

# PATRICROFT BRIDGE MASTERPLAN



## Patricroft Bridge Options & Questionnaire

The enclosed leaflet describes progress to date on the Patricroft Bridge Masterplan and looks at three options for development which were shown on the URBED bus on the 24th October. As you were unable to attend we have enclosed the consultation material for you to fill in at your convenience. Please look at the options and tick the appropriate boxes to indicate your preferences. Please also add any comments onto the form. You should remove the questionnaire and keep the leaflet for your info. Only return the completed questionnaire. Once you have completed your questionnaire please send back to us using the Freepost address:

**URBED FREEPOST**  
**Manchester**  
**M1 1HR**

Alternatively you can drop your form off at the Rainbow Community Centre where we will collect the forms on the 13th November 2009. Please place your form in the box.

All your comments will be looked at and will be taken into consideration. We will then be developing a masterplan for consultation to take place later on this year.

For further information and to view the options online please go to:

[www.urbed.coop/Patricroft Bridge](http://www.urbed.coop/Patricroft Bridge)  
or email [debbie@urbed.com](mailto:debbie@urbed.com).

Thankyou.

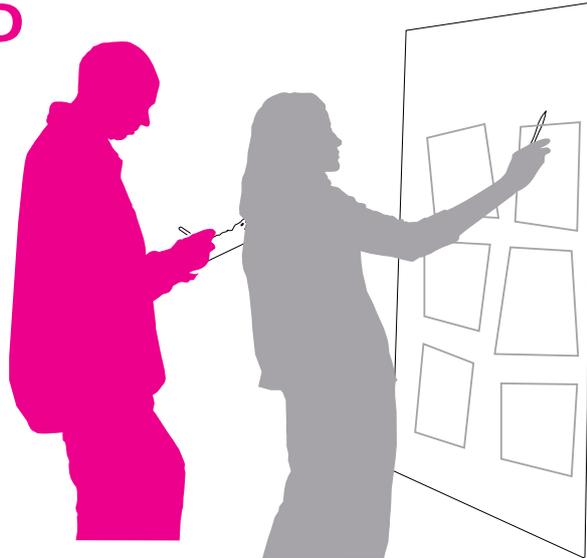
# PATRICROFT BRIDGE MASTERPLAN

## OPTIONS CONSULTATION

### Welcome onto the URBED consultation bus.

Today is the options consultation on the plan for the future of Patricroft Bridge. The following boards give a snapshot of progress so far on the Patricroft Bridge Masterplanning Study and explores options for development.

Please take a form from the box. Once you have had a look at the boards please fill in the questionnaire to tell us what you think about the 3 Options for development. The Options explore three levels of intervention in the area. If you like an element of each of the options you will be able to tell us on the questionnaire. Please feel free to ask a member of staff if you need some assistance.



### Please pick up your form.

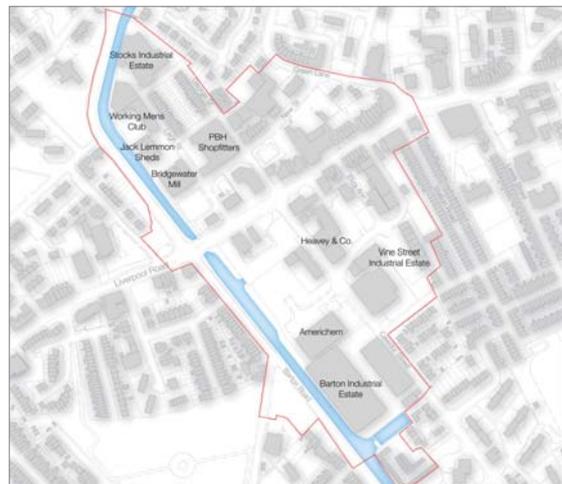
## Background to the Study

In May this year URBED and ADG Regeneration were appointed by Salford City Council to prepare a masterplan for Patricroft Bridge. The study area is shown in the plan opposite and comprises Liverpool Road (A57), which runs east to west along the centre, and employment uses to the north and south. The Bridgewater Canal and adjacent sites form the western boundary.

The purpose of the study is to explore opportunities to create a sustainable mixed-use waterside neighbourhood, making the most of the canal and local heritage alongside new homes and jobs in a better quality environment.

For too long, the Patricroft Bridge area of Salford has been in a slow decline. Patricroft Bridge is characterised by a collection of Victorian mills and terraces, along with newer industrial Buildings. The busy Liverpool Road passes through the area. While a number of strong businesses remain in the area many others have moved away and the amount of vacant space has increased. The area has lots of potential and the Masterplanning Study explores how the following aspirations can be met:

- Maximise the potential of this key location.
- Provide a new heart to the area.
- Make the most of the site's canal side location.
- Create new homes and jobs.
- Rationalise and integrate land uses.
- Unlock heritage interest and value.



The Patricroft Bridge Masterplanning boundary, indicated here by the red line, together with key buildings in the area.

The area has a wealth of place-making opportunities to help put Patricroft Bridge on the map and articulate key selling points of the neighbourhood. For a start it has distinctive name and place origins. It is bordered by the world's first commercial canal which opened in 1761, and a passenger railway which opened in 1830. The area also has a variety of interesting and memorable historic buildings and features. The plans below show how Patricroft has changed over the years as well as key roads in the area.



Patricroft Bridge 1894



Patricroft Bridge masterplan areas 2009



Patricroft Bridge Road Hierarchy 2009

# PATRICROFT BRIDGE MASTERPLAN

## OPTIONS CONSULTATION

### What have we done so far?

#### Walkabout

6-8pm, Thursday 11th June 2009

A group consisting of local councillors and representatives from Salford Council took members from the consultant team on a walk around Patricroft Bridge to help understand the issues and opportunities the area faces now and in the future.



Group walking along George Street, Patricroft Bridge



#### Round Table Workshop

5 - 7.30pm, 9th July 2009

A Round Table Workshop was held at Lewis Street Primary School, and attended by over 35 stakeholders representing community groups, businesses, residents, council staff and local councillors all with a part to play in the regeneration of Patricroft Bridge.



Discussions taking place at Patricroft Bridge Round Table Workshop

#### Bus Tour

1-5pm, 5th September 2009

We invited local residents, and stakeholders on a bus tour on the URBED red routemaster bus to take a tour of new canalside developments and regeneration areas in Greater Manchester. The group visited areas such as Castlefield, St Georges Island, and Islington Wharf. The aim of the bus tour is to show residents good examples of regeneration which could be applied to Patricroft Bridge. The bus tour gave residents and stakeholders a taster of how waterside areas were being regenerated in Greater Manchester. This gave some food for thought for the masterplanning workshops where participants were able to get to know the area better, and develop ideas for the future development of Patricroft Bridge. We want Patricroft to be one of the places people visit in the future to see how fantastic it is as a place to live, work and enjoy the canal.



Local residents on the bus tour outside St Georges Island.



Local residents Gilbert Hearn and Angela Mongongo on the bus tour

#### Masterplanning Workshop

5.30pm-8.30pm, 10th September 2009

We invited local residents, and stakeholders, some who had come on the bus tour, to a 'Neighbourhood By Design' workshop. At the workshop participants got involved in selecting exemplars for Patricroft Bridge, doing a site analysis, and then they were able to get involved in developing a masterplan for Patricroft Bridge.



Group 2 drawing a figure ground plan and exploring options for development



During the workshop we developed 2 possible plans for development which are shown below. The 2 options have been developed into the options shown on the other boards.



Group 1 doing analysis and developing masterplan ideas



Above and upper right: Group 1 masterplan



Above and lower left: Group 2 masterplan

# PATRICROFT BRIDGE MASTERPLAN

## OPTIONS CONSULTATION

### Key Issues

Throughout the consultation the key concerns for residents of Patricroft Bridge were:

- Access to the Bridgewater Canal
- Quality of the water
- Lack of housing choice
- Lack for opportunities for leisure activities
- Supporting local businesses to stay in area
- Dealing with vacancies
- Promoting a place for all
- Environmental improvements
- Traffic and safety
- Identity for Patricroft Bridge
- Conflict between industrial and residential uses
- Lack of heritage information

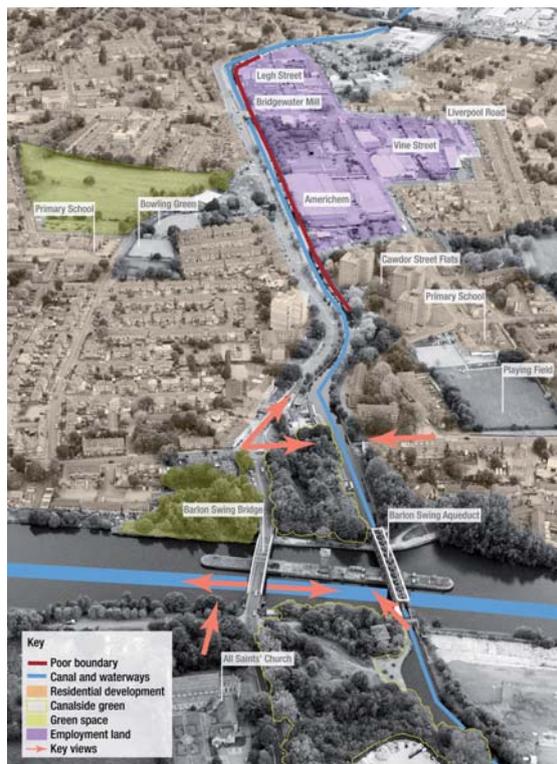
**Have we identified all the issues?  
Please add any other issues you feel  
need to be addressed in Patricroft  
Bridge.**

### Key Opportunities

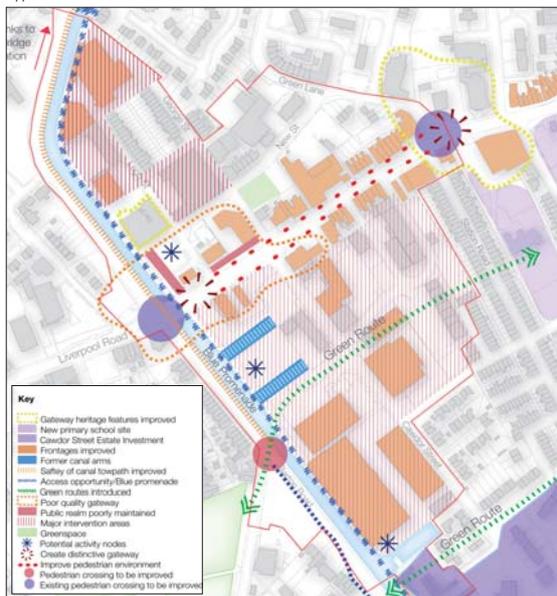
The plan to the right highlights the key improvements which will need to be made in order for Patricroft Bridge to address the issues which were raised and have come out of consultation. They are all key to the regeneration.

These include;

- Promoting access to the Patricroft Bridge Station
- Improving gateways at the Liverpool Road /Green Lane Junction and at the Barton Road/Liverpool Road Junction.
- Linking to the wider Bridgewater Canal Corridor Strategy
- Improving gateway and heritage features
- Improving frontages on Liverpool Road
- Animating and improving the Canal and towpaths
- Promoting the development of a reception point for the wider Bridgewater Canal Corridor (possibly a cafe with heritage centre at Bridgewater Mill)
- Promoting high quality public realm in the area, and improving the street scene.
- Promoting green links throughout the area, particularly between the canal and school and local housing areas.

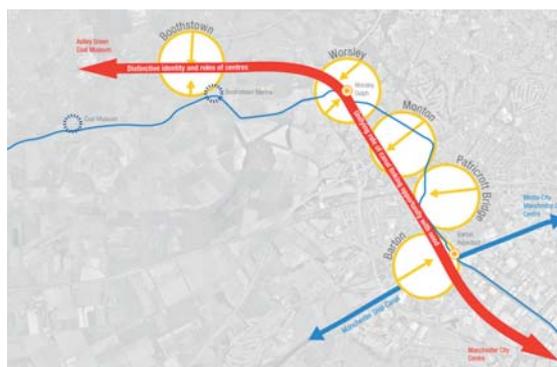


Opportunities Plan



### Linking to the wider Bridgewater Canal Corridor Masterplan

URBED and Salford City Council are currently looking at an improvement strategy for the Bridgewater Canal Corridor. This masterplan recognises the importance of Patricroft Bridge as a strategic location within the canal corridor. Current plans for the canal include creating reception points in each of the areas along the Bridgewater Canal to help improve pride in the canal and its history and promote tourism and connectivity to other areas along the canal.



### Exploring Possibilities

Four opportunity areas were identified to be explored further in the masterplanning study.

1. Sustainable suburb
2. Waterside leisure
3. Industrial heritage/ mill
4. Revitalised high street

We visited some good examples during the bus tour and looked at examples of where this has been done before. Some exemplars are shown below.



Sale Waterside



Round Foundry Mill, Leeds



Hebden Bridge



Levenshulme High Street



Castlefield



Skipton



Riverside Housing, Malmo



Hebden Bridge



Hebden Bridge



Riverside Housing, Malmo



Gronigen, Holland cyclist/pedestrian route



Hebden Bridge shared surface roads



Accordia Housing Association, Cambridge

### Option 1 - Intensify Employment

Option 1 is an employment lead option. The key aims of this option is to test how the masterplan can be developed with a focus on retaining and enhancing Patricroft Bridge as an employment area.

The sketch below shows how this option could be developed to improve the employment offer for a limited amount of office space focused around a re-opened canal arm, and an increase in small scale industrial units in the Vine Street area.

#### Option 1 Pros

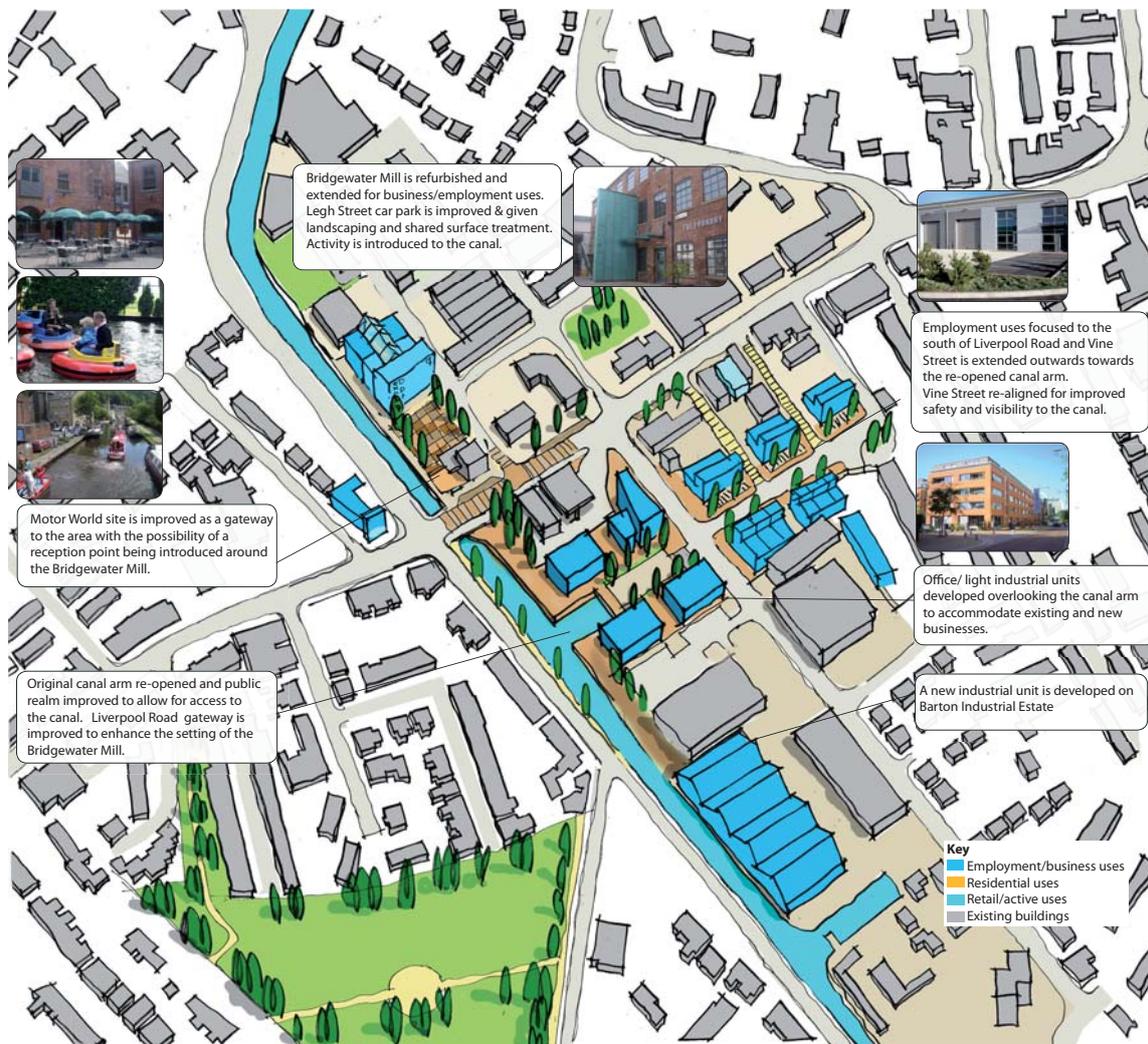
Employment is retained and new office space is provided  
The street layout is improved with the alignment of Vine Street towards the canal.  
Buildings are set in a more coherent layout with offices closer to the canal and industrial uses set in small units of Vine Street..

Bridgewater Mill is improved as a landmark and a focus for activity along the canal.

#### Option 1 Cons

Does not fulfil aspirations for housing in the area and the recession will limit the ability to build more employment uses in the area. There is also limited scope to ensure that space will be let with surplus space in Eccles and the development at Media City.

### Option 1



Artists impression of how Option 1 would shape the area

**Please fill in the form to tell us what you think about Option 1. If there is an element of the option you like please tell us why.**

### Option 2 - Medium Intervention

**Option 2** introduces an element of residential development to the area and retains some employment uses concentrated to the south. Bridgewater Mill is improved as a landmark and a focus for activity along the canal.

This option retains many of the core businesses. Stocks Industrial Estate remains operational, Motorworld and Americhem remain operational.

On this option Motorworld remains on its existing site however the possibility of a retail unit on Legh Street fronting towards the canal is explored. This could serve as the canal reception point with cafe/ heritage information.

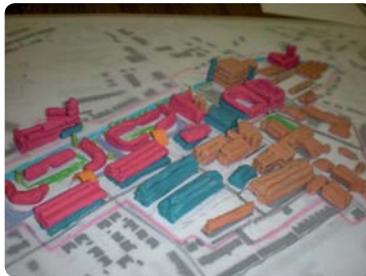
**Pros**

To the south apartments are focused around the Esso/Tesco Express orientated towards the canal arm. This would allow for the development of around 250 apartments based on an average 2 bed apartment.

Family houses would be developed on the Barton Industrial estate and would allow for roughly 120-140 housing units depending on the final mix.

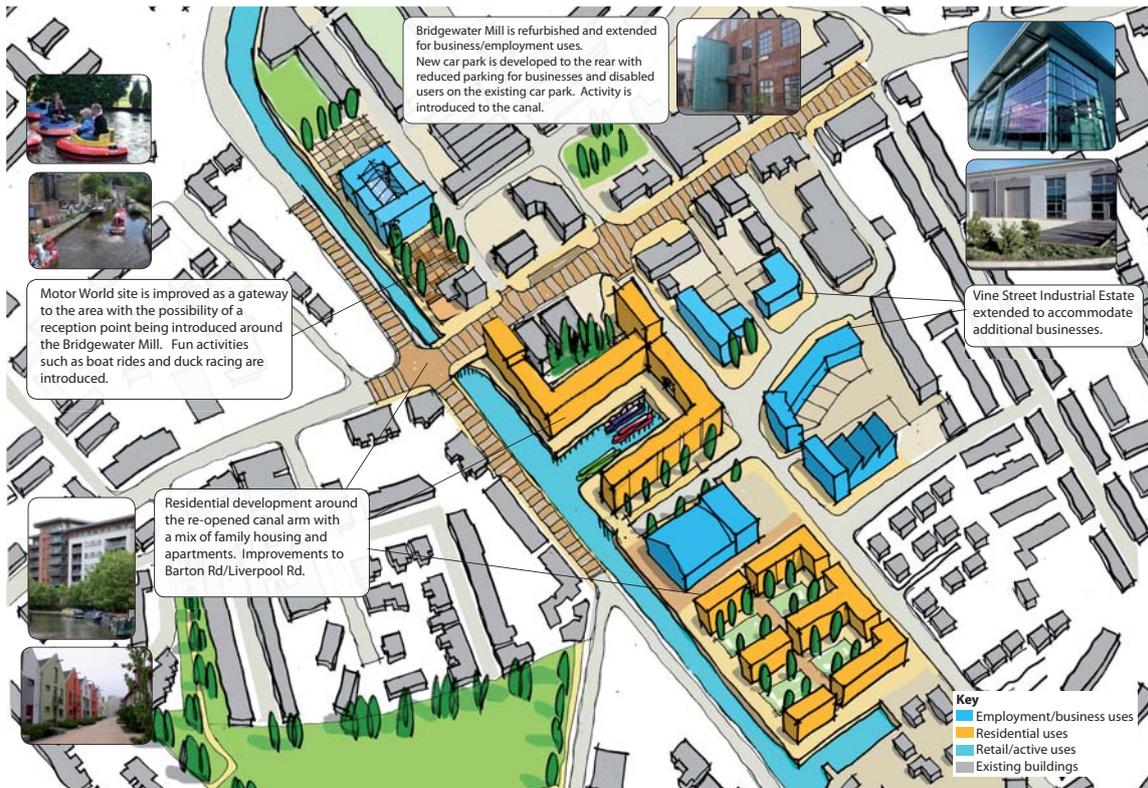
**Cons**

There is currently limited demand/values for offices/industry and this may restrict delivery of employment proposals where units are being replaced. Demand/need for new housing and good values in recovered market will assist with delivery of housing proposals.



Above and left: Group 2 masterplan produced during workshop to test ideas for development which have been incorporated into option 2.

### Option 2



**Please fill in the form to tell us what you think about Option 2. If there is an element of the option you like or dislike please tell us why.**

# PATRICROFT BRIDGE MASTERPLAN

## OPTIONS CONSULTATION

### Option 3 - Maximum Intervention

Option 3 explores comprehensive change of Patricroft over the long term from an industrial employment area to a housing area. As there are some vacant units in Concept Green Business Park and there is the possibility to extend Vine Street, some businesses could be accommodated in the area. However this option would require most industrial employment uses to move to alternative locations within Eccles.

#### Pros

This option has the potential to accommodate around 800 residential units made up of a mix of family houses, and apartments. The final mix would depend on the actual requirements at the time and will be explored further following on from consultation. The number could be reduced or

increased depending on requirements, mix, heights and density.

A green corridor adjacent to the re-opened canal arm is introduced linking new development to the existing Patricroft Bridge Playing fields.

#### Cons

Some of the employment in the area will be lost but the number of people living in the area will increase. The affordability of new homes will need to be managed to ensure local people are not left out and that local choice increases.



Above and right: Group 1 masterplan exploring ideas during workshop using placticine, which have now been developed into Option 3.

### Option 3



Artists impression of how Option 3 could shape the area

**Please fill in the form to tell us what you think about Option 3. If there is an element of the option you like or dislike please tell us why.**

# PATRICROFT BRIDGE MASTERPLAN

## What happens next?

Please fill out a questionnaire and let us know your views on these options.

Following the consultation URBED will draw up a preferred option for the future of Patricroft Bridge that will take into account financial viability, market demand, regeneration potential and most importantly community and stakeholder consultation feedback from today and other events. URBED will then put together a draft masterplan for consultation in November 2009. The final strategy will be produced by March 2010.

The masterplan will then be used by Salford City Council to guide and bring forward development in Patricroft.

Thank you for taking the time to have a look at the emerging options for Patricroft Bridge.

Please ensure that you have filled in a questionnaire and noted down any comments you have.

For further information and to view the options online please go to:

[www.urbed.coop/Patricroft Bridge](http://www.urbed.coop/Patricroft Bridge)  
or email [debbie@urbed.com](mailto:debbie@urbed.com).

## Thankyou for coming!



# Patricroft Bridge Options Consultation Questionnaire

## 24th October 2009

Thank you for coming today. Please review the options 1-3 on the boards then fill in the following questions.

### 1. What do you think are the key priorities for Improving Patricroft Bridge?

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....

### 2. Option1 - Employment led development (Please tick the appropriate box)

- |                     |                          |                 |
|---------------------|--------------------------|-----------------|
| Strongly Approve    | <input type="checkbox"/> | <i>Comments</i> |
| Approve             | <input type="checkbox"/> |                 |
| Disapprove          | <input type="checkbox"/> |                 |
| Strongly Disapprove | <input type="checkbox"/> |                 |

Further comments? .....

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### 3. Option 2 - Medium Intervention/ employment and housing (Please tick the appropriate box)

- |                     |                          |                 |
|---------------------|--------------------------|-----------------|
| Strongly Approve    | <input type="checkbox"/> | <i>Comments</i> |
| Approve             | <input type="checkbox"/> |                 |
| Disapprove          | <input type="checkbox"/> |                 |
| Strongly Disapprove | <input type="checkbox"/> |                 |

Further comments? .....

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**4. Option 3 - Maximum intervention/ Housing led development** (Please tick the appropriate box)

- |                     |                          |                 |
|---------------------|--------------------------|-----------------|
| Strongly Approve    | <input type="checkbox"/> | <i>Comments</i> |
| Approve             | <input type="checkbox"/> |                 |
| Disapprove          | <input type="checkbox"/> |                 |
| Strongly Disapprove | <input type="checkbox"/> |                 |

a) Further comments? .....

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**5. Do you have any other comments?**

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**6. Would you like to be kept informed on the progress of the Patricroft Masterplan?**

Yes, please                       No, thank you

E-mail address/ postal address (optional) .....

**THANK YOU FOR COMING TODAY AND LETTING US KNOW YOUR VIEWS!**

Please place your completed questionnaire in the box provided

Or

place in an envelope and post it back to us for free using the following address:

**URBED, FREEPOST, Manchester, M1 1HR**