



VELOCITY

94A TALBOT ROAD, TRAFFORD

WELCOME



▶ ARTIST'S IMPRESSION OF PROPOSED DEVELOPMENT

Welcome to CERT's public exhibition on proposals for 100 new high-quality apartments and townhouses just off Talbot Road, in the Old Trafford area of Greater Manchester. Velocity is the third phase of a new emerging neighbourhood, located adjacent to two recently completed residential projects, Kinetic and Insignia.

The proposed development aims to repurpose a private surface car park into a residential development, which will make a positive contribution towards Trafford Borough Council's vision to transform this area of the Civic Quarter.

The development will also include three green landscaped spaces and associated residents' facilities including a residents' lounge, cycle parking and a south facing residents' roof terrace.

Prior to submitting a planning application to Trafford Borough Council, we want to hear your views on our proposals and listen to any questions you may have.



VELOCITY

94A TALBOT ROAD, TRAFFORD

WHO WE ARE

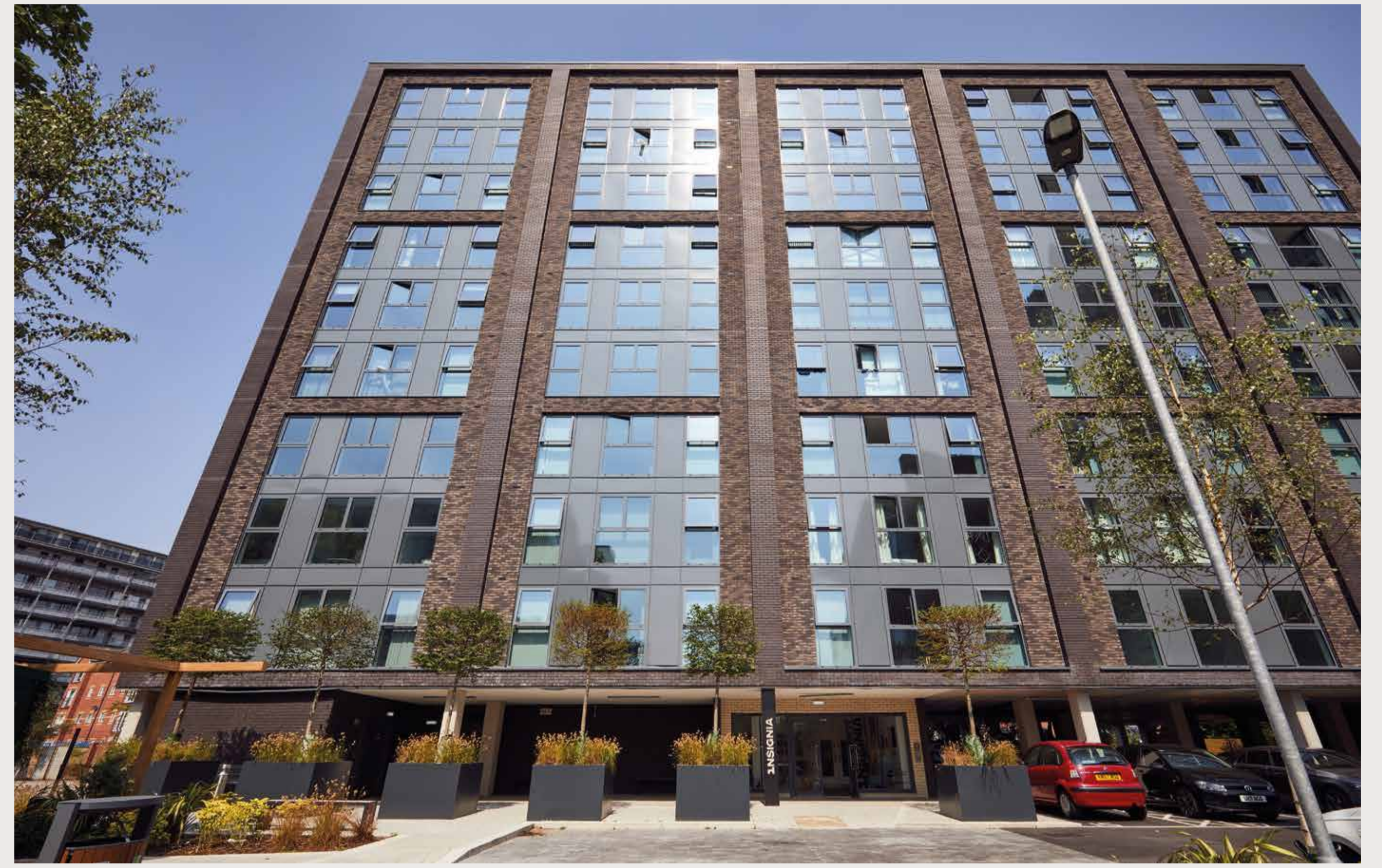
CERT plays a pivotal role in creating vibrant spaces in the North West for people to live and work.

As a progressive property developer and asset manager, we create and operate inspiring communities across residential and commercial spaces to help like-minded people and businesses to thrive and grow.

A long-term strategic partner, CERT has a proven track record of spotting future opportunities first. We have the experience and energy to act fast and effectively and to make a positive contribution to the local community, whether we're regenerating a heritage building or delivering a new concept for 21st century living.



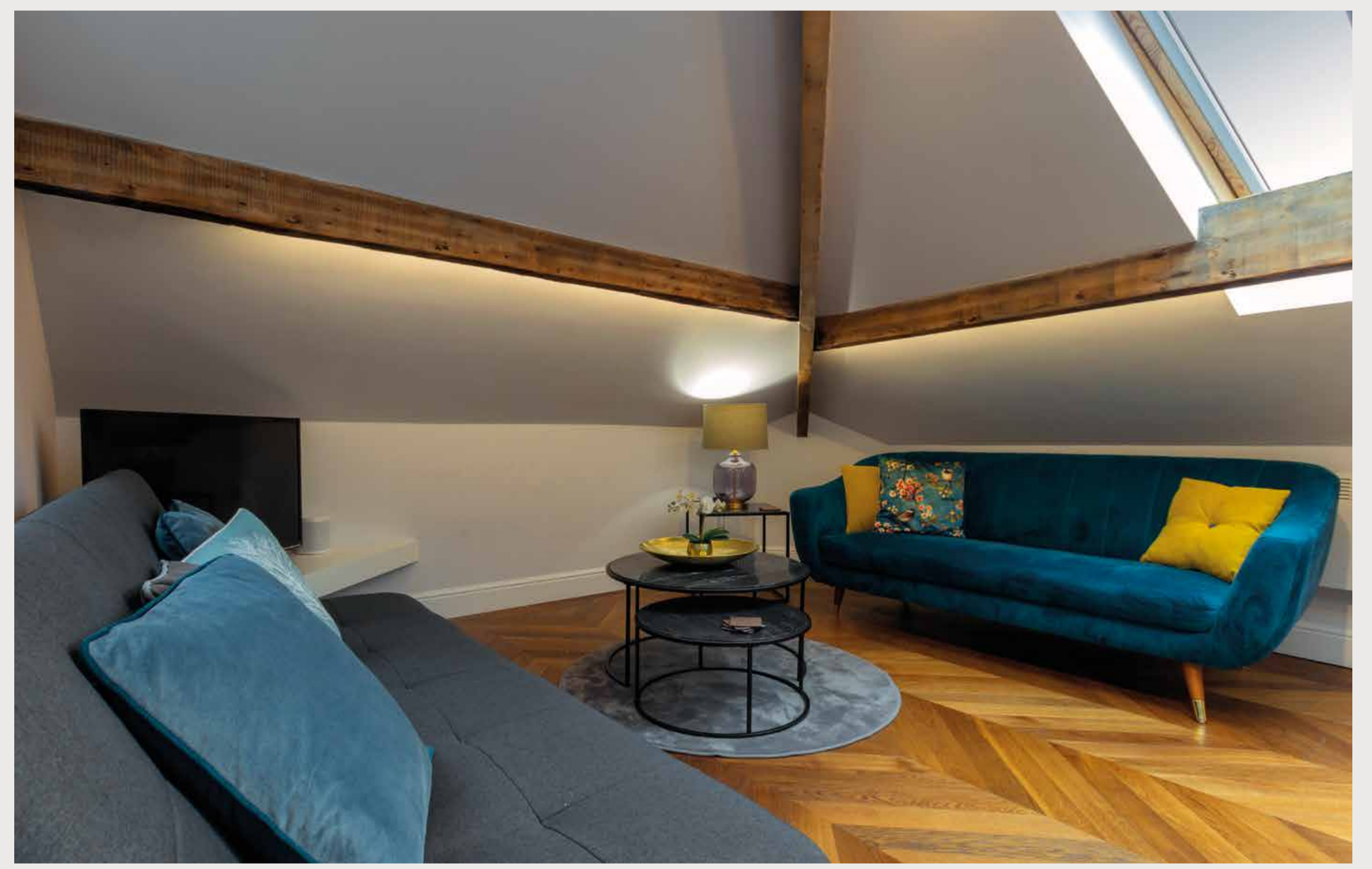
▶ HILTON HOUSE, MANCHESTER



▶ INSIGNIA, OLD TRAFFORD



▶ KINETIC, OLD TRAFFORD



▶ JOHN DALTON STREET, MANCHESTER

MEET THE TEAM

CERT's project teams focus on a shared ambition to deliver unique developments which redefine how our communities live, work and play, while creating a significant and lasting impact.



Developer and Asset Manager



Planning Consultants



Architecture and Design



Community Engagement



VELOCITY

94A TALBOT ROAD, TRAFFORD

THE SITE

The site is located just off Talbot Road, within the Central Neighbourhood of the Civic Quarter regeneration area of North Trafford. It is a brownfield site which is currently being used as a private surface car park and is surrounded by several residential and office buildings ranging between 4 and 13 storeys in height.

Manchester United's Old Trafford stadium and Lancashire Cricket Club's Old Trafford stadium are the two dominant landmarks in an area that has been well established as a sporting and athletic destination since the 1800s.

However, later in the twentieth century, the area gradually became dominated by a number of tall commercial office buildings, many of which still stand today.

Building on its close proximity to sustainable transport links and an array of local amenities, Trafford Borough Council's vision is to re-cast the Civic Quarter area as a residentially-led neighbourhood where people, place making, health and wellbeing, walking and cycling underpin development.



▶ AERIAL PHOTO HIGHLIGHTING AAP CENTRAL NEIGHBOURHOOD



▶ VIEW FROM TALBOT ROAD LOOKING SOUTH



▶ VIEW FROM TALBOT ROAD LOOKING NORTH



VELOCITY

94A TALBOT ROAD, TRAFFORD

OUR VISION



▶ ARTIST'S IMPRESSION OF PROPOSED DEVELOPMENT

CERT intends to deliver 100 state-of-the-art apartments and townhouses in the heart of Trafford's Civic Quarter. The proposed development of this brownfield site would be a welcome addition to an area in need of new high-quality homes.

Velocity will also include green spaces, a residents' lounge, cycle parking and a south facing roof terrace for residents to utilise.



▶ CENTRAL NEIGHBOURHOOD

Trafford Borough Council's draft Civic Quarter Area Action Plan (AAP) aims to transform the Civic Quarter into a thriving, sustainable residential neighbourhood. In line with the aspirations of the draft Civic Quarter AAP, the proposed development seeks to:

- ▶ Deliver high quality architecture with a distinctive identity.
- ▶ Provide a wide range of property types which maximise the opportunity for sunlight and outdoor space.
- ▶ Reinvigorate the site and establish active frontages.
- ▶ Offer attractive landscaping and rooftop space for residents.
- ▶ Improve permeability and connectivity, including delivery of part of Trafford's vision for Exhibition Walk, which will provide a non-vehicular connection from White City Way to Warwick Road.
- ▶ Create new high-quality public realm.
- ▶ Support sustainable living.
- ▶ House a growing community.
- ▶ Support economic growth.
- ▶ Create a defined and distinctive neighbourhood.



VELOCITY

94A TALBOT ROAD, TRAFFORD

HIGH-QUALITY DESIGN



▶ ARTIST'S IMPRESSION OF PROPOSED DEVELOPMENT ALONG EXHIBITION WALK

The proposed design is focused around a number of green landscaped spaces. These will be a defining feature, providing a landscaped entrance courtyard and a landscaped square, which will act as a focal point between this building and the neighbouring CERT developments, Kinetic and Insignia.

The maximum height of the development is 12 storeys, which is in line with aspirations of the AAP. Along Exhibition Walk, there will be a row of 3 and 4 storey terraced 'mews' houses with front doors opening on to the landscaped street, which will allow sunlight on to Exhibition Walk.

Levels 4-9 will be the more traditional apartment block layout. Balconies are proposed to create visual interest on the facade, and will also provide external spaces with high levels of privacy and daylight to the majority of apartments.

At level 10, there will be a communal south facing residents' garden. This floor will also provide access to seven duplex apartments.

Importantly, the scheme provides land which will be incorporated into Exhibition Walk. We have sought to respond to the Council's aspirations for this green corridor by reducing the scale and massing of the proposed development at this northern aspect.

MATERIALITY

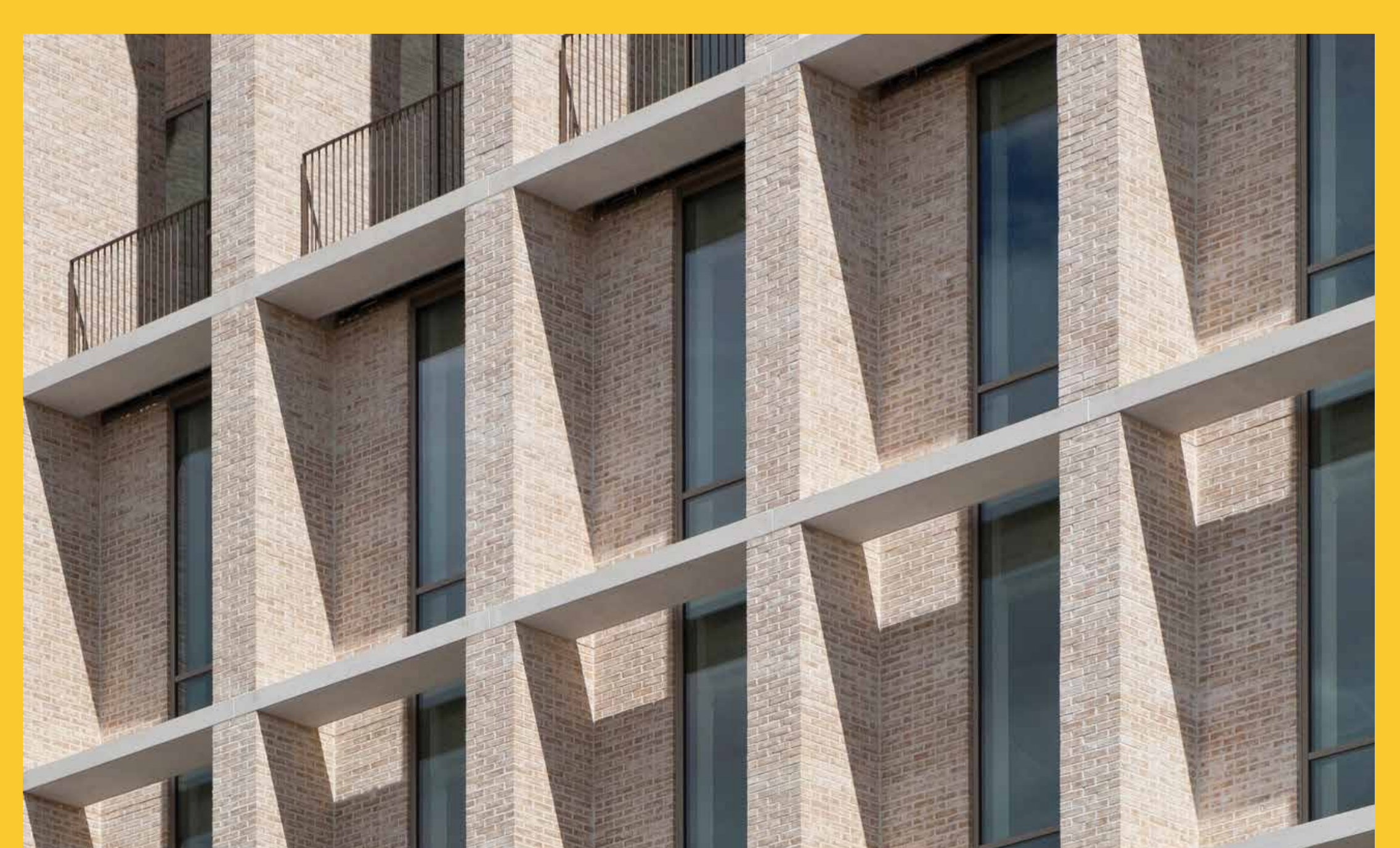
The proposed materials have been carefully selected to be simple, robust and have longevity. The primary facade material is proposed as clay brickwork; a brown toned brick to the base elements with a lighter buff brick to the middle and upper portions.

Elevations are broken down and the grid expressed with horizontal precast stone string courses and inset aluminium cladding.

The base brick tone has been considered partly as a response to surrounding buildings, but also to address the aspirations of the AAP to achieve an attractive, high-quality design.



▶ BROWN TONED BRICK TO BASE ELEMENTS, GRID FORMED WITH BUFF TONED BRICKWORK, PRECAST STRING COURSES AND ALUMINIUM INSET PANELS



▶ PRECEDENT IMAGE: DUNDEE HOUSE



VELOCITY

94A TALBOT ROAD, TRAFFORD

MATERIALITY EXPLORED



MATERIALS

- 1 Reconstituted stone with Portland finish to string courses and copings.
- 2 Bronze aluminium cladding inset within grid.
- 3 Cream/buff textured brick to upper storey grid.
- 4 Grey/brown textured base brick.
- 5 Dark grey metalwork to balconies and window frames.

UPPER LEVEL BAY STUDY

- 6 South facing residents roof garden.
- 7 Reconstituted stone string courses emphasise gridded facade.
- 8 Bronze aluminium cladding inset within grid emphasises lightness of upper storey elements.
- 9 Large projecting balconies staggered between floors to maximise daylight.
- 10 Cream/buff brick to upper storey grid produces robust but light appearance.
- 11 Corner apartments with dual aspect living spaces.



LOWER LEVEL BAY STUDY

- 12 Dark grey window frames and doors.
- 13 Grey/brown base brick with alternate projecting courses provides texture to lower storeys.
- 14 Townhouses to lower levels with front doors onto street.
- 15 Densely planted frontages to townhouses provide defensible space and greening to public realm.



VELOCITY

94A TALBOT ROAD, TRAFFORD

NEW HOMES FOR TRAFFORD



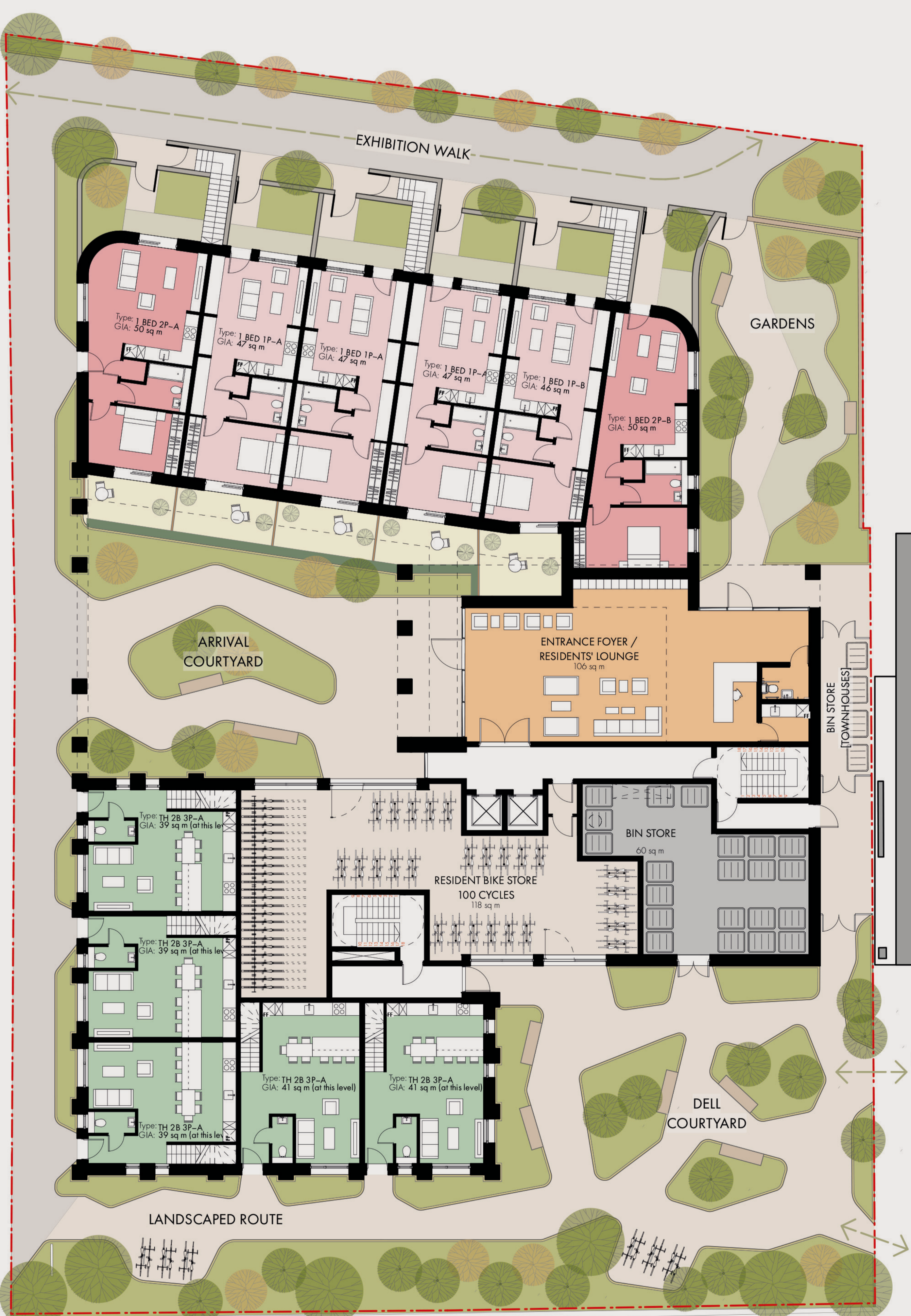
▶ ARTIST'S IMPRESSION OF PROPOSED LANDSCAPED RESIDENTIAL COURTYARD

The demand for homes in Trafford is substantial; the draft Civic Quarter AAP indicates that 4,000 new homes are required in the area.

CERT wants to support the Council in achieving this goal, whilst delivering improvements to the public realm and enhancing the diversity of the homes on offer.

As such, the proposed development will be providing a mixture of 1, 2 and 3-bedroom properties in a variety of styles, from traditional apartments to garden flats, as well as duplex apartments. The proposed homes incorporate a high-quality design and the majority will be dual aspect.

An important part of our approach is ensuring that residents have access to high-quality private and communal amenities. Indeed, as well as landscaped gardens at ground level and a south-facing roof garden, the majority of apartments and townhouses will have access to either private terraces or balconies.



▶ PROPOSED GROUND FLOOR PLAN



▶ PROPOSED LEVEL 10 FLOOR PLAN INCLUDING ROOF GARDEN

KEY	
[Red Box]	1-BED APARTMENT
[Blue Box]	2-BED APARTMENT
[Purple Box]	1/2-BED DUPLEX APARTMENT
[Green Box]	2/3-BED TOWNHOUSE
[Orange Box]	ENTRANCE FOYER
[Light Green Box]	CYCLE PARKING
[Yellow Box]	PRIVATE AMENITY
[Grey Box]	PLANT/ANCILLARY



VELOCITY

94A TALBOT ROAD, TRAFFORD

NEXT STEPS



Thank you for attending and viewing our proposals for Velocity at 94a Talbot Road. We hope you have found the content on display informative.

We would encourage you to leave your feedback here at the exhibition today, or by visiting talbotroadconsultation.co.uk and filling out the short questionnaire.

The feedback you provide will be used to inform our proposals and an eventual planning submission to Trafford Borough Council. You can also ask our project team any questions you have or email us on talbotroad@secnewgate.co.uk.

INDICATIVE TIMELINE





VELOCITY

94A TALBOT ROAD, TRAFFORD

PUBLIC EXHIBITION HERE TODAY



▶ ARTIST'S IMPRESSION OF PROPOSED DEVELOPMENT

CERT is holding a drop-in event here today, Wednesday 29th June, between 4-7pm.

Please join us to view our proposals for 100 new 1, 2 and 3-bedroom apartments and townhouses within the Central Neighbourhood of the Civic Quarter regeneration area of North Trafford.

The proposed development, located just off nearby Talbot Road, will repurpose a private surface car park and replace it with a contemporary residential complex.

We are located on the first floor in room 102/103. Come along to meet our team, view the proposals, and provide your feedback.

CONTACT US



www.talbotroadconsultation.co.uk



talbotroad@secnewgate.co.uk



0800 130 3353



FREEPOST SEC NEWGATE UK LOCAL