



Landsec

Press release

Title **World class plans for MediaCity and the Quays approved**
From **Landsec**
Date **26 March 2024**

New regeneration proposals to transform MediaCity and The Quays into an iconic waterfront destination, rivalling some of the finest in the world, have been given the greenlight by Salford City Council.

Inspired by design-led waterfronts such as Oslo in Norway and Australia's Darling Harbour the revised regeneration proposals also include c3,000 new homes as well as c800,000 sq ft of additional commercial space across 60 acres. The approval comes following an extensive consultation period and input from the local community.

A new artist's impression has been released to illustrate the new vision for the waterfront – the focal point of the regeneration plan's waterfront and Gateway quarter – forming one of four zones.

The aspirational vision for the waterfront will bring new and flexible, all-weather glass-fronted structures and pavilions are proposed. This includes a new pedestrian link bridge from MediaCity to The Lowry and Quayside as well as plans to activate North Bay.

A new boardwalk and link bridge along the MediaCity waterfront will feature more, quality nature and green space, innovative art installations, places for people to eat, drink or enjoy the tranquil views from new, design-led fixed outdoor furniture. The giant Piazza will also be reimaged with moveable structures which can house a variety of brand activations all year round.

The backdrop to the waterfront is the media quarter – home to the current cluster of 250 creative, tech and digital companies including ITV, BBC and dock10 studios positioned around MediaCity's main Piazza.

The Living Hub will bring a new opportunity for the destination featuring new, highly sustainable homes, businesses and convenience retail interspersed with pockets of green space and boulevards. While, the Culture and Community Hub centred in and around Quayside and The Lowry aims to be the cultural, leisure and retail heart of the destination.

Stephen Wild, MediaCity Managing Director said: "The re-shaped regeneration proposals will support us in delivering a world class destination where people will want to live, work and learn for many years to come. As the home of future media, MediaCity's output is global and its environment needs to reflect its international significance. While the waterfront is the gateway to MediaCity and the Quays, it's right that it should compete with some of the finest waterfront destinations in the world. We're looking forward to working with our partners to make our vision a reality."



Mike Hood, CEO of LandsecU+I, the regeneration arm of Landsec said: “Since its inception, MediaCity has been at the forefront of creativity. These proposals give us the opportunity to take the next step with its evolution, as we continue to focus on how MediaCity can showcase the future of entertainment, living, experience and innovation.”

Salford City Mayor Paul Dennett said: “Following the recent consultation, where the public were able to share their views on the future of the area, it’s exciting to now see these proposals approved. MediaCity has always been a striking development that has caught the eye and imagination of so many since its inception, and so to now see the next step in its evolution is really positive. What’s to come will further cements MediaCity’s position as the place to live and work in the northwest and a must-see destination. With office space to cater for the growing number of businesses looking to relocate to Salford and a significant number of new homes to support our drive to alleviate the housing crisis MediaCity will continue to be a hugely important development for the city.”

MediaCity is a joint venture partnership between Peel and Landsec.

Ends

About Landsec

At Landsec, we build and invest in buildings, spaces and partnerships to create sustainable places, connect communities and realise potential. We are one of the largest real estate companies in Europe, with a portfolio of retail, leisure, workspace and residential hubs. Landsec is shaping a better future by leading our industry on environmental and social sustainability while delivering value for our shareholders, great experiences for our guests and positive change for our communities.

Find out more at landsec.com

Please contact

Jo Whittaker m: 0789 481 5568 e: Jo.Whittaker@mediacityuk.co.uk

Landsec: Zara.Lockwood@landsec.com

Salford City Council: Dan.Stribling@salford.gov.uk