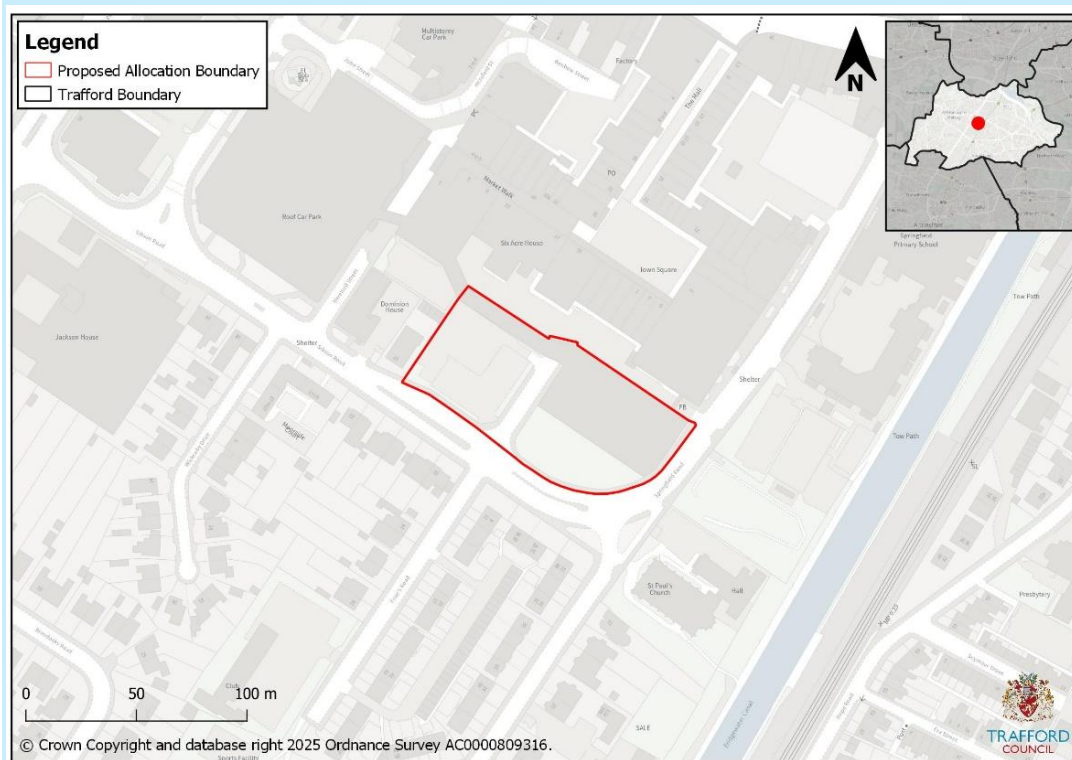


## Proposed Residential Allocations

### AC1: Land at The Square, Sale



<b>Address:</b>	Land at The Square, Sale			
<b>Site Size (Ha):</b>	0.63			
<b>Allocated for:</b>	83 dwellings			
<b>Anticipated delivery time scale:</b>	<b>2025-2030</b>	<b>2030-2035</b>	<b>2035-2042</b>	<b>2042+</b>
	<b>0-5</b>	<b>6-10</b>	<b>11-17</b>	<b>18+</b>
	0	83	0	0

## **AC1: Land at the Square, Sale Site Requirements**

Land at The Square, Sale is allocated for a minimum 83 dwellings and a mix of commercial, leisure, and community uses. Development of this site will be required to:

- A. Deliver a range of dwelling sizes and types which help to meet the identified housing need for the Central Locality, as set out in Local Plan Policy R4, and have regard to the latest Housing Needs Assessment;
- B. Make provision for a minimum of 30% affordable housing in accordance with the Central Locality requirements of Local Plan Policy R3 and R3C;
- C. Deliver development at a density of around 120 dwellings per hectare;
- D. Connect to / provide a Heat and Energy Network in accordance with PfE Policy JP-S3 and Local Plan Policy RT2;
- E. Maximise connectivity to, from, and within Sale Town Centre by active and sustainable travel modes by:
  - i. Providing direct and legible pedestrian and cycle connections through the site to key destinations, including Springfield Road, Stanley Square, and Sibson Road.
  - ii. Contributing to improvements of pedestrian and cycle crossing points on Sibson Road and Springfield Road, enhancing connections to the wider active travel network and supporting improvements in Sale Town Centre's public realm, movement and accessibility.
  - iii. Requiring enhanced wayfinding, signage, and lighting to ensure safe and inclusive access to town centre amenities.
  - iv. Prioritising site access arrangements that promote safety and efficiency for all users, minimising conflicts between vehicles, pedestrians, and cyclists.
- F. Achieve a low car development through a reduced level of residential car parking which reflects the site's sustainable location within Sale Town Centre having regard to all relevant the parking standards set out in Local Plan Policy TM10;
- G. Enable and contribute to the creation and provision of significant new areas of on-site accessible and publicly accessible open space as set out in Local Plan Policy OS1;

- H. Provide high-quality, integrated green infrastructure through urban greening interventions such as green walls, street trees, and planting to soften the urban environment and support biodiversity;
- I. Establish active street frontages and accessible public spaces, featuring active ground floor uses such as retail, cafés, or community functions facing key pedestrian routes;
- J. Enhance accessible public realm frontages on key pedestrian routes, including Springfield Road and areas adjacent to Stanley Square;
- K. Focusing higher density and taller development towards Springfield Road and the town centre, with appropriate transitions in height and scale to neighbouring properties;
- L. Designing with high-quality materials and architecture that respond positively to the character of Sale Town Centre, reinforcing a strong sense of place; and
- M. Incorporate appropriate mitigation measures to address environmental constraints, including:
  - i. Air quality improvements through design and landscaping.
  - ii. Noise reduction strategies where necessary, particularly adjacent to Springfield Road or any commercial service areas.

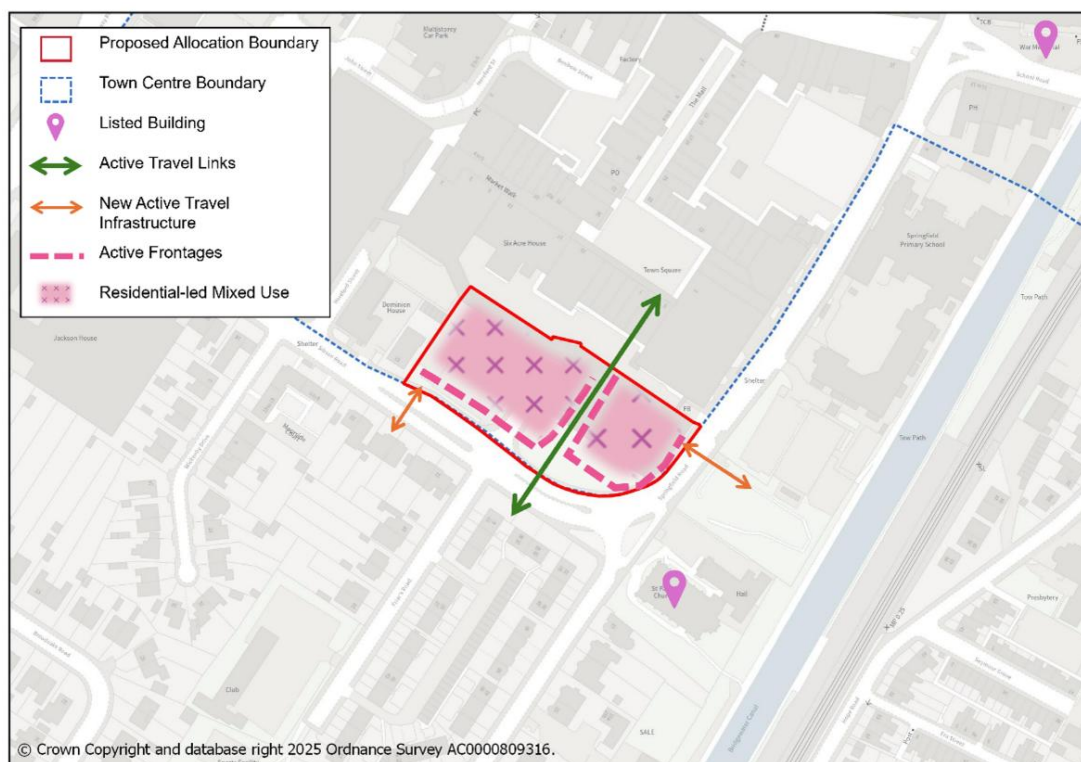


Figure 4-2: Land at the Square, Sale Indicative Policy Plan

- 4.2 The site occupies a key, prominent position within Sale Town Centre's core retail and commercial area. Comprising the former multi-storey car park, the cleared Friars Court site, and surrounding land bounded by Sibson Road and Springfield Road; the site presents a substantial opportunity for high-density, mixed-use regeneration. Its central location ensures excellent accessibility, notably through proximity to Sale Metrolink station, major bus routes, and established pedestrian and cycle corridors, offering strong links to the wider town centre and beyond.
- 4.3 Currently characterised by surface and rooftop parking and hard landscaping, the site forms a junction between key pedestrian routes on Springfield Road, Sibson Road, and Hereford Street, acting as a gateway to the southern edge of the town centre. Redevelopment will enhance Sale's vitality by providing new homes, modern retail and leisure spaces, and high-quality accessible public realm improvements, in line with Trafford Council's aspirations for town centre renewal.
- 4.4 Reflecting the site's central town centre location, the proposed development will deliver a residential density of approximately 120 dwellings per hectare. This is

in excess of the minimum requirements outlined in Places for Everyone Policy JP-H4, in recognition of the site's highly accessible location within a town centre. The site benefits from outstanding public transport accessibility, within walking distance of Sale Metrolink station and major bus corridors, as well as proximity to a range of shops, services, and active travel routes. These factors justify a more intensive form of development that makes efficient use of previously developed land, supports sustainable travel patterns, and aligns with the aspirations for compact, walkable, and vibrant town centre living.

- 4.5 The development must sensitively respond to the surrounding built environment, including nearby heritage assets such as Sale Town Hall and notable corner buildings along Northenden Road and School Road, maintaining the character and setting of these key landmarks.
- 4.6 Active ground-floor uses should be prioritised to sustain the town centre's vibrant street-level activity.
- 4.7 The site offers significant potential to deliver enhanced green infrastructure and urban greening. Proposals are expected to introduce meaningful landscaping, tree planting, and public realm enhancements that contribute to Trafford's climate change objectives and improve biodiversity. These environmental improvements should be integrated with enhanced pedestrian and cycle routes, improving connections through the site and towards Sibson Road, Springfield Road, and Sale Metrolink station.
- 4.8 Connectivity is a fundamental element of the site's redevelopment. The scheme must align with the principles established in the Sale Town Centre Public Realm and Movement Strategy, delivering improved pedestrian and cycle crossing points, especially on Sibson Road and Springfield Road. The strategy's vision for enhanced east-west and north-south pedestrian flows must be supported to ensure the town centre remains an accessible, walkable, and attractive destination.
- 4.9 The regeneration of Stanley Square will make a vital contribution to Trafford's wider strategic objectives, delivering sustainable housing growth in a brownfield location, supporting the economic vitality of Sale Town Centre, and enhancing its public realm and green infrastructure network. This development will

strengthen Sale's role as a key centre within Trafford, ensuring its long-term viability as a thriving retail, commercial, and community hub.

**Consultation Question 4-1**

Do you support this proposed allocation? Yes / No

**Consultation Question 4-2**

Do you support the proposed use, amount and phasing of development? Are there any other specific issues or local features that should be considered for the site?