



Sale Moor | Village Place Plan

DRAFT



HM Government





BIRD'S EYE VIEW OF SALE MOOR

CONTENTS

1	INTRODUCTION	5
2	SALE MOOR VILLAGE	8
3	COMMUNITY ACTIVITY	12
4	BASELINE ANALYSIS	22
5	THE VISION AND OBJECTIVES	32
6	DEVELOPMENT STRATEGY	42
7	MOVEMENT STRATEGY	49
8	SHOPFRONT STRATEGY	54
9	ACTION PLAN	57





VIEW ALONG MARSLAND ROAD

1. Introduction

Nexus Planning ('Nexus') was appointed by Trafford Council in 2019, working alongside technical consultants WSP, Gillespies and Buttress Architects, to prepare a Village Place Plan for Sale Moor Village Centre.

In light of the time which has passed since the preparation of the original Place Plan, the consultant team has now revisited the context, findings and recommendations made, and is seeking to re-consult with local residents and important stakeholders to move it through to formal approval by Council.

The Place Plan has been commissioned to help guide future policy, action and investment within the village centre and assist in ensuring that Sale Moor best meets its full potential. The Village Place Plan will seek to make Sale Moor a sustainable centre, which is well equipped to meet the current and future needs of its residents and visitors, and which effectively supports the role of local businesses.

It is not an adopted planning policy document but instead, seeks to identify a physical framework through which to prioritise interventions and will focus on identifiable and deliverable objectives for Hale through the establishment of a new vision for the village and realistic and achievable objectives. It will therefore support adopted policies contained in the development plan, guidance provided at national policy level, and seeks to reflect the guidance contained in the Supplementary Planning Documents.

A detailed understanding of the commercial climate, future commercial trends and other potential implications will also form part of the formulation of the Place Plan.

This Place Plan is to be used as a tool for attracting investment to Sale Moor, 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 Moor for both stakeholders and residents

The focus of the Village Place Plan is to:

1. Establish a clear Vision and development strategy for the area which is reflected in approaches to development management, design, investment, partnership working, transport and other matters;
2. Provide confidence to partners in the prospects for Sale Moor and to encourage further investment;
3. Establish clear development and design principles to be used as a material consideration in the determination of planning applications;
4. Support the delivery of Trafford's new Local Plan - ensuring new development is supported by the necessary infrastructure, including identifying requirements for development contributions (including CIL, S106 and on site design);
5. Identify the focus for public sector investment and support in unlocking the potential of Sale Moor; and
6. Provide a focus for on-going stakeholder and public engagement in delivering the Vision for Sale Moor.

The outputs of the document will be a focused strategy for the centre, through its delivery as part of a joined-up strategy, which will support the overriding objective of achieving a centre which is vibrant, sustainable and well equipped to meet the expectations of its residents and visitors.

The Village Place Plan is not inflexible or prescriptive, nor does it represent a commitment to funding by the Council. However, there is substantial investment already approved within the village through the delivery of the MCF cycle and pedestrian link from Sale town centre to the Waterpark and the Place Plan will help to further guide how the centre can continue to evolve in the short, medium and longer terms.

The Need for a Village Place Plan

The village centre has a pivotal role to play in driving the local economy and providing the residents with a thriving urban centre which meets their needs in terms of retail, leisure, business, social and cultural activities.

This plan is an important step for Sale Moor. It consolidates everything we know about the circumstances, needs and aspirations in the village. It provides a basis for regeneration of the village and is the ‘blueprint’ for action. Stakeholders have been very active within the village for a number of years, bringing with it a range of community events and activities, festive improvements and a wider basis from which residents and businesses can ‘have their say’. It is from this evident stakeholder involvement and overall desire, that this Village Place Plan has come about.

The Three Features of the Plan

This Village Place Plan has drawn inspiration from Sale Moor’s current strengths, and acknowledges where improvements are possible, with three features guiding the assessment of the Village:

- 1. Movement** – how people interact and use Sale Moor from the surrounding residential catchments and further afield.
- 2. Public realm** – how Sale Moor works for pedestrians, bicycles, cars and buses, and how these link with the gyratory system within the village.
- 3. Streetscape** – how we can plan for the future of Sale Moor having regard to overall aesthetics, which will in turn attract new operators and retain those already present.



VIEW ALONG NORTHENDEN ROAD AT THE JUNCTION WITH THE GYRATORY

2. Sale Moor Village

Sale Moor's Identity

Sale Moor is led by its own community and the associated community spirit and their collective input is vital to its future success. Without the strong community spirit, the village centre would not be in the same position that it is in today.

Sale Moor features a number of invaluable operators who have occupied units for a number of years, even decades, and are valued by the local community. Nurturing these businesses is key to securing the future success of the village.

The centre provides a range of facilities and amenities which meet residents' day-to-day needs, and is a vital 'heart' to Sale Moor. In this regard, the centre benefits from a high level of walk-in catchment and residential areas which are in proximity to the services. As such, the centre is able to draw on a diverse mix of customers with varying needs and levels of available expenditure.

The centre benefits from key leisure uses in the public houses and café culture, with a range of independent operators. Sale Moor's identity is what has kept the village progressing and is what needs to be protected moving forward.

The overall layout and wider aesthetics make Sale Moor unique, and is something which must not be lost altogether. However, there are key concerns over the overall safety and ease of access through the centre, which need exploring and improving.

Sale Moor's identity will be an important 'thread' running through the formulation of the village place plan and the delivery of the vision and objectives, ensuring that although the centre needs to be improved to nurture its health, it also needs to protect its wider identity and heritage.



Sustainable Transport

In January 2020 the ‘Change a region to change a nation’ report was published by the GMCA. The report found that congestion costs Greater Manchester £1.3 billion annually, and poor air quality contributes to around 1,200 premature deaths annually across the region. These facts, coupled with strong public support for increased cycling and pedestrian infrastructure, have driven Greater Manchester to set ambitious targets in its 2040 Transport Strategy to increase the amount of sustainable journeys by 50%. This sits alongside an ambition for Manchester to be carbon neutral by 2038.

To achieve this TfGM wants to:

- Make walking and cycling the natural choice for short journeys.
- Ensure that new developments support sustainable transport, and that our town centres are attractive and well connected.
- Transform public transport capacity and active travel in the Regional Centre of Greater Manchester.
- Offer good alternatives to the car for travel across the city-region.
- Enable good orbital connections between town centres.
- Maximise the efficiency and reliability of our existing transport networks.
- Move and manage freight in the most sustainable and efficient ways.
- Research and harness future technology, innovations and digital connectivity

Trafford Council have received confirmation that their application to create a safe, high-quality and attractive walking and cycling route linking Sale town centre, Sale Moor and Sale Water Park has been successful. The overall scheme is budgeted at £10.4m, with £8.4m sourced from the Mayor of Greater Manchester’s Challenge Fund and a further £2m from local contributions.

The Place Plan design team have met with Trafford Council / Amey officers responsible for the MCF scheme and ensured that the Place Plan and the MCF scheme are well aligned in terms of their overall objectives of reducing the dominance of the vehicle within Sale Moor, and encouraging access by active travel modes. Full details in respect of the scheme are provided later in the Place Plan.

The current MCF scheme includes a two-way on street cycle route being created, together with new crossings and amendments to the paving within the village centre. The route has not been finalised and will be subject to modelling and design. However, the route will add to and compliment improved public realm measures in the Sale Moor village centre.

Full details in respect of the scheme are provided later in the Place Plan.

Accessibility of Sale Moor

Sale Moor Village is located approximately 1km from Sale, Northern Moor and Sale Water Park Tram Stops. The village centre is serviced by several bus routes which provide services between Wythenshawe, Altrincham, Sale, Eccles and the Intu Trafford Centre.

Direct bus services are available from within Sale Moor to destinations including Altrincham, Sale, Manchester and Stockport. Sale Moor is therefore well served by public transport with frequent bus services throughout the day.

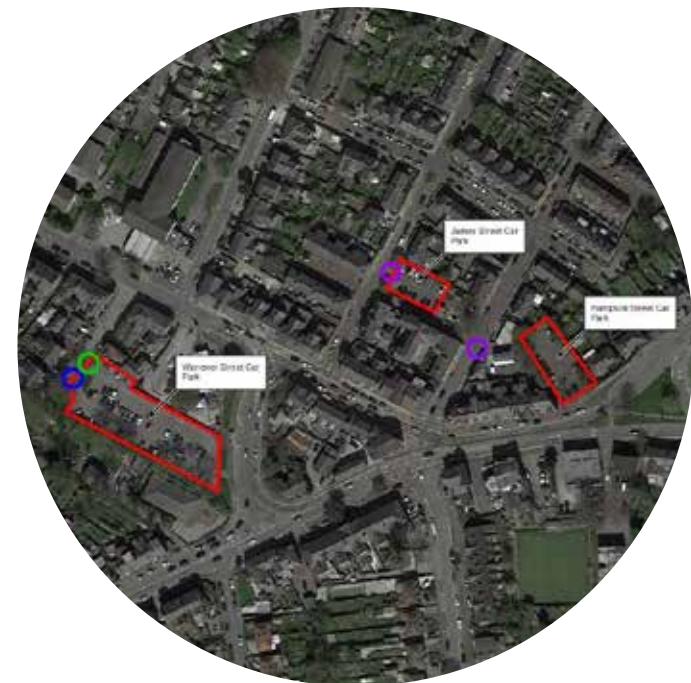
There is also a considerable amount of on-street car parking and a number of moderately sized car parks in Sale Moor. Given the centre's location Sale Moor is well integrated with the surrounding residential areas and is easily accessible from them. However its walkability is reduced by the major routes that run through the centre and physical barriers, inhibiting pedestrian access and movement. There are also three Council-owned car parks in Sale Moor, which are:

- Warrener Street Car Park;
- James Street Car Park; and
- Hampson Street Car Park.

The guard railing that separates eastbound and westbound traffic through the gyratory system is likely to be a barrier to pedestrian movement and reduces the attractiveness of the street scene.

There are five zebra crossings within the study boundary, each of which have dropped kerbs, red tactile paving, directional studs and zigzag lines.

An on-road cycle route, partly marked in green, is available from the zebra crossing on B5166 Northenden Road along the A6144 Old Hall Road to M60 junction 6. However, the dominance of on-street parking may deter people to cycle to Sale Moor due to concerns over 'car dooring' and safety in general.





RETAIL PARADE ON NORTHENDEN ROAD

3. Community Activity and Consultation



The Need for Partnership

The Plan is intended as a guide to help all partners work effectively together to deliver the change and improvement that is required.

There are a diverse range of public and private sector bodies which have a stake in the future of Sale Moor village centre. A co-ordinated and comprehensive approach to the improvement of the village centre can only be achieved by a strong partnership approach - led by Trafford Council, working together with private landowners, local businesses, service providers, developers and all other stakeholders. Ensuring everyone, who wants to be involved, is provided with the opportunity to help shape the Plan has been key to the consultation strategy.

Crucially we need to grow and develop these partnerships effectively if we are to successfully collaborate on implementing the Place Plan. Put simply, without the input from these relevant stakeholders, the formation of the plan could not have taken place.

The views and expressions of the stakeholders have been fed into the Plan, considered alongside the project team's and Trafford Council's own professional views in respect of the key aspects of the villages. This has been supported by analysis of the streetscape and public realm, analysis of the current health of the centre and an analysis of the shopping and leisure patterns within the borough and the particular catchment of the village.

Key stakeholders engaged as part of the process include:

- Local residents;
- Local businesses;
- We Are Sale Moor;
- Sale Moor Community Partnership;
- Friends of Worthington Park;
- Friends of Moor Nook Park;
- Users of the Sale Moor Community Centre;
- Local Primary and Secondary Schools;
- Religious Institutions; and
- Local Community Groups.

Community Consultation and Engagement Process

The Council's approach for involving local people in the preparation and revision of Local Development Documents and for consultation on planning applications in Trafford is set out in the Statement of Community Involvement (SCI) Review 2021. Whilst Place Plan will not be an adopted development plan, the consultation process has been mindful of the requirements of the SCI. There is also a duty on public authorities to consider or think about how their decisions affect people protected under the Equality Act, and this has been at the forefront of the engagement approach throughout the process.

Community engagement is integral to the entire process of creating a Place Plan and has been undertaken from the outset. There are four integral

stages to the engagement strategy throughout the production of the Place Plan from June 2019 through to the current day. We provide a summary of the stages overleaf and a detailed overview of the engagement strategy and process within the appendices.

Stage 1 involved a baseline analysis and initial engagement.

To reach out to the community to gain an initial insight into the issues that the Plan needs to address, business and community surveys were undertaken between June and September 2019. This comprised consultations with a range of stakeholders including, but not limited to:

- Local Businesses and Traders of Sale Moor Village Centre
- Local Councillors and Members
- Local Groups & Service Providers
- Property owners (freehold and leaseholders if known)
- Local Schools & Churches
- Residents and wider community
- Trafford Council

This stage concluded with a Members Update in October 2019 to ascertain

the direction of the document, feedback and the key considerations for the Sale Moor Place Plan.

Stage 2 involved the production of a draft Village Plan, and engagement with relevant stakeholders through workshops and meetings at Waterside Arts Centre. These were undertaken between October and December 2019.

Stage 3 of the community engagement process took place in January 2020. This period of public engagement comprised of public consultation over four weeks, focussed on an exhibition day. The feedback has been analysed and considered in detail in order to create a final Sale Moor Village Place Plan.

Stage 4 was undertaken in late 2022 and in the first half of 2023 following the recommencement of the preparation of the Place Plan. The engagement involved an extensive online consultation process, along with in-person meetings with stakeholders and a formal public consultation event held on 23 January 2023 from 2-7pm at Trinity Methodist Church in Sale Moor.



Stages 1 - 3 Public Consultation in 2019 and 2020

The consultation period ran from 8th August to 20th September 2019 and the surveys were publicised via online sources, the Council's website and social media accounts, circulation by local community groups and organisations and through hand-delivery within the village itself including paper copies and a deposit at Sale Library.

In total, 311 local community surveys were completed in Sale Moor and 7 business surveys were completed. However, it is important to note that some businesses completed the community survey instead of the business survey, which may account for the perceived low proportion of businesses responding to the business survey. Discussions with businesses that have taken place have also been recorded and fed into the analysis work.

Subsequent to the above, a consultation was also held in respect of the Draft Sale Moor Village Place Plan and a public consultation event took place within Sale Moor Methodist Church. The purpose was principally to ask the community's and stakeholder's views on the overarching Vision and Objectives and the strategy for the future of the village.

SALE MOOR VILLAGE PLAN ENGAGEMENT SUMMARY - BASELINE ANALYSIS (Nov 2019)



HOW DID WE ENGAGE?

- Consultation period ran from 8th August to 20th September
- Website Links & Trafford Council website
- Social Media - Facebook and Twitter
- Questionnaire available online and in paper format in Sale Library and Sale Moor Community Centre
- Stakeholder Assistance - Questionnaires delivered to businesses
- Meetings with Ward Members and Stakeholders

318 Total number of responses received

WHAT YOU TOLD US:

LIKES

- Proximity to home
- Selection of independents
- Quality of shops
- Parking options
- The village isn't too busy
- Nice street furniture
- Range of places to eat and drink
- Good public transport
- Feels safe and presence of Police
- Close to work
- Everything!

DISLIKES

- Road congestion
- Run down appearance of the shops
- Inadequate range of places to eat and drink
- Lack of choice shops
- Insufficient greenspace
- Lack of clean/secure toilets
- Lack of street furniture
- The cost/amount of parking
- Lack of a larger supermarket
- Lack of accessibility throughout the village
- Unsafe cycle routes

IMPROVEMENTS

- More independent retailers
- More places to eat and drink
- Cleaner streets
- Better street furniture and floral displays
- More family orientated facilities
- More outdoors spaces
- More control on anti-social behaviour and more security measures
- More parking
- More national multiple operators
- More frequent bus services
- Safer cycle routes through the village

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NEXT STEPS
The Project Team will continue to engage with the local community and businesses whilst preparing the Draft Sale Moor Village Place Plan. You will have further opportunities to comment on the Plan as we move through the process, towards the end of 2019 / beginning of 2020.



Strengths

- Good provision of independent operators, some of which have been in the village for a number of years
- Good community feel and local walk-in catchment
- Good proximity to the M60 and local public transport modes
- Good local schools
- High quality local greenspaces
- Popular pubs
- Engaged local councillors and other stakeholder groups

Opportunities

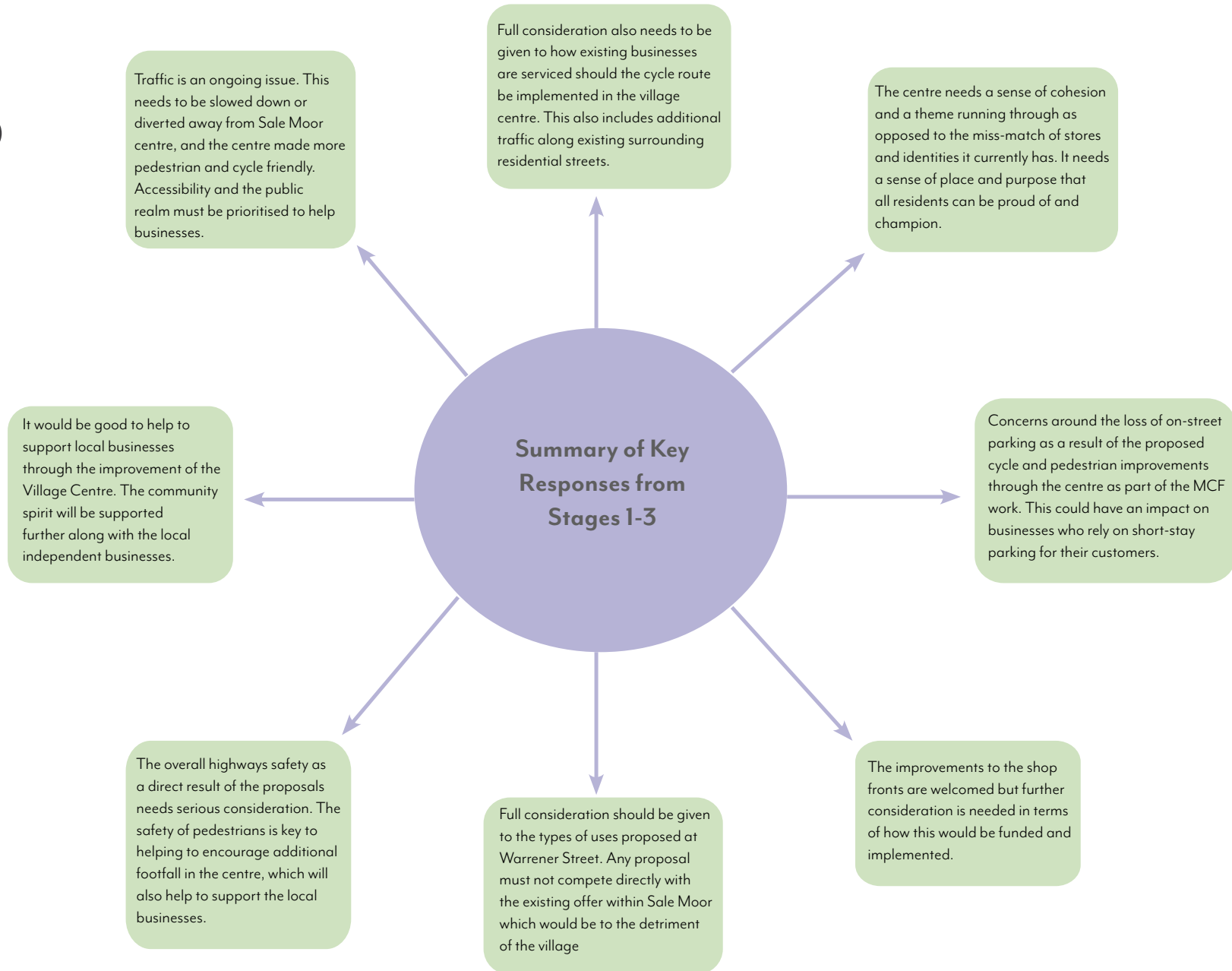
- Warrener Street car park – opportunities to deliver a mixed-use development
- Need for an improved retail and leisure offer
- Opportunity to create its own 'USP'
- Opportunity to slow the traffic down through shared-surfaces
- A farmers market or weekly market will attract residents into the centre

Weaknesses

- The gyratory system makes the centre too traffic-heavy
- Safety issues associated with the gyratory and lack of opportunity to cross the main streets within the centre
- Shop frontages appear a little tired
- Wide range of demographics surrounding the centre – difficult to cater for everyone
- Cars travel too fast through the village
- Lack of business/investor buy-in in the centre
- Property prices high for first time buyers/renters
- High number of takeaways, which are popular with local school pupils
- Limited good quality food and drink offering for a catchment of its size
- Overall aesthetics are considered to be relatively low

Threats

- Competition from larger centres such as Sale and Altrincham
- Car parking issues – limited residential parking and shoppers tend to park on surrounding streets rather than pay for parking
- Brexit and the implications on smaller centres
- Altrincham Market is perceived as a reason for not being able to have a market due to the historic 'market licence'



Stage 4 Public Consultation in 2022 and 2023

A number of valuable comments were provided as part of the consultation process back in 2020, which helped to shape the draft Place Plan and the Council now wants to update the document to ensure it is still relevant, can support the centre appropriately, and focuses on those areas that are most important to the public and other key stakeholders.

The updated Place Plan will then be used to try and secure funding to deliver some or all of the initiatives identified when appropriate opportunities arise. This approach taken puts 'place-making' at its heart and looks at issues around transport, movement of people and public space. It also responds to the challenges and opportunities presented by social and environmental changes, including the Covid-19 pandemic, the climate emergency and how people use the Village centre both now, and in the future.

After this public consultation, the Place Plan was updated in response to feedback received so that it reflects comments made by people living and working in Sale Moor.

The updated Place Plan will then be formally approved by the Council as a 'Development Brief Document', providing the proposal with formal status. That means it will be used to guide investment and planning applications in the area.

Meaningful and Inclusive Consultation

Meaningful engagement is a key thread running through the preparation of the Plan. As such, the project team ensured that local residents, local businesses and other stakeholders were notified about the consultation event through the distribution of a leaflet within a wide radius, online via social media and direct emails.

The event was very well attended, with consultation boards summarising the design team's work and setting out any material changes since the previous consultation events in 2019 and 2020.

A survey was provided in paper form at the event but also a QR code was publicised to enable those who preferred to, to answer the questions online. A total of 266 surveys were completed, with the majority (84%) completed online, with the remaining surveys completed in person at the consultation event. Of these respondents, 79% confirmed that they were local residents, 4% workers, 4% business owners and 10% visitors to the centre.

A summary of this latest round of consultation is summarised on the next page.

Stage 4 - Overarching Messages From The Local Community And Business

The survey included a number of questions regarding residents' habits of movement and use in and of the district 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, particularly around the movement strategy.

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

266 surveys were completed both online and in person at the consultation event.

40% stated that they visit Sale Moor daily, with a further 24% stating they visit every other day. 59% stated that their frequency of visiting the centre has not changed post Covid.

61% of respondents stated that they typically travel to Sale Moor on foot (walking), with a further 30% by car. 6% stated that they travel to the centre by bicycle.

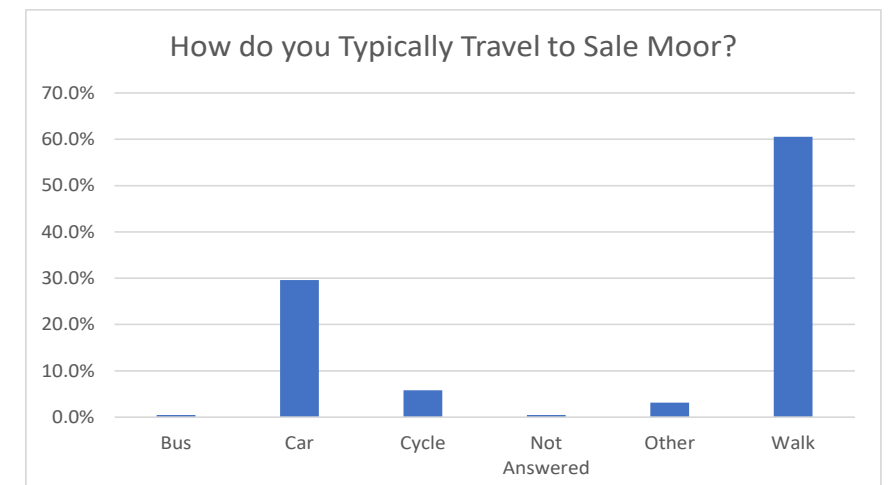
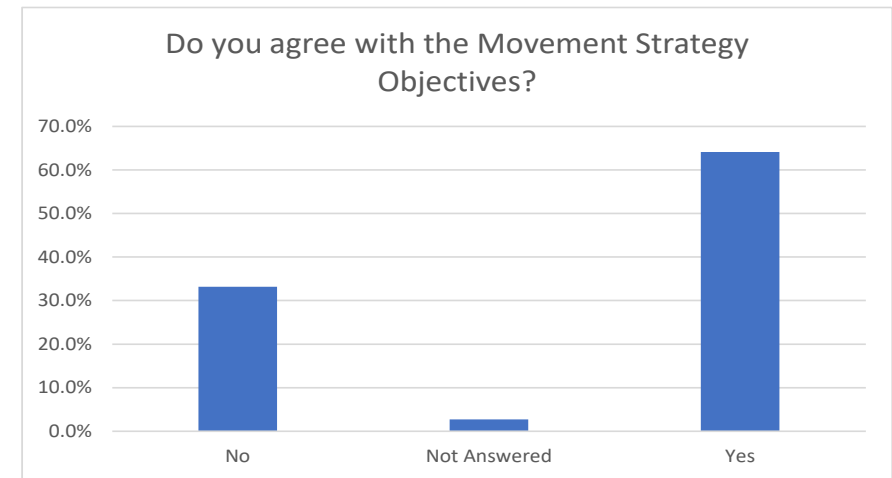
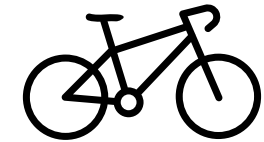
The main purpose of visiting Sale Moor was to undertake convenience (food shopping), comprising 63% of the responses, followed by 'other reasons' (15%). A total of 11% stated that the main purpose is to visit a café, bar or restaurant.

69% of respondents stated that the draft Vision for Sale Moor appropriately reflects the community's future aspirations for the centre.

In terms of the draft Objectives, the following proportions considered that they covered the requirements within the centre:

- Offer of the centre objectives – 74%
- Movement of the centre objectives – 64%
- Streetscape objectives – 75%
- Public realm objectives – 71%

A total of 62% of respondents stated that they supported the proposed movement strategy.





'Traffic is already very slow. An actual benefit would be delivered by removing all street parking and using that space for a cycle lane. The proposed new flow of traffic is counter-intuitive and likely quite dangerous.'

'Traffic flow is going to be the major issue. Although I agree with wanting to encourage walking and cycling, the fact that Sale Moor is near a motorway junction means that there is always going to be a large amount of through traffic. I feel the priority should be to manage the vehicle traffic flow safely, while minimising the effect of this on residents, businesses, pedestrians and cyclists.'

'Diverting traffic away should be a priority. At the moment the village is essentially just for blasting through on or off the motorway. Cars regularly exceed the speed limit and the section with two lanes is treated like a dual carriageway. Cars routinely ignore the pelican crossings and pedestrians are out at risk.'

Summary of Key Responses from Stage 4

'I like the focus on pedestrians and cyclists. Sale Moor Village has a large number of children living close by and their safety is key. I also like the reduction in the speed limit and would like to see this extended on Northern Road, Marslands Road and Old Hall Road as speed limits are often exceeded here. Temple Road also needs a 20 mile speed limit, as the proposals will see more traffic and there are two schools on it.'

'Sale moor needs pedestrianisation and more variety of high quality local businesses such as fantastic no plastic and more akin to the businesses joining the main sale town centre, High quality independents that are seen in the bustling centres of Didsbury, Chorlton and Altrincham. Regeneration of the sale moor high street is majorly required to maintain businesses and increase attraction to the area.'

'Sale Moor does need regenerating but the purpose and provision of the centre needs to be acknowledged. Its' day-to-day provision of providing facilities to meet needs such as 'top-up' shopping needs to be protected.'

'We desperately need more high quality bars and restaurants and that is massively hindered by the lack of outdoor space which can be utilised. It also offers zero for children, as it stands. I would go even further than the proposals, by completely pedestrianising the high street and making local access via some other route.'

'The plans do not go far enough. The core part of Northenden Road should be completely devoid of cars if the plans are to be useful. Entry to Hampson Street should be via Alice Street only.'



You Said - We Did

Hot Topics

The following 'hot topics' were common throughout the process:

- Dominance of traffic through the heart of the centre and the need to redesign the gyratory system
- The need to ensure that the works are appropriately designed to ensure pedestrian safety is achieved
- The requirement for parking to serve businesses
- Opportunities for vegetation in the centre
- Diversification of uses in the centre, to encourage a wider range of operators throughout the day and the evening
- Sustainable and active travel modes of transport
- The public realm
- Signage and wayfinding
- Warrener street

Following a review of the feedback received, the following updates were made to the Place Plan:

General updates to the plans to incorporate comments from stakeholders, to include:

- Streets for All
- GM Transport Strategy
- Design Code

Removal of Warrener Street as a development opportunity

Update to overarching development and movement strategies to reflect the wider work required to assess junction capacity, vehicular movement and trips and highways safety.





MARBELLA SUN
TANNING STUDIOS

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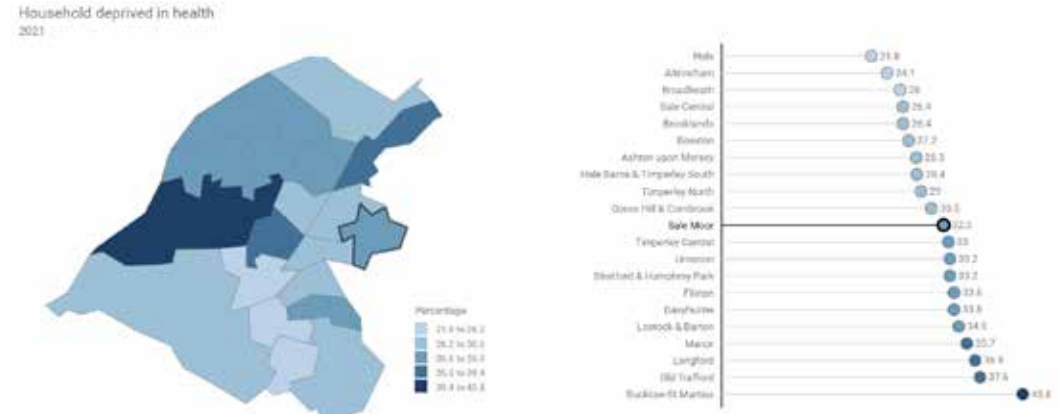
4. Baseline Analysis

Community Profile - Demographics

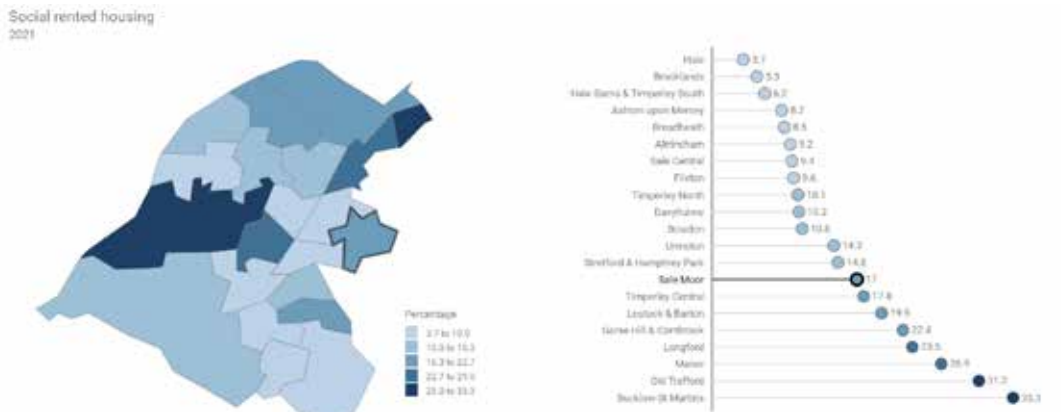
Sale Moor is situated to the east of the borough and shares a large part of its boundary with Manchester. Its northern boundary is the River Mersey and Sale Golf Course. The remaining boundaries are adjacent to residential areas on Northern Moor in Manchester and Sale.

The M60 motorway runs through the ward and separates the main residential area from Sale Golf Course and the Mersey Valley
 Key demographic facts from Trafford ward profiling:

- As of 2021, the Sale Moor Ward is estimated to have a population of 11,536.
- A total of 40.6% of the population have a degree and 14.4% of the population aged 16 and over do not have any qualifications;
- A total of 17% of households live in accommodation which is owned by local authorities or private registered providers, the lowest in the Borough;
- A total of 18.3% of households do not own or have access to a car; and
- 28.9% of the working age population are aged 65 years or above (higher percentages indicate a larger share of pensioners relative to the local labour force). Sale Moor is 11th lowest in the Borough.



Trafford Data Lab: Sale Moor Ward Residents Deprivation in Health (Census 2021)



Trafford Data Lab: Sale Moor Ward Residents in Social Rented Housing (Census 2021)

Policy Context Overview

The Government is placing great emphasis on the revitalisation of high streets and the need to diversify the offer so as to encourage additional users to defined centres, particularly when smaller centres are competing with larger, stronger centres with a greater choice and offer. There is also an acknowledgement that centres need to move away from a principally retail focus to centres which provide a greater mix of leisure and community uses which encourage longer dwell-times and a greater propensity for linked-trips.

The current adopted development plan for Trafford Council seeks to protect defined centres to ensure that they are vital and viable and support the needs of the local communities. A full planning policy overview is included within the appendices attached to this Place Plan.

Policy W2 of the Core Strategy prioritises sustainable urban design with a particular emphasis on encouraging a mix of uses appropriate to the centre, active frontages and high quality in the design and finish of the public realm. Impacts upon the function, character, vitality and viability of the centre as a whole and on specific frontages, particularly within primary shopping frontages should be considered.

Where appropriate, new development within town centres should include a variety of unit sizes in order to encourage diversity in the retail offer and make appropriate provision for the preservation of prominent, historic buildings.

The NPPF states that Local Plans should define a hierarchy of town centres, allowing them to grow in a way that allows a sustainable mix of uses and reflects their distinctive characters. The impact of proposals upon existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal will be assessed. Furthermore, councils must assess the impact of any proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and the wider retail catchment.

Further guidance is also provided in the Town Centres Practice Guidance on the preparation of town centre strategies and on the provision of town centre healthchecks. In terms of town centre strategies, the guidance, at paragraph 004 states that strategies should be used to establish the role and function of a centre, the vision for the future of the centre, how land can be used more effectively, opportunities for improvements to accessibility and the role that different stakeholders can play in delivering the vision.

This Village Place Plan is predicated on the general thrust of the policy, and in particular seeking to encourage a range of uses to better reflect the needs of the catchment.

Town Centre Policies

Town centre planning policies have traditionally sought to restrict the change of use of town centre units. Recently, however, there has been a drive towards greater diversification along high streets away from retail as the core land use, recognising the benefits that a diverse high street and town centre can bring. Although this diversification was accelerated by the pandemic, the change and acknowledgement of its importance to the health of our town centres, was starting to take place beforehand.

Alongside the recent extension of permitted development rights, this motivated the introduction of the Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020, effective since 1 September 2020. The changes to the Use Class Order have drastically changed them, and now provide for three new use classes focussing on commercial, business and service; learning and non-residential institutions; and local community uses. This is opposed to emphasis on retail only in the 1987 order, giving greater planning freedom to buildings and land to support the economic recovery.

Clearly, consideration will need to be given to the physical location of certain uses on our high streets. In particular the location of housing units in the context of the wider offer of the town centre. For example, new residential opportunities will be less desirable if sandwiched between a takeaway and a bar. There does however need to be a recognition that there are real benefits through the introduction and increase in residential properties in town centres. Not only do they pose an opportunity to

reuse otherwise redundant town centre stock, but they also provide the opportunity to increase footfall and expenditure within centres. Resulting in improving both the daytime and the evening economies.

When considering the impacts on our high street from the commercial market, both before and after Covid-19, we see that diversity and flexibility will be key factors in the future. Successful high streets will continue to be able to embrace these new dynamics and the flexible approach promoted by the government.

In this regard, whilst major shopping destinations within city centres and sub-regional out-of-centre locations continue to play a key role in the future, the rise of the ethical shopper will likely see more motivated shopping habits on local high streets. Key examples including 'zero waste' retailers in some smaller town and district centres. The key to the future success of the centres is to capitalise on and reflect local demographics.

We need to encourage more living in our town centres. The increasing desire for people to shop, work and spend leisure time within a 15-minute radius of their front door has come to the fore, thanks to a huge increase in home working, which is set to continue to some extent. Social and community experiences are vital to bring residents together and encourage footfall and increased dwell time in our centres.

Corporate Plan 2021-2024

Trafford Council's Corporate Plan sets out the Council's strategic vision, outcomes and priorities for the borough. The document sets out how the Council will work with residents, communities and businesses to deliver change within the area, in line with the Council's commitments.

The Council's refreshed vision sets out, reducing health inequalities, supporting people out of poverty and addressing our climate crisis, as the main priorities for the period 2021-2024. It is outlined that the main outcomes the Council wish to achieve are:

1. All our residents will have access to quality learning, training and jobs;
2. All our communities will be happy, healthy and safe; and
3. All our businesses and town centres will be supported to recover and flourish in an inclusive way.

The document outlines that the main way we can address the current climate crisis and the impacts of climate change is through working together and having clear plans to prevent future challenges.

The Council also outline that they will promote and increase environmentally friendly travel modes and will develop the leisure offer, parks and green spaces in the different areas of Trafford. More specifically, the Council have outlined that they will: increase the number of electric charging points per 100,000 population; reduce vehicle miles travels on roads in Trafford; reduce the number

of licenced vehicles with Trafford addresses; increase number of licenced Ultra Low Emission Vehicles with Trafford addresses; and reduce the borough wide CO2 emissions.

Carbon Neutral Action Plan (December 2020)

Trafford Council was one of the first local authorities to declare a climate emergency in November 2018, whilst Greater Manchester has committed to being carbon neutral by 2038 through the Greater Manchester Combined Authority. The Council is continuing to make progress with measures that will reduce the carbon footprint and put the authority on a pathway to carbon neutrality by 2038, and in doing so, help to improve the health and wellbeing of Trafford's communities, our environment and our economy.

The 2020 Action Plan sets out a series of key themes, of which the Council is already making very good progress against. Of particular relevance to this Place Plan:

- Trafford was the first borough in Greater Manchester to install the 'recycling on the go' trio bins, allowing recycling of litter in public spaces;
- The Council is delivering a range of cycling and walking infrastructure and developing a Walking and Cycling Strategy;
- The Council is enhancing spaces for pedestrians and cyclists across the borough, to enable people to keep their distance for safe essential journeys; and
- Trafford are key partners within the Greater Manchester Clean Air Plan cleaning up the air.

The Draft Design Code

The consultation draft of the Trafford Design Code provides clear guidance for developers, architects, planning officers and Planning Committee members for all development projects, from small and large-scale residential projects to commercial schemes. It will be adopted as a Supplementary Planning Document.

The draft Design Code covers a broad range of development types and scale across the whole Borough. The broad approach taken within the draft Code allows applicants a degree of flexibility in delivering a contextually appropriate scheme and is not intended to stifle innovation or architectural flair.

The Trafford Design Code outlines a landscape led approach to shaping design proposals. It challenges the designer on how to create outcomes that are shaped by their environment to create healthy, engaged and connected communities.

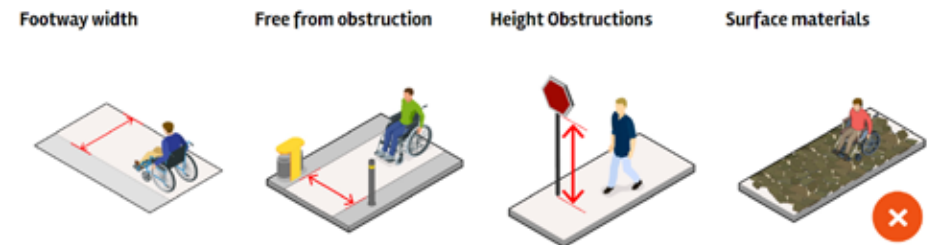
In terms of street design, the Design Code recognises that responding to local context is just as important in the design of streets as it is in buildings and structures.

The following summarises some of the relevant Codes:

- SPSD 1 - 'Active travel and street hierarchy', which seeks to ensure developments provide an attractive public realm seeks to maximise

active travel and opportunities for communities to meet and play.

- SPSD 2 - 'Safe streets and attractive public realm', which requires applicants to demonstrate that the design of streets and public realm is appropriate for the development.
- SPPR 1 - 'Safety and Security', which states that the design of public realm and streets create the right conditions for people to feel safe and secure, without the need for additional security measures.
- SPPR 3 - 'Wayfinding and Legibility', which states that pedestrian environments must be safe, accessible, legible and free of visual clutter, providing consistent materials, wayfinding and signage.
- SPPR 4 - 'Street Furniture', which states that street furniture must make a positive contribution to the public realm.
- SPPR 7 - 'Materials', which seeks to ensure that materials used in areas of public realm must be high quality, durable and complement the local context.
- SPPR 8 - 'Accessibility' which states that areas of public realm must be designed to be fully accessible.



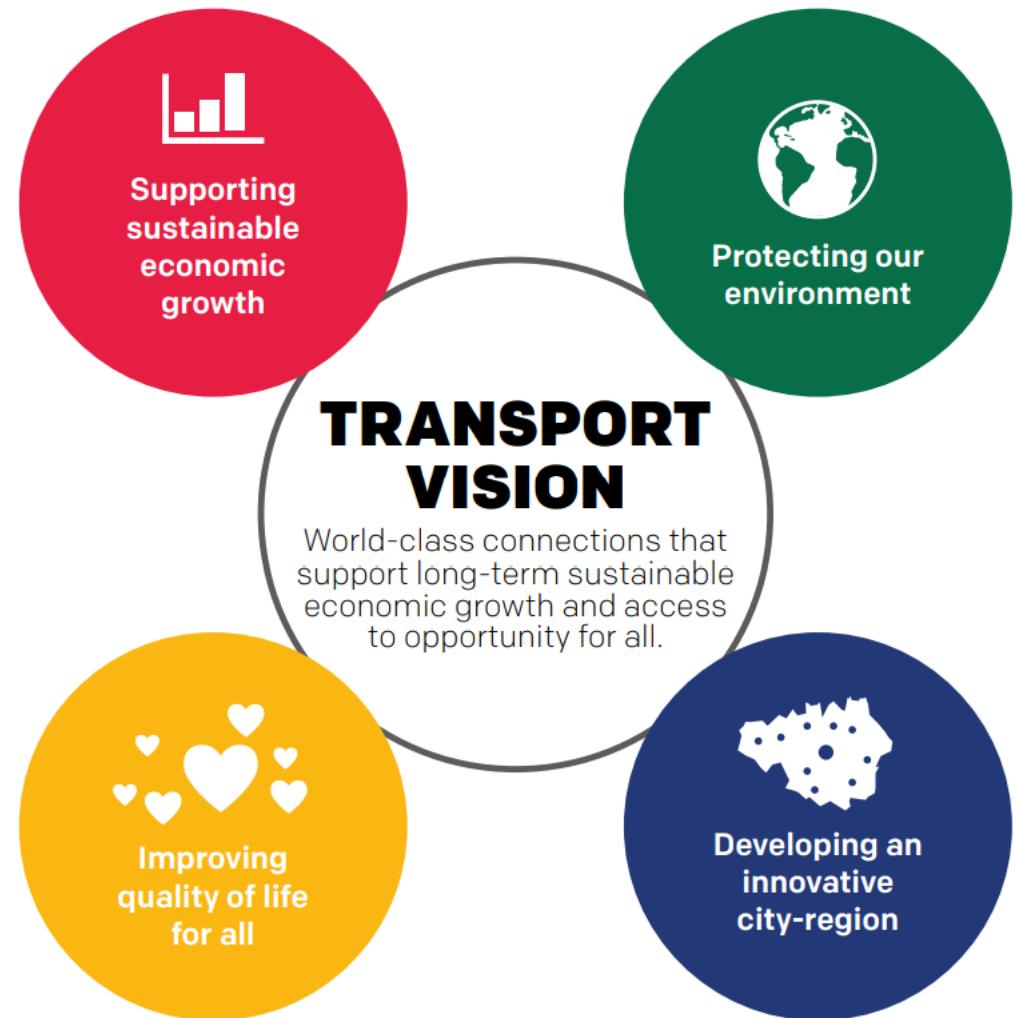
Greater Manchester Transport Strategy 2040

The Greater Manchester Transport Strategy 2040 sets out Greater Manchester's long-term ambition for transport. The vision seeks to ensure Greater Manchester has 'world class connections that support long-term, sustainable economic growth and access to opportunity for all'.

The four key elements of the Vision are provided in the diagram opposite, taken directly from the Strategy. The 2040 Transport Strategy is structured around five types of trip - called 'spatial themes' - to enable an integrated set of interventions to be developed to address specific issues in different parts of the city-region and for different types of travel.

In helping to connect neighbourhoods, the Strategy seeks to ensure that local neighbourhoods are safer and more pleasant to walk and cycle round, with the impact on local roads reduced. In this regard, the Strategy also seeks to ensure town centres are attractive and well connected, to improve connectivity by public transport and encourage people to use local facilities.

Furthermore, the Strategy notes that neighbourhood-focused policies, including Streets for All and the Bee Network, will both increase the attractiveness of living in connected neighbourhoods, and increase the mode-share of active travel.



Streets for All - Transport for Greater Manchester

Streets for All is a new approach for everything we do on streets in Greater Manchester. Streets for All places a strong emphasis on reducing traffic and road danger and on improving the environment for pedestrians, cyclists and public transport users. This people-centred approach to street planning, design and network management is needed to level up the transport network, support growth and productivity and enable us to meet decarbonisation targets.

Carefully considering the location and design of new building developments is important. It gives the chance to look at reducing the distances people need to travel to work, healthcare, education, green spaces and leisure facilities by locating these conveniently closer to where people live or in accessible town and city centre locations. Shorter distances mean that more trips can easily be walked or cycled, and new developments can be designed to be easy and safe to access through active travel and public transport.

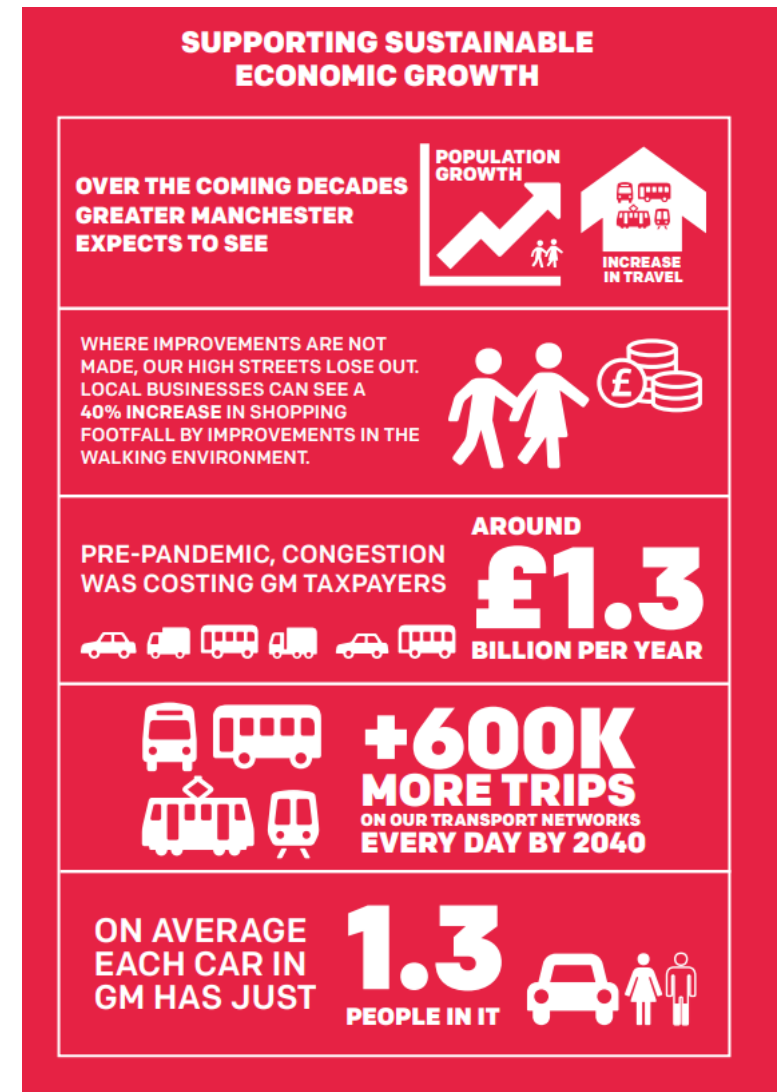


IMAGE FROM THE TFGM STREETS FOR ALL STRATEGY

Sale Moor Healthcheck

Category	Units		Floorspace	
	Count	Percentage	Area	Percentage
Convenience	10	15.4%	844	15.6%
Comparison	9	13.8%	715	13.3%
Retail service	21	32.3%	1,530	28.4%
Leisure service	16	24.6%	1,646	30.5%
Financial service	2	3.1%	67	1.2%
Vacant	7	10.8%	591	11.0%

Sale Moor is considered to be a vital and viable district centre, well situated in relation to the surrounding residential areas. The centre has a good level of accessibility, and a generally functional environmental quality. The vacancy rate at the time of our visit was lower than the national average, and this is reflective of the key role Sale Moor plays in supporting and providing for the needs of the local community.



Sale Moor provides a diverse range of retailers, which provide both for day-to-day convenience and comparison needs.



There is a strong range of retail services in Sale Moor, the offer is considered commensurate with Sale Moor's role as a district centre.



Within Sale Moor are a number of leisure service operators, including hot-food takeaways and cafés.



The centre is dominated by vehicle movements as a result of its location adjacent to a major road junction and gyratory.



Despite this, Sale Moor is considered to be easily walkable, with a number of pedestrian crossing points located throughout it.

Icons: Flaticon.com, Becris, Icongeek26, Freepik, catkuro



Poor quality signage, out of proportion

Fascia extends to upper floor and large canopy

Poor condition paintwork on upper floors and no consistency in colours

1



2

Large fascias that extend to the upper floor windows detract from the street



Large signage out of proportion with the building as a whole. Colours do not compliment the architecture of the street and lack of cohesion in signage colour and font



3

Lack of cohesion in signage and shop front colours





5. The Vision and Objectives

Vision

‘Sale Moor will be a thriving village centre with community at its heart.

The centre will become accessible to everyone at all times of the day, with sustainable movement at its heart.

The village will continue to grow as a diverse centre, including a reinvigorated evening economy that will meet the needs of the entire catchment.

It will evolve through strong community partnerships, along with physical and aesthetic improvements’.

Objectives

The Offer of the Centre

1. To maintain and improve the diversity of uses and the offer of the centre through the enhancement of the overall village setting.
2. To help support local businesses through a range of marketing methods to support and promote the offer of the centre.
3. To work with the community and other partners to ensure that the benefits of regeneration are widely felt, and that the village’s offer meets the requirements of the entire catchment including all demographics.

Movement

1. To create an environment that places an emphasis on the safety and utility of streets and routes for people to walk and cycle.
2. To support improvement of accessibility to and within the centre for pedestrians and cyclists and to reduce the dominance of traffic, whilst maintaining appropriate vehicle access and movement.
3. To incorporate the wider Mayor’s Challenge Fund proposals throughout the village, including substantial public realm improvements.
4. To develop a strategy to remove/alter the barriers which form part of the gyratory system to improve pedestrian movement throughout the village.

Streetscape

1. To revitalise and regenerate Sale Moor as an ‘urban village’.
2. To safeguard those parts of the existing built environment that contribute to the character heritage and distinctiveness of the area.
3. Opportunities to improve some shopfronts in the village.

Public Realm

1. To create inclusive, well-designed public spaces which form a place to meet and hold informal events, throughout the year.
2. To create new entrance gateways into the village, welcoming visitors.
3. To improve the overall public realm within Sale Moor, using generous footways and safe cycle routes, soft landscaping and areas within which activities can spill-out into
4. Encouraging new public art, and public realm additions which the community can take ownership of and curate.

Principal Challenges

Drawing on the SWOT analysis, it is clear that the village centre is currently facing challenges that must be addressed if it is to be sustainable in the long term.

Principal challenges include:

- Ongoing uncertainties in the commercial market and the ability to ensure that there is a confidence in the centre from operators and investors.
- The village centre perception – the range of uses and services, the quality of shop frontages and public realm, access to the village centre, safety in the centre and physical environment can strongly influence success.
- Socio economic profile – the key indicators demonstrate the broad width of demographics in the catchment and therefore the requirement to provide a centre which can meet the entire catchment's needs. As such, in regenerating and enhancing the village, new developments need to take the local catchment into account.
- Accessibility and movement - efficient and safe movement to, through and around the village centre from a range of transport modes is crucial to ensuring regular patronage. Some businesses are also heavily reliant on the availability of short-stay car parking adjacent to their

premises, which needs to be taken account of.

- Complementary roles - as a result of the close proximity of the village centre to neighbouring towns, such as Sale and Altrincham, they will inevitably have overlapping catchments. It will be essential to ensure that their future roles are complementary, not competing.
- Attract new public / private investment funding.
- Appropriate mix of uses - retail, services, leisure and residential are all key components to encourage more footfall and a greater length of stay within the village centre, both day and night.
- Lack of strong marketing for the centre.

If there aren't compelling reasons for people to come into the village centre, they will continue to go elsewhere. These 'compelling reasons' or the village's offer, which is expressed through a clear Vision, brand and delivery plan, must have resonance and credibility.

The Objectives in Detail - The Offer of the Centre

Maintain and Improve Diversity

Sale Moor village centre has a relatively limited leisure (restaurants, café, cultural uses) offer. There is an opportunity to improve and diversify the village centre offer and therefore increasing the overall footfall in the centre, both throughout the day and the evening. However, key to the success of the Plan is the retention of the existing invaluable local independent traders who make Sale Moor unique.

Any new developments must complement not compete with these uses. Furthermore, we have to be careful that any scheme to improve accessibility and public realm in the centre do not impact on the future success of the existing businesses.

There is an opportunity to provide modern format space which better meets potential operator's requirements and a flexible space from which community events can take place at Warrener Street.

In order to create a place with a variety and mix of uses, development (and public realm schemes where appropriate) should:

- Plan for a mix of compatible uses and tenures
- Encourage additional uses such as restaurants and bars through the wider improvement of the public realm and streetscape, and overall investor confidence in the centre

- Aim to achieve diverse communities and cultures
- Explore a variety of architectural styles whilst respecting the local character, vernacular and neighbouring uses

Support Sustainability

New development and improvements to the accessibility and movement of the centre should seek to raise the environmental performance of buildings through the incorporation of high quality designs that encourage behavioural changes in travelling to the centre. However, the proposed highways alterations and public realm changes must complement the existing offer in the centre, ensuring that the existing offer is retained whilst also seeking to increase footfall and dwell-time in the centre.

- In order to achieve a sustainable village centre for Sale Moor, improvements to the village should:
- Incorporate electric vehicle charging points
- Encourage travel to and within the centre by sustainable transport modes, through the promotion of the new MCF route and wider improvements
- Improve the overall safety in the centre for people to walk and cycle.

In order to achieve the Vision it is important to look at different areas of the village centre in terms of how they function, what their role is, and how these areas can be improved in order to support and enhance the overall vitality and viability of the centre. We explore this in more detail in proceeding chapters of the Plan.

The Objectives in Detail - Movement

Promote Ease of Movement

When considering movement within the village centre, there is a need to take account of the primary users of a particular space. The village centre needs to be a place that is easy to get to and move through, and sustainable modes of transport to and within the centre are encouraged. Operators need to be able to continue to function successfully and thrive whilst also encouraging additional footfall into the centre.

To create a connective and permeable village centre, the strategy for the village should ensure that:

- Traffic calming measures are introduced to reduce the speed of vehicles using the gyratory, particularly from those entering the gyratory from the motorway.
- Prioritise active travel by supporting the successful Mayors Challenge Fund bid to develop a segregated cycle route from Sale – Sale Moor – Sale Water Park, with quality cycle parking and improvements to crossing facilities.
- Potential to reduce traffic levels on certain sections of gyratory, subject to traffic modelling.
- Alter circulation and signage between Northenden Road, James Street and Hampson Street to improve access to public car parks.
- Roads, footpaths, cycleways and public services are connected into well-used routes and connect proposed and existing nodes of activity

- Public areas are easily accessible for all users, including mobility scooter/wheelchair/pushchair users and cyclists
- Schemes provide a choice of safe, high quality routes.
- Remove guard railings to enable pedestrians to follow desire lines and increase the attractiveness of the street scene.
- Review on-street parking provision taking into consideration residents and local business as well as pedestrian and cyclist safety.

Improve Legibility

The village centre needs to provide a welcoming image, and be easy to understand for all users. In order to help create a place that is easy to understand development and public realm schemes should:

- Incorporate clear and easily navigable routes, utilising appropriate and distinguishable hard and soft surfacing, including the provision of shared surfaces
- Create new or enhance existing ‘gateways’ to the village centre which enable users to identify with that particular area and celebrate the village as a whole
- Include well-designed lighting which accentuates key buildings and vistas, assists with the sense of safety and security, and leads the user to legible routes
- Incorporate legible signage and way markers for all users whilst minimising highway/public realm clutter
- Include clear signage to encourage users of the village to use all available car parks

The Objectives in Detail - Streetscape and Urban Design

Maintain and Enhance Character and Identity

The character of Sale Moor is formed by the pattern of development, its scale and massing and by the mix of uses.

Sale Moor's character is what makes it unique and has evolved through time, shaped very much by the people who live and work in the village centre. It is vital that the centre appeals to the whole of the catchment including families, young professionals, students, school children (of all ages), the older generation and so on.

In creating a sense of place, new development and public realm projects should incorporate:

- Spaces which are visible and contribute to the character of the area
- Good quality design and sustainable building materials to ensure longevity and environmental responsibility

The function of centres has changed markedly in recent years with technological advances and the ever increasing reliance of internet shopping. It is anticipated that the role of centres will continue to evolve and as such Sale Moor village centre needs to be a place that can respond to change. This is particularly the case in light of the current COVID-19 pandemic and the implications on the high street.

In creating an adaptable village centre, development and public realm schemes should:

- Incorporate flexible areas which support a variety of uses
- Incorporate buildings adaptable to a variety of present and future uses

The Objectives in Detail - Public Realm

Improvements to the public realm are essential to improving the image and attractiveness of Sale Moor village centre. Quality public spaces contribute enormously to people's health, happiness and wellbeing. In order to create a place with lively and pleasant to use public spaces and routes, the objectives of the village place plan are to:

- Undertake a village centre-wide approach to public realm, linking one end of the village with the other and creating a uniformed scheme
- Achieve a sense of safety and security
- Create uncluttered and easily maintained surroundings
- Be Inclusive - suited to the needs of everyone, including young families, disabled and older people
- Include well-designed lighting
- Include well-designed street furniture which assists in creating and enhancing identity
- Create healthy environments which are sociable (a place to meet friends), easy to access and easy to use, encouraging activity.

Signs of Success

We will know that we have met the objectives through the following:

- Reduction in number of vacant units and the 'churn' in operators in the centre, through the encouragement of additional footfall in the centre.
- Increase in 'dwell-time' in the area, resulting in additional direct economic benefits to businesses in Sale Moor.
- The creation of a new community space(s) to hold informal events.
- More places to eat, drink and enjoy leisure time in the village centre, including an enhanced family friendly offer and more 'after five' uses including leisure and residential through the delivery of the Warrener Street development opportunity site.
- The retention and growth of the independent sector in the village and encouragement of wider community activities in the centre.
- An enhanced public realm, through the creation of new soft landscaped areas and additional trees
- More public art and celebrations of creativity
- Increased private sector investment and business growth
- The delivery of the new cycle and pedestrian route through the centre and the reduction in traffic flow through Northenden Road
- The delivery of a new approach to shopfront design, guided by the Trafford-wide Design Guide.



Identified Opportunities in Sale Moor

Movement and Highways

- Motor Vehicles are prioritised due to the highway dominated nature of the gyratory.
- Vehicles can travel at high speed (>30mph) through the gyratory, particularly when travelling in a south-westerly direction from B5166 Northenden Road to A6144 Marsland Road.
- Guard railing and street furniture act as barriers to pedestrian movement.
- Demand for on-street parking is high.
- On-street parking is beneficial for local business but creates safety and amenity concerns for cyclists.
- The area lacks quality green spaces which are accessible to pedestrians.
- Off-street parking areas tends to have spaces, but access to them can be difficult to find for those not familiar with village.
- Traffic congestion can arise from M60 Jct 6 in the AM peak, but gyratory typically operates satisfactorily.
- Local schools are a significant contributor to footfall.

Opportunities:

- Introduce traffic calming measures to reduce the speed of vehicles using the gyratory.
- Prioritise active travel by supporting the successful MCF bid to develop a segregated cycle route with quality cycle parking and improvements to crossing facilities.
- Potential to downgrade certain sections of gyratory, subject to traffic modelling.
- Alter highways circulation between Northenden Road, James Street and Hampson Street to improve access to public car parks.
- Create new areas of public realm including village gateways to encourage visitors to stay and enjoy the area.
- Remove guard railing to enable pedestrians to follow desire lines and increase the attractiveness of the street scene.
- Review on-street parking provision taking into consideration residents and local business as well as pedestrian and cyclist safety

Streetscape and Urban Design

- There is no quality public realm, with railings used frequently
- Shop fronts have limited continuity which detracts from the appearance of the street, however many shop fronts and upper floors can be improved through simply repainting
- Gap sites are currently used for parking.

Opportunities:

- Upper floors on buildings can be easily repainted and restored

Public Realm and Landscaping

Vehicles and street-linkages

- There are a limited number of safe crossing points which makes it difficult to cross safely.
- Guard railings limit access between north and south.
- Poorly signed car parks

Public space

- The public realm is low in quality, lacking suitable surfaces and street furniture.
- There is a lack of access to public open space.

Opportunities:

- To slow down traffic through the village
- Provide generous footways and safe cycle routes to promote sustainable transport use
- Create streets with space for spill-out activity
- Create central meeting point orientated around the original crossroads with landmark features to aid orientation
- Give the people of Sale Moor a high street they can curate - a place for events, socialising, culture and well being;
- Encourage community ownership of the village - planters for renegade gardeners, village notice boards for advertising events and gathering spaces for local events
- Announcing arrival and departures to encourage passing traffic to stop and explore



KEY

-  Gateway feature
-  Public Realm Improvements
-  Existing Trees
-  Street Trees and Planters
-  Footway Widening
-  Pedestrian Crossing Points
-  Key Destination
-  Local Landmark
-  Car Park Enhancements
-  On Street Parking
-  Loading Bays
-  Bidirectional Cycle Lane
-  Improve Pedestrian / Cyclist Experience
-  Bus Stop
-  Cycle Parking
-  Potential New Frontages



VIEW OF THE LEGH ARMS ON NORTHENDEN ROAD

6. Development Strategy

The Strategy

The strategy sets out an ambitious plan to recreate a village High Street for Sale Moor and to return a more balanced approach to all users, not just vehicles. The strategy will be achieved through the following key concepts:

- Reorganising traffic movement to re-establish Northenden Road as the High Street - a place for people not cars;
- Provide widened and enhanced footways, street greening and seating throughout the village to encourage longer dwell time;
- Provide improved on street parking and better signing and legibility to local car parks;
- Create a new village square facilitated by residential and commercial development that can provide space for local events, markets and community gatherings;
- Remove street clutter and reduce vehicle dominance to reconnect the north and south of Northenden Road;
- Providing clear/improved on street signage, plus website information to car parks and cycle stands, along with directions to disabled bays will be key to encouraging movement;
- Create a distinctive village character, clear village entrances and people scaled environments to announce the arrival into Sale Moor; and

- Improve cycle routes through the area with a new bidirectional cycle lane connecting Sale Moor to Sale and Sale Waterpark.

An Independent High Street

Sale Moor has a uniquely independent high street with a range of local, traditional and specialist retailers. The variety and concentration in a compact village centre provides an attractive hub for the local community and a sense of individuality and character unlike anywhere else. The strategy is to:

- Encourage independent and artisan businesses that offer a personalised experience;
- Expand the evening offer and support through creating cafe spill out space, improved lighting and reduced vehicle noise/speeds;
- Opportunities to build an identity and village brand through consistent and iconic shopfront design and signage;
- Increase dwell time by creating a High Street that people want to spend time in;
- New commercial development to be of a scale that encourages independent retailers.

A Village Once Again

Sale Moor is a lost village consumed by the road network and dominated by vehicle needs. The strategy is to:

- Recreate the village to put people and community at the heart of place and taking the centre back from motorised vehicles;
- Provide generous footways and safe cycle routes to promote sustainable transport use;
- Create streets with space for spill out activity;
- Create a central meeting point orientated around the original crossroads with landmark feature to aid orientation;
- Seek opportunities with new development to deliver a community events space - a place for markets and local activities;
- New residential development to bring more people into the village heart and create a market for greater evening activity;
- Give the people of Sale Moor a high street they can curate - a place for events, socialising, culture and wellbeing;
- Create a High Street that can be closed on occasions to vehicular movement to facilitate events and to encourage greater use by local people;
- Encourage community ownership of the village - planters for renegade gardeners, village notice boards for advertising events, gathering spaces for local events;
- Announce arrival and departure through a clear identity and village brand and by highlighting entrances and key nodes to encourage passing traffic to stop and explore.



Sale Moor - Materials and Details

Public Realm Strategy

Hard Surfaces

- A simple materials palette running from shopfront to kerb with high quality edgings will be incorporated.
- A defined and elevated character for the High Street with feature surfaces around landmarks and seating areas.
- Feature areas of high quality paving focussed around key spaces and seating areas. Materials to make reference to the local vernacular - bricks and cobbles;
- Feature edgings and level surface carriageway to the High Street to slow vehicles and extend the public space across the highway.

Street Furniture, Walls & Lighting

- Comfortable and quirky seating organised in sociable groupings around trees and planters. Pedestrian scale elements that create a village feel;
- Vibrant quirky seats and benches influenced by colourful shopfronts and buildings. Organised in groups at key village locations;
- Large feature planters with ornamental floral displays and/ or opportunities for guerilla gardening and community grow your own;
- Landmark art / signage to orientate visitors and announce arrival at the village heart and feature lighting of landmark elements;

- Pedestrian scale light columns to the High Street to create a more intimate street environment.

Soft Landscape

Vibrant seasonal floral displays and opportunities for community owned planters and planting beds will help to create a distinctive village centre and community focused place.

Retain high quality mature trees to maximise green character; New street tree planting to add character and create a greener, more intimate village centre. Narrow crown trees suitable for urban conditions.



Sale Moor - Gyratory Improvements

Traffic & Transport

- Main vehicle movements directed around the village centre, encouraging less movement along the high street;
- High Street closed to through traffic - access only. One way vehicle movement exits via Temple Road;
- On street parking relocated to accommodate bi-directional cycle lane. Better signage of village car parks to encourage use;
- On-street parking throughout the village to remain at the same level, with more parking in the 'heart' of the village for businesses;
- Integrate MCF cycle proposals. Bidirectional cycle lane connects the village to Sale and Sale Waterpark and the Mersey Valley;
- High Street change of surface, width and character denotes pedestrian/cycle priority;
- Current bus stops retained;
- Loading bay relocated from north side of Northenden Road. Shared loading/parking bays with restricted access for deliveries. Loading available within 50m of all retail units; and
- Village gateway traffic calming to reduce speeds to 20mph.

Public Realm

- Northenden High Street redefined through new shared surface, tree planting, street furniture and lighting;

- Guardrails and street clutter removed, reducing barriers between the north and south of the village
- New traffic arrangement creates opportunities to close the High Street for community events;
- Wider footways, screened from traffic create space for spill out activity; and,
- Floral displays, trees and planters to encourage community ownership and create human and create human scale and green village feel.

The plans presented as part of this Place Plan and overarching strategy are high-level and indicative proposals only and are subject to detailed highways assessments. The required works, also set out in the Action Plan, will ensure that any proposals to alter the gyratory system within Sale Moor will not have a detrimental impact on highways safety and movement on streets surrounding the centre.

Detailed modelling of junctions, traffic movement, capacity and safety will therefore be undertaken in consultation with local stakeholders and residents.



CHANGE IN CARRIAGEWAY SURFACE TO DENOTE PEDESTRIAN/CYCLE PRIORITY STREET. 1 WAY ACCESS ONLY. BI-DIRECTIONAL CYCLE LANE INCORPORATED

JAMES ST ONE-WAY REVERSED. EXIT VIA TEMPLE ROAD

PARKING BAYS (3no.) REMOVED FROM NORTH-SIDE TO ACCOMODATE CYCLE LANE

JUNCTIONS RAISED & PAVED

ADDITIONAL PARKING ON SIDE ROADS

ON STREET PARKING (12no.) REMOVED. LOADING ONLY DURING RESTRICTED TIMES

BOULEVARD TREE PLANTING

OFF-CARRIAGEWAY CYCLE LANE

BUS STOP RETAINED

2NO. ACCESSIBLE PARKING BAYS

PARKING (6no.) / LOADING BAYS RELOCATED FROM NORTHENDEN ROAD

ON STREET PARKING (10no.) / LOADING BAY RETAINED

PAVED CROSSOVER GATEWAY FEATURE - 20MPH VILLAGE ZONE

ENHANCED CROSSINGS

ACCESS THROUGH NORTHENDEN ROAD IS CLOSED OFF FOR VEHICLES

REMOVE ROAD & RELOCATE PARKING (6no.) OFF CARRIAGEWAY. WIDEN FOOTWAY / TREES & RAISED PLANTERS TO SHOP ENHANCE FRONTAGES

RELOCATE BUS STOP

PAVED CROSSOVER GATEWAY FEATURE - 20MPH VILLAGE ZONE



HIGH STREET CHANGE OF CHARACTER. SPACE FOR



CYCLE LANE INTEGRATED INTO FOOTWAY & PARKING



NEW PUBLIC SPACE WITH PEDESTRIAN LINKS ACROSS MAIN ROAD



HIGH STREET THRESHOLDS DEFINED & SPEEDS REDUCED



IMPORTANT LOCAL LANDMARKS ENHANCED WITH NEW PAVING & SEATING



OPPORTUNITY TO CLOSE THE HIGH STREET

7. Movement Strategy



DIAGRAM SHOWING EXISTING VEHICLE MOVEMENT THROUGH SALE MOOR



DIAGRAM SHOWING PROPOSED MOVEMENT THROUGH SALE MOOR

Existing

Traffic & Transport

- 30mph road however vehicle speeds often exceed this, mainly on
- Northenden Road;
- Narrow footways;
- Narrow on street parking bays conflict with adjacent cycle lane. Door opening potentially dangerous;
- Hazardous minimum width one way cycle lane;
- Central reservation and guardrailing encourages speeding;
- Two lane westbound creates dual carriageway character;
- Limited on street parking on south side of the street.

Public Realm

- Limited street greening. No space for trees;
- Northenden Road is dominated by vehicles;
- Vehicle speeds and street clutter create a poor pedestrian experience;
- Low quality footways and furniture create a poor visitor impression;
- No cycle parking;
- Low quality, inconsistent paving;
- Two sides of the High Street are separated by guarddailing. Pedestrians are forced to cross in defined locations.



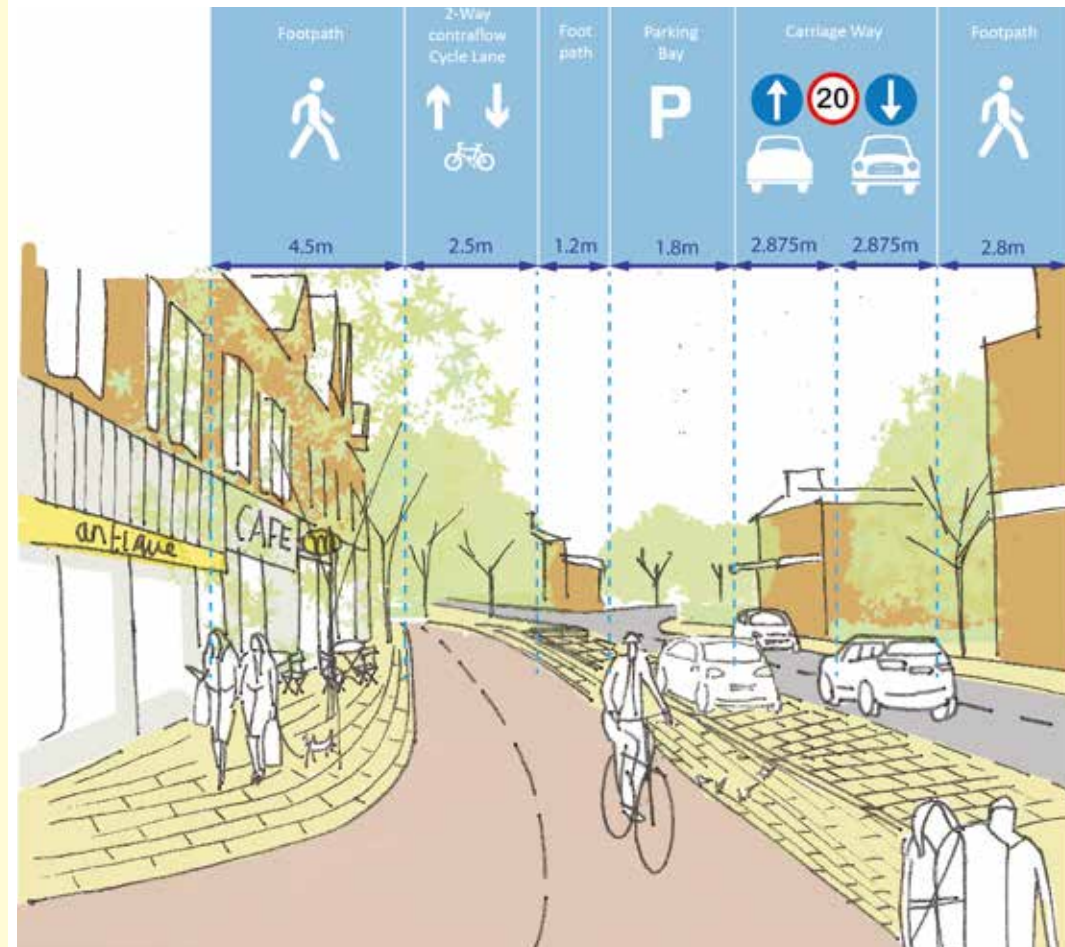
Proposed

Traffic & Transport

- One way street for access only. 10mph speed limit;
- James Street direction reversed. Exit via Temple Road;
- Remove on-street parking to the north side to accommodate a bi-directional cycle lane;
- Retain and extend on street parking and loading south side, ensuring disabled parking bays are also retained;
- Pedestrian / cyclist priority street with level surface, contrastive carriageway, wide edgings and narrow width slows vehicles and reduces car dominance;
- Remove traffic furniture as speeds and vehicle numbers reduced;
- Improve side road crossings.

Public Realm

- High quality paving and edges and level surface with distinctive street character signifies pedestrian/ cycle priority;
- Footways widened to allow for spill out activity;
- Pedestrian scale lighting and street furniture;
- Tree planting on kerb build outs and on wider foot- ways;
- Cycle lane paved in high quality carriageway surface and subtly delineated with quality details.





8. Shopfront Strategy

Shop Front Precedents and Analysis

Waltham Forest - Precedent

Five high street regeneration programmes were completed for Waltham Forest Council.

Shops that had fallen into disrepair were given extensive shop-front, signage and facade treatment, with bold and vibrant colours.



Sale Moor Shopfronts

Shop frontages are composed of a number of functional elements, which traditionally adhere to classical architecture principles. Careful consideration should be given to the proportion of these elements in relation to the building facade as a whole. In order to achieve a harmonious streetscape, no single element should dominate.

The architecture of Sale Moor ranges from small terraced properties to larger, and more ornate Victorian buildings. Wherever possible, the features of these shopfronts should be restored to the original proportions of the properties



Example Shopfront Design Guide for Sale Moor

Fascia and Signage Proportions

A fascia is used to display the signage of the shop, creating a visible separation between the ground floor and upper floors. Traditionally the fascia would display the shop name and often the trade of the business in hand painted lettering. Given its prominence, the fascia has a considerable impact on the character and appearance of the building and streetscape.

The proportion of the fascia and signage in relation to the remaining shop front need to be carefully considered in order to achieve a balanced elevation. The depth of the fascia should be no more than a fifth of the shopfront height. Wherever possible, the original fascia dimensions should be used.

Some shopfronts occupy buildings that may not have originally been designed to function as a shop, in these cases a fascia may not be incorporated into the design. Therefore, signage of an appropriate scale may be applied directly to the window.

Projected Signage

Projected signage may interrupt the view down a street if not carefully

considered. The size and colour of the sign should be in keeping with the traditional fascia.

A fascia should not extend beyond the shop-front surround, which is usually determined by the pilasters on each side. A fascia should not stretch uninterrupted across more than one building.

Fascias should not obscure the existing architectural elements. The top of a fascia should be positioned well below the sill of the first floor windows

Canopies and Blinds

The use of canopies and blinds should not detract from the style of the shopfront and should be of an appropriate scale and colour. Shallower canopies are preferred, allowing more daylight into the building. The canopies should be made from canvas, avoiding shiny materials and plastic.





IMO CAR WASH AT WARRENER STREET

9. Action Plan

The Action Plan provides an indicative phasing strategy, however key actions and outcomes will need to be undertaken alongside and in response to the work of other partners, not least landowners where relevant.

Furthermore, it will be vital that the detail and direction of this Place Plan is brought forward through the Council's emerging Local Plan to ensure that specific planning policies support the delivery of key projects but also the future success of Sale Moor as a village centre. As such, planning policy also needs to ensure that any potential schemes located outside of the village centre are appropriately assessed in respect of the potential to jeopardise the future of the village centre.

The MCF pedestrian and cycle improvements through the village and the wider public realm improvements which will be associated and come forward alongside this, also needs to be progressed in the short term.

Improving the gyratory system and wider overall safety of the village for pedestrians and cyclists (and the slowing down of traffic) should be a key and early objective, and all relevant stakeholders need to be supported from an early stage.

As set out above, the plans presented within this Place Plan are to demonstrate what could be achieved but have not been through formal highways capacity and safety assessments. Detailed plans will be formally consulted on, alongside extensive assessments to ensure that the plans could work in practice and not to the detriment of existing residents surrounding and users within Sale Moor

Branding and promotion should also form part of the overall strategy, as should ongoing work with the local resident and business communities. The approach to branding will require some thought and will need to be developed and 'owned' by the key stakeholders if it is to be effective and sustained.

Advancing a co-ordinated set of actions across the village centre will help business confidence and support investment and should be progressed with the widest range of partner participation.

Projects need to look at exploiting current programmes, grant funding and regeneration funds wherever programmes and funds allow.

Project / Issue	Actions	Outcome/Objectives	Key Delivery Partner	Estimated Timescales
Monitoring the health of the centre	Regular updated healthchecks to be undertaken in Sale Moor to monitor the diversity of uses and wider healthcheck indicators	<ul style="list-style-type: none"> To monitor the health of the centre To establish the impact of Covid-19 on the centre To feed into future policy formation 	Trafford Council Nexus Planning Stakeholders	Short / medium term
To promote the Place Plan through the emerging Trafford Local Plan	To develop detailed policies to support the delivery of the Visions and Objectives in the Local Plan	<ul style="list-style-type: none"> To formulate detailed policies based on the preferred approaches for the village centre To support the future of the centre through formal adopted policy 	Trafford Council Nexus Planning Stakeholders	Short / medium term
MCF pedestrian and cycling Proposal within the village	TfGM, Amey and Trafford Council to work in consultation with local stakeholders and particularly businesses to explore the options presented in this Village Place Plan.	<ul style="list-style-type: none"> To undertake a formal consultation on the gyratory options to incorporate the MCF proposal To undertake wider highways modelling to explore the impacts on the surrounding highways network To develop a formal highways proposal to tie in with the objectives of the Place Plan and the MCF scheme. 	TfGM Trafford Council Amey	Short / medium term
To enhance the public realm throughout the village	To develop a formal landscape strategy which builds on the objectives as set out in this Village Place Plan. These need to tie in with the wider MCF proposals	<ul style="list-style-type: none"> To commission a formal landscape strategy for the village To explore the removal of the guardrail as part of the infrastructure improvements To enhance the village streets through the provision of new paving, lighting, street furniture and soft landscaping 	Trafford Council TfGM Amey	Medium term
Develop and adopt a formal shopfront strategy	To work up a formal shopfront strategy building on the work undertaken to form this Village Place Plan	<ul style="list-style-type: none"> To develop the shopfront strategy set out in this Village Place Plan To encourage additional investment into the shopfronts in the village and establish potential funding streams 	Trafford Council	Short / medium term
Review the overall sustainability of Sale Moor	To engage with TfGM and to establish a community engagement and activation model for the village	<ul style="list-style-type: none"> To engage with the residents, business and stakeholders to understand current issues and barriers to sustainable transport To develop an interventions plan to tackle barriers and promote opportunities for sustainable travel (bike hire etc) 	TfGM	Short term
Promotion and branding	Creating a branding and promotion strategy for the village	<ul style="list-style-type: none"> To engage with the local stakeholders through a consultation exercise to develop a new brand for the village centre To establish new forms of social media/marketing for the village 	Trafford Council Local stakeholders	Short term
Signage / legibility strategy	Improving information, directional and statutory signage in the village to make it as user friendly as possible	<ul style="list-style-type: none"> Review of signage for village centre users in key locations to establish whether improvements can be achieved To instruct a formal signage strategy for the village centre 	Trafford Council	Short term




James Street Pay & Display Car Park

Charges apply Mon - Sat 8am - 8pm
(inc Bank Holidays)

Parking for cars only

Max. weight - 3050kg
Max. height - 1.95m
Max. passengers - 7

SAB
HAS
G4X

 Concessions apply for Blue Badge holders.
See backboards for details

www.telford.gov.uk
0163 912 2000
text to 111 0163 912 2000



Sale Moor | Village Place Plan

September 2023



HM Government

