



Hale | Village Place Plan

DRAFT



BIRD'S EYE VIEW OF HALE

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Introduction

Nexus Planning ('Nexus') was appointed by Trafford Council in 2019, working alongside technical consultants WSP, Gillespies and Buttress Architects, to prepare a Place Plan for Hale village centre. In light of the time which has passed since the preparation of the original Plan, the consultant team is now revisiting the context, findings and recommendations made, and seeking to re-consult with local residents and important stakeholders to move it through to formal approval by Council.

A key element of the Place Plan will be to take stock of the past couple of years, and reflect on how centres had to adapt very quickly to the implications of the COVID-19 pandemic. Key to this will be an understanding of how businesses and other key stakeholders sought to amend how they operated within the centre to reflect the quickly changing demands from residents within the catchment of the centre. A detailed understanding of the commercial climate, future commercial trends and other potential implications will also form part of the formulation of the plans.

The Hale Village Place Plan is intended to outline how the village can best serve its residents and businesses through the creation of a strategy that will provide clarity and confidence to attract future investment. The Place Plan will also identify a physical framework through which to prioritise interventions. This Place Plan will focus on identifiable and deliverable objectives for Hale through the establishment of a new vision for the village and realistic and achievable objectives.

The Hale Village Place Plan includes actions needed to build upon the unique strengths and distinctive qualities the area has, whilst seeking to address the issues which need tackled. The focus of the Hale Village Place Plan is to:

1. Establish a clear Vision and development strategy for the area which is reflected in approaches to development management, design, investment, partnership working, transport and other matters;
2. Provide confidence to partners in the prospects for Hale and to encourage further investment;
3. Establish clear development and design principles to be used as a material consideration in the determination of planning applications;
4. Identify the focus for public sector investment and support in unlocking the potential of Hale; and
5. Provide a focus for on-going stakeholder and public engagement in delivering the Vision for Hale.

The Need for the Place Plan

At the core of the Hale Village Place Plan is an aim to champion positive, lasting change in this unique, well- established neighbourhood, as it continues through a period of transition.

There can be no denying that the enhancement and improvement of Altrincham town centre, through the delivery of the Altrincham Market and wider public realm, retail and leisure improvements, has had an impact on Hale village both in terms of the types of operators who are now occupying units but also in terms of the footfall and volume of expenditure which is going through the tills.

However, the village is still a popular destination and hosts a number of higher-end shops, restaurants and bars which are key to its success.

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

This will bring with it an opportunity to create a new community 'hub' for residents, and a space to enjoy the village from, through the creation of additional community space and an enhanced facility for Hale Bowling Club. This could also be the catalyst for regeneration that Hale desires.

Other schemes include the new Brown Street development, creating new affordable housing alongside town centre car parking; and the Crown Passages scheme which is creating new commercial floorspace in a key location within the village with adjacent car parking.

The Three Features of the Plan

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

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

The Implications of COVID-19

Town Centre Policies

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

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

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

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

Hyperlocalism

Covid-19 hasn't entirely diluted the human instinct to mix with others. Instead it temporarily reduced the desire or ability to travel to shop, eat and socialise, therefore almost forcing on us to meet our needs in our local centres, typically focussing more on those smaller centres.

In assessing the impact of the pandemic, it is important to consider the niche role of particular centres. Be it some are more resilient, thanks to the uniqueness of their offer, or the adaptable approach adopted by key stakeholders, for example town councils, businesses, civic societies and so on.

In any event, when considering the impacts on our high street from the commercial market, both before and after Covid-19, we see that diversity and flexibility will be key factors in the future. Successful high streets will continue to be able to embrace these new dynamics and the flexible approach promoted by the government.

In this regard, whilst major shopping destinations within city centres and sub-regional out-of-centre locations will continue to play a key role in the

future, the rise of the ethical shopper will likely see more motivated shopping habits on local high streets. Key examples including 'zero waste' retailers in some smaller town and district centres. The key to the future success of the centres is to capitalise on and reflect local demographics.

COVID-19 and the High Street

The pandemic has given time to take stock and reflect on how to reboot our town centres in light of a change in shopping and leisure habits and in an online world. For every sad story of a national multiple closing during the past year, there have been tales of smaller, independent commercial enterprises thriving, such as local delicatessens, greengrocers, bakeries, coffee houses and craft ale breweries.

Crucially, any boom in independent enterprise must be supported by increasing footfall on those high streets. We need to encourage more living in our town centres. The increasing desire for people to shop, work and spend leisure time within a 15-minute radius of their front door has come to the fore, thanks to a huge increase in home working, which is set to continue to some extent. Social and community experiences are vital to bring residents together and encourage footfall and increased dwell time in our centres.

Updates in Hale Village Centre

Commercial and community activity in the village centre is apparent, and has continued to develop over the past two years both during and post Covid. Recent completions in the centre include the Brown Street residential development adjacent to the railway station, and the Crown Passages redevelopment adjacent to the car park in the east of the centre. Importantly, the proportion of vacant units in the centre has decreased since the previous healthcheck was undertaken in 2019 (from 13 to 8), showing a positive sign of viability and confidence within the centre.

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

Other recent planning applications within the village centre include:

- The partial demolition and rebuild of the southern gable end wall of Hale Railway Station, including repairs (application reference 106187/LBC/21).
- The subdivision of the existing basement and ground floor into four Class E units at 159 Ashley Road (application reference 107233/FUL/22).
- External alterations to the elevations, including new shop fronts and a two storey rear extension at 198 Ashley Road (application reference 106679/FUL/21).



NEW LIBRARY UNDER CONSTRUCTION

Corporate Plan 2021-2024

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

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

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

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

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

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

Carbon Neutral Action Plan (December 2020)

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

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

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

Hale Village

Hale's Identity

Hale provides a balance between village and city life, with a flourishing village centre, bowling green and a wide selection of independent businesses, including shops, restaurants, bars, takeaways, cafés and hairdressing salons. Hale is an attractive and high quality residential suburb and district centre, with a notable strong sense of community.

Hale takes pride in its wide range of community groups and stakeholders, all of which take an active role and interest in ensuring that the village centre is seeking to thrive and compete with neighbouring towns, whilst providing for its local catchment. Its identity is evident through the recent permission for the new Hale Library and community space, the delivery of which will be a substantial improvement to a key community facility within the village, and a positive sign to other investors that Hale is very much 'open for business'.

Key Assets in the wider Hale Village

Hale grew rapidly from a rural non-nucleated hamlet (west of the station) into a thriving suburban extension of Manchester following construction of the railway line and station in the 1860s. While the station is now called Hale Station, initially it was called Bowdon Peel Causeway Station serving the residents of Bowdon.

Four parts of Hale Station are listed under the Planning (Listed Buildings and Conservation Areas) Act 1990. These are:

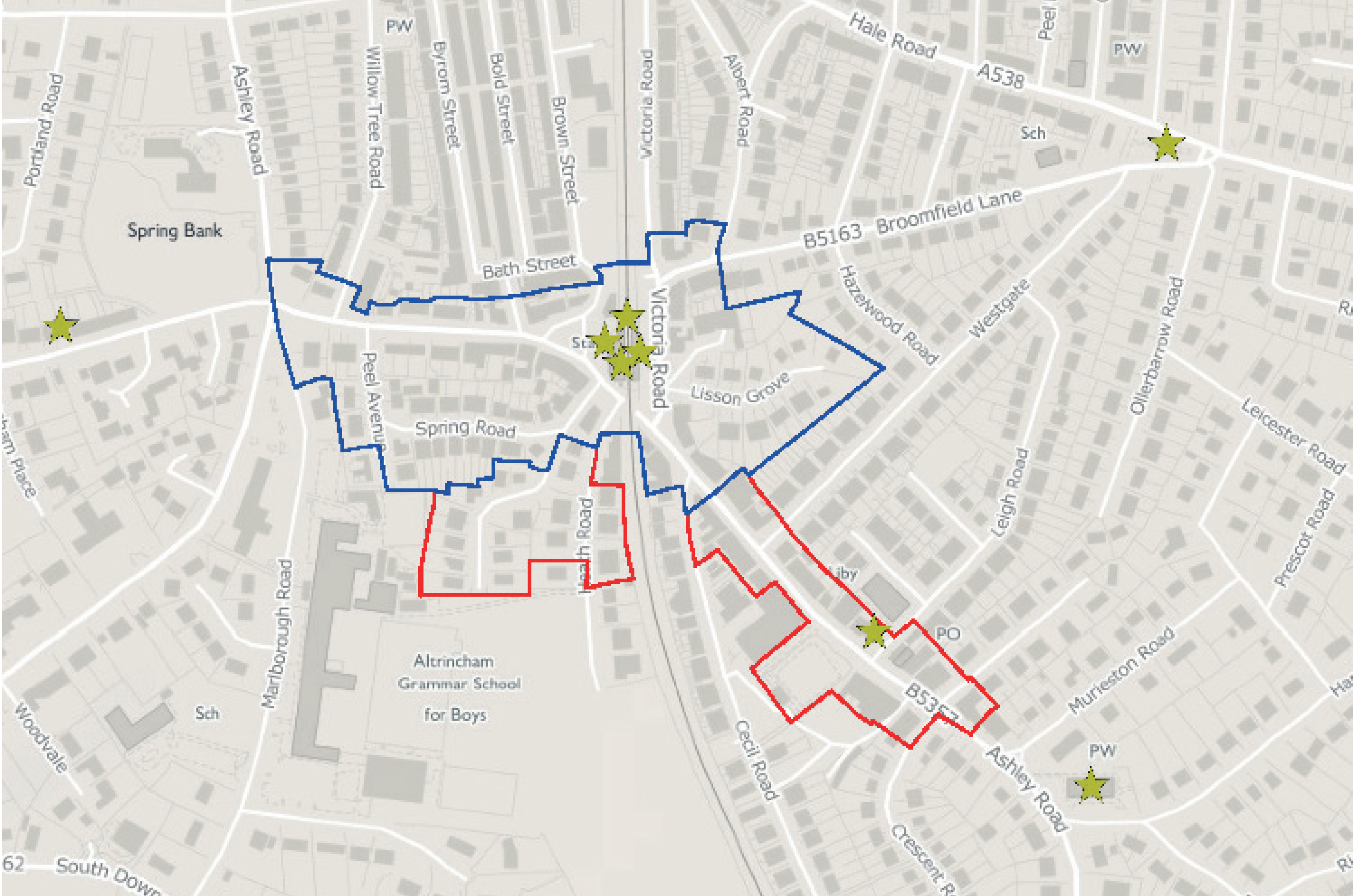
- Grade II Listed Hale Station West Platform Building, Canopy and Signal Box.
- Grade II listed Footbridge
- Grade II Listed Hale Station East Platform, Waiting Rooms and Canopy.
- Grade II Listed Station Masters House

The Millennium Clock Tower

The Millennium Clock Tower is situated on a triangular traffic island directly in front of the station buildings on Ashley Road. The Millennium Clock Tower replaces an earlier 19th century clock, seen in historic photographs. It is a significant landmark when travelling in either direction along Ashley Road. The location of the clock tower at the heart of the settlement is reinforced by the presence of an historic drinking fountain, dated 1908, and the formal floral planting scheme.

Ashley Road Bowling Green

Plans for the Bowling Green were approved in 1920, with construction finishing before 1921. The Green is coming up to its official centennial birthday in 30th April 2021.



MAP OF KEY ASSETS IN THE WIDER VILLAGE



Hale Bowling Green and Ashley Road circa 1950, source: Trafford Lifetimes



View north along Ashley Road circa 1950, source: Trafford Lifetimes



The same view in 2019



The same view in 2019

Accessibility and Transport

Hale Railway Station is located within the district centre. The station, located on the Manchester-Chester train line, provides hourly services to Manchester Piccadilly via Stockport and Chester. These services run throughout the day Monday-Saturday, with a reduced service on a Sunday.

Additionally there are a number of bus services that run along Ashley Road and through the district centre. These provide a frequent service with at least two services per hour at peak times and provide direct connections to destinations including Altrincham, Timperley, Hale Barns and Warburton Green. Hale is therefore well served by a number of public transport connections, including providing for safe bus stops for local school buses.

The dominance of on-street parking may deter cyclists due to concerns over safety, but cyclists are often seen using Ashley Road and surrounding roads as part of a wider route.

There are three Sheffield stands with capacity for six bicycles on Ashley Road. Hale train station provides eight hoops with capacity to store eight bicycles while Victoria Road car park has three Sheffield stands.

There are two public car parks with Park Mark accreditation in Hale, which are:

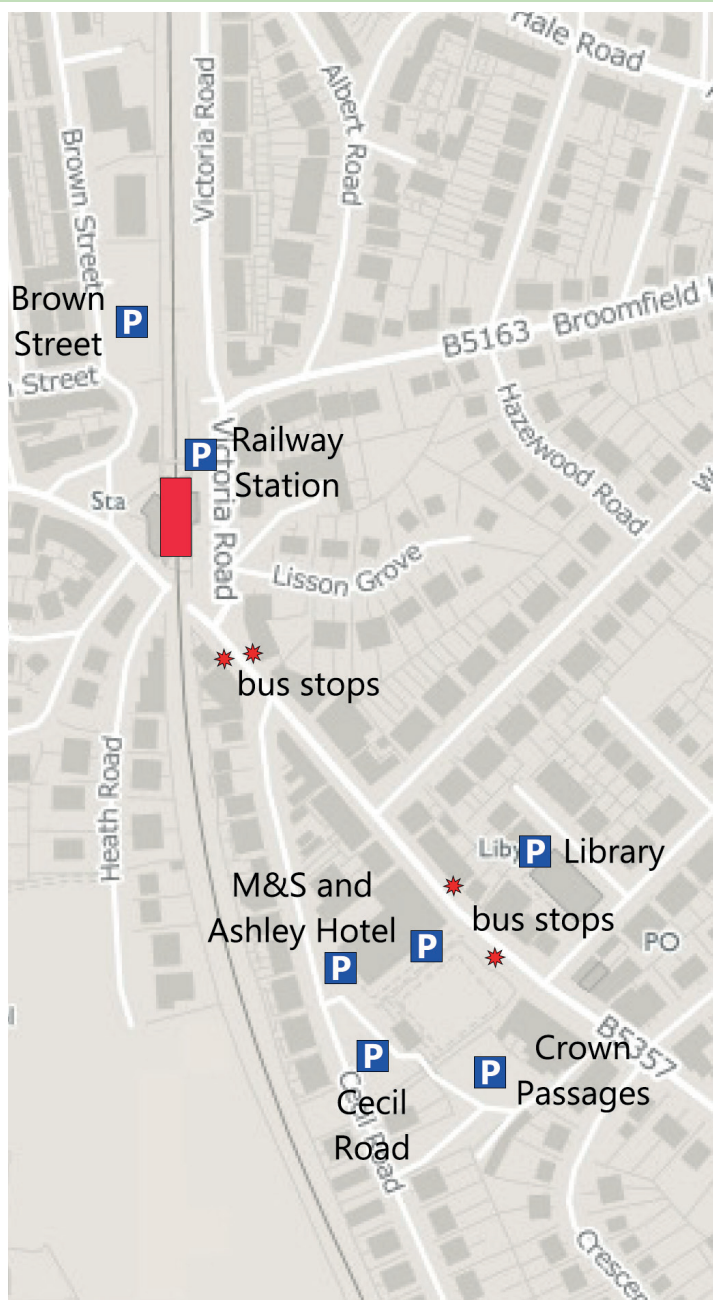
- Brown Street; and
- Victoria Road.

Charges apply on both car parks from Monday to Saturday between 8am and 6pm (including Bank Holidays). The charges range from 50p for the first 30 minutes, up to £5 for over five hours. Car parking charges are reviewed annually by the Council and Councillors and any recommended changes are implemented from 1st April each year.

Hale has a longer demand for parking than other areas as the evening economy and Sunday economy is higher than most. This along with the demand for kerb space from residential properties has seen the increased need for permit parking with limited time parking for shoppers.

Parking is also available adjacent to the library and adjacent to the railway station.

A high proportion of the visits to Hale are from people living close by which would warrant increased cycle facilities to try to reduce traffic use by car. Unlike other areas, driving to Hale seems to be in higher demand as the value of individual cars in this area is significant and is seen as a cultural way to access the village facilities.



MAPS SHOWING LOCATION OF HALE IN TRAFFORD URBAN AREA AND KEY TRANSPORT INTERCHANGES IN THE VILLAGE



Plan of Hale Conservation Area showing Construction dates

- Key**
- Hale Conservation Area SPDS 11
 - Pre - 1880
 - 1880 - 1890
 - 1910
 - 1920 - 1930
 - Mid 20th Century
 - Late 20th Century

Historical maps show the growth of the village over a period of 1885 - 1937, with a considerable increase in development following the opening of the Peel Causeway railway station in 1862. Previously an agricultural village, Hale saw development to the south east as the village became popular with the commuting middle class of Manchester.

Hale has grown around Ashley road with narrow plots making up the village grain. Concentration is around the railway station where development started to become more spacious with semi detached residential properties





Community Activity

The Need for Partnership

There are a diverse range of public and private sector bodies which have a stake in the future of Hale village centre. A co-ordinated and comprehensive approach to the improvement of the village centre can only be achieved by a strong town centre partnership approach led by Trafford Council, working together with private landowners, local businesses, service providers, developers and all other stakeholders.

Crucially we need to grow and develop these partnerships effectively if we are to successfully collaborate on implementing the Place Plan.

Hale has a number of community groups who are very active and successful in assisting to promote the offer and in protecting the village from any future decline. Within Hale, two key charity community groups are very involved in promoting and protecting the village centre and wider area.

Hale Community Trust is a registered charity, the main objective of which is to make Hale an even better place to live by undertaking well defined projects. Hale Community Trust has been the driver of achieving the planning permission for the new library and community centre.

Hale Civic Society is also a registered charity which is very active in the local community. The Civic Society helps to protect and preserve the village and organises a number of community activities in the village throughout the year.

Community Consultation and Engagement Process

Community engagement is integral to the entire process of creating a Place Plan and has been undertaken from the outset, through to completion. The detailed consultation strategy and process are included in the appendices.

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

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

- Local Businesses and Traders of Hale Village Centre
- Local Councillors and Members
- Local Groups & Service Providers
- Property owners (freehold and leaseholders if known)
- Local Schools & Churches
- Residents and wider community
- Trafford Council

This stage concluded with a Members Update in October 2019 to ascertain the direction of the document, feedback and the key considerations for the Hale Village Place Plan.

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

Stage 3 - of the community engagement process took place in January 2020. This period of public engagement will comprised of public consultation over two weeks, focussed on an exhibition half-day that centred around the presentation of the draft Village Plan. After this, the feedback provided was analysed and considered in detail in order to create the final Village Plan.

Stage 4 - to be updated upon completion of stakeholder engagement



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 remains an option.

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

Strengths

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

Weaknesses

- Availability of parking right in the centre of the village is seen as a weakness to some residents
- Permit parking was introduced to counter all day parking by businesses. It was felt that permit parking should be reviewed.
- It is felt there should be a review of traffic including cars and delivery vehicles as well as the availability of trains, buses and trams. There should be more services for people to travel to and from Hale on public transport.
- Recent closure of one of the principal public houses in the village.
- Lack of sustainable transport modes (cycling in particular)

Opportunities

- Preserve the current parking offer
- To improve the public realm within the centre and provide new greenspaces or areas within which a market and other events can take place
- New businesses, including SMEs, should be encouraged into Hale. The consultation should identify which type of shops are missing and those that could have a viable future in the village.
- The centre has a good balance of shops and businesses, avoiding too many of any one type e.g. barbers and estate agents.
- Opportunity for assisted living/retirement housing
- Opportunity to redevelop the Ashley Hotel site for affordable and retirement housing
- Potential for well-maintained areas around the bowling green, plus canopy trees, flower beds and children's play areas. Health and fitness facilities should also be encouraged within the newly planned Community Centre.
- Opportunities to harness solar energy in new schemes.
- Review the surrounding highways network to improve traffic flow

Threats

- Competition from larger centres such as Sale and Altrincham – businesses have seen a marked reduction in turnover and a high rate of 'churn' in businesses in the village
- High business rates making it difficult for new businesses to survive
- Limited space for dedicated cycle routes given the need to retain on-street car parking.
- Car parking issues – limited residential parking and shoppers tend to park on surrounding streets rather than pay for parking
- Brexit and the implications on smaller centres
- Existing operators need to be protected (Post Office, density, chemists, pubs and so forth)
- There are concerns over the external design and current usage of the Ashley Hotel, which, if the Council and the owner were prepared to work together, could be converted into affordable housing.

STAGE 2 - TALKING TO THE LOCAL COMMUNITY

HALE VILLAGE PLACE 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 Hale Library
- Stakeholder Assistance - Questionnaires delivered to businesses
- Meetings with Ward Members and Stakeholders
- Total number of responses received

WHAT YOU TOLD US:

LIKES

- Proximity to home
- The range of places to eat and drink
- The selection of independents
- Quality of the shops and offer
- General cleanliness
- The village isn't too busy
- The overall parking options
- Community facilities - the library and bowling green
- Everything!

DISLIKES

- The cost and/or amount of parking
- Road congestion
- Lack of choice of shops
- Poor quality greenspace
- Lack of secure/clean toilets
- Run down appearance of shops
- Dirty shopping streets/litter
- Safety and ease of accessibility by bike

IMPROVEMENTS

- More independent retailers
- More parking
- Cheaper parking
- Better street furniture
- More outdoor spaces
- More family orientated facilities
- Cleaner Streets
- Control on anti-social behaviour
- Increasing the opportunities to travel safely to Hale by bike

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NEXT STEPS

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

Hale Village Place Plan - Consultation Draft 14th January - 11th February 2020

We Need Your Views!

Details of the Consultation

The Draft Hale Village Place Plan has been published for consultation and we are seeking your views on the draft strategy for the village. The Draft Place Plan draws out the findings from the initial consultation and seeks to reflect the views and aspirations of the local community. The consultation takes place until 11th February 2020 and questionnaires can be found online and in Hale Library, along with in Hale Village Bowling Club today.

The Vision for Hale Village Centre

'Hale Village will continue to support its active and diverse community and will be a lively and well-liked destination, **accessible to everyone** at all times of day. Hale will cater for daily needs, and provide opportunities to establish and run thriving businesses, engage with community life and relax and enjoy a uniquely diverse centre.

The village centre will build on its good access by train and bus, and **promote sustainable modes of transport** through the encouragement of access to and within the centre by foot and bicycle, and a move away from the reliance on cars. **Pedestrian access through the village will be safe and secure.**

Through the improvement of the physical appearance and public realm of the village and the delivery of additional and enhanced community space, **the village will be the preferred choice for Hale residents and beyond, meeting both retail and leisure needs and promoting a thriving village centre.** The centre will be family friendly, through the creation of new community spaces and encouraging additional uses.

It is vital that the centre **meets the requirements of the future generations**, through the delivery of a sustainable agenda, whilst protecting Hale's important heritage.

Ashley Road - Proposals

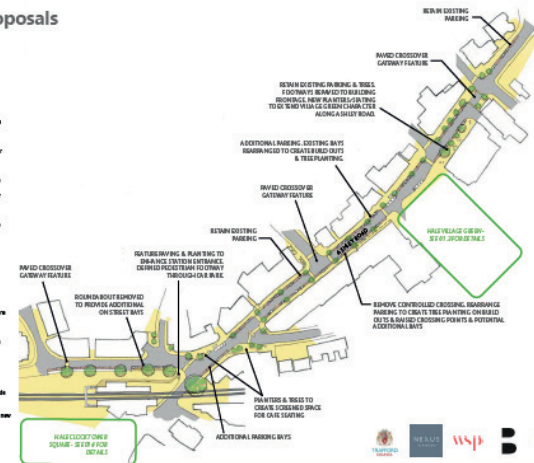
ASHLEY ROAD

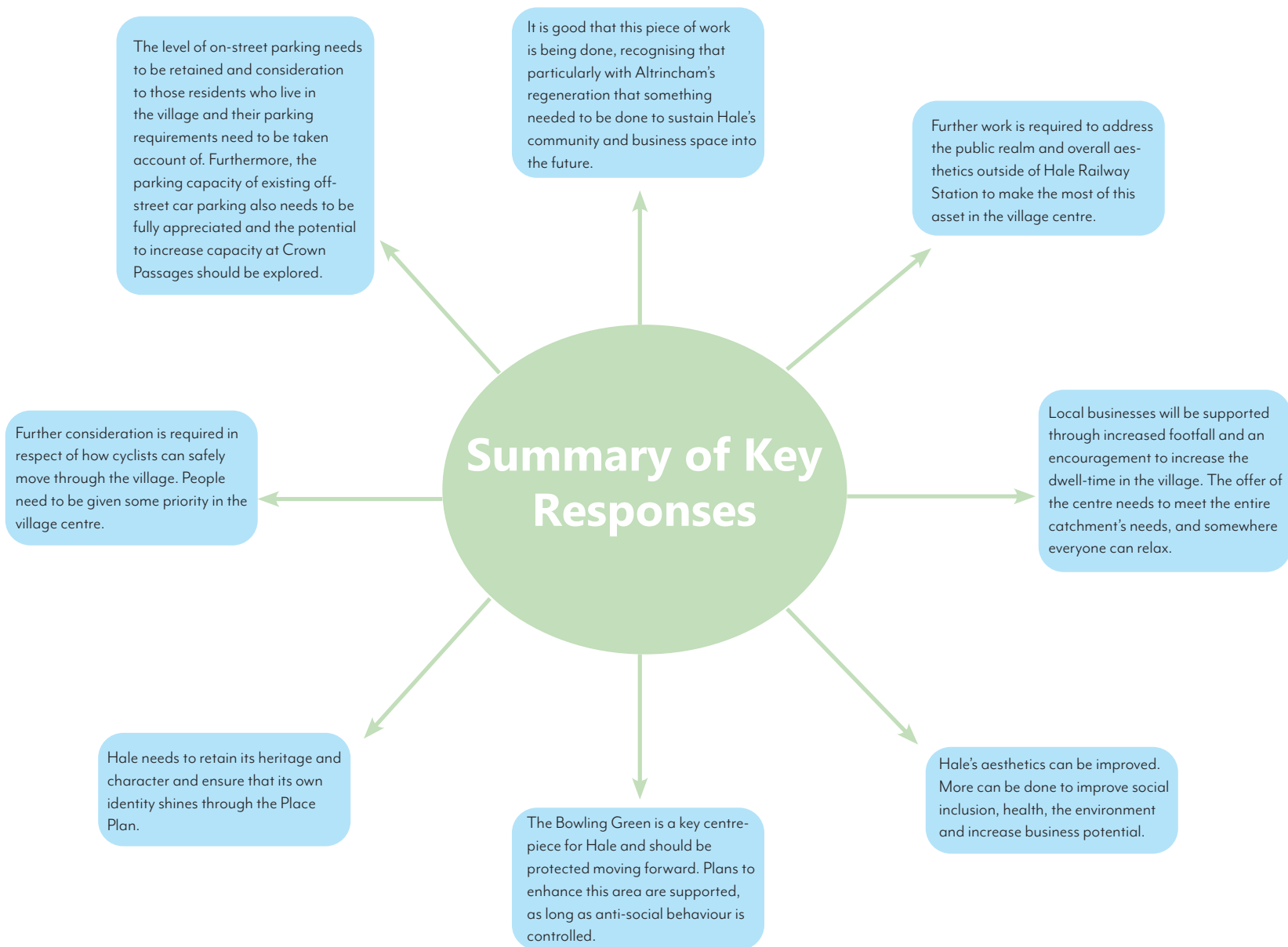
KEY PROPOSALS

- Traffic & Transport
 - Station working on street parking
 - Create additional on street parking bays to replace parking removed around the clock tower
 - Reorganise on street parking to create a 10m cut for tree planting and informal road crossings
 - Reduce traffic speeds to 20mph by defining village entrances and providing related crossings at regular intervals
 - Remove the existing controlled crossing facing up
 - Space for additional parking
 - Station bus stop relocation
 - Cycle parking at key locations

Public Realm

- Screen traffic with planters and trees to create more attractive carle up & out space
- Tree planting planters on both build outs and wide footways to soften the village green character
- Enhance the Station entrance and create legible pedestrian cycle routes
- Improve pedestrian crossing of Ashley Road and side road junctions
- Improve quality and consistency of footways with new footings to help parking
- Revised parking bays to create the station of wider footings







Baseline Analysis

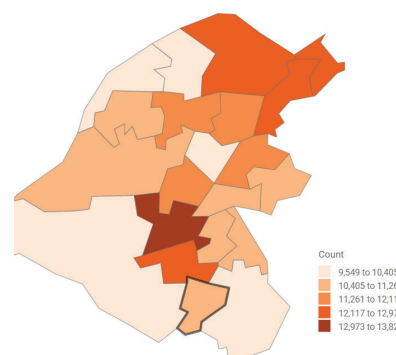
Community Profile - Demographics

Hale Village is located within the ward of Hale Central.

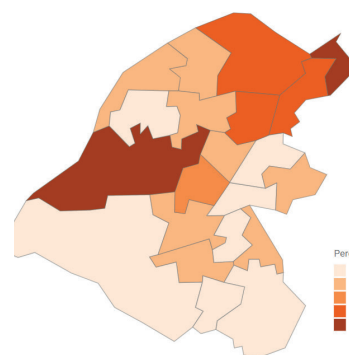
Hale Central has a population of just under 11,000 residents and is located in the south of Trafford Borough. Hale Central's population has increased by more than 15% since 2007 and the ward performs highly in a statistical sense giving Hale the title of 5th least deprived ward in Trafford.

Key demographic facts from Trafford ward profiling:

- 1.6% of Hale Central's residents travel to work by bicycle.
- 8.8% of Hale Central is covered by Green Space
- Hale Central has the highest percentage in the borough of residents with degrees (over 57%)
- Between 2017 and 2018, residents had an 10.5% chance of being involved in an incident of antisocial behaviour
- Hale Central has an old-age dependency ratio of 23.8% of the working population. This is amongst the lower half of the Trafford wards.
- Hale Central has a relatively low Index of Multiple Deprivation of 7, which is the lower quarter of Trafford's wards.
- More than 34% of employed residents in Hale Central are occupied as professionals, 20% as Managers and Senior Officials, and 16% are Associate Professional and Technical Employees. This is higher than both the Trafford and England and Wales averages for these three occupations.



TRAFFORD COUNCIL WARDS BY INDEX OF MULTIPLE DEPRIVATION SCORE



TRAFFORD COUNCIL WARDS BY INDEX OF MULTIPLE DEPRIVATION SCORE

Policy Context Overview

The Government is placing great emphasis on the revitalisation of high streets and the need to diversify the offer so as to encourage additional users to defined centres, particularly when smaller centres are competing with larger, stronger centres with a greater choice and offer. There is also an acknowledgement that centres need to move away from a principally retail focus to centres which provide a greater mix of leisure and community uses which encourage longer dwell-times and a greater propensity for linked-trips.

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

Policy W2 of the Core Strategy prioritises sustainable urban design with a particular emphasis on encouraging a mix of uses appropriate to the centre, active frontages and high quality in the design and finish of the public realm. Impacts upon the function, character, vitality and viability of the centre as a whole and on specific frontages, particularly within primary shopping frontages should be considered.

Where appropriate, new development within town centres should include a variety of unit sizes in order to encourage diversity in the retail offer and make appropriate provision for the preservation of prominent, historic buildings.

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

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

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

Hale Healthcheck

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

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



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



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



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



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



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

Icons: Flaticon.com, Becris, Icongeek26, Freepik, catkuro





Car Park Survey

The availability and existing usage of car parking was quickly identified as a key issue affecting the development of the Village Place Plan, and as such WSP instructed a parking survey encompassing on and off-street parking across the village to better understand the existing situation.

The detail of the survey and methodology were agreed with the technical officers at the Council prior to being commissioned.

The findings of the survey were reported upon fully in the WSP technical note dated 8 November 2019 provided as an appendix to this Place Plan.

The results from the survey demonstrate that even at the peak hours on a Thursday and Friday, over 20% of the surveyed parking stock was available. It is accepted that the majority of this availability lies away from the locations directly in the centre, which are those popular locations for parking. However, the areas surveyed all lie within circa 500 metres of the centre of the village, and as such it is still considered possible to park in these areas and walk to the village centre for those without a mobility restriction.

It is however accepted that for short duration trips (e.g. convenience shopping in local stores) such a walking distance could prove a disincentive.

Bearing in mind the above, it can be concluded that parking within the village needs to be maintained at approximately its current quantum.

However, there remains the opportunity to rationalise and adjust the existing quantum of parking in a number of specific areas, in order to create beneficial public realm interventions, whilst keeping the overall numbers across the village approximately neutral.

One option may be the removal of the signalised pedestrian crossing on Ashley Road and associated zig-zag lines. This could potentially be replaced by informal crossings with build outs (i.e. areas where the pavement extends out towards the carriageway, in between the on-street parking bays, allowing pedestrians to view oncoming traffic and cross in a safe manner).

Such an arrangement would need to be accompanied by features to encourage vehicles to travel through Hale at slower speeds (e.g. gateway features and changes to road surfacing).

This proposal would allow the existing on-street parking along Ashley Road to be spread along a greater length, permitting the informal crossings with build outs to be put in place. This would facilitate greater pedestrian permeability between the two sides of Ashley Road without loss of any overall parking numbers.

Finally it should be reiterated that over the course of the survey period Brown Street car park was closed and as such the results of the parking survey represent a 'worst case scenario'. Brown Street site is now fully open and spaces are being actively advertised by stakeholders within the village.

Shopfront Analysis

Part of the overall analysis for the Place Plan was a review of the existing shop frontages within Hale village centre. In this regard, consideration has also been given to the findings of the Trafford-wide Design Guide currently being produced to cover the borough as a whole.

Many of the successful shop frontages use dark colours and signage at an appropriate scale, allowing the richness of the architecture on upper levels to stand out. The brick materiality contracts pleasantly with the darker tones of blue and grey at street level. A design guide based on these principals would build upon the positive aspects of Hale's streetscape and allow shop frontages that do not currently display these qualities to fit in more comfortably with the street as a whole.



Shallow awnings that allow light to pass to the interior.



Large fascia and signage in bright colours negatively impact on the streetscape

Darker colours that contrast pleasantly with the tones of brick on upper floors

The Vision and Objectives

Vision

‘Hale Village will continue to support its active and diverse community and will be a lively and well-liked destination, accessible to everyone at all times of the day.

The village centre will build on its good access by train and bus, and promote sustainable modes of transport through the encouragement of access to and within the centre by foot and bicycle, and a move away from the reliance on cars. Pedestrian and cycle access through the village will be safe and secure and will be a priority.

Through the improvement of the overarching physical appearance, the public realm and the delivery of additional and enhanced community space, the village will be the preferred choice for Hale residents and beyond, meeting both retail and leisure needs and promoting a thriving village centre. The centre will be family friendly, through the creation of new community spaces.

It is vital that the centre meets the requirements of the future generations, through the delivery of a sustainable agenda, whilst protecting Hale’s important heritage.’

Objectives

The Offer of the Centre

- To ensure that the village centre meets the needs of the entire catchment, including all ages, all demographics and all family types
- To protect the existing operators, through appropriate management of the centre, retention of the existing level of parking and providing space for wider community activities
- To encourage additional operators into the centre which encourage activity throughout the day and the evening and which accommodate families
- To provide modern format space to meet potential new operator requirements within the village

Movement

- To support the improvement of accessibility to and within the centre for pedestrians and cyclists and to encourage sustainable means of transport
- To ensure that the level of car parking remains at a consistent level to meet the identified needs in the village and to ensure any proposals do not reduce the existing parking provision and provide new opportunities for electric vehicle charging
- To reduce the dominance of traffic, whilst maintaining appropriate vehicle access and movement, through the inclusion of key gateway entrances into the village and an increase of outdoor seating areas for operators
- To provide appropriate cycle parking facilities for cyclists, and creating a safe highways environment for all types of transportation

Streetscape

- To safeguard those parts of the existing built environment that contribute to the character heritage and distinctiveness of the area, and incorporate these with the new developments within the village
- To create opportunities for ‘parklets’ to encourage informal seating areas
- To use high quality, sustainable design to ensure operators have the optimal space required to viably operate within the village
- To adopt the findings of the Trafford-wide design guide based on the principles set out in this document, to build on the heritage of the centre and create an aesthetically pleasing built environment.

Public Realm

- To improve the public realm within the village, increasing the level of soft landscaping, areas for public art and the creation of informal seating areas, making the village somewhere where residents and visitors want to linger.
- To create a space or spaces where informal community events can take place within the village centre and create space for new parklet opportunities
- To improve the setting of the bowling green and Ashley Hotel, creating a space which can be enjoyed by all.
- To enhance the setting of the Clock Tower and create a ‘village square’.

The Objectives in Detail - The Offer of the Centre

Maintain and Improve Diversity

Hale village centre's leisure offer is concentrated principally on higher-end restaurants and bars and high-end large residential properties. There is an opportunity to improve and diversify the village centre offer and encourage additional destinations to meet the wider catchments' needs.

There is a need to provide a broader mix of uses in the village centre to create areas that are active throughout the day and night and which meet the whole family's needs, generating additional footfall, and therefore expenditure.

In order to create a place with a variety and mix of uses development (and public realm schemes where appropriate) the strategy for the Village Place Plan is to:

- Encourage additional operators which provide an offer for the entire catchment of all ages, all family types and all abilities. There is a lack of family orientated or family friendly destinations within the centre, and this needs to be rectified.
- Encourage the enhancement of the existing property stock to better meet operator's requirements, whilst protecting and nurturing the local distinctive heritage and Conservation Area status of the village.

- Create spaces which can accommodate informal community uses and events within the centre, encouraging additional footfall and wider associated economic benefits.
- Build on the exciting new library and bowling club plans, alongside the Crown Passages scheme to regenerate the Bowling Green area, encouraging a wider range of uses and maximising the benefits of the area of the centre.



The Objectives in Detail - Movement

Promote Ease of Movement

The village centre needs to be a place that is easy to get to and move through. To create a connective and permeable village centre, development and improvements to the village should ensure that:

- Roads, footpaths, cycleways and public services are connected into well-used routes and connect proposed and existing nodes of activity
- Public areas are easily accessible for all users, including mobility scooter/wheelchair/pushchair users and cyclists where appropriate
- Schemes provide a choice of safe, high quality routes to assist with permeability

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

- Incorporate electric vehicle charging points
- Encourage travel to and within the centre by sustainable transport modes and move away from a reliance of cars
- Improve the overall safety in the centre for people to walk and cycle

In order to achieve the Vision, it is important to look at different areas of the village centre in terms of how they function, what their role is, and how these areas can be improved in order to support and enhance the overall vitality and viability of the centre.

Improve Legibility

The village centre needs to provide a welcoming image, and be easy to understand for all users. Visitors should be able to orientate themselves and establish a clear direction, achieved through the use of effective signage.

In order to help create a place that is easy to understand, the village Place Plan strategy will support the following objectives:

- Incorporate clear and easily navigable routes, utilising appropriate and distinguishable hard and soft surfacing, including the provision of safe and accessible walking and cycling infrastructure
- Create new or enhanced 'gateways' to the village centre which enable users to identify with that particular area and which will create a 'village feel'.
- Include well-designed lighting which 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

The Objectives in Detail - Streetscape and Urban Design

Maintain and Enhance Character and Identity

The character of Hale is formed by the pattern of development, its heritage and historic buildings and layout, its scale and massing and by the mix of uses. Hale's character is what makes it unique and has evolved through time, shaped very much by the people who live and work in the village centre.

In creating a sense of place, the following must be adhered to:

- The distinctive heritage must be protected
- Special spaces which are visible and contribute to the character of the area and provide informal community spaces to hold events
- Good quality design but which meets the needs of modern operators

Ensure Adaptability

The function of centres has changed markedly in recent years with technological advances and the ever increasing reliance of internet shopping. It is anticipated that the role of village centres will continue to evolve and as such Hale village centre needs to be a place that can respond to change. In creating an adaptable village centre, development and public realm schemes will need to:

- Provide new signage into Hale from Altrincham and all directions;

- Incorporate flexible areas which support a variety of uses and meet the needs of the entire catchment
- Incorporate buildings adaptable to a variety of present and future uses

Objectives in Detail - Public Realm

Improve the Quality of the Public Realm

Improvements to the public realm are essential to improving the image and attractiveness of Hale village centre. Quality public spaces contribute enormously to people's health, happiness and wellbeing and the village is currently lacking in any real public open spaces which can be used by all.

In order to create a place with lively and pleasant to use public spaces and routes, the village plan will achieve the following:

- Undertake a village centre-wide approach to public realm, linking one end of the village with the other and to encourage footfall throughout the centre.
- Achieve a sense of safety and security throughout the village through the removal of the dominance of vehicular traffic
- Pay careful attention to detailing, with integrated well- designed public art and areas within which people can rest and enjoy their surroundings
- Be Inclusive - suited to the needs of everyone, including young families, disabled and older people
- Include well-designed lighting

- Include well-designed street furniture which assists in creating and enhancing identity
- Create healthy environments which are sociable (a place to meet friends), easy to access and easy to use, encouraging activity through the improvement of the both the Bowling Green and Clock Tower areas of the centre.

Signs of Success

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

- The retention of operators in Hale village centre and the associated reduction in the 'churn' of operators
- More family orientated destinations, including cafés, restaurants and outdoor spaces
- The retention and growth of the independent sector within the village, through the improvement to the wider public realm and infrastructure
- The inclusion of small informal 'parklets' along Ashley Road
- An enhanced public realm through the creation of new soft landscaping and additional trees and substantial improvements to key areas of the centre for residents to enjoy.
- More public art and celebrations of creativity through the encouragement of community events
- The improvement of the 'village green' surrounding the Clock Tower and the creation of an informal community space which can be used for events
- The improvement of the area around the Bowling Green to make it a key aspect of the centre which can be enjoyed by all and building on the new bowling club and library scheme through wider public realm improvements.
- Streamlining the traffic flow throughout the centre
- The rationalisation of the design of shopfronts in the centre, through the adoption of the recommendations within the Trafford-wide design guide.
- The inclusion of new seating areas (both informally and formally) to allow residents and visitors to enjoy the setting of the village.
- The inclusion of new cycle parking facilities within the centre to encourage sustainable transport modes

The Spatial Framework

Movement and Highways

- Ashley Road is an active high street with high levels of footfall observed.
- Traffic tends to be free-flowing, although traffic speeds are frequently reduced due to either the level crossing or by cars entering or exiting on-street parking spaces.
- The Ashley Road area is dominated by on-street parking for which demand is very high.
- On-street parking is beneficial for local businesses but creates safety and amenity concerns for people to walk and cycle and impacts on the achievable quality of the public realm along Ashley Road. The on-street parking also impacts on the overall environmental quality in Hale;
- Facilities to encourage people to cycle are lacking, both cycle parking and cycle lanes or other infrastructure;
- Whilst the narrow carriageway at the central section of Ashley Street restricts intervention, there are a number of opportunities near the clock tower to improve the public realm and reorganise the highway near the bowling green.

Opportunities arising from baseline review:

- Removal of signalled pedestrian crossing adjacent to Costa, in favour of informal build-outs or crossings.

- Expand the existing area of public realm around the clock tower, to make more accessible to pedestrians and support the adjacent businesses.
- Create new areas of public realm to encourage visitors to stay and enjoy the village.
- Consider resiting of existing loading bays.
- Consider removal of the bus stop lay-by adjacent to the bowling green to allow opportunity for more on-street parking and improve public realm.
- Provide new cycle hubs throughout the village and seek to provide additional cycle facilities in accordance with the TfGM 'Streets For All' Strategy

Urban Design

- Hospitality and service based businesses are found to be the most popular land uses in Hale.
- The village is found to have a lack of public realm and quality green space.
- There are several buildings of historic and architectural importance towards the north of Hale village around the Clock Tower.
- Shop front analysis finds that design guidance could improve the appearance of the shop fronts.

Opportunities arising from baseline review:

- Opportunity to open up frontages onto the bowling green and improve

the area as a community space and build on the new library and bowling club plans

- Opportunities to improve pedestrian routes through the village centre
- There are buildings with poor rear façades which need improving, particularly along Cecil Road.
- Opportunity to improve some frontages onto Ashley Road through the adoption of a design guide.
- To build on the important heritage aspects of the village and encourage new development which is unique and better meets operator's requirements

Public Open Space

Vehicles

- Hale is serviced predominantly by cars and parking is a key issue. It is required to make some businesses viable however there is a conflict of interest between business owners and residents.
- The taxi drop off at the station and disused crossings is inefficient.
- On street parking detracts from some good uses of forecourts and outdoor dining.

Public use of space

- Pedestrian movements are made difficult by the wide junctions along the high-street, the mini roundabout on Victoria Road, narrow pavements and poor quality pavement surface.

- There is a lack of street greening west of the bowling green however large high quality trees add character in other areas.

Central and Gateway Spaces

- The clock tower is an iconic building in a gateway setting, but there are a lack of gateways at the entrances to the village.
- Central green space at the heart caters for limited users and uses.

Opportunities arising from baseline review

- Opportunity to widen footways and allow the flow of businesses onto the streets.
- Opportunity to improve the overall public realm across the village, through the introduction of new soft landscaping and linking one end of the village to the other.
- To alter road surfacing throughout the village to improve pedestrian and cycle accessibility and reduce the dominance of traffic.
- To utilise the key areas of opportunity at the bowling green and clock tower to encourage community activities and longer 'dwell times' in the village.



Development Strategy

Hale 'Sense of Place'

The Strategy

The strategy sets out a Vision to create two new public spaces - a village square and a village green, which will become the focus for community activity. Linking these spaces will be an attractive, vibrant and accessible High Street. The strategy will be achieved through:

- Creating a new village square focused around the Clock Tower and Station;
- Re-vision the existing bowling green as a space for the whole community integrating places for rest and play with vibrant, animated edges;
- Redesign on street parking to be more centrally located and better integrated with the streetscape;
- Create a quality high street environment with new paving, street greening and seating;
- Giving people more space and greater priority to walk and cycle with a greater priority with a street design that reduces the dominance of vehicles and encourage people to move freely, accessing services and shops on both sides of the street;
- Provide improved signage throughout the village to direct cyclists towards new cycle parking;
- Improvements to on-street parking directional signs to provide clear and updated information regarding numbers of spaces and locations;
- Improve village car parks - surfaces, planting and signage. Consider

their use as temporary event spaces, village squares or market places; and

- Define a unique character and quality of place unlike any- where else locally.

A Village In The City

Hale has a real village feel with small, independent retail, a vibrant community and day to night economy. It's close proximity to Manchester gives it a cosmopolitan feel but it's scale retains its charm and village essence.

- Conserve and enhance Hale's special buildings and quirky features;
- Reclaim the village square and village green as places for community to happen;
- Create spaces that are vibrant yet intimate with a village buzz and plenty of places to dwell;
- Reinforce the traditional vernacular through the use of local materials and traditional crafts but with a contemporary, cosmopolitan twist.

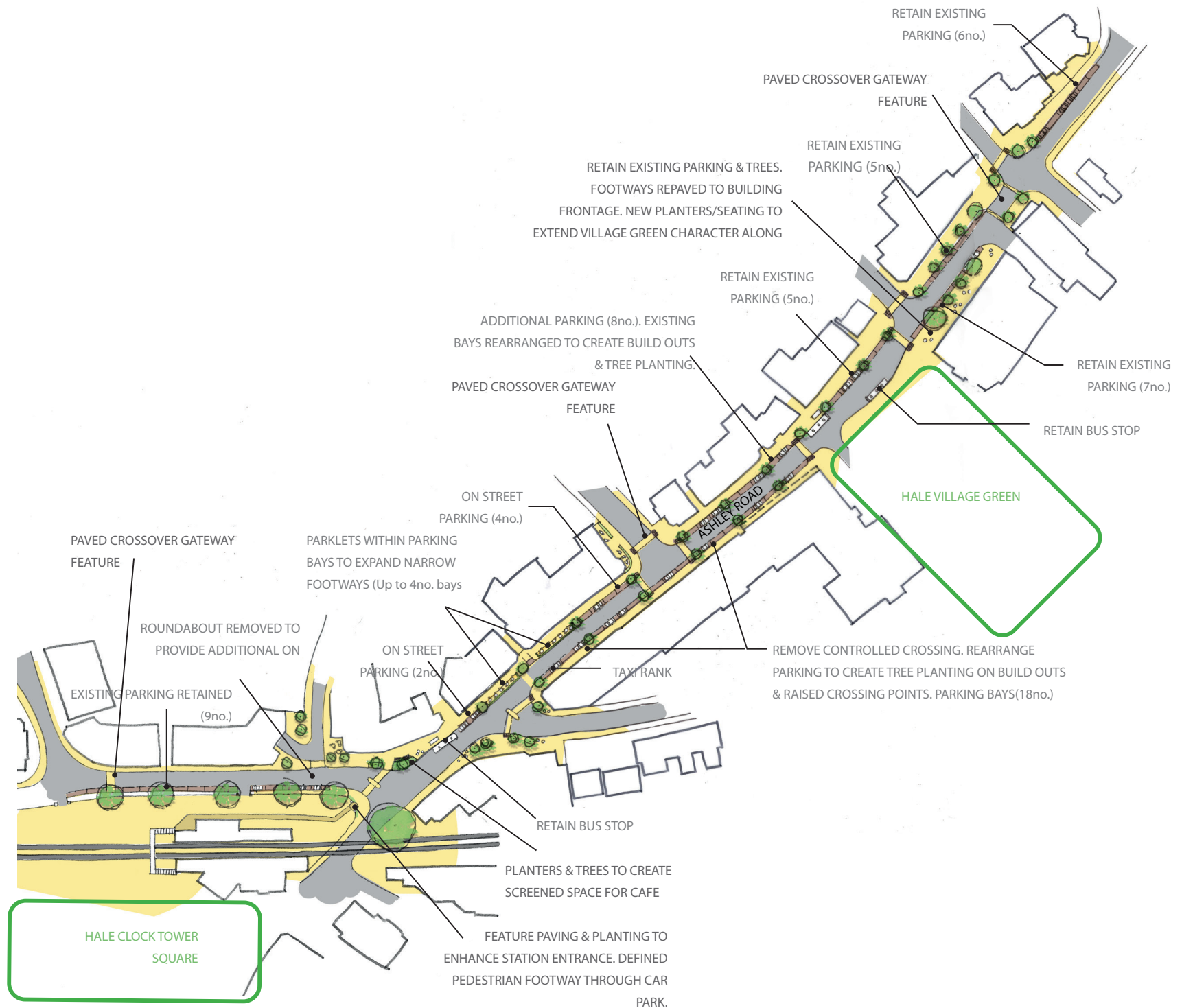
A Local Destination

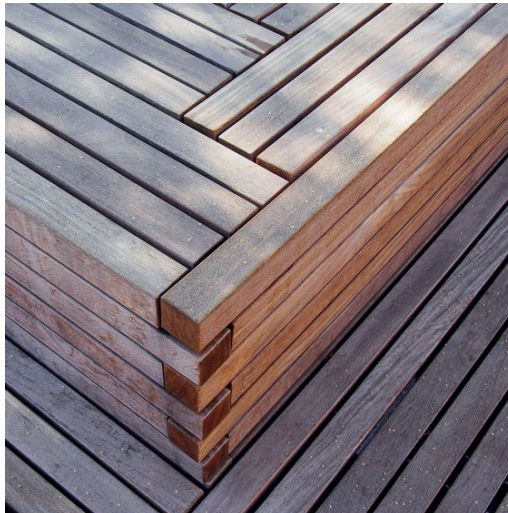
- Hale is small enough to be quaint but diverse enough to be a destination. Attracting and retaining visitors whilst providing a desirable alternative to Altrincham is key to its success.

- Create a clear sense of arrival and improve the overall 'village' character feel within the centre;
- Encourage animated streets with outdoor cafe dining, spill out uses and attractive shopfronts;
- Create a cohesive high street that links new open spaces and encourages visitors to walk the length of the village;
- 'Dare to be different' to Altrincham - offer an attractive alternative for shopping, dining and leisure.

Arts & Crafts And The Avant-Garde

- Hale is synonymous with the architecture of Edgar Wood, a prominent figure in the Arts & Crafts Movement and a pioneer of the 1920s/1930s Art Nouveau and Art Deco styles. There are opportunities to draw upon his architectural style and approach to reinforce local distinctiveness.
- Bring the Arts & Crafts focus of beauty, rich detailing, honest craftsmanship and traditional building techniques to public realm designs;
- Create quality incidences - street furniture / interpretation / signage that demonstrate craftsmanship and attention to detail;
- Village wide opportunities for Hale in Bloom with street planters in the romantic Arts & Crafts planting style;
- Make reference to later Art Nouveau and Art Deco styles through the use of new materials (concrete), geometric patterns and stylized forms.





HALE MATERIALS AND DETAIL

A simple materials palette running from shopfront to kerb with high quality edgings and feature surfaces around key landmarks and public spaces to elevate quality. This should include:

- continuous concrete flag paving from shopfront to kerb;
- feature areas of high quality paving focused around the Village Green and Clock Tower. Opportunity to use chevron paving making reference to the Edgar Wood motif;
- coloured macadam carriageways to slow vehicles and extend public space across the highway;
- areas of block paved parking bays to visually extend the footway.

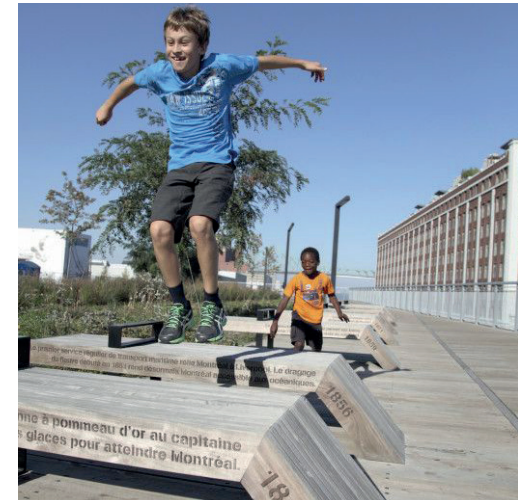
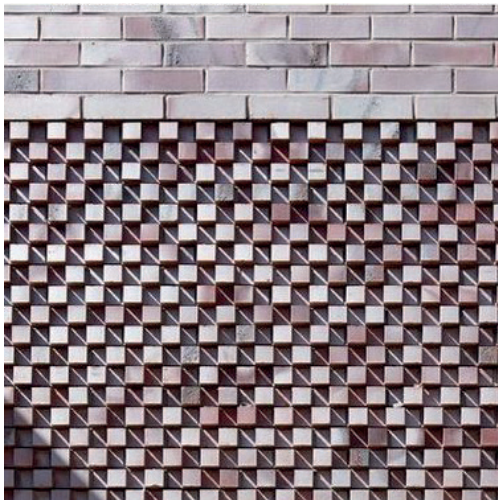
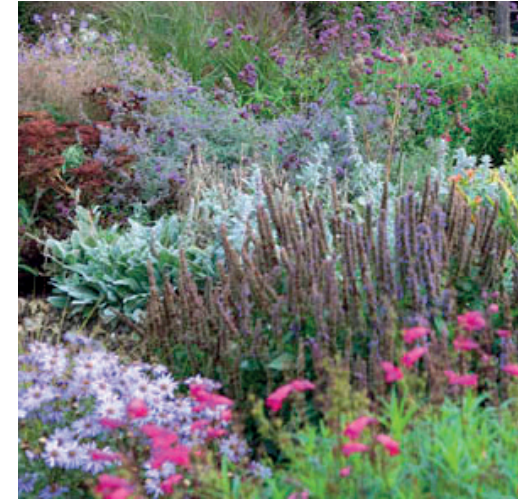
High quality interventions influenced by the Arts and Crafts values of craftsmanship, beauty of materials, simplicity and nature as inspiration. This should include:

- Feature benches, signage and art focused around the Village Green and Clock Tower;
- Timber, brick and metalwork crafted to interpret Edgar Wood's work;
- Feature lighting of the clock tower to elevate the gateway landmark;
- Tree pealights to create an ambient evening environment;
- Incorporate playful elements into street furniture and other elements to encourage family activity.

SOFT LANDSCAPE

Hale High Street provides opportunities for new street planting and ornamental gardens focused around the Village Green and Clock Tower with floral displays in raised planters to provide visual continuity along the street. This should include:

- Retain high quality mature trees around the Village Green to maximise green character;
- New street tree planting to add character and create a greener, more intimate village centre. Use narrow crown trees suitable for urban conditions with seasonal interest;
- Make reference to the Arts and Crafts approach to garden design through romantic plantings structured by clipped hedges;
- Rich floral displays in street planters create continuity along the High Street and reduce the visual impact of parking and traffic on fronting properties.



Hale Ashley Road - Key Proposals

Traffic & Transport

- Retain existing on street parking where possible;
- Create additional on street parking bays to replace parking removed around the clock tower;
- Rearrange on street parking to create build outs for tree planting, informal road crossings and space for parklets;
- All informal crossing points will include tactile paving to allow accessibility for all users;
- Reduce traffic speeds to 20mph by defining village entrances and providing at grade crossings at regular intervals;
- Remove the existing controlled crossing freeing up space for additional village centre parking;
- Retain bus stop locations;
- Cycle parking at key locations.

Public Realm

- Screen traffic with planters and trees and provide village parklets to create informal seating areas, additional greenery and areas for play;
- Tree planting/planters on kerb build outs and wide footways to extend the village green character;
- Enhance the Station entrance and create legible pedestrian/cycle routes to it;
- Improve pedestrian crossing of Ashley Road and side road junctions;
- Improve quality and consistency of footways with new frontage to kerb paving;
- Paved parking bays to create the illusion of wider footways.



CONSISTENT PAVING TO PRIVATE FORECOURTS & ADOPTED FOOTWAYS



PLANTERS & SEATING GROUPED ALONG THE STREET



RAISED TABLES MARK VILLAGE ENTRANCES & 20 MPH ZONE



GROUPINGS OF PLANTERS EXTEND THE CHARACTER OF THE VILLAGE GREEN ALONG ASHLEY ROAD



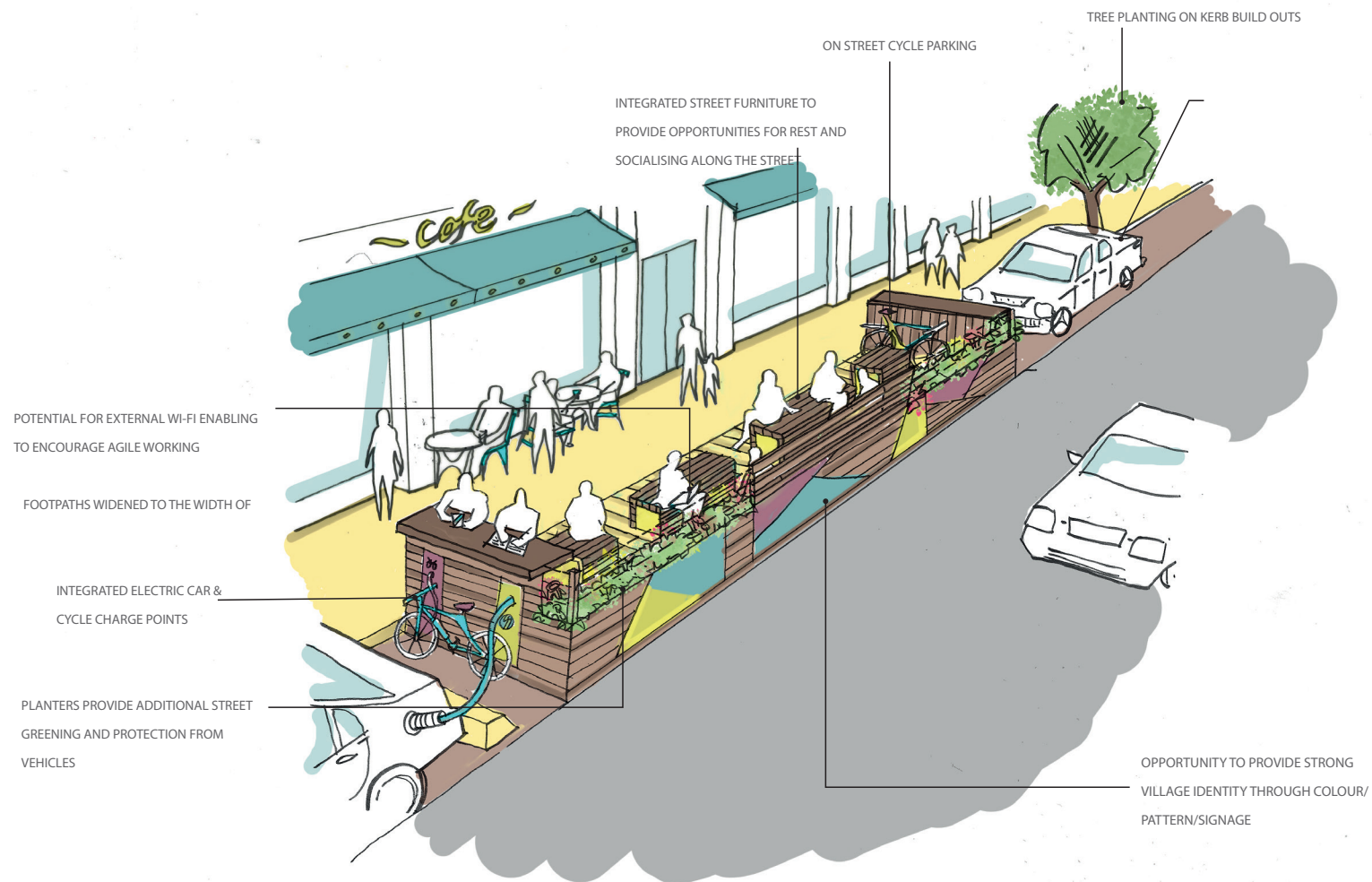
SEATS, TREES & HIGH QUALITY PAVING IN KEY LOCATIONS



POTENTIAL NEW STREET FRONTAGES & PAVED PARKING BAYS

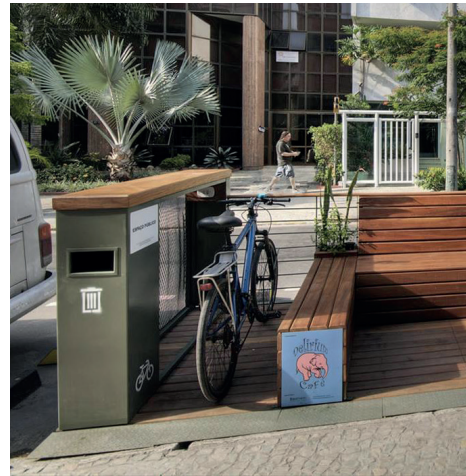
PARKLETS

Hale offers the opportunity to develop the Parklet concept, bringing life and vitality to the heart of the village. Existing on street parking spaces outside cafés, restaurants and retail could be converted to new urban pocket parks extending the footway and incorporating planting, seating and cycle parking to provide pleasant places for people to stop, sit and enjoy the street. An initial pilot project would test the appetite for further expansion of the concept and allow for a gradual move towards an increased cycle and pedestrian accessible village centre.





CYCLE PARKING, LITTER BINS AND SEATING INTEGRATED INTO PARKLETS LEAVE FOOTWAYS CLEAR FOR MOVEMENT



USERS PROTECTED FROM TRAFFIC BY SEAT BACKS / FENCING



VILLAGE IDENTITY CAN BE ENHANCED BY PARKLET SIGNAGE AND SOFT LANDSCAPE



TEMPORARY PARKLETS CAN TEST VILLAGE USER'S APPETITE FOR PARKING REMOVAL AND PARKLET CREATION

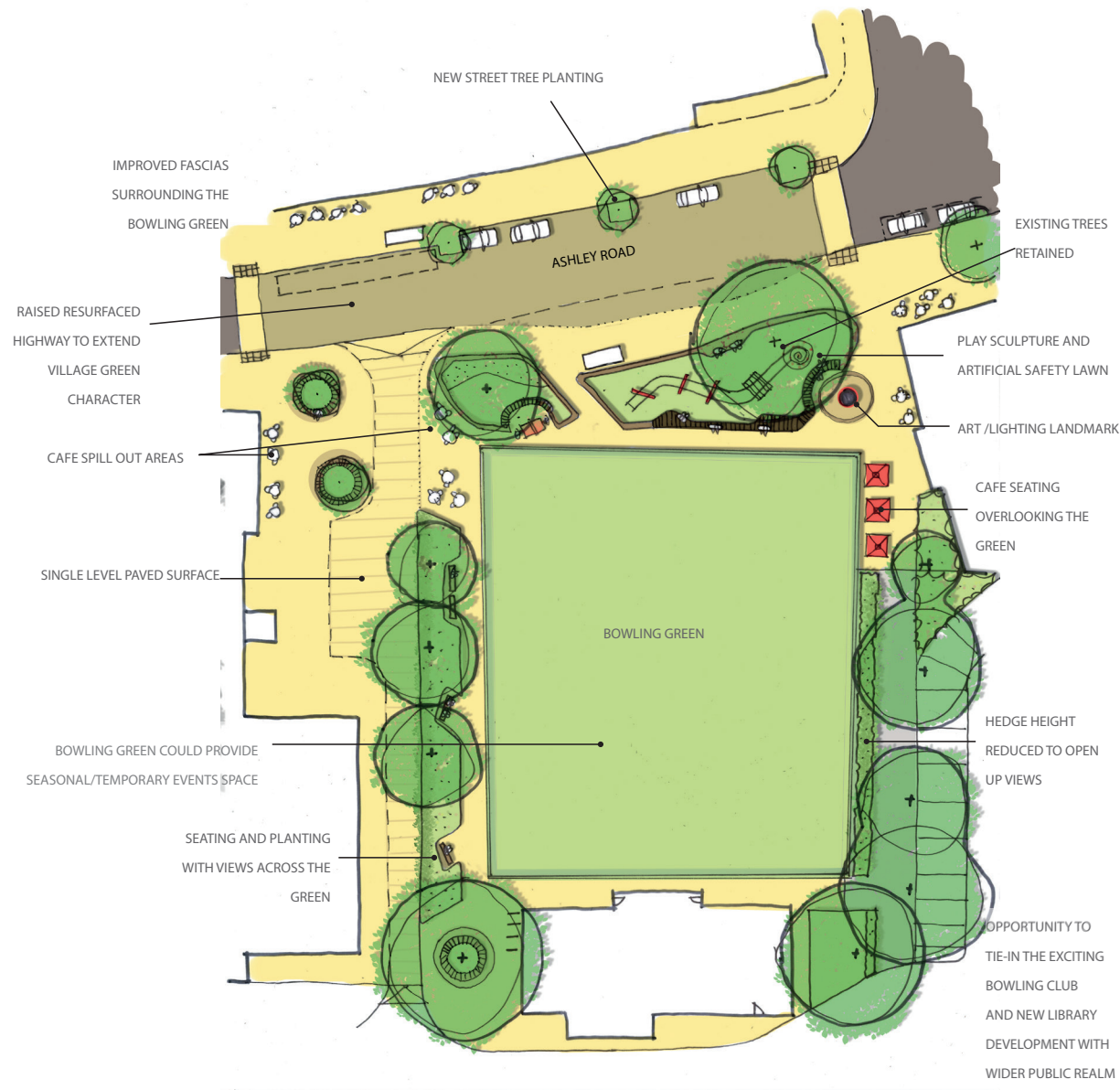
Hale Bowling Green and Surrounding Area - Key Proposals

Traffic & Transport

- Existing controlled crossing removed;
- Bus lay-by, parking bays and road raised and resurfaced to create a pedestrian friendly public realm that extends across Ashley Road to the Village Green;
- Paved surfaces to extend outdoor seating terrace and plaza from the Britannia Hotel to the Village Green.

Public Realm

- Poor quality tree specimens removed and the existing hedge trimmed back to open up views to the Village Green;
- Additional tree planting and seating to Ashley Road;
- New street tree planting on kerb build outs;
- Raised lawns/ornamental planting beds with alcove seating to enclose and define the Village Green. Informal seating opportunities created by the lawns and walls;
- The owner of the Britannia Hotel has been consulted as part of the process. He advised he had no immediate plans to make any fundamental physical or other changes to the hotel and the Council will monitor the situation closely, with further engagement when appropriate;
- Informal play sculpture with overlooking seating to provide breakout space for families;

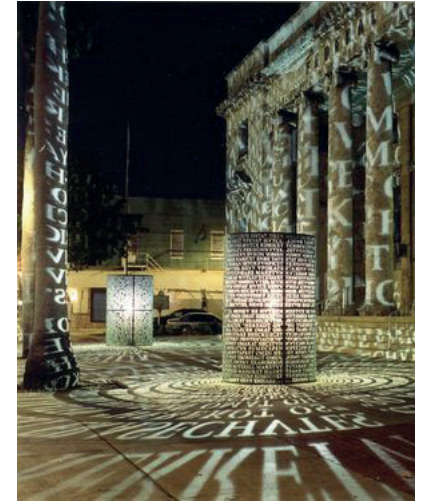




PLAY SCULPTURE



ARTIFICIAL BOWLING GREEN WITH SEATS AROUND



ART / LIGHT LANDMARK



TEMPORARY EVENT SPACE - ICE RINK / SUMMER GAMES



COMMUNITY GATHERING SPACE / ARTWORK & HISTORIC INTERPRETATION

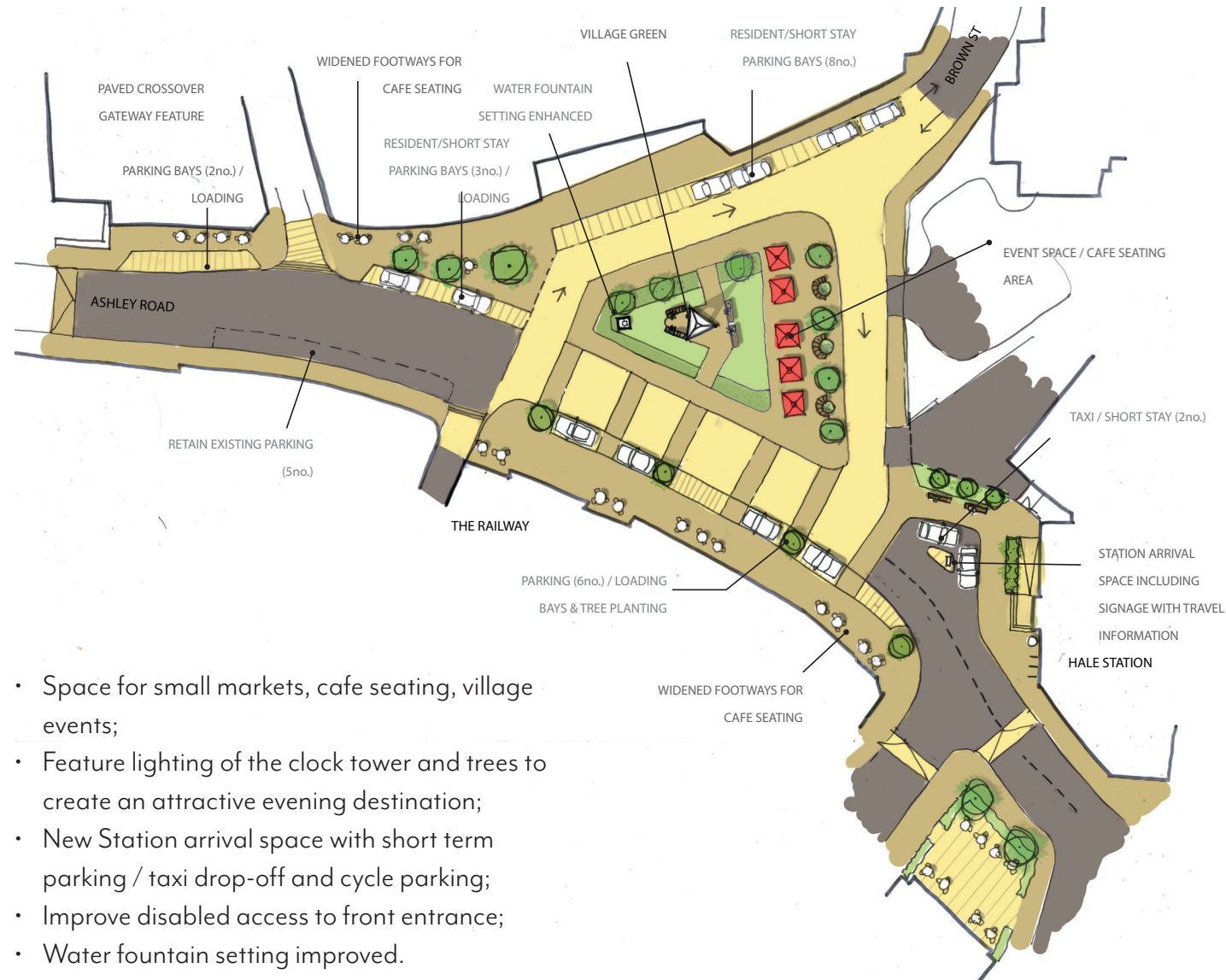
Hale Clock Tower - Key Proposals

Traffic & Transport

- Retain residents parking;
- Retain existing provision for loading and parking adjacent to businesses;
- Relocate on street parking around the clock tower and a small number of on street bays to facilitate tree planting and footway widening;
- One way traffic around the square creates space for people and retains access to properties;
- Paved crossovers at village entrance to slow traffic entering the village;
- Raised table and paved road surface extends the square to the building edges and slows vehicles moving through the area.

Public Realm

- Widen footways to allow for cafe spill out;
- Tree planting on kerb build outs;
- Create new village green - Ornamental planting, lawns and seating alcoves create a quiet, reflective space focused around the clock tower;



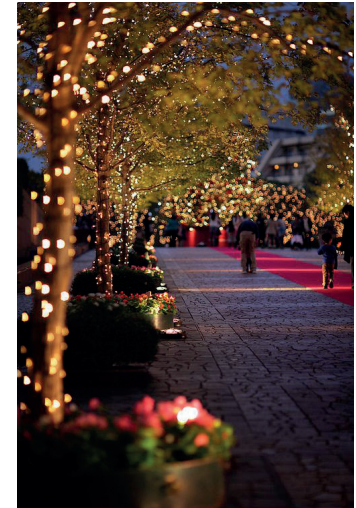
- Space for small markets, cafe seating, village events;
- Feature lighting of the clock tower and trees to create an attractive evening destination;
- New Station arrival space with short term parking / taxi drop-off and cycle parking;
- Improve disabled access to front entrance;
- Water fountain setting improved.



TRAFFIC CALMED PAVED SQUARE WITH STREET TREE PLANTING



SEATING & TREE PLANTING



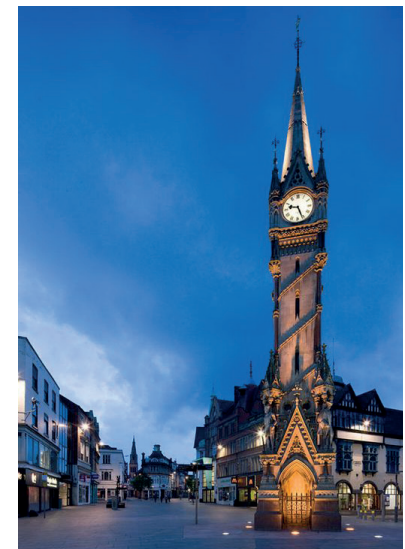
AMBIENT TREE LIGHTING



HALE IN BLOOM PLANTING & WALLS FOR SEATING



LAWNS & SEATING WITH PATHS THROUGH



FEATURE LIGHTING OF CLOCK TOWER



Movement Strategy

ASHLEY ROAD - CLOCK TOWER SQUARE

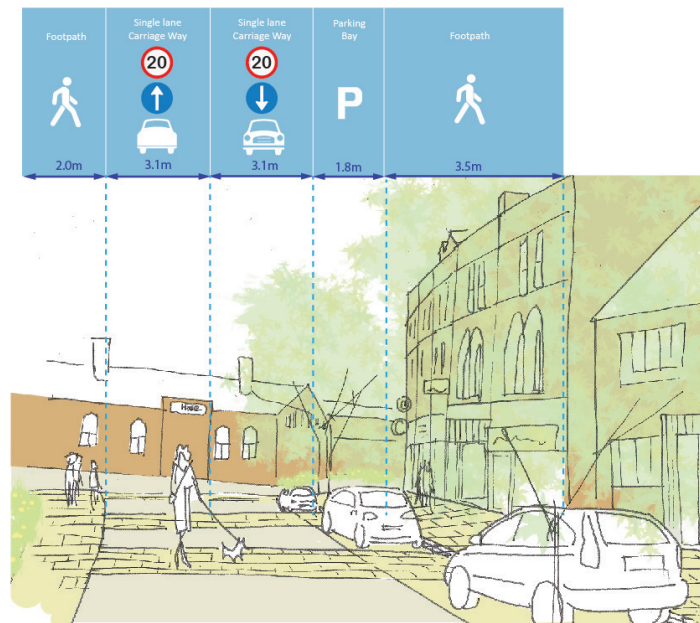
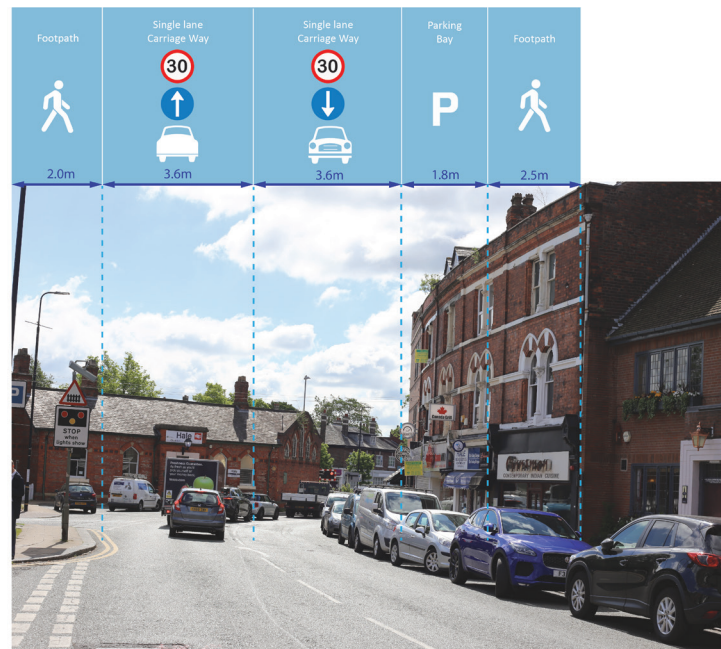
Existing

Traffic & Transport

- Narrow footways;
- Wide carriageway with standard macadam surface. 30mph speed limit;
- Crowded on-street parking bays create poor streetscene.

Public Realm

- Limited street greening. No space for trees;
- Poor quality pedestrian environment. No space for spill out activity;
- Low quality footways and furniture creates a poor visitor impression;
- Wide carriageway makes the crossing of Ashley Road difficult.



Proposed

Traffic & Transport

- Retain existing vehicle movement;
- Reduce speed to 20mph through raised speed table, change of surface and carriageway narrowing;
- Road width to allow for continued ability for larger vehicles to use Ashley Road e.g. for deliveries to local businesses;
- Retain on street parking;

Public Realm

- Widen footways to allow for spill out activity;
- Paved parking bays create illusion of wider footpaths;
- Boulevard tree planting on kerb build outs;
- Shared paved surface gives pedestrians priority and eases movement across Ashley Road.

ASHLEY ROAD

Existing

Traffic & Transport

- 30mph speed limit;
- Crowded on-street parking bays create poor streetscene;
- Controlled crossing limits scope for further parking. Road speeds and numbers do not require a formal crossing facility.

Public Realm

- Limited street greening. No space for trees;
- Low quality footways and street clutter creates a poor visitor impression;
- Street lacks character and pedestrian scale.



Proposed

Traffic & Transport

- Retain existing vehicle movement;
- Reduce speed to 20mph through regular raised speed tables and gateway enhancements;
- Retain on street parking south side;
- Remove controlled pedestrian crossing to allow for additional parking / better parking arrangement.

Public Realm

- Paved parking bays create illusion of wider footpaths;
- Boulevard tree planting on kerb build outs;
- Paved level surface gives pedestrians priority and ease movement across Ashley Road.



HALE TRAIN STATION



Large fascia covering the original windows.
Garish signage at an inappropriate scale and typeface

Unnecessary signage. Poor quality illuminated signage also detracts from the street scape

Bright, contrasting colour of fascia, not in-keeping with the colour of shop front elements

Cluttered Windows



The modern fascia has been removed to reveal the windows and the original fascia has been restored. The new signage uses a smaller and more traditional typeface to complement the original features

All window clutter removed and mullions painted in the same colour as other shopfront elements



Brick has been used for the stallriser, preventing a dirty appearance over time

A deep, muted blue has been used throughout, creating an overall harmony



Case Study

Shopfront restoration and design codes have transformed high streets across the country. A good example of this renewal is in Derby as shown below, where many shopfronts were upgraded over an eight year period. By using the design principals of historic shopfronts, such as well proportioned fascias and signage, the streetscape was given an overall harmony and continuity. As a result, footfall increased by 12%.

Shopfront Strategy

Shopfront Strategy - Proposed

Shop frontages are composed of a number of functional elements, which traditionally adhere to classical architectural principals. Many shops within Hale's study area display plinths, columns and entablature, typical of many Victorian and Edwardian shop fronts, in addition to a traditional fascia for signage and stallriser below the main shop window. 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 street scape, no single element should dominate.

There are also modern shop frontages present in Hale, particularly adjacent to the bowling green. These shop fronts have some of the traditional architectural elements omitted, though would still benefit from the suggested principles in the Trafford Design Guide, particularly regarding the proportion of fascias and signage.



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 shopfront height. Wherever possible, the original fascia dimensions should be used.

Some shopfronts occupy buildings that may not have originally been designed to function as a shop, in these cases a fascia may not be incorporated into the design. Therefore, signage of an appropriate scale may be applied directly to the window.



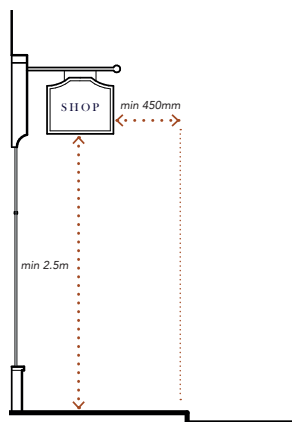
A good example of fascia proportion and signage in Hale



In some cases, buildings that were not traditionally shops will not incorporate a fascia in their design. Well proportioned lettering or signage should be applied directly onto the window

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.

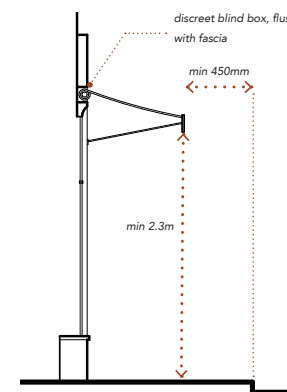


Canopies and Blinds

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.
- No more than one projecting sign per shopfront.
- 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 600x400mm but a small sign is preferable.
- Minimum clearance of the footpath should be 2.5m.
- Minimum distance between the kerb edge and sign edge should be 450mm.

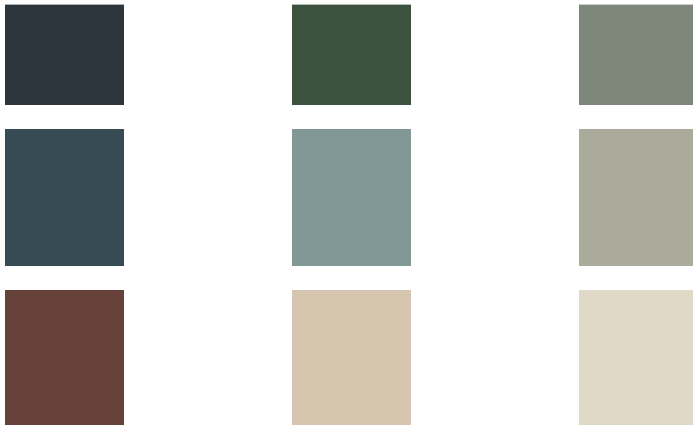


Good examples of current canopies in Hale

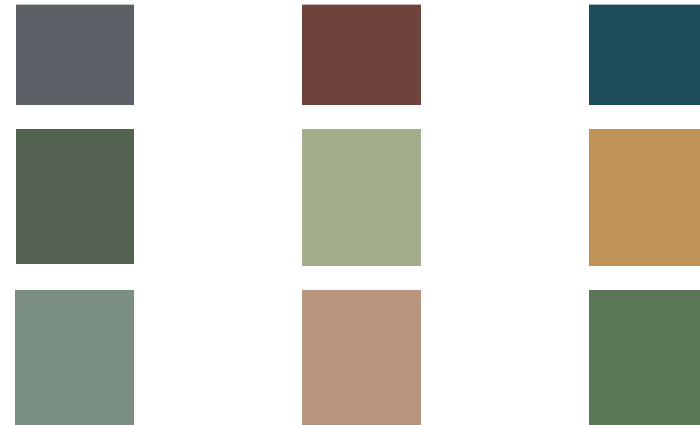
The proposed design principals give an overall cohesion to the street, complementing the architectural heritage of the floors above.



The colour scheme used for each shopfront should complement the colours of upper floors and other buildings in the street. Darker or muted tones are preferred, avoiding the use of bright, garish colours. Many of the successful shopfronts in Hale use dark blues and greys, which allow the red brickwork of the upper floors to stand out. The materiality of the frontage is also important and the use of plastic should be avoided.



Hale has a history of Arts and Crafts architecture with the architect Edgar Wood completing two works in the area. Halecroft and Royd House. The Arts and Crafts movement often saw the use of muted blues and greens, and warm beige tones.





Action Plan

This Action Plan has been prepared by the project team in partnership with Trafford Council Officers and following the discussions with the local businesses and community

The Action Plan provides an indicative phasing strategy, however key actions and outcomes will need to be undertaken alongside, and in response to the work of other partners, not least landowners where relevant.

Furthermore, it will be vital that the detail and direction of this Place Plan is brought forward through the Council's emerging Local Plan to ensure that specific planning policies support the delivery of key projects but also the future success of Hale as a village centre. As such, planning policy also needs to ensure that any potential schemes located outside of the village centre are appropriately assessed in respect of the potential to jeopardise the future of the village centre.

The potential improvements to the clock tower and surrounding area and the bowling green and surrounding area should be strongly encouraged and should be seen as key projects for the Council and the wider stakeholders, demonstrating the potential of the area and to increase footfall into the village.

Improving the overall safety of the village for pedestrians and cyclists through the slowing down of traffic and re-prioritisation of a centre that caters for the needs of people over vehicles should be a key and early objective, and all relevant stakeholders need to be supported from an

early stage in order to deliver this. Creating a 'village feel' within Hale will encourage additional users into the village but also encourage these users to increase their dwell time. All of this will have knock-on economic benefits to the existing and new operators within the village centre.

All of the above (and the wider objectives of this village Place Plan) should have a website and make use of social media to communicate and promote engagement.

Advancing a coordinated set of actions across the village centre will help business confidence and support investment and should be progressed with the widest range of partner participation.

Projects need to look at exploiting current programmes, grant funding and regeneration funds wherever programmes and funds allow.

The projects and initiatives which the Village Place Plan highlights can be broadly categorised as follows:

- Potential regeneration and improvement opportunities for the clock tower and bowling green areas
- Transportation and access - improving the safety throughout the village for pedestrians and cyclists and encouraging additional uses along the streets
- Maintenance - creating an attractive environment, quality user experience and confidence for the future
- Events and promotion - increasing footfall and building on loyalty

Taking these categories together provides an action plan which sets out a strategic direction to bring forward detailed proposals to address the challenges and to exploit the opportunities in the village centre.

The table below shows the range of projects and initiatives along with the potential timeframe of delivery, although this will be dependent on a number of factors such as availability of funding and market reaction.

Project / Issue	Actions	Outcome/Objectives	Key Delivery Partner	Estimated Timescales
Monitoring the health of the centre	Regular updated healthchecks to be undertaken in Hale to monitor the diversity of uses and wider healthcheck indicators	<ul style="list-style-type: none"> To monitor the health of the centre To establish the impact of Covid-19 on the centre To feed into future policy formation 	Trafford Council Nexus Planning Stakeholders	Short /medium term
To promote the Place Plan through the emerging Trafford Local Plan	To develop detailed policies to support the delivery of the Visions and Objectives in the Local Plan	<ul style="list-style-type: none"> To formulate detailed policies based on the preferred approaches for the village centre To support the future of the centre through formal adopted policy 	Trafford Council Nexus Planning Stakeholders	Short term
The regeneration and improvement of the clock tower and bowling green areas	In consultation with local stakeholders and particularly businesses, the Council and project team will explore the options presented in this Village Place Plan in respect of both key areas of the village	<ul style="list-style-type: none"> To undertake a formal consultation on the options To undertake wider highways modelling to explore the impacts on the surrounding highways network To finalise a landscape and design strategy for both of the areas and formally consult on these plans To establish potential funding streams for the proposed improvement schemes 	Trafford Council	Short / medium term
To enhance the public realm throughout the village	To develop a formal landscape strategy which builds on the objectives as set out in this Village Place Plan.	<ul style="list-style-type: none"> To commission a formal landscape strategy for the village To enhance the village streets through the provision of new paving, lighting, street furniture and soft landscaping To consult on the public realm improvement strategy for the village 	Trafford Council	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 Hale	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
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

Hale | Village Place Plan

September 2022



HM Government



European Union
European Regional
Development Fund