

Stalybridge West

Regeneration

Delivery Strategy and Development
Prospectus

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1.0 Introduction

1.1 Background

The Council has identified Stalybridge Town Centre, as one of its priority areas to deliver the objectives of the Tameside Inclusive Growth Strategy 2021-26 in making our town centres hubs for living, culture, employment and services supporting a sustainable retail sector.

Stalybridge Town Centre was selected as Tameside's focus for the GM Mayor's Town Centre Challenge in 2018. Initial work to plan and progress the delivery of Stalybridge's Town Centre Challenge was co-ordinated by the Stalybridge Town Centre Challenge (STCC) Board.

The Stalybridge Town Centre Challenge Action Plan – Our Place Our Plan which set out the aspirations for the town centre. A consultation and engagement process was held during October 2018, to capture the views and aspirations of the local community. Engagement activity generated considerable public interest through survey responses and attendance at a drop in event. This engagement informed the preparation of the Stalybridge Town Centre Challenge Action Plan – Our Place Our Plan (2019) which set out the aspirations for the town centre.

The Stalybridge Town Centre Delivery Framework approved in January 2024 supports the themes of the Action Plan primarily focussing on increasing the town centre population, repairs to heritage buildings and improvements in access to public transport and associated public realm works, in turn enhancing the overall environment. The Delivery Framework provides an overarching strategy for the delivery of major regeneration, attracting new investment, maximising the impact of current opportunities, the future development of formal planning policy, and helping to avoid piecemeal development.

The delivery of £19.9m in external capital funding from the UK Capital Regeneration Projects scheme administered by the Department for Levelling Up, Housing and Communities (DLUHC) to March 2026 and completion of the High Street Heritage Action Zone (HSHAZ) programme through Historic England in March 2024 will have a significant impact on the town's regeneration.

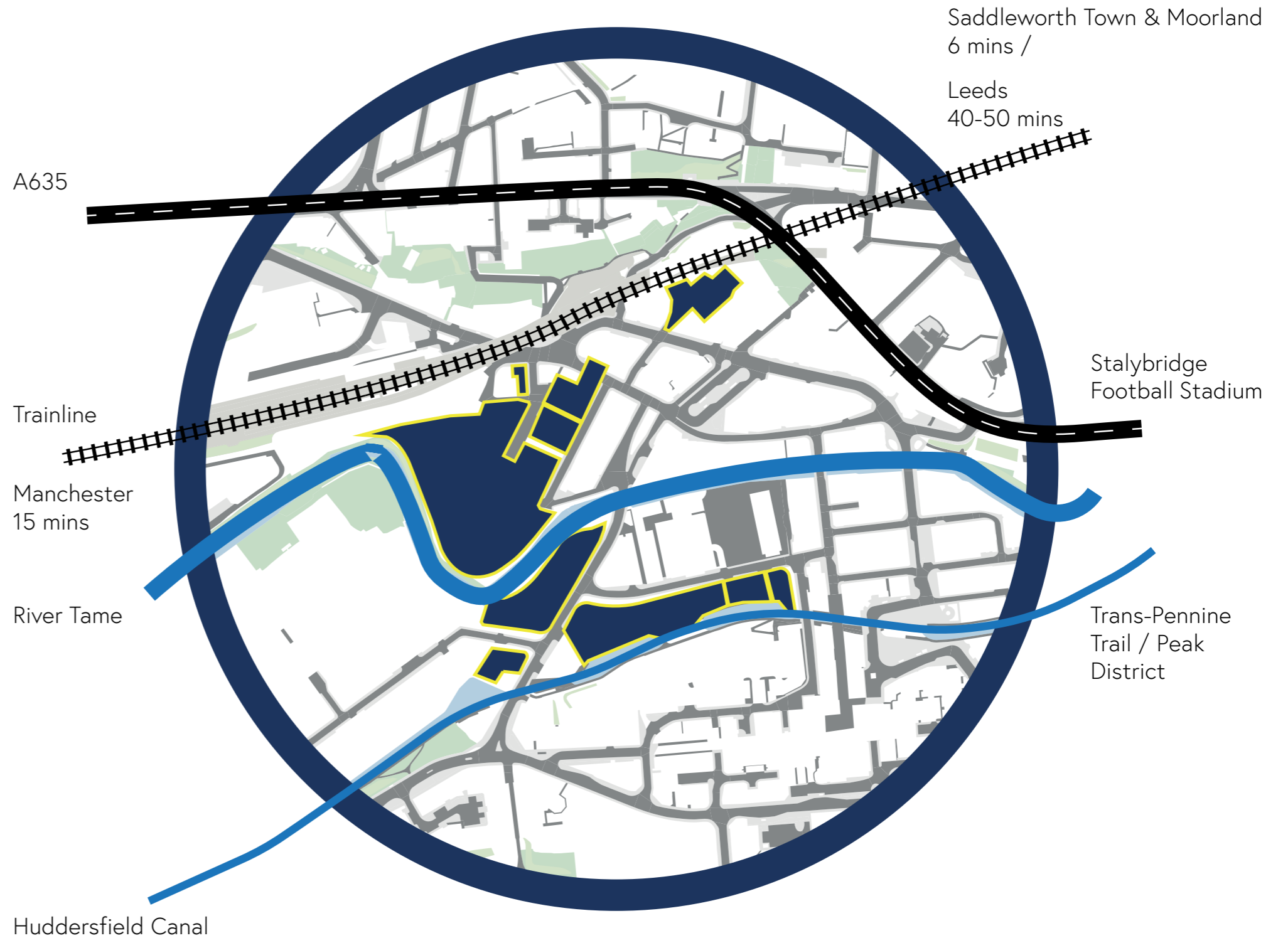
The specific proposals within this prospectus currently achieve c270 new homes solely utilising the sites under TMBC ownership at present that can come forward as a first phase and catalyst for further residential growth. Enabling infrastructure will be delivered by the Council to support this development utilising £11.1m of Capital Regeneration Projects funding.



2.0 Site Analysis

1.2 Location

We have highlighted both the excellent transport links afforded by the existing road network, rail station and bus terminus along with the town's position at the foot of the Pennines with excellent access to open green space. The location of the sites within the town centre is also a key factor with access to all the above along with the existing town centre amenities that are within a short walking distance.



3.0 Historic Analysis

3.1 Historical Overview

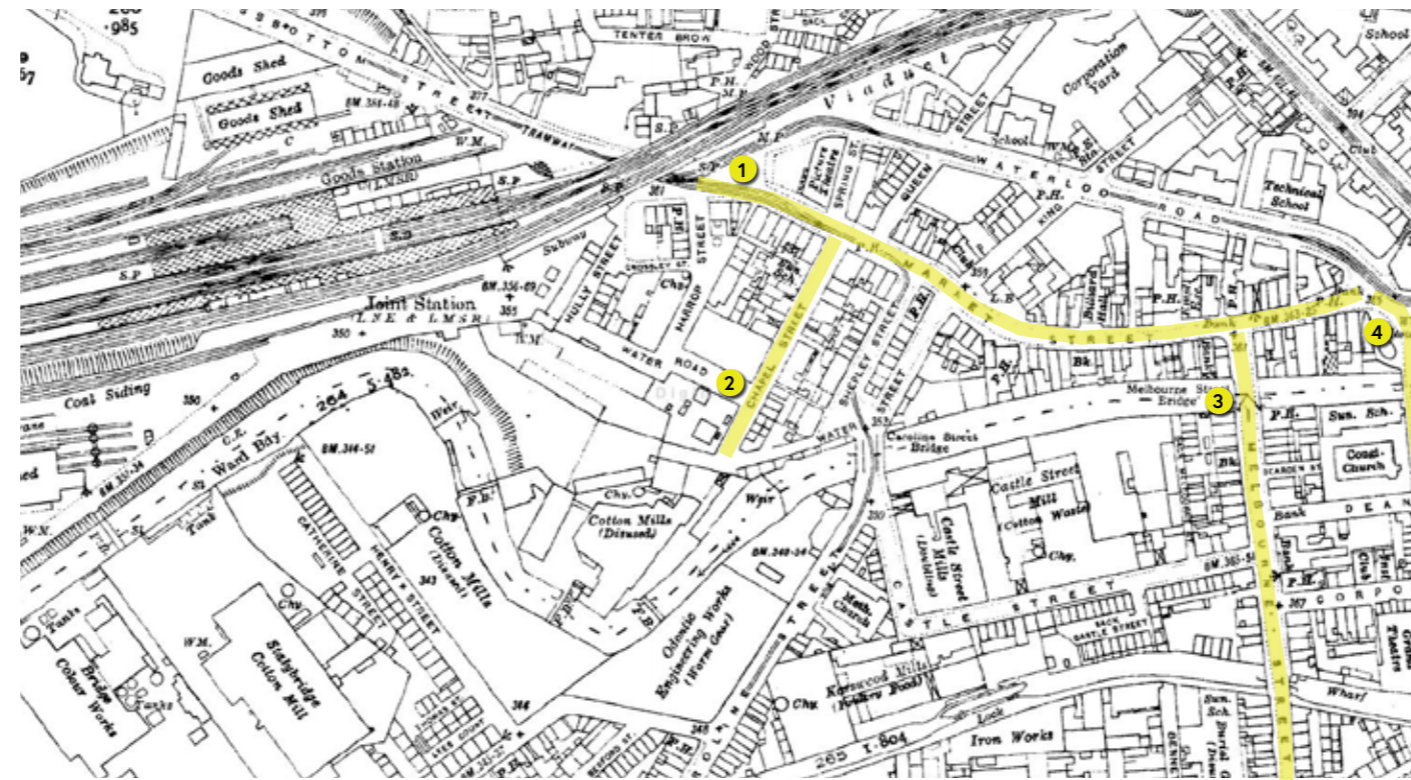
Textile and Cotton Industry

Through the industrial revolution Stalybridge became renowned for the manufacture of cotton and textiles. This resulted in the development of a number of factories and mills around the town which built a rich identity in industry. Whilst many of the factories were left derelict post war the surviving mills play a significant part in the identity of today's Stalybridge Town Centre.

Historic Axes

The adjacent historic maps demonstrates that key axial streets such as Market Street, Melbourne Street, Chapel Street & Trinity Street. Access via the trainline has remained, however the maps demonstrate that the Tramline via Market Street ceased operations by the 1960s.

Notably, the River Tame is still present and bisects the site. However, its purpose and use has changed considerably, as it was historically used to power the cotton mills.



Historic Map: 1920



Heginbotham's Brewery, Stalybridge

- 1 Market Street
- 2 Chapel Street
- 3 Melbourne Street
- 4 Trinity Street

Cotton Mills

Stalybridge has been influenced and historically enriched by the presence of the Cotton Mills and pitched domestic structures.

This industrial language is identified as a key driver for material characteristics of red brick, slate roof and areas of stone banding.



Technical School, Stalybridge



Market Street, Stalybridge



View West from High Street & Binns Street, Stalybridge

3.2 Conservation Area & History

The heart of Stalybridge was designated as a conservation area in 1991 and is described by Historic England as an attractive Pennine town with strong historic character.

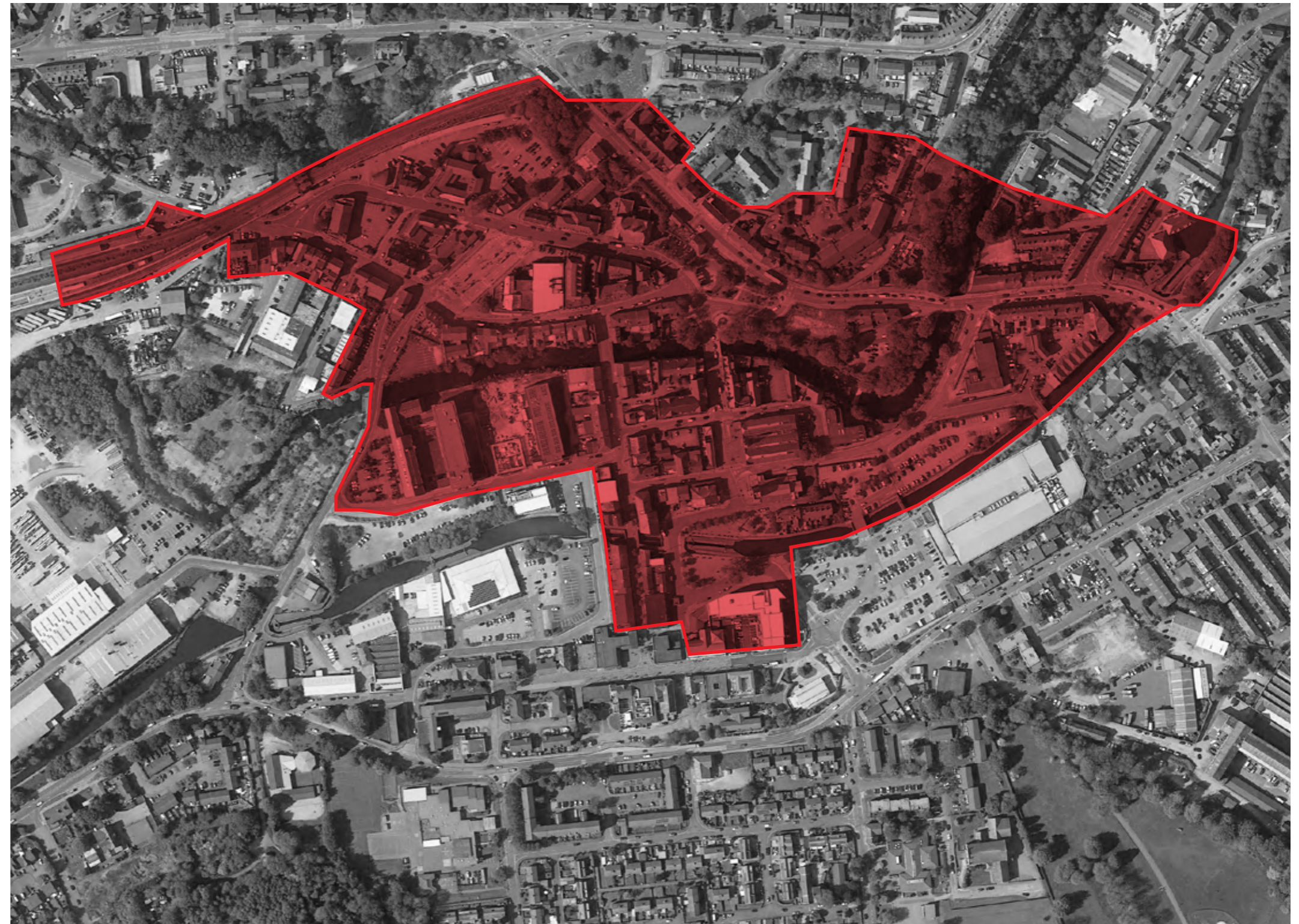
Until the late 18th century Stalybridge was a rural settlement with a population of 150 inhabitants. Some of the oldest cottages built in 1721 exist today at the bottom of Cocker Hill.

Development through the 19th century was extensive and largely chaotic as the population swelled due to industrial growth with the introduction of cotton mills and use of the canal system.

However the cotton industry began to decline in the 20th century and by 1932 the town's largest mills had closed, with others failing after the second world war.

The derelict mills provided a bleak back drop for a time, however the fact that many historic buildings survive now provides an opportunity for future sensitive development.


* Stalybridge Town Centre Conservation Area Appraisal. Tameside Metropolitan Borough



Stalybridge Conservation Area



Victoria Market - Trinity Street

 Defined Boundary

3.3 High Street Heritage Action Zone

Stalybridge was selected as Tameside's focus for the GM Mayor's Town Centre Challenge in 2018. Initial work to plan and progress the delivery of Stalybridge's Town Centre Challenge has been coordinated by the Stalybridge Town Centre Challenge (STCC) Board, a working group including representatives of the local community, supported by the Council.


A consultation and engagement process was held during October 2018, to test the views of the local community against the aspirations of the Board. Engagement activity generated considerable public interest through survey responses and attendance at a drop in event.

With £1,275,000 of government funding, delivered through Historic England, the HSHAZ has resulted in improvements to the Civic Hall and Market Street.

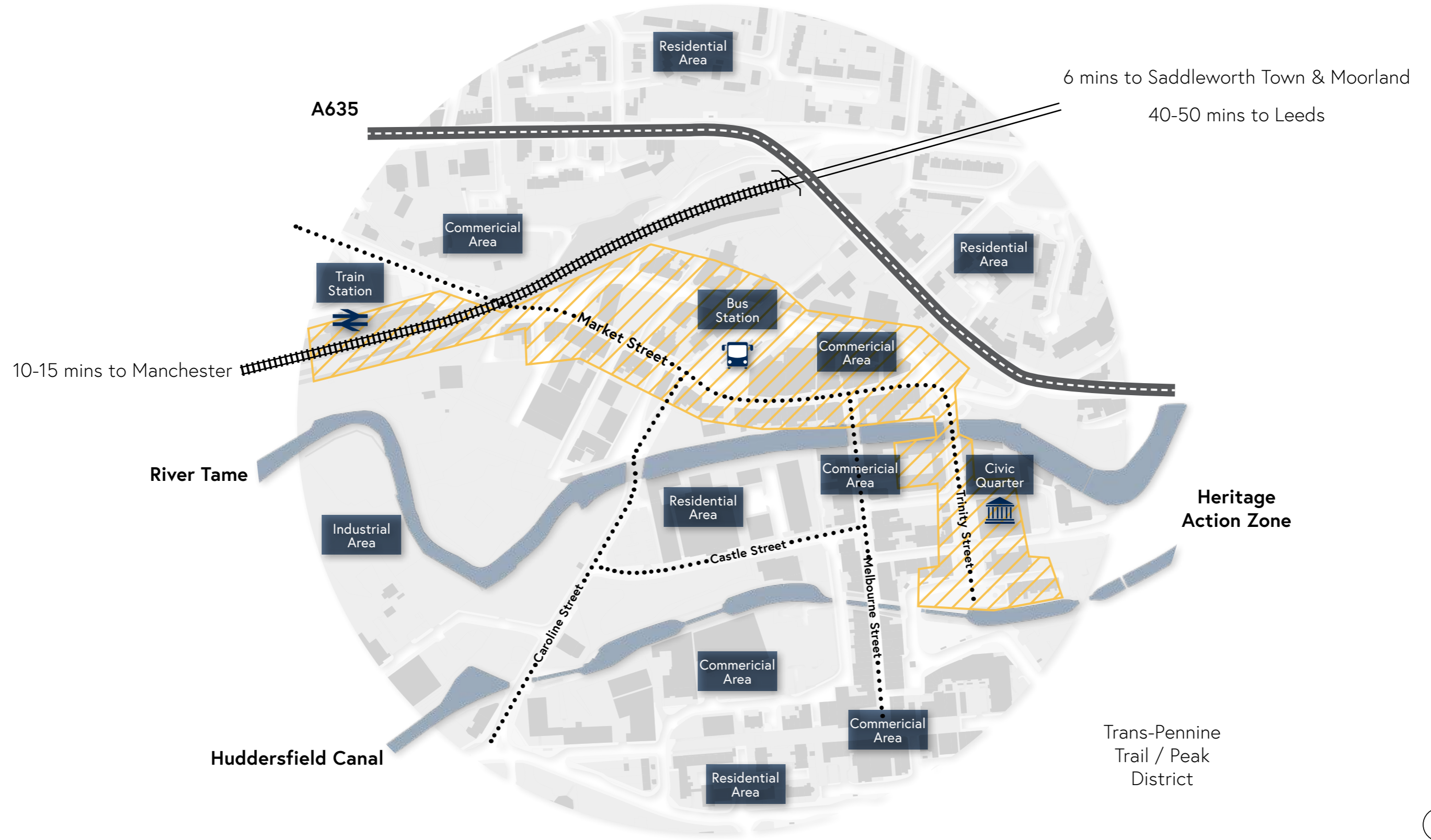
* Historic England - Stalybridge High Street Heritage Action Zone



Stalybridge Highstreet Action Zone

 Defined Boundary

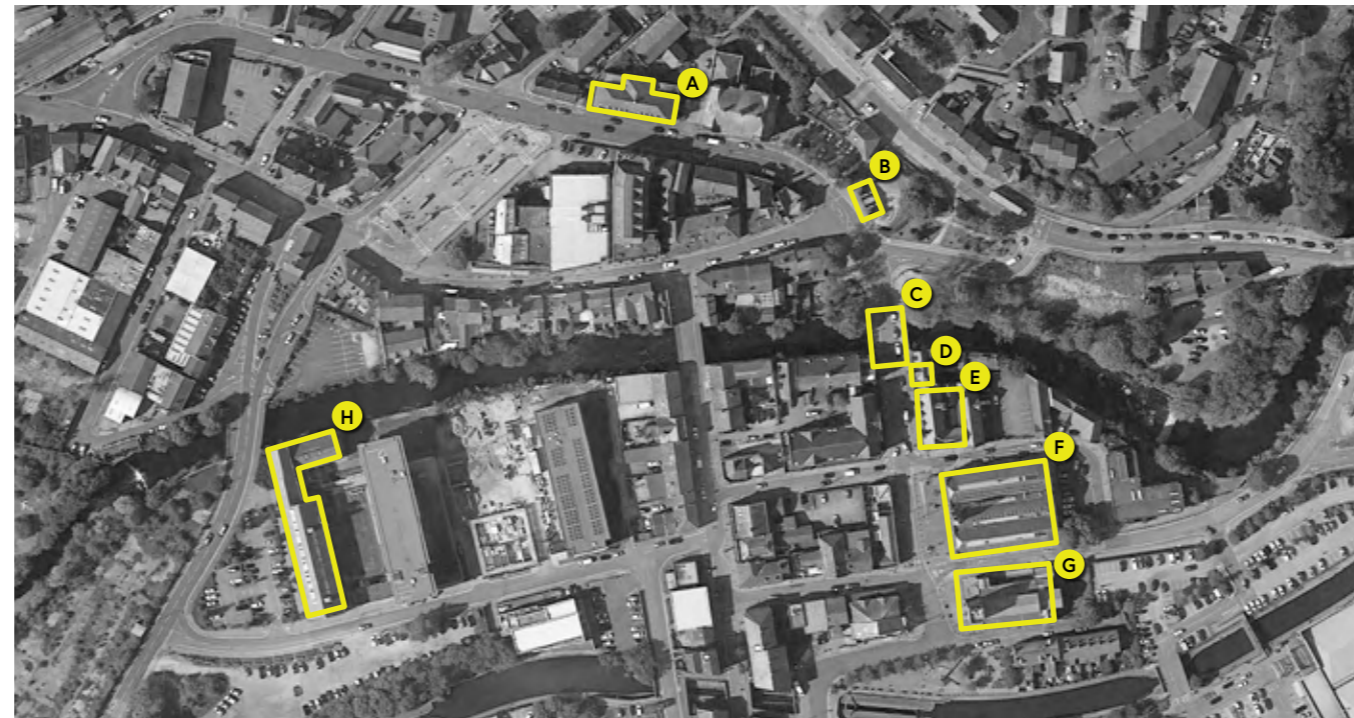
4.0 Context Analysis



4.1 Listed Buildings

Within the conservation area of Stalybridge Town Centre there are a number of listed buildings which speak of the towns history and character. The majority sit in the East of the town on Trinity Street.

The Castle Street Mills sets a precedent for the successful transformation of a Grade 2 Listed cotton mill into residential use in 2009.



Listed Building Location Map

Listed Buildings



A Thorne House | Grade 2 Listing | Former electricity generating company offices
1903



B Former Town Hall | Grade 2 Listing
1831



C War Memorial + Victoria Bridge | Grade 2* Listing
1867 + 1920



D Post Office | Grade 2 Listing | Connects to Victoria Bridge
1899 / 20th century renovations



E Library | Grade 2 Listing
1901



Castle Street Mills Redevelopment by Urban Splash



F Victoria Market | Grade 2 Listing | Used for civic functions.
1866



G Holy Trinity Church | Grade 2 Listing
1851



H Castle Street Mills | Grade 2 Listing | Former Cotton Mill.
1805 / Renovated 2009

4.2 Identified Public Space

There are 4 key public spaces within the conservation area:

A Bus Station

This forms a space at the intersection of three character areas (Stalybridge West, Waterloo Road and Melbourne Street) within the tight built form to the north-west of the Conservation Area.

B Site of Stalybridge Town Hall

There is an attractive landscaped area on the site of the former Stalybridge Town Hall at the prominent junction of Trinity Street, Market Street, Waterloo Road and Stamford Street. The Grade II listed Town Hall portico is all that remains of the building today, the area behind this is landscaped with trees and low growing shrubs.

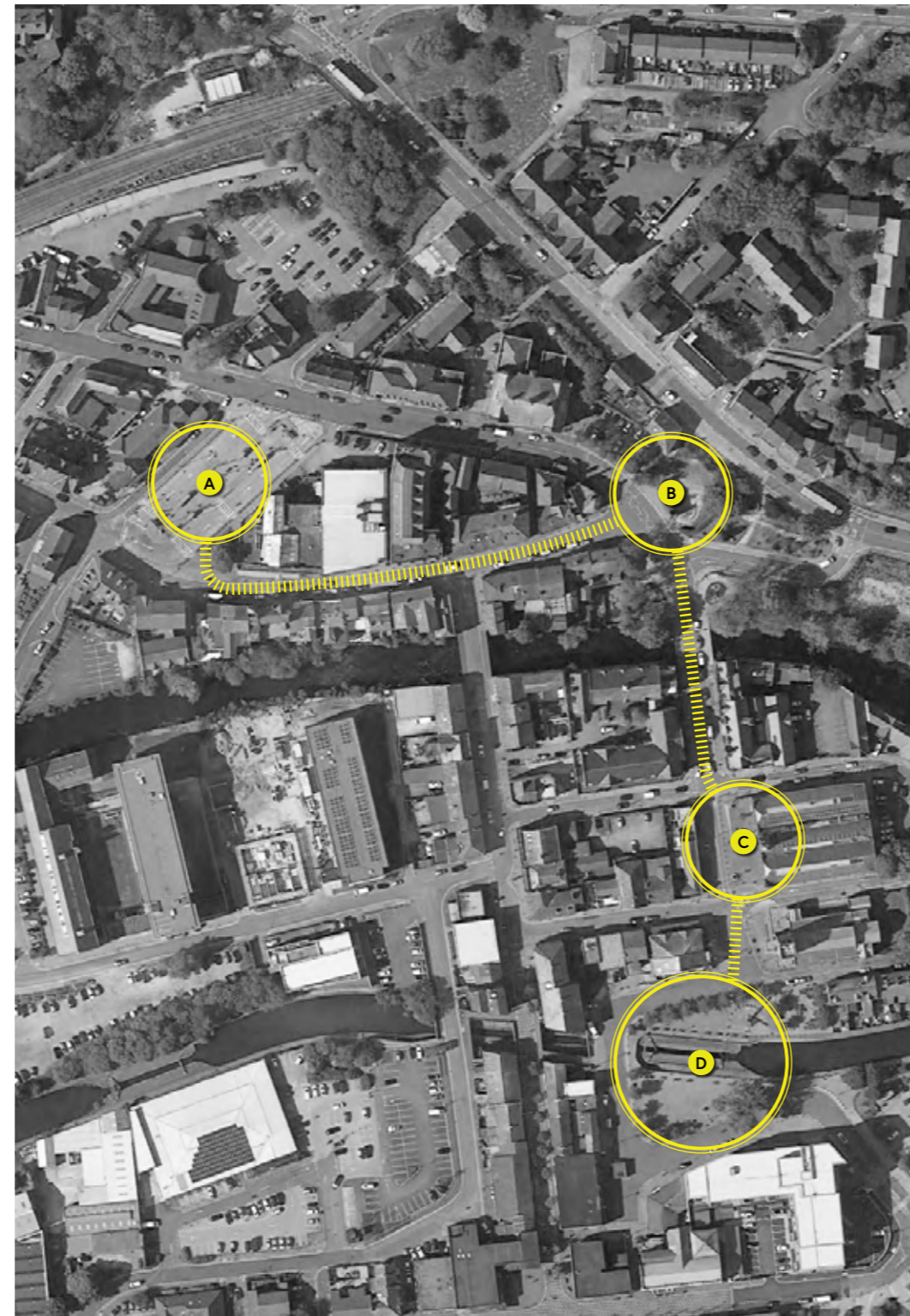
C Lord Pendry Square

This is a smaller, hard landscaped space, lying in front of Victoria Market Hall on Trinity Street. The space not only creates an attractive setting to Victoria Market Hall, but to a smaller degree Holy Trinity and Christ Church. The space which contains a statue relates well to the wider public realm in the Castle Hall area forming one of a sequence of spaces within the town centre.

D Armentieres Square

The largest and most significant public open space within the Conservation Area is Armentieres Square, which lies at the southern end of Trinity Street and to the east of Melbourne Street. The Canal flows east-west through the centre of this large space, which is enclosed by Holy Trinity and Christ Church to the north and a mix of two and three storey buildings, which accommodate retail and leisure uses on Back Grosvenor Street to the south.

* Stalybridge Town Centre Conservation Area Appraisal. Tameside Metropolitan Borough



Public Realm of Character



A Market Street Bus Station - Prominent position but despite this is currently under used.



B Former Stalybridge Town Hall - Landscaping around former town hall ruin.



C Lord Pendry Square - Hard landscaping in front of Victoria Market.



D Armentieres Square - The largest and most prominent public square positioned at the end of Trinity Street.

4.3 Identified Views

The views from within the Conservation Area to the surrounding landscape and the more defined street views within it are important to both the character of the area and its physical legibility of particular note are shown.

The importance of these views to the character of the area demands that these views are protected and carefully considered in future developments.

* Stalybridge Town Centre Conservation Area Appraisal. Tameside Metropolitan Borough



1 Armentieres Square - View North



5 Market Street - View West



9 Trinity Street - View West



2 Melbourne Street Bridge - View West



6 Market Street - View East



10 Trinity Street - View East



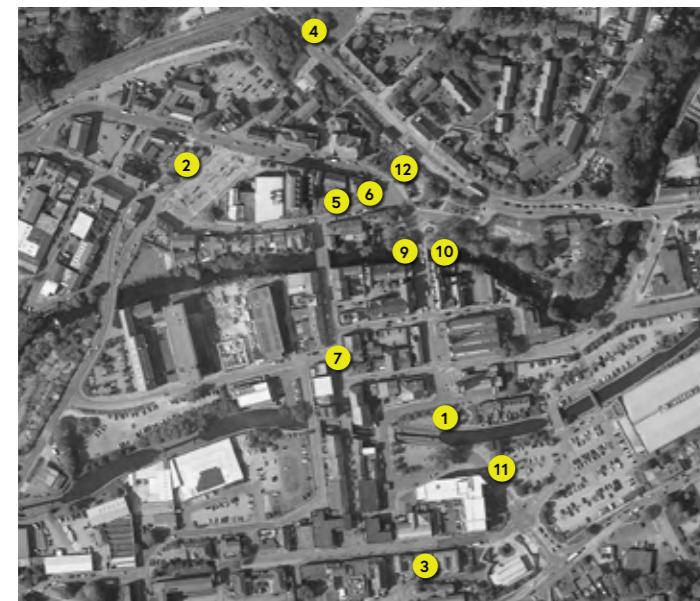
3 Grosvenor Street - View East



7 Melbourne Street - View North



11 Back Grosvenor Street - View North



4 King Street Steps - View South



8 Portland Place - View South

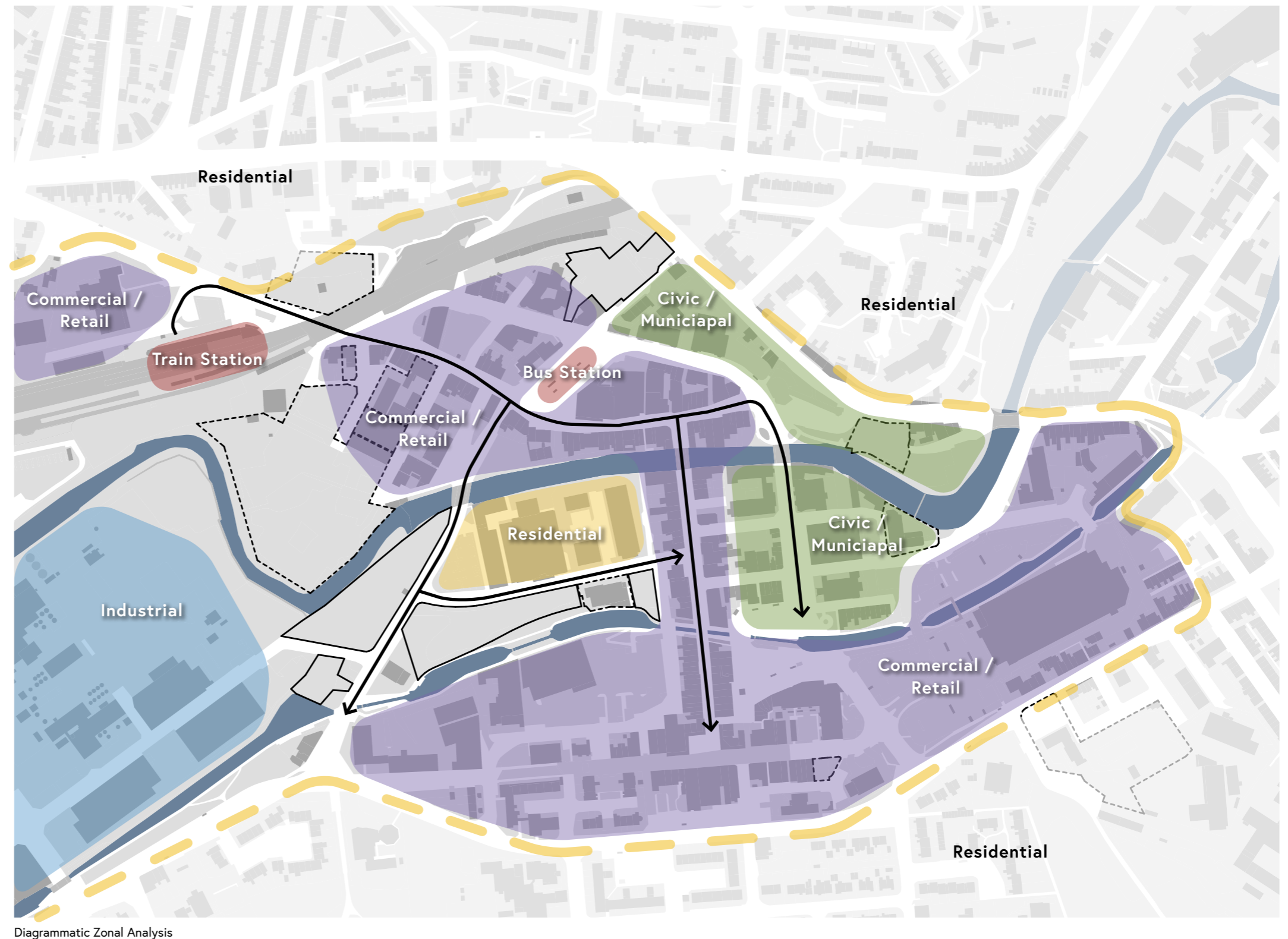


12 Portland Place - View South

4.4 Current Town Centre Uses

Stalybridge currently has a significant disconnect between the transport arrival hubs and the primary retail and cultural quarters.

Our proposals will significantly enhance these linkages breathing new life into derelict areas of the town. New connections will be created with key routes benefitting from defined street frontages and improved areas of public realm.



Diagrammatic Zonal Analysis













- Key:**
- Potential Development Area
 - Commercial / Retail
 - Civic / Municipal
 - Industrial
 - Residential
 - Transport Hubs
 - Key Routes

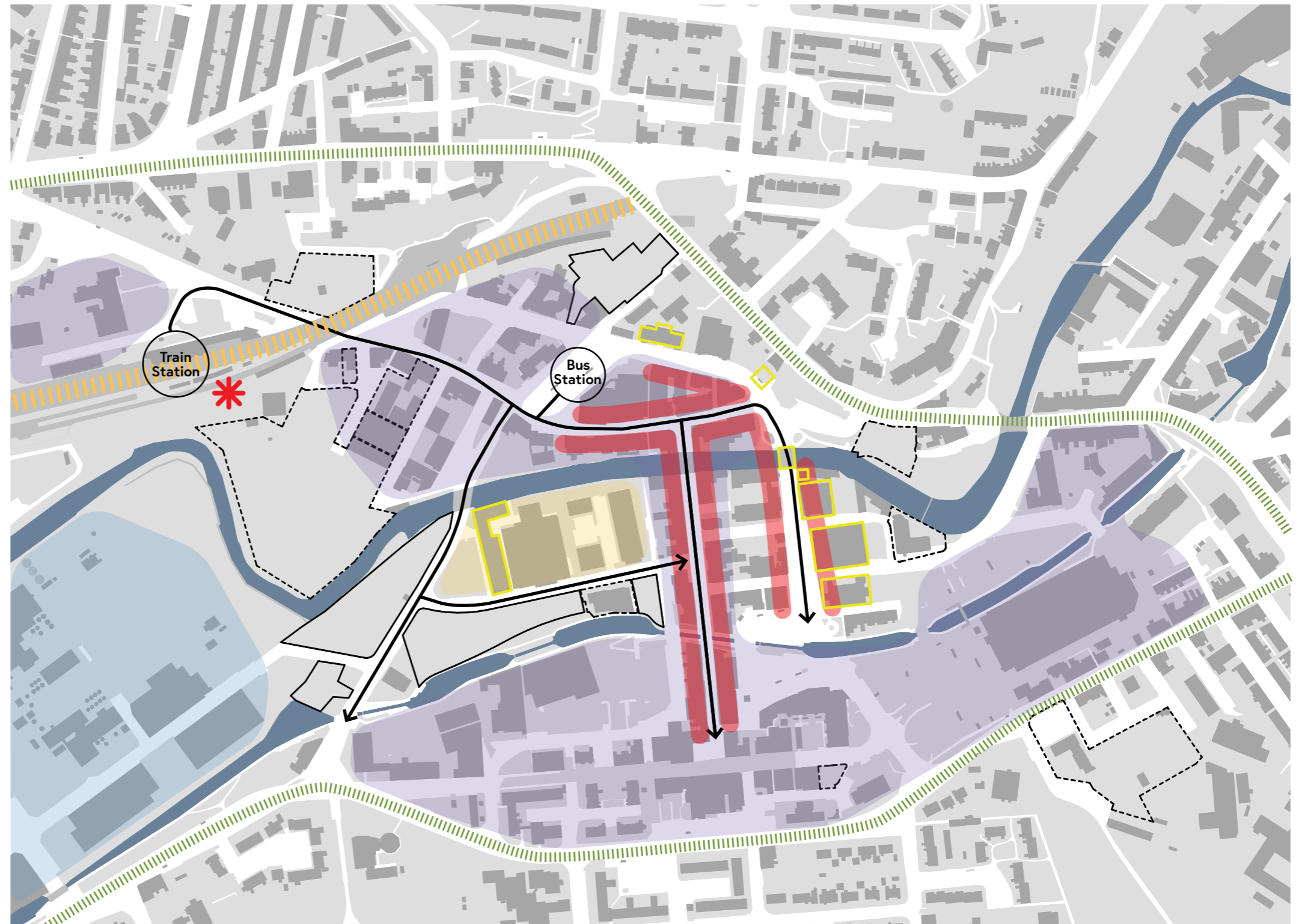
4.5 Analysis Summary

The adjacent diagram summarises the information found in this initial section. The primary pedestrian flow from public transport hubs leads to the main routes of Melbourne Street and Trinity Street.

The sites identified in this prospectus together offer a great opportunity to revitalise the Western region of the town which is the primary arrival area from the existing transport hubs.

Key:

-  Potential Development Sites
-  Sites of further interest
-  Transport Hub
-  Trainsline
-  Main Road
-  Proposed Railway Station Southern Entrance
-  Key Routes
-  Streets of Architectural Interest
-  Listed Buildings
-  Residential Area
-  Commercial / Retail Area
-  Industrial Area



Proximity to Manchester

Summary of Site Analysis

5.0 Transport Analysis

5.1 Transport Context Summary












Existing Public Transport Services & Facilities

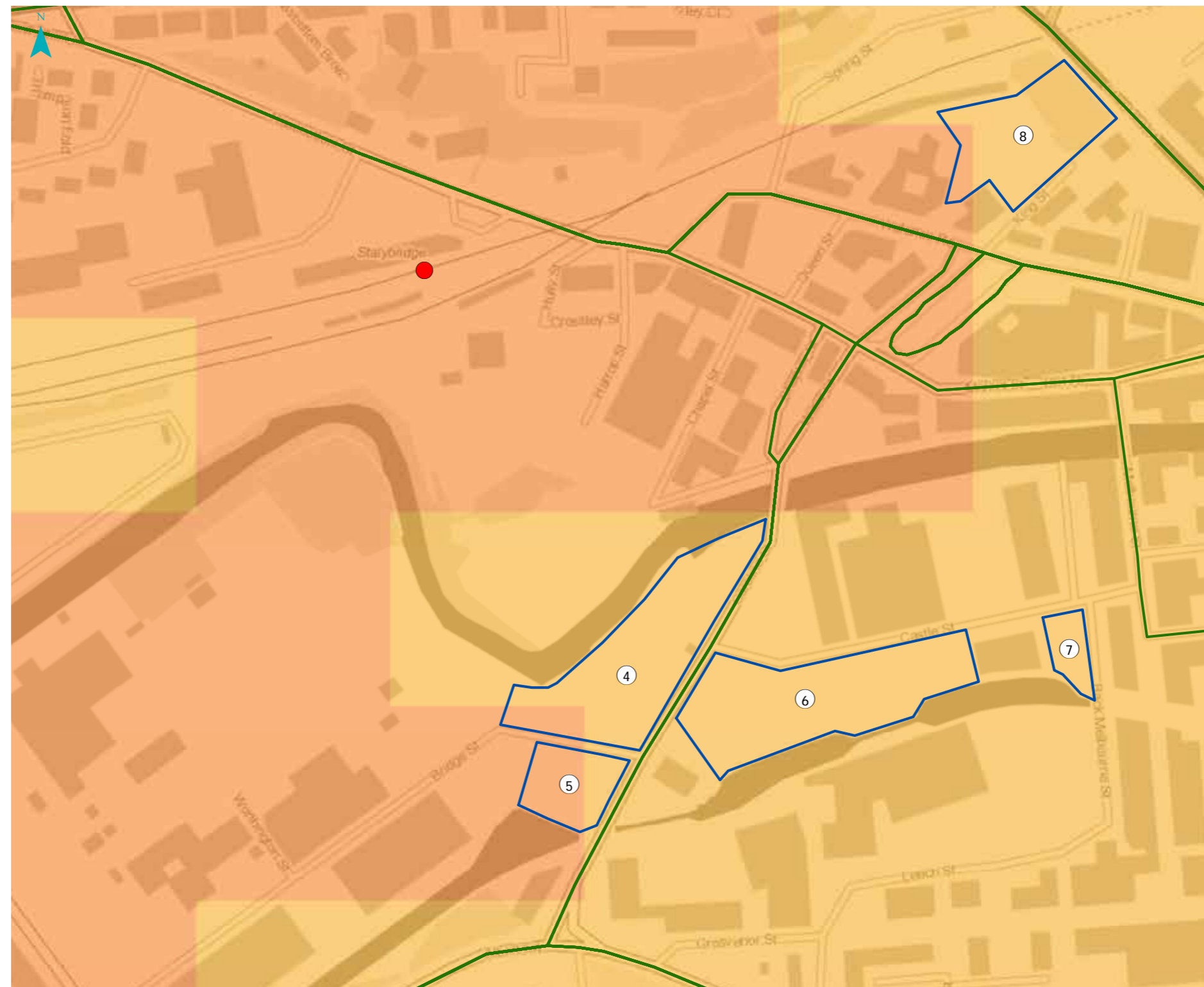
Stalybridge town centre benefits from the provision of both a bus station and a rail station and so achieves a GMAL (Greater Manchester Accessibility Level) of 6 or 7 out of 8. The GMAL score, bus routes and location of the railway station are shown on the adjacent image.

Stalybridge Rail Station has 32 cycle storage spaces, a ticket office and machine and customer help point. Refreshment facilities and toilets with baby change are also available.

Manchester is accessible from Stalybridge rail station every half hour within a 15 minute journey time, whilst Leeds is accessible every half hour within a one hour journey time. Local bus services connect with the rail station and provide frequent services to Oldham, Ashton Under Lyne and Hyde.

Key:

-  Sites
-  Railway Stations
-  Bus Routes
- GMAL Level**
-  1
-  2
-  3
-  4
-  5
-  6
-  7
-  8



Stalybridge Town Centre Redevelopment Sites - Public Transport Access