

LET'S TALK ABOUT HYDE!

Masterplan For Hyde Town Centre
Executive Summary - Draft 2023

What is Happening in Hyde?

We are looking to create a fantastic town centre. We are creating a plan to breathe new life into Hyde.

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

Our masterplans are much more than spatial planning and urban design, especially in towns like Hyde where destination marketing and events, will be essential to placemaking and ensuring it stands out from other competing towns.

“Hyde is now presented with an opportunity to radically rethink the purpose of the town centre and how it will serve the local community. Your ideas will help to shape the plans and improve the area you live, shop and visit with friends and family. “

The masterplan will provide the catalyst that will get the town centre back to its former glory, support the growth of local businesses, provide the right infrastructure, deliver quality spaces and places and set the groundwork that encourages the right type of future development and investment to come forward.

This document gives you an understanding about the ideas that we are exploring for improvements to the town centre.

Hyde's local culture must be celebrated within the masterplan, celebrating the area's uniqueness & promoting a strong identity which sets it apart from its competitors.



Hyde Town Hall is a key asset in the heart of the masterplan area.



Hyde Today

The regeneration of the area presents an exciting opportunity to rethink Hyde Town Centre as a new modern market town reflecting the need & wants of the local residents & wider community.

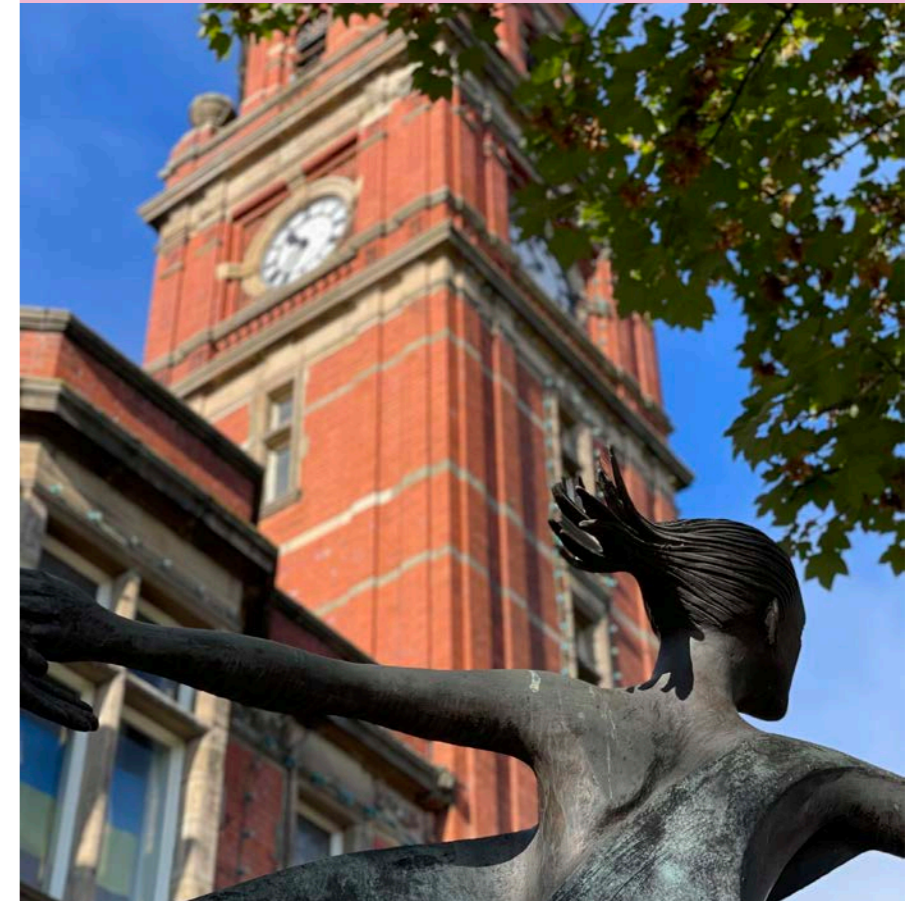
Our developing proposals consider the areas strengths and weaknesses. Building on the existing positives whilst challenging some of the areas negative influences.

The masterplan area has a number of positive characteristics, notably: a number of notable

historic buildings, strong cultural scene; a large town centre square; areas of green spaces close to the town centre core and the historic street frontages of Market Street and Market Place which help to define key routes and spaces.

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

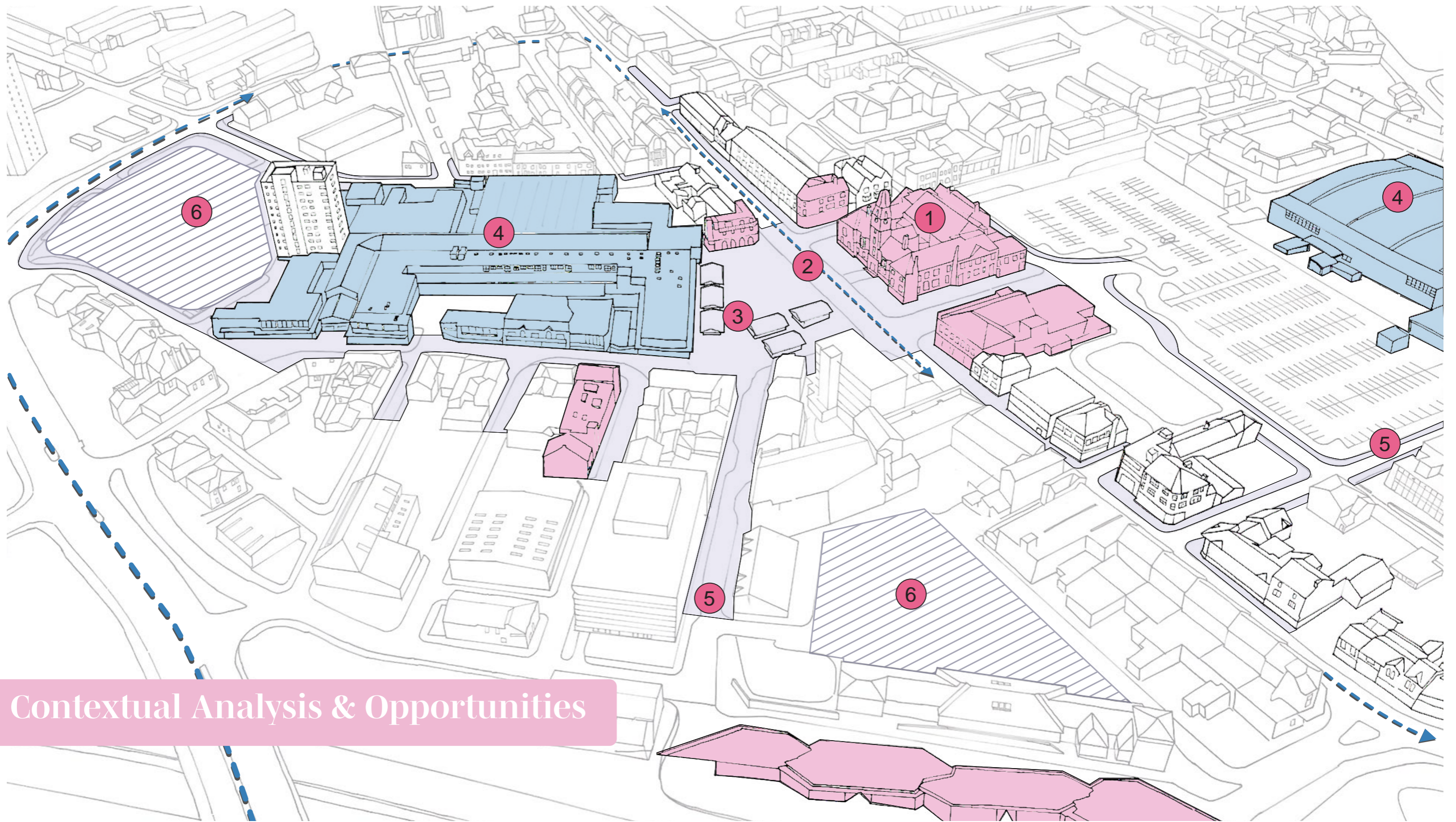
The Town Hall is a fantastic building and asset for Hyde, but it is underused, and has no real community focus.



Town Hall building currently separated from the rest of the town centre by Market Street



Market stalls reduce flexibility of the square and block views of the area's retail frontages



Contextual Analysis & Opportunities

1. The Town Hall is a key asset for the town centre, though underused it must be a focal point for regeneration of the area.
2. Busy Market Street separates core areas of the town centre
3. Fixed market stalls reduce the flexibility of the square, block views through the area and are a potential source of antisocial behaviour.
4. 'Big box' forms in the town centre dominate and block pedestrian movement through the area, especially when closed.
5. Pedestrian and cycle routes from both the bus station and train station must be improved into the town centre.
6. Opportunities for development in areas creating welcoming gateways or improved parking facilities, setting the tone for an attractive, vibrant and green town centre, inviting people to explore.

You've Said, We've Listened

The first phase of our engagement was completed in January with a fantastic level of response!

Over 1500 people took part in our initial fact-finding exercise with over 1300 online questionnaire responses and 200 people attending in person events including the 'Pop Up Shop' event in the Clarendon Centre. Your feedback is important and has shaped our plans.

Your Key Priorities:

- Improvements to Market Square including increasing planting/greenery & public furniture.
- Celebrating and utilising historic buildings such as the Town Hall for cultural and community uses
- Improving the market offer
- Improving the cultural offer including more (a better range of) town centre events and activities
- Creating more traffic-free areas
- Improving shop/building front appearance
- Encouraging more small, independent businesses to establish in the town centre with incentives including reduced business rates
- Improving connections and links with the bus station and train station.

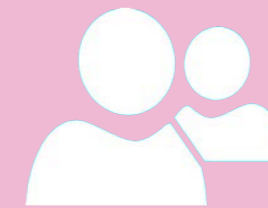
The Town Hall is lovely and would be nice if this was opened more to the public

More greenery, maybe even 'Incredible Edible' areas where herbs, etc. can be grown



Market Square - make it a more attractive space to hang out and socialise, and a more usable/inviting space for community activity, events, festivals etc...

Pedestrianise Market Place making way for outdoor seating in the summer



Thank you for your feedback so far, it has helped to shape our ideas and plans.



The market area is just a big open space of nothing, considering it used to be the heart of the town. There is potential to make this an attractive spot again with a rich and varied collection of events

What is our vision for Hyde?

A cultural resurgence is at the heart of the masterplan and this will define the area's future.

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

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

These design principles come together to help diversify the town centre and create new reasons to visit, improve the environment in the town centre, enhance and celebrate the areas culture and heritage.

The emerging masterplan includes the following key design elements:

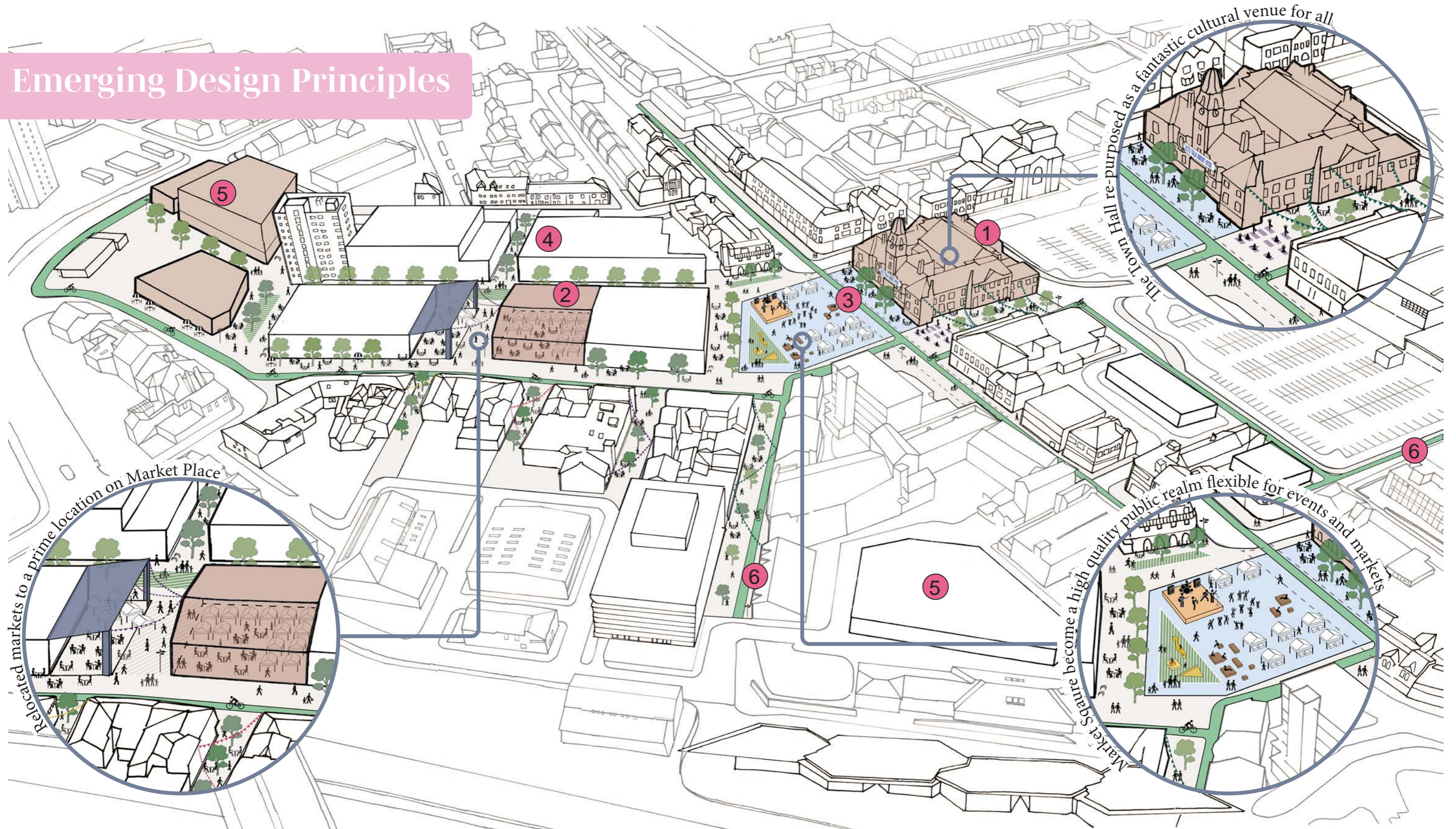
- Re-purposing the Town Hall and the adjacent market square as a regionally significant cultural destination. Creating a flexible space to support a programme of entertainment and

cultural events to attract visitors into the town centre.

- Pedestrianisation of key areas of the town centre, creating a safe, attractive public realm.
- Enhancing connectivity across the town centre, providing wider access to more sustainable and healthy ways to travel, creating a walkable/ cycle friendly town.
- Re-development of the Clarendon Shopping Centre, helping to improve permeability of visitors through the town centre and considering it's offer and how it interacts with the neighbouring streets.
- Relocation of the existing indoor and outdoor market facilities into new, flexible units on Market place, diversifying their offer within a prime location.
- Consider key development sites within the town centre to create attractive gateways into the area and diversify the town centre offer.

“Hyde Town Centre will become be a desirable place to live, socialise and shop. It will be a thriving hub for daily urban life. Cultural resurgence is at the heart of the masterplan and this will define the area's future reinforcing its distinctive character, allowing Hyde to flourish and find its own identity within the context of Greater Manchester and the North West.”

Emerging Design Principles



1. The Town Hall can be re-purposed to be a vibrant cultural hub for Hyde and the wider borough. The newly pedestrianised areas around it create a flexible space for it's activities to spill out.
2. The markets are re-located to new, high quality facilities in a prime location on Market Place.
3. Market Square will become a flexible, high quality public realm environment suitable, for markets and events.

4. Re-imagined shopping area creates a welcoming shopping and residential area, with wide tree lined streets connecting all areas of the town centre.
5. Considering the rationalisation and relocation of parking areas creates high quality development sites for the town centre to grow into with a new diverse offer.
6. Improved public realm and traffic calming creates safe, welcoming pedestrian routes from key public transport facilities.

Opportunities for Market Square & Market Place

Flexibility for event activations



Activity spilling on to the square / active frontages



Improved setting for heritage buildings inc. Town Hall



Increasing greenery and planting for biodiversity



Play elements



Generous public realm that encourages social interaction



Pop-up retail space



Temporary/meanwhile shopfront improvements working with local creatives



Opportunities for Town Hall Cultural Hub



Concerts/performances



Film Screenings



Wellbeing & community events



Creative workshops



Weddings/celebrations



Co-working facilities



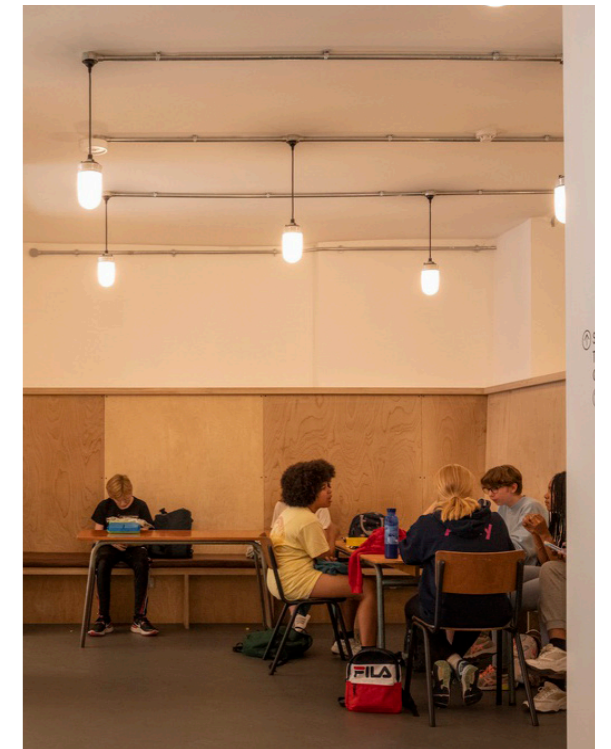
Private offices & meeting spaces



Creative workshop/studio space



Public facing cafe



Hang-out space for young people

What is next for the masterplan?

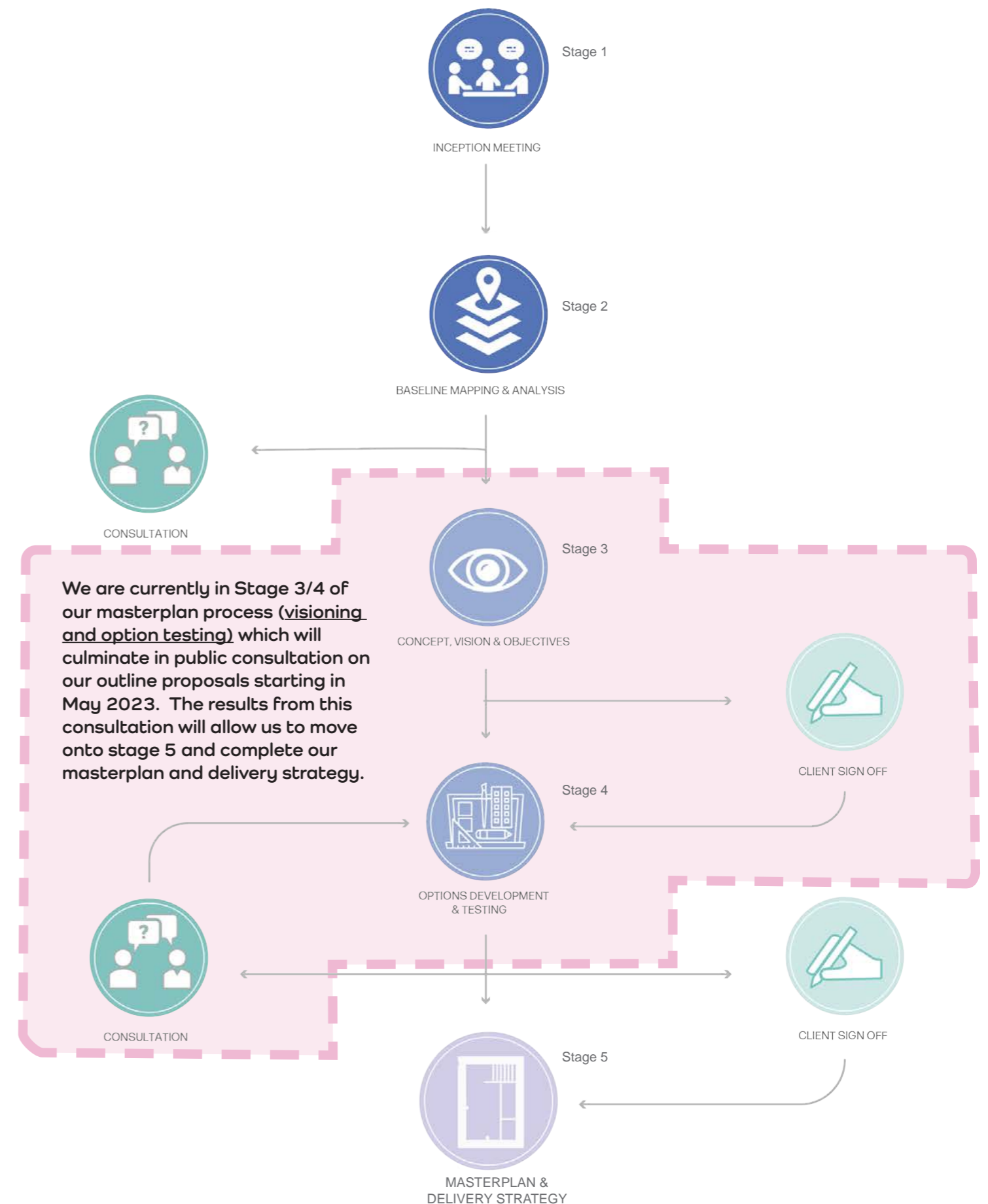
This Masterplan will provide a vision and set of objectives to guide new developments, public realm improvements and smaller scale projects which will work together to transform Hyde.

Masterplans are of no value unless they can be delivered. Grand ideas are no more than that if they are not viable or cannot be funded. The masterplan is being developed with this very much in mind.

Given the scale and ambition of the emerging proposals, alongside the level of investment that is required to achieve the vision, the delivery of the proposals identified within our masterplan will be phased over many years.

To take the masterplan proposals forward a delivery strategy will be prepared alongside the main report that includes:

- Programme and phasing;
- Funding and finance;
- Delivery mechanisms;
- Policy interventions; and
- Next steps and actions.



We Still need your help!

Your continued views and opinions are important to us as we shape our masterplan proposals. Phase 2 of our engagement will be direct consultation on the emerging proposals. Giving you the opportunity to comment on the exciting ideas.

This consultation period will run for 4 weeks from the beginning of May to give people time to consider and comment on the ideas included in the strategy.

It will again be accessible both online and in person at drop in events where our team are excited to go through our proposals with you.

Your comments and ideas at this stage will then be incorporated into our final masterplan document.

Contact Details

Other ways you can obtain more information and give your views:

By email:

xxxxxxxxxxxxxxxxxxxx@tameside.gov.uk

By post:

xx

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By phone:

xx

In attendance:

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Let us know what you think of the draft proposals. We look forward to hearing your comments

Next Steps

- Public consultation: May 2023 for a period of 4 weeks
- Draft Masterplan Submission: August 2023
- Adopted by Council xxxxxx 2023

Looking at the consultation material, do you agree with the emerging designs for the town centre? Is there anything you would change?