

Altrincham town centre neighbourhood business plan 2015 to 2030

Non-Statutory Annex



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Altrincham town centre neighbourhood business plan 2015 to 2030

Non-Statutory Annex

Contents

Projects	2
1. Monitoring	2
2. Marketing and Promotion	4
3. Movement and Public Realm	6
4. Accountability	23

Projects

This Annex is concerned with matters which the Plan itself cannot either deal with or deliver. It sets out a number of issues which need to be monitored; issues which need to be addressed through an appropriate Marketing Strategy; issues concerning the delivery of the phased public realm proposals, improvements to Public Open Space and improvements to ginnels and green routes. In all cases, the Forum will seek to progress these matters with appropriate partners.

NB Plan numbers relate to plans in the submitted Plan.

1. Monitoring

The Forum will seek to monitor the progress of the Town Centre in meeting the objectives of the Plan and maintain a dialogue with the Council and other groups to this end. Early attention will be given to the following:

(a) Site D (Plan 6 on page 28) – The Old Hospital Site.

The Forum will keep this site under review until the CCG and the library, pharmacy and cafe etc proposals are either legally committed to be implemented or do not proceed. In the event of the latter, the Forum will press for the site to become a mixed use location (as allocated) reflecting the public consultations.

(b) Site E (Plan 6 on page 28) – Leisure Centre Site.

The Forum will keep the Leisure Centre position under review. Once the medium to long term position on the management and ownership of the existing centre is known and the likelihood of the new centre being developed in the Altair scheme clarified, the future of the existing Leisure Centre site can be determined and the prospects of a mixed use scheme (leisure, residential, offices and car parking) clarified. The Forum will seek to ensure that the importance of the site being used for public car parking (one of very few appropriately located options) and offices (again one of the very few appropriately located possibilities for new offices if and when demand arises) is not lost. The site can also contribute to broadening the leisure offer (excluding retail) and meeting the Plan's residential target of 550 units.

(c) Site F (Plan 6 on page 28) – The Regent Road Car Park Site.

The Forum will keep the Regent Road Car Park redevelopment opportunity under review until final proposals are agreed and implementation is underway. Given the complexity of the site and the fact that several individual parts of it are likely to come forward for development at different times, an overall 'master plan' should be prepared, led by the Council, to provide an integrated context within which proposals for individual developments can then be prepared. The Forum will support this process.

The 'master plan, and any redevelopment proposals should take into account the need to:

- Provide additional car parking capacity to augment parking for the new Hospital, the prospective Health & Wellbeing Centre and south end of the Town Centre through provision of an appropriately designed multi-storey car park;
- Restore the urban grain and create a sense of place through provision of a mixed use development

(active frontage ground floor with residential to upper floors) facing onto Regent Road and the New Street junction;

- Create legible routes and public green spaces throughout any future development to:
 - enhance King's Court with improved pedestrian linkage with Railway Street, Lloyd Square and Regent Road
 - Restore Lloyd Square as a public space incorporating, where appropriate, active rear facades to Railway Street, Regent Road properties and any new development
 - Create a new green public open space with enclosure and passive surveillance and maintained to high standards
 - Provide a commemorative public space in Chapel Street to celebrate the historic "bravest little street in England"

(d) Conservation Areas (Plan 3 page 36 App 3).

The Forum will support the development of the 2 further Town Centre Conservation Area Appraisals (Supplementary Planning Documents) to sit alongside the 5 already adopted and support the development of the 7 Conservation Area Management Plans for each of the town centre's Conservation Areas, all 7 of which will be adopted as Supplementary Planning Documents by the end of 2016. In this regard, the Forum will seek to ensure that the Supplementary Design Document (SDD) at Appendix 3 in the submitted Plan is reflected in those Management Plans.

(e) Integrated Car Parking Strategy.

The Forum will work to support the Council and the various car park operators in the development of the Integrated Car Parking Strategy as defined in para 4.5.3 of the submitted Plan:

4.5.3 Integrated Car Parking Strategy

Following consultation with car park operators and all other relevant interests the Council will promote the development of an Integrated Car Parking Strategy (embracing improved access arrangements; advance signage and information; co-ordinated charging policies and payment systems; the use of suitably located publicly accessible car parks for overnight parking by town centre residents, in order to maximise the efficient use of all existing spaces and encourage longer dwell times and provision for town centre residents, workers, those using the interchange and visitors) which could form the basis for a Supplementary Planning Document to be taken into account by the Council in determining planning applications involving the provision of publicly accessible car parking spaces and the conditions applied to such applications, to ensure that a consistent and efficient approach to managing such spaces is achieved, for the benefit of town centre residents, workers and visitors.

(f) Business Rates

The Forum has noted the Chancellor's statement regarding the intention to devolve responsibility for Business Rates back to local authorities and will monitor the position as details of the scheme emerge. The Forum will seek to liaise with the Council and other interested organisations to ensure that the new locally based scheme for Business Rates is as supportive of the future economic vitality of Altrincham Town Centre as possible.

(g) Provision and Management of Community Space.

ATC suffers from a distinct shortage of space for community use and which is managed by the community. Part of the former Town Hall (which has recently been the subject of a submission by the Civic Society for the Council to designate it as an Asset of Community Value) is available for the community to book for meetings etc and there is the current space below Clarendon House soon to be vacated by the library when it relocates. Neither is managed by the community for the community. The Forum will investigate the possibility of establishing a community-based legal entity such as a Community Interest Company, to manage such potential community space and investigate the business case for doing so with a view to negotiating suitable arrangements with the Council to 'take over' and manage existing and potential community assets for the benefit of the community of Altrincham.

(h) Town Centre 20mph Speed Limit.

The Forum will consider the possibility of promoting the application of a 20mph speed limit across appropriate parts of the town centre, to augment the 'shared space' concept described in the Planit and Stockley report; improve the quality of the environment and safety in particular.

2. Marketing and Promotion

The Forum believes that there is a need to market and promote the town centre much more effectively than hitherto and wishes to play its part in a fully integrated approach.

There are a range of matters where the Forum will wish to support appropriate measures to promote the town itself and individual proposals which will reflect the public response to the NBP public consultations.

At this time the following (in no particular order) are relevant:

(i) Convenience Stores and Independent Retailers.

To promote the importance of attracting one or more convenience stores to the town centre along with the need to attract more independent retail outlets selling speciality products including bakers, butchers delicatessens and so on, in order to respond positively to the growing 'convenience culture'.

(ii) Promoting the Town Centre's Strategic Locational Advantages.

To market the advantages of the town centre as a location for office development, including its town centre services; the interchange; proximity to the motorway network; Manchester Airport; Manchester City Centre and the well-educated and skilled local workforce.

(iii) Promote the Attraction of Town Centre Housing for non-Car Owning residents and Older People who Need to be Within Easy Walking Distance of Town Centre Facilities.

To emphasise the advantages of being able to occupy accommodation in the town centre and support the town centre economy in the most sustainable way.

(iv) Meeting the Needs of the Younger Generation.

The Forum will seek to work with Altrincham Forward and the BID Company to communicate the public

consultation findings in order to promote the interests of the secondary school/FE College age group to ensure that the town centre meets their needs more effectively. It will be important to ensure that the town centre meets the needs of all age groups effectively.

(v) **Digital High Street.**

Para 4.6.2 of the submitted Plan includes the following statement:

Digital Infrastructure Strategy

To ensure that new investment and (re)development in Altrincham Town Centre contributes effectively to the provision of the basic infrastructure required to enable occupiers and users of that space to offer appropriate digital services to potential users/clients in support of the development and evolution of the town centre, the Council will work with the BID company and all other relevant interests and take advice from independent experts in this field, to prepare a Digital Infrastructure Strategy for Altrincham Town Centre which, if appropriate, could form the basis for the preparation of a Supplementary Planning Document by the Council, to require the provision of appropriate infrastructure in development proposals and be reflected in appropriate planning conditions.

The Forum will support the Council in the development of the infrastructure strategy and will also support the BID Company in seeking to ensure that the town centre has 3G/4G mobile internet connectivity; fast free WiFi in all appropriate retail, leisure and other outlets; free charging facilities and comprehensive town centre wide information about what is available is easily accessible, as a matter of high priority. The Forum will seek to ensure that priority is given to the development of the infrastructure strategy (along with the improvements to the public realm) for the expenditure of CIL monies generated by developments in the town centre.

The Forum will also support the BID Company in seeking to develop appropriate click and collect facilities in the town centre, including joint facilities for use by independent retailers such as joint collection hubs/cafes and joint courier/delivery systems.

(vi) **Heritage Design Code.**

Once all seven Conservation Area Appraisals and Management Plans are adopted by the Council as SPD's, it is proposed that a summary Heritage Design Code be produced covering all seven Conservation Areas in Altrincham Town Centre, for general awareness and publicity purposes. Although at this stage there is no funding earmarked to do this, the Forum will consider how best it can work with the Council to help deliver the Code, possibly involving sponsorship and advertising coupled with grant support.

3. Movement and Public Realm

3.1 Develop a Co-ordinated and High Quality Public Realm Strategy (See the SDD, Town Wide Principal 9 (Appendix 3) and Plan A: Public Realm Phasing on page 7).

3.1.1 The Stage 3 public consultation defined the priorities to be accorded to the various schemes included in the in the public realm implementation programme as follows:

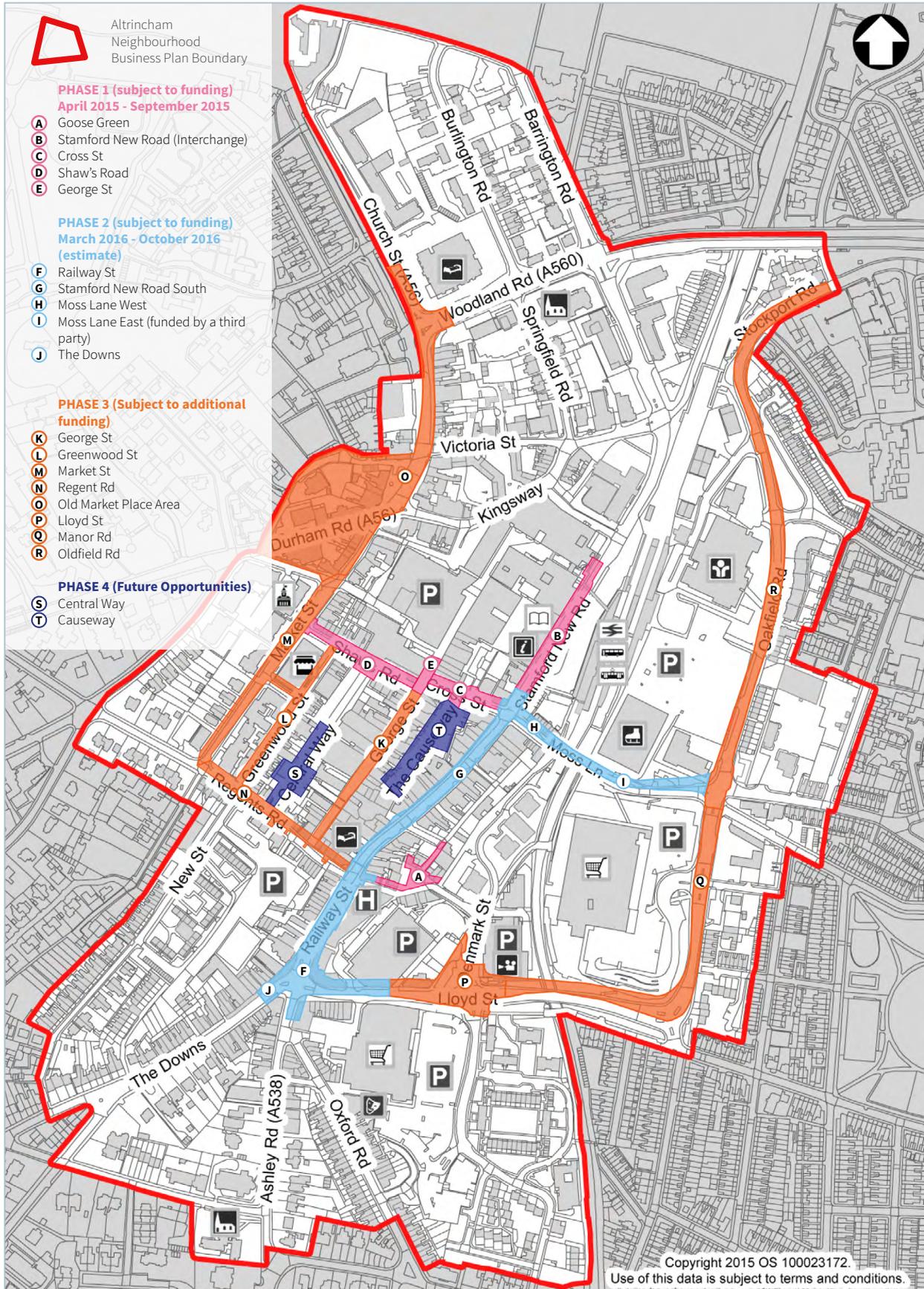
1. George Street, 838 points.
2. Regent Road, 417 points.
3. Greenwood Street/Pott Street, 317 points.
4. Market Street, 265 points.
5. Lloyd Street, 144 points.
6. Old Market Place, 141 points.
7. Oakfield Road, 104 points.
8. Manor Road, 52 points.

3.1.2 The Forum will press for the necessary funds to be made available to secure implementation of the proposals, this to include the use of CIL monies; S106 monies; developer contributions from schemes abutting any of the public realm proposals; applications for funding support from any other likely prospective source etc. With regard to the use of CIL monies, the Forum sought public support for (a) the improvement of the public realm and (b) the provision of town centre wide WiFi access, as being the two top priorities for the application of CIL monies generated by developments occurring within the Plan boundary. The outcome of the public consultation was widespread support for the public realm (94%) and firm support for WiFi access (81%) but with many comments indicating that this was a second priority and that businesses must take the lead and provide most of the resources.

3.1.3 The planned public realm works to improve the Town Centre will create a more attractive, safe and enlivened environment for pedestrians and cyclists and much improved connectivity for all. They will also improve existing and create new public open spaces. Phase 1 commenced in April 2015 and comprises the work to Goose Green and to Cross Street / Shaw's Road up to the Market House. Earlier improvements have been undertaken to transform the Lower Market Square on Central Way.

3.1.4 Town Wide Principle 9 addresses the Neighbourhood Plan Objective 4 (see Chapter 3), in seeking to influence the phasing of the planned public realm works in response to public consultation.

Plan A: Public Realm Phasing Plan



- 3.1.5 The public realm works that are in progress (Phase 1), planned (Phase 2), outline proposals (Phase 3) and future opportunities (Phase 4) are shown on Plan A. These works aim to recreate streets and public spaces, so that they become less traffic dominated whereby vehicles and pedestrian/cyclists give way to each other. The street surfacing and 'furniture' is improved, co-ordinated and is of high quality. In this way the public realm works also improve a series of key spaces in the town centre, referred to below in Principle 10, para 3.2.2.
- 3.1.6 In addition to the schemes referred to above, the Plan now includes Market Street, the southern end of Greenwood Street and Pott Street, Regent Road and Old Market Place in the Phase 3 Outline proposals. The public's views on how these proposed projects and those projects already in Phase 3 should be prioritised, is set out in 3.1.1 above.
- 3.1.7 The progress of Phase 3, including the additional schemes, is subject to additional funding being available. The imminent redevelopment of the Old Altrincham Hospital should provide an opportunity to contribute, as should the redevelopment of Regent Road car park in the longer term. Due to the immediate pedestrian safety issues in Old Market Place this area is brought into the phasing programme. The creation of a two way street on Market Street is strongly supported, as is the creation of a new public space on Pott Street, along with the concept of shared streets on Regent Road and Greenwood Street. Indicative sketches were produced by Planit-ie for the initial consultation on the public realm works in 2012 for Old Market Place, Regent Road and Pott Street area and are shown below. These sketches are included as purely indicative proposals showing an improved public realm, slower traffic and shared streets, made up of the following works:
- Old Market Place – in order to slow traffic, surface changes are proposed, with different surfaces to mark the pedestrian crossing points. To further improve the pedestrian environment and enjoyment of this remarkable historic market place, the pavements are widened and trees planted. There is a need to explore the potential to merge traffic before it enters the area on the approach via the A56 from the north, rather than within it, as now.

The Old Market Square



- Regent Road – cars already travel slowly here and give way to pedestrians. The proposed works aim to create more dedicated crossing points, with surface changes.

Regent Road as an improved shared street



- Market Street – made into a two way street, would improve traffic flow and allow more traffic access to the Stamford Quarter car park, although it would result in a reduction of on street parking. Access from the Bowdon area would also be improved.
- Regent Road, the south end of Greenwood Street and Pott Street would improve the pedestrian environment around any new use of the Old Altrincham General Hospital site, the new Library and the existing Market, in some combination of shared streets and full pedestrianisation.

Greenwood Street as a shared street and Pott Street as a new active open space



3.2. Promote the improvement and creation of public open space. (See the SDD Town Wide Principle 10 (App 3) in the submitted Plan and Plan B, Open Spaces on page 12).

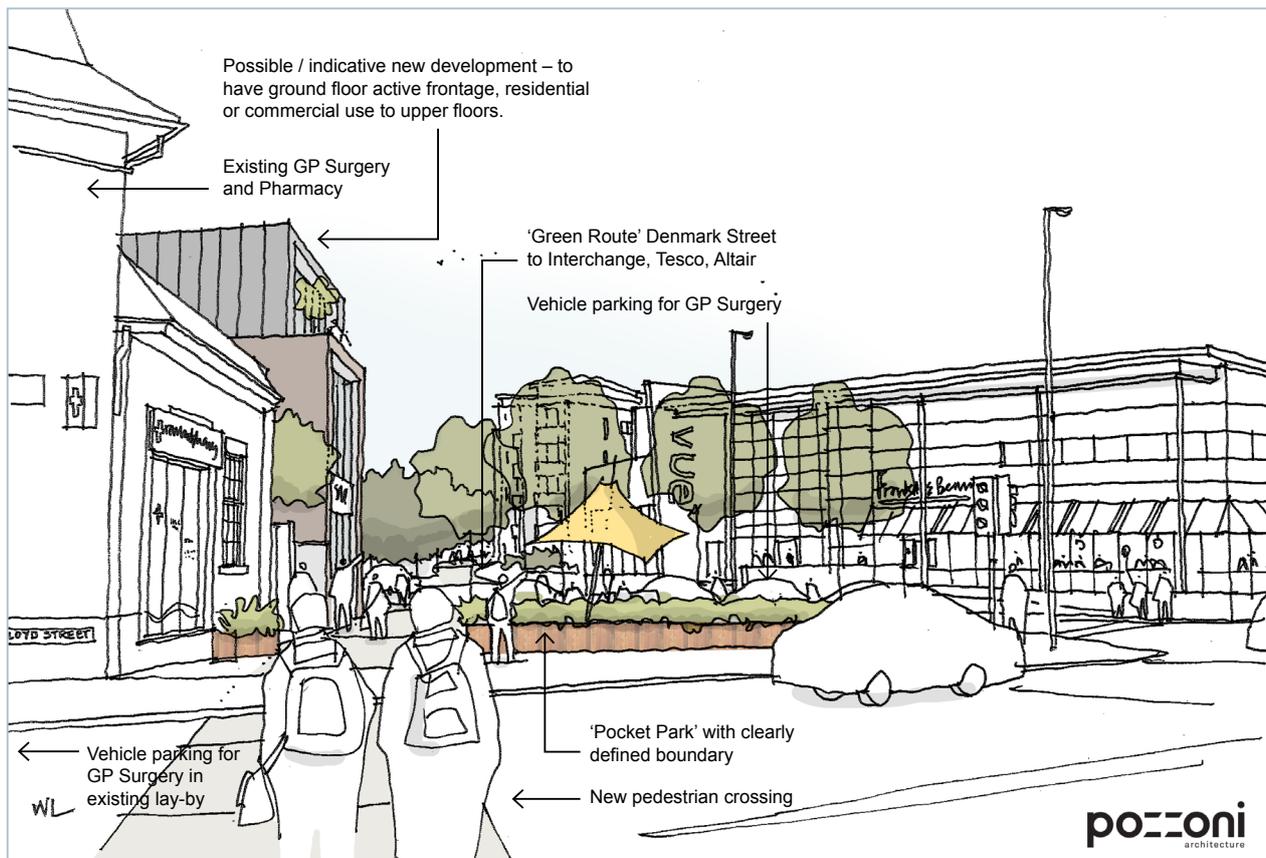
To provide details of the various proposed improvements to existing areas of POS and proposed new areas and to press for the necessary funds to carry them out.

3.2.1 This Principle addresses the Neighbourhood Plan Objective 8 and recommends a series of key spaces to be improved and created, and incidental spaces to be improved, in line with Objective 8 which seeks to 'Promote the town centre as a social centre, as a family friendly place with attractive green spaces and town squares.'

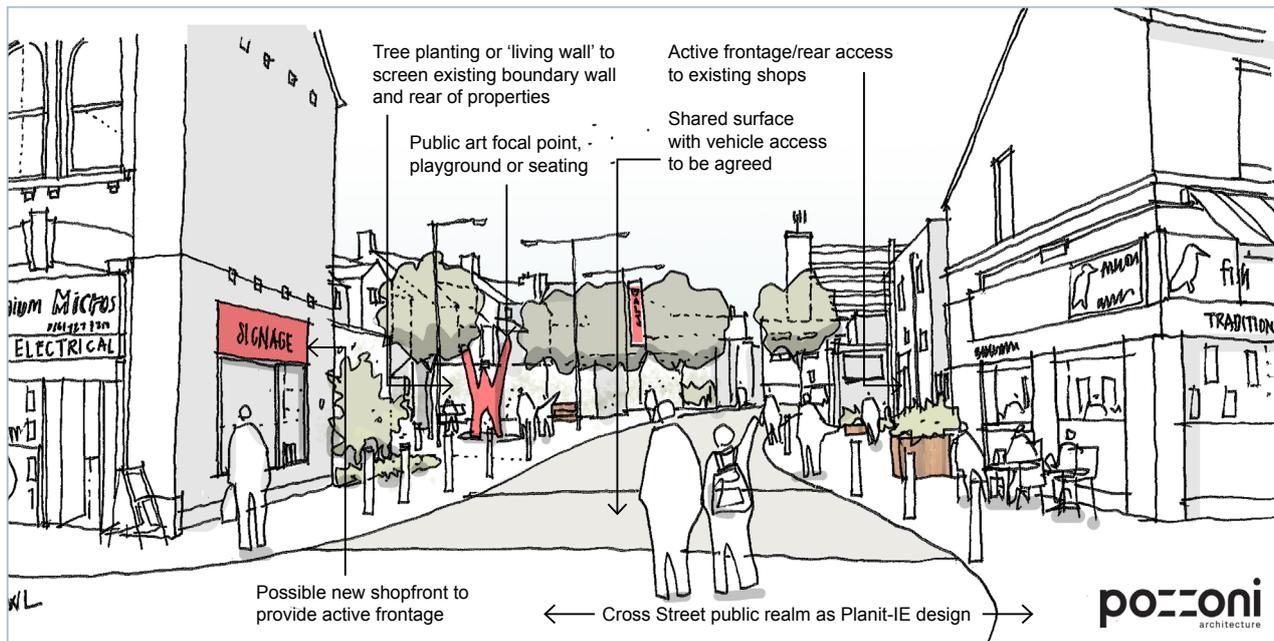
3.2.2 Plan B on p11 shows the spaces that are being/have recently been improved; other spaces that the public consider a priority for improvement (Stamford Square and Old Market Place); a series of smaller spaces across the town centre that need improving and suggested locations for the creation of new spaces in the town centre (eg New Market Square on old Pott Street).

3.2.3 The following illustrative sketches have been produced to show the objectives for the creation of new green and active open spaces at The Causeway, Denmark Street and Central Way. These sketches are purely indicative and certainly not firm proposals, but rather meant to stimulate debate.

Indicative suggestion for the potential of the Denmark Street / Lloyd Street Junction, Altrincham



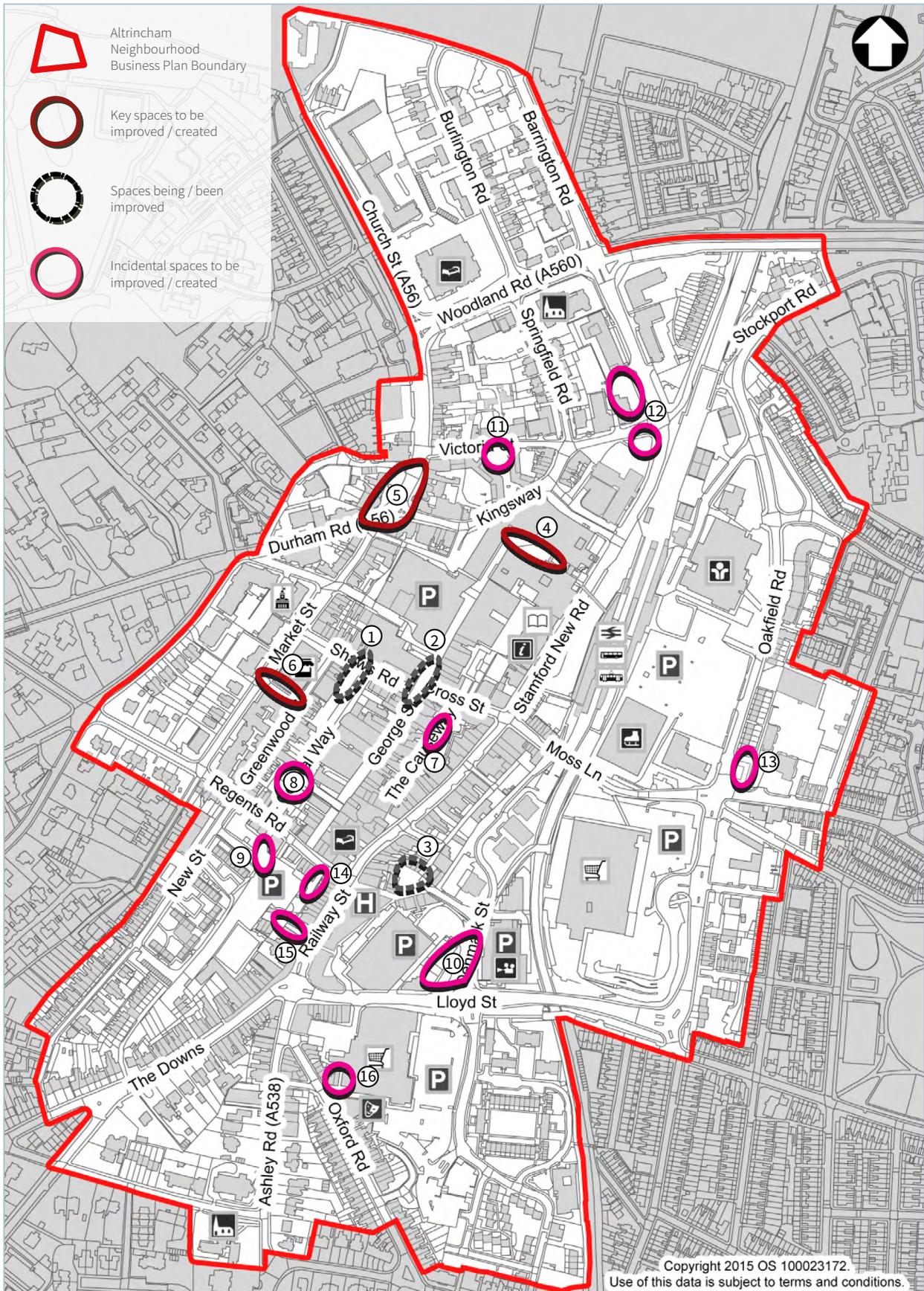
Indicative suggestion for the potential of The Causeway, Altrincham



Indicative suggestion for the potential of Central Way (looking south)



Plan B: Open Spaces



Plan B: Open Spaces – List of Locations

As part of the Phase 1 public realm works the following spaces are being/have been improved:

1. Lower Market Square, resurfaced, trees planted and lighting with new canopy for market traders and storage units
2. M&S junction of George Road / Shaw's Road and Cross Street, often referred to in the consultation as the 'heart of the town'
3. Goose Green, resurfaced, trees planted with new public art and drop off only turn around over railway bridge, with no through road to Grafton Street

Other key spaces that remain to be improved and were identified as priorities by the public consultation are as follows:

4. Stamford Square, in the Stamford Retail Quarter, which needs to be comprehensively upgraded in coordination with the wider public realm strategy, particularly improving the linkages to the Interchange, and delivered by the owners of the Stamford Quarter.
5. Old Market Place, once the heart of Altrincham that is fronted by quality historic buildings, is the gateway to the town on the busy A56. A priority here is to reduce the impact of traffic and improve the pedestrian environment, whilst signalling that this is a gateway to the town (Proposed Phase 3 on Plan A)
6. New Market Square on Pott Street / end of old Hospital site (Proposed Phase 3 on Plan A)

The creation of the following new spaces in the town centre has also been suggested in the course of the public consultation:

7. The Causeway (Proposed Phase 4 on Plan A)
8. Central Way (Proposed Phase 4 on Plan A)
9. New small open space on Regent Road
10. Denmark Street / Armitage Street Island

Finally, the following small, incidental spaces in the town centre could be improved:

11. Victoria Street office area
12. Shaw's Green and corner gardens opposite
13. Memorial garden at Oakfield Road/Moss Lane junction
14. Lloyd Square
15. Kings Court, upgrade and create disabled access from car park on Regent Road
16. Cars blocking Peter Street open space and cut through to Oxford Road from Sainsbury's

3.3 Historic Ginnels and Green Routes (See Town Wide Principle 12 (App 3) and Policy D4 in the submitted Plan and Plan C on page 17).

To secure improvements to the historic ginnels and green routes and to press for necessary funds to carry them out.

3.3.1 The lesser known ginnels crossing the main roads could be highlighted and improved in several ways to encourage usage:

- Marking their entrance by change in the main street surface
- Restoring any original surfacing but mindful of accessibility for wheelchairs, etc.
- Creating a series of integrated street artworks undertaken by different artists, with an overall cohesion through utilising the same traditional materials (e.g. stone, brick, cast iron and/or ceramic). These could be at the entrance, on the street surface; on the walls and/or above the length of the ginnel. This would celebrate and highlight their existence and could become a tourist attraction in their own right, especially if themed in an interesting way.
- If not named already, the ginnels could be given names with unique historic associations
- Lighting could be improved, so they are perceived as being safe at night
- Adjacent owners could be encouraged to create windows within the ginnels, to increase the feeling of security for those using the ginnels
- CIL and other funding sources for example, external heritage, arts funding or crowd funding could be used to support these improvements

3.3.2 Routes from the east of the Interchange to the town centre from the leisure centre, ice rink, car park and residential areas via Moss Lane and the new bridge and forecourt at the Interchange are currently very poor. Currently there is Moss Lane Road Bridge, Interchange footbridge and a further footbridge over the railway line further north on Oakfield Road. Any future development in this area should prioritise access and wayfinding to the primary town centre. For example:

- Moss Lane and the bridge could become a shared surface/pedestrian priority, or access for service vehicles only, as part of a potential green route from Stamford Park to the Market Hall.
- The proposed Altair development indicates a pedestrian route through the proposed development from Moss Lane to the east side of the Interchange. Whilst this would make Altair accessible there should be clear signage/wayfinding to direct pedestrians to the primary town centre.
- The existing raised walkways around Tesco could be enhanced with improved lighting, surfacing and handrails to direct pedestrians to Goose Green from Moss Lane.
- Enhanced signage/wayfinding within the Interchange and via the pedestrian crossing across Stamford New Road to help direct people from the Interchange to the primary town centre
- The areas east of the Interchange and not part of the proposed Altair development should have clearly defined pedestrian routes, wayfinding and signage including safe crossing points across Oakfield Road

3.3.3 To reduce the amount of cars in the town centre and promote health and wellbeing the existing pedestrian routes and green walking routes into and within the town centre should be improved and promoted.

Plan C: Movement - List of Locations

Improve the ginnels and alleyways

1. Victoria Street to Kingsway
2. Kingsway to Stamford Square
3. High Street to George Street
4. Central Way to Greenwood Street
5. George Street
 - a. George St to Central Way (Bricklayers)
 - b. George Street to Central Way
 - c. George Street to Central Way (Mount Terrace)
6. Stamford New Road
 - a. Stamford New Road to The Causeway and beyond by the old Post Office
 - b. Stamford New Road to The Causeway and George Street
 - c. Stamford New Road to The Causeway by front of Grafton Mall entrance
 - d. Grafton Mall
7. Moss Lane via Back Grafton Street to Goose Green
8. Regent Road car park
 - a. Regent Road car park across Regent Road to Greenwood Street and Central Way (Chapel Street with a worthy memorial)
 - b. Regent Road car park across Regent Road to Central Way and George Street (Albert Street)
 - c. Regent Road car park across Regent Road to George Street
9. Regent Road car park through Kings Court (with sloped access), onto Railway Street and the new Hospital
10. Regent Road via Lloyd Square to King's Court
11. Sainsbury's to Oxford Road (Peter Street)
12. Sainsbury's to Oxford road (ginnel)

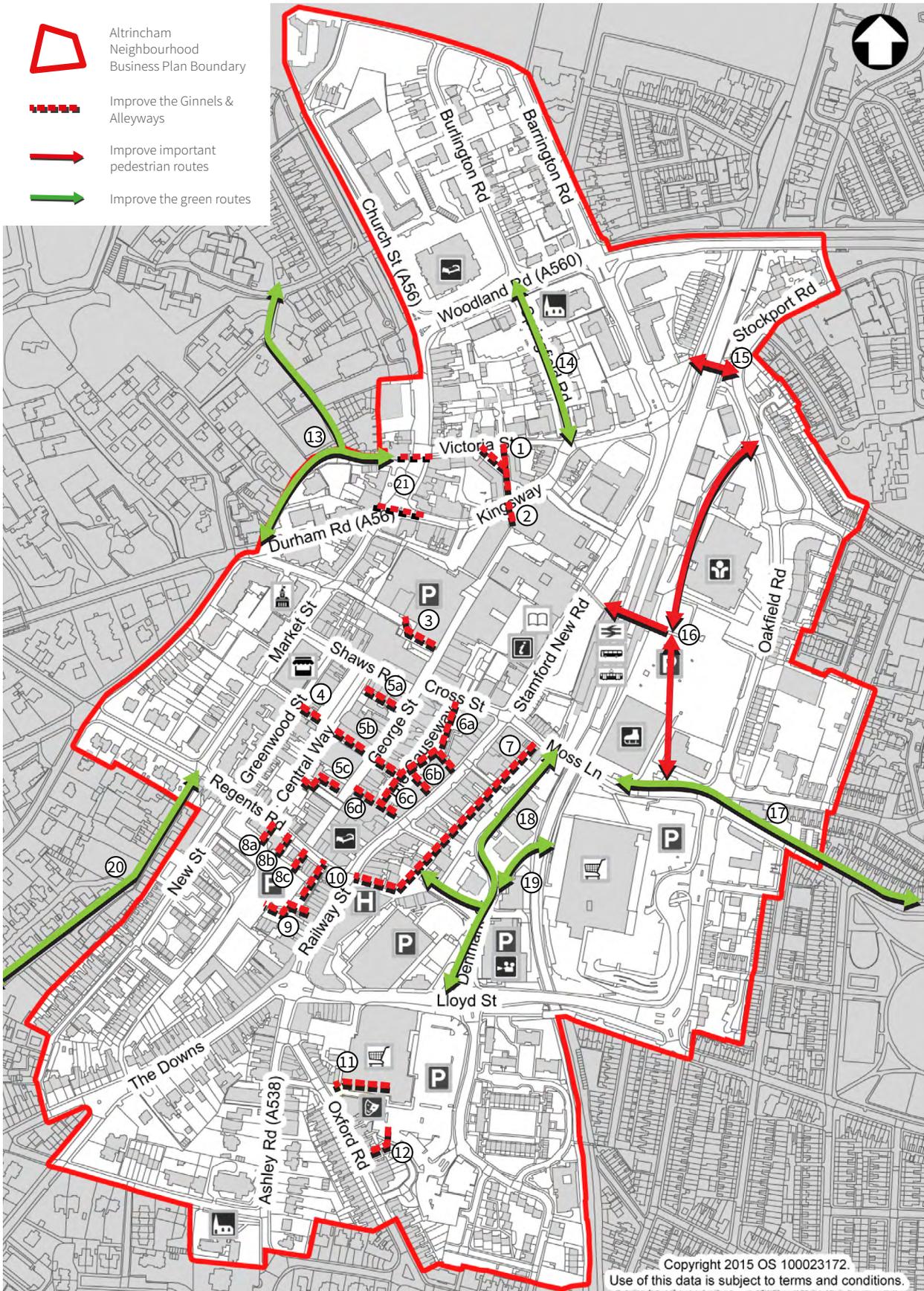
Improve Important Pedestrian and Green Routes

13. Ancient pathways behind the Old Market Place to the town centre (green route)
14. Springfield Road which could become tree lined (green route)
15. Pedestrian bridge over railway line from Oakfield Road to Grosvenor Road and the town centre

16. From the area east of the Interchange via Moss Lane and through the Interchange to the primary town centre
17. Leading from Stamford Park via Mayor's Road to Moss Lane which could be tree lined and given pedestrian priority at the town centre end (green route)
18. Interchange to Goose Green and Cinema (green route)
19. Tesco's across Denmark Street Bridge to Goose Green, Railway Street / Cinema (green route)
20. Ancient Anglo-Saxon path of The Narrows, leading from Bowdon Road across Woodville Road, through Norman's Place to Regent Road and Market Street (green route).
21. Improved pedestrian access across Old Market Square.

Plan C: Movement

-  Altrincham Neighbourhood Business Plan Boundary
-  Improve the Ginnels & Alleyways
-  Improve important pedestrian routes
-  Improve the green routes



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3.4. Connectivity and Promote a Co-ordinated Signage and Wayfinding Strategy. (See Town Wide Principles 12 and 13 (Appendix 3) in the submitted Plan and Plan D on page 20).

To provide details of the signage and wayfinding proposals and press for the necessary funds to carry them out.

3.4.1. Trafford Council have commissioned the first phase of the public realm works to improve Altrincham Town Centre (Plan A: Public Realm Phases Plans by Planit-ie). A key objective of the public realm work is to improve the gateways to town, at outer and inner junctions. Work is being undertaken on a 'Wayfinding Strategy' to improve signage, parking information and marking town gateways. Plan D illustrates the following objectives:

- Improve the signposting of Altrincham Town Centre from its outer gateways

The lack of defined gateways to the town centre means that visitors can often bypass it on the busy surrounding roads, without realising it is there. Visitors can also be unaware of what Altrincham has to offer.

The outer gateways are locations on the outskirts of the town centre where entry to the town can begin, which also offer opportunities to market and promote the town. These outer gateways should signpost and bring to the attention of visitors what the town has to offer, in terms of retail facilities, leisure activities, other attractions and car parking information

- Improve the environment for Pedestrians and cyclists throughout the town centre at key road junctions, with better signage to car parks

There are a number of important inner road junctions on the edge of the town centre, where signposting measures and improvements to the public realm should create a sense of arrival and prioritise pedestrian movements. There are many barriers to pedestrian and vehicle movement at these junctions, including excessive numbers of traffic lights meaning long wait times for vehicles and pedestrians and unattractive and distracting street clutter (guard rails and non-directional signs).

Plan D: Arrival - List of Locations

Improve the signposting of Altrincham Town Centre from its outer gateways

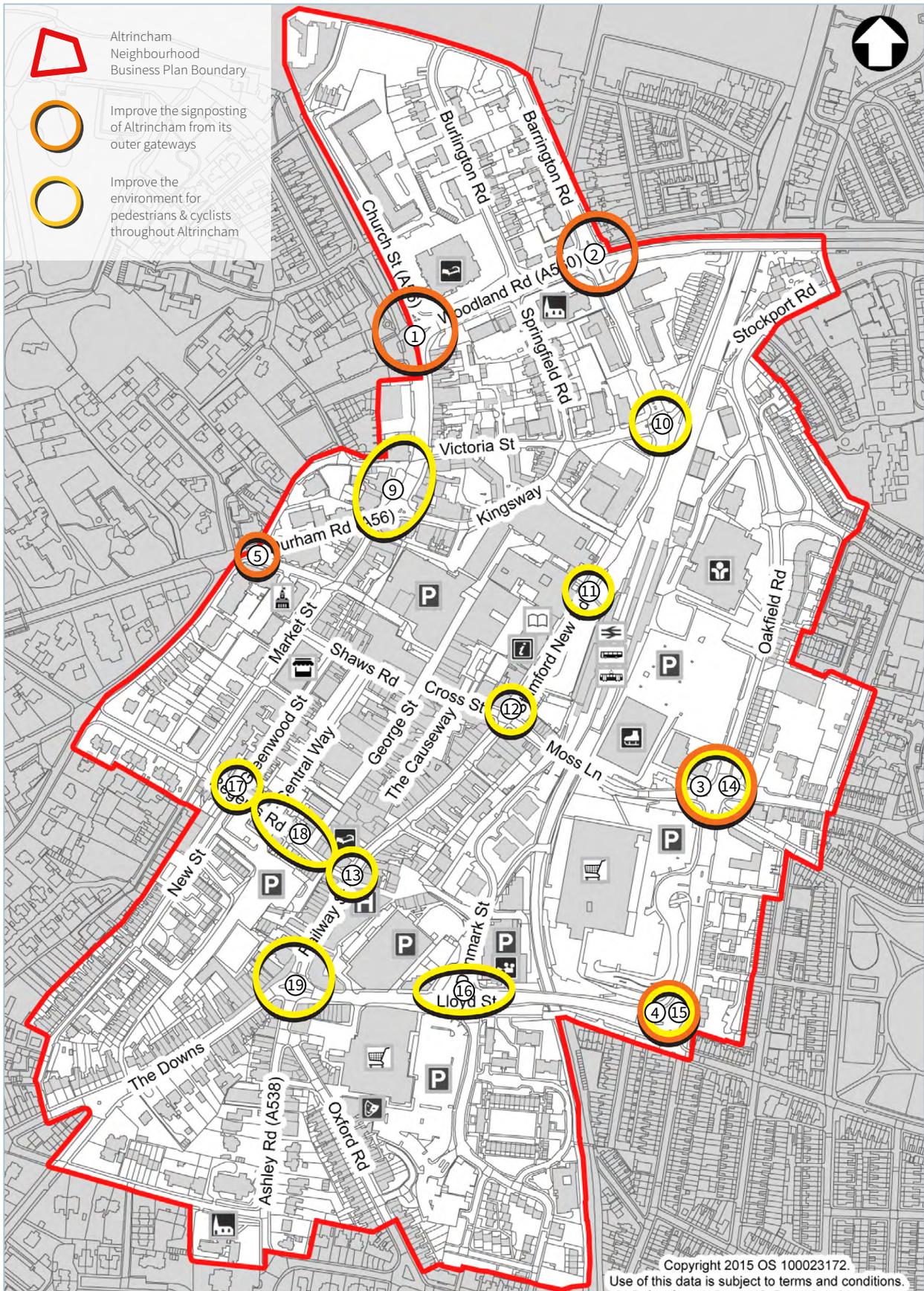
1. A56 / A560 Woodlands Road junction by Cresta Court
2. A560 / Barrington Road junction
3. Oakfield Road and Manor Road / Moss Lane junction
4. Manor Road / Lloyd Street junction
5. A56 / High Street junction
6. A560 / Stockport Road junction *
7. A56 / Regent Road junction *
8. Ashley Road / Hale Road junction *

** these junctions are outside the Altrincham Neighbourhood Plan boundary so are not shown on the map*

Improve the environment for Pedestrians and cyclists throughout the town centre

9. Old Market Place, junctions with Kingsway, Victoria Street and Market Street
10. Barrington Road / Victoria Street junction
11. Stamford New Road / Pedestrian entrance to Stamford Square junction
12. Stamford New Road / Moss Lane / Cross Street junction
13. Stamford New Road and Railway Street / Regent Road junction
14. Oakfield Road and Manor Road / Moss Lane junction
15. Manor Road / Lloyd Street junction
16. Denmark Street / Lloyd Street junction
17. Regent Road / Market Street junction
18. Regent Road – junctions with George St, Central Way and Greenwood Street
19. Ashley Road / Lloyd Street / The Downs / Railway Street

Plan D: Arrival



3.5. Green Walkways and Cycleways. (See Plan E on page 22).

3.5.1 The aim is to improve pedestrian and cycling access to the town centre through the development of a green network of walkways and cycleways so as to create a truly walkable and cycle friendly town.

3.5.2 A comprehensive walking and cycling plan for Altrincham would do much to reduce reliance on the car for short journeys, enhance health and wellbeing and improve significantly visual amenity by making the town a sustainable, distinct and pleasant place to live, work, visit and invest in. A modal shift that a green network encourages would help reduce road congestion, parking requirements, air pollution and Green House Gas (GHG) emissions. It also makes for safer streets for walking and cycling.

3.5.3 The illustrative Green Network below is configured to:

- Utilise existing green spaces as nodes on a green network (eg Stamford Park, John Leigh Park, King George V Pool and Golf Course, Navigation Recreation Ground, Moss Lane Park, Spring Bank Park, Devisdale). Residential catchments may feed into these nodes and enhance access to the green infrastructure that the parks provide;
- Link to all schools in the area thereby offering opportunity to reduce peak car journeys and replace with healthier walking / cycling along safe and pleasant green corridors, and improve access to town centre amenities for after school activities;
- Link to existing footpaths to extend the “walking / cycling” radii from the town centre / transport interchange (a wider catchment for example is achieved by linking to footpaths across King George V Pool and Golf Course). Additionally this would improve access to sport and recreation facilities and,
- Link and improve access to nearby cross country walkways / cycleways (Bridgewater Way, Trans Pennine Way) and thereby improve access to surrounding parkland and countryside for leisure and recreation, and enhance health and wellbeing.

3.5.4 Once designated a green route the aim would be to improve the quality of the street environment through greening progressively over time funded for example, through CIL and S106 contributions, highway renewals, cycle funds and voluntary effort (see also new Infrastructure Act obligations). Some routes require little or no intervention (Altrincham is distinguished in some areas with good green infrastructure with many tree lined routes which link to the town centre); some require a light touch and would benefit from tree planting and landscaping; and, some streets would allow introduction of segregated walkways / cycleways (following Dutch design principles). The network would provide safe and pleasant green corridors linking to the Planit town centre shared street scheme, bringing a major improvement in the urban fabric, improving access to the town centre, and making the town a more pleasant place to live, work and visit.

4.5 The Forum will seek to promote a study to evaluate detailed planning of routes, generic street designs and illustrative planting schemes for green corridors to provide a proper basis for the development of an Altrincham Walking and Cycling Investment Strategy.

Plan E: Illustrative Network of Green Walkways and Cycleways

Key

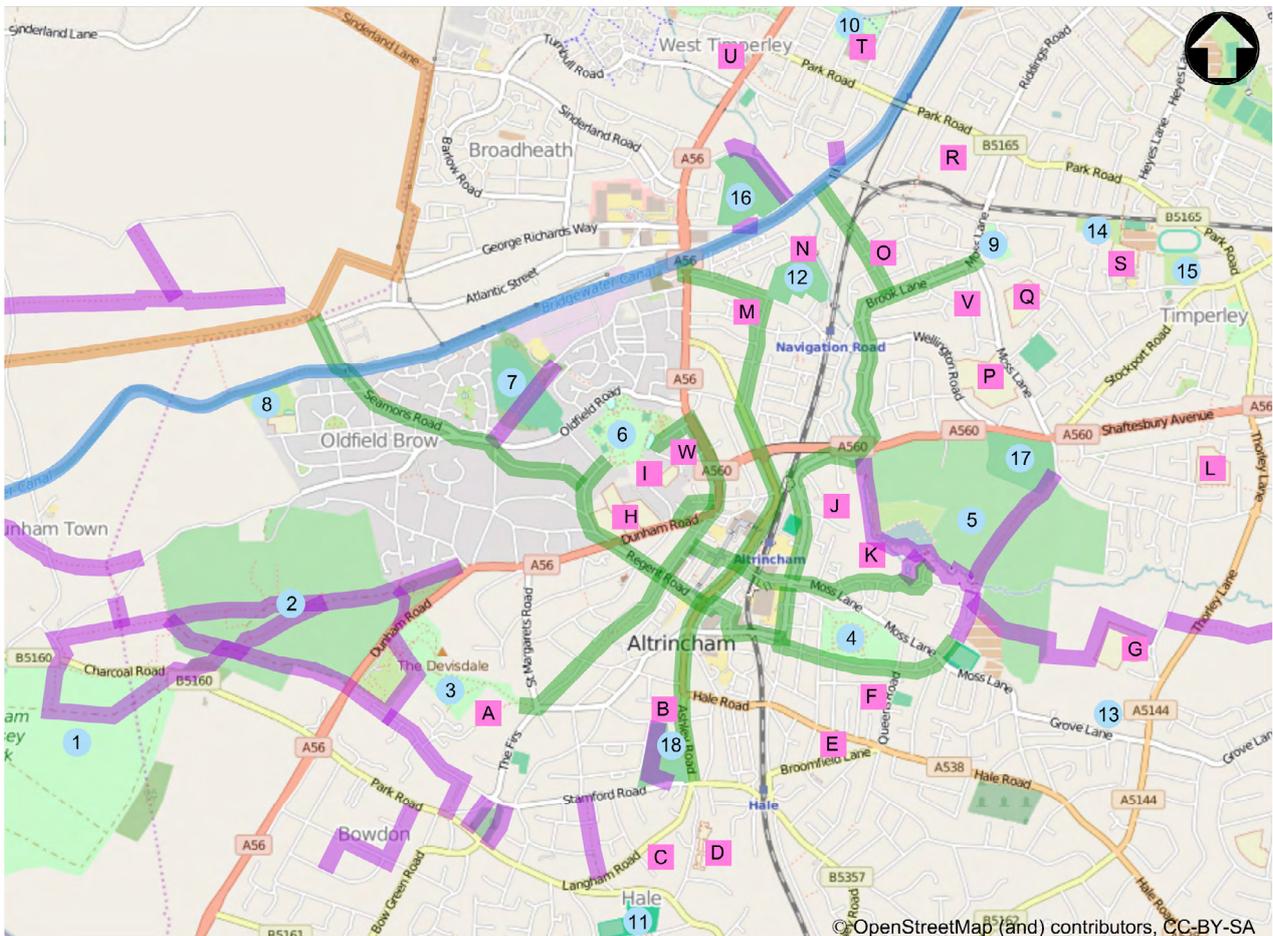
- Key footpaths (existing)
- On-street routes connecting green spaces
- Trans-Pennine trail
- Bridgewater Way

Existing Parks, Green Spaces and Golf Courses

- | | | |
|--|--|--|
| 1. Dunham Massey National Trust | 7. North Cestrian School Fields | 13. Grove Park |
| 2. Dunham Forest Golf and Country Club | 8. Oldfield Brow Recreation Ground | 14. Buckingham Way Park |
| 3. The Devisdale | 9. Moss Lane | 15. Altrincham District Athletics Club |
| 4. Stamford Park | 10. Newton Park | 16. Salisbury Playing Fields |
| 5. Altrincham Municipal Golf Course | 11. Bowdon Cricket, Hockey and Squash Club | 17. Timperley Sports Club |
| 6. John Leigh Park | 12. Navigation Recreation Ground | 18. Spring Bank Park |

Existing Schools

- | | | |
|--|--|---------------------------------------|
| A. Altrincham Grammar School for Girls | I. North Cestrian Grammar School | Q. The Willows Primary School |
| B. Bowdon Preparatory School for Girls | J. St. Vincent's Catholic School | R. St. Hugh's Catholic Primary School |
| C. Bowdon Preparatory School for Boys | K. Blessed Thomas Holford Catholic College | S. Pictor School |
| D. Altrincham Grammar School for Boys | L. Cloverlea Primary School | T. Park Road Primary School |
| E. Hale Primary School | M. Navigation Primary School | U. Trafford College |
| F. Stamford Park Infant School | N. Brentwood School | V. Forest School |
| G. Altrincham College of Arts | O. Brentwood Special School | W. Altrincham C of E Primary |
| H. Loreto Grammar School | P. Wellington School | |



4. Accountability

The following schedule is a draft set of proposed accountabilities for a range of issues raised by the public during the preparation of the Plan.

Stage 1		
Overall	Accountable Group	Comments
1. Better quality pubs; more and better quality restaurants; better quality Leisure Centre; more and better quality market; more and better quality clothing shops; more & better quality food retailers; more & better quality other retailers.	<ul style="list-style-type: none"> Altrincham Forward (including the Landlord's Forum) BID Company The market operator and Letting agents Stamford Quarter and other developers 	<p>Relationship of AF' and BID company to be discussed at AF Board in December 2015.</p> <p>Forum to send detailed information to the accountable group.</p>
2. Wider range of stalls and more food stalls in market.	<ul style="list-style-type: none"> The Market Operator 	Forum to send details.
3. More housing in the town centre.	<ul style="list-style-type: none"> Included in the Plan 	Forum to monitor progress with the Council.
4. Range of uses for old hospital.	<ul style="list-style-type: none"> Included in the Plan 	Awaiting outcome of current CCG proposals (Health and Well Being Centre).
5. Various improvements to the environment.	<ul style="list-style-type: none"> Included in the Plan and the Annex 	Forum to promote improvements via its Design Group.
6. More car parking.	<ul style="list-style-type: none"> Included in the Plan and the Annex 	Forum to monitor progress.
7. Personal safety in late evening – develop evening economy.	<ul style="list-style-type: none"> Trafford Council. Altrincham Forward and the BID Company GMP 	Forum to pass on details of the relevant questionnaire response.
8. Additional facilities needed: more independents; more (free) car parking with pay as you leave; town centre to be a social, family friendly place; more clothing, fashion and boutiques and children's retail; more open green spaces; general improvement in quality; more festivals, arts and cultural events; wider evening economy; more cultural and community facilities.	<ul style="list-style-type: none"> Altrincham Forward The BID Company The Market Operator Letting Agents Stamford Quarter and other developers 	<p>General support in the Plan for these issues and some specific one's such as environmental quality are covered.</p> <p>Forum to send details to the accountable group.</p> <p>See 6. above for Car Parking.</p>
9. Wide range of rent and rates issues	<ul style="list-style-type: none"> Trafford Council once the Government proposals are published 	Forum, Altrincham Forward, BID Company and others including the Chamber to contribute to

		discussions with the Council on how best to ensure that changes support the future development of the town centre.
10. More focussed centre.	<ul style="list-style-type: none"> Included in the Plan 	Plan will provide the basis for decisions on planning applications.
11. More click & collect; collection hub; joint courier system; joint order/ collection service for independents.	<ul style="list-style-type: none"> The BID Company 	Forum to support the BID Company.
12. Better advertising and promotion of what is going on.	<ul style="list-style-type: none"> The BID company Altrincham Forward 	Forum to support the development of the marketing and promotion of Altrincham Town Centre.
13. Open up area opposite interchange	<ul style="list-style-type: none"> Stamford Quarter 	Forum to maintain dialogue with the Stamford Quarter to improve the visual impact on arriving via the interchange.
14. Better signage.	<ul style="list-style-type: none"> Being addressed by Planit-IE as part of the public realm work 	Forum to seek input into the detailed design of the signage and wayfinding proposals through the Design Group.
15. Less vacant and cheap shops.	<ul style="list-style-type: none"> Included in point 10 above 	
<p>16. Students</p> <p>a) Not much to do; boring; not many entertainment venues; more choice elsewhere; bit of a ghost town.</p> <p>b) More cafes and restaurants (affordable) and shops for young people. 41 different shops named which are not represented in ATC.</p> <p>c) Improve the leisure centre; provide bowling facilities.</p> <p>d) Need teen events; more sports opportunities and links to parks; more activities for younger people; sheltered spaces to sit outside.</p> <p>e) Fast, free WiFi across the town centre; apps so you know what is going on; town centre web site; on line news; inter-active screens; charging facilities; touch screen info; loyalty card; big plasma event screens.</p>	<ul style="list-style-type: none"> BID Company Altrincham Forward and the Town Team Stamford Quarter Landlords Developers Market Operator 	<p>Fast Free WiFi being actively pursued by the BID Company and the Town Team with Forum support.</p> <p>Issues raised by students need to be picked up as part of the marketing and promotion work referred to in 12. above.</p>
17. Provision of Community Space in Altrincham Town Centre managed by the community for the community (see Policy CF1 and the Annex)	<ul style="list-style-type: none"> The Forum 	Forum to investigate the possibility of establishing a community based legal entity such as a Community Interest Company, to manage potential community space for an on behalf of

		<p>the community and will investigate the business case for doing this.</p> <p>If a viable way forward can be defined, the Forum will seek to negotiate with the Council to 'take over' and manage existing and potential community assets for the benefit of the community of Altrincham.</p>
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Stage 2

Overall	Accountable Group	Comments
1. Vision & Objectives – all comments reflected in amends made.	<ul style="list-style-type: none"> Included in the Plan 	
2. Allocations – all received over 80% support.	<ul style="list-style-type: none"> Included in the Plan 	
3. Shopping Frontages – all received 94%+ support.	<ul style="list-style-type: none"> Included in the Plan 	
4. Following policies received strong support (80%+): attract popular occupiers; current owners/ developers to attract convenience stores; focus the retail core; attract the younger generation.	<ul style="list-style-type: none"> This information will be included when the above points 1, 8, 12 and 16 (Stage 1) are dealt with. 	
5. 88%+ support for more short and long stay spaces; an integrated CP policy; better signing to spaces; pay as you leave; overall charging policy for the town; use of public car parks for resident overnight parking.	<ul style="list-style-type: none"> Included in the Plan and the Annex 	
6. Over 90% support for fast, free WiFi and charging facilities; town centre web site and joint public/private approach to delivering the necessary digital infrastructure including the use of CIL and S106 monies.	<ul style="list-style-type: none"> Included in the Plan and the Annex Also covered under point 16 above 	
7. Over 90% support for review of design policies to ensure they provide a modern, flexible and enabling framework; town centre employment/offices; always securing the highest quality in all aspects of the development of the town centre.	<ul style="list-style-type: none"> Included in the Plan and will be covered in Conservation Area Management Plans 	



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