



POMONA ISLAND MASTERPLAN

Final Report | June 2008



Produced by Taylor Young on behalf of:



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The Pomona Island site presents an exciting opportunity for high profile regeneration of the waterside environment adjacent to the Manchester Ship Canal and Bridgewater Canal. Located at the north-eastern gateway to Trafford; Pomona is on the edge of Manchester City Centre and sits adjacent to the leisure and residential hub of Castlefield; it therefore offers excellent opportunities for redevelopment. The site's proximity to the Region's most successful and fastest growing business and employment location gives it a significant strategic role.

1.1 Background

Peel Holdings have commissioned a masterplan to progress the high quality development of this site. The masterplan extends out from Manchester City Centre, the successful regeneration area of the St. George's Island site which provides coherent setting for the Pomona Docks Residential Development, granted planning permission in May 2007. Development of the site also responds to growing market confidence in this area with the associated ability to provide catalytic development to adjacent areas.

The masterplan proposes to transform the derelict, brownfield site into a vibrant hub. This dramatic change is key in implementing the Irwell City Park initiative as Pomona Island is strategically placed between Salford Quays and Manchester City Centre.

The site forms part of the jigsaw of wider regeneration and development in this area and lies close to the confluence of the Manchester, Trafford and Salford local authority boundaries (*although the site is entirely within Trafford MBC*). The Manchester Ship Canal is the focus for a series of exciting schemes including the redevelopment of Salford Quays, Trafford Wharf and 'Media City'. Ambitious proposals are also emerging in relation to the Ordsall South masterplan and Irwell City Park. To the south, east and south-west, Hulme, the comprehensive South Manchester Strategic Regeneration Framework and the Old Trafford Sporting Arenas provide a further dynamic and diverse context to the Pomona site.

Importantly the Pomona site is also located within the area covered by the Trafford Partnership. The Trafford Partnership is Trafford MBC's Local Strategic Partnership and is committed to creating *"one of the best places to live, learn, work and relax"*. Trafford Partnership have defined a vision for the future.

"Trafford is thriving, prosperous and culturally vibrant. A Borough at the heart of the Manchester City Region celebrated as the enterprise capital of the region and home to internationally renowned cultural and sporting attractions".

By 2021:

Trafford **residents** will enjoy the highest quality of life in a safe, clean, attractive and sustainable environment with an excellent education system and first-class services.

Trafford **businesses** will be provided with all the tools and support to be able to continually and successfully compete for skills and investment on an international basis.

As a **destination**, Trafford will consolidate and build upon the reputation of its renowned world-class attractions (*Manchester United, Lancashire County Cricket Club, Imperial War Museum North and the Trafford Centre*) providing a breathtaking mix of cultural, sporting and heritage attractions together with vibrant shopping centres. More information can be found at: <http://www.traffordpartnership.org/Intro.asp>

The Pomona Island site has a number of key strengths that will be emphasised through the masterplan process:

1. **It is a brownfield, redundant site that is available for development;**
2. **It forms a strategic link between Trafford, Salford Quays and Manchester City Centre;**
3. **It forms the focal point for a number of strategic initiatives including Irwell City Park, Ordsall South, Old Trafford and Hulme;**
4. **It is a highly sustainable area with good public transport links to Trafford and Manchester;**
5. **Development of the site will enhance patronage of existing public transport networks;**
6. **Safety and security in the area will be enhanced through increased activity and surveillance;**
7. **Development of the site will provide a natural extension of the successful residential and commercial activity spreading west out of Manchester City Centre;**

- 8. Proposed changes will contribute to the enhancement of valuable water frontages;
- 9. It is close to existing shops, services and public open space;
- 10. It is an important opportunity to meet housing targets set within the North-West Regional Spatial Strategy.

This document aims to establish a masterplan framework that responds to these issues by encouraging a safe and clean place to live, promoting economic development in association with the required sustainable supporting infrastructure.

1.2 Study Area

Pomona Island extends to approximately 14.9 hectares, located between the Manchester Ship Canal and the Metrolink viaduct (See aerial photograph below). The site has extensive water frontage to the Manchester Ship Canal and the Bridgewater Canal providing valuable amenity space for a diverse cross section of users.

The south-east of the site is limited by the existing Altrincham to Manchester Metrolink line which presents both opportunities and threats in relation to environmental impacts, profile and transportation linkages.

Pomona Island benefits from this relationship in the form of two conveniently positioned Metrolink stations: Pomona and Cornbrook, together with the adjacent bus corridor on the A56 (Chester Road)

Views over the water provide a strong link to the site’s industrial heritage which helps make the connection to the original dock function. The proposed solution for Pomona must make the most of this strong water frontage whilst ensuring that views and connections flow through the site towards the water to encourage pedestrian activity and interaction.

Longer views beyond the Manchester Ship Canal and viaduct ensure that visual connection to Old Trafford, Salford Quays, Ordsall Hall and Manchester City Centre are important considerations.



01 The Site

02 Pomona Island Evolution

The Manchester Ship Canal is a 36 mile canal extending from Eastham on Merseyside to Salford in Greater Manchester. Its original primary function was to join the River Irwell to the Mersey Estuary, thereby providing access for shipping to industrial Manchester. A series of docks were created along the length of the Ship Canal in order to serve those ships. The four original docks created at Pomona were of particular importance due to the connection provided to the adjacent Bridgewater Canal.

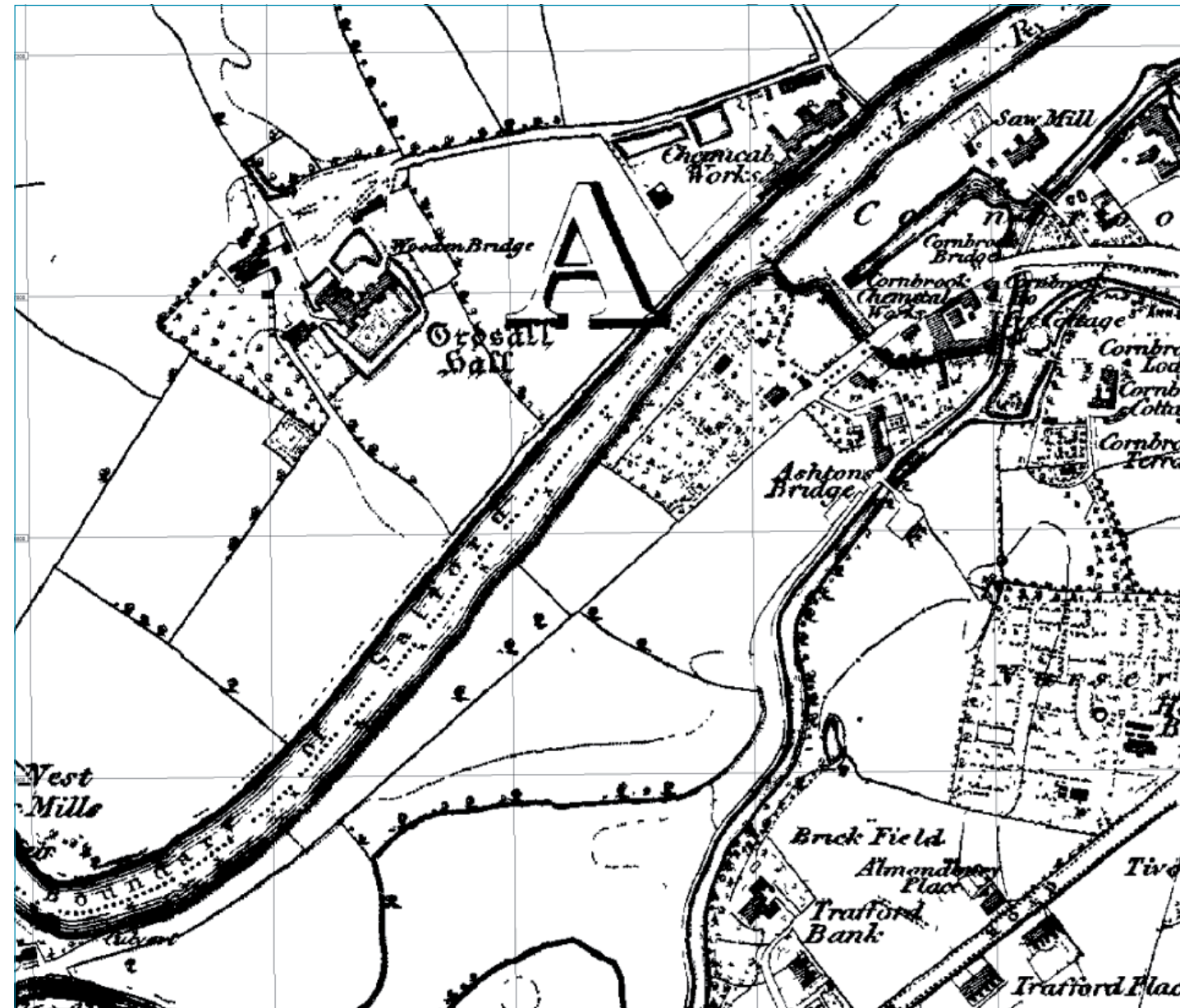
2.1 Background

Large ships used these docks up until the Swing Road Bridge in Salford Quays was closed and they could no longer gain access. This part of the Manchester Ship Canal is now only used by small pleasure craft.

Analysis of the figure ground plans that follow reveal that after the Manchester Ship Canal opened in 1894 the area was primarily home to the textile industry with mills, warehouses and terrace houses for the workers as the predominant urban form.

Around this time localised rail networks were also put in place to transport goods from other mills to the canal warehouses and onto the ship canal. Pomona was consequently located at the heart of a very progressive area around the turn of the century. The aspiration of the Pomona masterplan is for the area to be reinvigorated as a vibrant people-focused place reflecting this important history.

The historical maps and figure ground studies describe the evolution of urban form around the Pomona Dock site. It shows the original Irwell Riverside environment to the intensive industrial landscape of the early to mid 20th century, through to the more fragmented grain that we see today. These issues are also discussed in further detail in the historical analysis provided in section 2.2.



02 Pomona Docks 1848



03 Pomona Docks 1908



05 Pomona Docks 1955



04 Pomona Docks 1928

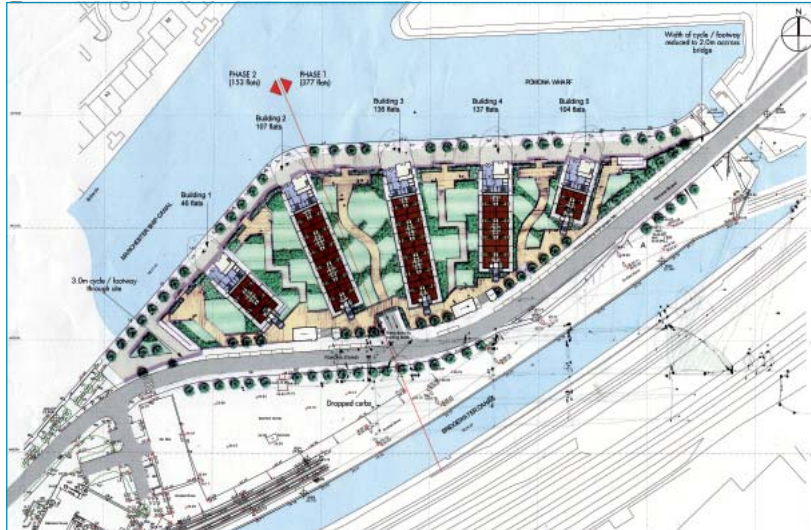


06 Pomona Island 2007

02 Pomona Island Evolution

The absence of positive land use on the Pomona Island area illustrated in the 2007 figure ground study demonstrates the potential that the site holds to bridge the gap in development between Trafford, Manchester and Salford.

The Pomona Island site also has the potential to connect Old Trafford to the waterfront and Ordsall thus creating a 'gateway' into Trafford from both Manchester and Salford.



07 River Quarter - Planning Application

The statutory context for the Pomona Island masterplan was generated as a result of the planning permission and associated Section 106 agreement generated by Trafford Borough Council in relation to Peel Holdings Pomona Docks residential development, dated May 2007. Section 2 of the S106 requires provision of a masterplan for the whole area that provides a setting and context for the original planning application.

The district boundary plan opposite further highlights the important pivotal role that Pomona has in its strategically important position between the three boroughs.

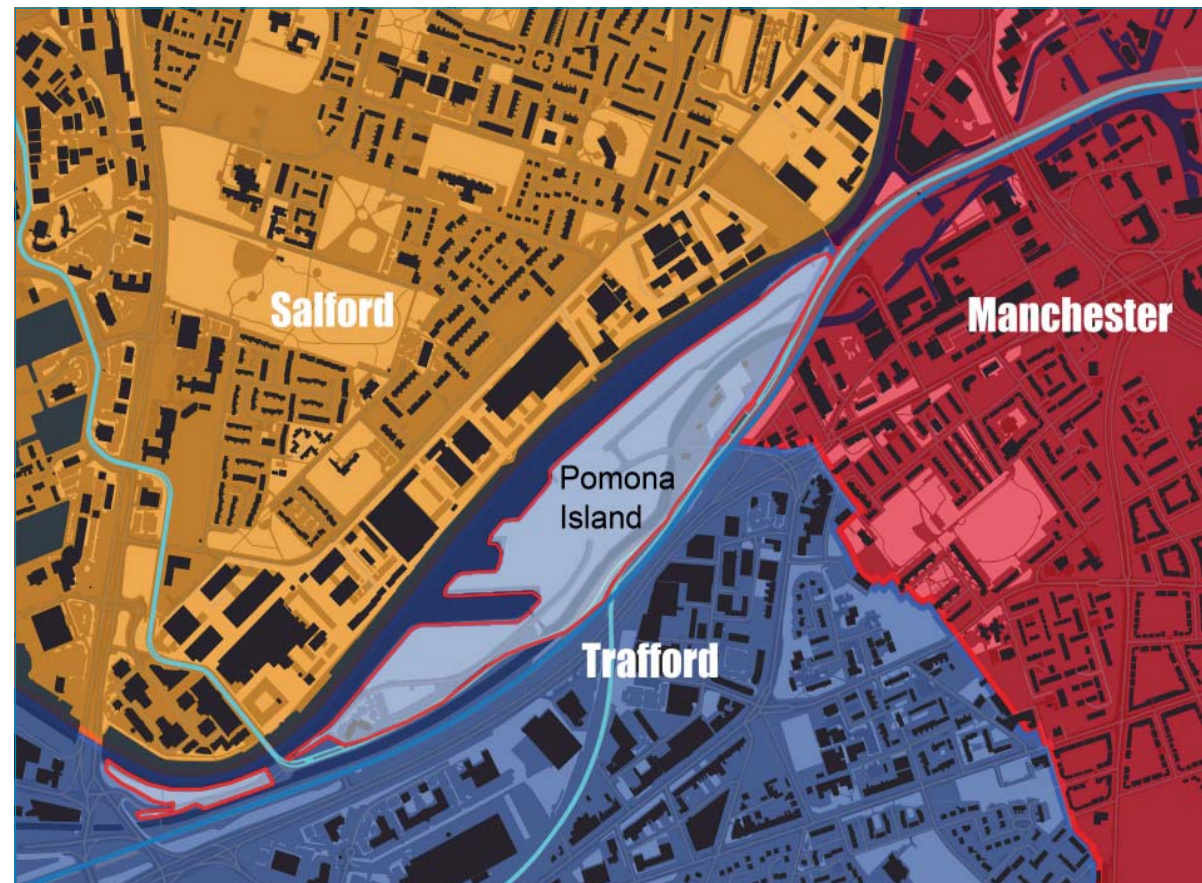
2.2 Historical Contextual Analysis

The Bridgewater Canal

The Bridgewater Canal opened between Worsley and Manchester in 1763. It was a private canal constructed by the 3rd Duke of Bridgewater to transport coal from his mine at Worsley and was later enlarged to extend from Runcorn to Leigh. The canal stretched for 39 miles without any locks, and connects with the Trent and Mersey Canal at Preston Brook; Leeds and Liverpool Canal at Leigh; The Rochdale Canal and The Manchester Ship Canal in Manchester via Pomona Docks.



08 The Manchester Ship Canal

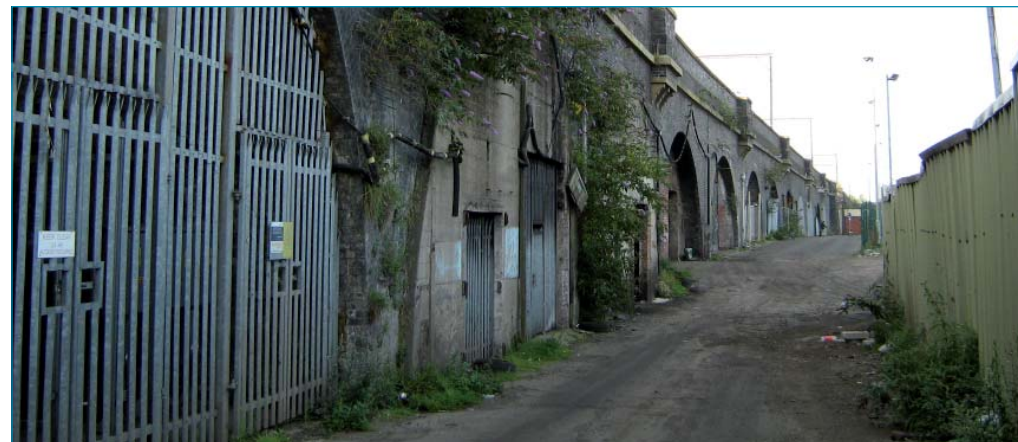


09 District Boundaries

This allowed the coal to be transported quickly and efficiently to the ever expanding towns and cities. From 1952 pleasure craft were allowed to use the canal and in 1974 the Canal was used as a leisure waterway where it forms part of the popular boat cruising route known as the 'Cheshire Ring'.

A reminder of the industrial heritage of the Bridgewater Canal can still be seen today in the form of Brindley's Weir that is located alongside Cornbrook Road. Designed by the engineer James Brindley to connect to the River Irwell the weir is now a Grade II listed structure.

The Bridgewater Canal creates a contrasting context for Pomona when compared to the north-east edge of the Manchester Ship Canal. The Bridgewater Canal is much narrower at this point than the Manchester Ship Canal and therefore creates a much more intimate environment.



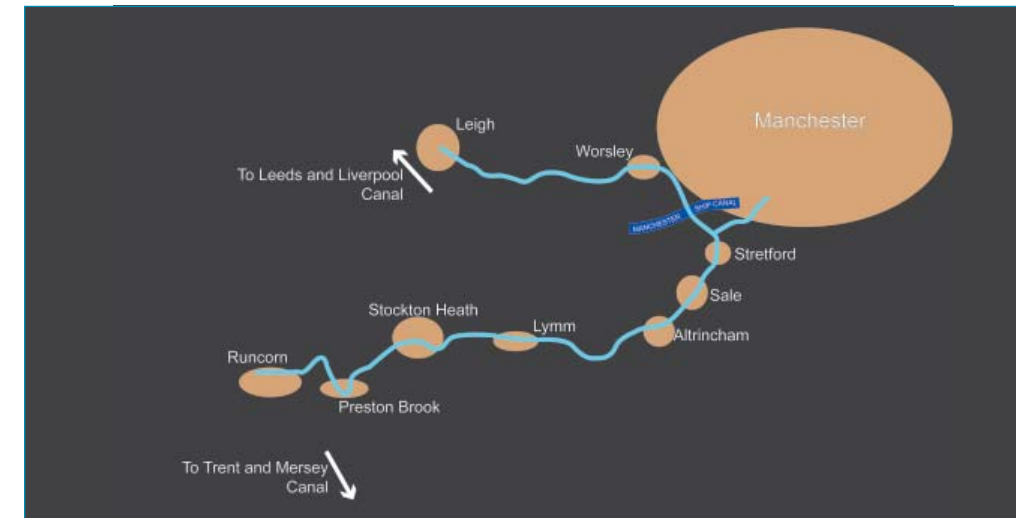
10 The existing railway arches

The Bridgewater Canal side of the Pomona Site faces south/ south-east with the southern edge defined by the Metrolink line viaduct. The viaduct creates a hard edge with the potential to use existing arches to achieve new and improved connections to adjacent areas.

The Bridgewater Way

The Bridgewater Way is an £8 million regeneration project that will create a 39 mile leisure route for walkers and cyclists along the historic Bridgewater Canal. The project aims to increase usage of the canal with new access points and public art as part of a safer, more appealing route.

The Bridgewater Canal Trust is promoting this project along with 8 local authorities and the Manchester Ship Canal Company which is part of the Peel Holdings Group. The Bridgewater Way is very important to Pomona as it will help increase activity along the waterfront. The Pomona Island Masterplan aims to help draw people along the Bridgewater Way by introducing new facilities adjacent to the water. It will also support one of the Bridgewater Way's primary objectives by encouraging use of the towpath as a multi-functional green route making it a safer, more attractive place.



11 Map of the Bridgewater Way



12 Map of the Bridgewater Canal



13 The Bridgewater Way

02 Pomona Island Evolution

Manchester Ship Canal

By the turn of the 20th century Lancashire's cotton industry had expanded greatly alongside Manchester's leading technology in the engineering for the manufacture of textile production. The population had increased from 322,000 in 1801 to over 2 million by 1901. Due to such a rapid increase in population the developing industrial city was looking to enhance its transport connections to Liverpool's major Ports by the 1890's. It was decided that a new man-made canal should be constructed to connect Manchester directly to the sea. This would be called the Manchester Ship Canal.



14 Workers of the Manchester Ship Canal

In order to make this vision a reality Daniel Adamson formed the Manchester Ship Canal Company on 1st January 1882. The company needed to raise £5 million before the construction began in November 1887.

Several major engineering feats were accomplished in order to deal with the railway lines which crossed the canal. Many bridges had to be reconstructed or raised to allow large ships to pass beneath. The Barton Swing Aqueduct in Salford was built to allow the Bridgewater Canal to pass over it, as was the Swing Road Bridge at Salford Quays. All of these factors pushed the final cost of the canal to more than £15 million. Due to the enormous cost of the project Manchester City Council had to step in with another £5 million. At this stage it took over 51% of the Ship Canal Company shares. The Manchester Ship Canal opened in 1894.



15 The Barton Tank



16 The Barton Swing Bridge, Closed to Ships



17 The Barton Swing Bridge, Open to Ships

Pomona Docks

Pomona Island, formally Pomona Docks was once one of the busiest docks in the world. The figure ground studies on page 7 illustrate the linear warehouses that were located adjacent to a series of 4 docks spreading between Manchester Ship Canal and the Bridgewater Canal.

Pomona's importance as a major port declined rapidly when the Swing Road Bridge which connects Trafford to Salford Quays was closed permanently. Large ships could no longer navigate into Pomona Docks, only small pleasure craft are able to pass under the bridge. Three of the original four docks were consequently filled in to form Pomona Island as we see it today.

As described previously more recent developments have included the Peel Holdings Limited planning application for part of Pomona Island; reference H/58948, which was granted permission by Trafford Borough Council on 5th October 2006 subject to a S106 Agreement (*the application includes provision of 530 residential units*).

These new residential units will form part of a transformational landscape as illustrated in the two images below indicating the progression of the skyline which has taken place over the last 10 years. This has been completely reformed

since the docks have been filled in with new developments surrounding Pomona, creating a significantly intensified and enhanced backdrop.

Building form and function have changed significantly over the last decade as the area has undergone major regeneration. Warehouses have been demolished to make way for exciting new mixed use and residential schemes such as the Beetham Tower; Europe's tallest residential building which can be seen clearly from the site. Pomona Island represents a major opportunity to bridge the gap to those major regeneration areas.

Ordsall Hall

A key existing building on the Salford side of the Manchester Ship Canal is Ordsall Hall. Following various uses and settings the Hall now functions as a visitor's attraction (*period house and local history museum*).

Ordsall Hall is important for Pomona Island in relation to the recently developed Ordsall South masterplan. This proposes a large area of public open space in front of Ordsall Hall which connects it once again to the water. A potential response from the Pomona Island masterplan will be the creation of a setting for this proposed open space.



18 Pomona Docks 2007



20 Ordsall Hall



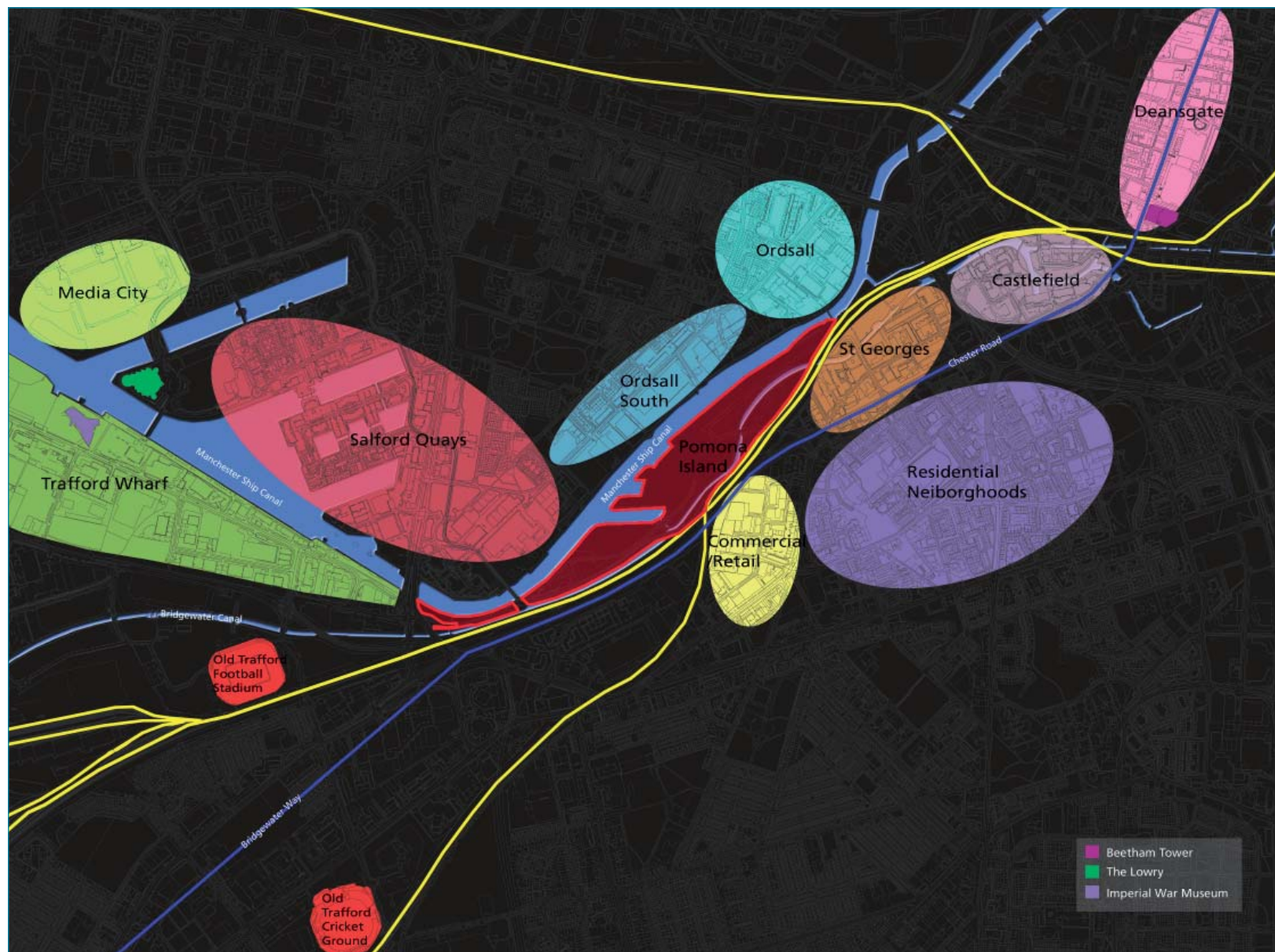
19 Pomona Docks 1997



21 Map of the Manchester Ship Canal 1954

03 Physical and Spatial Context

The wider context diagram below illustrates how Pomona is strategically placed within a much wider development area. North east of the Pomona development, Manchester is spreading out of the city through Deansgate, Castlefield and St. George's with future proposals associated with residential and commercial development south of Chester Road. Salford also has ambitious plans for Ordsall that will connect into Salford Quays and Media City.



22 Wider Context Diagram



23 Derelict Mill Buildings

3.1 Strategic Context - Wider Initiatives

Trafford Wharf will also shortly need to respond to Salford Quays and the proposed development of Media City, consequently creating a setting for the Old Trafford sporting and cultural attractions. Pomona is the link that will tie these areas together, encouraging and supporting future, much needed investment further south and south-east of the site.

3.2 Existing Land Use

The Land Use Diagram shows a number of distinct zones relating to housing, industrial warehouses

retail and commercial. The Ship Canal and Chester Road frontages are presently dominated by large floor plate industrial and commercial uses in part evidence of the former industrial activity as discussed in Section 2. Beyond the commercial use traditional family housing is the primary landuse. The residential uses are also intensifying with the contemporary development to the north east together with potential new residential development in Ordsall South. As the area is constantly changing it is the aim of the masterplan to create a site which will respond to the wider

context and reflect new proposals which stand to significantly change the current land use.

The land use in the local vicinity has changed dramatically over the last few years. Urban Splash have dominated the area of St Georges with mill refurbishments and new build residential schemes. Dandara's Saint Georges Island scheme is a high density mixed use development consisting of five new 8-14 storey, apartment blocks with ground floor retail/leisure use set in almost 2 acres.



24 Land Use Diagram

03 Physical and Spatial Context

Underutilised industrial buildings along the ship canal corridor give way to low grade housing interspersed with the occasional tower block. A few public houses also remain, generally in reasonably poor condition.



25 Ordsall Housing



26 Ordsall Public House

The old Ordsall Dye Works has been replaced with new residential apartment schemes, The Mill and Lamba Court.



27 The Mill



28 Lamba Court

St. Georges Island is located north of Pomona Island on the edge of Castlefield. The new residential development stands on a once derelict piece of forgotten land on the verge of the Manchester City Centre. St George's Island is in turn connected to Pomona via the arches seen in the images below.

The land use changes described in this section provide Pomona Island with a fresh new context in the form of new, contemporary, city scale development.



29 St. George's Island



30 Foot Bridge across Canal

Saint Georges Island
5 Buildings
8-14 Storeys
434 Apartments
2 Acres
0.8 Hectares
Density: 542.5 d/ha

Trafford's River Quarter
5 Buildings
8-16 Storeys
546 Apartments
3.8 Acres
1.5 Hectares
Density: 364 d/ha

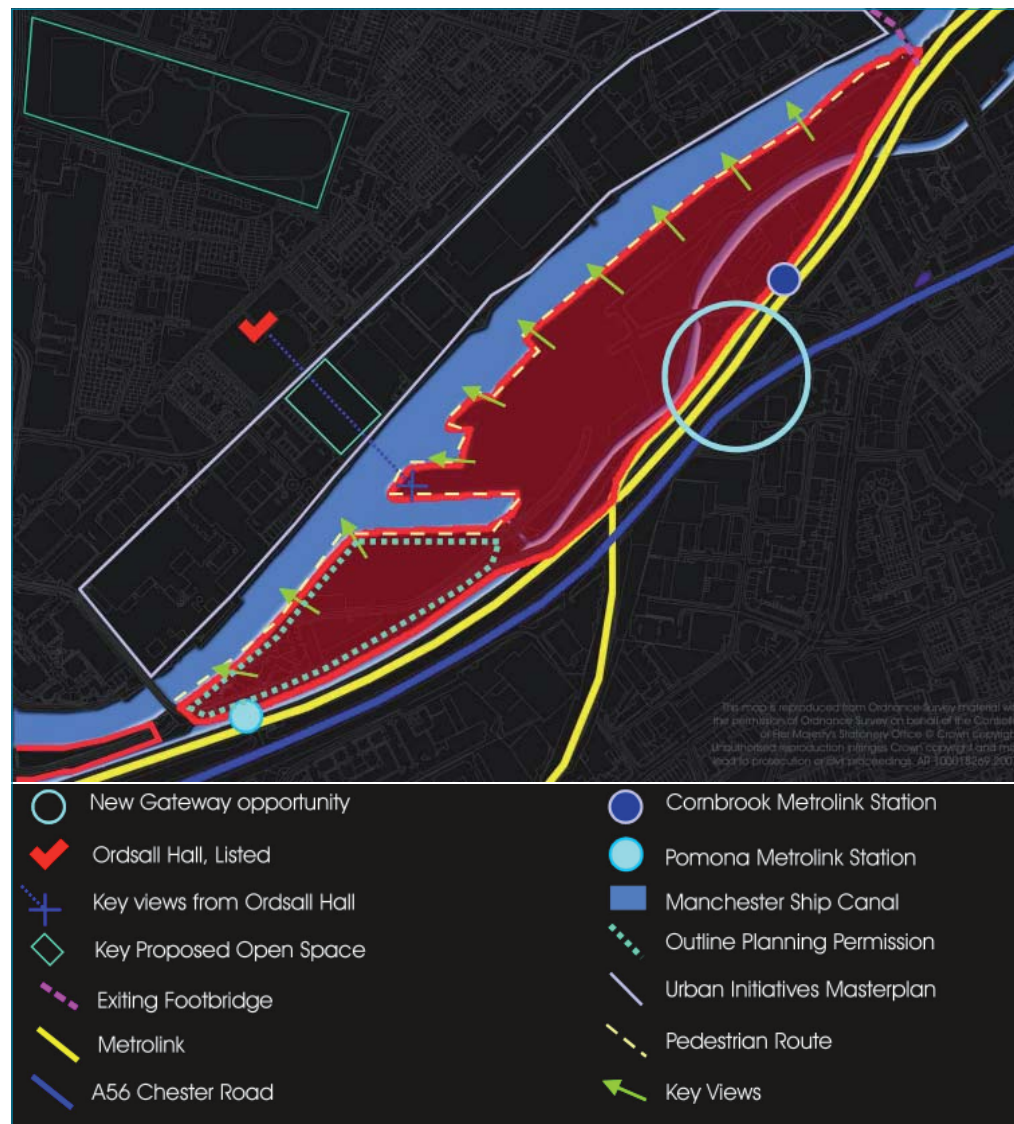
Castlefield - Timber Wharf, Moho, Burton Place, Albert Mill, Base
5 Buildings/Developments
Listed and New Build
497 Apartments
3.6 Acres
1.4 Hectares
Density: 355 d/ha

NV Buildings - Salford Quays
3 Buildings
17 Storeys
246 Apartments
2 Acres
0.8 Hectares
Density: 307.5 d/ha

City Lofts - Salford Quays
1 Building
9-19 Storeys
211 Apartments
1.2 Acres
0.4 Hectares
Density: 527.5 d/ha

3.3 Built Form and Urban Grain

In common with many areas of great change the Pomona Island context is characterised by areas of dereliction and inactive frontage that do little for the sense of place or quality of the environment. Pomona Island also has two distinctly contrasting edges with the Ship Canal frontage providing long distance vistas to adjacent high profile dynamic areas and the viaduct frontage acting as a visual full stop punctuated by a series of defined views and routes through the existing arches. Development of the Pomona Island site presents the opportunity to reconcile these two extremes with a quality public environment defined through a diversity of new buildings.



31 Townscape

Beyond the masterplan boundary the most recent developments are, in the main, high density schemes of 4 or more storeys. These include offices at Gresham Mill and residential apartments at The Mill (on the River Irwell) and Quay 5, Ordsall Lane. Later this year first time buyer and family initiative "Hulton Square" and a new Primary School are also to be completed.

Saint George's Island is a successful new, high density residential scheme. It is made up of five (up to 16 storey) apartment blocks set in two acres of landscaped grounds on their own island bordered by the Bridgewater Canal.

Pomona has the ability to act as a catalyst to further, much needed redevelopment on the sothern fringe of this area with consequential benefit of acting as a 'stepping stone' to complementary development in Trafford.

3.4 Connections

The Metrolink Stations diagram that follows illustrates how Pomona Island is located at the junction of major public transport links. It is well positioned for the Cornbrook and Pomona Metrolink stations which also provide good pedestrian relationships from the south west through viaduct arches.

These pedestrian and cycle connections form part of a comprehensive network of routes including the existing tow paths on both the Manchester Ship Canal and the Bridgewater Canal together with an existing footbridge between Ordsall and the north east tip of the island. The network will also have a potential significant upgrade in the future as a result of the Irwell City Park initiative that proposes a linear park and additional pedestrian bridge across the Manchester Ship Canal.

Existing vehicular access to the site is through the south side, off the A56. The A56 (Bridgewater Way/Chester Road) is a busy, main arterial route between Trafford and Manchester City Centre. These routes also incorporate a number of frequent bus services between the two centres.

The M60 motorway is approximately 3 miles from Pomona Island and the site is about 1 mile from the Southern end of Deansgate and Manchester City Centre.

Overall Pomona Island is very well connected to a range of sustainable transport options providing for a highly accessible site that through development will also enhance activity and surveillance on existing routes.



32 Leisure Use



33 Leisure Use

03 Physical and Spatial Context

3.5 Key Emerging Drivers - Opportunities and Constraints

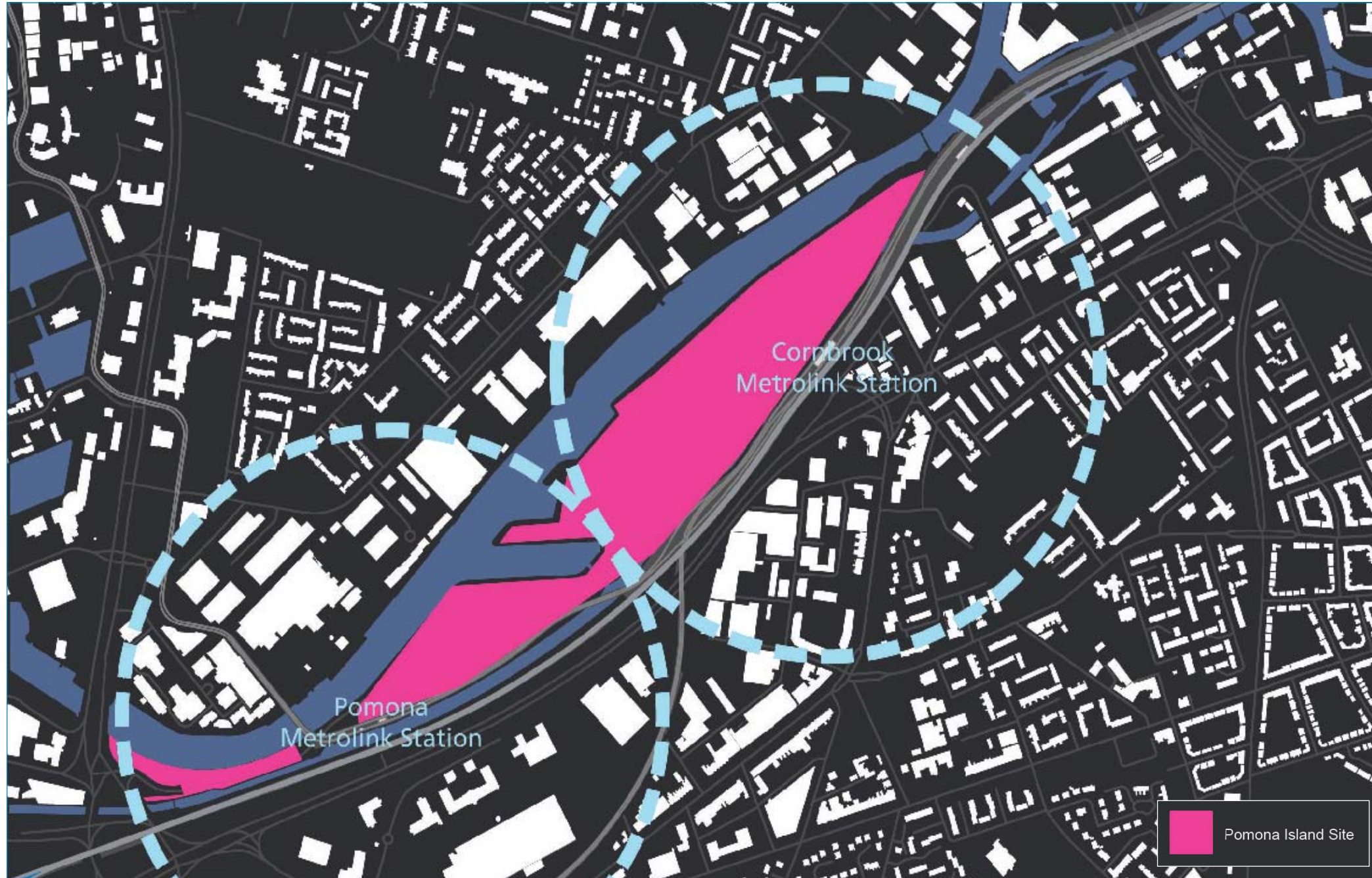
Opportunities

- An opportunity to create an exciting waterside redevelopment.
- The redevelopment of Pomona Island will encourage the regeneration of Trafford's northern gateway to improve safety and confidence in the area.
- Pomona Island has excellent transport connections which can be supported through greater patronage associated with increased activity.

- Good city centre connections will encourage people to commute via the existing transport infrastructure.
- The masterplan creates the opportunity to bring the redundant viaduct arches back into use.

Constraints

- The existing viaduct provides a hard edge to part of the site.
- Vehicular access routes are restricted by the existing arches.
- A below ground parking strategy will not be feasible due to site constraints.



4.1 The Vision

The masterplan for Pomona Island will provide a high quality mixed use environment on this strategically important brownfield site. The aspiration is for an active, vibrant area making full use of the waterside environment incorporating enhanced connections to adjacent public transport facilities together with high quality buildings and open spaces that will increase public safety and confidence in the area.

Section 4 of the masterplan report provides details of the strategic proposals for the future development of Pomona. The proposals are envisaged as a framework at this stage of the process, incorporating sufficient guidance to define the quality of environment envisaged together with an inherent flexibility that will allow for future change in market demand requirements.

The framework is defined through a series of distinct study areas as described below:

- 4.2 Urban Structure and Grain
- 4.3 Landmarks and Frontages
- 4.4 Proposed Land use
- 4.5 Height, Massing and Density
- 4.6 Open Space and Public Realm Strategy
- 4.7 Movement and Accessibility
- 4.8 Phasing
- 4.9 Sustainable Development
- 4.10 Initial Conceptual Approach

Where appropriate the study area includes an assessment of the current site context for each of the above factors that have been reviewed in the previous sections.

4.2 Urban Structure and Grain.

The context to the Pomona Island site as noted in section 3 is characterized by the dominant features of the two canals and the existing metro link viaducts. These elements form boundaries and define frontages that will require positive address. Pomona Island includes a number of minor roads but the rest of the site is cleared with only the original docks giving a sense of geometry to the area.

Beyond the site boundary adjacent areas are undergoing a period of change. Section 3 of the report also described how the present mainly large scale business and employment areas are giving way to greater density residential and mixed use proposals, extending the potential for activities and occupation in and around the waterside.

Masterplan Framework Response.

Permeability.

The masterplan proposes a much higher degree of permeability for pedestrians and cyclists reinforcing the connections to adjacent Metrolink stations (Cornbrook and Pomona). The proposals will also reinforce the presence of the Manchester Ship Canal and Bridgewater Canal through the creation of a series of defined new spaces.

Legibility

The masterplan proposes that buildings and spaces are sited to enhance existing views and vistas, and create new termination to proposed spaces such as Ordsall Hall Park. Distinctive buildings and features are suggested for entrance gateways from Cornbrook Road, Metrolink pedestrian access points and significant locations along the Manchester Ship Canal frontage. These elements will help to improve legibility and orientation in and around the area.

04 Masterplan Framework

4.3 Landmarks and Frontages

Assessment

As a result of the utilitarian nature of previous and current land use on the site there is a general lack of coherence and focus to the area. There are few recognisable landmarks, key views, gateways or other positive features. This results in a weak sense of place with poor legibility.

Masterplan Framework Response

In accordance with the legibility principles described previously landmark opportunities are identified in the following key locations:

- **Adjacent to the existing Pomona Dock**
- **Axially located opposite the proposed Ordsall Hall Park**
- **Adjacent to the existing Manchester Ship Canal Footbridge**
- **Opposite the Cornbrook Metrolink station on the Bridgewater Canal island**

The form, height and function of these landmarks will vary from place to place. Each should be distinctive and all must be appropriate to their particular location with proposals supported by appropriate visual analysis and justification.

The masterplan proposes a hierarchy of frontages generally reflecting the nature and scale of the space or route that the building defines:

- **Water frontage (boardwalk)**
- **Principal Street Frontages**
- **Local Street Frontages**

Water frontage

Principal pedestrian/cycle routes along the Manchester Ship Canal and Bridgewater Canal will be maintained and enhanced as part of the Pomona Island masterplan. A hierarchy of scale will be created between the Manchester Ship Canal and Bridgewater Canal in recognition of the more compact characteristics of the Bridgewater Canal environment. The masterplan will also encourage active ground floor uses in these areas ensuring high levels of activity and good natural surveillance.

Principal Street Frontages

Cornbrook Road and its extension through to St. George's Island will become the principal street frontages for Pomona Island. Primary access will be achieved from these streets with further opportunity to define new landmarks and gateways.

Local Street Frontages

Connections between the water frontage and principal street frontages will be formed through local street frontages. These will be generally quieter streets reflecting the adjacent uses but nevertheless maintaining good passive surveillance. Changes in level will be utilised to introduce control of access to these areas whilst maintaining the visual connection to the water frontages.

4.4 Proposed Land Use

Assessment

The Pomona Island general area is in a phase of transition. The previous dominant industrial and employment uses dictated by the location adjacent to the Manchester Ship Canal and described in previous sections of this report, are moving towards a much more diverse set of uses including city living and corporate offices. This change will be further augmented by proposals on the opposite side of the Manchester Ship Canal where the Ordsall South Master plan proposes a mix of new residential and office uses.

Masterplan Framework Response

The Pomona Island master plan recognizes the strategic shift of the area from an industrial/employment zone to a mixed use area with a major residential component.

It is especially important that an appropriate mix of uses is created in the Pomona Masterplan in order to realise the opportunity to present a high quality, vibrant scheme as a gateway development at the Pomona junction.

To build upon the work of the Bridgewater Way redevelopment Pomona Island should have strong connections to the water. In this context new leisure facilities, cafes, bars and restaurants and a new marina, will help encourage people to utilise the waterfront.

The primary functions on the Pomona Island site will be residential, commercial office and hotel uses positioned to maximize the relationship with adjacent areas. In this respect residential will be located adjacent to the Ship Canal in order to capitalize on the relationship with the water, office use will be concentrated on the north and east boundaries building upon relationships with established areas and hotel use will be located on the Bridgewater Canal frontage with good connection to the adjacent Metrolink station. Proposed land use can be seen in the diagram opposite.

The masterplan aims to produce a sustainable development by the inclusion of ancillary spaces such as retail units, cafes and restaurant uses at ground floor level. This will maximise the canal views and encourage use of the pedestrian links and the proposed public open space.



35 Proposed Landuse Plan

04 Masterplan Framework

4.5 Height, Massing and Density

Assessment

As described previously the scale of the Pomona Island site is essentially dictated by the adjacent canal and viaduct context. Nearby industrial buildings provide little in the way of setting or coherence and will also potentially change in the near future. In this respect contemporary residential developments in adjacent areas as described in section 3 provide a more relevant context for Pomona Island when examining matters associated with scale of development.

Masterplan Framework Response

The masterplan for Pomona Island will respond to the emerging context with a range of building heights and massing across the site. The maximum building height for the site will relate to the gateways and landmarks described previously (4.3). Building heights should then decrease in response to the smaller scale areas adjacent to the Bridgewater Canal. The Manchester Ship Canal frontage can accommodate larger scale buildings in order to create interest and diversity along this important edge.

Development density on the Pomona Island site will reflect the importance given to public open space with a high proportion of the site given over to this function. The following densities are proposed for the Pomona Island masterplan:

Residential - 230 dwellings/ hectare
Commercial / Office - 3,800m² / hectare
(Including retail and A3 uses)
Hotel / Leisure - 3,700m²/ hectare.
(The above figures relate to a development area of approximately 10.8 hectares).

4.6 Open Space and Public Realm Strategy

Assessment

There is no public realm to speak of within the Pomona Island site at present as a result of the cleared/ industrial nature of the area. The space that does exist is utilitarian in appearance with an absence of any public open spaces and a lack of local character and identity.

Masterplan Framework Response

It is envisaged that the provision of open space at Pomona Island will help encourage the flow of people through the site from north and south thereby connecting the existing waterside environment to adjacent areas.

The masterplan proposes a series of linear open spaces that will provide a visual connection between the Ship Canal and Pomona Island. Each space will have a distinct function, in part defined by the buildings adjacent with the ability to control access into /out of the space through manipulation of levels. Access to the canal tow paths will be maintained throughout the area with the

added benefit of increased activity and surveillance of public spaces. The only partially remaining dock (*Dock 3*) could also form the ideal place for a pick up/drop off zone for water taxis and leisure cruisers connecting to Manchester or Salford Quays. In all respects the canals are very much viewed as an important component of the open space strategy. Creation of new routes along the waterfront will achieve added benefit as a result of the significant waterside environment.

The Pomona Island masterplan also provides the opportunity to create a visual termination of the adjacent Ordsall Hall Park through new buildings and structures and a setting for the Grade II listed Bridley's Weir through the creation of structured open space.

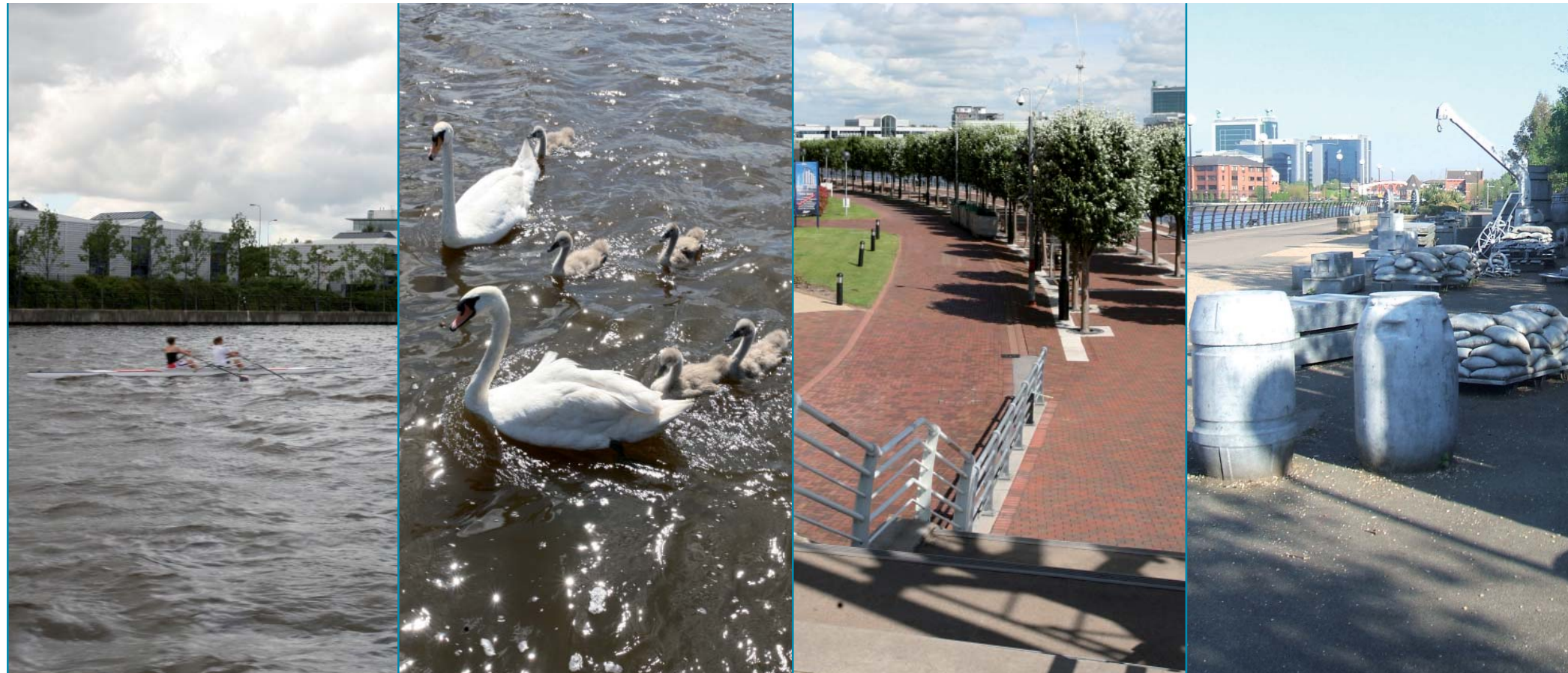
The open space and public realm provided through the masterplan adopts the following strategic design principles:

- **Public Access to open space - the masterplan proposes a series of level changes in order to maintain a controlled hierarchy of access to the open spaces created.**
- **Open space networks - a network of new spaces will be used to direct people and focus linkages to the wider context.**
- **Street types - the range of street types envisaged as part of the masterplan will help to reinforce the character of these spaces. They will include;**
 - **Primary access points - vehicular routes with structured landscaping creating separation to pedestrian and cycle routes.**
 - **Courtyards - hard and soft landscape zones between buildings providing private and semi private open space.**
 - **Board walk - activity spaces alongside the canals for leisure and social events.**

These street types also link to the frontage hierarchy as defined in section 4.3.

- **Thriving public realm – activity and people are essential components contributing to a thriving public realm. The building uses described earlier will help to bring people into the spaces. A diverse and distinctive variety of spaces will also enrich this aspect.**
- **Safety and sense of safety – personal and community safety will be achieved in the masterplan through many of the design principles described previously including good visibility with buildings fronting onto public realm, mixing of uses at ground level adding vitality, careful planting not creating hidden areas and effective lighting. These safety improvements will also extend to adjacent areas such as Cornbrook station where increased activity and natural surveillance will greatly enhance the experience of using the facility.**

The images below describe the existing and potential environment that could be created as a result of adopting these principles.



36 Manchester Ship Canal - Existing Environment



37 Public Open Space Precedent Images

04 Masterplan Framework

Public/Private open spaces

It is important to create a hierarchy of spaces within the development to provide a range of spatial experiences for the general public passing through as well as residents and visitors of the new buildings.

The design of open space within the Pomona Island Masterplan has been generated around a series of defined private, semi-private and public spaces. The linear canal side boardwalks (public) link with semi-public spaces ranging from elevated courtyards to of varying scale and style. Selective views into and out of these spaces; along and over the canal will create a sense of interest and add to the sequential experience of moving through the site.

It is recognised that the ambitious proposals for the Pomona Masterplan have a role to play in the wider context in terms of pedestrian movement patterns and open amenity space allocation. In this respect there will be provision within the masterplan for a well defined area of public open space of significant quality, which has strong links to movement routes across and around the Masterplan area. The space will act as a focal point for residents of, and visitors to Pomona Island and will achieve high levels of natural surveillance through adjacent active frontages and uses. The exact form and location of the space is subject to further detailed design studies beyond the scope of the masterplan at this stage, but should reflect the heritage of this location.

The semi-private courtyard spaces between the buildings will incorporate a bespoke designed setting which can allow a sense of shared ownership for the residents of the adjacent buildings and provide opportunities for developing a community environment. The design of these spaces can reflect the individual characters of specific buildings whilst also being part of a holistic masterplan. They will be useable spaces in which people can interact with others or a place to escape and relax. Their design must also focus on a strong form and incorporate high quality use of pattern, colours and texture as they will be viewed from above and out onto from adjacent buildings. These spaces will therefore have good natural surveillance which will aid the safety and security of people using/passing through them.

Each space could include elements of water, the relevance of which is the relationship to the original docks and to replicate some of their previous character into the new development. The form in which the water is present can vary from pools to interactive fountains and flowing streams. It is envisaged that these pools would be segregated from the canals to aid long term management issues. The images below provide further examples of the type of space that could be created in these semi-private environments.



4.7 Movement and Accessibility

Assessment

Connectivity to Pomona Island through a range of modes has previously been described in section 3.4. The site is located in a strategic position in terms of access to Metrolink with close proximity to both Cornbrook and Pomona stations. The adjacent A56 (Chester Road) south east of the existing viaduct provides access to a range of existing bus routes. Pedestrian connections on the island include the Bridgewater Way canal tow path and an existing pedestrian bridge that crosses the Manchester Ship Canal at the northern tip of Pomona Island. Highway access to the site is presently constrained by the existing canals and Metrolink viaduct.

Masterplan Framework Response

The opportunity exists with the Pomona Island masterplan to enhance existing services and provide better quality routes to the main transport nodes through the network of public open spaces described in section 4.6.

The diagram also indicates the potential to upgrade the existing footbridge crossing of the Manchester Ship Canal. The requirements for a bridge and its potential location are subject to further considerations albeit enhanced connections to Cornbrook Metrolink station would be beneficial

Pomona Island provides the potential as a quiet haven from surrounding roads with the opportunity to achieve an attractive walking and cycling environment. As noted above, the area is surrounded by a network of pedestrian and cycle connections including the existing Ship Canal and Bridgewater canal tow paths. The diagram opposite illustrates how this primary network will be integrated into the Pomona Island masterplan proposals via the series of public open spaces described in section 4.4.

Potential associated enhancements of Cornbrook Metrolink station will also benefit the wider community with greater patronage of services providing support to additional facilities. Existing frequent bus routes on Chester Road (A56) will also potentially benefit from the development as a result of the increase in population.

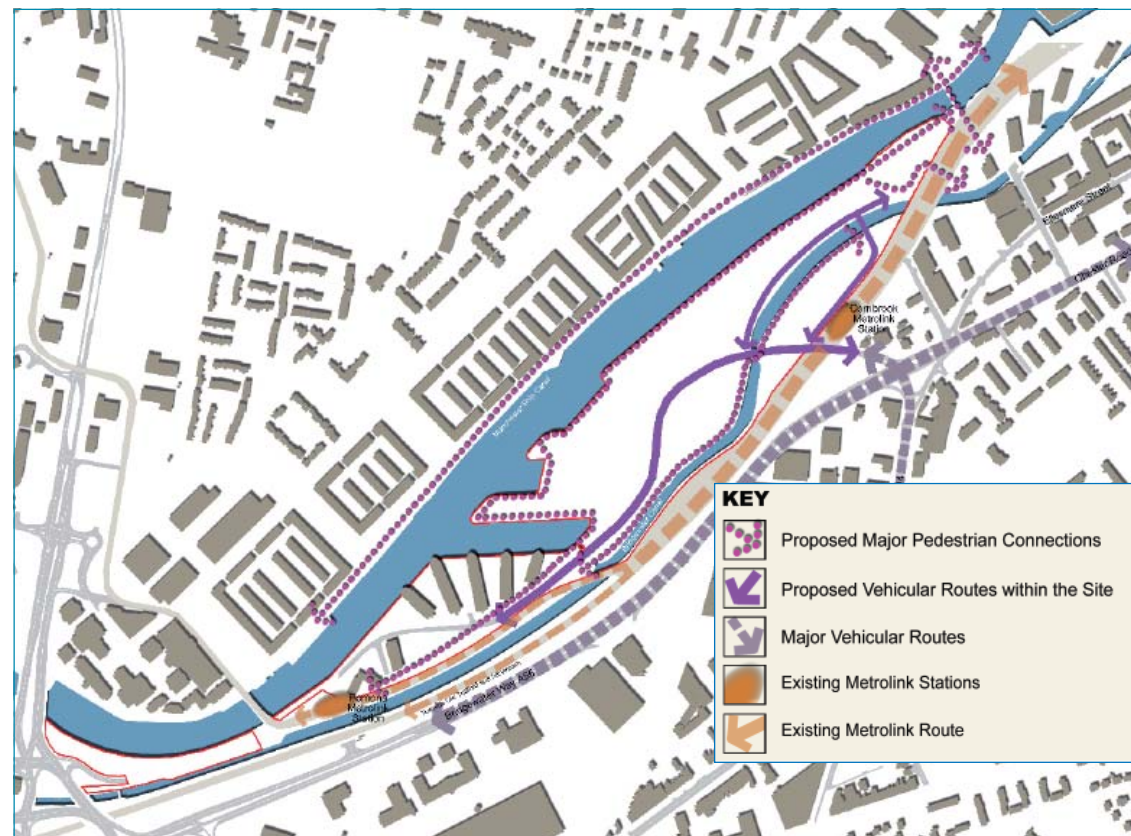
Greater overall distribution of movement will be achieved in the masterplan through the Principal Street described in section 4.3. The principal street could also incorporate a new bus route providing connection to the main routes serving the A56 with the added benefit of a coordinated service linking to Metrolink at Cornbrook Station.

Car Parking

It is important that parking does not dominate the urban form on Pomona Island. Parking will need to meet the prevailing standards required by Trafford MBC in terms of numbers and provision for people with disabilities.

The Pomona Island masterplan envisages parking catered for by use of in-curtilage arrangements within the building envelope and below covered courtyards. Provision of car parking spaces will be combined with smart ways of reducing parking numbers, including the promotion of a car club, green-travel plans, Smarter Choices Travel Companies and new technology impacts. Introduction of such initiatives could mean that provision of residential parking is significantly reduced throughout the site. The car club could also be combined with a real time public transport information system, allowing households direct access to up to the minute timetable information. More specifically, there are also potential initiatives being developed to create a water shuttle bus service connecting Pomona Island to Manchester City Centre, the Trafford Centre and beyond.

Pomona Island benefits greatly from its central position between Cornbrook and Pomona Metrolink stations. As such, all future development should seek to take advantage of this position.



39 Movement Diagram

04 Masterplan Framework

4.8 Phasing

This section describes a potential phasing approach to development albeit delivery will require significant flexibility of building form in order to cater for market demand, floorplate requirements and release programme.

The text and diagram (shown opposite) assumes that development will commence on the north-east tip with the office and retail offer. (*Viaduct arch reconfiguration and refurbishment may commence at this time but will be undertaken by others*). Buildings will then be developed as a series of phases with infrastructure and open space interlinked as necessary.

The following phases are therefore anticipated:

- Phase 1:** Office / Retail / Leisure (possibly in association with the reconfigured viaduct arches to be delivered by others).
- Phase 2A:** Residential plus ancillary supporting accommodation.
- Phase 2B:** Commercial plus ancillary supporting accommodation.
- Phase 2C:** Residential plus ancillary supporting accommodation.
- Phase 2D:** Residential plus cafe/bar/restaurant/marina and ancillary supporting accommodation.
- Phase 3:** Hotel /Leisure plus associated ancillary accommodation. Phase 3 may be delivered in advance or as part of residential sub-phases depending on requirements and market demand.
- Phase 4:** Office / Retail / Leisure

4.9 Sustainable Development

Principles of sustainable development are incorporated throughout the masterplan which seeks to ensure the economic, social and environmental regeneration of Pomona Island. The Masterplan provides the context within which individual development and investment projects will be brought forward. The following provides a brief overview of sustainable development issues relating to the Masterplan.

Social Inclusion

Important aspirations of the Masterplan are;

- To provide an opportunity to create an easily accessible, inclusive environment for all the community;
- To ensure people can reach facilities nearby using appropriate transport modes, encouraging walking and public transport use and reducing the use of private cars for shorter journeys;
- To improve health and reduce health inequalities by promoting healthy lifestyles;

- To ensure that development support vibrant, diverse and inclusive neighbourhoods which integrate with surrounding communities;
- To ensure that the existing and future housing stock meets the housing needs of all communities in the region including the provision of appropriate levels of affordable homes; and
- To improve community safety, reduce crime and fear of crime.

Environmental

The Masterplan promotes sensitive development and related investment;

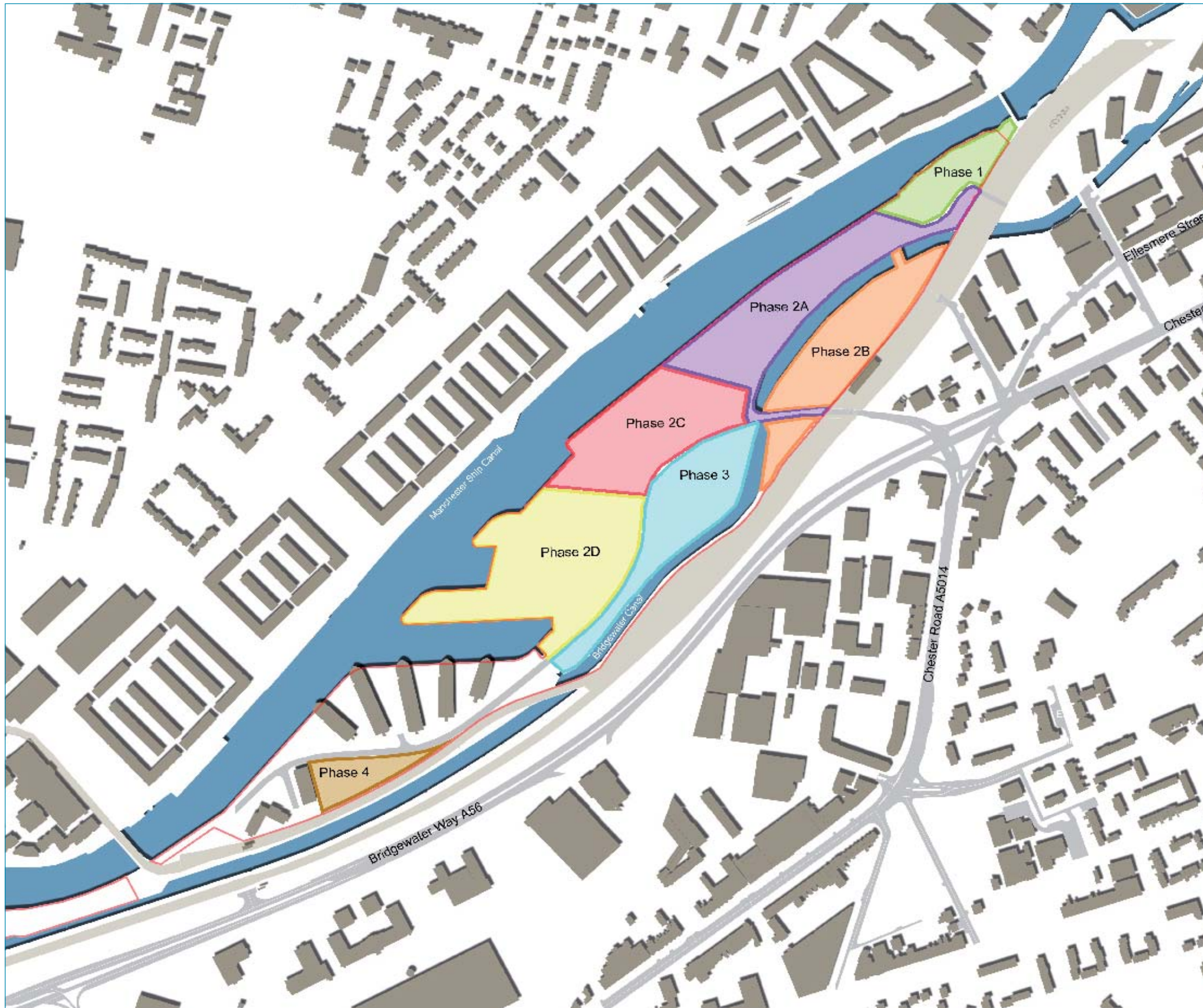
- To ensure that ecology is conserved and enhanced maintaining biodiversity and protecting existing natural habitats, which can contribute to and enhance the amenity of the area;
- To ensure new developments are appropriately adapted to the potential future impacts of climate change and to minimise their own impact on greenhouse gases, flooding, heat gain, and water resource;
- To ensure that all housing follows the CODE for Sustainable Homes;
- To ensure that commercial buildings achieve suitable BREEAM levels;
- To recognise the importance of trees and create tree planting initiatives;
- To promote the more sustainable use of resources related to the construction of new developments; and
- To promote the more sustainable use of resources related to the operation of new developments.

Economic

- To ensure that developments contribute to the sustainable economic viability of the local area and region;
- To provide the physical conditions for a modern economic structure, including infrastructure; and
- To attract investment.

Spatial

- To ensure that the most sustainable sites are used for development and that the design process, layout structure and form provide a development that is appropriate to the local context and supports a sustainable community; and
- To ensure that the overall design of individual buildings does not undermine the sustainability of the overall development.



40 Phasing Diagram

04 Masterplan Framework

4.10 Initial Conceptual Approach



43 Precedent images

The following conceptual drivers have been generated in response to the framework parameters described previously and incorporate a number of best practice urban design principles:

- **A movement framework - proposals seek to define a series of spaces that will provide enhanced connections to existing areas.**
- **Mix of uses - a variety of uses will create an environment that is occupied at various times of day.**
- **Density and form - high density development is proposed that will cater for a range of lifestyles and blend with adjacent established and proposed high density areas.**
- **Energy and resource efficiency - it is envisaged that building blocks will generally be orientated east - west, thereby maximising the solar potential of the site.**
- **Landmarks, vistas and focal points – specific highlights within the masterplan recognise the importance of closing vistas to adjacent areas and creating definition through focal points.**
- **Blocks – all of the blocks proposed within the masterplan are outward facing thereby contributing to the public realm and animation of place.**
- **Parking and servicing - each of the buildings proposed will incorporate a combination of podium and surface spaces that will accommodate required parking provision and service access.**
- **Animating the edge - all of the proposed buildings will incorporate active frontages to the main pedestrian areas either through use of “front doors” to buildings or complimentary associated uses (ie: cafes, retail facilities)**
- **Building size and scale - a range of building heights are proposed within the masterplan incorporating variation and differentiation as response to the creation of focal points.**
- **Building for change - proposals envisage multi use buildings with ground level functions responding to the activity in the immediate area. Flexibility and adaptability will also be important considerations with individual structures responding to market demand, floorplate requirements and delivery programme.**

Regeneration of Pomona Island presents an important opportunity to link Trafford with Manchester and Salford consequently bringing back into use a once vibrant and vital area of the Manchester Ship Canal. Development proposed within this masterplan will also complement adjacent established and emerging aspirations thereby benefiting the wider community through increased activity, additional services, residential and employment opportunities and support of public transport networks.

Development of the Pomona Island site also achieves a number of strategic and local objectives in both regeneration and design.

Bringing this brownfield site back into use is supported through general policies and principles for development defined within PPS:1 Delivering Sustainable Development (2005). The principles defined in this document support all of the general strategies for development defined in PPS 1:

- **Promote local economies by providing, in support of the Regional Economic Strategy, a positive planning framework for sustainable economic growth.**
- **Promote urban and rural regeneration to improve the well being of communities. Policies should promote mixed use developments.**
- **Promote communities which are inclusive, healthy, safe and crime free.**
- **Bring forward sufficient land of a suitable quality in appropriate locations to meet the expected needs.**
- **Provide improved access for all to jobs, health, education, shops, leisure and community facilities, open space, sport and recreation.**
- **Reduce the need to travel and encourage accessible public transport provision to secure more sustainable patterns of transport development.**
- **Promote the more efficient use of land through higher density, mixed use development and the use of suitably located previously developed land and buildings.**
- **Enhance as well as protect biodiversity, natural habitats, the historic environment and landscape and townscape character.**

Residential uses proposed within the masterplan will be supported through PPS 3 that recommends that 60% of new homes are built on previously developed (brownfield) sites with good access to transport, shops, services and jobs.

The small amount of retail and leisure use that has been identified as a component of the masterplan is in accordance with recommendations set down in PPS 6 in that it is designed principally to serve new residents and office workers with facilities within walking distance, reducing the need to travel.

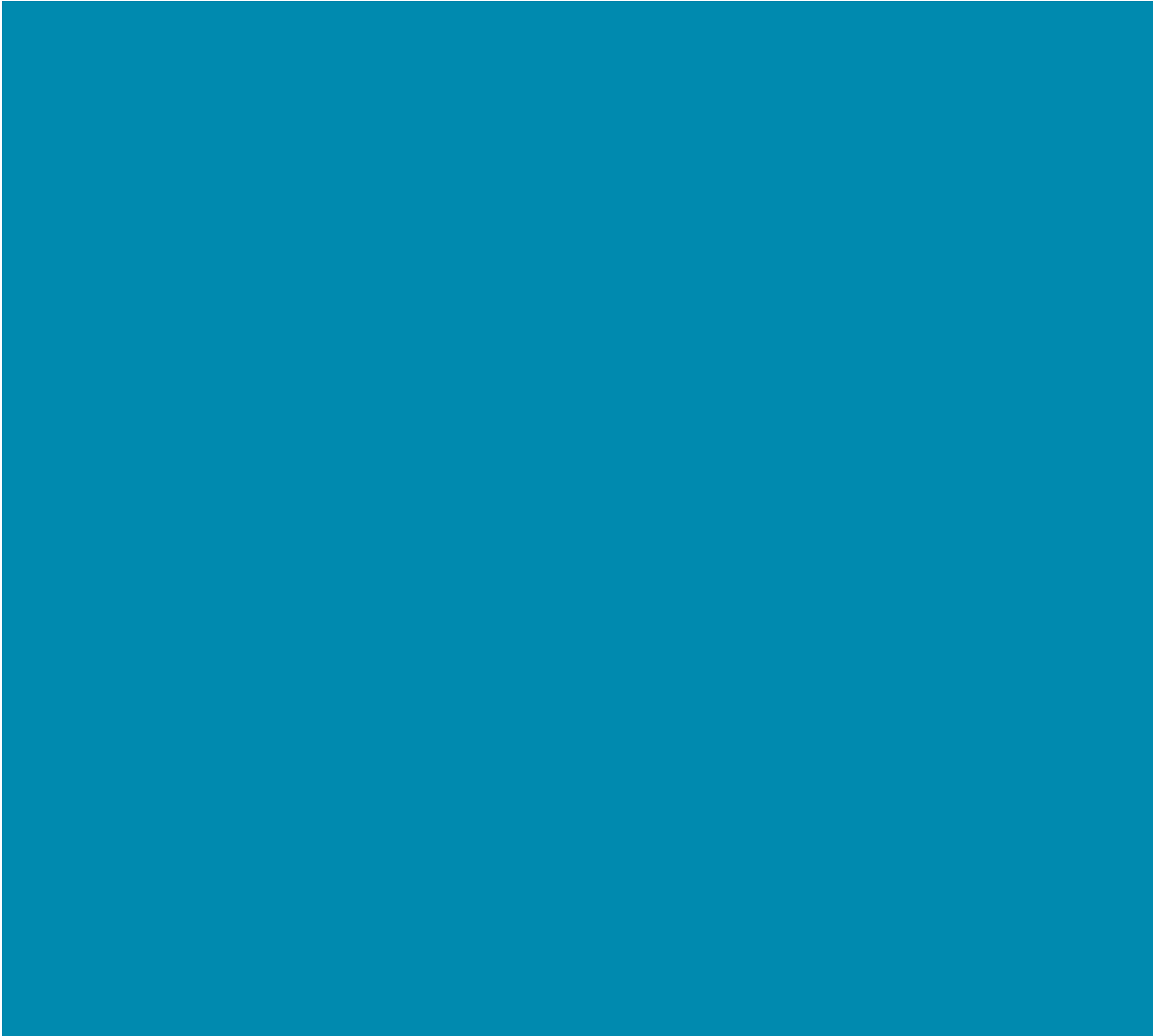
The emerging Regional Spatial Strategy for the North-West allocates significant residential growth to the Trafford and Manchester local authority areas, well above current targets. Development of the Pomona Island site can contribute to these targets.

Pomona Island can also add to the aspirations and drivers identified within the Regional Economic Strategy in terms of increasing the number of higher added value jobs in the region, growing the size and capability of the workforce in areas remote from growth and creating the right conditions for sustainable growth and private sector investment in environment, culture, infrastructure and communities.

This report describes a potential Masterplan Framework for Pomona Island. The Framework is based upon a logical and considered response to the existing context as well as best practice urban design principles. The Framework describes the physical contribution that the masterplan can achieve for Pomona Island and the local environment, demonstrating how regeneration of this brownfield site can greatly enhance the sense of place for all people both local and in the wider environment.

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