



# LET'S TALK ABOUT HYDE

**A Masterplan for Hyde Town Centre**

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**01**

**Introduction**

## This masterplan will play a critical role in changing the external perception of the town centre while creating the framework for it to grow and flourish.

HemingwayDesign and WSP have been appointed by Tameside Metropolitan Borough Council to deliver a strategic masterplan that sets out an ambitious vision for the future of Hyde Town Centre.

Based on feedback from the community and stakeholders the masterplan has identified what makes Hyde different and celebrates its uniqueness to help create a place that people want to visit. The masterplan vision will:

- Celebrate the character of Hyde as a place, including preserving and enhancing its outstanding heritage assets;
- Make the town centre a child and family-friendly place;
- Support existing businesses and traders in revitalising the retail offer in the town;
- Providing places for independents, entrepreneurs and artisans to flourish;
- Increase the potential for Hyde Town Centre to provide a focus as a service centre for the growing population and diversity of the town and its wider hinterland
- Enhance the attractiveness of the town centre and encourage visitors to lengthen the stay

- Strengthen the role as an opportunity for increasing the residential offer within and adjoining the town centre.
- Realise the opportunity for development and regeneration of the vacant buildings and underused sites.
- Consider options for increasing the potential for size and type of office facilities
- Consider the opportunity to strengthen the culture and creative facilities

In short, it must provide the best for all the people of the town and the wider borough, a development built to last that future generations can be proud of. The town centre will embody a new sense of pride for local residents.

Transformation at this scale must be managed and takes time. Delivery of this ambitious masterplan proposes a series of ideas and principles to maximise benefits to Hyde Town Centre whilst also aiming to minimise negative impacts. It is important to provide the right conditions that will get the town centre back to its former glory, support the growth of local businesses, provide the right infrastructure, deliver quality spaces and places and set the groundwork that encourages the right type of future development and investment to come forward.



**A Masterplan will help to encourage future high quality investment into the heart of the town and support Tameside Council's ambitions to transform Hyde**

01. Understanding the site

The first stage of our methodology was to gain a comprehensive understanding of the town and its community. This was achieved through a series of site visits, reviews of policy and adopted strategies and desktop data collation.

With the baseline information gathered the team then carried out an intense analysis of the data and our findings to identify all the constraints and opportunities associated with regenerating the town centre.

02. Speaking to the community

Analysing plans and reports was valuable and provided a practical insight into the area but speaking with the community and spending time in the area was invaluable to our understanding of the issues and identifying possible solutions. An online survey was created for people to leave comments about the town and to advise us on what is special about Hyde, how it feels to be a resident, its problems and solution.

03. Vision & Objectives

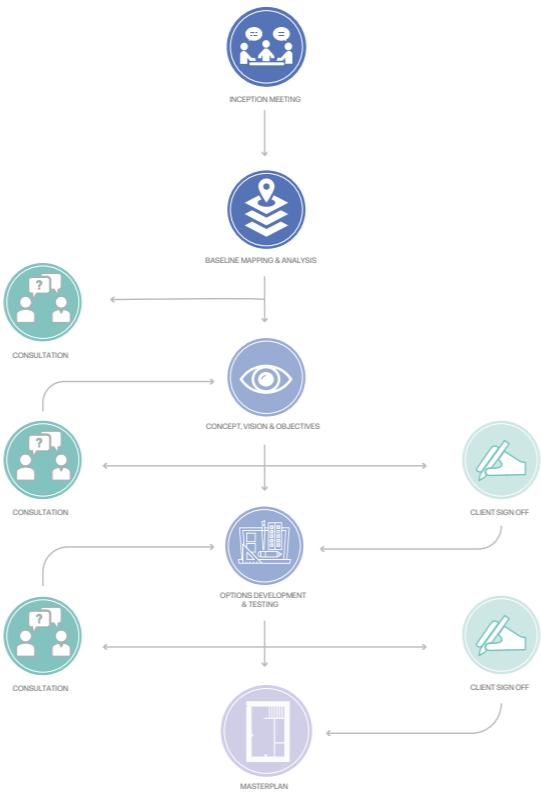
The results from the first two stages, including all community feedback, were evaluated and, in combination with the TMBC's initial brief and adopted planning strategies, used to confirm a vision for the masterplan. Design principles were defined that, when applied, ensured the project objectives are achieved.

04. Option Testing

In this phase we explored the methods and prepared a range of outline proposals that will achieve the project objectives. The options tested were a condensed version of the final masterplan; a series of plans that communicated the proposals and aspirations and acted as a catalyst to encourage comments and feedback.

05. The Masterplan

The final masterplan chapter contains a set of robust proposals that are based on the findings from the previous stages and the stakeholder's needs and aspirations. The proposals have been shaped through rigorous testing and consultation. The framework principles, defined at stage 3, will have informed all design decisions and led to a set of plans, diagrams and images that combined meet the objectives and vision.



02

**Strategic  
Regeneration**



### Strategic Context

Tameside forms part of the Greater Manchester sub-region, which is home to approximately 2.8 million residents and is made up of 9 authorities. The sub-region benefits from a strategic location adjacent to major cities including Liverpool, Manchester and Leeds, infrastructure connectivity including Manchester Airport and its location on the strategic road and rail network, providing connectivity to the rest of the UK.

Tameside's position, with its proximity to key economic growth drivers, leisure and recreation offers makes the borough an ideal location for businesses. In particular businesses looking for links and ease of access to markets and skills bases across the north as well as for skilled workers wanting to live within commutable distance of Manchester, Liverpool and Leeds, whilst enjoying an excellent quality of life afforded by its close links with the Peak District.





**Strategic Context**



Caption



Caption

**Tameside and its main town centres have become a focus for regenerative investment in recent years with a number of planned areas of growth. There are currently a number of ambitious plans for high levels of development and growth within the vicinity of Hyde Town Centre.**

Hyde Town Centre falls within the Hyde Triangle Located to the eastern edge of the Greater Manchester City Region. The Hyde Growth Triangle (HGT) is a key strategic growth opportunity focused around the transformational Godley Green Garden Village site. The HGT will maximise the economic growth opportunity presented by the scale of the Godley Green development site, to build on the lessons learned throughout the award winning housing led regeneration of Hattersley, to use the long term development of 2,150 houses in between Hyde Town Centre and Hattersley to drive innovation, increase high skill, high wage employment in sustainable growth sectors such as net zero technologies and modern construction techniques, to revitalise Hyde Town Centre by creating and to better link Hattersley to Hyde Town Centre through clear active travel routes.





03

**Understanding  
Hyde**

# The Market Square, created in the 1800s and operational in its original form for over 100 years, is still the focus of the town centre.

Although Hyde dates back to the 13th Century, as part of the grounds of Newton Hall, and grew to a small settlement focussed around Red Pump Street and Gee Cross by the end of the 18th Century, the Hyde we know today is a result of the industrial revolution. As with many of the Greater Manchester towns, Hyde population growth is associated with the cotton industry. In its 19th Century prime, Hyde contained 40 cotton mills. The streets of Hyde, civic buildings and original terraced housing stock were all built to house and support the mill workers. The Peak Forest Canal was also constructed during the industrial revolution to facilitate transport of the cotton goods.

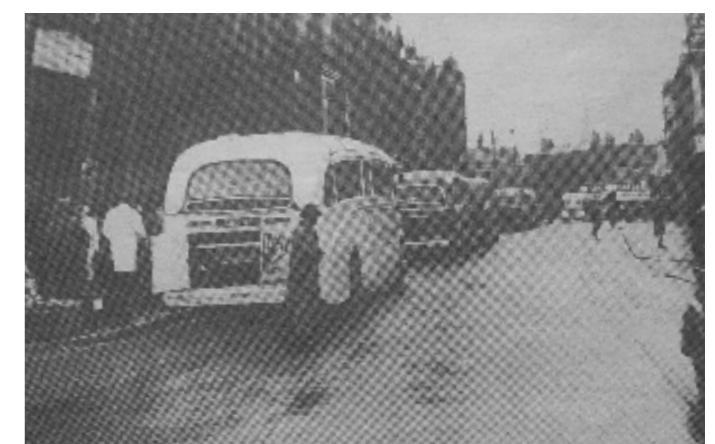
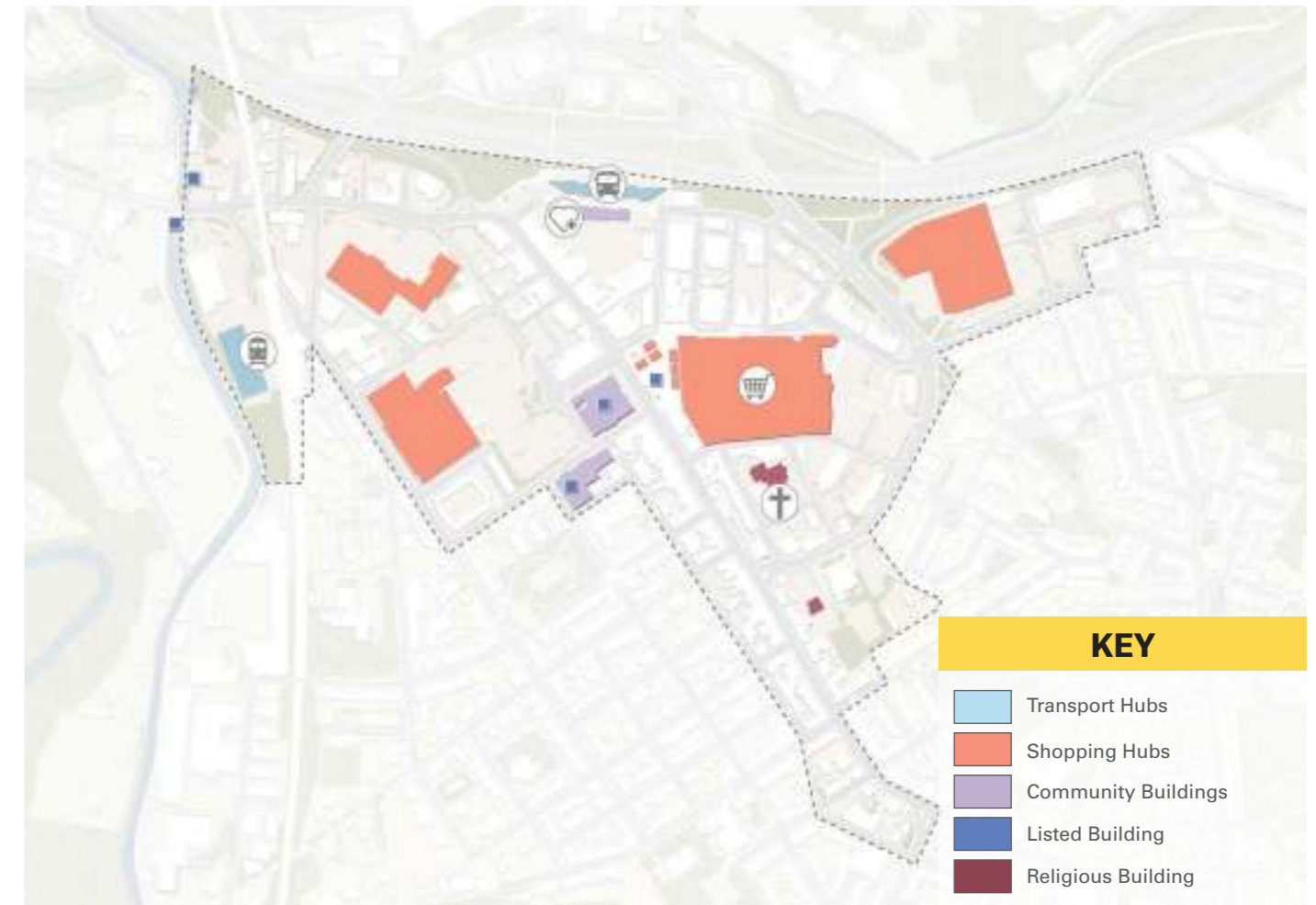
Hyde's identify changed during the 20th Century. The end of the industrial revolution required its residents to find a new purpose and its excellent transport infrastructure made travelling to Manchester accessible to everyone. Hyde therefore became a main commuter town to Manchester.

Hyde today still relies on elements of its heritage. The market square and the adjacent

town hall are still the focus of the town centre, Hyde Park and the Peak Forest Canal are still valued leisure locations, and scattered historic buildings add character to the built environment.

Market Street and Market Square have historically been the retail core of Hyde while Corporation Street its civic core, and the original location of the police station and post office. The Market Square, created in the 1800s and operational in its original form for over 100 years, is still the focus of the town centre.

The Clarendon Shopping Centre, located on the site of the original market, opened in the 1960s and was Tameside's second largest shopping and became a regional attraction. The traditional market stalls were separated into two areas; the indoor market located within the shopping centre, and the outdoor market located in the external market square located between the shopping centre and the town hall. The societal changes of the 21st century has seen footfall reduced with Hyde Town Centre resulting in the closure a retail units and a gradually failing market offer.



# Performance of the Town Centre

## Summary of Opportunities

The town centre has a number of positive characteristics, notably: a number of significant historic buildings and cultural attractions; a large town centre square; areas of green spaces close to the town centre core and the historic street frontages of Market Street which help to define key routes and spaces.

Unfortunately, there are also a series of identifiable negative influences on the character of the town centre, these include: large and “big box” building forms which are out-of-scale with the historic town centre; a proliferation of surface car parking at key arrival points which leads to a visual dominance of vehicles and traffic-dominated environments; and a busy road network surrounding the town centre core, which creates some barriers to pedestrian movement, isolating areas of the town and encourages car use.

In summary, considering all the above, the key Opportunities and issues to be addressed through the Masterplan Development Framework for Hyde Town Centre are highlighted on the plan (following page) and include:

- Positively changing the perceptions of the town centre, through high quality events and activities in the centre including temporary pop ups or ‘meanwhile’ uses to demonstrate change is happening.
- The opportunity to redevelop and diversify Council-owned assets to best effect. This includes making the most of the significant heritage and cultural assets that exist in the town centre such

as the Town Hall.

- Improving place-making, sense of place and public realm experience. Providing better amenity and experience will encourage people of all ages to visit and spend their leisure time in Hyde Town Centre.
- Ensuring that the town centre is accessible by all modes of transport. This must focus on sustainable modes of transport such as walking and cycling, and that appropriate infrastructure is in place to accommodate this. Similarly, improved access by bus and rail should also be incorporated into the Framework, including better public realm and connections from existing bus and rail facilities. Car parking should be considered across the town centre and future provision and demand assessed in the context of climate change and sustainability targets, co-locating facilities in multi storey parking where possible.

Supporting existing retailers and traders, by consolidating and enhancing the retail offer and responding to existing challenges and future trends to ensure a vibrant town centre for the existing community and future generations to enjoy.



*Meanwhile or pop up uses help to enliven spaces in the short term demonstrating change is possible and happening in an area*



Summary of Opportunities

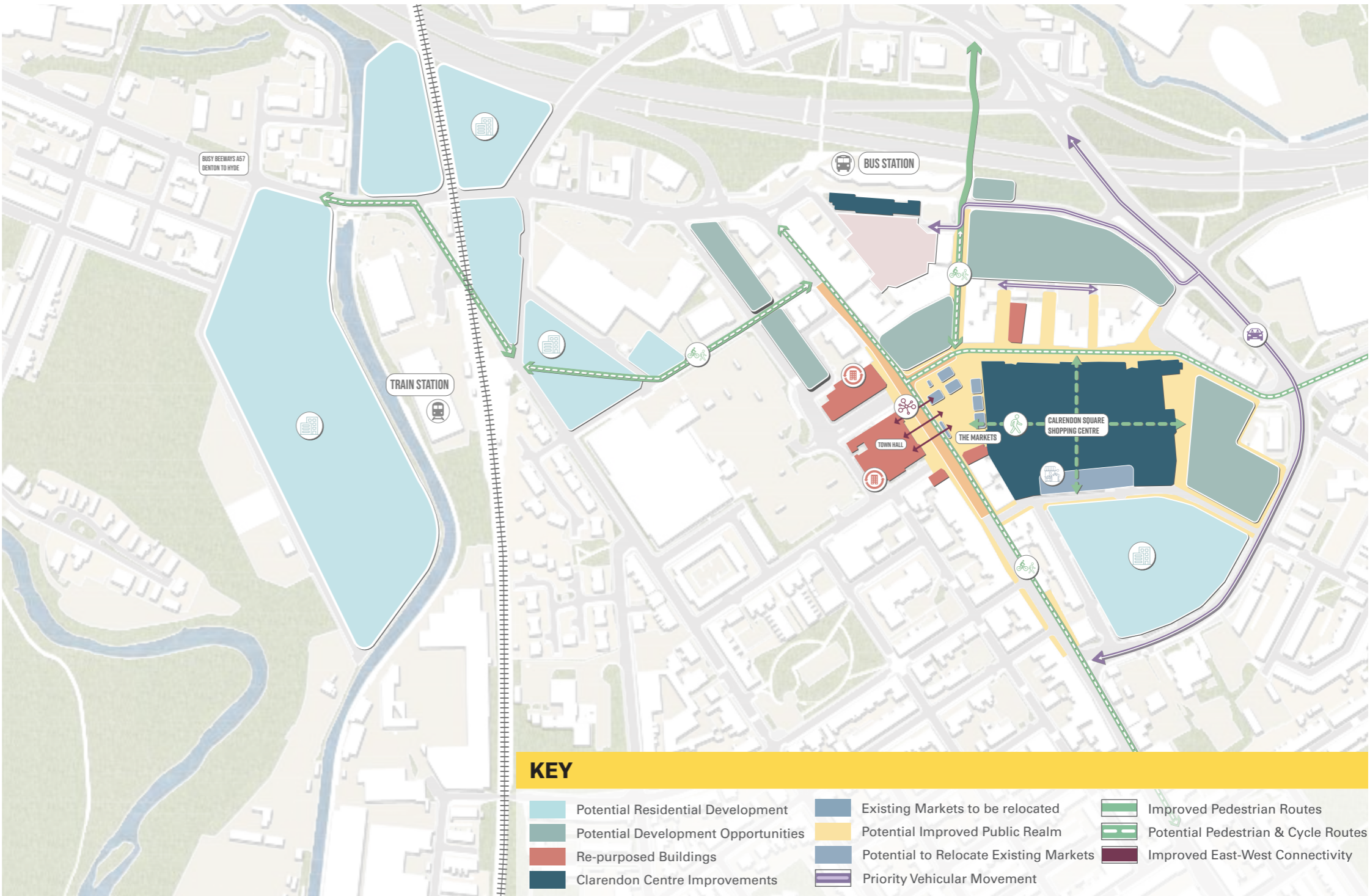
Supporting existing retailers and traders, by consolidating and enhancing the retail offer and responding to existing challenges and future trends to ensure a vibrant town centre for the existing community and future generations to enjoy.

The opportunity to utilise available development sites within the town centre and the potential of brownfield land and conflicting town centre land uses to contribute towards growth targets including the delivery of new homes.

Introducing a mix of new uses and diversifying the traditional retail offer through a mix of complementary alternative uses including food and drink, commercial, residential, as well as range of amenities and services.

In doing so, improving and enhancing the night-time economy and broadening the overall leisure, food & beverage opportunities within the town with a focus on families.

Delivering a quality town centre living offer to diversify the housing stock and to provide an alternative for those wanting to experience the new amenities in the town centre. This will appeal to a new socio-demographic and create a critical mass of new population who will provide footfall to support the night-time economy and invest in their local high street.



04

**The Views of  
the Community**



### Consultation Strategy

Over 1500 people took part in the initial fact-finding exercise, contributing to shaping the future of Hyde town centre.



#### Public Survey

Open from a four week period from the 5th of December 2022 to the 3rd January 2023, the initial fact-finding public online survey received 1,339 completions.

#### Pop-up Events

On Friday 9th December 2022, residents and visitors were invited to drop in to a pop-up shop located in the Clarendon Shopping centre to share their thoughts on the current town centre and desires for its future.

#### Workshops

The initial fact-finding exercise has been augmented by a series of workshops and one-to-one sessions with local stakeholders, community groups and individuals.

\* pop-up shop \* pop-up shop \*

# LET'S TALK ABOUT HYDE!

We are on a fact-finding mission and want to understand what you feel Hyde town centre needs to make it a better place to live, work, shop, socialise and visit.

Visit our pop-up shop located at 48-50 Rutherford Way, The Clarendon Square Shopping Centre to share your thoughts with us.

\* pop-up shop \* pop-up shop \*





## Summary and Key Themes

- In general, the feedback and consultation responses re-enforced our ideas and vision for Hyde particularly around the proposed role for Hyde Town Hall, principles to re-develop Market Square and the potential for new town centre living.
- The interventions surrounding public transport improvements and vehicular reduction within the town centre received a lower average score than we would have originally hoped.
- From interrogation of the responses it appears that this is due primarily to the discussions around the potential for pedestrianisation of Market Street. This one principle appeared to be a point for concern for local residents and that actually the vast majority of people agreed with the principles of improving public transport and making the town centre safe to walk in, but just not at the detriment of being able to drive down Market Street.
- The strength of opinion around the potential pedestrianisation of Market St has led to refinement and design alterations for the area that consider how we can still improve pedestrian safety in the area, but still maintain two way traffic for the majority of days.
- Other recurring messages within the consultation feedback included a strong public support for the former Hyde Library Building, desire to improve links to Hyde Park, the opinion from local residents that Hyde has been forgotten compared to Ashton and the need to support already existing community groups.



05

**Vision &  
Objectives**



**Hyde town centre will become a place known for its beating independent cultural heart , with a culturally focused, reimagined Town Hall and a rejuvenated market square that encourages socialising and events.**

**High quality sustainable town centre homes, independent retail and great transport links will allow Hyde to flourish and find its own unique identity within the context of Greater Manchester and the North West.**

## The Vision

**The creation of a clear vision helps to communicate the values and ideas which will drive the future development of Hyde. It will also continue to inform the development of aims and objectives for the area which respond to current and anticipated needs.**

The feedback from of our engagement has been considered and has shaped the vision, development principles and designs for key areas of the town centre.

The vision for Hyde Town Centre is mapped out to provide a future path for growth and regeneration. Key development principles are set out to guide new development, strengthen Hyde's USP and deliver this vision.





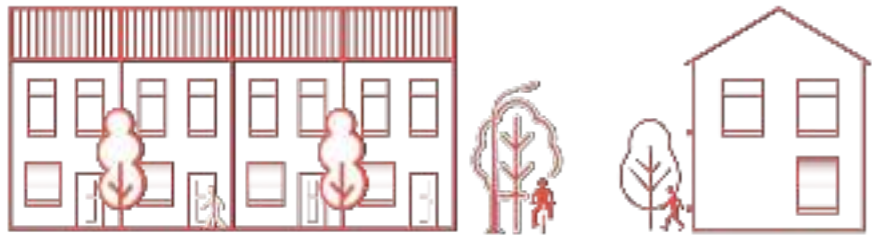
### Development Principles

#### Celebrate & Enhance Hyde's Culture & Heritage



The best of Hyde will be celebrated and given a new lease of life by bringing buildings back to life through creative re-use and enhancements of façades and shopfronts. Well designed and contextually driven public realm design will provide the backdrop, bringing pride back to the town's streets and landmarks bringing animation and creativity into the town centre.

#### Create a Safe, Desirable & Healthy Place to Live



Putting people at the heart of transformation, Hyde will provide new high-quality homes for all. Supported by first-class public services and excellent transport links, the proposals will build diverse, healthy, sustainable communities within the town centre.

#### Enhance Active Travel Connectivity & Better integration of Vehicles



The Masterplan seeks to enhance connectivity across the town centre, provide wider access to more sustainable and healthy ways to travel, and create a safer town centre. It strives to improve connectivity between the town centre and surrounding community assets, creating a walkable/cycle friendly town. Borough wide connectivity is also key to build upon the areas strategic location within Tameside and close to Manchester and the Peak District.

#### Create a Vibrant, Diverse & Sustainable Town Centre



The proposals will consolidate, enhance and diversify the town centre encouraging people to live, work and visit Hyde. Building on the town's strengths, the offer will expand beyond purely retail; encouraging people to stay longer and experience more that Hyde has to offer creating a more robust high street that can withstand changes to the economy.

#### Enhance Character, Placemaking & the Environment



A key aim of the Masterplan is to ensure that new public realm interventions create successful public spaces which are attractive, inclusive, easy to navigate and safe. This will help to increase footfall and encourage people to explore, rest and interact Hyde.

#### Unlocking the Town Centre Edges



The potential of the unforgotten edges of the town centre, currently dominated by vehicles and low quality land uses, will be realised by introducing new and enhancing existing connections. Redeveloping these areas will provide the space for the town to grow into, bringing greater diversity and vibrancy to the town centre. They will become welcoming gateways, setting the tone for an attractive, vibrant and green town centre.

06

**Masterplan  
Framework**

## The framework and illustrative masterplan detailed in the following sections have been developed in response to the understanding of place, spatial arrangements, connectivity, land use and property considerations.

The overall Masterplan is established through layering a series of spatial frameworks that implement the design principles in order to achieve the vision and its goals.

It is designed as a flexible plan that provides a clear structure and guidance as proposals come forward, without being prescriptive. The delivery section of this report sets out a phasing strategy which acknowledges that some projects are likely to be 'quick wins' whilst others are much longer-term aspirations.

The frameworks should guide regeneration efforts, future development and public realm improvements to create an attractive, vibrant, cohesive and sustainable town centre environment.

The emphasis in all the framework plans is on establishing a connected and characterful place with high value placed on Hyde's heritage and culture and existing assets with

the creation of a network of high quality public spaces to complement them.

The strategic frameworks look beyond the study boundary aiming to reconnect the town centre with its surroundings and heritage, while also considering the way that the town is accessed and approached. The frameworks set out strategic, spatial and development principles for the following concepts:

- Land Use
- Movement and Transport
- Public Realm and Placemaking
- Culture and Heritage

The Land Use framework describes the principles of regeneration, land use, development and improvement that should be met by projects within the town centre to ensure that the vision and objectives are realised.

The Movement and Transport framework focusses on improving pedestrian and cycle connectivity around the town centre. The study understands the importance of vehicular access to the town centre and this is still a focus, but a key aim is to prepare the town for a move away from excessive car use and towards healthier and more active modes of travel.

The Public Realm and Placemaking framework draws attention to the areas which can most benefit from improvements in order to enable the above and provide an attractive, inviting backdrop for economic and community life as well as promoting well-being through sociability. It aims to improve the experience of HydeTown Centre's main arrival spaces, linking them together into a network of high quality open spaces.

The Culture and Heritage framework. Hyde's past must be at the centre of its future. The markets, housing stock, community and civic buildings all need to play a critical role in renewing the town. All these elements need to be celebrated and, where necessary, re-purposed to meet the needs of a modern town centre.



*Options have been tested by the technical team and a 'baseline option' has been identified for the purpose of the illustrative masterplan. Notwithstanding this a series of potential options has been proposed with multiple scenarios for many of the proposed development areas. Further details of these options can be found in section 9 of this document.*



### Public Realm & Placemaking

Place making creates identity, improves perceptions of a community and uplifts aspirations. By doing so it creates pride and make a place more attractive for people, including existing and future residents.

The public realm will play a vital role within the regeneration of Hyde. Public realm will be key in connecting the key assets, providing the setting for new leisure & F&B developments, homes and existing cultural buildings within the town centre.

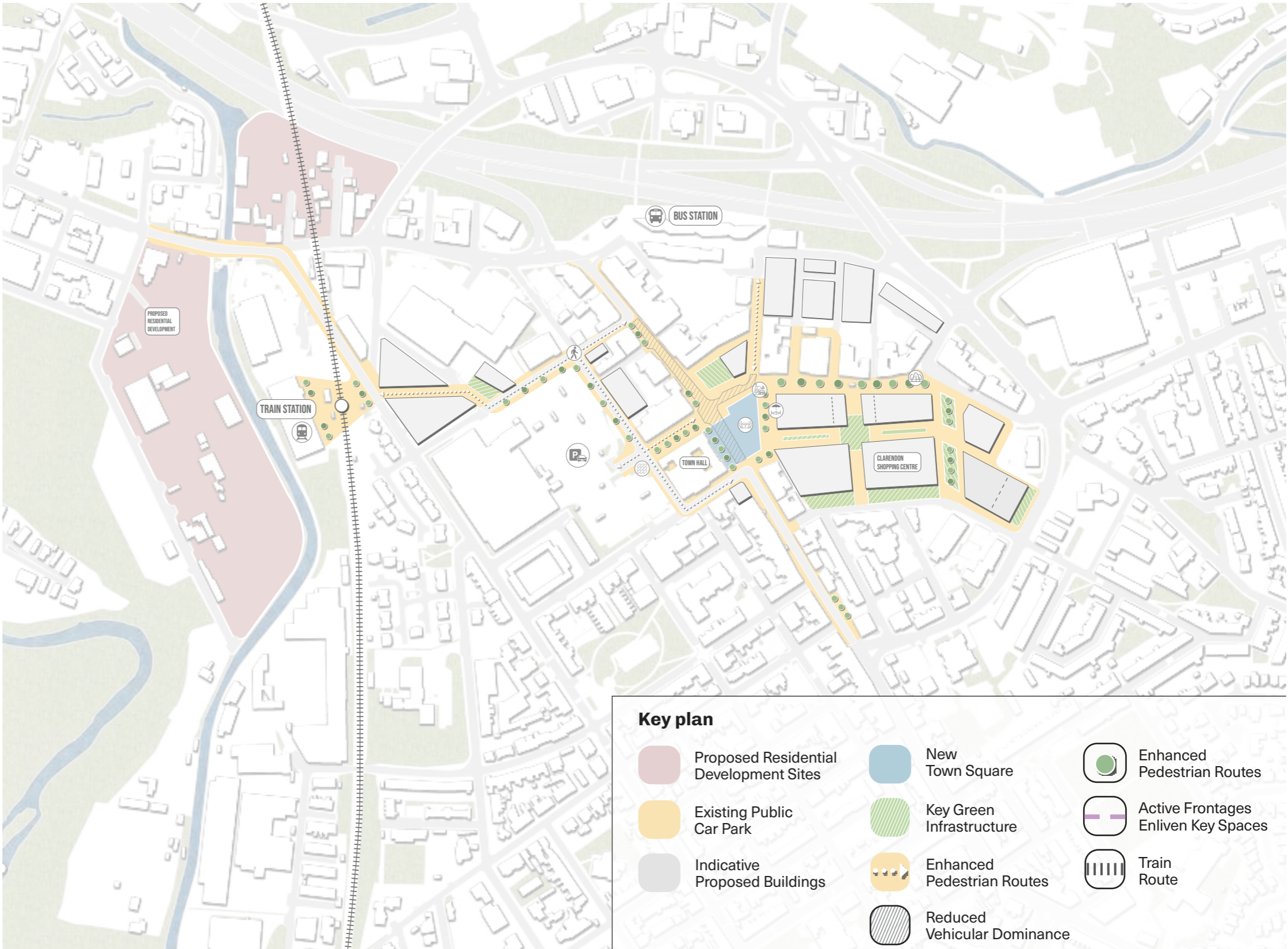
A series of key public realm projects will form structure and points of interest throughout the study area. Key arrival gateways into the town centre will be created through enhanced built form and open spaces.

The plan opposite defines the principles of creating and clarifying the hierarchy of the variety of streets and spaces within Hyde and links closely with the movement and connectivity framework which was set out previously.

This new improved network of public spaces provides the setting for a safe and attractive pedestrian network.

#### Key Public Spaces

The re-imagination of the market square adjacent to the Claredon Centre will be the primary public space in the town centre. This refurbished space will benefit from reduced traffic on Market Street and should look to embrace the now de-fragmented town hall. There is also an opportunity to bookend this historic space with a new plaza at the eastern side of the Claredon Centre, located on the current surface car park adjacent to KFC.





## Placemaking can create identity, improve perceptions of a community and uplift aspirations. By doing so it creates pride and make a place more attractive for people, including existing and future residents.

The health, social, environmental and economic benefits of high quality public realm cannot be over stated. More so now than ever, it is understood that access to nature and open space positively affect people's health and well-being, bringing towns and spaces to life as well as creating more resilient and sustainable urban areas. High quality spaces can:

- Create an environment for social interaction, physical activity and quiet contemplation
- Make a positive contribution to health and reduce stress
- Provide cultural opportunities encouraging investment and development of high quality facilities
- Create a wide and varied contrast of wildlife habitats
- Improve air quality through the planting of native trees and shrubs which absorb harmful emissions as well as cooling air
- Increase visual continuity and connectivity for the pedestrian through the provision of linked footpaths

- Attract investment and spur rejuvenation of commercial activity
- Contribute to a town's attractiveness as a visitor destination
- Add value to land and property
- Reinforce sense of place and increase dwell time

Hyde's spaces are often people's first encounter with the town. They are the 'front door' to visitors, businesses and residents and ensuring the masterplan designs, delivers improvements and then maintain spaces to the highest standards possible, is essential to the town's profile locally and regionally.

The public realm framework sets out areas for creation of new public realm and areas of enhancement. Driven by the movement framework and the aim of creating a pedestrian friendly town centre it encompasses the key primary public spaces, arrival points and gateways, building on and contributing further to the existing high quality public realm.

### Gateways

The masterplan identifies 4 strategic gateway sites within the study areas:

- The Railway Station
- The Bus Station
- Market Street / Union Street Junction
- Union Street / Mottram Road Junction

These gateways are located either busy road junctions or public transport hubs and reflect the general health and quality of the town centre. They are visible by all visitors arriving by any modes of transport and signal that the user is entering the town centre core. These gateways shape a visitor's first impressions of the town and should not be undervalued. These sites should be well maintained, contain green infrastructure and high quality interventions.



### Strategic Streets

The masterplan has identified 4 key routes that must be the focus of public realm improvements:

- The link from the train station to the town centre.
- Clarendon Street
- Market Place
- Market Street

These 4 strategic routes are critical to creating a successful town centre. The Movement and Transport framework proposed reduced vehicle traffic but this needs to be followed up with public realm works containing high quality materials, natural surveillance, green infrastructure, comprehensive wayfinding and coordinated street furniture

### Green Infrastructure

Hyde Town Centre is lacking in street trees and general green infrastructure (GI). Not only does GI improve the appearance of a place and contribute to placemaking, it also reduces carbon, improves air quality, increases biodiversity and help define spaces. SuDS measures can also reduce the pressure on the existing sewer and drainage network resulting in lower maintenance costs and avoiding the need for additional infrastructure investment.

Our masterplan proposed significant greening of the town centre through street trees and new raised planting beds. Every street within the town centre core, plus the strategic streets, should be tree lined.

Each of the gateways and the key public spaces should contain both trees and ornamental shrub planting.



## In towns like Hyde destination marketing and events, will be essential to placemaking and ensuring it stands out from other competing towns.

Creating events, enhanced spaces and animation to give community strength and purpose.

Building on existing community events and activities, new events can bring in trade, create community and add to the place making opportunities. This makes the place a better place to live. In the town centre, they can bring in additional custom that contribute to the wider vitality and viability.

The masterplan promotes the creation of flexible public realm spaces that can be used for a year round calendar of events or markets which will help to increase footfall and visitors to the town centre, publicise Hyde's assets to a wider audience and engender civic pride.

Street Art will enliven the town and is a platform for longer term impetus. It is also cost effective and a great tool for community engagement. Key assets within the town centre can be linked together through the development of an art and culture trail, combined with physical signposting. This

will become a key wayfinding principle to form strong connections to areas such and the masterplan.

As mentioned within the public realm framework; new development and public realm interventions across the town centre will incorporate well designed public spaces which can accommodate public events and festivals.

This will allow the promotion of a diverse and exciting annual programme of cultural events which will help to publicise Hyde's assets to a broader audience and engender civic pride.

Any redevelopment works must consider the opportunity of pop up or meanwhile uses, particularly within the town centre. Enabling temporary re-use of vacant retail and commercial spaces to provide affordable spaces for new creative and community uses to start up will reanimate the streetscene, whilst a permanent use is secured.





07

**The Masterplan**



### Illustrating The Vision

The illustrative masterplan shown opposite demonstrates how areas of development and public realm intervention will come together as a holistic strategy.

It responds to the key objectives, that were defined in the client's brief, the analytical stages of the masterplan design process and the results of the community engagement showing how the areas of change could be developed over the next 20 years.

The illustrative masterplan represents that vision, demonstrating the potential outcome of following the principles established in the frameworks. It demonstrates the form that the town could take through implementation of the masterplan.

It should be noted that this masterplan is illustrative only and is just one way that the design principles and objectives can be applied. Although all interventions shown here will deliver the vision, any future design work that differs from this arrangement must still follow the guidelines established in the Framework plans.



These proposals show along term ambition to promote a varied and high quality residential offer within close proximity of the town centre and transport links regionally.

Long term proposals would encourage redevelopment of areas on the fringe of the town centre. Redeveloping these areas will provide the space for the town to grow into, bringing greater diversity and vibrancy to the town centre. They will become welcoming gateways, setting the tone for an attractive, vibrant and green town centre.

The utilisation and activation of the Town Hall for cultural and community uses will play a key role in revitalising Hyde Town Centre.

Proposed redevelopments have a positive impact on the pedestrian routes from Hyde Central Station to the Town Centre.

These proposals show an indicative layout for the Clarendon Centre redevelopment. It reflects the principle objectives of this masterplan regarding pedestrian movement and interaction with the wider town centre



## The Quarters

The development framework describes the key areas of change identifying opportunities to enhance and re-animate parts of the town centre through appropriate interventions and re-development.

The development framework proposes the creation of distinct zones, highlighting the different characters of the town and clustering economic activity of similar uses. The aim is to provide an enriched and diverse experience in Hyde Town Centre.

### Western Residential

The area west of the town centre that currently consists of a mix of residential and semi-industrial buildings. This area also contains significant assets such as the railway station and Peak Forest Canal making it a strategically important area of the town that is not reflected within its current land use and condition.

### Town Centre Core

The Town Centre core is the heart of the town and contains the markets, shopping centre, town hall and market square. This is the historical centre and has been the focal point of the town for over 200 years.

### Southern Residential

This southern fringe lacks a clear identity due to its mix of architectural styles and diverse land use. Its current dominant use is residential but suffers from a fragmented grain due to ad-hoc 20th century developments that ignore the local character and street structure.

### Northern Development Zone

A key area of the town due to its proximity to the core and location of the bus station. The current land use is a mix of office space, semi-industrial and retail. This area also contains one of the key gateway sites and must be passed through to reach Hyde Park.





## The Quarters

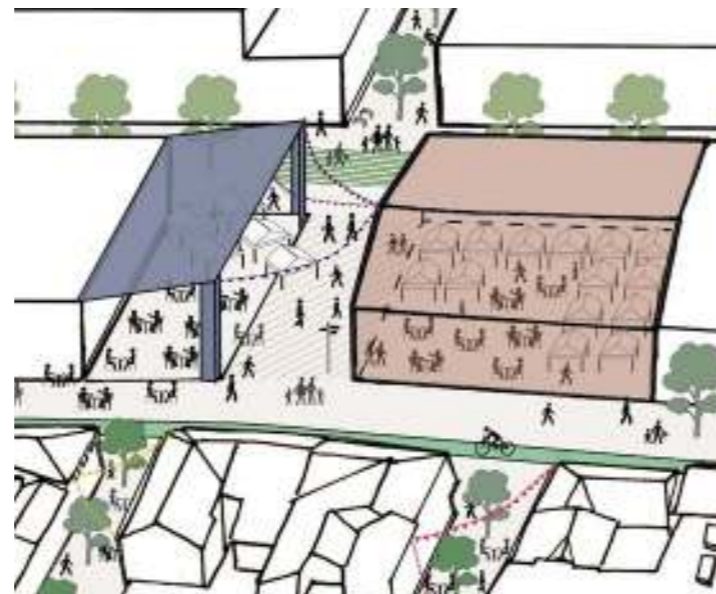
### Town Centre Core

### Design Principles

The masterplan proposes a series of interventions for the town centre core that focus on diversifying the offer introducing exciting new uses and improving the pedestrian realm.

As with the illustrative masterplan the detail within the projects are not fixed and there are many arrangements that would achieve the objectives set out in the Framework.

1. Re-purposing the Town Hall and the adjacent market square as a regionally significant cultural destination. Creating a flexible space to support a programme of entertainment and cultural events to attract visitors into the town centre.
2. Reducing pedestrian conflict in key areas of the town centre, creating a safe, attractive public realm.
3. Enhancing connectivity across the town centre, providing wider access to more sustainable and healthy ways to travel, creating a walkable/cycle friendly town.
4. Re-development of the Clarendon Shopping Centre, helping to improve permeability of visitors through the town centre and considering it's offer and how it interacts with the neighbouring streets.
5. Relocation of the existing indoor and outdoor market facilities into new, flexible units on Market place, diversifying their offer within a prime location.
6. Consider key development sites within the town centre to create attractive gateways into the area and diversify the town centre offer.



The markets are re-located to new, high quality facilities in a prime location on Market Place.



Market Square will become a flexible, high quality public realm environment suitable, for markets and events.



The Town Hall can be re-purposed to be a vibrant cultural hub for Hyde and the wider borough. The newly pedestrianised areas around it create a flexible space for it's activities to spill out.



## The Quarters

### Town Centre Core

## Key Interventions - Town Hall

Hyde Town Hall is a locally treasured heritage asset, and its re-use and activation can play a key role in revitalising the town centre. The public survey reinforces this, with many respondents expressing desire to see the Town Hall enhanced and utilised for cultural and community uses.

Utilising the Town Hall as community and cultural hub can help to create a more vibrant and liveable town centre, and contribute to the economic, social, and cultural well-being of the town centre through: building civic pride and identity, increasing town centre footfall, promoting diversity and inclusion, supporting entrepreneurship, unlocking economic opportunities, and place marketing.

Whilst a detailed study of the Town Hall has yet to be undertaken, there are examples up and down the country of town halls being successfully reconfigured and re-imagined to accommodate a range of functions, unlocking their potential to deliver social value as well as revenue for the local area.

Future uses and activations within Hyde Town Hall could include: live music, concerts, performances and screenings; creative and well-being activities and workshops; public facing cafe/restaurant/bar; flexible office and studio spaces for startups and creative industries; youth zone - space and facilities for young people to get together and 'hang out'.



### Precedent: Stretford Public Hall

Stretford Public Hall is a community-owned, multi-purpose building. The building is owned and run by a charitable Benefit Society, Friends of Stretford Public Hall.

During the mid-twentieth-century the Hall served as a community centre and popular live music venue, before falling in to disrepair. Following refurbishment works the Hall served as council offices for a brief period in the mid-1990s before re-opening once again as Stretford Public Hall in 2017. Today Stretford Public Hall provides accessible community space, and is home to a varied programme of projects and activities, ranging from health and wellbeing activities, to singing and arts classes, live music nights and a community cinema.

As well as the activities provided by the Hall, a wide variety of local groups and organisations also run activities, classes, and support services at the venue.

The Hall offers several affordable studio spaces, within its shared artist studios. Lofthouse, the hall's co-working space provides working space for creatives, and startups. Since Lofthouse was set up in 2017, the space has supported over 45 small businesses and freelancers, through the provision of affordable workspace.

Additionally, Stretford Public Hall offers a wide range of rooms and spaces available for hire, including the Ballroom, foyer, and other meeting/conference spaces.





Re-envisioned Town Hall - Illustrative View





Market Square and Clarendon Centre - Illustrative View



## The Quarters

### Town Centre Core

## Key Interventions - Areas for Town Centre Growth

Located east of the shopping centre are a number of surface car parks and a KFC drive through. Surface car parks are an inefficient use of town centre land and poor aesthetics fail to create an attractive gateway into the town centre.

The proposed new arrangement of the shopping centre creates an open avenue linking the Town Hall to this site both visually and physically.

Our masterplan identifies this area as a key development site. We appreciate the need for avoiding any reduction in car parking number and therefore propose either a new multi-storey or decked car park with the condition that the ground floor should have 360deg active frontages. The new car park could also be incorporated into the higher levels of any new development building.

The arrangement of this development will depend on the end use and land assembly but would advise that an open plaza is located at the end of the east to west avenue which will act as a book-end to the Market Square. Any building elevation facing this avenue should also respond to the distant, yet visible Town Hall building.

End uses that would contribute to the town centre's regeneration would include retail with F&B or leisure with potentially rooftop sports pitches.





## The Quarters

### Northern Development Zone

#### Clarendon Street and Connection to Hyde Park

Due to the pedestrianisation of Clarendon Steet there is an opportunity to improve the link between the town centre and bus station. A further connection to Hyde Park needs to be considered too. Ideally a new motorway bridge would provide direct safe access, but the funding needed for this would have a bigger impact on improving the town centre if spent elsewhere. Access improvements could be introduced in terms of wayfinding, signage and simple public realm improvements.

#### Clarendon Steet Car Park

Here is another example of an inefficient surface car park. In this location it is screened by a number of buildings so doesn't quite have the same negative influence on the wider town.

This site should be seen as a development zone but any intervention needs to consider the loss of parking and include active ground floor frontages.



Clarendon Street - Illustrative View



08

**Delivery & Next  
Steps**

## Delivery

### Introduction

This Masterplan has been created with emphasis placed on delivering an aspirational place which retains the inherent character of Hyde to encourage a tangible sense of civic pride.

It is targeted towards deliverable and place focussed interventions which will deliver a vision that meets the needs of the existing and future communities within the town. The goal is to attract investment, improve the quality of life for the people who currently and will, one day, live and work there as well as positively contribute to the town's economic, cultural and social well-being in providing long term opportunities and brighter futures for everyone.

### Implementation and Delivery

Regeneration and development is a continuous process and this masterplan builds on previous work. In the same way this masterplan is not the 'final-word'. It is a strategic framework for the delivery of infrastructure and development in order that all landowners, investors, developers and public sector agencies 'pull in the same direction'.

Hyde, like Manchester and the wider UK economy, is reeling from the impacts of Covid. The global pandemic has had a profound effect on the way that we live and work and the 'new normal' is still developing. One impact of the pandemic has been to accelerate the move to online retailing with a dramatic effect on high-street shops. This is particularly the case for secondary towns where there is less of an experiential offer.

That said the move to more local delivery of shops and services and the 15-minute neighbourhood provides new opportunities for smaller towns and service centres. There are now many and varied opportunities for investment and development in Hyde as outlined herein in the development framework. In this respect the masterplan is flexible to accommodate changing market circumstances and occupier requirements.

It is apparent that the private sector will have a key role in the delivery of the proposals set out within this masterplan, specifically the redevelopment of the Clarendon shopping centre. However, the Council have an essential role in facilitating development and collaborating with private developers, land owners and other stakeholders to ensure the proposals are successfully delivered. As well as being the local planning authority the Council also has powers related to land assembly to assist in regeneration including the use of Compulsory Purchase Orders. The Council will be responsible for securing government funding and ensuring that developer contributions in the form of S106 payments are utilised effectively and provide significant community benefits across the town. This will encourage further development within the town, providing confidence in the market.

Crucially the successful delivery of the master plan will involve local stakeholders. Shopkeepers, local business owners, community groups, landlords, shoppers, residents and visitors all need to be involved if Hyde Town Centre is to realise its full potential.

### Priorities and Phasing

Key to the success of a masterplan is the delivery of the proposals and strategies contained within the masterplan. Therefore, it is important to understand the timing and delivery of each of the proposals to ensure that noticeable change occurs early on. This provides confidence for investors and other relevant stakeholders, key in delivering the masterplan.

It is clear that there are a number of proposals which can be delivered in a short period of time (1-2 years). These proposals have a relatively low cost and have a low planning risk, this includes the public realm improvements, including the provision of tree planting and street furniture. In contrast there are a number of proposals which will involve a longer timescale, given the nature and scale of the development involved. This relates to the larger scale projects, such as the redevelopment of the Clarendon Shopping Centre. This will take a significantly longer amount of time and poses an increased planning risk. Moreover, the property is not within the ownership of the Council and therefore is reliant on the owners to facilitate the development. The timing of such development is likely to take longer (5-10 years).

The successful delivery of the masterplan will be reliant upon the ability to be adaptive to the changing priorities, the availability of funding and the changing economic, social, and environmental factors which affect the baseline conditions. It will be important to review the delivery strategy annually, to ensure that where there are opportunities for development to be brought forward earlier, these are actioned. A series of pre agreed indicators could be used to evidence progress as well as seeking out the views of users of the centre through an annual survey.



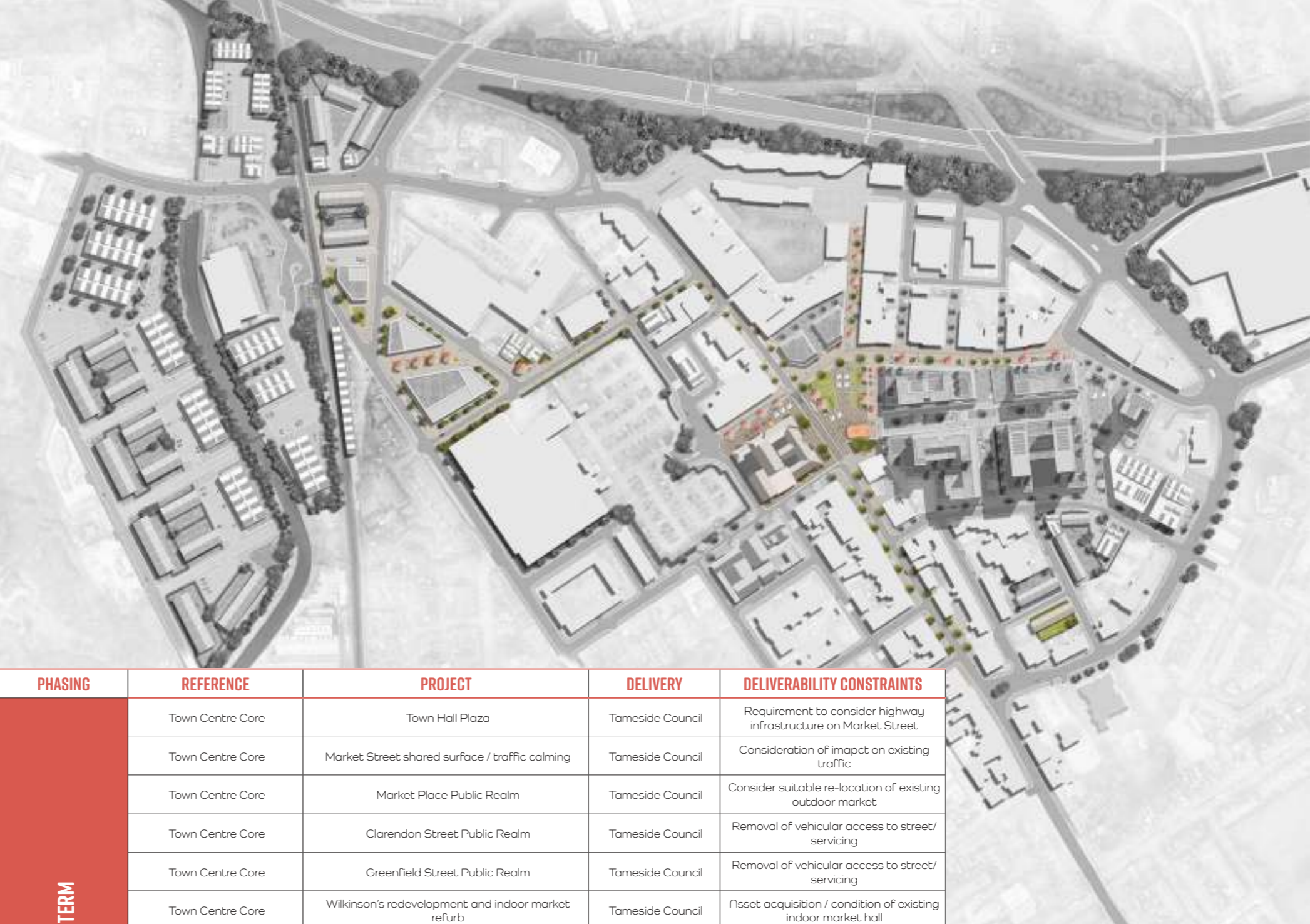
This Masterplan has been created with emphasis placed on delivering an aspirational place which retains the inherent character of Hyde to encourage a tangible sense of civic pride.

It is targeted towards deliverable and place focussed interventions which will deliver a vision that meets the needs of the existing and future communities within the town. The goal is to attract investment, improve the quality of life for the people who currently and will, one day, live and work there as well as positively contribute to the town’s economic, cultural and social well-being in providing long term opportunities and brighter futures for everyone.

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The following plans and tables intend to show how the identified interventions could come forward over short, medium and long term. It is important to understand that these projects have been classified based on several factors, including complexity, known challenges and ownership. The proposals are by no means rigid and timing of any proposed intervention could vary considerably based on many factors, including available funding streams, market and private investment opportunities.



PHASING	REFERENCE	PROJECT	DELIVERY	DELIVERABILITY CONSTRAINTS
SHORT TERM	Town Centre Core	Town Hall Plaza	Tameside Council	Requirement to consider highway infrastructure on Market Street
	Town Centre Core	Market Street shared surface / traffic calming	Tameside Council	Consideration of impact on existing traffic
	Town Centre Core	Market Place Public Realm	Tameside Council	Consider suitable re-location of existing outdoor market
	Town Centre Core	Clarendon Street Public Realm	Tameside Council	Removal of vehicular access to street/ servicing
	Town Centre Core	Greenfield Street Public Realm	Tameside Council	Removal of vehicular access to street/ servicing
	Town Centre Core	Wilkinson’s redevelopment and indoor market refurb	Tameside Council	Asset acquisition / condition of existing indoor market hall
	Town Centre Core	Removal of permanent market stalls and provision of pop-up	Tameside Council	Consultation required with existing market traders
	Town Centre Core	Re-purpose Town Hall to vibrant cultural Hub	Tameside Council	Re-location of existing tenants/ building condition
	Town Centre Core	Public Realm & GI improvements to Market Street	Tameside Council	Potential clash with existing services
	Western Residential	Public Realm and enabling works including improved route from station to town centre	Public / Private	Extent of council owned land provides limited room for improvements.
	Northern Development Zone	Public Realm Improvements	Tameside Council	Extent of council owned land provides limited room for improvements.
	Southern Residential	Public Realm Improvements	Tameside Council	Extent of council owned land provides limited room for improvements.
Southern Residential	Former Hyde Library Redevelopment - Resi/Mixed Use	Tameside Council	Condition of existing building / Delivery mechanism	





PHASING	REFERENCE	PROJECT	DELIVERY	DELIVERABILITY CONSTRAINTS
MEDIUM TERM	Northern Development Zone	Astoria building acquisition and development	Public / Private	Asset acquisition / condition of existing building
	Northern Development Zone	Highway rationalisation to enable Market Place pedestrianisation	Tameside Council	Impact on adjacent highway infrastructure
	Northern Development Zone	Rhino Piling acquisition to enable highway rationalisation and development	Public / Private	Acquisition/relocation of existing uses
	Northern Development Zone	Tameside Caravans acquisition to enable highway rationalisation and development	Public / Private	Acquisition/relocation of existing uses
	Northern Development Zone	Royal Mail acquisition to enable highway rationalisation and development	Public / Private	Acquisition/relocation of existing uses
	Southern Residential	The Car Hut land acquisition to enable residential development	Public / Private	Acquisition/relocation of existing uses
	Southern Residential	JR Hughes land acquisition to enable residential development	Public / Private	Acquisition/relocation of existing uses
	Southern Residential	Former Iceland building to enable residential development	Public / Private	Acquisition/relocation of existing uses





PHASING	REFERENCE	PROJECT	DELIVERY	DELIVERABILITY CONSTRAINTS
LONG TERM	Town Centre Core	Re-development of Clarendon Centre into a retail focused mixed use offer with public realm	Public/Private Partnership	Phasing of development to minimise impact on town centre
	Town Centre Core	Land acquisition to enable development opportunity	Public/Private Partnership	Acquisition/re-provision of car parking facilities
	Western Residential	Edward Street acquisition for potential Residential development	Public / Private	Acquisition/relocation of existing uses
	Western Residential	Raglan Street acquisition for potential Residential development	Public / Private	Acquisition/relocation of existing uses
	Western Residential	Canal Street acquisition for potential residential development	Public / Private	Acquisition/relocation of existing uses
	Western Residential	Cross Street acquisition for potential residential development	Public / Private	Acquisition/relocation of existing uses

