



# 3 Exploring the Town Centre

Study Area

Here we zoom into the town centre, looking at more specific and detailed considerations affecting Whitefield.

This section presents analysis of the Bury New Road corridor, outlining the key challenges and constraints faced along the high street.

## 3.1 Key Destinations

There are several key destinations located within the town centre, acting as pull factors for Whitefield. These destinations are considered important to the town centre, and will be central to emerging plans for improvements.

### Slattery

A popular and long running family-run business, a patisserie and chocolatier shop and bakery. It is located north from the junction of Bury New Road and Pinfold Lane, close to the entrance to the wooded area of Green Hill. Slattery is a major draw to Whitefield, attracting visitors from far and wide.

### Garrick Theatre

A purpose-built theatre located close to the Whitefield tram station. The theatre produces five plays each year, seats 87 people and includes foyer and bar facilities. The Whitefield Garrick Society was founded in 1943 and has its roots in the Whitefield Home Guard. The theatre is a very well-known and used facility among local residents.

### Hamilton Road Park

A park located within All Saints Conservation Area. It is accessed via ramp from Bury New Road, and contains children's playground and a hard-paved events space.

### Whitefield Park

First opened in 1890, it is a small, local urban local community park, adjacent to Whitefield tram stop. The entrance to the park is flat, then rises towards the middle and slopes away to the rear. Facilities include children's play area, multi-play ball zone and a youth shelter.

### All Saints Church

A Grade I listed building built between 1821-1826, it is an Anglican parish church located on Church Lane acting as a community centre.

### Former Library

The former Library and Adult Learning Centre on Pinfold Lane also served as a community meeting spot. It has been closed down due to lack of funding.

What you've said...

"Whitefield is an 'in-and-out' town rather than a destination."

Whitefield Resident



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What you've said...

"There are not many places to meet - I have to leave Whitefield to do that."

Whitefield Resident



Key destinations



## 3.2 Understanding Bury New Road

### Public Realm, Pavements, Parking

Bury New Road presents a hostile and unpleasant environment for pedestrians and cyclists – with wide road carriageways dominating the streetscene.

The environment at the Stanley Road junction presents an example where the corridor is at its widest, with heavy traffic prevalent and noise / air pollution a major issue.

Clutter dominates the pavements, there are inactive frontages next to Morrisons, and there is little outdoor space for businesses to spill out into the street. Green infrastructure is limited, and cycle lanes are narrow.

The section below captures many of the overarching issues faced by Whitefield Town Centre – as Bury New Road functions as an urban highway, not a high street.

What you've said...

"It's not nice to walk along the main roads."

Whitefield Resident

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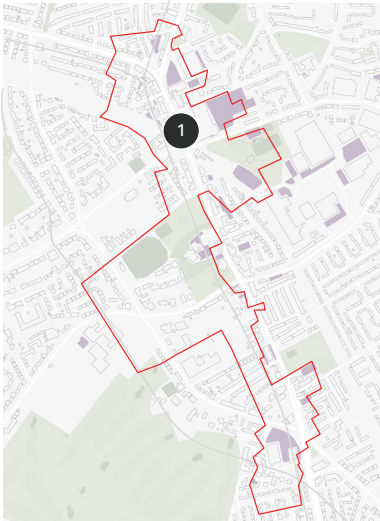
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What you've said...

"We want narrower road and wider pavements that are safe for everyone."  
Whitefield Resident



Limited space for spillout from Porada restaurant



Poor cycling infrastructure



Width of carriageway creates unpleasant pedestrian environment

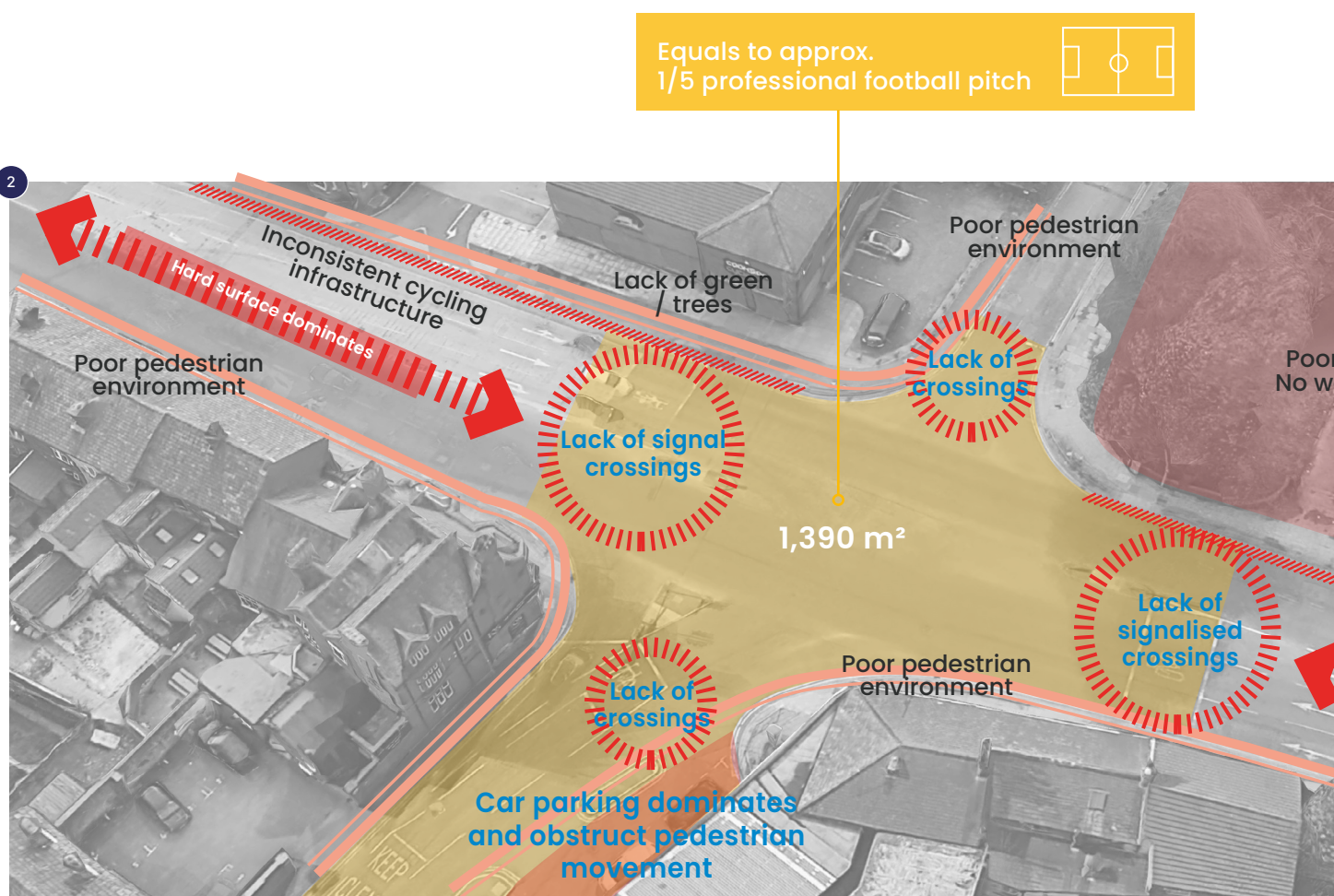




### 3.3 Understanding Bury New Road Junctions

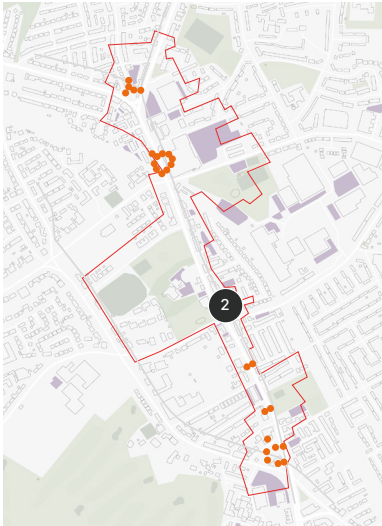
During the consultation sessions, residents had mixed feelings about the A56. They recognised it as an important road for vehicles but felt that the heavy traffic made the town feel busy and overwhelming.

The junction at Pinfold Lane/ Moss Lane captures the key issues faced at Whitefield's junctions – with narrow footpaths and a lack of signalised crossings.



What you've said...

"The town is segregated due to the road and lack of public spaces"  
Whitefield Resident



Carriageway dominates the environment



Junction of Bury New Road and Pinfold Lane / Moss Lane



Lack of signal used pedestrian crossings



Low-quality public realm





### 3.4 Understanding Bury New Road Buildings and Character

Buildings in the study area present a range of architectural qualities, which changes the character of Bury New Road as you move through the town centre.

The majority of the many buildings in the area were built during the 19th and 20th century, with rows of red brick terraces, many now converted into retail units lining Bury New Road.

Larger Victorian semi-detached and detached homes address the street around the conservation area, set back from the street. Deep front gardens enhance the character of Bury New Road; and elevated buildings providing a strong sense of street enclosure.

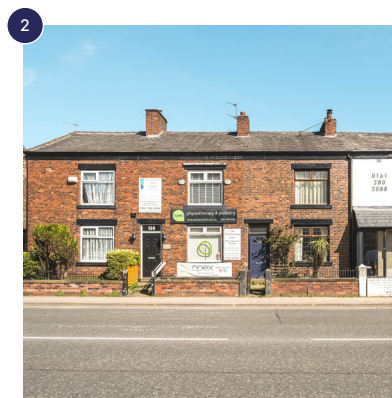
There are several modern additions to the area, mainly in form of large-footprint retail and office buildings to the north and south. These buildings are surrounded by swathes of surface car parking, and fail to define the high street. This detracts from the sense of enclosure experienced elsewhere along Bury New Road – especially around the northern and southern gateway areas.

#### Key Findings

- Red brick, Victorian properties are characteristic of the area, and contribute positively to the character of Bury New Road around the conservation area;
- Other historic terraced buildings have been degraded over time, with the addition of low-quality render and fascia;
- Landmark buildings are scattered across the area, however ground floor frontages often fail to activate the street. Landmarks are poorly integrated and act as islands – a result of surrounding road infrastructure and boundary treatments; and
- The setting of landmark buildings are often poor, failing to celebrate the assets.



Landmark historic building with prominent facade features and strong vertical elements



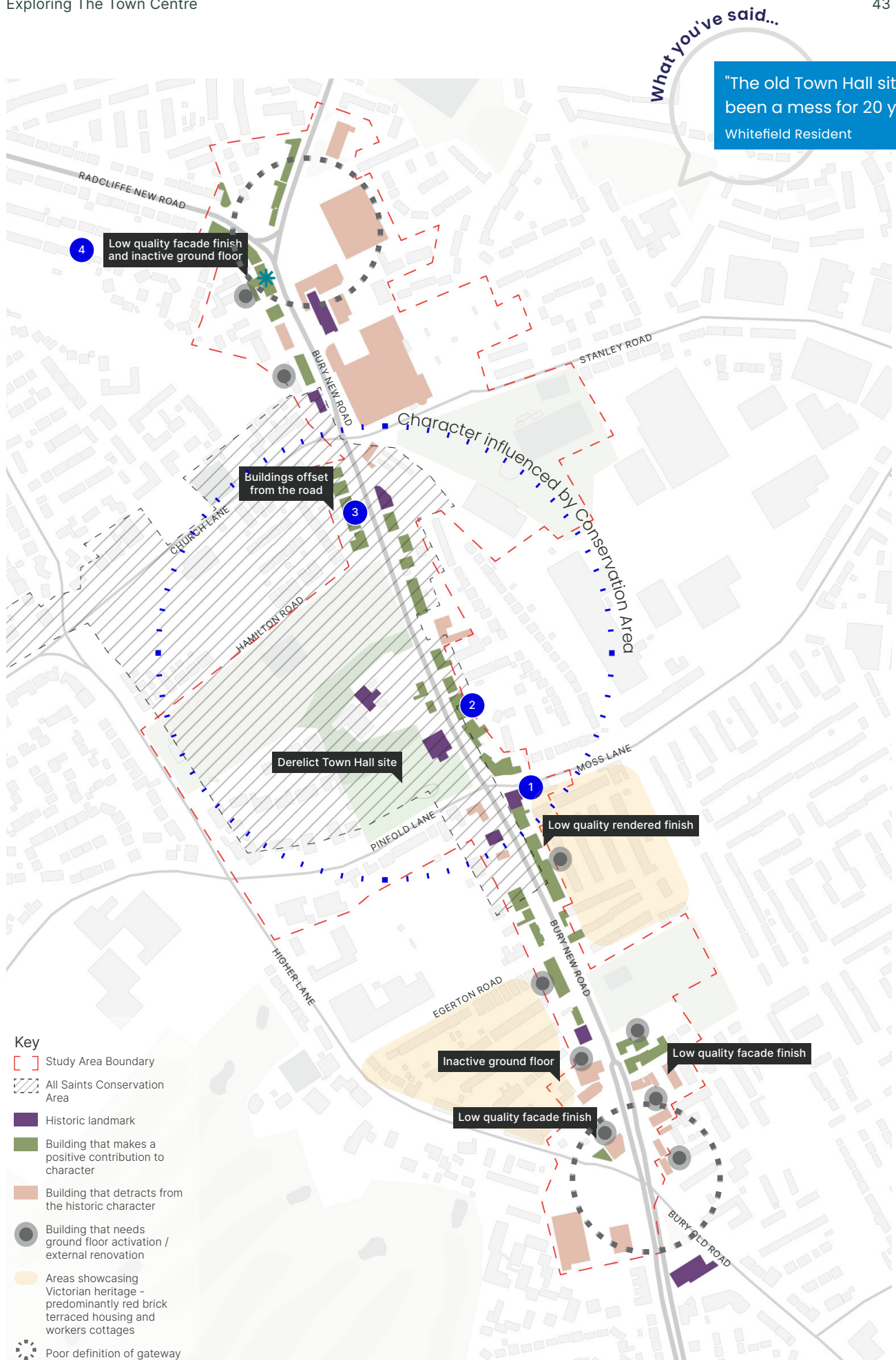
Victorian terraced buildings, more recently converted into commercial properties, are characteristic of Whitefield



Victorian houses with large, green thresholds define Bury New Road around the conservation area



Rows of terraced buildings where the historic character has been eroded by low-quality fascias and render





## 3.5 Understanding Bury New Road Frontages

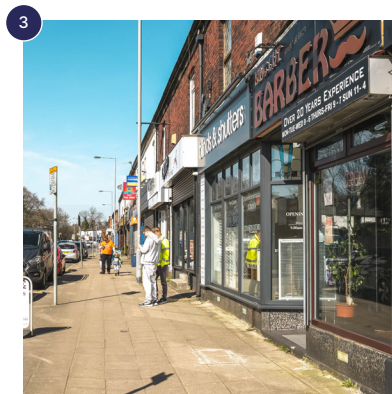
There are several types of building frontage treatment within the study area:

- Active frontages that interact with the street – with predominantly transparent ground-floor frontages;
- Active frontages that don't interact with the street. This type of frontage is predominantly detached and semi-detached villas offset from the road by a front garden;
- Residential frontages where the entrance is either directly onto the street, or via a small front garden;
- Inactive frontages – including blank walls, garage entrances, opaque shop fronts where branding or signage has been installed in a glass window;
- Areas addressing the corridor where no building frontage is present. This is particularly prevalent in gateway spaces way spaces to the north and south.

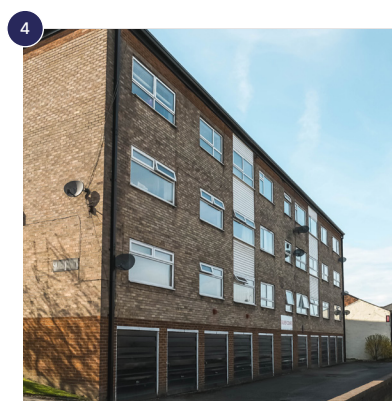
### Key Findings and Messages



- There is limited to no spill out space along Bury New Road, preventing businesses from activating threshold and pavement spaces;
- The ground-floor frontages of many of the existing buildings along Bury New Road are opaque, failing to activate the street;
- Varying opening times of businesses result in long rows of closed shutters both through the day and in the evening;
- The location of large surface parking areas addressing Bury New Road creates fails to define the corridor, especially at key gateways to the north and south;
- The largest cluster of active frontages is located at the centre of the corridor; yet the street environment around them is poor. This is a major opportunity.



Ground floor frontage activated by shops and services



Inactive ground-floor frontage fails to activate the street



Ground floor frontage activated by residential entrances

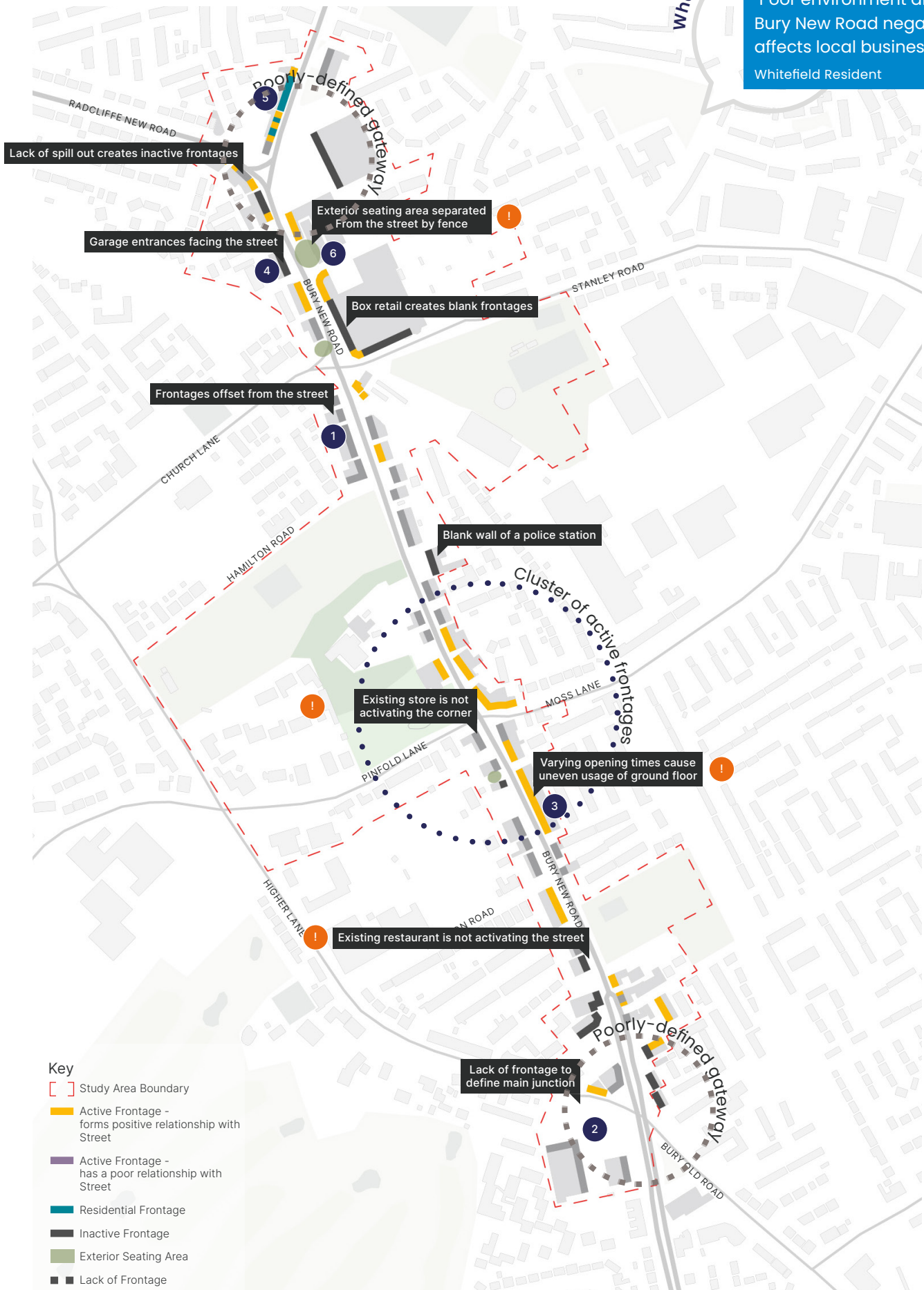


Exterior spill out / seating areas partially activating the street

What you've said...

"Poor environment along Bury New Road negatively affects local businesses."

Whitefield Resident



Building Frontages Plan



### 3.6 Understanding Bury New Road Uses and Destinations

Whitefield is a predominantly residential neighbourhood, with the greatest mix of uses concentrated along Bury New Road, creating a central axis.

Dominant uses in the study area are retail and local services (e.g. clothes shops, health and beauty, convenience, hardware, legal services etc.). There are some restaurants, coffee places and a range of takeaways in the area.

The majority of shops and services along the high street are small local and family businesses, but there is also presence of national retailers such as Morrisons, Subway, Aldi and McDonald's that include large areas of surface car parking. These are located in the northern and southern gateway areas of the town centre.

There is a large light-industrial / office park called Park 17 – of approx. 9 ha, to the east off Moss Lane in close proximity to the Metrolink Tram Stop and park and ride.

#### Key Findings

- There is a wide range of uses along the high street, but a lack of pavement space for restaurant and café spillout. The dominance of road traffic and inactive ground floor frontages cause the town to be less vibrant than it could be;
- The opening hours of shops along Bury New Road results in long rows of closed shutters throughout the day and evening; and
- Residents were concerned about a lack of variety in cafes / pubs / bars and too few independent retailers. They also stated that car parking can have negative impact on the street scene, as it lowers the quality of public areas.



Shops and services along Bury New Road are mostly small businesses.



Big retailer shops with large parking areas.



Various restaurants along Bury New Road.

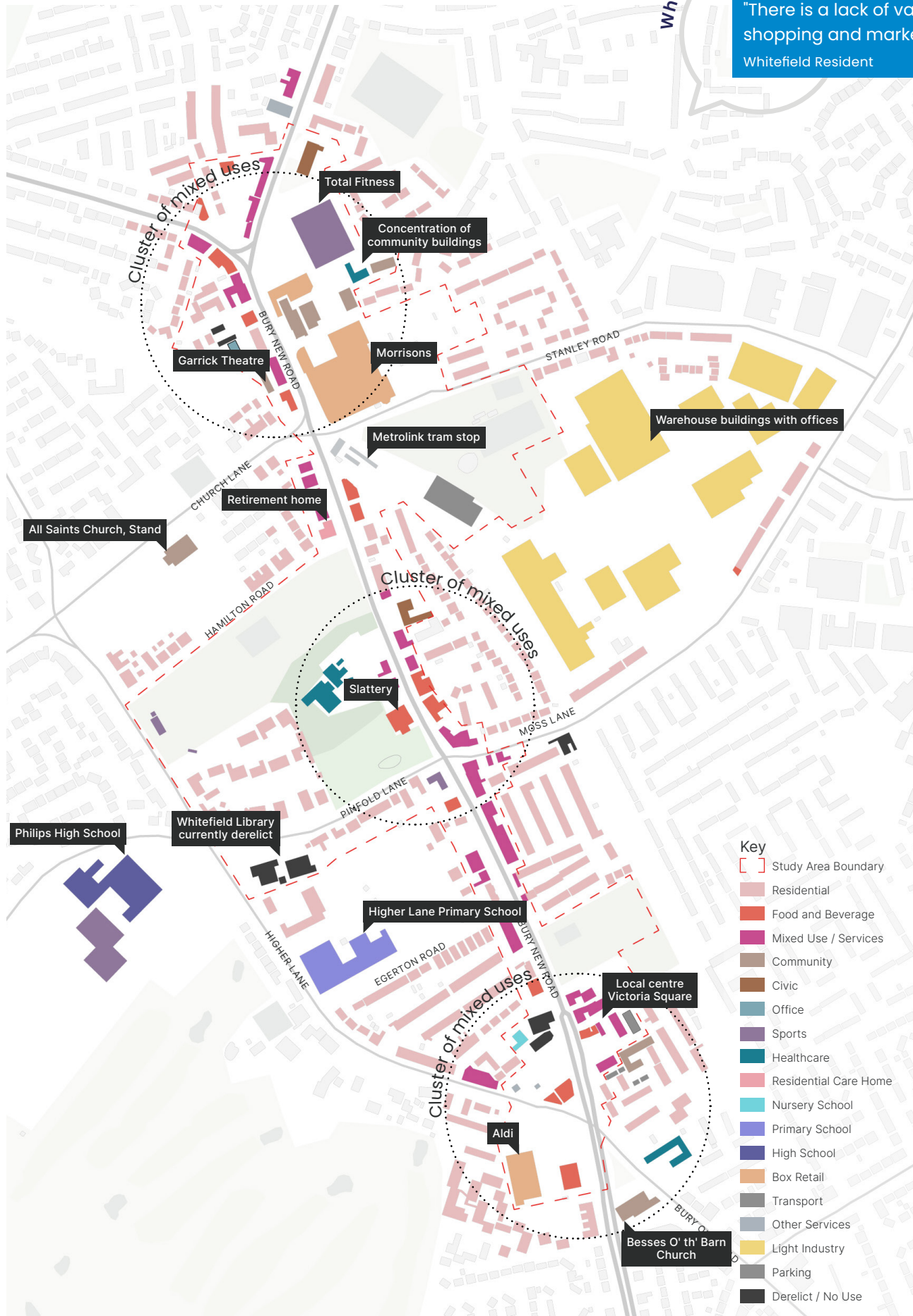


Park 17 – large footprint buildings set within green space and surface car parking to the east of study area.

What you've said...

"There is a lack of varied shopping and markets."

Whitefield Resident



Land Use Plan