## Stretford's Regeneration A Vision for a Vibrant Future

### Welcome to the Stretford Town Centre **Regeneration Consultation**

Welcome to our consultation on the next stage of the Stretford town centre Masterplan. Today, we're sharing updated proposals for Plot 2A and we'd love to hear what you think.

Plot 2 A is at the heart of the site. Your feedback will help shape how this part of the town develops.

#### Purpose of Consultation:

Whether you're joining us in person or online, this consultation is your chance to explore the next stage of the masterplan and view the latest designs for Plot 2A, which includes the residential development and public park. Your feedback matters, please take a look, ask questions, and tell us what you think.

The key components of this consultation relate to:

- Non-material amendment to the building massing. This is a small change to the size/shape of the buildings.
- Reserved Matters Application for Plot 2A. This is the stage where the detailed design for Plot 2A is submitted for planning approval.

The outline permission has already been granted, but this step covers the specifics e.g. appearance, layout, landscaping and access.

#### **Joint Venture Partners**

This ambitious regeneration is a collaborative effort between Bruntwood and Trafford Council. As a Joint venture, we are deeply committed to delivering a masterplan that reflects the aspirations of Stretford, creating a lasting positive impact for all.



#### Vision & Objectives

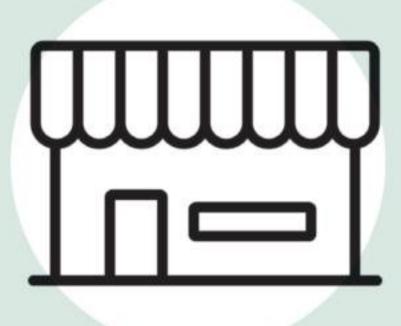
Our vision for Stretford is to create a thriving, sustainable, and inclusive town centre where people love to live, work, and socialise. The Stretford Town Centre Masterplan is designed

#### 1. Enhance Public Realm



Create beautiful, inviting public spaces for everyone to enjoy.

#### 2. Diverse Retail & Leisure



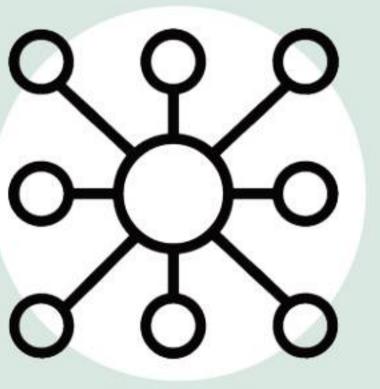
Introduce an eclectic mix of shops, cafes and

#### 3. New Homes

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#### 4. Improved Connectivity



Enhance pedestrian and cycle routes, better connecting the town

5. Green Spaces

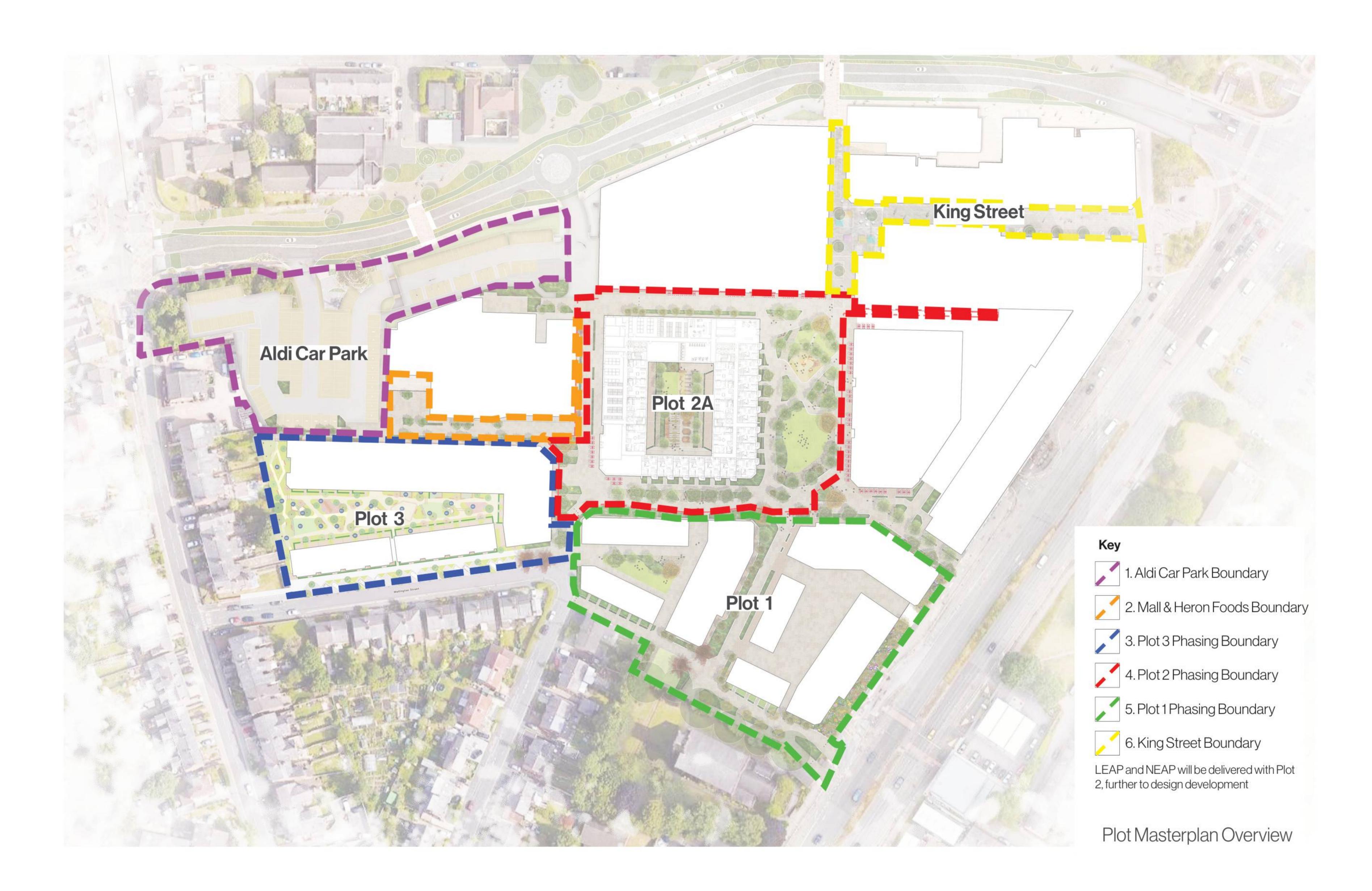
Integrate more green spaces, promoting wellbeing and biodiversity.





## The Stretford Town Centre Masterplan

## Context & Progress



#### Where we are:

## A Snapshot of the Regeneration Journey So Far

The Stretford town centre Masterplan is a comprehensive vision to revitalise the heart of Stretford. Our aim is to transform the area into a vibrant town centre, building on its rich history while embracing a sustainable future. This map illustrates the overall masterplan area, highlighting the various plots of development.

We are very proud of the significant progress already made across the masterplan area and we look forward to continuing this success. Here's a quick overview of the current status of key elements.

We are committed to transparent progress and will continue to update the community as each phase moves forward.

#### Demolition

Status: Completed in select areas.

Purpose: Making way for new, modern developments that will enhance the town centre.

### Summary Update on Plots



#### **King Street**

Status: Completed.

Purpose: The historic King Street and Pinnington Lane have been restored and a brand new public square has been created - Sir Tony Lloyd Square.



#### Aldi Car Park

Status: Reconfiguration Approved.

Purpose: Ensuring convenient access for shoppers.



#### Kingsway

Status: Completed.

Purpose: Reintroducing streetscapes and improving connectivity.



#### Plot 3

Status: Application being prepared by third Party

Entails: Further residential and mixeduse development, enhancing the overall vibrancy.



#### Plot 2

Status: Plot 2 to be divided into Plot 2A and 2B. This consultation relates to Plot 2A, whilst Plot 2B will be brought forward as part of a future application.

Entails: Continued development of residential and commercial units, creating new public spaces.



#### Plot 1

Status: Forthcoming future phase.

Entails: Continued development of residential and commercial units, creating new public spaces..







## Adapting the Masterplan Proposed Masterplan Amendments

## Refining Our Plans: Responding to Needs and Opportunities Summary of Approved 2023 Masterplan

The Stretford Town Centre Masterplan, approved in April 2023, set out a long-term plan to regenerate the area. It granted permission to remove specific buildings and outlined where new ones could go, including their general height and size.

The plan includes:

- 13,000 sqm of shops, workspaces and leisure
- 2,400 sqm of community space
- up to 2,800 sqm for pubs or similar uses
- up to 800 new homes on the Stretford Mall site and Lacy Street, offering a mix of 1-4 bedrooms

It also proposes major improvements to King Street, upgrading buildings, adapting the multi-storey car park and creating better public spaces.

These approvals form the basis for the updated proposals we're sharing today.

### **Evolving the Vision**

Our commitment to Stretford means continuously seeking to improve and adapt our plans to best meet the community's needs and current best practices. Following ongoing design refinement, we are proposing small amendments to the masterplan, specifically to allow for the delivery of Plot 2A.

These adjustments are driven by the need to improve internal configuration of the buildings and the design quality of residential homes. This has resulted in the redistribution of mass to Plot 2A to deliver more efficient buildings that are designed with an awareness of their architectural shape and form.

We have carefully considered the massing of these elements from a human level, ensuring they integrate seamlessly into the townscape.

### Affordable Housing

A core principle of the masterplan to deliver policy-compliant affordable homes (25% of overall provision). As part of taking a masterplan approach, the Joint Venture is committed to deliver affordable housing in Plot 2B, with details to come forward as part of future proposals.



## Impact Assessment

These proposed changes are non-material in nature they have been reviewed against the masterplan, they represent the following:

#### No Change to the Proposed Building Heights:

The proposed height remains unchanged compared to the approved outline masterplan, traffic disruption, or different periods of impact however, the blocks have been redistributed within for local residents or businesses than originally the plot.

## Small Change to the Approved Building Shape

The building shape has changed slightly, but the height stays within the limits already approved.

#### No Change to Overall Number of Homes:

The change does not alter the total number of units, the mix of Uses, or the final appearance of the development.

#### No change to the conclusions of the Visual Impact:

We've made small adjustments to the building's height distribution, but its overall look and character remain the same. These changes won't noticeably affect views or the environment.

#### No Increased Disruption:

The change does not result in increased noise/ anticipated and assessed.

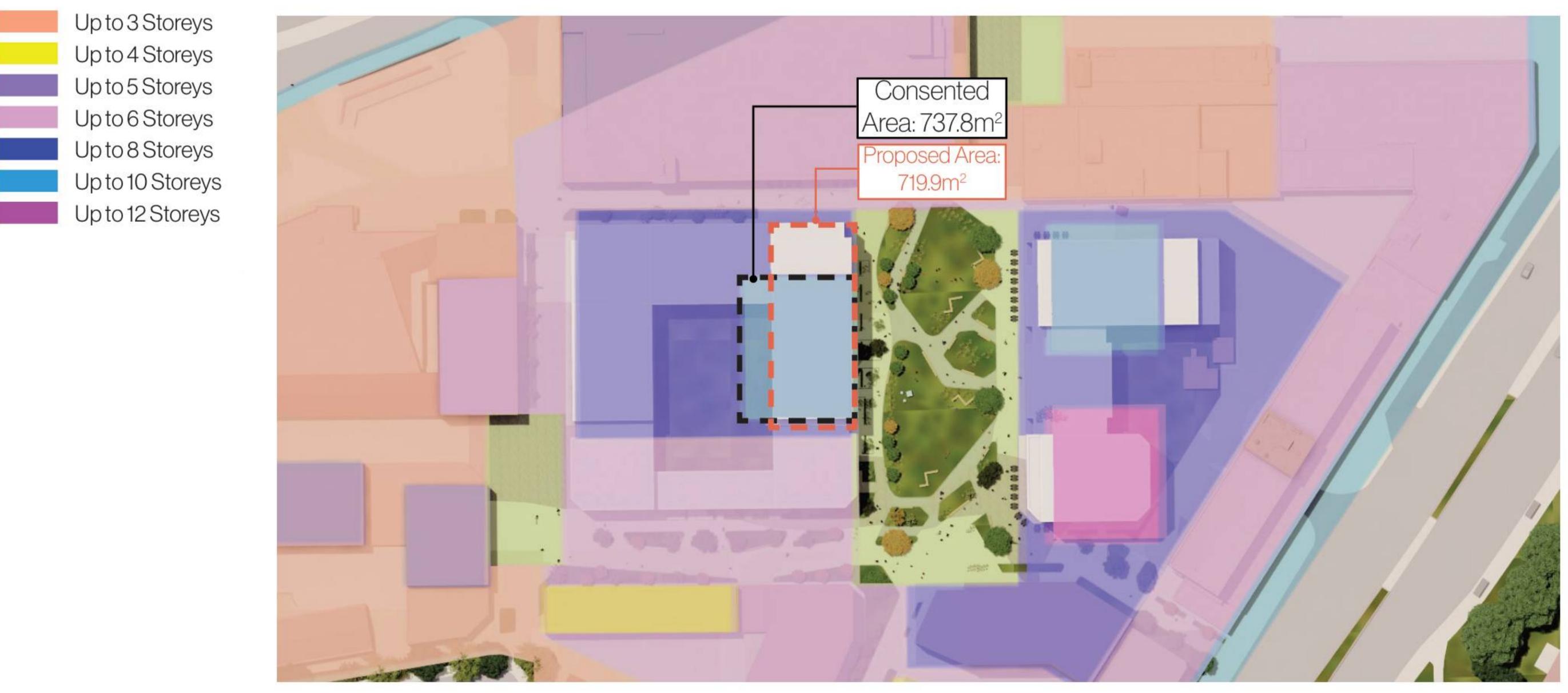
#### No Impact on Amenity:

Due to its minimal nature, the redistribution of height would not result in any discernible additional overshadowing, loss of daylight/sunlight, or overlooking to neighbouring properties beyond what was already assessed and deemed acceptable as part of the approved parameters.





Proposals with transparent height parameters



Consented 10 and 12 storey areas compared to proposals



Up to 3 Storeys

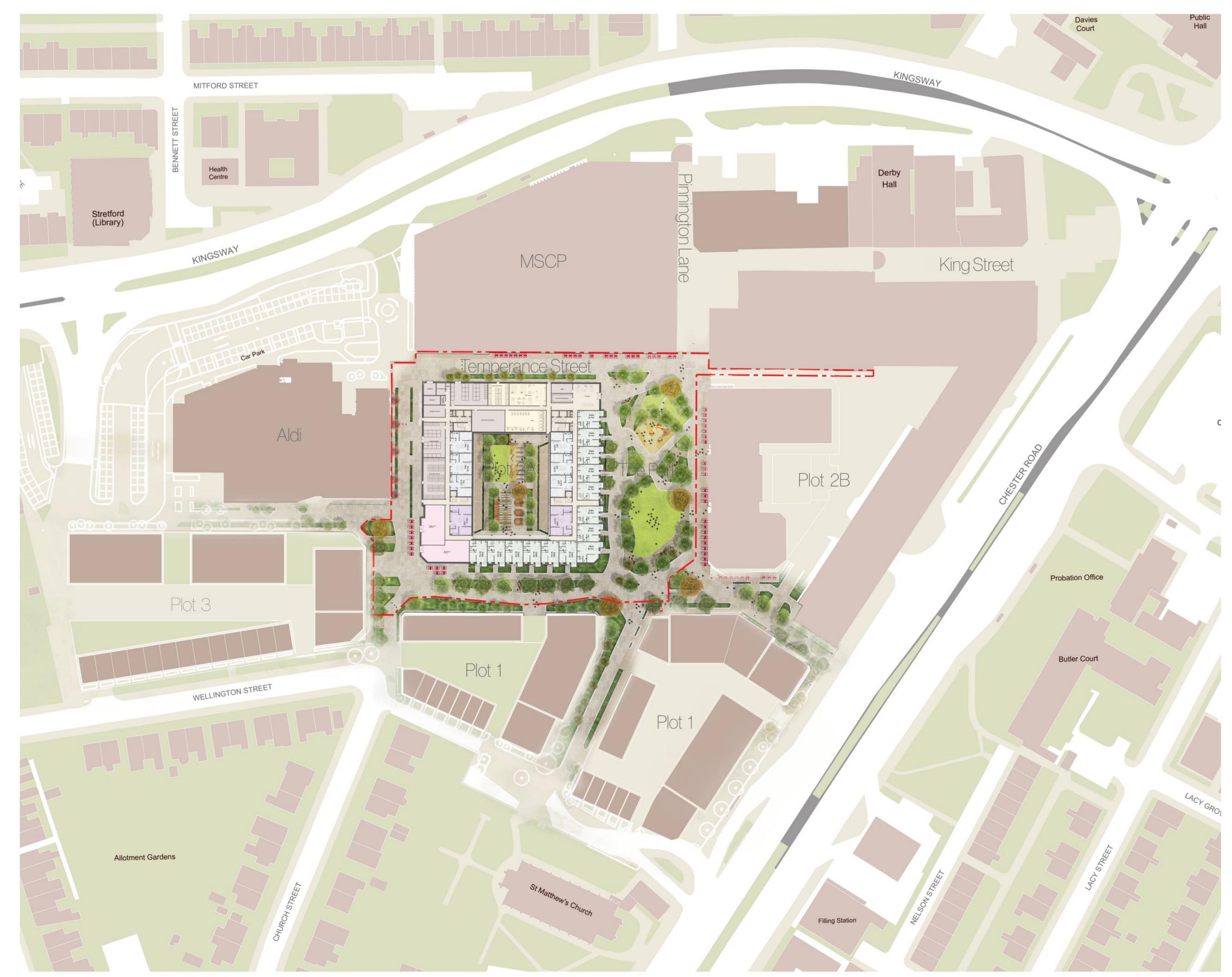
Up to 4 Storeys

Up to 5 Storeys

Up to 6 Storeys

Up to 8 Storeys

## Bringing Plot 2A to Life Your First Look at the Detailed Design



Site Plan

#### Introduction to Plot 2A

Plot 2A is at the very heart of the masterplan, playing a pivotal role in shaping the new town centre. This exciting development will deliver high-quality residential units, thoughtfully designed to cater for a diverse range of occupiers, from single residents to growing families, with a strong emphasis on accessibility for all. Complementing these homes will be ground-floor spaces, fostering a vibrant and engaging public realm that contributes significantly to the regeneration of Stretford. Residents here will benefit from a prime town centre location, enjoying beautifully designed communal areas and easy access to local amenities and excellent transport links.

Our design for Plot 2A is driven by a commitment to creating a truly exceptional place for Stretford. We have focused on crafting highquality architecture that is not only visually appealing and durable but also positively contributes to the area's evolving character. Sustainability is at the core of our approach, seeking to deliver an energy-efficient

and environmentally responsible development. Furthermore, we aim for seamless integration with the existing urban fabric and the broader masterplan vision, designing a public realm that integrates with other plots and helps to deliver a strong sense of community and local identity.

The application includes the creation of a public park at the heart of the masterplan for use by the wider community.

The proposals also include a large green private space with an emphasis on delivering pedestrian-friendly design, prioritising safe and enjoyable routes for walking, cycling and dwelling for both residents and visitors.

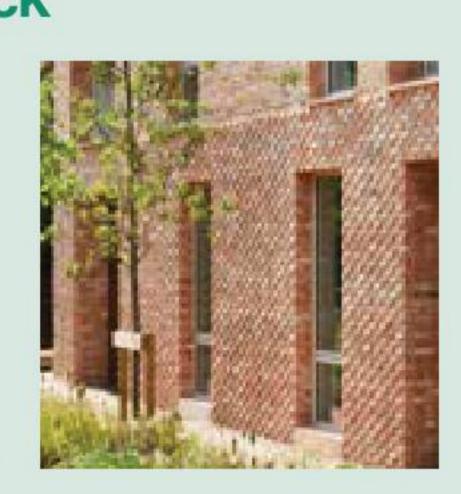
These principles ensure that Plot 2A aligns with the broader masterplan vision and local planning policies, creating a landmark development for Stretford.

### Design Considerations & Principles

#### **Primary Stretfordian Material: Brick**





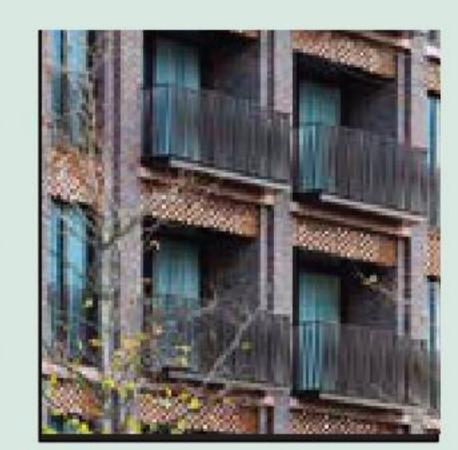


Brick has been chosen to reflect the look and feel of Stretford's existing buildings.

#### Secondary Stretfordian Material: Pre-Cast Concrete / Terracotta / GRC





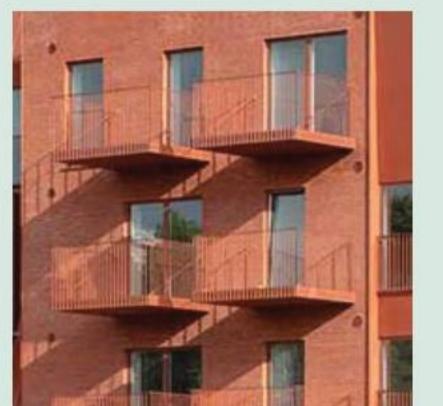


Masonry elements are used as secondary materials to harmonise with the primary brick.

#### **Balconies**





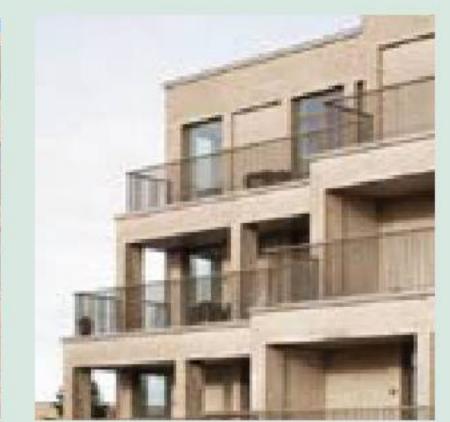


Balconies provide amenity space for individual homes, and are used as architectural features to add variation to the facade.

#### **Set Backs**

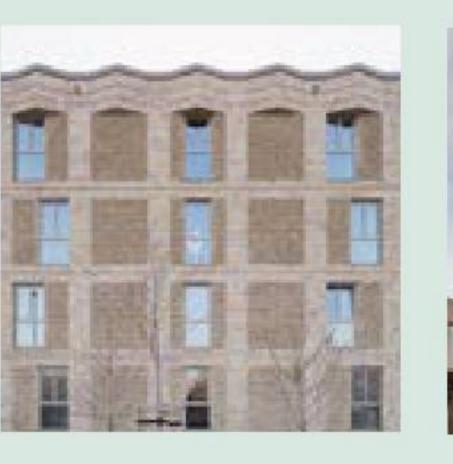


the upper levels.



Relief is provided to the facades through setting back at

#### Pitched Roofs



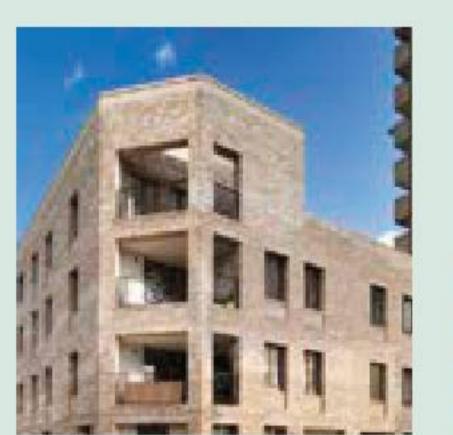




Pitched roofs add variation and character to the plot.

#### Corners: Square / Chamfer / Concave

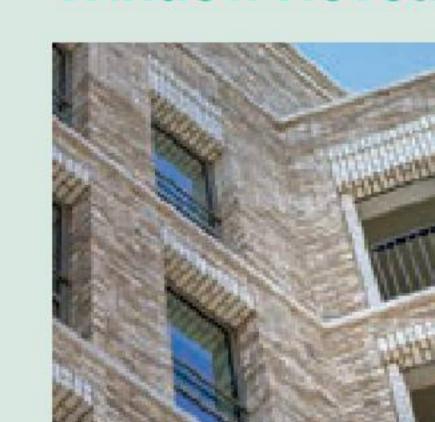






Chamfered corners and accentuated edges create landsmarks across the site.

#### Window Reveals







Brick materiality continues into window reveals throughout the plot.

#### **Expressed Top**







Tops are expressed in various ways, to break down the block into individual character bays.





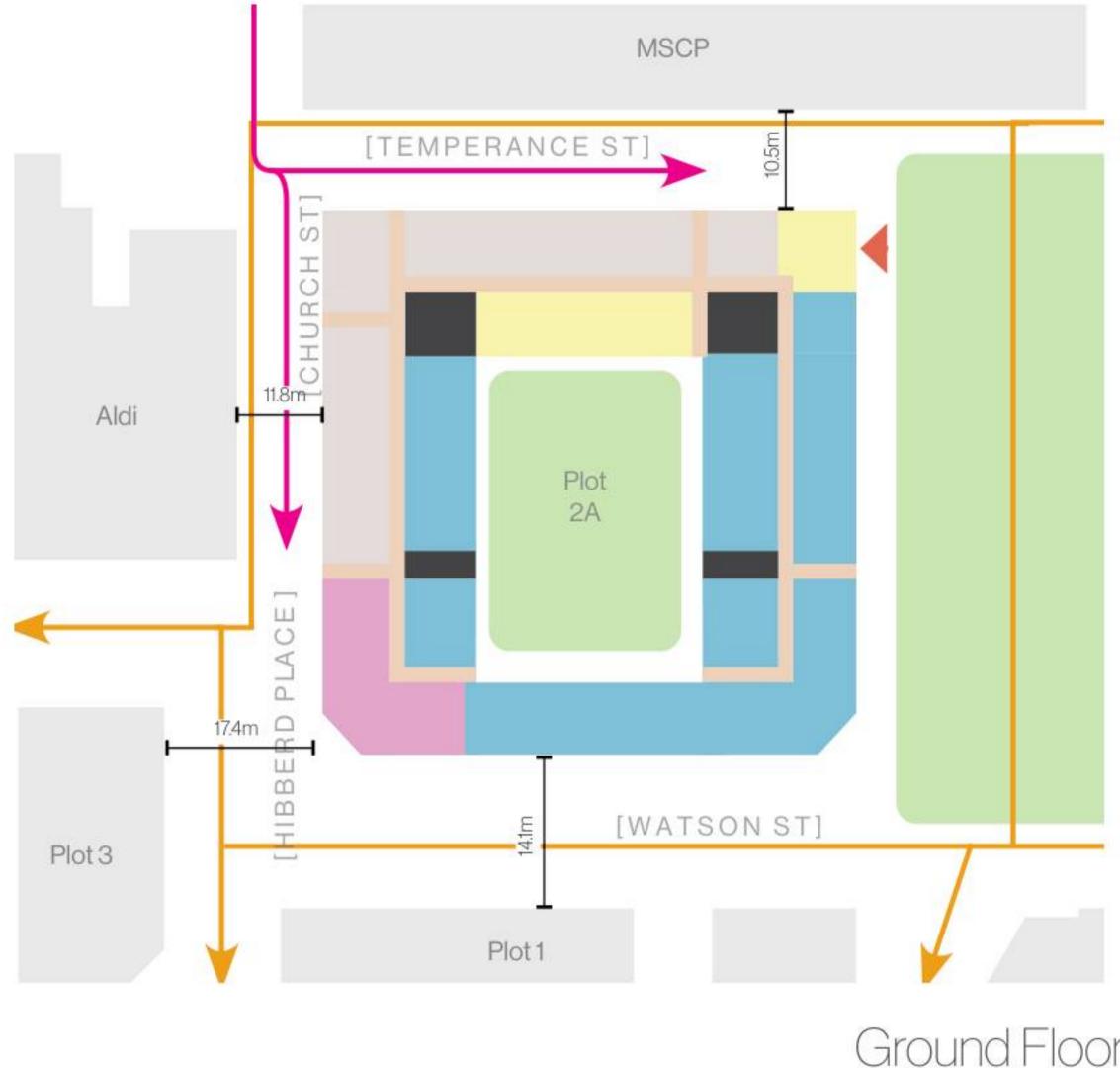


## A Closer Look The Form and Function of Plot 2a

[TEMPERANCE ST]

[WATSON ST]

#### **Concept Design**



## Ground Floor

### **Proposed Height**

Plot 2A features a considered approach to height, balancing the need to deliver much needed new homes, whilst creating a high quality contextual response to the town centre. The building's massing has been carefully articulated, with varying heights and rooflines that add visual interest and break up the scale of the building in line with the approved parameters.

The building incorporates elements ranging from 4 to 10 storeys, with taller elements strategically placed to create a landmark presence without overwhelming the street scene.

This varied height profile helps to optimise density, providing much-needed homes while maintaining an attractive and dynamic skyline.

# Upper Floors **Massing Development** Base footprint massing Division of massing Recessing between elements Extrusion of block elements Definition of base, middle, top Articulation of base and roofscape

### **Height & Massing**



View to Site from Pinnington Lane



Stair / Lift Core

Circulation

Pedestrian Access

Vehicular Access

Primary Entrance

Plant / Back of House

External Green Space

Recessed Balconies

View to Site from Church St

### **Proposed Ground Floor Layout**

The ground floor of Plot 2A is designed to be a vibrant and active space, creating a lively street scene and enhancing public interaction. This includes:

Resident's Courtyard: A large central landscaped private amenity space to provides a peaceful place for residents, accessible from internal amenity spaces and ground-floor apartments.

Active Frontages: Retail and leisure spill-out spaces are strategically placed along Temperance Street and Hibberd Place, animating the street and creating opportunities for café culture.

Townhouses: Provision of family-friendly threebedroom townhouses.

Public Access: The layout ensures seamless public access through the development, connecting to the wider masterplan.

Servicing & Refuse: Shared refuse stores are located to the west on Church Street, accessed via Kingsway, minimising disruption to pedestrian areas. Plant and service areas are thoughtfully integrated into the building's design.

Cycle Storage: Secure and accessible cycle storage is provided to encourage sustainable travel.

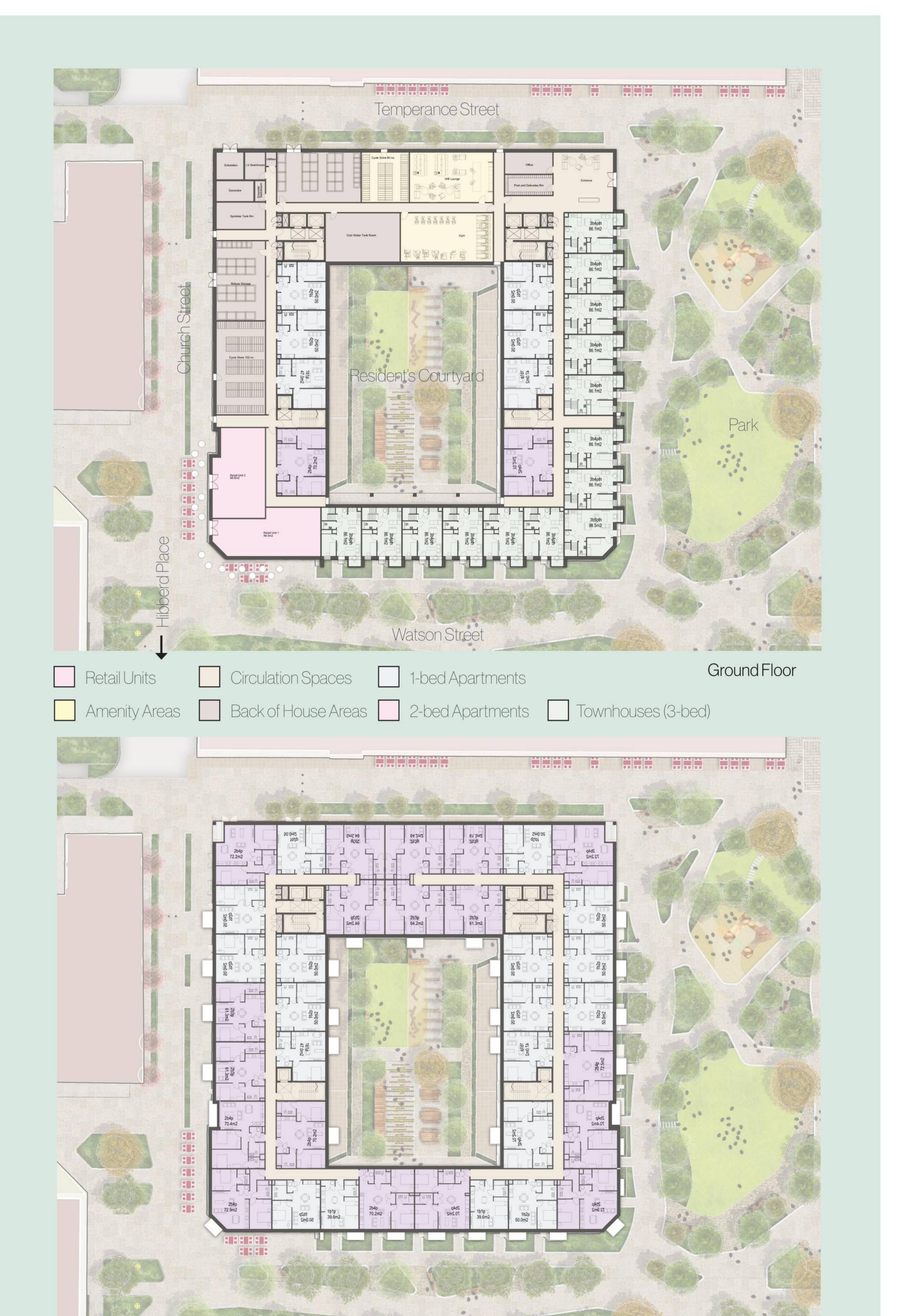
### **Proposed Typical Floor Layouts**

Plot 2A offers a diverse mix of high-quality homes designed to cater to various needs, ensuring a vibrant and inclusive community.

Typical floor plans provide a range of homes and illustrate efficient layouts, maximising natural light and space, with clear circulation paths and access to shared amenities.

#### Accommodation Schedule

122 1Bed	49% Mix	
113 2 Bed	45.4% Mix	
14 3 Bed Townhouses	5.6% Mix	249 Total homes







Level 02 - 03

## Plot 2A in Context Integrating with the Masterplan

#### A New Town Centre Park



Plot 2A is designed to be a cornerstone of Stretford's revitalised public realm. The buildings define a major new public space at the heart of the masterplan, creating high-quality, inviting areas for relaxation and social interaction. This design prioritises pedestrian comfort and safety, ensuring a welcoming environment for





#### Hibberd Place - A New Town Centre Square



Green spaces and thoughtful landscaping are integral to Plot 2A's design, enhancing its aesthetic appeal and environmental quality for all.





#### **Pedestrian Routes**





Clear and direct pedestrian routes connect Plot 2A to the wider town centre, enhancing walkability and encouraging active travel.

#### **Active Frontage**

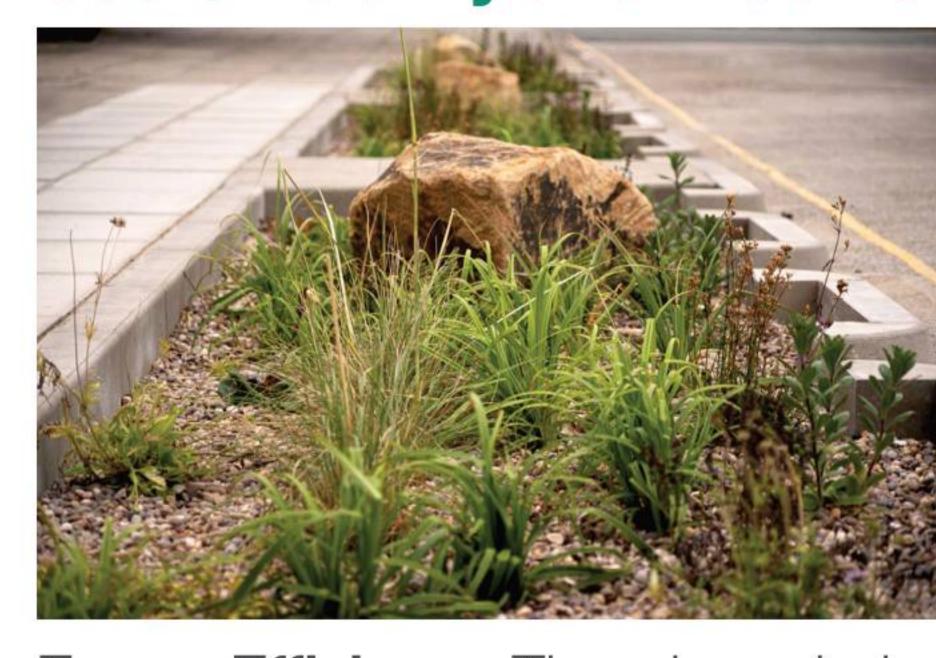




Retail and Leisure Spill-Out Spaces: These will be located along Church Street and Hibberd Place, offering opportunities for shops, cafes, and other community-focused businesses.

Role in Creating a Lively Environment: These active frontages are crucial for animating the public realm. They will bring life and energy to the street, encouraging pedestrian activity, creating inviting spaces for social interaction, and providing convenient amenities forboth residents and visitors.

### Sustainability and Biodiversity





Energy Efficiency: The scheme is designed to ensure high standards of energy performance.

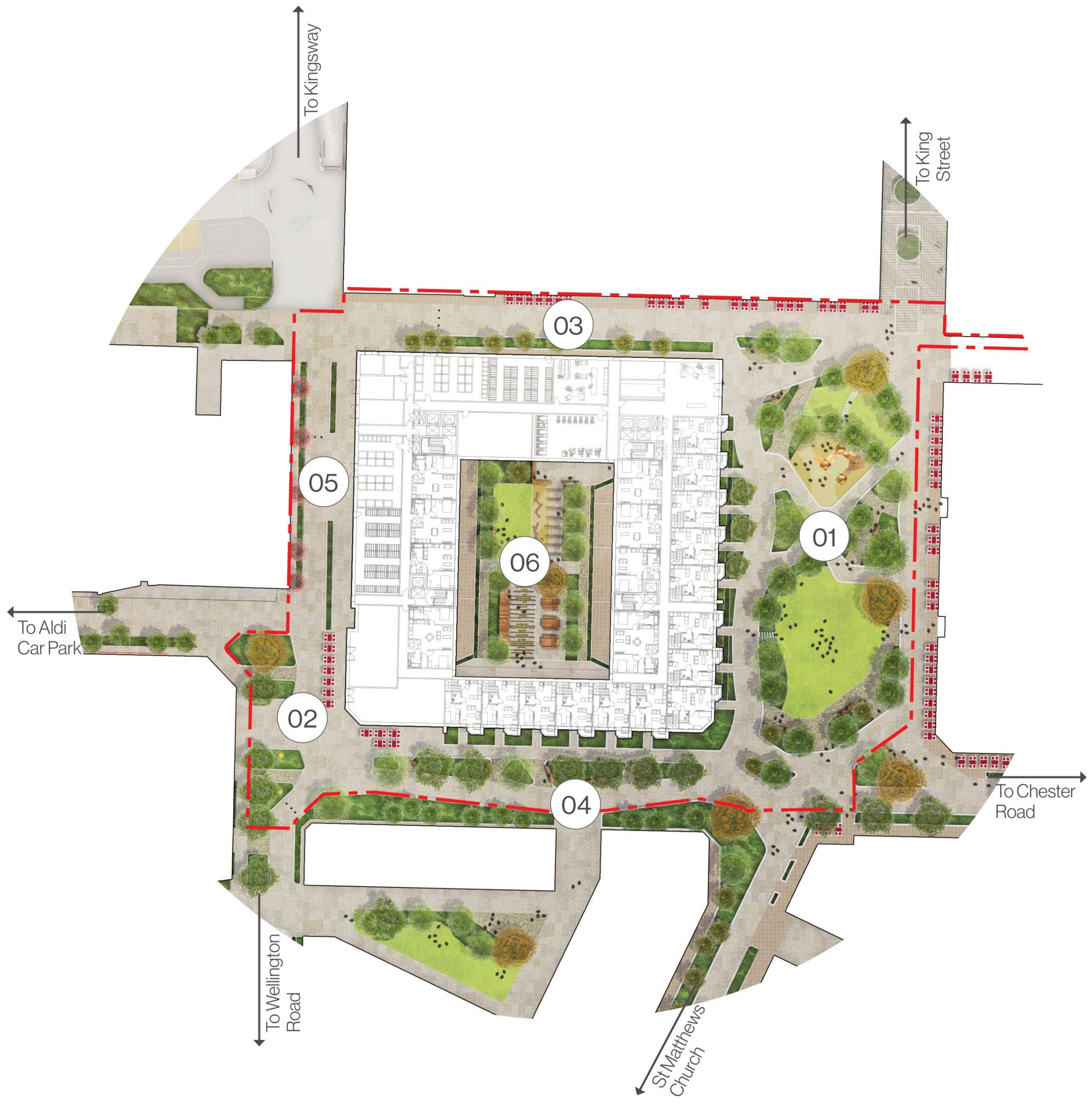
Sustainable Drainage (SuDs): Landscaping elements are designed to incorporate SuDS, managing surfacewater effectively and contributing to environmental resilience.

Biodiversity: Through landscaping and planting, the proposals for Plot 2A will seek to enhance Biodiversity Net Gain by over 10%.

#### Vehicle Access and Parking

Servicing and refuse management for Plot 2A are strategically located to minimise impact on public areas, with access via Kingsway from the north.

Parking is integrated into the wider masterplan strategy, with residents benefiting from nearby facilities, including the Multi-Storey Car Park, as per the outline consent.



- (01) The Park
- (02) Hibberd Place new town centre square
- (03) Temperance Street
- (04) Watson Street
- (05) Church Street
- (06) Resident's Courtyard





# Visualising Plot 2A Key Views



View to Plot 2A from Church Street, demonstrating variation across block to appear as separated massing.



- 06) Resident's Courtyard

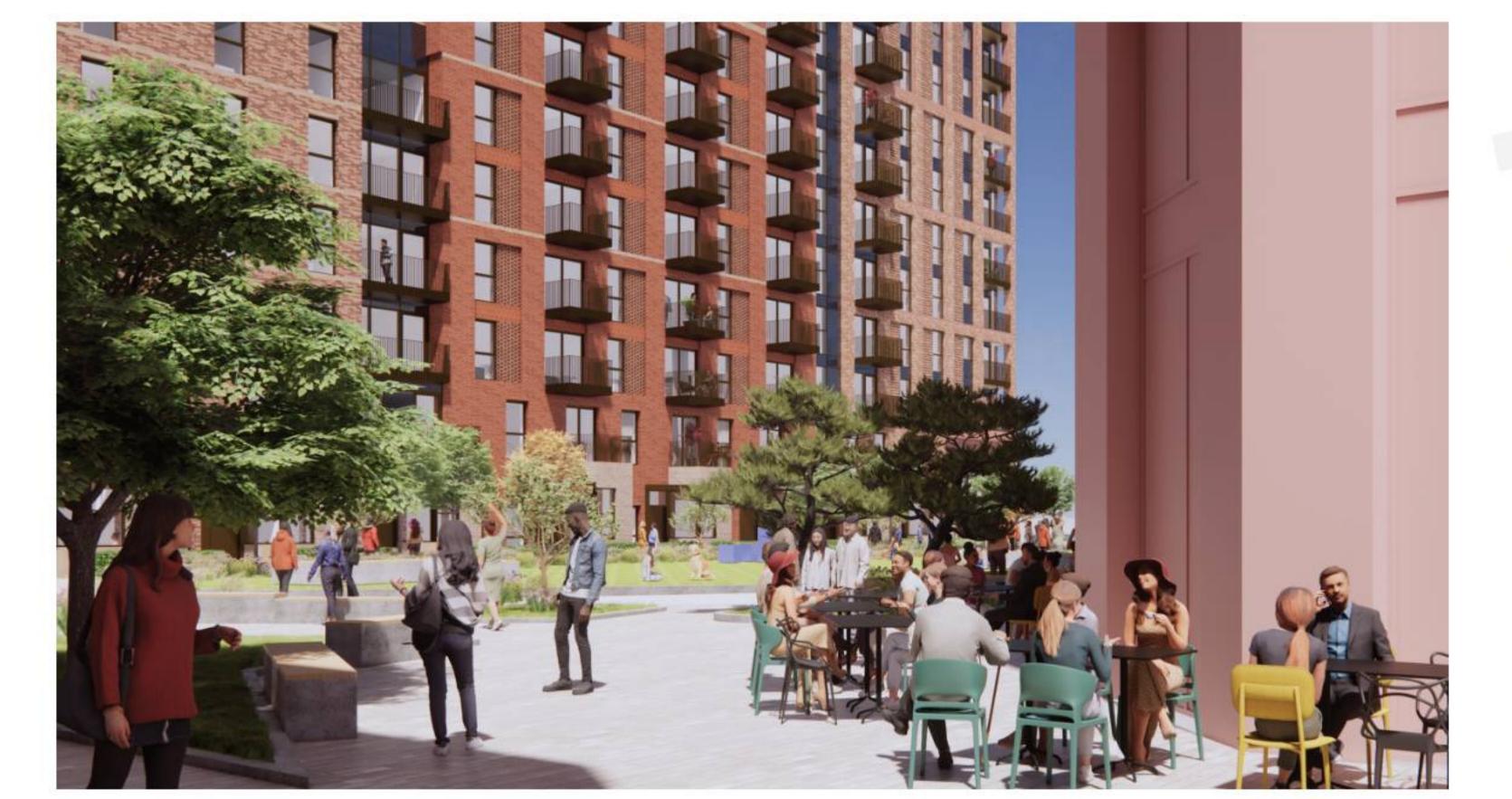


View into site from Chester Road, highlighting movement through public realm.

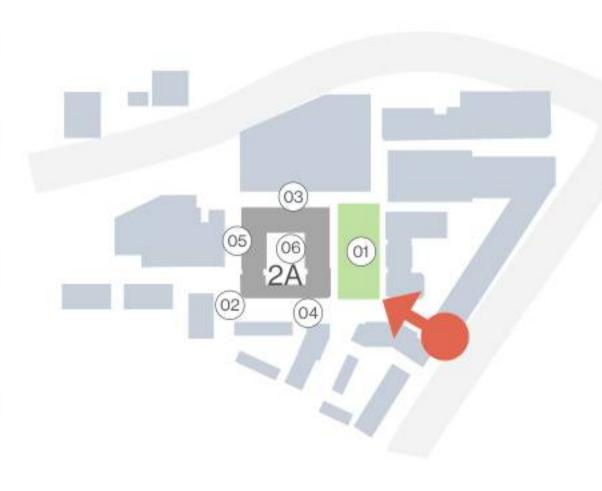




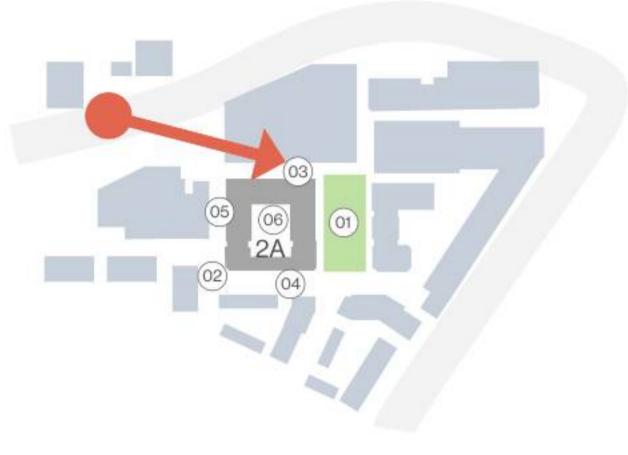
View from Kingsway, showing alternating materials and roofscapes.



View into Park from Watson Street, showing active frontages at ground level.







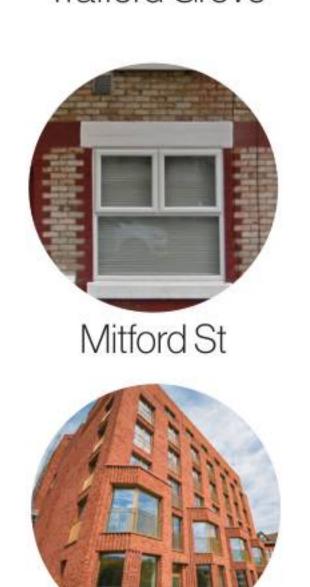


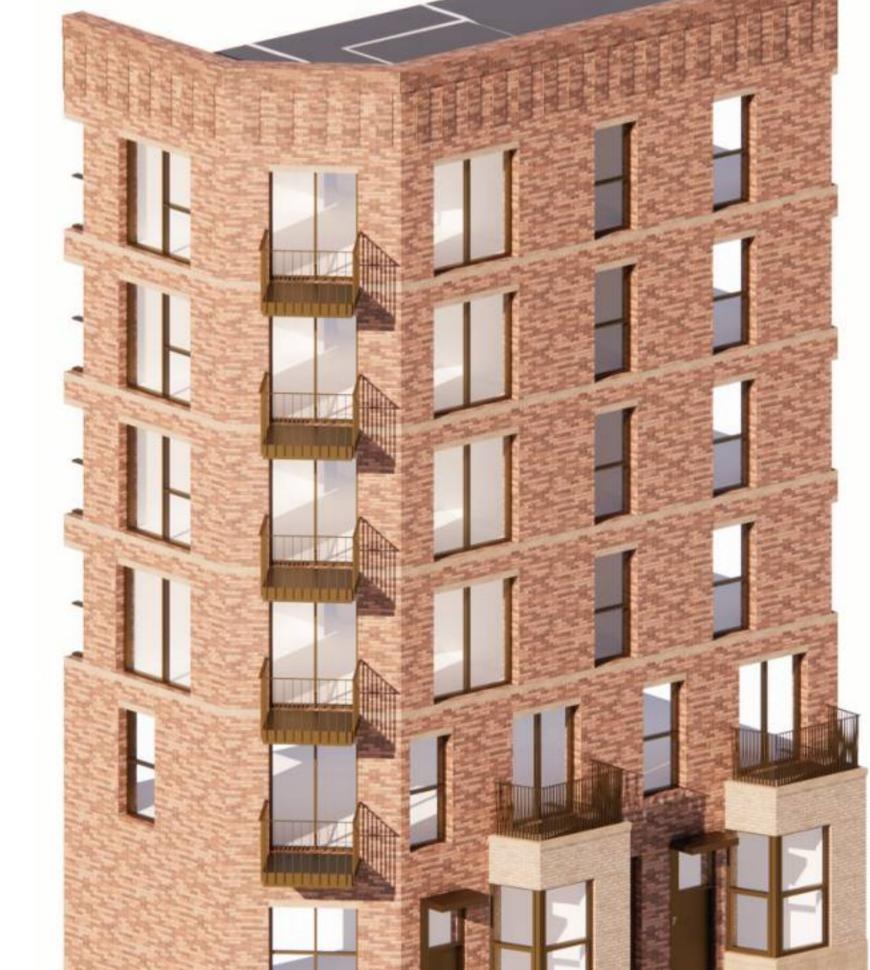
View of Plot 2A from the North of the newly created park, higlighting variation in facade treatments and rooflines.

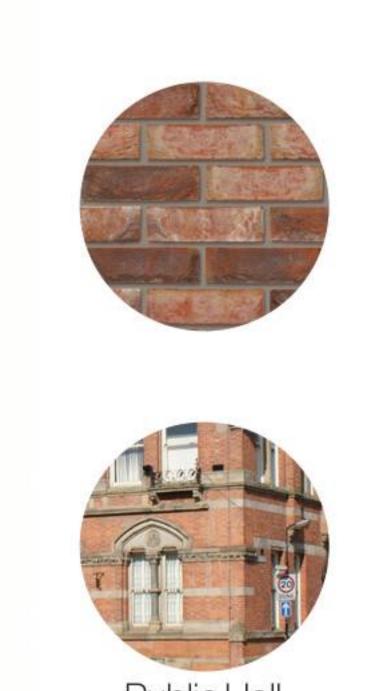
#### **Bay Studies**























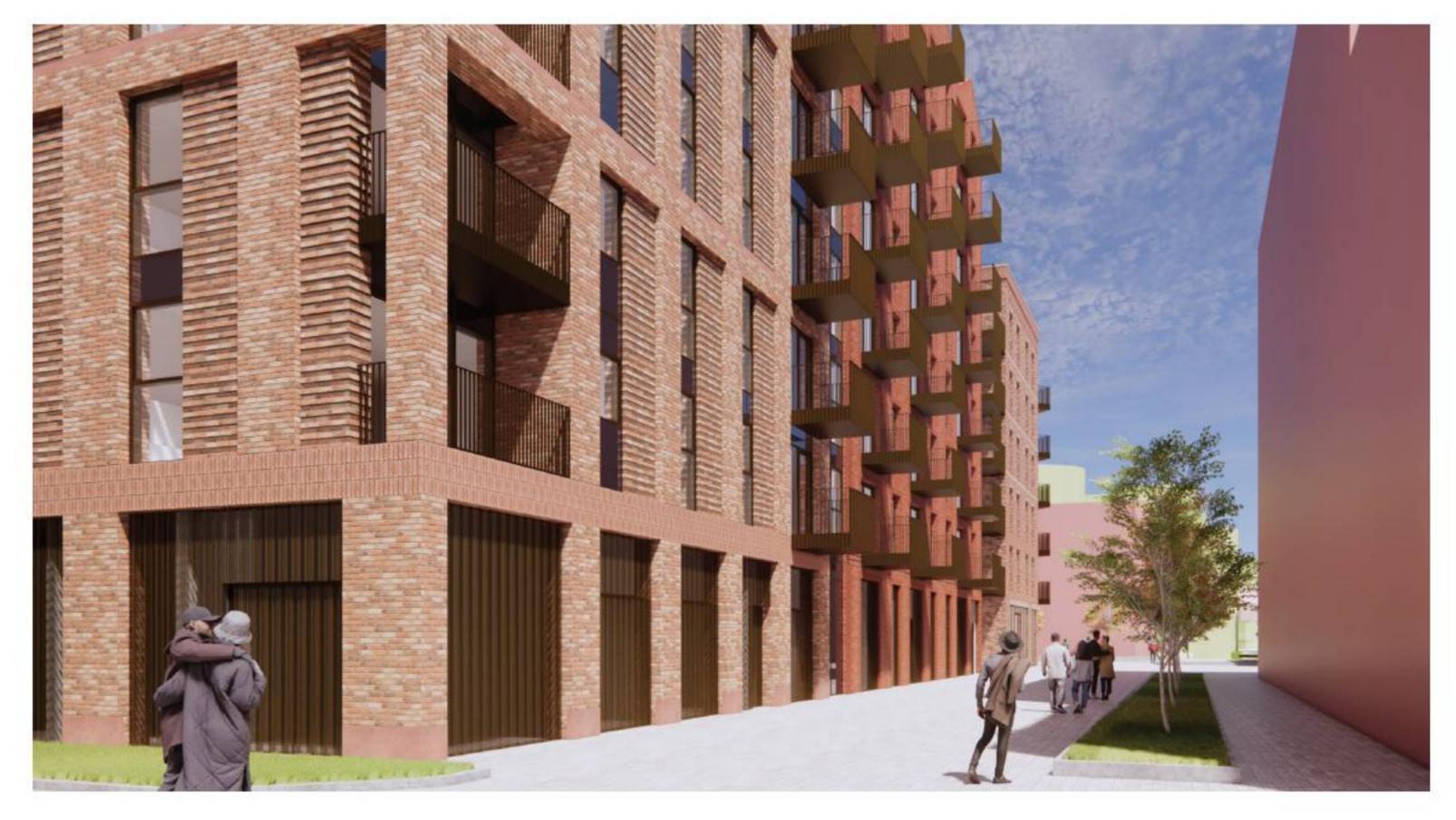






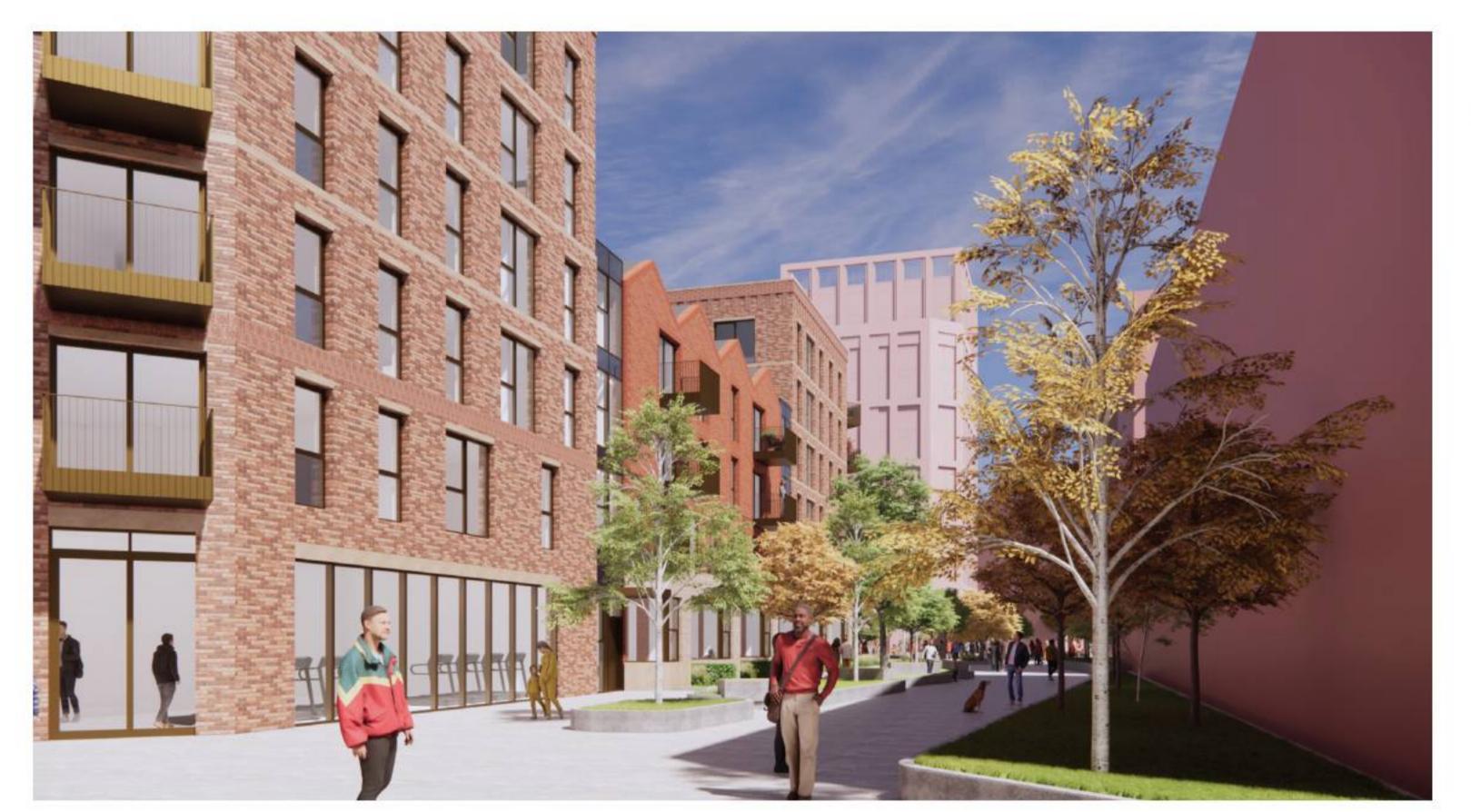


## Visualising Plot 2A Key Views

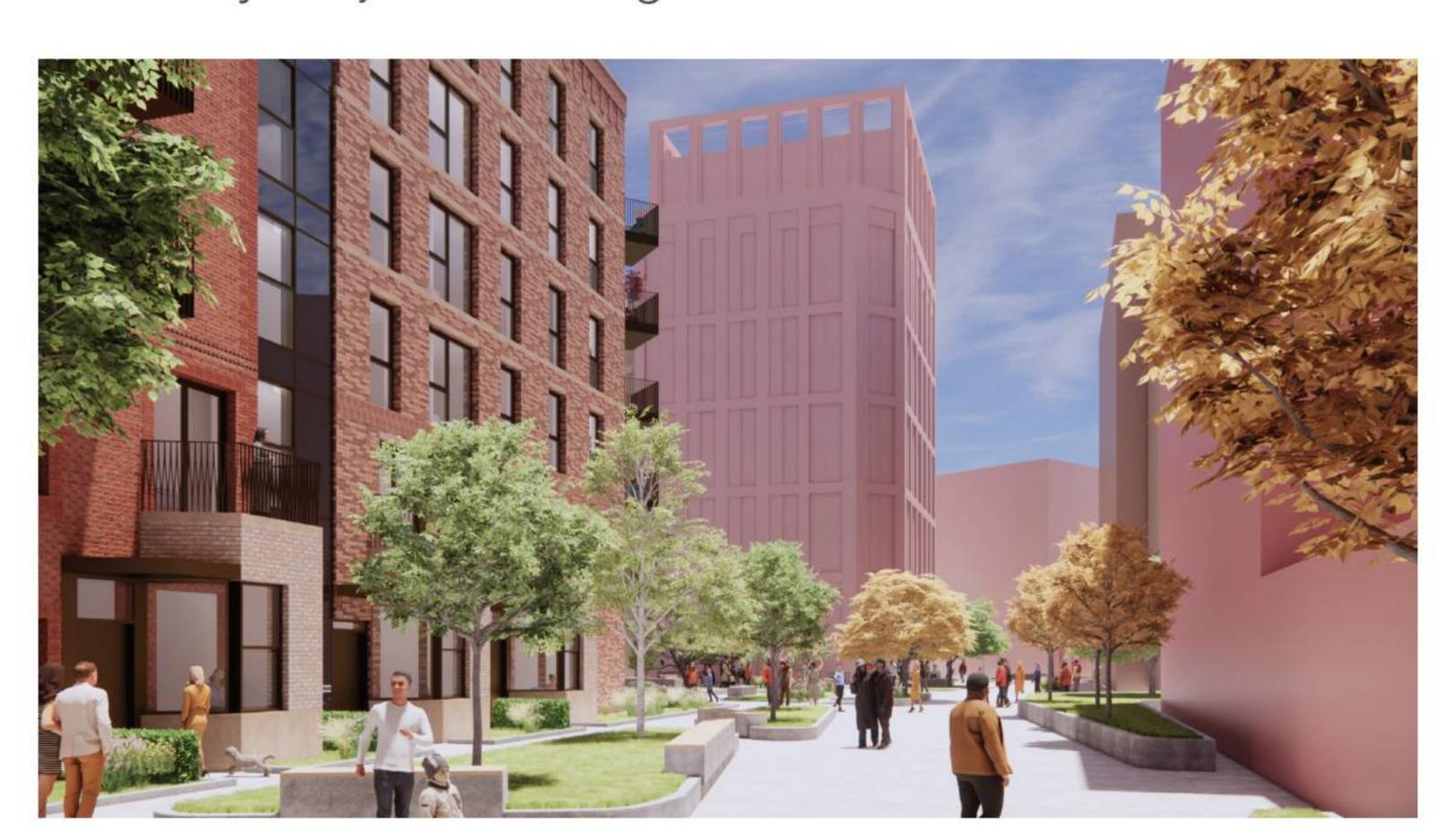


View down Church Street showing elevational articulation, and variation in materiality across bays within the same plot.





View from Hibberd Place, showing variation in roofscape, materiality and junction with ground level.



View dowm Watson Street, showing transition between bay types through material change.



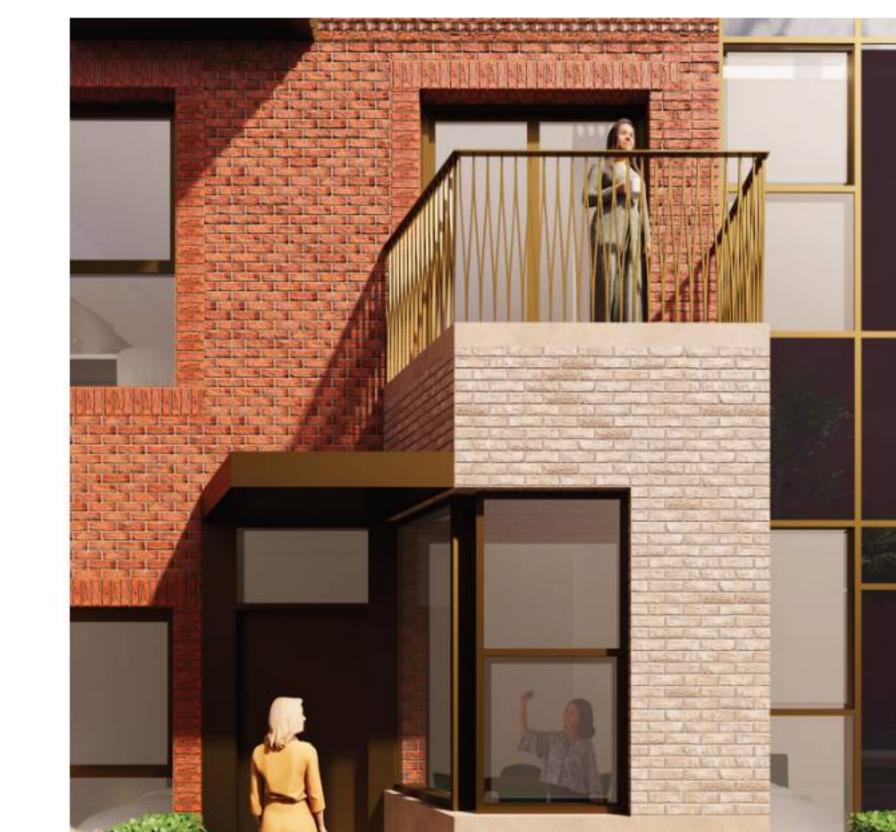
View to townhouses on Watson Street, distinguished through brick variation.









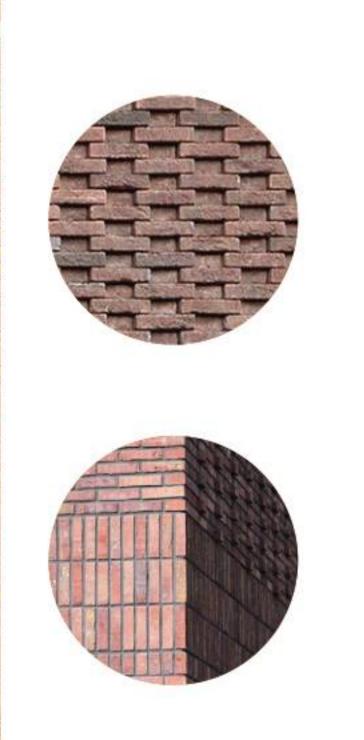


























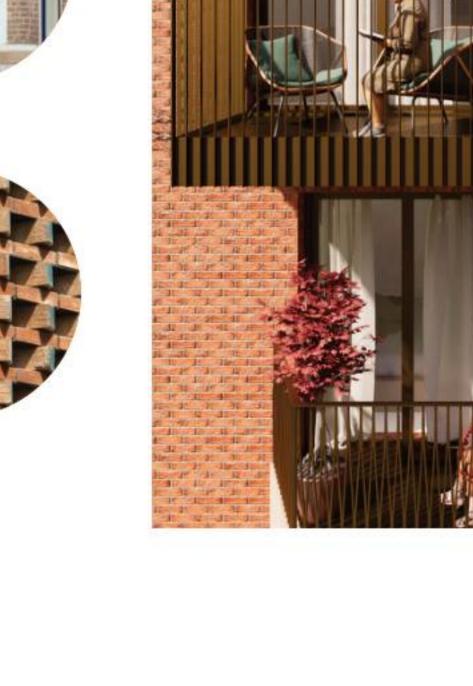






View to Plot 2A Entrance at North East corner. Entrance accentuated by double height glazing and feature recess.

## **Elevational Details**



## Have Your Say How to Provide Your Feedback

We value your input on the next stage in the delivery of the Stretford Mall Masterplan and the evolving proposals for Plot 2A. Your feedback is crucial in helping us refine our plans and create a development that truly benefits the community. Please take a moment to share your thoughts.

### Form of Applications

Following this consultation, we intend to submit the following planning applications:

Reserved Matters Application for Plot 2A: This application will detail the specific design elements for Plot 2A, including its appearance, landscaping, layout, and scale, in line with the approved outline masterplan.

Associated Amendments to the Masterplan: To amend the parameters to allow for Plot 2A to be delivered.

#### How to Provide Your Feedback

Your comments are important to us. You can provide your feedback in several ways:

Online: Visit our dedicated consultation website to submit your comments directly through our online feedback form:

https://stretfordtowncentre.co.uk/consultation-plot2a

Email: Send your thoughts and suggestions to:

scott@royalpilgrim.com

In Person: Speak to a member of our team at this event, or fill out a paper feedback form and place it in the designated collection box.

We look forward to hearing from you and workin together to create an exceptional future for Stretford.



### **Key Programme Dates**

#### **Consultation Period:**

The consultation boards will be on display in the mall next to the Chester Road entrance.

A summary board will be placed in the Library.

Consultation Date: 18th November until 7th December 2025

In-person: 25<sup>th</sup> November 2025

3pm - 7pm

Rainy Heart

Unit 97-9

Pinnington Lane

Stretford

Online: 27th November 2025

Anticipated Submission Date: We aim to submit the planning applications to Trafford Council in Spring 2026.

Expected Determination Period: Typically, planning applications undergo a determination period of several months, during which the Council will review the proposals and consider all feedback.

Target Delivery Period: Subject to planning approval, we anticipate commencing work on Plot 2A in 2027.





