

## **TRAFFORD COUNCIL**

**Report to:** Executive  
**Date:** 29 January 2018  
**Report for:** Decision  
**Report of:** Executive Member for Housing and Strategic Planning

### **Report Title**

**Refreshed Stretford Masterplan**

### **Summary**

Delivering the successful regeneration of Stretford is a key priority for Trafford Council. Following public consultation, the Refreshed Masterplan has been prepared to provide 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 uses.

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 investment and regeneration.

### **Recommendation(s)**

The Executive is recommended to:

- Note the findings of the public consultation on the draft Refreshed Stretford Masterplan.
- Approve the recommended approach to continued engagement.
- Approve the Refreshed Stretford Masterplan.

Contact person for access to background papers and further information:

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- Appendix One: Refreshed Stretford Masterplan: Final (January 2018)
- Appendix Two: Refreshed Stretford Masterplan Consultation Report: Part 1 (January 2018)
- Appendix Three: Refreshed Stretford Masterplan Consultation Report: Part 2-9 (January 2018)

Background Papers:  
None

*Implications:*

Relationship to Policy Framework/Corporate Priorities	The successful implementation of the Refreshed Stretford Masterplan will support the corporate priority for economic growth and development and the delivery of the adopted Trafford Local Plan: Core Strategy which identifies Stretford Town Centre as a location for regeneration and change over the plan period.
Financial	The financial implications of specific proposals will be the subject of future reports to the Executive.
Legal Implications:	None as a consequence of this report
Equality/Diversity Implications	None as a consequence of this report.
Sustainability Implications	The Refreshed Masterplan sets a number of sustainability principles that future development proposals should be in accordance with.
Resource Implications e.g. Staffing / ICT / Assets	Existing resources have been identified to support the delivery of the Refreshed Masterplan. Information will be made available online with documents accessible through the Council's web pages. The Refreshed Masterplan will provide a framework for the Council to realise the full potential of its assets within the area.
Risk Management Implications	The delivery of the Refreshed Masterplan is supported by a risk plan setting out the key risks to delivery and proposed mitigation measures.
Health & Wellbeing Implications	The delivery of an enhanced Stretford Leisure Centre and provision of other facilities as part of the proposed development opportunities will support improved health and wellbeing.
Health and Safety Implications	None as a consequence of this report.

## **1.0 Background**

- 1.1 Delivering the successful regeneration of Stretford is a key priority for Trafford Council. The original Stretford Town Centre Masterplan was approved by the Executive in January 2014 and the work delivered to date has helped to reposition Stretford as a more attractive destination for investment and development. However, significant challenges remain, including the high vacancy rate and a number of important development sites that have not progressed. It is therefore considered that the successful transformation of Stretford will require significant additional investment and new development that can act as a catalyst for further change.
- 1.2 The draft Refreshed Stretford Masterplan was prepared as the Council's emerging strategy for securing the transformation of Stretford, taking full advantage of new opportunities, in particular the University Academy 92 (UA92) proposals to establish a new higher education facility in the Stretford area. On 10 October 2017, Trafford Council commenced a ten week public consultation and engagement process with all stakeholders and the local community on the draft Refreshed Masterplan.
- 1.3 The preparation of the Refreshed Masterplan has been informed by the consultation feedback received which has helped to shape and refine the proposals. It provides an ambitious and comprehensive plan to transform Stretford. The plans will encourage significant private investment, maximise the beneficial impact of the UA92 proposals, deliver new leisure facilities for the whole community, facilitate improvements in public spaces, and support the delivery of new housing.
- 1.4 In meeting the needs and aspirations of the local 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.

## **2.0 The Refreshed Masterplan**

- 2.1 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'*

- 2.2 The primary objective of the Refreshed Masterplan is to secure the successful regeneration of Stretford Town Centre and the surrounding Stretford area by:
  - Bringing forward identified development sites
  - Changing perceptions of Stretford and significantly enhancing the Town Centre offer
  - Developing further residential uses, particularly in the Town Centre
  - Encouraging greater footfall throughout the Town Centre
  - Delivering improved public spaces in the Stretford area
- 2.3 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.
- 2.4 The approach to the regeneration of Stretford through the Refreshed Masterplan is focused primarily on delivery of the UA92 campus, 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.

- 2.5 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 residential uses 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. The delivery of 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.
- 2.6 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.
- 2.7 The delivery of public realm improvements along Talbot Road and the A56 from the UA92 campus quarter to Stretford Town Centre and to The Quays/MediaCity:UK will significantly improve the connectivity of these areas and their role as important gateways.
- 2.8 The delivery of new training facilities for Salford City FC at Turn Moss will support improved sporting facilities, enhancing Trafford's sporting and leisure offer for the whole community.

### **3.0 Public Consultation**

- 3.1 On commencement of the ten week public 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.
- 3.2 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.
- 3.3 A summary of feedback against each of the key themes and the Council's response is set out in Table 1 below:

**Table 1: Consultation Feedback Summary**

<b>Theme</b>	<b>Feedback Received</b>	<b>Council Response</b>
UA92 and Campus Quarter	<p>On balance feedback is supportive of the concept of UA92 but some concerns that the proposals are rushed and it has not been made clear how this will specifically benefit the local area.</p> <p>What is the rationale for choosing this site for the campus and the hotel/residential development proposed? What is the role of the former B&amp;Q site?</p> <p>Student accommodation should be developed on the site in place of the new leisure centre and private residential.</p>	<p>More work will be progressed with UA92 in relation to the benefits they can offer, including availability of jobs, their proposed approach to inspire young people, and building strong links with local schools.</p> <p>Further masterplanning work is now being undertaken on the UA92 Campus Quarter site which will identify the preferred uses for the former Kellogg's office site and former B&amp;Q site. This work will be completed by mid-2018.</p>
Lacy Street	<p>Strong opposition to the height of the tower, alongside concerns about density of development, provision of this level of student accommodation in that location, impact on local services and whether the development as proposed would act as a further barrier to movement.</p> <p>The site should be developed for lower rise mixed use development with some affordable housing and/or an alternative site for Stretford Leisure Centre.</p>	<p>The Council recognises the concerns expressed around the proposals for the Lacy Street site.</p> <p>Work will be undertaken in early 2018 to re-examine the development proposals and provide a significantly lower and less dense scheme which includes some affordable housing alongside student accommodation and ground floor commercial development. There will be a strong emphasis on design and an approach that responds more effectively to the canal side.</p>
Town Centre	<p>There is broad agreement that the type and quality of offer needs to be improved alongside an improved night-time economy.</p> <p>This should be an opportunity to do something more radical but not clear what specific benefits UA92 and student accommodation will bring to the Town Centre.</p> <p>There should be a more innovative approach to the Mall with further demolition and creation of a new town square as a focal point. The development of the route along Edge Lane is a priority.</p>	<p>The Council will continue to work closely with the operators of the Mall to develop some more specific proposals and aspirations.</p> <p>Subject to CPO/land acquisition process on Edge Lane prepare more detailed proposals for these units.</p> <p>Further work will be progressed on public realm improvements on the A56, Edge Lane and Kingsway with a focus on how they can support the wider Town Centre.</p>
The Essoldo	<p>Overall feedback is positive that the Essoldo could be brought back into use but there are concerns around what uses would be included.</p> <p>Some concerns were raised by adjoining residents around impact on parking/highways from any reuse of the building and how this would be</p>	<p>The Council will progress the CPO/land acquisition process in relation to the Essoldo and the adjoining buildings.</p> <p>The Council will be preparing a specification in 2018 seeking expressions of interest to develop more detailed proposals for the development of the Essoldo, how it could look and a</p>

	<p>managed.</p> <p>Range of ideas including music venue, cinema, food and drink, space for craft fairs, general community space. It was requested that adjoining buildings need to provide an improved street-scene along Edge Lane and the site should make better use of the canal side.</p>	<p>deliverable and viable long term solution for its use.</p>
Turn Moss	<p>Whilst investment in Turn Moss is generally supported there is some opposition to Salford City FC's involvement and a section being fenced off for their training facility.</p> <p>There are concerns around green belt, impact on nature conservation, flood plain and drainage, impact of any floodlights, road access and car parking. It is not clearly articulated what benefits the proposals would bring to the community and how this compliments existing facilities in Longford Park.</p>	<p>The proposals for Turn Moss will be progressed as originally planned with a planning application due in early 2018.</p> <p>There will be a focus on securing the community benefits from the proposal in terms of providing opportunities for increased public usage and the delivery of community benefits, including Salford City FC's community programme.</p>
Stretford Leisure Centre	<p>There is general support for a new leisure centre but concern that provision won't be sufficient to meet the needs once the impact of students is taken into account.</p> <p>There were some suggestions that a new and enlarged leisure centre should be developed on Lacy Street.</p>	<p>The new leisure centre will be designed to have sufficient capacity to meet the future needs of all users. More detailed proposals for the new leisure centre and the facilities it will contain will be prepared in 2018.</p>
Public Spaces and A56	<p>There is general agreement that significant improvements to movement and public spaces are needed. Some respondents suggested the proposals should be more ambitious and provide more priority to pedestrians and cyclists, for example by reducing the number of lanes on the A56 to provide segregated cycle lanes.</p> <p>There is concern that the current 30mph limit is not being enforced and pedestrian crossing points have insufficient capacity.</p> <p>There was a strong request that existing areas of greenspace on the A56 should be retained, particularly sites 12-14.</p>	<p>The Council is progressing work with TfGM to ensure the recent public realm improvement works operate effectively.</p> <p>Detailed design work for the next phases of public realm work will commence in early 2018.</p> <p>The Council recognises the concerns around any potential development on sites 12-14 and will retain these as greenspace.</p> <p>A further public realm strategy will be prepared for the areas beyond the town centre, including the A56 corridor to the UA92 Campus.</p>
Manor Farm Industrial Estate	<p>There were a number of concerns around the loss of small local businesses on the estate and a request that the existing uses should be retained on the site.</p>	<p>The Manor Farm Industrial Estate will be retained and the Council will look to update the leases of existing businesses.</p>
Stretford Library	<p>The feedback was not supportive of any plan to relocate the library.</p>	<p>The library will remain in its current location at this time.</p>

Local Infrastructure and Public Services	A number of comments were received in respect of capacity issues for existing infrastructure and services and the requirements for any new development.	It is recognised that there are existing pressures on local infrastructure, such as health services and public transport.  Further work will be done to explain how infrastructure improvements will be made to meet both current and additional demands.
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3.4 A full record of the consultation process and feedback received is provided in the Stretford Public Consultation Report (January 2018) at appendix two and three.

#### **4.0 Continued Consultation and Engagement**

4.1 The Council is committed to a process of ongoing consultation and engagement with the community throughout the delivery of the Refreshed Masterplan proposals.

4.2 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 is proposing to replace the Working Group and Panel with a revised approach focused on specific engagement activity on key themes as the individual projects within the Refreshed Masterplan are progressed. This future activity will also consider how to ensure that all sections of the community are engaged, including those who do not have access to the internet or social media and more proactively engage with Stretford's local primary and secondary schools.

4.3 In meeting the needs and aspirations of the whole 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.

#### **5.0 Delivery Strategy**

5.1 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.

5.2 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.

**Other Options**

The recommendations are based on a detailed consideration of residents’ responses to the public consultation. However, the Executive could consider proceeding with the original proposals, which would not address issues and concerns expressed during the consultation or decide not to progress further with the proposed master plan, which would mean that there would be no strategy for maximising the potential benefits of the UA92 proposals.

**Reasons for Recommendation**

To ensure that the Council has in place a strategic framework for the transformation of Stretford and an agreed approach to continued public engagement.

**Key Decision** Yes

**If Key Decision, has 28-day notice been given?** Yes

**Finance Officer Clearance** ...GB.....

**Legal Officer Clearance** JL

**CORPORATE DIRECTOR’S SIGNATURE**



To confirm that the Financial and Legal Implications have been considered and the Executive Member has cleared the report.