

**SALFORD CITY COUNCIL**

**SALFORD CENTRAL  
PLANNING GUIDANCE**

**SUSTAINABILITY AUDIT  
MARCH 2008**

## **1 BACKGROUND**

- 1.1 Planning Guidance for Salford Central has been prepared to facilitate the comprehensive regeneration of this important area of the City of Salford and the Regional Centre in order to help diversify its economic base and bring in new activity.
- 1.2 The area covered by the Planning Guidance extends to 50.4 hectares. The area is bounded by the River Irwell to the east, the Manchester to Bolton railway line to the south, Oldfield Road and the River Irwell at The Meadows to the west, and Adelphi Street, Peru Street and Cleminson Street to the north.
- 1.3 The transformation will provide new high quality commercial and residential properties and leisure uses and create new urban environments, dramatic public spaces and new connections between Salford Central and Manchester City Centre.
- 1.4 The Guidance has been prepared by Salford City Council:
  - to provide an important contribution to the successful planning of the area in a situation where a comprehensive approach to regeneration and enabling development will be required;
  - to explain in more detail how the City of Salford Unitary Development Plan (UDP) policies will be applied within the Salford Central area;
  - to set out the guidelines which the Council as Local Planning Authority will use as a material consideration in determining applications for planning permission and other matters in the Salford Central area; and
  - to establish a set of principles to ensure the appropriate mix of uses and high quality design in new development.
- 1.5 At this stage, the Guidance does not form part of Salford's Local Development Framework but it is clearly set within the planning policy framework provided by Regional Spatial Strategy and the City of Salford UDP.

## **2 INTRODUCTION**

- 2.1 The purpose of sustainability appraisal is to promote sustainable development through the integration of social, environmental and economic considerations into the revisions of Regional Spatial Strategies (RSS) and for new or revised Development Plan Documents (DPDs) and Supplementary Planning Documents (SPDs). Under Section 39(2) of the Planning and Compulsory Purchase Act 2004, sustainability appraisal is mandatory for RSS revisions and for new or revised DPDs and SPDs.

- 2.2 The Planning Guidance has been prepared as a non-statutory document and therefore will not form part of Salford's Local Development Framework. Whilst the requirements of Section 39(2) of the Planning and Compulsory Purchase Act 2004 therefore do not apply to the Planning Guidance, it was considered to be of value to undertake a basic sustainability audit of the emerging Planning Guidance in order to assess the impact of the policies against a broad range of social, economic and environmental objectives.

### **3 APPRAISAL METHODOLOGY**

- 3.1 Whilst the approach taken in this sustainability audit does not comply with the approach identified in the Communities and Local Government guidance document 'Sustainability Appraisal of Regional Spatial Strategies and Local Development Documents'<sup>1</sup>, the approach has been derived from the emerging sustainability objectives that Salford City Council will adopt as the basis for the future sustainability appraisal of its Core Strategy DPD and subsequent DPDs and SPDs.

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<sup>1</sup> Communities and Local Government (formerly Office of the Deputy Prime Minister), November 2005.

3.2 The establishment of sustainability objectives and criteria is central to the sustainability appraisal process and provides a way in which sustainability effects can be described, assessed and compared. Twenty two objectives are being used in total, which reflect the three dimensions of sustainability; social, economic and environmental. These objectives are listed in Table 1 below:

**Table 1 – Sustainability Objectives**

No.	Theme	Sustainability Objective
1	Population	To secure a self-sustaining and balanced population sufficient to support a full range of local services
2	Health	To improve physical and mental health
3	Biodiversity, flora and fauna	To protect and enhance biodiversity
4	Soil and land	To protect and improve soil and land resources
5	Water	To protect and enhance water resources
6		To minimise the risk and impacts of flooding
7	Air	To improve air quality
8	Climatic factors	To reduce contributions to climate change
9	Material assets	To minimise the use of non-renewable resources
10	Cultural heritage	To protect and enable the appreciation of the city's heritage
11	Landscape and townscape	To maintain and enhance the quality and character of the landscape and townscape
12	Amenity	To protect and enhance amenity
13	Crime	To reduce crime and the fear of crime
14	Economic health	To maximise economic growth that can be sustained in the long-term
15	Prosperity	To enhance economic inclusion
16	Education	To improve the city's knowledge base
17	Housing	To ensure that everyone has access to a good home that meets their needs
18	Accessibility	To improve accessibility to facilities and opportunities
19		To reduce the need to travel
20	Community cohesion	To improve community cohesion
21	Decision-making	To increase involvement in decision-making
22	Image	To improve perceptions of the city

- 3.3 The sustainability audit considers two options:
- Option 1 – No change option, where the policies of the Planning Guidance are not applied.
  - Option 2 – The policies of the Planning Guidance are applied, facilitating the comprehensive regeneration of the Salford Central area.

- 3.4 Each option has been assessed on the basis of a five-point scale, with an additional ‘uncertain’ category where the impact is not known:

++	MAJOR POSITIVE
+	MINOR POSITIVE
0	NEUTRAL
-	MINOR NEGATIVE
--	MAJOR NEGATIVE
?	UNCERTAIN

- 3.5 In addition, a broad description has been provided together with the potential for mitigation to either reduce the negative effects or maximise the positive effects. The full assessment is set out in **Appendix 1**.
- 3.6 The production of this sustainability audit represents the first stage in the sustainability audit process. As the Planning Guidance is not subject to Section 39(2) of the Planning and Compulsory Purchase Act 2004, no sustainability scoping has been undertaken prior to the production of this document.
- 3.7 This sustainability audit was be subject to consultation alongside the Draft Salford Central Planning Guidance during the period 2<sup>nd</sup> November to 13<sup>th</sup> December 2007. Following the period of public consultation, the sustainability audit has been amended where necessary and finalised for publication together with the adopted Planning Guidance. The timing of key sustainability audit stages is set out in Table 2 below.

*Table 2 – Timetable of sustainability audit stages*

Stage	Timing
Preparation of Sustainability Audit report	October 2007
Period of 6-week consultation alongside Draft Planning Guidance	2 <sup>nd</sup> November to 13 <sup>th</sup> December 2007
Preparation of final Sustainability Audit report	January 2008
Adoption of Planning Guidance (for publication alongside Sustainability Audit, Equality Impact Assessment, and Consultation Statement)	19 <sup>th</sup> March 2008

## **4 SUMMARY ASSESSMENT OF FINDINGS**

- 4.1 **Appendix 1** sets out the detailed option assessment against the sustainability objectives.
- 4.2 In summary, the application of the Salford Central Planning Guidance policies will realise positive impacts across a broad range of social, economic and environmental objectives. In all instances, the application of the Planning Guidance policies would result in impacts that are either the same as, or more positive than, those that would be realised under the no change option.

### **Option 1 – no change option**

- 4.3 Whilst the majority of the impacts under the no change option are neutral, the sustainability audit identifies a number of negative impacts which are currently being realised, and are likely to continue to be realised or potentially exacerbated if no policies are introduced to mitigate these impacts. These negative impacts include the impact on physical and mental health, crime and the fear of crime, community cohesion, and perceptions of the city. The application of the Planning Guidance policies would mitigate each of these negative impacts, and indeed would ameliorate all of these impacts to realise positive outcomes.

### **Option 2 – Planning Guidance policies are applied**

- 4.4 The application of the Planning Guidance policies would result in positive impacts across a broad range of social, economic and environmental objectives. Major positive impacts would be derived in terms of securing a self-sustaining and balanced population sufficient to support a full range of local services, maintaining and enhancing the quality and character of the landscape and townscape, protecting and enhancing amenity, maximising economic growth that can be sustained in the long-term, and improving perceptions of the city. In addition to this, positive impacts would also be derived in terms of improving physical and mental health, protecting and enabling the appreciation of the city's heritage, reducing crime and the fear of crime, enhancing economic inclusion, improving the city's knowledge base, ensuring that everyone has access to a good home that meets their needs, improving accessibility to facilities and opportunities, reducing the need to travel, improving community cohesion, and increasing involvement in decision-making. There are a number of objectives where the application of the policies is likely to have a neutral impact, however in all cases this is either the same as, or more positive than, the impact that would be derived under the no change option.

## **Conclusion**

- 4.5 In conclusion, the sustainability audit indicates that the application of the Planning Guidance policies will result in positive impacts across a broad range of social, economic and environmental objectives.

## Appendix 1 - Option assessment against Sustainability Objectives

No.	Sustainability Objective	Option 1 – no change	Option 2 – Planning Guidance applied	Comments and mitigation
1	To secure a self-sustaining and balanced population sufficient to support a full range of local services	<b>0</b>	<b>+ +</b>	<p>The no change option would have a neutral impact on this objective. The Salford Central area suffered from significant population loss from the 1960s onwards which undermined the area’s ability to support local services. One of the key problems that the area currently faces is a lack of local shopping, community and leisure facilities. Whilst the levels of population decline have slowed over the last decade, and in some areas have started to increase due to new residential development, there is still an undersupply of appropriate local facilities to serve the area’s residential and business communities. Areas within Salford Central also suffer from high levels of deprivation which serves to undermine its ability to sustain viable local services.</p> <p>The application of the Planning Guidance policies would strongly support the realisation of a self-sustaining and balanced population. Policy MX1 of the UDP is supplemented by policies SC1 and SC4 of the Guidance which relate to the transformation of Salford Central into a vibrant mixed use area comprising residential, commercial, tourism, cultural, education, community, retail, leisure, and knowledge based employment. A key element of this mixed use development will be new residential development which will increase the area’s resident population. The policies will support the diversification of the area’s population to create a sustainable mixed community. Diversifying the housing tenure and socio-economic profile of the area’s population will support its ability to sustain viable local services, particularly in terms of retail facilities. Similarly, the Planning Guidance will support the development of new commercial development which through increasing the area’s business population will also contribute to the area’s ability to attract and sustain a wider range of local services.</p>

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No.	Sustainability Objective	Option 1 – no change	Option 2 – Planning Guidance applied	Comments and mitigation
2	To improve physical and mental health	<b>- / ?</b>	<b>+</b>	<p>Whilst it is difficult to quantify, the no change option could have a negative impact on physical and mental health. The area currently suffers from high levels of deprivation, and research demonstrates that people living within areas of deprivation are more likely to suffer from poor health. The area has limited recreation facilities in terms of both greenspace resources and indoor facilities and this situation is unlikely to improve under the no change option. The high number of derelict and vacant buildings within the area undermines its appearance and the unattractive environment will have an impact on local perceptions of the area and quality of life. There is evidence that a poor quality local environment can have a negative impact on mental health.</p> <p>The application of the Planning Guidance can be expected to have a positive impact on physical and mental health. The comprehensive regeneration of the area will seek to address levels of deprivation through providing new employment opportunities, and better quality housing choices for all. Environmental improvements will create an attractive environment with high quality public realm and areas of greenspace. The comprehensive approach to regeneration will bring derelict and empty sites back into use and positively raise aspirations across the area.</p>
3	To protect and enhance biodiversity	<b>0</b>	<b>0 / +</b>	<p>The application of the Planning Guidance policies is likely to have a minor positive impact on biodiversity. The comprehensive regeneration of the Salford Central area will include the development of high quality public realm and landscaping throughout the area. This will facilitate some new habitat creation, together with the improvement of existing greenspace areas. Within the Middlewood Locks area the reinstatement of the Manchester, Bolton and Bury Canal and</p>

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				<p>associated public realm and landscaping will also facilitate new waterside habitat creation.</p> <p>The relevant policies within the City of Salford UDP and the adopted Nature Conservation and Biodiversity Supplementary Planning Document would apply under both options. These policies promote habitat creation and the incorporation of measures to protect and enhance biodiversity as part of new development. It is likely that the scale of the development and the comprehensiveness of approach under the application of the Planning Guidance policies could realise more positive impacts in terms of supporting these biodiversity policies than the more piecemeal approach to development under the no change option.</p>
4	To protect and improve soil and land resources	<b>0</b>	<b>0</b>	It is likely that neither option would have a significant impact on soil and land resources.
5	To protect and enhance water resources	<b>0</b>	<b>0</b>	The relevant policies within the City of Salford UDP and the emerging Sustainable Design and Construction Supplementary Planning Document would apply under both options. It is likely that neither option would have a significant impact on water resources.
6	To minimise the risk and impacts of flooding	<b>? / 0</b>	<b>? / 0</b>	The majority of the Salford Central area lies outside of High Flood Risk Zone 3 and Medium Flood Risk Zone 2 as identified in Salford’s Draft Flood Risk and Development Planning Guidance (equivalent to the Environment Agency’s indicative 1:100 year and 1:1000 year flood risk zones respectively). With regard to Low Flood Risk Zone 1 in which the majority of the Salford Central area lies, the Draft Flood Risk Planning Guidance requires that a Flood Risk Assessment accompanies planning applications for development of more than 1ha in size,

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				<p>and that new development should demonstrate that the disposal of surface water from the site will not exacerbate existing flooding. It also encourages that Sustainable Drainage Systems should be used where practicable.</p> <p>The increase in development density under both options could increase levels of surface run-off in the event of high levels of precipitation, which could have an impact in terms of flood risk. The application of the Draft Flood Risk Planning Guidance policies would seek to mitigate this risk under both options.</p>
7	To improve air quality	<b>0</b>	<b>0 / +</b>	<p>At a city-wide scale (or wider) it is likely that neither option would have a significant impact on air quality. However at a local level the application of the Planning Guidance policies could have a positive impact on local air quality. Traffic removal from Chapel Street associated with its redevelopment as a pedestrian friendly green boulevard could significantly improve local air quality. This could deliver positive health impacts for local residents. If traffic was to simply divert to other routes there would be no net improvement in air quality, other than local improvement to the Chapel Street area. If however traffic calming and road narrowing were to encourage a modal shift amongst road users towards increased use of public transport, this could realise air quality improvements at a wider level. The application of the Planning Guidance policies will encourage improvement of public transport facilities, and Policy SC5 Accessibility identifies enhancements to Salford Central Station, a new guided busway, and exploring the potential for a Metrolink extension to Wigan to run via Chapel Street. All of these measures could support a modal shift towards public transport and therefore realise in the longer term a net improvement in air quality.</p>

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8	To reduce contributions to climate change	<b>0 / +</b>	<b>0 / +</b>	The policy context provided by existing planning documents at the national, regional and local level provides the basis through which new development is encouraged to reduce contributions to climate change, and therefore under both options it is likely that the bringing forward of new development would broadly support this objective. The emerging Sustainable Design and Construction Supplementary Planning Document would apply under both options would encourage the incorporation of measures in new development which will embrace sustainable construction and energy efficiency. Each of these measures would support the objective of reducing contributions to climate change.
9	To minimise the use of non-renewable resources	<b>0 / +</b>	<b>0 / +</b>	The policy context provided by existing planning documents at the national, regional and local level provide the basis through which new development is encouraged to minimise the use of non-renewable resources, and therefore under both options it is likely that the bringing forward of new development would broadly support this objective. The emerging Sustainable Design and Construction Supplementary Planning Document would apply under both options and would encourage the incorporation of measures in new development which will minimise the use of non-renewable resources.
10	To protect and enable the appreciation of the city's heritage	<b>0 / +</b>	<b>+</b>	The Adelphi and Bexley Square Conservation Area lies within the area covered by the Salford Central Planning Guidance. The City Council has prepared a Conservation Area Appraisal and will be preparing a Management Plan for this conservation area. The implementation of the Management Plan will support the objective to protect and enable the appreciation of the city's heritage. In addition, the policies within the City of Salford UDP provide strong protection for the city's heritage. Within this context, under both options future development in this area is

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				<p>likely to have a neutral or positive impact on the realisation of this objective.</p> <p>However, the comprehensive nature of redevelopment that would be realised through the application of the Planning Guidance policies could deliver a more positive impact in terms of this objective, through creating a unified townscape that effectively responds to the area’s heritage. By contrast, a more piecemeal approach to development under the no change option is unlikely to deliver such a high quality built environment.</p>
11	To maintain and enhance the quality and character of the landscape and townscape	<b>0 / +</b>	<b>+ +</b>	<p>The no change option is likely to have a neutral or minor positive impact on the quality and character of the townscape of the area. The Unitary Development Plan has comprehensive design policies which provide the basis for requiring a high standard of design in all new development, and this is supplemented by the emerging Design Supplementary Planning Document.</p> <p>The application of the policies of the Planning Guidance would strongly support this objective. Policies SC1 and SC2 provide the basis for a comprehensive approach to redevelopment, which will deliver high quality urban design in terms of townscape and public realm, that reflects the area’s important location within the Regional Centre. Policy SC4 seeks to create a new and vibrant area that forms a distinctive part of the Regional Centre, and that the area will be characterised by striking contemporary architecture and high quality public spaces which enhance the area’s heritage. The Planning Guidance seeks to achieve a step-change in the townscape quality of the area through high quality new development. This comprehensive approach would deliver a more unified townscape as opposed to incremental development on a piecemeal basis under the no change option.</p>

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12	To protect and enhance amenity	<b>0</b>	<b>+ +</b>	<p>The application of the Planning Guidance policies would have a strong positive impact on amenity. Through ensuring a comprehensive approach to regeneration the Planning Guidance would facilitate the creation of a sustainable mixed community with a range of facilities and local services.</p> <p>The area currently suffers from poor levels of amenity for its existing resident and business communities, with poor environmental quality with high levels of dereliction and vacancy, poor quality open space, traffic congestion and associated air pollution and an undersupply of local retail and community facilities. Under the no change option this situation is unlikely to significantly change.</p> <p>The Planning Guidance will facilitate the transformation of Salford Central to create a vibrant and modern part of the Regional Centre. This will include large scale environmental improvements across the area with high quality public realm and improved open spaces, traffic removal from Chapel Street and its establishment as a pedestrian friendly green boulevard, and mixed use development to provide a comprehensive range of local facilities to serve the area's resident and business population. The combined effects of this transformation will deliver significant positive impacts in terms of amenity.</p>
13	To reduce crime and the fear of crime	<b>- / 0</b>	<b>+</b>	<p>The Salford Central area currently suffers from relatively high levels of crime and the fear of crime. The levels of dereliction and vacancy within the area serve to undermine perceptions of the area and are frequently targets for vandalism. The no change option is not likely to have an impact on this objective, and there is a risk that crime levels and perceptions of crime may increase. The policies of the adopted Design and Crime</p>

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				<p>Supplementary Planning Document would be applied under both options with regard to new development within the Salford Central area.</p> <p>The application of the Planning Guidance policies would however make a positive contribution to reducing the fear of crime and acting to discourage acts of crime. Through facilitating the comprehensive regeneration of the area, areas of dereliction and vacancy would be replaced with high quality new development. This would both improve the physical image of the area and also bring in significantly greater levels of activity. New mixed development will bring activity throughout the day and evening with business uses, residential accommodation, and evening economy uses. In urban design terms, the Planning Guidance will ensure that development creates active frontages with high levels of overlooking of the street. Cumulatively, the impact of these policies will serve to significantly improve perceptions of safety within the area, and reduce the opportunities for criminal activity.</p>
14	To maximise economic growth that can be sustained in the long-term	<b>0</b>	<b>+ +</b>	<p>The no change option is likely to have a neutral impact on delivering sustainable long-term economic growth. On the basis of recent development across the area, it is likely that schemes coming forward for development will be predominantly residential in use.</p> <p>The application of the Planning Guidance policies will deliver a truly mixed use inner urban area which positively responds to its Regional Centre location. Redevelopment will facilitate large scale commercial development that delivers significant economic growth and new employment opportunities. The Salford Central area will accommodate a wide range of commercial activity, including large floorplate Grade A office</p>

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				space, together with smaller floorplate office space and flexible workspace to support the creative industries. Retail and leisure uses will contribute to the vibrant mix of uses across the area. Where the Salford Central area has failed to capitalise on its location within Manchester / Salford city centre, the application of the Planning Guidance policies will facilitate the transformation of this area into a key part of the Regional Centre economy.
15	To enhance economic inclusion	<b>0</b>	<b>+</b>	The application of the Planning Guidance policies can be expected to deliver positive benefits in terms of enhancing economic inclusion. The comprehensive regeneration of the Salford Central area will deliver significant new employment opportunities as identified under Objective 14 above. Salford City Council and the Central Salford Urban Regeneration Company will be working together to ensure that local communities are able to access employment opportunities created.
16	To improve the city's knowledge base	<b>0</b>	<b>+</b>	<p>The Salford Central area lies within the Regional Centre, which is an established hub of the knowledge based economy. The area has to date failed to fully capitalise on this opportunity to develop as a location for the knowledge based industries, and the no change option is unlikely to see this situation change.</p> <p>The application of the Planning Guidance policies will facilitate the comprehensive regeneration of the area, including a significant element of new employment floorspace and job opportunities as identified under Objective 14 above. This will enable the Salford Central area to develop as an integral part of the Regional Centre's knowledge based economy. Policy E3 of the Salford UDP identifies an Arc of Opportunity for the development of a Knowledge Capital. This will consist of a</p>

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				<p>cluster of knowledge based employment, education related uses, cultural facilities and other complementary uses to be developed around the University of Salford and linking through to the universities within the city of Manchester. The Salford Central area lies at the heart of the Knowledge Capital Arc of Opportunity and the Planning Guidance expands upon and provides a vehicle for the realisation of this objective. The delivery of the policies within the Planning Guidance therefore has the potential to make a significant contribution to developing the city's knowledge based economy.</p>
17	To ensure that everyone has access to a good home that meets their needs	<b>0</b>	<b>+</b>	<p>The Salford Central area benefits from a strong existing residential community across a range of tenures including the social rented sector and owner occupied properties. The Planning Guidance through facilitating the comprehensive regeneration of the area will support the development of a sustainable mixed community through the provision of new residential development of a range of housing types and tenures, providing housing choice to existing and new residents.</p> <p>The City Council and Salix Homes will be working with partners to ensure that the housing needs of existing residents within the social rented sector are met, through exploring with residents the options for their area. Policy SC13 of the Planning Guidance relates specifically to the Chapel Street South area, in which the Islington Estate lies. Through supporting investment in both the private and public sector housing sectors within the area, the Planning Guidance will have a positive impact on realising this objective.</p>
18	To improve accessibility to facilities and opportunities	<b>0</b>	<b>+</b>	<p>The no change option would have a neutral impact on this objective. One of the key problems that the area currently faces is a lack of local shopping, community and leisure facilities.</p>

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				<p>Whilst the levels of population decline have slowed over the last decade, and in some areas have started to increase due to new residential development, there is still an undersupply of appropriate local facilities to serve the area’s residential and business communities. Areas within Salford Central also suffer from high levels of deprivation which serves to undermine its ability to sustain viable local services.</p> <p>The application of the Planning Guidance policies would support the realisation of this objective in terms of both facilitating the development of new local retail and community facilities as part of the comprehensive mixed use regeneration, and in terms of improving opportunities through new jobs created within the area. This will improve accessibility to facilities and opportunities for both existing and new residents and businesses.</p>
19	To reduce the need to travel	<b>0</b>	<b>+</b>	<p>The application of the Planning Guidance policies can be expected to have a minor positive impact on reducing the need to travel. Through creating a mixed use community within the Regional Centre, the objective is for the Salford Central area to develop a comprehensive range of local services and facilities that will meet the needs of residents and businesses. Due to the existing lack of local services and facilities within the area, there is a need to travel outside of the area to access these, for example convenience / grocery shopping. The development of a sustainable mixed use community would therefore reduce the need to travel through locating a range of uses within walking distance of the area’s resident and business communities.</p> <p>The area also benefits from its Regional Centre location, and therefore the location of new residential and commercial development within the area accords with Planning Policy Statement 6 through focusing commercial and higher density</p>

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				residential development in town centres and those areas with strong public transport accessibility. Through embracing the principles of urban renaissance and city centre living, the regeneration of the Salford Central area will support the realisation of this objective through locating high trip generating development within areas that are highly accessible by a range of public transport, and through reducing the need to travel by locating residential, commercial and retail and leisure uses centrally as vibrant mixed use development.
20	To improve community cohesion	<b>- / 0</b>	<b>+</b>	<p>The existing concentrations of deprivation within the area and its poor environmental quality currently do little to foster community cohesion. Recent development within the area has principally been private residential apartment development, and it could be contended that these developments have failed to bring benefits to the wider area. This may be perceived as a source of tension where the area’s communities become polarised, and new residential development fails to integrate with the existing communities. Under the no change option this situation is unlikely to improve and may deteriorate further as new piecemeal residential development comes forward.</p> <p>The Planning Guidance will facilitate the comprehensive regeneration of the area and will ensure that new development makes a positive contribution to the wider area, in terms of for example funding environmental and public realm improvements, attracting new local services and facilities, and facilitating the development of affordable and social housing. This will support community cohesion and prevent the polarisation of the area’s communities by ensuring that there are tangible regeneration benefits in which all can share.</p>

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21	To increase involvement in decision-making	<b>0</b>	<b>+</b>	<p>The production of the Planning Guidance and Development Framework will provide extensive opportunities for the engagement of residents, businesses and other stakeholders in establishing the vision and direction for change in the area. The Consultation Statement which accompanies the Draft Planning Guidance provides further detail on the consultation that has previously taken place and the consultation and involvement activities that will be undertaken to inform the production of the Planning Guidance. Under the no change option, local residents and businesses would only be consulted on planning applications submitted within the area on a piecemeal basis, or via pre-submission consultation where this is undertaken, and therefore there would be no mechanism for them to meaningfully express their wider aspirations and desires for the future of their area. Consultation on the Planning Guidance and Development Framework presents this opportunity and will therefore realise this objective to increase involvement in decision making.</p>
22	To improve perceptions of the city	<b>-</b>	<b>+ +</b>	<p>The existing poor environmental quality and high levels of vacancy and dereliction present a negative image of the area. The Salford Central area is the historic core of Salford and as part of the Regional Centre is one of the most high profile locations within the city. As the historic heart of Salford, the condition of the Chapel Street area currently presents a negative impression of Central Salford and the city as a whole. Under the no change option it is unlikely that this situation would significantly improve through smaller scale incremental development that would fail to realise the necessary step-change in urban design quality.</p> <p>The application of the Planning Guidance policies offers the potential to transform perceptions of the Salford Central area, and perceptions of Salford more generally. The comprehensive</p>

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				<p>approach to regeneration would deliver a vibrant high quality new quarter within the Regional Centre. The scale of the transformation would demonstrate that Salford is 'open for business' and that its transformation into a place that is 'beautiful, vibrant and prosperous' is well under way. Chapel Street / The Crescent is one of four transformation areas identified in the Central Salford Vision and Regeneration Framework and the comprehensive regeneration of Salford Central would deliver a step-change in the image of this key area and set a benchmark for the high standards of urban design that Central Salford deserves.</p>