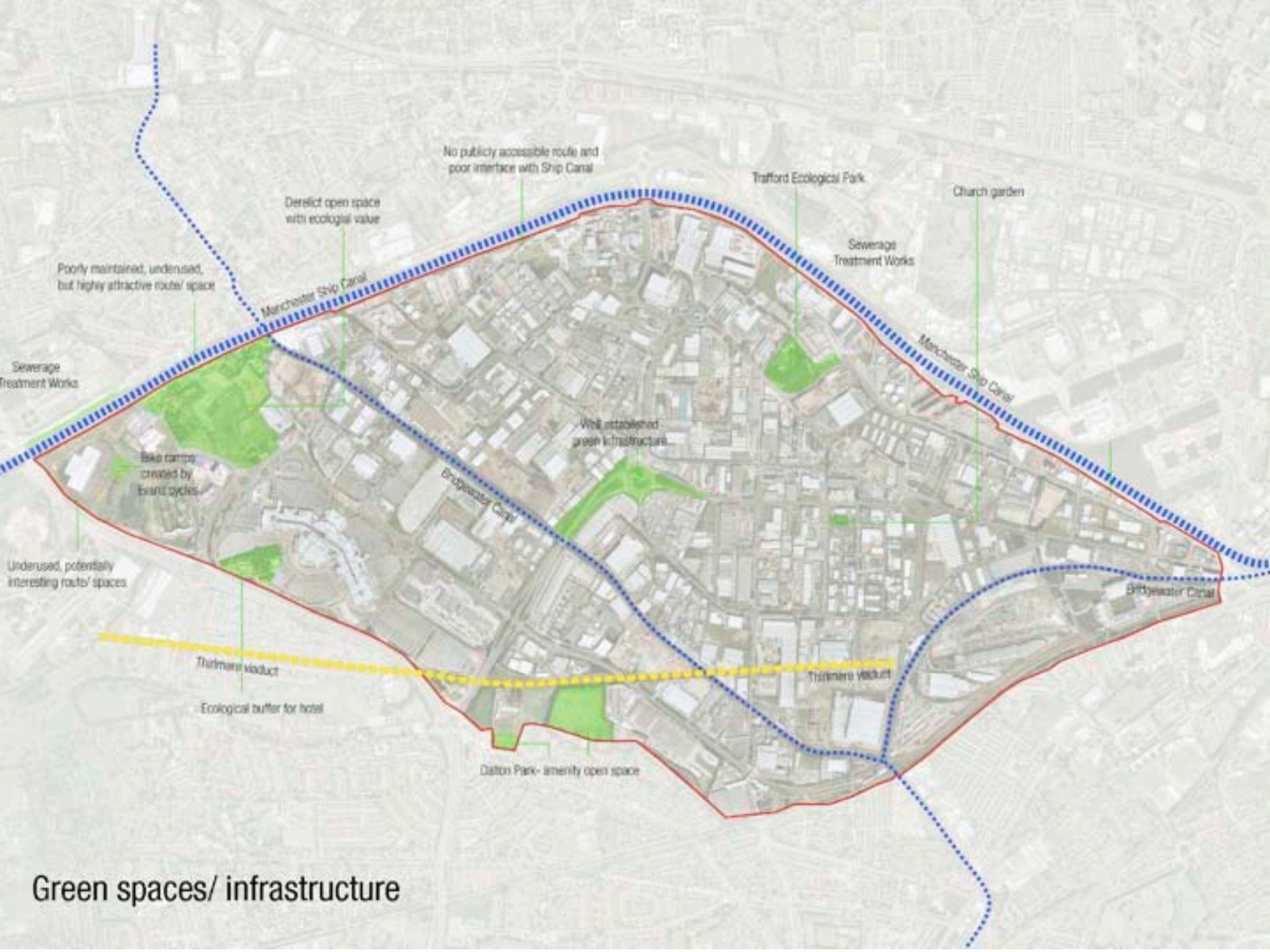
Area A	Activity	7	Area B	Activity	5	Area C	Activity	6	Area D	Activity	5	Area E	Activity	5	Area F	Activity	8	Area G	Activity	8	Area H	Activity	7	Area I	Activity	5
	Legibility	3		Legibility	3		Legibility	4		Legibility	4		Legibility	4		Legibility	6		Legibility	7		Legibility	5		Legibility	7
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	Fine grain	2		Fine grain	6		Fine grain	5		Fine grain	4		Fine grain	6		Fine grain	6		Fine grain	7		Fine grain	5		Fine grain	6



Landscape and natural features- canals

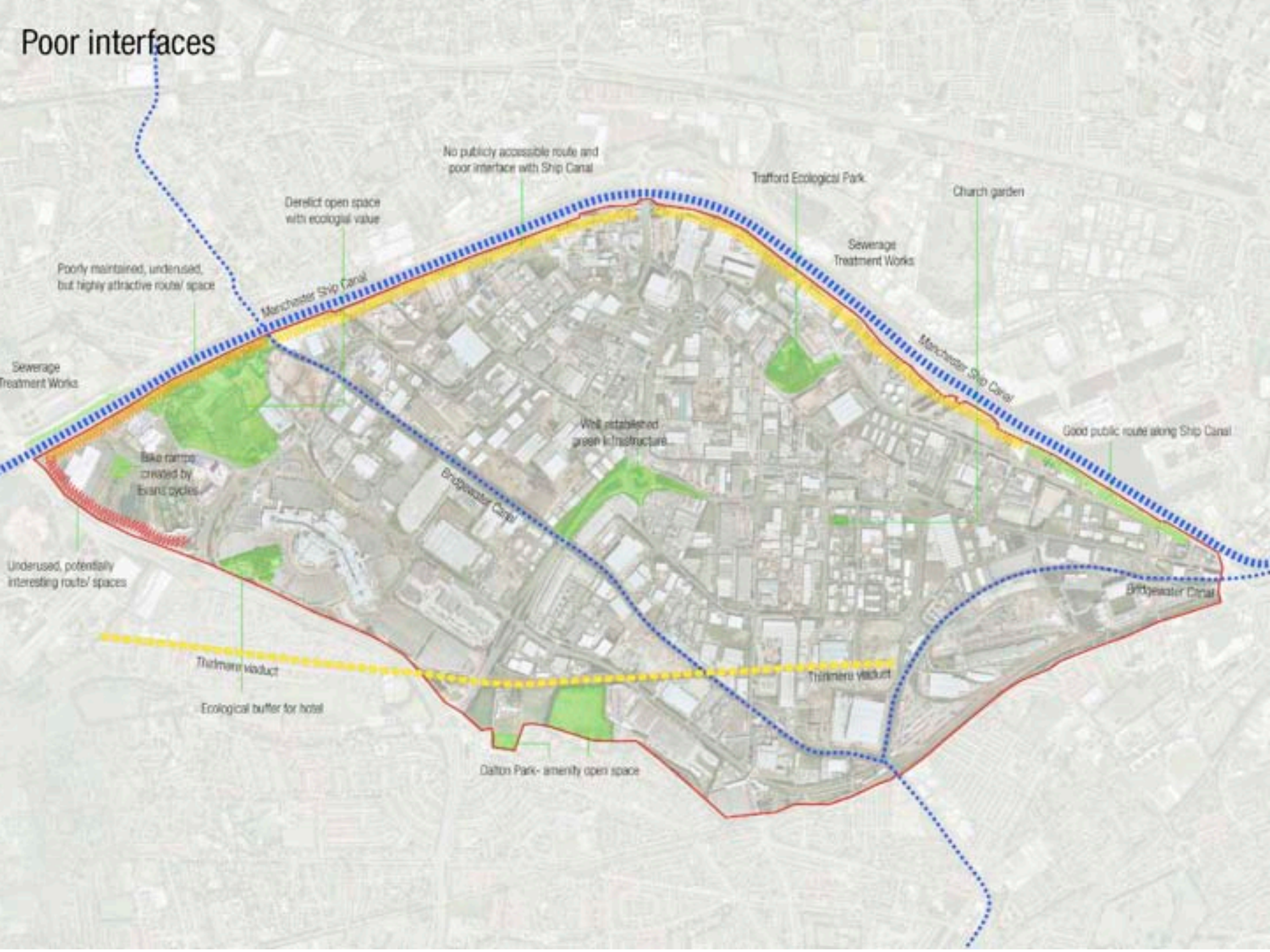
Thirlmere Aquaduct



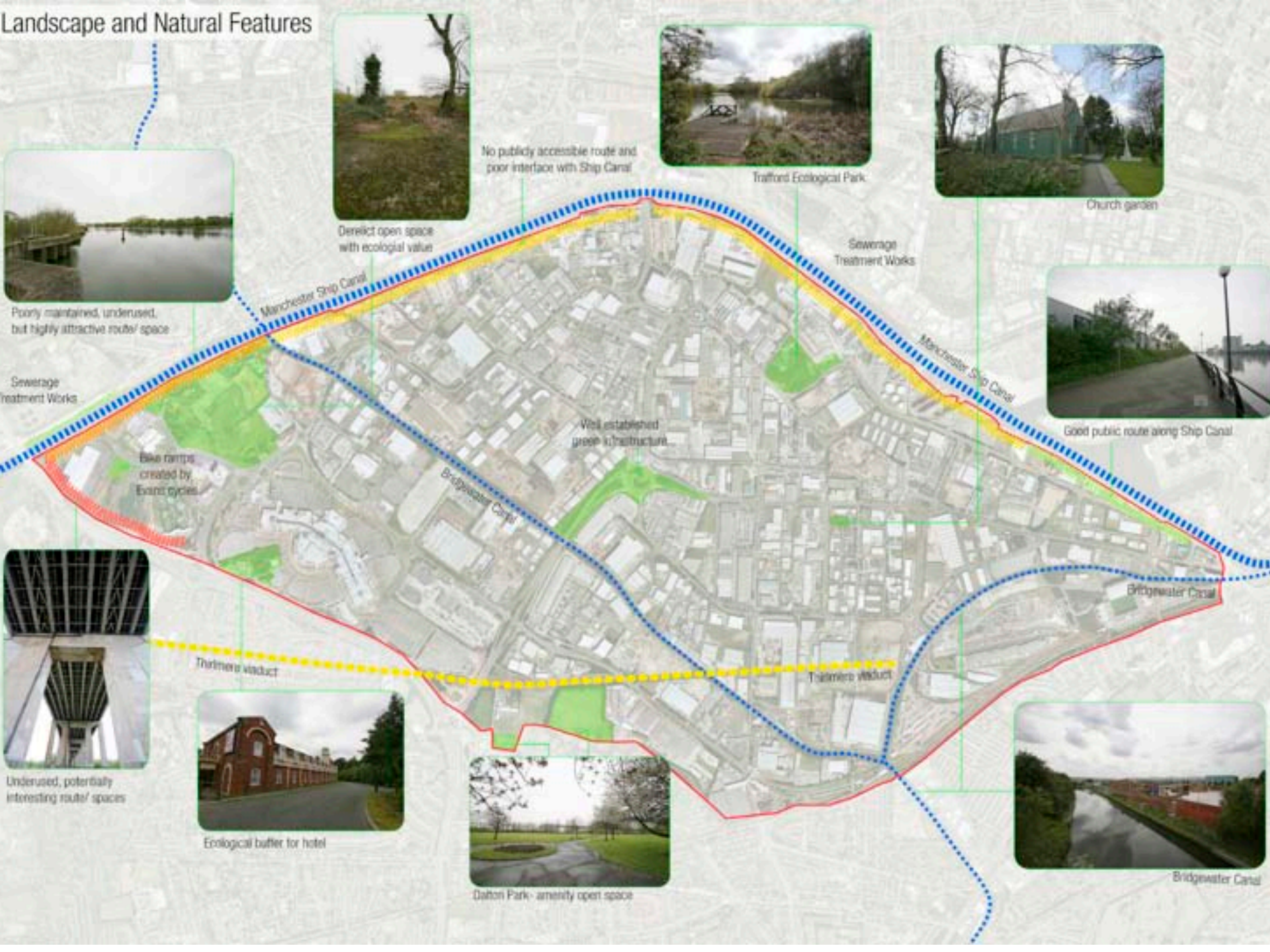


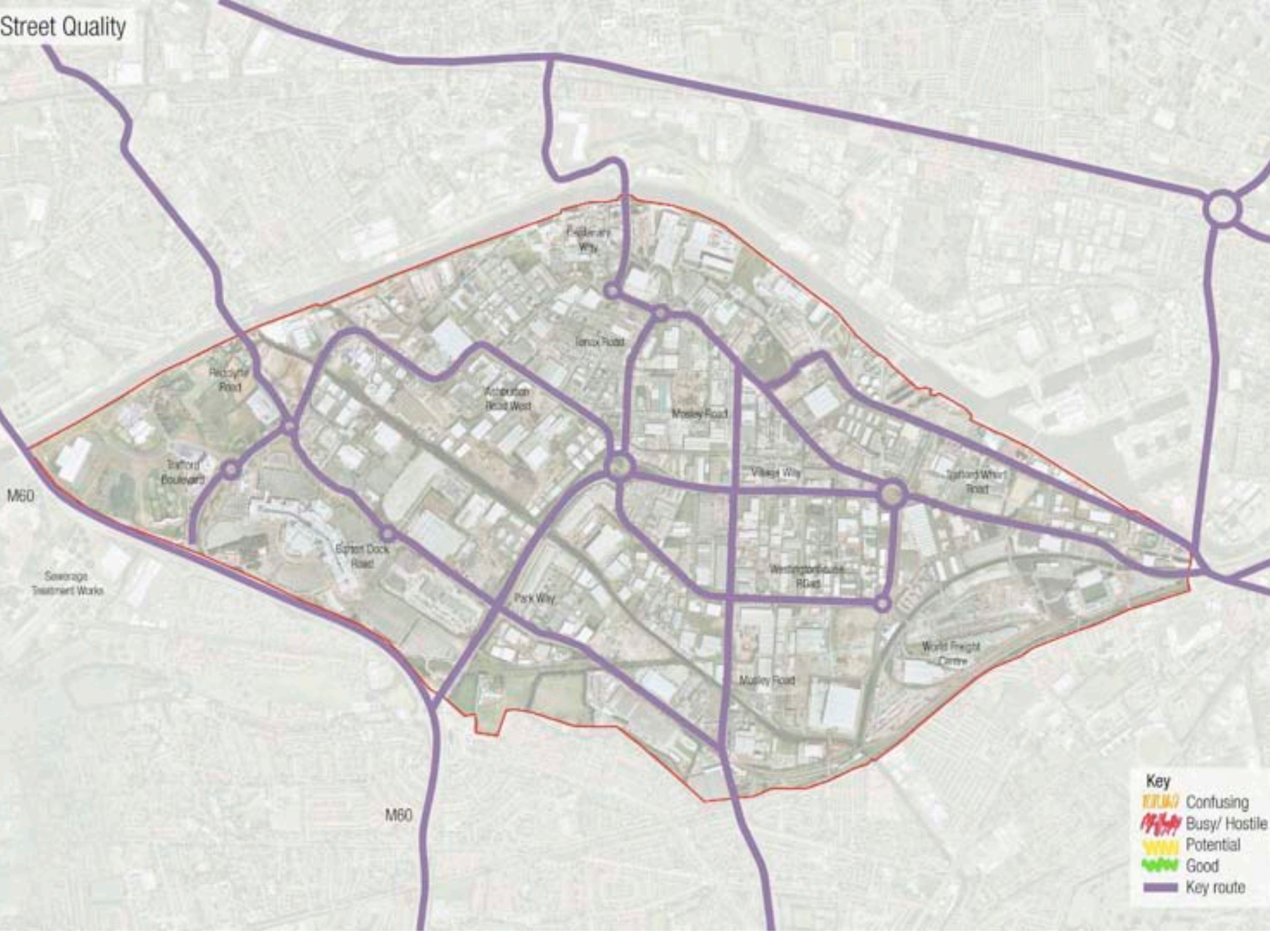
Green spaces/ infrastructure

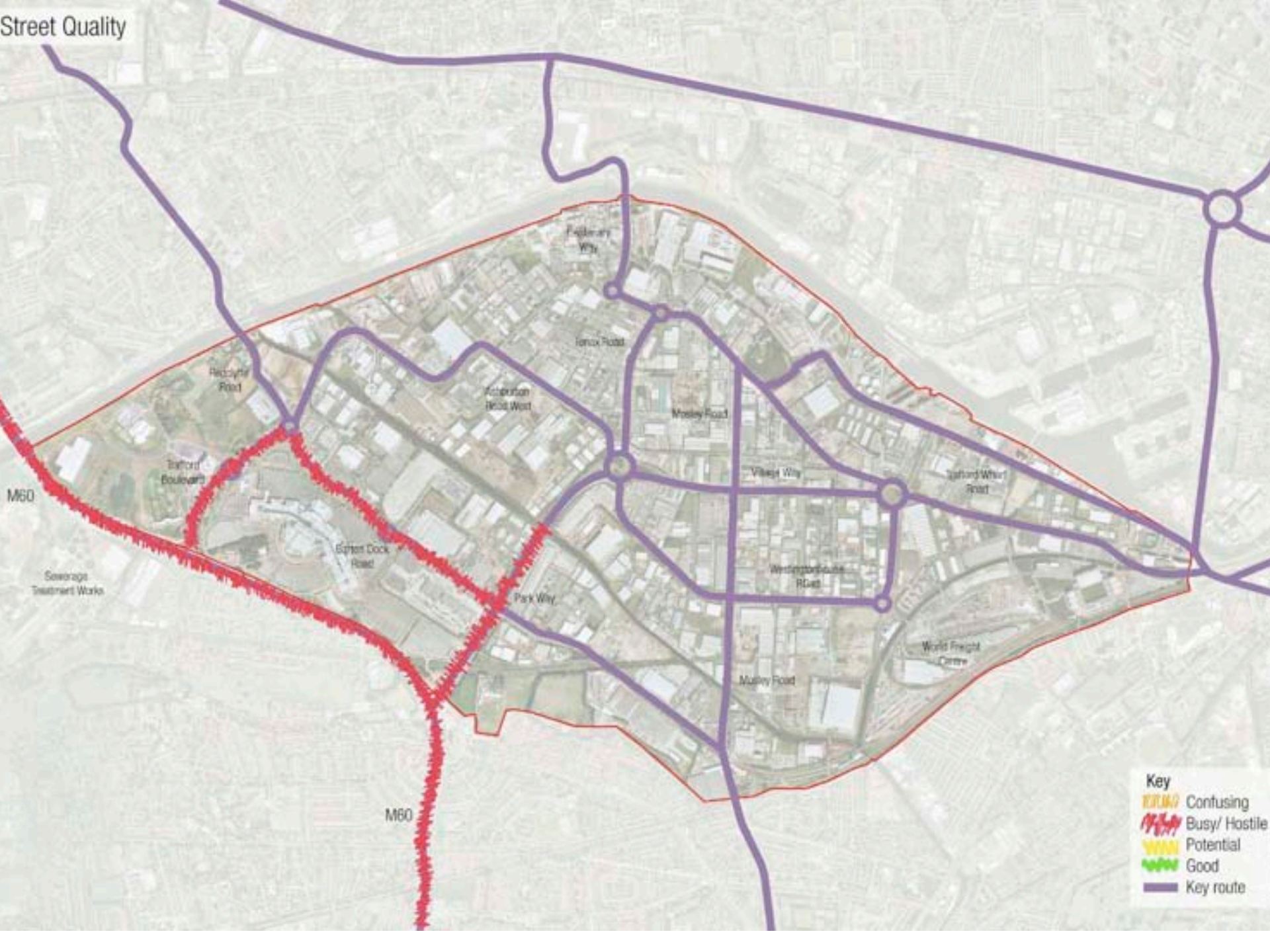
Poor interfaces



Landscape and Natural Features







Street Quality

M60

Sewerage Treatment Works

Parkway

Torus Road

Redcliffe Road

Salford Boulevard

Eastern Dock Road

Park Way

Ashton Road West

Mosley Road

Village Way

Salford Wharf Road

Westinghouse Road

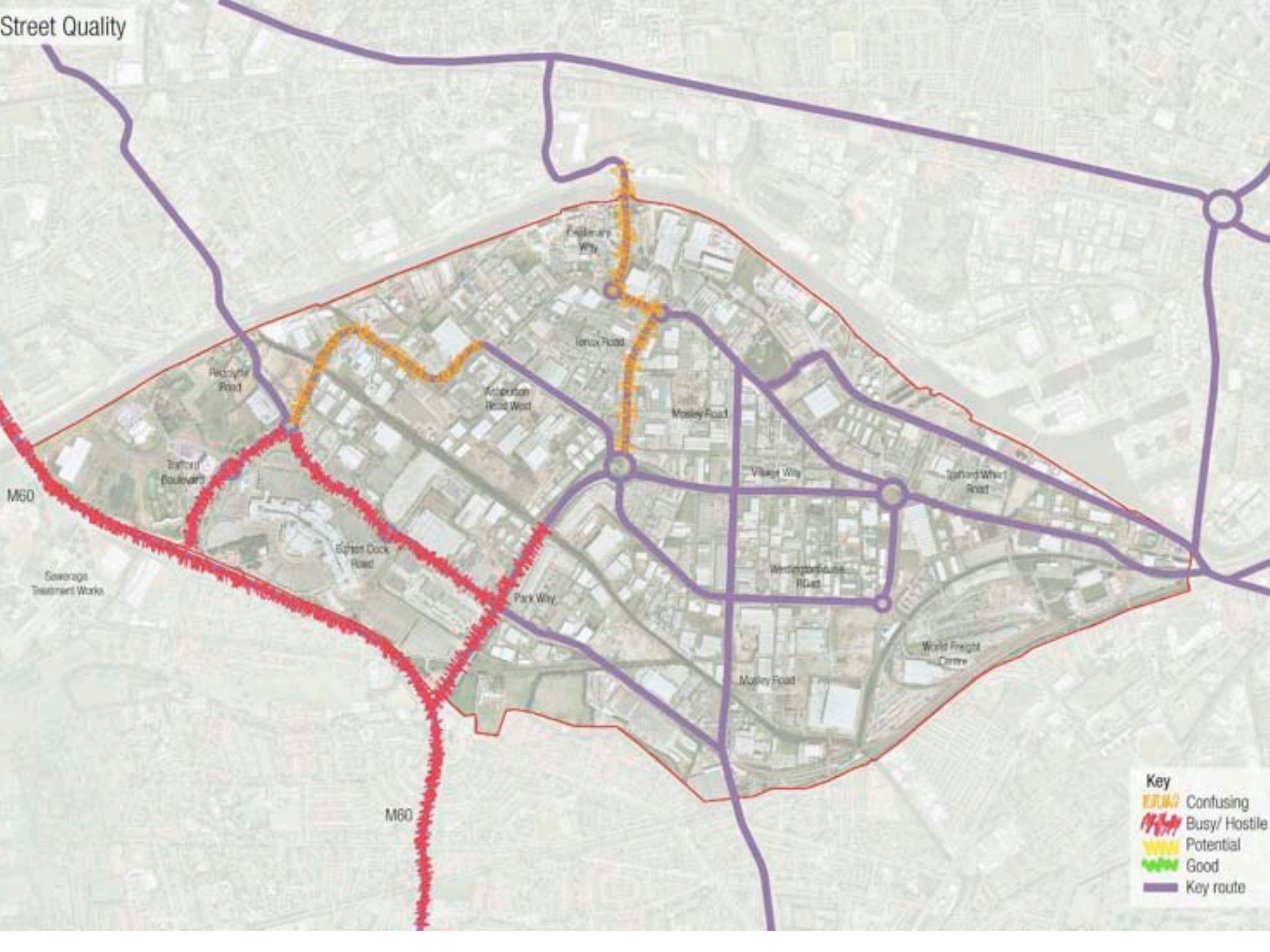
Mulvey Road

World Freight Centre

M60

Key

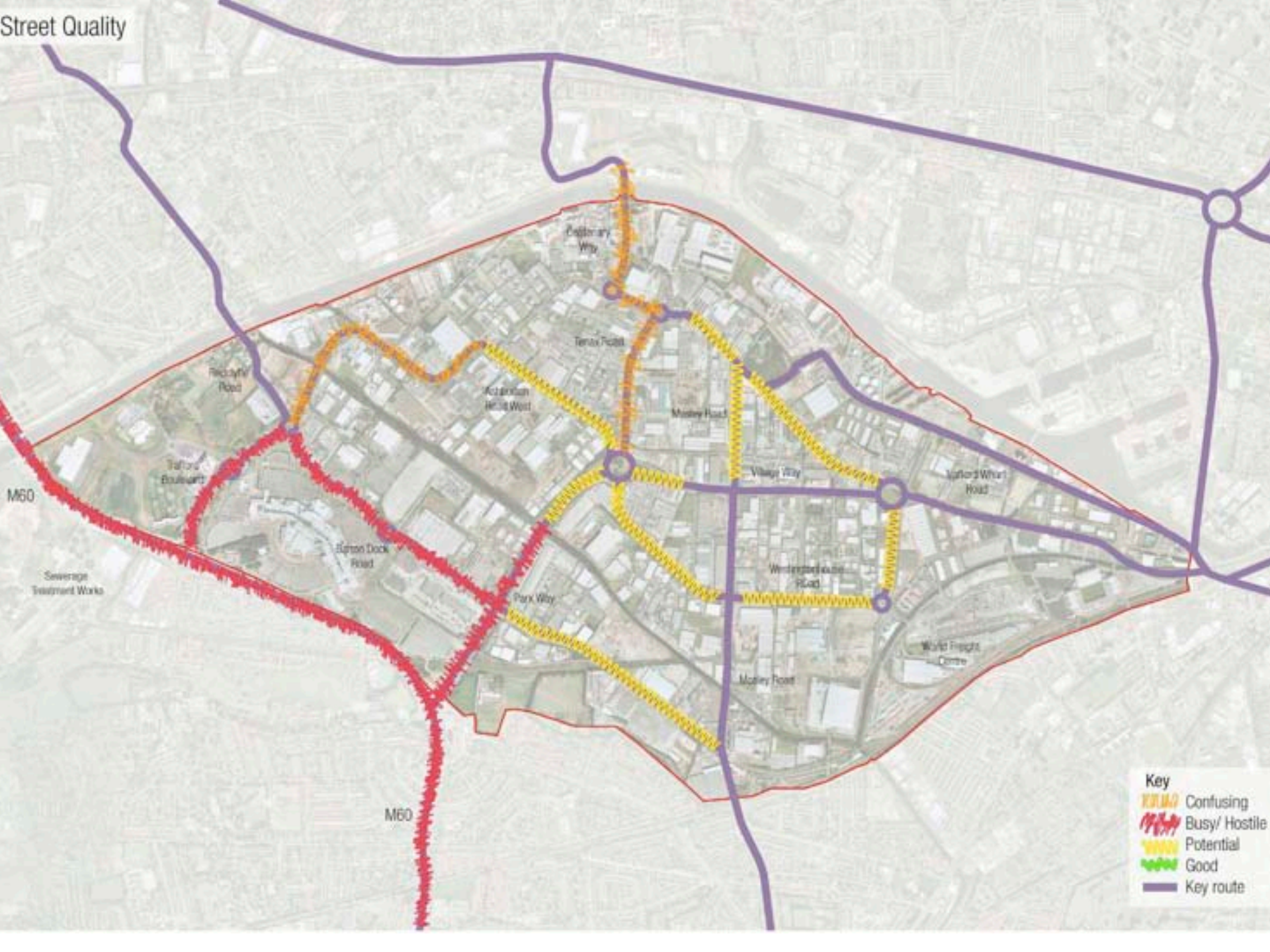
-  Confusing
-  Busy/ Hostile
-  Potential
-  Good
-  Key route



Street Quality

Key

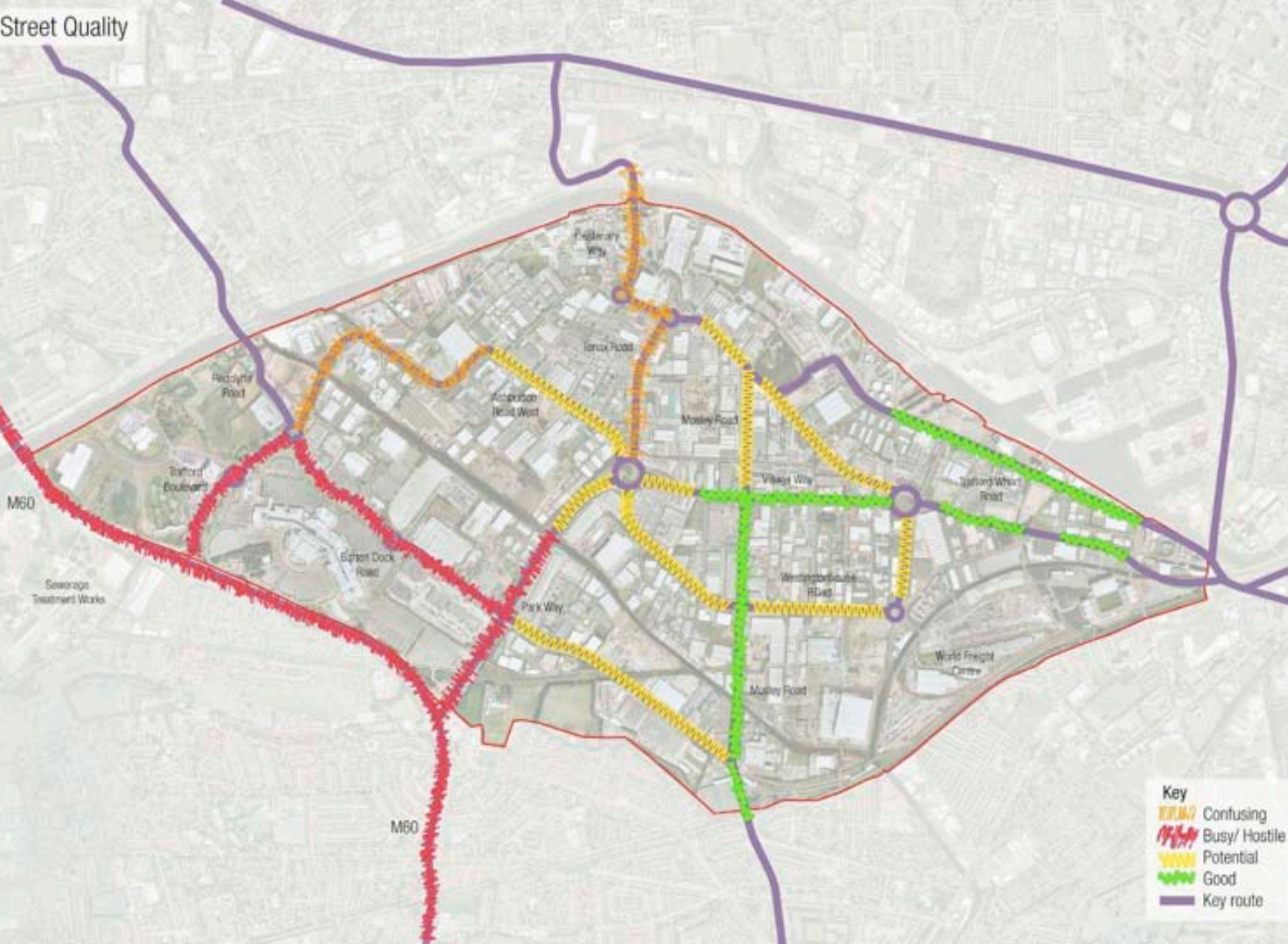
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Street Quality

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Street Quality



Key

- Confusing
- Busy/ Hostile
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Busy/ Hostile- Barton Dock Road



Confusing- Ashburton Road West



Potential- Westingtonhouse Road



Good- Trafford Wharf Road

"Trafford Park, the North West's Premier Business Park, providing the region's businesses and new investors from knowledge based, industrial and leisure sectors with the opportunity to locate in a suitable and sustainable location at the heart of one of Europe's leading City Regions"

5 Objectives

- * To continually adapt the Park in a planned manner through the promotion of quarters/districts which meet the demand of modern businesses from a diverse range of sectors.

"Trafford Park, the North West's Premier Business Park, providing the region's businesses and new investors from knowledge based, industrial and leisure sectors with the opportunity to locate in a suitable and sustainable location at the heart of one of Europe's leading City Regions"

5 Objectives

- * To provide a transport infrastructure which increases accessibility to, and navigation in, the Park.

"Trafford Park, the North West's Premier Business Park, providing the region's businesses and new investors from knowledge based, industrial and leisure sectors with the opportunity to locate in a suitable and sustainable location at the heart of one of Europe's leading City Regions"

5 Objectives

- * To ensure that utilities and other business critical infrastructure is competitive with the premier business locations nationally and internationally.

"Trafford Park, the North West's Premier Business Park, providing the region's businesses and new investors from knowledge based, industrial and leisure sectors with the opportunity to locate in a suitable and sustainable location at the heart of one of Europe's leading City Regions"

5 Objectives

- * To maintain high levels of new investment in Trafford park through strong branding and marketing which promotes the Park and the Regional Centre as a leading location for inward investment

"Trafford Park, the North West's Premier Business Park, providing the region's businesses and new investors from knowledge based, industrial and leisure sectors with the opportunity to locate in a suitable and sustainable location at the heart of one of Europe's leading City Regions"

5 Objectives

- * To provide supporting actions which help existing and new companies to improve their competitiveness.

Underlying principles

- Sustainability: which will be at the heart of all new proposals
- Public/private partnerships: with a recognition that new investment needs to be private sector led, with the public sector helping to create the conditions for reinvestment and new investment; and
- Economic contribution: maximising the Park's contribution to the City Region and Regional Economic Strategy, linking new development to priority sectors and other region wide economic objectives

Spatial Framework

- To outline informal zones to help direct future private sector investment, helping to re-shape the park in the medium term
- To identify priority areas for intervention and set a future work programme
- To help prioritise transport, infrastructure and investment in incubation, office and residential investment

Trafford Park- from West



Barton's Road
and Canal Bridges

Derelict land with
ecological value

Underused, highly attractive
interface with Ship Canal

Sewerage Works

M60

Trafford Boulevard

Chill Factor

Ecological buffer
for Hotel

Sewerage Works

Underused, potentially interesting
sequence of spaces

Trafford Park- from West



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Trafford Park- from East



- [illegible]

Trafford Park- From South

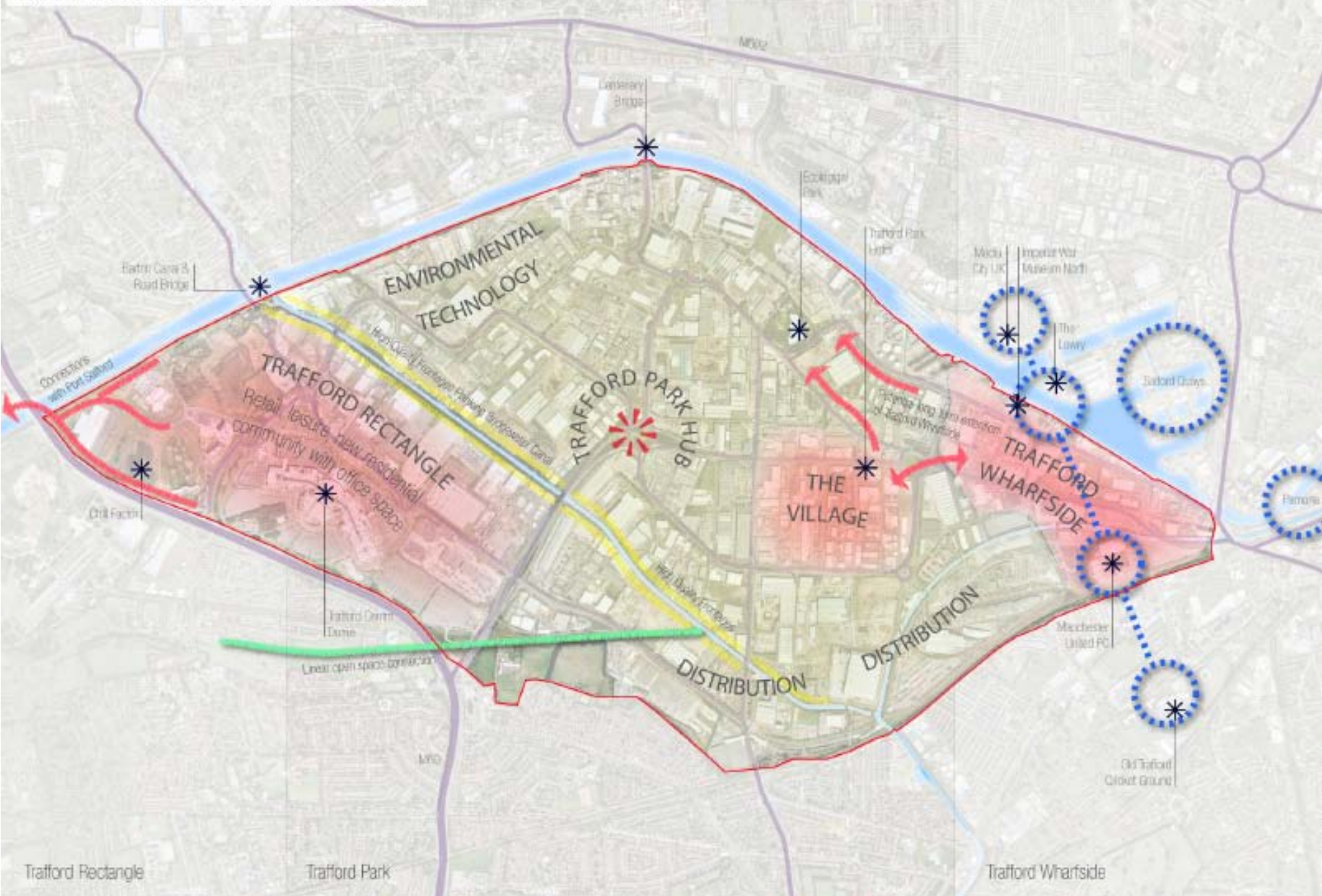


Trafford Park Core

- Distribution – promoting new investment into distribution zone, strengthening links to rail infrastructure
- Village – potential for smaller business and incubation facilities; potential for low cost space for smaller companies
- Environmental Management – potential for important uses linked to waste management requirements
- Hub – potential to scope out major high quality locations for higher end industrial users

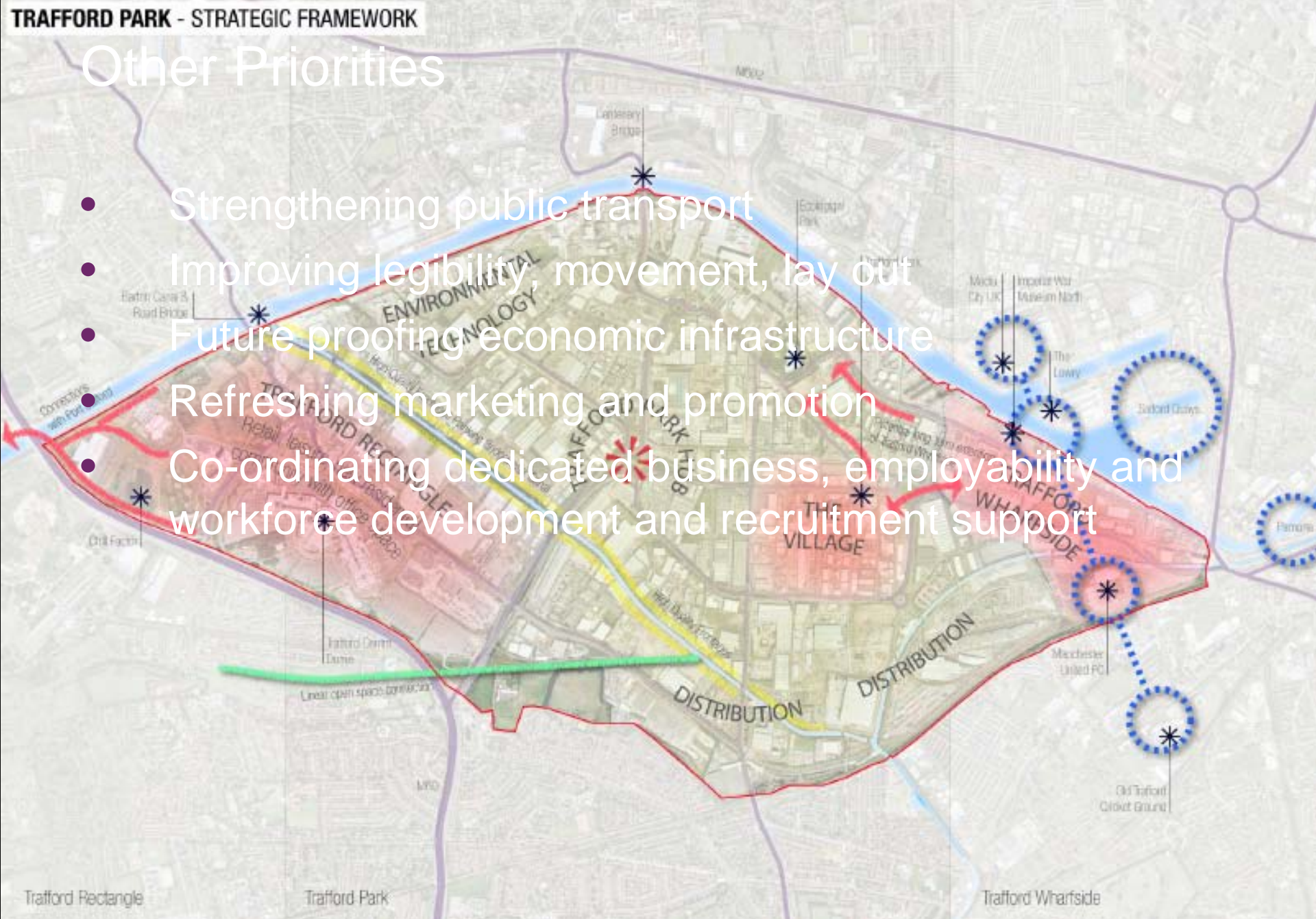


TRAFFORD PARK - STRATEGIC FRAMEWORK

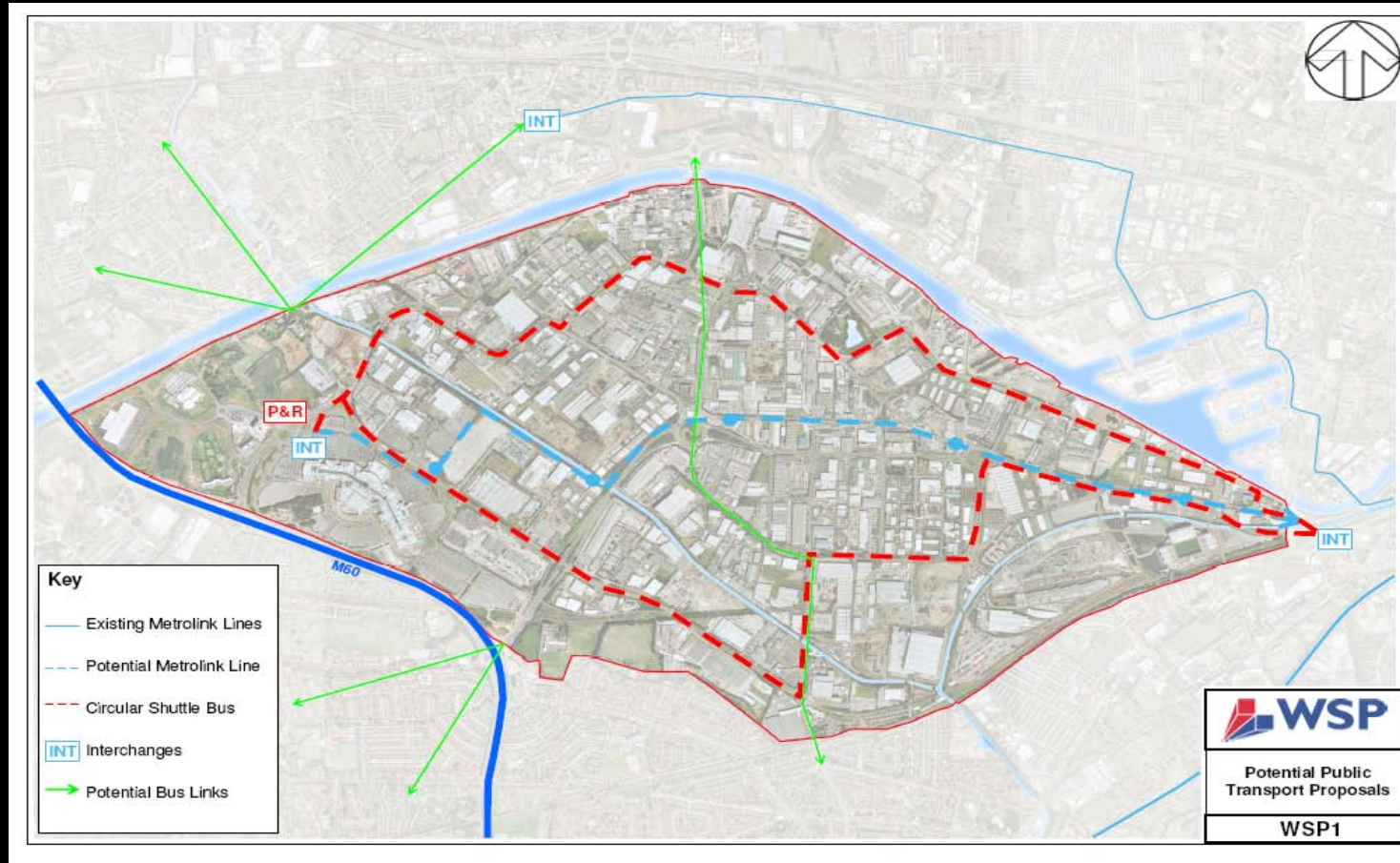


Other Priorities

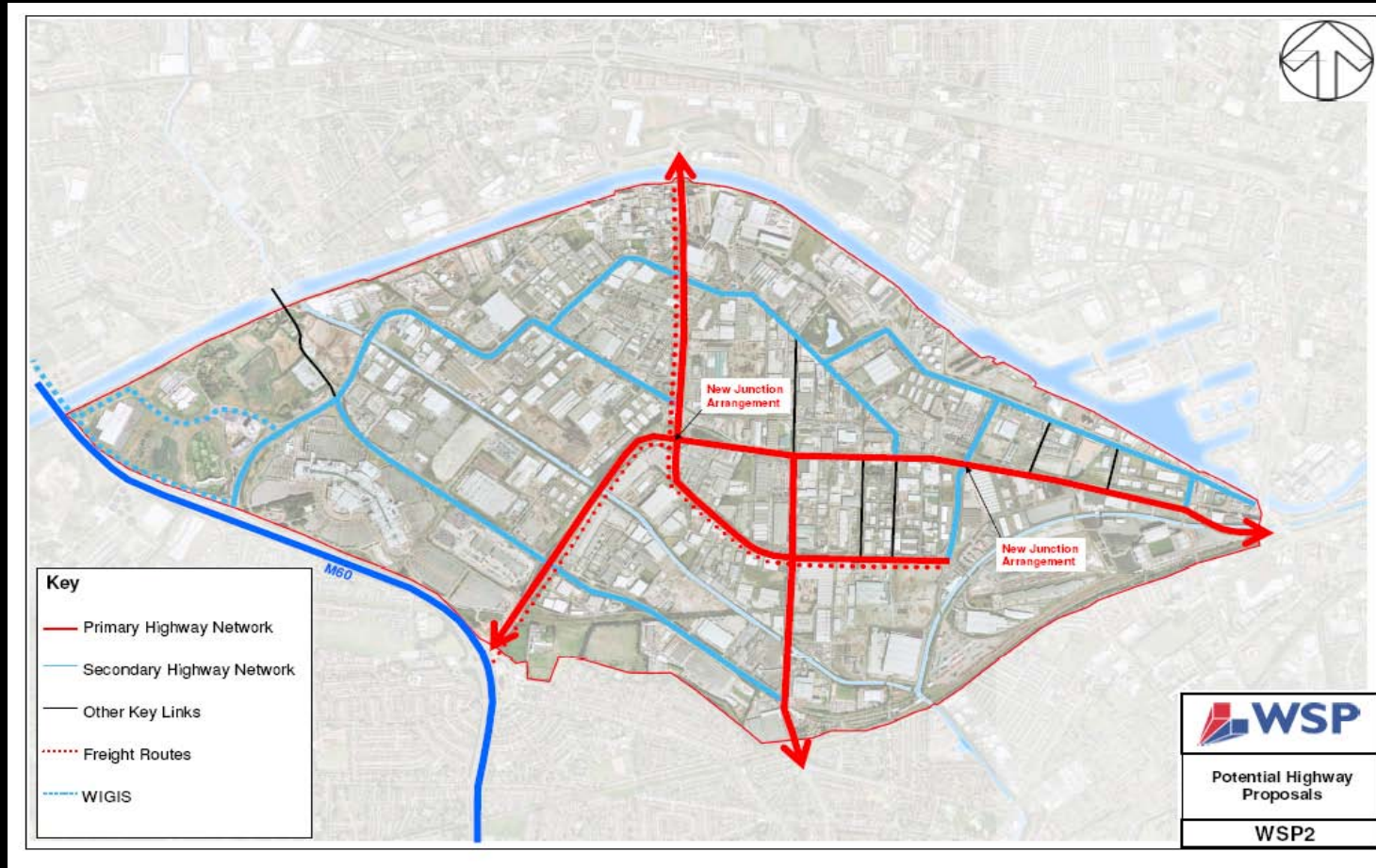
- Strengthening public transport
- Improving legibility, movement, lay out
- Future proofing economic infrastructure
- Refreshing marketing and promotion
- Co-ordinating dedicated business, employability and workforce development and recruitment support



Improving public transport



Straightforward highway hierarchy



- Discussions with key funding partners and resource identification for Phase 2 of commission.
- Identify actual work - full masterplan vs strategic intervention opportunities
- Commission work

The map illustrates the Trafford Peninsula regeneration plan, highlighting several key zones and infrastructure elements:

- ENVIRONMENTAL TECHNOLOGY**: Located at the northern tip of the peninsula.
- TRAFFORD RECTANGLE**: Situated on the western side, featuring retail, leisure, new residential, and community with office space.
- TRAFFORD PARK HUB**: Centrally located, marked with a red starburst icon.
- THE VILLAGE**: A red-shaded area on the eastern side, connected by red arrows indicating movement or links.
- TRAFFORD WHARFSIDE**: A green-shaded area along the southern waterfront, featuring cultural venues like the Quays Point, Impetus Arts Museum North, and The Lowry.
- DISTRIBUTION**: Labeled in two locations, one near the center and another further south.
- Infrastructure**: Includes the M60 motorway, M56 motorway, Manchester Ship Canal, and various bridges like Barton Quay & Road Bridge and Garsington Bridge.
- Other Landmarks**: Such as the Trafford Centre, Old Trafford Cricket Ground, and the Manchester United FC stadium.