

TRAFFORD COUNCIL

Report to: Executive
Date: 2 October 2017
Report for: Decision
Report of: Executive Member for Housing and Strategic Planning

Report Title

Stretford Refreshed Masterplan

Summary

Securing the successful regeneration of Stretford is a key priority for Trafford Council. The Stretford Town Centre Masterplan was approved by the Executive in January 2014 and provides a bold vision for delivering transformational change and securing a sustainable economic future for Stretford. Whilst good progress has been made since 2013 it is recognised that more needs to be done if Stretford is to achieve its full potential and meet the aspirations of the community.

It is now considered an opportune time to refresh the Masterplan and take full advantage of emerging opportunities in Stretford, in particular the proposed UA92 development, building on the work completed to date and helping to secure significant new development and investment.

It is proposed that the draft Stretford Refreshed Masterplan will be subject to public consultation for a period of eight weeks, following which a revised version will be prepared for final approval.

Recommendation(s)

The Executive is recommended to:

- a) Note the actions taken to implement the Stretford Masterplan following its adoption in 2014;
- b) Note the changes made to refresh the Masterplan in light of the UA92 proposals and other emerging opportunities;
- c) Approve the draft Refreshed Stretford Masterplan for the purposes of consultation; and
- d) Request that a further report be brought back to the Executive setting out the results of the consultation and with a final version of the Stretford Refreshed Masterplan for approval.

Contact person for access to background papers and further information:

Name: Mike Reed (Strategic Growth Manager)
Extension: x 4924

Appendix One: Refreshed Stretford Masterplan (Consultation Draft)

Background Papers:
None

Implications:

Relationship to Policy Framework/Corporate Priorities	The successful implementation of the Stretford Refreshed 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 the UA92 scheme and development of student accommodation will be the subject to a future report to the Executive.
Legal Implications:	None as a direct 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 potential 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 The Stretford Town Centre Masterplan was prepared in 2013 and approved by Trafford Council in January 2014 as the strategy for securing the revitalisation of Stretford Town Centre over the next 15 years. The original Stretford Masterplan was prepared in response to the significant challenges facing the Town Centre. Many town centres nationally have suffered in recent years due to the pressures of out of town retail, internet shopping, limited investment and the lack of a distinctive offer; Stretford has not been immune from these pressures. Whilst good progress has been made since 2013 it is recognised that more needs to be done if Stretford is to achieve its full potential and take advantage of emerging opportunities to provide a unique and attractive destination that meets the aspirations of the community.
- 1.2 The delivery of the Masterplan is currently supported by an annual Action Plan. To support the delivery of regeneration in the Town Centre the Stretford Masterplan Working Group, a Council Member and Officer body, was established in 2015. The Working Group is responsible for overseeing the delivery of the Masterplan, co-ordinating activity and supporting the delivery of the Action Plan. The Stretford Masterplan Panel, a business and community representative body, was also established in 2015 to act as a consultative body for the Working Group. The Council Executive is the relevant decision making body for proposals to implement the actions identified in the Masterplan and the annual Action Plans.
- 1.3 As part of the strategy to secure new development and investment the Council has progressed detailed discussions with University Academy 92 (UA92) regarding the potential for a new higher educational facility in the Stretford area, as set out elsewhere on this agenda. This would comprise the provision of new facilities and living accommodation in the Town Centre as part of a student campus, and the development of an education campus on Talbot Road. The UA92 proposals, a collaboration between Lancaster University and corporate partners, will provide a high profile and iconic facility in Stretford offering a portfolio of undergraduate, post-graduate, CPD and pathway degrees in sports, media and business.

2.0 Progress to Date

- 2.1 Delivering the successful regeneration of Stretford Town Centre remains a key priority for the Council. Significant progress has been made in the delivery of the Masterplan with new openings in Stretford Mall including the development of a new Aldi foodstore, the disposal of Stretford Public Hall to the Friends of Stretford Public Hall group to secure community use of the building, delivery of the phase one public realm improvements, a reduction in vacancy rates within the Town Centre, and house price growth in the area above the local and national averages. The Mall has also experienced a 10% growth in footfall over the last 12 months equating to nearly 500,000 extra visits per year.
- 2.2 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 continued delivery of the transformation of Stretford will require significant investment and new development that can act as a catalyst for further change.

2.3 It is now considered an opportune time to refresh the Masterplan and take full advantage of emerging opportunities in Stretford, in particular the UA92 proposed development. The Stretford Refreshed Masterplan will build on the work completed to date and help to secure the transformation of the Town Centre and the wider Stretford area.

3.0 The Refreshed Masterplan

3.1 The approach to the regeneration of Stretford through the refreshed Masterplan is focused primarily on introducing a wider mix of uses into the Town Centre, delivery of the UA92 student and education campus', 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.

3.2 In order to maximise the potential of emerging opportunities the refreshed Masterplan will cover a wider area and incorporate sites on the approach to the Town Centre from the north and south. Furthermore the refreshed Masterplan will take account of new development opportunities in the wider area, including sites surrounding the Old Trafford Metrolink Stop, Lancashire County Cricket Club (LCCC), and Manchester United Football Club (MUFC), the corridor to the Town Centre along Talbot Road and the A56, and Turn Moss Playing Fields. The development proposed in the wider Stretford area will significantly enhance the gateways into Stretford and help to strengthen the connections between the Town Centre and existing major commercial, tourist and leisure destinations.

3.3 The delivery of the UA92 development will form the centrepiece of the refreshed Masterplan to transform Stretford, bringing significant additional activity and expenditure to the Town Centre, supporting the evening economy, providing additional direct and indirect job opportunities, bringing vacant buildings back into use, accelerating the delivery of other sites and acting as catalyst for further investment. The proposed UA92 student campus in the Town Centre will provide a student hub alongside other facilities at the Essoldo building. The Lacy Street site will provide student accommodation with retail and café/restaurant uses at ground floor level.

3.4 In addition to delivering the transformation of the Town Centre the proposals will also secure the development of a new educational campus adjacent to the Old Trafford Metrolink Stop and LCCC, helping to strengthen the connections between the Town Centre and the major commercial, tourist and leisure destinations in the wider area. This will be supported by further environmental improvements along the A56 and Talbot Road as part of 'The Corridor' and the delivery of a processional route from Old Trafford Metrolink to The Quays / MediaCityUk via MUFC. A new green route will be delivered along Edge Lane from the Town Centre linking to Longford Park and improved sporting facilities at Turn Moss Playing Fields.

3.5 There are a number of other emerging opportunities in Stretford that will be taken forward as part of the refreshed Masterplan. The operators of Stretford Mall have emerging proposals to radically redesign their facility with a planning application submitted in July 2017 for the demolition of the southern portion of the existing Mall. This will provide opportunities for major new development in the context of the wider plans for Stretford and support the delivery of a wider mix of town centre uses, including the development of a functioning evening economy. The Friends of

Stretford Public Hall are continuing to progress their proposals to bring the whole of the Public Hall back into use for a range of community, social and commercial uses as a strong focal point at the heart of Stretford. A full planning application for the Royal Canal Works site was received by the Council in August 2017 for the delivery of 47 high quality apartments and town houses along the Bridgewater Canal, which would bring an important vacant site back into active use. The completion of the phase 1 public realm improvement works at the A56/Edge Lane junction will enable the delivery of future improvements along the A56, Kingsway, Edge Lane and at the A56 gyratory, which will also release additional development land.

- 3.6 Building on progress made to date the refreshed Masterplan represents a significant acceleration in the regeneration of Stretford. It will provide the strategic framework for the delivery of the emerging opportunities for the Town Centre and wider Stretford area, supporting its transformation.

4.0 Consultation

- 4.1 The Council will undertake a formal public consultation on the draft refreshed Masterplan from 10 October 2017 for a period of eight weeks. The consultation process will provide an opportunity to involve local people and stakeholders in the further development of the proposals and establish the views of the community and other key stakeholders, reconcile conflicting objectives where possible, and identify any sensitive issues.
- 4.2 As part of the formal consultation process the Council will make the draft refreshed Masterplan document available for inspection and comment at a variety of places including, Stretford Mall and Trafford Town Hall with summary information provided along with opportunities to give feedback. An electronic copy of the draft refreshed Masterplan and summary information, together with details of where hard copies have been made available, will be placed on a specific page on the Council's website along with online copies of a feedback questionnaire. Two specific consultation events will also be held to enable people to hear about and ask questions relating to the refreshed Masterplan and its specific proposals.
- 4.3 The Council will consider all comments and representations made and use them to inform necessary changes to the refreshed Masterplan prior to its final approval.

5.0 Delivery Strategy

- 5.1 The refreshed Masterplan provides a clear strategy for the continued regeneration of the Town Centre and represents a significant acceleration in its delivery.
- 5.2 The delivery of the refreshed Masterplan will continue to be dependent on effective partnership working with the community, businesses, landowners, developers, investors, and operators. The Council will seek to work collaboratively with partners to deliver the refreshed Masterplan, including through the development of joint ventures and the direct delivery of development. The Council will act proactively to assemble land to ensure the delivery of the identified opportunities and use its CPO powers where necessary, subject to appropriate approval.
- 5.3 The successful delivery of this activity will build effectively on the work completed to date and act as a major catalyst to accelerate the long term transformation of Stretford.

Reasons for Recommendation

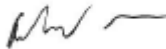
The Executive is asked to approve the draft Stretford Refreshed Masterplan for the purposes of consultation.

Key Decision No

If Key Decision, has 28-day notice been given? N/A

Finance Officer Clearance ...GB.....
Legal Officer Clearance ...JLF.....

DIRECTOR'S SIGNATURE



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