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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.
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.
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

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.
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 guard railing.

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 desire lines currently not served

Signalled crossing

Courtesy crossing
Baseline context
Cycle movement

Sustrans NCN route: Traffic-free route starting east of Heywood connecting to Castleton and Sustrans Route No 66 along Rochdale Canal

Busy beeways along A58 road corridor and Egerton Street providing orbital connectivity and along Queen Park Road and Hornby Street providing radial connectivity to Heywood TC.

TfGM cycle network routes connecting northern Heywood to open countryside around the River Roche.
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
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, 54 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, 6 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
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

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

- Improved bus stop environment
- Bus only access
- Widened pedestrian crossing
- New pocket park
- New street tree planting
- New bi-directional cycle lane
- Pedestrian access to Morrison car park

Proposed Perspective View
Baseline observations
Movement and place study (400m)
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
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”
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.

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.

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 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

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**

**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

- Create gateways
- Reduce impact of traffic on town centre
- Improve links to retail park
- Improve pedestrian experience
- Possible development opportunities
- Expand carpark
- Residential development
- Reduced impact of traffic on town centre
- Improved pedestrian experience
- Create gateway
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).