

**TRAFFORD COUNCIL**

**Report to:** Executive  
**Date:** 17<sup>th</sup> September 2018  
**Report for:** Decision  
**Report of:** Executive Member for Investment, Regeneration and Strategic Planning

**Report Title**

Sale Town Centre - Public Realm and Movement Strategy

**Summary**

The report highlights the proposals contained within the Sale Town Centre Public Realm and Movement Strategy.

**Recommendation(s)**

It is recommended that Executive approves the Sale Town Centre Public Realm and Movement Strategy.

**Contact person for access to background papers and further information:**

Name: Martin Ledson  
Extension: 4137

Background Papers: None

Relationship to Policy Framework/Corporate Priorities	This supports the Council priority of “Economic Growth and Development”.
Relationship to GM Policy or Strategy Framework	The Strategy supports the GM Strategy “Our People, Our Place” which proposes bringing forward proposals for how the town centres can be modernised including quality public spaces and providing a good environment for walking and cycling. The Strategy also supports the GM Made to Move Strategy by encouraging increased walking and cycling.
Financial	No direct financial implications from approving the strategy. Delivery will be dependent on the identification and availability of funding.
Legal Implications:	None arising specifically from the contents of this report. There may be requirements for highway and traffic orders in the future when detailed proposals are drawn up.
Equality/Diversity Implications	Not applicable
Sustainability Implications	Not applicable
Resource Implications e.g. Staffing / ICT / Assets	Not applicable
Risk Management Implications	Not applicable
Health & Wellbeing Implications	Not applicable
Health and Safety Implications	Not applicable

## 1. **Background**

1.1 In August 2017, Trafford Council appointed Planit IE and Civic Engineers to produce a Public Realm and Movement Strategy for Sale town centre in order to guide targeted investment in public space, support the local economy and provide an improved environment appropriate for town centre uses. There was a particular focus on improving the linkages between the main areas and attractions in the town centre and providing a better environment for pedestrians and cyclists. The Public Realm and Movement Strategy report is attached as Appendix 1.

## 2. **Sale Public Realm & Movement Strategy – Key Proposals**

2.1 Following stakeholder consultation sessions and a wider public consultation exercise the Strategy was finished in early 2018 and identified the following proposals to improve Sale Town Centre for residents, visitors and businesses. These can be summarized as follows:

- 1) School Road (see page 62 in the Strategy) - Public realm improvements along the length of the high street and spilling into the side streets. Increased dwell time is encouraged with play, new trees and planting. The “Family Square” outside Boots would be a flexible, multifunctional space to meet, greet and play with opportunities for occasional events. Introduction of vehicular traffic at the street's western end could be possible in the evenings (the through traffic would go via Curzon Road, Wynnstay Road and Claremont Road). This would create more activity, which would make School Road feel safer, support the creation of an evening economy and make it easier for vehicles such as taxis to drop off and pick up passengers.
- 2) Town Hall Junction (see page 68 in the Strategy) – The proposals aim to improve the pedestrian environment and movement crossing the roads, improving visual connections and relationship between School Road, Town Hall / Waterside Centre

and Northenden Road. This will strengthen a key arrival point into Sale and improve legibility from the Metrolink station. A number of options have been tested for the junction outside the Town Hall and the most effective solution has been found to be an informal roundabout arrangement. This solution maintains the existing capacity whilst providing a single lane on entry and exit, allowing significant space to be reallocated from carriageway to footway and other uses. Lower traffic speeds would be encouraged through design and wider courtesy cross points at desire lines would improve pedestrian flow.

- 3) Waterside Plaza (see page 75 in the Strategy) – A new formal square outside the Town Hall would be formed from improved carriageway space and an improved canalside space would connect the town centre to the Bridgewater canal with new terracing and improved views, with a new rail replacing the brick wall. A new entrance plaza and planting would create a more inviting arrival experience to the Waterside building from the north.
- 4) Northenden Road (see page 80 in the Strategy) – Reducing carriageway width and widened pavements with improved streetscape and spill-out opportunities for businesses. Additional crossing points and parking to support businesses and an improved junction with Hope Road and Broad Road.
- 5) Sibson Road (see page 84 in the Strategy) - Narrowed carriageway and introduction of a segregated two-way cycle lane. Pedestrian courtesy crossing points and opportunity for a linear greenspace adjacent to the road. The proposals would link in with the new Square Proposals and the New Square that would be created at the junction of Sibson Road and Springfield Road.
- 6) Springfield Road (See the Masterplan on page 50/51 in the Strategy) – Reduced carriageway width allows for wider pavement outside Springfield Primary School. This will not only create a safer environment outside of the School but will also provide more space for parents and children during collection and drop off. Additional courtesy crossings provide opportunities for improved east-west connectivity.
- 7) Ashfield Road (See the Masterplan on page 50/51 in the Strategy) – Introduction of new pedestrian courtesy crossing points in strategic locations to maximise the ease of crossing and improve the connection with residential areas. Additional trees, improved paving and parking opportunities will enhance the overall look and experience of the street.
- 8) Washway Road/ Cross Street (See the Masterplan on page 50/51 in the Strategy) – A proposal for improved signal crossings to allow pedestrians to cross the junctions in a single move has been included for illustrative purposes. A wider study looking specifically at the function of the A56 is recommended.

### **3. Strategic Context**

- 3.1 The Council is committed to improving the borough's town centres and significant investment in public realm improvements has already been made in Altrincham and Stretford, with further works to follow. A focus on Sale fits with this overarching approach to transform the borough's town centres to benefit residents, businesses and visitors. The Strategy meets the Corporate Priority of 'Economic Growth and Development', Vision 2031 and the Trafford Economic Growth and Housing Framework. It also complements GM priorities, including the Greater Manchester Strategy and Made to Move Strategy.

## **4. Costs and Delivery**

- 4.1 In terms of funding an outline cost plan has been developed to give an indication of the 'whole project costs' for the specific areas detailed within the Strategy. The total figure required to deliver the entire vision, taken as indicative budgets only as at November 2017, is estimated at c£10.6 million but detailed design work would be required to determine the actual costs. Indicative costs for each of the areas outlined in Section 2 above are found on page 93 in the Strategy.
- 4.2 A similar approach will be taken to that which has been successful in Altrincham where a funding package made up of a mix of public sector / grant funding and developer contributions has been used to deliver public realm improvements. As with Altrincham, it is proposed that the vision would be implemented over a number of phases based on the availability of funding and level of priority. It is expected that it would take some time to deliver all areas of the Strategy.
- 4.3 Initial discussions have taken place with TfGM regarding potential funding opportunities, including Growth Deal and to secure resources the Transforming Cities Fund / Made to Move initiative seems like the most realistic opportunity at this time. This will be picked up in the ongoing discussions and network planning sessions that are taking place with the GM Walking and Cycling Commissioner's advisers.
- 4.4 An initial discussion has also taken place with the Heritage Lottery Fund (HLF) and a project enquiry form for the Heritage Grants scheme will be submitted focusing on works to open up the canal (i.e. works to the canal wall) and works to improve the setting of the Town Hall and War Memorial.
- 4.5 In terms of developer contributions (Section 106, Section 111, CIL), discussions have taken place with the developers of the proposed redevelopment of The Square Shopping Centre. Similar discussions will take place in due course with developers as other nearby redevelopments emerge.
- 4.6 At the Members and Stakeholder meetings in November 2017, both groups expressed a view that the Town Hall Junction and the eastern section of School Road linking to the Metrolink station should be the priority as they feel this is fundamental to improving the sense of arrival in the town centre and would improve the relationship between the predominantly retail-focused School Road and the restaurant and café culture on Northenden Road / Waterside Plaza. This could therefore form the basis of a first phase subject to securing resources.

## **5. Next Steps**

- 5.1 Following Executive approval the Strategy will be used to support funding bids and make a case for securing other investment. The source and timing of funding coming forward will influence the phasing plan which has been deliberately designed to be flexible and adaptable.

## **6. Other Options**

- 6.1 The lack of a detailed strategy for improving the public realm in Sale town centre would have an adverse effect on the future viability of the town centre, and seriously hinder the ability to secure external funding.

## 7. Consultation

7.1 A comprehensive stakeholder engagement exercise was implemented to ensure that local Members, businesses and residents were able to shape the proposals throughout the Strategy process and ensure that the final proposals meet local needs. This included:

- Specific consultation with the owners of The Square shopping centre and their consultants to ensure a co-ordinated and holistic approach.
- Initial Member and stakeholders workshops on 2<sup>nd</sup> and 3<sup>rd</sup> August 2017 to identify key issues and priorities.
- A consultation event in the Square Shopping Centre on 30<sup>th</sup> September 2017. Around 250 visitors attended throughout the day and over 100 questionnaires were completed on the day.
- Information about the Strategy and potential initiatives were made available on the Council's website and in Sale Library for two weeks with an online questionnaire. A further 500 responses were received online.
- Two further workshops on 28<sup>th</sup> and 30<sup>th</sup> November 2017 with Members and Stakeholders to collect views and feedback on the proposals.

7.2 As can be seen, the consultation carried out generated a lot of interest and the majority of the public were positive that the Council has commissioned this work. Some of the key points identified through the consultation included:

- General agreement with the overall vision.
- More greenery.
- Better links to canal.
- Encourage bar / restaurant culture.
- Improve lighting / security.
- Mixed opinions about whether to open up School Road to traffic / cyclists.
- Improve crossing outside the Town Hall and improve connections between School Road and Northenden Road.
- Improve street furniture / seating.
- More markets and events.

## 8. Reasons for Recommendation

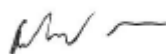
8.1 It is recommended that Executive approves the Sale Public Realm and Movement Strategy to provide a coordinated approach for future improvements, and to enable the Council to take advantage of funding opportunities by having a clear and comprehensive strategy for the town centre.

**Key Decision** No

**Finance Officer Clearance** (type in initials)...PC.....

**Legal Officer Clearance** (type in initials)...CK.....

**[CORPORATE] DIRECTOR'S SIGNATURE** (electronic)



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