

Appendix 1 - Stretford Town Centre Masterplan Questionnaire

To help us develop and fine tune the draft Stretford Town Centre Masterplan, we would be very grateful if you could take the time to answer the following questions. All comments made will be analysed and the results published once this consultation period ends. Your views will be contributing to the long term future of Stretford.

There is a clearly recognised need to improve the offer of Stretford Town Centre which is identified in the Trafford Core Strategy as a location for regeneration and change. In order to deliver the change and growth sought within Stretford Town Centre it will be necessary to consider how this location can maximise the opportunities of its key assets, link key spaces together and create a strong and attractive destination of choice meeting the needs of the community.

The intention is that the Stretford Town Centre Masterplan will provide a coherent framework for the Council, local residents, property owners, prospective developers, existing occupiers and community stakeholders which will assist in realising the opportunities that exist within the Masterplan area. 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.

The proposed vision for the Stretford Town Centre is as follows:

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

The primary objective of the Stretford Town Centre Masterplan is to address the challenges faced by Stretford Town Centre and provide a prosperous, vibrant, attractive and safe destination. In summary the proposed objectives of the Masterplan are to:

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

Question 1

Name:

Question 2

Organisation/Group (optional):

Question 3

At what email address would you like to be contacted (optional):

Question 4

Do you agree with the proposed vision and objectives for Streford Town Centre?

- Yes
- No
- Don't Know

Comments

Question 5

Do you agree with the proposed boundary of the draft Masterplan?

- Yes
- No
- Don't Know

Comments

Question 6

Which of the following would encourage you to spend more time in the town centre?

Please specify a maximum of three choices only

- Improved range of shops
- Improved selection of food and drink outlets
- More events within the town centre
- Cheaper car parking
- More attractive outside spaces
- Reduction in the number of vacant shops
- Regular markets (indoor or outdoor)
- More leisure facilities
- Better pedestrian and cycle routes
- Other – please specify

Question 7

What do you consider to be Stretford Town Centre's best asset?

Please specify one choice only

- Historic buildings (Stretford Public Hall, Essoldo Cinema etc)
- Proximity to Bridgewater Canal
- Proximity to Victoria Park
- Public transport links
- Community facilities
- Independent businesses
- Variety of retail offer
- Local community
- Other- please specify

Question 8

How could we maximise the opportunities of town centre’s key assets? These include the Mall, Essoldo Cinema, Stretford Public Hall, proximity to major tourist destinations, Bridgewater Canal, Victoria Park, public transport and adjacent residential areas.

Comments

Question 9

Do you agree with the approach to the regeneration of Stretford Town Centre based on a combination of remodelling the Mall, reusing historic buildings, introducing a wider mix of uses into the town centre and improving links to the Bridgewater Canal and Victoria Park?

- Yes
- No
- Don't Know

Comments

Question 10

Do you agree with the 10 priority development sites identified in the draft Masterplan and their proposed future uses?

- Yes
- No
- Don't Know

Comments

Question 11

Do you agree with the proposals to make the town centre more pedestrian friendly and reduce traffic speeds, including the redesign of the A56/Kingsway/Edge Lane junction and the closure of the subways?

- Yes
- No
- Don't Know

Comments

Question 12

If we are to invest money in improving Stretford Town Centre what should be the priorities?

Please specify a maximum of three priorities only

- Replacing the subways with pedestrian crossings
- Redeveloping Stretford Mall
- Creating a combined library, health and community facility in the Mall
- Improving access to the Bridgewater Canal
- Securing new uses for the Essoldo Cinema
- Securing new uses for Stretford Public Hall
- Improving landscaping and quality of outside spaces
- Reducing the impact of traffic on the town centre
- Developing the Lacy Street/Newton Street Car Park site
- Delivering new residential development
- Developing the evening economy
- Other – please specify

Please return completed questionnaires to Trafford Council by post to: Trafford Council, Economic Growth, Waterside House, Sale Waterside, Greater Manchester, M33 7ZF; or by email to stretfordmasterplan@trafford.gov.uk