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|   |                             |    |
|---|-----------------------------|----|
| ■ | Body                        |    |
| 1 | Introduction                | 5  |
|   | Vision                      | 5  |
|   | Aims and Objectives         | 5  |
|   | Historic Ashton             | 7  |
|   | Accompanying Studies        | 7  |
|   | Planning Policy             | 10 |
| 2 | Town Centre-wide Issues     | 12 |
|   | Town Centre Uses            | 12 |
|   | Transport                   | 13 |
|   | Car Parking                 | 14 |
|   | Public Realm                | 17 |
|   | Historic Character          | 17 |
| 3 | Town Centre Quarters        | 18 |
| ■ | Town Centre Quarters        |    |
| 4 | Old Town                    | 20 |
|   | Old Town                    | 20 |
|   | Context                     | 20 |
|   | Key Assets                  | 20 |
|   | Development Aspirations     | 21 |
|   | Desired Uses                | 21 |
|   | Car Parking                 | 21 |
|   | Public Realm                | 21 |
|   | Architectural Styles        | 21 |
|   | Scale and Mass              | 22 |
|   | Urban Grain                 | 22 |
|   | Street Frontage             | 22 |
|   | Gateways and Views          | 23 |
|   | Potential Development Sites | 23 |
| 5 | Portland Basin              | 25 |
|   | Portland Basin              | 25 |
|   | Context                     | 25 |
|   | Key Assets                  | 25 |
|   | Development Aspirations     | 26 |
|   | Desired Uses                | 26 |
|   | Car Parking                 | 26 |
|   | Public Realm                | 26 |
|   | Architectural Styles        | 26 |
|   | Scale and Mass              | 27 |
|   | Urban Grain                 | 27 |
|   | Street Frontage             | 27 |
|   | Gateways and Views          | 28 |
|   | Potential Development Sites | 28 |

## Contents

|          |                             |           |
|----------|-----------------------------|-----------|
| <b>6</b> | <b>Delamere</b>             | <b>30</b> |
|          | Delamere                    | 30        |
|          | Context                     | 30        |
|          | Key Assets                  | 31        |
|          | Development Aspirations     | 31        |
|          | Desired Uses                | 31        |
|          | Car Parking                 | 31        |
|          | Public Realm                | 31        |
|          | Architectural Styles        | 32        |
|          | Scale and Mass              | 32        |
|          | Urban Grain                 | 32        |
|          | Street Frontage             | 33        |
|          | Gateways and Views          | 33        |
|          | Potential Development Sites | 34        |
| <b>7</b> | <b>The Markets</b>          | <b>35</b> |
|          | The Markets                 | 35        |
|          | Context                     | 35        |
|          | Key Assets                  | 35        |
|          | Development Aspirations     | 36        |
|          | Desired Uses                | 36        |
|          | Car Parking                 | 36        |
|          | Public Realm                | 36        |
|          | Architectural Styles        | 36        |
|          | Scale and Mass              | 36        |
|          | Urban Grain                 | 37        |
|          | Street Frontage             | 37        |
|          | Gateways and Views          | 38        |
|          | Potential Development Sites | 38        |
| <b>8</b> | <b>St. Petersfield</b>      | <b>39</b> |
|          | St. Petersfield             | 39        |
|          | Context                     | 39        |
|          | Key Assets                  | 39        |
|          | Development Aspirations     | 39        |
|          | Desired Uses                | 40        |
|          | Car Parking                 | 40        |
|          | Public Realm                | 40        |
|          | Architectural Styles        | 40        |
|          | Scale and Mass              | 40        |
|          | Urban Grain                 | 40        |
|          | Street Frontage             | 41        |
|          | Gateways and Views          | 41        |
|          | Potential Development Sites | 41        |

|           |                             |           |
|-----------|-----------------------------|-----------|
| <b>9</b>  | <b>Southside</b>            | <b>42</b> |
|           | Southside                   | 42        |
|           | Context                     | 42        |
|           | Key Assets                  | 42        |
|           | Development Aspirations     | 43        |
|           | Desired Uses                | 43        |
|           | Car Parking                 | 43        |
|           | Public Realm                | 43        |
|           | Architectural Styles        | 43        |
|           | Scale and Mass              | 43        |
|           | Urban Grain                 | 43        |
|           | Street Frontage             | 44        |
|           | Gateways and Views          | 44        |
|           | Potential Development Sites | 45        |
| <b>10</b> | <b>Penny Meadow</b>         | <b>46</b> |
|           | Penny Meadow                | 46        |
|           | Context                     | 46        |
|           | Key Assets                  | 47        |
|           | Development Aspirations     | 47        |
|           | Desired Uses                | 47        |
|           | Car Parking                 | 47        |
|           | Public Realm                | 47        |
|           | Architectural Styles        | 48        |
|           | Scale and Mass              | 48        |
|           | Urban Grain                 | 48        |
|           | Street Frontage             | 49        |
|           | Gateways and Views          | 49        |
|           | Potential Development Sites | 50        |
| <b>11</b> | <b>Northside</b>            | <b>51</b> |
|           | Northside                   | 51        |
|           | Context                     | 51        |
|           | Key Assets                  | 51        |
|           | Development Aspirations     | 51        |
|           | Desired Uses                | 52        |
|           | Car Parking                 | 52        |
|           | Public Realm                | 52        |
|           | Architectural Styles        | 52        |
|           | Scale and Mass              | 52        |
|           | Urban Grain                 | 52        |
|           | Street Frontage             | 53        |
|           | Gateways and Views          | 53        |
|           | Potential Development Sites | 53        |

## Contents

---

|           |                                    |           |
|-----------|------------------------------------|-----------|
| <b>12</b> | <b>Holy Trinity</b>                | <b>54</b> |
|           | <b>Holy Trinity</b>                | <b>54</b> |
|           | <b>Context</b>                     | <b>54</b> |
|           | <b>Key Assets</b>                  | <b>55</b> |
|           | <b>Development Aspirations</b>     | <b>55</b> |
|           | <b>Desired Uses</b>                | <b>55</b> |
|           | <b>Car Parking</b>                 | <b>55</b> |
|           | <b>Public Realm</b>                | <b>55</b> |
|           | <b>Architectural Styles</b>        | <b>55</b> |
|           | <b>Scale and Mass</b>              | <b>55</b> |
|           | <b>Urban Grain</b>                 | <b>56</b> |
|           | <b>Street Frontage</b>             | <b>57</b> |
|           | <b>Gateways and Views</b>          | <b>57</b> |
|           | <b>Potential Development Sites</b> | <b>58</b> |
|           | <b>Appendix</b>                    | <b>59</b> |

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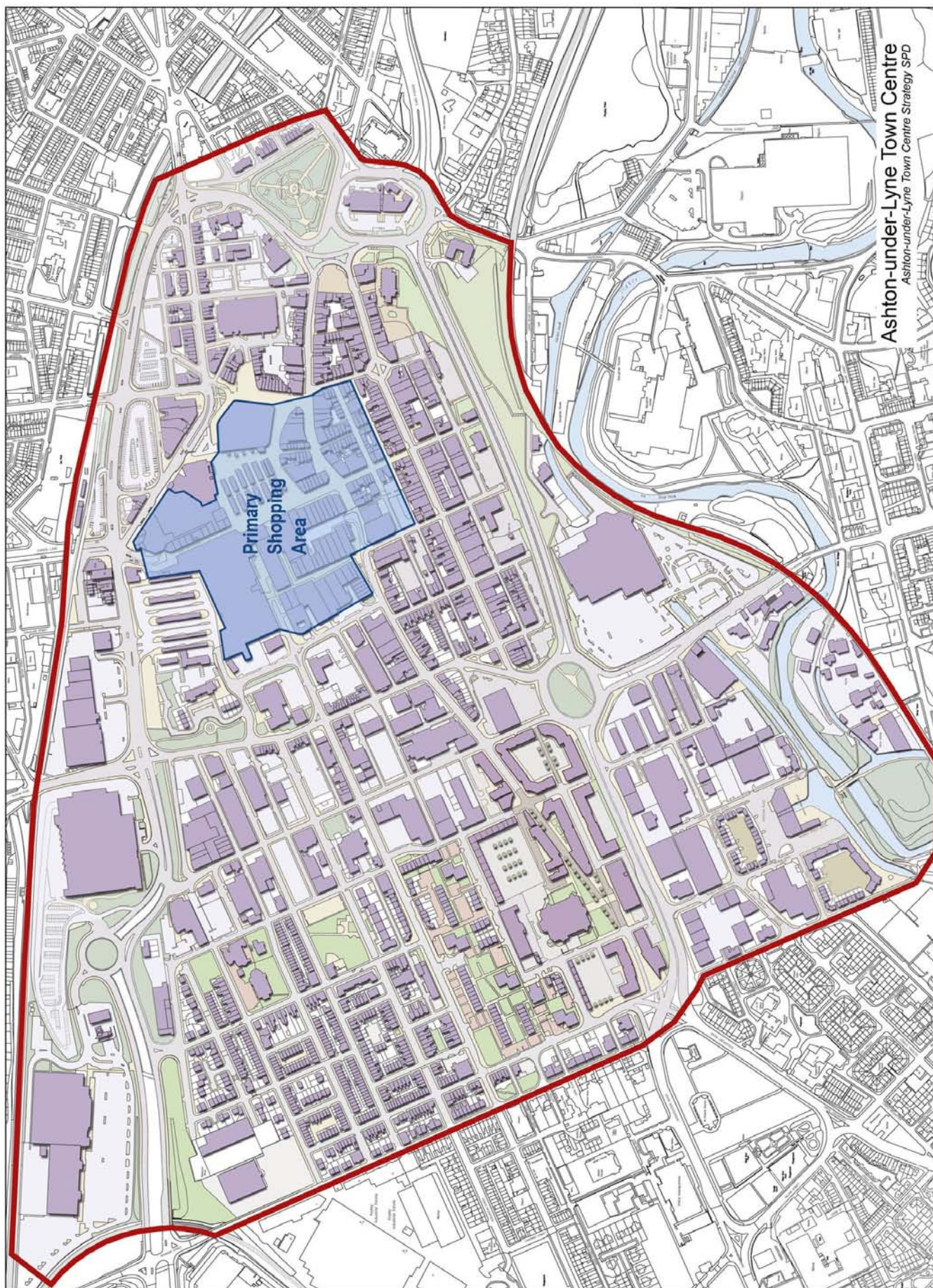
## Vision

- 1.1** *'To create a vibrant centre that successfully fuses the historic and modern in a high quality town centre environment with defined 'quarters' linked by high quality public realm, successfully utilised to complement a viable mix of town centre uses encouraging day-long activity.'*

## Aims and Objectives

- 1.2** In order to help deliver the Council's 'Vision' for Ashton Town Centre the following aims and objectives have been proposed:
- Create clear and detailed planning policy guidance to promote and guide the continued regeneration of Ashton Town Centre.
  - Encourage the creation of a high quality urban environment.
  - Positively promote development.
  - Promote the positive development of under utilised / vacant properties and land.
  - Promote as a centre for employment, culture, retail and town centre living.
  - Widen the use mix within the town centre of Ashton.
  - Aid the regeneration of Old Town.
  - Provide land-use guidance for potential developers, with specific reference to urban design principles, desired uses, potential development sites and car parking.
  - Encourage the growth of an effective integrated transport network.
  - Support retention and growth of town centre green spaces.

# 1 Introduction



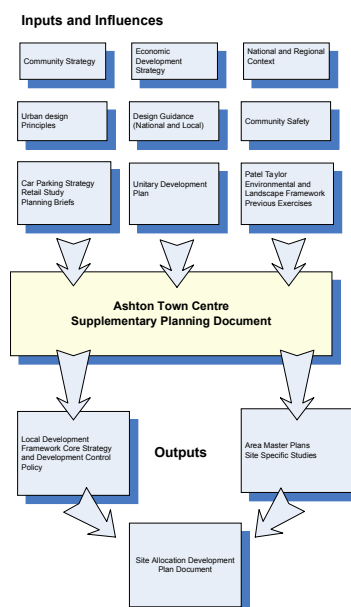
Ashton-under-Lyne Town Centre Boundary

## Historic Ashton

- 1.3** Ashton is one of the oldest settlements in Tameside, with records detailing a settlement prior to the Norman Conquest of 1066, on the north bank of the River Tame, leading to the development of a village around where St Michael's square lies today.
- 1.4** For much of its history Ashton remained a small rural settlement serving as the market town for the widespread farms scattered across the Borough. Yet during the 18th Century major growth and redevelopment of the town occurred, a key instigator being the fifth Earl of Stamford in 1718 who created the gridiron master plan for the town, resulting in a form that remains largely intact today.
- 1.5** Economically major growth came with the canals when Ashton became the junction for the Manchester & Ashton Canal, Huddersfield Narrow Canal and Peak Forest Canal providing coal and cotton to Manchester's cotton mills. Unfortunately as these key industries declined, so did the prosperity of the outlying centres such as Ashton.

## Accompanying Studies

- 1.6** Allied with this Supplementary Planning Document (SPD) are a number of strategic documents that have fed into its development, as follows:



Ashton SPD Strategic Fit

- 1.7 Greater Manchester Town Centres Study (draft interim report) - March 2009**
- 1.8** The aim of the study is to gain an understanding of what contribution the 8 GM town centres can make to employment growth, where there is unrealised potential, how intervention can be tailored to specific strengths and weaknesses, and what needs to be done to provide sites for inward investment outside the regional centre.
- 1.9** First two phases of the study focus on assessment of how the towns are currently performing, together with projections for the future. This assessment has highlighted the following key challenges facing Ashton:
- Apart from Ikea, private sector employers are few and the town centre is in urgent need of investment to redress this.

## 1 Introduction

- At 50%, Ashton has the lowest percentage of top 20 retailers of any of the Greater Manchester town centres.
- There is a lack of new retail facilities that are needed to attract higher value national multiple retailers and perhaps a new primary comparison anchor.
- The quality of the public realm in the town centre is poor.
- The town centre office market (44.4% of the Tameside total) is let predominantly to public sector occupiers. St Petersfield provides a competitive offer, but apart from this the quality of stock is poor and its difficult to see from where private sector demand will emanate.
- Metrolink to Ashton requires funding. This is by far the most pressing infrastructure priority.
- Need to ensure retailers and uses from Ashton Retail Park & Ikea contribute to the town centre.

**1.10** The final 3rd phase of the study will provide an action plan for each town centre suggesting methods for over coming the above challenges and achieving / exceeding future projections.

### **1.11 Ashton Strategic Regeneration Area Framework - August 2005**

**1.12** The Ashton Regeneration Area was created in October 1996 to help tackle issues of poor private sector housing and severe social and economic deprivation, to date achieving a number of key projects including major new housing programmes in the West End and Holy Trinity, and the development of Ashton Moss and St Petersfield.

**1.13** Building on this success the Regeneration Area Framework was created to articulate a new vision for the Regeneration Area setting out the core aspirations of stakeholders in the area.

**1.14** The Partnership will continue to play a key role in aiding the future development of Ashton. It is anticipated this document will complement the framework document applying a level of planning detail to help guide development across the town centre.

### **1.15 A Framework to Develop Ashton-under-Lyne's Identity – Patel Taylor 2004**

**1.16** Patel Taylor was appointed in May 2003 to create an Environmental and Landscape Framework for Ashton. Its key recommendations are as follows:

- Linking St Petersfield to the Market Square with a pedestrian corridor along Old Street.
- Pedestrian link between St Petersfield and Portland Basin.
- Further development of Portland Basin.
- Greening of Park Parade & development of a new multi-storey car park south of Park Parade.
- Create high quality public realm.

### **1.17 Draft Tameside Retail Study – White Young Green 2009**

**1.18** Commissioned in 2009 to update the 2005 document, the study provides an up-to-date assessment of the future capacity for retail development in the Borough and identify significant changes between 2005 and 2009 to inform future retail planning policy and strategies.

**1.19** Ashton is clearly identified as the Borough capital and sub-regional centre recording a growth in its Shopping Index ranking (out of 1672 shopping venues in the UK) between 2004 and 2008 from 171<sup>th</sup> to 153<sup>rd</sup>. Despite this position the study identifies a number of issues that need to be addressed in order for Ashton to sustain and strengthen its status in the future, as follows:

| Strengths                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Opportunities                                                                                                                                                                                                                                                                                                                               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• An increased ranking in the MHE UK Shopping Index from 171<sup>st</sup> in 2004 to 153<sup>rd</sup> in 2008</li> <li>• Well represented convenience sector, with the proportion of floor space above the national average.</li> <li>• Increasing retail floor space in all sectors since 2001.</li> <li>• Strong indoor and outdoor markets which are well occupied and well supported by shoppers.</li> <li>• Good representation of key national multiples.</li> <li>• A small increase in prime rental yields between 200 and 2008, suggesting a slight increase in rental levels indicating investor confidence in the town centre.</li> <li>• Town Centre draws from a wide catchment.</li> <li>• Good accessibility by car &amp; public transport.</li> <li>• Acts as the Borough's civic and administrative centre.</li> </ul> | <ul style="list-style-type: none"> <li>• Metrolink line running to Ashton by mid to late 2013.</li> <li>• Potential extension to the Arcades shopping centre.</li> <li>• Ashton Northern Bypass releasing potential development sites.</li> <li>• Historic Character of the Old Town.</li> </ul>                                            |
| Weaknesses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Threats                                                                                                                                                                                                                                                                                                                                     |
| <ul style="list-style-type: none"> <li>• Above average proportion of vacant units &amp; floorspace.</li> <li>• A number of vacancies concentrated in the primary shopping areas.</li> <li>• Poor performance of local businesses in recent years.</li> <li>• Inadequate customer parking.</li> <li>• Retail premises that fail to meet the needs of modern retailers.</li> <li>• Lack of high order retailers.</li> <li>• Poor quality environment in the secondary shopping areas.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                 | <ul style="list-style-type: none"> <li>• Declining footfall.</li> <li>• Lack of variety in the town's offer, particularly in terms of the absence of higher order retailers from the town.</li> <li>• Increased competition from Manchester &amp; out-of-town retail parks.</li> <li>• Increasing attractiveness of Crown Point.</li> </ul> |

## 1.20 Ashton Town Centre Car Parking Study - Atkins 2006

**1.21** The brief was to understand current patterns of parking in the context of appropriateness of current locations, supply and demand, and the potential requirements for future developments. In brief the key recommendations relevant to this document are:

- Creation of a multi-storey car park in the Southern Central Area of the town centre.
- Potential re-opening of the Old Cross Street car park, with potential for increased capacity.
- Investigate potential for additional capacity / replace capacity lost by bypass.
- Car parks should be accessed from primary routes.
- Identify sites to accommodate a new multi-storey car park.
- Environmental improvements to pedestrian routes and car parks.

## 1.22 The draft Tameside Sustainable Community Strategy 2009 - 2019

**1.23** The draft Sustainable Community Strategy is a document produced by the Local Strategic Partnership, establishing overarching objectives for the Borough. Planning legislation requires the Local Development Framework (LDF), of which this document is part, takes full account of the Sustainable Community Strategy. The document is focused around six key aims, of which 'A Safe Tameside', 'A Prosperous Tameside' and 'An Attractive Borough' will be aided by the adoption and implementation of the Ashton Town Centre Strategy SPD.

## 1 Introduction

### Planning Policy

#### 1.24 Tameside Unitary Development Plan (2004)

**1.25** A primary role of this Supplementary Planning Document is to supplement and add detail to the Tameside Unitary Development Plan (UDP) (2004). This document will complement the following UDP policies, the detail of which is outlined in Appendix One:

- E2 Development Opportunity Areas - (2) Portland Basin surrounds / Cavendish Street, Ashton (residential, leisure, arts and culture, office, light industrial and supporting retail) & (12) Oldham Road / Wellington Road / Cavendish Street / Cotton Street, Ashton (retail & leisure uses).
- S1 Town Centre Improvement.
- S2 New Retail Developments in Town Centres.
- S4 Retail Dominance and Shopping Frontages.
- S9 Detailed Design of Retail and Leisure Developments.

**1.26** The following policies are also relevant in a more general sense:

- 1.1 Capturing Quality Jobs for Tameside People.
- 1.5 Following the Principles of Sustainable Development.
- 1.6 Securing Urban Regeneration.
- 1.7 Supporting the Role of Town Centres.
- 1.11 Conserving Built Heritage and Retaining Local Identity.

**1.27** Throughout the document reference will be made to the policy the particular chapter is supplementing.

#### 1.28 Tameside Employment Land SPD (2009)

**1.29** The Tameside Employment Land SPD sets out the circumstances in which the release of employment land / buildings for alternative uses will be considered, and provides detailed guidance on the design and layout of employment developments. When undertaking employment related developments within Ashton Town Centre developers must consult, and appropriately align, with the design criteria in both documents. Developers will also need to consult and align with policies and criteria in the Employment Land SPD if they are proposing a change of use on an existing employment site.  
<http://www.tameside.gov.uk/planning/ldf/spd/employland>

#### 1.30 Regional Spatial Strategy for the North West of England

**1.31** The Regional Spatial Strategy (RSS) for the North West of England provides a framework for the physical development of the region over the next fifteen to twenty years. As part of this each Local Planning Authority must prepare a Local Development Framework (LDF), which is required to be in general conformity with the provisions of RSS. As part of Tameside's LDF, the Ashton Town Centre SPD will aid conformity with the following policies (detailed in full at Appendix 1):

- *Policy W1 - Strengthening the Regional Economy.*
- *Policy W5 - Retail Development* - should promote retail investment where it assists in the regeneration and economic growth of the North West's town and city centres. Comparison retailing facilities should be enhanced and encouraged in the specific centres (including Ashton-under-Lyne) to ensure a sustainable distribution of high quality retail facilities outside the regional centres.

### **1.32 Planning Policy Statement 6: Planning for Town Centre**

- 1.33** Planning Policy Statement 6 (PPS6) is the Government's primary guidance document focused on the promotion of vital and viable town centres. In it the Government outlines its objectives for town centres and how these can be promoted and achieved through a plan-led approach coupled with the development control process. Key objectives in relation to this document are; the promotion of a diverse town centre use mix, high quality design & efficient use of land and effective town centre management.

## 2 Town Centre-wide Issues

- 2.1** In order for this document to successfully aid the regeneration of Ashton Town centre it must acknowledge the issues facing the town centre and focus on trying to remedy or overcome them. Town-wide these include diversifying the use mix and employment sector, working with and improving transport networks, improving the quality of the towns public realm and utilising the town's historic character.

### Town Centre Uses

- *(Supplements UDP policies 1.1, 1.5, 1.6, 1.7, S1, S2, S4)*

### 2.2 Retail

- 2.3** Ashton needs to strengthen its status as the retail capital of Tameside by attracting a greater level of higher end retail and making provision for new retail development that meet the needs of modern retailers. This in turn will increase the comparison retail offer and retail employment sector.

- 2.4** In addition to the primary 'high street' retail the town contains a number of independent traders giving it an alternative retail appeal that should be developed and promoted to complement the high street brands.

- 2.5** Allied with the town's existing retail provision, the Council acknowledges the role its high street banks play in contributing to the town's use mix, creating active frontage and aiding footfall, especially those located in Old Town.

- 2.6** Any proposals for retail development will need to satisfy the sequential test as set out in PPS6 (para. 2.44 & table 2 annex A). For retail developments it is the primary shopping area which constitutes the town centre, rather than the whole of the wider town centre. Sites which are not within the primary shopping area are therefore considered to be edge-of-centre or out-of-centre.

### 2.7 Residential

- 2.8** In order for the town centre to develop sustainably it must have a use mix that creates an environment where people can live, work and under take leisure. A key element of which are town centre residents.

- 2.9** At present the core town centre (Delamere, Old Town & The Markets) contains a limited number of houses, flats and apartments, yet this was beginning to grow particularly in Old Town where interest in residential development was increasing, prior to the current recession.

- 2.10** Further development of residential uses across the 'core' town centre will be encouraged in appropriate locations, particularly as part of mixed use developments.

- 2.11** In the wider town centre is the established residential community of Holy Trinity and establishing Portland Basin, which should be promoted for further residential growth.

### 2.12 Commercial

- 2.13** There is a need for Tameside's employment sectors to grow and change in order for the Borough to strengthen its economic position. Key developments such as St Petersfield and Ashton Moss have helped with this, as have the Council Offices and the emerging health sector presence in Ashton. Yet the Borough still has a strong dependence on manufacturing (20.8% of jobs), significantly lower wages than the regional and national average, and proportionately fewer businesses than other Greater Manchester Districts. <sup>(i)</sup>

## Town Centre-wide Issues 2

- 2.14** The development of a commercial sector in Ashton could play a key part in resolving these issues and strengthening the Borough's economy; adding and improving to the employment offer, increasing the day-time population of Ashton, encouraging consumer spending in the town centre and aiding the re-use and redevelopment of under utilised properties and land.
- 2.15** With close proximity to the M60 and a rail link to Manchester, Ashton contains the ideal transport assets to attract a greater level of office based business into its town centre.
- 2.16** The development of such a sector will also aid delivery of the Regional Spatial Strategy for the North West of England (Policies W1 Strengthening the Regional Economy & W3 Supply of Employment Land) which highlights the need for plans and strategies to promote opportunities for economic development. With office development, as far as possible, being focused in the regional centres.
- 2.17 Leisure & Cultural Facilities**
- 2.18** A key element in creating a sustainable mixed-use town centre is the presence of a vibrant cultural and leisure sector. A significant proportion of this could be achieved with a successful evening economy, installing activity beyond 9 to 5 trading hours, complementing the growth of town centre residents and adding further diversity to the town's employment offer. In promoting this the Council will encourage uses such as cafes, restaurants, cultural facilities and health & fitness facilities, together with increased use of the town's swimming pool, library, museums and art gallery.
- 2.19** Allied with this, the town's night-time economy provides a vital element to its use mix, which coupled with a successful evening economy, will complement the growth of commercial and residential uses, and make the area more welcoming to all age groups'. However with this sector must be crime prevention measures to reduce anti-social behaviour often associated with it.
- 2.20** In promoting such uses, is a need to control its growth ensuring areas do not become wholly dominated by uses focused on evening and night-time trade. Provision should be allocated in a viable mixed use context where uses can successfully complement each other and not conflict with other uses such as residential.
- 2.21** With uses such as café / restaurant / bar and some retail there may be the desire to use the public realm for seating and presenting goods. While such activity should be encouraged, there is a need to ensure its implementation is managed to prevent 'activity' becoming 'clutter'.
- 2.22** If desired the town's public realm should be used for festivals, markets, performance and sports events.

## Transport

- *(Supplements UDP policies 1.5, 1.6, S1)*

- 2.23** The town centre benefits from a number of transport assets. Centrally located, the rail station provides Ashton with a cross Pennine services to Manchester and Huddersfield, but its gateway and pedestrian link to the town centre is poor and must be improved.
- 2.24** Allied with its existing public transport provision Ashton is due to receive Metrolink. The Metrolink Ashton-under-Lyne extension is one of the Department of Transport's Accelerated Funding Package schemes within the list of prioritised schemes to be funded by the Greater Manchester Transport Fund. Under the provisional programme, trams would be in service to Ashton Town Centre by mid to late 2013.

## 2 Town Centre-wide Issues

- 2.25** The town's bus station is centrally located next to the Arcades shopping centre with routes serving the Borough and wider region. Outline planning permission has been granted for the Arcades Shopping Centre to develop the existing bus station and create a new transport interchange housing a new bus station and the town's Metrolink station fronting Wellington Road.
- 2.26** The towns' road system provides the primary movement network creating a well defined urban grain that should create a highly permeable pedestrian, as well as vehicular environment. Unfortunately, while permeable, primary routes such as Cavendish Street, Oldham Road, Park Parade and Wellington Street; allied with a fragmented building stock, create areas of vehicle dominance where the pedestrian environment is poor and uninviting.
- 2.27** As a result there is a need to retain and if appropriate improve, the effectiveness of the road network, while creating high quality, safe and direct pedestrian routes. This is particularly relevant where new road schemes are proposed, such as the Ashton Northern Bypass (as illustrated in plans of Penny Meadow ) and the potential reconfiguration of Cavendish Street roundabout, where appropriate pedestrian links should be included in the scheme's design. An additional benefit of the Ashton Northern Bypass will be the opportunity to pedestrianise a section of Wellington Road, enhancing pedestrian movement in this area.
- 2.28** Through development / regeneration provision should be made to aid the delivery of cycle routes and facilities as part of public realm and road infrastructure works in line with the Tameside Cycling Policy Document.

### Car Parking

- 2.29** Ashton's existing parking provision, with the exception of Arcades, Ladysmith Shopping Centre & Ikea, is largely comprised of surface facilities, which while functional, represent an inefficient use of land. Allied with this, the Ashton Town Centre Car Parking Study highlighted a need to make provision for more car parking. Key providers of this are likely to be multi-storey car parks (MSCP) in the northern and southern fringes of the town centre to replace / improve existing provision and accommodate future growth. While this document cannot go into a detailed analysis of sites, through wider analysis of the town centre, potential sites worthy of further investigation have been identified, as follows:

## Town Centre-wide Issues 2

## 2.30 Northern Town Centre Area



Potential MSCP Sites - Northern Town Centre

| A. Union Street Surface Car Park                                                                                                                                                                                                                                                                                                                        | B. Camp Street Car Park                                                                                                                                                                                                                                                                                                                                       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Well located close to proposed Northern Bypass.</li> <li>Close proximity to train station.</li> <li>Majority of land Council owned.</li> <li>May require pedestrian link across railway line.</li> <li>Large site.</li> <li>Houses neighbour the site.</li> </ul>                                                | <ul style="list-style-type: none"> <li>Fed directly off proposed Northern Bypass &amp; Wellington Road.</li> <li>Well located for access to Town Centre and rail station.</li> <li>Council owned land.</li> <li>Camp Street could be utilised as a queueing area.</li> <li>Could be developed as part of a mixed use scheme including car parking.</li> </ul> |
| C. Wimpole Street / Henrietta Street Car Park & land remaining from Bypass                                                                                                                                                                                                                                                                              | D. Old Cross Street Car Park                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>Lies adjacent to proposed Northern Bypass, allowing direct access via Wimpole Street.</li> <li>Land is largely Council owned.</li> <li>Site has large capacity and is well located for town centre and rail station.</li> <li>Could be developed as part of a mixed use scheme including car parking.</li> </ul> | <ul style="list-style-type: none"> <li>Well located for 'The Markets' and Penny Meadow retail and services. Site is well enclosed by development.</li> <li>Can link effectively to primary road route via Penny Meadow.</li> <li>Land is Council owned.</li> </ul>                                                                                            |

## 2 Town Centre-wide Issues

### 2.31 Southern Town Centre Area



**Potential MSCP Sites - Southern Town Centre**

| E. Fleet Street / Delamere Street                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | F. Fleet Street / Church Street / Delamere Street                                                                                                                                                                                                                                                                                                                                                       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Well located adjacent to Park Parade.</li> <li>Existing land use is Post Office sorting office (could also extend to cover crown buildings), as such would require purchasing by Council.</li> <li>Access could be drawn from Park Parade and exited via Stamford Street back onto Oldham Road.</li> <li>Southerly location would aid footfall across Old Town.</li> <li>Must be of highest quality design respecting the conservation area.</li> <li>Could be developed as part of a mixed use scheme including car parking.</li> </ul> | <ul style="list-style-type: none"> <li>Land is Council owned.</li> <li>Capacity of the site is relatively small.</li> <li>Could be difficult to access without additional land purchase.</li> <li>Must be of highest quality design respecting the conservation area.</li> </ul>                                                                                                                        |
| G. Church Street Car Park                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | H. Grey Street / Church Street                                                                                                                                                                                                                                                                                                                                                                          |
| <ul style="list-style-type: none"> <li>Well located, adjacent to Park Parade.</li> <li>Site could be extended to include neighbouring development.</li> <li>Council owned site.</li> <li>Site could be accessed via Stamford Street linking to primary routes.</li> <li>Must be of highest quality design respecting the conservation area.</li> <li>Could be developed as part of a mixed use scheme including car parking.</li> </ul>                                                                                                                                         | <ul style="list-style-type: none"> <li>Lies adjacent to Park Parade.</li> <li>Land is Council owned.</li> <li>Lies in close proximity to the Grade I Listed Church of St Michael's.</li> <li>Has potential for large capacity.</li> <li>Must be of highest quality design respecting the conservation area.</li> <li>Could be developed as part of a mixed use scheme including car parking.</li> </ul> |

## Town Centre-wide Issues 2

## Public Realm

- (Supplements UDP policies 1.6, 1.7, S1)

- 2.32** High quality public realm, coupled with well designed buildings are crucial to creating an inviting and functional town centre. Its importance in attracting investors and users to Ashton should not be underestimated.
- 2.33** The existing environment is failing to present the high quality image sought with a fragmented design, outdated / poorly maintained hard landscape and high levels of street cluttering caused by street furniture, bollards and signage.
- 2.34** Despite this, the town's urban grain lends itself to the creation of high quality public realm with a sequence of functional spaces, which coupled with active uses and the correct level of intervention, could lead to the desired 'place-making'.
- 2.35** In order to achieve the public realm sought there is a need to develop a public realm strategy / guidance document to prescribe detail beyond this document guiding town centre wide public realm and providing guidance to the Council and developers on what material / furniture palettes should be applied.

## Historic Character

- (Supplements UDP policies 1.5, 1.6, 1.11)

- 2.36** Ashton contains a range of historic buildings, providing the town centre with an historic character that should be used to aid it's regeneration.
- 2.37** The Town Centre Conservation Area covers the whole of Old Town and St Petersfield, together with areas of 'The Markets' and 'Delamere'. This designation has been applied due to the architectural quality of the buildings and its gridiron urban grain <sup>(ii)</sup>. As a result any future development must complement and successfully add to these historic characteristics.
- 2.38** A second Conservation Area covers the majority of Portland Basin. This designation relates to the industrial heritage of this waterside area. Although it contains a limited number of historic buildings, the presence of the Ashton and Peak Forest Canals ensures it's heritage is not lost. It should be the role of new development to successfully utilise the historic water space assets restoring the prominence of the canals and river.
- 2.39** The Council considers its Conservation Areas important historical assets that should be protected and enhanced by new development. The historic should be complemented by high quality modern design creating buildings representative of their period, whilst complementary in their scale, mass and primary materials to the existing; adding to the Conservation Area's diversity and history.
- 2.40** Allied with the Town's Conservation Areas are a number of Listed Buildings (highlighted in the following plan) which have special architectural or historic interest. Development including one of these buildings will need to apply specialist conservation building techniques and materials. Equally any development lying adjacent to, or affecting the setting of, a Listed Building will need to be of a design that respects it.

ii pattern created by buildings, streets and open space

### 3 Town Centre Quarters

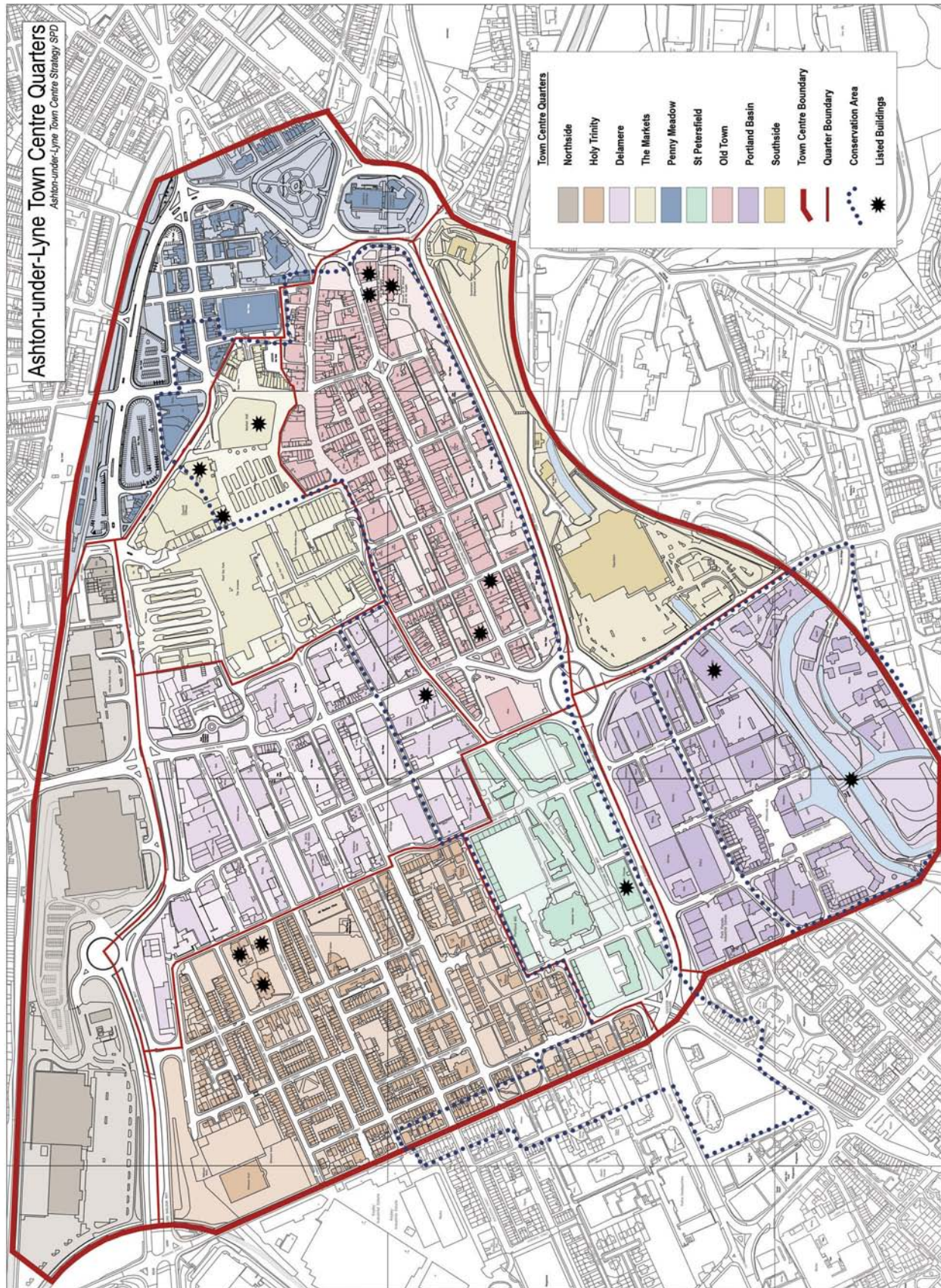
**3.1** Across the town centre are clearly defined areas with distinct characteristics and roles. In order to enhance and develop these, this chapter provides specific guidance and principles, within the following structure:

- *Context* - outlines characteristics of the quarter.
- *Key Assets* - existing strengths that should be successfully utilised / enhanced by future development.
- *Development Aspirations* - the Council's desires for the quarter.
- *Desired Uses* - uses considered appropriate for the quarter.
- *Car Parking* - desired parking for new development.
- *Public Realm* - details the quality of existing public realm and suggests improvement measures if required.
- *Architectural Styles* - details of any specific architectural styles desired by new development.
- *Scale & Mass* - to be acknowledged / applied by new development.
- *Urban Grain* - character of existing urban grain and details of how new development should sit within it.
- *Street Frontage* - details key street frontage opportunities that development must utilise.
- *Gateways & Views* - to be acknowledged by future development.

**3.2** In order to align with the Ashton Regeneration Area Framework, the town centre 'quarters' largely mirror those outlined within it. The town centre quarters are as follows:

- Old Town
- Portland Basin
- Delamere
- The Markets
- St Petersfield
- Southside
- Penny Meadow
- Northside
- Holy Trinity

# Town Centre Quarters 3



Ashton Town Centre Quarters

## 4 Old Town

### Old Town

- (Supplements UDP policies 1.1, 1.5, 1.6, 1.7, 1.11, S1, S2, S4, S9)

### Context

- 4.1** Historically the retail heart of Ashton, this primary focus has now shifted to the Market Square area resulting in an environment dominated by independent retailers, commercial, cafe / bar and residential uses which are creating a distinct new identity that needs to be actively promoted.



Old Town - Existing Urban Form

- 4.2** Sited wholly within the Town Centre Conservation Area Old Town provides Ashton with its historic quarter emphasised by the architecture and grid iron urban grain.



### Key Assets

- Independent nature of businesses & presence of high street banks.
- Historic architecture & well defined urban grain.
- Emerging mix of uses.
- Proximity to Park Parade.
- Potential development sites.
- A clear public realm framework.

## Development Aspirations

- 4.3** Old Town should become a high quality urban area characterised by its diverse use mix and street environments, contained within an historic urban fabric.



## Desired Uses

- 4.4** Appropriate town centre uses including residential, commercial, cafes/bars/restaurants, leisure and cultural facilities should be applied to development proposals for the area. In applying this, residential at ground floor should be avoided.

## Car Parking

- 4.5** Any new developments in Old Town that wish to supply car parking facilities must house them in basement or decks / surface courtyards wrapped by development. Undercroft or 'exposed' surface car parks may be considered acceptable within the 'back street' areas away from key frontage.
- 4.6** Old Town's public parking provision needs to be improved and increased. The existing surface facilities should be developed to aid the area's regeneration, with new facilities increasing capacity whilst reducing its visual effect on the area.
- 4.7** A multi-storey car park(s) would provide the most appropriate parking solution for Old Town by providing increased provision within a confined footprint. Such a development must be of the highest quality ensuring it does not scar the historic character of the area. As detailed in Town Centre-wide Issues (2.30), existing surface car parks adjacent to Park Parade provide ideal locations for such developments.

## Public Realm

- 4.8** An appropriate palette of materials, street art, lighting, street planting and furniture needs to be agreed in a town centre wide document to ensure a consistent Old Town specific street scene is created. Allied with this are issues that require specific projects such as:
- Improvements to Old Square extended to cover the whole square.
  - Improve function / environment of the 'Back Lanes'.
  - Assessment of Stamford Arcade's environment and future function.
  - Functionality of St Michael's Square. Greater enclosure & activity is needed.

## Architectural Styles

- 4.9** The Council will not dictate architectural styles applied in Old Town. However, all new developments must apply a high quality design that acknowledges the character of this historic area. This alignment should be evident through elements such as the primary materials, alignment & size of windows, detailing and the vertical or horizontal emphasis of the building's fenestration.
- 4.10** Developments in Old Town must also align with Conservation Area policy outlined in Tameside UDP policies C2, C3, C4, C5 (for Listed Buildings) and C6 (setting of Listed Buildings).

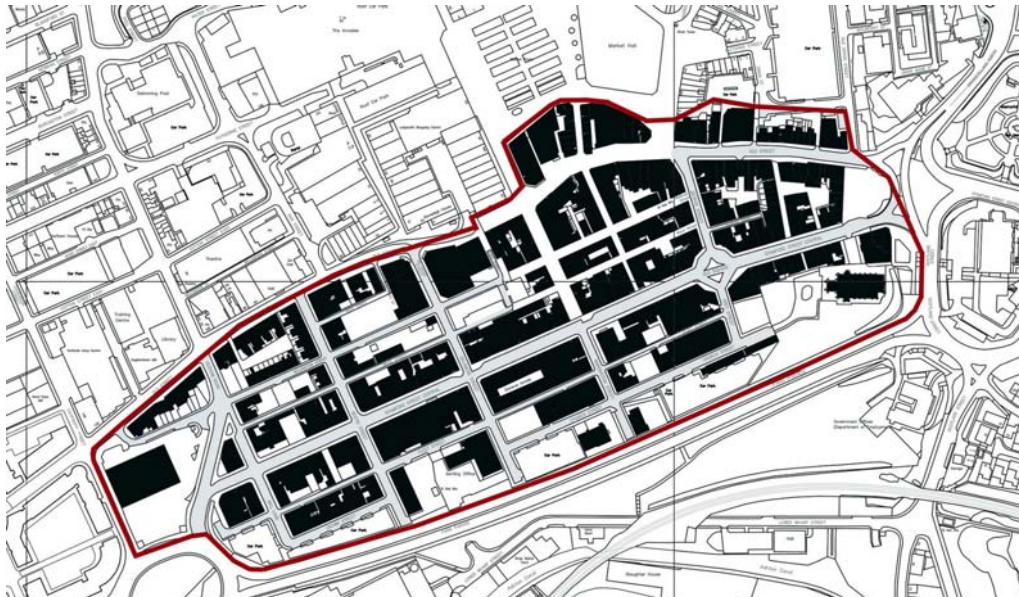
## 4 Old Town

### Scale and Mass

- 4.11** Scale and massing must align with the historic surroundings of the proposed development. While storey heights across the area rise and fall, buildings remain at an appropriately proportioned scale and mass that complement the historic character and sit within the fine urban grain.
- 4.12** Building heights dip and rise from 2 to 4 storeys aiding variety in the street scene. As such, new development must align with these heights, whilst acknowledging the scale and mass of neighbouring properties.

### Urban Grain

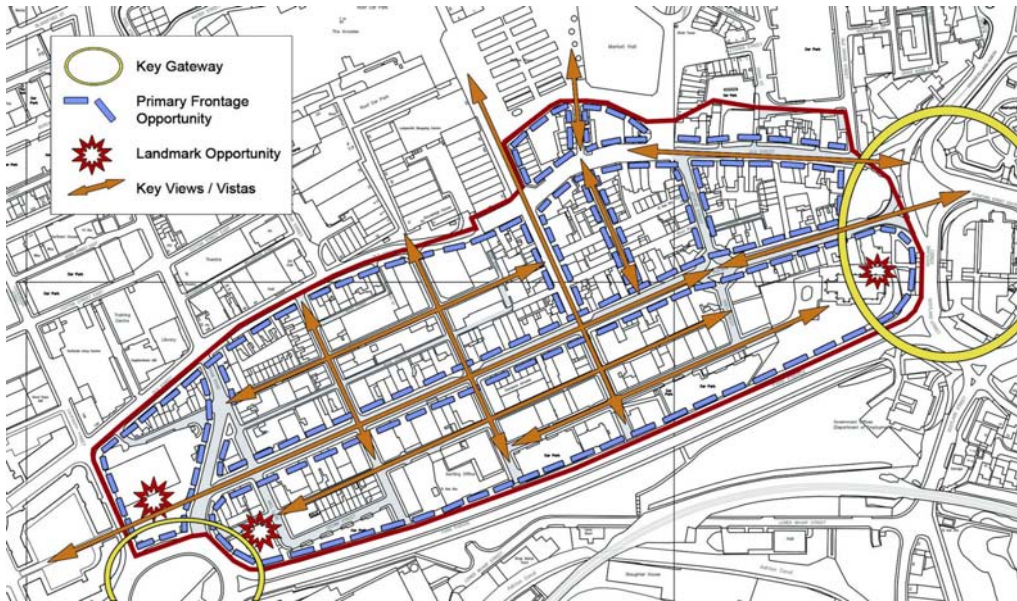
- 4.13** Old Town's gridiron urban grain is a key element of its historic character, as such new development must be sited within these defined blocks to retain this character and restrict the possible mass of developments.



Old Town - Existing Urban Grain

### Street Frontage

- 4.14** The area's urban grain creates a number of street frontage opportunities. Stamford Street is the primary street and must be the focus for primary frontage. Blank facades along this street will not be acceptable.
- 4.15** Coupled with this, a number of key routes (Warrington Street, Delamere Street, Booth Street, George Street and Market Avenue) cross Stamford Street linking Old Town with its surrounding areas along which active frontage is vital.
- 4.16** The 'back lanes' of Wellington Street, Wood Street, Church Street and Fleet Street create a unique urban feel to the area. Due to the depth of blocks the presence of 'backs' is unavoidable, yet where frontage is present these should be retained. Equally new development should install frontage where possible, creating activity that aids the pedestrian environment.



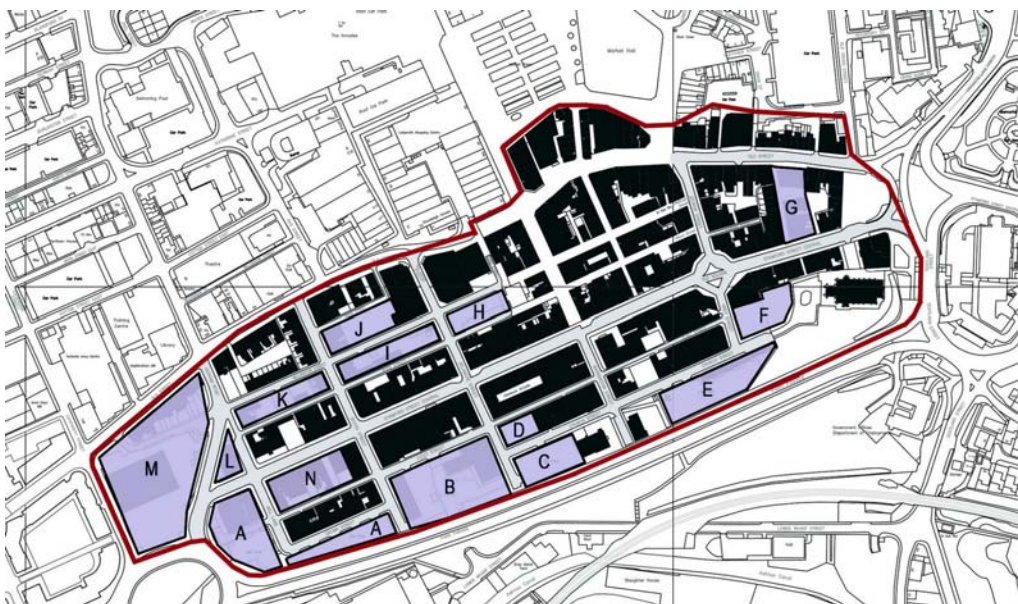
Old Town - Primary Frontages, Key Views, Landmark & Gateway Opportunities

### Gateways and Views

- 4.17** A number of strong views run through Old Town aided by the retention of the areas urban grain, as such it should be the role of new development to complement or enhance these views with high quality architecture. New development must not hinder or remove such views.
- 4.18** Old Town contains a number of gateway sites that play a key role in presenting the town to potential users. The eastern gateway is dominated by the Church of St Michael's creating a high quality gateway. However, the western gateway, with sites adjacent to Park Parade, present a poor gateway experience with large areas of surface car parks and under utilised land. As such there is a need to promote appropriate development to improve these key sites.

### Potential Development Sites

- 4.19** The following are regarded as prominent sites that through appropriate development and redevelopment would aid the regeneration of Old Town:



Old Town - Potential Development Sites

## 4 Old Town

|   |                                                                 |                    |
|---|-----------------------------------------------------------------|--------------------|
| A | Crown Street car park                                           | 1918m <sup>2</sup> |
| B | Crown Buildings & Post Office sorting office                    | 3806m <sup>2</sup> |
| C | Church Street                                                   | 1245m <sup>2</sup> |
| D | Fleet Street / Delamere Street car park                         | 549m <sup>2</sup>  |
| E | Grey Street / Church Street car park & under utilised plot      | 2295m <sup>2</sup> |
| F | Grey Street                                                     | 1134m <sup>2</sup> |
| G | Stamford Arcade                                                 | 1441m <sup>2</sup> |
| H | Wood Street / Delamere - surface car park & under utilised plot | 767m <sup>2</sup>  |
| I | Wood Street / Booth Street                                      | 1363m <sup>2</sup> |
| J | Wellington Street / Booth Street                                | 1248m <sup>2</sup> |
| K | Wood Street / Mill Lane                                         | 1210m <sup>2</sup> |
| L | Stamford Street / Mill Lane                                     | 400m <sup>2</sup>  |
| M | Lidl site / Old Street block                                    | 7000m <sup>2</sup> |
| N | Stamford Street / Mill Lane                                     | 1770m <sup>2</sup> |

## Portland Basin

- (Supplements UDP policies 1.1, 1.5, 1.6, 1.7, 1.11, S1, S9)

## Context

- 5.1** Portland Basin lies within the southern fringes of the Town Centre. Historically the area has been dominated by industrial uses drawn to the transport asset of the Canal. While the area remains industrial this is beginning to change with the development of houses, apartments and the Heritage Wharf tourist attraction.



Portland Basin - Existing Urban Form



## Key Assets

- Close proximity to Park Parade.
- Well defined urban grain.
- Canals & River Tame.
- Historic buildings and structures.
- Potential development sites.
- Environmental assets.

## 5 Portland Basin

### Development Aspirations

- 5.2** Portland Basin should become a high quality water side 'quarter' linking to The Markets quarter via St Petersfield, with high quality developments that maximises its water space assets with a range of appropriate uses (including residential moorings) and activity.



### Desired Uses

- 5.3** The Council wishes to encourage mixed use development encompassing residential and commercial with ancillary leisure, retail, hotel and tourism facilities for this area. However, the sites that lie adjacent to Park Parade are not considered suitable for residential development. These areas lend themselves to commercial uses which can utilise the frontage and are not as sensitive to the surrounding road environment.
- 5.4** Developers wishing to develop in this area will need to refer to the Tameside Employment Land SPD <http://www.tameside.gov.uk/planning/ldf/spd/employland> and policy E2 of the Tameside UDP.
- 5.5** An element of residential growth could be achieved through an increase in residential moorings where possible; improving the residential mix and bringing activity to the canal side.

### Car Parking

- 5.6** Car parking should ideally be housed in basement or under-croft facilities to take cars away from the street and ensure efficient use of land. Surface car parks will only be considered within courtyards wrapped by buildings.
- 5.7** If a multi-storey car park is provided it must be of the highest quality, respecting the quarter's conservation area status and high quality desires.

### Public Realm

- 5.8** The character of Portland Basin lends itself to the creation of high quality public realm utilising its well-defined urban grain, historic structures and water spaces. As with the other town centre quarters, guidance should be prepared for Portland Basin to ensure a consistent high quality public environment is created, the application of which should incorporate:
- A wide at-grade / surface pedestrian crossing to St Petersfield across Park Parade.
  - Waterspace used by public realm.
  - Existing greenspaces managed and developed.
  - Pedestrian bridges linking the southern areas of the site.

### Architectural Styles

- 5.9** The Council will not dictate specific architectural styles that should be applied to Portland Basin. The only conditions are that development must be of a high quality innovative design that respects the historic structures and conservation area policies of the area. Development proposals lying adjacent to historic buildings and structures should acknowledge this respect / alignment through elements such as the primary materials, scale & mass of development, alignment & size of windows, detailing and the vertical or horizontal emphasis of the building's fenestration.

## Portland Basin 5

## Scale and Mass

- 5.10** The mass and scale of developments should reflect the urban nature of the area emphasising its urban grain and complementing its historic structures. While elements of low density housing have previously been developed, further developments of this scale will be resisted. Exceptions may be considered on plots south of the canal and river; and in part, on plots neighbouring the residential uses west of Portland Basin.

## Urban Grain

- 5.11** The area benefits from a well defined urban grain that has been largely retained by modern development. As such development should strengthen and retain this by maximising plots with 'urban' schemes that do not step out of these defined plots, hindering key views.
- 5.12** Within the southern area development should be orientated towards the water space to maximise this asset, while providing views through the area into the northern area of the quarter. At present no defined grain exists in this area.

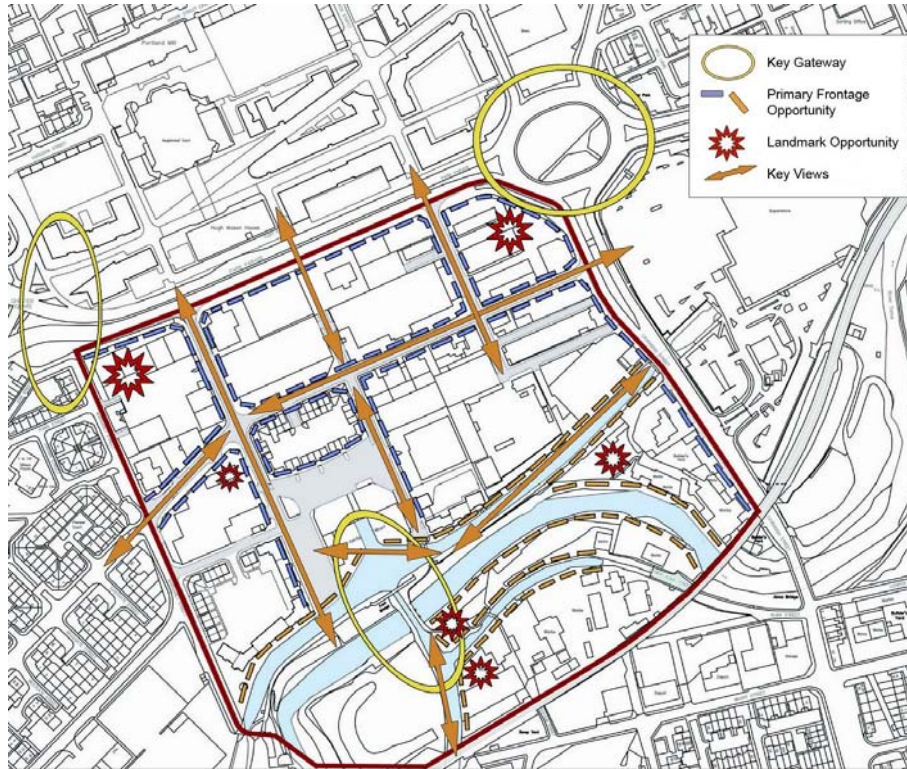


Portland Basin - Existing Urban Grain

## Street Frontage

- 5.13** The area benefits from a number of key frontage opportunities onto the water fronts of the Canals and River Tame, together with primary road frontage opportunities over Park Parade, Cavendish Street and the internal road network. Development across the site must successfully utilise these opportunities with outward looking developments that provide active frontage and natural surveillance.

## 5 Portland Basin



Portland Basin - Primary Frontage, Key Views, Landmark & Gateway Opportunities

### Gateways and Views

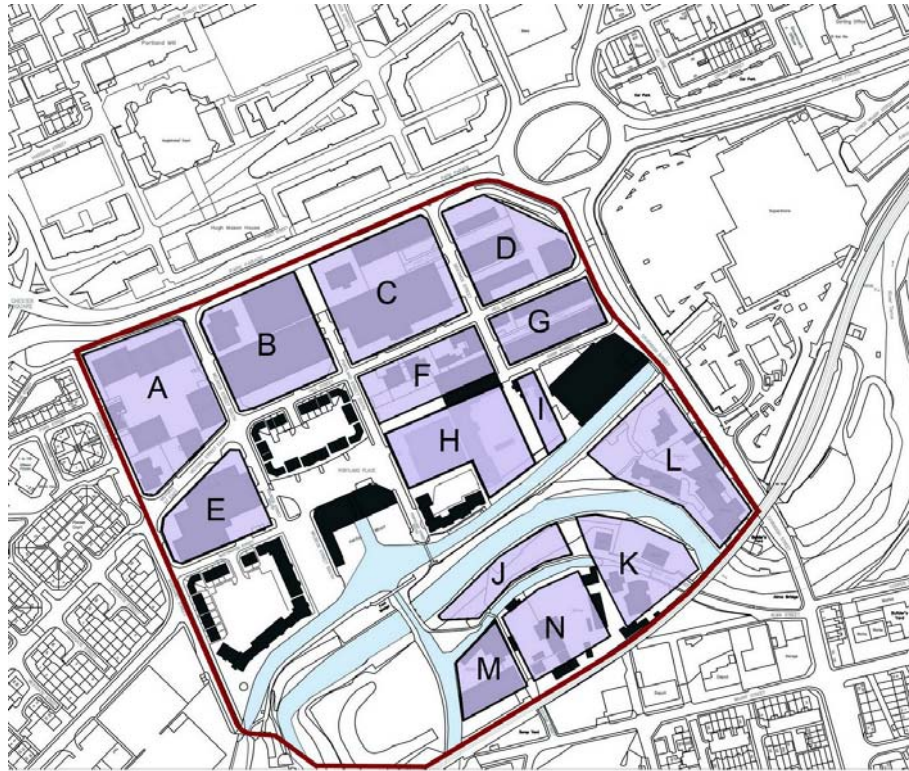
**5.14** Through the retention and reinstatement of the quarter's urban grain current views and gateways should be successfully improved and strengthened by future development:

- Waterspace framed by development.
- Development to create new views from wider site to waterspace.
- Retain views into St Petersfield with developments that frame streets.
- Gateway opportunities maximised by landmark development.

### Potential Development Sites

**5.15** The following are regarded as prominent sites that through appropriate development will aid the regeneration of Portland Basin. The southern sites (J, K, M & N) suffer from poor vehicle access which will have to be overcome, perhaps by a road bridge across the River Tame.

## Portland Basin 5



Portland Basin - Potential Development Sites

|   |                                                |                    |
|---|------------------------------------------------|--------------------|
| A | Victoria Street / Welbeck Street / Park Parade | 8348m <sup>2</sup> |
| B | Park Parade / Hill Street / Portland Street    | 6852m <sup>2</sup> |
| C | Park Parade / Hill Street / Bentick Street     | 8078m <sup>2</sup> |
| D | Park Parade / Cavendish Street / Hill Street   | 5383m <sup>2</sup> |
| E | Victoria Street / Welbeck Street               | 4176m <sup>2</sup> |
| F | Hill Street / Portland Street                  | 4086m <sup>2</sup> |
| G | Bentick Street / Hill Street                   | 3224m <sup>2</sup> |
| H | Portland Street / Bentick Street               | 5715m <sup>2</sup> |
| I | Bank Street / Bentick Street                   | 822m <sup>2</sup>  |
| J | Lower Alma Street / Peak Forest Canal          | 2968m <sup>2</sup> |
| K | Lower Alma Street / Peak Forest Canal          | 4007m <sup>2</sup> |
| L | Cavendish Street / River Tame                  | 6216m <sup>2</sup> |
| M | Lower Alma Street / Peak Forest Canal          | 2426m <sup>2</sup> |
| N | Lower Alma Street / Peak Forest Canal          | 4889m <sup>2</sup> |

## 6 Delamere

### Delamere

- (Supplements UDP policies 1.1, 1.5, 1.6, 1.7, E2(12), S1, S2, S9)

### Context

- 6.1** Delamere lies at a prominent position between The Markets and Holy Trinity, yet it lacks a defined function and has an environment dominated by Cavendish Street, Oldham Road, vacant sites and incompatible land uses.



Delamere - Existing Urban Form

- 6.2** In order for the area to overcome its environmental issues and become an effective / inviting town centre quarter comprehensive redevelopment across the area needs to be promoted. This should aim to create a less fragmented urban fabric, with high quality buildings and street environments that encourage users and investors.



## Key Assets

- Proximity to retail core & St Petersfield.
- Well defined urban grain.
- Supply of potential development sites.
- Cultural assets - Art Gallery & Library.
- Proposed Metrolink & Transport Interchange

## Development Aspirations

- 6.3** Delamere has the potential to become an urban area characterised by its wide ranging use mix, high quality architecture and public realm.



## Desired Uses

- 6.4** There is a need to encourage a range of new uses and users into the area to aid day-long activity and create a diverse environment, allied with the retention of existing uses where appropriate.
- 6.5** Town centre uses will be acceptable, particularly mixed-use development encompassing residential, commercial, retail or leisure uses. However leisure uses should be positioned to reduce potential conflict with the neighbouring Holy Trinity residential area.
- 6.6** Allied with these town centre uses, the northern edge of Delamere will contain the Ashton Metrolink line and elements of the proposed transport interchange. Once developed it's hoped this transport asset will aid development in Delamere.

## Car Parking

- 6.7** Parking is provided by a number of formal and informal surface car parks. While functional, these present an inefficient use of land and add to the poor quality environment.
- 6.8** New provision should be in under croft or basement car parks. Surface parking will only be acceptable in courtyards wrapped by development. Vehicle access should only be drawn from secondary road frontage.

## Public Realm

- 6.9** The existing pedestrian environment is uninviting scared by the low quality buildings, vacant plots, fragmented urban grain and road network. Consequently there is a need to install a public realm that works with new development to create a high quality pedestrian environment.
- 6.10** Allied with guidance in a wider document, the following should be considered for specific projects:
- Boulevard / greening of Katherine Street.
  - Investigate potential of new public square / pause points at appropriate / functional locations.
  - Street trees.

## 6 Delamere

### Architectural Styles

**6.11** The Council will not dictate specific architectural styles to be applied across Delamere. But all development proposed must be of a high quality design. The quarter as a whole has limited buildings of architectural quality for new development to take reference from. As such, the Council suggest those of quality such as the New Charter offices, are acknowledged where relevant, and as new developments are created these are used as a precedent where appropriate. Exceptions to this apply where development sites lies adjacent to neighbouring quarters or historic buildings such as the Listed Library or T.A. Centre. On such sites developments must respect their surroundings through elements such as materials, scale & mass, the vertical or horizontal emphasis of the building's fenestration and its detailing.

### Scale and Mass

**6.12** Development across Delamere should contribute to the creation of an urban environment, with buildings of a scale and mass that reflect this desire. Development should apply a minimum of three storeys to a site, with a scale and mass that complements key developments and maximises development plots.

### Urban Grain

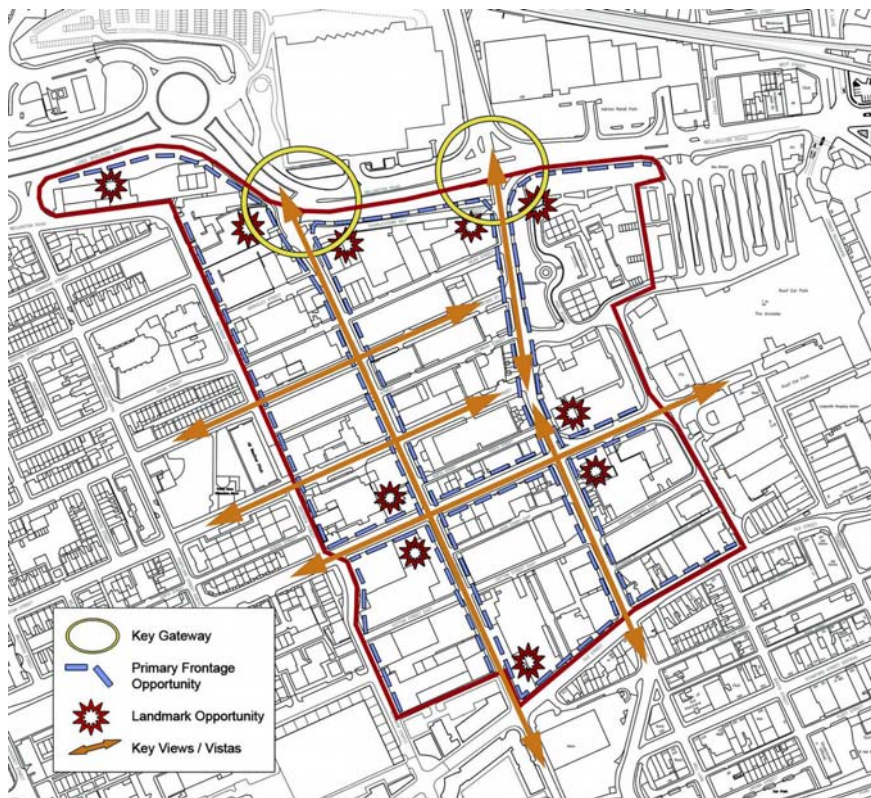
**6.13** Despite the poor quality buildings, Delamere's urban grain has been retained with well defined plots that have not been utilised by development. New development should remedy this with buildings that maximise plots to create the urban environment sought. In areas this may be achieved by merging some existing blocks to create more functional development plots, but only where considered acceptable. The creation of large 'super blocks' that show little regard to the urban grain will be resisted.



Delamere - Existing Urban Grain

## Street Frontage

- 6.14** The urban grain creates a number of frontage opportunities that must be utilised by new development.
- 6.15** The following streets should be considered as primary frontage; Oldham Road, Cavendish Street, Bentinck Street, Katherine Street and Charlestown Way. Development on these 'streets' must apply active frontage through pedestrian entrances and glazed facades. Blank facades, servicing and parking are not acceptable along these key streets.
- 6.16** The remaining streets present secondary frontage that should be positively used through active and transparent frontage. Blank facades along these streets should be avoided, but if essential should not span the full length of development.



Delamere - primary Frontage, Key Views, Landmark & Gateway Opportunities

## Gateways and Views

- 6.17** A number of strong views run through Delamere, the strongest of which include Cavendish Street, Oldham Road and Katherine Street. Through redevelopment these should be enhanced with high quality architecture that installs a strong street line, visual interest and focal points.
- 6.18** Development in the north of Delamere should use its gateway presence to install prominent / landmark development.

## 6 Delamere

### Potential Development Sites

**6.19** The following are considered to be potential development plots that will aid the regeneration of Delamere:



**Delamere - Potential Development Sites**

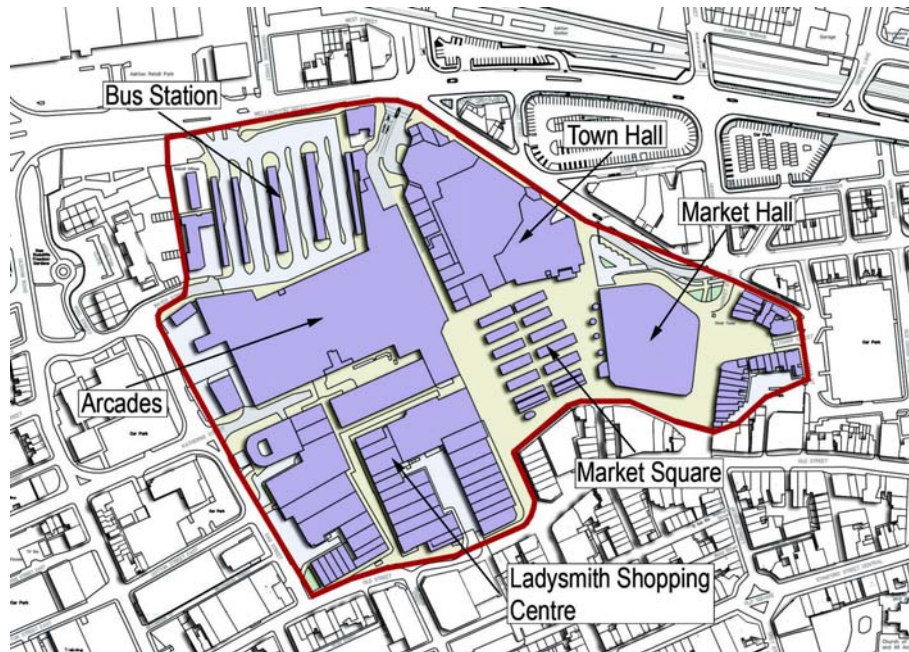
|   |                                                                                                                          |                    |
|---|--------------------------------------------------------------------------------------------------------------------------|--------------------|
| A | Lord Sheldon Way / Wellington Road                                                                                       | 3580m <sup>2</sup> |
| B | Cavendish Str / Kenyon Str                                                                                               | 2106m <sup>2</sup> |
| C | Berkeley Str / Cavendish Str                                                                                             | 2246m <sup>2</sup> |
| D | Dean Str / Cavendish Str                                                                                                 | 1974m <sup>2</sup> |
| E | Burlington Str / Cavendish Str                                                                                           | 4101m <sup>2</sup> |
| F | Katherine Str / Cavendish Street / Burlington Str - has planning permission for mixed use scheme (resi, retail & office) | 4415m <sup>2</sup> |
| G | Cotton Str East / Cavendish Str                                                                                          | 5147m <sup>2</sup> |
| H | Charlestown Way / Dean Str - Aldi has built a new store & has outline permission for the remaining.                      | 6066m <sup>2</sup> |
| I | Dean Str / Oldham Rd                                                                                                     | 2967m <sup>2</sup> |
| J | Blandford Str / Oldham Rd                                                                                                | 2573m <sup>2</sup> |
| K | Newman Str / Oldham Rd                                                                                                   | 2984m <sup>2</sup> |
| L | Burlington Str / Oldham Rd                                                                                               | 2762m <sup>2</sup> |
| M | North Str / Oldham Rd                                                                                                    | 1429m <sup>2</sup> |
| N | Katherine Str / Oldham Rd / Moss Str East                                                                                | 2433m <sup>2</sup> |
| O | Moss Str East / Oldham Rd / Cotton Str East                                                                              | 2751m <sup>2</sup> |
| P | Cotton Str / Cavendish Str                                                                                               | 3750m <sup>2</sup> |
| Q | Oldham Rd / Katherine Street                                                                                             | 5421m <sup>2</sup> |
| R | Oldham Rd / Katherine str / Cotton str east                                                                              | 4832m <sup>2</sup> |
| S | Williamson Str / Old Str                                                                                                 | 2810m <sup>2</sup> |
| T | Wellington Road - Part of the proposed Transport Interchange site containing the Metrolink stop & new bus station.       | 2100m <sup>2</sup> |

## The Markets

- (Supplements UDP policies 1.1, 1.5, 1.6, 1.7, 1.11, S1, S2, S4, S9)

## Context

- 7.1** The Markets area is the heart of Ashton providing its primary retail offer. The focus of the area is the Market Square containing the outdoor market and civic space enclosed by surrounding development, including a number of prominent historic buildings.



The Markets - Existing Urban Form



## Key Assets

- Arcades & Ladysmith Shopping Centres.
- Markets & Market Square.
- Historic buildings.
- Proximity to bus & train stations.
- Proposed Metrolink & Transport Interchange

## 7 The Markets

### Development Aspirations

- 7.2** The Markets should be strengthened as a shopping destination characterised by its diverse retail and high quality public environment.



### Desired Uses

- 7.3** As the retail heart of Ashton the overall aim is to strengthen the retail offer. With this is scope for providing office and leisure uses above retail units.

### Car Parking

- 7.4** The area is well provided for in terms of car parking with the Arcades and Ladysmith shopping centres both providing multi-storey car parks, which collectively offer approximately 700 parking spaces.
- 7.5** Due to the pedestrianised nature of the area and its well established built form, the quarter has limited opportunities for new car parking and access to it. As such, car parking within 'the Markets' will only be accepted in basement, rooftop or multi-storey facilities.

### Public Realm

- 7.6** The Markets plays a key role in attracting users to the town through its retail offer. Yet the areas existing public realm is failing to complement this. The primary issues are:
- Vehicle movement has damaged hard landscape.
  - Materials and street furniture fails to present a modern retail quarter.
  - Excessive amount of furniture, bollards and signage.
  - The Market Square lacks a focal point.
  - The outdoor market spills into the public realm.
  - Backs of Arcades & Ladysmith Shopping Centre create a poor quality environment.
- 7.7** In order to overcome these issues and create a sense of place an appropriate high quality landscape design needs to be applied, together with an accompanying guidance document.

### Architectural Styles

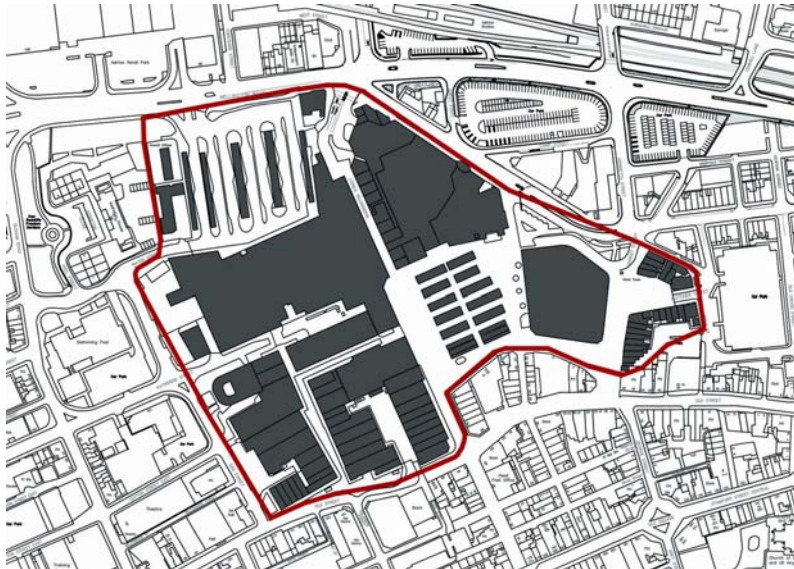
- 7.8** The Council will not dictate architectural styles to be applied in The Markets. However, any future development proposals must acknowledge and complement the three listed buildings (Market Hall, Town Hall and Cheshire Building Society) and align with Conservation Area policy where appropriate through their choice of primary materials and detailing, scale & mass, and the vertical or horizontal emphasis of the building's fenestration.

### Scale and Mass

- 7.9** With such an evident divide in the existing scale and mass, future proposals should follow the precedent set, with proposals in the Conservation Area applying a mass and scale appropriate to the historic character. In contrast proposals in the north and western areas of the Quarter should use the large scale developments as a guide.

## Urban Grain

- 7.10** Where possible future development should preserve and enhance the quarter's urban grain ensuring key routes are retained.



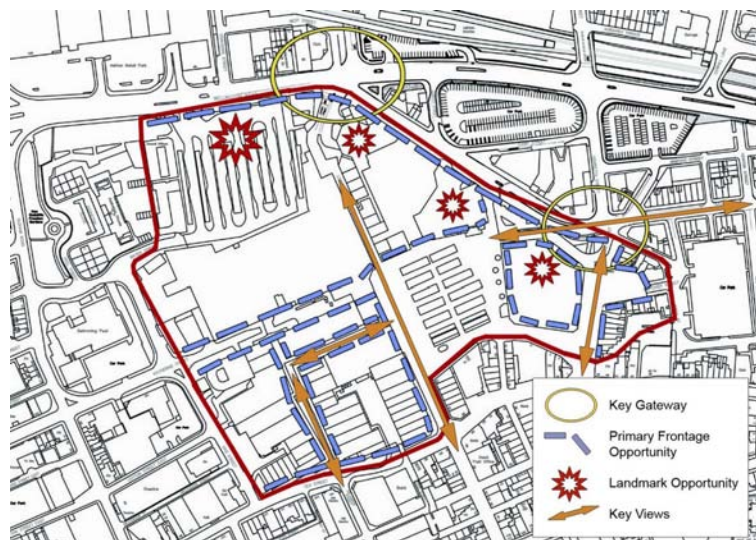
The Markets - Existing Urban Grain

## Street Frontage

- 7.11** The area benefits from a number of primary frontage opportunities. While the majority of these are successfully used, there are areas where opportunities are not being fully utilised:

- Council offices fail to utilise frontage over Wellington Road with blank facades creating a poor quality street environment.
- The inward looking nature of the Arcades fails to fully acknowledge its surrounding street environments.

- 7.12** Future development should retain existing frontage and successfully utilise that currently ignored.



The Markets - Primary Frontage, Key Views, Landmark & Gateway Opportunities

## 7 The Markets

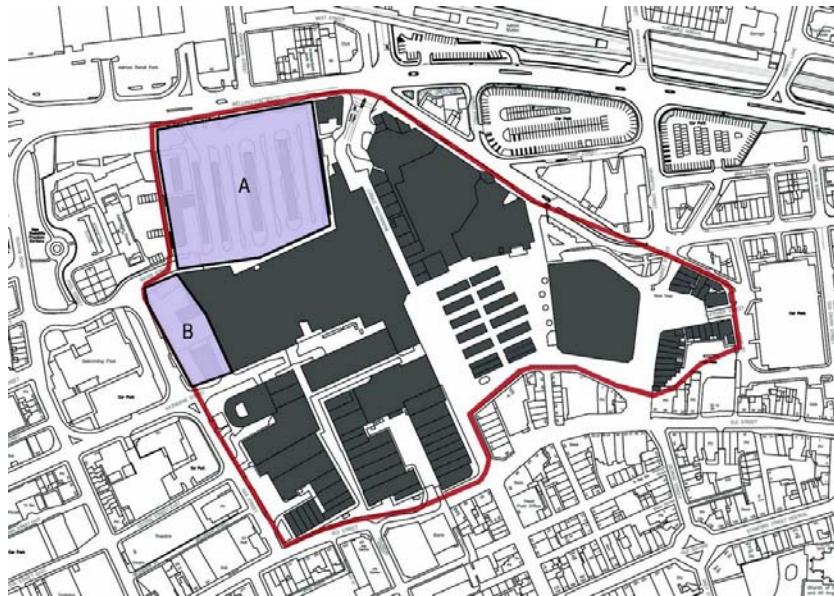
### Gateways and Views

- 7.13** Western gateways are of a poor quality with users presented with building backs, the bus station and blank façade of the Council offices. In contrast, to the east an effective view leads down Penny Meadow to the focal point of the Market Hall and Town Hall.
- 7.14** Through public realm and future development these views and gateways should be retained and improved.

### Potential Development Sites

- A. Bus Station - 12094m<sup>2</sup>
- B. Backs of Arcades Shopping Centre - 2386m<sup>2</sup>

- 7.15** Both these sites have planning permission for the proposed Arcades shopping centre extension and transport interchange.



The Markets - Potential Development Sites

## St. Petersfield

- (Supplements UDP policies 1.1, 1.5, 1.6, 1.7, 1.11, S1)

## Context

- 8.1** St Petersfield lies within the western fringe of the town centre at a key gateway for users arriving into the town from the M60. The area is under going considerable redevelopment to establish the town with its first purpose built high specification office development centred round the Town's Magistrate's Court building.



St Petersfield - Proposed Urban Form



## Key Assets

- Prominent gateway location.
- Creation of a high quality office development.

## Development Aspirations

- 8.2** St Petersfield will create a high quality commercial-led mixed use environment, providing Ashton with its first town centre business park.



## 8 St. Petersfield

### Desired Uses

- 8.3** St Petersfield will contain a mix of town centre uses including commercial, residential, retail and leisure. As such any future development or change of use should be for appropriate town centre uses.

### Car Parking

- 8.4** Car parking is to be provided in surface courtyards and a multi-storey facility.

### Public Realm

- 8.5** A key element of the development is the installation of high quality public realm encompassing a palette of modern materials and street furniture, complementing the modern architecture to create a distinct 'St Petersfield' identity.
- 8.6** Complementing this a key project must be the installation of high quality links to Portland Basin and 'The Markets' via Old Street.

### Architectural Styles

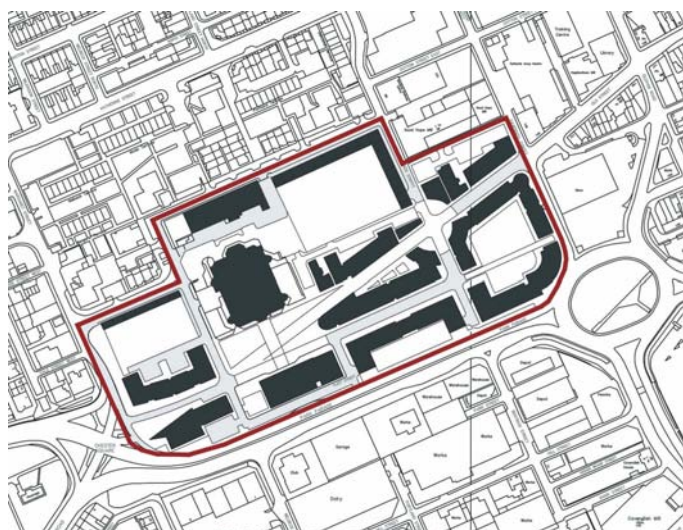
- 8.7** Redevelopment will lead to a distinct modern architectural style being applied, coupled with the retention of key buildings including the Magistrates Courts building, Hugh Mason House and Portland Mill.
- 8.8** If any further development in the area takes place it should acknowledge the modern and where appropriate complement the historic with architectural styles and materials that sit appropriately within the modern development created.

### Scale and Mass

- 8.9** St Petersfield is to install contemporary buildings sited within the historic urban blocks of the area. As such this has dictated a scale and mass that mimics the historic fabric it is to replace. Any future development within St Petersfield should mirror this approach.

### Urban Grain

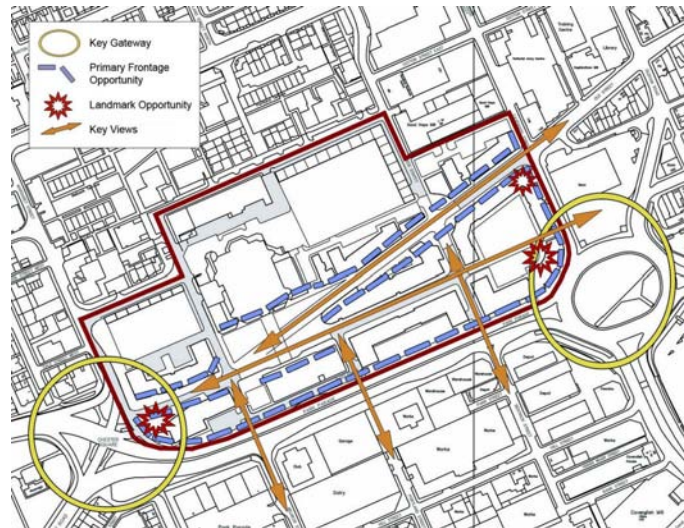
- 8.10** The area's urban grain has been retained and strengthened ensuring a strong urban environment is created. Any future expansion or redevelopment must ensure this ethos is retained.



St Petersfield - Proposed Urban Form

## Street Frontage

- 8.11** The area benefits from a number of key frontage opportunities over Park Parade, Old Street, Cavendish Street and Stamford Street West, which are to be successfully utilised by the St Petersfield development.



St Petersfield - Primary Frontage, Key Views, Landmark & Gateway Opportunities

## Gateways and Views

- 8.12** A number of key views and vistas have been retained and strengthened with prominent views along Old Street, Stamford Street and into Portland Basin. Allied with this, developments will considerably improve one of the town's western gateways.

## Potential Development Sites

- 8.13** Comprehensive redevelopment of St Petersfield is underway.

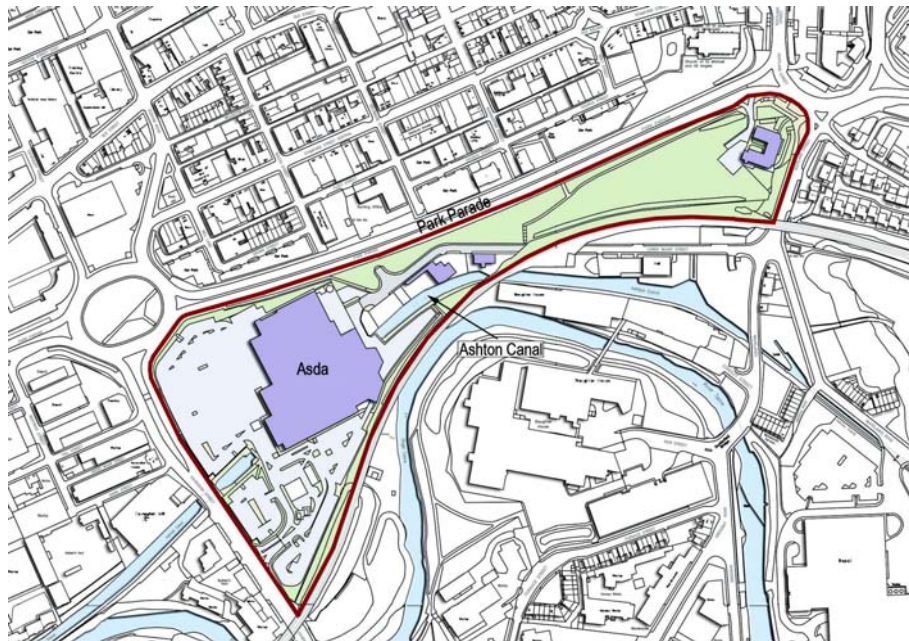
## 9 Southside

### Southside

- (Supplements UDP policies 1.1, 1.5, 1.6, 1.7, S1, S2, S9)

### Context

- 9.1** The town's southern fringe is an island 'quarter' bound by Park Parade and the Guide Bridge / Stalybridge rail line. The quarter contains limited development, with land uses comprising Asda supermarket, former County Court, green space, a small number of industrial units and the Ashton Canal.



Southside - Existing Urban Form



### Key Assets

- Ashton Canal.
- Frontage opportunities at Park Parade & Cavendish Street.
- Area of town centre green space.

## Development Aspirations

- 9.2** Southside has the potential to provide Ashton with a town centre park encompassing high quality green space and canal side amenity that can be effectively accessed by foot from the town centre.



## Desired Uses

- 9.3** Retail and residential (including moorings) uses are acceptable but any expansion of these or introduction of other town centre uses should not restrict the development of the green space and water space assets.

## Car Parking

- 9.4** Future car parking solutions for the site should be designed and applied so as to reduce their visual impact on the pedestrian environment and minimise the use of town centre land.

## Public Realm

- 9.5** The supermarket area is dominated by vehicle parking and movement; as such the quality of its public realm is poor. In comparison the green space provides a high quality public realm resource that should be utilised by the town centre.
- 9.6** The following specific projects should be considered by the town wide document:
- Canal regeneration works.
  - Creation of a town centre park.
  - Safer, more welcoming pedestrian link to Old Town and between Asda and the green space.

## Architectural Styles

- 9.7** The Council will not dictate specific architectural styles to be applied across Southside. The only conditions being that development must be of a high quality innovative design respecting the green space and water space assets.

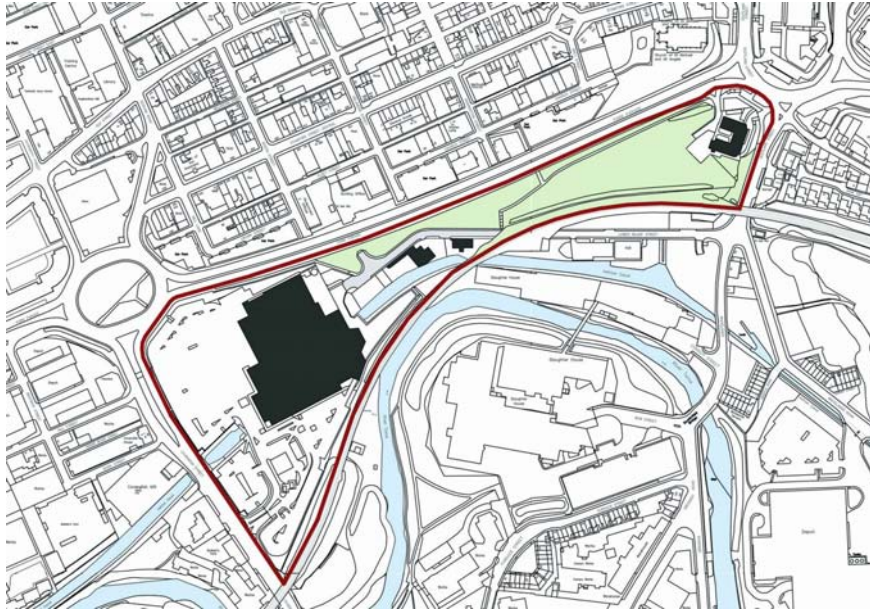
## Scale and Mass

- 9.8** There is little reference for new development to take in terms of scale and mass. The large mass of the supermarket is not an appropriate form to follow, therefore future development should take reference from key developments in Portland Basin and Old Town to create appropriately scaled town centre development/s.

## Urban Grain

- 9.9** The Quarter lacks any defined urban grain requiring retention by future development. Therefore in applying a form acknowledgement should be made of neighbouring quarters, drawing these urban forms into Southside where possible and appropriate.

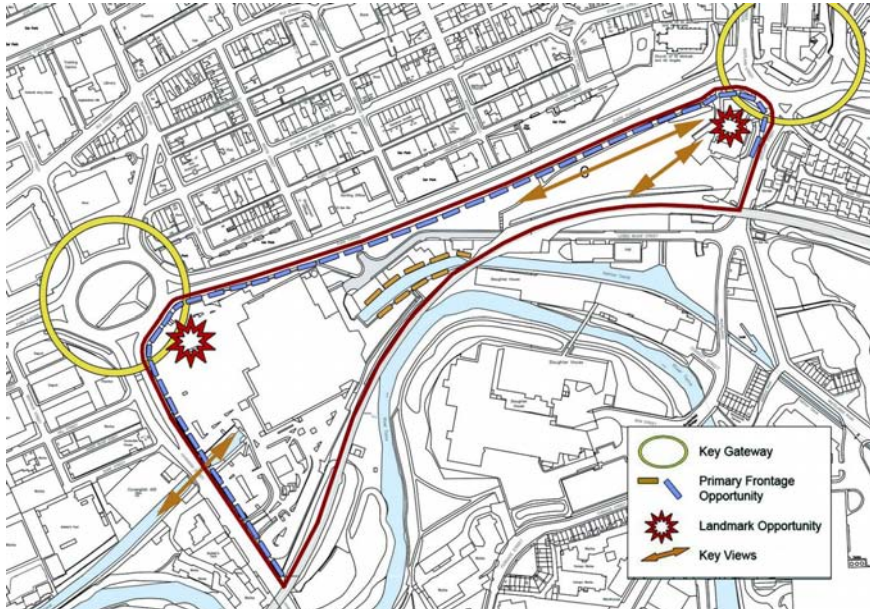
## 9 Southside



Southside - Existing Urban Grain

### Street Frontage

- 9.10** The area contains key frontage opportunities over Cavendish Street that have not been utilised by the existing development. Future development must utilise this opportunity together with Park Parade, where level changes can be overcome.



Southside - Primary Frontage, Key Views, Landmark & Gateway Opportunities

### Gateways and Views

- 9.11** The Quarter benefits from open views of neighbouring quarters that if developed should be appropriately framed.
- 9.12** The former Court building and green space creates a focus at the area's eastern gateway, which should be complemented by any future development of the western area of the quarter.

## Potential Development Sites

**9.13** The following are regarded as prominent sites that through appropriate development and redevelopment would aid the improvement of Southside:

- A. Former County Court buildings - under going residential conversion - 3146m<sup>2</sup>
- B. Industrial units - 2282m<sup>2</sup>



**Southside - Potential Development Sites**

## 10 Penny Meadow

### Penny Meadow

- (Supplements UDP policies 1.1, 1.5, 1.6, 1.7, S1, S2, S9)

### Context

- 10.1** Penny Meadow lies in the north eastern edge of the town centre with an environment dominated by surface car parks, Wellington Road and poor quality building stock.



Penny Meadow - Existing Urban Form

- 10.2** A key regeneration driver for the area is likely to be the proposed Ashton Northern Bypass drawing traffic away from Wellington Road / Penny Meadow aiding the pedestrian environment and creating an impetus for redevelopment.



## Penny Meadow 10

## Key Assets

- Train station.
- Medical facilities & independent retailers.
- Proposed northern bypass.
- Potential development land.
- Proximity to The Markets.

## Development Aspirations

- 10.3** Penny Meadow should become a key development area providing a range of town centre uses in high quality contemporary developments, complemented by a new pedestrian route linking Ashton Station with the town centre.



## Desired Uses

- 10.4** An appropriate town centre use mix should be applied to the area encompassing uses such as, commercial, administrative, retail, leisure and education.

## Car Parking

- 10.5** New development should install car parking in high quality multi-storey, basement, undercroft or roof top facilities. Elements of this must be public, compensating for the loss of existing provision and accommodating future growth. Surface car parking will not be considered acceptable due to its wasteful use of town centre land.

## Public Realm

- 10.6** Public realm across Penny Meadow is of a low quality and requires improvement either alongside development or as an aid to it. As with other quarters, public realm guidance should be prepared for Penny Meadow, including more detailed work / investigation of the following specific projects:
- High quality, safe, direct link between Railway Station & the Market Square via Penny Meadow.
  - Improvements to the rail gateway.
  - Improvements to the street of 'Penny Meadow'.
  - Pedestrianisation of Wellington Road (with selective bus & taxi access) allied with completion of the northern bypass.
  - Environmental improvements around the medical area & improved links between the medical area and Market Square.
  - Direct links to neighbouring residential areas.

## 10 Penny Meadow

### Architectural Styles

**10.7** The Council will not dictate architectural styles that should be applied to Penny Meadow. Development must be of the highest quality, reflecting the quarter's prominent gateway location. Innovative modern design will be welcome particularly at landmark sites. Poor quality design will not be accepted. Sites that lie within or adjacent to the Town Centre Conservation Area must align with Conservation Area policy acknowledging the historic character in their scale, mass, materials and vertical or horizontal emphasis of the fenestration.

### Scale and Mass

**10.8** The scale of existing development aligns with the areas historic urban grain. While this scale retains an element of character, it would be acceptable for a comprehensive development scheme to install an increased scale into the area.

**10.9** Equally it is considered acceptable to install an increased building height with developments above 3 storeys on appropriate sites, whilst retaining the clear urban blocks of the area.

### Urban Grain

**10.10** The quality of Penny Meadow's urban grain varies with Penny Meadow and Wellington Road having strong street frontage and limited breaks in the grain. However behind these primary streets, the urban form weakens considerably as surface car parks become the dominant land use. Therefore, future development must utilise these sites to install strong urban blocks that create a well defined urban grain.

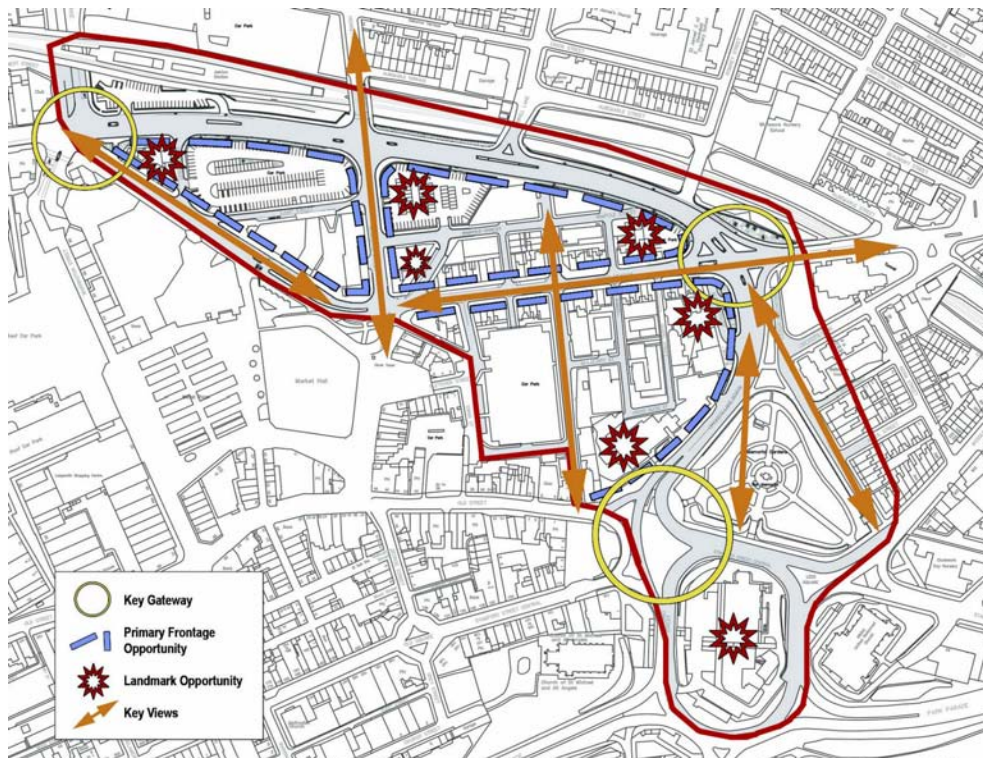


Penny Meadow - Existing Urban Grain

## Penny Meadow 10

## Street Frontage

- 10.11** Penny Meadow contains a number of primary street frontage opportunities that through development should be utilised to aid the street environment through active frontage and glazed facades. Blank façades on such streets will not be considered acceptable.
- 10.12** The streets considered primary frontage are; Penny Meadow, Wellington Road, Henrietta Street, The future northern bypass and Crickets Lane North.



Penny Meadow - Primary Frontage, Key Views, Landmark & Gateway Opportunities

## Gateways and Views

- 10.13** Coupled with the urban grain are views development should aim to restore, strengthen and retain. The primary being Penny Meadow, Wellington Road and Henrietta Street.
- 10.14** Allied with this should be the successful use of gateway sites across the quarter.

## 10 Penny Meadow

### Potential Development Sites

**10.15** The following are regarded as prominent sites that through appropriate development and redevelopment would aid the regeneration of Penny Meadow:



**Penny Meadow - Potential Development Sites**

|   |                                                         |                     |
|---|---------------------------------------------------------|---------------------|
| A | Harley Street                                           | 1415m <sup>2</sup>  |
| B | Camp Street surface car park                            | 4109m <sup>2</sup>  |
| C | Henrietta Street surface car park & under utilised land | 4259m <sup>2</sup>  |
| D | Henrietta Street / Wellington Road block                | 2085m <sup>2</sup>  |
| E | Newton Street / Penny Meadow block                      | 3046m <sup>2</sup>  |
| F | Wimpole Street / Penny Meadow block                     | 2262m <sup>2</sup>  |
| G | Old Cross Street / Mulberry Street                      | 2200m <sup>2</sup>  |
| H | Cross Street Car Park & properties at Penny Meadow      | 4682m <sup>2</sup>  |
| I | Old Cross Street                                        | 554.5m <sup>2</sup> |
| J | Penny Meadow / Chapel Street                            | 488m <sup>2</sup>   |
| K | Chapel Street / Albion Street                           | 918m <sup>2</sup>   |

## Northside

- (Supplements UDP policies 1.1, 1.5, 1.6, 1.7, S1, S2, S9)

## Context

- 11.1** Lord Sheldon Way coupled with Ashton Moss Business Park, has led to Northside becoming a prominent gateway into Ashton Town Centre, successfully utilised by Ikea, Sainsbury's and the Ashton Retail Park creating a retail destination of the area.



Northside - Existing Urban Form

- 11.2** The presence of Ikea and Sainsbury's is a welcome addition to the retail offer of Ashton, yet there is a need to channel the users of these stores through an attractive, direct pedestrian environment into the town centre to achieve wider economic benefit.



## Key Assets

- Primary gateway location.
- Modern retail developments.
- Proximity to bus station, The Markets and future Metrolink station.

## Development Aspirations

- 11.3** Northside has established itself as a key retail area for Ashton Town Centre, yet there is a need to install a sequence of high quality pedestrian routes linking Northside with its neighbouring quarters.



## 11 Northside

### Desired Uses

**11.4** The continued growth of retail in this area should be promoted as the primary use.

### Car Parking

**11.5** With the exception of Ikea's roof top parking, the area's car parking comprise of large surface facilities. While a characteristic of this type of retail, new development should aim to apply less land intensive and visually intrusive car parks.

### Public Realm

**11.6** The road network coupled with surface car parks has led to an environment focused on vehicular activity rather than pedestrian. As a retail area it's vital this is balanced with high quality public realm providing direct, safe links to the surrounding town centre, bus and rail stations. Key elements of which could include:

- Boulevarding / greening Wellington Road.
- Installing wide, direct, at-grade pedestrian crossing with no central islanding.
- Widening pedestrian walkways.

### Architectural Styles

**11.7** The Council will not dictate Architectural styles that should be applied to Northside. Any development proposals must acknowledge their surroundings and apply a high quality functional design. Poor quality design will not be acceptable.

### Scale and Mass

**11.8** The nature of existing developments has led to the installation of buildings with a large scale and mass. As such any further development must apply a scale and mass that sits comfortably in such surroundings.

### Urban Grain

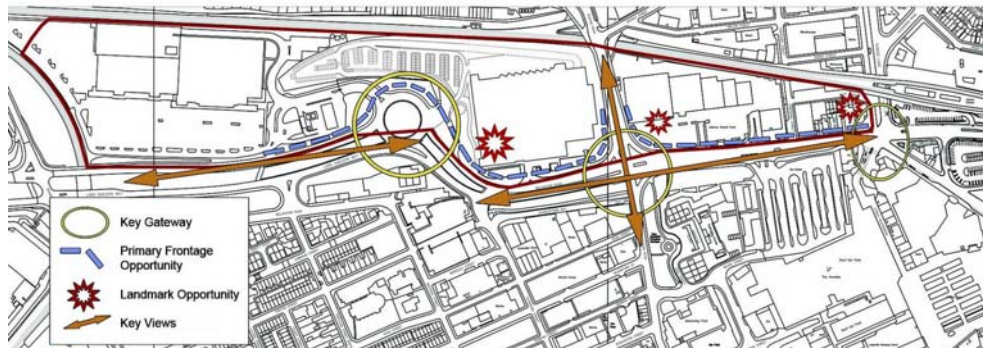
**11.9** Northside is a linear quarter largely dictated by the Lord Sheldon / Wellington Road with no distinct urban grain.



Northside - Existing Urban Grain

## Street Frontage

- 11.10** Northside contains primary road frontage opportunities along its entire width which future development should utilise with active frontage.



Northside - Primary Frontage, Key Views, Landmark & Gateway Opportunities

## Gateways and Views

- 11.11** Lying at the key northern gateway into Ashton from the M60, Northside's primary gateway has been successfully utilised by the distinct Ikea building, but the secondary gateway from Oldham Road and Turner Lane / Sackville Street would benefit from positive development, emphasising their gateway roles.
- 11.12** Views through the quarter are driven by the road routes, which through appropriate development in Northside and Delamere should be improved.

## Potential Development Sites

- 11.13** The following are regarded as prominent sites that through appropriate development and redevelopment would aid Northside:

- A. Ashton Retail Park - 15617m<sup>2</sup>
- B. Yorkshire Street / West Street - 4122m<sup>2</sup>



Northside - Potential Development Sites

## 12 Holy Trinity

### Holy Trinity

- (Supplements UDP policies 1.5, 1.6, 1.7, S1)

### Context

**12.1** Holy Trinity is the Town Centre's primary residential area located on its western fringe neighbouring the quarters of St Petersfield, Delamere and Northside.



Holy Trinity - Existing Urban Form

**12.2** Traditional Victorian terraced houses dominate the area, which have been modernised and in areas replaced through regeneration initiatives.



## Holy Trinity 12

**Key Assets**

- Proximity to town centre.
- Mix of house types.

**Development Aspirations**

- 12.3** Housing regeneration work has created a high quality residential environment, which needs to continue and be complemented by effective pedestrian links into the wider town centre.

**Desired Uses**

- 12.4** Residential should remain the dominant land use in Holy Trinity, coupled with appropriate ancillary uses such as small scale retail, amenity space and community / leisure uses.

**Car Parking**

- 12.5** Existing car parking comprises of on-street, private driveways and communal courtyards. A mix that should be continued by new development in line with principles detailed in the Tameside Residential Design Supplementary Planning Document and the Manual for Streets document.

**Public Realm**

- 12.6** Holy Trinity's public realm is focused around its grided streets, areas of informal grassed land and recreation areas providing a range of sports / amenity facilities.
- 12.7** While elements of the public realm function well, the area would benefit from improvement works, such as:
- Boulevarding / public realm improvements to Katherine Street.
  - Re-use of under utilised land.
  - Maintenance of existing facilities.
  - Adoption of a high quality materials / furniture palette.

**Architectural Styles**

- 12.8** The Council will not dictate an architectural style to be applied in Holy Trinity. All future developments must represent high quality innovative design and acknowledge the existing housing stock where appropriate. This is of particular importance on sites adjacent to the cluster of listed buildings (Holy Trinity Church, Vicarage and Primary School) where development must not affect the setting of these historic buildings.

**Scale and Mass**

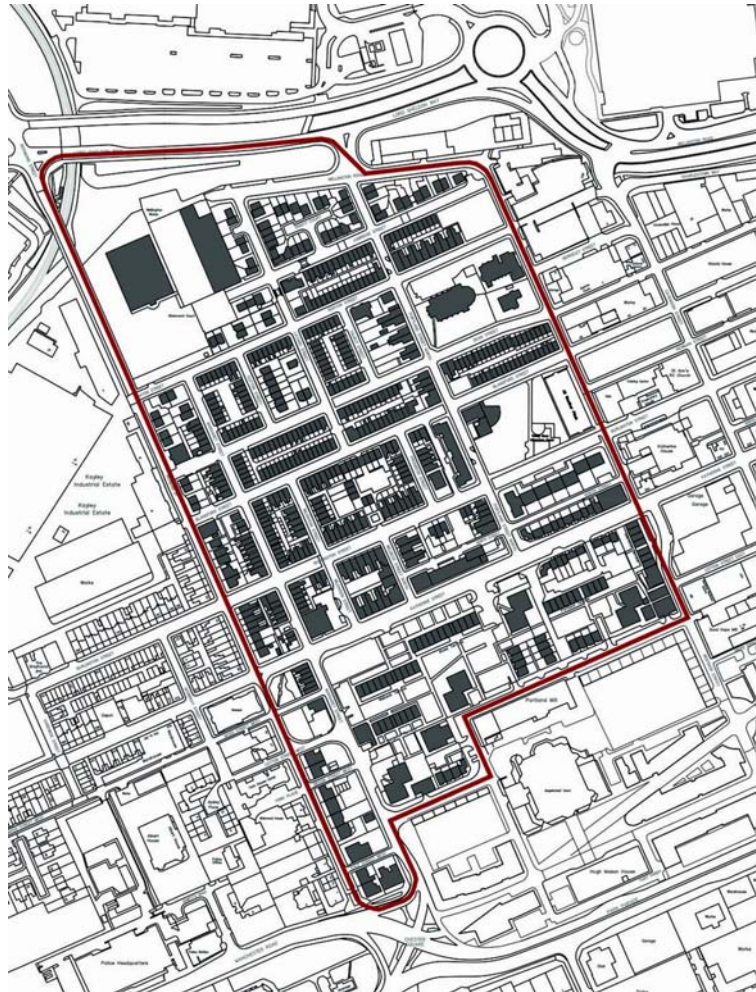
- 12.9** The area is dominated by small to medium scale residential dwellings with new developments largely acknowledging the historic scale of the traditional terraced houses of the area. The obvious exception to this are the high rise tower blocks dominating the sky line with limited regard to its surroundings.

## 12 Holy Trinity

- 12.10** Any future developments within Holy Trinity should use existing small to medium scale dwellings as a guide to acceptable mass and scale.

### Urban Grain

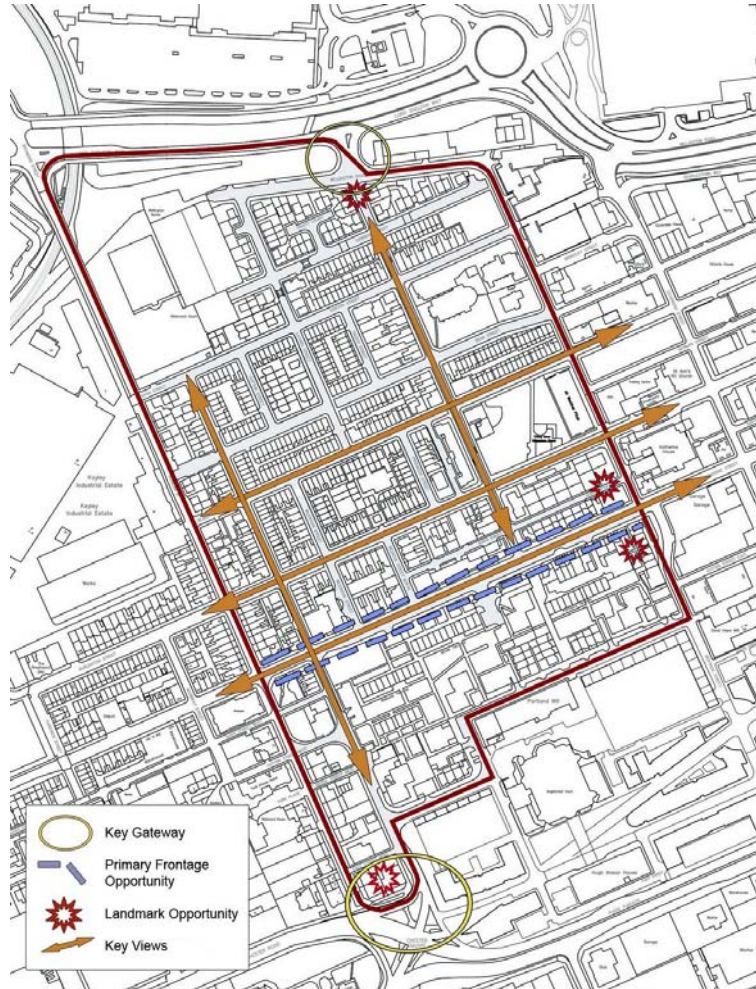
- 12.11** Holy Trinity has a well defined urban grain that has been largely retained creating a sequence of functional residential streets. The exception being the Richmond Park Estate, which although provides quality housing, does not respect the urban grain or character of the surrounding area. Any future development should successfully sit within the existing urban grain and where appropriate reinstate it.



Holy Trinity - Existing Urban Grain

## Street Frontage

- 12.12** Future development must be orientated to ensure dwellings overlook and access onto street frontage, aiding natural surveillance and an active street scene.



Holy Trinity - Primary Frontage, Key Views, Landmark & Gateway Opportunities

## Gateways and Views

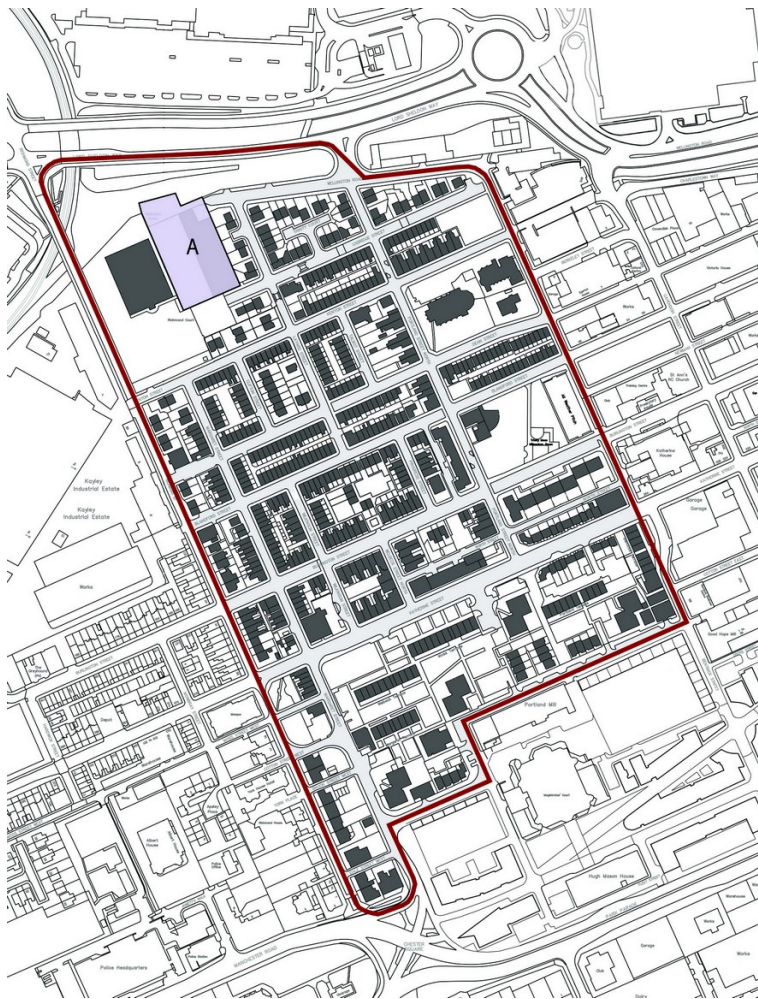
- 12.13** Holy Trinity's well defined urban grain has created a number of key views through the quarter. The most prominent being Katherine Street, visually linking Holy Trinity with the neighbouring Delamere and Markets quarters, with the Madrassa Arbia Taleem-UI-Quran and Mosque providing a prominent focal point.

- 12.14** Coupled with this are a number of secondary views that are effectively framed by existing developments and should be further enhanced by future development.

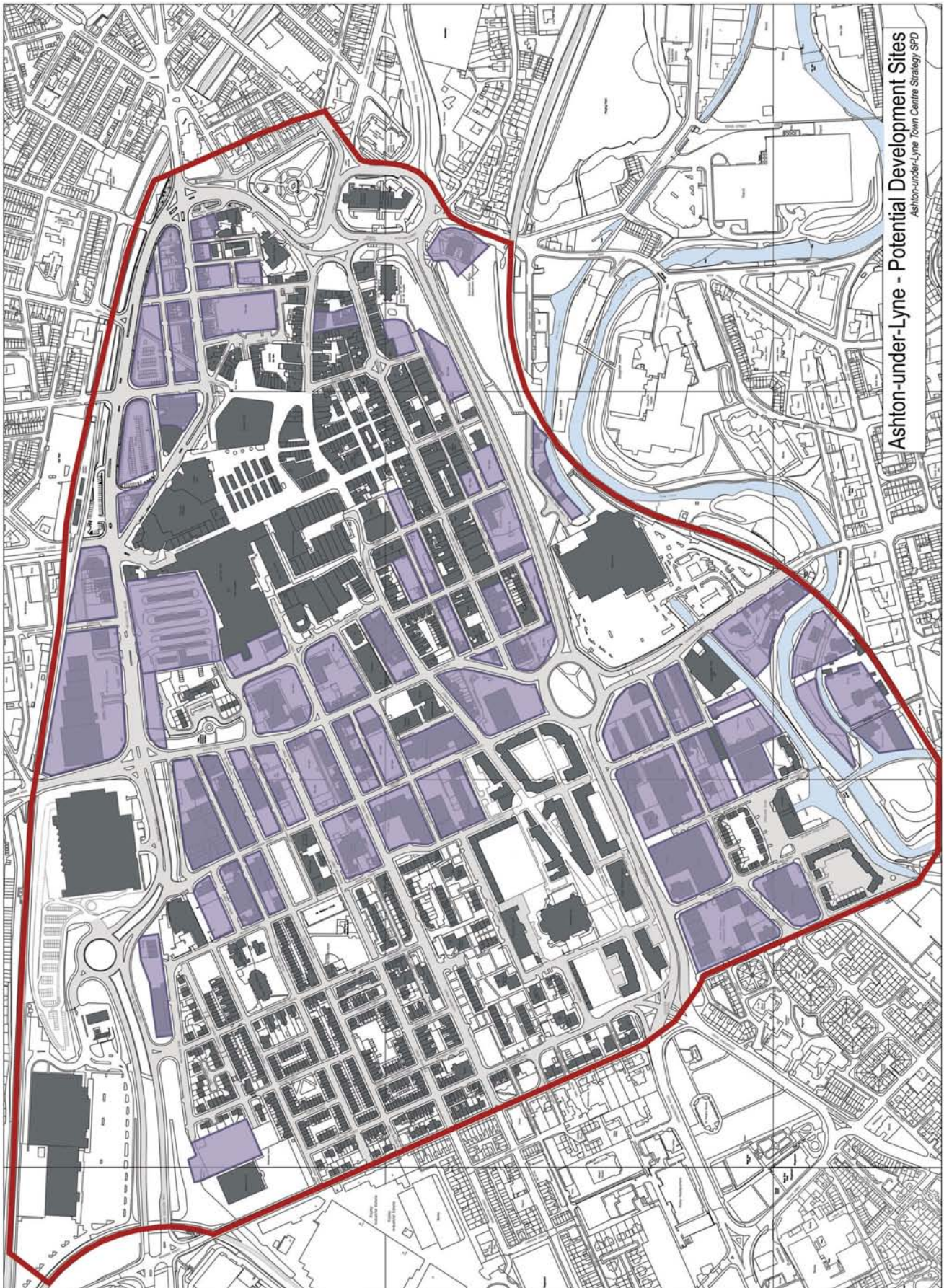
## 12 Holy Trinity

## Potential Development Sites

- A. Former Wellington Works site - 4575m<sup>2</sup>



### Holy Trinity - Potential Development Sites



Potential Development Sites across Ashton

## Appendix

**The Tameside Unitary Development Plan (November 2004) - Policies Supplemented by Ashton Town Centre Strategy SPD****1.1 Capturing Quality Jobs for Tameside People**

To counteract a continuing decline in the Borough's established employment base and to increase the earnings potential of work in the area, measures will be taken to create and maintain a healthy and diverse local economy and to attract quality jobs. This will recognise, among other things, the economic development potential of the Borough's proximity to Manchester Airport.

This will include making land available for inward investment on key accessible sites, facilitating the retention of indigenous and expanding businesses, providing opportunities for new employment initiatives throughout the Borough, and enabling the safe and efficient movement of freight.

In addition to the key sites, attention will be given to the opportunities for employment growth provided by town centres and other previously developed land.

**1.5 Following the Principles of Sustainable Development**

In promoting sustainable development and quality of life as guiding principles of the plan, the need for economic development and new homes will be balanced against the importance of protecting and enhancing the environment.

This will be achieved, in particular, by giving priority to the use of previously developed land in the most efficient way including the re-use of empty or underused buildings, enabling higher densities where consistent with environmental quality, conserving cultural and natural resources, minimising the need to travel and facilitating the use of public and non-motorised means of transport.

Developments generating large numbers of trips will be concentrated in or adjoining town centres wherever possible, and where suitable sites are not available they will be located in areas well served by public transport.

**1.6 Securing Urban Regeneration**

Regeneration of the Borough's urban areas, where in need, will be secured through neighbourhood renewal, redevelopment or greening of brownfield sites, reclamation of derelict land, bringing forward development in under-used and unsightly areas, strengthening the role of town centres, re-use of vacant or underused buildings through conservation led schemes, improving the quality of design, facilitating improved public transport, and protection, enhancement and expansion of urban green spaces.

To stimulate urban regeneration, priority will be given to the reuse of previously developed land and buildings. Unallocated greenfield sites will not be released for development whilst sufficient, suitable, previously developed land and buildings are available within the urban area.

**1.7 Supporting the Role of Town Centres**

The role of Ashton-under-Lyne and the other town centres as the focal points for retailing, leisure, entertainment, administrative, commercial and cultural activities in the Borough, and for office and other employment, will be protected and enhanced, and their strength, vitality, diversity and character will continue to be improved to ensure access to a full range of facilities for the whole community.

This will be achieved by improving access, safety and environmental quality where necessary, safeguarding local identity, allowing flexibility to adapt to changing requirements, providing opportunities for development where needed, and ensuring that large scale retail and leisure schemes comply with the sequential test.

### 1.11 Conserving Built Heritage and Retaining Local Identity

The cultural heritage, historic character, distinctiveness and local identity of buildings and areas within the Borough will be conserved.

Extension, conversion, refurbishment and, where necessary, redevelopment schemes involving historic buildings and areas must be sensitive to and where appropriate enhance the character of their surroundings.

### E2 Development Opportunity Areas

In the Development Opportunity Areas shown on the proposals map and listed below the Council will permit redevelopment or refurbishment schemes which include uses likely to create higher levels or quality of employment, leisure, retail or residential provision and bring about significant improvements in overall appearance. Mixed use schemes will be particularly encouraged in these areas.

#### ***(12) Oldham Road / Wellington Road / Cavendish Street / Cotton Street, Ashton (retail and leisure uses)***

This is an area on the western side of Ashton town centre which is occupied by industrial and commercial uses in buildings of various ages, along with car parks and vacant plots. It is enclosed on three sides by major roads which operate on a one-way system, and is therefore very visible and easily accessed. The route to the north will become even more important by 2004 with the opening of the Ashton Northern Bypass through from the A635 at The Snipe to the A627 Oldham Road. The Metrolink extension from Manchester to Ashton will also run past the northern end of the DOA a few years after that. A food superstore has recently opened close by to the north west, and non-food floorspace is available in the same scheme. It is believed that market demand may exist for further non-food retail and leisure units in the Tameside area. This would provide an appropriate location for such development, being both accessible from the major road system and close to the Borough's largest town centre thus facilitating shared trips and use of public transport. Extensive site assembly and relocation of businesses would be involved.

### S1 Town Centre Improvement

The Council will identify and implement improvement and investment schemes, where necessary, to support and develop the role of Ashton-under-Lyne as the Borough's sub-regional shopping centre, of Hyde as a large district centre, of Denton, Droylsden and Stalybridge as district centres, and of Mossley and Hattersley as small district centres, each with their own identity. These will include measures to enhance the environmental quality and appearance of the centres, to support and develop their role in providing office and other employment, to improve their accessibility by public and private transport and for pedestrians, and to make them safer by designing out crime. Improvements will be designed to provide for high-quality townscape, sensitive to peoples needs and respecting the character of surroundings.

### S2 New Retail Developments in Town Centres

The Council will permit new retail developments within the Borough's town centres (as defined on the proposals map).

Where necessary the Council will identify sites for such development within the town centres, and will promote their availability through measures such as preparation of design briefs and initiation of land assembly.

## Appendix

### S4 Retail Dominance and Shopping Frontages

In the primary shopping areas of the town centres as shown on the proposals map, the Council will not permit the change of use of retail premises to non-retail uses where this would create an imbalance or dominant grouping of non-retail uses in any particular area. A continuity of shop fronts will be required within the primary shopping areas.

Outside the primary shopping areas, the Council will permit a diversity of uses which contribute to the overall appeal of the town centre, help to minimise the extent of empty properties, and improve the appearance of the centre.

Consideration will be given to diversifying the leisure business in Ashton town centre and avoiding the night time economy creating street frontages which have no attraction to visitors during the remainder of the day.

### S9 Detailed Design of Retail and Leisure Developments

The layout, design, external appearance and operation of proposed retail and leisure developments, which are acceptable in relation to other relevant policies in this plan, will be required to be of high quality and to meet the following more detailed criteria:

(a) suitable arrangements for parking, servicing and access to and from the highway, including access by pedestrians, cyclists and disabled people, and for convenient access by public transport where appropriate, with no unacceptable impact on the surrounding highway network, and

(b) building design and use of materials which relate well to local features and complement or enhance the character of the surrounding area, and

(c) suitable landscaping and screening, including retention of existing features such as trees and hedges where practical, which enhance the appearance of the development and minimise the visual impact of plant, storage and service areas, and

(d) no unacceptable impact on neighbouring properties through noise, fumes, lighting, litter, traffic and other disturbance, and no unacceptable impact on residential amenity including consideration of hours of operation, and

(e) minimisation of opportunities for crime and anti-social behaviour.

### **The North West of England Plan Regional Spatial Strategy to 2021**

The Ashton Town Centre SPD will aid conformity with the following policies:

#### **Policy W 1 - Strengthening the Regional Economy**

Plans and strategies should promote opportunities for economic development (including the provision of appropriate sites and premises, infrastructure, and clustering where appropriate) which will strengthen the economy of the North West by:

- building on the region's strengths, particularly the three City Regions of Manchester, Liverpool and Central Lancashire. This should reflect the following growth opportunities:
  - Manchester City Region – advanced manufacturing and engineering (includes chemicals, aerospace, automotive and flexible materials), financial and professional services, media, creative and cultural industries, biomedical (biotechnology, pharmaceuticals and medical devices), ICT / digital, and communications;

- Liverpool City Region – advanced manufacturing and engineering, financial and professional services, media, creative and cultural industries, biomedical, high value added knowledge based industries, ICT / digital, tourism, maritime and communications;
- Central Lancashire City Region – advanced manufacturing and engineering, environmental technologies and biomedical, tourism and conferencing;
- realising the opportunities for sustainable development to increase the prosperity of Carlisle and Lancaster, and to regenerate the economies of the Furness Peninsula in Barrow, and in West Cumbria in Workington and Whitehaven;
- giving positive support to the sustainable diversification and development of the rural economy through the growth of existing businesses and the creation of new enterprise, particularly within Cumbria where there is a need to both develop high value business activities and sustain traditional economic activities. Prospects for growth in tourism, food and energy sectors should be developed, including promoting links between regional agriculture and production and retail facilities to reduce food miles and support local businesses;
- ensuring the safe, reliable and effective operation of the region's transport networks and infrastructure in accordance with the regional transport policies and priorities as set out in Chapter 8;
- supporting growth in service sectors, which will continue to act as significant employers within the region, and in which the greatest improvements in productivity can be made;
- improving the skills base of the region, including tackling skills deficiencies and concentrations of unemployment;
- providing sufficient and appropriate housing to support economic growth (Policies L2– L5);
- linking areas of opportunity and need.

### Policy W 5 - Retail Development

Plans and strategies should promote retail investment where it assists in the regeneration and economic growth of the North West's town and city centres. In considering proposals and schemes any investment made should be consistent with the scale and function of the centre, should not undermine the vitality and viability of any other centre or result in the creation of unsustainable shopping patterns.

Manchester/Salford and Liverpool City Centres will continue to function as the North West's primary retail centres.

Comparison retailing facilities should be enhanced and encouraged in the following centres to ensure a sustainable distribution of high quality retail facilities.

|                         |                   |                   |
|-------------------------|-------------------|-------------------|
| Altrincham              | Ashton-under-Lyne | Barrow-in-Furness |
| Birkenhead              | Blackburn         | Blackpool         |
| Bolton                  | Burnley           | Bury              |
| Carlisle                | Chester           | Crewe             |
| Kendal                  | Lancaster         | Macclesfield      |
| Northwich               | Oldham            | Preston           |
| Rochdale                | Southport         | St Helens         |
| Stockport               | Warrington        | Wigan             |
| Workington / Whitehaven |                   |                   |

## Appendix

Investment, of an appropriate scale, in centres not identified above will be encouraged in order to maintain and enhance their vitality and viability, including investment to underpin wider regeneration initiatives, to ensure that centres meet the needs of the local community, as identified by Local Authorities.

Retail development that supports entrepreneurship, particularly increasing the number of independent retailers, should be supported.

There will be a presumption against new out-of-centre regional or sub-regional comparison retailing facilities requiring Local Authorities to be pro-active in identifying and creating opportunities for development within town centres. There should also be a presumption against large-scale extensions to such facilities unless they are fully justified in line with the sequential approach established in PPS6. There is no justification for such facilities to be designated as town centres within plans and strategies.