

What is Happening in Hyde?

“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. “



- 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.
- 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.

We believe the future is bright for our town centres, for they are the beating heart of the community.

Hyde Today

Hyde today presents a mixed experience with areas of strong historic and architectural merit, local green infrastructure and a local cultural scene contrasted with a fragmented urban form, a dominance of highways and impermeability to pedestrians.

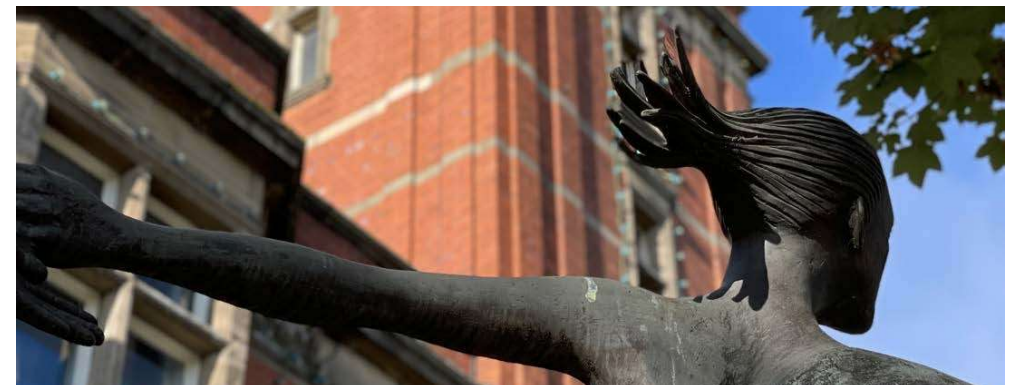
- Our developing proposals consider the areas strengths and weaknesses. Building on the existing positives whilst challenging some of the areas negative influences.
- The masterplan area has a number of positive characteristics, notably: a number of notable historic buildings, strong cultural scene; a large town centre square; strong transport links close to the town centre core and the historic street frontages of Market Street and Market Place.
- Unfortunately, there are also a series of identifiable negative influences 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 and a busy road network which creates barriers to pedestrian movement, cutting off areas of the town centre.



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



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

- The most attractive areas of the town centre are where historic buildings are a focal point of the landscape, along with active frontages and activity but even in these areas, vehicles dominate the public realm reducing permeability and segregating areas of the town centre.
- At face value, the town today has come to be defined more by the latter presented experience. Large scale modern developments, most notably the Clarendon Centre, Asda Superstore and Morrisons Superstore.
- While both bring significant benefits to the economic vitality of the town centre they do have a negative impact on its appearance and its permeability, presenting large inactive façades and blocking some pedestrian desire lines.

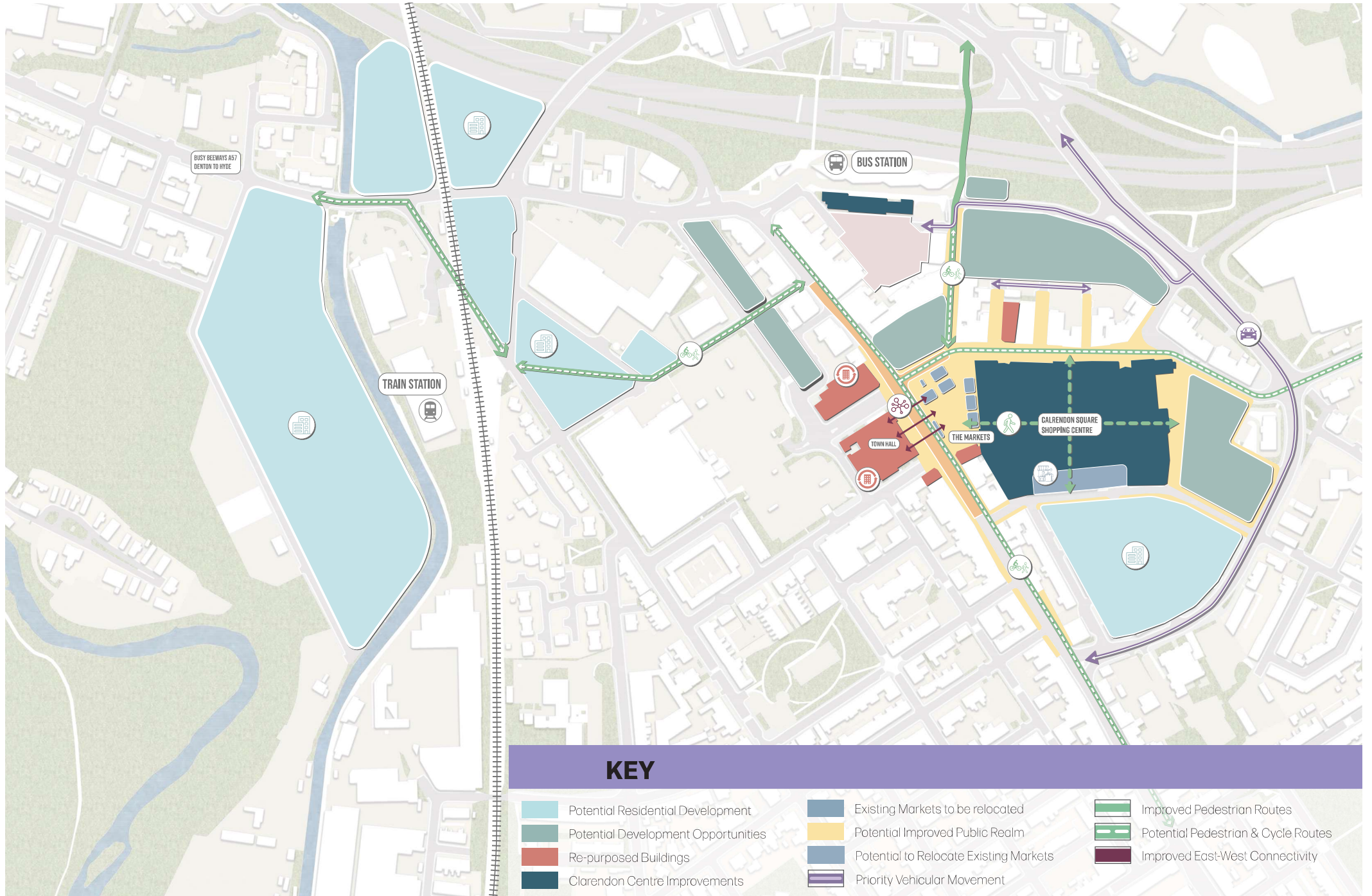
Hyde Town Centre's land-use arrangement is fragmented without clear zonal layout. This results in an incoherent urban fabric containing land-use that is inappropriate for a successful town centre.

Weaknesses

- Vacant buildings
- Poor Public realm, leisure & evening offer
- Vehicular dominance
- Lack of identity
- Poor retail offer/diversity
- Land uses not appropriate for town centre
- Poor sense of arrival at key gateways
- Underutilised civic buildings
- Poor quality buildings and shop fronts
- Lack of Green infrastructure
- Frequency of connections to Manchester

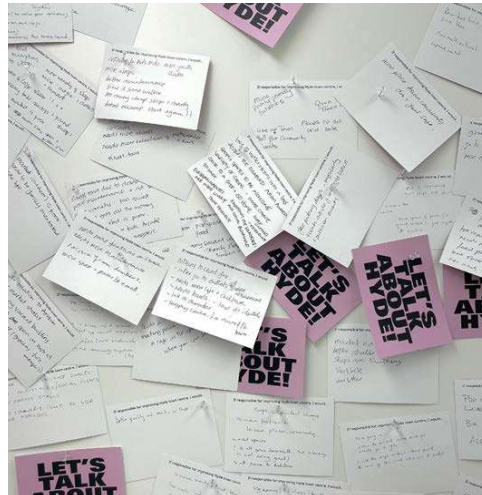
Strengths

- Historic Buildings
- Market Town History
- Location to Manchester
- Pro-active community & LA
- Diverse community
- Sustainable transport
- Wider developments
- Residential close to town centre
- Proximity to M67
- Local Green spaces



Consultation Summary

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.



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

Pedestrianise Market Place making way for outdoor seating in the summer

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...

- 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
- Improving connections and links with the bus station and train station.

- The creation of a clear vision will help communicate the values and ideas which will drive the future development of Hyde. It will also continue to inform the development of aims and objectives for the area which respond to current and anticipated needs.
- The feedback from our engagement has been considered and has shaped the vision, development principles and designs for key areas of the town centre.
- The vision for Hyde Town Centre is mapped out to provide a future path for growth and regeneration. Key development principles are set out to guide new development, strengthen Hyde's USP and deliver this vision.



Hyde Town Centre will become a desirable place to live, shop, and socialise. It will be a thriving hub for daily urban life.

The masterplan will define the area's future; building on its heritage, community, culture and natural assets to celebrate and reinforce its distinctive character, allowing Hyde to flourish and find its identity within the context of Greater Manchester and the North West.

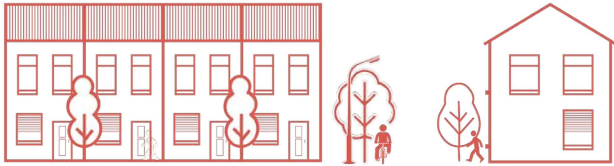
Development Principles

Celebrate & Enhance Hyde's Culture & Heritage



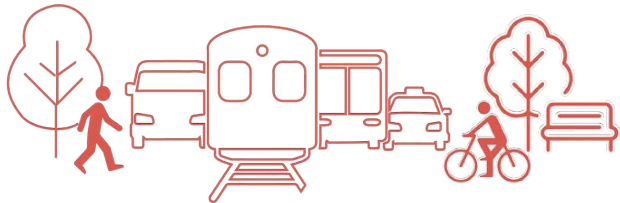
The best of Hyde will be celebrated and given a new lease of life by bringing buildings back to life through creative re-use and enhancements of façades and shopfronts.

Create a Safe, Desirable & Healthy Place to Live



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

Enhance Active Travel Connectivity & Better integration of Vehicles



The Masterplan seeks to enhance connectivity across the town centre, provide wider access to more sustainable and healthy ways to travel, and create a safer town centre creating a walkable/cycle friendly town.

Create a Vibrant, Diverse & Sustainable Town Centre



The proposals will consolidate, enhance and diversify the town centre encouraging people to live, work and visit Hyde. Building on the town's strengths, the offer will expand beyond purely retail.

Enhance Character, Placemaking & the Environment



New public realm interventions create successful public spaces which are attractive, inclusive, easy to navigate and safe. This will help to increase footfall and encourage people to explore, rest and interact Hyde.

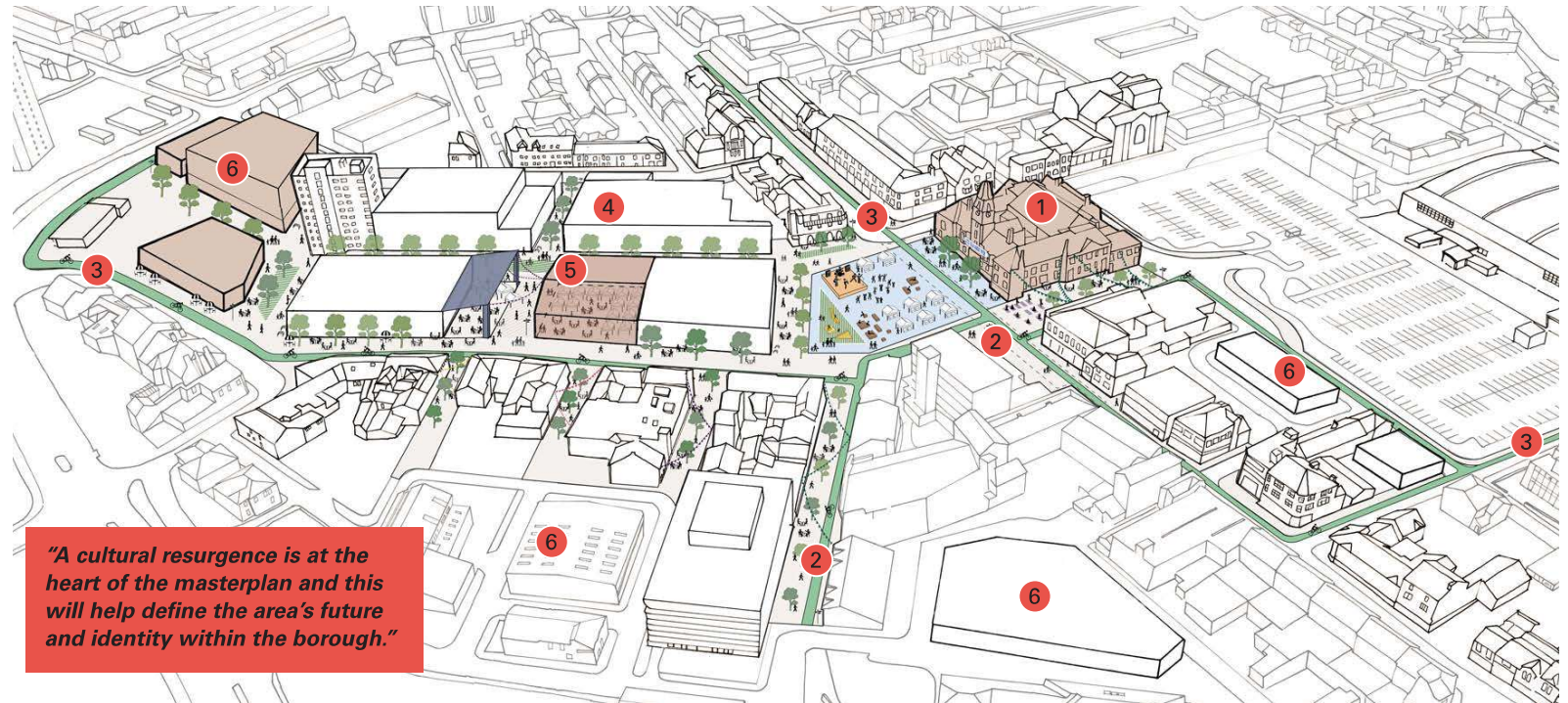
Unlocking the Town Centre Edges



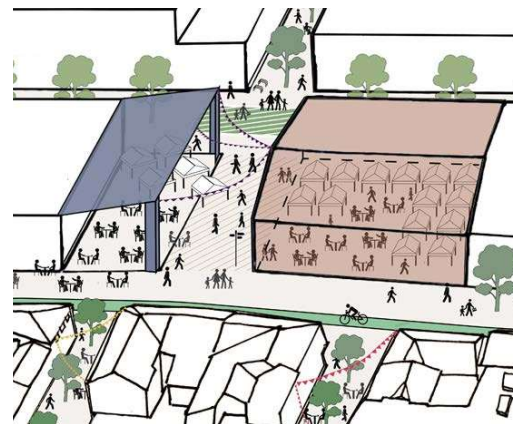
Redeveloping these areas will provide the space for the town to grow into, bringing greater diversity and vibrancy to the town centre. They will become welcoming gateways, setting the tone for an attractive, vibrant and green town centre.

Design Principles

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



"A cultural resurgence is at the heart of the masterplan and this will help define the area's future and identity within the borough."



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

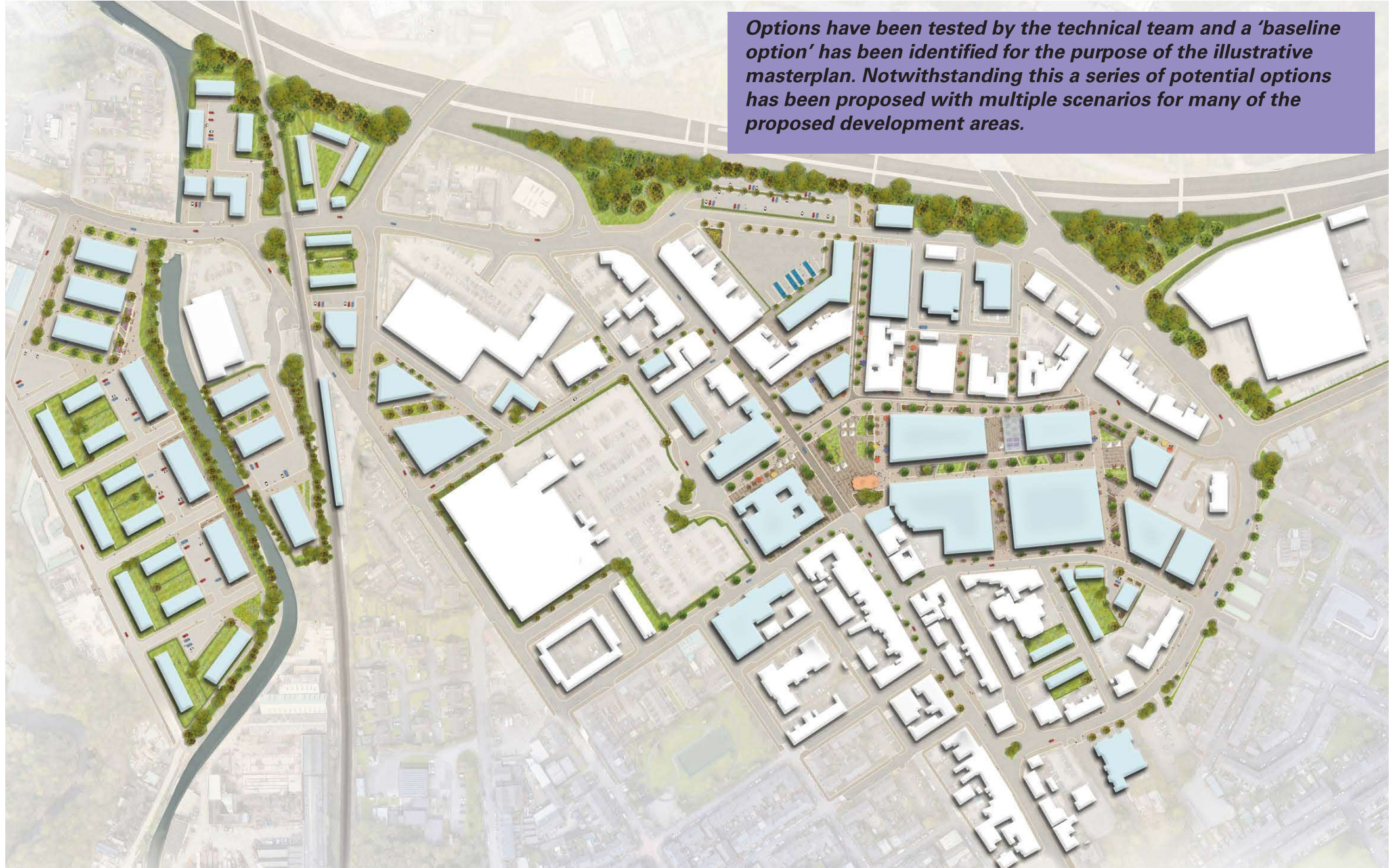


Market Square will become a flexible, high quality public realm environment suitable, for markets and events.



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

The Wider Masterplan



Options have been tested by the technical team and a 'baseline option' has been identified for the purpose of the illustrative masterplan. Notwithstanding this a series of potential options has been proposed with multiple scenarios for many of the proposed development areas.

Character Areas

Retail & Cultural Core

Diversifying the town centre core creating a vibrant mixed use environment including retail, leisure and residential. Relocated markets, enhanced pedestrian permeability town and a high quality, flexible public realm.

The area will also breathe new life into existing historic buildings and assets which are currently under used and appreciated. There is an opportunity to build on the area's cultural offer whilst also enhancing the leisure night time economy.

Northern Gateway

Creating a gateway into the town centre from the north. Improved connections are a key priority for the area, better integrating, bus station and creating safe attractive routes from public transport assets.

Station Quarter

Re-imagined town centre living in a high quality canal side setting building on the areas excellent rail and transport links to Manchester.

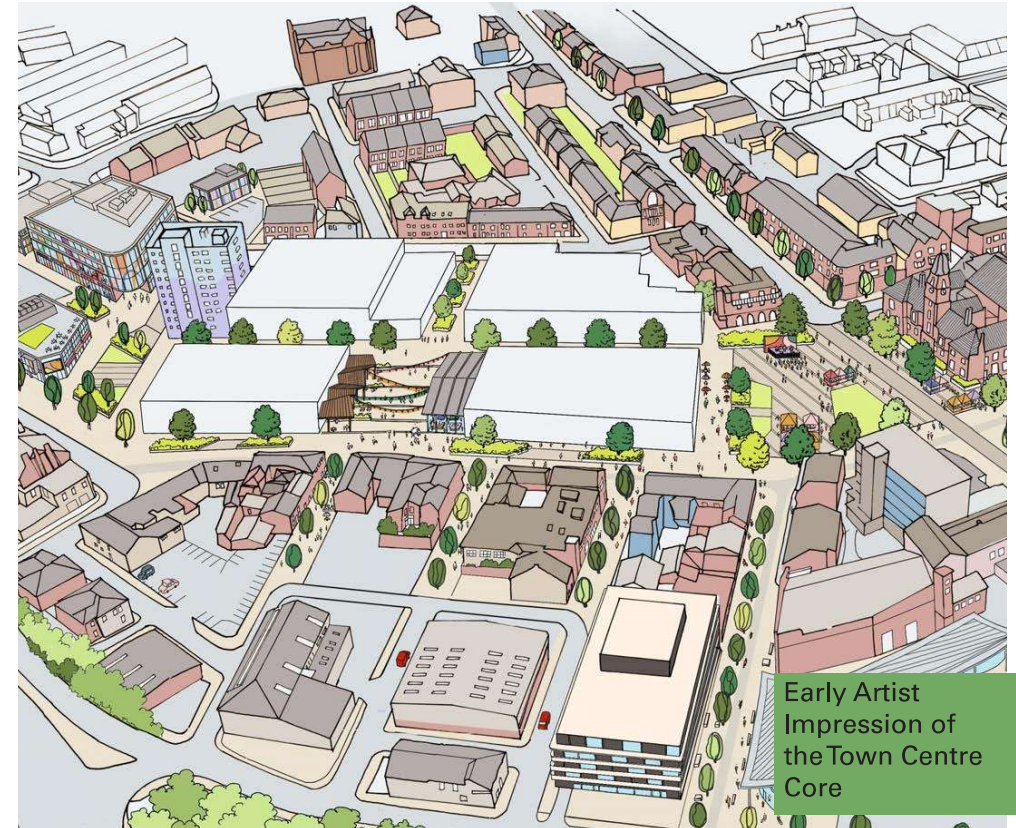
Union Street

Residential focused mixed use re-development that builds upon the re-imagination of the adjacent Clarendon Centre.



Town Centre Core

Re-imagining The Clarendon Centre by restoring pedestrian movement, re-locating the markets, refocusing Market Square, diversifying the offer creating greater footfall in the heart of the town.



- The Town Centre Core zone is focused on The Clarendon Shopping Centre, Market Street, Bayley Street Car Park and Market Place in recognition that this is the primary shopping area within the town centre, providing a traditional retail offer.
- Spatially, this area is the heart of the town centre and has relative adjacencies with the train station, Bus Interchange and the traditional town centre terraced housing stock. This area offers the opportunity for real transformational change over the lifetime of the Masterplan, given its expanse, strategic and central location and connectivity.

Town Centre Core

Key Projects for the town centre core include:

- Redevelopment of Market Square to create a high quality, flexible public realm for a varying programme of events and markets.
- Re-location of the current market offer into a prime location on Market place in new, flexible facilities that can offer life to the street.
- Re-development of the Clarendon Centre into a retail focused mixed use offer with improved pedestrian permeability in a generous, high quality public realm.
- Consolidation of town centre car parking allows for the re-development of Bayley Street car park, allowing the introduction of new, complimentary town centre uses.
- 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.

Re-imagined Market Offer



Re-imagined Market Offer



Wellbeing & community events



Creative workshops



Weddings/celebrations



Creative workshop/studio space



Public facing cafe



Meeting/hang-out space for young people

Market Square Re-design

Flexibility for event activations



Increasing greenery and planting for biodiversity



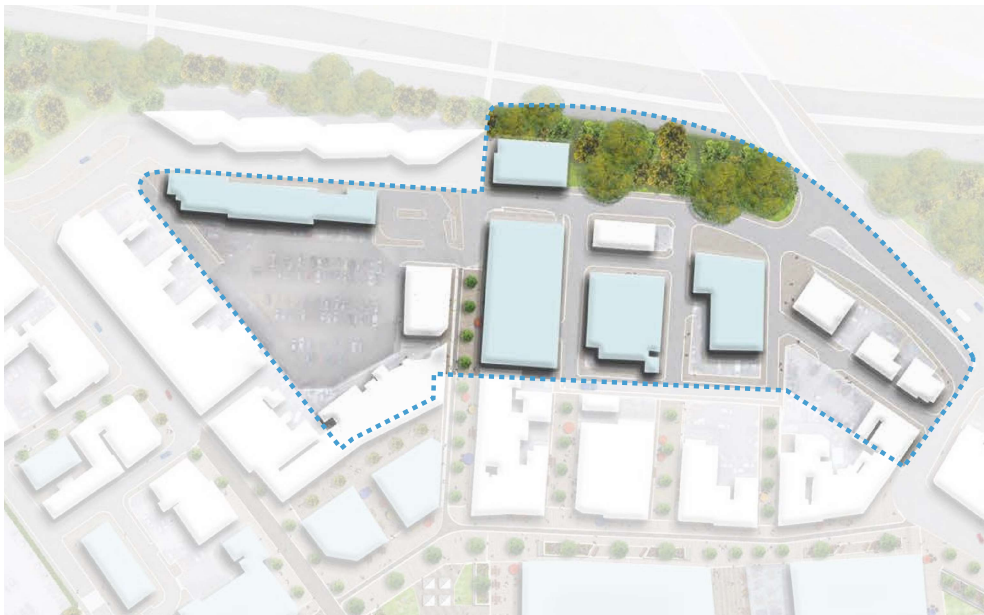
Activity spilling on to the square / active frontages



Northern Gateway

This Zone proposes the creation of an **improved gateway** and focal point for Hyde.

Through **comprehensive design** of the public realm and redevelopment of key buildings and sites the area can be transformed to provide a **welcoming safe gateway** for public transport users.



- The area around the bus interchange forms an important point of arrival to the town for those using public transport.
- As a key gateway this area is important to ensure initial positive perceptions of the area.
- A key priority is the transformation of the area into a high-quality transport hub with better integration into the surrounding town centre public realm.
- This will include pedestrianisation of Clarendon Street and potential redevelopment of office and retail facilities along this route to create a safe, welcoming pedestrian realm.
- Key development opportunities and sites within this area include; council owned medical centre and surface car park, soon to be vacant DWP building and the former bingo hall adjacent to the bus station.

Station Quarter

- The zone focuses on the development of a sustainable & high quality, family focused community within close proximity to the town centre.
- The redevelopment will help announce the arrival into the town centre creating a gateway from the north west.
- There is an opportunity to replace low quality commercial and industrial buildings with residential units in the longer term to unlock the existing canal side for residential development.
- Site is ideally located close to bus, rail and car connections making it an attractive residential location for commuters.
- In addition to providing a new diverse housing offer for local people, the development will also increase vibrancy, activity, and footfall within the town centre.



Canal side development of a sustainable & high quality, family focused community within close proximity of the town centre.

Union Street

- Union street zone is sited immediately south of the Clarendon Centre and therefore has the potential to be part of the wider redevelopment proposals.
- Sensitively re-locating non-complimentary uses such as garages, would allow for residential redevelopment in the area.
- The zone included key heritage assets including the former library building and the conservative club. Both of these could be sensitively redeveloped for residential or other complimentary uses.



The vision for the area is to **re-imagine these streets into desirable places to live, with great connectivity to all that the town centre has to offer.**

