

trafford park masterplan #1 - the baseline

John Steward
Chair of TEA Place

trafford park masterplan #1 - the baseline

charlie
baker











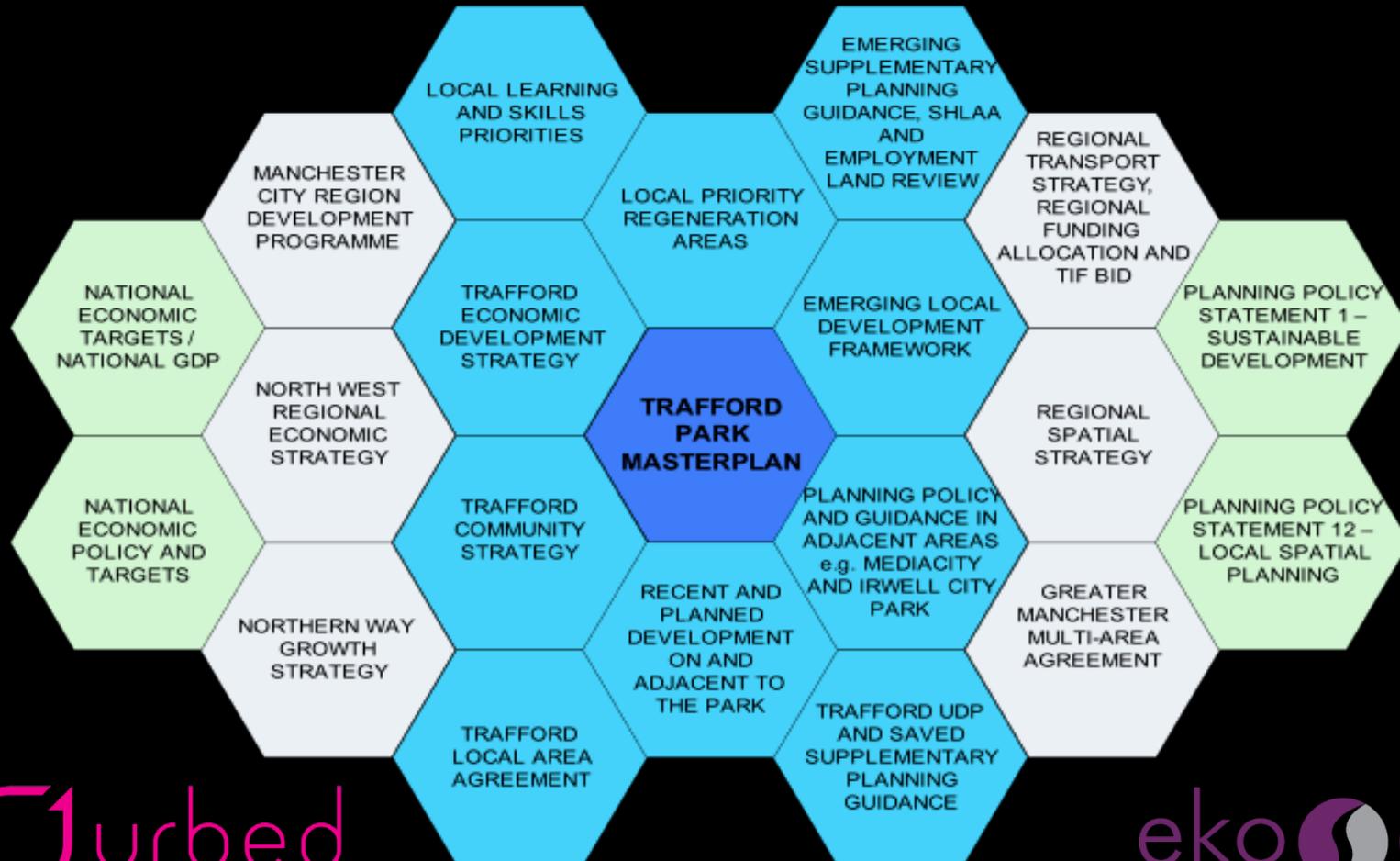
Vision and Strategic Framework

- 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



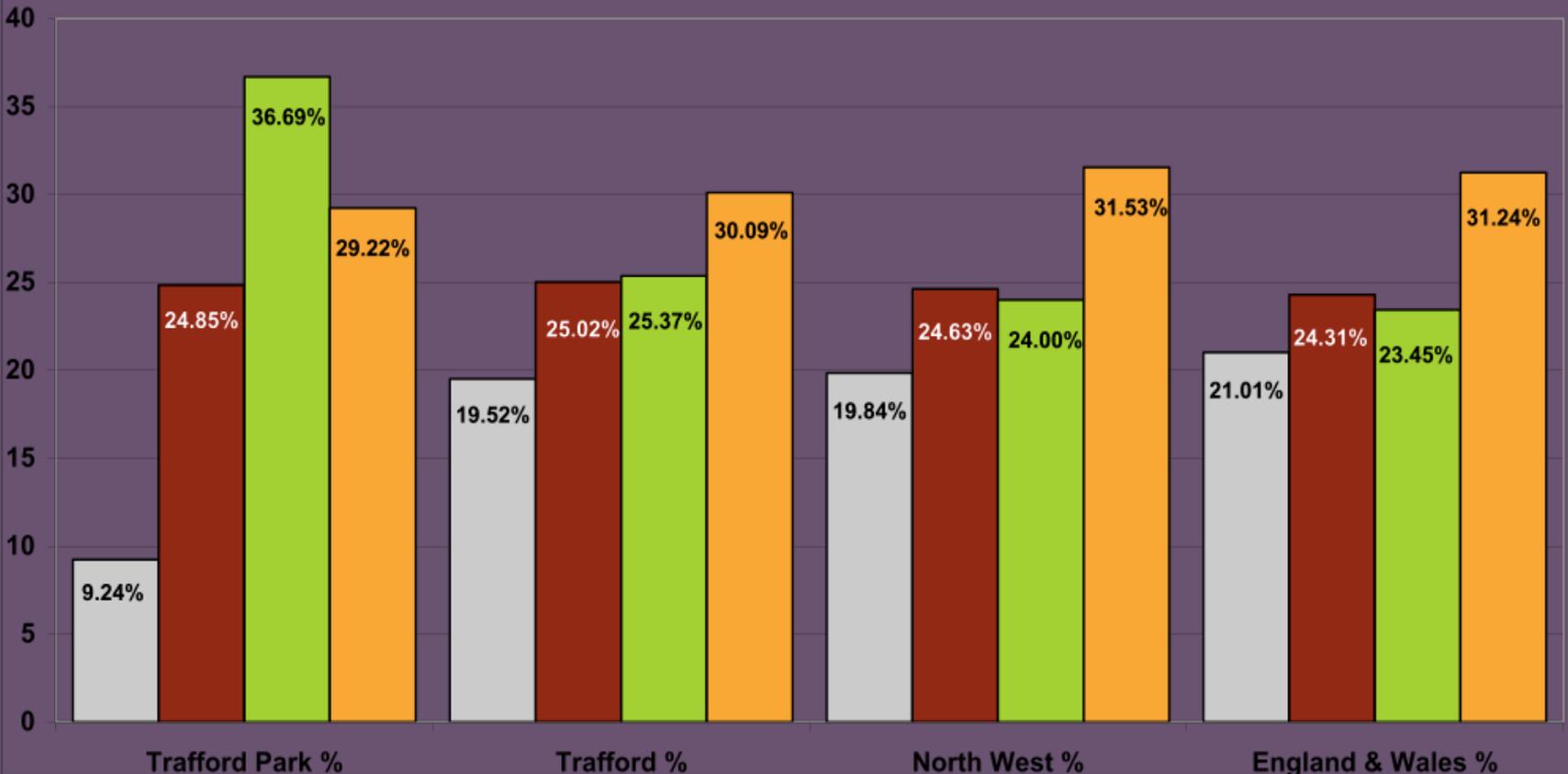
Large and Medium Sized Companies

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



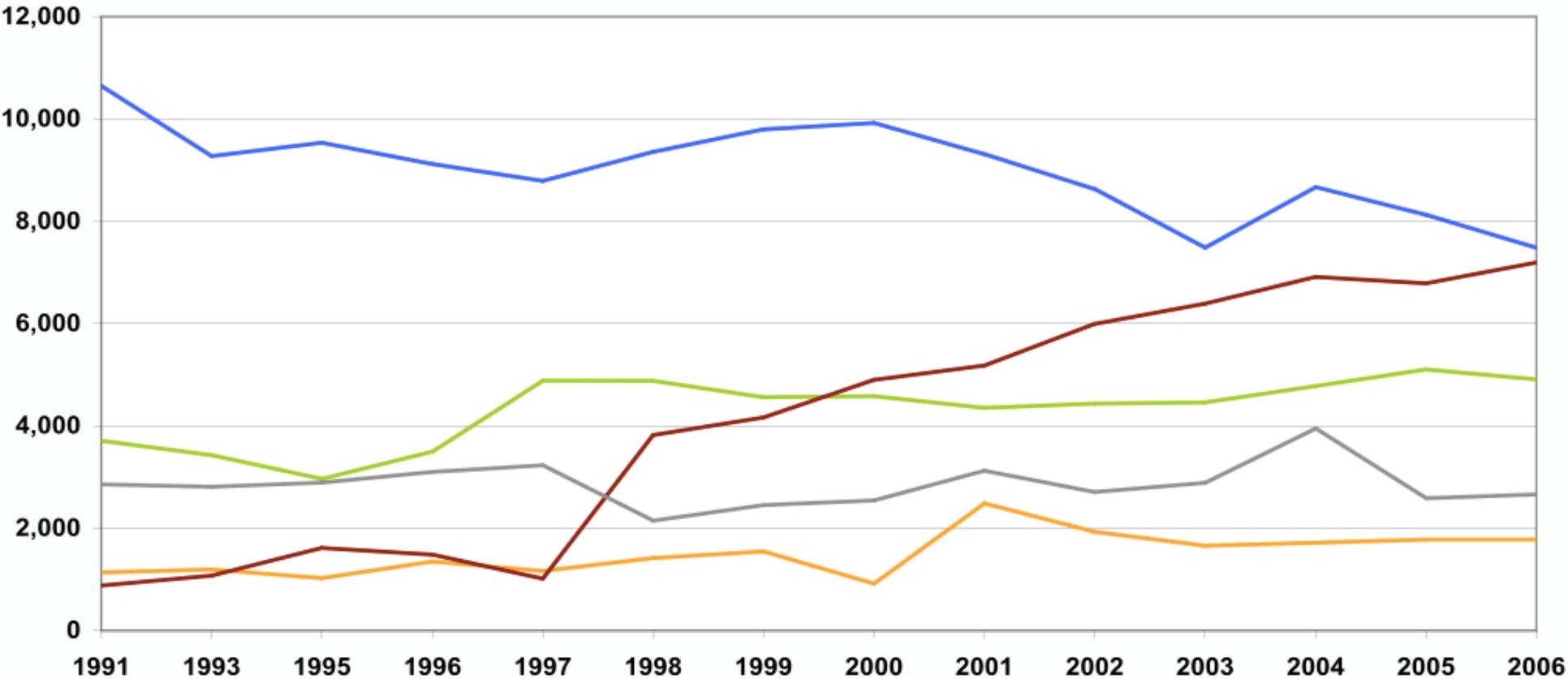
Significant change over the last 15 years

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

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



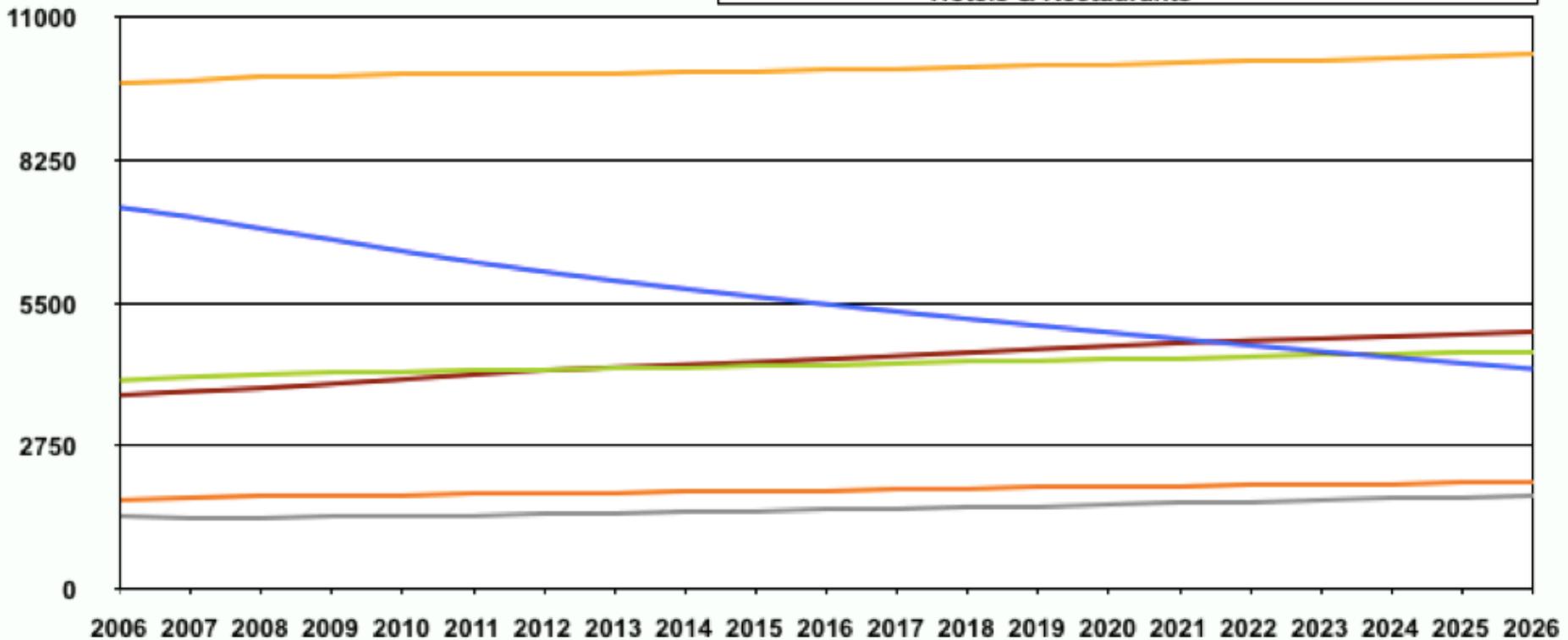
Number of employees



Change will continue . . .with implications for modernisation

Employment Forecasting Applied to Trafford Park Key Sector 2006

- Manufacturing
- Construction
- Transportation and communication
- Business Services
- Distribution & Retail
- Hotels & Restaurants



Other Initiatives

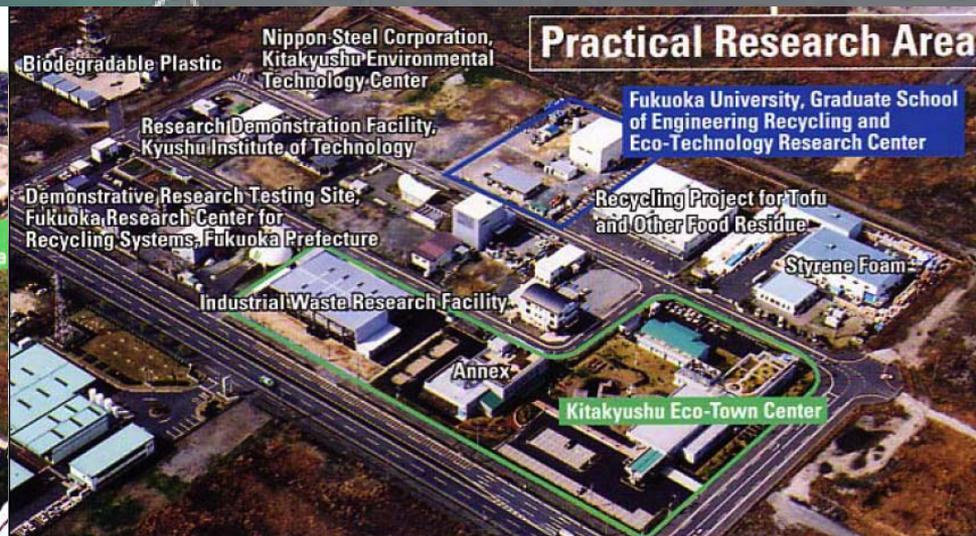
- Strong regional competition, especially for high quality inward investment
- NWDA promoting a number of regional priority sites
- Trafford Park well located, attractive to some types of businesses, and competitively priced

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







1927
LWC^o



major highways





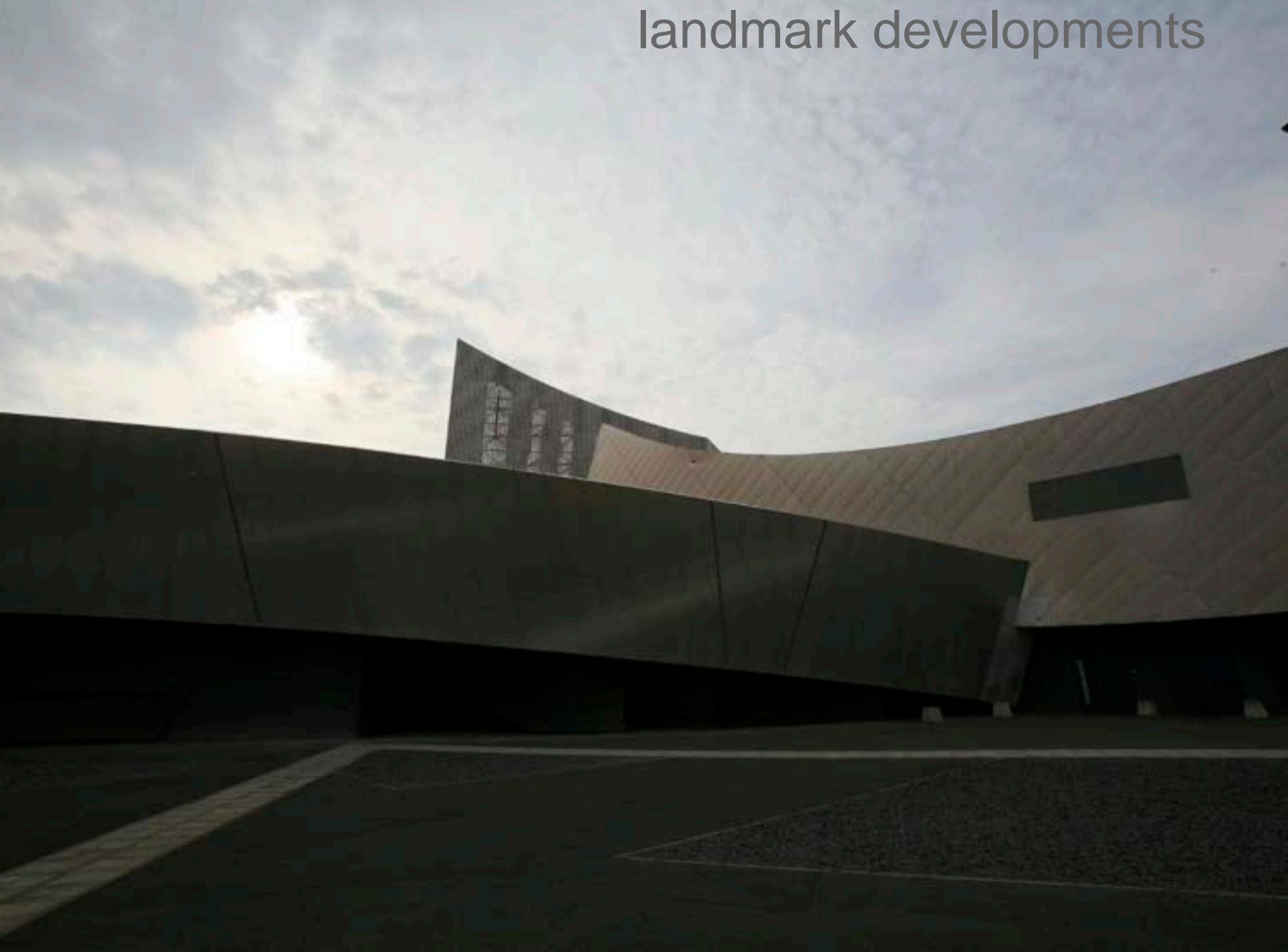
wide open spaces?







landmark developments







light industrial

Small sheds



CLIVEDON
WHOLESALE FURNITURE
TEL: 01452 7766 330079426003





industrial





NICHIRIN



industrial processing + hazardous materials











office







Transport and Distribution



World Freight Centre











retail + leisure





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

UNITED CAR TYRES

OLD REDS CAFE

DEMOLITION DIRECT UK LTD
GET IT DONE FAST
0161 271 9999

Wool

Wool logo and text



but there's enormous further potential...











R
I
D
G
E

















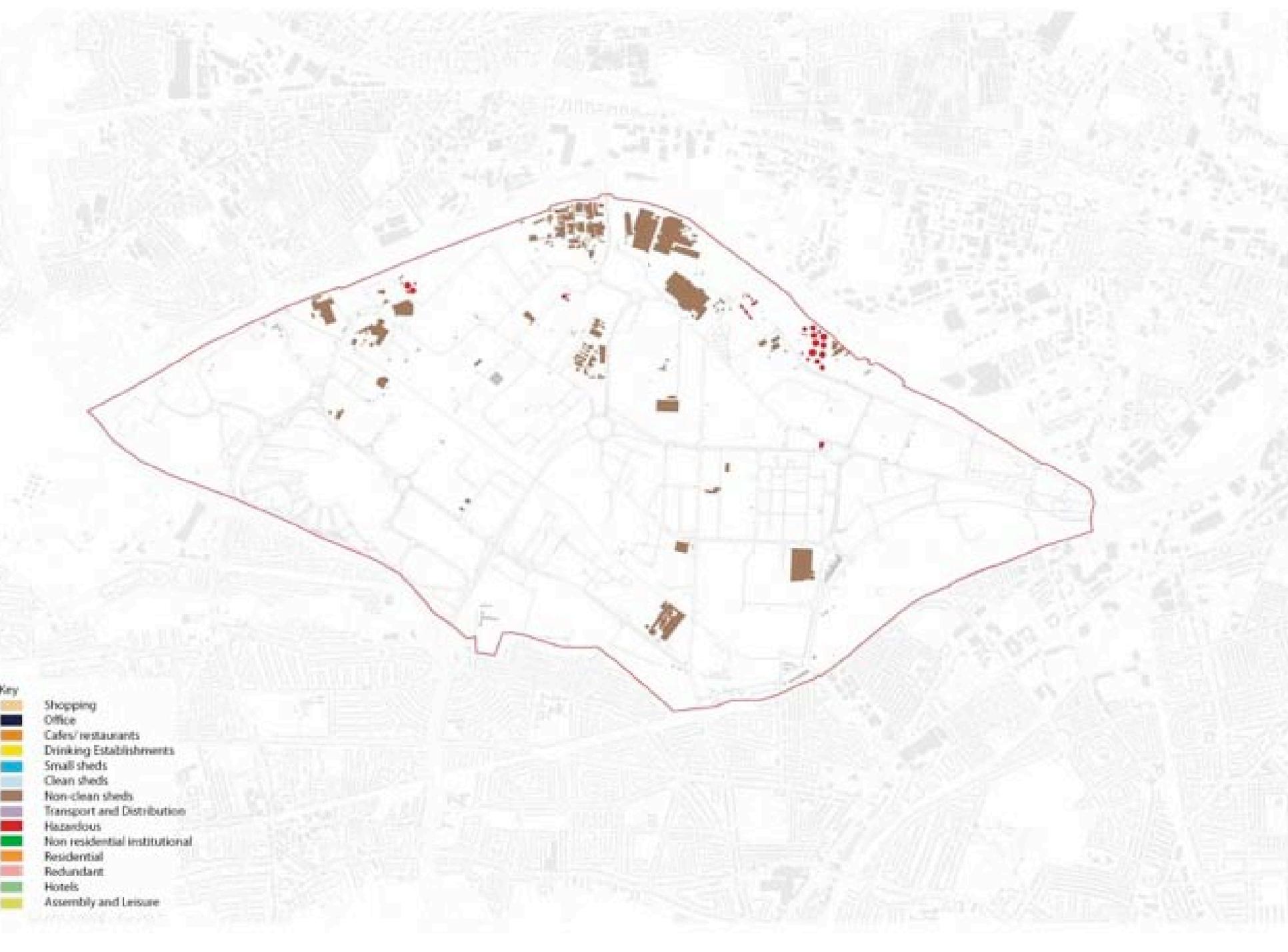
BRADFORD
PARK HOTEL

3RD AVENUE

BRADFORD
PARK HOTEL

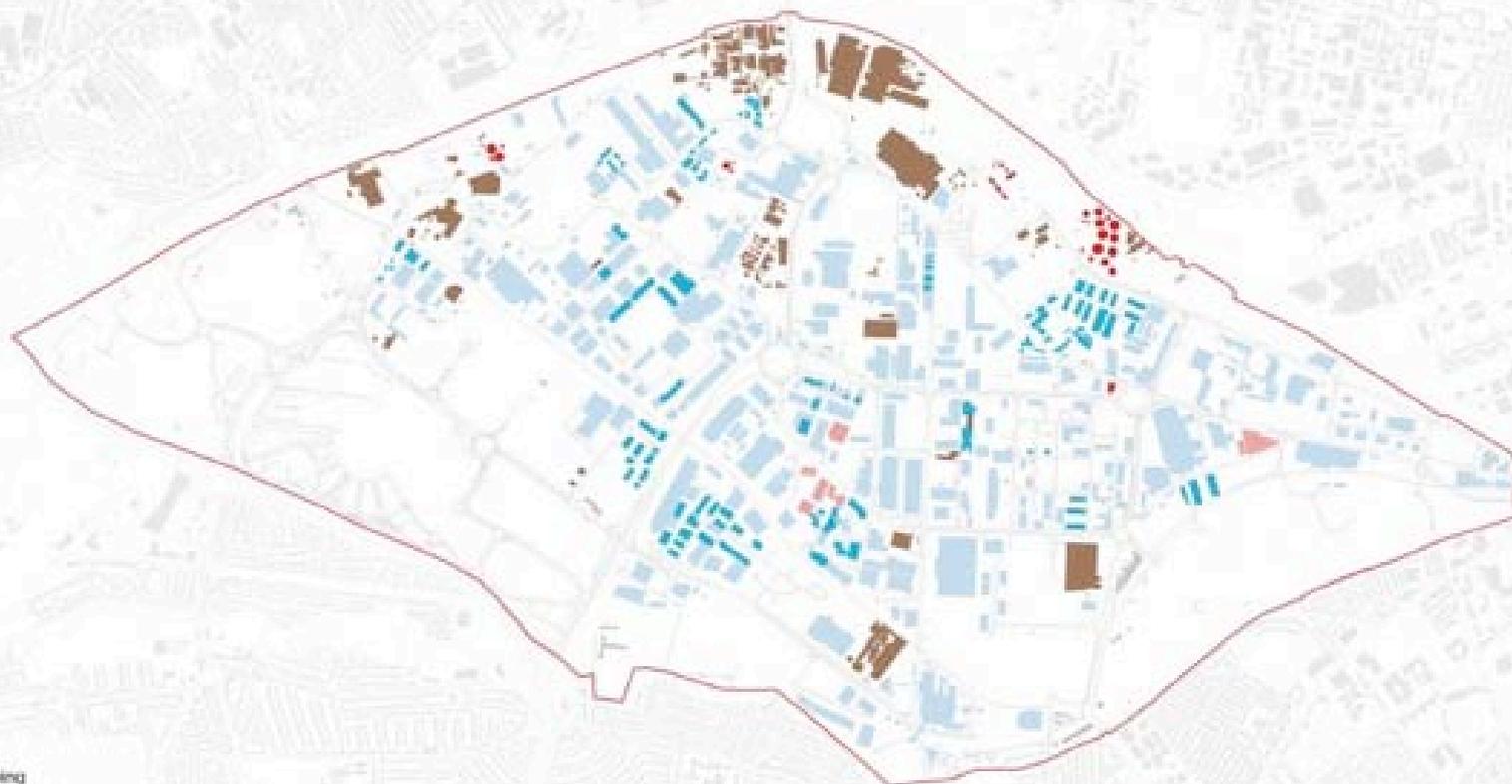


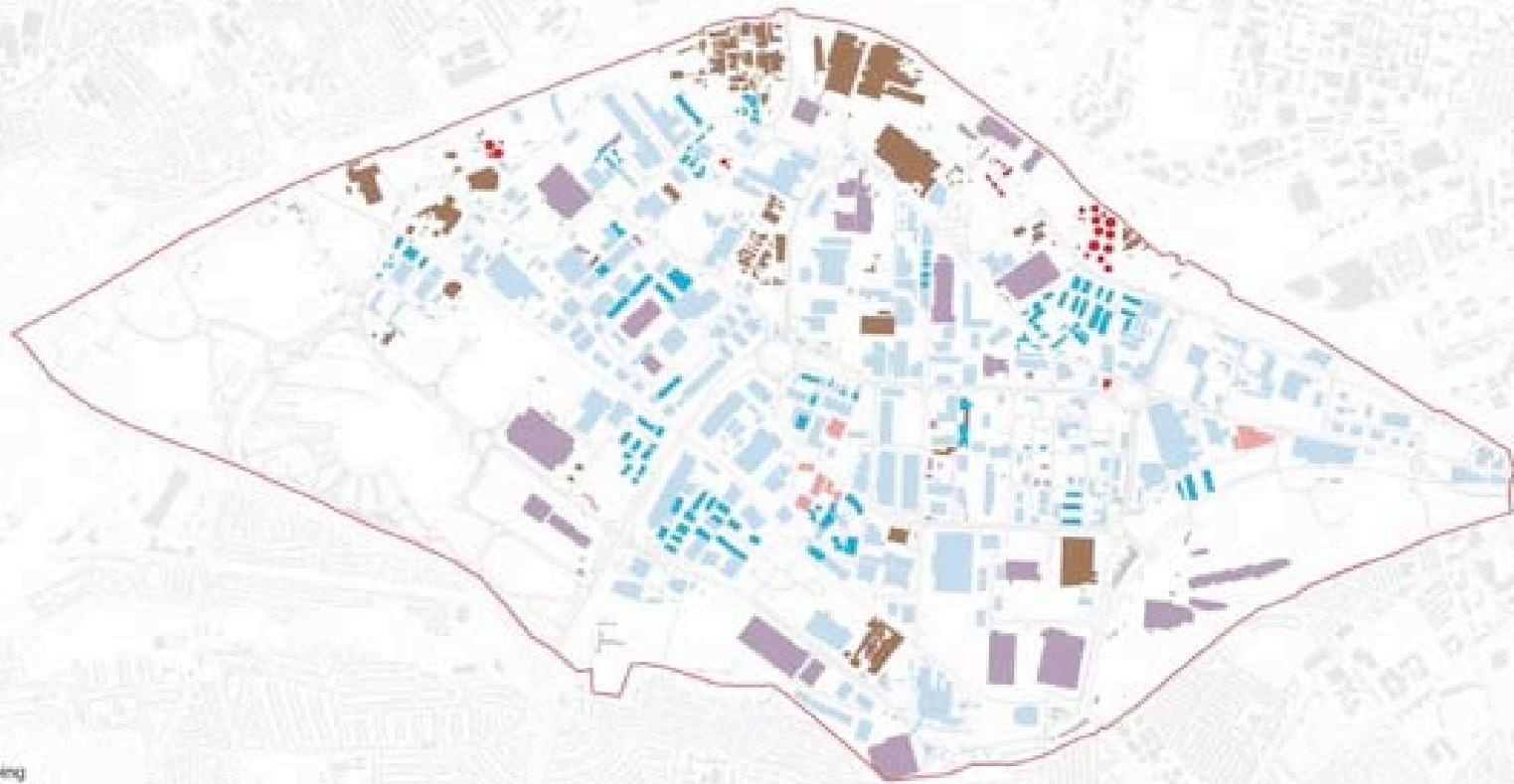
IROSEBANK



Key

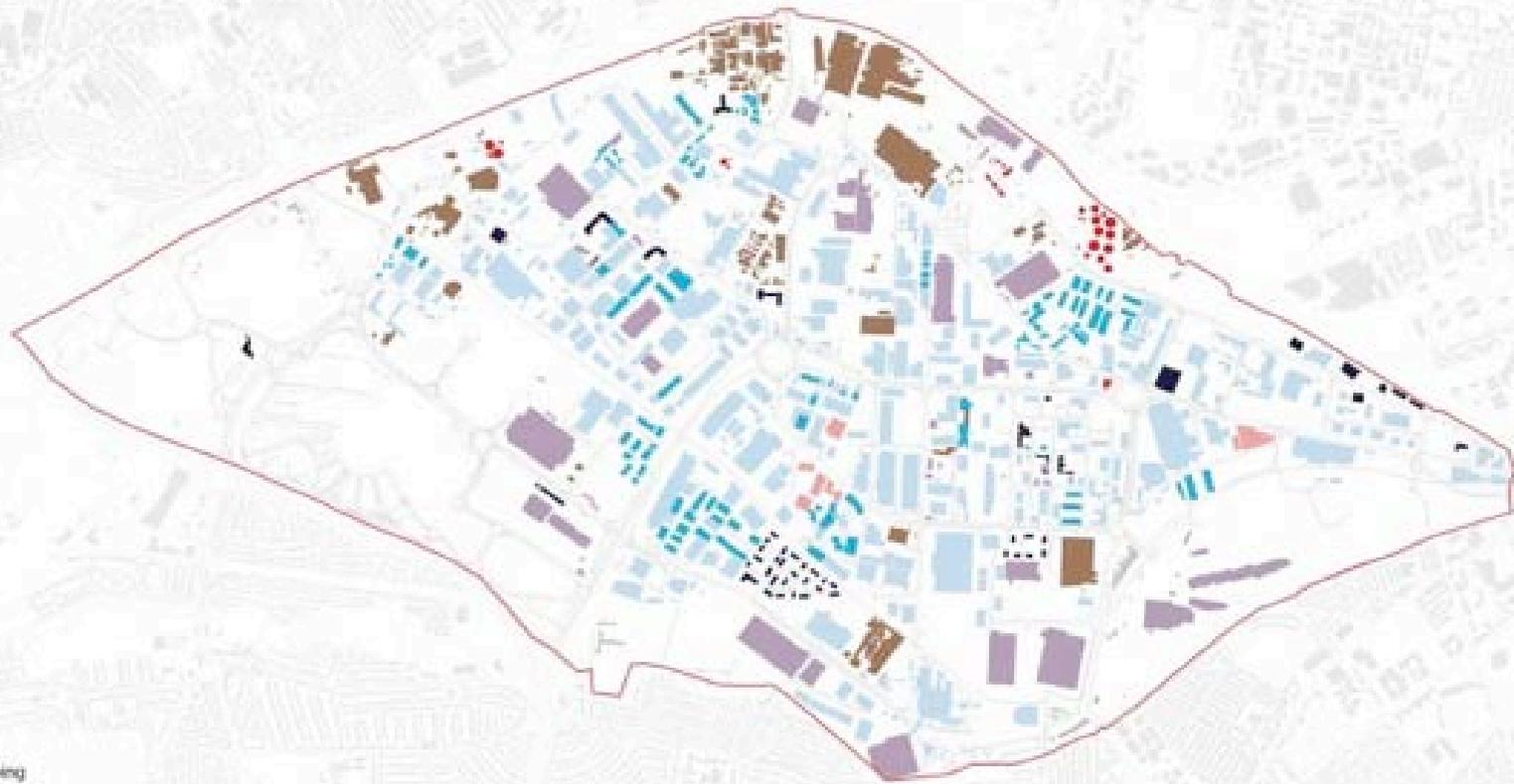
- Shopping
- Office
- Cafes/restaurants
- Drinking Establishments
- Small sheds
- Clean sheds
- Non-clean sheds
- Transport and Distribution
- Hazardous
- Non residential institutional
- Residential
- Redundant
- Hotels
- Assembly and Leisure





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



Key

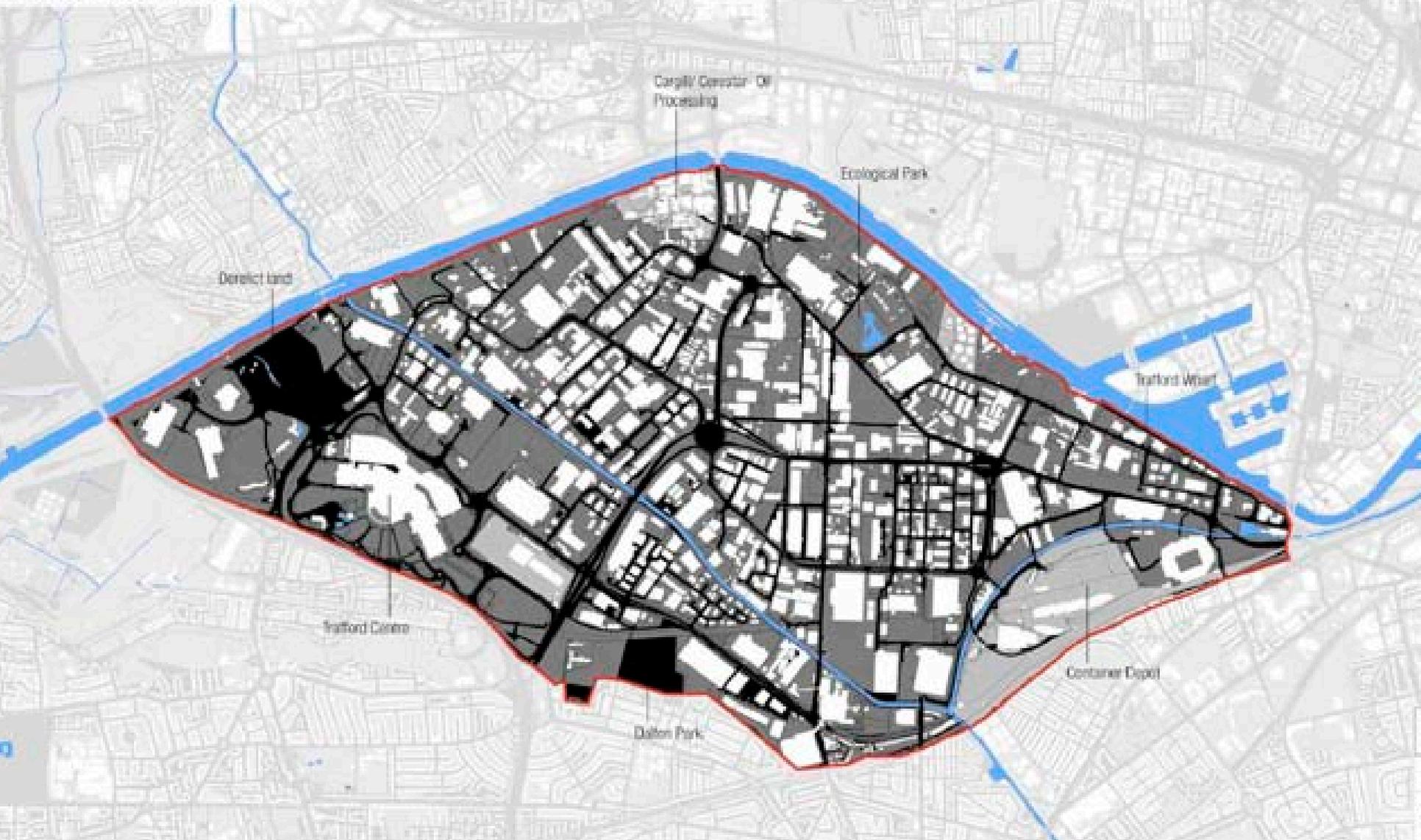
- Shopping
- Office
- Cafes/ restaurants
- Drinking Establishments
- Small sheds
- Clean sheds
- Non-clean sheds
- Transport and Distribution
- Hazardous
- Non residential institutional
- Residential
- Redundant
- Hotels
- Assembly and Leisure



Key

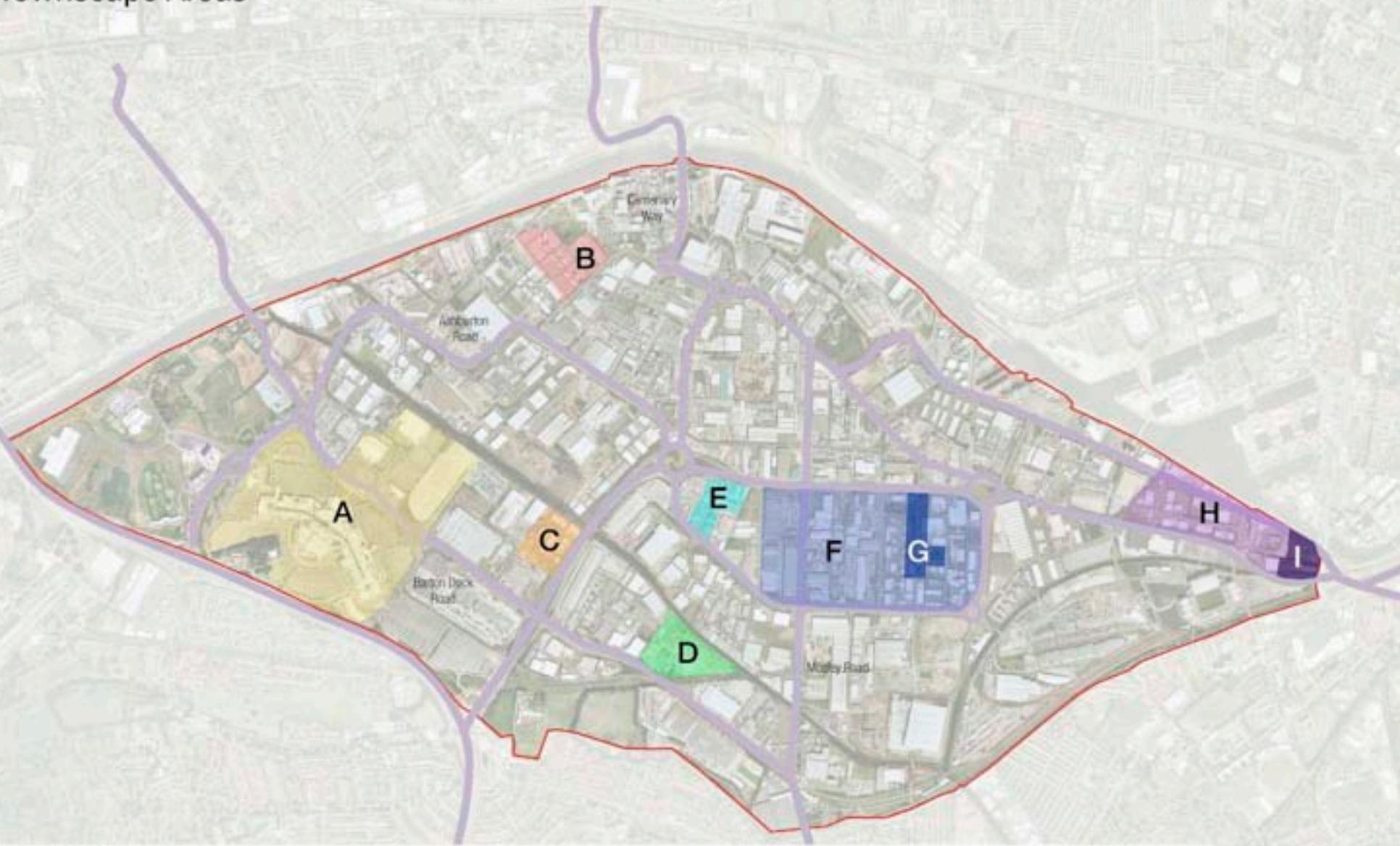
- Shopping
- Office
- Cafes/ restaurants
- Drinking Establishments
- Small sheds
- Clean sheds
- Non-clean sheds
- Transport and Distribution
- Hazardous
- Non residential institutional
- Residential
- Redundant
- Hotels
- Assembly and Leisure

Public Realm Diagram



- Key**
- Private space- buildings
 - Private space- plots- highly restricted access
 - Public/ private space- restricted access- depending on time of day and nature of access
 - Public space- highways, paths and publicly accessible open space

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 4	Legibility 4	Legibility 4	Legibility 6	Legibility 7	Legibility 5	Legibility 5	Legibility 7	Legibility 5	Legibility 7	Legibility 7	Legibility 6	
Enclosure 3	Enclosure 5	Enclosure 5	Enclosure 1	Enclosure 5	Enclosure 6	Enclosure 6	Enclosure 7	Enclosure 6	Enclosure 7	Enclosure 5	Enclosure 5	Enclosure 7	Enclosure 5	Enclosure 6	Enclosure 6	Enclosure 6	
Fine grain 2	Fine grain 6	Fine grain 5	Fine grain 4	Fine grain 6	Fine grain 6	Fine grain 6	Fine grain 7	Fine grain 6	Fine grain 7	Fine grain 5	Fine grain 5	Fine grain 5	Fine grain 5	Fine grain 6	Fine grain 6	Fine grain 6	

Area A





Area B



Area C

Area D





Area E

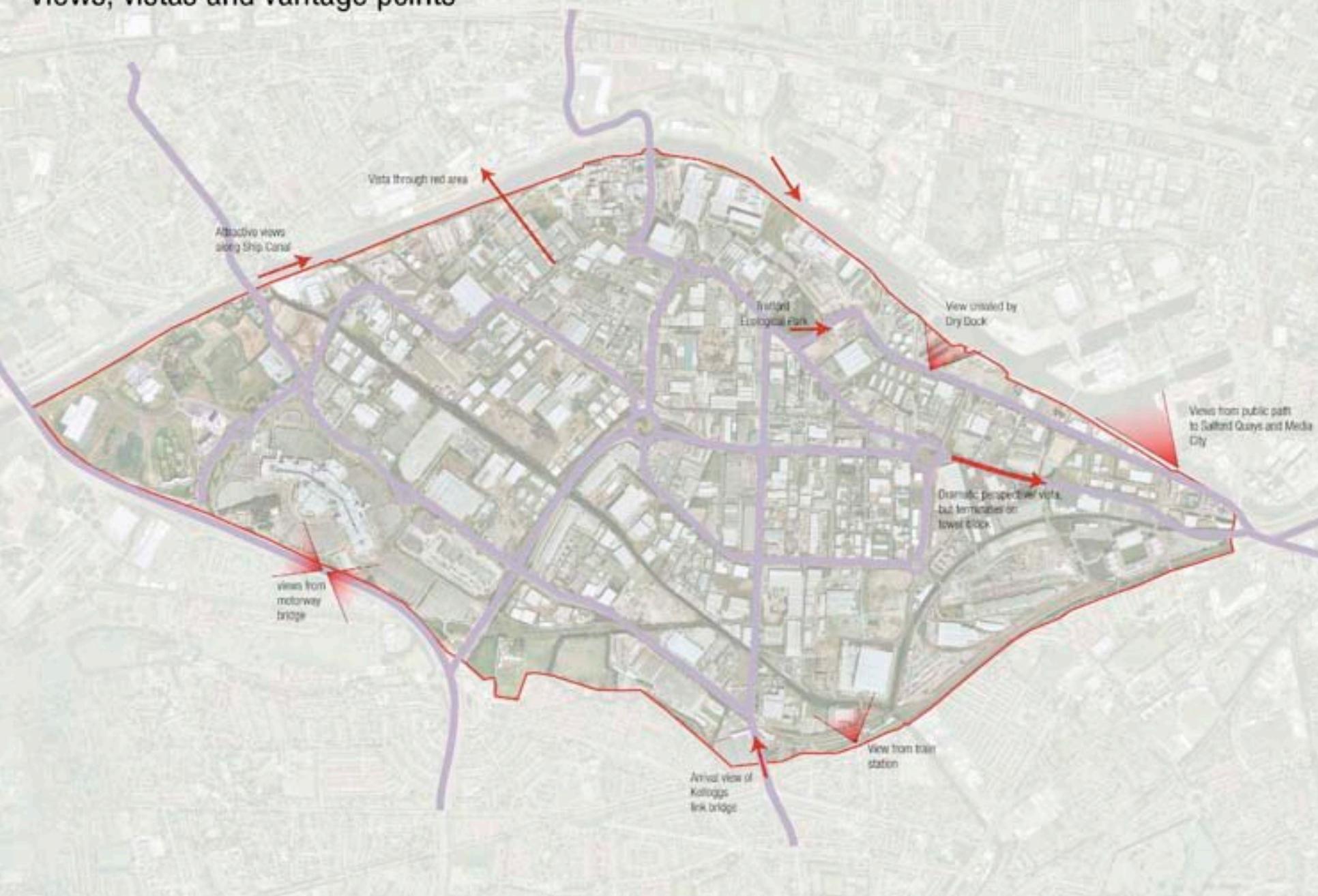
Area F ang G



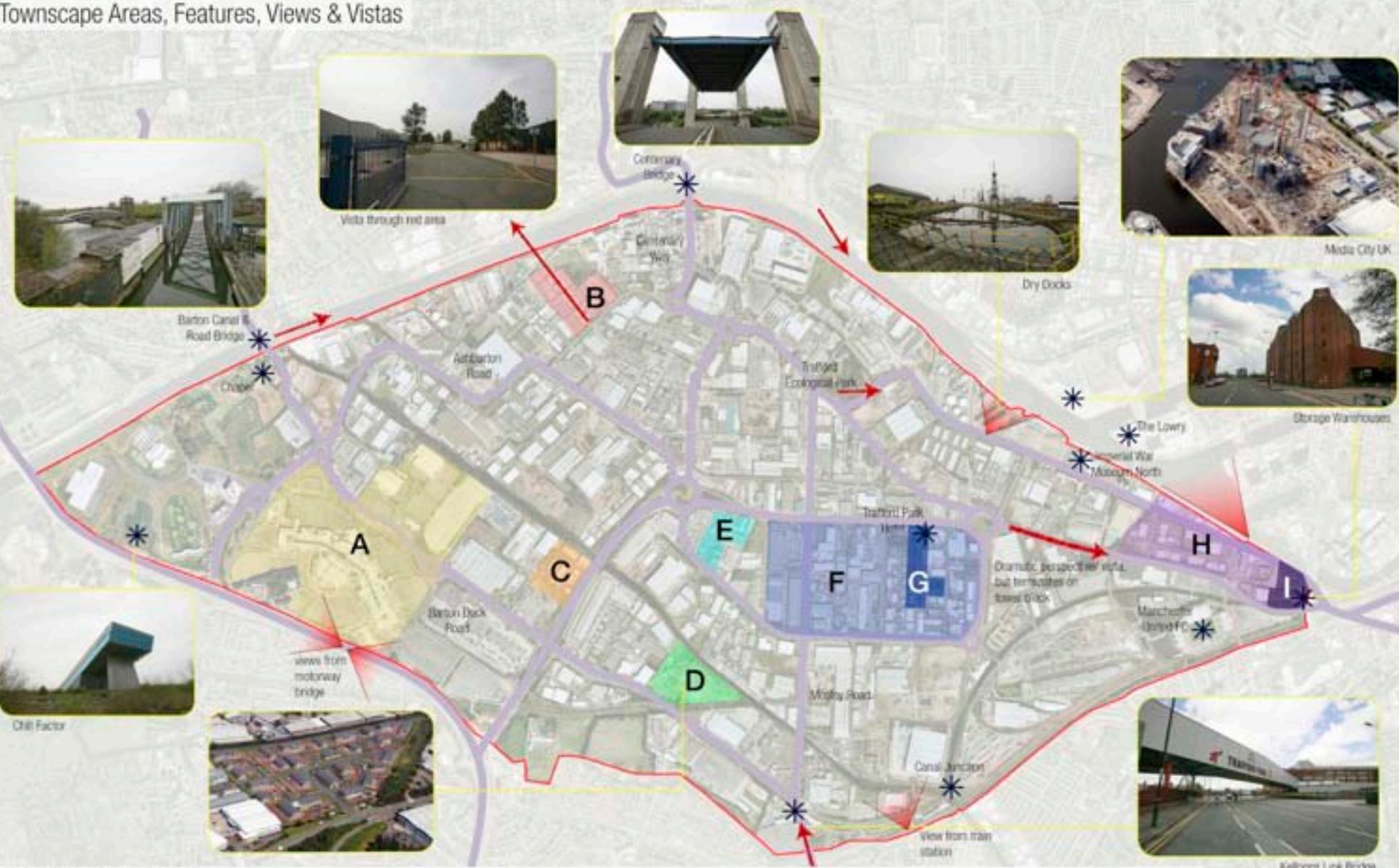


Areas H and I

Views, vistas and vantage points

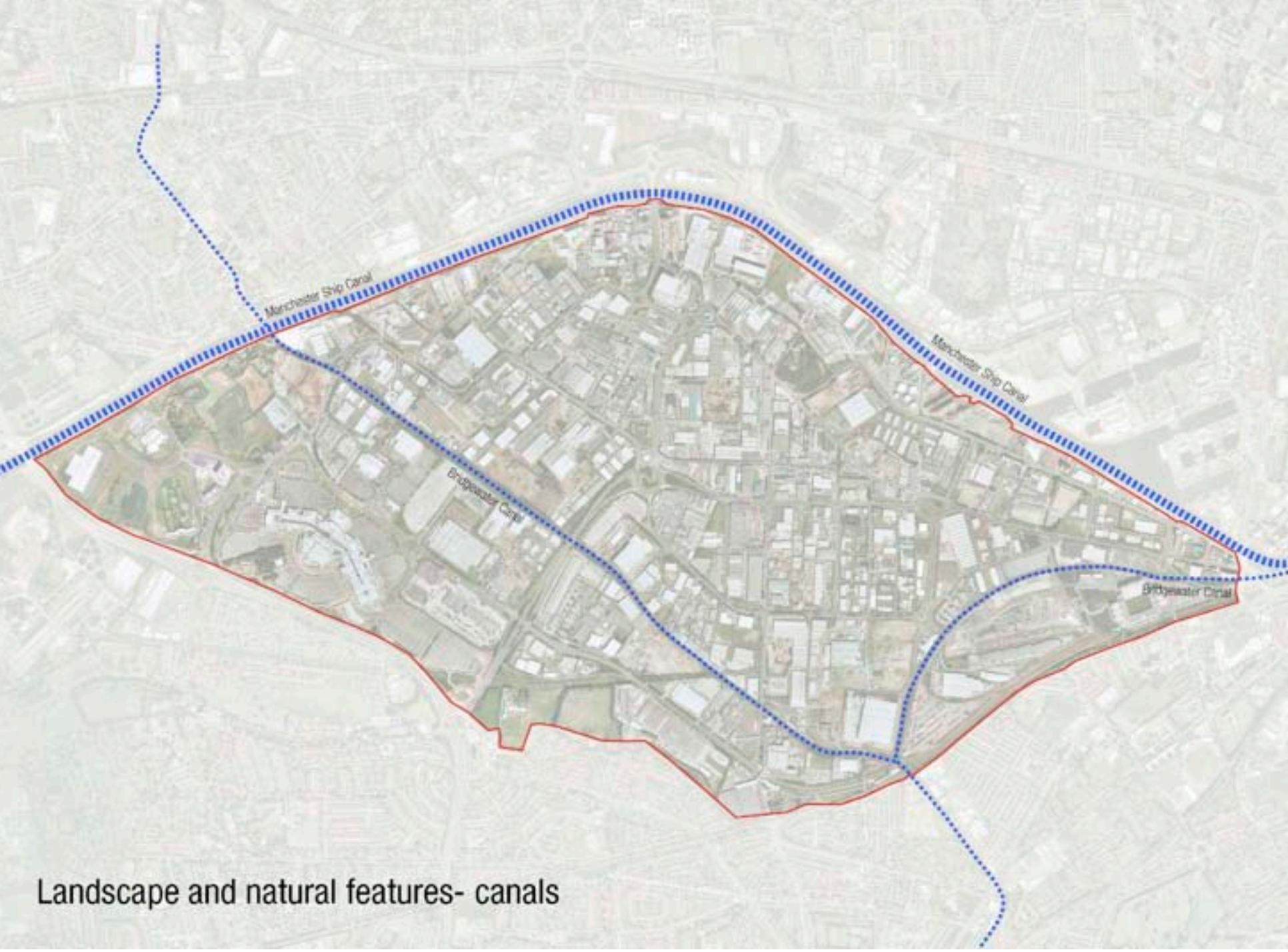


Townscape Areas, Features, Views & Vistas



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 4	Legibility 6	Legibility 7	Legibility 5	Legibility 7	Legibility 5	Legibility 5	Legibility 7	Legibility 7	Legibility 5	Legibility 7	Legibility 7	
Enclosure 3	Enclosure 3	Enclosure 1	Enclosure 1	Enclosure 5	Enclosure 5	Enclosure 6	Enclosure 7	Enclosure 5	Enclosure 6	Enclosure 5	Enclosure 5	Enclosure 6	Enclosure 6	Enclosure 5	Enclosure 6	Enclosure 6	
Fine grain 2	Fine grain 6	Fine grain 5	Fine grain 4	Fine grain 6	Fine grain 6	Fine grain 6	Fine grain 7	Fine grain 5	Fine grain 6	Fine grain 5	Fine grain 5	Fine grain 6	Fine grain 6	Fine grain 5	Fine grain 6	Fine grain 6	



Manchester Ship Canal

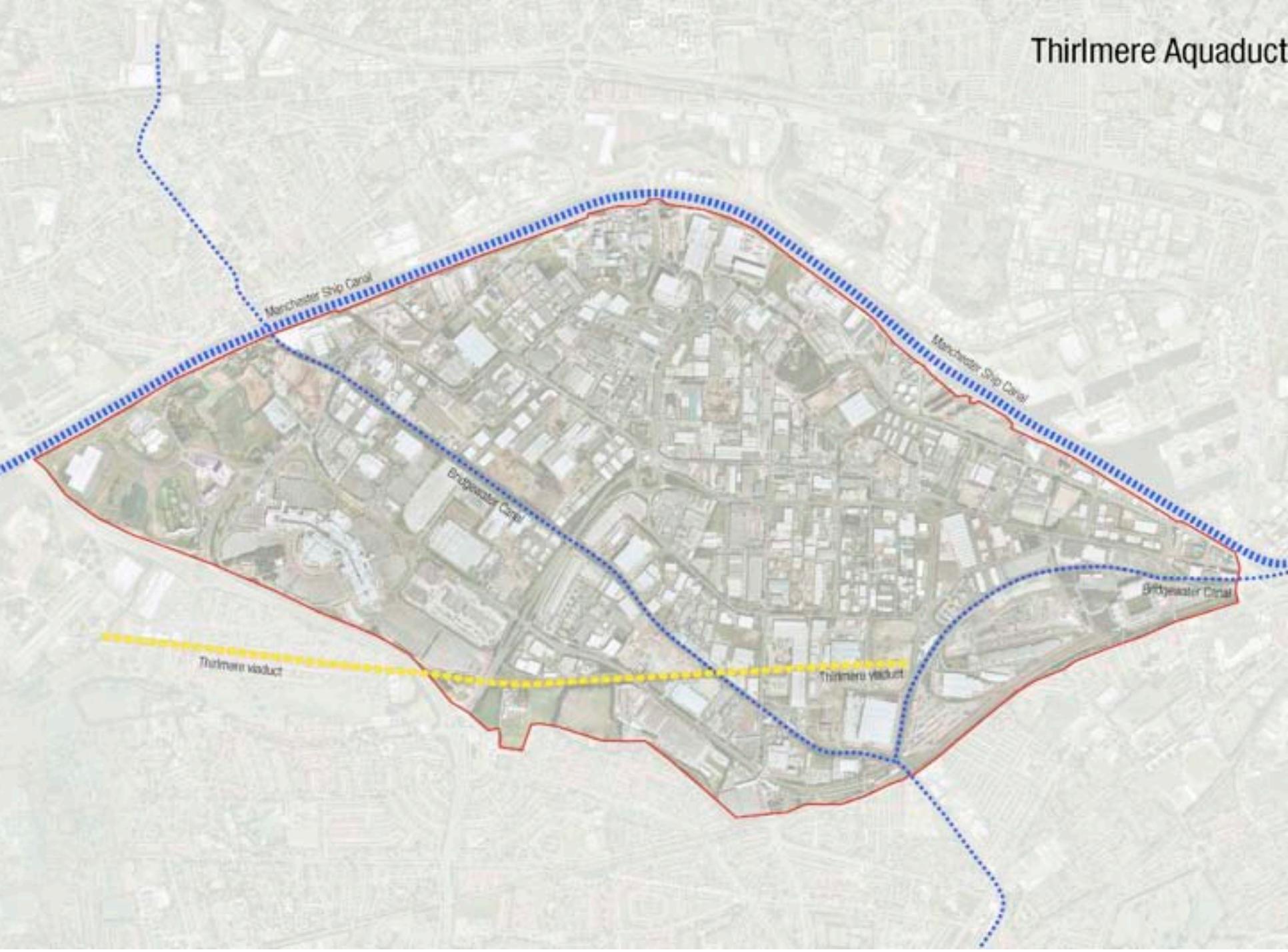
Manchester Ship Canal

Bridgewater Canal

Birtleywater Canal

Landscape and natural features- canals

Thirlmere Aquaduct



Manchester Ship Canal

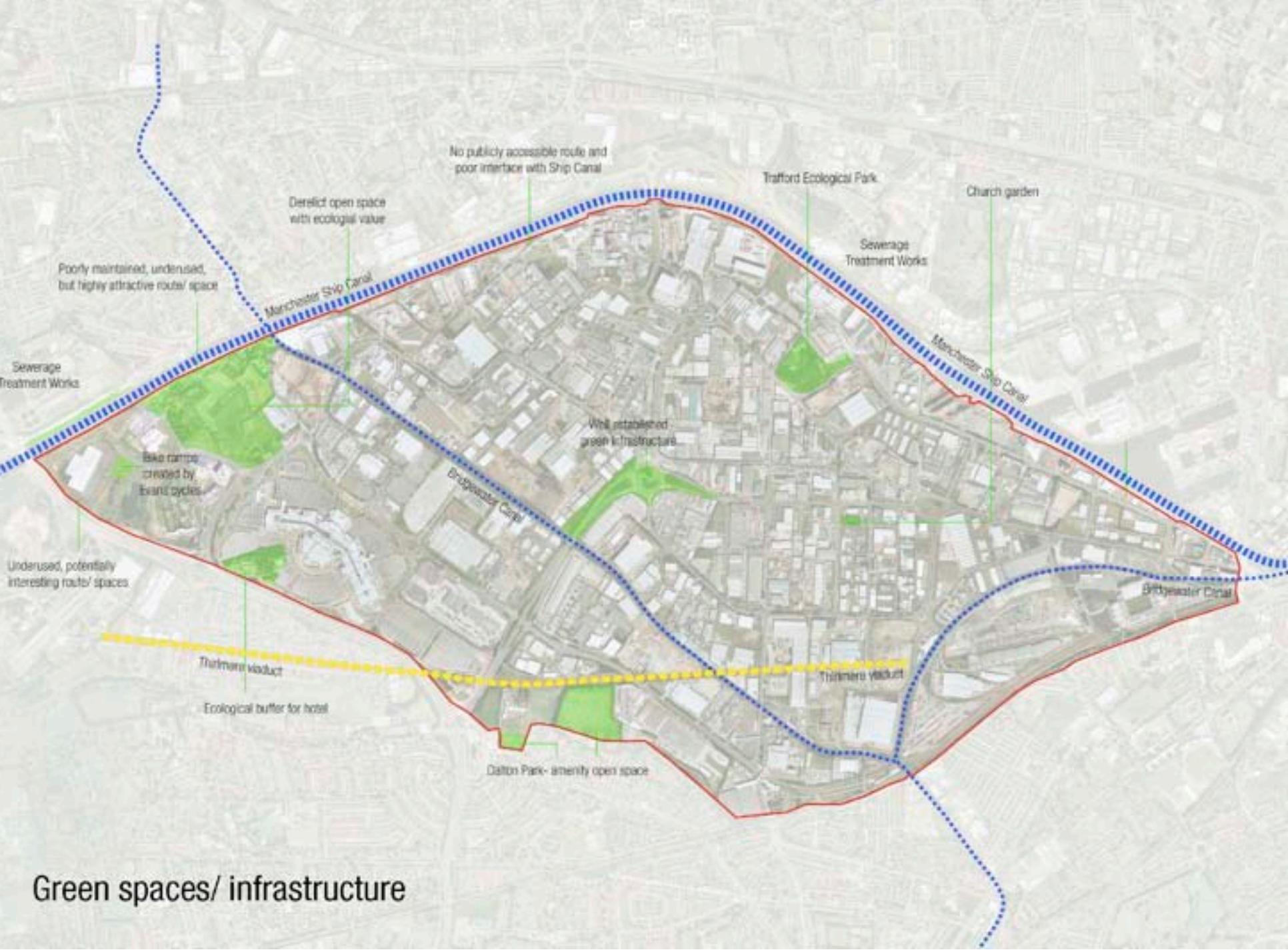
Manchester Ship Canal

Bridgewater Canal

Bridgewater Canal

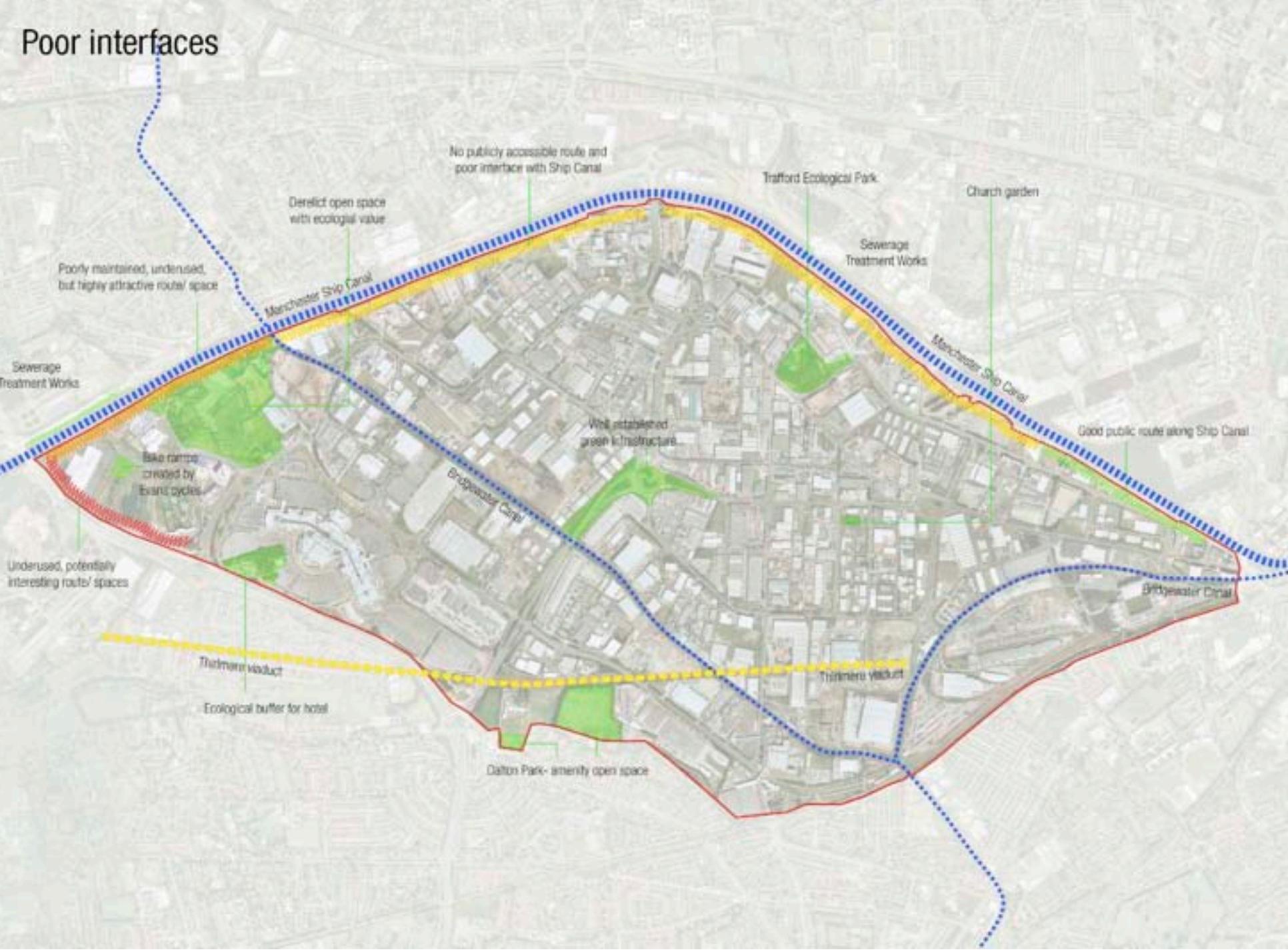
Thirlmere Aquaduct

Thirlmere Aquaduct



Green spaces/ infrastructure

Poor interfaces



Landscape and Natural Features



Poorly maintained, underused, but highly attractive route/ space



Derelict open space with ecological value



Trafford Ecological Park



Church garden

Sewerage treatment Works

Bike ramps created by Evans cycles

Well established green infrastructure



Good public route along Ship Canal



Underused, potentially interesting route/ spaces



Ecological buffer for hotel



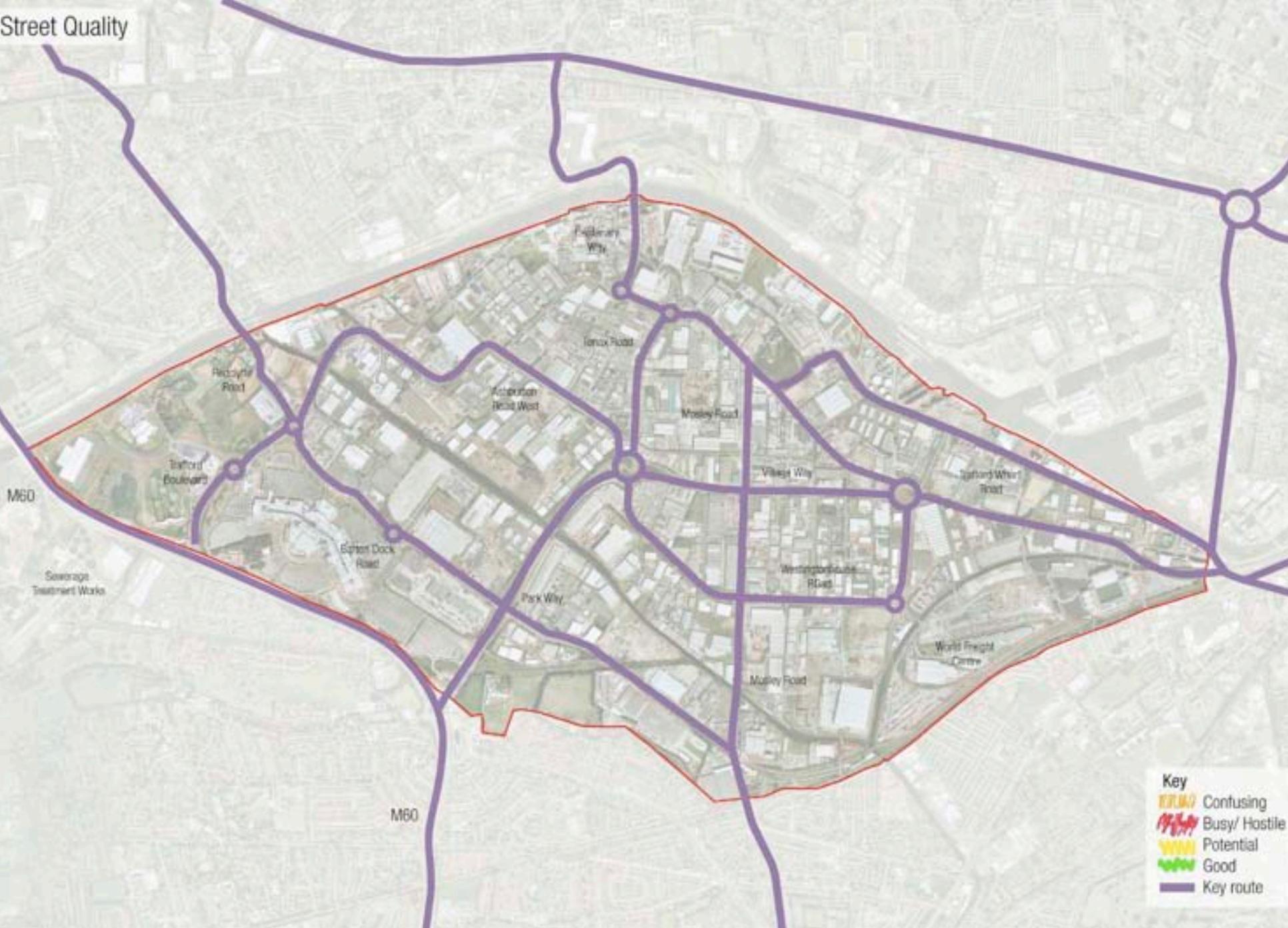
Dalton Park - amenity open space



Bridgewater Canal



Street Quality



Key

- Yellow wavy line: Confusing
- Red wavy line: Busy/ Hostile
- Yellow wavy line: Potential
- Green wavy line: Good
- Thick purple line: Key route

M60

M60

Sewerage Treatment Works

Stafford Boulevard

Reccyfe Road

Edport Dock Road

Park Way

Ashterton Road West

Fieldman Way

Tenax Road

Wesley Road

Musley Road

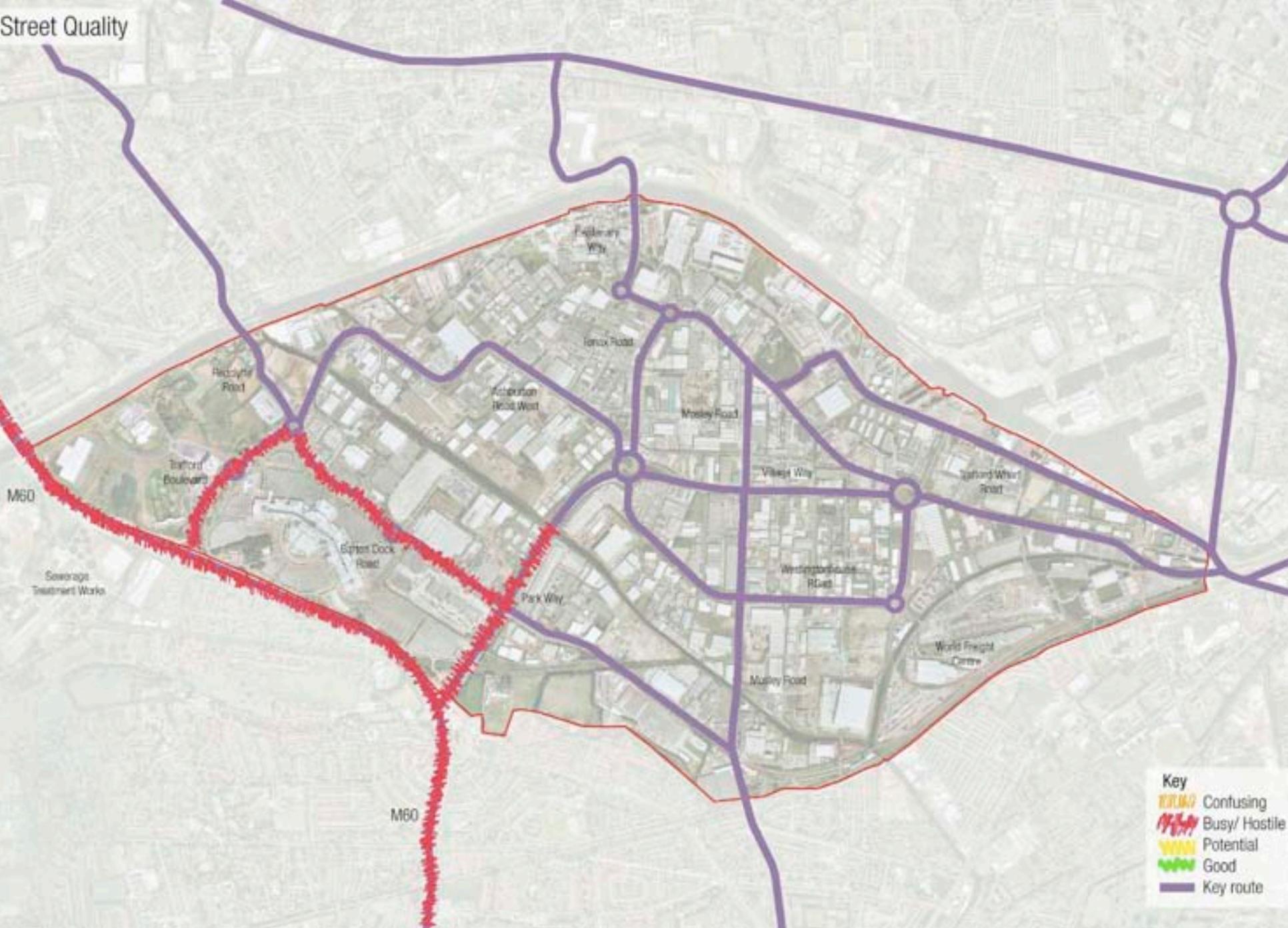
Westinghouse Road

Village Way

World Freight Centre

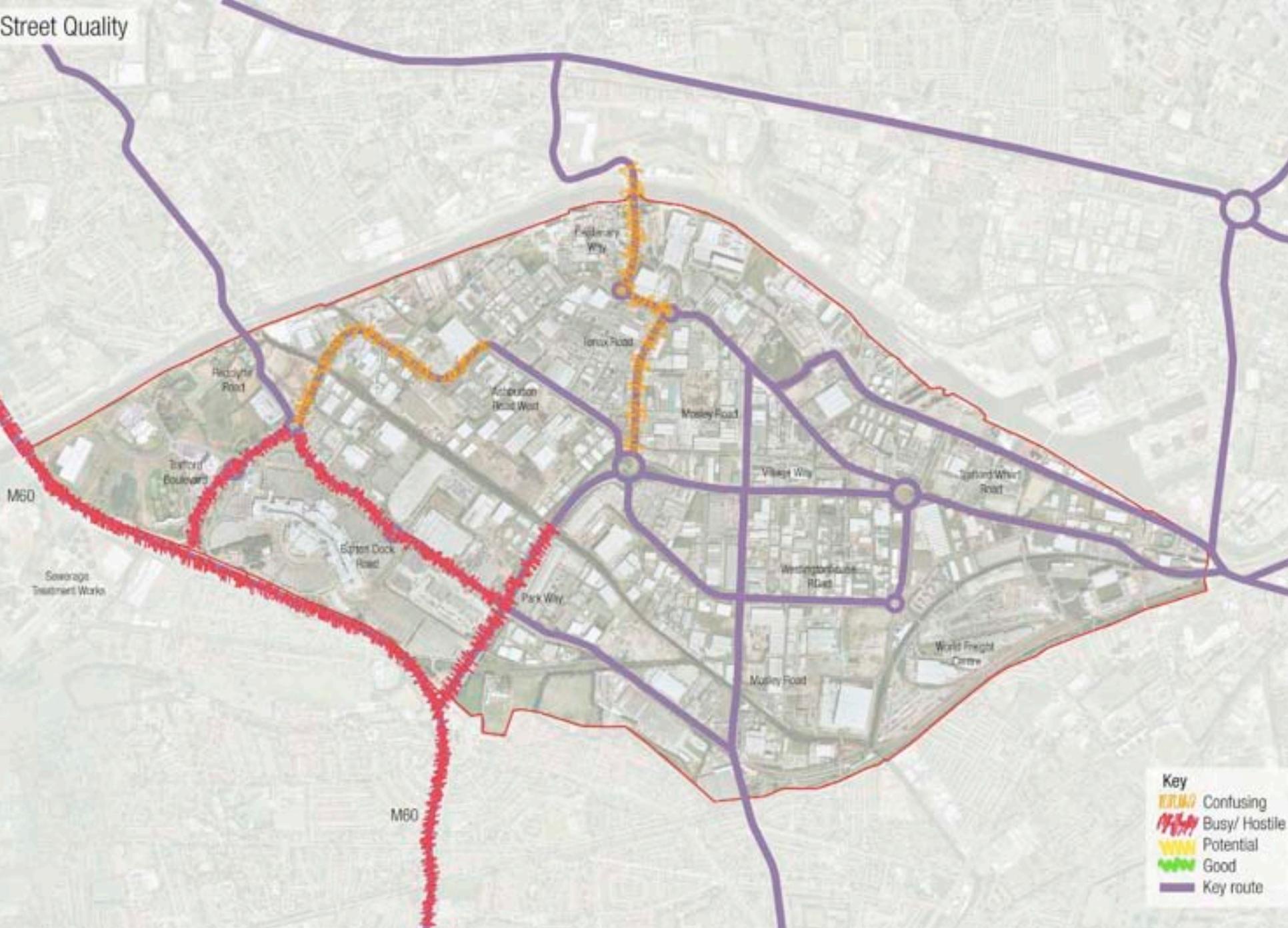
Stafford Wharf Road

Street Quality



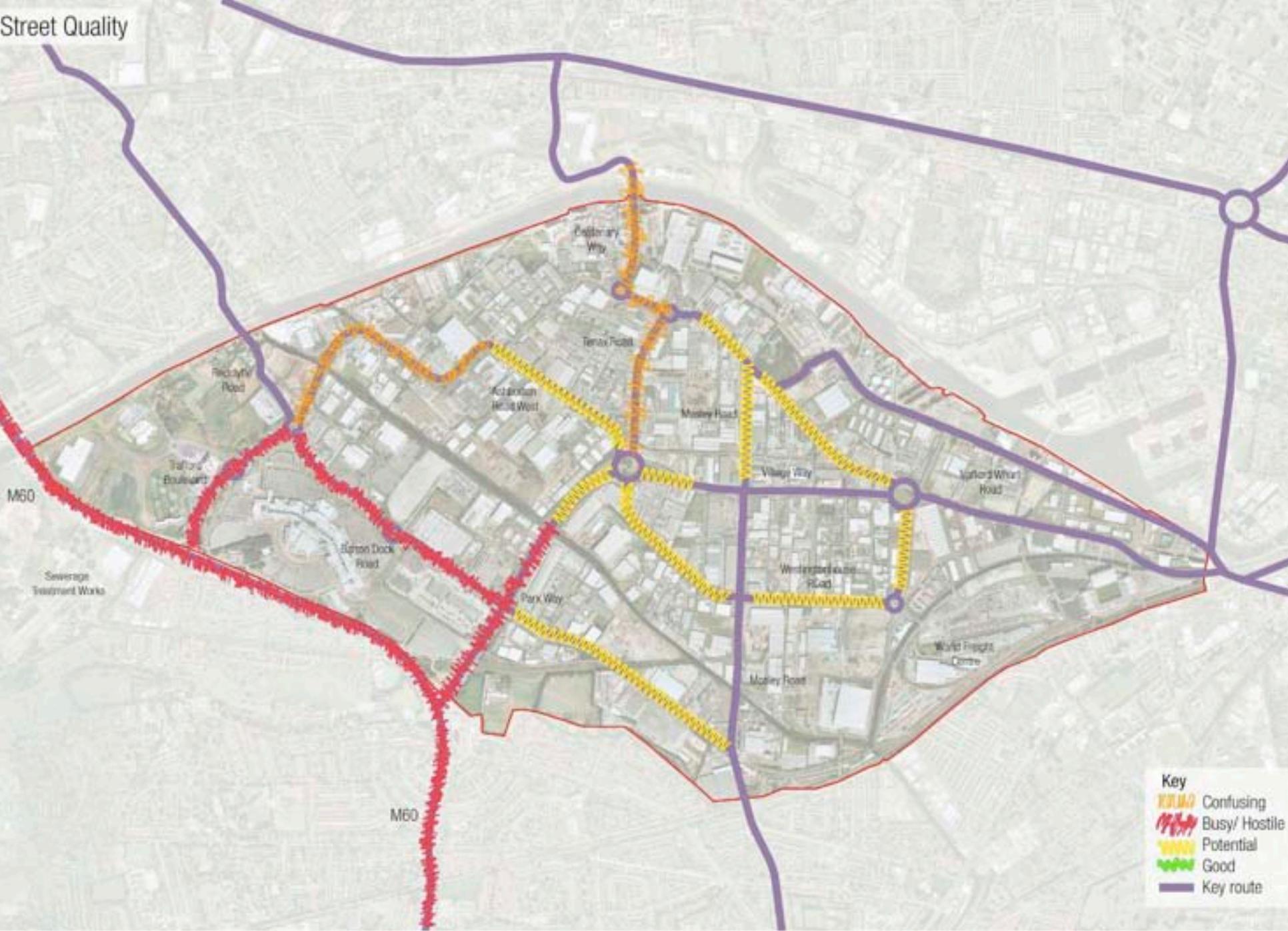
- Key**
-  Confusing
 -  Busy/ Hostile
 -  Potential
 -  Good
 -  Key route

Street Quality



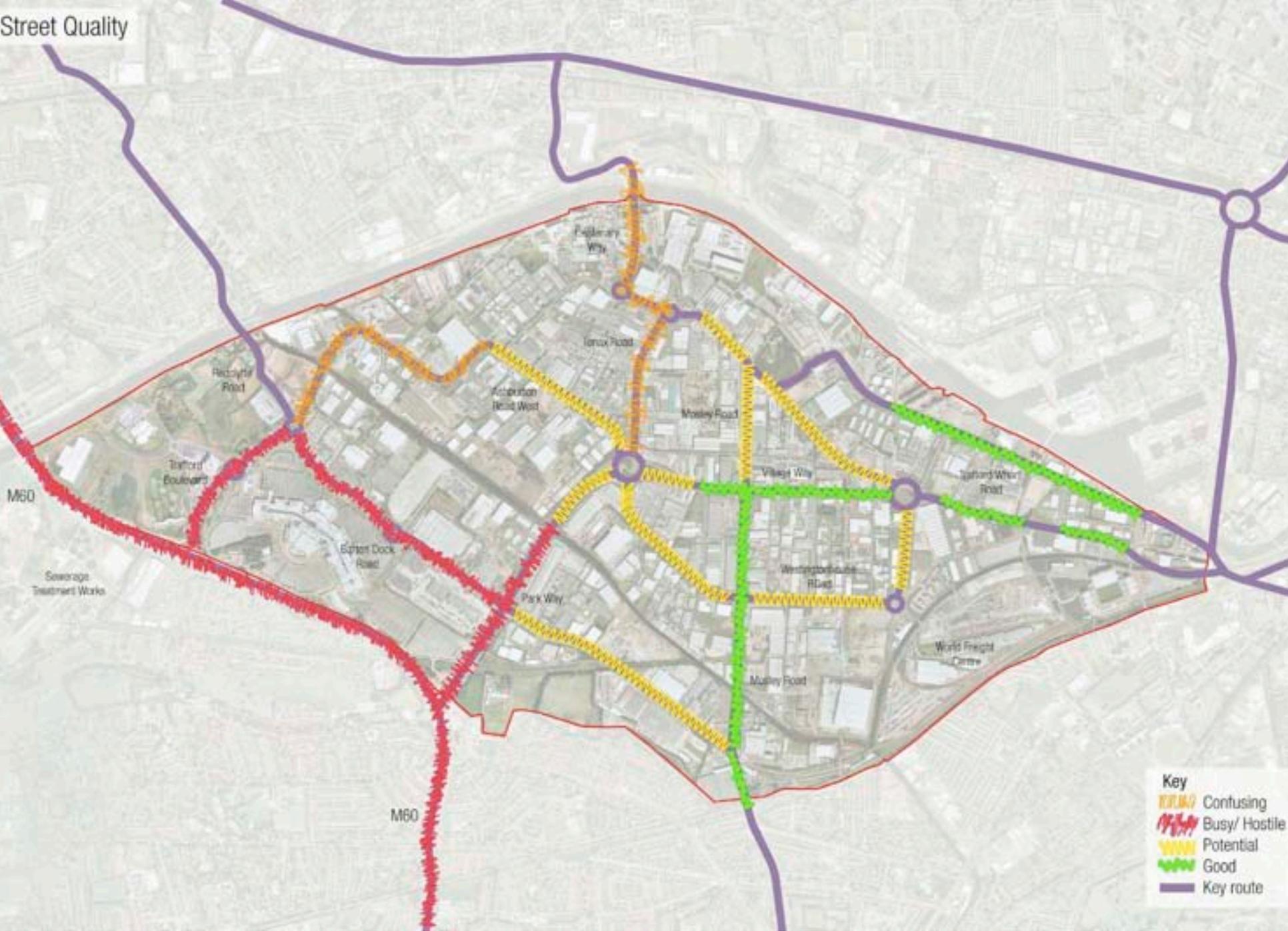
- Confusing
- Busy/ Hostile
- Potential
- Good
- Key route

Street Quality



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

Street Quality



- Key**
- Red (jagged) Confusing
 - Red (jagged) Busy/ Hostile
 - Yellow (dashed) Potential
 - Green (solid) Good
 - Purple (thick line) Key route

Street Quality



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



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

Chili Factor

Trafford Boulevard

Ecological buffer for Hotel

Sewerage Works

Underused, potentially interesting sequence of spaces

Trafford Wharfside

- Major, medium term and regionally significant investment opportunity
- Very high quality, mixed use development
- Links to Salford Quays and Mediacity:UK, with focus on office based development and proximity to City Centre
- Leisure and tourism opportunities linked to sports



Trafford Park- From South



Small sheds

Village

Adidas

1&10

World Freight Centre

Park Road

Woolwichhouse Road

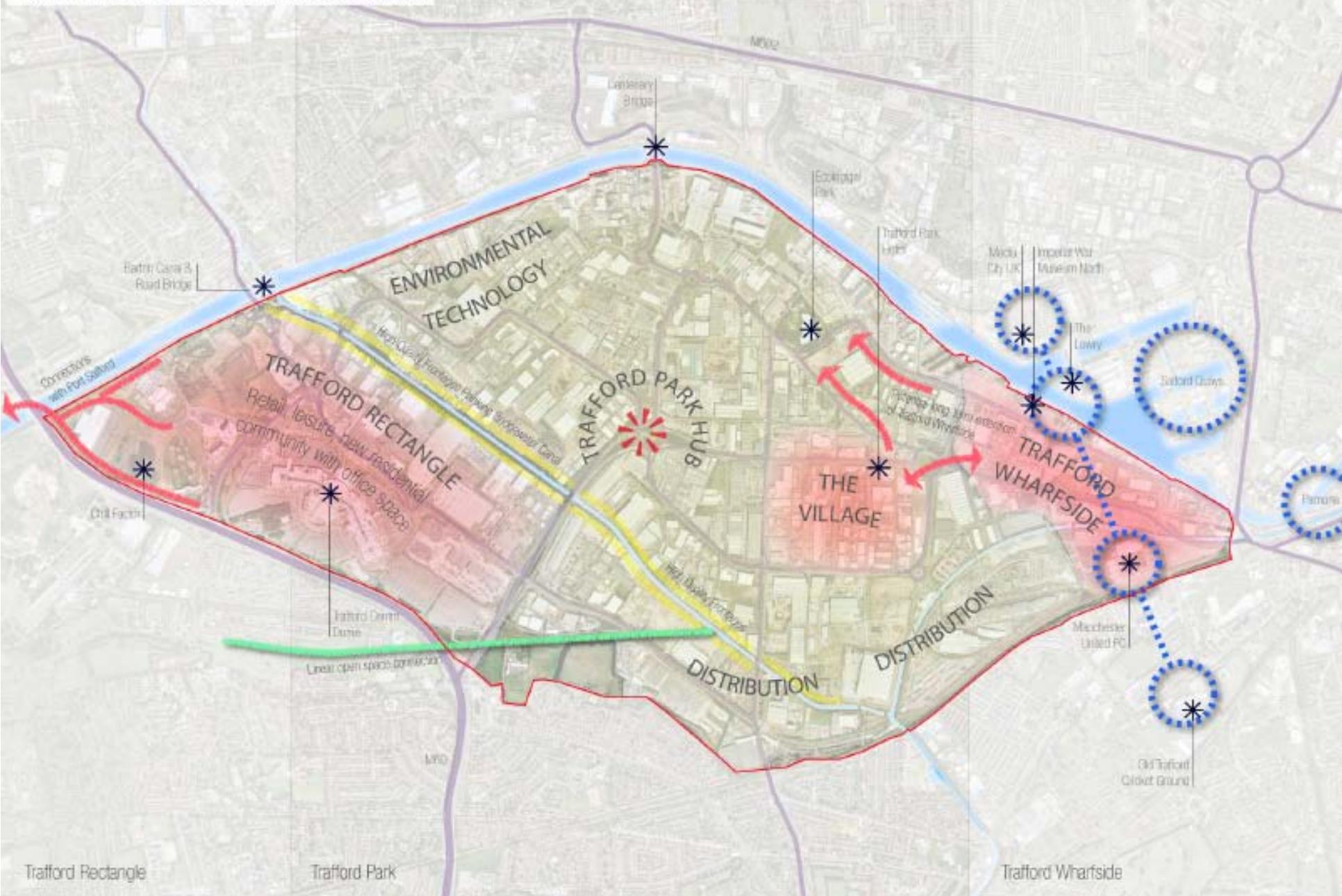
Kelllogg link bridge

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

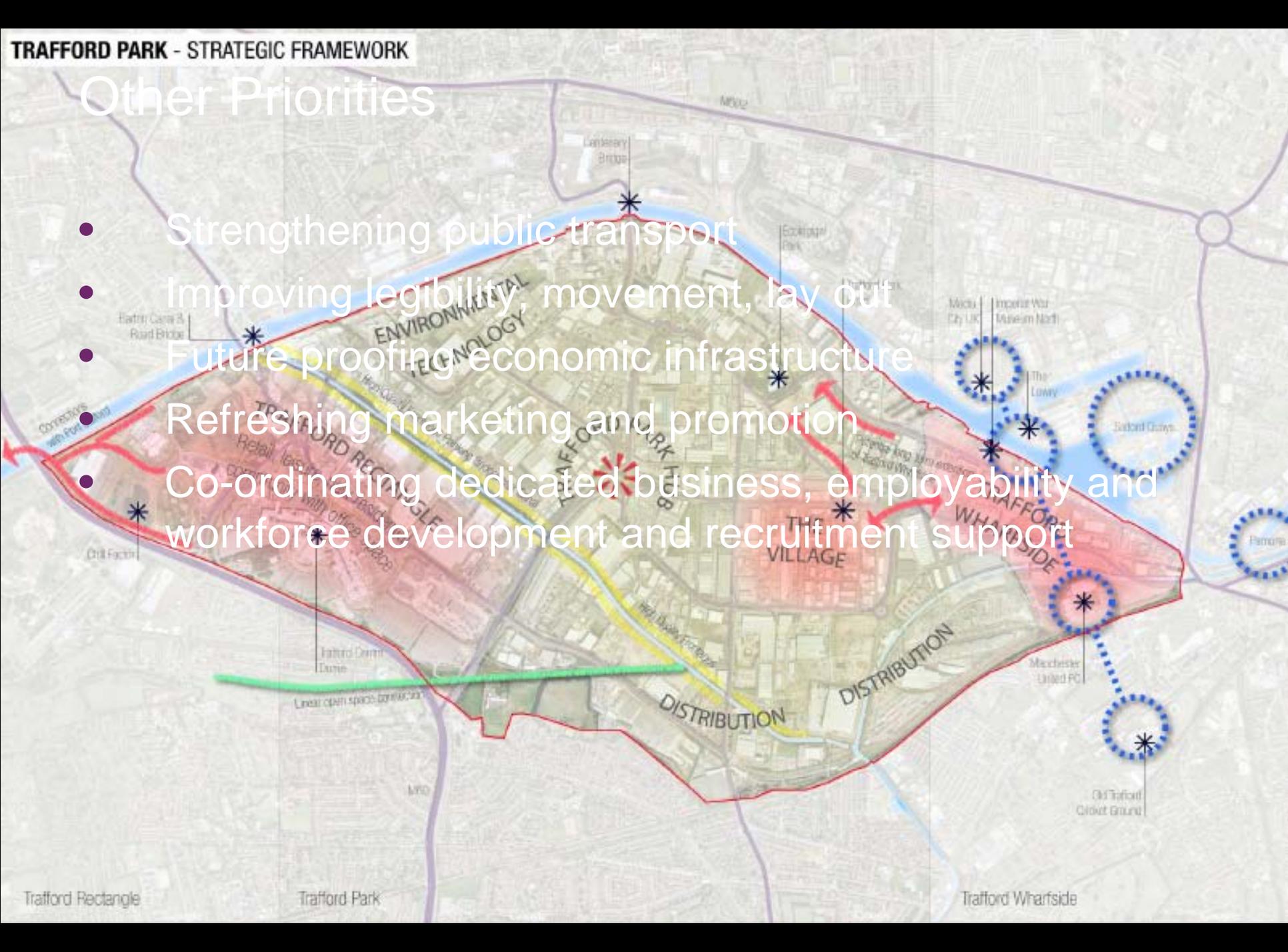


TRAFFORD PARK - STRATEGIC FRAMEWORK

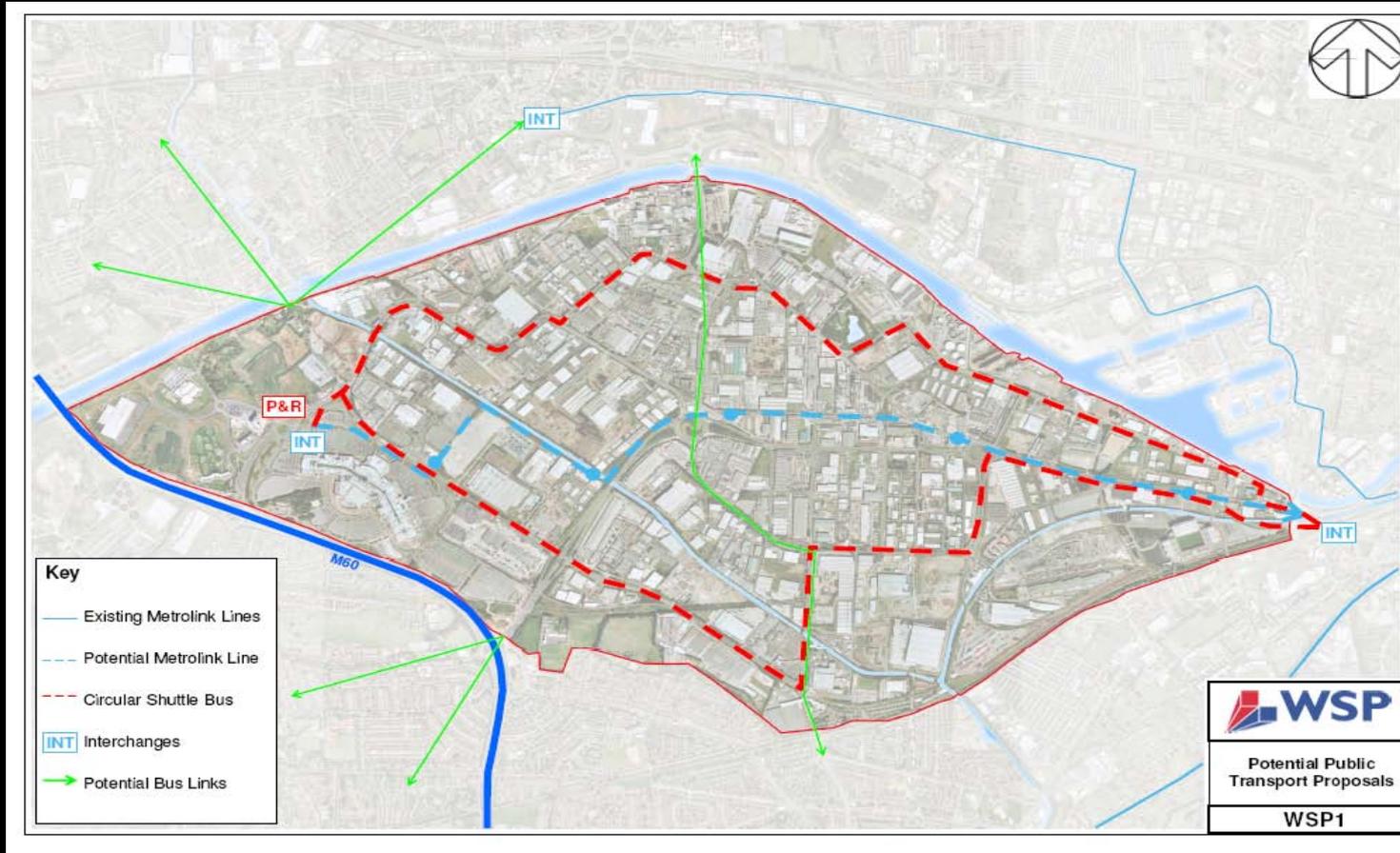


Other Priorities

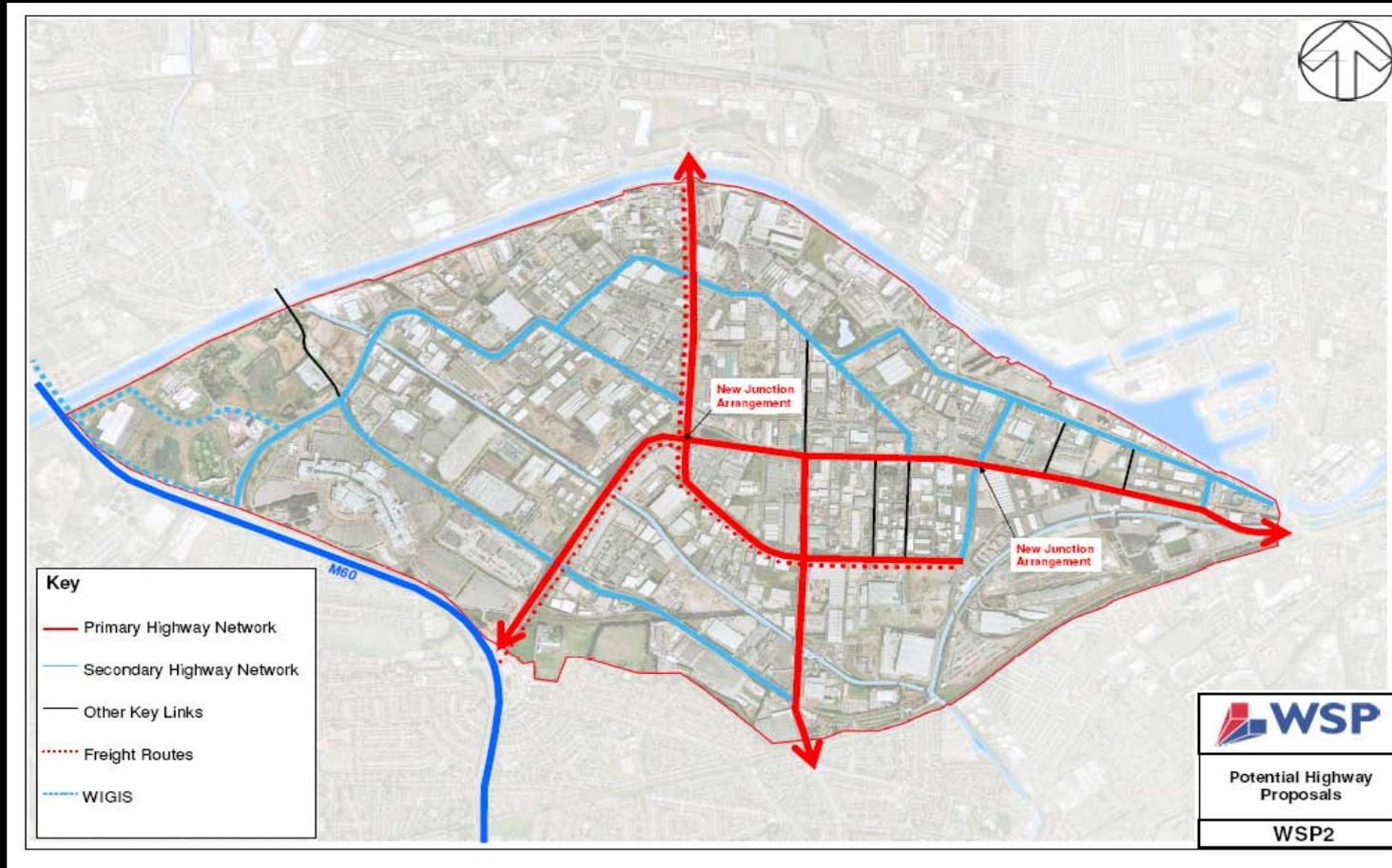
- Strengthening public transport
- Improving legibility, movement, lay out
- Future proofing economic infrastructure
- Refreshing marketing and promotion
- Co-ordinating dedicated business, employability and workforce development and recruitment support



Improving public transport

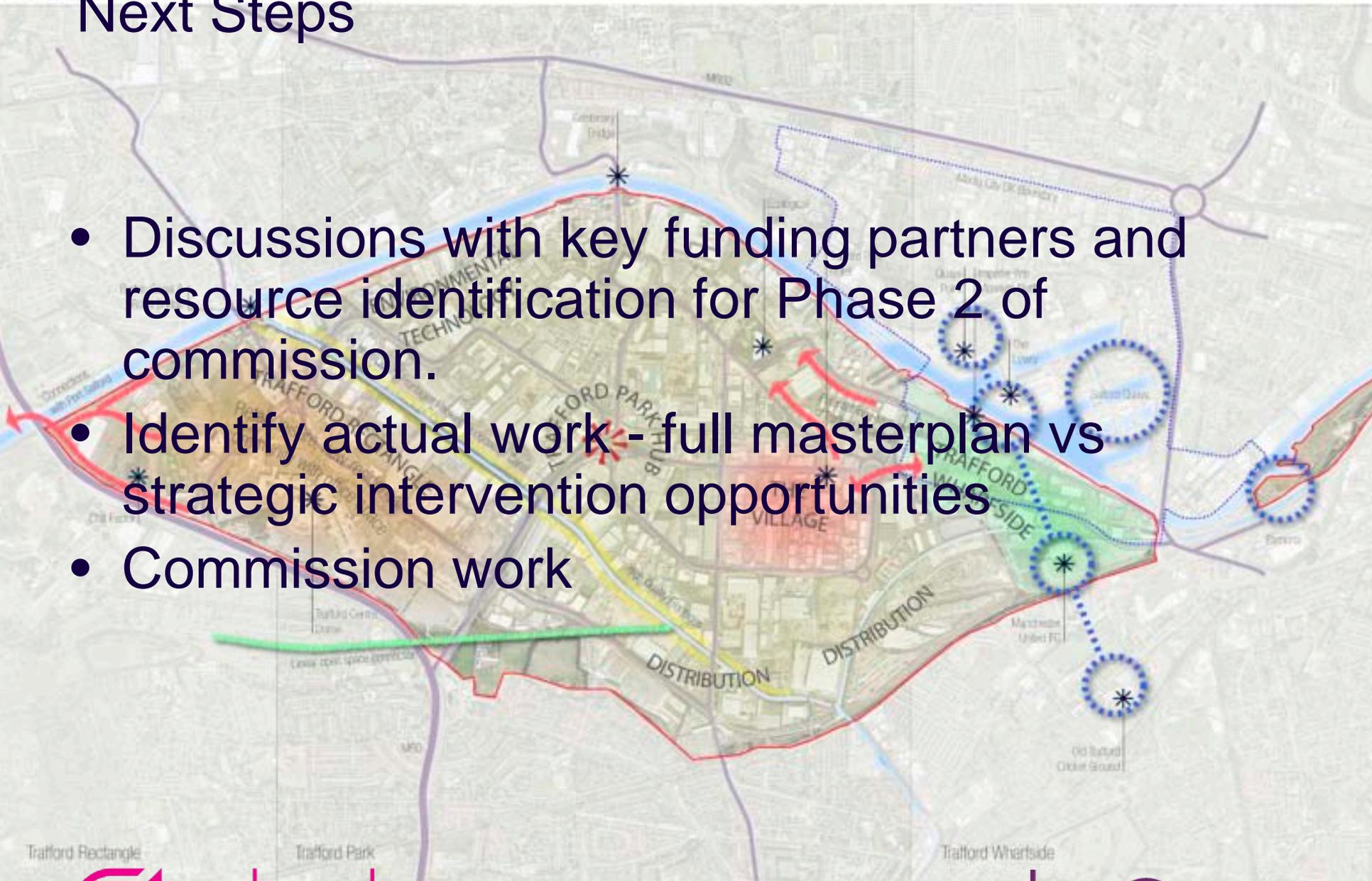


Straightforward highway hierarchy

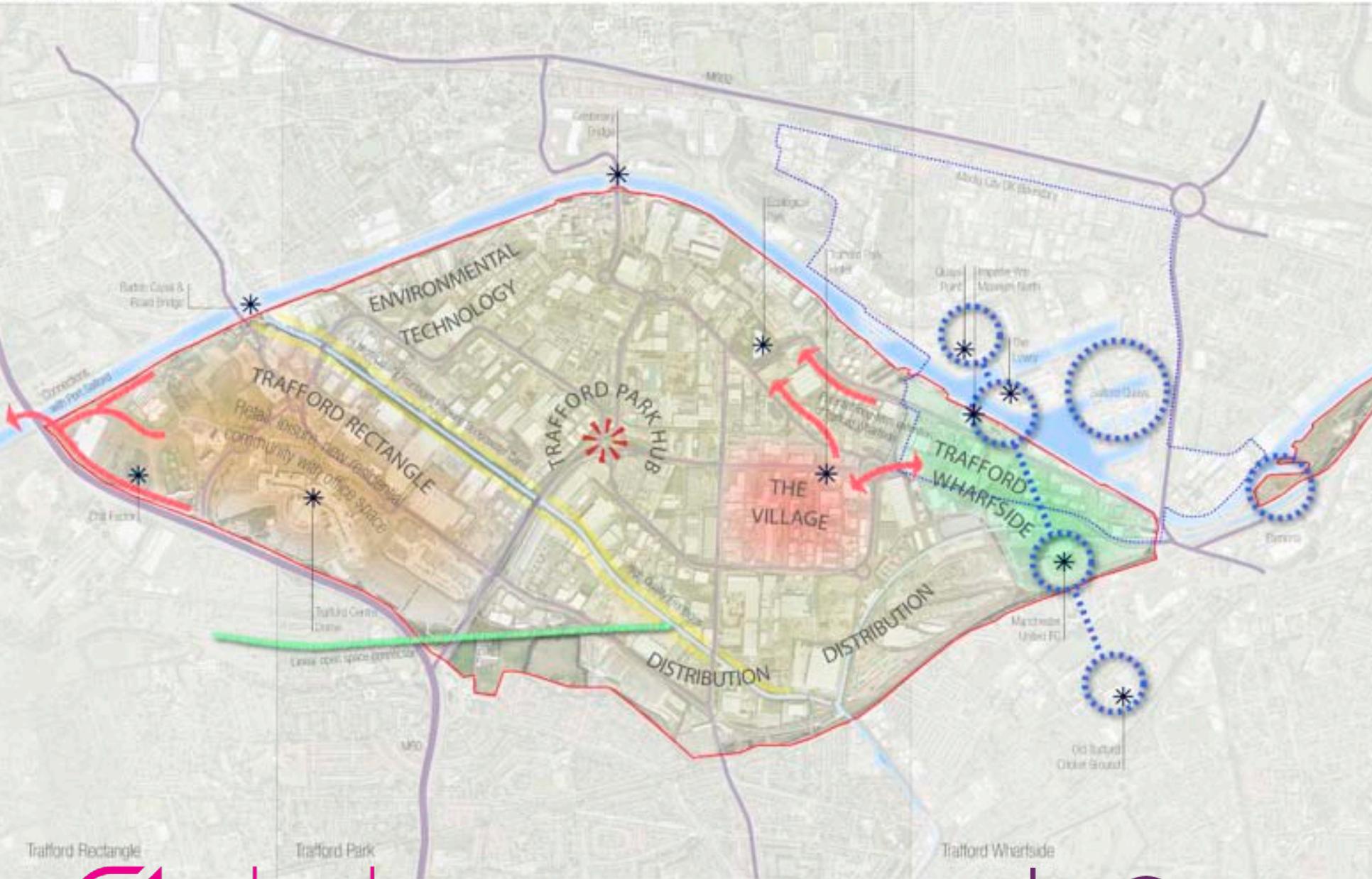


Next Steps

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



TRAFFORD PARK - STRATEGIC FRAMEWORK



Trafford Rectangle

Trafford Park

Trafford Wharfside