

# Trafford Local Plan: Supplementary Planning Document 7 (SPD 7) - Trafford Design Code



TRAFFORD  
COUNCIL

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BARNES  
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**Capita**



# Trafford's 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 Wood, Henry Goldsmith, Charles Heathcote and John Douglas.

The 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.

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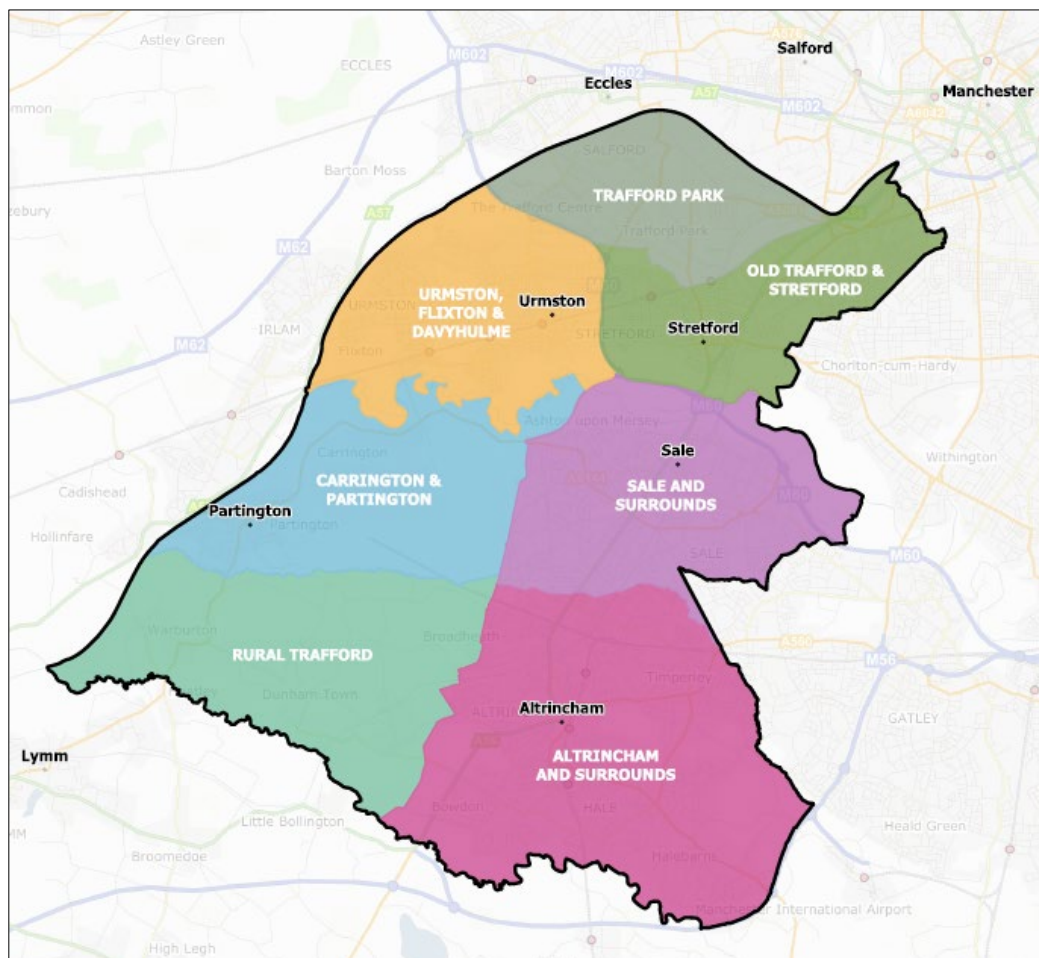
## Trafford's Places

To guide applicants when thinking about the context of their proposals we have defined Trafford through a series of “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.

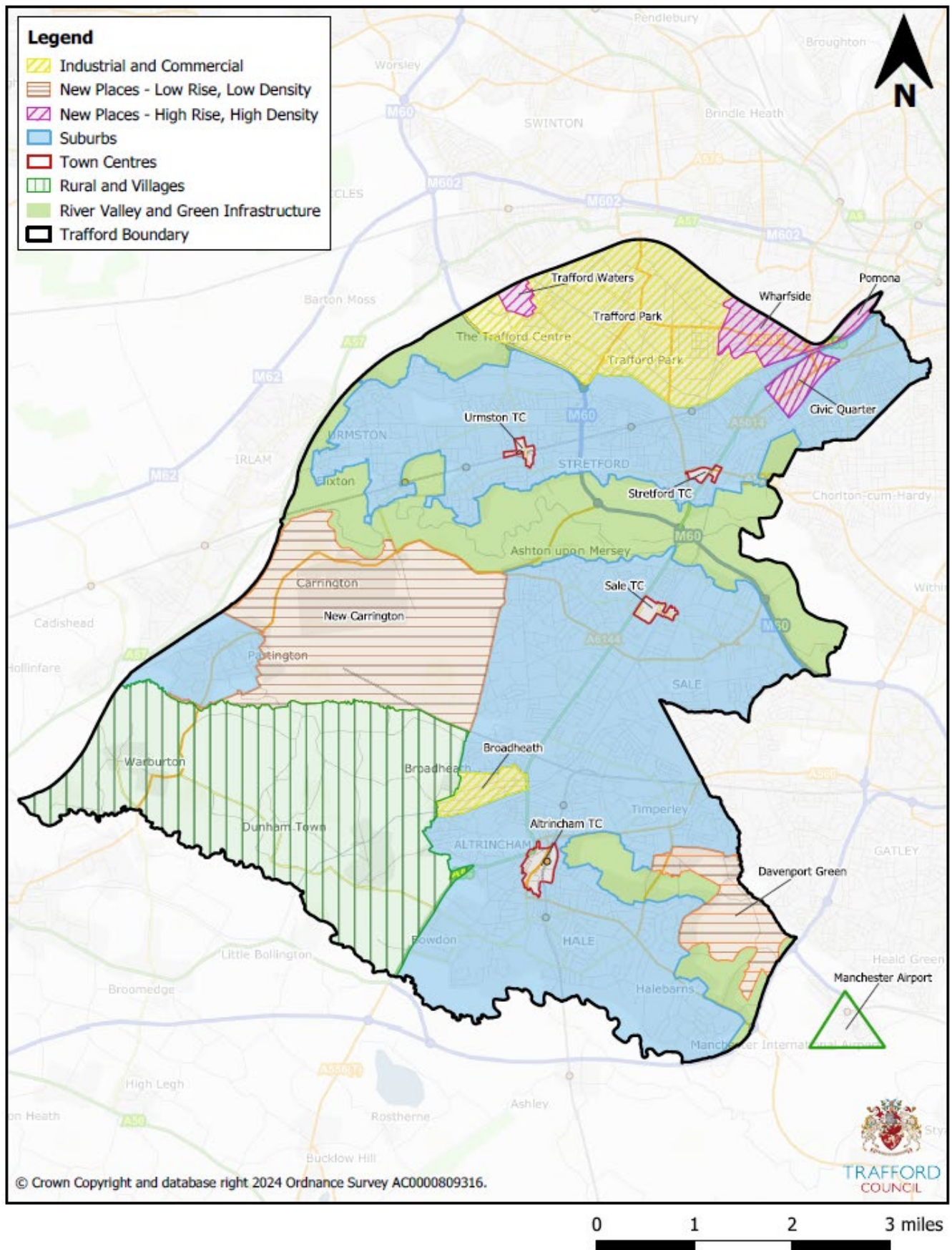
Applicants should seek to understand the unique characteristics of the Place in which they are proposing development. This may include more localised characteristics that should be researched and responded to through the design of proposals.

### Places

- Old Trafford and Stretford
- Trafford Park
- Urmston, Flixton and Davyhulme
- Carrington and Partington
- Rural Trafford
- Altrincham and surrounds
- 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?'

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## 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 Council 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.

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## 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.
- Proposals should enhance and reinforce the positive aspects of existing character of the area. New development must contribute to the setting of existing historic landscapes and buildings.



## Useful documents

[Greater Manchester Landscape Character and Sensitivity Report](#)

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## Old Trafford and Stretford

**Stretford became a fashionable place to live in the mid-19th century, its growth was fuelled by the building of the Bridgewater Canal (1761) and the Manchester to Altrincham railway (1849). Prior to this market gardening had become so extensive around Stretford that it had become known as the 'garden of Lancashire'. Stretford also became well known for its pig market and the production of black puddings, leading to the village being given the nickname of Porkhampton.**

Old Trafford's name possibly derives from the time when there were two Trafford Halls, Old Trafford Hall and New Trafford Hall. The old hall was close to what is now the White City Retail Park, and was said to have been the home of the de Trafford family since 1017, until the family moved to the new hall in what is now Trafford Park. In the 1820s, Manchester scientist John Dalton chose Old Trafford as the site for a Royal Horticultural and Botanical Gardens because of its clean, unpolluted air, and so began the area's association with sports and recreation; this rich sporting heritage still boasts Old Trafford Cricket Ground, home to Lancashire Cricket Club, and Old Trafford football stadium, home of Manchester United Football Club. The popularity of the botanical gardens, which was similar to the Crystal Palace, led wealthy people to build large houses in the area.

When interest in the Gardens waned in the early 20th century, the site was taken over by White City Amusement Park. In 1927 a stadium was constructed which held motorcycle speedway and greyhound racing and later athletics. The surviving remnants of the former botanical gardens include the listed entrance portal on Chester Road.

The arrival of the Manchester Ship Canal in 1894 and the subsequent development of the Trafford Park industrial estate led to both Old Trafford and Stretford expanding rapidly to become an extensive urban area. A tight-knit network of streets were laid out in historic gridiron patterns, punctuated with parks and open spaces which serve each local neighbourhood. Clusters of terraced

### Development Plan Documents

[Civic Quarter Area Action Plan](#)

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

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

Victorian style houses were built around Victoria Park, Stretford Gas works at Gorse Hill, Hullard Park and Longford Park in Old Trafford. Many of these terraced properties remain. The central areas of both Stretford and Old Trafford are still characterised by dense areas of Victorian and Edwardian terraced housing.

Beyond the core historic and commercial areas, the character becomes more spacious and suburban. As both areas grew, terraced properties generally gave way to more spacious areas of semi-detached inter-war and mid-twentieth century typologies, albeit still at a reasonably high density, and it is these areas that make up the majority of the residential urban form, particularly to the west of Stretford town centre.

Stretford town centre itself was redeveloped into a mall which opened as Stretford Arndale in 1969. The original street pattern and fine urban grain was lost but there are now plans to redevelop the mall with a mix of townhouses and apartments which will reinstate part of the original street pattern.

Old Trafford and Stretford is one of the most accessible locations in Greater Manchester. The proximity to surrounding employment and leisure hubs provides significant opportunities for high quality sustainable pedestrian and cycle links throughout the area.

The residential areas, the two main sporting arenas, alongside other large commercial blocks along Chester Road and around the Civic Quarter, together create a distinctive and varied form in the area. There are some examples of exceptional 19th and early 20th century architecture. These include the Grade II listed Public Hall in Stretford, the Essoldo cinema, the Essence factory in Old Trafford, Trafford Town Hall, and a number of listed places of worship including St Matthew's, St Anne's, and the Union Baptist Church. The redevelopment of the Civic Quarter is underway to deliver a new high density mixed use, residential led urban neighbourhood. The Civic Quarter is identified as a 'New Place' on the Area Coding Plan and the relevant codes must be considered for developments in this area.

Pomona is identified as a 'New Place' on the Area Coding Plan. This 'New Place' will deliver a high density residential led mixed use development.

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## Local Character Areas

There are a number of sub-character areas where local characteristics in the urban form and landscape are identifiable.

**Gorse Hill** – a network of terraced houses laid out in a traditional gridiron street pattern to the north of the A56.

**Firswood** – close to the Chorlton border, characterised by mid-twentieth century housing.

**Lostock, Moss Park and Humphrey Park** – areas of extensive planned mid-twentieth century housing, extending west to the Urmston border.

**Longford Park** – Trafford's biggest park, dating back to Longford Hall, built by John Rylands. A number of impressive Victorian villas and Edwardian houses were built close to the park.

**Victoria Park** – A large Victorian park surrounded by attractive Victorian and Edwardian properties.

**Stretford Meadows and Turn Moss** – extensive areas of open space to the south of Stretford forming the border with Sale.

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## Old Trafford and Stretford Specific Design Cues

Context dependent design cues should be taken from the best examples of properties that were built at the time Stretford and Old Trafford started to develop.

Please refer to [Common Housing Types in Trafford](#) for guidance on how to understand context. This includes a number of the cues in addition to characteristics commonly found in Stretford and Old Trafford, which are set out below:

**Notable buildings and landmarks** – consider how these might inform new design.

**Built Form, Height, Roofscape** – generally two storey with dual pitched roofs. Turrets are a common feature.

**Local building materials** – almost exclusively red brick in stretcher, English Garden Wall or Flemish bond with sandstone detailing, and blue slate or red clay tiled roofs.

**Façade composition** – generally bay windows at one and two storeys, with vertically proportioned sash windows.



**Architectural detailing** – particularly prevalent around doorways, windows, bays and eaves. Mock Tudor panelling or planted timber detail and roughcast render to first floor. Recessed windows, doors and open porches.

**Boundary treatment** – generally low stone or brick walls to road frontages with hedge planting behind.

**Streetscape patterns and street structure** – consider the urban grain – generally a mix of small and medium sized houses in average sized gardens, with larger buildings along the A56 corridor.

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## Trafford Park

**Trafford Park, the world's first and still one of Europe's largest industrial estates, lies in the northernmost part of the Borough. Trafford Park is one of the most important employment locations in Greater Manchester.**

Trafford Park was the ancestral estate of the de Trafford family, one of the oldest recorded families in England. The was the opening of the Manchester Ship Canal in 1894 that made Trafford Park a prime site for industrial development – Trafford Hall was opened as a hotel in 1899 to serve prospective industrialists. The British Westinghouse Electric Company, founded in Trafford Park in 1899, was for almost 100 years the most important engineering facility in Britain – it was sold and renamed Metropolitan-Vickers in 1919.

The announced arrival of the Westinghouse factory acted as a spur to the development of the Village and in 1899 Trafford Park Dwellings Ltd was formed, with the aim of providing housing for the anticipated influx of new workers. By 1907 it was estimated that the population of the Village was over 3,000.

The Ford Motor Company set up a manufacturing base in Trafford Park in 1911, whilst the Park was used for the manufacture of munitions, chemicals and other material during the First World War, and produced the Rolls-Royce Merlin engines used to power the Spitfire and the Lancaster aircraft in the Second World War.

At its peak in 1945, an estimated 75,000 workers were employed in Trafford Park, but employment began to decline in the 1960s, through until the 1980s. The

### Development Plan Documents

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

Trafford Park Urban Development Corporation, formed in 1987, transformed the infrastructure and greened the environment in the Park, attracting new investment.

The area has a sprawling urban form with a variety of industrial buildings, plant and an ever increasing number of large commercial sheds. The industrial nature of the area means that the townscape is made up of large and expansive linear features, including wide roads, large junctions, bridges and canals. Exceptions to this include the Village, which was laid out in a grid pattern, with the roads being numbered American style instead of being named. There are a number of distinctive buildings within the Village including the Grade II listed Trafford Park Hotel, St Antony's – the Tin Tabernacle church, and the former school house. The Victorian boating lake to Trafford Hall has been retained and now sits within Trafford Ecology Park.

Today Trafford Park is also home to the Trafford Centre, a regional focus for retail and leisure activities. It attracts high numbers of visitors but the majority arrive by car, contributing to the dominance of the highway infrastructure. The Trafford Park Metrolink Line provides a new sustainable public transport link into the area.

To the west of the Trafford Centre, a large previously undeveloped area, now known as Trafford Waters, is being developed with a mix of 3,000 homes and new commercial floorspace, whilst Wharfside, to the north, is also set to become a new focus for residential-led mixed use redevelopment. The character of Trafford Park is likely to change dramatically in these areas with a number of high-rise buildings.

Within Trafford Park there will be renewed emphasis on greening, open space provision and permeability, with the provision of active travel corridors for both pedestrians and cyclists – there are still a number of disused railway lines running through the area, a legacy of the former Trafford Park railway, which could provide active travel corridors. Trafford's Green Infrastructure Study aims to transform Trafford Park into a more sustainable employment district whilst working with both existing and anticipated businesses to become more environmentally innovative and responsible. Whilst the Development Corporation introduced a strong identity to Trafford Park with bespoke boundary treatment and extensive tree planting, this has been eroded in recent years as developers and investors have sought to maximise the development potential of sites and introduce standardised security fencing without adequate provision being made for planting.

One of the predominant landscape features of Trafford Park is its network of canals which traverse and border the site. These canals, once focused around trade and industry, are now primarily leisure routes. Whilst adjoining land uses generally turn their backs on the waterways, new developments should seek to

create attractive frontages to the canals, and supplement the biodiversity benefits they offer.

Notwithstanding extensive redevelopment, a number of former-industrial factories and warehouses remain, including the former Electric Cable Works, Ford Motor Works, Victoria Warehouses and a number of bonded warehouses. These buildings illustrate the unique industrial character of Trafford Park and should be retained and adapted for new employment uses. The retention and reuse of Victoria Warehouse acts as a fine example of how the Park's industrial heritage can be retained. Reference to this traditional red brick heritage should be taken as a design cue for both new residential and commercial buildings in Trafford Park, such as the approach taken with the new apartment building at No. 1 Old Trafford.

In stark contrast to these heritage assets, most of the new commercial sheds in Trafford Park are bland featureless boxes. The opportunity exists for a bolder approach to be taken in the design of such buildings – varied building and roof forms and a bolder expression in the use of materials should be explored.

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## 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 that should 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 Park Specific Design Cues

### **Commercial sheds and offices**

Context dependent design cues should be taken from the best commercial sheds to be delivered in recent years such as Adidas on Mosley Road, and the best commercial / office buildings including Regatta and ITV Studios. The development of the Cobra Court estate on Brightgate Way illustrates how a landscape-led approach can significantly enhance the appearance and appeal of an industrial / commercial development.

### **New Residential and Commercial Development at Trafford Waters and Wharfside**

In addition to this Code, regard should also be had to the Trafford Waters Design Framework, the Wharfside Design Framework and the Wharfside Masterplan. Trafford Waters and Trafford Wharfside are shown as 'New Places' on the Area Coding Plan. The Imperial War Museum North has set the bar for iconic design quality along the Wharfside waterfront. The opportunity that the war museum has created should not be passed up – new development should strive to deliver equally iconic buildings.

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## Urmston, Flixton and Davyhulme

**Urmston, Flixton and Davyhulme are residential areas in the north west of the Borough. Together they retain a distinct identity, known for their verdant suburban qualities, with an extensive network of open spaces and established tree lined streets.**

The area remained largely agricultural until the arrival of the railway in 1873 when it developed into a series of middle-class suburbs. A number of the streets benefit

### **Development Plan Documents**

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

from a distinct planned form which results in wide roads that now integrate tree lined verges and cycle lanes, (some of which date from the inter war period) separating pedestrians from vehicular traffic. These streets provide a great opportunity for creating exemplar active travel routes.

While there are a number of terraced residential properties across the area, particularly close to the historic centre of Urmston, the urban form beyond is typically less dense, with a proliferation of semi-detached and detached post-war houses in generous plots.

Many parts of Urmston in particular, are characterised by well-preserved Victorian and Edwardian properties, which together with the numerous parks, green spaces and tree lined streets lead to a verdant, spatial quality.

Many of these properties display characteristic local detailing including red brick, blue slate roofs with overhanging verge details, decorative eaves and corbelling, terracotta brickwork, planted timber and traditional render detailing at first floor, together with dogtooth string courses and recessed doorways. Fine examples can be found along roads such as Westmorland Road, Barnfield and Flixton Road. There are also fine examples of interwar properties which include details typical of the era such as gabled fronts with mock Tudor panelling, horizontally proportioned windows and decorative fenestration.

Outlying areas of Urmston, Flixton and Davyhulme have been developed over time with a series of mid twentieth century housing estates, some of which have become areas in their own right.

Bent Lanes, Woodsend / Woodsend Circle in Flixton and Kingsway Park and Broadway in Davyhulme include a number of older properties, but are dominated by large housing estates. With a few notable exceptions, the latter provide little in the way of appropriate design cues for new development. Snowden Avenue in Urmston is another mid twentieth century estate, which whilst not boasting a particularly strong architectural character is nevertheless laid out on attractive tree lined streets. Davyhulme Circle retains a strong identity, with the Grade II listed war memorial at its heart, and a number of attractive period properties in commercial use to the north, south and east.

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## Local Character Areas

**Urmston** is the main 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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## Urmston, Flixton and Davyhulme Specific Design Cues

Context dependent design cues should be taken from the best examples of properties that were built at the time these areas began to develop.

**Notable buildings and landmarks** – consider how these might inform new design.

**Built Form, Height, Roofscape** – generally two storey with dual pitched roofs.

**Local building materials** – almost exclusively red brick in stretcher, English Garden Wall or Flemish bond with sandstone detailing, and blue slate or red clay tiled roofs.

**Façade composition** – generally bay windows at ground and first floor, with vertically proportioned sash windows.

**Architectural detailing** – particularly prevalent around doorways, windows, bays and eaves. Mock Tudor panelling or planted timber detail and roughcast render to first floor. Recessed windows, doors and open porches.



**Boundary treatment** – generally low stone or brick walls to road frontages with hedge planting behind.

**Streetscape patterns and street structure** – consider the urban grain – generally medium sized houses in reasonably generous gardens.

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## 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. Prior to that the reclamation of Carrington Moss began in 1886, when Manchester Corporation bought the moss in an attempt to improve sanitation within the city. Drainage was installed and fields were laid out in rectangular plots. Nightsoil brought out of the city was then added to render the peat fertile and cultivable, helping to solve Manchester's increased issue with refuse disposal and stimulate Carrington's agricultural economy. The completion of the Manchester Ship Canal in 1894 transformed Partington into a coal-exporting port for the Lancashire Coalfields.

In the twentieth century, industry in the area grew, including petrochemical manufacture and distribution, power generation, and gas works.

The area is still essentially rural in character, with a small concentrated settlement and centre at Partington, with the urban form focussed around a retail centre in the village. Carrington, part of which was once heavily developed by industry, but is now largely vacant brownfield land is of a more open and dispersed character, where the historic village centre has all but been lost. The area is also home to a number of nature reserves, equestrian centres and is also the location for training grounds for a number of nearby sports teams, most notably Manchester United.

The landscape pattern across Carrington Moss is predominantly the product of reclamation from the mid-19th century onwards. This grid-like pattern is a significant historic landscape feature.

The area is undergoing significant change as much of the area will be 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.

The Carrington Rides, a network of late 19th/early 20th century tram lines, the route of which is preserved within the landscape, together with other important landscape features such as hedgerows and tree belts, should be retained as the area is developed.

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## Local Character Areas

**Partington** is a 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** 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.

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## Carrington and Partington Specific Design Cues

Context dependent design cues should be taken from the best examples of properties that were built at the time these localities began to develop, albeit there are very few traditional buildings remaining in either Carrington or Partington, with most of the rural buildings having been lost as the area was developed for industrial purposes, and in the case of Partington, major estate housing in the mid-twentieth century.

In **Carrington**, a few cottages can be found around School Lane, most notably 1 and 3 School Lane, close to the site of the former Carrington Hall. The Grade II listed Westwood Lodge and the Windmill Inn sit just across the road. Further west, the Church of St George, Grade II\* listed, and the Old School House St George's sit close to Manchester Road. These properties show traditional red brick construction with overhanging slate roofs and brick detailing to string courses and window and door surrounds.

Other clusters of residential development, largely social housing dating from the mid-twentieth century can be found around Addison Road and Ackers Lane, with more limited recent estate housing close to Westwood Lodge. These later developments offer little in terms of architectural quality from which to take design cues.

**Partington** is now dominated by estate housing built from the mid-twentieth century onwards which again offers very little in terms of appropriate design cues. A number of isolated farmhouses and other buildings remain such as those at Elm House, Broad Oak Farm and Birch Farm, and a scattering of Victorian properties including a number of terraces along Warburton Lane and Manchester Road. Many of these properties display typical local characteristics, such as brick detailing around windows, doors and eaves, together with string courses.

Given the scale and spread of new development planned for the **New Carrington** PfE allocation, and the area's proximity to Warburton and Dunham (Rural Trafford), it is also considered appropriate to refer to the best building typologies and architectural styles found in these areas when building in Carrington and Partington.

**Notable buildings and landmarks** – consider how these might inform new design.

**Built Form, Height, Roofscape** – generally two storey with dual pitched roofs.

**Local building materials** – almost exclusively red brick in stretcher, English Garden Wall or Flemish bond with sandstone detailing, and blue slate or red clay tiled roofs.

**Façade composition** – generally flat fronted terraces and larger semi-detached properties with bay windows at ground and first floor, with vertically proportioned sash windows.

**Architectural detailing** – particularly prevalent around doorways, windows, bays and eaves.

**Boundary treatment** – generally low brick walls to road frontages with hedge planting behind.

**Streetscape patterns and street structure** – consider the urban grain – generally small to medium sized houses in small gardens.

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## Rural Trafford

The rural areas of Trafford lie to the south west of the Borough 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 clearly defines the western edge with the River Bollin forming the southern boundary of the Borough.

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

Settlements are dispersed, with groupings of dwellings that notionally form the villages of Dunham Town, Dunham Woodhouses and Warburton, though these lack any formal centre and have limited local facilities. Within these settlements there are designated conservation areas covering part of each village.

Dunham Town is inextricably linked with the Dunham Estate, which was granted to the Massey family shortly after the Norman Conquest and is now run by the

### Development Plan Documents

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

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

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

National Trust. Dunham Town historically provided accommodation for the Estate's workers and tenant farmers. These ties have been maintained and are still evident in the uniform red details (such as name signs, doors, fascias, soffits and rainwater goods) on National Trust owned Estate properties.

Several houses in Dunham Town date back to the eighteenth century when the house at Dunham Massey was rebuilt and the landscape remodelled. There was further development in the village in the latter part of the eighteenth century when Dunham School was built by Thomas Walton in 1759 and a public road bridge was constructed in the 1770s at the same time as the cutting of the Bridgewater Canal through the estate. New farmhouses and cottages within the area appear to date from this period. The area appears to have remained a hamlet until the eighteenth and early nineteenth century when red brick workers' cottages were built as accommodation for employees of the Dunham Massey estate. The overall form and appearance of these cottages has generally changed very little.

Larger detached houses were constructed across the Dunham Massey estate from the early eighteenth to mid nineteenth century. These are still present in the Dunham Town Conservation Area.

The settlement of Dunham Woodhouses largely dates to the middle or latter part of the eighteenth century through to the nineteenth century. Buildings within Dunham Woodhouses are predominantly farmhouses and cottages and suggests that the settlement was originally established to provide additional houses for Dunham Massey estate labourers. The built environment of the area remains largely the same with the exception of the addition of some twentieth century agricultural buildings.

The medieval village of Warburton is considered to be one of the best-preserved historic landscapes in the area. Immediately south of the Red Brook there is evidence of a deer park including a substantial boundary bank (park pale). Several cruck framed structures have also been identified in the village. These buildings represent the earliest vernacular building traditions to survive in the area, and appear to date from fifteenth to seventeenth century. The second phase of timber construction is that of box framed construction with a transition to brick building during this period. All these earlier buildings were thatched, and where this has been removed, the roofs still retain the characteristic 42-degree angle.

Warburton has a long and continuous history both of settlement and working the surrounding land for agricultural purposes. Warburton is particularly notable for being both linked to, yet also remaining, distinctly unchanged by the industrialisation of Greater Manchester. The proximity of the Manchester Ship Canal brought this industrialisation close by but Warburton has remained distinctly

rural and agricultural in character. This is evident in the number of farmhouses and former agricultural buildings within the Warburton Conservation Area and also the wider village. During the late nineteenth century there was a substantial period of rebuilding attributed to the investment by the Egerton – Warburton Estate. Much of this rebuilding was to a set style, designed by the notable architect John Douglas. This style emphasised the traditions of vernacular architecture, in particular, brick and tile mullion windows, terracotta detailing such as finials and dog tooth brickwork, and projection shaped purlins to the roof. Following a decline in the number of farmsteads operating in the village the residential nature of the conservation area has intensified with the conversion of former farm buildings into additional dwellings.

The remainder of the area includes a scattering of farm buildings and associated isolated dwellings.

The remote nature of the area limits the capacity for significant sustainable development, although there is potential for exceptional and interesting responses to the vernacular 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.

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## Local Character Areas

The parish of **Warburton** occupies the most westerly 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, Carriage House 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 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.

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## Rural Trafford Specific Design Cues

Context dependent design cues should be taken from the best examples of the traditional properties in the area.

Please refer to the **Common Housing Types** in Trafford link for guidance on how to understand context and also the [Warburton Village Design Statement](#). This includes a number of the cues set out below. Characteristics commonly found in Rural Trafford are set out below:

**Notable buildings and landmarks** - consider how these might inform new design.

**Built Form, Height, Roofscape** – generally two-storey with pitched roofs.

**Local building materials** – almost exclusively handmade Cheshire commons, often Estate burnt, in English Garden Wall or Flemish bond with sandstone detailing or red stock dressings. There are a small number of cruck and timber framed buildings focused around Warburton. Roofs are typically clad in blue slate with decorative ridge tiles; there are smaller numbers of red clay tiled roofs. Thatched roofs are present on some of the historic buildings in Rural Trafford. Windows are typically painted timber, three light multi-paned, sometimes with brick mullions. Doors are also painted timber, often vertically boarded with traditional black metal door furniture.

**Façade composition** – modestly proportioned elevations, with horizontally proportioned sliding sash or casement windows in older properties and vertically proportioned sash windows in later properties.

**Architectural detailing** – farmhouses and cottages are modest in appearance with simple detailing around windows typically comprising stone cills and arched or cambered soldier brick headers. Arched or cambered soldier brick headers are typically used above doors. In Warburton Conservation Area, the architecture typically follows a distinct local vernacular which combines the detailing of the Arts and Crafts style with a local characteristic for two-storey buildings, the upper

storey of which is set high up under the pitched roof with large gable dormers. A number of buildings were designed by renowned architect John Douglas.

**Boundary treatment** – hedges and planting, Cheshire railings, chestnut paling, supplemented with planting. There is evidence of low brick boundary walls with stone or blue clay copings in Dunham Town and Dunham Woodhouses. The use of upright locally-quarried flagstones is characteristic of the boundary treatments throughout the Warburton Conservation Area.

**Streetscape patterns and street structure** – consider the urban grain – generally a mix of small and medium sized houses in average sized gardens. Dwellings are typically informally clustered or reflect a farmstead layout.

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## Altrincham and surrounds

The historic market town of Altrincham provides the central focus to the 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 via the principal route through the Borough (A56). A prominent feature in the modern landscape, the road, known as Watling Street, was established as the link from the legionary fortress at Chester to the fort at Manchester.

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.

### Development Plan Documents

[Old Market Conservation Area Appraisal and Area Management Plan](#)

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

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

[Ashley Heath Conservation Area Appraisal and Area 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.

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

Within Altrincham and its surrounds there are many areas of older housing. These areas often contain Victorian and Edwardian residential properties, many of which are large detached and semi-detached properties set within spacious and mature landscaped gardens. Much of Altrincham, Bowdon and Hale has been designated as conservation areas with a number of buildings listed, thereby benefiting from legislative protection. This protection requires new development to take account of the architectural styles, massing and materials that characterise these areas. However, many older houses do not lie within conservation areas and are not listed. They may, however, have a significant role to play in characterising these established residential areas as their architectural style, form and layout help shape the identity of these areas.

The name Altrincham first appears as 'Aldringeham', probably meaning 'homestead of Aldhere's people'.

The earliest documented reference to the town is from 1290, when it was granted its charter as a Free Borough. Subsequently Altrincham developed as a market town during the medieval period. The town plan at that time was characterised by rectangular burgage plots laid out perpendicular to the road. Houses, often of two or three storeys in height, were constructed by the street with farmland behind. Many medieval buildings in the town centre were rebuilt in with brick or their existing timber framed structures were re-fronted with a Georgian appearance. Evidence of this remains within and surrounding the Old Market Place, Market Street and Church Street. The existing layout of Church Street is shown on Burdett's 1777 Map of Cheshire.

The extension of the Bridgewater Canal in 1776 led to development of Altrincham. It also stimulated the development of market gardening locally, Altrincham was noted for the Altrincham or Altringham Carrot, known also as the "Superb Carrot" and the Bowdon Downs potato.

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

[Hale Station  
Conservation Area  
Appraisal and Area  
Management Plan](#)

[South Hale  
Conservation Area  
Appraisal and Area  
Management Plan](#)

The Altrincham to Manchester railway line opened in 1849 and Altrincham and the surrounding areas became desirable places for the middle classes and commuters to live, leading to a renewed period of expansion and growth, which is greatly reflected in the town's historic built environment and attractive suburban villas. The line was converted to be part of Manchester Metrolink in 1992 and remains in operation today.

Broadheath Industrial Park was founded by the Earl of Stamford in 1885. This was the world's first industrial park, pre-dating Trafford Park by a decade. Covering 101 hectares, it was an important site for engineering companies, particularly machinery and tooling workshops.

The Linotype & Machinery Company Ltd, was established in Broadheath in 1889. The Company developed the Linotype Estate between 1897 and 1901 to accommodate workers. The houses have a rich architectural quality, with seven principal styles evident in their detailing. This includes varying gable sizes, different window styles, some being set behind front gardens and others fronting almost directly onto the pavement, conveying a sense of layered development. The historic settlement of Bowdon is mentioned in the Domesday Survey of 1086-87. Following the Norman Conquest of 1066, a timber castle at Watch Hill on the border of Bowdon and Dunham Massey was erected. The site is designated as a Scheduled Monument and one of the most important archaeological sites in the Borough.

At the heart of Bowdon is a medieval village with many buildings re-faced, extended or rebuilt. There are a number of houses with evidence of timber framing which date back to the 17th century or earlier and roads which overlay earlier historic routes.

The opening of Bowdon Railway Station in 1849 provided a commuter route to the centre of Manchester, making the clean air and rural setting of the Bowdon Downs more attractive to developers. Initially, terraces and semi-detached houses were built, but by the 1860s and 1870s, the 'merchant princes' had built elegant townhouses and mansions, which persist as notable elements of the modern streetscape.

In Victorian times the area was home to a lively and vigorous social, sporting (including cricket, tennis and croquet), intellectual and artistic community. There are many fine individual residences built in the area, in a variety of architectural styles and a number constructed from the distinctive Bowdon 'white brick'. Some of these houses are the work of renowned architects.

The earliest record of Hale is in the Domesday Survey of 1086. Hale was mainly an agricultural area until the 19<sup>th</sup> century.

By 1838-40 Hale Township consisted of a small village at Halebarns. The village at Halebarns had its own chapel and a school.

It was the arrival of the railway in Hale that prompted the change from an agricultural village to a commuter area for middle-class merchants working in the city.

The Township of Hale greatly expanded during the late 19<sup>th</sup> and early 20<sup>th</sup> centuries, much of it on land that had been reclaimed from Hale Moss.

Ashley Heath was formerly an agricultural settlement until around 1876 when substantial residential development increased the number of residential properties in the area.

The village of Timperley is sited on solid sandstone and the area subsequently developed with a number of large stone quarries, all now disused. Large blocks of sandstone were known as "tymps" and there is still evidence of the stones today in distinctive gate posts and garden walls within the borough. The former industry is reflected in place names in the area such as Quarrybank Terrace and The Stonemasons Arms.

Timperley became well known for its association with market gardening and certain areas were regarded for particular types of crops, such as 'Timperley Early' rhubarb. The Clay Lane and Wood Lane areas of Timperley feature greenhouse-type buildings set in a landscape of irregularly enclosed fields, many of which were apportioned in the early 19<sup>th</sup> century for small residential plots, with further infill occurring during the later 19<sup>th</sup> century.

The arrival of the Railway in 1849 triggered Timperley's growth as an important village and place for commuters, leading to an influx of middle-class residents during the mid and late 19<sup>th</sup> century.

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## 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 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;

**Davenport Green** 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.



## Altrincham and around Specific Design Cues

Context dependent design cues should be taken from the best examples of properties that were built at the time these areas began to develop. There are distinct differences between the architectural styles and materiality of Altrincham and the surrounding villages.

Please refer to the **Common Housing Types** in Trafford link for guidance on how to understand context. This includes a number of the cues set out below:

Characteristics commonly found in Altrincham and its surrounds are set out below  
Notable buildings and landmarks - consider how these might inform new design.

**Built Form, Height, Roofscape** – generally two or three storey with pitched roofs. Often semi-detached or detached villas with smaller areas of terracing and cottages.

**Local building materials** – almost exclusively red brick laid in traditional bonds with smaller numbers of buildings constructed from sandstone and Bowdon “white brick”. Some dwellings incorporate a roughcast render at first floor. Embellishment is usually picked out in terracotta, gauged brick or sandstone. The tones of red brick do vary depending on the locality; red stock brick is often found in Altrincham with handmade Cheshire commons to side or rear elevations with browner tones of brick found in areas of Hale. Roofs are typically clad in blue slate with decorative ridge tiles sometime with weathervanes or finials; there are smaller numbers of red clay tiled roofs. Windows are typically painted timber, some with surviving leaded lights or stained glass. Doors are also painted timber along with painted timber shop fronts in Hale and Altrincham.

**Façade composition** – often vertically proportioned elevations, with bay windows at one and two storeys and sliding sash or casement windows.

**Architectural detailing** – Building elevations display a variety of good quality architectural styles, detailing and expression, often in the Arts and Crafts style with a high level of architectural integrity. There are a number of consistent design details for example the use of overhanging eaves, bays, oriel windows, open porches, embellished or recessed doorways. Mock Tudor panelling or planted timber detail and roughcast render to first floor can also be found. Buildings along Stamford New Road are particularly detailed on the upper floors with splayed corners and plaques with names, initial and dates. Cottages around the historic centre of Bowdon are more modest in appearance with simple detailing around windows and arched or cambered brick headers. The Linotype is a planned estate where houses have a rich architectural quality, with seven principal styles evident in their detailing.

**Boundary treatment** –. The area is characterised by the low garden walls of large stone blocks with gate posts, with hedges of various species above and trees along the boundary.

**Streetscape patterns and street structure** – Consider the urban grain. Houses are often set in spacious gardens, which are characterised by a variety of mature trees and shrubs and glimpsed views of buildings. The character of these areas is often defined by its spaciousness, mature landscaping and the compatibility of natural and man-made features. In areas such as Altrincham Town Centre the plot ratio is often greater in depth than width, although there are some exceptions. The scale, massing and form of buildings results in a strong building line and sense of enclosure, this contributes to the visual interest and rhythm of the streetscene.

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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, 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 local centres 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, including along the Bridgewater Canal. Sale grew rapidly as a commuter town with the development of the Altrincham to Manchester Railway line in 1849. Many parts of Sale, including the central parts 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.

Beyond the historic central areas, and those around Ashton upon Mersey, Sale Moor, and Brooklands Station, 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

### Development Plan Documents

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

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

residential forms are Edwardian and Victorian terraces, semi-detached, and villa properties, together with extensive areas of inter-war semi-detached properties. The A56 corridor passes through the middle of Sale, which has provided impetus for commercial activity. This includes some notable examples of early 20th century Art Deco and early modernist style buildings.

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## Local Character Areas

**Ashton-upon-Mersey**, linked ecclesiastically to Sale since the middle-ages, fields around Ashton-upon-Mersey were used for crop and cattle farming. The residential settlement grew up around Church Lane and Green Lane, and later around St Mary's Church, and along Ashton Lane towards Sale town centre. This area is characterised by many fine examples of Victorian and Edwardian villas and semi-detached properties set behind stone and brick boundary walls with extensive tree cover.

**Sale Moor**, with the advent of the railway, given its proximity to the station, Sale Moor became the most expensive area in Sale, characterised by villa residences. These were often decorated with stained glass or different coloured bricks in an attempt to make them 'mansions in miniature' for the aspiring middle class. Examples can be seen along Northenden Road, Wardle Road and Derbyshire Road.

**Brooklands**, residential development grew around Brooklands Station, mansions were developed by Samuel Brooks along Brooklands Road. Other terraced, semi-detached and villa properties built in the Victorian and Edwardian style close to the station such as those around Marsland Road, Poplar Grove and South Grove still survive and lend the area an established, affluent character.

**Sale East, Woodheys/Woodhouse Lane and Eastway**, extensive areas of 20th century housing, typically semi-detached post war properties, with generous gardens set behind brick boundary walls.

**Sale West**, another extensive residential area characterised by a variety of estates, including Radburn style estates, dating from the 1970s, 1980s and 1990s. It forms the westernmost edge of Sale and borders the adjacent New Carrington allocation.

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## Sale and surrounds Specific Design Cues

**Context dependent design cues should be taken from the best examples of properties that were built at the time these localities started to develop.**

Please refer to the **Common Housing Types** in Trafford link for guidance on how to understand context. This includes a number of the cues set out below. Characteristics commonly found in Sale are set out below:

**Notable buildings and landmarks** – consider how these might inform new design.

**Built Form, Height, Roofscape** – generally two-storey with dual pitched roofs.

**Local building materials** – almost exclusively red brick in stretcher, English Garden Wall or Flemish bond with sandstone detailing, and blue slate or red clay tiled roofs.

**Façade composition** – generally bay windows at one and two storeys, with vertically proportioned sash windows.

**Architectural** detailing – particularly prevalent around doorways, windows, bays and eaves. Mock Tudor panelling or planted timber detail and roughcast render to first floor. Recessed windows, doors and open porches.

**Boundary treatment** – generally low stone or brick walls to road frontages with hedge planting behind.

**Streetscape patterns and street structure** – consider the urban grain – generally medium sized houses in reasonably generous gardens, with larger buildings on the A56 corridor.

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