

1 INTRODUCTION & VISION

DRAFT FOR COMMUNITY CONSULTATION

SCAN QR CODE TO VIEW
DROYLSDEN TOWN CENTRE
MASTERPLAN
ONLINE



WHY PREPARE A MASTERPLAN?

Creating a masterplan for Droylsden will help the Council identify and prioritise the town's key needs, informed by residents, local businesses, and other stakeholders.

By outlining a clear strategy for future growth, the masterplan will allow the Council and its partners to:

- Coordinate efforts to attract investment;
- Secure funding for town centre regeneration;
- Leverage Droylsden's proximity to the City Centre, East Manchester, and Ashton Town Centre;
- Address critical needs such as affordable housing, healthcare, family friendly spaces, and a stronger evening economy; and
- Advance development and infrastructure projects to revitalise and make the town centre safer.

A professional team, including masterplanners, property advisors, engineers, and economists, have been collaborating with the Council to draft the masterplan.

We are seeking your comments and feedback on the proposals to date. Scan the QR code to view Droylsden Town Centre masterplan online and fill out the questionnaire.



THE EXTENT OF THE MASTERPLAN

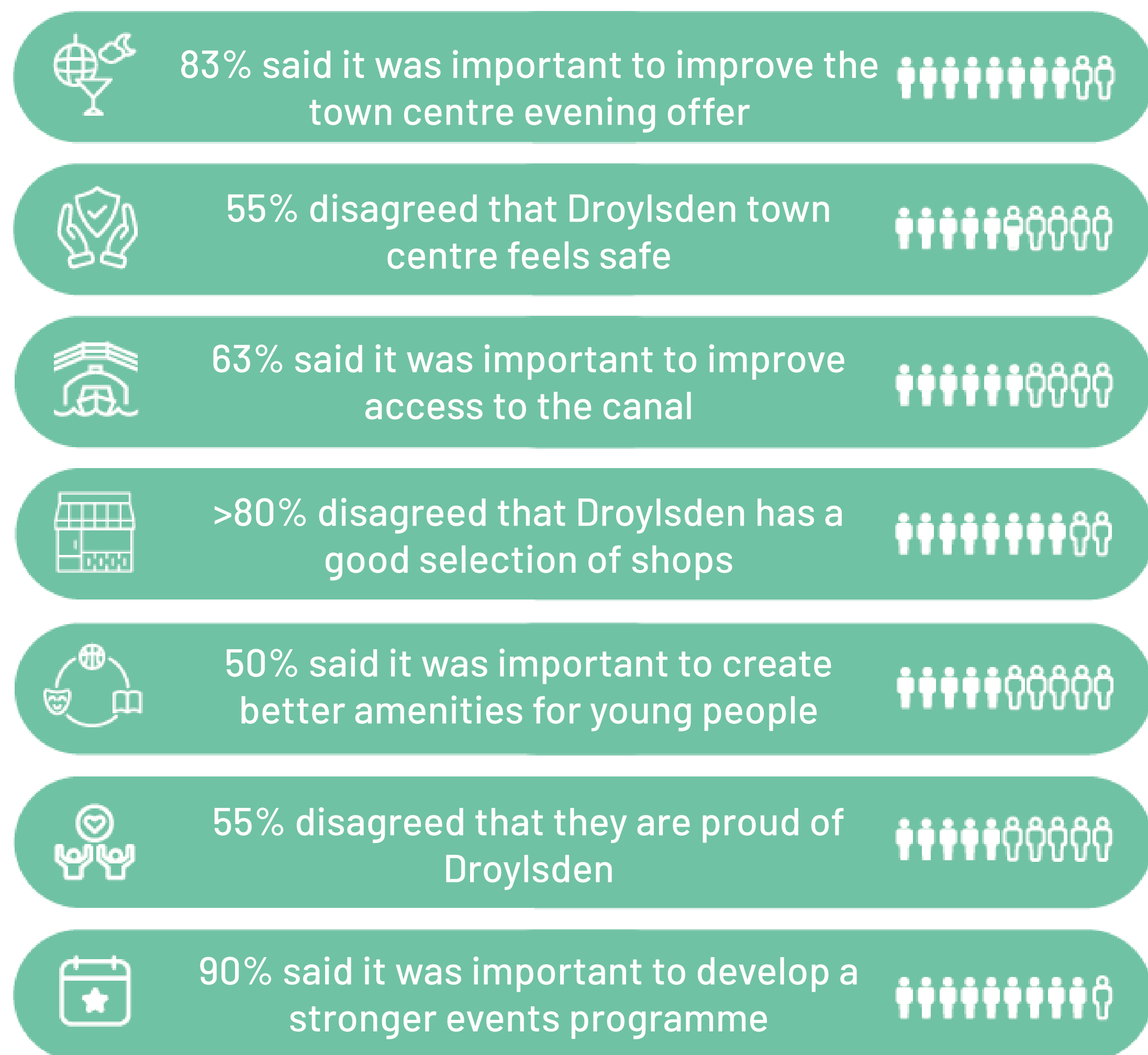


The masterplan area is shown on the plan above and its extent defined by the red line. The total area of the masterplan is about 24ha.

It extends as far north as Greenside Mill Trading Centre, as far west as the former Victoria Mill site along Manchester Road, as far west as Lees Park and Williamson Lane and as far south as the Ashton Canal.

FACT FINDING

Before we started to think about what the future masterplan for Droylsden should focus on, the team wanted to gather the views and opinions of local residents, businesses, stakeholders and school children. We did this between January and February 2024 and once complete, the feedback was gathered and reviewed, and we then started to put ideas forward for the community to provide feedback on. People that responded said the following:

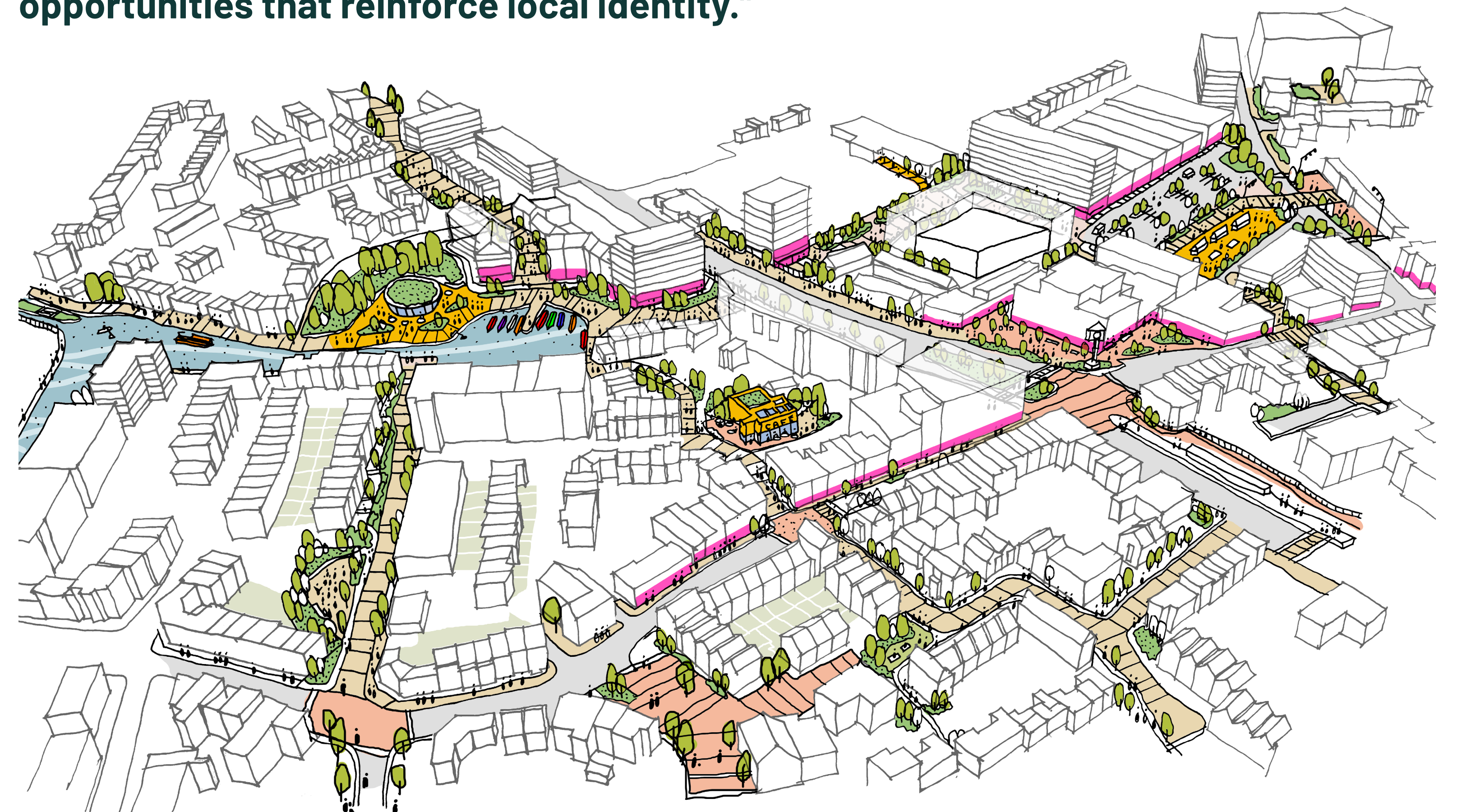


A VISION FOR DROYLSDEN

A draft masterplan vision and set of draft objectives have been developed, which have been informed by the fact finding feedback received. A vision and objectives are really important elements of a masterplan that will ultimately promote the ambition of Droylsden Town Centre, reflect local identity and aim to promote the potential of the place.

Our proposed Draft Vision for the Droylsden Town Centre masterplan is to:

“Create a thriving town centre with a renewed sense of place, to bring back purpose and to support its aspirational and entrepreneurial community to do more in their town centre. To create a town centre full of vitality, multi-use spaces and opportunities that reinforce local identity.”



2 MASTERPLAN FRAMEWORK

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Opportunity:
Reconnecting to our green and blue spaces with a new north-south park linking the canal to a town centre event space



Opportunity:
Reconnecting to our green and blue spaces with new east-west pedestrian routes linking local amenities, community uses and public transport



Opportunity:
A new town heart creating multi-functional spaces for events, markets, community events and leisure



Opportunity:
Softening the impact of road infrastructure with landscape planting and trees



Opportunity:
Celebrating the canal and marina by creating spaces and places to dwell alongside the water



Opportunity:
Creating streets focused on pedestrians and streets safe for children to play



Opportunity:
Creating better connections from existing communities to the town centre



- Existing buildings
- Proposed development
- Proposed public realm
- Improved junction/ pedestrian crossing
- Tram stop



3 HOLLINWOOD PARK

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PROPOSED KEY PROJECT:

CELEBRATING OUR CANAL HERITAGE

The Hollinwood Canal arm used to connect to Droylsden Marina, running in between the Tesco Superstore and the back of Droylsden Shopping Centre. Our draft proposals are to re-activate this space, creating a new town centre park and active travel route along the old alignment of the canal. This will provide access between local amenities and create a people focused, safe route. It will also provide a new east-west connection between Droylsden Shopping Centre and the Tesco Superstore and a north-south connection between Droylsden Shopping Centre and the Marina, improving the pedestrian experience across the town centre.

-  Existing buildings
-  Proposed development
-  Proposed public realm
-  Proposed planting

East-west connection between Droylsden retail centre to Tesco Superstore

Buildings orientated to overlook the new pedestrian route helping it feel overlooked and safe

Ramped connection from the Marina and Hollinwood Park to Manchester Road

PROJECT BENEFITS



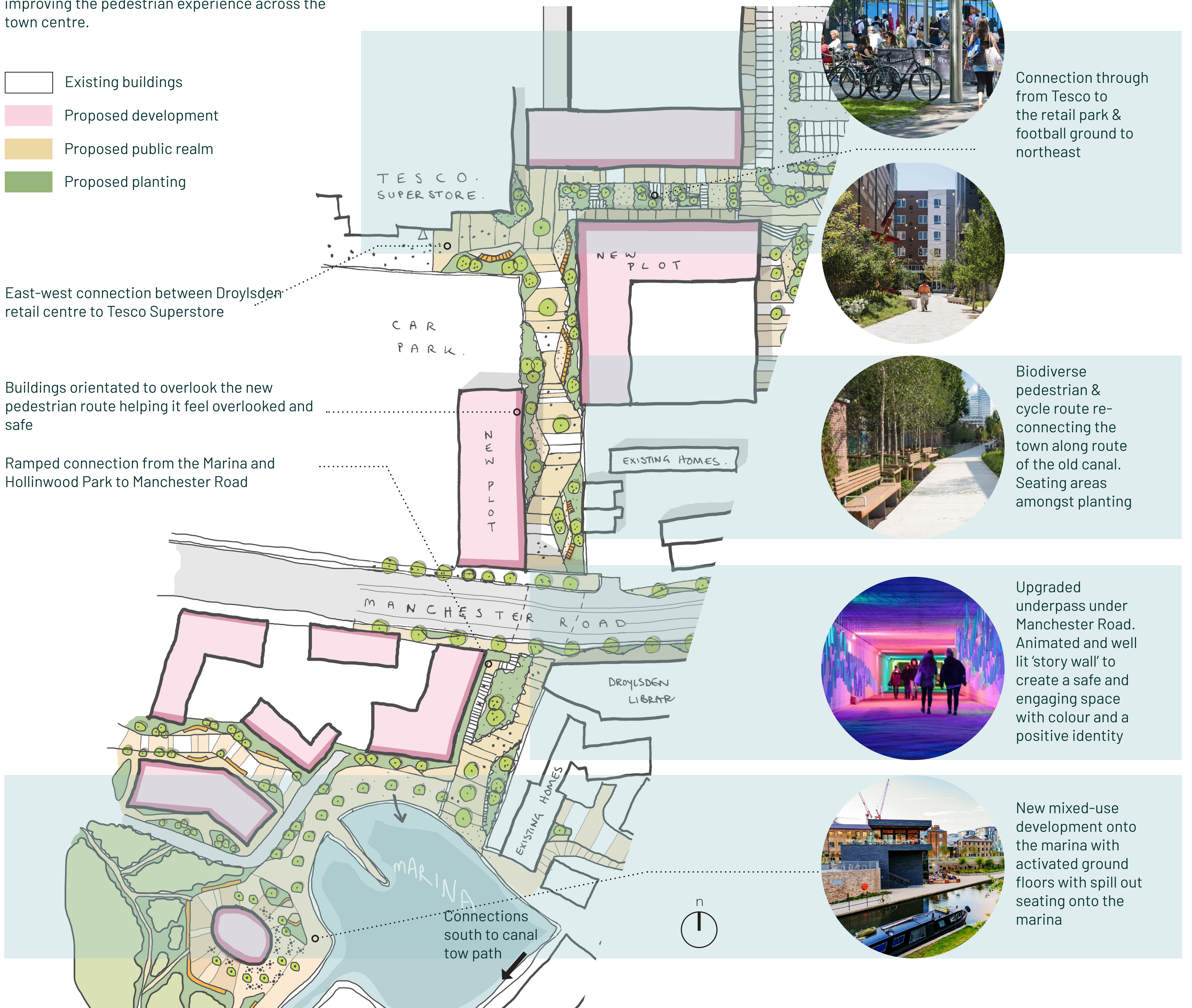
Improved natural environment and increased use of natural assets



Making this area feel safer by encouraging more people to visit on foot



Increasing the amount of people who visit and spend money in local businesses



Connection through from Tesco to the retail park & football ground to northeast



Biodiverse pedestrian & cycle route re-connecting the town along route of the old canal. Seating areas amongst planting



Upgraded underpass under Manchester Road. Animated and well lit 'story wall' to create a safe and engaging space with colour and a positive identity



New mixed-use development onto the marina with activated ground floors with spill out seating onto the marina



4 DROYLSDEN SQUARE

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PROPOSED KEY PROJECT: A CENTRE FOR ALL

Re-purposing the large car park and retail environment are an important proposal for the masterplan. The car park is currently a large, low quality space which takes up a large percentage of the town centre. The draft proposal is to add activity to this space and soften it with landscape features and planting. Car parking is still needed to serve local businesses so the masterplan proposes to create a dual purpose space that retains the functionality of the car park but has the capacity to become an event space on certain days in the town event programme. It could be used for concerts, for market days or for the Christmas lights switch on. New retail, food and beverage outlets are proposed (in pink) around the retail square to bring activity. This project links with the Hollinwood Canal project and would increase spaces for people to enjoy and relax.

-  Existing buildings
-  Proposed development
-  Proposed public realm
-  Proposed planting



Car park re-configured to allow for more tree planting and rain gardens. Proposed north-south designated pedestrian route through the car park, softened with planting making it feel more like a people space

Improved streetscape along Greenside Lane and potential new buildings addressing the corner to make it feel more enclosed and overlooked



Dungarvan, Ireland: An example of a multifunctional space where a shared surface square is a day to day car park; but on organised event days it is transformed into a vibrant and busy space for markets, concerts and sporting events.



PROJECT BENEFITS



Public realm created and increased tree planting and biodiversity leading to a more sustainable local environment



Improved local character with a new focal point for the town centre hosting a range of events



Increasing the amount of people who visit and spend money in local businesses



East-west pedestrian link from the Droylsden Square to Tesco and the Marina. Route flanked on both sides by development, providing active frontage both day and night



Proposed new food and beverage shop unit to add active frontage onto the square and hide the shopping centre back of house



5 VILLEMOMBLE SQUARE & JUNCTION

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PROPOSED KEY PROJECT: VILLEMOMBLE SQUARE

Villemomble Square holds a key position on the crossroads of Manchester Road and Market Street and it signifies the arrival into the town centre whether arriving by tram or passing by car. This project proposes to celebrate the identity of Droylsden through landscape improvements to this space and reducing the negative impact of cars and traffic. The design of this space should improve the experience of dwelling within it and provide a positive gateway to the town by:

- Buffer planting and trees to the southern edge of the square to provide a defensive shelter from Manchester Road, creating a better environment to sit and enjoy the space;
- An integrated furniture, lighting, signage and planting scheme and reducing visual clutter;
- Seating areas and spill out space / activity for people to enjoy and to support local businesses.



Integrated planting, street furniture and cycle bays grouped and organised to make most use of the space



Long benches with integrated planting facing the square to create a 'defensive' planted edge to shelter from the road. Tree planting to create a visual barrier to the traffic.



Enhancement to alternative routes such as Baguley Street and Williamson Lane could include traffic calming measures, tree planting and improved car parking for residents



Planting schemes can help to soften the impact of traffic and create a more enjoyable place to be

PROPOSED KEY PROJECT: MANCHESTER ROAD/MARKET STREET JUNCTION

This project aims to rebalance the priority of the tram, vehicular traffic and pedestrians at the town's busiest junction so its safer and more convenient for pedestrians to cross. At the moment it is a space dominated by cars and the draft masterplan proposes to improve the pedestrian crossing experience and footways. The junction still needs to accommodate tram and car movements and the proposed approach will ensure these can still be made. The project includes:

- Two to one lane filtering happening before you reach the town centre, to the west of the junction.
- This reduces carriageway width for cars and creates more direct crossing points for pedestrians and provides opportunities for planting as a barriers.
- Cars can continue to move in all directions as current and tram route remains the same
- Opportunity to create more space in the centre of the street and/or increase the footpath width along the old Co-Operative Hall building to the south of the junction.
- To help relieve traffic congestion at the junction, other existing streets such as Williamson Lane and Baguley Street could be improved and enhanced to offer alternative routes for some cars to avoid the junction when travelling from the north of the town towards Ashton-under-Lyne. Enhancements to these streets could also include increased street planting, improved and secure residents parking areas and traffic calming measures. Any future proposals would need to be supported in the masterplan and would be subject to more detailed design and costing if approved.



- Existing buildings
- Proposed pedestrian crossings
- Proposed public realm
- Proposed planting
- Tram stop



Widened footway with low level planting and simplified pedestrian crossing, creating a more direct route without the jumble of crash barriers



Low level planting buffer to carriageway & slender tree planting

PROJECT BENEFITS



Improved public realm due to reduced traffic dominance



Improved pedestrian safety and experience at the junction



Improved public realm will make it a more desirable environment for businesses and visitors



6 SUSTAINABLE NEIGHBOURHOODS

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PROPOSED KEY PROJECT: GREENSIDE MILL RESTORATION & REDEVELOPMENT

Greenside Mill is an important but hidden asset to Droylsden and with investment could be an attractive mixed use employment location to continue to serve existing local businesses whilst attracting new tenants too. The restoration and diversification of Greenside Mill could provide new workspaces for start ups, local leisure and activity businesses and workshops for skilled crafts, building on the already diverse mix of businesses within the Mill.

Part of helping to attract investment to improve the historic mill, could include the development of new commercial space, with potential residential spaces within the site, to attract new businesses and entrepreneurs to the area. Enhancement of the courtyard space, now used as a car park, could be used as outdoor amenity space for existing and future occupiers.



PROJECT BENEFITS



Improved public amenity space on site and parking



Existing businesses retained and new businesses attracted



New workspace delivered and increased visitor numbers attracted

PROPOSED KEY PROJECT: REGENERATE RESIDENTIAL NEIGHBOURHOODS

A draft proposal of the masterplan is to create an environmentally sustainable neighbourhood that re-connects to the town centre. This could include new modern, energy efficient housing, more attractive and better designed streets that encourage people to walk to and from the town centre along desire lines, and creating safer spaces and streets for the young and old to use. By implementing medium and longer term changes in these locations, south of Ashton Road, the relationship of the town centre to its surrounding residential neighbourhoods will be improved.

- Existing buildings
- Proposed development
- Proposed public realm
- Proposed planting
- Tram stop
- Improved junction/ pedestrian crossing



Proposed neighbourhood square creates a meeting place for residents and a neighbourhood identity. A square with planting, street furniture and shared parking for residents and town centre.

PROJECT BENEFITS



Public space created and improved perception of place



Enhanced health and well-being of residents. Residents retained and new residents attracted by variety of housing types



Improved environment for residents with better connections to the town centre



Dedicated play streets with windows facing onto them so that parents can keep an eye on their kids while they play



Existing housing turned to face onto Ellen Street, existing elevations modernised and street views bookended with building frontages



Improving pedestrian connections to the town centre and public transport framed by new modern homes in the heart of the town centre



7 THE CONCORD SUITE & MEANWHILE USE

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PROPOSED KEY PROJECT: THE CONCORD SUITE & SHOPPING PARADES

The Concord Suite sits at the centre of Droylsden and is a well known feature of the town centre. This location will play an important role in the regeneration of the town centre in the medium to long term. There are a number of potential approaches that could be taken to help achieve the vision and objectives of the masterplan, which include:

WHICH OF THE 3 OPTIONS BELOW WOULD YOU SUPPORT?

The Concord Suite and surrounding retail parade are an area that requires investment and improvements. There are a number of challenges impacting this area, including **landownerships (only a portion of the building is in Council ownership)**, **building condition (ability to convert existing space for new uses)**, **market demand (who would be willing to rent improved space)** and **cost (compared to the value after investment)**.

Please consider the options below and fill out the questionnaire before you leave, which asks you to consider the different potential options that future studies will explore in more detail.

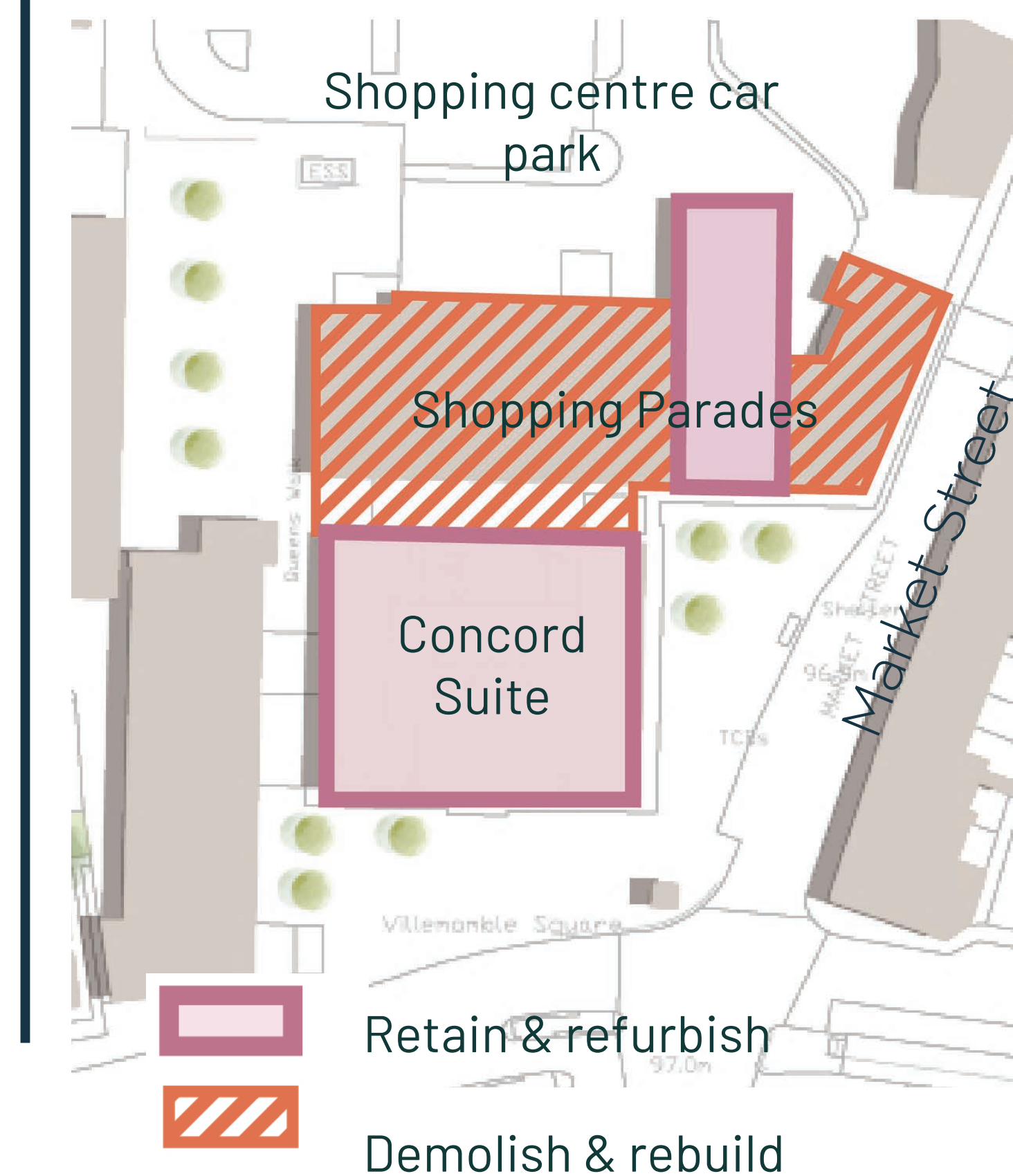
OPTION 1

Refurbish, repair and retain the existing Concord Suite building, improve its appearance and bring it into use whilst also improving the surrounding ground floor shopping parades (area shown in pink)



OPTION 2

Refurbish and retain the existing Concord Suite building as per Option 1 (area shown in pink) but demolish the surrounding shopping parades including the buildings onto the car park (area shown in red stripes), to allow for new modern development.



OPTION 3

Demolish both the Concord Suite building and surrounding shopping parades (area shown in red stripes) to make way for new modern development.



WHAT NEXT?

Your feedback will form part of the brief for a more detailed, focused feasibility study on the future potential of this part of Droylsden.

Understanding your preference for the future use, appearance and function of this area is important. These will be taken into account in testing other factors including extent of repairs required/whether the building can be refurbished to attract new occupiers, cost of repairs/improvements, future ownership, if funding for improvements could be accessed, potential value of the building after investment versus costs, sustainability and disruption to the local centre during potential works.



MEANWHILE USES

The masterplan has identified underused or derelict sites which have the potential to be brought into use, through a 'worthwhile use' programme. Worthwhile uses can take many forms, from informal events spaces, to permanent locations to host arts, culture, commercial uses and other social and community activities. These can be great ways to bring short term uses / pop-up uses or community group spaces into the heart of the town centre, which in turn bring activity, vibrancy and more reasons to visit.

IF THERE WAS AN EMPTY BUILDING WHAT WOULD YOU LIKE TO SEE IT USED FOR? SOME EXAMPLE IMAGES TO THE LEFT SHOW HOW LOW COST SEATING, POP UP SPACES CAN BRING ACTIVITY.

Please fill out the questionnaire before you leave!



WAYFINDING

Wayfinding and clear navigation is an important feature which the draft masterplan identifies. Clear signage combined with well-designed pedestrian environments, contribute to a sense of safety and security, encouraging people to explore and engage. Effective wayfinding also facilitates the discovery of amenities, cultural points of interest, and community events.

Bespoke designed signage offers an opportunity to reinforce local identity and involve local community groups, school children and crafts people in their design. Interpretation and information points, can attract and retain visitors to the area, encouraging them to explore and discover some of Droylsden's local history, heritage and attractions.

