

Bury But Better 2009

 urbed

BURY COUNCIL



Eastern Gateway

12.6

The Eastern Gateway to the town was once the industrial heart of Bury. The historic plan below shows the triangle of land between Rochdale Road and what is now called The Rock, but was then Stanley Street, packed with textile mills. By the time we came to do the 2003 masterplan it had become a scrappy area of surface parking, secondary retailing and remnants of industry. This was the focus for a great deal of discussion in the previous masterplan because of the scope for change and the fact that Thornfield were already actively working on plans for the area.



Facing page: The new NHS centre;

This page:
left: Eastern Gateway location plan;
below: the area in 1931

One of the big problems with the situation at the time of the 2003 study was the ring road that was incomplete in this area. The only link to Peel Way was a tortuous route along the eastern section of The Rock. The Eastern Gateway also encompassed the First Bus Depot and potentially the industrial area to the east of this. The First Bus depot was actively looking at the development potential of its site at the time.



The Bury But Better 2003 Vision:

One of the elements of the urban design vision was the idea of a zone of urban quality covering the town centre within which urban design principles would be followed. Outside this zone there would be more flexibility to allow for large format retailing. In the 2003 masterplan we drew the boundary of this zone through the centre of The Rock scheme along the line of a proposed



new section of the ring road through the site. The eastern side of this road was conceived as an area beyond the town centre itself. The eastern side of the new road was conceived as large format retailing with a large supermarket and a series of further large format retail units. The block next to the supermarket was to be a decked car park. To the rear of this the First Bus Depot was shown as a potential housing site although the plan didn't look at the sites to the east of this.

Progress since Bury But Better: The 2003 vision came halfway through the planning of The Rock redevelopment which has had a significant influence on the development of the Eastern Quarter. The key development was for the developers (Thornfield) to secure a department store to anchor the scheme. This allowed them to drop the edge-of-town units and to reconfigure their scheme as an in-town street-based retail development with the connecting section of the ring road forming the boundary between this quarter and The Rock development. The new road (Derby Way) opened in 2008 and the health centre has been redeveloped on a new site on Derby Way.

Further developments in the area following the completion of the 2003 masterplan include:

- The Fire Brigade are looking to vacate their premises on The Rock. A new site on Chamberhall has been proposed, making the existing fire station a redevelopment opportunity, which could potentially be combined with adjacent sites.
- First Bus continue to work with planning consultants to explore the redevelopment of their site. With the removal of the supermarket from The Rock scheme this site becomes sequentially the next most appropriate site for this development. However, operationally the bus station is ideally located to provide buses with easy



access to the Interchange and an alternative suitable site to relocate the existing bus depot has not yet been identified.

Updated vision: The updated vision has been revised due to the approved plans for The Rock scheme.

- The York Street area to the east of the bus depot is an underused industrial area housing a number of small businesses, offices, some terraced housing and two recycling plants. One of the main site owners has been exploring a large office scheme and, while the market would not currently allow this area to be developed, it is something that could happen in the future and should be addressed in planning policy.
- The Pilkington Tiles showroom was demolished to make way for the new Derby Way. Thornfield are seeking consent to develop replacement premises at the corner of Rochdale Road/York Street.

It shows the proposed Pilkington Tiles showroom on Rochdale Road that will help improve the frontage in this area. Projects to strengthen the town centre also includes the redevelopment of the fire station following the relocation of the fire service to Chamberhall. The site includes the textile recycling mill to the rear of the fire station and a number of secondary workshop units. This creates an opportunity for a significant landmark development on an important gateway to the town centre. The indicative layout shows the extension of St. John's Gardens that are being retained in The Rock scheme. In planning terms a range of uses would be appropriate on this site including ground floor retailing, office space, a hotel or housing. The fall of the site towards Peel Way creates an opportunity to provide decked parking. The plan shows the potential for the scheme to extend along Parsons Lane to incorporate the Wilkinson's store if this were to become available in the future. This would do much to reurbanise a very damaged part of the town centre and to create a new face to Peel Way.

Facing page:
top: URBED's 2003 masterplan for the area;
middle: aerial view of the newly constructed NHS Medical Centre on Derby Way;
bottom: The existing fire station site
This page: Highcross Shopping Centre, Leicester

Projects

Short term projects:

- 6a. A new section of the ring road (completed)
- 6b. A new health centre (completed)

Medium term projects:

- 6c. A new showroom for Pilkington Tiles.
- 6d. The development of the fire station and its environs for a range of potential uses.
- 6e. Infill development as a final stage of The Rock scheme for housing or offices.
- 6f. A new supermarket and car park on the First Bus site with a residential element on the section extending down to Rochdale Road.
- 6g. The first Phase of the York Street Quarter including housing and commercial workspace.
- 6h. Gateway/corridor improvement strategy on Rochdale Road
- 6i. Gateway development on the corner of Walmersley Road and Moorgate

Long term projects:

- 6j. The completion of the York Street Quarter further out of the town centre.



The First Bus site has potential to accommodate a supermarket of up to 8,000 sq m possibly with a decked car park. Provision has been made for an access from the newly opened Derby Way into this site. It is important to ensure that this becomes a pedestrian through route in order to open up the York Street site to the east. If this is not done the York Street area will be isolated and will have little development potential.

The Pimhole area of Rochdale Road, upto the Bond Street junction, has already undergone considerable corridor improvements and proposals as part of the Rock development will greatly improve the new Derby Way/Rochdale Road junction. Corridor and gateway improvements along Rochdale Road between these two areas will greatly enhance the quality of a major route into the town.

Further gateway improvements are possible on the corner of the Moorgate/Walmersley Road junction where a development site is available opposite the existing fire station site.

The final project in this section is the York Street development which is split into two phases, the first on the edge of the town centre and the later phase further out to the east where it forms an entire new neighbourhood. It retains the few remaining quality buildings with a range of mixed use new development around a landscaped square. This is envisaged as an area that includes creative workspace and small scale offices (which are already based in the area) with new residential and live/work accommodation.

This is a long-term scheme and is unlikely to happen in current market conditions. However, together with the Western Waterside and the Phoenix Quarter it is an important part of the economic restructuring of the town by replacing declining and underused industrial areas with housing and creative/knowledge business.

Facing page: 2008 masterplan for the area

This page: Feltham Centre, Hounslow/London

