

project update: **Trafford Wharfside Masterplan**

A framework for the transformation of the Wharfside area of Trafford Park, anchored by a new stadium for Manchester United.

The Trafford Wharfside Strategic Masterplan details a programme of sports-led regeneration during the next decade and beyond. The Trafford Council-led project is supported by partners Old Trafford Regeneration Mayoral Development Corporation (OTR MDC), Greater Manchester Combined Authority (GMCA), Transport for Greater Manchester (TfGM) and Manchester United Football Club (MUFC).

The masterplan has been prepared by the Council with architects and urbanists Allies and Morrison, engineers Civic, property services company JLL and landscape architects SLA.

It was shared for the first time today at an event for businesses, community groups, landowners, project partners, schools, colleges and charities at Old Trafford stadium.

The regeneration area, at the north-eastern corner of the borough of Trafford, covers 150 hectares south of Salford Quays and east of Trafford Park industrial estate. Its boundaries are broadly Europa Way, Manchester Ship Canal and the Manchester to Liverpool railway line. The masterplan sets out a bold vision for Trafford Wharfside, including new and improved public transport links, enhanced rail connectivity, and extensive walking and cycling infrastructure.

Building upon the character and heritage of the area, the vision is for a diverse neighbourhood creating 48,000 local jobs and 15,000 new homes, with the new stadium as the catalyst. Together, the mixed-use developments across 150 hectares have the potential to offer a £7.3bn per annum boost to the UK economy.

The masterplan will be considered for approval by Trafford Council's Executive Committee at a meeting on Monday 20 July. Community consultation is set to run from Tuesday 28 July until Tuesday 22 September.



CLLr Tom Ross, Leader of Trafford Council, said: "We are delighted to introduce the masterplan which starts a long journey to piece together what could happen where, to bring this world-class cultural and sporting destination to life.

"We want to create a great place to be, not just on matchdays but every day – and we're looking for as many residents and businesses as possible to help us to shape this vision, through our forthcoming consultation process.

"Wharfside will become a network of attractive neighbourhoods in which to live, work, wander, explore, relax with family, enjoy nature and wildlife, meet friends, eat out, have a drink, shop and be entertained.

"It will have the best of parks and waterside spaces, housing including affordable options in vibrant and diverse localities, new health and educational facilities, joined up public transport and places to walk, cycle and be active."

The MDC is one of a handful across Greater Manchester and has already attracted investment from GMCA's Good Growth fund to help kickstart the building of housing.

OTR MDC Chair, Lord Sebastian Coe, said: "This is a great day and an important step on our road to achieving the best of everything for Old Trafford, in terms of places for sport, leisure, residential and business.

"The masterplan really makes the forthcoming transformation begin to feel real and achievable – that it's really happening, and now! So much is still to be decided and refined in consultation with everyone involved, but the framework is most definitely in place."

Paul Eaton, Partner at Allies and Morrison, said: "We are thrilled to have helped the Council and its partners reach this hugely significant milestone. Wharfside has a proud industrial and sporting heritage and the significance of this exciting new chapter in its evolution cannot be overstated.

"Canals, new stadium, existing venues and businesses, new and existing adjacent communities – all will be connected to, and fully integrated with, the wider city region. At 1.5km wide, Wharfside will be a 'place of places' and a new economic engine for the region."



ABOUT ALLIES AND MORRISON

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