

Heywood Town Centre Masterplan

Heywood

BroadwayMalyan^{BM}

Masterplan Report

January 2021



Client Rochdale Borough Council
Date April 2020
Ref 34054

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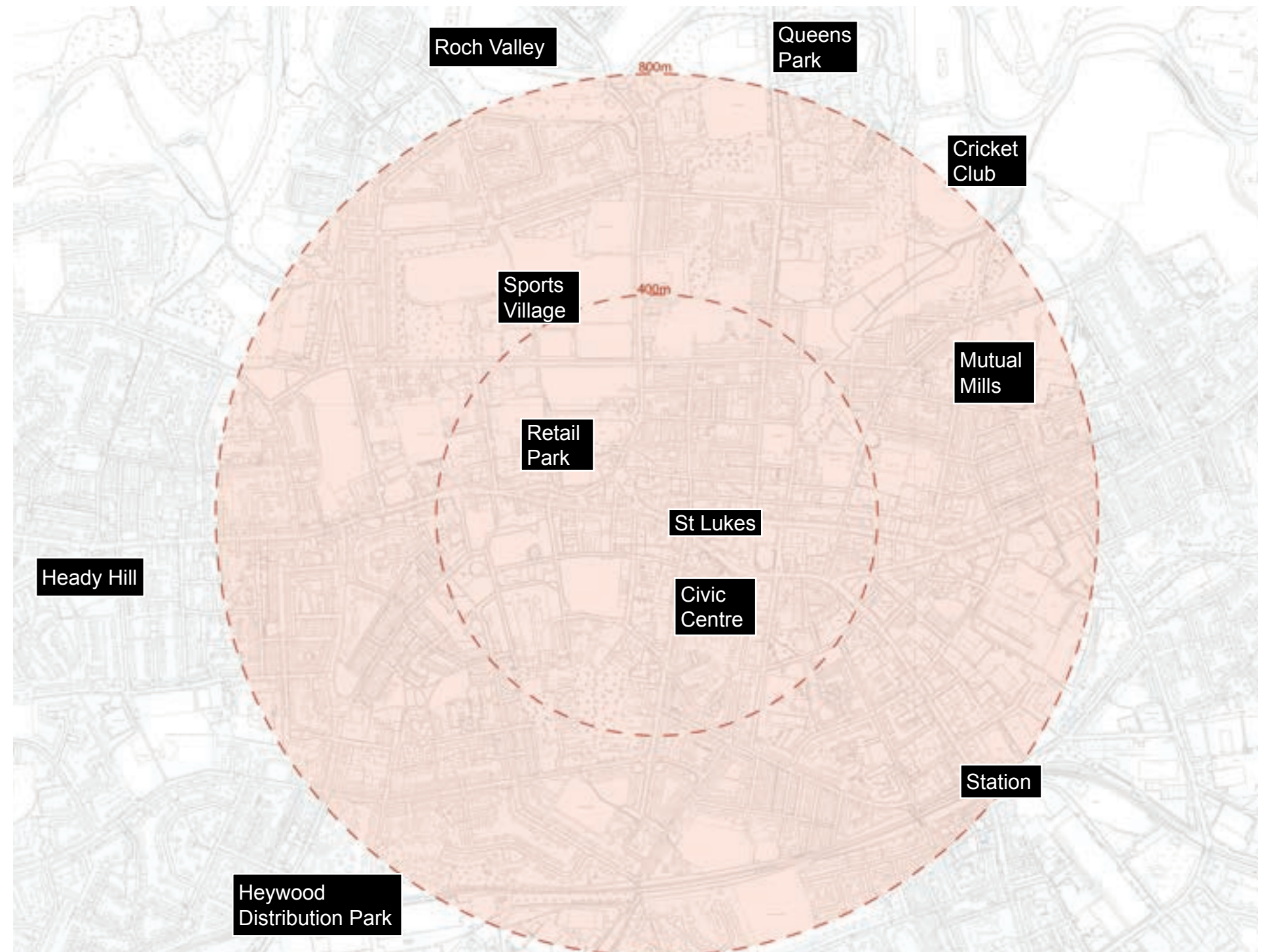
Illustrative Masterplan

Next steps



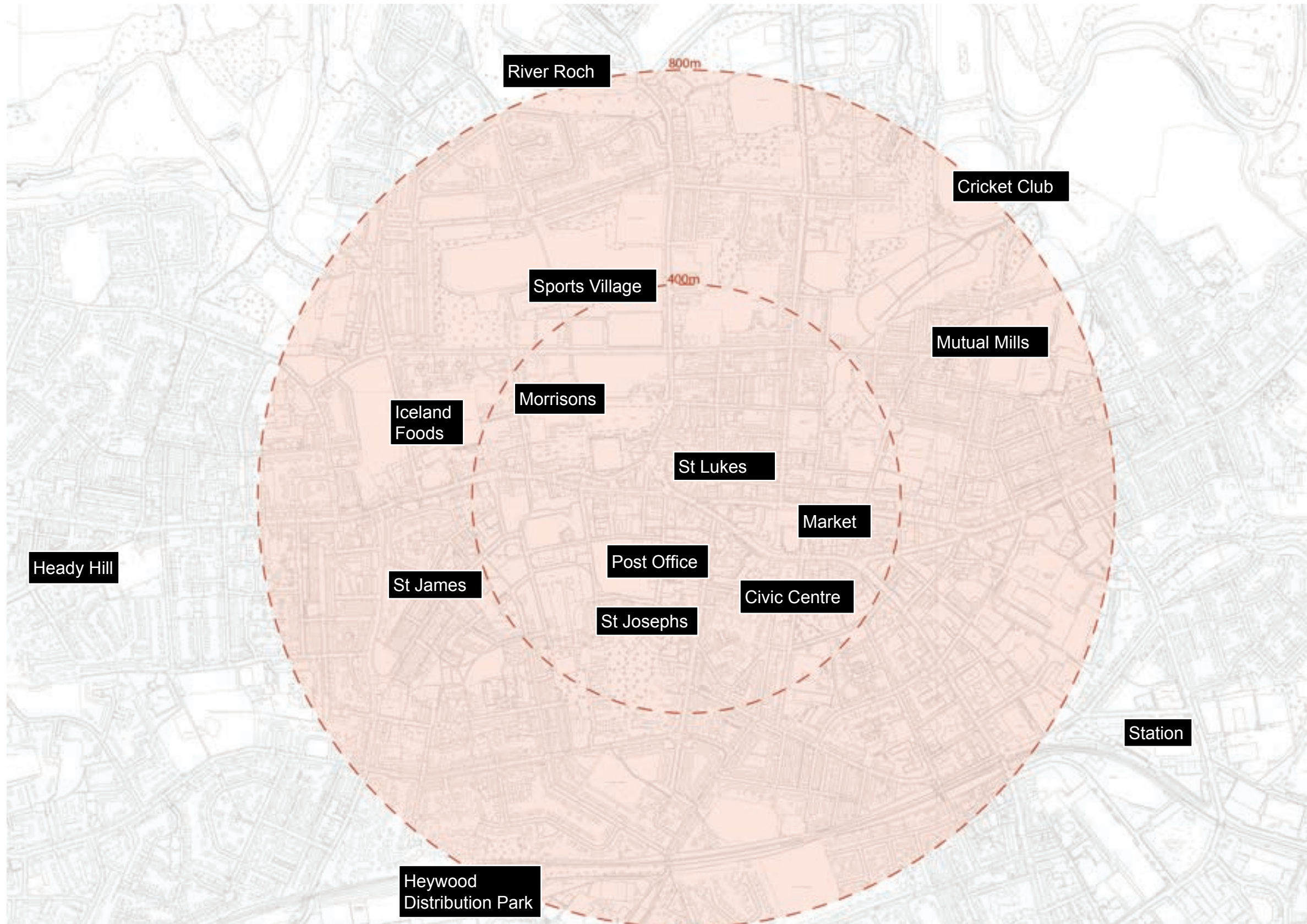
Introduction

The purpose of this report is to describe the masterplan process and final proposals for Heywood Town Centre, and to illustrate how they can achieve the Vision and Objectives. It builds on the work presented in the Baseline Report dated July 2019, and framework masterplan report dated August 2019.



Site context

400m / 800m



Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes (approximately 800m) walking distance.

This diagram illustrates local destinations and neighbourhoods that are within an 800m and 400m radius of St Lukes.

The 400m radius includes the majority of the study area.

Baseline context

Urban grain



Urban grain is a description of the pattern of plots in an urban block and when this pattern is dominated by small plots it is described as fine urban grain.

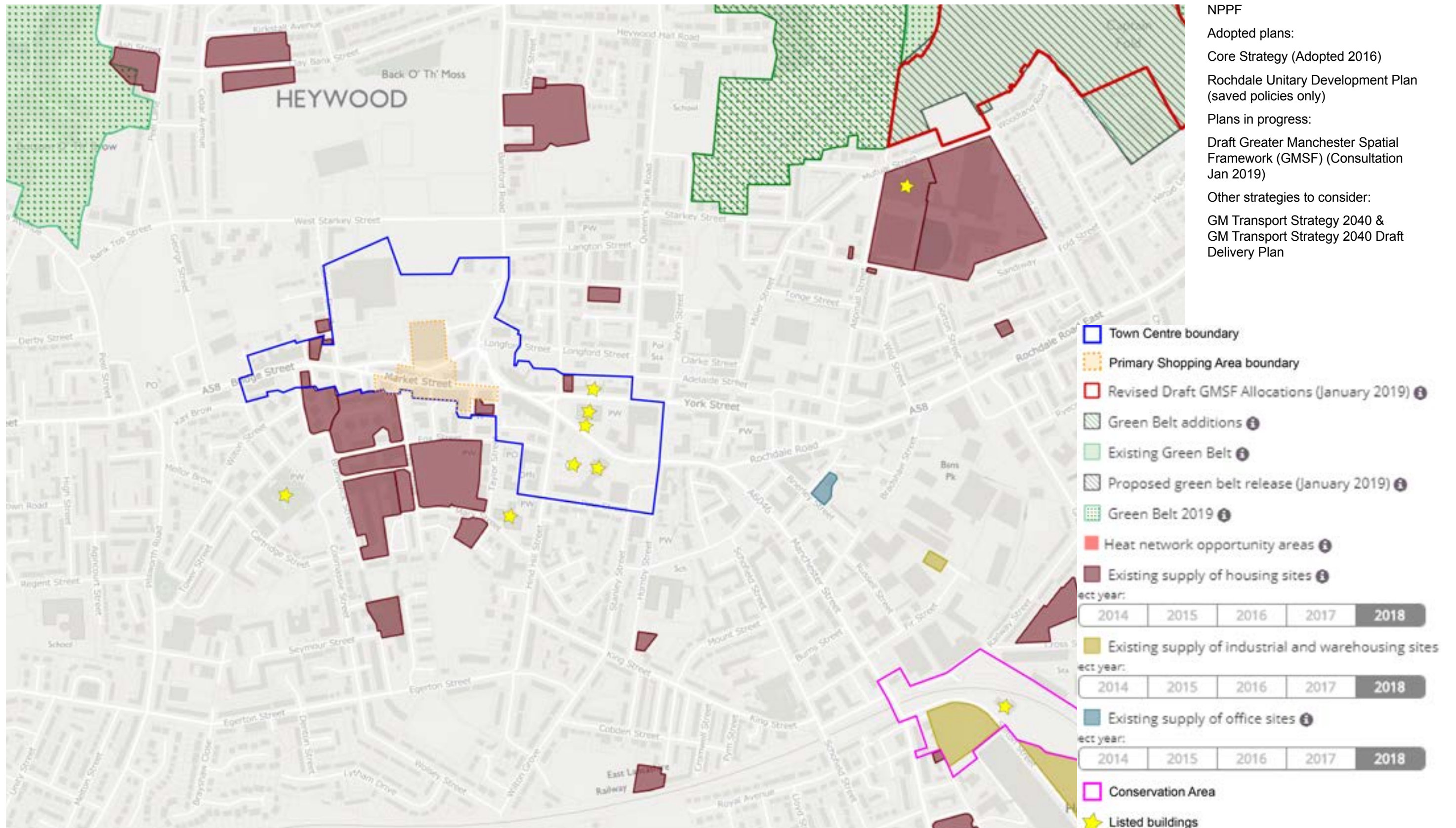
The urban grain mapping of the study area, and beyond shows a mix of:

Fine arrangement suggestive of a mix of use, mix of ownership, mix of business, streetscape and street life around the neighbourhoods of Heywood.

Larger footprint and looser pattern. This arrangement is suggestive of industrial/edge of town urban structure, non-human scale and a set of uses not always compatible with modern town centre life.

Planning context

Policy



NPPF

Adopted plans:

Core Strategy (Adopted 2016)

Rochdale Unitary Development Plan
(saved policies only)

Plans in progress:

Draft Greater Manchester Spatial
Framework (GMSF) (Consultation
Jan 2019)

Other strategies to consider:

GM Transport Strategy 2040 &
GM Transport Strategy 2040 Draft
Delivery Plan

Planning context

Development/ residential density

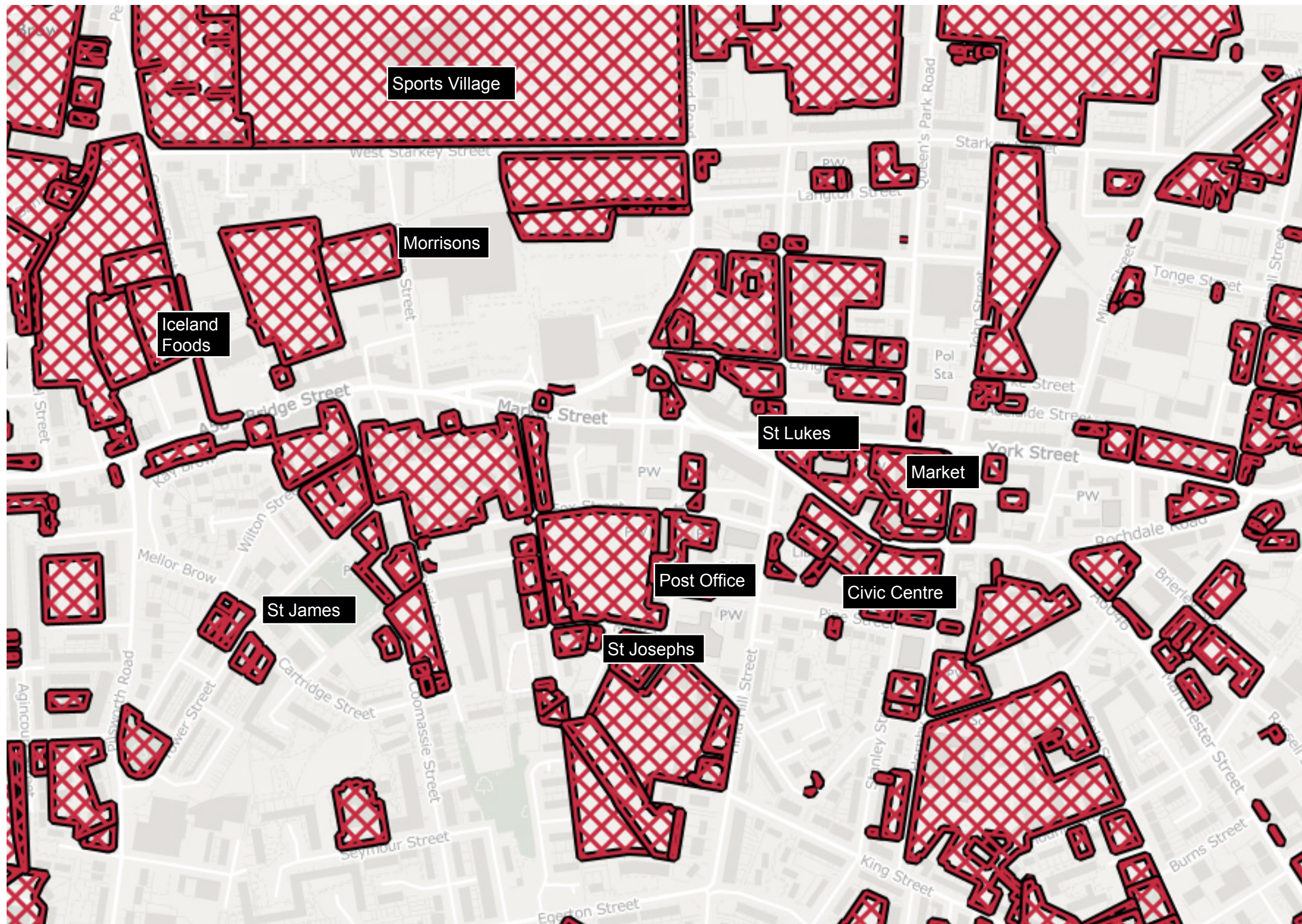
Location (use highest density that applies when a site falls within more than one location)	Minimum net residential density (dwellings per hectare)		
	Within the location	Within 400 metres	Within 800 metres
Designated centres:			
City Centre	200	120	70
Designated town centres	120	70	50
Other designated centres	70	50	35
Public transport stops:			
Main rail stations and Metrolink stops in the City Centre	N/A	200	120
Other rail stations and Metrolink stops in large designated centres	N/A	120	70
Other rail stations with a frequent service and all other Metrolink stops	N/A	70	50
Leigh Guided Busway stops	N/A	50	35

The Greater Manchester Spatial Framework (Draft for Consultation 2019) stipulates a minimum net residential density set out in the table adjacent.

Heywood, falls under the category of designated town centres where minimum residential densities of 120 dph apply.

Baseline context

Land ownership

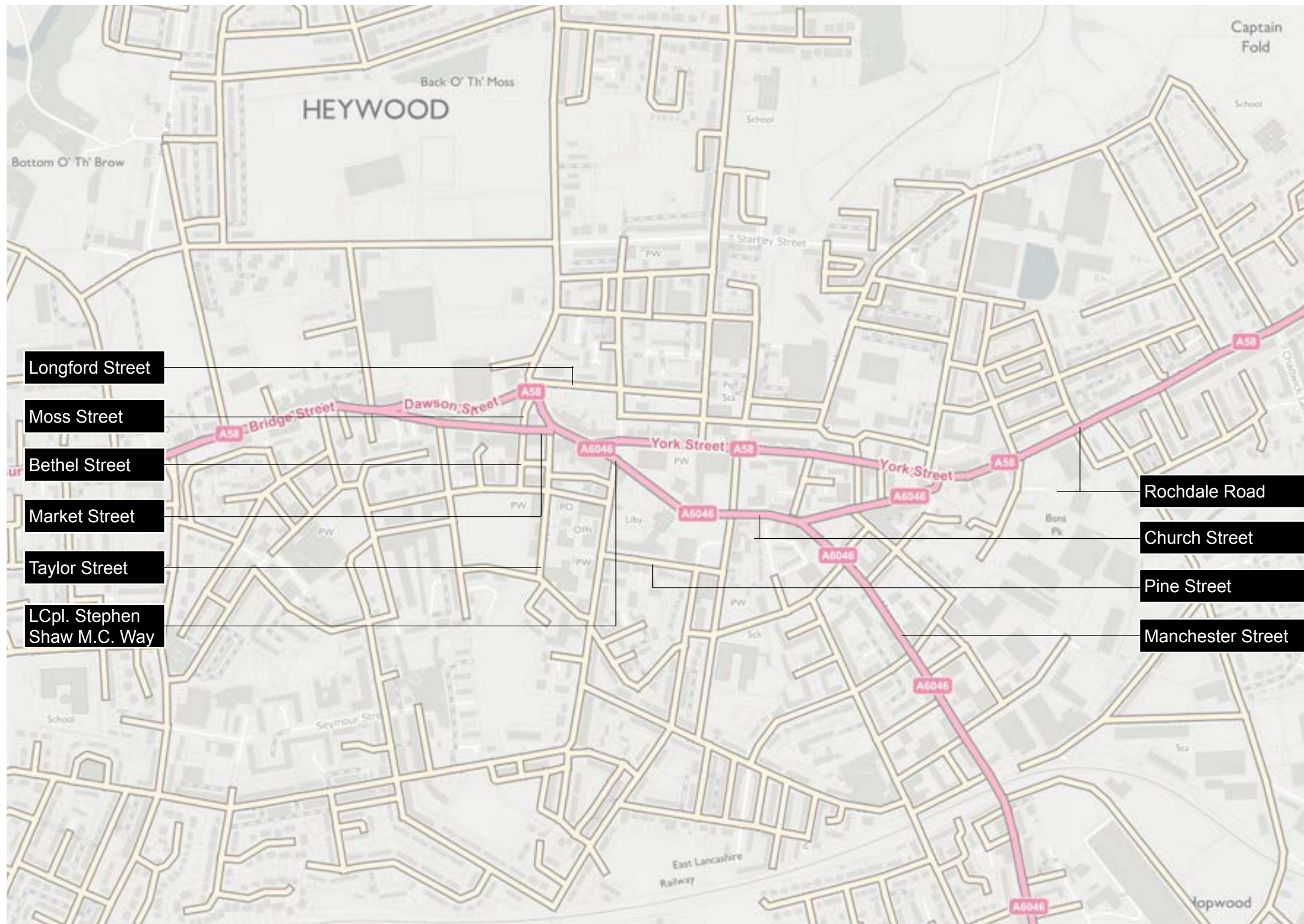


The amount of land within Council ownership in the study area is high.

The amount and location of land ownership is a positive enabling influence to shape future development and early investment in projects, which in turn will stimulate market interest, activity, momentum and partnership opportunities.

Baseline context

Vehicle movement



Main road corridors:

A58: Orbital link with Bury, M66, Rochdale and A627(M). Includes Bridge Street, Dawson Street (one-way eastbound), Market Street (one-way westbound), York Street.

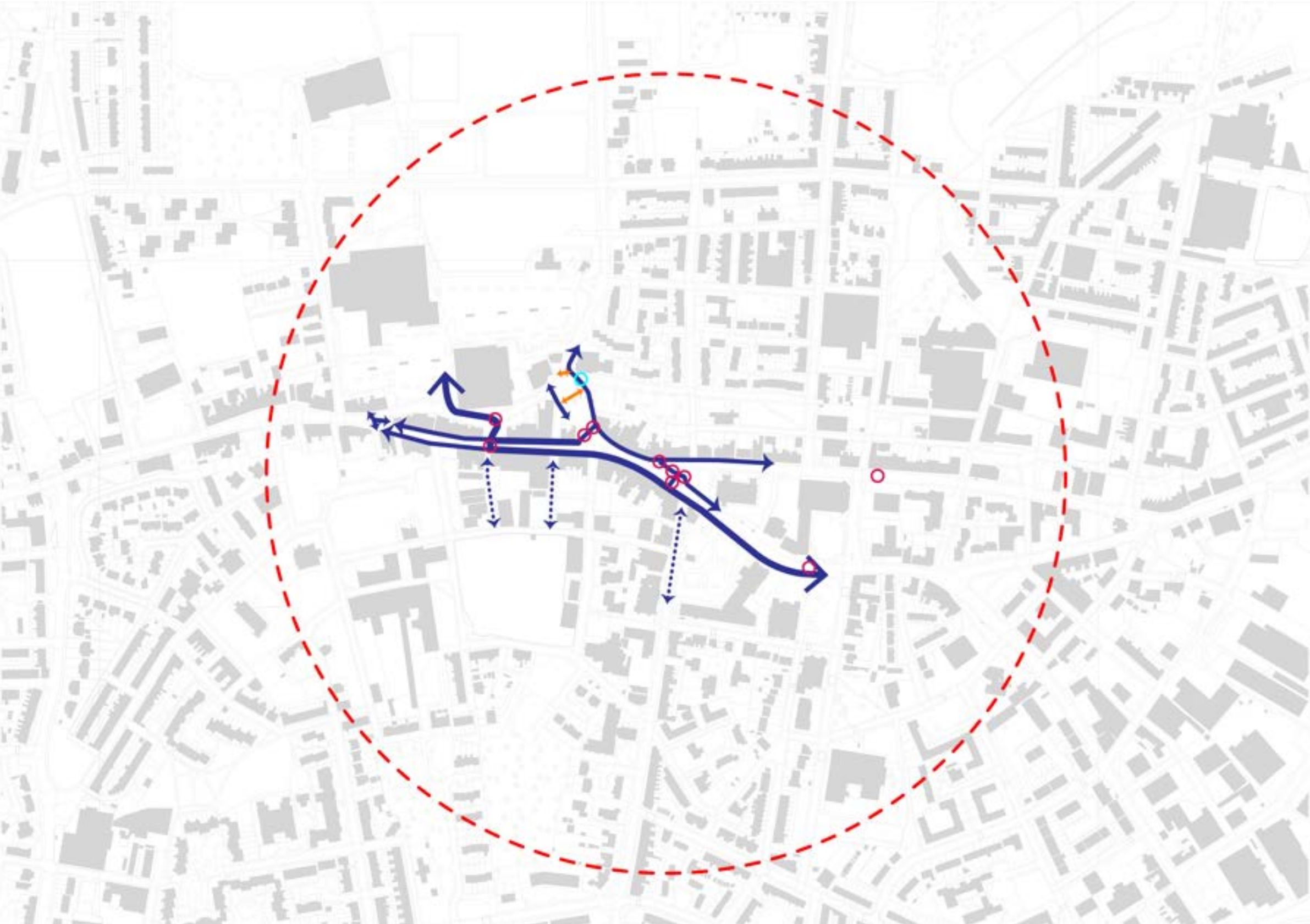
A6046: Arterial link with M62 and Middleton. Includes LCpl Stephen Shaw MC Way, Church Street, Manchester Street, Rochdale Road.

One-way streets:

Market Street, Dawson Street, Taylor Street, Bethel Street, Moss Street, Longford Street (Partial), Pine Streets (Partial)

Baseline context

Pedestrian movement



Key pedestrian movement along southern pavement from Civic Centre Car Park to Market Street and across to Morrisons Car Park.








Bamford Road/ Dawson Street roundabout with limited crossing opportunities.

No DDA compliant crossing points at junction of Market Street and Dawson Street/Bridge Street.

Dog legged signalled crossing points from Market Street to Morrisons Car Park.

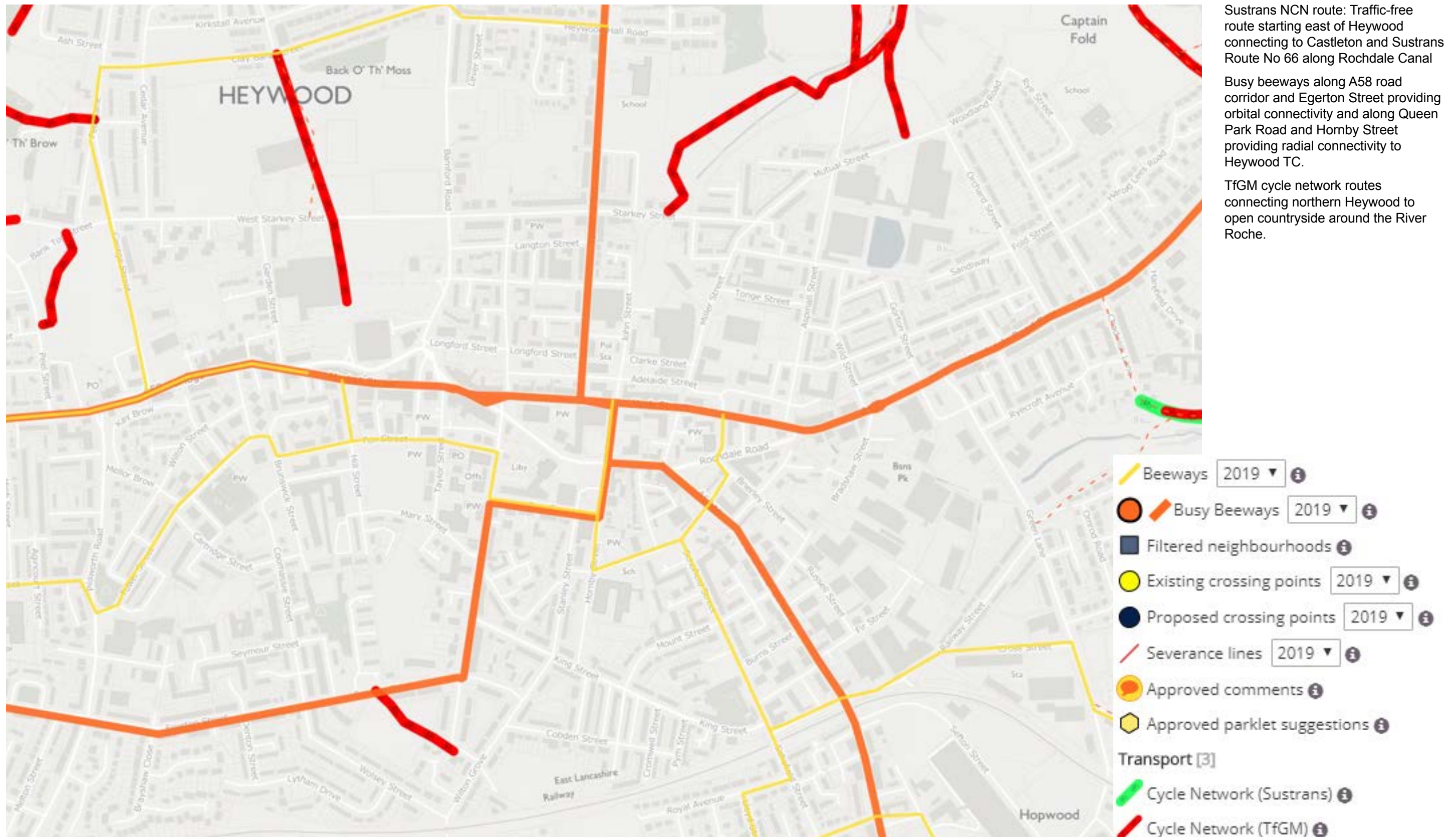
Dog legged signalled crossing points across Market Place junction with extensive guardrailling.

Access from new residential sites (south of town centre) to Market Street via smaller streets.

-  Pedestrian flow high
-  Pedestrian flow med
-  Pedestrian flow low
-  Pedestrian flow low
-  Pedestrian desire lines currently not served
-  Signalled crossing
-  Courtesy crossing

Baseline context

Cycle movement



Baseline context

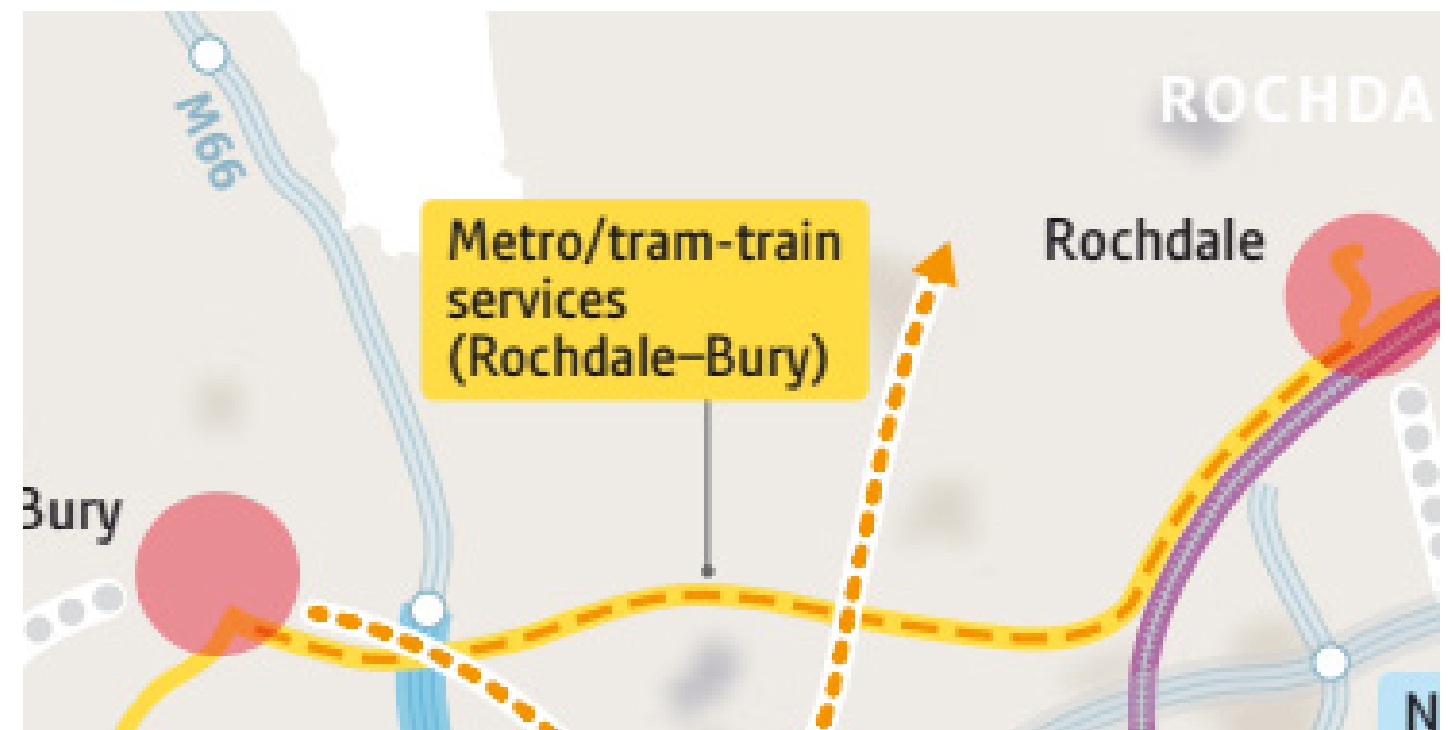
Train/ tram-train

Trains

- Closed 1970
- Re-opened in 2003 as extension of East Lancashire railway from Bury Bolton Street

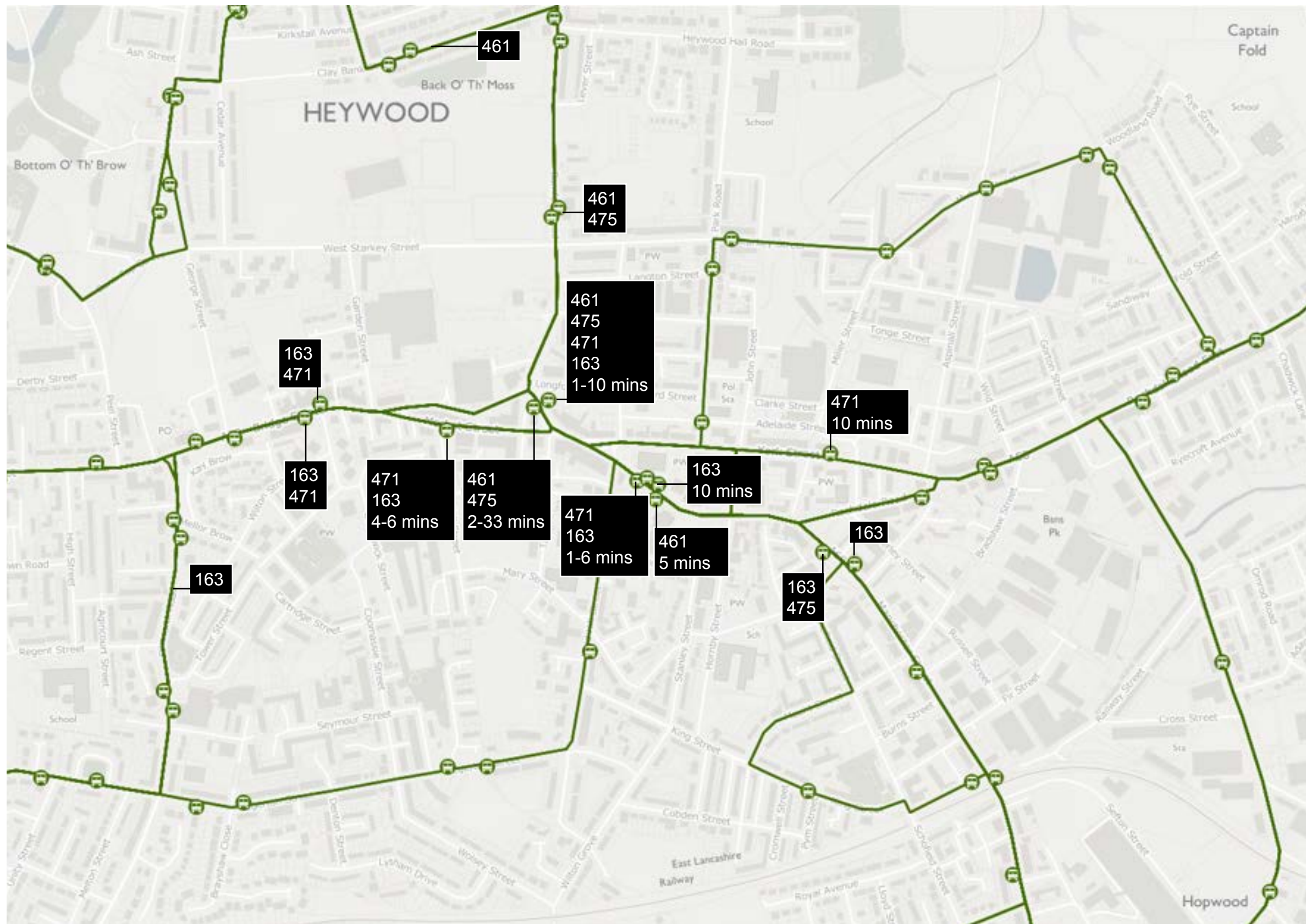
Tram-Train

- Tram-Train system proposed along Calder Valley line linking Rochdale to Heywood and on to Bury
- Stop proposed at Heywood Railway Station



Baseline context

Bus movement



Heywood is well served with a regular service to Bury, Rochdale and Manchester

Routes served:

162/ 163: Bury Interchange – Oldham St Piccadilly Gardens Manchester and vice versa (162 weekdays/ 163 all days)

461: Bury Interchange – Norden and vice versa (Mon-Sat)

471: Rochdale Interchange – Bolton Interchange and vice versa (all days)

475: Bury Interchange – Market St, Heywood and vice versa (Mon-Sat)

X63: Market Street, Heywood – Shudehill, Manchester and Shude Hill – Heywood Library (weekdays only)

Bamford Rd stop – Local interchange for public transport connections

Baseline context

Parking provision

Town Centre parking is provided in a mix of formats:

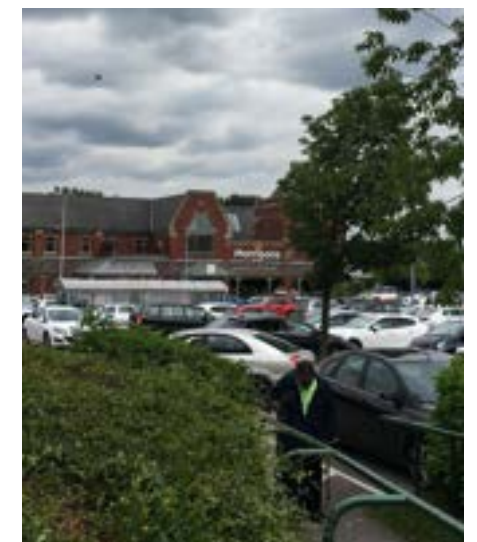
On informal surface level car park on **Hill Street**. This parking zone is free and inefficiently laid out. Parking here is over subscribed resulting in on street parking adjacent and around the facility. Its understood that the carpark is mainly used by traders and shop staff.

Morrisons Customer Car park - Unrestricted parked. Observed to be well used at most times of the day.

Civic Centre parking - Unrestricted parked. Observed to be well used at most times of the day.

Longford Street Carparks - Unrestricted parked. Observed to be well used at most times of the day.

Other parking is provided on street in a mix of free and timed provision.



Baseline context

Parking provision



Surface level car parking:

Morrison's (Customers only) – 2 hrs free, 550 spaces

Civic Centre/Hornby Street (RMBC) – 3 hrs max stay, 64 spaces

Heywood Market (RMBC) - 2 hrs max stay, 50 spaces

Hill St (RMBC) – 3 hrs max stay, 27 spaces

Taylor Street (RMBC) – 3 hrs max stay, 20 spaces

Miller Street (RMBC) – 2 hrs max stay, 8 spaces – COULD NOT LOCATE

Longford Street – unrestricted, 10 spaces - MUST BE MORE SPACES (seems not to be RMBC)

St James Street – unrestricted, 16 spaces (seems not to be RMBC)

Langton Street – ca. 20 spaces (seems to be serving residential area but no restrictions)

On-street bays in town centre:

Hornby Street – 40 mins max stay

Hind Hill Street – 20 mins max stay

Queen Street (1 disabled)

Bridge Street – 30 mins max stay

Disabled parking bays:

Heywood Market (4), Civic Centre (3) Longford Street (?), Civic Centre/Hornby Street (3), Morrissons (?), Queen Street (1)

Spaces info source: <https://en.parkopedia.co.uk/parking/heywood/?arriving=201907111300&leaving=201907111500>

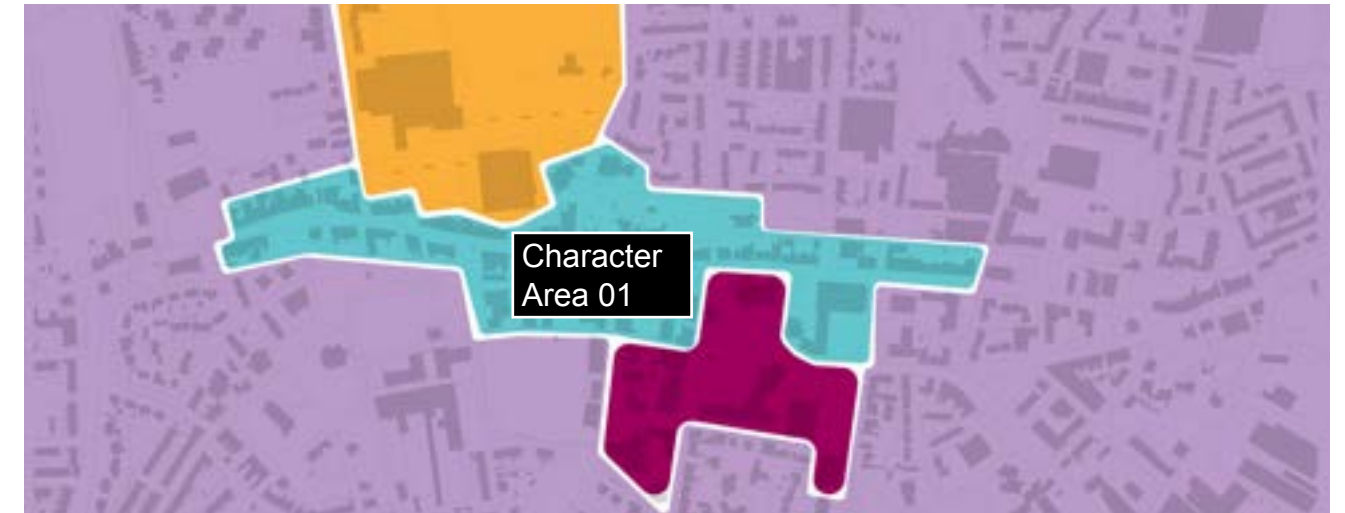
Council car parks source: <http://www.rochdale.gov.uk/parking-roads-and-transport/Pages/council-car-parks.aspx>

Baseline observations

Character area 1

Characteristics

- Car dominated environment
- Wide carriageway, narrow pavements
- Cluttered Environment
- Some high quality architectural buildings
- Low quality shop facades / vacant units

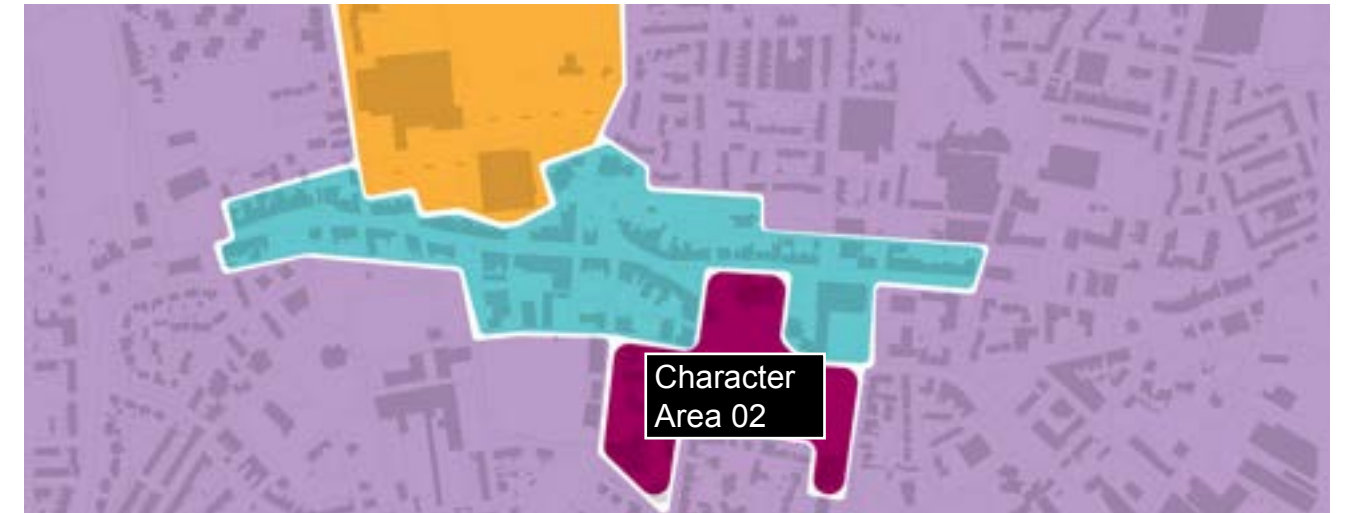


Baseline observations

Character area 2

Characteristics

- Civic use and character
- Tree planting and Well maintained public open space
- Highways as severance
- Good bus interchange opportunity

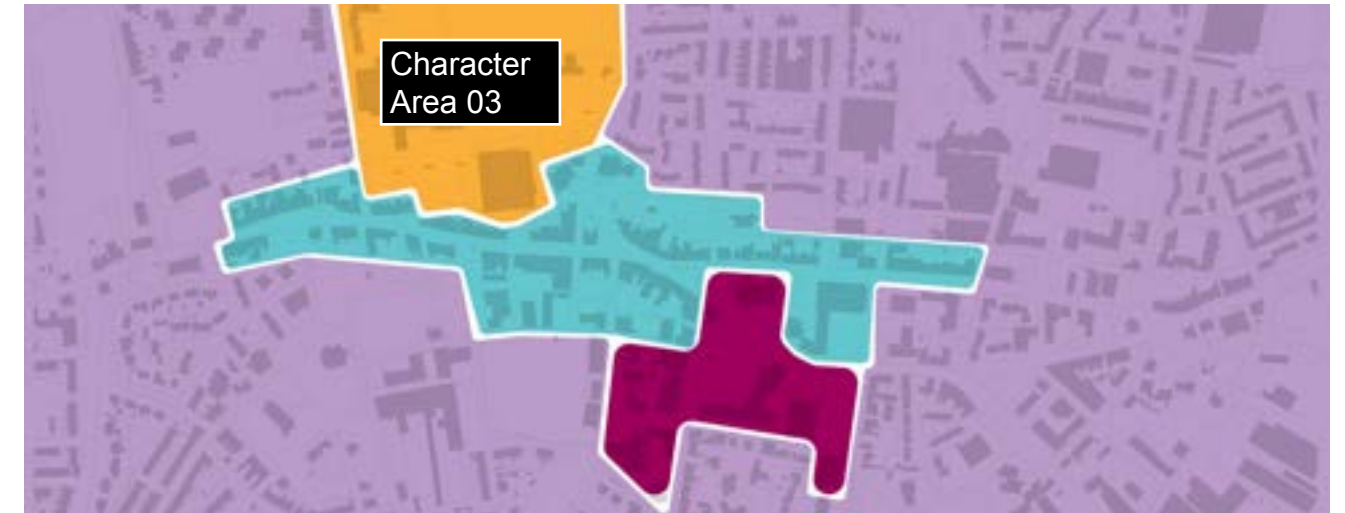


Baseline observations

Character area 3

Characteristics

- Large surface level carparking
- Vehicle led environment
- large format building footprint
- some green infrastructure



Baseline observations

Character area 4

Characteristics

- Predominant residential use - range of periods
- Interspersed with light industrial use
- Associated ecclesiastical
- Informal open space - often low quality



Baseline observations

Existing spaces

St Luke's Church Gardens

- Formal space located on main pedestrian / vehicle route
- Slightly limited viewing and accessibility due to crossing and road signs
- Ornamental planting and well maintained
- Limited seating



War Memorial

- Formal space located on main high street next to old library
- Provides alternative pedestrian route between L/CPL Stephen Shaw M.C. Way and Hind Hill Street
- Ornamental planting and well maintained
- Formal, gated entrance and clear pedestrian route
- Rest space - benches located along paths



Market Street / Hill Street Corner

- Formal pocket park located between main Market Street and car park on Hill St
- Accessible space with seating and bus stop location on main high street
- Bridge between high street and quieter residential areas
- Raised planting beds



Sports Village

- Formal space with playing fields and parking
- Away from main high street, located on West Starkey St, north of Morrisons
- Accessible for both vehicles and pedestrians
- Pedestrian link with Morrisons car park



Baseline observations

Existing spaces

Market Street / Dawson St

- Formal square providing pedestrian link between Market St and Dawson St
- Heart space
- Street Trees
- Break in row of high street shops
- Seating around outskirts



St James's Church

- Formal gardens surrounding St Luke's Church
- Feels disconnected from high street
- Located in residential area
- Surrounded by informal green space
- Limited accessibility due to raised gardens: accessible via Church



Meadow Close

- Informal green space located off Market St
- Vehicle access from Hill St and St James Street
- Pedestrian access from Pitt Street, Market Street and Brunswick Street
- Limited use and accessibility due to low fencing
- Limited Parking
- Pedestrian links to Market Street
- Temporary space to be used for future residential developments



Brunswick Street

- Informal green space between housing
- Cobbled and uneven street paving
- Uneven ground in green space



Baseline observations

‘Streets for All’ proposals



Proposed Plan Layout

KEY			
<div></div>	Pedestrian realm	⑨	One way carriageway
<div></div>	Carriageway	⑩	Closed street
①	Conditional traffic calming	⑪	New street tree planting
②	Improved pocket park	⑫	Bus access only
③	Widened pavement	⑬	Improved bus stop environment
④	Widened pedestrian crossing	⑭	Continuous footway treatment
⑤	Segregated bi-directional cycle lane	⑮	Shops
⑥	Optimised junction with pedestrian crossings	⑯	Parish church
⑦	Narrowed carriageway	⑰	Library
⑧	Two way carriageway	⑱	Indoor market
		⑲	Memorial gardens
		⑳	Morrisson car park

Streets for All presents a new approach to planning and designing the streets of Greater Manchester. The initiative looks to create streets that better balance the movement of people and goods with the creation of more people friendly places.

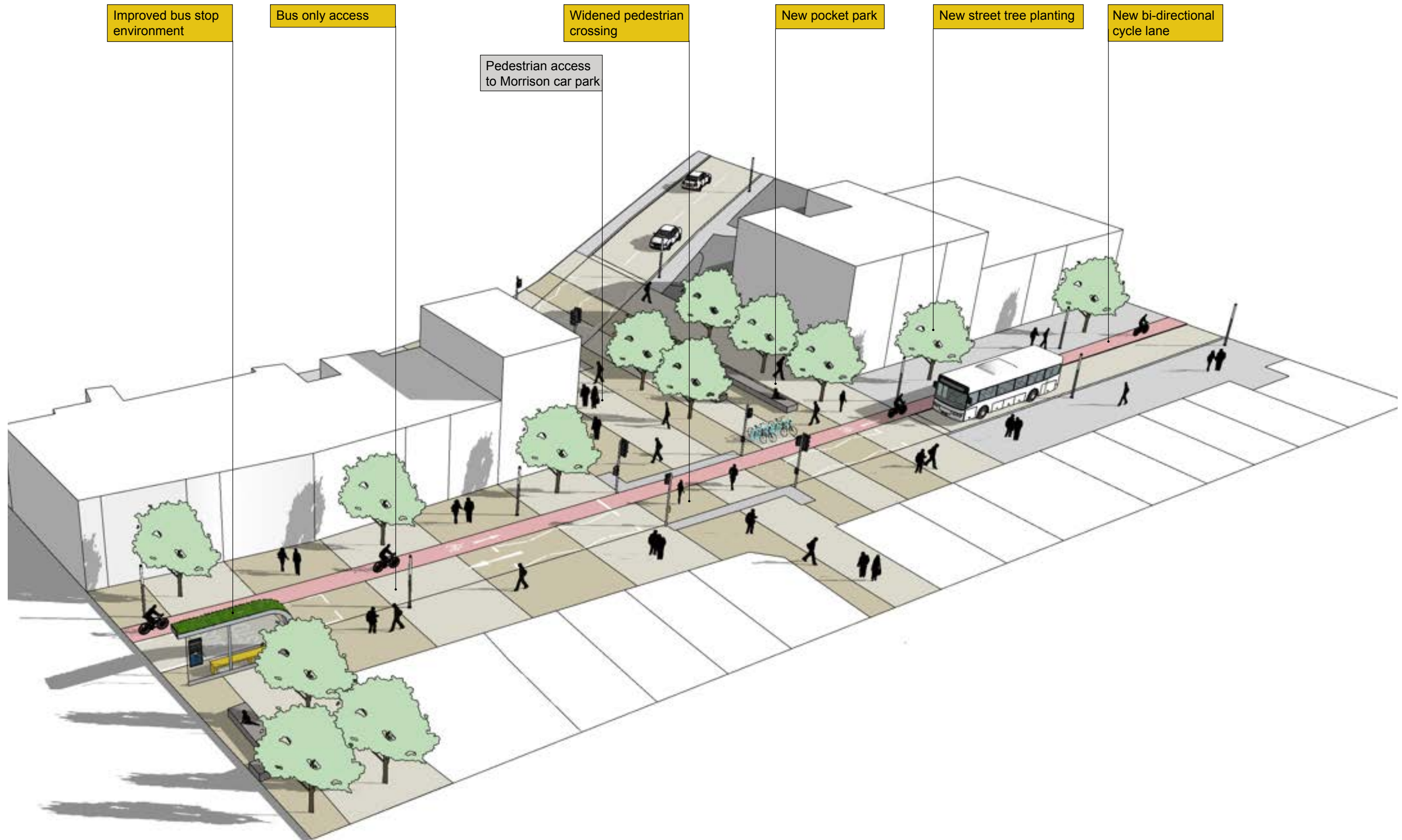
As a holistic approach, Streets for All moves away from planning for transport modes, and towards putting people first to better shape and manage our streets. This will help us create more sustainable, healthy and resilient places across Greater Manchester; overall leading to an improved quality of life for those who live, work and visit our great city region.

Streets for All has been undertaken to establish a common approach to street design that can be used across Greater Manchester (GM) to help better plan our streets. The final report explores key issues and potential interventions along a key ‘Orbital’ corridor that spans the districts of Wigan, Bolton, Bury, Rochdale, Oldham and Tameside.

The A58 corridor through Heywood was selected as one of the selected focus areas testing the guiding design principles and goals of the project.

Baseline observations

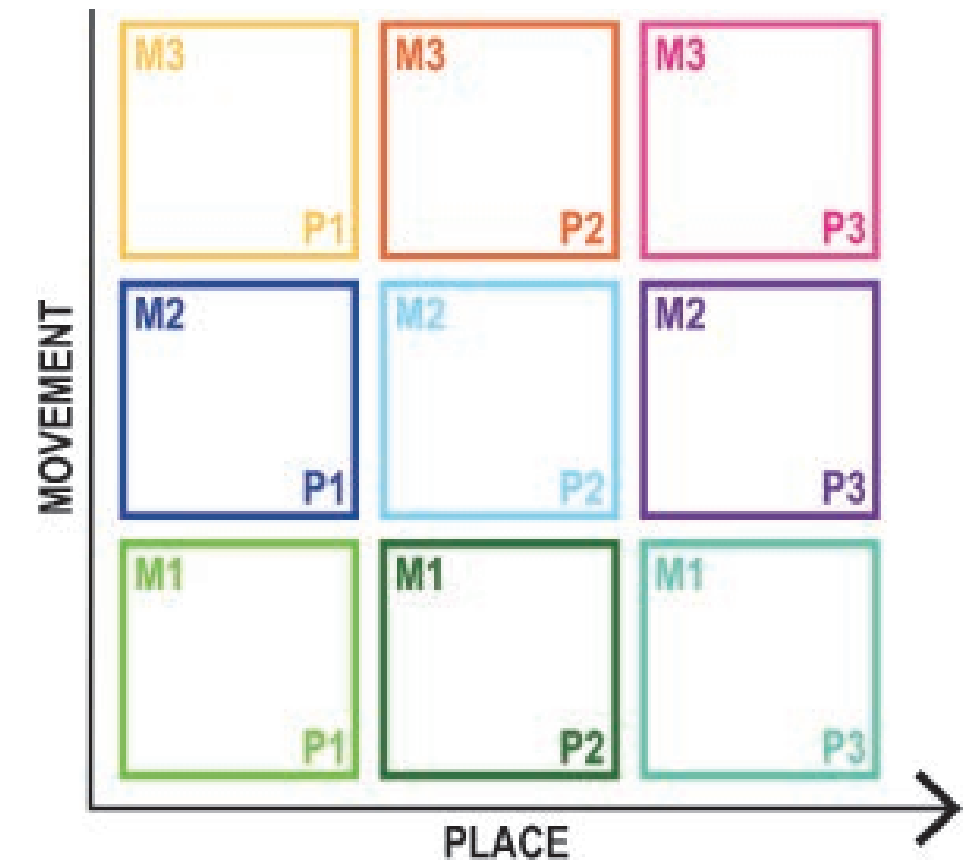
'Streets for All' proposals



Proposed Perspective View

Baseline observations

Movement and place study (400m)



Place / Movement Criteria

Place Function	Movement Function
P3: Attracts National, Regional, non-adjacent District to District visitors	M3: Connects local destinations to ensure people and goods can move freely and/or high levels of slower mode movements.
P2: Attracts visitors from within the settlements and from Adjacent settlements (City, Town)	M2: Local access by people walking, cycling, using public transport & deliveries.
P1: Predominantly local function/negligible attraction	M1: Local access only by people walking, cycling & deliveries.

Baseline observations

SWOT analysis

Strengths

- Some high quality Victorian Building Stock and Listed buildings
- Community facilities - Civic Centre & Memorial Gardens, Sports Village, Library, Queens Park
- Market as an attractor
- Relatively busy town centre when compared locally
- New town centre residential communities
- St Lukes/James/Joseph Churches and grounds- physical and community landmark
- Station Conservation Area - Phoenix Brewery
- PROW access to the countryside / greenbelt
- Good bus services - local and regional
- Early arrangement with members and officers
- Council collaboration with local businesses

Weaknesses

- Car dominated town centre and local environment - a place to drive through
- Morrisons as competition and edge of town character
- Severance (Physical and Perceived) caused by design of the streets/roads
- Disjointed urban framework - due to mix of uses & lack of coherent character in streetscape
- Dispersed and uncontrolled car parking - question over provision?
- General condition of public realm and some open spaces in town centre
- Vehicle movements through town centre - refer to SfA proposals

Opportunities

- Make most of current relatively high activity on the high street
- M62 junction 19 link road - HGV relief in town centre
- Provision of new formal Town Centre parking facilities
- Residential Development opportunities
- ELR Station - capitalise on tourism in town centre - improve links to town
- Busy beelines - improved connectivity for slow modes
- Local Sustrans links to Castleton -Rochdale and MCR
- Street for All (SfA) proposals to transform town centre environment
- Northern Gateway: new residents / community growth / local spend / employment

Threats

- Requirement for co-ordination of Masterplan with Bee network / and SFA work
- Morrisons as a non partner
- Morrisons as competition to town centre
- Lack of change to town centre access and movement following link road implementation
- Funding for delivery of change
- Council control over aspects of town centre
- Non buy in of landowners - engagement key
- Market conditions

The background image is a dark, slightly blurred photograph of a coffee shop. In the upper right, a sign for 'COFFEE' is visible, with a list of items below it: 'FRAPPE / TEA / CAKE / ICED COFFEE' and 'PASTRIES / HOT CHOC'. To the left of this, another sign says 'TINCAN Coffee Co.'. In the foreground, there are several large, iridescent bubbles floating. A woman is visible on the right side, looking towards the camera with a slight smile. A child's head is visible in the bottom center, looking up at the bubbles.

Vision

“Make Heywood a characterful and attractive town for the local community and city region. Enable connected, sustainable, urban residential growth.

Provide more comfort for pedestrians in the town centre - create a ‘place’ for people to stop and stay”

Place Objectives

Create a legible and balanced town centre

Define 'Heywood' identity and distinctiveness - Celebrate through local culture, community, assets and heritage (buildings of merit / community facilities / parks)

Create a Civic heart as a bookend to a focussed and joyful, characterful, active high street.

Improve pedestrian experience within town centre.

Review public open space provision - create network and hierarchy of use

Uplift quality of public realm - streets and spaces

Create well-connected communities - to town centre, each other and surrounding amenity, countryside / employment opportunities.

Movement Objectives

Reduce severance within the town centre, improve connectivity and navigation.

Restrict private vehicle movements/ implement servicing strategy within town centre to deliver place aspirations - accommodate exiting capacity?

Consolidate bus interchange to simplify access to bus network - integrate QBT principals

Establish a town centre parking strategy inc Morrisons in calculations

Implement a SfA approach and proposals to street network - Take advantage of new link road opportunity. Review Bee Network proposals and align.

Improve connectivity to Train station - ELR and Tram train opportunities.

Land Use Objectives

Support residential development as a priority.

Identification of residential development plots - High density (120 dph) within town centre boundary, mid density elsewhere (50-70 DPH)

Review opportunities to relocate existing non town centre uses to make land available for residential use.

Identify appropriate town centre employment uses

Create a focused high street - encourage return of York Street uses to commercial/ residential

Create network of public open spaces existing and new to support town centre and increased population

Ensure social infrastructure provision supports increased populations

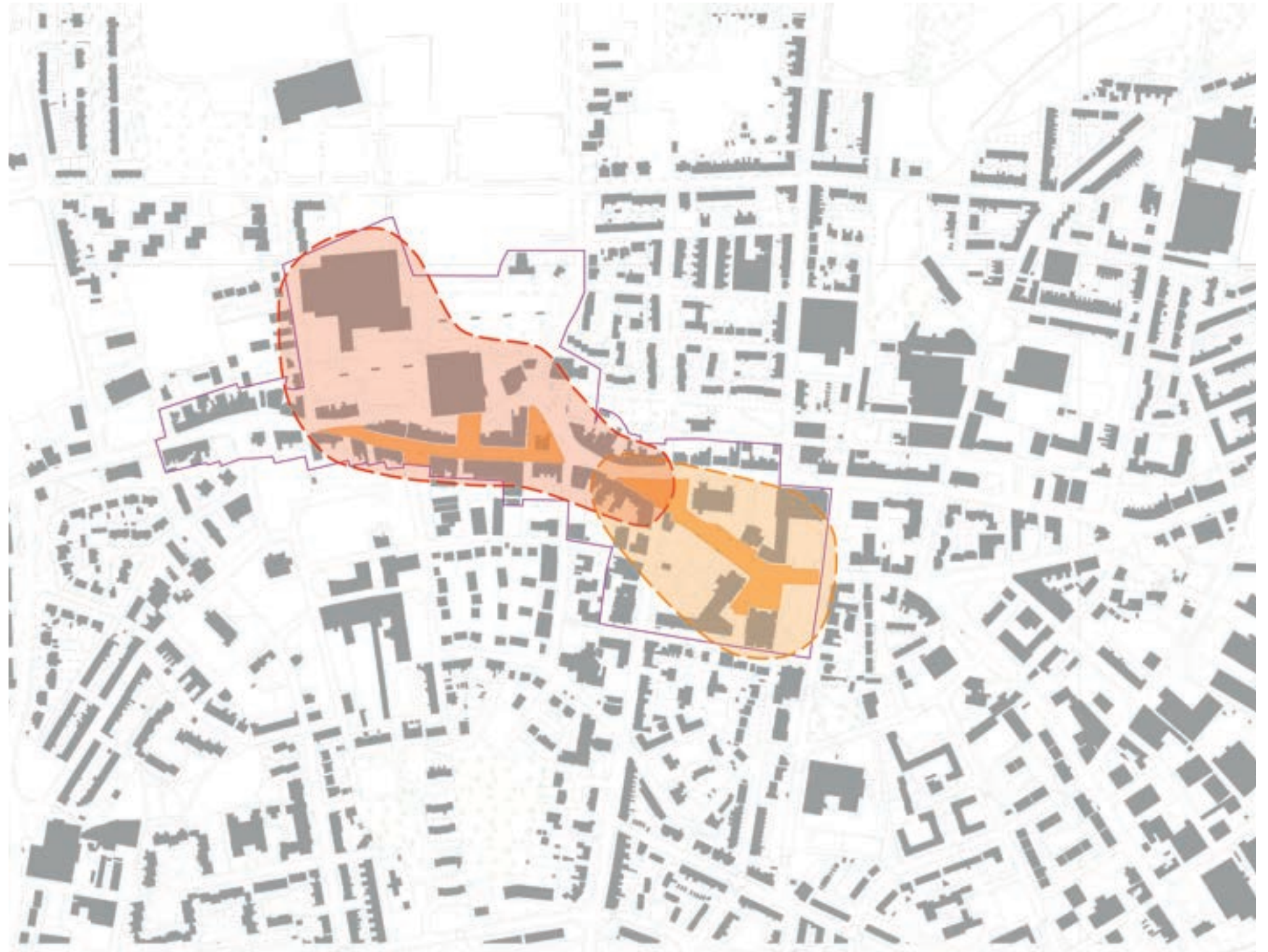
Maximise potential of council owned land

Design Principles

1: Define the town centre

Create a defined town centre around 2 distinct character areas - retail and civic.

Create spaces at the heart of each area for residents and visitors to stop and stay.



Design Principles

2: Well connected

Ensure the town centre is well connected throughout.

Ensure surrounding neighbourhoods are well connected to the town centre.

Provision for future improvement of connection to station ahead of Tram-Train implementation.

Consider movement east-west as well as north-south.

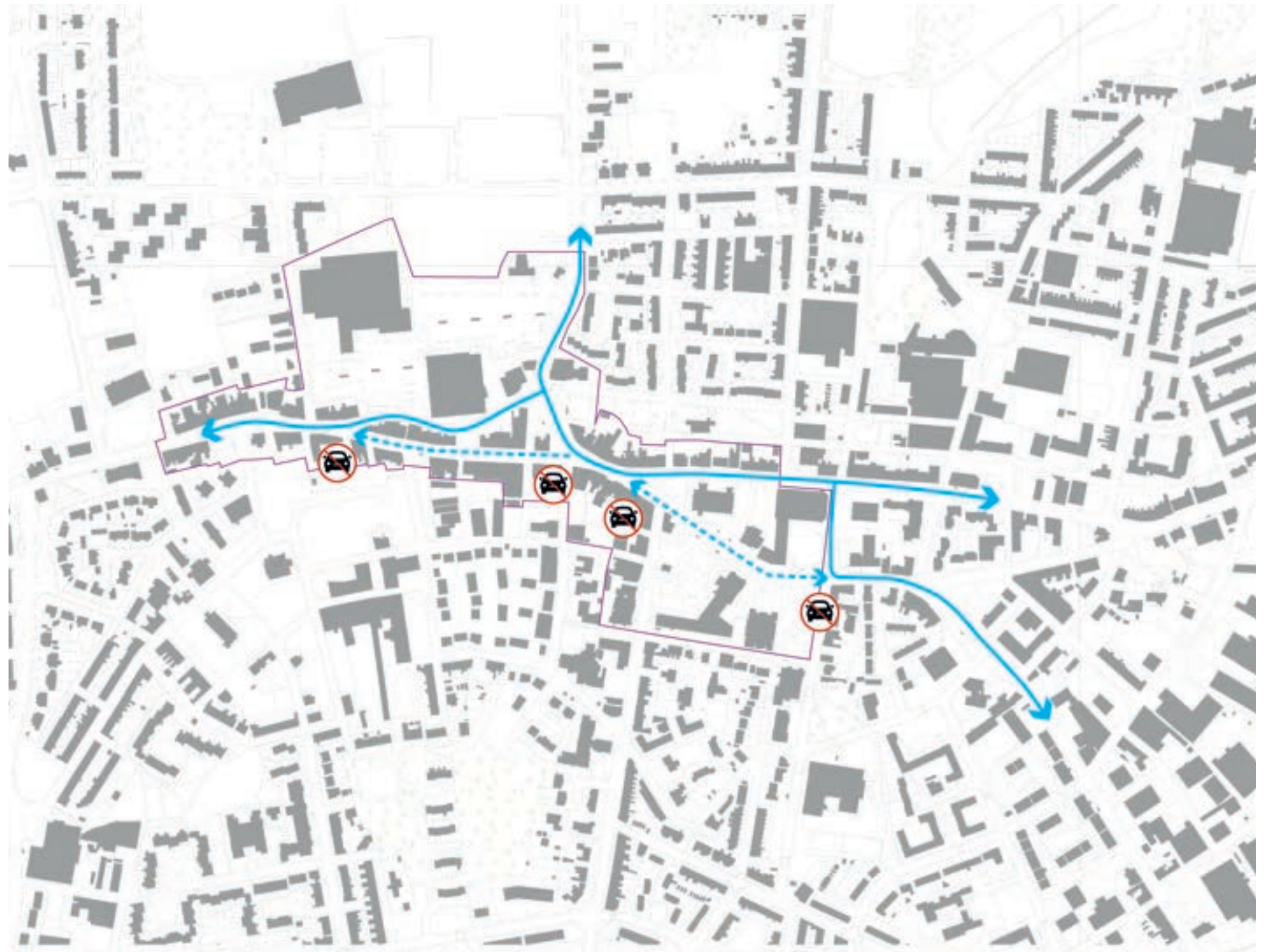


Design Principles

3: Traffic movement

Reduce, realign or eliminate traffic movements through the heart of the town centre.

Consider bus movement and interchange which could be accommodated within areas of pedestrian priority.



Design Principles

4: Establish gateways

Create a sense of arrival at key points into the town centre.

Use a distinctive palette of materials and design principles to establish an identity unique to Heywood.



Design Principles

5: Uplift public realm

Improve the quality of public realm throughout the town centre.

Focus on pedestrian priority areas at the heart of each character area.

Increase public realm provision against carriageway/ roadway widths using a Streets for All approach.



Design Principles

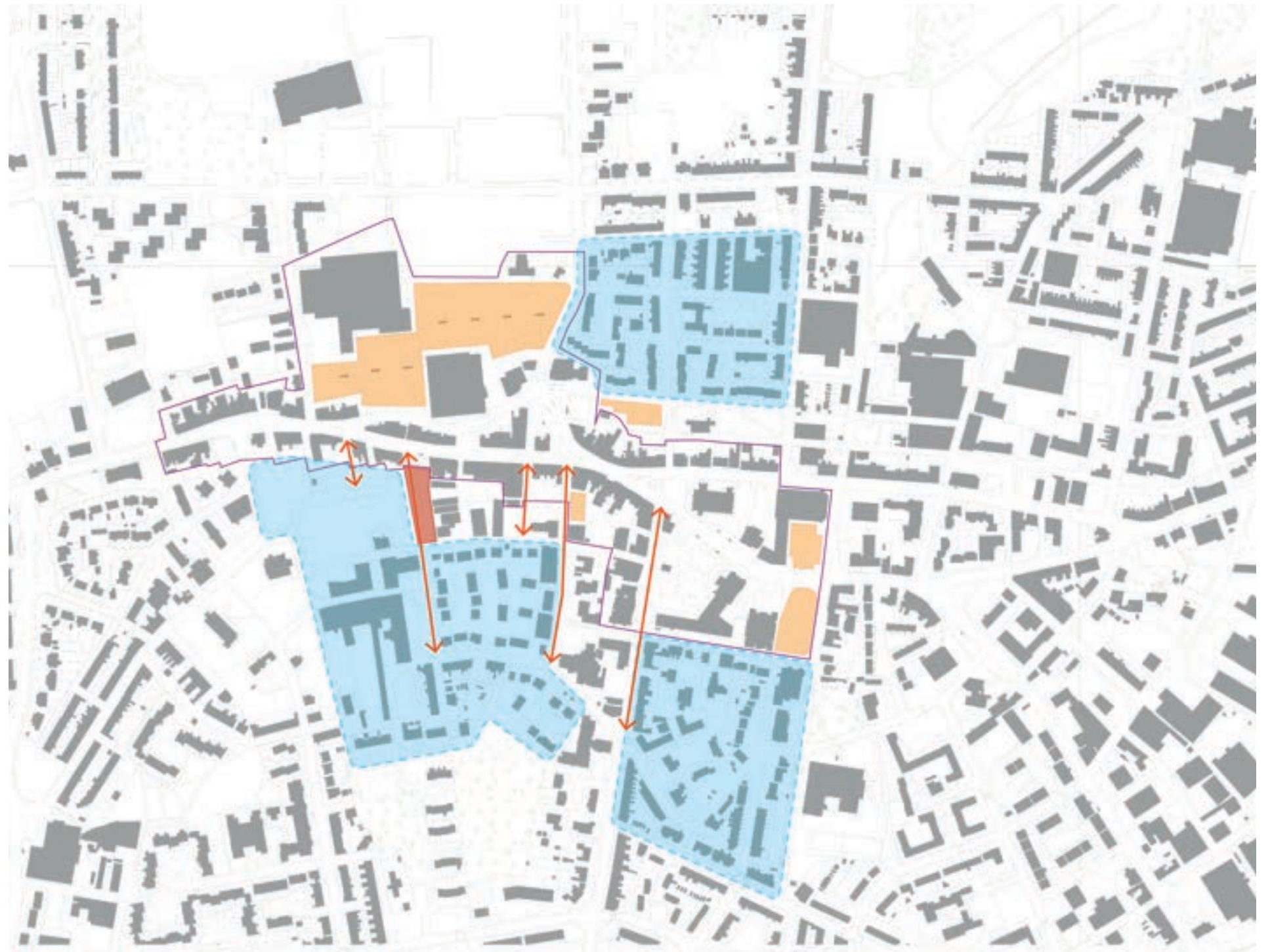
6: Provide improved town centre parking

Rationalise parking and road layout on Hill Street to improve capacity and experience.

Consider removing on-street parking along key pedestrian routes in order to improve environment.

Consider resident permit schemes to selected areas to discourage on-street parking for town centre use.

Maintain existing town centre car parks whilst identifying opportunities for development.

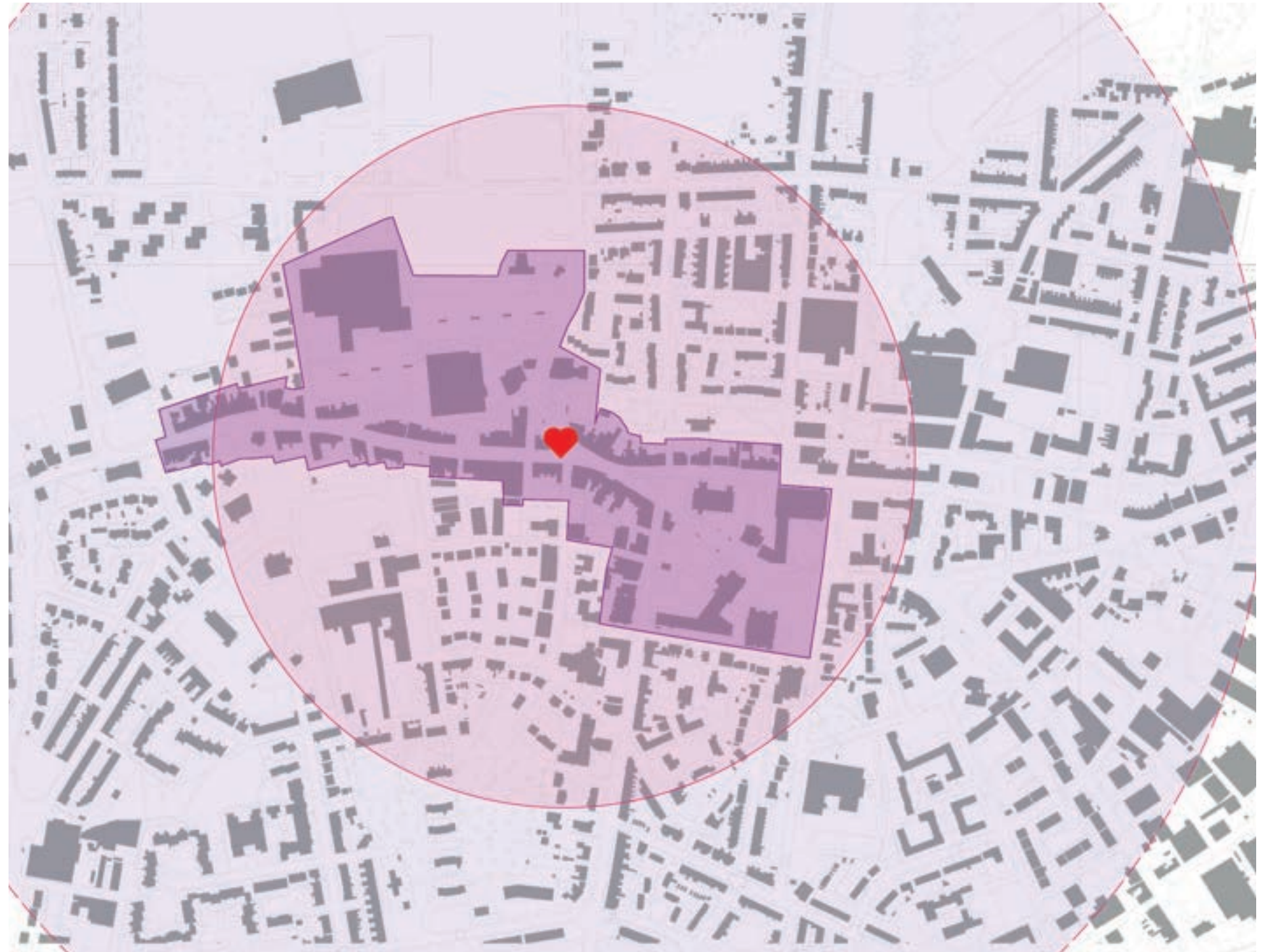


Design Principles

7: Density

Establish minimum residential densities

Town centre:	120dph
Within 400m:	70dph
Within 800m:	50dph



Medium density
40 to 60 dph



High density
60-80 dph



Highest density
80+ dph

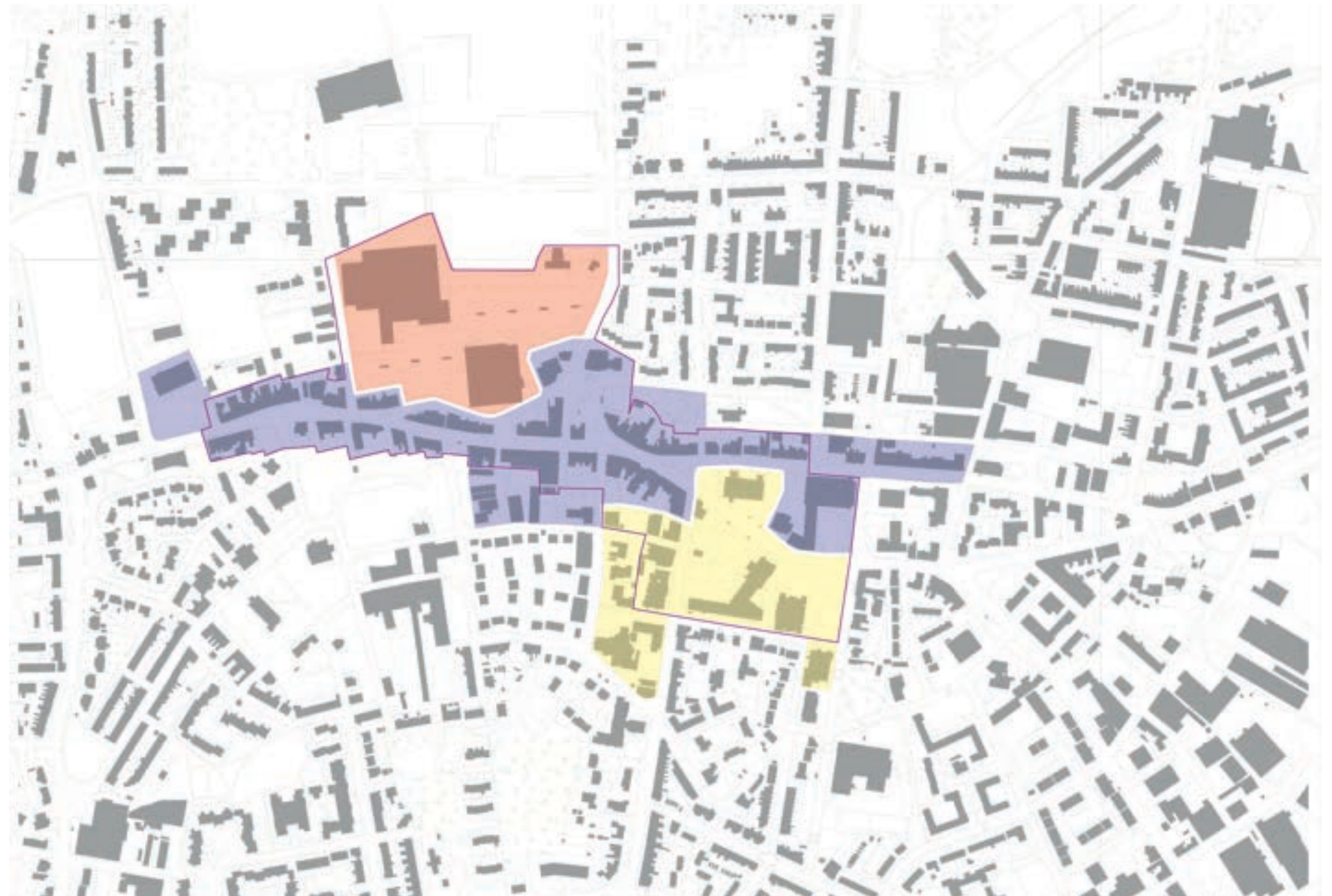
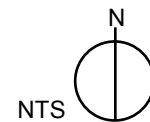
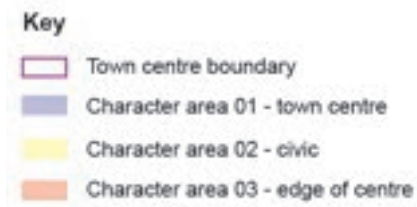


Framework Masterplan

Character areas

Character areas respond to existing and proposed townscape/urban design context.

Design principles reinforce character, whilst adding a layer of detail over the top.



Framework Masterplan

The framework masterplan rationalises the design principles into an overarching single vision, setting a framework for the development of an illustrative masterplan, and setting parameters for future development opportunities.

It establishes principles of connectivity, placemaking and development opportunities.

A number of options are presented which illustrate various methods of accommodating the design principles in terms of highways and vehicle movement solutions which have been developed in conjunction with RBC highways team and independent transport consultants.

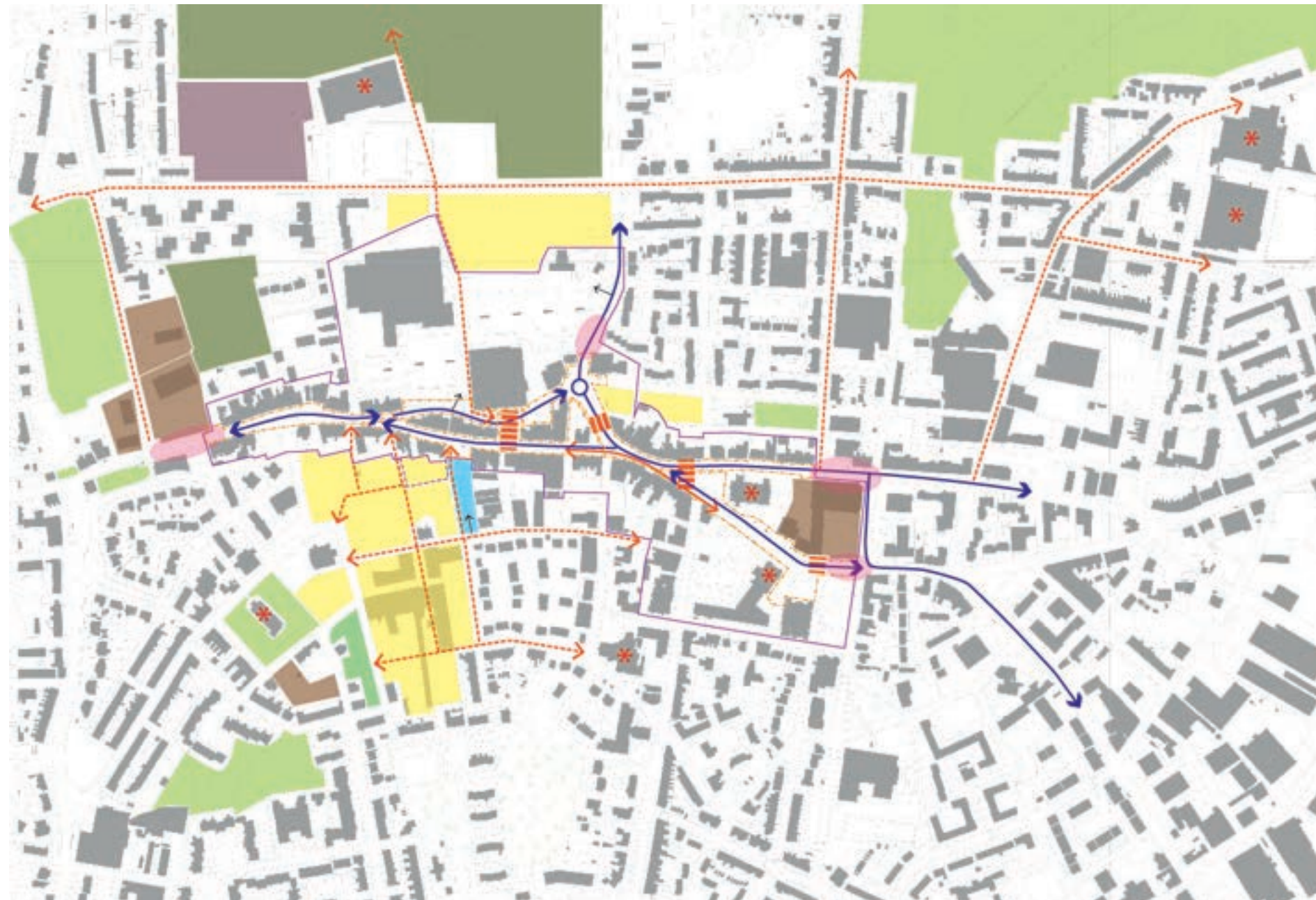
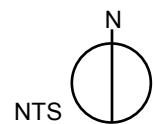
The approved works to J19 at the M62 will reduce traffic through Heywood town centre, particularly HGV traffic, and opportunity should be taken as this work is implemented to take advantage of the benefit these improvements will bring to Heywood.

All options require full modelling, costing and testing, as well as development of detailed proposals and consultations with members, stakeholders and the public.

Option 1

Key

- Town centre boundary
- Opportunity site
- Development subject to alternative provision for existing use
- Opportunity site (education use)
- Improvement to open space
- Open space
- Open space/ sports provision
- Key vehicle route
- Key pedestrian/ cycle route
- Improve link between civic and town centre cores
- Bus only route
- Bus interchange
- Key buildings
- Improved pedestrian crossing
- Gateway
- Improved public realm
- Extension of town centre use
- Reconfigure carpark to include area of Hill Street
- Access to carpark



Pro

- Simplest to implement
- Likely to be cheapest (indicative early stage cost c. £1-3m)
- Uses existing highway network
- Could incorporate dedicated cycle routes subject to detailed design
- Least disruption
- Improved town centre car parking provided at Hill Street

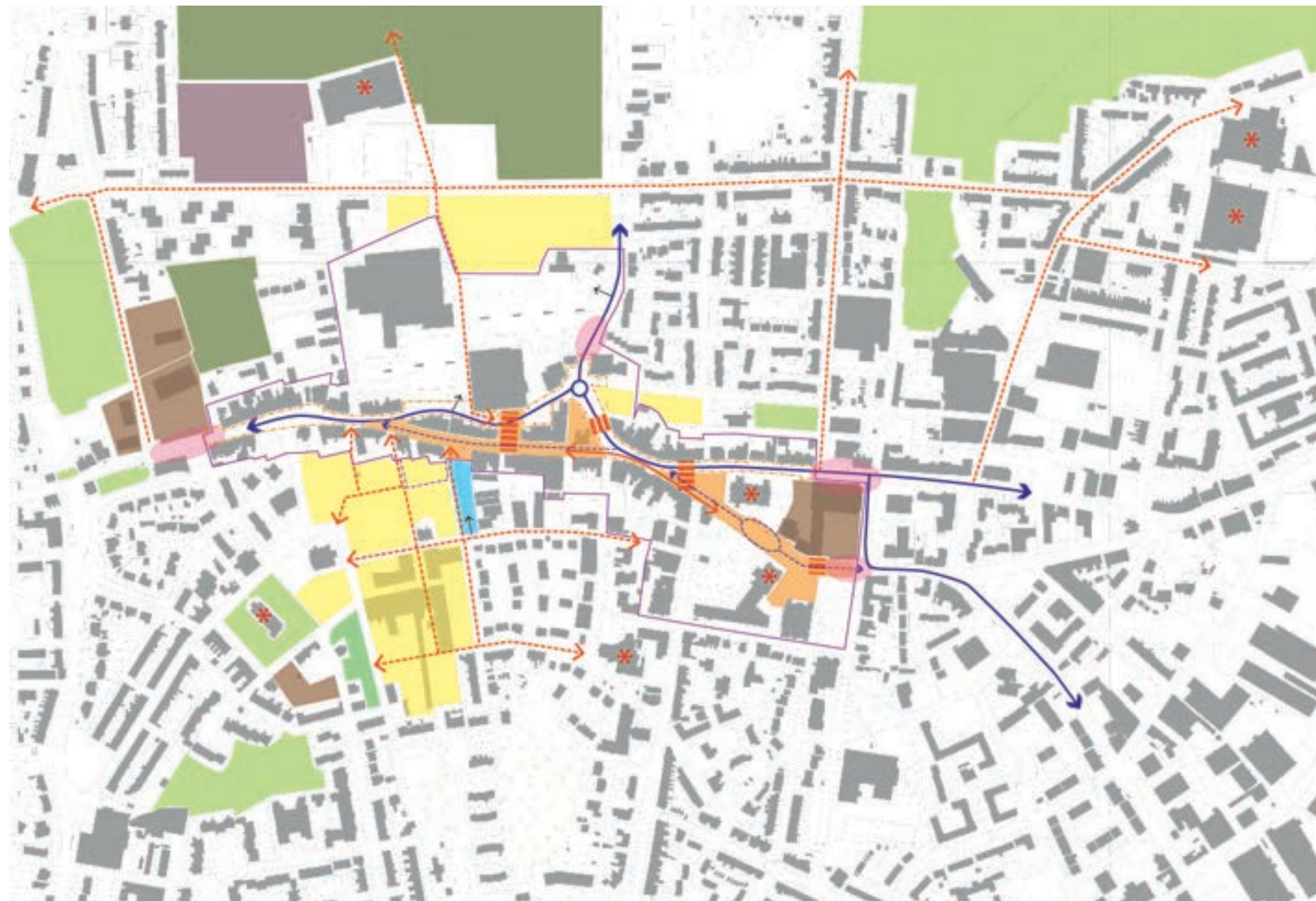
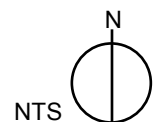
Con

- Doesn't create 'step change' in town centre pedestrian environment
- Maintains the status quo layout

Option 2

Key

- Town centre boundary
- Opportunity site
- Development subject to alternative provision for existing use
- Opportunity site (education use)
- Improvement to open space
- Open space
- Open space/ sports provision
- Key vehicle route
- Key pedestrian/ cycle route
- Improve link between civic and town centre cores
- Bus only route
- Bus interchange
- Key buildings
- Improved pedestrian crossing
- Gateway
- Improved pedestrian experience
- Improved public realm
- Extension of town centre use
- Reconfigure carpark to include area of Hill Street
- Access to carpark



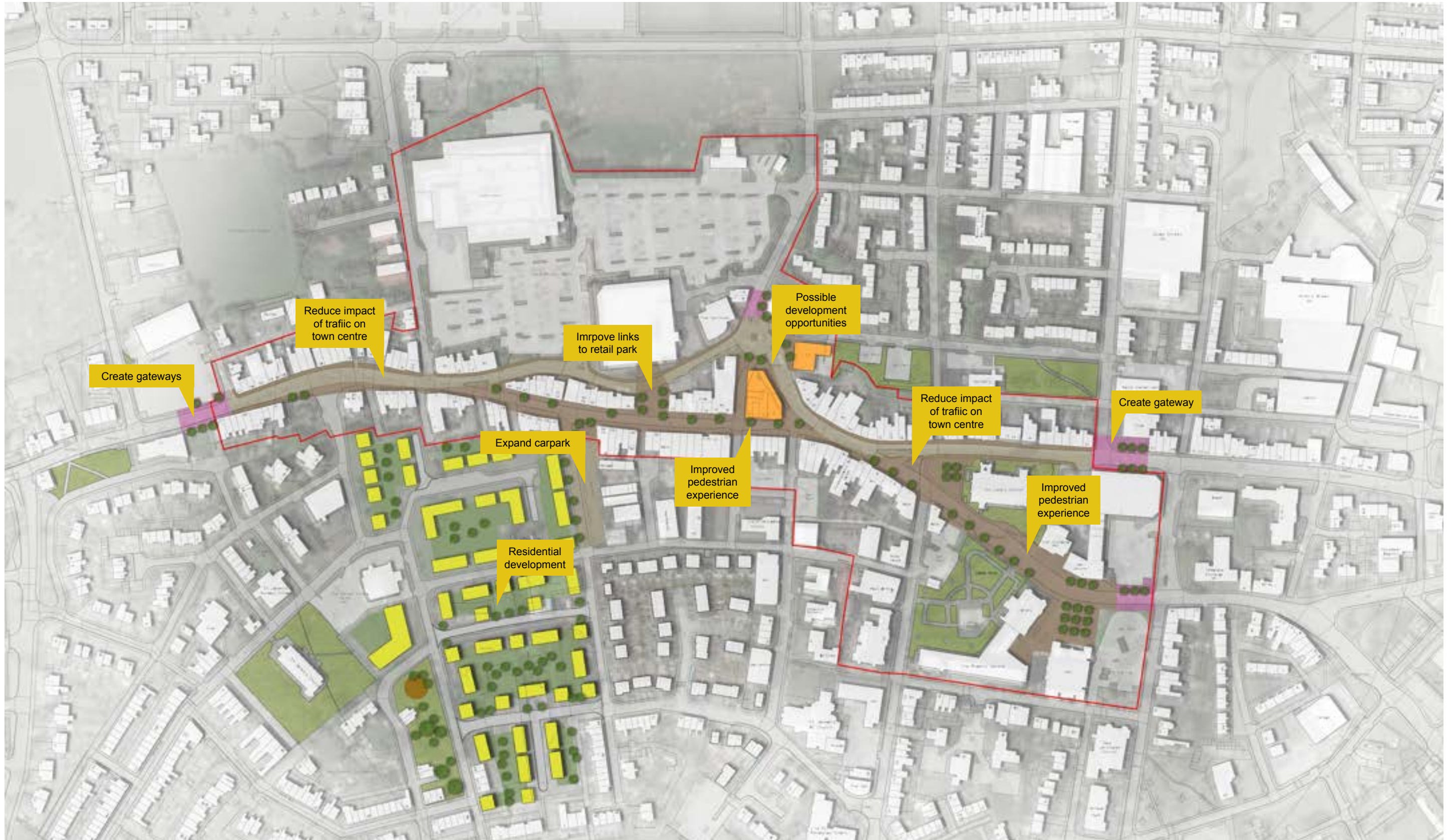
Pro

- Movement & Place approach
- Balanced between modes
- Works broadly within existing infrastructure
- Likely to be lower cost (indicative early stage cost c.£3-5m)
- Reduces traffic speeds
- Improves traffic impact on streetscapes
- Connects Civic and Town Centre environments
- Active streetscape (not pedestrianised)
- Improved town centre car parking provided at Hill Street

Con

- Potential for slowing through-traffic flow
- Requires traffic control on mode type access (bus control gates)
- Numerous technical challenges requiring further analysis:
 - Traffic modelling
 - Review of land ownership
 - Traffic speeds and flow
 - Geometric challenges - spatial and physical layout design

Illustrative Masterplan



Illustrative Masterplan

Interim opportunities

A series of 'interim' options are possible whilst a preferred highways solution is progressed and modelled. These include:

Tidy up and declutter

Remove and/ or consolidate signage.

Merge functions (e.g. place bins & signage on lampposts).

Replace & upgrade street furniture.

Car park

Upgrade and expand Hill Street parking area

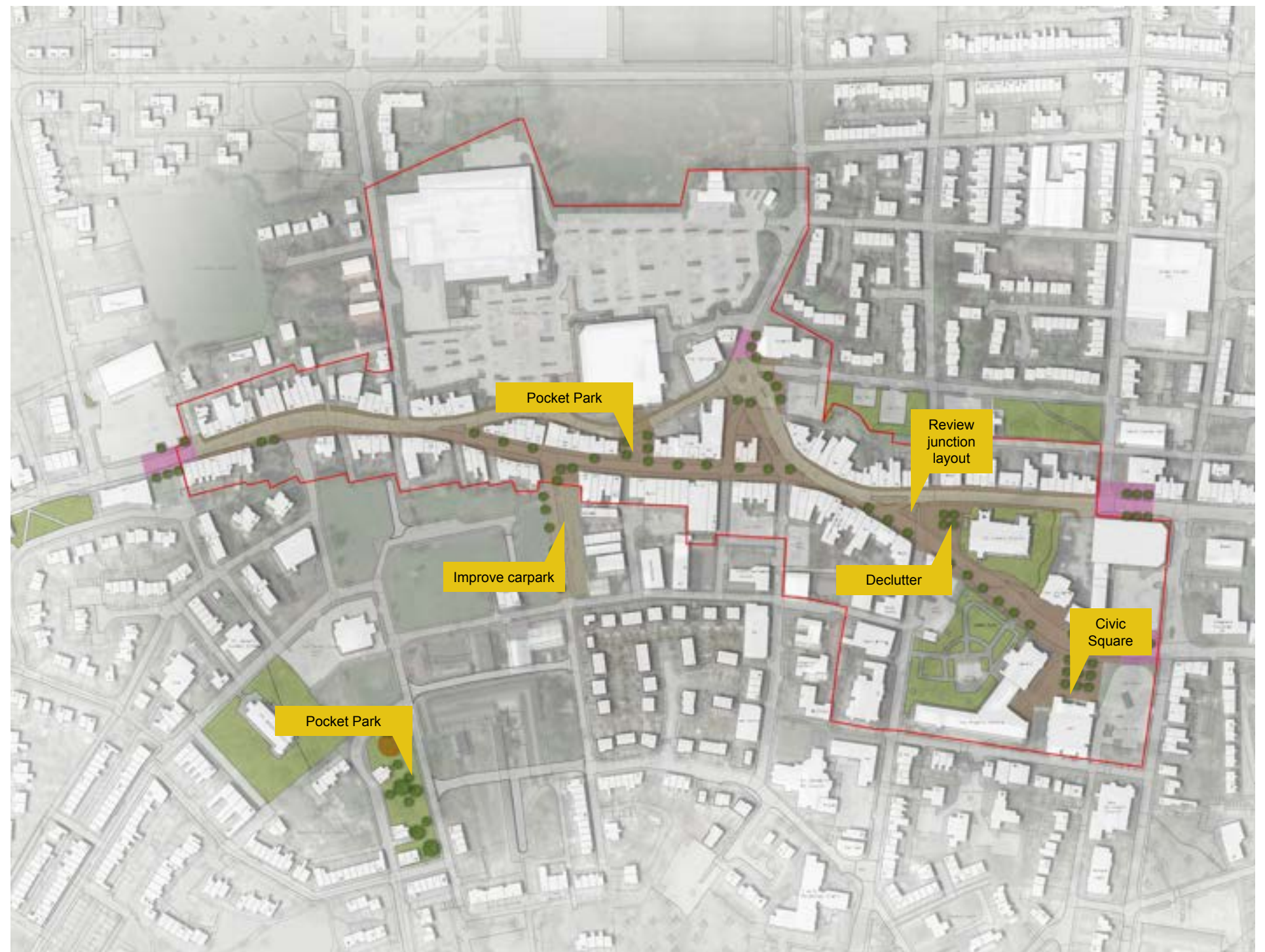
Pocket Park

Upgrade of space between Market St & Dawson St and improve open space off Brunswick St

Civic Square

Reconfigure junction of York St/ Market Place.

Closure of LCpl Stephen Shaw MC Way to general traffic. Create bus-only public square?



Next steps

Engagement with members.

Adoption - in consultation with township.

Detail development of options (subject to funding).



