



## **Roles and Functions**

### **Policy TC2: Role and Function of Centres**

#### **Designated Town Centres: Altrincham, Sale, Stretford and Urmston**

- A. All designated town centres will be maintained and enhanced as key locations for retail, leisure, office, residential and other main town centre uses, as defined within national planning guidance.
- B. Proposals for residential development will be supported where they:
  - i. Are of an appropriate scale, character and design, having regard to any locally adopted design guidance.
  - ii. Avoid the loss of ground floor active frontages.
  - iii. Are in accordance with Places for Everyone Policy JP-H4: Density of New Housing.
  - iv. Support residents' opportunities to travel via sustainable modes of transport, particularly where this addresses the severance caused by the A56 in Stretford and Sale.
  - v. Would not have a detrimental impact on local heritage assets, in accordance with Policy BE1.

#### **District Centres: Hale, Sale Moor and Timperley**

- C. The district centres will continue to be a focus for convenience retailing of an appropriate scale, opportunities for local services, and small-scale independent retailing of a function and character to meet the needs of the local community.

#### **Local Centres**

- D. The Council will maintain and enhance the local retail function, complemented by a range of other service uses, of all local centres, as identified on the policies map.
- E. The Council will support proposals for new retail development, which is of an appropriate scale, and where it is in accordance with relevant policies in the Trafford Local Plan and national planning guidance.
- F. New Local Centres will be designated at New Carrington and Davenport Green (Timperley Wedge) in accordance with the PFE allocation policies.



### **Neighbourhood Centres**

G. The Council will seek to maintain and enhance the important function and role in the community that neighbourhood centres play in Trafford.

### **Places for Everyone Links**

JP-Strat12 and JP-P4

### **Relevant Strategic Objectives**

SO1 and SO6

### **Altrincham**

- 7.16. Altrincham is Trafford's main town centre, as defined by PfE JP-Strat 12. It is the largest town within Trafford and acts as a sub-regional shopping centre (with Altrincham Market a particularly popular leisure destination). The centre is located at the hub of south Manchester's modern transport infrastructure, served by an integrated rail, Metrolink and bus Interchange, which has undergone significant redevelopment.
- 7.17. With its attractive town centre, Altrincham has maintained a degree of economic autonomy and prosperity while also providing a place to live for those commuting to the city centre and elsewhere. The range of services and facilities within Altrincham Town Centre make it an attractive sub-regional destination for retail and leisure trips for residents from within Trafford and beyond. The night-time economy plays an important role and will be supported.
- 7.18. The centre has a high number of independent retailers, cafes and restaurants, a number of which are located within the popular Altrincham Market. It is also home to several cultural and leisure facilities including the Everyman Altrincham cinema, Planet Ice Altrincham and The Altrincham Garrick Playhouse to the north of the centre.
- 7.19. Over recent years Altrincham Town Centre has seen significant improvements to the public realm, built environment, walking, wheeling & cycling, and transport infrastructure. This includes redevelopment of



Stamford Quarter Shopping Centre, Altrincham Interchange and George Street, and Regent Road public realm schemes.

#### Sale Town Centre

- 7.20. Sale is a key commercial, retail and leisure hub, it includes the Stanley Square and School Road shopping area as well as four supermarkets.
- 7.21. There are ambitious redevelopment proposals for Sale, recently the refurbishment of Stanley Square to provide additional office space above shops and improvements to the public realm has taken place. Further improvements to the public realm and retail/leisure offering in Sale Town Centre and surrounding streets is set out in a Public Realm and Movement Strategy 2021.
- 7.22. There are opportunities to reuse and redevelop vacant or under occupied units and improve walking, wheeling and cycling links within the centre, and further improvements to the public realm will be explored. The Council will be supportive of planning applications and developments that help address these.

#### Stretford Town Centre

- 7.23. Stretford Town Centre is located in the north of the borough and the town centre is focused on the Stretford Mall area. Significant changes are proposed for the town centre with several large investments in and around the area which will transform the Stretford Mall, the A56 and natural assets like Longford Park. Key opportunities include the redevelopment of Stretford Mall and regeneration of surrounding area, and improving walking, wheeling & cycling routes and public realm improvements.
- 7.24. The A56 and Bridgewater Canal currently act as spatial barriers, shaping the development pattern and affecting the movement of pedestrians and traffic and the redevelopment proposals for the town centre will seek to address this.



7.25. Recent improvements to public realm around Kingsway and Barton Road to make the area greener and safer, and more pedestrian and cyclist friendly will also assist in the success and preform of the town centre.

7.26. The Future Stretford Study 2023 looked at the current and future needs of residents and businesses, and considered the measures required to ensure the town is a viable, sustainable, and dynamic place. The Strategic Interventions identified in the study will continue to guide future development in Stretford over plan period.

#### Urmston Town Centre

7.27. Urmston Town Centre is located in the west of Trafford and is largely focussed on the Eden Square shopping centre. The centre primarily serves local residents including the nearby areas of Davyhulme and Flixton. The centre accommodates a diverse range of independent and niche retailers, as well as a number of supermarkets. The centre's comparison goods offer is more limited because of competing retail destinations in the vicinity, such as the Trafford Centre and neighbouring retail parks.

7.28. There are residential development opportunities in the vicinity of the town centre, which could maximise previously development land.

7.29. The Urmston Plan (2025) sets a framework to improve the vitality and sustainability of the town centre, strengthen its performance as one of the borough's four town centres, improve its visual and environmental appearance and improve accessibility and walking, wheeling & cycling travel.

#### Hale Centre

7.30. Hale is an 'other designated centre' in the hierarchy. It is a popular centre with a range of high-end independent leisure services and comparison goods operators which serve the needs of the surrounding neighbourhood, including affluent residential areas. Opportunities should be taken to diversify the convenience and comparison goods offer to ensure the centre's continued viability. The Hale Place Plan Refresh



(2023) outlines a physical framework for prioritising interventions and presenting a deliverable vision. The plan seeks to establish clear development and design principles; identify priorities for public sector investment and support; and provide a framework for continued stakeholder and public engagement in realising the Vision for Hale.

#### Sale Moor Centre

- 7.31. Sale Moor Centre is well-used by local residents, offering a variety, but limited number, of service and comparison goods retailers. Key challenges include the need for an improved retail and leisure offer, and a high volume of traffic directed through the centre by a gyratory system which limits pedestrian movement.
- 7.32. The Sale Moor Village Place Plan Refresh (2023) outlines a range of recommendations that could help revitalise the centre, including mixed-use redevelopment of Warrener Street Car Park to provide additional retail space, including a small to medium sized supermarket to meet the needs of the Sale Moor community.

#### Timperley Centre

- 7.33. Timperley Centre is a moderately sized district centre located within a primarily residential area. It is an attractive centre which accommodates a good range of retail operators which meet many of the day-to-day needs of the surrounding community. Timperley is performing strongly and is regarded as thriving. Timperley should be protected and enhanced through encouraging a greater range of facilities and services, and through improvements to the public realm.

#### Local and Neighbourhood Centres

- 7.34. Trafford's local and neighbourhood centres are listed in full in Appendix 1. These centres have an important function, and as such applications for change of use to the detriment of their offerings to the communities they serve will be resisted.



### **Consultation Question 7-3**

Do you support Policy TC2? Are there any changes required which would improve the policy? Please provide any supporting evidence which you think is relevant.