

Draft Hale Village Place Plan Consultation Version



January 2020

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Introduction

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1. Introduction

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.

Hale village centre is situated less than 1km to the south east of Altrincham town centre and approximately 2.5km to the north west of Hale Barns centre. It is located in Trafford Borough's administrative area and is one of the designated district centres within the Council's adopted local plan.

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 Plan will also identify a physical framework through which to prioritise interventions. This 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 Village Place Plan reflects baseline survey and assessment work and stakeholder consultation undertaken by the consultant team. Further public consultation will take place as part of the draft plan stage, and the findings of which will assist in progressing to the final stages, ultimately adopting a village place plan for Hale.

The Three Features of the Plan

The Vision for Hale 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, including sustainable transport modes
2. Public realm – how Hale works for pedestrians, bicycles, cars and buses, and how these link with the railway station and level crossing
3. Streetscape – how Hale's unique heritage is respected and how we can plan for the future of Hale having regard to the village's historic and beautiful form.



Figure 1: Hale Village Bowling Green

Through the implementation of the above three features, the overall aspiration is for the village to diversify its offer and encourage new operators along the high street and surrounding streets.

What is a Village Place Plan?

The three features identified will guide the process of identifying development opportunities throughout Hale Village Centre. The identification of these opportunities will be informed by the local community to ensure that this agenda for change is aligned to the aspirations and priorities of Hale Village. The plan will also establish a number of investment priorities and to ensure that change in Hale is not only aspirational, but is viable and deliverable.

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. This will also assist with enabling Hale to continue to retain trade from both the local catchment and further afield. 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.

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.

These schemes, along with the future objectives as set out in this Village Place Plan, will all be tied together to enhance the village and ensure it continues to be a desirable place to live, work and spend time in.

The Place Plan is a working document that has been developed through a process of engagement with the local community. Indeed, the community is very much at the heart of this plan, and without their input, we would be unable to create a plan which really understands the needs and desires of those who live in and surrounding the village, and those who run and own businesses in the village. In this context, the plan sets out the key issues, concerns and priorities people wish to see addressed in order to improve the quality of life within the local area.



Figure 2: Railway level crossing on Ashley Road



Figure 3: Adopted district centre boundary of Hale

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 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.

In the context of the above, the Village Place Plan provides an important base to:

1. Support the delivery of Trafford's new Local Plan - ensuring new development is supported by the necessary infrastructure, including identifying requirements for development contributions (including CIL, S106 and on site design).
2. Assist in informing planning decisions - forming a material consideration for planning applications and to ensure that future schemes tie-in with the vision of the Plan.
3. Inform local partnership working - ensuring an agreed set of local priorities, coordinating actions and informing difficult decisions on where future resources should be targeted
4. Assist with external funding bids - providing evidence of local investment needs and priorities.
5. Provide transparency to local communities - identifying where local investment is being targeted.
6. Provide an area based resource of local information and evidence- designed to help inform and shape future decisions by all concerned with addressing important local issues such as design of shopfronts in the setting of the conservation area, what facilities the centre needs and where development can be focussed.

Why is The Village Place Plan Important?

This Place Plan is an important step for Hale. It consolidates what we know about the circumstances, needs and aspirations in the village. It provides a basis for regeneration of the village and is the 'blueprint' for action within Hale.

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. However, it is evidenced through the baseline evidence which supports this plan and wider evidence base documents produced on behalf of the Council, that residents are choosing to visit Altrincham and other destinations to meet their retail and leisure needs, due to the choice of overall offer, the range of family suitable destinations and the qualitative differences the town centre offers. Whilst Hale is still performing relatively well, particularly when assessed against the healthcheck indicators as set out in the Town Centres and Retail National Planning Policy Guidance, there is an evidence of 'churn' of operators and a notable decrease in available expenditure to support the operators.

Looking more generally, the majority of us are spending more time on the internet, on computers, tablets, or smartphones. This has led to a scenario where the webpages or apps of retailers can be accessed instantly, products can be purchased and delivered on the same day they are ordered, and at a cheaper price than from a bricks-and-mortar retailer.

Online shopping is forecast to continued growing for at least the next 10 years. In addition to the core retail sectors, online retailing has also expanded rapidly into services – banking, estate agency, travel agency and takeaway food delivery.

The ramifications for the property sector are already being seen, with less retail floorspace being required in town centres and additional distribution space being needed to service the delivery of goods bought online. Town centres have to diversify to attract consumers. We're seeing a clear trend towards improving customer experience through more food and leisure uses. These uses will ultimately attract people to town centres and make them want to spend time and money in these locations.

This shift ties in with the general aspirations of millennials, who appear to value experiences over owning things and place greater value on health and well-being. Thus we see more town centre gyms and yoga studios. We are also seeing a trend towards re-urbanisation – more people want to live in centres to be near to these facilities and services.

This shift in the role of the town centre needs to be recognised through planning policy to ensure that it is suitably flexible to allow this wider range of uses to come forward. There is no longer a place for restrictive policies that seek to prohibit any non-A1 retail use from coming forward. Indeed, there are some A1 retail uses that are better located outside of town centres.

Delivering the Village Place Plan

The Village Place Plan for Hale sets out a Vision for how the local area can continue to improve and sustainably develop. Through community engagement a range of key actions and improvements have been identified to improve the overall physical, economic and social aspects of Hale and help address local needs. Agreeing priorities and developing a plan also provides opportunities for funding by providing a central point of reference for future investment throughout the area.

Whilst the plan also includes a range of actions, this document should not be treated as a final blueprint for development. Instead it should be viewed as a series of priorities and actions that will deliver significant benefits for the area. Each action will require to be developed to a greater level of detail, including any preparatory technical studies, consultation with stakeholders, and where necessary, the securing of planning and other statutory approvals.



Figure 4: View looking north along Ashley Road



Figure 5: Modern retail and residential units on Victoria Road



Figure 6: Postcard of Hale Station circa 1910, source: Trafford Lifetimes



Figure 7: The same view looking east along Northenden Road in 2019



Hale Village

02

2. 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, cafes and hairdressing salons. Hale is an attractive and high quality residential suburb and district centre, with an enviable 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. It's 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'.

History of Hale

Hale was first referenced in the Domesday Book, a manuscript record of the Great Survey of England and much of Wales completed in 1086 by order of King William the Conqueror.

Hale, including the land on which Hale Station now stands, has a very long history, being settled by the time of the Domesday Book in the 11th century. The area remained predominantly rural and agricultural throughout both the earlier and later medieval periods, with Hale continuing to expand slowly, although without a nucleated settlement. This loose pattern of development created a number of smaller settlements, such as nearby Hale Barns. In this period, lands at Hale were part of the barony of Dunham-Massey, which was held by the Massey family from the Norman Conquest until the last Hamo de Massey died in the mid-fourteenth century.

The historic rural character of Hale was to change quickly with the construction of a railway station there in 1862 to serve the hamlet of Bowdon, and was part of the Cheshire Midland Railway line, which ran between Altrincham and Chester. This was the second major railway line to be established in the Trafford area, the first being the

Manchester South Junction and Altrincham Railway. Between the 1860s and the 1910s, speculative developers saw an opportunity to build substantial middle-class residential dwellings to cater for those who worked in Manchester but had the resources to commute from more salubrious areas. Leafy avenues of detached and semi-detached suburban villas sprang up as the area developed rapidly along Ashley Road, first to the west and then to the east. Ashley Road itself continues to provide local amenity services such as public houses and shops. By the 20th century inter-war period, the area has been fully developed, with terrace, detached and semi-detached housing on new streets across the area.

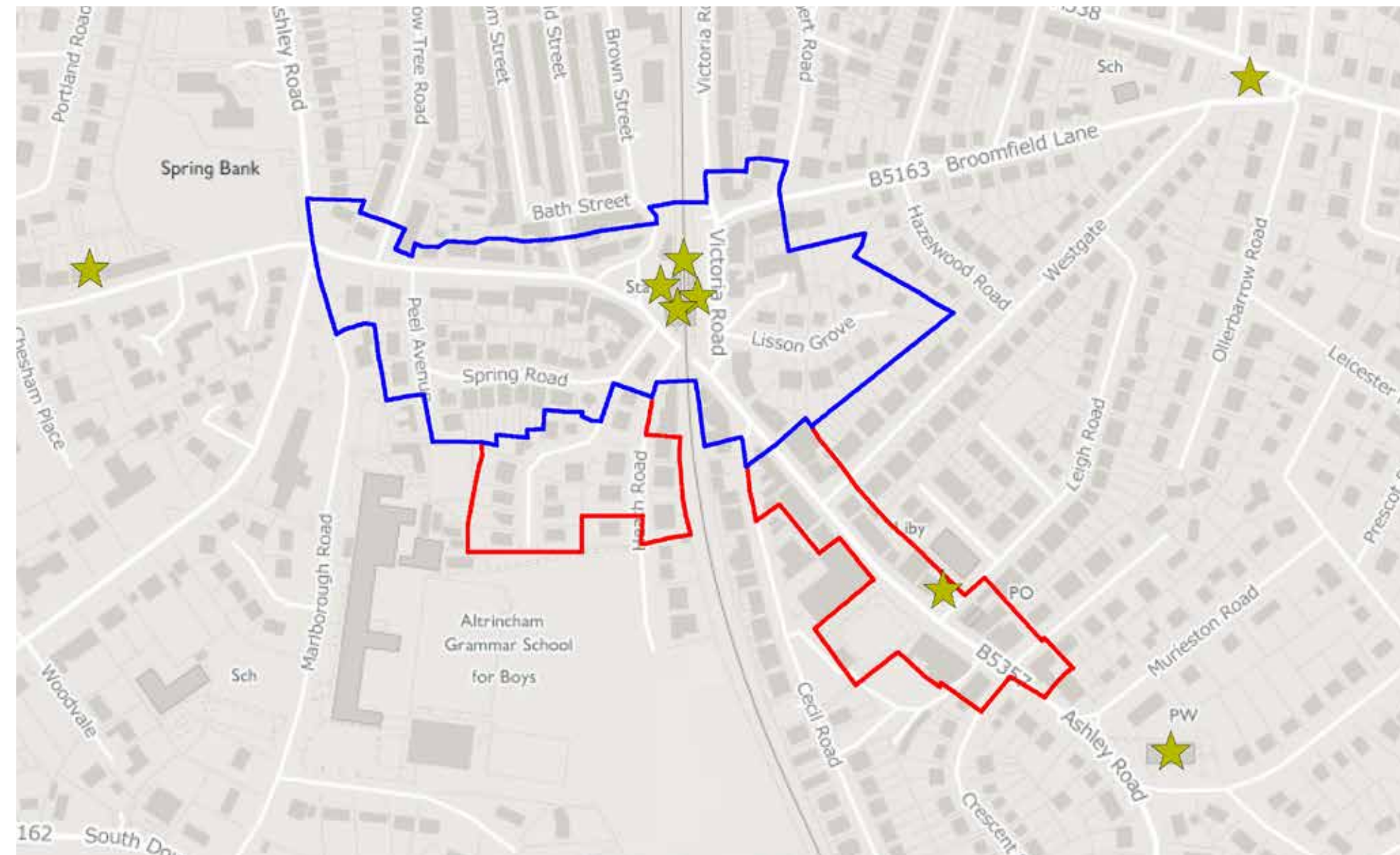


Figure 8: Location of key heritage assets in the wider Hale Village

Key Assets in the wider Hale Village

The Station

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. However, as it needed to be distinguished from Bowdon Terminus in Altrincham, it had Peel Causeway as part of its name. It was named after the farmstead, Peel Causeway Farm, on which the station was built.

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.

This triangle of land is the site of John Siddeley's Brewery, which was demolished in 1907. 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.

Drinking fountain, dated 1908

The stone drinking fountain was erected by T. M. Walsh, a former resident of the district, in memory of his son, George Baker Walsh, and donated to the Council at a civic ceremony on 28 September 1908.

The original fountain had a water trough for animals but this no longer exists.

Ollerbarrow House Grade II Listed

Ollerbarrow House was built around 1740 as part of the larger hall estate and is of traditional farmhouse style. It retains many of its original features including casement and leaded windows, exposed beams and small gardens to front and side. As the area became built-up, the original farmhouse was used as the police station and later by the Royal Voluntary Service (WRVS). It is now used as offices.



Figure 9: Hale Bowling Green and Ashley Road circa 1950, source: Trafford Lifetimes



Figure 10: View north along Ashley Road circa 1950, source: Trafford Lifetimes



Figure 11: The same view in 2019



Figure 12: The same view in 2019

History of Hale Village

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.

For Queen Elizabeth II's Coronation celebrations in 1953, the Ashley Road Bowling Green was decorated with coloured lights and a temporary band stand was erected.

The Hale Bowling Green Pavilion and the "Cottage Cuppa Club" was opened in 6th September 1973. It is believed that the "Cottage Cuppa Club" was originally at Ollerbarrow House, a cottage like house on Ashley Road. The Pavilion is locally known as the 'Cottage'. This name is thought to originate from the Cottage Cuppa Club after they moved from Ollerbarrow House to the Pavilion.

The Bowling Green is presently occupied by Hale Village Bowling Club, which was formed in January 2018 after the amalgamation of Hale Bowling Club with Hale Veterans' Bowling Club. Hale Veterans Bowling Club is thought to have been first established in 1964, whilst Hale Bowling Club is understood to have been established in 1952.

Transport

Hale Railway Station is located within the district centre. This 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 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.

There are no designated cycle routes passing through the study boundary. The dominance of on-street parking may deter cyclists due to concerns over safety, but cyclists are



Figure 13: Image of Ashley Road Bowling Green



Figure 14: Extent of the adopted highway in Hale Village

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 which are shown in Figure 19 below. Hale train station provides eight hoops with capacity to store eight bicycles while Victoria Road car park has three Sheffield stands.

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

- Cecil Road East; 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.

Parking is also available adjacent to the library and adjacent to the railway station. Furthermore, once the development on Brown Street is completed, public car parking will also be reinstated there.

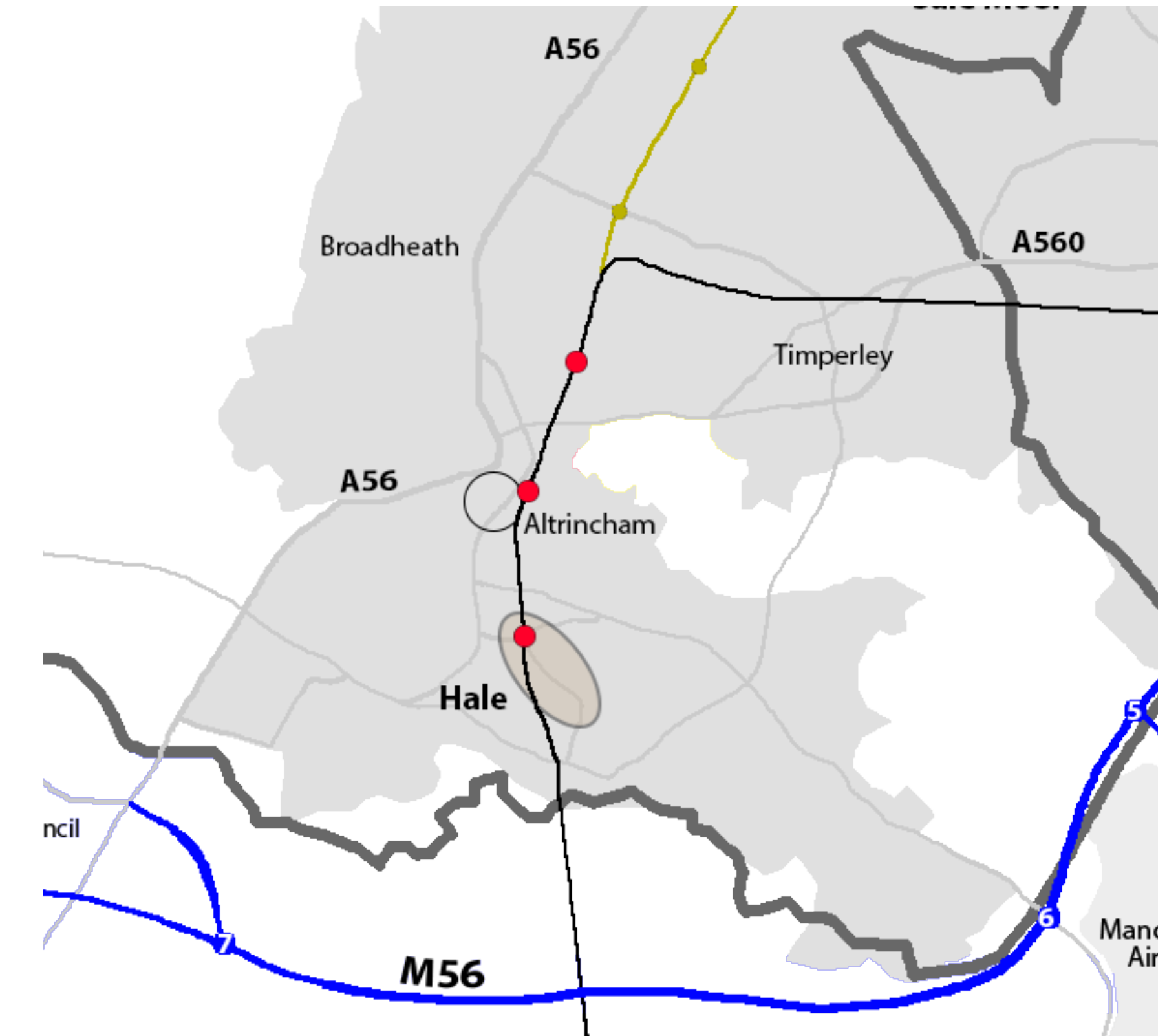


Figure 15: Overall Accessibility Plan for Hale

Accessibility of Hale Village

Wider Greater Manchester Sustainable Goals

Transport for Greater Manchester (TfGM) has set out its overall aspiration to encourage sustainable transport modes within its Draft Delivery Plan 2020-2025. To deliver our long-term 2040 Transport Strategy, TFGM wants 50% of all journeys in Greater Manchester to be made by walking, cycling and public transport by 2040.

That's a million more sustainable journeys every day.

To achieve this TfGM wants to:

- Make walking and cycling the natural choice for short journeys.
- Ensure that new developments support sustainable transport, and that our town centres are attractive and well connected.
- Transform public transport capacity and active travel in the Regional Centre.
- Offer good alternatives to the car for travel across the city-region.
- Enable good orbital connections between town centres.
- Maximise the efficiency and reliability of our existing transport networks.
- Strengthen our position at the heart of the Northern Powerhouse by fully integrating HS2, Northern Powerhouse Rail, and other national infrastructure with local networks.
- Ensure Manchester Airport and the Airport Enterprise Zone sustainably meets its potential as an international gateway and employment hub.
- Move and manage freight in the most sustainable and efficient ways.
- Research and harness future technology, innovations and digital connectivity

Future Transport Interventions

In January 2019, TfGM announced plans for a potential tram-train extension from Altrincham to Hale after 2025. At present, these plans lack funding, however the TFGM Delivery Plan 2020-2025 states that TFGM in partnership with the Greater Manchester Combined Authority (GMCA) and the Greater Manchester Local Enterprise Partnership

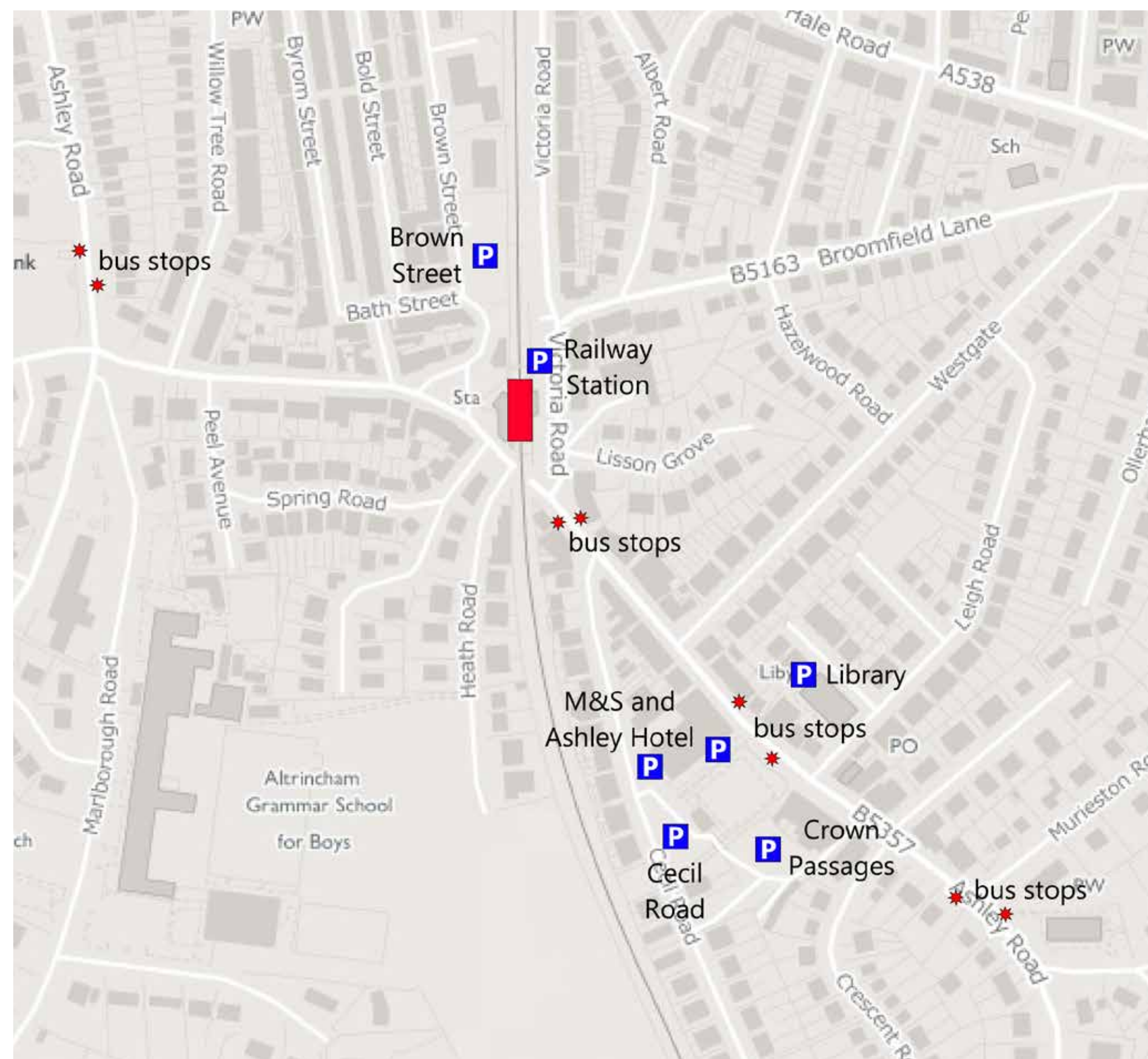


Figure 16: Accessibility map of Hale Village

(GM LEP) will aim to complete a business case for the early delivery of a Tram-train 'Pathfinder' trial project between Altrincham and Hale in the next 5 years.

Tram-trains are vehicles that can travel on both street tramway and all-purpose railway lines, as in many parts of Europe and offers the potential to deliver metro services to more areas without building new rail lines. A tram-train approach can help to improve access to the core of the city centre at peak and off-peak times, releasing valuable capacity on the heavy rail network and increase accessibility to public transport in an aim to improve air quality and protecting the environment.

This would follow significant Metrolink based investment into Trafford seen in recent years during the extension of the Metrolink Line to Trafford Park, investment in which totalled £350 million. If this receives funding, it would maximise existing Metrolink capacity in order to accommodate rapid transit demand growth.

Hale is popular for it's excellent commuter links, within fairly close proximity to the M56, the M62 and the M6, which connect commuters to Manchester, Liverpool and the rest of the UK respectively.

Although on-street parking is possible along the majority of Ashley Road (and on some parts of surrounding streets), surface level car parking is located to the rear of Sainsbury's Local and M&S Foodhall on Cecil Road.



Figure 17: Bus Service in Hale Village



Figure 18: Bus Stop at Hale Village Bowling Green



Figure 19: Cycle Parking at Ashley Road, Hale



Figure 20: Hale Railway Station

Overview of Hale Village

Other than the train station and associated buildings, the only other listed building within the site boundary is Ollerbarrow House. However, there are many buildings of historical and architectural importance towards the north of the site that should be considered.



Key

- Site Boundary
- Architectural Merit
- Grade 2 Listed Building
- ▲ Landmarks



Hale Train Station, built in 1862



Ollerbarrow House, built in approximately 1740.

Figure 21: Listed Buildings in Hale Village

The study area contains a varied mix of land use, with hospitality and service based businesses as the most prolific. The diagram illustrates the lack of public realm and quality green space in the centre of the village.



Key

- Site Boundary
- Retail
- Hospitality
- Services
- Residential
- Green Space
- Offices

Figure 22: Existing Uses in hale 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

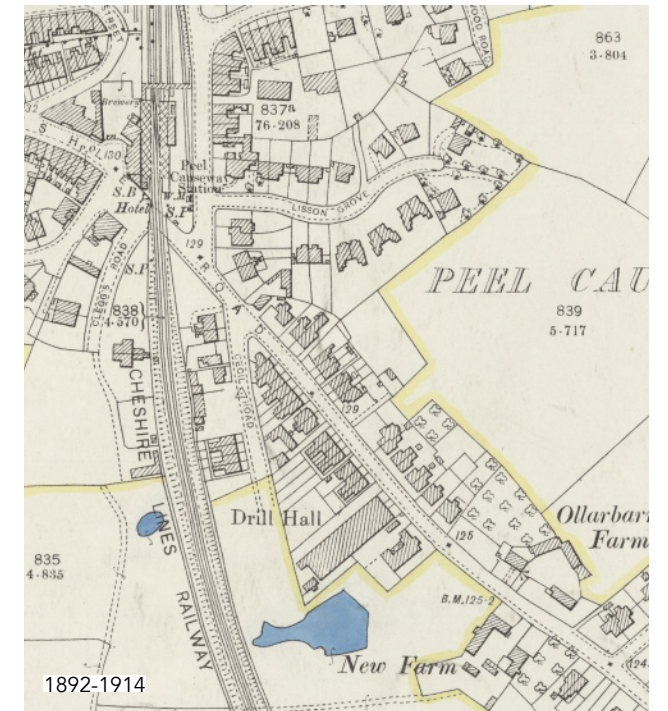
Figure 23: Historic Uses in Hale Village



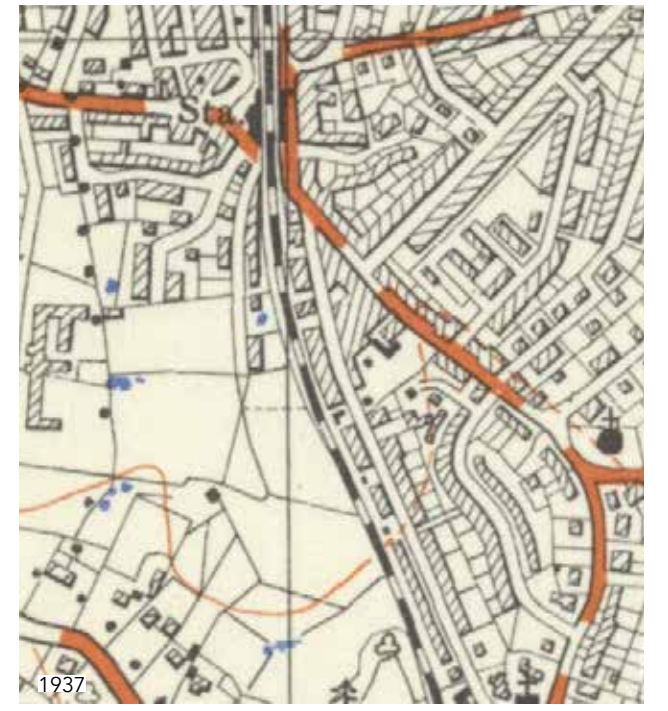
1885-90



1888-1930



1892-1914



1937

Figure 24: Historic Maps of Hale Village



Community Activity

03

3. Community Activity

The Need for Partnership

Effective partnership with private and public sector partners is essential to address the identified challenges. The Plan is intended as a guide to help all partners work effectively together to deliver the change and improvements that are required.

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 vilage 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 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.

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

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/will take place in January 2020. This period of public engagement will comprise of public consultation over two weeks, focussed on an exhibition half-day that will centre around the presentation of the draft Village Plan. After this, the feedback provided will be analysed and considered in detail in order to create a final Village Plan and a summary of the feedback will be distributed.

Stage 4 - the final Village Plan will be under executive review between February and March 2020.



Figure 25: CGI of the recently approved Hale Library and Community Centre



Overview

Trafford Council has recently commissioned Nexus Planning to prepare a Village Plan for Hale District Centre.

The Village Plan will look to provide a framework for future changes and any development opportunities to improve the vitality and sustainability of Hale in order to strengthen its performance as a village centre, improve the visual and environmental appearance, ensure good accessibility and safe movement in and around the centres.

The consultation stages are:

Stage 1: Baseline Analysis & Engagement (June – September 2019)

The purpose of this stage is to gather views from local residents and businesses about the Village. Engagement will take several forms as follows:

- Baseline analysis (desktop evidence base) and site visits.
- Launch website (Trafford's webpage) and 2 x surveys (webform and paper copy):
 - o Business Survey (*businesses in the village centre*)
 - o Community Survey (*for the whole community*)
- Business door-knock in the village centre w/c 5th August.

Figure 26: Excerpt from Trafford Council's Consultation Page

Closed 20 Sep 2019

Opened 8 Aug 2019

Contact

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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 Warriner 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 is remains an option.

Figure 27: Excerpt from Place North West Website

Summary of Consultation

As part of the consultation process for the Hale Village Plan, Nexus Planning working alongside Trafford Council, issued both local community and business surveys within the village centre. The consultation period ran from 8th August to 20th September 2019 and the surveys were publicised via online sources, the Council's website and social media accounts, circulation by local community groups and organisations and through hand-delivery within the village itself including paper copies and a deposit point at Hale Library.

In total, 510 local community surveys were completed and 6 business surveys were completed. However, it is important to note that some businesses completed the community survey instead of the business survey, which may account for the perceived low proportion of businesses responding to the business survey. Discussions with businesses that have taken place have also been recorded and fed into the analysis work.

The following pages provide a summary of the findings of the surveys, and set out the key messages. In preparing the Village Place Plan, the consultant team has undertaken a number of meetings with landowners, developers and other stakeholders and held stakeholder workshops to gather views of the local community from a range of sources.

The full Consultation Summary can be found at Appendix A.



Figure 28: Consultation event held with key local stakeholders

To the business community of Hale

Dear Sir / Madam

HALE VILLAGE PLAN

We are working with Trafford Council to produce a Village Plan for Hale.

The purpose of the Plan is to set out what the **Vision** is for Hale in the future – to establish what kind of place Hale is to be over the next 10, 20 and 30 years. This will help focus investment and resources in the right places.

The Plan will consider transport and movement, public realm, heritage and design, as well as development and investment opportunities. Critically, the plan will be underpinned by our understanding of the role and viability of the centre as it functions today and, through collaboration with the community, what the future vision should be.

Over the next few months we will be developing the Plan alongside the businesses, groups and individuals vested in Hale's future. This is just the start of the process, but it will establish the Vision moving forward.

Nexus Planning and Trafford Council would like to hear from you. One of the first steps is to gather the views of the local businesses in Hale Village. In this regard, we provide a link to an online survey which will ask your opinions on a range of matters relating to the village centre. You might own or run a business. You might own a property. You might like to link with other like-minded people to support the future success of your business. You might just want to talk and share with us your ideas.

The survey can be accessed here: <https://www.surveymonkey.co.uk/r/halebusiness> and will be open until Friday 20th September 2019.

If you do not wish to complete the survey but do want to be kept informed of our progress, then please forward your email address to halevillage@nexusplanning.co.uk

Thank you for your time. We look forward to working with you.



Manchester
Eastgate
2 Castle Street
Castlefield
Manchester M3 4LZ
nexusplanning.co.uk

Figure 29: Letter to Businesses in Hale

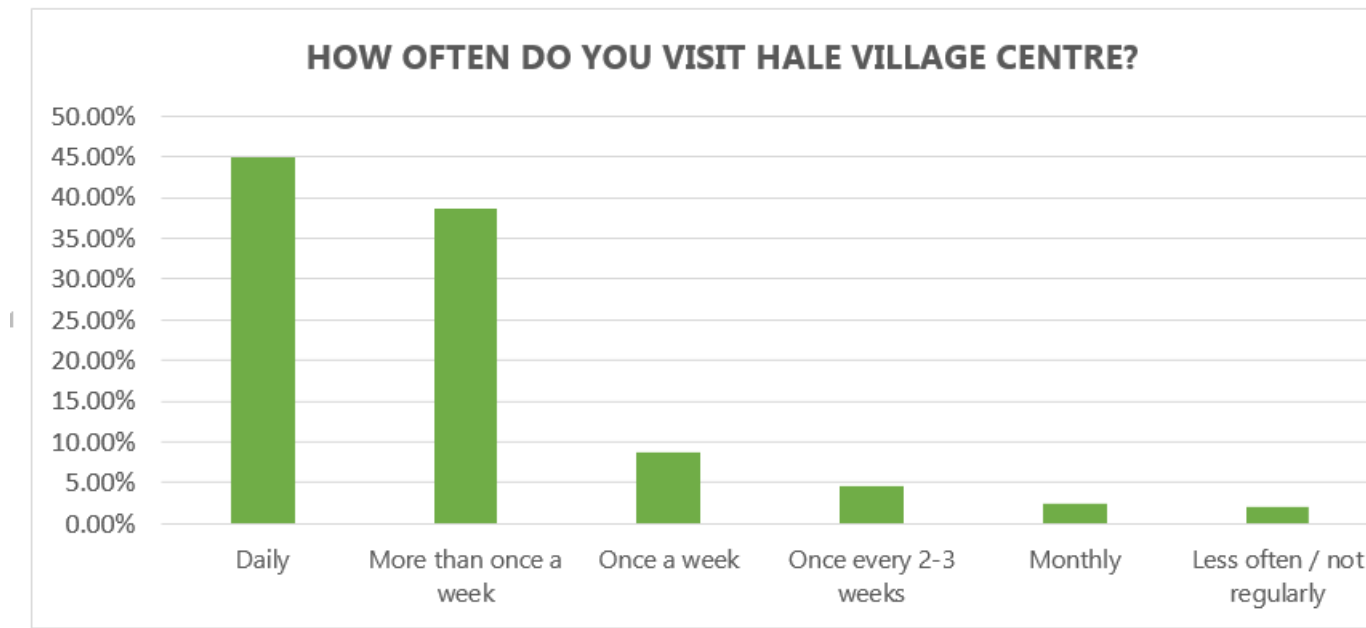


Figure 30: How often do you visit Hale?

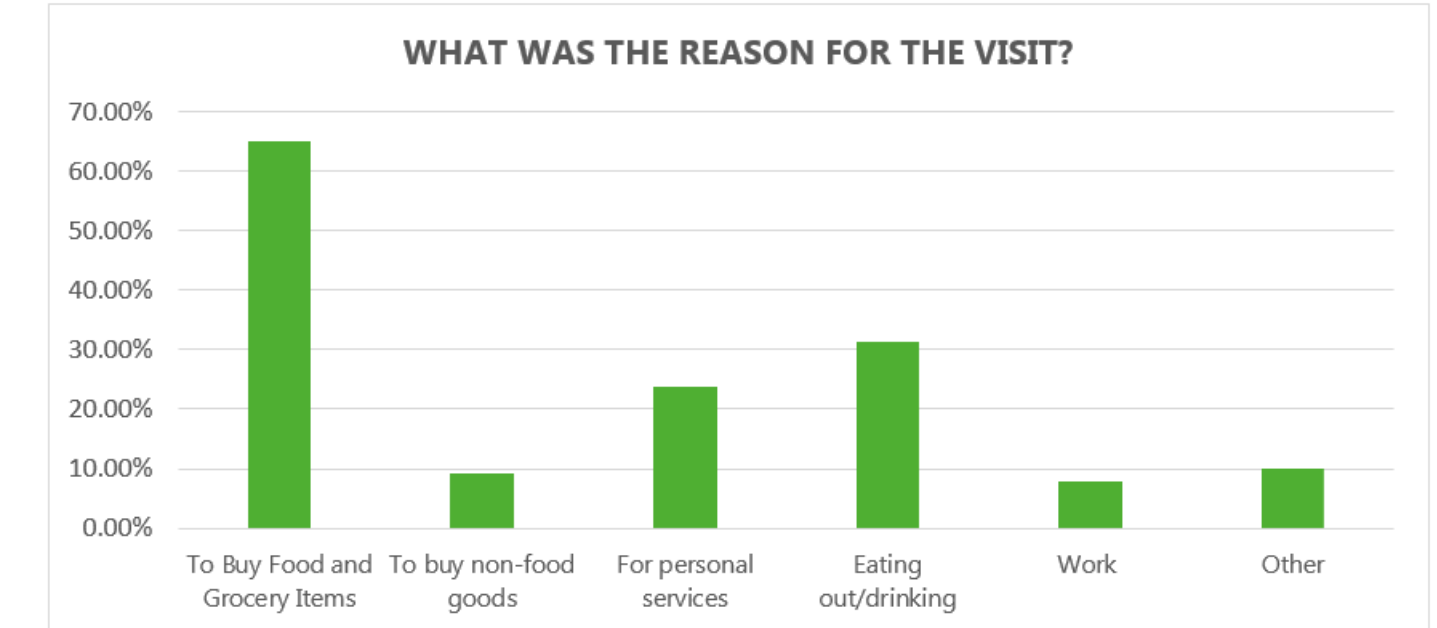


Figure 31: Results of Q3. How often do you visit Hale Village Centre?

Findings of the Community Survey

The following is a summary of the key findings of the Local Community Survey:

- When asked how often respondents visit the centre, a total of 45% of the respondents answered that they visit daily, with 39% of people responding that they visit more than once a week. 9% answered that they visit once a week, and 5% replied that they visit once every 2 to 3 weeks. The high proportion of respondents stating they visit daily or more than once a week evidences the level of repeat-trade in Hale throughout the week.
- When asked how respondents travel to the village, a total of 60% of people responded that they walk to the village and 59% of respondents answered that they would drive to the village. In terms of sustainable transport, 7% of answered that they cycle to the village and only a small amount of people, 3%, said they got there via public transport.
- When asked where they typically park, there were numerous answers, but the top two were the general answer of 'car park' (18%), followed by 'on street' (10%) and 'on road' (8%).
- When asked what the main reason for the respondent's last visit to the village, the majority of respondents - 65% - answered to buy food and grocery items (not take-away etc), with 32% stating eating out/ drinking.

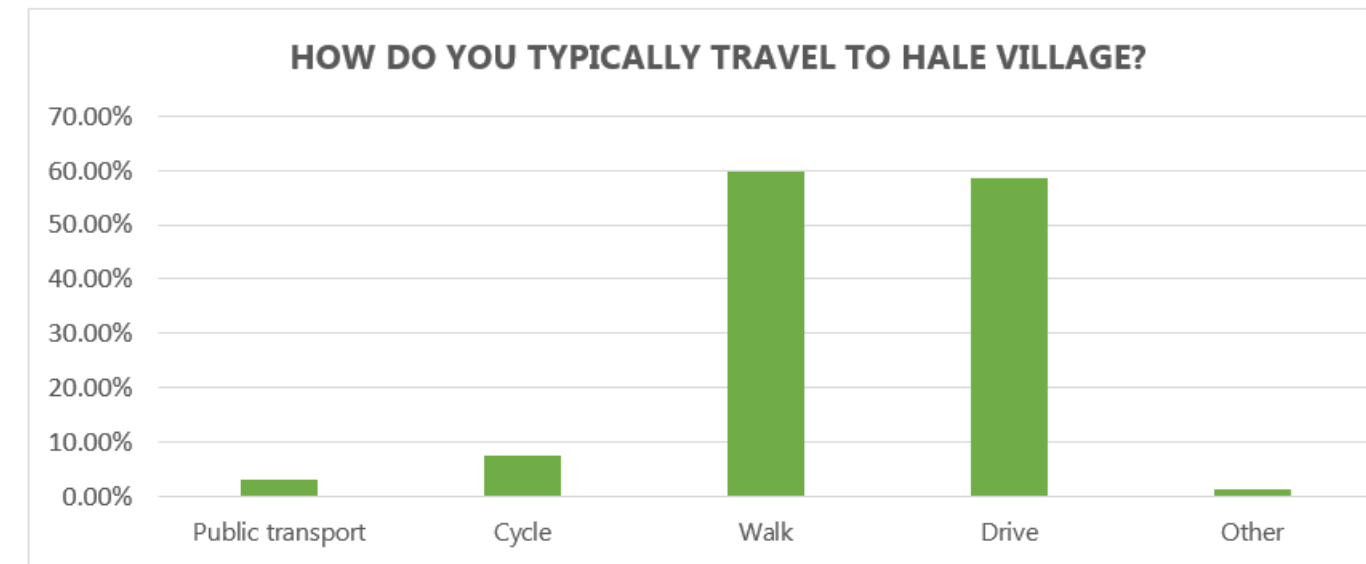


Figure 32: How do you typically travel to the centre?

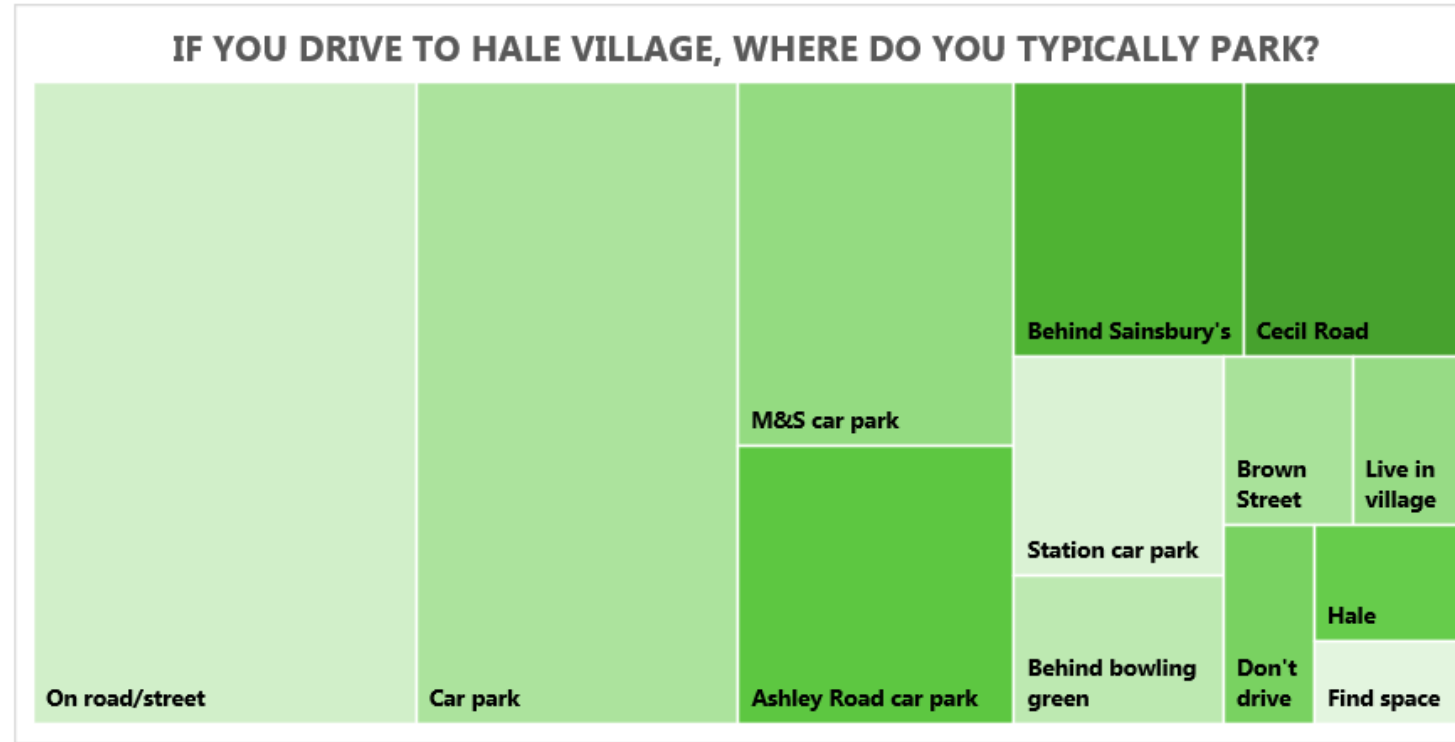


Figure 33: Results of Q5. If you drive to Hale Village, where do you typically park?

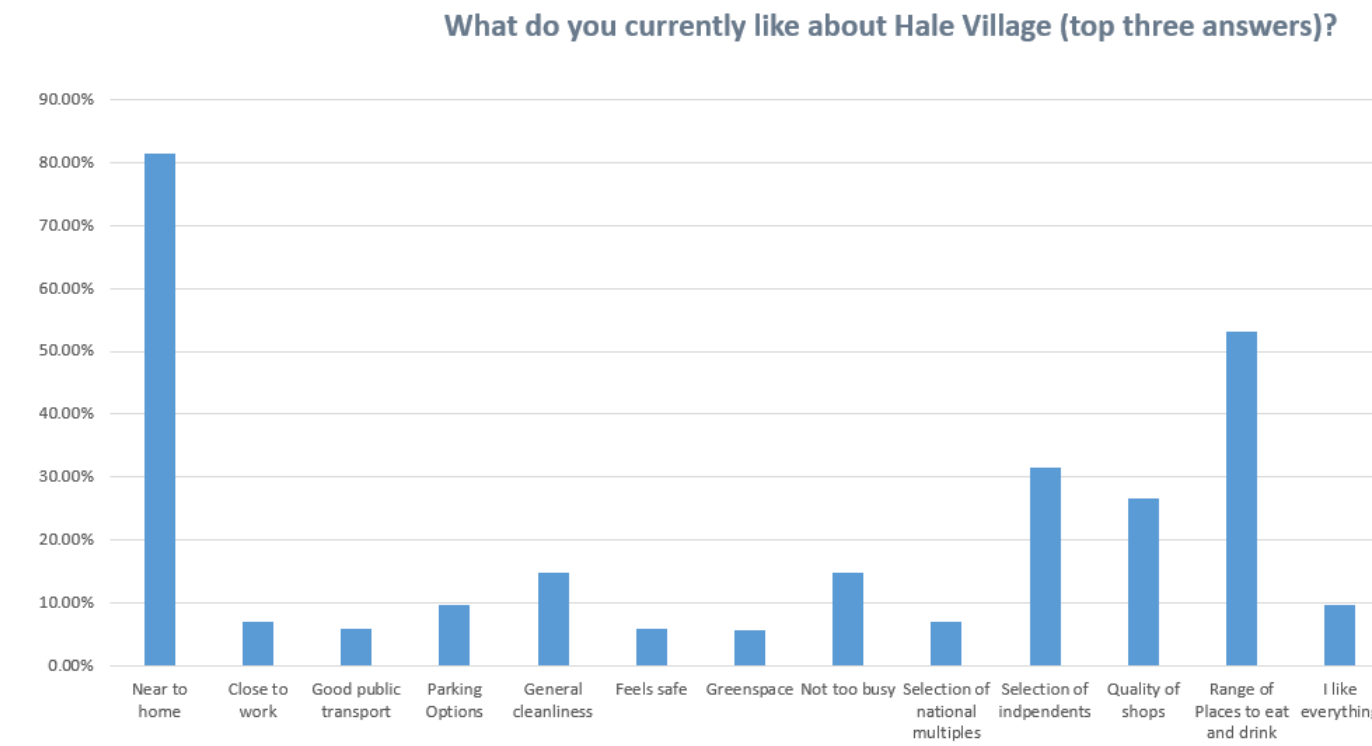


Figure 34: What Do Residents Current Like About Hale Village

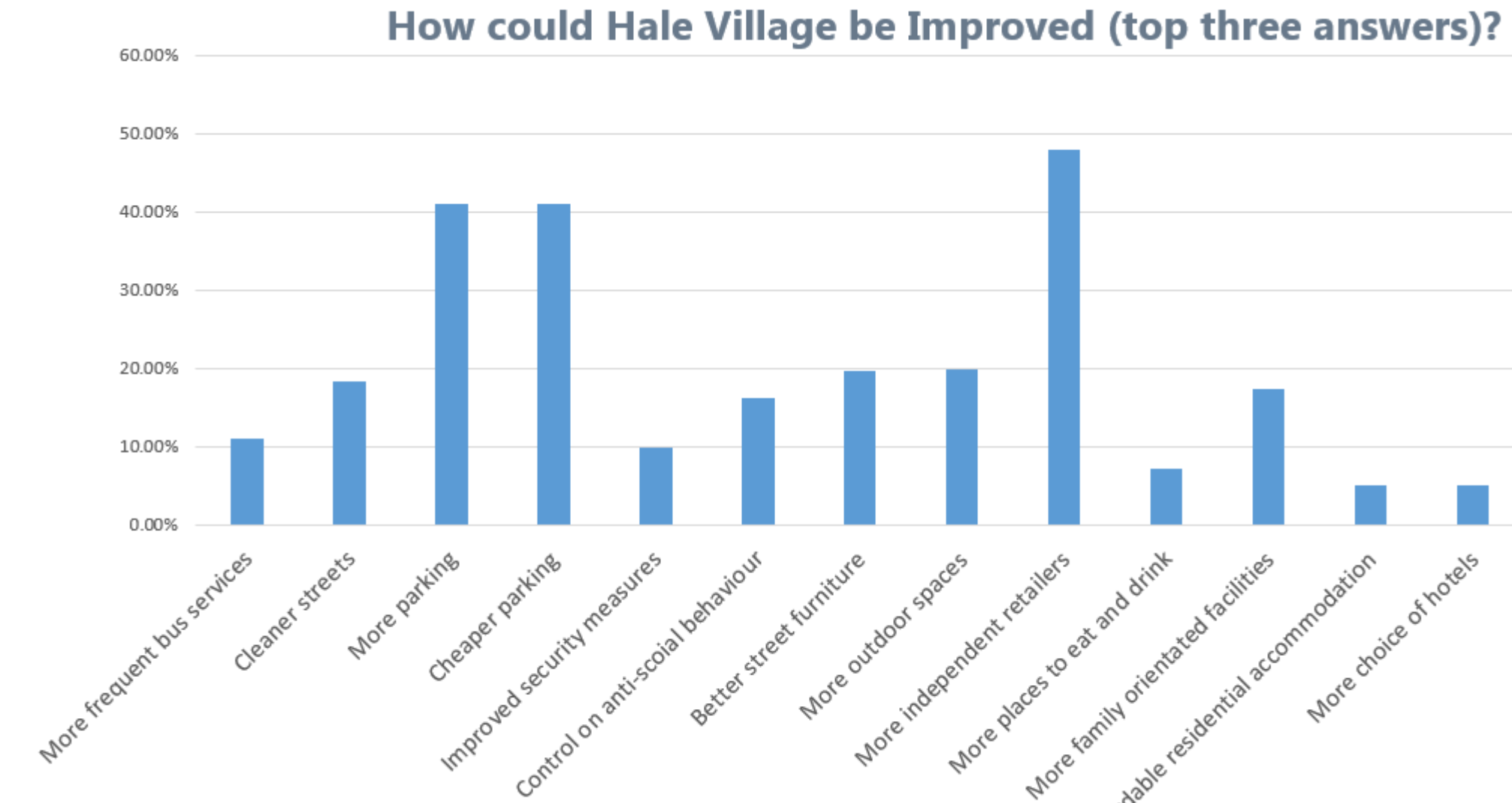


Figure 37: How Coul Hale Village be Improved?

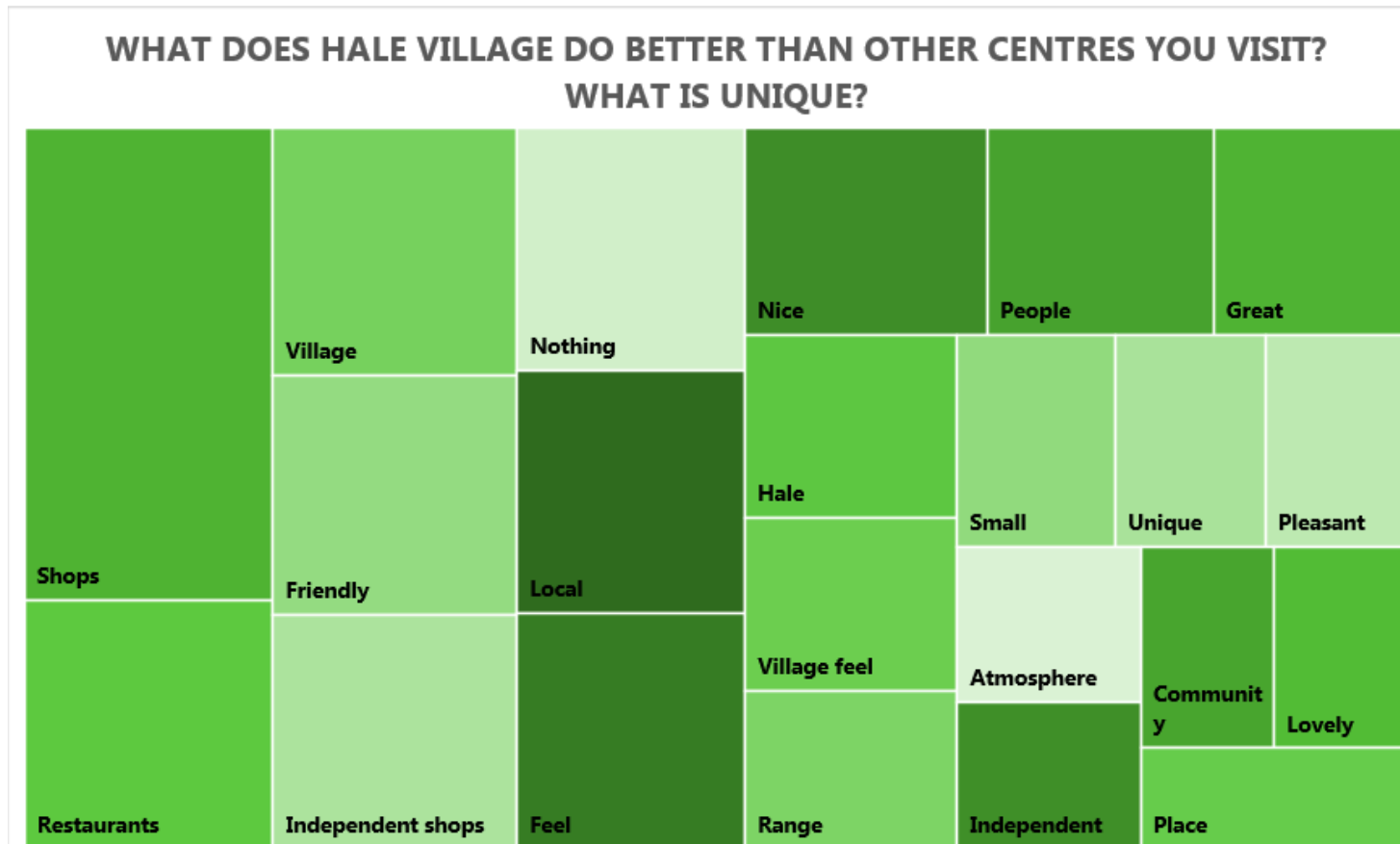


Figure 35: Results of Q11. What does Hale Village do better than other centres you visit What is unique?

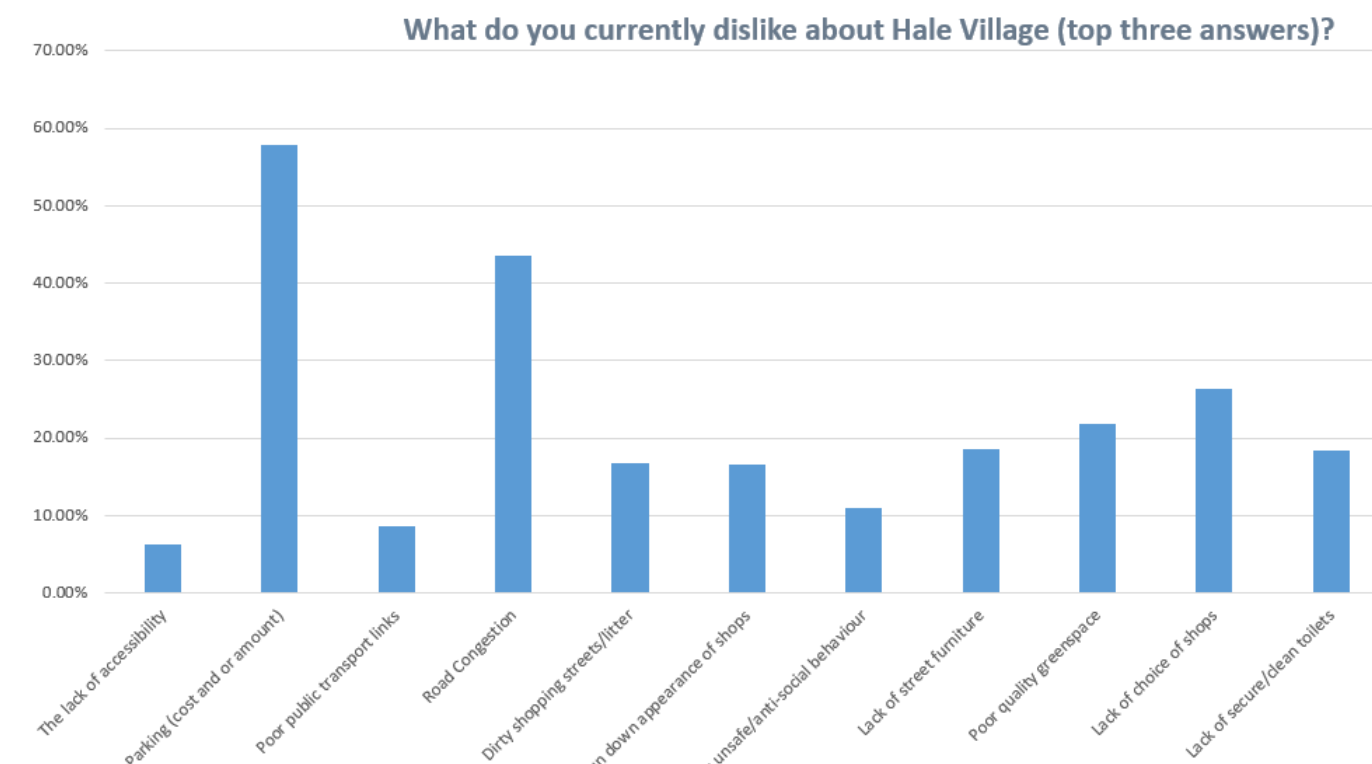


Figure 36: What Do Residents Currently Dislike about Hale Village?

Findings of the Community Survey

- When asked what respondents key dislikes of the village are, the following answers were provided:
 - 58% disliked the parking situation (cost and/or amount);
 - 44% disliked the amount of road congestion;
 - 26% disliked the lack choice of shops; and
 - 22% disliked the insufficient or poor quality green space and absence of play areas.
- When asked what could be done to improve Hale Village, respondents stated:
 - 41% stated more and cheaper parking;
 - 48% stated more independent retailers;
 - 20% stated more outdoor space and better street furniture and floor displays; and,
 - 18% stated cleaner streets and removal of litter.



Figure 38: Image of the Ashley Hotel and M&S in Hale Village

Overview of Consultation Findings



Figure 39: Image of Existing Litter Bin in Hale Village



Figure 40: Image of Ashley Road, Hale

<p>Strengths</p> <ul style="list-style-type: none"> • 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. 	<p>Weaknesses</p> <ul style="list-style-type: none"> • 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)
<p>Opportunities</p> <ul style="list-style-type: none"> • 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 	<p>Threats</p> <ul style="list-style-type: none"> • 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.

Figure 41: Summary of Findings from the Community, Businesses and Stakeholders

HALE VILLAGE PLACE PLAN
ENGAGEMENT SUMMARY -
BASELINE ANALYSIS (Nov 2019)



Figure 42: Summary of Consultation Responses



Baseline Analysis

04

4. Baseline Analysis

Setting the Scene

A key part of the formulation of the Village Place Plan is the undertaking of a range of baseline analysis.

The baseline analysis for the purpose of the Place Plan has been to:

- Undertake an updated healthcheck of the centre, using our understanding and previous work in analysing the centre as part of the Trafford Retail and Leisure Study 2019. The healthcheck analysis follows the guidance as set out in the Town Centres and Retail Planning Practice Guidance, which provides a series of indicators to be used in assessing the vitality and viability of the centre.
- Reviewing the demographics of the Hale Central Ward (and surrounding wards) to better understand the needs and requirements of the local catchment.
- Undertake a more detailed review of shopping and leisure patterns of those who live in and surrounding Hale using the detailed breakdown of trips from the Trafford Retail and Leisure Study 2019.
- Review the existing and emerging planning policies of relevance to the village centre, and understand where and how this Plan will assist the Council in formulating new policies in the new development plan.
- Review the existing accessibility and movement throughout the centre as part of the wider movement strategy for the Plan.
- Review the existing streetscape and urban design concepts within the village, to feed into the associated strategy.
- Review the existing public realm and landscaping aspects of the centre and better understand how these may be moulded and improved within the centre as part of the Plan.

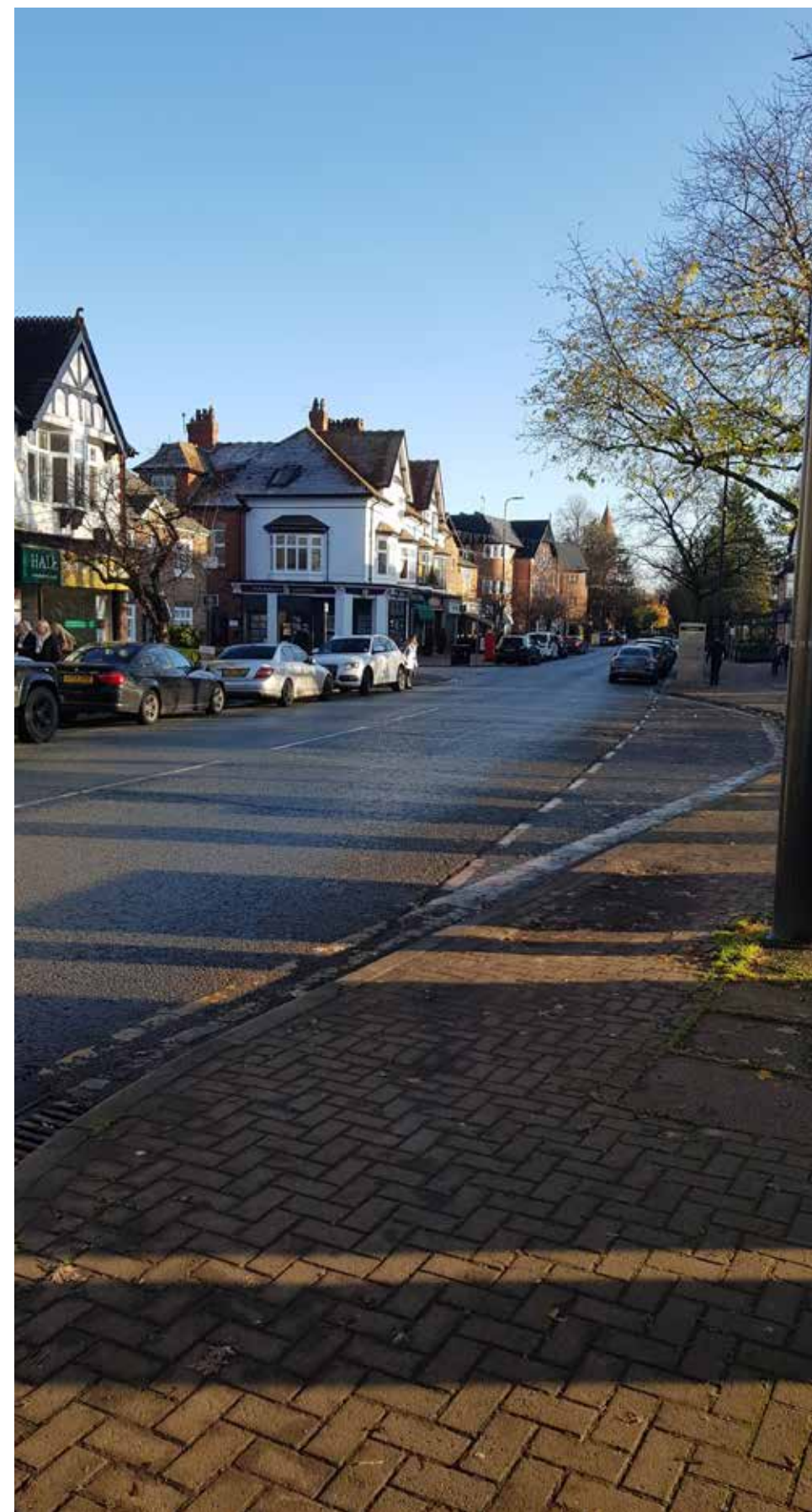


Figure 43: Image of Bus Layby on Ashley Road

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 Council. 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.

2011 Census: Hale Central

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.

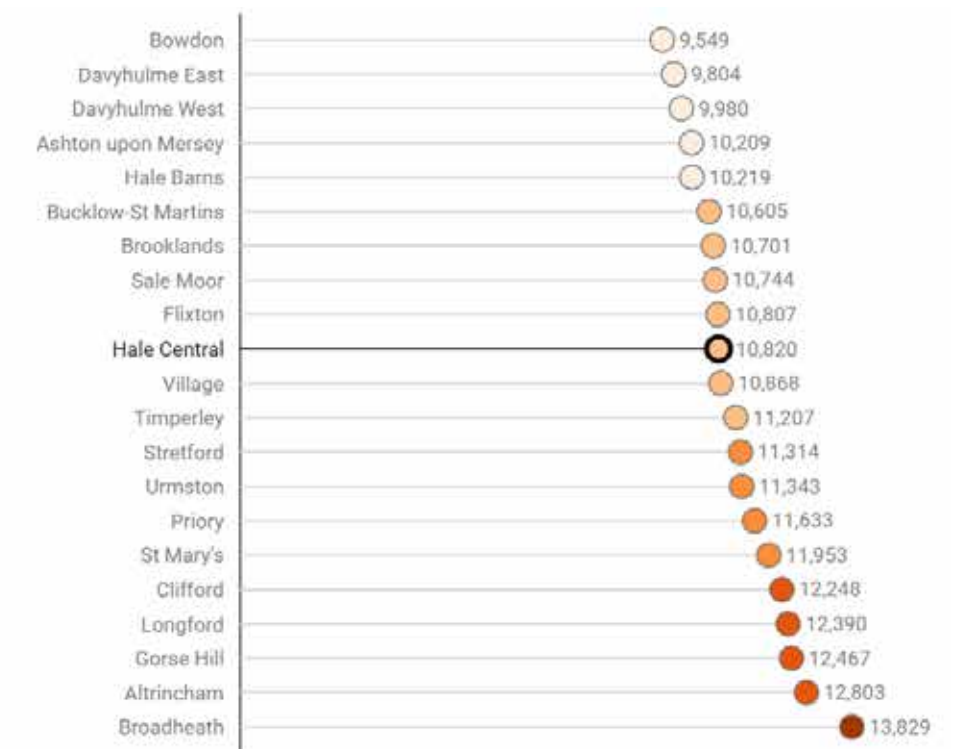
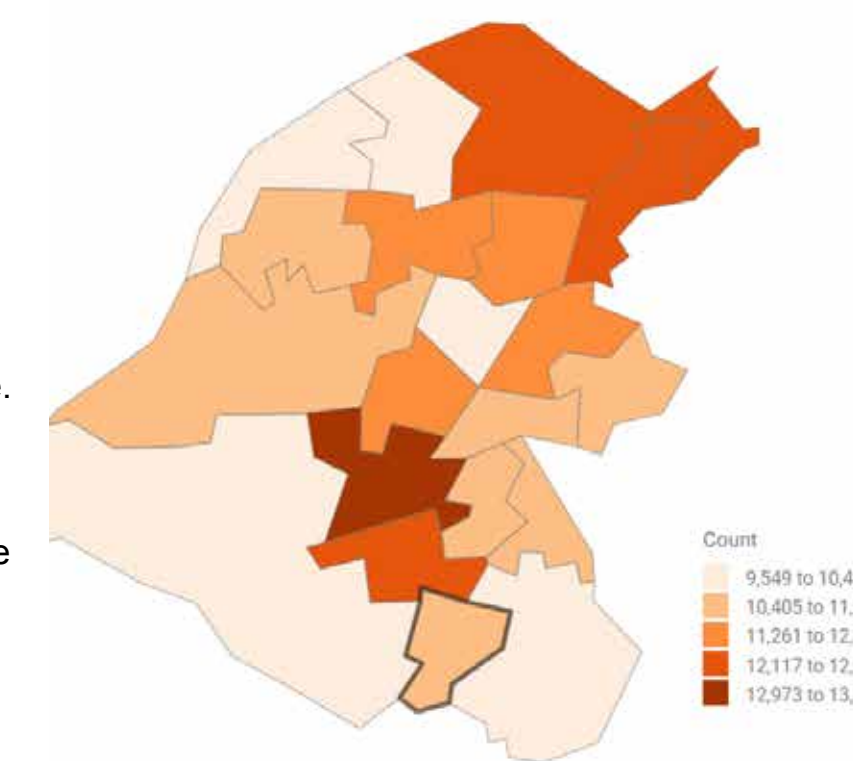


Figure 44: Total Population in Hale Central

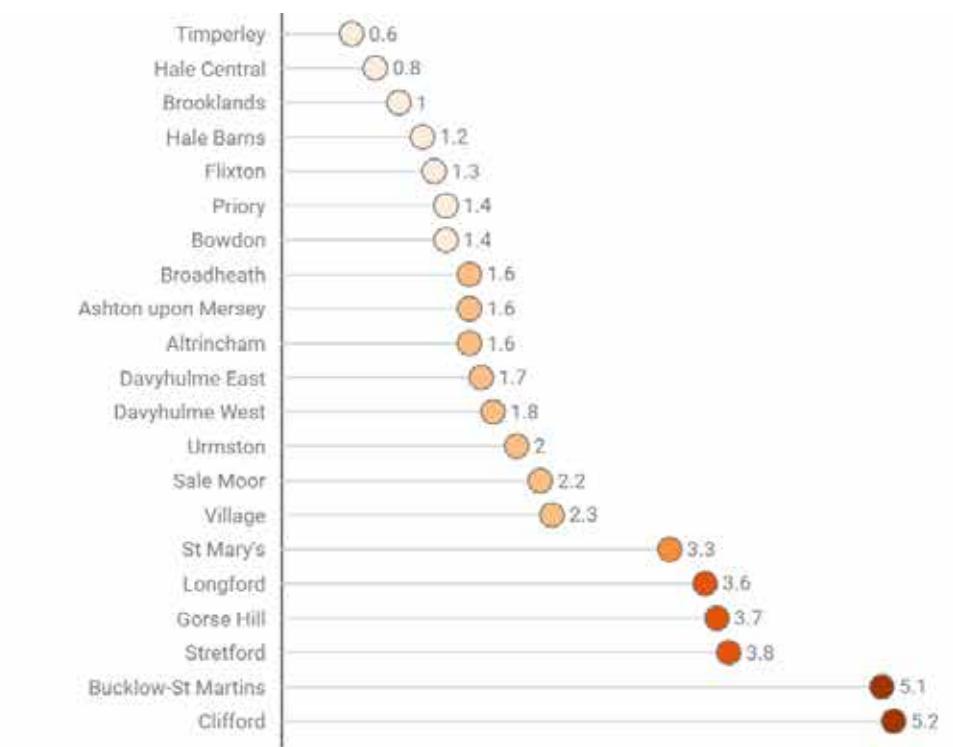
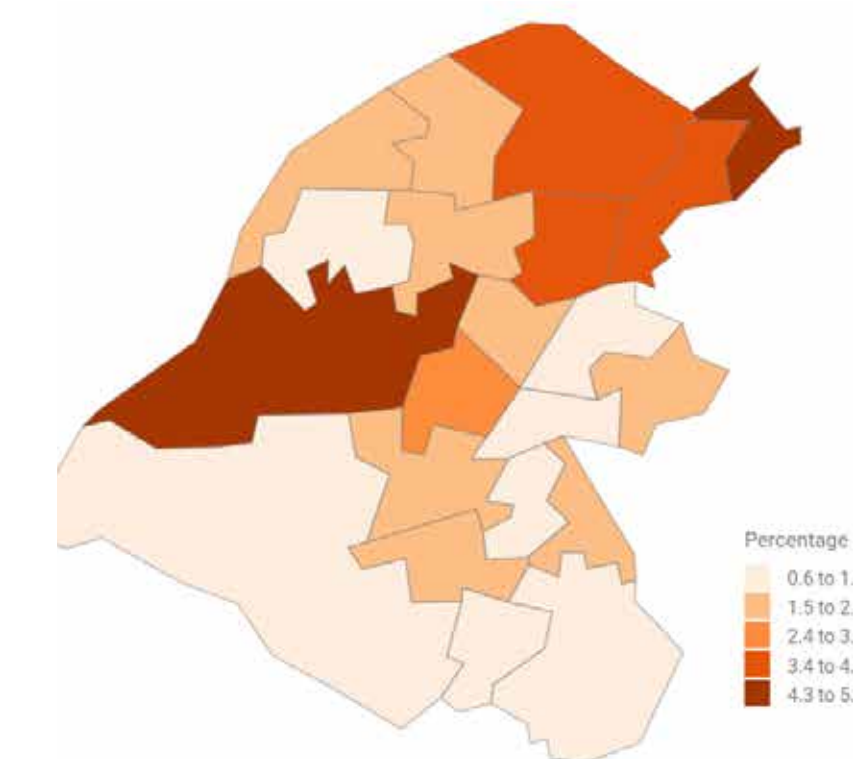


Figure 45: Claimant Rate in Trafford

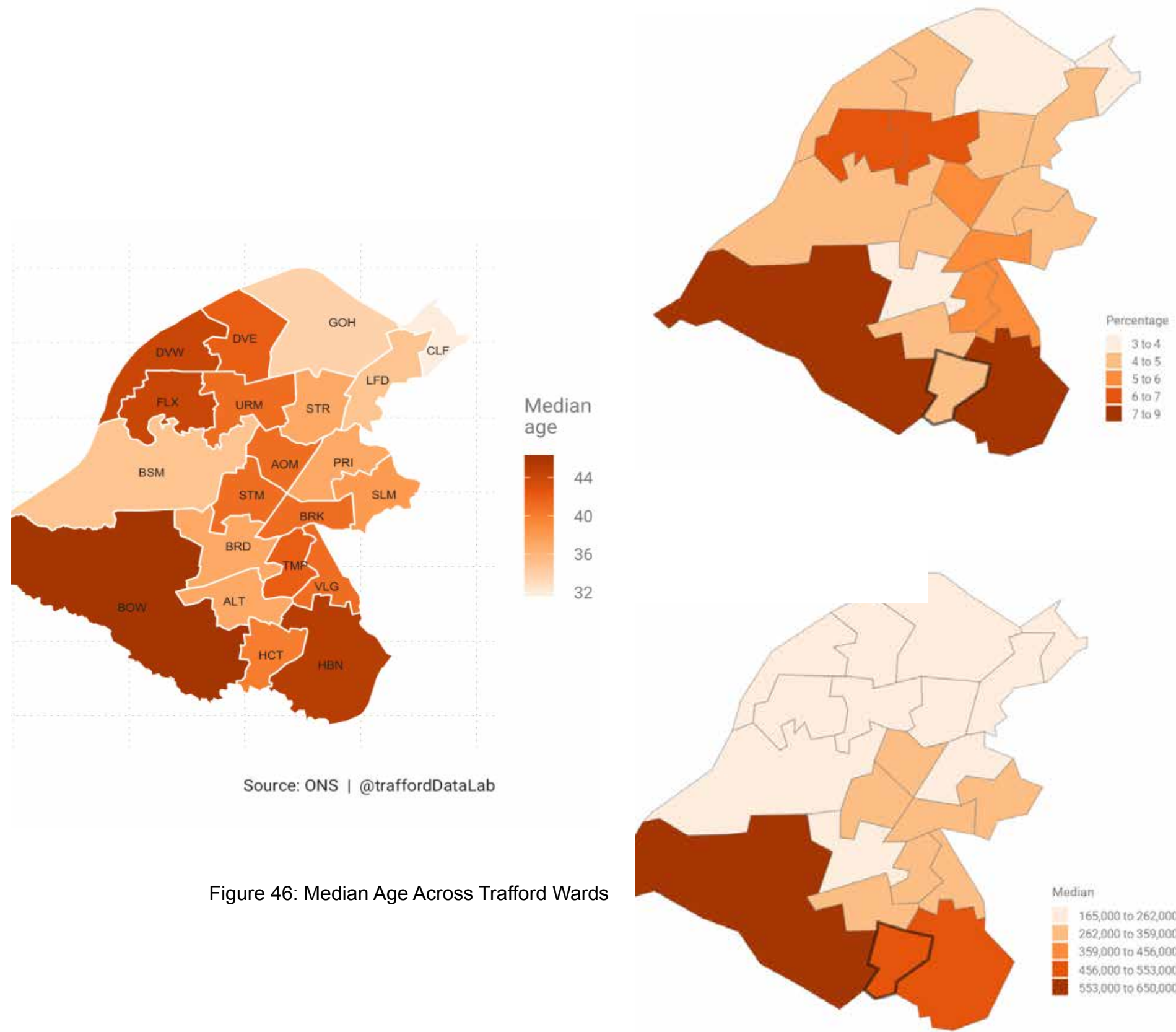


Figure 46: Median Age Across Trafford Wards

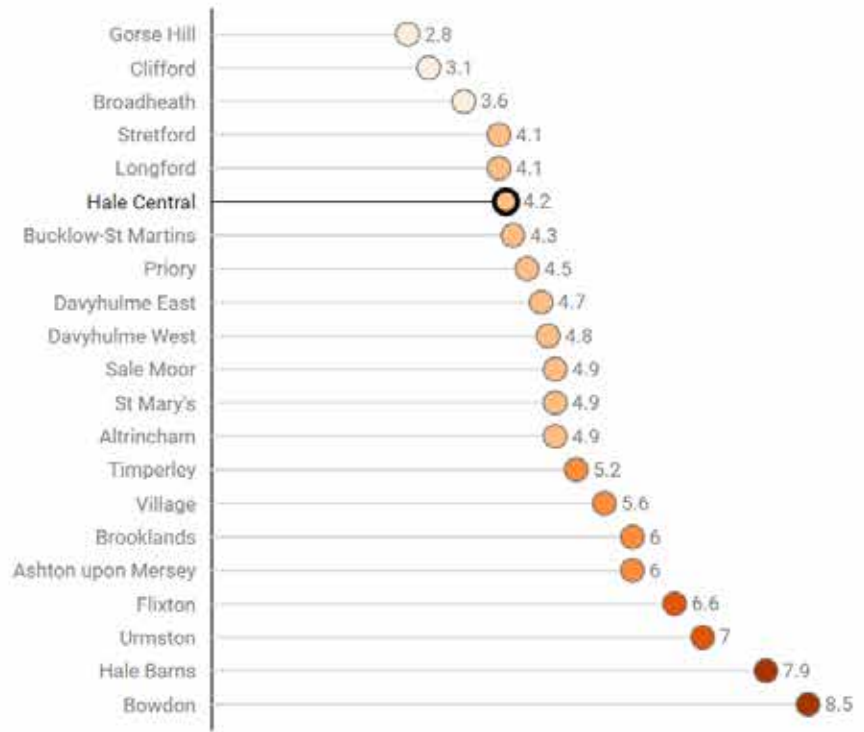


Figure 47: Population aged 80 or more years at 2017 in Hale

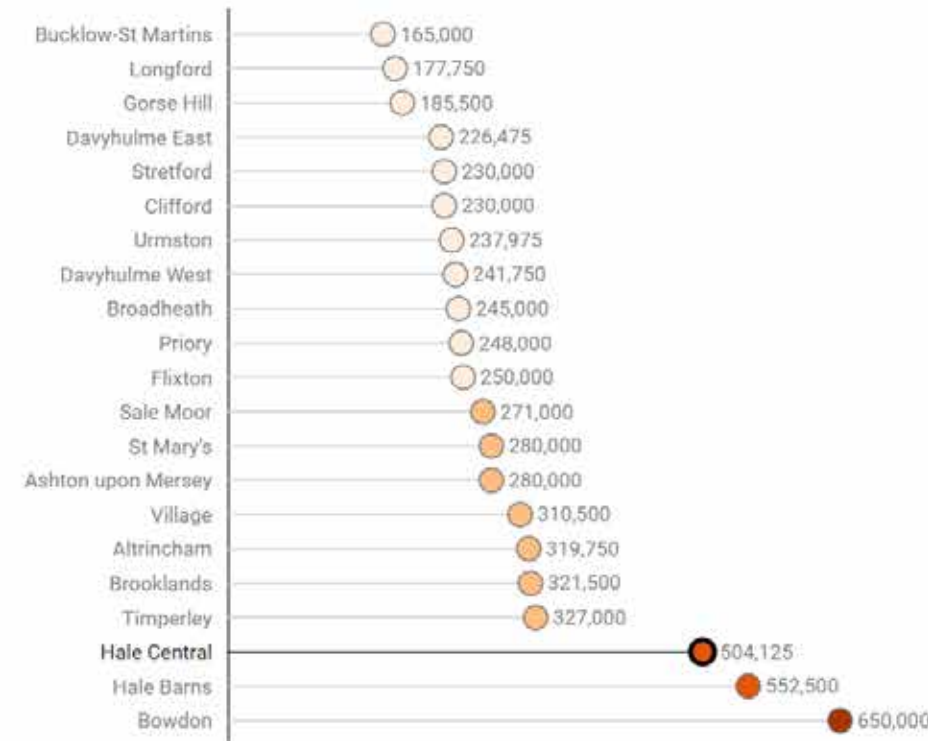


Figure 48: Median House Prices in Trafford at 2018

Retail Study Summary

The Trafford Retail and Leisure Study (2019) establishes the current position in respect of the need for additional retail and leisure facilities in Trafford Borough, and considers the vitality and viability of the Council's principal centres. This Retail and Leisure Study replaces the previous Trafford Borough Retail and Leisure Study which was undertaken by GVA Grimley and which reported in November 2007.

The Retail Study included a review of the district centre of Hale. Overall there are 110 units located within Hale district centre. These account for 15,624 sq.m of commercial floorspace. The centre is located approximately 700 metres to the south of Altrincham town centre, but has historically been able to cultivate a distinct retail offer. With regard to retail and leisure, the study finds that the centre is a popular

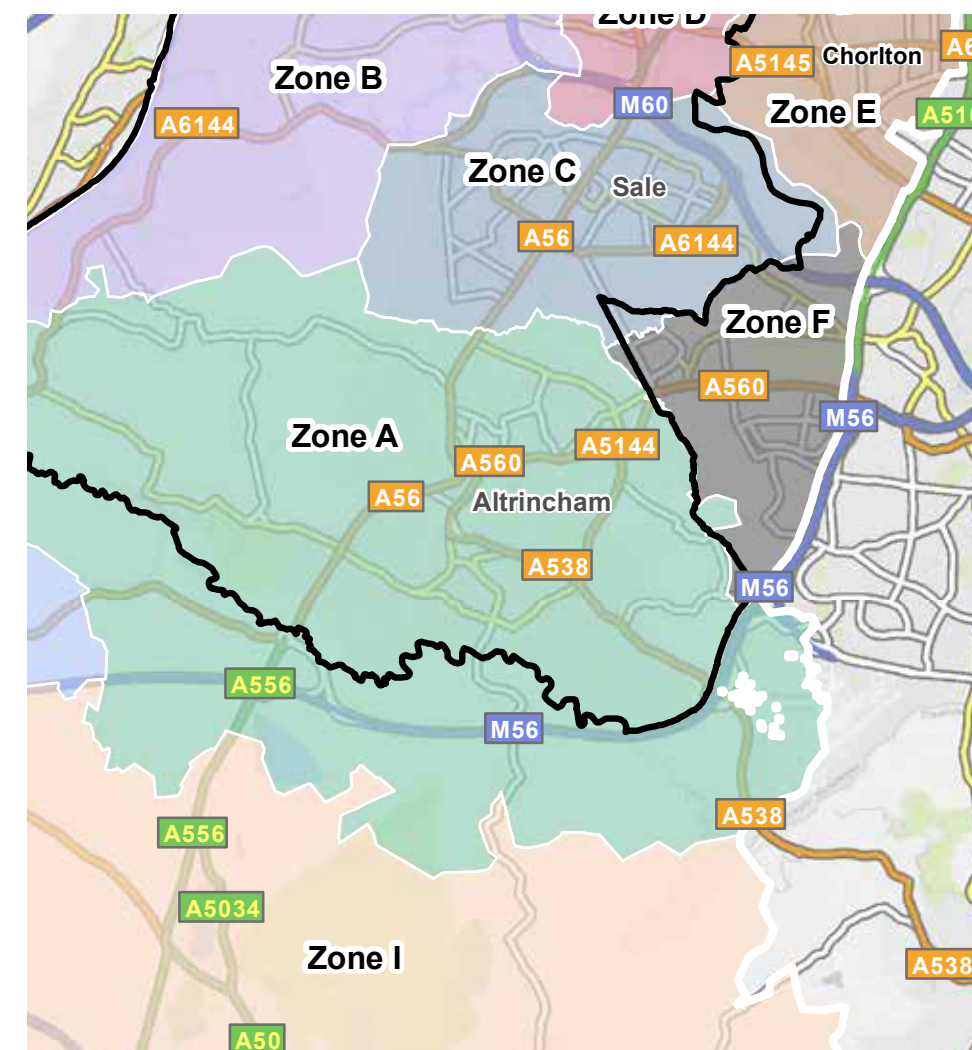


Figure 49: Diversity land use plan from the 2019 Trafford Retail and Leisure Study

destination with a number of high-end and independent retailers, and with a good level of provision of the immediate residential community which includes a range of leisure services and comparison goods operators. Although the centre is focussed around leisure service uses, the convenience and comparison offer is considered appropriate to serve the needs of the local community. Overall, Hale is considered to be a healthy district centre by the Retail and Leisure Study.

Using the findings of the Study, we are able to establish how shopping and leisure patterns have changed, and in most cases able to decipher why this has happened. In particular, we are able to breakdown the results from the survey to better understand where residents from postcode sectors within and surrounding Hale centre choose to shop and meet their leisure requirements.

Key findings in respect of shopping and leisure patterns within Hale are as follows:

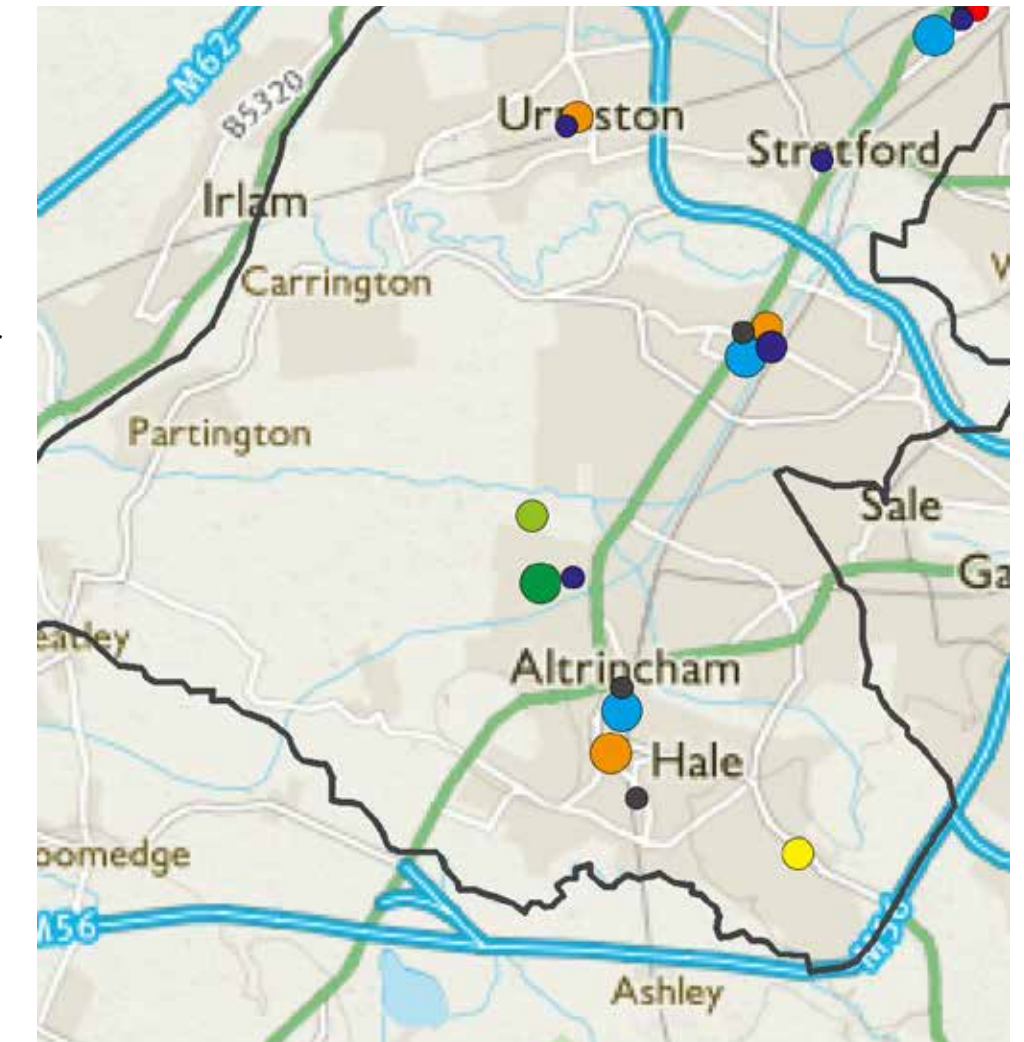
Retail Patterns

- Residents of Hale choose between a variety of convenience destinations to meet their main food shopping needs, including Sainsbury's and Tesco in Altrincham and the Booths at Hale Barns. There is a clear dominance of the large foodstores in respect of meeting residents' main food shopping needs.
- In terms of top-up convenience shopping, a wider range of destinations are cited as being the preferred choice, including a number of the retailers within Hale itself including the Marks and Spencer Simply Food, the Tesco Express and the Sainsbury's Local. However, the majority of the population from each of the postcode sectors surrounding Hale still choose alternative larger destinations to meet their top-up shopping needs, including the Tesco and Sainsbury's in Altrincham, the Booths in Hale Barns, the Co-op in Bowden and Altrincham Market.
- Turning to comparison shopping, the principal destinations include Altrincham town centre, Manchester city centre and the Trafford Centre. Altrincham Retail

Park also features as a key comparison destination for residents.

Leisure Patterns

- Whilst Altrincham town centre is cited as being the principal destination for restaurants and pubs and bars for residents in and surrounding Hale, the village centres is also cited particularly for those residents in the WA14 and WA15 postcode sectors. This demonstrates the dominance of Altrincham town centre as the preferred destination for visiting a restaurant or pub/bar, despite the offer in Hale.



Map showing Hale location relative to Altrincham and other surrounding areas.

Healthcheck of Hale Village Centre



Figure 50: M&S Foodhall is one of two larger convenience stores in Hale



Figure 51: Restaurant on Victoria Road

	Floor space at 2019 (sq.m)	Floor space at 2019 (%)	Trafford District Centre Floorspace at 2018 (%)	Number of units at 2019	Units at 2019 (%)	Trafford District Centre Units at 2018 (%)
Convenience	2,479 sq.m	16.2%	21.4%	8	7.3%	12.6%
Comparison	2,372 sq.m	15.5%	15.7%	24	22.0%	21.3%
Retail Services	1,919 sq.m	12.5%	14.8%	21	19.3%	21.8%
Leisure Services	4,811 sq.m	31.5%	30.1%	26	23.9%	27.2%
Financial and Business Services	1,864 sq.m	12.2%	9.5%	17	15.6%	9.6%
Miscellaneous	0 sq.m	0.0%	0.0%	0	0.0%	0.0%
Vacant	1,864 sq.m	12.1%	8.6%	13	11.9%	7.5%
Total	15,291 sq.m			109		

Figure 52: District centre composition and land use plan as of July 2019

Hale Healthcheck, July 2019

Convenience and comparison uses account for 31.7% of floor space and 29.3% of all units within Hale village. The figure for convenience floorspace (16.2%) is similar to the current UK national average, whereas the figure for comparison floorspace (15.0%) is significantly less.

Despite this, the retail provision in Hale is considered to be broadly sufficient to serve the day-to-day needs of the community particularly when compared to other district centres in the Borough. There are eight convenience operators in Hale which account for 2,479 sq.m of commercial floorspace. Convenience operators include Sainsbury's Local, M&S Foodhall, newsagents, a butchers, a bakery and an off-licence. Comparison goods operators account for 2,372 sq.m of floorspace. There are 24 comparison operators which include jewellers, pharmacists, art galleries, shoe shops and clothes stores. The high end nature of some of Hale's comparison goods operators, particularly art galleries, help to draw trade from beyond the immediate area.

Service uses (leisure, retail and financial and business) account for 56.2% of floor space and 58.8% of all units. The number of operators and amount of service floorspace has marginally increased since the previous survey in September 2018. The figures fall considerably above the national averages of 39.5% and 49.3% respectively.

Hale is notable for the provision of leisure service operators within the district centre. There are 26 leisure service units, which account for 23.9% of all units in the centre and equate to 4,811 sq.m of retail floor space. There are a number of restaurants (including Pizza Express and Cibo), bars, cafés (including Costa Coffee), hot-food takeaways and public houses. Although the leisure service operators fluctuate over time (evidenced by the closure of Carluccio's) it remains generally strong and helps to underpin the vitality of Hale.

There are 21 retail service operators located in Hale which account for a total of 1,919 sq.m of commercial floor space. Although the range of operators is not particularly diverse, the provision is generally commensurate with the scale of the centre. Operators include hairdressers, beauty salons,

travel agents, an opticians and a dry cleaner. The provision of financial and business service operators is greater than the UK national average. There are 17 operators accounting for 1,864 sq.m of floor space which equates to 12.2% of the total stock of commercial floor space. Operators include estate agents and solicitors. The range of financial and business service operators is considered to be a particular strength of Hale district centre.

Despite a substantial presence of leisure service operators, Hale has a range of services and facilities that are considered to be suitable to serve the day-to-day needs of the surrounding residents. Facilities such as Sainsbury's Local, M&S Foodhall, pharmacies, Barclays Bank and Hale Library are indicative of a strong community offer. Furthermore independent cafés, shops and bars offer locations for community-orientated activities.

There are relatively few community facilities located within Hale, with these facilities including Hale Library, Station House Veterinary Surgery and a dentist.

Additional facilities in close proximity to Hale district centre include Richmond House Kindergarten and St Peter's Hale which are both located to the south of the centre boundary.

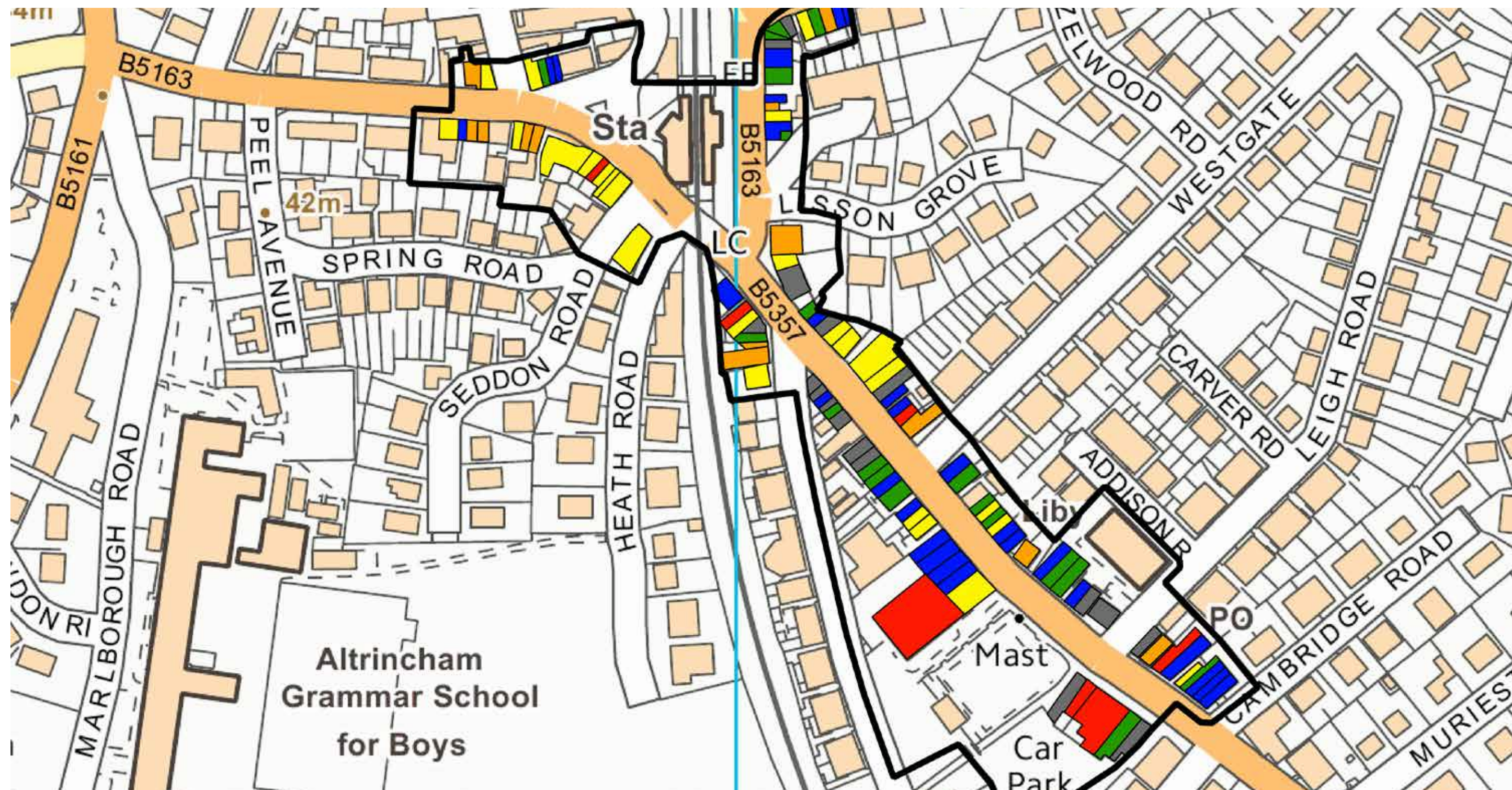
The village is also well integrated with surrounding residential streets, with Ashley Road connecting Hale to residential areas to the south and north. These routes are all walkable, with pedestrian footways lining Ashley Road.

Hale is a pleasant centre in which to spend some time, with well-maintained shop frontages and few obvious signs of vacancy. During our visits to the centre, vibrant activity was noted along the entirety of Ashley Road, with evidence of café culture and the centre appeared to be well used.

Strengths	Weaknesses
<ul style="list-style-type: none"> Hale is a diverse, well-used centre with a number of high-end leisure and retail uses. Additionally the centre provides a range of services considered suitable to serve the needs of the surrounding residential areas. The overall aesthetics are good, and the environmental quality is considered to be high, particularly when compared to other district centres in the Borough. The centre benefits from a good walk-in catchment 	<ul style="list-style-type: none"> The centre is dominated by services which reduce the amount of comparison (and to some extent convenience) floorspace. This is accentuated by the centre's small, period buildings which limit potential for large format retailers. Traffic dominates the centre, with limited space available for outdoor seating. The dominance of on-street parking reduces available space The leisure offer is dominated by higher-end services which do not meet family requirements
Opportunities	Threats
<ul style="list-style-type: none"> Vacancies provide an opportunity to diversify the service, leisure and/or convenience and comparison goods offer. Hale is an extremely attractive centre aesthetically and therefore will appeal to a range of prospective tenants. There is an opportunity to diversify some key sites within the centre, subject to the buy-in from private landowners, particularly the Ashley Hotel site. There are opportunities to enhance the option for informal community events through the repurposing of key areas of the village. Improve the overall offer of the village and the wider uses 	<ul style="list-style-type: none"> The vacancy rate is skewed by a number of large, vacant former restaurant units (such as the former Carluccio's), however long term uses should be secured to ensure the vitality of the centre. Hale's proximity to Altrincham means that its retail and leisure offer competes for part of the same market. There is a perception of a lack of car parking and high prices, which could hinder people from visiting the centre Limited development potential within the village means that new schemes with modern commercial floorspace are not expected in the short to medium term.

Figure 53: SWOT Assessment

Hale Diveristy of Use Plan October 2018 (Trafford Retail and Leisure Study)



NEXUS PLANNING

Clients
Trafford Council

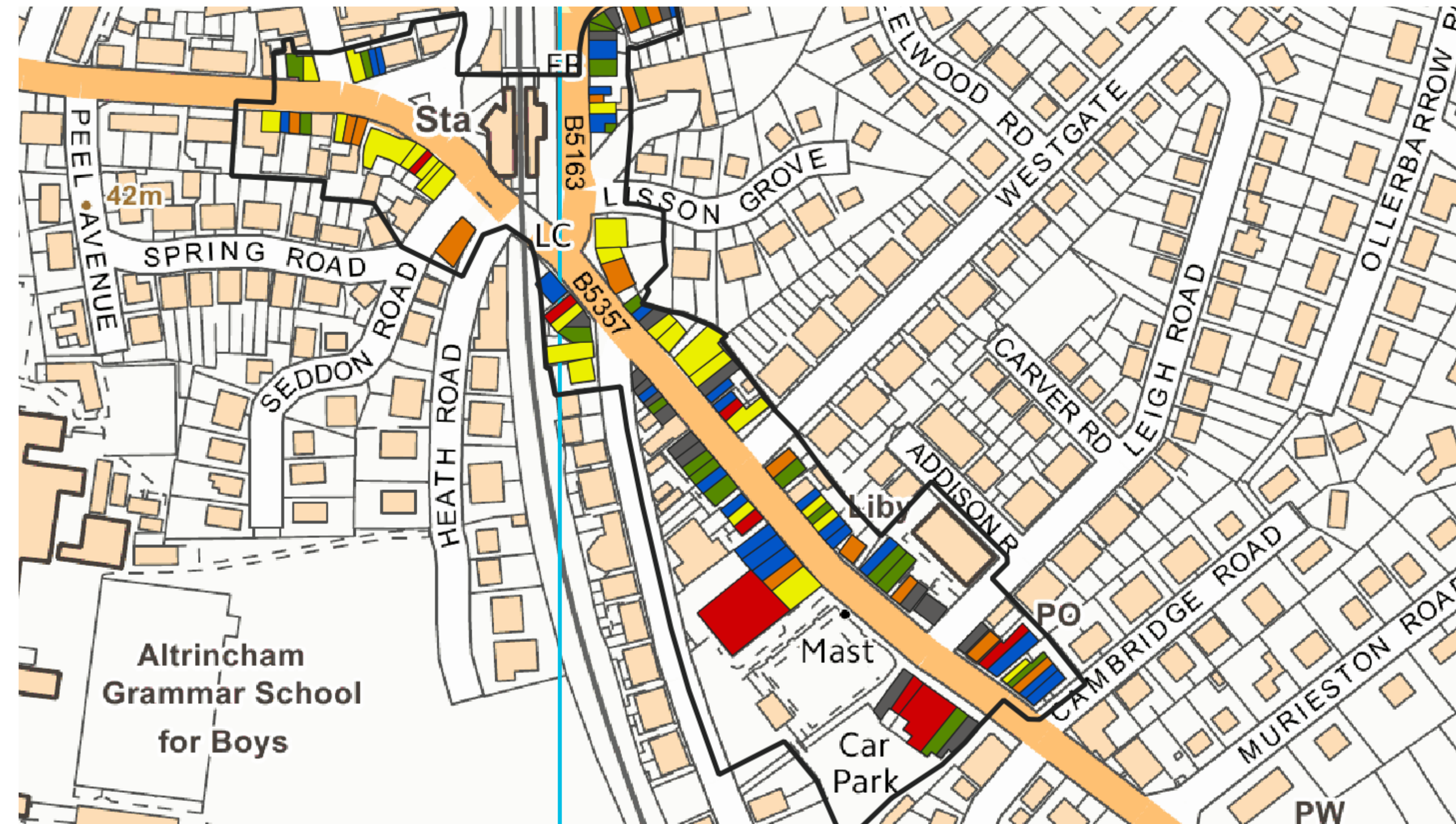
Project
Trafford Retail and Leisure Study

Date
October 2018

- Comparison
- Convenience
- Financial & Business Services
- Leisure Service
- Miscellaneous
- Retail Service
- Vacant

Hale District Centre Trafford

Hale Diveristy of Use Plan July 2019 (Hale Village Place Plan)



NEXUS PLANNING

Date
July 2019

Data
OS ©2019

- Comparison
- Convenience
- Financial & Business Services
- Leisure Service
- Miscellaneous
- Retail Service
- Vacant

Hale Village Centre

Parking Survey Results

Parking Survey Results

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 findings of the survey were reported upon fully in the WSP technical note dated 8 November 2019 which is included at Appendix B. The findings are summarised below.

We have summarised in the adjacent table the public (i.e. not including resident's permit) spaces available during the peak hours on each of the three days.

It can be seen that there is availability of parking within the wider survey area. Indeed, 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 in the centre of the village where people most wish to visit and to park. However the areas surveyed all lie within circa 500 metres of the centre of the village, and as such it could be considered possible to park in these areas and walk to the village centre for persons 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.

	Victoria Road	Cecil Road	'CP3'	On-Street (Within the Defined Study Area)
Overall Public Capacity	46	136	23	808
Available spaces on Thurs 11:00-12:00	1	10	1	216
Available spaces on Fri 12:00-13:00	4	22	1	191
Available spaces on Sat 11:00-12:00	22	48	6	326

Figure 54: Parking Survey Results in Hale - Capacity and Availability and Peak Times

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'. Upon completion, the Brown Street site will provide 57 spaces for public parking which will include four accessible bays and four electric vehicle charging bays, over and above those available on the days of the survey.

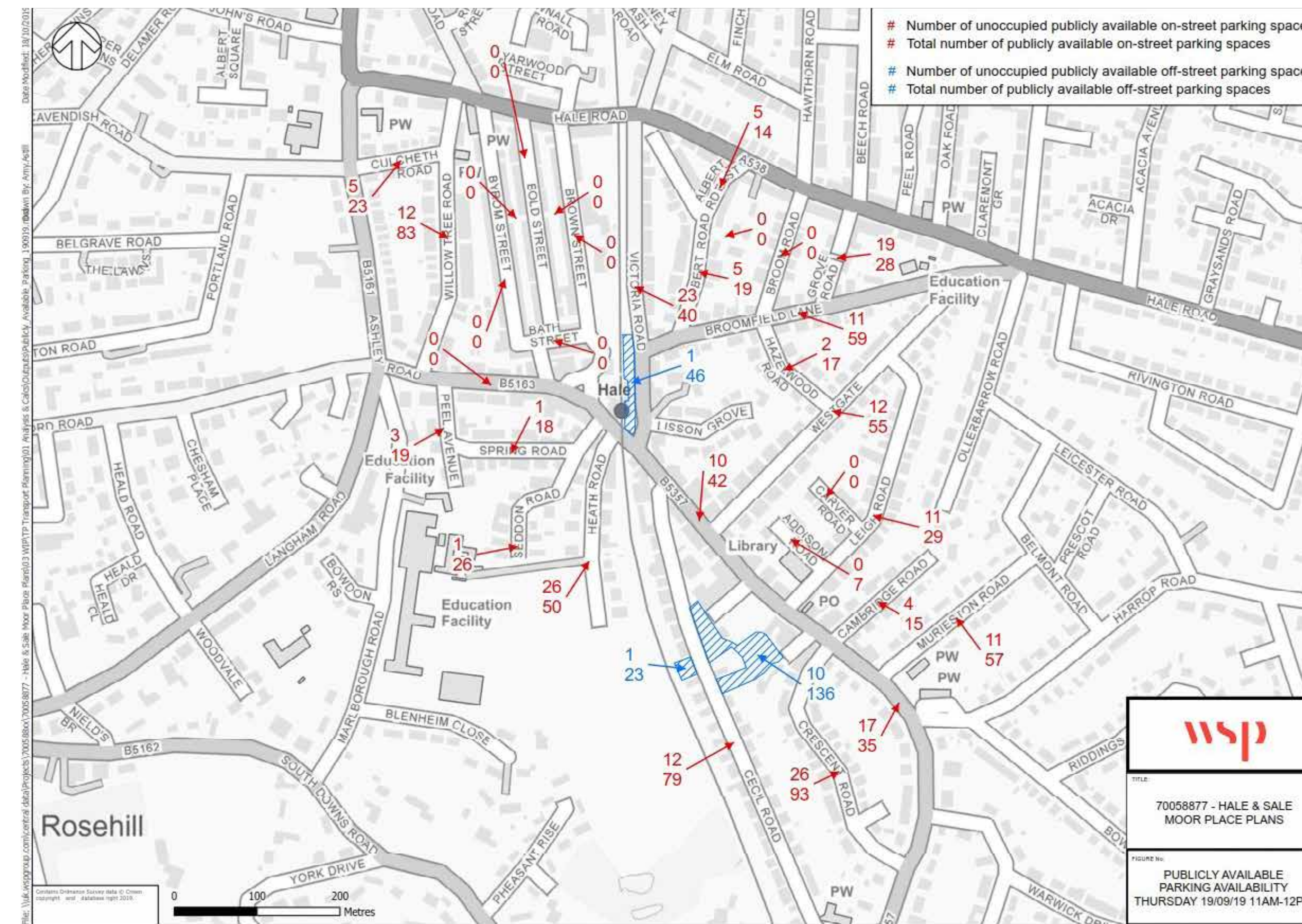


Figure 55: Publicly Available On-Street Parking Availability Thursday 19/09/19 (11am-12pm)

The following three plans show the availability of publicly available parking within Hale at the busiest times of day on the three days of our survey. Two numbers, one on top of the other, are displayed for each street and car park. The bottom number represents the total number of publicly available parking spaces per street or car park while the top number represents the number of unoccupied publicly available spaces during the busiest hour. For on-street locations the capacity was based on the number of medium sized cars that could park safely without causing obstruction to the footways.

During the busiest hour on Thursday 19th September (11am-12pm) there were 216 (27%) unoccupied publicly available on-street parking spaces. 592 (73%) of the publicly available on-street parking spaces were occupied.

In addition, 12 spaces were available in off street car parks, 10 of which were in Cecil Road East.

Parking Survey Results

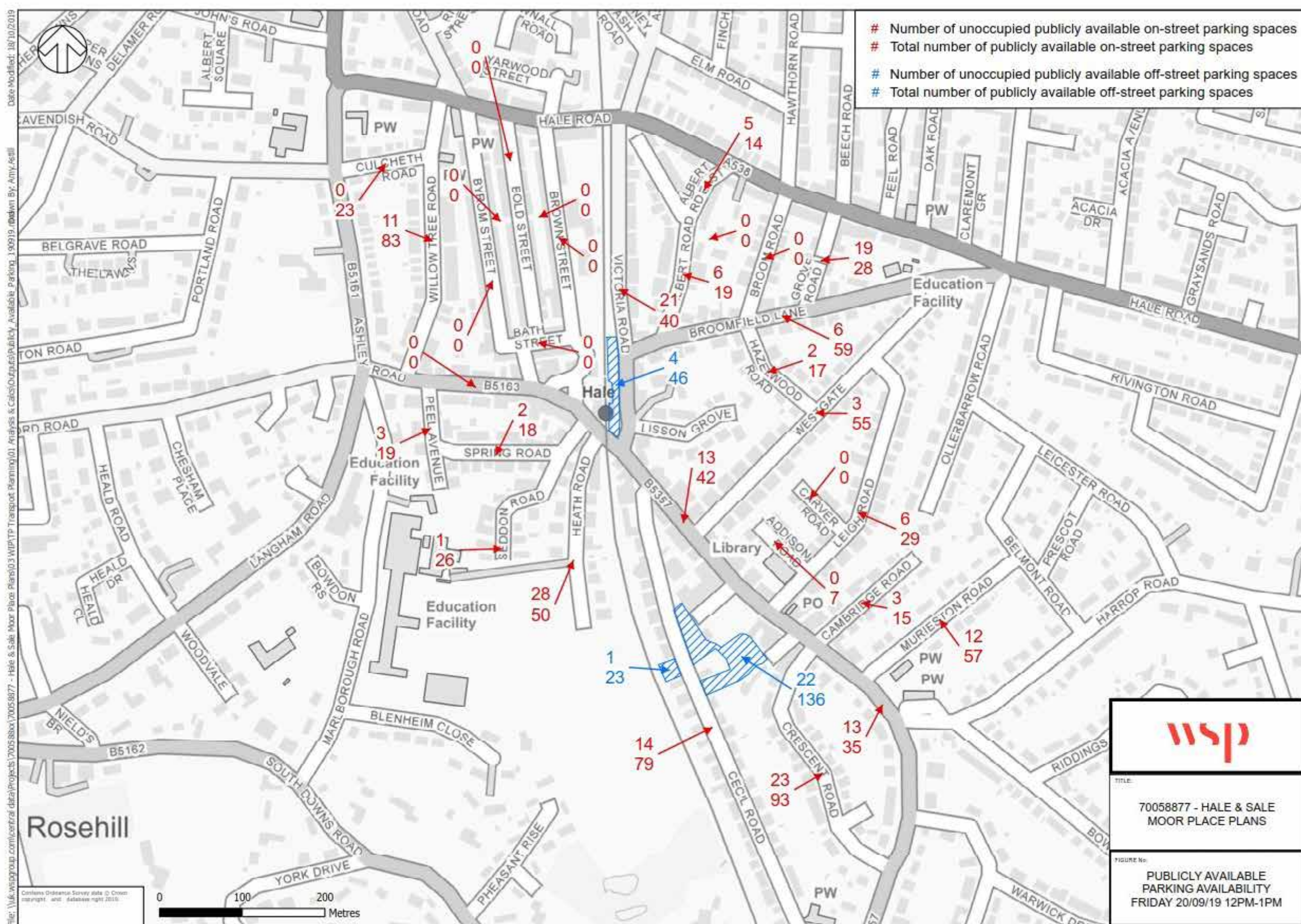


Figure 56: Publicly Available On-Street Parking Availability Friday 20/09/19 (12pm-1pm)

During the busiest hour on Friday 20th September (12pm-1pm) there were 191 (24%) unoccupied publicly available on-street parking spaces. 617 (76%) of the publicly available on-street parking spaces were occupied.

27 spaces were available in off street car parks, 22 of which were in Cecil Road East.

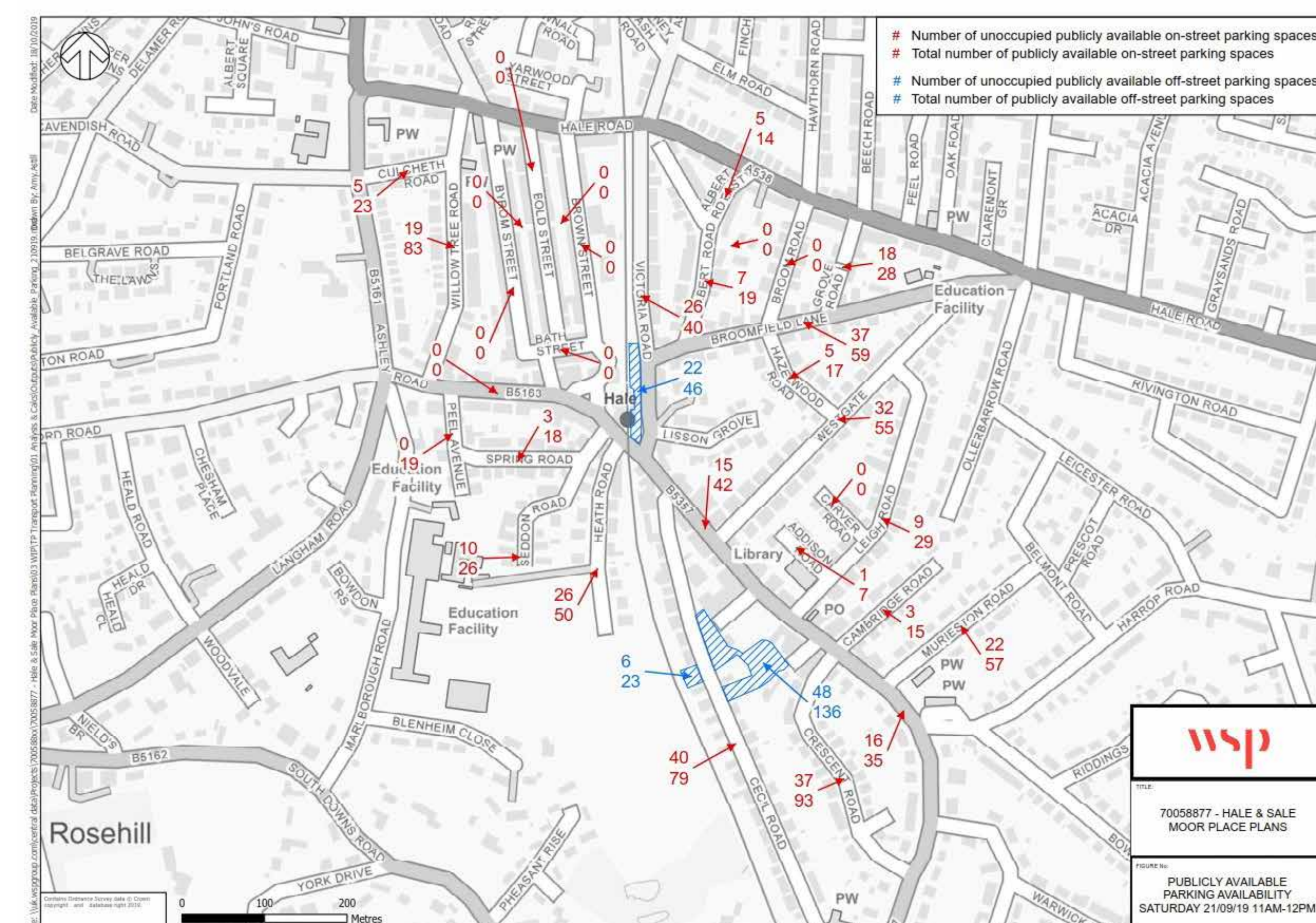


Figure 57: Publicly Available On-Street Parking Availability Saturday 21/09/19 (11am-12pm)

During the peak hour on Saturday 21st September (11am-12pm) there were 336 (42%) unoccupied publicly available on-street parking spaces. 472 (58%) of the publicly available on-street parking spaces were occupied.

76 spaces were available in off street car parks, 48 of which were in Cecil Road East and 22 of which were in Victoria Road.

Planning Policy Review

Planning Policy

The adopted Planning Policy for Trafford comprises the Trafford Core Strategy (CS) (January 2012), and relevant Saved Policies from the Revised Trafford Unitary Development Plan (UDP) (June 2006). Other material considerations of relevance:

- National Planning Policy Framework (“the Framework”);
- National Planning Practice Guidance (the PPG); and
- Trafford Supplementary Guidance and Documents.

Adopted Core Strategy

In line with the NPPF’s requirement for a settlement hierarchy, Hale is designated in the Trafford Local Plan (Core Strategy 2012) as a District Centre.

Within the district centre of Hale, Policy W2 of the Core strategy (2012) 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.

In addition to the above, the following policies are also of relevance:

- Policy L4 – ‘Transport and Accessibility’. The council will seek to support the modernisation and improvement of the existing highways and public transport in order to get the best use out of infrastructure already in place, promote integrated transport linkages, and improve accessibility, especially within disadvantaged neighbourhoods. In line with this the council aim to work to develop a network of pedestrian and cycle routes linking residential areas to leisure facilities, schools, and workplaces as well as improving public transport through improvements to bus networks along cross conurbation routes.
- Policy L7 – ‘Design and Landscaping’. Trafford council

requires development to achieve a high quality of design by taking into account matters of functionality, protecting amenity, security and accessibility. In relation to matters of design, development proposals must ensure they are appropriate to their context, make use of opportunities to improve the character and quality of an area and enhance the street scene or character of an area by addressing scale, density, height, massing, layout, elevation treatment, materials, hard and soft landscaping works and boundary treatments. The policy also requires development to make appropriate provision for open space.

- Policy R3 – ‘Green Infrastructure’ states that the council will work to develop an integrated network of high quality, multi-

functional green infrastructure to diversify the local economy, enhance facilities, improve health and wellbeing, and enhance cross-boundary connectivity. This includes incidental landscaping and street trees.

- Policy R1 – ‘Historic Environment’ states that all new development must take account of surrounding building styles, landscapes and historic distinctiveness and that developers must demonstrate how the development will complement and enhance the existing features of historic significance including their wider settings, in particular in relation to conservation areas, listed buildings and other identified heritage assets.
- SPD 5.11 Hale Station Conservation Area also applies. The Local Authority has a statutory duty to formulate and publish

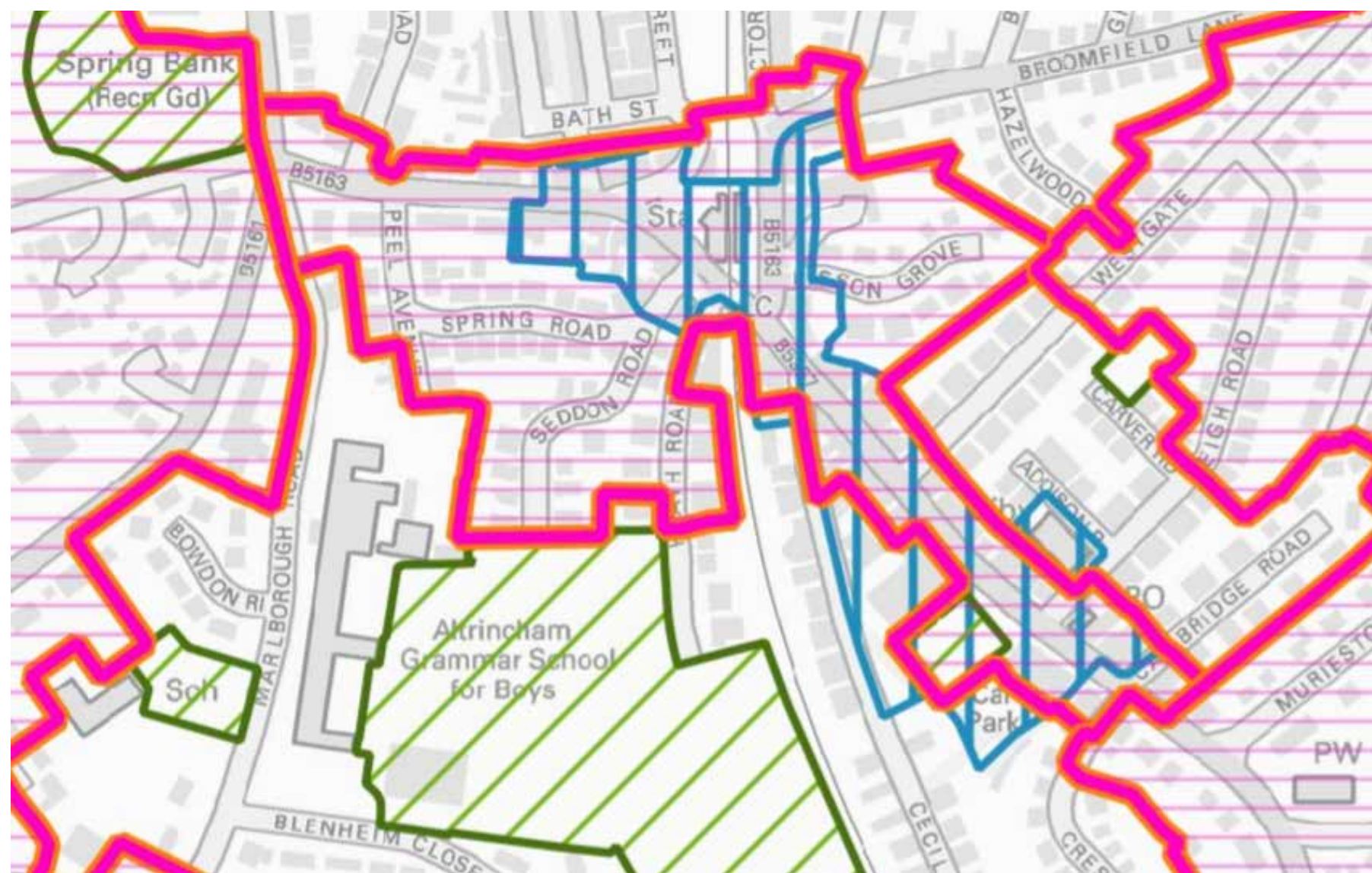


Figure 58: Hale district centre boundary as defined by the Trafford Local Plan

proposals for the preservation and enhancement of any parts of their area which are conservation areas, such as Hale Station. A clear definition of those elements which contribute to the special architectural or historic interest of a place enables the development of a robust policy framework for the future management of that area, against which applications can be considered.

Emerging Policy

Trafford Council is preparing a new Local Plan. A consultation on the Issues Paper was completed in September 2018.

Whilst a Land Allocations Plan was consulted on in 2014, this way delayed until progress on the GMSF was made. In light of the recent preparation of a new Local Plan, the Allocations Plan will be incorporated as appropriate and will not advance further.

As such, the council are now assessing sites submitted through the Local Plan Call for Sites exercise. The next step for the Emerging Local Plan is expected to be a Consultation on the first draft. This is in line with the previously stated timescales for the publication of a second draft of the GMSF however, a new timetable has been developed for another period of engagement into the new-year (2019-2020), with the publication of a second draft and subsequent public consultation now proposed for summer 2020. As such, there is potential for the development of Trafford’s New Local Plan to be further delayed awaiting progress of the GMSF.

The NPPF (2019)

Planning law requires that applications for planning permission be determined in accordance with the development plan2, unless material considerations indicate otherwise (Paragraph 2).

Local planning authorities should approach decisions on proposed development in a positive and creative way. They should use the full range of planning tools available, including brownfield registers and permission in principle, and work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area. Decision-makers at every level should

seek to approve applications for sustainable development where possible. (Paragraph 38).

Conservation Area

Hale Conservation Area

The extended Hale Station Conservation Area was adopted by the Council in July 2016, following its original designation by the Council on 14th August 1986. Conservation area designation recognises the unique quality of an area as a whole. It is not just the contribution of individual buildings and monuments, but also that of features such as topography, layout of roads, pathways, street furniture, open spaces, and hard and soft landscaping which assist in defining the character and appearance of an area. Conservation areas identify the familiar and cherished local scene that creates a sense of place, community, distinctiveness and environment. Few buildings remain from before the coming of the railway line; those that survive include the Station Master’s House (originally a farmhouse) and Ollerbarrow farm to the east of Ashley Road.

The Conservation Area Appraisal also acknowledges that the eclectic mix of signage relating to independent retailers, is a defining characteristic of the area; however, some is intrusive and inappropriate, although the upper floors have often survived relatively unchanged from their original design.

The Appraisal also states that the key landmarks within the Conservation Area are the listed buildings associated with Hale Station. Views west and east along Ashley Road and when crossing the railway line are significant. Other key buildings include the Cheshire Midland Hotel, the Millennium Clock Tower, the Bowling Green, the bank and restaurant on the corner of Ashley Road east of the station and the development on the corner of Victoria Road and Bloomfield Road.

South Hale Conservation Area

The South Hale Conservation Area adjoins the Station Conservation Area to the south east on Ashely Road. The South Hale Conservation Area was adopted by

the Council in March 2017. The existing South Hale Conservation Area is irregular in plan, stretching from Hale Road in the north to Carrwood in the South. It is largely residential in character but includes a number of larger detached community buildings; St Peter’s Church, St Peter’s Assembly Rooms, The First United Reform Church, The Trinity Hale United Reform Church and the Hale Conservative Club. The Hale Cemetery on Hale Road and the Assembly Rooms on Cecil Road are also included.

Planning Policy Summary

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. It will be important that the delivery and detail of this Place Plan forms a part of the emerging Local Plan, to re-emphasise the importance of the vision and objectives for Hale but to ensure that the aspirations are protected to help support the future of the village.

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.

In this regard, the National Town Centres and Retail Planning Practice Guidance provides additional guidance in respect of the formation of town centre strategies. Paragraph 004 states:

‘Any strategy should be based on evidence of the current state of town centres and the opportunities that exist to accommodate a range of suitable development and support their vitality and viability. Strategies can be used to establish:

- *the realistic role, function and hierarchy of town centres over the plan period. Given the uncertainty in forecasting long-term retail trends and consumer behaviour, this assessment may need to focus on a limited period (such as the next five years) but will also need to take the lifetime of the plan into account and be regularly*

- reviewed.
- the vision for the future of each town centre, including the most appropriate mix of uses to enhance overall vitality and viability.
- the ability of the town centre to accommodate the scale of assessed need for main town centre uses, and associated need for expansion, consolidation, restructuring or to enable new development or the redevelopment of under-utilised space. It can involve evaluating different policy options (for example expanding the market share of a particular centre) or the implications of wider policy such as infrastructure delivery and demographic or economic change.
- how existing land can be used more effectively – for example the scope to group particular uses such as retail, restaurant and leisure activities into hubs or for converting airspace above shops.
- opportunities for improvements to the accessibility and wider quality of town centre locations, including improvements to transport links in and around town centres and enhancement of the public realm (including spaces such as public squares, parks and gardens).
- what complementary strategies are necessary or appropriate to enhance the town centre and help deliver the vision for its future, and how these can be planned and delivered. For example, this may include consideration of how parking charges and enforcement can be made proportionate.
- the role that different stakeholders can play in delivering the vision. If appropriate, it can help establish the level of cross-boundary/strategic working or information sharing required between both public and private sector groups.
- appropriate policies to address environmental issues facing town centres, including opportunities to conserve and enhance the historic environment'

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. Policy W2 encourages a mix of uses to support its future success, with a range of active frontages and high quality design.

This 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.



Figure 59: Image of Ashley Road

Shopfront Analysis

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 contrasts 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 fascias and signage in bright colours negatively impact on the streetscape

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

Figure 60: Shopfront Analysis



The Vision and Objectives

05

5. 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 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.'

The Vision represents the views of the project team in consultation with the views of the local community, traders and stakeholders. It is believed this vision will help to deliver Hale as a vibrant village centre, to the benefit of residents, traders and visitors

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 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
- To provide units and space to accommodate informal community events

Movement

- To support the improvement of accessibility to and within the centre for pedestrians and cyclists and to encourage sustainable means of transport and to move away from a reliance on travel by car
- To ensure that the level of car parking remains at a consistent level to meet the identified needs in the village
- To reduce the dominance of traffic, whilst maintaining appropriate vehicle access and movement, through the inclusion of shared surfaces, key gateway entrances into the village and an increase of outdoor seating areas for operators

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 use high quality, sustainable design to ensure operators have the optimal space required to viably operate within the village
- To encourage the adoption of a detailed 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.
- 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' from which informal events can be held.

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.

Support Sustainability

New developments and improvements to the accessibility and movement of the centre should seek to raise the environmental performance of buildings through the incorporation of high quality designs that encourage behavioural changes with regard to energy use and conservation.

In order to achieve a sustainable town 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 car
- Improve the overall safety in the centre for both pedestrians and cyclists, through the inclusion of shared surfaces

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.

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

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 shared surfaces
- 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

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. It is vital that the centre appeals to the whole of the catchment including families, young professionals, students, school children (of all ages), the older generation and so on.

In creating a sense of place, the village plan needs to take account of:

- The distinctive village streetscape and urban design
- Natural features such as soft landscaping and trees
- Locally distinctive buildings
- 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:

- 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 and slowing down 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 and feel comfortable interacting with strangers), 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.



Figure 61: Image of Ashley Road

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 cafes, 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
- 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
- The calming of the traffic flow throughout the centre, through the provision of informal crossings and shared surfaces
- The rationalisation of the design of shopfronts in the centre, through the adoption of a 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





Spatial Framework

06



Figure 62: Spatial Framework

WSP – Movement and Highways

Headline: There are opportunities to reorganise parking to make better use of key potential community spaces

Key findings:

- 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 pedestrians and cyclists and impacts on the achievable quality of the public realm along Ashley Road.
- Off-street parking appears less well used at certain times of day, but charges act as a deterrent to use.
- Facilities for cyclists are lacking, both cycle parking and cycle lanes or other infrastructure, and as a result cycle use is relatively low.
- 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, in conjunction with possible speed limit reduction
- Review on-street parking provision considering residents and business as well as pedestrian and cyclist safety, and consider some localised relocations.
- 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 re-siting 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

Buttress - Urban Design

Headline: There are opportunities to enhance the public spaces, create a design guide for shop frontages, and linking spaces to allow easier vehicular and pedestrian movement.

Key Findings:

- Hospitality and service based businesses are found to be the most prolific 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 open up frontages onto the bowling green and improve the area as a community space
- Opportunities to improve pedestrian routes through the village centre
- There are buildings with poor rear facades 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.

Gillespies - Public Open Space

Headline: Hale needs to address access and movement to enhance the streetscape.

Key findings:

- 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 create a connected village circuit
- To alter road surfacing throughout the village to improve pedestrian and cycle accessibility and slow down 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

07

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 pedestrians and cyclists greater priority with a street design that slows down vehicle speeds and encourage people to move between the two sides of the street;
- 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 anywhere else locally.

A VILLAGE IN THE CITY

Hale has 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;
- Improve village car parks with enhanced surfaces, planting and trees. Explore opportunities to close on a temporary basis to allow for their use as village squares and informal event spaces;
- 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.



Figure 63: Precedent Image

A SENSE OF PLACE

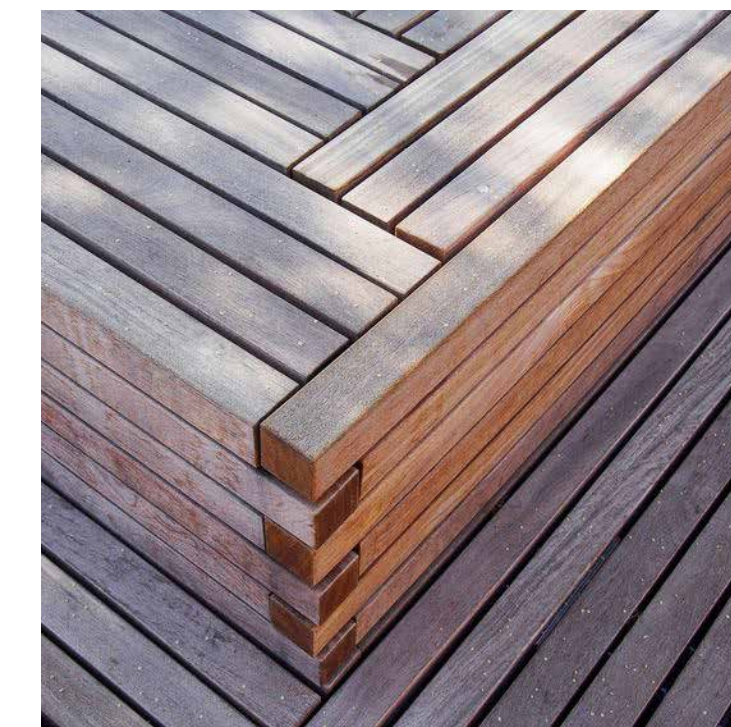
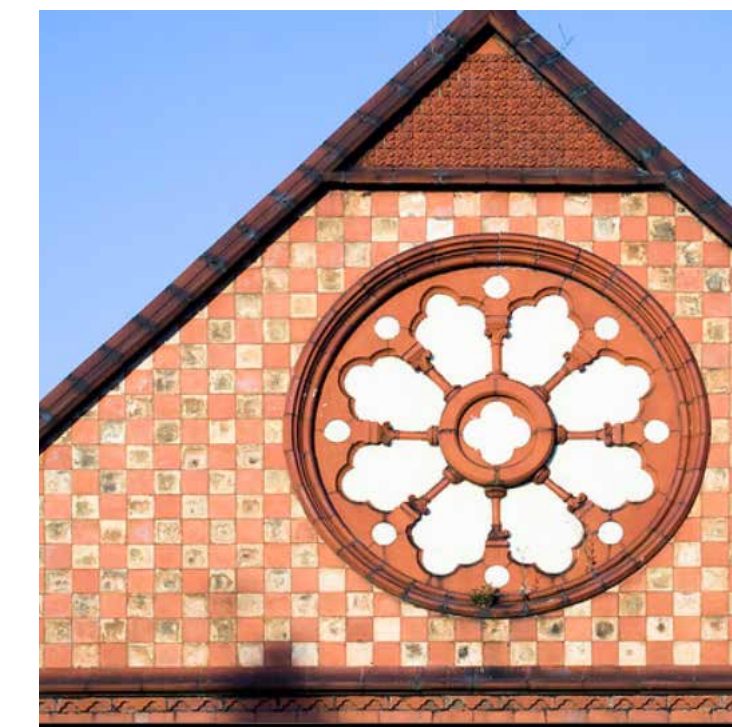


Figure 64: Precedent Images

HALE MATERIALS & DETAILS

The Public Realm Strategy will be achieved through the following:

HARD SURFACES

- 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.
- 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.

STREET FURNITURE, WALLS & LIGHTING

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

- 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.

- 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.

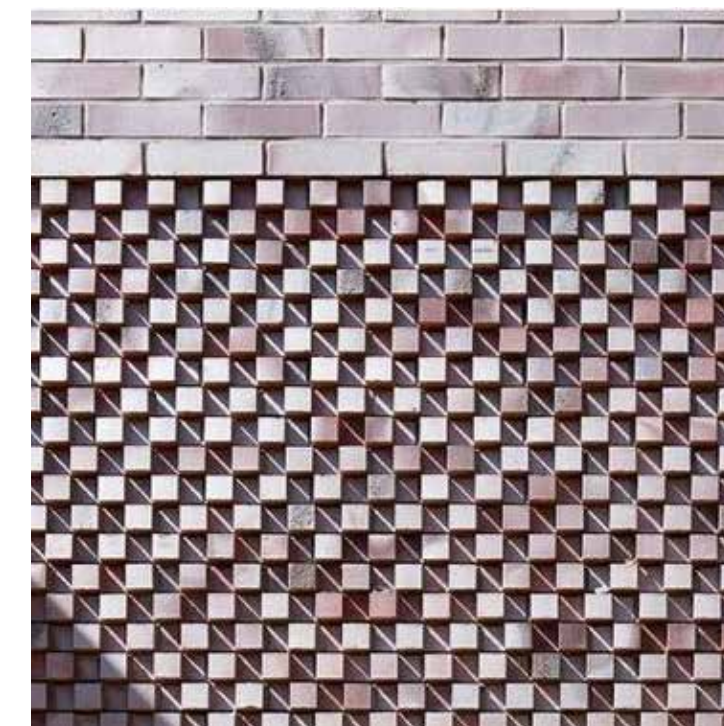


Figure 65: Precedent Images

Figure 66: Precedent Images

HALE ASHLEY ROAD

ASHLEY ROAD

KEY PROPOSALS

Traffic & Transport

- Retain existing on street parking;
- 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 and informal road crossings;
- Reduce traffic speeds to 20mph by defining village entrances and providing raised crossings at regular intervals;
- Ensure the village is safe for both pedestrians and cyclists through the reduction in traffic speed and introduction of areas of shared surfaces, mindful of the 'Streets For All' Strategy;
- Remove the existing controlled crossing freeing up space for additional parking;
- Retain bus stop locations;
- Cycle hub parking at key locations throughout the village.

Public Realm

- Screen traffic with planters and trees to create more attractive cafe spill out space;
- 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 and increase the level of parking for commuters;
- Improve pedestrian crossing of Ashley Road and side road junctions;
- Improve quality and consistency of footways with new frontage to kerb paving;
- Introduce new areas of cycle parking throughout the village;
- Paved parking bays to create the illusion of wider footways.

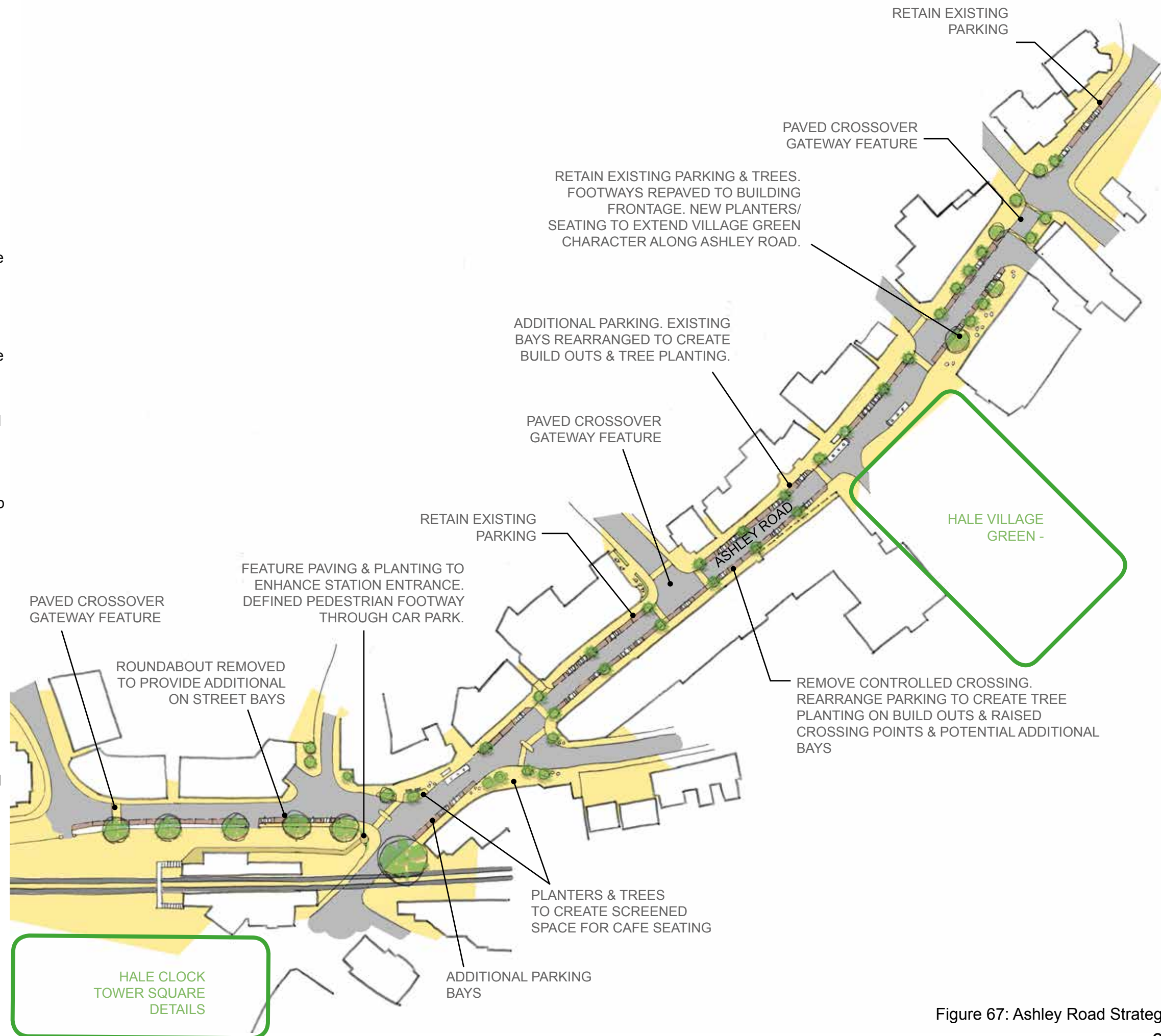


Figure 67: Ashley Road Strategy

PRECEDENTS



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

Figure 68: Precedent Images

Development Opportunity

Hale Bowling Green - Development Opportunity

The urban form at the centre of Hale, around the Bowling green, is dominated by the Britannia hotel and the associated car parking surrounding the green.

The Britannia hotel is a 4 storey brick building, with a retail unit at ground floor which currently contains a coffee shop. There is a canopy that runs the length of the façade with a step back at second floor. A 2-storey rectangular brick block then projects perpendicular to Ashley road.

The building is brick clad with concrete exposed banding at the base and head of the projecting element. This is where the rooms to the hotel are contained.

There are projecting bays in brickwork along the façade toward the bowling green, however the gable to Ashley road is blank. The building at the higher level does not have a positive integration with the street.

The ground floor is dark, and the building generally has a dark brown brick which is uninspiring. The building appears enclosed on the upper floors and therefore there is a lack of vitality.

To Cecil Road there is a stair core and entrance, but again the building makes no effort to address the street scene or make a positive contribution.

Options have been prepared that maintain parking but seek to create suitable scene setting for the bowling green and Cecil Road.

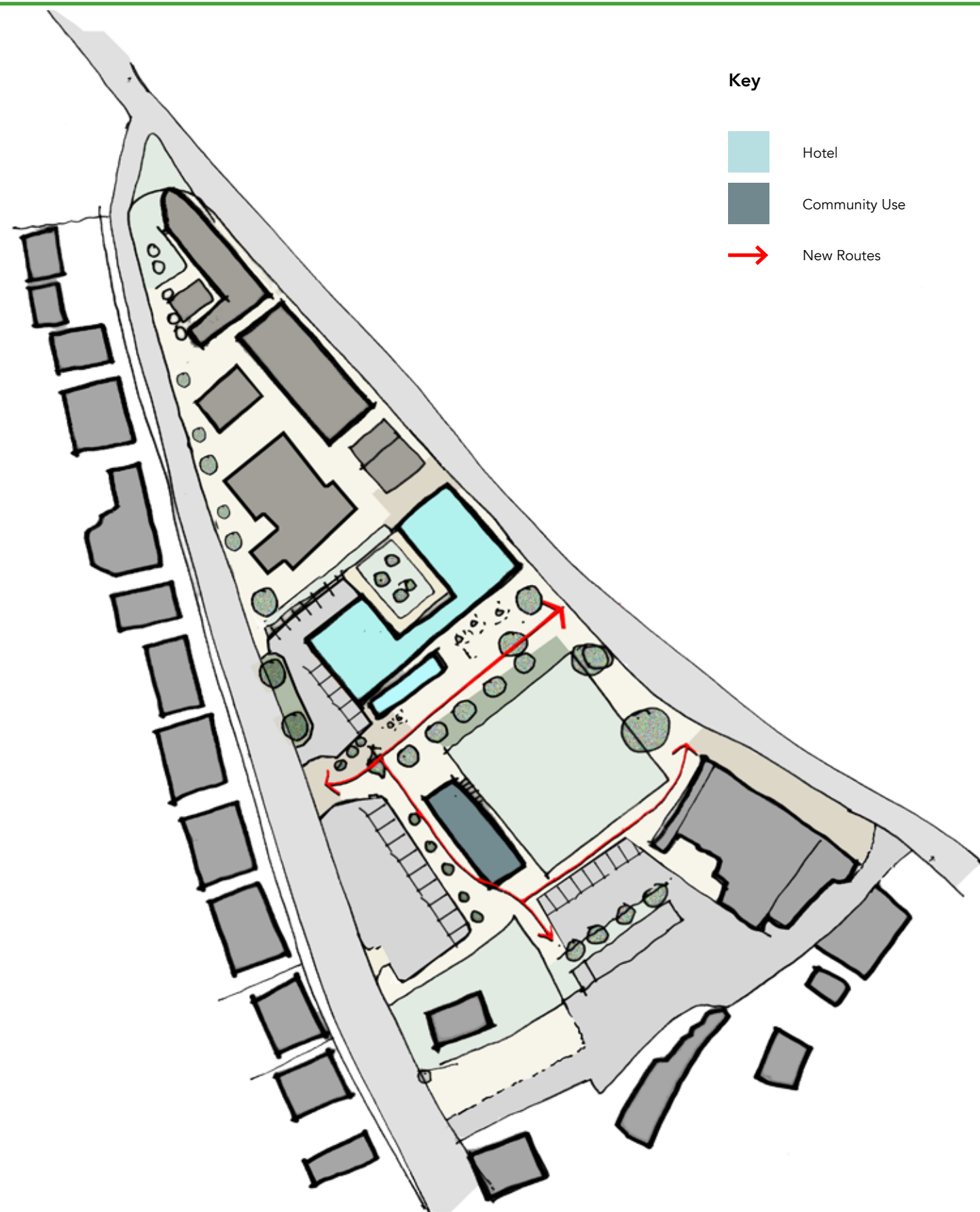
Proposals

The proposals seek to do the following

- Rationalise public space around the bowling green and create pedestrian and cycle friendly route around the green
- Improve hotel frontages
- Upgrade frontage to bowling green, legible entrance and recladding to base.

Pop up retail units or community uses building could be placed by the green to screen the car parking to Crown passages.

A new configuration and landscape treatment to crown passages to facilitate event space, new lighting.



Key

- Hotel
- Community Use
- New Routes

Figure 69: Development Opportunity



KEY

1. Upgraded hotel frontage
2. New proposed community building (library, bowling club and community space)
3. Retained car parking but realigned and upgraded to make the most efficient use of the space

Figure 70: Development Opportunity

HALE VILLAGE GREEN - OPTION 1

OPTION 1: DIVERSIFY VILLAGE GREEN EDGES

KEY PROPOSALS

Traffic & Transport

- Existing controlled crossing removed;
- At grade, paved uncontrolled crossings to enhance pedestrian and cyclist connections across Ashley road;
- Bus lay-by and parking bays resurfaced to create illusion of wider footways;
- Paved shared surface to extend outdoor seating terrace and plaza from the Britannia Hotel to the Village Green.

Public Realm

- Poor quality tree specimens removed and existing hedge trimmed back to open up views to the Village Green;
- Additional tree planting and seating to Ashley Road;
- 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 / small outdoor games to encourage community activity;
- Opportunity to animate the edges with space for cafe seating overlooking the green;
- New high quality paving, seating and lighting.

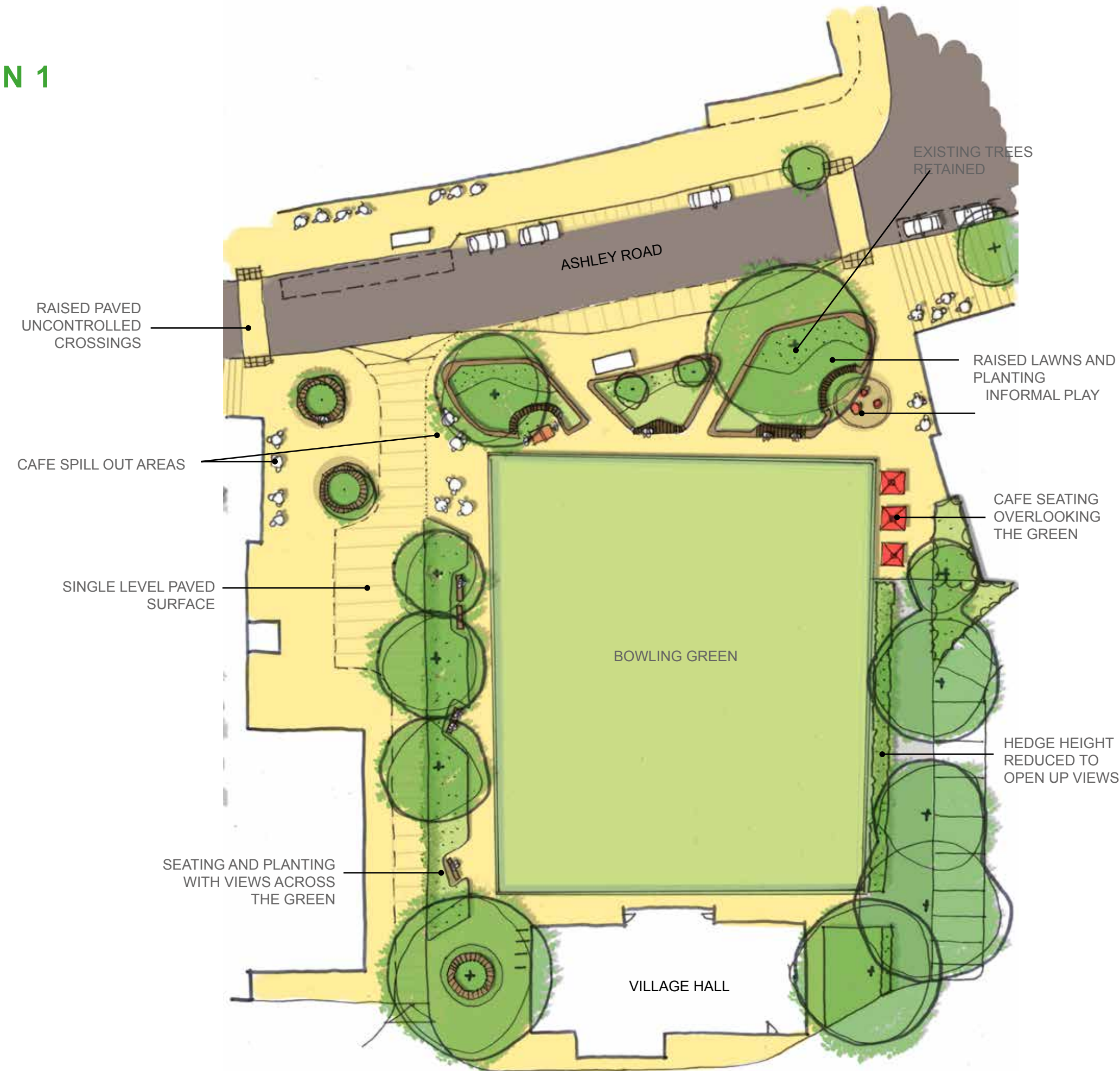
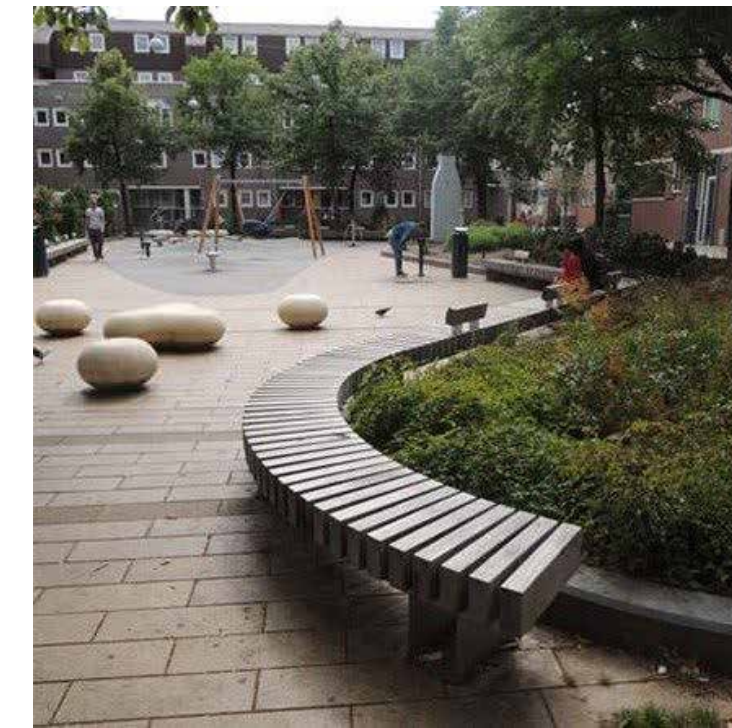


Figure 71: Development Opportunity at Hale Bowling Green

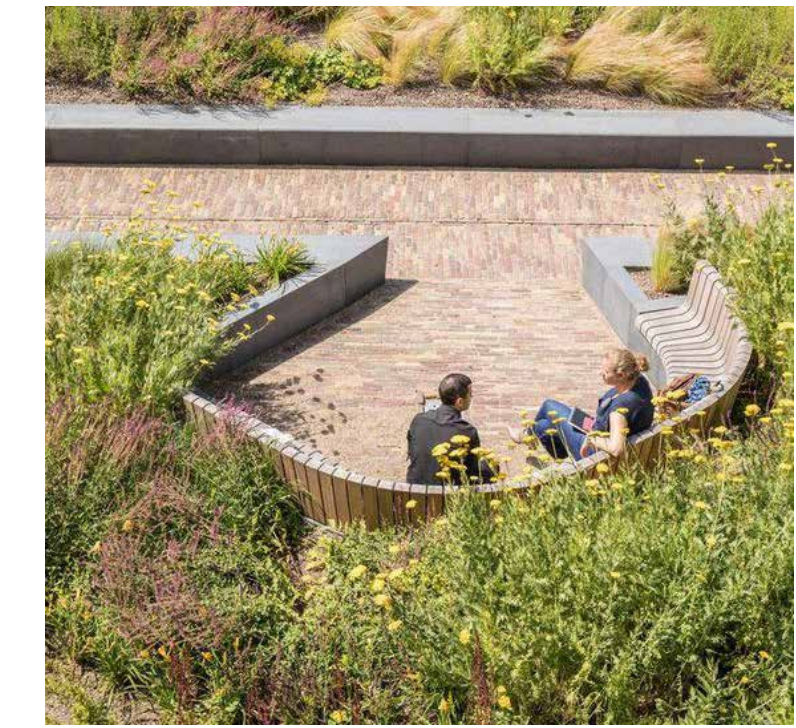
PRECEDENTS



CURVED BENCHES & ORNAMENTAL PLANTING



INFORMAL PLAY & SENSORY PLANTING



SEATING NOOKS



MATURE TREES SET IN LAWNS



SITTING WALLS OVERLOOKING THE GREEN



STREET SPORTS

Figure 72: Precedent Images

HALE VILLAGE GREEN - OPTION 2

OPTION 2: MAXIMISE COMMUNITY USE

KEY PROPOSALS

Traffic & Transport

- Existing controlled crossing removed;
- Shared surfaces introduced to slow down traffic and encourage cycle movement. New cycle parking introduced;
- Bus lay-by, parking bays and road raised and resurfaced to extend Village Green character across Ashley Road;
- Paved shared surface 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;
- 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;
- New synthetic grass bowling green to allow for alternate seasonal uses for the wider community - ice-skating / funfair, market, summer games.

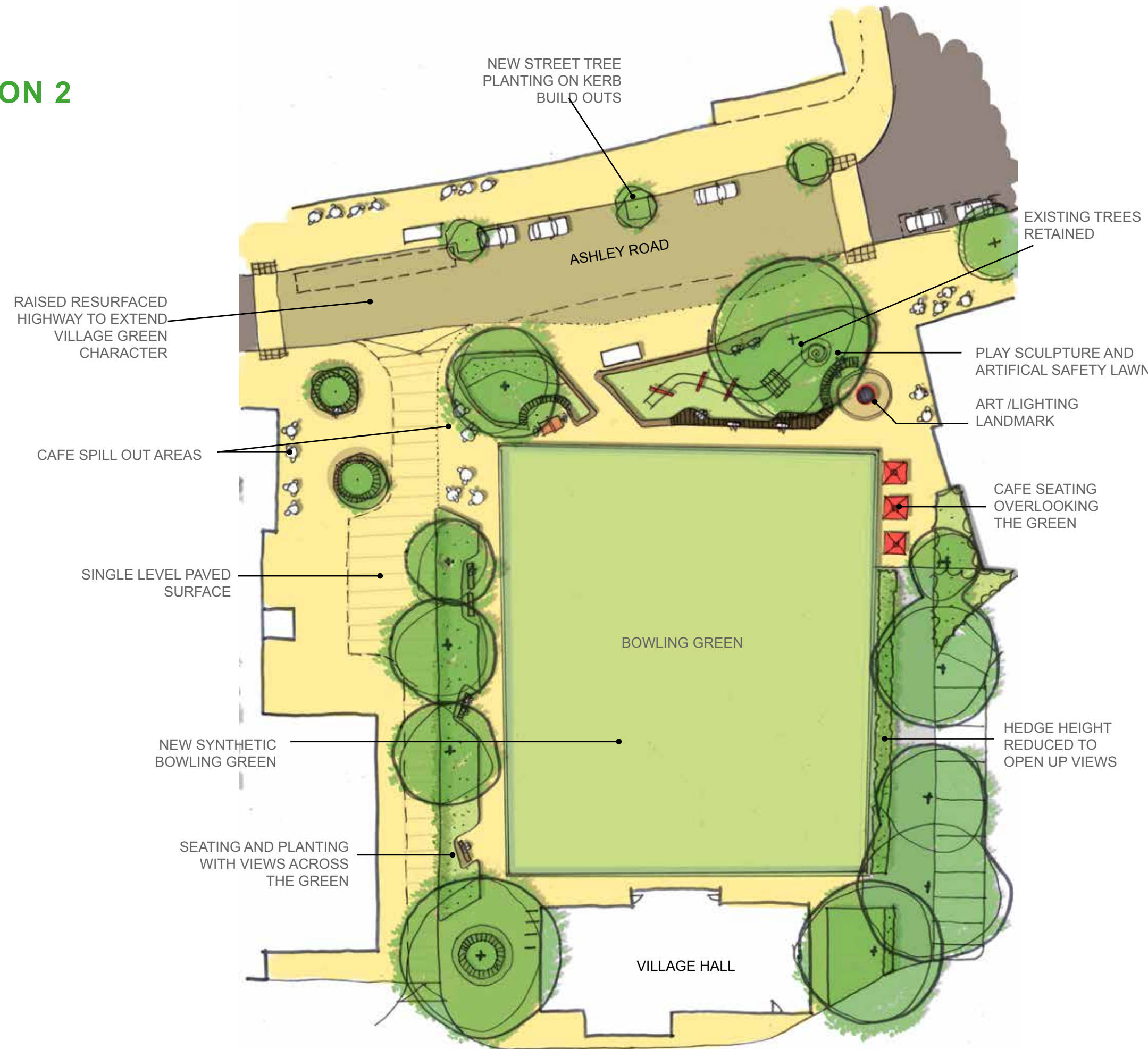


Figure 73: Development Opportunity at Hale Bowling Green

PRECEDENTS



PLAY SCULPTURE



ARTIFICIAL BOWLING GREEN WITH SEATS AROUND



ART / LIGHT LANDMARK



TEMPORARY EVENT SPACE - ICE RINK / SUMMER GAMES



COMMUNITY GATHERING SPACE / ARTWORK & HISTORIC INTERPRETATION

Figure 74: Precedent Images

HALE CLOCK TOWER SQUARE - OPTION 1

OPTION 1: VILLAGE SQUARE

KEY PROPOSALS

Traffic & Transport

- Retain residents parking;
- Relocate on street parking around the clock tower and a small number of on street bays to facilitate tree planting and footway widening (but retain the number across the village as a whole);
- 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;
- Shared surfaces introduced to slow down traffic and encourage cycle movement. New cycle parking introduced as part of a cycle parking hub for commuters and visitors to Hale;
- 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 square with the clock tower at it's heart;
- Ornamental planting and low walls to enclose square activity and screen residential properties;
- Space for small community events, 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 relocated and its setting improved.

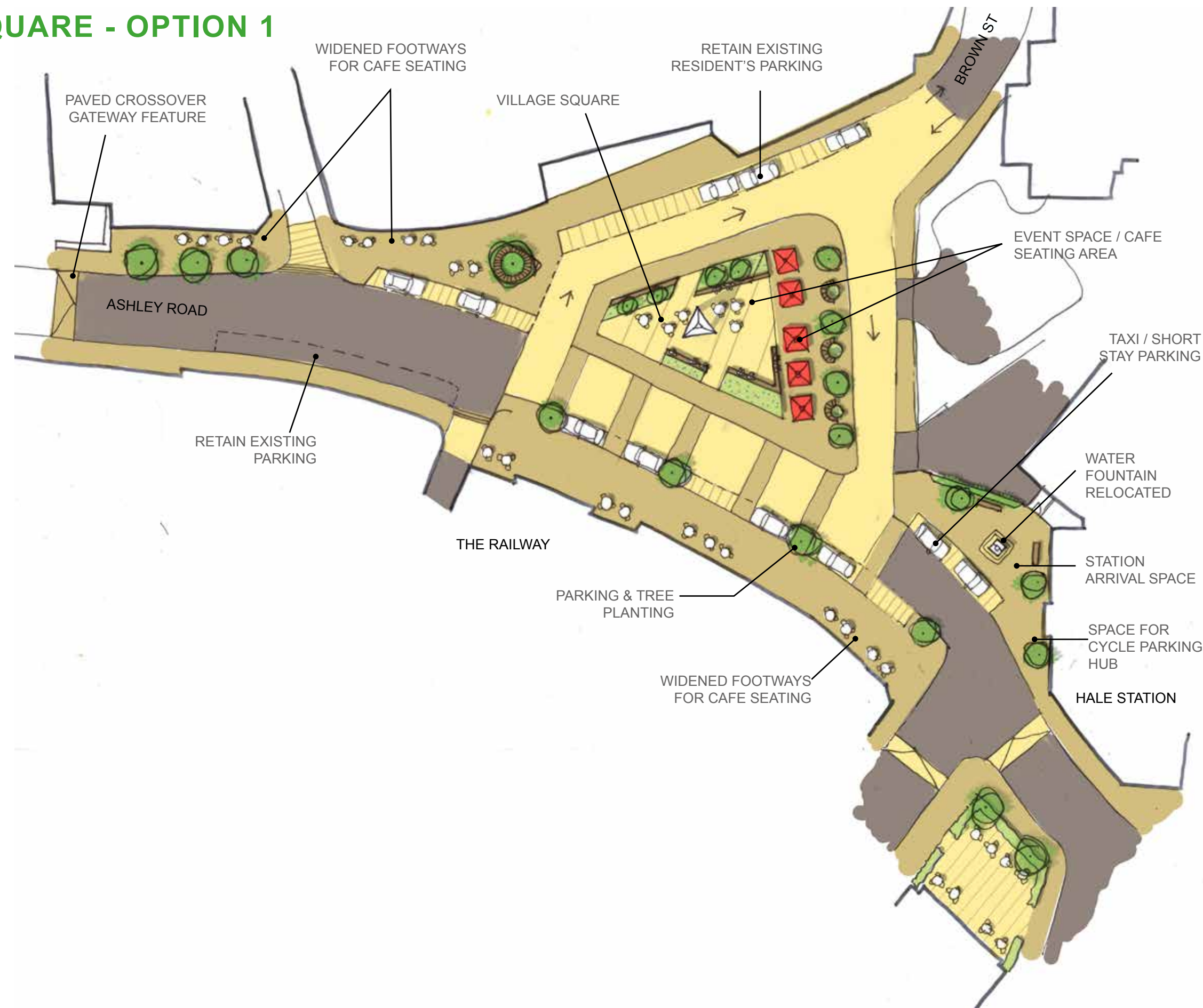


Figure 75: Development Opportunity at the Clock Tower

PRECEDENTS



TRAFFIC CALMED GATEWAY SQUARE



SEATING & TREE PLANTING



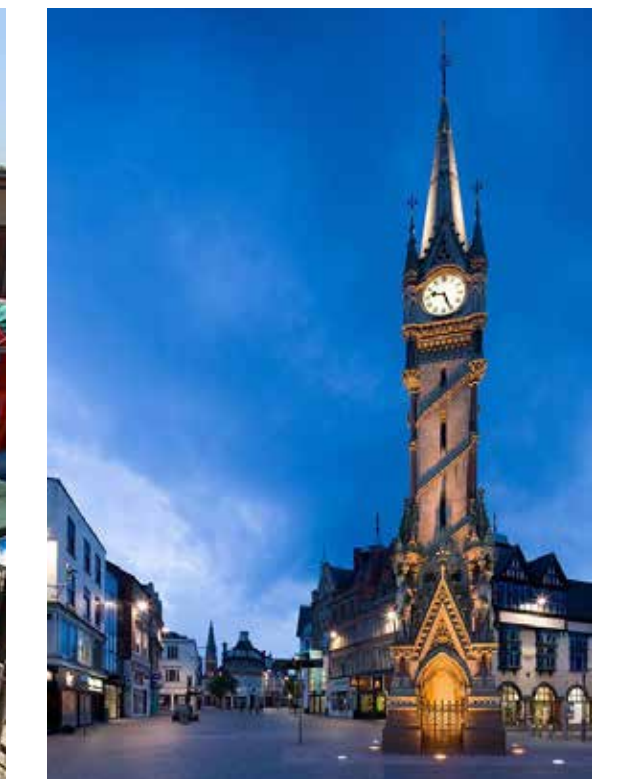
TEMPORARY EVENTS SPACE - XMAS TREE / MARKET /



HALE IN BLOOM PLANTING & WALLS FOR SCREENING



COMMUNITY GATHERING



FEATURE LIGHTING OF CLOCK TOWER
Figure 76: Precedent Images

HALE CLOCK TOWER SQUARE - OPTION 2

OPTION 2: VILLAGE SQUARE - GARDEN

KEY PROPOSALS

Traffic & Transport

- Retain residents parking;
- Relocate on street parking around the clock tower and a small number of on street bays to facilitate tree planting and footway widening (but retain the number of on-street parking across the village as a whole);
- One way traffic around the square creates space for people and retains access to properties;
- Shared surfaces introduced to slow down traffic and encourage cycle movement. New cycle parking introduced as part of a cycle parking hub for commuters and visitors to Hale;
- 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 relocated and setting improved.



Figure 77: Development Opportunity at the Clock Tower

PRECEDENTS



TRAFFIC CALMED PAVED SQUARE WITH STREET TREE PLANTING



SEATING & TREE PLANTING



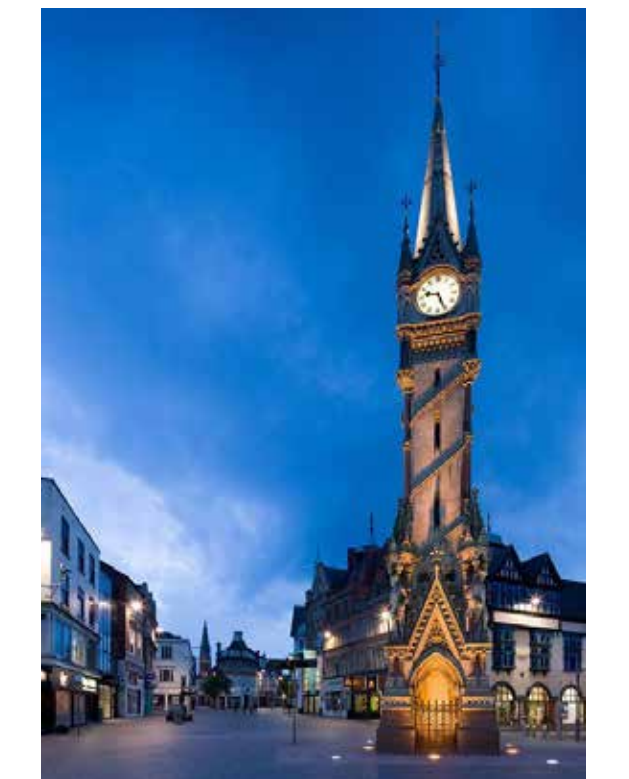
AMBIENT TREE LIGHTING



HALE IN BLOOM PLANTING & WALLS FOR SEATING



LAWNS & SEATING WITH PATHS THROUGH



FEATURE LIGHTING OF CLOCK TOWER

Figure 78: Precedent Images



Movement Strategy

08

HALE VILLAGE GREEN - MOVEMENT STRATEGY - EXISTING

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.

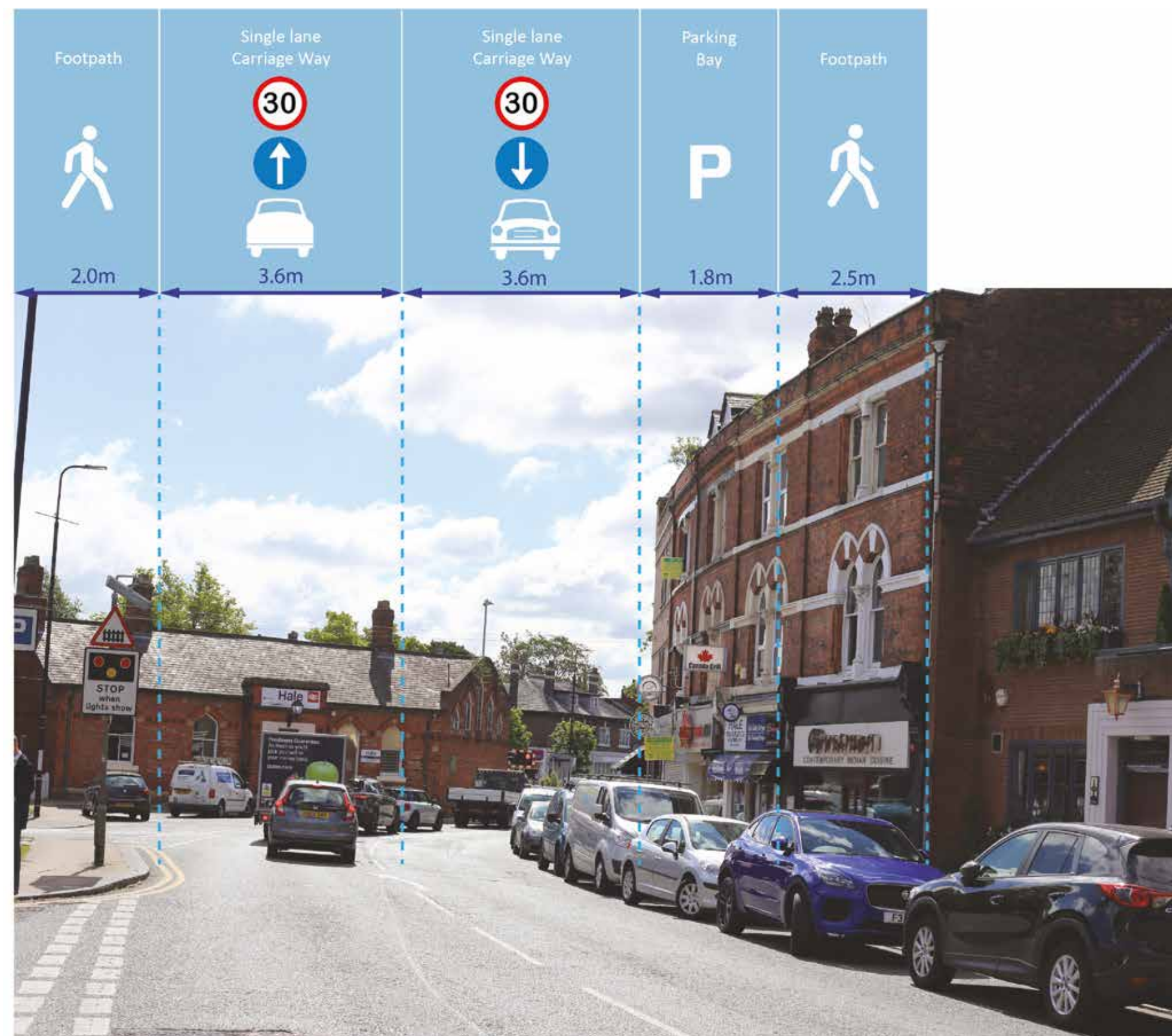


Figure 79: Hale Clock Tower Existing Movement

HALE VILLAGE GREEN - MOVEMENT STRATEGY - PROPOSED

PROPOSED

Traffic & Transport

- Retain existing vehicle movement;
- Reduce speed to 20mph through raised speed table, change of surface and carriageway narrowing;
- Retain on street parking;
- Widen footways.

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.

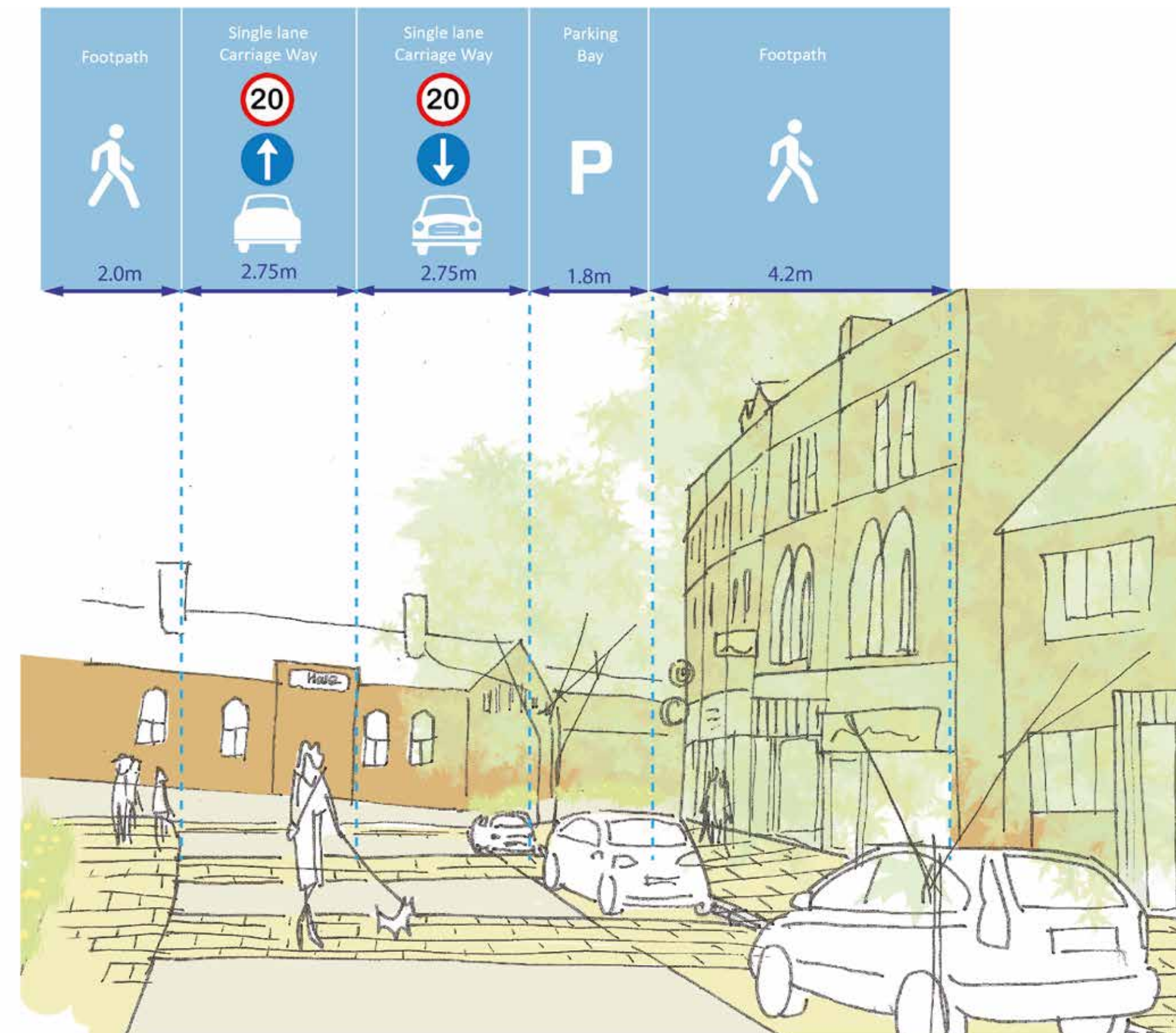


Figure 80: Hale Clock Tower Proposed Movement

HALE ASHLEY ROAD - MOVEMENT STRATEGY - EXISTING

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.



Figure 79: Hale Clock Tower Existing Movement

HALE ASHLEY ROAD - MOVEMENT STRATEGY - PROPOSED

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;
- Shared paved surface crossings gives pedestrians priority and ease movement across Ashley Road.

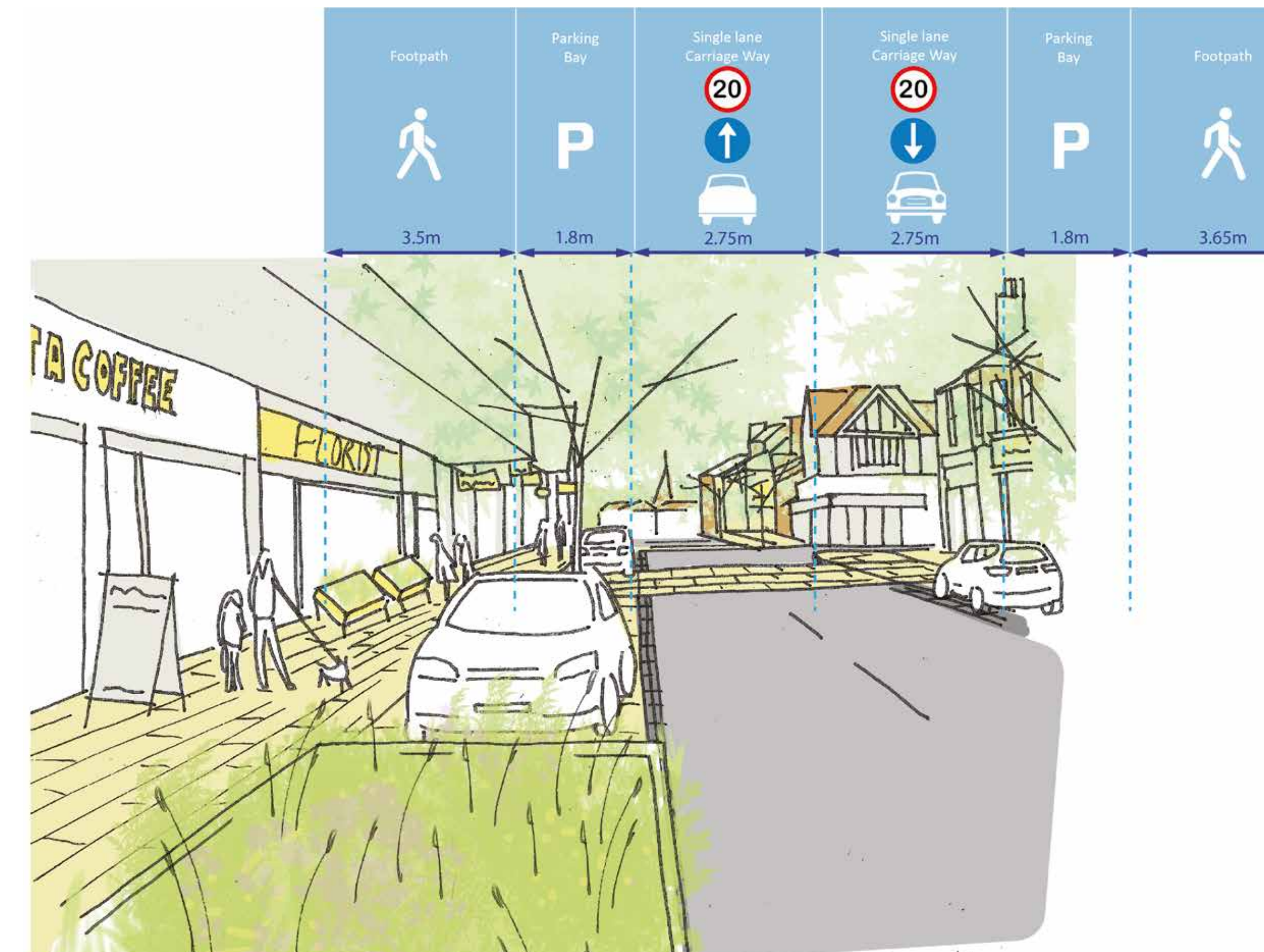


Figure 80: Hale Clock Tower Proposed Movement



Shopfront Strategy

09

Shopfront restoration and design codes have transformed high streets across the country. A good example of this renewal is in Derby, where many shopfronts were upgraded over an 8 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%.



Large fascia covering the original transome 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.



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 design guide, particularly regarding to the proportion of fascias and signage.

example shopfront



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

All window clutter removed and mullions painted in the same colour as the other shop front elements.



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 shop front height. Wherever possible the original fascia dimensions should be used.

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

The size of the fascia must be in proportion to the rest of the shopfront and the whole building. Fascias should be a maximum of one fifth the height of the shop front.

The fascia should form an integral part of the overall design within the shopfront, rather than be a separate board superimposed without regard to the overall design.

A fascia should not extend beyond the shopfront surround, which is usually determined by the pilasters on each side. A fascia should not stretch uninterrupted across more than one building.

Fascias should not obscure the existing architectural elements.

The top of a fascia should be positioned well below the sill of the first floor windows.

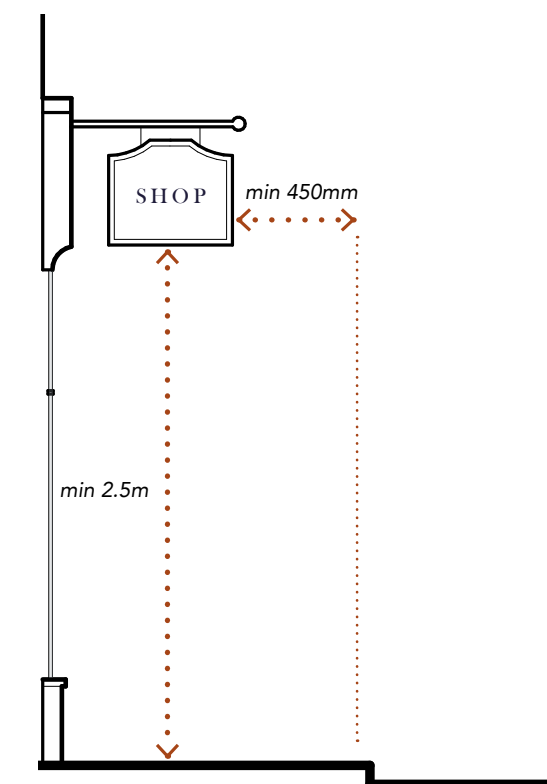


A good example of fascia proportion and signage in Hale.



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

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 & 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 shop front;

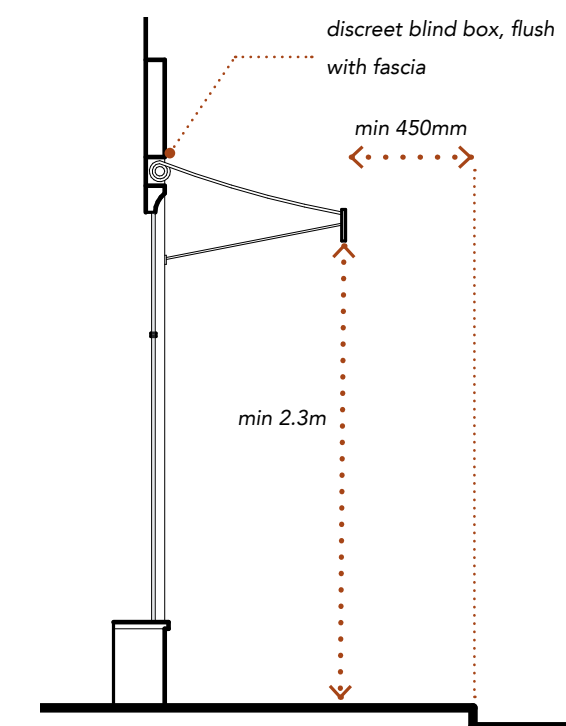
Projected signs should be in line with the fascia panel, and not above first floor sill level.

Signs to co-ordinate with the proposed colour scheme and typeface of the overall shopfront design code;

Maximum size should be 600 x 400mm, but a smaller 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, complimenting the architectural heritage of the floors above.



The colour scheme used for each shop front should compliment the colours of upper building and other buildings in the street. Darker or muted tones are preferred, avoiding the use of bright, garish colours. Many of the successful shop fronts 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.

Option 1 - Based on existing successful colours present in the area's architecture and shop fronts



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.

Option 2 - Colours inspired by an Arts and Crafts colour palette.





Action Plan

10

10. Action Plan

This Action Plan has been prepared by the project team in partnership with the local authority 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 highways system through the inclusion of additional shared surfaces and wider overall safety of the village for pedestrians and cyclists (and the slowing down of traffic) 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.

Branding and promotion should also form part of the overall strategy, as should ongoing work with the local resident and business communities. The approach to branding will require some thought and will need to be developed and 'owned' by the key stakeholders if it is to be effective and sustained.

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 to 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.

Hale Action Plan

Project / Issue	Actions	Outcome/Objectives	Key Delivery Partner	Estimated Timescales
Consult on on the draft Village Place Plan and Action Plan	Trafford Council in consultation with key stakeholders to finalise the Village Place Plan	<ul style="list-style-type: none"> • To extend engagement around Hale village centre • To finalise a village place plan to enable and encourage additional village centre investment and regeneration 	Trafford Council Nexus Planning Stakeholders	Short 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 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
Promotion and branding	Creating a branding and promotion strategy for the village	<ul style="list-style-type: none"> • To engage with the local stakeholders through a consultation exercise to develop a new brand for the village centre • To establish new forms of social media/marketing for the village 	Trafford Council Local stakeholders	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

