

TRAFFORD COUNCIL

Report to: Executive
Date: 27 January 2014
Report for: Decision
Report of: Executive Member for Economic Growth and Prosperity

Report Title

STRETFORD TOWN CENTRE MASTERPLAN

Summary

The Masterplan provides a bold vision for delivering transformational change to Stretford Town Centre. It represents a significant step forward in setting out a route to securing a sustainable economic future for the town centre with lasting improvements to its vibrancy. The Masterplan will provide a coherent framework for the Council, property owners, prospective developers, existing occupiers and community stakeholders which will assist in realising the opportunities which exist within the Masterplan area over the next 10-15 years

The successful implementation of the Masterplan will enable Stretford Town Centre to maximise the opportunities of its key assets and create a strong and attractive town centre that is a destination of choice for local people.

Recommendation(s)

That the Executive approve the Stretford Town Centre Masterplan.

Contact person for access to background papers and further information:

Name: Mike Reed (Growth and Masterplan Manager)
Extension: x4924

Background Papers:

- Consultation questionnaire
- Summary of consultation responses data
- Feedback from M32 Group Public Meeting
- Feedback from Neighbourhood Forum
- Feedback from workshop with Victoria Park Junior School
- Local Labour Party consultation findings
- Full record of consultation responses received

Implications:

Relationship to Policy Framework/Corporate Priorities	The Masterplan supports the corporate priority for economic growth and development. The successful implementation of the Masterplan will support the delivery of the adopted Trafford Local Plan: Core Strategy which identifies Stretford Town Centre as a location for regeneration and change over the plan period.
Financial	At this stage the detailed financial consequences are not known but as proposals are developed then more detailed financial implications will be the subject of future reports.
Legal Implications:	Any proposals within the Masterplan would be undertaken in accordance with legal requirements.
Equality/Diversity Implications	The Masterplan has been subject to an EIA assessment to ensure that equality issues have been considered as part of the preparation.
Sustainability Implications	The Masterplan is supported by sustainability analysis of its economic, environmental and social impact that has been undertaken as part of its preparation. Development within the Masterplan area will need to meet current planning policy in relation to energy and sustainable design. The Masterplan also sets a number of sustainability principles that future development proposals should be in accordance with.
Staffing/E-Government/Asset Management Implications	The delivery of the Masterplan will be undertaken by existing staff resources in Economic Growth and Prosperity, Environment, Transport and Operations and Transformation and Resources in conjunction with external partners and agencies where appropriate. Information on the Masterplan and its delivery will be made available on line and all the documents will be available to access through the Council's web pages. There are a number of Council landholdings identified within the Masterplan. The Masterplan will provide a framework for the Council to realise the potential of its assets within the area.
Risk Management Implications	The Masterplan is clear that this document provides a framework for the next 10-15 years. A risk register has been completed and this will be monitored and updated as required.
Public Health Implications	None.
Health and Safety Implications	None.

1.0 Background

- 1.1 Stretford is one of Trafford's town centres and an important driver in the economic growth of the Borough. Many town centres nationally have suffered in recent years due to the pressures of out of town retail, internet shopping, the global economic recession and the lack of a distinctive offer. Stretford has not been immune from these pressures and it is recognised that more is needed in order to make Stretford Town Centre a unique and attractive destination of choice.
- 1.2 There is a clearly recognised need to improve the offer of Stretford which is identified in the Trafford Core Strategy as one of the borough's key town centres and a location for regeneration and change (Policy W2). The Trafford Retail and Leisure Study (2007) stated that Stretford Town Centre is "*in need of urgent improvements*". The Retail and Leisure Study identified potential for future retail growth and an improvement in the evening economy focused on the food and drink offer and family orientated leisure facilities. In order to deliver the change and growth sought within Stretford Town Centre it is necessary to consider how this location can maximise the opportunities of its key assets, link key spaces together and create a strong and attractive destination of choice meeting the needs of the community.
- 1.3 Trafford Council invited representations on the consultation draft Stretford Town Centre Masterplan for an 8 week period from 24 July to 18 September 2013. The public consultation was subsequently extended by a further 4 weeks to 20 October 2013 to allow additional time for representations to be made. The Masterplan has now been amended to take account of the comments received.
- 1.4 The Masterplan will provide a coherent framework for the Council, property owners, prospective developers, existing occupiers and community stakeholders which will assist in realising the opportunities that exist in the Masterplan area over the next 10-15 years. The ambition is to create a unique town centre for Stretford that is a destination of choice for local people to shop, eat, drink, relax and access key services. It will feed into and support the designated policy areas and site allocations for Stretford Town Centre and adjacent area in the emerging Trafford Local Plan: Land Allocations Development Plan Document (DPD).

2.0 Masterplan Vision and Objectives

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

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

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

3.0 Masterplan Development Sites

- 3.1 Ten priority development sites have been identified within the Masterplan area where there are opportunities for intervention or new development to help address the challenges faced by Stretford Town Centre and meet the vision and objectives of the Masterplan. The sites selected are those within the Masterplan area that are either within the Council's ownership, vacant land or buildings, or sites of strategic

importance. It is important to make clear that no one project in isolation will deliver the vision and objectives of the Masterplan.

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

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

4.0 Public Realm, Highways and Pedestrian Movement

- 4.1 Successful town centres require good quality streets and spaces that provide an attractive physical environment. The existing public realm in Stretford Town Centre is tired, dated and the linkages between key areas are poor. There is a lack of any sense of arrival at key town centre gateways and limited town centre activity in the evenings. The revitalisation of Stretford Town Centre will require the provision of safe and attractive routes alongside enhanced gateways to the town centre.
- 4.2 The six lane A56 and Kingsway/Edge Lane dual carriageways separate Stretford Mall from the local population and key assets while their associated traffic dominates the town centre environment. The A56 presents a significant barrier to pedestrian movement in Stretford Town Centre. Pedestrian access across the A56 into the town centre is currently provided by four subways which are widely viewed as unattractive, unsightly and associated with fear of crime and anti-social behaviour.
- 4.3 Any potential removal of the subways and their replacement with surface level crossing points will need to take account of the impacts on pedestrian safety and the Council's statutory duties to maintain traffic flows.
- 4.4 To facilitate the change required consideration will be given to commissioning a Public Realm and Movement Strategy as part of the works to deliver the Masterplan. This study will identify the specific interventions required as part of a comprehensive scheme that will make Stretford a more attractive and successful town centre whilst balancing the need to minimise the risk of accidents and providing for pedestrian safety.

5.0 Other Options

- 5.1 Under a continuation of the existing programme for the delivery of development within Stretford Town Centre that development would largely be dictated by market conditions and be delivered in a piecemeal manner. This approach is rejected as it would be highly unlikely to deliver the step change the town centre requires. If this option were pursued without other significant interventions Stretford would be

expected to continue to decline in comparison with other competing centres and would fail to make full use of its existing assets. Furthermore this option would not achieve the objectives of the Core Strategy.

6.0 Modifications to the Masterplan

6.1 The Council held a public consultation on the consultation draft Stretford Town Centre Masterplan from 24 July to 20 October 2013. In total 242 representations were received during the consultation period via both the questionnaire and stand-alone responses. Consultation responses and the identity of those making them are matters of public record and open to public scrutiny. A full report on the consultation is provided at Appendix 2.

6.2 The majority of the responses received have been positive and a majority have stated that they agree with the proposed approach to the regeneration of Stretford. There is a recognition that the town centre needs to be significantly improved if it is to meet the needs of the community. However there are different views as to how this can be achieved.

6.3 To take account of the Consultation feedback the following modifications have been made to the Stretford Town Centre Masterplan:

- § There is a clearer link made between the vision and objectives and the proposals for each development site.
- § The sustainability principles underpinning the Masterplan have been brought forward to form part of the 'vision and objectives' section.
- § The boundary of the Masterplan area has been amended to include the units at the Barton Road/Kingsway junction.
- § The illustrative Masterplan has been amended to reflect the proposed changes to the development sites.
- § A new section has been added on Stretford's assets.
- § Additional detail has been added to the challenges and opportunities section on the performance of the national economy, the town centre, the local office market and the residential market to add clarity to the approach being taken.
- § The proposed development for each site has been updated to reflect comments made and changes on the ground.
- § The proposals for improvements to pedestrian movement and highways have been moved to a stand-alone section and expanded to reflect their importance in the Masterplan.
- § A delivery section, including key actions and a phasing plan for the next five years has been added to the document.

7.0 Next Steps

7.1 It will be important to ensure that all stakeholders, particularly businesses and property owners, are involved in the delivering activity in Stretford Town Centre. To achieve this there is an opportunity to refresh the governance model for the town centre and particularly secure more business representation and a wider community input.

7.2 The delivery of the Masterplan will be dependent on effective partnership working. As part of the new governance structure collaborative working with the community, businesses, landowners, developers, investors, retailers and residents will support the delivery of a revitalised Stretford Town Centre.

7.3 A series of key actions have been identified for the next five years to progress the delivery of the Masterplan. These include:

- § Establishment of a new governance structure
- § Preparation of public realm and movement designs
- § Securing indoor markets within the Mall
- § Delivery of new retail/leisure uses on Edge Lane
- § Disposal and reuse of Stretford Public Hall
- § Development of the Drum site
- § Development of the Royal Canal Works site
- § Implementation of phase one public realm works
- § Development of the former Boatyard site
- § Delivery of the Lacy Street/Newton Street site

Reasons for Recommendations

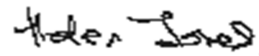
The Executive is asked to approve the Stretford Town Centre Masterplan which will form the Council's strategy for securing the revitalisation of Stretford Town Centre over the next 10-15 years.

Key Decision: Yes.

If Key Decision, has 28-day notice been given? Yes.

Finance Officer ClearanceGB.....

Legal Officer ClearanceEO.....



CORPORATE DIRECTOR'S SIGNATURE (*electronic*)..... ..

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