

FORMER KELLOGGS SITE
TRAFFORD

DISCOVER

WELCOME

Trafford Bruntwood LLP welcome you to today's public consultation event. These boards present information about the current draft proposals. We are here today to listen to your views and comments on the current proposals so please take as much time as you would like to view the boards and speak with the members of the project team who are on hand to help. We will review any comments received prior to the submission of an outline planning application.

THE PROJECT

The former Kellogg's Site is an amazing opportunity to redefine a large proportion of the Civic Quarter of Trafford where the some of the major cultural and sporting institutions of the borough are located. This is an exciting chance to create an outline vision for a regionally important new residential mixed-use neighbourhood for Trafford.

PROJECT TEAM

Trafford Bruntwood LLP

Client
The plans are promoted by Trafford Bruntwood LLP which is a joint venture partnership between Trafford Council and Bruntwood Works. Working in partnership, they will be responsible for delivering the proposed development on site. Trafford Bruntwood LLP has appointed an experienced team of technical advisors to assess the site and develop the draft masterplan which is on show today

Feilden Clegg Bradley Studios

Masterplanner & Architect
FCBStudios recognise that buildings have an impact beyond the confines of their sites. We are interested in the wider relationships between buildings and their historical, environmental and socio-economic contexts. In our urban design, we want to create accessible and liveable communities and cities that inspire a sense of belonging and ownership for all.

Planit-IE

Landscape Architect
Planit-IE are landscape architects and urban designers with a passion for outdoor spaces and the role they play as building blocks for our communities. We are driven by the challenge to embed design quality within our environment - whatever the scale or context.

Avison Young

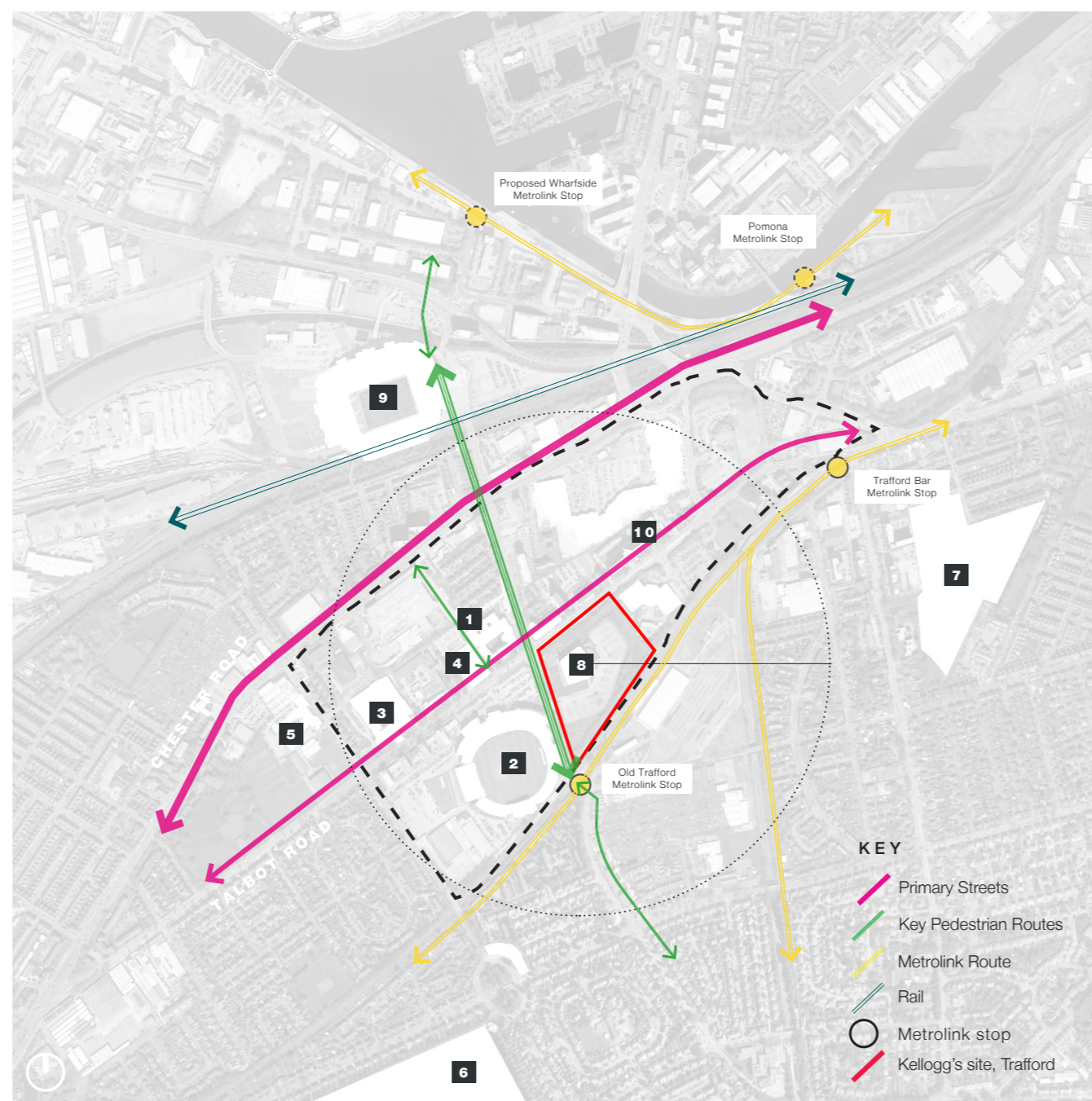
Planning Consultant & Environmental Impact
Avison Young's Manchester Planning team have extensive experience of large scale regeneration projects, working with developers, local authorities and communities to ensure that a high quality and deliverable planning permission can be achieved.

Curtins

Transport Consultant
Curtins has a rich heritage that spans almost 60 years. We provide transport planning and engineering advice from the initial concept stage through to detailed design and implementation. Our focus is on providing innovative transport solutions to support both private and public sector development.



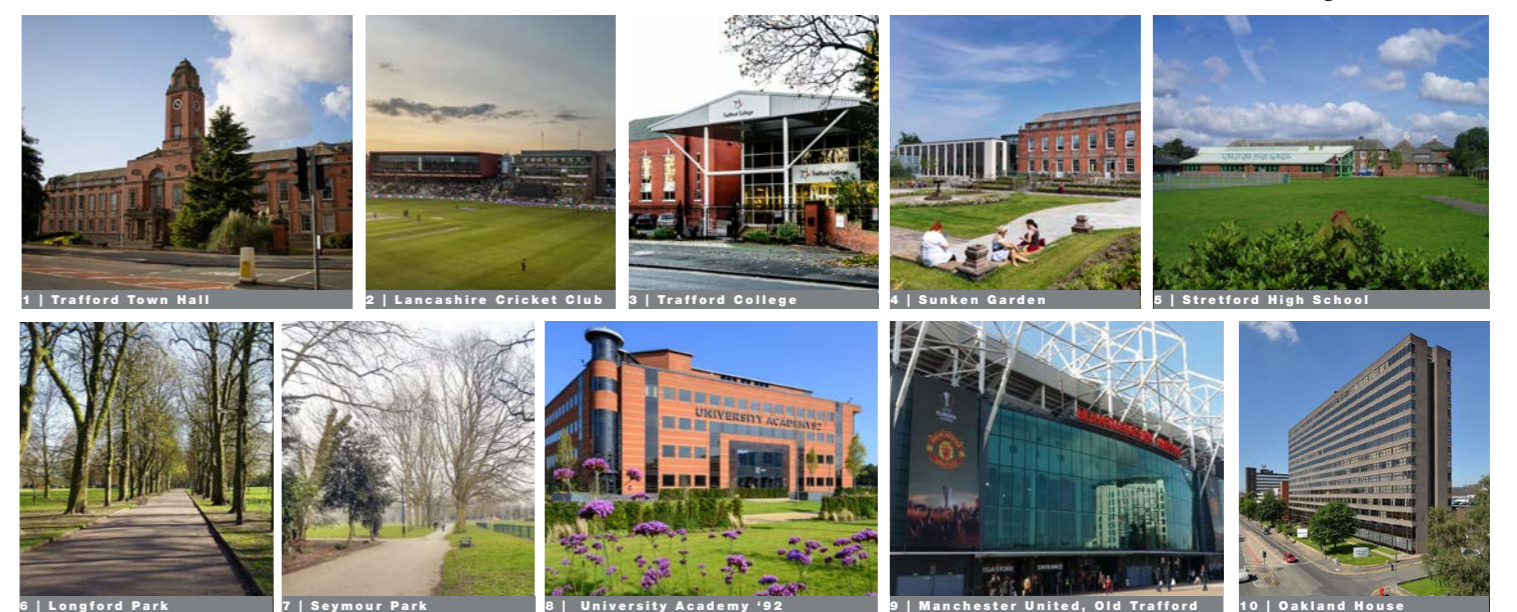
Aerial Facing Northwards



Site Context



Aerial Facing Southwards



Key Context Buildings & Places

THE LOCATION

The site is located at the north of the metropolitan borough of Trafford, in close proximity to the international sports grounds of Old Trafford football ground and Lancashire County Cricket Club.

A short distance to the North is Manchester City Centre and the developments at Salford Quays that offer benefits and opportunities associated with a large urban context in employment, culture and retail uses.

The site location also has access to the benefits of extensive suburban areas to the South such as open space, parks and schools.

TRAFFORD'S
UNIQUE HISTORY

The immediate local area of Trafford has a rich and significant history regarding culture, events, health and well-being.

Nationally significant Victorian exhibitions, botanic gardens, amusement grounds and Civic buildings have taken place in the local area and have all played their part in creating a unique history for this part of Trafford.

There is a fantastic opportunity to thread some of these stories and influences into the future story for this part of Trafford.



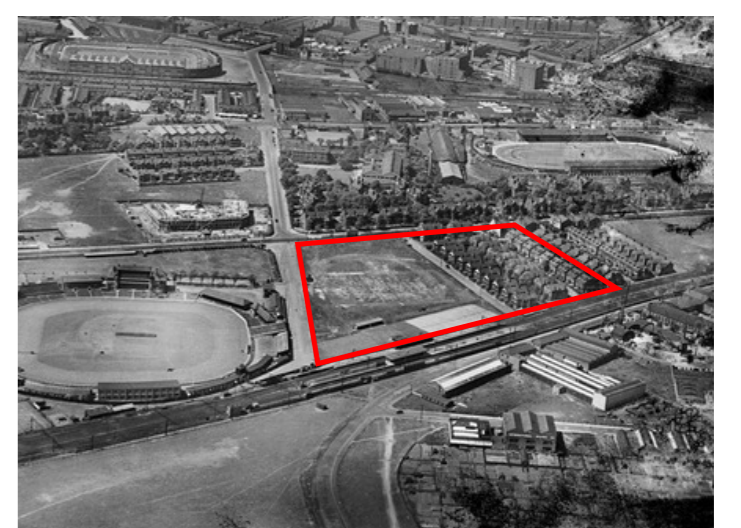
Botanic Gardens Gatehouse



Art Treasures Exhibition Hall, 1857



Royal Jubilee Exhibition, Talbot Road, 1887



Old Trafford Area Aerial Photograph, 1932



Botanic Gardens Band Stand



Art Treasures Exhibition, 1857



White City Amusement Park Gatehouse, 1910



Trafford Town Hall, 1951

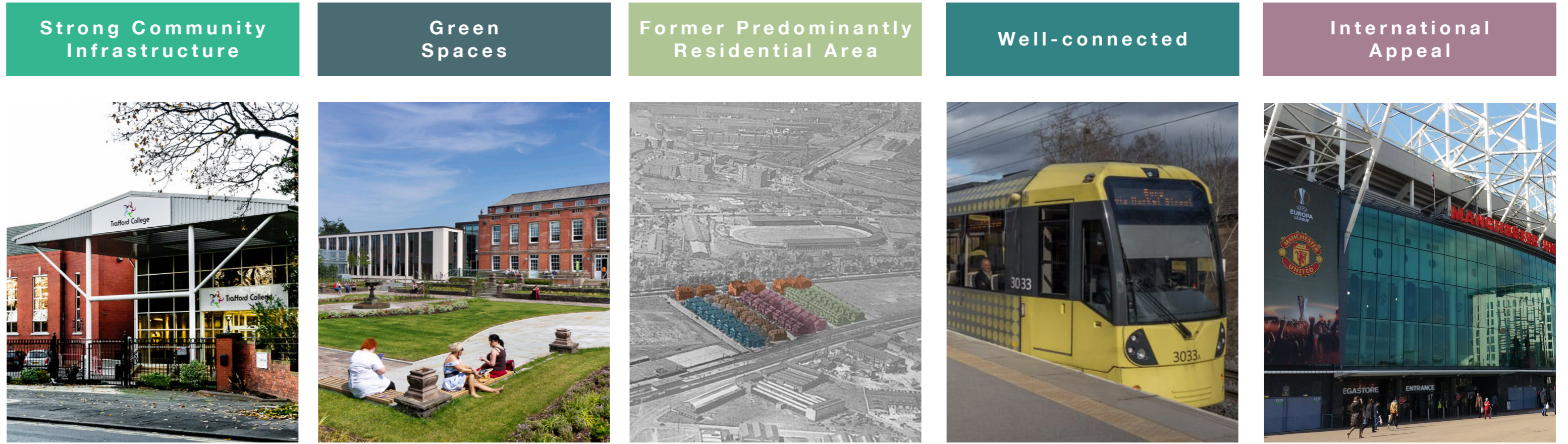
FORMER KELLOGGS SITE
TRAFFORD

UNDERSTAND

The below describes some of the key aspects of the site and surrounding area that have informed the thinking behind the project

LOCAL AREA STRENGTHS

There are many strengths that are evident in the wider surrounding Trafford area that the project development should seek to highlight, maximise or enhance.



LOCAL AREA OPPORTUNITIES

In the process of delivering the project on the former Kellogg's Site there are several aspects that will have a wider positive impact on the local area and may act as a catalyst for further improvements. This collection of images highlight several aspects that may be addressed as a consequence of the development.



THE SITE

The site is broadly rectangular in shape and occupies approximately 3.6 hectares of land to the south of Talbot Road, Trafford. The site is bound by Talbot Road to the north, British Gas offices to the east, the Altrincham - Bury Metrolink to the south and southeast, and Lancashire County Cricket Club to the west. The site is a mixture of landscaped areas and large expanses of hardstanding.

The site is in a highly accessible location within walking distance of a range of existing shops, services and other facilities in the local area.



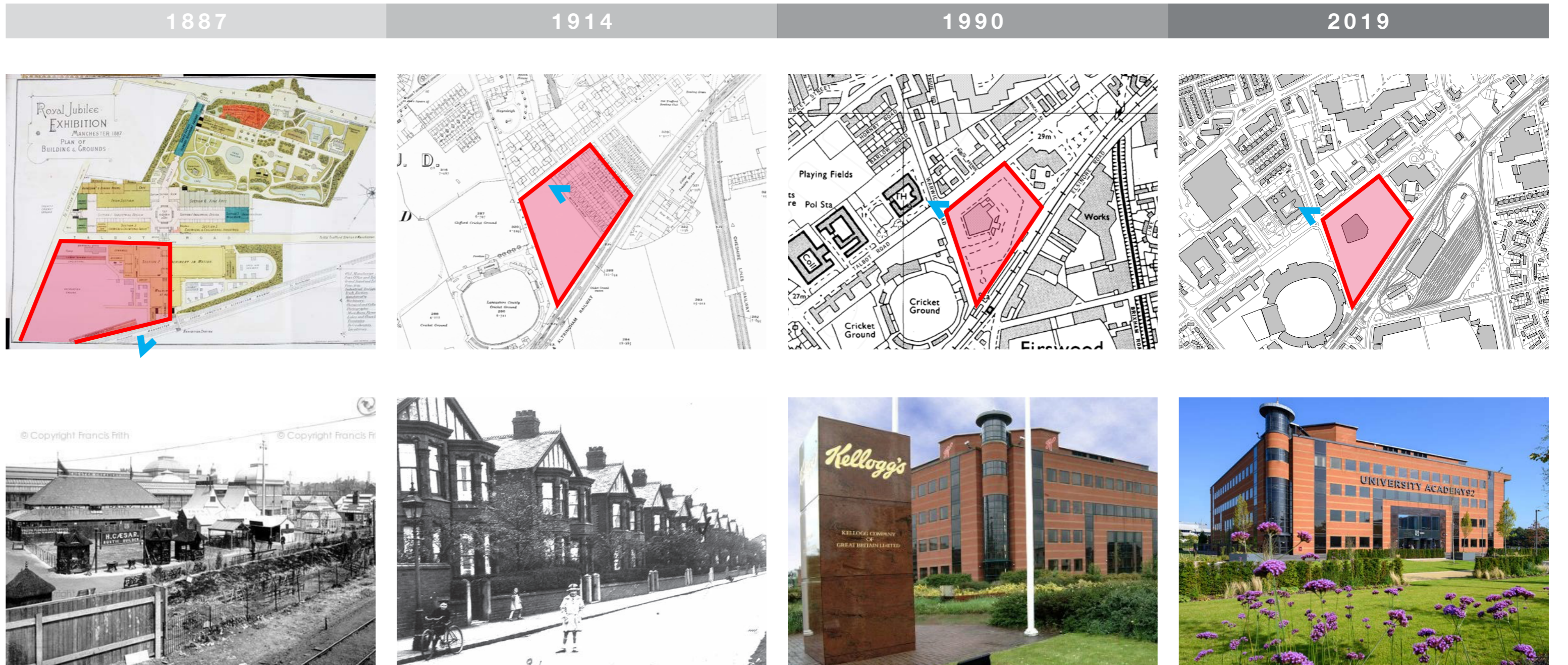
SITE EVOLUTION

1887 - ROYAL JUBILEE EXHIBITION
Part of the exhibition grounds displaying Machinery and a recreation ground with a tobogganing slide.

1914 - RESIDENTIAL STREETS
Series of residential streets of large Victorian houses that had royal related names.

1990 - KELLOGGS HQ
The cereal manufacturer built a British headquarters with their factory located nearby at Trafford Park.

2019 - UNIVERSITY ACADEMY '92
New sports-based University backed by former Manchester United players, Microsoft and Lancaster University.



DEFINE

The below are the key themes we have identified by which to inform the masterplan design and strategies

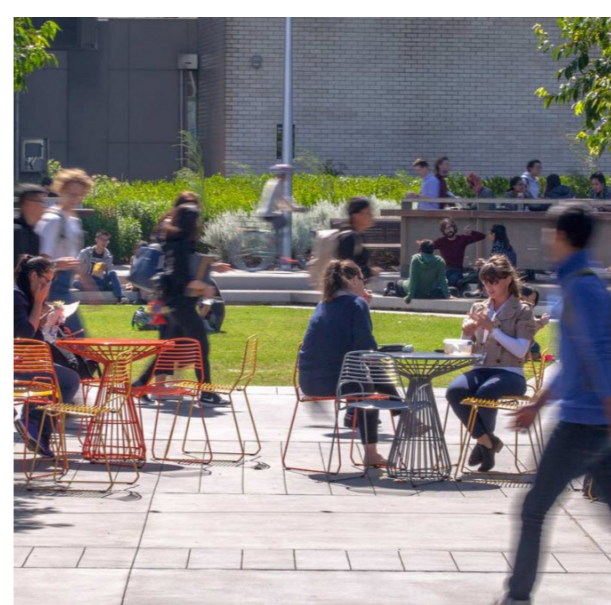
LIVEABLE STREETS & SPACES



Life once spilled out from the royally named streets of houses that used to occupy part of the site. By creating new streets and spaces that are safe and beautiful means life can once again flow from the new 21st century homes and buildings.



Opportunities to Relax

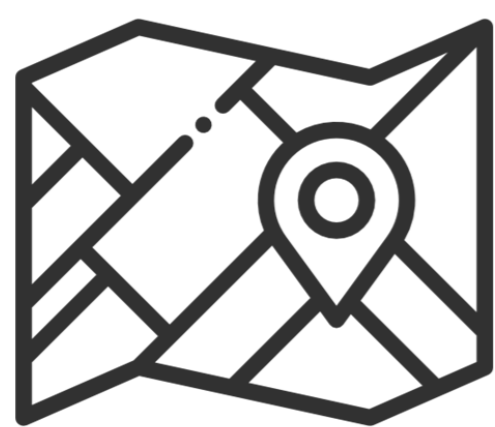


Opportunities to Socialise



Opportunities to Play

TRAFFORD PLACE-MAKING



The scheme seeks to create a new neighbourhood that is distinctly Traffordian in nature. By studying the existing architecture, history and place the project defines a design code that will be used for all subsequent detailed reserved matters planning applications that will come forward across the site.



Understanding the Place



The Unique History of the Place

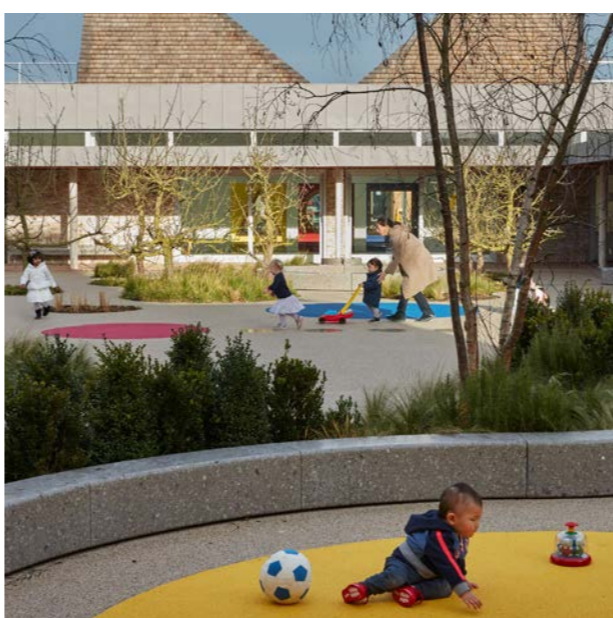


Take Influence from Existing

COMMUNITY EMPHASIS



Making provision for a vibrant community to flourish is core principle of the project. Both the existing surrounding community and the future community of residents will be able to mix through the use of public open spaces, a primary school, food and beverage spaces and other social opportunities found on the site.



School



Community Spaces

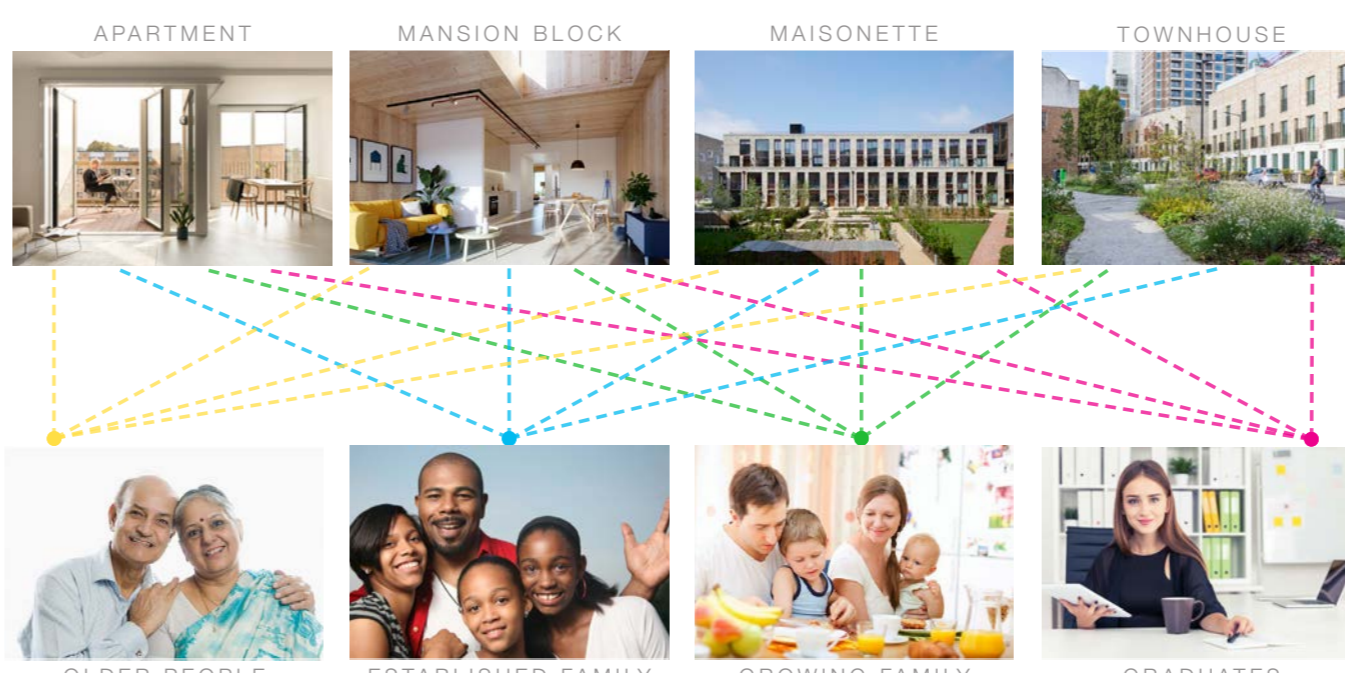


Encourage Social Interaction

DIVERSE & INCLUSIVE HOMES



By providing a diverse offer of home types that range from apartments to townhouses it is envisaged this will encourage a diverse mix of people to choose to live here. Creating a living environment that is safe and inclusive for people of all ages is a concept that is central to our vision.



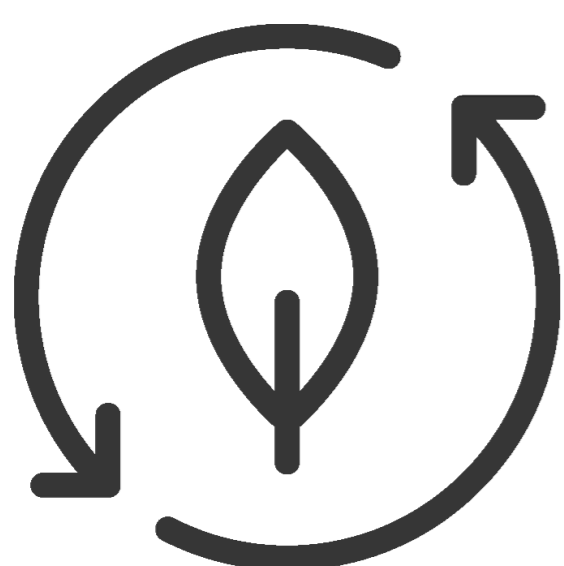
Diversity of Homes / Diversity of People

"If everything we do in our cities is great for an 8 year old and an 80 year old, then it will be great for all people"



A Great Place to Live

SUSTAINABLE NEIGHBOURHOOD



This neighbourhood will be one that is environmentally sustainable, economically feasible and socially responsible. The design will promote sustainability in the community. Building uses and their construction will create jobs and will strengthen the local economy by encouraging spending in the area.



Holistic Sustainability



Economic



Social

RESPONSE

The below sets out main design aspects of our outline masterplan to develop the site

APPROPRIATE BUILDING HEIGHTS

Appropriate height of six stories to Talbot Road / Brian Statham Way corner. Proposed buildings of height are located to the North of the site to respond to the existing tall building context of Oakland House and Atherton House.



UA92

UA92 will maintain its important civic presence to the public realm for both primary entrances. Potential expansion space to the corner of Talbot Road/ Brian Statham Way is provided.



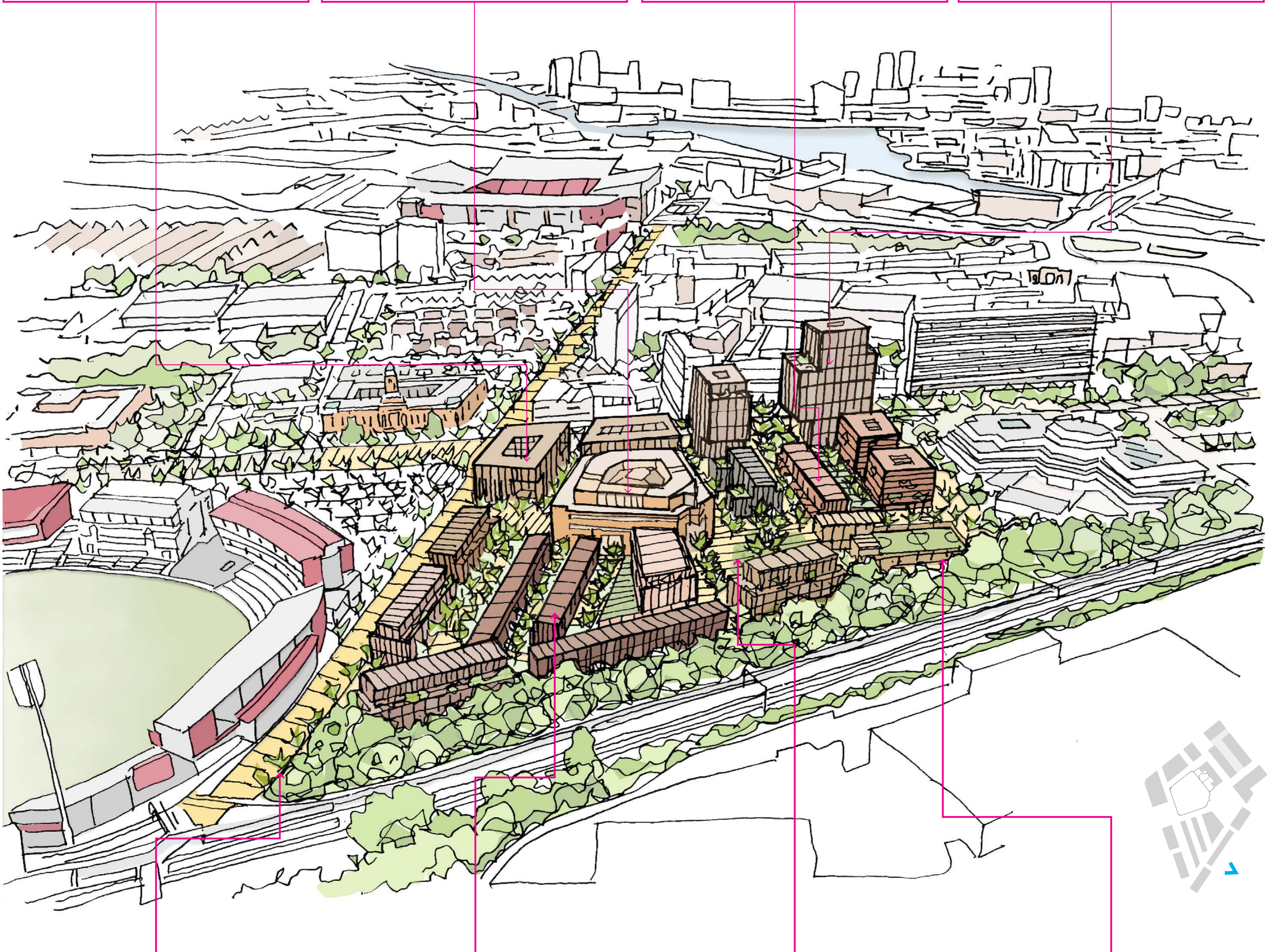
MANAGE THE CAR

Vehicular movement is restricted around the site to promote a pedestrian prioritised safe environment. Car parking is consolidated in a single location to the North of the site as a podium car park for approximately 230 cars spaces.



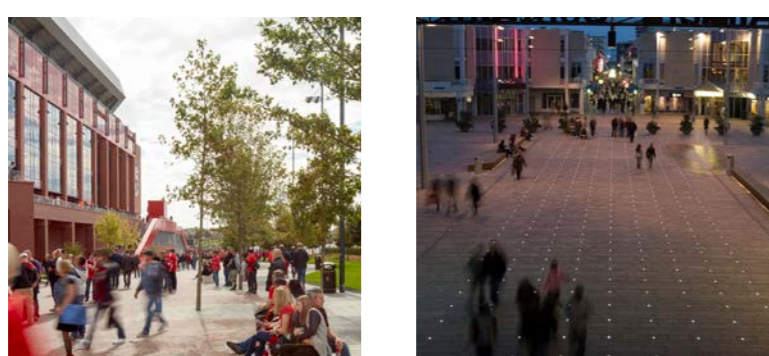
APARTMENTS

High-quality apartment homes predominantly to the North of the site. These will take in fantastic views to Manchester and Salford Quays to the North and out to the green suburbs to the South.



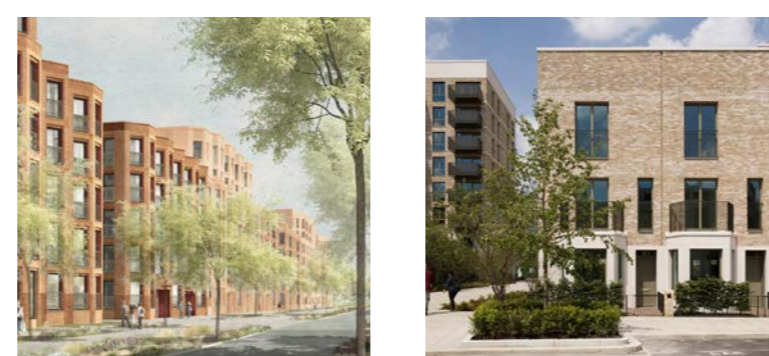
ARRIVAL

Enhancement of the drama of the arrival experience to Trafford at the southern corner of the site. Proposals for a new cricket stand will address the western edge of Brian Statham Way.



TOWNHOUSES & MANSION BLOCKS

Townhouses and mansion block apartments (more generously sized apartments with larger private external space provision) are proposed to deliver a diverse offer of homes types across the project.



GENEROUS OPEN SPACE PROVISION

The equivalent of approximately 2 football pitches worth of publicly accessible open space is provided. Further to this there are various residents garden spaces and green tree planted streets to reference the area's past botanical history.



SCHOOL

A new two-form entry primary school is proposed to create additional provision in the area. Schools provide a hub for out-of-hours initiatives for the community to benefit.



DESIGN

The below shows how the proposed masterplan may manifest once the whole site is fully developed

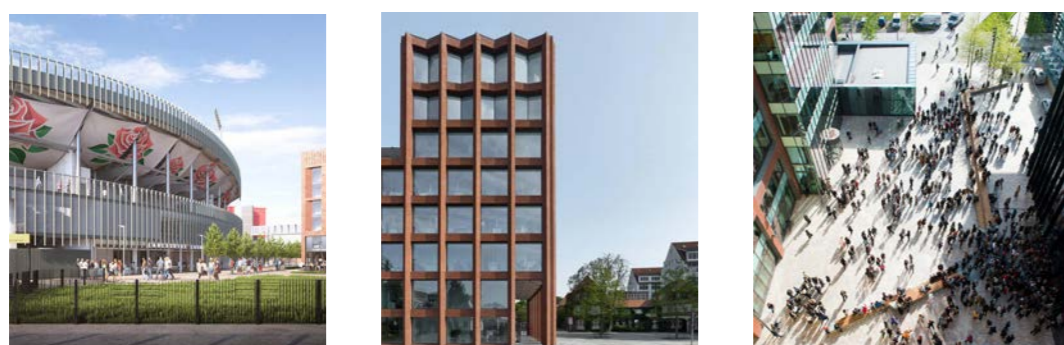
1. NEIGHBOURHOOD CENTRAL SPACE

A large central neighbourhood space will be where the community can meet, socialise, play and relax. A place that achieves a quiet buzz whilst its size may allow for smaller organised events, such as occasional markets or seasonal celebrations. Occupying opposite sides of the space are two educational buildings that will encourage a sense of civic pride to the space.



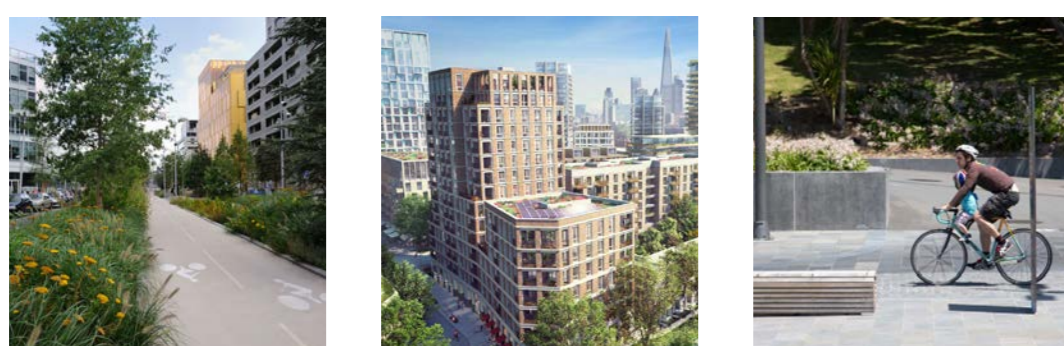
2. TRAFFORD GATEWAY

This space will help define a visitor's initial perception of Trafford and welcome people to the area. The proposed buildings to this corner of the site will help define the urban experience of arriving to the area. The proposed new cricket stand will frame the southern side of the space and create a dramatic entrance to Trafford.



3. TALBOT ROAD & SQUARE

There is a long-term ambition from Trafford Council to downgrade Talbot Road to vehicular movement and enhance the pedestrian and cycle experience. Talbot Road has been redefined by narrowing the road width, incorporating protected cycleways and greening the street. A small residential pocket park has been introduced as a front door to the development. On-road parking has been incorporated to assist the school's drop off strategy.



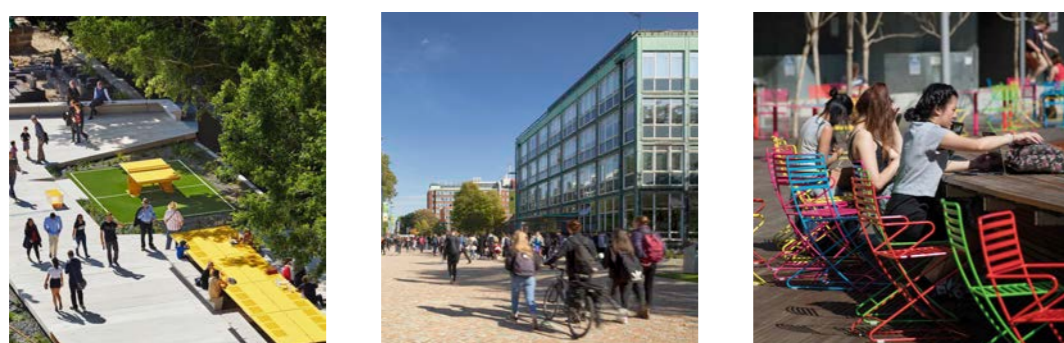
4. BRIAN STATHAM WAY

Brian Statham Way will be closed to free movement of traffic and become a pedestrian prioritised street. There is an ambition that this street becomes part of a ceremonial processional route that amplifies the connection between the two stadia and town hall - accommodating and welcoming for visitors year-round. A street where Trafford can celebrate its unique culture, history and place.



5. UA92 CAMPUS SQUARE

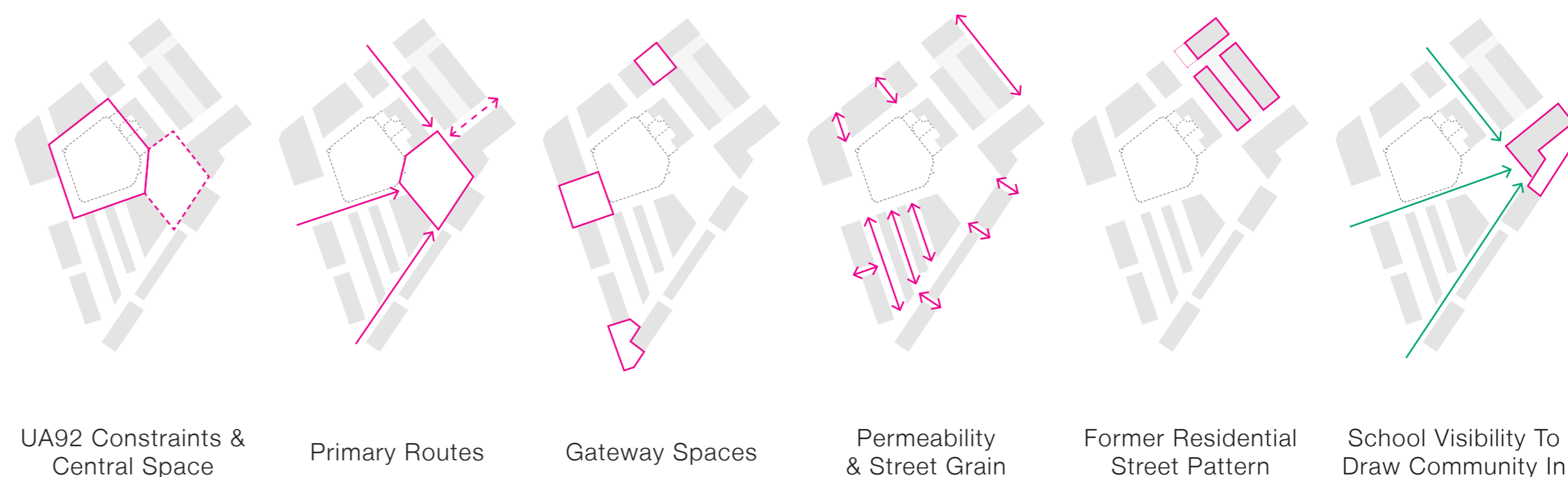
This space will frame the main entrance to the newly established University and maintain its presence to Brian Statham Way. The generously sized square will allow university life to take ownership of the space through incorporating opportunities for students and staff to engage with the local population. Framed with retail or food and beverage units will enhance the university experience here in Trafford.



ILLUSTRATIVE MASTERPLAN



MASTERPLAN KEY MOVES



UA92 Constraints & Central Space

Primary Routes

Gateway Spaces

Permeability & Street Grain

Former Residential Street Pattern

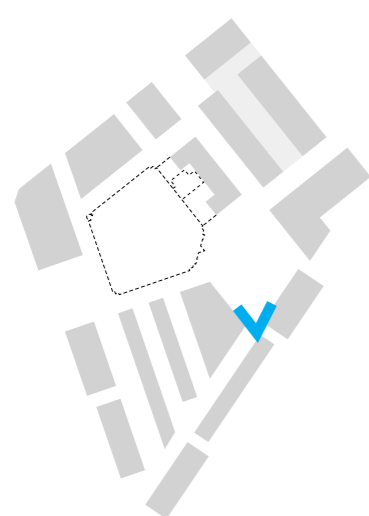
School Visibility To Draw Community In

VISION

The below are images that describe how areas of the masterplan may look once the site has been fully developed

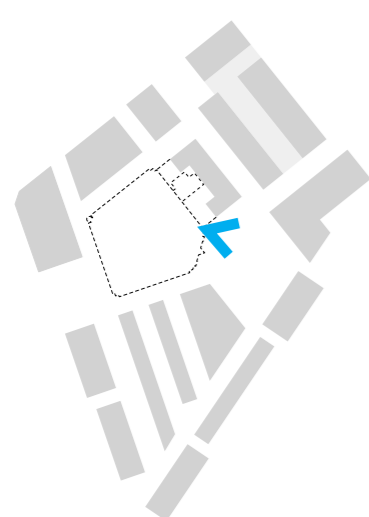
A NEIGHBOURHOOD FOR TRAFFORD

The central space will become the heart of the neighbourhood and a space for the people of Trafford. Learning institutions of the University and primary school occupy key sites on the space. There are opportunities within the landscape to relax and places around the edges to eat, drink and socialise. High-quality homes overlook the space to create a safe and enjoyable environment for children to play in.



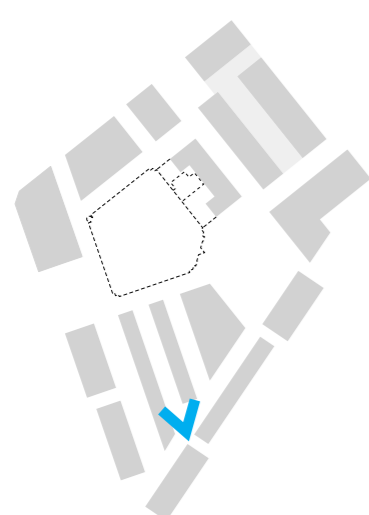
A NEIGHBOURHOOD COMMUNITY

The primary school will provide a focal point for the community and attract the local population onto the site to engage with the development and its public spaces. The school will have a presence on the central space through fun play opportunities and encourage social interaction between parents. The school will likely provide the community with a hub space for evening and weekend uses.



A NEIGHBOURHOOD TO LIVE

A wide variety of homes will create a rich diversity of people to live here. The safe pedestrianised streets will be filled the vibrancy of life with children playing, adults socialising, exercising and relaxing.



NEXT STEPS

The project team would like to thank you for coming. Your views are of great importance to help us develop our scheme. Please complete a feedback form and put it in the comments box before you leave. Alternatively you may view the proposals online at: <http://planningconsultation.avisonyoung.co.uk>

And send feedback to: planningconsultation.uk@avisonyoung.com

An application for outline planning permission is anticipated to be submitted later in November – at that time, the Council will write to neighbours again, giving details of the application and an opportunity to make any further comments. The Council will also display a notice near the site.