



TRAFFORD  
COUNCIL

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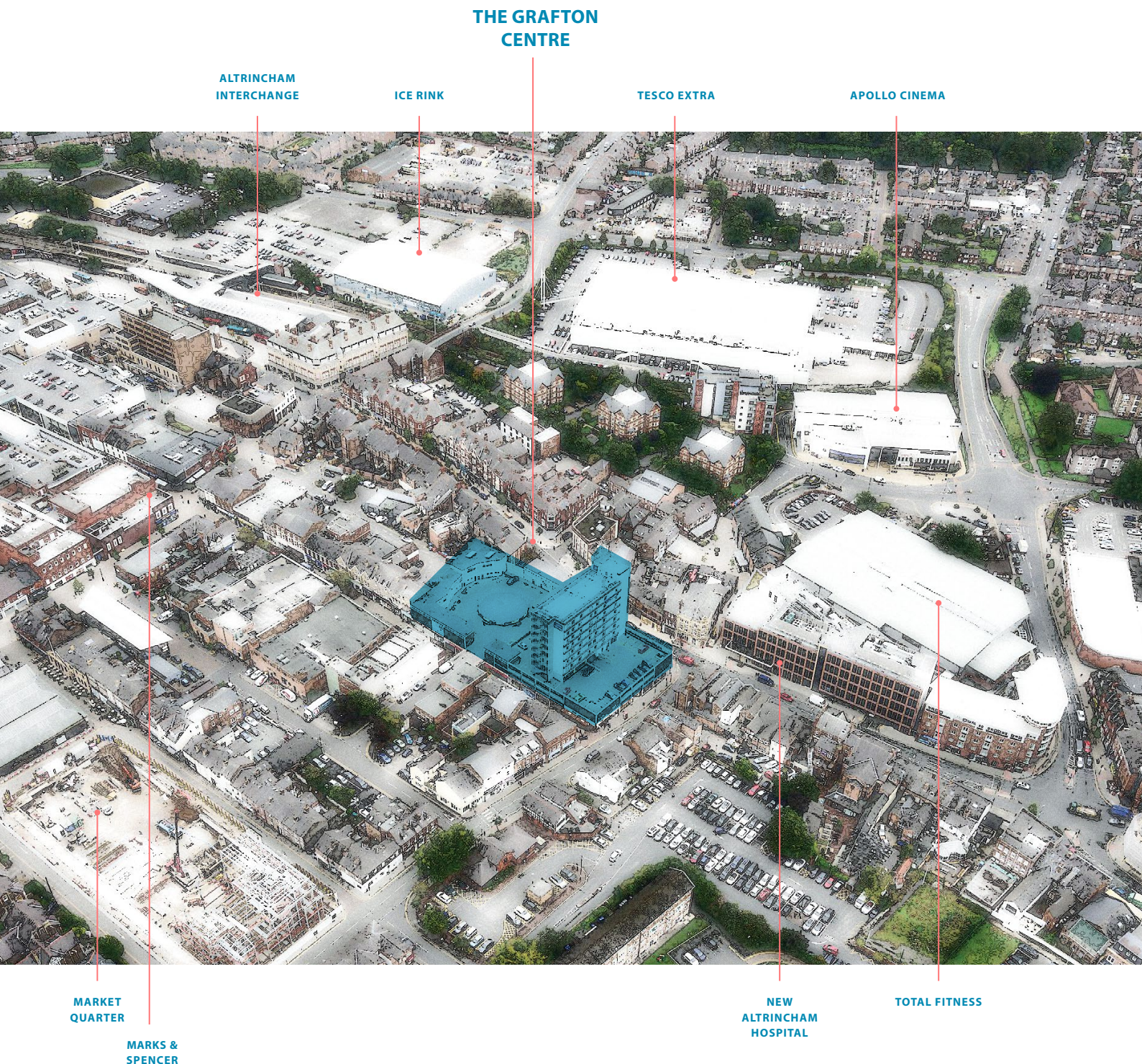
# Expressions of Interest for undertaking the Masterplan / Regeneration

**The Grafton Centre,  
George Street, Altrincham**

**ameyconsulting**



# An overview of central Altrincham including The Grafton Centre





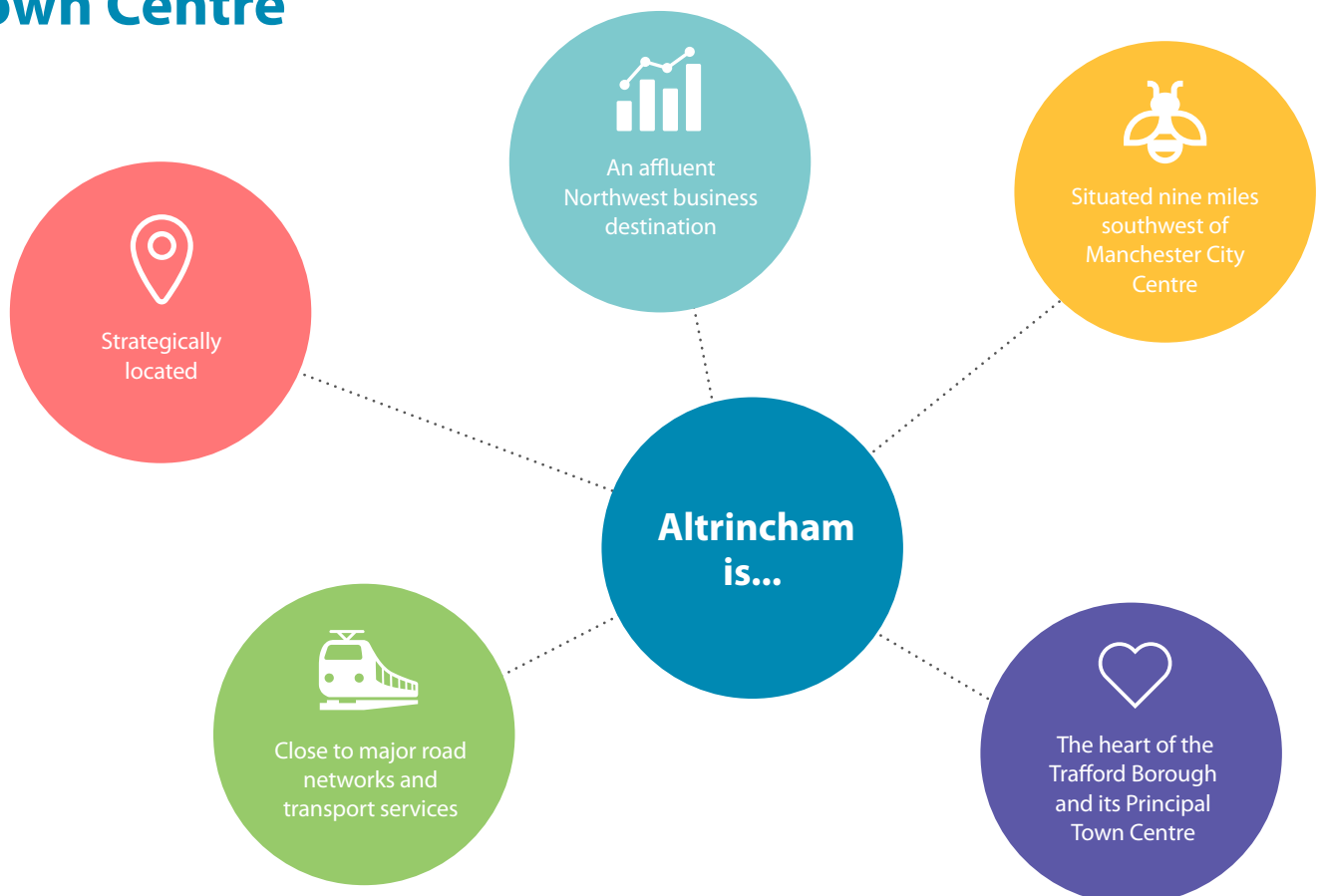
## The task

**Trafford Council wish to invite Expressions of Interest from Architects / Master Planners / Developers with a proven track record, experience and ability who would be interested in bringing forward ideas for the regeneration of The Grafton Centre, Altrincham through appropriate remodelling / redevelopment of the existing site.**

The overriding objective is to regenerate The Grafton Centre, to attract inward investment and link this to the ongoing improvement of Altrincham Town Centre, and to create a viable sustainable investment.

The Council would welcome innovative, design-led ideas for The Grafton Centre, to reinvigorate the area making it a 'go-to' destination that blends with and enhances the local area and kick starts the next phase of regeneration for the Centre.

## Altrincham Town Centre



## Altrincham Town Centre

Altrincham has been a market town for over 700 years and has benefitted from its affluent catchment, quality schooling, excellent connectivity and the quality of its residential offer to those who live there. Once labelled as a ‘ghost town’ in 2010, the town has since shaken off this label and has been transformed by investment in:

- ✓ Altrincham Market Quarter – now a popular go-to destination for food and drink
- ✓ Creation of much improved public realms
- ✓ Completion of the Stamford Quarter Shopping Centre
- ✓ A new £17 million hospital
- ✓ A much needed new transport interchange
- ✓ The Health and Wellbeing Centre

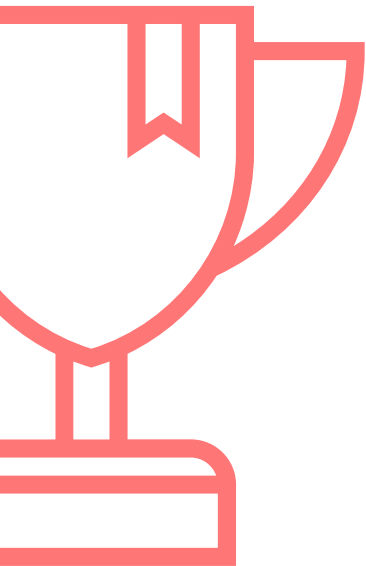
Further public and private investment continues to be made and developments that have already / are planned to commence include:

- ✓ Apartment led scheme on Regent Road, to include a new car park for the Town Centre together with some retail space
- ✓ Altair development that is planned, to include a new leisure centre, residential accommodation, retail and food provisions
- ✓ Creation of an independent ‘Everyman Cinema’ in former retail units

A combination of anticipated, plus completed developments, could conceivably increase the pedestrian footfall within the immediate vicinity of the subject site.

Altrincham is a highly desirable place to live, with an unrivalled reputation for its excellent quality of life. This is reflected in the strength of the residential property market and house prices which are above the national and regional averages, and the average per capita spend per household reportedly exceeds the national average.

Altrincham has also recently been voted the “best place to live in the Northwest” (source: Manchester Evening News, 17th March 2018). Further press releases have highlighted the turnaround within Altrincham, with falling shop vacancies and increased footfall witnessing new bar and restaurant openings following both private and public sector investment.



**“Best place to live  
in the Northwest”**

Manchester Evening  
News, 17th March 2018

## The subject site – The Grafton Centre

**The Grafton Centre was built in the 1970s and comprises a mixed use retail and hotel scheme occupying a virtual island site at the junction of George Street and Regent Road.**

The Grafton Centre occupies a prominent corner site, being located in central Altrincham with triple aspects including prominent frontages to both George Street, Stamford New Road and Regent Road. Major national retailers in the vicinity of The Grafton Centre include Marks and Spencer, Thomas Cook, Holland and Barrett.

The property provides a seven storey 91 bedroom hotel tower leased to Travelodge. The hotel has a dedicated guest entrance lobby on Stamford New Road and was comprehensively refurbished in 2011.

Anchor tenants in the scheme include Home Bargains, Subway, Ladbroke's, Headway Charities and a mix of local retailers including Pixie Clothing, BAP, Nail Art.

The car park is accessed off Central Way and is situated on the upper floors of the property.

Trafford Council acquired The Grafton Centre in February 2018 and the acquisition of the property not only generates long-term income for the Council: additionally, it enables the Council to take a strategic lead in reshaping the Town Centre, enabling the central core to remain the heart of the community in Altrincham.

Alex Williams (Deputy Leader of the Council when The Grafton Centre was acquired) stated, *"we are delighted to have been able to secure this opportunity, which is a mark of our determination to continue to restore Altrincham's fortunes, putting the heart back into the centre and bringing vitality to our town. We are keen to enhance the standing and tenant mix of The Grafton Centre within the evolution and progression of Altrincham Town Centre"*.

The intention is to promote and enhance progress, hence the invitation for Expressions of Interest.

Image of The Grafton Centre from Stamford New Road



## Planning

The Town has an impressive record of collaboration between the Council and local businesses. The adoption of the Altrincham Neighbourhood Business Plan in 2017 undermines the Town's determination to re-establish itself at the heart of the community and make it fit for purpose for the next decade. Details on the business plan can be obtained on the following website.

<http://www.trafford.gov.uk/planning/strategic-planning/local-plan/altrincham-neighbourhood-business-plan.aspx>

The Grafton Centre site lies within the defined town centre of Altrincham.

The wider geographical area is covered within the Trafford Unitary Development Plan.

### Conservation Area

The site lies within close proximity to five Conservation Areas and a listed building is a short distance to the south (32-34 Railway Street). As such, any additional storeys and other physical alterations would need to have regard to the setting of these Conservation Areas and listed buildings. High quality materials and design would be expected in this location.

Particular attention should be given to the Stamford New Road Conservation Area as this surrounds the site on three sides. Details of the Stamford New Road Appraisal are detailed using the link below.

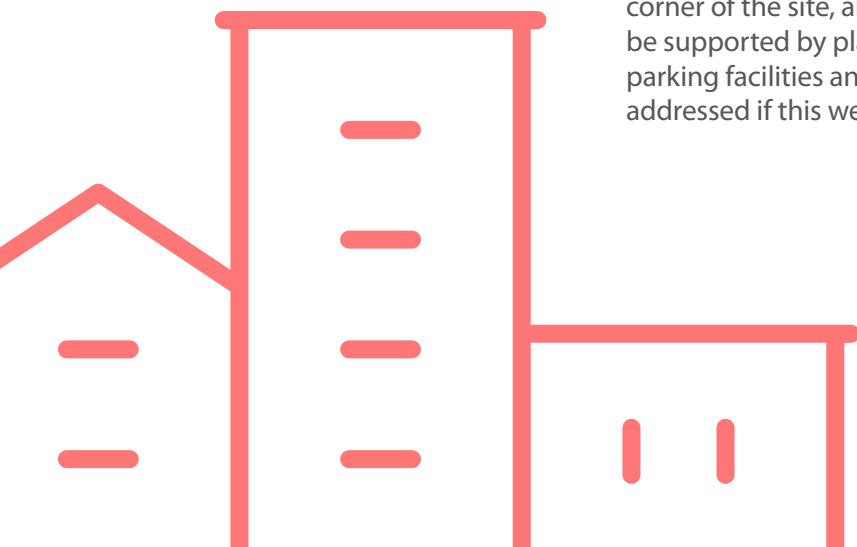
<https://www.trafford.gov.uk/planning/strategic-planning/docs/CAA2014Documents/caa-2014-conservation-area-appraisal-stamford-new-road.pdf>

The George Street Conservation Area status is also applicable to the site and further information on the Conservation Area status can be obtained through the following link:

<https://www.trafford.gov.uk/planning/strategic-planning/docs/CAA2014Documents/caa-2014-conservation-area-appraisal-george-street.pdf>

Conversion of upper floors to C3 would be acceptable and there may be some scope for additional storeys within the south-western corner of the site, although more than 1-2 extra storeys is unlikely to be supported by planners. Implications associated with the loss of parking facilities and impact on residential amenity would need to be addressed if this were to be proposed.

**'Altrincham is determined to re-establish itself at the heart of the community'**



## Planning

The property currently benefits from having a planning permission in situ for a change of use of part of the existing building from office. Use Class B1 (a) to residential. Use Class C3 to create 14 residential apartments (Application Number 88031/PRO/16) was granted on 11th April 2016. There is scope for further residential aspects on the subject site however, a requirement for 40% affordable housing with a scheme of ten or more residential units and a Community Infrastructure Levy rate of £65 per sqm for new build apartments would apply.

Affordable housing – 40% requirement applies at 1000sqm of residential floorspace even if less than 10 residential units.

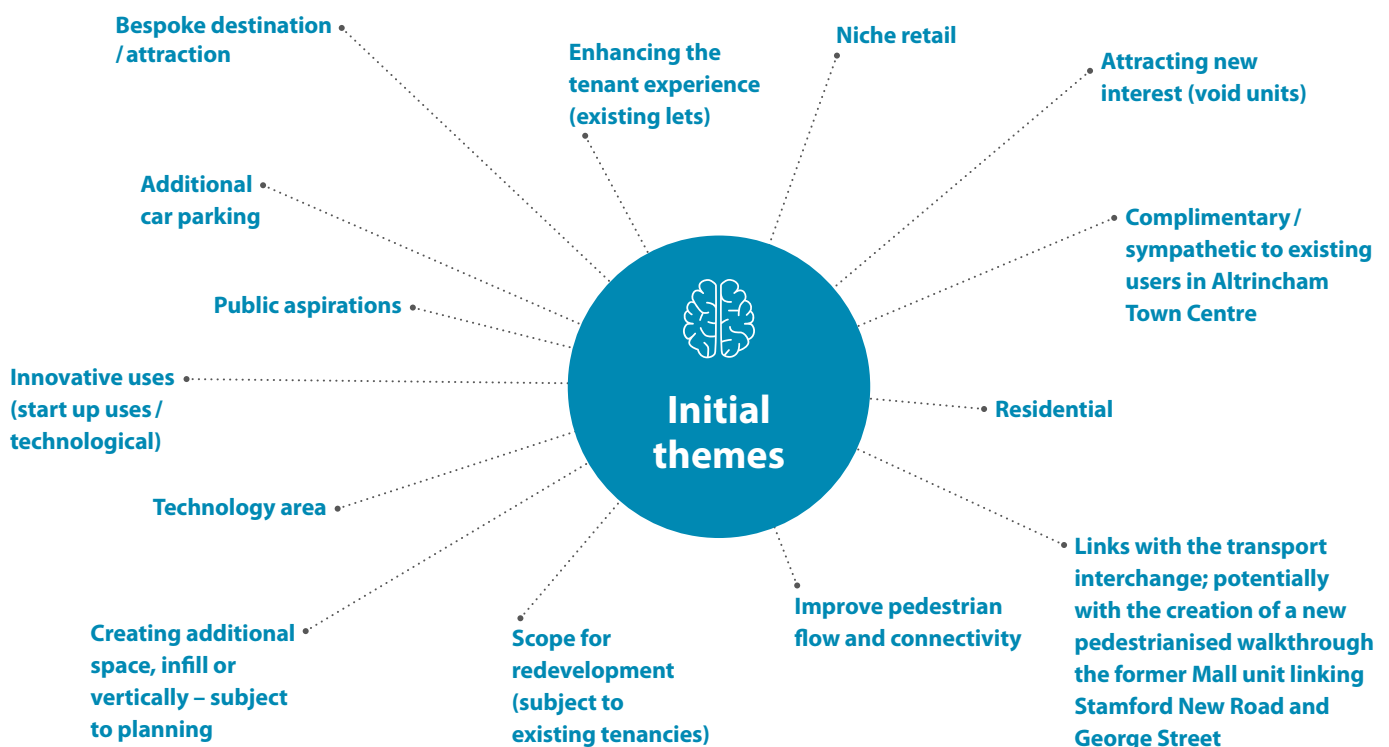
There will be an expectation that any preferred bidder will work closely with the Planning Service to bring forward an appropriate scheme.

All planning queries should be directed through STAR procurement in the first instance and will then be passed to the planning team for allocation/ meetings.

## Ambitions for the site

We are keen at this initial marketing stage not to present a series of overly prescriptive design criteria and we would encourage and welcome creative alternative ideas for the regeneration and redevelopment of The Grafton Centre.

To give some guidance, initial themes for the regeneration of The Grafton Centre could include:



## Ambitions for the site

Increased residential population will help support the wider regeneration of Altrincham. It can help sustain a wide mix of day time uses, increase Town Centre footfall and expenditure, support the development of the evening economy and provide additional activity and vibrancy outside of normal retailing hours.

The car park on the upper floors of the centre has historically been underutilised: releasing further parking areas could not only benefit local residents, but additionally the parking could act as a further draw for The Grafton Centre, with a view to creating additional footfall. The parking decks could be reconfigured, or potentially receive additional decks for similar or alternative uses (subject to planning). The thoroughfares could be utilised further, to exploit their potential and again, increase footfall. The Grafton Centre does pose several issues, it is not straightforward and there remain a number of good anchor tenants, who have existing tenancies and leases which must be considered.

### Trafford Council's overarching objectives

The subject site is in a strategically important location within the Town Centre and the Council's objective for The Grafton Centre is to provide something that will gain recognition and attract loyalty and approval from the members of the public.

The Council would welcome creative, innovative suggestions and solutions to create a sense of place for The Grafton Centre, thereby making it a place of distinction in its own right.

In preparing your expression of interest parties should have regard to the Council's economic and social drivers and in particular to the Trafford Vision 2031. Trafford is embarking on a wide scale place based vision for 2031 that sees the local authority and its partners work together to close the inequality gaps and maximise Trafford's huge potential, meaning that *'No one is held back or left behind.'*

#### The principles behind this being:





## Indicative timescales following EOI

Review area	Response date
Expressions of Interest	<b>26th October 2018</b>
Review considerations	<b>End of November 2018</b>
Public consultation	<b>December 2018</b>
Agree a development brief	<b>January 2019</b>
Invitation to Tender issued	<b>February 2019</b>
Tenders to be returned by	<b>End of April 2019</b>

Image of the new  
Altrincham Hospital,  
an example of some  
of the development  
in Altrincham.



## Initial Expression of Interest

**At this stage, we are seeking high level creative and viable Expressions of Interest for the regeneration of The Grafton Centre that may be explored further by the Council as part of the pre-tender period.**

Your Expression of Interest should comprise:

**1. Your full name and address including any parent company.**

- a. At this stage we are assessing ideas around concept, design and proposed delivery, the above would be included within any tender documents.

**2. Indicative high level sketches of any proposals for elevations and layout.**

At this stage the Council has no fixed view on the delivery and funding model that could include a Joint Venture / Development Brief and encourage suggestions as part of your EOI submission.

Please note, neither the Council nor their advisers will be liable for any costs incurred by third parties, either through the preparation of their Expressions of Interest. All costs must be at the individual's risk.

The Council are proposing to hold a future bidder day to allow organisations interested in the tender opportunity to understand further the background, opportunity and vision of the proposed project in order to help shape the way the Council goes out to market.

Any queries in respect of the Expressions of Interest should be directed via The Chest. [www.the-chest.org.uk](http://www.the-chest.org.uk)

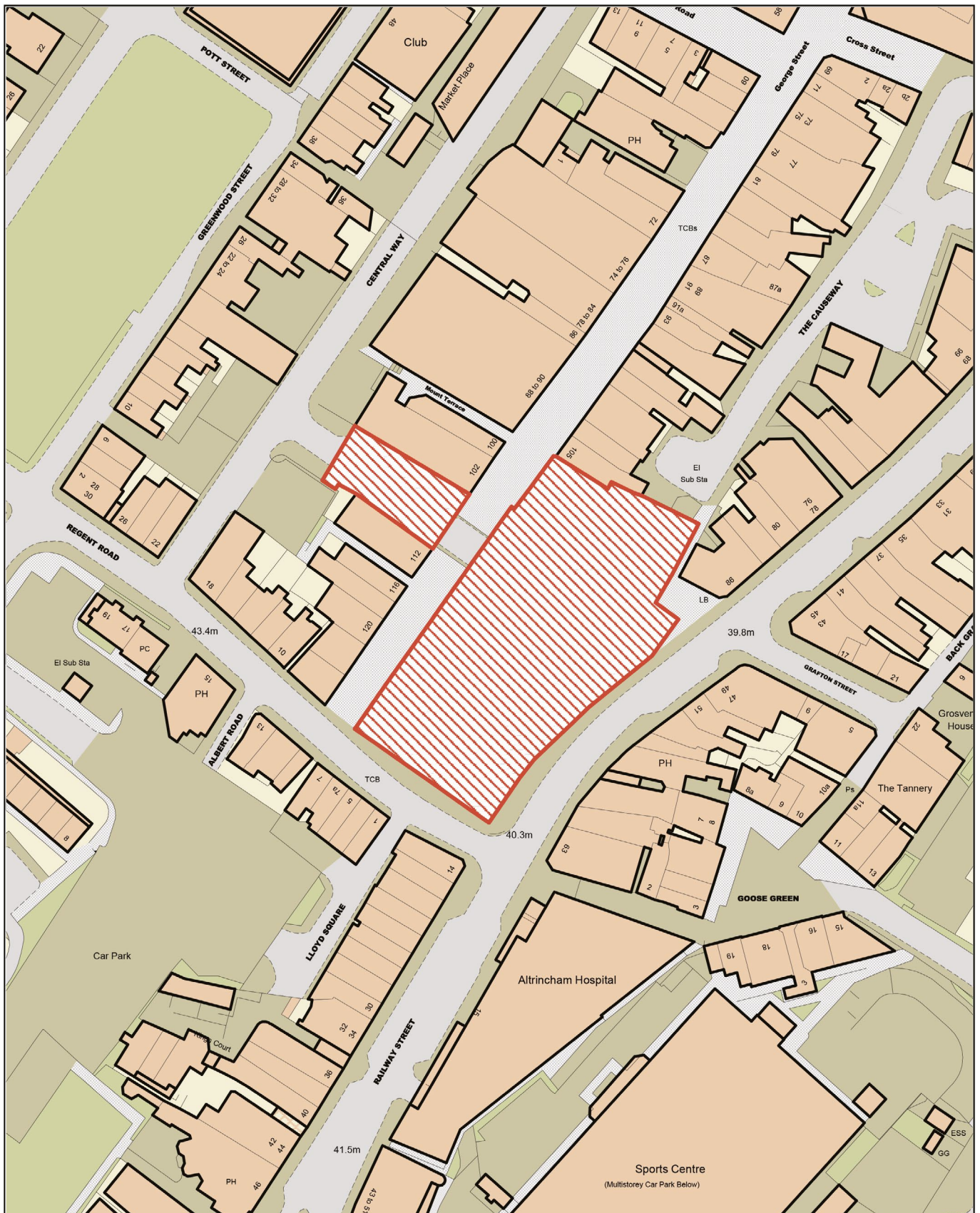


**'High level  
creative and  
viable  
Expressions  
of Interest'**



# Appendices

## Ownership information of subject site





# Appendices

## Current Leasehold interests and existing uses

Description	Tenant	Use	NIA	Lease start	Lease expiry	Break clause
Grafton Tower	Hotel	23,598	07/03/2012	06/03/37	N/a	N/a
90 Stamford New Road	Vacant	1398	-	-	-	-
92-94 Stamford New Road	Food	969	26/10/2015	25/10/2025	26/10/2020	-
102 Stamford New Road	Art Gallery	3223	28/04/2017	27/04/2022	N/a	-
104 Stamford New Road	Bar / Restaurant	4858	14/11/2016	13/11/2026	-	-
2a and 4 Regent Road	Betting Shop	1892	16/02/2012	15/02/2022	-	-
4a Regent Road	Charity Shop	1005	04/09/2017	03/09/2022	-	-
127 George Street	Sandwich Shop / Cafe	1047	05/04/2012	04/04/2022	-	-
125 George Street	Beauticians	1016	-	-	-	-
123 George Street	N/a	2841	N/a	N/a	N/a	-
121 George Street	N/a	696	N/a	N/a	N/a	-
119 George Street	Hairdressers / Barbers	630	01/11/2017	30/10/2027	N/a	-
111-117 George Street	Retail	11416	10/01/2012	09/01/2027	N/a	-
108 George Street	Children's Clothing	2195	25/12/2017	24/12/2027	24/12/2023	-
108a George Street	Residential	750	21/08/2017	20/08/2018	N/a	-
104 George Street	Sportswear Shop	1442	29/10/2016	28/01/2021	01/02/2019	-
104a George Street	Residential	750	29/10/2016	28/10/2018	-	-
109 George Street (Former Mall)	Vacant	6767	-	-	-	-
Telecoms Mast (Grafton Tower)	Telecoms Apparatus	-	18/07/2001	17/07/2021	21/11/2016	-
Telecoms Mast (Grafton Tower)	Telecoms Apparatus	-	22/12/2017	21/12/2027	-	-
Upper parts with residential consent	Vacant	14638	-	-	-	-
Car Parking – 58 Spaces	Car Park	-	-	-	-	-
TOTAL	-	81131	-	-	-	-