

Welcome!

We are reaching out to the community, residents and stakeholders of Hale village centre, to hear your views and thoughts on the updated Hale Village Place Plan.

A number of valuable comments were provided as part of the consultation process back in 2020, which helped to shape the draft Place Plan and the Council now wants to update it to ensure it is still relevant, can support the centre appropriately, and focuses on those areas that are most important to the public and other key stakeholders.

The updated Place Plan will then be used to try and secure funding to deliver some or all of the initiatives identified when appropriate opportunities arise. This approach taken puts 'place-making' at its heart and looks at issues around transport, movement of people, heritage and public space. It also responds to the challenges and opportunities presented by social and environmental changes, including the Covid-19 pandemic, the climate emergency and how people utilise the Village centre both now, and in the future.

The boards in this exhibition will provide further information on the following:

- What has changed since the previous version of the Place Plan was published for consultation.
- Reflection on the latest opportunities for the Village.
- The Vision and Objectives for Hale Village.
- The latest proposed strategy for the village.



How to have your say

There are a couple of ways to comment on the latest version of the Place Plan:

- Fill in one of the questionnaires and comment sheets provided; or
- Visit the Council's Citizen Space web page, which includes electronic copies of the boards and there is also an opportunity to provide feedback.

If you have any queries, or require any further information, please contact us at info@nexusplanning.co.uk.

What Has Happened since 2021?

COVID-19 and the High Street

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 bringing residents together and encourage footfall and increased dwell time in our centres.



Trafford Council's Corporate Plan

The Council has outlined that they 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.

Ensuring the Place Plan reflects these aspirations is very important.



Developments in Hale Village

The library 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 works to the southern gable end wall of Hale Railway Station and works to commercial units along Ashley Road.



Carbon Neutral Action Plan (December 2020)

Trafford Council declared a climate emergency in November 2018, and Greater Manchester has committed to being carbon neutral by 2038. The 2020 Action Plan sets out a series of key themes, of relevance to this Place Plan:

1. Trafford was the first Greater Manchester borough to install 'recycling on the go' trio bins;
2. The Council is developing a Walking and Cycling Strategy;
3. The Council is enhancing spaces for pedestrians and cyclists; and
4. Trafford are key partners within the Greater Manchester Clean Air Plan.

The Opportunities

Response to Climate Emergency

- The urgency of the environmental sustainability agenda creates a clear mandate for the Place Plan to respond to these challenges.
- All interventions must be developed in line with the Council's Climate Change Framework, which sets out the initial steps to reduce carbon emissions.

Changing Patterns of How we Use Our Centres

- The way we use technology in our everyday lives is leading to long-term changes in the way that we live and work.
- The Covid-19 pandemic saw a rise in remote and hybrid working, which accelerated pre-pandemic movements towards active travel, a greater reliance on local amenities for everyday needs and a shift away from cars as the default travel mode.
- Now is the right time to capitalise on the opportunity for a shift towards active and sustainable travel.

Building on the Village Feel

Hale has a real village feel with small, independent retail, a vibrant community and day to night economy. Its close proximity to Manchester gives it a cosmopolitan feel but its scale retains its charm and village essence. The Place Plan wishes to:

- Conserve and enhance Hale's special buildings and quirky features;
- Reclaim the village square and village green as places for the community to come together;
- 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.



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



CONSISTENT PAVING TO PRIVATE FORECOURTS & ADOPTED FOOTWAYS



VILLAGE IDENTITY CAN BE ENHANCED BY PARKLET SIGNAGE AND SOFT LANDSCAPE



COMMUNITY GATHERING SPACE / ARTWORK & HISTORIC INTERPRETATION

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

1. To ensure that the village centre meets the needs of the entire catchment, including all ages, all demographics and all family types
2. 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
3. To encourage additional operators into the centre which encourage activity throughout the day and the evening and which accommodate families
4. To provide modern format space to meet potential new operator requirements within the village

Movement

1. To support the improvement of accessibility to and within the centre for pedestrians and cyclists and to encourage sustainable means of transport
2. 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
3. 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
4. To provide appropriate cycle parking facilities for cyclists, and creating a safe highways environment for all types of transportation.

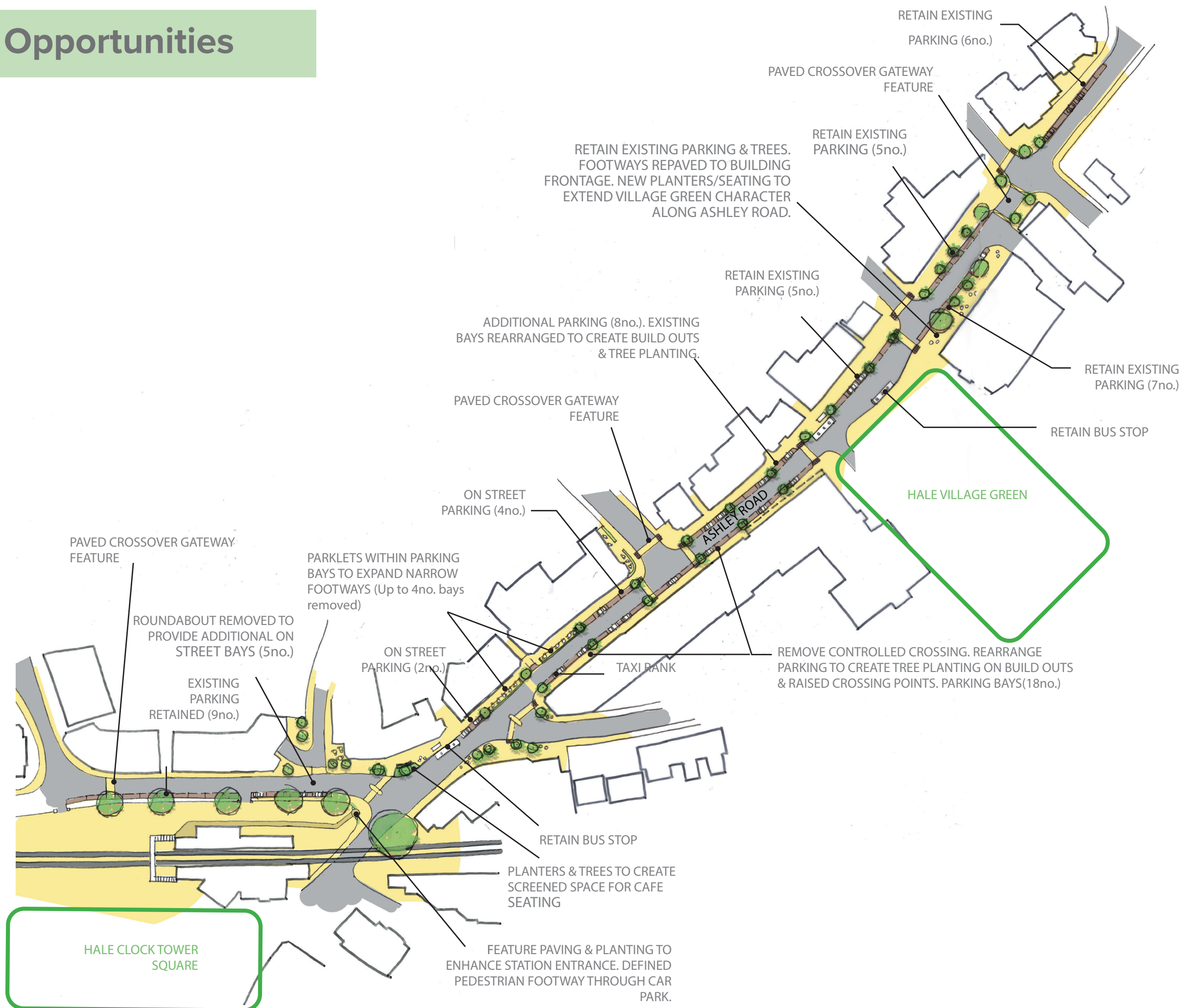
Streetscape

1. 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
2. To create opportunities for ‘parklets’ to encourage informal seating areas
3. To use high quality, sustainable design to ensure operators have the optimal space required to viably operate within the village
4. 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

1. 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.
2. To create a space or spaces where informal community events can take place within the village centre and create space for new parklet opportunities
3. To improve the setting of the bowling green and Ashley Hotel, creating a space which can be enjoyed by all.
4. To enhance the setting of the Clock Tower and create a ‘village square’.

The Key Opportunities



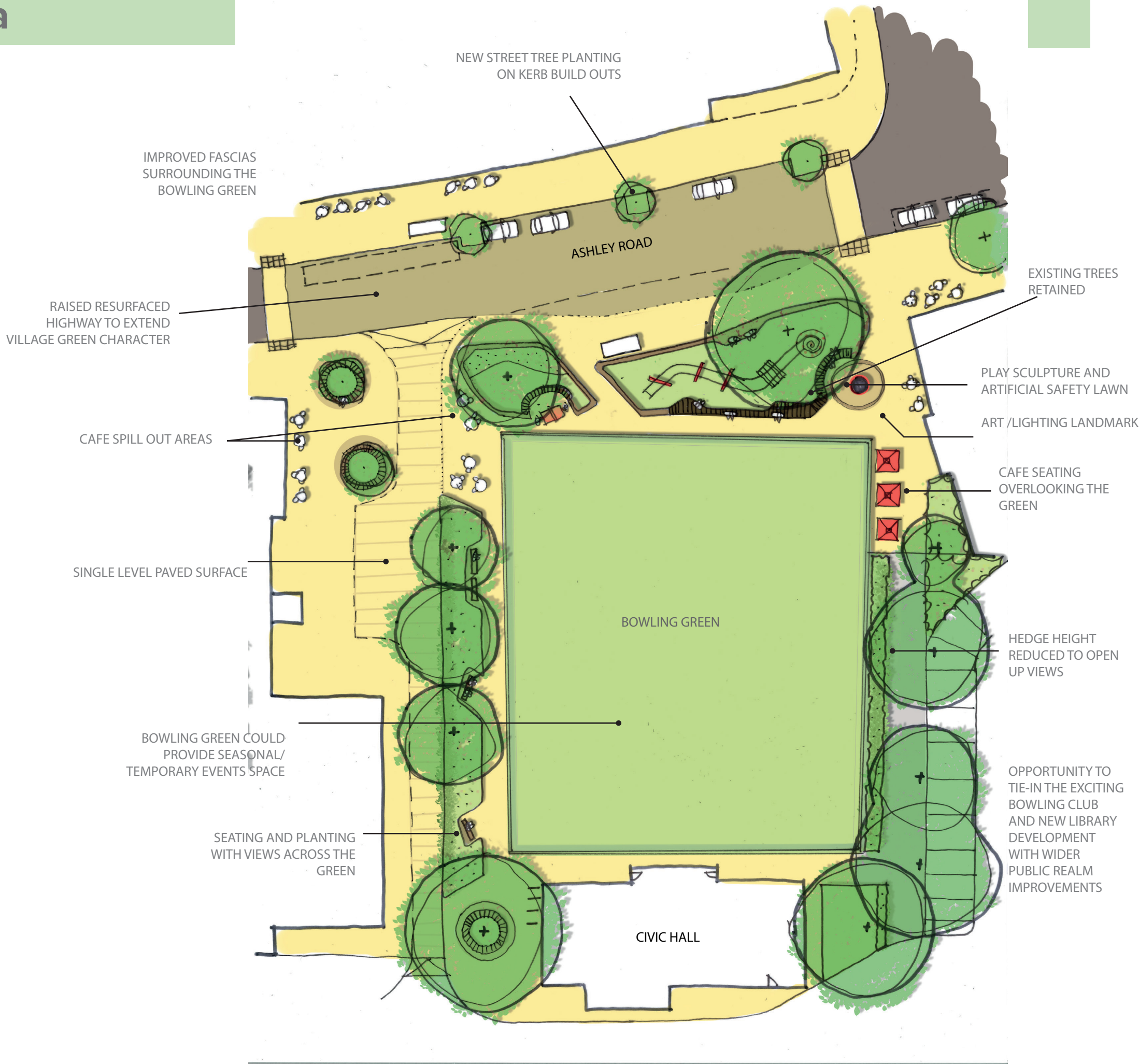
The Bowling Green Area

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 sensitively 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;
- Informal play sculpture with overlooking seating to provide breakout space for families;
- Landmark artwork with integrated lighting to lead visitors from the car park to the village heart;
- Opportunity to animate the edges with space for cafe seating overlooking the green;
- New high quality paving, seating and lighting;
- Explore opportunities for alternate temporary and seasonal uses of the green for the wider community in conjunction with new activities at the proposed Community Hall -these could include a temporary ice-rink / funfair, market, summer games.



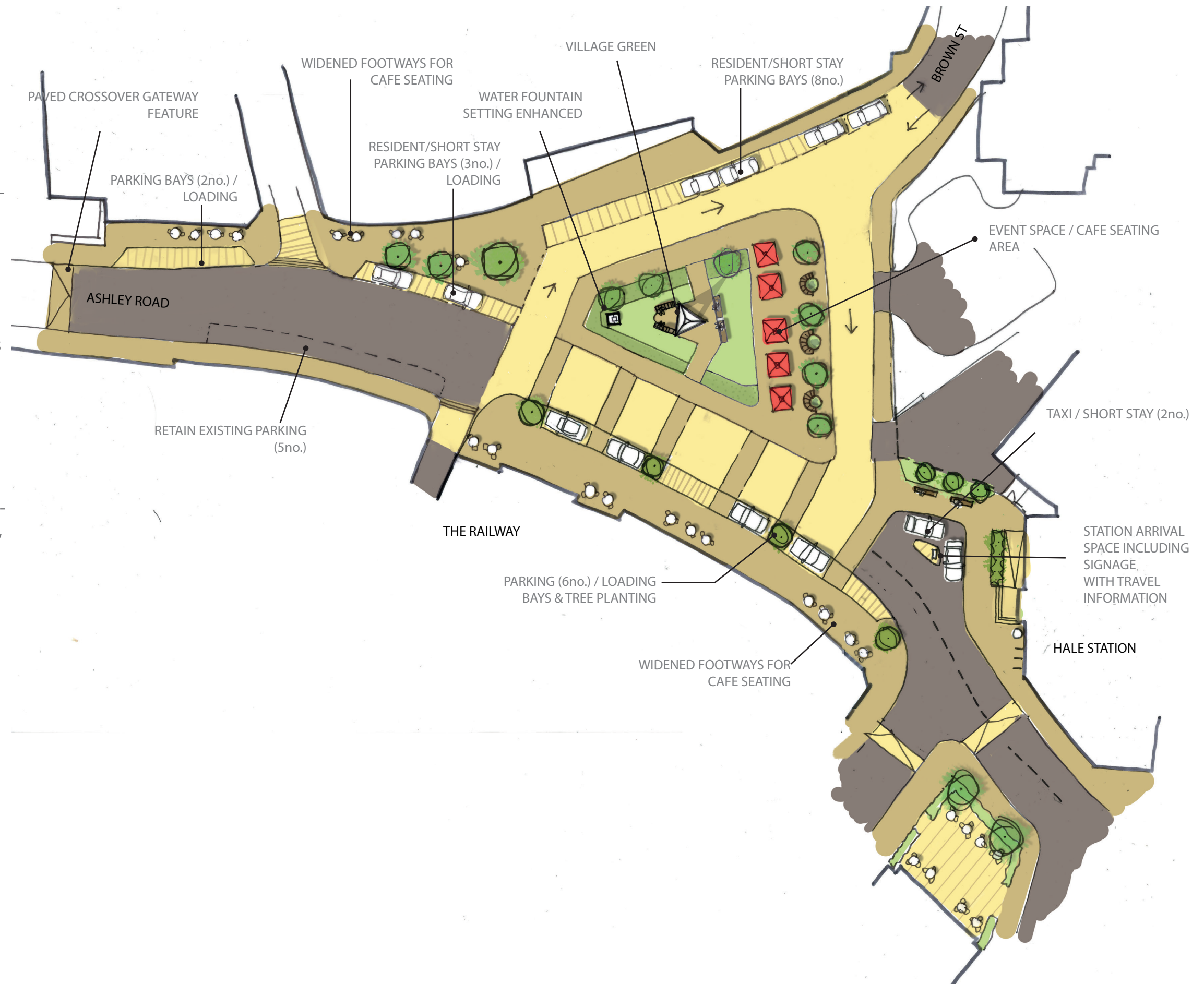
The Clock Tower Area

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.



The Movement Strategy - Ashley Road (Clock Tower Square)

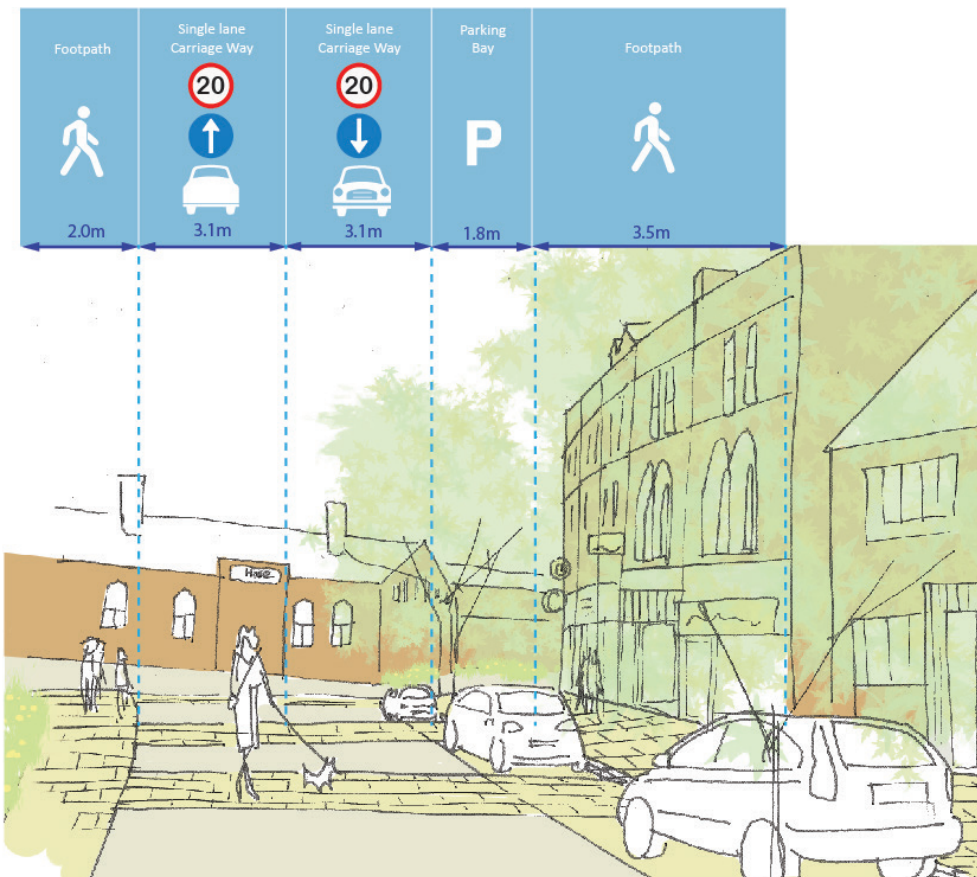
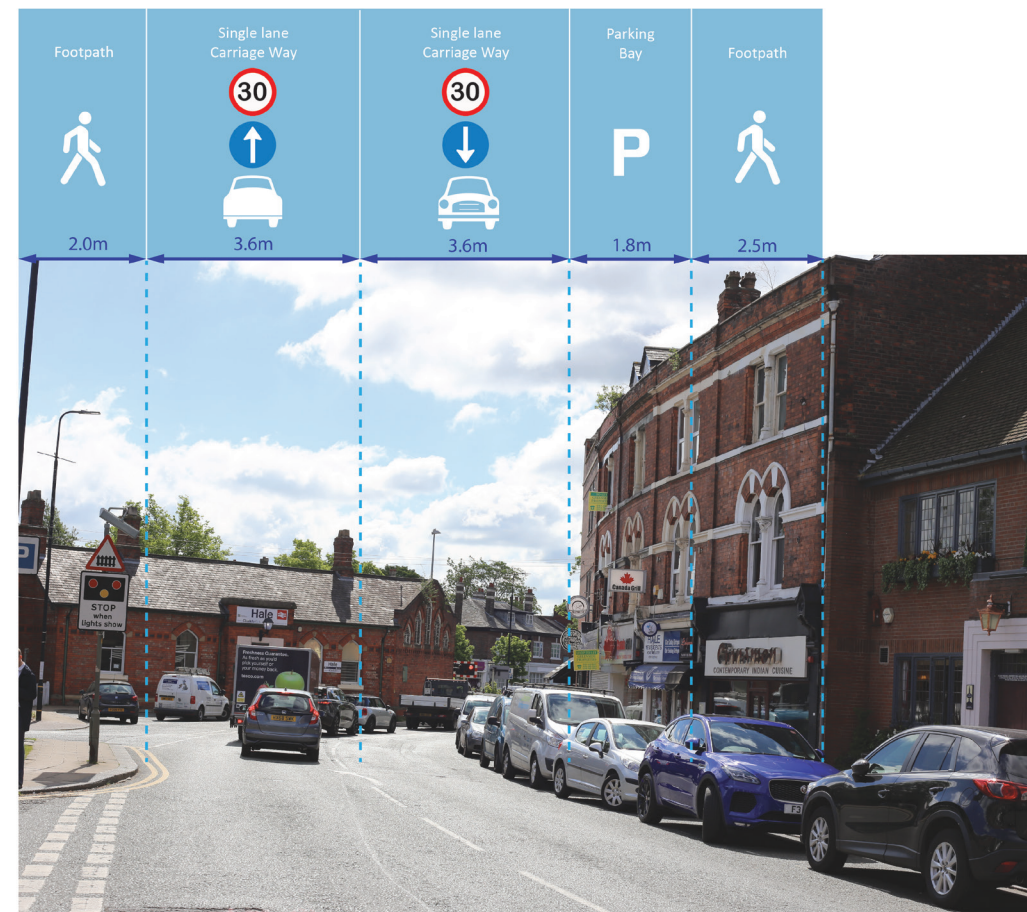
Existing

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.

The Movement Strategy - 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.



Next Steps

When and Where

Thank you for taking the time to visit our exhibition, which will be available for viewing online.

After that date, all the feedback will be considered before finalising the updated Place Plan.

What's Next?

This exhibition provides further information on the proposals, and how you can have your say.

Updates to the Place Plan - After this public consultation, the Place Plan will be updated in response to feedback received so that it reflects comments made by people living and working in Hale.

Approval of the Place Plan - The updated Place Plan will then be formally approved by the Council as a 'Development Brief Document', providing the proposal with formal status. That means it will be used to guide investment and planning applications in the area.

