

# new work: Trafford Wharfside

Plans to regenerate the area around Old Trafford stadium have moved another step forward with the appointment of an Allies and Morrison-led consortium to design a strategic masterplan.

The strategic masterplan is in support of Trafford Council's plan to revitalise Trafford Wharfside. Complementing the recent announcements by Manchester United for a new 100,000 seater stadium, the related masterplan will focus on the adjoining neighbourhood, especially the waterfront opposite Media City. Situated within easy reach of Manchester City centre and well served by public transport, the Wharfside area presents tremendous opportunity for future growth and development, as well as commercial and leisure facilities.

Appointed following an intensive tender exercise the masterplan team also includes landscape architects SLA, engineers Civic, and property specialists JLL. We will work with Trafford Council alongside Manchester United Football Club, the Greater Manchester Combined Authority (GMCA), a proposed Mayoral Development Corporation and other key partners to deliver a vision for a transformational and sustainable international destination for the benefit of residents, businesses and visitors. The masterplan is aimed to be completed early next year.

Paul Eaton, Partner at Allies and Morrison, said: *"Trafford Wharfside has been recognised for some time as a focus for regeneration in the city, with the potential to become a thriving new neighbourhood. Our team will shape a proposal for the area that realises this exciting potential; a sustainable, deliverable vision that integrates new homes and employment with sport, supporting Trafford's aspirations and ambitions for the future."*

*"This is a huge opportunity for Trafford, for the city and for our Manchester studio. We are delighted with this appointment and look forward to working with the Council and its partners."*

Councillor Liz Patel, Trafford Council's Executive Member for Economy and Regeneration, said: *"The Old Trafford Regeneration is one of the biggest growth opportunities in the country and will be fantastic for our borough. New homes, new neighbourhoods, new businesses, new jobs, new green spaces and new facilities – all within walking distance of public transport."*

*"A lot of publicity has been about Manchester United's new stadium – this regeneration will complement those plans, and our master plan will be central to shaping the future of this area. We are delighted to be starting the master planning in earnest and look forward to working with the project team to deliver a comprehensive vision for the neighbourhood."*

Trafford Council estimate that the regeneration proposals could create around 48,000 new jobs in the borough, add £4.2 billion to the local economy and deliver more than 10,000 homes over the lifetime of the project.

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## ABOUT ALLIES AND MORRISON

Allies and Morrison is a practice of architects and urbanists based in London, Cambridge, Manchester, Dublin and Jeddah. We design beautiful buildings that have long life and can adapt over the generations. We also shape enduring places, new pieces of city or settlements at any scale. All our projects are concerned with the crafting of detail and an appreciation for the uniqueness of each context.

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