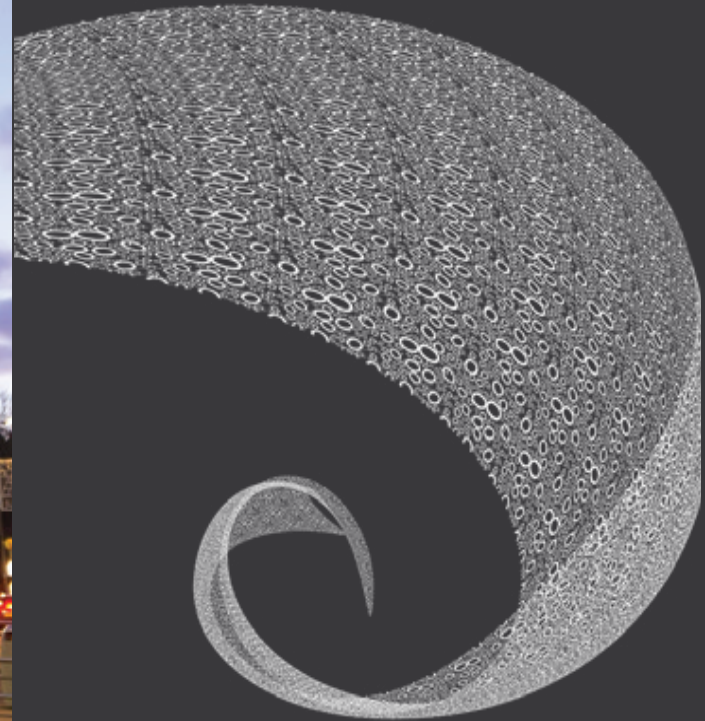




Rochdale Town Centre

Delivery plan



ROCHDALE
BOROUGH COUNCIL

Rochdale
Development
Agency



Rochdale town centre has already benefitted from unprecedented levels of investment, with a £250m regeneration programme now almost complete.

Along with our partners, we have created a number of new developments and the ideal springboard for further investment.

We are now ready to embark on phase two of our radical transformation programme, which will see us invest a further £150m in the town centre.



Councillor John Blundell

Cabinet Member for Regeneration, Business, Skills and Employment at Rochdale Borough Council.

This Delivery Plan has been prepared to accompany our investment leaflet, which highlights the major projects that will play an important role in the continued transformation of Rochdale town centre.

Our priorities include:

- Unlocking our heritage assets
- Creating a first class retail and leisure experience
- Creating high quality homes to promote town centre living
- Transforming our public realm
- Better connectivity



The Delivery Plan focuses on eight distinct 'quarters' within the town centre, shown on the plans within this document.

The individual maps for the eight 'quarters' highlight the key projects, development opportunities and economic initiatives relevant to each quarter.

A number of private sector investment opportunities are identified in this strategy. These are primarily vacant or under-occupied buildings and sites in public or private ownership. Many of these development opportunities are ready to be brought forward by the public sector, working closely with property owners and developers.



Businesses across Rochdale town centre have recently voted to form a Business Improvement District which could generate £1.5 million over 5 years to help attract more shoppers, better promote the town centre offer and improve safety.

The BID, which will operate for five years from April 2019, aims to:

- Create a brand and identity for the town centre to further promote its many businesses
- Boost safety and improve the visitor experience
- Further develop the public realm with additional, targeted cleaning and tackling empty buildings
- Create more opportunities for retail and leisure to complement the new Rochdale Riverside scheme and attract more office-based businesses into the town centre



Aims and objectives

The opportunities identified in this delivery plan contribute to the key priorities in the council's *Place Plan for the Borough 2016-2021*:

- **Place**
We will create safe, resilient, flourishing and high quality places where people choose to live, work and invest
- **Prosperity**
We will encourage business growth and enterprise; increase our skills levels and create the conditions for the creation of good quality jobs

They will contribute to the specific objectives and outcomes of the *Place Plan* by:

- Supporting the delivery of increased housing provision across the borough to boost economic growth and meet current and future housing needs, including options to deliver town centre housing
- Facilitating the bringing forward of private and stalled sites to support residential growth
- Creating urban growth sites – regenerate infill and brownfield sites to widen housing choice
- Improving retail and commercial facilities in town centres and assisting in improving peripheral areas of town centres
- Encouraging the provision of a more diverse housing offer, including an expanded choice of larger and higher value dwellings, key to achieving an attractive and sustainable borough, and helping to increase the wealth profile of the borough by retaining existing, and attracting new, higher income earning households to underpin the local economy

The interventions will also help the council's economy directorate achieve its objectives to:

- Increase the number of local people in employment
- Increase the value of inward investment
- Increase the land brought forward for residential & employment development (council and private sector land)
- Maximise income generation for the council (capital and revenue)
- Improve the borough's town centres
- Improve and protect the quality of our built and natural environment
- Increase the quality and use of the borough's heritage assets

Clockwise from top left >

New homes close to Rochdale town centre, Rochdale Town Hall, new town centre apartments at 2 Smith Street, new businesses Petit Cafe, and Buckley Menswear.



Delivery Plan

The following individual projects, spread across the eight distinct quarters within the town centre, will contribute to achieving the aims and objectives identified above in the following ways.

Unlocking our heritage assets

- **Rochdale Town Hall**
£16.5m proposals, supported by a successful stage two Heritage Lottery Fund bid, to restore and redevelop our town hall are part of £25m which is to be invested in town centre heritage
- **Town Hall Square**
We have appointed landscape architects to spearhead a £3m transformation of this area
- **Greater Manchester Fire Service Museum**
We are working with the Heritage Lottery Fund to transform this museum and turn it into a major tourist attraction, with the potential for up to 16,000 visitors a year
- **Our Drake Street project and Historic England supported Heritage Action Zone** will bring forward housing opportunities and restore heritage buildings in and around the town centre over a five year period
- **The preparation of a heritage strategy** will help identify the opportunities and challenges the council faces in managing its heritage assets. It will provide a framework to coordinate heritage management and to help deliver a programme of heritage based regeneration in the town centre

Creating a first class retail and leisure experience

- **Rochdale Riverside**
A major new retail and leisure scheme in the heart of the town centre, will be completed by mid 2020
- **Rochdale Market**
We recently opened a brand new outdoor and indoor market next to the re-opened River Roch
- **Our innovative business rates scheme** in Rochdale town centre to bring empty town centre properties back into use has already reduced our vacancy rates considerably and we will continue this initiative as part of our on going drive to improve our retail and leisure offer
- **The continuation of our new business start-up scheme** aims to complement the business rates scheme by bringing empty properties back into use and support their occupation. This is a discretionary scheme which awards grants to independent retailers who set up in selected areas of the town centre
- **The Business Improvement District (BID)** will help support existing and new businesses by promoting the town centre offer and improving safety

Creating high quality homes to promote town centre living

- Rochdale town centre offers the opportunity to provide new housing, through new build and conversions of town centre buildings and to bring life into the town centre
- We're looking to bring forward new residential development opportunity sites to create an additional 2,000 homes in and around the town centre, including Lower Falinge, Rochdale Riverside Phase 2, Drake Street and Central Retail Park

Transforming our public realm

- We're bringing forward property and public realm improvements to support Rochdale Riverside and the new market, to encourage private sector investment and enhance the heritage assets and the town centre conservation area

Better connected

We want to improve the connection between Rochdale Railway Station, the town centre and the main development sites around the station, as well as making improvements to Rochdale Railway Station

- We plan to improve connectivity across all eight quarters from north to south and east to west, with particular focus on improving connections from Lower Falinge and College Bank to the town centre, colleges and transport interchange. Funding opportunities through the Greater Manchester Combined Authority (GMCA) to support these improvements are being explored
- The original Highway Movement Framework for the town centre was prepared in 2014 to provide a coordinated framework to accommodate the developments taking place across the town centre. We'll be updating our Highway Movement Framework to ensure all town centre driving and walking routes are updated and refreshed to accommodate the many new developments, including Lower Falinge, Central Retail Park, Station Gateway, Town Hall Square and Rochdale Riverside

The Eight Quarters

The town centre has been divided into eight distinct quarters highlighting the key projects, development opportunities and economic initiatives relevant to each quarter.

Cultural Heritage Quarter

Included in this area are the Town Hall, Town Hall Square and the former magistrates building.

Rochdale Riverside

A scheme to deliver an improved retail and leisure offer in phase 1 and a mix of office, residential and leisure in phase 2.

Drake Street

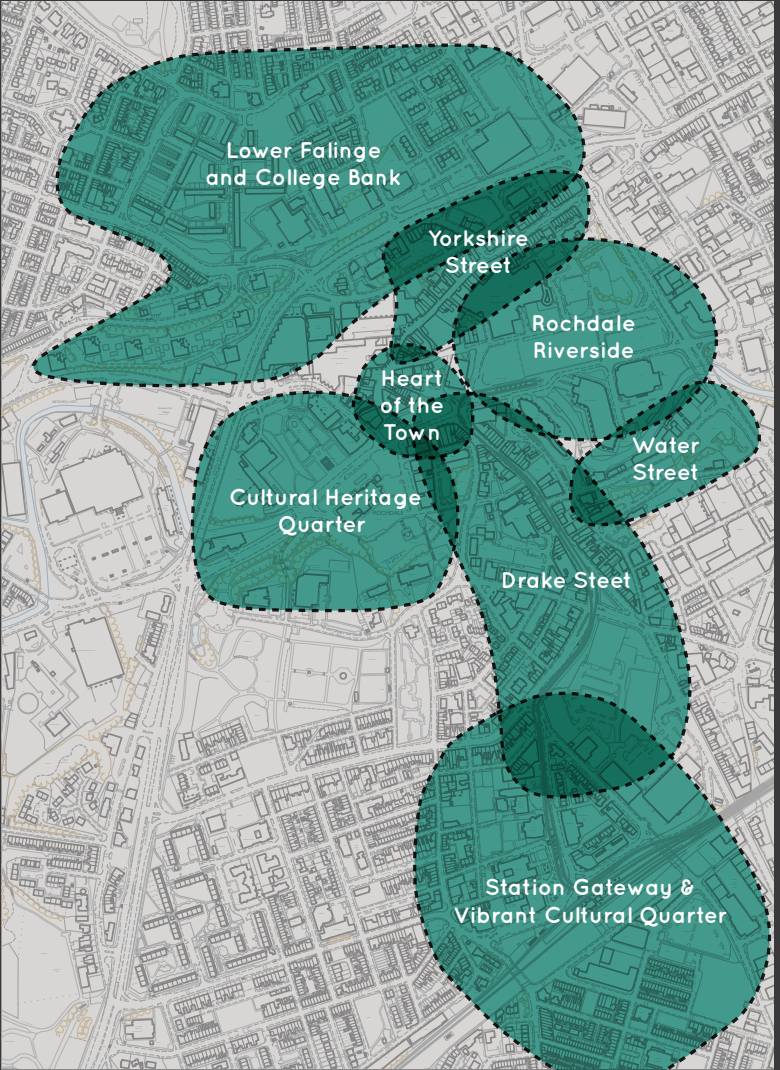
Develop a strategy to bring forward residential development opportunities and restore heritage assets.

Yorkshire Street

Plans to improve shop frontages and encourage the occupation of empty properties will improve this well-established shopping area.

Water Street

Plans to improve linkages to the town centre and explore a number of development opportunities, including residential, offices and business.



Heart of the Town

Included in this area are the new Market, Baillie Street public realm improvements, the ginnels and South Parade improvements.

Station Gateway & Vibrant Cultural Quarter

There are a series of improvements planned to deliver a high quality station, enhance the gateway to the town and reduce traffic around the station.

Lower Falinge and College Bank

A masterplan is being devised for this area to improve connectivity to the Town Centre and life chances for residents in this area.

Cultural Heritage Quarter

Town Hall

Rochdale Town Hall is without doubt a building of the highest level of national importance.

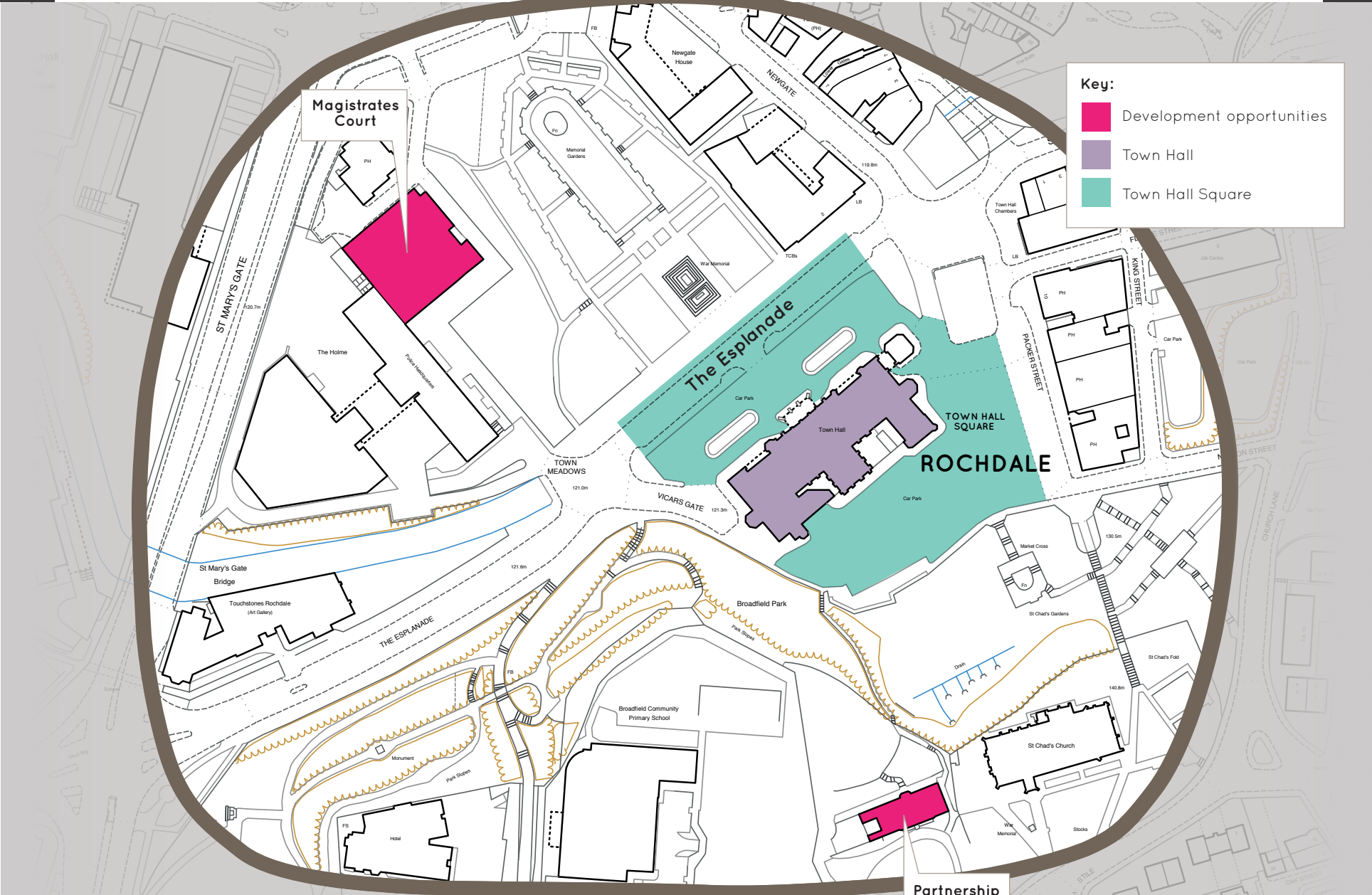
Its Grade I listing places it in the top 2.5 per cent of buildings nationally, and it was described by the authoritative architectural historian, Nikolaus Pevsner, as 'one of the dozen most ambitious High Victorian town halls of England... of rare picturesque beauty, boasting splendid interior schemes'.

In May 2018, the HLF approved the first stage of an £8.9m bid to restore and redevelop this hugely important building.



The proposals include a full scale restoration of large sections of the building and its historic rooms and features, including the Great Hall's Magna Carta mural, ceiling tiles and extensive stained glass windows.

The outside of the building would also be restored, cleaned and better lit.



Town Hall Square

A range of environmental improvements and complementary investments are planned for this area.

The aim is to enhance the setting of the town hall through public realm improvements, removing parking from the front of the building, and the installation of architectural lighting to key heritage buildings in the area around the square.

Connections to Broadfield Park and elsewhere in the town centre will be improved and opportunities to develop other cultural and heritage assets will be explored.



Old Magistrates Court

The privately owned former magistrates building is located on the edge of Town Hall Square.

It represents an opportunity for a range of new uses to complement the Cultural Heritage Quarter.

Rochdale Riverside

The Rochdale Riverside retail and leisure development is being progressed by the council and its development partner Genr8.

The scheme, which comprises around 24 retail and leisure units, a six-screen cinema and 345 new parking spaces, will create 1,000 new jobs and boost the local economy by an estimated £17m a year. M&S, Next, Reel Cinema, Boots, River Island and JD Sports have already completed agreements to anchor the scheme, which is expected to complete in mid 2020. The scheme will provide an improved quality retail and leisure offer, with a greater variety of shops, as well as boosting the early evening economy.

Rochdale Riverside Phase 2

Phase 2 of the scheme will be delivered at a later stage and provides an opportunity to deliver a residential-led development with a range of other possible new uses, such as a hotel and offices.

Bell Street

This vacant site is in private ownership and will occupy a prominent location upon completion of the Rochdale Riverside scheme.

The site has significant long term development potential, but a temporary environmental improvement scheme providing a high quality civic square, to complement the Rochdale Riverside scheme, is proposed.



Drake Street

A major gateway into the town centre and a bespoke strategy, supported by the council, private sector and Historic England, Drake Street is being brought forward to address some of the fundamental issues facing this part of the town.

There are a number of empty properties and vacant sites which offer a range of development opportunities including residential, office, leisure and food & drink. The historic character of the lower part of the street, with its important

architectural heritage, is well suited for independent shops.

Other measures to develop the area will also be considered, including improving parking facilities and targeted shop front and public realm improvements.



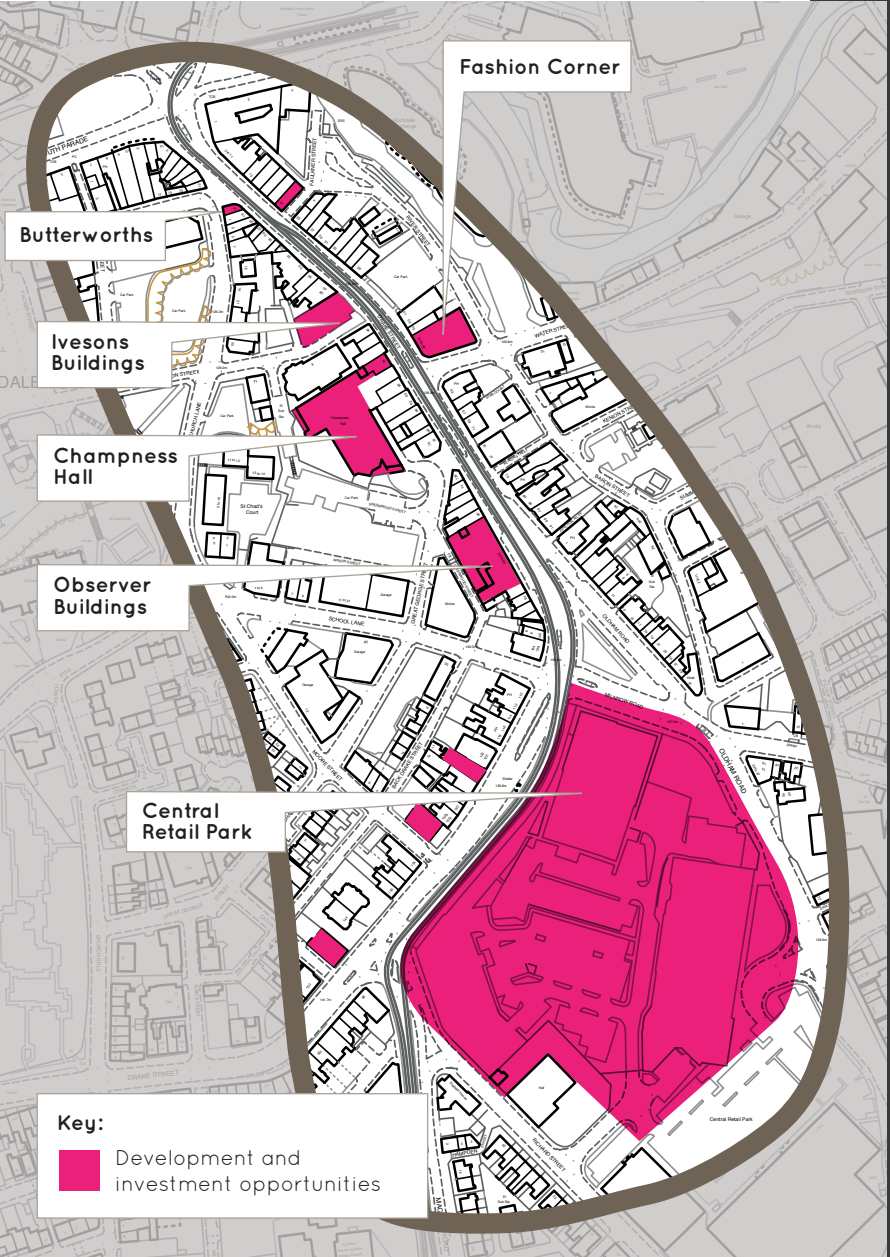
Heritage Action Zone

Drake Street and the surrounding area was awarded the Heritage Action Zone status by Historic England in 2017.

The vision for the Heritage Action Zone is to transform a failing, retail dominated street into a vibrant area of mixed-use development that acknowledges and celebrates heritage. The programme is part of a wider Drake Street Strategy that aims to invest £2 million pounds in the area over the course of five years. Building repair grants will be available for building owners and businesses from April 2019.

Central Retail Park site

Central Retail Park consists of a shopping centre and a large vacant site facing Drake Street. The vacant site is a major residential opportunity that could provide well connected town centre living and be a trigger for transforming the area.



Yorkshire Street

Upper Yorkshire Street is a well-established retail and business area.

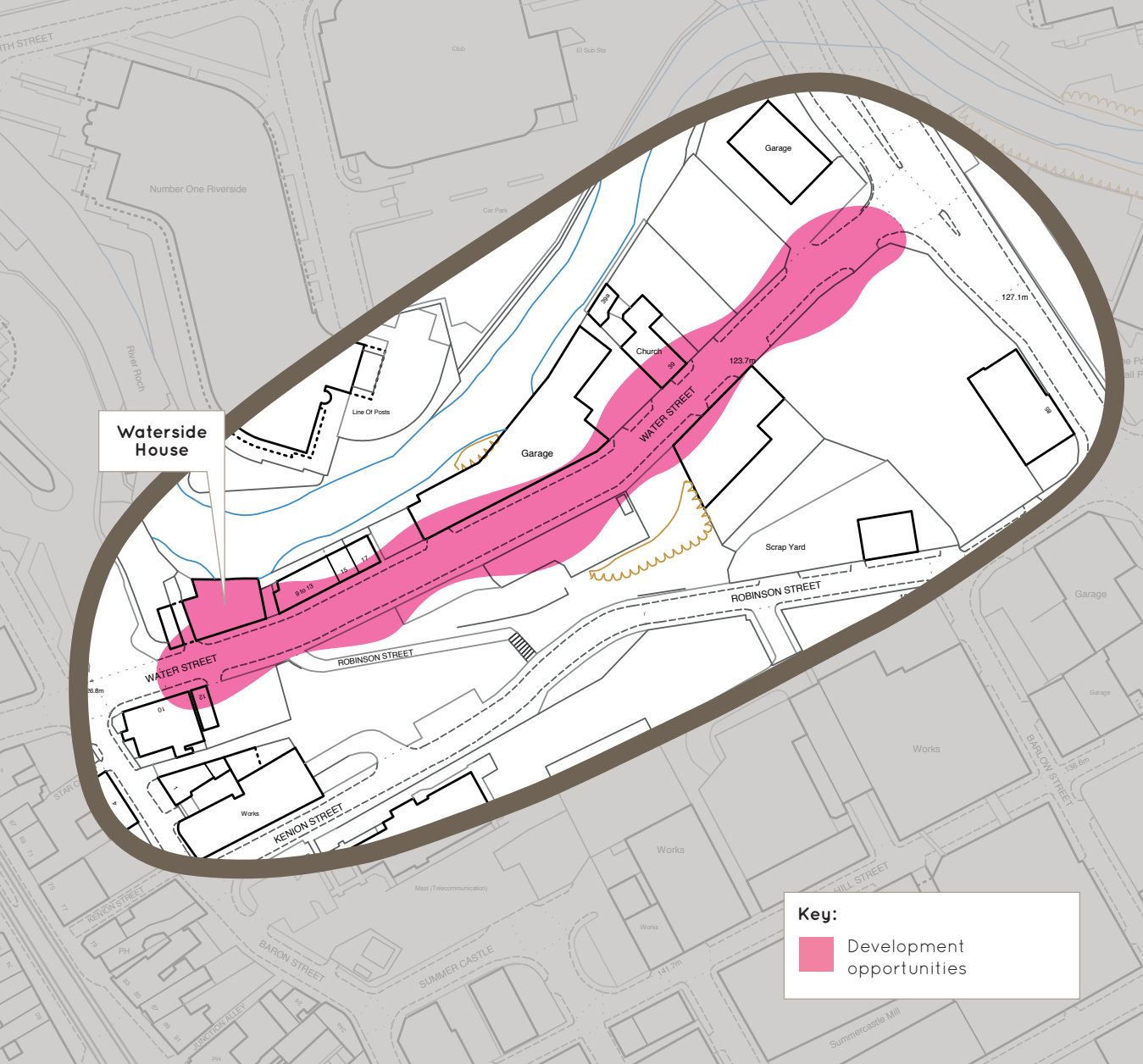
However improvements are required to enhance outdated property frontages and reduce vacancies.

A long term strategy is proposed to help re-define the role of the street, address some of the key issues and create a new identity for this area and attract new businesses. We are also working to improve its connectivity with Rochdale Riverside, the transport interchange and Lower Falinge and Rochdale Infirmary.

The **business rates discount scheme** and **new business start-up scheme** apply to the area.



Yorkshire Street



Water Street

Water Street is an area of mixed uses and is approached from Drake Street and Molesworth Street, two principal routes into Rochdale town centre.

Its location immediately to the south of the town centre represents a major redevelopment opportunity with improved links to the Rochdale Riverside area, the transport interchange and the wider town centre.

The area includes a number of historic buildings which should be retained. There are a number of sites close to the town centre, which could be redeveloped as residential or office space. Public realm and property enhancements could also improve the street scene.



© Historic England Archive

Heart of the Town



Market – indoor and outdoor

The new Rochdale market is located on The Butts, in the heart of the town centre, and next to the recently re-opened River Roch.

The site accommodates around 25 to 30 stalls, with the former Santander building providing a small indoor market hall and café to enhance the wider town centre offer.

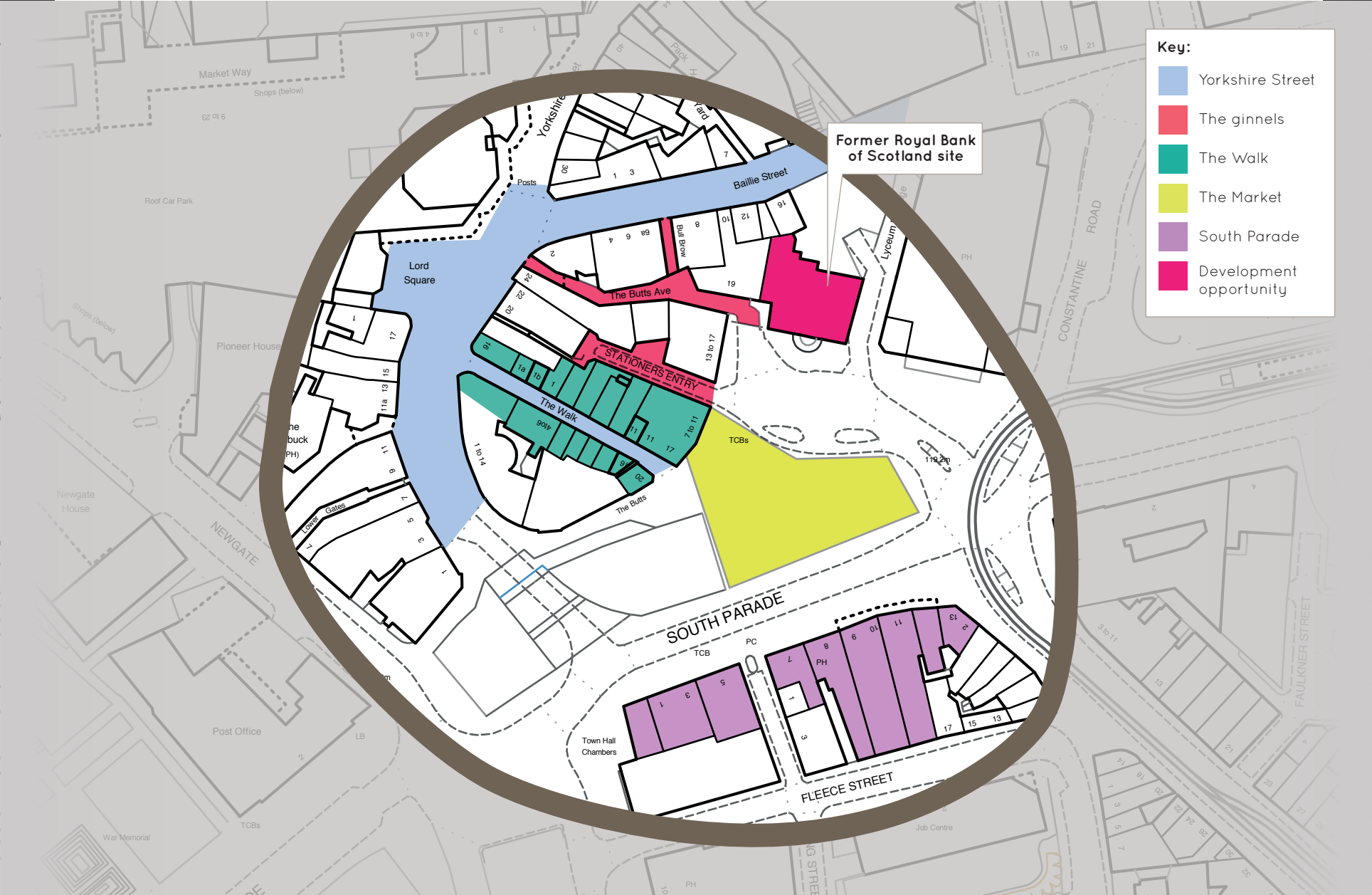


Artist's impression of South Parade improvements

South Parade

The properties on South Parade overlook The Butts and provide the backdrop to the recently re-opened River Roch.

We propose to work with the owners of the vacant buildings in the area to attract new occupiers and promote the improvement of property frontages to complement proposed public realm improvements in the area.



The ginnels

The ginnels along Butts Avenue provide an opportunity to create a niche independent food and drink courtyard, capitalising on its historic character.

A scheme to support new business start-ups and improve the paving, lighting and property frontages of the ginnels around The Butts Avenue and the rear of the properties in Yorkshire Street will greatly enhance the appearance of this area.

The **business rates discount scheme** and **new business start-up scheme** apply to the area.



The Walk

This historic pedestrianised street has recently been re-paved in natural stone to match with The Butts.

A targeted shop front improvement scheme would further enhance the attractiveness of this area and increase investment.

Station Gateway & Vibrant Cultural Quarter

The Station Gateway Masterplan sets out a series of initiatives to deliver a high quality train station as a key gateway into the town.

Station Gateway

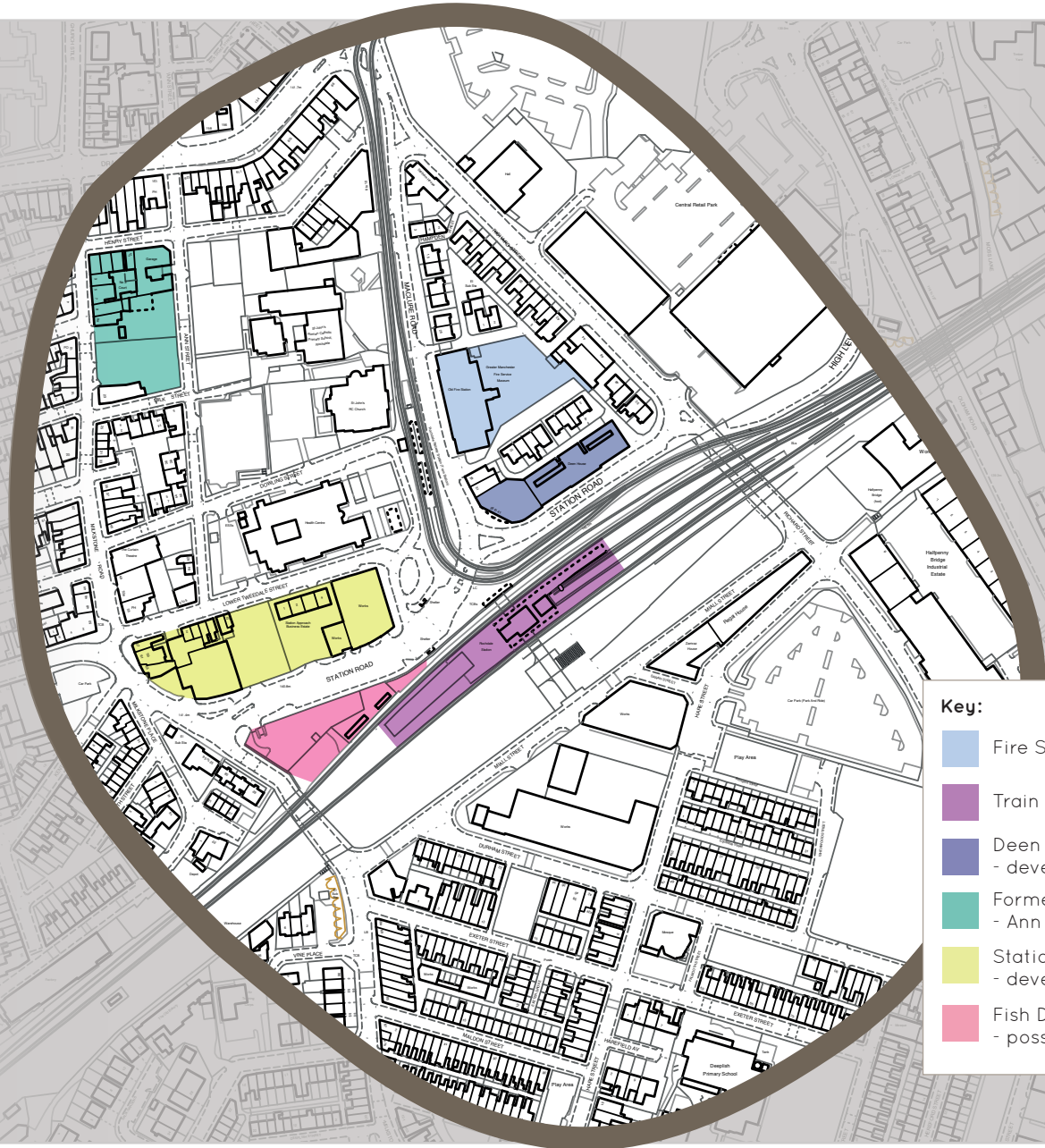
A number of improvements have already taken place, including the reopening of the subway and Miall Street entrance, additional park and ride provision, the completion of the Oldham Road link road, and an additional 'turn back' platform, which has increased frequency of rail services between Rochdale and Manchester.

There are further plans to improve the main entrance at Maclure Road, and the passenger facilities. There is also scope to improve pedestrian movement and traffic management, public realm and parking and access, along with activity to support future redevelopment proposals, including small businesses and residential.

Milkstone Road

We propose to bring forward capital funding to help enhance the establishment of a vibrant cultural quarter for the Milkstone Road area, including selective physical and environmental improvements.

The strategy will look at a range of interventions which could be delivered through planning policy changes and match funding private sector investment.



Key:

- Fire Station Museum
- Train Station
- Deen House and 33-41 Maclure Road - development opportunity
- Former St. Johns Kitchen - Ann Street - under development
- Station Approach - Tweedale Street - development opportunity
- Fish Dock car park - possible development site

Fire Service Museum

There are plans to redevelop the new home for the Greater Manchester Fire Service Museum, which until recently also operated as Rochdale's main fire station.

The Museum Trust received a Round 2 approval from the HLF in June 2018. The aim is to refurbish this prominent building and deliver a first class tourist attraction for Rochdale and Greater Manchester which will also increase visits to the town centre, due to its location next to Rochdale railway station. Options to convert the upper floors of the building to create workspace accommodation are also being considered.

Rochdale Railway Station improvements

The railway station has already benefitted from Network Rail funded cosmetic refurbishment.

There are further proposals to relocate the booking office and retail unit to street level and enhance the main station entrance fronting Maclure Road to provide an attractive visual presence in the street scene.

Station Approach / Tweedale Street - redevelopment opportunity

The site, which contains two established cash and carry businesses and small industrial units, occupies a prominent position between Station Approach and Lower Tweedale Street.

The site represents a development opportunity to respond to this key gateway location next to Rochdale railway station. The public realm will also be improved.

Fish Dock Car Park

This car park forms part of a portfolio of assets which are being disposed of by Network Rail.

There is an opportunity to work with any new owner to explore the potential of this site for alternative uses. It is proposed to engage with Network Rail and the new owner to bring forward development proposals for the site.

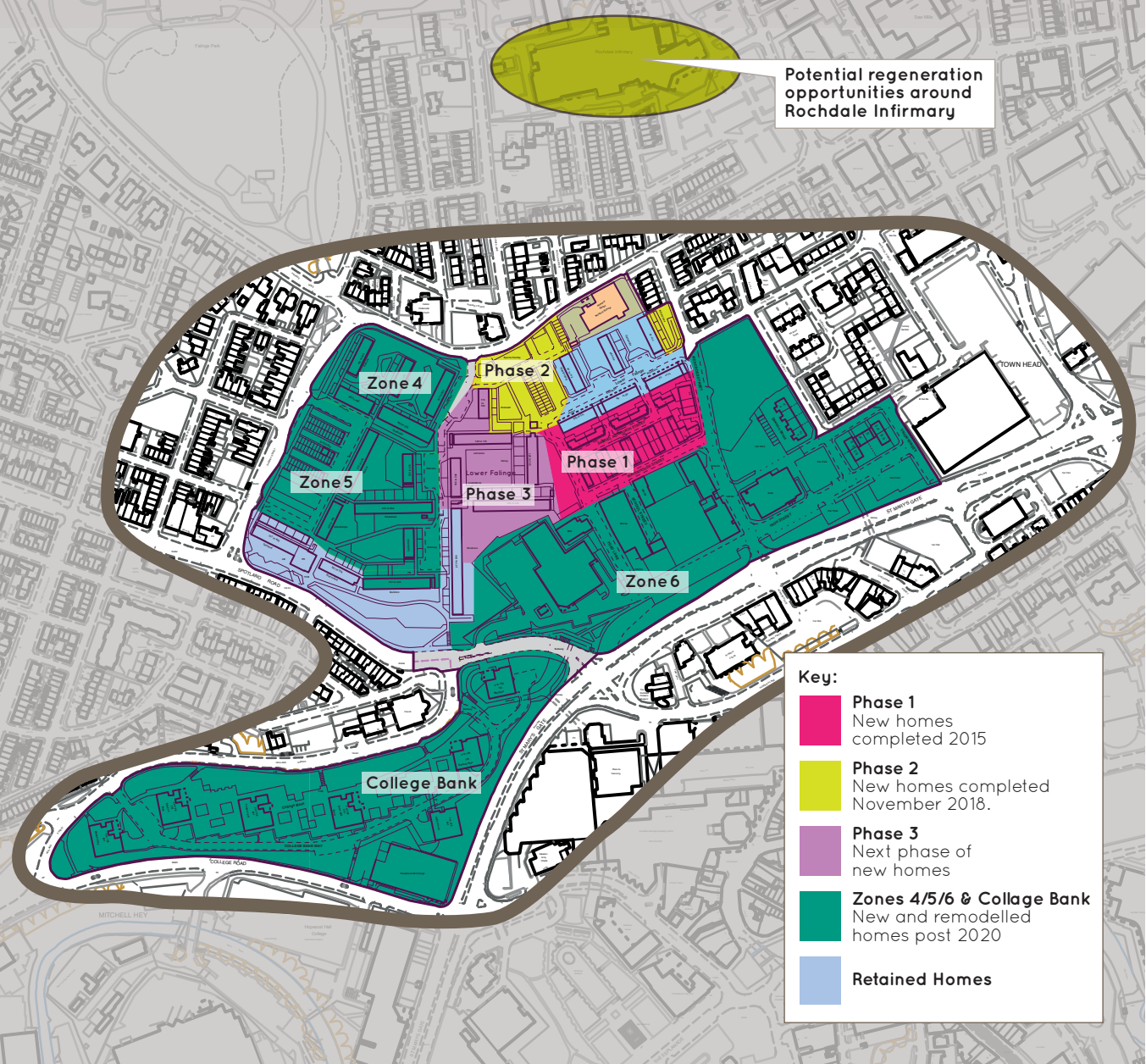
Lower Falinge and College Bank

Our ambition is to create an attractive and desirable place to live, and to improve quality of life within these neighbourhoods. We'll do this by improving the quality and mix of the housing offer in the area, and better connecting it to the town centre, the colleges, and transport links.

An on-going scheme, spearheaded by local mutual housing society RBH, will fund major improvements to homes as well as creating new green areas and improved public spaces.

The current proposals will deliver a mix of houses, flats, and bungalows in the town centre, with both new and refurbished homes. There is also potential for larger family homes and specialist homes for older people. Transforming the quality and mix of housing in Lower Falinge and College Bank will also increase confidence in the town centre by helping to bring in much needed private sector investment.

A master plan for the Rochdale Infirmary site (and the surrounding community) is being developed. The new proposals will deliver a mix of residential, retail, shared space and community facilities and a new entrance.



Performance Management & Monitoring

An action plan which supports this document will capture timescales, resources, funding sources and key stakeholders.

It will be regularly updated and used to monitor and review performance, progress and targets.

Funding

The various projects and interventions identified in this delivery plan will be funded by both the public and private sectors.

Public sector funding is already committed to deliver a number of the projects identified, and further public sector funding will be used selectively to attract private sector investment to help deliver other identified projects.

Opportunities to secure additional public sector funding will also be pursued. The action plan identifies potential funding sources for all of the projects identified in this delivery plan.



New homes at Lower Falinge



Rochdale

The time is now

We've got big plans for Rochdale and we want you to get involved.

Come and speak to us about how we can help you realise your next investment opportunity:

☎ 01706 927000

✉ info@investinrochdale.co.uk



ROCHDALE
BOROUGH COUNCIL

Rochdale
Development
Agency

