



# Hale Village Place Plan

Final  
September 2020



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# Introduction

01

# 1. Introduction

## 1.1 Introduction

Nexus Planning ('Nexus') was appointed by Trafford Council in 2019, working alongside technical consultants WSP, Gillespies and Buttress Architects, to prepare a Place Plan for Hale village centre.

Hale village centre is situated less than 1km to the south east of Altrincham town centre. It is located in Trafford Borough's administrative area and is one of the designated district centres within the Council's adopted Core Strategy.

The Hale Village Place Plan is intended to outline how the village can best serve its residents and businesses through the creation of a strategy that will provide clarity and confidence to attract future investment. The Place Plan will also identify a physical framework through which to prioritise interventions. This Place Plan will focus on identifiable and deliverable objectives for Hale through the establishment of a new vision for the village and realistic and achievable objectives.

We are in a period of uncertainty following the restricting of movement related to the COVID-19 pandemic which has substantially altered people's way of life and impacted on the operation of retailers and service providers across the country. Hale is certainly no exception to this. Indeed, a number of operators have particular concerns about how COVID could impact on their operations and ongoing viability of businesses. Whilst the precise future of high streets are unclear, we are also experiencing some positives from the situation through the reduction in car movements, more sustainable working environments and patterns and significant improvements to our local environment.

## 1.2 What is a Village Place Plan?

The Place Plan is a working document that has been developed through a process of engagement with the local community. Indeed, the community is very much at the heart of this plan, and without their input, we would be unable to create a plan which really understands the needs and desires of those who live in and surrounding the village, and those who run and own businesses in the village. In this context, the plan sets out the key issues, concerns and priorities people wish to see addressed in order to improve the quality of life within the local area.

The Hale Village Place Plan includes actions needed to build upon the unique strengths and distinctive qualities the area has, whilst seeking to address the issues which need tackled. The focus of the Hale Village Place Plan is to:

1. Establish a clear Vision and development strategy for the area which is reflected in approaches to development management, design, investment, partnership working, transport and other matters;
2. Provide confidence to partners in the prospects for Hale and to encourage further investment;
3. Establish clear development and design principles to be used as a material consideration in the determination of planning applications;
4. Identify the focus for public sector investment and support in unlocking the potential of Hale; and
5. Provide a focus for on-going stakeholder and public engagement in delivering the Vision for Hale.



### 1.3 The Need for the Place Plan

At the core of the Hale Village Place Plan is an aim to champion positive, lasting change in this unique, well-established neighbourhood, as it continues through a period of transition. This will also assist with enabling Hale to continue to retain trade from both the local catchment and further afield.

One key areas of change is associated with the approved relocation of the library to the site adjacent to the bowling green within Hale village. This will bring with it an opportunity to create a new community 'hub' for residents, and a space to enjoy the village from, through the creation of additional community space and an enhanced facility for Hale Bowling Club. This could also be the catalyst for regeneration that Hale desires.

Other schemes include the new Brown Street development, creating new affordable housing alongside town centre car parking; and the Crown Passages scheme which is creating new commercial floorspace in a key location within the village with adjacent car parking.

There can be no denying that the enhancement and improvement of Altrincham town centre, through the delivery of the Altrincham Market and wider public realm, retail and leisure improvements, has had an impact on Hale village both in terms of the types of operators who are now occupying units but also in terms of the footfall and volume of expenditure which is going through the tills. However, the village is still a popular destination and hosts a number of higher-end shops, restaurants and bars which are key to its success. However, it is evidenced through the baseline evidence which supports this plan and wider evidence base documents produced on behalf of the Council, that residents are choosing to visit Altrincham and other destinations to meet their retail and leisure needs, due to the choice of overall offer, the range of family suitable destinations and the qualitative differences the town centre offers.

Looking more generally, the majority of us are spending more time on the internet, on computers, tablets, or smartphones. This has led to a scenario where the webpages or apps of retailers can be accessed instantly, products

can be purchased and delivered on the same day they are ordered, and at a cheaper price than from a bricks-and-mortar retailer.

This shift in the role of the town centre needs to be recognised through planning policy to ensure that it is suitably flexible to allow this wider range of uses to come forward. There is no longer a place for restrictive policies that seek to prohibit any non-A1 retail use from coming forward. Indeed, there are some A1 retail uses that are better located outside of town centres.

### 1.4 Delivering the Village Place Plan

The Hale Village Place Plan sets out a Vision for how the local area can continue to improve and sustainably develop. Through community engagement a range of key actions and improvements have been identified to improve the overall physical, economic and social aspects of Hale and help address local needs. Agreeing priorities and developing a plan also provides opportunities for funding by providing a central point of reference for future investment throughout the area.

Whilst the plan also includes a range of actions, this document should not be treated as a final blueprint for development. Instead it should be viewed as a series of priorities and actions that will deliver significant benefits for the area. Each action will require to be developed to a greater level of detail, including any preparatory technical studies, consultation with stakeholders, and where necessary, the securement of planning and other statutory approvals.









**Hale Village**

**02**



## 2. Hale Village

### 2.1 Hale's Identity

Hale provides a balance between village and city life, with a flourishing village centre, bowling green and a wide selection of independent businesses, including shops, restaurants, bars, takeaways, cafes and hairdressing salons. Hale is an attractive and high quality residential suburb and district centre, with a notable strong sense of community.

Hale takes pride in its wide range of community groups and stakeholders, all of which take an active role and interest in ensuring that the village centre is seeking to thrive and compete with neighbouring towns, whilst providing for its local catchment. Its identity is evident through the recent permission for the new Hale Library and community space, the delivery of which will be a substantial improvement to a key community facility within the village, and a positive sign to other investors that Hale is very much 'open for business'.

### 2.2 History of Hale

Hale, including the land on which Hale Station now stands, has a very long history, being settled by the time of the Domesday Book in the 11th century. The area remained predominantly rural and agricultural throughout both the earlier and later medieval periods, with Hale continuing to expand slowly, although without a nucleated settlement. This loose pattern of development created a number of smaller settlements, such as nearby Hale Barns. In this period, lands at Hale were part of the barony of Dunham-Massey, which was held by the Massey family from the Norman Conquest until the last Hamo de Massey died in the mid-fourteenth century.

The historic rural character of Hale was to change quickly with the construction of a railway station there in 1862 to serve the hamlet of Bowdon, and was part of the Cheshire Midland Railway line, which ran between Altrincham and Chester. This was the second major railway line to be established in the Trafford area, the first being the Manchester South Junction and Altrincham Railway. Between the 1860s and the 1910s, speculative developers saw an opportunity to build substantial middle-class residential dwellings to cater for those who worked in Manchester but had the resources to commute from more salubrious areas.

Leafy avenues of detached and semi-detached suburban villas sprang up as the area developed rapidly along Ashley Road, first to the west and then to the east. Ashley Road itself continues to provide local amenity services such as public houses and shops. By the 20th century inter-war period, the area has been fully developed, with terrace, detached and semi-detached housing on new streets across the area.

### Key Assets in the wider Hale Village

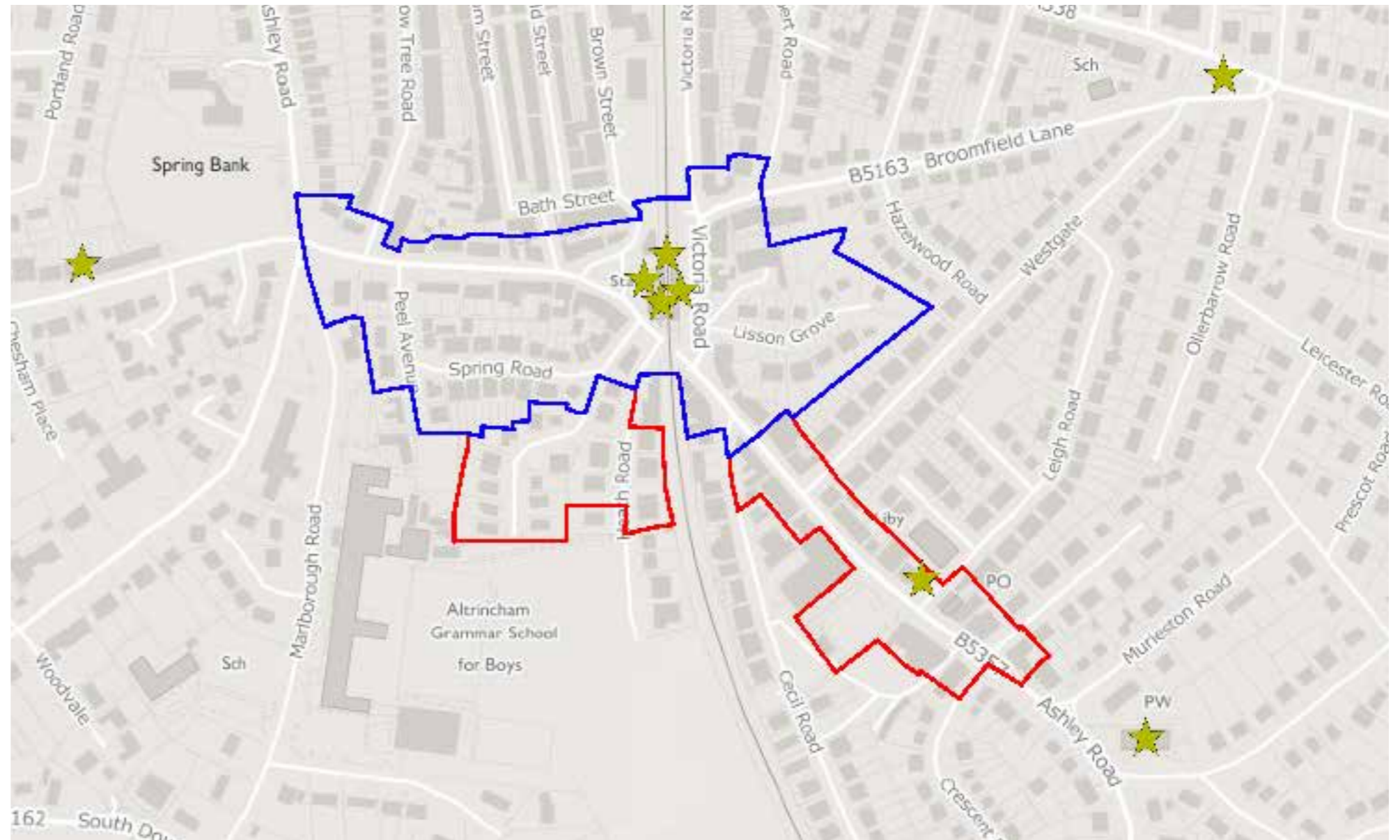
#### [The Station](#)

Hale grew rapidly from a rural non-nucleated hamlet (west of

the station) into a thriving suburban extension of Manchester following construction of the railway line and station in the 1860s. While the station is now called Hale Station, initially it was called Bowdon Peel Causeway Station serving the residents of Bowdon.

Four parts of Hale Station are listed under the Planning (Listed Buildings and Conservation Areas) Act 1990. These are:

- Grade II Listed Hale Station West Platform Building, Canopy and Signal Box.
- Grade II listed Footbridge
- Grade II Listed Hale Station East Platform, Waiting Rooms and Canopy.



Hale Conservation Areas and Listed Buildings



- Grade II Listed Station Masters House

### [The Millennium Clock Tower](#)

The Millennium Clock Tower is situated on a triangular traffic island directly in front of the station buildings on Ashley Road. The Millennium Clock Tower replaces an earlier 19th century clock, seen in historic photographs. It is a significant landmark when travelling in either direction along Ashley Road. The location of the clock tower at the heart of the settlement is reinforced by the presence of an historic drinking fountain, dated 1908, and the formal floral planting scheme.

### [Ollerbarrow House Grade II Listed](#)

Ollerbarrow House was built around 1740 as part of the larger hall estate and is of traditional farmhouse style. It retains many of its original features including casement and leaded windows, exposed beams and small gardens to front and side. As the area became built-up, the original farmhouse was used as the police station and later by the Royal Voluntary Service (RVS). It is now used as offices.

### [Ashley Road Bowling Green](#)

Plans for the Bowling Green were approved in 1920, with construction finishing before 1921. The Green is coming up to its official centennial birthday in 30th April 2021.

The Hale Bowling Green Pavilion and the "Cottage Cuppa Club" was opened in 6th September 1973.

The Bowling Green is presently occupied by Hale Village Bowling Club, which was formed in January 2018 after the amalgamation of Hale Bowling Club with Hale Veterans' Bowling Club. Hale Veterans Bowling Club is thought to have been first established in 1964, whilst Hale Bowling Club is understood to have been established in 1952.



Hale Bowling Green and Ashley Road circa 1950, source: Trafford Lifetimes



View north along Ashley Road circa 1950, source: Trafford Lifetimes



The same view in 2019



The same view in 2019



## 2.3 Transport

Hale Railway Station is located within the district centre. This station, located on the Manchester-Chester train line, provides hourly services to Manchester Piccadilly via Stockport and Chester. These services run throughout the day Monday-Saturday, with a reduced service on a Sunday.

Additionally there are a number of bus services that run along Ashley Road and through the district centre. These provide a frequent service with at least two services per hour at peak times and provide direct connections to destinations including Altrincham, Timperley, Hale Barns and Warburton Green. Hale is therefore well served by a number of public transport connections, including providing for safe bus stops for local school buses.

The dominance of on-street parking may deter cyclists due to concerns over safety, but cyclists are often seen using Ashley Road and surrounding roads as part of a wider route.

There are three Sheffield stands with capacity for six bicycles on Ashley Road. Hale train station provides eight hoops with capacity to store eight bicycles while Victoria Road car park has three Sheffield stands.

There are two public car parks with Park Mark accreditation in Hale, which are:

- Cecil Road East; and
- Victoria Road.

Charges apply on both car parks from Monday to Saturday between 8am and 6pm (including Bank Holidays). The charges range from 50p for the first 30 minutes, up to £5 for over five hours. Car parking charges are reviewed annually by the Council and Councillors and any recommended changes are implemented from 1st April each year. Hale has a longer demand for parking than other areas as the evening economy and Sunday economy is higher than most. This along with the demand for kerb space from residential properties has seen the increased need for permit parking with limited time parking for shoppers.

Parking is also available adjacent to the library and adjacent

to the railway station. Furthermore, once the development on Brown Street is completed, public car parking will also be reinstated there.

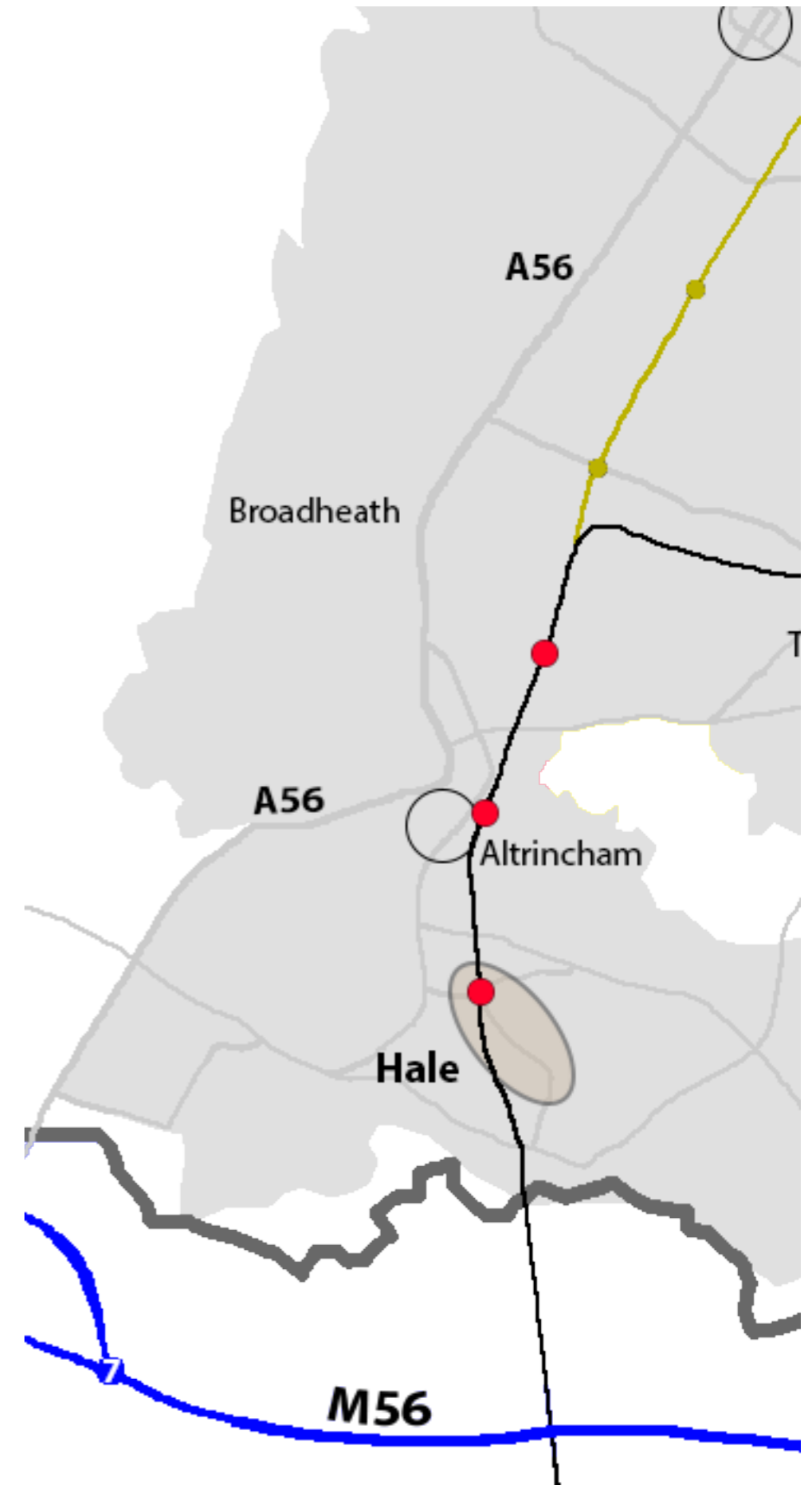
A high proportion of the visits to Hale are from people living close by which would warrant increased cycle facilities to try to reduce traffic use by car. Unlike other areas, driving to Hale seems to be in higher demand as the value of individual cars in this area is significant and is seen as a cultural way to access the village facilities.

## 2.4 Wider Greater Manchester Sustainable Goals

In January 2020 the 'Change a region to change a nation' report was published by the GMCA. The report found that congestion costs Greater Manchester £1.3 billion annually, and poor air quality contributes to around 1,200 premature deaths annually across the region. These facts, coupled with strong public support for increased cycling and pedestrian infrastructure, have driven Greater Manchester to set ambitious targets in its 2040 Transport Strategy to increase the amount of sustainable journeys by 50%. This sits alongside an ambition for Manchester to be carbon neutral by 2038.

To achieve this TfGM wants to:

- Make walking and cycling the natural choice for short journeys.
- Ensure that new developments support sustainable transport, and that our town centres are attractive and well connected.
- Transform public transport capacity and active travel in the Regional Centre.
- Offer good alternatives to the car for travel across the city-region.
- Enable good orbital connections between town centres.
- Maximise the efficiency and reliability of our existing transport networks.
- Move and manage freight in the most sustainable and efficient ways.
- Research and harness future technology, innovations and digital connectivity



The need to increase pedestrian and cyclist movement in the centres is therefore well established and is a key aim for policy makers over the coming years, and was true even before the impacts of Covid-19 and the social distancing required for safe movement. Indeed, since lockdown measures were announced in March 2020, vehicular movements have decreased by about 60% with increases in cycling up 42% and walking and cycling accounting for approximately 33% of all travel. In summary, there is a pressing need to increase pedestrian and cycling infrastructure, particularly in our centres.

To facilitate and deliver safer movement, TfGM has announced the #SafeStreetsSaveLives campaign. Through the provision of £5million of emergency funding made available to Greater Manchester's local authorities, measures will be implemented to give people more space and to make them safer when travelling. Examples may include closing streets to motor traffic, widening pavements, decluttering street furniture and traffic calming measures on residential streets. Indeed, as of May 2020 temporary social distancing measures have been introduced on six roads throughout Trafford to enable socially-distanced cycling and walking.

### Future Transport Interventions

In January 2019, TfGM announced plans for a potential tram-train extension from Altrincham to Hale after 2025. At present, these plans lack funding, however the TfGM Delivery Plan 2020-2025 states that TfGM in partnership with the Greater Manchester Combined Authority (GMCA) and the Greater Manchester Local Enterprise Partnership (GM LEP) will aim to complete a business case for the early delivery of a Tram-train 'Pathfinder' trial project between Altrincham and Hale in the next 5 years.

Tram-trains are vehicles that can travel on both street tramway and all-purpose railway lines, as in many parts of Europe and offers the potential to deliver metro services to more areas without building new rail lines. A tram-train approach can help to improve access to the core of the city centre at peak and off-peak times, releasing valuable capacity on the heavy rail network and increase accessibility to public transport in an aim to improve air quality and protect the environment.



## 2.5 Changes in the Way We Work

The immediate and direct implications of the outbreak have been two-fold, both resulting in reduced demand in the short term. Firstly, the necessary social distancing measures impact customer access and interactions within stores, restaurants and other high street facilities.

Additionally, and more significantly in the long-term, the reduction of an office based-workforce across larger centres has led to a stark reduction in demand for high street amenities from workers. On the other hand, this has led to increased 'hyperlocalism', as home workers frequent local high streets instead of facilities focussed around a commute - a direct benefit for the centres such as Hale.

Alongside this we can also point to an increase in community cohesion and partnerships amongst high street occupiers, as well as between high streets and local residents.

In a number of cases, high street operators have adapted to the COVID-19 outbreak by pivoting to an online model (which will likely remain as an additional revenue stream for a number of businesses in the future) and increased communication of opening hours and operating procedures.

This has led to new level of customer interaction for some high street occupiers, while others have understandably reduced communication whilst focussing on other priorities during the outbreak. Many businesses are also diversifying their offer and adding, often informal, home delivery services.

There is a need for flexibility in centres, which needs to be adaptable to a number of uses to address a wide range of future needs. This is ever important following the COVID-19 pandemic and as we witness the 'recovery' within Hale.

Indeed, vital and viable centres need a varied mix of uses and there is also an identified need to concentrate multi-functional public services in town centre locations to realise agglomeration benefits.





BRITANNIA HOTEL

M&S FOODHALL

ASHLEY HOTEL

BROCCOLI  
£6.99



# Community Activity

03

# 3. Community Activity

## 3.1 The Need for Partnership

There are a diverse range of public and private sector bodies which have a stake in the future of Hale village centre. A co-ordinated and comprehensive approach to the improvement of the village centre can only be achieved by a strong town centre partnership approach - led by Trafford Council, working together with private landowners, local businesses, service providers, developers and all other stakeholders.

Crucially we need to grow and develop these partnerships effectively if we are to successfully collaborate on implementing the Place Plan.

Hale has a number of community groups who are very active and successful in assisting to promote the offer and in protecting the village from any future decline. Within Hale, two key charity community groups are very involved in promoting and protecting the vilage centre and wider area.

Hale Community Trust is a registered charity, the main objective of which is to make Hale an even better place to live by undertaking well defined projects. Hale Community Trust has been the driver of achieving the planning permission for the new library and community centre.

Hale Civic Society is also a registered charity which is very active in the local community. The Civic Society helps to protect and preserve the village and organises a number of community activities in the village throughout the year.

## 3.2 Community Consultation and Engagement Process

Community engagement is integral to the entire process of creating a Place Plan and has been undertaken from the outset, through to completion.

This has been completed in four stages throughout the production of the Place Plan from June through to March 2020.

**Stage 1** involved a baseline analysis and initial engagement. To reach out to the community to gain an initial insight into the issues that this Place Plan needs to address, business

and community surveys were undertaken between June and September 2019. This comprised of consultations with a range of stakeholders including, but not limited to:

- Local Businesses and Traders of Hale Village Centre
- Local Councillors and Members
- Local Groups & Service Providers
- Property owners (freehold and leaseholders if known)
- Local Schools & Churches
- Residents and wider community
- Trafford Council

This stage concluded with a Members Update in October 2019 to ascertain the direction of the document, feedback and the key considerations for the Hale Village Place Plan.

**Stage 2** involved the production of a draft Village Plan, and engagement with relevant stakeholders on this draft plan through workshops and meetings at the Library. This was undertaken between October and December 2019.

**Stage 3** of the community engagement process took place in January 2020. This period of public engagement will comprised of public consultation over two weeks, focussed on an exhibition half-day that centred around the presentation of the draft Village Plan. After this, the feedback provided was analysed and considered in detail in order to create the final Village Plan.

**Stage 4** - the final Village Plan will be under executive review in September 2020





### 3.3 Summary of Consultation

As part of the initial stages of the consultation process, local community and business surveys were distributed within the village centre. The consultation period ran from 8th August to 20th September 2019 and the surveys were publicised via online sources, the Council's website and social media accounts, circulation by local community groups and organisations and through hand-delivery within the village itself including paper copies and a deposit point at Hale Library.

In total, 516 community and business surveys were completed.

The following pages provide a summary of the findings of the surveys, and set out the key messages.



Hale village is one of two areas to be examined by Trafford Council

## Trafford launches 'village plans' for Sale Moor and Hale

20 Aug 2019, 10:22 Charlie Schouten

The council is gauging public views on improving both district centres, including how to unlock future development opportunities, with Nexus Planning appointed to draw up a village plan later this year.

The plans are intended to guide future development, environmental improvements, and accessibility across both centres, which act as secondary centres to Sale and Altrincham.

The surveys cover questions including how both village centres could be improved; residents' top three priorities in how to diversify each centres' offering; the quality of existing infrastructure and green space; access issues; and the quality of retail and leisure on offer.

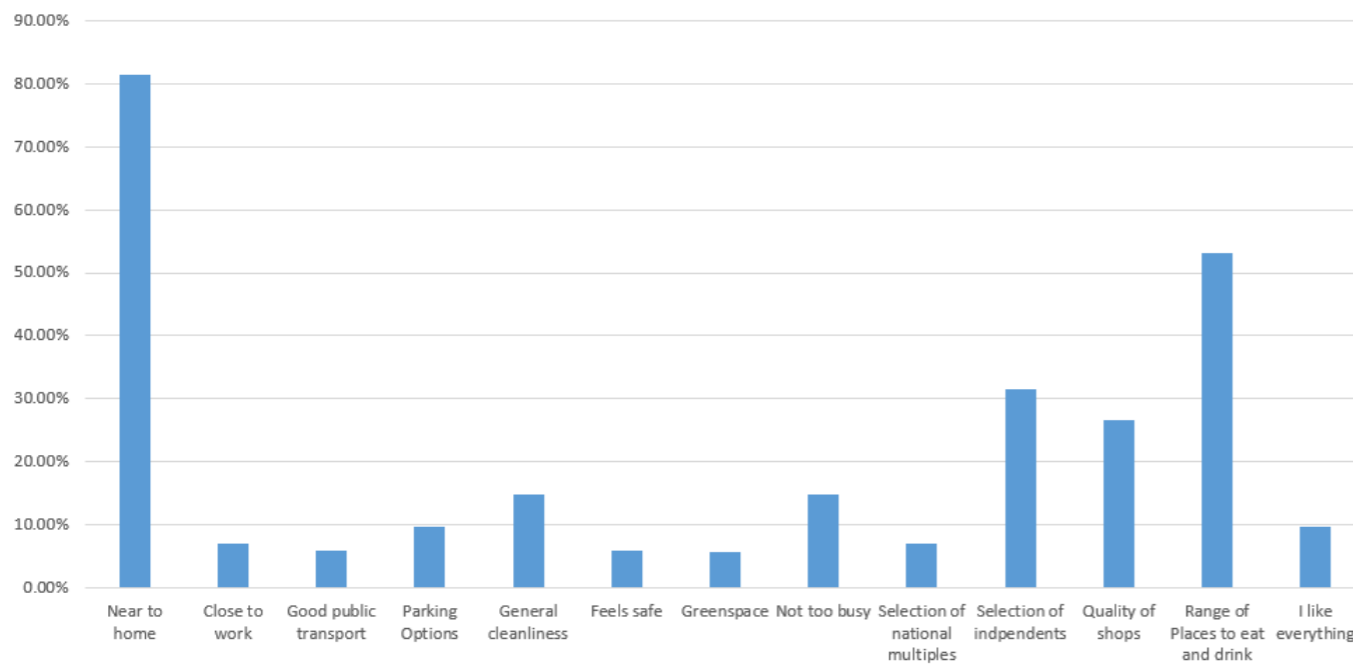
Sale Moor has already been subject to a consultation in the last 12 months with the council looking to gauge views on how to use [the Warrener Street car park](#), previously earmarked for an Aldi store. Other options considered were for a health centre, while at a consultation in December, residents put forward ideas including a convenience store on the site.

An outcome of this consultation has yet to be published by the council; leaving the car park as it remains an option.

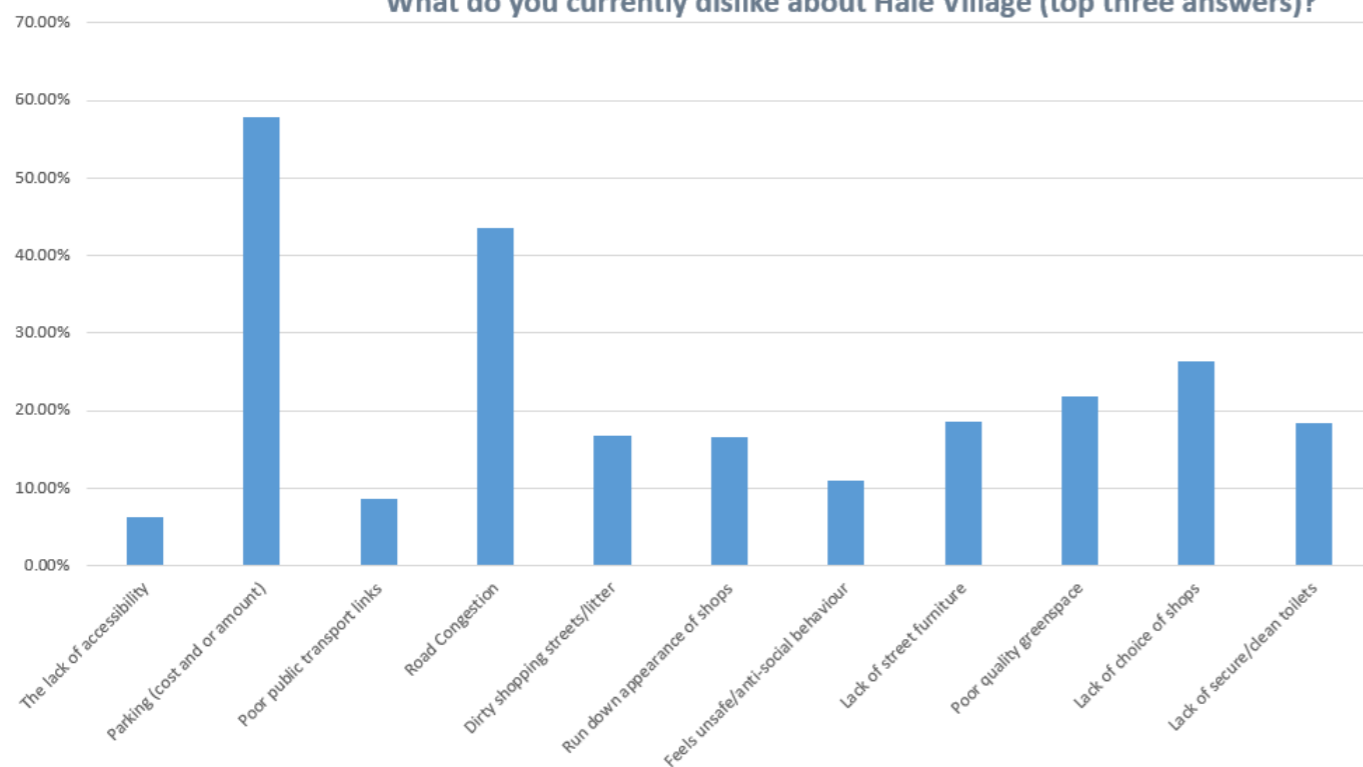
Article on Place North West



What do you currently like about Hale Village (top three answers)?



What do you currently dislike about Hale Village (top three answers)?



## 3.4 Findings of the Community Survey

The following is a summary of the key findings of the Local Community Survey:

- When asked how often respondents visit the centre, a total of 45% of the respondents answered that they visit daily, with 39% of people responding that they visit more than once a week. 9% answered that they visit once a week, and 5% replied that they visit once every 2 to 3 weeks. The high proportion of respondents stating they visit daily or more than once a week evidences the level of repeat-trade in Hale throughout the week.
- When asked how respondents travel to the village, a total of 60% of people responded that they walk to the village and 59% of respondents answered that they would drive to the village. In terms of sustainable transport, 7% answered that they cycle to the village and only a small amount of people, 3%, said they got there via public transport.
- When asked where they typically park, there were numerous answers, but the top two were the general answer of 'car park' (18%), followed by 'on street' (10%) and 'on road' (8%).
- When asked what the main reason for the respondent's last visit to the village, the majority of respondents - 65% - answered to buy food and grocery items (not take-away etc), with 32% stating eating out/ drinking.
- When asked what respondents key dislikes of the village are, the following answers were provided:
  - 58% disliked the parking situation (cost and/or amount);
  - 44% disliked the amount of road congestion;
  - 26% disliked the lack choice of shops; and
  - 22% disliked the insufficient or poor quality green space and absence of play areas.
- When asked what could be done to improve Hale Village, respondents stated:
  - 41% stated more and cheaper parking;
  - 48% stated more independent retailers;
  - 20% stated more outdoor space and better street furniture and floral displays; and,
  - 18% stated cleaner streets and removal of litter.



# HALE VILLAGE PLACE PLAN

## ENGAGEMENT SUMMARY -

### BASELINE ANALYSIS (Nov 2019)



**HOW DID WE ENGAGE?**

- Consultation period ran from 8th August to 20th September
- Website Links & Trafford Council website
- Social Media - Facebook and Twitter
- Questionnaire available online and in paper format in Hale Library
- Stakeholder Assistance - Questionnaires delivered to businesses
- Meetings with Ward Members and Stakeholders
- Total number of responses received



**IMPROVEMENTS**

- More independent retailers
- More parking
- Cheaper parking
- Better street furniture
- More outdoor spaces
- More family orientated facilities
- Cleaner Streets
- Control on anti-social behaviour
- Increasing the opportunities to travel safely to Hale by bike

**WHAT YOU TOLD US:**

**LIKES**

- Proximity to home
- The range of places to eat and drink
- The selection of independents
- Quality of the shops and offer
- General cleanliness
- The village isn't too busy
- The overall parking options
- Community facilities - the library and bowling green
- Everything!

**DISLIKES**

- The cost and/or amount of parking
- Road congestion
- Lack of choice of shops
- Poor quality greenspace
- Lack of secure/clean toilets
- Run down appearance of shops
- Dirty shopping streets/litter
- Safety and ease of accessibility by bike



**HEATHER LINDLEY-CLAPP**  
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**NEXT STEPS**

The Project Team will continue to engage with the local community and businesses whilst preparing the Draft Hale Village Place Plan. You will have further opportunities to comment on the Plan as we move through the process, towards the end of 2019 / beginning of 2020.

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Good provision of independent operators, some of which have been in the village for a number of years</li> <li>• Good community feel and local walk-in catchment</li> <li>• Good public transport links</li> <li>• Options for parking</li> <li>• Good local schools, some of which are within walking distance of the centre</li> <li>• High quality operators</li> <li>• Attractive appearance within the centre, with some key heritage assets</li> <li>• Engaged local councillors and other stakeholder groups</li> <li>• The proposed new library and community centre.</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Availability of parking right in the centre of the village is seen as a weakness to some residents</li> <li>• Permit parking was introduced to counter all day parking by businesses. It was felt that permit parking should be reviewed.</li> <li>• It is felt there should be a review of traffic including cars and delivery vehicles as well as the availability of trains, buses and trams. There should be more services for people to travel to and from Hale on public transport.</li> <li>• Recent closure of one of the principal public houses in the village.</li> <li>• Lack of sustainable transport modes (cycling in particular)</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Preserve the current parking offer</li> <li>• To improve the public realm within the centre and provide new greenspaces or areas within which a market and other events can take place</li> <li>• New businesses, including SMEs, should be encouraged into Hale. The consultation should identify which type of shops are missing and those that could have a viable future in the village.</li> <li>• The centre has a good balance of shops and businesses, avoiding too many of any one type e.g. barbers and estate agents.</li> <li>• Opportunity for assisted living/retirement housing</li> <li>• Opportunity to redevelop the Ashley Hotel site for affordable and retirement housing</li> <li>• Potential for well-maintained areas around the bowling green, plus canopy trees, flower beds and children's play areas. Health and fitness facilities should also be encouraged within the newly planned Community Centre.</li> <li>• Opportunities to harness solar energy in new schemes.</li> <li>• Review the surrounding highways network to improve traffic flow</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Competition from larger centres such as Sale and Altrincham – businesses have seen a marked reduction in turnover and a high rate of 'churn' in businesses in the village</li> <li>• High business rates making it difficult for new businesses to survive</li> <li>• Limited space for dedicated cycle routes given the need to retain on-street car parking.</li> <li>• Car parking issues – limited residential parking and shoppers tend to park on surrounding streets rather than pay for parking</li> <li>• Brexit and the implications on smaller centres</li> <li>• Existing operators need to be protected (Post Office, density, chemists, pubs and so forth)</li> <li>• There are concerns over the external design and current usage of the Ashley Hotel, which, if the Council and the owner were prepared to work together, could be converted into affordable housing.</li> </ul>



## 3.5 Consultation on the Draft Plan

The Draft Hale Moor Village Place Plan was published for consultation at the end of 2019, and a public consultation event was held in Hale Village Centre.

The purpose of the event was to present the initial proposals and ask the community's views on the overarching Vision and Objectives and Options for improvements to the centre.

The event was very well attended by the local community and local business owners and we gathered a range of constructive and very invaluable feedback from the attendees.

The feedback from the event and the online questionnaire has been fully analysed as part of the formalisation of the final Hale Village Place Plan.

### Hale Village Place Plan - Consultation Draft 14th January - 11th February 2020

#### We Need Your Views!

#### Details of the Consultation

The Draft Hale Village Place Plan has been published for consultation and we are seeking your views on the draft strategy for the village. The Draft Place Plan draws out the findings from the initial consultation and seeks to reflect the views and aspirations of the local community. The consultation takes place until 11th February 2020 and questionnaires can be found online and in Hale Library, along with in Hale Village Bowling Club today.

#### The Vision for Hale Village Centre

'Hale Village will continue to support its active and diverse community and will be a lively and well-liked destination, **accessible to everyone** at all times of day. Hale will cater for daily needs, and provide opportunities to establish and run **thriving businesses, engage with community life and relax and enjoy a uniquely diverse centre.**

The village centre will build on its good access by train and bus, and **promote sustainable modes of transport** through the encouragement of access to and within the centre by foot and bicycle, and a move away from the reliance on cars. **Pedestrian access through the village will be safe and secure.**

Through the improvement of the physical appearance and public realm of the village and the delivery of additional and enhanced community space, **the village will be the preferred choice for Hale residents and beyond, meeting both retail and leisure needs and promoting a thriving village centre.** The centre will be family friendly, through the creation of new community spaces and encouraging additional uses.

It is vital that the centre **meets the requirements of the future generations**, through the delivery of a sustainable agenda, whilst protecting Hale's important heritage.'

### Ashley Road - Proposals

ASHLEY ROAD

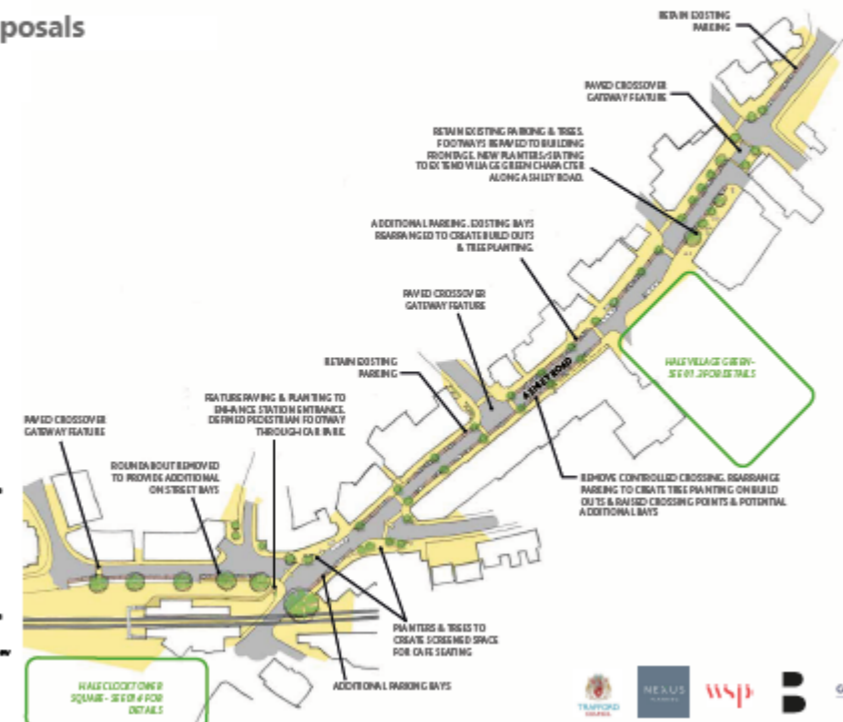
#### KEY PROPOSALS

##### Traffic & Transport

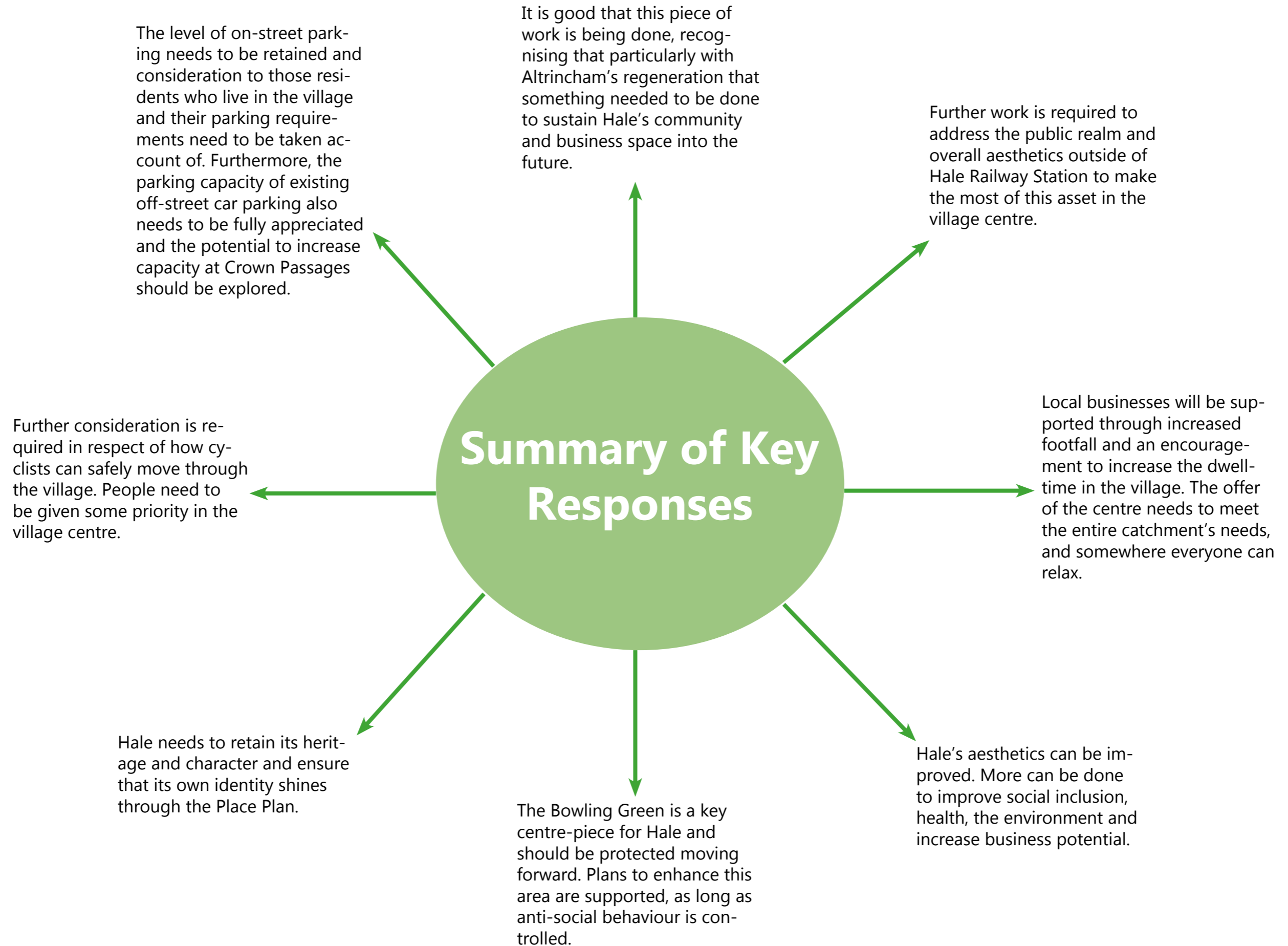
- Retain existing on street parking;
- Create additional on street parking bays to replace parking removed around the clock tower;
- Reorganise on street parking to create build outs for tree planting and informal road crossings;
- Reduce traffic speed to 20mph by defining village entrances and providing raised crossings at regular intervals;
- Remove the existing controlled crossing linking up space for additional parking;
- Retain bus stop locations;
- Cycle parking at bay locations.

##### Public Realm

- Screen traffic with planters and trees to create more attractive cafe spill out space;
- Tree planting/planters on herb build outs and wide footways to extend the village green character;
- Enhance the Station entrance and create legible pedestrian/cycle routes to it;
- Improve pedestrian crossing of Ashley Road and side road junction;
- Improve quality and consistency of footways with new kerbs to herb planting;
- Paved parking bays to create the illusion of wider footways.



## Overview of Consultation Findings







 Powered by  
with Metrolink  
  
**Bus Stop**  
Ashley Road  
Hale Village  
Served By  
Altrincham  
284



JCDecaux  
Lifeboats  
  
GIVE YOURSELF  
A FLOATING CHANCE



# Baseline Analysis

04



# 4. Baseline Analysis

## 4.1 Setting the Scene

A key part of the formulation of the Village Place Plan is the undertaking of a range of baseline analysis.

The baseline analysis for the purpose of the Place Plan has been to:

- Undertake an updated healthcheck of the centre, using our understanding and previous work in analysing the centre as part of the Trafford Retail and Leisure Study 2019. The healthcheck analysis follows the guidance as set out in the Town Centres and Retail Planning Practice Guidance, which provides a series of indicators to be used in assessing the vitality and viability of the centre.
- Reviewing the demographics of the Hale Central Ward (and surrounding wards) to better understand the needs and requirements of the local catchment.
- Undertake a more detailed review of shopping and leisure patterns of those who live in and surrounding Hale using the detailed breakdown of trips from the Trafford Retail and Leisure Study 2019.
- Review the existing and emerging planning policies of relevance to the village centre, and understand where and how this Plan will assist the Council in formulating new policies in the new development plan.
- Review the existing accessibility and movement throughout the centre as part of the wider movement strategy for the Plan.
- Review the existing streetscape and urban design concepts within the village, to feed into the associated strategy.
- Review the existing public realm and landscaping aspects of the centre and better understand how these may be moulded and improved within the centre as part of the Plan.

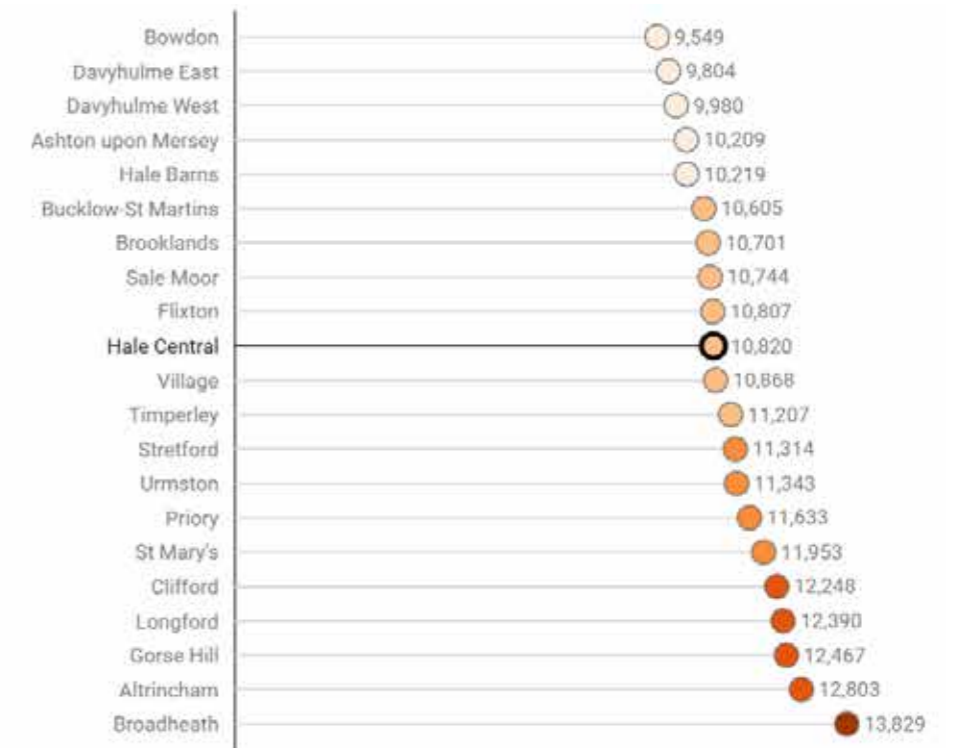
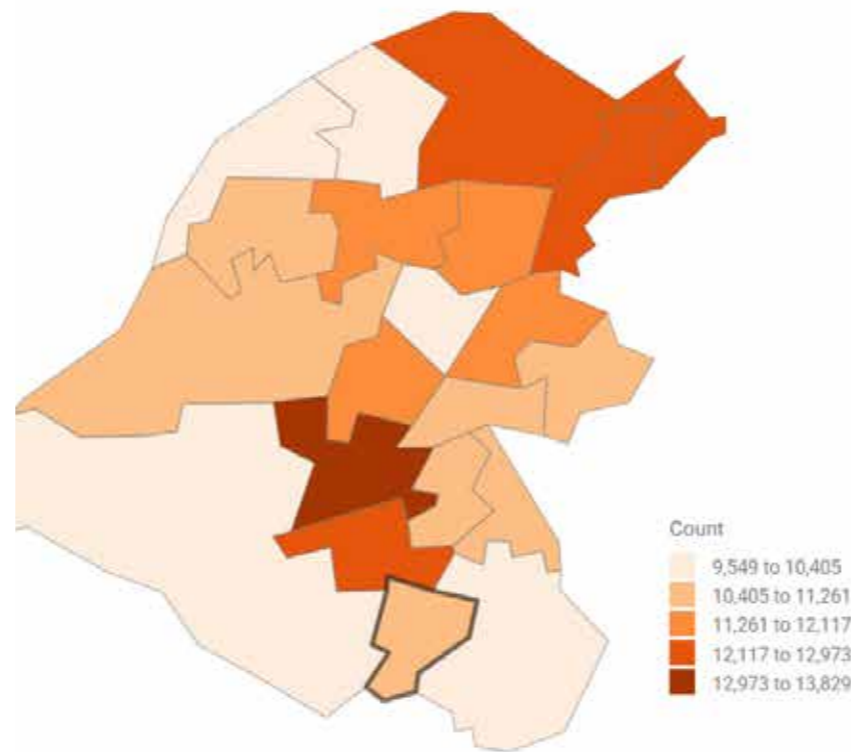


## 4.2 Community Profile – Demographics

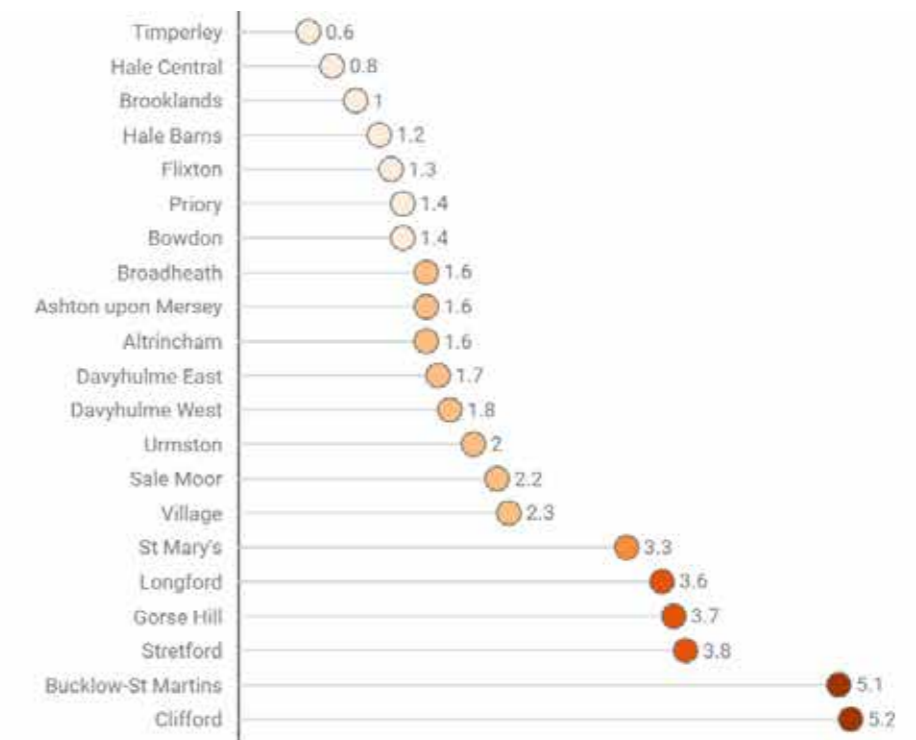
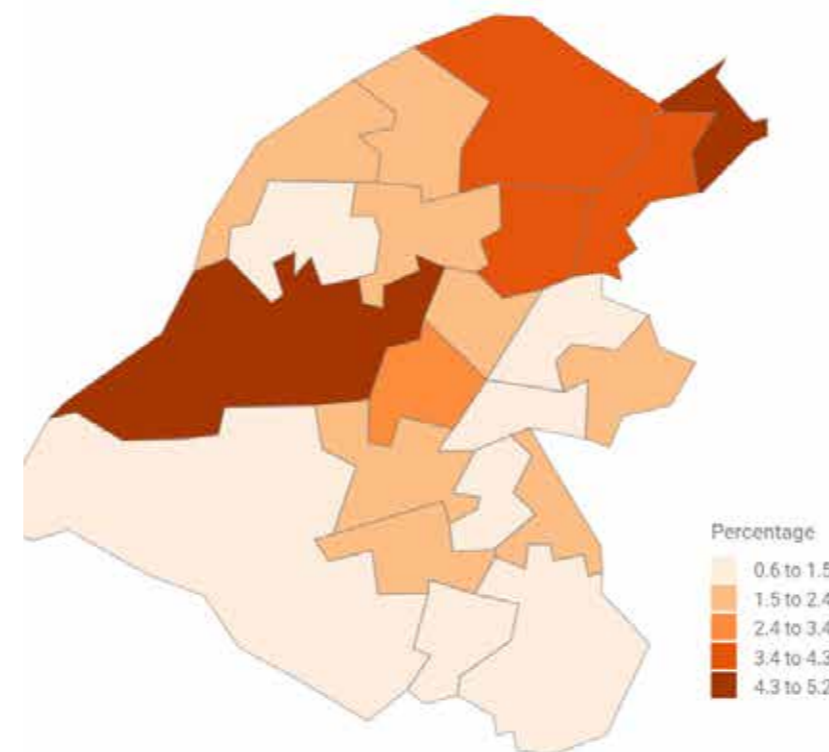
Hale Village is located within the ward of Hale Central. Hale Central has a population of just under 11,000 residents and is located in the south of Trafford Borough. Hale Central's population has increased by more than 15% since 2007 and the ward performs highly in a statistical sense giving Hale the title of 5th least deprived ward in Trafford.

Key demographic facts from Trafford ward profiling:

- 1.6% of Hale Central's residents travel to work by bicycle.
- 8.8% of Hale Central is covered by Green Space
- Hale Central has the highest percentage in the borough of residents with degrees (over 57%)
- Between 2017 and 2018, residents had an 10.5% chance of being involved in an incident of antisocial behaviour
- Hale Central has an old-age dependency ratio of 23.8% of the working population. This is amongst the lower half of the Trafford wards.
- Hale Central has a relatively low Index of Multiple Deprivation of 7, which is the lower quarter of Trafford's wards.
- More than 34% of employed residents in Hale Central are occupied as professionals, 20% as Managers and Senior Officials, and 16% are Associate Professional and Technical Employees. This is higher than both the Trafford and England and Wales averages for these three occupations.



Total Population in Hale Central



Claimant Rate in Trafford  
Source: Trafford JSNA



### 4.3 Retail Study Summary

The Trafford Retail and Leisure Study (2019) establishes the current position in respect of the need for additional retail and leisure facilities in Trafford Borough, and considers the vitality and viability of the Council's principal centres.

The Retail Study included a review of the district centre of Hale. Overall there are 110 units located within Hale district centre. These account for 15,624 sq.m of commercial floorspace. The centre is located approximately 700 metres to the south of Altrincham town centre, but has historically been able to cultivate a distinct retail offer. With regard to retail and leisure, the study finds that the centre is a popular destination with a number of high-end and independent retailers, and with a good level of provision of the immediate residential community which includes a range of leisure services and comparison goods operators. Although the centre is focussed around leisure service uses, the convenience and comparison offer is considered appropriate to serve the needs of the local community. Overall, Hale is considered to be a healthy district centre by the Retail and Leisure Study.

Key findings in respect of shopping and leisure patterns within Hale are as follows:

#### Retail Patterns

- Residents of Hale choose between a variety of convenience destinations to meet their main food shopping needs, including Sainsbury's and Tesco in Altrincham and the Booths at Hale Barns. There is a clear dominance of the large foodstores in respect of meeting residents' main food shopping needs.
- In terms of top-up convenience shopping, a wider range of destinations are cited as being the preferred choice, including a number of the retailers within Hale itself including the Marks and Spencer Simply Food, the Tesco Express and the Sainsbury's Local. However, the majority of the population from each of the postcode sectors surrounding Hale still choose alternative larger destinations to meet their top-up shopping needs, including the Tesco and Sainsbury's in Altrincham, the Booths in Hale Barns, the Co-op in Bowden and

Altrincham Market.

- Turning to comparison shopping, the principal destinations include Altrincham town centre, Manchester city centre and the Trafford Centre. Altrincham Retail Park also features as a key comparison destination for residents.

#### Leisure Patterns

- Altrincham town centre is cited as being the principal destination for restaurants and pubs and bars for residents in and surrounding Hale. This demonstrates the dominance of Altrincham town centre as the preferred destination for visiting a restaurant or pub/bar, despite the offer in Hale.

### 4.4 Planning Policy

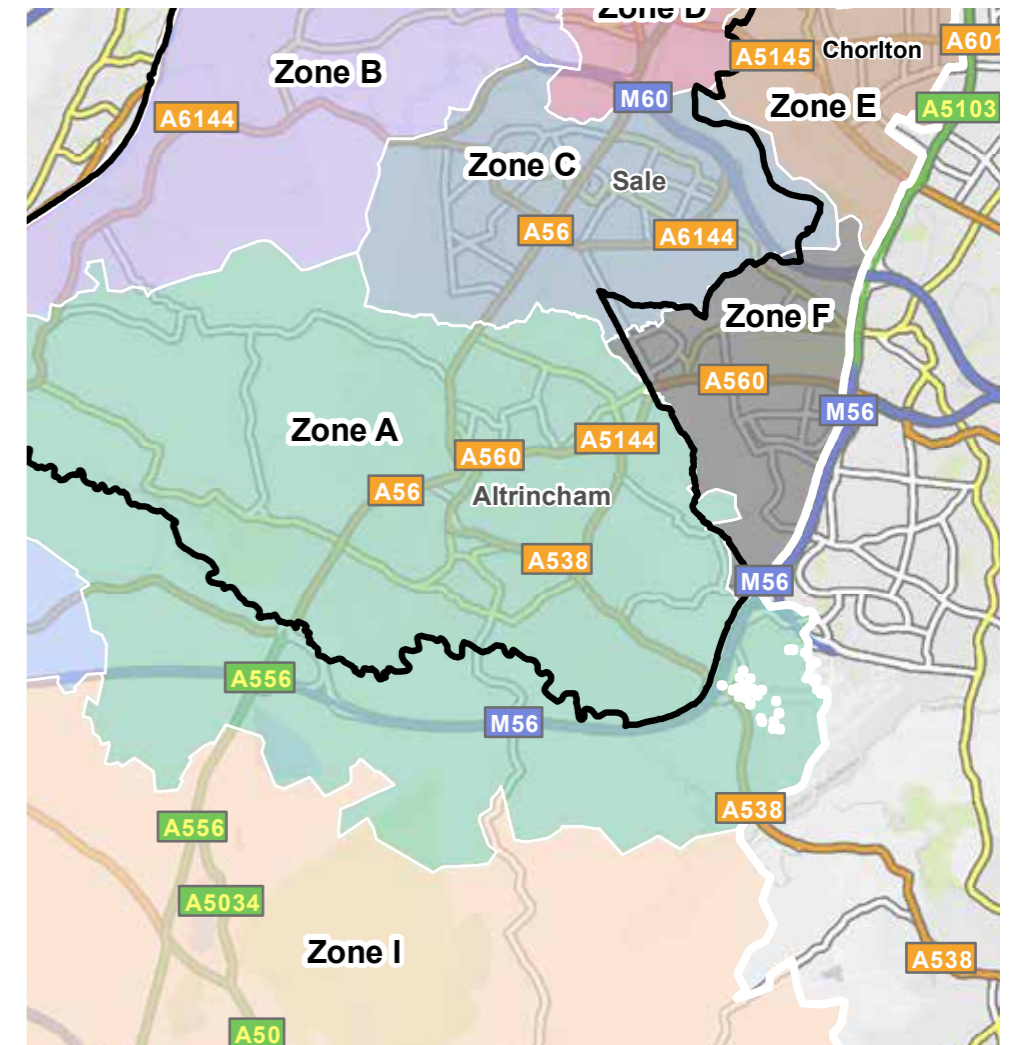
The adopted Planning Policy for Trafford comprises the Trafford Core Strategy (CS) (January 2012), and relevant Saved Policies from the Revised Trafford Unitary Development Plan (UDP) (June 2006).

#### Adopted Core Strategy

In line with the NPPF's requirement for a settlement hierarchy, Hale is designated in the Trafford Local Plan (Core Strategy 2012) as a District Centre.

Within the district centre of Hale, Policy W2 of the Core Strategy (2012) prioritises sustainable urban design with a particular emphasis on encouraging a mix of uses appropriate to the centre, active frontages and high quality in the design and finish of the public realm. Impacts upon the function, character, vitality and viability of the centre as a whole and on specific frontages, particularly within primary shopping frontages should be considered. Where appropriate, new development within town centres should include a variety of unit sizes in order to encourage diversity in the retail offer and make appropriate provision for the preservation of prominent, historic buildings.

In addition to the above, the following policies are also of relevance:



Study Area taken from the Trafford Retail and Leisure Study 2019

- Policy L4 – 'Transport and Accessibility'. The Council will seek to support the modernisation and improvement of the existing highways and public transport in order to get the best use out of infrastructure already in place, promote integrated transport linkages, and improve accessibility, especially within disadvantaged neighbourhoods.
- Policy L7 – 'Design and Landscaping'. Trafford Council requires development to achieve a high quality of design by taking into account matters of functionality, protecting amenity, security and accessibility.
- Policy R3 – 'Green Infrastructure' states that the Council will work to develop an integrated network of high quality, multi-functional green infrastructure to diversify the local economy, enhance facilities, improve health and wellbeing, and enhance cross-boundary connectivity.
- Policy R1 – 'Historic Environment' states that all new development must take account of surrounding building styles, landscapes and historic distinctiveness and that developers must demonstrate how the development will

complement and enhance the existing features of historic significance including their wider settings, in particular in relation to conservation areas, listed buildings and other identified heritage assets.

### The NPPF (2019)

Planning law requires that applications for planning permission be determined in accordance with the development plan, unless material considerations indicate otherwise (Paragraph 2).

Local planning authorities should approach decisions on proposed development in a positive and creative way. They should use the full range of planning tools available, including brownfield registers and permission in principle, and work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area.

### Conservation Area

#### [Hale Conservation Area](#)

The extended Hale Station Conservation Area was adopted by the Council in July 2016, following its original designation by the Council on 14th August 1986. Conservation area designation recognises the unique quality of an area as a whole. It is not just the contribution of individual buildings and monuments, but also that of features such as topography, layout of roads, pathways, street furniture, open spaces, and hard and soft landscaping which assist in defining the character and appearance of an area. Conservation areas identify the familiar and cherished local scene that creates a sense of place, community, distinctiveness and environment. Few buildings remain from before the coming of the railway line; those that survive include the Station Master's House (originally a farmhouse) and Ollerbarrow farm to the east of Ashley Road.

The Conservation Area Appraisal also acknowledges that the eclectic mix of signage relating to independent retailers, is a defining characteristic of the area; however, some is intrusive and inappropriate, although the upper floors have often survived relatively unchanged from their original design.

The Appraisal also states that the key landmarks within the Conservation Area are the listed buildings associated with Hale Station. Views west and east along Ashley Road and when crossing the railway line are significant. Other key buildings include the Cheshire Midland Hotel, the Millennium Clock Tower, the Bowling Green, the bank and restaurant on the corner of Ashley Road east of the station and the development on the corner of Victoria Road and Bloomfield Road.

#### [South Hale Conservation Area](#)

The South Hale Conservation Area adjoins the Station Conservation Area to the south east on Ashley Road. The South Hale Conservation Area was adopted by the Council in March 2017. The existing South Hale Conservation Area is irregular in plan, stretching from Hale Road in the north to Carrwood in the South. It is largely residential in character but includes a number of larger detached community buildings; St Peter's Church, St Peter's Assembly Rooms, The First United Reform Church, The Trinity Hale United Reform Church and the Hale Conservative Club. The Hale Cemetery on Hale Road and the Assembly Rooms on Cecil Road are also included.

### Planning Policy Summary

The Government is placing great emphasis on the revitalisation of high streets and the need to diversify the offer so as to encourage additional users to defined centres, particularly when smaller centres are competing with larger, stronger centres with a greater choice and offer. It will be important that the delivery and detail of this Place Plan forms a part of the emerging Local Plan, to re-emphasise the importance of the vision and objectives for Hale but to ensure that the aspirations are protected to help support the future of the village.

There is also an acknowledgement that centres need to move away from a principally retail focus to centres which provide a greater mix of leisure and community uses which encourage longer dwell-times and a greater propensity for linked-trips.

### Changes to Permitted Development Rights and Use Class Order

In summer 2020, the Government announced a series of changes to Permitted Development Rights and the Use Classes Order. These changes came into effect from September 2020 and seek to "deliver much-needed new homes and revitalise town centres".

In effect, these changes are intended to allow for greater flexibility when changing uses within town centres. However, as these changes are to be introduced without a spatial dimension, they will also make it easier to change uses in out of centre locations, such as business parks. As such careful consideration will be needed in planning for the future of town centres in the context of these changes.

The amendment will introduce three new use classes, Classes E, F1 and F2:

- Use Class E – commercial, business and service
- Use Class F1 – learning and non-residential institutions
- Use Class F2 – local community
- Sui Generis – use within this Class now include Public house, wine bar or drinking establishment; a drinking establishment with expanded food provision; as a hot food takeaway for the sale of hot food where consumption of that food is mostly undertaken off the premises; live music venue; cinema; concert hall; bingo hall or dance hall.



# Healthcheck of Hale Village Centre



	Floor space at 2019 (sq.m)	Floor space at 2019 (%)	Trafford District Centre Floorspace at 2018 (%)	Number of units at 2019	Units at 2019 (%)	Trafford District Centre Units at 2018 (%)
<b>Convenience</b>	2,479 sq.m	16.2%	21.4%	8	7.3%	12.6%
<b>Comparison</b>	2,372 sq.m	15.5%	15.7%	24	22.0%	21.3%
<b>Retail Services</b>	1,919 sq.m	12.5%	14.8%	21	19.3%	21.8%
<b>Leisure Services</b>	4,811 sq.m	31.5%	30.1%	26	23.9%	27.2%
<b>Financial and Business Services</b>	1,864 sq.m	12.2%	9.5%	17	15.6%	9.6%
<b>Miscellaneous</b>	0 sq.m	0.0%	0.0%	0	0.0%	0.0%
<b>Vacant</b>	1,864 sq.m	12.1%	8.6%	13	11.9%	7.5%
<b>Total</b>	15,291 sq.m			109		

## Strengths

- Hale is a diverse, well-used centre with a number of high-end leisure and retail uses.
- Additionally the centre provides a range of services considered suitable to serve the needs of the surrounding residential areas.
- The overall aesthetics are good, and the environmental quality is considered to be high, particularly when compared to other district centres in the Borough.
- The centre benefits from a good walk-in catchment

## Opportunities

- Vacancies provide an opportunity to diversify the service, leisure and/or convenience and comparison goods offer.
- Hale is an extremely attractive centre aesthetically and therefore will appeal to a range of prospective tenants.
- There is an opportunity to diversify some key sites within the centre, subject to the buy-in from private landowners, particularly the Ashley Hotel site.
- Opportunities to build on the exciting new library plans.
- There are opportunities to enhance the option for informal community events through the re-purposing of key areas of the village.
- Improve the overall offer of the village and the wider uses

## Weaknesses

- The centre is dominated by services which reduce the amount of comparison (and to some extent convenience) floorspace. This is accentuated by the centre's small, period buildings which limit potential for large format retailers.
- Motor traffic dominates the centre, with limited space available for outdoor seating. The dominance of on-street parking reduces available space
- The leisure offer is dominated by higher-end services which do not meet family requirements
- Lack of quality walking and cycling facilities

## Threats

- The vacancy rate is skewed by a number of large, vacant former restaurant units (such as the former Carluccio's), however long term uses should be secured to ensure the vitality of the centre.
- Hale's proximity to Altrincham means that its retail and leisure offer competes for part of the same market.
- There is a perception of a lack of car parking and high prices, which could hinder people from visiting the centre
- Limited development potential within the village means that new schemes with modern commercial floorspace are not expected in the short to medium term.



## 4.5 Hale Healthcheck, July 2019

It is important to note that the healthcheck was undertaken pre-COVID and as we are not yet certain of the direct implications of the pandemic on the high street, the overall conclusions may alter in the coming months. An update to the healthcheck over the next 6-12 months would be useful to establish whether there have been any substantial changes to the viability of the centre post-COVID.

Convenience and comparison uses account for 31.7% of floor space and 29.3% of all units within Hale village. The figure for convenience floorspace (16.2%) is similar to the current UK national average, whereas the figure for comparison floorspace (15.0%) is significantly less. Despite this, the retail provision in Hale is considered to be broadly sufficient to serve the day-to-day needs of the community particularly when compared to other district centres in the Borough. There are eight convenience operators in Hale which account for 2,479 sq.m of commercial floorspace. Convenience operators include Sainsbury's Local, Tesco Express, M&S Foodhall, newsagents, a butchers, a bakery and an off-licence. Comparison goods operators account for 2,372 sq.m of floorspace. There are 24 comparison operators which include jewellers, pharmacists, art galleries, shoe shops and clothes stores. The high end nature of some of Hale's comparison goods operators, particularly art galleries, help to draw trade from beyond the immediate area.

Service uses (leisure, retail and financial and business) account for 56.2% of floor space and 58.8% of all units. The figures fall considerably above the national averages of 39.5% and 49.3% respectively.

Hale is notable for the provision of leisure service operators within the district centre. There are 26 leisure service units, which account for 23.9% of all units in the centre and equate to 4,811 sq.m of retail floorspace. There are a number of restaurants (including Pizza Express and Cibo), bars, cafés (including Costa Coffee), hot-food takeaways and public houses. Although the leisure service operators fluctuate over time (evidenced by the closure of Carluccio's) it remains generally strong and helps to underpin the vitality of Hale.

There are 21 retail service operators located in Hale which account for a total of 1,919 sq.m of commercial floor space.

Although the range of operators is not particularly diverse, the provision is generally commensurate with the scale of the centre. Operators include hairdressers, beauty salons, travel agents, an opticians and a dry cleaner.

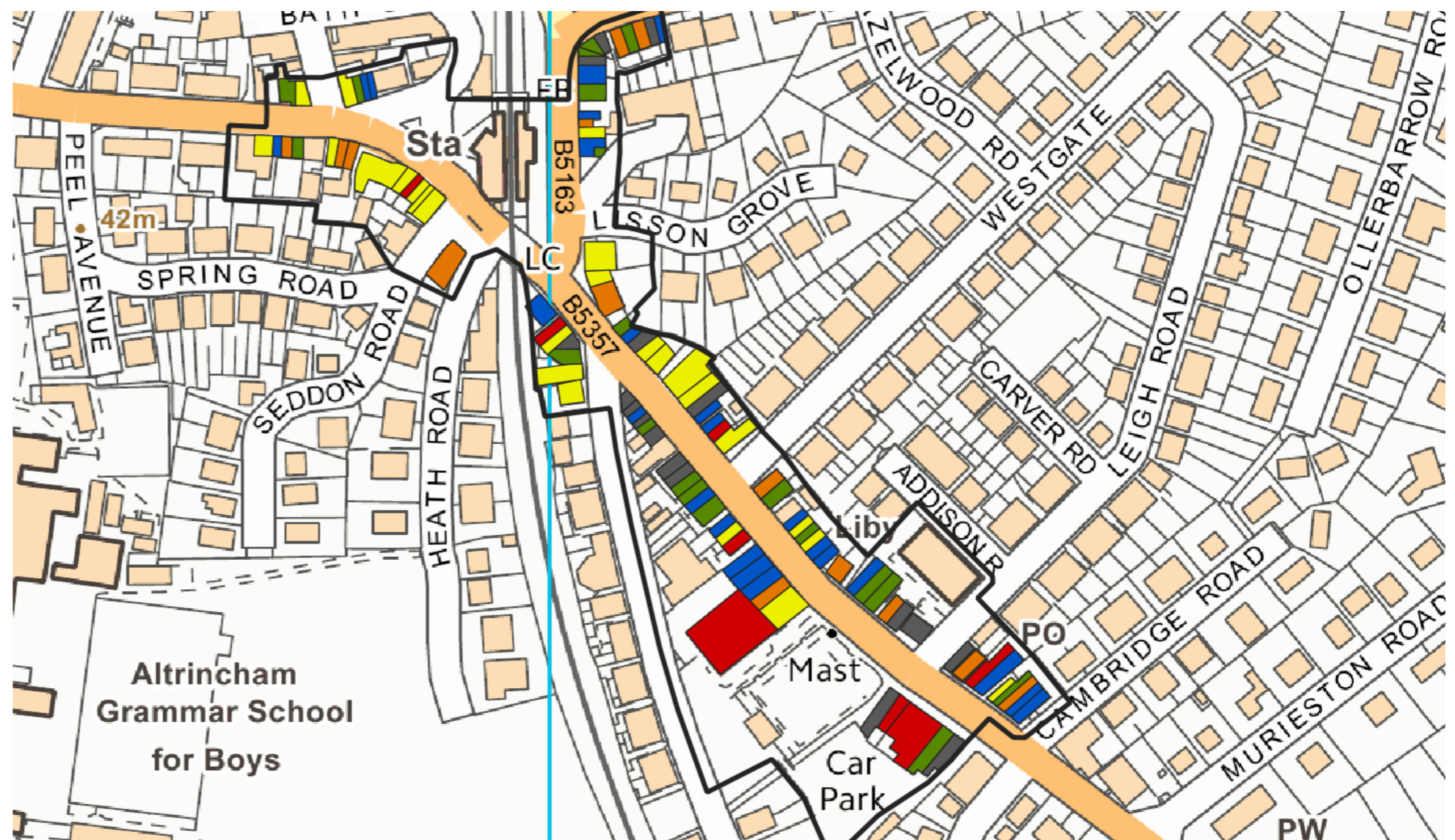
Despite a substantial presence of leisure service operators, Hale has a range of services and facilities that are considered to be suitable to serve the day-to-day needs of the surrounding residents. Facilities such as Sainsbury's Local, M&S Foodhall, pharmacies, Barclays Bank and Hale Library are indicative of a strong community offer. Furthermore independent cafés, shops and bars offer locations for community-orientated activities.

There are relatively few community facilities located within Hale, with these facilities including Hale Library, Station House Veterinary Surgery and a dentist.

Additional facilities in close proximity to Hale district centre include Richmond House Kindergarten and St Peter's Hale which are both located to the south of the centre boundary.

The village is also well integrated with surrounding residential streets, with Ashley Road connecting Hale to residential areas to the south and north. These routes are all walkable, with pedestrian footways lining Ashley Road.

Hale is a pleasant centre in which to spend some time, with well-maintained shop frontages and few obvious signs of vacancy. During our visits to the centre, vibrant activity was noted along the entirety of Ashley Road, with evidence of café culture and the centre appeared to be well used.





## 4.6 Parking Survey Results

The availability and existing usage of car parking was quickly identified as a key issue affecting the development of the Village Place Plan, and as such WSP instructed a parking survey encompassing on and off-street parking across the village to better understand the existing situation. The detail of the survey and methodology were agreed with the technical officers at the Council prior to being commissioned.

The findings of the survey were reported upon fully in the WSP technical note dated 8 November 2019. The findings are summarised below.

We have summarised in the adjacent table the public (i.e. not including resident's permit) spaces available during the peak hours on each of the three days.

It can be seen that there is availability of parking within the wider survey area. Indeed, even at the peak hours on a Thursday and Friday, over 20% of the surveyed parking stock was available.

It is accepted that the majority of this availability lies away from the locations in the centre of the village where people most wish to visit and to park. However the areas surveyed all lie within circa 500 metres of the centre of the village, and as such it could be considered possible to park in these areas and walk to the village centre for persons without a mobility restriction.

It is however accepted that for short duration trips (e.g. convenience shopping in local stores) such a walking distance could prove a disincentive.

Bearing in mind the above, it can be concluded that parking within the village needs to be maintained at approximately its current quantum. However, there remains the opportunity to rationalise and adjust the existing quantum of parking in a number of specific areas, in order to create beneficial public realm interventions, whilst keeping the overall numbers across the village approximately neutral.

	Victoria Road	Cecil Road	'CP3'	On-Street (Within the Defined Study Area)
<b>Overall Public Capacity</b>	46	136	23	808
<b>Available spaces on Thurs 11:00-12:00</b>	1	10	1	216
<b>Available spaces on Fri 12:00-13:00</b>	4	22	1	191
<b>Available spaces on Sat 11:00-12:00</b>	22	48	6	326

Parking Survey Results in Hale - Capacity and Availability and Peak Times

One option may be the removal of the signalised pedestrian crossing on Ashley Road and associated zig-zag lines. This could potentially be replaced by informal crossings with build outs (i.e. areas where the pavement extends out towards the carriageway, in between the on-street parking bays, allowing pedestrians to view oncoming traffic and cross in a safe manner).

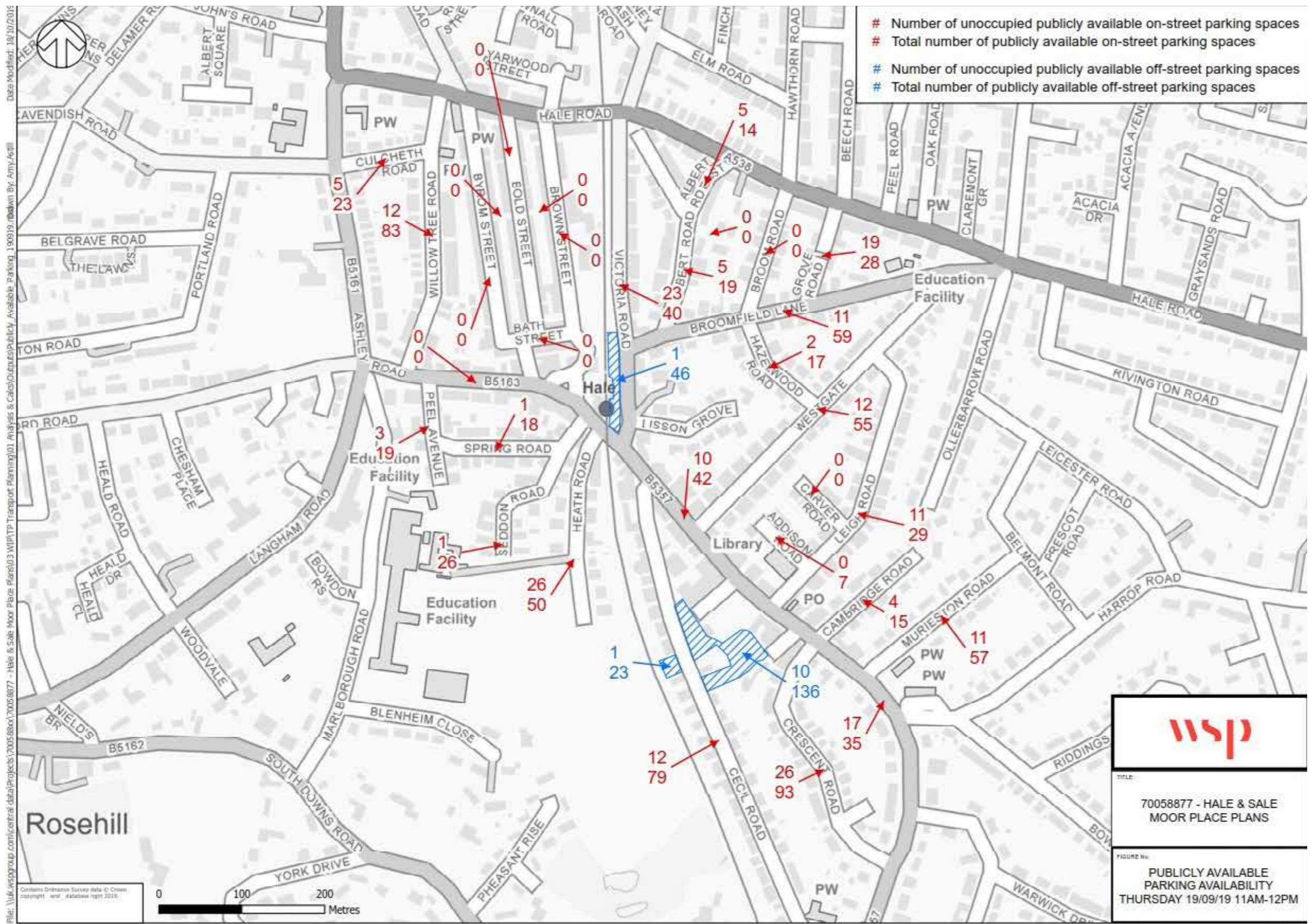
Such an arrangement would need to be accompanied by features to encourage vehicles to travel through Hale at slower speeds (e.g. gateway features and changes to road surfacing).

This proposal would allow the existing on-street parking along Ashley Road to be spread along a greater length, permitting the informal crossings with build outs to be put in place. This would facilitate greater pedestrian

permeability between the two sides of Ashley Road without loss of any overall parking numbers.

Finally it should be reiterated that over the course of the survey period Brown Street car park was closed and as such the results of the parking survey represent a 'worst case scenario'. Upon completion, the Brown Street site will provide 57 spaces for public parking which will include four accessible bays and four electric vehicle charging bays, over and above those available on the days of the survey.





Publicly Available On-Street Parking Availability Thursday 19/09/19 (11am-12pm)

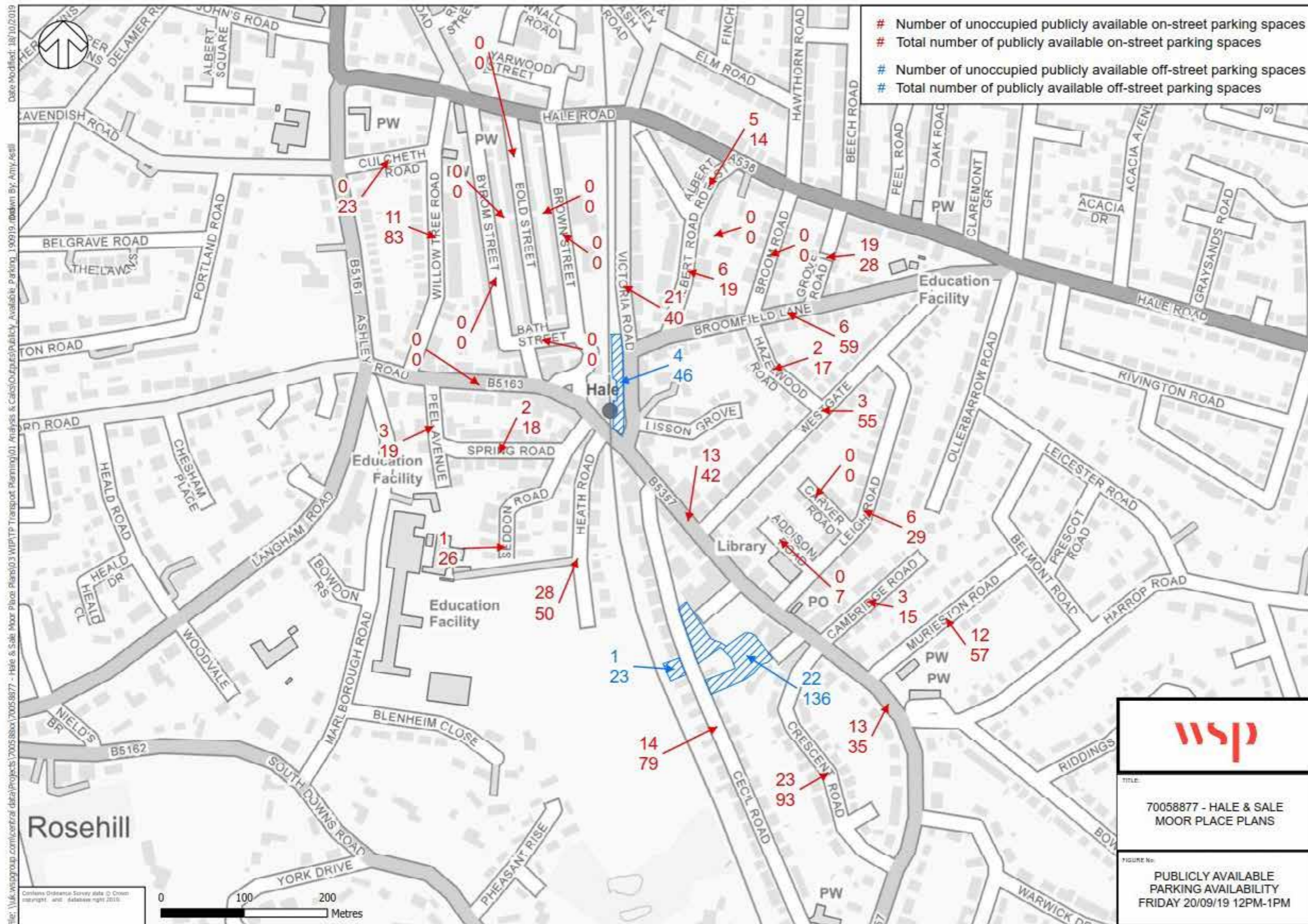
The following three plans show the availability of publicly available parking within Hale at the busiest times of day on the three days of our survey. Two numbers, one on top of the other, are displayed for each street and car park. The bottom number represents the total number of publicly available parking spaces per street or car park while the top number represents the number of unoccupied publicly available spaces during the busiest hour. For on-street locations the capacity was based on the number of medium sized cars that could park safely without causing obstruction to the footways.

During the busiest hour on Thursday 19th September (11am-12pm) there were 216 (27%) unoccupied publicly available on-street parking spaces. 592 (73%) of the publicly available on-street parking spaces were occupied.

In addition, 12 spaces were available in off street car parks, 10 of which were in Cecil Road East.



# Parking Survey Results



During the busiest hour on Friday 20th September (12pm-1pm) there were 191 (24%) unoccupied publicly available on-street parking spaces. 617 (76%) of the publicly available on-street parking spaces were occupied.

27 spaces were available in off street car parks, 22 of which were in Cecil Road East.

Publicly Available On-Street Parking Availability Friday 20/09/19 (12pm-1pm)







# Shopfront Analysis

Part of the overall analysis for the Place Plan was a review of the existing shop frontages within Hale village centre. In this regard, consideration has also been given to the findings of the Trafford-wide Design Guide currently being produced to cover the borough as a whole.

Many of the successful shop frontages use dark colours and signage at an appropriate scale, allowing the richness of the architecture on upper levels to stand out. The brick materiality contrasts pleasantly with the darker tones of blue and grey at street level. A design guide based on these principals would build upon the positive aspects of Hale's streetscape and allow shop frontages that do not currently display these qualities to fit in more comfortably with the street as a whole



Shallow Awnings that allow light to pass to the interior

Large fascias and signage in bright colours negatively impact on the streetscape

Darker colours that contrast pleasantly with the tones of brick on upper floors





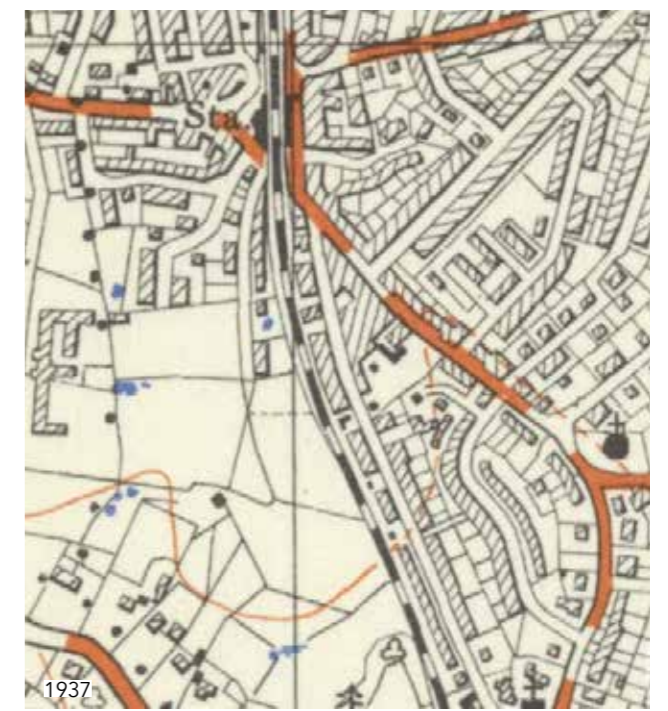
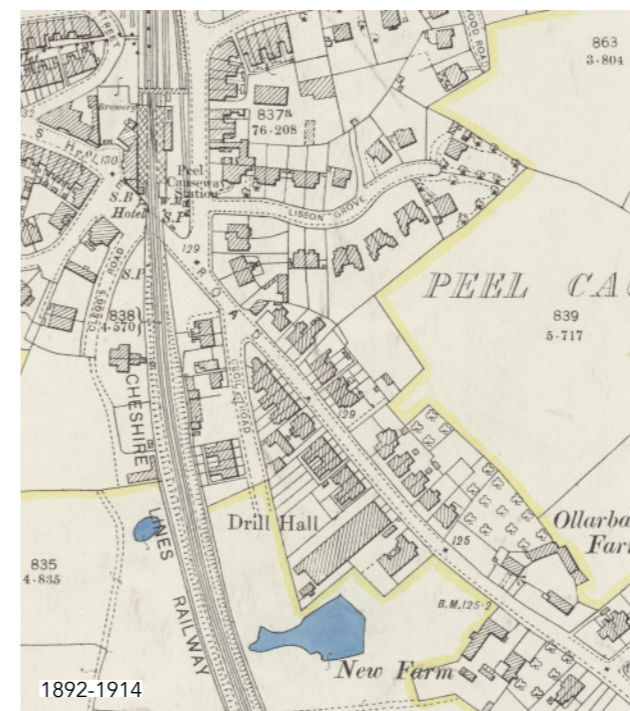
Plan of Hale Conservation Area showing Construction dates

**Key**

- Hale Conservation Area SPDS 11
- Pre - 1880
- 1880 - 1890
- 1910
- 1920 - 1930
- Mid 20th Century
- Late 20th Century

Historical maps show the growth of the village over a period of 1885-1937, with a considerable increase in development following the opening of the Peel Causeway railway station in 1862. Previously, an agricultural village, Hale saw development to the south east as the village became popular with the commuting middle class of Manchester.

Hale has grown around Ashley Road with narrow plots making up the village grain. Concentration is around the railway station where development started to become more spacious with semi detached residential properties.







Hale  
ClarkArt

Hale  
ClarkArt

Warning  
Sign

Warning  
Sign

STATION



# The Vision and Objectives

05



# 5. The Vision and Objectives

## Vision

‘Hale Village will continue to support its active and diverse community and will be a lively and well-liked destination, accessible to everyone at all times of day.

The village centre will build on its good access by train and bus, and promote sustainable modes of transport through the encouragement of access to and within the centre by foot and bicycle, and a move away from the reliance on cars. Pedestrian and cycle access through the village will be safe and secure.

Through the improvement of the physical appearance, the public realm and the delivery of additional and enhanced community space, the village will be the preferred choice for Hale residents and beyond, meeting both retail and leisure needs and promoting a thriving village centre. The centre will be family friendly, through the creation of new community spaces.

It is vital that the centre meets the requirements of the future generations, through the delivery of a sustainable agenda, whilst protecting Hale’s important heritage.’

## Objectives

### The Offer of the Centre

- To ensure that the village centre meets the needs of the entire catchment, including all ages, all demographics and all family types
- To protect the existing operators, through appropriate management of the centre, retention of the existing level of parking and providing space for wider community activities
- To encourage additional operators into the centre which encourage activity throughout the day and the evening and which accommodate families
- To provide modern format space to meet potential new operator requirements within the village

### Movement

- To support the improvement of accessibility to and within the centre for pedestrians and cyclists and to encourage sustainable means of transport
- To ensure that the level of car parking remains at a consistent level to meet the identified needs in the village and to ensure any proposals do not reduce the existing parking provision and provide new opportunities for electric vehicle charging
- To reduce the dominance of traffic, whilst maintaining appropriate vehicle access and movement, through the inclusion of key gateway entrances into the village and an increase of outdoor seating areas for operators
- To provide appropriate cycle parking facilities for cyclists, and creating a safe highways environment for all types of transportation

### Streetscape

- To safeguard those parts of the existing built environment that contribute to the character heritage and distinctiveness of the area, and incorporate these with the new developments within the village
- To create opportunities for ‘parklets’ to encourage informal seating areas
- To use high quality, sustainable design to ensure operators have the optimal space required to viably operate within the village
- To adopt the findings of the Trafford-wide design guide based on the principles set out in this document, to build on the heritage of the centre and create an aesthetically pleasing built environment.

### Public Realm

- To improve the public realm within the village, increasing the level of soft landscaping, areas for public art and the creation of informal seating areas, making the village somewhere where residents and visitors want to linger.
- To create a space or spaces where informal community events can take place within the village centre and create space for new parklet opportunities
- To improve the setting of the bowling green and Ashley Hotel, creating a space which can be enjoyed by all.
- To enhance the setting of the Clock Tower and create a ‘village square’.



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## Objectives in Detail - The Offer of the Centre

### Maintain and Improve Diversity

Hale village centre's leisure offer is concentrated principally on higher-end restaurants and bars and high-end large residential properties. There is an opportunity to improve and diversify the village centre offer and encourage additional destinations to meet the wider catchments' needs.

There is a need to provide a broader mix of uses in the village centre to create areas that are active throughout the day and night and which meet the whole family's needs, generating additional footfall, and therefore expenditure.

In order to create a place with a variety and mix of uses development (and public realm schemes where appropriate) the strategy for the Village Place Plan is to:

- Encourage additional operators which provide an offer for the entire catchment of all ages, all family types and all abilities. There is a lack of family orientated or family friendly destinations within the centre, and this needs to be rectified.
- Encourage the enhancement of the existing property stock to better meet operator's requirements, whilst protecting and nurturing the local distinctive heritage and Conservation Area status of the village.
- Create spaces which can accommodate informal community uses and events within the centre, encouraging additional footfall and wider associated economic benefits.
- Build on the exciting new library and bowling club plans, alongside the Crown Passages scheme to regenerate the Bowling Green area, encouraging a wider range of uses and maximising the benefits of the area of the centre.





## Objectives in Detail - Movement

### Promote Ease of Movement

The village centre needs to be a place that is easy to get to and move through. To create a connective and permeable village centre, development and improvements to the village should ensure that:

- Roads, footpaths, cycleways and public services are connected into well-used routes and connect proposed and existing nodes of activity
- Public areas are easily accessible for all users, including mobility scooter/wheelchair/pushchair users and cyclists where appropriate
- Schemes provide a choice of safe, high quality routes to assist with permeability

In order to achieve a sustainable town centre for Hale, improvements to the village should:

- Incorporate electric vehicle charging points
- Encourage travel to and within the centre by sustainable transport modes and move away from a reliance of cars
- Improve the overall safety in the centre for people to walk and cycle

In order to achieve the Vision it is important to look at different areas of the village centre in terms of how they function, what their role is, and how these areas can be improved in order to support and enhance the overall vitality and viability of the centre.

### Improve Legibility

The village centre needs to provide a welcoming image, and be easy to understand for all users. Visitors should be able to orientate themselves and establish a clear direction, achieved through the use of effective signage.

In order to help create a place that is easy to understand, the village Place Plan strategy will support the following objectives:

- Incorporate clear and easily navigable routes, utilising appropriate and distinguishable hard and soft surfacing, including the provision of safe and accessible walking and cycling infrastructure
- Create new or enhanced 'gateways' to the village centre which enable users to identify with that particular area and which will create a 'village feel'.
- Include well-designed lighting which accentuates key buildings and vistas, assists with the sense of safety and security, and leads the user to legible routes
- Incorporate legible signage and way markers for all users whilst minimising highway/public realm clutter

## Objectives in Detail - Streetscape and Urban Design

### Maintain and Enhance Character and Identity

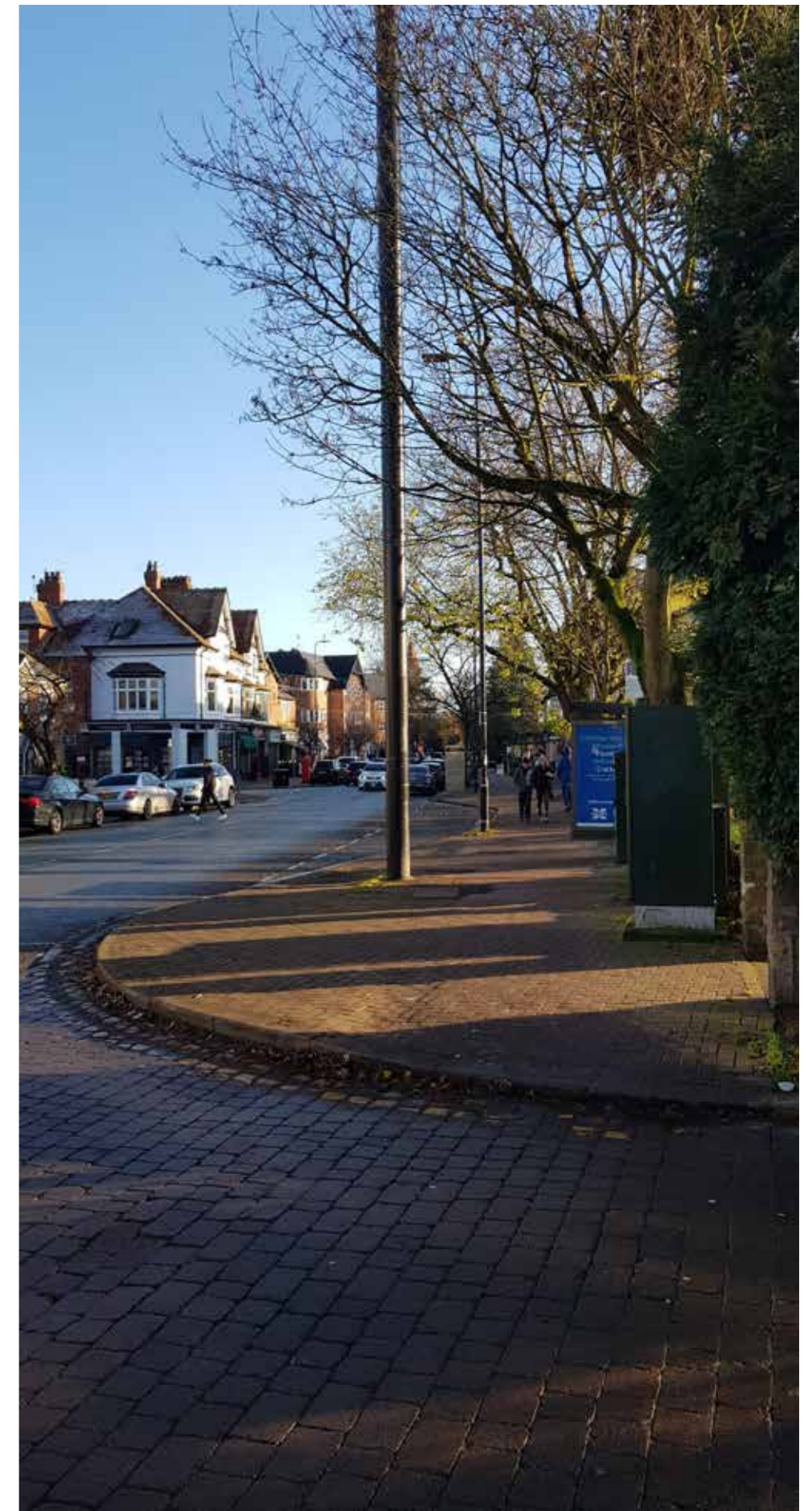
The character of Hale is formed by the pattern of development, its heritage and historic buildings and layout, its scale and massing and by the mix of uses. Hale's character is what makes it unique and has evolved through time, shaped very much by the people who live and work in the village centre.

In creating a sense of place, the following must be adhered to:

- The distinctive heritage must be protected
- Special spaces which are visible and contribute to the character of the area and provide informal community spaces to hold events
- Good quality design but which meets the needs of modern operators

### Ensure Adaptability

The function of centres has changed markedly in recent years with technological advances and the ever increasing reliance of internet shopping. It is anticipated that the role





of village centres will continue to evolve and as such Hale village centre needs to be a place that can respond to change. In creating an adaptable village centre, development and public realm schemes will need to:

- Provide new signage into Hale from Altrincham and all directions;
- Incorporate flexible areas which support a variety of uses and meet the needs of the entire catchment
- Incorporate buildings adaptable to a variety of present and future uses

## Objectives in Detail - Public Realm

### Improve the Quality of the Public Realm

Improvements to the public realm are essential to improving the image and attractiveness of Hale village centre. Quality public spaces contribute enormously to people's health, happiness and wellbeing and the village is currently lacking in any real public open spaces which can be used by all.

In order to create a place with lively and pleasant to use public spaces and routes, the village plan will achieve the following:

- Undertake a village centre-wide approach to public realm, linking one end of the village with the other and to encourage footfall throughout the centre.
- Achieve a sense of safety and security throughout the village through the removal of the dominance of vehicular traffic
- Pay careful attention to detailing, with integrated well-designed public art and areas within which people can rest and enjoy their surroundings
- Be Inclusive - suited to the needs of everyone, including young families, disabled and older people
- Include well-designed lighting
- Include well-designed street furniture which assists in creating and enhancing identity
- Create healthy environments which are sociable (a place to meet friends), easy to access and easy to use, encouraging activity through the improvement of the both the Bowling Green and Clock Tower areas of the centre.



## Signs of Success

We will know that we have met the objectives through the following:

- The retention of operators in Hale village centre and the associated reduction in the 'churn' of operators
- More family orientated destinations, including cafes, restaurants and outdoor spaces
- The retention and growth of the independent sector within the village, through the improvement to the wider public realm and infrastructure
- The inclusion of small informal 'parklets' along Ashley Road
- An enhanced public realm through the creation of new soft landscaping and additional trees and substantial improvements to key areas of the centre for residents to enjoy.
- More public art and celebrations of creativity through the encouragement of community events
- The improvement of the 'village green' surrounding the Clock Tower and the creation of an informal community space which can be used for events
- The improvement of the area around the Bowling Green to make it a key aspect of the centre which can be enjoyed by all and building on the new bowling club and library scheme through wider public realm improvements.
- Streamlining the traffic flow throughout the centre
- The rationalisation of the design of shopfronts in the centre, through the adoption of the recommendations within the Trafford-wide design guide.
- The inclusion of new seating areas (both informally and formally) to allow residents and visitors to enjoy the setting of the village.
- The inclusion of new cycle parking facilities within the centre to encourage sustainable transport modes










# Development Strategy

06



# Spatial Framework



- KEY**
-  Gateway feature
  -  Public Realm Improvements
  -  Potential Parklet Location
  -  Existing Trees
  -  Street Trees and Planters
  -  Footway Widening
  -  Pedestrian Crossings
  -  Key Destination
  -  Local Landmark
  -  Car Park Enhancements
  -  On Street Parking
  -  Parking Amendments
  -  Taxis
  -  Bus Stop
  -  Cycle Parking
  -  Potential New Frontages



## Movement and Highways

### Key findings:

- Ashley Road is an active high street with high levels of footfall observed.
- Traffic tends to be free-flowing, although traffic speeds are frequently reduced due to either the level crossing or by cars entering or exiting on-street parking spaces.
- The Ashley Road area is dominated by on-street parking for which demand is very high.
- On-street parking is beneficial for local businesses but creates safety and amenity concerns for people to walk and cycle and impacts on the achievable quality of the public realm along Ashley Road. The on-street parking also impacts on the overall environmental quality in Hale;
- Facilities to encourage people to cycle are lacking, both cycle parking and cycle lanes or other infrastructure;
- Whilst the narrow carriageway at the central section of Ashley Street restricts intervention, there are a number of opportunities near the clock tower to improve the public realm and reorganise the highway near the bowling green.

### Opportunities arising from baseline review

- Removal of signalled pedestrian crossing adjacent to Costa, in favour of informal build-outs or crossings.
- Expand the existing area of public realm around the clock tower, to make more accessible to pedestrians and support the adjacent businesses.
- Create new areas of public realm to encourage visitors to stay and enjoy the village.
- Consider re-siting of existing loading bays.
- Consider removal of the bus stop lay-by adjacent to the bowling green to allow opportunity for more on-street parking and improve public realm.
- Provide new cycle hubs throughout the village and seek to provide additional cycle facilities in accordance with the TfGM 'Streets For All' Strategy

## Urban Design

### Key Findings:

- Hospitality and service based businesses are found to be the most prolific land uses in Hale.
- The village is found to have a lack of public realm and quality green space.
- There are several buildings of historic and architectural importance towards the north of Hale village around the Clock Tower.
- Shop front analysis finds that design guidance could improve the appearance of the shop fronts.

### Opportunities arising from baseline review

- Opportunity to open up frontages onto the bowling green and improve the area as a community space and build on the new library and bowling club plans
- Opportunities to improve pedestrian routes through the village centre
- There are buildings with poor rear façades which need improving, particularly along Cecil Road.
- Opportunity to improve some frontages onto Ashley Road through the adoption of a design guide.
- To build on the important heritage aspects of the village and encourage new development which is unique and better meets operator's requirements.

## Public Open Space

### Key findings:

1. Vehicles
  - Hale is serviced predominantly by cars and parking is a key issue. It is required to make some businesses viable however there is a conflict of interest between business owners and residents.
  - The taxi drop off at the station and disused crossings is inefficient.
  - On street parking detracts from some good uses of forecourts and outdoor dining.
2. Public use of space
  - Pedestrian movements are made difficult by the wide junctions along the high-street, the mini roundabout on Victoria Road, narrow pavements and poor quality pavement surface.
  - There is a lack of street greening west of the bowling green however large high quality trees add character in other areas.
3. Central and Gateway Spaces
  - The clock tower is an iconic building in a gateway setting, but there are a lack of gateways at the entrances to the village.
  - Central green space at the heart caters for limited users and uses.

### Opportunities arising from baseline review

- Opportunity to widen footways and allow the flow of businesses onto the streets.
- Opportunity to improve the overall public realm across the village, through the introduction of new soft landscaping and linking one end of the village to the other.
- To alter road surfacing throughout the village to improve pedestrian and cycle accessibility and reduce the dominance of traffic.
- To utilise the key areas of opportunity at the bowling green and clock tower to encourage community activities and longer 'dwell times' in the village.



# HALE 'SENSE OF PLACE'

## THE STRATEGY

The strategy sets out a Vision to create two new public spaces - a village square and a village green, which will become the focus for community activity. Linking these spaces will be an attractive, vibrant and accessible High Street. The strategy will be achieved through:

- Creating a new village square focused around the Clock Tower and Station;
- Re-vision the existing bowling green as a space for the whole community integrating places for rest and play with vibrant, animated edges;
- Redesign on street parking to be more centrally located and better integrated with the streetscape;
- Create a quality high street environment with new paving, street greening and seating;
- Giving people more space and greater priority to walk and cycle with a greater priority with a street design that reduces the dominance of vehicles and encourage people to move freely, accessing services and shops on both sides of the street;
- Provide improved signage throughout the village to direct cyclists towards new cycle parking;
- Improvements to on-street parking directional signs to provide clear and updated information regarding numbers of spaces and locations;
- Improve village car parks - surfaces, planting and signage. Consider their use as temporary event spaces, village squares or market places; and
- Define a unique character and quality of place unlike anywhere else locally.

## A VILLAGE IN THE CITY

Hale has has a real village feel with small, independent retail, a vibrant community and day to night economy. It's close proximity to Manchester gives it a cosmopolitan feel but it's scale retains its charm and village essence.

- Conserve and enhance Hale's special buildings and quirky features;
- Reclaim the village square and village green as places for community to happen;

- Create spaces that are vibrant yet intimate with a village buzz and plenty of places to dwell;
- Reinforce the traditional vernacular through the use of local materials and traditional crafts but with a contemporary, cosmopolitan twist.

## A LOCAL DESTINATION

Hale is small enough to be quaint but diverse enough to be a destination. Attracting and retaining visitors whilst providing a desirable alternative to Altrincham is key to its success.

- Create a clear sense of arrival and improve the overall 'village' character feel within the centre;
- Encourage animated streets with outdoor cafe dining, spill out uses and attractive shopfronts;
- Create a cohesive high street that links new open spaces and encourages visitors to walk the length of the village;
- 'Dare to be different' to Altrincham - offer an attractive alternative for shopping, dining and leisure.

## ARTS & CRAFTS AND THE AVANT-GARDE

Hale is synonymous with the architecture of Edgar Wood, a prominent figure in the Arts & Crafts Movement and a pioneer of the 1920s/1930s Art Nouveau and Art Deco styles. There are opportunities to draw upon his architectural style and approach to reinforce local distinctiveness.

- Bring the Arts & Crafts focus of beauty, rich detailing, honest craftsmanship and traditional building techniques to public realm designs;
- Create quality incidences - street furniture / interpretation / signage that demonstrate craftsmanship and attention to detail;
- Village wide opportunities for Hale in Bloom with street planters in the romantic Arts & Crafts planting style;
- Make reference to later Art Nouveau and Art Deco styles through the use of new materials (concrete), geometric patterns and stylized forms.





A SENSE OF PLACE





# HALE MATERIALS & DETAILS

## HARD SURFACES

A simple materials palette running from shopfront to kerb with high quality edgings and feature surfaces around key landmarks and public spaces to elevate quality.

- continuous concrete flag paving from shopfront to kerb;
- feature areas of high quality paving focused around the Village Green and Clock Tower. Opportunity to use chevron paving making reference to the Edgar Wood motif;
- coloured macadam carriageways to slow vehicles and extend public space across the highway;
- areas of block paved parking bays to visually extend the footway.

## STREET FURNITURE, WALLS & LIGHTING

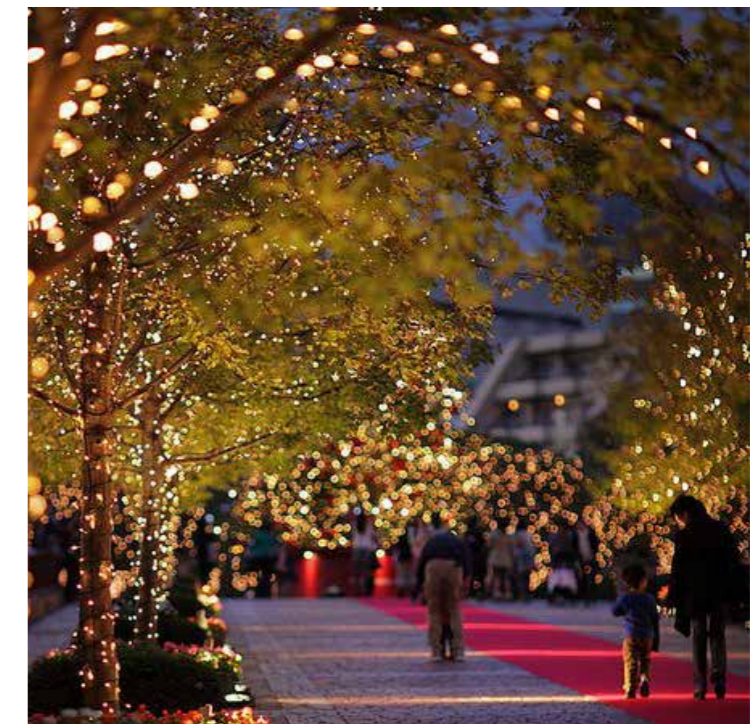
High quality interventions influenced by the Arts and Crafts values of craftsmanship, beauty of materials, simplicity and nature as inspiration.

- Feature benches, signage and art focused around the Village Green and Clock Tower;
- Timber, brick and metalwork crafted to interpret Edgar Wood's work;
- Feature lighting of the clock tower to elevate the gateway landmark;
- Tree pealights to create an ambient evening environment;
- Incorporate playful elements into street furniture and other elements to encourage family activity.

## SOFT LANDSCAPE

Hale High Street provides opportunities for new street planting and ornamental gardens focused around the Village Green and Clock Tower with floral displays in raised planters to provide visual continuity along the street.

- Retain high quality mature trees around the Village Green to maximise green character;
- New street tree planting to add character and create a greener, more intimate village centre. Use narrow crown trees suitable for urban conditions with seasonal interest;
- Make reference to the Arts and Crafts approach to garden design through romantic plantings structured by clipped hedges;
- Rich floral displays in street planters create continuity along the High Street and reduce the visual impact of parking and traffic on fronting properties.





PRECEDENTS





# HALE ASHLEY ROAD

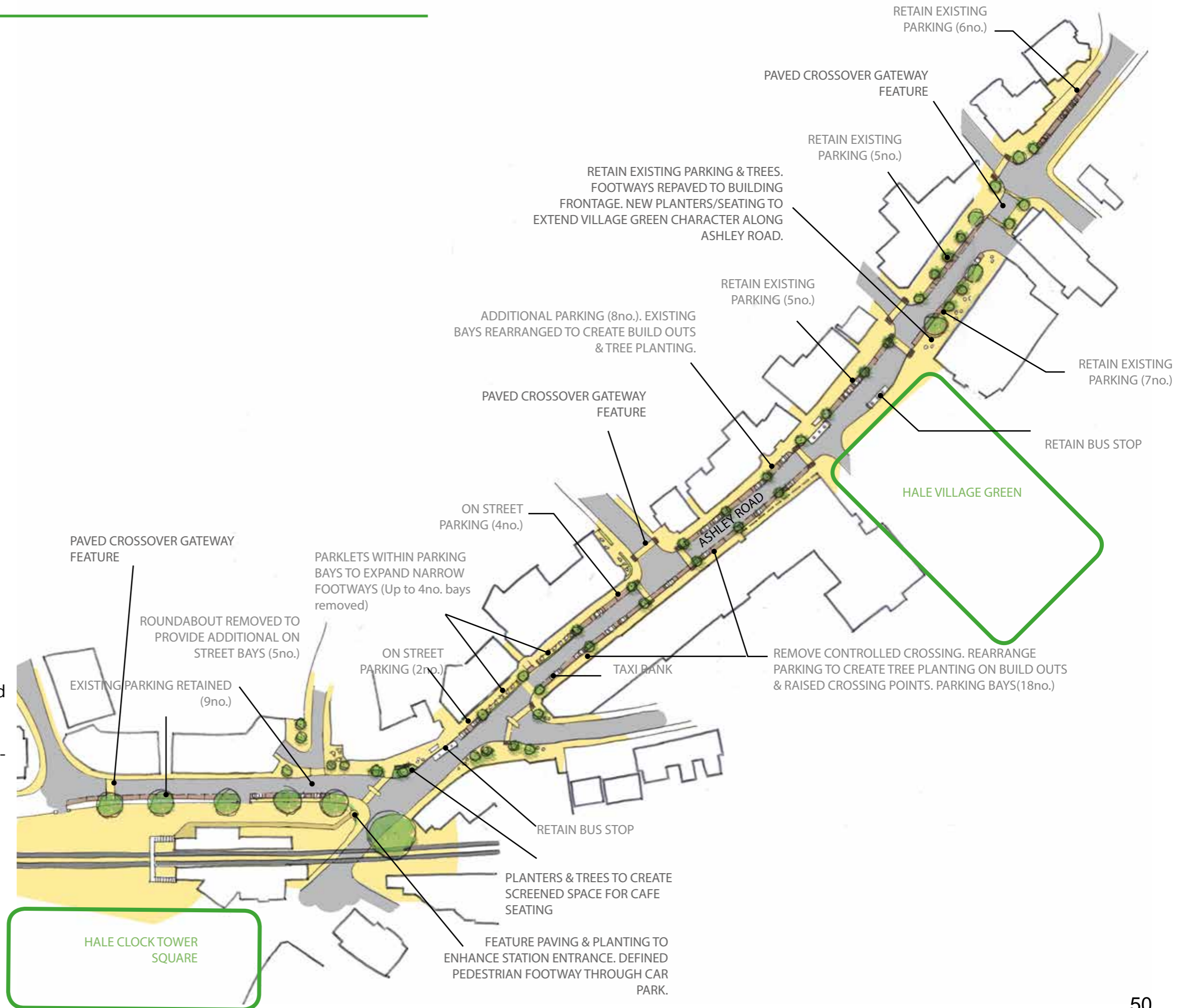
## KEY PROPOSALS

### Traffic & Transport

- Retain existing on street parking where possible;
- Create additional on street parking bays to replace parking removed around the clock tower;
- Rearrange on street parking to create build outs for tree planting, informal road crossings and space for parklets;
- All informal crossing points will include tactile paving to allow accessibility for all users;
- Reduce traffic speeds to 20mph by defining village entrances and providing at grade crossings at regular intervals;
- Remove the existing controlled crossing freeing up space for additional village centre parking;
- Retain bus stop locations;
- Cycle parking at key locations.

### Public Realm

- Screen traffic with planters and trees and provide village parklets to create informal seating areas, additional greenery and areas for play;
- Tree planting/planters on kerb build outs and wide footways to extend the village green character;
- Enhance the Station entrance and create legible pedestrian/cycle routes to it;
- Improve pedestrian crossing of Ashley Road and side road junctions;
- Improve quality and consistency of footways with new frontage to kerb paving;
- Paved parking bays to create the illusion of wider footways.





## PRECEDENTS



CONSISTENT PAVING TO PRIVATE FORECOURTS & ADOPTED FOOTWAYS



PLANTERS & SEATING GROUPED ALONG THE STREET



RAISED TABLES MARK VILLAGE ENTRANCES & 20 MPH ZONE



GROUPINGS OF PLANTERS EXTEND THE CHARACTER OF THE VILLAGE GREEN ALONG ASHLEY ROAD



SEATS, TREES & HIGH QUALITY PAVING IN KEY LOCATIONS



POTENTIAL NEW STREET FRONTAGES & PAVED PARKING BAYS



# HALE ASHLEY ROAD

## PARKLETS

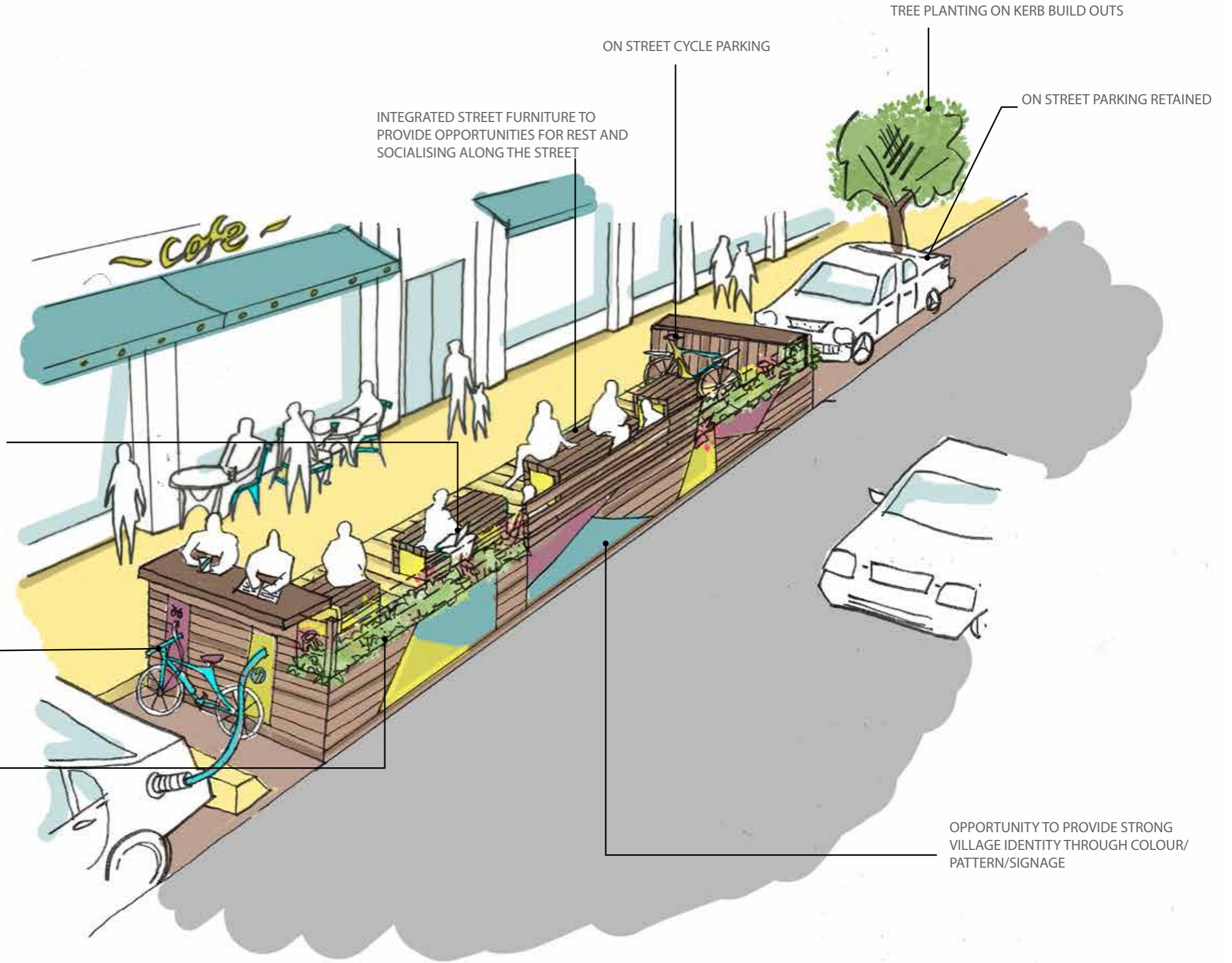
Hale offers the opportunity to develop the Parklet concept, bringing life and vitality to the heart of the village. Existing on street parking spaces outside cafes, restaurants and retail could be converted to new urban pocket parks extending the footway and incorporating planting, seating and cycle parking to provide pleasant places for people to stop, sit and enjoy the street. An initial pilot project would test the appetite for further expansion of the concept and allow for a gradual move towards an increased cycle and pedestrian accessible village centre.

POTENTIAL FOR EXTERNAL WI-FI ENABLING TO ENCOURAGE AGILE WORKING

FOOTPATHS WIDENED TO THE WIDTH OF EXISTING PARKING BAYS

INTEGRATED ELECTRIC CAR & CYCLE CHARGE POINTS

PLANTERS PROVIDE ADDITIONAL STREET GREENING AND PROTECTION FROM VEHICLES

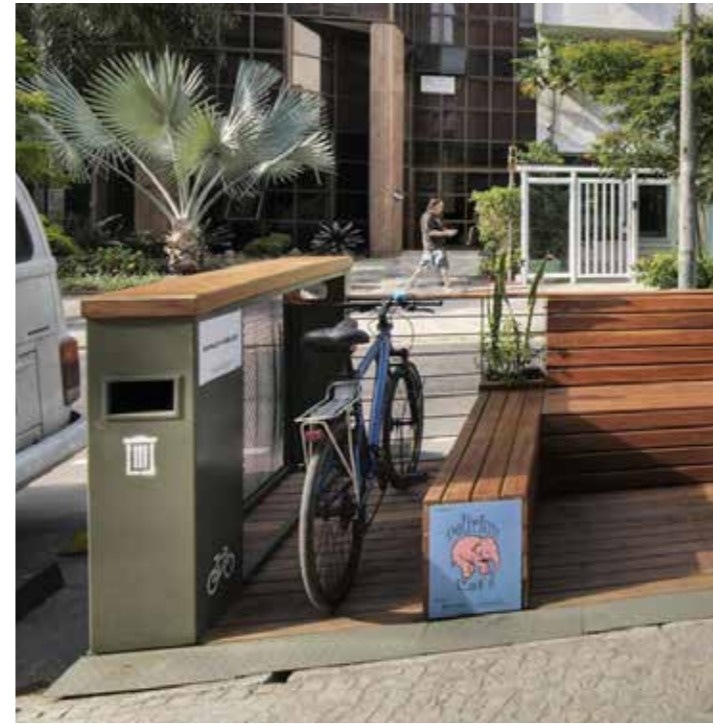




## PRECEDENTS



CYCLE PARKING, LITTER BINS AND SEATING INTEGRATED INTO PARKLETS LEAVE FOOTWAYS CLEAR FOR MOVEMENT



USERS PROTECTED FROM TRAFFIC BY SEAT BACKS / FENCING



VILLAGE IDENTITY CAN BE ENHANCED BY PARKLET SIGNAGE AND SOFT LANDSCAPE



TEMPORARY PARKLETS CAN TEST VILLAGE USER'S APPETITE FOR PARKING REMOVAL AND PARKLET CREATION



# Hale Bowling Green and Surrounding Area

## KEY PROPOSALS

### Traffic & Transport

- Existing controlled crossing removed;
- Bus lay-by, parking bays and road raised and resurfaced to create a pedestrian friendly public realm that extends across Ashley Road to the Village Green;
- Paved surfaces to extend outdoor seating terrace and plaza from the Britannia Hotel to the Village Green.

### Public Realm

- Poor quality tree specimens removed and the existing hedge trimmed back to open up views to the Village Green;
- Additional tree planting and seating to Ashley Road;
- New street tree planting on kerb build outs;
- Raised lawns/ornamental planting beds with alcove seating to enclose and define the Village Green. Informal seating opportunities created by the lawns and walls;
- The owner of the Britannia Hotel has been consulted as part of the process. He advised he had no immediate plans to make any fundamental physical or other changes to the hotel and the Council will monitor the situation closely, with further engagement when appropriate;
- Informal play sculpture with overlooking seating to provide breakout space for families;
- Landmark artwork with integrated lighting to lead visitors from the car park to the village heart;
- Opportunity to animate the edges with space for cafe seating overlooking the green;
- New high quality paving, seating and lighting;
- Explore opportunities for alternate temporary and seasonal uses of the green for the wider community in conjunction with new activities at the proposed Community Hall -these could include a temporary ice-rink / funfair, market, summer games.





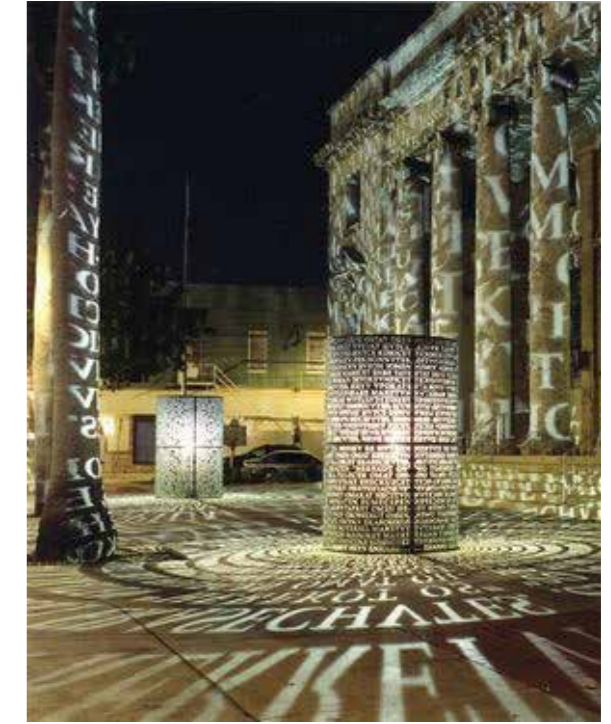
PRECEDENTS



PLAY SCULPTURE



ARTIFICIAL BOWLING GREEN WITH SEATS AROUND



ART / LIGHT LANDMARK



TEMPORARY EVENT SPACE - ICE RINK / SUMMER GAMES



COMMUNITY GATHERING SPACE / ARTWORK & HISTORIC INTERPRETATION



## KEY PROPOSALS

### Traffic & Transport

- Retain residents parking;
- Retain existing provision for loading and parking adjacent to businesses;
- Relocate on street parking around the clock tower and a small number of on street bays to facilitate tree planting and footway widening;
- One way traffic around the square creates space for people and retains access to properties;
- Paved crossovers at village entrance to slow traffic entering the village;
- Raised table and paved road surface extends the square to the building edges and slows vehicles moving through the area.

### Public Realm

- Widen footways to allow for cafe spill out;
- Tree planting on kerb build outs;
- Create new village green - Ornamental planting, lawns and seating alcoves create a quiet, reflective space focused around the clock tower;
- Space for small markets, cafe seating, village events;
- Feature lighting of the clock tower and trees to create an attractive evening destination;
- New Station arrival space with short term parking / taxi drop-off and cycle parking;
- Improve disabled access to front entrance;
- Water fountain setting improved.





PRECEDENTS



TRAFFIC CALMED PAVED SQUARE WITH STREET TREE PLANTING



SEATING & TREE PLANTING



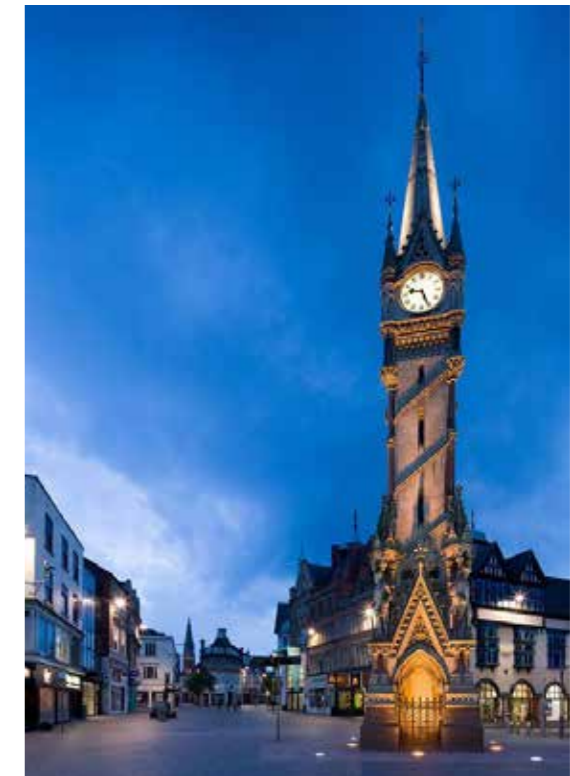
AMBIENT TREE LIGHTING



HALE IN BLOOM PLANTING & WALLS FOR SEATING



LAWNS & SEATING WITH PATHS THROUGH



FEATURE LIGHTING OF CLOCK TOWER





Pizzeria Ashley Road

PIZZERIA

Pizza Makers Since 1965

Pizza Makers Since 1965



BOYERS

COY



# Movement Strategy

07



# HALE VILLAGE GREEN - MOVEMENT STRATEGY - EXISTING

## ASHLEY ROAD - CLOCK TOWER SQUARE

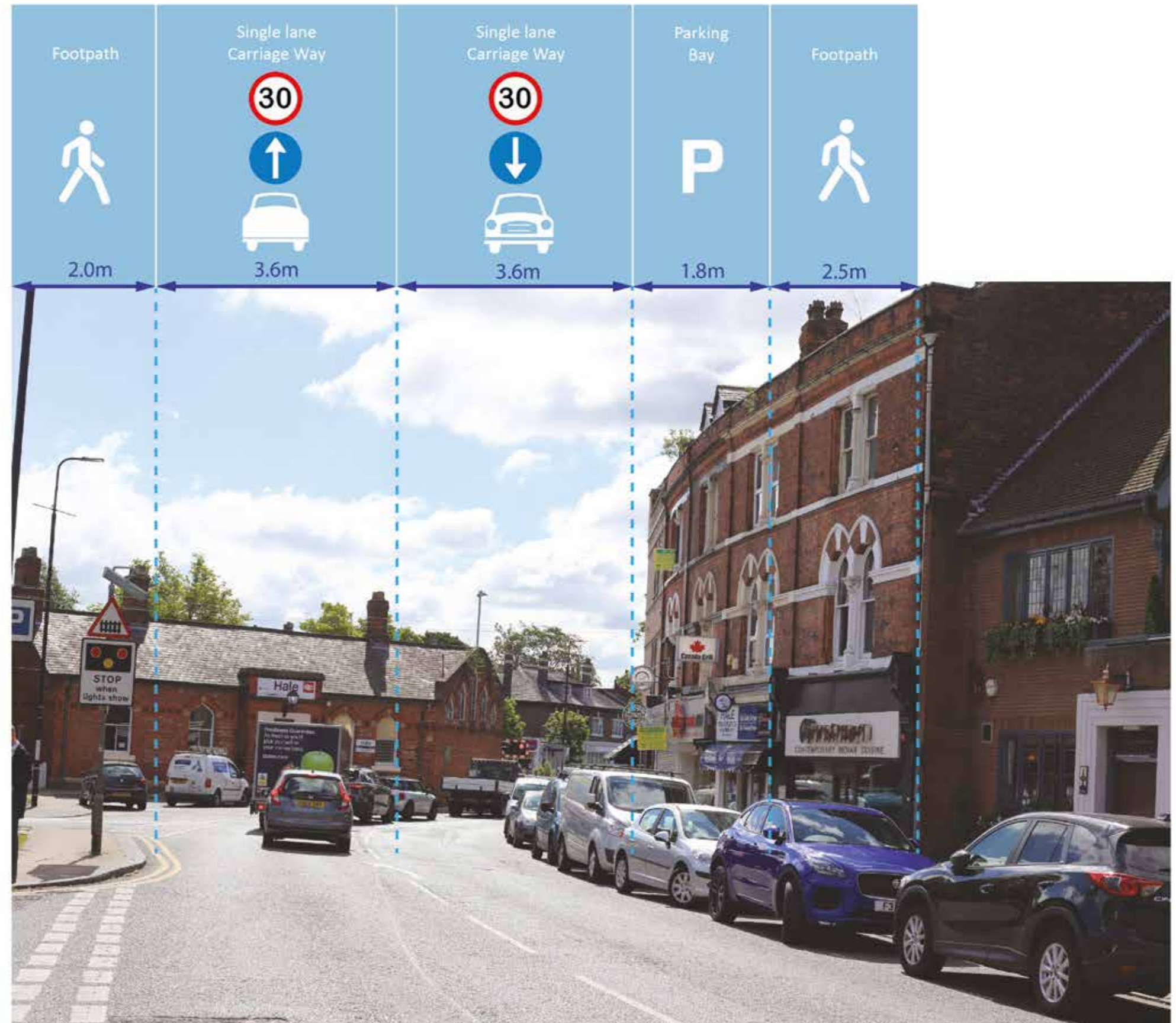
### Existing

#### Traffic & Transport

- Narrow footways;
- Wide carriageway with standard macadam surface. 30mph speed limit;
- Crowded on-street parking bays create poor streetscene.

#### Public Realm

- Limited street greening. No space for trees;
- Poor quality pedestrian environment. No space for spill out activity;
- Low quality footways and furniture creates a poor visitor impression;
- Wide carriageway makes the crossing of Ashley Road difficult.





# HALE VILLAGE GREEN - MOVEMENT STRATEGY - PROPOSED

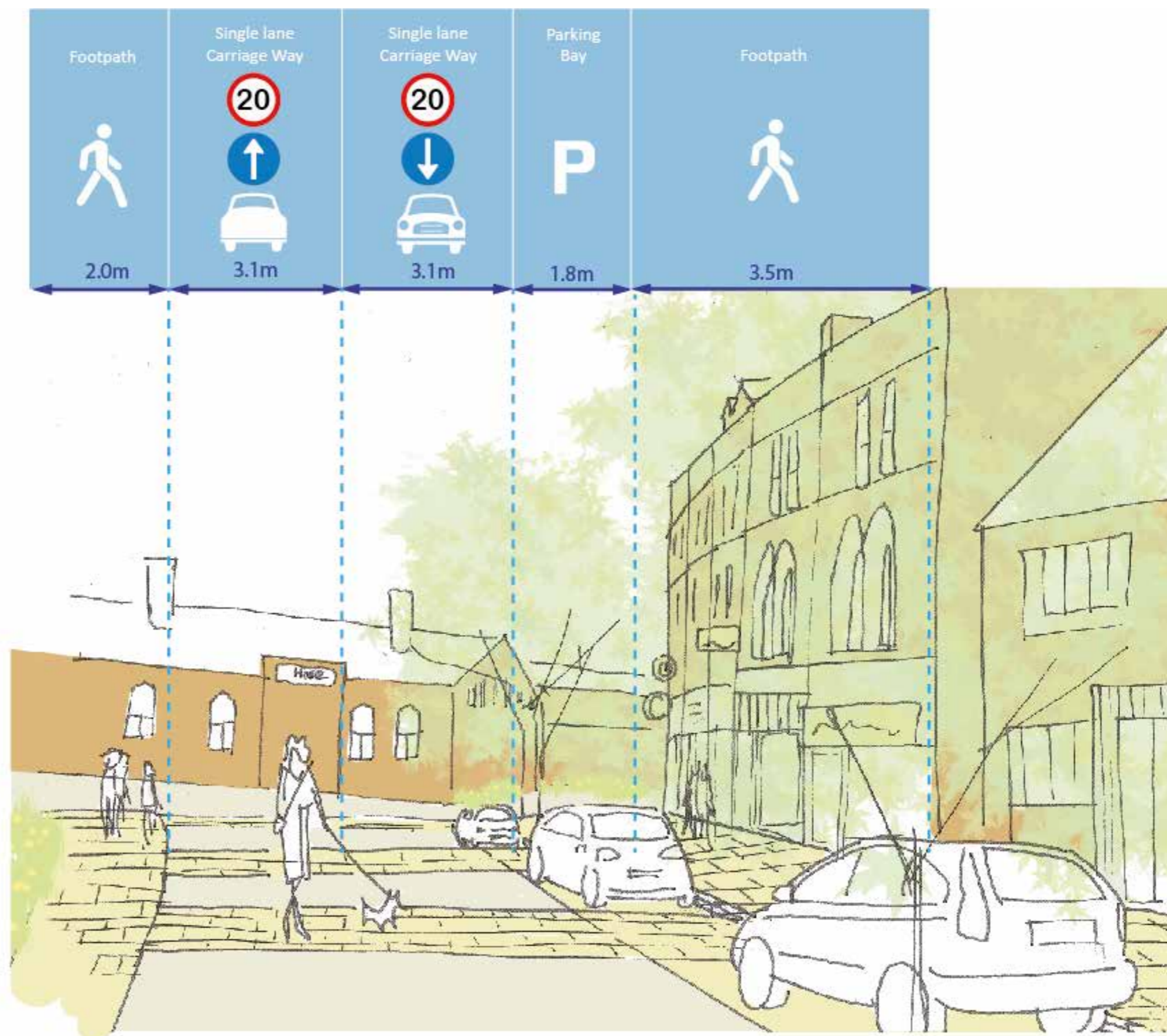
## PROPOSED

### Traffic & Transport

- Retain existing vehicle movement;
- Reduce speed to 20mph through raised speed table, change of surface and carriageway narrowing;
- Road width to allow for continued ability for larger vehicles to use Ashley Road e.g. for deliveries to local businesses;
- Retain on street parking;

### Public Realm

- Widen footways to allow for spill out activity;
- Paved parking bays create illusion of wider footpaths;
- Boulevard tree planting on kerb build outs;
- Shared paved surface gives pedestrians priority and eases movement across Ashley Road.





# HALE ASHLEY ROAD - MOVEMENT STRATEGY - EXISTING

## ASHLEY ROAD

### Existing

#### Traffic & Transport

- 30mph speed limit;
- Crowded on-street parking bays create poor streetscene;
- Controlled crossing limits scope for further parking. Road speeds and numbers do not require a formal crossing facility.

#### Public Realm

- Limited street greening. No space for trees;
- Low quality footways and street clutter creates a poor visitor impression;
- Street lacks character and pedestrian scale.





# HALE ASHLEY ROAD - MOVEMENT STRATEGY - PROPOSED

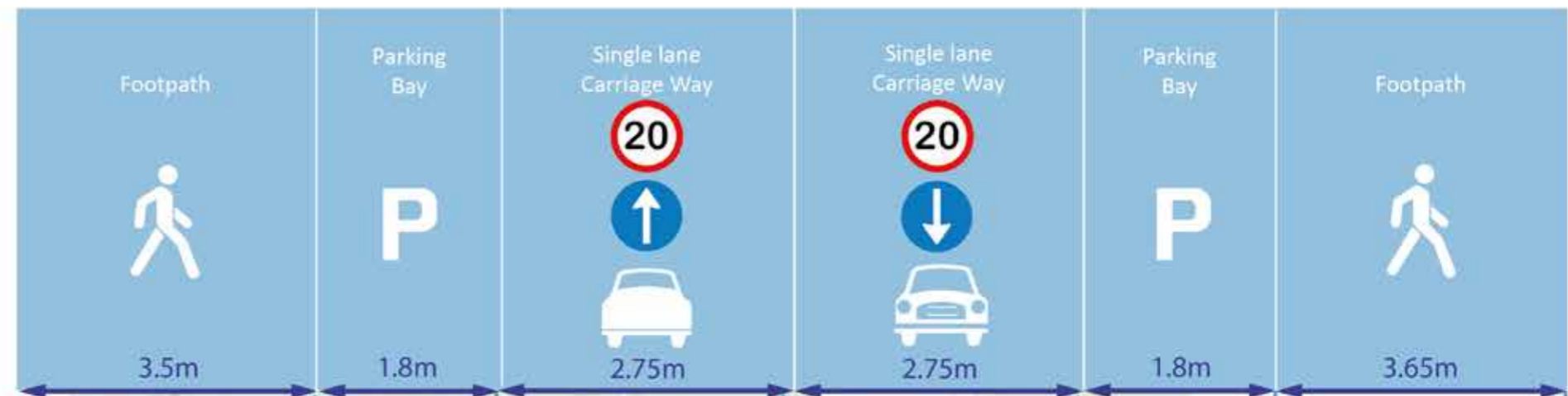
## PROPOSED

### Traffic & Transport

- Retain existing vehicle movement;
- Reduce speed to 20mph through regular raised speed tables and gateway enhancements;
- Retain on street parking south side;
- Remove controlled pedestrian crossing to allow for additional parking / better parking arrangement.

### Public Realm

- Paved parking bays create illusion of wider footpaths;
- Boulevard tree planting on kerb build outs;
- Paved level surface gives pedestrians priority and ease movement across Ashley Road.









# Shopfront Strategy

08



# Shopfront Strategy - Case Study

Shopfront restoration and design codes have transformed high streets across the country. A good example of this renewal is in Derby as shown below, where many shopfronts were upgraded over an eight year period. By using the design principals of historic shopfronts, such as well proportioned fascias and signage, the streetscape was given an overall harmony and continuity. As a result, footfall increased by 12%.



Large fascia covering the original windows. Garish signage at an inappropriate scale and typeface

Unnecessary signage. Poor quality illuminated signage also detracts from the street scape

Bright, contrasting colour of fascia, not in-keeping with the colour of shop front elements

Cluttered Windows



The modern fascia has been removed to reveal the windows and the original fascia has been restored. The new signage uses a smaller and more traditional typeface to compliment the original features

All window clutter removed and mullions painted in the same colour as other shopfront elements

Brick has been used for the stallriser, preventing a dirty appearance over time

A deep, muted blue has been used throughout, creating an overall harmony





# Shopfront Strategy - Proposed

Shop frontages are composed of a number of functional elements, which traditionally adhere to classical architectural principals. Many shops within Hale’s study area display plinths, columns and entablature, typical of many Victorian and Edwardian shop fronts, in addition to a traditional fascia for signage and stallriser below the main shop window. Careful consideration should be given to the proportion of these elements in relation to the building facade as a whole. In order to achieve a harmonious street scape, no single element should dominate.

There are also modern shop frontages present in Hale, particularly adjacent to the bowling green. These shop fronts have some of the traditional architectural elements omitted, though would still benefit from the suggested principles in the Trafford Design Guide, particularly regarding the proportion of fascias and signage.

example shopfront





## Shopfront Strategy - Proposed

A fascia is used to display the signage of the shop, creating a visible separation between the ground floor and upper floors. Traditionally the fascia would display the shop name and often the trade of the business in hand painted lettering. Given its prominence, the fascia has a considerable impact on the character and appearance of the building and streetscape.

The proportion of the fascia and signage in relation to the remaining shop front need to be carefully considered in order to achieve a balanced elevation. The depth of the fascia should be no more than a fifth of the shopfront height. Wherever possible, the original fascia dimensions should be used.

Some shopfronts occupy buildings that may not have originally been designed to function as a shop, in these cases a fascia may not be incorporated into the design. Therefore, signage of an appropriate scale may be applied directly to the window.

The size of the fascia must be in proportion to the rest of the shopfront and the whole building. Fascias should be a maximum of one fifth the height of the shopfront.

The fascia should form an integral part of the overall design within the shopfront, rather than be a separate board superimposed without regard to the overall design.

A fascia should not extend beyond the shopfront surround, which is usually determined by the pilasters on each side. A fascia should not stretch uninterrupted across more than one building.

Fascias should not obscure the existing architectural elements. The top of a fascia should be positioned well below the sill of the first floor windows.



A good example of fascia proportion and signage in Hale



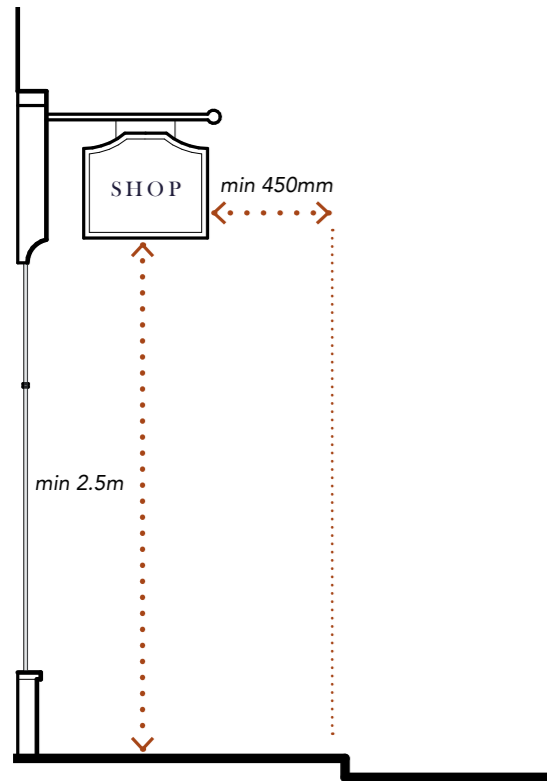
In some cases, buildings that were not traditionally shops will not incorporate a fascia in their design. Well proportioned lettering or signage should be applied directly onto the window



# Shopfront Strategy - Proposed

## Projected Signage

Projected signage may interrupt the view down a street if not carefully considered. The size and colour of the sign should be in keeping with the traditional fascia.



No more than one projecting sign per shopfront.

Projected signs should be in line with the fascia panel, and not above first floor sill level.

Signs to co-ordinate with the proposed colour scheme and typeface of the overall shopfront design code.

Maximum size should be 600x400mm but a small sign is preferable.

Minimum clearance of the footpath should be 2.5m.

Minimum distance between the kerb edge and sign edge should be 450mm.

## Canopies and Blinds

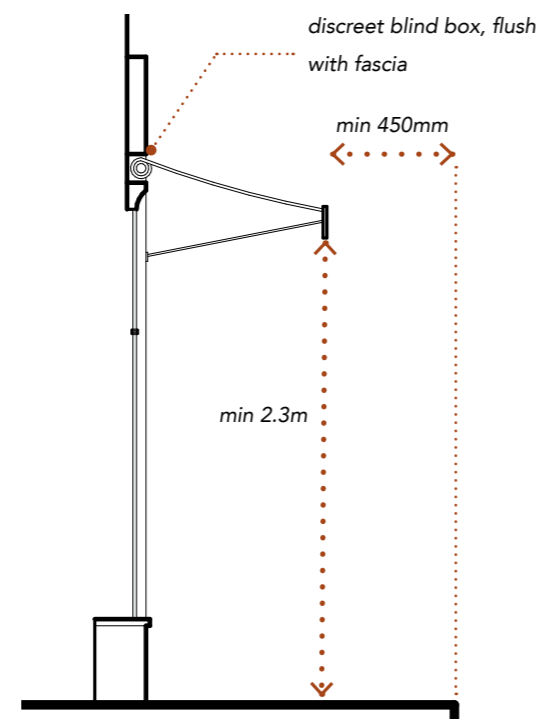
The use of canopies and blinds should not detract from the style of the shopfront and should be of an appropriate scale and colour. Shallower canopies are preferred, allowing more daylight into the building. The canopies should be made from canvas, avoiding shiny materials and plastic.

All canopies and blinds should clear the footpath by a minimum of 2.3m and there should be a minimum of 450mm between the kerb edge and outermost edge of the canopy.

Roller blinds must be retracted into a discreet 'blind box' that is fitted flush with the fascia.

Canopies should be the same width as the fascia or window.

Supports should not detract from the appearance of a shopfront.



Good examples of current canopies in Hale



# Shopfront Strategy

The proposed design principals give an overall cohesion to the street, complementing the architectural heritage of the floors above.





# Shopfront Strategy

The colour scheme used for each shopfront should complement the colours of upper floors and other buildings in the street. Darker or muted tones are preferred, avoiding the use of bright, garish colours. Many of the successful shopfronts in Hale use dark blues and greys, which allow the red brickwork of the upper floors to stand out. The materiality of the frontage is also important and the use of plastic should be avoided.

**Option 1 - Based on existing successful colours present in the area's architecture and shop fronts**



Hale has a history of Arts and Crafts architecture with the architect Edgar Wood completing two works in the area. Halecroft and Royd House. The Arts and Crafts movement often saw the use of muted blues and greens, and warm beige tones.

**Option 2 - Colours inspired by an Arts and Crafts colour palette.**







THE FLAN

BANOFFEE PIG SPECIAL



WINDMILL MUSEUM



# Action Plan

09



# 10. Action Plan

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**This Action Plan has been prepared by the project team in partnership with Trafford Council Officers and following the discussions with the local businesses and community**

The Action Plan provides an indicative phasing strategy, however key actions and outcomes will need to be undertaken alongside, and in response to the work of other partners, not least landowners where relevant.

Furthermore, it will be vital that the detail and direction of this Place Plan is brought forward through the Council's emerging Local Plan to ensure that specific planning policies support the delivery of key projects but also the future success of Hale as a village centre. As such, planning policy also needs to ensure that any potential schemes located outside of the village centre are appropriately assessed in respect of the potential to jeopardise the future of the village centre.

The potential improvements to the clock tower and surrounding area and the bowling green and surrounding area should be strongly encouraged and should be seen as key projects for the Council and the wider stakeholders, demonstrating the potential of the area and to increase footfall into the village.

Improving the overall safety of the village for pedestrians and cyclists through the slowing down of traffic and re-prioritisation of a centre that caters for the needs of people over vehicles should be a key and early objective, and all relevant stakeholders need to be supported from an early stage in order to deliver this. Creating a 'village feel' within Hale will encourage additional users into the village but also encourage these users to increase their dwell time. All of this will have knock-on economic benefits to the existing and new operators within the village centre.

All of the above (and the wider objectives of this village Place Plan) should have a website and make use of social media to communicate and promote engagement.

Advancing a coordinated set of actions across the village cen-

tre will help business confidence and support investment and should be progressed with the widest range of partner participation.

Projects need to look at exploiting current programmes, grant funding and regeneration funds wherever programmes and funds allow.

The projects and initiatives which the Village Place Plan highlights can be broadly categorised as follows:

- Potential regeneration and improvement opportunities for the clock tower and bowling green areas
- Transportation and access - improving the safety throughout the village for pedestrians and cyclists and encouraging additional uses along the streets
- Maintenance - creating an attractive environment, quality user experience and confidence for the future
- Events and promotion - increasing footfall and building on loyalty

Taking these categories together provides an action plan which sets out a strategic direction to bring forward detailed proposals to address the challenges and to exploit the opportunities in the village centre.

The table below shows the range of projects and initiatives along with the potential timeframe of delivery, although this will be dependent on a number of factors such as availability of funding and market reaction.



## Hale Action Plan

Project / Issue	Actions	Outcome/Objectives	Key Delivery Partner	Estimated Timescales
Monitoring the health of the centre	Regular updated healthchecks to be undertaken in Hale to monitor the diversity of uses and wider healthcheck indicators	<ul style="list-style-type: none"> <li>To monitor the health of the centre</li> <li>To establish the impact of Covid-19 on the centre</li> <li>To feed into future policy formation</li> </ul>	Trafford Council Nexus Planning Stakeholders	Short /medium term
To promote the Place Plan through the emerging Trafford Local Plan	To develop detailed policies to support the delivery of the Visions and Objectives in the Local Plan	<ul style="list-style-type: none"> <li>To formulate detailed policies based on the preferred approaches for the village centre</li> <li>To support the future of the centre through formal adopted policy</li> </ul>	Trafford Council Nexus Planning Stakeholders	Short term
The regeneration and improvement of the clock tower and bowling green areas	In consultation with local stakeholders and particularly businesses, the Council and project team will explore the options presented in this Village Place Plan in respect of both key areas of the village	<ul style="list-style-type: none"> <li>To undertake a formal consultation on the options</li> <li>To undertake wider highways modelling to explore the impacts on the surrounding highways network</li> <li>To finalise a landscape and design strategy for both of the areas and formally consult on these plans</li> <li>To establish potential funding streams for the proposed improvement schemes</li> </ul>	Trafford Council	Short / medium term
To enhance the public realm throughout the village	To develop a formal landscape strategy which builds on the objectives as set out in this Village Place Plan.	<ul style="list-style-type: none"> <li>To commission a formal landscape strategy for the village</li> <li>To enhance the village streets through the provision of new paving, lighting, street furniture and soft landscaping</li> <li>To consult on the public realm improvement strategy for the village</li> </ul>	Trafford Council	Medium term
Develop and adopt a formal shopfront strategy	To work up a formal shopfront strategy building on the work undertaken to form this Village Place Plan	<ul style="list-style-type: none"> <li>To develop the shopfront strategy set out in this Village Place Plan</li> <li>To encourage additional investment into the shopfronts in the village and establish potential funding streams</li> </ul>	Trafford Council	Short / medium term
Review the overall sustainability of Hale	To engage with TfGM and to establish a community engagement and activation model for the village	<ul style="list-style-type: none"> <li>To engage with the residents, business and stakeholders to understand current issues and barriers to sustainable transport</li> <li>To develop an interventions plan to tackle barriers and promote opportunities for sustainable travel (bike hire etc)</li> </ul>	TfGM	Short term
Signage / legibility strategy	Improving information, directional and statutory signage in the village to make it as user friendly as possible	<ul style="list-style-type: none"> <li>Review of signage for village centre users in key locations to establish whether improvements can be achieved</li> <li>To instruct a formal signage strategy for the village centre</li> </ul>	Trafford Council	Short term



