

6 A Vision for Whitefield



CHANGE IS
JUST AROUND
THE CORNER

THE
COMPANY
OF SOCIETY

Informed by our analysis of Whitefield and feedback from the engagement events undertaken to date, the following vision statement and objectives have been developed to guide future interventions across the town centre.

Each objective is supported by a series of design principles, providing more detail on how the objective might be achieved through time. Together, the vision objectives and design principles provides a holistic framework for delivery, ensuring future development is coordinated, and focused on achieving the vision for Whitefield.

6.1 Vision Statement

Whitefield will be a place where communities come together to influence the high street and its surrounding neighbourhoods.

We will create a series of places, with a number of hearts - challenging the linearity imposed by Bury New Road.

In doing so, a more vibrant, walkable and attractive town centre will establish - a destination that prioritises the needs of its people, celebrates its unique qualities, history, and culture..





**Whitefield will become
the Town of Hearts
- interweaving
people and place.**

6.2 Big Ideas for Whitefield – The Vision Objectives

The vision for Whitefield Town Centre imagines the '**Town of Hearts**' – referencing; the strong community spirit highlighted through the engagement process; the three historic hamlets which once acted as centre points along Bury New Road; and, the three new destinations proposed later in the document.

The vision statement 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* The 'Town of Hearts' might be achieved in Whitefield. They are presented to guide and steer future action and intervention across the town centre, providing action statements.

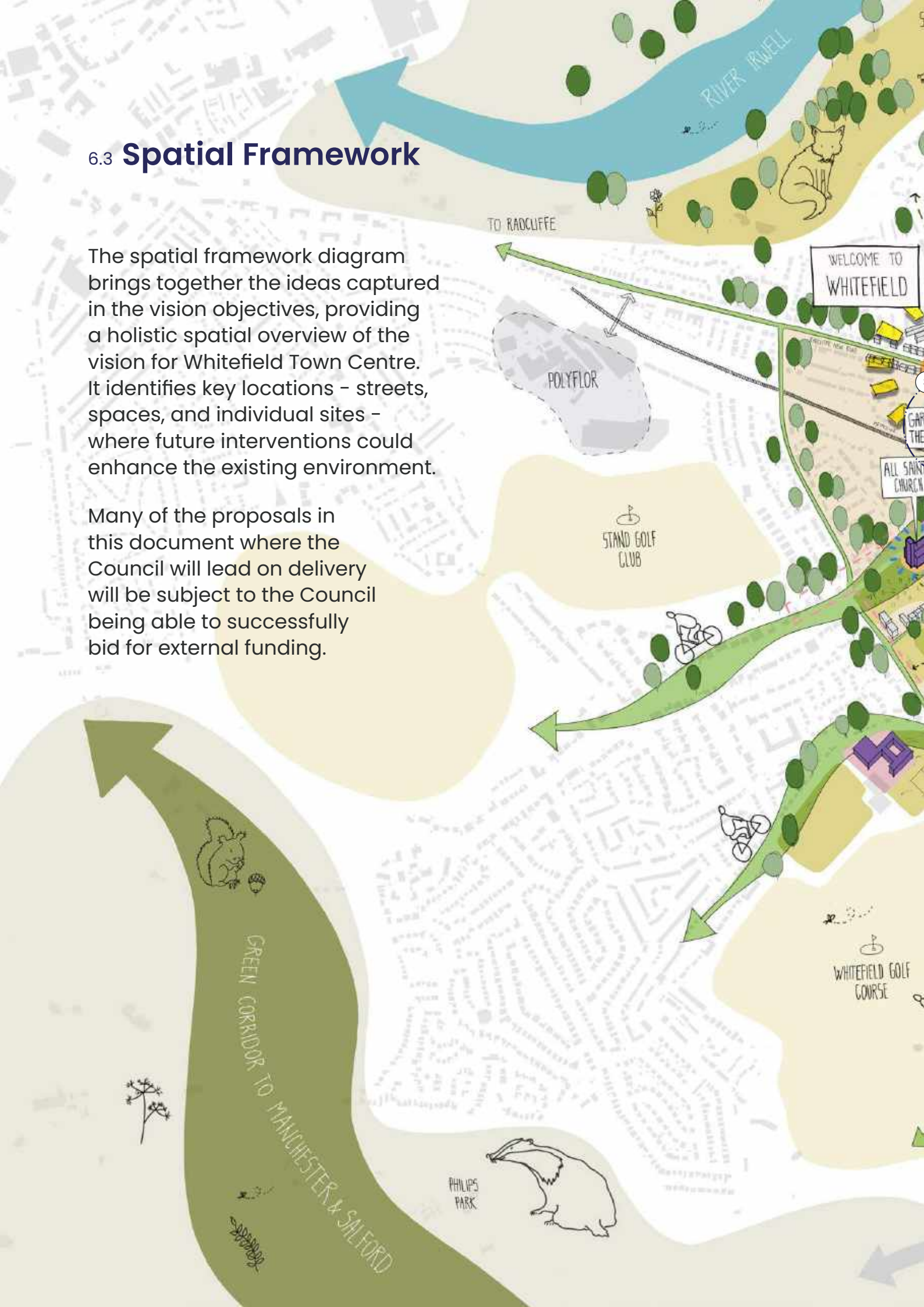
In the next section of the document, proposed short and long-term interventions and initiatives are organised around each vision objective, providing further detail on the type of intervention required to assist in achieving the vision and delivering the objectives.



6.3 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

Towards achieving the vision

Whilst the diagram paints a picture of how a future Whitefield could appear - a town centre which prioritises its people - its unique qualities, and the environment, it is important to acknowledge that achieving this vision is a process. There is great emphasis placed on multiple stakeholders and partners to collaborate, delivering incremental change over a long period of time. Small steps will lead to major benefits - a process known as 'urban acupuncture'.

Partnership working will be critical to success. Bury Council will need to take a key facilitating role in building the capacity of the Whitefield community - bringing them together, supporting development of big ideas and providing them with the tools to deliver on their priorities. This step of the process is crucial to success.

The numbers highlighted on the diagram represent the 'priority areas', with further detail provided across the following spreads.

6.4 Priority Areas

As part of the visioning and analysis process, a number of key areas across the town centre have been identified as having the potential to catalyse transformation across the town centre Town Centre. We've named these areas 'Priority Areas'.

The priority areas have been identified as:

- Key opportunities within the town centre;
- Having unique or distinctive qualities, as key locations within the spatial context of the town centre; or,
- Areas requiring major long-term investment to improve their current condition.

Many of them require significant capital investment from both the public and private sector to deliver the scale of change required. There are, however, a series of smaller, incremental steps that can happen in the short-term to begin the process of change. Many of these steps are detailed, in the next section of the town centre plan, however, we have provided an initial introduction to each area and the rationale for its identification as a priority area.

The 'Whitefield Common' has been highlighted as the priority area with the most potential for short-term change, and initial ideas regarding its potential future are explored on the following spread. The remaining priority areas are to be explored in further detail at Stage 2 of the Town Centre Plan.

1. Transforming Bury New Road

The transformation of Bury New Road is a major project in itself, and requires a strategic approach in order to have the greatest impact.

Ideas for Bury New Road are presented in the next section of the document, which should be used to inform detailed proposals as part of the TfGM Radial Corridors project, or further areas of work to be conducted by the Council.

2. The Whitefield Common

The Whitefield Common imagines a new community heart to Whitefield Town Centre, with potential to facilitate a range of active uses and a new home for existing community groups and organisations.

3. The Little Cultural Quarter

A network of minor streets and back lanes located to the north of the town, with the Garrick Theatre located at its centre. The Little Cultural Quarter could create a fitting setting to the Garrick – one of Whitefield's hidden gems and a true asset, adding colour and vibrancy to currently inactive backland streets.

4. The Little Makers Quarter

Several independent businesses, ranging from local bakeries to metal fabricators, are located in Victorian cottages and warehouses, adjacent to Victoria Park.

With support from landowners, the large car parking area to the rear could be transformed into a unique destination, with potential to host a range of events, start-up businesses, temporary uses and a unique food and beverage offer within the wider town centre.

5. The Tram Stop Gateway

The junction of Church Lane and Bury New Road marks a historic centre point to Whitefield, and many of the residents who took part in the community engagement process identified it as the heart of the town.

There is an opportunity to re-imagine the junction through the lens of people and place; thus creating a new front door to the town centre which celebrates the historic significance of the junction.

6.5 Priority Areas The Whitefield Common

The Town Plan imagines the Whitefield Common, a new community heart to the town. This priority area has the greatest potential to deliver multiple objectives simultaneously, acting as a new destination and catalyst for future transformation.

Where?

The area is located to the west alongside Bury New Road, and is roughly bound by Hamilton Road to the north, Bury New Road to the east, Higher Lane to the west and Pinfold Lane to the south. It comprises a cluster of sites adjoining each other that are either established and well-recognised (Slattery), public spaces that have the potential to be improved (Hamilton Road Park), or currently underutilised sites (former gardens of Whitefield Town Hall).



Priority Area - Whitefield Common - Location Plan

Site Background

The continued deterioration of the Uplands Health Centre site makes the re-provision of accommodation for the Uplands Medical practice a key element of the wider Whitefield town plan. Current proposal included within the Whitefield town plan is to redevelop the former Whitefield library site on Pinfold Lane for use by the Uplands Medical practice that will then allow full commercial disposal of the Uplands site in its entirety. It is anticipated that the GP and health services to be accommodated on the ex-library site will be a key element of the wider town plans. The Council will continue support the intense work as it continues with senior NHS ICB and NHS Property Services colleagues to achieve this important health scheme in Whitefield.

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:

- **Cluster of sites** - as mentioned above, the area is formed by a cluster of sites adjoining each other, currently acting as individual 'island' sites.
- **Engagement feedback** - during the engagement sessions we learned that the community considers these sites to be an important area within the town, especially Hamilton Road Park, Slattery and former Town Hall.
- **Potential for improved permeability** - collectively, the sites have the potential to create a series of connected destinations off the Bury New Road corridor - one of the few locations where this is possible within the town centre. New paths could draw people through each space, where a range of facilities, uses and pop-up events could provide interest and activity along the journey.
- **Council land ownership** - Bury Council own the former Whitefield Town Hall gardens site at the centre of the cluster - a large landholding with the potential for activation. This provides scope for experimentation in land use and temporary installations, without having to engage private landowners in the process.
- **Achieving multiple objectives** - the scale of the site, its location at the centre of the town and its mature landscape setting make it an opportunity to deliver multiple, of the vision, objectives simultaneously.

6.6 A new heart to Whitefield

The Whitefield Common could be developed around a new focal public space; surrounded by a range of meanwhile uses and new footpath connections. Temporary structures could provide space for community activity and events.

Potential Features

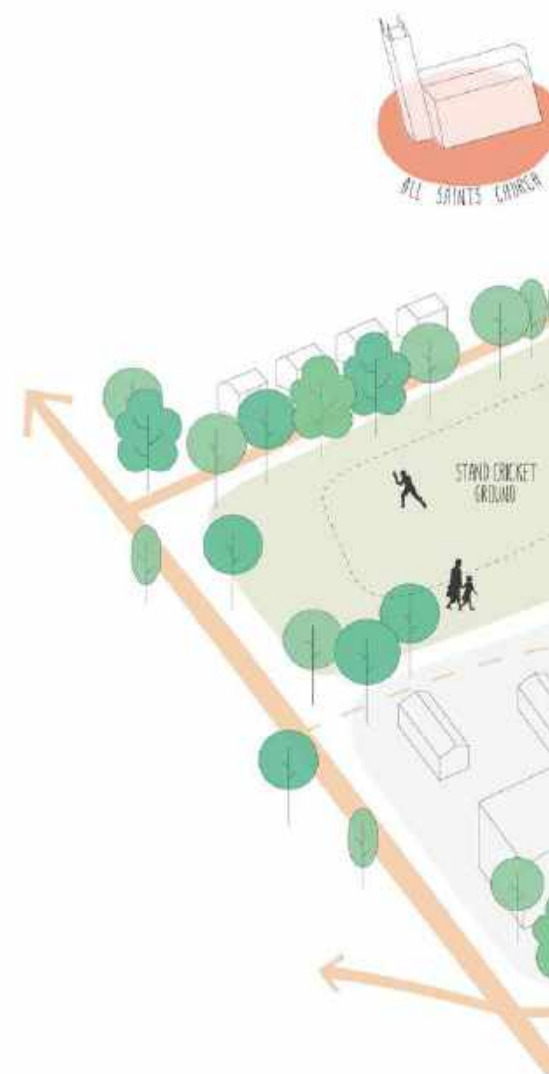
1. Retained vehicle access and sloping access route / street.
2. Urban Village – potential for a mix of new homes around a series of courtyard spaces.
3. Community garden space – possibly growing space and spill out to rear of Slattery's.
4. Integrating Slattery – there is potential for activating the edges of the Slattery building where levels allow, creating spill-out spaces around the building and more transparent façades.
5. Site in private ownership – opportunity for possible future development.
6. Former library to be redeveloped to accommodate GP and health facilities. Options are being considered for Pinfold Day Centre.
7. Retained woodland and pedestrian routes through parkland and to Hamilton Road Park.



Create a series of pedestrian and cycle linkages through the site



Highlight activating local assets



The Whitefield Common
–indicative concept



Enhance existing green spaces and introduce projects like community gardening



Create a range of events and activities for all ages



Create spaces where the community can come together



Enhance existing green spaces and introduce projects like community gardening

