



TRAFFORD  
COUNCIL

# Stretford

## Refreshed Masterplan

Consultation Draft (September 2017)



**September 2017**

Stretford Refreshed Masterplan

[www.trafford.gov.uk](http://www.trafford.gov.uk)

## 1. Introduction

The Stretford Town Centre Masterplan was prepared in 2013 and approved by Trafford Council in January 2014 as the strategy for securing the revitalisation of Stretford Town Centre over the next 15 years. The original Stretford Masterplan was prepared in response to the significant challenges facing the Town Centre. Many town centres nationally have suffered in recent years due to the pressures of out of town retail, internet shopping, limited investment and the lack of a distinctive offer; Stretford has not been immune from these pressures. Whilst good progress has been made since 2013 it is recognised that more needs to be done if Stretford is to achieve its full potential and provide a unique and attractive destination that meets the aspirations of the community.

### ***Purpose of the Stretford Refreshed Masterplan***



The original Masterplan was prepared in 2013 in response to a clearly recognised need to improve the offer of Stretford Town Centre; which was identified in the Trafford Core Strategy as a location for regeneration and change. The Trafford Retail and Leisure Study noted in 2007 that Stretford Town Centre was “*in need of urgent*

*improvements*”. In order to deliver the regeneration and development required, the original Masterplan set out a strategy for Stretford to maximise the opportunities of its key assets, link key spaces together and create a strong and attractive destination of choice. It is now considered an opportune time to refresh the Masterplan and take full advantage of emerging opportunities in Stretford. The refreshed Masterplan will build on the work completed to date and help to secure significant new development and investment.

### ***Progress to Date***

Delivering the successful regeneration of Stretford Town Centre remains a key priority for the Council. Significant progress has been made in the delivery of the Masterplan with new openings in Stretford Mall including the development of a new Aldi foodstore; the disposal of Stretford Public Hall to the Friends of Stretford Public Hall group to secure community use of the building; delivery of the phase one public realm improvements; a reduction in vacancy rates within the Town Centre; and house price growth in the area above the local and national averages. The Mall has also experienced a 10% growth in footfall over the last 12 months, compared to a national decline of 2%, equating to nearly 500,000 extra visits per year.



The work delivered to date has helped to reposition Stretford as a more attractive destination for further investment and development. However, the vacancy rate within the Town Centre remains high and the redevelopment of a number of important sites has not progressed. Therefore it is considered that the transformation of Stretford will require significant investment and new development that can act as a catalyst for further change.

### ***University Academy 92 Opportunity***

Since 2016 the Council has progressed detailed discussions with University Academy 92 (UA92) and Lancaster University regarding the potential for a new higher education facility in the Stretford area, with a focus on the provision of new facilities and living accommodation in Stretford Town Centre as part of a student campus. UA92 is a collaboration between Lancaster University and corporate partners to provide a high profile and iconic facility in Stretford offering a portfolio of undergraduate, post-graduate, CPD and pathway degrees in sports, media and business. This will build on the success of Lancaster University which in 2017 was ranked in the UK top ten universities and number one in the North West.



The delivery of the UA92 proposed development will form the centrepiece of the refreshed Masterplan to transform Stretford, bring significant additional activity and expenditure to the Town Centre, support the evening economy, provide additional direct and indirect job opportunities, bring vacant buildings back into use, accelerate the delivery of other sites and act as catalyst for further investment.

In addition to delivering the transformation of the Town Centre the proposals will also secure the development of a new education campus quarter adjacent to Old Trafford Metrolink Stop and Lancashire County Cricket Club (LCCC), helping to strengthen the connections between the Town Centre and the major commercial, tourist and leisure destinations in the wider area. This will be supported by further development and environmental improvements along the A56 and Talbot Road between Stretford and Manchester City Centre to create an 'innovation corridor'. A strategic processional route, comprising new public realm and landscaping, will also be delivered from Old Trafford Metrolink to The Quays / MediaCity:UK via Manchester United Football Club (MUFC).

The delivery of the UA92 opportunity will secure significant investment and act a major catalyst for further development in the area.

### ***Other Emerging Opportunities***

In addition to the UA92 proposals there are a number of other emerging opportunities in Stretford. The operators of Stretford Mall have proposals to radically redesign their facility with a planning application submitted in July 2017 for the

*Stretford Refreshed Masterplan (Consultation Draft September 2017)*

demolition of the southern portion of the existing Mall, providing opportunities for major new development in the context of the wider plans for Stretford. This will support the delivery of a wider mix of town centre uses, including the development of a functioning evening economy. The Friends of Stretford Public Hall are continuing to progress their proposals to bring the whole of the Public Hall back into use for a range of community, social and commercial uses as a strong community focal point at the heart of Stretford. A full planning application for the Royal Canal Works site was received by the Council in August 2017 for the delivery of 47 high quality apartments and town houses along the Bridgewater Canal, which would bring an important vacant site back into active use. The completion of the phase 1 public realm improvement works at the A56/Edge Lane junction will enable the delivery of future improvements along the A56, Kingsway, Edge Lane and at the A56 gyratory.

The refreshed Masterplan will provide the strategic framework for the delivery of the emerging opportunities for the Town Centre and wider Stretford area. It seeks to build on the progress made to date, identify areas for future development and set out the key actions required to deliver major regeneration and development. The delivery of the refreshed Masterplan will continue to be dependent on effective partnership working with the community, businesses, landowners, developers, investors, and operators.

The refreshed Masterplan is structured as follows:

- Stretford in Context
- Refreshed Masterplan Area
- Vision and Objectives
- Policy Framework
- Stretford's Assets
- Challenges and Opportunities
- Illustrative Refreshed Masterplan
- Public Realm and Movement
- Development Opportunities
- Design Guidance and Sustainability
- Continuing to Deliver the Refreshed Masterplan

## 2. Stretford in Context

Stretford is one of Trafford's town centres and an important driver in the economic growth of the Borough. Stretford is a densely populated area with a diverse social mix and the Town Centre is located in a prominent position along the A56 corridor at the northern end of Trafford, benefiting from good links to the M60, excellent public transport connections and access to the Bridgewater Canal. The Victoria, Longford, Moss and Gorse Hill parks, alongside Stretford Meadows, Turn Moss and the wider Mersey Valley, are all located within walking distance of the Town Centre and provide access to recreational facilities and areas of attractive green space.

Until the 1960s the Town Centre contained a wide range of retail, leisure and entertainment facilities within a conventional suburban neighbourhood. In the late 1960s and early 1970s significant development took place in the area with the widening of the A56 to six lanes and the completion of the Arndale Centre, now known as Stretford Mall, which dominates the core of the Town Centre. The mix of leisure and family entertainment uses has diminished over the years and there is no functioning evening economy or life and vitality in the centre outside traditional retail hours. A number of important community facilities are located in the area, including Stretford Public Hall and Stretford Library.



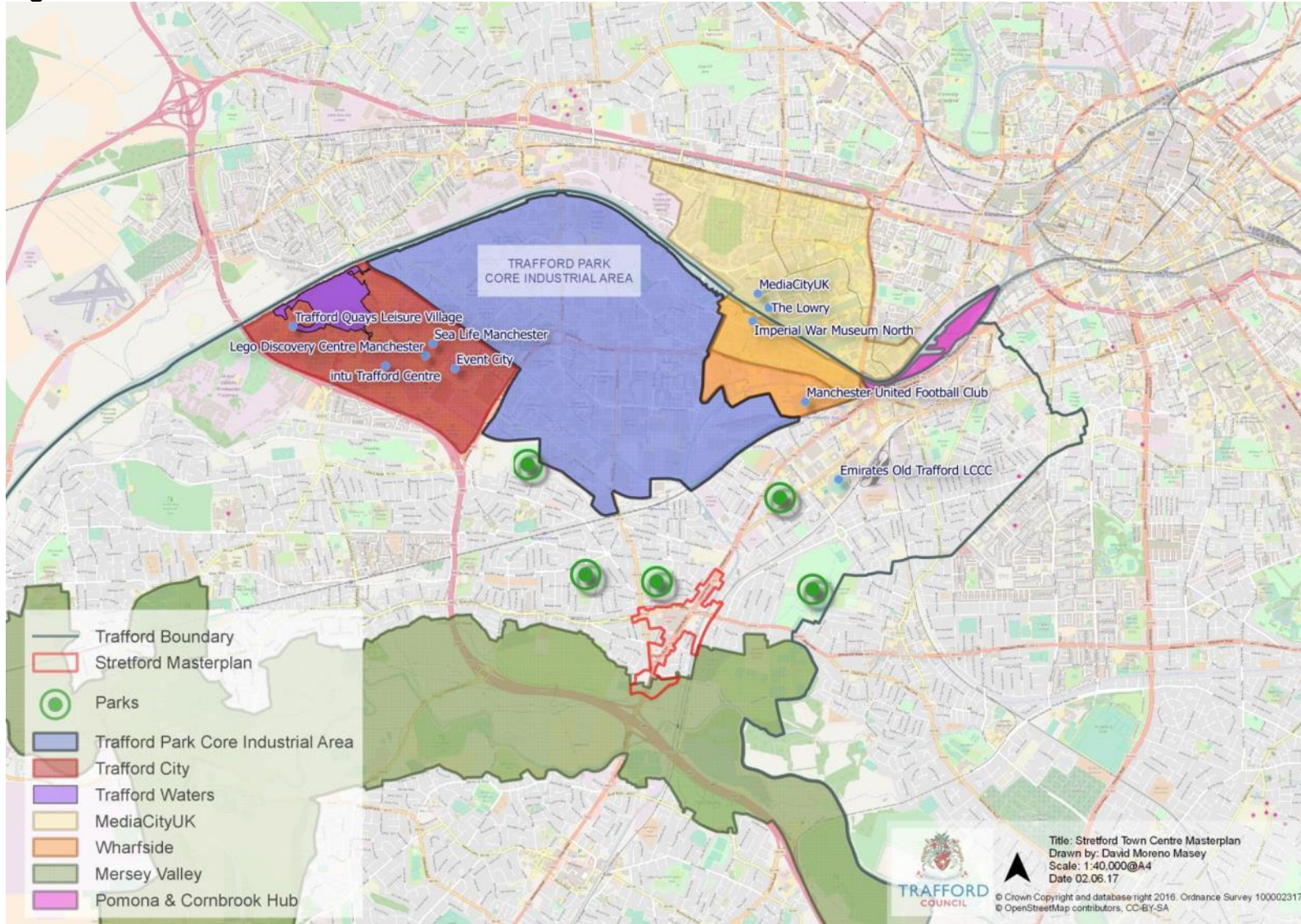
The area and its immediate surrounds contain a number of major tourist destinations including MUFC, LCCC, the Imperial War Museum North, Trafford Quays Lesiure Village, intu Trafford Centre and MediaCity:UK. Trafford Park, located to the north of Stretford, is a major employment destination and home to over 1,300 businesses. To the south of Stretford the Mersey Valley provides an area of countryside that connects the north to the south of Trafford; this area has the potential to build on its current status and become a more significant facility for the local community and a major visitor attraction.



Figure 1 below shows Stretford in the context of its proximity to key commercial, tourist, and leisure destinations and position as a major gateway into the Manchester City Region. Stretford therefore has an important role in delivering both Trafford's and Greater Manchester's growth and development aspirations.

*Stretford Refreshed Masterplan (Consultation Draft September 2017)*

**Figure 1: Stretford in Context**



Source: Trafford Council (August 2017)

Stretford Refreshed Masterplan (Consultation Draft September 2017)

## ***The Stretford Community***

The Stretford area comprises the wards of Stretford, Longford and Gorse Hill and is home to a diverse community of around 36,000 people. The age profile shows relatively higher numbers of children and adults between 25 and 44 years. The population is ethnically diverse with representation from a range of broad ethnic groups above the national average<sup>1</sup>.

Stretford, Longford and Gorse Hill are among the five most deprived wards in Trafford in the 2015 Indices of Multiple Deprivation. Of the 19 Lower Super Output Areas (LSOAs) that fall within the Stretford area, 9 are in the bottom 40% nationally and one, covering the area around Lacy Street, is within the bottom 20%<sup>2</sup>.

The housing stock is primarily semi-detached properties, which make up 50% of the total, with the remainder split between terraced (24%), flats (22%) and detached (4%). Owner occupation at 61% is lower than the average for Trafford and England, with 23% of homes comprising social housing and 16% falling within the private rented sector<sup>3</sup>.

Of the labour supply in Stretford 71% are in employment, 6% are unemployed and 22% economically inactive, this is broadly equivalent to the national average, although Trafford as a whole has slightly higher employment and lower levels of unemployment and economic inactivity<sup>4</sup>.

Consultation with the community through the development of the original Masterplan and the works undertaken to date to deliver it have highlighted a range of issues and concerns that they would like to see addressed. There is a strong desire for an improved range of facilities within the Town Centre, the development of an evening economy and increased cultural and community facilities. Other issues that have been raised include the need to bring vacant buildings back into use (particularly the Essoldo) open up improved access onto the Bridgewater Canal, deliver more facilities for young people, relocate the existing Islamic Centre to a more suitable location, mitigate the impact of traffic along the A56 and improve pedestrian and cycle links.

In meeting the needs and aspirations of the community it will be important to create a distinctive place that reflects the cultural mix of the area and complements other provision in Trafford, ensuring a long term sustainable future for Stretford and the Town Centre. The proposals set out in the refreshed Masterplan will provide investment of the scale required to deliver this effectively.

---

<sup>1</sup> InfoTrafford (July 2017)

<sup>2</sup> InfoTrafford (July 2017)

<sup>3</sup> InfoTrafford (July 2017)

<sup>4</sup> InfoTrafford (July 2017)

### 3. The Refreshed Masterplan Area

#### ***Town Centre Area Boundary***

The original Masterplan area boundary comprised Stretford Mall, a section of the Bridgewater Canal, the Stretford Metrolink Stop, the former Essoldo Cinema, Stretford Public Hall, Lacy Street Car Park and adjoining employment uses, The Drum Public House, St Matthew's Church, Stretford Library and Mitford Street Clinic and a section of Barton Road.



The rationale for this boundary was to include the main gateways into the Town Centre, landmark buildings, community facilities and the Bridgewater Canal, whilst ensuring the concentration of future development around a strong town centre core.

It is now proposed to expand the Masterplan area to take account of future



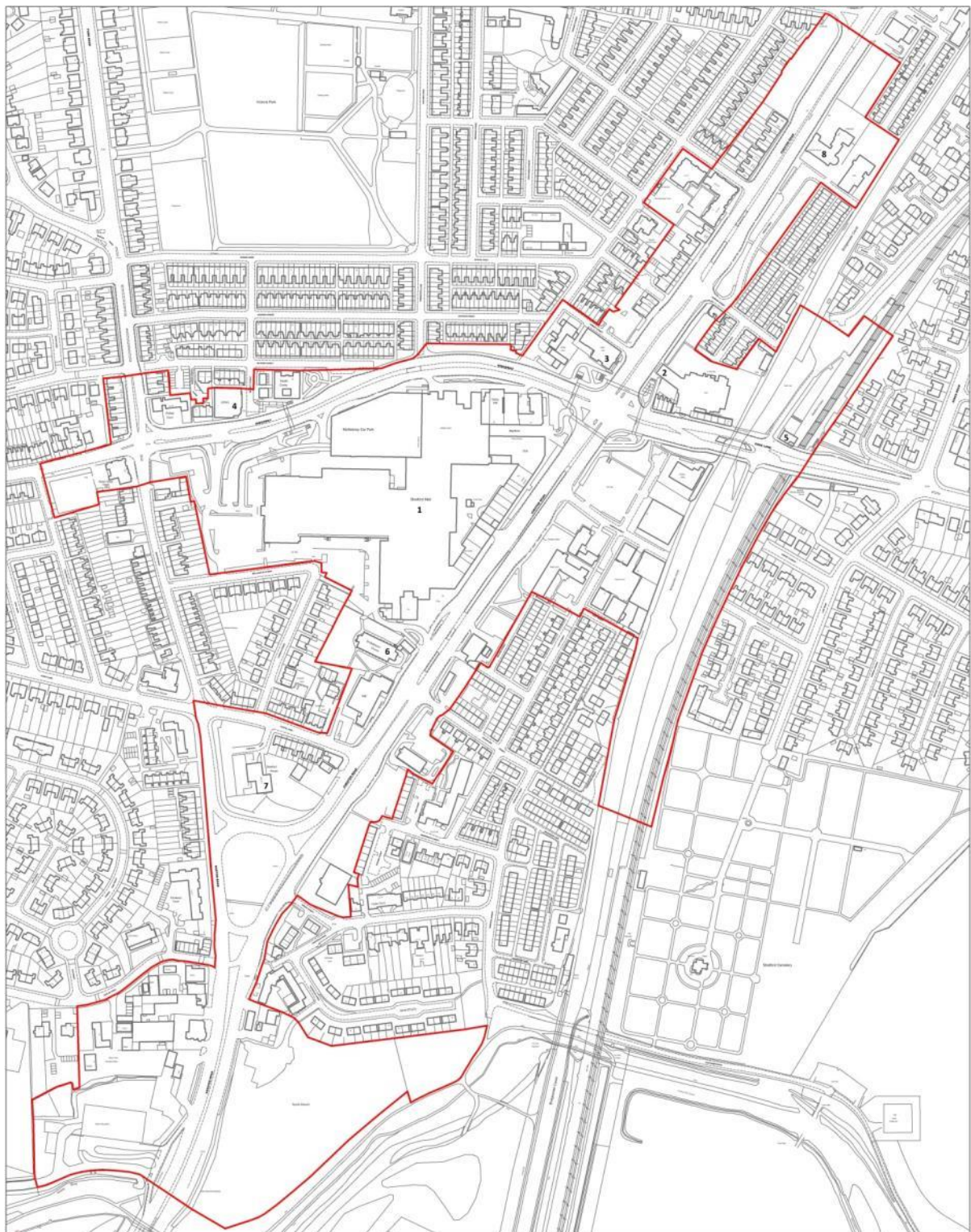
opportunities that have been identified to further transform the Town Centre. These areas include the A56 gyratory, sites along Chester Road, and the Manor Farm Industrial Estate. The refreshed Masterplan Town Centre area boundary is shown in Figure 2 below and will support the delivery of the emerging opportunities for the transformation of Stretford.

#### ***Wider Stretford Area***

The UA92 proposals provide further opportunities for significant new development in the wider Stretford area surrounding Old Trafford Metrolink stop, LCCC, MUFC, the corridor to the Town Centre along Talbot Road and the A56 and Turn Moss Playing Fields. This area will comprise the UA92 campus quarter and the innovation corridor as shown in Figure 3 below. The development proposed in the wider Stretford area will provide new employment, housing and other facilities, while helping to strengthen the connections between the Town Centre and existing major commercial, tourist and leisure destinations.



**Figure 2: Refreshed Masterplan Town Centre Area Boundary**



- Masterplan Boundary
- 1 - Stretford Mall
- 2 - Former Essoldo Cinema
- 3 - Stretford Public Hall
- 4 - Stretford Library
- 5 - Stretford Metrolink Stop
- 6 - St Matthew's Church
- 7 - Stretford House
- 8 - St Ann's Church

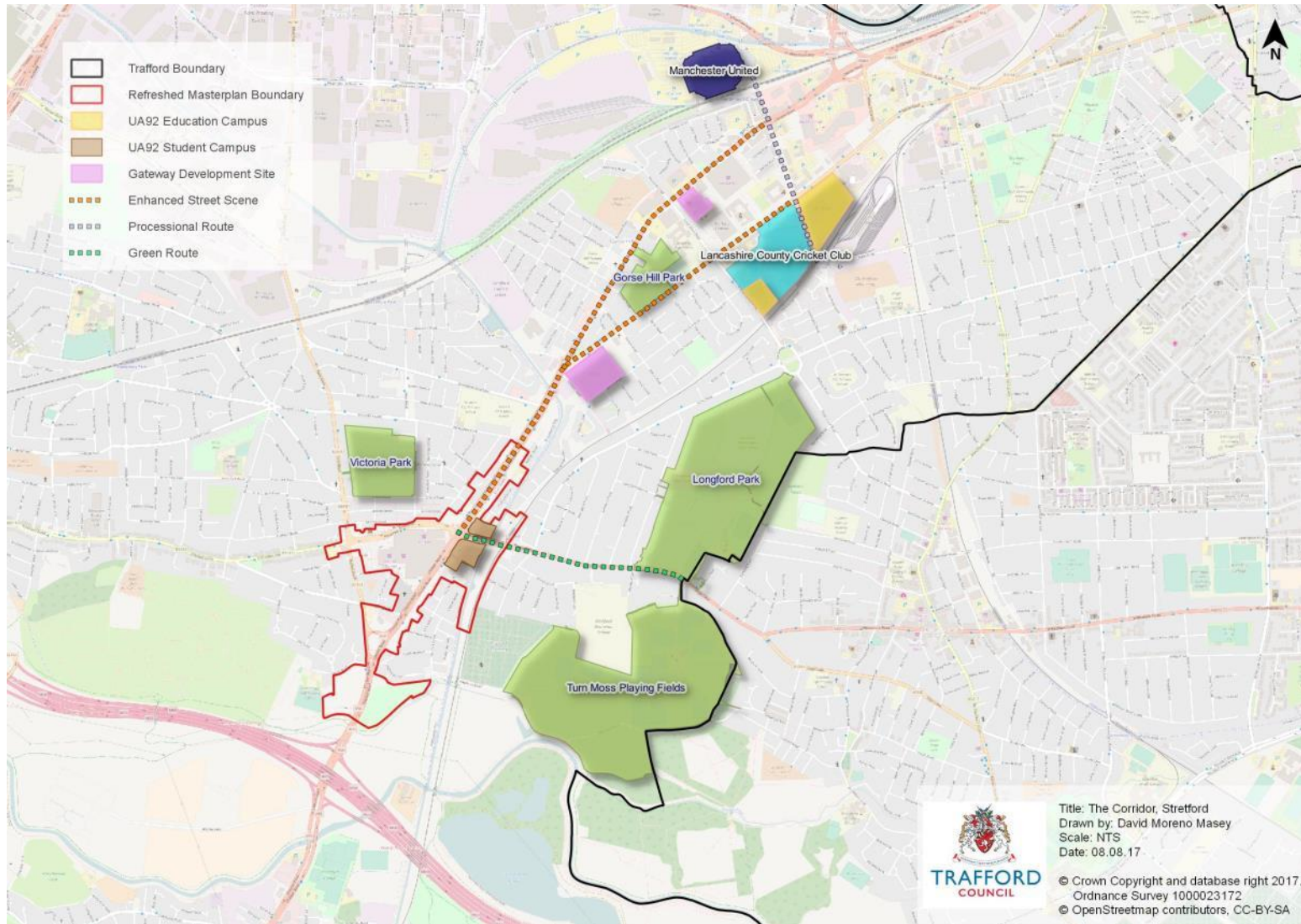


Stretford Town Centre Masterplan Boundary  
 Scale: Not To Scale  
 Author: A.T  
 Spatial Data Team  
 Date: 17/05/2017  
 © Crown Copyright and database right 2016  
 Ordnance Survey 100023172.

Source: Trafford Council (August 2017)

Stretford Refreshed Masterplan (Consultation Draft September 2017)

**Figure 3: UA92 Innovation Corridor**



Source: Trafford Council (August 2017)

Stretford Refreshed Masterplan (Consultation Draft September 2017)

## Prominent Buildings

The refreshed Masterplan area contains a number of prominent buildings, the locations of which are identified in Figure 2 above. If Stretford is to maximise the potential of these important physical assets then further intervention will be required in respect of a number of buildings.

### Stretford Mall



Stretford Mall was opened in 1969 as the Arndale Centre and provides the retail core of the town centre containing around 100 businesses. At the time of opening the Mall was one of the largest covered shopping centres in the country, providing modern retail facilities in the heart of the community. However, historically Stretford Mall has suffered from a lack of investment, competition from other centres and the loss of several major occupiers.

Trafford Council is the freeholder of the Mall site. Apollo Global / M&M have a long leasehold interest in the site, which they acquired in 2014. Since their acquisition of the Mall they have made significant investment, including c£2m in 2016 to deliver an Aldi foodstore, renewal of the multi-storey car park and new technology to provide three hours free car parking. In addition to Aldi significant new occupiers attracted include Costa Coffee, Pure Gym, JD Sports, Pep & Co and Select. Further private sector investment in initiatives to bring new tenants and uses to the Mall continues to be made.

### Essoldo Cinema

The Essoldo Cinema is a Grade II listed building designed in the art deco style. Its distinctive frontage and location at a gateway into the Town Centre makes it an important landmark building. Originally known as the Longford Theatre, the building opened in 1936 and was renamed the Essoldo in 1950 and from the mid-1960s was used as a bingo hall until its closure in 1995. The building is currently in private ownership and has remained vacant for over 20 years providing an unattractive frontage and failing to contribute positively to the Town Centre.



Adjacent to the Essoldo Cinema along Edge Lane there are several units with commercial space on the ground floor with residential uses above. The majority of the commercial units are vacant and provide a poor streetscape along Edge Lane, which links the Town Centre with the Metrolink Stop and residential area to the east.

*Stretford Refreshed Masterplan (Consultation Draft September 2017)*

To secure the effective regeneration of Stretford there is a need to ensure the buildings in this area are brought back into full use and maximise their potential at an important gateway and link effectively to the Bridgewater Canal and Metrolink stop.

### Stretford Public Hall

Stretford Public Hall is a Grade II listed building and a significant part of the architectural and historic fabric of Stretford. The Council vacated the building in 2014 and completed its disposal to the Friends of Stretford Public Hall in March 2015. The Hall is currently being utilised to provide space for artists' studios and office space. The Friends Group are continuing to progress proposals to bring the remainder of the building back into use for a mix of community, commercial and social uses.



### Stretford Library



The Stretford Library building opened in 1940 and is located opposite Stretford Mall on Kingsway. Stretford Library is recognised as an important building locally and provides a range of services including, computer facilities, Wi-Fi and printing and scanning facilities.

### Stretford Metrolink Station



Stretford is situated on the Altrincham to Bury Metrolink line and the station is an important public transport gateway into the town centre. The station originally served the Manchester South Junction and Altrincham Railway. The former street level booking hall building on Edge Lane currently contains retail and service uses.

### Stretford House

Stretford House is a 25 storey residential block containing c120 apartments. The building was completed in 1965 and is owned by Trafford Housing Trust. It forms a highly prominent landmark and is situated adjacent to the A56 gyratory on the approach to the Town Centre from the south. Stretford House was subject to significant internal improvements several years ago.





### St Matthew's Church

St Matthew's Church is a Grade II listed building constructed in the Gothic Revival style and is located on the A56 adjacent to the southern side of Stretford Mall. The building was completed in 1842 to replace the original Stretford Chapel built by the de Trafford family in the 15<sup>th</sup> Century. The church building is

surrounded by an attractive area of greenspace and adjacent to the St Matthew's Community Hall.

### St Ann's Church

St Ann's Church is a Grade II listed building completed in 1863 on the east side of the A56 on the approach to the Town Centre from the north. It was designed by E W Pugin in the Gothic Revival style for the de Trafford family. The St Ann's Social Club / Parish Centre is situated off Cross Street between the Bridgewater Canal and the rear of the Church



New development in the Town Centre should be mindful of the setting of important historic buildings and heritage assets.

## 4. Vision and Objectives

### ***Vision***

The vision for the refreshed Stretford Masterplan is as follows:

*'To transform Stretford Town Centre and the surrounding area into a prosperous, vibrant, attractive and safe destination with a strong identity that provides a wide range of facilities throughout the day and evening whilst maximising the opportunities for major investment and realising the full potential of existing assets'.*

The proposed UA92 development, providing a high profile iconic higher education facility, has the potential to bring significant regeneration benefits to Stretford and transform the Town Centre through the provision of campus facilities attracting a diverse mix of students from across the UK and internationally. The proposed student campus would support significant additional activity and expenditure to the Town Centre, including support for the further development of a much needed evening economy, and provision of additional direct and indirect job opportunities. An education campus quarter adjacent to Emirates Old Trafford and the Old Trafford Metrolink stop will support existing and expanded facilities and deliver improved connections between the Town Centre and assets in the wider Stretford area.

The UA92 development will provide the context for further development at Stretford Mall helping support the large scale redevelopment of the southern portion of the existing building and the attraction of a range of new retail and leisure uses. The refreshed Masterplan and UA92 development will provide a catalyst for the delivery of other sites within the Town Centre and support the active reuse of vacant buildings such as the Essoldo.

The attraction of significant investment to Stretford will support the full delivery of future public realm improvements in the Town Centre following the completion of the phase one works.

The delivery of the refreshed Masterplan will help to meet community aspirations for the Stretford area and deliver a wide range of benefits. There will be a significant number of new jobs created through the development proposed that will be accessible to local residents and provide opportunities for upskilling. In relation to UA92 there are potential synergies with existing education providers including local schools, Trafford College and other academic facilities in GM and at MediaCity:UK. The delivery of the UA92 proposals would also support further investment into other leisure facilities in Stretford and the surrounding area.

To achieve the Vision identified for Stretford:

*'The Masterplan will deliver a strong sense of place within Stretford Town Centre with a thriving retail and leisure offer for the local community alongside new commercial and residential development.'*

*Identified sites in Stretford will be developed to provide a range of new facilities and housing. New accommodation and facilities will be provided to support the development of the UA92 student campus, including the provision of purpose build student accommodation and amenities to significantly increase footfall, employment and expenditure in the Town Centre. Stretford Mall will be improved further with the opportunity for some demolition and redevelopment.*

*There will be a clear and distinctive identity for Stretford taking advantage of its heritage assets, existing town centre facilities and access to environmental assets including Stretford's parks, the Bridgewater Canal and the opportunity to create new landmark buildings. The Town Centre will be highly accessible with excellent public transport links and attractive pedestrian and cycle routes.*

*There will be a balance of independent operators alongside national chains in an attractive town centre environment. The Town Centre will include a range of retailers, new food and drink uses, commercial development, education facilities, leisure and entertainment uses, and a vibrant evening economy. There will be opportunities for those attending major cultural and leisure attractions in the surrounding area to visit and stay within Stretford. The area will contain a range of high quality community facilities that meet the needs of local residents and support activity within the Town Centre.*

*The UA92 campus quarter will support the further development of this area as an important destination and deliver improved connections with the Town Centre via an enhanced route along the A56 and Talbot Road forming a new innovation corridor'.*

## **Objectives**

The primary objective of the refreshed Masterplan is to secure the successful regeneration of Stretford Town Centre and bring forward sustainable development that realises its full potential and that of the surrounding Stretford area. The specific objectives that will help achieve this are:

- MO1: Bringing forward identified development sites to:
  - improve town centre gateways
  - develop unused, under-used or derelict land for a mix of uses
  - promote the full refurbishment, enhancement and reuse of historic buildings such as the former Essoldo Cinema and Stretford Public Hall
- MO2: Changing perceptions of Stretford and significantly enhancing the Town Centre offer by delivering:
  - enhanced retail, food and drink, service, and leisure uses
  - facilities to attract visitors and associated expenditure using major cultural and leisure attractions in the surrounding area
  - a Town Centre that can act as a vibrant social hub for the whole community
- MO3: Encouraging greater footfall throughout the Town Centre in the day and the evening with the delivery of:
  - a new higher education facility in Stretford

- a wider range of town centre facilities, particularly a functioning evening economy
- additional employment activity
- new residential development and a range of housing types
- MO4: Delivering improved public realm across the Town Centre to:
  - provide a strong sense of place
  - address poor air quality and congestion along the A56
  - provide enhanced pedestrian and cycle routes
  - improve connections to recreational assets and green spaces
  - deliver clear signage throughout the Town Centre
  - create a safe and secure Town Centre



## **5. Current Policy Framework**

The refreshed Masterplan will support the delivery of national and local planning policy. This section provides a brief summary of the main planning policy documents and how they relate to the refreshed Masterplan.

### ***National Planning Policy Framework***

At the heart of the National Planning Policy Framework (NPPF) is the presumption in favour of sustainable development. Town centres are recognised by the NPPF as being at the heart of communities and planning policies should support their viability and vitality, promote competitive town centres, and provide customer choice and a diverse retail offer reflecting the individuality of town centres.

The NPPF requires that local planning authorities 'positively seek opportunities to meet the development needs of their area' and develop positive planning policies to promote competitive town centre environments. Where town centres are identified as being in decline, local planning authorities should plan positively for their future to encourage economic activity.

### ***Greater Manchester Spatial Framework***

The Greater Manchester Spatial Framework (GMSF) is a joint plan being prepared by the GM authorities. It will provide a framework to manage supply of land for new homes and jobs up to 2035. Within the draft GMSF there is an emphasis on delivering regeneration, new infrastructure, and reductions in carbon emissions. For Trafford the draft GMSF requires the delivery of 23,000 new homes, 120,000 sq.m new office floorspace and 1million sq.m industry and warehousing floorspace over the period up to 2035.

The draft GMSF was subject to public consultation in October 2016, where over 20,000 responses were received. The next iteration of the GMSF is currently being prepared to respond to the consultation; this may include revisions to provide an increased emphasis on development in town centres across GM, particularly for residential use.

### ***Trafford Core Strategy***

The successful implementation of the refreshed Masterplan will support the delivery of the adopted Trafford Local Plan: Core Strategy (2012). The Core Strategy sets eight Strategic Objectives for the Borough as a whole and 23 specific Place Objectives for Stretford. Stretford Town Centre is identified in the Core Strategy as a location for regeneration and change over the plan period.

Core Strategy Policy W2.4 states that Stretford Town Centre will be a focus for the consolidation and improvement of the convenience and comparison retail offer, as well as diversification to other uses such as offices, services, leisure, cultural and residential, as appropriate. Core Strategy Policy W2.6 identified the following actions for the successful delivery of regeneration in Stretford Town Centre:

- *New/improved retail floorspace to enhance the offer of the town centre, in particular within Stretford Mall and its immediate vicinity;*
- *New/updated commercial office accommodation and family oriented leisure facilities;*
- *New residential (apartment and family) accommodation (minimum of 250 units);*
- *Public realm enhancements and accessibility improvements around the A56 Chester Road – A5145 Edge Lane / Kingsway junction and between the town centre and the Metrolink station; and*
- *Securing the active reuse and preservation of the Essoldo building.*

The Core Strategy identifies the LCCC Quarter as one of its five Strategic Locations for new development. Policy SL3 states that *‘a major mixed-use development will be delivered in this Location to provide a high quality experience for visitors balanced with a new, high quality residential neighbourhood centred around an improved stadium at Lancashire County Cricket Club’.*

### **SPD2: A56 Corridor Development Guidelines**

The A56 Supplementary Planning Document (SPD) sets out how the Council will promote improvements and reduce congestion along this important sub-regional transportation corridor through the provision of guidance to landowners, developers, architects, engineers, planners and other stakeholders. The SPD also provides guidance on how improvements will be implemented through such measures as planning applications, planning enforcement, development briefs and developer contributions.

The SPD identifies opportunity areas including Chester Road, Stretford, which are in need of improvement either through cleaning, landscaping or redevelopment. The Essoldo Cinema is specifically identified as one of the major opportunity sites for intervention. The SPD also includes general guidance for new development to ensure it enhances the townscape along the A56 and identifies measures to improve road safety and accessibility for pedestrians, cyclists, public transport users and the disabled. The Chester Road and Edge Lane junction is specifically identified as one of the gateways along the A56. Further guidance is provided on making the use of the A56 more environmentally sustainable including improving air quality, tree planting, and the linkage of greenspaces.

## **Trafford 2031**

The Trafford Vision 2031 is part of a whole borough approach to creating place plans for Trafford for the next 15 years. The Vision 2031 will recognise the distinct places that make up Trafford, whilst shaping a Trafford identity and addressing inequalities. There are opportunities to invest in Trafford's towns and neighbourhoods, invest to save, make savings, reduce demand on services, build individual and community resilience, change culture and improve outcomes. The draft Vision 2031 sets out seven overarching Interventions:

1. Mersey Valley becomes a significant visitor attraction that connects the North to the South of the Borough.
2. Creating a national beacon for sports, leisure and activity for all, making Trafford a Destination of Choice.
3. Accelerate housing and economic growth so everybody benefits.
4. Co-designing and co-producing services to enable people, communities and businesses to work together, help themselves and each other.
5. One Trafford - Behaviour change and building stronger communities.
6. Developing a wider education and skills offer to better connect people to jobs.
7. Optimising technology to improve lives and productivity.

## 6. Building on Stretford's Assets

There are a number of important assets in Stretford which provide the basis for creating a successful and distinctive place. However many of these assets are currently under-exploited and fail to support the Town Centre effectively. Stretford's assets include:

- A strong local community
- Presence of historic buildings
- Proximity to environmental assets
- Accessibility by road, public transport, bike and foot
- Proximity to major destinations

### ***Local Community***

As set out previously there is a strong local community within Stretford and a desire to deliver a significant enhancement in facilities, develop a functioning evening economy and bring vacant sites and buildings back into active use. The area benefits from a diverse culture and a broad mixed population; the Town Centre should therefore have an offer that is capable of providing an appropriate range of facilities.

There are a large number of active community groups within Stretford and it will be important to continue to work with these groups to deliver the refreshed Masterplan. This will help ensure they can help to meet their needs and aspirations, whilst delivering the scale of change that is required to transform Stretford.

### ***Heritage Assets***

The refreshed Masterplan area contains four Grade II listed buildings, namely, Stretford Public Hall, the former Essoldo Cinema, St Ann's Church and St Matthew's Church. St Matthew's Church also contains the Grade II former base of Stretford Cross, which was previously sited at the junction of King Street and Chester Road. The former Post Office building on King Street and Stretford Library on Kingsway are also buildings of historic interest and provide a link to Stretford's past. Collectively these assets provide an important contribution to Stretford's identity and character.



### ***Environmental Assets***

Stretford is located in close proximity to the Mersey Valley which provides access to the countryside. Victoria Park, Longford Park, Moss Park and Gorse Hill Park all provide attractive areas of public open space within walking distance of the Town Centre. Longford Park is the largest municipal park in Trafford and is home to a wide range of sporting and community facilities including, the Longford Athletics Stadium, Firwood Community Centre, football pitches, tennis and basketball courts,

*Stretford Refreshed Masterplan (Consultation Draft September 2017)*

pets corner and a café. Turn Moss Playing Fields provides the largest area for outdoor sports facilities in Trafford. A section of the Bridgewater Canal runs through the Town Centre whilst existing development currently provides poor and inactive frontages there is potential to develop an attractive waterside setting. Stretford also benefits from access to the Trans Pennine Trail, which is a national coast to coast route that provides a largely traffic free environment for walking and cycling.



### **Accessibility**

Stretford benefits from excellent accessibility by both road and public transport. The Town Centre sits at the junction of the Manchester to Altrincham and the Stockport to Urmston bus corridors providing regular connections from destinations across GM. The Stretford Metrolink stop provides regular connections from destinations across Trafford and GM. However the stop and the physical environment surrounding it does not currently function as an effective gateway to the Town Centre.



Stretford benefits from good road connectivity via the A56 corridor and proximity to junction 7 of the M60, however current routes for both pedestrians and cyclists are poor. Three of the pedestrian subways at the A56 junction have now been removed as part of the phase 1 public realm improvements with new surface level crossing points provided on all four arms delivering more accessible and fully DDA compliant routes. As part of future public realm works there are opportunities for further improvements to accessibility for pedestrians and cyclists, particularly along Kingsway, Edge Lane and Talbot Road.

### ***Proximity to Major Destinations***

Stretford Town Centre is located in close proximity to a number of major destinations including MUFC, LCCC, Imperial War Museum North, Trafford Quays Lesiure Village, intu Trafford Centre and MediaCity:UK. Whilst these bring large numbers of people into the local area there is currently little to attract them to spend additional time in the Town Centre or the wider Stretford area and capture the resulting expenditure. Furthermore Stretford is a major gateway into the Mancheste City Region and its assoicated facilities. The delivery of the refreshed Masterplan will provide additional facilities attracting visitors in the wider area to spend more time and money in Stretford and the Town Centre.



## **7. Challenges and Opportunities**

### ***National Economy***

Town centres nationally have faced significant challenges over recent years as a consequence of fundamental changes to the retail sector following the economic downturn, shifting socio-demographics and market trends; including the growth of out of town shopping and online retail. More recently the national economy has recovered somewhat with improved consumer confidence, wage growth, and low interest rates and inflation. This has resulted in growth in consumer spending and reductions in town centre vacancy rates, although the potential impact of Brexit is yet to be fully known.

Not all sectors of the retail market have benefited from growth and the market remains fragmented with secondary town centres comprised of smaller format national multiples continuing to struggle; those town centres with a strong local independent offer have proved to be more resilient. Overall significant challenges remain in attracting major investment to non-prime locations.

The residential property market suffered a significant change in the aftermath of the economic downturn, declining from a peak in 2007. Whilst the UK experienced a return to a stronger housing market in from c2010 onwards, growth nationally has slowed in 2017 with slow or negative house price growth and subdued transaction levels in some areas.

Ensuring sufficient housing supply to meet demographic trends has become an increasing issue, particularly in light of the low number of residential units delivered over the last 10 years. New ways of ensuring sufficient housing supply is becoming an increasing priority with renewed focus on town centre living.

### ***Town Centre Performance***

Within Stretford Mall and the immediately adjoining units, 157 retail/service units were recorded in June 2017. Of these, 29 percent were identified as being vacant. This is significantly higher than the Trafford average of 10 percent.

There are 36 retail/service units in Stretford Town Centre outside the Stretford Mall boundary. These are situated along Chester Road, Barton Road and along Edge Lane. Of these units, 28 percent (10 units) were recorded as being vacant in June 2017. There is a particular cluster of vacant units along Edge Lane, and one on Chester Road. Comparing the Town Centre vacancy rates across previous years shows that vacancy rates peaked in September 2014 at 43 percent. Since 2014 there has been a 14 percentage point reduction in the vacancy rates and footfall has increased by 10 percent over the last year. However the high vacancy rate is an ongoing concern and in August 2017 Tesco announced the intention to close their existing store at the Mall by January 2018 which would result in a large vacant anchor unit.

Within the Town Centre there is an increasing trend for previously vacant retail units being utilised for non-retail uses, including a dance studio (Topaz Dance) on King

*Stretford Refreshed Masterplan (Consultation Draft September 2017)*

Street, Pure Gym and the playgroup/crèche Flexi-Minder at Stretford Mall, Stretford Sip Club on Barton Road and a pop up restaurant on Chester Road, all contributing to increased footfall throughout the day and the development of an evening economy. It will be particularly important that the further development of the retail offer and evening economy in Stretford is sufficiently innovative and distinctive from the existing offer in the wider catchment area.

### **Universities Sector**

The UK is currently home over 160 higher education providers and around two million students. It is estimated by Universities UK that the sector accounts for 2.8% of UK GDP (£73bn) and 2.7% of all employment (over 757,000 FTE jobs). The Higher Education White Paper (2016) recognised the importance of universities in economic growth through their role in generating *“the know-how and skills that fuel our growth and provide the basis for our nation’s intellectual and cultural success”*.

As primarily non-profit making organisations, universities spend the majority of their income, which supports direct employment, the provision of goods and services and collaboration with businesses, particularly SMEs. Universities can also support economic growth through their role in regards to civic identity, skills and education, research and innovation, attracting of businesses and researchers and outreach. Furthermore university staff and students have personal expenditure which supports a significant number of indirect jobs and the provision of facilities.

The student accommodation sector is a growing and established market with over 568,000 purpose built student bed spaces in the UK in 2017. Recent evidence suggests that students increasingly wish to live in modern, high quality, purpose-built developments.

### **Residential Market**

Trafford has a resilient housing market and is widely considered an attractive place to live and develop new homes. The residential property market in Trafford has seen significant growth in house prices above the GM and UK averages over the last 5 years. Whilst the housing market in Stretford has been weaker than Trafford as a whole over the last 5 years, Land



Registry data on sold house prices demonstrates that there has been a 17% growth in Stretford over the last 2 years. The Stretford housing market has strengthened further over the last 12 months with the increase in house prices now above the Trafford, GM and UK averages. It is anticipated that this level of growth in house prices, relative to national trends, can be maintained given the area’s underlying strengths including, excellent transport connections, high performing schools, proximity to the Regional Centre, and the Council’s strategy for further growth and development in Stretford.



Within the draft GMSF there is a requirement for Trafford to deliver around 23,000 new homes over the period up to 2035. It will be important to ensure that sufficient housing or the right mix is delivered in the right locations to support Trafford's economic growth ambitions. New residential development in Stretford will not only meet the identified need for new homes in Trafford but also support the development of the Town Centre offer by providing additional footfall and expenditure and bring vacant sites back into active use. The delivery of new residential development will be supported by new community facilities within the area, including additional school provision as required.

### ***Land Ownership***

There are a number of Council land holdings within the refreshed Masterplan area. The Council owns the Lacy Street Car Park, Stretford Library, several parcels of land along Chester Road and Kingsway and the Manor Farm Industrial Estate. Whilst the Council owns the freehold interest for the Stretford Mall site the majority is currently on a long lease to Apollo Global. Privately owned sites include the Essoldo, properties along Edge Lane, the Royal Canal Works, the former Boatyard, Royal Mail Delivery Office, Probation Service office, Atlas Heating and Bathrooms, Corona Court Industrial Estate and Mitford Lodge.

Where the land interests required for delivery of identified development sites are not in the ownership of the delivery parties and they cannot be acquired by negotiation it may be necessary for the Council to use their compulsory purchase order (CPO) powers to realise the regeneration benefits of the refreshed Masterplan.

### ***Movement and Highways***

The A56 is a major arterial route through Trafford. It cuts through the heart of the Town Centre and severs Stretford Mall from the local population and assets such as the Bridgewater Canal, Metrolink stop and landmark buildings, including the Stretford Public Hall and the Essoldo Cinema. The layout and physical environment along Kingsway and Edge Lane further acts as a barrier to effective pedestrian and cycle movement. As a consequence the highways infrastructure and associated traffic dominates the Town Centre environment.



*Stretford Refreshed Masterplan (Consultation Draft September 2017)*

## ***Townscape and Public Spaces***

The townscape throughout the Town Centre is generally considered poor and uninspiring in appearance which contributes to negative perceptions of the area as a destination. Furthermore landscaping is dated and of poor quality. There is a lack of high quality and functional public open spaces within the Town Centre and linkages to existing environmental assets are poor. Whilst the phase one public realm improvements provide new landscaped areas around the A56 junction and at the King Street entrance to the Mall, significant additional improvements are required.



The built form within the Town Centre is particularly dominated by Stretford Mall and adjoining units. There are a number of blank and inactive frontages at various locations; in some areas the rear of retail units or service yards front onto the street. The vacant Essoldo Cinema and adjacent properties along Edge Lane provide a particularly poor streetscape at an important gateway location.

There are attractive recreational areas and high quality public open spaces located within walking distance of the Town Centre at the Victoria, Longford, Moss and Gorse Hill parks and at Turn Moss, Stretford Meadows and the Mersey Valley.

## **8. Illustrative Refreshed Masterplan**

Stretford currently lacks a diverse retail offer, an evening economy, an appropriate range of leisure and entertainment uses, and development that maximises the impact of assets such as its historic buildings and the Bridgewater Canal. The absence of these has an adverse impact on the performance of the Town Centre and wider Stretford area, and its ability to provide a prosperous, vibrant, attractive and safe destination.

To achieve the vision of transforming Stretford it will be necessary to provide a wide range of new and enhanced facilities, maximising the opportunities for major investment and realising the full potential of existing assets.

### ***Stretford Town Centre***

The refreshed illustrative Masterplan for the Town Centre is shown in Figure 4 below and seeks to define the role and function of different areas. This builds on the original Masterplan in setting out how major regeneration will be delivered in Stretford.

Land uses at important gateways should provide a sense of arrival with scale, massing and design particularly important in defining these spaces. Leisure and residential uses will be promoted on both sides of the Bridgewater Canal with more attractive routes provided throughout the Town Centre. The UA92 student campus will provide a student hub alongside other facilities at the Essoldo building. The Lacy Street site will provide student accommodation with retail and café/restaurant uses at ground floor level.

Stretford Public Hall will provide a continued focus for community uses with improved connectivity with the Mall, Essoldo, Metrolink Stop and the Bridgewater Canal. Improved linkages will be provided between the Mall and development on the north side of Kingsway and the existing retail and commercial uses along Barton Road. The Manor Farm Industrial Estate will be redeveloped to deliver new homes integrating with the existing residential community. The delivery of new development at the A56 Gyratory and at other sites along the A56 will significantly improve the gateways to Stretford Town Centre and address the fragmented urban grain.

The delivery of public realm improvements and new development will provide a significantly enhanced gateway to the Town Centre, help to alleviate the severance caused by the A56 and Kingsway, and deliver an improved physical environment.

### ***UA92 Campus Quarter and The Innovation Corridor***

The LCCC Quarter area contains a major international sporting attraction in the Cricket Club and is adjacent to the iconic MUFC Old Trafford Football Stadium. It also contains a number of important community facilities such as Trafford Town Hall, Trafford College, Stretford Police Station and Stretford Leisure Village. There is a significant opportunity to improve the visitor experience in this area and deliver new development. This will promote improved linkages with the wider Stretford area.

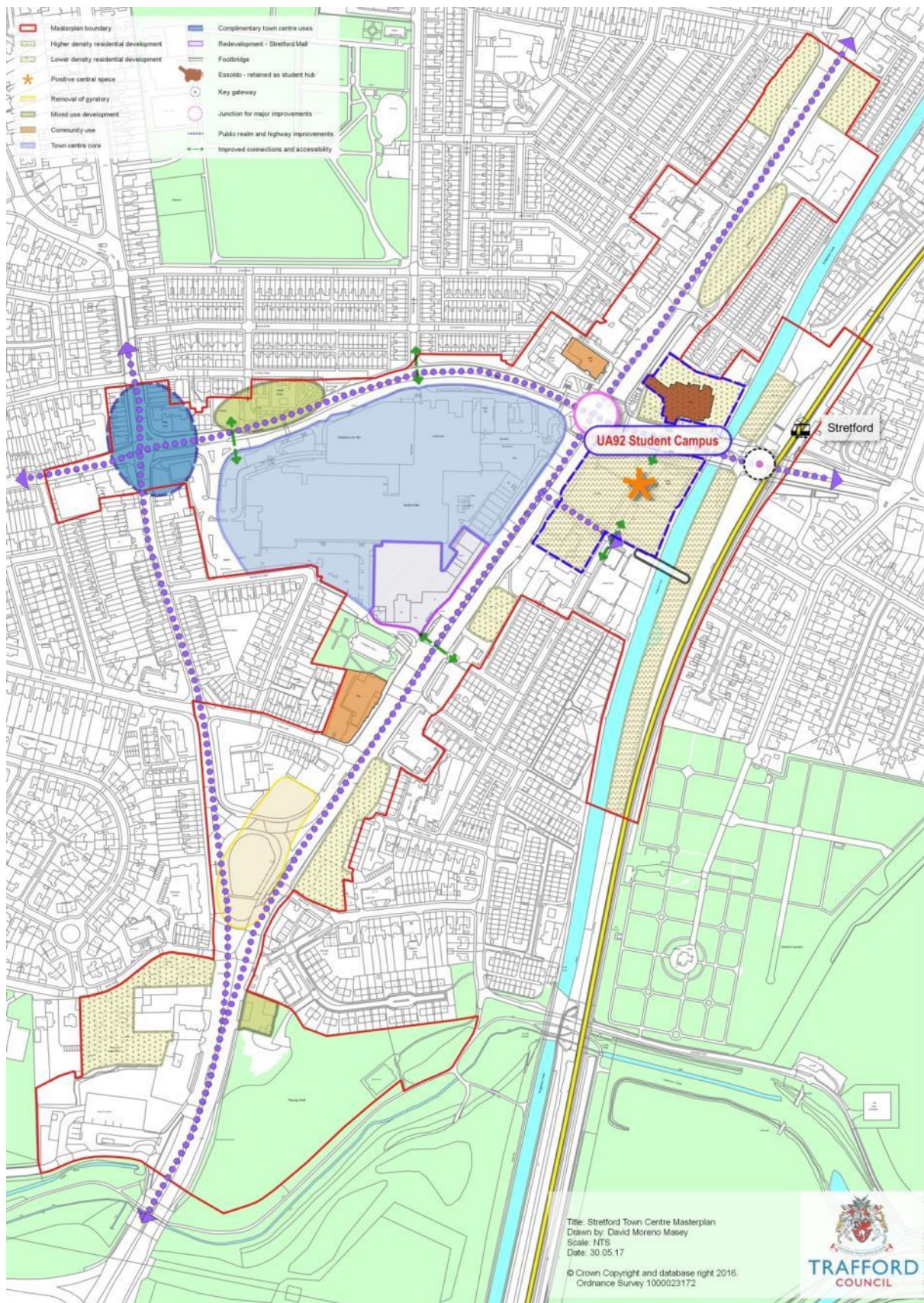
The UA92 campus quarter will be established on the site of the Kellogg's office block on Brian Statham Way adjacent to Old Trafford Metrolink Stop and LCCC. This area will comprise teaching and learning accommodation alongside other facilities and employment space.

A Processional Route will be created with a distinctive and iconic piece of linear public realm stretching from the Old Trafford Metrolink stop along Brian Statham Way, Warwick Road, Sir Matt Busby Way and Sir Alex Ferguson Way to The Quays / MediaCity:UK area. The route will comprise high quality surfacing, enhanced green infrastructure and appropriate provision for walking, cycling and vehicles.

The delivery of an enhanced street scene along Talbot Road and the A56 from the UA92 campus quarter to Stretford Town Centre will significantly improve the connectivity of these areas and their role as an important gateways between Stretford and both Manchester City Centre and The Quays / MediaCity:UK. It will be particularly important to ensure effective signposting and improved pedestrian and cycle routes are delivered along the A56 / Talbot Road corridor to facilitate connectivity. This will form the innovation corridor linking the campus quarter with the student campus and the Town Centre. It will help to maximise the regeneration benefits for Stretford from the UA92 proposals and support further opportunities for investment and growth.

A new green route will be delivered along Edge Lane from the A56/Edge Lane junction to Turn Moss Road. This will provide enhanced connections from the Town Centre to Longford Park (including the area surrounding the Longford Athletics Stadium), and improved sporting facilities at Turn Moss Playing Fields. It will also provide an enhanced gateway into Stretford and Trafford from Chorlton and the South Manchester area.

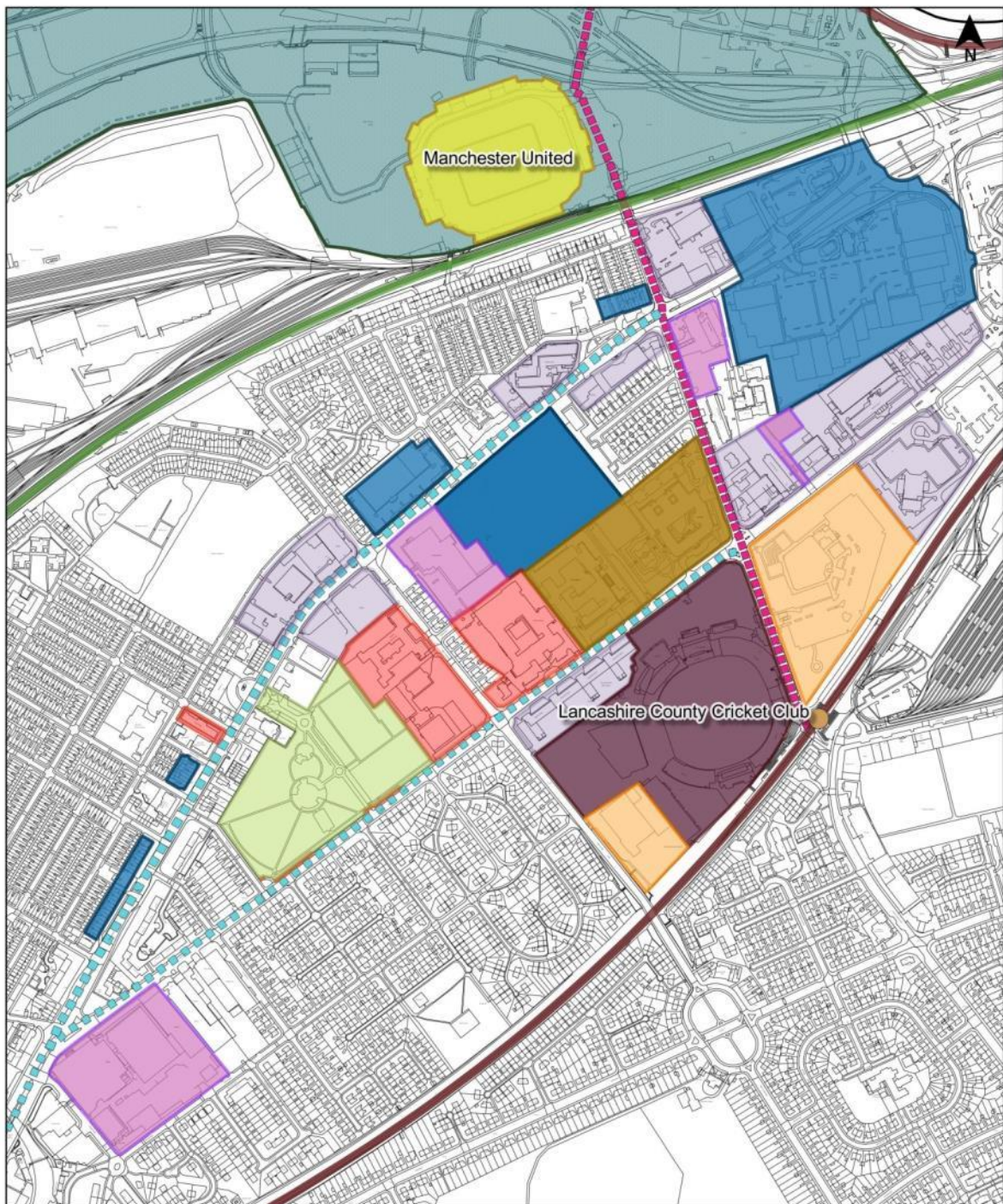
**Figure 4: Stretford Town Centre, Illustrative Masterplan**



Source: Trafford Council (August 2017)

Stretford Refreshed Masterplan (Consultation Draft September 2017)

**Figure 5: UA92 Campus Quarter and Innovation Corridor, Illustrative Masterplan**



- |                       |                         |                       |                   |
|-----------------------|-------------------------|-----------------------|-------------------|
| Trafford Boundary     | Existing Employment     | Gorse Hill Park       | Metrolink Station |
| UA92 Education Campus | Existing Education      | Enhanced Street Scene | Metrolink         |
| Civic                 | Residential Opportunity | Processional Route    | Railway           |
| Existing Retail       | Trafford Wharfside      |                       |                   |



Title: UA92 Education Campus  
 Drawn by: David Moreno Masey  
 Scale: NTS  
 Date: 25.08.17

© Crown Copyright and database right 2017.  
 Ordnance Survey 1000023172

Source: Trafford Council (August 2017)

Stretford Refreshed Masterplan (Consultation Draft September 2017)

## 9. Town Centre Public Realm and Movement

Successful town centres require good quality streets and spaces that provide an attractive physical environment. The original Masterplan recognised that the public realm in Stretford Town Centre was tired and dated with poor linkages between important areas, a lack of any sense of arrival at town centre gateways, poor animation along the A56, Kingsway and Edge Lane, and limited activity in the evenings resulting in a town centre that feels sterile and lifeless.



The regeneration of Stretford will require the provision of significant improvements to the physical environment, enhanced gateways to the Town Centre, and safe and attractive routes for pedestrians and cyclists. This will support the further development of the evening economy and support activity outside core retail hours. More active building frontages throughout the area will provide a more attractive environment in which people want to spend time. Improved signage and public realm improvements will deliver enhanced linkages between the Town Centre, environmental assets including the Bridgewater Canal and Stretford's parks which offer attractive areas of formal green space, and existing major commercial, tourist and leisure destinations in the wider Stretford area.

### ***Public Realm and Movement Strategy***

To facilitate the change required a Public Realm and Movement Strategy was commissioned in 2014. The key principles that informed the development of the Strategy were the creation of high quality public realm reflecting local character; mitigation of the negative impact of traffic flows along the A56; provision of more attractive pedestrian and cycle routes; development of new compact spaces where people can gather to meet and socialise; a level of consistency and quality for the public realm across the Town Centre; and a flexible approach to delivery and phasing.

The Council carried out a six week public consultation on the public realm and movement proposals for the Town Centre between September and October 2015. *Stretford Refreshed Masterplan (Consultation Draft September 2017)*

Over 300 representations were received during the consultation period which informed the development of the overall themes and the vision for specific project areas. The main points raised during the consultation were:

- Almost 3/4 of respondents supported the proposed removal of the subways.
- A strong desire was expressed to develop an enhanced evening economy within the Town Centre.
- Addressing the poor quality of the physical environment and vacant buildings along the Edge Lane corridor was identified as a particular priority.
- A perception was expressed that Stretford has not received the same attention as other town centres within Trafford and that previous proposals have not come forward.

The final Stretford Public Realm and Movement Strategy was completed in December 2015 and proposed a series of integrated improvement projects for the Town Centre that will encourage inward investment, stimulate community pride and rejuvenate failing areas. The identified projects, shown in Figure 6, are broken down into the following areas of opportunity:

- **A56/Edge Lane Gateway:** Removal of three of the existing subways and provision of surface level pedestrian crossings across all four arms of the junction. The subway between the Essoldo and Stretford Public Hall is retained to provide a choice of crossing method. The removal of the subway infrastructure will release land for new development and public space.
- **A56 Corridor:** Structural tree planting to define the road corridor and provision of signature lighting columns with higher quality paving to signal to motorists that they are entering the Town Centre. The opening up of the external frontages of Stretford Mall to provide greater street animation and land made available for further public realm improvements around the Mall entrance.
- **New King Street and Barton Road:** Recreation of a street environment along Kingsway, which is redefined as 'New King Street', with a section of road narrowing to one lane of traffic in each direction. The provision of improved connections across 'New King Street' with new development and public space utilising land from the removal of the subway and partial road narrowing. Improvement works at the Barton Road junction with Kingsway will improve integration with the rest of the Town Centre.
- **A56 Southern Gateway:** Enhancement of the gateway/arrival point into Stretford from the south by removing the existing gyratory and realignment of the highway. This will release land for new landmark development defining the gateway into the Town Centre and enable the improvement of crossing facilities for pedestrians and cyclists.

The A56 through Stretford Town Centre falls within the GM Air Quality Management Area (AQMA). Projects should be developed further in the context of the GM 2040 Transport Strategy, Low-Emissions Study for GM and the National and GM Air Quality Action Plans, seeking to improve air quality throughout Stretford. This will include consideration of improvements to tackle congestion, improve the efficiency of the highway network, promote sustainable modes of travel, better integration of transport and new developments alongside increased and replacement tree planting.



**Figure 7: Proposed Public Realm Projects**



Source: Gillespies (December 2015)

### ***Phase One Public Realm Improvements***

Following completion of the Public Realm and Movement Strategy the detailed design work for a phase one public realm improvement scheme at the A56/Edge Lane Gateway was undertaken in 2016. The detailed designs were subject to public consultation in Summer 2016 after which a final scheme, shown in Figure 7, was prepared incorporating:

- Provision of new pedestrian crossing facilities at A56/Edge Lane Junction and closing three of the existing subways.
- Retention of the existing subway between the Essoldo and Stretford Public Realm.
- Improvements to the King Street entrance to Stretford Mall.
- Delivery of an additional right turn lane from the A56 onto Edge Lane.
- Creation of an improved sense of place upon arrival to Stretford Town Centre.
- Introduction of a distinctive palette of paving materials and street furniture (including lighting columns) to strengthen local character.
- Reduction of the speed limit from 40mph to 30mph on the A56 through Stretford Town Centre.

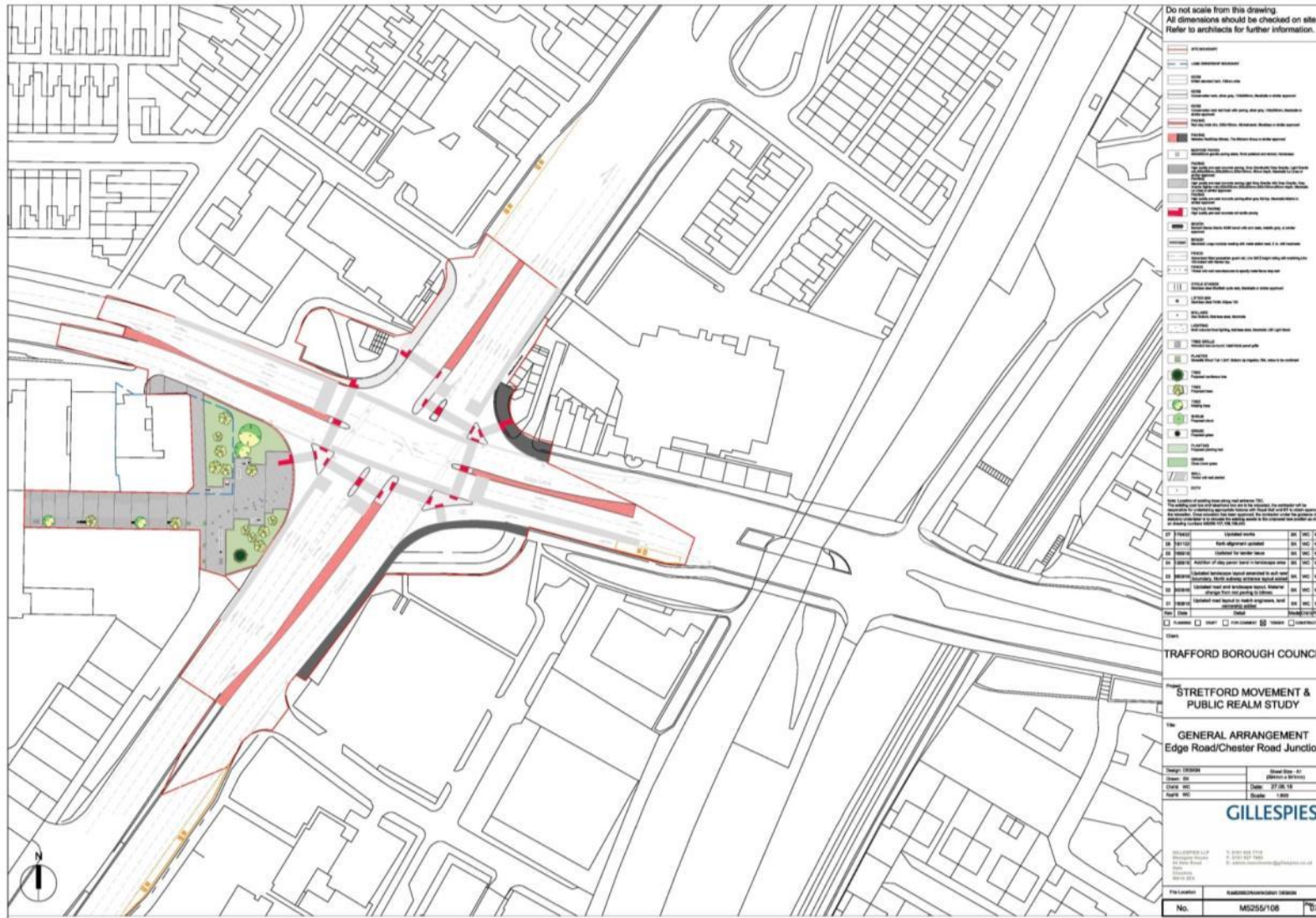
The phase one works started in site in April 2017 and completed in October 2017. The 40mph speed limit was revoked in March 2017 and a 30mph speed limit is now in place through the Town Centre on the A56 from just north of the M60 (junction 7).

### ***Future Public Realm Improvements***

Future phases of public realm works will seek to deliver further improvements to the physical environment in the Town Centre, pedestrian and cycle movement, open spaces and town centre gateways, whilst reducing the severance caused by the existing highways arrangements. These works will incorporate the A56 Corridor, Edge Lane, Kingsway, Barton Road and the A56 gyratory. The detailed design works and implementation of these future phases of public realm improvements will be progressed as further funding becomes available.

The successful implementation of the phase one works and further improvements will help support the Town Centre in maximising the benefits from public and private sector investment and attracting further end user interests.

**Figure 8: Phase One Public Realm Project**



Source: Gillespies (June 2016)

Stretford Refreshed Masterplan (Consultation Draft September 2017)

## 10. Development Opportunities

There are a number of development opportunities within the Town Centre and the wider Stretford area that will deliver the vision for the refreshed Stretford Masterplan. The Masterplan does not formally 'allocate' land for development but will provide a framework for the delivery of major regeneration, maximise the impact of current opportunities and help to avoid piecemeal development.

The UA92 development has the potential to bring significant regeneration benefits to Stretford and transform the Town Centre and wider area through the provision of high profile and iconic campus facilities incorporating new teaching and learning space, student accommodation and supporting facilities, attracting a diverse mix of students from across the UK and internationally. The proposed student campus will support significant additional activity and expenditure to the Town Centre, including support for the further development of a much needed evening economy, and provide additional direct and indirect jobs. Led by partners benefiting from a strong reputation and existing brand the UA92 development will act as the centrepiece of the refreshed Masterplan and a catalyst for significant further investment, bringing vacant sites and buildings back into use, improving connections to existing major destinations in the surrounding area and accelerating the delivery of development.

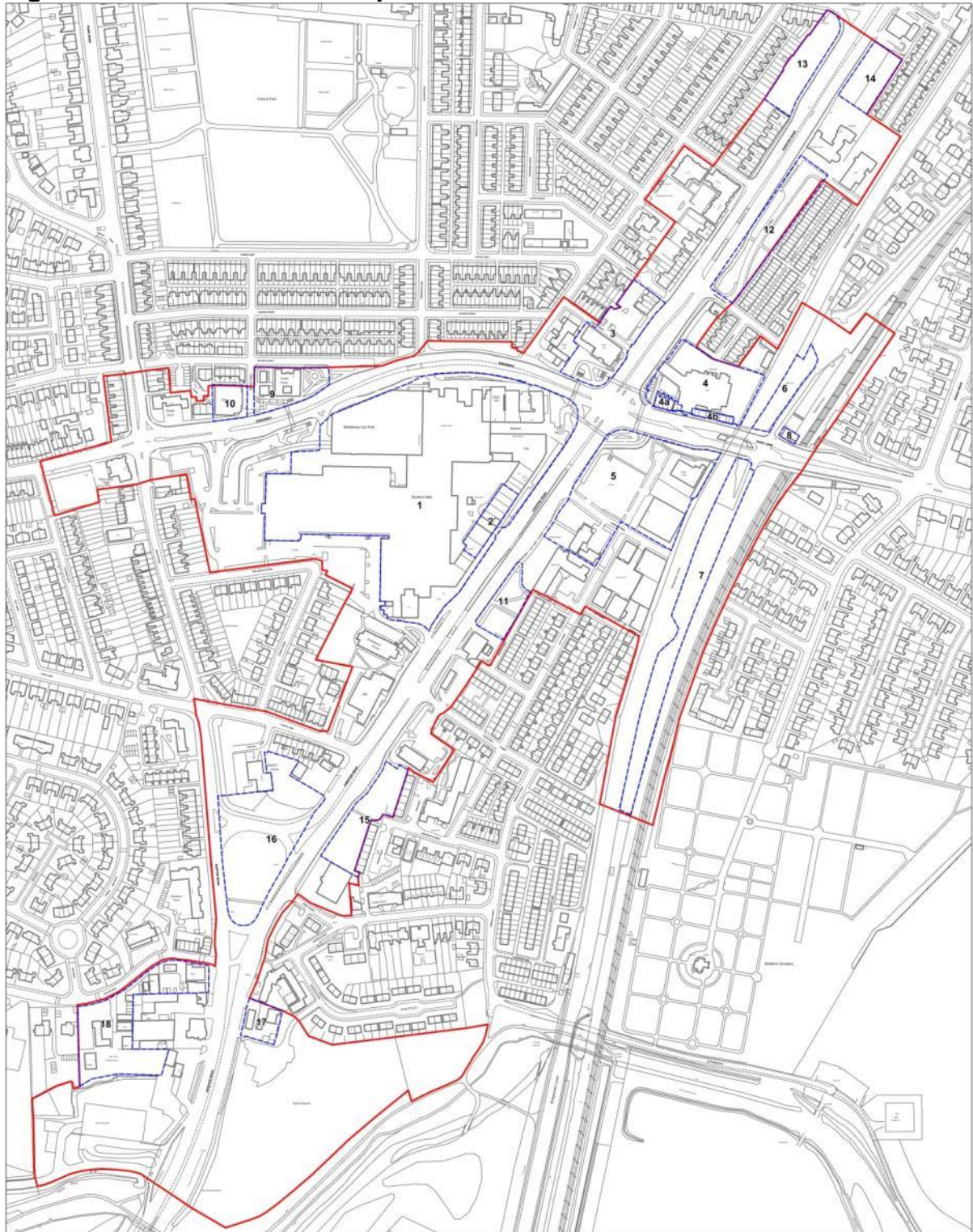


The approach to the regeneration of Stretford through the refreshed Masterplan is focused primarily on delivery of the UA92 student campus and campus quarter, introducing a wider mix of uses into the Town Centre, reusing historic buildings, developing an enhanced evening economy and improving the linkages between assets such as the Bridgewater Canal, surrounding commercial, leisure and international visitor destinations, the Mersey Valley and Stretford's parks.

### ***Town Centre Development Sites***

There are 18 development sites, shown in Figure 8 below, that have been identified within the refreshed Masterplan Town Centre area where there is potential for intervention or new development to accommodate identified opportunities. The delivery of these sites will address the challenges faced by the Town Centre and collectively deliver the vision and objectives of the refreshed Masterplan bringing life and vitality to the area and securing the transformation of Stretford.

**Figure 8: Town Centre Development Sites**



Masterplan Boundary

**Project Sites**

- |                           |                                 |                                 |                                   |
|---------------------------|---------------------------------|---------------------------------|-----------------------------------|
| 1 - Stretford Mall        | 4b - Edge Lane Shops (2)        | 9 - Mitford Lodge & The Surgery | 14 - Land off Raleigh Street      |
| 2 - Arndale House         | 5 - Lacy Street Car Park        | 10 - Stretford Library          | 15 - Land off Brunswick Street    |
| 3 - Stretford Public Hall | 6 - Former Boatyard             | 11 - Land off Nelson Street     | 16 - A56 Gyrotory                 |
| 4 - Essoldo Cinema        | 7 - Royal Canal Works           | 12 - Land off Cross Street      | 17 - 1299 Chester Road            |
| 4a - Edge Lane Shops (1)  | 8 - Stretford Metrolink Station | 13 - Land off Derbyshire Lane   | 18 - Manor Farm Industrial Estate |

Plan of Stretford Town Centre Including Project Sites

Scale: Not To Scale

Author: A.T

Spatial Data Team

Date: 20/01/2017

© Crown Copyright and database right 2016,  
Ordnance Survey 100023172.

Source: Trafford Council (August 2017)

### **Site 1: Stretford Mall**

Stretford Mall is recognised as being central to the economic health of the Town Centre. Whilst the Mall has benefited from recent investment, the vacancy rate remains high and further intervention is required. There are opportunities to attract further significant investment through reconfiguration and redevelopment, a consolidation of retail space, the creation of more attractive and outward facing frontages and the introduction of a wider mix of uses, potentially including residential.



There is a specific opportunity for the partial redevelopment of the Mall and a planning application was submitted to the Council in July 2017 for the demolition of its southern portion and some of the frontage onto Chester Road. Ensuring that this site maximises its potential with a suitable landmark development will be critical in positioning Stretford as a modern and competitive destination. Development at this site should be outward facing and support the delivery of a wider mix of town centre uses.

The continued development of the Stretford Mall site will provide:

- a balance of national retailers and independent stores;
- new restaurant, bar and café uses;
- leisure and family orientated activities;
- professional services;
- community facilities; and
- residential accommodation.



### **Site 2: Arndale House**

Arndale House is an office block located above Stretford Mall. The future of this site will need to be considered alongside the plans for Stretford Mall as a whole, including potential for its demolition as part of a comprehensive redevelopment scheme. If the unit is to be retained it could be refurbished to offer higher quality commercial premises or be converted for residential use.



An internal and external refurbishment would improve the physical appearance of this landmark building with the ground floor entrance on Chester Road improved to provide a more attractive frontage.

### **Site 3: Stretford Public Hall**

In order to ensure its active use by the community, the Council disposed of the Grade II listed Stretford Public Hall to the Friends of Stretford Public Hall group in March 2015.

The Friends Group are currently bringing the whole building back into active use for a range of community, social and commercial uses. In April 2017 the Friends Group secured funding of over £250,000 via a co-ownership shares offer with £100,000 match funding from Power to Change. The secured funding will finance essential urgent repairs to the building and bring the ballroom back into full use creating the largest cultural space in Stretford. This will make a significant contribution to the vitality of the Town Centre, supporting activity throughout the day and evening, while providing a strong community focal point for Stretford.



The Council will continue to work with the Friends Group to support the successful delivery of their aspirations and ensure they link effectively with proposals for the rest of the Town Centre, including improvements to the public realm.

#### **Site 4: Essoldo Cinema**

The Grade II listed Essoldo Cinema has been vacant since 1995. The Council has proactively engaged with the owner of the building over several years in order to bring the building back into active use. Whilst a number of proposals have been explored with the owner, to date these have not come to fruition and the building remains vacant. Adjacent to the Essoldo are several buildings with commercial ground floor units with residential uses above; these two areas are identified as sites 4a and 4b.



There is a specific opportunity to bring the former Essoldo back into active use as part of the UA92 student campus. New development of low scale buildings could be provided sensitively around the Essoldo building to provide a mixture of student residential types within single sided buildings, mews and townhouses. The former Essoldo building itself will provide opportunities for the provision of student amenities and other uses accessible to the whole community, including the potential for a relocated and significantly enhanced library facility. The provision of new development will protect and enhance the original entrances to the Essoldo and effectively screen the buildings blank elevations. There is potential to create a shared surface at the north side of the Essoldo with front doors from low rise town house student accommodation to activate this area. A new pedestrian link would be provided through to the canal opening up access to this important asset.



Source: 5Plus (July 2017)

The effective reuse of the former Essoldo and development of the adjoining land and buildings will bring a long term vacant landmark building back into active use, secure the future of this listed building and help to strengthen the linkage between the Stretford Metrolink stop and the Town Centre whilst improving access to the Bridgewater Canal and taking full advantage of the proximity to this waterside setting.



## Site 5: Lacy Street

The Lacy Street site forms a prominent gateway into the Town Centre and is situated between some of its main landmarks including Stretford Mall, the Essoldo Cinema and Stretford Public Hall. As such it provides a major opportunity to enhance perceptions and raise the profile of Stretford, improve connections between destinations and open up the area to the Bridgewater Canal.



The site currently provides an area of Council owned surface car parking, the Post Office Sorting Depot, the Probation Service office and premises for Atlas Bathroom and Heating. The removal of the subways and associated infrastructure adjacent to the site provides additional development land. The site was identified in the original Masterplan as having potential for the

delivery of mixed use development taking full advantage of its gateway location and contributing to an attractive route between the core of the Town Centre, the Metrolink Stop and Bridgewater Canal. Given that a significant portion of the site is already under the control of the Council it represents an important opportunity to be a catalyst for wider regeneration.

There is a specific opportunity as part of the UA92 student campus for the creation of a main 'Quad' at the Lacy Street site. This would provide a major focal point and landmark building to the A56 / Edge Lane gateway. The development would create a strong frontage to the site with an opportunity for significant commercial exposure. The site would form an integral part of the student campus in the Town Centre and include a mix of commercial space for retail and café/restaurant uses at ground floor level with the remainder utilised for student accommodation of ultimately c1,700 bedspaces and amenity uses.



Source: 5Plus (July 2017)

The delivery of a building of significant scale at this location will provide a strong identity as part of the transformation of Stretford. The landmark building would be complemented by a cluster of buildings forming a semi enclosed large open space with the landscaped area activated by local residents and students. The development would provide an active frontage to the Bridgewater Canal integrating this asset with the Town Centre. Enhanced connections would be made between the Bridgewater Canal, Chester Road, Stretford Mall, Edge Lane and the Metrolink Stop, with the proposed inclusion of a pedestrian bridge from the Lacy Street site to the Royal Canal Works site further enhancing connectivity.



Source: 5Plus (July 2017)

**Site 6: Former Boatyard Site, Edge Lane**

An outline planning application has been approved for the development of 26 residential apartments along the Bridgewater Canal at the former Boatyard site, adjacent to the Metrolink stop. The development of this site for new residential accommodation will take advantage of its waterside location and bring an area of brownfield land back into active use. This canalside development offers the potential to open up access from the Town Centre to this key environmental asset as part of a new ‘Stretford Wharf’ area and contribute to an improved gateway from the Metrolink Stop.



Its waterside location and bring an area of brownfield land back into active use. This canalside development offers the potential to open up access from the Town Centre to this key environmental asset as part of a new ‘Stretford Wharf’ area and contribute to an improved gateway from the Metrolink Stop.

**Site 7: Royal Canal Works Site, Edge Lane**

As with development at the former boatyard site, this site offers the potential to open up access from the Town Centre to the Bridgewater Canal as part of a new ‘Stretford Wharf’ area. Outline planning consent for the construction of 31 residential units on the Royal Canal Works site was granted in 2014. A revised planning application for 47 units was received by the Council in August 2017. The site offers potential to deliver new residential accommodation taking advantage of its waterside location with the potential for a new pedestrian bridge from the Lacy Street site integrating this development more effectively with the wider area.



Source: Elevate Architects (July 2017)

### **Site 8: Stretford Metrolink Stop**

The Stretford Metrolink stop forms a major public transport gateway into the Town Centre and is sited at a prominent location along Edge Lane. A key issue at this site is the lack of an attractive route to the Town Centre and the absence of any sense of arrival.



The Public Realm and Movement Strategy recognised the need for the Metrolink stop to function as a more effective gateway. Proposed environmental improvement works include new wayfinding signage to key destinations such as the Town Centre, Longford Park and Turn Moss Playing Fields, and ensuring the existing station buildings provide an attractive street frontage.

### **Site 9: Mitford Lodge**

The former Mitford Street Clinic building has been converted to a 10 bed house of multiple occupation and two commercial units known as Mitford Lodge. Planning consent for the conversion works was granted on appeal in November 2015. The Public Realm and Movement Strategy identified options to improve connectivity with the wider Town Centre across a remodelled Kingsway that will be known as 'New King Street'. This will involve closing the existing subway and introducing a new surface level pedestrian crossing. There is potential for comprehensive redevelopment of the site that could incorporate land that would be released by the removal of the subway, the adjacent area of Council owned landscaping and the former surgery building on Bennett Street.



### **Site 10: Stretford Library**



The existing Stretford library is located on Kingsway and housed within the oldest operational library building in Trafford. The original Masterplan proposed the retention of the library at its current location. However the UA92 proposals could provide the opportunity for relocation to alternative premises offering a significantly enhanced facility providing

modern high quality public services. This could be delivered at the Essoldo alongside the provision of other community facilities at the UA92 student campus. This would release the existing library site for a potential comprehensive redevelopment alongside the Mitford Lodge site.

### **Site 11: Land off Nelson Street**

There is an opportunity to develop the land off Nelson Street that fronts onto Chester Road for new residential development that addresses the existing terraced housing along Nelson Street. The redevelopment of this site would help to reinforce the street, provide active frontages and mend the fragmented urban grain through the Town Centre along the A56.



### **Site 12: Land off Cross Street**

A portion of the land off Cross Street that fronts onto Chester Road could be developed for new residential development that addresses the existing terraced housing along Cross Street. The redevelopment of this site would help to reinforce the street, provide active frontages and mend the fragmented urban grain through the Town Centre along the A56. Specific consideration will have to be given to any impact on the Grade II listed St Ann's Church, existing landscaping and car parking provision along Cross Street.

### **Site 13: Land off Derbyshire Lane**

There is an area of land off Derbyshire Lane that fronts onto Chester Road and provides the opportunity for a portion of the site to accommodate new residential development. This would help to reinforce the approach to the Town Centre, deliver active frontages and mend the fragmented urban grain along the A56. Specific consideration will have to be given to any impact on the Grade II listed St Ann's Church opposite and existing landscaping.

### **Site 14: Land off Raleigh Street**

The land off Raleigh Street that fronts onto Chester Road provides an opportunity for a portion of the site to accommodate new residential development that helps to reinforce the approach to the Town Centre, provide active frontages and mend the fragmented urban grain along the A56. Specific consideration will have to be given to any impact on the adjacent Grade II listed St Ann's Church and existing landscaping.

### **Site 15: Land off Brunswick Street**

There is an opportunity to develop some of the land off Brunswick Street that fronts onto Chester Road for new residential development that helps to reinforce the approach to the Town Centre, provide active frontages and mend the fragmented urban grain along the A56, with consideration given to the existing landscaping. The site could be developed alongside the adjoining Harrop Motors garage, located off Green Street, if this site were to become available for redevelopment.

### **Site 16: A56 Gyratory**

The Stretford Public Realm and Movement Strategy proposed the remodelling of the existing A56 gyratory replacing it with a simpler three arm signal junction that improves traffic flows and routes for pedestrians and cyclists. The removal of the gyratory will provide the opportunity for a landmark development that can give scale to the existing Stretford House and act as a clear visual indicator of the entrance to Stretford.



### **Site 17: 1299 Chester Road**



The 1299 Chester Road site currently comprises a car wash operation and various ancillary buildings. There is an opportunity for new development on the site that helps to reinforce the southern gateway into the Town Centre along the A56. Development at this site should also contribute to improved connections to the south east that includes the Highfield Close Playing Fields, and access to the Mersey Valley, Bridgewater Way and Trans Pennine Trail.

### **Site 18: Manor Farm Industrial Estate**

The Manor Farm Industrial Estate is owned by the Council and comprises a mix of small industrial units accessed off Poplar Road close to the junction with the A56. There is an opportunity for the redevelopment of this site for residential use that integrates with the adjoining residential community.



## Sites Outside the Town Centre

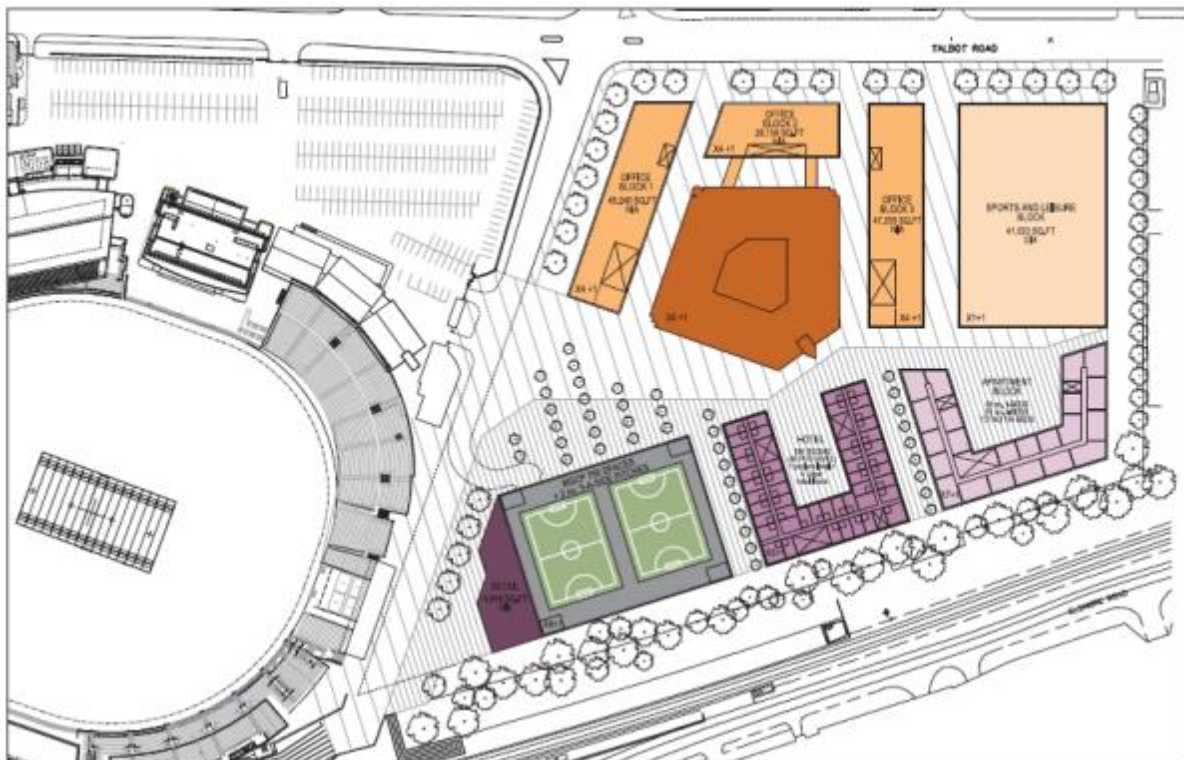
There are 12 development sites, shown in Figure 9 below, that have been identified within the wider Stretford area where there is potential for intervention or new development to accommodate new opportunities. The delivery of these sites will improve the linkages between existing major commercial, leisure and tourist destinations and the Town Centre and help to support the transformation of Stretford.

### Site 1: Kellogg's Office



The Kellogg's office site is situated on the junction of Brian Statham Way and Talbot Road, adjacent to the Old Trafford Metrolink stop forming an important gateway into the Stretford area. The site will become available in 2018 when Kellogg's relocate their head office to MediaCity:UK. This will enable the redevelopment of this site to form the heart of the UA92 campus quarter. The development on the site will comprise

teaching and learning accommodation making use of the existing office building with potential for further expansion. The site will also incorporate a new state of the art leisure centre to replace the existing Stretford Leisure Village and provide a significantly enhanced facility. Further development on the site will include a multi-storey car park, playing pitches, office space, residential accommodation, ancillary retail and a hotel.



Source: BDP (June 2017)

Stretford Refreshed Masterplan (Consultation Draft September 2017)

### **Site 2: Lancashire County Cricket Club / Emirates Old Trafford**

Emirates Old Trafford is the home of LCCC and the focal point of the LCCC Quarter. Since 2009 the Emirates Old Trafford cricket ground has undergone a process of significant redevelopment with the aim of securing more international cricket matches and generating year round funding streams for the Club, for example through the events facilities provided within The Point. The development of a new 150-bedroom, 4 star hotel within the ground that will be operated by Hilton Garden Inn opened in September 2017. The continued development of the site will support the UA92 campus quarter and strengthen further its position as a nationally significant, sports-based visitor destination.



### **Site 3: Former B&Q Site**

The former B&Q warehouse is bounded by LCCC to the north and east, the Metrolink line to the south and fronts onto Great Stone Road. Prior to its use by B&Q the building was occupied by a bowling alley and then the 3,000 capacity Hardrock Concert Theatre. The B&Q store closed in 2016 and in 2017 a planning application was submitted for its demolition. Further proposals for the redevelopment of this site should form part of the UA92 campus quarter offer with the opportunity for new development linked to LCCC site, including the provision of shared sporting facilities.



#### **Site 4: 86 Talbot Road**

86 Talbot Road is a vacant site that was previously occupied by an office block. The site has planning consent for the development of a 90 unit apartment building of 10 storeys. There is a narrow frontage onto Talbot Road which then opens up to a wider site to the rear of adjacent office and residential buildings. The delivery of new development on this site should make a positive contribution to the street scape along Talbot Road.



#### **Site 5: Former MKM House**



The former MKH House site has planning consent for an 89 unit 12 storey apartment building. Delivery of the scheme commenced in 2016 when site preparation works were completed. However the development has stalled and construction works have not progressed in 2017.

The redevelopment of the site with a high quality landmark residential development will address the fragmented urban grain, support the delivery of the Processional Route and provide a more attractive streetscape.

#### **Site 6: Former Anderton House**

The former Anderton House site on Warwick Road lies adjacent to the former MKM House site. The site has previously benefited from planning consent for a 70 unit apartment building of 12 storeys and a separate consent for a 226 bed hotel of up to 13 storeys; both have now expired. The redevelopment of the site for a high quality landmark building will bring a prominent vacant unit back into active use, address the fragmented urban grain and support the delivery of the Processional Route and providing a more attractive streetscape.







### **Site 7: Charlton House**

Charlton House is a vacant 8 storey office block that fronts onto Chester Road. Bringing this prominent site back into an active use for residential or commercial development will make a positive contribution to the A56 street scape.

There is a potential opportunity for the site to be redeveloped as part of a comprehensive scheme that could incorporate the surface car park associated with the site, the adjacent former MKH House and Anderton House sites and The Trafford public house.

### **Site 8: Former PC World Site**

The retail warehouse building at 750 Chester Road has been vacant since 2016 when PC World relocated to White City Retail Park. The site has an existing planning consent for retail use (with restrictions). The site provides opportunities for continuation of its previous retail use or redevelopment for residential. It will be important to bring this prominent site back into an active use that makes a positive contribution to the A56 street scape.



### **Site 9: Stretford Leisure Village**

Stretford Leisure Village is situated at a prominent location on the junction of the A56 and Great Stone Road. The proposed redevelopment of the Kellogg's site will incorporate a new state of the art leisure centre replacing the existing facility at Stretford Leisure Village. This would enable the redevelopment of the site for residential use or student accommodation. It will be important that development on the site makes a positive contribution to the A56 street scape and provides good connectivity to other development sites.





**Site 10: Itron**

Itron is a former industrial site in a highly prominent location on Talbot Road at the junction with the A56. The site provides the opportunity for a significant residential development comprising a mix of houses and apartments. The design and landscaping of any future

redevelopment on this site should reflect its prominent location and make a positive contribution to the A56 and Talbot Road street scape.

**Site 11: Building Adjacent to Joseph Gleave**

Joseph Gleave occupy a modern commercial building on the A56 opposite the junction with Davyhulme Road East. Adjacent to the Joseph Gleave office is a vacant three storey commercial building. This is a prominent site and the delivery of an active use, either commercial or residential, at this location would make a more positive contribution to the A56 street scape.



**Site 12: Turn Moss Playing Fields**

There is an opportunity to provide enhanced outdoor sport facilities at Turn Moss Playing Fields. This will include potential new training facilities on this site alongside delivery of a range of improvements to existing facilities that are accessible to the local community. A new green route will provide improved connectivity to the Town Centre and deliver a more attractive gateway into Stretford.

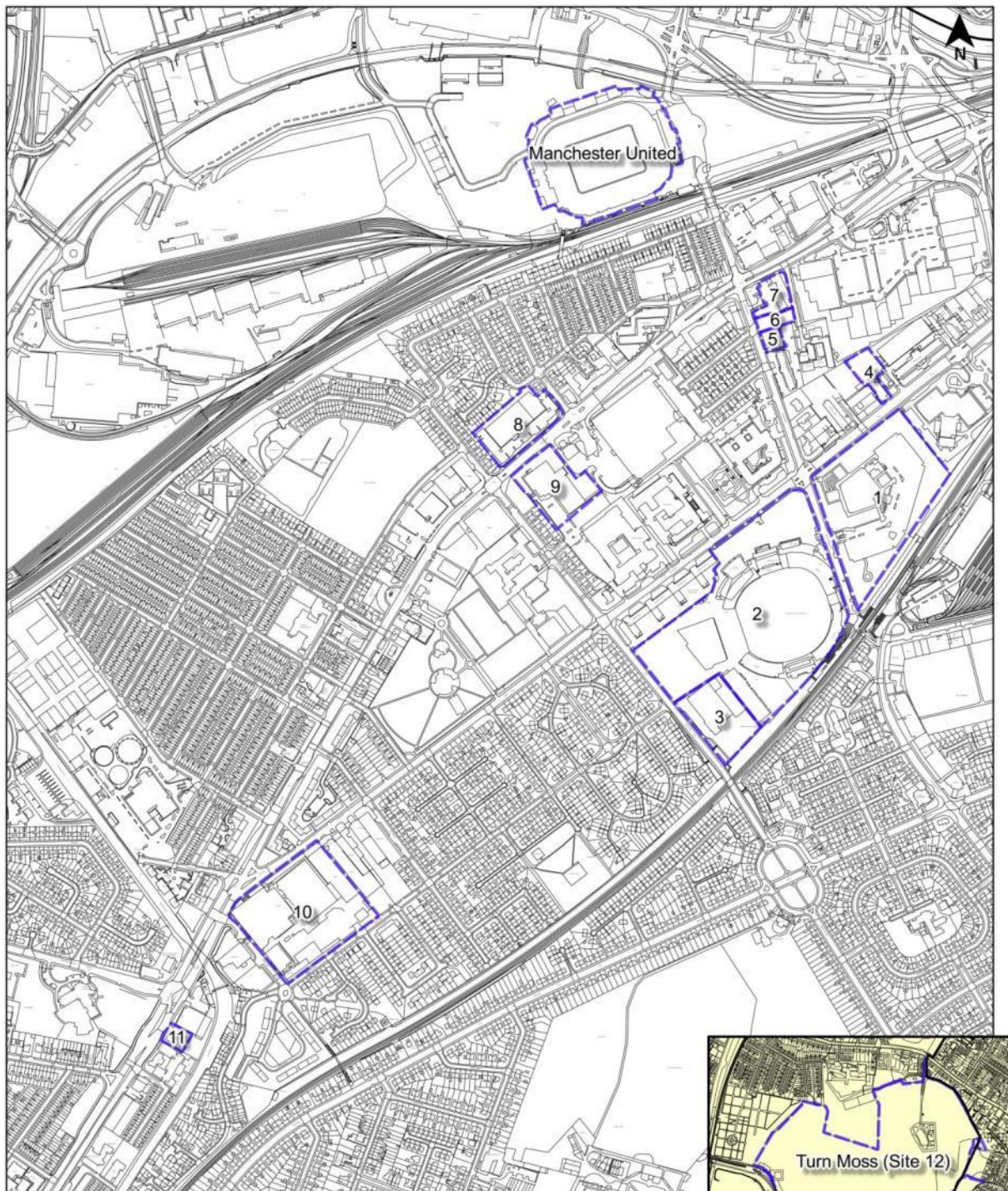


## ***Manchester United Football Club / Old Trafford Football Stadium***

MUFC's Old Trafford Football Stadium is an iconic international visitor destination. MUFC have a significant land holding in the area that could provide opportunities sites for a mix of uses including sporting, residential and commercial development. The proposed Processional Route will deliver a high quality linear piece of public realm with improved connections with the UA92 campus quarter, development opportunities along Warwick Road and the wider area. More detailed proposals for the future of this area will be developed through a specific study assessing the opportunities in the wider Trafford Wharfside area.

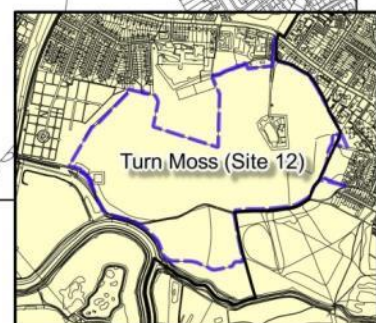


**Figure 9: Development Sites Outside the Town Centre**



**Project Sites**

- |   |                                |   |  |
|---|--------------------------------|---|--|
|  | 1. Kellogg's Office            |  | 7. Charlton House                      |
|  | 2. LCCC/ Emirates Old Trafford |  | 8. Former PC World Site                |
|  | 3. Former B&Q Site             |  | 9. Stretford Leisure Village           |
|  | 4. 86 Talbot Road              |  | 10. Itron                              |
|  | 5. Former MKM House            |  | 11. Building Adjacent to Joseph Gleave |
|  | 6. Former Anderton House       |  | 12. Turn Moss Playing Fields           |



Title: Development Sites Outside the Town Centre  
 Drawn by: David Moreno Masey  
 Scale: NTS  
 Date: 21.08.17

© Crown Copyright and database right 2017.  
 Ordnance Survey 1000023172

Source: Trafford Council (August 2017)

Stretford Refreshed Masterplan (Consultation Draft September 2017)

## 11. Design Guidance and Sustainability

Stretford should offer a safe, attractive and distinctive environment if it is to be a successful destination of choice. The delivery of specific sites in the refreshed Masterplan will be subject to detailed design as they are brought forward. To ensure new development delivers the vision and objectives of the refreshed Masterplan a consistent urban design approach within Stretford should:

- enhance the existing character of Stretford;
- create a centre with a unique identity;
- provide variety in the urban environment;
- create attractive outdoor spaces;
- ensure a safe and secure environment;
- enable ease of pedestrian and cycle movement;
- create a space that is easily understood;
- provide adaptability for future change;
- minimise the environmental impact; and
- protect and enhance Stretford's heritage assets.

The existing scale and massing of buildings varies throughout Stretford and the development of new buildings should be mindful of this. Where larger scale of development is appropriate, such as at gateway sites into the Stretford area and within the Town Centre core, careful consideration should be given to the scale, massing and design to ensure they appropriately define the townscape. Taller buildings should be located in areas that emphasise major landmarks. Where taller buildings are appropriate then consideration should be given to ensuring the design allows sufficient sunlight and daylight for different uses and protects the historic environment. Variation in building heights and elevation detailing can create a more interesting townscape and distinctive skyline.

New development should contribute to the development of a high quality mixed use environment with a strong sense of place within the Town Centre. There should be well designed and active frontages, particularly at entry points. Good quality materials and appropriate detailing should be used and where appropriate reflect the status of listed buildings. The physical environment should be enhanced through the use of good quality paving and landscaped edges, distinctive street furniture and clear and well positioned signage.

### ***Sustainability Principles***

Development within the refreshed Masterplan area will be required to meet current planning policy in relation to energy and sustainable design. Future development proposals should also be in accordance with the following sustainability principles:

- SP1: Sustainability should be a primary consideration within the development process and lead to energy efficient design that reduces energy consumption and carbon emissions.
- SP2: New development should seek to make use of renewable energy sources where possible.

- SP3: There should be a focus on reducing the need to travel by privately owned vehicles and improving linkages with public transport infrastructure, cycle networks and pedestrian routes. A range of facilities should be provided to allow people to work, live and socialise in the local area.
- SP4: New development should aim to exceed building control minimum requirements such as those relating to reductions in CO2 emissions and climate change mitigation at the time of development.
- SP5: Modern methods of construction and sustainable materials should be utilised in new development, where appropriate.
- SP6: The use of green roofs and living walls on new and existing buildings should, where appropriate, be encouraged to enhance the green environment and help create unique identity.
- SP7: Sustainable waste management and recycling strategies should be developed.
- SP8: New development should manage surface water run-off and make use of Sustainable Urban Drainage Systems (SUDS).
- SP9: The positive impact of biodiversity should be maximised and the greening of the urban environment supported.

## **12. Continuing to Deliver the Masterplan**

### **Governance**

The delivery of the refreshed Masterplan will continue to be supported by an annual Action Plan. To support the delivery of regeneration in the Town Centre the Stretford Masterplan Working Group, a Council Member and Officer body, was established in 2015. The Working Group will continue to oversee the delivery of the Masterplan, co-ordinate activity and support the delivery of the Action Plan. The Stretford Masterplan Panel, a business and community representative body, was also established in 2015 to act as a consultative body for the Working Group. The Panel will continue to provide support in the delivery of the refreshed Masterplan and act as a consultative body to the Working Group. The Council Executive will remain the relevant decision making body for proposals to implement the actions identified in the refreshed Masterplan and the annual Action Plans.

### **Key Actions for 2017-2022**

The refreshed Masterplan provides a strategic framework for the transformation of Stretford Town Centre, building on the progress made to date and representing a significant acceleration in its delivery. The following key actions have been identified for the next five years to progress the delivery of the refreshed Masterplan.

- Signing of a legal agreement between the Council and UA92
- Preparation of a delivery strategy for development of land within Council ownership, including land potentially released by public realm improvements.
- Completion of the phase one public realm improvements.
- Implementation of a delivery and land assembly strategy to support the development of privately owned sites, including the potential for CPO.
- Planning permission determined for the UA92 student campus and campus quarter developments.
- Planning permission determined for the Royal Canal Works site.
- Planning permission determined for the partial demolition of Stretford Mall.
- Completion of the first phases of the UA92 campus developments.
- Delivery of the Royal Canal Works site.
- Supporting the Friends of Stretford Public Hall group with the continued delivery of their proposals.
- Securing the reuse of the Essoldo building and vacant units along Edge Lane
- Securing funding and detailed design for future phases of public realm improvements and the processional route.
- Delivery of further improvements to Stretford Mall, including partial redevelopment.
- Delivery of future phases of public realm improvements.

The refreshed Masterplan provides a clear strategy for the continued regeneration of the Town Centre and wider Stretford area, representing a significant acceleration in the delivery of its regeneration. The successful delivery of this refreshed Masterplan will build effectively on the work completed to date and act as a major catalyst to accelerate the long term transformation of Stretford.