



# Hale | Village Place Plan



HM Government



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Development Fund



BIRD'S EYE VIEW OF HALE VILLAGE CENTRE AND THE AREA OF FOCUS FOR THE PLACE PLAN

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VIEW ALONG ASHLEY ROAD TOWARDS HALE STATION

# 1. Introduction

Nexus Planning ('Nexus') has been appointed by Trafford Council, working alongside technical consultants WSP, Gillespies and Buttress Architects, to prepare a Place Plan for Hale village centre. In light of the time which has passed since the preparation of the original Plan, the consultant team is now revisiting the context, findings and recommendations made, and seeking to re-consult with local residents and important stakeholders to move it through to formal approval by Council.

A key element of the Place Plan will be to take stock of the past couple of years, and really get to grips with how stakeholders and businesses view their centre. A detailed understanding of the commercial climate, future commercial trends and other potential implications will also form part of the formulation of the plans.

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.

It is not an adopted planning policy document but instead, seeks to identify a physical framework through which to prioritise interventions and will focus on identifiable and deliverable objectives for Hale through the establishment of a new vision for the village and realistic and achievable objectives. It will therefore support adopted policies contained in the development plan, guidance provided at national policy level, and seeks to reflect the guidance contained in the Supplementary Planning Documents such as the Hale Station Conservation Area SPD.

The Place Plan also 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 document will then be used to help guide development but also provide the basis upon which further funding can be sought to help deliver some of the key projects identified.

This Place Plan is to be used as a tool for attracting investment to Hale, helping make it a high quality town centre and an attractive destination for daytime and evening activity and economy. But it is also a means of communicating a vision for Hale for both stakeholders and residents

## **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.

## 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.

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.

One key area of change is associated with the relocation of the library to the site adjacent to the bowling green within Hale village. This has brought 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.

Key to the success of the Plan is its consistency with adopted planning policy and appreciation of the extensive work already undertaken by the local authority and stakeholders to help guide development and improvements within the centre.

## The Three Features of the Plan

This Village Place Plan has drawn inspiration from Hale's current strengths, and acknowledges where improvements are possible, with three features guiding the assessment of the Village:

- 1. Movement** – how people interact and use Hale from the surrounding residential catchments and further afield.
- 2. Public realm** – how Hale works for pedestrians, bicycles, cars and buses, and how these link with the gyratory system within the village.
- 3. Streetscape** – how we can plan for the future of Hale having regard to overall aesthetics, which will in turn attract new operators and retain those already present.



CLOCK TOWER AT THE NORTHERN END OF ASHLEY ROAD

## 2. Hale Village

### **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, cafés 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'.

### **The Hale Station Conservation Area**

The Hale Station Conservation Area was designated by the Council in August 1986, which was then extended to include Seddon Road and Heath Road in 2015. The Conservation Area Appraisal and Management Plan was adopted in July 2016, and sets out the boundaries of the Conservation Area, enabling the Council to manage change in the historic area in a way that will conserve and enhance it.

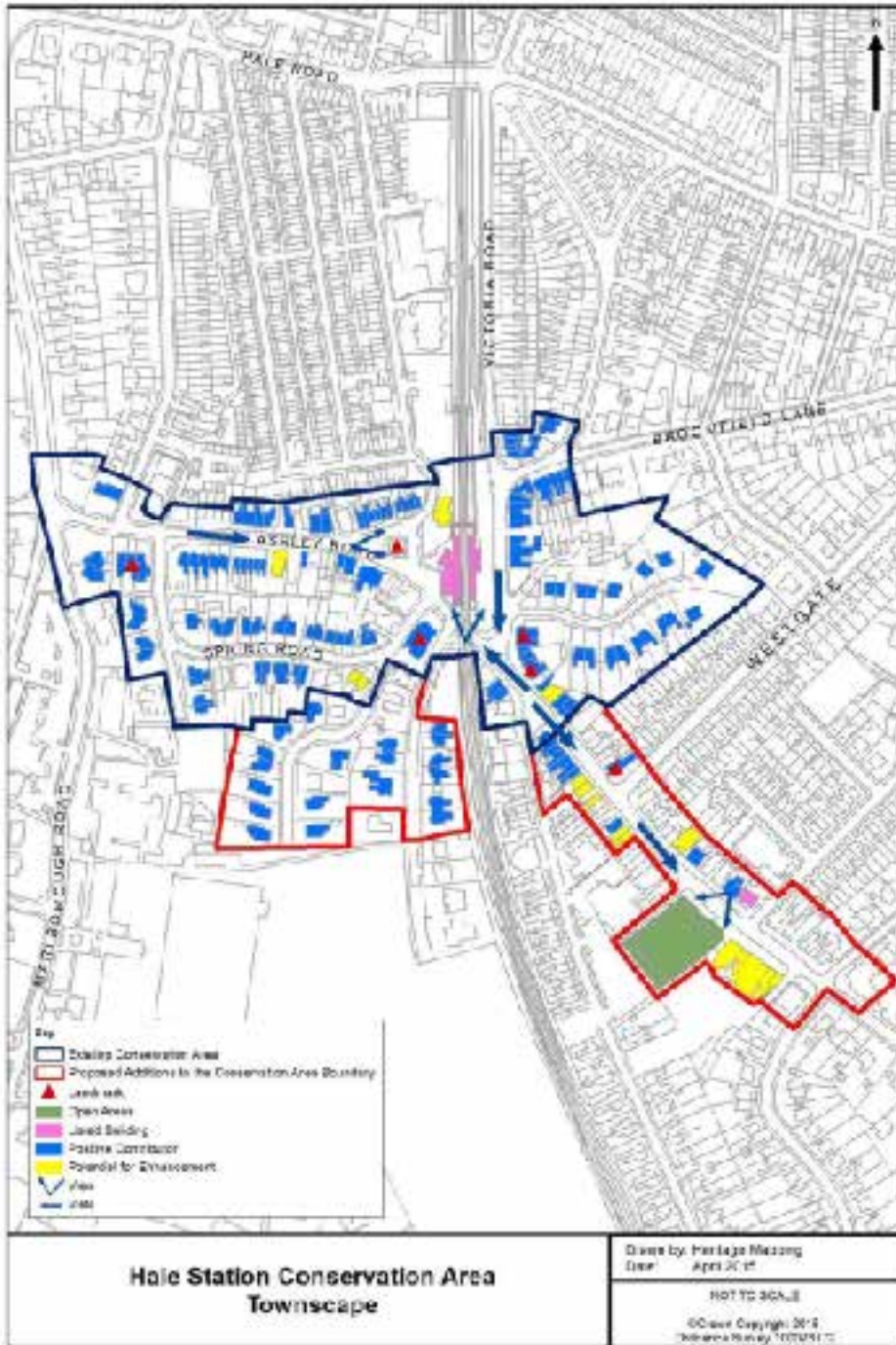
Provided overleaf is the townscape analysis map extracted directly

from the Conservation Area Management Plan. The map confirms the extent of the Conservation Area (to include those areas within the blue and red outlines) and identifies key landmarks, listed buildings, positive contributors and areas for enhancement throughout the village.

The Management Plan also provides key planning policies which set out parameters to manage future change to the Conservation Area, recognising that it is not the intention to prohibit change but instead, providing guidance around appropriate materials, methods and designs which will conserve the special character.

The majority of the area covered by the Place Plan (which reflects the defined district centre boundary) is also covered by the Hale Station Conservation Area.





IMAGES TAKEN FROM THE HALE STATION CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN

## Changes to Our High Streets

### Town Centre Policies

Town centre planning policies have traditionally sought to restrict the change of use of town centre units. Recently, however, there has been a drive towards greater diversification along high streets away from retail as the core land use, recognising the benefits that a diverse high street and town centre can bring. Although this diversification was accelerated by the pandemic, the change and acknowledgement of its importance to the health of our town centres, was starting to take place beforehand.

Alongside the recent extension of permitted development rights, this motivated the introduction of the Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020, effective since 1 September 2020. The changes to the Use Class Order have drastically changed them, and now provide for three new use classes focussing on commercial, business and service; learning and non-residential institutions; and local community uses. This is opposed to emphasis on retail only in the 1987 order, giving greater planning freedom to buildings and land to support the economic recovery.

Clearly, consideration will need to be given to the physical location of certain uses on our high streets. In particular the location of housing units in the context of the wider offer of the town centre. For example, new residential opportunities will be less desirable if sandwiched between a takeaway and a bar. There does however need to be a recognition that

there are real benefits through the introduction and increase in residential properties in town centres. Not only do they pose an opportunity to reuse otherwise redundant town centre stock, but they also provide the opportunity to increase footfall and expenditure within centres. Resulting in improving both the daytime and the evening economies.

### Updates in Hale Village Centre

Commercial and community activity in the village centre is apparent, and has continued to develop over recent years. Recent completions in the centre include the Brown Street residential development adjacent to the railway station, and the Crown Passages redevelopment adjacent to the car park in the east of the centre.

In terms of the new library, this is now constructed on the former bowling club adjacent to the bowling green, and the residential scheme has also been constructed on the former library site on Leigh Road.



NEW BOWLING CLUB AND COMMUNITY CENTRE IN HALE

## **Corporate Plan 2021-2024**

Trafford Council's Corporate Plan sets out the Council's strategic vision, outcomes and priorities for the borough. The document sets out how the Council will work with residents, communities and businesses to deliver change within the area, in line with the Council's commitments.

The Council's refreshed vision sets out reducing health inequalities, supporting people out of poverty and addressing our climate crisis, as the main priorities for the period 2021-2024. It is outlined that the main outcomes the Council wish to achieve are:

1. All our residents will have access to quality learning, training and jobs;
2. All our communities will be happy, healthy and safe; and
3. All our businesses and town centres will be supported to recover and flourish in an inclusive way.

The document outlines that the main way we can address the current climate crisis and the impacts of climate change is through working together and having clear plans to prevent future challenges.

The Council also outlines that it will promote and increase environmentally friendly travel modes and will develop the leisure offer, parks and green spaces in the different areas of Trafford. More specifically, the Council has outlined that it will: increase the number of electric charging points per 100,000 population; reduce vehicle miles travels on roads in Trafford; reduce the number of licenced vehicles with Trafford addresses; increase number of licenced Ultra

Low Emission Vehicles with Trafford addresses; and reduce the borough wide CO2 emissions.

## **Carbon Neutral Action Plan (December 2020)**

Trafford Council was one of the first local authorities to declare a climate emergency in November 2018, whilst Greater Manchester has committed to being carbon neutral by 2038 through the Greater Manchester Combined Authority. The Council is continuing to make progress with measures that will reduce the carbon footprint and put the authority on a pathway to carbon neutrality by 2038, and in doing so, help to improve the health and wellbeing of Trafford's communities, our environment and our economy.

The 2020 Action Plan sets out a series of key themes, of which the Council is already making very good progress against. Of particular relevance to this Place Plan:

- Trafford was the first borough in Greater Manchester to install the 'recycling on the go' trio bins, allowing recycling of litter in public spaces;
- The Council is delivering a range of cycling and walking infrastructure and developing a Walking and Cycling Strategy;
- The Council is enhancing spaces for pedestrians and cyclists across the borough, to enable people to keep their distance for safe essential journeys; and
- Trafford are key partners within the Greater Manchester Clean Air Plan cleaning up the air.

## Accessibility and Transport

Hale Railway Station is located within the district centre. The 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:

- Brown Street; 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.

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.



THE M&S FOODHALL ON ASHLEY ROAD

# 3. Community Activity and Consultation

## 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.

The Council's approach for involving local people in the preparation and revision of Local Development Documents and for consultation on planning applications in Trafford is set out in the Statement of Community Involvement (SCI) Review 2021. Whilst Place Plan will not be an adopted development plan, the consultation process has been mindful of the requirements of the SCI. There is also a duty on public authorities to consider or think about how their decisions affect people protected under the Equality Act, and this has been at the forefront of the engagement approach throughout the process.

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.

## 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. The detailed consultation strategy and process are included in the appendices.

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

**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 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** - was undertaken in late 2022 and in the first half of 2023 following the recommencement of the preparation of the Place Plan. The engagement involved an extensive online consultation process, along with in-person meetings with stakeholders and a formal public consultation event held on 24 January 2023 from 1-6pm at the St Peters Assembly Rooms in Hale.



## Hale Place Plan

### Help us to shape your community!

Trafford Council would like to hear your views and thoughts on the updated Hale Place Plan.



#### Drop in:

Tuesday 24th January  
1.00pm - 6.00pm



St Peters Assembly  
Rooms (Small Hall)  
134 Cecil Rd  
Hale, WA15 9NU

You provided valuable comments back in 2020 and 2021 which helped to shape the Place Plan and the Council now wants to update the Plan to ensure it is still relevant and focused on those areas most important to the public and stakeholders.

To assist, we are asking the public, businesses and stakeholders for their help to complete this latest round of consultation.

The boards will be on show at the consultation event (details to the left) or available online at <https://trafford.citizenspace.com/place/hale-place-plan-consultation> until 17 February 2023.

**We want to hear your views on these plans!**

For more information,  
please visit <https://trafford.citizenspace.com/place/hale-place-plan-consultation>





As part of the original consultation in 2019, the community, businesses and stakeholders were asked what they considered to be the key strengths, weaknesses, opportunities and threats. A summary is provided here:

### Strengths

- Good provision of independent operators, some of which have been in the village for a number of years
- Good community feel and local walk-in catchment
- Good public transport links
- Options for parking
- Good local schools, some of which are within walking distance of the centre
- High quality operators
- Attractive appearance within the centre, with some key heritage assets
- Engaged local councillors and other stakeholder groups
- The proposed new library and community centre.

### Weaknesses

- Availability of parking right in the centre of the village is seen as a weakness to some residents
- Permit parking was introduced to counter all day parking by businesses. It was felt that permit parking should be reviewed.
- 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.
- Recent closure of one of the principal public houses in the village.
- Lack of sustainable transport modes (cycling in particular)

### Opportunities

- Preserve the current parking offer
- To improve the public realm within the centre and provide new greenspaces or areas within which a market and other events can take place
- 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.
- The centre has a good balance of shops and businesses, avoiding too many of any one type e.g. barbers and estate agents.
- Opportunity for assisted living/retirement housing
- Opportunity to redevelop the Ashley Hotel site for affordable and retirement housing
- 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.
- Opportunities to harness solar energy in new schemes.
- Review the surrounding highways network to improve traffic flow

### Threats

- 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
- High business rates making it difficult for new businesses to survive
- Limited space for dedicated cycle routes given the need to retain on-street car parking.
- Car parking issues – limited residential parking and shoppers tend to park on surrounding streets rather than pay for parking
- Brexit and the implications on smaller centres
- Existing operators need to be protected (Post Office, density, chemists, pubs and so forth)
- 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.

## Stage 4 Public Consultation in 2022 and 2023

A number of valuable comments were provided as part of the consultation process back in 2020, which helped to shape the draft Place Plan and the Council now wants to update the document to ensure it is still relevant, can support the centre appropriately, and focuses on those areas that are most important to the public and other key stakeholders.

The updated Place Plan will then be used to try and secure funding to deliver some or all of the initiatives identified when appropriate opportunities arise. This approach taken puts 'place-making' at its heart and looks at issues around transport, movement of people and public space. It also responds to the challenges and opportunities presented by social and environmental changes, including the Covid-19 pandemic, the climate emergency and how people use the Village centre both now, and in the future.

After this public consultation, the Place Plan was updated to reflect the additional feedback received so that it reflects comments made by people living and working in Hale.

The updated Place Plan will then be formally approved by the Council as a 'Development Brief Document', providing the proposal with formal status. That means it will be used to guide investment and planning applications in the area.

## Meaningful and Inclusive Consultation

Meaningful engagement is a key thread running through the preparation of the Plan. As such, the project team ensured that local residents, local businesses and other stakeholders were notified about the consultation event through the distribution of a leaflet within a wide radius, online via social media and direct emails.

The event was very well attended, with consultation boards summarising the design team's work and setting out any material changes since the previous consultation events in 2019 and 2020.

A survey was provided in paper form at the event but also a QR code was publicised to enable those who preferred to, to answer the questions online. A total of 190 surveys were completed, with the majority (88%) completed online, with the remaining surveys completed in person at the consultation event.

Of these respondents, 77% confirmed that they were local residents, 5% workers, 6% business owners and 8% visitors to the centre.

A summary of this latest round of consultation is summarised on the next page.

## Stage 4 - Overarching Messages From The Local Community And Business

The survey included a number of questions regarding residents' habits of movement and use in and of the district centre, ones that sought feedback of the presented boards and ideas, those where they could express their opinions on the current state of the town centre, as well as wishes for its improvement, particularly around the movement strategy.

The answers reflect the wide diversity of users frequenting the town centre, but also highlighted patterns and common wishes.

57% of respondents stated that they typically travel to Hale on foot (walking), with a further 38% by car. 4% stated that they travel to the centre by bicycle.

The main purpose of visiting Hale was to undertake convenience (food shopping), comprising 47% of the responses, followed by visiting a café, bar or restaurant (29%).

44% of respondents stated that the draft Vision for Hale appropriately reflects the community's future aspirations for the centre.

In terms of the draft Objectives, the following proportions considered that they covered the requirements within the centre:

- Offer of the centre objectives – 48%
- Movement of the centre objectives – 50%
- Streetscape objectives – 61%
- Public realm objectives – 53%

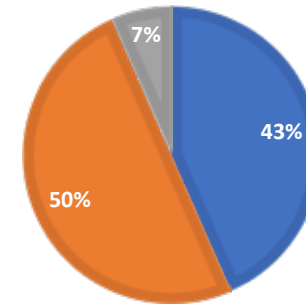
A total of 50% of respondents stated that they supported the proposed strategy for the bowling green area and a further 53% stated that they consider the movement strategy around the bowling green to be appropriate.

63% stated that they considered the strategy for the clock tower to be appropriate, with a further 66% stating that they considered the movement strategy around the clock tower to be appropriate.

A total of 51% of respondents stated that they consider the movement strategy along Ashley Road to be appropriate.

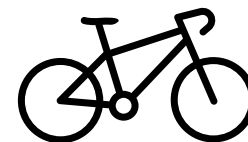
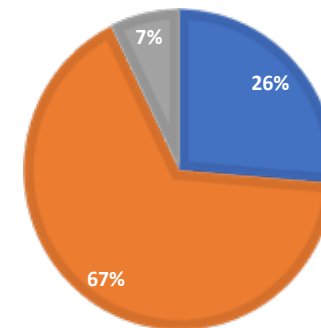
## DO YOU CONSIDER THE PROPOSED STRATEGY FOR THE BOWLING GREEN TO BE APPROPRIATE?

■ No ■ Yes ■ Not Answered



## DO YOU SUPPORT THE MOVEMENT STRATEGY AROUND THE CLOCK TOWER?

■ No ■ Yes ■ Not Answered



## Summary of Key Responses from Stage 4

'Whilst I think the ideas around traffic sound much better I am concerned that the reality is that people still do travel by car and lorries and buses (particularly school buses) will have to use the village. Will the changes to Ashley road give rise to more congestion on what is already a narrow road and/or encourage traffic to divert to Cecil Road where we live. Are you pushing the traffic onto a residential road.'

'Hale lacks character in places especially about Ashley hotel and neighbouring buildings. More softer touch ie trees, flowers needed. Street cleaning needs to be happening more often. Ashley Road looks filthy with rubbish and mess. Without volunteers, the area would look far worse.'

'The length of time that the level Crossing can be closed for, and the consequent backing up of traffic coming in both directions, need to be taken into account. Network rails future plans, especially in connection with the building of HS2 which will apparently include a very large work depot at Ashley, may involve a considerable increase in traffic along the line through Hale.'

'The plans need to be more ambitious to comply with Carbon Neutral Action Plan (December 2020) and what is in the latest draft of the soon to be published Wheeling and Cycling Strategy.'

'There is a large, multi-story car park on Brown Street that was built at great expense and inconvenience that the vast majority could park in and walk 2 - 5 minutes depending on destination. This car park is currently criminally under-advertised and under-used. Of course reserved parking should be available for Blue Badge holders, deliveries etc.'

'What about the people who can't walk or cycle? How do you get your shopping home?'

Parking in Hale is already ridiculous. People do not want to pay £2 to go and get a pint of milk.'

'Our main concern is that footfall has decreased dramatically over the past fifteen years, accelerating after Covid. Whilst your plan is well presented it does not identify that this is happening. It talks about Hale having plenty of independent retailers but if you dig deeper they are dwindling and are over represented by estate agencies, hairdressers and coffee shops/restaurants. Hale is no longer a shopping destination like Knutsford, Altrincham or Wilmslow. Regardless of how user friendly you make the space, if there aren't many interesting and varied shopping opportunities people will go elsewhere.'

'The Hale Place Plan is going to cost a lot of money to implement (and already has judging by the number of consultations). I think it prudent to get the Pavilion/Library established and see how much those facilities are used before embarking on further changes.'

# You Said - We Did

## Hot Topics

The following 'hot topics' were common throughout the process:

- Dominance of traffic through the heart of the centre
- The level of greenspace
- Highways and pedestrian safety
- Requirement for an appropriate level of car parking to serve the businesses
- The requirement for a formal pedestrian crossing
- Opportunity to use the bowling green for alternative uses
- Diversification of uses in the centre, to encourage a wider range of operators throughout the day and the evening
- Sustainable and active travel modes of transport
- The public realm
- Signage and wayfinding

Following a review of the feedback received, the following updates were made to the Place Plan:

General updates to the plans to incorporate comments from stakeholders, to include:

- Conservation Area Appraisal policies
- Streets for All
- GM Transport Strategy
- Design Code

Update to car parking assessment to provide up to date data

Retention of the formal crossing – acceptance that it is required for pedestrian safety

Updates to the bowling green area to reflect comments on the bowling green not being suitable for community uses

Updates to the clock tower area to reconsider the area adjacent to the clock tower and residents' parking

Removal of shopfront strategy due to conflict with Conservation Area Management Plan





HALE IS WELL-SERVED BY PUBLIC TRANSPORT, INCLUDING THIS BUS STOP ON ASHLEY ROAD

# 4. Baseline Analysis

## Community Profile - Demographics

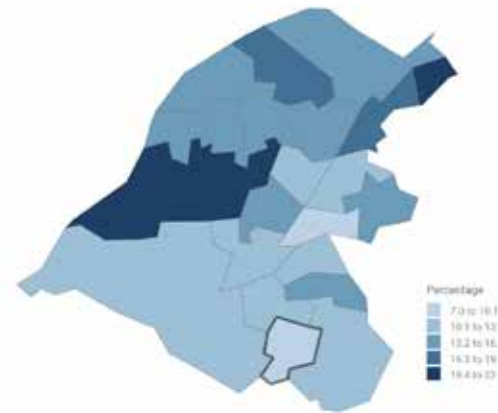
Hale Village is located within the ward of Hale.

Hale Central has a population of approximately 11,200 residents (as of 2021). Hale performs highly in a statistical sense, being the least deprived ward in the Borough in terms of health, education, employment, and housing.

Key demographic facts from Trafford ward profiling:

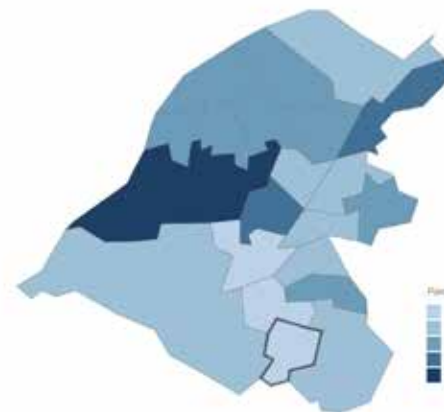
- A total of 61.4% of the population have a degree, the highest within the Borough. Just 7% of the population aged 16 and over do not have any qualifications, the lowest in the Borough;
- A total of 3.7% of households live in accommodation which is owned by local authorities or private registered providers, the lowest in the Borough;
- A total of 10.2% of households do not own or have access to a car, the second lowest proportion in the Borough; and
- 26.3% of the working age population are aged 65 years or above (higher percentages indicate a larger share of pensioners relative to the local labour force). Hale is 8th lowest in the Borough.

Residents with no qualifications  
2021



Trafford Data Lab: Hale Ward Residents with No Qualifications (Census 2021)

Household deprived in health  
2021



Trafford Data Lab: Hale Ward Residents Deprivation in Health (Census 2021)

## Policy Context Overview

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. 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.

The current adopted development plan for Trafford Council seeks to protect defined centres to ensure that they are vital and viable and support the needs of the local communities. A full planning policy review is included within the Appendices attached to the Place Plan.

Policy W2 of the Core Strategy 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.

The NPPF states that Local Plans should define a hierarchy of town centres, allowing them to grow in a way that allows a sustainable mix of uses and reflects their distinctive characters. The impact of proposals upon existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal will be assessed. Furthermore, councils must assess the impact of any proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and the wider retail catchment.

Further guidance is also provided in the Town Centres Practice Guidance on the preparation of town centre strategies and on the provision of town centre healthchecks. In terms of town centre strategies, the guidance, at paragraph 004 states that strategies should be used to establish the role and function of a centre, the vision for the future of the centre, how land can be used more effectively, opportunities for improvements to accessibility and the role that different stakeholders can play in delivering the vision.

This Village Place Plan is predicated on the general thrust of the policy, and in particular seeking to encourage a range of uses to better reflect the needs of the catchment.



## The Draft Design Code

The consultation draft of the Trafford Design Code provides clear guidance for developers, architects, planning officers and Planning Committee members for all development projects, from small and large-scale residential projects to commercial schemes. It will be adopted as a Supplementary Planning Document.

The draft Design Code covers a broad range of development types and scale across the whole Borough. The broad approach taken within the draft Code allows applicants a degree of flexibility in delivering a contextually appropriate scheme and is not intended to stifle innovation or architectural flair.

The Trafford Design Code outlines a landscape led approach to shaping design proposals. It challenges the designer on how to create outcomes that are shaped by their environment to create healthy, engaged and connected communities.

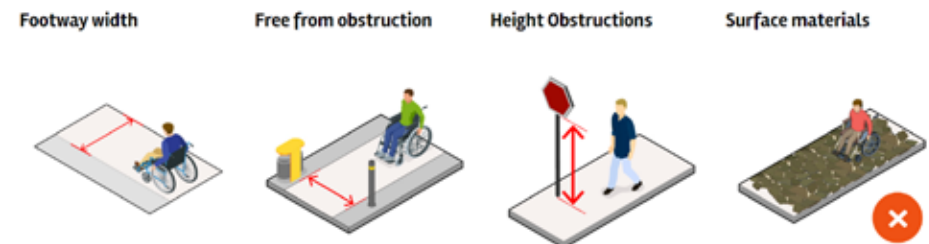
In terms of street design, the Design Code recognises that responding to local context is just as important in the design of streets as it is in buildings and structures.

The following summarises some of the relevant Codes:

- SPSD 1 - 'Active travel and street hierarchy', which seeks to ensure developments provide an attractive public realm and seeks to

maximise active travel and opportunities for communities to meet and play.

- SPSD 2 - 'Safe streets and attractive public realm', which requires applicants to demonstrate that the design of streets and public realm is appropriate for the development.
- SPPR 1 - 'Safety and Security', which states that the design of public realm and streets create the right conditions for people to feel safe and secure, without the need for additional security measures.
- SPPR 3 - 'Wayfinding and Legibility', which states that pedestrian environments must be safe, accessible, legible and free of visual clutter, providing consistent materials, wayfinding and signage.
- SPPR 4 - 'Street Furniture', which states that street furniture must make a positive contribution to the public realm.
- SPPR 7 - 'Materials', which seeks to ensure that materials used in areas of public realm must be high quality, durable and complement the local context.
- SPPR 8 - 'Accessibility' which states that areas of public realm must be designed to be fully accessible.



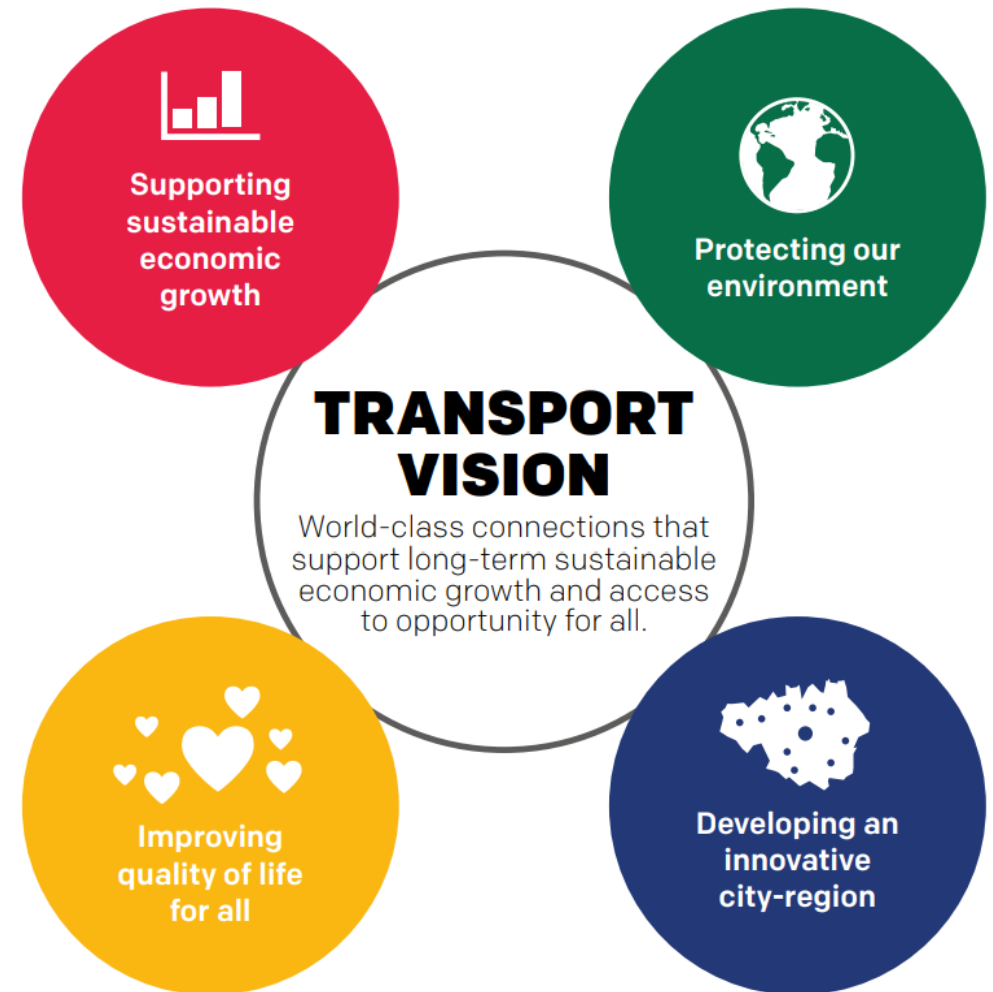
## Greater Manchester Transport Strategy 2040

The Greater Manchester Transport Strategy 2040 sets out Greater Manchester's long-term ambition for transport. The vision seeks to ensure Greater Manchester has 'world class connections that support long-term, sustainable economic growth and access to opportunity for all'.

The four key elements of the Vision are provided in the diagram opposite, taken directly from the Strategy. The 2040 Transport Strategy is structured around five types of trip - called 'spatial themes' - to enable an integrated set of interventions to be developed to address specific issues in different parts of the city-region and for different types of travel.

In helping to connect neighbourhoods, the Strategy seeks to ensure that local neighbourhoods are safer and more pleasant to walk and cycle round, with the impact on local roads reduced. In this regard, the Strategy also seeks to ensure town centres are attractive and well connected, to improve connectivity by public transport and encourage people to use local facilities.

Furthermore, the Strategy notes that neighbourhood-focused policies, including Streets for All and the Bee Network, will both increase the attractiveness of living in connected neighbourhoods, and increase the mode-share of active travel.



## Streets for All - Transport for Greater Manchester

Streets for All is a new approach for everything we do on streets in Greater Manchester. Streets for All places a strong emphasis on reducing traffic and road danger and on improving the environment for pedestrians, cyclists and public transport users. This people-centred approach to street planning, design and network management is needed to level up the transport network, support growth and productivity and enable us to meet decarbonisation targets.

Carefully considering the location and design of new building developments is important. It gives the chance to look at reducing the distances people need to travel to work, healthcare, education, green spaces and leisure facilities by locating these conveniently closer to where people live or in accessible town and city centre locations. Shorter distances mean that more trips can easily be walked or cycled, and new developments can be designed to be easy and safe to access through active travel and public transport.

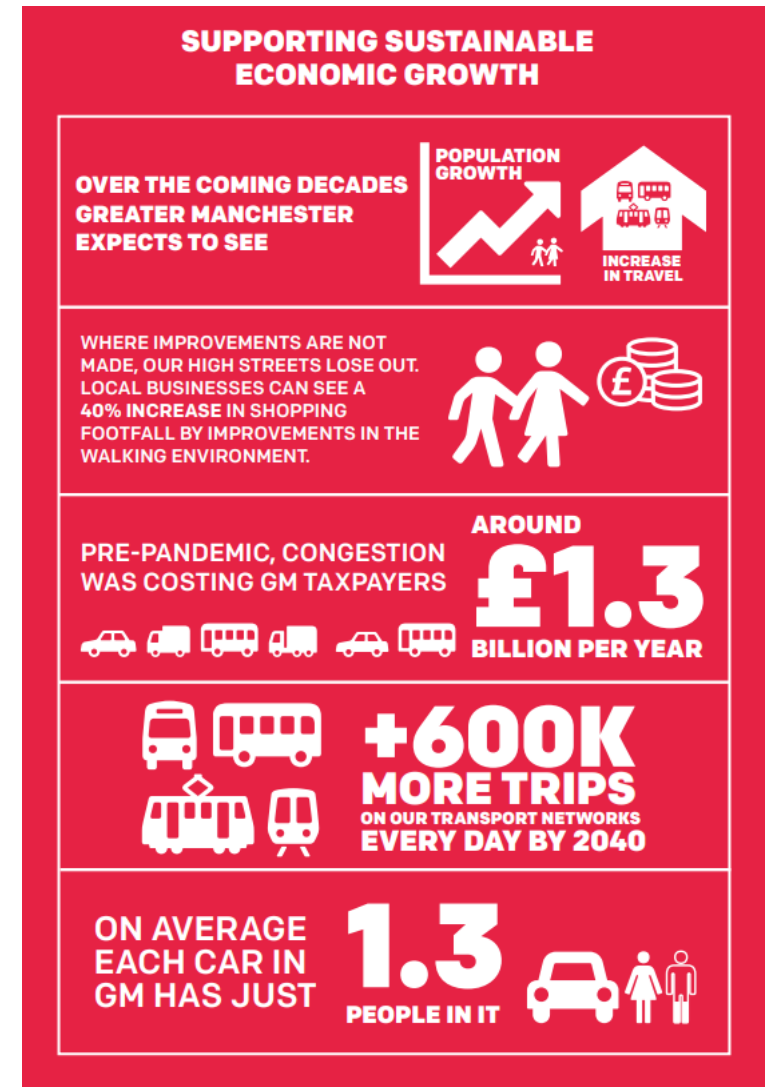


IMAGE FROM THE TFGM STREETS FOR ALL STRATEGY

## Hale Healthcheck

Category	Units		Floorspace	
Convenience	9	8.3%	1,948	15.7%
Comparison	22	20.4%	2,094	16.8%
Retail service	23	21.3%	1,720	13.8%
Leisure service	28	25.9%	3,754	30.2%
Financial service	18	16.7%	1,791	14.4%
Vacant	8	7.4%	1,122	9.0%

Hale is a diverse district centre, with a good level of provision of the immediate residential community which is augmented by a number of high-end and independent leisure services and comparison goods operators. Although Hale is focussed around leisure service uses, the convenience and comparison offer is considered appropriate to serve the needs of the local community. Accordingly, Hale is considered to be a vital and viable centre.



The range of comparison goods retailers is considered to be good and capable of both providing for day-to-day needs as well as offering a more 'specialist' range of goods.



The range of retail service operators in Hale, although not particularly diverse, is commensurate with the scale of the centre.



Hale is notable for the provision of leisure service operators within the district centre, and the offer remains generally strong and helps to underpin the vitality of Hale.

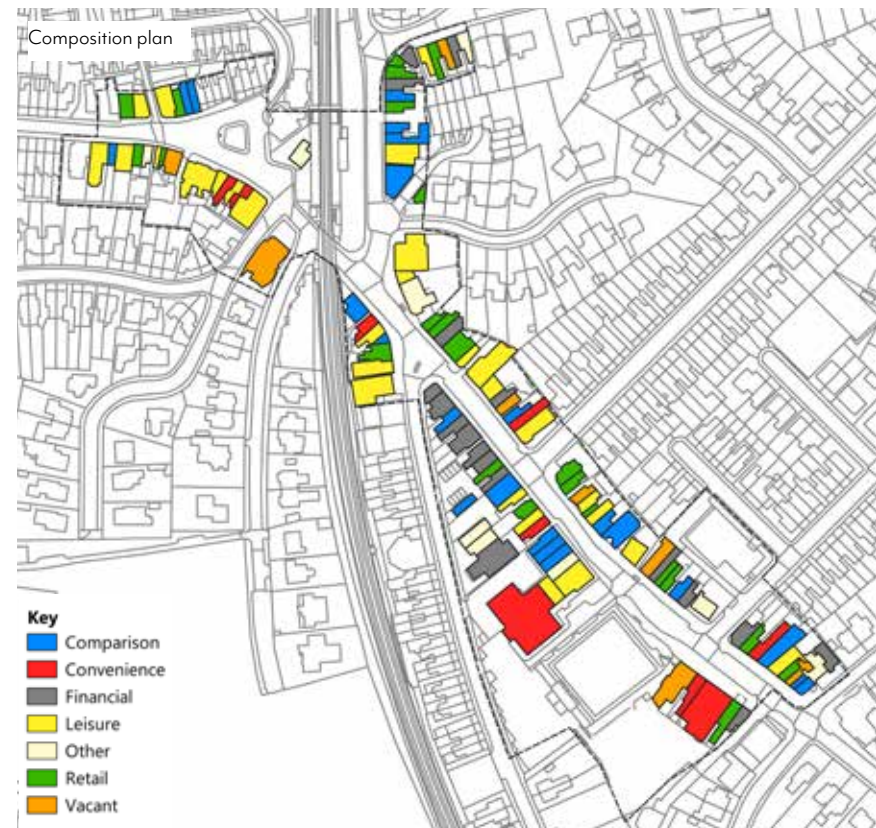


Hale railway station is located within the district centre. Ashley Road, which runs north-to-south through the centre is a busy thoroughfare.



Although the vehicle movements do impact upon pedestrian accessibility, generally pedestrian movements are safe and easy throughout the district centre.

Icons: Flaticon.com, Becris, lcongeek26, Freepik, catkuro





ASHLEY ROAD IS THE FOCUS OF HALE'S RETAIL AND LEISURE OFFER

## **Car Park Survey**

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. Surveys were undertaken in 2019 and again in 2023. 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 are reported upon fully in the WSP technical note provided as an appendix to this Place Plan.

The results from the survey demonstrate that even at the peak hours on a Thursday and Friday, over 30% of the surveyed parking stock was available. It is accepted that the majority of this availability lies away from the locations directly in the centre, which are those popular locations for parking. However, the areas surveyed all lie within circa 500 metres of the centre of the village, and as such it is still considered possible to park in these areas and walk to the village centre for those 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.

The results from the surveys demonstrate that 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.



HALE TRAIN STATION ON ASHLEY ROAD

# 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 the day.

The village centre will build on its 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 and will be a priority.

Through the improvement of the overarching 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’.



## The 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 catchment's 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 operators' 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.



## The 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 centre for Hale, improvements to the village should:

- Incorporate electric vehicle charging points (the design of which will take account of the Conservation Area guidance and the heritage assets within the village)
- 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 takes account of the historic streetscene, and 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 which takes account of the historic streetscene and wider Conservation Area, whilst minimising highway/public realm clutter

## **The 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 policies provided within the Conservation Area Appraisal and Management Plan and the Council's Design Code
- The distinctive heritage of the village 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, taking account of adopted planning policies which seek to preserve or enhance the character or appearance of the Conservation Area.

### **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, taking account of the specific guidance provided within the Conservation Area Appraisal and Management Plan and wider policy guidance
- 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 cafés, 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

## The Spatial Framework

### Movement and Highways

- 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:

- 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 resiting 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

- Hospitality and service based businesses are found to be the most popular 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 located throughout the village (see townscape map provided above).

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**

### 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.

### 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.

### 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.



# 6. Development Strategy

## 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 any- where else locally.

### A Village In The City

Hale has a real village feel with small, independent retail, a vibrant community and day to night economy. Its close proximity to Manchester gives it a cosmopolitan feel but its 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; and
- Create spaces that are vibrant yet intimate with a village buzz and plenty of places to dwell.

### 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;

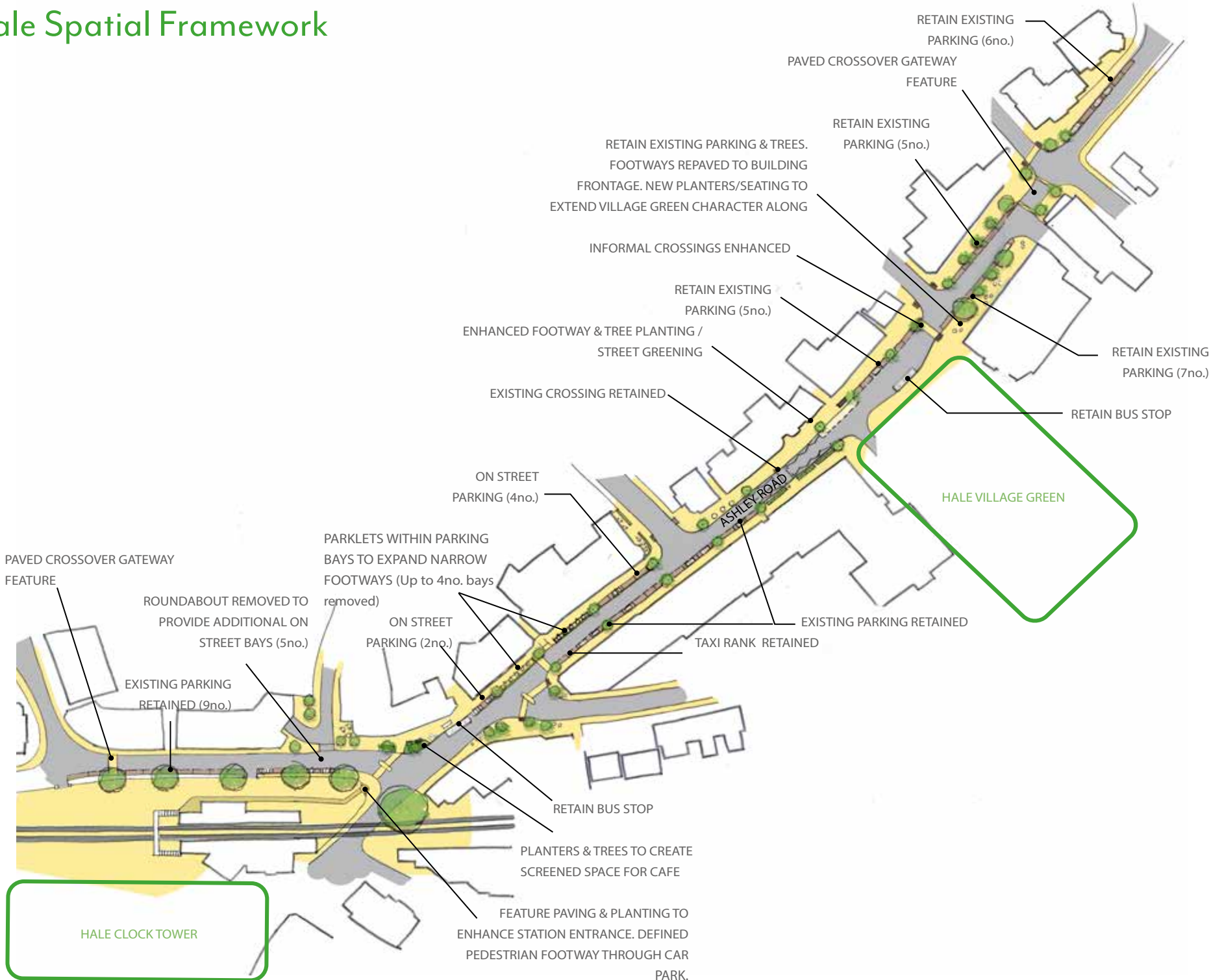


- Create a cohesive high street that links new open spaces and encourages visitors to walk the length of the village;
- 'Dare to be different' to Altrincham - offer an attractive alternative for shopping, dining and leisure.

#### Arts & Crafts And The Avant-Garde

- Hale is synonymous with the Arts & Crafts Movement. There are opportunities to draw upon this 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.

# Hale Spatial Framework



RETAIN EXISTING PARKING (6no.)

PAVED CROSSOVER GATEWAY FEATURE

RETAIN EXISTING PARKING (5no.)

RETAIN EXISTING PARKING & TREES. FOOTWAYS REPAVED TO BUILDING FRONTAGE. NEW PLANTERS/SEATING TO EXTEND VILLAGE GREEN CHARACTER ALONG

INFORMAL CROSSINGS ENHANCED

RETAIN EXISTING PARKING (5no.)

ENHANCED FOOTWAY & TREE PLANTING / STREET GREENING

RETAIN EXISTING PARKING (7no.)

RETAIN BUS STOP

EXISTING CROSSING RETAINED

ON STREET PARKING (4no.)

HALE VILLAGE GREEN

ASHLEY ROAD

PAVED CROSSOVER GATEWAY FEATURE

ROUNDABOUT REMOVED TO PROVIDE ADDITIONAL ON STREET BAYS (5no.)

PARKLETS WITHIN PARKING BAYS TO EXPAND NARROW FOOTWAYS (Up to 4no. bays removed)

ON STREET PARKING (2no.)

EXISTING PARKING RETAINED

TAXI RANK RETAINED

EXISTING PARKING RETAINED (9no.)

RETAIN BUS STOP

PLANTERS & TREES TO CREATE SCREENED SPACE FOR CAFE

HALE CLOCK TOWER

FEATURE PAVING & PLANTING TO ENHANCE STATION ENTRANCE. DEFINED PEDESTRIAN FOOTWAY THROUGH CAR PARK.



## 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;
- Retain the existing controlled crossing;
- 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.



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 Materials and Detail

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. This should include:

- 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.

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

- 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 Landscaping

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.

This should include:

- 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.



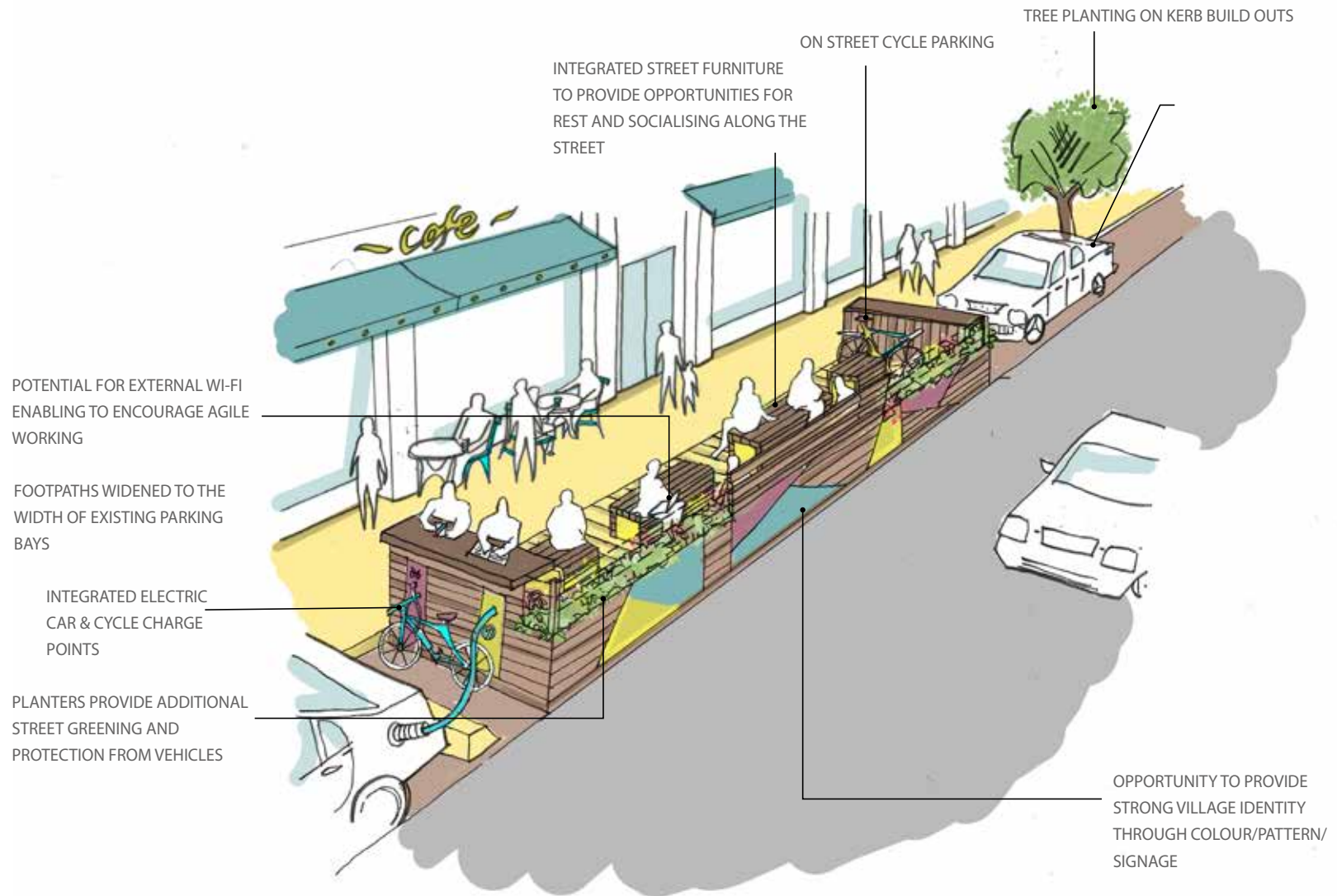
## Opportunities for Parklets

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 cafés, 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.

Any proposals for parklets within the the village would be subject to a full planning assessment, and would need to take account of relevant planning policies, in particular which seek to preserve and enhance the Conservation Area.







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

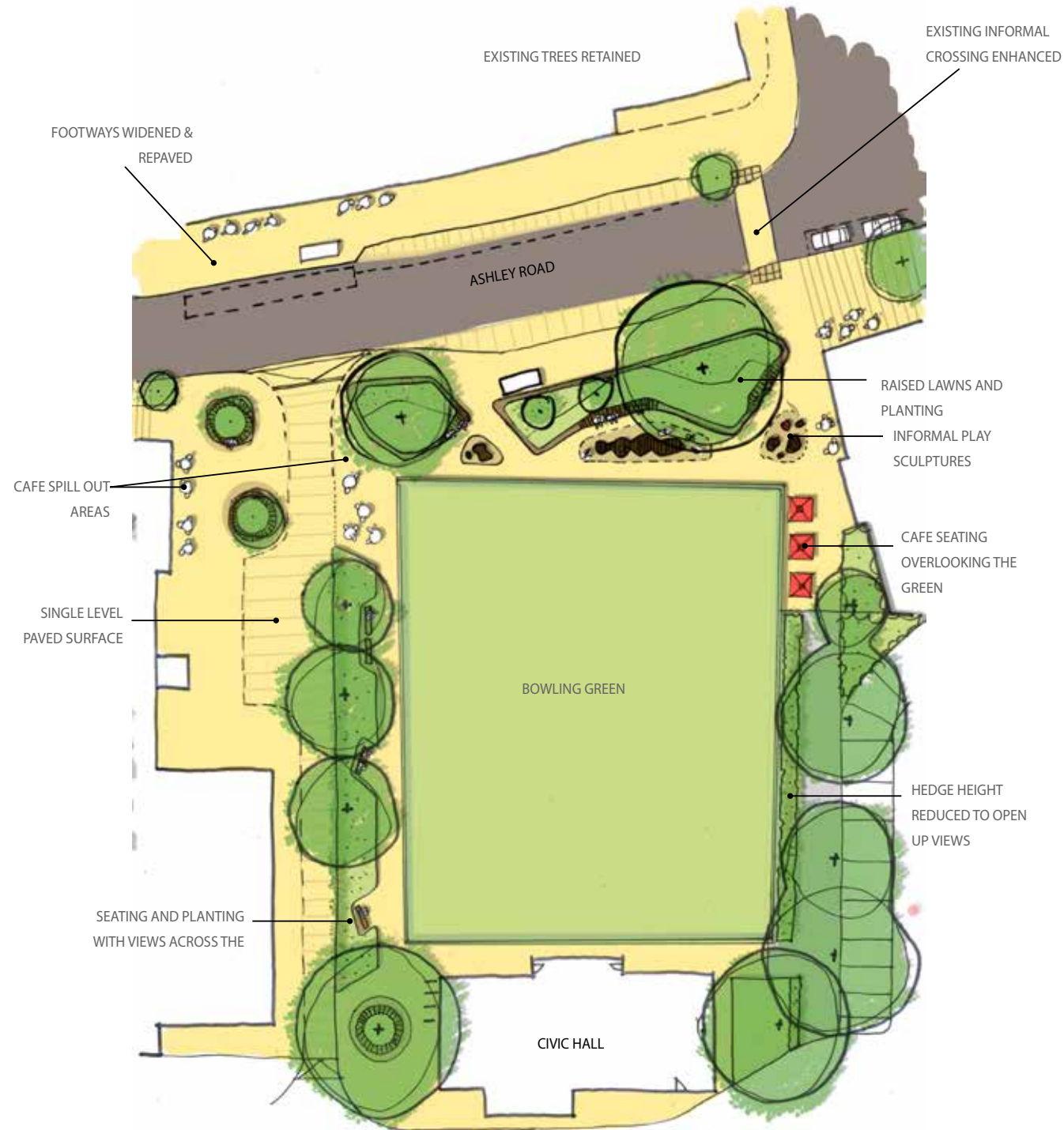
## Hale Bowling Green and Surrounding Area - Key Proposals

### Traffic & Transport

- Existing controlled crossing retained;
- 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.

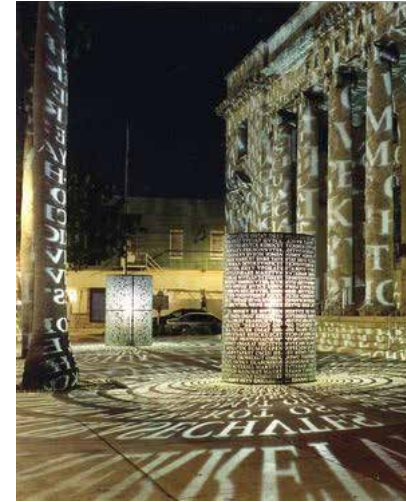
### Public Realm

- 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.





PLAY SCULPTURE



ART / LIGHT LANDMARK



TEMPORARY EVENT SPACE - ICE RINK / SUMMER GAMES



COMMUNITY GATHERING SPACE / ARTWORK & HISTORIC INTERPRETATION

## Hale Clock Tower - 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.





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



THE RAILWAY PUBLIC HOUSE ON ASHLEY ROAD

# 7. Movement Strategy

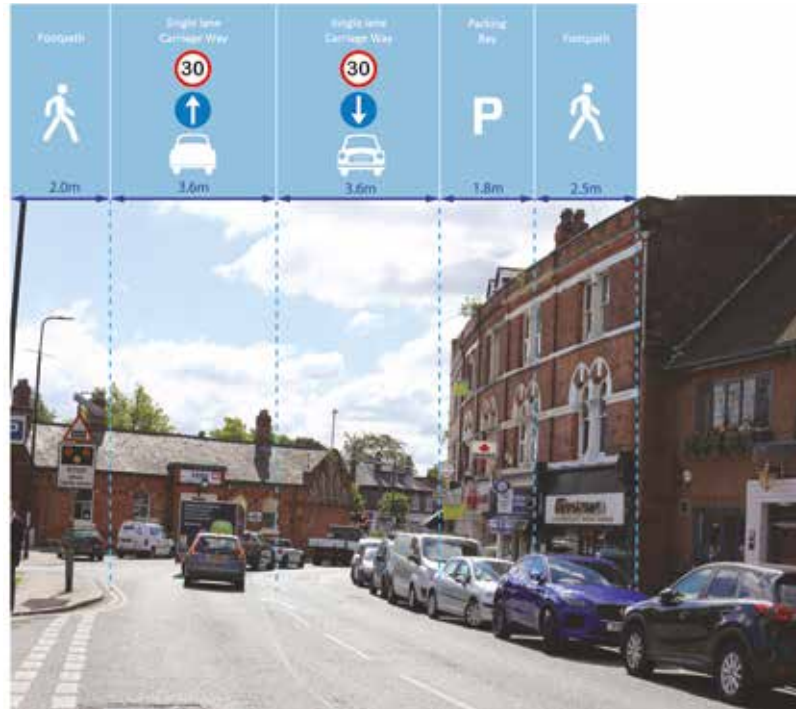
## Existing

### 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.



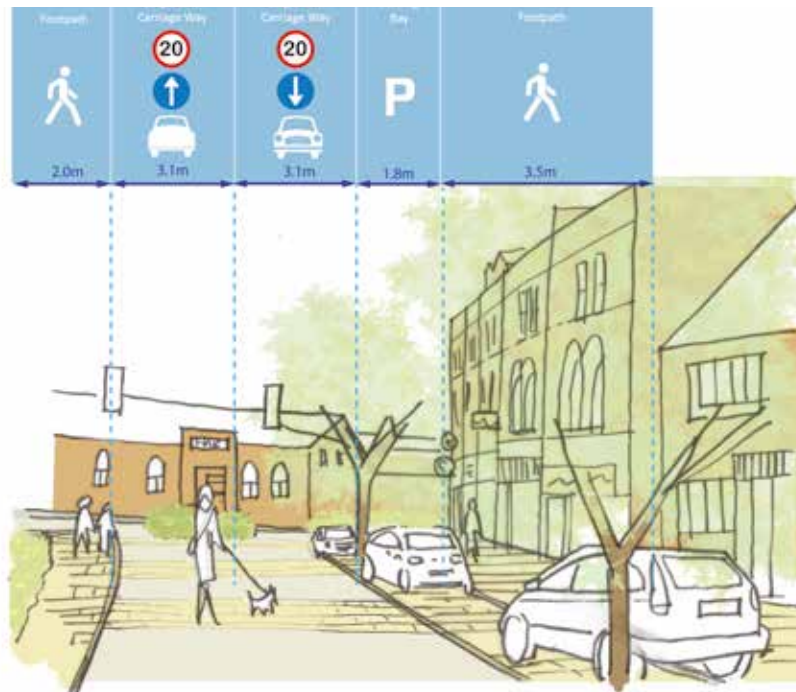
## Proposed

### 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.



## 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.



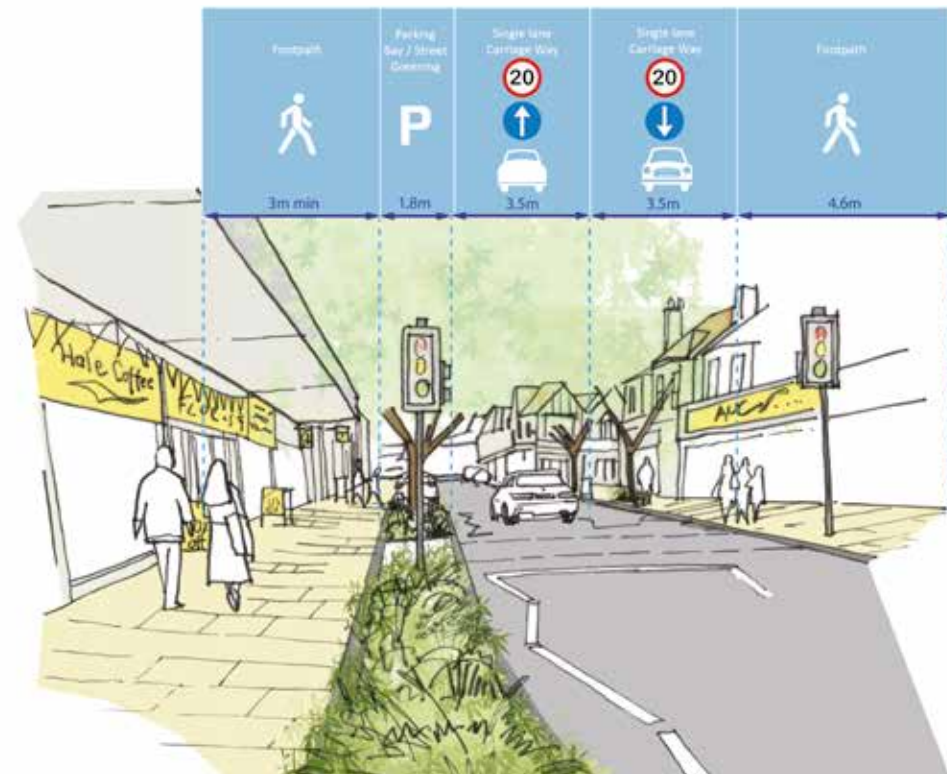
## Proposed

### 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.







HALE TRAIN STATION

## 8. Action Plan

**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 centre 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.

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 health-check indicators	<ul style="list-style-type: none"> <li>To monitor the health of 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
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



LOOKING NORTH ALONG VICTORIA ROAD FROM ASHLEY ROAD

# Hale | Village Place Plan

September 2023



HM Government

