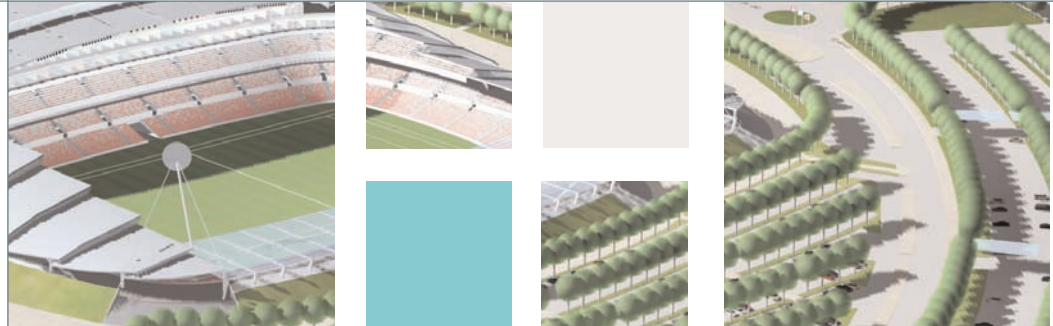


Role

- Providing strategy and regeneration expertise
- Offering technical planning and legislative advice
- Reviewing existing planning documents
- Report writing



background

Red City developments submitted a proposal for a new 20,000-seat rugby league stadium for Salford City Reds. The delivery of the stadium was reliant on enabling retail development (230,000 sq feet), development of a hotel and an exhibition space. The proposed development was contrary to planning policy due to the location of the site outside Salford's district centre.

more was commissioned to process this major mixed use development application, steer the application through the planning process and provide a robust assessment of the case.

the challenge

Apart from the retail and leisure planning issues, many other planning issues had to be addressed. Issues included transportation, traffic generation, accessibility, nature conservation, ecology, noise, air quality, inclusive high quality design, loss of playing fields, the scale of the development and need for the stadium.

the solution

A multi disciplinary approach was needed to deal with the application and in particular the specific retail / leisure planning issues, the financial robustness and viability of the enabling development.

The Council did not have the necessary expertise for this project. Thanks to our team's vast experience and knowledge, we were able to help the Council by providing planning, strategy and regeneration expertise. The whole process involved seamless collaboration with the Council where we managed the delivery of the scheme and committed significant time and effort to completion.

The Council were advised on a complex range of technical, planning and legislative issues to ensure the scheme met its objectives. We reviewed all the planning application documents including the Environmental Statement, summarised and responded to all consultee and third party representations, project managed regular progress meetings with the Council and applicant, negotiated improvements and added value at all key stages in the process.

In addition, a comprehensive committee report was produced with recommendations and formulated conditions and we were involved in the negotiation and formulation of an s106 planning agreement, presented the application to the planning committee, advised on post committee actions in relation to planning conditions and referral to GONW. We also coordinated and project managed the public inquiry and appeared as expert planning witness at the Inquiry.

the results

Through our broad range of skill and expertise, planning permission was granted. This positive result was important for a number of reasons; We delivered the Council's vision and aspiration for this brownfield site, our involvement allowed a community stadium, creating job opportunities for the local area, encouraged environmental enhancement and site accessibility for all.