

TOWN CENTRE REDEVELOPMENT



The Client

→ PARK LANE ESTATES is a Manchester-based property investor and developer with more than £350 million of assets.



The Background

→ Refurbishment of Altrincham's 1960s shopping precinct was long overdue. The layout and architecture were dated, while parking and pedestrian access were inadequate.

Shoppers were being lured away by the nearby Trafford Centre and, as a consequence, retail units stood empty with little interest in new leases.

The £30 million investment proposals for a complete revamp needed to win the support of the residents who would play a key role in the town revival. Local decision-makers also needed persuading that this scheme would succeed in stemming the exodus to other retail venues.



The Solution

→ Pendragon established a dialogue with influential local authority members and business leaders who were keen to see the best for their town. A presence in the existing centre, in the form of a staffed exhibition, successfully attracted thousands of passers-by.



The Result

→ Their views on the town centre were carefully noted, plus their thoughts about the new proposals. The result was a resounding endorsement for the revamp and a smooth passage through the planning process.

