

# St Petersfield

## Masterplan Vision

### Report



LD&DESIGN

partisan

CBRE

TODD

curtins





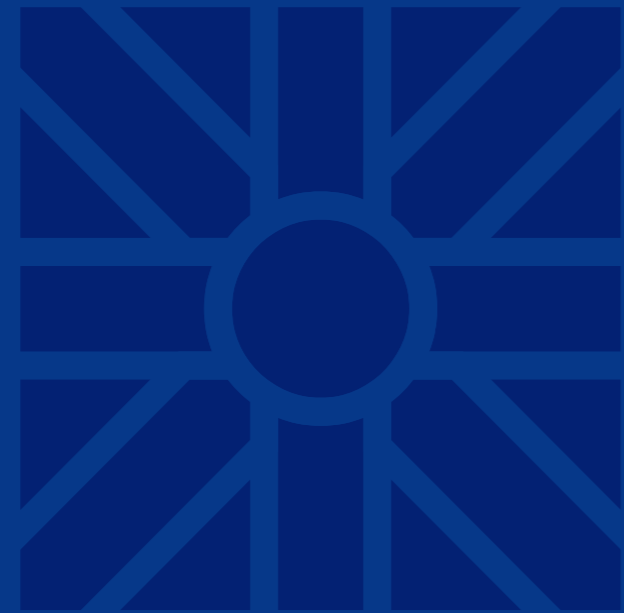
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 Comment: Draft

This document has been prepared and checked in accordance with ISO 9001:2015





# ST. PETERSFIELD

## 01 / Introduction





01 / INTRODUCTION

# Overview

## Purpose of Report

This Masterplan Vision Report is a supporting document that will sit alongside the site wide prospectus document for St Petersfield, Ashton-under-Lyne. The report provides background to the masterplan for the site and defines the key moves which will realise the vision for St Petersfield.

The opportunity for redevelopment in St Petersfield has been identified for some time and previous studies have outlined its future potential as a town centre business district.

This report provides a road map for Tameside Council to further support that vision through a series of design principles and development frameworks, helping to describe the masterplan vision and set design and delivery principles for its future.

## Design Team and Collaborators

The delivery report was assembled by LDA Design for Tameside Borough Council with the help of a team of multi-disciplinary experts.

The following specialist consultants have been integral to the Masterplan Vision Report:

Masterplanning, Planning, Urban Design & Landscape	LDA Design
Architecture	TODD Architects
Town Planning, Property Consultancy and Delivery	CBRE
Infrastructure & Highways	Curtins
Place Branding	Partisan Studio



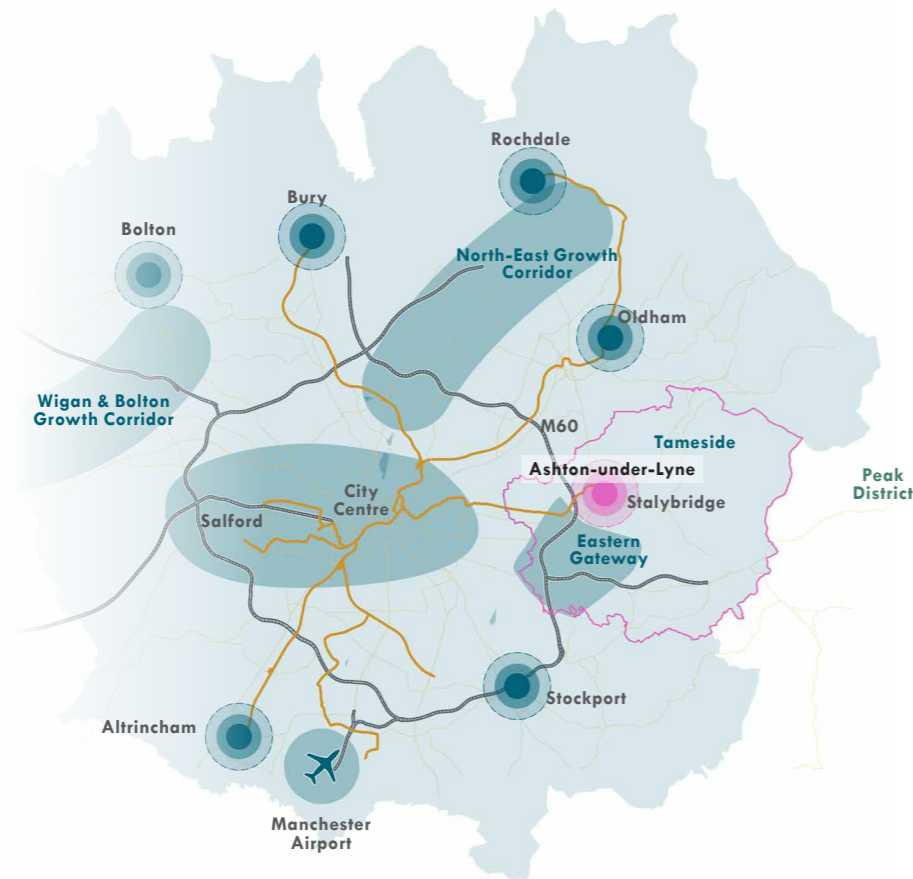


# Strategic Context

St Petersfield and Ashton-under-Lyne are located east of Manchester City Centre, immediately beyond the M60 ring road. It is one of eight "M60 towns" outside of the regional centre. The site and the town is well connected via road, rail, bus and tram. Ashton's public transport interchange, connecting all three forms, is located a 15-minute walk to the north of the site. This makes St Petersfield a highly connected location with the added benefit of easy access to the surrounding countryside, including Saddleworth and the north Peaks.

There are a number of existing and planned areas of strategic investment which will impact St Petersfield:

- The Inclusive Growth Strategy for Tameside sets out plans for the Eastern Growth Corridor which takes in St Petersfield, Ashton Moss and Ashton town centre to deliver high innovation growth
- Investment in Ashton Old Baths with a new data centre, and Dark Fibre infrastructure
- Proposed Beelines cycle network, providing local and city connections for cyclists
- There is planned works in delivering the Quality Bus Transit corridor between Rochdale, Oldham and Ashton-under-Lyne
- Potential extension of the Metrolink to Stalybridge and more frequency of trams to service the town



Ashton-under-Lyne's Strategic location within the Eastern Gateway and Tameside

# Site Context

St Petersfield is located in the Western part of Ashton Town Centre, forming the south western gateway into the town for pedestrians and vehicles. The area is characterised by a range of uses including office, residential, education, civic and health care. The site currently hosts a range of occupiers such as; the Magistrates court; Ashton Old Baths; Tameside College and the Ashton Primary Care Centre which have a notable presence within the site.

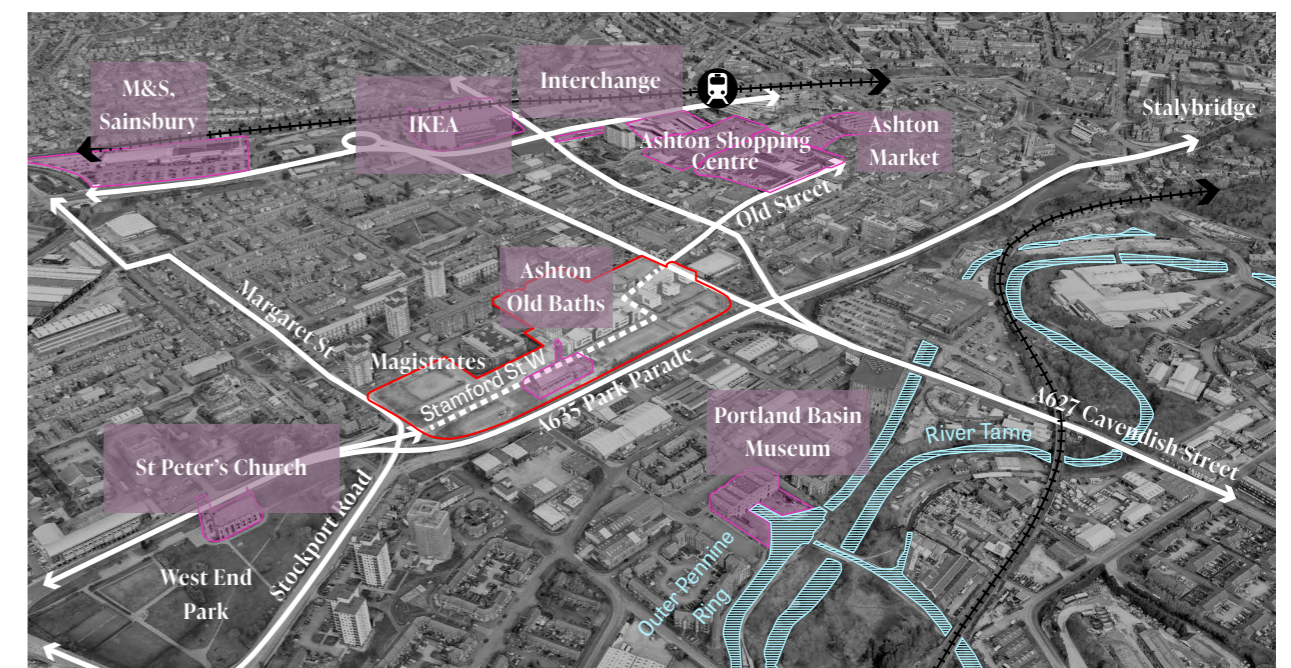
Although the area has benefited from development in recent years, including a new public realm scheme, a large proportion of St Petersfield comprises cleared sites and temporary surface car parking. This, along with the access arrangement, has led to the site being somewhat of a thoroughfare for vehicles.

A large residential community sits to the north of the site, made up of market and social housing, including four prominent towers which overlook the site.

The site is bound to the south by Park Parade, a large dual carriageway connecting the town to the M60 to the west and Stalybridge to the east. An industrial area sits to the south of Park Parade which leads to the canal side residential areas of Portland Basin, which includes the Portland Basin Museum.

St Petersfield is designated as an established employment area and sits within Ashton Town Centre Conservation Area. The general scale of buildings within St Petersfield is approximately 3-4 storeys in height. The Italianate chimney at Ashton Old Baths, which is Grade II\* listed, is a notable presence on the skyline and has a direct relationship with the spire of St Peter's Church to the west.

Soft landscaping is generally limited to the periphery of the site and around the surface level car parking. There is a notable tree belt and a small grassed area to the south of the Magistrates Court and along Old Street.



Site location



## 01 / INTRODUCTION

# Community and Stakeholder Engagement

This masterplan has been shaped collectively with local members and stakeholders to deliver a plan which is responsive to the challenges and opportunities that exist on a day-to-day basis. It has been used to refresh ideas and relationships developed through the previous masterplanning work and set a new conversation going to define the future of the place.

In May 2021, LDA Design and Tameside Borough Council led a walking tour of St Petersfield, Ashton Old Baths and its surrounding area. The tour included council members, officers, Tameside College and local businesses.

The tour outlined key legacy issues/ challenges and opportunities that the masterplan should address. Discussions with local businesses and the College meant that we could understand pertinent issues which should be addressed through the plan.

Further to this engagement, as part of the market and townscape appraisal our team engaged one-on-one with key stakeholders including Ashton Pioneer Homes, Oxford Innovations, Council Officers (highways, planning, estates, open space, digital), Saffer Cooper Consultancy and local developers.

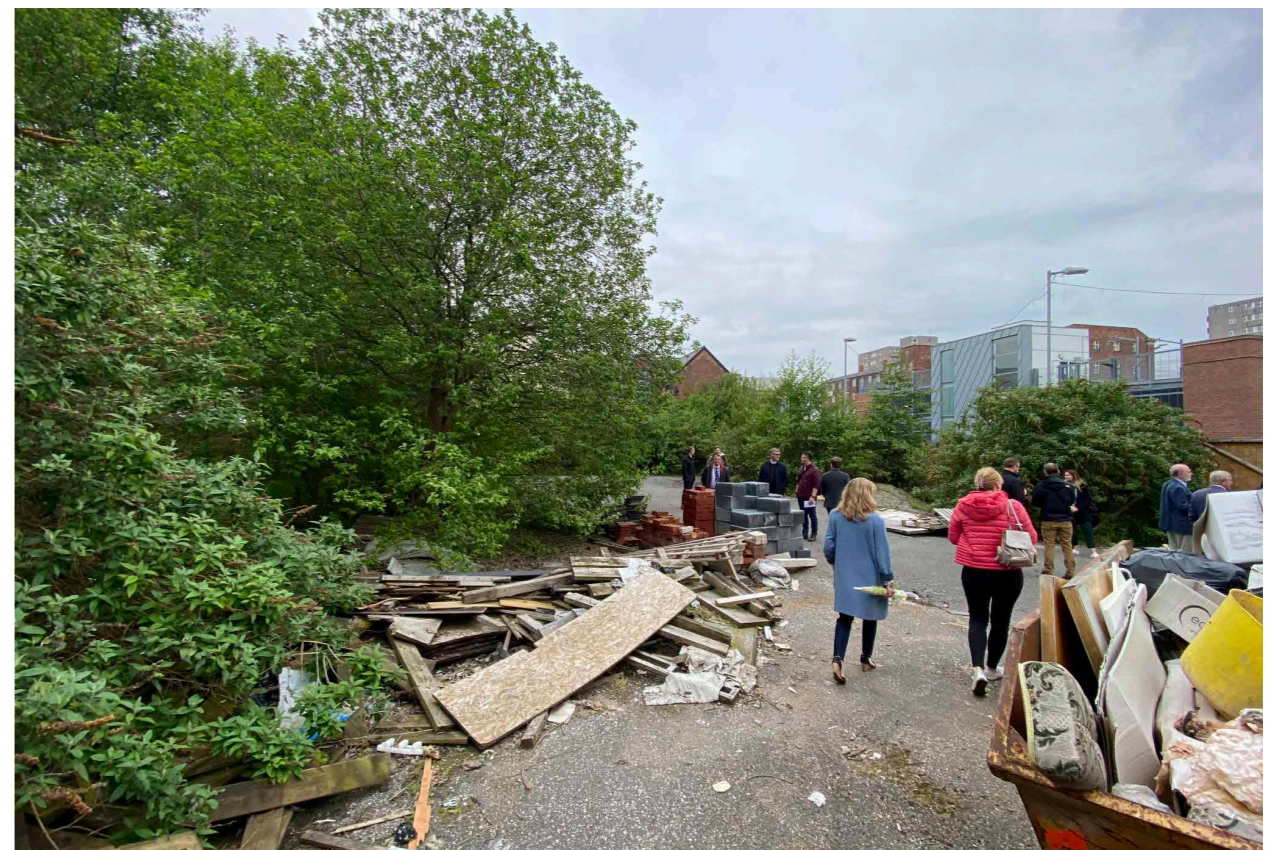
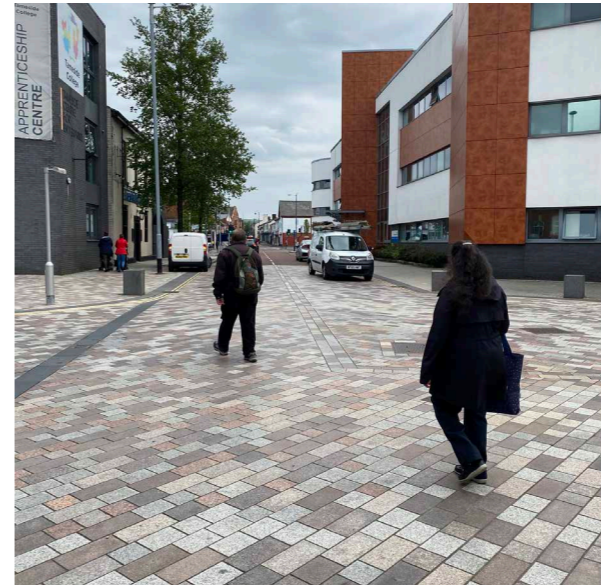


Stakeholder walking tour of St Petersfield

Further to targeted stakeholder engagement, our team have begun engaging with the local community through Ashton Pioneer Homes. An opportunity to engage the community with St Petersfield was identified through our work, both to help shape the outcome and also ensure their long term engagement with the area going forward.

Early discussion identified the opportunity to develop a community pocket park on vacant land off Old Street/Brookdale Avenue. The land, currently sitting behind hoardings, provides a big opportunity to develop a temporary community space to draw people into St Petersfield and offer a healthy, green space for the community and visitors to St Petersfield. Eventually, the plot is earmarked for development with a new public realm framing access onto Old Street.

## 01 / INTRODUCTION



The tour included a visit to the potential community space (bottom) and Ashton Old Baths (top right)



# Key Challenges and Opportunities

## Challenges

- Distinct lack of amenity and active uses throughout the site
- Lack of legible connection to town centre and surrounding areas, currently very inward looking site
- Park Parade presents a barrier to pedestrian movement to the south with high volumes of traffic and limited crossing opportunities.
- The majority of the site is dominated by highways, particularly along Stamford Street West, resulting in spaces that are difficult to navigate
- Legacy issues associated with historical development activity
- Existing blank facades and surface car parking form a negative user experience on site
- Retail and commercial uses along Old Street are intermittent and vehicular traffic currently does not provide a strong arrival experience leading into the site
- Henry Square does not currently encourage use as an informal open space and is poorly used by the public
- Current pedestrian and cycle movement from the site lacks legibility, infrastructure and wayfinding
- Access points into the site are uninviting and lack presence
- Swathes of surface car parking provide a negative experience on site

## Opportunities

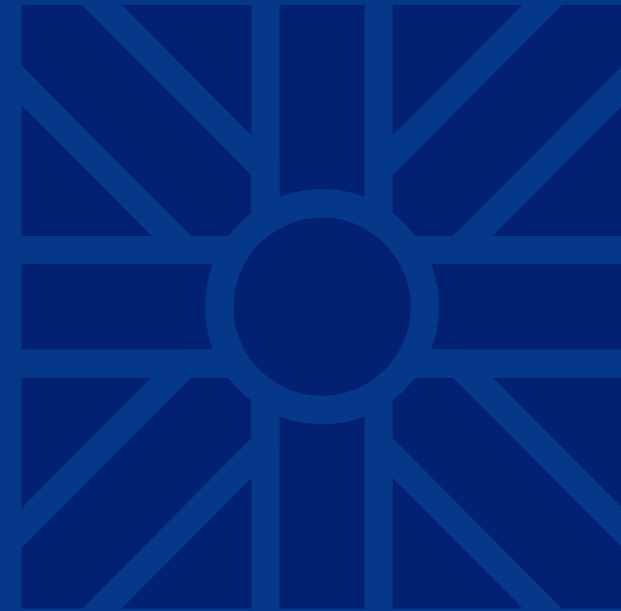
- To provide an exemplar urban regeneration project for Tameside that incorporates the latest green building standards
- Integrate with the surrounding context through re-use of the historic grid-iron street pattern which connect to the wider public realm along Old Street, Stamford Street West and to Portland Basin
- Enhance Henry Square as a civic square for Ashton, with the potential to host a range of public events
- Potential to provide new homes, leisure, community, cultural and commercial uses to provide activity day and night (24hr economy)
- Grasp development opportunities on site to realise potential
- Bring under-utilised and vacant areas back into life through temporary and meanwhile uses
- Encourage pedestrian and cycle movement into and through the site, providing attractive, safe and legible routes
- Provide a positive outlook onto Park Parade with development that addresses the edges of the site
- Greening of the site to break up areas of hard surfacing, provide sustainable drainage solutions and create green corridors connecting to surrounding parks and open spaces
- Utilising the high-speed fibre connectivity within the Ashton Old Baths data centre to help create jobs and encourage tech companies to grow within this easily accessible location

St Petersfield is an outstanding development opportunity which has potential to become a vibrant urban quarter to complement Ashton's Town Centre. Below is a set of challenges and opportunities that will provide key indicators for success:

## Indicators of Success

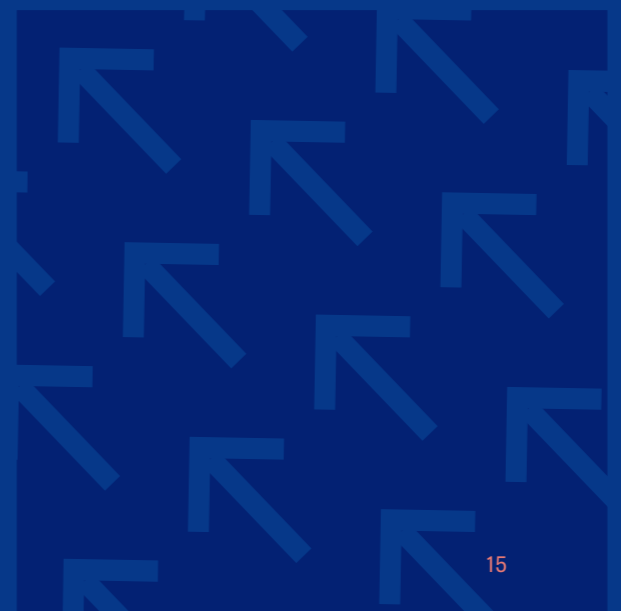
- To create an established strategy which clearly identifies the phased delivery of a sustainable and commercially viable development
- To activate the site through a mix of new land uses, active frontages and a high quality public realm
- Create a public realm that is well programmed, managed and curated with formal and informal events taking place year-round within a well maintained landscape
- To provide a plan with ingrained flexibility to allow for development and placemaking to occur based on market, environmental and social need
- Respond to the site's historic context and form, delivering a development synonymous with Ashton
- A development that celebrates and enhances the quality of existing assets, such as Ashton Old Baths
- Create clear connections to and from Ashton town centre, that connect to key destinations and identify any further potential routes to development opportunities within close proximity of the site
- Create high levels of green space that wield an increased biodiversity yield
- Deliver a truly sustainable design that contribute to zero carbon targets that reduce the need to travel by car
- Deliver an accessible site with high levels of pedestrian, cycle and public transport access, that balance the need for vehicular-use, service access and parking on site
- Aim to achieve tangible benefits for the surrounding residential community in terms of access to amenity, public realm and jobs
- Provide an exemplar regeneration project that is deliverable and logically phased, ensuring that realistic quick wins are matched with major advancements





# ST. PETERSFIELD

## 02 / **Strategic Vision**

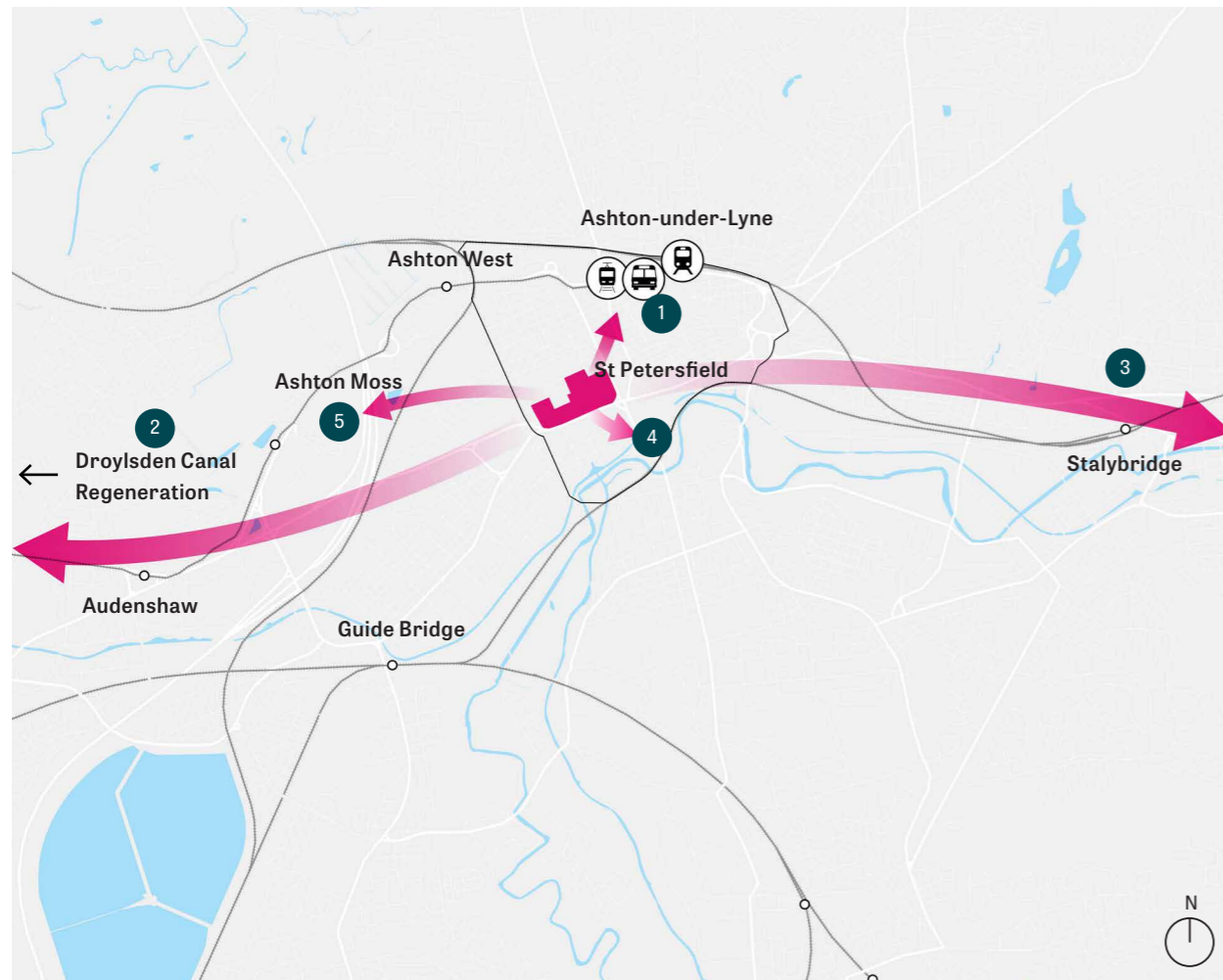




# Regeneration Context

Tameside is targeting a number of key regeneration opportunities amidst a turbulent period for town centres. St Petersfield is ideally located within surrounding key regeneration opportunities and a growing population of residents and complimentary businesses provides a strong rationale for new businesses to develop and grow within the town.

Wider regeneration opportunities such as Ashton Moss, Droylsden Marina and Stalybridge are creating a framework for future development/enhancements which will improve the overall residential and employment offer, making Tameside a more competitive market within Greater Manchester.



Key:  
■ St Petersfield



**1** Ashton-under-Lyne Town Centre Improvements (future development)

Various town centre public realm works and highway improvement schemes proposed, including proposed Beelines



**2** Droylsden Marina regeneration (future development)

Catalyst for redevelopment of strategic sites such as the former Droylsden Library site, that build upon previous successful developments within the area



**3** Stalybridge Town Centre Regeneration (on-going)

Enhancement of the historic core of the town, High Street Heritage Action Zone HAZ, and Civic Hall opportunities  
 Improving Food and Drink offer



**4** Cavendish Mill (completed)

Regeneration of the Grade II\* listed former cotton mill into apartments  
 Proposals submitted for housing estates planned next to listed structure  
 Canal side apartments (c.50) proposed



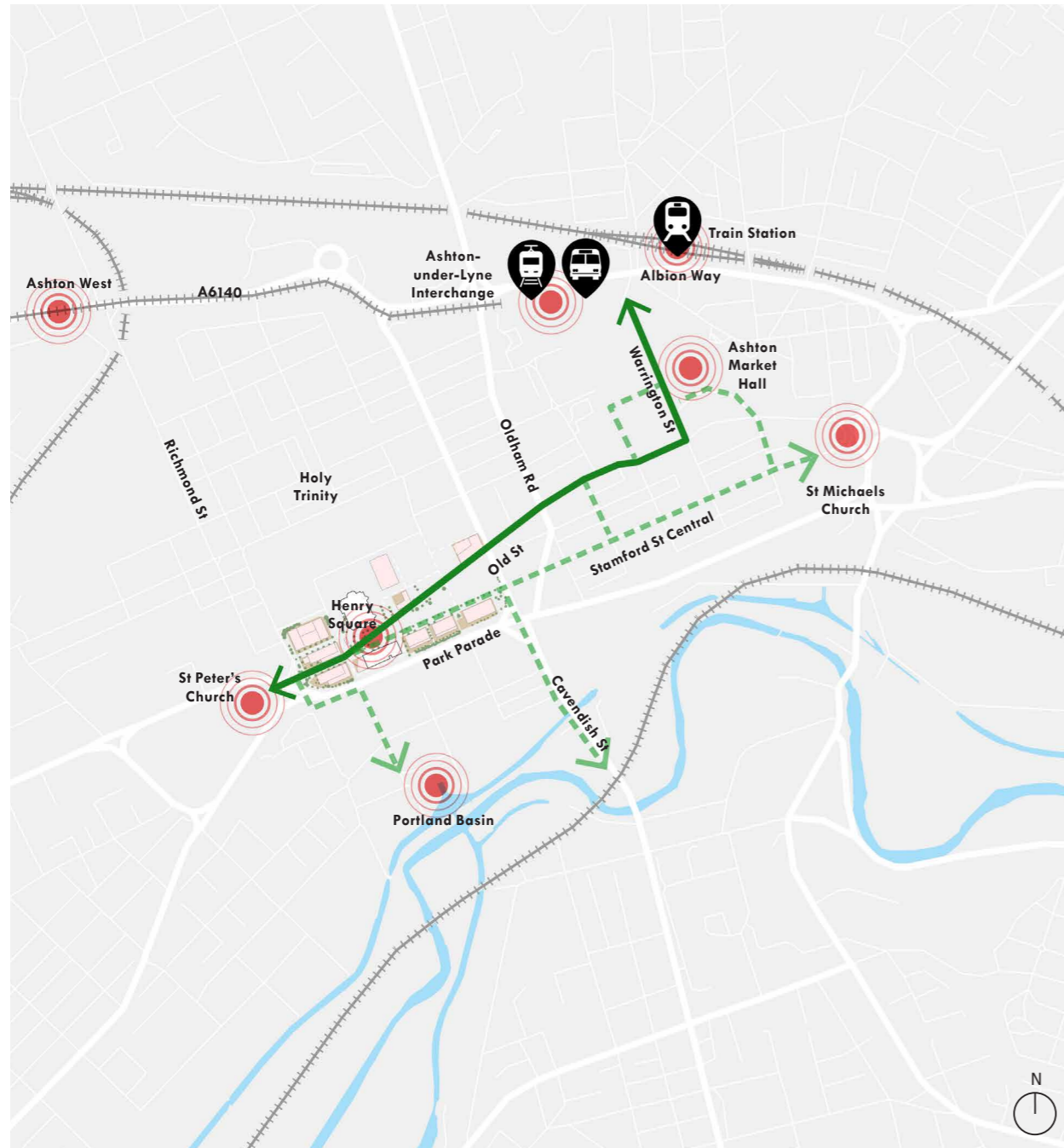
**5** Ashton Moss (on-going)

Ashton Moss is an employment designated site for advanced manufacturing



02 / STRATEGIC VISION

# Pedestrian Connections



- Key:
- Key pedestrian route
  - - - Associated pedestrian route
  - Key Town Centre Destination



Ashton Market Square



Stamford Street Central Proposals



Albion Way Proposals



Ashton-under-Lyne Tram stop

One of the key goals of the masterplan is to ensure that St Petersfield knits into the wider town centre through an enhancement of its pedestrian connections.

This will be achieved through prioritising pedestrian movement along key corridors, complementing existing and planned public realm improvements into the wider town centre and out to surrounding communities.

Strengthening pedestrian connectivity should:

- Leverage-off the close proximity to the town centre
- Add value to the town centre by strengthening key arrival points and providing a new entrance into the town
- Prioritise Old Street as the primary pedestrian connection into the town centre, linking St Peters Church to the Station

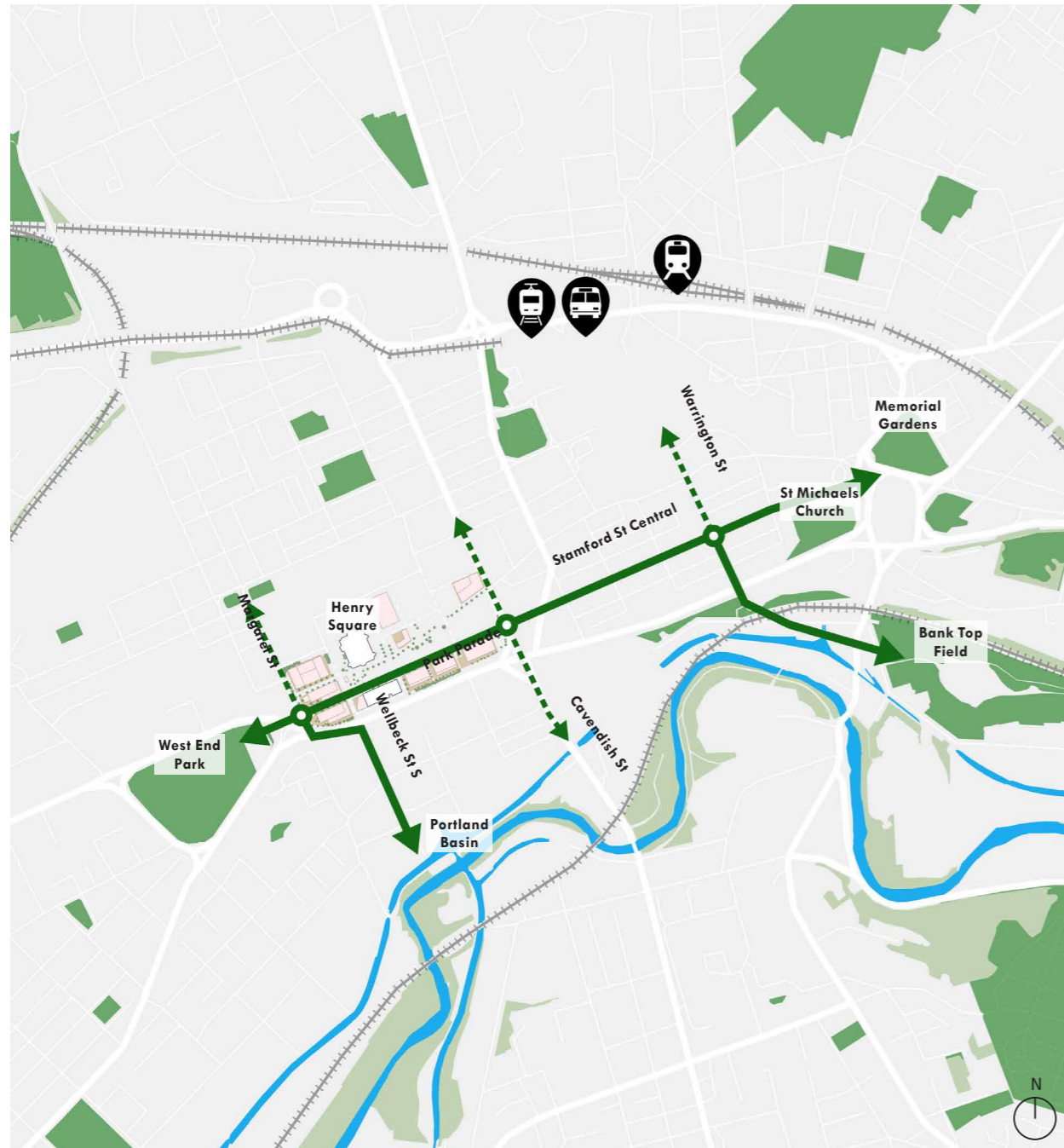
- Create strong east-west connections along Stamford Street West which will re-link the site into the historic, Delamere and Holy Trinity quarters

- Enhance connections from St Petersfield to Portland Basin and Cavendish Mill

**The masterplan will incorporate a network of public realm and routes to encourage active movement to key destinations around the town centre**



# Green Infrastructure



- Key:
- Key corridor
  - - - Secondary links
  - Greenspace



Green corridor



Greenway



St Peter's Church within West End Park



Portland Basin

St Peter'sfield provides a strategic opportunity to connect the green and blue infrastructure throughout the southern edge of Ashton town centre.

A green corridor along Stamford Street West, Central and East could connect West End Park and St Peter's Church with St Michael's Church and the Memorial Gardens, while secondary green routes promote access north-south from the town centre towards River Tame.

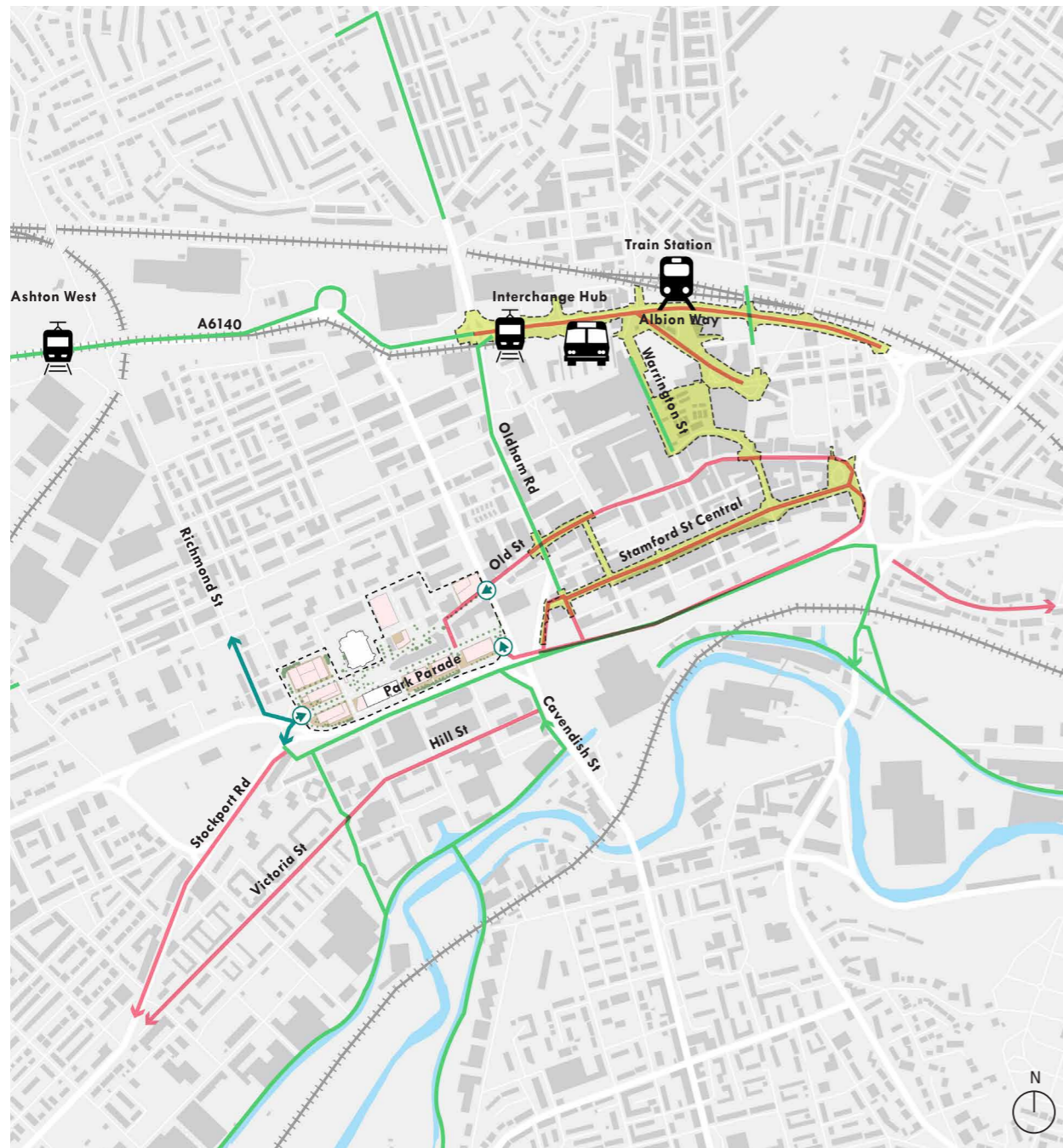
Green corridors should:

- Incorporate greening of key corridors, particularly along pedestrian and cycle connections which promote biodiversity and wellness
- Provide legible and user-friendly routes with pause-spaces and green verges

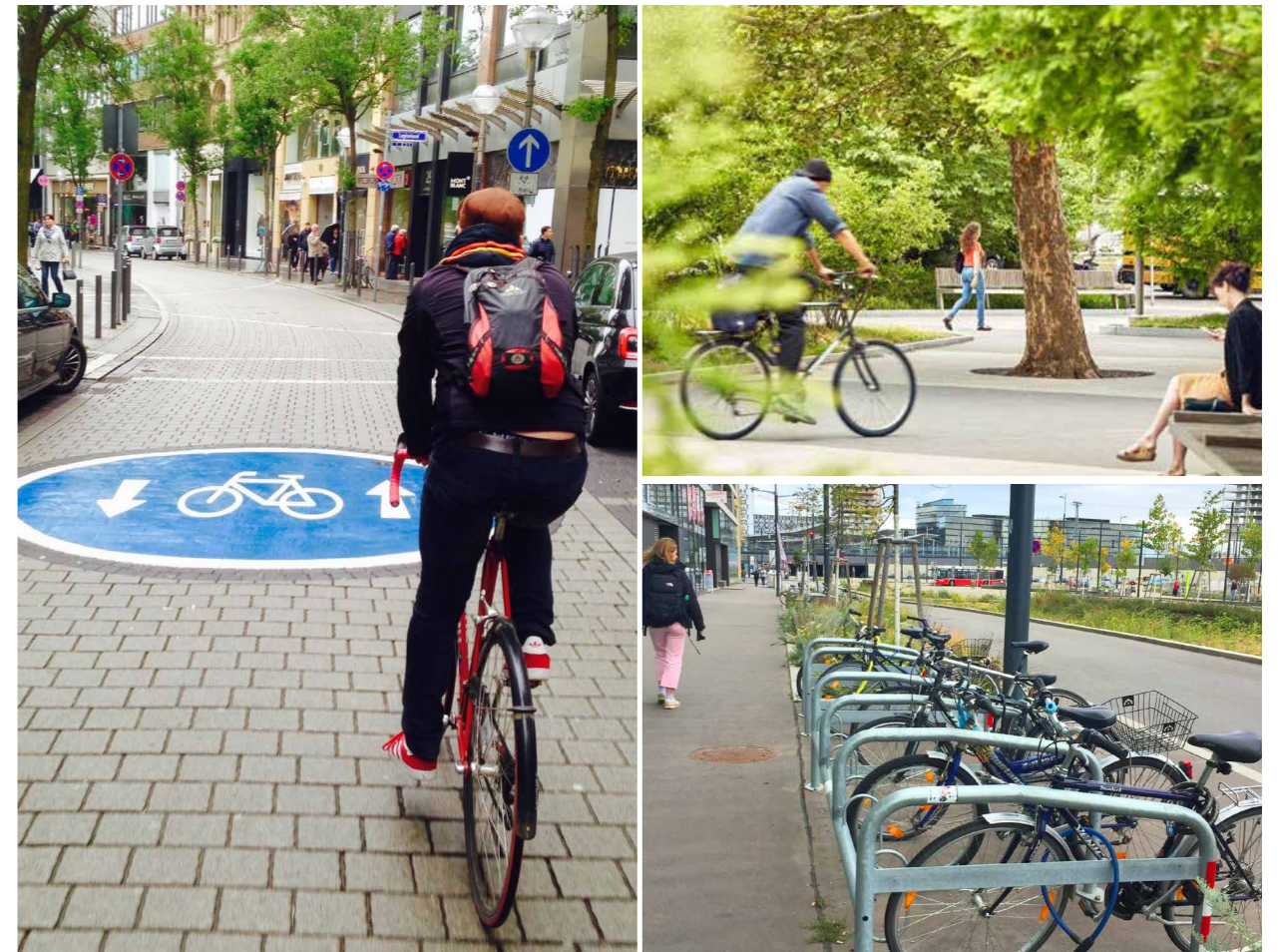
- Green connections can also form a strong network of habitats for various plants, birds and insects
- Frame views of key landmarks and the town centre, including Ashton Old Baths, the Market Hall and St Peter's Church
- Provide strong connections to key green spaces that utilise the site's strategic location and enhances the user-experience around Ashton
- Encourage active travel through improved cycle and walking routes, interconnected with public transport routes



# Cycle Connectivity



- Key:
- Site boundary
  - Existing
  - Proposed connections
  - Beelines
  - Cycling and walking improvements



Cycleways and storage solutions

The masterplan will seek to extend and enhance active travel corridors within Ashton, ensuring it plugs the gap between existing and future proposed active travel schemes and public realm enhancements.

The masterplan will provide:

- Enhanced cycle accessibility, linking into the proposed Beeline cycleway schemes and public realm enhancements along Stamford Street Central and Old Street
- New controlled crossing points will allow better entry for cyclists arriving from the west along Manchester Road and east from Old Street and Stamford Street Central
- Further linkages including connections to the north along Richmond Street and south-

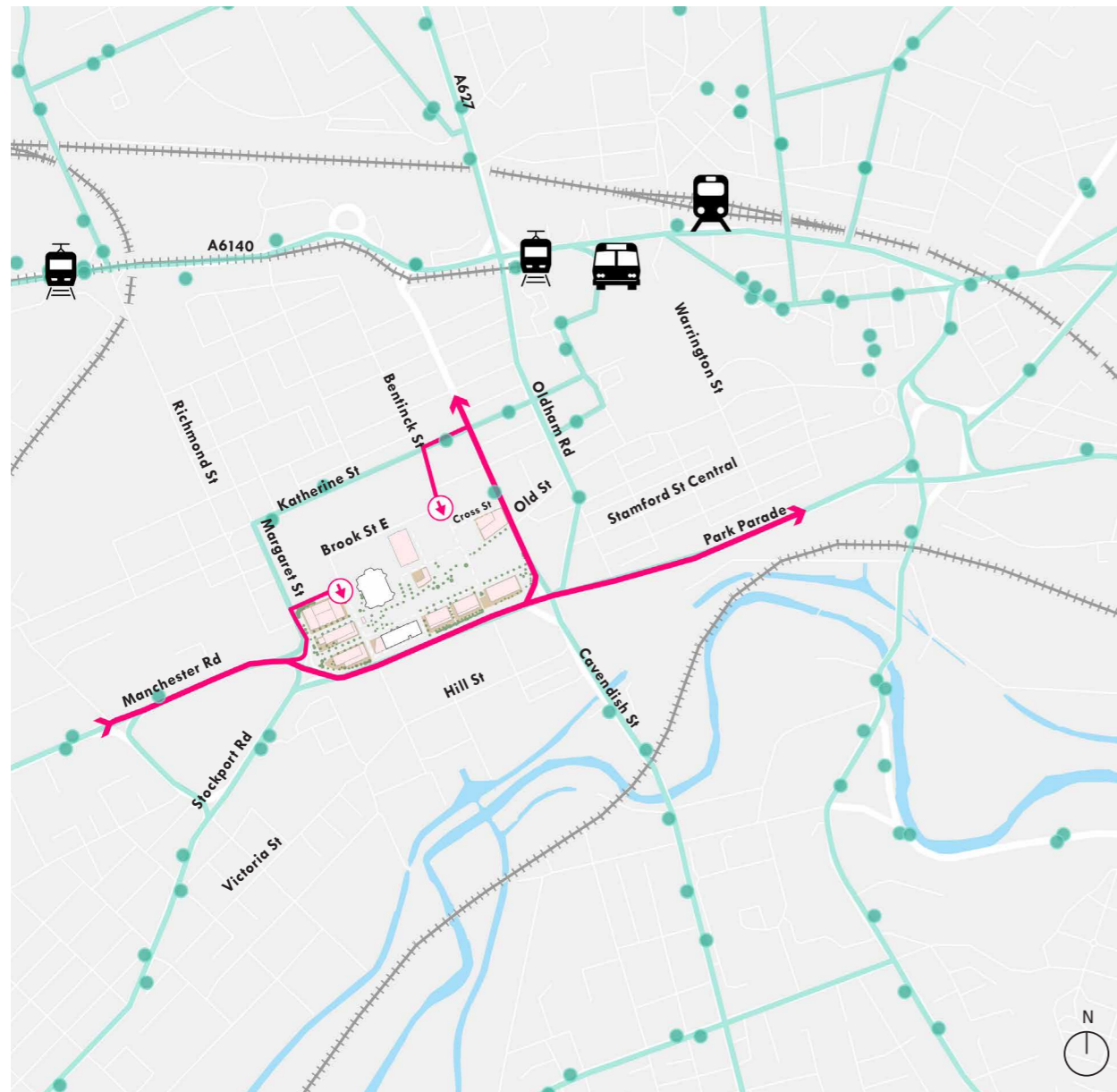
west along Stockport Road tying into the beeline network

- Enhanced cycle storage, stands and associated facilities to improve ease of use and comfort

**The site will create publicly accessible cycleways that provide strong east-west, north-south connections both within and outside the site**



# Vehicular Movement and Public Transport



- Key:
- Site boundary
  - Key routes
  - Bus routes
  - Bus stops



Shared Streets

Key to the creation of a positive environment within St Petersfield is a rationalisation of vehicular access to the site. The goal is to create an environment where the movement of cars and other vehicles does not disrupt pedestrian and cycle movement, creating a largely car free environment at the centre of the site. This will subsequently create more opportunity for enhancement of the pedestrian experience and improve public transport connections. To do this successfully we must look strategically at the access and look to move access to the edge of the site.

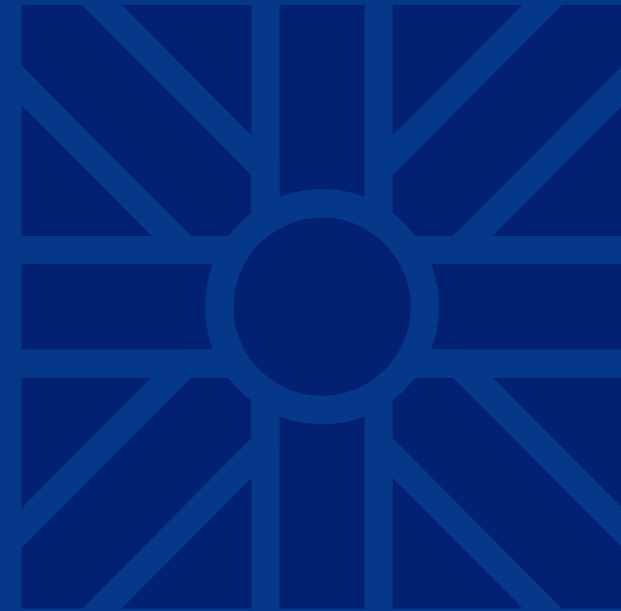
The key strategic interventions are:

- Main access routes into the masterplan would be limited to Hodgson Street (via St Margaret's Street) and Bentinck Street (via Katherine Street)
- Vehicle access into and through the site will be maintained for service vehicles during controlled times, ensuring all plots are served to front or rear
- The primary access into the site will be on foot or cycle, ensuring that vehicular movement and servicing is maintained efficiently

- The site will build on its close proximity to bus links running along Manchester Road, Katherine Street and Cavendish Street which provide onward connections into the Town Centre, Stalybridge, Denton, Manchester and Stockport
- Old Street will provide an attractive route linking the site to the public transport interchanges off A6043
- Parking will be provided on plot for residents and the hotel, whilst other parking will be provided through existing and/ or new MSCPs within close proximity of the site
- Disabled parking will be provided for the Primary Care Centre off Bentinck Street and/ or in the ground floor of the proposed development on Cavendish Street

**The master plan will deliver a pedestrian friendly environment whilst balancing the necessary vehicular and servicing functions**

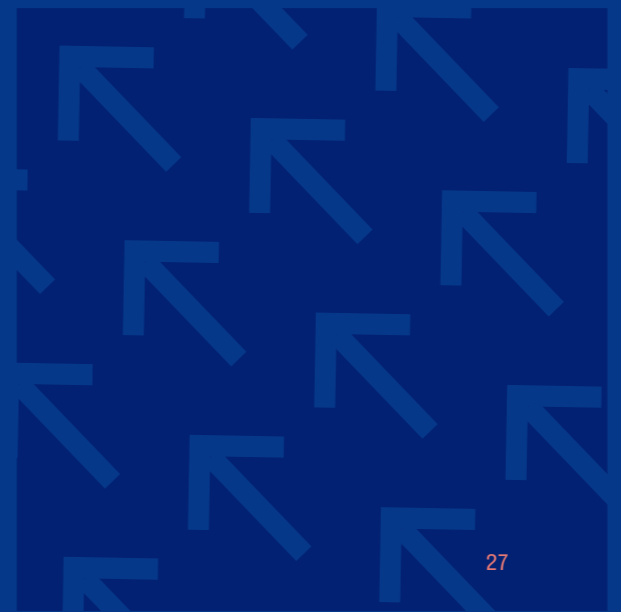
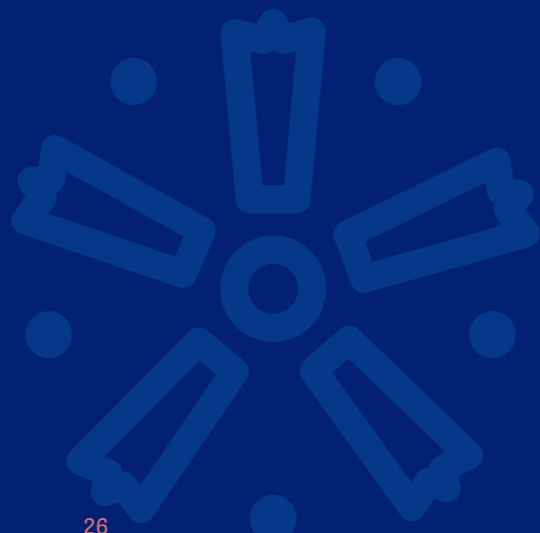




# ST. PETERSFIELD

## 03 The Masterplan

Based on findings and consideration of key challenges, a masterplan has been developed, this section sets out the framework, and outcomes for St Petersfield





# Masterplan Objectives

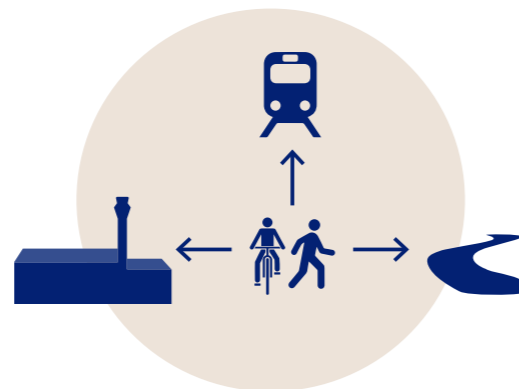
St Petersfield will become a exemplar mixed-use business district, with high quality public realm that seamlessly integrates into Ashton's Town Centre. It will become a vibrant place to live, work and visit throughout the day and week.

The area will build upon its excellent connectivity both physically and digitally to incorporate innovative workspaces which utilise best-practice healthy buildings and placemaking making St Petersfield a place where people will want to return to time and again.

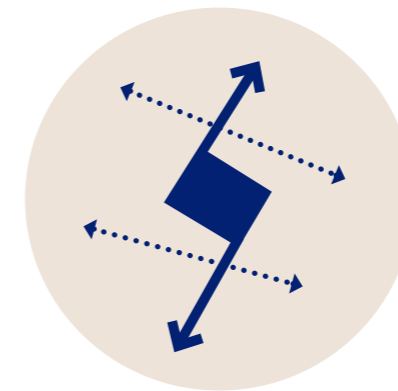
8 Objectives for St Petersfield



Building on the unique strengths of St Petersfield and creating a place to be proud of



Providing connections to surrounding destinations, such as the interchange hub, Ashton Market, Ashton Old Baths and Portland Basin



Strengthening streets and walking routes to improve wayfinding



Creating inclusive and publicly accessible spaces for all the community to enjoy



Collaborating with public and private entities to create a lively urban environment which is green, walkable and nice to spend time in



A great location where global meets local, possessing potential for local independent tech start-ups and SMEs to grow and expand



Deliver a vibrant place, enlivened by a mixture of uses and programmed events offering clusters of retail, food & beverage, and leisure for residents and visitors



A deliverable plan with immediate and long term outputs which achieve long term future purpose and a prosperous future for the community



03 / THE MASTERPLAN

# The Vision

## Multi Storey Car Park

The existing Multi-Storey Car Park to be retained and managed to offer parking on site for commercial users. Additional parking within 5-minute walk of the site will also be provided.

## Henry Square

The main focal point for St Petersfield, providing an active and attractive public square for surrounding businesses and communities to come together. The space also becomes a place for town-wide events and activities. The space will provide high quality seating, landscape improvements, fountains (retained) and lighting. Tree planting and a small kiosk will provide activity and enclose the space.

## Chester Square

The west end of Stamford Street West will frame the new development and draw people into the site. Space will be clearly demarcated to ensure continuity of movement for pedestrians and cyclists.

## Ashton Old Baths Extension

A new extension provide an open and public face to AOB and an active edge to Henry Square, as well as better frame the western facade of the building. The space can provide much needed amenity with potential for a cafe and meeting space, while it is an opportunity to bring further architectural interest and diversity.

## Old Street Pocket Park

Initially an opportunity as a meanwhile space providing much needed amenity for local residents, the space will become a unique pocket park, providing a link with the residences to the north ensuring an inviting edge is presented to the wider area.

## Old Street

Closure of Old Street to traffic within St Petersfield, to create a green and active corridor to welcome people into the site and frame views to the town centre.

## Stamford Street West Arrival

Creation of a new pocket park to frame new office developments and draw people into the site. Improved continuity and legibility for cyclists and pedestrians, linking into the wider cycle routes along Stamford Street

## Bentinck Street

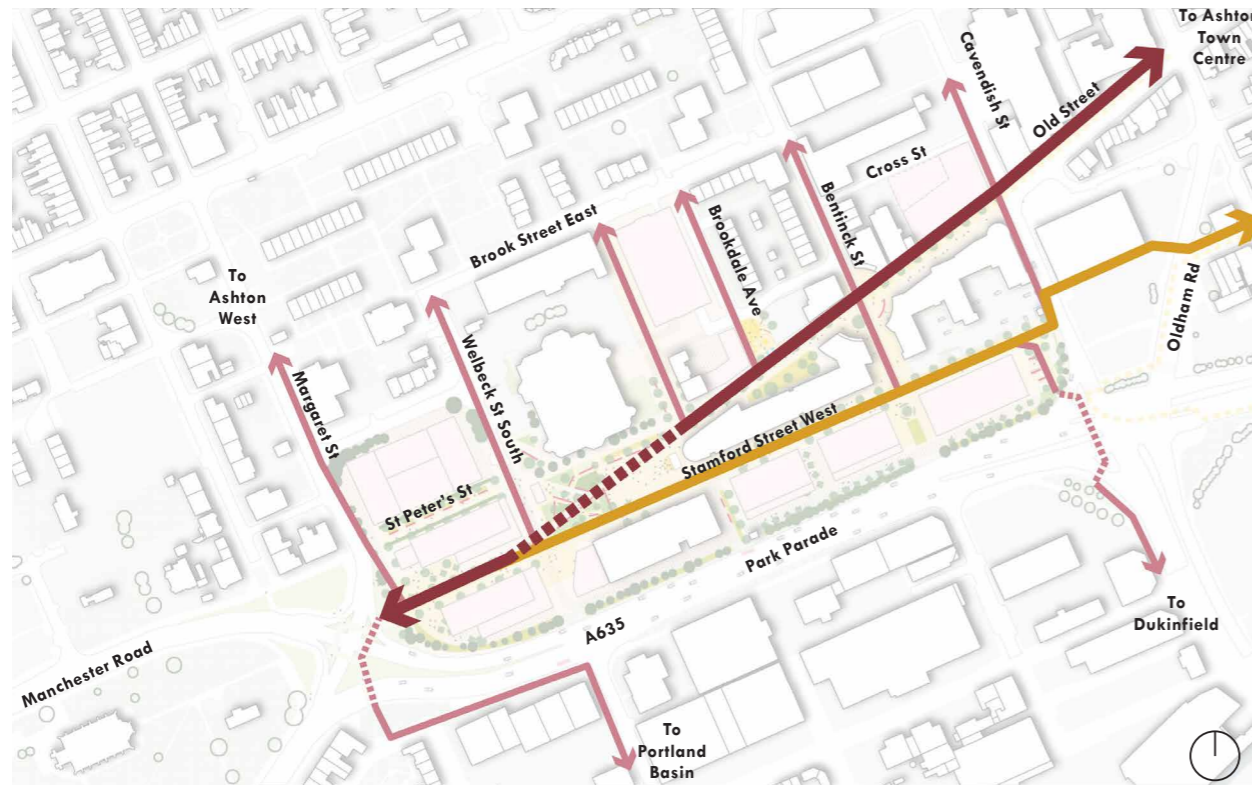
The highway is reduced by removing the junction with Old Street to create a more pedestrian friendly passage and public space at a key node on the journey into the town centre.

## Stamford Street West

This street will form a new east-west boulevard with dwell spaces to entice users to travel along, linking new development directly into Henry Square. Removal of through-traffic will also promote a pedestrian and cycle-friendly environment.



# The Movement Framework



- Key:
- █ Primary
  - █ Secondary
  - █ Tertiary

## Pedestrian Movement

The site will build on its proximity to the town centre and gateway location to connect users back into the town along strong east-west desire lines including Old Street and Stamford Street West. The site will also unlock connections to the north and south towards Portland Basin and Dukinfield, as well as surrounding communities and Ashton Moss beyond.

### Key interventions:

- Improved pedestrian spine leading into the site along Old Street and Stamford Street

West, including rain gardens, widened footways, enhanced frontages, pocket parks, street furniture and street trees.

- Old Street will become a primary pedestrian boulevard that links the town centre with St Petersfield, particularly Henry Square, and St Peters Church/ West Park
- Stamford Street West will become a shared street leading users east-west from Manchester Road in the west to Cavendish Street to the east, as well as linking to Stamford Street Central



Provide spaces for seating and relaxation

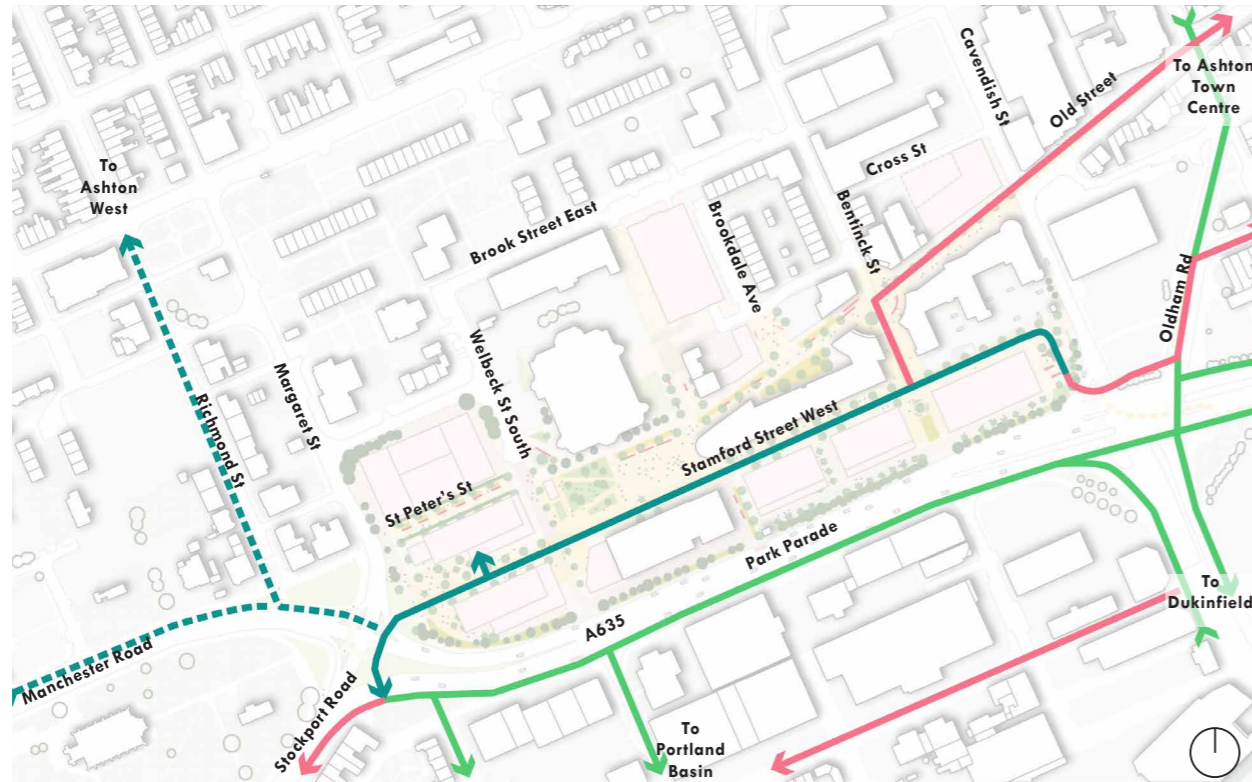


Pedestrian walkways that complement the built form

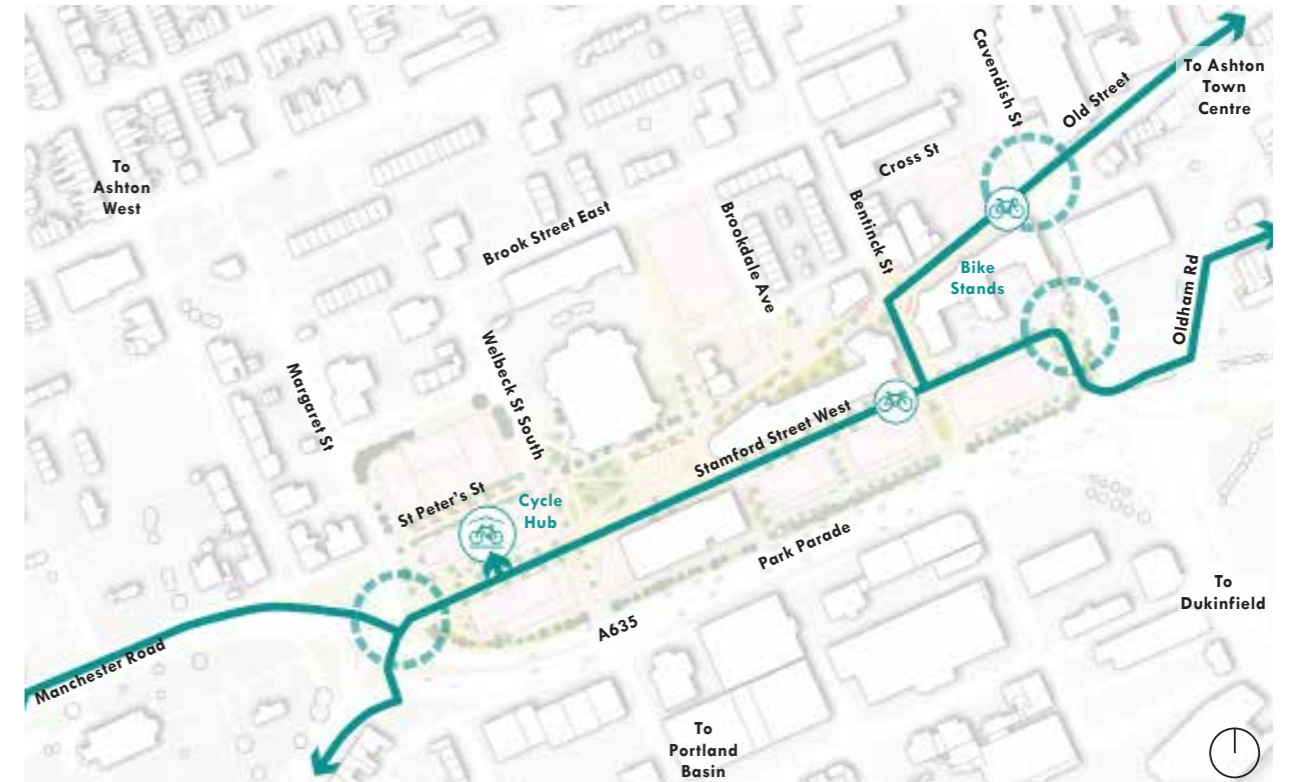


03 / THE MASTERPLAN

03 / THE MASTERPLAN



- Key:
- █ Primary route
  - █ Beeline route
  - █ Existing



- Key:
- █ Primary cycle route
  - Bike stand/hub
  - Key arrival point

### Cycling Movement

The site will establish a strong east-west cycle corridor along Stamford Street West. This will allow users to travel directly into the Town Centre along Old Street and Stamford Street, as well as unlocking onward journeys for commuters and visitors throughout Tameside.

This route extends the future planned beeline improvement corridors, plugging an existing gap.

#### Key interventions:

- Connect into Bee Network routes located along Old Street, Oldham Road and Stockport Road will be extended through the site
- Key cycle link via Stamford Street West towards Stamford Street Central, diversion around Lidl store using existing high quality crossing facilities north of Park Parade
- Enhance further onward connections to Ashton Moss, Portland Basin and Dukinfield

### Cycling Infrastructure

The site will also include a cycle hub that promotes commuters to use bikes to travel to and from work, including secure storage and shower facilities for example. Parking stands will allow users to quickly and safely park their bikes throughout the site.

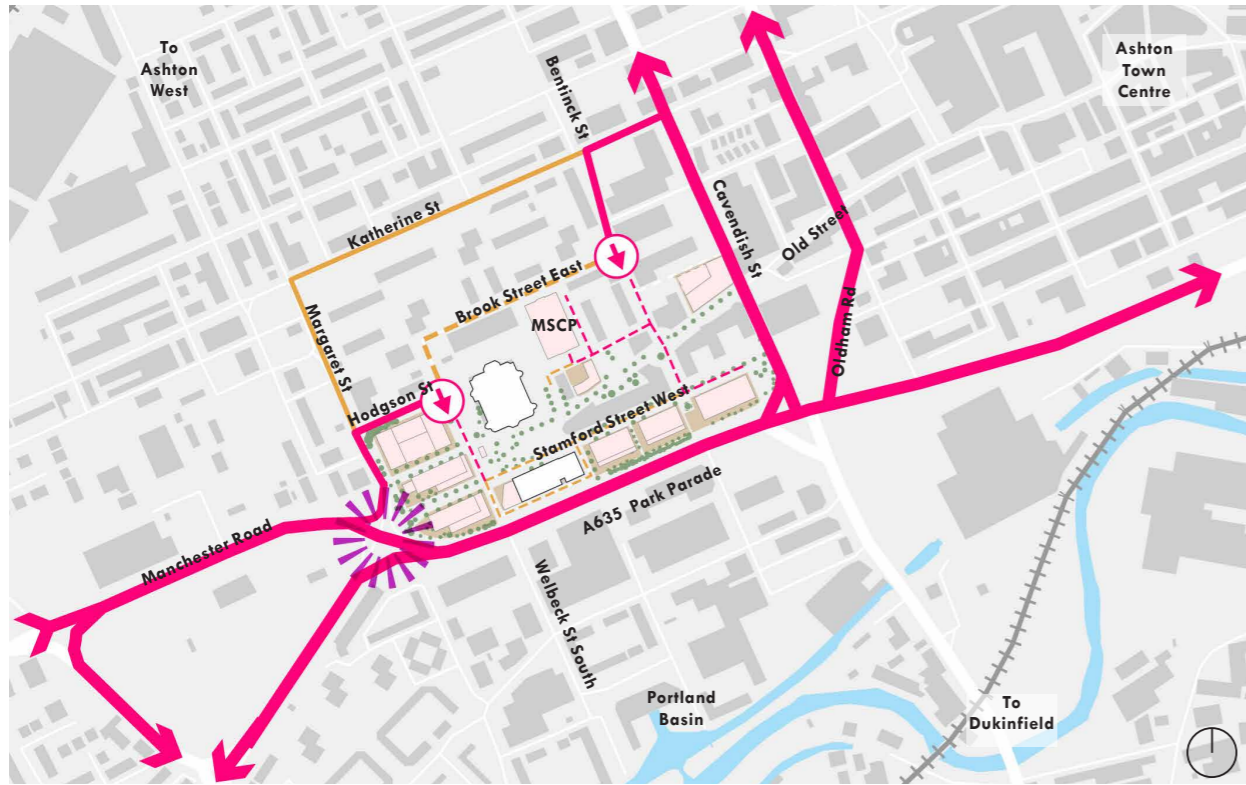
New initiatives, such as the Bee Network Cycle Hire and the TfGM E-Cargo Bike proposals, will be encouraged on site to increase convenience and flexibility for sustainable and active movement.

#### Key interventions:

- Three main arrival points will allow better crossing facilities for cyclists to enter the site.
- A cycle hub located next to the western entrance and adjacent to Henry Square to allow users to store their bike, with associated amenities and cafe to provide commercial offer
- Cycle stands to be provided at entrance to Old Street, Cavendish Street, Henry Square and Stamford Street West



03 / THE MASTERPLAN



- Key:
- Primary vehicular route
  - Secondary vehicular route
  - - - Two-way traffic
  - Shared space
  - ↓ Entryway
  - ⊗ Junction redesign

**Vehicular Movement**

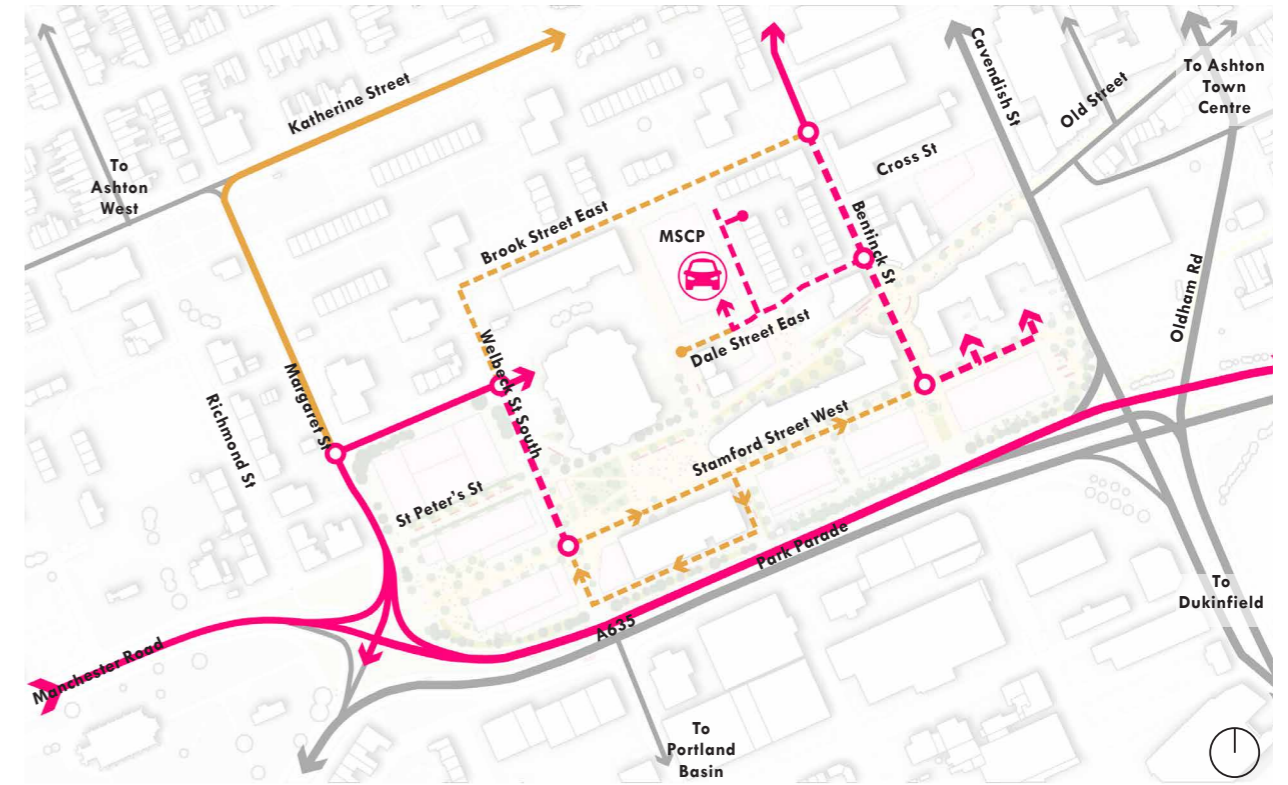
Two new main access routes will be provided for the masterplan, including off Hodgson Street (via St Margaret's Street) and Bentinck Street (via Katherine Street).

General through traffic will be removed from the core site area, with access moved to the periphery. Brook Street East providing access to the north and to the MSCP. Cavendish Street and Bentinck Street will provide access to from the east. Service traffic (time permitted), emergency access and some disabled access will be permitted on the internal streets.

**Key interventions:**

- Existing vehicular access off Manchester Road and Cavendish Street diverted to new access points within the masterplan
- Park Parade to retain primary highway role but with potential redesign along Manchester Road/Park Parade junction
- A one-way system (west to east) will be provided to allow servicing to buildings
- Potential traffic calming and junction redesign along Brook Street East to minimise through-traffic

03 / THE MASTERPLAN



- Key:
- Primary vehicular route
  - Secondary vehicular route
  - - - Two-way traffic
  - Shared space
  - Ⓜ Multi-storey car park

**Vehicular Movement**

The aim of altering vehicular movement is to create a more pleasant pedestrian experience, while still maintaining access for servicing of buildings and for vulnerable users.

**To achieve this:**

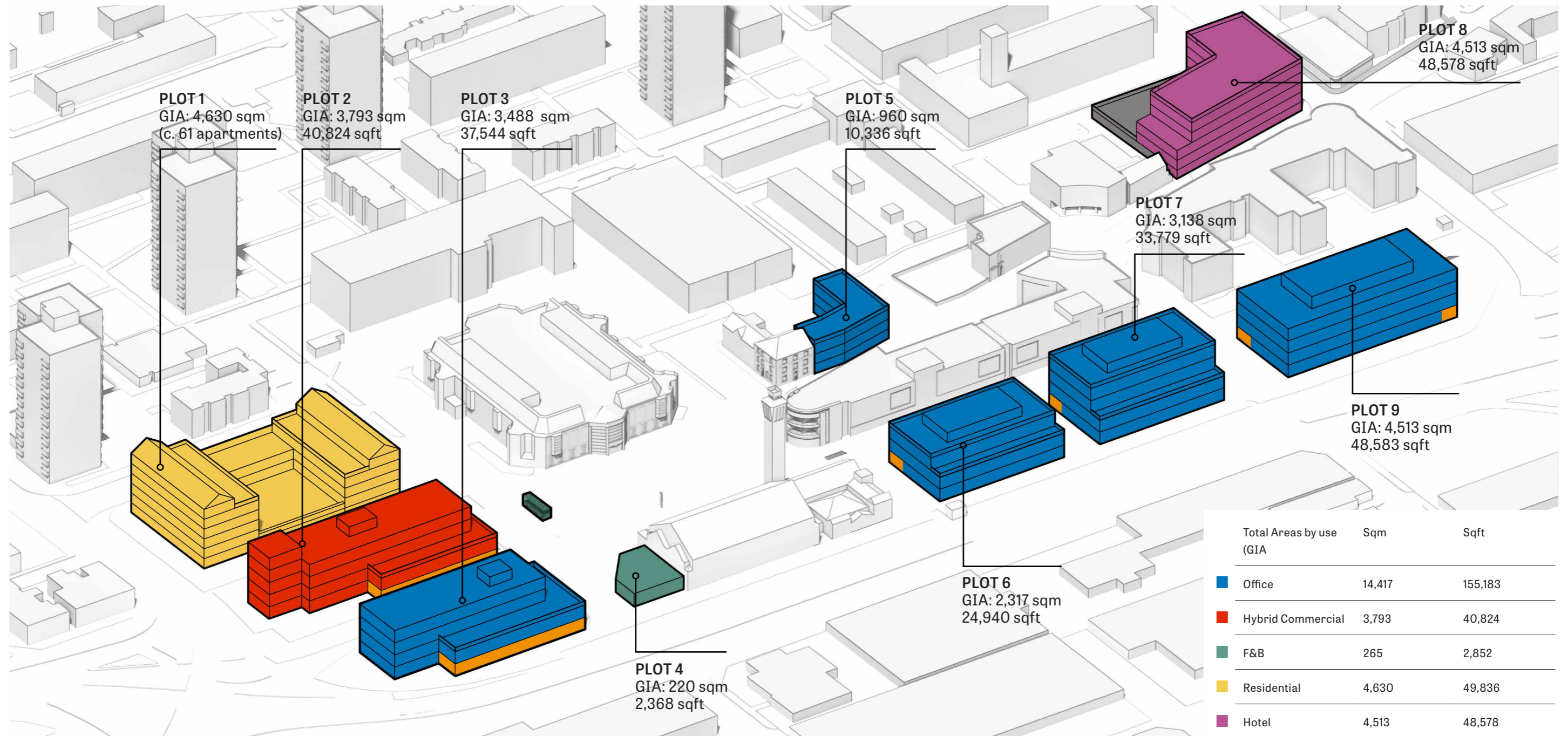
- Old Street will be pedestrianised, west of Cavendish Street, with a raised table to aid crossing and ensure a more pleasant arrival space for pedestrians and cyclists.
- The current shared space roundabout at Bentinck Street will be reconfigured to create a raised table crossing point

with increased public space and reduced carriageway for enhanced crossing and safety.

- A vehicular drop-off point will be retained for visitors to the NHS Primary Care Centre along Bentinck Street.
- The NHS Primary Care Centre will retain its parking access off Bentinck Street with disabled access car parking provided off Bentinck Street or within ground floor of development on Cross Street.
- Access to the MSCP will be retained off Dale Street East and Brook Street East



# The Land Use Framework



NB: Additional GF commercial retail and F&B in office buildings not included in the above summary

The development will be predominantly office-led with entrances, communal spaces and commercial (retail, F&B) providing animated ground floor frontages. The office space is concentrated along the southern edge of the site along the interface with Park Parade,

creating a “commercial front door” to St Petersfield and Ashton town centre.

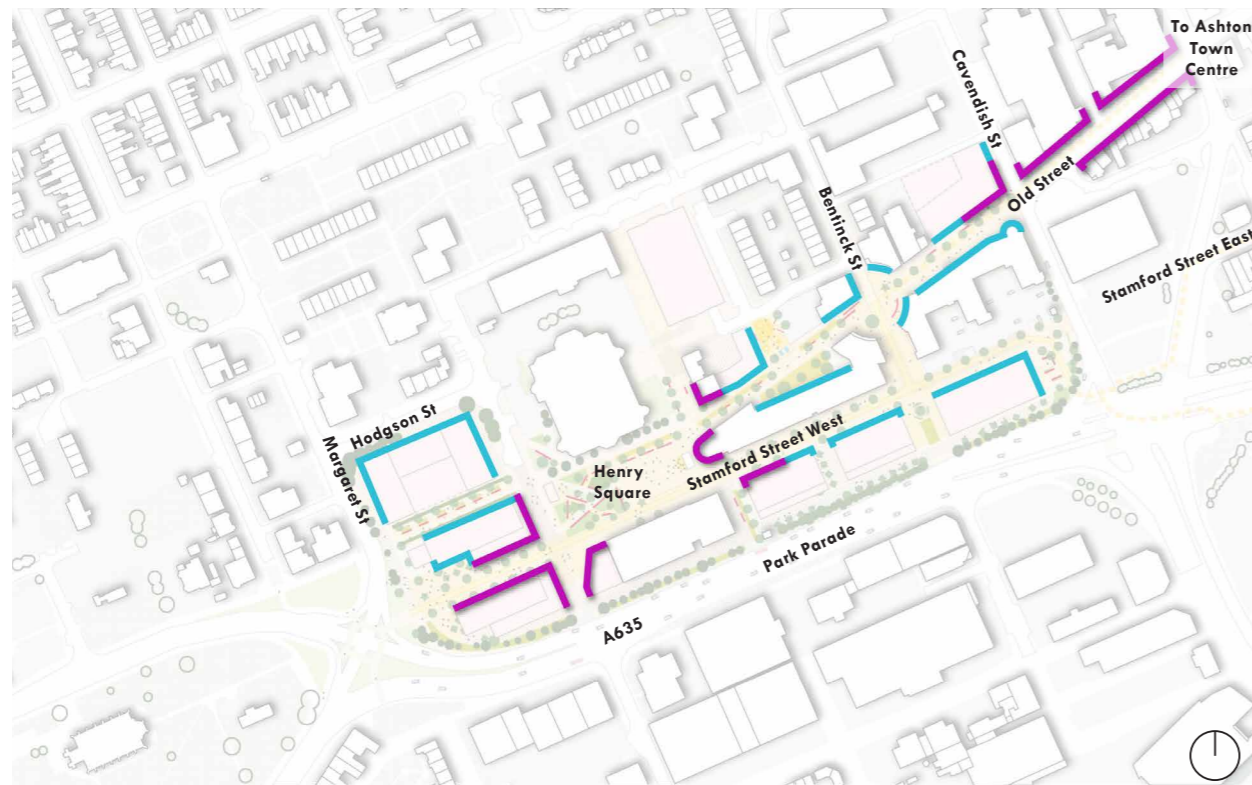
Moving back in the site a further mix of uses is proposed, with hybrid type work space (flexible studios), residential apartments and a hotel.

Throughout the plan locations for cafes and other food and drink offerings are identified to activate key streets and spaces, namely Henry Square, Stamford Street West, Hugh Mason Park and Old Street.

The land use framework retains flexibility for plots to be considered for alternative uses which will support the vision and deliver development. For example, cultural or leisure uses are considered appropriate where they will bring activity and diversify day to day use.



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- Key:
- Primary frontage
  - Secondary frontage

### Active Frontages

The site currently lacks active and animated frontages. Our vision is to engrain active frontages along all key corridors towards Henry Square from the town centre and key entrance points into the site. Strong frontages will also be located next to key arrival points into the masterplan area including Manchester Road, Cavendish Street and Park Parade.

#### Principles for providing active frontages:

- Active frontages should seek to continue up Old Street to frame this direct route into the town centre
- A mixture of highly active and passive/communal frontages should provide interest, animate the street and guide users to their destination
- Buildings fronting key pedestrian axis such as Old Street and Stamford Street West should allow, where possible, direct access onto the street/space and offer min. 1.5 height entrances
- Communal space and visible activity, is encouraged throughout the masterplan, at all levels, but particularly the ground floor
- Active frontages along Margaret Street and Hodgson Street will provide natural surveillance from the surrounding housing
- Key facades around Henry Square will all be highly active with cafes, restaurants and retail

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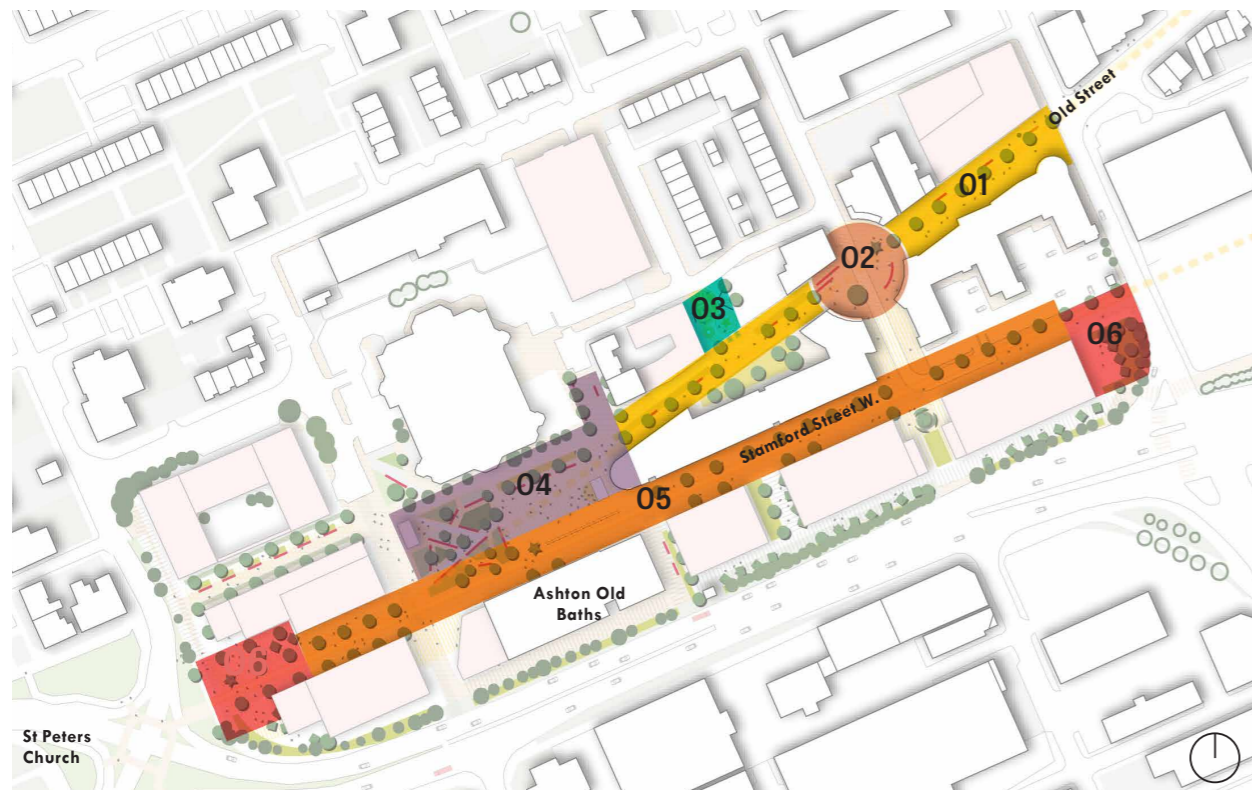
Active Frontages and spill-out spaces



Secondary Frontages still provide visibility onto the street



# The Public Realm Framework



- Old Street
- Bentinck Street Junction
- Old Street Pocket Park
- Henry Square
- Stamford Street West
- Stamford Street Arrival Areas

## Public Realm Character Areas

The masterplan proposes a network of high quality public realm with a clear hierarchy and series of character areas in order to provide visitors and residents with a variety of walkable urban spaces.

Each area is uniquely characterised by their location, land use and the programming of spaces, as outlined in this section.

# Old Street

## Celebrating the town centre arrival, drawing users into the site

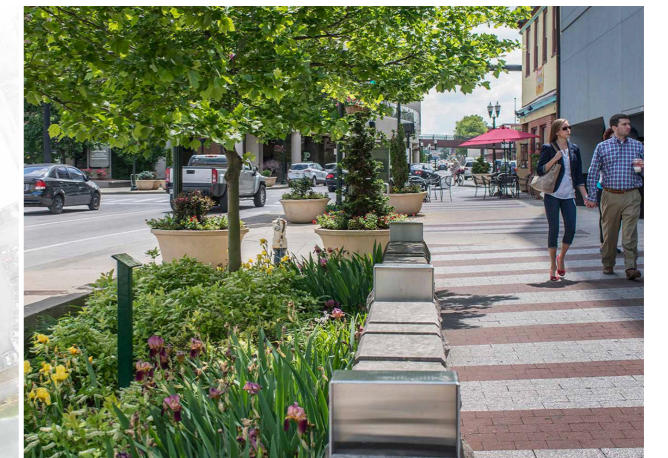
This space is the main arrival point from the town centre and should entice visitors to travel into the site. It should spark interest and obtain playful features, good paving and lighting.

Old Street will be pedestrianised to make it a highly attractive and usable public space with clear routes into the site.

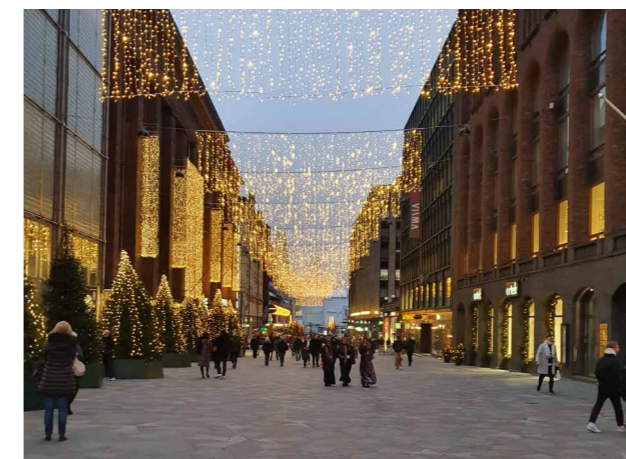
- Shared surface space providing all user access
- Key desire line into site and Henry Square in particular
- Draw users along Old Street into the site through paving material and mixture of soft and hardscape elements
- Provide spaces for pausing/staying activities
- Catenary lighting to provide interest throughout the day



Character Area Location



Provide green linkages along street



Catenary lighting



Shared surface to provide access to range of users

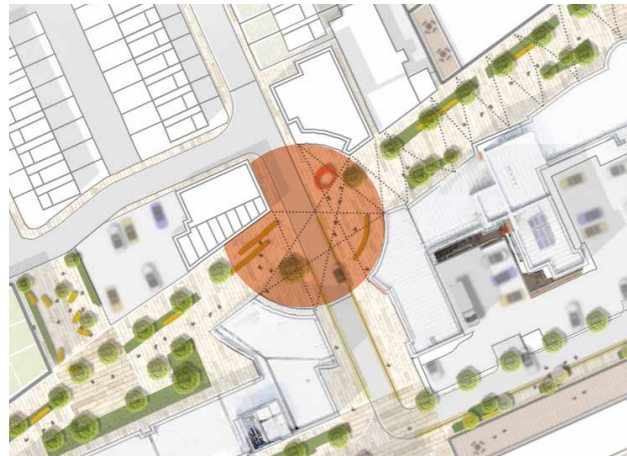


# Bentinck Street Junction

The space marks a key junction within the masterplan incorporating all user access. The current large expanse of carriageway will be challenged to deliver a pedestrian friendly space with shared surfacing, planting and seating arrangements for quick breaks plus signage to help wayfinding.

- Reconfiguration and reduction in highways to make Bentinck a road, rather than a junction/roundabout

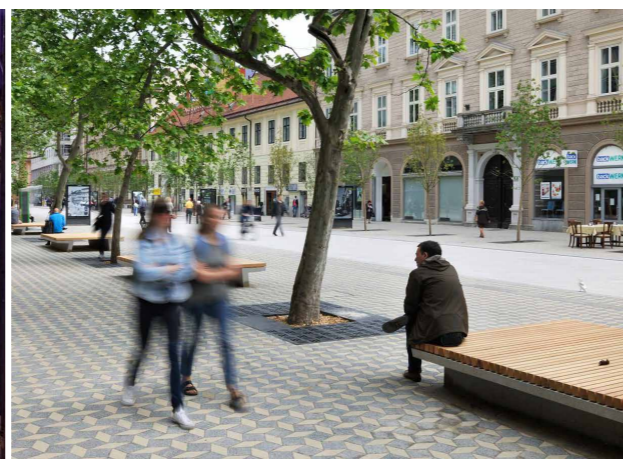
- Define as a shared arrival space with a simple palette of materials and clearly legible links towards Stamford Street West and Henry Square
- Art installation/cantilever lighting features and signage
- Provide street furniture and raised planting or socialising and meeting



Character Area Location



Signage to signalise arrival point



Informal seating areas during lunch hour

# Old Street Pocket Park

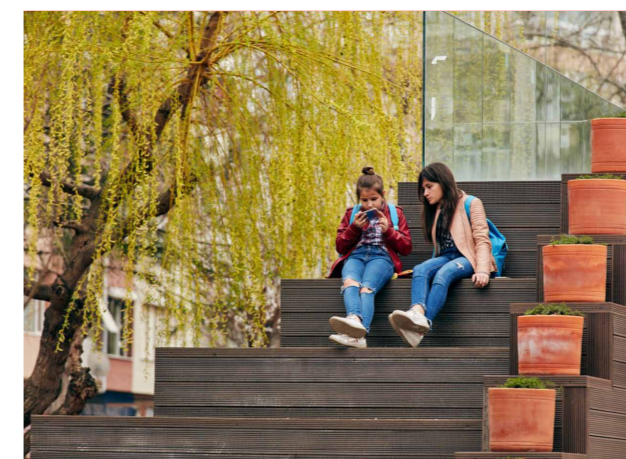
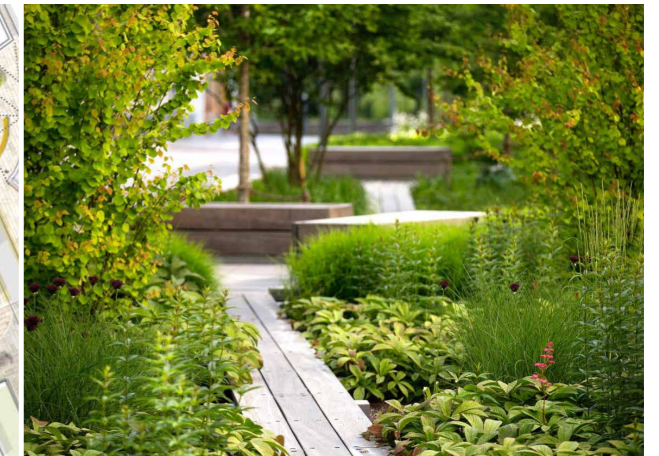
This space will provide a small public space off Old Street with seating and planting to create a relaxing atmosphere and spill out space for commercial studios to the west.

- Small pocket park to provide a spill-out area for the new studio work spaces and NHS staff
- Informal 'pause' space with planting and seating for people to dwell

- Intimate seating area with lush planting and natural materials
- Community and public art designed into the scheme
- Clear wayfinding and legibility to Brookdale Avenue



Character Area Location



Informal spaces for leisure/relaxing



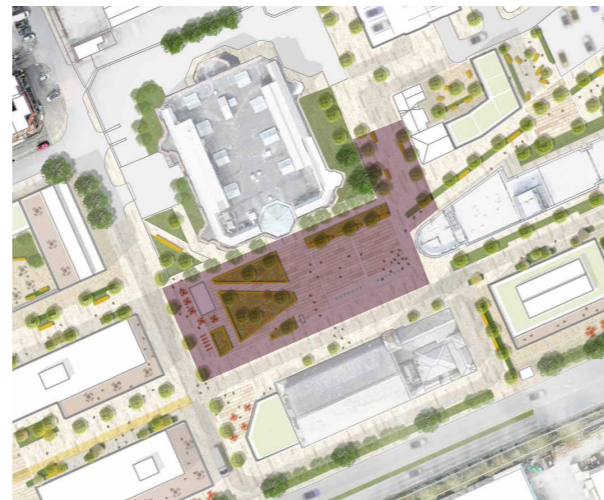


# Henry Square

## Main showpiece

This space is the main stage of civic activity and provides the main focal point within the masterplan. It has the potential to host programmed events within a new mixed-use urban space where a series of densely planted small gardens will inspire people to visit and linger.

- Major civic space for Ashton town centre and surrounding community
- A third-space defined as a place of exchange with high levels of internet connectivity, seating and dwell space
- Potential for year-round events and activities (christmas tree, ice-rink, food/music festival and local market event space)
- Mixture of hard and softscape to break up features and provide strong wayfinding for users
- Provide street furniture for a mixture of social and intimate experiences
- Spill-out space for local cafe/office goers
- Review retention of fountains and lighting columns, considering the use of something more decorative in form
- Retain existing trees and planting where possible and beneficial
- Bring green spaces associated with magistrates into the space through removal of unnecessary walls
- Create clear legible links along Old Street and Stamford Street West
- Opportunity for pop up kiosks or markets within the space



Character Area Location



Provide flexible space for an array of activities/events



Different seating types encourages different user groups into the space

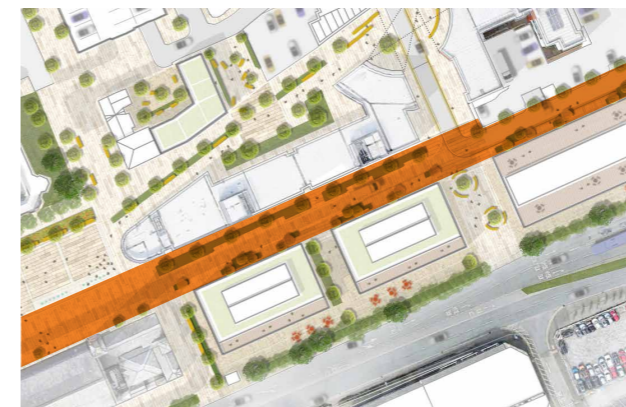
# Stamford Street West

## Active Boulevard

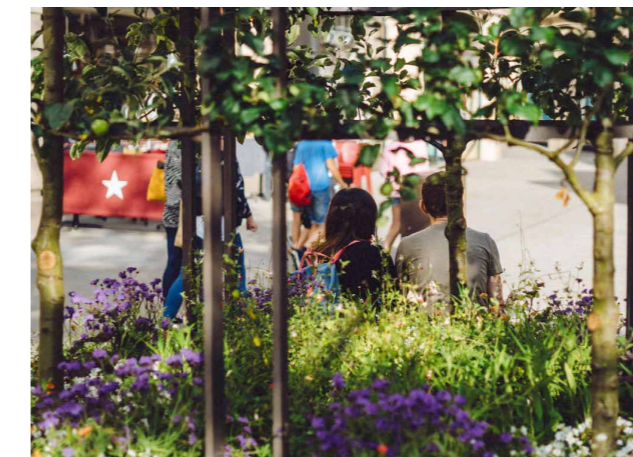
Provides a strong east-west corridor linking key arrival points into the site. Creates safe infrastructure for bikes and generous pavements for pedestrians with connections to side streets. Whilst providing an active movement corridor it is also punctuated by small green spaces for relaxing and people-watching.

- Provide pause spaces/ pocket parks along desire lines, framed by active frontages and building entrances
- Create key gateways into the site at the east and west

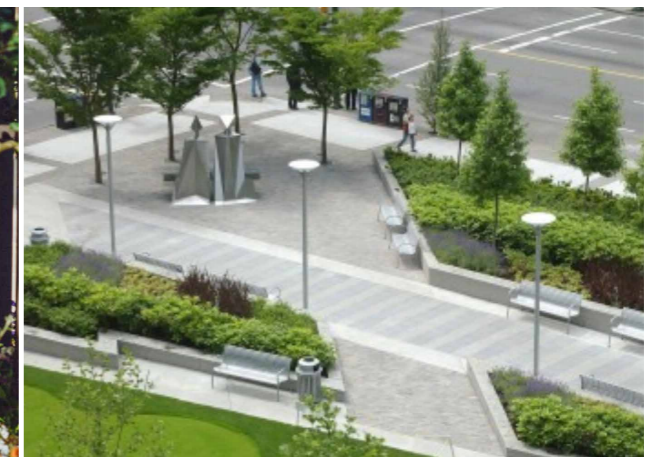
- Provide key junctions and building entrances with nodal spaces, defined by material changes and planting, to animate the street and offer gateways into new buildings
- Shared spaces that utilise robust paving materials and provide wayfinding through the site
- High levels of planting and street trees along northern edge of street to address inactive facade, frame views towards AOB and St Petersfield, as well as increase biodiversity



Character Area Location



Shared spaces



Promenades + pause spaces



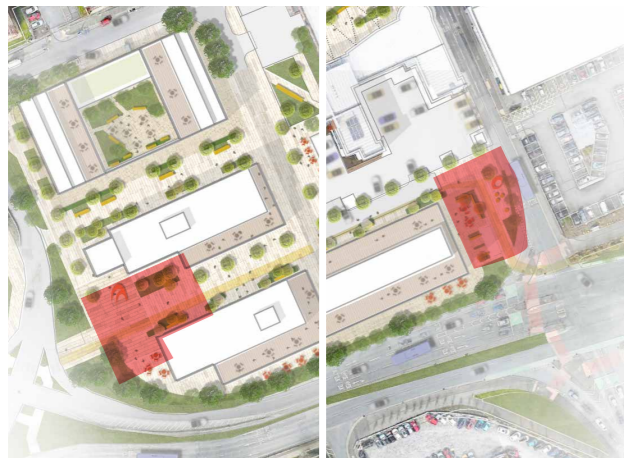
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# Hugh Mason Park and Chester Square

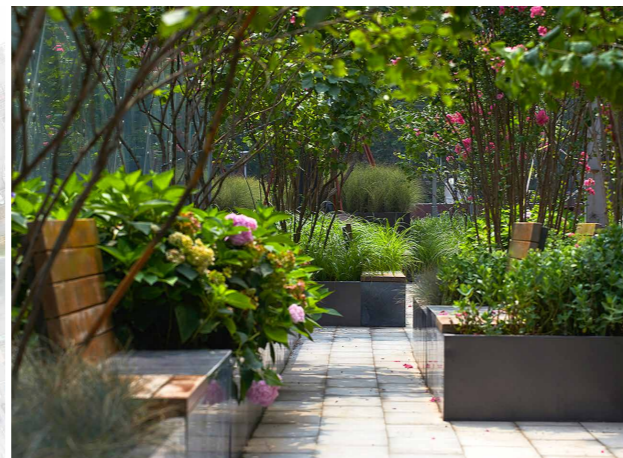
## Unlocking Key Edges

These key arrival spaces along Stamford Street West provide an attractive and pedestrian friendly entrance into the site. They also provide an opportunity for activation with social spaces for the adjacent building users.

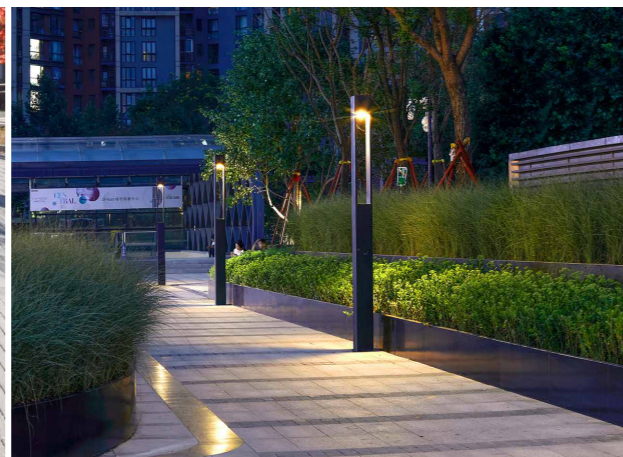
- Create strong wayfinding features to signal arrival point into the masterplan area
- Provide social spaces for office-users in nearby buildings
- Utilise green elements, planting and rain gardens
- Provide protection and seclusion from busy Park Parade adjacent
- Seating areas for people-watching and coffee breaks
- Create key pedestrian and cycle links beyond the site edge



Character Area Location



Arrival spaces



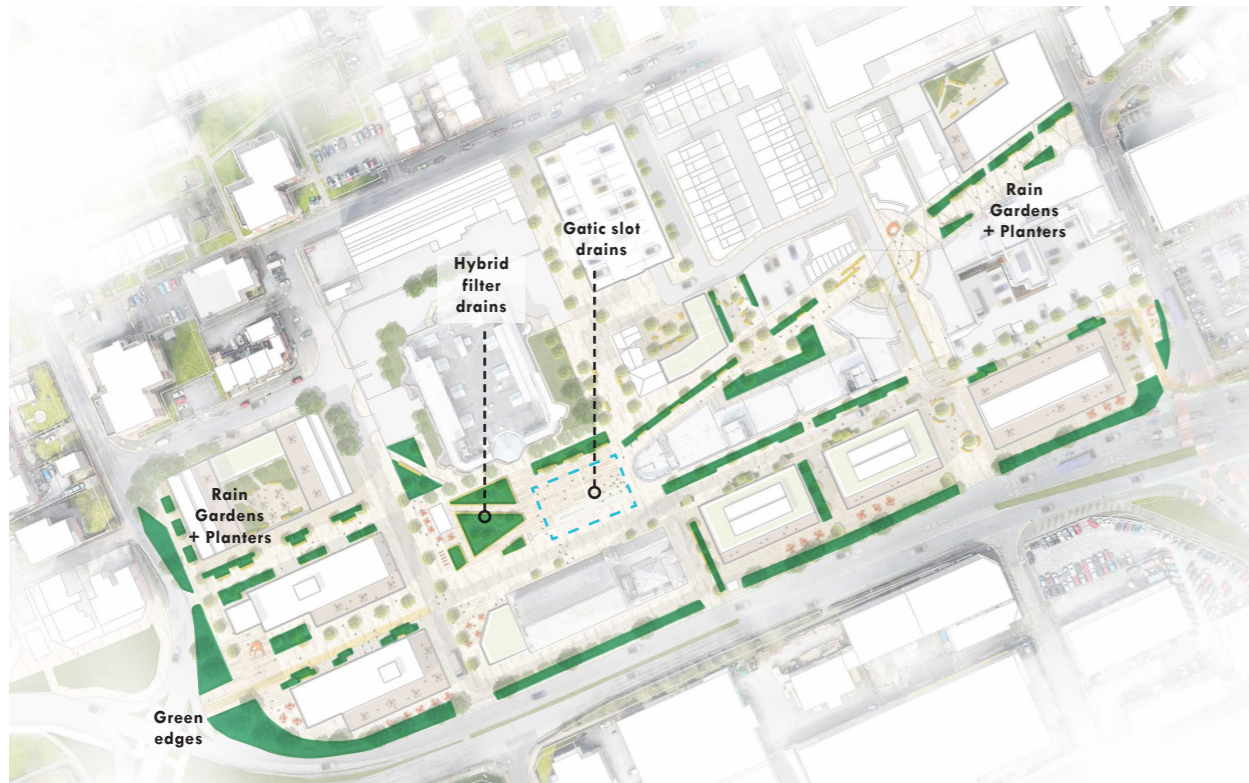
Promenades + pause spaces



Vision for Hugh Mason Park with potential new landmark commercial office marking the gateway to the site from Park Parade/ Cavendish Street



# Drainage Framework



Drainage will be managed through a series of passive measures, seeking to reduce surface runoff and be complementary to the landscaping strategy.

Based on the latest masterplan we would suggest the following.

- Buildings would drain via geo-cellular attenuation tanks located below the public realm before discharge to the adopted sewer network via a districted outfall.
- In the car parks, we would suggest the use of permeable paving for the car parking bay and then a more traditional pavement construction for the road and isles. This change in material types will provide the necessary drainage requirements and

attenuation while limited the exposure of the permeable paving to the increase loading/usage experienced by the isles.

- Levels will be key in draining the large areas of public realm. We have the potential to use Gatic slot drains which are reasonable unobtrusive and can drain large areas. These will have to be teamed with attenuation similar to the buildings.
- Alternative to slot drains we can consider permeable paving. This type of pavement will be design such that its both free drainage and also so it provides the necessary attenuation in the stone foundation. Again this areas will connect to the sewer network via gravity pipe outfall.

- Where the public realm drains toward soft landscaping the ideal solution would be to introduce hybrid filter drains along the edges of the landscaping which have a stone top underlain by geo-cellular block laid in a line. The stone treats the surface water runoff and then the geo-cellular block provide cost effective attenuation.
- Where rain gardens proposed they will include a perforated pipe to convey the water via attenuation into the sewer network, if they are split they can be linked by traditional pipes. As with the filter drain the stone/growing media will treat the water. Attenuation below rain gardens is slightly more difficult as there is a requirement to

maintain a certain level of moisture in the soil to suit the planting but the attenuation will fully drain the soil. As such we may want to consider separating the attenuation and only using the rain gardens as the collector.



SUDs, bioswales/rain garden features



# Utilities Framework

This masterplan outlines a vision for a strategic approach to public realm and development delivery. It is important that this is supported by an efficient and sustainable utility strategy, delivered in a timely manner to unlock the development and user potential of all sites.

The following utility considerations have been considered through the masterplan and should be developed further through the next stages of development.

## Electricity

The development benefits from the presence of Electricity Northwest Distribution Network with electricity demand to be supplied via the local High and Low Voltage distribution network. The development will incorporate electric vehicle charging points to support sustainable transport choices. Photovoltaic solar panels, low carbon technologies with battery storage will be utilised together with microgeneration back onto the electricity distribution grid to reduce local energy demand.

## Heating

The development heating and cooling vision aspires to incorporate a low/zero carbon heat network. The district heat network will offer a clean and cost effective pathway for a local decarbonised heating strategy. A local energy centre integral to the network would use otherwise wasted energy, provide grid balancing services and offer a low carbon supply of heat at competitive prices to households and businesses.

Development will also incorporate air source heat pumps, these are a clean heating method used for either heating or generating electricity through drawing heat from the environment. Heat pumps require electricity to operate, but are able to operate at greater than 100% efficiency.

The development does benefit from the presence of Cadent gas network for traditional heating needs and which may prove useful for future heating strategy when hydrogen gas replaces traditional natural methane gas mix.

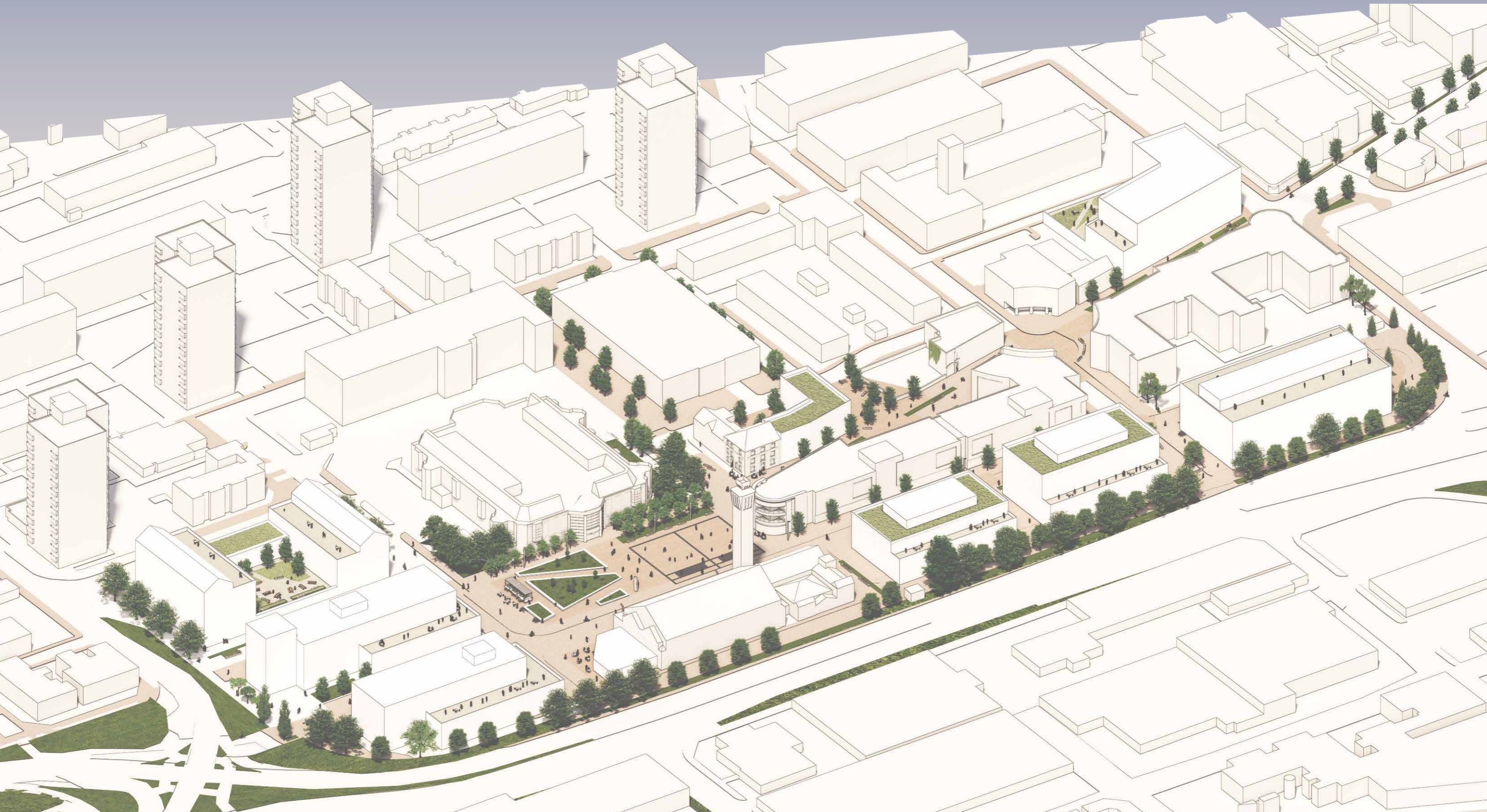
## Water

The development benefits from the presence of the existing United Utilities distribution water network, with a trunk main in Stamford Street West providing local water capacity. The development ethos will be to encourage sustainable and low levels of water usage with new buildings encouraged to target compliance with the United Utilities sustainable infrastructure charge scheme where properties are built with water efficient fittings and fixed appliances that mean water usage would not exceed the potential consumption of 100 litres per person, per day.

## Connectivity

Tameside offers secure and world class digital infrastructure. Swift Wi-Fi provides free community wi-fi. Tameside Digital Infrastructure Cooperative Dark fibre offers high upload and download speeds and reliability for commercial ISPs. The area is at the forefront of the 5g rollout. Openreach will provide Fibre to the Premise (FTTP) connectivity. The development will benefit from excellent fibre connectivity provided in Tameside







# Architectural Form and Design Principles

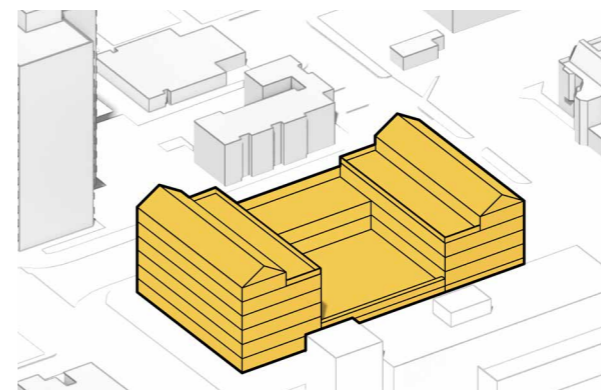
Whilst the masterplan has been developed to a good level of detail we intend the outcome to be flexible and each plot is afforded the ability to deliver creative architectural solutions within the urban design and planning parameters set out in the following pages.

Strategic principles.

- Building materials and details should respond to local built form and adhere to Ashton's Town Centre Conservation Area through use of appropriate materials and/ or modern interpretation of vernacular
- Take influence from the history of the site as a place of work, creativity and public engagement
- Consider climatic conditions to allow cooling down in the summer, shade from the sun and covered and wind protected areas in the winter
- Buildings should overlook and inject life into the streets at ground floor, as well as upper levels through the use of terraces or roof gardens, providing activity and passive surveillance
- Buildings are designed to efficiently reduce the impact of and visually conceal loading and servicing areas
- Provide opportunities for activation and placemaking within public spaces wherever possible

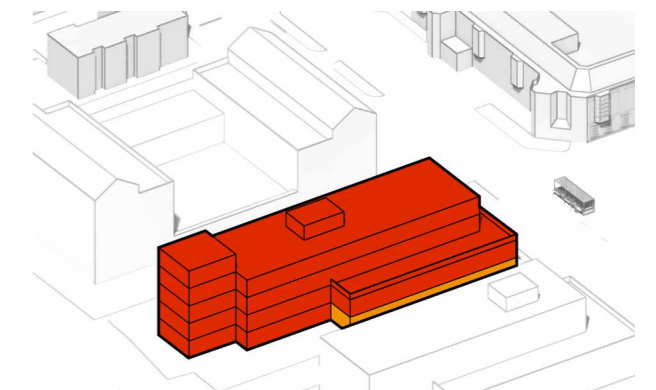
- Consider the context of the proposed development when considering height, ensuring that key assets such as the Ashton Old Bath's chimney and St Peter's Church spire remain key view landmarks in the area for future generations
- Retain strong view lines outwith the site, including back towards the Town Centre, and to other key landmarks such as Cavendish Mills, Portland Basin, St Peter's Church and St Michaels Church
- Minimise solar impact on public open spaces and maximise access to light
- Propose building typologies indicate the distribution of height and building types across Ashton-under-Lyne

**Key elements of masterplan building typologies are described over the next few pages.**



## PLOT 1 Residential Apartments Up to 6 storeys

- Plot A will contain a mix of apartments and townhouses with frontages overlooking and opening onto Margaret Street, Hodgson Street and Welbeck Street South to allow a positive interface along the masterplan boundary
- Up to 6-storeys will be located along Margaret Street, stepping down to 5 on Welbeck Street South edge
- A good level permeability on the form is encouraged to allow visibility through the building and to ensure the property doesn't dominate residential properties on Hodgson Street
- Servicing will be located off Welbeck Street South and the plot will contain surface-level podium parking, preferably accessed from Hodgson Street
- Public realm along St Peter's Street will be enhanced to contain tree planting, planters with seating areas and encourage active movement through the space, with legible access to Henry Square provided
- The plot will also contain a south-facing communal space (above podium level) which will provide a courtyard for residents overlooked by private balconies

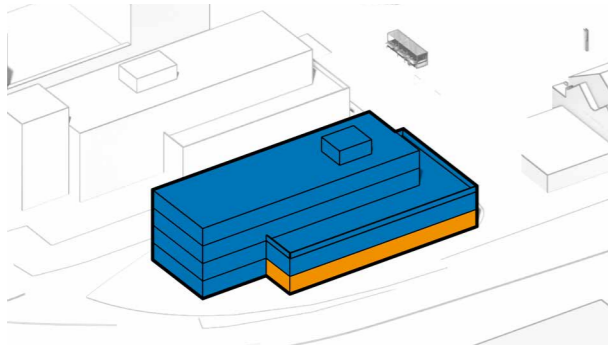


## PLOT 2 Mixed-use work spaces/studios/cycle hub Up to 5 storeys

- Uses will include a flexible mix of studio spaces which could be used for office, creative space, retail or co-working
- Active uses (inc. cafe, co-working and retail) focussed on ground floor facing Henry Square and Stamford Street West with upper floors activated through visibility of uses
- The building should promote collaboration through communal spaces for co-working, meetings and socialising, including a roof scape overlooking Henry Square
- Massing to the west should rise in height to create a landmark and arrival space to Chester Square
- The cycle hub and service entry point will be located off Peter Street
- Primary pedestrian access will be off Wellbeck Street South/Henry Square through the foyer space

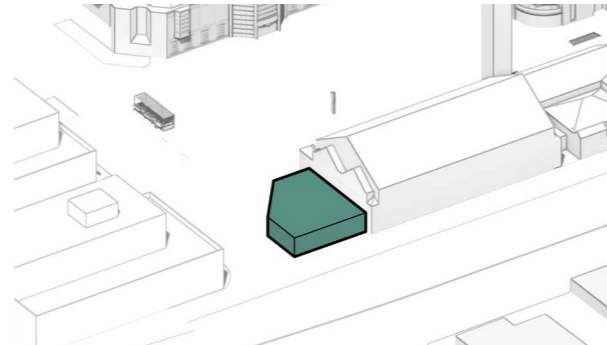


## 03 / THE MASTERPLAN



**PLOT 3**  
**Grade A and Hybrid Office Space**  
 Up to 4 storeys

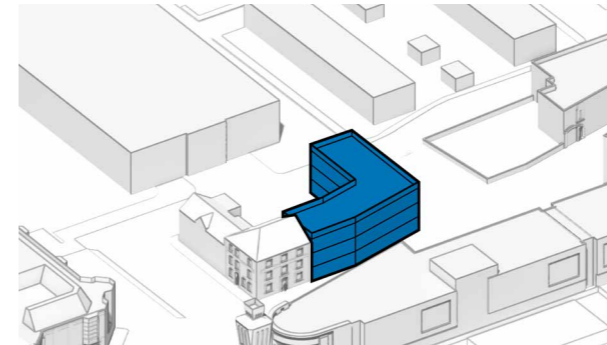
- This prominent corner plot provides a strong commercial landmark building along Park Parade for St Petersfield
- Vehicular servicing will be off Wellbeck Street and Stamford Street West
- Massing is modest in height to allow key views of Ashton Old Baths and St Peter's Church from Henry Square and along Stamford Street West
- A roofscape containing spill-out spaces for the upper levels will overlook Park Parade, AOB and Henry Square
- Key frontages facing Margaret Street providing a strong sense of arrival into the site, with active frontage (cafe and communal entrance) at ground floor facing Henry Square



**PLOT 4**  
**Food & Beverage, Events Space**  
 1 storey

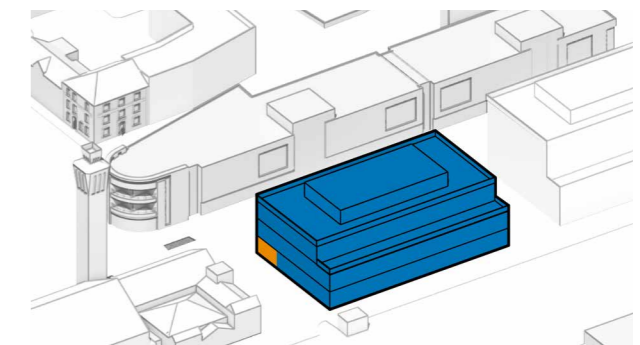
- Lightweight construction (timber or similar) extension of Ashton Old Baths so as to not impact on the Grade II\* listed architectural building, and ensure it is subservient in form
- Plot will help to animate the key junction between Stamford Street West and Wellbeck Street, with active frontages overlooking these streets and Henry Square
- Opportunities for creative architectural approach to deliver a new landmark for St Petersfield
- Service access to rear, adjacent to Park Parade
- Associated public realm and planting to integrate the building within its surroundings

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**PLOT 5**  
**Flexible Commercial Studio Space**  
 2/3 storeys

- Small commercial offices made-up of three storey studio spaces overlooking Old Street and a new pocket park linking St Petersfield to the north
- Servicing will be located off Dale Street East where a private internal courtyard for workers with associated seating areas and collaboration space is located
- High levels of glazing should be used to animate the street and show glimpses of internal activities
- Front doors to pocket park/ Brookdale Avenue

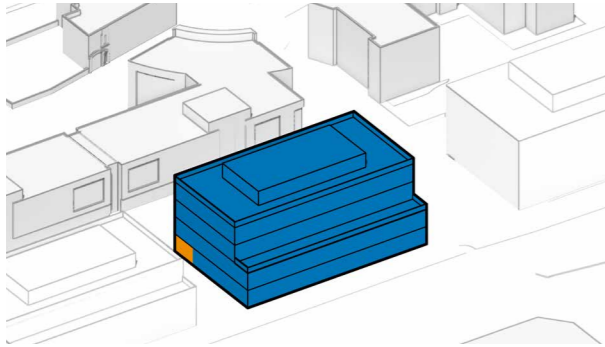


**PLOT 6**  
**Hybrid Office Space**  
 Up to 3 storeys

- Forms a key building line along Stamford Street West with Ashton Old Baths
- At ground level, a foyer space will provide access and natural surveillance onto the street
- Active commercial use (e.g. cafe) facing Henry Square to act as a gateway to the square
- Servicing will be off Fleet Street, shared with AOB
- Small spill-out spaces for workers to rear with noise buffers along Park Parade to cancel out the sound of vehicular traffic
- The building will have a green roof or terrace (south facing ideally) to maximise views towards Penines

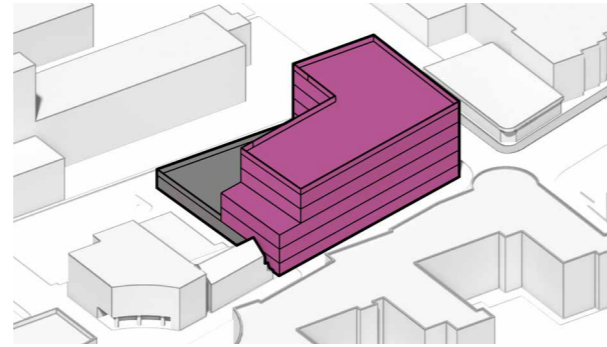


## 03 / THE MASTERPLAN



**PLOT 7**  
**Commercial Offices**  
 Up to 4 storeys

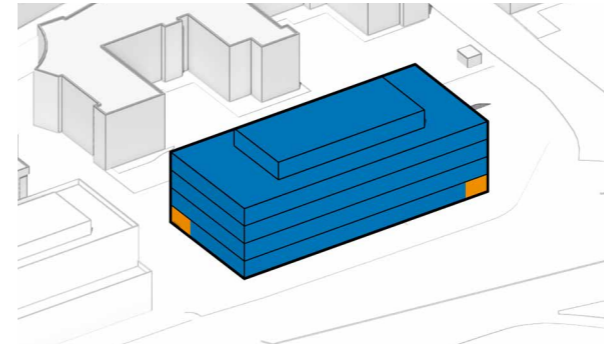
- Forms a key building line along Stamford Street West
- At ground level, a large foyer space and communal area provides access and natural surveillance onto the street
- Servicing will be off Bentinck Street
- Small spill-out spaces for workers to rear with noise buffers along Park Parade to cancel out the sound of vehicular traffic
- The building will have a green roof or terrace (south facing ideally) to maximise views towards Pennines



**PLOT 8**  
**Hotel**  
 Up to 5 storeys

- Plot 8 marks a key landmark building along the junction of Old Street/Cavendish Street
- Servicing and vehicular will be off Cross Street to access the parking within podium
- Height will be focussed along Old Street and Cavendish Street to allow strong frontage and activity along these routes
- Active ground floor uses will be located along Old Street with double height access to engage people with the building
- Public realm along Old Street will be of high quality incorporating tree planting, seating areas, lighting and rain gardens which will continue towards Henry Square
- Design of the building to reflect gateway/ landmark function
- Elevated garden and balconies encouraged to animate upper floors

## 03 / THE MASTERPLAN



**PLOT 9**  
**Commercial Offices**  
 4 storeys

- Plot 9 is stepped back from Cavendish Street to allow a small pocket park to activate the public realm leading users into the site from the south-east
- A foyer will wrap around the building providing strong frontage and access off Stamford Street West
- Similar to Plots 6 and 7, a small break-out space to the south will be provided
- The building is 4 storeys in height to allow key views towards AOB chimney stack and respect Ashton's sky line from St Peter's Church to St Michael's Church
- Servicing will be located off Bentinck Street
- Storm water volumes shall be reduced by careful placement of rain gardens/planting in green spaces and on-site rainwater harvesting



### Meanwhile Uses and Quick Wins

It is critical that the masterplan contains 'quick wins' which will create energy and show early progress in the delivery of the vision. The phasing of the development is outlined in the accompanying Delivery Strategy, which outlines a three staged delivery over the next 10-15 years. As well as early public realm interventions and repair, we propose that existing surface car parks and/ or vacant land will be utilised for temporary placemaking interventions and events.

Through phasing, contracts for fixed-term use of vacant plots 2, 5, 7 and 9, lend themselves to 'meanwhile uses', using currently vacant/ surface car parks and replacing them with creative initiatives for short-term interventions such as mini-markets selling local produce, greening (allotments and planters), local F&B stalls and social spaces with music events and local artists.

The following uses will be reviewed and developed further in conversation with local businesses, traders, designers and artists;

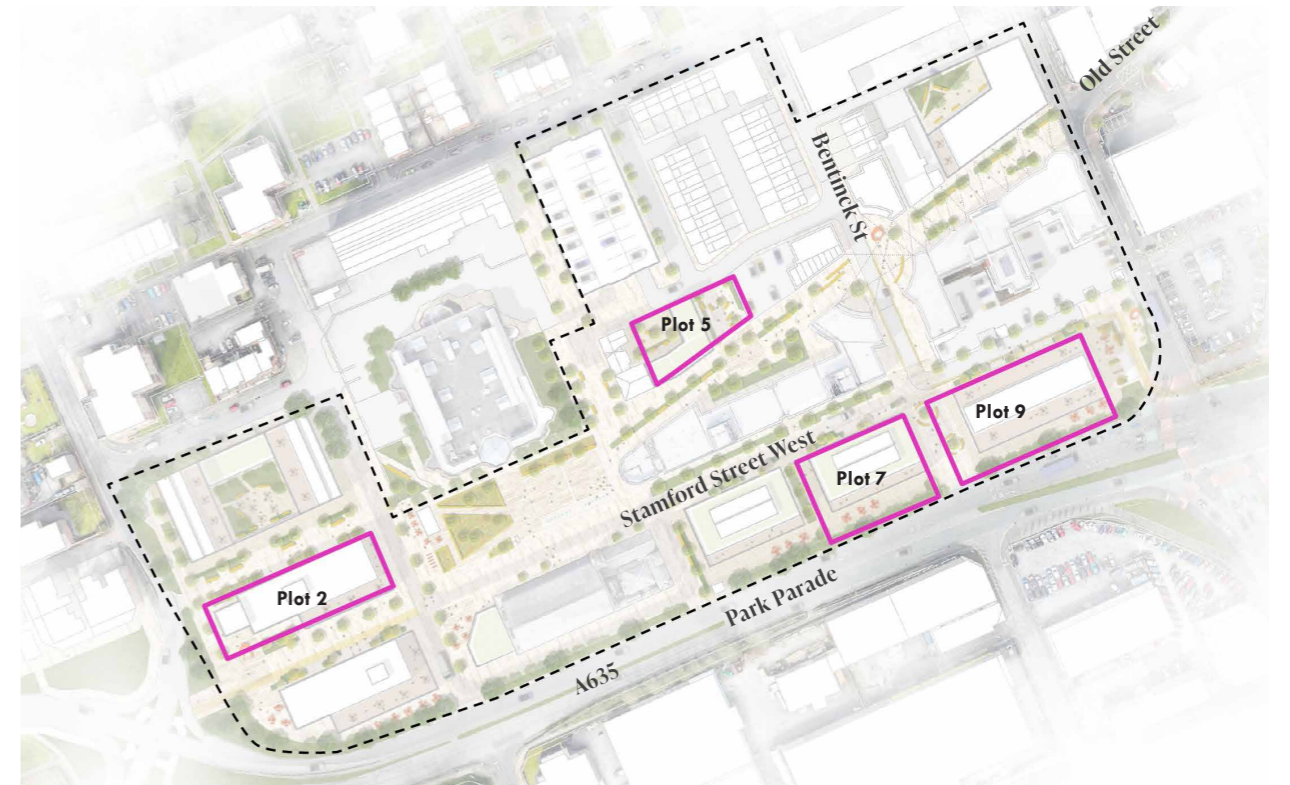
Plot 2 - pop-up market/ events, pocket park, container village

Plot 5 - community pocket park, community art, craft market/ community events, healing garden

Plot 7 - temporary meadow/ pocket park, public art, events

Plot 9 - temporary meadow/ pocket park, public art, events

Outwith the above, all existing car park sites have the potential to hold meanwhile uses throughout the delivery of the project.



Key:  
 Sites for meanwhile uses



Broad Meadow, Oxford



# 04 / Social Value and Sustainability Review

A review of social value and sustainability outputs for the masterplan

ST.  
PETERSFIELD



## Social Value

### Social Value

The masterplan has embedded social value through its conception. An early objective as to engage and connect surrounding communities, providing amenity and placemaking to support and engage the whole of Ashton.

The following efforts have been made in terms of social value through the development, delivery and use of the masterplan vision.

- The Masterplan will develop employment floorspace, creating new jobs and improving economic prospects for local users
- The Masterplan vision will provide the framework for the development of a Social Value Charter which would apply to all development coming forward within the site
- The Social Value Charter will also include a jobs and local skills plan, a plan for training, placements and apprenticeships, a commitment to supporting local education, initiatives to help local people access the opportunities being created alongside practical support for wider community cohesion initiatives
- Enhance sense of community through sustainable placemaking activities such as engaging with local housing agencies and trying to involve local residents in the potential for a communal space that is maintained by the local community

- Create new affordable housing is proposed within the site, creating local jobs and homes
- Increase connections and connections for the surrounding ,existing and new communities into the town centre
- Increase amenities and dwell time within the site, including enhanced access to the site
- Respect and enhance local historic landmarks (including AOB, Henry Square and street pattern)
- Create a local community group to support and shape the future delivery of the site, as well as engage with the management and programming of the site
- Potential through funding resources to trial community projects within the site such as a skate park, community planting/ pocket parks and a regular market

## Sustainability Review

The regeneration of St Petersfield reflects the sustainable and ecological design priorities, as mentioned in the climate emergency plan towards carbon neutrality by 2038. The masterplan intends to create a walkable, bike-friendly, mixed use and a socially inclusive neighbourhood.

An invigorated Henry Square, linked by landscaped areas, footpaths and planting, will incorporate sustainable urban drainage systems to provide resilience to climate change and reduce the negative impacts of the development of the site. Tree planting will enhance the liveability by helping to maintain moderate temperatures all year-round. The planting strategy will respect the current environment and create bio-corridors along key routes such as Old Street towards the Town Centre and Stamford Street West.

An innovative programme of sustainable and healthy building designs are proposed. This will include high levels of ventilation, green roofs/terraces and sustainable energy sources. A sustainable selection of materials (e.g. Cross Laminated Timber), PVs and a central energy source is proposed to achieve zero-carbon in early phase development, setting a precedent for future phases.



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