



BURY TOWN CENTRE

Masterplan



**EXPERIENCE
BURY**
**A PLACE TO
DISCOVER
MORE**

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▶ Proposed new Market Place / View towards Church of St Mary the Virgin

DRIVING FORWARD


Bury town centre offers an opportunity for transformative change over the next 20 years – building on the exciting developments that will be forthcoming, such as the redeveloped Interchange and reimagined Market including the new Flexi-Hall venue, and the unique cultural and heritage assets that Bury already benefits from.

Within this Masterplan, we have set out an ambitious but deliverable vision for Bury town centre, which recognises that it cannot stand still. To remain a vibrant and thriving centre, Bury needs to adapt to the changes in the UK's retail market, be attractive and open to inward investment, and encourage high quality, mixed use development as well as retain the key businesses and communities that make Bury the place that it is today.

We, as Bury Council, are proud to set out the Masterplan which provides a clear plan, vision and objectives to ensure the future sustainability of our principal town centre. A vision which will secure the long-term economic growth of the town.

Our Masterplan will take time to deliver and as such we have set out a phased approach to bring forward these key changes and interventions. A number of key sites are available for redevelopment now and we have procured development partners for the former Fire Station site and Phase 2 of Chamberhall Business Park. We have also secured key funding to help deliver our objectives, including £20m Levelling Up Funding for the creation of a new Flexi-hall and improved market space.



 Councillor Eamonn O'Brien
Leader, Bury Council

► EXPERIENCE BURY A PLACE TO DISCOVER MORE

By 2040, Bury will be an **attractive, thriving, healthy and forward-looking town** where people aspire to live, work, study and experience.

With a **diverse mix of uses and services**, this exemplar for future towns will be a vibrant place to be, both during the day and into the evening.

Building on its **distinctive and popular cultural heritage**, visitors will experience a wealth of museums and galleries, the celebrated East Lancashire Railway and renowned, bustling market.

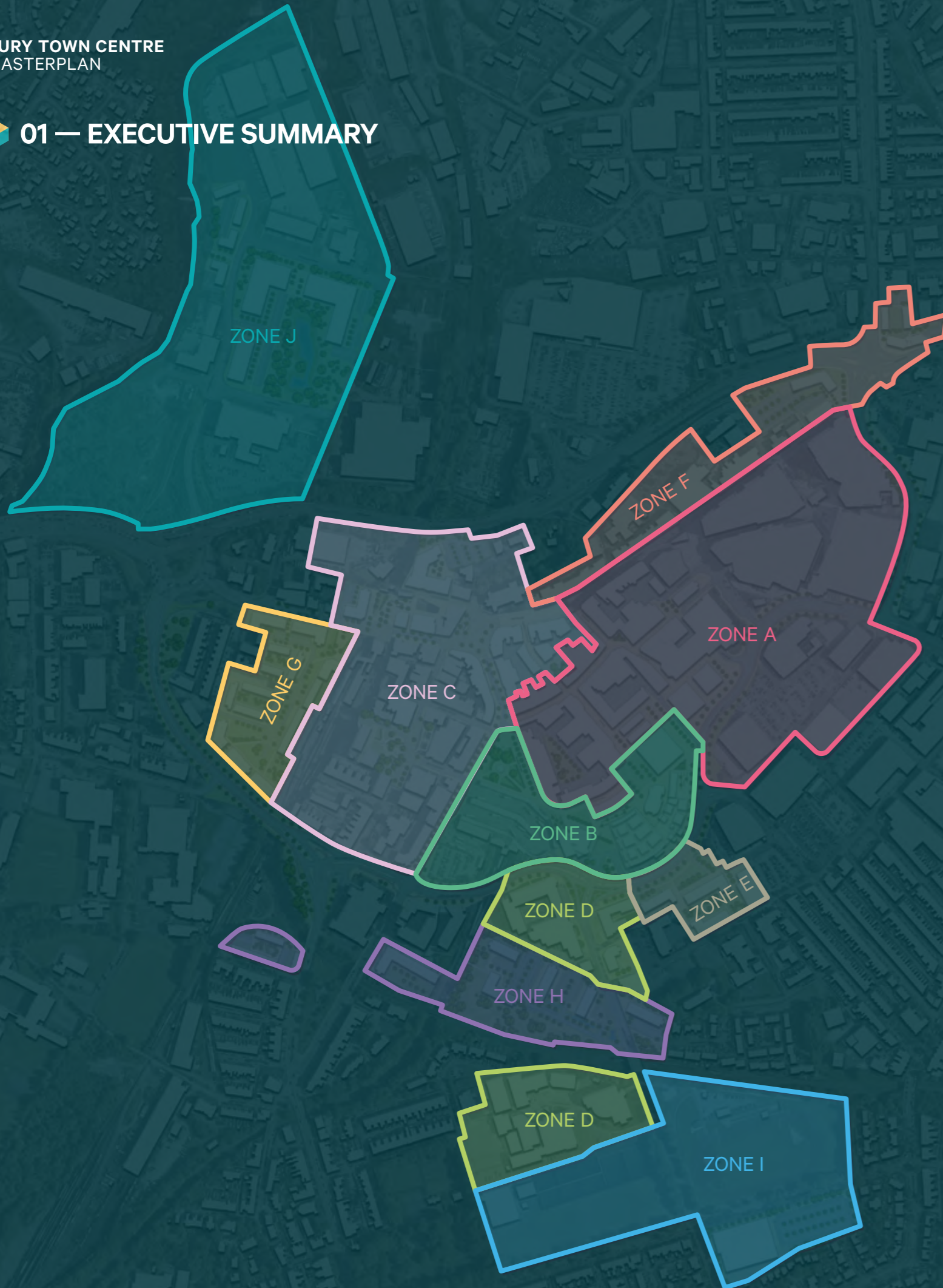
Creativity, innovation and community will be at the heart of Bury's transformation, providing exciting opportunities to grow new ideas, skills and businesses.

Connecting it all together, will be Bury's network of **high-quality streets and public spaces** which encourage people to walk, cycle, explore and stay.



 **01**
**EXECUTIVE
SUMMARY**

01 — EXECUTIVE SUMMARY



MASTERPLAN

Bury Town Centre

The Masterplan for Bury town centre sets out an ambitious vision for the future of Bury over the next 20 years; the overarching aim is to deliver **an attractive, thriving and healthy town which is forward-looking, and one which people want to live, work, study and visit.** It recognises that Bury is a place in which to ‘experience more’.

This vision aligns with the Borough’s 2030 Strategy – ‘Let’s Do it’, adopted planning policy and the emerging Local Plan, and recognises the key longer-term trends that town centres now must respond to, in order to stay current.

Underpinning the overarching vision there are eight strategic objectives which are cross-cutting themes that will enable the vision to be achieved:

- A diversified town centre
- Low carbon and green growth
- A vibrant town centre
- A place for culture
- A place for living
- A connected town centre
- Healthy and active communities
- A place for business and learning

The vision and objectives are supported by key development principles and a comprehensive spatial framework or masterplan. This sets out ten key character zones across the town centre and puts forward potential interventions, from both a development and place-making perspective, that could be adopted by the Council and the Council’s developer partners to shape a modern town centre.

The Masterplan acknowledges that such development, which encompasses the whole of Bury town centre, will take time to be delivered. A delivery and phasing strategy which accompanies this Masterplan document sets out a broad timeline as to when the proposed interventions are likely to come forward. In the short term, there are also opportunities to introduce a town centre-wide events programme which will help bring vibrancy and footfall into the town centre.



➤ 02
INTRODUCTION

02 — INTRODUCTION



Bury town centre is the principal centre within the Borough and has a significant **opportunity for positive transformation and change**, responding to market changes and catalysing upon key developments which will be coming forward over the next 20 years.

Proposals such as a new transport Interchange to create a stronger gateway for the town as well as ambitious plans for enhancing Bury Market are key opportunities for the town to benefit from. To make the most of these developments however, there is a need to establish a clear Masterplan for the town centre. A Masterplan will help to encourage future high-quality investment into the heart of the town and support Bury Council's ambitions to transform Bury for the next generation.

As well as maximising these key opportunities, Bury town centre must adapt to change; the impact of the COVID-19 pandemic, the increase in online shopping and ecommerce and challenges for major high street retailers are just some of the reasons that Bury cannot afford to stand still. These challenges are not unique to Bury – indeed many other regional towns and cities are struggling to adjust - as demonstrated by increasing vacancy rates and reducing footfall across the country. Towns and cities need to create a reason for people to visit and enjoy their leisure time in these centres.

➤ **This Masterplan seeks to build upon the town's existing strengths – its people and strong community, its key cultural assets, its connectivity within Greater Manchester - and identify a range of sites which are available for the right type of development to come forward to make the most of the key opportunities.**

02 — INTRODUCTION

Purpose and Status of this Masterplan

This Masterplan sets out a clear vision, strategic objectives and set of development principles for Bury town centre that will catalyse the delivery of transformational change over the next 20 years. In doing so, it will help to secure a range of long-lasting economic, social and environmental benefits across the town centre and positively impact the wider Borough.

The Masterplan will not form part of the statutory Development Plan; however, it has been prepared having had full regard to relevant legislation including national planning policy contained in the National Planning Policy Framework (NPPF) (2021), the 'saved' policies of the Unitary Development Plan (UDP) (1997), the emerging Places for Everyone Joint Development Plan and emerging Bury Local Plan.

The Masterplan will guide development across Bury town centre over the next 20 years and will form a material consideration in the determination of all future planning applications across the area.

Engagement

The Draft Masterplan was subject to a formal 6-week period of public consultation between 4th January to 15th February 2022. 145 responses were received and included an online survey as well as 2 in-person drop in events within Bury town centre on 4th and 9th February 2022.

There was overall support for the masterplan. Over three quarters of respondents agreed with the proposed vision and objectives. Key priorities for the town centre included a need to improve the quality of the streets and public spaces, and to retain shops and reduce vacancy rates. The need to provide more jobs was also important for respondents.

For respondents, there was strong agreement for the ambitions related to health and wellbeing, upskilling the community, providing greener, more biodiverse, and high-quality public spaces and streets alongside the opportunity for more active travel, preserving and promoting the town's cultural and heritage assets and delivering more sustainable buildings. Respondents also felt that inclusive growth is delivered, ensuring everyone benefits from the proposals.

The Council has considered the representations received and has used these to inform the preparation of the final Masterplan. The key issues and formal responses have been presented within a Consultation Statement which sits alongside the final Masterplan, ensuring that the process is open and transparent.



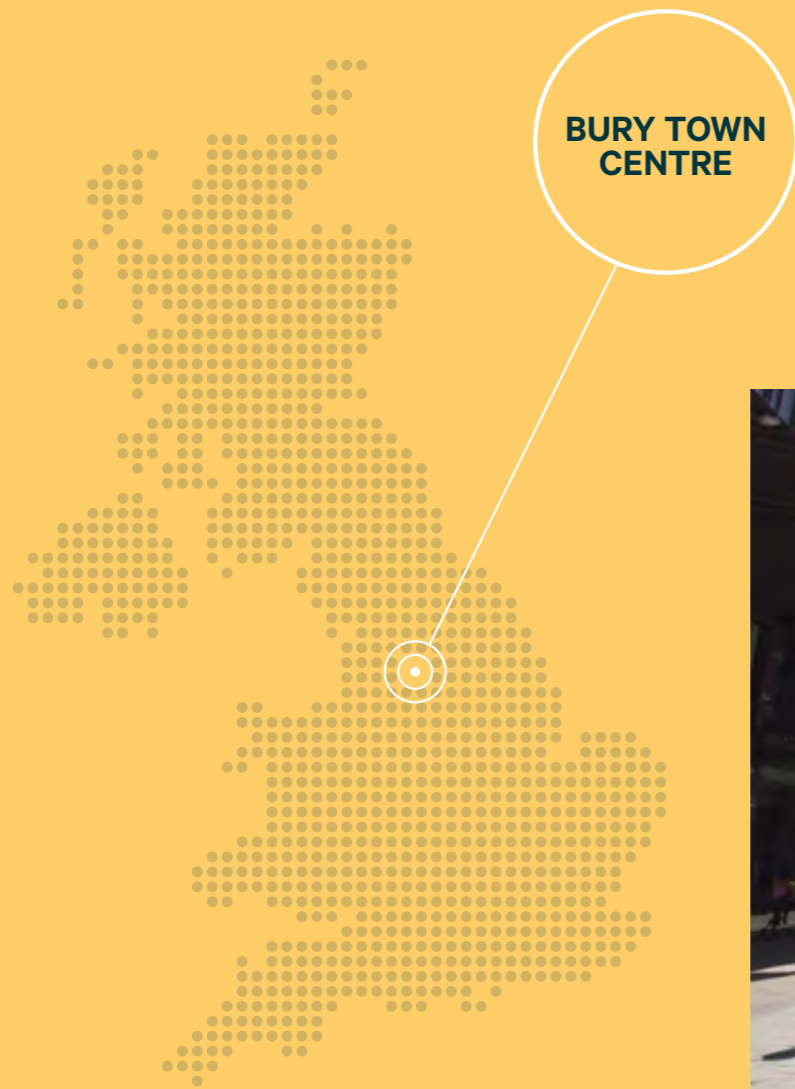


➤ **03**
**STRATEGIC
REGENERATION
CONTEXT**

03 — STRATEGIC REGENERATION CONTEXT

National

Town centres across the UK are shifting rapidly. The COVID-19 pandemic has accelerated macro-level trends which were already affecting town centres pre-pandemic, and looking forward to the next 20 years, there are further emerging key trends which are going to affect the future prosperity – and indeed success - of Bury town centre. This has been taken into consideration in the development of this Masterplan.



Decline of Retail and Changing Nature of the High Street

The changing nature of the high street, including the proliferation of ecommerce, online retailing and the reduction in the amount of physical floorspace required, has been well-documented in recent years. Major high street retailers such as Debenhams and others were already facing challenges, and this has been exacerbated during the COVID-19 pandemic and the associated lockdowns/ restrictions which forced shops to close during 2020-2021.

However, this does not mean the town centre is dead. In fact, in the experience-driven world of 2040, there is a key role for town centres – such as Bury - to play.

City and town centres across the UK are faced with ensuring their retail offer is sustainable and fit for purpose. This is creating opportunities for new uses to emerge and delivering a different offer.

By 2040, town centres have become reimagined - connections are valued more than physical products or traditional services, shops are neighbourhood destinations where makers and consumers meet, restaurants are places to convene and a driving force behind hotel demand, and public spaces are powerful points of connectivity. In the experience-driven world, it is about creating places that truly resonate with consumers.

A key strategic objective for Bury town centre will be to maintain the existing retail function within the hierarchy but repurpose and regenerate less successful aspects such as the retail parades adjacent to the Market and condense the retail core.



03 — STRATEGIC REGENERATION CONTEXT

Future retail trends for 2040



Landlords will welcome emerging brands that are experience-driven and connected with the local community. Lease contracts may become shorter and more flexible and demand for local concepts may require changes to credit risk models.



There will be a resurgence of local markets and experiences – focus on wellness and health and focus on organic, hand-crafted goods.



Shopping centres will become simply “centres” evolving into mixed-use destinations with a focus on delivering what people want, where they want it.



Flexible lease structures will be more common and some will be automated – with renewals and negotiations carried out via tech. Blockchain registry of leases, land registry, previous tenants etc. will also be in place.



Retail will be leisure; the divide will become increasingly blurred with brands addressing the need for experience in their stores. Stores will become as much showrooms as a place to make a purchase with in-store leisure elements integrated.



Town centres, such as Bury, will be largely free of private vehicles.



The sharing economy will be commonplace, extending beyond accommodation, transport and workspace. Being able to access as opposed to own.



Personal ownership of cars has dramatically reduced. Car fleets will own and operate driverless vehicles. Governments will legislate to create “autonomous vehicle-only” lanes and routes.



Independent stores and F&B operators will become more prevalent. Retail destinations will feature unique offerings curated towards the local catchment. Chains will develop “local” concepts and brand names giving the appearance of independents.



Wellness establishments will grow in number. Fitness centres will become commonplace and lifestyle stores will become more popular as people look to buy clothes and products to support their healthy-living aspirations.

Source:
CBRE (2021) Future Gazing Trends

03 — STRATEGIC REGENERATION CONTEXT

In preparing this Masterplan, consideration has been given to national, regional and local planning policy. This includes both adopted and emerging policies as set out below.

National Policy



National Planning Policy Framework (NPPF)

A revised National Planning Policy Framework (NPPF) came into force in July 2021. Chapter 7 'Ensuring the vitality of town centres' sets out the Government's approach to town centres. It identifies that planning policy should promote the long-term vitality and viability of town centres – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters (Paragraph 86).

Residential development often plays an important role in ensuring the vitality of centres, and planning policy should encourage residential development on appropriate sites.

Paragraph 86 encourages allocation of a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at

least 10 years ahead. Meeting anticipated needs for retail, leisure, office and other 'main town centre uses'¹ over this period should not be compromised by limited site availability, so town centre boundaries should be kept under review where necessary.

It identifies that where suitable and viable town centre sites are not available for main town centre uses, appropriate 'edge of centre'² sites that are well connected to the town centre should be allocated. If sufficient edge of centre sites cannot be identified, policies should explain how identified needs can be met in other accessible locations that are well connected to the town centre.

Finally, of specific relevance to Bury, it sets out that planning policy should look to retain and enhance existing markets as key features of town centres.

Planning for the Future

On 6 August 2020, Government launched the 'Planning for the Future' White Paper, proposing a desire to streamline and modernise the planning process, bring a new focus to design and sustainability, improve the system of developer contributions to infrastructure, and ensure more land is available for development where it is needed.

These proposals are only in " at this stage and are subject to change.

Consultation on the White Paper closed on 29 October 2020, during which time approximately 40,000 responses were received. Government is currently reviewing these consultation comments.

¹ Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment and more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).

Building Better, Building Beautiful

The Building Better, Building Beautiful Commission is an independent body set up to advise Government on how to promote and increase the use of high-quality design for new build homes and neighbourhoods. In its report, 'Living with Beauty' (January 2020), the Commission set out three overall aims: **ask for beauty, refuse ugliness and promote stewardship**, and made 45 detailed policy propositions.

These recommendations resulted in an amendment to national policy (NPPF) (2021) (Paragraph 134) to have a stronger focus on beauty and the introduction of a National Model Design Code in July 2021.

² For retail purposes, a location that is well connected to, and up to 300 metres from, the primary shopping area. For all other main town centre uses, a location within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge of centre, account should be taken of local circumstances.

03 — STRATEGIC REGENERATION CONTEXT

NATIONAL POLICY, CONTINUED



Build Back Better High Streets (July 2021)

This policy strategy document notes the importance of our high streets at the forefront of the UK's recovery post-Covid and focuses on five key priorities:

- Breathing new life into empty buildings
- Supporting high street businesses
- Improving public realm
- Creating safe and clean spaces
- Celebrating pride in local communities

The overarching ambition is for high streets to become 'clean, green, mixed-use spaces in which people not only want to shop but also live, work, and relax'.

Levelling up Agenda

Government has prepared a Levelling up White Paper, published on 2nd February 2022 which sets out Government's strategy to tackle economic challenges across the country, and the opportunity for everyone to flourish.

Key initiatives within the White Paper of relevance to Bury Masterplan include the opportunity for new investment in digital connectivity, transport infrastructure and regeneration, to help implement some of the proposals put forward. Government also sets out key missions to be achieved by 2030, including restoring a pride in place and community's satisfaction with their town centres. In Greater Manchester investment will also be targeted on creating a new Innovation Accelerator to cluster research excellence alongside industry.

Whilst new Levelling up funding has yet to be confirmed; Bury has already benefited from Round 1 of the funding and secured £40m to deliver a new Flex-hall and market improvements for the town centre and the creation of a Civic and Enterprise Hub in Radcliffe.

Legislative Changes - Use Class Order

Of relevance to town centres across the UK, during 2020, Government brought in changes to consolidate a number of separate Use Classes under a single 'Commercial, Business and Service' Class E. This update to the Town and Country Planning (Use Classes) Order 1987 (the 'UCO') came into effect in September 2020 and combined shops, restaurants, offices, gyms and nurseries (amongst others) that no longer require planning permission to switch between uses.

These changes intend to make it easier to enable greater utilisation of existing assets and where appropriate, repurposing of buildings in town centres such as Bury. Class E is intended to facilitate diversification and facilitates an enhanced role for town centres as places of work, providing space for services, research and development, creating and

making. Shops can change to restaurants, cafes, gyms, offices, health centres and indoor sports facilities. This fits well with a 'mixed-use neighbourhood' approach.

In March 2021, an update was then made to the related legislation³ to allow for the change of use of these commercial properties to residential from August 2021 under a fast track 'prior approval' process. This demonstrates the Government's desire to ensure that high streets thrive and survive through adopting mixed-use approach in town centres.

³ General Permitted Development (England) Order 2015 (the 'GPDO')

03 — STRATEGIC REGENERATION CONTEXT

Sub-regional Greater Manchester



OVER
124,000
BUSINESSES

HOME TO
2.8m
RESIDENTS

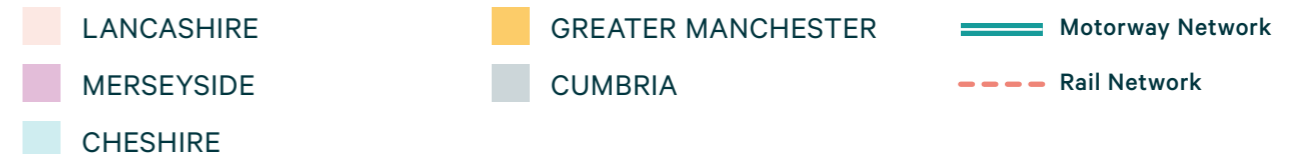
MANCHESTER
AIRPORT SERVES OVER
200
DESTINATIONS

03 — STRATEGIC REGENERATION CONTEXT

Bury forms part of the Greater Manchester sub-region, which is home to approximately **2.8 million residents** and is made up of **10 authorities**. The sub-region benefits from a strategic location adjacent to major cities including **Liverpool** and **Leeds**, infrastructure connectivity including **Manchester Airport** and its location on the strategic road and rail network, providing connectivity to the rest of the UK.

Greater Manchester has a diverse and growing economy, with over **124,000 businesses⁴**, employment and skills growth. Key focus sectors include **health innovation, digital, creative and media, advanced materials and manufacturing and clean growth²**.

Bury sits to the north of the sub-region but is very well connected by road, with the M60 and M66 running through the Borough, and by rail, with the Metrolink line running from Bury into Manchester via Radcliffe, Whitefield and Prestwich, enabling access to the Greater Manchester area and the North West in general.



⁴ Greater Manchester Local Industrial Strategy (LIS) (2009)

03 — STRATEGIC REGENERATION CONTEXT

Sub-Regional Policy

Greater Manchester

Our People, Our Place: The Greater Manchester Strategy (2019)

'Our People, Our Place' has been written by all 10 GM councils, the Mayor, the NHS, transport, the police and the fire service, with help from businesses, voluntary, community and social enterprise organisations, and members of the public.

The plan explains the region's ambitions for the future of the city region and the 2.8 million people who live in the towns, cities, communities and neighbourhoods that make up Greater Manchester.

It identifies 10 priorities for the region:

- **PRIORITY 1**
Children starting school ready to learn
- **PRIORITY 2**
Young people equipped for life
- **PRIORITY 3**
Good jobs, with opportunities for people to progress and develop
- **PRIORITY 4**
A thriving and productive economy in all parts of Greater Manchester
- **PRIORITY 5**
World-class connectivity that keeps Greater Manchester moving
- **PRIORITY 6**
Safe, decent and affordable housing
- **PRIORITY 7**
A green city-region and a high quality culture and leisure for all
- **PRIORITY 8**
Safer and stronger communities
- **PRIORITY 9**
Healthy lives, with quality care available for those that need it
- **PRIORITY 10**
An age-friendly Greater Manchester



03 — STRATEGIC REGENERATION CONTEXT

SUB-REGIONAL POLICY, GREATER MANCHESTER, CONTINUED

'Our People, Our Place' vision is to make Greater Manchester one of the best places in the world to **grow up, get on and grow old:**

- A place where all children are given the best start in life and young people grow up inspired to exceed expectations.
- A place where people are proud to live, with a decent home, a fulfilling job, and stress-free journeys the norm. But if you need a helping hand you'll get it.
- A place of ideas and invention, with a modern and productive economy that draws in investment, visitors and talent.
- A place where people live healthy lives and older people are valued.
- A place at the forefront of action on climate change with clean air and a flourishing natural environment.
- A place where all voices are heard and where, working together, we can shape our future.



The following sections are of primary reference to this Masterplan:

➤ Putting Pride Back in Our Town Centres

Town centres are critical to the future success of all parts of Greater Manchester. The region has a diverse range of town centres with huge potential for the future, including the principal town centres such as **Bury**.

Proposals for how town centres can be re-purposed and modernised through transformational development will be brought forward so they can become quality places to live and work, balancing new **higher-density residential development** with **quality cultural facilities, public spaces, a good environment for walking and cycling, public services, retail, entertainment, and employment offers**, as well as key access points to an **integrated transport network**. Achieving these ambitions is a crucial element of the brownfield first priority and the place-making approach to deliver an inclusive economy.

➤ Providing the Homes We Need

Increasing the density of the housing supply around public transport hubs will be encouraged. As part of a broader approach to repurposing and reinvigorating our town centres, Greater Manchester's town centre offer for housing for a broader range of households will be developed, to make town centres residential locations of choice.

03 — STRATEGIC REGENERATION CONTEXT

SUB-REGIONAL POLICY, GREATER MANCHESTER, CONTINUED

'Our People, Our Place: The Greater Manchester Strategy' (2019) identifies that the region has a number of key strengths which can be built on by the Masterplan:



A concentration of science, research and innovation assets



Well-developed local and strategic transport networks



A dynamic regional centre



A highly trained workforce



A globally-competitive manufacturing sector



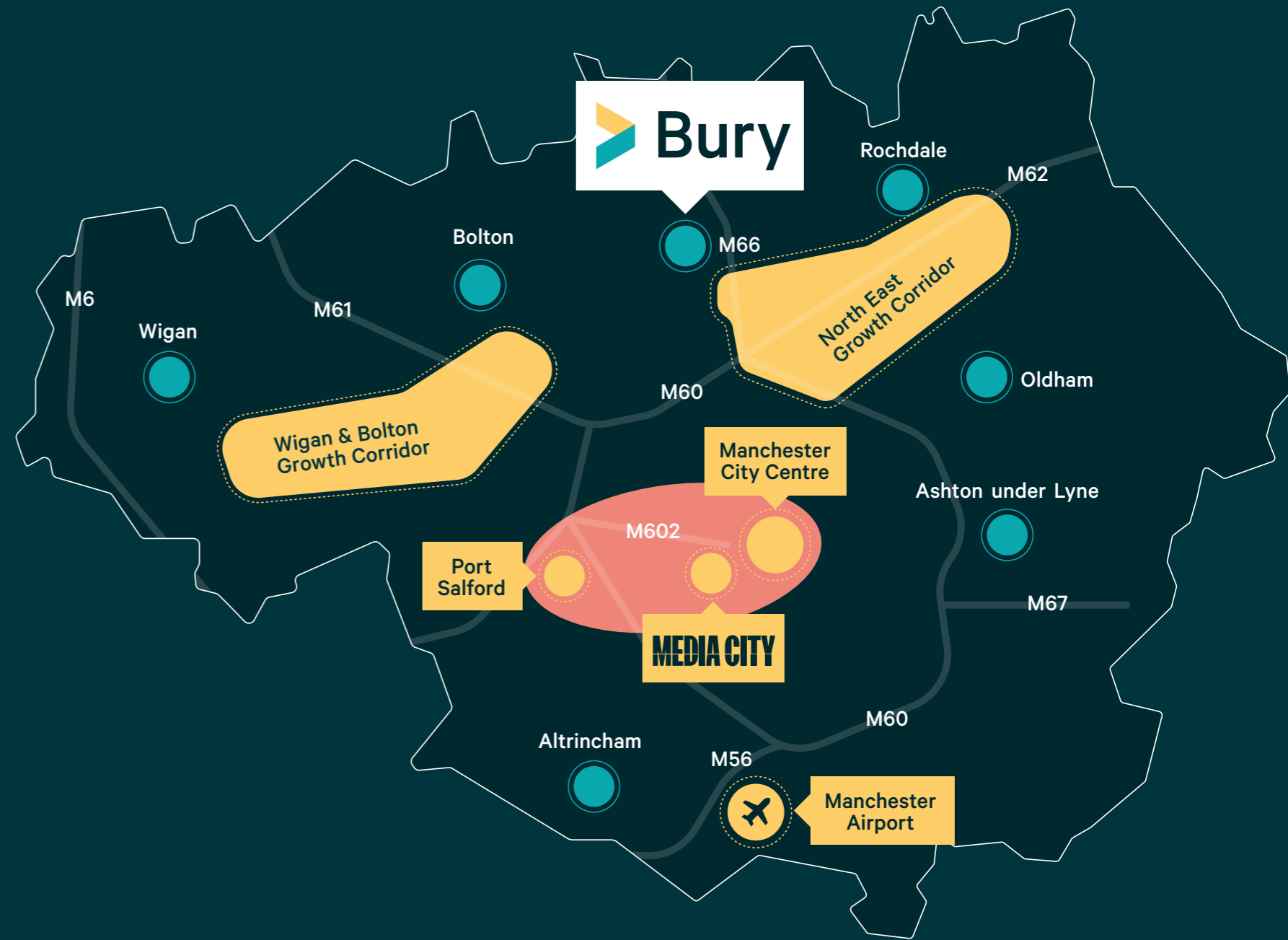
A vibrant digital sector



A cultural and sporting economy



A key element of achieving this vision, is putting pride back in Greater Manchester's town centres; town centres are critical to the future success of all parts of Greater Manchester and will be the focus for growth in future years.



● STRATEGIC LOCATIONS ● STRATEGIC LOCATIONS TOWN CENTRES ● CORE GROWTH AREA



03 — STRATEGIC REGENERATION CONTEXT

SUB-REGIONAL POLICY, GREATER MANCHESTER, *CONTINUED*

5-Year Environment Plan for Greater Manchester 2019 – 2024

Greater Manchester is taking action in response to the major environmental challenges that threaten the health and prosperity of the region with a 5-Year Environment Plan.

The Plan sets out a long-term environmental vision **to be carbon neutral by 2038**, and as a clean, carbon neutral, climate resilient city region, with a thriving natural environment and circular, zero-waste economy where:

- Infrastructure will be smart and fit for the future: including an integrated, clean and affordable public transport system, resource efficient buildings, greater local community renewable energy, cleaner air, water and greenspace for all.
- All citizens will have access to green space in every community, more trees including in urban areas, active travel networks, environmental education and healthy and locally-produced food.
- Citizens and businesses will adopt sustainable living and businesses practices, focusing on local solutions to deliver a prosperous economy.



It identifies five challenges which need to be met:

- **Challenge 1:**
Mitigating climate change
- **Challenge 2:**
Air quality
- **Challenge 3:**
Production and consumption of resources
- **Challenge 4:**
Natural environment
- **Challenge 5:**
Resilience and adaptation to the impacts of climate change

The plan sets out the urgent actions local authorities, partners, residents and businesses and other organisations need to take over the next 5 years.



03 — STRATEGIC REGENERATION CONTEXT

SUB-REGIONAL POLICY, GREATER MANCHESTER, *CONTINUED*

Greater Manchester Digital Blueprint (2020)



In 2020, the GMCA updated the 2018 Greater Manchester Digital Strategy, and published a new Digital Blueprint which sets out a three year approach to meeting the ambition for Greater Manchester to be **a world-leading city-region, recognised globally for its digital innovation.**

The region is already home to the largest digital and creative cluster outside London:

- The digital, creative and tech sectors are the fastest growing sector in the city-region, with almost **£5bn of economic activity** with a new, high value jobs being generated each year.
- Greater Manchester has over **10,000 brilliant digital and creative businesses.**
- Drawing vast international recognition, and employing more than **86,000 people.**

Building upon this, it sets out five digital priorities:

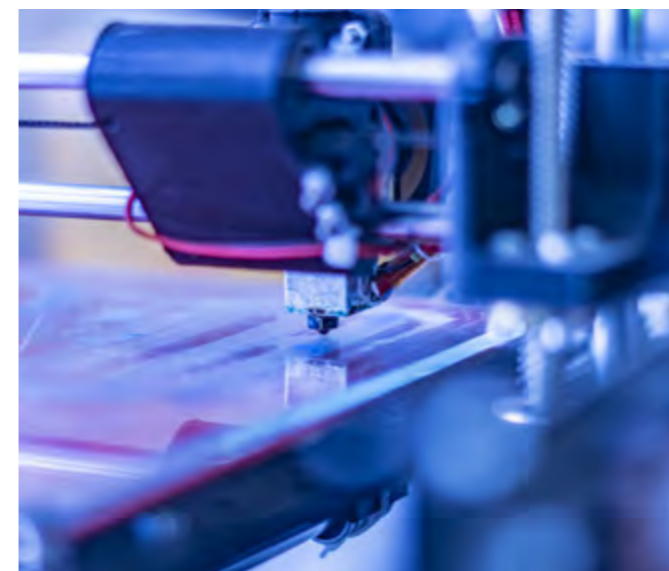
1. Empowering people;
2. Enabling innovative public services;
3. Digitally enabling all businesses;
4. Creating and scaling digital businesses; and
5. Being a global digital influencer.

Two enablers are identified to deliver these priorities:

- A. Strengthening the digital talent pipeline; and
- B. Extending GM's world class digital infrastructure.

The Plan sets out an ambition for the next three years to deliver the following outcomes:

- Increase the number of adults who have all five basic digital skills to **80%** from 78% over the next three years;
- Ensure the average download speed across fibre, cable, mobile and wireless will exceed **100MPS by 2023** - compared to a Q4 2017 baseline of 32MPS;
- Improve employment and skills in digital and creative industries to **96,000 people** in 2023, - from 86,000 in 2019; and
- Ensure economic growth in the creative, digital and tech sectors to **£5.5bn in 2025** and **£7bn by 2029.**



£5BN
OF ECONOMIC ACTIVITY



10,000+
DIGITAL AND CREATIVE BUSINESSES

Sub-Regional Planning Policy

Greater Manchester

Places for Everyone (PFE)

Places for Everyone (PFE) is a long-term plan of nine Greater Manchester districts including Bury for jobs, new homes, and sustainable growth.

The joint development plan will determine the kind of development that takes place in each borough, maximising the use of brownfield land and urban spaces while protecting Green Belt land from the risk of unplanned development. It will also ensure all new developments are sustainably integrated into Greater Manchester's transport network or supported by new infrastructure.

PfE has now been submitted to the Secretary of State for Levelling Up, Housing and Communities. The Plan will now be subject to an independent examination to be conducted by the Planning Inspectorate.

The Plan identifies the following priorities of relevance to Bury town centre:

► Levelling Up North Manchester

The Plan identifies that continued investment in the town centres of the northern districts - including Bury - is vital. There is a need to increase the density of high-quality public transport routes to match that found in the southern areas. Improving connections between places in the north, and to key economic locations such as those within the Core Growth Area and Manchester Airport, will help to deliver a more integrated Greater Manchester economy where everyone can benefit fully from growth.

► Brownfield focus

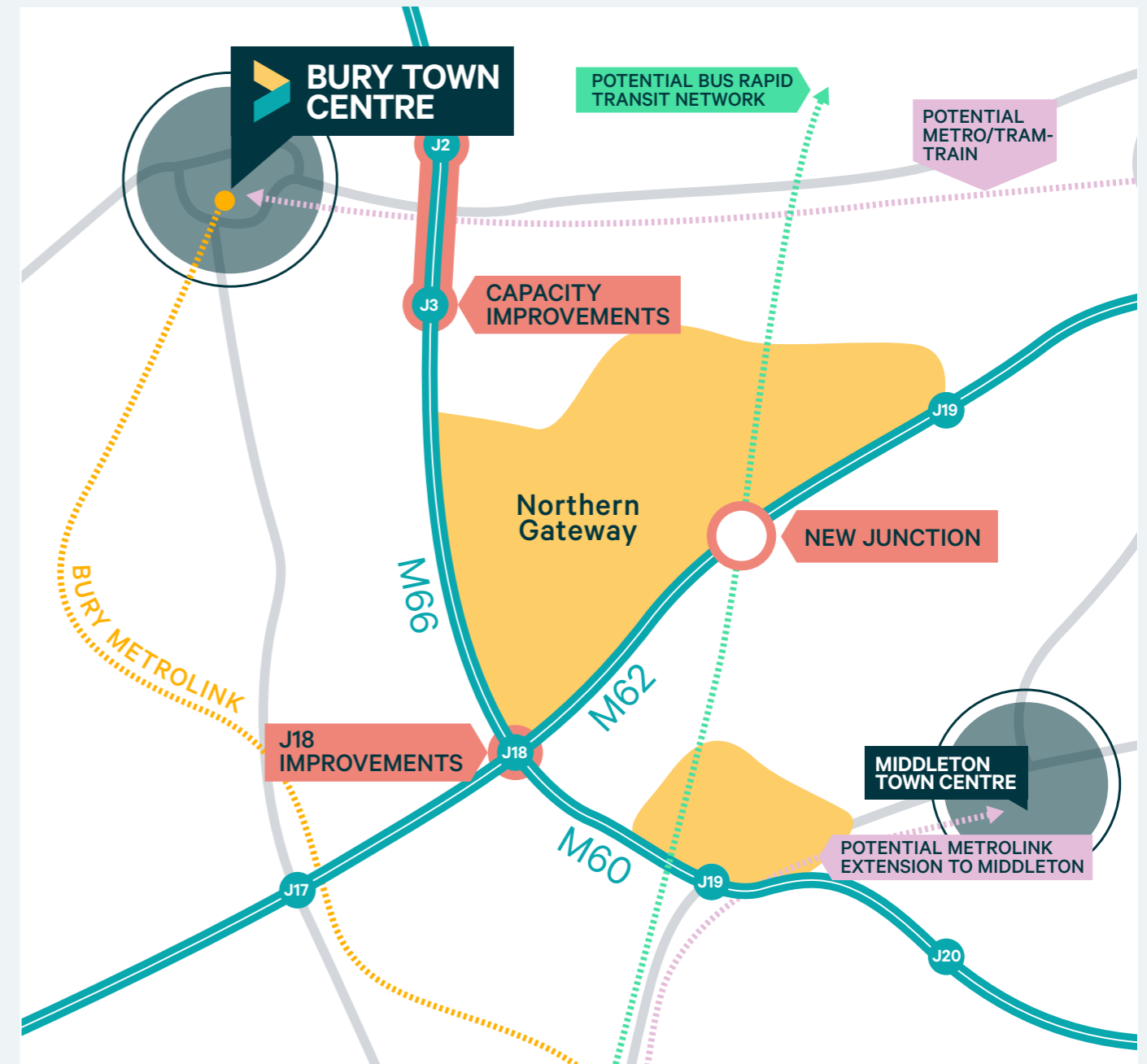
The Plan reinforces the region's ambition to bring forward brownfield land, enabling Local Housing Need to be met, supporting increased provision of affordable housing, and promoting a new approach to town centres. This in turn supports clean air objectives, walking and cycling ambitions and underpins the ambition to be a carbon neutral city-region by 2038.

► North East Growth Corridor

The most significant proposed intervention in the northern part of Greater Manchester is focused on the M62 corridor from Junction 18 (the confluence with the M60 and M66) to Junction 21 (Milnrow), extending across the south-east of the Borough of Bury, as well as Rochdale and Oldham. The area known as '**Northern Gateway**' is made up of two key allocations which fall within Bury and Rochdale, which propose delivery of around 2,750 new homes and 1.2m sqm of industrial and warehousing space (1,550 new homes are proposed in Bury). This is a nationally significant opportunity for employment development which has the potential to deliver significant benefits over a wider area, including the town centre.

► Housing Delivery

Housing allocations which will support the Borough in delivering local housing need are proposed, providing circa 5,000 new homes over the plan period contributing to an overall housing target of 7,228 new homes within the Borough over the plan period.



The following emerging policies are of primary reference to this Masterplan:

► Policy JP-Strat 6 (Northern Areas)

This policy seeks to ensure a significant increase in the competitiveness of the northern part of the conurbation. A strong focus on prioritising the re-use of brownfield land through urban regeneration, **enhancing the role of the town centres (such as Bury)** and increasing the mix, type, quality and range of residential offer, is emphasised. Of relevance to Bury town centre, improving transport connections and accessibility by public transport, cycling and walking will be a priority to ensure access to key employment opportunities. In supporting the principles of inclusive growth, the significant increases in economic growth in the north will help to reduce deprivation.

► Policy JP-Strat 12 (Main Town Centres)

This policy acknowledges the **importance of town centres as local economic drivers** and the opportunity for them to deliver inclusive growth. It further recognises the ability of town centres to increase their residential population, deliver amenities and greenspace and focusing on key public transport corridors to ensure sustainable growth is promoted. This policy also notes the importance of distinctiveness and the need to protect heritage assets.

03 — STRATEGIC REGENERATION CONTEXT

Sub-Regional Transport Policy

Greater Manchester



Greater Manchester 2040 Transport Strategy (2017)



The vision is for Greater Manchester to have

“world-class connections that support long-term, sustainable economic growth and access to opportunity for all”.

The four key elements of the vision, which represent the goals of the Strategy, are:

- 01. Supporting sustainable economic growth;
- 02. Improving quality of life for all;
- 03. Protecting our environment; and
- 04. Developing an innovative City Region.

The ambition is for 50% of all journeys in Greater Manchester to be made by public transport or active travel by 2040 and this is referred to as the ‘Right Mix’. This is estimated to equate to 1 million more sustainable journeys every day in Greater Manchester by 2040.

The network principles of the strategy (as shown on the adjacent figure) are in place to ensure the needs of all customers are met through the development of transport in Greater Manchester and implementation of the 2040 Transport Strategy. The strategy builds on the network principles by providing further commentary on five types of trip – identified as spatial themes: (i) connected neighbourhoods, (ii) travel across the wider city region, (iii) getting into and around the Regional Centre, (iv) city-to-city links and (v) a globally connected city.

Policy 23 of the Strategy refers to TfGM working with partners to improve walking and cycling facilities, including the strategic cycling and walking network (i.e. the ‘Bee Network’) but also wayfinding, cycle parking and supporting ‘Streets for All’ design guidance. The emphasis on cycling and walking is evident, with it recognising that this uptake could reduce short car trips and the resulting benefits this brings, as well as increasing physical activity levels. Active neighbourhoods are acknowledged as ‘good places to live’ as walking and cycling provides more opportunities for social interaction and enhanced security through nature surveillance.



Network Principles of Greater Manchester 2040 Transport Strategy
Source: Greater Manchester 2040 Transport Strategy, TfGM (2021)

03 — STRATEGIC REGENERATION CONTEXT

SUB-REGIONAL TRANSPORT POLICY, GREATER MANCHESTER, *CONTINUED*

Greater Manchester Five Year Delivery Plan 2021-2026 (2021)



In January 2021, a five-year transport delivery plan was published alongside the refresh of the 2040 Transport Strategy. Activities are grouped under five thematic headings, as shown below:

Our Bus	Our Metrolink	Our Rail	Our Streets	Our Integrated Network
<ul style="list-style-type: none"> Local Bus Quality Bus Transit Bus Rapid Transit 	<ul style="list-style-type: none"> Metrolink New stops and upgrades Tram-Train 	<ul style="list-style-type: none"> Rail High speed rail Stations 	<ul style="list-style-type: none"> Walking and Cycling Local highways Strategic roads and Motorways Freight and logistics Maintenance Town Centres 	<ul style="list-style-type: none"> Clean Air and carbon Future mobility and innovation Interchanges Travel Hubs / Park & Rides Fares and Ticketing Behaviour change Safety and security

Delivery Plan Themes
Source: Greater Manchester Five Year Delivery Plan 2021-2026, TfGM (2021)

'Our Streets' is, therefore, pertinent to understanding the active travel roadmap in Greater Manchester for the next five years. The Plan states that

“transforming Greater Manchester’s streets will be an essential component of achieving our Right Mix target and the network principles of our 2040 Transport Strategy”.

The Streets for All Strategy was published in November 2021 and will be complemented by the Streets for All Design Guide. Best practice in the interim is cited within National Association of City Transportation Officials (NACTO) and the Greater Manchester Interim Active Travel Design Guide. The different roles for different streets are summarised in the document, including (i) destination places, (ii) active neighbourhoods, (iii) high streets, (iv) connector roads, and (v) motorways & strategic roads.

With regards to town centres, the Plan refers to a renewed focus on town centre vitality and regeneration to support local shopping, health, education and leisure facilities. Regeneration initiatives are to be underpinned by Streets for All principles, to improve the experience on streets while also ensuring essential functions can happen efficiently and reliably.



The Delivery Plan refers to a number of schemes – at varying stages - that seek to improve access to Bury town centre.

- Fishpool and Pimhole Active Neighbourhoods
- Angouleme Way Market Street CYCLOPS junction
- Manchester Road and Rochdale MCF Cycle Schemes
- Restoring your Railway
- Metrolink capacity improvements
- Bolton/Bury to Rochdale and Bury to Manchester Quality Bus Transits
- Interchange redevelopment
- Bury Streets for All

Quality Bus Transit

Quality Bus Transit is a programme of highways improvements across GM that will improve the reliability, accessibility and attractiveness of local bus on strategic corridors that connect people to key destinations, such as town centres, schools, hospitals and employment sites, and the wider rapid transit network. The Greater Manchester five-year delivery plan proposes 10 routes for development including a Bury –Rochdale route. A study focusing on the A58 between Bury and Rochdale including connecting Bury Town Centre to Northern Gateway, A56 to Fishpool, and an extension to Bury Bridge is currently underway.

Restoring your Railways

A study is underway to investigate reinstating passenger services on the Bury-Heywood-Rochdale lines. The five-year delivery plan, shows the Bury–Heywood–Rochdale route to be of key consideration with the corridor highlighted as being suitable for intervention. If successful the reinstated train line could be used to create an orbital link between Bury, Heywood, Rochdale and Oldham.

A further study is considering the initial feasibility of re-introducing a rail based public transport service on the Bolton-Radcliffe/Bury line

03 — STRATEGIC REGENERATION CONTEXT

Local
Bury



03 — STRATEGIC REGENERATION CONTEXT

Local Strategy *Bury*

2030 Vision: *'Let's do it!'*

The 2030 Strategy is the overarching strategy for the future development of the Borough. It sets out how the Council will initially repair the damage caused by the COVID-19 pandemic, and in the longer term, provides a clear ambition and delivery plan ensure that every township in the Borough is better and stronger than before the pandemic. The goal is simple: **to stand out as a place that is achieving faster economic growth than the national average, with lower than national average levels of deprivation.**



Improved quality of life



Inclusive economic growth



Improved early years development



Carbon neutrality by 2038



Improved educational attainment



Improved digital connectivity



Increased adult skill levels and employability

A key focus is to support economic recovery which includes the preparation of key regeneration plans including for Bury town centre.

Within local neighbourhoods there is also a focus on ensuring integrated public service teams (including the creation of key public service hubs), a priority to deliver carbon neutrality (in terms of new housing, clean air and green and blue infrastructure), providing community safety, driving economic growth and inclusion, delivering a cultural legacy, connectivity (digital and transport) and ensuring the health and wellness of the population.

03 — STRATEGIC REGENERATION CONTEXT

LOCAL STRATEGY, BURY, CONTINUED

Bury is a centrally placed Metropolitan District within the north of Greater Manchester. It is bounded by the boroughs of Rossendale, Blackburn with Darwen, Rochdale, Bolton, Salford and Manchester. Its spatial location means that it forms a gateway between Manchester city centre to the south, with strong links northwards into Lancashire via the M66 corridor and Irwell Valley.

The Borough is made up of Bury, as the principal centre, as well as the diverse and distinctive towns of Ramsbottom, Tottington, Radcliffe, Whitefield and Prestwich. Bury Council has commenced a Town Centre Regeneration Programme covering each of these centres, as set out below:

Ramsbottom

A Place Management and Movement Plan is being developed for Ramsbottom Town Centre. The plan will principally focus on the identification of potential interventions for Ramsbottom's public realm, townscape, movement and infrastructure and identify opportunities to strengthen the town's role as one of the Borough's main visitor destinations. The plan will also identify a long-term vision for the town which will help to guide future interventions.

Radcliffe

A Strategic Regeneration Framework⁵ has been prepared which sets out a vision for a prospering community within Radcliffe and the opportunity to create a unique town centre which includes new leisure facilities, a civic hub, arts and culture and expanding the evening economy. It also recognises the scope to increase the residential population within the town centre. To help support the delivery of the vision £20m Levelling up Funding has been secured to deliver a new civic hub within the town centre.

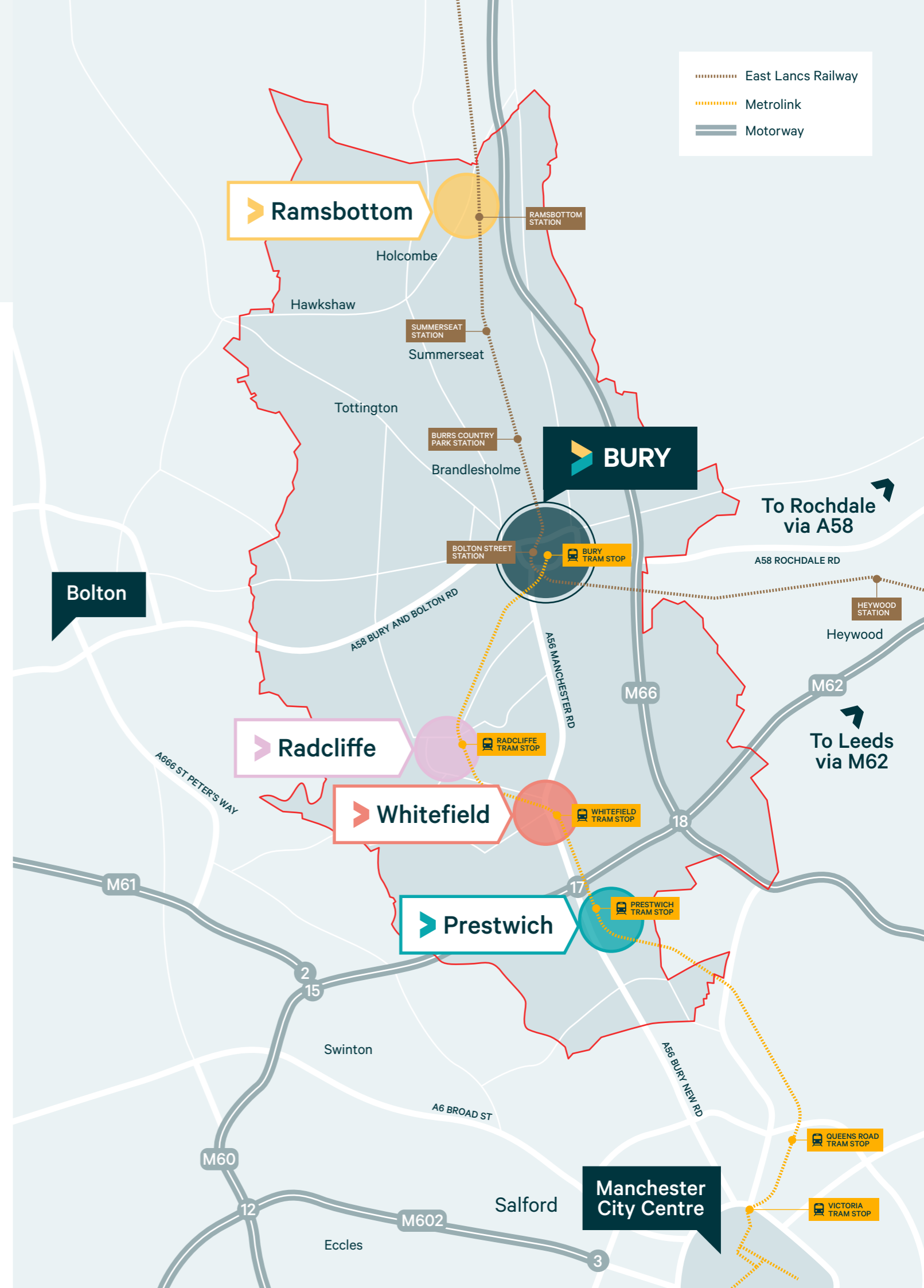
Whitefield

Proposals are being developed to redevelop the former Wheatfields Centre in Whitefield and bring forward new high quality, affordable housing in the south of the Borough.

Prestwich

A Town Centre Development Strategy: Love Prestwich Village was adopted in July 2009 seeking to strengthen its role as a community hub and setting out proposals for revitalising the shopping and leisure uses in the centre. This Strategy has helped to underpin recent proposals by the Council to acquire the Longfield Shopping Centre and to enter into a joint venture with Muse Developments. Current plans are to repurpose the Shopping Centre and deliver high quality commercial space for SMEs, a new library, public service hub, new market hall and public realm.

⁵ www.bury.gov.uk/radclifferegeneration



03 — STRATEGIC REGENERATION CONTEXT

Local Planning Policy

Bury



Bury Unitary Development Plan (UDP)

The current statutory development plan for Bury town centre comprises the 'saved' policies of the Bury Unitary Development Plan (UDP) (adopted 1997) and the Greater Manchester Joint Minerals and Waste Plans (Bury's Minerals Plan came into force on 29 April 2013 and the Waste Plan on 1 April 2012).

The Council is now working to replace the adopted UDP with the Bury Local Plan (set out below). Until the new Local Plan is produced the UDP will continue to be used to make planning decisions.

The following policies are of primary relevance to Bury town centre:

TC1 TOWN CENTRES

The Council will seek to protect, maintain and improve the town centres, including Bury.

TC1/1 - Open Space in Town Centres

Within the Town Centres the Council will protect identified areas of open space which provide:

- an important element in civic design;
- valuable visual amenity;
- important outlets for recreation;
- valuable wildlife habitats; or
- act as buffers between incompatible uses or provide links between other open land areas.

TC1/2 - Pedestrian/Vehicular Conflict in Town Centres

The Council will undertake appropriate schemes to reduce the conflict between pedestrians and vehicles in the Borough's Town Centres. In particular, the following locations have been identified for the type of action indicated:

- TC1/2/1 - Bolton Street/Market Place/The Rock/Market Street/Broad Street/Silver Street, Bury.
Proposed traffic management/calming measures.
- TC1/2/2 - Angouleme Way Between Rochdale Road and Spring Street, Bury.
Review of pedestrian crossing facilities.

TC2 TOWN CENTRE ENHANCEMENT AND DEVELOPMENT

The Borough's town centres will be encouraged to develop as the principal focal points for cultural, leisure, business, professional services, commercial and retailing activities. Development proposals which would have a detrimental effect on the vitality and viability of these centres will not be permitted.

TC2/1 - Upper Floors

Within the town centres the Council will support proposals which bring underused and vacant space on upper floors of premises into beneficial use.

TC2/2 - Mixed Use Development

The Council will encourage and support compatible mixed use development within the town centres.

TC2/3 - Vacant and Cleared Sites

The Council is concerned that vacant and cleared sites should not detract from the overall appearance of the town centres. Where it appears that sites may remain undeveloped for some time, the Council will support proposals for their temporary use or improvement prior to their long term redevelopment.

TC3 BURY TOWN CENTRE

The Council will be particularly concerned to bring forward, promote and support proposals to expand and enhance Bury Town Centre, in order to maintain its role as an important centre of sub-regional significance.

Bury Local Plan

The Council is now preparing a new Local Plan for Bury. Together with the Places for Everyone (PFE) joint development plan – described within the sections above - the Local Plan will form a key part of Bury's overall development plan and once adopted, these documents will both be used as the basis for determining future proposals for the next 20 years or so.

Whereas PFE will deal with strategic planning matters that are of significance across the Joint Plan area (such as identifying future levels of housing and employment growth), Bury's Local Plan will contain a range of locally-specific planning policies and identify local sites where development should be built as well as areas where development should be restricted or controlled – including in the Town Centre.

We anticipate that the next stage of the Local Plan will be published for consultation in Summer 2022.

03 — STRATEGIC REGENERATION CONTEXT

Local Transport Policy

Bury



Greater Manchester 2040 Transport Strategy Local Implementation Plan (LIP), (2021) Local Plan (TfGM and Bury Council)

To support the Greater Manchester 2040 Strategy Five Year Delivery Plan, a Local Implementation Plan (LIP) has been prepared for each district for the 2021 to 2026 period.

The Bury LIP states that ensuring residents of Bury are able to access family, friends, jobs, education, recreation and health in an efficient, economic and eco-friendly way is important for Bury Council's growth ambitions.

Growth is described as

“not only physical development that caters for an increasing population, but is also about creating the right circumstances for fostering growth”

as well as addressing issues associated with climate change.

The following four key outcomes, to be achieved by 2026, are presented:

- Increase the number of neighbourhood journeys (under 2km) made by foot and by bike across the Borough of Bury;
- Enhance connections to/from and within the centres of Bury, Prestwich, Radcliffe, Ramsbottom, Tottington and Whitefield by foot, bike, and public transport;
- Create clean, green streets and relieve local communities from the impacts of congestion; and
- Improve access to Metrolink for residents, workers and visitors.

With regards to Bury town centre, the LIP describes the growth in visitors to the retail centre between 2013 and 2017, while also highlighting the challenges of a high proportion of journeys to the town centre being made by private car and poor perception of safety at night.

Borough Transport Strategy (Bury Council)

The Council is in the early stages of producing a multi-modal Transport Strategy for the Borough which will develop a pipeline of transport interventions that reflect Bury's specific transport needs and ambitions and seek to secure transport investment within the Borough.

The Transport Strategy will consider all modes of transport, including general road traffic, public transport, active modes (walking and cycling) and freight. It will act as a sub-strategy to, not a replacement for, the overarching Greater Manchester Transport Strategy (GMTS) 2040 and as such, it will align with the existing GMTS2040 vision.

The Transport Strategy will also align with the emerging GMTS2040 sub strategies such as rapid transit strategy, local bus strategy and their objectives as well as with the Council's own corporate ambitions and relevant local strategies, plans and policies, including the emerging 'Places for Everyone' and Bury's Local Plan.

Specific consideration will be given to Bury Town Centre with the inclusion of a town centre sub-strategy and delivery plan and also the identification of cycling and walking interventions which will inform development and delivery of the active travel network in Bury.



03 — STRATEGIC REGENERATION CONTEXT

Local Strategies and Policy

Bury



Bury Housing Strategy

April 2021

The Housing Strategy builds upon the 2030 Vision seeking to deliver more homes in the Borough, including increased affordable housing and a diversification of tenures, a focus on delivering low carbon housing and acknowledges the links between housing and health.

Housing presents an opportunity to breathe new life into town centres through repurposing (in part) from retail to residential. There is the opportunity to create an aspirational housing offer that includes affordable homes with good access to leisure facilities, parks, culture, art and a wide range of community facilities, helping to realise the Council's ambition for '15- minute neighbourhoods'.

Building new homes as part of a regeneration plan, such as through this Masterplan, could enhance the town centre as a place to live, shop and work. A holistic plan for the place and properly supported delivery would help to raise developer confidence and attract investment. Apartment-style accommodation close to tram stops and other transport hubs can be popular with younger commuters. Offering some Build to Rent apartments could be a way of providing a blend of rent levels.

Bury Economic Strategy

The Council is in the early stages of producing an Economic Strategy for the Borough which will guide the Council's approach to delivering a sustainable, competitive, inclusive and resilient local economy that fulfils its growth potential and makes a significant contribution to Greater Manchester's wider economic strength over the next ten years.

Whilst the scale of the economic impact of Covid is yet to be fully understood, it is already clear that this will lead to some significant short-term challenges for Bury's local economy and it is now a critical time to have a planned response to these - a response that will enable it to fully prepare for, and adapt to, the rapidly changing economic landscape. It is expected that there will be some big distributional differences impacts arising from Covid - for people, businesses and places - with some bouncing back very strongly and others struggling.

The Economic Strategy will align with the aspirations for Bury town centre which are presented within this Masterplan, recognising that the town centre is a key economic driver within the economy.

Bury Climate Action Strategy & Bury Climate Action Plan 2021

Bury's Climate Action Strategy (2021) sets out a target to be carbon neutral by 2038. To deliver this, future development will need to be carbon neutral, including exploring opportunities for renewable heat and power generation, enhancing green and blue spaces and deliver biodiversity net gain. A focus on sustainability will need to shift dependency on private car use to a focus on public transport, cycling and walking, and a greater proportion of electric charging points for vehicles.



Bury Food Strategy 2020-2025

The overarching vision is *'for Bury to be at the forefront of promoting and celebrating good food for all, through a knowledgeable, connected, supported and vibrant food culture'*. A key focus is on improving the local community's health and wellbeing, including through tackling the high density of hot food takeaways, developing Bury Market as a popular destination known for a local, more healthier food offer, and have a greater focus on healthy food outlets where there is a limited offer in place currently (such as Bury town centre).





➤ **04**
**THE TOWN
CENTRE TODAY**

04 — THE TOWN CENTRE TODAY



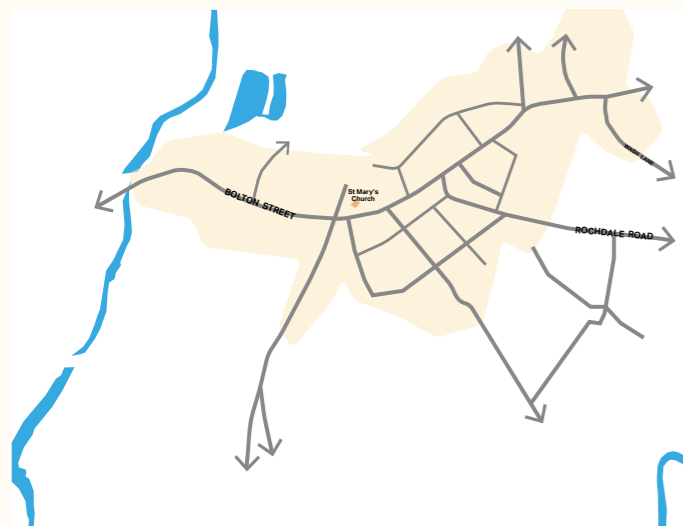
➤ This section analyses the various urban components of Bury town centre including heritage, public realm, land use, activities, movement and its economic and regeneration context. It provides a foundation of the emerging issues and opportunities which inform and underpin the proposed development principles and interventions as set out within the Masterplan.

04 — THE TOWN CENTRE TODAY

Evolution of Bury

A review of historical mapping illustrates the considerable change of Bury town centre over the last 200 years. The plans below illustrate the evolution of a traditional market town through the expansion associated with the dawn of the industrial revolution and the arrival of the railway; through post war industrial decline and more recently the development of the town's retail focus and movement networks which have shaped the town to the present day.

1843



Developed originally as a medieval market town with a castle and a church, situated close to the River Irwell. The street pattern around Market Place reflects this early stage of the town's history, with densely built-up streets radiating to the east, south and west. The town evolved and grew due to its association with the textile industry, initially wool and later cotton.

1910



The town expanded rapidly during the industrial revolution due to its textile manufacturing, with cotton mills established in the area to the south of the Rock and to the north of the town centre. Development was further fuelled by new links to the national canal network by the Manchester, Bolton and Bury canal in 1808, and later by the arrival of the railway in 1846, linking the town from Bury Bolton Street railway station to Manchester, Rawtenstall and Accrington. By the end of the 19th century Bury was the largest centre of paper making in the world, and former fields were developed into terraced housing to accommodate Bury's growing population.



Bury Market, 1902



Kay Gardens, 1955



Bury Market, 1926



The Rock high street, 1955

1963



In common with many neighbouring towns, the decline of the cotton industry in the 20th Century (post war) led to the closure of many mills, with many repurposed or demolished, and Bury's chimney laden skyline changed forever. The old shopping area around Princess Street and Union Square was demolished in the late 1960s, and a concrete precinct emerged to replace it. This development was replaced by the Mill Gate Shopping Centre in 1995 further removing the former tightly woven street network.

During the 1970s, Bolton Street Station and Knowsley Street Station were closed to passenger traffic. In response to growing car ownership, the dual carriageway was developed forming a tight ring around the town, and the M66 was opened in 1978 to the east of Bury. In the 1980s the East Lancashire Railway (ELR) Trust was formed and reopened the railway, restoring Bolton Street Station and creating what is today an extremely popular tourist attraction for Bury. The old railway line to Manchester Victoria was later closed in 1990 and replaced by the introduction of the Metrolink in 1992.

The Rock shopping centre was built in 2010 and replaced former mill buildings and surface car parking. The Rock remains popular and attracts a wide range of visitors to experience its retail and leisure offer.

2021



As Bury has evolved, the introduction of large shopping centres and transport infrastructure has removed (in some areas) the finer grain of the historic street network. This has led to reduced permeability across areas of the town centre and created barriers for pedestrians and cyclists.

04 — THE TOWN CENTRE TODAY



HERITAGE

Heritage is one of Bury's key assets – recognised through the large grouping of Listed buildings and the designation of the Bury Town Centre Conservation Area in 1978, which was later extended to the west in 2005. Notable assets include:

04 — THE TOWN CENTRE TODAY

HERITAGE

Bury Castle

Located to the north west of Market Place, this was an early medieval moated manor house built in 1469. The remains comprise a Scheduled Ancient Monument and in 2000, the site was excavated with the remains of the old walls displayed in Castle Square.

Parish Church of St Mary

Located to the north east of Market Place, the church has been at the centre of the town for much of its history and is a key focal feature. Originally of medieval origin, the church was entirely rebuilt in the 19th Century and is Grade I listed.

Castle Armoury

Located on the site of the former castle, this was built in 1868 to house the 8th Lancashire Rifle Volunteers and is Grade II listed. It continues to be used today by the British Army and Community Cadet Forces.

Bolton Street Station

The station complex includes the post-war Bolton Street ticket office, the 1846 Castlecroft Transhipment Shed and various 19th century features. Following closure for passenger use in 1972, the East Lancashire Railway Preservation Society reopened the station in 1991.

Art Gallery and Library

Completed in 1901 by Woodhouse and Willoughby of Manchester to house the Wrigley Collection of paintings. The building is Grade II listed.

Statue of Sir Robert Peel

Grade II listed bronze statue located in Market Place. Sculpted to commemorate the Bury born politician who served as Prime Minister and founded the Metropolitan Police.



Bury's rich heritage is a key strength, and one which gives the town its character and uniqueness. It is imperative that as the town centre develops in the future, these assets are preserved and celebrated; ensuring that the quality of public realm highlights their importance and new development responds sensitively in terms of design and scale.





► The East Lancashire Railway

CULTURE & TOURISM

Bury's uniqueness also comes from its wealth of cultural destinations and attractions, recognised with its designation as the first Greater Manchester Town of Culture in 2020. There is the opportunity to build upon this and strengthen Bury's cultural economy.

04 — THE TOWN CENTRE TODAY

CULTURE & TOURISM

The East Lancashire Railway

A 12-mile heritage railway which once formed the backbone of the industry in the Irwell Valley, operating steam and diesel train rides through picturesque countryside and accessed via Bolton Street Station.

Buckley Wells Locomotive and Carriage Works

This houses over 250 heritage locos, carriages and wagons and forms the essential locomotive and carriage operational, maintenance and restoration facilities necessary to successfully operate the rail services/events on the heritage railway is also located on the edge of the town centre

The MET

An award-winning live music venue noted nationally for its specialist folk music programme, it incorporates two modernised performance spaces, popular dining restaurant Automatic, and Edwin Street Creative Hub which includes a Recording Studio.

Bury Art Museum & Sculpture Centre

Built to house the Wrigley Collection: over two hundred oil paintings, watercolours, prints and ceramics collected by local paper manufacturer Thomas Wrigley.

Bury Transport Museum

Housed within a Grade II listed ex-railway warehouse that dates from 1848 and restored to its former glory, it now houses a collection of vintage vehicles including buses, steam rollers and trams.

Fusilier Museum

This listed building is home to a museum combining interactive galleries with temporary exhibitions, tracing 350 years of heritage of the XX Lancashire Fusiliers and the Royal Regiment of Fusiliers.



The key assets within the town centre, including the town's unique architectural heritage and cultural offer, could be represented more positively through enhancing the public realm and spaces, and more appropriate consideration of wayfinding and permeability.

Some of the key attractors, including the East Lancashire Railway (ELR) could be further enhanced by improving the appearance of key buildings, improving their visibility (through scale, massing, wayfinding) and undertaking physical improvements to the public realm. This includes creating greater opportunity to dwell and for people to want to spend time in key spaces and squares.



Bury Transport Museum





► The Rock and VUE Cinema

RETAIL & LEISURE

Bury is well-placed for shopping, and ranks highly in Greater Manchester for its retail offer. The town centre benefits from two shopping centres - The Rock and the Mill Gate, which provide retail and leisure opportunities to visitors. It has a highly active independent food and beverage sector which has grown significantly in the last few years, particularly around the outskirts of the town centre.

04 — THE TOWN CENTRE TODAY

RETAIL & LEISURE

THEROCK

630,000
SQ FT

RETAIL FLOORSPACE



**mill
gate**
Shopping Centre

352,000
SQ FT

RETAIL FLOORSPACE



29%⁶

of Retail spending
has shifted from
high street to online



16.5%⁷

of Bury town centre
units are vacant



BURY⁸
MARKET

was voted Britain's
favourite market in 2019

⁶ Promis (2021)

⁷ Goad (2021)

⁸ NABMA Great British Market Awards 2019 (National Association of British Market Authorities)



Bury Market



Mill Gate



The Rock

04 — THE TOWN CENTRE TODAY

RETAIL & LEISURE

The Rock

Opened in 2010, the centre is the primary focus of retail provision and provides 630,000 sq ft retail floorspace, with a predominance of national high street brands along with leisure opportunities including Vue Cinema and Hollywood Bowl.

Mill Gate

The Mill Gate Shopping Centre is the largest shopping centre in Bury with over 120 stores and covering an area of over 400,000 sq ft. Currently owned by InfraRed Capital/ HSBC, there is an opportunity for the Council to enter into a Joint Venture with Bruntwood and acquire this asset. This will facilitate a multifaceted regeneration programme that has the potential to transform Bury town centre.

Bury Market

Bury Market is unique and popular with both the local community and tourists, and is a significant employer. Packed with independent traders, with over 370 stalls, the market sells fresh local produce as well as clothes and other household goods.

There is an opportunity to do more here – including improving the overall market environment, broadening and diversifying the offer, creating more

of an experience and a place for people to dwell as opposed to being centred around a predominantly retail offer. The introduction of a new Flexi-Hall will assist with this, creating a place for events and the opportunity to support an enhanced cultural, leisure and hospitality offer.

Premier Inn

The hotel sector in Bury is dominated by the Premier Inn and the Village Hotel. There is demand from other brands to be active in Bury, given the strong local business community, and its growing leisure and lifestyle offer.

Leisure

There are opportunities for health and wellbeing at a range of locations including at Pure Gym, Castle Leisure Centre and Anytime fitness offer in the Mill Gate Shopping Centre.

The town is relatively under provided for in terms of family leisure e.g. golf, climbing centres/ play centres. We expect that Bury will start to see a growth in these types of uses in the town centre as spaces begin to emerge.



Given wider retail trends and the acceleration of online shopping, Bury cannot afford to stay still. It must continue to adapt and ensure that its retail offering is complemented by a wider leisure offer to create a full experience for visitors. This will help to address vacancy rates within the town centre and encourage greater dwell-time. Positively Bury has a lot to offer, and the key ingredients to encourage people to visit from a wide catchment. By providing improved linkages between its retail and leisure assets, and repositioning them to ensure a diverse offer is created, visitors will be attracted to visit the town centre again and again.



► Vacancy Plan of Bury Town Centre (Source: GOAD Experian, February 2020)

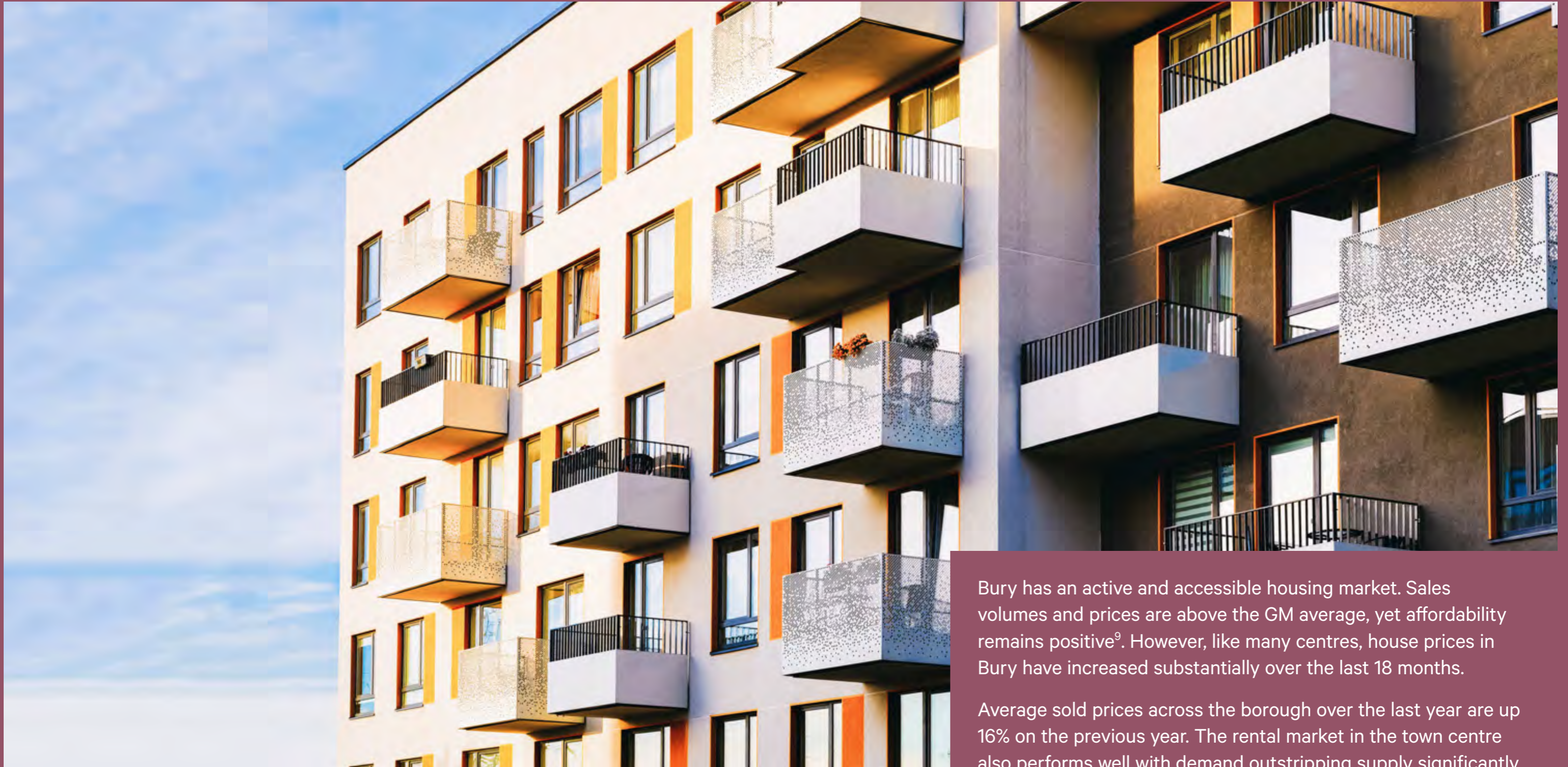


► Mill Gate



► Bury Market

➤ 04 — THE TOWN CENTRE TODAY



Bury has an active and accessible housing market. Sales volumes and prices are above the GM average, yet affordability remains positive⁹. However, like many centres, house prices in Bury have increased substantially over the last 18 months.

Average sold prices across the borough over the last year are up 16% on the previous year. The rental market in the town centre also performs well with demand outstripping supply significantly.

Consequently, some low-income households are being priced out of the market. Increasing the residential offer, including affordable housing, will help address the affordability issue and draw more younger and working age people to the centre.

HOUSING

⁹ Bury Economic Resilience Report

04 — THE TOWN CENTRE TODAY

HOUSING

Average Sold Prices ¹⁰



TERRACED
£154,000



SEMI-DETACHED
£217,000



DETACHED
£342,000

Flats – Sales Values



1 BED	£115,000 - £130,000
2 BED	£130,000 - £150,000
3 BED	£150,000 - £170,000


Rental Values (Flats) Per Calendar Month



1 BED	£625 - 675
2 BED	£700 - 825
3 BED	£825 - 850

Local Housing Need

➤ BURY'S LOCAL HOUSING NEED IS

591 

DWELLINGS PER YEAR
(BASED ON GOVERNMENT'S STANDARD METHODOLOGY)

Housing delivery will be a key component of the regeneration of Bury town centre, as set out within this Masterplan. The town centre falls within Bury East ward, which is estimated to deliver 26.7% of total housing supply¹¹.

There is significant demand for residential dwellings within the town centre, particularly apartments and semi-detached properties which is shown by rapidly increasing house prices. This is further supported by Bury Council's 'Brownfield First' initiative which is expected to increase the number of apartments in the town centre.

There is an opportunity to build apartments and higher density development close to key public transport nodes such as tram stops, and the opportunity to diversify tenure through offering Build to Rent product¹².

A NEED FOR MORE AFFORDABLE

3 BED



A NEED FOR HOUSING FOR OVER

65s



A NEED FOR LARGER PROPERTIES

4 BED+



(Housing Needs Assessment)

¹⁰ Data from Rightmove and CBRE research
¹¹ SHLAA (2019)
¹² Bury Housing Strategy, April 2021

04 — THE TOWN CENTRE TODAY



EMPLOYMENT & OFFICE

There are a total of 6,651 active companies within the Borough, with a significant number categorised as ‘wholesale and retail trade’¹³, closely followed by ‘professional, scientific and technical’ businesses¹⁴.

¹³ 968 companies (IDM Analysis, 2021)

¹⁴ 846 companies (IDM Analysis, 2021)

04 — THE TOWN CENTRE TODAY

EMPLOYMENT & OFFICE

The top employers (by number of employees) within Bury are as follows¹⁵:



Of these, JD Sports employs over 9,500 staff, within their Head Office in Pilsworth, to the south of Bury town centre.

Bury town centre contains a sizeable office market considering the size of its town and population. It contains an extensive range of office types and sizes within and outside the town centre.

The Bury office market outperforms other towns of comparable size and although impacted by the effects of the pandemic, continues to exhibit a strong

supply-demand balance. The stock is characterised predominantly by Grade B offices, with no Grade A space having been developed in the last 10 years. The lack of available sites and relative success of edge of town Business Parks have prevented any Grade A office space coming to the market for over 10 years. However, the relative strength of Bury's office market combined with the Borough's enterprising status suggests an opportunity exists to establish a business district in the town centre.



Speculative Grade A developments may require the financial support of the Council but given the existing and growing demand for high quality serviced offices, high occupancy would be achieved within a few years. This would provide an important space for Bury's growing businesses to expand and remain in the Borough, as well as attract new businesses. It would also complement Bury's existing provision of more affordable office space and co-working spaces and provide a diverse offering to facilitate the town's future growth aspirations.

¹⁵ Greater Manchester Chamber of Commerce



9,500+

STAFF EMPLOYED BY JD SPORTS

6,651

ACTIVE COMPANIES WITHIN THE BOROUGH

04 — THE TOWN CENTRE TODAY



MOVEMENT & CONNECTIVITY

A key strength of Bury is its accessibility. It already benefits from excellent links to both the public transport and road network. This will be enhanced further with the proposed redeveloped Interchange (Metrolink and bus station) for Bury town centre.

04 — THE TOWN CENTRE TODAY

MOVEMENT & CONNECTIVITY



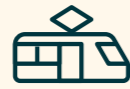
35 MINS

TO MANCHESTER AIRPORT



8 MILES

FROM MANCHESTER CITY CENTRE



30 MINS

VIA METROLINK FROM BURY TO
MANCHESTER CITY CENTRE



M60/M66

DIRECT LINKS



M60 Motorway



Manchester Airport



Bury Town Centre Road Network



Metrolink

04 — THE TOWN CENTRE TODAY

MOVEMENT & CONNECTIVITY

National Cycle Route 6 between London and the Lake District, runs along the eastern edge of the town centre, overlapping in part with the Elton Beeway which provides a local cycling link between Bury and Radcliffe. The planned and confirmed Bee routes would facilitate a largely car-free centre, in addition to the introduction of the right mix of segregated cycle lanes & quiet streets.

Various walking and cycling improvements are planned in 2022:

- Seven new Bee Network crossing facilities in Bury East Ward – making it easier to cycle or walk;
- Elton Beeway route between Bury and Radcliffe (estimated completion April 2022);
- Junction improvements to ring road to encourage active travel (Jubilee Way, Rainsough Brow, Higher Lane);
- Fishpool Active Neighbourhood (May 2022); and
- Pimhole Active Neighbourhood (April 2022).

The town centre is encircled by dual carriageway with Peel Way (A56) to the north, Jubilee Way (A58) to the east, Angouleme Way (A58) to the south and east. Whilst these strategic routes provide good links to the M66, Rochdale, Bolton and Manchester, they are car dominant environments which constrain pedestrian and cycle permeability.

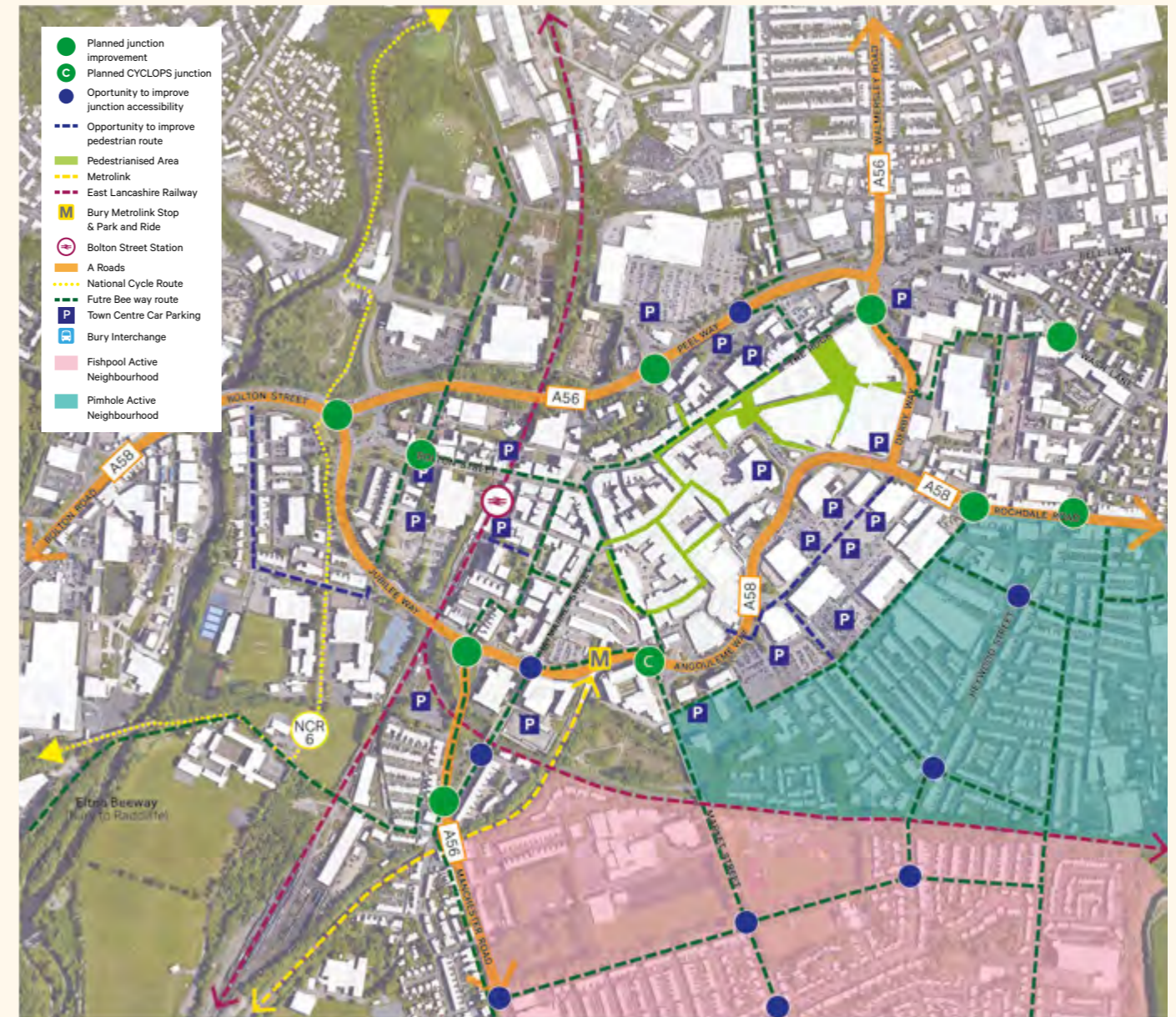


Whilst the town centre is accessible, it suffers from poor interconnectivity between its key assets and character areas, for example, the cultural and tourism-related assets located in and around Silver Street are not linked well with the rest of town centre, including the retail core and market area. Likewise, the relationship and linkages between the Mill Gate shopping centre, The Rock and the Interchange are poor.

Pedestrian and cycle experiences are often hampered by busy roads, complicated junctions and narrow footways. There are opportunities to improve existing junctions to encourage active travel and ensure connectivity into the town centre.

Key parts of the town centre are pedestrianised which helps to ensure connectivity and encourages active travel. Despite this, areas including the Mill Gate and The Rock are prohibited to cyclists. Parts of the town centre are 'shut-off' to all and are privatised, inward-facing spaces which are difficult to route through and disorientating. For example, the Mill Gate does not allow cyclists to use the space and the expanse of covered areas linking through to Bury Market are confusing to visitors. Likewise, the Mill Gate is closed off out of hours (after 5.30pm Monday to Saturday and after 4.30pm on Sunday) thus limiting permeability through the town centre and creating a barrier to movement.

Bury benefits from accessible car parking for those visiting key shopping and leisure destinations in the town centre, as well as several surface car parks associated with out of centre retail parks. This does however detract from the look and appearance of the town centre, particularly at key gateways, and creates an inefficient use of land. Car parking provision needs to balance the needs of existing businesses whilst also recognising the delivery of a future low carbon town centre.



PRECEDENT IMAGERY, BEE NETWORK





PUBLIC REALM & OPEN SPACE

Bury is situated within the Irwell Valley, with the hills to the north providing a dramatic backdrop. Green infrastructure associated with the River Irwell provides an important green corridor to the western edge of the town providing important links for wildlife and recreation through the Irwell Sculpture Trail and National Cycle Route 6. The town incorporates significant green spaces which contrast and soften the urban form, as well as formal public spaces.

04 — THE TOWN CENTRE TODAY

PUBLIC REALM & OPEN SPACE

River Irwell Corridor (and Irwell Sculpture Trail)

Extends from Bacup to Salford Quays, featuring over 70 artworks by locally, nationally and internationally renowned artists.

Key Gardens

Incorporates the Grade II Listed Kay Monument and is a key gateway into Bury's retail core.

Library Gardens

Incorporates the Unitarian War Memorial and the recently installed Victoria Wood statue set amongst mature trees.

Gallipoli Garden

Commemorates the men of the Lancashire Fusiliers who lost their lives in the Gallipoli campaign.

Market Place

Framed by attractive historic buildings and home to the statue of Sir Robert Peel.

Market Square

Bustling hive of activity complemented by active frontage and café spill-out.

St John's Gardens

High quality urban garden located within The Rock shopping area incorporating hard landscaping and mature trees.

Lions Gardens

A hard landscaped square set across different levels, located adjacent to the northern entrance of the Mill Gate Shopping Centre onto Edwin Street. Despite its dated appearance, this intimate space has a pleasant feel and incorporates a circular performance space overlooked by active frontage and café spill-out.

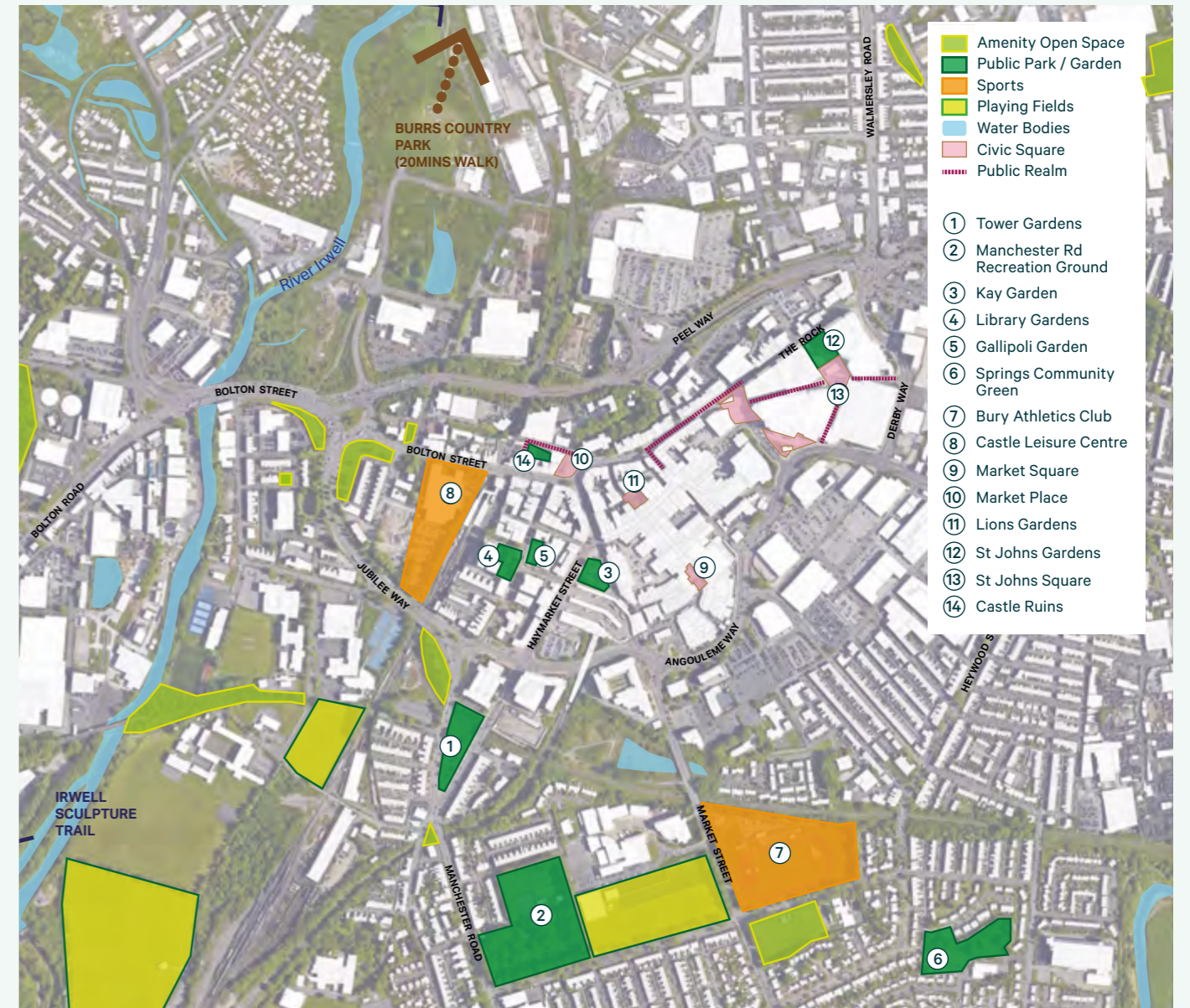
Whilst not within the town centre, further high quality parks and open spaces are easily accessible by foot or by cycle:

Burr's Country Park (which holds a Green Flag Award) is located 20 minutes' walk to the north and covers 36ha of scenic countryside on what was once one of Bury's earliest mill sites. In addition to traditional recreation uses, the park also provides opportunity for more adventurous activities including kayaking, climbing and raft building via Burrs Activity Centre.

There are also a further five parks within close proximity of the town centre, and which also hold Green Flag status. This includes the **Manchester Road Park** located just half a mile to the south of the town centre which incorporates a café and community hub, two bowling greens, children's play area, multi-play ball zone and two tennis courts. Bury Athletics Track is also located close by, just off Market Street/ Wellington Road.



The town centre benefits from public spaces and access to recreational and green space. Despite this, some of the existing public spaces are under-performing and are dominated by street furniture, and, in some cases, with vehicular traffic. There is an opportunity to represent some of these spaces to enable greater dwell-time and maximise the opportunity for curating events.



► Burr's Country Park



► Market Square

04 — THE TOWN CENTRE TODAY



Bury College's new STEM Centre will be open by 2023.

EDUCATION & SKILLS

Bury town centre benefits from a wide range of educational institutions, including higher and further education, as well as options for both primary and secondary education. The education offering is strengthened by provision of Bury Grammar Schools, which are located just south of Jubilee Way. Such quality education is a real selling point for families considering locating within Bury town centre.

04 — THE TOWN CENTRE TODAY

EDUCATION & SKILLS

Bury College is located within Bury town centre, south of Angouleme Way. The college offers a wide range of study programmes across A-Level, Vocational, T-Level, Foundation, Access, University and Adult courses, and is one of the region's leading apprenticeship and training providers, offering employer driven apprenticeships and training solutions to a diverse range of businesses. It has approximately 8,000 students and 520 staff.

Bury College campus has seen investment of nearly £60 million, most recently in a new Health Innovation STEM building which is under construction on the now-vacant Peel Health Centre off Trinity Street. The centre will support the expansion of healthcare and digital technologies, as well as explore new opportunities for future curriculum development. It will include facilities such as a laboratory, simulated hospital ward and simulated domestic home. The development looks to reinforce the College's presence at the southern approach to Bury town centre, enlivening the streetscape and significantly improving the public realm.

The College has plans to transform their estate to the south of the ring road, with defined areas for public access and academic uses, removing accommodation which has reached the end of its useful life and replacing it with new accommodation whilst expanding the College's external landscaped and social gathering spaces.

Holy Cross College and University Centre is also in close proximity to the town centre, off Manchester Road. This provides a wide range of courses, including A levels and BTECs and university courses focused on early years education, in association with Liverpool Hope and Edge Hill University.

Bury town centre provides home to Bury Grammar Schools, delivering high-quality education from 3-18 years, two secondary schools - St Gabriel's High School and Bury Church, and two primary schools within close proximity of the town centre - Holy Trinity and St Maries.

Bury's educational offering will help support its future growth ambitions, encouraging people and families to relocate into the town centre given the proximity to key educational establishments and the choice on offer.

Further discussions are ongoing with new education providers to further expand the offering and promote innovation and collaboration between industry and research to facilitate Bury's growth.



Woodbury Centre Visualisation / Wilson Mason



c.£60M

INVESTMENT IN BURY
COLLEGE CAMPUS



350+

EMPLOYERS WORKING
WITH THE COLLEGE



2

PRIMARY SCHOOLS



2

SECONDARY SCHOOLS

04 — THE TOWN CENTRE TODAY

Socio-Demographic Analysis

Population

BURY HAS A BOROUGH-WIDE
RESIDENT POPULATION OF

190,700¹⁶

THE TOWN CENTRE ITSELF IS HOME
TO AN ESTIMATED POPULATION OF

80,000¹⁷

With a median age of 40.3, 18.3% of Bury's population is aged 65 or over, the third highest in Greater Manchester, only behind Wigan (19.1%) and Stockport (20%). Bury is also home to the fewest number of students of all GM Boroughs (16,016), with those aged between 20 and 54 expected to decrease towards 2030. Additionally, the number of over 65s is expected to increase by 24% between 2020 and 2030.

¹⁶ ONS Mid Year estimates (2020)

¹⁷ City Population (2019) (https://www.citypopulation.de/en/uk/northwestengland/greater_manchester/E35001415_bury/)

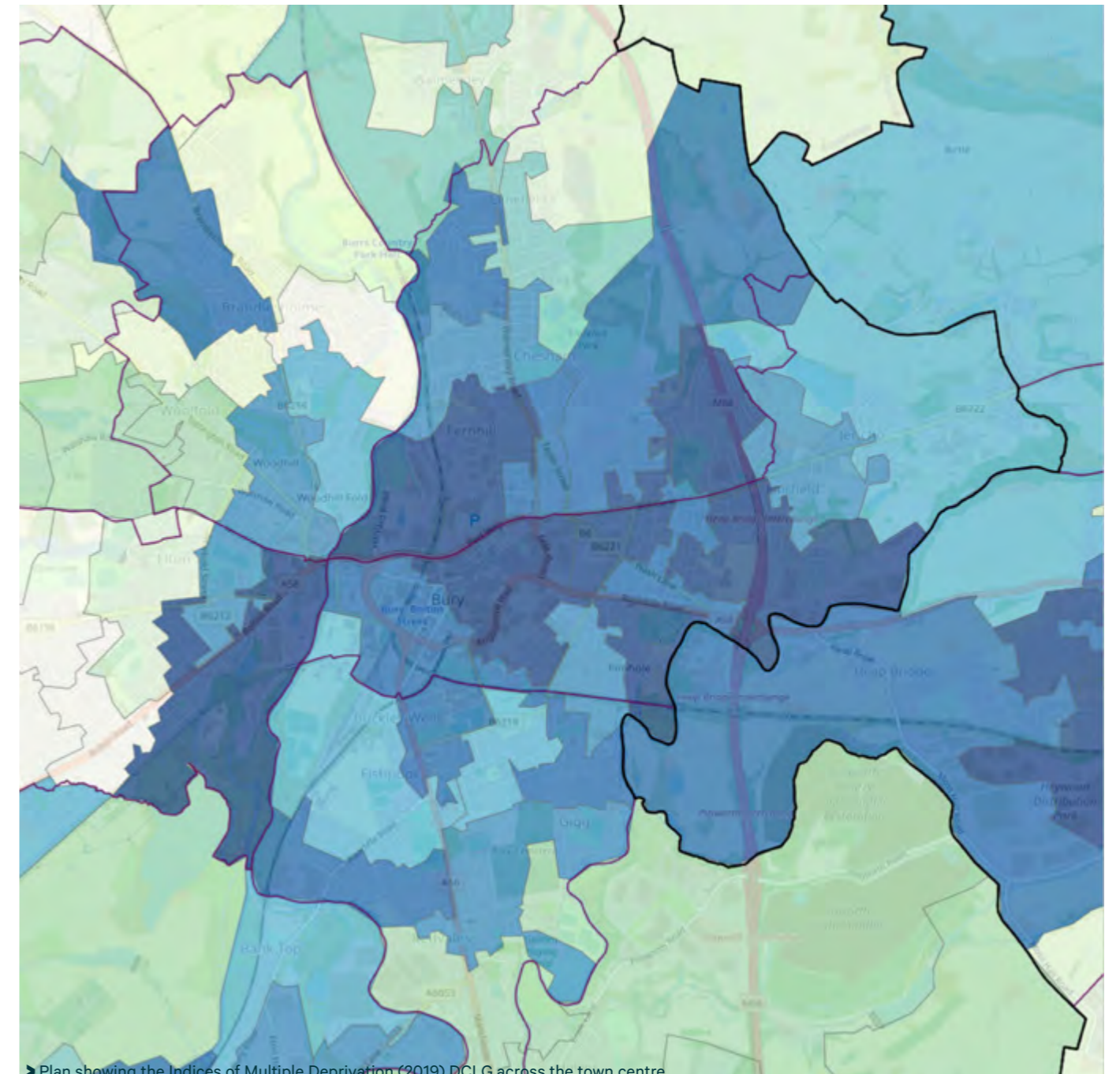
BY 2030 THIS IS EXPECTED
TO INCREASE TO

198,241

BY 2037 THIS IS EXPECTED
TO INCREASE TO

202,568

Without intervention, Bury is unlikely to prevent the exodus of its working age population or negate the shift of its workforce into retirement. It is, therefore, imperative that Bury seeks to promote a more balanced demographic that can sustain Bury's town centre economy.



► Plan showing the Indices of Multiple Deprivation (2019) DCLG across the town centre

Deprivation

Bury's employment profile suggests it is an affluent and highly educated Borough with a reasonably high proportion of professionals within its working population compared to its neighbours¹⁸. Positively, Bury's Index of Multiple Deprivation (IMD) score (23.7) is the third lowest of GM's 10 boroughs, and significantly lower than surrounding boroughs¹⁹ (MHCLG, 2019).

This however masks key pockets of deprivation, many of which lie on the borders of Bury town centre. The most deprived areas are concentrated within the urban areas of Bury, Radcliffe and Besses. Areas within Bury East and Moorside fall within the top 10% or 20% of the most deprived areas in England.

¹⁸ 52.1% professions compared to 41.8% for Rochdale, 43.2% Oldham, 44.2% Bolton (NOMIS, 2020) <https://www.nomisweb.co.uk/reports/lmp/la/1946157082/printable.aspx>

¹⁹ MHCLG (2019) IMD https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/833970/File_1_-_IMD2019_Index_of_Multiple_Deprivation.xlsx

04 — THE TOWN CENTRE TODAY

Visitor Demographics

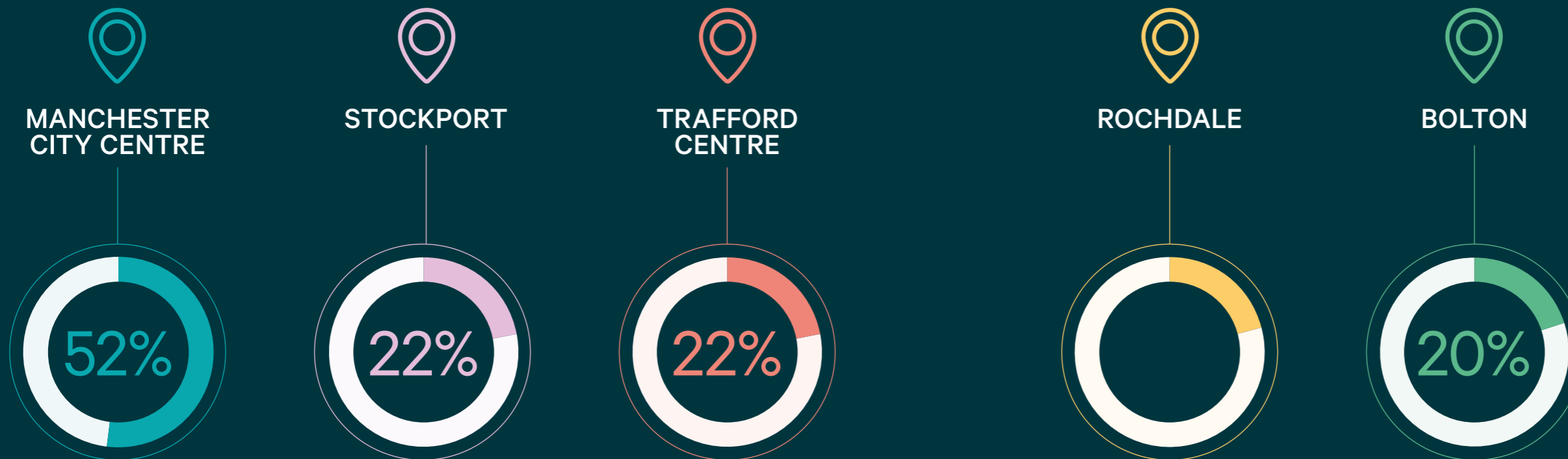
The majority of visitors into Bury town centre comprises younger households (18-35) on lower incomes²⁰, although almost 40% are from more affluent households, and this proportion has increased following COVID-19 lockdowns²¹.

While Bury is attractive to young families, it fails to attract singles of comparable ages. This highlights the significant challenge of positioning Bury town centre as a desirable place for young people to live and work, and as a realistic alternative to Manchester, whose median age is 10 years below that of Bury's (ONS,2020).



► The Rock

► Outflow of people from Bury to:



► This indicates that Bury town centre is **NOT** catering fully to the needs of its visitors.

²⁰ Transient Renters, Aspiring Homemakers and Family Basics' (CBRE Calibrate Research, 2021)

²¹ CBRE Calibrate Research, 2021

04 — THE TOWN CENTRE TODAY

Interestingly, the presence of the market has no significant bearing on the demographic profile, suggesting the same groups are visiting on both market and non-market days. The town centre needs to therefore be comprehensively redeveloped to increase footfall and redress the demographic imbalances that currently persist.



► The Rock



► Bury Market

THE ROCK

The Rock Shopping Centre is the busiest location within Bury town centre.



Footfall across Bury as a whole, is well distributed across the week but clear peaks can be seen at individual locations.



Bury's catchment has only reduced slightly following the pandemic. Market days have minimal impact on the catchment.



Bury has its greatest level of interaction with Manchester City Centre.



The Rock Shopping Centre, Market Street and Haymarket Street see the most dense levels of footfall.



Bury has seen a strong recovery in footfall levels between lockdowns, compared to other regional towns.

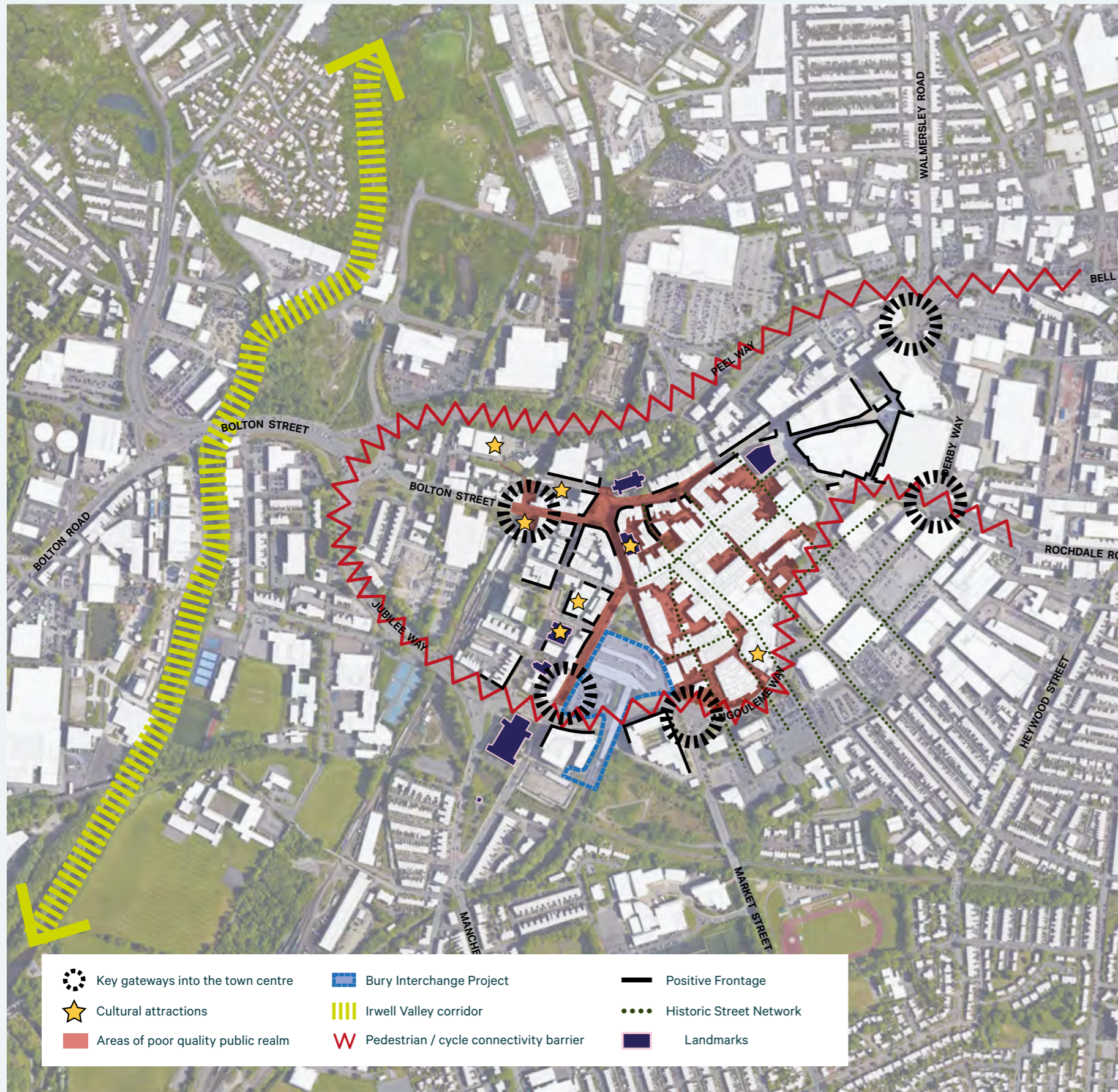


A greater proportion of Bury's profile now come from more affluent and senior demographic groups post COVID.



The M66 motorway is the spine to Bury's area of market dominance.

04 — THE TOWN CENTRE TODAY



Town Centre Visual Analysis

- Bury town centre benefits from landmark buildings which are located across the town aiding legibility and creating nodes of interest. The majority of these are listed buildings whose scale and architectural grandeur provide a prominent reminder of Bury's heritage.
- The majority of Bury's positive frontage is located within the town centre with the outer edges relatively undefined and blank. This results in the town centre feeling rather contained and inward looking, which is further emphasised by the scale of the surrounding transport infrastructure and associated buffer planting which not only limits connectivity across it, but also creates a relatively hostile environment for pedestrians and cyclists.
- The western side of the town centre however has a relatively fine grain, with good permeability which largely follows the historic street network.
- Overall, there is a poor arrival experience into the town centre with the opportunity to create more of key gateway and arrival points including the Interchange and Bury Market, and key sites alongside the ring road
- The town centre benefits from brownfield land and potential opportunity sites for redevelopment, including those at key gateways. Positively a number are also within Council ownership and control which will assist with potentially earlier phasing and delivery.
- There is a dominance of 'visible' Service Areas which detracts from the overall look, feel and ambience within the town centre, which are not overlooked and are of poor quality. This includes areas around the Mill Gate shopping centre as well as Castle Armoury, where there is the opportunity for development and creating more positive public spaces that people want to spend time in.
- The diversification of core uses within the town centre is limited. There is a predominance of traditional retail within The Rock, Mill Gate and 'the Old Rock' high street. As a consequence, the town centre suffers from reasonably high vacancy rates. There is an opportunity to introduce more varied uses, including residential, serviced offices, food & beverage, leisure and community/public services provision to diversify the mix of uses within the town centre core.
- There is a lack of a diverse evening and night-time economy – with a focus on traditional drinking establishments as opposed to a high-quality food and beverage offer. There is the opportunity to introduce more independents in key parts of the town centre, particularly in and around the Cultural Quarter²² to complement the existing cultural offering such as The Met.

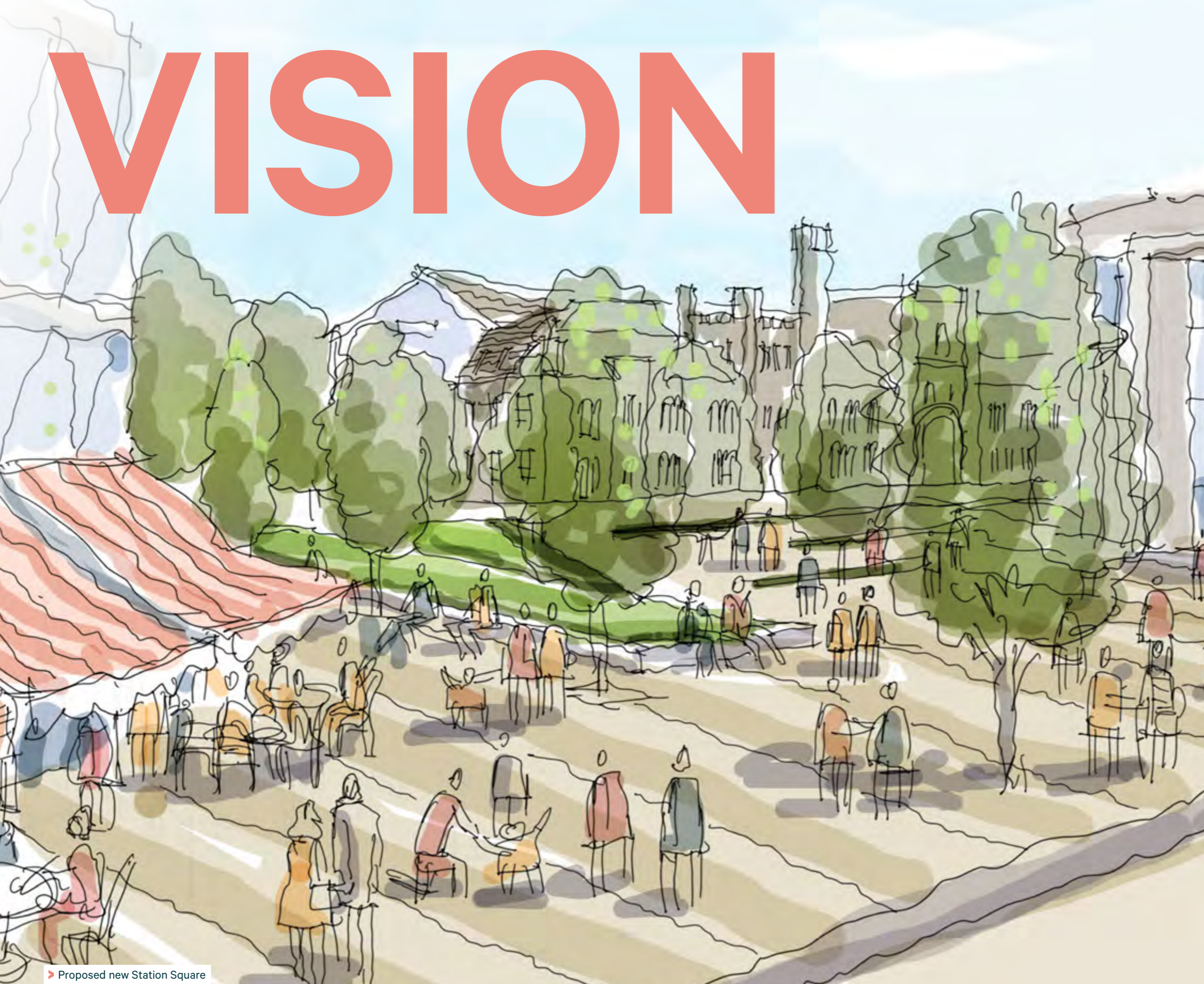
²² Zone C - Proposed Character Zone



➤ **05**
**VISION AND
STRATEGIC
OBJECTIVES**

05 — VISION AND STRATEGIC OBJECTIVES

VISION



Proposed new Station Square

► EXPERIENCE BURY A PLACE TO DISCOVER MORE

By 2040, Bury will be an **attractive, thriving, healthy and forward-looking town** where people aspire to live, work, study and experience.

With a **diverse mix of uses and services**, this exemplar for future towns will be a vibrant place to be, both during the day and into the evening.

Building on its **distinctive and popular cultural heritage**, visitors will experience a wealth of museums and galleries, the celebrated East Lancashire Railway and renowned, bustling market.

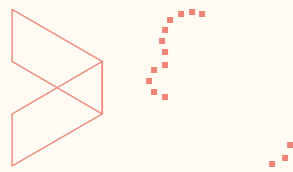
Creativity, innovation and community will be at the heart of Bury's transformation, providing exciting opportunities to grow new ideas, skills and businesses.

Connecting it all together, will be Bury's network of **high-quality streets and public spaces** which encourage people to walk, cycle, explore and stay.

05 — VISION AND STRATEGIC OBJECTIVES

Strategic Objectives

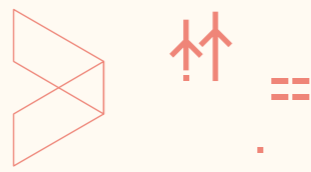
The following strategic objectives will help to achieve our vision for Bury:



01.

A diversified town centre

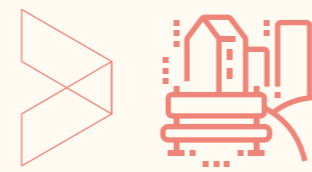
We will consolidate, enhance and diversify our town centre, encouraging people to live, work, study and visit Bury. Building on our successful retail centre, we will expand our offer encouraging people to stay longer and experience more that Bury has to offer.



02.

Low carbon & green growth

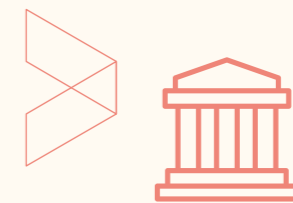
We will promote new development and the use of technologies which support our low carbon and green growth objectives. We will also lead the charge for decarbonisation of existing buildings and supporting sustainable travel.



03.

A vibrant town centre

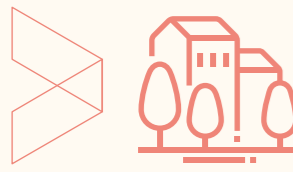
We will animate our streets and create vibrant public spaces, which are safe, attractive, and interesting places to be.



04.

A place for culture

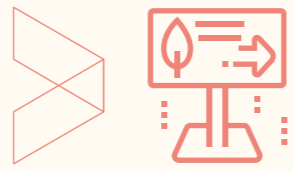
Bury's rich heritage and renowned cultural attractions will be promoted and celebrated, attracting people from within the Borough and beyond it.



05.

A place for living

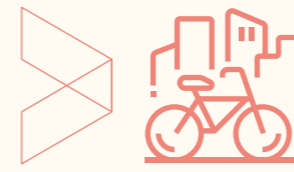
Putting people at the heart of transformation, Bury will provide new high-quality homes for all. Supported by first-class public services and excellent transport links, we will build diverse, healthy communities within the town centre.



06.

A connected town centre

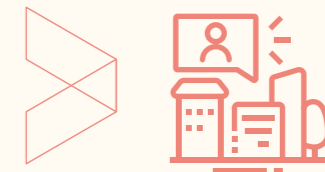
We will break down current barriers to walking and cycling, creating excellent permeability between key destinations and improving the connectivity across the ring road. Together with improved wayfinding, signage and a new transport Interchange we will ensure that our town centre is easy to get to and explore by walking, cycling and by public transport.



07.

Healthy & active communities

We will enhance our streets to make them not only more beautiful but also healthier and more accessible. We will encourage active travel through improved connectivity and facilities, enhance links to our wide network of open spaces, improve our leisure offer and green our town centre.



08.

A place for business & learning

We will promote Bury as a place to start and grow your business, increasing employment opportunities and diversifying our economy. Supporting the expansion of educational facilities, we will broaden the skills of our communities and attract new talent.



➤ **06**
**TOWN CENTRE
SPATIAL
FRAMEWORK:
DEVELOPMENT
PRINCIPLES**

06 — TOWN CENTRE SPATIAL FRAMEWORK: DEVELOPMENT PRINCIPLES

This Masterplan provides a proposed spatial framework for the implementation of the town centre vision and strategic objectives set out in Section 04.

The Masterplan encompasses the core of the town centre including the traditional retail heart around both the Mill Gate and The Rock Shopping Centres but also includes land to the south around Wellington Road, and Chamberhall Business Park to the north. This wider area of focus enables key gateway sites to be considered and seeks to re-connect the more peripheral sites, beyond the ring road, to the town centre core.

The Masterplan will guide future development across Bury town centre over the next 20 years. A series of overarching development principles which cover the whole of the Masterplan area have been developed, and which are derived from the vision and strategic objectives. These principles are also aligned with the strategic regeneration context set out in Section 03 of this Masterplan.



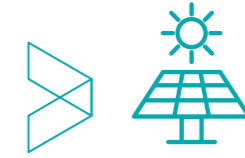
Development Principle 1
Economic Future & Land Use



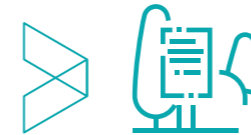
Development Principle 4
Cultural Heritage & Tourism



Development Principle 2
Connectivity, Movement & Infrastructure



Development Principle 5
Climate Change & Sustainability



Development Principle 3
Public Realm, Placemaking
& The Environment



Development Principle 6
People, Community
& Tackling Inequality



► View of proposed Western Gateway site

➤ 06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES



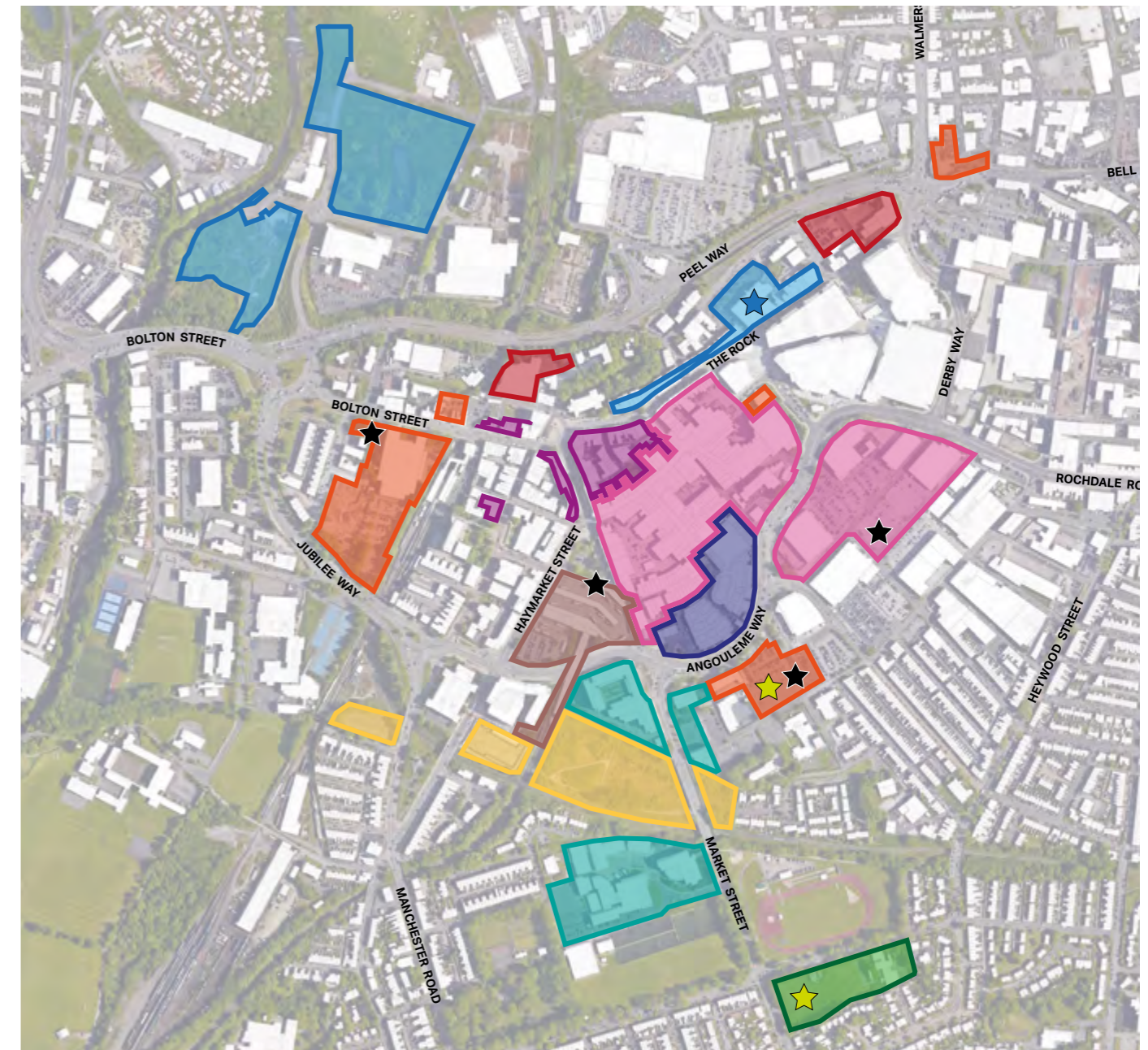
Development Principle 1
**Economic Future
& Land Use**

06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES

Development Principle 1
Economic Future & Land Use

In order to achieve the identified vision and objectives, it is important to provide a **diverse range of uses** within the town centre, as part of a **comprehensive mixed-use scheme**. This will help to ensure that local targets are achieved (for example, meeting local housing need), and secure a balance of uses within the town centre which in turn will appeal to a wider socio-demographic, deliver vibrancy - through introducing uses which will be active during the day as well as through to the evening - and ensure that a comprehensive approach is considered which looks at key intervention sites across the town centre, as opposed to a single development site in isolation.

Notwithstanding this, given that the Masterplan, once adopted, will be applicable for the next 20 years, it is important to build flexibility into the Masterplan and that potential development sites and/or indicative blocks as illustrated can flex to suit market demand and needs.



06 — TOWN CENTRE SPATIAL FRAMEWORK: DEVELOPMENT PRINCIPLES

Development Principle 1 Economic Future & Land Use

A Wide & Diverse Range of Uses

A wide range of potential uses have been earmarked for the town centre. This has been considered in the context of up to date market-knowledge, as set out in previous sections, as to what could be potentially viable in the more immediate term.

Retail

Bury is the main shopping centre for the Borough and attracts visitors from a wide catchment area. Retail will continue to be an important sector within the town centre and this will be bolstered by the revitalisation of the Market and the new Flexi-Hall, as well as the diversification of some parts of the town to other uses to support the existing retailers and increase footfall.

Housing

A range of housing typologies and tenures are proposed to be accommodated within Bury town centre, providing much needed new homes for families, young professionals, first time buyers, students and older people.

This will help to meet local housing need as well as bolster the vibrancy of the town centre. It is also in line with planning policy at local, sub-regional and national levels, which seeks to diversify town centres and include a suitable mix of uses (including housing).

New residential development will also play an important role in bringing more people into the town centre and increasing footfall at all times of day and into the evening which in turn, ensures the vitality and vibrancy of centres.



Commercial Office

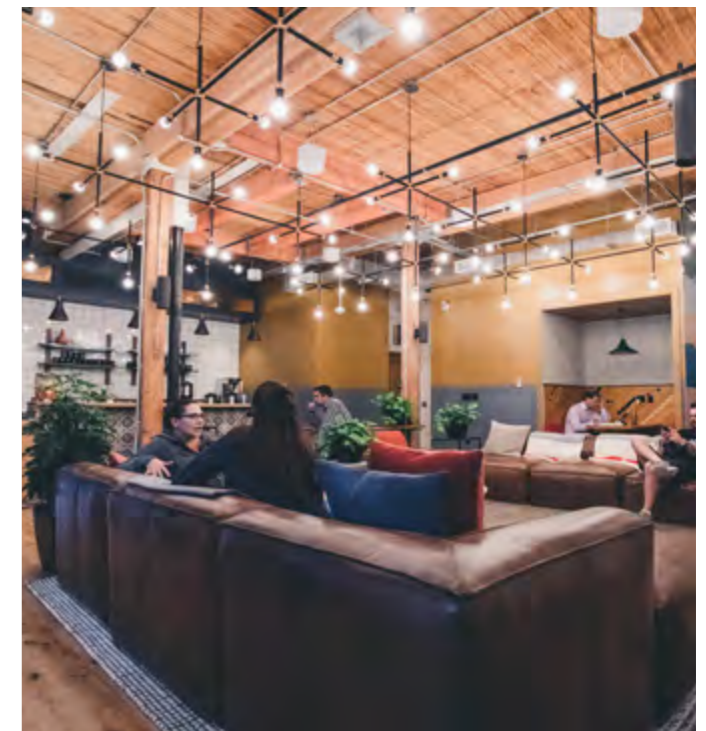
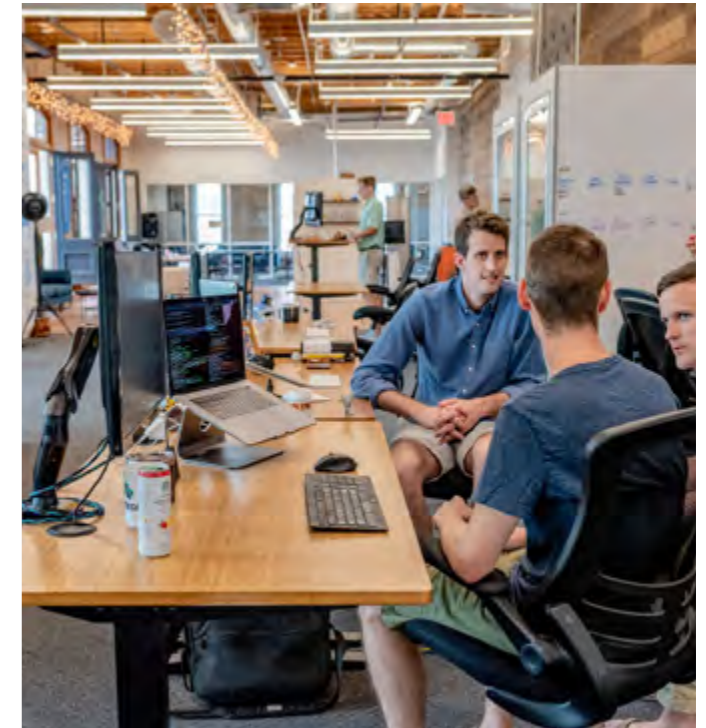
Since the COVID-19 pandemic, there have been questions raised as to the appetite for new commercial office space, with some companies implementing work from home policies/ home working as a preferred solution to their workspace model.

Notwithstanding this, office occupier sentiment has confirmed that broadly companies are seeking a hybrid working model moving forward, providing greater flexibility for their staff, but equally the importance of ensuring high quality collaboration space and the opportunity for meaningful employee connection when considering future office space requirements.

These changes have meant that a hybrid workplace which balances the in-office and virtual employee experiences, a focus on collaboration, and an emphasis placed on the creation of differentiated, more occupier-specific workspaces are key considerations.

The Masterplan therefore seeks to encourage new Grade A, high quality office provision in Bury town centre, provided that this is delivered as part of wider environmental and amenity enhancements within the town centre. Accessibility to key transport links and/ or car parking provision will also be important.

There is a real 'flight to quality' meaning that in order to attract new occupiers, there is also an expectation that the amenities, services and built environment provided is of a high quality along with the office building itself. This demonstrates the importance of a holistic, place-based approach to development and looking at the town centre comprehensively as opposed to piecemeal new developments.



06 — TOWN CENTRE SPATIAL FRAMEWORK: DEVELOPMENT PRINCIPLES

Development Principle 1 Economic Future & Land Use

A Thriving Evening Economy

Bury Town Centre became the first town in Greater Manchester to gain Purple Flag accreditation - an international accreditation programme that aims to reward those who strive to create safe and thriving locations at night. Going forwards, the Masterplan will need to support and uphold the standards which govern the accreditation.

Encouraging evening and nighttime activities in Bury has the potential to increase economic activity within the centre and provide additional employment opportunities. The expansion of the evening economy would attract more working age visitors to the centre and complement an increase in residential provision. Such uses allow town centres to diversify and help develop their unique brand and offer services beyond retail.

Supporting Growth Sectors & Innovation

Over £9 million is set to be invested into a new Health, Innovation and STEM Centre at Bury College. This specialist facility will provide tuition and training for young people wishing to pursue a career in healthcare and digital technologies. This will attract new students from within and outside the Borough and position Bury College as an institution that equips its young people with the skills required for professional careers in high-demand sectors.

The Masterplan seeks to build upon this and encourage further growth in terms of education and skills, particularly in these sectors.

Improving Health & Wellbeing

New, affordable, low-carbon housing in the town centre will improve health and wellbeing of Bury's population and is recognised as key ambition of Bury Housing Strategy 2021. In conjunction with improved leisure, greenspace, public realm, community facilities, this will help create 15-minute neighbourhoods, thus promoting sustainability and accessibility to public services.

Additionally, the Masterplan has suggested three potential locations for a new leisure centre within the town centre. This will provide Bury's residents with accessible, state-of-the-art health and fitness facilities, including a new swimming pool. This will be complemented by the additional accessible green spaces and improvements to the public realm, notably at the Western Gateway in which a permeable green corridor is proposed.

Improving the transport infrastructure (including walking and cycling network) will be critical to improving mobility in and around the town centre to encourage sustainable forms of transport and promote health and wellbeing.

The Bury Food Strategy (2020-2025) outlines a new emphasis on reducing the town centres' high density of hot food takeaways and promoting Bury market for its healthier food offering. This will be aided by the £20 million Bury recently secured through the Levelling Up Fund.

A Business Improvement District (BID)

The Bury Town Centre Management Board are in the process of developing a Business Improvement District (BID) proposal for Bury Town Centre. A BID Business Plan has been developed and will be subject to a confidential ballot in March 2022. The benefits which a Bury BID would bring to the town centre include:

- Helping to enhance and promote the town centre to visitors, residents and investors by generating additional resources to support activity that would otherwise not be delivered and which would work alongside the Council's own investment in the regeneration programme.
- Helping to deliver key Council ambitions, such as those expressed through the 'Let's Do It' Strategy and the emerging Bury Town Centre Masterplan.
- The establishment of a Town Centre Management function, including a BID Manager and associated staff to provide an onsite resource for businesses and town centre users.
- Enabling formal partnership working between stakeholders in the BID area to support the more effective use of these additional resources.



Upskilling (& Reskilling) The Local Community

The Masterplan represents an opportunity to address existing inequalities through the diversification of Bury's town centre. Employment opportunities will be created through the planned expansion (Phase 2) of Chamberhall Business Park and the repurposing of existing low quality retail space, a high percentage of which is vacant.

Shifting away from traditional retail towards food and beverage, serviced offices and leisure will also create a more balanced employment profile, a diverse economy and attract more people to the town centre and retain them once they've arrived.

Creative businesses will also be encouraged to remain through embracing the principles of a Creative Improvement District (CID). This will support the provision of new spaces (and repurposing vacant units) which are rented out at reasonable rates and are sustainable over the longer term.



➤ 06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES



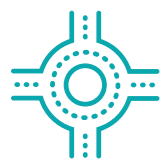
Development Principle 2
**Connectivity,
Movement &
Infrastructure**

06 — TOWN CENTRE SPATIAL FRAMEWORK: DEVELOPMENT PRINCIPLES

Development Principle 2 Connectivity, Movement & Infrastructure

The Masterplan seeks to restore permeability across the town centre, provide wider access to more sustainable and healthy ways to travel, and create a safer, more inclusive and vibrant town centre, where people want to be. It strives to improve connectivity between the town centre and surrounding communities, creating walkable/cycle friendly neighbourhoods that provide local access to all necessary goods, services and facilities and provide opportunities for employment, access to education and health care.

The connectivity concept is underpinned by the wider ambitions set out at the Greater Manchester and borough level²³ through the following key interventions²³:



01. Capitalising on a redeveloped Interchange



04. Creating mobility hubs



02. Facilitating more welcoming and greener streets



05. Rationalising and consolidating surface car parking



03. Encouraging active travel by foot and by bicycle














05. Improving connectivity to the river and the north

²³ Greater Manchester 2040 Transport Strategy Local Implementation Plan (LIP) (TfGM and Bury Council 2021)

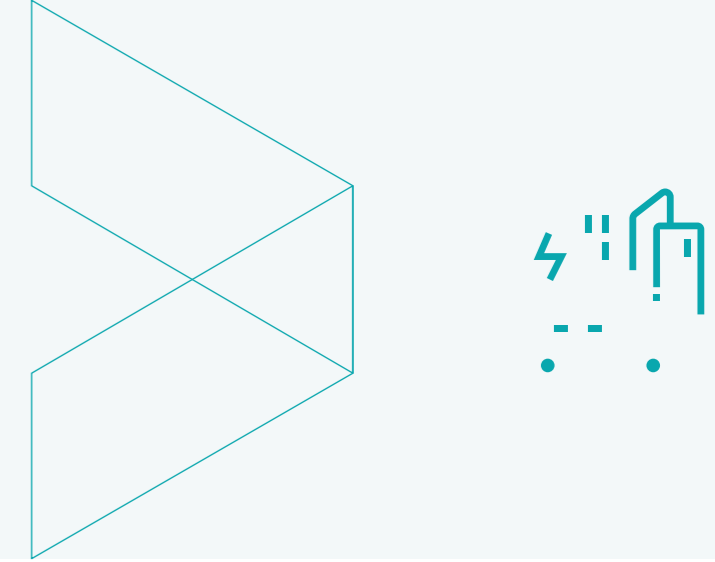


CONNECTIVITY KEY PLAN

-  Key Priority Junctions
-  Healthy Streets
-  Bury Interchange
-  Primary Routes
-  Active Travel Junctions
-  Manchester Bee Way (including future routes)
-  Key Public Spaces
-  Green Streets
-  Bolton Street Station
-  Mobility & Transport Hub
-  East Lancashire Railway

06 — TOWN CENTRE SPATIAL FRAMEWORK: DEVELOPMENT PRINCIPLES

Development Principle 2 Connectivity, Movement & Infrastructure



01. Capitalising on a Redeveloped Interchange

The redevelopment of Bury Interchange is a priority project²⁴; as a key town centre gateway, anchor and transport hub, the redevelopment of the interchange is a vital part of supporting future movement in to and around the town centre, together with the anticipated growth in population and footfall.

The following objectives set out the key aims of the proposed redevelopment of the Interchange:

➤ 1. Carbon Neutral

To deliver an interchange that minimises embodied carbon in construction and is carbon neutral in operation, in line with local and national targets;

➤ 2. Operability

To deliver a safe, operationally resilient interchange with sufficient capacity to be able to accommodate future services over the lifespan of the facility;

➤ 3. Regeneration and Economic Growth

To deliver a transport facility that contributes to regeneration and economic growth in Bury town centre, including facilitation of commercial development opportunities;

➤ 4. Town Centre Integration

To improve visibility and strengthen the connections between Bury Interchange and key town centre locations which include but are not limited to: Union Square and Pyramid Park (to the south); Bury College (to the south); the Cultural Quarter (to the west); Bury Market (to the east); Mill Gate Shopping Centre (to the north-west); and the Rock (to the north); and

➤ 5. User Experience and Sustainable Travel Behaviour

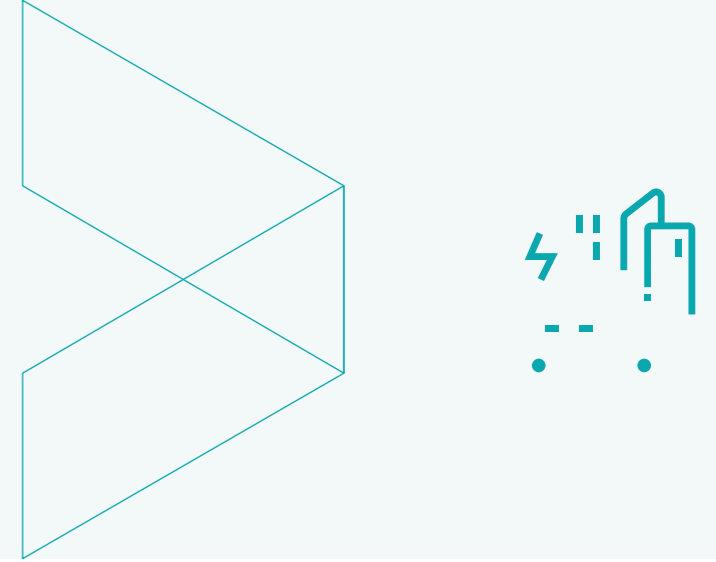
To facilitate an increase in sustainable travel choices to, from and around Bury in line with Greater Manchester's 2040 Transport Strategy Right Mix targets and provide a customer focussed facility which addresses the Network Principles as defined in the Greater Manchester Transport Strategy 2040.



²⁴Greater Manchester Transport Strategy 2040: Delivery Plan and The Greater Manchester Infrastructure Programme

06 — TOWN CENTRE SPATIAL FRAMEWORK: DEVELOPMENT PRINCIPLES

Development Principle 2 Connectivity, Movement & Infrastructure



02. Facilitating More Welcoming and Greener Streets

‘Streets for All’ is Greater Manchester’s new mechanism for creating a people centred approach to the design and management of streets which supports a place-based agenda as well as achieving the ambition to increase travel by walking, cycling and public transport.

The aim is to facilitate more welcoming and greener streets which enable people to incorporate more physical activity into their daily lives which have clean air, are safe and secure for everyone, provide good access to public transport, and are accessible for those with mobility impairments.



In response, the Masterplan has adopted the Streets for All definitions of Green Streets and Healthy Streets as follows:

GREEN STREETS DEFINITION:

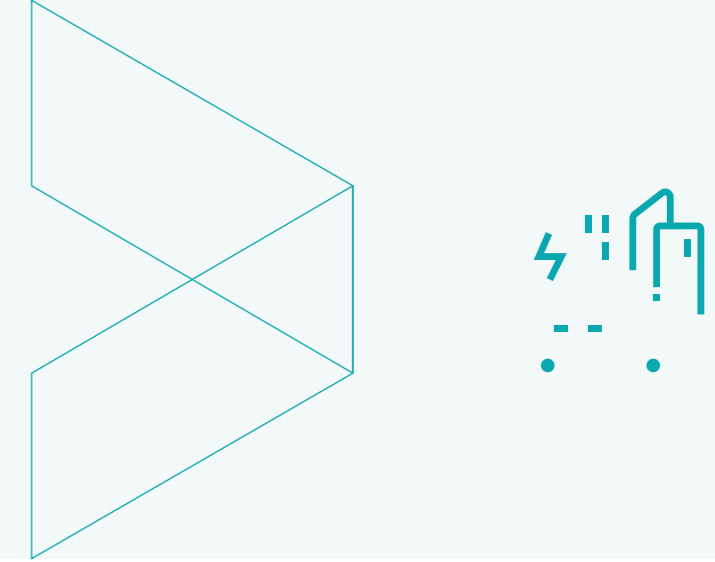
‘Green Streets are attractive to people, rather than vehicles, and encouraging walking and cycling’

HEALTHY STREETS DEFINITION:

‘Healthy Streets aid wayfinding and promote active travel, connecting together a series of linked key public spaces which encourage people to dwell and explore the town centre’.

06 — TOWN CENTRE SPATIAL FRAMEWORK: DEVELOPMENT PRINCIPLES

Development Principle 2 Connectivity, Movement & Infrastructure



02. Facilitating More Welcoming and Greener Streets

Greener Streets

The Masterplan proposes the creation of 'Green Streets' which adopt the following key principles:

- Focusing primary vehicle traffic to the north along **primary routes** and highlighting gateways into the town centre through the creation of key **priority junctions**;
- Reduction and reallocation of current carriageway space creating **green streets** which slow vehicle speeds, reduce visual dominance of the road and encourage cycling, walking and public transport use (rather than private vehicles);
- The introduction of new **street trees** located at regular intervals along the length of the route creating a boulevard feel, which raises environmental quality and provides opportunities to incorporate Sustainable Urban Drainage Systems (SUDS);
- Creating new direct **at-grade crossings** at key locations, which replace existing subways, help to improve safety and improve connectivity to surrounding communities; and
- Improving the **quality of the public realm** and **minimise street clutter** by rationalising signage, barriers and lighting to provide a legible and spacious streetscape.



Greening the Streets with street trees and improved public realm

Healthy Streets

The scale of change envisaged for the town centre provides a unique opportunity to upgrade the public realm of key streets throughout the town centre and form a network of **healthy streets** that connect key destinations and aid visual legibility. These 'healthy streets' could:

- Focus street design on moving people rather than traffic and giving priority to pedestrians and cyclists at junctions;
- Maximise street tree planting, which will provide environmental benefits and strengthen the character of these important routes;
- Improve the quality of paving materials where necessary and in key locations the carriageway;
- Provide places to rest and spend time, which will increase dwell time and encourage wider uses of the street— such as play, performance and café-spill out;
- Promote travel by walking, cycling and public transport through potential reconfiguration of the street and public realm enhancements; and
- Undertake further work to understand the potential to restrict / limit the movement of private vehicles.
- Re-introduce historical street patterns where feasible.



Healthy Streets to promote walking and cycling

06 — TOWN CENTRE SPATIAL FRAMEWORK: DEVELOPMENT PRINCIPLES

Development Principle 2 Connectivity, Movement & Infrastructure

03. Encouraging Active Travel by Foot and By Bicycle

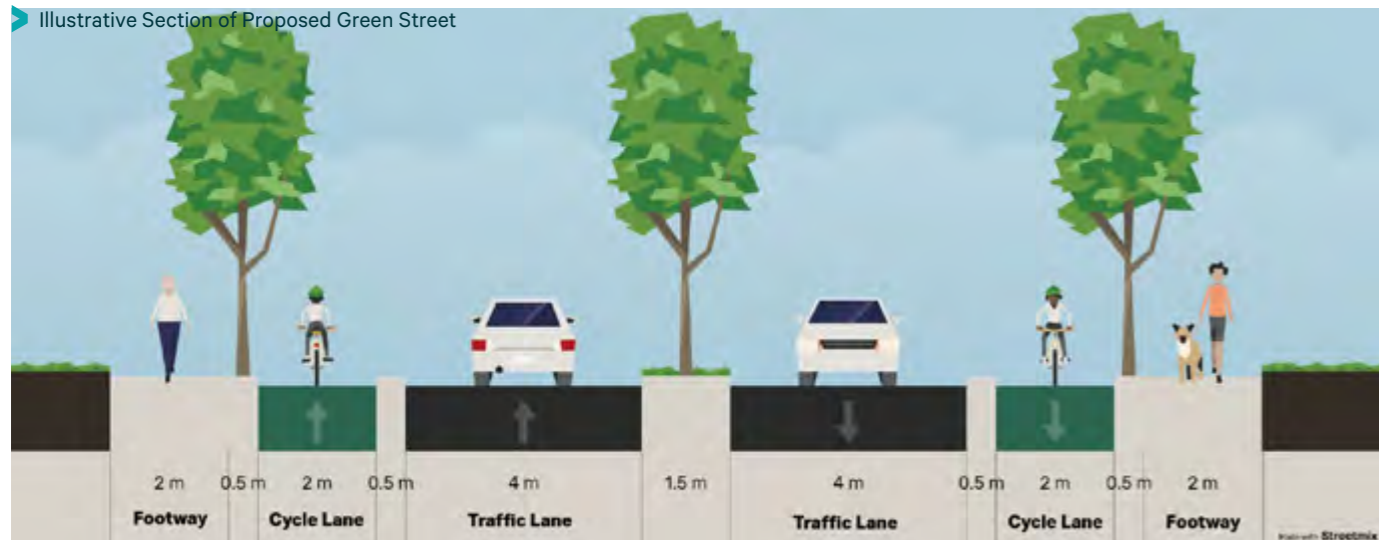
Building upon the proposals for 'Green Streets' and capitalising on the planned upgrades associated with the Manchester Bee Network, it is envisaged that a series of **active travel junction** improvements could be made at key locations, promoting travel by foot and by bike.

To make cycling a convenient and attractive travel choice, it is important that cycle parking is well provided across the town centre. The envisaged scale of new development and public realm interventions provide opportunities to provide cycle parking in convenient locations that make it easier to travel by bike. This could take the form of establishing cycle

hubs at key destinations (which offer safe, secure and covered cycle parking) (including as part of larger mobility hubs), and integrating well designed, overlooked and secure cycle parking facilities on key streets and public spaces.

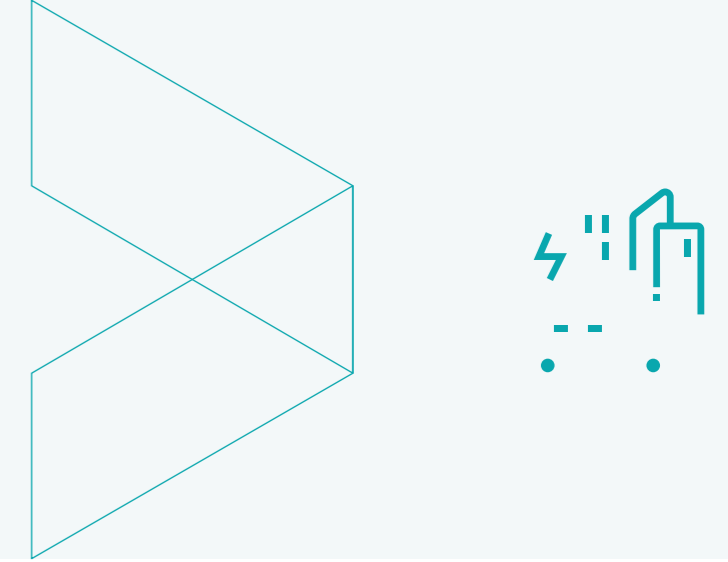
It is equally important to encourage active travel by foot, utilising wayfinding, landmarks and views that can aid navigation. The implementation of active frontages and improved lighting can improve perceptions of safety and as such would become important features of the town centre.

Illustrative Section of Proposed Green Street



06 — TOWN CENTRE SPATIAL FRAMEWORK: DEVELOPMENT PRINCIPLES

Development Principle 2 Connectivity, Movement & Infrastructure



04. Creating New Mobility Hubs

There are opportunities to provide a series of new mobility hubs across the town centre which will further increase travel choices and promote active travel. As highly visible, safe and accessible spaces, mobility hubs provide opportunity to:

1. Provide secure cycle/e-bike parking and repair points;
2. Incorporate EV charging points to support the uptake in electric vehicles needed to meet local and GM carbon and clean air targets;
3. Promote shared travel by incorporating car clubs and cycle share schemes;
4. Provide cycle and e-scooter hire; and
5. Provide digital public transport information, ticketing and wayfinding.
6. The accompanying Masterplan indicates the location of potential new mobility hubs which could be provided across the town centre in easily accessible locations to maximise usage. They could also be combined with multi-storey car parking solutions, which would promote active frontages at a ground floor level.



05. Rationalising and Consolidating Surface Car Parking

As set out within the Greater Manchester Transport Strategy 2040, there are ambitions that by 2040, 50% of all journeys in Greater Manchester will be made by walking, cycling and public transport. With this in mind, there are opportunities to rationalise the current level of surface car parking across the town centre and better utilise the space, enabling the development of new uses which will help to increase economic vitality and improve the urban environment.

The accompanying Masterplan identifies opportunities to consolidate car parking within the town centre, introduce new development and the potential to provide new multi-storey car parking solutions (which include integrated mobility hubs) to intensify parking in key locations. Initially a detailed parking strategy will need to be undertaken to review the current level of provision and determine future needs, to ensure appropriate provision in the right location which will support economic and community needs.

Careful consideration will be given to the car parking strategy for the town centre as well as delivery and phasing of any existing surface car parking sites. If required, new car parking will be provided (on either a temporary or potentially more permanent basis) to enable these sites to come forward for redevelopment.

06. Improving Connectivity to the River and the North

Capitalising on the proximity to the waterfront, there are opportunities to significantly improve connectivity between the town centre and the River Irwell. This will encourage visitors' northwards to explore important assets such as the Irwell Sculpture Trail, National Cycle Route (6) and Burr's Country Park and encourage residents from the north of the borough to walk or cycle into the town centre. This could be achieved by:

1. The implementation of the planned Bee way Route from Bolton Street to Castlecroft Road which will make it easy, safe and attractive to travel on foot or by bike;
2. Ensuring that development at Chamberhall incorporates clear and attractive links to the River Irwell, and helps to ensure safety by orientating new development to overlook the route; and
3. Enhancing the riverside route to increase the attractiveness of the route (including perceived safety) through the management of existing vegetation and the introduction of new lighting and wayfinding to promote the route.
4. Improved connections to the north will not only encourage visitors northwards, but it will also allow residents who live in the north of borough and work in the town centre to walk or cycle rather than use the private car.
5. Further transport and parking related studies will need to be undertaken in consultation with key stakeholders prior to interventions being taken forward in more detail. This will ensure that as designs and strategies are developed, potential impacts on traffic, operators and users is fully understood.

➤ 06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES



Development Principle 3

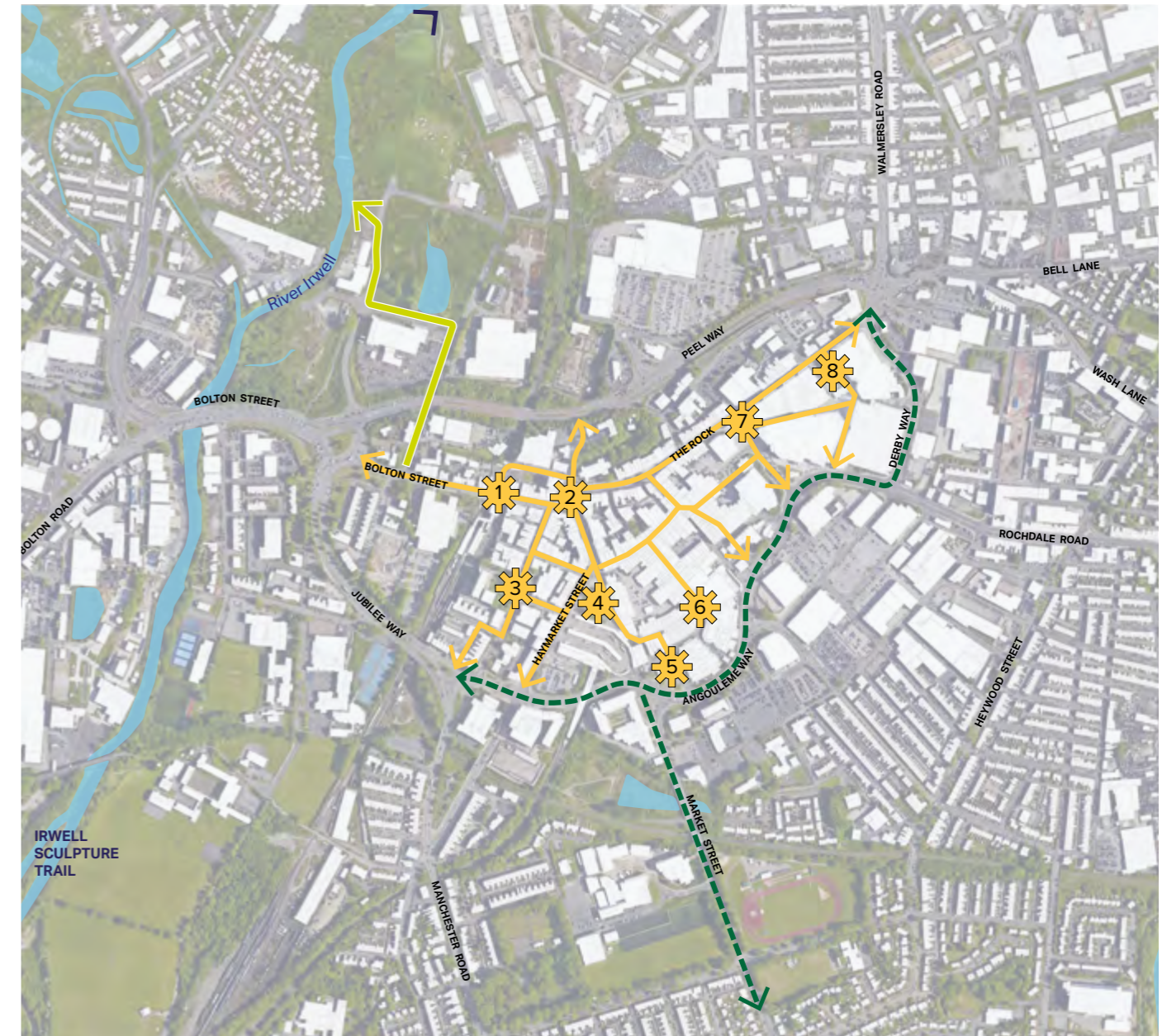
Public Realm, Placemaking & The Environment

06 — TOWN CENTRE SPATIAL FRAMEWORK: DEVELOPMENT PRINCIPLES

Development Principle 3 Public Realm, Placemaking & The Environment

A high-quality public environment can have a significant positive impact on the economic life of a town centre, with the presence of good parks, squares, gardens and other public spaces being a vital component in attracting businesses, investment, employees and visitors. Access to good-quality, well-maintained public spaces can help to improve our physical and mental wellbeing, as well as providing a wealth of other environmental benefits.

A key aim of the Masterplan is to ensure that new development and public realm interventions create successful public spaces which are attractive, inclusive, easy to navigate and safe will help to increase footfall and encourage people to explore, rest and interact with the town centre.



**PUBLIC REALM
KEY PLAN**

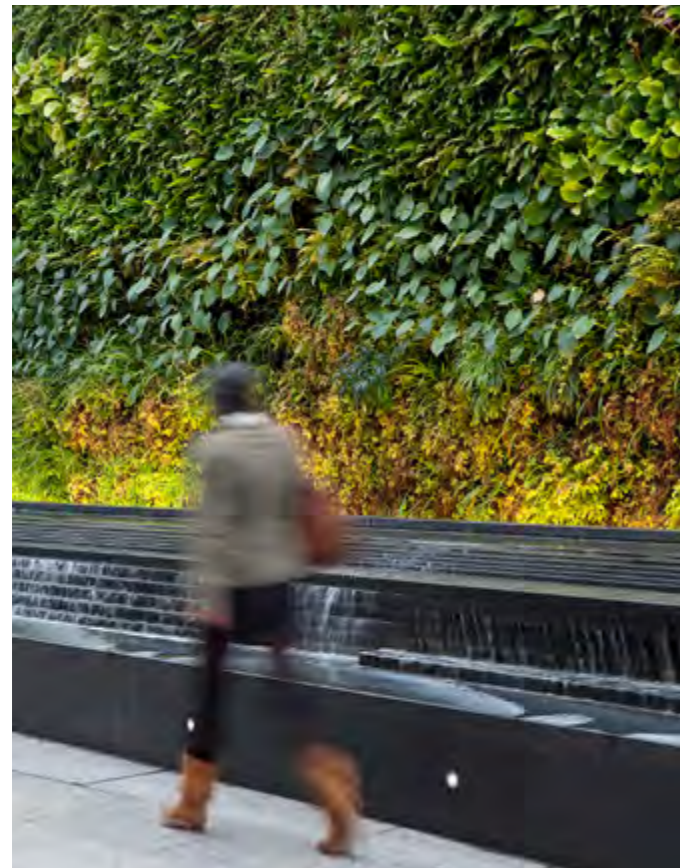
- Improved pedestrian / cycle links to the River Irwell
- Green Streets
- Healthy Streets
- Waterbodies
- Station Square
- Market Place
- Library & Gallipoli Gardens
- Kay Gardens
- Market Gardens
- Market Square
- Central Square
- St John's Square & Gardens

06 — TOWN CENTRE SPATIAL FRAMEWORK: DEVELOPMENT PRINCIPLES

Development Principle 3 Public Realm, Placemaking & The Environment

Greening the Town Centre & Achieving Net Zero Carbon

Plants, trees and green spaces have a significant impact on the public realm and its visual amenity which will help to strengthen the character of place and make the town centre a better place to live, work and invest. In addition, these green features can also play a pivotal role in improving air quality, reducing the risk of flooding, provide natural shading and also improving biodiversity and contributing to net zero carbon targets. There are limited opportunities for the creation of significant green spaces, and therefore the Masterplan should look to:



1. Maximise street tree planting in streets and public spaces, to create an urban green network throughout the town centre;
2. Utilise native planting palettes and trees which provide a good mix of heights and species, with dense cover, attractive flowers and a range of berries and seeds to maximise biodiversity benefits;
3. Introduce green roofs and walls into the design of new developments and public realm interventions;
4. Explore opportunities to introduce parklets into key streets, which will provide temporary green oases for people to sit, relax and enjoy the town centre;
5. Incorporate raised planters into the design of the streetscape to reduce the visual impact of parked cars, direct pedestrian movement and incorporate integrated seating; and
6. Explore innovative ways to incorporate Sustainable Urban Drainage Systems (SUDS) into the design of streets and public spaces, which can help to manage, capture and treat surface water, whilst also enhancing biodiversity. Strategies could include the use of permeable paving to on street parking areas and public spaces, incorporation of rain gardens into public spaces, filters strips and bio-retention systems.

Creating a High-Quality Network of Public Spaces

A key priority for the Masterplan will be to create a high quality network of public spaces around the town centre which encourage people to stop moving and spend time there, whether it be meeting people, being entertained, alfresco dining, or simply watching the world go by. In this respect, the design and enhancement of public spaces should look to:

1. Provide a comfortable level of enclosure, through consideration of the scale and height of surrounding buildings;
2. Be cognisant of the sun path, to ensure that seating areas are sited in locations to maximise the amount of sunlight and warmth within the spaces;
3. Frame key views through the siting of street trees and the design of the space to afford people the best all round views and encourage onward exploration;
4. Incorporate street furniture that is coordinated, beautiful and functional both in terms of accessibility, usability, comfort and maintenance;
5. Incorporate design elements which will appeal to a diverse range of people and ages;
6. Futureproof the design of the public realm, being mindful of the robustness of materials / furniture that are selected and ensure that elements can be easily replaced / repaired when required; and
7. Incorporate measures to reduce the visual impact of service yards from pedestrian areas.

Good streets and spaces not only look good but are also inclusive and make the people using them feel safe. Feeling safe and secure in a social public space can play a large role in an individual's ability to function and feel good in that locality. In order to achieve this, the layout of new development and design of the public realm must ensure that:

1. Streets and spaces are overlooked by the fronts of buildings so that there are 'eyes on the street' and people in the public realm feel safe;
2. Clear sight lines along streets, where views through spaces unfold as pedestrians walk along, so that people can see what lies ahead of them;
3. Where appropriate, vehicle speeds are kept low to provide a safer place for pedestrians and cyclists;
4. Streets and spaces are free of clutter that makes access difficult;
5. Changes in level are carefully designed to provide access for all; and
6. Good management and maintenance of trees and vegetation.

A public realm design guide should be developed which provides greater detail on the design of streets and public spaces within the town centre including guidance on acceptable material palettes, street furniture and planting to help ensure a coordinated and legible approach to the design of public spaces.

➤ 06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES



Development Principle 4

Cultural Heritage & Tourism

06 — TOWN CENTRE SPATIAL FRAMEWORK: DEVELOPMENT PRINCIPLES

Development Principle 4 Cultural Heritage & Tourism



Bury's intrinsic heritage should be celebrated, creating places that are **'Distinctively Bury'** - ensuring that the character of the town is preserved and promoting a strong identity which sets it apart from its competitors.



Celebrate the Historic Environment

The Masterplan should ensure that interventions respond sensitively to Bury's historic environment, particularly the Town Centre Conservation Area and explore opportunities to:

1. Incorporate lighting which highlights key architectural features and emphasises the importance of key destinations;
2. Integrate information on Bury's history into the design of the public realm and public art;
3. Develop a coordinated palette of high-quality materials and street furniture which will help to create a distinct identity that reflects the importance of the historic environment; and
4. Rationalise and coordinate the location of street furniture (including signage, cycle stands, railings, bollards, lighting, planters, litter bins and benches) to minimise street clutter and preserve important views and desire lines.

Engender Excellence in the Evening and Night-Time Economy

As set out within the Bury Town Centre Evening and Night-time Economy Strategy and Action Plan (2017), a successful evening and night-time economy will enhance Bury Town Centre, helping to create a stimulating destination which will provide a safe, secure environment, with a vibrant choice and rich mix of entertainment and activity. There are ambitions that the offer will change seamlessly throughout the evening, appealing to a range of age groups, including families, and will be accessible to all, whilst protecting the quality of life for residents and the interests of other businesses.

Significant work has already been undertaken to achieve these aims, and in 2015 Bury Town Centre became the first town in Greater Manchester to gain Purple Flag accreditation - an international accreditation programme that aims to reward those who strive to create safe and thriving locations at night. Going forwards, the Masterplan will need to support and uphold the standards which govern the accreditation. This should include:

1. Ensuring that streets and public spaces are well overlooked and incorporate active frontage to increase passive surveillance and help to reduce crime and anti-social behaviour;

2. Providing lighting improvements across the town centre with particular consideration giving to public spaces and 'healthy streets' to help ensure that people feel safe in the town centre in the evening and at night, and support active travel choices;
3. Investigate the option to light key public spaces / buildings and trees across the town centre in order to enhance the overall appearance and ambience, whilst adding an additional sense of security
4. Designing streets and public spaces which contain a blend of overlapping activities which encourage people to mingle and enjoy the place, including the provision of alfresco dining spaces, and pop up venues providing animation and vibrancy throughout the day and evening; and
5. Capitalising on the proposed introduction of new town centre residential uses which will help to increase footfall and ensure that the town centre is busy with people beyond normal shopping hours, whilst also supporting opportunities for additional leisure, food and beverage uses.

06 — TOWN CENTRE SPATIAL FRAMEWORK: DEVELOPMENT PRINCIPLES

Development Principle 4 Cultural Heritage & Tourism



Promote Bury's Cultural Assets

Bury benefits from a rich cultural heritage and encompasses a diverse range of cultural and creative assets, organisations and events. Building on the successes of Bury Town of Culture 2021, there are opportunities to strengthen and further promote the town centre as a place to explore, reflect on and enjoy by:

1. Maintaining and promoting a diverse and exciting annual programme of cultural events, including those coming forward as part of the Cultural Improvement District (CID) Framework, which will help to publicise Bury's assets to a broader audience and engender civic pride;
2. Exploring the potential to link together key assets across the town centre through the establishment of a culture trail which in addition to physical signposting, could also explore the opportunities for digital gamification which could appeal to a more diverse audience;
3. Developing and implementing a public arts strategy, which will showcase and foster the talents of the creative community of Bury and also help to create and attractive and animated streetscape;
4. Ensuring that new development and public realm interventions across the town centre incorporate well designed public spaces which can accommodate public events and festivals, encouraging community interaction and increasing activity, which will help to increase footfall, fuel economic growth;
5. Developing and implementing a comprehensive wayfinding strategy across the town centre which unifies the approach to signage and mapping which will help users to orient themselves, promote key destinations, encourage exploration of the town centre by walking and cycling. Opportunities to integrate digital technology such as mobile phone applications, digital displays and Radio Frequency Identification (RFID) should also be explored and integrated into the wayfinding strategy; and
6. Exploring the opportunity to enable temporary re-use of vacant retail and commercial spaces to provide affordable spaces for new creative and community uses to start up and reanimate the streetscene, whilst a permanent use is secured.



Promoting Bury's Cultural Quarter

It is proposed to create a new Station Square, off Bolton Street, which will create a new focus for the town centre's cultural quarter. This will encourage visitors to explore Bury's cultural assets, such as the ELR and the Armoury, and stay for longer. More details on this proposal are outlined in [Section 07, Zone C – Cultural Quarter](#).

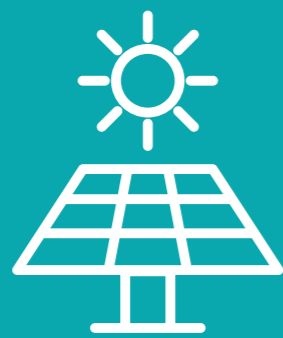
As well as a mix of uses including new high density residential uses, quality food and beverage establishments and cultural / leisure uses there is also the potential for a new 'Museum on the High Street' which could showcase Bury's heritage.

There are opportunities to utilise the significant number of public spaces to create a new culture trail, which celebrates Bury's cultural history and promotes the wealth of its visitor attractions. This could include:

1. The establishment and promotion of an annual cultural events programme;
2. Street entertainment and the promotion of alfresco dining in our key streets and spaces to provide animation and vibrancy;
3. Pop-up food markets and craft fairs for independent local retailers;
4. The temporary re-use of empty retail and commercial spaces to provide affordable spaces for pop-up art galleries and leisure activities to start up and create life and activity pending the permanent redevelopment of premises.
5. Exciting art and sculptural installations within the public realm; and
6. Digital gamification through the creation of a bespoke cultural app, which could be used to assist with wayfinding and promote cultural assets.



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Development Principle 5
**Climate Change
& Sustainability**

06 — TOWN CENTRE SPATIAL FRAMEWORK: DEVELOPMENT PRINCIPLES

Development Principle 5 Climate Change and Sustainability

Bury Council declared a climate emergency in July 2019 and have stated an aspiration to become carbon neutral by 2038. This target presents a major challenge, but it represents an ambitious approach to protecting residents from the danger and disruption posed.

The Council subsequently prepared Bury's Climate Action Strategy and an adjoining Action Plan to clean the air, protect the environment, and care for the health and wellbeing of local communities. This outlines the necessity of recognising the immediate impacts of climate change; fast cuts in carbon to work towards carbon neutrality; and better adaptation to extreme weather patterns. Bury's Climate Action Strategy is designed to be consistent with, and link directly to, the GMCA's 5 Year Environment Plan for Greater Manchester which lays out how the wider city region will progress to carbon neutrality by 2038.

This Masterplan seeks to further entrench these aims within the regeneration of Bury town centre, ensuring that it promotes sustainability and reductions in carbon.

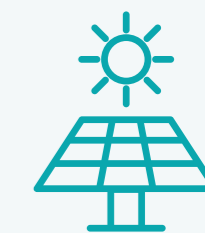
In short, Bury Council has made a commitment to be carbon neutral by 2038, and at a regional level, Greater Manchester has made a commitment to carbon neutrality by 2038. In order to achieve these targets, local, regional and national policies and plans need to be developed and implemented. This includes this Masterplan, which must contribute towards carbon neutral goals and ensure climate resilience.



Greening the Streets

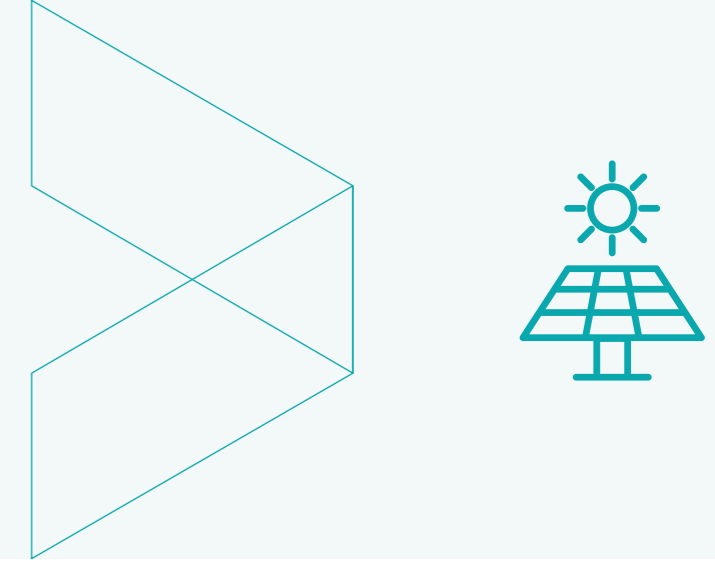
This could include measures to repurpose and reclaim parts of the town centre currently given over to private cars for nature as private car ownership declines and people shift towards more sustainable and active modes. Areas of the town centre once reserved for parking could be down-scaled to tree-lined avenues. Likewise, some spaces could become parks, supporting carbon capture, flood mitigation, cooling and better air quality.

With more space for walking, cycling and outdoor pursuits, the streets of Bury would be transformed into healthy spaces.



06 — TOWN CENTRE SPATIAL FRAMEWORK: DEVELOPMENT PRINCIPLES

Development Principle 5 Climate Change & Sustainability



Facilitating Active Travel

A key aspiration is to reduce reliance on private motor vehicles and to encourage a modal shift toward active travel (walking and cycling) or sustainable modes of transport including bus, Metrolink and tram-train. The proposed regeneration of Bury Interchange and the integration of the Bee Network will support the progression towards this goal.

In order to encourage more people to choose to walk and cycle when making local journeys, pedestrian connectivity will be enhanced throughout the Masterplan area together with improvements to the public realm. Special attention will be paid to ensuring that routes are safe and secure through the incorporation of additional lighting and better legibility.

In order to minimise the need to the travel and maximise the ability to make trips by sustainable modes of transport, higher density development will be directed to the most accessible and sustainable locations within the Masterplan area, subject to other policy considerations.



Sustainable Buildings

Proposals to refurbish or re-use existing buildings will be encouraged to reduce energy consumption including through improving the building fabric, lighting and heating and ventilation systems and to ensure that technology is used effectively to analyse and manage the operational performance of the buildings, subject to other policy considerations including heritage interests.

Proposals for new buildings within the Masterplan area should seek to incorporate a high-performance envelope to minimise heat loss/ gain, maximise the use of natural and use low energy lighting systems, and use low temperature heating and cooling systems based on heat pumps where practicable. In developing new buildings and infrastructure elements, the commissioning of whole life carbon assessments will be encouraged.



Renewable and Low Carbon Energy

Energy networks will have an important role to play in enhancing energy efficiency. They are especially effective at providing heat for developments with high demand (e.g. leisure facilities, office space and high density residential) together with existing buildings that may not be suitable for retrofit with heat pump systems. Opportunities to deploy phased energy networks in clusters (including the potential for decentralised energy) should be fully investigated and implemented subject to further feasibility and viability. Additionally, future development proposals should consider the potential to incorporate decentralised energy.

The use of renewable zero carbon technologies, such as solar PV and heat pumps will be embraced. All new development should aim to incorporate appropriate zero/ low carbon measures to offset energy requirements. Opportunities to enhance the electric vehicle charging infrastructure in suitable locations throughout the Masterplan area will be supported, having regard to existing provision in the local area.



Promotion of SuDs

The design and integration of SuDS will be a key component in managing water across the area. Development in the Masterplan area should look to incorporate both soft and hard-engineered features, which respond at various scales and include controls, such as small scale rain gardens, swales, mini wetlands and underground storage, in addition to source control measures such as green roofs and bioretention systems. The development should also look to promote the use of permeable surfacing within the public realm and parking areas.

Biodiversity Enhancements

Opportunities to improve biodiversity in the town centre should be prioritised. This should include:

- Utilising native planting palettes and trees;
- Combining opportunities to provide SuDS and create rich new habitats;
- Creating wildlife pathways and linking green spaces;
- Providing wildflower meadow borders;
- Installing bat and bird boxes; and
- Utilising green roofs where possible.

➤ 06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES



Development Principle 6
**People, Community
& Tackling
Inequality**

06 — TOWN CENTRE SPATIAL FRAMEWORK: DEVELOPMENT PRINCIPLES

Development Principle 6 People, Community & Tackling Inequality

More and more people are choosing Bury town centre as a place to **live, work and visit**. It is essential to ensure that both the existing and future community within the town centre, and those communities within the wards which border it, share in the benefits of growth, and that the Masterplan tackles inequality and promotes fairness.



Providing New Homes

The masterplan will include the delivery of high quality homes across a mix of types and tenures designed to meet the need of a wide range of users and are adaptable to change, if required, over time.

Both the existing and changing demographic of the area will be considered in all proposals.

Generating Social Value

The Masterplan seeks to create opportunities for everyone, maximising wider social value and contributing to social inclusion, with the aim of leaving a positive legacy for communities within and surrounding the area.

Engaging stakeholders and communities at the earliest possible stage to design policies, programmes and services, will ensure that any barriers to people participating in that process are removed or reduced.

The Masterplan will seek to deliver initiatives with the local community - not for them, ensuring they are meaningful and inclusive, evolving as community needs change. This could include:

- Providing and prioritising training, employment and business opportunities for Bury residents;
- Raising people most in need out of poverty and reducing inequalities;
- Contributing to protecting and enhancing the natural, built and historic; environments;
- Prudent use of natural resources, the minimisation of waste and pollution, and adapting to a low carbon economy.

06 — TOWN CENTRE SPATIAL FRAMEWORK: DEVELOPMENT PRINCIPLES

Development Principle 6 People, Community & Tackling Inequality



Tackling Inequality

Wherever possible, the Masterplan seeks to integrate with existing communities which surround the area. This includes improving connectivity to ensure that new buildings, places and infrastructure created within the town centre benefit communities adjoining the area.

The Masterplan will also explore opportunities to develop and enhance physical health infrastructure and facilities and educational facilities in the locality to improve health and education outcomes.



The Right Mix

The Masterplan will ensure that the town centre has a successful and vibrant day time and night time economy by providing a rich mix of land uses. This will include retail, commercial uses such as food and drink, restaurants, bars and cafes to create a day and night time economy with a range of venues, including the Flexi-Hall venue.

This would also include new leisure facilities to improve the tourism and hospitality offer which will draw footfall from across the region and beyond.

The health and wellbeing of the community is also important, and opportunities to improve health through high quality health facilities and the design of streets and spaces will be embraced.

This will build upon the existing offering and introduce new elements to improve the offering available for people using the town throughout the week and weekends.



Placemaking

A detailed placemaking strategy for the town centre will be developed in conjunction with the Masterplan which makes the most of Bury's existing culture and heritage assets, particularly around the Cultural Quarter, and seeks to grow and develop a community and destination through targeted activities, interventions, support and promotion.

This will include temporary and 'meanwhile uses' in key locations to activate the area, particularly in early phases of development to activate the area, encourage footfall and generate interest. A 'meanwhile use' is used to describe a diverse range of pop-up cafés, shops and temporary uses of empty property and land.

Well-placed temporary interventions along important site connections will animate key routes and create dwell spaces and opportunities for trails and themed linking spaces. This is developed further within the following sub-sections which describe activities which could take place in each zone.



Improving Connectivity and Accessibility

The Masterplan will enhance existing and create new physical connections within the town centre and between the ten zones, and linkages to surrounding communities.

The Masterplan also seeks to redesign key spaces to ensure clearer paths into the town centre and to improve connectivity across the area.

New and enhanced existing physical connections and any signage/ wayfinding schemes will be fully accessible to a diverse group of people and be designed against crime. This would typically include dementia friendly signage/ hidden disability signage and commonly recognised symbols.

Secure by Design principles shall be integrated as part of future proposals, including provision of Crime Impact Statements and engagement with Greater Manchester Police (GMP) as appropriate.



➤ **07**
**BURY TOWN
CENTRE:
CHARACTER
ZONES**



- The Development Principles presented in Section 05 provide the overarching framework for considering future development within the town centre, informed by the vision and objectives presented in Section 04. The Masterplan area is then defined by ten **‘character zones’**.

A series of options have been developed for each zone to define how development could potentially come forward in the future. These options have been tested by the technical team and a ‘preferred option’ has been identified. Notwithstanding this, for some proposed uses (including mobility hubs for example) a series of potential options has been put forward to seek feedback on.

Together, the preferred options for the ten zones has formed the basis for the development of the Illustrative Masterplan which accompanies this Masterplan and is set out in the following subsections.



➤ **Ten zones** have been identified which define the proposed interventions across Bury town centre and are categorised based on broad character areas, reflective of existing as well as proposed land uses within them.

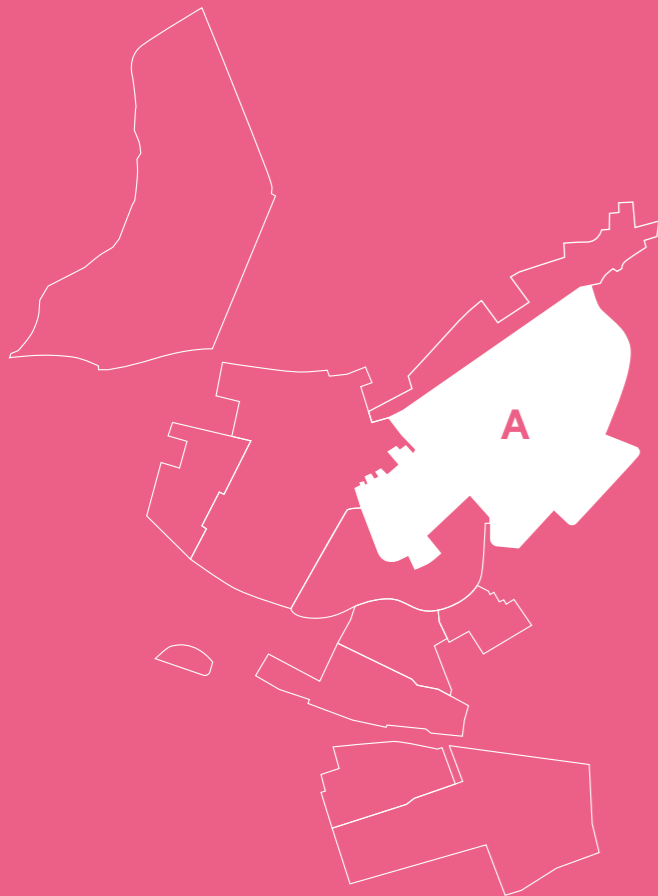
CHARACTER ZONES

- **ZONE A
RETAIL HEART**
Diversifying & consolidating current retail with an emphasis on retail, leisure, health & living.
- **ZONE B
VIBRANT BURY**
Showcasing new gateway created by the Interchange, Flexi Hall & public realm upgrades.
- **ZONE C
CULTURAL QUARTER**
Diversifying & strengthening existing offer and creating new and enhanced public realm.
- **ZONE D
KNOWLEDGE ZONE**
Incorporating the new STEM Centre, encouraging growth of existing Colleges and creating a strong education, research and innovation offer within the town centre.
- **ZONE E
TOWN CENTRE SOUTH**
Consolidation of the existing surface level car park and development of a new Mobility Hub, and/or residential development and potential location for a new wet leisure centre.
- **ZONE F
EASTERN GATEWAY**
New hotel, residential & start-up opportunities incorporating an innovation hub.
- **ZONE G
WESTERN GATEWAY**
New family orientated community within the town centre.
- **ZONE H
SOUTHERN GATEWAY**
Re imagined town centre living & linear park.
- **ZONE I
SPORTS CAMPUS**
Exciting new sports and leisure facilities.
- **ZONE J
CHAMBERHALL**
New employment sites, potentially incorporating makers studios set within attractive landscaped grounds.

➤ 07 — CHARACTER ZONES

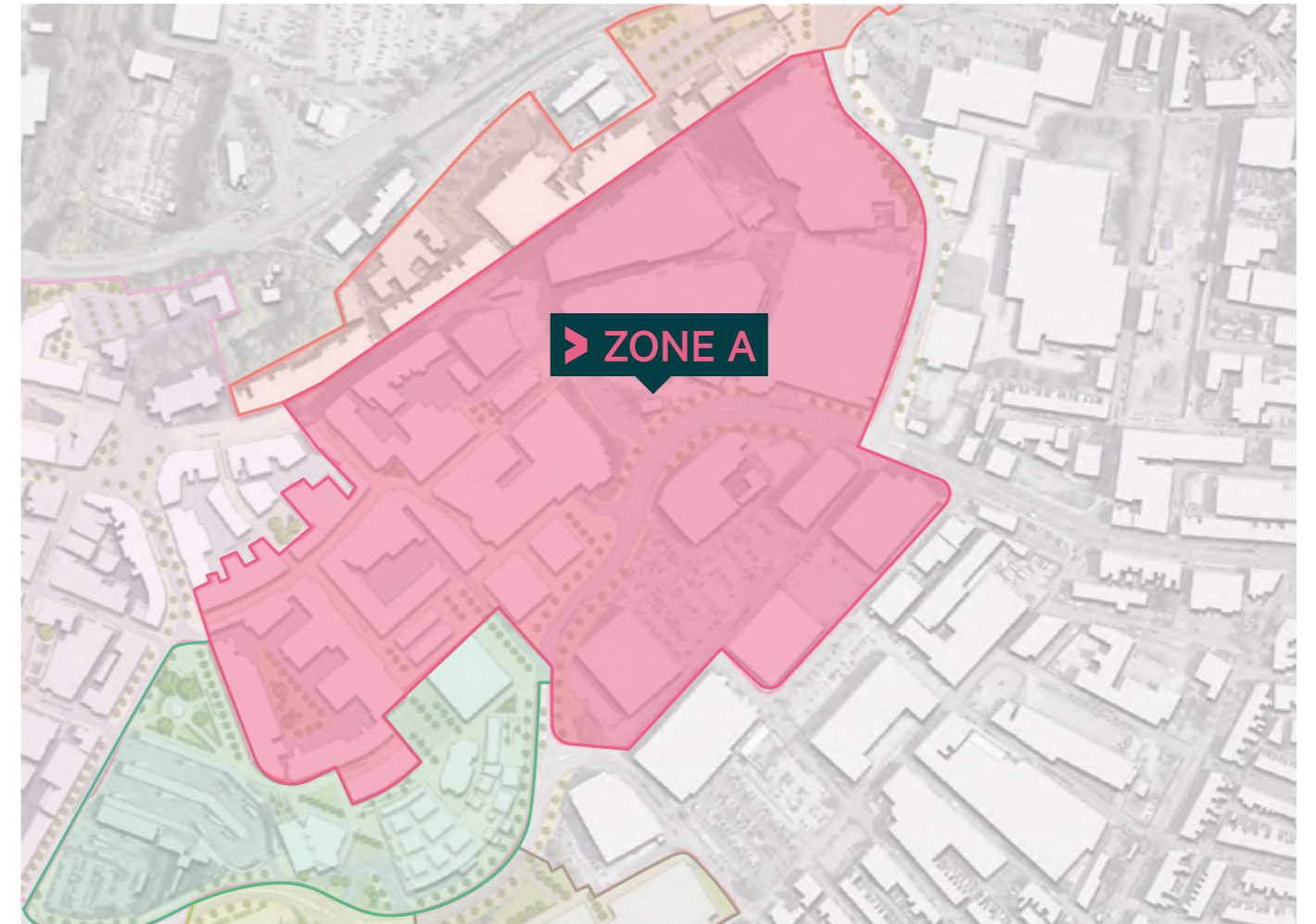
ZONE A RETAIL HEART

Consolidating and diversifying the town centre core through the introduction exciting new leisure uses. Re-imagining The Mill Gate Shopping Centre by restoring some of the original street network whilst retaining some of the core functions and support of the market. The introduction of new homes and services will be designed to create greater footfall in the heart of the town.



Future uses within the Mill Gate may include:

- Retail offer
- New residential
- Serviced office space
- Food & beverage
- Health facilities
- A potential location for a relocated Leisure Centre offer (to replace the existing Castle Leisure Centre)



The Retail Heart character zone is focused on The Mill Gate Shopping Centre, Angouleme Retail Park and The Rock Shopping Centre, in recognition that this is the primary shopping area within the town centre, providing a traditional retail and leisure offer.

Spatially, this area is the heart of the town centre and has immediate adjacencies with the Interchange, Bury College and Bury Market (as well as the proposals for a new Flexi-Hall). Alongside the proposed interventions for the Cultural Quarter, this area offers the opportunity for real transformational change over the lifetime of the Masterplan, given its expanse, strategic and central location and connectivity.

A key proposal is centred around The Mill Gate, with the opportunity to adapt, repurpose and diversify the traditional retail uses as well as re-introduce the original historic street pattern back into the town centre. This will improve permeability and connectivity between the retail heart of the town centre and adjacent character zones.

A greater focus on movement and connectivity would allow for better integration of the Retail Heart with the rest of the town centre, helping to knit together Bury's urban fabric. The creation of new public spaces with an emphasis on high quality urban design would help to create a more attractive place for residents and visitors to spend time in.

Importantly, it is recognised that without change the Mill Gate will be dated and will not contribute positively to the future evolution of the town centre.

The risk is that the shopping centre becomes unviable as it fails to compete with the growth of online shopping, a trend which has accelerated because of the Covid-19 pandemic.

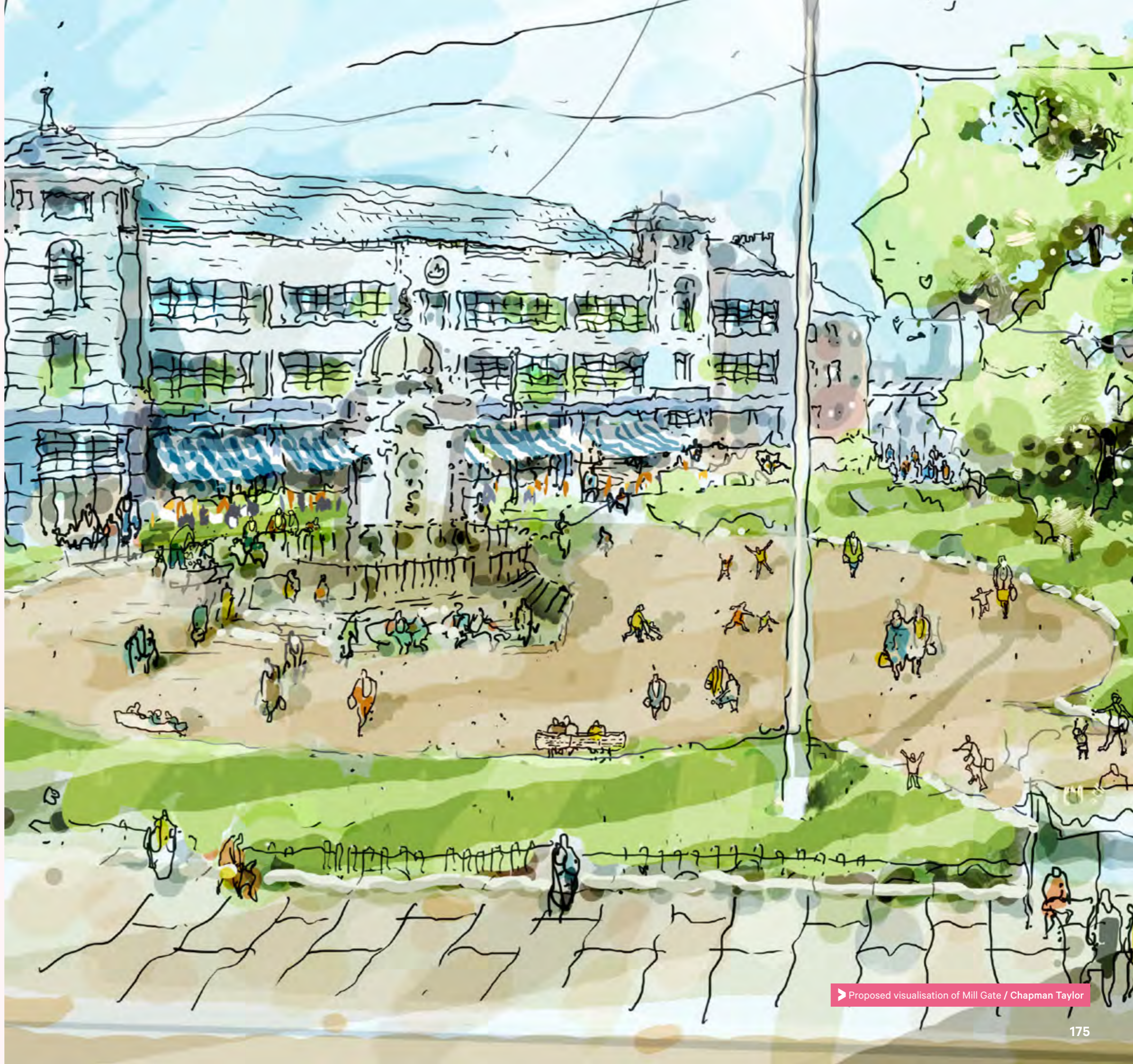
To remain current and attractive to shoppers and visitors, The Mill Gate needs to provide a high-quality offer and a unique 'point of difference'. It can do so through contracting and consolidating the retail offer, introducing new and diverse uses with a focus on 'experience' as opposed to purely purchasing products, encouraging independents, introducing a broader food and beverage offer which could link with Bury Market and, key uses which can generate more footfall.

The transformation of the Mill Gate will take time to be developed, and is envisaged to come forward in phases over the lifetime of this Masterplan. Careful consideration and planning will be needed to ensure existing businesses can continue to trade and that disruption is minimised for both businesses and shoppers.

There remains the potential to deliver health facilities within the Millgate shopping centre

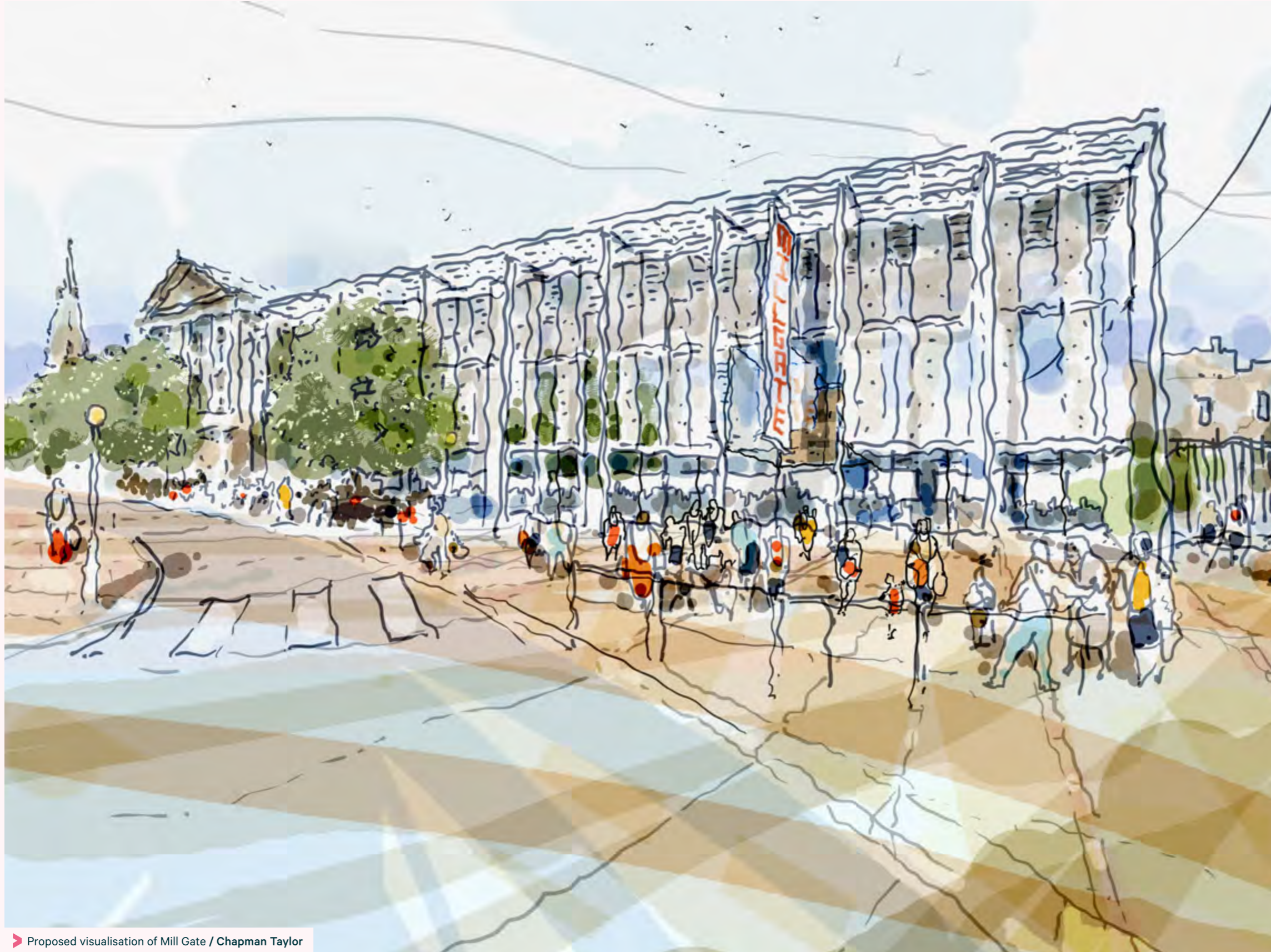
➤ 07 — CHARACTER ZONES
ZONE A: RETAIL HEART

DEVELOPMENT PRINCIPLES

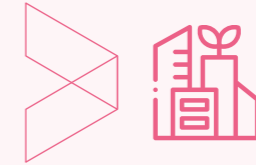


➤ Proposed visualisation of Mill Gate / Chapman Taylor

➤ 07 — CHARACTER ZONES
ZONE A: RETAIL HEART



➤ Proposed visualisation of Mill Gate / Chapman Taylor



01.
Economic Future & Land Use

Mill Gate Shopping Centre Area

There are opportunities to consolidate and diversify the current retail offer, with the addition of new residential, potentially leisure uses, serviced offices and food and beverage uses into the Mill Gate area.

Clerke Street (cleared public house site)

The site could provide higher density residential development (Use Class C3), reflecting that above the Rock, and building upon the diversification of the Mill Gate. This could deliver approximately 30 new homes.

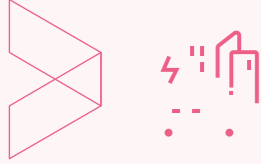
Angouleme Retail Park (and car park)

There are opportunities to consolidate car parking in the town centre and provide a new multi-storey car park on the site of the Foundry Street surface car park which could incorporate a ground floor mobility hub.



07 — CHARACTER ZONES

ZONE A: RETAIL HEART



02. Connectivity, Movement & Infrastructure

Streets for All

Supporting TfGM's Streets for All ambitions, as described in earlier sections, a key principle is to re-imagine the existing malls within this Zone which currently restrict movement when the Mill Gate Shopping Centre is closed. The east-west pedestrian linkages are poor and could be enhanced. There are long term ambitions to 'raise the roof' and reinstate the historical street pattern creating open streets which improve accessibility through the town centre for pedestrians and cyclists. Not only will this increase permeability, but also provide opportunity to reanimate the streets with active uses and create new public spaces.

Bee Network Connectivity

Defined as 'Future Bee Way' routes, The Rock, Derby Way, Market Street, Cecil Street and Lord Street are important connections through the town centre and to the wider strategic cycle network. Enhancements to these routes will make it easy, safe and attractive for people to travel on foot or by bike for everyday trips.

Mobility Hub

It is envisaged that a new multi-storey car park on Foundry Street could incorporate a new mobility hub

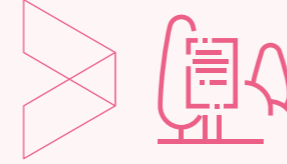
on the ground floor. Mobility hubs have many benefits including providing a convenient, comfortable and safe environment to access a range of sustainable transport modes. This could include secure cycle hire / parking, electric vehicle charging, car club and digital pillars (including transport information, taxi pick-up/drop-off, ticketing, wayfinding, walking distances and information on local services).

Access & Parking

Due to the town centre location and proximity to the public transport network, it is envisaged that private parking for new development in this zone will be minimised (notwithstanding that a mobility hub/multi-storey car park is proposed as referenced above). Where provided, car parking should be integrated and incorporated into development.

Cycle parking

The provision and location of cycle parking will be an important component in promoting active travel and reducing reliance on the car. Cycle parking should therefore be secure, well overlooked and located close to key destinations, streets and public squares throughout the zone.



03. Public Realm, Placemaking & The Environment

Public streets

The reinstatement of public streets throughout the zone provides opportunities to radically enhance the pedestrian and cyclist experience of moving through the town, whilst also helping to improve legibility and increase dwell time.

Public spaces

The redevelopment of some areas (particularly along the southern fringe of the Mill Gate) could enable the creation of new high quality public squares and spaces, which could host public events, create an attractive 'front door' to the south of the town centre and act as important breathing spaces in the urban environment. In particular, the creation of new public spaces around Bury Market will help to celebrate its importance and provide opportunity for it to grow and evolve in the future. Existing service yards could also be used to create new public spaces.

Scale, Massing and Density

New development on the cleared public house site at Clerke Street has the potential to create a new high quality residential block which provides positive frontage onto Clerke Street and Rochdale Road. Given the scale of the adjacent multi-storey car park and Rock development, a residential development of up to four storeys would be appropriate and ensure comfortable enclosure at street level.

There are opportunities to introduce new development to the southern fringe of the Mill Gate, which better addresses Angouleme Way and creates new public space which celebrates Bury Market. The scale and massing of new development will depend upon the proposed end use; however, development should seek to create and maintain a positive level of street enclosure by responding to the street widths and adjacent building forms and be arranged to positively address streets and public spaces.

Proposals for taller buildings which are larger in scale than adjacent buildings will be considered; however, they should be positioned to emphasise important locations and create visual landmarks which make a positive contribution to views and aid legibility. Care should be taken to avoid overshadowing and adverse wind effects.

Service yards could be more intensively used with opportunities for new development and uses within these under-utilised areas as well as the potential to create new areas of public realm and public spaces.

Design quality

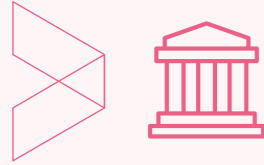
Changes within the Retail Heart should be of the highest quality and reflect the importance of this zone at the centre of the town. There are opportunities to implement transformational change at the heart of Bury to radically improve the quality of built form and public realm.

Frontages

Through the introduction of new development, reconfiguration of existing development and potentially overcladding of key existing frontages, there are opportunities to improve the visual presence of the Mill Gate and together with public realm interventions, create a high-quality destination which attracts visitors and residents to the town centre. The diversification of the zone and the introduction of leisure uses provides opportunity to maximise active frontages onto key streets and public spaces. As well as animating Bury, this will increase passive surveillance and overlooking, and create opportunities to grow a vibrant and safe evening economy. Opportunities should also be explored to better screen and secure service yards, to improve their visual impact on the street and ensure that public spaces are safe and secure.

07 — CHARACTER ZONES

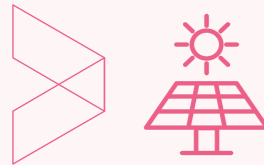
ZONE A: RETAIL HEART



04. Cultural Heritage & Tourism

Heritage considerations

Located partially within the Bury Town Centre Conservation Area, development has the opportunity to positively impact on the Conservation Area, by improving poor facades, and better utilising underused units. However, development will need to respond sensitively, both in terms of architectural style, quality and materiality.



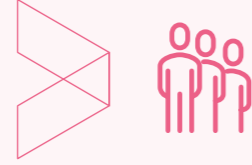
05. Climate Change & Sustainability

Redevelopment within the retail heart offers opportunities to introduce more green spaces, green walls/roofs and trees in public spaces and streets, helping to build climate resilience and encouraging people to walk and cycle.

The introduction of new homes into the heart of the town, will help people to live more sustainably by providing access to a range of goods and services within walking/cycling distance and reducing the need to travel by car.

There are opportunities to re-purpose / refurbish existing buildings at the Millgate, which will extend their lifespan and help avoid the embodied carbon needed to construct new ones.

The design and integration of SuDS into the public realm will assist in water management whilst also delivering biodiversity benefits and should also explore opportunities to capture and treat surface water run-off.



06. People, Community & Tackling Inequality

A focus on people-first is a key principle to support the proposed interventions within this zone. Encouraging people to more easily walk and cycle through this area will be facilitated through the re-introduction of the historic street pattern, and in doing so, will help to reconnect the Mill Gate with The Rock and the Interchange.

The ambition is that this will encourage greater dwell-time, the opportunity for linked trips and in doing so a greater propensity to support local shops and businesses, helping them to flourish in this area.

Reconfiguring the Mill Gate to create more appropriately sized retail and food & beverage outlets will also support the creation of new smaller independents.

The quality of the built environment will be improved, increasing the opportunities for greater social interaction, which in turn will improve health and wellbeing.

A diversification of uses, introducing the potential for new leisure in this location alongside residential (including affordable homes) will provide the opportunity to create a new community in this part of town.

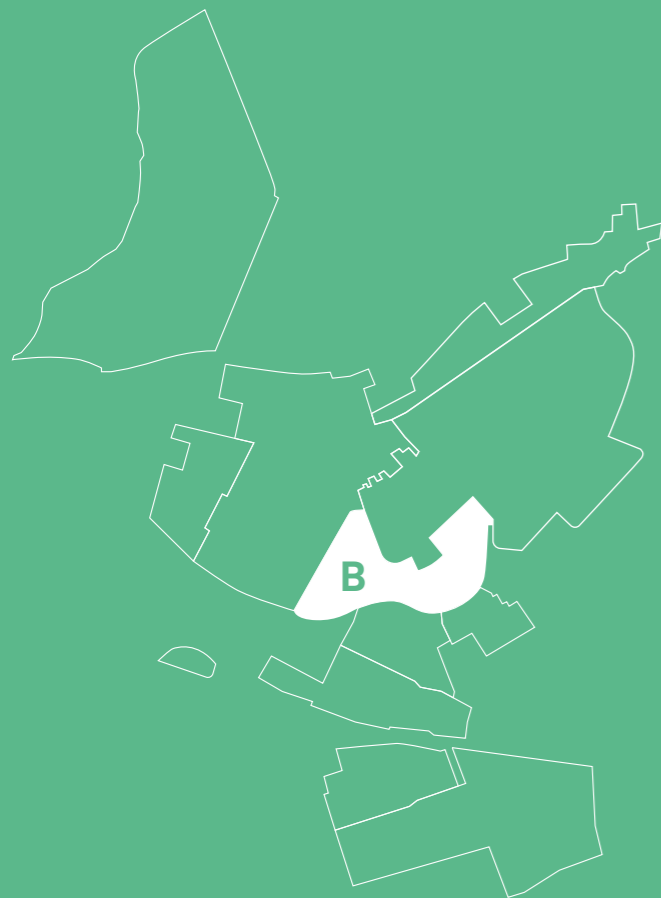
The opportunity to align new developments with upskilling and reskilling of the community will also be important, linking with Bury College.



➤ 07 — CHARACTER ZONES

ZONE B VIBRANT BURY

This Zone proposes the creation of an iconic new gateway and focal point for Bury which celebrates the Market and secures its future for generations to come. Through comprehensive regeneration of the public realm and the addition of a new flexi-hall, we can ensure that our historic market is in the best place to thrive, modernise and meet the challenges of today. In addition, the redevelopment of Bury Interchange will provide a modern, attractive and user-friendly public transport hub with better links to the town centre.



The area around Bury Interchange and Bury Market forms an important point of arrival to the town for those using public transport. A key priority is the transformation of the Interchange into a high-quality transport hub with seamless integration into the surrounding public realm. This will include utilising Kay Gardens to its full potential as a place to pass through and linger in, taking advantage of its heritage assets.

The Masterplan seeks to revitalise and reinvent Bury Market in conjunction with key stakeholders. It will accord with the emerging plans for the Market, including the new Flexi-Hall venue, which has recently secured Levelling-up Funding

from Government. This 'Flexi-Hall' anchor is a key destination in its own right and will provide a staged area and a flexible floor plate which will act as a music and events space that can support market stalls, 'pop up' trading, live performance and community events, as well as the provision of workspace for small businesses and local makers. It will act as a new entrance to the market.

These changes will help the market appeal to a broader demographic, enable it to thrive as a Local Hub, and encourage greater dwell-time.

➤ 07 — CHARACTER ZONES
ZONE B: VIBRANT BURY

DEVELOPMENT
PRINCIPLES



➤ 07 — CHARACTER ZONES
ZONE B: VIBRANT BURY



➤ Proposed visualisation of Bury Flexi-Hall / Just H Architects



➤ Proposed visualisation of Bury Market / Just H Architects



➤ Proposed visualisation of Bury Market / Just H Architects



01.
Economic Future & Land Use

The Interchange / Kay Gardens

The Interchange will be redeveloped to create a new transport interchange. Opportunities to refurbish the Metrolink platform, introduce a new southern step free access and new mixed uses into the site, will help to create an active frontage with the Flexi Hall and onto Kay Gardens.

Bury Market

There are opportunities to develop and grow Bury Market to increase wider footfall and diversify the potential customer base whilst safeguarding the existing market uses. Proposals include the inclusion of a new civic space, soft landscaping and creation of a new 'Gateway Park', introducing new retail kiosks, installing a new roof over the existing market, a new flexi-hall and redevelopment of some areas to create a more visible and high-profile arrival point.

Meanwhile Uses

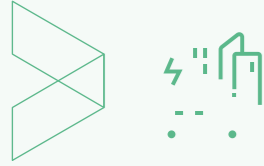
As one of Bury Town Centre's most valuable assets, the market's vibrant reputation provides the perfect platform for adding value to the user experience on both market and non-market days. Capitalising on its existing reputation, stall holders and infrastructure, there are a number of initiatives to consider driving footfall.

Activation examples include:

- 'Try before you buy' food events;
- Non-market day enlivenment, e.g. outdoor pop up food, exercise classes;
- Artisan food workshops, e.g. butchery, fishmongering;
- 'Market Mates' loyalty scheme; and
- 'Pop up shop' short term stall leases.

07 — CHARACTER ZONES

ZONE B: VIBRANT BURY



02. Connectivity, Movement & Infrastructure

Streets for All

Supporting TfGM's Streets for All ambitions, the southern ring road will be de-engineered and transformed into a 'Green Street' which reduces the dominance of vehicles and creates an attractive tree lined boulevard which provides safe segregated cycle routes and wide footpaths which will encourage active travel and create a more people focussed place. The potential reduction of the carriageway could also provide opportunities to introduce new at-grade crossings which will improve permeability and reduce the perceived barriers formed by the ring road.

Increased Travel Choices

The re-design of the Interchange is currently at an early stage, with TfGM currently developing a range of design options; however, the overarching objectives for this transformational change are that it will help to:

- Deliver an Interchange that minimises embodied carbon in construction, and is carbon neutral in operation, in line with local and national targets;
- Deliver a safe, operationally resilient Interchange with sufficient capacity to be able to accommodate future services;
- Contribute to the regeneration and economic growth of the town centre, including facilitation of commercial development opportunities;
- Improve visibility and strengthen the connections between Bury Interchange and key town centre locations; and
- Facilitate an increase in sustainable travel choices to, from and around Bury, in line with Greater Manchester's 2040 Transport Strategy Right Mix targets and provide a customer focussed facility which addresses the Network Principles as defined in the Greater Manchester Transport Strategy 2040.

Bee Network Connectivity

As a 'Future Bee Way' route, Haymarket Street is an important connection that will increase north-south connectivity and make it easy, safe and attractive for people to travel on foot or by bike for everyday trips.

Access

At Bury Market the existing servicing access from Angouleme Way would be maintained, with potential to provide additional vehicular access to the east from Market Parade.

In order to enhance the environment for pedestrians and cyclists and create attractive public spaces, there are opportunities to restrict access for private vehicles throughout the market area.

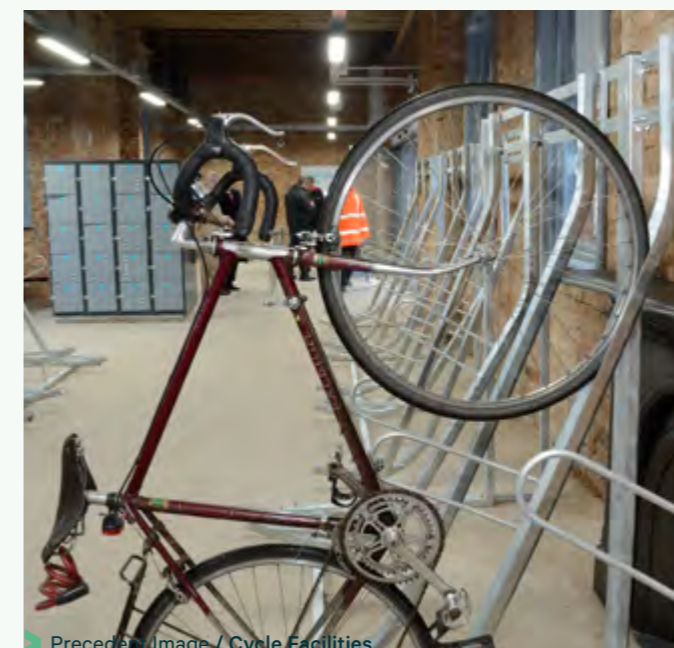
The design of the Interchange redevelopment is at early stages, however it is envisaged that bus access and egress will primarily be provided via Haymarket Street, with potential for a further egress to Angouleme Way.

Car parking

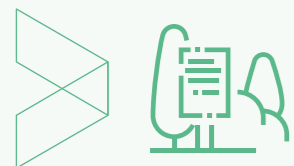
There are opportunities to consolidate and intensify car parking around the town centre to create new development sites which will improve frontages and introduce new vibrant uses. Development on the existing Market Car Park, introduction of a new multi-storey car park and new crossing facilities will help to achieve this, and is discussed in greater detail in Zone G.

Cycle parking

The provision and location of cycle parking is an integral component in promoting active travel and reducing reliance on the car. Cycle parking should therefore be provided within the zone that is secure, well overlooked and located close to key destinations, streets and public squares. Opportunities to provide additional facilities for cyclists (changing/lockers) which will help to encourage active travel should also be explored.



➤ 07 — CHARACTER ZONES
ZONE B: VIBRANT BURY



03.

Public Realm, Placemaking & The Environment

New, high quality public spaces

The reconfiguration of the market presents a significant opportunity to create a series of new high quality, public spaces, which raise the prominence of this important area and has the ability to host events and festivals which could attract new visitors and extend the use of the market into the evening. Designed to create a positive arrival point, the spaces should have distinct identities and purposes whilst maintaining a unified character. The spaces will provide street furniture, lighting and signage which encourages people to stay for longer and directs visitors towards other important destinations.

Scale, massing, density

The reconfiguration of the market provides a unique opportunity to create a modern and attractive space which better addresses the southern ring road, unifies the space, safeguards existing customers, attracts new sellers and secures the market's future as an integral part of the town.



➤ Proposed visualisation / Kay Gardens and the Mill Gate

In order to achieve this, the layout of new development should:

- Create a more visible and higher profile entrance from key points of arrival. This could take the form of establishing a new sculptural roof canopy over the existing market which will both unify and increase its prominence. The sculptural canopy should provide 'statement' architecture, creating a new buzz and talking point without losing the essence of the existing market, which has made it such a popular destination;
- Develop a new outward facing flexi-hall, which will create a positive interface between the Interchange and the market. It is envisaged that the flexi-hall will be up to two storeys in height and of sufficient scale to provide a multi-functional, large events space that can support market stalls, pop-up trading, live performances and community events. In addition, there are opportunities to introduce active frontage through the provision of a café / bar which will help to animate the building and surrounding streetscape.

- Use key pedestrian routes and sightlines to destination points within the town to define development edges and anchor the market into its context;
- Maintain separation between public areas and private service areas; and
- Framed public spaces through the addition of new market kiosks that create a built edge to service and drop-off areas to the south of the site, physically and visually separating the main pedestrian areas from the service road to the rear of the market and new Flexihall.

Design quality

As the primary gateway into the town centre, incorporating some of its most prominent features, interventions in this zone will need to be of the highest standard and set the benchmark for architectural quality and materiality. The public realm should be designed to welcome visitors, providing clear legibility which both announces the area as a key destination and helps to direct people onwards into the town centre.

Frontages

The redevelopment of the Interchange provides an opportunity to create a more positive interface with Kay Gardens and increase permeability between this key arrival gateway, significant public space and onwards into the centre of the town. The reconfiguration of Kay Gardens could further support this by increasing the quality of the space and creating new pathways which follow key pedestrian desire lines.

➤ 07 — CHARACTER ZONES
ZONE B: VIBRANT BURY

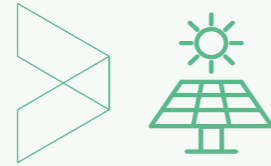


04.
Cultural Heritage & Tourism

Heritage considerations

Kay Gardens falls within the Bury Town Centre Conservation Area and incorporates a Listed Building - Kay Monument. Through enhancements to the public realm, and improved frontage onto the space by the redeveloped Interchange there are opportunities to improve the setting of the Conservation Area and raise the profile of this important place. In order to do this successfully, the redevelopment of the Interchange should ensure that the quality of the architecture and materiality is of the highest quality and responds sensitively in terms of scale and active frontage.

➤ Proposed visualisation, Kay Gardens / Chapman Taylor



05.
Climate Change & Sustainability

- The redevelopment of the interchange will provide a greater choice of travel modes and help to reduce reliance on the private vehicle, helping to reduce emissions and improving air quality.
- The proposed improvements to Bury Market will create a modern, attractive space that has a greater prominence within the town that encourages people to shop locally, reducing the need to travel further afield.
- The construction of a new flexi-hall will provide opportunity to incorporate renewable and zero carbon technologies.
- The regeneration of the market area provides opportunity to introduce more green space into the town centre, complemented by generous tree planting which together will enhance biodiversity and create a healthier town centre.
- The design and integration of SuDS into the public realm will assist in water management whilst also delivering biodiversity benefits and should also explore opportunities to capture and treat surface water run-off.



06.
People, Community & Tackling Inequality

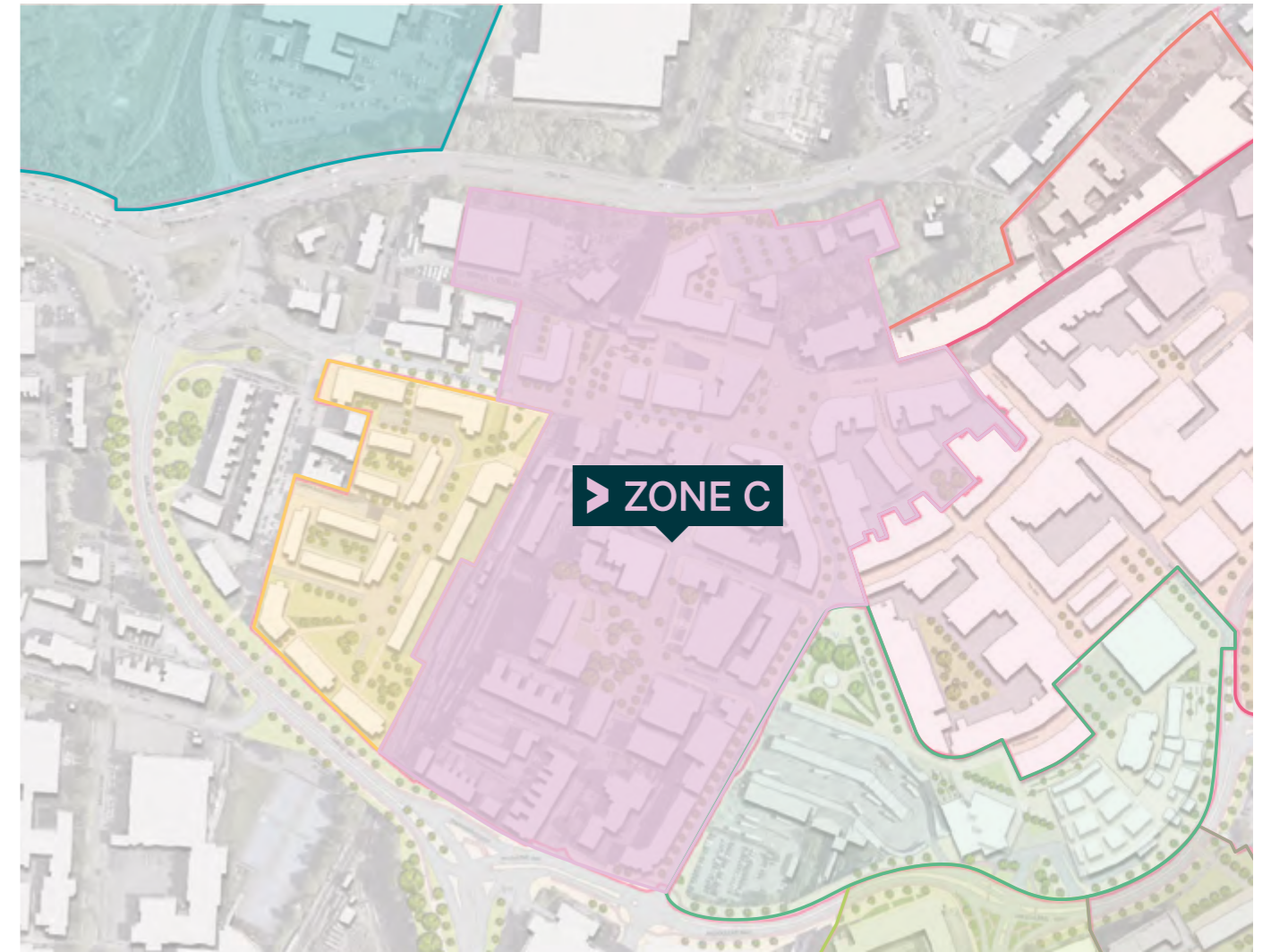
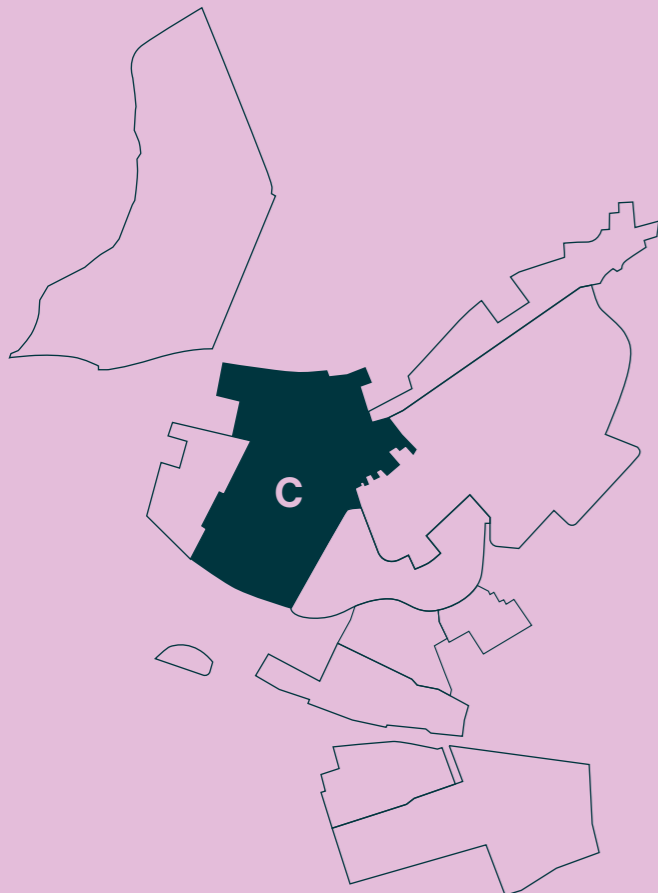
Opportunities to strengthen social value, a focus on the local community and maximising upskilling and reskilling potential will be explored as the development within this Character Zone.



➤ 07 — CHARACTER ZONES

ZONE C CULTURAL QUARTER

Building on Bury's existing cultural and visitor attractions, the Cultural Quarter focuses on diversifying, strengthening and promoting the current offer. A comprehensive public realm strategy will enhance Bury's historic character, aid wayfinding and legibility through the town centre. This includes the proposed creation of a new Station Square and could incorporate the creation of a new culture trail and the establishment of an annual cultural events programme.



The Cultural Zone comprises the area in and around Bolton Street, Castle Street and Castle Armoury, Silver Street and Manchester Road, and broadly aligns with the conversation area boundary. Part of this character zone also encompasses the area around Market Place and part of the old Rock.

There is a significant opportunity is to create a new square in Bolton Street known as 'Station Square' which will create more of a feature in and around the Castle Armoury site, and Castle remains. At present, this area is over-dominated by bin stores and service areas for those properties and uses fronting onto Bolton Street. There is potential to improve connections and overall visitor experience, with better linkages between the East Lancashire Railway (ELR), Castle remains and Transport Museum.

This will likely entail reconfiguration of the area to create a new public square, hard and soft landscaping and the opportunity to introduce new uses into this part of the town centre.

Another key opportunity identified is the potential for new cultural uses within the existing Castle Armoury building. This will be subject to discussions with the existing occupiers and the potential for a dual use approach when the building is not in use.

The existing surface car park (The Castle) is proposed as a potential development site and has the ability to accommodate a new residential plot. Initial capacity assessments have identified the potential for circa 40 apartments on the site and associated, potential 'dual use' car parking. This building will also better 'frame' the route from Bolton Street square through to the existing Transport Museum.

The implementation of this zone will be key in delivering the overall vision – building on the opportunity of the Bury Town of Culture status in 2020/21.

A key opportunity for the Cultural Quarter will be to develop a Cultural Improvement District (CID) Framework. This will look to support and attract musicians, music venues, festivals and pop-up events, thus increasing the vibrancy of the town centre. There is also potential to build upon the success of this area as a popular filming location.

➤ 07 — CHARACTER ZONES
ZONE C: CULTURAL
QUARTER

DEVELOPMENT
PRINCIPLES



➤ Proposed visualisation of Castle Armoury and New Station Square

07 — CHARACTER ZONES
ZONE C: CULTURAL QUARTER



Proposed visualisation / Chapman Taylor



01.

Economic Future & Land Use

Market Street, Barclays / RBS Buildings and The Rock High Street Area

There are opportunities to diversify the current offer in these areas and promote uses which will help to cement the Cultural Quarter as a key destination which encourages visitors to explore and stay longer. These uses could include quality food and beverage offers, pop-up galleries and creative spaces, independent retailers, and other boutique cultural and leisure uses. In addition, the re-use of under-used upper floors on commercial property is actively encouraged to secure the future for historic buildings and bring greater vibrancy to the Cultural Quarter.

Bolton Street

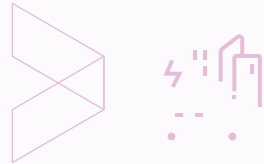
The creation of a new 'Station Square' will require reconfiguration of the area along Bolton Street. This provides opportunities to better respond to the public realm and diversify the current offer. This could include the provision of new high density residential uses (Use Class C3), bringing forward approximately 40 new homes, quality food and beverage establishments (Use Class E(b) and Sui Generis) and cultural / leisure uses - including the potential for a new 'Museum on the High Street' (Use Class F1(c)) which could showcase Bury's heritage.

Castle Armoury

There are opportunities to introduce new cultural uses in this building to support the use of this quarter as the cultural heart of the town centre, aligning with existing cultural assets such as The Met. An appropriate mix and quality of food and beverage offer will be encouraged within the Cultural Quarter, with a focus on family-friendly venues to support the tourism assets on offer.

07 — CHARACTER ZONES

ZONE C: CULTURAL QUARTER



02.

Connectivity, Movement & Infrastructure

Streets for All

Supporting TfGM's Streets for All ambitions, the cultural quarter will identify and enhance key streets (Bolton Street, Silver Street, Haymarket Street, Castle Street, The Rock, Broad Street and Moss Street) that balance the movement of pedestrians, cyclists and vehicles to promote active travel and create sustainable, healthy and resilient places, with a focus on people and placemaking rather than vehicles.

Bee Network Connectivity

Defined as 'Future Bee Way' routes, Haymarket Street, Silver Street, Market Street, Back Manchester Road and Bolton Street are important connections through the town centre, making it easy, safe and attractive for people to travel on foot or by bike for everyday trips.

Public Transport

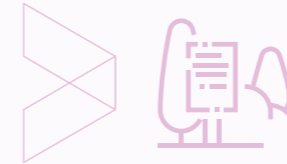
Key routes currently used by buses in and around the Cultural Quarter will look to be protected.

Access & Parking

Due to the town centre location and proximity to the public transport network, it is envisaged that private parking for new development in this zone will be minimised. Where provided, car parking should be well integrated into the design of the public realm and well overlooked and lit. Consideration will be needed to ensure sufficient spaces and accessibility for important cultural and tourism assets such as the ELR. One solution may be to introduce a new Mobility Hub in this location.

Cycle Parking

The provision and location of cycle parking will be an important component in promoting active travel and reducing reliance on the car. Cycle parking should therefore be secure, well overlooked and located close to key destinations, streets and public squares.



03.

Public Realm, Placemaking & The Environment

The enhancement of the streets and public spaces within the Cultural Quarter will focus on creating a series of spaces that celebrate Bury's heritage. They shall be inclusive, safe and encourage exploration of the town centre. These streets and spaces will form a network of attractive public areas designed as one, but with individual uses and identities:

Station Square

The creation of a significant new public square which celebrates Bury's cultural and historic assets will be integrated within this zone. This new public square will tie together Bolton Street Station (the home of the East Lancashire Railway, the ELR), the Transport Museum and Castle Square, providing an attractive gateway which highlights visitor's arrival into the town centre. Trees, high quality surfacing, planting areas, public art and street furniture will be utilised to frame key views, direct visitors, and encourage people to explore and linger.

Market Place

The reconfiguration and upgrading of the public realm at Market Place will celebrate the history of this important square and reflect the architectural quality of the surrounding listed buildings. At the heart of the space is the Statue of Sir Robert Peel, with views to this landmark framed by new street trees, architectural lighting, and planting areas. The reduction of space for vehicles will create more space for people and opportunities to accommodate events, festivals and pop-up food markets.

Library Gardens

Already an important public space, there are opportunities to improve the quality of the public realm and tie into the proposed enhancements of Silvers Street and Bank Street, creating a significant public square. This will highlight the importance of the space and the surrounding cultural assets (Bury Art Museum, Fusilier Museum, Unitarian War memorial and the Victoria Wood Statue).

The Rock / Crompton Street / Edwin Street and Lions Gardens

Whilst the eastern end of the Rock has been recently modernised and benefits from an attractive streetscape, this quality is not uniform along its length. There are opportunities to improve the quality of the western end of The Rock and announce the arrival into Bury's retail heart. Similarly, there are opportunities to enhance and prioritise pedestrian movement along Crompton Street and Edwin Street through the upgrading of surface materials and lighting which reflects the quality of the adjacent architecture. Currently an underused performance area, Lions Gardens has the potential to become a vibrant and attractive public space through the introduction of new lighting, planting, reduction of street clutter and use of high-quality surface materials.



07 — CHARACTER ZONES

ZONE C: CULTURAL QUARTER

Bolton Street and Haymarket Street

As important routes into the town centre, the public realm will be enhanced to incorporate new street trees, high quality paving and street furniture. There are opportunities to reconfigure the streets to prioritise people rather over vehicles and reduce street clutter.

Silver Street, Bank Street, Market Street, Broad Street and Moss Street

There are ambitions to upgrade the streetscape and reconfigure the carriageway space in these areas, prioritising pedestrians and cyclists, and highlighting the importance of this characterful area.

Scale, Massing & Density

Due to the historic nature of the zone, wholesale development opportunities will be limited and envisaged to be largely located along Bolton Street. To the western end, there is opportunity to create a new development block which maintains the historic building line and defines the western edge of a new Station Square.

Due to the scale of the public square and the adjacent development at the Western Gateway, it is anticipated that development of a taller scale (up to four storeys) would be appropriate. To the eastern end of Bolton Street, there is opportunity to redevelop poorer quality buildings and create a development which better responds to the Castle Ruins and Station Square. New development will need to continue the historic building line and is envisaged to be of a similar scale to adjacent development (up to three storeys).

Design Quality

New development and public realm interventions within the Cultural Quarter should be of the highest quality and be designed to encourage visitors to explore Bury's cultural assets and stay for longer. Materiality and street furniture should reflect the historic nature of the Quarter, whilst also utilising contemporary and innovative design to provide a distinct identity which will assist with legibility and wayfinding.

There are opportunities to utilise the significant number of public spaces to create a new culture trail, which celebrates Bury's cultural history and promotes the wealth of its visitor attractions.

Meanwhile Uses

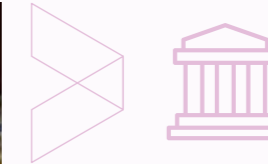
Building on Bury's existing culture, heritage and visitor attractions, including The Met, the Culture Quarter can be leveraged as an exciting and joined-up visitor destination will help to drive footfall. Aided by improved wayfinding, activation and marketing it has the potential to become an attraction in its own right, a place for discovery, learning and experience.

Activation examples include:

- ▶ The establishment and promotion of an annual cultural events programme.
- ▶ Street entertainment and the promotion of alfresco dining in our key streets and spaces to provide animation and vibrancy.
- ▶ Pop-up food markets and craft fairs for independent local retailers.
- ▶ The temporary re-use of empty retail and commercial spaces to provide affordable spaces for pop-up art galleries and leisure activities to start up and create life and activity pending the permanent redevelopment of premises. This could also include the provision of 'Culture Bunkers' exhibition space in vacant retail space.
- ▶ Exciting art and sculptural installations within the public realm, including local street art commissions.
- ▶ Digital gamification through the creation of a bespoke cultural app, which could be used to assist with wayfinding and promote cultural assets, alongside a culture trail walking map and heritage guided tours.

Frontages

New development will provide active frontages onto key streets and public spaces. This will assist in promoting activity in these places, helping to enhance public security by ensuring passive surveillance and improving the amenity of the public realm by encouraging pedestrian activity. The creation of alfresco dining areas and café culture will also be promoted, animating streets and spaces and helping to transform the Cultural Quarter into an attractive social and leisure destination.



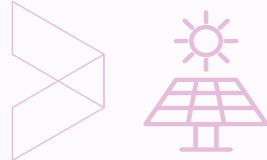
04. Cultural Heritage & Tourism

Heritage considerations

The cultural zone falls within the Bury Town Centre Conservation Area and encompasses a large number of listed buildings and a scheduled ancient monument. Development opportunities and public realm upgrades present an opportunity to enhance the character of the Conservation Area through sensitive, contextual and sometimes innovative design. Opportunities for contemporary design should be considered as well as traditional design.

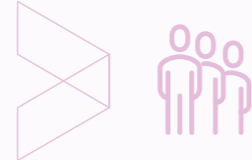
Although the loss of buildings which make a positive contribution to the character of the Conservation Area will be resisted in accordance with local and national planning policy, reconfiguration of Bolton Street should be considered. This will have the potential to enable new development that reinforces the historic building line and verticality, whilst also creating a new public space which has the potential to significantly improve the setting of the Conservation Area.

07 — CHARACTER ZONES
ZONE C: CULTURAL QUARTER



05.
**Climate Change
& Sustainability**

- There are opportunities to re-purpose / refurbish existing buildings throughout the area, which will preserve their unique heritage and extend their lifespan. Given the age of many buildings there are also opportunities to introduce newer technologies which will improve energy efficiency.
- The construction of new buildings framing Station Square will provide opportunity to incorporate renewable and zero carbon technologies.
- The conversion of upper floors to residential and commercial uses will reduce vacancies and better utilise existing buildings.
- The creation of a new Station Square, together with the proposed improvements to Market Place, Library Gardens and the wider street network will introduce more trees and green spaces into the heart of the town centre.
- The design and integration of SuDS into the public realm will assist in water management whilst also delivering biodiversity benefits and should also explore opportunities to capture and treat surface water run-off.



06.
**People, Community
& Tackling Inequality**

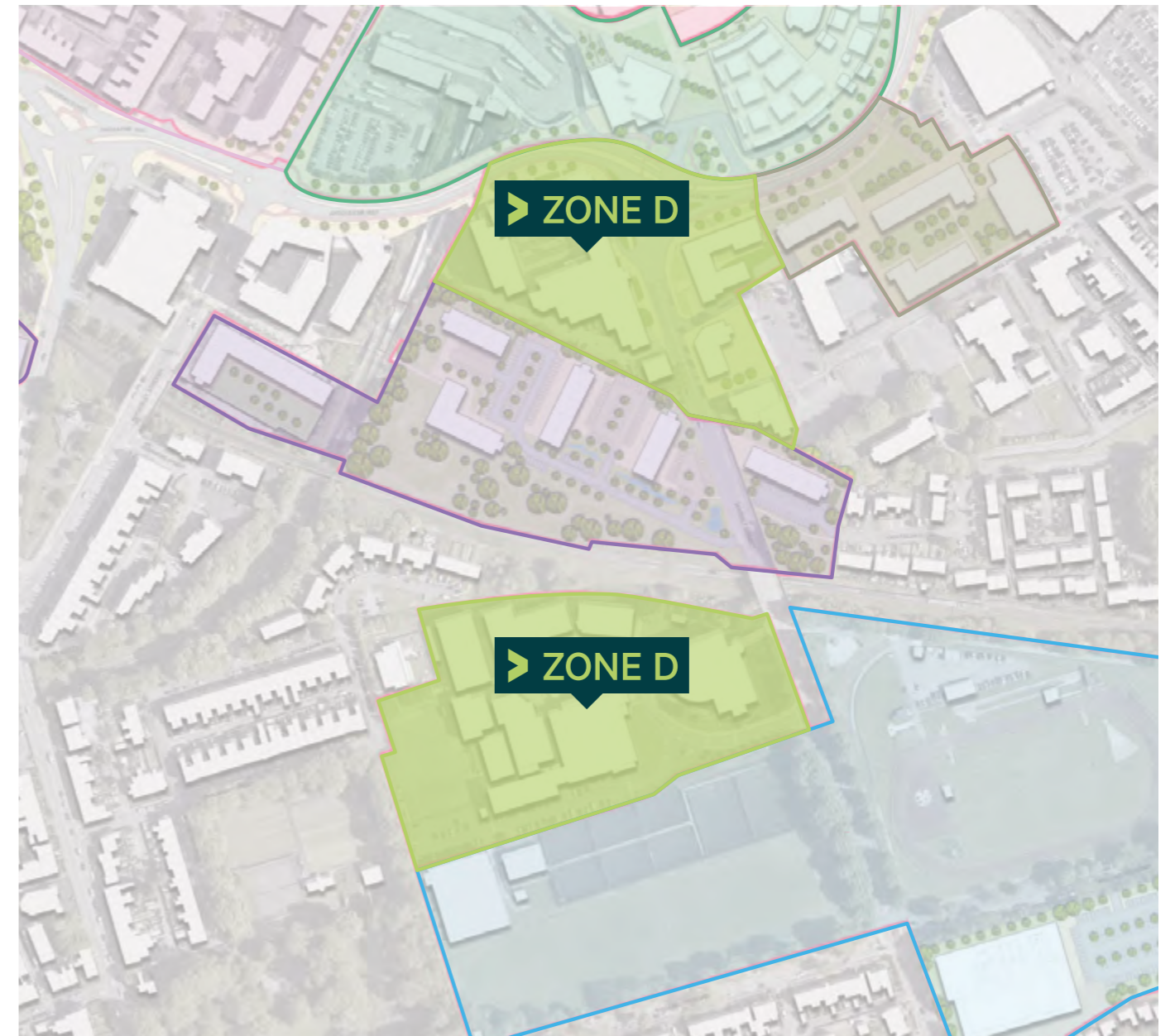
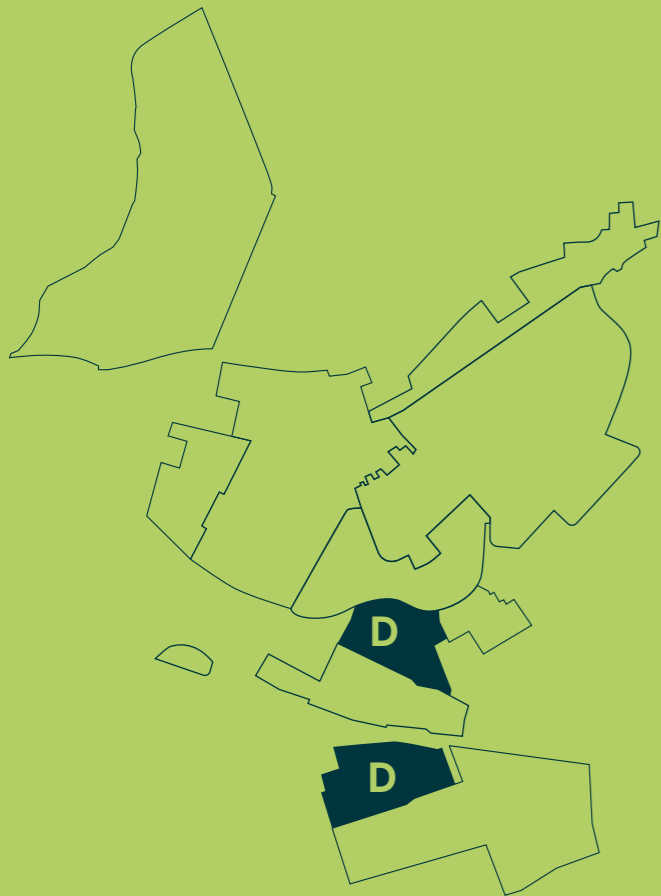
- A focus on the look and feel of this area will be important, building on the existing heritage assets and making it more people-focused. This includes the opportunity to reduce private vehicles along Silver Street which will improve the environment, potentially create the opportunity for spill-out space to support local restaurants and cafes, and increase the opportunity for social interaction.
- New residential is also proposed in this area, including affordable homes.



➤ 07 — CHARACTER ZONES

ZONE D KNOWLEDGE ZONE

Incorporating the forthcoming Bury College Health Innovation and STEM Centre and the existing Bury College University and Woodbury Centres there is opportunity to establish a strong educational base which has the potential to draw more students into the town centre and act as a focus point for research and innovation.



This Zone comprises the existing Bury College campus, including the Woodbury Centre, the new Health Innovation and STEM Centre (which has recently been granted planning permission), Bury College University Centre and the College's Millennium Centre and related buildings to the south.

The Woodbury Centre sits on an isolated site in close proximity to the town centre but separated from it by Angouleme Way.

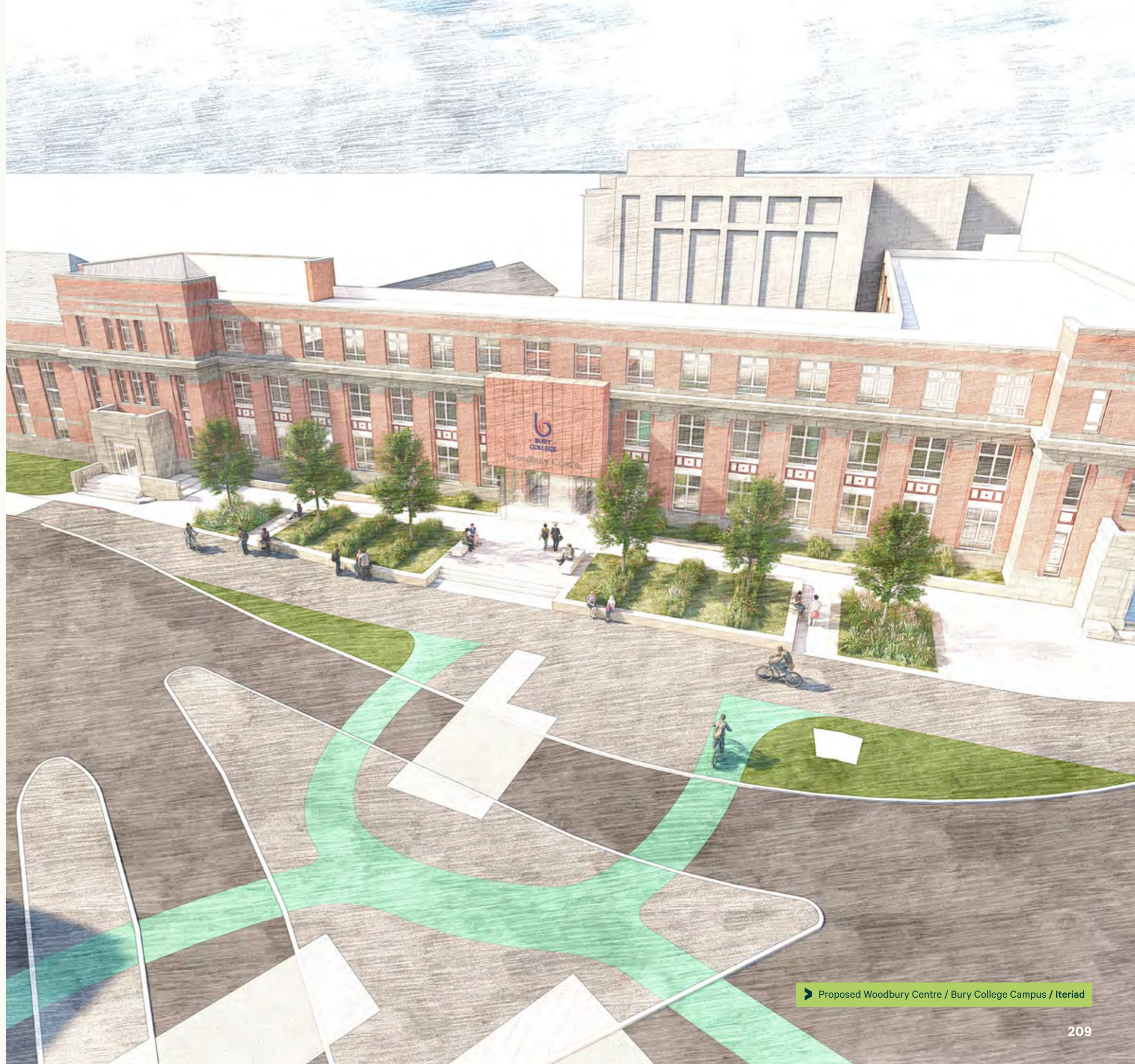
A new Health Innovation and STEM Centre is proposed on land to the east across Market Street, which has recently been granted planning permission. Construction has commenced to enable it to be open for teaching by 2023 and has been developed with support from the Council, the Greater Manchester Combined Authority, the Department for Education and key health organisations including the Northern Care Alliance.

The new building will support healthcare and digital technologies and provide laboratories alongside simulated healthcare settings (such as hospital wards and domestic home setting) to support training and education of future healthcare professionals. Courses up to degree level will be on offer.

The Masterplan should establish the educational opportunities around Bury College to facilitate more and better options for local people, provide new specialist courses, as well as providing a skilled workforce for local businesses. There are also opportunities to better connect industry and research and promote innovation through the establishment of an education hub and knowledge zone within the town centre.

07 — CHARACTER ZONES
ZONE D: KNOWLEDGE ZONE

DEVELOPMENT
PRINCIPLES



Proposed Woodbury Centre / Bury College Campus / Iteriad

07 — CHARACTER ZONES
ZONE D: KNOWLEDGE ZONE

Proposed Woodbury Centre / South Reconfiguration / Wilson Mason



01.
Economic Future & Land Use

Education (Use Class F - Local Community and Learning) and related research and development and innovation activities will be encouraged in this zone, as per Bury College's Health Innovation and STEM, Woodbury and University Centres.

Refurbishment of existing educational buildings within the existing Bury College Campus.

Proposed Woodbury Centre / Bury College Campus / Wilson Mason



➤ 07 — CHARACTER ZONES
ZONE D: KNOWLEDGE ZONE



➤ Active Travel Junction / Illustrative Swatch / Angouleme Way



➤ Proposed Health Innovation and STEM Centre Q2



02.
Connectivity, Movement & Infrastructure

Links to the Town Centre

By transforming the southern ring road into a 'Green Street' thereby reducing the dominance of vehicles and creating a more people focused environment, there is opportunity to provide a new 'at-grade' crossing in this important location, providing a direct and prominent link to the town centre from the south.

Angouleme Way/ Market Street / Market Access

Works have now completed on a CYCLOPS (Cycle Optimised Protected Signals) junction upgrade which will significantly improve cycle and pedestrian movement from the south, to Bury Market and the retail core of Bury. The layout for this junction is shown within the illustrative layout and shows how the change will improve connectivity along Market Street to Bury College and associated sports facilities.

Bee Network Connectivity

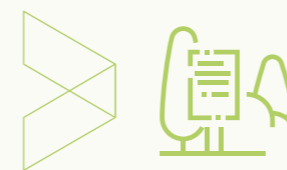
Defined as 'Future Bee Way' routes, Market Street, Cecil Street and Lord Street are important connections through the town centre which link to the wider strategic cycle network. Enhancements to these routes will make it easy, safe and attractive for people to travel on foot or by bike for everyday trips.

Access & Parking

Due to the town centre location and proximity to the public transport network, it is envisaged that private parking for new development in this zone will be minimised. Where it is provided, car parking should be integrated and incorporated into development.

Cycle parking

The provision and location of cycle parking will be an important component in promoting active travel and reducing reliance on the car. Cycle parking should therefore be secure, well overlooked and located close to key destinations, streets and public squares throughout the zone.



03.
Public Realm, Placemaking & The Environment

A new green open space adjacent to Angouleme Way

The provision of a new at-grade crossing at Angouleme Way will provide an opportunity to create a new green open space adjacent to Angouleme Way which could incorporate SUDS and enhancements to biodiversity. The improvements to the public realm would create a high quality environment which provides an attractive bridge between the town centre and communities/uses south of the ring road.

Scale, massing, density

The Health Innovation and STEM Centre and further educational development, or leisure centre, will recognise the scale of Angouleme Way and respond by introducing buildings of sufficient scale (up to six storeys) to create comfortable street enclosure and provide a strong frontage. The massing of the buildings will be informed by the proposed land uses; however, it is envisaged that buildings will be orientated to respond to the streetscape and be designed to ensure that clear views through to the town centre are maintained.

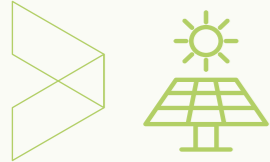
Design quality

Given the key location of this zone and its importance as a link between the town centre and southern communities, there are ambitions to raise the quality of the environment, establishing new modern, distinctive and vibrant development set within an attractive landscape.

Frontages

Development in this zone should look to reinstate frontage onto Angouleme Way, Market Street, Trinity Street and Cecil Street, repairing the current fragmentation caused by large voids of surface car parking. The corner of Market Street / Angouleme Way is a particularly important junction, and it is important that development wraps around it, providing a consistent frontage and landmark to help orientate visitors.

➤ 07 — CHARACTER ZONES
ZONE D: KNOWLEDGE ZONE



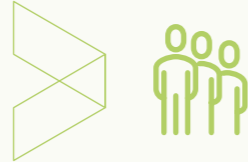
05.
**Climate Change
& Sustainability**

The development of the new Bury College Health Innovation and STEM Centre will bring back into use a brownfield site in an accessible location, reducing reliance on private vehicles and improving linkages between the campus and Bury town centre.

The proposed density ensures efficient use of the land, overall reducing the take up of land required for Bury College to meet its growth plans.

It is proposed that the building will be constructed to exemplar environmental standards, striving to meet the globally renowned sustainability mark for Environmental BREEAM 'Excellence'. This means the building will utilise measures such as cycle storage and facilities, solar panels cells, mechanical ventilation and air source heat pumps.

There are opportunities to re-purpose / refurbish existing education buildings, which will extend their lifespan and help avoid the embodied carbon needed to construct new ones.



06.
**People, Community
& Tackling Inequality**

The new Health Innovation and STEM Centre and improvements to Bury College's Campus will help to broaden the opportunity for local students to benefit from a high-quality education and modern facilities.

The addition of T-Levels facilities to enhance the scope of the Health Innovation STEM Centre is an ideal opportunity to showcase these valuable technical qualifications in a new, purpose-built environment

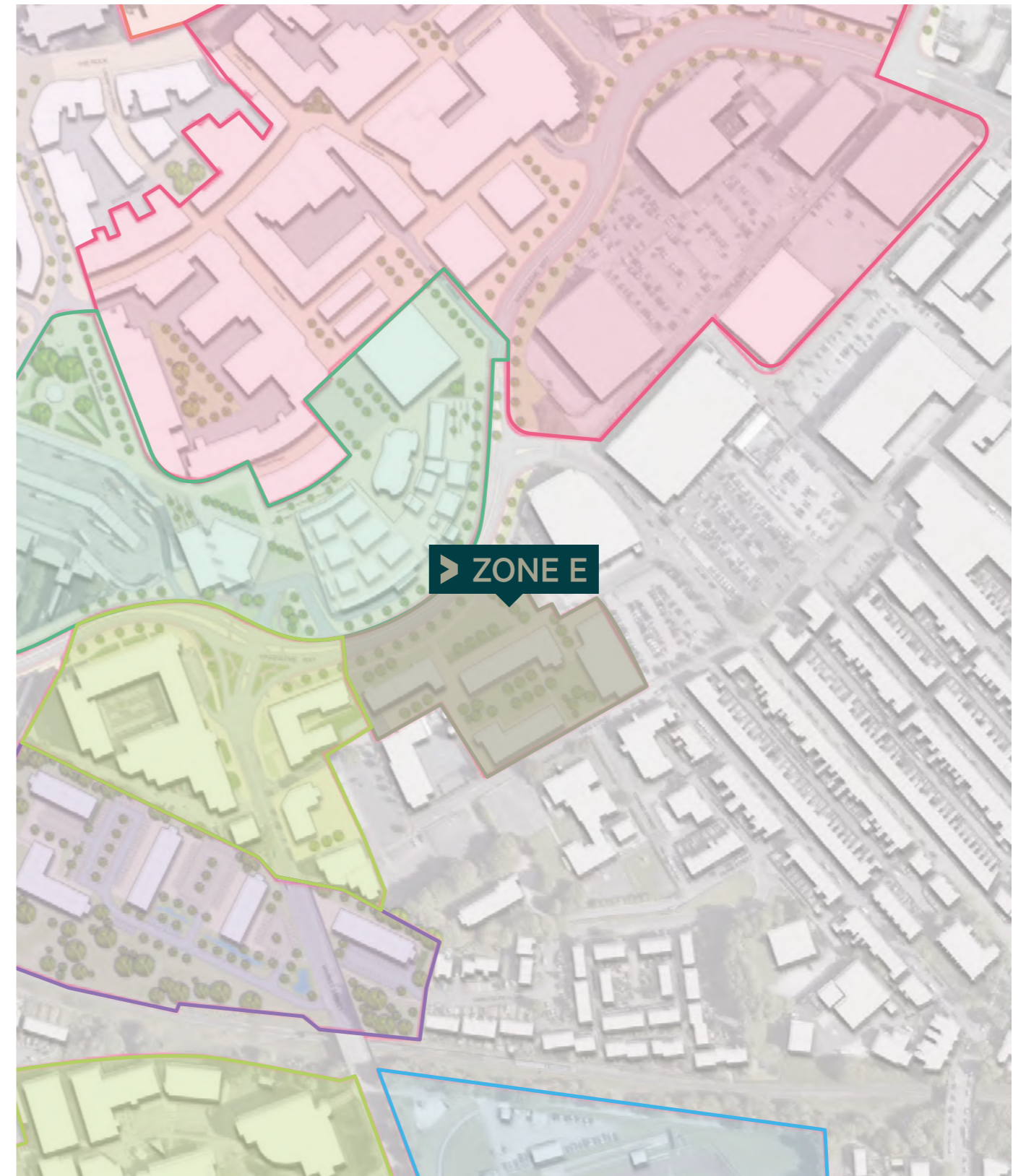
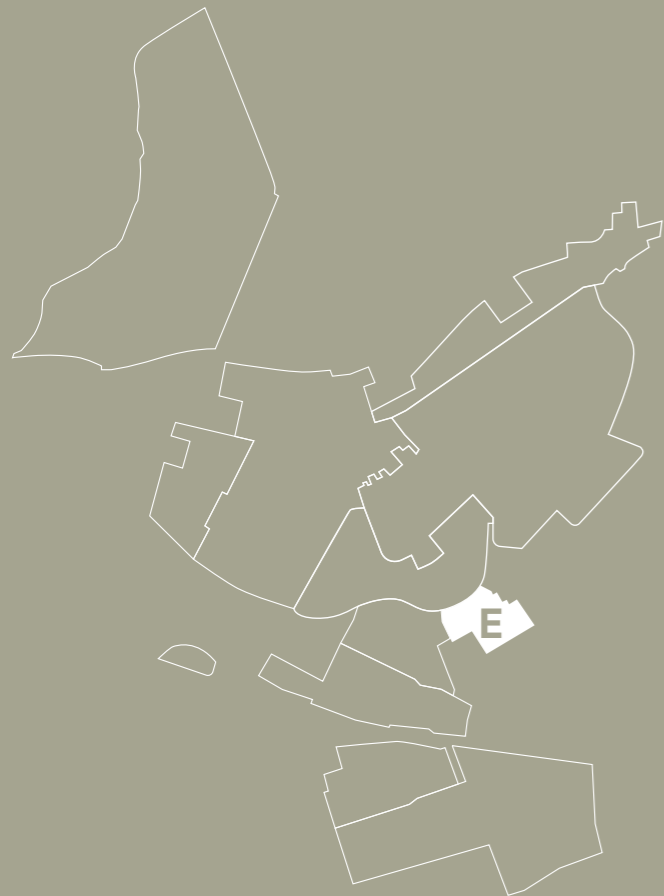
The proposals will also create new job opportunities and support existing healthcare professionals.



➤ 07 — CHARACTER ZONES

ZONE E TOWN CENTRE SOUTH

The adjacencies of the Market, Interchange and Bury College provides this area with a unique opportunity to strengthen the relationship between the core town centre and communities to the south.



This Zone includes the vast surface car park serving Bury Market, which acts as a barrier between the town centre and the residential neighbourhoods to the south east. This area has the potential to provide a more productive use which would promote connectivity and enable better active travel opportunities by providing a Mobility Hub for those accessing the town centre. There is scope to provide new, high density residential uses, delivering up to 110 new homes, which would generate further demand for Bury's cultural and retail assets. Dependent on further land development opportunities, there could also be the potential for inclusion of a new wet leisure centre in this location, replacing the current Castle Leisure Centre site.

07 — CHARACTER ZONES
ZONE E: TOWN CENTRE SOUTH

DEVELOPMENT
PRINCIPLES



Proposed visualisation of Town Centre South



01.
Economic Future & Land Use

Development in this zone could provide a new mobility and multi-storey car park, higher density residential development and if further land development opportunities arise, the opportunity for a new wet leisure centre to replace Castle Leisure Centre.

Flexibility of uses is proposed here and will be determined by the development coming forward on the adjacent sites, in particular, the proposals for the Mill Gate as they are scoped out.

07 — CHARACTER ZONES

ZONE E: TOWN CENTRE SOUTH



02.

Connectivity, Movement & Infrastructure

Links to the Town Centre

By transforming the southern ring road into a 'Green Street' thereby reducing the dominance of vehicles and creating a more people focused environment, there is opportunity to provide a new 'at-grade' crossing in this important location, providing a direct and prominent link to the town centre from the south.

Bee Network Connectivity

Defined as 'Future Bee Way' routes, Market Street, Cecil Street and Lord Street are important connections through the town centre which link to the wider strategic cycle network. Enhancements to these routes will make it easy, safe and attractive for people to travel on foot or by bike for everyday trips.

Mobility Hub

It is envisaged that a new multi-storey car park on Cecil Street could incorporate a new 'mobility hub' on the ground floor. Mobility hubs have many benefits including providing a convenient, comfortable and safe environment to access a range of sustainable transport modes. This could include: secure cycle hire/ parking, electric vehicle charging, car club and digital

pillars (including transport information, taxi pick-up/ drop-off, ticketing, wayfinding, walking distances and information on local services). The multi-storey car park would consolidate and intensify car parking enabling redevelopment of the existing Market Car Park and a more efficient use of the space.

Access & Parking

Due to the town centre location and proximity to the public transport network, it is envisaged that private parking for new development in this zone will be minimised, and dual use/shared parking introduced within the proposed multi-storey/ mobility hub. Where it is provided, car parking should be integrated and incorporated into development.

Cycle parking

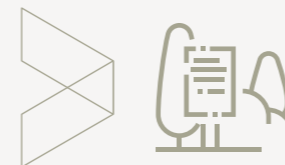
The provision and location of cycle parking will be an important component in promoting active travel and reducing reliance on the car. Cycle parking should therefore be secure, well overlooked and located close to key destinations, streets and public squares throughout the zone.



Precedent image / Electric Vehicle Charging



Precedent image / Townhouse



03.

Public Realm, Placemaking & The Environment

Scale, massing, density

The multi-storey car park/ mobility hub and high-density residential development or Leisure centre will recognise the scale of Angouleme Way and respond by introducing buildings of sufficient scale (up to six storeys) to create comfortable street enclosure and provide a strong frontage. The massing of the buildings will be informed by the proposed land uses; however, it is envisaged that buildings will be orientated to respond to the streetscape and be designed to ensure that clear views through to the town centre are maintained.

Design quality

Given the key location of this zone, and its importance as a link between the town centre and southern communities, there are ambitions to raise the quality of the environment, establishing new modern, distinctive, and vibrant development set within an attractive landscape.

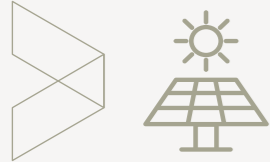
Frontages

Development in this zone should look to reinstate frontage onto Angouleme Way and Cecil Street, repairing the current fragmentation caused by large voids of surface car parking.

A new green open space adjacent to Angouleme Way

The provision of a new at-grade crossing and the location of the proposed mobility hub and multi-storey car park will provide an opportunity to create a new green open space adjacent to Angouleme Way which could incorporate SUDS and enhancements to biodiversity. The improvements to the public realm would create a high-quality environment which provides an attractive bridge between the town centre and communities/uses south of the ring road.

➤ 07 — CHARACTER ZONES
ZONE E: TOWN CENTRE SOUTH



05.
**Climate Change
& Sustainability**

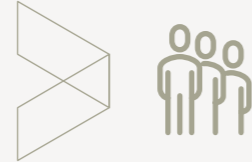
Development of a new mobility hub in this location will provide a greater range of transport choices and encourage sustainable travel to the town centre.

The potential introduction of new higher density homes into the heart of the town, will help people to live more sustainably by providing access to a range of goods and services within walking/cycling distance and reducing the need to travel by car.

The construction of new buildings (either for leisure or residential uses) will provide opportunity to incorporate renewable and zero carbon technologies.

The proposed conversion and refurbishment of Humphrey House to residential use, will extend its lifespan and help avoid the embodied carbon needed to construct new ones. There are also opportunities to introduce newer, greener technologies which will help to increase the efficiency of the building.

The introduction of new green spaces adjacent to Angouleme Way will provide opportunities to enhance biodiversity and could integrate SuDS to capture, manage and treat surface water run-off.



06.
**People, Community
& Tackling Inequality**

Improving accessibility and ease for people getting to the town centre will be a key part of this zone. The creation of a new mobility hub in this location will provide a greater variety of choice and encourage onward active travel solutions to access the retail heart of the town centre.

New residential created in this location will also look to provide affordable housing to meet local need.

This site will also create and support the linkages between existing communities to the south and the town centre, making it easier for people to cross over Angouleme Way.

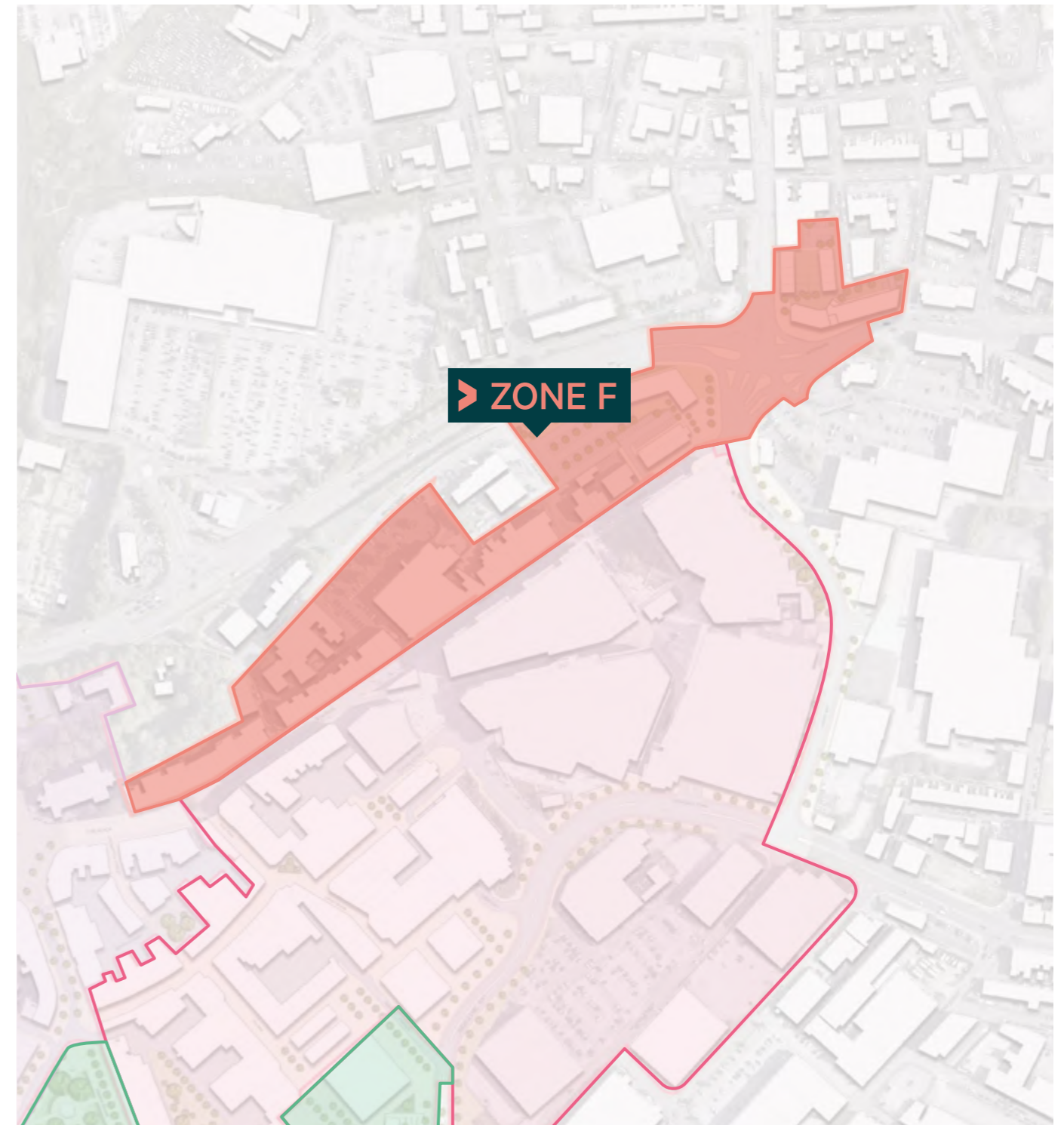
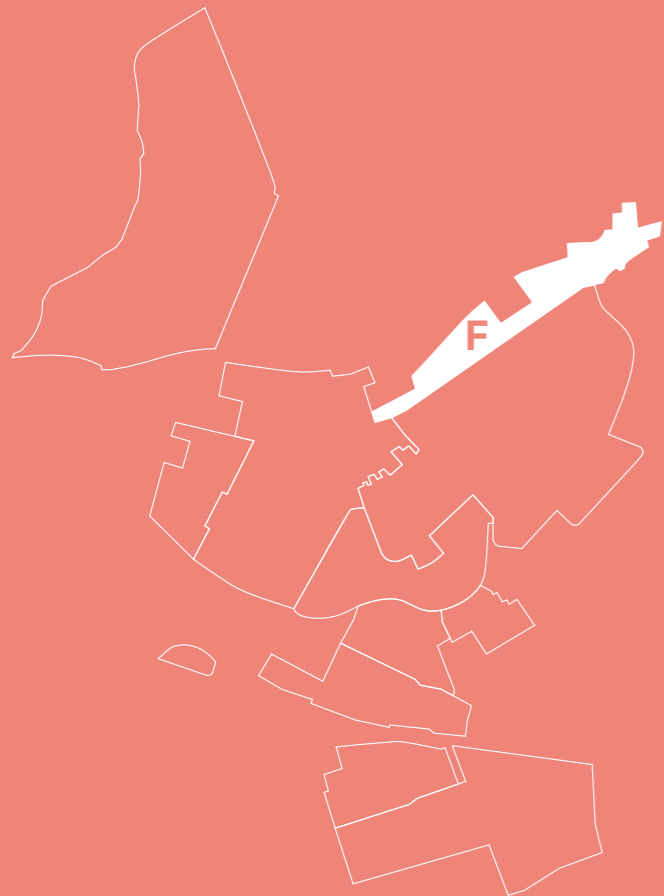


➤ MASTERPLAN AREA

➤ 07 — CHARACTER ZONES

ZONE F EASTERN GATEWAY

An important new gateway into the town, which mirrors the quality of the nearby Rock development. A new high quality town centre hotel will provide the cornerstone to the gateway, fronting strongly onto the ring road, whilst new residential development leads visitors onto the Rock inviting them to explore. There is also potential to revitalise underused retail space through the introduction of new commercial opportunities including a new innovation hub for SME's & start-ups.



The Eastern Gateway Zone includes the Former Fire Station site (off Peel Way), following its relocation to Chamberhall, and the area of land immediately to the west of this site. The Zone also incorporates land to the north of Peel Way/Walmersley Road, a proportion of which is within Council ownership.

A proposed hotel scheme is coming forward on the Former Fire Station site for a 130-key mid-range hotel which will help build back the night-time economy and provide a boost to the town's key visitor destinations such as the East Lancashire Railway, The Met and Bury Market. There is an opportunity to better consider key frontages here and the location of car parking. It is considered that the site, and wider parcel to the west could also accommodate a residential apartment block of approximately 30 apartments.

➤ 07 — CHARACTER ZONES
ZONE F: EASTERN GATEWAY

DEVELOPMENT
PRINCIPLES

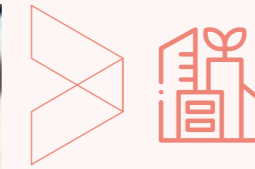


➤ Proposed The Rock High Street / Chapman Taylor

➤ 07 — CHARACTER ZONES
ZONE F: EASTERN GATEWAY



➤ Proposed The Rock High Street / Chapman Taylor



01.
Economic Future & Land Use

Former Fire Station

This site has been earmarked for the development of a new high quality town centre hotel (Use Class C1) fronting onto the junction, with new high density residential uses (Use Class C3) along the eastern end of The Rock.

Moorgate / Walmersley Road

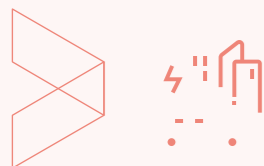
This site is identified for higher density residential uses (Use Class C3) which could include the provision of new specialist supported housing. It is envisaged that development to the north of the site could incorporate new town houses (Use Class C3) or potential assisted living opportunities fronting onto Walmersley Road.

The Rock High Street Area

There are opportunities to diversify the current retail offer along the northern end of The Rock to promote uses which will increase footfall and support local businesses. These uses could include quality food and beverage offers, boutique cultural and leisure uses, and an innovation hub to support the development of start-ups and SME's through the provision of serviced office space and conferencing facilities. This will build upon the potential spin-off benefits from Greater Manchester Innovation at Northern Gateway. In addition, the re-use of under-used upper floors on commercial property is actively encouraged to secure the future for historic buildings and bring greater vibrancy to The Rock.

07 — CHARACTER ZONES

ZONE F: EASTERN GATEWAY



02.

Connectivity, Movement & Infrastructure

Moorgate/Walmersley Road

The Moorgate/Walmersley Road junction currently acts as a barrier to those communities accessing the town centre via foot or by bike from the north. Further technical work will be required to implement active travel improvements at this junction and will be considered as part of the Borough wide Transport Strategy.

Streets for All

Supporting TfGM's Streets for All ambitions, the Eastern Gateway will look to enhance the eastern end of The Rock and Derby Way to balance the movement of pedestrians, cyclists and vehicles and promote active travel to create sustainable, healthy and resilient places, with a focus on people and placemaking rather than vehicles.

Bee Network Connectivity

Defined as 'Future Bee Way' routes, The Rock, John Street and part of Derby Way are important connections through the town centre, making it easy, safe and attractive for people to travel on foot or by bike for everyday trips

Access

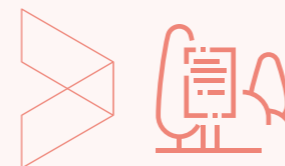
It is envisaged that future development on the former fire station would take access from The Rock together with John Street if required. This would provide opportunity to separate service access from visitor / resident access or alternatively provide separate access points for each land use if desired. With regards to the potential redevelopment at Moorgate/Walmersley Road, it is anticipated that access would be taken from Peter Street and Back Moorgate in order to maximise frontage onto the priority junction (Moorgate/ Peel Way/ Derby Way Junction)

Car Parking

Due to the town centre location and proximity to the public transport network, it is envisaged that private parking for new development in this zone will be minimised. Where it is provided, car parking should be well integrated into the design of the public realm and well overlooked and lit.

Cycle Parking

The provision and location of cycle parking will be an important component in promoting active travel and reducing reliance on the car. Cycle parking should therefore be secure, well overlooked and located close to key destinations, streets and public squares.



03.

Public Realm, Placemaking & The Environment

New tree planting and high quality public realm will be encouraged to provide an attractive gateway onto the Peel Way / Walmersley Road junction, announcing the arrival to the eastern end of the town centre.

Scale, massing, density

To the eastern end of Bolton Street, there is opportunity to reconfigure/ redevelop poorer quality buildings in order to create development which better reflects the high-quality environment of the adjacent Rock development and accommodate a greater diversity of uses including opportunities to introduce residential and commercial uses.

Where redevelopment takes place, the consistent building line along The Rock should be maintained and the scale of buildings should respond sensitively to the existing context. Development at the former fire station has the potential to be of a larger scale (up to six storeys), to respond to the context of existing development at The Rock and the large scale of the junction. It is envisaged that development at Moorgate/ Walmersley Road will provide higher density residential (up to four storeys) in the form of new specialist supported housing. There are opportunities

to also provide medium density residential units in the form of town houses to the north of the site which could provide frontage onto both Walmersley Road and Peter Street.

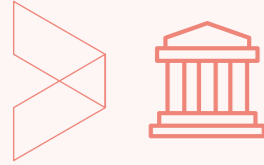
Design quality

Buildings located to the eastern end of the Eastern Gateway are highly visible sites, which should be bold and distinctive in style and character with high quality urban design which reflects their prominent location. There are a number of buildings to the North of The Rock which suffer from poor quality frontages. There are opportunities to implement upgrades to frontages and encourage the provision of uses which promote active frontage to maximise vibrancy and activity on The Rock.

Frontages

Development which fronts onto the Peel Way / Walmersley Road junction will be particularly prominent and it will be necessary to provide strong frontage onto this key gateway. Corner articulation will be particularly important and there is potential to increase the scale on important corners to provide architectural emphasis.

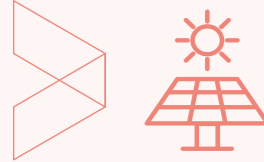
➤ 07 — CHARACTER ZONES
ZONE F: EASTERN GATEWAY



04.
Cultural Heritage & Tourism

Heritage considerations

The western end of Eastern Gateway Zone is adjacent to the Town Centre Conservation Area. The repurposing of underused units and floors can provide a positive impact on the conservation area, although conversions and reconfiguration will need to respond sensitively, both in terms of architectural style, quality and materiality.



05.
Climate Change & Sustainability

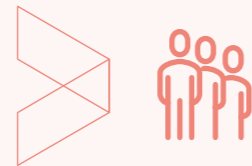
There are opportunities to re-purpose / refurbish existing buildings along The Rock, which will preserve their unique heritage and extend their lifespan. Given the age of many buildings there are also opportunities to introduce newer technologies which will improve energy efficiency. In addition, the conversion of upper floors to residential and commercial uses will reduce vacancies and better utilise existing buildings.

The construction of new buildings on the Former Fire Station site and at Moorgate / Walmersley Road will provide opportunity to incorporate renewable and zero carbon technologies and bring back into use brownfield sites in sustainable locations, reducing reliance on private vehicles and improving linkages between the eastern gateway and Bury town centre.

The design and integration of SuDS will be a key component in managing water across the area. The development should look to incorporate both soft

and hard-engineered features, which respond at various scales and include controls such as, avenue tree planting, small scale rain gardens, swales and underground storage, in addition to source control measures such as green roofs and bio-retention systems.

The development should also look to promote the use of permeable surfacing within the public realm and parking areas.



06.
**People, Community
& Tackling Inequality**

New employment opportunities will be created with the new hotel development proposal.

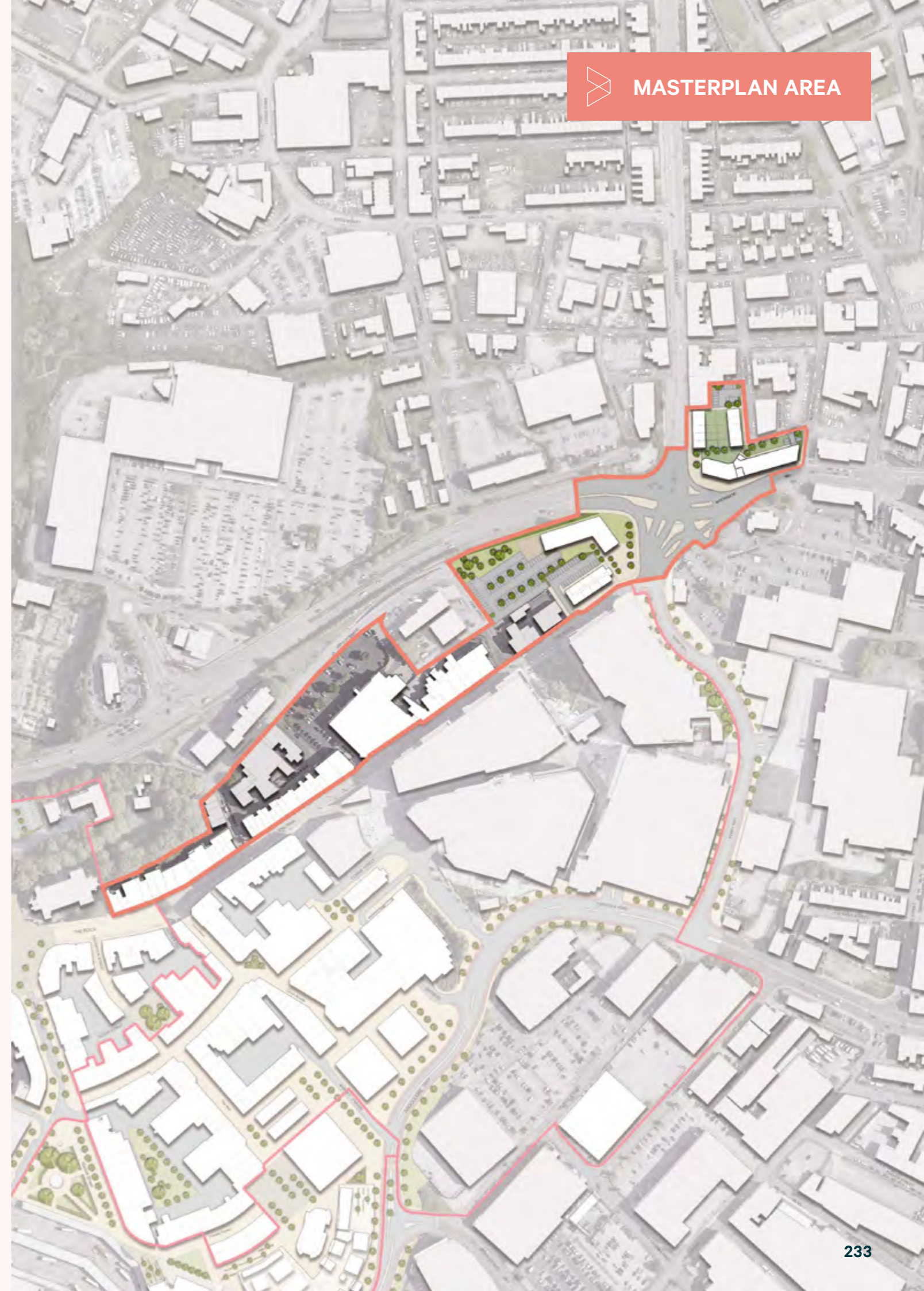
Creating an improved environment for existing businesses and new businesses to thrive, fostering a spirit of networking and innovation through providing high-quality office space.

Providing housing and services for vulnerable people and people in need.

Providing affordable housing in line with local housing need.

Promoting active travel and provision of 'Green Streets', reducing the dominance of the highway infrastructure and making it easier for communities to the north of the town centre to access the amenities and services on offer in the retail core.

Making streets feel safe and well-lit and introducing new uses to upper floors (including residential) to create better natural surveillance of the streets and spaces.

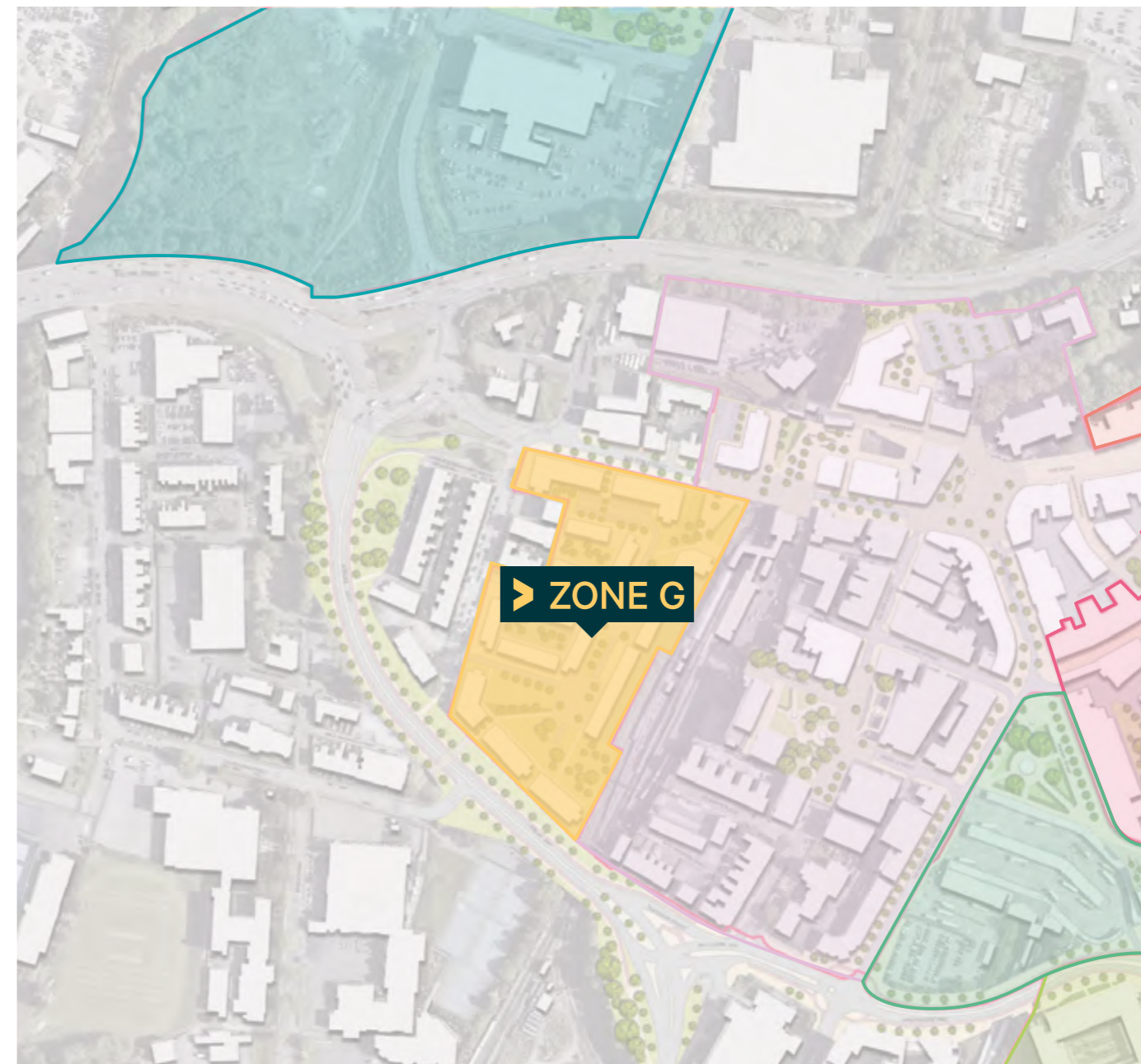
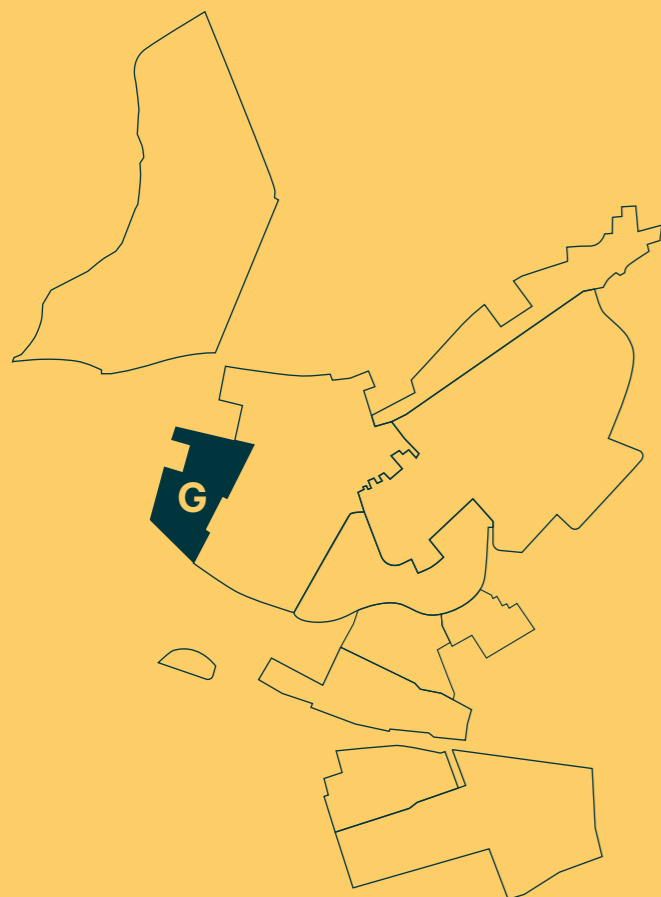


➤ 07 — CHARACTER ZONES

ZONE G

WESTERN GATEWAY

Development of a sustainable & high quality, family focused community within the town centre. Providing strong frontage onto Bolton Street and Jubilee Way, the Western Gateway will help announce the arrival into the town centre. In addition to providing new homes for local people, the development will also increase vibrancy, activity, and footfall within the town centre.



Western Gateway comprises a 2.52 ha site located off Bolton Street and benefiting from a frontage onto Jubilee Way. It was formerly occupied by Greater Manchester Police who have since relocated and in part therefore provides a vacant site for redevelopment (circa 0.63 Ha). The remaining portion of the site is occupied by Bury Council owned Castle Leisure Centre, which is proposed to be relocated as part of this Masterplan, Irwell Street Council owned surface car park and associated leisure centre parking.

The Castle Leisure Centre site is identified as an opportunity site but it should be noted that this will only come forward if a suitable site for the relocation of the existing leisure centre can be found. A series of options for its replacement have been suggested within this document.

The site benefits from its location adjacent to the East Lancashire Railway (ELR) (to the east), Bolton Street to the north and Jubilee Way to the south. Key cultural assets in and around the Silver Street part of the town centre are only a 5-minute walk away. This area is also well-located for schools. Bury Grammar School and St Gabriel's Roman Catholic High School are within a 10-minute walking time of the site.

Subject to identifying an alternative site for the leisure centre and lead-in time for construction, this site could be delivered in two discrete phases. Phase 1 would comprise the current vacant plot fronting onto Irwell Street, with the portion fronting onto Bolton Street, and existing surface car parking fronting Jubilee Way to be delivered as a second phase.

There is an opportunity to bring forward circa 320 new homes in this location.

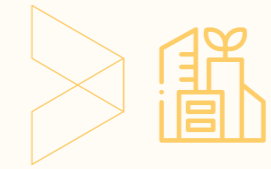
➤ 07 — CHARACTER ZONES
ZONE G: WESTERN
GATEWAY

DEVELOPMENT
PRINCIPLES



➤ Proposed Residential

➤ **07 — CHARACTER ZONES**
ZONE G: WESTERN GATEWAY

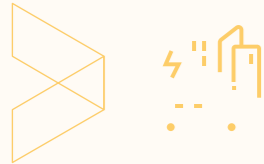


01.
Economic Future & Land Use

High quality residential (Use Class C3) uses with a focus on the provision of family housing. It is anticipated that this would comprise apartments to the northern and southern boundaries, with town houses to the centre of the zone.

➤ Proposed Residential

07 — CHARACTER ZONES ZONE G: WESTERN GATEWAY



02. Connectivity, Movement & Infrastructure

Streets for All

Supporting TfGM's Streets for All ambitions, development at the Western Gateway will create streets that balance the movement of pedestrians, cyclists and vehicles to promote active travel and create sustainable, healthy and resilient places, with a focus on people and placemaking rather than vehicles.

Bee Network Connectivity

Defined as 'Future Bee Way' routes, Irwell Street (to the west) and Bolton Street (to the north) are important connections for users to link into the strategic cycle network. Therefore, future development should orientate streets and buildings to provide strong links to both.

Strengthening Links to the Town Centre

The Western Gateway provides opportunity to improve connectivity between the town centre and communities beyond the ring road. In conjunction with the creation of a 'Green Street' along Jubilee Way which promotes active travel, it is suggested that a new 'at-grade' crossing could be provided to improve permeability and prioritise pedestrians and cyclists.



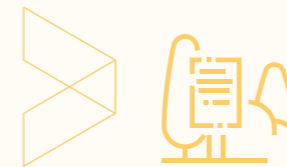
Access & Parking

Vehicular access will be taken from Irwell Street and Lower Bank Street, with additional cycle and pedestrian access from Jubilee Way and Bolton Street. Due to its town centre location and proximity to the public transport network, it is envisaged that private parking will be minimised, albeit there is an opportunity to provide dual-use parking for residents as well as visitors to nearby attractions including the ELR. Where it is provided, parking should be well integrated into the design of the public realm and potentially look to utilise existing site levels to provide a decked parking solution.

The provision and location of cycle parking will be an important component in promoting active travel and reducing reliance on the car. Cycle parking should therefore be secure, well overlooked and located close to the development it serves.



Precedent Image / Timekeepers Square



03. Public Realm, Placemaking & The Environment

Public realm

Public realm throughout the development should be high quality and help to foster a distinct identity which will also aid legibility. There is opportunity to extend Station Square to the south of Bolton Street into the north east corner of the zone, creating an attractive entrance and introducing additional open spaces into the town centre.

Green Spaces

There will be a variety of green spaces provided across the zone, ranging from private gardens, semi-private courtyards to public open spaces. There is potential to incorporate small scale community orchards and allotments to promote health and well-being.

Scale, Massing & Density

The density of development will vary across the zone, with higher densities focused towards the northern and southern boundaries, responding to the scale and importance of Bolton Street and Jubilee Way, whilst also providing a protected and defined edge to lower density development within the centre of the zone. The scale of development will reflect this with development fronting onto Bolton Street (up to four storeys) and

Jubilee Way (up to seven storeys) of a taller scale, than that within the centre of the development (up to three storeys). The massing of development will take design cues from the surrounding context and echo the formality of nearby terraces and strong pattern.

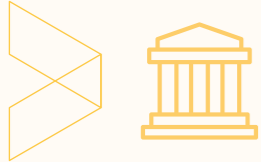
Design Quality

As a significant development site within the town centre, there is opportunity to create a distinct identity for the Western Gateway, which sets a high benchmark for future town centre living. Utilising innovative design and modern construction methods, it is envisaged that the western gateway will be a development for the future, responding to the climate emergency and flexible/adaptable to future needs.

Frontages

Bolton Street and Jubilee Way are significant streets within the town centre. Given their prominence, it is important that future development responds strongly to these streets both in terms of orientation, scale and frontage. Development blocks within the zone will be orientated to promote north-south connectivity and ensure that streets and open spaces are active, overlooked and safe.

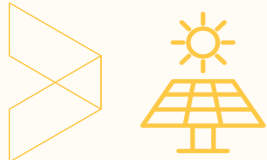
07 — CHARACTER ZONES
ZONE G: WESTERN GATEWAY



04.
Cultural Heritage & Tourism

Heritage considerations

The western gateway lies to the west and south of the Town Centre Conservation Area. Future development has the opportunity to provide a positive impact on the conservation area, although it will need to respond sensitively, both in terms of architectural style, quality and materiality.

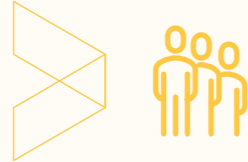


05.
Climate Change & Sustainability

The introduction of new higher density and family homes into the heart of the town, will help people to live more sustainably by providing access to a range of goods and services within walking/cycling distance and reducing the need to travel by car. It will also bring back into use brownfield, reducing reliance on private vehicles and improving linkages between the communities to the south west and Bury town centre.

The construction of new buildings across the area will provide opportunity to incorporate renewable and zero carbon technologies.

The potential incorporation of small scale allotments and orchards within the areas green spaces will encourage local food production and enhance biodiversity.



06.
People, Community & Tackling Inequality

Provision of affordable housing in line with local housing need requirements.

Housing typologies to align with local housing need.

Accessibility for all through provision of active travel 'at grade' crossing across Jubilee Way

The design and integration of SuDS will be a key component in managing water across the area. The development should look to incorporate both soft and hard-engineered features, which respond at various scales and include controls, such as small scale rain gardens, swales, mini wetlands and underground storage, in addition to source control measures such as green roofs and bio-retention systems.

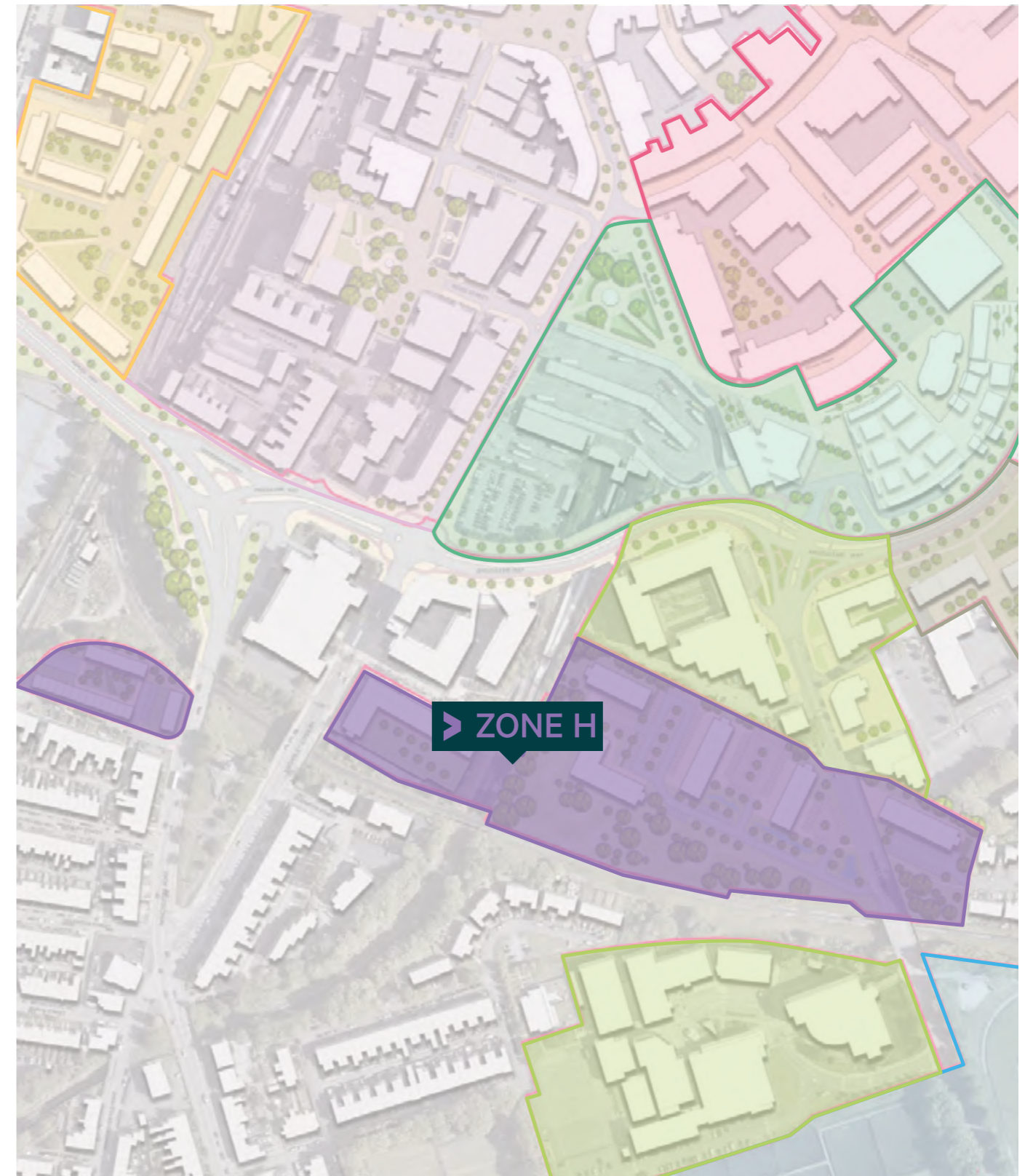
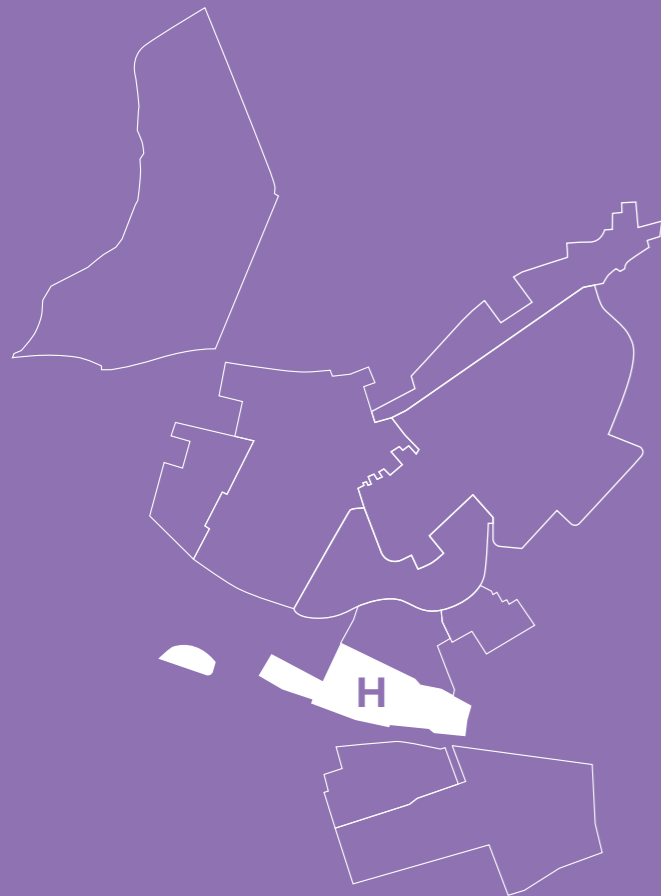
The development should also look to promote the use of permeable surfacing within the public realm and parking areas.



➤ 07 — CHARACTER ZONES

ZONE H SOUTHERN GATEWAY

This area provides an opportunity to bring forward a series of sites that can deliver new town centre homes linking to the heart of Bury, the redeveloped Interchange and nearby education facilities. With excellent public transport links, and incorporating innovative parking and open space solutions, there is potential to provide an exciting new sustainable housing solution for Bury.



This zone provides an opportunity to bring forward a series of sites that would deliver a critical mass of new town centre housing linking to the core, the Interchange and education areas. These brownfield sites, in close proximity to public transport, provide a sustainable housing solution for Bury in addition to new residential proposed on the Western Gateway site.

There is the opportunity to bring forward circa 400 new homes in this location.

07 — CHARACTER ZONES
ZONE H: SOUTHERN
GATEWAY

DEVELOPMENT PRINCIPLES



Proposed visualisation of Pyramid Park

► 07 — CHARACTER ZONES
ZONE H: SOUTHERN GATEWAY



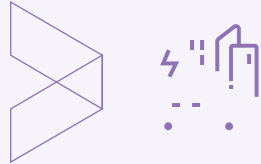
01.
Economic Future & Land Use

It is proposed that this zone would accommodate high quality residential (Use Class C3) development including a range of typologies to create a vibrant and varied community including family housing, apartments and housing for older people. This should include affordable housing in line with the Council's adopted and emerging planning policy.



07 — CHARACTER ZONES

ZONE H: SOUTHERN GATEWAY



02. Connectivity, Movement & Infrastructure

Streets for All

The southern ring roads transformation into a 'Green Street' will reduce the dominance of vehicles and creates an attractive tree lined boulevard which provides safe segregated cycle routes and wide footpaths which will encourage active travel and create a more people focussed place. The potential reduction of the carriageway could also provide opportunities to introduce new 'at-grade crossings which will improve permeability to the Southern Gateway.

Bee Network Connectivity

Defined as 'Future Bee Way' routes, Market Street, Knowsley Street and Haymarket Street are important connections for users to link into the strategic cycle network (for example the Elton Beeway which provides links to Radcliffe and National Cycle Route 6). Therefore, future development should orientate streets and buildings to provide strong links to both.

Strengthening Links to the Town Centre

The southern Gateway provides opportunity to improve connectivity between the town centre and communities beyond the ring road. There are opportunities to enhance links to Union Square and the Interchange providing a broad selection of transport choices within a short walk/cycle.

Tram-Train Opportunity

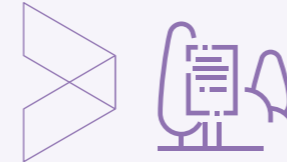
There is the potential for a proportion of this site to facilitate a new Tram-Train. Discussions will be ongoing with TfGM.

Access & Parking

- ▶ Vehicular access for new development on Belle Vue Car park could be accessed from Belle Vue Terrace and provide private parking in the form of courtyard parking and decked parking.
- ▶ Parking on the Q Park Airspace site will be provided (where required) by the existing decked car park although given the sustainable location of the site it is anticipated that parking provision should be limited.
- ▶ New development on the Pyramid Park site will be accessed from Market Street. Due to its sustainable location and proximity to the Interchange, it is envisaged that private parking will be minimised. Where provided, parking should be well integrated into the design of the public realm in the form of landscaped courtyards, so as to reduce the visual impact of vehicles and on occasion, enable the spaces to be utilised for community events.
- ▶ New development on the Townfields site will take access from Townfields Close and provide pedestrian/cycle links through to the Pyramid Park site, improving access to the Interchange for new and existing residents. As with the other sites, it is anticipated that parking will be limited. Where provided, parking areas should be well integrated into the public realm and utilise tree planting to reduce the visual dominance of vehicles.

Cycle parking

The provision and location of cycle parking across the zone will be an important component in promoting active travel and reducing reliance on the car. Cycle parking should therefore be secure, well overlooked and located close to each of the development blocks.



03. Public Realm, Placemaking & The Environment

High quality public realm

The public realm throughout the development should be high quality and help to foster a distinct identity which will also aid legibility.

Green spaces

There will be a variety of green spaces provided across the zone, ranging from private gardens, semi-private courtyards to public open spaces. Within the open spaces there is potential to establish small scale community orchards and allotments to promote health and well-being.

Attractive and safe linkages

Due to the levels and existing tree coverage, it will be important to consider lighting and maintenance of vegetation to ensure that the links are attractive and safe. This will be assisted through the development of new residential uses which will provide overlooking and passive surveillance.

As part of the Interchange redevelopment, there may be potential to enhance access to Union Square and links to the Metrolink.

Consideration of Site of Biological Importance (SBI)

A Site of Biological Importance is within the proposed red line boundary on Pyramid Park. The biodiversity associated with this will need to be accommodated or off-site mitigation is likely to be required.

Scale, massing, density and frontages

This will vary across the zone as follows:

▶ Belle Vue Car Park

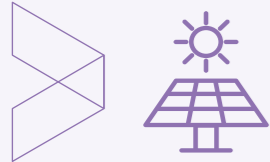
This site could accommodate new town housing development that is of a similar scale to that of adjacent existing housing and could provide new family housing near to the town centre. There may be potential to integrate a decked parking solution, taking account of existing levels, which will reduce the visual impact of parked cars and provide the opportunity to create a shared courtyard garden for some dwellings. Development could be orientated to create a perimeter block which provides a frontage onto existing streets and reflecting the form of adjacent housing.

▶ Q Park Airspace

New apartments could be developed on top of the existing decked car park. Given the scale of adjacent buildings, new development could be up to six storeys in height and provide a consistent building frontage onto Knowsley Street. Given the wider footprint of the existing car park, there is potential to develop a decked roof terrace which could serve the new development and integrate SUDS.

07 — CHARACTER ZONES

ZONE H: SOUTHERN GATEWAY



05. Climate Change & Sustainability

Proposed plans for this area will incorporate the introduction of new higher density and family homes just south of the central town centre. Its location, close proximity to a wide range of sustainable travel choices and easy access to the town centre will help people to live more sustainably and reduce the need to travel by car for their daily needs.

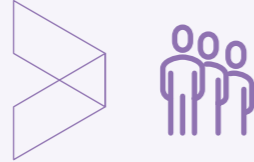
Development on these sites will bring a number of brownfield sites back into use, with the proposed density ensuring an efficient use of the land.

The construction of new buildings will provide the opportunity to incorporate renewable and zero carbon technologies which are more energy efficient and promote sustainable living.

There is opportunity to enhance biodiversity across the area (particularly at Pyramid Park and Townfields Close) and create a corridor of green spaces which link together. Where possible existing trees should be retained and opportunities explored at Pyramid Park to integrate wildflower meadows and wetland areas which utilise native planting palettes.

The design and integration of SuDS will be a key component in managing water across the area. The development should look to incorporate both soft and hard-engineered features, which respond at various scales and include controls, such as small scale rain gardens, swales, ponds and underground storage, in addition to source control measures such as green roofs and bioretention systems.

The development should also look to promote the use of permeable surfacing within the public realm and parking areas.



06. People, Community & Tackling Inequality

The Southern Gateway area will provide affordable housing and align with local housing need requirements in terms of typologies proposed where appropriate.

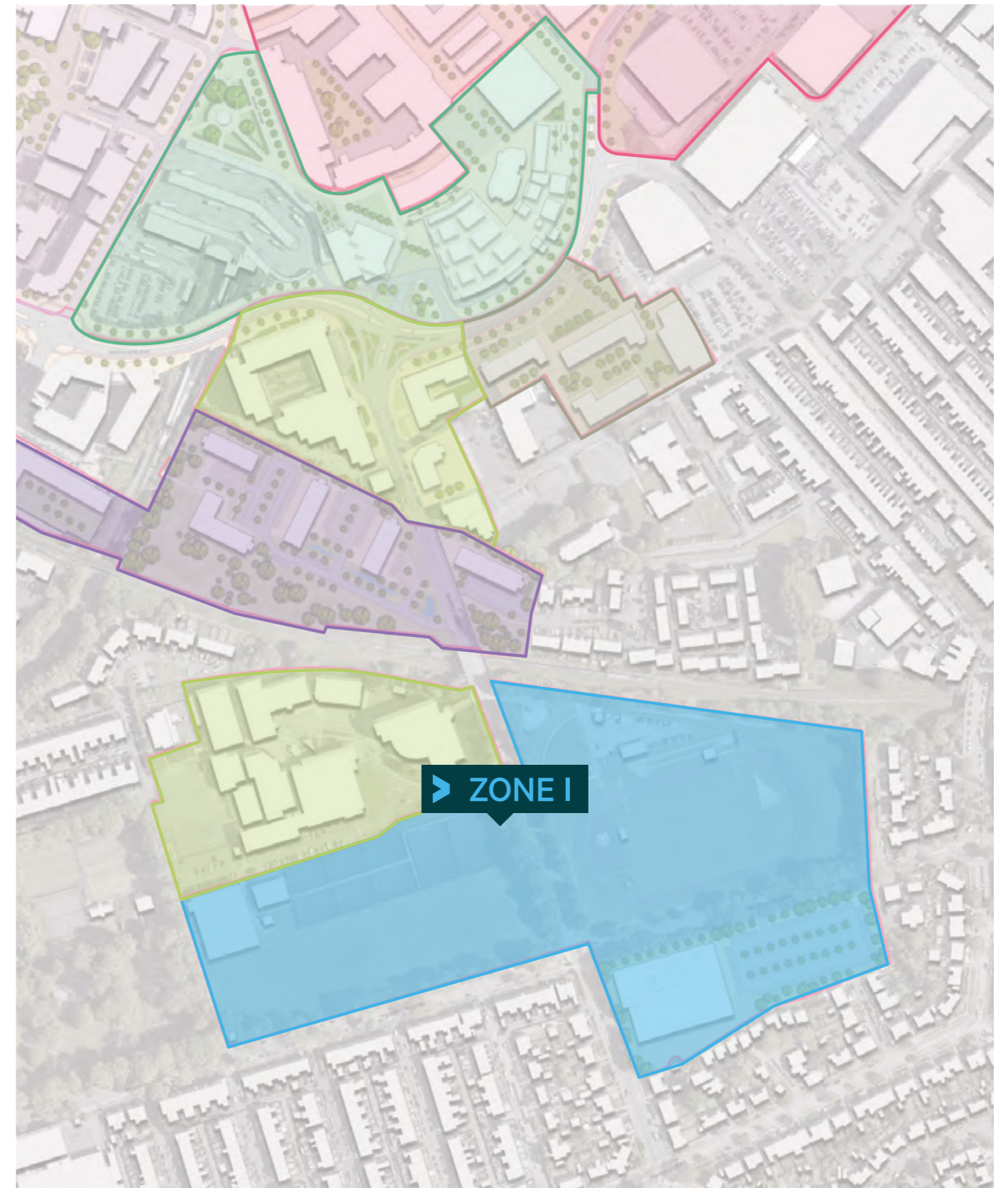
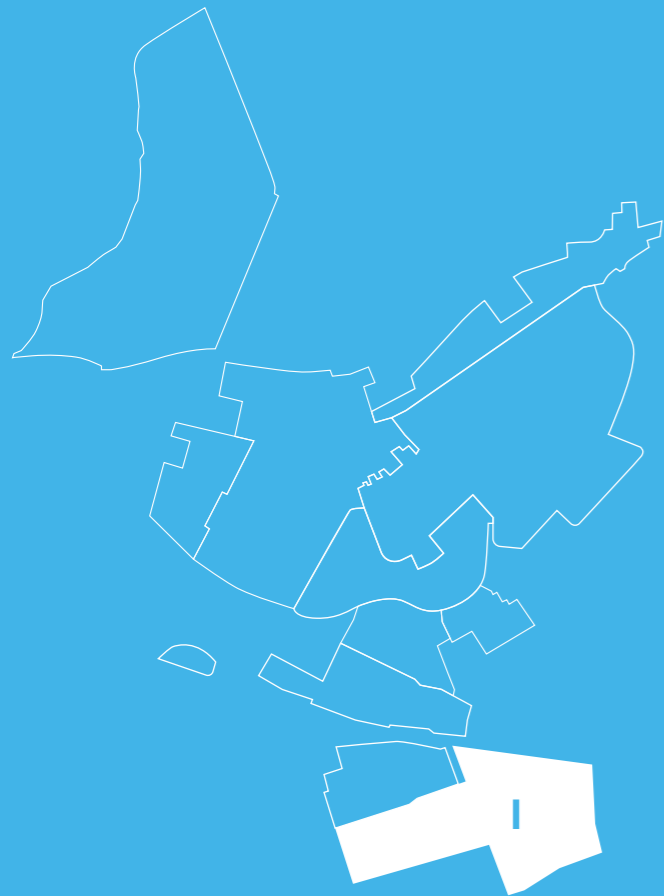


MASTERPLAN AREA

➤ 07 — CHARACTER ZONES

ZONE I SPORTS CAMPUS

Incorporating Bury College Sports Centre, Bury Athletics and development of a new wet leisure centre on the former Grundy Day Centre (to replace the Castle Leisure Centre facility), there is opportunity to consolidate and strengthen Bury's existing sports provision and create a significant 'sports campus' on the southern edge of the town centre.



The merging of the two areas either side of Wellington Road provides an opportunity to create a significant 'Sports Campus' offer that could comprise a wet leisure as a replacement to the Castle Leisure facilities. The development of this site will require reconfiguration of the existing Grundy Day Care Centre.

07 — CHARACTER ZONES
ZONE I: SPORTS CAMPUS

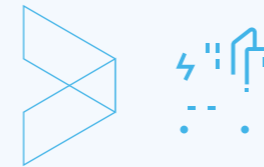
DEVELOPMENT PRINCIPLES



01.
Economic Future & Land Use

Development in this zone could provide a new wet leisure centre to replace Castle Leisure Centre, linking with existing sports facilities on offer within Bury College, as well as the existing athletics track.

07 — CHARACTER ZONES ZONE I: SPORTS CAMPUS



02. Connectivity, Movement & Infrastructure

Bee Network Connectivity

The Sports Campus area falls within Fishpool and Pimhole Active Neighbourhoods areas of the Bee Network. Measures to be considered include road filtering, new crossings, side road treatments and cycle parking facilities. The proposed works will improve the experience for local people, encouraging walking and cycling, making it easier to cross busy roads and reducing emissions. The scheme will complement other planned improvements in the area and help to promote active travel.

Strengthening Links to the Town Centre

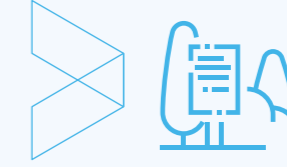
Designated as a 'Green Street', it is envisaged that Market Street could be improved to increase the priority of pedestrians, cyclists, strengthening active travel links to the town centre.

Access & Parking

With primary access taken from Wellington Road, there is opportunity to provide car parking facilities on site (circa 234 spaces), together with the necessary servicing access to the rear of the facilities.

Cycle parking

The provision and location of cycle parking across the zone will be an important component in promoting active travel and reducing reliance on the car. Cycle parking should therefore be secure, well overlooked and located close to each of the sports facilities.



03. Public Realm, Placemaking & The Environment

High Quality Public Realm

The site currently incorporates a large number of existing mature trees along the boundary of the site which provide a positive character to the surrounding streets and screen the site from adjacent housing. Future development should look to retain these trees where possible and carefully integrate the facility into its parkland setting and complemented by high quality public realm creating an attractive and welcoming front door.

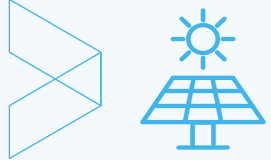
Scale, massing, density and frontages

There is opportunity to develop a high-quality new leisure centre incorporating swimming and gym facilities on the site south of Wellington Road. To increase the prominence of the facility, it is envisaged that the building would be located to the western end of the site adjacent to the Wellington Road / Market Street junction. Whilst it is envisaged that part of the facility will be single storey, there are opportunities to increase the scale of the building on the north west corner which will provide important corner articulation and presence onto the street. It is important that the facility provides strong frontage onto Market Street and Wellington Road and capitalises on the attractive views towards the north to the athletics track.

Design quality

As a significant new sports facility, there is opportunity for the development to become a prominent gateway to the town centre and a central feature of the sports campus. With this in mind it is envisaged that the design of the facility will be contemporary, sustainable and high quality.

07 — CHARACTER ZONES
ZONE I: SPORTS CAMPUS

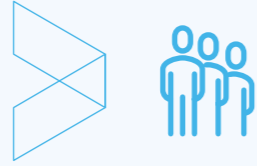


05.
**Climate Change
& Sustainability**

The construction of a new leisure centre should incorporate renewable and zero carbon technologies to respond to the climate challenge and reduce CO2 emissions.

The design and integration of SuDS into the public realm will assist in water management whilst also delivering biodiversity benefits and should also explore opportunities to capture and treat surface water run-off.

Where possible, existing mature trees should be retained, and supplemented by additional tree planting within hard areas



06.
**People, Community
& Tackling Inequality**

The new sports campus will promote health and wellbeing for all - encouraging healthy lifestyles, mental wellbeing and a facility which is accessible to all.

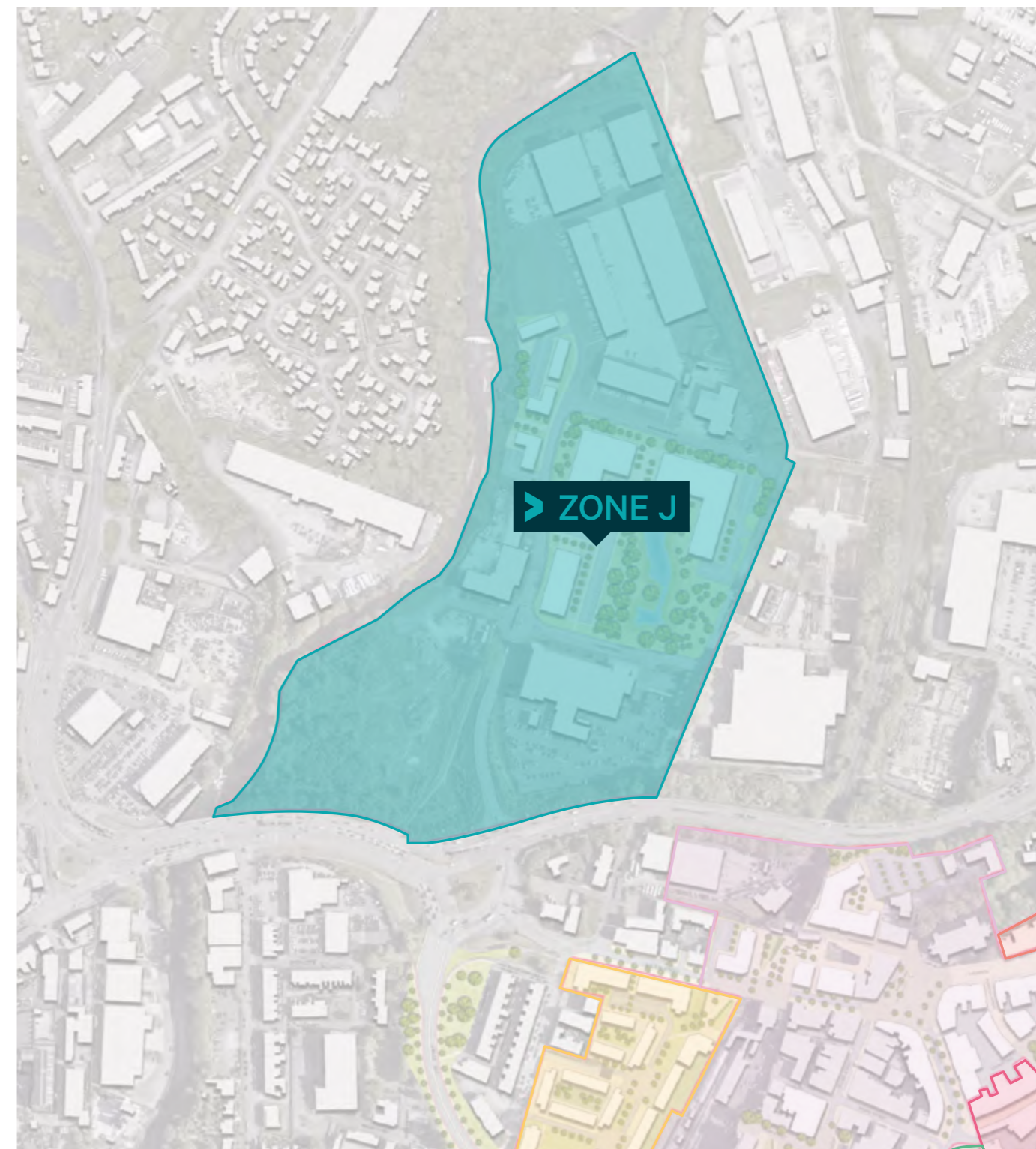


MASTERPLAN AREA

➤ 07 — CHARACTER ZONES

ZONE J CHAMBERHALL

Providing a high-quality location for business and light industrial opportunities within close proximity of the town centre. Set within attractive landscaping and incorporating potential makers studios there are opportunities to draw visitors north and provide an important gateway to the Irwell Sculpture Trail & onward connections to Burr's Country Park.



Zone J – Chamberhall encompasses Chamberhall Business Park Phase 1 (built out by St Modwen) and associated extension land abutting the River Irwell, potential future employment land within Bury Council's ownership (envisaged to be Chamberhall Phase 2), public sector uses including Bury Community Fire Station and Greater Manchester Police Headquarters and a potential future employment site known as The Green.

The Zone is bounded by the River Irwell to the west and north, Castlecroft Road to the east, Gordon Street to the north east and Peel Way to the south.

➤ 07 — CHARACTER ZONES
ZONE J: CHAMBERHALL

Chamberhall

The Chamberhall site comprises circa 5 acres of net developable land which is within Bury Council's ownership. The site is bounded by Magdalene Road to the north (beyond which is Chamberhall Business Park Phase 1), Harvard Road to the west (beyond which lies the River Irwell and a second phase of the Business Park which is proposed to be developed by St Modwen), Castlecroft Road to the east, and Dunster Road to the south. Greater Manchester Police Headquarters lies to the south of the site. The site benefits from access off Peel Way (A58).

Chamberhall Business Park Phase 1

Phase 1 of Chamberhall Business Park has been developed on a speculative basis by St Modwen Developments Limited, and consists of 14 light industrial units providing 130,000sqft of multi-use, flexible industrial/ warehouse floorspace. Phase 1 has consent for B1 (c), B2 and B8 uses. The scheme completed in May 2020.

Chamberhall Business Park Phase 2

Building on the success of Phase I, Bury Council is now seeking to deliver a second (and final) phase of the Business Park. A developer brief has been prepared which sets out the following requirements:

- Provision of at least 50,000 sq ft light industrial (Use Class B2) floorspace;
- Seeking to provide smaller units that will accommodate SME aspirations;

The Council owned site includes an existing SUDS pond which provides the drainage for the site and the majority of the wider Business Park area. This is therefore excluded from the developable area.

The delivery and completion of the Chamberhall Business Park is one of the Council's key regeneration priorities.

The Council is seeking to dispose of the site to a preferred developer by way of a 250 year lease. The developer will be responsible for securing planning for the site



Red line plan (depicting site which the Council is seeking to procure a developer partner) Source: Bury Council

DEVELOPMENT PRINCIPLES



01. Economic Future & Land Use

High quality employment uses (Use Class E) and light industrial (Use Class B2), with potential to incorporate creative/ makers studios which are accessible to the public.

➤ Precedent Image



07 — CHARACTER ZONES

ZONE J: CHAMBERHALL



02. Connectivity, Movement & Infrastructure

Improving Northern Connectivity

Located just north of the town centre, the Chamberhall area provides opportunity to improve connectivity between the town centre and Chamberhall Business Park helping to promote sustainable travel. In order to achieve this, improvements could be made to Castlecroft Road and Dunster Road which make the routes more inviting and accessible to cyclists and pedestrians.

Gateway to the Irwell

There are opportunities to strengthen links between the town centre and the River Irwell and promote the Irwell Sculpture Trail, by improving northern connectivity and providing a direct connection from Harvard Road to the river. The creation of this connection could also promote sustainable travel to Burr's Country Park, just 15 - 20 minutes' walk to the north.

National Cycle Route 6

There are opportunities to improve the quality of the existing cycle and pedestrian route which runs

through Chamberhall, through improved lighting, signage and the clearing of adjacent vegetation to make the route safer and more attractive to users.

Access

We envisage that vehicular access for new development would be taken from Harvard Road and Castlecroft Road.

Parking

Accommodated sensitively within the development sites, parking should be provided in accordance with the Council's adopted parking standards, and will be provided in smaller distinct areas, rather than larger uniformed areas, so that it is integrated into wider public realm and landscape.

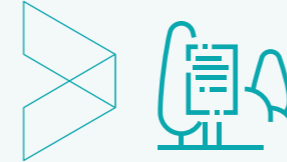
Cycle parking

The provision and location of cycle parking will be an important component in promoting active travel. Cycle parking should therefore be secure, well overlooked and well located for the amenities and land use it serves.

Precedent Image / Car Parking & Access



Precedent Image / Car Parking



03. Public Realm, Placemaking & The Environment

Landscaping adjacent to the proposed buildings will be relatively formal in character and include avenue tree planting which reflects the formality of the building arrangement and provides a defined edge. In contrast, planting adjacent to the river and the central green space will be more naturalised and take opportunity to enhance biodiversity.

Scale, Massing & Density

Larger format buildings could be concentrated towards the centre of the site, formally arranged around a central green space to emphasise the importance of the landscaped setting. Smaller buildings could be arranged less formally along the riverside, enhancing permeability through the site and providing views through to the River Irwell. Given the preferred land uses, buildings are likely to be between one and two storeys in height.

Design Quality

Given the key location of this zone and the attractive landscaped setting, there are ambitions to create a high-quality employment area which raises the profile of Bury as a place for business. There are opportunities to create a modern, distinctive and vibrant development which promotes sustainability and celebrates the surrounding landscape.

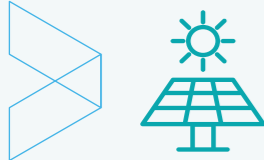
Frontages

Given the prominence of the landscape setting and the importance of the River Irwell, primary building frontages should be focused towards these assets promoting activity and ensuring overlooking.

Precedent Image / Landscaping



➤ 07 — CHARACTER ZONES
ZONE J: CHAMBERHALL



05.
**Climate Change
& Sustainability**

The creation of new employment uses close to the town centre and its wide range of transport options will encourage users to travel more sustainably and reduce reliance on private vehicles.

Development will seek to improve connectivity to the north for pedestrians and cyclists, encouraging active travel to explore northern assets like the Irwell Sculpture Trail and Burr's Country Park.

The construction of new buildings at Chamberhall should incorporate renewable and zero carbon technologies to respond to the climate challenge and reduce CO2 emissions.

The Chamberhall area incorporates a wide and rich variety of habitats along the river corridor, within the existing woodland areas and associated with the existing drainage pond. Development at Chamberhall should look to embrace and celebrate its existing ecological assets and take opportunities to further enhance biodiversity.



06.
**People, Community
& Tackling Inequality**

Creation of new employment opportunities which will benefit local people, as well as exploring opportunities to re-skill the local community to benefit from local jobs alongside Bury College.

Retention of existing businesses in Bury, including those looking for additional space, and catering for SMEs.

Promotion of health benefits through maximising linkages to River Irwell and Burrs Country Park.





▶ **08**
**CONNECTIVITY
AND
TRANSPORT**

08 — TRANSPORT AND CONNECTIVITY

Addressing transport and improving connectivity are key interventions as part of this Masterplan. This relates to and links together each of the Character Zones as described in the previous section.

Building on Development Principle '2' the proposed interventions are as follows:

Reconfiguration of Southern Ring Road

The Masterplan proposes a comprehensive transformation of the southern half of the ring road (including Angouleme Way, Jubilee Way and Derby Way), in response to Greater Manchester's Streets for All agenda. This seeks to reduce the major severance created by this major arterial route and significantly improving conditions for pedestrians and cyclists including improved access to the Interchange.

It is anticipated that proposals would include focusing primary vehicle traffic to the north (Peel Way) along **primary routes** and highlighting gateways into the town centre through the creation of **key priority junctions**. The proposals will also adhere to the 'Green Streets' principles as already set out in Section 06.



Active Travel Junction / Illustrative Swatch / Angouleme Way

Green Streets & Crossings / Illustrative Swatch / Angouleme Way



Illustrative Section of Proposed Green Street



08 — TRANSPORT AND CONNECTIVITY

Redevelopment of the Interchange

TfGM is in the process of designing proposals for a redeveloped Interchange. Whilst this is still at early concept design stage, the core elements could include the creation of a modern, safe and secure, carbon neutral Interchange with dramatically improved customer facilities. In addition, the Metrolink platform could be refurbished, increasing capacity, providing new shelter and improving accessibility, including a new southern step free access.

Active travel will be a key component of the scheme and could incorporate a large, integrated transport hub with potential for cycle/e-bike parking, cycle hire, e-scooter, cargo bikes and parcel lockers.

There are also ambitions for future phases to provide a new terminus stop for a potential Tram-Train line towards Heywood and Rochdale, and a new third platform which could form part of a potential longer term Metrolink improvement.

The new proposed transport interchange in Bury will provide a vibrant and impactful gateway that is woven into the historical fabric of Bury. It will create a permeable and welcoming arrival for all, whether arriving on foot, by bicycle, on a tram or a bus. Through opening and connecting to the surrounding context, it will create a responsive, integrated, and sustainable interchange for everyone living in and visiting Bury. The proposed interchange is situated at the heart of the town, acting as an anchor to, from and across the town centre. There is a unique chance to integrate the interchange with the Flexi Hall, as well as the immediate context and public realm.



Active Travel Junction

Building upon the proposals for the reconfiguration of the southern ring road and the planned upgrades of the Manchester Bee Network, a series of active travel junction improvements could be made at the following locations:

Angouleme Way / Knowsley Street / Haymarket Street

An initial concept for improving this important junction is provided in the illustrative layout and emphasises the desire to improve pedestrian accessibility to the Interchange and Bury's Cultural Quarter, whilst also better facilitating travel by bike;

Angouleme Way/ Market Street / Market Access

Works are currently ongoing for a CYCLOPS (Cycle Optimised Protected Signals) junction upgrade which will significantly improve cycle and pedestrian movement from the south, to Bury Market and the Retail Heart of Bury. The proposed layout for this junction is shown within the illustrative layout and shows how the change could improve connectivity along Market Street to Bury College and associated sports facilities; and

Angouleme Way / Derby Way / Rochdale Road

There are opportunities to improve connectivity for pedestrians and cyclists at this junction by providing enhanced crossings and facilities which will improve links between The Rock, Angouleme Retail Park and eastern/southern communities.

Moorgate / Walmserley Road

There are opportunities to improve connectivity for pedestrians and cyclists by providing enhanced crossings, facilitating journeys by foot and by bike between existing communities to the north and the town centre.



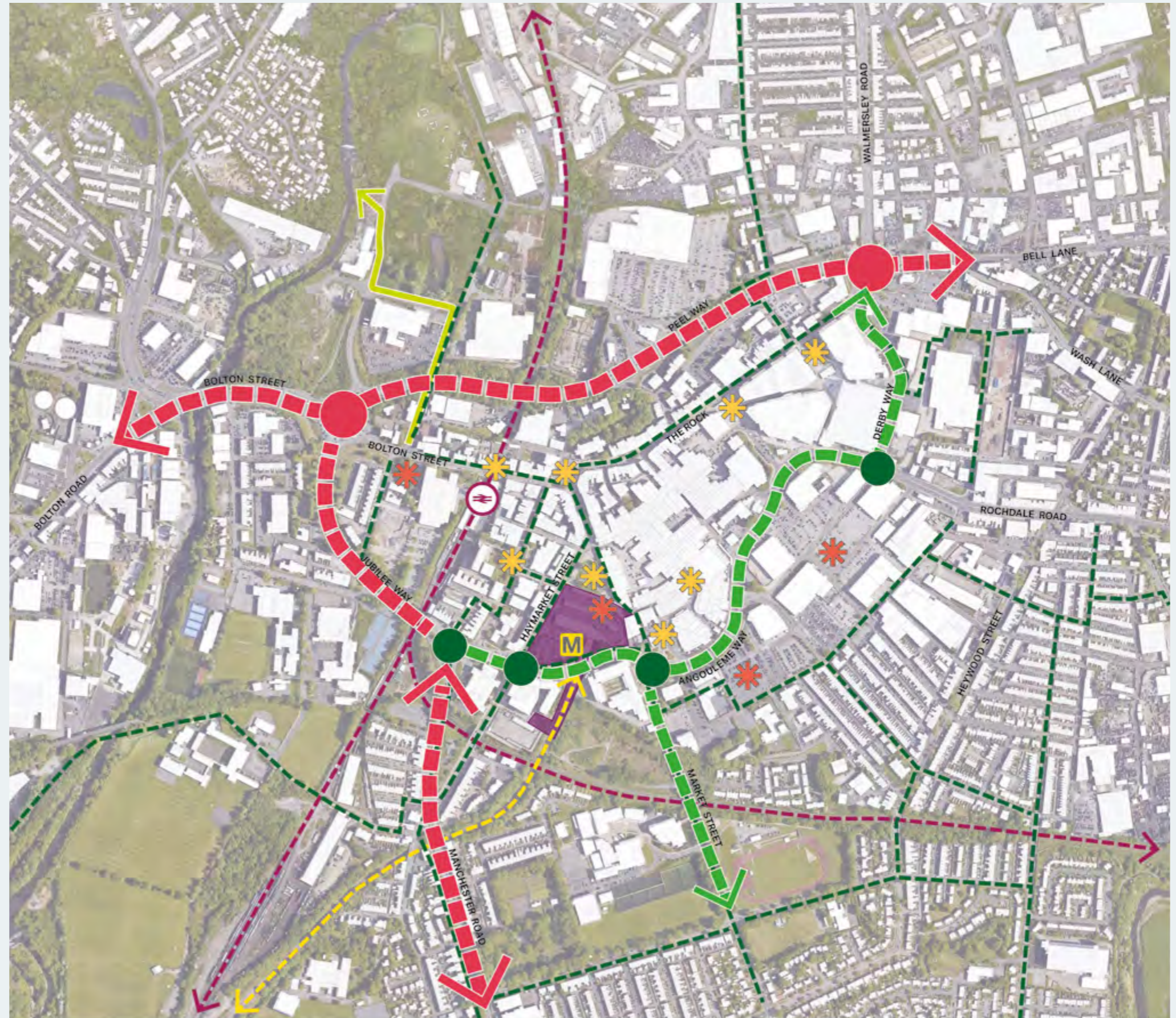
08 — TRANSPORT AND CONNECTIVITY

CONNECTIVITY FRAMEWORK

The Connectivity Framework outlines how the proposed infrastructure interventions align together. There is a clear synergy between the proposed Green and Healthy Streets and the network of key public spaces, with the healthy streets shown as providing the linkages to these key spaces.

A variety of potential locations for a proposed mobility hub have been identified. Further analysis and consideration of a town centre wide car parking strategy will need to be undertaken to select the final preferred locations.

- CONNECTIVITY KEY PLAN**
- Key Priority Junctions
 - Primary Routes
 - Green Streets
 - Active Travel Junctions
 - Metrolink Stop
 - Mobility / Transport Hub
 - Key Public Spaces
 - Bury Interchange
 - Bolton Street Station
 - East Lancashire Railway
 - Improved pedestrian / cycle links to the River Irwell
 - Manchester Bee Way





▶ **09**
**PHASING AND
DELIVERY**

09 — PHASING AND DELIVERY

Visual of proposed Market Place



The Bury Town Centre Masterplan comprises **ten Character Zones** which have been recognised for their identity, opportunity for future change and contribution that they make to the town centre.

Given the scale and ambition of the proposals, alongside the level of investment that is required to achieve the vision, the delivery of the proposals identified within the key Character Zones will be phased over a 20-year period. This section provides an indication as to when proposed developments will come forward and starts to set out how the proposals could be funded.

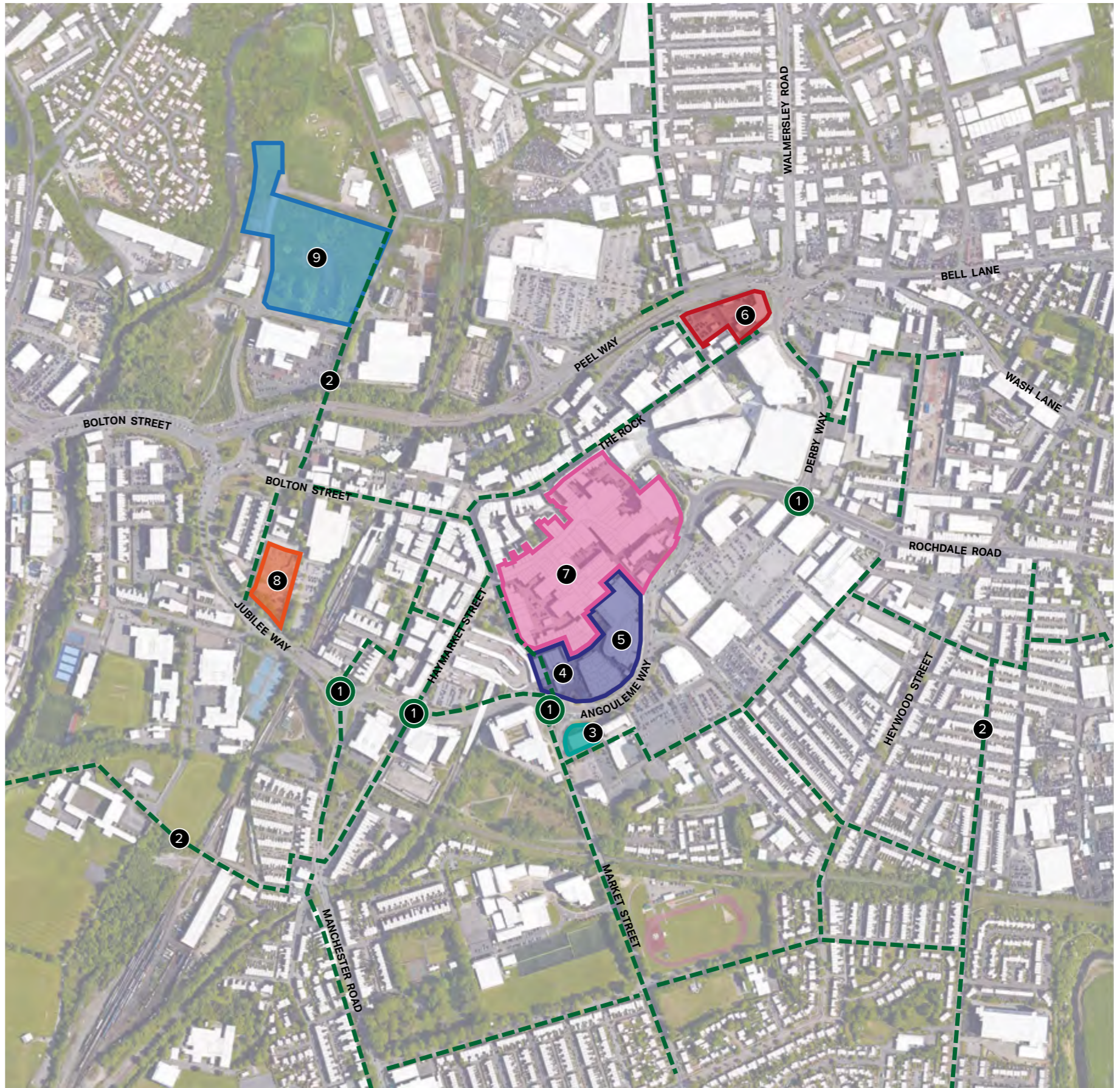
The sites will not all come forward within the first five years of the Masterplan; instead, the focus will be on key sites which are already cleared and/or within the Council's ownership as indicated in the Phasing Plans in this section. The ambition however will be to bring sites forward which provide a mixed-use approach. For example, it will be important to bring forward new high quality public realm and key amenities and services alongside the residential offer within the town centre. Likewise, any new office space being delivered will need to be complemented by a wider amenity offer to be attractive to potential occupiers.

09 — PHASING AND DELIVERY

PHASE 1 SHORT-TERM

UP TO 2025

- 1. Installation of new Active Travel Crossings
- 2. Installation of elements of the Bee Network
- 3. Creation of new Health Innovation STEM Centre (funded by Bury College, GMCA and Department for Education)
- 4. Development of the Flexi-Hall
- 5. Improvements to Bury Market
- 6. Development of new hotel (former Fire Station site)
- 7. Early interventions into repurposing the Mill Gate
- 8. Developer partner procured for Phase 1 of Western Gateway and works commenced on site
- 9. Developer partner procured for Chamberhall Phase 2 works commenced on site
- 10. Car Parking Strategy to be undertaken
- 11. Programme and events underway



08 — PHASING AND DELIVERY

PHASE 2 MEDIUM-TERM

UP TO 2030

- 12. Redeveloped Interchange to be constructed and operational
- 13. Completion of Western Gateway Phase 1
- 14. Relocation of Castle Leisure Centre / new Wet Leisure Centre to be developed in town centre
- 15. Commencement of Western Gateway Phase 2
- 16. Completion of Chamberhall Phase 2
- 17. Creation of new Station Square as part of Cultural Quarter
- 18. Partial reconfiguration of the Mill Gate
- 19. Installation of 1 no. multi-storey car park/ mobility hub
- 20. Procurement of developer partner for Southern Gateway sites
- 21. Bury College to refurbish existing College Estate



08 — PHASING AND DELIVERY

PHASE 3 LONGER-TERM

UP TO 2040

- 22. Tram Train
- 23. Completion of Southern Gateway (and associated development sites)
- 24. Completion of Western Gateway Phase 2
- 25. Complete reconfiguration of the Mill Gate
- 26. Further enhancement of the Knowledge Zone



08 — PHASING AND DELIVERY

INFRASTRUCTURE INVESTMENT

To realise the ambitions for the Masterplan, the supporting investment in key infrastructure will be required. This includes interventions to the existing road network, the creation of key new public realm and associated social infrastructure to ensure that new communities living in the town centre can access key services.

Key interventions include:

- 27. Redeveloped Interchange
- 28. Creation of a Green Street along Angoulême Way
- 29. Creation of new public realm and improvements to existing public spaces
- 30. Implementing a new wayfinding and lighting strategy across the town centre
- 31. Creation of new Multi-storey car parking and mobility hubs to consolidate car parking

➤ There is scope to finance these interventions through the Greater Manchester Combined Authority, Sustainable Transport Fund, Urban Regeneration Fund (likely to be administered through Homes England), and other relevant funding streams as they come forward. Developer contributions will also be sought to provide the appropriate infrastructure as and when development plots come forward, in line with the Council’s adopted Development Plan and Supplementary Planning Documents/Guidance.





 **10**
NEXT STEPS

10 — NEXT STEPS

The implementation and delivery of the Bury Masterplan will take time but there are key next steps which will be taken forward by the Council and their partners and key stakeholders to continue the momentum.

Future work aligned to the Masterplan will include:



Production of an Investment Prospectus which will be launched to sell the investment opportunities in Bury town centre.

Engagement will continue as the Masterplan is developed and individual sites and projects are scoped out. The Council will also identify new funding opportunities to help address some of the ambitions contained within this Masterplan, building on the catalytic Levelling-up Funding already identified and secured for the Flexi-hall and market.



Proposed visualisation of Town Centre South

