

The proposals have been developed in consideration of the Greengate Regeneration Strategy

STRATEGIC CONTEXT

The Draft Salford Local Plan identifies the Site as being in the “City Centre” and details the appropriate use as being mixed use, with a focus on business, tourism, cultural and leisure development. It also details the importance of the key corridor of Chapel Street.

Salford City Council prepared a Greengate Regeneration Strategy (2014), which was updated in 2018, to ensure that the policy framework for Greengate is up-to-date, robust and provides clear direction regarding what can be delivered in the area to ensure it becomes a successful and vibrant community that supports culture, heritage, active ground floor uses and public open spaces. The Council adopted the Greengate Regeneration Strategy in May 2018.

The Strategy highlights the opportunities offered by under-utilised land such as the surface car parks, older industrial premises and vacant railway arches, together with supporting the existing cultural uses.

It identifies that the area would be characterised by outstanding architecture, high-quality public spaces, urban art and a distinctive waterside frontage. This vision is being delivered in the development that has been completed to date, and the future planned development.

There are a number of other broad key elements that are considered critical to the success of the strategy:-

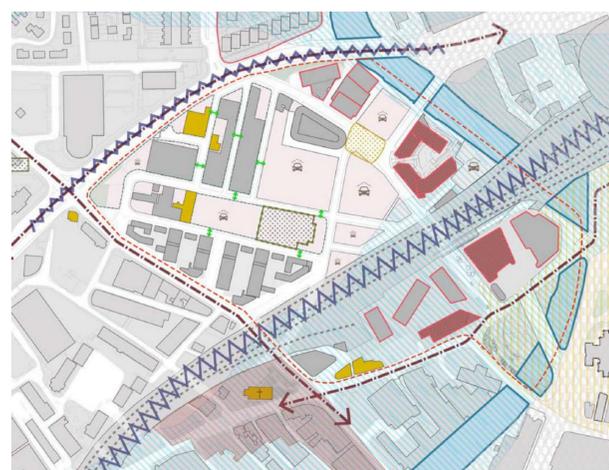
- Continuing to deliver a mix of uses, including new homes, workplaces, cultural opportunities, retail and leisure and ensuring ground floor uses contribute to active frontages
- Securing a high density of development appropriate to the area’s central location, helping to provide a vibrant atmosphere
- Respecting and taking full advantage of the area’s historic significance and heritage assets, including the historic market cross area, river frontage, viaducts and historic street pattern to create a distinctive and attractive area
- Increasing the proportion of trips made by public transport, by cycling and on foot and to reduce the proportion made by car



SITE OPPORTUNITIES

(Above diagram from the Greengate Regeneration Strategy - February 2018)

- Sites available for development
- Heritage assets
- River frontage
- Connecting to existing public spaces
- Improving connectors
- Inwell River Park
- Retail
- Residential
- Education
- Cathedral



SITE CONSTRAINTS

(Above diagram from the Greengate Regeneration Strategy - February 2018)

- Future Developments
- Railway noise / physical barrier
- Main traffic routes
- Flat Iron Conservation Area
- Burial Ground
- River Inwell
- Narrow highways / footways
- New development
- Listed Building
- Floodplain

The application Site is on the southern edge of the Greengate framework, and as such the proposals have been developed in consideration of the policy framework and the Greengate Regeneration Strategy.

The area has seen considerable change over the last 7 years with redevelopment providing a range of new homes, new jobs and improved infrastructure around the public realm, transport and small retailers opening.

There are several heritage assets close to the Site that have been considered throughout the design process; the closest affected assets being the railway viaduct to the north and the former Police Station to the west.

The Site is within walking distance of several mainline transport nodes, such as Manchester Victoria (5 minutes), Salford Central (8 minutes) and Manchester Piccadilly (20 minutes). The Metrolink can be accessed from Victoria, and also Market Street and Shudehill (8 minutes).

There are ten bus routes operating directly outside the Site, with links through Salford, Manchester and the surrounding towns.