

TRAFFORD COUNCIL

Report to: Executive
Date: 24 June 2013
Report for: Information
Report of: Executive Member for Economic Growth and Prosperity

Report Title

STRETFORD TOWN CENTRE MASTERPLAN

Summary

The report informs the Executive that the Council will be undertaking a public consultation on the draft Stretford Town Centre Masterplan. Delivering the successful regeneration of Stretford Town Centre is considered to be a key priority for the Council. The Masterplan seeks to establish a comprehensive vision for the town centre, identify areas for future development and set out key actions required to deliver growth. The intention is that the Masterplan will provide a coherent framework for the Council, property owners, prospective developers, existing occupiers and community stakeholders which will assist in realising the opportunities which exist within the Masterplan area over the next 10-15 years. The Masterplan represents a significant step forward for the Council in securing the revitalisation of Stretford Town Centre.

Recommendation(s)

That the Executive:

- Adopts the draft Stretford Town Centre Masterplan (Appendix 1) for the purposes of consultation.
- Notes that the draft Stretford Town Centre Masterplan will be submitted for consultation purposes with the Stretford M32 group, Stretford Town Centre Partnership and the Meadows and Trees Tenants and Residents Associations.
- Authorises officers to implement the Stretford Town Centre Masterplan Consultation Strategy (Appendix 2).

Contact person for access to background papers and further information:

Name: Mike Reed (Growth and Masterplan Manager)
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Background Papers:

- None.

Implications:

Relationship to Policy Framework/Corporate Priorities	The successful implementation of the Masterplan will support the delivery of the adopted Trafford Local Plan: Core Strategy which identifies Stretford Town Centre as a location for regeneration and change over the plan period.
Financial	The Masterplan has been prepared in house. Sufficient funding has been identified in the Economic Growth / Strategic Planning budget to undertake the consultation work. Following consultation an analysis of the financial implications of the options will be undertaken and the results will be the subject of a further report.
Legal Implications:	The Masterplan will be an evidence based document that informs the formation of planning policy, including the Trafford Local Plan: Land Allocations Development Plan Document. Further legal implications will depend upon the specific proposals for bringing forward individual projects and will be reported as required
Equality/Diversity Implications	The Masterplan will be subject to an EIA assessment to ensure that equality issues have been considered as part of the preparation.
Sustainability Implications	The Masterplan is supported by sustainability analysis of its economic, environmental and social impact that has been undertaken as part of its preparation. Development within the Masterplan area will need to meet current planning policy in relation to energy and sustainable design. The Masterplan also sets a number of sustainability principles that future development proposals should be in accordance with.
Staffing/E-Government/Asset Management Implications	The Masterplan consultation process will be delivered by existing staff resources in Economic Growth and Prosperity, Environment, Transport and Operations and Transformation and Resources in conjunction with external partners and agencies where appropriate. Consultees will be able to make electronic submissions to the Masterplan consultation on line and all the documents will be available to access through the Council's web pages. There are a number of Council landholdings identified within the Masterplan area. The Masterplan will provide a framework for the Council to realise the potential of its assets within the area.
Risk Management Implications	The Masterplan is clear that this document provides a framework for the next 10-15 years. An action plan will be prepared for delivery of the Masterplan setting out the steps required to realise its aspirations and identifying risks.
Public Health Implications	None.
Health and Safety Implications	None.

1.0 Background

- 1.1 Stretford is one of Trafford's main town centres and a key driver in the economic growth of the Borough. Many town centres nationally have suffered in recent years due to the pressures of out of town retail, internet shopping, the global economic recession and the lack of a distinctive offer. Stretford has not been immune from these pressures and it is recognised that more is needed in order to make Stretford Town Centre a unique and attractive destination of choice.
- 1.2 There is a clearly recognised need to improve the offer of Stretford which is identified in the Trafford Core Strategy as one of the borough's key town centres and a location for regeneration and change (Policy W2). The Trafford Retail and Leisure Study (2007) stated that Stretford Town Centre is *"in need of urgent improvements"*. The Retail and Leisure Study identified potential for future retail growth and an improvement in the evening economy focused on the food and drink offer and family orientated leisure facilities.
- 1.3 Delivering the successful regeneration of Stretford Town Centre is considered to be a key priority for the Council. In order to deliver the change and growth sought within Stretford Town Centre it will be necessary to consider how this location can maximise the opportunities of its key assets, link key spaces together and create a strong and attractive destination of choice meeting the needs of the community.
- 1.4 The Stretford Town Centre Masterplan represents a significant step forward for the Council in securing the revitalisation of Stretford Town Centre. The intention is that the Masterplan will provide a coherent framework for the Council, property owners, prospective developers, existing occupiers and community stakeholders which will assist in realising the opportunities that exist in the Masterplan area over the next 10-15 years. The ambition is to create a unique town centre for Stretford that is a destination of choice for local people to shop, eat, drink, relax and access key services.
- 1.5 The Masterplan will feed into and support the designated policy areas and site allocations for Stretford Town Centre and adjacent area in the emerging Trafford Local Plan: Land Allocations Development Plan Document (DPD).

2.0 Masterplan Vision and Objectives

- 2.1 The vision for Stretford Town Centre, as set out in the Masterplan, is:

'To create, within the Stretford Town Centre Masterplan area, a prosperous, vibrant, attractive and safe destination that provides facilities throughout the day and evening to meet the needs of the community whilst maximising the opportunities provided by its key assets'.

- 2.2 The primary objective of the Masterplan is to secure the successful regeneration of Stretford Town Centre and provide a prosperous, vibrant, attractive and safe destination. In summary the objectives of the Masterplan are to:

- § bring forward development that realises the full potential of Stretford Town Centre and the surrounding area;
- § create a strong sense of place within the town centre;
- § improve key gateways;

- § develop unused, under used or derelict land for a mix of uses;
- § promote the refurbishment, enhancement and reuse of historic buildings such as the Essoldo Cinema and Stretford Public Hall;
- § enhance the retail, leisure and services offer in the town centre, particularly the evening economy;
- § deliver additional employment activity within the town centre;
- § provide residential development and a better balance in housing types;
- § attract visitors using major cultural and leisure attractions in the surrounding area to Stretford Town Centre;
- § maximise the role of recreational assets and green space including the Bridgewater Canal, Trans Pennine Trail and Victoria Park;
- § deliver environmentally sustainable development;
- § provide clear signage throughout Stretford Town Centre;
- § address poor air quality and congestion along the A56;
- § improve pedestrian and cycle routes through the area and access by public transport;
- § create a safe and secure town centre where crime and anti-social behaviour is actively discouraged and reduced;
- § reduce economic deprivation within the surrounding area; and
- § ensure the town centre fulfils its role as a vibrant social hub for the whole community.

3.0 Masterplan Development Sites

3.1 Ten priority development sites have been identified within the Masterplan area where there are opportunities for intervention or new development to help address the challenges faced by Stretford Town Centre and meet the vision and objectives of the Masterplan.

3.2 The sites selected are those within the Masterplan area that are either within the Council's ownership, vacant land or buildings, or sites of strategic importance. It is important to make clear that no one project in isolation will deliver the vision and objectives of the Masterplan. The successful delivery of the identified development sites will help to bring life and vitality to the town centre and secure the regeneration the Council seeks.

3.3 The development sites identified within the Masterplan are as follows:

- § Site 1: Stretford Mall
- § Site 2: Arndale House
- § Site 3: Stretford Public Hall
- § Site 4: Essoldo Cinema
- § Site 5: Lacy Street/Newton Street Car Park
- § Site 6: Former Boatyard Site, Edge Lane
- § Site 7: Royal Canal Works Site, Edge Lane
- § Site 8: Stretford Metrolink Station Building
- § Site 9: Stretford Library and Mitford Street Clinic/Bennett Street Surgery
- § Site 10: The Drum Public House

4.0 Pedestrian Movement and Highways Interventions

- 4.1 The A56/Chester Road and associated traffic dominate the town centre environment. The existing subways which provide access across the A56/Chester Road are unattractive, unsightly and associated with fear of crime and anti-social behaviour. As a consequence there are issues surrounding pedestrian access to Stretford Mall and linkages to other sites within the Masterplan area.
- 4.2 The subways provide opportunities for a number of interventions to deliver more attractive pedestrian access into the heart of the town centre. Three broad options for intervention have been considered as follows:
- § The filling in of all four existing subways and their replacement with surface level pedestrian crossings;
 - § The retention of all four existing subways and the completion of additional surface level pedestrian crossings for all four crossing points; and
 - § The filling in of the two subways between Lacy Street Car Park/Stretford Mall and Stretford Public Hall/Stretford Mall and their replacement with surface level pedestrian crossing points. The other two subways would remain in place.
- 4.3 The preferred option focuses on the replacement of the subways between Lacy Street Car Park/Stretford Mall and Stretford Public Hall/Stretford Mall where the highest levels of pedestrian footfall have been identified. Furthermore this could be delivered at a considerably lower cost than the replacement of all four subways. The replacement of the two remaining subways with surface level pedestrian crossings maybe completed as part of later development phases should additional funding and resources become available.
- 4.4 Kingsway is a dual carriageway road that runs directly to the north of Stretford Mall and connects Barton Road with Chester Road. There are existing surface level pedestrian crossing points between the Mall and Pinnington Lane and at the Kingsway/Barton Road junction. The existing subway on Kingsway between the health centre and Stretford Mall is not currently well used. The Masterplan proposes that this could be removed as there are existing alternative pedestrian crossing points at this location.

5.0 Other Options

- 5.1 The existing town centre programme for Stretford involves the delivery of limited new development largely dictated by market conditions. Under this approach, any new development would come forward in a piecemeal manner therefore this is rejected as it would be highly unlikely to deliver the step change the town centre requires. If this approach were pursued without other significant interventions, Stretford would be expected to continue to decline in comparison with other competing centres and would fail to make full use of its existing assets. Furthermore this option would not achieve the objectives of the Core Strategy.

6.0 Consultation

- 6.1 There will be an informal consultation with the Stretford M32 group, Stretford Town Centre Partnership and the Meadows and Trees Tenants and Residents Associations prior to full public consultation. It is then the intention of the Council to undertake a public consultation on the draft Stretford Town Centre Masterplan from 24 July 2013 for a period of eight weeks concluding on 11 September 2013. The aim

of this consultation process will be to involve local people in the development of the draft Masterplan and enable them to shape its priorities, establish the views of the community and other key stakeholders, reconcile conflicting objectives where possible, and identify sensitive issues.

- 6.2 The consultation will be widely publicised and open to all to submit their comments. All submissions will be available for public inspection following the closure of the consultation period.
- 6.3 The draft Stretford Town Centre Masterplan will be made available online and at key venues, such as the Stretford Library and Trafford Town Hall. Letters will be sent to key stakeholders ahead of the commencement of the consultation and information will be provided on the Council website.
- 6.4 The consultation will follow the timetable below:
- § 25 June 2013: commencement of informal consultation with Stretford M32 group, Stretford Town Centre Partnership and the Meadows and Trees Tenants and Residents Associations
 - § 15 July 2013: minor amendments made to the draft Stretford Town Centre Masterplan following informal consultation
 - § 24 July 2013: commencement of the public consultation period and draft Stretford Town Centre Masterplan launch event
 - § 6 August 2013: evening consultation event
 - § 11 September 2013: end of consultation period
 - § September/October 2013: analysis of consultation responses
 - § November 2013: amendments made to the draft Stretford Town Centre Masterplan
- 6.5 The Council will consider all written comments and representations made on the draft Stretford Town Centre Masterplan and use them to improve the document. Public reports on the consultation and public participation undertaken, representations received and the response to those representations on the draft Masterplan will be prepared and presented to relevant meetings of Trafford's elected members. These reports will also be made available via the Council's website. Those consulted will have further opportunities to give feedback, where appropriate, so that trust and a collaborative approach can be developed as the Masterplan moves into a future implementation stage.
- 6.6 The Stretford Town Centre Masterplan provides a bold vision for delivering transformational change. It represents a significant step forward in setting out a route to securing a sustainable economic future for the town centre with lasting improvements to its vibrancy. The successful implementation of the Masterplan will enable Stretford Town Centre to maximise the opportunities of its key assets and create a strong and attractive town centre that is a destination of choice for local people.

Reasons for Recommendations

The Executive is asked to agree to the publication of the draft Stretford Town Centre Masterplan for public consultation and the consultation procedures and strategy that go with it.

Key Decision: No.

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

Finance Officer Clearance GB.....

Legal Officer Clearance MJ.....

John Jones

[CORPORATE] DIRECTOR'S SIGNATURE

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