

CHAPTER 5

ECR AREA DEVELOPMENT GUIDES

5.1 This chapter sets out the issues, opportunities, appropriate land uses and design guidance for the specific Neighbourhood Areas that have been identified within the East Central Rochdale Area (See figure 2, Character Areas). These Neighbourhood Areas have been identified through their different characteristics and the issues and opportunities that affect them. The six neighbourhood areas are as follows:

1. **Riverside Area**
2. **George Street Area**
3. **Wardleworth Neighbourhood**
4. **Town Head**
5. **Hamer Neighbourhood**
6. **Mayfield, Cloverhall And Bellshill**

5.2 These areas themselves are quite large and so have been subdivided to reflect detailed guidance in terms of appropriate uses, design and layouts. As some of the sub-areas simply relate to existing land uses which are unlikely to change or where the future of the site has already been determined then these will not be covered in the guidance.

5.3 It should be noted that that detailed draft planning briefs have been prepared for three areas within ECR. These are Nile Street, the British Millerrain site and Belfield Business Neighbourhood. Reference is made to these within the guidance and they will need to be taken account of in any detailed proposals drawn up in for these areas. These briefs are yet to be endorsed by the Council but do contain detailed information relating to these sites. These briefs may be subject to amendments as new information becomes available before they are finalised.

1. RIVERSIDE AREA

The UDP allocations for this area are:
EC/3 – Mixed Employment Zones
EC/8 – Development Sites in Employment Zones
W/2 – Existing Waste facilities
EM/7 – Development and Flood Risk
G/3 – Protection of Existing Recreational Open Space
G/7 – Protection of Allotments
G/8 – Greenspace Corridors
RE/6 – Recreational Rights of Way

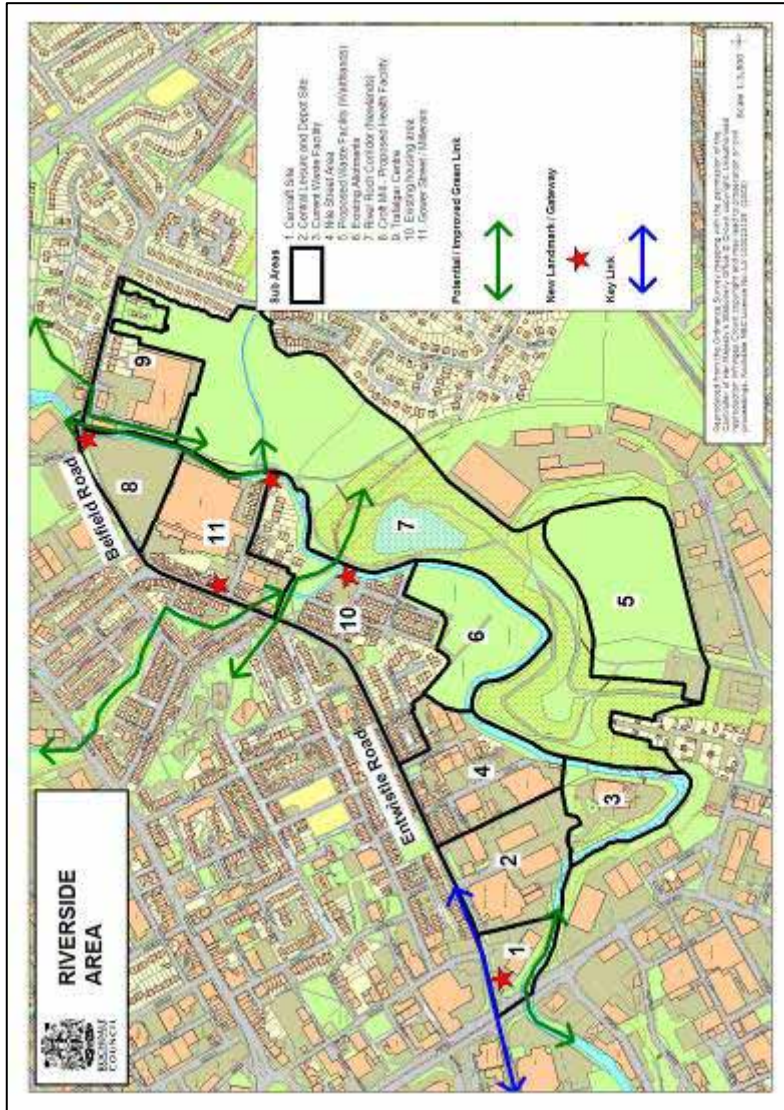
- 5.4 The Riverside area is bounded by John Street to the west, Entwisle Road to the north and Belfield Road/Croxton Avenue to the east. The southern boundary runs along the river corridor and associated greenspace, including the former Waithlands site.
- 5.5 The river corridor is a significant part of this area, and changes in character from the open, relatively flat floodplain of the east, to heavily wooded valley in the west. The river valley area to the east is being improved under the NWDA's and Forestry Commission's Newlands programme, with improved accessibility to the open space, and various improvements to encourage its use for informal recreation.
- 5.6 Outside the river valley, the character of the area is mixed. The north bank of the river is dominated by older industrial premises, particularly around the Nile Street area. Allotments and housing also back on the river. A plan of the area with the specific areas referred to in this section is shown overleaf.

Key Issues:

- The mixture of uses in the area is sometimes incompatible e.g. housing and industry.
- Older industry backing on to the river is unattractive.
- Some of the Riverside area is liable to flooding. Further work on the probability and degree of flooding predicted along sites adjacent to the river will inform the suitability of land for new development and ensure that the vulnerability of land use is matched to flood risk.

Opportunities

- In some places, the river corridor also has the potential to provide a more attractive environment for residential uses, subject to the flood risk work outlined above and in accordance with the requirements of PPS25.
- The River presents an opportunity to link with the town centre along the river corridor.
- River corridor provides an opportunity to link to the wider network of open space.
- Redevelopment in Entwisle Road area may provide opportunity to strengthen and improve road frontages as well as strengthening views and amenity.



- 5.7 The Physical Regeneration Strategy and the Strategic Regeneration Strategy have identified this as an area for major change. This is based around making more of the river corridor both in terms of better quality development on the northern side and improving the current open area for recreation, access and biodiversity.

Entwisle Road Sites (1, 2, 3 & 4)

Existing Uses/Character

- Mixture of commercial, leisure and employment uses with some residential.
- Generally poor environment with poor quality buildings.

Appropriate uses

- The sites off Entwisle Road combine to provide a significant area of opportunity at the south western gateway to ECR and provide an important link into the Town Centre East redevelopment proposals.
- Aspiration to redevelop this area comprehensively for a mixture of residential, leisure, commercial and recreational uses
- Possible need for part of the area to accommodate car parking in relation to the town centre redevelopment.
- Issue of flooding may constrain development of parts of the site for vulnerable uses such as residential
- Proposals for the Nile Street area should take account of the detailed planning brief prepared for this area.

Design and Layout

- Proposals will need to demonstrate (using Design Statements) that new development responds to context, that mixed uses are compatible and that measures are incorporated to mitigate against negative impacts
- Proposals should contribute to the objective of providing a visible and attractive gateway to ECR and the River Roch Corridor.
- Development should provide a quality visual frontage to Entwisle Road. This will generally involve maintaining a consistent building line. Where buildings do have to be set back then good quality landscaping and public realm will be required to enhance the Entwisle Road corridor. Development that turns its back onto this key route will not be permitted.
- Given that some of the Entwisle Road frontage has positive value in heritage terms, proposals will be expected to demonstrate how the new development enhances the character and appearance of the area.
- Development must provide interest along the river corridor and address opportunities for views and public access as well as protecting and enhancing biodiversity.

- Residential development should provide a mix of housing in terms of type size and tenure and should achieve a minimum density of 40 dwellings per hectare
- Any layouts should provide well defined and easy access especially onto Entwisle Road and consider a new riverside link to the Town Centre Redevelopment Area
- The development of this site should seek to provide a river crossing to the improved River Roch corridor.

Roch Corridor – Newlands (7)

5.8 The key objectives for this area and issues to be taken into account in terms of adjacent development proposals are covered in Chapters 3 and 4 of this SPD.

Existing Housing Area incorporating Gowers Street and British Millerain (6, 10 & 11)

Existing Uses / Character

- Residential part of the area is a mixture of older terraced housing, some of which is recognised as having high heritage value, and some areas of more modern housing
- Northern area dominated by British Millerain factory with some other commercial premises on Gowers Street
- The Kellet Street allotments are a significant feature in this area adjacent to the River Roch.

Appropriate Uses

- The British Millerain site would be appropriate for residential and leisure / recreation use.
- The issue of flooding is likely to provide an opportunity for a new area of open space adjacent to the river
- As other sites become available, residential development will be most appropriate use.

Design and Layout

- Proposals should seek to establish a unique physical character for the neighbourhood; this should be reflected in a design palette and explained in Design Statements.
- The design and layout of the British Millerain scheme should be undertaken in accordance with the detail planning brief produced for this site. This includes the relationship between this site and the redevelopment of the Croft Mill site
- Given that some of the frontage to the British Millerain site has positive value in heritage terms, proposals will be expected to demonstrate how the new development enhances the character and appearance of the area.

- Any open space provided within the scheme should seek to incorporate recreational, amenity and wildlife value and should be overlooked to improve safety and encourage use. The opportunity should also be taken to enhance river corridor views.
- Given that Hey Street and Kellett Street are recognised as having high heritage value, any infill residential development should take account of the local street pattern and local materials.
- Given the existence of residential areas of high heritage value within this part of ECR, improvements and extensions to properties, particularly dormers, should take account of advice in the paragraph 4.22
- Off-site contributions to open space in the area could be used to improve the green link which exists between Entwisle Road and the wider Roch Corridor.
- Potential for landmark / gateway features at existing crossing points over the River Roch and at the junction of Gowers Street and Entwisle Road, including the use of Natural Signposting.

Croft Mill Site (8)

Existing Uses / Character

- Flat, vacant site accessed from Belfield Road

Appropriate Uses

- Current proposals to accommodate a new style multi-functional health facility to be developed by the PCT along with associated parking would be appropriate.
- Additional uses to the health facility will be appropriate as part of a well thought through development ensuring compatibility with the health facility and the impact of flood risk.
- In this instance leisure, recreation and open space uses may be most appropriate

Design and Layout

- Potential to develop a high quality 'landmark' building which will create a new focal point within ECR
- Development should ensure safe and convenient access for pedestrian and cyclist as well as the car.
- Proposals will need to take account of the proposed redevelopment of the adjacent British Millerrain site;
- Development should take account of river corridor with potential for riverside walk / green link / enhanced biodiversity

Trafalgar Centre Site (9)

Existing Uses / Character

- Mixture of commercial and employment uses along with a nursery and five modern dwellings

Appropriate Uses

- Site is within a Mixed Employment Zone (MEZ) therefore retention or redevelopment for employment uses would be appropriate
- Redevelopment for partial or total residential use will need to be justified on the basis of a lack of market interest in employment uses, an overriding need for a housing development and the ability to overcome issues of flooding.

Design and Layout

- Any redevelopment for residential use should seek to incorporate the premises adjacent to the River Roch in order to create a quality frontage to the river
- Industrial Units should be designed to take account of the needs of modern business and reflects local demand
- Proposals must also support a quality pedestrian link through the site as identified in the Newlands proposals
- Any residential development should reflect the standards achieved on current sites within ECR.

2. GEORGE STREET AREA

*The UDP allocations for this area are:
EC/3 – Mixed Employment Zones
S/6 – District Centre, Local Centres and Linear Commercial Areas
A/24 – Improvements to Strategic Highway Network*

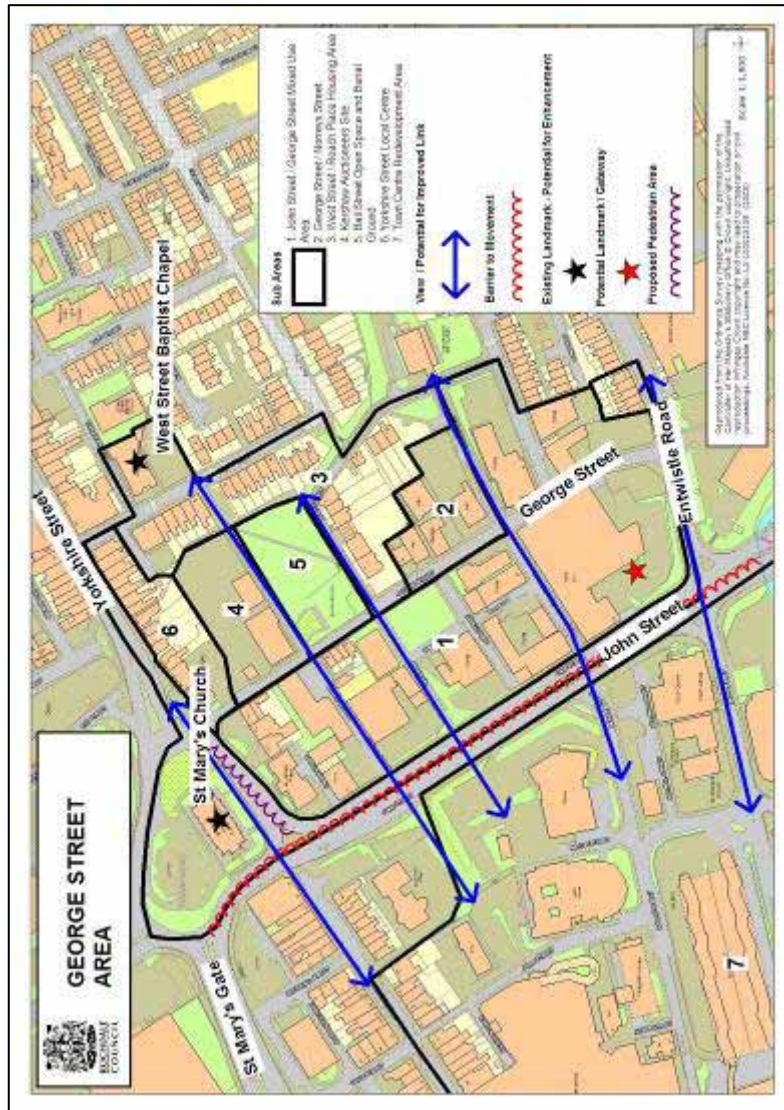
- 5.9 The George Street area is bounded by John Street to the west, and Kitchen St to the east. The northern boundary is formed by Yorkshire St, and the southern boundary by Entwisle Road. George Street runs from north to south through the centre of this area. It is adjacent to the town centre, although currently John Street presents a significant barrier to pedestrian movement.
- 5.10 The area predominantly consists of commercial and industrial premises which vary in size and scale. On the northern edge of the area, there are listed Georgian buildings facing on to Town Head, and on John Street there has been conversion of a former mill to residential use.
- 5.11 Elsewhere, the pattern of development is inconsistent, with housing and small open space areas to be found amongst the commercial and industrial property.

Key issues:

- Severance of East Central Rochdale from the Town Centre due to the barrier effect created by John Street
- Mix of uses and inconsistent approach to development

Opportunities

- There is an opportunity for a mixture of uses appropriate on this edge of the town centre and which integrate with the predominantly residential area of ECR,
 - Planned redevelopment of town centre will provide opportunities to link the town centre to ECR
- 5.12 The most appropriate way to bring this area would be through a phased comprehensive redevelopment which reflects the aspirations of the SRF and is consistent with the Town Centre East Area Framework SPD. Given the mixture of uses and ownerships in this area this is difficult to set out in detail within this SPD. The guidance for the specific areas below reflects the most suitable land uses and design issues but recognises the importance of a comprehensive approach for this to be delivered. To this end intervention within this area is likely to have to be supported by a detailed planning brief / briefs.



John Street / George Street Mixed Use Area (1)

Existing Uses / Character

- Area designated as a Mixed Employment Zone, contains a mixture of employment and commercial uses
- Verotax House (Pagan Mill) has recently been converted to apartments
- Generally buildings of poor design quality.

Appropriate Uses

- Comprehensive redevelopment of this area to create a mixture of 'good neighbour' commercial, office and high quality residential development would be preferred option.
- The part of the area to the east of John Street (either side Ramsay Street) would be appropriate for residential use (link with area 2).
- Given potential for new residential development as part of mixed-use, new employment uses which may cause disturbance or impact on local amenity should be avoided.

Design and layout

- Development should incorporate physical and visual links to the town centre.
- New developments facing on to John Street should provide an active frontage at ground floor level – the Town Centre East Area Framework (SPD) requires redevelopment to provide an active frontage onto opposite side of John Street.
- Given the slope / topography of the area, proposals will need to take account of this and maximise the opportunity using levels to create features, views and interest.
- New and improved pedestrian crossings should be provided across John Street at Smith Street and Baillie Street (included in Town Centre East Area Framework). The location of crossing points and potential links should be taken account of in terms of new layouts.
- Given existing buildings and need to create enclosure to John Street new buildings should be a minimum of three storeys and could be up to five storeys in height (particularly fronting John Street). Account should however be taken of the potential of areas 2 & 4 to the east for residential development in terms of sunlight / daylight and overlooking
- Potential for major landmark building at the important gateway on corner of John Street / Entwisle Road

George St / Norreys Street (2)

Existing Uses / Character

- Small collection of commercial buildings backing onto existing residential

Appropriate Uses

- If these sites become available then, given adjacent housing, redevelopment for residential would be appropriate
- Residential use would provide transition between mixed use area and Wardleworth Neighbourhood
- In terms of timing may depend on redevelopment of mixed use area to west and south given issues of amenity and possible vehicular conflict

Design / Layout

- Redevelopment for residential would only be appropriate in terms of a comprehensive development for whole site.
- Residential development should provide interest and public access from George Street / Norreys Street
- Any height above three storeys would have to be justified given adjacent residential properties.
- Would be beneficial to link to possible residential development of land to the south. This would provide opportunity for high quality link along Norreys Street improving connectivity between town centre and ECR

West St / Roach Place Housing Area (3)

5.13 This area contains housing of high heritage value including the listed West Street Baptist Chapel. Given the existing residential uses the conversion of the vacant chapel to residential would be most appropriate.

Kershaw's Auctioneers Site (4)

Existing Uses / Character

- Currently occupied by auctioneers premises but significant proportion of the site is an open yard

Appropriate Uses

- If this site became available then, given surrounding uses, redevelopment for residential would be appropriate
- In terms of timing may depend on redevelopment of mixed use area to west given issues of amenity and possible vehicular conflict

Design and Layout

- Should provide a good quality visual frontage to George Street / Ball Street

- Should maximise opportunity to make Ball Street a safer and more important route / link to town centre. Also offers potential to widen existing street.
- Development along Ball Street frontage provides better surveillance of open space to the south
- Two to three storeys is likely to be most appropriate height

Ball Street Open Space and Burial Ground (5)

5.14 This site currently provides the only green space within the area. Given that it is relatively isolated and not overlooked, users do not feel safe and there is evidence of anti-social behaviour. Residential development in the surrounding area would provide contributions to improve this area and the potential for more activity would enhance its use as a green space. Clearly the existence of the burial ground on the western part of the site limits recreational potential but improvement could focus on the following:

- Better access;
- Boundary treatment;
- Signage – the site provides a key route between the town centre and ECR; and
- Lighting.

Yorkshire Street Local Centre (6)

5.15 This is part of a larger local centre which extends further east along both sides of Yorkshire Street. It is important that any proposals within this area demonstrate that they retain and where possible improve this active frontage. The importance of this frontage as a key link to the town centre will be enhanced by the proposed junction improvement at Town Head roundabout that will create a wide pedestrianised area to the south of St Mary's Church (illustrated on the map).

Town Centre Redevelopment Area (7)

5.16 As outlined in the Town Centre East Area Framework (SPD) this area will be subject to major redevelopment and change over the next few years. This presents a massive opportunity to better link and integrate ECR into the Town Centre. It is therefore important that proposals for new development within the John Street / George Street area demonstrate that this has been taken into account, particularly in relation to the John Street frontage and the potential for new and improved pedestrian and cycle routes.

3. WARDLEWORTH NEIGHBOURHOOD

The UDP allocations for this area are:
G/3 – Protection of Existing Recreational Open Space
G/8 – Greenspace Corridors
S/6 – District Centre, Local Centres and Linear Commercial Areas

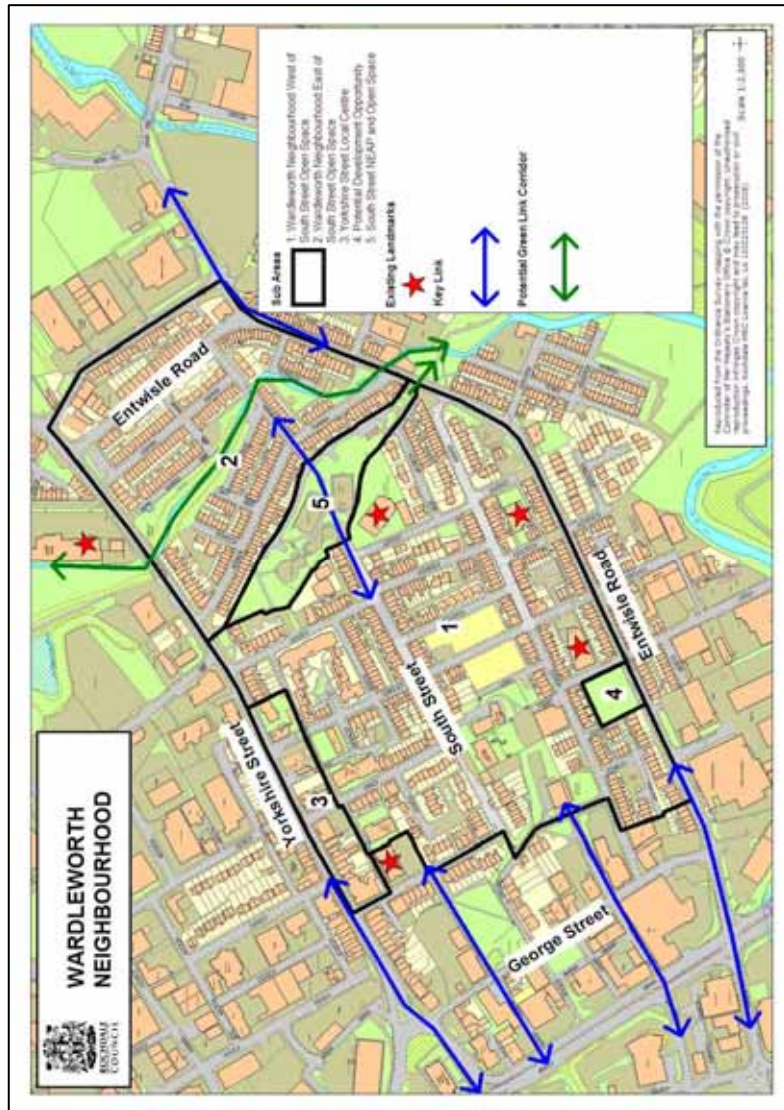
- 5.17 The Wardleworth area stretches from Yorkshire Street in the north to Entwisle Road in the south. In the east, the boundary is formed by Hamer Lane, and in the west it abuts the George St area which ends at Kitchen St/Roach Place.
- 5.18 The Wardleworth area is predominantly residential, characterised by Victorian terraced properties with some more recent, infill development. There are also a number of associated community facilities in the area, including mosques and a community centre.
- 5.19 There is a linear commercial area on Yorkshire Street which provides a number of shops and services which are important locally. There are also a limited number of retail premises on Entwisle Road.
- 5.20 Two areas of greenspace corridor dissect the area. The route of a former railway branch line has left an area of greenspace between South Street and Oswald Street. This area provides play equipment and kick pitches. The area immediately surrounding Hey Brook is also a greenspace corridor.

Key issues:

- The need for greater diversity in the housing stock
- The road frontages of Yorkshire Street and Entwisle Road are inconsistent in places
- The need to create improved public spaces as part of a wider network of open space

Opportunities

- Hey Brook corridor provides the opportunity to create new open space and provide links to other areas of open space including 'Newlands' and the wider Roch Valley.
- Future development on infill sites/planned HMR site will provide opportunity to diversify housing



Wardleworth Neighbourhood West of South Street Open Space (1& 4)

Existing Uses / Character

- Older terraced housing, interspersed with modern infill development and community uses
- Only notable vacant site / development opportunity is at corner of Nile Street and Entwisle Road (north side) (4)
- First phase of innovative housing scheme currently being developed off Trafalgar Street

Appropriate Uses

- Residential uses will be most appropriate in this area
- Complimentary community uses may be appropriate providing applicant can demonstrate demand and identify appropriate location
- Residential use is most appropriate on the vacant site off Entwisle Road (site has planning permission for residential use).

Design and Layout

- Infill developments should respect street pattern. This approach can be seen in the Trafalgar Street development
- New residential development should seek to diversify the housing stock, especially in terms of providing large family accommodation
- New development must make appropriate provision for car parking so as not to exacerbate problem of on-street parking
- Residential development on Entwisle Road site should provide strong frontage to Entwisle Road and Nile Street. Also should be two storeys to ensure consistency terraced frontage either side
- Contributions to open space should be directed to enhancing the South Street open space (5) and the Hey Brook corridor. Contributions may also be use to improve linkages and access to open space.

Wardleworth Neighbourhood East of South Street Open Space (2)

Existing Uses / Character

- Consistent area of terraced housing recognised as having high heritage value, includes listed mill building off Hamer Lane
- Hey Brook corridor provides an attractive green link bisecting the area

Appropriate Uses

- Residential uses will be most appropriate in this area

Design and Layout

- Any proposals, including extensions to existing properties will need to take account of the recognised character of the area.
- The Hey Brook corridor will be maintained and where appropriate improved to enhance its value as an important green link / open space. This could be achieved through the use of contributions to open space from new residential development in the area.

Yorkshire Street Local Centre (3)

5.21 This is the eastern part of the Yorkshire Street local centre. The 2006 Heritage Assessment identified that there were some buildings in this stretch of the Yorkshire Street frontage that had negative value in terms of the streetscape. Any proposals that seek to enhance or replace these buildings and therefore improve the Yorkshire St frontage will be encouraged. In terms of uses, any proposals would have to satisfy policy S/6 that deals with local centres.

South Street Neighbourhood Equipped Area for Play (NEAP) and associated open space (5)

5.22 This is a relatively new facility and serves a wide area. Whilst there are currently no plans to enhance the facility, contributions from new housing development could be used for maintenance. If improvements are identified then they could also be potentially funded from this source.

4. TOWN HEAD

*The UDP allocations for this area are:
EC/3 – Mixed Employment Zones
W/2 – Existing Waste facilities
S/6 – District Centre, Local Centres and Linear Commercial Areas
G/3 – Protection of Existing Recreational Open Space
G/7 – Protection of Allotments
G/8 – Greenspace Corridors
RE/6 – Recreational Rights of Way*

5.23 The Town Head area is bounded by Whitworth Road to the west, Yorkshire Street to the south, and Foxholes Road to the north. The Eastern boundary is formed by an area of greenspace around Heybrook.

5.24 The area is largely of an industrial nature, with varying sizes of units throughout the area, which includes some small industrial estates. There are retail warehouses in the east of the area around Whitworth Road. There are also pockets of residential development around Elliot Street and Regent Street.

5.25 As noted in the description of Wardleworth, there is a local centre on Yorkshire Street and one on Whitworth Road. Both of these provide a number of shops and services which are important locally.

5.26 There are also significant areas of open space, including allotment gardens and areas of greenspace corridor.

Key issues:

- Mixed nature of the area means that there is an inconsistent pattern to development and that there are some incompatible uses.
- Areas of greenspace corridor are underutilised.

Opportunities

- Greenspace corridors have opportunity for enhancement and creation of north / south green link.
- Potential for more housing in the area if industrial sites become available.
- Potential to create a gateway to the wider ECR area as part of planned improvements to Townhead.

5.27 As with the John Street / George Street area, the most appropriate way to bring this area would be through a phased comprehensive redevelopment which reflects the aspirations of the SRF. Given the mixture of uses and ownerships in this area this is difficult to set out in detail within this SPD. The guidance for the specific areas below reflects the most suitable land uses and design issues but recognises the importance of a comprehensive approach for this to be delivered. To this end intervention within this area is likely to have to be supported by a detailed planning brief / briefs.

Townhead Mixed Use Area (1 & 2)

5.28 On the plan this area is split into two areas to reflect that fact that part is within a Mixed Employment Zone (1) whilst the remainder is unallocated (2).

Existing Uses / Character

- Predominately employment and commercial sites of varying quality
- Some older mill buildings and community buildings have some character and act as landmarks in the area

Appropriate Uses

- The area is large enough to support a range of uses including employment, commercial and residential
- Any precise locations for land uses would be better supported through a future planning brief / briefs.

Design and Layout

- The lack of any distinguishable character in the area means that it is something of a 'blank canvas' in terms of an appropriate approach to design.
- New housing, commercial and employment uses therefore have the opportunity to contribute to the image and visual quality of the area.
- Presently the frontage onto Whitworth Road and Yorkshire Street in the south west is very broken therefore any development in this area must create a much better, well defined frontage which would enhance the interface between this area and the town centre
- Opportunities should be sought to improve linkages to the town centre. Although this part of Town Head is close to the centre the present crossing arrangements form a barrier to movement and the current subway link from Whitehall Street to Whitworth Road is poor and unattractive to pedestrians.
- There are currently no east-west links between Rugby Road and Regent Street other than at the very north and south of the area. Any future redevelopment of this area should seek to address this and thus improve connectivity through the area.
- The potential to create a north-south green link through the area should also be considered in any comprehensive proposals along the Sustrans cycle route 92 and to the open space beyond. This could incorporate a new area of open space to support any new residential development in the area.
- Existing landmarks such as Richmond Hall, St Patrick's Church, the Britannia Public House, Regent Mill and the Magnetic Works should be retained and enhanced

Existing Housing Areas (3)

- 5.29 There are several pockets of residential and community uses throughout the area. If development sites do become available within these areas then residential uses would be the most appropriate.

Open Space off Taylor Street and Bay Street Allotments (4 & 5)

- 5.30 These two areas form part of the wider Hey Brook corridor. The allotments at Bay Street are well used and should be retained (note that area 5 on the map also includes wooded area to the south which is not allotments). The open space of Taylor Street is presently in poor condition and would benefit from improvement. Therefore any off-site contributions to open space from new residential development in the area should go into improving and enhancing this area to provide a quality open space of benefit to new residents and the wider community.

Yorkshire Street and Whitworth Road Local Centres (6 & 7)

- 5.31 The area is served by two local centres, with Whitworth Road on the western boundary and part of the larger Yorkshire Street Local Centre to the south. Therefore any new retail development within the area would be expected to be located within these existing centres. Any proposals that seek to improve the visual quality of these facilities and the linkages to them will be encouraged.

5. HAMER NEIGHBOURHOOD

The UDP allocations for this area are:
EC/3 – Mixed Employment Zones
EC/8 – Development Sites in Employment Zones
H/2 – Land Provided for New Housing
EM/7 – Development and Flood Risk
G/3 – Protection of Existing Recreational Open Space
G/8 – Greenspace Corridors
S/6 – District Centre, Local Centres and Linear Commercial Areas

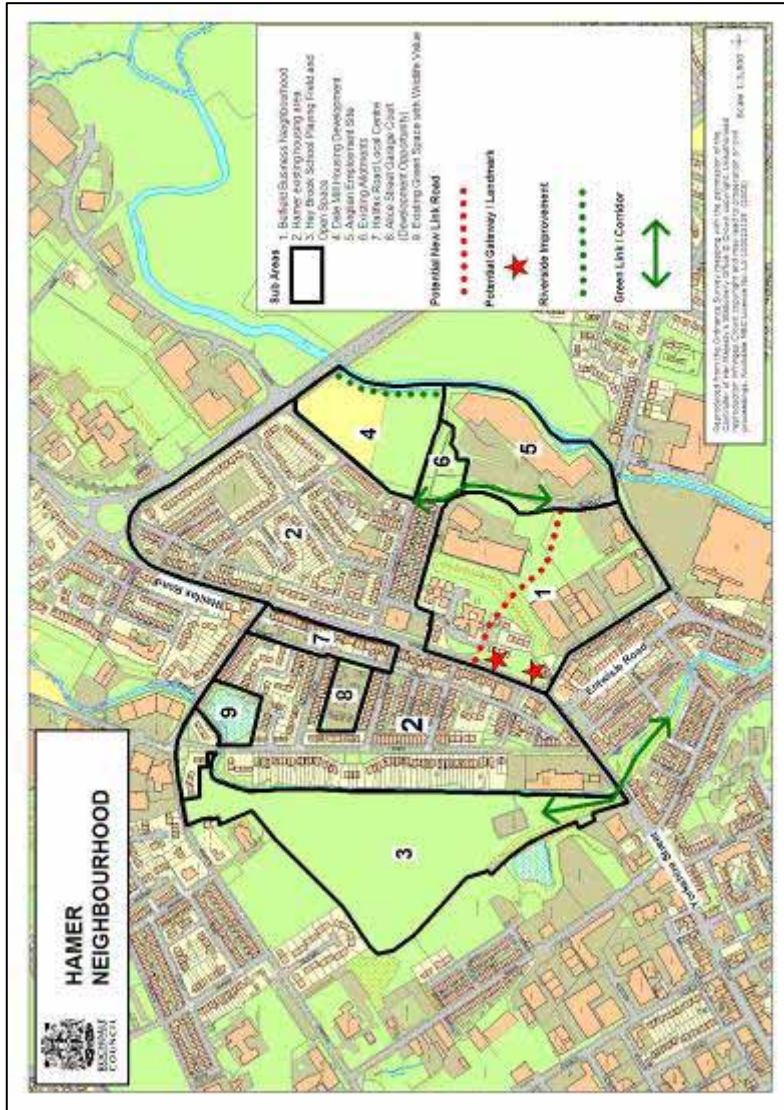
- 5.32 The Hamer Area is dissected by the A58 Halifax Road, and stretches from Albert Royds Street in the east to the Heybrook Corridor and Hamer Lane in the West. The southern boundary is formed by Belfield Road and the River Roch.
- 5.33 The area is split between residential and industrial uses. The northern and eastern parts of the area are predominantly residential, with a mixture of Victorian terraced, and 20th century properties included some RBH properties. To the south of Halifax Road, in the area bounded by Dean Street and Hamer Lane, there is a mixed area of some residential properties, separated from a mixed employment zone area by a grass bund. The mixed employment zone is in a variety of uses, ranging from small businesses to a large, modern manufacturing facility at Mayfield Mill.
- 5.34 Adjacent to Albert Royds Street, there is a large development site allocated for residential use (Dale Mill). The site has consent for 85 dwellings and one retail unit and remediation work is ongoing and development will commence in early 2008.

Issues

- Industrial traffic accessing the Mixed Employment Zone via neighbouring residential areas causes problems
- Land in the Mixed Employment Zone is of low density and some land is unused
- The need for greater diversity in the housing stock

Opportunities

- Development site at Dale Mill will help create diversity in housing stock
- Redevelopment of MEZ will create modern employment site making better use of land and addressing highways issues



Belfield Business Neighbourhood (1)

5.35 This area is the subject of a draft detailed planning brief informed by a previous feasibility study. Therefore proposals for this area should adhere to the detailed guidance in the planning brief. However, some of the key points in relation to proposed uses, design and layout are summarised below.

Existing Uses / Character

- Predominately employment / commercial uses with residential fronting Halifax Road and community uses fronting Belfield Road

Appropriate Uses

- Employment led mixed use development also incorporating residential and community uses
- A limited amount of retail may be appropriate on frontage with Halifax Road. The amount of retail will be based on assessment of need along with impact on adjoining local centre

Design and Layout

- A comprehensive development of this area in conformity with the planning brief is the most appropriate way forward
- The proposed new link road between Halifax Road and Belfield Road (shown indicatively on the plan) will be the focus for vehicular movement through the site
- There is potential for new landmarks / gateways at junctions of Halifax Road and Hamer Lane, Halifax Road and the new link road and Belfield Road and Hamer Lane
- New employment development should be of a type and quality that satisfies local demand and provides accommodation to meet the needs of modern businesses
- New housing should be of quality design and provide a good mix of dwellings. It should be generally two to three storeys in height and achieve a density of at least 30 dwellings per hectare although it is anticipated that a higher density would be appropriate on the KYP part of the site.
- Any recreational open space to be provided within the site should be of high quality. The layout of adjacent residential uses should ensure that there is good natural surveillance and that the open space is easily accessed from the wider area and elsewhere within the site
- If retail provision on the Halifax Road frontage is considered acceptable to provide an active frontage, consideration should be given to how this links with the existing local centre
- Existing pedestrian / cycle link on eastern edge of the site should be retained and enhanced.

Existing Housing Areas (2, 8, 9 & 10)

Existing Uses / Character

- Mixture of high density terraced housing and semi-detached family housing, a significant proportion of which is for social rent

Appropriate Uses

- Residential uses are most appropriate in this area
- The site of the former Hamer Club now has planning consent for 29 apartments
- The underused garage court off Alice Street provides an opportunity for new residential development
- There may be an opportunity to provide alternative uses on the former Dover Street play area which is presently a problem site, particularly given that there may be new provision elsewhere within the area.

Design and Layout

- The design of any new residential development on the Alice Street garage court (8) should reflect the street pattern in the area
- New housing development should seek to provide a mix of dwellings in terms of type and size.

Hey Brook Open Space (3)

5.36 This area, along with some further open space to the north and allotments to the west provides a significant resource for the area. It is particularly important as it provides one of the few areas of outdoor sports provision in ECR. Therefore contributions towards outdoor sports provision from new residential developments in the area could be spent on improving this facility.

Dale Mill Housing Development (4)

5.37 This site has planning permission for 85 dwellings and one retail unit. The design and layout of this scheme recently won an award and sets a benchmark for residential development in the ECR area. The redevelopment of this site will also provide riverside improvements and a walkway.

Halifax Road Local Centre (7)

5.38 This local centre, as well as providing shops to serve the local area, also contains some buildings of heritage value including two listed weavers cottages. As noted above it is important that any additional retail, as part of the Belfield Business Neighbourhood, does not harm the vitality or viability of this centre. This could be achieved by locating

any new retail as close as possible to the existing local centre to enhance its attraction as an important local facility.

6. MAYFIELD, CLOVER HALL AND BELLSHILL

*The UDP allocations for this area are:
EM/7 – Development and Flood Risk
G/3 – Protection of Existing Recreational Open Space
G/8 – Greenspace Corridors
RE/6 – Recreational Rights of Way*

5.39 This area is bisected by Albert Royds Street. To the south of Albert Royds Street is the Mayfield area, and to the north the estates of Clover Hall and Bellshill.

5.40 The area is predominantly residential in character. There is a mixture of types of housing. Mayfield comprises of older Victorian terraces, with some later additions, notably of Radburn type housing. Cloverhall and Bellshill are garden suburb type style, predominantly social rented estates.

5.41 Large areas of open space adjoin the Cloverhall and Bellshill area. Although access to large areas of this open space is limited it does provide good views both in and out of the area.

Issues

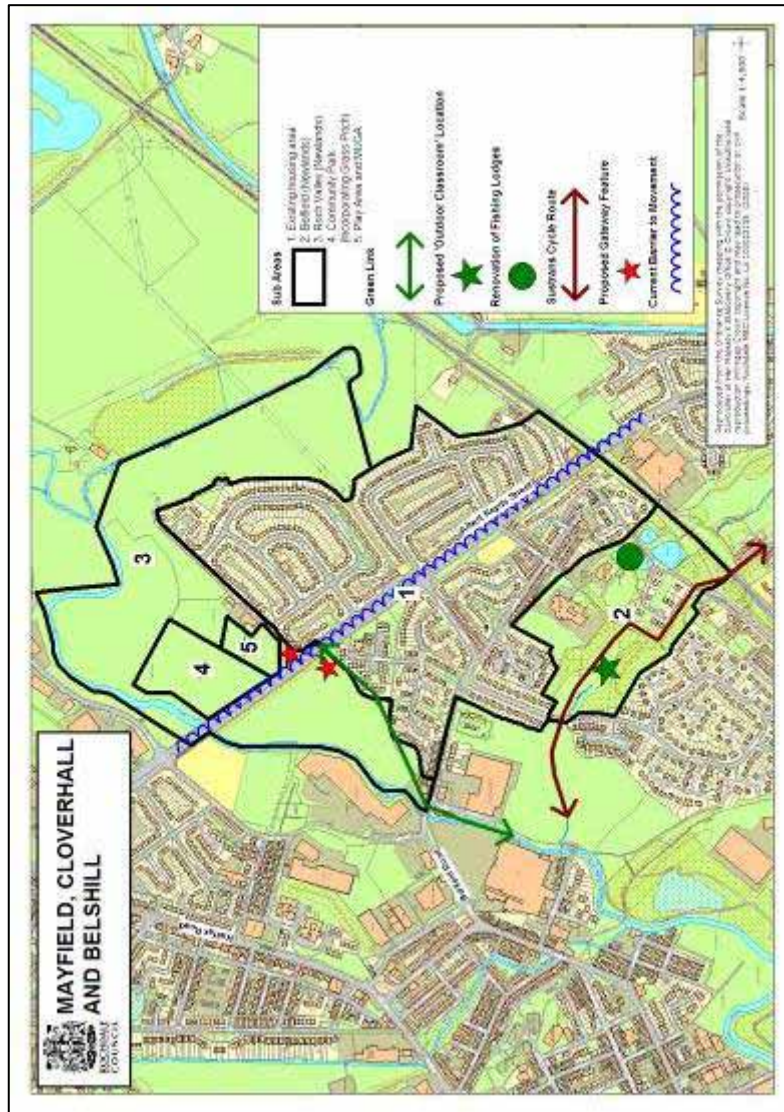
- Barrier effect of Albert Royds Street separates Cloverhall and Bellshill from the rest of the area.
- Green space is underutilised resource
- Perceived problem of crime and safety.

Opportunities

- Use greenspace to create play facilities, informal open space and outdoor sports provision and improve links to wider countryside.
- Improve links across Albert Royds Street to provide better linkages with rest of East Central Rochdale

Existing Housing Areas (1)

5.42 Many of the issues and opportunities relate to general improvements to the local environment, accessibility and local facilities. The quality of the external fabric, internal facilities and energy efficiency of the properties on the social rented estates has improved through investment in recent years. If sites do become available for development in this area then residential or community facilities would be the preferred use.



- 5.43 There is currently an initiative (Building Homes for the Future) being formed which seek to maximise the use of vacant sites within existing Council estates to provide additional social housing along with an element of private housing for sale. Therefore any sites which come forward within Council ownership may be considered as part of this initiative to deliver more affordable homes for rent. Any other residential development should take the opportunity to diversify the tenure by providing properties for sale.

Land Around Belfield Community School (2)

- 5.44 This area forms an important part of the Newlands initiative as it provides a key link to the wider Stanney Brook corridor and Kingsway Business Park beyond. As well as improving pedestrian and cycle routes there are two other specific proposals. The first is an outdoor classroom linked to the nearby Belfield Community School. This proposal seeks to educate children about wildlife through active involvement in nature conservation. The second is the renovation of the existing public fishing lodges north of Belfield Lane.

Open Land around Mayfield and Cloverhall (3, 4 & 5)

- 5.45 Although most of this area is to be retained as grazing, there are several specific proposals again linked to the Newlands initiative. These are focussed on land to the east of Albert Royds Street. Here there are proposals to create a Community Park with a children's play area / Multi Use Games Area **(5)** adjacent to Meadowfields Community Centre and a grass pitch **(4)** in the flat area of the valley. Attractive entrance features on either side of Albert Royds Street will enhance the links to, and use of, this facility. The pedestrian link north of Mayfield will also be enhanced to provide a better link southwest into ECR and the Town Centre beyond.

CHAPTER 6

DELIVERY AND IMPLEMENTATION

Introduction

6.1 In preparing this SPD guidance for the redevelopment and regeneration of ECR, the Council and its partners have sought to ensure that, as well as promoting and encouraging the best possible form of development to achieve the aim and objectives as set out at the beginning of this SPD, it is also entirely realistic and deliverable. This chapter sets out the important steps and issues in bringing about the successful delivery and implementation of sites and development within the ECR area and in ensuring its future success.

Comprehensive Development

6.2 The SPD seeks to give advice on all types of proposals across the ECR area and it is acknowledged that a number of these will come forward in isolation. However there are several key areas where the guidance encourages a comprehensive approach to ensure an appropriate layout, design and arrangement of uses across the area. The areas where a comprehensive approach is considered most appropriate are:

- British Millerain / Gowers Street;
- Nile Street / Entwisle Road
- Belfield Business Neighbourhood
- George Street / John Street Mixed Use Area
- Townhead Mixed Use Area

6.3 If it becomes evident either through timing or ownership constraints that these areas cannot be delivered in such a way, developers will still have to demonstrate how their proposals would fit into the regeneration of the wider area and more specifically how they would relate to adjacent sites.

Site Assembly

6.4 The Council expects developers to work with landowners to secure agreement for development. The Council has acquired by agreement some properties needed for the redevelopment of some key. However, where required, the Council the use of its Compulsory Purchase powers if appropriate.

Partnership Working

6.5 The Council and its partners are promoting regeneration within ECR. The Council however cannot implement this SPD solely using its own powers and resources. The private sector is vitally important in

bringing forward resources and skills to deliver these objectives. Particularly important in terms of the private sector is the role of Base (a joint venture company between Barratt Homes and Artisan) who are the selected development partner within East Central Rochdale. Other partners involved in the process include, Oldham Rochdale HMR Pathfinder, Rochdale Development Agency, Impact Partnership, Pennine Land, Greater Manchester Passenger Transport Executive, English Partnerships, the Primary Care Trust, North West Development Agency, Pennine Edge Forest and the Forestry Commission. The successful implementation of the SPD aim and objectives will require the participation and co-operation of all partners.

Planning Applications

- 6.6 Applicants will be required to demonstrate how their proposed development meets all the requirements set out in this SPD and, where appropriate and necessary, how the proposal takes account of and fully fits in with any other relevant development proposals within the SPD area.
- 6.7 Applicants will be required to agree with the Borough Council the exact scope of information required to accompany the planning application, prior to submission. The following may be required:-
- Full Environmental Assessment (dependent on the size of the scheme)
 - Landscaping Scheme
 - Ecological Survey
 - Design and Access Statement
 - Visual Impact Assessment
 - Transport Assessment (and Travel Plans for major employers)
 - Retail Impact Assessment (for a major retail scheme)
 - Noise Assessment (where likely to impact on residential amenity)
 - Details of Energy Efficiency Measures
 - Public realm management plan
 - Archaeological Survey
 - Contaminated Land Survey
 - Topographical Survey
 - Flood Risk Assessment
- 6.8 Any planning permissions will include conditions and be accompanied by Section 106 agreements to ensure that the development addresses all its potential impacts.
- 6.9 The Council will negotiate with developers on the planning obligations associated with any development taking account of financial viability and the aspirations of the SPD. Section 106 agreements may be required to cover the following areas:
- A contribution to affordable housing in the Borough (for any residential development of 15 dwellings or more)

- Off site open space and public realm improvements
- Public realm maintenance contribution
- Off site highways improvements
- Contribution to public transport provision including the upgrading and introduction of cycle ways and footpaths
- Possible contributions for off site parking provision
- Contribution to the delivery of public facilities

Community Engagement

6.10 For major development schemes developers will be expected to undertake a thorough consultation exercise with stakeholders and the public. The consultation methods employed should provide the opportunity for proper engagement in the application process. The applicant should demonstrate how the comments of the consultees have been taken into account in developing the scheme.

Future Management and Maintenance

6.11 Developers will be required to identify the future management and maintenance arrangements for any developments involving the provision of public realm and open space. This is particularly important where the developer agrees to take on the management of a space that the public may normally expect to be maintained by the Council.

APPENDIX 1 – LIST OF OPEN SPACE SITES (RELATES TO FIGURE 6)

(Source Urbed 2007)

Site No.	Site Name	Typology (PPG17)	Typology (UDP)	Area (m) ²	Area (hect)
1	Regent Street	Natural/ Semi-Natural	Semi-derelict	4,243	0.42
2	Taylor Brook	Natural/ Semi-Natural	Amenity Greenspace*	2,664	0.27
3	Foxholes House	Amenity Greenspace*	Amenity Greenspace*	8,186	0.82
4	Rugby Road Rec. Club	Outdoor Sports Facilities*	Outdoor Sports*	3,642	0.36
5	All Saints	Amenity Greenspace	Informal Rec (active)	10,625	1.06
6a	Heybrook School Playing Fields	Outdoor Sport Facilities	Outdoor Sports*	19,510	1.95
6b	Heybrook School- All Weather Pitches	Childrens Play*	Childrens Play*	4,500	0.45
7	Foxholes Meadow	Natural/ Semi-Natural	Informal Rec (passive)	66,428	6.64
8	Heybrook/ Bay Street Allotments	Allotments*	Informal Rec (passive)*	9,144	0.91
9	Dover Street	Amenity Greenspace	Informal Rec (passive)	2,145	0.21
10	Belfield Bund+ Cliff St. Landscaping	Amenity Greenspace	Amenity Greenspace	9,180	0.92
11	Ball Street Cemetery	Cemetery	Informal Rec (passive)	3,143	0.31
12	West Street Cemetery	Cemetery	Amenity Greenspace	691	0.07
13	Community Centre	Amenity	Informal Rec (passive)	1,746	0.17
14a	South Street- Park	Amenity Greenspace	Informal Rec (passive)	9,002	0.91
14b	South Street- Childrens Play	Childrens Play	Childrens Play	1,104	0.01
15	Heybrook Culvert	Amenity Greenspace	Informal Rec (passive)	4,944	0.49
16	Jacksons Place	Amenity Greenspace	Informal Rec (passive)	557	0.06
17	Entwistle Road	Amenity Greenspace	Amenity Greenspace	3,203	0.32
18	Zetland Place	Allotments*	Informal Rec (passive)	800	0.08
19	Mayfield Allotments	Allotments*	Informal Rec (passive)	2,444	0.24
20	Kellet Street Allotments	Allotments*	Informal Rec (passive)*	16,430	1.64
21	Meadowfields	Natural/ Semi-Natural*	Informal Rec (passive)*	95,446	9.54
22	Cloverhall	Outdoor Sport Facilities	Informal Rec (active)	25,827	2.58
23	Mayfield	Natural/ Semi-Natural*	Amenity Greenspace*	32,066	3.21
24	Stanney Brook North	Natural/ Semi-Natural	Informal Rec (passive)	27,060	2.71
25	Stanney Brook Newlands	Natural/ Semi- Natural	Informal Rec (passive)	45,314	4.53
26	Roch Wood	Natural/ Semi- Natural	Informal Rec (passive)	24,380	2.44
27	Walthands	Natural/ Semi- Natural*	Informal Rec (passive)*	27,581	2.76
28	Croxton Avenue (Newlands)	Natural/ Semi- Natural	Informal Rec (passive)	27,582	2.76
29	Belfield Old Road	Natural/ Semi- Natural	Informal Rec (passive)	1,129	0.01
30	Belfield School Playing Fields	Outdoor Sport*	Outdoor Sports*	2,979	0.29
31	Belfield Lodges	Natural/ Semi- Natural*	Informal Rec (passive)*	2,992	0.29
32	Belfield Lodges (Newlands)	Natural/ Semi- Natural*	Informal Rec (passive)*	9,848	0.98
33	Albert Royds Landscaping	Amenity Greenspace	Informal Rec (passive)	5,355	0.54
				50,95	