

Horwich Town Centre Masterplan

What is this consultation about?



A draft masterplan for Horwich town centre has been developed and we would like to get your views on the draft development proposals.

The Horwich town centre masterplan is a key regeneration project to enhance the economic prospects of Horwich by providing a clear strategy for growth, helping to future proof the town by building on its existing qualities and assets and promoting new activities, so that its full potential as a thriving town can be realised.

Bolton council is committed to developing a masterplan for Horwich town centre that reflects the Bolton Vision 2030 of creating a vibrant place, built on strong cohesive communities, successful business and healthy residents.

Ensuring it is a welcoming place where people choose to study, work and put down roots, the masterplan will also assist in the delivery of the council's Economic Strategy focussing on inclusive growth.

To help guide future investment, a team of town centre development experts (BDP supported by BE Group and CBO Transport) were commissioned by the Council in October 2019, to prepare a masterplan for Horwich town centre.

The study team has undertaken an analysis of the existing town centre, researched national town centre trends, looked at local demand and aspirations and consulted with key stakeholders. Based on their findings, the team has prepared a draft masterplan which will provide the spatial framework for the town centre, helping to guide future development. The draft masterplan will be supported by a delivery strategy to help start the regeneration of Horwich town centre.

This consultation is part of the masterplan process and seeks to raise awareness of the Horwich town centre masterplan, test opinion on the draft masterplan proposals, and gain feedback from the local community and businesses. Your feedback will help shape the final masterplan and delivery strategy for the town centre.



Horwich Town Hall



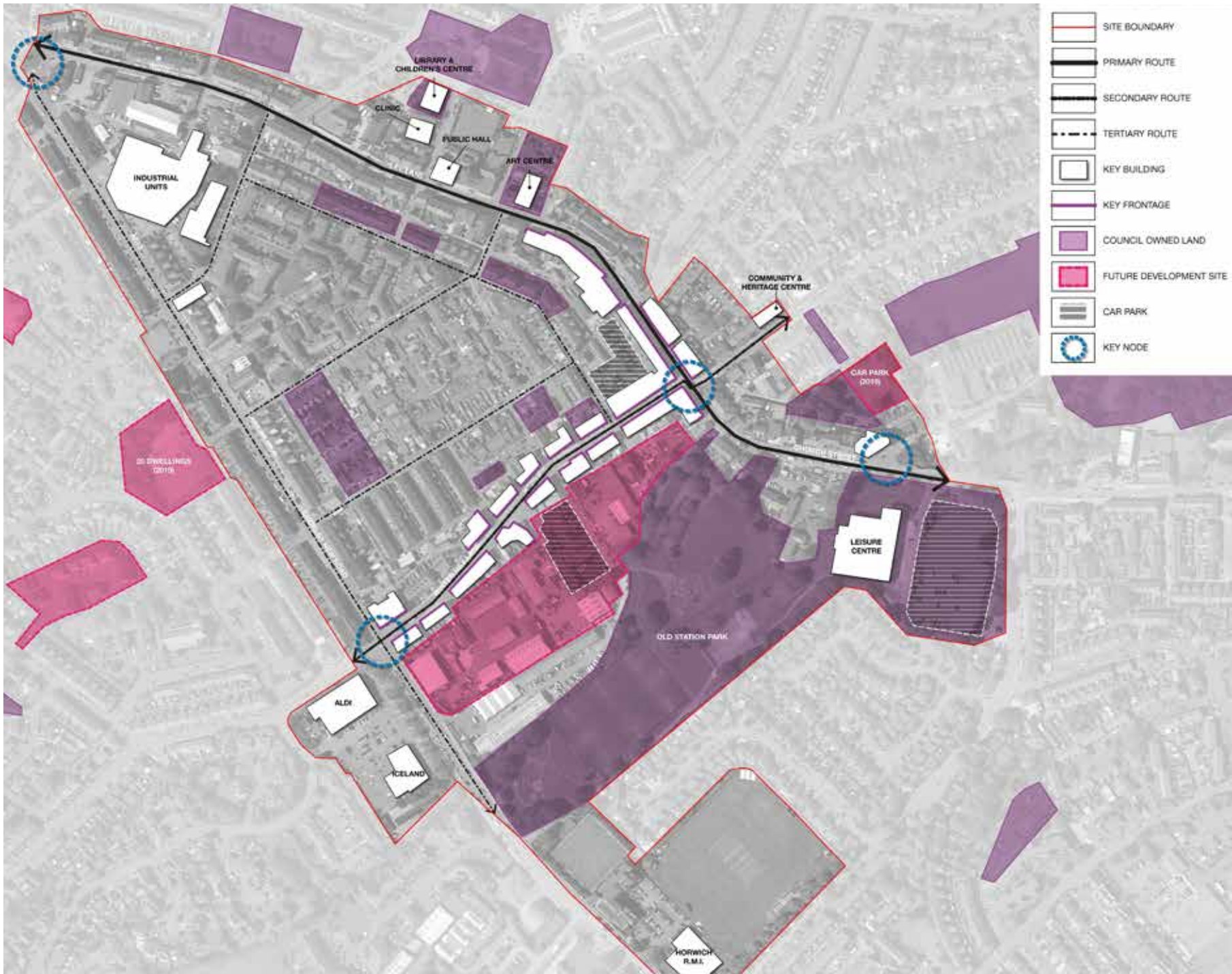
Shops along Lee Lane













Horwich Library



Independent traders on Winter Hey Lane



-  SITE BOUNDARY
-  PRIMARY ROUTE
-  SECONDARY ROUTE
-  TERTIARY ROUTE
-  KEY BUILDING
-  KEY FRONTAGE
-  COUNCIL OWNED LAND
-  FUTURE DEVELOPMENT SITE
-  CAR PARK
-  KEY NODE



What are the challenges facing Horwich town centre?

Town centres are changing...

Town centres are changing, so are the ways in which people use them. Over the course of the last decade, our high streets have faced some of the biggest challenges in their history, from global economic recession to the rise of the internet offering unprecedented choice in on-line shopping. With changes in people's spending and visiting patterns, town centres are now seen as places for more than just shopping, but also as places for leisure, food & drink, as social and community hubs, business space, places for culture, healthcare and education and increasingly as a place to live. A bit like they used to be!

It is now commonly agreed that whilst retail is an important element of a thriving town centre, it is not the only one. Other ingredients such as independent traders, town centre homes and the quality of the pedestrian experience are also vital to the creation of attractive and healthy places which people will choose to visit, to work or live in and to spend their time and money. We can see the success of this approach in other Greater Manchester town centres such as Urmston in Trafford or Prestwich in Bury.

To remain relevant and as important to communities and businesses as they have been in the past, town centres and high streets have to adapt to these changes.

Horwich town centre is a compact and lively town centre with a pleasant and attractive feel to it, and its character and identity is appreciated by the residents.

Horwich town centre already offers a wide variety of assets. From independent retailers to national food retailers, restaurants, bars and cafes, public hall, leisure centre, library & children's centre, community and heritage centre, health clinic, park, arts centre, schools, local employment and a youth centre located just outside the core of the town centre. Horwich town centre has got almost everything that could be expected in a town centre of its size.

However, like many town centres across the UK, Horwich still faces challenges, and is not making the most of its assets. The challenges facing Horwich town centre include:

- Congestion on Winter Hey Lane and the negative impact of vehicles on the pedestrian experience;
- Lack of availability of short-stay car parking and some poor quality pedestrian routes to the car parks;
- Shop vacancy and underutilised or empty upper floors;
- In some areas poor quality shop and business frontages and public realm;
- Old Station Park does not feel connected to the town centre and lack of overlooking of the park by surrounding houses and businesses can result in some anti-social behaviour;
- Some parts of the town centre such as the new leisure centre, the library/clinic and the Aldi/Iceland stores are some distance from the centre and need to be better connected;
- Negative visual impact of derelict buildings;
- Poor pedestrian and cyclist experience;
- Lack of office or studio type business space in the town centre



Poor quality shop frontages and public realm along parts of Lee Lane



Former leisure centre site, vacant & currently used as temporary car park



Poor connections between Old Station Park and the town centre



Availability of short stay car parking in the town centre is an issue

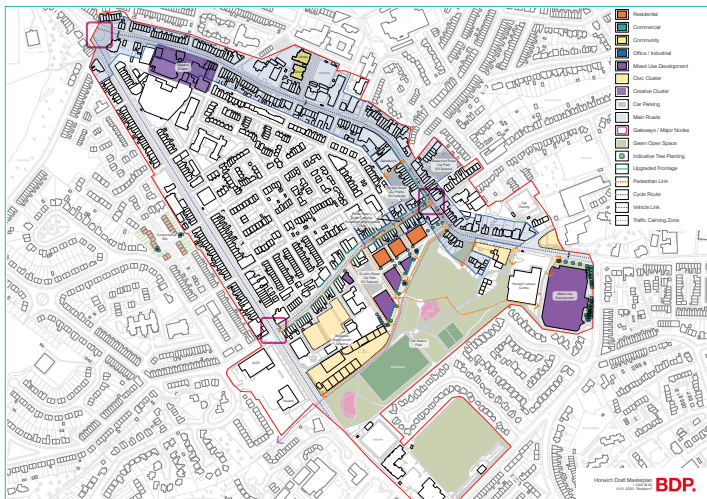


Narrow pavements and lack of pedestrian crossings at junction of Lee Lane and Winter Hey Lane

A draft masterplan has been developed to tackle the challenges and to guide the regeneration of Horwich town centre



Horwich town centre regeneration strategy



Draft Horwich town centre masterplan

Horwich town centre currently covers a very large area, including Chorley New Road. The draft masterplan helps to focus future town centre development onto the 'Lanes' (Lee Lane and Winter Hey Lane), to create a strong heart to the town centre.

The town centre strategy identifies four gateways to the town centre, each with distinctive characteristics:

- **North: The Horwich Community & Heritage Centre.**
- **East: Leisure uses at Old Station Park and the new leisure centre;**
- **South: Chorley New Road junction including the national food retailer offer of Aldi and Iceland;**
- **West: Public services at the cluster of Public Hall, Library & Children's Centre and Horwich Clinic, on Jones Street.**

Improved public realm will connect the gateways across the town centre and a car parking strategy will promote short term parking in the centre and longer term parking around the edges.

We have suggested the following themes which could characterise the future town centre:

1. Healthy Horwich – Broadening the appeal of the town centre, attracting residents and visitors

- Creating outdoor places for people to sit, meet, eat, drink, a seasonal events programme including markets and events in the park;
- Healthy streets for active lifestyles including a green pedestrian and cycle route through Old Station Park which can be extended to the south of the park, towards Rivington Chase and north up to Rivington Pike, perhaps as part of the Greater Manchester Bee Network of cycle routes;
- New housing and community uses facing Old Station Park to provide better overlooking and surveillance of the park to increase the safety of park users;

- Remodelling the public realm along the northern part of Winter Hey Lane, including the junction with Lee Lane, for an enhanced pedestrian experience.

2. Horwich Makers – Supporting and promoting local businesses

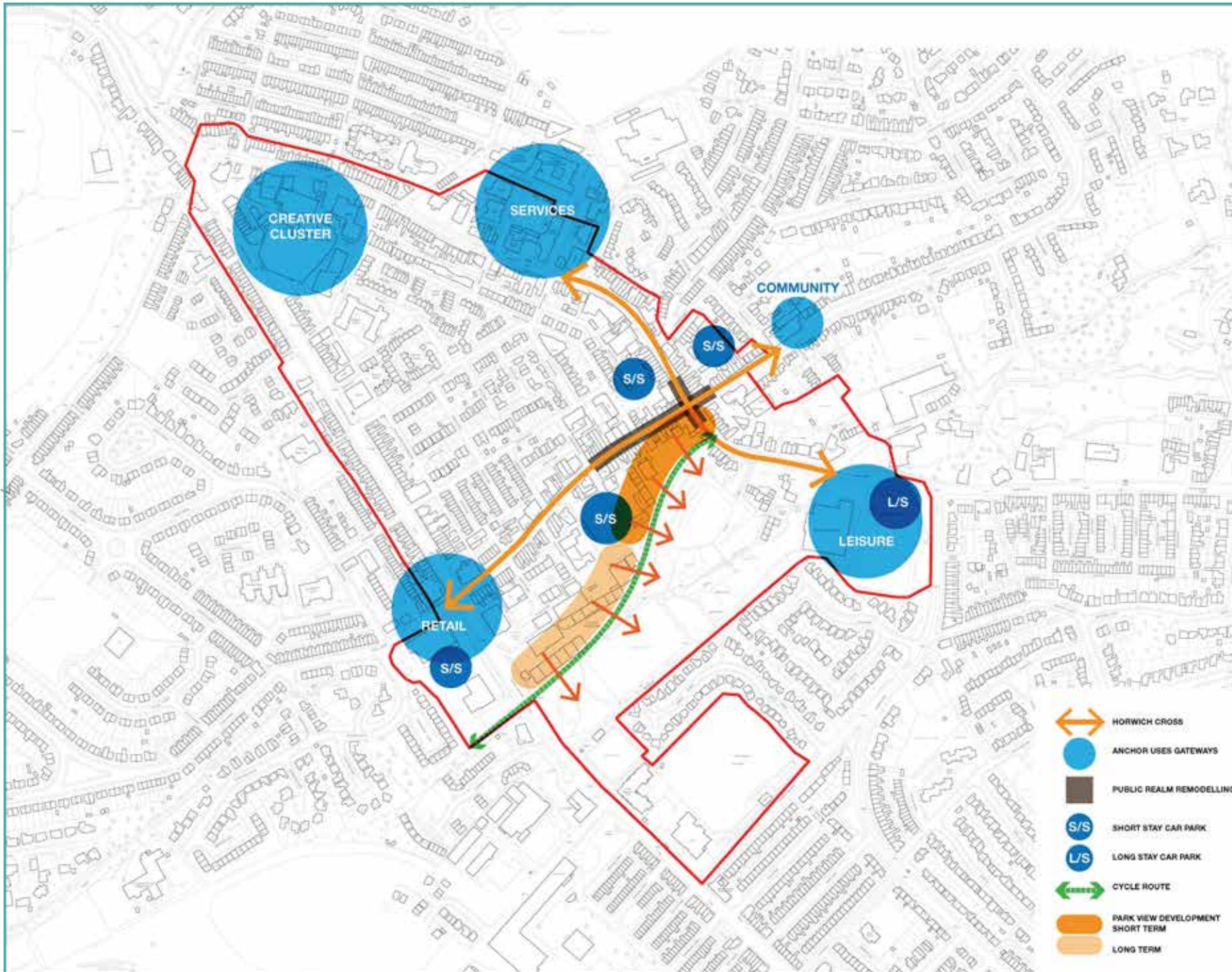
- Artisan shops that provide goods you need – making it possible to shop local;
- Providing shop units for new enterprises with affordable living above;
- Developing a car parking strategy to promote short-stay car parking close to the core of the town centre and to provide long-stay car parking at the edge of the town centre.

3. Horwich Daytime into Night time – A place to visit at all times

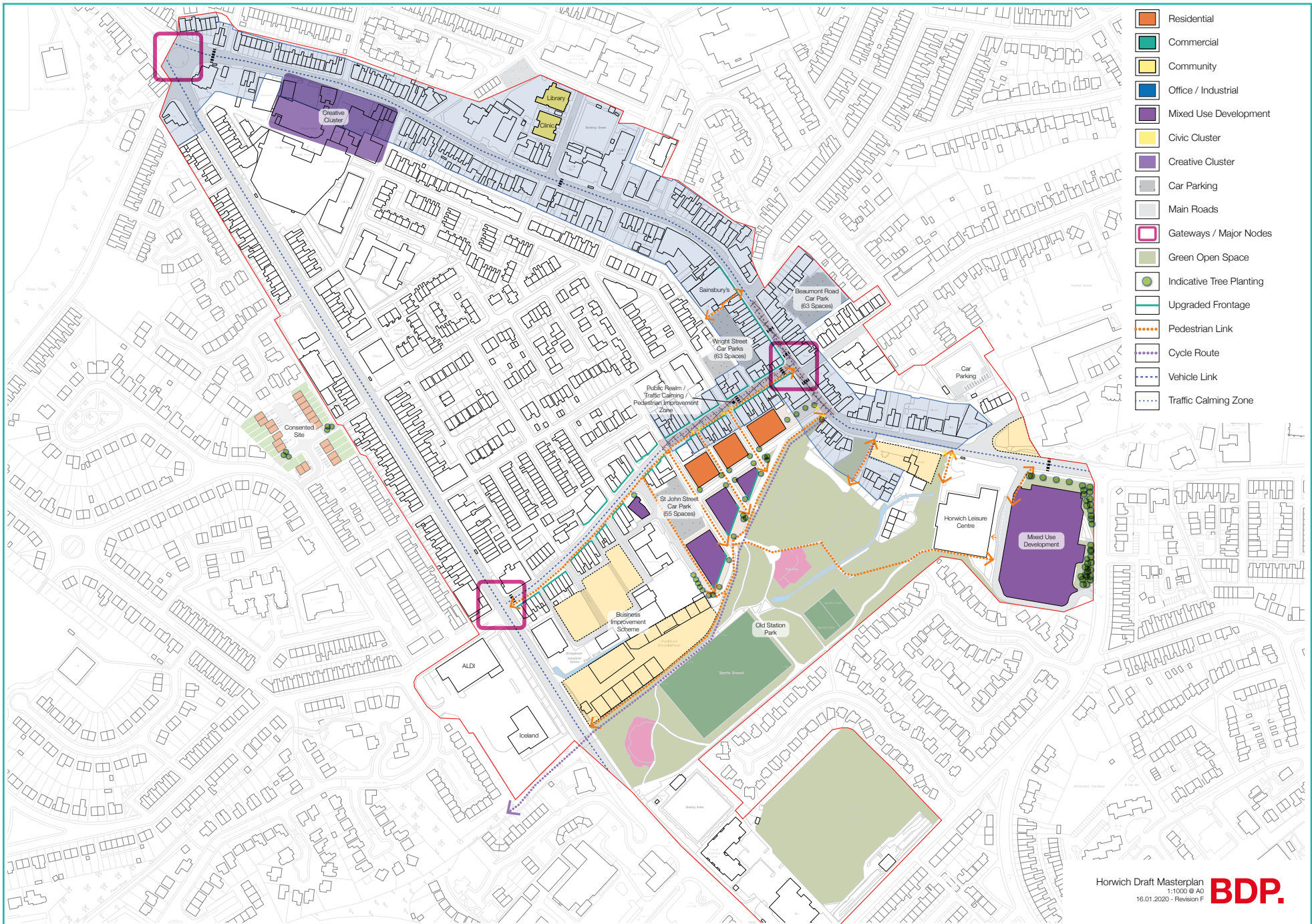
- Shops that stay open into the evening
- Daytime cafes transforming into evening restaurants
- Incorporating lighting into public realm designs
- Car parking strategy to encourage visitors

4. Horwich creative and digital

- Promoting Horwich as an attractive place for start-up and creative businesses with convenient access across the city region by road and rail.
- Creating the Horwich 'app' containing everything you need to know, with updates on events, special offers, and the facility to place orders and make reservations.



Horwich town centre regeneration strategy

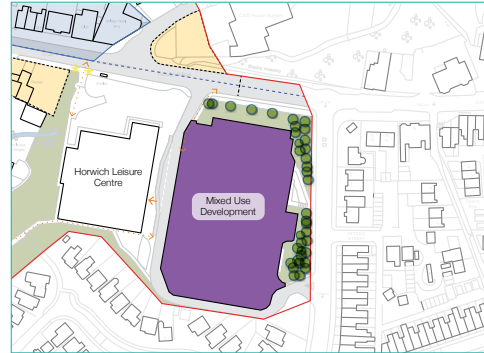


Draft Proposals

Five Key Development Proposals (KDPs) have been identified that could transform the town centre

KDP1: Former leisure centre site - Mixed use development comprising health centre, housing and long-stay car park.

The site of the former leisure centre is currently in use as a temporary car park. There is already a current proposal to build a health centre on the site, but this will not utilise all the available space. The site is large enough to accommodate other uses, including housing, in the form of town houses and/or apartments, and a long-stay car park which can be used by users of the new leisure centre as well as providing long-stay car parking for businesses and visitors to the town centre, so that the more central car parks can be reserved for short-stay parking.

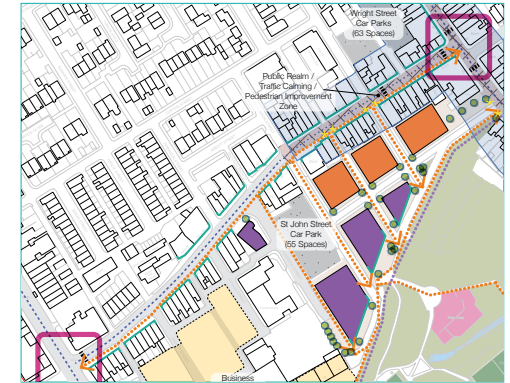


When thinking about this proposal consider whether you welcome the redevelopment of the former Leisure Centre site for a mix of health centre, housing and long-stay car parking. Consider whether the car parking element should be limited to car leisure centre users, or could it be a larger long-stay car park for the wider town centre? Think about whether a pedestrian route to the town centre should be created through Old Station Park and have a think about any other uses for the site of the former leisure centre.

KDP2: Street remodelling at Winter Hey Lane

Winter Hey Lane is at the heart of Horwich. The masterplan proposal is to improve the pedestrian experience (and safety) through remodelling of the highway and public realm, to reduce carriageway width and accommodate southbound traffic only, from Lee Lane to St John Street. There will also be potential for temporary closure for markets and other events.

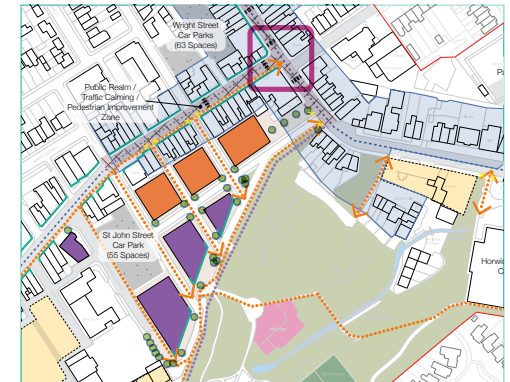
When thinking about this proposal consider whether Winter Hey Lane should be the priority for improving the pedestrian experience in the town centre, consider whether it would be a good idea to create a partial one-way system along Winter Hey Lane to help traffic flow and have a think about whether you would welcome temporary closure of the road for pop-up markets and events.



KDP3: New residential and mixed use development overlooking Old Station Park

One of the ideas in the masterplan is to redevelop sites overlooking Old Station Park (off St. John's Street) for residential and community uses (youth centre, rooms for classes and meetings), creating an attractive aspect for new town centre homes whilst also providing better natural surveillance of the park to increase the safety of park users. New developments will also help create stronger park gateways from Lee Lane and Winter Hey Lane and better connectivity between the town centre and the park.

When thinking about this proposal consider if long-term development of the park view sites for more homes and community uses is a good idea and whether the redevelopment of this part of the town centre would help create a safer place for users and residents. Have a think about whether other parts of the town centre would be more suitable for such development and if so, where?



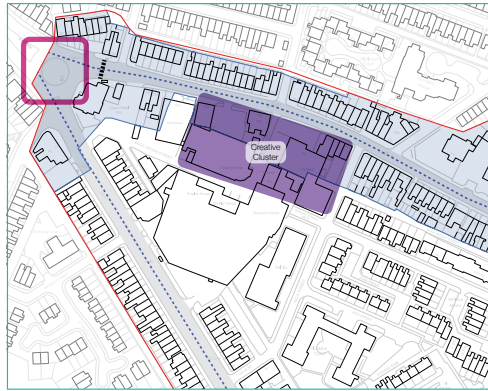
Draft Proposals

Five Key Development Proposals (KDPs) have been identified that could transform the town centre

KDP4: Creative business cluster for more town centre businesses and enterprises.

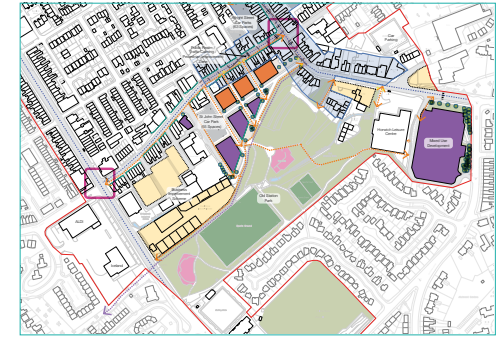
Hampson Street is the proposed site for the creative cluster as it is already home to a mix of small creative businesses. The cluster has an accessible location and provides low-cost business space for small and creative industries to move in and create and a consolidated business offer at the western end of town centre.

When thinking about this proposal consider if you think that promotion of the cluster of small businesses at Hampson Street is a good idea and what type of start-up businesses do you think are required in the town centre?



KDP5: Green pedestrian/cycle route through Old Station Park.

There is opportunity to create a green pedestrian/cycle route through Old Station Park, connecting with existing routes and linking the town centre to existing residential areas and major developments such as Horwich Loco Works (Rivington Chase) and leisure destinations such as Rivington Pike and new links to Middlebrook and Horwich Parkway.



When thinking about this proposal consider if you think a dedicated green pedestrian/cycle route in the town centre is a good idea and whether the park provides the best place for such route. Also think about whether this route should link up other areas in and around the town centre? If so, where and how?

Next Steps

Please complete and return the questionnaires provided so we can use your feedback and suggestions to further improve the proposals for the town centre.

- Bolton Council and its consultants will review the proposals in the light of your comments.
- The team will also look in more detail at the deliverability of the proposals – can funding be identified and how will other landowners be encouraged to invest?
- Once all of the comments have been considered, a final masterplan for the town centre will be produced for formal approval by the Council.
- After this we hope to work with our partners to get the masterplan moving.

For more information go to www.investinbolton.com/horwich