

# Droylsden Town Centre

Masterplan



# What is... DROYLSDEN TODAY

## Re-Cap on consultation feedback

Online survey - 1,078 respondents

Residents - street interviews

Young people - focus group

Businesses - interviews & focus group

Key stakeholders - interviews

## Questionnaire highlights:

### Droylsden has a good selection of shops?

c. 80% strongly disagree / disagree

### I am proud of Droylsden

c. 50% strongly disagree / disagree

### Droylsden has a good food/drink outlets

c. 60% strongly disagree / disagree

### Droylsden town centre feels safe

c. 50% strongly disagree / disagree

### The canal is a well utilised asset for the town centre

c. 60% strongly disagree / disagree

### More amenities are needed for young people

c. 50% strongly agree / agree

### An improved night time economy

c. 80% strongly agree / agree

### Droylsden has a good food/drink outlets

c. 60% strongly disagree / disagree

## Businesses

- Confidence is low
- Droylsden not getting enough attention and investment compared to other Tameside towns
- New Era frustrations
- Low footfall and a weak local economy
- See empty shops filled - damaging the reputation of the town and making it harder for them to trade
- More good quality events to drive footfall

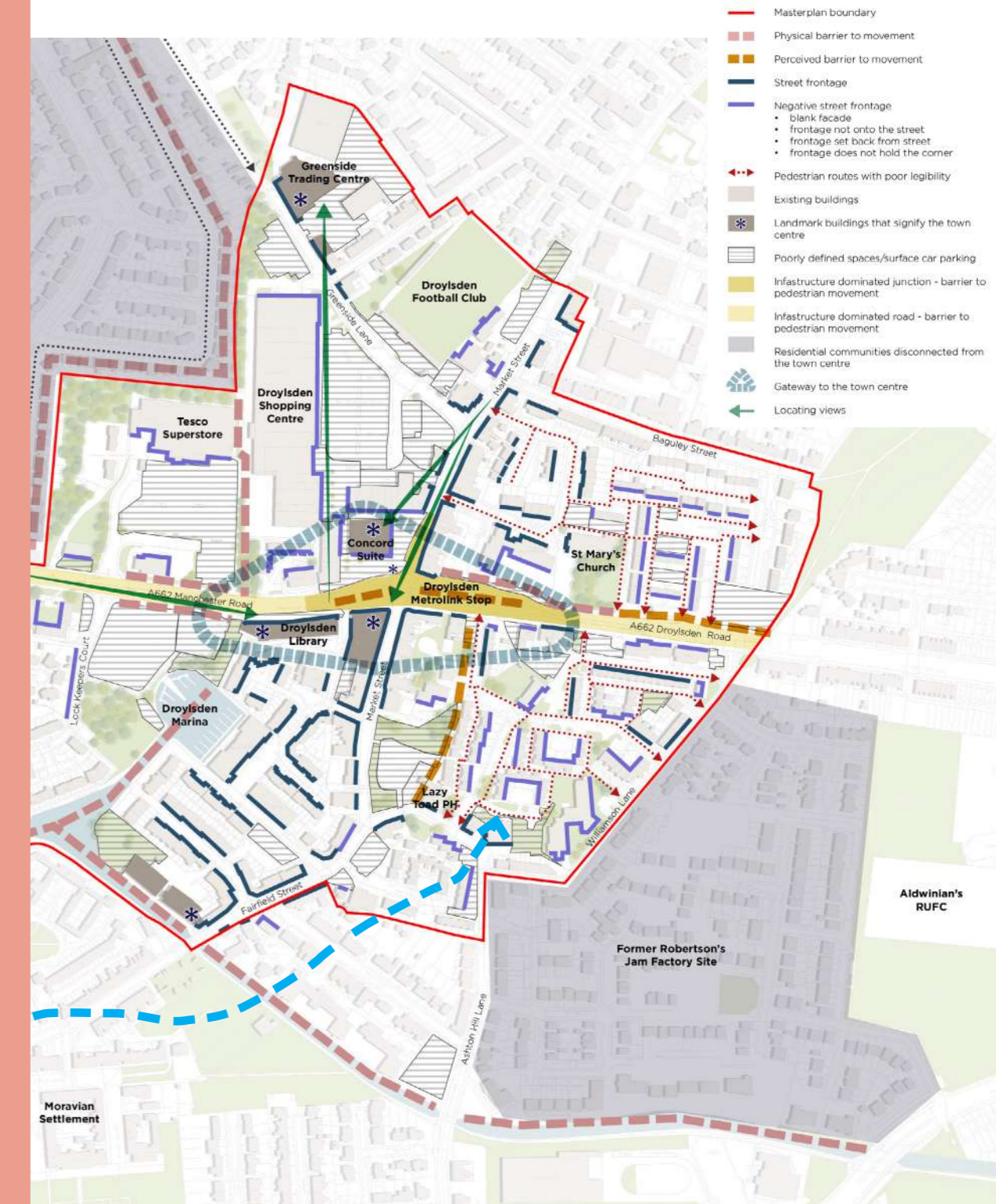
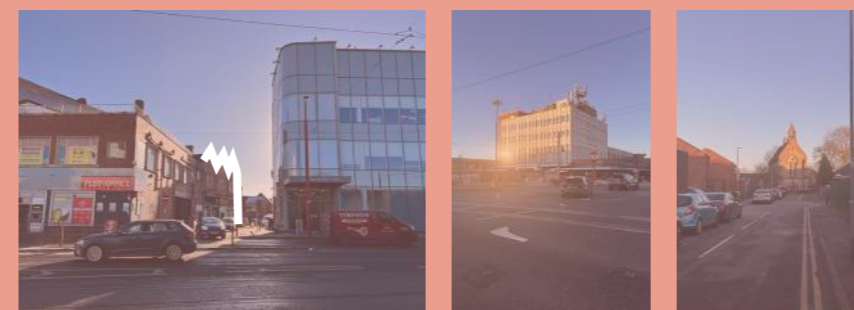
## Young people

- 90% wanted to leave Droylsden
- Wanted to be lawyers, doctors, developers, professional sports players, animators, artists and teachers
- Want a greater sense of belonging.
- "We have nowhere to go,"
- They wanted amenities to be in walking distance
- More opportunities for sport and leisure.
- Many did not feel safe.

## Street legibility



## Setting of landmark buildings and views



## Emerging influences

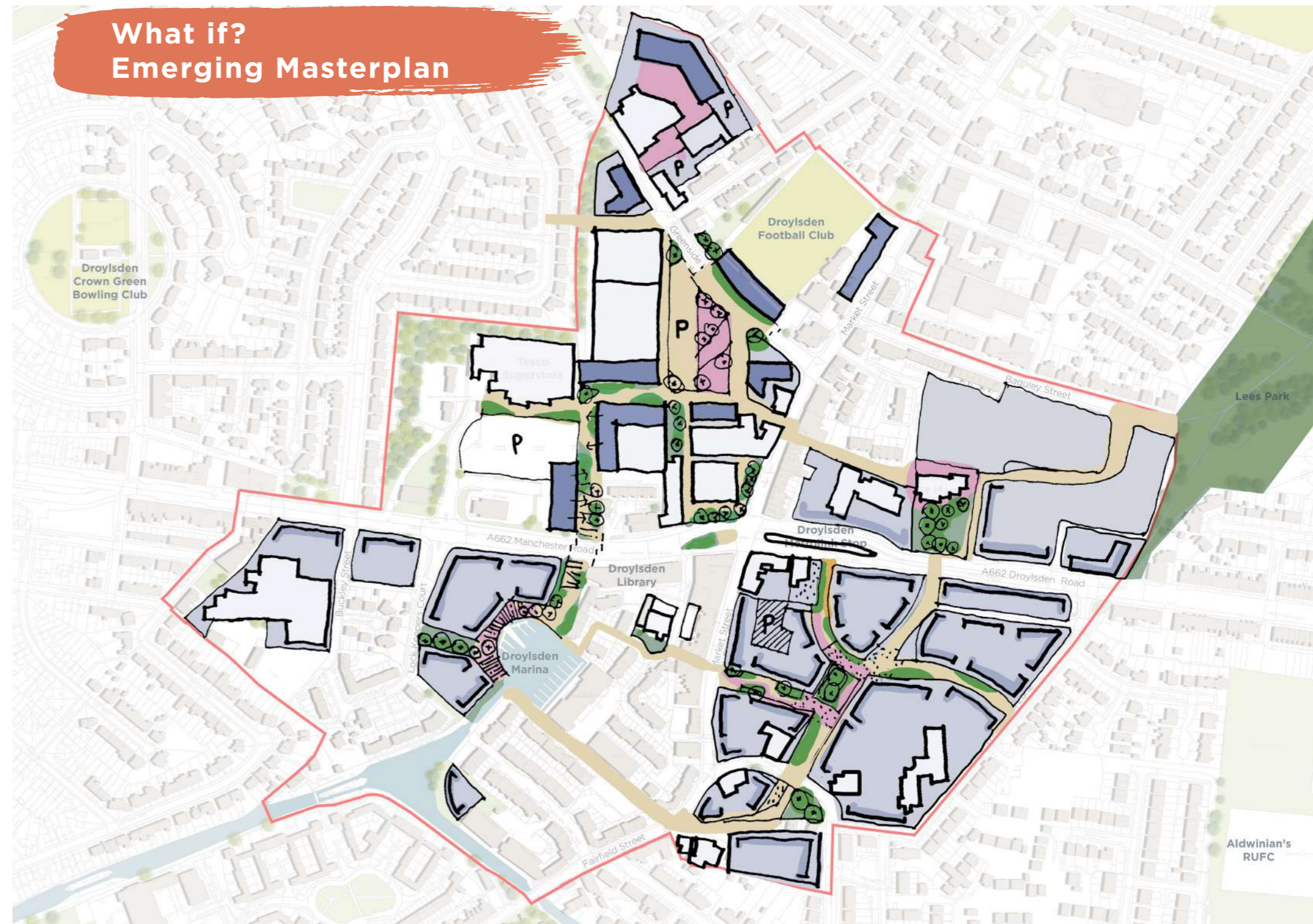
Creating a new sense of.....place

Bringing back .....purpose

Supporting an aspirational.....community

- 1. Celebrating our canals** - both here and beyond - bringing activity and life to Droylsden's Marina and bringing back to use lost remnants of the Hollinwood Branch
- 2. Creating a centre for all** - making more of the space within Droylsden to support community events, creating animation and activity at the heart of the town
- 3. A town that's connected to its residential neighbourhoods** - Reconnecting the town centre with its residential neighbourhoods, both existing and new, by creating new safe and legible streets and by forging new desire lines to the heart of the town the surrounding residential neighbourhoods with better connections to the town centre
- 4. A people & place focused town** - reducing the negative impact of highway infrastructure, promoting comfortable and safe pedestrian journeys across the town and onto wider open spaces and leisure destinations.
- 5. Making more of our heritage** - bringing vacant, historic and culturally significant buildings back into life, giving them purpose and reinforcing local identity.
- 6. Animated and colourful** - celebrating and amplifying local identity through art, by supporting and attracting local businesses and entrepreneurs, encouraging programmes of events and activities and promoting spaces for community gathering and agency across the town.

## What if? Emerging Masterplan



## What if? Masterplan principles



### Softening the impact of infrastructure

- reducing the barriers to pedestrian movement caused by Droylsden Road / Ashton Road and Greenside Lane
- reducing the both visual impact of underutilised space and scale of road infrastructure
- improving and creating new links that help to relieve pressure on the town centre's vehicle movements



### Re-connecting to our green and blue spaces

- re-instating the former Hollinwood Canal Branch, providing a pedestrian and cycle link from the Droylsden Marina to the town centre, creating direct and accessible links to the town centre from the wider canal network
- improving links for walkers, wheelers and cyclists to existing places such as Lees Park, St. Mary's Church and the Moravian Settlement



### Cross stitching to create a new town focus

- establishing a new centre to Droylsden, focused around flexible, activated spaces, concentrations of local facilities and legible and clear, people focused links as part of a safe, attractive and purposeful town centre
- creating new east-west links to capture increased footfall and which connect with the town's important community assets
- creating strong north-south links that re-connect important local facilities, from theatres to marinas, from mixed use to flexible works space.



### Celebrating arrivals and gateways

- creating a co-ordinated series of positive and impactful arrival gateways into Droylsden
- gateways formed through a combination of potential new development, public realm and carriageway improvements as well as signage and interest points
- celebrating a positive arrival point into the centre of the town through new signage and landmark features e.g. feature lighting

# Masterplan Framework

The Masterplan framework sets out a number of spatial priorities across Droysden Town Centre which combine to deliver holistic and transformational regeneration.

It establishes principles for regeneration within a flexible, long term framework that supports opportunities for growth and evolution as well as retaining and celebrating what is unique and special about Droysden Town Centre. The framework is suitably flexible to allow opportunity sites and projects to come forward as early as practicable. As these come forward, either through private sector delivery, public-private partnership or other funding means, projects should adhere with and support the spatial priorities set out in the Masterplan Framework.

The priorities focus on both repair and retro-fit of existing urban features as well as opening up new opportunities for development-led regeneration and creating new people focused linkages.

The main component parts of the framework include:

- Creating positive, celebratory arrival gateways to the town that showcase local pride and identity, but also to act as traffic calming features signalling an arrival to a town centre environment
- A series of opportunity sites across the town, including development on existing cleared sites as well as opportunity to re-develop / regenerate existing, poor quality or deteriorating urban areas
- A holistic expansion of public realm improvements continuing from Villemomble

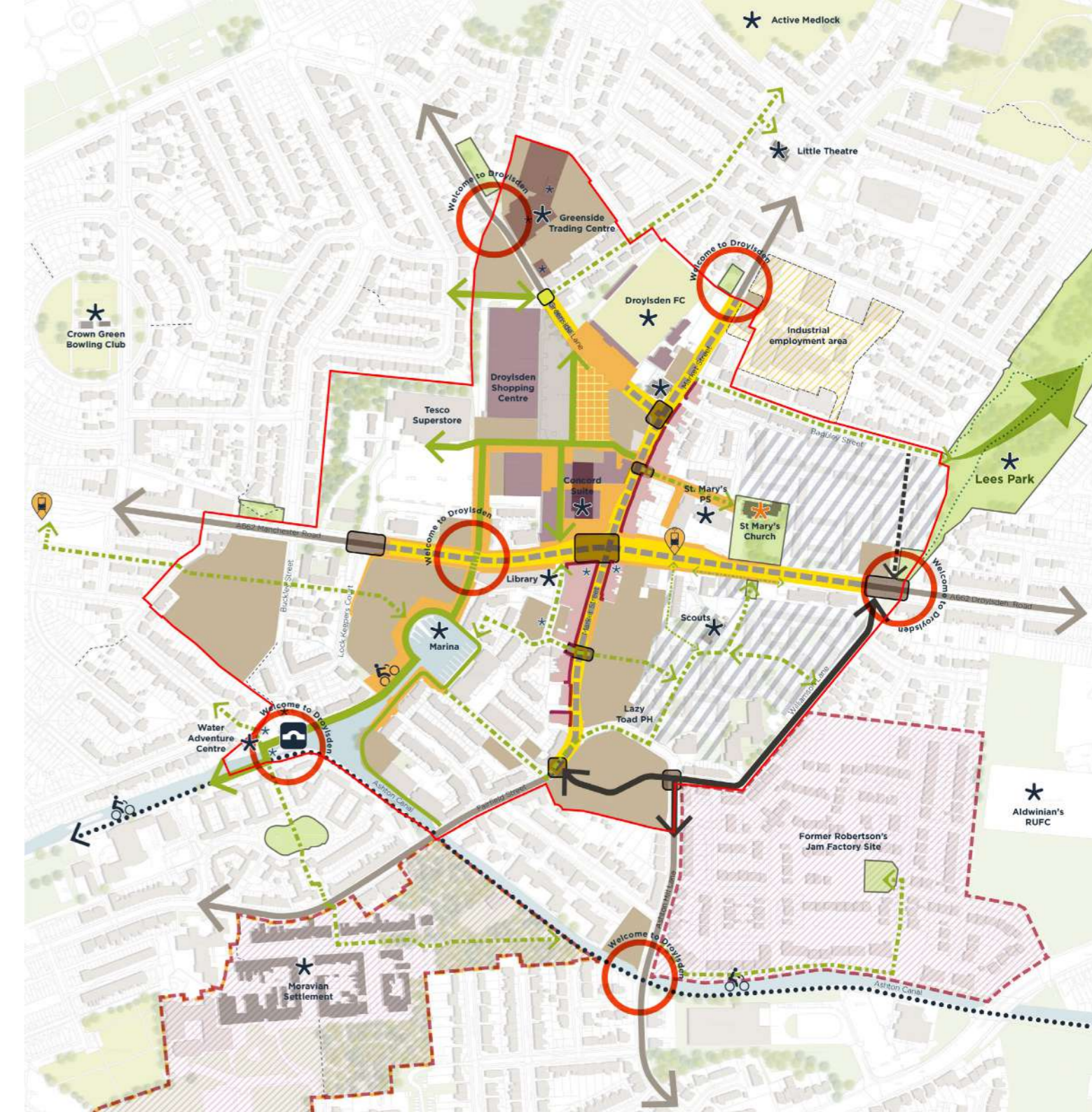
Square to create a cohesive, high quality town centre environment

- Improvements to the materiality and appearance of the carriageway of town centre streets
- Creating a new, flexible town centre square. A space for the community to gather and host a variety of events and activities to galvanise local community spirit and pride
- Selection of junction improvements to support better quality pedestrian connections
- refurbishment & retro-fit of existing buildings
- enhancing the frontages of retail units along Market Street
- Creating a dedicated pedestrian and cycle link that connects people from the Marina to the Town Centre
- Establishing a series of pedestrian friendly

connections which provide a comfortable pedestrian routes alongside local vehicular access.

- upgrading Williamson Lane and its connections with Droysden Road and Market Street to create an alternative route to the town centre cross roads
- Improvements to existing affordable housing stock to create more sustainable, modern dwellings through retro-fit, internal / external reconfigurations and selection infill development.

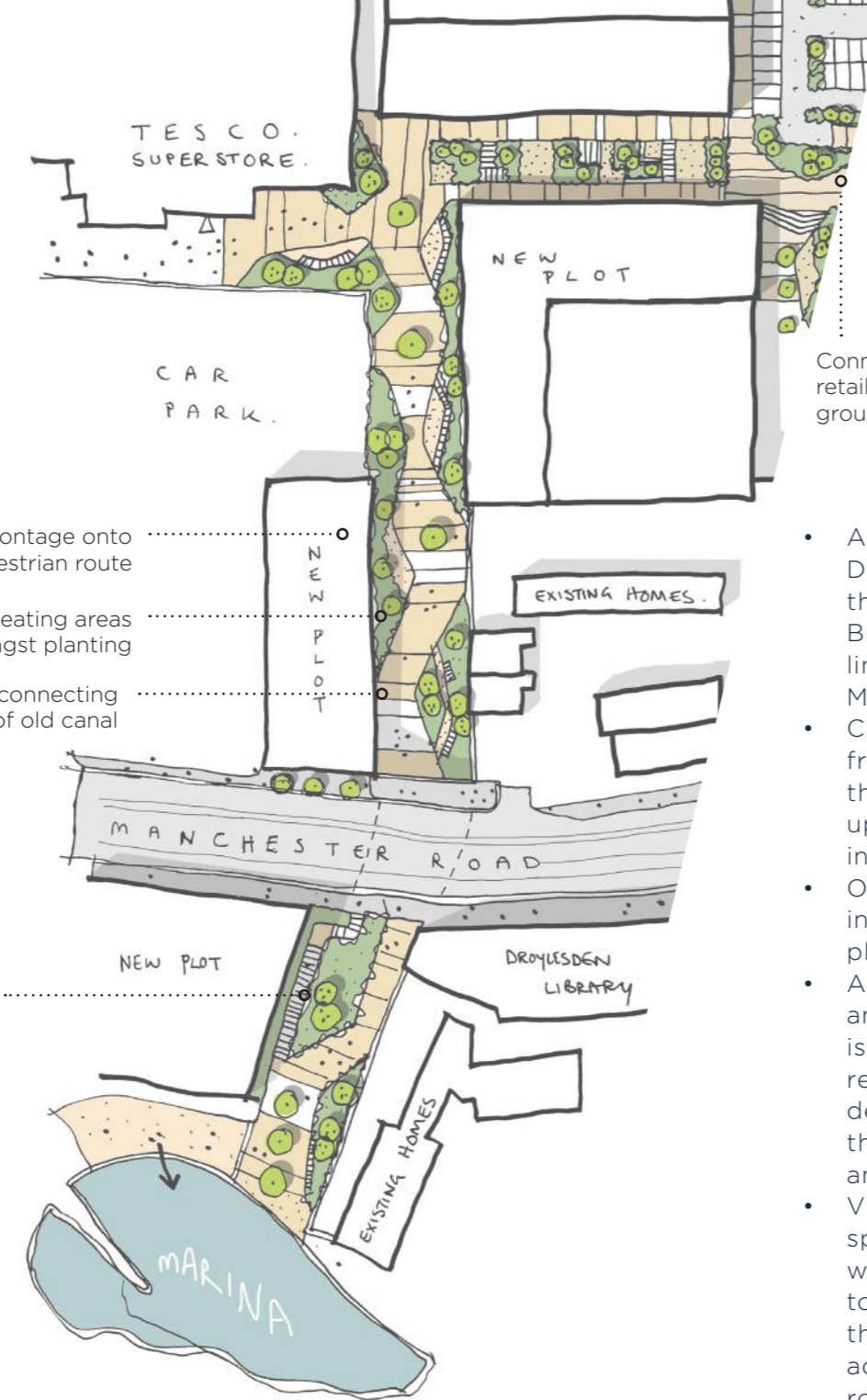
- Masterplan boundary
- Existing buildings
- ★ Community assets
- ★ Distinctive historic buildings or buildings of character
- 📍 Tram stop
- Droysden gateway arrivals
- Opportunity sites
- Public realm improvements
- Carriageway improvements
- New Droysden square (Flexible Use Space)
- Junction improvements
- Enhanced retail shop fronts
- Buildings to be re-furbished / redeveloped
- Areas of environmental and stock improvements as well as selective infill and redevelopment
- Ashton Canal tow path
- New dedicated pedestrian & cycle connections
- Pedestrian friendly connections
- Upgraded & enhanced vehicular links
- Potential vehicular link to Droysden Road
- New ped/cycle bridge at canal lock
- Key neighbouring sites





**Celebrating  
our canal  
spaces**

# NORTH SOUTH GREEN LINK Droylsden Marina to Tesco



Building frontage onto pedestrian route

Pocket seating areas amongst planting

Green pedestrian & cycle route re-connecting the town along route of old canal

Ramped connection to Manchester Road

Connections south to canal towpath

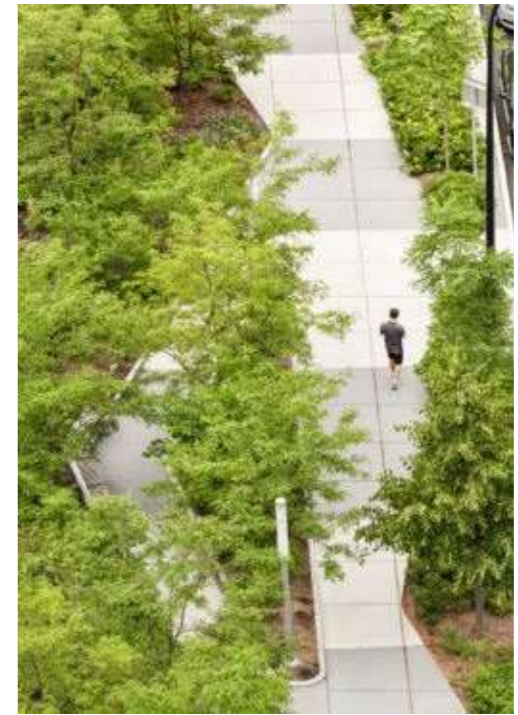
Connection through to retail park & football ground to northeast

- A catalyst project for Droylsden that reinstates the former Hollinwood Canal Branch, creating a new linkage from the Droylsden Marina to Town Centre
- Creating clear sight lines from the town centre to the marina and opening up forgotten heritage infrastructure
- Opportunities for cycle infrastructure, new tree planting, dwell space, seating
- Activation at ground level and passive surveillance is created through new residential and mixed use development plots framing the linking space to its west and north
- Visual treatment of the space continues east to west connecting the current town centre with the marina through a comfortable, accessible and welcoming route.

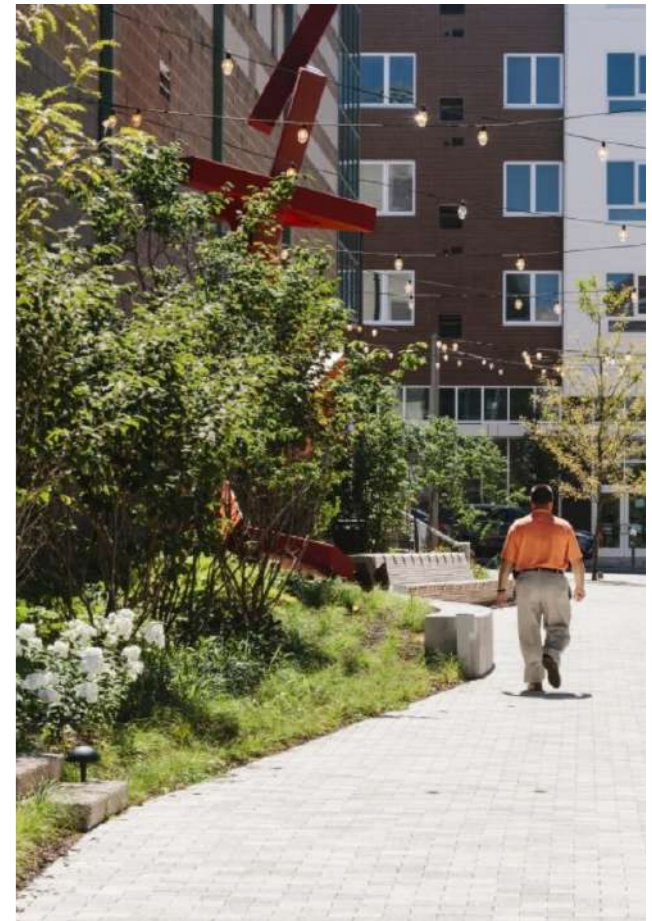
# NORTH SOUTH GREEN LINK Precedent Images



Create pleasant walkable route with opportunity to dwell



Thin existing trees for clear sight lines



Create space for new planting



Usable, connective green spine



a story wall passing under Manchester Road to create a safe and engaging space with colour and a positive identity

# Creating a centre for all





## An underperforming centre



- High percentage of 'voids' within the town centre shopping centre
- Poorly defined public spaces with little active frontage
- Large swathes of hard surface
- Lack of greenery and soft landscape features
- Surface car park dominates the town centre
- No clear route north the south through the car park
- Deteriorating and poorly maintained retail floorspace and frontages

## What if? A new community focused heart





# Concord Suite



# Concord Suite

The Concord Suite sits at the centre of the town centre and occupies a prominent position, holding the historic cross-roads of Market Street and Droylsden Road.

The whole of the building is currently vacant and not in use, with the exception of the roof, which accommodates telecommunication infrastructure, on a lease basis.

The Concord Suite will play an important role in the regeneration of the town centre. There are a number of potential approaches that could be taken to help achieve the vision and objectives of the masterplan, which include:

## Business as usual

However the outcome would not support the vision and objectives of the masterplan and therefore other options must be explored.

## Option 1

Officially moth ball the former office floorspace and make more of the building facade and massing to become a positive feature of the town. This could include refurbishment of the facade, (use of uplighting / light nets / projections) and improvements to the ground floor threshold with Villemomble Square (community information points, window dressing, mural and shutter art) to create a positive landmark within the town centre.

## Option 2

Part demolition of the existing precinct structure, including the dance hall and building floorspace that addresses the current car parking. This would create a new, flexible development opportunity site, separate from the Concord Suite tower, which can be marketed to operators and interested parties. The Concord Suite

tower would be retained under this option, moth balled and used as a positive landmark in the short term (this could be an early phase leading to option 3)

## Option 3

Implement option 2 but bringing the Concord Suite Tower back into active use

## Option 4

Total demolition of the central block, including the tower, to create a new large development opportunity at the heart of the town centre.

Following general feedback on the building, as part of the public consultation, the Delivery Plan will recommend feasibility testing of the options.

The feasibility studies would look to assess the following:

- A high level view on the adaptability of the existing concord suite floorspace for various uses, through design testing e.g. residential (PRS or potential apartment or even co-living), suitability for niche hotel, managed workspace, or others identified through market engagement
- Independent review of costs assumptions undertaken to date
- Consideration of potential demand by occupiers to the floorspace/development land
- Review of impact of option on wider town centre and objectives of the Masterplan
- Feedback from consultation (likely to be high level about general consensus keen to keep or to demolish) and members view
- Delivery options

Determining the most viable option would be derived by identifying a long list of options (with high level views on suitability provided) which is evaluated to a short list, where more detailed viability and design testing would be carried out.

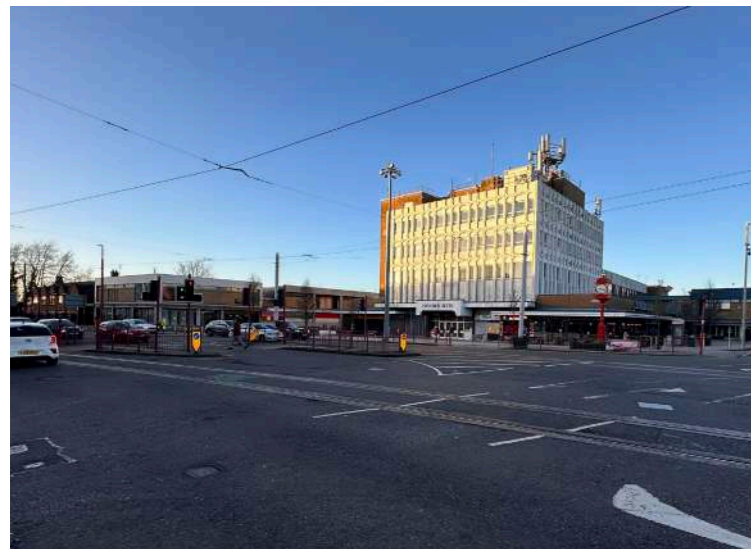
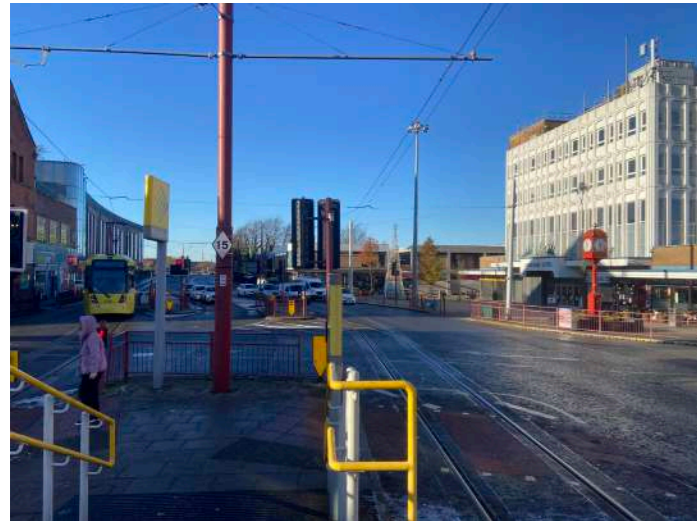
It is likely that any options to be explored (except for Option 1) will need to be done so in collaboration with New Era Properties due to both the physical and ownership inter-relationship of the Concord Suite and Dancehall with properties under New Era influence.





# Addressing infrastructure barriers

# What is... DROYLSDEN JUNCTION



- Infrastructure and traffic dominated
- Low quality public realm
- Separation between vehicle and pedestrian movements is governed by hard infrastructure e.g railings, staggered crossings
- Lack of greenery and soft landscape features
- Signage, traffic signals and traffic barriers clutter the space without a clear design language

# What if? A more people focused environment



Raised table crossings

Create 'gateway' entrance to Droylsden

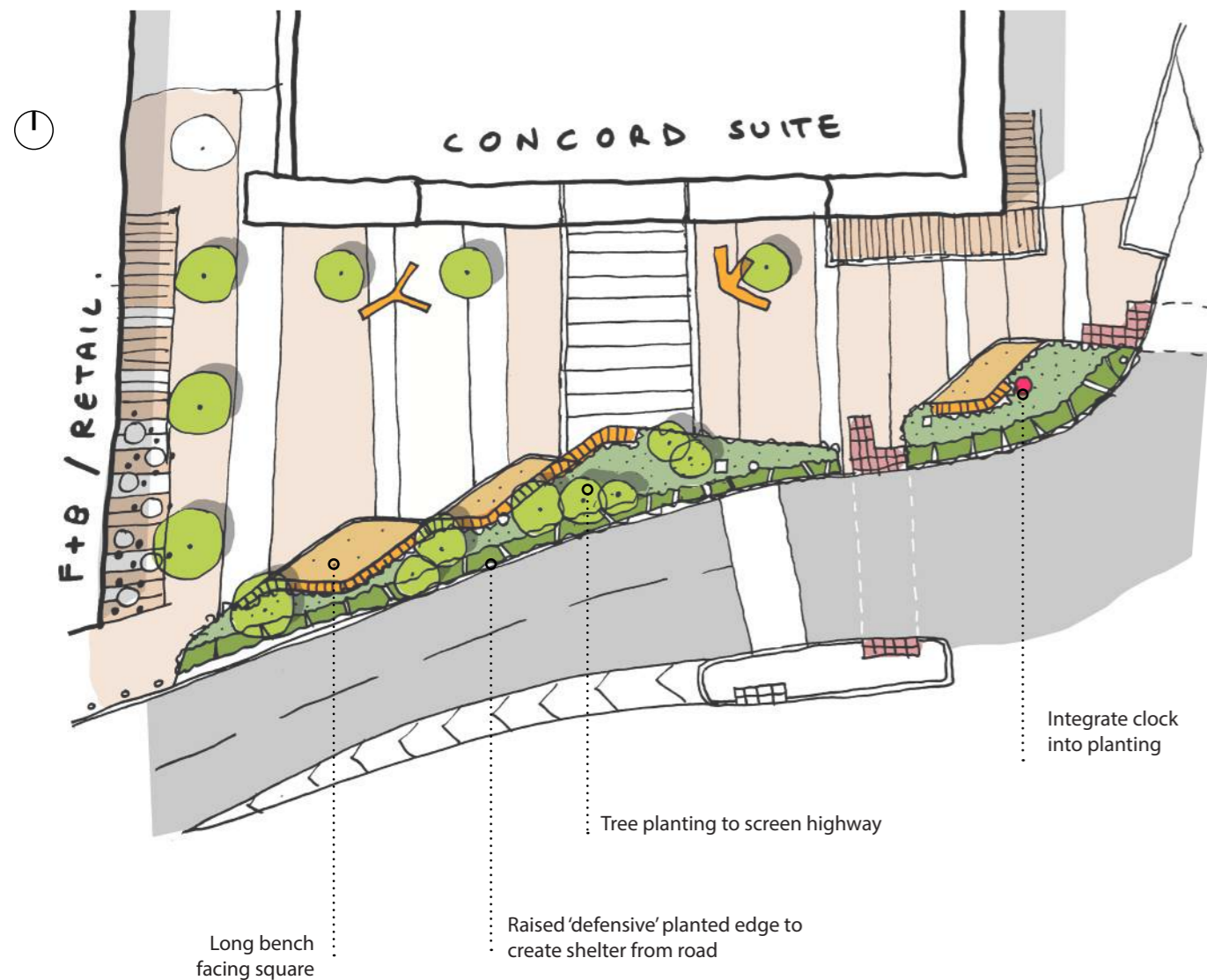


Slender tree planting to carriageway



Greening of carriageway

## What if? VILLEMOMBLE SQUARE



- This project proposes improvements to the Villemomble Square in order to create a boundary between the public amenity space and busy Manchester Road;
- Villemomble Square is currently cluttered by an uncurated array of metal crash barriers, lamp posts, benches, signage and other traffic furniture. This proposal aims to curate the space into one which people want to dwell, businesses and thrive in and becomes a key arrival space when travelling to and through Droylsden.
- The proposal creates a boundary using integrated planting and street furniture to buffer the amenity space from traffic noise and fumes, creating a more calming and enclosed public amenity space;
- Tree planting on the boundary between the square and the road provides a visual buffer and also aids in reducing harmful pollution from the air;



Buffer planting and integrated seating to shelter space from the main road

## MANCHESTER ROAD / MARKET STREET

We have looked at the potential to ease the impact of transport infrastructure around the junction of Manchester Road and Market Street. The over engineered junction has a negative impact on the sense of place for the town centre.

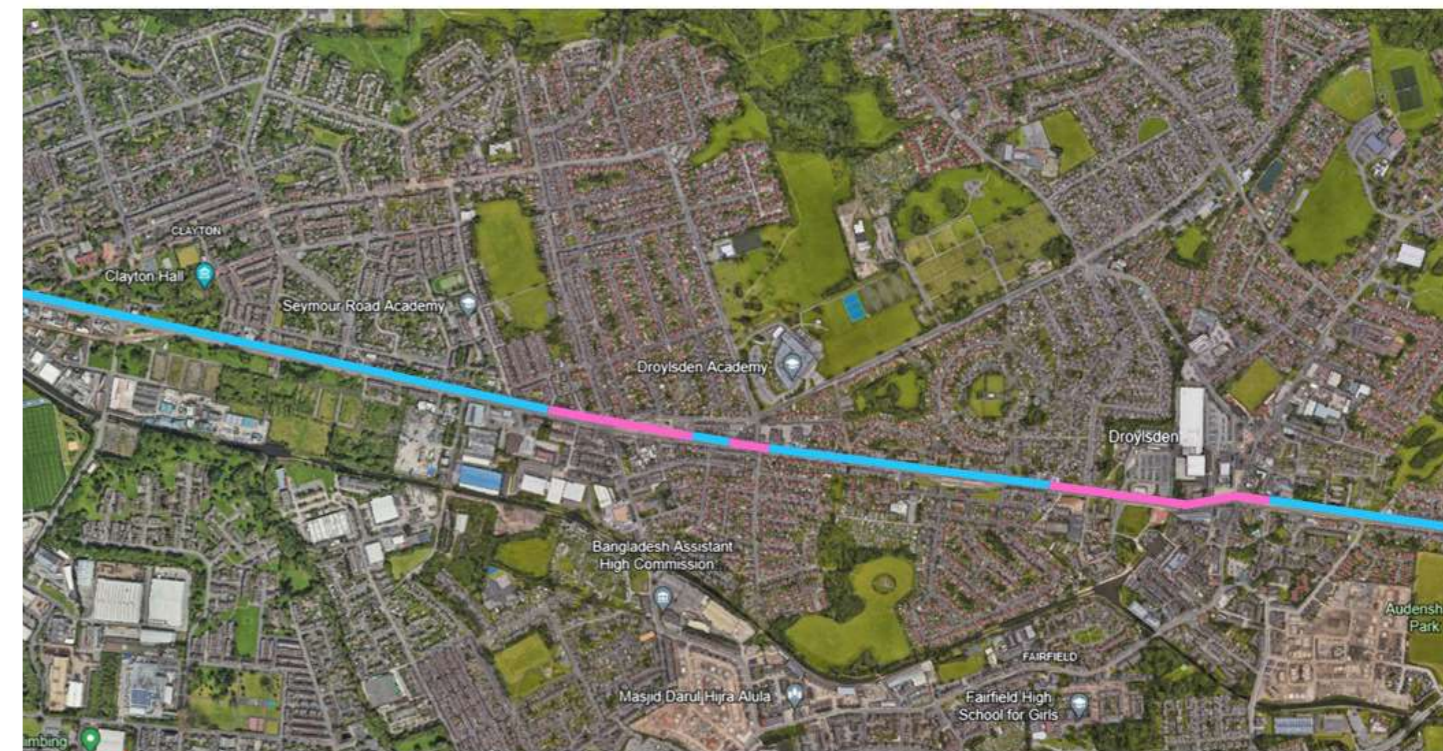
On the next pages we investigated different options as to how the junction could be improved through reducing traffic, improving the pedestrian crossing experience and reducing street clutter.

The options are:

- **Option 1** - Greening of hatching, pedestrian islands and tram lines;
- **Option 2** - Consolidation
- **Option 3** - Co-op Square



## A662 EASTBOUND

Eastbound – 1 lane —  
Eastbound – 2 lanes —



## A662 EASTBOUND

3

Eastbound – 1 lane   
Eastbound – 2 lanes 



Opportunity to reduce from two lanes to one lane prior to the junction to release space for improved public realm and reduce pedestrian crossing width at junction.



## A662 WESTBOUND

Exploring opportunity to reduce carriageway width and increase space for public realm.





## MARKET STREET / A662

### Opportunities

Eastbound there are two straight ahead lanes at the junction. c.65m to the east of the junction this merges to one-lane. There is an opportunity to reduce to one lane further to the west and free up space for non-vehicle use.

On the western arm of the junction, there are areas of hatching and extended pedestrian islands which could better used without changing the overall function and layout of the junction.

### Constraints

The junction serves a number of key functions for multiple modes of travel, and all functions need to be retained (e.g. Tram, vehicle, bus, pedestrian, cycle) without impacting safety.



5

## MANCHESTER ROAD / MARKET STREET OPTION 01

**Option 1** - Greening of hatched area and pedestrian island on the western arm.  
Greening of the tram stop

### Pros

No impact on existing movements at the junction

Improved landscaping and softening of infrastructure through greenery

### Cons

Minimal change to vehicle dominance



# MANCHESTER ROAD / MARKET STREET OPTION 02

This option reduces general traffic to one lane straight ahead, rather than two, which enables carriageway narrowing to the east of the junction.

The right turn movement and tram are in same lane, freeing up space within junction.

**Pro:**

- Enables space adjacent to primary school to expand creating more opportunities for dwell and tree planting
- Reduces width of pedestrian crossing on eastern arm
- Enables space within junction for greening.

**Con:**

- Right turning traffic will need to clear to let tram pass through junction eastbound.



Integration of Sustainable Urban Drainage & Associated planting

Potential cafe/retail unit

Retail unit tables & chairs and permanent seating elements

Re-align pedestrian crossing to give more direct route

Widened footway including low level planting & trees

## MANCHESTER ROAD / MARKET STREET OPTION 03

Re-alignment of west bound traffic to create a traffic free area to the front of the old co-op building.

Reduces general traffic to one lane straight ahead, rather than two, which enables carriageway narrowing to the east of the junction.

### Pro:

- Enables space adjacent to primary school to expand creating more opportunities for dwell and tree planting
- Reduces width of pedestrian crossing on eastern arm
- Provides additional green space on south of junction

### Con:

- Potential conflict between merging traffic between tram and westbound traffic





**A town centre  
that connects  
with its  
neighbours**

## What if? People focused journeys to town



- Streets with vacant plots
- Dead end streets or end of street terminated with a blank frontage
- No street hierarchy
- Lack destination vantage point or key building to terminate the view
- Buildings that do not front onto the primary street
- buildings set back from the street with an unused verge
- Surface car parks



- Better connections from residential communities to Market Street and Droylsden Road;
- Consolidation of empty plots, underutilised plots and undefined spaces into one cohesive neighbourhood development;
- Creating a hierarchy of spaces and streets through the residential development, a new residential square and pedestrian friendly streets;
- Clear legibility of streets set up by creating vistas and connections to existing local landmarks and new landmark buildings;
- Strong street frontage onto key pedestrian movement routes;
- Improved street frontage onto Market Street;
- New pedestrian links and crossing points to Canal Street, Durham Street, across Droylsden Road and to the Jam Factory.

Future proposals here would be subject to future engagement with relevant stakeholders, further feasibility studies and future funding opportunities.



Pedestrianised routes and planting



Routes overlooked

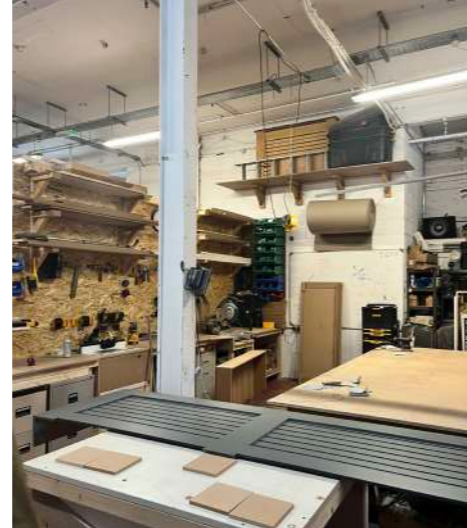


Interesting vistas to aid legibility



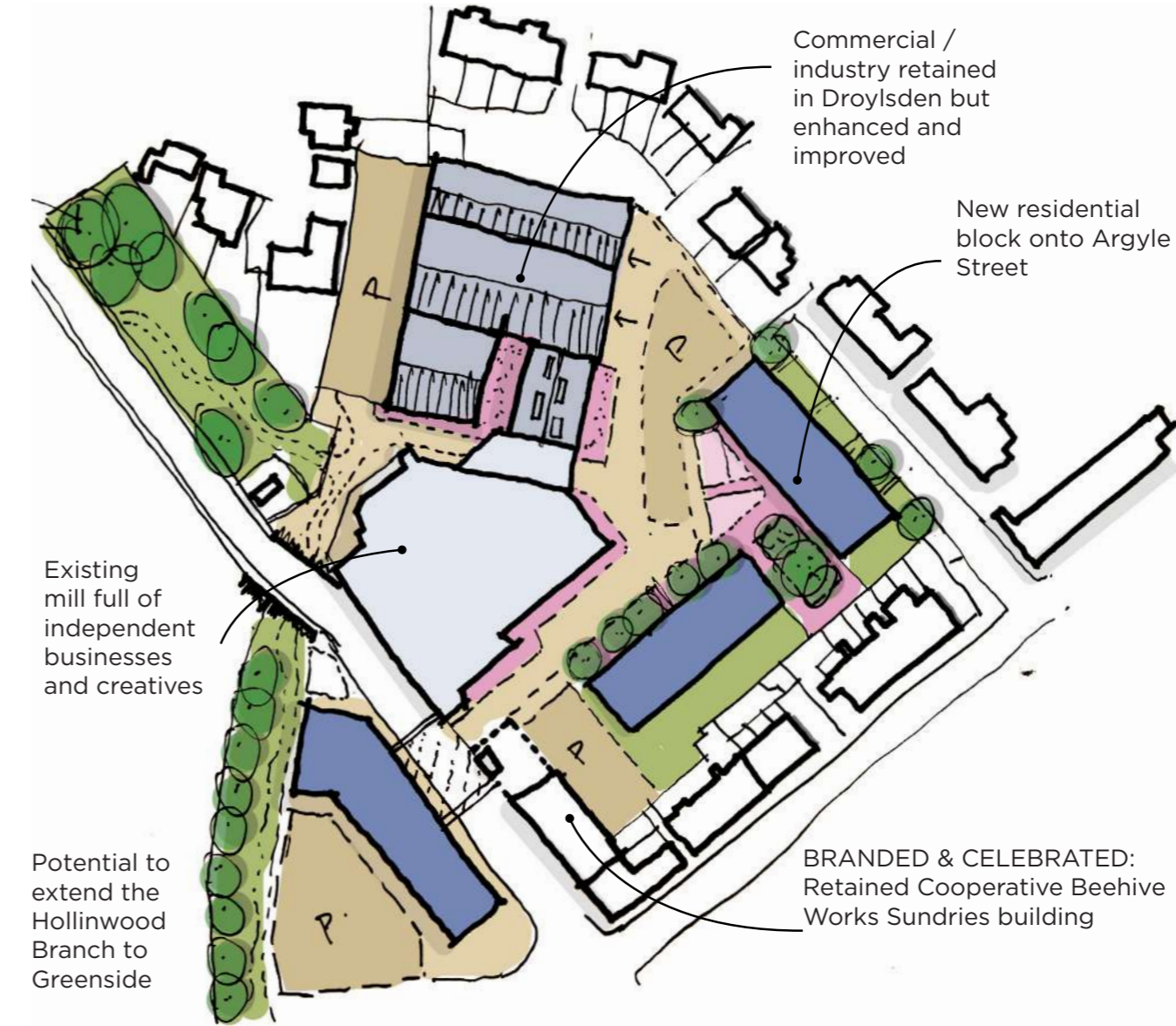
# History with a purpose

## What is... GREENSIDE MILL



- **Beautiful landmark mill with surrounding historically interesting architecture**
- **Eclectic mix of uses from woodworking workshops, co-work spaces and car garages**
- **Sought after cheap floor space**
- **Activity hidden from the town centre**
- **Overrun with cars**
- **Underutilised/poorly planned space**

## What if? GREENSIDE MILL



Greenside Mill is an important asset to Droylsden and with investment could be an attractive employment location. The options set out here indicate how residential uses could be considered as part of a mixed use employment site.

- Option 1**
- Vision for Greenside Mill is to create a mixed-use live/work neighbourhood
  - The mill would be refurbished to provide high quality, sought after floorspace for creatives and light industry
  - The car garages and industrial unit would be refurbished to provide better quality floor space
  - Residential development on-site would provide inhabitation at night and allow for the site to be accessible by the wider community
  - A series of events, workshops and markets could be established in order to open up this historic site and beautiful architecture to the rest of the community
  - The vets now occupying the Cooperative Beehive works could be relocated to the shopping precinct to allow for better provision of car parking

Future proposals here would be subject to future engagement with land owners, further feasibility studies and future funding opportunities.

## What if... GREENSIDE MILL



Refurbished workshop/light industrial uses



Exciting live/work community



Destination markets

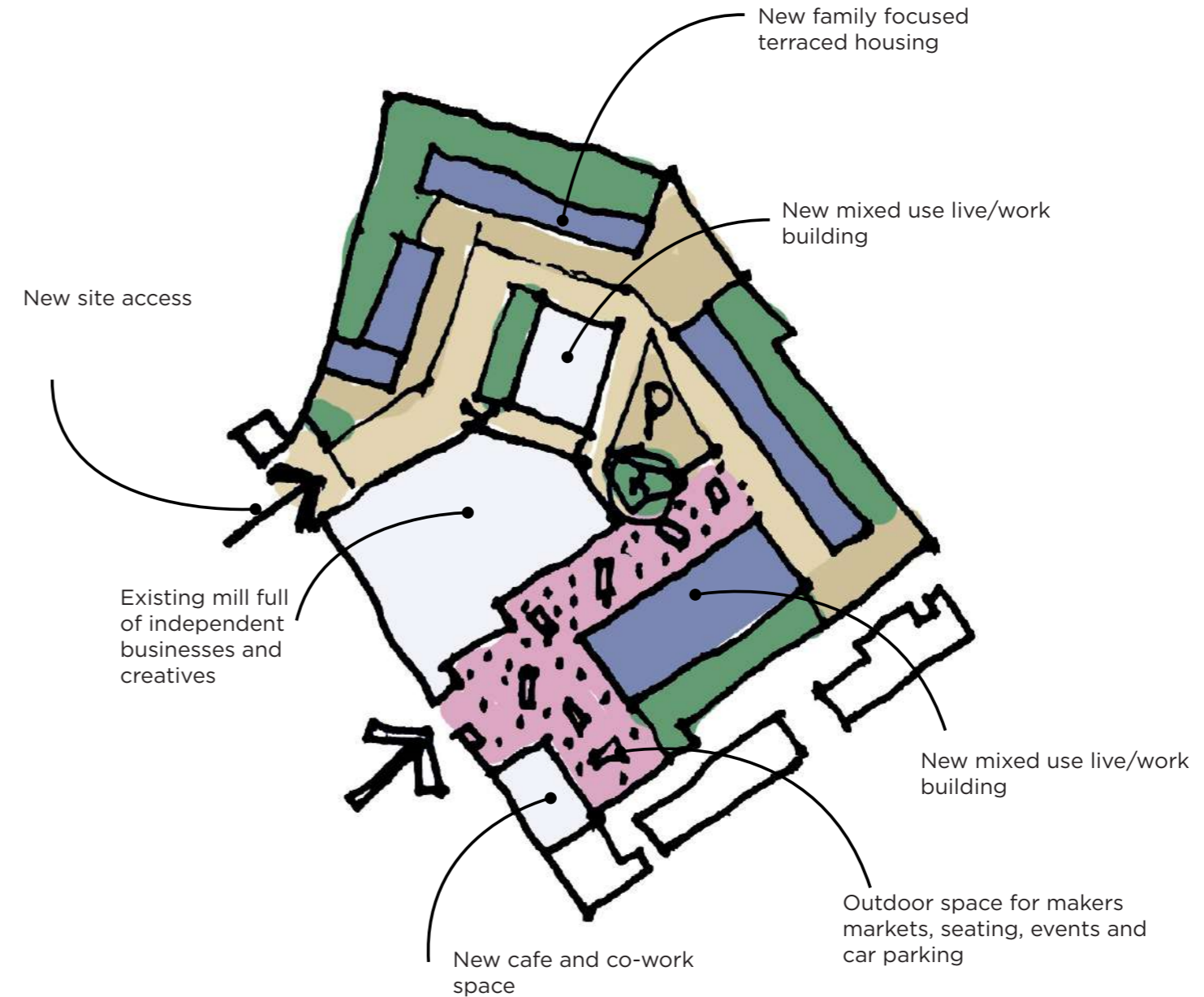


Engaging workshop spaces



Unique space needed for city dwellers

## What if... GREENSIDE MILL



### Option 2

- This option looks to subsidise the refurbishment and upgrade of the mill through the development of residential accommodation surrounding the mill
- This would require the louder/dirtier uses such as the car garages and window framers to move off-site
- The use of the mill building could be more focused on creative spaces, workshop spaces, co-working, education and leisure