

**Appendix 9.1 -
Advertorial Page 1 (21
March 2019)**

The Messenger

THURSDAY, MARCH 21, 2019

50p

INSIDE

SALE • ALTRINCHAM • HALE • TIMPERLEY • STRETFORD • URMSTON OLD TRAFFORD • FLIXTON

messengernewspapers.co.uk



ADVERTISING FEATURE

PLANNING APPLICATION CONCERN

TRAFFORD OVERSHADOWED BY PLANNING APPLICATION

**Out of scale. Significant visual impact.
Increased road traffic. More strain on public amenities.**



PROPOSED
13 STOREY
DEVELOPMENT

**Future Test
Matches
at risk?**

This is the reality that Trafford residents will face should a planning application for 433 apartments be approved by the Council. The proposed development on the former B&Q store on Great Stone Road, is set to deliver a density of new homes, which, according to the application, is to meet the demand for new houses in the area.

However, the application fails to address some of the key issues which residents will face should the application be approved.

The application proposes to support efforts to regenerate Stretford town centre, but fails to note the increased strain the development will have on the public amenities. With the potential for almost **1,000 new residents in the area**, there appears to have been little consideration for the impact that this will have on public services, which are already under pressure.

The development will have a negative impact physically on the area, as one of the concerns is that the proposed **13-storey development** will have significant visual impact on the townscape, thus creating an overbearing and dominant eyesore for local residents and visitors to the area. At such a height, the development is not in keeping with the rest of the townscape, creating a stark contrast with the traditional two-storey housing surrounding the proposed site.