

6 A Vision for Whitefield

CHANGE IS
JUST AROUND
THE CORNER

THE
COMPANY
OF SOCIETY

The Plan's vision statement and objectives have been shaped by analysis of Whitefield and community feedback from engagement events.

Each objective is supported by a series of design principles, providing more detail on how the objective might be achieved through time.

6.1 Vision Statement

Whitefield will be a more prosperous and greener town with a vibrant high street, shaped by the collaborative efforts of its community, businesses, Bury Council, and other stakeholders.

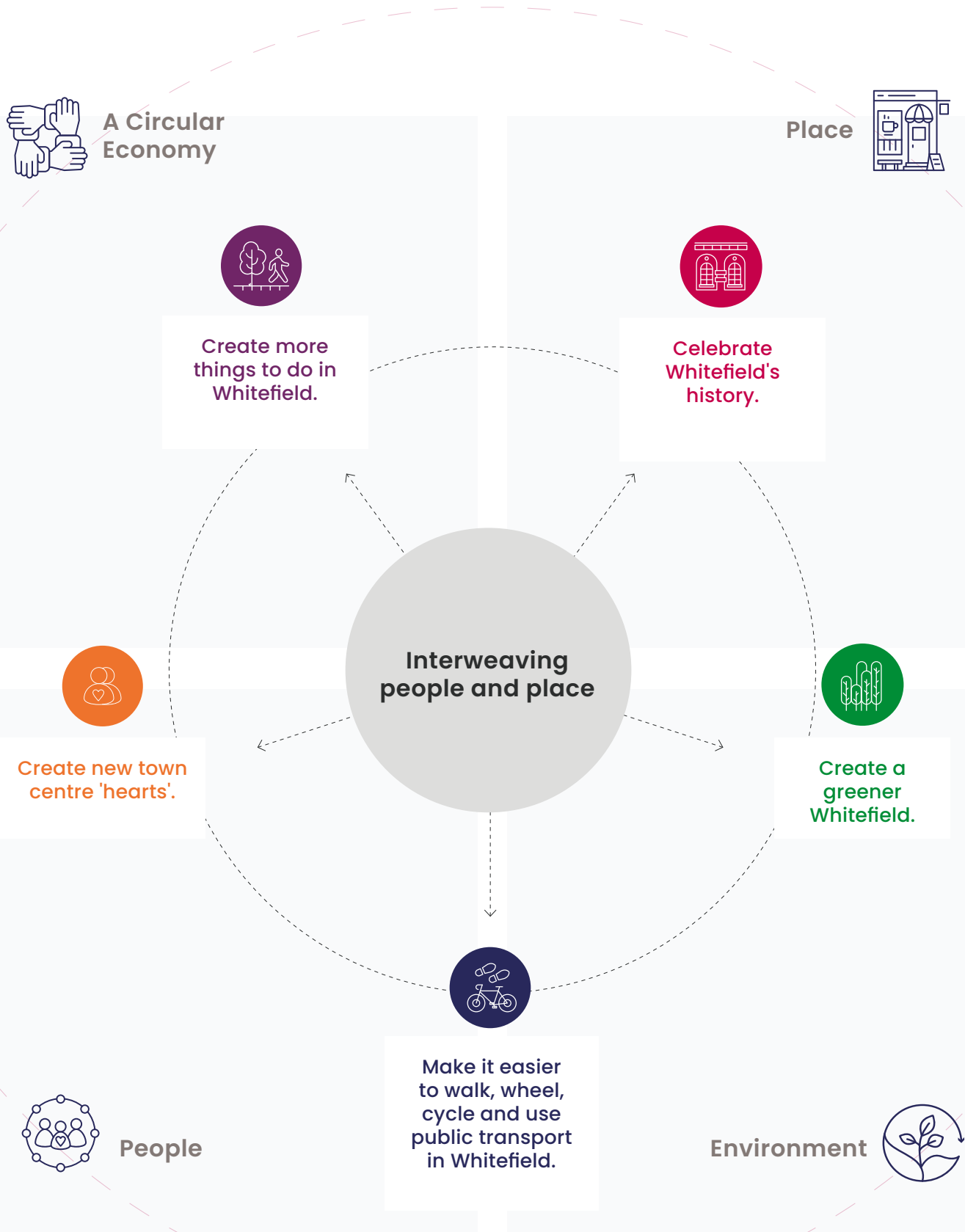
The vision is informed by engagement with the community, and captures the essence of their collective input and feedback into the plan making process. As a member of the community stated during the engagement process:

"Whitefield is a town with a heart, and has a strong community spirit, we've just got nowhere to meet!"

The vision objectives highlighted in the adjacent support the vision statement, and begin to explore *how* a change might be achieved in Whitefield. They are presented to guide and steer future action and intervention across the town centre.

In the next section of the document, proposed interventions are organised around each vision objective, providing further detail on the type of intervention required to assist in achieving the vision and delivering the objectives.

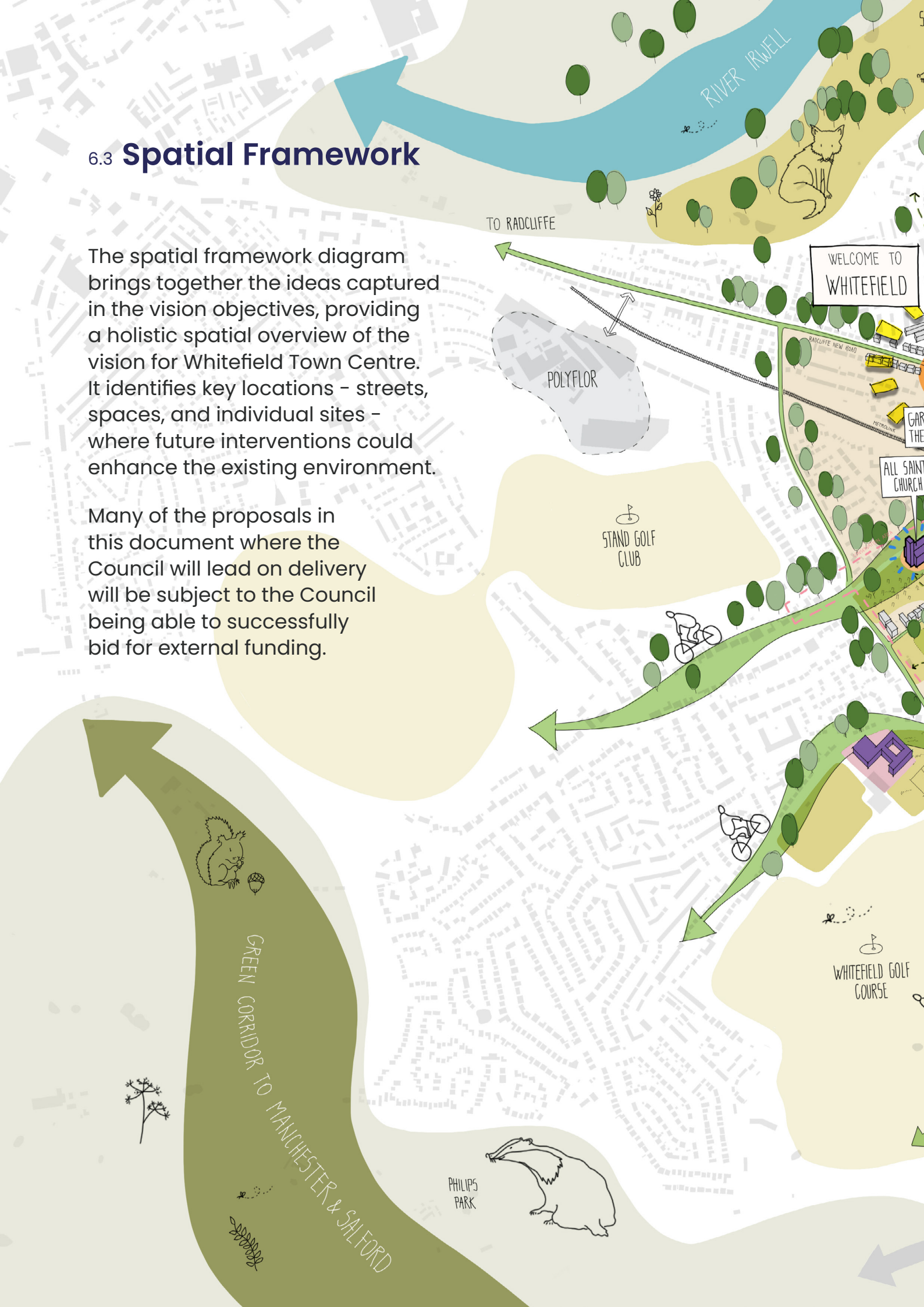
6.2 Big Ideas for Whitefield – The Vision Objectives















6.3 Spatial Framework

The spatial framework diagram brings together the ideas captured in the vision objectives, providing a holistic spatial overview of the vision for Whitefield Town Centre. It identifies key locations – streets, spaces, and individual sites – where future interventions could enhance the existing environment.

Many of the proposals in this document where the Council will lead on delivery will be subject to the Council being able to successfully bid for external funding.





- Key**
-  Gateway into town
 -  Major junctions
 -  Important buildings / spaces
 -  Conservation area
 -  School grounds
 -  High street (Bury New Road)
 -  Metrolink route
 -  Pedestrian / green linkages
 -  Priority areas
 -  Residential area
 -  Green space
 -  Industrial area

WELCOME TO
WHITEFIELD

POTENTIAL
STRATEGIC
DEVELOPMENT
OPPORTUNITY

WHITEFIELD
PARK

SLATTERY

VICTORIA
PARK

VICTORIA
SQUARE

METROLINK
STOP

THE LIBRARY

THE UPLANDS

HAMILTON
ROAD PARK

BRICK
ATRE

SPRINGWATER
PARK

TO BURY

TO PRESTWICH AND
MANCHESTER

M60

BURY OLD ROAD

600Y NEW ROAD

VICTORIA LANE

POST LANE

STANLEY ROAD

600Y NEW ROAD

6.4 Focus Area

Through analysis and consultation with the community a number of locations have been identified as having potential for future enhancement.

A number of sites have been identified as having the greatest potential to deliver long-term positive change, including the site of Uplands Medical Centre, The former Town Hall site and its surrounding historic gardens, and the site of the former library and day centre on Pinfold Lane.

Where?

The area is located to the west of Bury New Road and stretches from Hamilton Road Park to Pinfold Lane and includes the former library and Pinfold Day Centre



Focus Area - Location Plan

Site Background

The Uplands medical practice continues to deteriorate. Current proposals include the medical centre moving to the former library building on Pinfold Lane. This leaves the Uplands medical centre site available for redevelopment alongside the currently vacant Pinfold Day Centre.

Why here?

The area has been identified through site analysis and conversations with the community and stakeholders during the public / stakeholder engagement process.

The area represents a major opportunity, underpinned by the following reasons:

1. **There is a cluster of sites adjoining each other for greater impact**
2. **Consultation feedback - many residents consider this area to be the centre of Whitefield**
3. **Potential for improved green space and footpaths**
4. **The Council owns much of the land**

Potential Features

1. Current Medical Centre Site (The Uplands)

- To be redeveloped into high-quality homes, most likely apartments
- The area to be developed would be located on previously developed land
- Uplands building (heritage asset) considerations:
 - If possible: Convert existing damaged building for future use
 - Alternative: If the building cannot be retained than what replaces it must preserve or enhance the Conservation Area, when considered as a whole across the development site.

Development Guidelines

- The development must preserve or enhance Conservation Area through appropriate siting, scale, appearance, and materials
- The Council will look favourably on buildings of a comparable size and scale to others in the Conservation Area, such as the homes on Pinfold Lane

Environmental Requirements:

- The development must improve biodiversity (Biodiversity Net Gain) and ought to create an improved landscaped area between Hamilton Road and former town hall

Parking:

- The Council will work with the primary landowner (the NHS) to try to retain or re-provide some of the car parking spaces currently located at the Uplands

2. The “Forest” Area

Proposed Improvements (Subject to Council Funding):

- **Vegetation Management:**
 - Remove selected smaller trees. No Tree Protection Order (TPO) trees would be removed
 - Trim lower branches and foliage to increase light
 - Remove overgrown shrubs
 - Reduce intimidating atmosphere
- **Community Engagement:**
 - Collaborate with schools, residents, businesses, and community groups on the redesign and upkeep of the area
 - Develop mini-landscaping plan including shade-resistant planting and the restoration of the pond

3. Former Town Hall Site

Current Status:

- Privately owned
- Existing planning permission (2014) for 60-bed care home but the development is stalled
- The Council will do what it can to enable development to come forward

4. Access Improvements

Footpath Enhancements

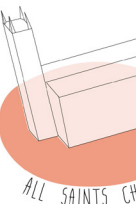
- **General improvements (subject to funding):**
 - Cut back overgrown areas
 - Improve safety
 - Enhanced lighting appropriate for Conservation Area

New Path Development

- Create route in front of Uplands building:
 - Avoids steep slope
 - Connects new development to Hamilton Road Park

5. Former Library

- **Planned Repurpose:**
 - Bring disused building a function by being the new location for Uplands Medical Practice
 - The site is more accessible to pedestrians than the existing medical centre as a steep slope does not have to be navigated by users



6. Pinfold Day Centre

Site Advantages:

- Set back from roads
- Natural screening from trees

Development Options:

- Option 1: Convert existing building to residential use
- Option 2: Demolish and rebuild on developed land, most likely for high-quality apartments

7. Disused Tennis Court

Current Status: Privately owned

Future Plans:

- Explore sports-related development opportunities





Create a series of pedestrian and cycle linkages through the site



Highlight and activate existing local assets



Create spaces where the community can come together



Create a range of events and activities for all ages



Enhance existing green spaces and introduce new projects



Focus Area Concept