

SALFORD RETAIL STUDY

MARKET OVERVIEW ASSESSMENT PART II

AS AT

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1 INTRODUCTION

- 1.1 The Salford Retail Study is made up of two parts. Part I of the Retail Study included a Citywide retail expenditure capacity study for the City of Salford. The study was survey based and identified distinct shopping patterns in each of the five sub-zones (formed by the wards comprising the former CB and urban districts) within Salford.
- 1.2 The study concluded that at the Citywide level there is very little current or future surplus in convenience retailing expenditure to justify new floorspace. However, when capacity is considered at the local level there appears to be a degree of capacity in the Central Salford area due to the current under provision in the area (and overprovision elsewhere, particularly Irlam) and also leakage to competing centres elsewhere in the City and beyond.
- 1.3 In particular, Part I identified a qualitative deficiency in convenience shopping provision in the central Salford area and a case for improved local provision in the Trafford Road and Chapel Street areas and possibly in Broughton. However, apart from Salford Shopping City there is no capacity for significant extension of the existing convenience business floor space in the inner area and it would require a new major food store to provide significant cross-subsidy and regeneration benefits in some of the identified regeneration areas.
- 1.4 For comparison goods there is scope for further floor space throughout the City providing this forms a qualitative improvement to the current offer that will help claw back expenditure currently leaking from the City.
- 1.5 With regard to bulky goods, Salford does not have one distinct retail park that can compete effectively with such facilities in Trafford, Bolton and Manchester. A major new retail park in central Salford would have significant

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regeneration benefits for the area, however, there may not be the market support for a difficult site due to the proximity of competing retail parks in neighbouring authorities.

- 1.6 With these conclusions in mind, Part II of the study looks at how this potential expenditure capacity identified in Central Salford can be utilised to support regeneration schemes in the inner city. The higher land values associated with retail development can make otherwise unattractive regeneration projects feasible to the development industry. In addition to pump priming mixed-use development sites through cross-subsidy, retail development can improve investor confidence in an area, significantly improve the environment, and provide local shops and services as well as employment.
- 1.7 However, retail led regeneration proposals have to be considered in the light of Council priorities for the inner city, such as the expansion of Salford Shopping City and repopulation, and national planning guidance (outlined in Part I Section 3), in particular PPGs 6 and 13, that are reflected in local policy such as the Adopted UDP and emerging UDP Review. Another key priority for the Council is the protection and improvement of the four district centres, including Shopping City, as well as the key local centres.
- 1.8 Part II of the report considers four inner city sites identified by the City Council as having retail led regeneration potential in the light of the findings or Part I of the report. In particular, Part II prioritises the proposals based on the potential market interest and considering the policy context and (Part I) retail capacity issues.
- 1.9 This section considers the four inner city regeneration proposals in turn:
- Chapel Street;
 - Broughton;

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- Regent Road; and,
- Ordsall Local Centre.

Options and recommendations are presented for each centre and market / development briefs have been prepared for three of the sites. The findings of Part II of the study are brought together in the conclusions section.

2 CHAPEL STREET

2.1 LOCATION

Chapel Street (A6) is a major arterial route to the west of Manchester City Centre, providing ease of access to the M602, M61 and East Lancashire Road (A580).

The current retail provision in the area is concentrated at the corner of Oldfield Road and the A6. The A6 between Trinity Way (A6042), Manchester Inner Ring Road and Salford University Campus, is an area of mixed commercial uses and varying residential developments including high rise/low rise flat accommodation and traditional housing. The majority of the residential stock in the immediate area is Council/Housing Association owned and the demographic profile for the area tends to be of the lower socio-economic groupings.

Recently private sector, residential development has been attracted to the area and this has included the refurbishment of Salford Royal by Bond Homes in close proximity to the University campus for the development of 102 flats for sale. The attraction of this area for private residential development is its proximity to the edge of Manchester City Centre. This location allows 'city

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centre living' within easy walking commuter distance of Manchester City Centre, at competitive pricing levels.

2.2 REGENERATION ISSUES

The Chapel Street corridor has in recent years suffered from the loss of traditional businesses and the closure of facilities like the Salford Royal Hospital. This has had a major impact on the vitality and viability of the corridor and has led to many vacant sites and underused buildings. This is compounded by the high traffic volume on the A6 which renders the corridor an unattractive gateway into and out of the city centre and a poor pedestrian environment.

However in 1998 Salford City Council, together with other partners, developed a regeneration strategy for the area and successfully obtained funding through the Single Regeneration Budget and a variety of other sources, for a five year period, 1998-2003. In only five years the strategy has attracted in over £100 million of private sector investment and £8 million from the public sector. This has delivered approximately 30,000 sq metres of commercial floor space and 250 new homes with a further 600 on site. This dramatic change has also been accompanied by environmental improvements, more of which are planned. There is no question that the area has benefited from its proximity to the regional centre of Manchester and the considerable regeneration activity that has and is taking place there.

2.3 EXISTING RETAIL PROVISION

The frontage of Chapel Street from Trinity Way to the University campus is made up of a variety of commercial uses, as well as a number of vacant derelict properties. The area, in particular, has a high percentage of A2 and B1

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office uses, including a number of solicitors and accountants in addition to public sector uses like the Education offices which are now vacant and the subject of a planning application as a diocesan centre for the cathedral.

The net result of these uses is that a high percentage of the potential retail frontage to Chapel Street is lost. This, in conjunction with the high number of vacant and derelict properties on the south of Chapel Street, plus the frontage of the Cathedral, means that the area is generally unattractive to retailers as there is no 'critical massing' of the retail offer in the area. The loss of retail frontage to A2 and B1 uses is understandable due to the extreme prominence of Chapel Street to high numbers of passing vehicular traffic. The loss is however to the detriment of the 'district centre' feel of the area. The service occupiers who have located here in high numbers are not catering for the local population need, but instead seeking to advertise and be accessible to the commuting traffic that they face.

Another major drawback to the future success of this area for retailing is the lack of car parking provision. At present only limited car parking is available on Islington Way and Park Street, but this is not sufficient to support any future retail development of any size. We would therefore suggest that any future development would need to be self sufficient in its own car parking provision.

2.4 DEVELOPMENT OPPORTUNITY

The Council are currently promoting a site, situated upon the corner of Chapel Street and Islington Way which is bounded to its southern elevation by Park Street and extends to approximately 0.45 acres (0.2 hectares). In isolation, a site of this size does not create sufficient critical mass to generate a substantial and sustainable retail offer. However the site in its present form could

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therefore be considered suitable for a variety of other commercial and mixed uses, including A2, B1 office, residential or a mixture of these. The site's prominence to a busy traffic light junction lends itself well to these uses and we feel that a modern development of this type would be attractive to local and regional service occupiers/owner occupiers such as solicitors, accountants, recruitment consultants, estate agents, etc.

Whilst the site in isolation may not prove to be the most attractive of retail development opportunities, we would recommend exploring what opportunities exist to expand the area for development. We note that beyond Park Street, between the subject site and St Philips School is another vacant site. This site, if it was within Council control could potentially form part of a larger development, which may well involve the closure of Park Street. Together, these sites combined, provide a large development area of 1.1 acres (0.43 hectares), allowing for a more comprehensive redevelopment of this area, which in turn could be more attractive to commercial and residential developers.

The ground floor Chapel Street frontage of such a development could be promoted for retail uses, but unless a greater massing of additional retail uses in the area can be promoted it is unlikely that end users will expand beyond service industries or showroom operators.

During our research into the area we have also noted that the majority of the south of Chapel Street from Islington Way to Sidney Street is either vacant, derelict or poorly let. We feel that this provides an opportunity for the Council's existing Chapel Street Regeneration Strategy to lead the initiative to redevelop a sizeable part of the Chapel Street road frontage and in conjunction with the redevelopment of the larger Islington Street site discussed above, such an initiative could provide the necessary critical massing of retail required to

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develop a sustainable district retail centre. We would however comment that Part One of this report suggests that retail capacity does not exist in the area and that other local centres may be affected.

However we would suggest that a scheme of circa 1,858m² (20,000ft²) would be sufficient to create the required critical mass to be sustainable and attractive enough to be of interest to a wider number of investors and developers as well as national retailers, including discount food operators, convenience stores, drive-thru's, showrooms, fast food outlets, bookmakers, bakers and other district centre uses. The anchor store is likely to a budget food operator for which the standard unit size 1027m² (13,000ft²). Without an anchor store of this size we feel that the critical mass of the development is unlikely to be sufficient to ensure the scheme is sustainable. The anticipated land take for such a development would be in the order of 2 acres (0.81 hectares).

Issues obviously exist with regard to land assembly, as we are sure a number of ownerships would need to be bought in. However the wider refurbishment/redevelopment of a larger Chapel Street frontage provides the best means of promoting and securing a sustainable retail offer for the Chapel Street area. The Council have made it clear that funds are not available for them to undertake such a development and therefore a joint Venture partner would be required. The Council's role would include the production of a development brief, discussions with key land owners and a flexible partnership approach to the use of CPO powers and planning policy for the area.

2.5 CONCLUSION

As set out in the market assessment above, Chapel Street, with its prominence as a major traffic artery and its relative proximity to other major convenience facilities is more attractive to local and regional service occupiers seeking a

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location close to the city centre, but at a lower cost. The assessment identifies the area as having little attraction at present to retail operators and developers and suggests it would be better suited to A2, B1 or residential use. However, there may be potential for retail development given the success of the Chapel Street regeneration initiative and the new confidence in the area brought about by; the growth in new housing and jobs within the area, the anti crime initiatives taking place and the environmental improvements implemented. That is, a site could be assembled creating sufficient critical massing of new retail, which would then prove attractive as a local centre of circa 1,858m² (20,000ft²) and comprise of discount food operators, convenience stores, drive thru's and other local centre uses. This type of development in this location will be of significant benefit for the area: it will provide a service for existing local residents, for the new flat dwellers moving into the area, it will provide a limited amount of new employment and will improve frontage and image of this important gateway.

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3 MOCHA PARADE

3.1 INTRODUCTION

The brief seeks comment on the proposals highlighted within the Taylor Young/Jones Lang LaSalle report on the Lower Broughton Regeneration Strategy (October 2001) and in particular the commercial viability and impact of relocating / redeveloping Mocha Parade and its likely effect on local centres including Broughton Village and Newbury Place. Within the following section we will concentrate our comments upon Mocha Parade due to the proposals to upsize and relocate the centre, but prior to this we will first comment briefly upon the other centres and the findings of Part One.

Part One of this reports findings have indicated that there is no convenience capacity to support major new provision in the area without affecting the existing centres within Broughton. In light of these findings we feel there is little opportunity to expand either Broughton Village or Newbury Place as retail destinations.

The Newbury Place (Bury New Road) Local Centre comprises of a 1970's retail parade with residential accommodation within it upper parts, The parade has been failing for a number of years, due to its small size and competing centres in close proximity, not least Prestwich and Broughton Village. The parade is currently in a poor state of repair and let to local tenants who for the most part are trading badly. Newbury Place we note, forms part of the plans for the joint venture partnership and there are proposals to demolish the centre. Due to the lack of retail capacity highlighted in Part One and the current condition of the scheme we do not see any commercial reason for the parade to be retained. We would however comment that should retail form a small element of the proposals within the JV redevelopment of the area, demand will most likely take the form of very local convenience shopping such as a Co-op /

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Spar type store and potentially video rental operator. Uses such as these we anticipate could be accommodated within a scheme of no greater than 743m² (5,000 sq ft).

3.2 BROUGHTON VILLAGE

Located upon Great Cheetham Street East, Broughton Village provides local community retail facilities centred around Kwik Save and Netto foodstores. In addition a short “High Street” provides accommodation for a mainly local occupier tenant line up. In recent years a significant grant from the Northwest Development Agency has been used to upgrade and enhance the local environment and security in the area. Part One of this report again does not support the expansion of this area for further retail development due to the negative impact this would have on surrounding centres.

We would also comment that an expansion in this area is unlikely to have the beneficial effects the Council wish for the residents of Lower Broughton as it is some distance away from the main concentration of population in the Lower Broughton area. A further disadvantage is that Bury New Road acts as a barrier to residents particularly those on foot. For these reasons the improvement/relocation of Mocha Parade is considered the most viable option for Lower Broughton and this is discussed in detail within the following section.

3.3 MOCHA PARADE

Mocha Parade district centre is located upon Great Clowes Street (A6041) at its junction with Lower Broughton Road. The district centre is enclosed by a one-way traffic system comprising of Lower Broughton Road and Sussex Street. Car borne customers can access the site from both carriageways of Great Clowes Street onto Lower Broughton Road from which a filter lane

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provides access to the scheme. The scheme is accessed on foot from Great Clowes Street and Lower Broughton Road elevations, both having designated accessed with entrance features. The site is serviced from its northern elevation, accessed via the one-way system. The rear elevation to the scheme also provides access and communal car parking for the residential tenants located in the parade's upper levels.

3.4 REGENERATION ISSUES

Mocha Parade district shopping centre lies within the Lower Broughton area of Salford that has been the subject of a number of regeneration initiatives in the last few years. The area is dominated by housing, mostly in local authority ownership although to the south across the River Irwell new private sector housing has been developed, and there has been a growth in student accommodation. The lack of reinvestment in the stock and in the diversification of tenure in Lower Broughton has led to a loss of population which in turn is effecting the sustainability of local services.

The report by Taylor Young with Jones Lang LaSalle recommended that the Council redirect some of its spending from council stock improvement to projects to diversify housing tenure in the area. They identified the preparation of a Masterplan as a prerequisite to encouraging private sector investment in the area. A key element of Taylor Young's study was the proposal to redevelop the Mocha Parade Shopping Centre for housing and to relocate the district centre to the Lowry Playing fields adjacent to Great Clowes Street.

A key issue in regenerating the Lower Broughton is addressing the market failure within the area. For regeneration to be sustainable, values of housing and retail facilities in the area must come close to reflecting the cost of

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providing private sector homes and shops. This can be achieved by growing confidence in the area by tackling crime, improving the environment and providing assistance to the private sector to invest in the area. We understand that the Council did try to enter a partnership with Millers, but this failed largely because even with public sector assistance the private sector could still not make an adequate return from their investment.

3.5 DESCRIPTION

Constructed in approximately 1980, the district centre provides the principal local amenity facilities for the Lower Broughton area and supports the immediate local catchment population. The scheme comprises predominantly of a three storey brick built mixed use development, three terrace blocks and an anchor retail block of single storey construction. The centre provides retail and community facilities at ground floor with residential accommodation at first and second floors.

Communal car parking facilities for shoppers are provided to the front of the development and between this and the shop frontages there is a pedestrianised walkway. Overhanging the front of the terraced shop units is a cantilevered canopy providing shoppers with limited protection to the elements.

3.6 EXISTING RETAIL PROVISION

The scheme provides a total of 22 retail units plus a large single storey anchor store held on a long leasehold by Kwik Save Group Limited. Kwik Save do not currently occupy the whole building, but instead share occupation with Iceland.

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The units are of a similar size, having been built for the most part on a grid pattern, with each store having a frontage to depth ratio of approximately 1:3. Generally the stores provide a ground floor sales area of 67.8m² (730ft²) however the terrace to the south of the site facing into the scheme with its back to Lower Broughton Road differs and provides a greater net frontage and has an overall area of 81.8m² (880 ft²).

The scheme is at present well let with currently only 4 of the 22 units being vacant at the time of this report. Of the vacant units, two are within the secondary extremities of the parade and have according to other tenants, been vacant for in excess of 12 months. The third vacancy, unit 12, we are informed is under offer to a hairdressers and the occupier of the fourth, unit 11 (First Quench), has recently gone into administration. The tenant mix is predominantly of a local nature, however national retailers at include Done Bookmakers as well as Kwik Save and Iceland. At present the general tenant mix can be considered favourable, being made up of complementary uses with little duplication.

We have had the opportunity to analyse the rentals across the parade and we see that a rental tone of £6-£7 ft² has been established. In our opinion these rentals are extremely competitive and in some cases approximately 40% of what we would consider to be the open market value.

We have had the opportunity to discuss the scheme with the national occupiers present, and feedback was generally positive. Kwik Save who have recently amalgamated with Somerfield are currently, as a result of the merger, going through a period of rationalisation and a number of their weaker stores are on the market. The Mocha Parade store, we can confirm, does not form part of the disposal programme. Kwik Save's agent confirmed that the store trades profitably, but had not been shop fitted for some time and that there was no

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immediate plans to refit this store. The lack of improvement was justified by the fact that little inward investment / improvement had been made to the parade for some time and Kwik Save felt that a refit would not improve their trade unless it formed part of wider improvements. Done Bookmakers made very similar comments, including that whilst trading was profitable They were concerned that the scheme was starting to become “dated”.

We note that many of the leases would appear to be the original 25 year terms achieved upon the completion of the development. Firstly we would comment that in the present market it is extremely unlikely that new 25 year terms will be achievable at renewal, as the market trend is currently for greater flexibility and shorter leases of between 5-10 years. Secondly, we find it unusual that so many of the original leases appear to be in place. This suggests that the original tenants have been trading in this location for over 20 years, which in itself is unusual and if true, provides a positive testimony to the success of the parade.

We do however imagine that some of the leases will have changed hands over time, having been assigned from occupier to occupier. This is fine as it continues the relatively full occupancy for the parade over time, but has, in our opinion, left the parade in a very vulnerable position for the future. We consider the parade vulnerable in that the passive management of the scheme in the past has allowed the vast majority of leases to expire between 2003 and 2005. This means that virtually no leases have been created in recent years, which would guarantee the flow of income into the future and most importantly set new evidence and drive the rental tone of the scheme forward. This goes some way to explain the low rental levels witnessed.

The situation the Parade faces is that within the next 12 months a number of leases will be coming to an end providing the tenants with a position of

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strength and leaving the landlord with no new evidence to negotiate competitive new leases. Thus, there will be less opportunity to move forward the rental tone of the scheme and therefore enhance its capital value.

3.7 RETAIL CAPACITY

At this point we wish to make reference to Part One of this report, where findings have indicated that there is no convenience capacity to support major new provision in the area. Whilst we agree, with such findings we believe that a substantial improvement could be made to the existing offer to make the retail provision more attractive, to enable the parade to be successful for the next 25 years. We would also comment that a small increase in the existing retail offer would not have a detrimental effect on competing centres, but would assist in “lifting” the scheme. We anticipate that scope could exist to extend the retail offer by circa 929m² (10,000ft²). Means by which this could be achieved are discussed later within this report.

Having had the opportunity to consider the 2001 Taylor Young/Jones Lang LaSalle report we note that one of the main recommendations was the creation of a new neighbourhood centre upon the Lowry school site located further along Great Clowes Street. The relocation would be part of a much larger regeneration exercise for the whole of the Lower Broughton area including provision of new housing as well as community and sports facilities. Whilst the master plan provided the opportunity for Mocha Parade to be redeveloped for riverside housing and promoted significant benefits for the wider area we would question the economic viability of relocating the district centre for the following reasons:-

- a) The local nature of the majority of the tenants and the wish of the council to have them relocated would most likely make the viability of a move

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uneconomic, especially given that the rents at present are heavily discounted.

- b) The site size, suggested within the Taylor Young Report, would support a much larger retail offer, possibly anchored by a major food operator. Part One of this report has established that capacity does not exist to support this level of retail development, without undermining Broughton Village, the Salford Shopping City proposals and other retail centres.

- c) The proposed location of the new site, we feel is no stronger than the existing site and does not front a major A road. Great Clowes Street and the proposed re-opening of Broughton Lane can only be considered a local distributor road. In turn we feel that demand will not be sufficient to warrant a larger retail scheme as the catchment is of a district / local nature.

The wider regeneration benefits of the Taylor Young report can in our opinion be pursued without the need to relocate Mocha Parade. Instead asset management initiatives to improve the existing retail offer can be explored. Within the next section we provide further comment upon various initiatives we would recommend be explored further.

3.8 ASSET MANAGEMENT INITIATIVES

3.8.1 Lease Re-Structuring

Of prime importance we feel is the immediate restructuring of the present leases. We cannot emphasise enough, the detrimental affect of having the majority of leases expiring over a short time period and its affect upon the investment value of the Parade. We recommend that negotiations be initiated

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immediately with key tenants in an attempt to create new leases for terms of circa 10 years and equally importantly, to create some new rental evidence.

Weaker tenants can be approached to see if they are prepared to come out, to provide additional space to combine with the existing vacant space which could be marketed in an attempt to set new rental levels. The creation of new rental evidence will best be achieved by attracting new tenants and in this regard we feel the parade has the capacity for further A3 fast food uses. We would recommend that operators such as Dominos Pizza or Pizza Hut Home Delivery be approached. We anticipate that such operators would be happy to take space of between 700-800 ft² and would pay rentals of circa £8,000-£10,000 per annum or of £11-£13.50 ft².

The small unit sizes in the parade are not attractive to all national operators and in particular there is a market for space of between 3,000-4,000 ft² from the video rental market and convenience stores such as Spar and Tesco Express. We would recommend that the creation of a larger space, to meet such demand be explored. This can be done in one of two ways, firstly, existing retail units can be amalgamated and we anticipate that there should not be any major structural issues to prevent this. Secondly, units could be extended to the rear onto the large common servicing and car parking area on the Sussex Street elevation of the scheme. This area far exceeds the servicing and car parking needs of the parade and provides a great opportunity for the creation of bigger and better configured retailing space. There is however an issue with regard to the residential access, but I am sure that the design of any extension could take into account access requirements. Introducing operators such as convenience stores, video and fast food uses also extends the opening hours of the parade and in turn assists in providing better security.

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3.8.2 Environmental Improvements

Aesthetically the parade is not attractive and we feel that immediate improvements could be made to provide 'lift' to the scheme.

- a) The large paved area in front of the parade provides a very hard and cold appearance to the centre and also acts as a barrier from the car park. Potentially the car park could be extended forward bringing cars closer to the retailers. These newly created car parking spaces could be re-branded as mother & child or disabled and would cut down the distance between cars to shops which is important in poor weather conditions.
- b) The retained pedestrianised area could be made more attractive through the use of both hard and soft landscaping or the installation of some street furniture.
- c) The cantilever canopy is in a relatively poor state of repair, provides little signage opportunity and makes the area immediately in front of the shop frontages rather dark. We would suggest that this canopy be either replaced with glass or perspex, or if retained, then better lit and painted to brighten its appearance.
- d) The signage to the scheme and individual retail units is poor. The individual shops have very poor signage resulting from the canopy obscuring frontages. We feel that this poor signage is another reason to consider redesigning of the canopy or alternatively using its fascia as an additional signage opportunity for retailers.
- e) We would also suggest a branded scheme 'totem pole' be located at the front of Great Clowes Street elevation providing retailers with the

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opportunity to advertise this location and in particular to promote the key anchor stores in the scheme.

3.8.3 Redevelopment Opportunities

- a) Drive Thru' Restaurant – The car park to the front of Mocha Parade we consider to be excessive for shopper's requirements, especially in light of additional car parking that is provided to the rear of the site. In our opinion, this provides an opportunity to approach the 'drive-thru' restaurant market and explore opportunities for this use at the prominent Lower Broughton Road/Great Clowes Street corner of the site. Total site requirements would be in the order 0.35 to 0.4 acre for a restaurant of circa 2,500 ft² and would achieve a rental of circa £18 ft² / £194 m².

- b) Taking a more radical approach to the development as a whole, advantage could be taken of the forthcoming lease renewals falling in. The potential exists for the redevelopment of the entire parade, which currently has a planning consent for circa 2322m²-2787m² (25-30,000 ft²) for open A1 retail. Approaches could be made to the existing food store operators to improve their stores and anchor any new development. This proposal would not necessarily require the total redevelopment of the site, instead the existing food stores and main parade could be enlarged onto the under utilised servicing and car parking areas to the rear of the shops, whilst the large car park and weaker parade on the riverside frontage could be redeveloped for residential purposes, meeting the proposals suggested within the Taylor Young report. To undertake such a proposal a private sector partner would be required, along with Kwik Save who have an important Long Leasehold interest. For the purposes of this report we are obviously limited to the amount of research that could be undertaken in this regard, but we consider this option worthy of some further consideration. Such a proposal could also form an attractive part of a

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much wider regeneration initiative involving residential development of a much larger area. A development partner with residential and retail experience would be required and many house builder have increasingly become more commercially aware as “mixed use schemes” are being promoted by national planning policy.

- c) A natural progression of the above scenario could be the “flipping” of the existing retail consent to an alternative site. This new site may provide the opportunity to expand the existing consent to a size that would be attractive to the major foodstore retailers. Ideally we would suggest that for major foodstore interest, a consent in excess of 4,645m² (50,000ft²) would be required. We have not investigated suitable sites, but would refer to our previous statement (section 3.6) that the Lowry School site is not suitable for the reasons highlighted and would suggest that a more prominent site on Bury New Road would be required. We would also comment that Part One of this study does not support such an option as retail capacity does not exist to expand the offer without a detrimental effect on other centres such as Broughton Village and Shopping City. For these reasons we consider option (b) as the option most likely to meet the Council’s aspirations.

3.9 CONCLUSIONS

We have expressed reservations regarding Taylor Young’s proposals for a new neighbourhood centre on Great Clowes Street given the relative lack of prominence of the site and retailers/developer’s requirement for this. We also have concerns that a new centre at this location would adversely affect the nearby Broughton Village shopping centre and would remove convenient local shopping facilities to the large residential area south of the river. We have however suggested that there are opportunities to effect dramatic changes to

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the existing parade of shops by; increasing their size, rationalising car parking and access, improving signage and the environment or by re-modelling the existing parade.

These options would have a significant beneficial effect on the surrounding area, by not only improving the retail offer but through the improvement to the environment and building of confidence in the area. Against this has to be balanced the opportunity to relocate the shops to another location and free up this site together with others adjacent to create a private sector residential development. Given that site's location by the River Irwell will increase its attractiveness for home ownership. However, Salford has proposals for other riverside housing sites adjacent to Mocha Parade which will build on the market already established across the Irwell and we see no reason why Mocha Parade cannot contribute to residential development as part of a mixed use scheme remodelling as discussed in the previous section (3.7.3b)

We also believe that the opportunity exists, by combining the land adjoining the river with the Mocha Parade site and removing the road between the two sites to create not only an improved centre but a riverside site for private sector residential development, the receipt from which can be used to effect improvements/changes to the Mocha Parade retail offer.

Our recommendation is that Mocha Parade be retained and that with the assistance of a Partner the options be explored for the remodelling of the scheme. This will enhance the retail offer, improve the environment and will form an important part of a wider mixed use riverside residential proposal.

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4 REGENT ROAD

4.1 LOCATION

Regent Road, the A57 is located to approximately 1.2km (0.75 miles) west of Manchester City Centre. The area is made up of a variety of commercial and residential uses including modern office buildings, industrial warehousing, retail and leisure uses. The retail element of Regent Road, predominantly situated on the northern side of Regent Road is dominated by the Regent Retail Park development. This occupies a prominent trading location, has excellent communication links and a high degree of visibility. Regent Road (A57) forms the major arterial route into Manchester City Centre from West and links directly to the M602 Motorway approximately 0.8km (0.5miles) to the West which in turn links to the national motorway network. Lying immediately to the south of the Regent Retail Park Development is a Sainsbury's Food Superstore and petrol filling station.

Regent Road has now been established as out of town retailing destination. Other occupiers have also taken space on the northern side of Regent Road. These include Carpet World, Bensons for Beds, Topps Tiles and Sound Control. Leisure users are also represented and include the Campanile Hotel, adjoining the retail park, a Boddingtons Public House, as well as a new leisure development located to the south of Regent Road and its junction with Ordsall Lane. Occupiers of this new scheme include Kentucky Fried Chicken, McDonalds and Grosvenor Casino's. Finally, on the eastern side of Regent Bridge, within Manchester City, there is a small retail development housing Harry Ramsdens Restaurant and Porcelanosa, the tile and bathroom retailer.

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The most prevalent use to the south of Regent Road is residential, and a large percentage of this housing stock is made up of traditional terrace housing and council stock.

4.2 REGENERATION ISSUES

Regent Road is one of the main gateways into the regional centre. There have been a number of major public realm works on this corridor over the years. These are now beginning to look “tired” and should be improved to a level appropriate for this important link between the national motorway network and the city centre. There is no question that the attraction of the Sainsbury’s Store and the other A1 stores is a major benefit to the area not only in terms of the services they offer residents of adjacent areas but also the large number of jobs they provide.

As mentioned above, the success of the Regent Road Retail Park has not been experienced by other retail occupiers on the north side of Regent Road, such as the Red Rose Retail Park. The main issues affecting these other retail occupiers appear to be access problems and crime. The relative failure of these retail areas is compounding the lack of confidence that exists to the south of Regent Road in Ordsall.

4.3 DESCRIPTION

The main retail offer on Regent Road is currently made up of two principle ownerships. Firstly, Sainsbury’s Supermarkets was developed in 1991 and provide a key anchor food store prominently located on the Regent Road frontage, and serving not only the local catchment population but also the huge volume of traffic travelling in and out of Manchester City Centre. The second ownership of the Regent Centre, owned by Hercules Unit Trust and Pillar

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Properties, is a retail park developed in two phases and comprising of 10,763m² (115,857ft²) of non food retail. Phase I was developed in 1994 and comprises a terrace of 5 units whilst Phase II was developed in 1995 and comprises a further 3 units arranged in an ‘L’ shaped configuration. The Regent Retail Park extends to approximately 3.39 hectares (8.37acres) and is bounded by railway lines to the North, Ordsall Lane to the east, Sainsbury’s ownership to the South and Oldfield Road to the West.

Planning consent was granted on 6th April 1993 for the erection of a class A1 non-food retail warehouse retail park, in February 1995, its consent was enlarged by a further 185.8m² (2000ft²) of floor space. Having an open A1 consent is a great benefit to the scheme, as many retail parks, particularly in the present planning climate do not have such open use and are generally restricted to “bulky goods”. The open use has attracted a variety of High Street occupiers, which has aided the attractiveness of the scheme. Those occupiers include: TK Maxx, Argos, JJB Sports, Poundstretcher, Boots the Chemist, Deichman Shoes, Dunnes Stores. The more traditional bulky goods retail park occupiers include: Maplin Electronics (taking the former Famous Brunswick Shoe unit) and Office World.

The key to the success of this scheme has been:-

- Its open A1 consent;
- Sainsbury’s acting as a major anchor to the rest of the retail park;
- A total square footage of Sainsbury’s and the non-food retail element exceeding 18,580m² (200,000ft²), provides this park with significant critical mass acting as a draw to the local population and the passing traffic;
- Excellent visibility to large volume of passing traffic;
- Access to the scheme is very good, access to both carriageways of Regent Road is available from the Ordsall Lane traffic light junction.

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The above factors has resulted in a scheme which has been successful, generally well let and has seen strong rental growth in line with the out of town retail market as a whole. Three years ago, rents on the park were circa £12-13 ft², however new lettings recently achieved have pushed the tone forward to £18.50 ft². We would comment that Regent Retail Park is currently on the market and it is anticipated that the investment will show an initial yield of below 6%. This shows firstly, the reversionary nature of the current leases and the anticipated rental growth likely to occur at the next rent review, but also investor confidence in the out of town retail market which during the course of the last five years has consistently proved to be one of the best property asset classes.

Regent Retail Park has not been without its problems however, as security had proved to be a significant issue in the past. However in the last few years these problems have largely been resolved within the introduction of remote controlled CCTV and 24 hour on site security. Whilst some vandalism and petty theft still persists this has now been brought to a controllable level and on a par with other parks in similar inner city locations. Our discussions with the tenant have resulted in the general consensus that security issues have now largely been resolved and the introduction of new hard landscaping has discouraged “ram raiding”. There has however been a knock on effect in the service charge of the estate, as the cost of 24 hour man security is between £50-70,000pa. This is however generally considered to be a necessary cost and has been largely welcomed by the tenants.

4.4 RED ROSE RETAIL PARK

Unfortunately, the success of Regent Road Retail Park has not been experienced by other retail occupiers along the northern side of the Regent

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Road frontage. Small schemes such as Red Rose Retail Park and other sole occupiers including the former Uno building (a retail warehouse of 3,995m² (43,000ft²)) seem to have suffered tremendously over the last 3-5 years resulting from persistent security issues from petty theft and vandalism to ram-raiders. This has resulted in a number of units being vacant as tenants have been “forced out” of the area. Those who remain such as Sound Control, a musical instrument retailer, inform us they live with the constant threat of theft and have even experience armed raids. We have spoken to the managing agents of Red Rose Centre who best described this location as “hideous”. 24 hour security has been introduced to this site in the form of CCTV cameras linked through a central control centre however, nightly problems with gangs of youths, vandalism and arson persist. It has been suggested that the only effective means of controlling this is the 24 hour presence of on site security. However with a small scheme such as Red Rose and adjoining occupiers, the cost of £6,000 per month is considered prohibitive.

A further major factor affecting the success of this area is the inability of traffic to turn into Red Rose Retail Park, North Pheobe Street or Commerce Street from both carriageways of Regent Road. This married with the fact that each of these streets creates its own small cul-de-sac of occupiers generating no critical mass of retail offer results in very isolated and venerable feel. This is clearly reflected in the rent that are being achieved. Red Rose Retail Park has recently seen Topps Tiles take new space and unit 6 has recently been assigned to Barlow Handling. Both deals reflect rental of circa £5 / ft².

The above demonstrates the huge gulf between Regent Road Retail Park and the adjoining occupiers who in comparison are in a tertiary retailing position. It also highlights the importance of critical mass, accessibility and well managed security.

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4.5 ASSET MANAGEMENT INITIATIVES

The following section will consider what opportunities exist to improve the retail offer within the Regent Road area:-

4.5.1 Regent Retail Park

When we discussed Regent Retail Park we also included the Sainsbury's development fronting Regent Road. The Regent Retail Park security issue appears to have been dealt with satisfactorily. This is an easier task within a self contained regularly configured site where 24 hour on site security and CCTV cameras can be established and effectively manage a perimeter. Feedback from retailers suggest that trading is "satisfactory", and whilst retailers are generally reluctant to provide trading information, most operators appear to be hitting or are close to hitting targets. The open A1 consent for this park greatly assists the scheme and strong rental growth has been seen in recent years. Arguably rentals are still quite light compared to other major retail parks such White City Retail Park and Manchester 8, all of which are achieving £215/m² (£20 plus/ft²).

Within the existing curtilage of the site there is little opportunity to expand the existing retail offer, beyond the proposal by Sainsbury's to develop a unit of 1161m² (12500ft²) on the front Regent Road/Ordsall Lane elevation of the scheme. The marketing agents inform us that interest has been reasonably strong and that a deal is likely to be included at a rental level in keeping with the £194 m² (£18 ft²) tone of the park. We generally feel that the park as existing works well. We would not consider any particular asset management initiatives for the park other than to explore what opportunities exist in incorporating this within a much larger retail offer.

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4.5.2 Red Rose Retail Park

The problems that exist for Regent Road result from the weakness of the additional retail offer provided on the northern side of Regent Road from Oldfield Road to North Pheobe Street. We have commented on the weaknesses of this location being that the site is carved up into small cul-de-sacs which offer insufficient critical mass and prove difficult to manage and keep secure. The site is also hindered by poor accessibility. The park is only accessible by the eastbound traffic coming into Manchester. This site does however have potential to provide a much better retail offer and make far better use of the existing open A1 Retail Consent that exists. The successful amalgamation of these areas is not in our opinion possible due to the restrictive depth from the Regent Road Frontage. In order to bring forward a new major retail offer in this location, greater depth from the road frontage would be required and this will involve: the amalgamation of the industrial and storage land to the rear of Red Rose back to the railway line and running the full length from Oldfield Road to North Pheobe Street.

Should such a development site be created then the opportunity for redevelopment would be greatly enhanced. The Oldfield Road junction on Regent Road could be upgraded and improved and access to a new retail development could be provided opposite.

This could create a “dumbbell” effect. With Sainsbury’s anchoring one side of the retail development and a new large store anchoring the new retail park at the western end. Such a development could provide the critical mass of retailing in Salford that could compete effectively with Manchester’s retail park offer.

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There are however, a number of issues in the delivery of this scheme, not least the multiple ownerships that would need to be bought in, but also retail demand for a large new park in light of the developments such as the recent West One and also Manchester 8 which is currently being developed. This together with B & Q's application for a major store at Giants Field near Trafford means that there is a lot of new development currently being undertaken and eating into any latent demand that currently exists for retail warehousing. However any future development of this site is unlikely to take place for circa 3-5 years. With the current planning policy against new retail warehouse development and the trend for more traditional High Street retailers to seek out of town space, the market for retail warehousing is constantly evolving and developing and we would not rule out that in the timescale suggested demand would be sufficient to successfully deliver such a proposal. We note that the City Council has no current land interests within the suggested redevelopment area. This does not prevent the Council taking an active and visionary position to influence the improvement to the area. Ways in which this may be achieved include the production of a development brief, discussions with key land owners, such as the new owner of the Regent Centre (we note the investment is on the market), and Sainsbury, and a flexible partnership approach to the use of CPO powers and planning policy for the area.

Clearly the land between Oldfield Road and North Pheobe Street is failing as a retail location, retailers are abandoning this location as security is of serious concern. The disjointed feel of the respective ownerships and poor accessibility means that in the short term we feel there is little pro-active asset management that can be undertaken that would enhance this area, and if nothing is done the downward spiral will continue. As this area is failing as a retail location potential alternative uses could be explored including industrial

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and office, but factors such as security and accessibility also affect these types of end uses and do not adequately address the fundamental issues.

A benefit of seeking alternative uses in this location is that a significant open A1 planning consent is then released and potential exists for this to be transferred to an alternative site, more central within the borough to meet the capacity highlighted within Part One of this report.

4.6 CONCLUSIONS

We have suggested the Regent Road Retail offer can be expanded significantly by assembling the different sites, providing all direction access and marketing the assembled site for bulky goods retailing. However, given that the sites are not in Council ownership tackling this problem will require careful thought and inevitably be long term.

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5 ORDSALL DISTRICT CENTRE

5.1 LOCATION

Ordsall District Centre is located upon Pheobe Street at its junction with Robert Hall Street. The centre is located at the heart of a large council estate which is accessed by two major A Roads, Ordsall Lane (A5066) and Trafford Road (A5063).

5.2 REGENERATION ISSUES

The Ordsall area is recognised as one of the most difficult regeneration tasks in the Salford area. There have been many initiatives and despite the areas proximity to the thriving regional centre and the very successful Salford Quays project, the area has not responded.

It is recognised that locating retail facilities within the centre of such difficult estates will limit their catchment population., i.e. shoppers will not be attracted to enter the estate for their shopping. As a result shops will not be able to survive or at the very least reinvest in their premises. The residents therefore have limited access to decent local retail facilities. By locating retail facilities on the edge of such areas on busy roads, the shops benefit by being able to access passing trade and through their prominence by being less prone to crime.

5.3 DESCRIPTION

Constructed in the mid seventies the scheme provides a total of 12 retail units including a large anchor foodstore, historically occupied by Kwik Save. The district centre provided other community facilities, including a library and

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health centre. These uses are currently not operational, but we are informed that the Council's aspirations are to provide these again within the area.

The retail element is mostly of two storey construction (single storey for the anchor store), brick built under a flat bituminous felt roof. To the front of the parade is a Perspex canopy providing some shelter from the elements for shoppers. Generally, the parade and the surrounding communal buildings are in poor state of repair and obviously have been subject to persistent vandalism for some period. The upper storey of the parade, we assume was originally developed for residential purposes. The block to the west of the scheme appears to be disused and is "boarded up". The block on the northern elevation appears still be occupied in part by residential tenants.

5.4 EXISTING RETAIL PROVISION

Of the twelve units within the scheme, according to the information provided by the City Council, five of these units are vacant. We would however comment that during our visit to the centre it would appear that more than just five were vacant. This may well be explained by some of the existing tenants not appearing to trade regular hours and those who do trade, do so from secured shop frontages and do not lift the roller shutters to their premises.

We investigated with the national occupiers their current trading in this location and were informed by Done Brothers, the bookmakers, that "Ordsall District Centre" represents the very worst store within a retail portfolio of 360 sites. However, they refuse to be bullied from leaving this location like many other tenants, as the company is Salford based and wishes to keep a presence wherever possible in Salford. The store trades at a modest profit, but has been subject to a number of successful attempted robberies and constant vandalism.

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We also had the opportunity to speak to Kwik Save who were the centre's original anchor tenant. Kwik Saves agent commented that "extraordinary steps were taken when the decision to close the store was made. To ensure that it was hidden from the public the store closure was overnight, for fear of repercussions from the local community". Kwik Save made further comment that theft and vandalism were a constant threat which ultimately forced the store to close as profitability was hit. The tenants who remain are generally of a very local nature servicing the immediate catchment population at rental levels that we imagine ensure the parade remains uneconomic to run and maintain. The unit sizes provide are between 65-81m² (700-870 ft²), which we consider adequate for a district centre, but the issues with regard to vacancies and the future of this parade do not stem from the property but from most importantly, the Parade's tertiary retailing location. Demography and a history of security problems have also played a part and unfortunately the culmination of these factors ensures that potential retailers are unlikely to consider the scheme in the future.

5.5 ASSET MANAGEMENT INITIATIVES

5.5.1 Refurbishment

We see little benefit in spending the time and money to refurbish the existing parade. For the reasons we have highlighted above, retail confidence in the centre is virtually none existent. Refurbishing the units may be possible, but we consider that this would merely be cosmetic and the underlying problems would not be addressed.

The developments currently being witnessed within Salford Quays for high value private housing unfortunately have no impact on confidence in Ordsall

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District Centre due to the Parade's weak trading location. We therefore recommend that the site is considered for alternative development.

5.5.2 Relocation

The demographic profile and total population count of Ordsall makes it very difficult to develop a new District Centre, purely servicing the immediate catchment population as investors and retailers generally shy away from these areas. In order to make a development in Ordsall attractive to retailers and developers, yet amenable to the local population, we would suggest that the centre is relocated to Trafford Road where the site will enjoy large passing traffic flows and bring the new scheme closer to the new affluent residential tenants of Salford Quays. Any new retail development will obviously not wish to compete with the existing retail facilities within the Lowry Centre, but instead should be focused upon District and convenient uses such as discount food shopping, Tesco Express, Driv Thru Restaurants, Bookmakers, Newsagents etc.

In Part One of this report the Quays Campus Development Site was considered and we are informed that Tesco Express have shown interest in developing a foodstore at Campus Quay of circa 372m² (4,000ft²). Whilst on our initial tour of the various sites within this study with Salford City Council representatives, several relocation sites were suggested including the Radclyffe Primary School fronting Trafford Road. We would agree that this site does provide an adequate relocation site, due to its prominence and road frontage.

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5.6 CONCLUSIONS

It is clear from above that the private sector, for a number of reasons, are not interested in the current district centre on Phoebe Street. The Ordsall area does have reasonable access to the major Sainsbury's store on Regent Road, however given the low car ownership rates in the area, large parts to the south of the estate do not enjoy such convenient shopping facilities. More local facilities would be better located to serve these residents on Trafford Road, where they would benefit from passing trade on this busy road, from a certain amount of business from the expanding residential and business community across the road in the Quays and would provide a service to those furthest from the Sainsbury's store on Regent Road. For such a facility to be successful on Trafford Road access has to be convenient from both directions, security and safety needs to be carefully considered and the store would need to be located on a prominent site. The provision of retail facilities accessible to all within the Ordsall area is fundamental for the sustainability of the neighbourhood.

There are a number of options available to Salford City Council in addressing this difficult issue of providing a sustainable level of retailing within the Ordsall area in order to complement its proposals for the ongoing regeneration of the area.

- a. The City can redevelop the existing centre, combining retail with improved social and community services and health facilities through the LIFT initiative. Given the location and small catchment area of the existing centre we do not consider this proposal viable. Retailers would not be interested in locating in such a location and funds would not be available for any significant improvement.

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- b. The City has cleared a site near to Trafford Road on Pheobe Street. Whilst close to the busy Trafford Road the site has no prominence from that road and as such is unlikely to benefit from passing trade or from shoppers from Salford Quays.

- c. Close to Exchange Quays on Trafford Road is the Campus Quays site. This site is perhaps too peripheral to serve the majority of the Ordsall area. It is understood that a Tesco Express are interested in locating on this site

- d. Finally, Salford are considering, as part of a review of education provision in the City, freeing up the site of Radclyffe Primary School. This site fronts onto Trafford Road and is highly visible and provides the opportunity to combine relocated social and community facilities from the existing centre as well as retail facilities. Given the likely location of a Tesco Express further down Trafford Road, we believe that this location may be attractive to a budget food store such as Aldi or Lidl type. We note that interest from such operators has existed historically and consider that the area can only become more attractive in the future as the residential population increases. We anticipate that a discount foodstore combined with relocated existing tenants from the existing Ordsall Centre (or similar new tenants) should provide sufficient critical mass to make the scheme viable and anticipate that this proposal would extend to (1394-1858m² (15-20,000ft²) and have a land take of 2 acres (0.8 hectares). The total land area for the school site is circa 5.2 acres / 2.1 hectares and therefore more than large enough to accommodate a retail scheme as well as additional local and community facilities.

In our view from a regeneration standpoint, the site which could be created by the closure of Radclyffe Primary school would provide the best location for a

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relocated neighbourhood centre. However we are aware that there are a number of outstanding consents for convenience retailing in the area, at the Lowry and at Campus Quays and that they have not been taken up as yet. A first step would be to market test proposals for retail facilities in this location.

The relocation of the shopping facilities from Phoebe Street to Trafford Road would free up the Phoebe Street site for residential uses. This could be seen as an advantage depending on the wider regeneration aspirations for the area.

APPENDIX I
CHAPEL STREET, SALFORD
DEVELOPMENT AND MARKETING BRIEF

**SALFORD CITY COUNCIL
RETAIL STUDY**

CHAPEL STREET, SALFORD

DEVELOPMENT AND MARKETING BRIEF

1. INTRODUCTION

This outline Development Brief has been prepared on behalf of Salford City Council with the intention of providing guidance to prospective developers on the development potential of the chapel Street area. At the request of the Council this brief does not focus on any one site but is generic and can be applied to any site that becomes available.

2. THE VISION

Salford City Council recognise the importance of improving the quality of retail provision to the regeneration of the Chapel Street area and the benefits this could bring in providing a better quality of service for the residents of the area and the improvement this could make to the frontage and environment of Chapel Street.

The key strategic aims for the development of a Chapel Street Site are as follows:

- The development of a neighbourhood centre that provides a service for the residents of the Chapel Street area.
- The promotion of commercial development with the aim of maximising the physical and economic regeneration of the area.
- The creation of a development that is highly visible from Chapel Street.
- The creation of a high quality development both in terms of design and landscaping.

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3. THE OPPORTUNITY

The Chapel Street Regeneration Initiative has in a short period of time made dramatic strides in regenerating this corridor. Soon the initiative will have delivered 850 new homes as well as a significant amount of commercial development. This combined with the proximity of the area to the major regeneration activity taking place in Manchester City Centre gives this area considerable potential for new development. In addition high density traffic corridor provides and opportunity to attract passing trade. The site chosen would require to be highly visible and accessible and the development would have to be of a critical mass. In these circumstances we would see an opportunity for discount food operators, convenience stores, driv-thru's, fast food outlets and other district centre uses.

4. THE SITE

Unknown at present

5. THE SCHEME

Development Issues

- Access should if possible direct from Chapel Street.
- Sufficient car parking needs to be provided to encourage passing trade.
- Development must be highly visible and easily accessible from Chapel Street.
- No design specification is included with the brief, however the development has to embrace the principles of "Designing out Crime"
- Public Realm works need to be of a high standard.

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Appropriate Uses

- Retail (A1) – Discount food stores such as Aldi or Lidl or a Tesco Express, driv-thru's, fast food outlets, video shops, newsagent, etc

Development Outputs

- Floor space - Approximately 1858m² (20,000ft²). Land take of 2 acres (0.81 hectares) for retail purposes.
- No of Units – 4 to 6

Phasing

- Can be developed in one phase or food store could be developed first.

APPENDIX II
MOCHA PARADE, LOWER BROUGHTON, SALFORD
DEVELOPMENT BRIEF

**SALFORD CITY COUNCIL
RETAIL STUDY**

**MOCHA PARADE, LOWER BROUGHTON, SALFORD
DEVELOPMENT BRIEF**

1. INTRODUCTION

This outline Development Brief has been prepared on behalf of Salford City Council with the intention of providing guidance to prospective developers on the redevelopment potential of the Mocha Parade Shopping Centre in Lower Broughton, Salford.

2. THE VISION

Salford City Council recognise the importance of improving the quality of retail provision to the regeneration of the Lower Broughton area.

The key strategic aims for the redevelopment of the Mocha Parade centre are as follows:

- To improve the quality of retailing available to residents of the Lower Broughton and surrounding area.
- The promotion/improvement of commercial development with the aim of maximising the physical and economic regeneration of the area.
- The creation of a high quality public realm.

3. THE OPPORTUNITY

The Lower Broughton area has been the subject of a number of regeneration initiatives over the last few years. The area is dominated by local authority housing within which the Council are seeking tenure diversification. Across the River Irwell

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new private sector housing as well as a significant amount of student accommodation has been developed recently. Elements of the parade are trading well, however there is the opportunity to redevelop the parade, building on the successful elements, to provide a better retail offer to residents of the area.

4. THE SITE

Location

The parade is located on Great Clowes Street at its junction with Lower Broughton Road.

Site Area

Approximately 3 acres (1.21hectares)

Current Land Use

The centre provides retail and community facilities at ground floor with residential accommodation at first and second floor level.

Surrounding Uses

To the south of the site is a landscaped area on the banks of the River Irwell. To the west and north is residential use and to the east across Great Clowes Street is Council owned green space, a listed Victorian theatre (disused) and shop units.

Ownership

The site is entirely in the ownership of Salford City Council, although Kwik Save have a long term leasehold interest in their site.

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5. THE SCHEME

Redevelopment Issues

- Advantage could be taken of the forthcoming lease renewals falling in to redevelop the entire parade.
- The Parade has an open A1 planning consent for circa 25,000-30,000m² (25,000 – 30,000 ft²).
- Approaches could be made to existing food store operators to improve/enlarge their stores to anchor any new development.
- Main parade of shops could be enlarged onto under-utilised servicing and car parking area to provide better sized units.
- Weaker parade on riverside frontage and part of large car park could be redeveloped for residential purposes. Depending on the project boundaries, the Council owned land on the riverside could also be used for private sector housing which could provide a receipt to recycle back into the improvement of the parade.
- No design specification is included with the brief, however the development has to embrace the principles of "Designing out Crime"
- Public Realm works need to be of a high standard.

Appropriate Uses

- Retail (A1) – Discount food stores such as Aldi or Lidl or a Tesco Express, convenience stores, bookmakers, video shops, newsagent, drive-thrus, etc
- The expansion/improvement of uses already active in the centre plus the attraction of other complementary uses.

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Development Outputs

Floorspace – Between 2327-2787m² (25 – 30,000 sq ft) in total.

No. of Additional Units – Between 8 – 12.

Improvement of landscaping, replacement of canopy and better signage

Phasing

The phasing of the redevelopment of the centre has to be carefully considered to ensure that trade is not lost to the centre during construction.

APPENDIX III
ORDSALL NEIGHBOURHOOD CENTRE, TRAFFORD ROAD
DEVELOPMENT AND MARKETING BRIEF

**SALFORD CITY COUNCIL
RETAIL STUDY**

**ORDSALL NEIGHBOURHOOD CENTRE,
TRAFFORD ROAD, SALFORD**

DEVELOPMENT AND MARKETING BRIEF

1. INTRODUCTION

This draft Development Brief has been prepared on behalf of Salford City Council with the intention of providing guidance to prospective developers on the development potential of the Radclyffe Primary School site.

2. THE VISION

Salford City Council recognise the importance of improving the quality of retail provision to the regeneration of the Ordsall area. The current site of the neighbourhood centre, in the middle of a predominantly social housing area, is unattractive to retailers and retail developers for a number of reasons. It is the conclusion of the RPS/King Sturge Report that to attract developer and retail interest, such facilities need to be located adjacent to Trafford Road where shops can capitalise on passing trade, where a new development can build on the confidence of the nearby Salford Quays development and where safety and security issues can more easily be dealt with.

The key strategic aims for the development of the Radclyffe Primary School Site are as follows:

- Development of a neighbourhood centre that provides a service for the majority of the Ordsall area.
- The promotion of commercial development with the aim of maximising the physical and economic regeneration of the area.

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- Creation of a development that is highly visible from Trafford Road and also easily accessible from the Ordsall Estate.
- A location for community services
- The creation of a high quality public realm

3. THE OPPORTUNITY

The demographic profile and the catchment population of the Ordsall area do not justify a new district centre in their own right. By moving the centre to Trafford Road a centre would enjoy the additional trade generated by the large passing traffic flows and the new affluent residential tenants of Salford Quays. New retail facilities should not compete with existing retail facilities in the Lowry Centre but be focussed upon convenience uses such as discount food stores, Tesco Express, Drive Thru Restaurants, Bookmakers, Newsagents, Video Shops, etc.

4. THE SITE

Location

The site occupies a prominent position on the east side Trafford Road, a busy thoroughfare linking two principal corridors into Manchester City centre, the M602/Regent Road and City Link/A56. On its west side Trafford Road services the Salford Quays area.

Site Area

The site is rectangular in shape and extends to **xxx hectares**.

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Current Land Use

The site is currently used as the Radclyffe Primary School and playing fields. It is understood that Salford City Council are currently reviewing educational provision in this area and that the school and its grounds are likely to be surplus to requirements.

Surrounding uses

The site has housing to the south and east. Trafford Road to the west and a cleared site to the north.

Ownership

The site is entirely in the ownership of Salford City Council.

Servicing

The site can be serviced in both directions from Trafford Road.

5. THE SCHEME

Development Issues

- Access and servicing should promote easy permeability from the Ordsall area.
- Sufficient car parking needs to be provided to encourage passing trade.
- Development must be highly visible and easily accessible from Trafford Road.
- No design specification is included with the brief, however the development has to embrace the principles of "Designing out Crime"
- Public Realm works need to be of a high standard.

Appropriate Uses

- Retail (A1) – Discount food stores such as Aldi or Lidl or a Tesco Express, bookmakers, video shops, newsagent, etc

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Development Outputs

- Floor space – Between 1394-1858m² (20-25,000 ft²). Land take of 2 acres (0.81hectares) for retail purposes. Social and community facilities excluded.
- No of Units – 4 to 6

Phasing

- Can be developed in one phase or food store could be developed first.

Appendix 1

**SALFORD CITY COUNCIL
RETAIL STUDY**

CHAPEL STREET, SALFORD

DEVELOPMENT AND MARKETING BRIEF

1. INTRODUCTION

This outline Development Brief has been prepared on behalf of Salford City Council with the intention of providing guidance to prospective developers on the development potential of the chapel Street area. At the request of the Council this brief does not focus on any one site but is generic and can be applied to any site that becomes available.

2. THE VISION

Salford City Council recognise the importance of improving the quality of retail provision to the regeneration of the Chapel Street area and the benefits this could bring in providing a better quality of service for the residents of the area and the improvement this could make to the frontage and environment of Chapel Street.

The key strategic aims for the development of a Chapel Street Site are as follows:

- The development of a neighbourhood centre that provides a service for the residents of the Chapel Street area.
- The promotion of commercial development with the aim of maximising the physical and economic regeneration of the area.
- The creation of a development that is highly visible from Chapel Street.
- The creation of a high quality development both in terms of design and landscaping.

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3. THE OPPORTUNITY

The Chapel Street Regeneration Initiative has in a short period of time made dramatic strides in regenerating this corridor. Soon the initiative will have delivered 850 new homes as well as a significant amount of commercial development. This combined with the proximity of the area to the major regeneration activity taking place in Manchester City Centre gives this area considerable potential for new development. In addition high density traffic corridor provides and opportunity to attract passing trade. The site chosen would require to be highly visible and accessible and the development would have to be of a critical mass. In these circumstances we would see an opportunity for discount food operators, convenience stores, driv-thru's, fast food outlets and other district centre uses.

4. THE SITE

Unknown at present

5. THE SCHEME

Development Issues

- Access should if possible direct from Chapel Street.
- Sufficient car parking needs to be provided to encourage passing trade.
- Development must be highly visible and easily accessible from Chapel Street.
- No design specification is included with the brief, however the development has to embrace the principles of "Designing out Crime"
- Public Realm works need to be of a high standard.

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Appropriate Uses

- Retail (A1) – Discount food stores such as Aldi or Lidl or a Tesco Express, driv-thru's, fast food outlets, video shops, newsagent, etc

Development Outputs

- Floor space - Approximately 1858m² (20,000ft²). Land take of 2 acres (0.81 hectares) for retail purposes.
- No of Units – 4 to 6

Phasing

- Can be developed in one phase or food store could be developed first.

Appendix 2

**SALFORD CITY COUNCIL
RETAIL STUDY**

**MOCHA PARADE, LOWER BROUGHTON, SALFORD
DEVELOPMENT BRIEF**

1. INTRODUCTION

This outline Development Brief has been prepared on behalf of Salford City Council with the intention of providing guidance to prospective developers on the redevelopment potential of the Mocha Parade Shopping Centre in Lower Broughton, Salford.

2. THE VISION

Salford City Council recognise the importance of improving the quality of retail provision to the regeneration of the Lower Broughton area.

The key strategic aims for the redevelopment of the Mocha Parade centre are as follows:

- To improve the quality of retailing available to residents of the Lower Broughton and surrounding area.
- The promotion/improvement of commercial development with the aim of maximising the physical and economic regeneration of the area.
- The creation of a high quality public realm.

3. THE OPPORTUNITY

The Lower Broughton area has been the subject of a number of regeneration initiatives over the last few years. The area is dominated by local authority housing within which the Council are seeking tenure diversification. Across the River Irwell

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new private sector housing as well as a significant amount of student accommodation has been developed recently. Elements of the parade are trading well, however there is the opportunity to redevelop the parade, building on the successful elements, to provide a better retail offer to residents of the area.

4. THE SITE

Location

The parade is located on Great Clowes Street at its junction with Lower Broughton Road.

Site Area

Approximately 3 acres (1.21hectares)

Current Land Use

The centre provides retail and community facilities at ground floor with residential accommodation at first and second floor level.

Surrounding Uses

To the south of the site is a landscaped area on the banks of the River Irwell. To the west and north is residential use and to the east across Great Clowes Street is Council owned green space, a listed Victorian theatre (disused) and shop units.

Ownership

The site is entirely in the ownership of Salford City Council, although Kwik Save have a long term leasehold interest in their site.

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5. THE SCHEME

Redevelopment Issues

- Advantage could be taken of the forthcoming lease renewals falling in to redevelop the entire parade.
- The Parade has an open A1 planning consent for circa 25,000-30,000m² (25,000 – 30,000 ft²).
- Approaches could be made to existing food store operators to improve/enlarge their stores to anchor any new development.
- Main parade of shops could be enlarged onto under-utilised servicing and car parking area to provide better sized units.
- Weaker parade on riverside frontage and part of large car park could be redeveloped for residential purposes. Depending on the project boundaries, the Council owned land on the riverside could also be used for private sector housing which could provide a receipt to recycle back into the improvement of the parade.
- No design specification is included with the brief, however the development has to embrace the principles of "Designing out Crime"
- Public Realm works need to be of a high standard.

Appropriate Uses

- Retail (A1) – Discount food stores such as Aldi or Lidl or a Tesco Express, convenience stores, bookmakers, video shops, newsagent, drive-thrus, etc
- The expansion/improvement of uses already active in the centre plus the attraction of other complementary uses.

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Development Outputs

Floorspace – Between 2327-2787m² (25 – 30,000 sq ft) in total.

No. of Additional Units – Between 8 – 12.

Improvement of landscaping, replacement of canopy and better signage

Phasing

The phasing of the redevelopment of the centre has to be carefully considered to ensure that trade is not lost to the centre during construction.

Appendix 3

**SALFORD CITY COUNCIL
RETAIL STUDY**

**ORDSALL NEIGHBOURHOOD CENTRE,
TRAFFORD ROAD, SALFORD**

DEVELOPMENT AND MARKETING BRIEF

1. INTRODUCTION

This draft Development Brief has been prepared on behalf of Salford City Council with the intention of providing guidance to prospective developers on the development potential of the Radclyffe Primary School site.

2. THE VISION

Salford City Council recognise the importance of improving the quality of retail provision to the regeneration of the Ordsall area. The current site of the neighbourhood centre, in the middle of a predominantly social housing area, is unattractive to retailers and retail developers for a number of reasons. It is the conclusion of the RPS/King Sturge Report that to attract developer and retail interest, such facilities need to be located adjacent to Trafford Road where shops can capitalise on passing trade, where a new development can build on the confidence of the nearby Salford Quays development and where safety and security issues can more easily be dealt with.

The key strategic aims for the development of the Radclyffe Primary School Site are as follows:

- Development of a neighbourhood centre that provides a service for the majority of the Ordsall area.
- The promotion of commercial development with the aim of maximising the physical and economic regeneration of the area.

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- Creation of a development that is highly visible from Trafford Road and also easily accessible from the Ordsall Estate.
- A location for community services
- The creation of a high quality public realm

3. THE OPPORTUNITY

The demographic profile and the catchment population of the Ordsall area do not justify a new district centre in their own right. By moving the centre to Trafford Road a centre would enjoy the additional trade generated by the large passing traffic flows and the new affluent residential tenants of Salford Quays. New retail facilities should not compete with existing retail facilities in the Lowry Centre but be focussed upon convenience uses such as discount food stores, Tesco Express, Drive Thru Restaurants, Bookmakers, Newsagents, Video Shops, etc.

4. THE SITE

Location

The site occupies a prominent position on the east side Trafford Road, a busy thoroughfare linking two principal corridors into Manchester City centre, the M602/Regent Road and City Link/A56. On its west side Trafford Road services the Salford Quays area.

Site Area

The site is rectangular in shape and extends to **xxx hectares**.

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Current Land Use

The site is currently used as the Radclyffe Primary School and playing fields. It is understood that Salford City Council are currently reviewing educational provision in this area and that the school and its grounds are likely to be surplus to requirements.

Surrounding uses

The site has housing to the south and east. Trafford Road to the west and a cleared site to the north.

Ownership

The site is entirely in the ownership of Salford City Council.

Servicing

The site can be serviced in both directions from Trafford Road.

5. THE SCHEME

Development Issues

- Access and servicing should promote easy permeability from the Ordsall area.
- Sufficient car parking needs to be provided to encourage passing trade.
- Development must be highly visible and easily accessible from Trafford Road.
- No design specification is included with the brief, however the development has to embrace the principles of "Designing out Crime"
- Public Realm works need to be of a high standard.

Appropriate Uses

- Retail (A1) – Discount food stores such as Aldi or Lidl or a Tesco Express, bookmakers, video shops, newsagent, etc

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Development Outputs

- Floor space – Between 1394-1858m² (20-25,000 ft²). Land take of 2 acres (0.81hectares) for retail purposes. Social and community facilities excluded.
- No of Units – 4 to 6

Phasing

- Can be developed in one phase or food store could be developed first.