

# THE VISION

## The Brief

Salford City Council and The University of Salford are working in partnership to create a masterplan for the University and the surrounding city districts that will place them at the heart of Salford's transforming economy. The new vision will create jobs, open up new education and training opportunities and provide a host of spin-off benefits to The Crescent and Adelphi neighbourhoods. Bringing the outside world in will be a key focus of the plans for the University Campus. New educational facilities will be designed to be not just industry-standard, but industry-leading, providing spaces where students, academics and industry partners can collaborate, innovate and create.

The aim is to create an inviting, attractive, and unified place, one which generates wealth, jobs and knowledge, enhancing the wider City of Salford economy. The Masterplan promotes a radical improvement to the public domain and aims to establish strong physical links between the University and the surrounding communities, connecting all existing and future developments into a coherent and connected urban City District.

The Masterplan will strive to create:

- A place of discovery and inspiration
- A place to learn, research and collaborate
- An environment where industry and academia comes together
- A place to meet the neighbours and make a home
- A place where you can walk, cycle, play and rest
- A place surrounded by art, culture and heritage

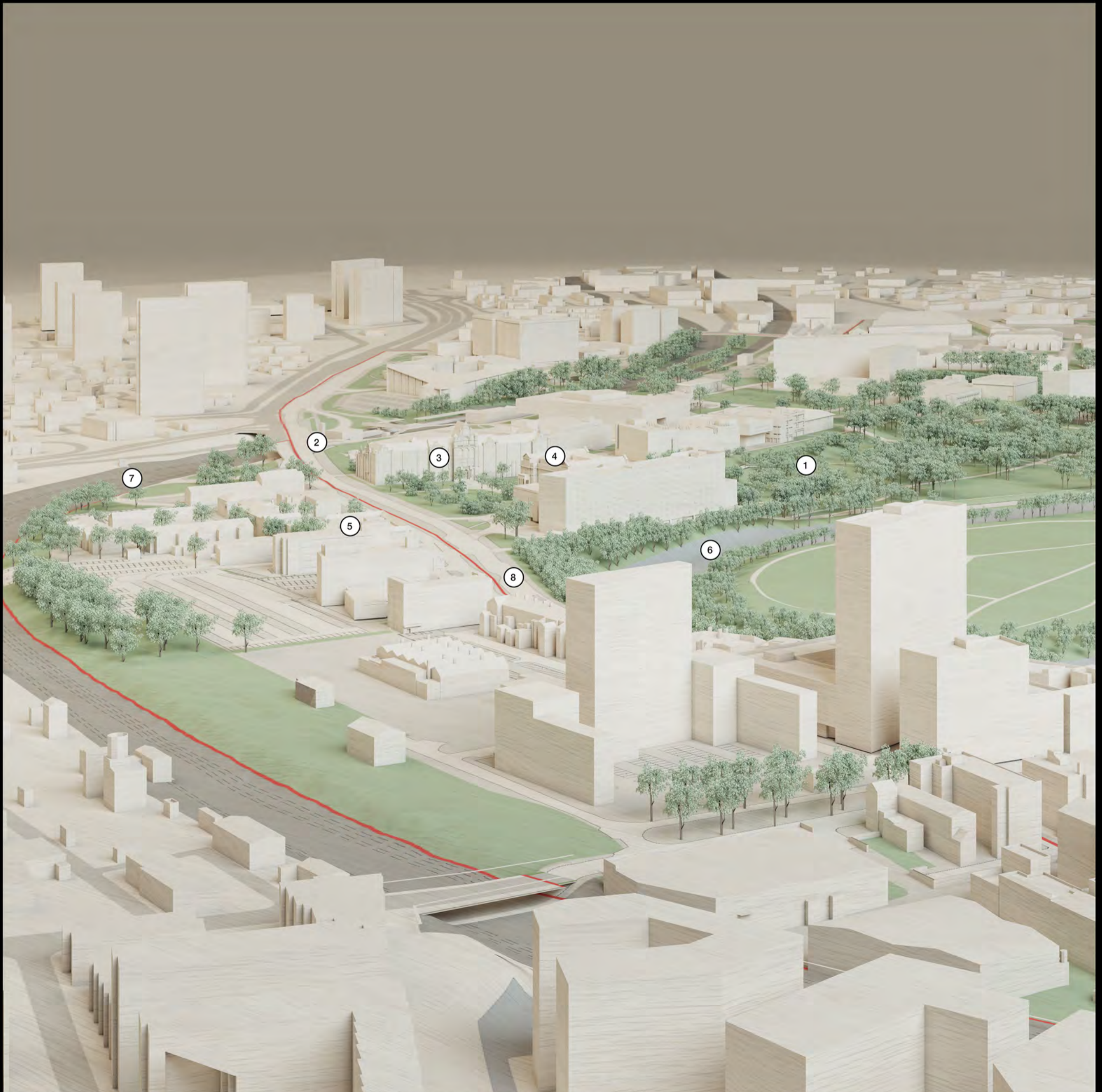
# EXISTING CONTEXT

The Masterplan area covers approximately 99 hectares/acres of land within walking distance of Manchester City Centre. The area has seen significant regeneration over recent years with residential projects like Timekeeper's Square and Virto Gardens and investment in traffic calming, public realm and landscaping along Chapel Street.

The area is heavily divided by natural and man-made infrastructure; the River Irwell (6); the railway line (7) and the A6 (8) which together with de-industrialisation has led to large parts of the masterplan area being left vacant or under-utilised as surface car parking.

The area maintains significant assets; Peel Park (1) - the country's first public park; one of the regions busiest mainline railway stations at Salford Crescent Station (2) and relics from Salford's former civic grandeur including the Peel Building (3); Salford Museum and Art Gallery (4) and the Old Fire Station (5).

Image  
Artist impression of existing area looking north west



# ECONOMIC INVESTMENT CONTEXT

In the space of twenty years, Salford has changed from an area of economic decline, to one of great opportunity. The successful developments at Salford Quays, MediaCityUK, Greengate, New Bailey, and Chapel Street have made Salford one of the fastest growing employment centres in the country.

Salford is at a pivotal moment in its history, a point where the decisions it makes today will have far reaching implications for the shape and quality of the city of the future as a place to live, work and play.

The Masterplan offers a chance to expand the residential communities in the Adelphi and Crescent neighbourhoods; to reinforce the University's presence and profile; to widen its teaching and research within health, science and technology and to generate new business, incubation and enterprise to the north of the Masterplan area along Frederick Road.

The Masterplan illustrates five development zones, each with a unique character, offering the people of Salford, more jobs, housing and leisure opportunities.

These five Development Zones are:

- Adelphi Development Zone
- The Crescent Development Zone
- Peel Park Development Zone
- Health Village Development Zone
- Innovation District Development Zone

Image  
Masterplan Development Zones



# ADELPHI DEVELOPMENT ZONE

The Adelphi Development Zone illustrates the opportunity for low to medium density residential development with a mix of family housing and apartments and a potentially a new Primary School, located adjacent to existing landscape and historical assets.

This zone includes the potential re-development of The Old Adelphi site and the conversion of the Centenary Building ① to provide a new two-form entry Primary School, to serve this growing residential district.

The illustrative concept plan and artist's impression below show the opportunity for new family townhouses with gardens and parking are proposed along with approximately 260 apartments fronting Adelphi Street ②. Adelphi House (University of Salford) ③ could also be converted to residential use.

Significant investment in new public realm will create links to the existing community, greater access to the River Irwell ④ via continued investment in the riverside walk and an improved pedestrian and tree-lined experience along Adelphi Street, as well as a new pedestrian bridge ⑤ across the River Irwell to the Meadows ⑥.

**Overview**  
Site Area: 42,000 m<sup>2</sup>  
Total Proposed Residential Units: 320

**Image Below**  
Illustrative Concept  
**Image Bottom**  
Artists Impression looking south



# THE CRESCENT DEVELOPMENT ZONE

The Crescent Development Zone illustrates the opportunity for a new residential district at the heart of Salford, with various amenities to support the emerging community. The illustrative concept plan and artist's impression below show the opportunity for new apartments and family homes, in addition to the 1200 apartments which are currently under construction or have planning consent.

The area provides an opportunity to create new streets, squares and avenues and to reinforce the street frontage onto The Crescent. The Crescent Public House (1) and the adjacent Georgian terrace of houses (2) are significant retained assets.

At the western end of the Crescent, there is an opportunity for new family townhouses in around a new Civic and Cultural 'gateway' (3) which includes the existing listed assets of the Old Fire Station (4) which together with Salford Museum and Art Gallery (5), Peel Hall (6), Joule House (7) and the Working Class Movement Library (8)

and a new university Conferencing Centre (9) located at Maxwell Hall could create a new world-class cultural destination. New public amenities are also envisaged; a hotel (10) and multi-storey car park (11) as well as local neighbourhood stores, cafés and restaurants.

Along the A6 (12), adjacent to a revitalised Salford Crescent Station and transport interchange the illustrative concept plan and artist's impression below show the opportunity for a signature residential tower (13) is proposed. The whole area will be knitted together with significant investment in the public realm with traffic calming, pedestrianisation and tree planting. A new linear park (14) running the length of The Crescent will provide a convenient and tranquil route from Salford Crescent Station through to Middlewood improving pedestrian and cycle links throughout the Masterplan and surrounding areas.

**Overview**  
Site Area: 143,500 m<sup>2</sup>  
Total Proposed Residential Units: 1800

**Image Below**  
Illustrative Concept  
**Image Bottom**  
Artists Impression looking north west



# PEEL PARK DEVELOPMENT ZONE

The Peel Park Development Zone, aims to create a university campus for the future, with world class facilities that will benefit the whole of Salford. In addition to providing up-to-date, high quality facilities, buildings and accommodation for students, the key Masterplan driver for the University is creating a Campus that is easier to move around. This involves moving out of outlying areas including Adelphi Street and The Crescent, and concentrating new development on the Frederick Road and Peel Park Campus. The demolition of the poor quality Newton Building and the relocation of The School of Computing, Science and Engineering (SCSE) ① to a new fit-for-purpose building help to unlock the potential of the main Campus.

Three new, high-quality developments are proposed on the site of the old Newton Building; a new development for The School of the Built Environment (SOBE) ②, a building containing The Salford Business School (SBS) ③ and a new Digital Learning Commons (DLC) ④.

The DLC will provide students with a digitally enabled learning space, where the latest technology is used to augment students learning. New developments will be designed to promote industry collaboration, helping to enable real world experiences for students on campus.

Further university expansion can also be accommodated in a new landmark plot ⑤ situated immediately behind the Peel Building visible from the A6.

The Masterplan proposes 700 new student bed-spaces ⑥ on campus in close proximity to the existing student village and the current Student Union ⑦, Student Support services and the Sports Centre ⑧, which will be refurbished / extended to improve and augment the current recreational facilities for students and the local community.

**Overview**  
Site Area: 49,000 m<sup>2</sup>  
Total Proposed Student Residential Units:700

**Image Below**  
Illustrative Concept  
**Image Bottom**  
Artists Impression looking west



# HEALTH VILLAGE DEVELOPMENT ZONE

The illustrative concept plan and artist's impression below show the opportunity for a pedestrian friendly campus with high quality new development, public realm and landscaping linking to the surrounding areas.

The Masterplan shows the removal of poor quality and underutilised buildings allowing for new flexible research buildings to be located and clustered around the existing University provision in Health, Midwifery and Nursing.

The new Health Village could provide a range of new health, science and technology related teaching and research facilities. Open GP practices and existing services will be further developed to allow for greater community use. A new multi-storey car park ① is to be accommodated, with the new Energy House 2.0 ② project being the first to be developed. New buildings will be set amongst upgraded public realm ③.

The University's Pre-School Nursery ④ will be retained but with improved access to Salford Crescent Station ⑤ and linkages to the main campus ⑥ through a site wide landscape scheme to improve pedestrian permeability across the site.

The Masterplan also suggests the potential redevelopment of Salford Crescent Station to create a new transport interchange, concourse and bridge to the Peel Park Campus thereby significantly improving visibility and connectivity.

Overview  
Site Area: 72,000 m<sup>2</sup>

Image Below  
Illustrative Concept  
Image Bottom  
Artists Impression looking east



# INNOVATION DISTRICT DEVELOPMENT ZONE

The Masterplan seeks to develop an Innovation District which will be the main employment area within the Masterplan, benefiting from its close proximity to the University Campus.

There is growing demand for high quality incubation and enterprise space in order to support the University and Industry in providing the necessary space for business and industry start-ups and SMEs. This new industrial innovation district could offer space and development for Salford to position itself to maximise new collaboration between university and industry meeting the needs of the University's industry collaboration agenda.

Current development within this area provides a range of small to medium sized units for office and light industrial use which no longer meet the needs of the new wave of high-tech digitally enabled industry that the area needs. The Masterplan illustrates the opportunity for the demolition of the low-quality business units to allow for new high-

quality and much-larger flexible buildings, which respond to the market need for industry, technology and process driven markets. A multi-storey car park could also be provided in this area to replace current surface parking and increase parking provision to accommodate the anticipated increase in parking demand.

The illustrative concept plan and artist's impression below show the opportunity for improved permeability and access ①, visually and physically integrating this new area with the University main campus. New routes ② connect the Innovation district to the University campus in a more direct way, improving vehicular, cycling and pedestrian access north-south ③. The landscape approach aims to create a new, distinctive character to the area, with new buildings of five to six storeys ④.

Overview  
Site Area: 106,000 m<sup>2</sup>

Image Below  
Illustrative Concept  
Image Bottom  
Artists Impression looking south





# INVESTING IN CULTURE AND THE CREATIVE ECONOMY

Our ambition is to place culture and the creative economy at the centre of place-making in Salford by investing in existing heritage assets and creating a world class destination. It builds on the reputation of Salford and MediaCityUK as the UK's most significant creative digital hub outside London and aims to strengthen Salford's position as Greater Manchester's Cultural Quarter.

The Masterplan provides a flexible framework for development in which we envisage new communities, students and visitors can live, work and play in a vibrant and varied new city district providing opportunities for significant investment in the place, facilitated by £800m of new development.

The cultural economy is recognised by investors, developers and communities as a critical part of a city's identity, character and well-being and Civic leaders and the University understand that a city's unique cultural life is in fact its Unique Selling Point. The Masterplan illustrates the opportunity for the creation of a Cultural Gateway around the western end of the A6. This will see greatly improved links across the A6, and significant investment in the existing heritage assets. A new conference centre, refurbished Old Fire Station and a potential extension to the Salford Museum and Art Gallery, will help to create a world class cultural destination.

Image  
Artists Impression looking north



# LANDSCAPE AND PUBLIC REALM

The Vision aims to create a unifying City District that celebrates Salford's identity through unique high quality public realm, revitalised routes and contemporary public spaces. The new City District should harness the strong green qualities of Peel Park, David Lewis Playing Fields and The Meadows creating a green district that supports an emerging new neighbourhood for the city.

Peel Park is a great asset for the City and University but it currently has a weak relationship with both. Allowing the parkland and woodland character of Peel Park to merge with the surrounding context, will help establish the idea of the park within the campus and wider city district.

The concept will also support a series of key themes that are integral to the successful development of the Masterplan, these are:

## A City in the Park

Target planting an additional 1,000 trees across the campus and along the A6, extending the park through the University and across the A6.

## A City with Identity

Establishing a presence for the University within the new City District. New gateway public realm spaces announce the arrival into Peel Park and the University Campus

## A Connected District

A stronger focus on pedestrians. Improved connections into the park and across the site. A new linear walking/cycling connection is proposed along the route of the former Manchester, Bolton and Bury Canal.

## A Healthy City

To create healthy, supportive and sustainable learning environments for residents, students, staff and visitors. Biophilic design principles will inform the public realm approach.

Image  
Illustrative Concept



# NEXT STEPS

Thank you for taking your time to view The University of Salford and Salford Crescent Masterplan proposals. We want to hear your views on our proposals before we progress any further. The University and the Council are seeking to appoint, in Spring 2019, a private sector partner (or partners) to help deliver key phases of the Masterplan. Any partnering arrangement would see significant private sector investment to help develop the Adelphi and The Crescent development parcels.

Your comments received through this consultation period will be collated to form a consultation statement which will highlight key themes to inform future design as well as a future Development Framework. There will be opportunities to comment on the Development

Framework and future planning applications in further consultation processes. Existing developments which already have planning consent will continue to progress on site.

The University is currently assessing the possibilities for early projects which will allow for the consolidation of their activities which in turn will enable proposed development in The Crescent and Adelphi Development Zones to go ahead in full. We would welcome your views on our plans to transform this area of Salford into a vibrant new city district. To register your comments please use one of the provided forms or online via the website [salfordcrescent.com](http://salfordcrescent.com)

University of  
**Salford**  
MANCHESTER

Salford City Council