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Trafford Borough Council have appointed Planit-IE and Civic Engineers to undertake a Public Realm and Movement Strategy for Sale Town Centre.

The ambition is to create a Fantastic Town Centre through a collaborative design approach that will seek to breathe new life into the town centre public realm, in turn attracting inward investment to create a sustainable neighbourhood centre for years to come.

Through strategic public realm and infrastructure improvements - particularly pedestrian, cycle and vehicle movement on one side and public realm, street furniture and de-cluttering on the other, we hope to instigate positive change in the town centre to attract the required enthusiasm and investment.

We will create a town centre that is functional, inclusive, sustainable, fun, beautiful and unique. These themes have been chosen to respond to both the existing retail and leisure uses in the town, but also the thriving residential neighbourhoods that share the town centre locality - particularly the families, teenagers and children.

Our work identifies key areas within the town centre, where new proposals focus on improving the external environment to create a more pleasant and functional space for all people.

They particularly focus on:

Improved traffic solutions and easier connectivity (junction by Town Hall, Washway Road/Cross Street, Sibson Road, Ashfield Road), and;

Public realm improvements (School Road, Town Hall, Waterside Centre and Bridge, Family Square in front of The Square, Northenden Road).

These are not seen as individual interventions, but parts of an overall, interconnected masterplan.

**WHY A STRATEGY?**

On paper, Sale town centre seems like a thriving economic and social environment: low retail vacancy rates and independent retailers on or around the high street, local leisure and public facilities, abundant street planting and the canal, a public square and arts and creative offer in Sale Waterside, a strong housing stock and wider linkages to surrounding green areas.

However, in some respects the town centre is underperforming and does not provide an attractive environment for residents or visitors. Particular connectivity issues with the surrounding residential areas have been raised, as well as daily traffic congestion.

Sale lacks a kind of specialness that makes residents proud to belong there and visitors eager to come and be a part of the streetlife. Providing residents, workers and visitors with a good array of shops and services isn’t enough these days - life has become increasingly experiential. Historically, town centre experiences were as much about ‘who you saw’ in town, much rather than ‘what you bought’. With the rise of internet shopping and big-box convenience retail, much of that experience has been lost.

However, we think town centres are changing. They are becoming more like what they once were.

We think the town centre of the future is a place to visit, engage, relax and enjoy - as much as it is to shop.

We believe the existing assets in Sale town centre can support this, as can the community - it has the potential for a forward-thinking, modern, but timeless solution.
1 Introduction
ABOUT THE AUTHORS
Planit-IE are landscape architects and urbanists who have a deep fascination in the way we live our lives. Their work is multi-faceted and far-reaching. They work on large-scale dense, gritty urban sites to sensitive greenfield one-off developments; each time giving the project the time, dedication and thought process it deserves.

Planit-IE are Altrincham based, and have spent recent years writing town centre strategies all over the country.

Civic Engineers are civil, structural and transport engineers, passionate about the public realm and how to enable transformational change through application of our engineering expertise. They are based in Manchester city centre and have engineered a significant number of award winning projects in the region, many with Planit-IE.

PURPOSE OF THIS STRATEGY
The aim of this document is to guide targeted investment in public space, support the local economy and provide an attractive and connected town centre.

Sale has a number of strong, unique assets that can support a vibrant town centre: a young population within an established community, a number of public and cultural institutions, direct access to the Bridgewater Canal, a compact urban fabric and an established retail trade. Nevertheless, it is in strong competition with other town centres in Greater Manchester, as well as the nearby Trafford Centre and Manchester city centre. It has found itself being unattractive to many residents and unknown to potential visitors.

This strategy identifies Sale’s intrinsic features and uses them as catalysts to create a strong and lively town centre for all Sale residents, businesses and visitors.

Specifically, the strategy aims to define a plan for a:

• Beautiful shopping, dwelling, play and dining environment in the town centre
• Safe, straightforward and easy movement solutions for both pedestrians, cyclist and drivers
• Events calendar that would invite residents and visitors to spend more time in Sale town centre
• Create a new destination on Greater Manchester’s map, for both day- and evening activities
• Attract investment for a diverse retail and service offer, and;
• Act as a catalyst for wider improvements and development in Sale.

This strategy is to be used as a tool for attracting investment to Sale, helping make it a high quality town centre and an attractive destination for daytime and evening activity and economy. But it is also a means of communicating a vision for Sale town centre for both stakeholders and residents.

Therefore, it is intended that this document is:

• Understandable for everyone
By using a suitable and understandable language, we insure that this Strategy will be attractive to not only decision makers and investors, but also to residents and businesses as they have, through a collaborative consultation process, contributed to it.

• Legible
Compact and legible, this document will get straight to the point, finding solutions for Sale’s challenges and communicating them in an easy and simple form. Easy to navigate by dividing the content into 5 chapters, the document is a selling point for all that Sale can be.

• Deliverable
Providing solutions that are realistic to achieve and that benefit the Council, stakeholders, businesses and residents, as well as the environment; contributing to healthier living spaces, quality of life and the long term image of Sale.
THE MASTERPLAN

The Strategy covers an indicative area of Sale, that is loosely related to the official town centre boundary defined in the Trafford Unitary Development Plan. It is bound by Ashfield Road to the north, Sibson Road to the south, Springfield Road to the east and the A56 to the west.

It includes the Town Hall, Waterside Centre and the plaza adjacent to the Bridgewater Canal, continuing towards the area around Sale Metrolink Station and finally Northeden Road and surrounding roads.

Particular emphasis in this strategy is given to School Road, Sale’s pedestrianised High Street, which will become the reference point for the character of the whole scheme. This will permeate into the side streets, facilitating their activation and connectivity with adjacent facilities.
The Sale Public Realm and Movement Strategy has been produced following a thorough and robust iterative process, with a strong input from local stakeholders and the community, and with the goal of providing a town centre site-specific response.

A series of fortnightly meetings with Trafford Council were held throughout the process, where the design team briefed the client about the progress, and allowed an exchange of experiences and ideas as the project developed. Site visits were repeated throughout the process, at different times of day to understand the rhythm and movement patterns in the town centre.

In July 2017 the design team, together with the Council undertook a Best Practice and Lessons Learnt study trip to Sheffield to study the Grey to Green retrofit urban drainage scheme. This project was chosen as an example of both sustainable systems in practice but more importantly that with a strong, shared and committed vision even ‘the impossible’ can be achieved.

The process continued with on-site, baseline data and urban design analyses, movement surveys and a landscape quality audit, before beginning the engagement process with a town centre stakeholders and Trafford Council Elected Members workshops.

Following production of the outline designs, the design team engaged the public through a day long workshop. The findings from this consultation exercise were again implemented back into the design before final proposals were submitted to Trafford Council for review and approval.

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**PROJECT TIMELINE**

- **June 2017**: Inception Meeting
- **July 2017**: Baseline Analysis, Data Collection, Design Proposals, Engagement with Stakeholders, Best Practice Workshop
- **August 2017**: Wider consultation
- **September 2017**: Presentation to Working Group, Review by Trafford Council
First and foremost, Sale town centre will become a well functioning environment for business, movement and dwelling. It will create a comfortable and safe environment for pedestrians and shoppers; guiding their route, and if they choose, slowing them down to enjoy all that is happening on the high street.

Good street lighting will extend the high street’s use into the evening hours, with a selection of restaurants and bars offering an alternative to Altrincham and other surrounding town centres, including Manchester City Centre. The high street becomes a beautiful backdrop to the uses, customers keeping an eye on the street, making passers-by feel safe.

The masterplan will offer opportunities to spend time in the town centre, without necessarily having to spend money in the town. This can be seen as controversial - but the ability for the public to engage publicly and freely is a key component of a successful town centre - a variety of seating and dwelling opportunities will invite people to rest, eat their lunch or just observe the street life, alone or with a friend. It will become an inviting and comfortable environment for everyone to use and enjoy, regardless of their age and background.

With the help of planting and biodiversity, the town centre will become a beautiful environment that people will be proud of, take care of and actively enjoy through dwelling, play, or just passing through.

The solution will be timeless, maturing through the years; the planting interesting throughout the seasons, varied and creating different atmospheres throughout the town centre.

Creating an environmentally sustainable town centre will be fundamental to the success and longevity of the public realm.

New green infrastructure will improve the town centre microclimate, providing cooling and shading, whilst contributing to enhanced biodiversity and the management of surface water. The aspiration is for Sale town centre to become an exemplar of beautiful, easy to maintain, functional urban nature.

Adding to its functionality and beauty, the landscape will be fun, catering to children through multifunctional urban furniture that will encourage play, movement and exploration, without being childish. The busy town centre will make it interesting to walk through and linger, and even just passively engage. An environment fun for children, cool for teenagers and pleasant for seniors.

Our goal is to create a strong image for Sale, a recognisable urban landscape enjoyed throughout the seasons and built on existing established assets. Together with the town centre's landmark buildings, it will create an identity for Sale like no other in the Greater Manchester area.
This public realm strategy seeks to create a framework for a town centre that supports social, economic and recreational activities, help increase the time people spend there and builds a sense of pride and belonging. The use of green and blue infrastructure and a range of high quality urban furniture aims to beautify the public realm and thus facilitate activity on the streets.
A thorough rethinking of traffic flow and organisation within and around the town centre will be undertaken to improve the carriageways, junctions and parking. The aim is to achieve seamless movement of pedestrians, a practical and safe environment for cyclists and an easy thoroughfare and access for vehicles. Overall, the masterplan will encourage walking and cycling into and within the town centre, inspire healthier lifestyles and achieve a cleaner environment.
Creating the right public realm that attracts residents and visitors, alongside new and improved connections will support the current retail and service offer, as well as attracting new business, encouraging investment and contributing to Sale’s economy. Such a fantastic high street can also support a diverse retail, drink and food offer, that will extend the high street’s use into the evening hours.
A HISTORY AS A COMMUTER TOWN

Sale lies along the lines of one of UK’s main Roman routes - between the fortresses in Chester (Deva Victrix) and York (Eboracum), via Manchester’s fort Mamucium.

It first boomed after the Bridgewater Canal reached the town in 1765, providing an easy and cheap connection to Manchester, stimulating urbanisation and eventually absorbing the Cross Street village.

After the arrival of the Manchester South Junction and Altrincham Railway in 1849, Sale flourished as a commuter town for Manchester, with an influx of middle class population, particularly into the new villas in Sale Moor. Sale merged with the neighbouring Ashton upon Mersey in 1929 and continued to thrive as a commuter town, particularly with the building of the M60 and Metrolink tram network.

Its steady growth continued until the early 1980s, when the decline of population followed that of the Trafford and Greater Manchester industries. This trend continued in the following decades.

A DESIRABLE PLACE TO LIVE

Today, the overall perception of Sale within the Greater Manchester context can be summarised as being a somewhat affordable suburb (compared to other equivalent suburbs in south Manchester), popular due to its proximity to some excellent schools and links to central Manchester.

A survey undertaken earlier in 2017 by the Centre of Economics and Business Research and Royal Mail found that Sale is England’s 4th most desirable town to live in. People highlighted the area’s abundance of good primary and secondary schools, more affordable housing, proximity to Manchester City Centre, good transport links, greenspace and not least a sense of community and neighbourliness as Sale’s attributes.

The town centre though isn’t perceived as attractive enough to visit for ‘non-locals’ and there is a lack of awareness that there is an existing high quality independent restaurant offer, primarily concentrated on Northenden Road.

EVENTS & COMMUNITY

Sale has a number of established, popular events, both annual and one-offs.

Sale Arts Trail is a biannual event in June, when artists take over the Waterside Arts Centre for one day. It gathers Trafford’s artists, designers, photographers and makers.

Sale Festival is an annual summer festival, concentrating on communal events throughout Sale.

There is a Christmas market each year, as well as a Christmas light switch on.

In summer 2016 one of Sale’s most popular events took place. Sale Art Zoo was an 8-week urban exhibition that celebrated Chester Zoo founder and Sale native George Mottershed with colourfully decorated life-size animals displayed throughout the town centre. Some of the exhibition pieces are still scattered around the town centre.

This community art exhibition in Sale’s public realm was facilitated by Two by Two Hurrah, that specialises in community art events and projects, particularly with children, hoping to facilitate a sense of pride and ownership in Sale.

The Facebook group M33 Sale has almost 11,000 members with the aim of creating and improving the community in Sale.
Introduction

**WIDER CONNECTIONS**

Sale is well connected to surrounding towns and cities through a number of strategic links, including the A56 which joins Altrincham to the south and Manchester to the north, the A6144 and the M60 Manchester Outer Ring Road, which is connected by the A56 at junction 7.

The Metrolink is well positioned to the east of the town centre and provides regular services to Altrincham, Bury, Etihad Campus and Manchester Airport.

In addition to this, the canal towpath provides a suitable route for journeys by foot or bicycle to Manchester to the north and Altrincham to the south.

The town centre is well served by a number of bus services which generally operate around its perimeter, along Northenden Road and the A56. Bus operators provide regular bus services to and from Stockport, Manchester Airport, Altrincham and Manchester City Centre.

All town centre bus stops are within a 5 minute walk from School Road and generally benefit from bus shelters with timetable information.

**GREENSPACE**

There is a number of mature greenspaces within walking distance of Sale town centre, including Worthington Park, Ashton Road Park, Kelsall Street Park, Walkden Gardens and Walton Road Park.

A few allotment gardens dispersed throughout Sale are available for citizens.

To the north the Mersey River Valley as part of the North West Green Belt creates a natural green boundary towards neighbouring towns.

Sale Water Park, with its large artificial lake and the Trafford Water Sports Centre, is a popular recreational destination for the whole of Greater Manchester, as well as an important wildlife reserve. It serves as flood defence for the surrounding Trafford area, joining Chorlton Water Park along with others as a flood basin.

Originally built to transport coal, today the Bridgewater Canal has an important transport and recreational purpose, connecting Sale to the North West’s main waterway network.

**SCHOOLS**

A number of primary schools serve Sale, along with Sale High School and Sale Grammar School. Their outdoor spaces and playgrounds serve an important recreational and leisure role for their pupils.
SALE IS SURROUNDED BY A NUMBER OF QUALITY GREENSPACES, SPORTS FACILITIES AND CLUBS, AS WELL AS PRIMARY AND SECONDARY SCHOOLS THAT MAKE THE AREA ATTRACTIVE FOR FAMILIES.
Sale Town Centre Today
The baseline analysis and engagement workshops demonstrated the huge potential Sale has to become a Fantastic Town Centre. It has also identified problematic features and unrealised potential that result in a currently under-performing high street; an outdated and cluttered public realm, congested traffic conditions and an unattractive retail environment.

This Strategy aims to identify the existing assets and intrinsic characteristics of Sale and use them to their full advantage, creating the framework for a modern town centre fit for the community calling Sale their home.

SENSE OF ARRIVAL
Which ever way visitors enter Sale Town Centre, they will understand that they have arrived. The lack of orientation when exiting Sale Metrolink station, as well as a lack of a recognition when driving through Sale on the A56 are to be improved. We seek to create a welcoming experience with landmarks, intelligent wayfinding and recognisable features to guide movement and put Sale on the map.

A FANTASTIC HIGH STREET
Sale has a number of established streets and spaces which have the potential of anchoring a wider public realm strategy.

School Road has a fine scale, pleasantly framed by buildings with dense active ground floor uses. It is however, perceived as messy and cluttered, with unkempt trees obstructing long views and darkening the street. But because of its human scale and density of uses, it has potential of becoming the town centre’s focal point and unmissable destination and this should be exploited.

SPACES TO ENJOY
The area in front of the Town Hall, the area around Bridgewater Canal and the bridge are only a few of the many spaces to be improved that have more potential than they offer now. Through opportunities that encourage activities such as dwelling, play and recreation, these spaces can become destinations throughout the seasons.

Although the Bridgewater Canal is a popular recreational route, in Sale there are very few opportunities to sit near its tow path or enjoy the water and activities. People find water extremely attractive and opportunities to look at or interact with it should be created.

Northeden Road on the eastern side of the canal is home to a row of bars, restaurants and shops thriving in a way that is comparable to the popular Chorlton. It’s individuality is important and a stronger connection with the high street will benefit both sides of the town.

ANCHOR BUILDINGS
Landmark buildings such as the Town Hall, The Bulls Head Pub and St. Paul’s Church have the presence to “hold” the public realm around them. School Road also benefits from a number of beautiful buildings, some of them vacant, that have the potential of becoming successful commercial spaces.

A SENSE OF PLACE
What perhaps characterises Sale the most is its relationship with the Bridgewater Canal. Otherwise, despite its qualities known to the residents, it is not a destination on the map and not easily differentiated from its neighbours. This Strategy with its proposals seeks to identify that which is or will become unique in Sale, using it as a common denominator throughout the town centre and making it a source of pride for the residents, as well as an attraction for visitors and investment.
**TREES**

Sale’s trees are one of its most important assets - the trees on School Road, in front of Town Hall and on the surrounding streets give it a green character which this strategy seeks to enhance. Trees are immensely important in urban environments - not only do they beautify streets and squares, they contribute to a more pleasant microclimate, mitigate extreme temperatures, purify air and bring what is really our natural environment closer to us - nature.

In Sale, trees will serve a few main purposes. They will become elements of space creation and identity (School Road), announce the town on key edges (Washway Road/Cross Street) and become a connecting element through the town and beyond.

**LIGHTING**

Lighting plays an important part of any external environment and a well considered lighting scheme can create both a feeling of safety and also provide visual interest in the hours of darkness.

The Strategy proposals will seek to provide a level of safety throughout the town centre, but also contribute to creating a vibrant environment after daylight hours.

Safe and attractive lighting is critical to extending the economy of the town and ensuring businesses have the opportunity to trade into the evening, and visitors have the ability to explore the town throughout the day and into the evening.

A VARIETY OF SUPERMARKETS ARE LOCATED IN THE TOWN CENTRE, WITH ESTABLISHED PUBLIC INSTITUTIONS SERVING THE RESIDENTS
The Strategy will create a safer, more pleasant pedestrian environment and hopefully encourage walking and cycling through an improved streetscape, leading to a safer, more vibrant and happier Sale.

**PEDESTRIAN ENVIRONMENT**

There is a clear need to shift the movement focus from the vehicles to the pedestrian. Sale town centre is relatively compact and it takes around 5 minutes to walk through, benefiting from the predominantly pedestrianised high street. All roads have footways and street lighting, but the organisation of the signal controlled pedestrian crossings make the roads difficult to cross. Their de-cluttering and rethinking will make pedestrian movement more straightforward, but still keep it safe.

There is only one suitable place to cross the canal within the vicinity of the town centre, with other crossing places located 800m to the north and 1,000m to the south.

There is a lack of connectivity with surrounding residential areas, particularly the ones to the south. A more permeable urban form is expected with the proposed Square redevelopment.

Seamless, safe circumstances for pedestrian movement encourage walking and dwelling, particularly for the more vulnerable members of the society - children, elderly and the disabled.

**CYCLING**

Crossing the town centre by bike takes around 2 minutes. Sale benefits from a number of high quality cycle routes, particularly the National Cycle Network (NCN) Regional Route 82 which runs parallel to the Bridgewater Canal. Cycle parking is provided in numerous locations around the town centre, including a new cycle hub which operates at Sale Metrolink station.

The 2011 Census Journey to Work data indicated that just 3% of people within Sale currently travel to work by bicycle. Good cycling infrastructure and education can encourage people to use this healthy mode of traffic more often and Sale as a compact and connected town has a huge opportunity of becoming a role model in cycling.

**VEHICULAR MOVEMENT**

The main body of traffic in Sale runs along the A56, which forms a key strategic route from Altrincham to Manchester city centre. A medium to high volume of traffic is found around the perimeter of the town centre, and at peak times queues of cars line the roads at junctions.

Movement patterns and flows were analysed through observation and traffic counts and the Strategy will seek to reorganise junctions and narrow carriageways, thus reclaiming space and optimising its use.

A high number of parking spaces are found in and around the town centre, including on-street and retail parking. The perception though is that of a lack in parking spaces, as there is a need for wayfinding and information.

**PUBLIC TRANSPORT**

Sale benefits from a Metrolink station that is well positioned to the east of the town centre and provides regular services to Altrincham, Bury, Etihad Campus and Manchester Airport.

The town centre is well served by a number of bus services which generally operate around its perimeter, along Northenden Road and the A56. Bus operators provide regular bus services to and from Stockport, Manchester Airport, Altrincham and Manchester City Centre.

All town centre bus stops are within a 5 minute walk from Sale high street and generally benefit from bus shelters with timetable information.
VEHICULAR MOVEMENT & PARKING

KEY
- Vehicular movement
- Key junction
- Taxis
- Parking
- Roof parking
- Multistorey parking

PEDESTRIAN AND CYCLE MOVEMENT & PUBLIC TRANSPORT

KEY
- Canal towpath
- Pedestrian street
- Indoor movement
- TFGM Sale Cycle Hub at Metrolink station
- Bus stop
- Metrolink station
SALE'S OVERARCHING VISIONS AND GOALS

Sale Town Centre is governed by a number of existing policy documents, strategy pieces and vision documents. The purpose of this document is to knit all of the existing documentation into a coherent plan that focuses on the delivery of a public realm vision that creates the framework from which the economic targets can be achieved.

The following policy documents and policy frameworks have been considered when developing the public realm vision for the town centre:

- Draft Greater Manchester Strategic Framework (GMSF), 2016
- Trafford Local Plan: Core Strategy, 2012
- Retail and Leisure Study, 2007
- Sale Town Centre Road Map, 2014
- Draft Land Allocations Plan, 2014
- SPD2: A56 Corridor Development Guidelines, 2007
- Sale Town Centre Improvement Plan, 2017
- Trafford Vision 2031

The key driver that is consistent in all of the above documents is the need to delivering sustainable economic growth, particularly in the town centre. Delivering more jobs and more homes is also a recurring theme.

In the Trafford Local Plan Sale town centre is identified as a location for regeneration and change, with the aim of its consolidation and improvement.

The production of this Public Realm and Movement Strategy is the first step in delivering these goals. More specifically, the specific goals and commentary is set out below.

TRAFFORD VISION 2031

The Trafford Vision 2031 will identify Sale as a leisure and sporting destination, naming Sale Leisure Centre, the Waterside Centre, the Bridgewater Canal and the rest of the Mersey Valley as its key assets. It stresses the need for strengthening this status as a means to improve the visitor economy, as well as the ongoing vitality and viability of the town centre.

SALE TOWN CENTRE IMPROVEMENT PLAN

The Improvement Plan recognises that the town centre vacancy rate is below the national average, although aspects of the retail quality is raised and the need for competitiveness is apparent.

Sale, as other town centres, faces the risks changing consumers’ habits, competing with out-of-town retail centres and internet shopping.

Trafford Council wants to ensure the vitality of its town centres and the aspiration that their residents can use them for shopping, leisure and relaxation on an everyday basis.

The Plan highlights the need for a strong sense of place in Sale and a distinctive identity that takes advantage of all its existing physical and cultural assets. This would support a high quality shopping environment, with a balance of independent retailers and national chains, for the benefit of residents, businesses, visitors and private sector investors.
Sale has two major projects that will impact positively on the town centre in the coming years.

The Square Shopping Centre is intended for refurbishment and redevelopment. Significant changes to the south-western edge of the site will see improved pedestrian links to the adjacent residential area and Bridgewater Canal. Additional housing will be introduced further enhancing the population and diversity of the town centre residents. Outline plans also include a multi-storey car park, retail space, a cinema and improved public realm. A planning application is expected in early 2018.

The former Trafford Magistrates Court site on the corner of Cross Street and Ashton Lane is recognised as a major development opportunity. Pedestrian connectivity across Cross St / Washway Road will be an important consideration of the plans.
A REAL ENGAGEMENT PROCESS

The engagement process has taken a multi-faceted approach, with the aim of involving as many of Sale’s key stakeholders as well as the public to ensure our understanding of the town centre is as well rounded as possible.

During the outline stage two engagement workshops were held - first was for Trafford Council Members and the second - a Key Stakeholder workshop - for local business/community leaders and a community representative.

In all, 21 persons were in attendance, giving valuable local feedback for the oncoming masterplan proposals, helping inform the programme, setting the goals to deliver a town centre of the future and to anchor the project during its initial phases.

OUTPUTS FROM THE INITIAL STAKEHOLDER WORKSHOPS

The two evening workshops resulted in different feedback, but with some common themes running across both. Both the local Members and Key Stakeholders sharing the same concerns of the town centre, as well as acknowledging the positive assets in the town centre, including:

- Signage and Wayfinding should be improved. This included both pedestrian wayfinding and signage to town centre car parks.
- Improve connections between Sale Town Centre and adjacent residential areas.
- Increase dwell time in town centre - in particular School Road and its adjacent streets.
- Improve arrival experience into Sale by tram and by road; from the north via Washway Road/Cross Street and from the southeast via Northenden Road.
- Enhance and improve the setting of numerous key public spaces throughout the town centre including School Road, Waterside Plaza, Sale Town Hall Frontage, Interaction along Bridgewater Canal and the public space outside ‘Boots’.
TRAFFORD CYCLE FORUM

A meeting with the Cycle Forum was held where the Strategy’s cycling priorities were discussed. The members’ key responses include:

- Supporting the Strategy’s aim of creating an environment that encourages co-operation from all participants;
- Supporting measures which will slow down drivers, but dubious of ‘claim the lane’ principle;
- Supporting dedicated cycling facilities and links to Bridgewater Way;
- Requesting cycling on pedestrianised School Road.

SHARED RESPONSES FROM STAKEHOLDER WORKSHOPS

Improve pedestrian links

Improve arrival experience

The Waterside Centre is a focal point for culture, arts and events and this should be improved

Bridgewater Canal is a unique asset - improve visual and physical connections

Improve connectivity between town centre & surrounding residential areas

Trees are an important asset

Improve arrival experience

Sale Town Centre Today
KEY TRAFFIC IMPROVEMENTS
During the design process, sketches were used to illustrate draft proposals and then facilitate discussion with both Trafford Council members, key stakeholders and the public.

A number of options have been tested, including providing a signalised crossing with a reduced number of lanes, and the most effective solution will be to provide an informal roundabout arrangement. This solution maintains existing capacities whilst providing a single lane on entry and exist to arm as such allowing significant space to be reallocated from carriageway to footway and other uses.
It is proposed to re-provide space on Sibson Road through removal of the wide median and painted ghost islands that currently exist to the east of the junction with Hayfield Street. This allows creation of a new linear park, provision of a two way cycle lane and much more comfortable, safer crossing.

Space will be reallocated on Springfield Road to allow wider footway and dwell space to be provided outside of Springfield Primary School. This will not only create a safer environment outside of the school but will also provide more space for parents and children during collection and drop off.
A public consultation event was held in The Square shopping centre in Sale town centre on Saturday 30th September 2017 from 10am to 3pm.

The public consultation was advertised with flyers and posters, as well as on social media and Trafford Council’s website. A few hundred people attended the event, with consultation boards summarising the design team’s work so far, a children’s workshop running parallel, with the team available for questions and discussion. Questionnaires with 18 questions were distributed so residents could give feedback on the boards, as well as opinions and ideas for the Strategy.

The consultation continued on Trafford Council’s website for a further two weeks. In all over 600 responses were received.

The event itself reflected Sale’s strong sense of community, with residents being very engaged and passionate about the town they live in. They were keen for something to happen as the overall feeling was that the town centre does not represent them or fulfil their needs for shopping, entertainment and leisure activities.

The summary of the consultation responses are on the following pages.
**HOT TOPICS**
A few themes were repeatedly mentioned during in conversation and public consultation responses.

### The Top 3
- **Improved retail offer** - particularly for independent and better quality shops, restaurants and bars
- **Improved public realm** - street furniture, lighting, planting
- **Improved links to the Bridgewater Canal and Northenden Road**

### Points people discussed
- **Opening up School Road to cyclists or discouraging cyclists**
- **Opening up School Road to periodical vehicular traffic or increasing pedestrianisation**
- **Junction outside the Town Hall**

### PUBLIC REALM
- Cleaner and less cluttered
- Improved lighting to make School Road safer and add atmosphere
- Improved seating
- Better quality paving
- More greenery, including tree maintenance
- Facilities for children and teenagers
- Improved safety
- Market

### MOVEMENT
- Allow traffic down School Road for it to be livelier, particularly at night
- Better pedestrian links with the Waterside Centre and Northenden Road

### RETAIL
- Homogenising/cleaning up the shop fronts
- Fewer empty units
- Spill-out
The questionnaires included a number of questions regarding residents’ habits of movement and use in and of the town centre, ones that sought feedback of the presented boards and ideas, those where they could express their opinions on the current state of the town centre, as well as wishes for its improvement, ideas for its identity and desires for the future.

The answers reflected the wide diversity of users frequenting the town centre, but also highlighted patterns and common wishes.

**HOW DO YOU USUALLY GET TO SALE TOWN CENTRE?**

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>ON FOOT</td>
<td>75%</td>
</tr>
<tr>
<td>BY CAR</td>
<td>57%</td>
</tr>
<tr>
<td>ON BIKE</td>
<td>10%</td>
</tr>
<tr>
<td>BY BUS</td>
<td>5%</td>
</tr>
<tr>
<td>BY METRO</td>
<td>1%</td>
</tr>
<tr>
<td>BY TAXI</td>
<td>0%</td>
</tr>
</tbody>
</table>

**WHAT MAKES YOU GO TO SALE TOWN CENTRE?**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHOPPING</td>
<td>88%</td>
</tr>
<tr>
<td>WORK</td>
<td>75%</td>
</tr>
<tr>
<td>MEETING FAMILY/FRIEND</td>
<td>34%</td>
</tr>
<tr>
<td>ERRANDS</td>
<td>33%</td>
</tr>
<tr>
<td>PASS THROUGH ON MY WAY...</td>
<td>0%</td>
</tr>
<tr>
<td>LUNCH/ DINNER/DRINKS</td>
<td>0%</td>
</tr>
<tr>
<td>COFFEE</td>
<td>0%</td>
</tr>
<tr>
<td>EVENING ENTERTAINMENT</td>
<td>0%</td>
</tr>
</tbody>
</table>

**ALSO MENTIONED**

CHILDREN’S ACTIVITIES (SCHOOL RUNS, KIDS’ & BABY CLASSES, PLAY GROUPS AND DANCE CLASSES)

LIBRARY

BANK
WHAT OTHER THEMES WOULD STRENGTHEN SALE’S IDENTITY?

- **Community**: 69%
- **Art**: 52%
- **Kids**: 42%
- **Science**: 42%
- **Education**: 0%

**Also mentioned**: Heritage / Sports / Food inspired by Altrincham

WHICH NEW ACTIVITY COULD YOU IMAGINE TAKING UP IN SALE TOWN CENTRE ONCE IMPROVED?

- **Sundays Market**: 79%
- **Eating and Drinking**: 74%
- **Sitting by the Canal on a Sunny Day**: 62%
- **Spending Time with Friends**: 58%
- **Open Air Theatre Performances**: 53%
- **Saturday Morning Coffee**: 48%
- **Cycling To / Around The Town Centre**: 35%

Having looked at the boards, how would you like the town centre to be?

- **Cleaner & Greener**: 76%
- **More Attractive in the Evenings**: 74%
- **More Beautiful**: 67%
- **Safer for Pedestrians**: 52%
- **Less Congested with Vehicles**: 42%
- **More Children Friendly**: 42%
- **More Attractive in the Evenings**: 0%

Respondents had the opportunity to select multiple answers.

Respondents had the opportunity to select multiple answers.

Respondents had the opportunity to select multiple answers.

Respondents had the opportunity to select multiple answers.

Respondents had the opportunity to select multiple answers.
ARE YOU IN AGREEMENT WITH THE DESIGN IDEAS AND OVERALL VISION?

78%

DO YOU AGREE THAT DIFFERENT AREAS OF THE TOWN CENTRE SHOULD BE BETTER CONNECTED?

95%

WOULD YOU BENEFIT FROM IMPROVED WALKING AND CYCLING ROUTES IN AND AROUND SALE TOWN CENTRE?

86%

DO YOU THINK SALE TOWN CENTRE WOULD BENEFIT FROM PUBLIC ART AND INSTALLATIONS, THAT ALSO ACT AS POINT OF REFERENCE?

73%

DO YOU THINK SALE TOWN CENTRE WOULD BENEFIT FROM MORE EVENTS?

91%

DO YOU LIKE THE TREES AND PLANTERS ON SCHOOL ROAD?

82%

'I like the trees but planters, not really - look scruffy, ugly, dated, not inspiring’

BUT ALSO

- Trees overgrown, too big, although most like the greenery
- Need to be maintained (leaves from trees make pavement slippery)
- Planters cause problem with permeability for walking and cycling
HOW DO YOU THINK SCHOOL ROAD COULD BE IMPROVED?

"Independent shops, café culture, more local businesses – e.g. independent bakery, butcher, greengrocer. Fewer bookmakers and charity shops. Less cheap chains. More trees, flowers. More creative use of the planters. Make it more attractive – decorate the streets."

WHAT IS YOUR FAVOURITE PLACE OR STREET IN SALE TOWN CENTRE?

'By the canal (and Northenden Road could be much improved – then it would be my favourite)"

"Northenden Road has better vibe and shops, but the open space of Waterside by the canal has so much potential."

"The Waterside plaza, I also like all the Victorian streets with the beautiful trees. The parks are superb."

I WOULD LIKE IT IF THERE WAS IN SALE TOWN CENTRE

- A BETTER FOCAL POINT
- A CINEMA
- FREE PARKING
- MORE ACTIVITIES
- MORE SPECIALITY CLOTHES SHOPS
- A MARKET
- AN EVENING OFFER
- A GARDEN
3

A Fantastic Town Centre
Sale town centre will become a sustainable, fun and inclusive urban environment that will attract existing residents and new visitors of all ages to enjoy spending more time on the streets and spaces of Sale. This will encourage and support a thriving town centre economy with a diverse, high quality offer. A new identity will put Sale on the map and create an exciting destination on Greater Manchester's scene. It will offer a 'uniquely Sale' experience - green, beautiful and fun.
A Fantastic Town Centre

VISION

We will create an external environment that is interesting all year round supporting a variety of activities whilst driving positive economic development and improving and diversifying the retail and commercial offer.

We will create an environment for a more social and green urban lifestyle by taking full advantage of Sale’s existing assets, unearthing hidden gems and binding them together in a way that it serves existing business and gives the town a backdrop from which to launch itself with a model modern high street.

The new traffic solution will encourage people to leave the car at home and walk or cycle to and from the town centre. Those that need to drive will be able to access the town centre quickly and efficiently, easily finding a parking space in the multitude of car parks around the town.

You will learn about Sale through word of mouth. It is not a shouty ‘look-at-me’ town. It is a humble place, where people respect each other. People aren’t afraid to engage with one another and they come to town to spend their free time. Why don’t your friends come to you and meet in town. Why don’t you encourage your boss to move to Sale? Why don’t you start your new business venture in Sale? Why don’t you bring the children to Sale because you know you can entertain them for a day, for free! It is all here in Sale.

VALUES & MOMENTUM

A holistic, sustainable solution that is functional, allowing things to operate smoothly, but creating a beautiful and relaxing environment.

We want Sale town centre to become a vibrant shopping and dining destination, with a high quality offer, supporting local businesses and sustainable production. The aspiration is to strengthen Sale’s cultural offer through music, performances, theatre and markets.

We want the public realm improvements to have a positive effect not only on the daily rhythm of the high street, but also on Sale residents’ lifestyles, encouraging them to spend more time outdoors, interacting with family, friends and fellow citizens.

We want to encourage walking and cycling on an everyday basis, as well as recreationally, by creating a pleasant streetscape to and in the town centre, securing ample bicycle facilities and dwelling opportunities. We also hope to facilitate community engagement through maintenance, education and activities in the town.

Sale town centre will become a beautiful environment, green in its nature and character; we hope to inspire a new trend in urban design and encourage the greening of streets, squares, gardens and balconies throughout Sale.
Planit-IE worked with Trafford Council in 2011 to produce a public realm lead masterplan and vision for the then failing town centre. The culmination of the study was to relaunch the town centre as the Modern Market Town.

It included detailed public realm proposals for the Lower Market Square, redesigned Goose Green and two key shopping streets within the town centre. All of which have since been implemented and have acted as catalysts for further regeneration and wider development proposals.

Phase 2 works saw the redesign and implementation of Stamford New Road, with an emphasis on widening footways, slowing vehicle speeds, new tree planting and increased courtesy crossings along the busy street.

Balanced Street principles have been adopted throughout the streetscapes and public spaces to redress the balance between vehicles and pedestrians, whilst fulfilling operational requirements of the busy markets and town centre commercial offer.

The town centre focuses around the hugely successful Altrincham Market, and Market House Altrincham. The surrounding streets, redesigned as pedestrian priority environments are a hive of activity both during the day and have now extended the town centre’s evening economy by 6-8 hours.

Altrincham has seen marked improvement in the economic productivity of the town, along with a number of other positive outcomes that were measured and assessed as part of the project Key Performance Indicators.

- Shop vacancy rates have dropped from 30% to 8%
- Planning Applications have almost doubled
- Integrated street design has enhanced the pedestrian experience creating a walkable town centre
- Footfall has increased
- Crime and anti-social behaviour have decreased
- The award-winning Market is now nationally recognised.
The Grey to Green scheme grew out of proposals in Sheffield’s 2013 City Centre Masterplan as a key step to expand the boundary of Sheffield’s city centre back to its historic core by the River Don and to mitigate the effects of severe flash flooding in the town. The West Bar road sits at the bottom of the hill with the city centre high above. During periods of intense and sustained rainfall the river Don has overtopped its banks on numerous occasion.

Following construction of the Inner Relief Road in 2008, large swathes of the West Bar carriageway become redundant and it was decided to turn the space over to a sustainable urban drainage system that would trap and slow the release of water into the river Don from the city above.

At the same time, this was seen as an opportunity to enhance the environment and reduce barriers between the Riverside Business District, Castlegate and the rest of the city centre, ultimately transforming the district into a growing business and living area.

The overall Grey to Green scheme includes the transformation of 1.3 kilometers of redundant roads into new linear public spaces and gardens. Completed in 2016, the first of the three phases reaches from West Bar to Lady’s Bridge; this innovative urban space uses perennial flower meadows, trees and shrubs, as well as high quality paving and street furniture to create a beautiful setting for walking or dwelling, doubling as a rain garden in an area that was previously hit by severe flooding.

The scheme received national recognition and numerous awards, as it attracts new investment and jobs, contributing to the city’s environmental goals and setting a precedent in modern urban design.
The existing trees on School Road and surrounding street trees and parks are a beloved asset in Sale. Green infrastructure and landmark trees will support this character and bind the town centre’s squares and spaces together. Quality perennial planting will add another dimension, particularly to the high street.
Interconnected, flexible and multifunctional squares and spaces where things happen and which people gravitate towards. Their different characters give them identity, while their arrangement makes them appropriate for a variety of seasonal events and temporary activities - markets, performances and exhibitions.
Rebalancing the roads and junctions will encourage the flow of vehicular traffic, free up valuable space for pedestrian and cycle movement and offer opportunities for beautification with planting. Improved wayfinding will make finding a parking space easier and more efficient. Cyclists and particularly pedestrians will find that the street belongs to them.
The side streets will be the bearers of improved north-south connectivity. The upgraded visual and physical connections to the big box supermarkets will make them a part of the town centre and encourage enterprise and activity in these links.
Sculpture, trees and signs will become landmarks to wayfinding and guiding movement when entering Sale. Gateway features will announce the town, paving details will communicate a difference in character and trees will frame landmark buildings and anchor street corners.
All five of these elements will result in a real identity and regional reputation for Sale. Combined, they will create a pleasant, human streetscape that will invite daily and seasonal activity, encourage healthy lifestyles and communicate the importance of balanced environments.
Ashton Lane
A narrowed carriageway and wider footpaths seek to improve the pedestrian experience and connectivity to new development on the former Magistrates Court site.

Ashfield Road
New pedestrian courtesy crossing points along Ashfield Road improve the pedestrian experience for residents seeking to access the town centre by foot. Additional trees, improved paving and parking opportunities will enhance the overall look and experience of the street.

Sainsbury’s Link
An improved approach to Sainsbury’s provides a visible link from the car park to the town centre along Curzon Road.

Cross Street / Washway Road
Improved signal controlled crossings allow pedestrians to cross the junctions in a single

The Square Shopping Centre
These proposals show an indicative layout for the new Square redevelopment. It reflects the principle objectives of this masterplan regarding pedestrian and vehicle movement and wider connectivity.
**Claremont Road**
A narrowed carriageway and widened footpaths will create a better environment for the shops on Claremont Road and an enhanced pedestrian experience for people accessing the town centre. It will become a key route from the new Square redevelopment.

**Springfield Road**
A narrowed carriageway has created a footpath adjacent to Springfield Road that is in places 3 times wider than existing. Additional courtesy crossings also prove greater opportunity for east-west connectivity.

**Broad Road**
Will be retained as a one-way street with an opportunity for a contra-flow cycle route to improve east-west connectivity.

**Metrolink Arrival**
The space in front of the Metrolink Tram Station will be significantly widened, creating opportunities for meeting and orientation.

**Taxi Ranks**
Taxis provide a vital service for a successful town centre. The ranks at Broad Road junction are retained.

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**DETAIL AREAS ...**
Are specifically explained in further detail in the next chapter.
Through improvements to the public realm, the Strategy seeks to support a high street suitable for both everyday shopping and finding a treat, a romantic evening meal or a quick coffee. An array of independent shops, supported by high street brands and supermarkets. A place to meet a friend, have lunch in the sun or just hurry through on your way to work.

INCLUDING THE SIDE STREETS

Side streets leading towards School Road are an essential element of connecting outlying residential areas with the town centre and more closely incorporating Sale’s big box supermarkets, increasing the perception that they are a part of the town centre. Improvements to hard landscaping and street tree planting on the side streets would form a more pleasant environment, encouraging exploration, thus drawing people through.

The side streets will help with north-south connections and hopefully become destinations themselves, by extending the uses of the high street onto the side streets.

Claremont Road has a number of established independent businesses and will in the future serve as a more prominent route after the anticipated redevelopment of The Square shopping centre, continuing the proposed pedestrian route connecting Sibson Road with School Road and further through Claremont Road to Ashfield Road.

PLANTING

Distinctive planting will be used to either accentuate a space (School Road) or serve a more ecological purpose (Sibson Road). These will particularly support Sale’s green character and the sustainable aspect of its urban fabric.

Planting in the public realm will have an important educational role as well - tree pits with engraved names of the species will help children learn to distinguish between trees from a young age.

The existing trees on School Road are a much loved asset, confirmed by the public consultation responses. It is rare that a main shopping street in a town is tree lined and we wish to maintain this character by introducing more trees than currently proposed to mitigate the loss of existing mature tree planting. A few bigger anchor trees will remain, while others will be replaced with younger, healthy specimens.

A better consideration of planting will create a dynamic streetscape of different textures and colours throughout the year.

STREET FURNITURE

De-cluttering of existing street furniture will contribute to creating a coherent ‘look’ to suit a modern town centre.

An attractive urban realm will be the result of a strong concept incorporating planting, quality modern, robust street furniture, play and infrastructure, and a consistency in materiality, colour and form.

Particular design emphasis should be given to multifunctional furniture who’s use can be interpreted in different ways by different users - children play and jump, adults dwell and seniors can sit down.
The public realm and movement improvements to Sale town centre are designed to modify the way the streets operate by creating an environment that encourages drivers, pedestrians and cyclists to behave in a more co-operative manner.

The Strategy seeks to create a more pleasant and safe environment that encourages walking and cycling. Therefore, pedestrian links are prioritised, de-cluttered and supported and beautified by green infrastructure and high quality materials. Particular attention is given to traffic junctions and the safe and quick movement of pedestrians across them.

**KEY VEHICULAR ROUTES**

Roads will be designed with narrowed carriageways, high quality materials, new street trees and urban furniture that encourages drivers to slow down, show courtesy and be more mindful of their surroundings. These interventions will be particularly evident on certain streets - Springfield Road will offer much needed wider pavements around Springfield Primary School and Northenden Road will anchor its role as a destination with the help of more space for spill-out and parking.

Sibson Road and Ashfield Road are key routes that encircle the town centre. Regardless of their rather residential character, they are perceived as barriers due to their sheer width and lack of pedestrian crossings. The narrowing of the carriageways, introduction of cycle paths and regular courtesy crossings will increase north-south permeability, opening the town centre up to the surrounding residential areas.

**WASHWAY ROAD / CROSS STREET**

The strategy includes indicative improvements to east-west connections across the A56 through supercrossings and potential adjustments to signal timings, benefiting pedestrians and cyclists getting to and from the town centre.

The A56 is as a strategic route and its consideration within this Strategy was infeasible due to the scale of impact and intervention required. We recommend that it should be considered within a separate study in collaboration with Transport for Greater Manchester.

**SUPERCROSSINGS**

The movement of pedestrians and cyclists across the A56 will be assisted through the provision of a different type of crossing - supercrossings - which will provide clear and highly functional links between the town centre and the residential areas to the west of the A56.

Supercrossings will be created by widening the existing signalised crossings and introducing a single-stage pedestrian movement with sufficient time to cross the full width of the carriageway. This will improve safety and reduce the time it takes to travel to the town centre. The surfacing materials of the crossing will create a clear area of priority for pedestrians and cyclists. The crossings will be equipped with sensors so that traffic is not permitted to move until the crossing is clear of pedestrians, meaning that the slowest and most vulnerable users will not feel intimidated by traffic.
A Fantastic Town Centre
**BUS CONNECTIONS**

Bus stops and routes in the town centre will be maintained with improved pedestrian connectivity to the key destinations in the town.

**DESIGNATED CYCLING ROUTES**

Sibson Road will benefit from a designated two-way, segregated cycling lane, connecting Washway Road / Cross Street with the Bridgewater Way. The cycle lane will meet the path by St Paul’s Church (currently permitting public use), already improved as part of the Bridgewater Way project, where cyclists will dismount until they reach the towpath.

Cyclists along Springfield Road, Tatton Road and Northenden Road will be encouraged to ‘claim the lane’, becoming an equal participant of the traffic flow.

Cyclists will dismount on School Road and will have ample opportunity for parking with upgraded cycling storage. The potential to open up School Road (from Washway Rd to Curzon Rd) to cyclists and limited vehicle movements is being explored during the next stage of design.

**BROAD ROAD CYCLE ROUTE**

The introduction of a new contraflow cycle lane on the one-way section of Broad Road will improve connectivity by removing the need for cyclists to deviate from the desire line to Sale Town Centre.

The new 2-way route on Broad Road will provide high-class cycle infrastructure and will help to deliver:

- A family-friendly, healthy environment, allowing people to move around safely
- Productive employees, profitable shops - employees who cycle to work are more alert when arriving at work and 15% more productive.
- Relaxed public spaces and attractive streetscapes, as streets are less dominated by traffic
- Increased access to employment: cycling is accessible to everybody, including those on lower incomes and disabled people, increasing the range of access to employment opportunities

There is currently an absence of cycle infrastructure connecting communities and residential areas to the east with the town centre, and this newly proposed route will help to address this.
**WAYFINDING & SIGNAGE**

It is important that the town centre improvements enhance wayfinding for people walking, cycling and driving. The primary means of wayfinding will be through the creation of an intuitive landscape with materials, the arrangement of the street and furniture and features, both nearby and viewed at a distance, used to guide users through the different streets and areas of the town. As well as the intuitive landscape some signage will be required to guide people from key arrival points, such as car parks and the Metrolink station, to key destinations within the town. Over the coming years the use of smartphones and other technological devices will play a greater role in wayfinding and may impact on the necessity for traditional signage.

Whilst wayfinding within the town centre will improve the town centre visitor experience, there is also a need to guide people to and around the town. A key element of the wayfinding improvements will be to use signage to guide and direct drivers in order to minimise the amount of unnecessary traffic within the town centre. Unnecessary traffic could result from people being unable to find their destination and circling the town centre streets, or people choosing to drive through the town centre on route to their destination, which could either be within the town centre or further afield.

A detailed wayfinding strategy should be developed that enables people to find their way around the town but also minimises the impact of traffic. This could be achieved through clear signage directing through traffic along routes that avoid the town centre and directing vehicle drivers who are visiting the town into their nearest car park on arrival to the town; not only will this reduce unnecessary trips but will also result in people getting out of their cars at the earliest opportunity and continuing their journey on foot, allowing them to enjoy the town centre facilities and to engage and interact with other users.
Sale offers ample opportunities for creating a unique identity for the town centre through interventions in the public realm, inspired and supported by its already existing and established assets, such as the Waterside Arts Centre, the Bridgewater Canal and the town’s strong sense of community.

Previously defined themes of functionality, inclusiveness, beauty, sustainability, fun and uniqueness, can be supported by themes rooted in Sale’s existing assets:

**ART**
The Waterside Centre is one of Sale’s most liked destinations and its location right next to the canal offers potential that is not fully exploited today. The surrounding public realm can be used to promote this facility, with a local artist given the opportunity to create artwork that could also serve as landmarks in the public realm.

The Bean and Brush is a popular family cafe and a similar tactic could be used in Hayfield Street.

**SCIENCE**
The famous physicist and mathematician J.P. Joule lived his final years in Sale and is buried at Brooklands Cemetery. A science, innovation and technology theme could support the education aspirations of this vision.

This can be subtly incorporated through details in paving, street furniture and signage, and more obviously through events and playful features.

**SPORT**
The popularity of Sale Leisure Centre and a rich history in sports achievements supports the themes of sport and recreation.

The importance of healthy habits, movement and sports can be promoted through designated recreational routes and better connectivity with the many surrounding green areas.

**GREEN & BLUE**
Improved physical and visual connection of the town centre to the canal, as well as improved signage, lighting and dwelling spaces would enhance the canalside experience, and allows it to become a real part of the town centre. Communicating its historical importance would strengthen this even further.

The above themes could be translated in the public realm through carefully chosen urban elements, such as:

**Light** - A beautifully lit town centre, supporting the town’s nighttime economy and creating more pleasant and safe streets and spaces.

**Landmarks** - Landmark buildings gaining new active uses, sculpture and anchor trees on Sale’s gateways, key spaces and corners will announce the town and offer recognisable landmarks for arrival and orientation.

**Signage** - Streets signs and totems of a design unique to Sale for easier orientation, representative of its values and themes defined in this strategy.

**Details** - Beautiful street furniture and paving with intricate details communicating Sale’s unique story.
A Fantastic Town Centre

SALE SAFARI FOOTPRINT TRAIL
The Spaces
1 - Existing vehicular traffic
One-way traffic is retained along the initial section of School Road to Hayfield Street, along a more balanced street.

2 - School Road traffic
Whilst the central and eastern most areas of the pedestrianised section of School Road will remain closed to all traffic, it is proposed to allow for vehicular movement to take place at specific times of the day from Hayfield Street up to Curzon Road and also to potentially permit vehicular access to School Road from Claremont Road with provision made for turning.

The introduction of slow moving traffic will have significant benefits in terms of a feeling of safety, in particular in the evenings when passing traffic can provide more activity and passive surveillance - this feeling of safety and enhanced activity can encourage and support the creation of a night time economy. The flexibility to accommodate vehicular access is also beneficial in terms of facilitating events of all scales within the street. The scheme would be designed to make sure that the street was not attractive as a through route to vehicular drivers, but with pavements, furniture and features arranged to encourage very low speeds and to achieve pedestrian priority.

3 - Street trees
The highest quality trees will be retained, subject to some formative pruning to ensure they add value to the street and don’t restrict sunlight.

4 - Side streets
Benbow Street, Hereford Street, Curzon Street, Claremont Street will all be subject to environmental improvements, enhancing north-south connectivity in the town centre.

5 - Defined squares
The small square framing the Old Bank Pub will have an elegant feel to it, accentuating this beautiful building and offering it opportunities for spill-out, becoming a vital space within the high street. Street furniture will define this space, differentiating the ‘street’ landscape with the ‘square’.
6 - Central strip
The central space on School Road will be given over to pedestrians and cyclists with the intention of increasing dwell time. Elements of seating, planting, trees and play will be encouraged along the length of the street.

7 - Continuous surface treatment
New surfacing will stretch from building threshold to building threshold, maximising the pedestrian environment. Where vehicle control is required, demarcation will be clear and apparent to ensure vulnerable road users are safe.

8 - Playground
To respond to the Sale demographic, the opportunity for play will form a key part of the new town centre proposals.

9 - Family Square
The heart of the town centre will become the new family square outside the entrance to The Square. Flexible to hold events, it will easily accommodate temporary furniture and activities, such as a weekly market, a stage, a performance or a race! Green enough to encourage dwelling, the space will provide activities for all ages through subtle green infrastructure interventions, informal play environments and new high quality seating.
The Spaces

PRECEDENT IMAGE: SONDER BOULEVARD, COPENHAGEN

PRECEDENT IMAGE: BALANCED STREETScape IN EXMOUTH MARKET, LONDON
Sale town centre will be comprised of a number of corners, squares and spaces of different character that will, connected, create an integrated town centre. They will be the points in town people will gravitate towards, meeting spots and event spaces that will accentuate Sale’s strong sense of community.

School Road will become a flexible, multifunctional space that accommodates play, dwelling and commerce.

Public realm improvements include lighting throughout the high street and spilling into the side streets, improved dwelling opportunities with play, new trees and planting and defined squares of different character.

These spaces will become new meeting points, urban playgrounds or small town squares. They will invite you to pause on your way to somewhere else or become real destination points.

With the weather being unpredictable as it is, some spaces will include a chance to shield from the rain by easily being able to draw a canopy. And others will welcome residents to enjoy the space on the rare sunny days. There will be flexible, multifunctional spaces where weekend and seasonal markets and events pop up.

These are the places that will make people stay in the town centre longer than intended and that will keep it buzzing, even after working hours.

The town centre’s green urban character will be enhanced with trees and planting. The corners on the high street are anchored with trees and/or urban furniture, with them extending into the side streets in order to enhance their importance, strengthen their role as connecting routes and lead people to explore more.

Friends meet, parents talk, children play, passerbyers observe. The town centre is vibrant.
**View into the new Family Square**

The Family Square will become a multi-functional square that provides a space for events, but also functions at other periods as the centre of the town. A space for families to dwell in the heart of the town, incorporating new trees, planting and opportunities for play and gathering.
A key arrival point into Sale, the junction at School Road in front of the Town Hall forms the main point of entry to the town centre from the east via Northenden Road. The improvements to the junction will have these objectives:

- Improving the pedestrian environment and movement crossing the road, thus creating a more inviting experience towards School Road, Town Hall and ultimately Northenden Road;

- Improving visual connections and relationship between School Road and the Town Hall / Waterside Centre;

- Strengthening a key arrival point into Sale - improving legibility and wayfinding as one exits the Metrolink station.

**PEDESTRIAN MOVEMENT ON THE JUNCTION**

Pedestrian movements around the Town Hall junction will be facilitated by high class public realm and a visible transition from carriageway to a new pedestrian friendly environment. A change in materials - specifically at pedestrian crossings - will result in drivers reducing their speed and will be more aware of pedestrians presence at the junction. This reduction in speed will allow vehicles to consistently create gaps within traffic, which will provide many opportunities for pedestrians to safely cross. There is a tendency for making increased use of available space as vehicle speeds reduce.

Low speeds will be encouraged by:

- Making the junction look and feel different
- Introduction of visual narrowing and tighter geometry
- Changes in surfacing.

There will be a reduction in definition between carriageway and footway and this will encourage pedestrians to use the space efficiently. The junction will become shared more equally between pedestrians and vehicles and people will move more freely and are more likely to follow desire lines within the street – including when crossing the carriageway.

Behavioural change for drivers will also be reinforced through the introduction of distinctive pavement materials with colour and textural contrast, as well as removing lining and clutter such as barriers and bollards.

By removing the traffic signals, any urgency felt by drivers to get through them is eradicated and they are more likely to prioritise pedestrians movements over their own.
1 - Improved pedestrian environment adjacent to the Block & Gasket and the Town Hall
2 - Better visual connectivity between the Town Hall and School Road
3 - Three wider, courtesy crossing points to improved pedestrian flow
4 - Behavioural change for the driver will be encouraged through tonal contrast in paving and carriageway
5 - Removal of the traffic signal controlled junction
6 - A tighter carriageway geometry allows the existing movement and capacity whilst providing significantly greater footway space for pedestrians
Civic Engineers have assessed the following three options for the School Road junction which connects Northenden Road, Tatton Road and Springfield Road:

- Option 1 - Keep Existing Layout – Signalised Junction with 2-lane approach on each arm, with staggered pedestrian crossings;
- Option 2 – Signalised Junction with 1-lane approach on each arm, with straight across pedestrian crossings;
- Option 3 – Priority Give-Way arrangement, with priority pedestrian crossings.

Modelling software LinSig has been used to assess the operation of the existing signalised junction at School Road.

The outcome of Civic Engineers’ assessment of the existing layout indicates that the junction is currently operating above practical capacity, based on traffic flows observed for 2017. This essentially means that the junction is showing variable operation and it is likely that queues will be visible on all approaches during peak traffic hours (0800 – 0900 and 1700 – 1800), this has been confirmed through observations on site.

In order to assess the impact of retaining signals but reallocating some of the highway to pedestrian space, as in Option 2, the second layout which Civic Engineers carried out an operational assessment of is a simplified version of the current layout, but still incorporating a signalised arrangement. The proposed layout would include single lane approaches on all arms, and straight across pedestrian crossings, as opposed to the existing staggered arrangement.

As expected, the outcome of Civic’s assessment of the proposed simplified layout indicates that the junction is expected to operate above absolute capacity, based on traffic flows observed for 2017. This essentially means that the junction is overloaded, and excessive queues will be visible on all approaches during peak traffic hours (0800 – 0900 and 1700 – 1800).

The third option which Civic has assessed, would involve the removal of the existing traffic signals which would allow for the reallocation of a considerable area of highway land to public realm. Visibility at the junction will also be increased through the removal of the traffic signals and other clutter.

Using Junctions9 software, the operational assessment indicated an improvement in operation in comparison to the existing layout, with additional highway capacity provided, while as stated above, providing more space for pedestrians and cyclists. This would result in a smoother operation at the junction, and shorter vehicle queues.

The change in junction type is likely to reduce vehicle speeds on approach, which has the potential to improve the safety of pedestrians, cyclists and drivers. Additionally, splitter islands will assist pedestrians wishing to cross the main carriageway. Studies indicate that there are generally fewer accidents at roundabouts than at signalised junctions.

It is considered Option 3 is the most appropriate solution and will result in an enhanced public realm and pedestrian experience without negatively impacting on vehicle journey times or junction capacity.
1. This drawing is to be read in conjunction with all relevant Architect's and Engineer's drawings and the specification.

2. This drawing should not be scaled.

3. All dimensions are to be verified by the contractor on site.

4. All discrepancies should be reported to the C.A. prior to the commencement of the works.

© CIVIC ENGINEERS
Option 03 - View looking west to the junction with Tatton Rd / School Rd / Springfield Rd

The view demonstrates the significantly increased footway widths and the proposed junction arrangement. This junction arrangement will not impede vehicular movement or throughflow, but will significantly improve the pedestrian experience.
The Waterside Centre is Sale’s unique asset, a destination that today does not fulfill its full potential. Situated next to the Bridgewater Canal and the Bridgewater Way, it is overwhelmingly the most liked site in Sale. (from the public consultation).

The improvement of its surroundings, a better visual and physical connection to the canal and School Road will strengthen its role not only in Sale, but in the Greater Manchester area.

1 - Town Hall Plaza
A new formal square outside the Town Hall formed from reclaimed carriageway space, will accentuate this unique destination and restore a visual and physical link between School Road, the Metrolink station and the canalside environment.

The Sale War Memorial could be relocated towards the Metrolink, providing a more generous setting for the memorial and acting as a key gate arrival feature to Sale Town Centre. Together with the three existing historic lighting columns it will create a coherent, anchored space.

2 - New trees
New tree planting to the south side of Northenden Road, in the widened footpath will create a backdrop to activity in the new Town Hall Square.

3 - Improved additional pedestrian crossing points
Numerous high quality pedestrian courtesy crossing points will be introduced at key points along the carriageway. Strategically positioned to allowed pedestrians to cross on desire lines, the frequency of them also ensures vehicles are moving slowly throughout the space.

4 - New dwelling opportunities
A wider footpath on the canal bridge allows for opportunities to dwell at this Town Centre gateway, taking advantage of the south facing orientation.

5 - New rail replacing brick wall
The wall adjacent to the Bridgewater Way will be reduced in height, and opened up where possible to allow town centre pedestrians to engage with the water once again.

6 - Improved formal and informal opportunities on the plaza
The Waterside Plaza will provide the town centre with a high quality flexible environment, with opportunities for new trees and planting. The existing amphitheatre removed, with the space assimilated into a more even surface - the plaza can thus be transformed for different events - a scene for performance, market, etc.

7 - The new Waterside Plaza will feature generous terraces to bring the Bridgewater Canal into the town centre and the newly formed Plaza.
The existing terraces to the canal could be extended in a southern direction to create a canalised environment that will allow for gathering and engagement. The existing cycling ramp will be restructured accordingly.

8 - Shared space
Tatton Place is transformed into a pedestrian orientated street, connecting Ashfield Road to the Bridgewater Canal.

9 - Entrance Plaza
A new entrance plaza and planting create a more inviting arrival sequence to the Waterside building.
The Waterside Plaza will become a hub of activity for the town centre. Terraces open the space up to the canal allowing workers, visitors and residents access to the fantastic asset and an opportunity to engage with the water.
Northenden Road is the key approach road and shopping street east of the town centre. Its improvements will strengthen its established identity as a food and drink destination.

1 - Broad Road Junction
The junction between Northenden Road and Broad Road will be reconfigured to regulate the flow of traffic and prevent any build-up of vehicles wishing to turn right into Broad Road.

The scheme will reduce vehicle speeds through the area by narrowing the lanes and removing traditional road markings, and introducing a junction with a roundabout instead of the current arrangement. By altering the geometry of the junction, the impression of priority will be implied - the geometry and arrangement of the junction will be similar to a roundabout to encourage drivers to give way to vehicles approaching from the right. The materiality and lack of signing and lining will contribute to this, encouraging drivers to negotiate the junction at low speed, with increased awareness of their surroundings and of other road users. Additional public realm will be provided which will create additional crossing opportunities for pedestrians, in addition to an overall safer environment, both in terms of personal security and highways safety. The benefits of public realm enhancements such as these typically include reductions in noise and air pollution, an increase in footfall and an improvement to road safety.

Taxis will exit the existing taxi rank and loop around to head east on Northenden Road.

2 - Hope Road Junction
The pedestrian crossing across Hope Road is very uncomfortable at present due to the steep gradient of Hope Road as it meets with Northenden Road. The proposal will widen the footway on Northenden Road, in order to create a safer and more friendly environment. The footways will be built out into the carriageway so that pedestrians and
cyclists can cross at street level and will not have to negotiate a gradient at the same time as crossing the road.

Changes in material at the crossing will create a clear crossing area, signalling to drivers that pedestrians have priority in this space.

3 - Reduced carriageway width
The Northenden Road carriageway has been reduced in width to provide significantly wider footpaths to the sunny, northern side. This increased width will allow retail spill out, encourage more alfresco and recreational activity, further enhancing the existing and established food and beverage offer in this area.

4 - Additional parking
Additional parking has been included along Northenden Road to further support local businesses.

5 - Additional crossing points
Courtesy crossings have been introduced at key pedestrian desire lines, and at a frequency to encourage lower vehicular speeds.

6 - Gateway feature
A gateway feature will be used at the south-western end of Northnenden Road to announce the Town Centre to approaching drivers, creating a behavioural shift in their approach to driving in the town.
1. This drawing is to be read in conjunction with all relevant Architect’s and Engineer’s drawings and the specification.

2. This drawing should not be scaled.

3. All dimensions are to be verified by the contractor on site.

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The Spaces
The Spaces

SECTION A-A’ - EXISTING

SECTION A-A’ - PROPOSED

ACTIVE GROUND FLOOR

Pavement 6.0m
New parking 2.4m
Carriageway 6.0m
Widened pavement 6.4m

ACTIVE GROUND FLOOR

PRECEDENT IMAGE: STAMFORD NEW ROAD, ALTRINCHAM

PRECEDENT IMAGE: GATEWAY FEATURE, POYNTON
The street divides the town centre and residential areas to the west. The main objective is to soften this boundary through creating a more pleasant streetscape and pedestrian and cycle environment.

1 - Relocated taxi rank
A new and improved taxi rank will be created at the western end of Sibson Road to replace the one on Hereford Street.

2 - New pedestrian courtesy crossings
New courtesy crossings will be introduced along Sibson Road reducing vehicle speeds without impeding flow and improving pedestrian connectivity between the adjacent residential areas and the town centre.

3 - Segregated cycleway
A two-way segregate cycleway will be introduced on the southern side of Sibson Road. This improved link will allow cyclists from Ashton-upon-Mersey to access the Bridgewater Way.

4 - Opportunity for large greenspace spanning a length of the road
A green buffer to potential new residential development will be created along the northern edge. Green Infrastructure is critical to ensure the future resilience of our drainage network and long term sustainability of our town centres.

5 - Redevelopment of The Square
Proposals have taken cognisance of the adjacent proposals for The Square. A new pedestrian link will allow free pedestrian movement across Sibson Road into the heart of The Square.

6 - The Bridgewater Way access
Access to the Bridgewater Way should be encouraged from Sibson Road. The existing route adjacent to the Church serves as a reliable route, although a more long term, permanent Public Right Of Way should be explored between the church and the school.
**7 - Sibson Road junction**

At the junction of Sibson Road and Springfield Road, a new town centre space will be created with carriageway space reallocated. The operation of the proposed junction layout has been assessed and it will still be able to operate within capacity. The new space will become an ‘urban park’ providing an enhanced setting for St Pauls Church and the proposed New Square development, whilst also strengthening pedestrian and cycle connections between the residential area to the south of Sibson Road with the town centre, Springfield School and with the Bridgewater Canal.

It is also proposed to remove the wide median and painted ‘ghost islands’ that currently exist on Sibson Road. This space will be re-provided as a new linear park.

Additional benefits of these changes will be the provision of a new high-quality, bi-directional cycle lane, connecting the western part of Sale to both the town centre and the canal towpath. This will incorporate new wide crossings which will create a safer environment for pedestrians and facilitate walking between the town centre and residential areas to the south.
The Spaces
5
Going Forward
FLEXIBLE PHASING STRATEGY

The implementation of an ambitious masterplan such as this requires a degree of flexibility to ensure the proposals can be delivered in stages, dependent on funding streams.

To that end, this plan is indicative and has been developed to deliver maximum value for money (elements of the scheme that will deliver the greatest economic benefit to the area through targeted public realm investment).

Should a sum of funding become available that differs from the budgets set out in the outline cost plan, it is possible to reduce or extend the scope of works of an individual phase, or to adapt the phasing plan to suit.

In alphabetical order:

- Ashfield Road / Claremont Road
- Hayfield Street / Hereford Street
- Northenden Road
- School Road
- Sibson Road
- Springfield Road
- Town Hall Junction
- Waterside Plaza
- Washway Road / Cross Street

Separate study would need to be carried out
Going Forward
Going Forward
OUTLINE COST PLAN

INTRODUCTION
The outline cost plan has been developed to give an indication of the ‘whole project costs’ for specific ‘areas’ on the previous plan. A full breakdown of the figures is contained in the body of the main report.

The figures should be taken as indicative budgets only as at November 2017, and are intended to give an idea of the potential cost required to deliver the vision as contained in the report. Detailed design works will be required to determine actual costs.

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<thead>
<tr>
<th>MAIN WORKS</th>
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<tr>
<td>1 Northenden Road</td>
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<tr>
<td>4 Springfield Road</td>
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<tr>
<td>6 Waterside Plaza</td>
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<tr>
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</tr>
<tr>
<td>8 Hayfield Street / Hereford Street</td>
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</tr>
</tbody>
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| TOTAL                             | 10,554,000.00 |

Please Note
Figures are inclusive of the main contract works, preliminaries, fees and contingency, but exclusive of VAT.