



Introduction

Trafford Places

Introduction

Part of Trafford's appeal lies in the diversity of its towns, neighbourhoods and landscapes. The Borough plays host to a rich tapestry of characterful streets and open spaces mixed with many fine examples of architecture.

Trafford was historically an agricultural landscape, industrialisation did not occur in the area until the late 19th century. Trafford's main settlements owe much of their character to suburban growth of the 19th and 20th centuries. The construction of the Manchester, South Junction and Altrincham Railway [1849] created new suburbs for the middle classes of Manchester with the construction of villa-type houses centred around railway stations. There are many fine residences constructed from red brick, the distinctive Bowdon 'white brick', and sandstone. Roofs are generally slate, and many buildings have terracotta detailing. A number are by renowned architects including Edgar

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Wood, Henry Goldsmith, Charles Heathcote and John Douglas.

That diversity of character is something which should be reinforced through the planning and design of new development in the Borough.

New proposals should seek to enhance and draw out the qualities which make each place within Trafford unique. This should be done through well-considered and locally appropriate design responses, avoiding bland solutions.

Trafford's Places

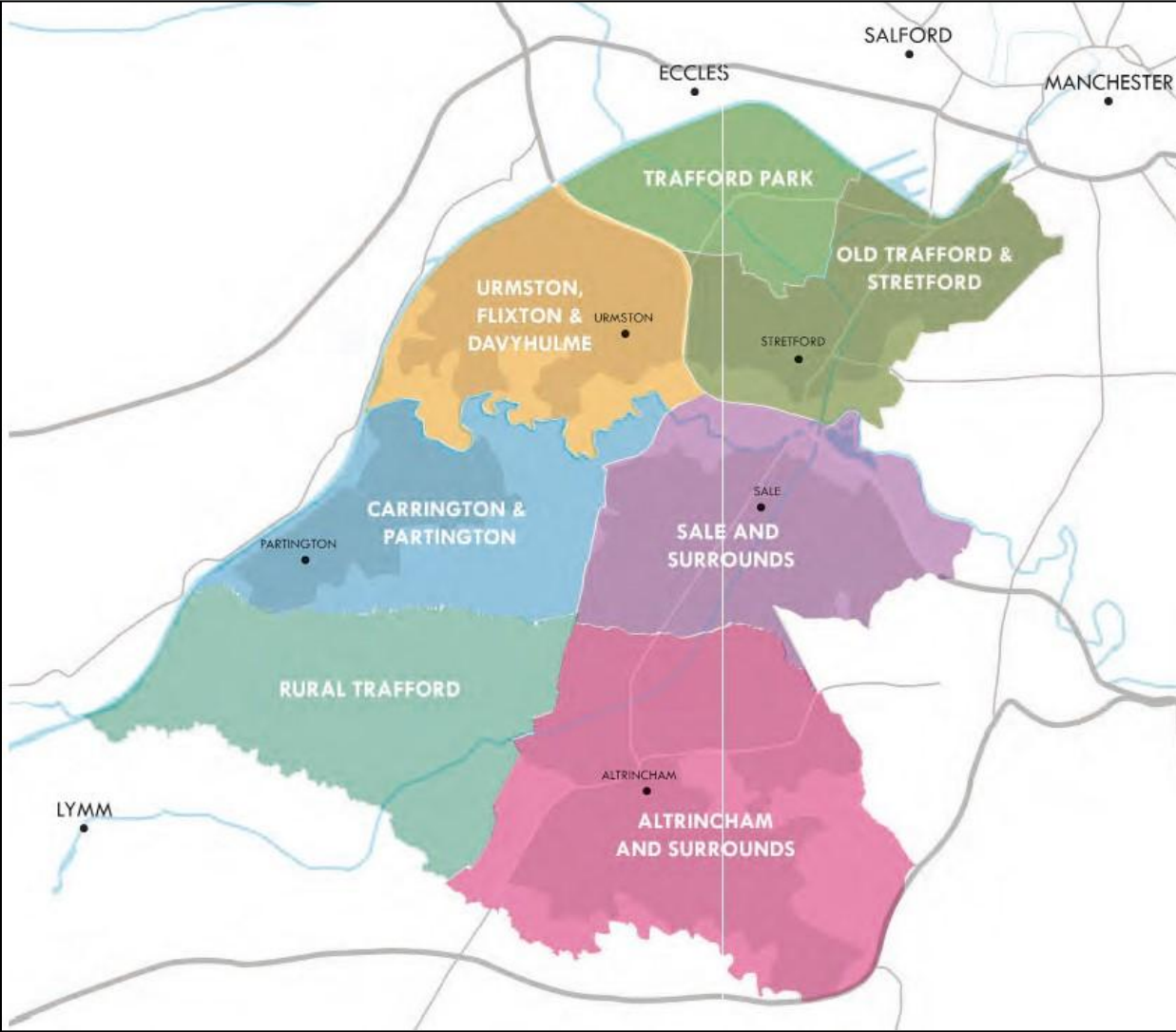
To guide applicants when thinking about the context of their proposals we have defined Trafford through a series “Places”. These are the localities within the Borough which are recognisable as being of a different character as defined by their architecture, history, character, landscape or land uses.

Applicants should seek to understand the unique characteristics of the Place in which they are proposing development. This may include more localised characteristics that should be researched and responded to through the design of proposals.

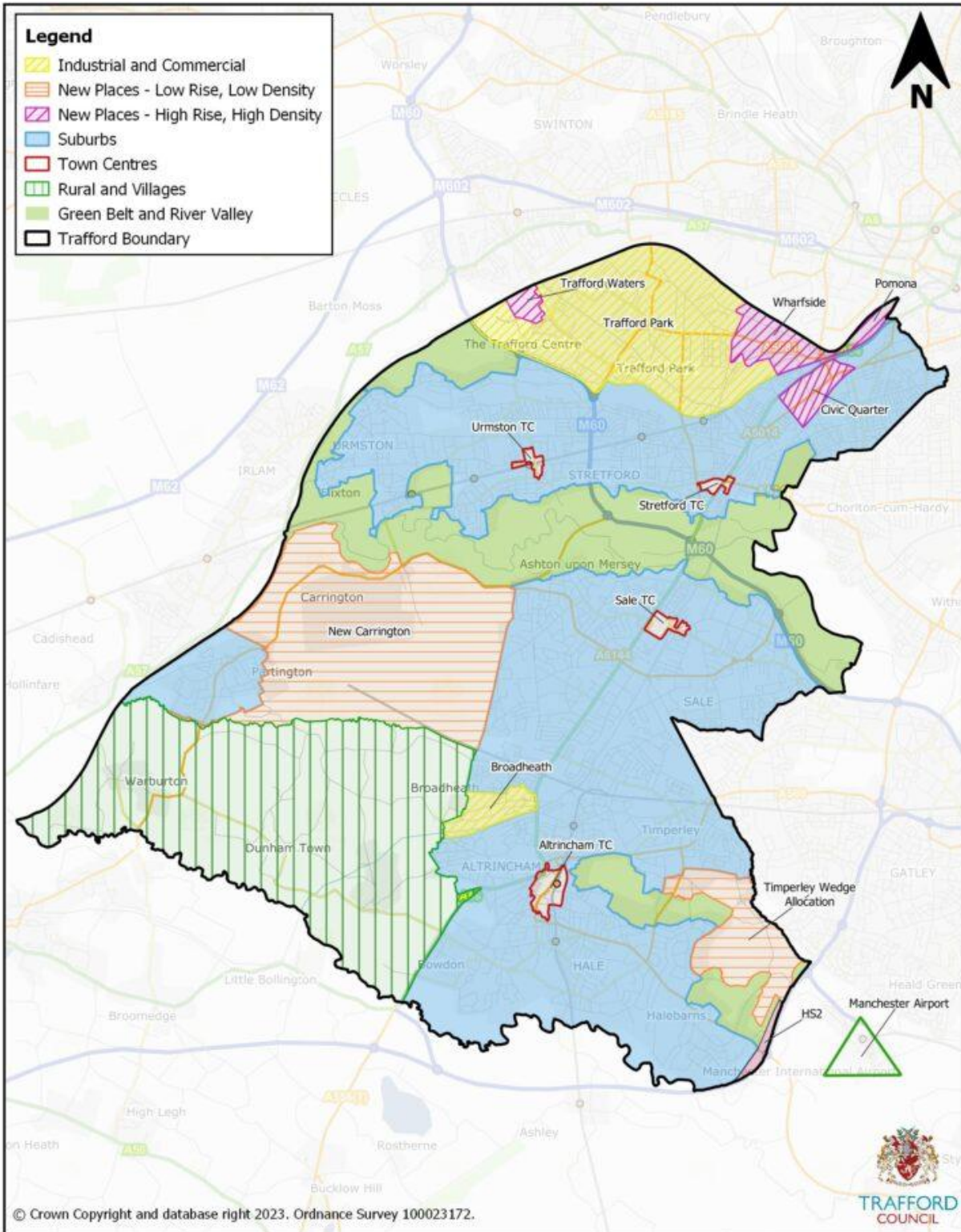
Places

- Old Trafford and Stretford
- Trafford Park

- Urmston, Flixton and Davyhulme
- Carrington and Partington
- Rural Trafford
- Altrincham and around
- Sale and surrounds



Trafford Coding Plan



Trafford's Area Coding Plan shows the areas within Trafford that the code will apply to along with the distribution of the area types. The plan also identifies the location of 'New Places' within the Borough.

This plan shows the area to be covered by the Code and divides this up into a series of area types as described in the key.

Applicants must identify where their proposed development site is located and the relevant area type to determine which sections of the Trafford Design Code are applicable. Make sure that you read 'Which sections should you read?'

Interpreting the Place

The following sections provide an overview of each of Trafford's Places, describing their typical characteristics and any unique design considerations. It is recognised that there are limitations to this approach as within each Place there are numerous and more detailed distinctions that can be made between sub-areas. This chapter has sought to identify some of these characteristics, however it is not practical to identify or indeed describe all these in detail. Therefore applicants are expected to conduct their own analysis prior to any design development and engage in discussion with the local authority to ensure a common interpretation of its character is agreed. Conservation Area Character Appraisals should also be read in conjunction with the details published here and will take precedence where there is any conflict. Proposals near to the boundary of an area should take into account the character of both adjacent Places. Key design cues have been set out for

each Place to assist in your work.

What you should consider

- Applicants must demonstrate an understanding of the Place in which the development proposals are located. Reference the history, architecture, townscape and landscape of the site and its surroundings when planning and designing new development.
 - Look to the local vernacular for design cues (highlighted within this section for each Place), responding to the scale, form, composition, boundaries, material palette and detailing.
 - Where possible proposals should enhance and reinforce the existing character of the area. New development must contribute to the setting of existing historic landscapes and buildings.
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Trafford's Places

Old Trafford and Stretford

Old Trafford and Stretford are predominantly residential areas to the north east of the Borough. This distinctive inner-urban location is closely associated with Manchester City Centre, Salford Quays, and Trafford Park as well as the neighbourhoods of Whalley Range and Chorlton to the east.

**Development
Plan Documents**

[Civic Quarter
Area Action Plan](#)

[Empress
Conservation
Area Appraisal
and Area](#)

Unlike other residential areas in Trafford there is no one defined central area, rather a series of smaller centres combine to serve the townscape. This leads to a distinct “tapestry” like character, with smaller neighbourhoods and communities gathering around each local place.

[Management Plan](#)

Old Trafford and Stretford is one of the most accessible locations in Greater Manchester with roads, Metrolink and rail providing excellent connections into Manchester City Centre, as well providing easy access out to the southern parts of Trafford. The proximity to surrounding employment and leisure hubs provides significant opportunities for high quality sustainable pedestrian and cycle links throughout the area.

[Longford Park Conservation Area and Area Management Plan](#)

Old Trafford is home to two internationally recognised sporting arenas, Old Trafford Cricket Ground and Old Trafford Football Ground, and the Civic Quarter Area. This, alongside large commercial blocks along Chester Road, creates a distinctive and varied form in the area.

Old Trafford and Stretford urban form is typically characterised by a tight-knit network of streets laid out in historic gridiron patterns. This is punctuated with parks and open spaces which serve each local neighbourhood. The area is dissected by the A56 corridor which provides a focus for historic and current commercial activity. This also includes Talbot Road and Chester Road which contain a number of examples of exceptional 19th and early 20th century architecture.

Beyond the core historic and commercial areas, the character becomes more spacious and suburban. Particularly to the west of Stretford, where it begins to share townscape characteristics with neighbouring Urmston, Flixton and Davyhulme, including wider streets and avenues lined with 1930s and 1940s semi-detached homes.

Local Character Areas

- Within **Old Trafford and Stretford** there are a number of sub-character areas where local characteristics in the urban form and landscape are identifiable.
- For example, there are a large number of streets within the **Old Trafford and Gorse Hill** areas where the Victorian terrace form is prevalent, leading to dense residential neighbourhoods. Amongst these neighbourhoods are formal parks and high street parades which provide amenities for local residents. Around these well-preserved historic streets are areas of 1930s and 1940s semi-detached housing estates in their typical style.
- In the area surrounding **Longford Park** it is more common to see lower density Victorian and Edwardian housing set in tree lined streets. Whilst in **Stretford** there is a variety of building forms including a few remaining historic public buildings and parades of shops surrounded by a variety of Victorian and Edwardian terraces. Stretching to the west are larger planned estates of 1930s and 1940s semi-detached housing which borders Urmston.

- The **Civic Quarter** is a focus for leisure, entertainment and commercial activity including the globally recognised Old Trafford cricket ground, whilst Old Trafford football ground sits just outside the Civic Quarter boundary. Despite widespread redevelopment in the second half of the twentieth century, there are notable surviving examples of historic commercial buildings and Victorian villas. It also hosts the administrative centre for the Borough at Trafford Town Hall, a fine example of a Neo-classical public building in Trafford.
 - The **Wharfside and Pomona** areas have a historic industrial character, being closely associated with the Manchester Ship Canal. Here, rare examples of historic industrial buildings in Trafford can be found as well other commercial buildings of note.
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Trafford's Places

Trafford Park

Trafford Park, the world's first and largest industrial estate, lies in the northernmost part of the Borough. The Manchester Ship Canal forms the border with Salford, while Old Trafford and Stretford lie to the east.. Urmston, Flixton and Davyhulme lie beyond the M60 to the southwest.

The area has a sprawling urban form with a variety of commercial buildings that are predominantly industrial

Development Plan Documents

[Barton Upon
Irwell
Conservation
Area Appraisal
and
Management
Plan](#)

in character. While developed to a relatively low density, the area has a typically low level of pedestrian permeability and access leading to the dominance of vehicles and highways throughout.

Exceptions to this include the Village area, which has a finer grain and street pattern as a result of its former residential purpose, with historic elements well-preserved amongst less characterful surroundings.

The Trafford Centre and its surroundings also stand out as unique and is a regional focus for retail and leisure activities. It attracts high numbers of visitors however the majority arrive by car contributing to the dominance of the highway infrastructure.

Historic planning of the area has resulted in a surprising green character, which is at danger of being lost as sites are redeveloped and seek to maximise the land use.

Being located close to the regional city centre and surrounded by residential areas allows for good access to key transport connections and corridors. Trafford Park is an opportunity to build a sustainable place for work and leisure, and continue to be internationally recognisable as an industrious and prosperous location.

Local Character Areas

- **The Village** is a well-preserved historic area of Trafford Park and was formerly a residential neighbourhood. It has a more domestic scale than other areas and features the only traditional “high street” in the area.

- **The Trafford Centre** and land that surrounds it form a key visitor attraction in the Borough. It includes a number of retail and leisure opportunities close to the M60. It is dominated by a complex highway and car-parking network and is characterised by an eclectic mix of building forms and styles.
- **Central Way** is the primary movement corridor linking directly to the M60 motorway. It includes a recent extension to the Metrolink tram network and forms most visitor's experience of the area.
- The main body of **Trafford Park** includes a mix of commercial, light industrial and heavy industrial uses. It has evolved over time with changes in manufacturing and is seeing some change in the businesses that operate within. It is notable for its verdant character throughout and includes a small ecology park.
- The **Bridgewater Canal** passes through Trafford Park. It provides a link to Old Trafford and Stretford as well as into Manchester city centre and is part of the Regional Cycle Network Route 82.
- **Trafford Waters** is a newly planned mixed-use neighbourhood making use of land adjacent to the Manchester Ship Canal close to the Trafford Centre. It will bring a residential and workforce population to the area.
- The **Manchester Ship Canal** is a significant heritage asset make better use of its waterside setting, within both Trafford Park and along the green edge to the Borough through Davyhulme and beyond to Partington.

Trafford's Places

Urmston, Flixton and Davyhulme

**Development
Plan Documents**

[Flixton
Conservation](#)

Urmston, Flixton and Davyhulme are residential areas in the north west of the Borough. Their location is separated from the rest of the borough by the Manchester Ship Canal to the west, the M60 to the east, and the River Mersey forming the southern edge. Together the areas retain a distinct identity, known for their verdant qualities, with large open green spaces interspersed amongst housing which is often set along established tree lined streets and avenues.

The area is generally suburban in character and while there are some terraced streets close to the historic town centre of Urmston, the urban form beyond is typically less dense, with a proliferation of semi-detached and detached post-war houses that have generous plots.

A number of the streets benefit from a distinct planned form which results in wide avenues that integrate tree lined verges and cycle lanes, separating pedestrians from vehicular traffic.

Redevelopment in Urmston town centre has led to the loss of some of the historic grain, but has however, contributed to a resurgence in the local high street.

The area's geographic spread and relative isolation has led to a slower rate of development. Nevertheless, the generous streets provide an opportunity for creating exemplar active travel routes.

Local Character Areas

- **Urmston** is the principal town centre for the area and includes an historic high street while period properties are focused around its core;
 - **Flixton** is a residential area to the west which abuts the Manchester Ship Canal but lacks an obvious centre;
 - **Flixton Village** on the fringes of the conurbation provides a snapshot of historic Trafford village life and retains a distinct identity centred around St Michael's Church;
 - The **River Mersey corridor** has a less engineered riverbank through the area than elsewhere and provides the setting for recreation and leisure activities as well as natural habitats;
 - The **Manchester Ship Canal** provides an additional green resource as well as being a significant heritage asset, where remnants of its industrial past can be discovered;
 - **Davyhulme** is a residential area to the north which includes Trafford General Hospital and borders the M60 and nearby Trafford Centre. Like the rest of the area it boasts an extensive network of green spaces.
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Trafford's Places

Carrington and Partington

Carrington and Partington occupy an area to the west of the Borough, separated from the primary conurbation by the Mersey Valley, Manchester Ship Canal and Carrington Moss.

Historically, the area remained largely undeveloped until the early 20th century, when industry was first associated with the Manchester Ship

Canal, which facilitated new industry in the area including power generation, gas and chemical works.

It is essentially rural in character, with a small concentrated settlement and centre at Partington, while Carrington, although heavily developed by industry, is of a more open and dispersed character, where the historic village centre has all but been lost. The urban form of Partington is focussed around a retail centre in the village.

The area is undergoing significant change as land formerly used by industry is developed into new homes and places of business. There is a significant opportunity to introduce more innovative models for living and working as well as exemplar placemaking and regeneration initiatives. Carrington Moss, a large area of peat bog, makes up the remainder of the area and provides significant open space. It includes a number of nature reserves and is also the location for training grounds for a number of nearby sports teams, including Manchester United, as well as hosting a number of equestrian centres.

Local Character Areas

- **Partington** is an historic village, which has been largely lost through the development of mass built 20th century housing estates.
- **Carrington** also has a historic village centre, which is still evident but poorly preserved. It is dominated by the industrial landscape of the chemical works. Plans are under way to redevelop the area into an extensive residential neighbourhood and new business park through Places for Everyone.

- **Carrington Moss** represents the surviving green space in the area. It was historically cultivated to grow various crops for the markets of nearby Manchester. The area was also used to dispose of the city's sewage.
- **Carrington Power Station** occupies the area north of Manchester Road and between the River Mersey and Manchester Ship Canal. A new gas powered power station has been built, with greener forms of energy storage and generation planned .
- Redundant **railway corridors** are evident in the landscape. These provide an opportunity for active travel or public transport connections between Carrington, Partington and the rest of the Trafford conurbation. The Carrington 'Rides' are an important local leisure resource and are remnants of the tram system that was used during the late 19th and early 20th century for large scale waste disposal, as part of large scale reclamation of the mossland.
- The **Manchester Ship Canal** is a significant heritage asset that now provides a leisure and nature corridor along the western edge of the area.
- The **River Mersey** merges with the Manchester Ship Canal to the northern edge of the area and provides an additional recreation and natural corridor through its floodplains and river banks.

Trafford's Places

Rural Trafford

The rural areas of Trafford lie in the south western corner and merge with the Cheshire countryside to the south. The extremities of Altrincham and its surroundings lie to the east and Carrington and Partington to the north. The canalised River Mersey

Development Plan Documents

[Warburton Conservation Area Appraisal and Area Management Plan](#)

clearly defines its western edge which is the boundary of the Borough.

The area is notable for its well preserved rural character and unique architecture, as well as a functioning agricultural industry. It also includes the regionally significant Dunham Massey estate and deer park.

Settlements are dispersed although there are groupings of dwellings that notionally form the villages of Warburton, Dunham Woodhouses and Dunham Village, although these lack any formal centre and have limited local facilities. The remainder of the area includes a scattering of farm buildings and associated isolated dwellings.

The area's remoteness limits the capacity for significant sustainable development, although there is potential for exceptional and interesting responses to the unique architecture of the area. The area provides a significant green infrastructure resource for the Borough as an open and natural setting to enjoy while passing through or visiting local attractions.

[Dunham Town Conservation Area Appraisal and Area Management Plan](#)

[Dunham Woodhouses Conservation Area Appraisal and Management Plan](#)

Local Character Areas

- The parish of **Warburton** occupies the most easterly part of the Borough. It is agricultural in character and includes the village of Warburton along with hamlets and linear settlements that house the small resident

population. It is notable for a number of buildings by the Victorian architect John Douglas.

- The parish of **Dunham Massey** includes the villages of Sinderland Green, Dunham Woodhouses and Dunham Town as well as a number of pubs and local attractions. Like Warburton, the area has largely avoided development since the 19th century.
- **Dunham Park** is part of the Dunham Massey parish, which is distinct for its walled estate which contains the Grade I listed Dunham Hall, Carriagehouse and Stables and the Grade II* listed Watermill, Gardens and Deer Park that is a popular destination for visitors across the region. It has a contemporary visitor centre and cafe, one of the few modern buildings in the area.
- The **Bridgewater Canal corridor** ends its route in Trafford as it passes through the area linking the Trafford conurbation to the countryside as well as surrounding towns such as Lymm.
- The **former railway** between Altrincham and Warrington also provides a key strategic leisure route between Altrincham and the rural areas. It forms part of the Trans–Pennine Trail, running from Liverpool to Hull.
- The **Manchester Ship Canal** is merged with the River Mersey for this section and is a significant heritage asset that also provides a leisure opportunity and important habitats for flora and fauna.

Trafford's Places

Altrincham and around

The established and historic market town of Altrincham provides the central focus of the area in the

**Development
Plan Documents**

[Old Market
Place](#)

south-eastern corner of the Borough. It includes the surrounding neighbourhoods of Timperley, Bowdon and Hale and is enclosed by the open landscape of Cheshire and Dunham to the south and west, giving its extremities a semi-rural character. To the north it adjoins Sale.

[Conservation Area Appraisal and Management Plan](#)

Altrincham Town Centre has a tight-knit core, and while there has been a loss of historic character in some areas it is largely well preserved. Moving away from the town centre the urban character quickly becomes suburban. Particularly notable are the neighbourhoods of Bowdon and Hale Barns with a proliferation of grand detached villa houses that is unique to this part of the Borough. The Broadheath area also contains a significant grouping of industrial buildings, breaking from the surrounding residential character.

[Stamford New Road Conservation Area Appraisal and Management Plan](#)

[The Downs Conservation Area Appraisal and Management Plan](#)

With its attractive town centre, Altrincham has maintained a degree of economic autonomy and prosperity while also providing a place to live for those commuting to the city centre.

[Ashley Heath Conservation Area Appraisal and Management Plan](#)

Opportunities exist to encourage sustainable movement through an attractive secondary street network and use of green corridors.

[Bowdon Conservation Area Appraisal and Management Plan](#)

Hale Station
Conservation
Area Appraisal
and
Management
Plan

South Hale
Conservation
Area Appraisal
and
Management
Plan

Local Character Areas

- Altrincham, with its vibrant commercial and cultural centre and traditional market town quarter is Trafford's principal town centre. Attractive, historic residential areas sit close to the centre;
- **Bowdon**, a residential village directly adjoining Altrincham. Notable for its concentration of large Victorian villas and mansion houses;
- **Hale** has its own village centre and high street and alongside Bowdon and Altrincham makes up the core of the area;
- **Hale Barns** is a residential neighbourhood with a variety of house types but typically large detached properties set in established tree lined streets;
- **Timperley** has a small village centre and high street and is a low density residential area, comprising mostly of detached and semi-detached post war housing;

- **West Timperley** is largely residential in character but includes a successful commercial area centred around Trafford College on the A56 corridor;
 - **Broadheath** is a historically established industrial and commercial estate which included the internationally renowned Linotype Works alongside the Bridgewater Canal. It now includes a popular retail park and emerging new residential communities;
 - **Timperley Wedge** is an open landscape which stretches from the edge of Altrincham town centre towards Manchester Airport providing space for recreation and nature. Major new residential and commercial communities are planned for this area through Places for Everyone;
 - **The A56 Corridor** is an important sub-regional road network that runs through the Borough and terminates south of Altrincham, before connecting with the motorway network. It acts as a window to the Borough and provides opportunities for improved greening and high quality development to advertise Trafford as a place to invest;
 - **The Bridgewater Canal corridor** runs through Broadheath and Oldfield Brow providing a green and blue corridor for residents with links to Dunham Massey and the Cheshire countryside beyond;
 - **Former railway lines** to the west provide strategic recreation corridors and connect with nearby towns.
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Sale and surrounds

Sale and its surroundings form a residential suburb which grew around the introduction of the railway. It is bound to the north by the River Mersey and the M60, to the west by Carrington Moss, and to the south by Timperley. Its vibrant town and village centres, central location and excellent transport links continue to make it a popular residential area.

Sale town centre provides the central focus to the area, while Sale Moor and Ashton Upon Mersey centres provide two other local centres which have a well-preserved “village” quality. The M60 Motorway, the A56, Metrolink and canal corridors pass through Sale, making it a well-connected place, with the opportunity to provide sustainable development with active pedestrian and cycle transport links.

The central parts of Sale are best characterised by their well-preserved Victorian and Edwardian suburban qualities, leading to a generous spatial quality. Exceptional examples of this suburban style of architecture with decorative facades and roof details, sit behind established stone boundary walls and hedges along tree lined streets.

Development Plan Documents

[Brogden Grove
Conservation
Area Appraisal
and Area
Management
Plan](#)

[Ashton upon
Mersey
Conservation
Area Appraisal
and Area
Management
Plan](#)

Beyond the historic central areas, 20th century semi-detached housing estates make up the majority of the urban form, where the character remains green and suburban, with numerous parks providing space for recreation. The primary residential forms are Edwardian and Victorian terraces, semi-detached, and villas. The A56 corridor passes through the middle of Sale, which has provided impetus for commercial activity. This includes some notable examples of the early 20th century Art Deco and early modernist style.

Local Character Areas

- **Sale**, the principal commercial centre, and the residential areas surrounding it, are of mixed character but predominantly housing, with a high number of parks and open spaces;
- **Sale Moor**, a compact village centre with local amenities and retail offering surrounded mostly by smaller historic housing stock;
- **Brooklands**, an area of housing that has grown around Brooklands Station, including the Samuel Brook's built Brooklands Road. Typically larger detached and semi-detached properties;
- **Sale East**, an area with extensive 20th century housing stock centred around Norris Road;
- **Woodhouses** centred around Woodhouse Lane, typically comprised of semi-detached post war houses;
- **Ashton-upon-Mersey** centred around Ashton on Mersey village, a large residential area typified by late Victorian housing;

- **Sale West** is characterised by a variety of residential estates dating from the 1970s. It forms the westernmost edge of Sale and borders the adjacent landscape of Carrington Moss;
- **The A56 Corridor** runs through the centre of Sale town centre and forms an important commercial area along its northern section. It is a car dominated environment which would benefit from further greening;
- **The Bridgewater Canal** forms a focal point in the town centre and is well used by pedestrians and cyclists with good links to the city centre, parks and other green spaces;
- **The Mersey Corridor** provides a major natural green space and recreational route, linking Sale Water Park to Stretford, Chorlton and Didsbury.