

Schedule of Representations – mediacity:uk

Planning Guidance

Representor : 76
Nigel Blandford
(Red Rose Forest Team)

ID / Type	Heading	Nature of Response	Summary of Response	Response / Representation	City Council Response
Document	mediacity:uk & Quays Point : Salford Quays & Trafford Wharfside Planning Guidance	Observations		<p>Other Points:</p> <p>The waterborne recreational potential of the Quays has been realised with the Watersports Centre and the Salford Triathlon. Outside the enclosed Quays the Ship Canal Company has been reluctant to allow increased waterborne recreation apart from Agecroft Rowing Club. Salford's UDP allocates the outer areas as R4/8 recreation as well. There is an opportunity as part of this proposal to encourage the Ship Canal Company to grant more inclusive and fuller water access rights to this area.</p>	No change proposed to the Guidance

ID / Type	Heading	Nature of Response	Summary of Response	Response / Representation	City Council Response
Chapter	Planning Context	Observations		<p>Paragraph 2.9 Page 6</p> <p>Mention should be made that CABESPACE should review the Public Realm elements if necessary.</p>	<p>AGREED: Add to last sentence of 2.9. “or in the case of public realm works, involvement of Cabespace”.</p>
Chapter	Strategic Principles	Observations		<p>Paragraphs 3.3 and 3.4 Page 9 and 10</p> <p>Green Infrastructure linkages to the surrounding areas particularly along the Irwell Corridor and to Central Salford should be a key principle. Developers should be encouraged to look at the potential linkages beyond the development envelope when drawing up proposals. A Mediacity:uk GI plan may be appropriate.</p>	<p>AGREED: Add a new bullet point to paragraph 3.3 & 3.4 to read... “Link with elements of green infrastructure around Salford Quays and Trafford Wharfside and promote planting to create and enhance a network of green spaces and routes, particularly based around the Manchester Ship Canal, the River Irwell and the Bridgewater Canal.”</p>
Chapter	Strategic Principles	Observations		<p>Paragraph 3.11 Page 12</p> <ol style="list-style-type: none"> 1. Biomass heat should be mentioned. 2. Using the ship canal as a low energy cooling source may sound a good idea but it has the potential to raise the water temperature and decrease the ability to dissolve oxygen therefore running contrary to 	<p>NOTED: The reference to biomass is too specific for this Guidance, but will be considered as a part of the production of Salford’s Sustainable Design & Construction SPD. No change</p> <p>AGREED: Delete reference to Ship Canal as a cooling source; add: “The use of ground source / heating pumps”</p>

ID / Type	Heading	Nature of Response	Summary of Response	Response / Representation	City Council Response
				<p>the current oxygenation programme. Ground source heat/cooling pumps could provide the same cooling function.</p> <p>3. The minimum standard BREEAM rating should be stipulated. Manchester CC currently use "Very Good" as a standard, increased to "Excellent" in the city centre.</p>	<p>AGREED: Amend to read "The use of BREEAM 'Very Good' rating as the minimum...."</p>

Representor : 4
Miss Jill Stephenson
(Network Rail)

ID / Type	Heading	Nature of Response	Summary of Response	Response / Representation	City Council Response
Document	mediacity:uk & Quays Point : Salford Quays & Trafford Wharfside Planning Guidance	Observations		<p>We note that there is no heavy rail within the site, and that it is unlikely to have a direct impact on rail infrastructure/services. We are however pleased to note that you intend to create linkages to the city centre, and other nearby stations. If the scale of development is such that a noticeable increase in passengers numbers pass through Trafford Park station (to the southwest of the site), we would like to encourage the LPA to consider the role of developer contributions towards enhanced/new passenger facilities.</p>	<p>NOTED: No change. This can be addressed through the planning application process in response to a formal TIA.</p>

Representor : 58
Mrs Janet Cuff
(Ramblers' Association (Manchester and High Peak))

ID / Type	Heading	Nature of Response	Summary of Response	Response / Representation	City Council Response
Chapter	Strategic Principles	Observations		<p>Transportation</p> <p>3.8 (page 11) We are pleased to see that it is recognised that the recreational use of the waterfront (for walking and cycling) is an essential feature that all developments must respect and provide for, and we particularly support the principle of these being publicly accessible at all times and continuous with the adjoining walkways that link through to Manchester City Centre.</p> <p>We would welcome the creation of a new pedestrian and cycle “circuit” involving the construction of a new footbridge, linking Quays Point with Trafford Wharfside.</p> <p>We also favour the idea of facilities being developed at Quays Point for river boats and river taxis; this would be a pleasant way to travel and could help to take some car traffic off the roads.</p>	<p>The support for these elements of section 3.8 are welcomed. No change</p>
Policy	Policy MC:UK 7	Support		MC:UK 7	

	Quays Point - Pedestrian Connectivity			We support all the proposals made under these two policies concerning pedestrian connectivity. We would particularly like to see the establishment of pedestrian routes free from vehicular traffic.	The support for MC:UK 7 is welcomed. No change
Policy	Policy MC:UK 8 Quays Point & mediacity:uk - Pedestrian Connectivity	Support		MK:UK 8 We support all the proposals made under these two policies concerning pedestrian connectivity. We would particularly like to see the establishment of pedestrian routes free from vehicular traffic.	The support for MC:UK 8 is welcomed. No change

Representor : 80
Valerie Ivison

ID / Type	Heading	Nature of Response	Summary of Response	Response / Representation	City Council Response
Document	mediacity:uk & Quays Point : Salford Quays & Trafford Wharfside Planning Guidance	Observations		<p>As far as I can tell from the map the present car park for the Lowry will disappear when these plans materialise.</p> <p>Where will the Lowry employees. volunteers and patrons park?</p>	<p>NOTED: The present car park is only a temporary arrangement. There is a long standing planning permission for development of the car park site (for a mix of residential and commercial uses). The mediacity proposals will not materially change the situation for the temporary car park use. The original position was that the staff and patrons of the Lowry would use the multi-storey car park at the Outlet Mall – and it was designed with this scale of use in mind. Further multi-storey car parks will be developed as a part of the mediacity development. However, the actual parking arrangements to be made for Lowry employees / volunteers, is a matter for the Lowry.</p>

Representor : 13
 Mr David Hardman
 (United Utilities)

ID / Type	Heading	Nature of Response	Summary of Response	Response / Representation	City Council Response
Chapter	Strategic Principles	Support with conditions	Developers should be aware of the need to inform United Utilities of the connection of small scale renewables.	United Utilities, the the Electricity Distribution Network Operator for this area supports the principle of energy demand management and renewable energy supplies. Installers and owners should note that it is a legal requirement to inform United Utilities (the electricity network owner) of the connection of all small scale renewables. In some cases prior permission will be required.	NOTED: No change proposed to the Guidance
Chapter	Strategic Principles	Object	Another bullet point for paragraph 3.11 - "The installation of separate drainage system together with increased use of porous surfaces".	The section on Sustainability (paragraph 3.11) mentions BREEAM ratings and this should include potable water demand management by design. However, there is no mention of drainage which can be a significant user of energy and other resources. Separate drainage systems should be promoted as this saves unnecessary pumping and treatment of surface water which is clean enough to discharge to soakaway/watercourse.	AGREED: Add a bullet point - "The installation of separate drainage system together with increased use of porous surfaces".

**Representor : 5
Janet Belfield
(Countryside Agency)**

ID / Type	Heading	Nature of Response	Summary of Response	Response / Representation	City Council Response
Document	mediacity:uk & Quays Point : Salford Quays & Trafford Wharfside Planning Guidance	Observations		<p>Our principal environmental interests include matters of landscape and access to it. In particular landscape character and quality, visual amenity and enjoyment of the countryside, recreational opportunities and enjoyment of access land or public rights of way.</p> <p>Although our principal environmental interests are rarely affected by urban development we are pleased to see the vision for the area with objectives to create a varied and attractive public realm with pocket parks, squares, green spaces and boulevards etc. dispersed amongst built development and containing both hard and soft space. We are pleased to see that the public realm would include a network of pedestrian and cycle routes that extend right up to the waterfront promenade adding further variety beyond green spaces.</p>	<p>The support for these elements of the Guidance is welcomed. No change</p>

Representor : 94
 Cath Inchbold
 (Salford City Council)

ID / Type	Heading	Nature of Response	Summary of Response	Response / Representation	City Council Response
Document	mediacity:uk & Quays Point : Salford Quays & Trafford Wharfside Planning Guidance	Observations		<p>I have only a couple of points as follows:</p> <ol style="list-style-type: none"> 1. mediacity:uk is lower case 2.the The in The Lowry is upper case 3.the Vision and Regeneration Framework for Central Salford is not solely the URC's - it is owned by all stakeholders and should therefore be referred to as the Central Salford Vision and Regeneration Framework 4.Cllr Merry wishes Salford Quays to be used wherever possible rather than The Quays 	<p>AGREED: At the time of publication, it was considered that, as this is a Planning document, rather than reflecting a commercial logo, we would deliberately express the title in a different manner. However, the question is posed, if we are to use the 'brand' why not use the style also? Change all references to 'Mediacity:uk' to "mediacity:uk".</p> <p>AGREED: amend accordingly.</p> <p>AGREED: amend accordingly.</p> <p>This is a joint document with Trafford Borough Council and the</p>

					term is used to refer to the area of the Quays within both Local Authority areas. No change
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Representor : 18
 Mr Henryk Peterson
 (Sport England)

ID / Type	Heading	Nature of Response	Summary of Response	Response / Representation	City Council Response
Document	mediacity:uk & Quays Point : Salford Quays & Trafford Wharfside Planning Guidance	Observations		<p>Sport England is pleased to see draft guidance and policies seek to advance:</p> <p>1.Mixed use development including community, leisure, culture and tourism facilities as well as other uses, in line with the principles of sustainable development.</p> <p>2.Incorporation of core infrastructure and public realm facilities - including pocket parks, squares, green spaces, new pedestrian /cycle circuits, recreation uses on the waterfront areas, and possible river boat / river taxi uses on the water ways.</p> <p>It is noted draft guidance advances the concept of high density development with much taller buildings and less space between them. The demands created by residents, those employed on site and visitors will not be able to be fully addressed within the site particularly sport uses.</p> <p>It is recognised that the document lists in 2</p>	<p>The support for these elements of the Guidance is welcomed. No change</p> <p>The support for these elements of the Guidance is welcomed. No change</p> <p>NOTED: It is accepted that not all forms of recreation can be accommodated in the area, and some off site provision – in line with approved policies – may be required.</p> <p>AGREED: Add Salford UDP policy R2 to Appendix 1, and reference to the Greenspace SPD.</p>

			<p>Appendices policies in the City of Salford Replacement UDP and Trafford Revised Adopted UDP re outdoor sport, informal recreation, major indoor sport facilities that may apply. Reference is also made to the draft SPD on Planning Obligations. Draft Media City guidance- policy MCK9 on Planning Policies also advises about the requirement for contributions to high level infrastructure.</p> <p>Guidance should however also advise that such contributions would be tailored within the context of other strategies e. g open space, sport and recreation strategies, playing pitch strategies - which should (have) taken into consideration the anticipated level of demand generated for sport and recreation by the development of mediacity.</p> <p>The level of contribution, and type of facilities identified required, will have been derived via information provided by an up to date data base e. g Active Places Power, and that an adequate level of resources would be expected from developers to serve the community planned to be accommodated.</p> <p>Sport England is fully supportive of the concept of mixed-use development served by a sustainable transport system in appropriate locations. It is conscious however of the requirements of PPS6 and need to satisfy the sequential test that applies to retail as well as leisure uses. Given the location of mediacity, how this draft guidance satisfies PPS6 advice given the range and scale of retail/leisure</p>	<p>NOTED: This is adequately covered in MC:UK 1.2. No change.</p>
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				uses proposed should be made clear.	
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Representor : 96
Alison Chippendale
(Health and Safety Executive)

ID / Type	Heading	Nature of Response	Summary of Response	Response / Representation	City Council Response
Document	mediacity:uk & Quays Point : Salford Quays & Trafford Wharfside Planning Guidance	Other		<p>Thank you for your letter of 16th August drawing our attention to the proposed developments for Mediacity:uk which affects land in Salford Quays and Trafford Wharfside.</p> <p>Previously, HSE would be required to see the draft planning guidance, however HSE no longer provides land use planning advice and guidance other than through the PADHI+ system, which is now available to both authorities. We would remind you that when building stages of the development begin in earnest that both authorities use the PADHI+ system to determine the eligibility to build as there are a number of hazardous installations in and around the proposed area which will affect this development.</p>	<p>NOTED: No change</p>

Representor : 97
Bradley Hart
(Architectualliason@gmp.police.uk)

ID / Type	Heading	Nature of Response	Summary of Response	Response / Representation	City Council Response
Document	mediacity:uk & Quays Point : Salford Quays & Trafford Wharfside Planning Guidance	Observations		<p>Thank you for the opportunity to comment on the above draft consultation document.</p> <p>I note that some of the key principles and strategic objectives for the area are to create a 'new area of the highest quality built environment' and a 'secure and inviting environment'. It is therefore vital that crime and the fear of crime are taken into account in the redevelopment of the area.</p> <p>Given the scale and nature of the proposals, I would recommend early consultation with the Architectural Liaison Unit (ALU) prior to any details of the scheme being finalized and submitted for planning approval. All elements of the scheme should be designed and constructed to 'Secured By Design' (SBD) standards (please see www.securedbydesign.com for more details), with all car parks also meeting 'Safer Parking Scheme' (SPS) standards (please see www.saferparking.co.uk for more details). GMP will also provide counter-terrorism security advice relating to the sensitive elements of the development.</p>	<p>NOTED:</p> <p>NOTED: These matters are covered by the Design & Crime SPD and UDP policy DES10 in Salford, and UDP Policy D1 and SPG in Trafford. It is also standard Development Control practice in Salford to encourage early contact with the ALU, although it is not possible to make this a requirement. Trafford also engage with the ALU, based on agreed criteria. No change.</p>

Representor : 31
 Phill Lally
 (GONW)

ID / Type	Heading	Nature of Response	Summary of Response	Response / Representation	City Council Response
Document	mediacity:uk & Quays Point : Salford Quays & Trafford Wharfside Planning Guidance	Observations		<p>Thankyou for consulting us on this draft planning guidance. There are a number of comments we wish to make.</p> <p>HOUSING</p> <p>1.Greater clarity is needed about the amount and type of housing that is being proposed. The housing proposals need to be set within a wider strategic contextual framework which shows how they relate to the housing requirements and supply within Salford and Trafford. It needs to be clear how the proposals will be implemented in a way that is consistent with the RSS requirements.</p> <p>2.One of the Government's key objectives is the creation of sustainable, inclusive and mixed communities. This needs to be</p>	<p>AGREED: Amend the document by the addition of a Reasoned Justification to MC:UK1 which will indicate that the supply of new housing within the area will be managed having regard to the RSS housing figures, the UDPs (and Core Strategies) of the two local authorities, the need for additional housing generated by additional employment, the objective of securing mixed-use developments that minimise the need to travel, and the provision of infrastructure and services.</p> <p>NOTED: The need for mix is understood and supported. In the surrounding neighbourhoods (Ordsall / Seedley & Lanworthy)</p>

				<p>addressed and reflected in the guidance as it would seem that the majority of the housing is proposed to be apartments. The existing housing development at Salford Quays would not appear to be inclusive or mixed and the opportunity provided through the Media City development should be taken to address these issues so that a sustainable community is created. This will require the careful consideration of the mix and type of housing as well as the facilities and services necessary to support such a community.</p> <p>RETAIL AND LEISURE DEVELOPMENT 3.Greater detail is required about the scale and nature of the proposed retail and leisure development in what will, in PPS6 terms, be out of centre locations. Proposals will need to comply with the approach set out in PPS6. The guidance should, therefore, make clear that applicants will need to demonstrate:</p> <p>*the need for the development (paragraph 3.8 to 3.11)</p>	<p>there is an under representation of higher value and higher density accommodation. The creation of inclusive and mixed communities is a real aspiration of the City Council and will be realised over a wider area, including Salford Quays. Salford City Council's Housing SPD seeks to secure a mix of dwelling sizes within apartment schemes, in accordance with UDP Policy H1, enabling a range of households to live in areas such as Salford Quays. However, land values and the emerging urban design context makes it unrealistic to expect any significant provision of traditional houses within the area. No change.</p> <p>AGREED: Amend the document by the addition of text in a Reasoned Justification to MC:UK 1 & MC:UK 2 indicating that proposals for retail and leisure developments will be assessed against UDP policy and PPS6.</p>
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				<p>*that the development is of an appropriate scale (paragraph 3.12) *that there are no more central sites for the development (paragraphs 3.13 to 3.19) *that there are no unacceptable impacts on existing centres (paragraphs 3.20 to 3.23) *that locations are accessible (paragraph 3.24 to 3.27)</p> <p>TRANSPORT 4. Given its Regional Centre location, it will be appropriate to minimise parking provision and to encourage the maximum use of public transport. Greater emphasis needs to be placed on this in the guidance so as to minimise the impact on the road network in and around the development and to make the development sustainable.</p>	<p>NOTED: These points are picked up in paragraph 3.8 Transportation, which states <i>“Quays Point is well placed for public transport provision, including Metrolink services and buses. The Metrolink spur should be extended into the Quays Point site to improve public transport accessibility. This and other measures will need to be undertaken in order to ensure that these links are further enhanced to reduce the reliance on the car. New services linking the Quays with the Chapel St area (heavy rail stations and the University) Old Trafford and the Manchester University quarter should be promoted.”</i> No change.</p>
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Representor : 99
 Kerren Phillips
 (Emerson Group)

ID / Type	Heading	Nature of Response	Summary of Response	Response / Representation	City Council Response
Document	mediacity:uk & Quays Point : Salford Quays & Trafford Wharfside Planning Guidance	Observations		<p>The Emerson Group (Orbit Investments (Salford) Limited and P.E.Jones (Contractors) Limited) are significant local investors within the Media City boundary having recently completed Imperial Point (Residential) Sovereign Point and Lowry Outlet Mall (Retail), and Quay Plaza I and II (Offices).</p> <p>The development proposed within the planning guidance is significant at local, regional and national level, complementing the existing high standards of design on Pier 8 and building on the regeneration which has taken place there so far.</p> <p>The Emerson Group broadly support the emerging objectives that have been established within the draft planning guidance. However the group would like to make a number of points on the MC:UK planning guidance:-</p> <p>*There is a need for high quality integration between Quays Point and the existing development within the Media City area.</p>	<p>The broad support for the guidance is welcomed.</p> <p>NOTED: This is already included a paragraph 3.3, which states: <i>“ Create clear physical linkages between the core Quays Point site and its essential hinterland, to encourage economic and social integration with surrounding industrial, commercial and</i></p>

				<p>namely Imperial Museum for the North, The Lowry, Lowry Outlet Mall and Old Trafford Football Ground together with the large new residential developments which have taken place on Pier 8. It is important on a scheme such as this that permeability throughout the mediacity is a key priority as is the permeability from mediacity into the broader Salford, Trafford and Manchester areas. These proposals should include transport by helicopter, bicycle, tram, boat, foot, car, bus and train.</p> <p>* Emphasis should be made on the connection to the major road route connections in the area, principally the M602.</p>	<p><i>residential areas, including other parts of The Quays to the south - including Trafford Wharfside, via new and existing bridge links, and the heart of Central Salford to the north.</i></p> <p><i>Promote a well-conceived movement pattern and structure, urban in scale and of exceptional design quality, with flexibility to evolve and change over time, providing an environment where people can meet and interact in a secure and inviting environment.”</i></p> <p>No change.</p> <p>NOTED This is already included a paragraph 3.8, which states: <i>“The exceptional road accessibility of the site should be further improved by the construction of the Broadway Link road – improving access to M602 junction 2 at Eccles. This new road (UDP proposal A9.1) is a requirement triggered by the release of an agreed quantum of additional floorspace on the Quays. Provision of the Broadway Link will improve access to Salford Quays and Trafford Park for buses, cyclists, pedestrians and cars, supporting and enabling</i></p>
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				<p>* The traffic in and around the mediacity:uk designated area is currently significant and development of this sort will add to the congestion in the area. The outline planning application suggests some 15,000 jobs for just the Quays Point. The highways infrastructure and ease of access to Quays Point is key to the area's success. A further road bridge at the northern end of Quays Point should be provided to connect over to Trafford Park. This should help to alleviate the traffic flows in the area as people will be travelling to the facility from not only the north and south and east but also the west.</p> <p>* In previous consultation documents the tram to serve the area was going to terminate on the bund between Piers 8 and 9. This should still take place to serve both Piers as opposed to terminating in Pier 9 making it more onerous to reach Pier 8 and beyond. If the tram does stop on Pier 9 a covered walkway/travellator should be provided to link to Pier 8.</p>	<p><i>development at Quays Point"</i></p> <p>No change.</p> <p>NOTED: The issue of accessibility is very important to the success of mediacity, but this is a much wider issue than car borne traffic. This issue will be tested through the required transportation strategy (paragraph 3.8). At this stage a new road bridge over the canal is not envisaged, although a further pedestrian bridge is proposed. No change.</p> <p>NOTED: It is envisaged that the tram will terminate at Quays Point. This will be closer to Pier 8 than at present. Consideration would be given the provision of covered walkway or travellator to The Lowry, subject to funding. No change.</p> <p>The boundary was drawn up by the two Councils as the most appropriate to meet the aspirations for a mediacity. No change.</p>
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			<p>* No justification is given as to the extent of the mediacity boundary, what has driven its boundary to reside in the current location? It appears to omit a large area on Trafford Park if Piers 8 and 9 are taken as the central point of gravity.</p> <p>* Whilst small scale retail facilities for elements of the mediacity (for comparison and convenience goods) are welcomed The Emerson Group have already provided the main shopping centre for mediacity and any retail facilities needs to be concentrated in the existing retail centre as support by Salford's U.D.P. and further retail development should be directed into the Outlet Mall and anything outside it only small scale to serve a local market.</p> <p>More detailed representations have been made by the Group to the current outline planning application by Peel Media Limited on Quays Point and those are attached and should also be applied to this draft guidance.</p>	<p>BROADLY AGREED: The guidance envisages new retail to be limited – stating <i>“Retail components that come forward should complement and strengthen the current retail offer on the Quays, rather than competing with Manchester City Centre’s shopping offer. The emphasis should be on serving the needs of the new development within which it is located, as well as meeting unmet demand within the Quays area.”</i></p> <p>No change</p> <p>NOTED: The representations referred to do not raise any other matters that would justify any further amendment to this Guidance. No change.</p>
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Representor : 21
 Mr. Kristian Marsh
 (Highways Agency)

ID / Type	Heading	Nature of Response	Summary of Response	Response / Representation	City Council Response
Document	mediacity:uk & Quays Point : Salford Quays & Trafford Wharfside Planning Guidance	Observations		<p>You will be aware from previous correspondence with the Agency that we do have concerns about the operation of the highway network in the vicinity of Salford Quays. You'll also be aware of the particularly problems of congestion that occur on the M602 motorway approaching both its terminal junction at Regent Road and at Junction 2 at Eccles. In addition, given the scale of the proposals likely to occur within "Media City" there could be further adverse impacts on other congested areas of our network further afield, including sections of the M60. There is also a concern about traffic leaving the area exacerbating the queue that occurs on the M602 approaching the M60 during the evening peak period.</p> <p>The scope to improve the M602 is limited. As a result, attention should be focused on minimising the impact the proposals will have on this motorway and the highways it feeds into. The recognition, within the document, of the need to improve public transport accessibility to the area is therefore very</p>	<p>NOTED:</p> <p>The support for these elements of the Guidance is welcomed.</p> <p>NOTED:</p> <p>The Transportation Strategy referred to at paragraph 3.8 would primarily look at the Quays Point area, where the bulk of new development is envisaged. The Guidance has in part been</p>

			<p>much welcomed.</p> <p>Section 3.8 of the document states, "The following key principles are central to the transportation strategy to be prepared and implemented in mediacity:uk and at Quays Point in particular". This statement and the bullet points that follow it give the impression that an overall transport strategy for the mediacity:uk area will be prepared. Unfortunately, it doesn't say by whom or give any timescales. In the Agency's view, this is an omission that should be rectified. For a development of the scale envisaged in the document, it is essential that an overarching transport strategy, identifying constraints and required provision is carried out for the area as a whole. The findings of which should then be included within the document to ensure a full understanding of the level of provision required is set out. The result of this assessment should result in a better understanding of the sustainable quantum of development that could be delivered.</p> <p>I do note that policv MC:UK 10 does require</p>	<p>overtaken by events, with the BBC announcement and the approval of a planning application for the Quays Point area. This application was accompanied by a thorough transport assessment. As the bulk of 'additional' development in mediacity:uk is envisaged to occur in the Quays Point area (the rest of the mediacity area is already substantially developed and any increase in density will be incremental) it is not considered necessary to undertake the strategic assessment as originally envisaged.</p> <p>Amend the first sentence of paragraph 3.8 to read "The following key principles are central to Transport Assessments to be prepared in support of all planning applications for 'major development' within mediacity:uk and at Quays Point in particular."</p> <p>NOTED: However, this is overtaken by events, as outlined above. No change.</p> <p>AGREED: Substitute Transport for Traffic in the fifth Bullet of MC:UK 10.</p>
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			<p>individual planning applications to be accompanied by a "Traffic Assessment". Whilst this is a welcome inclusion, the overarching strategy cannot be developed through the submission of assessments for individual sites. The bigger picture needs to be in place before hand.</p> <p>In terms of policy MC:UK 10, the 5th bullet point in point 1 refers to a "Traffic Assessment". Should this be "Transport Assessment"?</p>	
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Representor : 33
 Rosemary Olle
 (GMPTE)

ID / Type	Heading	Nature of Response	Summary of Response	Response / Representation	City Council Response
Chapter	Strategic Principles	Observations		<p>Section 3 Strategic Principles</p> <p>Whilst the 'key principles and strategic objectives', recognise that 'enhancements to public transport links are critical' we suggest that improvements to public transport should become a key objective in its own right, both for Quays Point and mediacity:uk and that is it is put higher up the agenda than currently shown in the guidance.</p> <p>Paragraph 3.8, 'Transportation', says that Quays Point 'is well placed for public transport provision, including Metrolink services and buses', but currently it clearly isn't as bus provision is poor and the Metrolink Stops at Broadway and Harbour City are a considerable walk from parts of the site, which is why proposals for Quays Point include a Metrolink spur. GMPTE supports the principle of extending Metrolink and promoting bus services but would expect the guidance to give a stronger indication of what is expected of developers in contributing to their delivery. We</p>	<p>NOTED: Amend by the addition of a further bullet point to both paragraph 3.3 and 3.4 to read "To secure major public transport improvements that will significantly contribute to achieving a greater modal split within the area"</p> <p>NOTED:</p> <ul style="list-style-type: none"> • The need to improve public transport services is recognised in the subsequent sentences to that quoted in paragraph 3.8, both for bus and Metrolink services, including provision of interchange facilities. • The Transportation Strategy required under paragraph 3.8 will give greater detail to the requirements for public transport provision. • MC:UK 9 'Planning Obligations'

				<p>are currently undertaking work to assess a number of Metrolink options, and to construct the spur and provide additional tramcars would require substantial financial investment. Similarly, a study is being undertaken to look at providing an additional bus service to link the site with Salford Crescent and this too will require financial support.</p> <p>With regard to a 'transport interchange', we would not necessarily regard this as a desirable feature of Quays Point.</p> <p>It would be preferable to create a public transport bridge, rather just a footbridge, linking Quays Point with Trafford Wharfside.</p> <p>It is imperative that public transport improvements are in place at the onset of the occupation of the mediacity complex so that travel habits are established early on and car travel is minimised.</p>	<p>also highlights the need for developments in Quays Point to contribute to <i>"the required high level of infrastructure necessary to serve the overall site"</i>. Negotiations around planning obligations are the appropriate place to agree what contributions may be made in support of public transport provision. Informal Planning Guidance cannot fulfil this role.</p> <p>AGREED: Amend guidance to remove reference to transport interchange within Quays Point.</p> <p>NOTED: This proposal is at odds with the urban design philosophy of the development and is not supported.</p> <p>AGREED: Add a new section to MC:UK 1 & 2 to note the need to ensure adequate public transport provision is completed in line with occupation of new facilities.</p> <p>NOTED: Parking standards to be applied will be those in the adopted Development Plans for Salford and</p>
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				Therefore we have some concern about 'bespoke car parking for new development' being provided. Maximum parking standards for 'urban conurbation' areas as shown in the Regional Spatial Strategy, should be applied and if anything a lesser amount as traffic impact of potentially 15,000 employees would be significant.	Trafford.
Policy	Policy MC:UK 1 Quays Point - Mix of Uses	Observations		The statements in paragraph 4 that car parking must be 'adequately catered for' and 'the need for multi-storey parking' should be set in the context of an emphasis on more sustainable travel modes, public transport, cycling and walking. GMPTE objects to the current wording, which implies that the occupants of the site will be mainly car-borne	NOTED: No alternative wording has been proposed. The addition of a further sub section relating to provision of public transport (as outlined above) will help redress any imbalance perceived by GMPTE.
Policy	Policy MC:UK 9 Planning Obligations	Observations		Paragraph 1 lists the type of infrastructure to be provided through developer contributions by the means of planning obligations but there is no reference made to public transport. This needs to be included.	AGREED: Add reference to public transport within the reasoned justification to amended policy MC:UK9 as suggested.
Policy	Policy MC:UK 10 Planning Applications	Observations		The 5th bullet point in paragraph 1 refers to 'Traffic Assessment and Green Travel Plan'. These should be renamed in accordance with PPG13 as they are now known as 'Transport Assessment and Travel Plan'. Paragraph 2 refers to the need for pre-application discussions and in view of the importance of public transport provision and the potential for a Metrolink extension GMPTE would expect to be included in these discussions and therefore added to this	AGREED: Amend accordingly. AGREED: Add reference to GMPTE and URC in the third sentence of MC:UK10.2

				paragraph.	
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Chapter	UDP Extracts	Observations		Appendix C Contact details should be given for GMPTE as advising on public transport issues.	NOTED: This is a planning document giving contact details within the two planning authorities. It is considered inappropriate to add details of other interested organisations in the way suggested. No change
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Representor : 65
 Cllr Geoff Ainsworth
 (Salford City Council)

ID / Type	Heading	Nature of Response	Summary of Response	Response / Representation	City Council Response
Document	mediacity:uk & Quays Point : Salford Quays & Trafford Wharfside Planning Guidance	Observations		<p>Whilst there is general support for the concept of mediacity:uk - as being a world class standard of media focused redevelopment opportunity spanning across the local authority boundaries that prompts and assists delivery of socio economic and environmental benefits and connectivity within the wider area - there are a number of concerns in respect of process and uncertainty of wider land use implications and intent and especially in the absence of a robust masterplanning or neighbourhood/action planning exercise having been undertaken in respect of the localities north of Broadway:</p>	<p>The general support for the guidance is welcomed. The need for a neighbourhood planning exercise in the wider Claremont Weaste area is accepted and is now underway.</p>
Chapter	Introduction	Observations		<p>Para 1.1 and Figure 1.1 and Policy MC:UK2</p> <p>The appropriateness/validity of the (red line) boundary definition of the guidance area within Salford is questioned especially because:</p> <p>* The boundary as drawn incorporates established and potential residential areas some of which lie within a statutorily declared neighbourhood renewal area (with associated consultation obligations) and the objectives in respect of may present potential conflict with the</p>	<p>NOTED: It is not envisaged that there will be any conflict between the inclusion of existing residential areas within the wider MC:UK area, where (away from the core Quavs Point site) the existing mix</p>

				<p>nature of high density and tall mixed use media focused redevelopment targeted for the Quay's Point/Trafford Wharfside development opportunities.</p> <p>* There has been no public examination, via e.g. either the recent UDP process or subsequent Area Action Plan or Neighbourhood Planning process, of the most appropriate longer term, and potentially complementary, land uses to target for those areas lying adjacent to but</p>	<p>of smaller scale residential and commercial developments contribute to the mix of uses and forms of development required to create a successful Media City . Part of the aim of the Guidance is to help integrate local communities with the aspirations for mediacity, so that they can benefit from the opportunities created.</p> <p>Amend MC:UK2.3 to make it clear that existing residential uses are envisaged to remain... to read</p> <p>2.3.Residential Development: Whilst some further residential development is appropriate in the waterfront parts of the Quays, it is not envisaged that new residential uses will be a dominant component in the wider mediacity:uk area, where existing land use patterns are largely envisaged to remain.</p> <p>Reasoned Justification (part) It is not envisaged that there will be a demand for large scale redevelopment in the wider mediacity:uk area, but where proposals do come forward, they will be assessed against this policy.</p>
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			<p>outside the designated Regional Centre and Quay Point opportunity (and which potentially may be required to meet, or mitigate, needs/demands arising from the development opportunities within them). In several respects aspects of the guidance appear to promote, without background justification or public examination, extension of the definition of the Regional Centre beyond that forming the spatial strategy underpinning the recently adopted UDP (and similarly extension of the definition of extent of application of policy MX1/3 within Salford..... in apparent difference to the Trafford circumstance of apparent compliance with Policy TP5).</p> <p>There does not appear to be any direct linkage between the planning guidance for the whole of the 'wider' MC:UK area and specific plan policy within Salford or to have been any public consultation on specific targeted objectives to be achieved within the wider area.</p> <p>* There has eg been no published study or agreed basis of robust analysis of the role and requirements of the wider/adjacent areas to eg meeting the recreation and leisure needs of the significant increase in residential and working populations or in mitigating the ecological and air quality pressures of the high density developments that are targeted for the guidance area...and which may suggest new parkland or a leisure centre etc being required to be located in the 'wider'/adjacent areas. Premature publication of 'vague' planning guidance for too wide an area at this stage may serve to frustrate</p>	<p>NOTED: The guidance has been drafted to amplify and be consistent with existing UDP policy. The focus for new higher density development would be the Quays Point area – which lies within the MX1/3 Mixed Use allocation with the adopted Salford UDP. The emphasis in the rest of the area is on commercial development focused around media industries in particular, and securing the supporting infrastructure / uses (including retaining / improving existing residential as appropriate) to ensure that it functions effectively.</p> <p>Further clarification on these points is suggested above, for policy MC:UK 2.</p> <p>Partially AGREED: The concern about ensuring adequate open space leisure / recreation facilities are provided to serve future occupants of Media City is valid. Having said this, most of the area is already</p>
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				<p>wider opportunity consistent with wider regeneration objectives .</p>	<p>'developed' and there is now planning permission for the development of the Quays Point area.</p> <p>Amend MC:UK 9.1 to read: "1. All developments that are brought forward within Quays Point will be required to contribute proportionately to the required high level of infrastructure necessary to serve the overall site, through the use of planning obligations, conditions or other similar mechanisms.</p> <p>Reasoned Justification. It is expected that any Planning Application for major development within the Quays Point area will be subject to a planning obligation or condition to secure contributions to the provision and long term maintenance (where appropriate) of public realm / publicly accessible amenity space / public transport serving / within the area. This will ensure that any additional pressure on the local environment, services and infrastructure, occurring as a</p>
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			<p>It is therefore suggested that the boundary of the 'guidance area' should at this stage be drawn within Salford as coincident with the boundary of the UDP definition of the Regional Centre - with the guidance making clear (as it nearly does in 3.3/3.4) what minimum general impact development within it is expected to have/achieve in the adjacent areas and what further studies/appraisals will be required within a specified timeframe..</p>	<p>result of new development, will be reduced or ameliorated as much as possible. Other matters to be assessed for inclusion in conditions / planning obligation will be the provision of improved open space leisure (on or off site) and contribution to the provision / improvement of education facilities in the area. This assessment will be informed by the submission of an open space assessment / strategy to accompany all planning applications for 'major development' to assess the needs arising from those developments."</p> <p>NOTED: Whilst this suggestion is noted, it is not propose to make any change to text.. The concept of a mediacity is of a high density core site supported by a wider hinterland of lower density development (commercial with some residential) which can accommodate the wider range of facilities needed to create a development of critical mass to be of truly global significance. Not all uses required to make a mediacity successful can be accommodated in 'reional</p>
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					centre' type high value / high rise / high density accommodation.
Chapter	Strategic Principles	Observations		<p>Paras 3.3/3.4/3.8</p> <p>The linkages and transportation enhancements expected to be achieved from/via implementation of the guidance are too vaguely outlined and should perhaps be better 'fleshed' out eg whilst the significance of the Broadway link is highlighted as a connection to the M602 J2 there is only vague reference as to how linkages (from it) to the communities of Langworthy, Weaste and Seedley and the are to be achieved to realise the necessary 'strengthening'/establishment of the 'wider links' that the current planning submission for quays point (53168) identifies to be necessary to overcome the present severances and maximise the prospect of positive influence on presently deprived neighbourhoods.</p> <p>In terms of strategic objectives it is unclear whether there is a specific objective to</p>	<p>NOTED: Whilst the Guidance does envisage and require good linkage to be made, it is more appropriate that details of how this is achieved be made through the required Design and Access Statements submitted with specific planning applications (as referred to in respect of Quays Point). However, it is appropriate to strengthen text in MC:UK 2 to add reference to read...</p> <p>"5. Access: Improved public transport facilities will need to be completed in line with proposals in transport assessments and made available in line with occupation of new facilities."</p> <p>In MC:UK 1, point 4 to be renamed Access, with similar wording inserted as the first sentence.</p> <p>In MC:UK 8.2, add new bullet point, to read... "Pedestrian and cycle routes should link mediacity:uk with surrounding residential</p>

				<p>encourage residential occupation by persons employed in the immediate locality or whether it is intended to provide a world class standard of residential accommodation to meet wider regional needs.</p>	<p>communities, via clear, direct and safe routes.”</p> <p>NOTED: We cannot control who occupies the housing. However, it offers the opportunity for people working in and around the Quays to live close by, thereby reducing the need to travel. Also good accessibility to the Quays assists local communities to take full advantages of the opportunities being created there (for employment / leisure etc).</p>
Policy	Policy MC:UK 1 Quays Point - Mix of Uses	Observations		<p>Policy MC:UK1</p> <p>* It is disappointing that the guidance provides no indicative ‘leads’ on matters such as ratio of built to open footprint areas, , residential development density and mix, factors/space standards that define ‘high quality living’ , targeted housing markets etc..</p> <p>* In respect of paragraph 3 specifically, use of the word ‘assumed’ seems inappropriate for what is intended to be guidance and the guidance would perhaps benefit for attempt at illustrative description of what is considered innovative and suitably high density family housing (eg 3-4 storey townhouses at the base of slim towers- as the example of Vancouver - to</p>	<p>NOTED: More guidance on the issues of density etc are given in MC:UK3 & 4 (Urban Form, Density & Massing). However, this has been drafted to avoid prescription in order to encourage innovation and distinctiveness.</p> <p>AGREED: IN MC:UK1.3 – second sentence, replace ‘assumed’ with ‘envisaged’.</p> <p>NOTED: The guidance has been drafted in such a way as to encourage innovation rather than be</p>

				<p>achieve an overall yield of c A dwellings capable of occupation by Y persons).</p> <p>* Would it be too radical to suggest that the guidance could expressly encourage a significant percentage of parking provision for non residents/workers being located remote from the Quays point site with linked public transport connection?</p>	<p>prescriptive about design solutions.</p> <p>NOTED: It would only really be appropriate to talk about remote parking if a site could be identified and public transport provision to and from it guaranteed. It is felt better to retain flexibility on this point. UDP Policy A1 requires a transport assessment, which will need to consider how people get to and from the site. Remote parking could be one solution.</p>
Policy	Policy MC:UK 8 Quays Point & mediacity:uk - Pedestrian Connectivity	Observations		<p>Policy MC:UK 8</p> <p>Would prefer the guidance to state a specific objective being to achieve clear and direct pedestrian and cycle route connectivity with the established residential communities to the north and east. (ie as well as within the site and to the bus etc routes servicing it)</p>	<p>AGREED: Amend MC:UK 8.2 accordingly, as set out above.</p>
Policy	Policy MC:UK 9 Planning Obligations	Observations		<p>Policy MC UK 9 (and 6)</p> <p>It is not totally clear whether what is being suggested for the Salford element is an ad hoc planning obligation arrangement within the Quays Point site that is outside the scope of the Planning Obligations SPD under current publication/consultation. (and is proposed to be based on a robust impact assessment of the specific nature of development that is brought</p>	<p>AGREED: Whilst it is not appropriate for the Guidance to be prescriptive on this point (Planning Obligations are an agreement, and in Salford, SPD is being drafted) some further guidance would be helpful.</p>

				<p>forward and /or covering the nature and capital costs of infrastructure and public realm elements required and excluding affordable housing?) If such arrangement is proposed the situation, and intended process of assessment, could be more clearly expressed/defined as could the future intent in respect of long term maintenance responsibility intent in respect of the 'public realm' works (privately maintained but publicly accessible?)</p>	<p>Amend MC:UK 9.1 as outlined above.</p>
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Representor : 71
Rose Freeman
(The Theatres Trust)

ID / Type	Heading	Nature of Response	Summary of Response	Response / Representation	City Council Response
Document	mediacity:uk & Quays Point : Salford Quays & Trafford Wharfside Planning Guidance	Observations		The Theatres Trust is an advisory Non-Departmental Public Body and a statutory consultee on planning applications that affect land on which there is a theatre. It was established by The Theatres Trust Act 1976 'to promote the better protection of theatres'. Our main objective is to safeguard theatre use, or the potential for such use, but we also provide expert advice on design, conservation, property and planning matters to theatre operators, local authorities and official bodies.	NOTED:
Document	mediacity:uk & Quays Point : Salford Quays & Trafford Wharfside Planning Guidance	Observations		The Theatres Trust welcomes the recognition within the draft document that the cultural and creative economy is an important contributor to Salford and Trafford. Theatres are a community asset and important anchors in the cultural and creative industries, providing jobs, skills, learning and educational opportunities, and providing vital secondary spend to tourism, retail and leisure sectors. Theatres make a major contribution to the vitality of town centres, especially the evening economy, and are significant elements of any town or city's cultural infrastructure. Please do	The Trust's support for the recognition of the role of the cultural and creative sector is welcomed. The offer of advice is also valued. It is proposed to strengthen the reference to the provision of a High School to reflect this support (below).

				not hesitate to put our services forward for advice on the creation of a performing arts space within a new High School.	
Chapter	Strategic Principles	Support		We support the Key Principles & Strategic Objectives for Quays Point and mediacity:uk on pages 9 and 10, both of which intend to create an area with social and cultural opportunities for all.	The support for this part of the Guidance is welcomed.
Policy	Policy MC:UK 1 Quays Point - Mix of Uses	Support		We are pleased to see that Policy MC:UK 1 will have a particular emphasis on the creative industries.	The support for this part of the Guidance is welcomed.
Policy	Policy MC:UK 2 mediacity:uk - Mix of Uses	Support		Policy MC:UK 2 at 4. on page 15 will consider a High School with a Media/Performing Arts speciality.	The support for this part of the Guidance is welcomed. It is proposed to strengthen the reference to the provision of a High School to reflect this support Amend MC:UK 2 to read 4. Community Facilities: Appropriate facilities will be needed to support the scale of development envisaged within the mediacity:uk area, including the provision of a new high school to serve Salford's part of the Regional Centre, potentially with a media/performing arts specialty, helping to ensure that the area is attractive to a diverse range of households and that all sections of society benefit from the opportunities within it.
Policy	Policv	Support		We are also pleased to note that Policv	NOTED:

	MC:UK 5 Quays Point - Public Realm			MC:UK 5 on page 16 will create a Piazza facing the Lowry and that a vista will be retained and enhanced along the Langworthy Road towards the Lowry (although the wording in the latter half of this sentence requires attention).	
Policy	Policy MC:UK 9 Planning Obligations	Support		We are pleased to see that you have included a policy on Planning Obligations and that an SPD is being produced. Investing time and resources in such a document will set down clearly what is required of the developer and other funding partners.	The support for this part of the Guidance is welcomed.

Representor : 67
Mr Stephen Broomhead
(North West Regional Development Agency)

ID / Type	Heading	Nature of Response	Summary of Response	Response / Representation	City Council Response
Document	mediacity:uk & Quays Point : Salford Quays & Trafford Wharfside Planning Guidance	Object		<p>As you may be aware, the Agency has been closely involved in the BBC's proposed relocation to Greater Manchester, and its choice of Salford Quays as its preferred location. The 2006 Regional Economic Strategy (RES) identifies the planned relocation of the BBC as a key asset and opportunity for the Manchester City Region, and one which will establish its status as the premier broadcasting and commissioning centre outside London.</p> <p>Action 9 within the RES looks to exploit the opportunities arising from the creation of a Media Enterprise Zone (mediacity:uk) linked to the BBC's relocation. Action 27 aims to deliver the skills required by priority sectors, including digital and creative industries to support the Media Enterprise Zone. Both are transformational actions and, as such, are priorities for delivering the transformational outcomes set out in the RES vision.</p> <p>We have recently expressed our support for the outline planning application submitted by</p>	<p>The general support for publication of Guidance is welcomed.</p>

			<p>Peel Media Ltd for siting and means of access in respect of the 14 hectares "core site" at Quay Point, Salford Quays (ref 06/53168/out).</p> <p>The Agency therefore welcomes the publication of the Draft Planning Guidance by Salford and Trafford Councils and the general support it provides for the development of mediacity:uk as a vibrant mixed use area. We do, however, have some concerns, about the document status and some of the wording used within it.</p> <p>Your covering letter indicates that this will be a non statutory planning document. We are therefore unsure whether, under the new planning system the Councils will be able to attach sufficient weight to it to significantly influence the type and quality of future development within the media:city:uk area</p>	<p>NOTED:</p>
Chapter	Strategic Principles	Observations	<p>We are particularly concerned about the wording of the first bullet points of paragraphs 3.3 and 3.4 (key principles and strategic objectives). Para 3.3 refers to Quays Point "drawing energy and activity from within the adjoining parts of Salford Quays and the wider mediacity:uk". Similarly para 3.4 refers to Mediacity:uk "drawing energy and activity from the core Quays Point site". There seems to be an implication here that mediacity will draw activity away from other areas. Clearly, this would not be compatible with the objectives of urban regeneration. We suggest that these</p>	<p>AGREED: Amend Paragraph 3.3 – delete from the first bullet, the text “drawing energy and activity from within”... to be replaced by “contributing to the dynamism of...” Amend Paragraph 3.4 – delete from the first bullet, the text “drawing energy and activity from”... to be replaced by “contributing to the dynamism of...”</p> <p>NOTED:</p>

				<p>sections are rephrased.</p> <p>The Key Principles and Strategic Objectives use a variety of terms, such as "bespoke destination activities" "essential hinterland" "urban in scale" and "exciting buildings" which are somewhat vague and difficult to understand. These terms require further explanation or, alternatively, need to be redrafted to provide clearer guidance to prospective developers.</p>	<p>Whilst the point is understood, the document has been drafted to avoid prescription in order to encourage innovation and distinctiveness. Such language is considered appropriate to the document. No change.</p>
Policy	Policy MC:UK 1 Quays Point - Mix of Uses	Support		<p>The Agency welcomes and strongly supports the particular emphasis within Policy MC:UK1 on media and creative industries.</p> <p>Policy MC:UK1 indicates that retail components of the proposed development should not compete with Manchester City Centre. Any retail proposals will, however, need to satisfy the requirements PPS6 (Planning for Town Centres) and, as such, there is a need to consider potential impacts on other centres within Salford and Trafford, as well as those upon Manchester City Centre.</p>	<p>The support for this part of the Guidance is welcomed.</p> <p>NOTED: Paragraph 1.5 states <i>“This Planning Guidance has been prepared jointly by Salford City Council and Trafford Metropolitan Borough Council to set out the guidelines which the Councils as local planning authorities will apply in considering applications for planning permission within the area. At this stage it represents non statutory guidance, but it is set within the framework provided by the Adopted City of Salford Unitary Development Plan (2004 – 2016) (Salford UDP) and the Revised Adopted UDP for Trafford (Trafford UDP...”</i> Whilst it is not considered appropriate to repeat national planning guidance in this</p>

					document, clearly its requirements and those of adopted planning policy continue to fully apply. No change.
Policy	Policy MC:UK 2 mediacity:uk - Mix of Uses	Support		Similarly, we welcome and support Policy MC:UK 2's emphasis on high technology, knowledge-based and media and creative industries. However, in view of the non-statutory nature of the document, we feel it would be helpful if it could explain how the Council's intend to control the types of business uses that locate within the area.	The support for this part of the Guidance is welcomed. The control of development will be conducted through the development control process and subject to the provisions of the adopted development plan. In considering planning applications, uses will be assessed in line with the Development Plan and other material considerations, of which this Guidance will be one such. It should be noted that the Guidance is a "spatial plan" and as such it is seeking to influence investors, interested agencies etc.
Policy	Policy MC:UK 3 Quays Point - Urban Form, Density and Massing	Observations		Policies MC:UK3 and MC:UK4 also use terms which lack precision and thus seem inappropriate within a planning policy. MC:UK3 talks, for example, about the new Piazza creating a "buzz" of activity. Whilst such terms may help to illustrate the Council's aspirations for the area, we are not sure whether they are particularly helpful as criteria against which to assess specific development proposals. We suggest that the policies are redrafted to provide more specific requirements and measurable criteria. whilst the more descriptive text	AGREED: Amend MC:UK 3.2 to read: "Within Quays Point, the road and public realm areas should radiate from the waterfront, with larger development plots to the north of Quays Point (towards Broadway), with generally more compact intimate spaces and plots approaching the waterfront. On the waterfront to Dock 9 (facing The Lowry), a new Piazza should

				<p>setting out the overall "feel" of the area should be moved to supporting text.</p>	<p>be provided. This will be a large enough space to allow for vistas and ceremonial events, but intimate in feel with active ground floor uses to create the vibrancy required to create a a high level of activity throughout the day. This approach suggests building height limited to six storeys towards the waterfront, rising in places to over ten storeys adjoining public open spaces and towards the rear of the site and around the Metrolink Station. No vehicular access should be allowed into the Piazza, with rear or underground servicing as the norm. (Consideration may be given to 'out of hours' servicing where essential)."</p>
Policy	Policy MC:UK 4 mediacity:uk - Urban Form, Density and Massing	Observations		<p>Policies MC:UK3 and MC:UK4 also use terms which lack precision and thus seem inappropriate within a planning policy. Whilst such terms may help to illustrate the Council's aspirations for the area, we are not sure whether they are particularly helpful as criteria against which to assess specific development proposals. We suggest that the policies are redrafted to provide more specific requirements and measurable criteria, whilst the more descriptive text setting out the overall "feel" of the area should be moved to supporting text.</p>	<p>AGREED: Amend MC:UK 4 to read: "1. The Imperial War Museum North and The Lowry are nationally important landmarks, and therefore their settings and strategic views along the water frontage will be protected and enhanced. 2. As development within the wider mediacity:uk area moves away from the waterfront and key transport nodes (eg Broadway / Metrolink Stations) densities will</p>

					<p>generally reduce.</p> <p>Reasoned Justification.</p> <p>New development on Trafford Wharfside will need to contribute to the framing of the waterfront, with buildings of an appropriate scale and mass, so as to provide a suitable setting for the Imperial War Museum North and The Lowry. “</p>
Policy	Policy MC:UK 5 Quays Point - Public Realm	Observations		<p>Policy MC:UK5 refers to boulevards that will "energise and animate" the area, punctuated by "exciting and unexpected" spaces. Whilst such terms may help to illustrate the Council's aspirations for the area, we are not sure whether they are particularly helpful as criteria against which to assess specific development proposals. We suggest that the policies are redrafted to provide more specific requirements and measurable criteria, whilst the more descriptive text setting out the overall "feel" of the area should be moved to supporting text.</p>	<p>AGREED: in part Amend text of MC:UK 5.1 to read:</p> <p>ii. The Piazza; to create a vibrant space full of activity, facing The Lowry. Consideration should be given to opening this area to the water by reducing levels and the creation of a boardwalk or floating pontoons with active uses, including mooring facilities.</p> <p>iii. New Boulevards radiating from the waterfront. The boulevards should accommodate a combination of mixed use developments (with active ground floor uses), attractive open spaces, and pedestrian priority areas that will ensure the boulevards have a high level of activity</p>

					<p>throughout the day. Some will be grand in scale, providing the vistas of key buildings – especially The Lowry and Imperial War Museum North - and forming the main routes into the area. Others will be more intimate. A particular vista to seek to retain and enhance will be that south along Langworthy Road to The Lowry.”</p>
Policy	Policy MC:UK 7 Quays Point - Pedestrian Connectivity	Observations		<p>We suggest that the words " Within the currently blank canvas of the area" are deleted from Policy MC:UK7. We also suggest that the second part of this policy, which again refers to drawing activity from the urban area north of Broadway, is amended to read" These should provide links between the waterfront and the urban area north of Broadway"</p>	<p>AGREED: Delete the words “the currently blank canvas of...”.</p>