

Draft Sale Moor Village Place Plan Consultation Draft

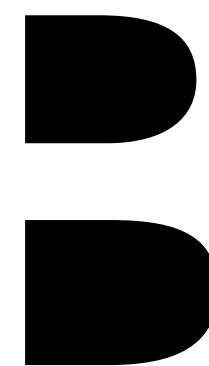


January 2020

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Introduction

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1. Introduction

Introduction

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

Sale Moor is situated within the Borough of Trafford and located approximately 1.5km to the east of Sale town centre. Approximately 0.9km to the north is Junction 6 of the M60 ring road, and immediately beyond this junction is Sale Water Park. Sale Moor is situated approximately 7.3km to the south west of Manchester city centre.

The village centre currently comprises a range of independent convenience operators, local day-to-day amenities including a Post Office, small convenience stores and hair and beauty salons, public houses and cafes. The centre serves a relatively densely populated catchment area, a lot of which is within walking distance of the centre.

The centre is also in proximity to a number of schools, religious buildings and parks, all of which substantially add to the overall footfall and wider catchment of the centre.

The Village Place Plan reflects baseline survey and assessment work and stakeholder consultation undertaken by the consultant team. Further public consultation will take place as part of the draft plan stage, and the findings of which will assist in progressing to the final stages of the process.

Context

We are living in a time of dramatic structural change in our town centres, brought about by factors largely out of local control, including:

- Out of town retail parks, with free parking and which offer a broad mix of retail and leisure, continue to create new destinations to the detriment of traditional centres;
- Technological changes have over the past few years, seen a major shift to on-line shopping, in many cases, negating the need for bricks and mortar. This is likely to continue;



Figure 1: Northenden Road Crossing Point



Figure 2: Northenden Road - Car Wash and Texaco Garage

- The national business rates' regime has hampered start-ups and has driven other retailers from the high street;
- Prevailing economic conditions since 2008 have led to many high profile national retailers either going into administration or undertaking financial restructuring at a cost of thousands of jobs; and
- Consequently the number and type of shops being occupied in town centres has continued to decline and/or change at a faster rate than ever before. The structure of town centres has changed from a simple goods' transaction to a more complex mix of retail, leisure, food and drink, events, commercial, residential, health and education.

The Three Features of the Plan

The drafting of this Village Place Plan has drawn inspiration from Sale Moor'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 Sale Moor from the surrounding residential catchments and further afield.
2. Public realm – how Sale Moor 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 Sale Moor having regard to overall aesthetics, which will in turn attract new operators and retain those already present.

These three features will then guide the process of identifying development opportunities throughout Sale Moor Village.

What is a Village Place Plan?

There has been a lot of community activity in Sale Moor over recent years and it is vital that we now identify local issues with a view to creating a community plan to move forward.

The issues identified and possible solutions and opportunities have been grouped together in this document called the Sale Moor Village Place Plan. The development of this plan has been led by local residents and prepared in partnership with the Council and other community planning



Figure 3: The Legh Arms on Northenden Road



Figure 4: Adopted district centre boundary of Sale Moor

partners. It has been brought about due to the need to improve the village centre as a place to be, a place to shop, eat and drink, and a place to support the local community.

The focus of the 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 Sale Moor 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 Sale Moor; and
5. Provide a focus for on-going stakeholder and public engagement in delivering the Vision for Sale Moor.

The Village Place Plan provides an important evidence base to:

1. Provide a focus for the Council and community to target service delivery at locally identified priorities;
2. Support the delivery of Trafford's new Local Plan - ensuring new development is supported by the necessary infrastructure, including identifying requirements for development contributions (including CIL, S106 and on site design);
3. Assist in informing planning decisions - forming a material consideration for planning applications;
4. Inform local partnership working - ensuring an agreed set of local priorities and timescales, coordinating actions and informing difficult decisions on where future resources should be targeted;
5. Assist with external funding bids - providing evidence of local investment needs and priorities;
6. Provide transparency to local communities - identifying where local investment is being targeted; and
7. Provide an area based resource of local information and evidence - designed to help inform and shape future decisions by all concerned with addressing important local issues, such as the highways network, the demographics of the catchment and so on.

Background to the Village Place Plan

The Need for a Village Place Plan

The importance of Sale Moor Village Centre to the surrounding catchment and overall prosperity of the Borough cannot be overstated. The village centre has a pivotal role to play in driving the local economy and providing the residents with a thriving urban village which meets their needs in terms of retail, leisure, business, social and cultural activities.

This plan is an important step for Sale Moor. It consolidates everything we know about the circumstances, needs and aspirations in the village. It provides a basis for regeneration of the village and is the 'blueprint' for action within Sale Moor.

Stakeholders have been very active within the village for a number of years, bringing with it a range of community events and activities, festive improvements and a wider basis from which residents and businesses can 'have their say'. It is from this evident stakeholder involvement and overall desire, that this Village Place Plan has come about.

There are a range of factors which have led to the current vitality and viability of the village centre, all of which are covered in more detail throughout this Plan. The principal reasons include:

- The impact of larger centres in the Borough and further afield in drawing shoppers and associated expenditure away from Sale Moor. In particular, the larger centres of Altrincham, Sale, Manchester city centre and the Trafford Centre all claim some of the residents' available expenditure. Whilst not all of this could realistically be 'clawed back' into the village, there is an opportunity to improve the commercial and community offer within the centre so as to draw some of the expenditure back.
- Issues relating to the highways network within the village and associated safety concerns from residents. The gyratory acts as a barrier and a substantial hindrance to overall movement and accessibility within the centre.
- The failure to deliver a complementary development on the Warrener Street car park, and yet an acknowledgement that a new scheme with at least an element of commercial floorspace, would improve the village as a destination.

Commercial Factors

There is no hiding away from the fact that significant growth in online retailing has had a fundamental impact upon the way consumers shop. Planning needs to keep pace with this seismic change. We are all 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.

Online shopping is forecast to continue growing for at least the next 10 years. In addition to the core retail sectors, online retailing has also expanded rapidly into services – banking, estate agency, travel agency and takeaway food delivery. The ramifications for the property sector are already being seen, with less retail floor space being required in town centres and additional distribution space being needed to service the delivery of goods bought online.

Town centres have to diversify to attract consumers. We're seeing a clear trend towards improving customer experience through more food and leisure uses. These uses will ultimately attract people to town centres and make them want to spend time and money in these locations. This shift ties in with the general aspirations of millennials, who appear to value experiences over owning things and place greater value on health and well-being. Thus we see more town centre gyms and yoga studios.

However, the village centre's influence and status, like a number of lower-order centres, has declined as it struggles to compete with alternative and mostly larger and more dominant retail and leisure destinations both within the Borough and in Greater Manchester.

The redevelopment of the Warrener Street car park for additional commercial uses has been an aspiration by both the Council and the local community for a number of years. Previous schemes for the site have not been delivered due to a wide range of factors, leaving a key opportunity site within the village from which further investment and development will follow.



The Mayor's Cycling and Walking Challenge Fund

On 29 March 2018, the Greater Manchester Combined Authority (GMCA) agreed to allocate £160 million of Greater Manchester's £243 million Transforming Cities Fund to develop a Mayor's Cycling and Walking Challenge Fund (MCF).

Under the Transport for Greater Manchester (TfGM) proposals, £10.4m will be spent to create a safe, high-quality and attractive walking and cycling route linking Sale town centre, Sale Moor and Sale Water Park, connecting with Chorlton. The majority of the cash - £8.4m – will come from the Mayor of Greater Manchester's Challenge Fund and a further £2m from local contributions.

It is vital that the MCF scheme is tied into the wider Sale Moor Place Plan proposals, and as such, the two will be developed in tandem, seeking to substantially improve the walking and cycling route through and within Sale Moor, which in turn will improve the wider public realm. Indeed, exploiting key assets and opportunities in the centre and aligning these with new developments will help to define a distinguished offer and achieve an attractive, thriving village centre.

The outcome of the community engagement and overall vision and objectives as set out within this document will be used by TfGM and Amey to work into the cycle and pedestrian improvements planned through Sale Moor.

In this regard, the project team has worked alongside both parties to ensure that the two do not conflict.

Delivering the Village Plan

The Village Place Plan for Sale Moor sets out a vision for how the local area can continue to improve and sustainably develop. Through in-depth community engagement, a range of key actions and improvements have been identified to improve the overall physical, economic and social aspects of Sale Moor and help address local needs. Agreeing priorities and developing a village place plan also provides opportunities for funding by providing a central point of reference for future investment throughout the area, whether through public sector, private sector or the community and voluntary sector.

Whilst the plan also includes a range of actions, which assign priorities and timescales to the improvement projects, 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.

The village plan is not inflexible or prescriptive, nor does it represent a commitment to funding by the Council. However, there is substantial investment already approved within the village through the delivery of the MCF cycle and pedestrian link from Sale town centre to the Waterpark, the benefits of which will be felt as part of this Place Plan.



Figure 5: Retail units on Northenden Road



Figure 6: Surface level car park at James Street



Sale Moor Village

02

2. Sale Moor Village

Sale Moor's Identity

Sale Moor is led by its own community and the community spirit and their collective input is vital to its future success. Without the strong community spirit, the village centre would not be in the same position that it is in today.

Sale Moor features a number of invaluable operators who have occupied units for a number of years, even decades, and are valued by the local community. Nurturing these businesses is key to securing the future success of the village. However, as we explore in more detail later in this plan, its current offer is currently lacking in a wide choice of leisure operators, and as such, expenditure is being lost to other, larger centres in proximity (principally Sale and Altrincham town centres, but further afield to Manchester city centre and the Trafford Centre).

The centre provides a range of facilities and amenities which meet residents' day-to-day needs, and is a vital 'heart' to Sale Moor. However, it is important to recognise that Sale Moor's resident catchment is varied, and it is vital that the village centre provides an offer for all.

In this regard, the centre benefits from a high level of walk-in catchment and residential areas which are in proximity to the services. As such, the centre is able to draw on a diverse mix of customers with varying needs and available expenditure.

The centre benefits from key leisure uses in the public houses and café culture, with a range of key independent operators. It's identity is what has kept the village progressing and is what needs to be protected moving forward.

The overall layout and wider aesthetics make Sale Moor unique, and is something which must not be lost altogether. However, there are key concerns over the overall safety and ease of access through the centre, which need exploring and improving.

Sale Moor's identity will be an important 'thread' running through the formulation of the village place plan and the delivery of the vision and objectives, ensuring that although

the centre needs to be improved to nurture its' health, it also needs to protect its wider identity and heritage.

History of Sale Moor

The Manchester, South Junction and Altrincham Railway opened in 1849 and led to the 'middle classes' using Sale as a commuter town, a residence away from their place of work. When the railway opened, Sale Moor was closest to the Sale train station.



Figure 7: Location of key heritage assets in the wider Sale Moor Village

As such, the railway station was originally named Sale Moor before it was renamed to Sale in 1856. The tramway between Manchester and Stretford was completed in 1901, with services extended to Sale in 1907 and along Northenden Road to Sale Moor in 1912. Sale Moor's line only had a single track.

Key Assets in the wider Sale Moor Village

Trinity House is Grade II Listed

Formerly a Methodist chapel, the building is now used as auction rooms. Trinity House was built in 1875

Church of St Anne is Grade II Listed.

St Annes Church was opened for worship in 1854, built as the Church of St Martins, it was too small to serve the populations of the shared parishes of Sale and Ashton. The church was built and decorated in the style of the 14th Century. The church underwent alterations and additions comprising of a new aisle to the south side of the nave in 1864.

War Memorial Cross in the Grounds of the Church of St Anne is Grade II Listed.

The War Memorial Cross was erected in June 1920 to commemorate members of the church who fell in the Great War between 1914 and 1919. The design shows a wreath of laurel leaves suspended from the head of the cross and in the centre of the wreath palms are displayed. On panels around the plinth, names of the dead appear beneath the words "Our Fallen Heroes" in bronze.

Sale Moor Methodist Church

Sale Moor Methodist Church was built in 1839, originally functioning as a Primitive Methodist Church. Over the years, the building has been updated to create a set of 'modern' premises that is used extensively by both the Church and the local community.

Trinity Methodist Church

Trinity Methodist Church first opened for worship on Northenden Road in 1875 when the congregation from the Broad Lane Chapel, built in 1820, moved into its new premises. In 1980, the main Church building was sold and worship continued in the converted Church hall. Since then it has undergone many changes, resulting in premises that are suitable for disabled access, used by many groups from the community.

Holy Family Catholic Church

The years following the Second World war saw considerable expansion in the population of the parish for St Joseph's Catholic Church Sale, which still consisted of Sale Moor, and the creation of three new parishes, including Holy Family in Sale Moor with its related primary school.



Figure 8: Electric tramway along Northenden Road circa 1910, source: Trafford Lifetimes



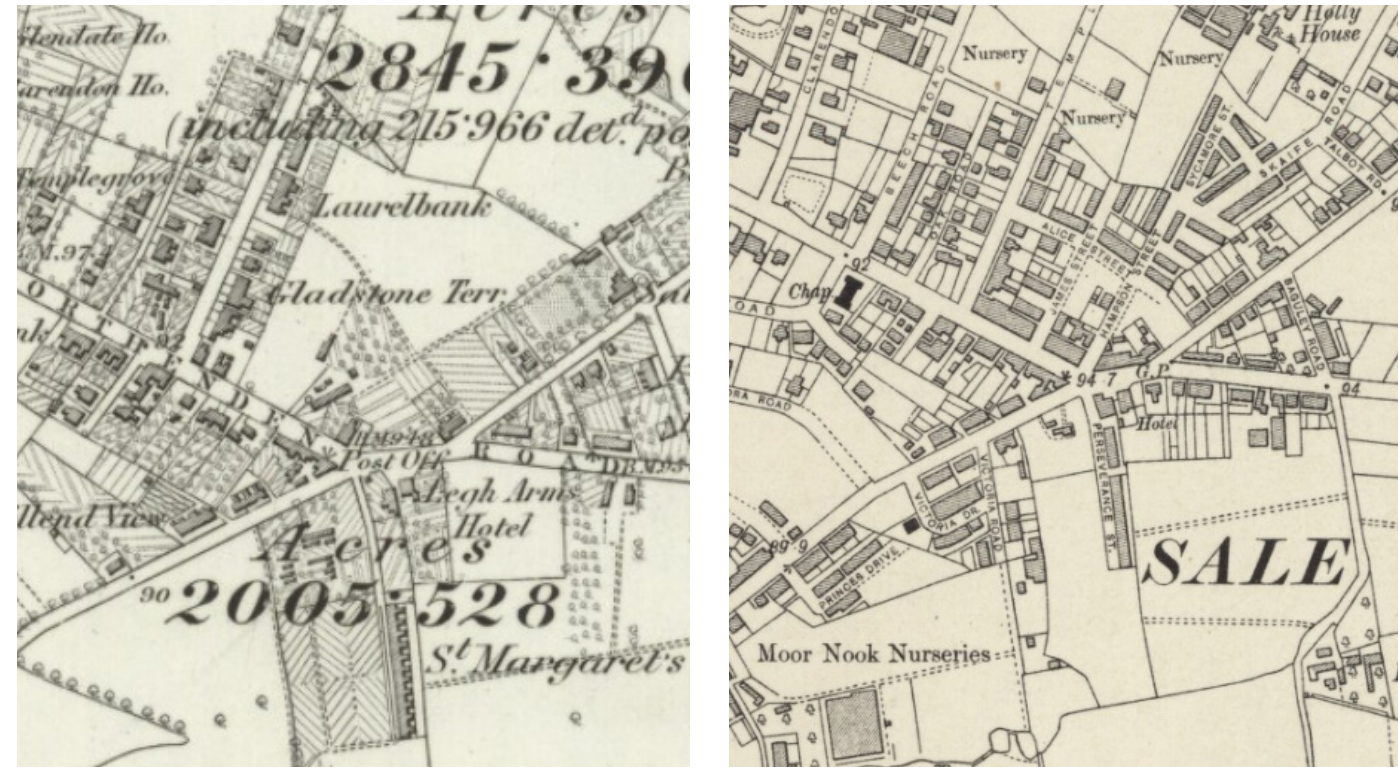
Figure 9: View east along Northenden Road towards the Legh Arms circa 1910, source: Trafford Lifetimes



Figure 10: The same view looking west along Northenden Road in 2019



Figure 11: The same view looking east along Northenden Road in 2019



1872

1905



1923

1947

Figure 12: Historic Maps of Sale Moor Village Centre

Sale Moor's Accessibility

Accessibility of Sale Moor

Sale Moor Village is located approximately 1km from Sale, Northern Moor and Sale Water Park Tram Stops. The village centre is serviced by several bus routes which provide services between Wythenshawe, Altrincham, Sale, Eccles and the Intu Trafford Centre.

Direct bus services are available from within Sale Moor to destinations including Altrincham, Sale, Manchester and Stockport. Sale Moor is therefore well served by public transport with frequent bus services throughout the day.

There is also a considerable amount of on-street car parking and a number of moderately sized car parks in Sale Moor. Given the centre's location Sale Moor is well integrated with the surrounding residential areas and is easily accessible from them. However its walkability is reduced by the major routes that run through the centre and physical barriers, inhibiting pedestrian access. There are also three Council-owned car parks in Sale Moor, which are:

- Warrener Street Car Park;
- James Street Car Park; and
- Hampson Street Car Park.

The guard railing that separates eastbound and westbound traffic through the gyratory system is likely to be a barrier to pedestrian movement and reduces the attractiveness of the street scene. The main purpose of guard railing is to improve safety for pedestrians, however, this can also be achieved using traffic calming measures to reduce vehicle speeds. The removal of the guard railing would allow Sale Moor to be appreciated as a place, enabling pedestrians to follow desire lines rather than be channelled towards zebra crossings.

There are five zebra crossings within the study boundary, each of which have dropped kerbs, red tactile paving, directional studs and zigzag lines.

An on-road cycle route, partly marked in green, is available from the zebra crossing on B5166 Northenden Road along the A6144 Old Hall Road to M60 junction 6. However, the dominance of on-street parking may deter cyclists due to concerns over 'car dooring' and safety in general.

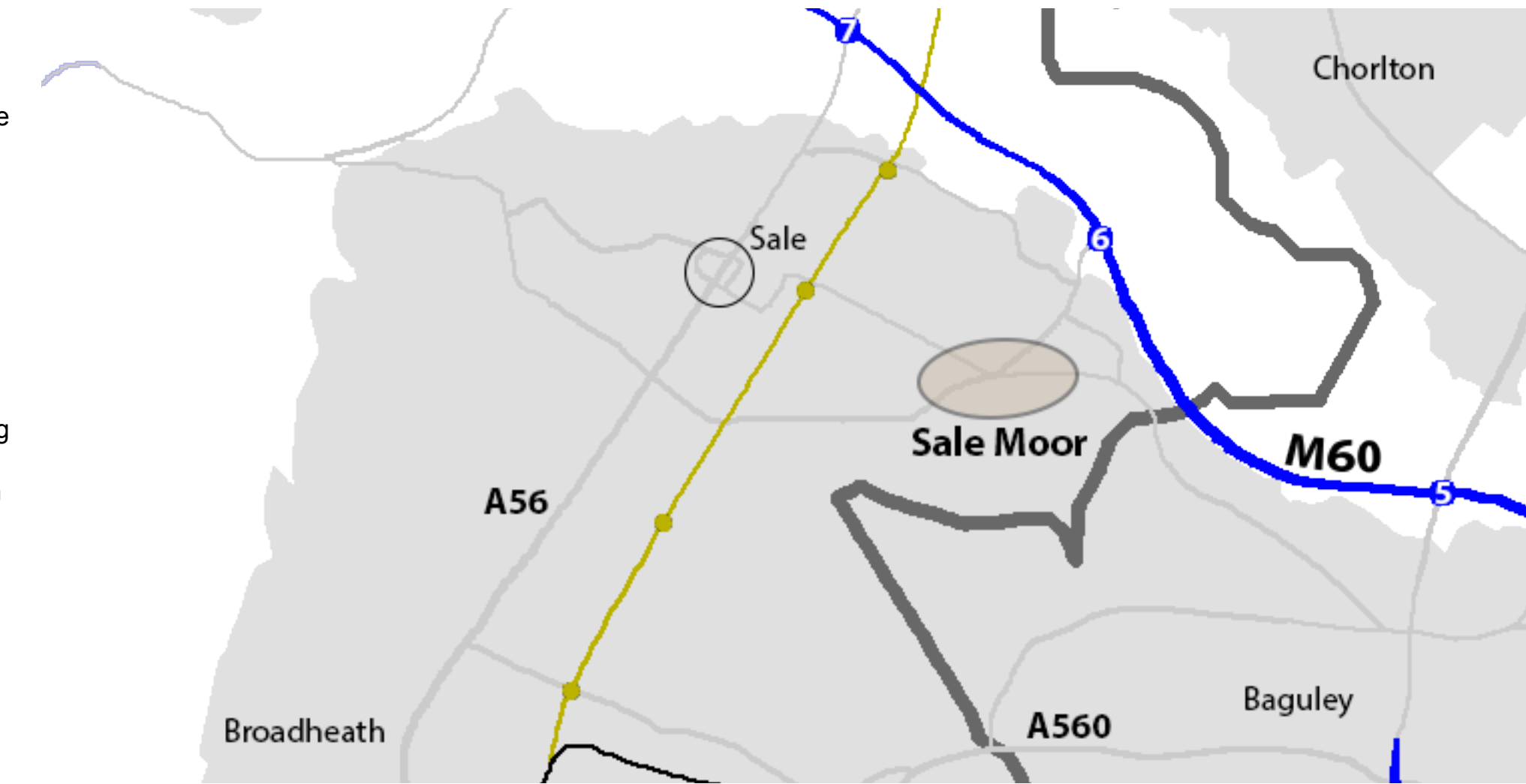


Figure 13: Wider Strategic Accessibility Map of Sale Moor

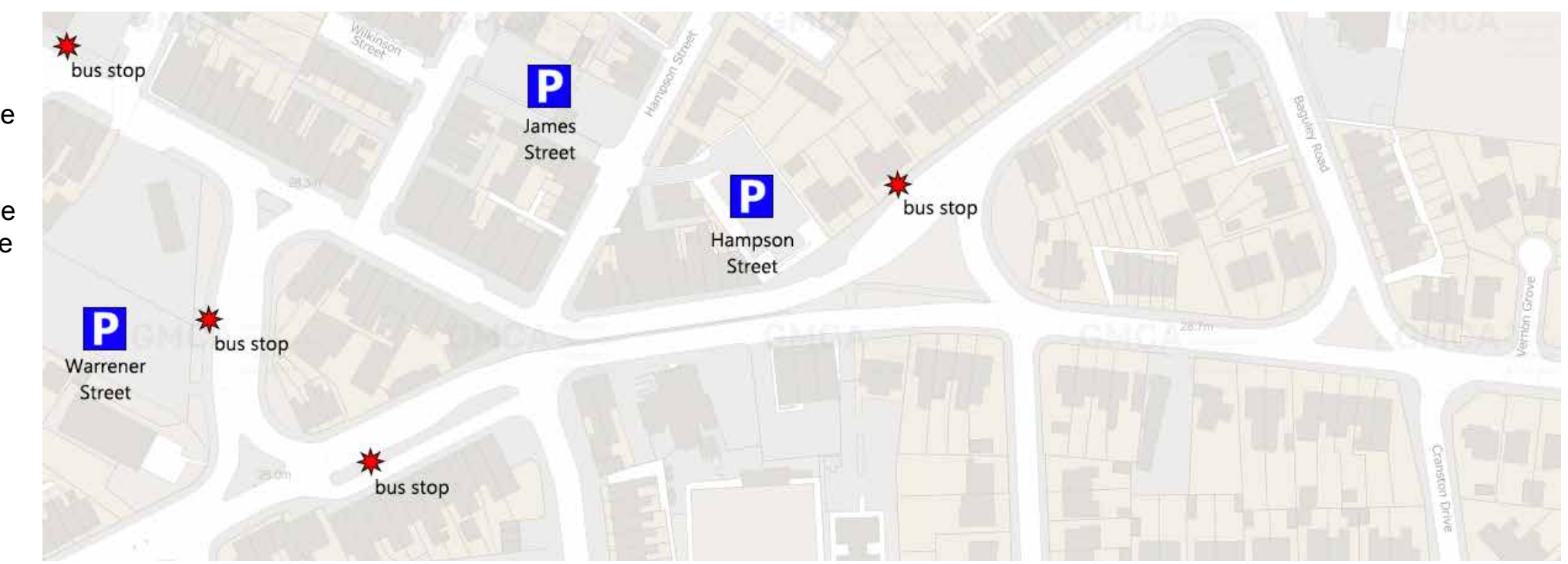


Figure 14: Location of Bus Stops and Car Parks in Sale Moor

Sustainable Transport

Transport for Greater Manchester (TfGM) has set out its overall aspiration to encourage sustainable transport modes within its Draft Delivery Plan 2020-2025. To deliver the long-term 2040 Transport Strategy, TfGM wants 50% of all journeys in Greater Manchester to be made by walking, cycling and public transport by 2040.

That's a million more sustainable journeys every day.

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.
- Strengthen our position at the heart of the Northern Powerhouse by fully integrating HS2, Northern Powerhouse Rail, and other national infrastructure with local networks.
- Ensure Manchester Airport and the Airport Enterprise Zone sustainably meets its potential as an international gateway and employment hub.
- Move and manage freight in the most sustainable and efficient ways.
- Research and harness future technology, innovations and digital connectivity

The Mayor of Greater Manchester's Challenge Fund

Whilst the development of the Village Place Plan has been underway, Trafford Council have received confirmation that their application to create a safe, high-quality and attractive walking and cycling route linking Sale town centre, Sale Moor and Sale Water Park has been successful. The overall scheme is budgeted at £10.4m, with £8.4m sourced from the Mayor of Greater Manchester's Challenge Fund and a further £2m from local contributions.

The Place Plan design team have met with Trafford Council / Amey officers responsible for the MCF scheme and ensured that the Place Plan and the MCF scheme are well aligned in terms of their overall objectives of reducing the dominance of the vehicle within Sale Moor, and encouraging access by active travel modes. Full details in respect of the scheme are provided later in the Place Plan.

An extract from the MCF scheme drawing is shown at Figure 15. It involves a two-way off street cycle route being created (green route on the below) together with new crossings and amendments to the paving within the village centre. The north-western section of the gyratory (Northenden Road) would be closed to vehicle traffic at its eastern end beyond the junction with Hampson Street, with traffic diverted around the south-western section of the gyratory. This is subject to traffic modelling which we understand will be undertaken by Trafford Council / Amey at the next stage of design.

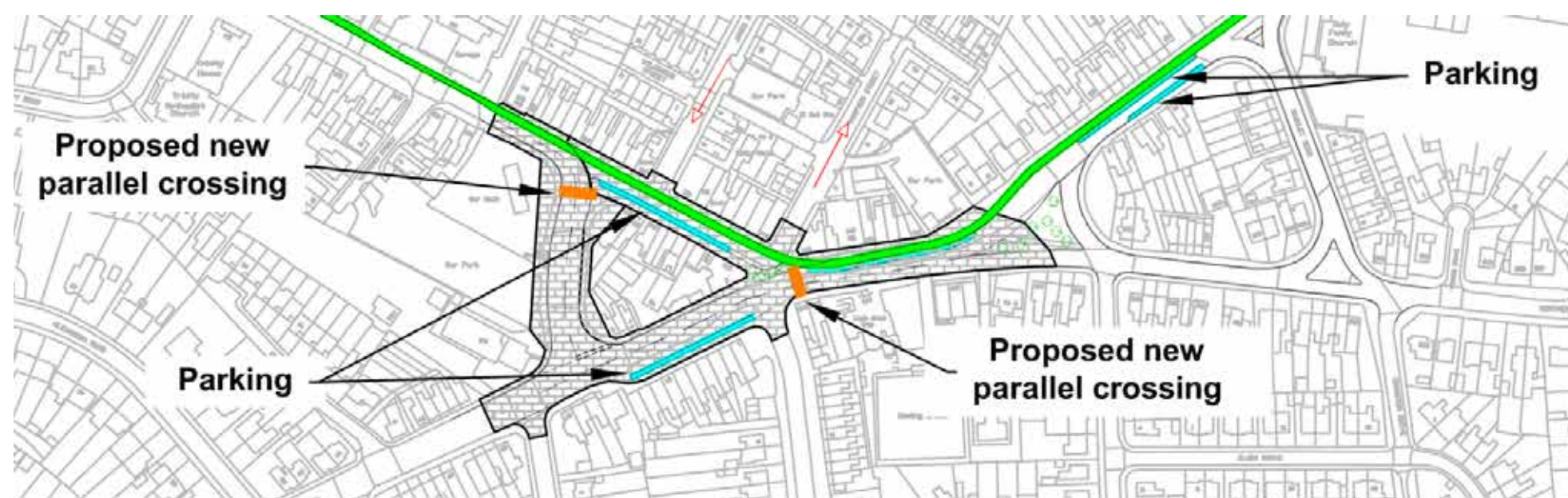


Figure 15: Map extract showing the MCF Proposal



Figure 16: Bus Stop Sale Moor



Figure 17: Bus Service Sale Moor



Figure 18: Car Parks in Sale Moor



Community Activity

03

3. Community Activity

The Need for Partnership

Effective partnership with both private and public sector partners is essential to address the challenges identified.

The Plan is intended as a guide to help all partners work effectively together to deliver the change and improvement that is required.

There are a diverse range of public and private sector bodies which have a stake in the future of Sale Moor 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. We provide below a summary of the key stakeholders within Sale Moor. This summary represents a 'snapshot' of stakeholders and is by no means an exhaustive list of those involved and invested in the future success of Sale Moor.

Put simply, without the input from these relevant stakeholders, the formation of the plan could not take place. The views and expressions of the stakeholders have been fed into the plans, considered alongside the project team's and Trafford Council's own professional views in respect of the key aspects of the villages. This has been supported by evidence produced in respect of car park surveys and analysis, analysis of the streetscape and public realm, analysis of the current health of the centres and an analysis of the shopping and leisure patterns within the Borough and the particular catchment of the village.

The Plan has not reproduced all of the findings from the surveys, but has sought to pull out the key findings which we have drawn upon to create and draft the plan. The full summary of the results from the surveys can be found at Appendix A.

Key stakeholders engaged as part of the process include:

- We Are Sale Moor;
- Sale Moor Community Partnership;
- Friends of Worthington Park;
- Friends of Moor Nook Park;
- Users of the Sale Moor Community Centre;
- Local Primary and Secondary Schools;
- Religious Institutions; and
- Local Community Groups.

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, and will continue all the way through to completion of the Plans. There are four integral stages to the engagement strategy throughout the production of the Place Plan from, June 2019 through to March 2020. We provide a summary of the stages below

Stage 1 involved a baseline analysis and initial engagement. To reach out to the community to gain an initial insight into the issues that the Plan needs to address, business and community surveys were undertaken between June and September 2019. This comprised consultations with a range of stakeholders including, but not limited to:

- Local Businesses and Traders of Sale Moor Village Centre
- Local Councillors and Members
- Local Groups & Service Providers



Figure 19: 2017 We Love Sale Moor Manchester Mural - <http://www.salemoorcpc.org/2017-we-love-sale-moor-manchester-mural/>

- 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 Sale Moor Place Plan.

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

Stage 3 of the community engagement process took place/will take place in January 2020. This period of public engagement will comprise of public consultation over four weeks, focussed on an exhibition day. After this, the feedback provided will be analysed and considered in detail in order to create a final Sale Moor Village Place Plan and a summary of the feedback will be distributed.

Stage 4 - the final Village Plan will be under executive review between February and March 2020.



Overview

Trafford Council has recently commissioned Nexus Planning to prepare a Plan for the Sale Moor District Centre.

The Sale Moor Village Plan will look to provide a framework for future changes and any development opportunities to improve the vitality and sustainability of Sale Moor in order to strengthen its performance as a village centre, improve the visual and environmental appearance, ensure good accessibility and safe movement in and around the centre.

The consultation stages are;

Stage 1: Baseline Analysis & Engagement (June – September 2019)

The purpose of this stage is to gather views from local residents and businesses about the Village. Engagement will take several forms as follows:

- Baseline analysis (desktop evidence base) and site visits.

Figure 20: Excerpt from Trafford Council Website

Closed 20 Sep 2019

Opened 8 Aug 2019

Contact

Rhian Stratton/Heather Lindley-Clapp
Nexus Planning
0161 819 6570
Salemoorvillage@nexusplanning.co.uk



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 is remains an option.

Figure 21: Excerpt from Place North West Website

Summary of Consultation

As part of the consultation process for the Sale Moor Village Place Plan, Nexus Planning working alongside Trafford Council, issued both local community and business surveys to the community and businesses within both village centres. 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 box at Sale Library.


In total, 311 local community surveys were completed in Sale Moor and 7 business surveys were completed. However, it is important to note that some businesses completed the community survey instead of the business survey, which may account for the perceived low proportion of businesses responding to the business survey. Discussions with businesses that have taken place have also been recorded and fed into the analysis work.

The following pages provide a summary of the findings of the surveys, and set out the key messages. These will then be used to inform the preparation and drafting of the Village Place Plans. In preparing the Place Plan, the consultant team has undertaken a number of meetings with landowners, developers and other stakeholders and held stakeholder workshops to gather views of the local community from a range of sources.

A full copy of the consultation summary is included at Appendix A.



Figure 22: Consultation event held with key local stakeholders



Manchester
Eastgate
2 Castle Street
Castlefield
Manchester M3 4LZ
nexusplanning.co.uk

To the Business Community of Sale Moor

Dear Sir / Madam

SALE MOOR VILLAGE PLAN

We are working with Trafford Council to produce a Village Plan for Sale Moor.

The purpose of the Plan is to set out what the *Vision* is for Sale Moor in the future – to establish what kind of place Sale Moor is to be over the next 10, 20 and 30 years. This will help focus investment and resources in the right places.

The Plan will consider transport and movement, public realm and design, as well as development and investment opportunities. Critically, the plan will be underpinned by our understanding of the role and viability of the centre as it functions today and, through collaboration with the community, what the future vision should be.

Over the next four months we will be developing the Plan alongside the businesses, groups and individuals vested in Sale Moor’s future. This is just the start of the process, but it will establish the Vision moving forward and help us to collaborate and leverage investment.

One of the first steps is to gather the views of the local businesses in Sale Moor, and we will shortly be publishing a link to an online survey, which will ask your opinions on a range of matters relating to the village centre. As such, Nexus Planning and Trafford Council would like to hear from you. You might own or run a business. You might own a property. You might like to link with other like-minded people to support the future success of your business. You might just want to talk and share with us your ideas.

In order for us to be able to contact you, we would be grateful if you could please send over your contact details to the email address below, and we will issue a link to the online survey over the coming days, along with keeping you updated on the progress of the Plan, should you wish to be kept informed. It would be useful if you could please indicate your interest in the Plan.

Please contact us at:
 salemoorvillage@nexusplanning.co.uk
 0161 819 6570

Thank you for your time. We look forward to working with you.

London
Birmingham
Manchester
Thomas Valley

Figure 23: Example of Letter Issued to Businesses in Sale Moor

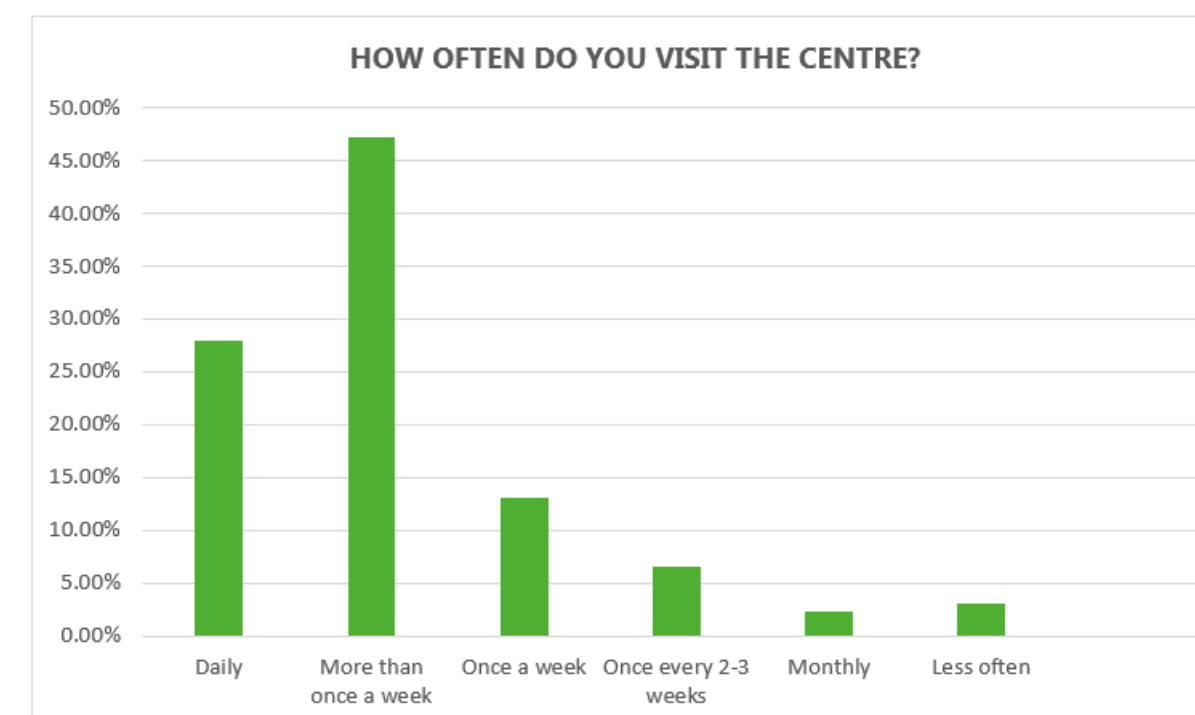


Figure 24: How Often Do You Visit the Centre?

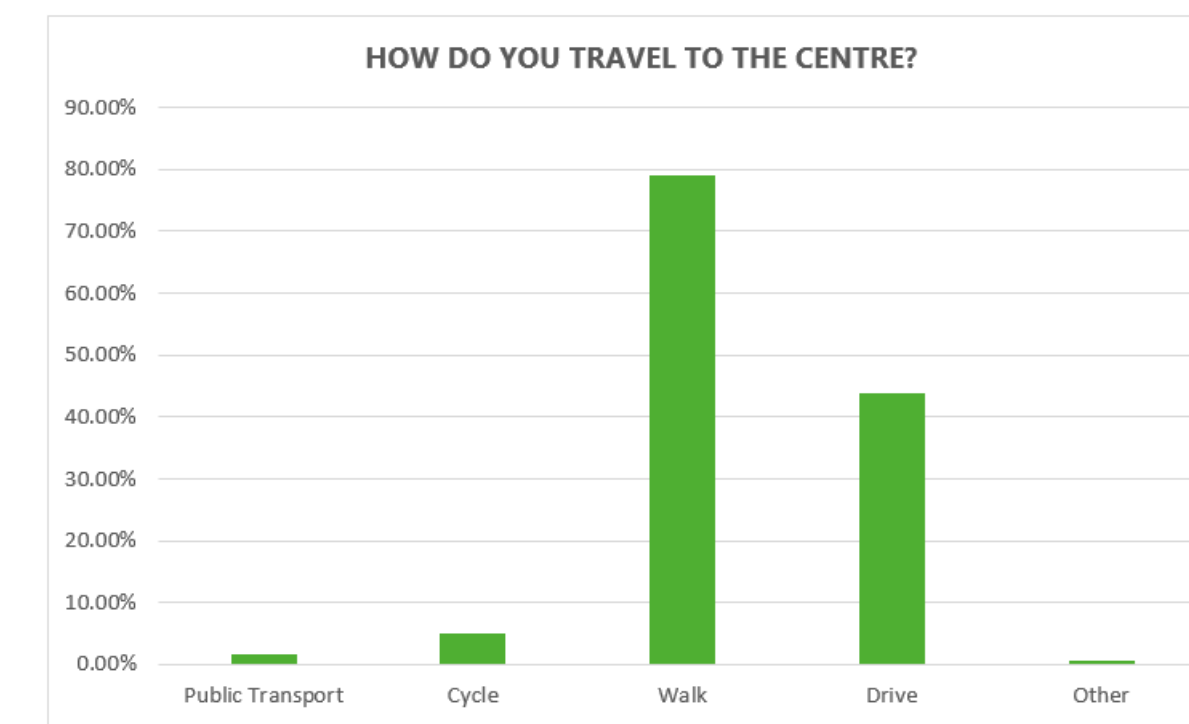


Figure 25: Results of Q3. How often do you visit Sale Moor Village Centre?

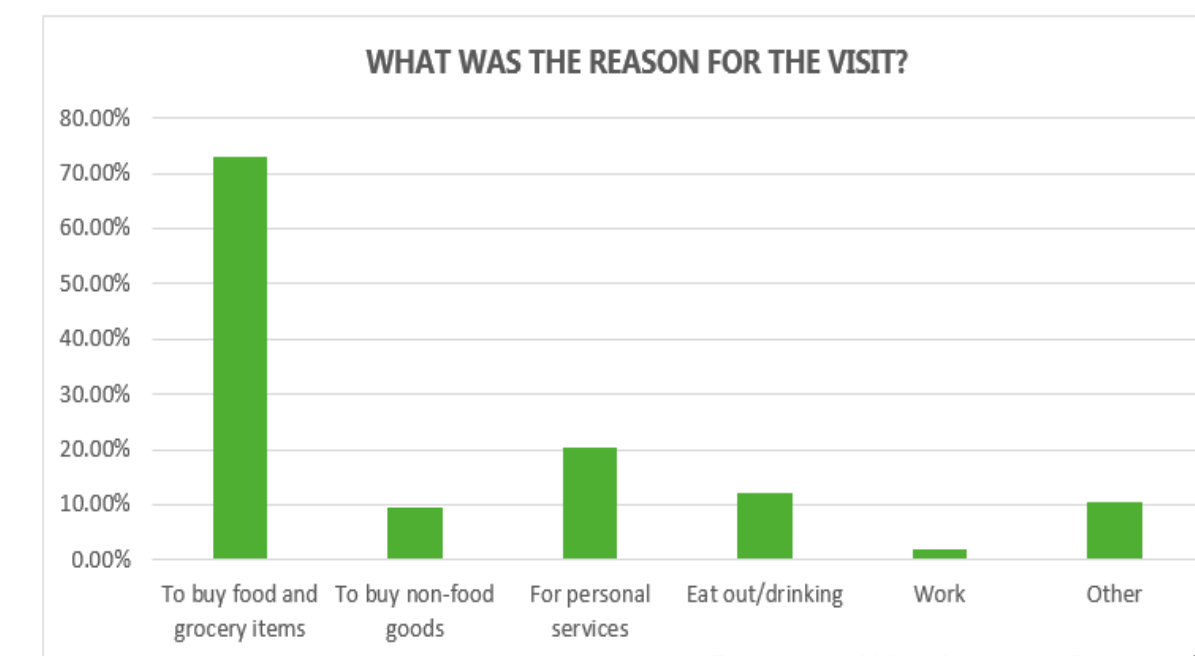


Figure 26: What Was the Reason for the Visit?

Key Findings

- A total of 47% of respondents answered that they visit the centre more than once a week with a small percentage, 2.3%, saying they only go monthly. 27% answered that they visit daily.
- A total of 79% of respondents said that they walk to the village, with a further 44% who drive, with just 5% who cycle. Only a small amount of people - 2% of respondents - said they got there via public transport.
- When asked where respondents typically park, there were numerous answers to this question. Approximately 72, or 25% of the respondents mentioning that they either typically park at the Warrener Street car park or that they sometimes park there.
- When asked what was the reason for their last visit to Sale Moor, the majority - 73% - answered to buy food and grocery items (non take-away), 20% for personal services (eg hairdresser etc), 11% eat out / drinking and a small percentage, 2% work there.

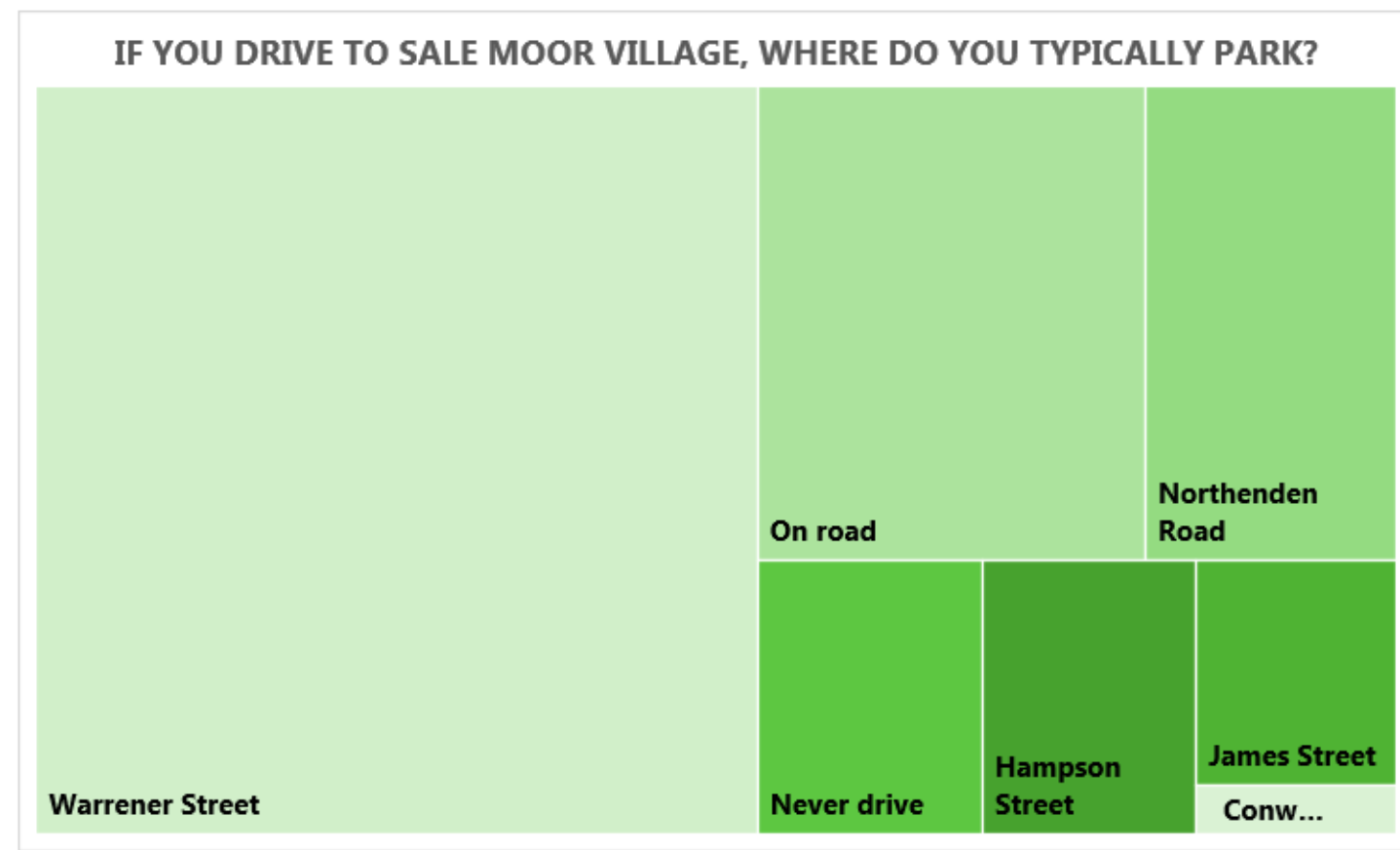


Figure 27: Results of Q5. If you drive to Sale Moor Village, where do you typically park?

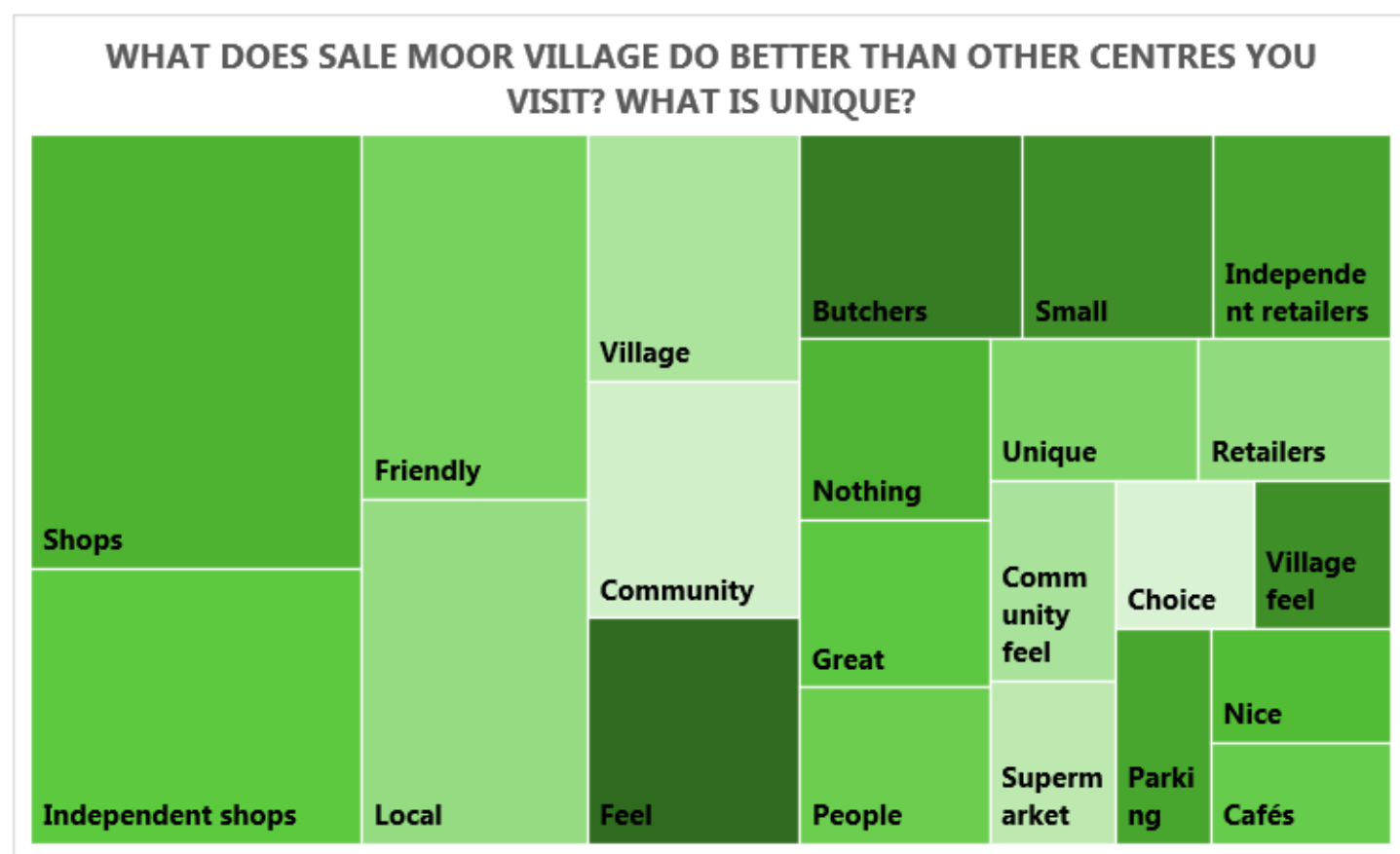


Figure 29: Results of Q11. What does Sale Moor Village do better than other centres you visit What is unique?

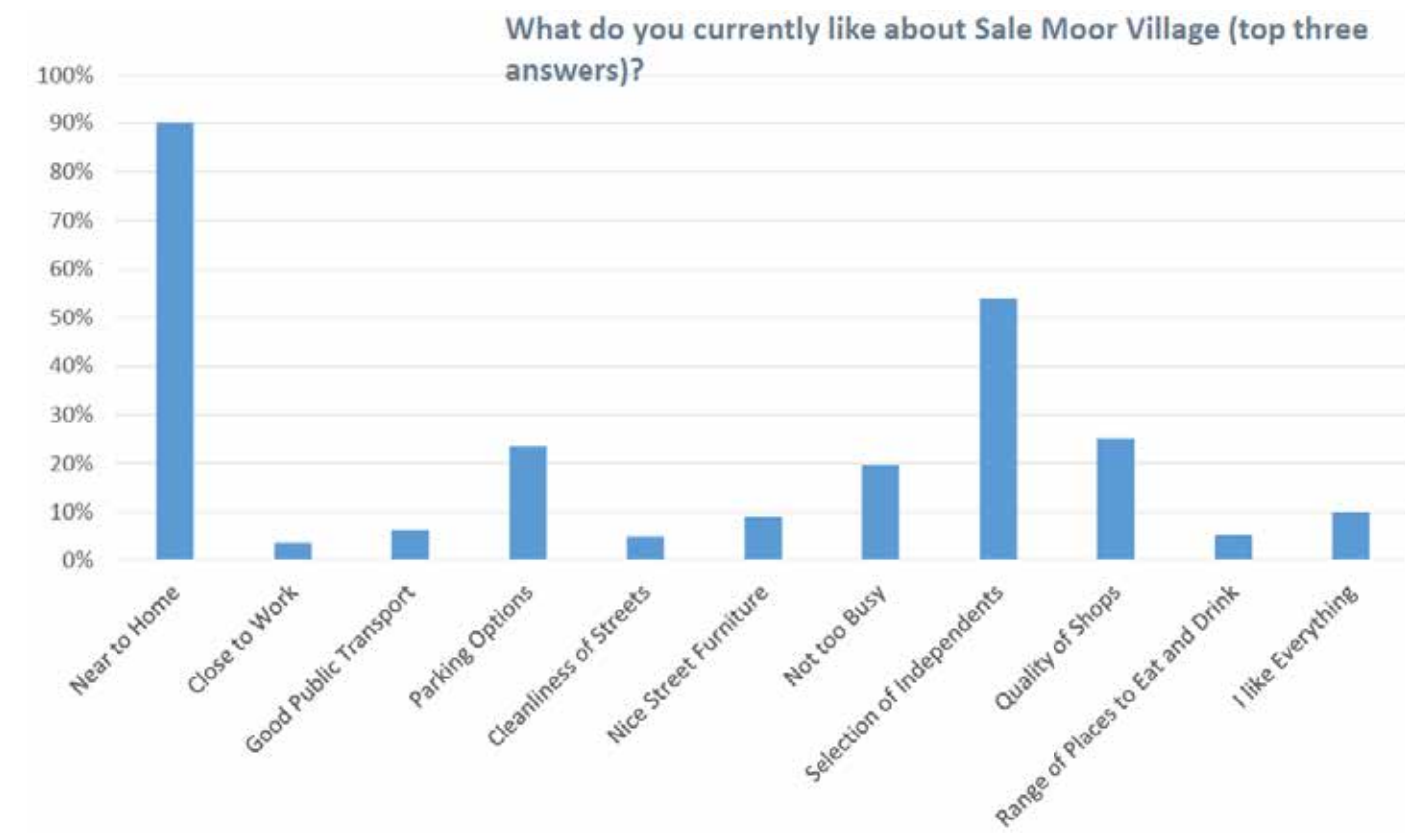


Figure 28: What do Residents Like about Sale Moor?

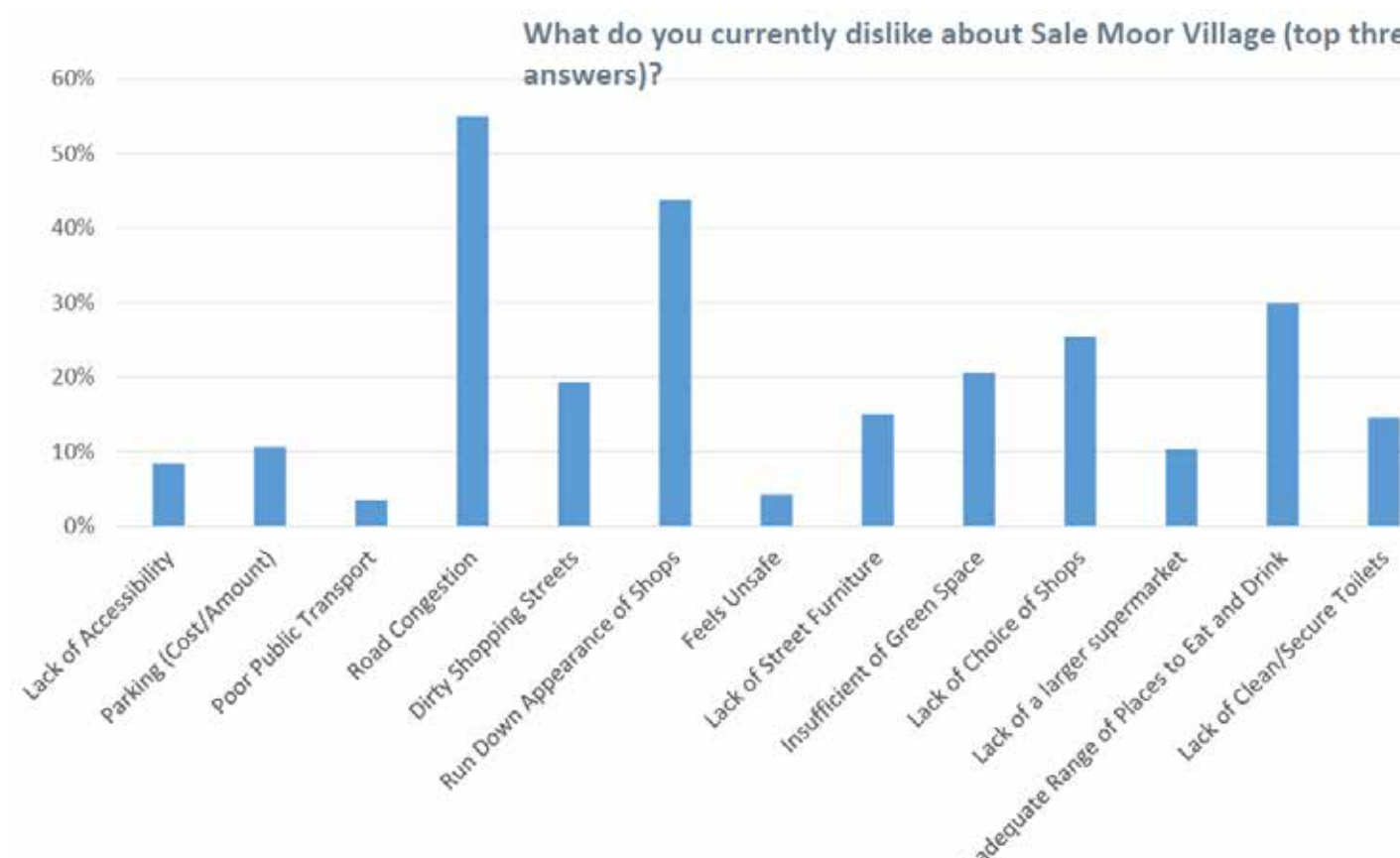


Figure 30: What do Residents Dislike about Sale Moor?

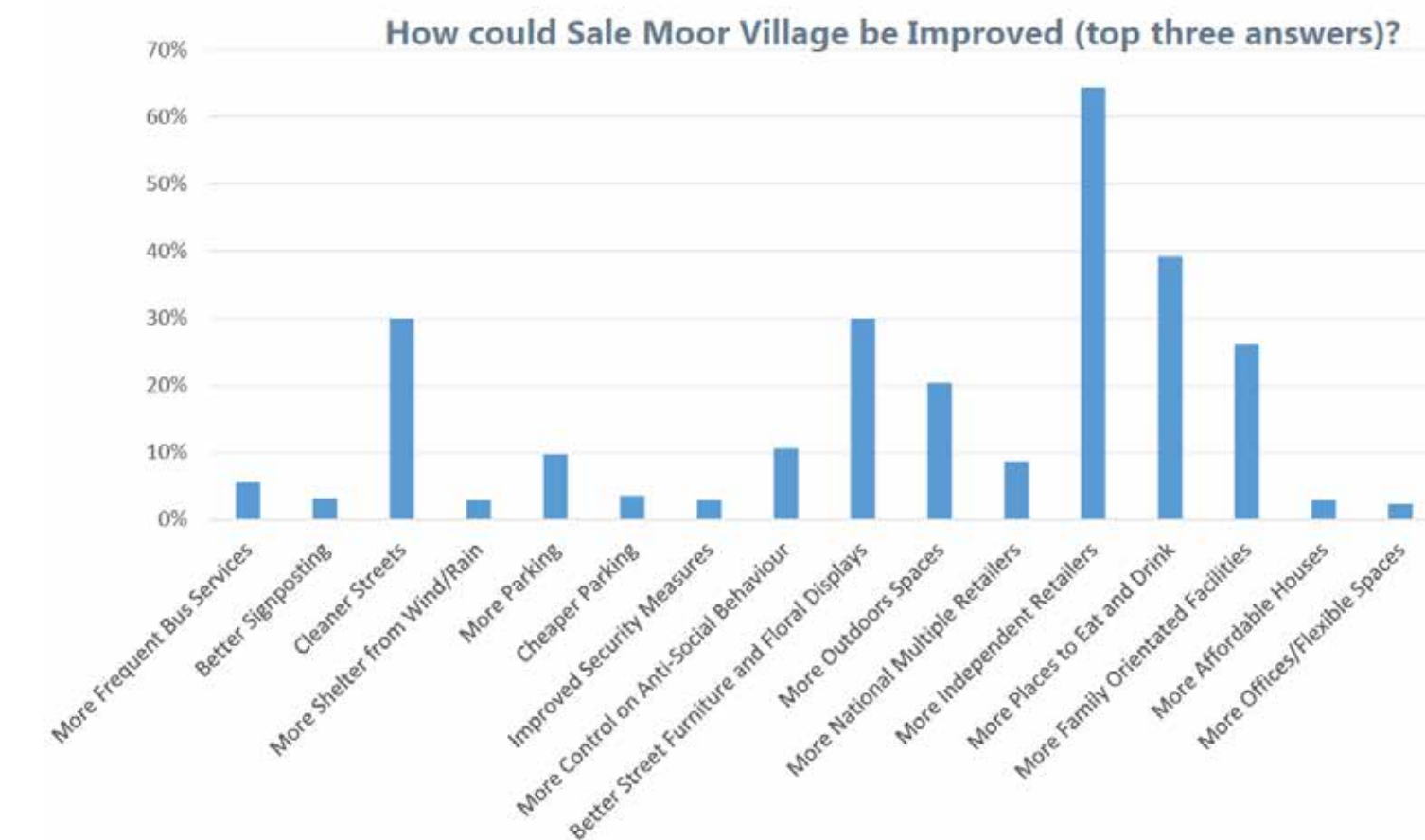


Figure 31: How Could Sale Moor Village be Improved?

Key Findings

- When asked their dislikes about Sale Moor Village:
 - 55% disliked the road congestion;
 - 43% disliked the run down appearance of shops;
 - 30% disliked the inadequate range of places to eat and drink; and
 - 25% disliked the fact there is a lack of choice of shops.
- When asked what could be done to improve Sale Moor Village:
 - 64% said they would like to see more independent retailers;
 - 40% stated they would like more places to eat and drink;
 - 29% said better street furniture and floral displays;
 - 28% wanted cleaner streets / removal of litter;
 - 26% wanted more family orientated facilities; and
 - 20% stated they would like to see more outdoor spaces.



Figure 32: Evidence of litter on Marsland Road



Figure 33: Traffic flowing around the gyratory on Northenden Road



Figure 34: Vacant and shuttered retail units on Northenden Road

Talking to the Local Community

Visiting Local Schools

As part of the engagement strategy, we also reached out to local schools within Sale Moor to better understand the views of the younger generation in forming a plan for Sale Moor. Nexus visited St. Annes Primary School and provided a presentation on general town planning matters and spent time in a workshop asking the pupils to provide their thoughts on the current status of the village and how it could be improved.

Key outcomes from this aspect of the consultation are:

- That the children would like to see a safer and more accessible village
- That the village is missing a diverse mix of comparison operators
- Of those who go out to eat at a restaurant/pub, they principally visit Altrincham and Sale for these purposes, alongside Charley's Corner
- There is a lack of greenspace/ landscaping in the village
- The current layout is not easy to navigate and the barriers are unattractive to the overall aesthetics of the centre

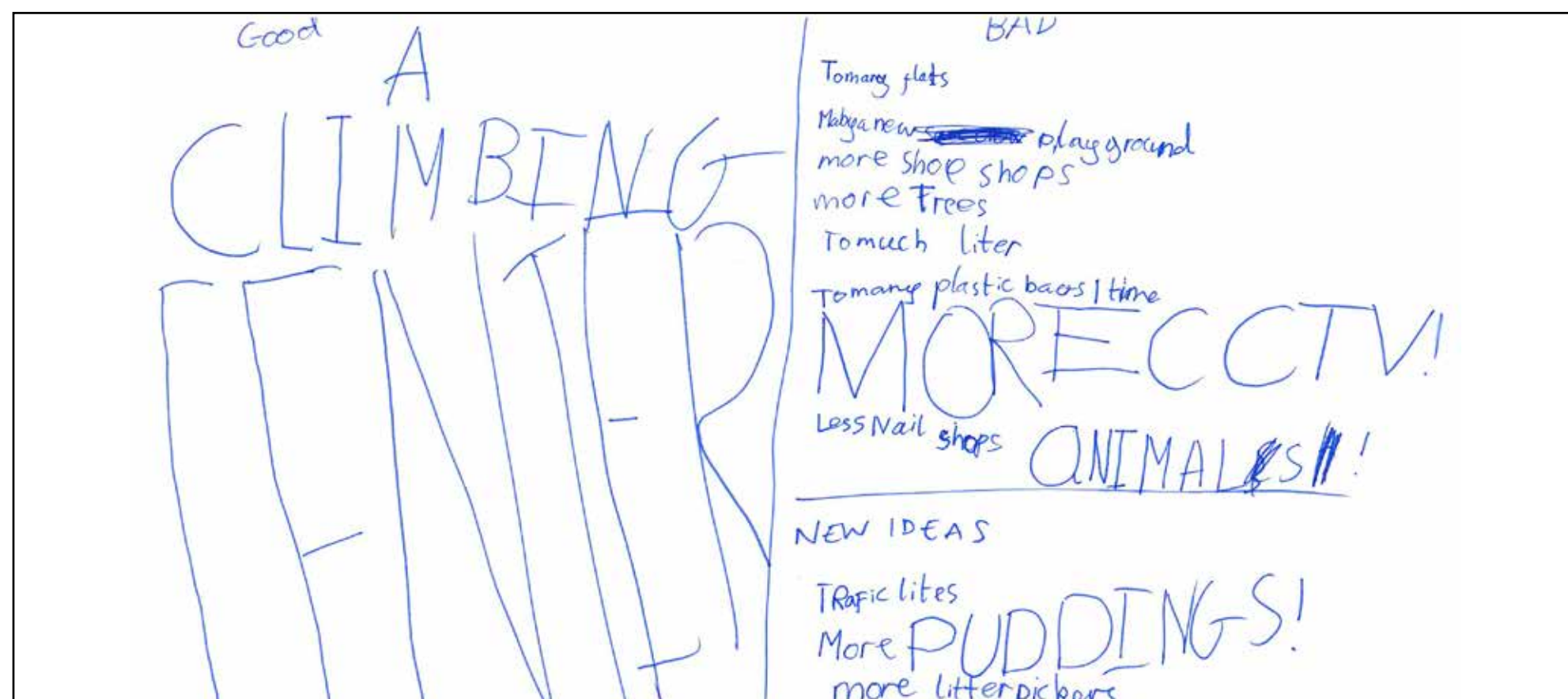


Figure 35: Consultation response example from Sale Moor school children

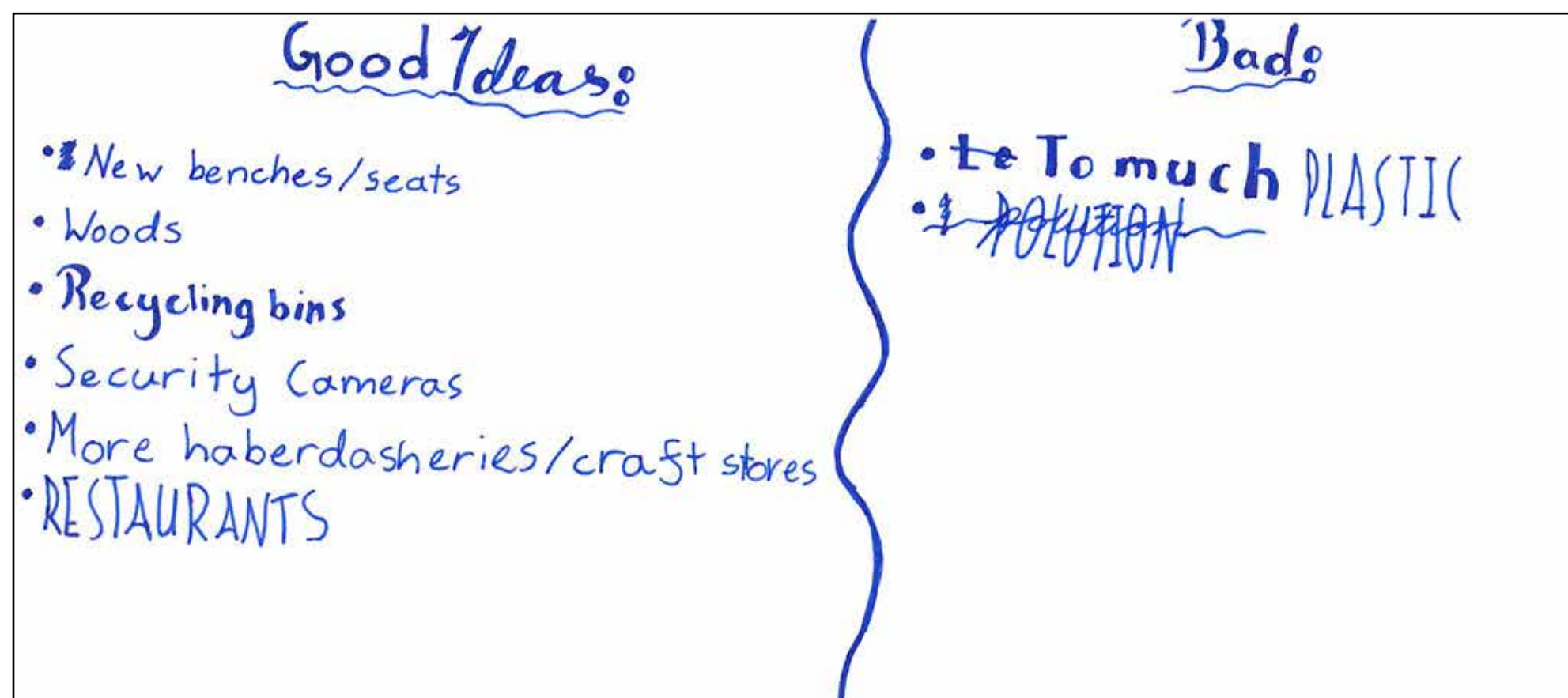


Figure 36: Consultation response example from Sale Moor school children

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 proximity to the M60 and local public transport modes
- Good local schools
- High quality local greenspaces
- Popular pubs
- Engaged local councillors and other stakeholder groups

Weaknesses

- The gyratory system makes the centre too traffic-heavy
- Safety issues associated with the gyratory and lack of opportunity to cross the main streets within the centre
- Shop frontages appear a little tired
- Wide range of demographics surrounding the centre – difficult to cater for everyone
- Cars travel too fast through the village
- Lack of business/investor buy-in in the centre
- Property prices high for first time buyers/renters
- High number of takeaways, which are popular with local school pupils
- Limited good quality food and drink offering for a catchment of its size
- Overall aesthetics are considered to be relatively low

Opportunities

- Warrener Street car park – opportunities to deliver a mixed-use development
- Need for an improved retail and leisure offer
- Opportunity to create its own 'USP'
- Opportunity to slow the traffic down through shared-surfaces
- A farmers market or weekly market will attract residents into the centre
- High concentration of young people in the catchment but little to attract them into the village
- A community 'hub' and noticeboard

Threats

- Competition from larger centres such as Sale and Altrincham
- 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
- Altrincham Market is perceived as a reason for not being able to have a market due to the historic 'market licence'

Figure 37: Overall SWOT Assessment Based on Community, Business and Stakeholder Views

SALE MOOR VILLAGE 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 Sale Library and Sale Moor Community Centre
- Stakeholder Assistance - Questionnaires delivered to businesses
- Meetings with Ward Members and Stakeholders
- 318 Total number of responses received

WHAT YOU TOLD US:

LIKES

- Proximity to home
- Selection of independents
- Quality of shops
- Parking options
- The village isn't too busy
- Nice street furniture
- Range of places to eat and drink
- Good public transport
- Feels safe and presence of Police
- Close to work
- Everything!

DISLIKES

- Road congestion
- Run down appearance of the shops
- Inadequate range of places to eat and drink
- Lack of choice shops
- Insufficient greenspace
- Lack of clean/secure toilets
- Lack of street furniture
- The cost/amount of parking
- Lack of a larger supermarket
- Lack of accessibility throughout the village
- Unsafe cycle routes



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NEXT STEPS

The Project Team will continue to engage with the local community and businesses whilst preparing the Draft Sale Moor 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.

Figure 38: Summary of Consultation Responses



Baseline Analysis

04

4. Baseline Analysis

Setting the Scene

A key part of the formulation of the Place Plan is the undertaking of a range of baseline analysis within the village centre. The baseline analysis for the purpose of the Place Plan has been to:

- Undertake an updated healthcheck of the centre, using the latest analysis 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.
- Undertake a more detailed review of shopping and leisure patterns of those who live in and surrounding Sale Moor using the detailed breakdown of trips from the Trafford Retail and Leisure Study 2019.
- Reviewing the demographics of the Sale Moor Ward (and surrounding wards) to better understand the needs and requirements of the local catchment.
- 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 existing accessibility and movement patterns 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.



Figure 39: Image of Sale Moor on Street Parking

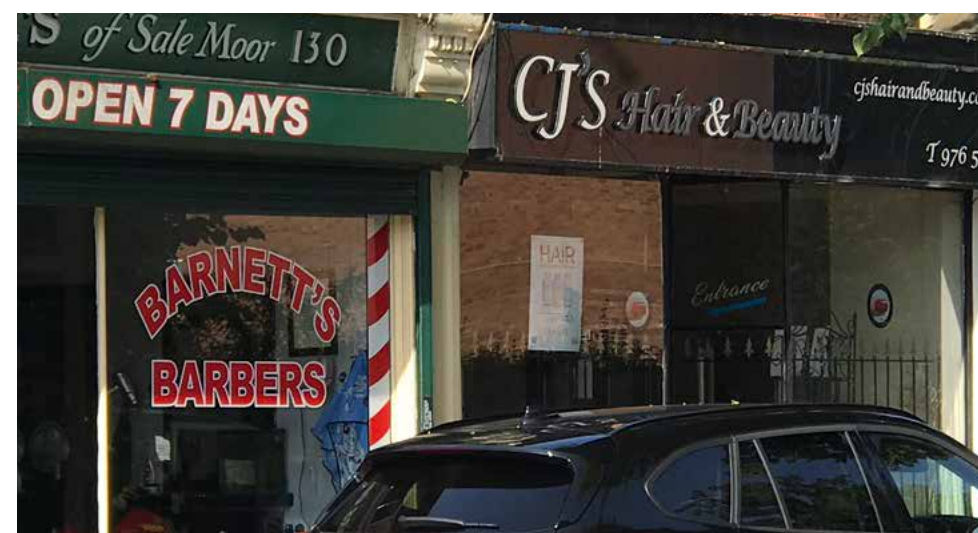


Figure 40: Image of Sale Moor Shop Frontages



Figure 41: Image of car parking

Community Profile – Demographics

Sale Moor is situated to the east of the Borough and shares a large part of its boundary with Manchester. Its northern boundary is the River Mersey and Sale Golf Course. The remaining boundaries are adjacent to residential areas on Northern Moor in Manchester and Sale. The M60 motorway runs through the ward and separates the main residential area from Sale Golf Course and the Mersey Valley

Key demographic facts from Trafford ward profiling:

- As of 2017, the Sale Moor Ward is estimated to have a population of 10,744. adjacent is the Brooklands Ward with 10,701 and the Priory Ward with 11,633 residents.
- Just 2.1% of Sale Moor's population travel to work by bicycle, however 24.2% of households in Sale Moor have no vehicle.
- Sale Moor has the second highest percentage of Green Space in the borough, with 21.7% of its area covered by green space.
- 21.4% of the residents in the Sale Moor ward have no qualifications, which is the sixth highest in Trafford Borough.
- In terms of the number of people aged 65 years or above as a percentage of the working population, this is estimated to be 28.1% (the higher the percentage, the larger share of pensioners). The Brooklands Ward has a higher percentage at 33.7%.
- In terms of Index of Multiple Deprivation (2019), Sale Moor is within the top 10 wards in Trafford with a score of 18. Compared to Brooklands, Sale Moor is substantially higher than the score of 6.7 in that ward.

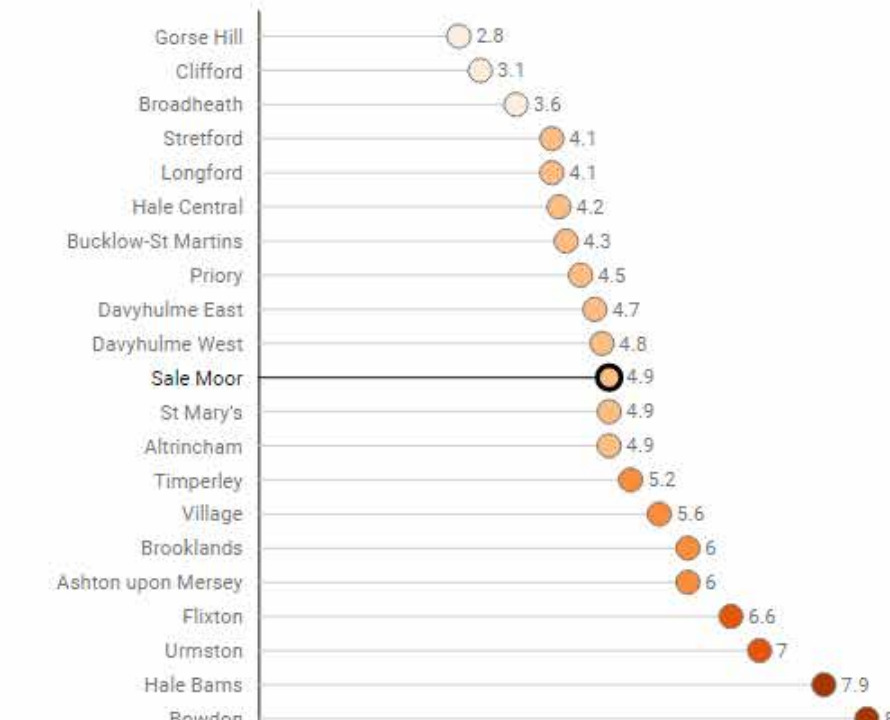
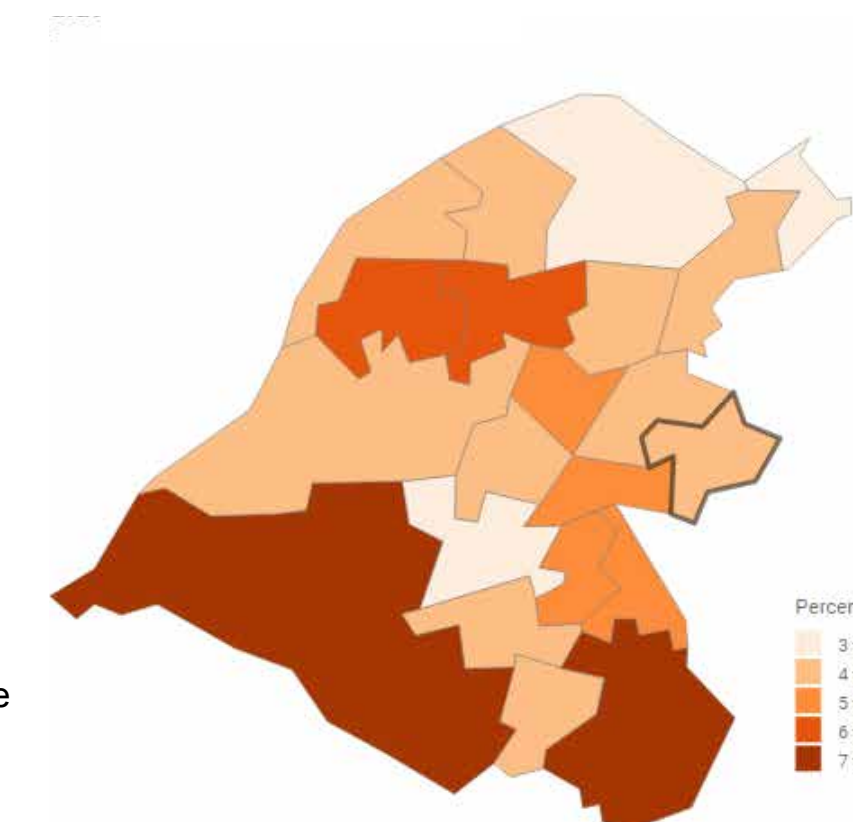


Figure 42: Population aged 80 or more years at 2017 in Sale Moor ward

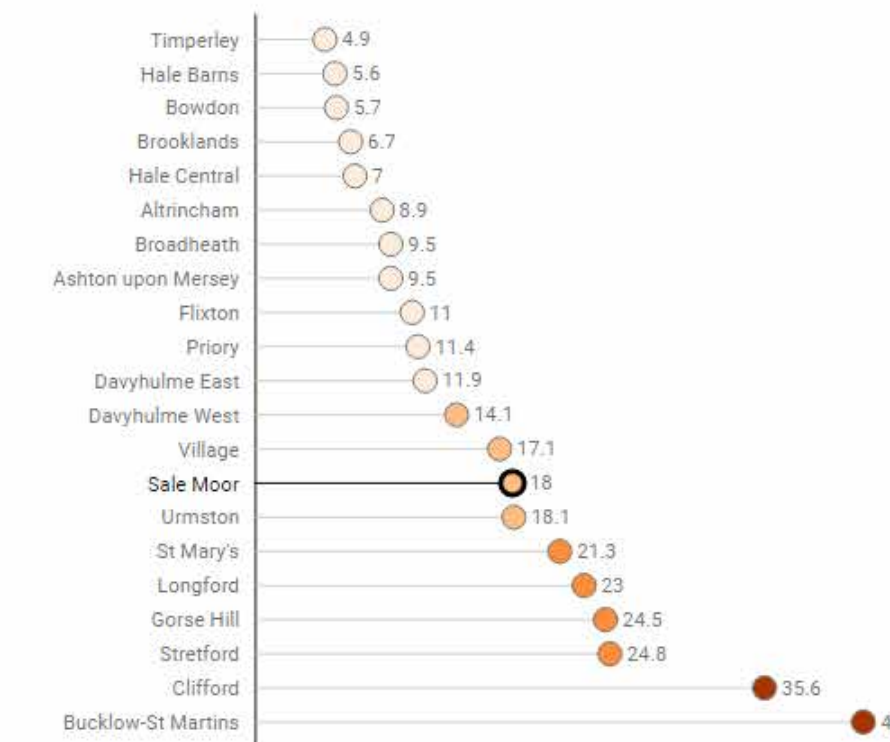
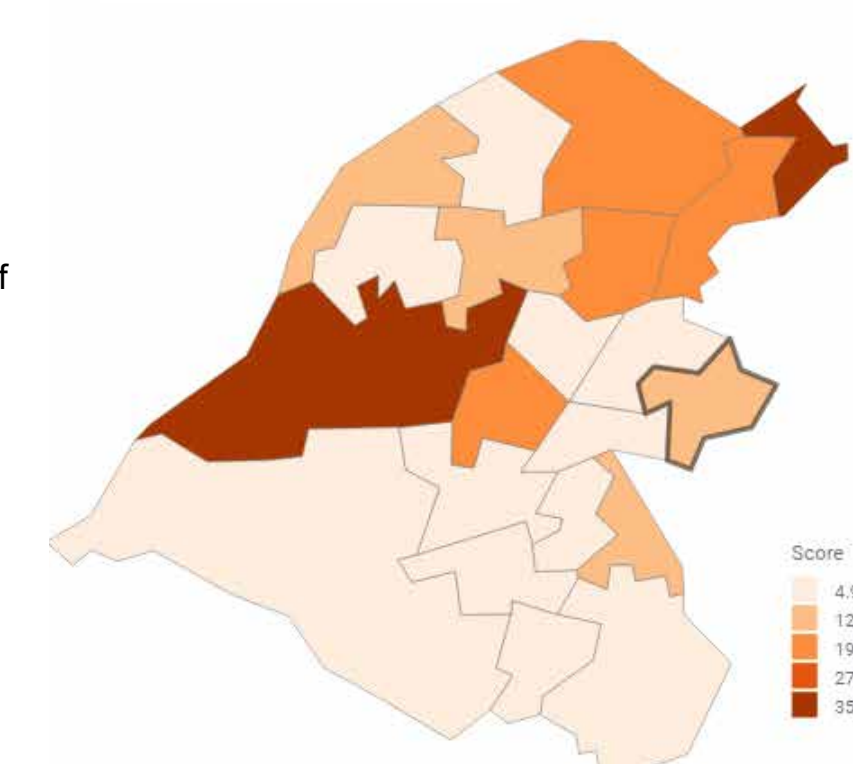


Figure 43: Index of Multiple Deprivation at 2017 in Sale Moor ward

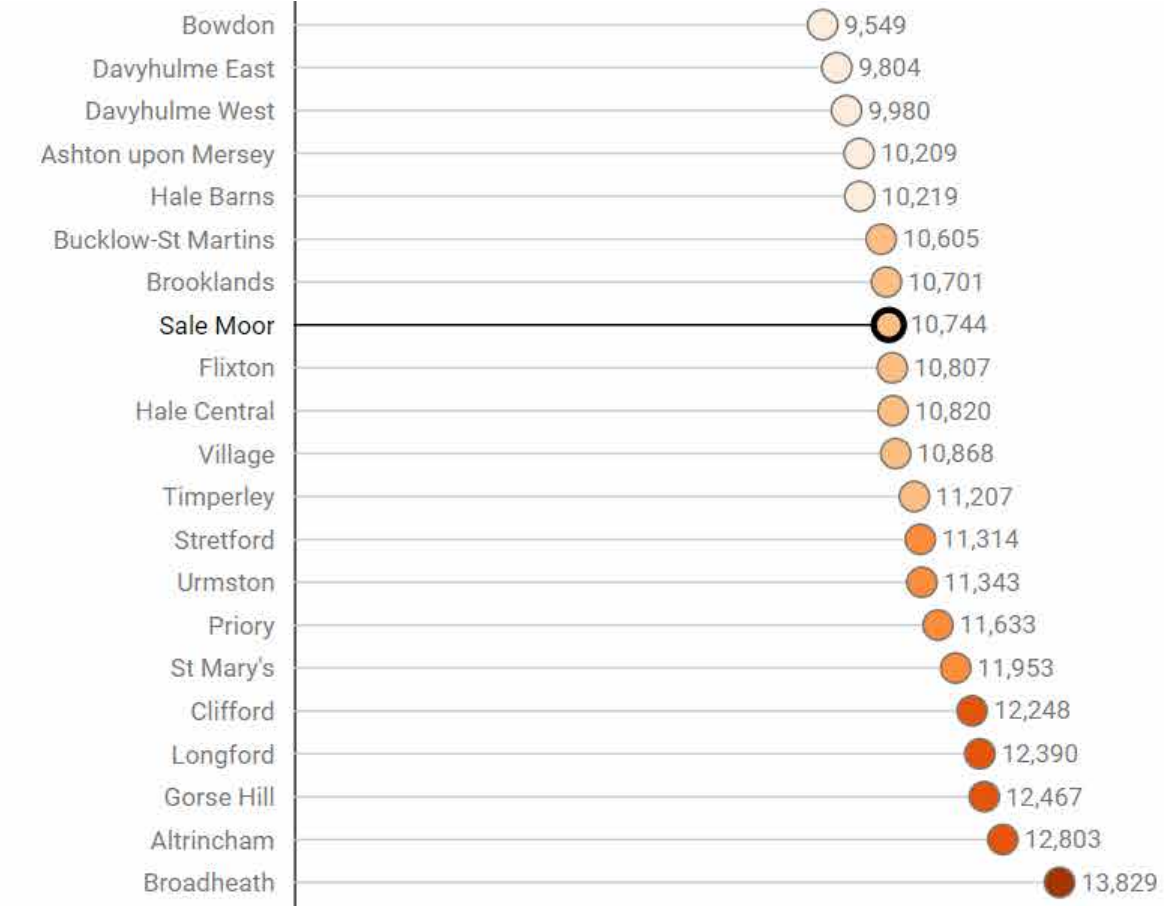
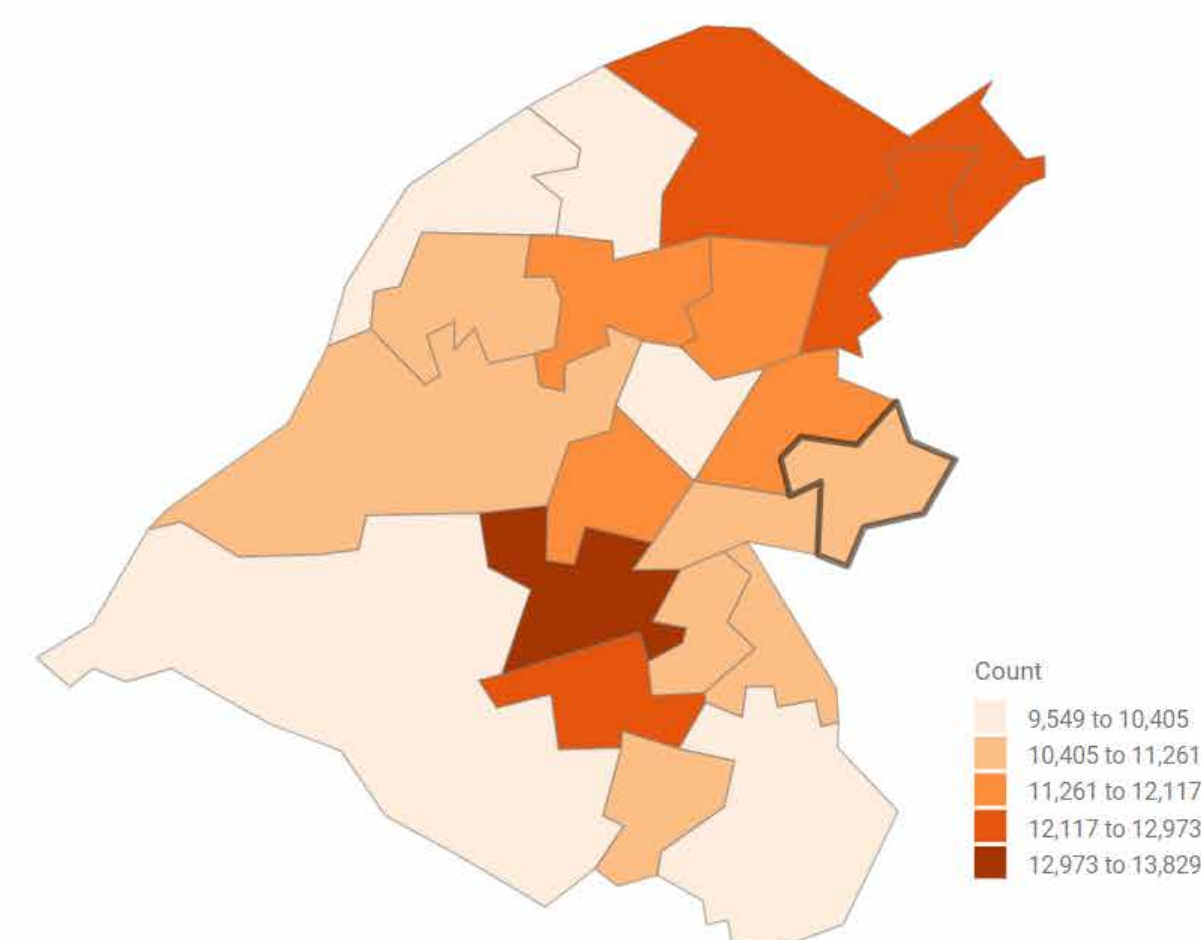


Figure 44: Ward Details from Sale Moor

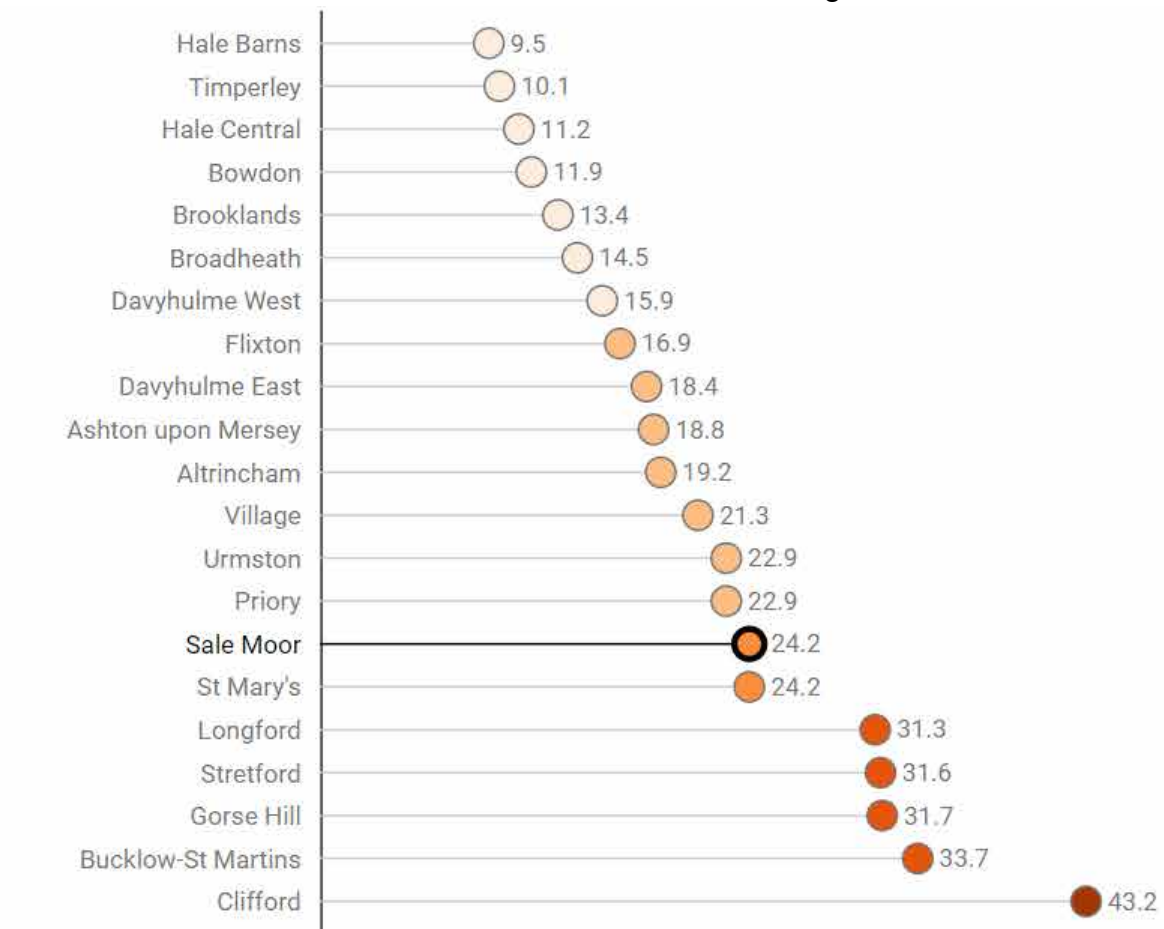
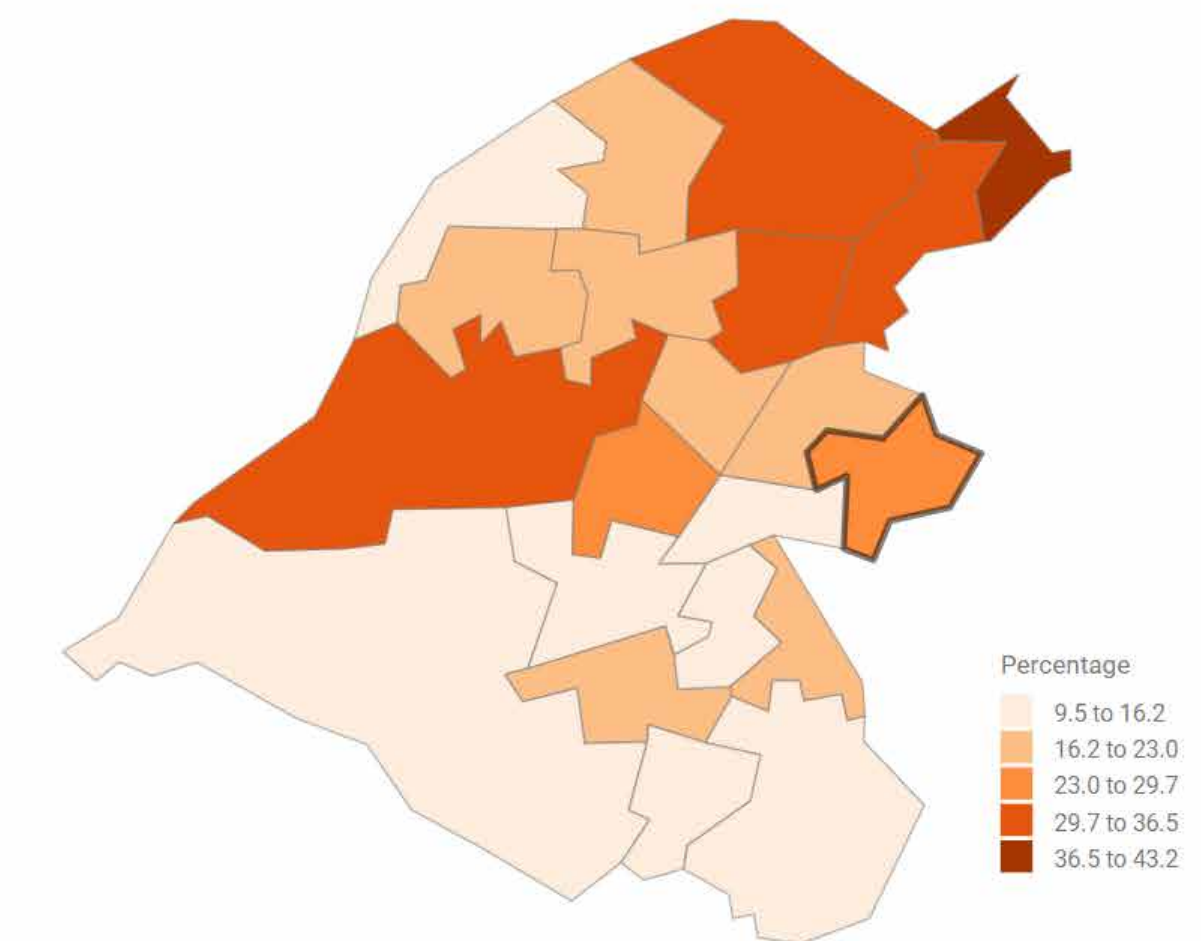


Figure 45: Ward Details from Sale Moor

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. This Retail and Leisure Study replaces the previous Trafford Borough Retail and Leisure Study which was undertaken by GVA Grimley and which reported in November 2007.

The household survey that underpins the Study was undertaken by NEMS Market Research in October 2018 across nine zones, which are considered reflective of the principal catchment area for retail and leisure facilities within Trafford Borough. The zones are consistent with those utilised in the previous 2007 Retail and Leisure Study in order to allow comparison of shopping patterns over time.

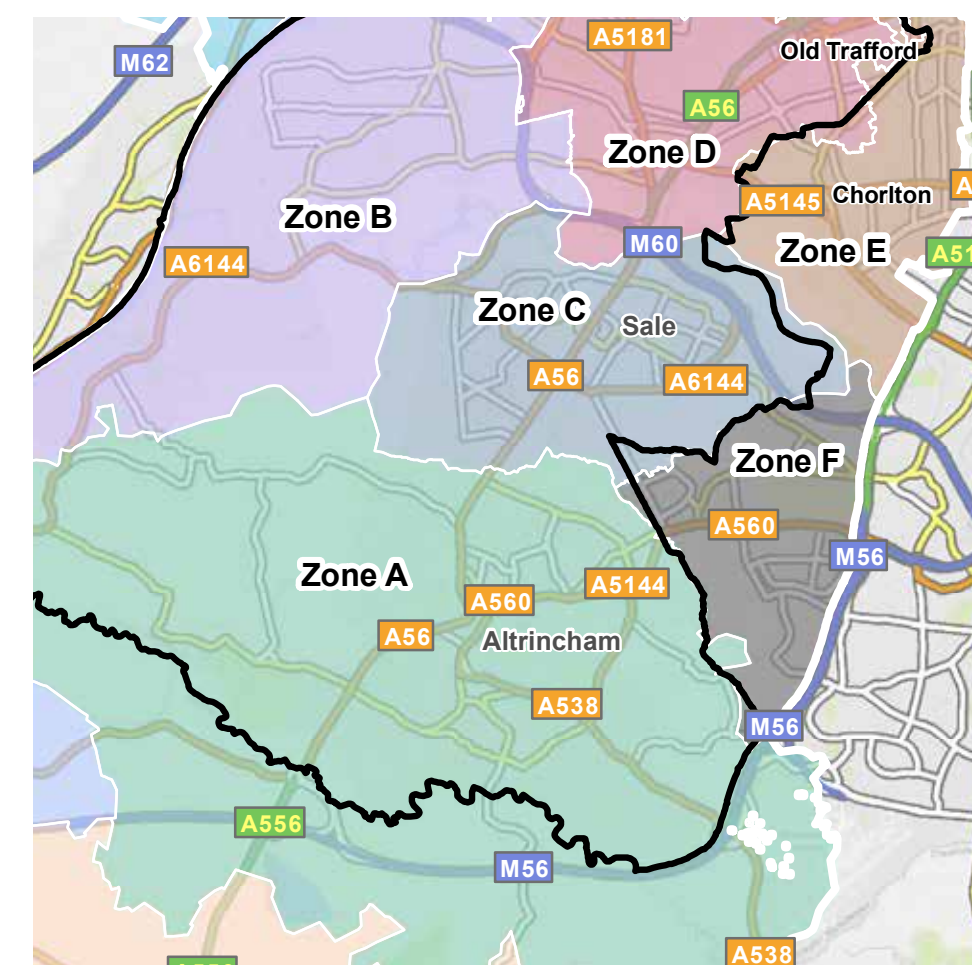


Figure 48: Excerpts from Trafford Retail and Leisure Study 2019, showing the Study Area and Plan of Existing Large Foodstores

Using the findings of the Study, we are able to establish how shopping and leisure patterns have changed, and in most cases able to decipher why this has happened. In particular, we are able to breakdown the results from the survey to better understand where residents from postcode sectors within and surrounding Sale Moor centre choose to shop and meet their leisure requirements.

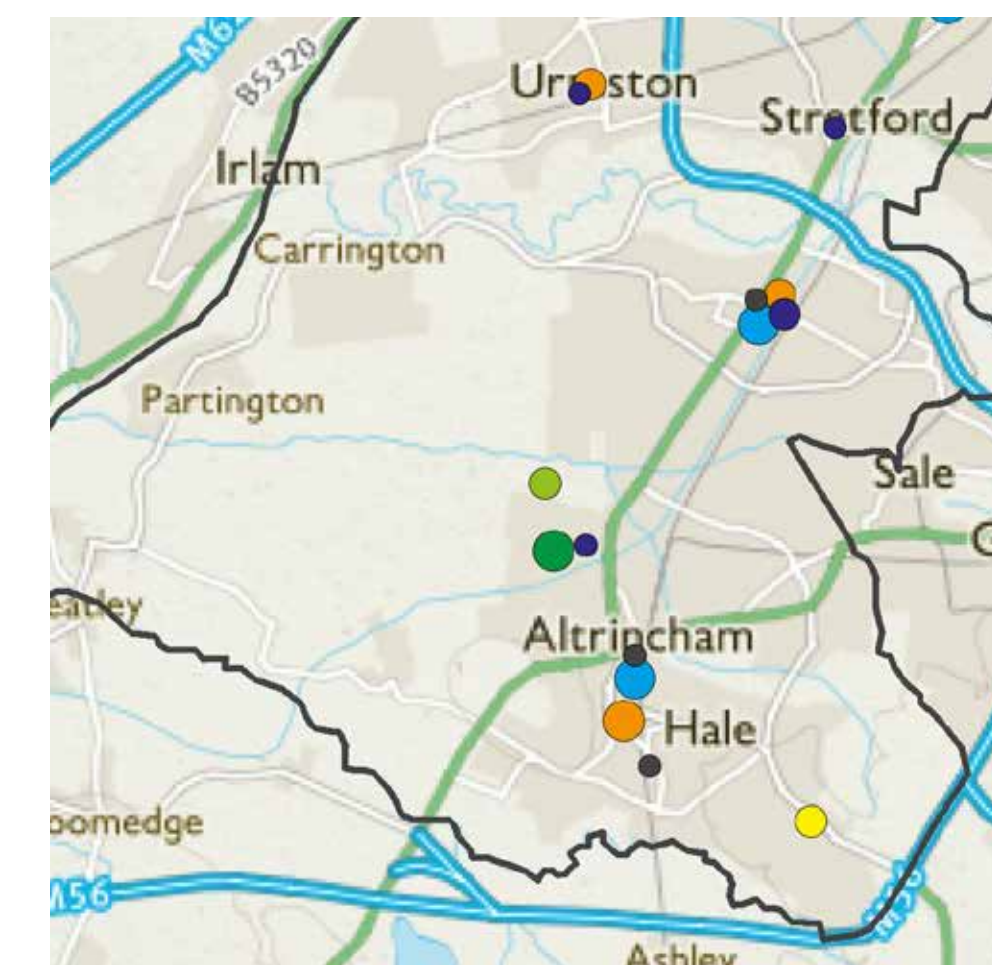
Key findings in respect of shopping and leisure patterns within Sale Moor are as follows:

Retail Patterns

- Residents of Sale Moor choose between a variety of convenience destinations to meet their main food shopping needs, including Tesco, Aldi and Sainsbury's in Sale and the Tesco in Altrincham. There is a clear dominance of the large foodstores in respect of meeting residents' main food shopping needs, and whilst these stores are not located within Sale Moor itself, are situated within a reasonable distance from the village centre, and as such, it is considered overall that there is good accessibility to convenience stores is good.
- In terms of top-up convenience shopping, a wider range of destinations are cited as being the preferred choice, including a number of the independent retailers within Sale Moor itself (Taylors etc) and the Tesco Express located on Norris Road to the south of the village centre. However, the majority of the population from each of the postcode sectors surrounding Sale Moor still choose alternative destinations to meet their top-up shopping needs, including a range of Co-op stores within Sale, Ashton and West Timperley and the Sainsbury's, Aldi and Tesco stores in Sale.
- Turning to comparison shopping, the principal destination is overwhelmingly the Trafford Centre for all M33 postcodes, followed by a mixture of Manchester city centre and Altrincham town centre.

Leisure Patterns

- Residents were also asked where they choose to visit a restaurant. The immediate catchment of sale Moor stated that they choose to visit Sale and Altrincham town centres and Manchester city centre to go to a restaurant.
- In terms of bars and pubs, Sale town centre is the principal destination for all of the postcode sectors surrounding Sale Moor. However, the village centre does attract some of the pub trips given the presence of the Legh Arms and The Temple pubs



The Existing Composition of Sale Moore Village Centre



Figure 49: One stop is the largest convenience store in Sale Moor Village



Figure 50: Retail units on Northenden Road

	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 (%)
Convenience	754 sq.m	12.8%	21.4%	9	14.5%	12.6%
Comparison	1,034 sq.m	17.5%	15.7%	9	14.5%	21.3%
Retail Services	1,254 sq.m	21.3%	14.8%	18	29.0%	21.8%
Leisure Services	2,043 sq.m	34.7%	30.1%	19	30.6%	27.2%
Financial and Business Services	58 sq.m	1.0%	9.5%	1	1.6%	9.6%
Miscellaneous	0 sq.m	0.0%	0.0%	0	0.0%	0.0%
Vacant	752 sq.m	12.8%	8.6%	6	9.7%	7.5%
Total	5,895 sq.m			62		

Figure 51: District centre composition and land use plan as of July 2019

Sale Moor health check, July 2019

Key findings:

- There are 62 units within Sale Moor district centre, accounting for a total of 5,895 sq.m of retail floor space.
- There are currently six vacant units within Sale Moor. These account for 9.7% of all units and 12.8% of total commercial floor space.
- Convenience and comparison goods operators account for 29.0% of floor space and 30.3% of all units.
- Service operators (leisure, retail and financial and business) account for 57.0% of retail floor space and 61.2% of all units.
- Sale Moor benefits from a balance in favour of independent operators, creating a more unique retail offer and community feel.
- However there are a relatively few community facilities located in or within close proximity to the centre.

Sale Moor lacks a large convenience store which is capable of anchoring the centre. Whilst the proportion and diversity

of comparison goods (clothes, household goods etc.) operators is considered to be broadly sufficient to serve the day-to-day needs of Sale Moor.

Hot-food takeaways (there are 10 in Sale Moor) represent a significant proportion of units in the centre. The number of hot-food takeaways is considered to be unduly dominant for a centre of this size.

There are currently six vacant units within Sale Moor. These account for 9.7% of all units and 12.8% of total commercial floor space. However this represents an increase from the 4.9% of units recorded as vacant in the 2018 survey of Sale Moor. However the figure of 9.7% of units being vacant remains lower than the current UK national average.

The increase in the number of vacant units since the 2018 health check for the Trafford Retail and Leisure Study from three to six could be indicative of churn in the district centre. This does allow an opportunity for new operators to trade from Sale Moor. However the increase over a 12-month period will require some thinking as to how this can be

addressed to ensure that the trend does not continue.

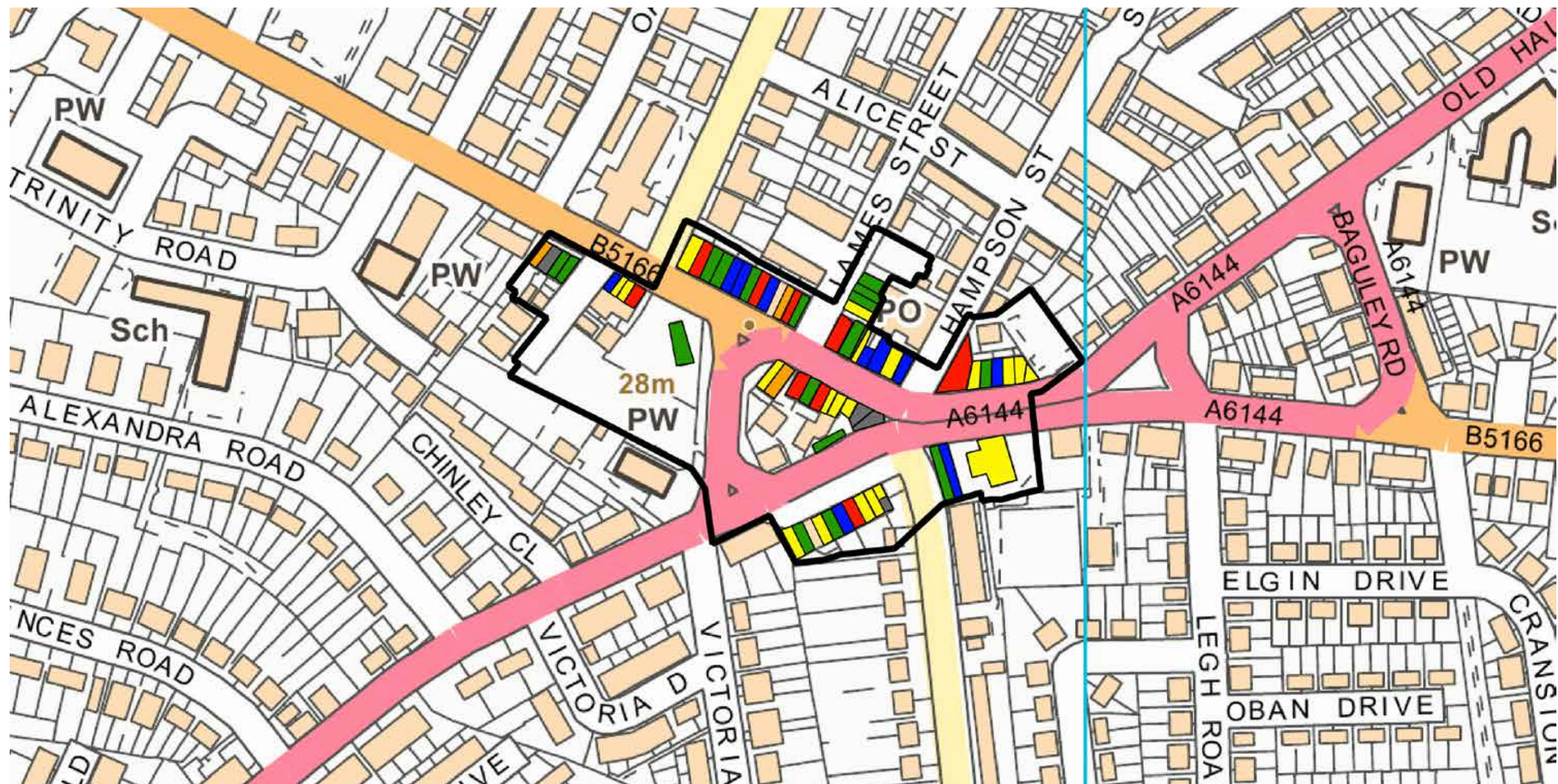
Operators in the centre generally focus on main trading hours, operating in through the usual 9-5 working day. During our visit, most units were open and trading increasing the vibrancy and vitality of Sale Moor. However a number of vacant units detracted from the feeling of vibrancy, particularly on Northenden Road beyond the IMO car wash. Furthermore Sale Moor offers a semblance of an evening economy, with two public houses, hot-food takeaways and more than one restaurant operating into the evening. However the number of hot-food takeaways reduce the appearance of activity as these uses are generally quiet during the day when the centre should benefit from the greatest amount of activity.

Generally, the centre offers a sufficient range of services to serve the day-to-day needs of the local community. There is a pharmacy, estate agent, household goods shop and a dentist within Sale Moor. Furthermore, independent cafés and pubs offer a good level of community-centred customer service.

SWOT Assessment

<p>Strengths</p> <ul style="list-style-type: none"> • Sale Moor currently has a good variety of service and comparison goods operators, with the centre appearing well used at the time of our visit. • The centre is surrounded by housing and therefore is convenient and accessible to the surrounding catchment. 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Sale Moor lacks a convenience goods retailer of a scale that is able to support some main food shopping trips, or any financial and business service operators. • The centre is also dominated by cars, which impacts on pedestrian movement across the centre. • Overall perception of safety in the centre is low and it is very difficult to move from one side to the other
<p>Opportunities</p> <ul style="list-style-type: none"> • As the centre is focussed around a fairly busy junction, efforts should be made to improve the public realm and environmental quality of the centre. • The Council has consulted on the future of Warrener Street car park, which in our experience often functions below capacity. • The car park benefits from planning permission for a food retail development, but could accommodate a variety of uses, including residential. 	<p>Threats</p> <ul style="list-style-type: none"> • There are a number of hot-food takeaways (11 in total). The concentration of these operators reduces the overall diversity of the centre. • Competition from nearby larger centres, including Altrincham and Sale • Risk of further closures of operators in the centre

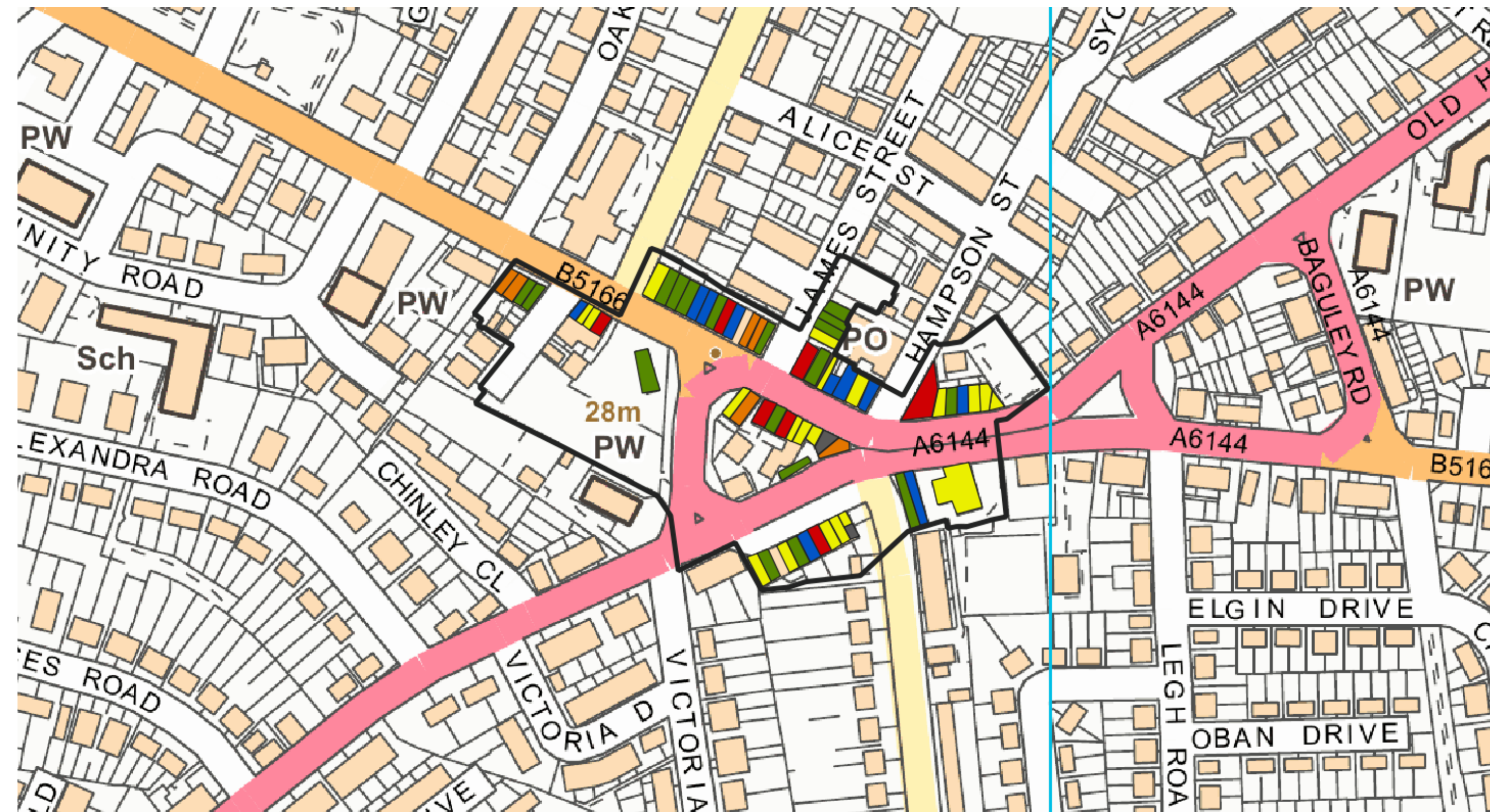
Figure 52: SWOT analysis derived from Nexus' 2019 healthcheck of Sale Moor



Clients
Trafford Council
Project
Trafford Retail and Leisure Study
Date
October 2018

- Comparison
- Convenience
- Financial & Business Services
- Leisure Service
- Miscellaneous
- Retail Service
- Vacant

Sale Moor District Centre Trafford



Date
July 2019
Data
OS ©2019

- Comparison
- Convenience
- Financial & Business Services
- Leisure Service
- Miscellaneous
- Retail Service
- Vacant

Sale Moor Village Centre

Planning Policy Summary

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). Other material considerations of relevance:

- National Planning Policy Framework (“the Framework”);
- National Planning Practice Guidance (the PPG); and
- Trafford Supplementary Guidance and Documents.

Adopted Core Strategy

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

Within the district centre boundary for Sale Moor is a small area of protected open land (Policy C8).

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.

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

- 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. In line with this the council aim to work to develop a network of pedestrian and cycle routes linking residential areas to leisure facilities, schools, and

workplaces as well as improving public transport through improvements to bus networks along cross conurbation routes.

- 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. In relation to matters of design, development proposals must ensure they are appropriate to their context, make use of opportunities to improve the character and quality of an area and enhance the street scene or character of an area by addressing scale, density, height, massing, layout,

elevation treatment, materials, hard and soft landscaping works and boundary treatments. The policy also requires development to make appropriate provision for open space.

- 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. This includes incidental landscaping and street trees.

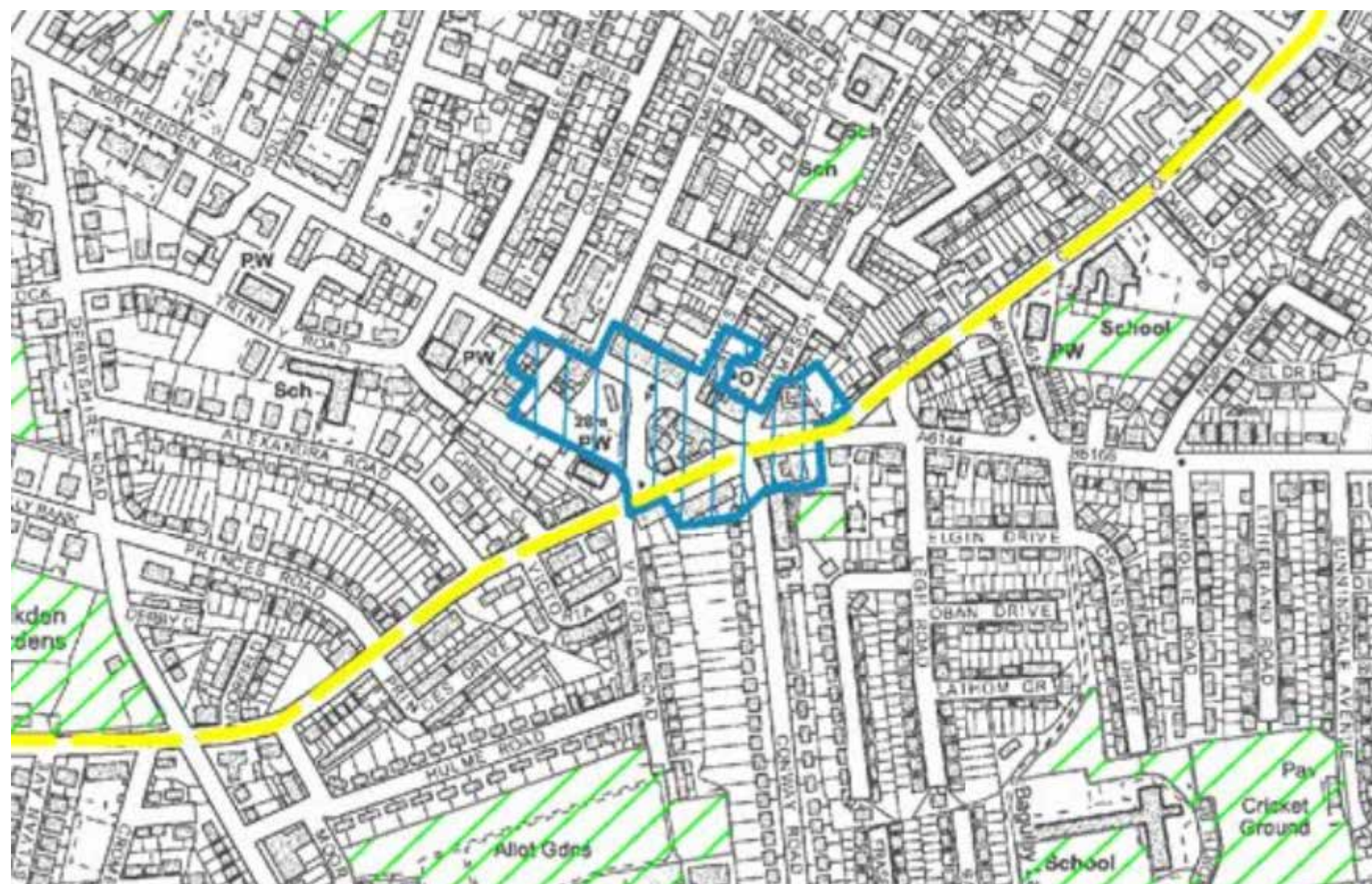


Figure 53: Sale Moor district centre boundary as defined by the Trafford Local Plan

Emerging Policy

Trafford Council is preparing a new Local Plan. A consultation on the Issues Paper was completed in September 2018.

Whilst a Land Allocations Plan was consulted on in 2014, this way delayed until progress on the GMSF was made. In light of the recent preparation of a new Local Plan, the Allocations Plan will be incorporated as appropriate and will not advance further.

As such, the council are now assessing sites submitted through the Local Plan Call for Sites exercise. The next step for the Emerging Local Plan is expected to be a Consultation on the first draft in Autumn 2019. This is in line with the previously stated timescales for the publication of a second draft of the GMSF however, a new timetable has been developed for another period of engagement into the new-year (2019-2020), with the publication of a second draft and subsequent public consultation now proposed for summer 2020. As such, there is potential for the development of Trafford’s New Local Plan to be further delayed awaiting progress of the GMSF.

The NPPF (2019)

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.

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. 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.

In this regard, the National Town Centres and Retail Planning Practice Guidance provides additional guidance in respect of the formation of town centre strategies. Paragraph 004 states:

‘Any strategy should be based on evidence of the current state of town centres and the opportunities that exist to accommodate a range of suitable development and support their vitality and viability. Strategies can be used to establish:

- *the realistic role, function and hierarchy of town centres over the plan period. Given the uncertainty in forecasting long-term retail trends and consumer behaviour, this assessment may need to focus on a limited period (such as the next five years) but will also need to take the lifetime of the plan into account and be regularly reviewed.*
- *the vision for the future of each town centre, including the most appropriate mix of uses to enhance overall vitality and viability.*
- *the ability of the town centre to accommodate the scale of assessed need for main town centre uses, and associated need for expansion, consolidation, restructuring or to enable new development or the redevelopment of under-utilised space. It can involve evaluating different policy options (for example expanding the market share of a particular centre) or the implications of wider policy such as infrastructure delivery and demographic or economic change.*
- *how existing land can be used more effectively – for example the scope to group particular uses such as retail, restaurant and leisure activities into hubs or for converting airspace above shops.*
- *opportunities for improvements to the accessibility and wider quality of town centre locations, including improvements to transport links in and around town centres and enhancement of the public realm (including spaces such as public squares, parks and gardens).*
- *what complementary strategies are necessary or appropriate to enhance the town centre and help deliver the vision for its future, and how these can be*

planned and delivered. For example, this may include consideration of how parking charges and enforcement can be made proportionate.

- *the role that different stakeholders can play in delivering the vision. If appropriate, it can help establish the level of cross-boundary/strategic working or information sharing required between both public and private sector groups.*
- *appropriate policies to address environmental issues facing town centres, including opportunities to conserve and enhance the historic environment’*

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. Policy W2 encourages a mix of uses to support its future success, with a range of active frontages and high quality design. 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.

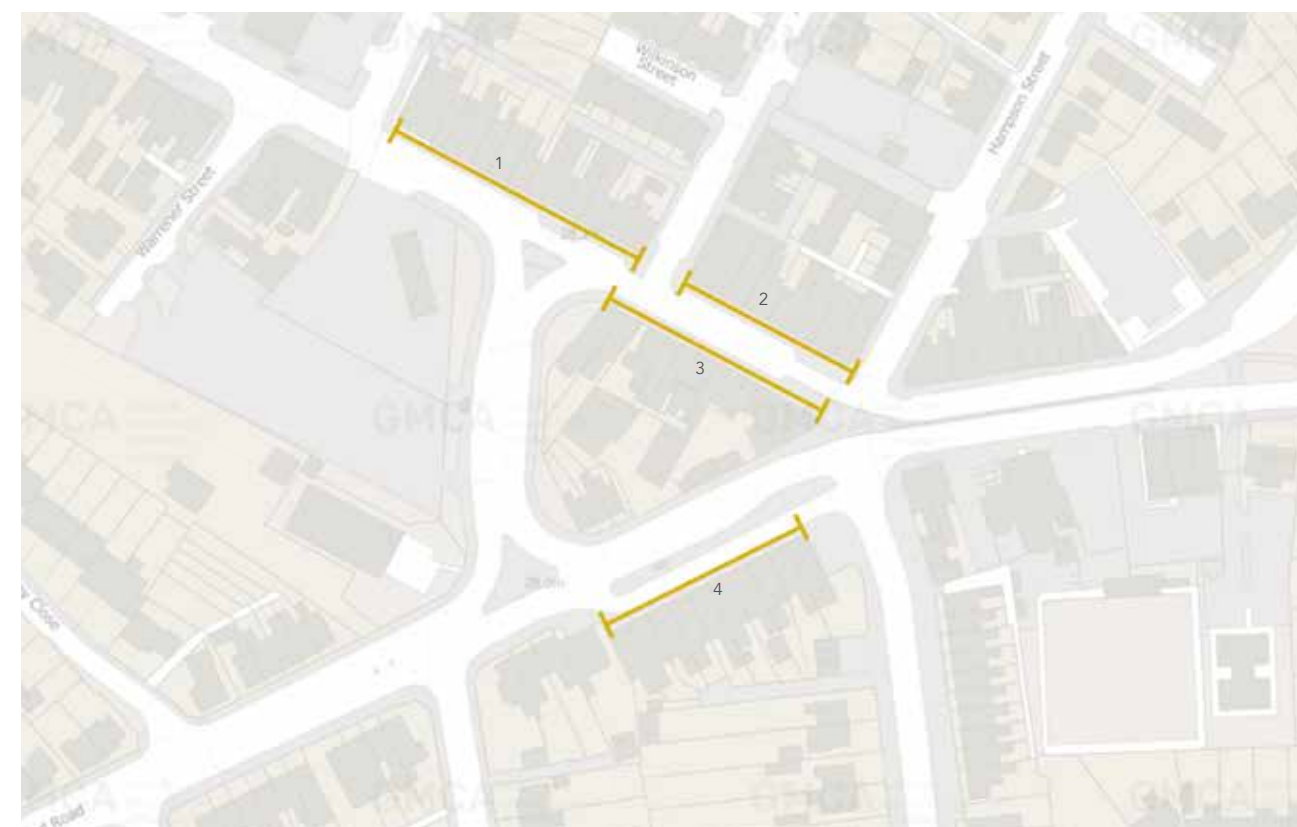
Shop Front Analysis

Sale Moor Shop Fronts

The shop fronts of Sale Moor potentially have plenty of character with small scale frontages and a mixture of Victorian and early 20th Century buildings.

However, many of the upper floors are in poor condition and there is a lack of cohesion in the use of signage, fascia proportion and colour schemes.

There is an opportunity to create a unique sense of place with well proportioned shopfronts in bold, complementary colours.



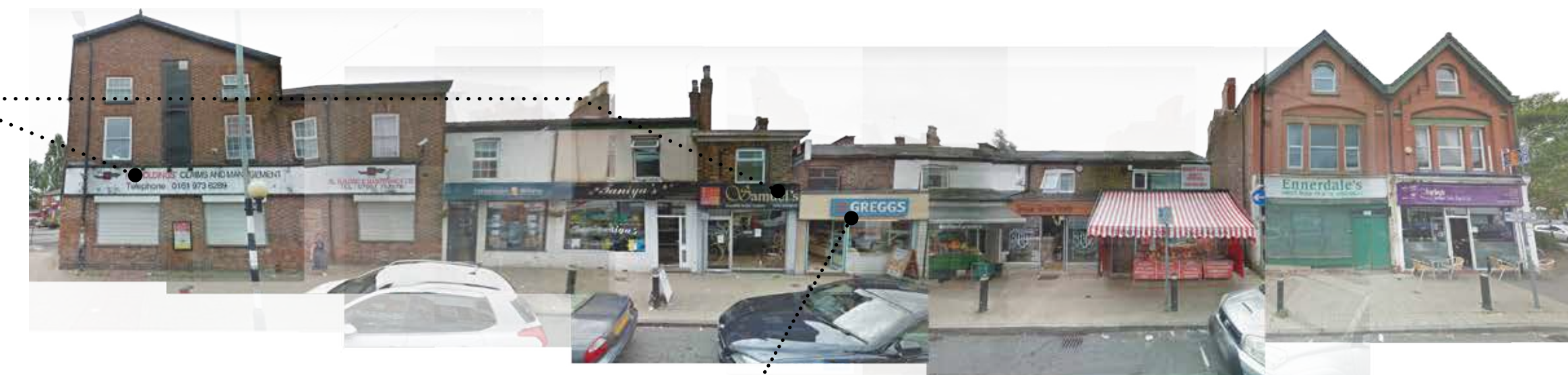
Poor quality signage, out of proportion with the fascia.

Fascia extends to upper floor and large canopy, out of proportion with the building as a whole.

Poor condition paintwork on upper floors. No consistency in colours.



Large fascias that extend to the upper floor windows detract from the street



2

Large signagem out of proportion with the building as a whole. Garish colours which do not compliment the architecture of the street. Overall lack of cohesion in signage colour and font.



3

Lack of cohesion in signage and shop front colours.



4



The Vision and Objectives

05

5. The Vision and Objectives

Vision

‘Sale Moor will be a thriving village centre with community at its heart, that attracts independent businesses and welcomes visitors from outside of the area.

People will be able to move about freely and the village will continue to grow as a diverse centre, meeting the needs of the entire catchment.

Sale Moor will become accessible to all at all times of the day, including a reinvigorated evening economy.

It will evolve through strong community partnerships and new development opportunities, along with physical and aesthetic improvements’.

The Vision represents the views of the project team in consultation with the views of the local community, traders and stakeholders. It is believed this vision will help to deliver Sale Moor as a vibrant village centre, to the benefit of residents, traders and visitors.

Objectives

The Offer of the Centre

1. To maintain and improve diversity throughout the village through the enhancement of the overall village setting and creation of new, modern units.
2. To support sustainability and achieve a place designed to minimise outputs of pollution.
3. To work with the community and other partners to ensure that the benefits of regeneration are widely felt, and that the village’s offer meets the requirements of the entire catchment including all demographics.

Movement

1. To create an environment that places an emphasis on the safety and utility of streets and routes for pedestrians and cyclists.
2. To support improvement of accessibility to and within the centre for pedestrians and cyclists and to reduce the dominance of traffic, whilst maintaining appropriate vehicle access and movement.
3. To incorporate the wider MCF proposals throughout the village, including substantial public realm improvements.
4. To develop a strategy to remove/alter the barriers which form part of the gyratory system to improve pedestrian movement throughout the village.

Streetscape

1. To revitalise and regenerate Sale Moor as an ‘urban village’, combining existing uses with new, high quality bespoke development at the Warrener Street Car Park.
2. To safeguard those parts of the existing built environment that contribute to the character heritage and distinctiveness of the area, through the formulation of a Design Guide for the Village.
3. To substantially improve the shopfronts in the village.

Public Realm

1. To create inclusive, well-designed public spaces which form a place to meet and hold informal events.
2. To create new entrance gateways into the village, welcoming visitors in
3. To improve the overall public realm within Sale Moor, using generous footways and safe cycle routes, soft landscaping and areas within which activities can spill-out into
4. Encouraging new public art, and public realm additions which the community can take ownership of and curate.

Principle Challenges

Drawing on the SWOT analysis, it is clear that the village centre is currently facing challenges that must be addressed if it is to be sustainable in the long term.

Principal challenges include:

- Competition from nearby towns and city centres, and out of town retail parks (with free parking).
- The village centre perception – the range of uses and services, the quality of shop frontages and public realm, access to the village centre, safety in the centre and physical environment can strongly influence success.
- Socio economic profile – the key indicators demonstrate the broad width of demographics in the catchment and therefore the requirement to provide a centre which can meet the entire catchment’s needs. As such, in regenerating and enhancing the village, new developments need to take the local catchment into account.
- Accessibility and movement - efficient and safe movement to, through and around the village centre from a range of transport modes is crucial to ensuring regular patronage.
- Complementary roles - as a result of the close proximity of the village centre to neighbouring towns, such as Sale and Altrincham, they will inevitably have overlapping catchments. It will be essential to ensure that their future roles are complementary, not competing.
- Attract new public / private investment funding.
- Appropriate mix of uses - retail, services, leisure and residential are all key components to encourage more footfall and a greater length of stay within the village centre, both day and night.

If we don’t encourage and create compelling reasons for people to come into the village centre, they will continue to go elsewhere. These ‘compelling reasons’ or the village’s offer, which is expressed through a clear Vision, brand and delivery plan, must have resonance and credibility with the people we want to attract and be based on what we can deliver.

The Objectives in Detail - The Offer of the Centre

Maintain and Improve Diversity

Sale Moor village centre has a relatively limited leisure (restaurants, café, cultural uses) offer. There is an opportunity to improve and diversify the village centre offer and therefore increasing the overall footfall in the centre, both throughout the day and the evening.

This can be realised through changes to the activities undertaken within existing premises, but more significantly from the development of the Warrener Street car park site.

There is a need to provide a broader mix of uses in the village centre (beyond retail and particularly convenience uses) to create areas that are active throughout the day and night, generating additional footfall, and therefore expenditure. Furthermore, there is an opportunity to provide modern format space which better meets potential operator’s requirements and a flexible space from which community events can take place through the delivery of the Warrener Street Car Park development opportunity.

In order to create a place with a variety and mix of uses development (and public realm schemes where appropriate) should:

- Plan for a mix of compatible uses and tenures
- Encourage additional uses such as restaurants and bars through the wider improvement of the public realm and streetscape, and overall investor confidence in the centre
- Aim to achieve diverse communities and cultures
- Explore a variety of architectural styles whilst respecting the local character, vernacular and neighbouring uses

Support Sustainability

New development and improvements to the accessibility and movement of the centre should seek to raise the environmental performance of buildings through the incorporation of high quality designs that encourage behavioural changes with regard to energy use and conservation.

In order to achieve a sustainable village centre for Sale Moor, improvements to the village should:

- Incorporate electric vehicle charging points
- Encourage travel to and within the centre by sustainable transport modes, through the promotion of the new MCF route and wider improvements
- Improve the overall safety in the centre for both pedestrians and cyclists

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. We explore this in more detail in proceeding chapters of the Plan.



Figure 54: Image of Shopfronts in Sale Moor

Principle Challenges in Sale Moor

The Objectives in Detail - Movement

Promote Ease of Movement

When considering movement within the village centre, there is a need to take account of the primary users of a particular space. The village centre needs to be a place that is easy to get to and move through, and yet sustainable modes of transport to and within the centre are encouraged.

To create a connective and permeable village centre, the strategy for the village place plan should ensure that:

- Traffic calming measures are introduced to reduce the speed of vehicles using the gyratory.
- Prioritise active travel by supporting the successful Mayors Challenge Fund bid to develop a segregated cycle route from Sale – Sale Moor – Sale Water Park, with quality cycle parking and improvements to crossing facilities.
- Potential to reduce traffic levels on certain sections of gyratory, subject to traffic modelling.
- Alter circulation and signage between Northenden Road, James Street and Hampson Street to improve access to public car parks.
- 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
- Schemes provide a choice of safe, high quality routes to assist with permeability
- Remove guard railing to enable pedestrians to follow desire lines and increase the attractiveness of the street scene.
- Review on-street parking provision taking into consideration residents and local business as well as pedestrian and cyclist safety.

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 development and public realm schemes should:

- Incorporate clear and easily navigable routes, utilising appropriate and distinguishable hard and soft surfacing, including the provision of shared surfaces
- Create new or enhance existing 'gateways' to the village centre which enable users to identify with that particular area and celebrate the village as a whole
- 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
- Include clear signage to encourage users of the village to use all available car parks



Figure 55: Image of Christmas Lights in Sale Moor

The Objectives in Detail - Streetscape and Urban Design

Maintain and Enhance Character and Identity

The character of Sale Moor is formed by the pattern of development, its scale and massing and by the mix of uses.

Sale Moor'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. It is vital that the centre appeals to the whole of the catchment including families, young professionals, students, school children (of all ages), the older generation and so on.

In creating a sense of place, new development and public realm projects should incorporate:

- Spaces which are visible and contribute to the character of the area
- Good quality design
- Good quality and sustainable building materials to ensure longevity and environmental responsibility

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 centres will continue to evolve and as such Sale Moor village centre needs to be a place that can respond to change.

In creating an adaptable village centre, development and public realm schemes should:

- Incorporate flexible areas which support a variety of uses
- Incorporate buildings adaptable to a variety of present and future uses

Improve the Quality of the Public Realm

Improvements to the public realm are essential to improving the image and attractiveness of Sale Moor village centre.

Quality public spaces contribute enormously to people's health, happiness and wellbeing.

In order to create a place with lively and pleasant to use public spaces and routes, the objectives of the village place plan are to:

- Undertake a village centre-wide approach to public realm, linking one end of the village with the other and creating a uniformed scheme
- Achieve a sense of safety and security
- Create uncluttered and easily maintained surroundings
- Pay careful attention to detailing, with integrated well-designed public art
- 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 and feel comfortable interacting with strangers), easy to access and easy to use, encouraging activity.

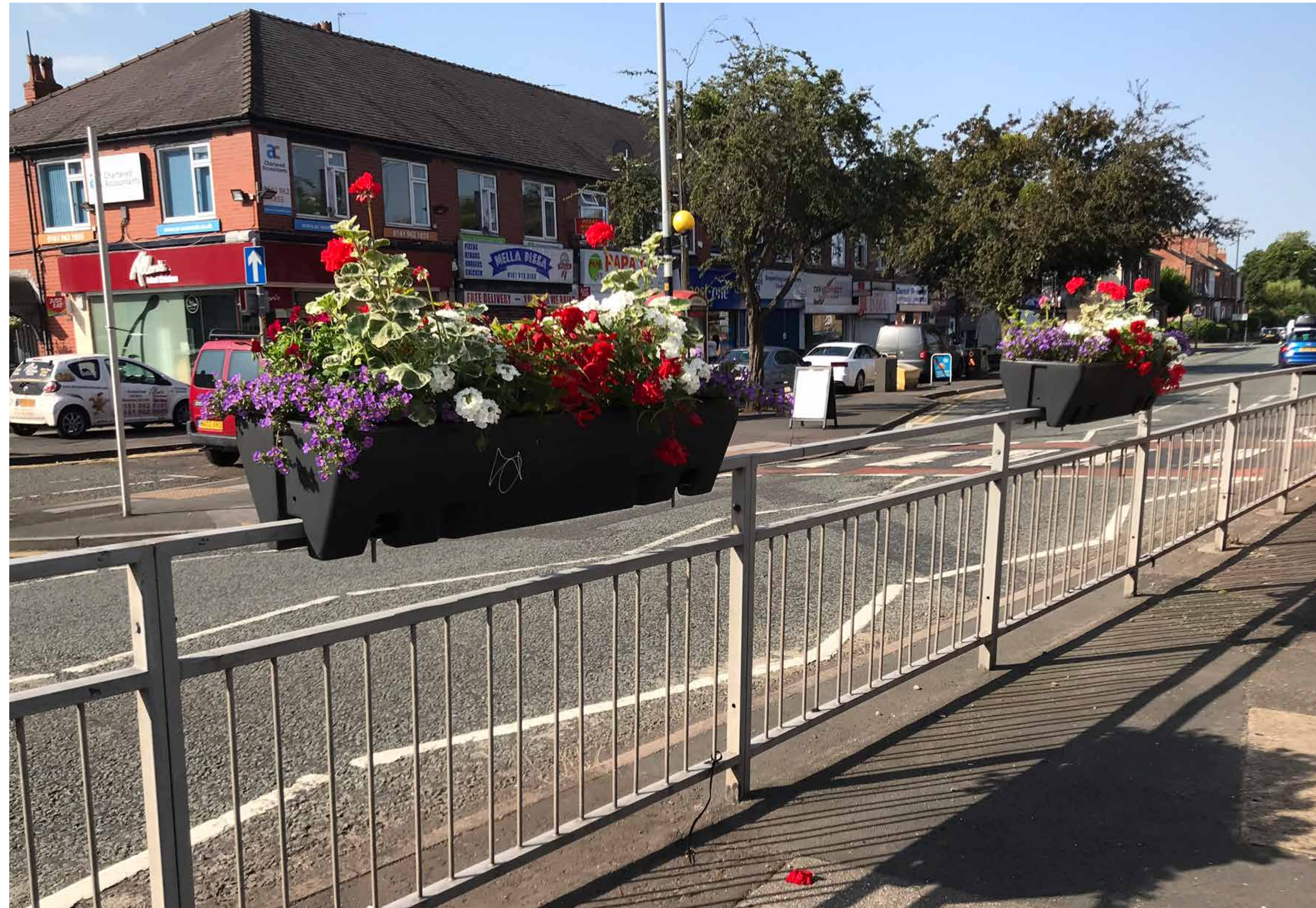


Figure 56: Image of Northenden Road

Signs of Success

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

- Reduction in number of vacant units and the 'churn' in operators in the centre, through the encouragement of additional footfall in the centre.
- The creation of a new community space(s) to hold informal events.
- More places to eat, drink and enjoy leisure time in the village centre, including an enhanced family friendly offer and more 'after five' uses including leisure and residential through the delivery of the Warrener Street development opportunity site.
- The retention and growth of the independent sector in the village through the Warrener Street scheme and encouragement of wider community activities in the centre.
- An enhanced public realm, through the creation of new soft landscaped areas and additional trees
- More public art and celebrations of creativity
- Increased private sector investment and business growth
- The delivery of the new cycle and pedestrian route through the centre
- The delivery of a new approach to shopfront design, incorporating the principles of the design guide



Spatial Framework

06

Identified Opportunities in Sale Moor

Highways and streetscape improvements are central themes that have arisen from baseline analysis.

WSP - Movement and Highways

Headline: traffic calming measures and removal of the railing would improve the functioning of the gyratory and pedestrian linkages.

Key Findings:

- Vehicles are prioritised due to the highway dominated nature of the gyratory.
- Vehicles can travel at high speed (>30mph) through the gyratory, particularly when travelling in a south-westerly direction from B5166 Northenden Road to A6144 Marsland Road.
- Guard railing and street furniture act as barriers to pedestrian movement.
- Demand for on-street parking is high.
- On-street parking is beneficial for local business but creates safety and amenity concerns for cyclists.
- The area lacks quality green spaces which are accessible to pedestrians.
- Off-street parking areas tends to have spaces, but access to them can be difficult to find for those not familiar with village.
- Traffic congestion can arise from M60 Jct 6 in the AM peak, but gyratory typically operates satisfactorily.
- Local schools are a significant contributor to footfall.

Opportunities:

- Introduce traffic calming measures to reduce the speed of vehicles using the gyratory.
- Prioritise active travel by supporting the successful MCF bid to develop a segregated cycle route with quality cycle parking and improvements to crossing facilities.
- Potential to downgrade certain sections of gyratory, subject to traffic modelling.
- Alter circulation between Northenden Road, James Street and Hampson Street to improve access to public car parks.

- Create new areas of public realm including village gateways to encourage visitors to stay and enjoy the area.
- Facilitate development sites e.g. Warrener Street car park and car wash site.
- Remove guard railing to enable pedestrians to follow desire lines and increase the attractiveness of the street scene.
- Review on-street parking provision taking into consideration residents and local business as well as pedestrian and cyclist safety

Buttress - Streetscape and Urban Design

Headline: There is significant opportunity to enhance public spaces and provide a hub through the development of the Warrener St Car Park

Key findings:

- There is no quality public realm, with railings used frequently
- Shop fronts have limited continuity which detracts from the appearance of the street, however many shop fronts and upper floors can be improved through simply repainting
- Gap sites are currently used for parking.

Opportunities:

- Good development opportunities for the warrener Street car park site
- Opportunity for a design guide for active frontages and consistent quality and aesthetics throughout the centre
- Upper floors on buildings can be easing repainted and restored

Gillespies - Public Realm and Landscaping

Headline: Sale Moor needs to address access and movement to enhance the streetscape

Key findings:

Vehicles and street-linkages

- There are a limited number of safe crossing points which makes it difficult to cross safely.
- Guard railings limit access between north and south.
- Poorly signed car parks

Public space

- The public realm is low in quality, lacking suitable surfaces and street furniture.
- There is a lack of access to public open space.

Opportunities:

- To slow down traffic through the village
- Provide generous footways and safe cycle routes to promote sustainable transport use
- Create streets with space for spill-out activity
- Create central meeting point orientated around the original crossroads with landmark features to aid orientation
- Give the people of Sale Moor a high street they can curate - a place for events, socialising, culture and well being;
- Encourage community ownership of the village - planters for renegade gardeners, village notice boards for advertising events and gathering spaces for local events
- Announcing arrival and departures to encourage passing traffic to stop and explore



Figure 57: Spatial Framework



Development Strategy

07

7. Development Strategy

THE STRATEGY

The strategy sets out an ambitious plan to recreate a village High Street for Sale Moor and to give the streets back to people and cyclists. The redevelopment of the Warrener Street car park offers opportunities to create a new public space for the local community redefining the heart of the village. The strategy will be achieved through the following key concepts:

- Reorganising traffic movement to re-establish Northenden Road as the High Street - a place for people not cars;
- Provide widened and enhanced footways, street greening and seating throughout the village to encourage longer dwell time;
- Provide improved on street parking and better signing and legibility to local car parks;
- Create a new village square facilitated by residential and commercial development that can provide space for local events, markets and community gatherings;
- Remove street clutter and reduce vehicle dominance to reconnect the north and south of Northenden Road;
- Create a distinctive village character, clear village entrances and people scaled environments to announce the arrival into Sale Moor; and
- Improve cycle routes through the area with a new bidirectional cycle lane connecting Sale Moor to Sale and Sale Waterpark.

AN INDEPENDENT HIGH STREET

Sale Moor has a uniquely independent high street with a range of local, traditional and specialist retailers. The variety and concentration in a compact village centre provides an attractive hub for the local community and a sense of individuality and character unlike anywhere else. The strategy is to:

- Encourage independent and artisan businesses that offer a personalised experience;
- Expand the evening offer and support through creating cafe spill out space, improved lighting and reduced vehicle noise/speeds;
- Opportunities to build an identity and village brand through consistent and iconic shopfront design and signage;
- Increase dwell time by creating a High Street that people want to spend time in;
- New commercial development to be of a scale that encourages independent retailers.

A VILLAGE ONCE AGAIN

Sale Moor is a lost village consumed by the road network and dominated by vehicle needs. The strategy is to:

- Recreate the village to put people and community at the heart of place and taking the centre back from motorised vehicles;
- Reduce traffic and minimise vehicle impacts on village streets;
- Provide generous footways and safe cycle routes to

promote sustainable transport use;

- Create streets with space for spill out activity;
- Create a central meeting point orientated around the original crossroads with landmark feature to aid orientation;
- Seek opportunities with new development to deliver a community events space - a place for markets and local activities;
- New residential development to bring more people into the village heart and create a market for greater evening activity;
- Give the people of Sale Moor a high street they can curate - a place for events, socialising, culture and wellbeing;
- Create a High Street that can be closed on occasions to facilitate events and to encourage greater use by local people;
- Encourage community ownership of the village - planters for renegade gardeners, village notice boards for advertising events, gathering spaces for local events;
- Announce arrival and departure through a clear identity and village brand and by highlighting entrances and key nodes to encourage passing traffic to stop and explore.



Figure 58: Precedent Images - Village 'Feel'

Sale Moor - Materials and Details

PUBLIC REALM STRATEGY

The strategy for the public realm materials and details is set out below.

HARD SURFACES

- A simple materials palette running from shopfront to kerb with high quality edgings will be incorporated.
- A defined and elevated character for the High Street with feature surfaces around landmarks and seating areas.
- Continuous concrete flag paving from shopfront to kerb;
- Feature areas of high quality paving focused around key spaces and seating areas. Materials to make reference to the local vernacular - bricks and cobbles;
- Feature edgings and level surface carriageway to the High Street to slow vehicles and extend the public space across the highway;
- High quality paving to be used within any new village spaces to elevate local character.

STREET FURNITURE, WALLS & LIGHTING

- Comfortable and quirky seating organised in sociable groupings around trees and planters. Pedestrian scale elements that create a village feel;
- Vibrant quirky seats and benches influenced by colourful shopfronts and buildings. Organised in groups at key village locations;
- Large feature planters with ornamental floral displays and/or opportunities for guerilla gardening and community grow

your own;

- Landmark art / signage to orientate visitors and announce arrival at the village heart;
- Feature lighting of landmark elements;
- Pedestrian scale light columns to the High Street to create a more intimate street environment.

SOFT LANDSCAPE

- Vibrant seasonal floral displays and opportunities for community owned planters and planting beds will help to create a distinctive village centre and community focused place.
- Retain high quality mature trees to maximise green character;
- New street tree planting to add character and create a greener, more intimate village centre. Narrow crown trees suitable for urban conditions

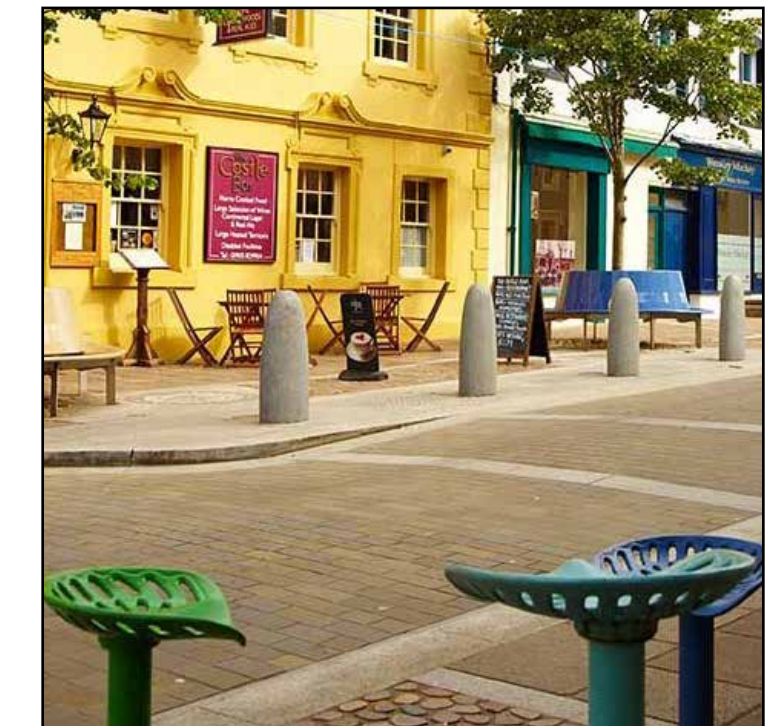


Figure 59: Precedent Images - Village Materials

Sale Moor - Gyratory Improvements - Option 1 (Do Minimum)

KEY PROPOSALS

Traffic & Transport

- Traffic movement remains as current situation;
- On-street parking to north side of Northenden Road removed to accommodate the proposed bi-directional cycle lane;
- Better signage / legibility to village car parks;
- Current bus stops retained;
- Village gateways traffic calming to reduce speeds to 20mph.

Public Realm

- Enhance village streets with new paving, lighting and street furniture;
- New street trees and ornamental planting to green the village centre;
- Retain existing significant mature trees;
- Pave parking bays to visually extend the footway along the High Street;
- Guardrails and street clutter removed;
- Create an improved setting for retail units along Marsland Road;
- Landmark feature located at the crossroads to mark the heart of the village.

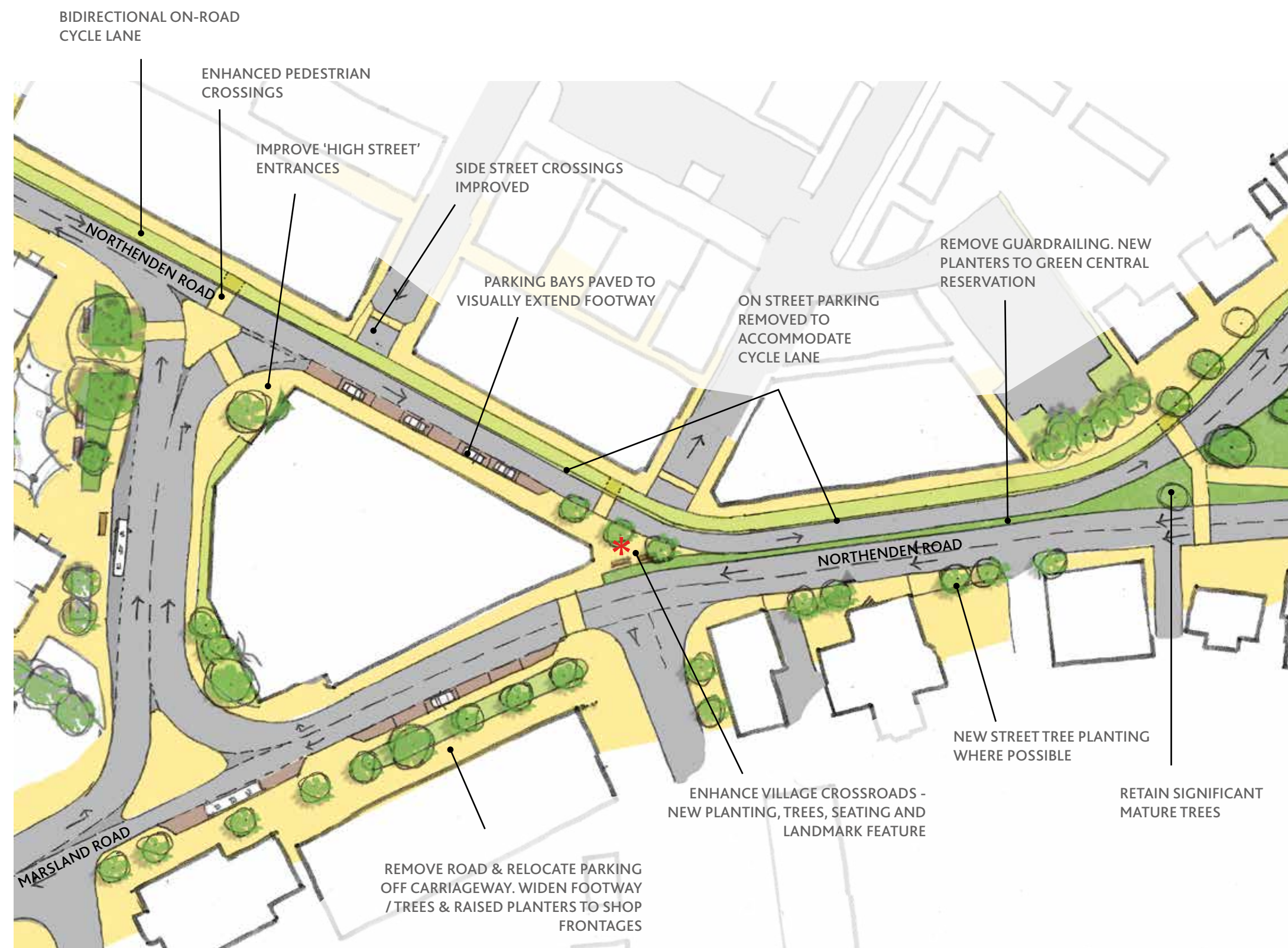


Figure 60: Gyratory Improvements Option 1

PRECEDENTS



REMOVE CLUTTER & GREEN VEHICLE ROUTES



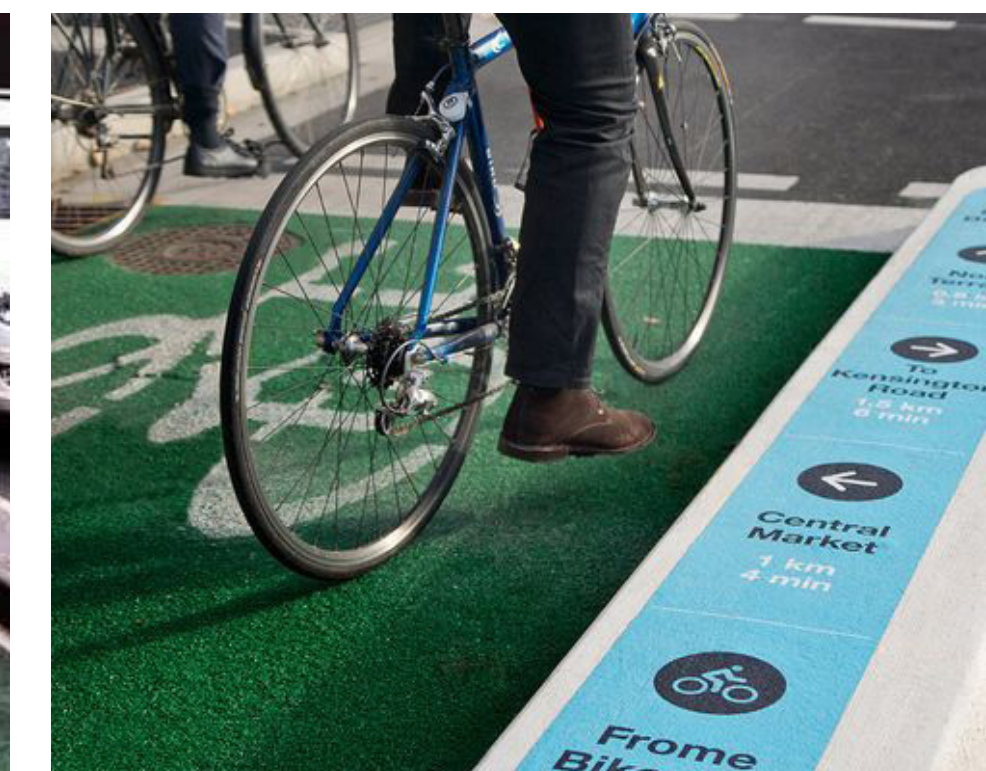
ENHANCED PEDESTRIAN CROSSINGS



SIDE STREET CROSSINGS IMPROVED



BI-DIRECTIONAL CYCLE LANE & SEGREGATED CARRIAGEWAY



INTEGRATED WAYFINDING



PLANTERS TO SCREEN TRAFFIC

Figure 61: Precedent Images - Cycle and Pedestrian Routes

Sale Moor - Gyratory Improvements - Option 2 (Do Maximum)

KEY PROPOSALS

Traffic & Transport

- Main vehicle movements directed around the village centre;
- High Street closed to through traffic - access only. One way vehicle movement exits via Temple Road;
- On street parking reduced to accommodate bi-directional cycle lane. Better signage of village car parks to encourage use;
- Improved access across Marsland Road / Northenden Road;
- Integrate MCF cycle proposals. Bidirectional cycle lane connects the village to Sale and Sale Waterpark;
- High Street change of surface, width and character denotes pedestrian/cycle priority;
- Current bus stops retained;
- Village gateway traffic calming to reduce speeds to 20mph.

Public Realm

- Northenden High Street redefined through new shared surface, tree planting, street furniture and lighting;
- New village square connects proposed development to the High Street;
- Guardrails and street clutter removed;
- New traffic arrangement creates opportunities to close the High Street for community events;
- Wider footways, screened from traffic create space for spill out activity;
- Floral displays, trees and planters to encourage community ownership and create human scale and green village feel.

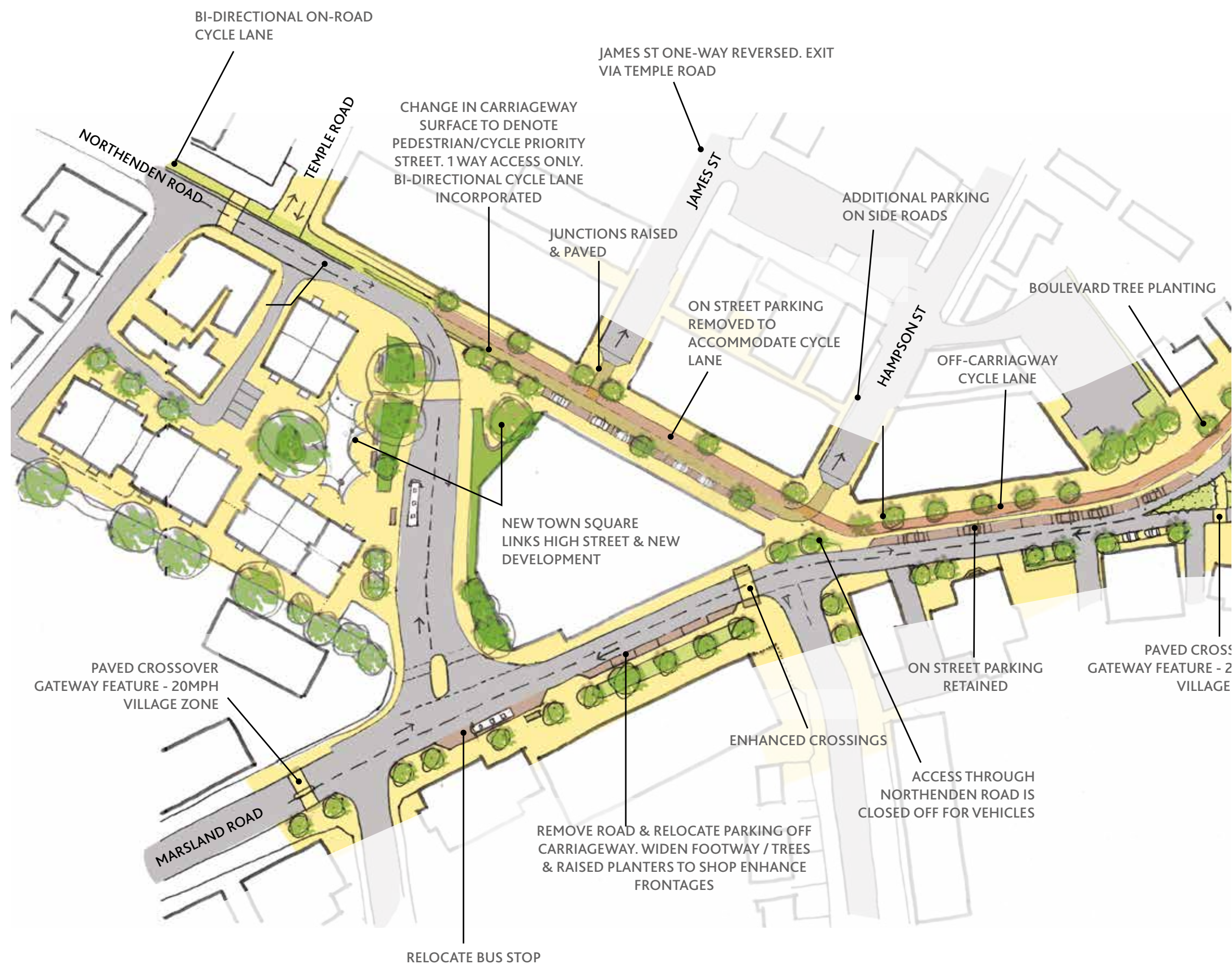


Figure 62: Gyratory Improvements Option 2

PRECEDENTS



HIGH STREET CHANGE OF CHARACTER. SPACE FOR SPILL OUT ACTIVITY



CYCLE LANE INTEGRATED INTO FOOTWAY & PARKING



NEW PUBLIC SPACE WITH PEDESTRIAN LINKS ACROSS MAIN ROAD



HIGH STREET THRESHOLDS DEFINED & SPEEDS REDUCED



IMPORTANT LOCAL LANDMARKS ENHANCED WITH NEW PAVING & SEATING



OPPORTUNITY TO CLOSE THE HIGH STREET FOR LOCAL EVENTS

Figure 63: Precedent Images - Cycle and Pedestrian Routes

Sale Moor - Warrener Street Car Park Development Opportunity

Warrener Street - Development Strategy

Through the study it has become apparent that the village has no central space, or square to hold events gather. This lack of space results in a community which struggles to hold events which would otherwise draw residents into the village and in turn help to support local businesses.

The Warrener Street car park site has been identified as a potential development opportunity within Sale Moor for a number of years, with previous approved schemes focussing principally around a medium sized foodstore with adjacent car parking.

However, throughout the discussions as part of the consultation phase of the village place plan, it is clear that the Warrener Street Car Park site is an opportunity to provide a community space as desired by the community, along with new ground floor active frontages with modern space to accommodate the identified demand. Achieving a multi-storey development (to respond to the surrounding massing and scale of existing buildings) will also provide an opportunity to include new residential units on the site, some of which could be affordable. This will draw further footfall into the centre.

A development framework for the site could consist of:

- Provide ground floor retail and active frontage.
- Maintain the existing trees to contribute to the urban space
- Provide homes/apartments on site with frontage to the gyratory, Northenden Road and Warrener street.
- Provide integrated car parking at lower ground level to maximise the developable space on the site.
- Create a new link from Warrener street to Marsland road.

Through the provision of active frontages at ground floor level, the northern and southern parts of the village will be connected, with good pedestrian access. The provision of a new village square will provide space for informal events and community activities, a requirement which has been identified by a range of stakeholders.



Figure 64: Existing Warrener Street Car Park Site

The provision of new floorspace will attract new operators into the village, which will in turn increase the overall footfall and wider economic benefits. It is clear that the development of the Warrener Street car park is vital to the future success of Sale Moor village centre.

Sale Moor - Warrener Street Car Park Development Opportunity



Figure 65: Proposed Warrener Street Car Park Scheme



View in square space

Figure 66: Proposed Warrener Street Car Park Scheme



View from Marsland Road to new square

Figure 67: Proposed Warrener Street Car Park Scheme



Movement Strategy

08

8. Movement Strategy

Sale Moor - Northenden Road East Movement Strategy - Option 1 (Existing)

NORTHENDEN ROAD EAST - DO MINIMUM

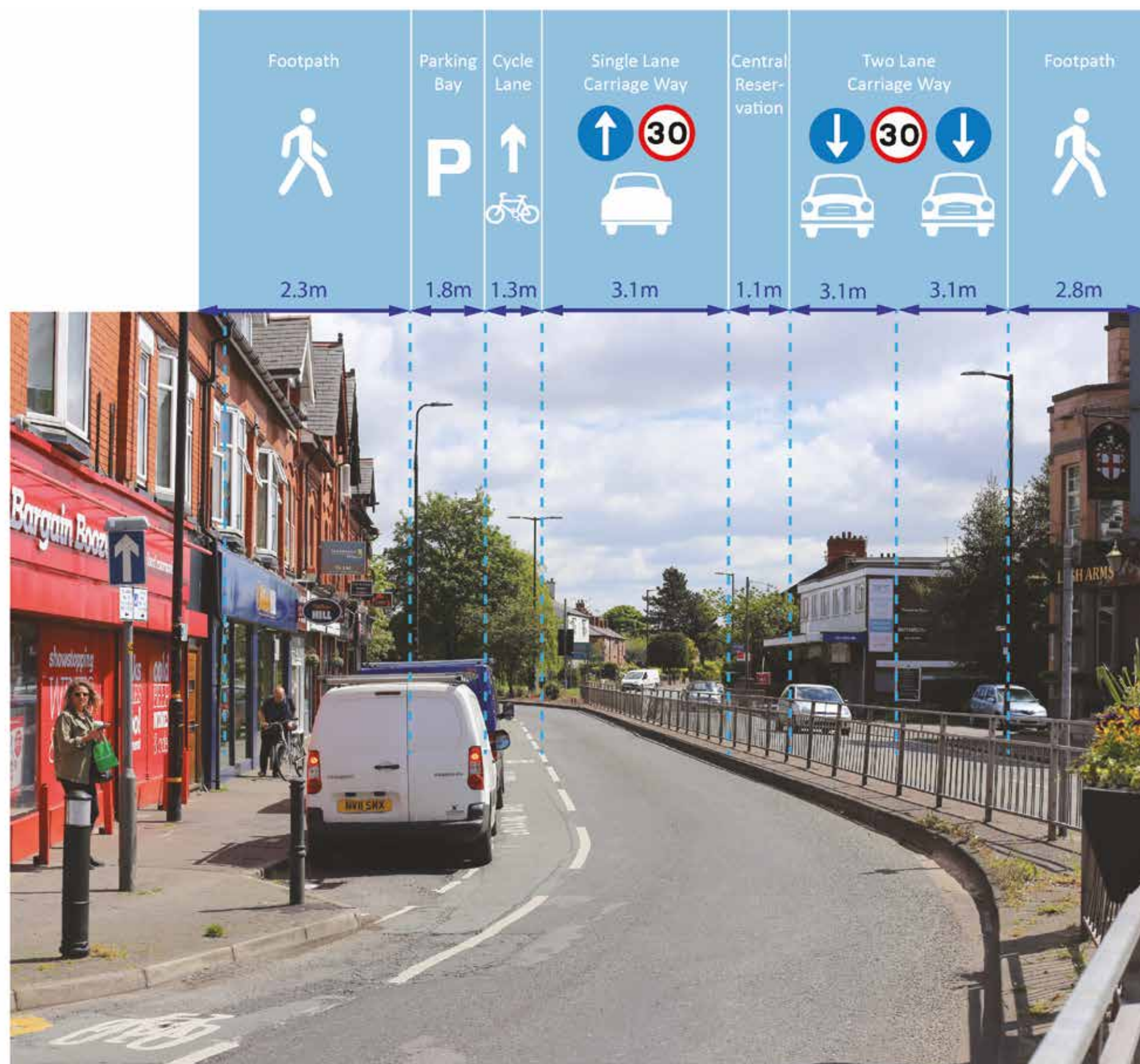
EXISTING

Traffic & Transport

- 30mph road however vehicle speeds often exceed this;
- Narrow footways;
- Narrow on street parking bays conflict with adjacent cycle lane. Door opening potentially dangerous;
- Hazardous minimum width one way cycle lane;
- Central reservation and guardrailing encourages speedii
- Two lane westbound creates dual carriageway characte
- Limited on street parking on south side of the street.

Public Realm

- Limited street greening. No space for trees;
- Northenden Street is dominated by vehicles;
- Vehicle speeds and street clutter create a poor pedestri experience;
- Low quality footways and furniture create a poor visitor impression;
- No cycle parking;
- Low quality, inconsistent paving;
- Two sides of the High Street are separated by guardailir Pedestrians are forced to cross in defined locations.



Sale Moor - Northenden Road East Movement Strategy - Option 1 (Proposed)

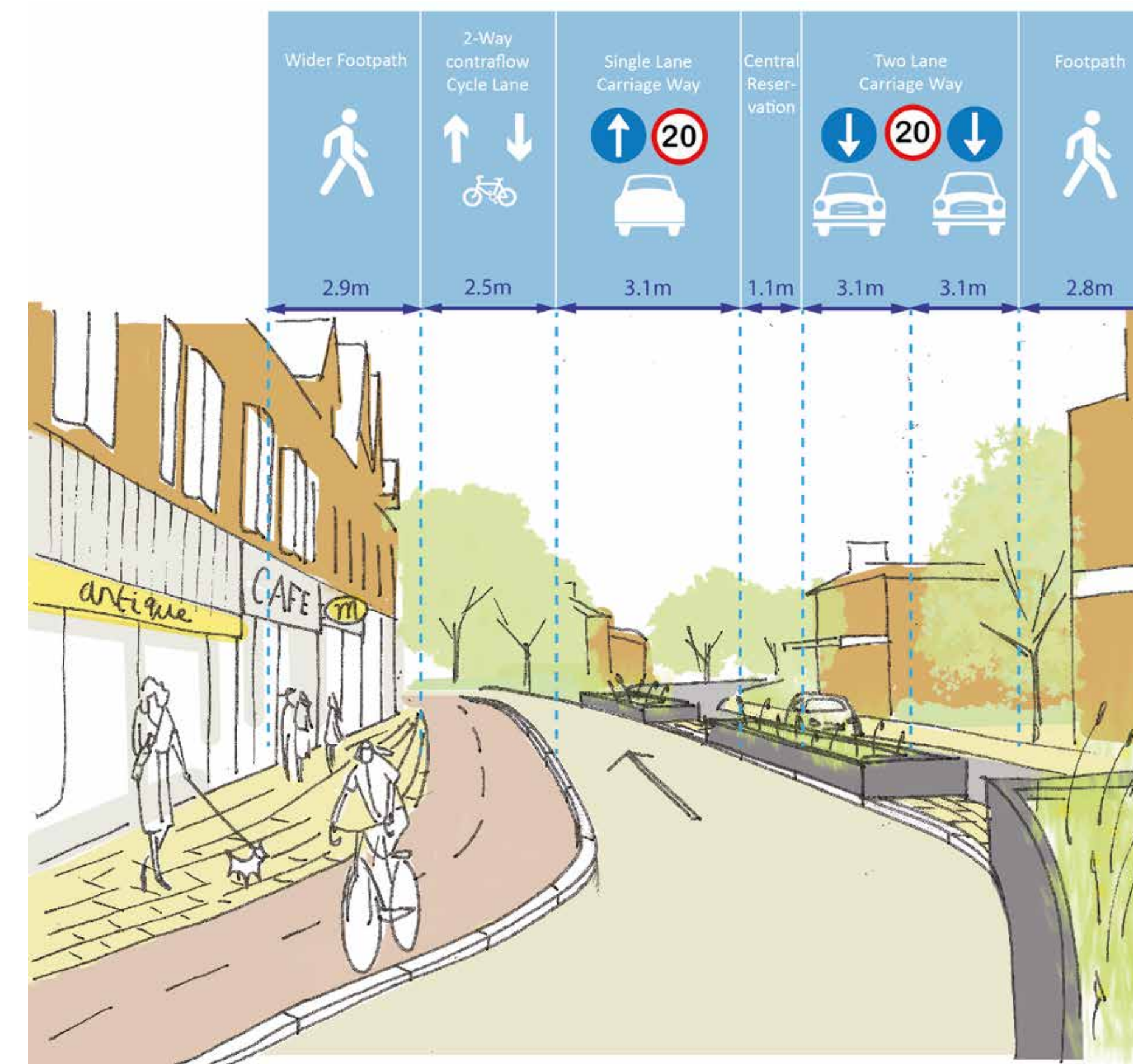
PROPOSED

Traffic & Transport

- Retain existing vehicle movement but reduce speed to 20mph through road narrowing, village entrance features and other speed management elements;
- Remove on-street parking;
- Bidirectional off-carriageway cycle lane;
- Remove guardrail from central reservation.

Public Realm

- Enhance street screen with new paving and planters and removal of street clutter;
- Generous cycle lane gives cyclists a clear and safe route through the village;
- Greening of central reservation to announce arrival in the village centre;
- Boulevard tree planting where space allows.



Sale Moor - Northenden Road High Street Movement Strategy - Option 1 (Existing)

NORTHENDEN ROAD EAST - DO MINIMUM

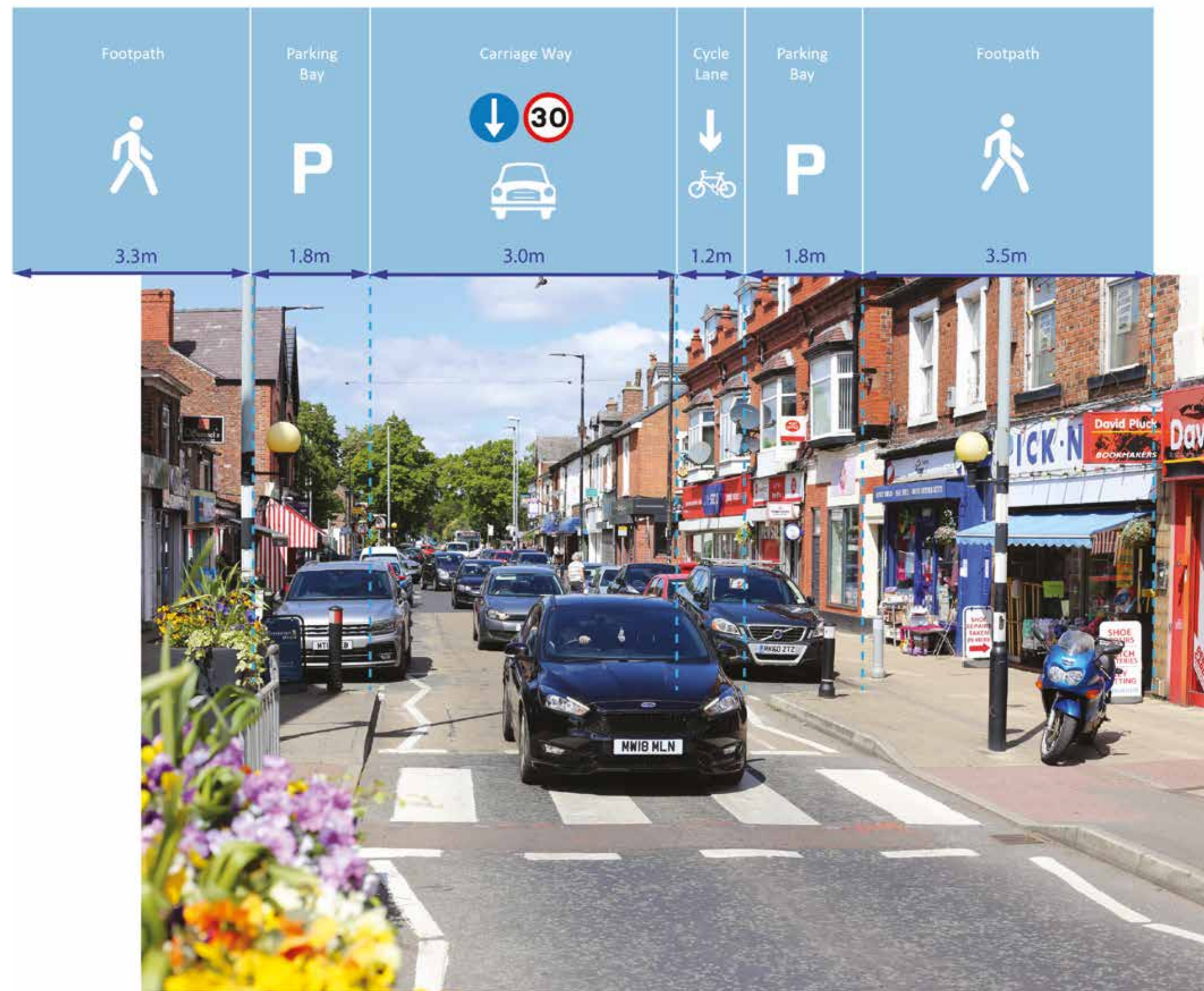
EXISTING

Traffic & Transport

- 30mph road however vehicle speeds often exceed this;
- Narrow footways;
- Narrow on street parking bays conflict with adjacent cycle lane. Door opening potentially dangerous;
- Hazardous minimum width one way cycle lane;
- Central reservation and guardrailling encourages speeding;
- Two lane westbound creates dual carriageway character;
- Limited on street parking on south side of the street.

Public Realm

- Limited street greening. No space for trees;
- Northenden Street is dominated by vehicles;
- Vehicle speeds and street clutter create a poor pedestrian experience;
- Low quality footways and furniture create a poor visitor impression;
- No cycle parking;
- Low quality, inconsistent paving;
- Two sides of the High Street are separated by guarddailing. Pedestrians are forced to cross in defined locations.



Sale Moor - Northenden Road High Street Movement Strategy - Option 1 (Proposed)

PROPOSED

Traffic & Transport

- Widen south facing footways to allow for retail spill out activity;
- Bidirectional off-carriageway cycle lane;
- Retain existing on street parking in new wider bays;
- Remove central reservation and guardrail. Single lane each way traffic gives pedestrians more priority and slows vehicle speeds to 20mph.

Public Realm

- Wider footways give space for spill out activity;
- Enhance street screen with new paving and planters and removal of street clutter;
- Generous cycle lane gives cyclists a clear and safe route through the village;
- Paved parking bays create illusion of wider footpaths;
- Boulevard tree planting where space allows;
- Opportunities for floral displays in raised planters.



Sale Moor - Northenden Road East Movement Strategy - Option 2 (Existing)

NORTHENDEN ROAD HIGH STREET - DO MAXIMUM

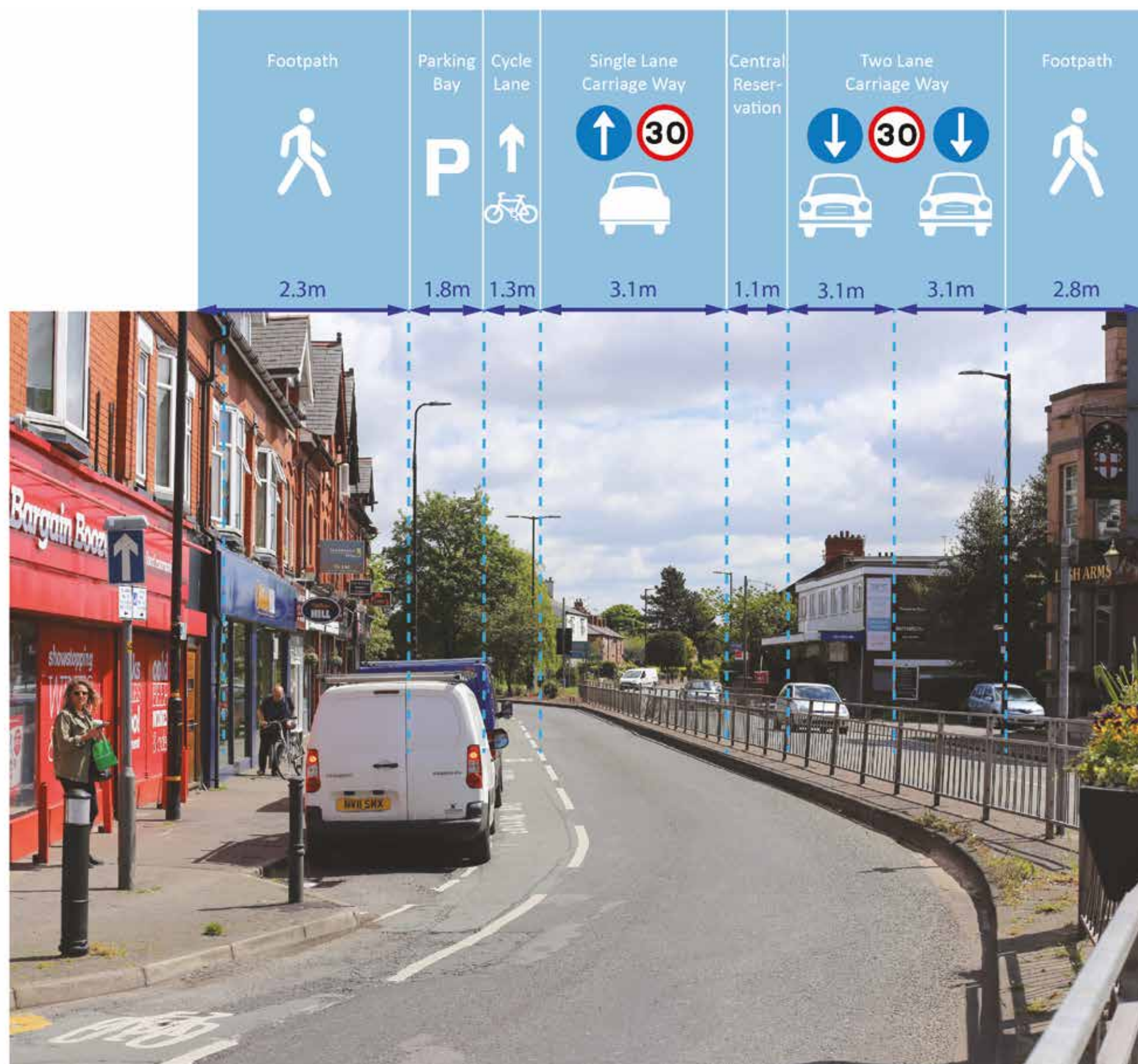
EXISTING

Traffic & Transport

- 30mph road however vehicle speeds often exceed this;
- Narrow footways;
- Narrow on street parking bays conflict with adjacent cycle lane. Door opening potentially dangerous;
- Hazardous minimum width one way cycle lane. Unmark in some locations;
- High vehicle numbers and speeds;
- Congestion caused by vehicles manoeuvring into parking spaces;
- Limited pedestrian crossing points.

Public Realm

- Limited street greening. No space for trees;
- The street is dominated by vehicles. Lacks village heart sense of scale or place;
- Narrow footways create a poor pedestrian experience. Little space for spill out activities;
- Bollards and street clutter with no places to rest;
- Low quality, inconsistent paving;
- No cycle parking.



Sale Moor - Northenden Road East Movement Strategy - Option 2 (Proposed)

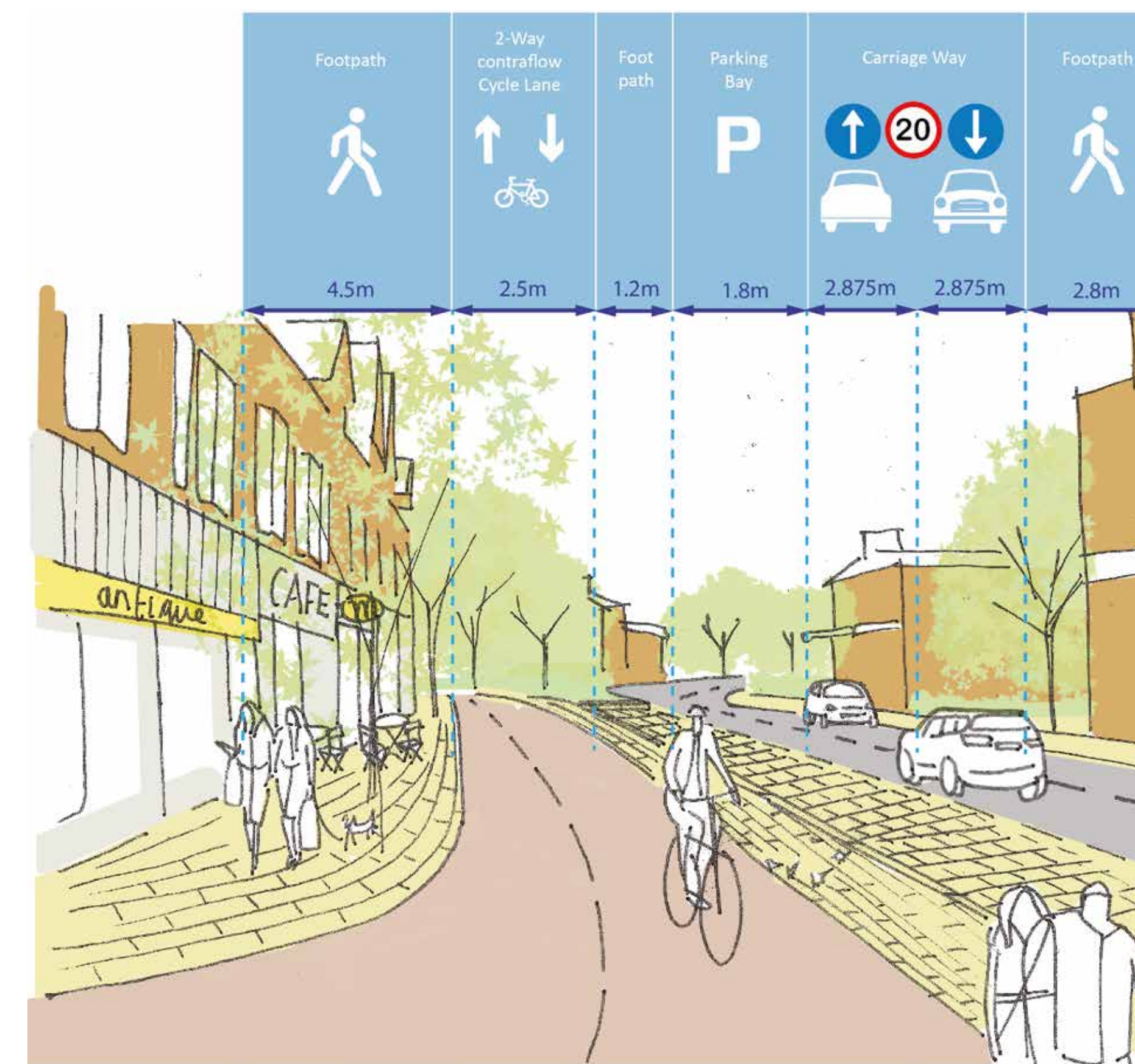
PROPOSED

Traffic & Transport

- Retain existing vehicle movement but reduce speed to 20mph through road narrowing, village entrance features and other speed management elements;
- Remove on-street parking to the north side to accommodate a bi-directional cycle lane;
- Retain on street parking and loading south side;
- Improve side road crossings.

Public Realm

- Enhance street screen with new paving and planters and removal of street clutter;
- Paved parking bays create illusion of wider footpaths;
- Generous cycle lane gives cyclists a clear and safe route through the village;
- Clusters of seats and benches on kerb build outs create places to rest;
- Tree planting where space allows.



Sale Moor - Northenden Road High Street Movement Strategy - Option 2 (Existing)

NORTHENDEN ROAD HIGH STREET - DO MAXIMUM

EXISTING

Traffic & Transport

- 30mph road however vehicle speeds often exceed this;
- Narrow footways;
- Narrow on street parking bays conflict with adjacent cycle lane. Door opening potentially dangerous;
- Hazardous minimum width one way cycle lane. Unmarked in some locations;
- High vehicle numbers and speeds;
- Congestion caused by vehicles manoeuvring into parking spaces;
- Limited pedestrian crossing points.

Public Realm

- Limited street greening. No space for trees;
- The street is dominated by vehicles. Lacks village heart sense of scale or place;
- Narrow footways create a poor pedestrian experience. No space for spill out activities;
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- Low quality, inconsistent paving;
- No cycle parking.



Sale Moor - Northenden Road High Street Movement Strategy - Option 2 (Proposed)

PROPOSED

Traffic & Transport

- One way street for access only. 10mph speed limit;
- James Street direction reversed. Exit via Temple Road;
- Remove on-street parking to the north side to accommodate a bi-directional cycle lane;
- Retain and extend on street parking and loading south side;
- Pedestrian / cyclist priority street with level surface, contrastive carriageway, wide edgings and narrow width slows vehicles and reduces car dominance;
- Remove traffic furniture as speeds and vehicle numbers reduced;
- Improve side road crossings.

Public Realm

- High quality paving and edges and level surface with distinctive street character signifies pedestrian/cycle priority;
- Footways widened to allow for spill out activity;
- Pedestrian scale lighting and street furniture;
- Tree planting on kerb build outs and on wider footways;
- Cycle lane paved in high quality carriageway surface and subtly delineated with quality details.





Shopfront Strategy

09

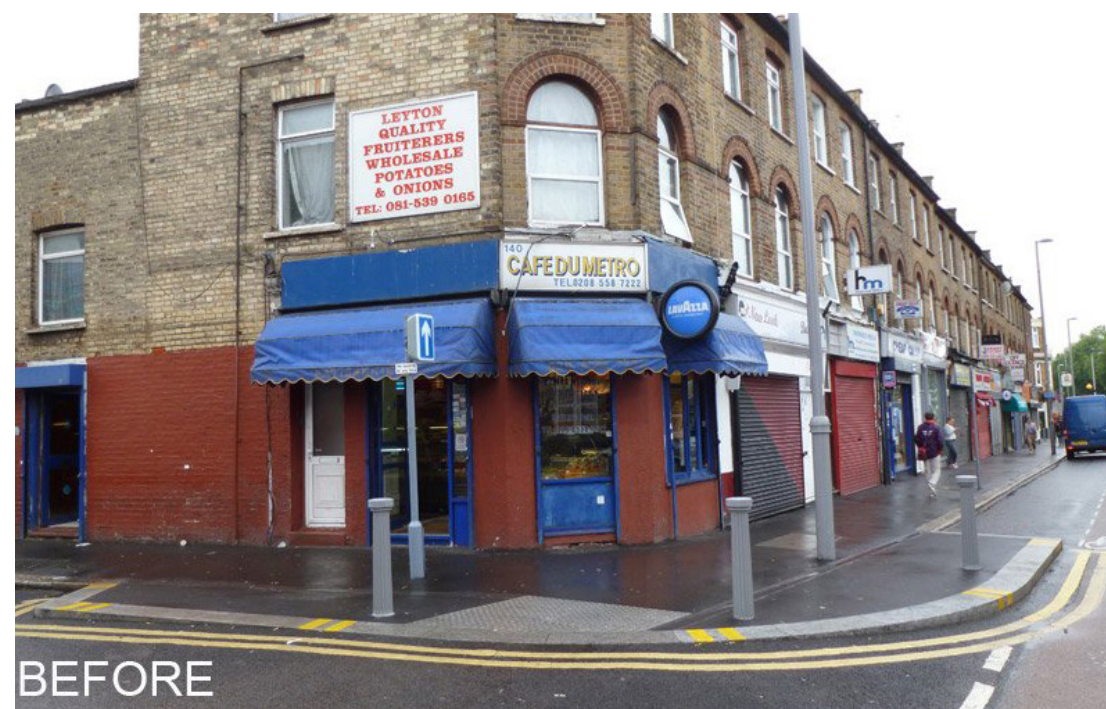
9. Shopfront Strategy

Shop Front Precedents and Analysis

Waltham Forest - Precedent

Five high street regeneration programmes were completed for Waltham Forest Council.

Shops that had fallen into disrepair were given extensive shop-front, signage and facade treatment, with bold and vibrant colours.



BEFORE



AFTER



BEFORE



AFTER

Sale Moor Shopfronts

Shop frontages are composed of a number of functional elements, which traditionally adhere to classical architecture principals.

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 streetscape, no single element should dominate.

The architecture of Sale Moor ranges from small terraced properties to larger, and more ornate Victorian buildings. Wherever possible, the features of these shopfronts should be restored to the original proportions of the properties.



- Fascia
- Signage
- Shop Number
- Transome
- Mullion
- Cill
- Plinth
- Stall Riser



Example Shopfront Design Guide for Sale Moor

Fascia & Signage Proportions

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 shop front height. Wherever possible the original fascia dimensions should be used.

Some shop fronts occupy buildings that may not have originally been designed to function as a shop, in these cases a fascia may not be incorporated in 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 shop front.

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.

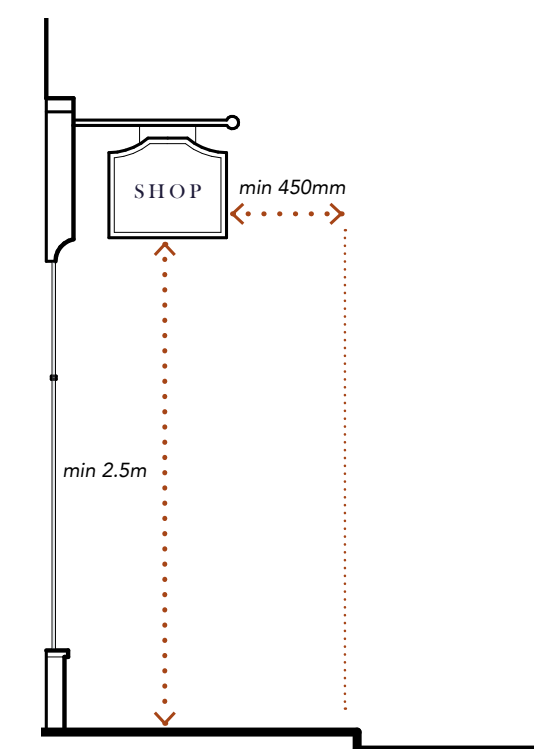
Fascias should not obscure the existing architectural elements.

The top of a fascia should be positioned well below the sill of the first floor windows.



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 shop front;

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 600 x 400mm, but a smaller 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 & Blinds

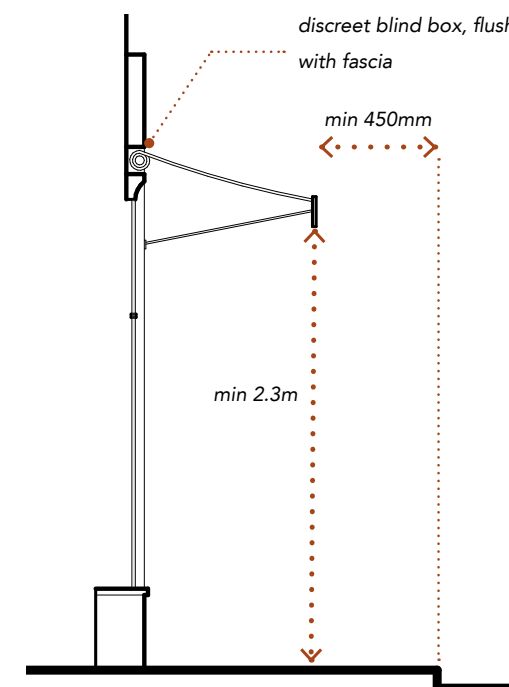
The use of canopies and blinds should not detract from the style of the shopfront and should be of an appropriate scale and colour. Shallower canopies are preferred, allowing more daylight into the building. The canopies should be made from canvas, avoiding shiny materials and plastic.

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.



Shopfronts

The current shopfronts to Northenden road are mix of quality, colour and size. Each shop has a varying degree of visibility with vinyl covering and advertising. Part of the character is the painted frontages and however at the moment there is too much disparity.

We propose that the shopfronts will benefit from the following:

- Rationalisation of shopfronts and the proportion, but with the option to colour within a certain palette
- Clear visibility into the shops and omission of Vinyls
- Control of font and text height to the fronts
- Awning positions common but variety of colour to match the connected front.
- Painting of the brickwork and signage to provide an identity.

Colour Palette

The proposed colour palette is bold, giving each shop a distinct character and bringing a strong sense of place to the area as a whole. Many of the shops currently have painted brickwork on upper levels, which would be replaced with bright colours in order to give an overall vibrancy to the streetscape.





Action Plan

10

10. Action Plan

This Action Plan has been prepared by the project team in partnership with the local authority 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 Sale Moor 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 development of the Warrener Street car park should be strongly encouraged and should be seen as a key project for the Council and the wider stakeholders, demonstrating the potential of the area and to increase footfall into the village. The local authority should work closely with the landowners to bring forward complementary investment and development.

The MCF pedestrian and cycle improvements through the village and the wider public realm improvements which will be associated and come forward alongside this, also needs to be progressed in the short term.

Improving the gyratory system and wider overall safety of the village for pedestrians and cyclists (and the slowing down of traffic) should be a key and early objective, and all relevant stakeholders need to be supported from an early stage.

A communication and engagement strategy to reflect the key action points and overall vision and objectives should be developed by the Council, in association with key local stakeholders

(as set out earlier in this village place plan).

Branding and promotion should also form part of the overall strategy, as should ongoing work with the local resident and business communities. The approach to branding will require some thought and will need to be developed and 'owned' by the key stakeholders if it is to be effective and sustained.

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 to 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 development opportunities (Warrener Street Car Park)
- Transportation and access
- Maintenance - creating an attractive environment, quality user experience and confidence for the future
- Events and promotion - building footfall and 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.

Sale Moor Action Plan

Project / Issue	Actions	Outcome/Objectives	Key Delivery Partner	Estimated Timescales
Consult on the draft Village Place Plan and Action Plan	Trafford Council in consultation with key stakeholders to finalise the Village Place Plan	<ul style="list-style-type: none"> • To extend engagement around Sale Moor village centre • To finalise a village place plan to enable and encourage additional village centre investment and regeneration 	Trafford Council Nexus Planning Stakeholders	Short 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"> • To formulate detailed policies based on the preferred approaches for the village centre • To support the future of the centre through formal policy 	Trafford Council Nexus Planning Stakeholders	Short term
Warrener Street Car Park Development Opportunity	To develop and updated masterplan for the site in order to attract potential development partners	<ul style="list-style-type: none"> • The Council to commission a formal masterplan, developing on the vision as set out in this Village Place Plan, to include viability and feasibility assessments • To establish funding / delivery options for the site 	Trafford Council Stakeholders	Short / medium term
MCF pedestrian and cycling Proposal within the village	TfGM, Amey and Trafford Council to work in consultation with local stakeholders and particularly businesses to explore the options presented in this Village Place Plan.	<ul style="list-style-type: none"> • To undertake a formal consultation on the gyratory options to incorporate the MCF proposal • To undertake wider highways modelling to explore the impacts on the surrounding highways network • To develop a formal highways proposal to tie in with the objectives of the Place Plan and the MCF scheme. 	TfGM Trafford Council Amey	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. These need to tie in with the wider MCF proposals	<ul style="list-style-type: none"> • To commission a formal landscape strategy for the village • To explore the removal of the guardrail as part of the infrastructure improvements • To enhance the village streets through the provision of new paving, lighting, street furniture and soft landscaping 	Trafford Council TfGM Amey	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"> • To develop the shopfront strategy set out in this Village Place Plan • To encourage additional investment into the shopfronts in the village and establish potential funding streams 	Trafford Council	Short / medium term
Review the overall sustainability of Sale Moor	To engage with TfGM and to establish a community engagement and activation model for the village	<ul style="list-style-type: none"> • To engage with the residents, business and stakeholders to understand current issues and barriers to sustainable transport • To develop an interventions plan to tackle barriers and promote opportunities for sustainable travel (bike hire etc) 	TfGM	Short term
Promotion and branding	Creating a branding and promotion strategy for the village	<ul style="list-style-type: none"> • To engage with the local stakeholders through a consultation exercise to develop a new brand for the village centre • To establish new forms of social media/marketing for the village 	Trafford Council Local stakeholders	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"> • Review of signage for village centre users in key locations to establish whether improvements can be achieved • To instruct a formal signage strategy for the village centre 	Trafford Council	Short term

