

Warrener Street Car Park, Sale Moor: Option and Feasibility Study

Summary Paper

PREPARED FOR:



March 2017

Contents

1.0	Introduction	1
2.0	Understanding the Site	3
3.0	Option Testing	11
4.0	Preferred Option and Recommendations	22

Appendix

- A – Development Option Drawings
- B – Consultation Questionnaire

Disclaimer

As of 2 September 2015, DTZ and Cushman & Wakefield merged at a global level and adopted the Cushman & Wakefield brand. At a local level, DTZ Debenham Tie Leung Limited remains, at this stage, an independent legal entity and has not changed its legal name - it has only adopted the Cushman & Wakefield brand.

This report should not be relied upon as a basis for entering into transactions without seeking specific, qualified, professional advice. Whilst facts have been rigorously checked, Cushman & Wakefield can take no responsibility for any damage or loss suffered as a result of any inadvertent inaccuracy within this report. Information contained herein should not, in whole or part, be published, reproduced or referred to without prior approval. Any such reproduction should be credited to Cushman & Wakefield.

In light of the recent Referendum concerning the UK's membership of the EU, we are now in a period of uncertainty in relation to many factors that impact the property investment and letting markets. At this time organisations involved in the industry are reflecting on the potential implications of the UK leaving the EU. Since the Referendum date it has not been possible to gauge the effect of the impact on rental and capital values, along with other elements affecting property appraisal. Cushman & Wakefield continues to closely monitor market developments and trends in order that we can provide clients with the most up to date advice. The views contained in this document are provided in the context of this market uncertainty and as such our estimates and opinions are susceptible to change. Development appraisal results are particularly sensitive to changes in key variables such as cost and values. Accordingly we advise that clients have regard to this risk and may need to commission further advice before acting on the opinions expressed.

1.0 Introduction

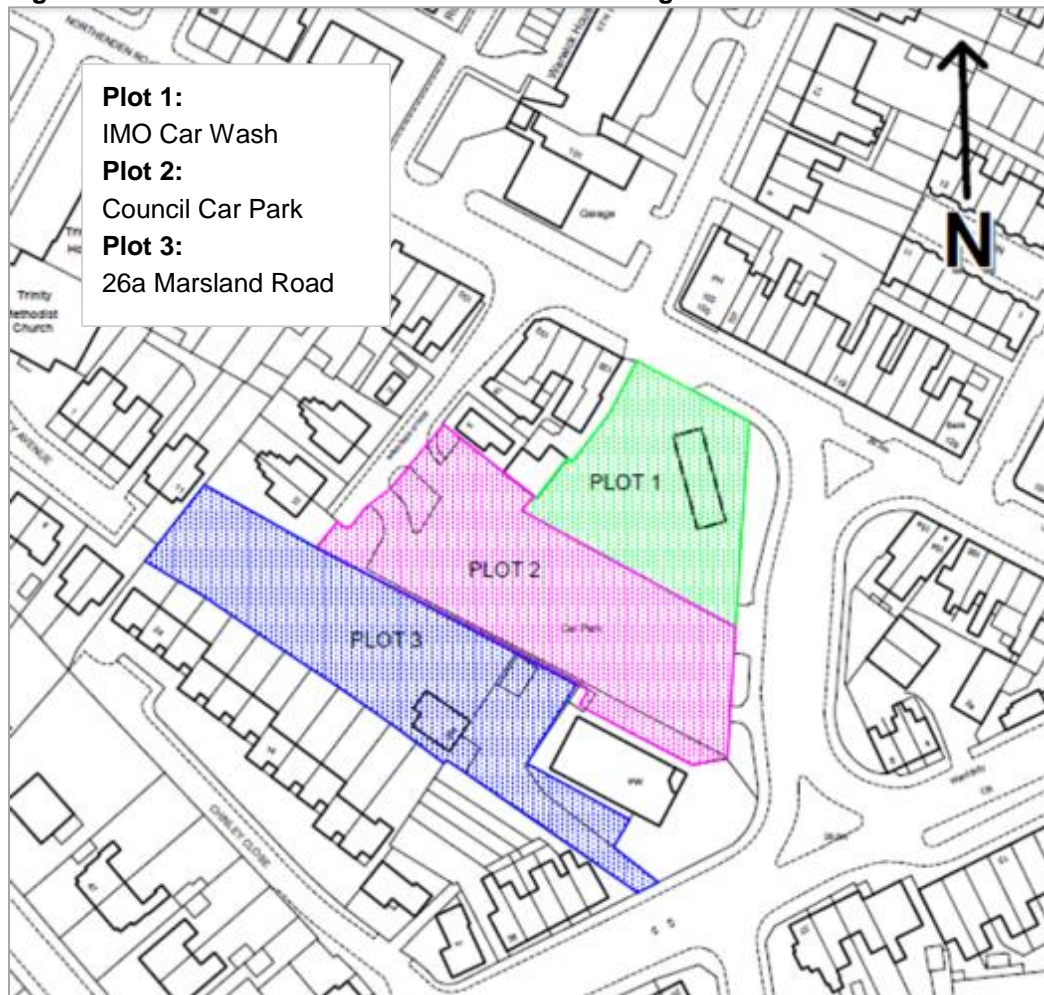
The Warrener Street Site

- 1.1 The Warrener Street Site is located within Sale Moor District Centre, within the Borough of Trafford. The Village is situated at the crossroads of the A6144 linking Sale to Junction 6 of the M60 and the B5166 between Sale and Northenden. Sale Metrolink is approximately 1km (0.6 miles) to the west and the M60 orbital motorway the same distance to the north. The area surrounding the village is predominantly suburban in nature but is well served by attractive green and open spaces at Moor Nook Park, Worthington Park and Walkden Gardens.
- 1.2 Whilst Sale Moor's positioning makes it a busy village centre, many are passing through to destinations beyond including Sale, the M60 and M56, meaning that the primary draw of the Village itself is fairly limited to its surrounding local population.
- 1.3 The Council owned Warrener Street Car Park site is situated at the western end of the Village Centre, bound by Warrener Street to the west which forms the current access to the site; a residential dwelling (26a Marsland Road) and the Kingdom Hall of Jehovah's Witnesses to the south; the A6144 gyratory system to the east; and a car wash operated by IMO to the north.

The Purpose of this Commission

- 1.4 The Warrener Street site and its adjoining plots together form an important gateway to Sale Moor Village, creating an opportunity to enhance perceptions and attract more people to stop, dwell and spend locally. Over the last 16 years, the Warrener Street site has been subject to a number of planning applications for retail development by Kirkland Developments Ltd. However, these proposals have been met by strong local opposition and as a publically owned asset the Council must ensure that development of the site achieves best value in both financial and socio-economic terms.
- 1.5 Towards this aim, Cushman & Wakefield, supported by Mick Timpson Urban Design, was commissioned by Trafford Borough Council (the Council) in 2016 to undertake an independent Options and Feasibility Study of the Warrener Street site in order to inform and determine its future potential.
- 1.6 The Study determines the options which best serve local economic need whilst recognising local aspirations and concerns and that development will need to be attractive to the market, viable and deliverable. Public engagement has been undertaken to collate local views and help to encourage public buy-in to the Council's preferred option.
- 1.7 The Warrener Street site is identified in Figure 1.1 and is adjoined by a number of third party ownerships that are currently in active use but could form part of a broader development scheme:
 - IMO Car Wash site (Plot 1)
 - Warrener Street Car Park (Plot 2)
 - 26a Marsland Road (Plot 3)

Figure 1.1 The Warrener Street Site and Surrounding Plots



Source: Trafford Council

- 1.8 The outcome of this commission is the identification of a preferred option for the future of the Warrener Street site. The outcomes have been informed by:
- An understanding of the Council's strategic priorities and objectives
 - Stakeholder engagement and community consultation to collate local views, concerns and aspirations for the site
 - Clarification of third party land owner aspirations and agreements with Kirkland Developments
 - Assessment of the current residential, retail and leisure market and likely demand for these and other alternative uses on the Warrener Street site
 - Identification and testing of potential options with stakeholders and against agreed criteria to establish a preferred development option
 - Recommendations on development viability, site assembly, delivery principles and phasing to enable redevelopment of the site to progress
- 1.9 This report provides a summary of the findings of the Options and Feasibility Study, including the messaging from the public consultation events, concluding with a recommendation for the future use of the Warrener Street Car Park site. The findings were presented to the public at the end of January 2017.

2.0 Understanding the Site

Trafford Core Strategy and Draft Allocations Plan

- 2.1 Trafford is one of the main economic drivers within the City Region. The Council has long been committed to delivering economic growth and supporting investment. This is reflected in the Trafford Core Strategy which was adopted in January 2012 and sets out the Vision and strategic framework to guide future development across the Borough over the plan period to 2026.
- 2.2 Of particular relevance to this commission, Sale Moor is identified as one of three District Centres within the Trafford Borough Hierarchy where “Policy W2: Town Centres & Retail” specifies there will be a focus on enhancing the local convenience retailing offer at an appropriate scale. In particular, there is an identified need to plan for a small to medium sized supermarket within Sale Moor District Centre. Place Objective SAO12 supports this policy and seeks to ensure the provision of adequate local retail provision in Sale Moor and Sale West.
- 2.3 The Core Strategy identifies that parts of Sale Moor suffer from relatively high levels of deprivation and as such it is identified as an ‘Other Regeneration Area’. “Policy L3 Regeneration and Reducing Inequalities” seeks to encourage developments that will address and reduce inequalities.
- 2.4 “Policy L4: Sustainable Transport and Accessibility” provides maximum levels of car parking to promote sustainable transport choices. Those relevant to the Warrener Street development options are as follows:
- Food retail - 1 space per 15 sq metres (161.5 sq ft)
 - Non-food retail - 1 space per 21 sq metres (226 sq ft)
 - Residential - 1 bedroom unit requires 1 car parking space, 2/3 bedroom unit requires 2 car parking spaces, 4+ bedroom unit require 3 car parking spaces
- 2.5 The Draft Land Allocations Plan (Consultation Draft January 2014) identifies the Warrener Street site (Plot 2) and IMO car wash (Plot 1) falling within the Sale Moor District Centre (Policy DC1.2) where new development for town centre uses that consolidate and enhance the vitality and viability of the District Centre will be supported.

The Current Planning Permission

- 2.6 On the 14th July 2016, Kirkland Developments Ltd was granted planning permission (Ref: 87339/FUL/15) to bring forward a mixed use development comprising:
- Retail food store - totalling 1,615 sq m (17,384 sq ft) Gross Internal Area (GIA) with a maximum sales area of 1,140 sq m (12,271 sq ft) and 91 car parking spaces
 - Two semi-detached 3 bed residential properties - accessed off Warrener Street
- 2.7 The permitted development site extends to 0.64 hectares (1.58 acres) and incorporates the IMO car wash site to the east (Plot 1) and the residential property 26A Marsland Road (Plot 3) to the west, both of which would be demolished as part of the scheme.
- 2.8 Vehicular access to the retail store and car park would be from Northenden Road for both customers and servicing vehicles. Staff parking would be provided and accessed via the current entrance to 26A Marsland Road. The existing vehicular access to the site from Warrener Street would be closed off and replaced with a turning head. As currently, two hours of free parking would be provided for all visitors to Sale Moor, not just those using the new food store.

2.9 Figure 2.1 illustrates the layout of the approved scheme.

Figure 2.1 Approved Kirkland Development Retail Proposal



Source: www.salemoorfoodstore.co.uk

- 2.10 The approved scheme is in line with current adopted planning policy, including the National Planning Policy Framework (NPPF) in respect of town centre uses and in particular the Council's adopted Core Strategy which identifies the need for a small to medium sized convenience store within the Sale Moor District Centre boundary, within which all but the 26a Marsland Road site falls. Job creation and spend will also contribute towards economic development and reducing inequalities within a regeneration area as set out within Policy L3.
- 2.11 The proposed scheme would also deliver two residential dwellings in what is deemed to be a sustainable location, thus contributing to the Council's housing land targets and the housing requirements identified in Core Strategy Policies L1 and L2.
- 2.12 Highway improvement works including enhanced pedestrian crossing facilities and traffic calming features (speed bumps) at the Northern Road gyratory junction immediately east of the site to reduce vehicle speeds together with localised widening of Northenden Road westbound are proposed as part of the scheme in order to meet Core Strategy "Policy L4 Sustainable Transport and Accessibility" which seeks to ensure that new developments do not adversely impact upon highway safety.
- 2.13 Whilst the proposed development does not meet the 101 car parking spaces sought though Core Strategy Policy L4 and SPD3 Parking and Design, it does provide an almost like-for-like replacement of the existing provision and will not be limited to users of the store.
- 2.14 The large public response to the Kirkland Development application generated a significant volume of comments in both objection and support of the proposals. These provide a good initial overview of local views which is summarised here and will be taken into account when developing the options.

- 2.15 A total of 457 objections were received with the main concerns being:
- Highways and parking - trips generated impacting upon traffic flow and road safety together with loss of parking and impact on street parking
 - Pollution - noise, air and light in respect of the new building, it's operation and traffic generation
 - Design and Amenity - scale and design of the building considered not in keeping with character of the Village, loss of trees and privacy to adjacent properties
 - Other - impact on local businesses
- 2.16 There were also 36 letters of support for the proposal focused around:
- Convenience - a low cost food store is welcome to those less mobile or on low incomes
 - Increased product range - will add to the variety of the Sale Moor offer and attract new shoppers
 - Job creation - support economic growth and development
 - Revenue - sale of Council site will generate much needed revenue for other services
 - Environment - Removes existing poor quality use

Stakeholder Engagement

- 2.17 Stakeholder engagement is a critical component of this commission given the number of site ownerships and interests involved and the strength of local awareness in respect of the future of the Warrener Street site. In developing the options, consultations have been held with the following key stakeholders:
- **Ward Members** - the Warrener Street site falls close to the boundary of three wards - Sale Moor, Brooklands and Priory. Discussion with Members on the concerns and aspirations for the Warrener Street site identified an aspiration to improve the vitality of Sale Moor Village (e.g. early evening) and overcome the challenge of being a 'through route'. There was a recognition that some of the local community are in support of the approved retail proposal, particularly the elderly, but that the scale of retail facility proposed is considered to be a key issue.
 - **We are Sale Moor Community Interest Company (CIC)** - the CIC is made up of local residents and businesses who want to improve Sale Moor Village. Towards this aim their Vision is for Sale Moor to be "a thriving, caring and safe community that celebrates independent businesses and welcomes people to our Village". The Strategy to deliver this Vision is based around six key areas of focus and it is intended that a Neighbourhood Development Plan will be drafted to support the achievement of the Vision for Sale Moor and its Strategic Objectives. In respect of the Warrener Street site the CIC would welcome development of an appropriate scale which is independent and supports the wider Village but the Kirkland scheme is deemed to be too large, drawing from beyond the Village adding to traffic and road safety issues and negatively impacting upon existing independent retailers. There is also concern around loss of car parking.

- **IMO Car Wash (Plot 1)** - the private equity backed company own 270 car wash sites across the UK which are operated by self-employed tenants. As one of the better performing sites nationally, Sale Moor was one of the first sites to benefit from IMO's programme of investment and renovation in 2013. Consultation with IMO has revealed three potential options for the site: **Sell to Kirkland Developments Ltd** who previously benefited from an option agreement which requires IMO to sell the site to them if they wish to implement their option; **continue to operate as an IMO car wash**; or **negotiate sale to another party**.

The car wash currently forms a relatively unattractive gateway to Sale Moor and does little to enhance the local street scene, but operates as a successful business supporting economic development. Benefitting from prominence and direct access and egress on to the B5166 Northenden Road, the plot could be brought forward for development in isolation but could be limited by its scale and would represent a missed opportunity for a wider more comprehensive scheme.

- **26A Marsland Road (Plot 3)** - privately owned and currently occupied single detached dwelling within a relatively large rectangular plot totalling in the order of 0.25 hectares (0.61 acres). The options for re-development as a stand-alone plot are limited by the narrow access to the site via busy Marsland Road. The site could be accessed via Warrener Street, but this would require the purchase of some land from Trafford Council over part of Plot 2. The site also falls just outside of the Sale Moor District Centre boundary which will impact upon appropriate uses from a planning perspective.
- **Kingdom Hall** - the Sale Moor Kingdom Hall of Jehovah's Witnesses is situated immediately south of the Warrener Street Car Park. Acquisition of this plot would change the dynamics of the Warrener Street opportunity, providing the ability to deliver a mixed use scheme with a better layout that better meets the aspirations of most of the stakeholders. However, there are no aspirations to dispose of the Sale Moor Kingdom Hall site. It is a relatively modern premises and is anticipated to meet local need for the foreseeable future.

Property Market Assessment

- 2.18 An assessment of the current market supply and likely demand for each of the key sectors of potential relevance to the Warrener Street site i.e. retail and residential has been undertaken to help determine the market attractiveness, viability and deliverability of the emerging options from a developer, investor and occupier perspective.

The Retail Potential

- 2.19 Over the last decade, the economic downturn and shifting socio-demographic and market trends, including the growth of car based out of town shopping and online retailing has resulted in a fundamentally changed and fragmented retail landscape. However, up until the Brexit vote, the national economic position was improving and consumer confidence remained positive, lifted by wage growth, low interest rates and near zero inflation. As a result retail sales volumes were growing and vacancy rates falling for key retail sectors including the discounters and out of town retailers, whilst secondary centres and convenience retailers have struggled.
- 2.20 As a District Centre, Sale Moor plays a complementary role to the Boroughs main town centres. As the smallest District Centre in the Borough in quantitative terms and given proximity to the larger centre of Sale, Sale Moor has a smaller catchment (with an estimated population of 11,500 people compared to 26,600 in Sale¹). As such, it is characterised by a retail provision that focuses on

¹ ONS Census 2011 based on Super Output Areas

predominantly local independent shops which are mainly used for small-scale top-up shopping to meet localised day to day needs. Several restaurants, takeaways and non-retail service outlets (e.g. hair salons) complement the retail offer.

- 2.21 The 2007 Trafford Retail and Leisure Study recommended that a small scale top-up convenience retailer such as Sainsbury's Local/Tesco Express would be appropriate for Sale Moor and would deliver a significant uplift in the quantitative and qualitative convenience retail offer to meet locally arising need. This finding informed Trafford's Core Strategy (adopted 2012); Policy W2: Town Centres & Retail which specifies a particular need for a small to medium sized supermarket in Sale Moor. This is reiterated in Place Objective SAO12: To ensure the provision of adequate local retail provision in Sale West and Sale Moor, which is part of Strategic Objective SO4: Revitalise Town Centres.
- 2.22 The Warrener Street site falls within the Sale Moor District Centre boundary. An onsite assessment of the existing local offer identified in the order of 69 retail units, of which five currently appear vacant. The main convenience offer is limited to a OneStop convenience store and a Bargain Booze. There are however numerous independent retailers including bakers, butchers and greengrocers making for an attractive local village centre, there are considered to be some gaps in the offer in particular around the early evening economy.
- 2.23 The scale of Sale Moor, coupled with its close proximity to Sale and even the Regional Centre and the Trafford Centre, means that it will not be attractive to the larger chain multiple comparison goods retailers or food and drink operators who are increasingly focused on locations with a critical mass. Whilst the Village should continue to be attractive to local independents, the rental levels such occupiers are willing to pay will be insufficient to support the high cost of developing new small local retail units and they would be considered too high risk for developer finance. Regardless, additional local retail units could be considered to represent a dilution of the existing offer.
- 2.24 In light of the arguments above, convenience food retailers and particularly the discounters, are one of the few sectors that are actively developing new space. Further, there is an identified need within the strategic policy context for a small to medium sized supermarket within Sale Moor. As such, convenience retail is likely to be one of the few deliverable new build retail uses at the Warrener Street site. Each of the food retailers have very specific and targeted property and locational requirements, and as one of the few sectors able to deliver are able to be selective as to how, when and where they chose to locate and compete within the market.

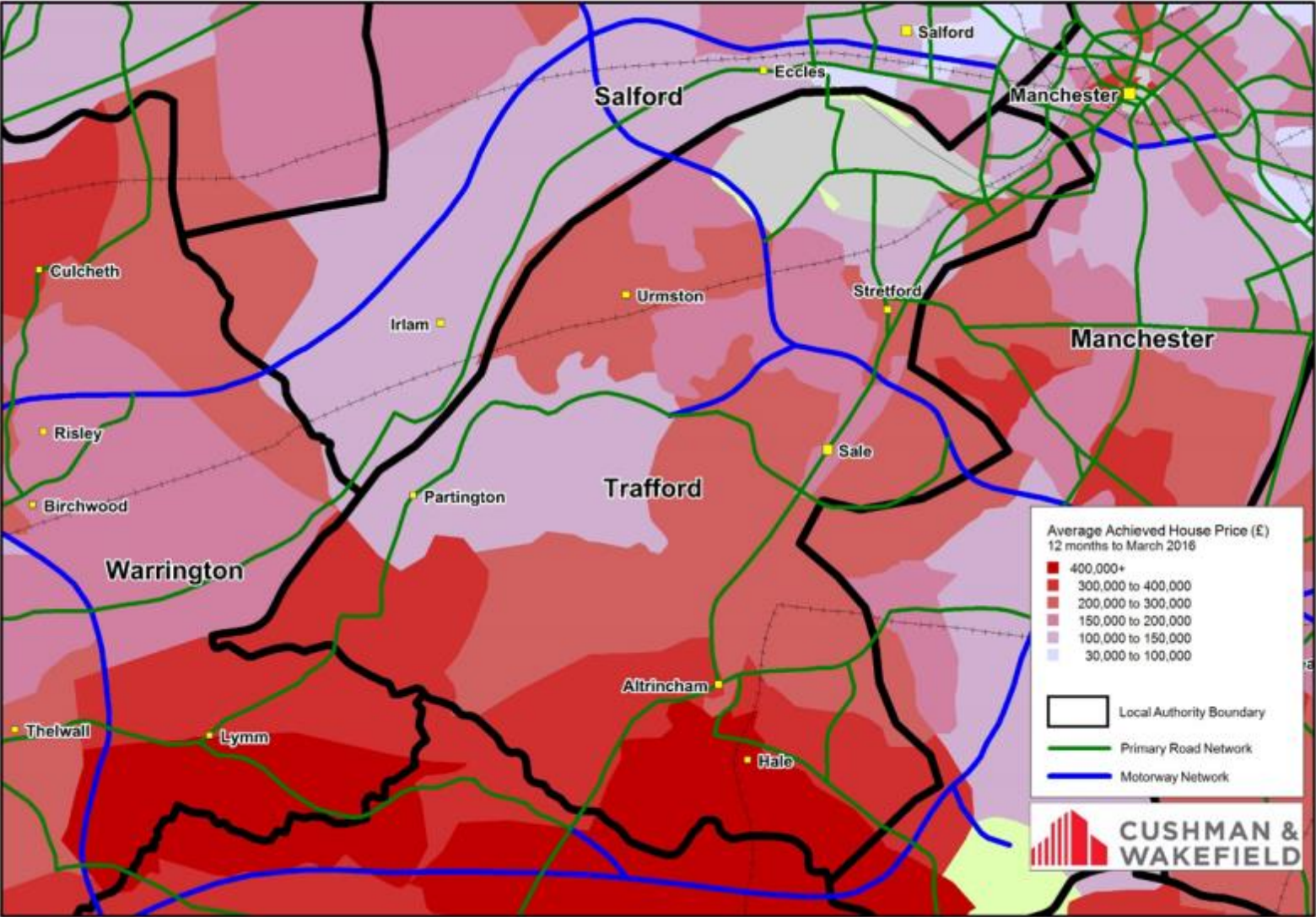
The Residential Potential

- 2.25 A return to a stronger housing market in the UK is still being driven by London and the South East however recent demand growth is being affected by affordability whilst an undersupply of stock continues to underpin the market. The market remains cautious in more marginal locations such as the North West, where house price growth lags behind the national averages in all but the most attractive and affluent regional market areas such as Manchester and Cheshire.
- 2.26 Despite this the volume of sales is increasing and new build development is occurring where house builders are able to focus on profit rather than volume. Such areas are generally characterised by a significant catchment population and proximity to the region's economic drivers e.g. Manchester, Liverpool and Preston. Further, there is some evidence that pace of sales and therefore build rates are increasing. Whilst this trend has helped to increase the volume of completions nationally, they remain very low and identifying new ways of increasing housing numbers is becoming a political priority.
- 2.27 Trafford has ambitious housing growth goals that are outlined in the adopted Core Strategy. Policy L1 Land for New Homes seeks to deliver high quality housing which is affordable to all sectors of the local community and sets a target to deliver 12,210 units over the plan period to 2026. The target equates to 794 units per annum to 2015/16 and 760 units per annum to 2020/21. Gross completions have averaged 387 units per annum across Trafford since 2005/06, significantly below the established housing target (which has not been achieved since 2005/06 when development was driven by apartments on the edge of the Regional Centre) and has resulted in a backlog of housing supply required to meet anticipated demand.
- 2.28 The stock and tenure profile of Trafford suggests a largely suburban and affluent housing location, with 60% of stock being either detached or semi-detached and 70% being in owner occupation compared to 61% across Greater Manchester and 64% nationally. The three wards that make up Sale Moor (Sale Moor; Priory and Brooklands) have a similar pattern with 55% of stock being detached or semi-detached and the same rate of owner occupation as the wider Borough (70%). Such markets are generally attractive to housebuilders and occupiers.
- 2.29 Further, in the decade to the 2011 Census Trafford's population grew by 7.8%, higher than the regional average of 4.8%, and is anticipated to grow by a further 16% to 2037 compared to 13% across Greater Manchester and 8% across the North West. This growth, coupled with the identified shortfall in the delivery of new housing across the Borough suggests a future constriction of supply and increased demand for housing in Trafford.
- 2.30 New build house prices in the area surrounding the Sale Moor site (1 mile radius) average £262 per sq ft net (including a 5% discount per sq ft net). At this level of value, development will be attractive to both the national and regional volume house builders and the more niche higher value developers.
- 2.31 Further local developments by Laurus Homes at Cross Street (34 one and two bedroom apartments) and Altin Homes (24 four and five bed homes) at The Place on Northenden Road between Sale Moor and Sale Town Centre are currently under construction, suggesting developer appetite for residential schemes locally.
- 2.32 Achieved house prices are essentially the market outcome as a result of the supply of and demand for housing in an area. Figure 2.2 illustrates achieved house prices across the Borough according to HM Land Registry for the twelve months to March 2016. The figure clearly shows the disparity in residential values across the Borough, with areas to the south in excess of £300,000 being in stark contrast to the likes of Partington where values are closer to £100,000-£150,000 per unit. Sale Moor

is situated in a mid-high value area where average achieved residential prices were in the order of £200,000 to £300,000 in 2015/16.

- 2.33 All of the above analysis indicates that the Warrener Street site in Sale Moor will be attractive to residential developers and occupiers alike, and could further contribute to the Borough's current under-delivery of housing requirements. However, residential development at the site would not be without its challenges. Affordability is a key consideration when looking at demand for housing, and whilst the ONS Annual Survey of Hours and Earnings (ASHE) demonstrates above average median incomes in Trafford (£30,946 in 2015 compared to £25,721 regionally and £27,731 nationally), the high value of housing in parts of the Borough may exclude purchasers from larger family housing or from owner occupation altogether, potentially driving them to seek more affordable housing elsewhere, including outside of Trafford.
- 2.34 The relatively small scale of the Warrener Street site and its setting within the Village Centre is most likely to lend itself to higher density apartment or town house dwellings. However, the parking requirements demanded by residential development would almost certainly result in the loss of public parking provision at the site.

Figure 2.2 HM Land Registry Achieved Residential Prices by Post Sector (12 Months to March 2016)



PBBI © Collins Bartholomew 2009

Source: HM Land Registry, Cushman & Wakefield

3.0 Option Testing

Initial Option Testing

- 3.1 This commission has sought to determine the options which best serve local economic need whilst recognising local aspirations and concerns but recognising that development will need to be attractive to the market, viable and deliverable.
- 3.2 Towards this aim, the information gathering stage included consideration of the strategic and historical planning context; spatial review of the development potential of individual plots; analysis of the current market potential (residential and retail); and engagement with key stakeholders including each of the landowners, local Councillors, relevant Council officers (planning, transport, parking), and the 'We are Sale Moor CIC'. This process informed the identification of a number of deliverable emerging options.
- 3.3 In considering the emerging options for the Warrener Street site, the combination of potential plots derived from existing ownerships and availability has been coupled with the combination of potential uses based on the physical capacity of the site and assessment of market attractiveness.
- 3.4 The initial emerging deliverable options were discussed and agreed with Council officers before being tested with local residents and businesses at public consultation in September 2016. The emerging options were:
 - Option 1 - Do nothing
 - Option 2 - Approved Kirkland scheme
 - Option 3 - Residential on car park site
 - Option 4 - Mixed use
- 3.5 An initial review of the options against a series of critical assessment criteria started to facilitate the identification of the emerging options that were deemed to be most 'deliverable'. These criteria were:
 - **Deliverability** - physical capacity and ability of the site to deliver
 - **Identified occupier** - important to both deliverability and viability and demonstrative of market attractiveness
 - **Car parking numbers** - ability of the proposed option to replace the existing public car parking provision which is a concern for local stakeholders
 - **Viability** - critical to deliver is the anticipated viability of the scheme based on market knowledge and experience
 - **Ownership** - landowners willingness to bring forward the sites and existing agreements with Kirkland Developments together with the extent to which the Council wishes to take a proactive role in bringing forward development
 - **Highways** - the ability to deliver the options will in part be determined by the ability to access the plots and the impact of development upon the already very busy local highways
 - **Support Vitality of the Village** - contribution to the vibrancy and vitality of Sale Moor Village. The sustainability and economic growth of Sale Moor is a strategic objective for both the Council and local stakeholders

- **Public consultation** - the findings of the public consultation form the final assessment criteria

Stage 1 - Public Consultation

- 3.6 In light of the strength and scale of local interest in the future of the Warrener Street Car Park site, Trafford Council has been committed to engaging local residents and businesses throughout the commission to review the potential deliverable options.
- 3.7 A public drop-in session with local businesses and residents was undertaken on Tuesday 13th September 2016 between 4.30pm and 7.00pm at Sale High School, Norris Road, Sale, M33 3JR. The event was facilitated by the Cushman & Wakefield Consultancy Team supported by Mick Timpson Urban Design and Nick Metcalfe from Trafford Council.
- 3.8 Having identified a series of potential and deliverable development options through the initial option testing, the purpose of the drop-in event was to consult with local residents and businesses in order to ascertain concerns and aspirations for Sale Moor and the future of the Warrener Street site, together with more specific views to 'test' each of the identified options with opinions sought on likes and dislikes of each (e.g. likes and dislikes of proposed uses, layout, design etc.).
- 3.9 A total of 63 attendees 'signed-in' to the Stage 1 consultation event, although it is considered that more attended but chose not to register at the event. Feedback was recorded via a short questionnaire, and comments/post-it notes added to plans of the options and initial assessment criteria at the event. A total of 59 feedback questionnaires were completed and submitted for analysis.
- 3.10 The main areas of concern in respect of each of the options are as follows:
- **Car parking** - retention of car parking was identified as a 'like' in each of the options that support it (Options 1, 2 and 4), and a 'dislike' within those that would result in the loss of public car parking (Options 3 and 4)
 - **Traffic generation** - identified as the most frequently cited 'dislike' in respect of the Kirkland, Mixed Use and Other Options (Options 2, 4 and 5) and also raised for Option 2 residential. Other concerns borne out of traffic generation including pedestrian safety, noise/air pollution, no HGV traffic generation and access to the plots are also identified as 'dislikes' in respect of these options. Conversely, no extra traffic is cited as one of the key 'likes' of Option 1 Do Nothing
 - **Impact on local businesses** - negative impact on local businesses and traders was considered by a number of respondents to be a key 'dislike' of the Kirkland scheme (Option 2), but was also raised in respect of the mixed use and other options (Options 4 and 5). One of the most frequently cited 'likes' of do nothing (Option 1) was that it would not impact upon local businesses
 - **Scale and need for new retail** - the scale of store and perceived need is intrinsically linked to the impact on local businesses. The scale of store proposed (9 responses) and the existing retail provision of Sale Moor (6 responses) are both stated as 'dislikes' of the Kirkland scheme, although improved retail choice is also mentioned as a 'like'
- 3.11 In summary the clear preferred option from the consultation is to do nothing (Option 1) but this could be seen as a "protest vote" to ensure that the Planning Permission is not delivered. Some form of Mixed Option (Option 4) was ranked second and residential on the car park site (Option 3) ranked third. The proposed Kirkland scheme (Option 2) ranked the lowest of the options tested at

consultation.

- 3.12 The Kirkland scheme meets all of the assessment criteria with the exception of the Council's agreement to sell the car park land and public buy-in, where it ranked the lowest of the tested options. Many of the public concerns were around the exaggeration of existing wider issues such as traffic, road safety, pedestrian movement and the ability to support existing independent retailers. If these existing challenges can be overcome, there may be potential to better position a supermarket development to support rather than disadvantage the future of Sale Moor - be that the existing or an alternative convenience retail scheme.
- 3.13 The do nothing option also performs well on the assessment criteria, including being the highest ranking option at public consultation. However, there is a recognition that whilst this would not necessarily detract from the Village, it would present a missed opportunity to support the future of Sale Moor and enhance its offer. Further, it is unlikely to be a long term solution given the aspirations of the landowners of the adjoining plots, the car park is likely to continue to be of interest to developers.
- 3.14 Residential on the car park site alone can be discounted at this stage. This option did not rank well at public consultation as it added little benefit to the Village and would result in a loss of public parking which is a key concern for residents.
- 3.15 A mixed use scheme would need to be refined further before it could be considered a deliverable option and one that could be tested properly with the public. As such, the emerging preferred option will ultimately depend upon the Council's appetite to take forward development.
- 3.16 The initial public consultation event held in September 2016 did not identify a single preferred option for the site but did reveal the key aspirations and concerns of local people. In response to the feedback received, a number of new alternative development options have been worked up which better meet local objectives but remain deliverable and were presented at a second public consultation event in November 2016 which sought to review the new revised deliverable development options for the Warrener Street site.

Stage 2 Public Consultation

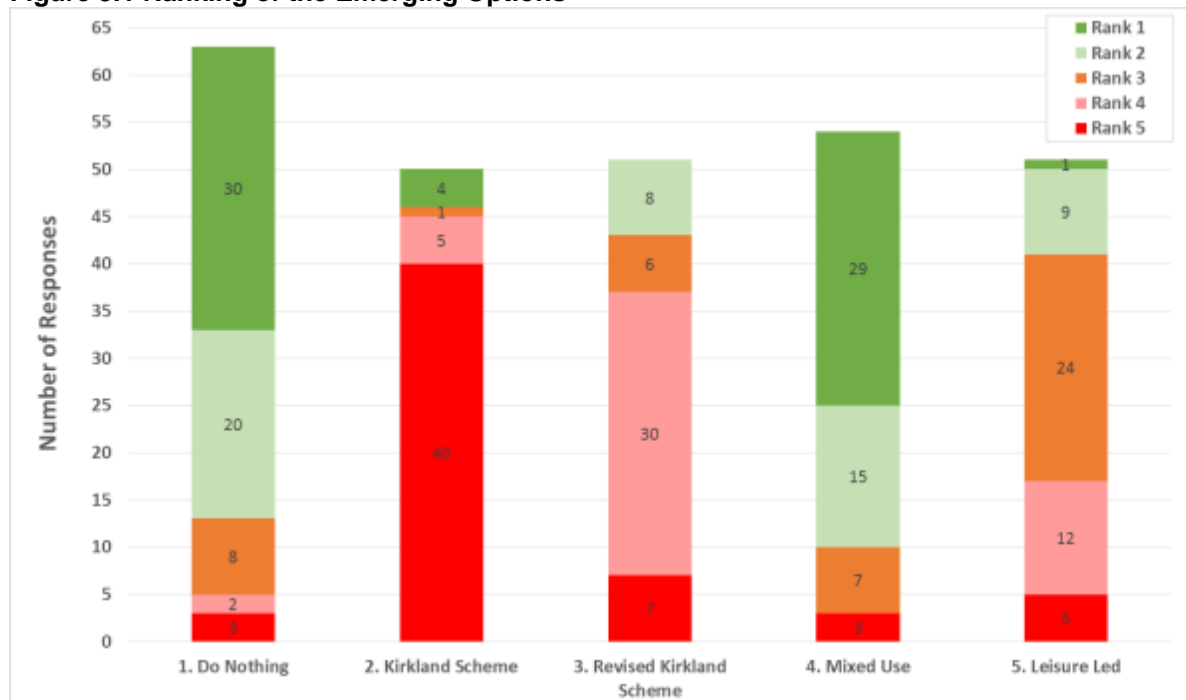
- 3.17 A second public drop-in session with local businesses and residents was undertaken on Tuesday 22nd November 2016 between 4.30pm and 7.00pm at Lime Tree Primary Academy, Budworth Road, Sale, M33 2RP (approximately 0.5 miles from the subject site). The event was facilitated by the Cushman & Wakefield Consultancy Team supported by Nick Metcalfe from Trafford Council. The team was on hand throughout the session to answer any questions and listen to views.
- 3.18 The event was advertised for two weeks prior via the Council and We Are Sale Moor CIC group website, social media and community boards. A press release also promoted the event via the local media, and stakeholders were encouraged to raise awareness via word of mouth.
- 3.19 The purpose of the drop-in event was to provide feedback to local residents and businesses on the findings of the Stage 1 public consultation in September and to 'test' each of the newly identified options which sought to respond to the aspirations and concerns previously raised. Attendees were asked to record their opinions, including their likes and dislikes of each of the revised options (e.g. likes and dislikes of proposed uses, layout, design etc). Plans detailing the scale and layout of each of the five development options tested are provided at Appendix A.
- 3.20 Feedback was recorded via a short questionnaire, and comments/post-it notes added to plans of the options and initial assessment criteria at the event.

- 3.21 A total of 69 attendees 'signed-in' to the Stage 2 consultation event, similar to that of the first event (63 attendees). Attendance may have been constrained by the location of the venue which had been limited by the availability of more local venues to the subject site.
- 3.22 The feedback emerging from this public consultation is presented within this paper and forms part of the assessment towards identifying a preferred option. A final consultation session was held early in 2017 to report back on the preferred option and approach to delivery.

Feedback Questionnaire

- 3.23 A total of 63 feedback questionnaires were completed and submitted for analysis, similar to that of the first event (59 responses). The vast majority were completed at the event and a small number submitted in the week that followed. A copy of the questionnaire can be found at Appendix B.
- 3.24 Consultees were asked to rank each of five deliverable options in order of preference, with 'one' being the highest and 'five' the lowest preferred option:
- **Option 1 - Do Nothing** (the highest scoring option at first public consultation)
 - **Option 2 - Approved Kirkland Scheme** (the lowest scoring option at the first public consultation but the highest scoring in terms of wider objectives and deliverability)
 - **Option 3 - Revised Kirkland Scheme** (incorporating a smaller food retailer)
 - **Option 4 - Mixed Use** (refined following first consultation event)
 - **Option 5 - Leisure Use (inc. café)** (in response to an approach made to Trafford Council by a private operator)
- 3.25 All respondents (63 or 100%) selected a preferred option (rank = 1) and the majority (52 or 83%) ranked their top three emerging options (rank = 1 to 3). However, fewer respondents (40 or 63%) provided a ranking for all five emerging options. In terms of the number of responses within each rank:
- **Do nothing (Option 1)** - received the highest number of top rankings (rank = 1) from respondents (30 responses/48%)
 - **Mixed Use (Option 4)** - closely followed the Do Nothing option with a very similar number of respondents ranking it as the preferred (rank = 1) option (29 responses/46%)
 - **Kirkland Scheme (Option 2)** - received the highest number of lowest rankings (40 responses/63% of rank = 5)
 - **Revised Kirkland Scheme (Option 3)** - was the only option not to score any top value rankings (rank = 1)
 - **Leisure Use (Option 5)** - was ranked third by about half of those who ranked it (24/47%)
- 3.26 Figure 3.1 analyses the responses by option (rather than rank). Where no rank was given, no response has been recorded.

Figure 3.1 Ranking of the Emerging Options



3.27 The key findings in relation to the ranking of the options can be summarised as follows:

- **Do nothing (Option 1)** - received the highest number of rankings (100%) and 79% (50 respondents) ranked this option either first or second in order of preference (rank = 1 or 2) and just 5% (3 responses) gave this option a rank of 5
- **Kirkland scheme (Option 2)** - 80% (40 respondents) gave this option the lowest rank (rank = 5) and just 8% (4 respondents) the highest (rank = 1)
- **Revised Kirkland Scheme (Option 3)** - second lowest scoring option with 73% (37 respondents) ranking either 4 or 5, and no respondents providing the highest rank (rank =1)
- **Mixed Use (Option 4)** - received the second highest number of rankings (54 responses), of which 82% (44 responses) ranked this option either first or second in order of preference (rank = 1 or 2) - a higher proportion than the Do Nothing option
- **Leisure Led (Option 5)** - received the broadest mix of responses with many feeling that they lacked sufficient information on this option to make an informed choice. Over half (51% / 24 respondents) ranked this as the 'middle' preference option

3.28 In summary, from the second public consultation event, the ranking of options can be considered to be as follows:

- 1st - Mixed Use (Option 4) / Do Nothing (Option 1)
- 2nd - Leisure Led (inc. Café) (Option 5)
- 3rd - Revised Kirkland Scheme (Option 3)
- 4th - Approved Kirkland Scheme (Option 2)

Likes and Dislikes

3.29 In order to determine the thinking behind the ranking of the options, the questionnaire asked

consultees to describe what it was that they liked and disliked about each of the emerging options. Table 3.1 summarises the number of responses received in respect of each option including a comparison to the number received at the first consultation in respect of Options 1 and 2. Comments shaded grey are factually incorrect but included for completeness.

3.30 A number of respondents stated that they liked 'nothing' or disliked 'everything' in respect of some of the options - the most significant being the original Kirkland Scheme (Option 2) with 33 consultees liking 'nothing'. These comments have been excluded from the table below as they create false 'negatives' or 'positives' when totalled up. As such, the summary focuses on the clear and constructive option specific comments.

Table 3.1 Likes and Dislikes of Revised Options (No. from First Consultation)

Likes	No of Responses	Dislikes	No of Responses
Option 1 - Do Nothing			
Retains car park	21 (16)	Still risk of another application	5 (1)
Keeps village feel	9 (1)	Does not improve Village	4 (2)
No increase in traffic	6 (5)	Car park left in disrepair	3
Supports local businesses	3 (6)	Effect on housing	1
Retains car wash	3 (5)	Increase in traffic	1
No disruption to properties	2	Less commercially advantageous	1
Status quo is good	1		
Total:	45		15
Option 2 - Kirkland Scheme (with Planning Permission)			
Great opportunity for local area	2 (2)	Increase in traffic	22 (34)
Retains car park	1 (3)	Supermarket too big	22 (9)
Increased footfall	1	Negative impact on local businesses	13 (13)
Cheap alcohol	1	Out of character with Village	10 (6)
		Environmental, noise and/or air	6 (9)
		Enough retail already	6 (6)
		Impact on local residents	4 (1)
		Loss of car parking	2 (4)
		Access to plot	1 (1)
		Effect on house prices	1
Total:	5		87
Option 3 - Revised Kirkland Scheme			
Smaller sized store	10	Supermarket too big	23
Better and safer traffic access	2	Increase in traffic	18
Improved traffic flow	1	Out of character with Village	7
Less intrusive	1	Environmental, noise and/or air	5
Retains car wash	1	Loss of car parking	4
		Store is too small	3
		Poor access	2
		Not needed	2
		No extra housing	2
		Impact on existing retailers	2
Total:	15		68

Likes	No of Responses	Dislikes	No of Responses
Option 4 - Mixed Use Scheme			
Provides extra housing	17	Fewer parking spaces	12
Prefer smaller retail unit	12	Entrance on Warrener Street	7
Increased car parking	9	Too close to surrounding properties	3
Best option for village and community	6	Extra pressure on schools	3
Enhances village feel	3	Store too small	2
Retains car wash	3	Extra housing	2
Better access	2	Extra pressure on medical centre	2
Provides new food store	1	Effect on existing businesses	2
Less of impact on existing housing	1	Over-development of site	2
Less impact on existing traders	1	Possible supermarket chain	1
Creates better road frontage	1	Position of car park limiting	1
Increase in residents	1	Type of food store limited	1
Increase in footfall	1	Not needed	1
Income from sale of houses	1	Too congested	1
Medical practice	1		
Increase in nightlife	1		
Total:	61		40
Option 5 - Leisure Led (Inc. Café)			
Benefit to the community	6	Unknown leisure use	27
Provides leisure facilities	3	Too large	16
Extra housing	2	Not needed	5
Retains local shops	2	Loss of parking	5
Less of an impact on existing housing	2	Entrance on Warrener Street	3
Better traffic access	2	Increased traffic	2
Lesser impact on traffic	2	Need more information	2
Keeps car wash	1	Environmental impact and noise	2
Extra vibrancy to village	1	Disruption to area	1
Size of supermarket better	1	Too close to housing	1
Total:	22		64

- 3.31 The Mixed Use scheme (Option 4) received the highest number of positive comments (61) followed by Do Nothing (Option 1) with 45 positive comments. In contrast, Kirkland's Scheme with Planning Permission (Option 2) received 87 'dislike' comments and just 5 'likes'. This remains significantly higher than the other options including Kirkland's Revised Scheme (68 negative comments) and the Leisure Led Scheme (64 'dislikes').

Additional Comments

- 3.32 The questionnaire provided an opportunity for consultees to provide any additional comments they may have. Just over half (36 / 57%) of respondents chose to leave additional comments, lower than following the first consultation (66%).
- 3.33 The majority of comments were either 'positive' or negative' in relation to a specific option and largely mirrored the comments made within the 'likes and dislikes' table of the options. The key messages and number of responses in relation to each are summarised in Table 3.2.
- 3.34 It is clear that existing and increased traffic generation and the resulting congestion and pedestrian safety continues to be a major concern of local businesses and residents regardless of whether or not development is delivered on the Warrener Street Car Park site. This will need to be fully considered and addressed by the emerging preferred option.

Table 3.2 Additional Comments in Relation to Each Option

Comment	1. Do Nothing	2. Kirkland Scheme	3. Revised Kirkland Scheme	4. Mixed Use	5. Leisure Led (Inc. Café)	Total
Positives						
Benefits those without a car		2				2
Meets local retail needs		1	1			2
Good mix of uses				2		2
Good urban design solution				1		1
Could extend in future if IMO vacate				1		1
Retains car park	2					2
Could bring something new to community					1	1
Retains IMO	1					1
Sub Total:	3	3	1	4	1	12
Negatives						
Increased traffic		6	5	4	2	17
Pedestrian safety due to traffic		3	3	3	2	11
HGVs should not access via Warrener Street			4	4		8
Reduced/displaced parking				4	4	8
Option too vague				1	5	6
Traffic at Warrener St junction			2	2	2	6
Impact on local businesses		2	1	1		4
Un-imaginative idea		1	1	1	1	4
Over-development of site		1			2	3
Supermarket not required		1	1	1		3
IMO is an eyesore			1	1	1	3
Outlook from Warrener Street properties		2				2
Should not have granted planning approval		2				2
Too large for Village		2				2
Café not needed					1	1
Concern over future change of use to retail					1	1
Sub Total:	0	20	18	22	21	79
Total:	3	23	19	26	22	91

3.35 Some consultees also provided views on what they would like to see on the Warrener Street site or within Sale Moor Village. In particular, a partner in a local GP practice who attended the session raised strong interest in the potential of a GP surgery on the Car Park site as part of a wider mixed use scheme. This had previously been discounted by the Clinical Commissioning Group (CCG) given preference for an alternative site, however it is understood that the potential of this alternative site is now being reconsidered and Warrener Street could meet the local requirement.

3.36 In respect of the other uses out forward, the market analysis undertaken to date indicates that none

would be deliverable in isolation owing to viability, so would need to be considered as part of a mixed use scheme:

- GP Practice (5)
- Retain as open events/green/play space (4)
- Soft-play centre (2)
- Children/youth club (1)
- Give land to community (1)
- Housing (1)
- Small leisure centre (1)
- Community centre (1)
- Café/meeting place (1)

3.37 Other initiatives to improve the Village of Sale Moor included the need to review the future of Sale Moor as a whole (1 response), provide an up to date assessment of retail requirements (2), assess traffic flow through the Village (2) and develop a Neighbourhood Plan (1). The main aspirations being to listen to local views (4), enhance the feel of Sale Moor (1) and support existing businesses (1).

3.38 More site specific comments included the need to ensure that the Council receives 'best' market value for the Car Park site should they decide to sell (2 responses) recognising that this would likely be a one-off receipt (1), consideration of a one-way system through the site using the existing entrance to 26A Marsland Road and Warrener Street (1) and to retain the Hornbeam tree opposite 8 Warrener Street (1) and the mature Lime Trees within the site (1).

3.39 Finally, fewer concerns were raised regarding the consultation process, with just one commenting that the event could have been better publicised and another that it should have been held during the day so older people could attend. Anecdotally, a number of consultees verbally welcomed and expressed their appreciation at being given the opportunity to view and comment on the future options for the Warrener Street Car Park site.

Posted Comments

3.40 A summary table identifying the high level 'pros and cons' in relation to each of the options was laid out at the drop-in session and consultees were encouraged to add their comments by adding post-it notes. These were as follows:

- **Car parking numbers** - car parking numbers stated are not a true reflection of those that will be 'available' as proposed uses will increase parking demand
- **Local food retail requirement** - considered to be a Trafford Council decision and not a requirement of the local community
- **Residential above retail (Option 4 - Mixed Use)** - limits appeal to both rental and purchase market
- **Option 5 - Leisure Led** - three written comments plus various verbal comments made on the evening stated that an informed decision could not be made on this option without knowledge of the end occupier and that the building was too large for the site. Another questioned what would become of this building should the business fail - new supermarket?

Outcome of the Consultations

- 3.41 Overall, taking into account both rankings and the number of positive and negative comments, the preferred option from the consultation is the revised Mixed Use Option (Option 4). This is very closely followed by Do Nothing (Option 1), although there is a growing recognition that this does not bring any additional benefits to the Village and would likely only delay a future development decision for the site. This represents a shift in opinion from the first consultation when a preferred development option could not be identified and Do Nothing was a clear preference to any form of development.
- 3.42 The proposed Kirkland scheme (Option 2) again ranked the lowest of the options tested at consultation, followed the Revised Kirkland Scheme (Option 3) in fourth.

Full Option Testing

- 3.43 Table 3.3 provides the full summary testing of the revised emerging options, incorporating the findings of the local consultations with the assessment of previously agreed critical testing criteria.
- 3.44 It is clear that the original Kirkland scheme meets all of the assessment criteria with the exception of public buy-in where it ranked the lowest of the tested options but requires agreement with the Council to acquire its land. Whilst a revised scheme incorporating a slightly smaller retail store (6,500 sq ft reduction) has been put forward by Kirkland (Option 3) in a bid to respond to local concerns regarding the proposed scale of the food retail store, this continued to score poorly at the consultation event, ranking fourth out of the five options presented.
- 3.45 The refined mixed use option (Option 4) was proportionately the highest ranking and received the highest number of positive comments at the second public consultation event. This option also performs well on the assessment criteria including meeting local retail and housing requirements. As such, this is emerging as the preferred development option.
- 3.46 The do nothing option also performs well on the assessment criteria and numerically received the highest number of top ranks at public consultation. However, there is a recognition that whilst this would not necessarily detract from the Village, it would present a missed opportunity to support the future of Sale Moor and enhance its offer. Further, it is unlikely to be a long term solution given the aspirations of the landowners of the adjoining plots, the car park is likely to continue to be of interest to developers.
- 3.47 The unknown end occupier in respect of the leisure led scheme (Option 5) limited the ability for consultees to make an informed decision but regardless, this option does not meet the identified local retail requirement and is unlikely to be financially viable. As such, it is recommended that this option is discounted at this stage.

Table 3.3 Summary Option Testing

No.	Option	Plots	Deliverable Scheme	Identified Occupier	Car Parking Numbers Delivered	Viability Issues	Ownership/ Agreement	Highways	Support the Vitality of Village	Consultation Response
1	Do Nothing	1, 2 & 3	In active use	In active use	93	Marginal – Council understood to be making a loss on maintaining car park site	N/A	N/A	Provides no additional benefits to Sale Moor, nor meets local food requirement	Ranked 2nd overall but recognition that does not support wider regeneration of the Village
2	Kirkland Scheme (With Planning Permission)	1, 2 & 3	Only if Council sell car park site	Identified discount food retail operator	91	Considered viable. Kirkland has negotiated with private land owners and retail operator to create deliverable scheme with planning	Kirkland has agreement with adjoining landowners but not Council owned site	Highways and access approved at planning	Meets identified retail requirement, supports footfall and contributes new housing	Lowest ranking option
3	Revised Kirkland Scheme	2 & 3	Only if Council sell car park site. Requires planning permission.	Identified food retail operator	74	Considered viable. Kirkland has negotiated with private land owners and retail operator.	Kirkland has agreement with adjoining landowners but not Council owned site	Warrener Street access considered deliverable	Meets identified retail requirement, supports footfall and contributes new housing	2 nd lowest ranking option
4	Mixed Use	2 & 3	Requires acquisition of 26A Marsland Road and planning permission	Identified food retail operator. Residential element should be attractive to the market	50	Should be viable. Dependent upon attraction of identified retail occupier and volume of residential.	Kirkland has option agreement on Plot 2.	Warrener Street access considered deliverable	Meets identified retail requirement, supports footfall and contributes new housing	Highest ranking option at second consultation
5	Leisure Led (Inc. Café)	2 & 3	Requires acquisition of 26A Marsland Road and planning permission	Identified private leisure operator.	55	Unlikely to be financially viable.	Kirkland has option agreement on Plot 2.	Warrener Street access considered deliverable	Does not meet local retail requirement but does support footfall and contributes new housing	Middle ranking option at consultation but recognised lack of information on end occupier

4.0 Preferred Option and Recommendations

Preferred Option

- 4.1 The full option testing incorporating the findings of the public consultation reveal the refined mixed use option (Option 4) as the 'preferred option' in that it best meets both the critical assessment criteria in terms of deliverability, viability and regenerative benefit to the Village whilst supporting the aspirations of the majority of local residents and businesses consulted.
- 4.2 The preferred option is illustrated in Figure 4.1 below. It incorporates:
- A new convenience food store (c.5,000 sq ft)
 - 16 new homes (8 x 2 bed apartments and 8 x 3 bed semi-detached)
 - 50 public car parking spaces (plus staff and resident parking).
- 4.3 The IMO site has not been incorporated into the preferred option as the high cost of meeting the land owner's expectation of value to purchase the site would represent poor value for public money, and a CPO approach could not be justified given that there is an operational business on site and that the preferred uses can be delivered without the inclusion of this site.

Figure 4.1 Preferred Option – Mixed Use (Option 4)



- 4.4 A key outcome of this commission was to determine if Trafford Council should sell the Warrener Street Car Park site to Kirkland Developments Ltd to enable them to take forward the permitted supermarket development. The findings of this study have determined that whilst the Kirkland scheme met a number of critical criteria in terms of deliverability, viability was becoming increasingly challenged and it did not meet the aspirations of the local community. On the basis of the emerging preferred mixed use option better meeting the assessment criteria as a whole it is recommended that the Council do not sell the Warrener Street site to Kirkland Developments Ltd.
- 4.5 Whilst high level interest in the convenience retail unit has been expressed from a retail operator, this has not been secured. As such, the principle of mixed use development at the Warrener Street

site must retain some degree of flexibility to respond to market interest and remain viable. This could have implications for the final mix of uses and plots included. For example, the potential for a health centre to be included in the mixed use option was identified in the later stages of the study and should be explored further². This could result in the reduction of housing units or, if it is viable, the inclusion of the IMO site to accommodate this. Regardless, where significant variations arise, the local community should be re-engaged.

Public Consultation on the Preferred Option

- 4.6 A third and final public drop-in session with local businesses and residents was undertaken on Tuesday 31st January 2017 between 4.30pm and 6.45pm at Lime Tree Primary Academy, Budworth Road, Sale, M33 2RP. The event was facilitated by the Cushman & Wakefield Consultancy Team supported by Nick Metcalfe from Trafford Council. The team was on hand throughout the session to answer any questions and listen to views.
- 4.7 As previously, the event was advertised for two weeks prior via the Council and We Are Sale Moor CIC group website, social media and community boards. A press release also promoted the event via the local media, and stakeholders were encouraged to raise awareness via word of mouth.
- 4.8 A total of 74 attendees 'signed-in' to the final consultation event, slightly more than the two previous events.
- 4.9 The purpose of the drop-in event was to allow local residents and businesses to view the preferred option. Attendees were invited to record their opinions on the preferred option on a comments sheet. Detailed comments are provided in Appendix D, and summarised below.
- 4.10 39 comments were left by attendees of the consultation. Respondents made positive comments regarding the preferred option and/or highlighted key issues with the scheme. 17% of comments made approved of the housing element of the scheme, 17% were in favour of the potential for a health centre and 18% were pleased to see a reduction in the scale of the proposed development from previous options.
- 4.11 In the comments made the following key issues/concerns were raised:
- Traffic/highways - 43% of comments mentioned potential traffic/highways problems with specific reference to:
 - Congestion on Northenden Road and throughout the Village generally – regardless of whether any further development happens.
 - Capacity of the Temple Road/Northenden Road junction opposite Warrener Street and the need to re-site the existing bus stop.
 - Capacity of the Warrener Street and Northenden Road junction and the need for pedestrian crossing.
 - 37% of comments included concerns regarding deliveries/delivery logistics to the new retail unit:
 - Disruptions
 - Increased congestion
 - Road safety
 - Adequate access/exit space

- These comments are closely related to concerns that Warrener Street is too narrow to accommodate more traffic entering and exiting the preferred development.
- Reduction in car parking spaces - 9 comments were made regarding the loss of car parking spaces.
- 6 comments included opinions that an additional retail space is not needed at all, whilst some comment that the proposed 5,000 sq ft unit is still too large.
- 5 comments were made regarding potential loss of trees - the lack of trees retained on the plan. In determining a detailed scheme careful consideration is needed regarding the existing trees within the area.
- 5 comments were made regarding the scale of flatted development, 3 storeys was thought to be incongruous with Sale Moor's image.
- 2 concerns regarding additional pressures on local amenities/services (i.e. on schools, medical care and traffic) were expressed.
- The proximity of the proposed new houses to existing homes on Warrener Street and to the car park entrance is highlighted as an issue.

Delivery and Next Steps

- 4.12 This option testing exercise, which has included extensive public consultation, has therefore concluded that the preferred option for the site is a mixed use scheme which will complement the village offer, not compete with it.
- 4.13 Therefore there are potentially two anchor occupiers who could support development on the site:
- Local convenience store
 - Health hub.
- 4.14 The next steps to support the delivery of the preferred mixed use option are recommended as follows:
- **Engagement** - Inform the key stakeholders of the outcomes of the study and continue to engage with the public and key stakeholders as work progresses towards the potential delivery of new development.
 - **Respond to Local Concerns** - Significant local concerns have been raised throughout this process regarding the impact of the loss of parking at Warrener Street and the additional traffic generated by development of the site, particularly on road and pedestrian safety. This will need to be carefully considered and responded to as the detail and design of the preferred option is worked up. Responding to local concerns will help to ensure public buy-in to the scheme.
 - **Site Assembly** - The Warrener Street Car Park site has been determined to be undeliverable in isolation. As such, a third party land interest will be required to deliver the preferred option. The potential acquisition costs of this third party land should be considered within the context of the proposed scheme which will have an impact on residual values.
 - **Secure Occupiers** – High level discussions have been undertaken with a potential occupier of the convenience store. These should be progressed and refined to determine their specific requirements and to secure their commitment to the scheme. Should additional and

complementary operators express an interest in the scheme, for example a health facility, these should be considered in terms of their scope to be incorporated within the mixed use scheme and potential impacts on viability, deliverability and meeting local aspirations.

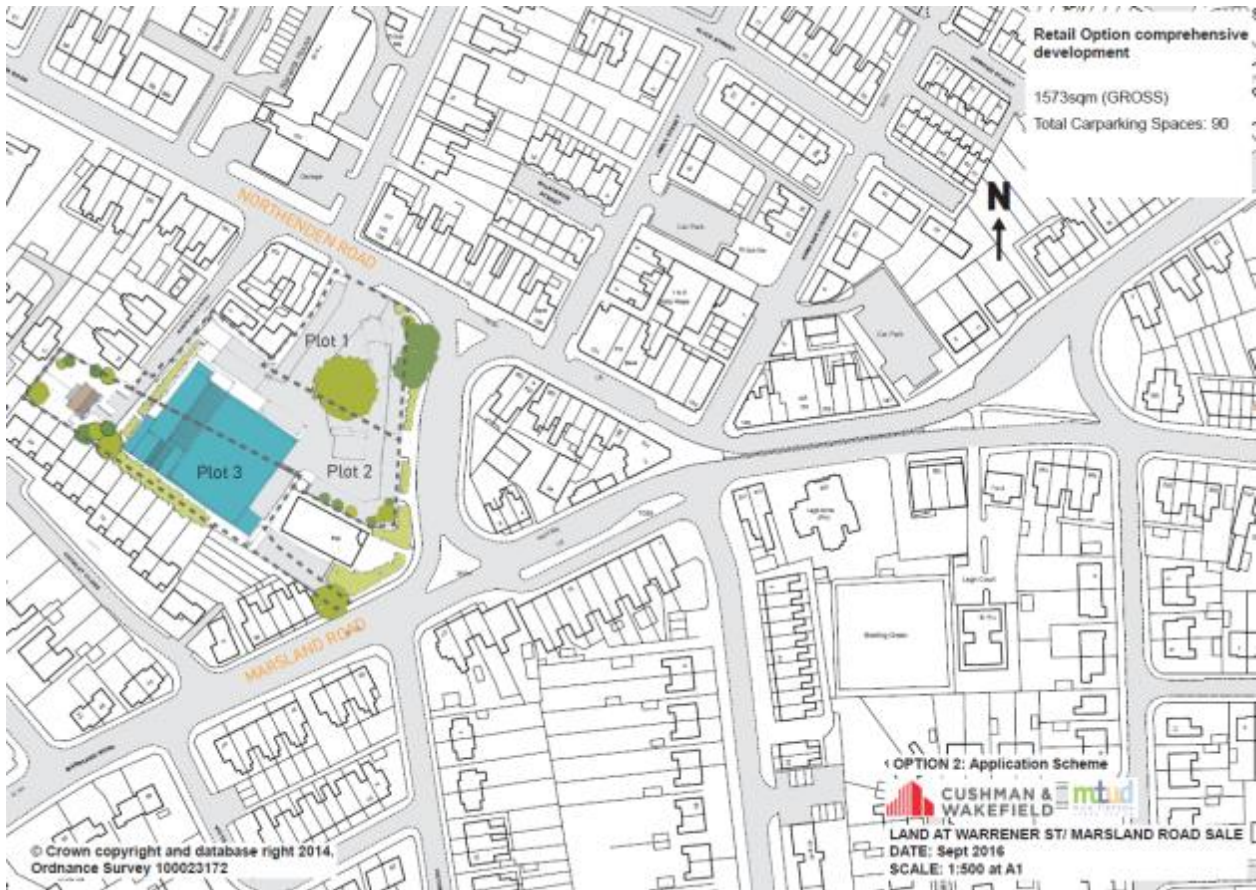
- **Development Approach** – Consider if Trafford Council has the appetite to directly deliver the preferred option with the aid of a development partner. This approach would ensure that control of the site is maintained and local aspirations met, but would also carry the financial risks of development. Procurement implications are likely to require developers to enter into a competitive tendering process. Alternatively, the Council could assemble the site, obtain planning permission and take the site to market as a development opportunity. This approach would generate a receipt for the Council but carries the risk of not attracting an interested party and losing control over the outputs of development. The Council also needs to consider the approach to development in light of its need for on-going, long term revenue generation.

Appendix A – Development Options

Option 1 – Do Nothing



Option 2 – Kirkland Scheme (With Planning Permission)



Option 3 – Revised Kirkland Scheme



Option 4 – Mixed Use



Warrener Street Car Park - Development Study

OPTION 4 Mixed Use Scheme

Scale: 1:500 @ A1
November 2016

Option 5 – Leisure Led (Inc. café)



Warrener Street Car Park - Development Study
OPTION 5 REVISION - Leisure Use (Inc. Café)
Scale: 1:500 @ A1
November 2016

Appendix B – Consultation Questionnaire

Warrener Street Car Park, Sale Moor

Consultation on the Revised Emerging Options

Thank you for attending the drop-in session today, your feedback is important to the process of determining the future options of the Warrener Street Car Park site. Following the initial consultation event in September, it was made clear that none of the emerging deliverable options fully met the aspirations of local residents and businesses. However, the comments provided have informed our on-going work and market engagement to develop some new options which we hope better respond to local needs.

Please add your comments below. Our team will be on hand to answer questions and listen to your views.

Emerging Deliverable Option	Rank All Options in Order of Preference (1 - Highest)	What do you <u>LIKE</u> about this option?	What do you <u>DISLIKE</u> about this option?
1. Do Nothing Plots 1, 2 and 3 93 parking spaces			
2. Kirkland Scheme (With Planning Permission) Plots 1, 2 and 3 18,000 sq ft retail 2x homes 91 parking spaces			
3. Revised Kirkland Scheme Plots 2 and 3 11,500 sq ft retail 2x homes 74 parking spaces			
4. Mixed Use Plots 2 and 3 5,000 sq ft retail 16x homes 50 parking spaces			

5. Leisure Use (Inc. Café) Plots 2 and 3 13,500 sq ft leisure 3x homes 55 parking spaces			
---	--	--	--

Please use the box below to provide any additional comments:

