

Proposed Town Centre Broad Locations

- 1.68. Local Plan Policy TC1 established the hierarchy of town centres in Trafford, identifying Altrincham as the boroughs' main town centre with Sale, Stretford and Urmston identified as other designated town centres.
- 1.69. As the main town centre, Altrincham is the largest of the centres in Trafford and served by rail, tram and bus services, converging at Altrincham Interchange.
- 1.70. Sale and Stretford town centres are also served by trams on the Altrincham line, while Urmston town centre is accessible by rail, with services to and from Manchester/ Liverpool. All centres are accessible and served by multiple bus services.
- 1.71. As outlined in the National Planning Policy Framework (NPPF), planning policies should support the roles of town centres and promote their long-term vitality and viability, through among other things allowing a suitable mix of uses – including housing. This approach is advocated in Local Plan Policy TC1 whereby housing development in the boroughs town centres is supported where it helps diversification.
- 1.72. Like many places across the country, Trafford's town centres continue to withstand a changing retail, leisure and entertainment environment, with elements of their built fabric no longer suited for modern demands. Consequently, there are pockets of underutilised and/or vacant land and buildings which could be put to better use and/or redeveloped to inject new life and vitality into the hearts of the borough's communities, by performing multiple roles to meet the needs of a modern economy and population.
- 1.73. Accordingly, it is proposed that the boroughs four town centres are identified as Broad Locations in the Local Plan as areas suitable for residential-led mixed use schemes, providing relatively high-density residential development, alongside other appropriate town centre uses such as retail, office, commercial and small-scale leisure. This approach would result in a more efficient use of land, take advantage of existing services and facilities in the

town centres, support the local economy and facilitate modal shift to more sustainable travel patterns, utilising existing active and public transport connections.

- 1.74. Sites which the Council is currently aware of are set out in the policy below. As with the A56 Broad Location, the Council would be interested in any views on the proposed approach to greater residential development within the borough's town centres, the proposed density, as well as any other sites which may be suitable and should be allocated for development.

A3: Trafford Town Centre Broad Development Locations

With the exception of other proposed allocations in the Plan, which are within town centres, residential-led development proposals within Altrincham, Sale, Stretford and Urmston Town Centres will be encouraged and supported where schemes:

- A. Are located on previously developed land and not allocated or designated for alternative purposes.
- B. Deliver a range of dwelling sizes and types which help to meet the identified housing need, as set out in Local Plan Policies R4 (and R4N where appropriate), having regard to the latest Housing Needs Assessment.
- C. Make provision for affordable housing in accordance with the relevant Locality requirements of Local Plan Policy R3 (and R3N where appropriate).
- D. Deliver development at a minimum density of 120 (dwellings per hectare) dph.
- E. Incorporate non-residential uses at ground floor as a minimum. Such uses must cumulatively provide a mix of commercial, employment, retail, leisure and community services and facilities for residents, workers and visitors to the respective town centre.
- F. Enable, contribute to and/or provide improvements to public transport and infrastructure including pedestrian, cycling and wheeling access and accessibility to tram stops, railway stations and/or bus stops/interchanges.
- G. Enable, contribute to and/or provide sustainable transport infrastructure improvements to key elements of the local highway network including pedestrian crossings, cycle routes, and traffic calming measures.
- H. Achieve low car developments through a reduced level of car parking, and use of centrally designated parking barns/ multi-storey car parks in accordance with all relevant parking standards set out in Local Plan Policy TM10.
- I. Retain mature trees and incorporate green buffers and public realm enhancements to mitigate noise and air quality impacts.

- J. Provide green and open spaces in accordance with Local Plan Policy OS1.
- K. Incorporate appropriate noise and air quality measures in accordance with Policies BE1 and BE8; and
- L. Facilitate and enable the creation and establishment of mobility hubs.

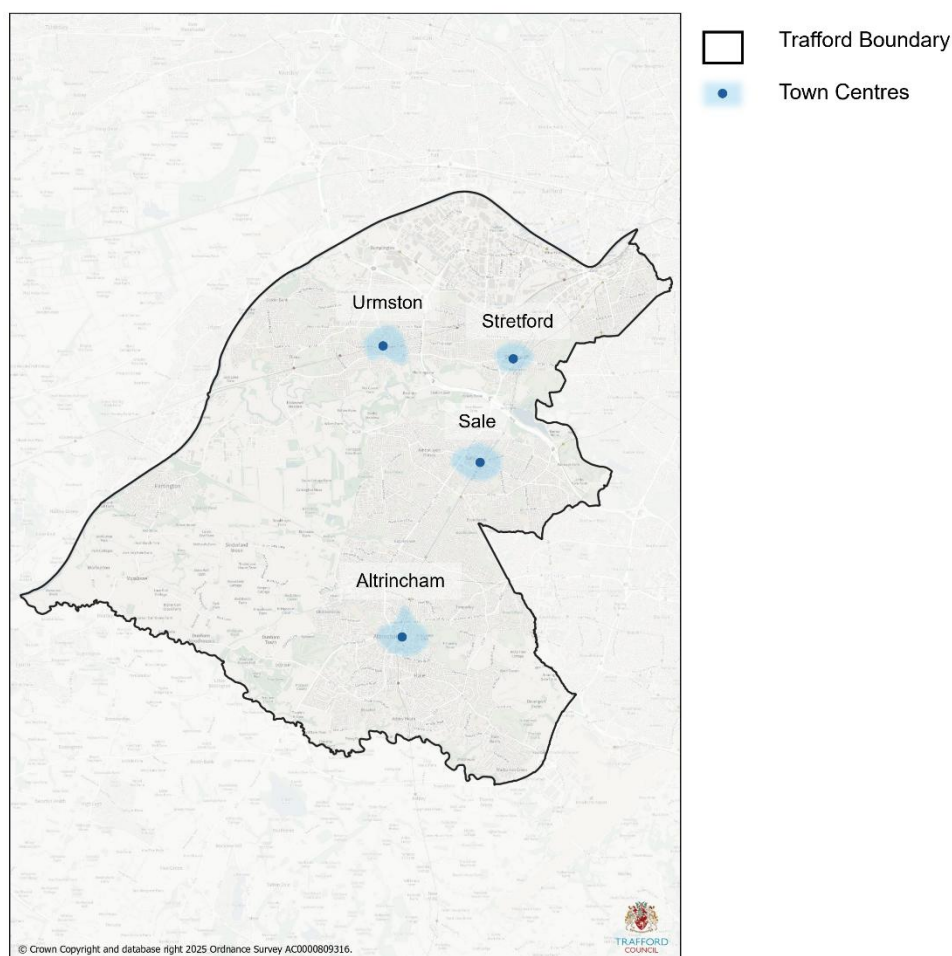


Figure 1-8: Proposed Town Centre Broad Locations

- 1.75. As with the A56 Broad Location, sites within Trafford's town centres offer opportunities to make more efficient use of the land, support the local economy and to contribute to the housing land supply.
- 1.76. To achieve this, a minimum density of 120 dph is required. This is in excess of the minimum PfE Policy JP-H4 requirements but is considered to be appropriate given the guidance provided by national planning policy, and

sustainable transport links along with proximity to local amenities and services.

- 1.77. To ensure that developments do not undermine the important roles of the borough's town centres, only mixed-use developments will be supported. This will enable proposals to contribute towards the vitality and viability of town centres, create mixed communities and diversify the retail, leisure, commercial and entertainment offer.
- 1.78. Served by multiple modes of transport including bus, tram and rail together with the increasing availability of active travel routes, it is considered that low levels of on-site car parking will be required, with spaces instead being located within centrally designated parking barns and/or multi-storey car parks.
- 1.79. Nevertheless, sites would be expected to contribute towards improved transport infrastructure as well as public realm and green space enhancements.
- 1.80. Given the array of challenges such land assembly involved in town centre regeneration and/or redevelopment, it is not anticipated that any significant development will come forward until the latter part of the plan-period.

Consultation Question 1-4

Do you support the proposed broad location? Please explain your reasons.