

**#WEARE  
STRETFORD**



**TRAFFORD  
COUNCIL**

# **THE REFRESHED STRETFORD MASTERPLAN**

JANUARY 2018

## 1. Introduction

Delivering the successful regeneration of Stretford is a key priority for Trafford Council. The Refreshed Stretford Masterplan has been prepared, following public consultation, as the Council's strategy for securing the transformation of Stretford. The Refreshed Masterplan builds on the original Stretford Town Centre Masterplan which was approved in 2014. Since 2014 progress in delivery of the original Masterplan has included new openings and development of a new Aldi foodstore at Stretford Mall; the disposal of Stretford Public Hall to the Friends of Stretford Public Hall group to secure its reuse; delivery of the phase one public realm improvements; and a reduction in vacancy rates within the Town Centre. The Mall also experienced a 10% growth in footfall in 2016/17, compared to a national decline of 2%, equating to nearly 500,000 extra visits per year.



The work delivered to date has helped to reposition Stretford as a more attractive destination for further investment and development. However, the vacancy rate within the Town Centre remains high and the redevelopment of a number of important sites has not progressed. Therefore it is considered that the transformation of Stretford will require significant further investment and new development that can act as a catalyst for change.

The Refreshed Masterplan provides an ambitious and comprehensive plan to transform Stretford. The plans will encourage significant private investment, maximise the impact of the University Academy 92 (UA92) concept to deliver an innovative higher education facility in Stretford, deliver new leisure facilities for the whole community, facilitate improvements in public spaces, and support the delivery of new housing and town centre facilities.

### ***Purpose of the Refreshed Stretford Masterplan***



The original Masterplan was prepared in response to a clearly recognised need to improve the offer of Stretford Town Centre; which was identified in the Trafford Core Strategy as a location for regeneration and change. The Trafford Retail and Leisure Study noted in 2007 that Stretford Town Centre was *“in need of urgent improvements”*. In order to deliver the regeneration and development required the Refreshed Masterplan will build on the work completed to date, take full advantage of emerging opportunities, such as the UA92 concept, and help to secure the significant new development and investment required.

The Refreshed Masterplan will provide the strategic framework for the delivery of the emerging opportunities for the Town Centre and wider Stretford area, identifying areas for future development and the key actions required to deliver major

*Refreshed Stretford Masterplan (January 2018)*

regeneration. It is a non-statutory planning guidance document to inform the development of planning policy, guide investment and development, and provide clear advice to people wanting to develop in the area. It will be used by the Council as a material consideration when determining applications for planning permission and other related matters.

In December 2017 the Council made an Article 4 Direction which enables it to limit residential properties in Trafford being turned into Houses of Multiple Occupation (HMO's) and protect existing residential properties. An associated Supplementary Planning Document (SPD) is currently being prepared which, if adopted, would be a material consideration when determining planning applications for changes of use to HMOs and to provide the policy basis on which applications may be refused.

### ***The Consultation Process***

On 10 October 2017, the Council commenced a ten week public consultation and engagement process with all stakeholders and the local community on the draft Refreshed Masterplan. On commencement of the consultation a letter and summary leaflet was delivered to over 17,000 residents in the Stretford, Longford and Gorse Hill wards. Consultation material was made available online in addition to information display boards at Stretford Mall, Stretford Leisure Centre, Stretford Library and Trafford Town Hall. A questionnaire was created to capture views on the Refreshed Masterplan and available online and in hard copy at Stretford Library. There was a good response with a total of 1,519 responses received in addition to a further 82 separate responses. A specific questionnaire was designed with the Trafford Youth Cabinet to capture the views of young people, in particular Year 11 pupils, with a further 102 responses received.

Five general and themed public consultation events were held and senior Council officers attended a range of community meetings throughout the consultation to answer questions and take feedback. A full record of the consultation process and feedback received is provided in the Stretford Public Consultation Report (January 2018). The preparation of the Refreshed Masterplan has been informed by the consultation feedback received which has helped to shape and refine the proposals.

In meeting the aspirations of the community it will be important to create a distinctive place that reflects the cultural mix of the area and complements other provision in Trafford, ensuring a long term sustainable future for Stretford and the Town Centre.

### **Structure of the Refreshed Masterplan**

The Refreshed Masterplan is structured as follows:

- Vision and Objectives
- Illustrative Masterplan
- Development Opportunities
- Design Guidance and Sustainability
- Delivering the Refreshed Masterplan

Annex 1: Stretford Baseline Assessment

*Refreshed Stretford Masterplan (January 2018)*



**Figure 1: The Stretford Area**



Source: Trafford Council (January 2018)

Refreshed Stretford Masterplan (January 2018)

## 2. Vision and Objectives

### *Vision*

The vision for the Refreshed Stretford Masterplan is as follows:

*'To transform Stretford Town Centre and the wider Stretford area into a prosperous and vibrant place with attractive communities and a wide range of facilities throughout the day and evening that realises the full potential of existing assets'.*

The Town Centre and Stretford wider area will provide a safe, attractive and distinctive environment enabling it to function as a successful destination.

The UA92 development will provide a high profile iconic higher education facility and bring significant regeneration benefits to Stretford Town Centre and the wider area, creating new jobs and attracting a diverse mix of students from across the UK and internationally. The UA92 development will provide a catalyst for the delivery of other sites within the Town Centre and the wider area, supporting the active reuse of vacant sites and buildings, such as the Essoldo.

New residential uses and student accommodation development in the Town Centre will support significant additional activity and expenditure, including delivery of a wider mix of shops, the further development of the evening economy, and provide additional direct and indirect job opportunities.

New and improved leisure facilities will be provided to increase opportunities for the community. A new and enlarged Stretford Leisure Centre will be developed adjacent to the UA92 Campus Quarter with sufficient capacity to meet future needs. One or two new 3G sports pitches, a café, play area and changing rooms will be provided at Turn Moss with three training pitches provided for Salford City FC on an area of the site that is currently unusable for much of the year.

The attraction of significant investment to Stretford will support the full delivery of future public realm improvements, building on the completion of the phase one works, ensuring they are able to support a vibrant Town Centre and provide significantly improve routes for pedestrians and cyclists. More public green spaces will be created alongside the further enhancement of existing green spaces. Access to the Bridgewater Canal will be improved to integrate this major environmental asset into the Town Centre.

New jobs will be created that are accessible to a range of local residents and provide opportunities for upskilling. UA92 will work closely with the Council and existing education providers including local schools, Trafford College and other academic facilities to ensure it maximises the jobs and skills benefits for the local community.

Infrastructure improvements will be delivered with partners to ensure the appropriate provision of facilities, including health services and public transport, as required.

To achieve the Vision identified for Stretford:

*'The Masterplan will deliver a thriving retail and leisure offer for the local community alongside new employment and residential development in Stretford Town Centre and the wider area.*

*Identified sites in Stretford will be developed to provide a range of new facilities, including the provision of new houses and purpose built student accommodation across a range of sites to significantly increase footfall, and support employment and expenditure in the Town Centre. Stretford Mall will be improved further with the opportunity for areas of demolition and redevelopment.*

*There will be a clear and distinctive identity for Stretford taking advantage of its heritage assets, existing town centre facilities and access to environmental assets including Stretford's parks, the Bridgewater Canal and the opportunity to create new well designed landmark buildings. The Town Centre will be highly accessible with excellent public transport links and attractive pedestrian and cycle routes.*

*There will be a balance of independent operators alongside national chains in an attractive town centre environment. The Town Centre will include a range of retailers, new food and drink uses, commercial development, education facilities, leisure and entertainment uses, and a vibrant evening economy. There will be opportunities for those attending major cultural and leisure attractions in the surrounding area to visit and stay within Stretford. The area will contain a range of high quality community facilities that meet the needs of local residents and support activity.*

*The UA92 campus quarter will support the further development of the surrounding area as an important destination and support improved connections with the Town Centre via enhanced routes, including along the A56, Talbot Road and through Longford Park'.*

## **Objectives**

The primary objective of the Refreshed Masterplan is to secure the successful regeneration of Stretford Town Centre and the surrounding Stretford area. The specific objectives that will help achieve this are:

- MO1: Bringing forward identified development sites to:
  - improve town centre gateways;
  - develop unused, under-used or derelict land for a mix of uses; and
  - promote the full refurbishment, enhancement and reuse of historic buildings such as the former Essoldo Cinema and Stretford Public Hall.
  
- MO2: Changing perceptions of Stretford and significantly enhancing the Town Centre offer by delivering:
  - enhanced retail, food and drink, service, and leisure uses;
  - facilities to attract visitors and associated expenditure using major cultural and leisure attractions in the surrounding area; and
  - a Town Centre that can act as a vibrant social hub for the whole community.
  
- MO3: Developing further residential uses, particularly in the Town Centre to:
  - diversify town centre uses;
  - support town centre facilities, including the evening economy;
  - improve housing options; and
  - create modern and vibrant, mixed-use town centre living environment.
  
- MO4: Encouraging greater footfall throughout the Town Centre in the day and the evening with the delivery of:
  - a wider range of town centre facilities, particularly an enhanced evening economy;
  - a new higher education facility in Stretford;
  - additional employment activity; and
  - new residential development and a range of housing types, including student accommodation.
  
- MO5: Delivering improved public spaces across the Stretford area to:
  - provide a strong sense of place;
  - address poor air quality and congestion along the A56;
  - provide enhanced pedestrian and cycle routes;
  - improve connections to recreational assets and green spaces;
  - deliver clear signage throughout the Stretford area; and
  - create a safe and secure Town Centre.

### **3. Illustrative Masterplan**

To achieve the vision of transforming Stretford it will be necessary to provide a wide range of new and enhanced facilities, maximise the opportunities for major investment and realise the full potential of existing assets.

The approach to the regeneration of Stretford through the Refreshed Masterplan is focused primarily on the delivery of UA92, introducing a wider mix of uses into the Town Centre, reusing historic buildings, developing an enhanced evening economy and improving the linkages between assets such as the Bridgewater Canal, surrounding commercial, leisure and international visitor destinations, the Mersey Valley and Stretford's parks.

Led by partners benefiting from a strong reputation and existing brand the UA92 development provides a catalyst for significant further investment, bringing vacant sites and buildings back into use, improving connections to existing major destinations in the surrounding area and accelerating the delivery of development.

#### ***Stretford Town Centre***

The illustrative Masterplan for the Town Centre is shown in Figure 2 below and seeks to define the role and function of different areas setting out how significant regeneration will be delivered.

Land uses at important gateways should provide a sense of arrival with scale, massing and design particularly important in defining these spaces.

Stretford Mall forms the core of the Town Centre and works to reconfigure and redevelop this site creating more attractive and outward facing development with a wider mix of uses will be supported.

Leisure and residential uses will be promoted on both sides of the Bridgewater Canal with more attractive routes provided throughout the Town Centre. The Lacy Street site will provide a mixed development including affordable/key working housing and student accommodation with retail and café/restaurant uses at ground floor level.

Stretford Public Hall will provide a continued focus for community uses with improved connectivity to the Mall, Essoldo, Metrolink stop and the Bridgewater Canal. Improved linkages will be provided between the Mall and the north side of Kingsway, and with the existing retail and commercial uses along Barton Road.

The delivery of new development at the A56 Gyratory and public realm improvements will provide a significantly enhanced gateway to the Town Centre, help to alleviate the severance caused by the A56 and Kingsway, and provide an improved physical environment.



## ***UA92 Campus Quarter and Sites Outside the Town Centre***

The illustrative Masterplan for the UA92 campus and surrounding area is set out below in Figure 3.

The LCCC Quarter area contains a major international sporting attraction in the Cricket Club and is adjacent to the iconic MUFC Old Trafford Football Stadium. It also contains a number of important community facilities such as Trafford Town Hall, Trafford College, Stretford Police Station and Stretford Leisure Village. New development will significantly improve the visitor experience in this area and promote improved links with the wider Stretford area.

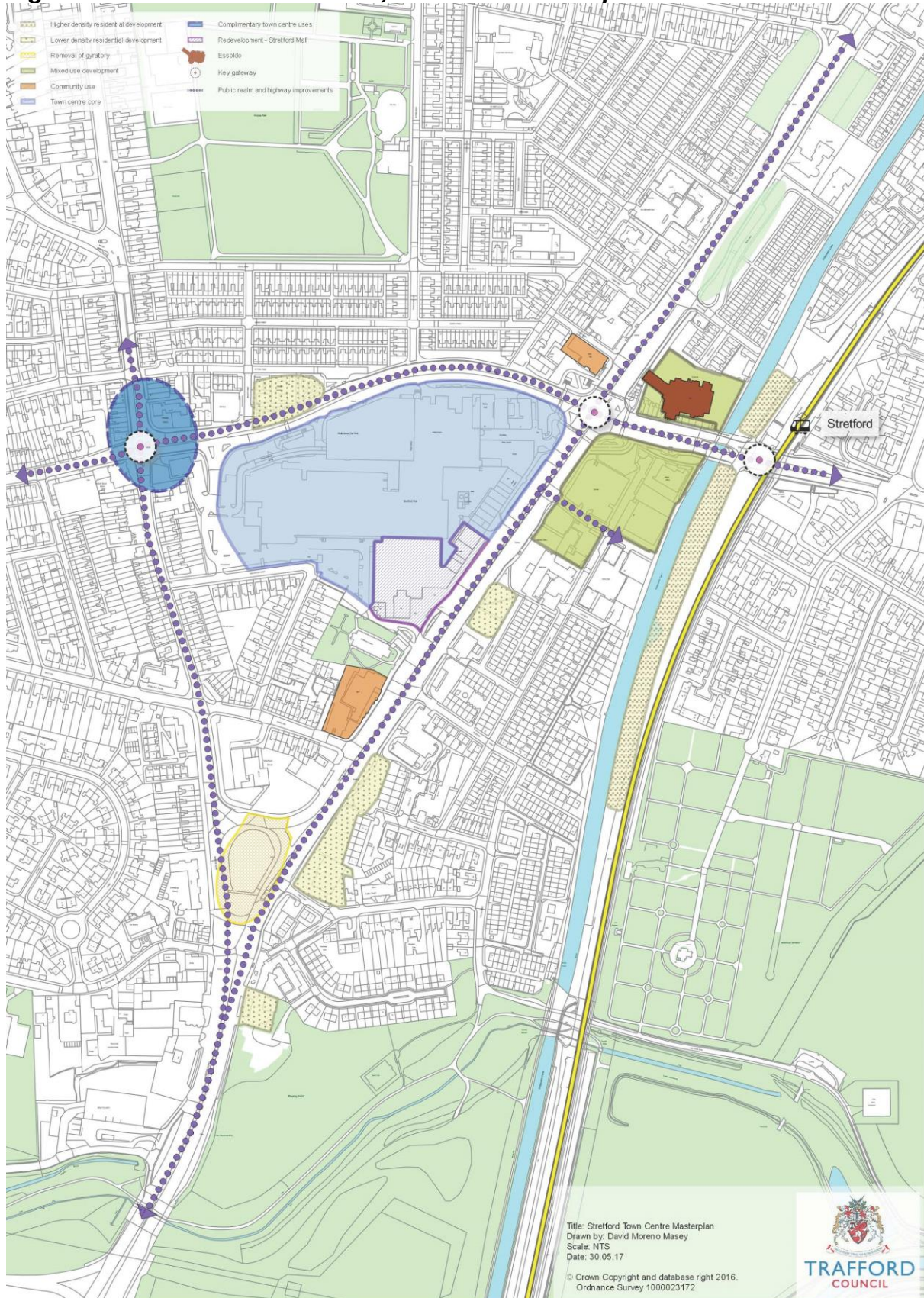
The UA92 Campus Quarter will be established on the site of the former Kellogg's office on Brian Statham Way adjacent to Old Trafford Metrolink Stop and LCCC. This area will comprise teaching and learning accommodation alongside other facilities and employment space.

A 'Processional Route' will be created with a distinctive new landscaping stretching from the Old Trafford Metrolink stop along Brian Statham Way, Warwick Road, Sir Matt Busby Way and Sir Alex Ferguson Way to The Quays / MediaCity:UK area. The route will comprise high quality surfacing, enhanced green infrastructure and appropriate provision for walking, cycling and vehicles.

The delivery of public realm improvements along Talbot Road and the A56 from the UA92 Campus Quarter to Stretford Town Centre will significantly improve the connectivity of these areas and their role as important gateways between Stretford and both Manchester City Centre and The Quays / MediaCity:UK. It will be particularly important to ensure effective signposting and improved pedestrian and cycle routes are delivered along the A56, Talbot Road and via Longford Park between the campus quarter and Town Centre. This will help to maximise the regeneration benefits for the wider Stretford area from the UA92 proposals and support further opportunities for investment and growth.

Improved sporting facilities will be provided at Turn Moss alongside provision for the Salford City FC training ground. Improved public realm along Edge Lane from the A56/Edge Lane junction to Turn Moss Road will provide enhanced walking and cycling routes from the Town Centre to Longford Park (including the area surrounding the Longford Athletics Stadium), and improved facilities at Turn Moss. It will also provide an enhanced gateway into Stretford and Trafford from Chorlton and the South Manchester area.

**Figure 2: Stretford Town Centre, Illustrative Masterplan**

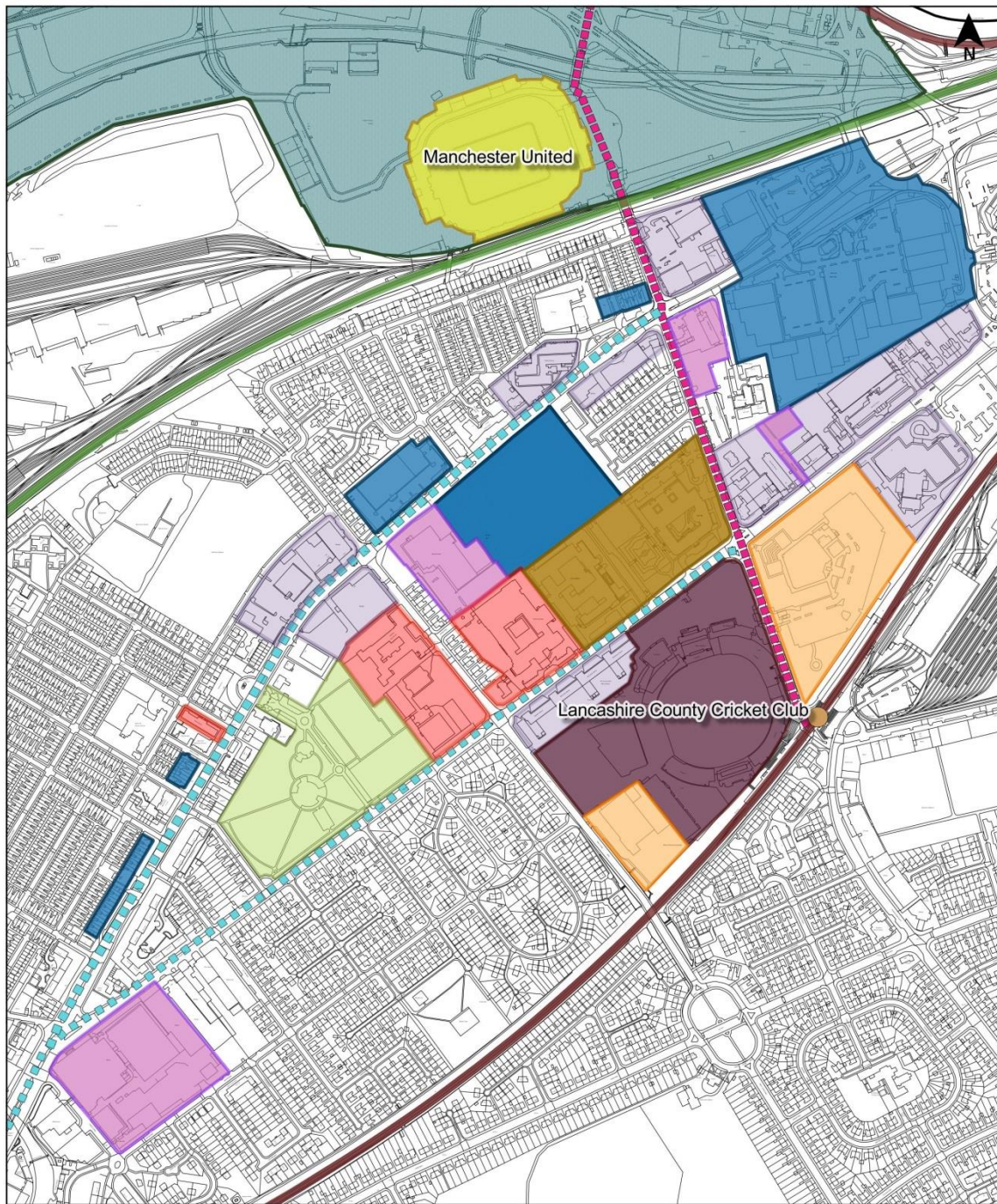


Source: Trafford Council (January 2018)

Refreshed Stretford Masterplan (January 2018)



**Figure 3: UA92 Campus Quarter and Surrounding Area, Illustrative Masterplan**



- |                       |                         |                       |                   |
|-----------------------|-------------------------|-----------------------|-------------------|
| Trafford Boundary     | Existing Employment     | Gorse Hill Park       | Metrolink Station |
| UA92 Education Campus | Existing Education      | Enhanced Street Scene | Metrolink         |
| Civic                 | Residential Opportunity | Processional Route    |                   |
| Existing Retail       | Trafford Wharfside      | Railway               |                   |



Title: UA92 Education Campus  
 Drawn by: David Moreno Masey  
 Scale: NTS  
 Date: 25.08.17

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 Ordnance Survey 1000023172

Source: Trafford Council (January 2018)

Refreshed Stretford Masterplan (January 2018)



## ***Movement and Public Spaces***

Successful places require good quality streets and spaces that provide an attractive physical environment. The 2015 Stretford Public Realm and Movement Strategy recognised that the public realm in the Town Centre was tired and dated with poor linkages between important areas, a lack of any sense of arrival at town centre gateways, poor animation along the A56, Kingsway and Edge Lane, and limited activity in the evenings, resulting in a town centre that feels sterile and lifeless. The A56 through Stretford Town Centre also suffers from significant traffic congestion and falls within the GM Air Quality Management Area (AQMA).



Delivering the regeneration of Stretford will require significant improvements to the physical environment, enhanced gateways to the Town Centre, safe and attractive routes for pedestrians and cyclists, mitigation of the negative impact of traffic flows along the A56, development of new compact spaces where people can gather to meet and socialise, and a level of consistency and quality for the public realm across the Town Centre.

These improvements will support the further development of the evening economy and support activity outside core retail hours. More active building frontages throughout the area will provide a more attractive environment in which people want to spend time. Improved signage and public realm improvements will deliver enhanced linkages between the Town Centre and environmental assets, including the Bridgewater Canal and Stretford's parks, which offer attractive areas of formal green space, and existing major commercial, tourist and leisure destinations in the wider Stretford area.

The identified Public Realm and Movement projects, shown in Figure 4, are broken down into the following areas of opportunity:

- **A56/Edge Lane Gateway (complete):** Removal of three of the existing subways and provision of surface level pedestrian crossings across all four arms of the junction was completed in 2017. The subway between the Essoldo and Stretford Public Hall has been retained to provide a choice of crossing method. The removal of the subway infrastructure has released land for new development and new public space outside the Mall. The speed limit through the Town Centre along the A56 has also been reduced from 40mph to 30mph. The Council is currently progressing work with TfGM to ensure compliance with the new speed limit and that the completed improvement works operate safely and effectively.
- **A56 Corridor:** Structural tree planting will help to better define the road corridor and provision of signature lighting columns alongside higher quality paving will signal entrance to the Town Centre. The opening up of the external frontages and redevelopment at Stretford Mall will provide greater street animation alongside opportunities for improved landscaping.
- **New King Street and Barton Road:** Improvements to Kingsway will enable the recreation of a street environment to be redefined as 'New King Street'. There is potential for a section of road to be narrowed to one lane of traffic in each direction, subject to traffic modelling, providing additional space for segregated cycle facilities, improved landscaping and new development. Improved connections will be provided across 'New King Street' with new public space and development utilising land from the removal of the subway. Improvement works at the Barton Road junction with Kingsway will improve integration of the existing shops and offices at this location with the rest of the Town Centre.
- **A56 Southern Gateway:** There is potential for the enhancement of the gateway/arrival point into Stretford from the south by removing the existing gyratory and realignment of the highway. This will help improve traffic flows, release land for new landmark development defining the gateway into the Town Centre, and enable the improvement of facilities for pedestrians and cyclists.

Following the completion of the phase 1 improvements detailed design work for the next phases of public realm work will commence in early 2018. This work will be subject to further public consultation as specific plans are prepared.

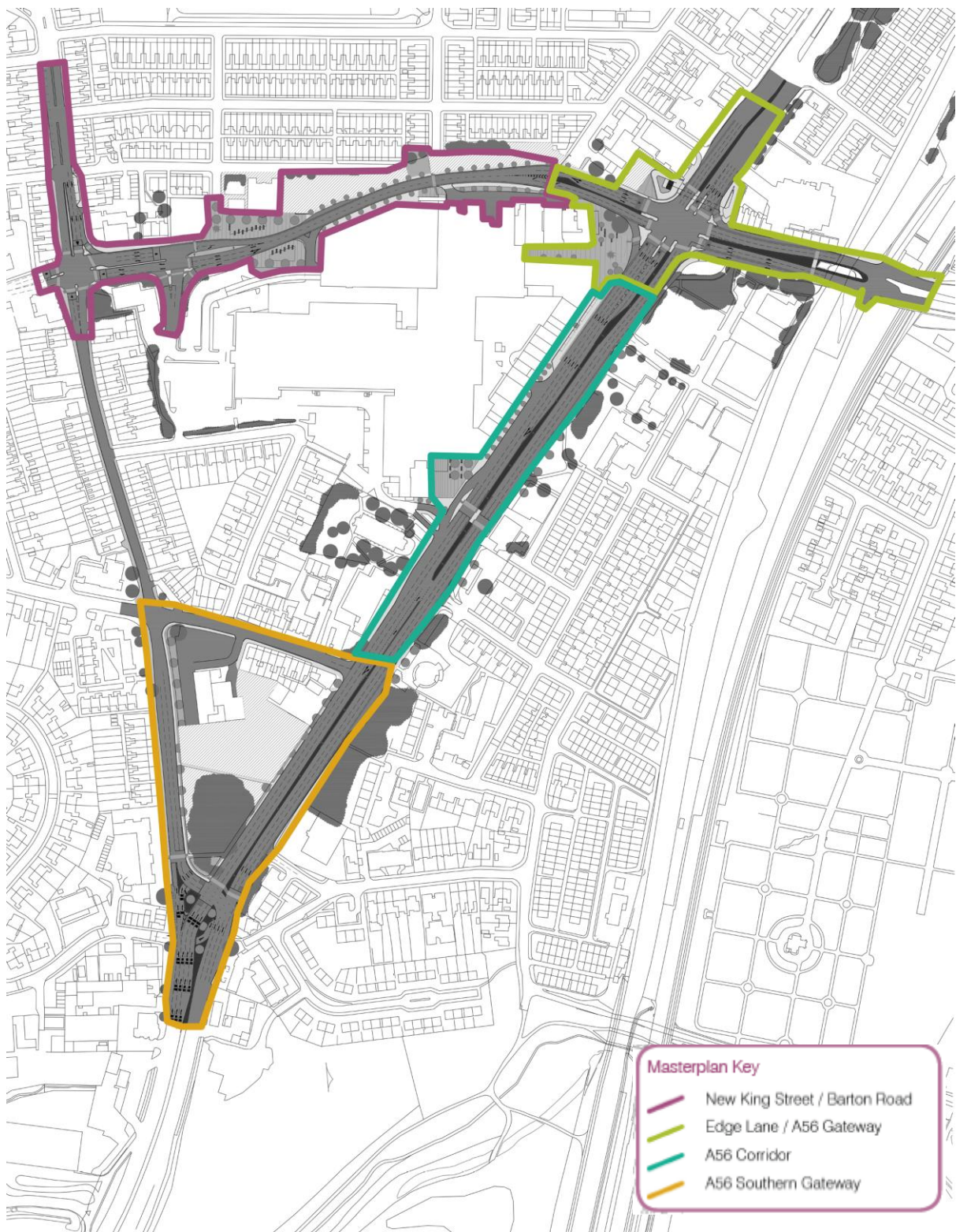
Further public realm strategy work will be undertaken for the areas beyond the Town Centre, including the A56/Talbot Road on the route between the Town Centre and the UA92 Campus Quarter. This will link with further work that will be undertaken in relation to Stretford's parks to consider how they can better connect with the Town Centre and wider area through high quality pedestrian and cycle routes and how they can maximise their role in providing sports and leisure facilities for the whole community.



Future proposals will be developed in the context of the GM 2040 Transport Strategy, GM Congestion Plan, Made to Move walking and cycling plan, Low-Emissions Study for GM and the National and GM Air Quality Action Plans. This will include measures to identify improvements to tackle traffic congestion, improve the efficiency of the highway network, promote sustainable modes of travel and increase capacity, reduce air pollution, better integrate transport and new developments, and increase tree planting with further replacement tree planting provided if any trees are removed.

The successful implementation of further public realm and movement improvements will help to maximise the benefits from public and private sector investment and attract further end user interests.

**Figure 4: Proposed Public Realm Projects**



Source: Gillespies (December 2015)

## 4. Development Opportunities

There are a number of development opportunities within the Town Centre and the wider Stretford area that will deliver the vision for the Refreshed Masterplan. Whilst the Refreshed Masterplan does not formally 'allocate' land for development, it is a material consideration in the planning process and provides the framework for delivering major regeneration, maximising the impact of current opportunities and helping to avoid piecemeal development.

### ***Town Centre Development Sites***

There are 12 development sites, shown in Figure 5 below, that have been identified within the Refreshed Masterplan Town Centre area where there is potential for intervention or new development to accommodate identified opportunities.

The delivery of these sites will address the challenges faced by the Town Centre and collectively deliver the vision and objectives of the Refreshed Masterplan, bringing life and vitality to the area and securing the transformation of Stretford.

### ***Site 1: Stretford Mall***

Stretford Mall is recognised as being central to the economic health of the Town Centre. Whilst the Mall has benefited from recent investment, the vacancy rate remains high and further intervention is required. There are opportunities to attract further significant investment with reconfiguration and redevelopment, a consolidation of retail space, the creation of more attractive and outward facing frontages and the introduction of a wider mix of uses, including residential.



There is a specific opportunity for the partial redevelopment of the Mall following the granting of planning consent in December 2017 for the demolition of its southern portion and some of the frontage onto Chester Road which will provide a large new development site. Ensuring that this site maximises its potential with a suitable landmark development will be critical in positioning Stretford as a modern and competitive town centre. Development at this site should be outward facing and make best use of the opportunities to improve the public realm around the Mall and support the delivery of a wider mix of town centre uses. In the longer term, subject to private investment, there are opportunities to 'open up' or redevelop other areas of



the Mall, such as King Street or Arndale House, to deliver further improvements creating a more accessible and outward looking Town Centre.

Further development should improve the physical appearance of this landmark building and provide a more attractive frontage onto the A56.

The continued development of the Stretford Mall site will provide:

- a balance of national retailers and independent stores;
- new restaurant, bar and café uses;
- leisure and family orientated activities;
- professional services;
- community facilities; and
- residential accommodation.



### **Site 2: Stretford Public Hall**

In order to ensure its active use by the community, the Council disposed of the Grade II listed Stretford Public Hall to the Friends of Stretford Public Hall group in March 2015. The Friends Group are currently bringing the whole building back into active use for a range of community, social and commercial uses.

The Hall currently offers workspace for creative organisations and start up businesses alongside shared studios for artists and space for a series of regular activities and events to support the development of a multi-purpose community hub. Further work is being undertaken by the Friends Group to bring the full building back into active uses enabling it to offer a wider range of facilities and services. This will make a significant contribution to the vitality of the Town Centre, supporting activity throughout the day and evening, while providing a strong community focal point for Stretford.



The Council will continue to work with the Friends Group to support the successful delivery of their aspirations and ensure they link effectively with proposals for the rest of the Town Centre, including improvements to public spaces.

### Site 3: The Essoldo

The Grade II listed former Essoldo Cinema building has been vacant since 1995. The Council has proactively engaged with the owner of the building over several years in order to try and bring the building back into active use. Whilst a number of proposals have been explored to date these have not come to fruition and the building remains vacant. Adjacent to the Essoldo are several buildings with commercial ground floor units with residential uses above; these two areas are identified as sites 3a and 3b. In order to deliver a comprehensive development and secure the active reuse of the Essoldo, the Council will seek to acquire the Essoldo and adjoining buildings, using a Compulsory Purchase Order (CPO) if required.



The former Essoldo building will be retained with refurbishment of adjacent buildings and/or new development of low scale buildings around the Essoldo building and commercial uses on the ground floor along Edge Lane. The former Essoldo building itself will provide opportunities for a number of potential uses accessible to the public. The provision of new adjacent development will protect and enhance the original entrances to the Essoldo, effectively screen the buildings blank elevations and make use of the canalside setting. There is potential to create a shared surface at the north side of the Essoldo to activate this area and provide a new pedestrian link through to the canalside.



Source: 5Plus (September 2017)

The Council will prepare a specification in 2018 to seek expressions of interest in developing more detailed proposals for this site that will provide a viable and deliverable solution to the effective reuse of the former Essoldo and development of adjoining land and buildings. This will bring a long term vacant listed building back into active use in accordance with the aspirations of the community, securing its future and will help to strengthen the links between the Stretford Metrolink stop and the Town Centre and improve access to the Bridgewater Canal.



#### **Site 4: Lacy Street**

The Lacy Street site forms a prominent gateway into the Town Centre and is situated between some of its main landmarks including Stretford Mall, the Essoldo Cinema and Stretford Public Hall. As such it provides a major opportunity to enhance perceptions and raise the profile of Stretford, improve connections between destinations and open up improved access to the Bridgewater Canal.



The site currently provides an area of Council owned surface car parking, the Post Office Sorting Depot, the Probation Service office and premises for Atlas Bathroom and Heating. The removal of the subways and associated infrastructure adjacent to the site provides additional development land. Given that a significant portion of the site is already under the control of the

Council it represents an important opportunity to be a catalyst for wider regeneration.

The Council will undertake further masterplanning work to develop more detailed development proposals for the site in early 2018. This will comprise a significantly lower and less dense scheme than that considered during the public consultation and will incorporate the provision of affordable/key worker housing, alongside some student accommodation and retail/food and drink uses at the ground floor level. There will be a strong emphasis on design quality and preparation of a scheme that is appropriate in scale and massing that maximises the potential of the site's canalside setting.

#### **Site 5: Former Boatyard, Edge Lane**

An outline planning application has been approved for the development of 26 residential apartments along the Bridgewater Canal at the former boatyard site, adjacent to the Metrolink stop. The development of this site for new residential



accommodation will take advantage of its waterside location and bring an area of brownfield land back into active use. This development site offers the potential to enhance the setting and role of the Bridgewater Canal in the Town Centre, support increased footfall and expenditure in the area, and contribute to an improved gateway from the Metrolink stop.

### **Site 6: Royal Canal Works, Edge Lane**

As with development at the former boatyard site, the Royal Canal Works site offers the potential to enhance the setting of the Bridgewater Canal and its role in the Town Centre. Planning consent was granted for 40 apartments and 7 houses (including 5 affordable homes) in December 2017. Delivery of this scheme will provide new residential accommodation taking advantage of the waterside location and support increased footfall and expenditure in the Town Centre.



Source: Elevate Architects (July 2017)

### **Site 7: Stretford Metrolink Stop**



The Stretford Metrolink stop forms a major public transport gateway into the Town Centre and is sited at a prominent location along Edge Lane. At the present time the site does not support an attractive route to the Town Centre and lacks any sense of arrival. The Public Realm and Movement Strategy recognised the need for the Metrolink stop to function as a more effective gateway. Public realm

improvement works will support delivery of new landscaping, wayfinding signage to destinations such as the Town Centre, Longford Park and Turn Moss, and seek to ensure that the existing station buildings provide an attractive street frontage.

### **Site 8: Mitford Lodge**

The former Mitford Street Clinic building was converted to a 10 bed house of multiple occupation and two commercial units known as Mitford Lodge in 2015. The Public Realm and Movement Strategy identified options to improve connectivity with the wider Town Centre across a remodelled Kingsway that will be known as 'New King Street'. This will involve closing the existing subway and introducing a new surface level pedestrian crossing. There is potential for comprehensive redevelopment of the site that could incorporate land that would be released by the removal of the subway, the adjacent area of Council owned landscaping and the former surgery building on Bennett Street.



### **Site 9: Land off Nelson Street**

The area of land off Nelson Street that fronts onto Chester Road provides an opportunity to develop new low rise residential accommodation that addresses the existing terraced housing along Nelson Street. The redevelopment of this site would help to reinforce the street and provide an active frontage through the Town Centre along the A56.



### **Site 10: Land off Brunswick Street**

The redevelopment of the land off Brunswick Street that fronts onto Chester Road will be supported for new residential uses that help to reinforce the approach to the Town Centre, providing a more active frontage along the A56, with consideration given to the existing landscaping. The site could be developed alongside adjoining uses, such as Harrop Motors garage, if these were to become available for redevelopment.

### **Site 11: A56 Gyratory**

The Stretford Public Realm and Movement Strategy proposed the remodelling of the existing A56 gyratory replacing it with a simpler three arm signal junction that improves traffic flows and routes for pedestrians and cyclists. The removal of the gyratory will provide the opportunity for a landmark development that can give scale to the existing Stretford House and act as a clear visual indicator of the entrance to Stretford, protecting existing mature trees where appropriate.



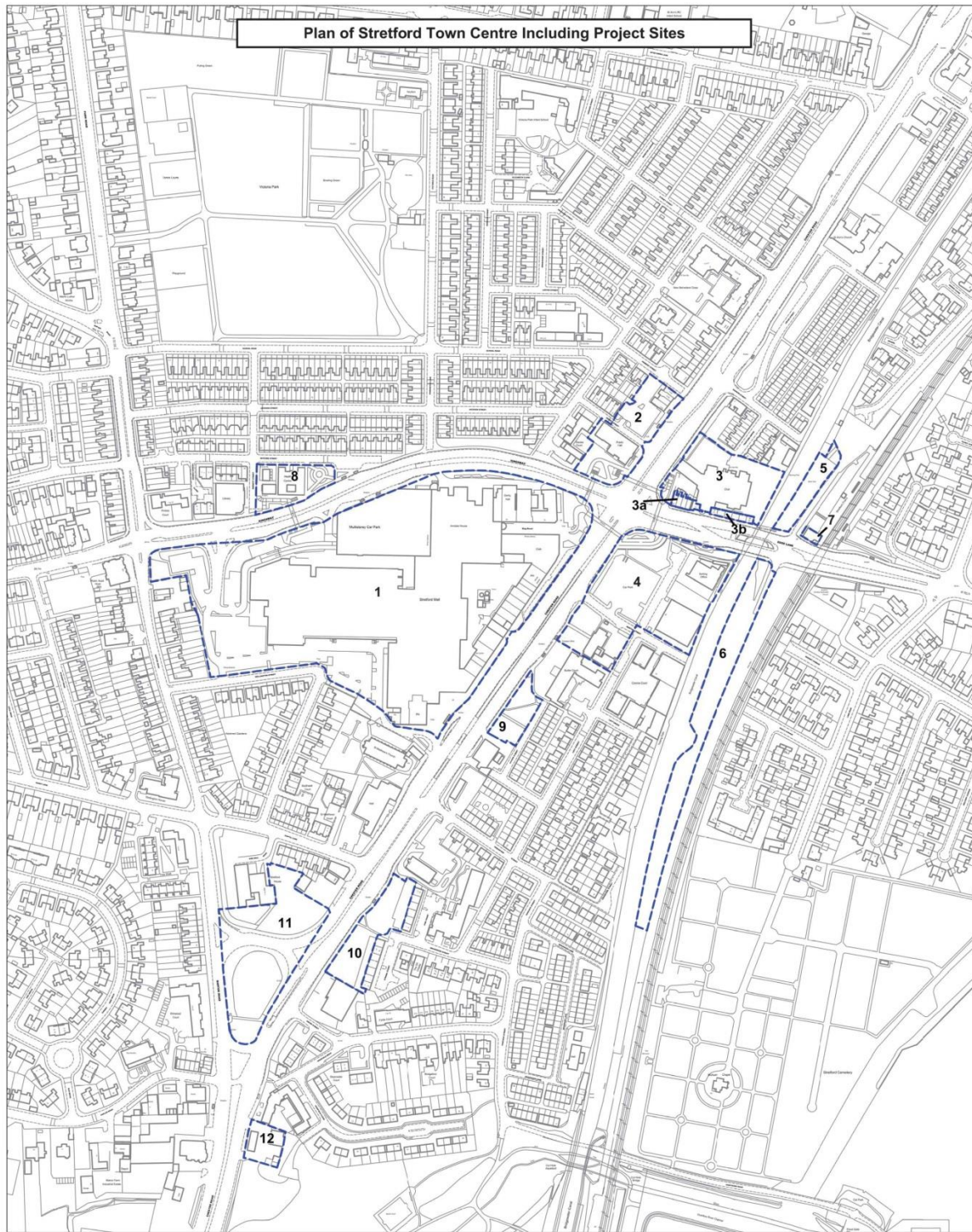
### **Site 12: 1299 Chester Road**



The 1299 Chester Road site currently comprises a car wash operation and various ancillary buildings. New development on the site will be supported where it helps to reinforce the southern gateway into the Town Centre along the A56. Development at this site will contribute to improved connections to the south east that includes the Highfield Close Playing Fields, and access to the Mersey Valley, Bridgewater Way and Trans Pennine Trail.



**Figure 5: Town Centre Development Sites**



**Project Sites**

- |                           |                          |                                 |                        |
|---------------------------|--------------------------|---------------------------------|------------------------|
| 1 - Stretford Mall        | 3b - Edge Lane Shops (2) | 7 - Stretford Metrolink Station | 11 - A56 Gyrotray      |
| 2 - Stretford Public Hall | 4 - Lacy Street          | 8 - Milford Lodge & The Surgery | 12 - 1299 Chester Road |
| 3 - Esoldo Cinema         | 5 - Former Boatyard      | 9 - Land off Nelson Street      |                        |
| 3a - Edge Lane Shops (1)  | 6 - Royal Canal Works    | 10 - Land off Brunswick Street  |                        |

Scale: NTS  
 Author: Richard Muskett  
 Date: 17/01/2018  
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 Ordnance Survey 100023172.



Source: Trafford Council (January 2018)

Refreshed Stretford Masterplan (January 2018)

## **Sites Outside the Town Centre**

There are 12 development sites, shown in Figure 6 below, that have been identified within the wider Stretford area where development can accommodate new opportunities. The delivery of these sites will improve the linkages between the Town Centre and existing major commercial, leisure and tourist destinations supporting the transformation of Stretford.

### **Site 1: Former Kellogg's Office Site**

The former Kellogg's office site is situated on the junction of Brian Statham Way and Talbot Road, adjacent to the Old Trafford Metrolink stop forming an important gateway into the Stretford area. Kellogg's relocated their head office to MediaCity:UK in December 2017 and the site is now owned by the Council. The UA92 Campus Quarter will be developed on the site comprising teaching and learning accommodation making use of the existing office building with potential for further expansion.



The site will also incorporate a new state of the art leisure centre to replace the existing Stretford Leisure Village (Chester Centre) and provide a significantly enhanced facility. This facility will be owned by Trafford Council, and managed by Trafford Leisure, alongside the other Council leisure centres, and local residents will continue to have exactly the same access to the new leisure centre as they do now. It is recognised that any new leisure centre needs to have sufficient capacity to meet the future needs of all users and more detailed proposals for the proposed new leisure centre and the facilities it will contain will be prepared in 2018.

The Council and partners will complete further detailed masterplanning work in early 2018 which will identify the preferred uses for the remainder of the former Kellogg's office site and the wider UA92 Campus Quarter area, including the former B&Q site, White City Retail Park, Trafford Town Hall, Stretford Police Station and the existing Stretford Leisure Village (Chester Centre) sites.

### **Site 2: Lancashire County Cricket Club / Emirates Old Trafford**

Emirates Old Trafford is the home of LCCC and since 2009 the cricket ground has undergone a process of significant redevelopment with the aim of securing more international cricket matches and generating year round funding streams for LCCC, for example through the events facilities provided within The Point. A new 150 bedroom hotel within the ground and operated by Hilton Garden Inn opened in September 2017. The continued development of the site will support the UA92





campus quarter and further strengthen its position as a nationally significant, sports and leisure based visitor destination.

**Site 3: Former B&Q Site**

The former B&Q warehouse site is bounded by LCCC to the north and east, the Metrolink line to the south and fronts onto Great Stone Road. Prior to its use by B&Q the building was occupied by a bowling alley and then the 3,000 capacity Hardrock Concert Theatre. The B&Q store closed in 2016 and in 2017 planning approval was granted for its demolition. Currently in private ownership the site is identified as part of the UA92 Campus Quarter and will be incorporated into the wider masterplanning work being undertaken in this area. Delivery of new development on this site should be in accordance with the UA92 Campus offer and the emerging Campus Quarter area masterplan.



**Site 4: 86 Talbot Road**

86 Talbot Road is a vacant site that was previously occupied by an office block. The site has planning consent for the development of a 90 unit apartment building of 10 storeys. There is a narrow frontage onto Talbot Road which opens up to a wider site to the rear of adjacent office and residential uses. New development on this site will be required to make a positive contribution to the street scape along Talbot Road.



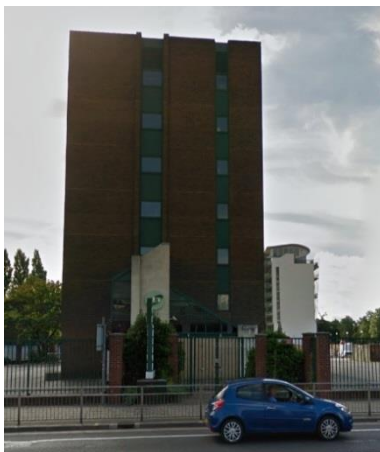


### **Site 5: Former MKM House**

The former MKM House site has planning consent for the development of an 89 unit 12 storey apartment building. Delivery of the scheme commenced in 2016 when site preparation works were completed. However the development has stalled and construction works have not progressed since January 2017. The redevelopment of the site for a high quality landmark residential scheme will provide a more attractive streetscape and support the delivery of the Processional Route.

### **Site 6: Former Anderton House**

The former Anderton House site on Warwick Road lies adjacent to the former MKM House site. The site has previously benefited from planning consent for a 70 unit apartment building of 12 storeys and a separate consent for a 226 bed hotel of up to 13 storeys; both have now expired. The redevelopment of the site for a high quality landmark building facilitating the delivery of the Processional Route and a more attractive streetscape will be supported.



### **Site 7: Charlton House**

Charlton House is a vacant 8 storey office block that fronts onto Chester Road. Bringing this prominent site back into an active use for residential or commercial development will support a positive contribution to the A56 streetscape. There is a potential opportunity for the site to be redeveloped in isolation or as part of a comprehensive scheme that could incorporate the surface car park associated with the site, and the adjacent former MKM House and Anderton House sites.

### **Site 8: Former PC World Site**

The retail warehouse building at 750 Chester Road has been vacant since 2016 when PC World relocated to White City Retail Park. In October 2017 Lidl submitted a planning application to create a new Lidl foodstore and a smaller additional retail unit bringing the existing building back into active use. If these proposals do not progress the site also provides a redevelopment opportunity for residential use. It will be important to bring this prominent site back into an active use that makes a positive contribution to the A56 streetscape.



### **Site 9: Stretford Leisure Village**

Stretford Leisure Village (Chester Centre) is situated at a prominent location on the junction of the A56 and Great Stone Road. The proposed redevelopment of the Kellogg's site will incorporate a new state of the art leisure centre replacing the existing facility at Stretford Leisure Village with an enhanced facility. This would enable the redevelopment of this site for alternative uses, such as residential. Further work will be undertaken in relation to this site as part of the wider UA92 Campus Quarter area masterplan. It will be important that any development on the site makes a positive contribution to the A56 streetscape and provides good connectivity to other development sites.



### **Site 10: Itron**

Itron is a former industrial site in a highly prominent location on Talbot Road at the junction with the A56. Redevelopment of the site for a significant residential development comprising a mix of houses and apartments will be supported. The design and landscaping of any future

redevelopment on this site should reflect its prominent location and make a positive contribution to the A56 and Talbot Road street scape.



### **Site 11: Building Adjacent to Joseph Gleave**

Joseph Gleave occupies a modern commercial building on the A56 opposite the junction with Davyhulme Road East. Adjacent to the Joseph Gleave office is a vacant three storey commercial building. This is a prominent site and the delivery of an active use, either commercial or residential, at this location would be supported where it makes a more positive contribution to the A56 street scene.



### **Site 12: Turn Moss Playing Fields**

Additional and improved leisure facilities will be provided at Turn Moss, including new changing facilities and a café, one or two new artificial 3G grass pitches, a cycle-friendly perimeter path and a children's playground. An area approximately three football pitches in size, which is currently unusable due to land conditions, will be leased by the Council to Salford City FC to provide their training facility. This will secure the private investment required to deliver improved facilities across the Turn Moss site which are publicly owned and provide the whole community with opportunities for widening participation in sports and leisure activities

The current 15 adult football pitches and six junior football pitches will remain for public use, as will the footpath around the site. All of the clubs/groups that currently use Turn Moss will continue to have access to the same facilities as at present, but with significantly improved changing facilities, access to one or two new 3G pitches, and provision of a café.



Salford City FC will run a community programme allowing the community access to the area/pitches that are proposed for their lease from the Council. This area will also be utilised by UA92 and the existing Academy 92 programme with Trafford College. A planning application for the proposals for Turn Moss will be submitted in

early 2018. There will be a strong focus on providing opportunities for increased public usage at the site and the delivery of community benefits.

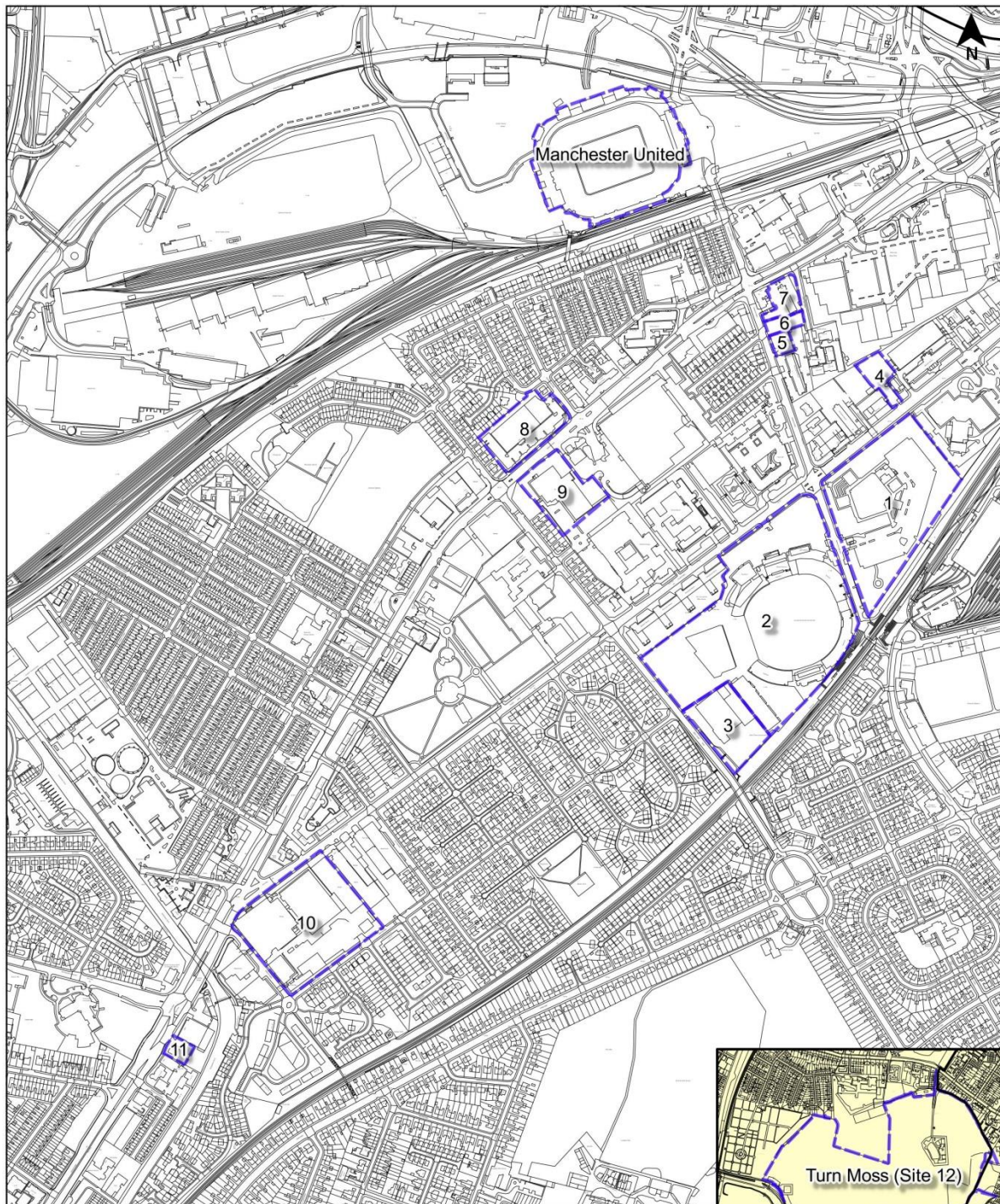
***Manchester United Football Club / Old Trafford Football Stadium***

MUFC's Old Trafford Football Stadium is an iconic international visitor destination. MUFC have a significant land holding in the area that could provide opportunities for a mix of uses including sporting, residential and commercial development. The proposed Processional Route will deliver a high quality linear public realm with improved connections to the UA92 campus quarter, development opportunities along Warwick Road and the wider Stretford area. More detailed proposals for the future of this area will be developed through a specific study in 2018 assessing the opportunities across the wider Trafford Wharfside area.





**Figure 6: Development Sites Outside the Town Centre**



**Project Sites**

- |   |                                |   |  |
|---|--------------------------------|---|--|
|  | 1. Kellogg's Office            |  | 7. Charlton House                      |
|  | 2. LCCC/ Emirates Old Trafford |  | 8. Former PC World Site                |
|  | 3. Former B&Q Site             |  | 9. Stretford Leisure Village           |
|  | 4. 86 Talbot Road              |  | 10. Itron                              |
|  | 5. Former MKM House            |  | 11. Building Adjacent to Joseph Gleave |
|  | 6. Former Anderton House       |  | 12. Turn Moss Playing Fields           |



Title: Development Sites Outside the Town Centre  
 Drawn by: David Moreno Masey  
 Scale: NTS  
 Date: 21.08.17

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 Ordnance Survey 1000023172

Source: Trafford Council (January 2018)

Refreshed Stretford Masterplan (January 2018)



## 5. Design Guidance and Sustainability

The delivery of specific sites in the Refreshed Masterplan will be subject to detailed design work as they are brought forward. To ensure new development delivers the vision and objectives of the Refreshed Masterplan a consistent urban design approach within Stretford should:

- enhance the existing character of Stretford;
- create a centre with a unique identity;
- provide variety in the urban environment;
- create attractive outdoor spaces;
- ensure a safe and secure environment;
- enable ease of pedestrian and cycle movement;
- create a space that is easily understood;
- provide adaptability for future change;
- minimise the environmental impact; and
- protect and enhance Stretford's heritage assets.

The existing scale and massing of buildings varies throughout Stretford and the development of new buildings should be mindful of this. Where larger scale of development is appropriate, for example at gateway sites into the Stretford area and within the Town Centre core, careful consideration should be given to the scale, massing and design, ensuring they appropriately define the townscape. Taller buildings should be located in areas that emphasise major landmarks. Where taller buildings are appropriate then consideration should be given to ensuring the design allows sufficient sunlight and daylight for different uses and protects the historic environment. Variation in building heights and elevation detailing should be used to create a more interesting townscape and distinctive skyline.

New development should contribute to the development of a high quality mixed use environment with a strong sense of place within the Stretford area. There should be well designed and active frontages, particularly at gateway sites. Good quality materials and appropriate detailing should be used and where appropriate reflect the status of listed buildings. The physical environment should be enhanced through the use of good quality paving and landscaped edges, distinctive street furniture and clear and well positioned signage.

### ***Sustainability Principles***

Development within the Refreshed Masterplan area will be required to meet current planning policy in relation to energy and sustainable design. Future development proposals should also be in accordance with the following sustainability principles:

- SP1: Sustainability should be a primary consideration within the development process and lead to energy efficient design that reduces energy consumption and carbon emissions.
- SP2: New development should seek to make use of renewable energy sources where possible.
- SP3: There should be a focus on reducing the need to travel by privately owned vehicles and improving linkages with public transport infrastructure,

cycle networks and pedestrian routes. A range of facilities should be provided to allow people to work, live and socialise in the local area.

- SP4: New development should aim to exceed building control minimum requirements such as those relating to reductions in CO2 emissions and climate change mitigation at the time of development.
- SP5: Modern methods of construction and sustainable materials should be utilised in new development, where appropriate.
- SP6: The use of green roofs and living walls on new and existing buildings should, where appropriate, be encouraged to enhance the green environment and help create unique identity.
- SP7: Sustainable waste management and recycling strategies should be developed.
- SP8: New development should manage surface water run-off and make use of Sustainable Urban Drainage Systems (SUDS).
- SP9: The positive impact of biodiversity should be maximised and the greening of the urban environment supported.

## **6. Delivering the Refreshed Masterplan**

### ***Continued Engagement***

The Council is committed to a process of ongoing engagement with the community throughout the delivery of the Refreshed Masterplan proposals. Since 2015 the delivery of regeneration in Stretford Town Centre has been supported by the Stretford Masterplan Working Group and Panel, comprising local councillors and business and community representatives.

Public consultation on the Refreshed Masterplan has identified the need for engagement to be broader and more frequent. Therefore the Council will review the existing arrangements to ensure effective engagement throughout the delivery of the Refreshed Masterplan.

The Council Executive will remain the relevant decision making body for proposals to implement the actions identified in the Refreshed Masterplan and a delivery Action Plan that will be updated annually. All specific developments will be determined by the Council's Planning Committee and will go through further consultation as part of this process, being scrutinised for their environmental sustainability, impact on the local area, traffic impact, car parking requirements, etc.

### ***Key Actions for 2018-2023***

The Refreshed Masterplan provides a strategic framework for the transformation of Stretford Town Centre, building on the progress made to date and representing a significant acceleration in its delivery. The following key actions have been identified for the next five years to progress the delivery of the Refreshed Masterplan.

- Implementation of a delivery and land assembly strategy to support the development of privately owned sites, including the potential for CPO.
- Masterplanning work for the Lacy Street site.
- Masterplanning work for the UA92 Campus Quarter development.
- Delivery of the Royal Canal Works site.
- Delivery of future phases of public realm improvements.
- Opening of the first phase of the UA92 Campus Quarter in the former Kellogg's office block.
- Demolition of the southern portion of Stretford Mall.
- Supporting the Friends of Stretford Public Hall group with the continued delivery of their proposals.
- Securing the reuse of the Essoldo building and vacant units along Edge Lane
- Securing funding and detailed design for future phases of public realm improvements and the processional route.
- Delivery of further improvements to Stretford Mall, including partial redevelopment.



The Refreshed Masterplan provides a clear strategy for the continued regeneration of the Town Centre and wider Stretford area, representing a significant acceleration in the delivery of its regeneration. The successful delivery of this Refreshed Masterplan will build effectively on the work completed to date and act as a major catalyst to accelerate the long term transformation of Stretford.

## Annex 1: Stretford Baseline Assessment

This baseline assessment provides the evidence base that informs the development of the Refreshed Stretford Masterplan. It includes an analysis of the spatial context of the Stretford area and its role in the wider Manchester City Region, the community, the planning policy context, Stretford's current assets, the property market, town centre performance, and the physical environment.

The Stretford Public Consultation Report (January 2018) provides details on the full consultation and engagement process undertaken in respect of the refreshed Masterplan and all feedback received.

### 7. Stretford in Context

Stretford is one of Trafford's town centres and an important driver in the economic growth of the Borough. Stretford is a densely populated area with a diverse social mix and the Town Centre is located in a prominent position along the A56 corridor at the northern end of Trafford, benefiting from good links to the M60, excellent public transport connections and access to the Bridgewater Canal. The Victoria, Longford, Moss and Gorse Hill parks, alongside Stretford Meadows, Turn Moss and the wider Mersey Valley, are all located within walking distance of the Town Centre and provide access to recreational facilities and areas of attractive green space.

Until the 1960s the Town Centre contained a wide range of retail, leisure and entertainment facilities within a conventional suburban neighbourhood. In the late

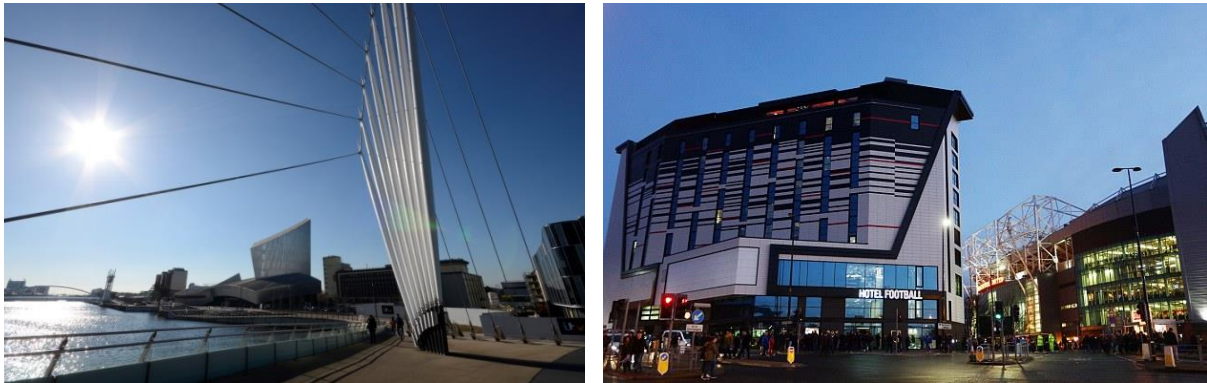


1960s and early 1970s significant development took place in the area with the widening of the A56 to six lanes and the completion of the Arndale Centre, now known as Stretford Mall, which dominates the core of the Town Centre. The mix of leisure and family entertainment uses has diminished over the years and there is no functioning evening economy or life and vitality in the centre outside traditional retail hours. A number of important community facilities are located in the area, including Stretford Public Hall and Stretford Library.

In recent years the Town Centre has suffered from its proximity to competing town centre and out of centre retail destinations, including Urmston, Sale, Chorlton, White City Retail Park and the Trafford Centre.

## ***Proximity to Major Destinations***

Stretford Town Centre is in close proximity to a number of major destinations including MUFC, LCCC, Imperial War Museum North, Trafford Quays Lesiure Village, intu Trafford Centre and MediaCity:UK. Trafford Park, located to the north of Stretford, is a major employment destination and home to over 1,300 businesses. To the south of Stretford the Mersey Valley provides an area of countryside that connects the north to the south of Trafford; this area has the potential to build on its current status and become a more significant facility for the local community and a major visitor attraction.

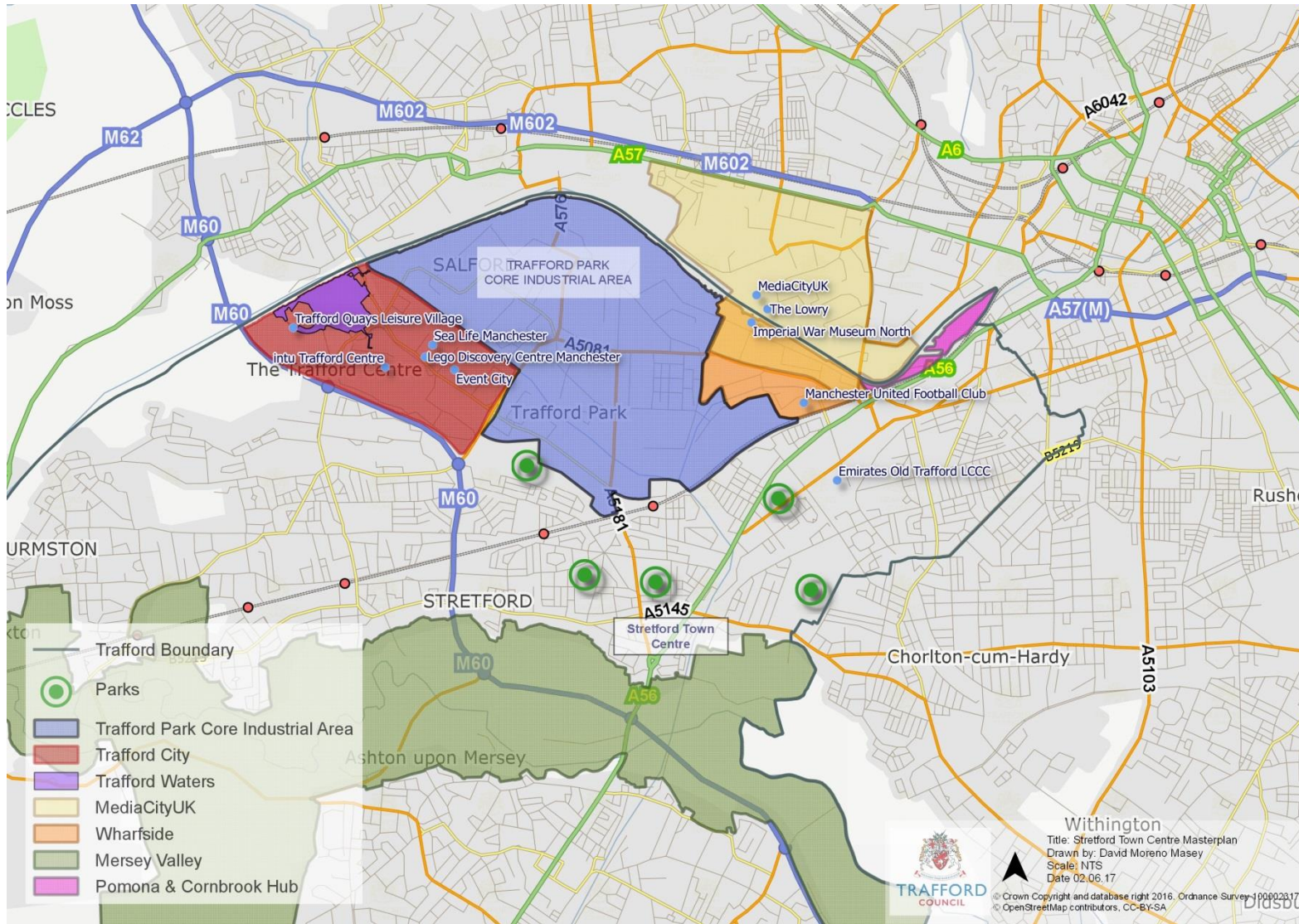


Whilst these destinations bring large numbers of people into the local area there is currently little to attract them to spend additional time in the Town Centre or the wider Stretford area and capture the resulting expenditure. Furthermore Stretford is a major gateway into the Manchestere City Region and its associated facilities. Therefore intervention is required to provide additional facilities attracting visitors in the wider area to spend more time and money in Stretford.

Figure 1 below shows Stretford in the context of its proximity to key commercial, tourist, and leisure destinations and its position as a major gateway into the Manchester City Region. Stretford therefore has an important role in delivering both Trafford's and Greater Manchester's growth and development aspirations.



**Figure 1: Stretford in Context**



Source: Trafford Council (January 2018)

Annex 1: Stretford Baseline Assessment (January 2018)

## ***The Stretford Community***

The Stretford area comprises the wards of Stretford, Longford and Gorse Hill and is home to a diverse community of around 36,000 people. The age profile shows relatively higher numbers of children and adults between 25 and 44 years. The population is ethnically diverse with representation from a range of broad ethnic groups above the national average<sup>1</sup>.

Stretford, Longford and Gorse Hill are among the five most deprived wards in Trafford in the 2015 Indices of Multiple Deprivation. Of the 19 Lower Super Output Areas (LSOAs) that fall within the Stretford area, 9 are in the bottom 40% nationally and one, covering the area around Lacy Street, is within the bottom 20%<sup>2</sup>.

The housing stock is primarily semi-detached properties, which make up 50% of the total, with the remainder split between terraced (24%), flats (22%) and detached (4%). Owner occupation at 61% is lower than the average for Trafford and England, with 23% of homes comprising social housing and 16% falling within the private rented sector<sup>3</sup>.

Of the labour supply in Stretford 71% are in employment, 6% are unemployed and 22% economically inactive, this is broadly equivalent to the national average; although Trafford as a whole has slightly higher employment and lower levels of unemployment and economic inactivity<sup>4</sup>.

Consultation with the community through the development of the original Masterplan and the works undertaken to date to deliver it have highlighted a range of issues and concerns that they would like to see addressed. There is a strong desire for an improved range of facilities within the Town Centre, the development of an evening economy and increased cultural and community facilities. Other issues that have been raised include the need to bring vacant buildings back into use (particularly the Essoldo) open up improved access onto the Bridgewater Canal, deliver more facilities for the whole community (including older people, the BAME community and young people), mitigate the impact of traffic along the A56 and improve pedestrian and cycle links.

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<sup>1</sup> InfoTrafford (July 2017)

<sup>2</sup> InfoTrafford (July 2017)

<sup>3</sup> InfoTrafford (July 2017)

<sup>4</sup> InfoTrafford (July 2017)

## **8. Policy Framework**

This section provides a brief summary of the main planning policy documents and how they relate to Stretford Town Centre and the wider Stretford area.

### ***National Planning Policy Framework***

At the heart of the National Planning Policy Framework (NPPF) is the presumption in favour of sustainable development. Town centres are recognised by the NPPF as being at the heart of communities and planning policies should support their viability and vitality, promote competitive town centres, and provide customer choice and a diverse retail offer reflecting the individuality of town centres.

The NPPF requires local planning authorities to 'positively to seek opportunities to meet the development needs of their area' and develop positive planning policies to promote competitive town centre environments. Where town centres are identified as being in decline, local planning authorities should plan positively for their future to encourage economic activity.

### ***Greater Manchester Spatial Framework***

The Greater Manchester Spatial Framework (GMSF) is a joint plan being prepared by the GM authorities. It will provide a framework to manage supply of land for new homes and jobs up to 2035. Within the draft GMSF there is an emphasis on delivering regeneration, new infrastructure, and reductions in carbon emissions. For Trafford the emerging draft GMSF requires the delivery of 23,000 new homes, 120,000 sq.m of new office floorspace and 1million sq.m industry and warehousing floorspace over the period up to 2035.

The draft GMSF was subject to public consultation in October 2016, where over 20,000 responses were received. The next iteration of the GMSF is currently being prepared for consultation later in 2018 and will include revisions to provide an increased emphasis on development in town centres across GM, particularly for residential use.

### ***Trafford Core Strategy***

The successful implementation of the refreshed Masterplan will support the delivery of the adopted Trafford Local Plan: Core Strategy (2012). The Core Strategy sets eight Strategic Objectives for the Borough as a whole and 23 specific Place Objectives for Stretford. Stretford Town Centre is identified in the Core Strategy as a location for regeneration and change over the plan period.

Core Strategy Policy W2.4 states that Stretford Town Centre will be a focus for the consolidation and improvement of the convenience and comparison retail offer, as well as diversification to other uses such as offices, services, leisure, cultural and residential, as appropriate. Core Strategy Policy W2.6 identified the following actions for the successful delivery of regeneration in Stretford Town Centre:



- New/improved retail floorspace to enhance the offer of the town centre, in particular within Stretford Mall and its immediate vicinity;
- New/updated commercial office accommodation and family oriented leisure facilities;
- New residential (apartment and family) accommodation (minimum of 250 units);
- Public realm enhancements and accessibility improvements around the A56 Chester Road – A5145 Edge Lane / Kingsway junction and between the town centre and the Metrolink station; and
- Securing the active reuse and preservation of the Essoldo building.

The Core Strategy identifies the LCCC Quarter as one of its five Strategic Locations for new development. Policy SL3 states that ‘a major mixed-use development will be delivered in this Strategic Location to provide a high quality experience for visitors balanced with a new, high quality residential neighbourhood centred around an improved stadium at Lancashire County Cricket Club’.

### ***Future Trafford Local Plan***

The Council is intending to prepare a new Local Plan for Trafford, which will be the main land use planning document for the Borough. The Local Plan will propose detailed planning policies, area designations and site allocations to guide and manage future growth and development needs; it will eventually replace the adopted Trafford Core Strategy. The Local Plan will provide the details necessary to demonstrate how the spatial vision, strategic objectives and scale of growth outlined in the emerging GMSF will be delivered in Trafford.

### ***SPD2: A56 Corridor Development Guidelines***

The A56 Supplementary Planning Document (SPD) sets out how the Council will promote improvements and reduce congestion along this important sub-regional transportation corridor through the provision of guidance to landowners, developers, architects, engineers, planners and other stakeholders. The SPD also provides guidance on how improvements will be implemented through such measures as planning applications, planning enforcement, development briefs and developer contributions.

The SPD identifies opportunity areas including Chester Road, Stretford, which are in need of improvement either through cleaning, landscaping or redevelopment. The Essoldo Cinema is specifically identified as one of the major opportunity sites for intervention. The SPD also includes general guidance for new development to ensure it enhances the townscape along the A56 and identifies measures to improve road safety and accessibility for pedestrians, cyclists, public transport users and the disabled. The Chester Road and Edge Lane junction is specifically identified as one of the gateways along the A56. Further guidance is provided on making the use of the A56 more environmentally sustainable, including improving air quality, tree planting, and the linkage of greenspaces.

## **Trafford Vision 2031**

The Trafford Vision 2031 is part of a whole borough approach to creating place plans for Trafford for the next 15 years. The Vision 2031 will recognise the distinct places that make up Trafford, whilst shaping a Trafford identity and addressing inequalities. There are opportunities to invest in Trafford's towns and neighbourhoods, invest to save, make savings, reduce demand on services, build individual and community resilience, change culture and improve outcomes. The draft Vision 2031 sets out seven overarching Interventions:

- Mersey Valley becomes a significant visitor attraction that connects the North to the South of the Borough.
- Creating a national beacon for sports, leisure and activity for all, making Trafford a destination of choice.
- Accelerate housing and economic growth so everybody benefits.
- Co-designing and co-producing services to enable people, communities and businesses to work together, help themselves and each other.
- One Trafford - Behaviour change and building stronger communities.
- Developing a wider education and skills offer to better connect people to jobs.
- Optimising technology to improve lives and productivity.

## 9. Stretford's Assets

There are a number of important assets in Stretford which provide the basis for creating a successful and distinctive place. However many of these assets are currently under-exploited and fail to support the Town Centre effectively. Stretford's assets include:

- A strong local community
- Presence of historic buildings
- Proximity to environmental assets
- Accessibility by road, public transport, bike and foot
- Proximity to major destinations

### ***Local Community***

There is a strong local community within Stretford and a desire to deliver a significant enhancement in facilities, develop a functioning evening economy and bring vacant sites and buildings back into active use. The area benefits from a diverse culture and a broad mixed population; the Town Centre should therefore have an offer that is capable of providing an appropriate range of facilities.

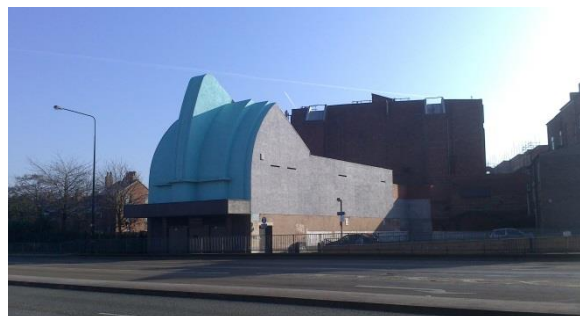
There are a large number of active community groups within Stretford and it will be important to continue to work with these groups to deliver effective regeneration. This will help ensure they can meet their needs and aspirations, whilst delivering the scale of change that is required to transform Stretford.

### ***Heritage Assets***

The Refreshed Masterplan area contains four Grade II listed buildings, namely, Stretford Public Hall, the former Essoldo Cinema, St Ann's Church and St Matthew's Church. St Matthew's Church also contains the Grade II former base of Stretford Cross, which was previously sited at the junction of King Street and Chester Road. The former Post Office building on King Street and Stretford Library on Kingsway are also buildings of historic interest and provide a link to Stretford's past. Collectively these assets provide an important contribution to Stretford's identity and character.

#### *Essoldo Cinema*

The Essoldo Cinema is a Grade II listed building designed in the art deco style. Its distinctive frontage and location at a gateway into the Town Centre makes it an important landmark building. Originally known as the Longford Theatre, the building opened in 1936 and was renamed the Essoldo in 1950 and from the mid-1960s was used as a bingo hall until its closure in 1995. The building is currently in private ownership and has remained vacant for over 20 years providing an unattractive frontage and failing to contribute positively to the Town Centre.





### *Stretford Public Hall*

Stretford Public Hall is a Grade II listed building and a significant part of the architectural and historic fabric of Stretford. The Council vacated the building in 2014 and completed its disposal to the Friends of Stretford Public Hall in March 2015. The Hall is currently being utilised to provide space for artists' studios and office space. The Friends Group are continuing to progress proposals to bring the remainder of the building back into use for a mix of community, commercial and social uses.



### *Stretford Library*



The Stretford Library building opened in 1940 and is located opposite Stretford Mall on Kingsway. Stretford Library is recognised as an important building locally and provides a range of services including, computer facilities, Wi-Fi and printing and scanning facilities.

### *St Matthew's Church*

St Matthew's Church is a Grade II listed building constructed in the Gothic Revival style and is located on the A56 adjacent to the southern side of Stretford Mall. The building was completed in 1842 to replace the original Stretford Chapel built by the de Trafford family in the 15<sup>th</sup> Century. The church building is surrounded by an attractive area of greenspace and adjacent to the St Matthew's Community Hall.



### *St Ann's Church*

St Ann's Church is a Grade II listed building completed in 1863 on the east side of the A56 on the approach to the Town Centre from the north. It was designed by E W Pugin in the Gothic Revival style for the de Trafford family. The St Ann's Social Club / Parish Centre is situated off Cross Street between the Bridgewater Canal and the rear of the Church

Any new development in Stretford should be mindful of the setting of important historic buildings and heritage assets.

## ***Environmental Assets***

Stretford is located in close proximity to the Mersey Valley which provides access to the countryside. Victoria Park, Longford Park, Moss Park and Gorse Hill Park all provide attractive areas of public open space within walking distance of the Town Centre. Longford Park is the largest municipal park in Trafford and is home to a wide range of sporting and community facilities including, the Longford Athletics Stadium, Firwood Community Centre, football pitches, tennis and basketball courts, pets corner and a café. Turn Moss Playing Fields provides the largest area for outdoor sports facilities in Trafford.



A section of the Bridgewater Canal runs through the Town Centre, whilst existing development currently provides poor and inactive frontages there is potential to develop an attractive waterside setting here. Stretford also benefits from access to the Trans Pennine Trail, which is a national coast to coast route that provides a largely traffic free environment for walking and cycling.

## ***Accessibility***

Stretford benefits from excellent accessibility by both road and public transport. The Town Centre sits at the junction of the Manchester to Altrincham and the Stockport to Urmston bus corridors providing regular connections from destinations across GM. The Stretford Metrolink stop provides regular connections from destinations across Trafford and GM. However the stop and the physical environment surrounding it does not currently function as an effective gateway to the Town Centre.



Stretford benefits from good road connectivity via the A56 corridor and proximity to junction 7 of the M60, however current routes for both pedestrians and cyclists are poor. Three of the pedestrian subways at the A56 junction have now been removed as part of the phase 1 public realm improvements with new surface level crossing points provided on all four arms delivering more accessible and fully DDA compliant routes.



## 10. Property Market Assessment

### ***National Economy***

Town centres nationally have faced significant challenges over recent years as a consequence of fundamental changes to the retail sector following the economic downturn earlier in the decade, shifting socio-demographics and market trends; including the growth of out of town shopping and online retail. Whilst the national economy has recovered somewhat with low interest rates and relatively low inflation growth in consumer spending slowed towards the end of 2017 and the potential impacts of Brexit are not yet fully known.

Not all sectors of the retail market have benefited from recent growth and the market remains fragmented with secondary town centres comprised of smaller format national multiples continuing to struggle; those town centres with a strong local independent offer have proved to be more resilient. Overall significant challenges remain in attracting major investment to non-prime locations.

The residential property market suffered a significant change in the aftermath of the economic downturn, declining from a peak in 2007. Whilst the UK experienced a return to a stronger housing market from c2010 onwards, growth nationally slowed in 2017 with slow or negative house price growth and subdued transaction levels in some areas.

Ensuring sufficient housing supply to meet demographic trends has become an increasing issue, particularly in light of the low number of residential units delivered over the last 10 years. New ways of ensuring sufficient housing supply is becoming an increasing priority with renewed focus on town centre living.

### ***Universities Sector***

The UK is currently home to over 160 higher education providers and around two million students. It is estimated by Universities UK that the sector accounts for 2.8% of UK GDP (£73bn) and 2.7% of all employment (over 757,000 FTE jobs). The Higher Education White Paper (2016) recognised the importance of universities in economic growth through their role in generating *“the know-how and skills that fuel our growth and provide the basis for our nation’s intellectual and cultural success”*.

As primarily non-profit making organisations, universities spend the majority of their income, which supports direct employment, the provision of goods and services and collaboration with businesses, particularly SMEs. Universities can also support economic growth through their role in regards to civic identity, skills and education, research and innovation, attracting businesses and researchers, and outreach. Furthermore university staff and students have personal expenditure which supports a significant number of indirect jobs and the provision of facilities.

The student accommodation sector is a growing and established market with over 568,000 purpose built student bed spaces in the UK in 2017. Recent evidence suggests that students increasingly wish to live in modern, high quality, purpose-built developments.

## ***Residential Market***

Trafford has a resilient housing market and is widely considered an attractive place to live and develop new homes. The residential property market in Trafford has seen significant growth in house prices above the GM and UK averages over the last 5 years. Whilst the housing market in Stretford has been weaker than Trafford as a whole over the last 5 years, Land



Registry data on sold house prices demonstrates that there has been a 17% growth in Stretford over the last 2 years. The Stretford housing market has strengthened further over the last 12 months with the increase in house prices now above the Trafford, GM and UK averages. It is anticipated that this level of growth in house prices, relative to national trends, can be maintained given the area's underlying strengths including, excellent transport connections, high performing schools, proximity to the Regional Centre, and the Council's strategy for further growth and development in Stretford.

Within the draft GMSF there is a requirement for Trafford to deliver around 23,000 new homes over the period up to 2035. It will be important to ensure that sufficient housing or the right mix is delivered in the right locations to support Trafford's economic growth ambitions. New residential development in Stretford will not only meet the identified need for new homes in Trafford but also support the development of the Town Centre offer by providing additional footfall and expenditure and bring vacant sites back into active use. The delivery of new residential development will require new public infrastructure and facilities, including additional school and medical provision as required.

## 11. Town Centre and Environmental Analysis

### ***Town Centre Performance***

Within Stretford Mall and the immediately adjoining units, 103 retail/service units were recorded in December 2017. Of these, 25 percent were identified as being vacant. This is significantly higher than the Trafford average of 8 percent. There are 36 retail/service units in Stretford Town Centre outside the Stretford Mall boundary. These are situated along Chester Road, Barton Road and along Edge Lane. Of these units, 28 percent (10 units) were recorded as being vacant in 2017. There is a particular cluster of vacant units along Edge Lane, and one on Chester Road.

Comparing the Town Centre vacancy rates across previous years shows that vacancy rates peaked in September 2014 at 43 percent. Since 2014 there has been an 18 percentage point reduction in the vacancy rates and footfall increased by 10 percent in 2017. However, the high vacancy rate is an ongoing concern with Tesco closing their store at the Mall in December 2017 leaving a large vacant anchor unit in a prominent location.

Within the Town Centre there is an increasing trend for previously vacant retail units being utilised for non-retail uses, including a dance studio (Topaz Dance) on King Street, Pure Gym and the playgroup/crèche Flexi-Minder at Stretford Mall, Stretford Sip Club on Barton Road and a pop up restaurant on Chester Road, all contributing to increased footfall throughout the day and the development of an evening economy. It will be particularly important that the further development of the retail offer and evening economy in Stretford is sufficiently innovative and distinctive from the existing offer in the wider catchment area.

### ***Environmental Analysis***

The A56 is a major arterial route thorough Trafford. It cuts through the heart of the Town Centre and severs Stretford Mall from the local population and assets such as the Bridgewater Canal, Metrolink stop and landmark buildings, including the Stretford Public Hall and the Essoldo Cinema. The layout and physical environment along Kingsway and Edge Lane further acts as a barrier to effective pedestrian and cycle movement. As a consequence the highways infrastructure and associated traffic dominates the Town Centre environment.





## ***Townscape and Public Spaces***

The townscape throughout the Town Centre is generally considered poor and uninspiring in appearance which contributes to negative perceptions of the area as a destination. Furthermore landscaping is dated and of poor quality. There is a lack of high quality and functional public open spaces within the Town Centre and linkages to existing environmental assets are poor. Whilst the phase one public realm improvements provide new landscaped areas around the A56 junction and at the King Street entrance to the Mall, significant additional improvements are required.



The built form within the Town Centre is particularly dominated by Stretford Mall and adjoining units. There are a number of blank and inactive frontages at various locations; in some areas the rear of retail units or service yards front onto the street. The vacant Essoldo Cinema and adjacent properties along Edge Lane provide a particularly poor streetscape at an important gateway location.

There are attractive recreational areas and high quality public open spaces located within walking distance of the Town Centre at the Victoria, Longford, Moss and Gorse Hill parks and at Turn Moss, Stretford Meadows and the Mersey Valley.