

# Patricroft Bridge

Options

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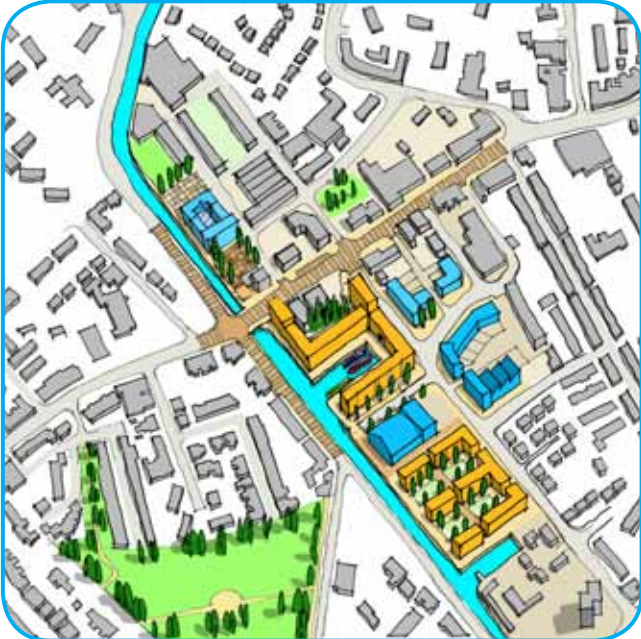
Group 1 masterplan



Group 2 masterplan



Option 1



Option 2



Option 3

# 3.1 The Options Process

The outcome of the consultation fed into an options process that used the workshop models to develop three options which were subject to consultation and an options appraisal than fed into the preferred option.



The two options from the community workshop were developed into three options for the appraisal. The main addition was Option 1 - an all employment option. This had not come out of the consultation but was felt to be important to give a full choice for the wider consultation exercise.



**Consultation:** The three options were the subject of a public consultation from 24th October to the 12th November 2009. This included an exhibition on the URBED bus (left)

**Options appraisal** The results of the consultation process were fed into an options appraisal including a review of each option's regeneration impact, viability and compliance with policy. This resulted in the preferred option set out in the final part of this report.





# 3.2 Option 1: Employment

The first option was based upon the reinvention of Patricroft Bridge as an employment area. This leaves the stable industrial areas alone and exploits the emerging opportunity area south of Liverpool Road to create a high quality new build employment scheme.

From the business survey it is clear that there are still some very strong employers in Patricroft Bridge. They are there often for historic reasons and the things they don't like about the area and the poor quality environment and the local levels of crime. The environment is very productive but it is not always easy to bring clients to the premises, or indeed in some cases the people from head office. The employment option therefore seeks to use the opportunities for new development to transform the environment for business in the area including the following proposals:

**North of Liverpool Road:** The Stocks Industrial estate, PD Shopfitters, Jack Lemon Sheds and the industrial estate on George Street all provide good quality manufacturing space even if externally it is not particularly attractive. This is a stable employment area that has a good future. The main problem is access and conflict with the residential property in the area. This however has not been raised as a major issue in our consultations.

**Bridgewater Mill:** All of the options propose employment use of the mill. Our discussions with the owners and the businesses occupying the space suggests that it is a valuable resource that it would not be appropriate to convert it to other uses. This proposals are for basic improvements (a high specification refurbishment would put the rents beyond the reach of local busi-

ness). In this option we have also shown the potential for the expansion of the mill to the north to create more space for creative business in the area. To the south of the mill the car park would be landscaped to create a waterside space (while retaining the parking function). The motorworld unit would be relocated allowing the prominent Liverpool Road frontage to be developed as a cafe and visitor centre.

**Vine Street:** There is an opportunity to the rear of the shops to create a waterside business location. This would take in Pearce House, Nassau House, the Heavey premises and the boat chandlers. Much of this land is either under occupied or contains businesses who would like to relocate. The option repositions Vine Street as a central spine through a new employment scheme. This is based on small scale manufacturing space with a reception onto the street and more office based uses on the canal around a newly reopened canal arm.

**Americhem:** This option allows Americhem to stay in their existing premises and improves the environment around them to create a better setting for their business.

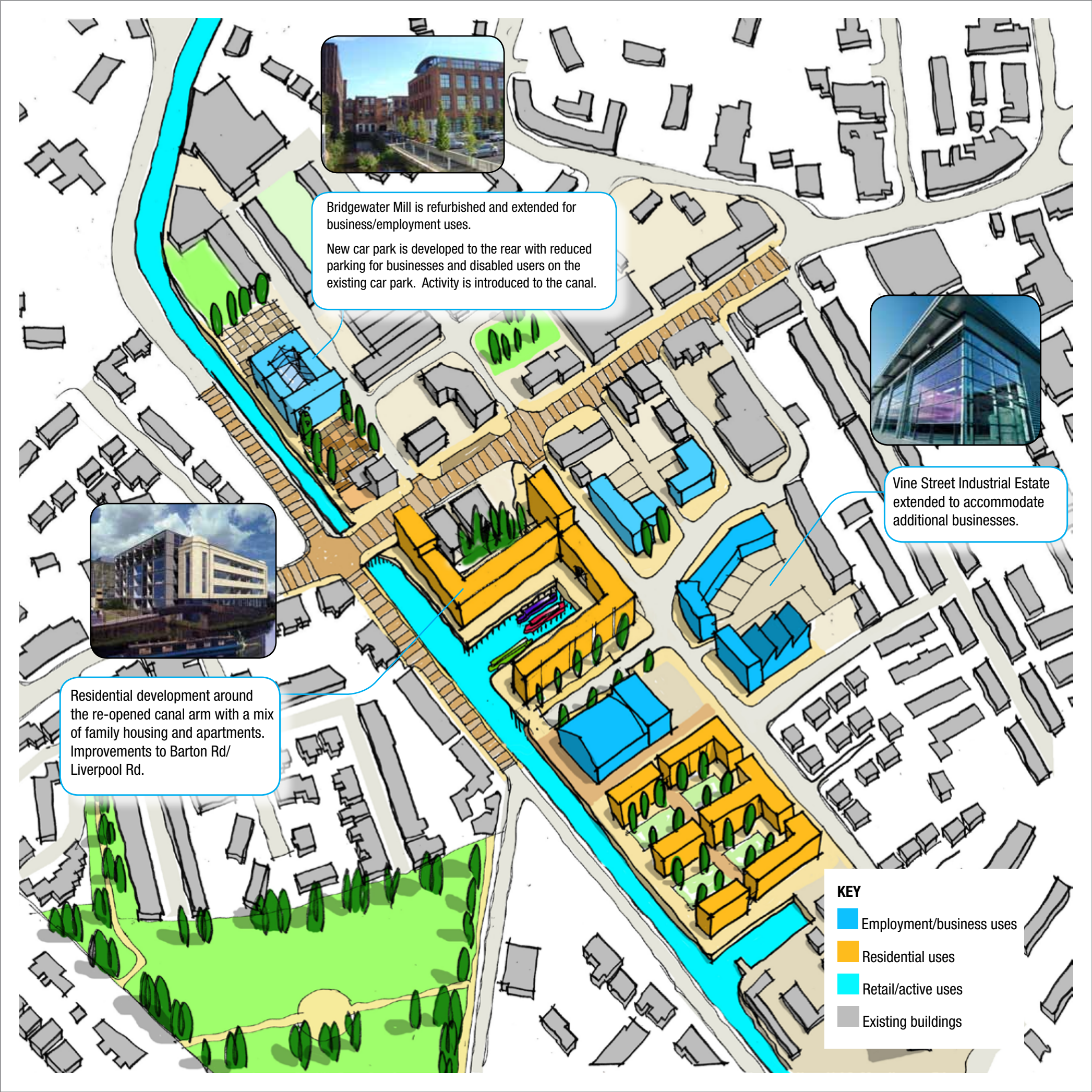
**The Barton Industrial Estate:** This is retained in this option with the largest building along the canal being redeveloped (a requirement due to structural problems).

## Pros

- ☐ **Existing business:** This option retains and consolidates the industrial base of the area. It will encourage the larger local firms to see that they have a long term future in the area thereby securing jobs for local people.
- ☐ **New business:** It will also encourage new companies to move into the area benefiting economic development in Salford
- ☐ **Canal:** The option opens up the canal by creating two new spaces - the improved car park next to Bridgewater Mill and a new canal arm off Cawdor Street. This will mean that Patricroft Bridge can act as a gateway to the canal as envisaged in the Canal Strategy currently being prepared by URBED.
- ☐ **Environment:** The proposals will transform the environment of much of the area and change the image from Liverpool Road. This will help change perceptions of Patricroft Bridge and create a better environment for business.
- ☐ **Planning:** The scheme is in line with current planning policy.

## Cons

- ☐ **Demand:** There is a question over demand for the new employment space that throws into question its viability and the ability of the council to secure a development partner for the space. This will also generate little surplus value to ensure a quality treatment for the public realm.
- ☐ **Affordability:** The costs of developing new employment space may mean that the values and rents of the space is beyond the reach of local business. Patricroft Bridge's attraction is its affordability and this could be undermined.
- ☐ **Conflict:** The plan does not resolve the potential conflict with the housing on George Street and Leigh Street.
- ☐ **Missed opportunity:** While it does open up the canal in places, most industry is not interested in a canalside location and deprives little benefit from it.
- ☐ **Planning:** The plan is out of step with the Growth Point designation and the emerging planning and regeneration policy for the area.



# 3.3 Option 2: Mixed-use

The second option focuses on the two main areas where change is possible - the land to the rear of the shops and the Barton Industrial Estate. These sites are developed for housing while the balance of the industry is retained

It is clear from the business survey that a number of the larger employers in the area are interested in leaving. This is likely to mean that they move out of Salford so that the council should be working with them to facilitate a relocation within the borough. This can be facilitated by allowing some of the sites in Patricroft Bridge to be developed for housing.

There is however still demand for employment space in the area and there are good arguments for retaining a mix of uses. The main demand seems to be for small workshop units like those of the Vine Street and George Street industrial estates. The scheme therefore promotes more space like this.

**North of Liverpool Road:** As in option 1 the Stocks Industrial estate and PD Shopfitters are retained as good employment uses.

**Bridgewater Mill:** Like Option 1 this option also proposes employment use of the mill together with a possible new build expansion to the north. Like Option one this would be basic specification space for creative uses. On this option Jack Lemon sheds is acquired to provide a new car park for the mill. This would allow the current car park to the south of the mill to be laid out as a public square. The Motorworld unit would again be relocated to create a site for a cafe/visitor centre.

**Cardor Street:** South of Liverpool Road this option creates an opportunity for a residential development along the canal with a new canal basin. This would wrap around the petrol station (using single aspect flats facing away from the petrol station).

**Americhem:** It is assumed that Arerichem will relocate to another site in Salford as part of this option. However their main building is likely to be too valuable to redevelop. It is therefore retained as a business use.

**Barton Industrial estate:** This is redeveloped for housing and provides an opportunity for canalside houses (as opposed to apartments).

**Vine Street:** The existing commercial units on Vine Street are in demand and this option takes the opportunity of expanding the estate onto the former Americhem factory site. This would create business space around a yard with outward facing receptions. There is an opportunity for two further similar commercial units to the north of Vine Street.

**Liverpool Road:** This option involves more extensive traffic calming on Liverpool Road throughout Patricroft Bridge along the upper section of Barton Road.

## Pros

- ☐ **New canalside community:** This option includes a significant amount of housing and therefore brings the Patricroft community to the canal by creating a new waterside community.
- ☐ **Opens up the canal:** The scheme includes a new canal arm and opens up the eastern side of the canal to public access as well as providing a car-free public space next to Bridgewater Mill.
- ☐ **Retains jobs:** Unlike the entirely residential option 3 this scheme does retain a significant number of jobs in the area including all of the jobs north of Liverpool Road. It also creates space for new business and incoming companies in the mill and the Vine Street industrial estate.
- ☐ **Improves the environment:** The scheme includes far more extensive environmental improvements to London Road as well as transforming the appearance of Cawdor Street.

## Cons

- ☐ **Reliance on apartments:** The viability of the residential development on the northern part of Cawdor Street is dependent on a density that can only be achieved through apartments. These are unlikely to be viable in the short term and raise planning issues.
- ☐ **Loss of employment:** The scheme involves the loss of some significant employers (particularly Americhem). While it is hoped that these businesses will not be lost to Salford this cannot be guaranteed.
- ☐ **Conflict:** As a mixed use plan there is the potential for conflict between housing and business uses. This plan does not resolve the existing conflict to the north and potentially creates new ones to the south.
- ☐ **Planning:** The plan would need to resolve planning issues about the designation of sites for employment use, the development of apartments and the development of new B1 space outside town centres.



# 3.4 Option 3: Housing

The third option is almost entirely residential. All of the main industrial sites are redeveloped for housing on the basis that this is no longer a well suited location for manufacturing. This allows the development of a new urban village.

There are conflicts in the area between housing and industry, particularly deliveries that can never be resolved. The argument is that the Employment Land Review and the LDF site allocation plan should bite the bullet and reallocate all of the area to housing. This creates a number of attractive canal side sites and would create a significant new community - even an urban village.

**Stocks Industrial Estate:** This option proposes the residential development of the Stocks industrial estate. The value created would allow businesses to relocate. This area is currently a cul-de-sac and the option proposes a new pedestrian bridge to the north to link it to the wider canal corridor.

**Bridgewater Mill:** Like the other options this scheme retains the mill in business use. However this time the extension is shown as a residential scheme. Jack Lemon sheds is once again acquired to provide a new car park for the mill allowing the current car park to the south of the mill to be laid out as a public square. The Motorworld unit would again be relocated to create a site for a cafe/visitor centre.

**Cardor Street:** The entire area south of Liverpool Road is developed for housing. This includes all of the current employment sites except for the Vine Street estate. This is shown with a modest extension to create another row of units while shielding it from the housing. The scale of the residential opportunity should mean that we can develop a less apartment, dependent layout. However densities will still need to be high to generate the values needed to fund the industrial relocations.

**Liverpool Road:** This option involves much more extensive traffic calming on Liverpool Road throughout Patricroft Bridge and along Barton Road. The aim is to make Barton Road an 'esplanade' with a single surface running from the canal edge across the road and a line of bollards and trees.

**Green corridor:** This option includes the idea of a green corridor from the recreation ground to the south west across a new bridge into the area. This is intended to tie the more affluent area west of the canal into the new community.

## Pros

- ☐ **Transformation:** This option represents a new start for Patricroft Bridge. The scale of development would create a new urban village which in turn would fund environmental improvements on Liverpool Road and Barton Road.
- ☐ **Creates a new community:** The scheme reunites the two parts of Patricroft Bridge, the terraced housing to the east and the relatively more affluent areas to the west. The new bridge would allow the canal to become the heart of this community rather than the edge as at present.
- ☐ **Makes the most of the canal:** The canal is fully opened up and made accessible on both sides together with a new public space, green corridor and views from Liverpool Road.
- ☐ **Resolves conflicts:** The scheme deals with conflicts with industry by removing the latter.

## Cons

- ☐ **Scale of development:** The scale of residential development is difficult to envisage in the current economic climate and is greater than that envisaged by the Growth Point.
- ☐ **Loss of employment:** The scheme involves the loss of most of the significant employers. While it is hoped that these businesses will not be lost to Salford this cannot be guaranteed.
- ☐ **Planning:** The plan would need to resolve planning issues about the designation of sites for employment use and the development of apartments.

# PATRICROFT BRIDGE MASTERPLAN

## OPTIONS CONSULTATION

### Option 2 - Medium Intervention

**Option 2** introduces an element of residential development to the area and retains some employment uses concentrated to the south. Bridgewater Mill is improved as a landmark and a focus for activity along the canal.

This option retains many of the core businesses. Stocks Industrial Estate remains operational, Motorworld and Americhem remain operational.

On this option Motorworld remains on its existing site however the possibility of a retail unit on Legh Street fronting towards the canal is explored. This could serve as the canal reception point with cafe/ heritage information.

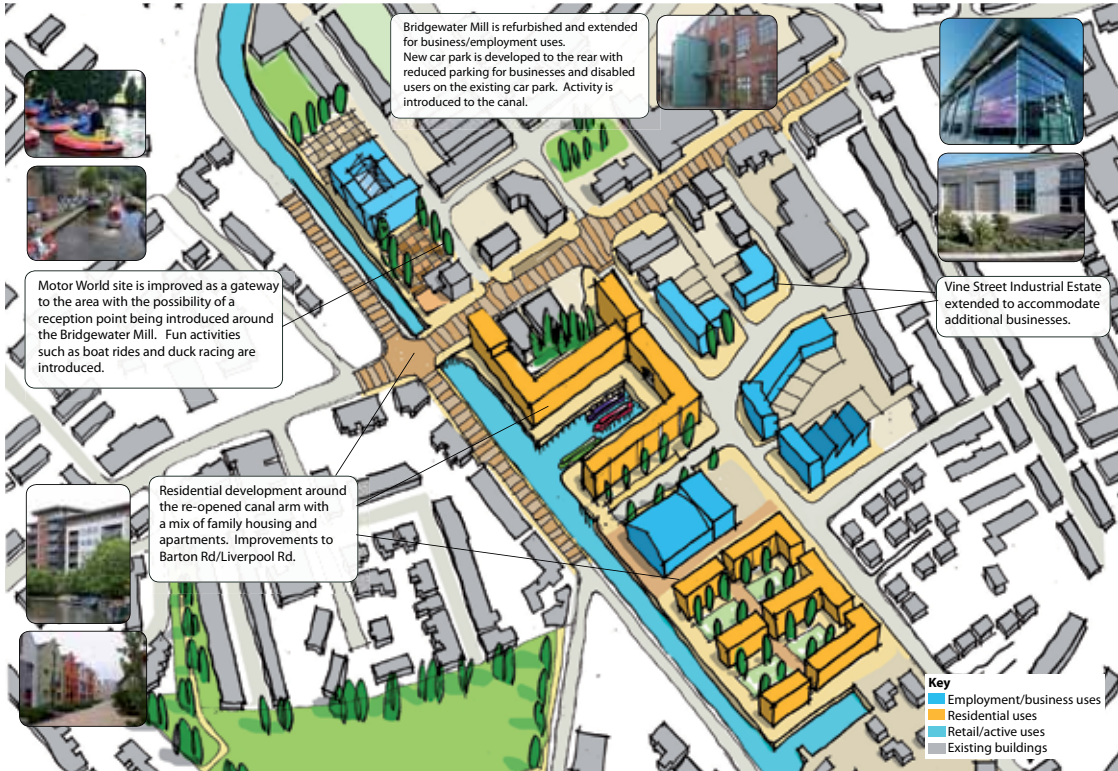
**Pros**  
To the south apartments are focused around the Esso/Tesco Express orientated towards the canal arm. This would allow for the development of around 250 apartments based on an average 2 bed apartment.  
Family houses would be developed on the Barton Industrial estate and would allow for roughly 120-140 housing units depending on the final mix.

**Cons**  
There is currently limited demand/values for offices/industry and this may restrict delivery of employment proposals where units are being replaced. Demand/need for new housing and good values in recovered market will assist with delivery of housing proposals.



Above and left: Group 2 masterplan produced during workshop to test ideas for development which have been incorporated into option 2.

### Option 2



Please fill in the form to tell us what you think about Option 2. If there is an element of the option you like or dislike please tell us why.



Residents come on board the URBED Bus to see the Options developed



# 3.5 Options Consultation

A consultation exercise took place on the options between 24th October and 13th November 2009. This included an exhibition on the URBED bus plus email and postal leaflets and questionnaires. The conclusion was a preference for Option 2.

On the 24th October 2009 the URBED routemaster bus was parked outside Bridgewater Mill to give the local community the opportunity to view all three options and vote on their preferred option. Local residents and businesses also received information on the 3 options via email and post to gauge community support for the options. The consultation period ended on the 13th November 2009.

The overall preferences expressed in the consultations are summarised on the table below. The preference was for Option 2 which was supported by eight respondents and opposed by only two. The second preference was for option 1 which was supported by five respondents and opposed by three. By contrast option 3 was supported by just two respondents and opposed by seven.

This represents a wish to see a balanced approach to the area. Option 2 was favoured because it combines new housing with the retention of much of the existing employment.

Examples of the sort of comments that were made on the options included:

*‘I Like the mix of employment and housing in Option 2 as local jobs are important. I like the idea of introducing leisure uses such as duck racing and boat rides on the canal’*

*‘Option 3 has too much housing would give too dense a population for the area. There is a need to have a 50/50 mix of residential and industry to create a good neighbourhood and I’m against putting modern housing to rear of Bridgewater Mill which would tower over the terraced houses in Leigh Street.’*

*‘Although new industrial/office building could take place, it would be better if this was mixed with residential developments to create a better community feel. I’m against the development of an office block on the Alfred St. Car Park as this area is better suited to landscaping to frame the view of the canal/bridge/mill from the western approach.’*

*‘There are too many empty properties in the area and new housing could remain empty. There is a need to keep business in the area and there is a danger that new housing will increase traffic.’*

*The development of housing at Stocks Industrial Estate is in Option 3 is interesting, but the area better suits industrial use and residents in Leigh Street would not welcome a footbridge over the canal*

Options consultation outside Bridgewater Mill



Community responses				
Option	Strongly approve	Approve	Disapprove	Strongly disapprove
1				
2	<del>    </del>			
3				<del>    </del>

# Options Appraisal

Criteria		Option 1	Option 2	Option 3
Regeneration	Economy	This option scores highly on meeting economic objectives for the masterplan. The option focuses on retaining most of the existing businesses and providing new business space.	This option retains many of the core businesses including the industrial estates. It involves the relocation of Americhem but this is likely to be of benefit to the business.	The redevelopment of the majority of the existing employment uses is partly offset by the creation of some new leisure/retail uses.
	Housing	The option does not propose any new or improvement housing.	The proposals include the development of a significant amount of new housing including waterside apartments and housing.	The proposals include a significant residential development that would change the residential mix of the area.
	Greenspace	No additional green spaces developed however the amount of usable, high quality public realm is increased along the canal and outside Bridgewater Mill.	Additional green spaces are incorporated into the residential blocks, public realm is increased along the canal and outside Bridgewater Mill	A new park is proposed to the south of Liverpool Road adjacent to a new triangular canal arm linked via a green corridor to the existing Patricroft Bridge Playing fields.
	Community	The creation of an improved public space in front of the Bridgewater Mill, improved access to the canal and new visitor centre will provide a focus for the community.	The creation of an improved public space in front of the Bridgewater Mill, improved access to the canal and new visitor centre will provide a focus for the community.	The creation of an improved public space in front of the Bridgewater Mill, improved access to the canal and new visitor centre will provide a focus for the community.
	Townscape	The proposals would retain and improve the Bridgewater Mill and Liverpool Road frontages.	The retention and improvement of Bridgewater Mill, Liverpool Road frontages and the redevelopment of poor quality industrial units.	The retention and improvement of Bridgewater Mill and the redevelopment of weak frontages to Liverpool Road and poor quality industrial units.
	Accessibility	The proposals improve connectivity by creating a more prominent route from the new business park from Cawdor street to the new school site and residential areas.	Canal becomes more accessible, Cawdor Street better connected to new residential areas and to the new school site.	The proposals improve connectivity by creating a more prominent canal side route, as well as well as improvements to Liverpool Road and Barton Road.
	Heritage	The improvement of the Bridgewater Mill and public realm along the canal.	The improvement of the Bridgewater Mill and public realm along the canal.	The improvement of the Bridgewater Mill and public realm along the canal.
Viability	Deliverability of the proposals in terms of land acquisition, market demand, financial viability and timescale.	Ease of site acquisition and assembly offset by limited market for office space and high costs vs values limits deliverability of a number of the proposals.	Limited demand / values for offices / industry will restrict delivery of employment proposals. Latent demand/need for new housing and good values in recovered market will assist with delivery of housing proposals.	Latent demand / need for new housing in a recovering market will assist with delivery of housing proposals. However the number of units will mean that the scheme needs to be delivered over a number of years.
Consultation	To consider whether the proposals meet the aspirations of the community.	This was the least popular option in the consultations. While there was support for the retention of the Mill there was not great support locally for the retention of the area as a major business location.	This was the favoured option in the consultation as a good balance between employment and housing uses.	This was the second favourite option for the community, they welcomed the transformation of the area but concerns were expressed about the loss of all of the industry and the amount of housing.
Policy	To consider strategic fit with national, regional and local policy agendas and adjacent regeneration initiatives	This is a good fit with the existing UDP. The extent to which it accords with the emerging LDF and the Salford West Regeneration Framework depends on the assessment about its quality as an employment site. The Americhem site is designated as a management site and so accords with an employment option. However the policy framework generally is to encourage poorer employment sites to transfer to housing which this option does not do.	This fits with the emerging policy agenda in terms of the Salford West Regeneration Framework and the ELR and SHLAA (particularly by retaining the Americhem site in employment use) There remain however some issues relating to the UDP employment allocations and with the development of apartments and B1 uses that would be contrary to current policy.	This fits with the emerging policy agenda but has issues relating to the UDP site allocations. In particular the Americhem site is not retained in employment use in conflict with the ELR. It also exceeds by a considerable amount the number of units suggested in the Growth Point submission.

# 3.6 Options Appraisal

The three options have been assessed against a set of criteria based on their regeneration impact, viability, the results of consultation and their fit with policy. This has been used to develop a preferred option.

The three options have been evaluated against a set of criteria as set out on the facing page:

**Regeneration:** broken down into Economy, housing, greenspace, community townscape accessibility and heritage.

**Viability:** The financial viability of the option and the ease of implementation.

**Consultation:** The view of the community as described in the previous section.

**Policy:** The extent to which the option corresponds with policy as described in section 1.2

The scoring matrix opposite has been used to assess the broad fit of each of the options against the above criteria based on the use of a simple colour coded scoring method as follows:

**High fit** – meets the criteria/objective to assist with project delivery over the shorter term

**Medium fit** – partially meets the criteria/objective with project delivery over the medium to long term

**Low fit** – limited fit with criteria/objectives with project delivery likely over the longer term

## Assessment

**Regeneration:** All of the options will have a positive regeneration impact on the area and will bring about a significant degree of regeneration. Option 1 scores most poorly because these benefits are limited to employment uses. Options 2 and 3 have a broader range of benefits so score more highly. Option 3 has the highest regeneration impact because it brings about the most change in the area. Against this however needs to be set the significant loss of employment. The conclusion of this is that all three options have the potential to regenerate the area but that the safest approach is the mix of uses in option 2 to diversify the regeneration of the area.

**Viability:** A viability assessment based on the current market will show that nothing is currently viable in the area. The

appraisal work by AGDR has therefore assumed more normal market conditions to assess which of the options are likely to be most viable once the market recovers. In this respect Option 1 fares badly because changes to vacant property rates has undermined the market for developing speculative business space. It is unlikely that a developer will be able to secure prelets in this area making it difficult to see how an employment led scheme for new build property could happen. The conversion of the Bridgewater Mill is a different matter because the building already exists rates are already being paid (it not being listed).

For residential development the issue of viability relates to apartments. While the market for apartments is much weaker than houses at the present time, the scheme will need to achieve a certain density to create the values needed to fund site acquisitions. It may therefore be that options 2 and 3 are not viable until the apartment market recovers. For this reason both options are only rated as medium fit.

**Consultation:** As described on the previous page, the community tended to favour

Option 2 as a balanced response to the needs of the area.

**Policy:** The policy situation is confused because it is changing and it depends on an assessment of the value of Patricroft Bridge as an employment location. At present Option 1 scores best in terms of existing policy because the area is allocated for employment and other used would be subject to an exception test. However the Salford West Regeneration Framework, the Liverpool Road Strategy and the ELR all look at the prospect of employment uses being reallocated in Patricroft Bridge. If we assume that many of the employment sites are poor (which they undoubtedly are) then the emerging policy agenda would see them developed for housing as sustainable communities.

## Preferred Option

The result of this process has been a preferred option based largely on Option 2 with elements of Option 3 included where they were favoured by the community. This is the basis for the preferred option plan described in the remainder of this report.



# Patricroft Bridge

Vision

4.



# 4.1 Vision and themes

Patricroft Bridge will become a mixed use waterside urban village , retaining its employment base but adding to it a range of new housing and waterside uses. It will become the focus for the existing community alongside a new community and visitors attracted by its heritage and history.

This vision will be developed as four themes: A mixed-use quarter, a sustainable neighbourhood, an industrial gem and a waterside community



Canalside public realm improvements in Manchester



George Yard, Barnsley

**Case study: Levenshulme**

The Stockport Road Corridor through Levenshulme has many similarities to Patricroft Bridge. The area was very run down ten years ago but has been gradually regenerated and while there is still a long way to go it has many lessons for Patricroft Bridge:

- The road has been narrowed with on street parking spaces created, street trees and wider pavements. The A6 carries 29,000 vehicles a day, almost twice as much as the A57 through Patricroft.
- The area has developed a speciality by using its historic buildings (the former town hall) as an Antiques market. This activity has spread into the surrounding shop units.
- A local mill Bankley House has been converted into an artists studio space and gallery.
- The local housing has been improved through the Northmore Home Zone works.

These initiatives are a combination of public sector interventions and private/voluntary sector initiatives. The result has been a partial revival of the high street. There is still a long way to go but the trend of decline has been reversed and the image of the district has been changed.



# 4.2 Mixed-use quarter

Patricroft Bridge should be a place where lots of things happen. It should be a place where people work and indeed where manufacturing and creative activities take place as well as a place to live and a place to visit. While the conflicts inherent in this mix should be minimised the buzz of different activities and the liveliness of Liverpool Road should be part of the area's attractions.

The main debate as part of this study has been the balance between employment uses and housing in the area. The conclusion is that we no longer need to zone these uses as we needed to in the past. Much of the employment is not disruptive and there is no reason why it shouldn't coexist with housing provided that provision is made for vehicle movements.

The vision for the area therefore retains the manufacturing to the north of Liverpool Road as well as an expanded Vine Street Industrial Estate. It also seeks to promote Bridgewater Mill as an enterprise hub, retaining the existing occupiers, filling the empty space and possibly expanding the building in the future. The waterfront to the south of Liverpool Road then provides an opportunity for new residential development. A new public space between the Mill and the road can become an opportunity for visitor uses as part of a revitalised high street.

This mixed use solution will create a neighbourhood that is lively throughout the day with a range of jobs being retained in the area, people living there meaning that it is occupied in the evening and visitors populating the area to start to generate demand for active uses such as cafes.

## Projects

**Bridgewater Mill:** Basic refurbishment of Bridgewater Mill to provide lift accessible space that is still affordable. There is a potential demand from Salford University to take a floor for incubator workspace for graduates.

**Mill expansion:** Potential future expansion of the mill onto the adjacent site as demand for space grows.

**Vine Street:** Expansion of the existing business estate to create a range of small workshop units for local companies.

**Liverpool Road:** A range of measures as part of the Liverpool Road strategy to improve the street including wider pavements, on street parking and street trees facilitated by reducing the street to one lane in each direction.

**Americhem:** Assistance to the company to relocate if they desire to do so.

**Housing:** Promotion of new housing development as detailed in the following section.

**Visitors:** A new visitor centre and square as described below.



Modern industrial units with offices fronting onto main road



Warehouse in Rotterdam with mixed use corner



Unique Mill, Rochdale was converted into a business incubator and Shure Start Centre



Malmö Waterside



Stretford Road, Hulme

**Case study: Broughton Green**

The redevelopment of Higher Broughton illustrates how a range of new housing can be introduced into an area like Patricroft Bridge. The scheme covers some 29 acres and will include 700 homes when complete. This is a partnership between Salford Council, the Royal Bank of Scotland and residential developer City Spirit.

Based on an original masterplan by EDAW the scheme was adopted as Supplementary Planning Guidance in 2003 which was the basis for a CPO which was confirmed in August 2004. Developers were subsequently appointed and developed the masterplan as a planning application.

The scheme is a high-density mix of housing and apartments with particular emphasis on family accommodation.



# 4.3 Sustainable neighbourhood

Patricroft Bridge, built around a public transport corridor and with its own train station is ideally placed to be a Sustainable Urban Neighbourhood or Pedestrian Pocket as it is called in the US.

This involves a mix of relatively high density sustainable housing around a public transport node and local shopping centre with a mix of employment uses.

URBED have spent 15 years promoting the idea of the *Sustainable Urban Neighbourhood* as a building block for urban areas. The model is of a dense neighbourhood with a strong local centre, good transport connections, a mix of uses and a range of housing in terms of size, value and tenure.

Patricroft Bridge is ideally suited to this model with the station and bus routes along Liverpool Road together with the existing local centres and employment uses.

What is missing is a core of high quality housing around the centre which is what Patricroft Bridge can provide through the Growth Point Initiative.

This needs to be relatively high density housing to ensure that the area is walkable and lively. This can include houses as well as apartments as demonstrated by the examples on this page. We realise that the area is designated as a family housing area in policy terms, and believe that the scheme should include a significant amount of family housing, it is important that a sustainable neighbourhood has a mix of housing types rather than being dominated by either houses or flats.

The housing should be built to a high environmental standard in terms of energy efficiency, renewable energy and waste recycling. There is the opportunity to use sustainability to create a distinctive identity for the development.

## Projects

**Patricroft Basin:** A new high-density residential scheme around a canal basin south of the petrol station. This will be mostly apartments because there is limited scope to include town houses on this site. The ground floor of the scheme has the potential live/work units or a waterside cafe. The apartments next to the petrol station would be single aspect - facing the basin with access balconies fronting the service station. This is an alternative to the Liverpool Road Strategy that suggested redeveloping this site that we consider to be unrealistic.

**Cawdor Street Housing:** The Barton Industrial estate is to be redeveloped for a scheme of family town houses. This is further from the centre and therefore a lower density is justified creating an opportunity to broaden the housing mix of the area.

**Linkages:** The new housing should be linked to the existing housing to the East and West of the canal, through links to the existing street network and a new bridge over the canal. This is important to promote walkability.

**Cawdor Street Estate:** This should be linked to the planned improvements to the public housing estate to the south of the study area and an opportunity for further new housing on the site of the garage court linked to this estate.



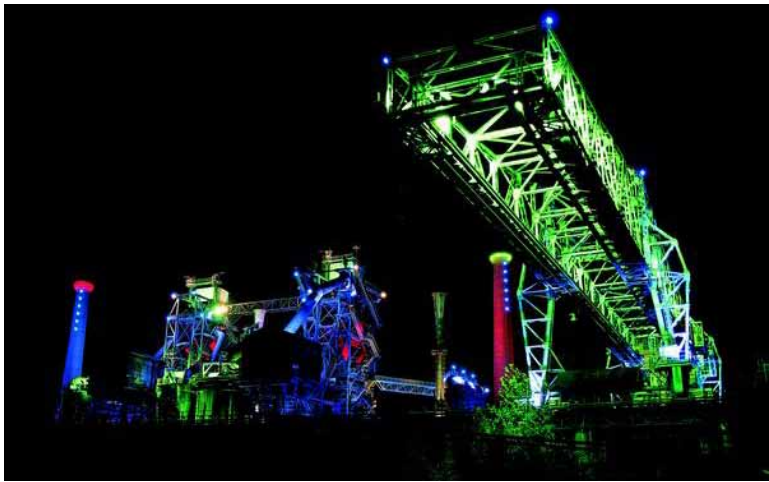
Apartment Block in Chorlton Park, Manchester



Apartment Block along the canal in Amsterdam



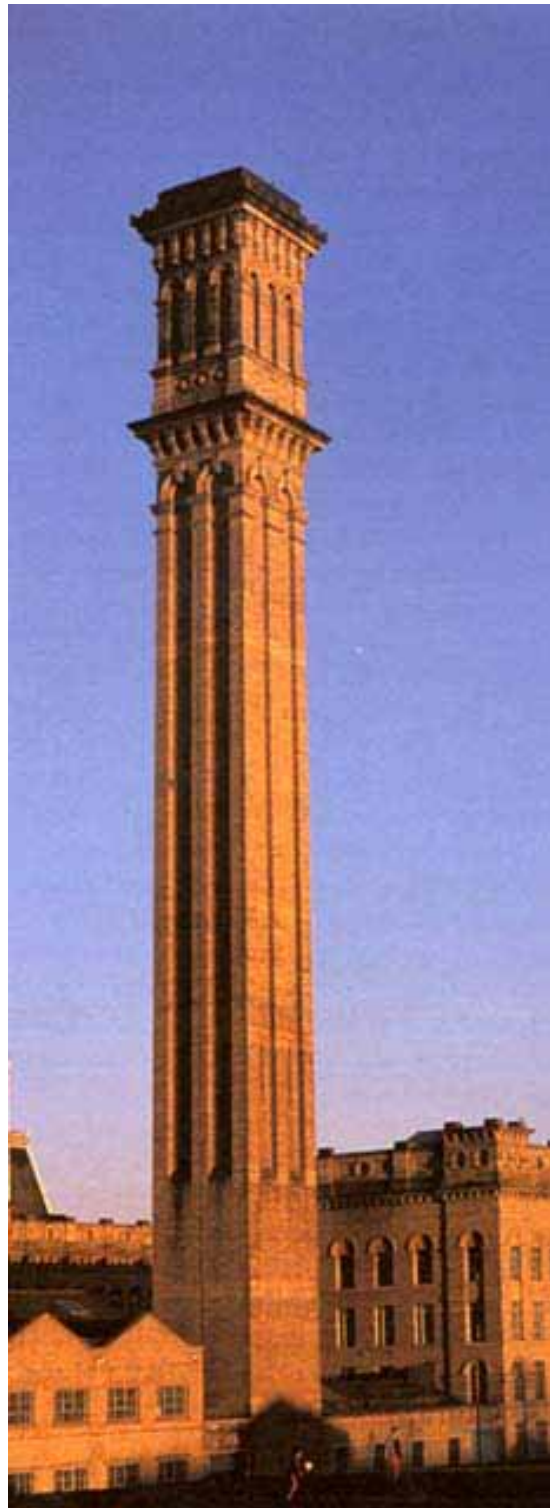
Homes for Change Co-operative, Hulme, Manchester



**Case study: East Lancs Railway Bury**

Bury has less claim to historical significance than Patricroft Bridge yet the East Lancs Railway is the 12 most visited tourist attraction in the region with 105,000 visitors a year. The attraction has been built up by volunteers who restore and maintain vintage trains and rolling stock. These trains are used to run trips from Bury to Ramsbottom where people can visit the town before joining the return trip. Something similar could happen on the Bridgewater Canal with boat trips.

The East Lancs Railway is just completing a lottery funded scheme to open up the railway works to visitors and to revamp the transport museum that has long been part of the attraction. This creates a critical mass of attractions that is able to keep visitors occupied for a full day. It is a good example of a town making the most of its heritage offer.



# 4.4 Industrial gem

Patricroft Bridge needs to capitalise on its unique historical position as the point where the industrial revolution can arguably be said to have started. This needs to be interpreted and linked to the wider Bridgewater Canal strategy to provide an attraction for local visitors and tourists. This includes a visitor centre, canalside public space interpretation and heritage walks

Patricroft Bridge’s history makes it one of the most historically significant sites in the world – the point at which the first industrial canal meets the world’s first passenger railway, together Nasmyth’s Foundry, the house of A.V.Row and the pub where Queen Victoria stopped on her way to visit the Duke of Bridgewater. None of this would be apparent to the casual visitor. The industrial heritage of the area is not made visible either in the quality of the environment or the way that it is interpreted.

This is being addressed through the separate work that is being done on the Bridgewater Canal which is exploring how to exploit its tourism potential. This is being developed as a linear attraction with five nodes, one of which is Patricroft Bridge. Each node is intended to be a gateway to the canal for both local visitors and tourists. This will involve the provision of interpretation, public spaces on the canal and visitor centres, developed as part of commercial cafes. This is likely to include boat trips along the canal to Worsley Delph (where the canal goes into the former mines).

Patricroft Bridge will therefore be a gateway to the canal. This will include local visitors (jogging, cycling, walking dogs or using the water - such as canoeing) and regional visitors on boat trips. The proposed public space next to Bridgewater Mill will be a stopping place for the boat trips - linking to heritage walks of Patricroft Bridge and a visitor/interpretation centre and cafe.

## Projects

**Visitor Centre:** It is proposed to relocate the Motorworld unit onto the site to the west of the canal to create an opportunity for a new cafe/visitor centre. This is to be an attractive structure (possibly commission an architectural competition) with a terrace overlooking the canal. It will be franchised to operate as a commercial cafe but also include interpretation material.

**Bridgewater Mill:** The current mill car park will be landscaped with new cobbled surfacing, trees and terraces down to the canal while also being used as a car park. This is intended to be similar to the Dukes 92 space in Castlefield (image bottom right) and will provide a stopping point for canal tours.

**Interpretation:** Salford Council has commissioned an interpretation strategy for the whole of the canal and Patricroft will be one of the nodes in this strategy including boards and interactive displays.

**Heritage Walks:** There is an opportunity for a heritage walk taking in the canal, the A. V. Roe house, the station and Queens Arms Pub, Nasmyth’s Foundry and the Bridgewater Mill.

*The Round Foundry, Holbeck Urban Village in Leeds has attracted businesses and residents back into a once derelict Iron Foundry. The refurbished buildings celebrate its history with old machinery standing in the public realm.*



*Canalside leisure uses*



Skipton

Case study: Brentford Lock

Brentford lies at the point where the Grand Union Canal meets the Thames. Brentford itself has become a bit of a backwater, on the periphery of London with poor transport connections. However it has historically been the place where the canal people base themselves. This has developed into a rich heritage of residential moorings and boat yards. This has been exploited by making the area a popular spot for visitor moorings and for new canal-side apartments. Water uses are being encouraged through boating and canoe clubs, including a canoe polo pitch in a canal inlet.

URBED are currently working for Isis (a joint venture between British Waterways and Igloo) on a masterplan for a site on the canal similar in scale to Patricroft Bridge. This is looking to promote a mix of family housing and canalside uses such as a wet dock, floating pontoons and creative workspace.



Hebden Bridge



Hebden Bridge

# 4.5 Waterside community

Patricroft bridge could make so much more of the canal. Not only is this one of the most historic canals in the world it is also a resource for recreation, leisure and waterside living. There is a need to open the area up to the canal and to exploit the potential of the water as a spur to the area's regeneration.

Currently the canal in Patricroft is a hidden asset. Much of the area turns its back on the canal and other, than Barton Road, it is largely invisible to people passing through the area. The water is used for residential moorings by the Bridgewater Boating club and by fishermen. The canal is also used by leisure boaters although not intensively so.

Patricroft Bridge is being proposed as a node on the Bridgewater Canal as part of the canal masterplan being prepared by URBED. As such it will be a gateway to the canal for visitors and one of the attractions along its length (based on interpreting the area's history).

In order play this role, and to make more of the canal's potential for regeneration, there is a need to create a series of public spaces alongside the water. The first will be the space outside the mill and we are also proposing a new space south of Liverpool Road. These spaces should to be animated with public uses such as a cafe/restaurant

or pub. Visitor moorings should be provided so that leisure boaters can make Patricroft Bridge a stop on their itinerary. To this end we have suggested a new small canal inlet for visitor moorings and as well as visitor moorings by the mill (so that they don't compete with the residential moorings). There is also potential to promote other activity on the water such as a canoe club, sea cadets and floating community facilities.

All of this should be linked to the development of the sites alongside the canal for the sort of uses that benefit from a waterside location. This can add more than 10% to the value of new housing and creative workspace. It is therefore important that the water is used to maximise the viability of the wider redevelopment. To this end there is value in extending views of the canal into the hear of the site, either through inlets or by creating view corridors.



Images above: In Holland activities are encouraged in the canals to promote health and happiness.

## Projects

**Canal arms:** The masterplan proposes two new canal arms. The southern arm would be for residential moorings to compensate for the loss of a few moorings to the north. The northern arm and the canal bank north of Liverpool Road would be used for visitor moorings encouraging people to visit Patricroft Bridge. This would need to include facilities such as a toilet and water taps.

**New Square:** The square by the mill would be developed as a waterside public space with

a visitor centre/cafe to encourage boaters to stop.

**Bridge and vista:** The masterplan includes a diagonal vista across the site to open up views from Liverpool Road to the water. A new bridge is proposed on this vista to link the housing areas to the west to the water.

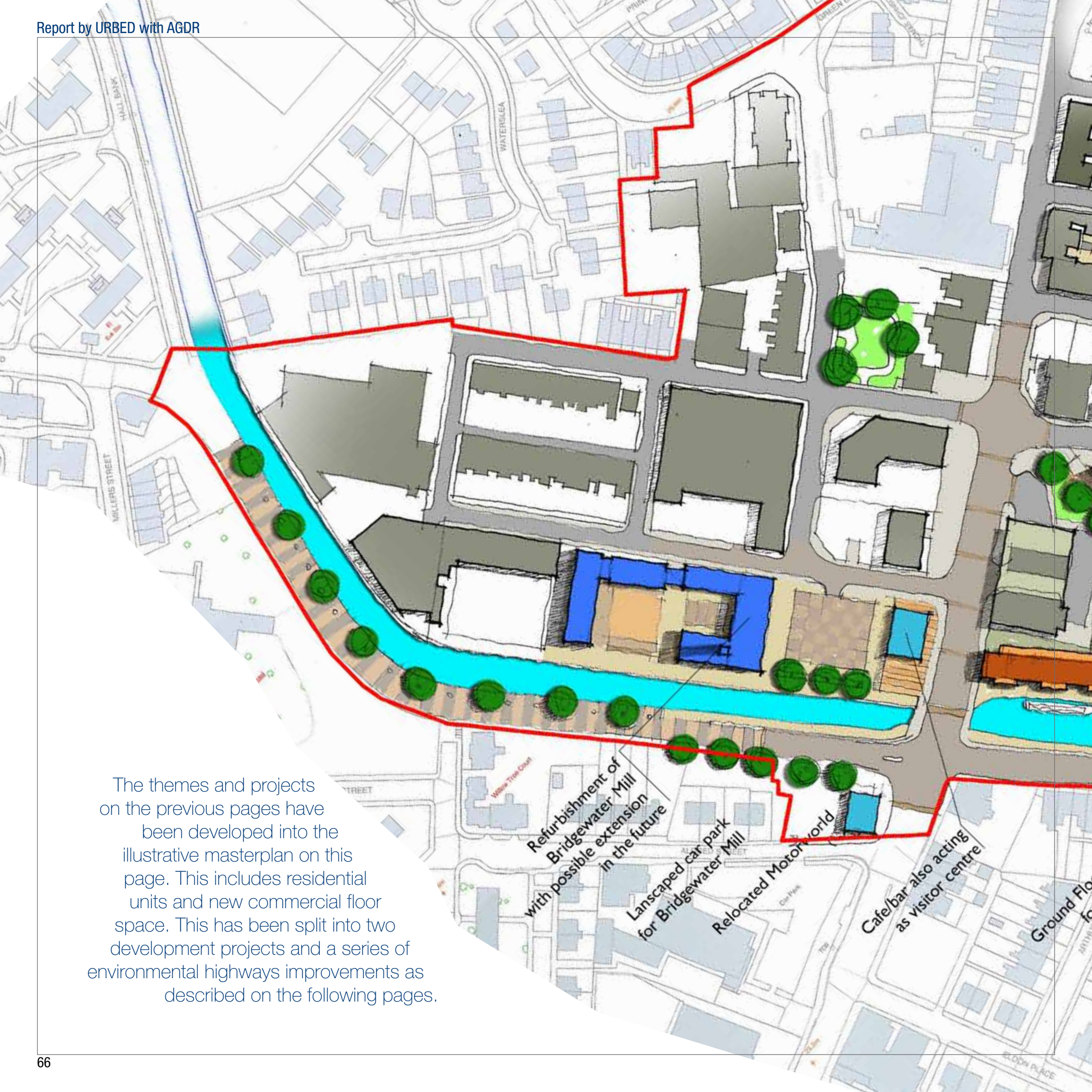
**Water activities:** The new development should incorporate opportunities for water based activities such as canoeing. These could be promoted through a water festival (regatta) to promote the use of the canal to local people.



# Patricroft Bridge

Masterplan

5.



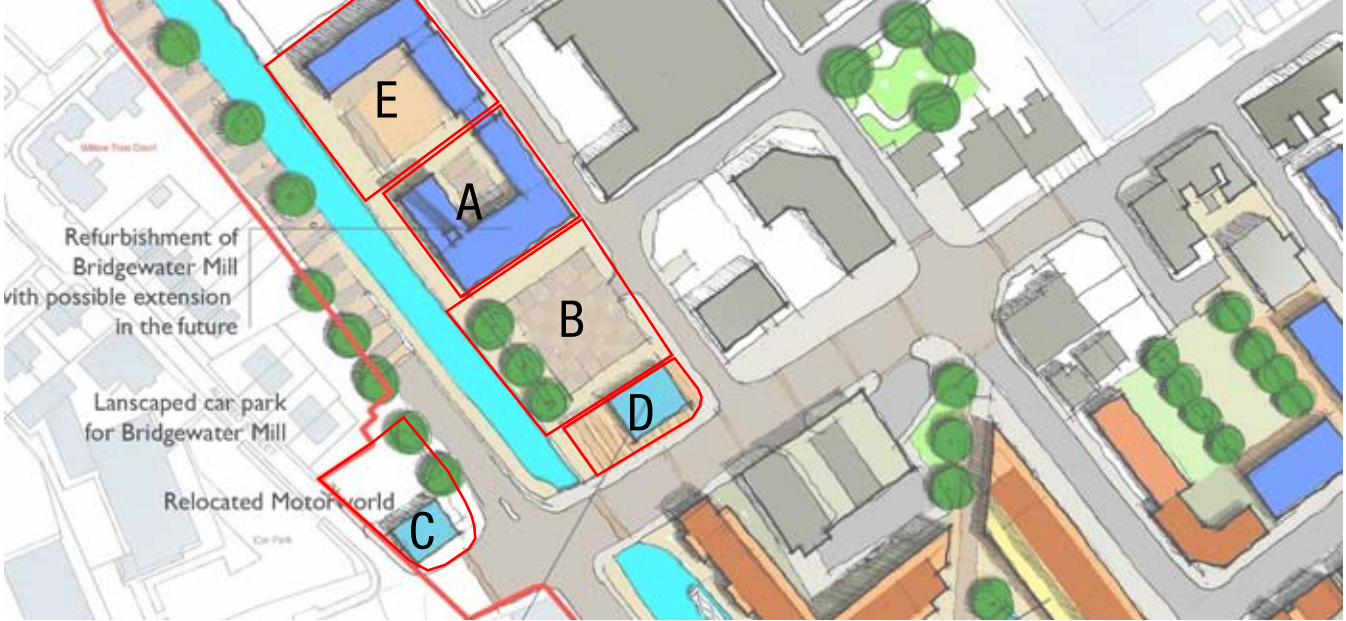
The themes and projects on the previous pages have been developed into the illustrative masterplan on this page. This includes residential units and new commercial floor space. This has been split into two development projects and a series of environmental highways improvements as described on the following pages.

# 5.1 Masterplan





Above: Artists impression of the refurbished public realm outside Bridgewater Mill, before picture is shown below



Above: Bridgewater Mill masterplan

# 5.2 Bridgewater Mill

The Bridgewater Mill project seeks to create a creative workspace hub and waterside public space as the symbol for Patricroft Bridge's transformation. This would be based around a new public square, doubling up as a car park, a refurbished mill and a new cafe/visitor centre.

## Proposals

**A: The Mill:** A basic refurbishment of the mill involving essential repairs and the installation of a lift. The intention is that this secures the current uses (by not pushing rents up) and promotes the occupation of the empty space. We are aware that Salford University would be interested in taking space as an incubator for creative graduates but would need full disabled access to do this. This is broadly in line with the aspirations of the current owners. In the future, if the initial refurbishment is successful we suggest that there is scope to expand the mill to the north with basic specification new build space for creative businesses.

**B: The Square:** The existing car park is owned by the council and is well used by surrounding businesses. We have explored the possibility of relocating the car park but this would not be viable due to acquisition costs. The proposal is therefore to promote the dual use of the space by creating a landscaped courtyard which is used as a car park during the week. This would ter-

race down to the water (the terrace being car free) and would open up the canal while providing a setting for the mill.

**C: Motorworld:** The square will not work with the Motorworld unit in its current location. It is therefore proposed to move this unit to the site on the corner of Worsley Road and Liverpool Road. This is a council owned car park and the intention would be to construct a new unit for Motorworld and promote a land swap.

**D: Cafe/visitor centre:** The former Motorworld site would be developed as a canalside leisure unit incorporating a cafe/bar and an interpretation facility. This will be the first port of call for visitors to the area and would animate the square and waterside terraces. This should be a landmark building and could be acquired by competition. The visual shows the possibility of apartments on the upper floors, this could also be workspace. However if this is not viable the building could be a single storey pavilion.

## Outputs

- A Bridgewater Mill:** 5,000m<sup>2</sup> Refurbished creative workspace (200 jobs)
- E Mill extension:** Site acquisition: 1,770m<sup>2</sup> (120 jobs)  
New Build: 3,000m<sup>2</sup> of additional workspace
- B Square:** 2,000m<sup>2</sup> Landscaped square/car park
- D Cafe/Visitor C:** 160m<sup>2</sup> ground floor cafe/visitor centre  
440m<sup>2</sup> in the balance of building - workspace or up to 8 apartments
- C Motorworld:** Site swap, existing site 555m<sup>2</sup> new site 843m<sup>2</sup>  
New building 140m<sup>2</sup> like for like replacement

## Delivery

We understand from the owners of the mill that the refurbishment of the space that we suggest is part of their current planning. It is therefore sensible for the council to pursue the overall scheme in partnership with these owners (the scale of their land holding makes this possible under procurement rules).

The Council's task is the relocation of Motorworld. There is a need to create a new steel frame building on the Worsley Road site and to agree a land swap with the company. We believe that the new site, due to its size and better location is more valuable than the old site. If this is offset against the disturbance costs to the company we estimate that the total cost to the council would be £0 to £100,000. This is a small sum to secure such a pivotal site.

The development of the cafe/visitor centre with space above would be done in partnership with a developer. This we believe can be done in such a way that the council receives the residual land value/profit which can be invested in the upgrading of the Square/car park. It would be reasonable to also seek a contribution from the Mill owners towards costs of this work given that it will enhance the value of their building.

The extension of the mill northwards is a future phase of the work that would only take place when the market permitted. This, we envisage would not require public subsidy.



# 5.3 Cawdor Street

The southern side of Liverpool Road is to be developed as a waterside urban village with the potential for up to 347 new homes 54 houses and the balance as apartments. In addition to this the extension of the Vine Street estate would include 4,300m<sup>2</sup> of commercial B1 space.

## Proposals

**F: Patricroft Basin:** This site is proposed as a canal basin surrounded by around 110 apartments. This would include semi base-ment parking and the apartments backing onto the petrol station would be single aspect - facing the water. The scheme includes a diagonal route to create views from Liverpool Road to the water.

**G: Office/storage:** The Americhem build-ing is retained on the basis of commercial advice that suggests that it is would more in its retained state. This would be mar-keted to a new commercial occupier.

**H: Barton Court:** The Barton Industrial estate is redeveloped for housing around a new residential canal arm. This maximises the number of houses with apartments on the corners. The southern corner also includes accommodation for a canoe club underneath the flats. This site could be developed with more houses rather than apartments, however the result would be a drop in yield of around 1700m<sup>2</sup>. This would make the scheme less viable and mean

that it would be longer before it could be brought forward.

**I: Eddison Road:** This site on the other side of the canal has a residential plan-ning consent and would not require direct intervention. It would however compliment the overall masterplan.

**J: Vine Street:** Vine Street is proposed as a mix of housing and workspace. The exist-ing industrial estate would be expanded around a yard. Further workspace is possi-ble on the sites to the north of Vine Street. This would be B1 workshop space and is not in our view incompatible with housing. Housing would be developed along Cawdor Street with a mix of town houses and apartments on the corners.

**K: Cawdor Basin:** The garage court linked to the Cawdor estate is under used and could be developed to help fund improve-ments to the estate. This is best done in our view by incorporating the boat club into a mixed use waterside scheme.

## Outputs

**F: Patricroft Basin:** 1.04ha site proposed for 110 apartments (6,640m<sup>2</sup> net) around a new canal basin of 1,300m<sup>2</sup> with a 700m<sup>2</sup> waterside cafe.

**G: Office/storage:** Estimated 1000m<sup>2</sup> warehouse space and 1400m<sup>2</sup> office space (on two levels)

**H: Barton Court:** Site area 1.03ha - proposed to accommodate 36 town houses 4,320m<sup>2</sup>) and 74 apartments (4,500m<sup>2</sup> net). If this was to be developed to max-imise the number of houses it would accommodate 54 houses (6,480m<sup>2</sup>) and 10 apartments (600m<sup>2</sup> net).

**I: Eddison Road:** Development of a 4 storey apartment block of around 3,000m<sup>2</sup> net - around 50 apartments.

**J: Vine Street:** Mixed use development with an expansion of the Vine street indus-trial estate and housing fronting onto Cawdor Road. This would include 4,300m<sup>2</sup> of new commercial space (B1) accommodating around 170 jobs. The housing would provide 18 houses (2,200m<sup>2</sup>) and 24 apartments (1,800m<sup>2</sup> net)

**K: Cawdor Basin:** The development of the 2,400m<sup>2</sup> garage site to create a water-side development incorporating the boat club. This would accommodate around 35 apartments plus 126m<sup>2</sup> of accommodation for the boat club.

## Delivery

These schemes have been appraised and our view is that projects H and I should be left to the market. The sites are in private ownership and with a planning green light will come forward as the market recovers. The other sites require public intervention. These proposals are predicated on the assumption that Americhem wish to leave the area. This would be facilitated by the council to secure their retention in Salford. The masterplan would then generate the value to fund their relocation. As described below this would happen through the appointment of a development partner by the council to take forward the development of sites F, G, J and possibly K.



Strasse



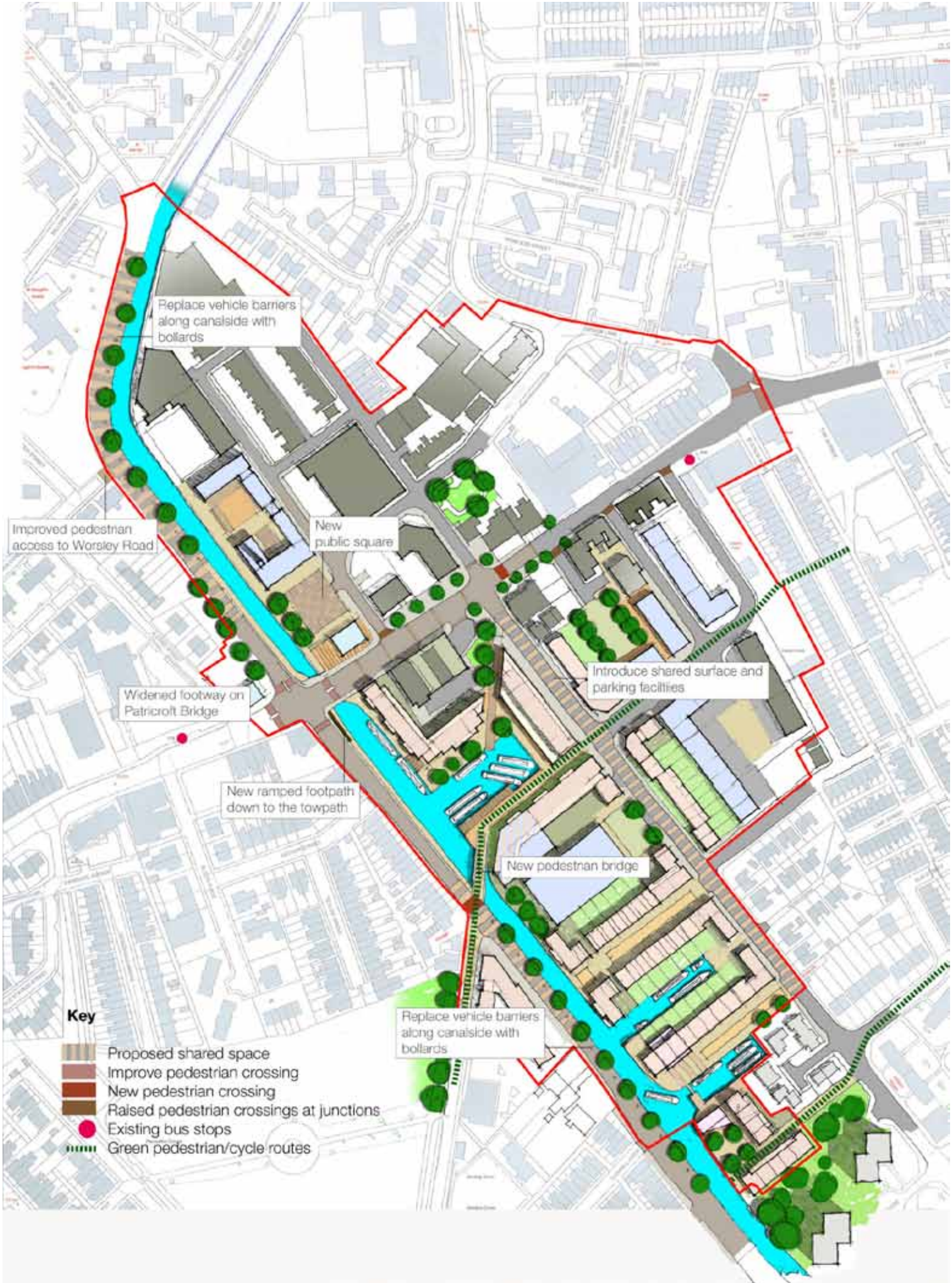
Hennef Frankfurter Strasse



Strasse



Shared spaces make streets more sociable places



# 4.5 Public realm

The quality of the public realm and the accessibility of Patricroft Bridge is important to this strategy. This includes opening up the canal, improving access to the station, supporting public transport and resolving conflicts between pedestrians and cars. The main projects in this respect are.

## Proposals

**L. Bridgewater Esplanade:** We propose to sections of Worsley Road and Barton Road into an esplanade by removing the crash barriers and replacing them with bollards and trees so that the road surface and tow path become one - as on a quayside. This will create a unique environment calming traffic on these roads and transforming the view of the canal. We have not opened a second tow path on the eastern side of the canal because of issues of security with residential moorings. However the proposed development faces the water and has access to the canal so that it is animated.

**M. Liverpool Road:** While this is the main highway through the Patricroft Bridge, only carries 14,000 vehicles a day which is much lower than similar routes such as the 29,000 vehicles a day on Stockport Road in Levenshulme. This provides an opportunity to address the very poor pedestrian environment that exists in places. It is proposed to improve the surfacing of the street so that there is a feeling of entering a calmed area through Patricroft Bridge. The pavements would be widened where possible and decluttered and the crossings on Worsley Road and Green Lane should be improved while a new Liverpool Road crossing is introduced at the end of Cawdor Street.

**N. Cawdor Street:** The new pedestrian crossing at the Cawdor Street/George Street junction will establish Cawdor Street as a lively street through a predominantly residential area. If this residential development is to be successful it is vital that Cawdor Street is improved to cater for the existing and proposed residents alongside. A large homezone/shared space initiative is proposed along Cawdor Street to improve pedestrian permeability between the communities living on either side of the road and to deter heavy vehicles from using the route. This will help to redefine Cawdor Street as a predominantly residential street:

**O. Pedestrian routes:** Two green links are proposed to connect the new and existing residential areas with Patricroft Recreation Ground to the west and Ivy Street Gardens to the east. This involves a new footbridge over the canal and will serve pedestrians and cyclists.

**P. The Station:** While it lies outside our area the hope is that development in the area can help improve the station. This is a huge asset for the area but feels neglected, isolated and threatening. It should become the transport node for the emerging urban village in the area.

## Outputs

**L. Bridgewater Esplanade:** 550m of improvements to the canal towpath

**M. Liverpool Road:** 150 linear meters improvements to the road

**N. Cawdor Street:** 500 linear meters of shared space

**O. Pedestrian routes:** 700 linear meters of improvements

**P. The Station:** Improved platforms and approaches

## Delivery

The cost of these improvements is significant in a climate where public subsidy is likely to be very limited. However the improvements are necessary if the area is to be transformed and there is potential to tap some of the value created to invest in public realm works.

The Liverpool Road improvements are already part of a programme arising out of the Liverpool Road strategy and there is a rolling programme of works that will eventually address much of the street. It is important that the Patricroft Bridge phases are coordinated with the development timetable of the sites in the area.

Cawdor Road can be addressed as part of the development. The road is fronted by development sites along much of its length and it would be reasonable to expect that the improvements to the road are part of the development.

The Esplanade and bridge over the canal can be partly funded from value created. The council should invest part of the value uplift in the land and there is potential for a contribution from developers. However part of the funding will need to come from the funding applications being progressed for the canal.

The station can similarly be assisted by contributions from developers. However much of the costs will need to come from Network Rail as part of the investment planned to electrify the line.